



identity driven brand building®

PRESS RELEASE

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Brandhome stages large-scale recruitment campaign

Tempo-team has launched the biggest Belgian recruitment campaign ever. The goal: to fill 8,000 vacancies. Brandhome has created a striking, direct off-line and on-line campaign, which almost literally flips out at the large number of vacancies. The concept is based on the previous campaign, 'What's red and...?'

Radio, print and on-line

The actors in the radio ads listed so many types of vacancy that they ended up literally out of breath. Advertisements crammed to the edges with vacancies were placed in strategically selected print media as well. Flipped-out banners highlighted the exceptionally broad range of jobs on-line. And tempo-team also used social media to call on job seekers to discover the thousands of vacancies. Anyone can call tempo-team on a free phone number for immediate information and assistance.

Brandhome sketched out the strategy, thought up the campaign concept, took care of the creation and production of all media, and kept a tight rein on the media plan.

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Note for editors, not for publication: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.