

Interbrand's "Hole in the World" Illustration with Microsoft Wins a Merit Certificate in the Art Directors Club (ADC) Annual Awards of Art + Craft in Advertising and Design

New York, NEW YORK (11 April 2014) – Interbrand, the world's leading brand consultancy, is pleased to announce being named a Merit Certificate Winner in the ADC Annual Awards of Art + Craft in Advertising and Design for its work with Microsoft on the "Hole in the World."

As the technology sponsor for the British & Irish Lions Tour to Australia 2013, Microsoft wanted to demonstrate, in a creative and memorable way, how their technology could connect you to the people and activities that matter most. Microsoft dug a "hole in the world" to connect rugby fans in the UK to the competition in Australia, and Interbrand created signage to show the journey through the center of the earth.

To grab people's attention, Interbrand created a giant, 30-foot infographic showing the players' journey through the center of the earth, encountering zombie referees, fire breathing demons, and the dreaded heavy metal core. We screen printed white illustrations on chipboard to reflect the rough and gritty nature of rugby.

Over the course of three days:

- 32,000 fans flocked to the hole, and in the spirit of the rivalry, shared countless profanities and insults
- Our audience grew to over 50 million with international broadcast news covering the event in Europe and Australia.
- Over 4 million people interacted through dedicated social media.
- The project sparked a frenzy among rugby fans; giving Microsoft exactly the exposure they wanted from their sponsorship and for their brand.

Interbrand's Executive Creative Director, Chris Campbell, said: "We are thrilled to have been acknowledged for this creative work. We look forward to continuing our long-standing partnership with Microsoft as they create experiences using their technology to better connect people to one another."

To learn more about the ADC winners, visit <http://www.adcawards.org/>

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About Interbrand

Founded in 1974, Interbrand is the world's leading brand consultancy. With nearly 40 offices in 27 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. **It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding.**

For more information about Interbrand, please visit us at www.interbrand.com and follow us on [Twitter](#) and [Facebook](#).

About ADC 93rd Annual Awards of Art + Craft in Advertising and Design

The ADC 93rd Annual Awards of Art + Craft in Advertising and Design is an international award show that celebrates the very best in print and broadcast advertising, interactive media, graphic design, publication design, packaging, motion, photography and illustration, all with a focus on artistry and craftsmanship. Outstanding entrants are selected by highly respected juries, and honored with coveted Gold, Silver and Bronze Cubes. These Cubes are presented at the ADC Festival of Art + Craft in Advertising and Design in Miami Beach, and winners are immortalized in a fully interactive digital "annual."

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