

Interbrand claims nine of the 2014 REBRAND 100® Global Awards, including one of the competition's 'Best of Awards'

New York, NEW YORK (6 March 2014) – Interbrand, the world's leading brand consultancy, is pleased to announce that it has received nine awards in the 2014 REBRAND 100® Global Awards Showcase. The REBRAND 100® Global Awards honor the most successful brand transformations worldwide. Seven of Interbrand's offices from around the world won the nine awards. Most notably, Interbrand London won the *Best of Awards* for its work for Cancer Research UK.

"It is an honor to be recognized in the 2014 REBRAND 100® Global Awards," said Jez Frampton, Global Chief Executive Officer of Interbrand. "These nine awards reflect the world changing work we constantly strive to produce for our clients around the world each and every day. To have this work acknowledged by such an illustrious awards competition is an incredible achievement."

The nine awards bestowed upon Interbrand include:

Best of Awards

- **Cancer Research UK:** Interbrand London helped Cancer Research UK, the largest charity of its kind, reposition itself as the leading research-charity to fight against all cancers. By creating a new identity based on the Collective Force, a group consisting of scientists, supporters and fundraisers, the new positioning celebrates the strides made when scientists and the public join forces. The public responded with 30,000 new fans joining the Collective Force on Facebook. Furthermore, Cancer Research UK was voted as the 10th most loved brand among 18-24 year olds, according to a 2013 [survey conducted by The Beans Group](#).

Distinction Award

- **YP:** Interbrand New York worked with YP, formerly the Yellow Pages, to reinvent its business for the mobile age. Targeting doers, people on the move, getting things done, the centerpiece of the new brand proposition is: "The shortest path from 'to-do' to done. Bringing this spirit to life, Interbrand designed a new visual identity, accompanied by a newly launched website and app. Underlines, checkmarks, circles and highlights capture the gestures of a multi-tasker. A focused use of yellow conveys efficiency and task completion. Clean and bold typography makes headlines quick and easy to read, a key point of differentiation for this new task-oriented segment. The new brand provides a succinct narrative, celebrating task completion. With greater audience clarity, a brand definition and a revitalized visual identity, the rebrand is a powerful signal of a new era of relevance for YP.
- **Royal Brunei Airlines:** Interbrand Singapore used this small flag carrier to create a boutique offering. Inspired by this South East Asian nation's unique culture, the new brand logo builds on existing color, form and the nation's coat of arms, while the new brand strategy creates an experience where passengers can escape and relax. The

new look for Royal Brunei Airlines has been well received locally in Brunei and throughout their 13 markets.

- **Hyatt Hotels:** Interbrand New York partnered with Hyatt on its new namesake hotel brand, Hyatt Hotels, a brand specifically designed for smaller properties and urban areas. Looking to reflect the power of each hotel's location, local vernacular and symbolic visual elements were infused throughout the identity system—providing guests with a consistent, yet distinctive, welcome from the city they are visiting.
- **National Bank of Kenya:** National Bank of Kenya (NBK), one of the top banks in the country, was widely perceived as an old-fashioned, bureaucratic and inefficient. Under a newly appointed CEO, NBK's business strategy was rewritten and the task of Interbrand Sampson de Villiers (Interbrand's hub in Africa) was to develop a brand strategy and brand identity that it would help propel NBK's reputation to that of a modern, lean and efficient and customer-focused bank of first choice. Interbrand's brand solution was underpinned by the brand proposition: Change that empowers your future. A simple, bold, contemporary and African brandmark and visual language were developed and, coupled with fresh retail bank interiors, creates a unique and differentiated brand experience in a highly competitive market.
- **Krungsri:** Celebrating its 65th anniversary, Krungsri was looking to enter its next stage of growth. Interbrand Singapore worked with the financial institution on a strategic positioning and new identity system that would help unite its subsidiaries based on the idea of simplicity. Formerly known as "Bank of Ayudhya," the new identity adopts the brand's colloquial name "Krungsri," giving the bank a modern touch. Targeting the busy Thai consumer, the new logo design is based on the brand's previously well-known elements and has already shown an increase in brand preference.
- **Baoshang Bank:** Interbrand's Shanghai and Beijing offices worked with Baoshang Bank, a fast-growing regional bank in China, to help it achieve its goal of becoming a national bank. Interbrand developed a solid brand strategy and visual identity to complement the bank's new direction. The design system reflects a modern and stylish global image across multiple touchpoints—from employee uniforms to e-commerce design.
- **Deutsche Telekom:** Deutsche Telekom, one of the largest telecommunications companies in the world, looked to revolutionize its brand design and management. Preparing for new offerings such as health, Interbrand's Central and Eastern Europe offices partnered with Deutsche Telekom to create Life is for Sharing 2.0, a systematic positioning of the company as an emotionally charged, digitally compelling brand. The updated look allows the brand to continue to communicate and connect with customers in the ever-changing marketplace.
- **New Theatre:** As Sydney's competitive art and culture scene continued to expand the New Theater was struggling to remain relevant as it approached its 80th birthday. Interbrand Sydney created a new identity that would re-inspire and reflect the avant-garde attitude for which the theatre is known. The visual identity is the "NT" logo that is capable of being read when rotated 180°, a strong and bold look for the venue. With a new image to start the season, the New Theatre experienced a sold-out opening night and is seeing a significant increase in ticket sales.

In response to the eight awards Interbrand received, Interbrand's Global Chief Creative Officer, Andy Payne, said: "The REBRAND awards recognize those brands that are seeking to remain competitive in today's marketplace. The need to adapt and connect with today's consumer is a necessity for innovative and proactive brands. We look forward to continuing to deliver more breakthrough, award-winning work around the world."

To learn more about each of Interbrand's award-winning projects or to see the complete listing of the 2014 REBRAND 100® Global Awards winners, please visit: <http://www.rebrand.com/2014-showcase>.

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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 REBRAND™ and the REBRAND 100® Global Awards

REBRAND is the world's leading resource for brand transformations case examples and expertise. Celebrating 10 years of excellence, REBRAND 100 is the first and most respected recognition for repositioned brands. Featured in such publications as *The Wall Street Journal*, *CNN Money*, *Bloomberg News*, many articles and books, visit www.rebrand.com to view the winning work and to learn more about the global competition.

For more information please contact:

Lindsay Beltzer
Interband
Senior Associate, Global Marketing & Communications
212-798-7786
Lindsay.Beltzer@interbrand.com