

## PRESS RELEASE

2<sup>th</sup> April 2012  
PR 120236

# **Brandhome and SPARK grow conversations with autistic children**

**SPARK (Speech Practice for Autistic and other Remarkable Kids) is a new tool to improve communication between children with autism and their environment. Brandhome helped the organization to launch SPARK.**

SPARK was developed by Frank Verhagen, a father of an autistic child who experienced the need to find an easier way of interacting with his son. Therefore he developed a PowerPoint with questions about illustrations and related answers. Over the years, the PowerPoint has evolved into a true tool for talking, currently containing over 6.000 slides.

Nicoline Spruijt from Brandhome: "As a marketing agency, Brandhome tries to make contributions to organizations for disadvantaged children with the Brandhome foundation vzw. SPARK is a wonderful initiative because it offers children with autism real chances for a better quality of life. Brandhome is glad to help with the launch of the tool. We provided SPARK with a visual identity by creating a logo, posters, business cards, stickers, etc. We also built a website ([www.sparkcommunity.net](http://www.sparkcommunity.net))."

Frank Verhagen from SPARK: "The website enables everyone to download and use SPARK for free. We hope that SPARK will help many others in their communication with autistic children."

Brandhome is a marketing agency that works through a unique and effective method for brand building, the Brandhome method®. The agency aims at constantly improving knowledge about brands. Brandhome is located in Antwerp.

\* \* \* \* \*

*Note for the editors/ Not for publication:*

For more information about this press release, you can contact Hendrik Vandecruys, +32 (0)3 237 05 95 or [hendrik.vandecruys@brandhome.com](mailto:hendrik.vandecruys@brandhome.com).