

# rebranding faqs

## for internal use only.

### why are we rebranding?

Our ambition is to become the world's leading provider of talent mobility solutions. As such, there are several reasons why it makes sense to rebrand from RiseSmart to Randstad RiseSmart.

- First, outplacement has been identified as one of Randstad's strategic growth pillars. Having a strong line of business and unified offering around the world facilitates and accelerates our collective efforts.
- Second, the commercial reason: when bidding for large, global opportunities, we need to have a unified global presence. This is particularly important when competing against global players. In addition, Randstad being the leading HR services company in the world, has tremendous brand recognition in international markets. (While RiseSmart is known in the US, we have limited name recognition outside of the US.)
- Third, by rebranding to Randstad RiseSmart, it will be easier to integrate with Randstad's other offerings and present a seamless end-to-end talent solution to customers and prospects. There are many branding benefits and resources that come with being part of the Human Forward visual style.

### what happens as part of the rebrand and when?

Rebranding is a process that starts with a change in distinctive (Human Forward) visual identity derived from the Randstad brand. Countries that are currently selling solutions under the RiseSmart brand will rebrand first with the following synchronized schedule:

- November 4, 2019 – All RiseSmart logos will be changed over to Randstad RiseSmart, global websites will be rebranded, a press release will be issued, and all new materials will comply with the Randstad RiseSmart visual and editorial guidelines.
- March 31, 2020 – Full rebrand. All materials, including RiseSmart software platforms (e.g., RiseSmart Spotlight and Insight), will be fully rebranded and compliant with the Randstad RiseSmart visual style guidelines.

By direction of Randstad's Executive Board, any other outplacement or related career services offerings under Randstad should move to unify under the Randstad RiseSmart brand.

### what products and services are involved?

All products and services that provide career guidance to talent or help them move within or outside of organizations should fall under the Randstad RiseSmart brand. Solutions include outplacement, redeployment, career development, sick to work, welfare to work, mature age transitions, internal mobility, assessments, reskilling and a variety of talent mobility products or services, as shown below.



## how should we describe randstad risesmart?

Consistency of message is equally important as having a unified visual identity. Below is a subset of the information from our Randstad RiseSmart content guidelines:

who we are	Randstad RiseSmart is one of the world's largest career transition and talent mobility providers.
what we do	Our outplacement, career development, redeployment and contemporary Tech & Touch solutions strengthen employer brands, improve retention and re-engage talent.  [Tell me more:] Employers hire us because we deliver superior outcomes through expert coaching, professional branding, contemporary resources and on-demand analytics. Today, we are a trusted human partner of successful companies in more than 40 industries and 100 countries.
what we believe	We believe that there is greatness in everyone, that careers never stop evolving and that the most successful organizations are those that unlock the potential of their workforce.
our vision	Shaping the world of work. (same as Randstad's)
our mission	With everything we do, we support people and organizations in reaching their true potential. (same as Randstad's)
our brand promise	human forward. (same as Randstad's)

## where can I find usage guidelines?

Visual style guidelines for Randstad RiseSmart, as well as content guidelines, logos, illustrations, and related images, are available on Randstad's brand portal, or at: <https://info.risemart.com/risemart-branding>.

If you have trouble accessing this information, please contact Dean Silvestri at [dean.silvestri@randstadrisemart.com](mailto:dean.silvestri@randstadrisemart.com).

## will websites and email addresses change?

Yes, website URLs and email addresses will be changed as part of this rebrand to mirror the new brand name, Randstad RiseSmart.

- All websites will be converted to [www.randstadrisemart.{country domain extension}](http://www.randstadrisemart.{country domain extension})
- Colleagues who are currently using a RiseSmart email address will receive a Randstad RiseSmart email address.
  - Go live for the new email addresses will be Sunday, November 3.
  - All @risemart.com email addresses will remain active as aliases and automatically route to the new email addresses.
  - For colleagues using Microsoft Office, all Office365 logins will remain the same with the @risemart.com username. Torch and other RiseSmart system logins will also remain the same. We will convert these to the new @randstadrisemart.com usernames, in phases, in Q1 2020.
- Randstad RiseSmart domains have been secured in all countries where Randstad does business.

## what communications are being planned?

The following communications have been planned related to the rebrand:

---

### Internal

- Prior to June: Executive Board approved recommendation of an overbrand endorsement and rebrand of outplacement and related businesses from RiseSmart to Randstad RiseSmart.
  - Prior to October: Dan Davenport, President/GM of RiseSmart and Chairman of the RiseSmart Global Leadership Team (GLT) received buy-in on definition and plans.
  - Week of Oct 28: Updates will be shared on our Yammer feed and possibly Randstad's intranet sites (e.g., Connect, Workplace) with links to related resources.
  - Week of Oct 28: RiseSmart offices will be rebranded to Randstad RiseSmart and all full-time employees and contractors around the world will receive a rebranding welcome kit.
  - Week of Nov 4: Video message from Jacques van der Broek will be shared with country leaders.
-

---

External

- Monday, Nov. 4: Press release will be issued in the US with (optional) similar announcements in other countries.
  - Nov 4: Recommended social posts uploaded to Post Beyond, Bambu and other sharing platforms with link to a 45-second rebranding video.
  - Nov 4: Email templates will be provided to sales and account management teams to send to their customers, as appropriate.
  - Week of Nov 4: Blog on rebranding topic will be posted.
  - After Nov 4: Promo items are rebranded with Randstad RiseSmart and available from your local e-Store or marketing teams.
- 

## whom should I contact for more information?

Please address any questions about the rebrand to [globalmarketing@randstadrisesmart.com](mailto:globalmarketing@randstadrisesmart.com).