

# Keytrade Bank chooses Leo Burnett Brussels as communication partner.

Co-operation started, first campaign Autumn 2012

**Leo Burnett Brussels becomes the new communication partner of Keytrade Bank, the most important Belgian (also active in The Netherlands, Switzerland and Luxemburg) internet bank and market leader in online transactions. Leo Burnett Brussels will focus on the strategic part of the communication, positioning and the media campaigns. In addition, the agency will also develop and implement acts.**

A pitch involving 4 agencies resulted in Keytrade Bank's choice for Leo Burnett Brussels as their new communication partner. The choice was based on strategic analysis, a strategic recommendation and a campaign proposal. In the meantime, the co-operation has started and Leo Burnett Brussels is developing the first ideas and acts.

## About Keytrade Bank

Keytrade Bank focuses on self-directed individuals with a different point of view on banking. Thanks to this successful strategy Keytrade Bank doubled its client base. Moreover, Keytrade Bank was awarded Best Broker & Best Bank by financial magazine Trends/Moneytalk. Keytrade Bank offers, via its unique platform [www.keytradebank.com](http://www.keytradebank.com), an integrated portfolio of online investment and banking services at particularly sharp rates.

Keytrade originated from VMS-Keytrade, the first Belgian online investment site since 1998. In 2002, VMS-Keytrade acquired the bank statute by taking over RealBank and changed the name in Keytrade Bank. Keytrade Bank is active in Belgium, The Netherlands, Luxemburg and Switzerland.

## About Leo Burnett Brussels

Since October 2008, Leo Burnett Brussels is managed by Managing Director Barbara Vangheluwe. Today, the agency has about 40 co-workers and is located in the Flagey building in Ixelles. Early 2012, Creative Directors Tom Loox and Jorrit Hermans were named Belgian Creatives of the Year. In addition, the agency won 3 Lions on the Cannes Lions advertising festival this Summer. Leo Burnett Brussels drew attention with relevant local campaigns for big brands such as P&G, Fiat, Jeep, Heinz, Ixina and Samsung.



**Managing Director Leo Burnett Brussels:**

**Barbara Vangheluwe:** +32 476 65 57 66 or [barbara@leoburnett.be](mailto:barbara@leoburnett.be)



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