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## **HOME INSTEAD INTRODUCES NEW BRAND AND CAMPAIGN**

*New brand reflects Home Instead's growing global presence*

**OMAHA, Nebraska (Jan 26, 2021)** – Home Instead, the leading provider of in-home care for older adults, has launched a new brand identity and campaign to promote the evolving organization. Formerly known as Home Instead Senior Care, the company was founded in 1994 by Paul and Lori Hogan to address a need for personalized care to allow adults to age at home, inspired by Paul's own grandmother. It has since grown to more than 1,200 independently owned and operated franchises across the globe, which employ 90,000 professional caregivers and deliver more than 80 million hours of care annually.

Created in partnership with creative agency Energy BBDO, the brand's update includes a simplified logo and the removal of the term "senior care" from the official name – Home Instead. The changes are meant to be more inclusive and a reflection of the evolving global language around the way people talk about older adults. The name change also allows the brand to more broadly address helping aging adults meet their needs wherever they are on their care journey.

The [new campaign](#), "A Life Well-Lived Should Continue at Home," incorporates the updated Home Instead brand identity. The campaign highlights older adults who have had fulfilling lives full of ups and downs and as they want to continue their lives comfortably and safely in their own homes, Home Instead is there to help.

"When we founded Home Instead around my mother's kitchen table, we never dreamed it would grow to serve so many older adults across the globe," said Paul Hogan, Founder of Home Instead. "The new brand and name change moves us into the future and honors the history and inspiration behind our company."

"Our new brand represents Home Instead today and will continue to serve us as we look to the future," said Jessie Brumbach, Global Chief Brand Officer, Home Instead. "We've given our logo a modern, refreshed look, while keeping the tulip that has come to symbolize the highly personalized care we're known for. In addition to the updated logo, shortening our name to Home Instead better reflects our global presence and the desire of our clients to remain at home as they age."

To learn more about Home Instead, and see the rebrand in action, visit <https://www.homeinstead.com>.

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### **About Home Instead**

Founded in 1994 in Omaha, Nebraska, the Home Instead® franchise network provides personalized care, support and education to enhance the lives of aging adults and their families. Today, the network is the world's leading provider of in-home care services for older adults, with more than 1,200 independently owned and operated franchises that provide more than 80 million hours of care annually throughout the United States and 13 other countries. Local Home Instead offices employ approximately 90,000 CAREGivers<sup>SM</sup> worldwide who provide basic support services that enable older adults to live safely and comfortably in their own homes for as long as possible. Home Instead franchise owners partner with clients and their family members to help meet varied individual needs. Services span the care continuum – from providing personal care to specialized Alzheimer's care and hospice support. Also available are family caregiver education and support resources. Visit [HomeInstead.com](http://HomeInstead.com). Connect with us on [Facebook](#) and [Twitter](#).

### **About Energy BBDO**

Energy BBDO is a leading-edge creative organization energizing people and brands nationally and globally. Based in Chicago, it is part of BBDO Worldwide who's mantra is "The Work. The Work. The Work." Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world's most compelling commercial content. BBDO is part of Omnicom Group Inc. (NYSE-OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), a leading global marketing and corporate communications company.