

PRESS RELEASE

Branding agency Vandejong develops Unseen campaign

New international photography fair launched as a brand

Branding agency Vandejong launched the campaign for the new international photography fair Unseen. Vandejong is responsible for brand strategy and all communications, including the website and an iPhone application. Unseen, an initiative of Foam, Platform A and Vandejong, takes place from 19 to 23 September in the historical Culture Park Westergasfabriek in Amsterdam.

A photo fair with a festival flair

Vandejong has positioned Unseen as a photo fair with a festival flair with a focus on new photography talent from around the world. This concept has been reflected in the visual identity of Unseen and has been incorporated in the elaborate campaign. For Unseen, Vandejong has developed a website, print campaign, flyers, bags, flags, clothing, an exhibition catalogue, the signage on the fairgrounds, inserts for *Wallpaper* Magazine* and the *NRC Handelsblad*, and an iPhone application.

Unseen is online meeting place

Vandejong has coordinated an international online campaign for Unseen through social media and online PR. 'Unseen is an online meeting place for photography enthusiasts. Via the website and the Unseen iPhone App, people can join the community, start collecting photographs and compiling their personal programme for the fair. The content strategy focuses on activating the networks of galleries and reaching a new audience, the so-called first-time buyers,' according to Franklin de Bekker, interactive director of Vandejong.

The agency is co-founder of Unseen

'Unseen is a unique project for Vandejong. As co-founder, we are, in fact, our own client. This allows for much freedom in the development of the campaign, both strategically and creatively. Unseen is also interesting for Vandejong because the campaign is both cross-media and international, which suits our ambitions for the future,' says Pjotr de Jong, creative director of Vandejong and Unseen.

About Vandejong

Vandejong, founded in 1989, is a strategic branding agency based in Amsterdam. Vandejong supplies a wide range of services: from the development of brand strategies and creative concepts to the development of specific campaigns, and, if necessary, new services and products. Vandejong works for clients such as photography museum Foam and Rabobank International. Moreover, Vandejong is initiator, in collaboration with Foam and Platform A, of the international photo fair Unseen in September 2012. vandejong.com

Note for editors, not for publication: for more information, high res images and / or interview requests, please contact Maurice Seleký, PR manager at Vandejong, +31 (0) 20 462 2062 or maurice@vandejong.nl.