

i-merge is now Boondoggle

Boondoggle to open Amsterdam office on 1 June

- Boondoggle exports Belgian expertise in interactive communication
- Amsterdam office fourth in ever-expanding Boondoggle network: Belgium, China, Ireland and the Netherlands
- Tom de Bruyne takes the reins of Boondoggle's Amsterdam branch from 1 June

Leuven, 31 May 2007 - Boondoggle is the new name for i-merge: the only 100% Belgian international communications group. The flourishing group continues to build on its international success with a new office in Amsterdam. Open for business from 1 June, the Amsterdam branch is the fourth in an ever-expanding network with locations in Belgium, China, Ireland and the Netherlands. None to shy of ambition, Boondoggle has its sights set on an annual growth of 20% with further expansions of its network and its strong creative/strategic operations.

Why the new name for i-merge?

Pieter Goiris , CEO Boondoggle: *"The name i-merge was generally perceived as having too strong a link with the internet as a medium. The talent encompassed by our agency goes much further than mere 'media expertise'. Our vision on communication revolves around the guiding principle of the consumer. Everything we do is based on recognition for the consumer's impact on his/her surrounds. These days, it's people that make the brand. That's a vision that goes beyond digital media. It is a vision on communication 'in itself'. The internet was the impetus for change in the way people and brands communicate, sparking a trend that has since continued beyond its own bounds. Consequently, our services have also evolved, which is why we have chosen a new name, independent of any particular medium."*

Why a new office in Amsterdam?

Tom De Bruyne, Managing Director Boondoggle Amsterdam: *"We have been active on the Dutch market for some time now from our head office in Belgium and have accumulated quite a number of accounts. It's the next logical step. A strong local presence will make it easier to talk directly to the decision makers . The founding of our Amsterdam agency is part of our ambition to construct a Euro-Asian network of independent and creative agencies of the future. In Amsterdam, Leuven and Dublin, we now operate*

under the name, Boondoggle. i-merge Shanghai will retain its name until the end of 2007 after which the rebranding campaign will begin there as well.”

“Creating contagious brand conversations” is the key to the Boondoggle story.

Pieter Goiris, CEO Boondoggle: *“A brand that decides on its own where, when and how to communicate, no longer actually exists. In the digital era, brands are built within conversations between people. These conversations lead to relations, relations lead to affinity with the brand. People are consequently the most important medium for brand building. We therefore see our role more as that of a ‘facilitator’. We conceive conversation ideas; ideas and compelling stories that spark conversation; between advertisers and consumers as well as between consumers themselves. We also react to existing conversations and construct a dialogue with the consumer in the name of the brand.”*

By creating and stimulating contagious conversations, Boondoggle aims to firmly plant its name on the map. Digital media will continue to play a significant role in generating and above all spreading brand conversations. But it goes much further than that. Other media also contribute to the dialogue.

Boondoggle never sees the medium as a goal in itself but as a means to stimulate, enrich and shape **conversations**.

About Boondoggle

The word ‘Boondoggle’ was coined by a *New York Times* journalist in 1935. It was intended to describe the pointless jobs created by the American government in order to keep the unemployed busy during the great depression. Since then, Boondoggle has become a popular word denoting ‘work of little or no value done merely to give the impression that one is nevertheless seriously engaged’.

Pieter Goiris: *“The name Boondoggle seemed very suitable to us as a means of maintaining the prejudice that advertising doesn’t constitute real work 😊.”*

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Links to photographic material:

Pieter Goiris - www.boondoggle.eu/press

Tom de Bruyne - www.boondoggle.eu/press

Boondoggle logo - www.boondoggle.eu/press

Boondoggle HQ - www.boondoggle.eu

Boondoggle Amsterdam - www.boondoggle.eu