

Saint Isidore protects new Leo Burnett Brussels website

First site with blessing of the Patron Saint of the Internet

Leo Burnett Brussels has launched a new website, www.leoburnett.be. The site enjoys the godly protection of Saint Isidore of Seville, the patron saint of the internet. A short online movie shows the trip to Spain and the blessing by the Archbishop of Seville, Monsignor Asenjo.

Every single day some 30,000 new computer viruses make their appearance, including on the day that Leo Burnett Brussels launched the new site www.leoburnett.be. Online protection therefore calls for the greatest of vigilance. The agency searched and found its salvation in an area slightly different from classic firewalls and the usual anti-virus software. They called for protection from Saint Isidore of Seville, the only true patron saint of the internet.

Leo Burnett set off to Spain and found that the Archbishop of Seville was prepared to officially give the blessings of Saint Isidore to the new site. A team recorded the facts and put together a short internet movie lasting some 139 blessed seconds.



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