

Interbrand Wins a Cannes Lions Gold for Creating a Revolutionary Poster Experience Honoring the Life and Achievements of Nelson Mandela

NEW YORK, NY (19 June 2014) – Interbrand, the world’s leading brand consultancy, is pleased to announce that it has received a Gold Design Lions award at the [61st Cannes Lions International Festival of Creativity](#) in Cannes, France.

“Paper Prison,” the award-winning submission from Interbrand New York, celebrates the life of South Africa’s former president and the iconic activist, Nelson Mandela. Launched in May 2013, the Mandela95 Poster Project invited artists from all over the world to submit posters celebrating Mandela’s life. The only parameter: All posters had to be A2-sized.

Interbrand’s revolutionary design deconstructs the traditional notion of a one-dimensional poster. Composed of multiple pages, Interbrand’s award-winning poster unfolds into an 8 x 7 foot rectangle when placed on the ground—creating a space almost exactly the same size as Mandela’s prison cell on Robben Island, South Africa where he served most of his 27-year sentence. Against a yellow background, it reads: “He illuminated the world from an 8-foot cell.” The contrast of the black type against a yellow backdrop was designed to transport viewers into Mandela’s darkness during those 27 years—a darkness illuminated only by his enduring optimism and spirit.

Alisa Wolfson, a Cannes Lions judge and a Design Director at Leo Burnett in the US, noted, “This [Interbrand’s ‘Paper Prison’ for the Mandela Poster Project] was an excellent strategic idea applied through design that is so simple, it’s genius.”

Taking the concept further, the Interbrand team brought the poster to public spaces around the world—New York City, London, Sydney, Madrid, and Johannesburg. Visitors were invited to step inside the space to not only feel the physical confinement of Mandela’s 27-year prison sentence, but to also better understand his unbreakable spirit—the very spirit that helped him to emerge as powerful and respected world leader.

“I cannot emphasize enough what an incredible accomplishment it is for Interbrand to win a Cannes Lions Gold,” said Jez Frampton, Global CEO of Interbrand. “Not only has the project earned Interbrand a spotlight on the global stage, but it has also honored a man who changed the world for the better and inspired us all with his courageous spirit.”





To view more images of Interbrand's 'Paper Prison' for the Mandela Poster Project, please visit Interbrand's Facebook page: <http://goo.gl/12teIf>

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About Interbrand

Founded in 1974, Interbrand (www.interbrand.com) 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. By understanding and anticipating the changing needs and demands of consumers, the firm helps its clients across industries, to drive greater business growth while solving their most pressing business challenges. 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. Interbrand is part of the Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com) network of agencies. For more information, please visit us at interbrand.com and follow us on [Twitter](#) and [Facebook](#).

About the 61st Cannes International Festival of Creativity, 15-21 June 2014, Palais des Festivals, Cannes, France

The International Festival of Creativity, also known as Cannes Lions, is the world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place every June in Cannes, France.

As the most prestigious international annual advertising and communications awards, over 35,500 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lions trophy, a global benchmark of creative excellence, for Film, Print, Outdoor, Interactive, Radio, Design, Product Design, Promo & Activation, Film Craft, Mobile, Branded Entertainment and Integrated advertising, as well as the best Media, Direct, PR, Titanium, Creative Effectiveness and Innovation ideas.

The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. More than 12,000 delegates from 95 countries attend a week-long program of exhibitions, screenings and talks by worldwide thought leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communications.

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