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## PRESS RELEASE

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### New World of Work by Brandhome: DELTAconnect

**The Dutch multi-utility company DELTA wants to introduce the New World of Work to its employees. Brandhome was called in as an internal branding specialist to communicate the launch of this fundamental change to the Dutch business's 2,500 employees. The internal campaign got under way this week with the presentation of the *Proeftuin* and *Proeflokaal* – opportunities for employees to discover the principles of the New World of Work over breakfast or lunch (*Proeflokaal*) or to experience its flexibility and possibilities at first hand in the new offices (*Proeftuin*).**

The New World of Work is important to DELTA. It will enable the company to prepare its employees for different ways of collaborative working, so that they are better placed to serve customers in the future, and to ensure that DELTA remains an attractive employer for a new generation of knowledge workers. DELTAconnect offers an alternative way of working together at the company, of using working times more flexibly and of working independently of the specific time and location.

Brandhome's Nicoline Spruijt: 'The New World of Work is a philosophy that is increasingly taking hold at businesses, and DELTA is no exception. We created a long-term strategy together with the company to integrate this new way of thinking step by step in the years ahead. Because you can't realise the philosophy behind the New World of Work in a few weeks: it takes time, a thorough knowledge of what you're doing, and a good sense of timing.' Brandhome developed the strategy, planning and project style, and translated it into the set-up of the two trial areas. It also conceived and developed the launch event for DELTA, including promotional gifts.

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*Note for editors, not for publication:*

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