

## PRESS RELEASE

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# BRANDHOME LAUNCHES MENA OPERATIONS OUT OF THE UNITED ARAB EMIRATES

**Brandhome is broadening its territory to the MENA (Middle East and North Africa) region, launching new projects within the United Arab Emirates. This is a logical step in the 20-20-20 strategy of the company: 20 places with 20 people by 2020. By taking the Brandhome know-how abroad, the company acts upon its belief that clients' needs are best met by being close, flexible and scalable.**

Brandhome is a full-service marketing agency that has developed a unique and effective method for brand building, the Brandhome method®. Erik Saelens, founder & strategic director at Brandhome explains: "Expanding our business abroad enables us to spread our experience and way of working around the globe. Within the MENA operations, we will primarily focus on strategy because this is essential for identity driven brand building. The most important thing for us is to be able to share the Brandhome method®, which captures our entire identity driven brand building know-how in one proven methodology."

The coming year, Brandhome will work out of Dubai to service the UAE, Gulf and MENA markets. "We will focus on our strategic competences and experience," Saelens declares. "Besides finding new clients and working with existing partners, we will use this time to recruit local talent and train the future Brandhome staff in the Brandhome academy, the educational wing of Brandhome. Later on, we will roll out our concept across the entire AME region (Africa and the Middle East) and become the 1<sup>st</sup> identity driven brand building company of the new generation."

Brandhome will support companies in the UAE region by determining brand strategy, building brand architecture, creating brand designs and translating strategy into brand communication concepts and implementation.

More info on [www.brandhome.ae](http://www.brandhome.ae).

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*Note for the editors - Not for publication:*

For more information about this press release, please contact Nicoline Spruijt, +32 486 85 10 61 or [nicoline.spruijt@brandhome.com](mailto:nicoline.spruijt@brandhome.com).