



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome helps Vedior become Tempo-Team**

**Brandhome has delivered a complete brand programme for Vedior's renaming to Tempo-Team. Within the brief to rename the temporary staffing firm, Brandhome is responsible for merging the two brands and launching the new brand name in Belgium and Luxembourg. The brand programme that Brandhome has developed takes in strategic guidance, production of all external and internal communication and the entire media strategy. The assignment is perfectly in keeping with Brandhome's specialty: strategic changes in brands and brand names.**

Corné Verbraak of Vedior Group Belgium: 'Brandhome understood very well that in Vedior and Tempo-Team's case, this is only about a name change. Vedior will be known in future, as Tempo-Team, but our employees, the temps we provide and our overall service will all be at the same high level. Brandhome has shown it has the knowledge and experience in-house to guide us through that change.'

Brandhome's Nicoline Spruijt: 'As part of the change of name from Vedior to Tempo-Team, we were able to contribute to the smooth implementation of the new brand programme, in what is a fascinating and dynamic HR services market. We've shown that renaming operations are one of our specialities.'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

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