

Press release

Issued by Corporate Communications, Isabel Ossenberg
Date 10 February 2011
Topic iF communication design award 2011

An Extra smile for Interbrand in Hamburg

Interbrand is honored for the new Wrigley's Extra design at the iF packaging awards

Munich, 10 February 2011 – Extra smiles at Interbrand in Hamburg. With good reason: At the 2011 iF packaging awards, one of the leading international design competitions, Interbrand will receive a coveted iF award for the redesign of Wrigley's Extra.

Wrigley's Extra is Germany's most popular chewing gum brand, with a brand recognition rate of 97 percent. Its visual identity had remained virtually unchanged since its introduction in 1992. In addition to modernizing and standardizing the brand design for the expanded portfolio of products, Interbrand was called upon to enhance the brand's visibility on store shelves and set it apart from the competition. The new visual identity of Wrigley's Extra emphasizes both the brand's distinctive flavors and its benefits for oral health.

"We are very proud of the award, which underscores the success of our harmonization and modernization effort. Tests by an independent market research institute have confirmed that consumers find the new look of the brand up to 30% more appealing," said Ronald Bartikowski, Creative Director at Interbrand Hamburg.

A panel of international experts put together by iF chose the winners of the 2011 iF packaging awards from among 201 entries submitted by 114 participants from 24 countries. The five judges honored a total of 59 entries. Five of them were singled out for an iF gold award to be presented at a prize ceremony on 12 May 2011, the opening day of the interpack trade fair in Düsseldorf. All 59 of the 2011 iF packaging award winners will be on display at a public exhibit during the trade fair, to be held from 12-18 May 2011. Beginning on 12 May 2011, the winning entries can also be seen in an online exhibition on the iF website www.ifdesign.de.

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