



identity driven brand building®

PRESS RELEASE

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Brandhome creates 'Vedior is now called Tempo-Team' campaign

A major campaign launches this week to publicise Vedior's change of name to Tempo-Team. Brandhome is responsible for the complete strategy and execution of the campaign, and for the media strategy in Belgium and Luxembourg. 'Only our name is changing', is the theme of the campaign, which has been running widely in the media as of this week. The company's customers and staff received a special edition of the newspaper *Het Nieuwsblad* in Flanders or *La Dernière Heure* in Wallonia presenting the news about the name change.

Corné Verbraak of Tempo-Team: 'we're very happy with the way the campaign is being executed. The simple motto "Only our name is changing" basically says it all. We were pleased and surprised by Brandhome's approach to the external and internal communication, and the way they've managed to translate the strategic starting point of "just a name change" into a fun, creative concept.'

Brandhome's Nicoline Spruijt: 'we're really happy with the way the overall project has gone. Brandhome is one of the few agencies that can support a client and a brand from strategy, through communication up to and including full implementation. The result of this approach is a balanced mix of an external and internal renaming campaign.'

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Note for editors, not for publication:

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