



identity driven brand building®

PRESS RELEASE

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Tempo-Team: What's red and on the radio? *Brandhome offers a splash of colour with its new Tempo-Team campaign*

The new Tempo-Team campaign started airing today on the radio. The aim of the 'What's red and...?' campaign is to increase top-of-mind awareness of the international employment group in Belgium. Tempo-Team was looking for a bold media approach to help it meet that objective. Over the next six weeks, dozens of different ten-second ads – rather than the standard 30-second ones – will be broadcast on Flemish and Walloon radio.

Brandhome took care of the entire execution of the radio campaign, from creation through to production and the media plan. Besides the radio ads, Tempo-Team will have a high profile at the upcoming Tempo-Team Tour of Belgium cycle race.

Corné Verbraak of Tempo-Team: 'Temporary staffing is becoming an increasingly important tool in our clients' business operations, and so we're keen to develop our position in Belgium further. Top-of-mind awareness is crucial to the future growth of our brand. This radio campaign is a first step in that direction.'

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Note for editors, not for publication:

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