

Press Release

## **Reputation Squad Announces Rebranding, Becomes Vectors**

Paris, April 2nd 2024 – Reputation Squad, a leader in corporate communications with a strong digital and international DNA, is excited to announce its rebranding to Vectors. This change marks a significant milestone in the company's history and is part of a strategic shift to embrace a new era of modernity and innovation.

The fundamentals of the agency remain steadfast. Vectors will continue to deliver top-tier corporate communication services that leverage the latest in digital strategies to serve our global clientele. This rebranding reflects our commitment to staying at the forefront of industry advancements, including the integration of cutting-edge technologies such as artificial intelligence (AI).

"Our new identity as Vectors represents our dynamic approach to strategic communications and our dedication to guiding our clients through the evolving digital landscape," said Vectors. "While our name and look have changed, our core mission and values remain the same. We are more committed than ever to providing the strategic guidance and solutions our clients trust us for."

Accompanying our new brand identity, Vectors is also proud to unveil a new website, which will serve as a hub for our enhanced services and offerings.

For more information about Vectors and to explore our new website, please visit [www.vectors-group.com](http://www.vectors-group.com).

### **About Vectors**

Vectors is a premier corporate communications agency known for its digital prowess and international reach. Vectors is dedicated to advancing the strategic goals of Fortune 500 companies and other high-profile clients through innovative, data-driven communication strategies.

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