



identity driven brand building®

## **PRESS RELEASE**

**7 October 2009**

**PB 009248**

### **Tempo-Team and Brandhome keep it personal**

**The Antwerp communication agency Brandhome has come up with a new advertising campaign for Tempo-Team. Following the temporary staffing group's change of name in 2008–09, Brandhome developed a striking campaign for autumn 2009 to strengthen the Tempo-Team brand and raise awareness of its proposition.**

Corné Verbraak, Managing Director at Tempo-Team: 'In developing this campaign, we wanted an original way to express the personal approach we guarantee at Tempo-Team. Brandhome achieved a perfect audio translation of that through a series of radio ads featuring different musical styles. The posters, meanwhile, translate the concept into items lifted from the different job contexts. Because whoever you are and whatever you're looking for, you're welcome at Tempo-Team. That doesn't just go for our temps, but also to employers looking for the right person for the job.'

Nicoline Spruijt, Brandhome CEO: 'We decided to frame the advertising campaign around the wide "something for everyone" range of vacancies. As lead agency, Brandhome worked out the entire process from strategy to implementation. In terms of media, we opted for channels that allow plenty of creative scope, namely outdoor and radio.'

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.

\* \* \* \* \*

*Note for editors, not for publication:*

For more information about this press release, please contact Machteld Schierbeek, [machteld.schierbeek@frappa.net](mailto:machteld.schierbeek@frappa.net), +32 3 237 05 95.