

# Interbrand

## **Interbrand Strengthens Creative Leadership with Two Key Appointments in Asia Pacific**

(November 4, 2010) - Interbrand, the world's leading brand consultancy is pleased to announce the appointment of two senior-level creatives in the Asia Pacific. Effective immediately, Lorenz Perry will serve as Creative Director of Interbrand New Zealand, while Jake Smallman joins Interbrand Melbourne as Design Director.

Perry joins from Splinter Group, where he also served as Creative Director. With experience at a number of international and local agencies including Saatchi & Saatchi Auckland and Sydney, Publicis Mojo Auckland and Ogilvy Auckland. Perry has worked at a number of international and local agencies. His creative talent has been recognized through a raft of international and local awards including a Grand Prix at Axis, Gold at Cannes, a Silver Clio and honors from New Zealand's Best Design Awards.

"Perry's depth of experience in the industry will make him an invaluable addition to the team," says James Bickford, Managing Director of Interbrand New Zealand. "It signals the next phase of growth for Interbrand New Zealand as we position the business locally as a world class design and brand strategy leader."

Jake Smallman, previously Design Director at Paper Scissors, will assume the same role at Interbrand Melbourne. Smallman was named in 2009's Art Directors Club Young Guns list which annually showcases the 50 hottest up –and–coming designers from around the world. At Paper Stone Scissors, he worked with brands such as the Melbourne Fashion Festival and Woolmark Asia. He is also the co-author of *Stencil Graffiti Capital: Melbourne*, which has sold more than 10,000 copies.

Interbrand Melbourne's General Manager Andy Wright says: "Jake is one of the hottest designers in Melbourne at the moment and someone that I believe fits with the vision we're building for Interbrand globally and in Melbourne specifically. We are in an industry where typically, high-end creative agencies don't offer the strategic depth that clients demand and strategic agencies don't offer the creativity expected."

Interbrand's latest personnel appointments reflect the company continued commitment to innovation, allowing clients to benefit from strong strategic thinking combined with exceptional creativity.

### **About Interbrand**

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries.

The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website [brandchannel.com](http://brandchannel.com). For more on Interbrand, visit [www.interbrand.com](http://www.interbrand.com).