

Interbrand Strengthens Global Leadership Team

Interbrand appoints Fred Burt as Managing Director of Global Clients and Elan Cole as Global Executive Creative Director of Consumer Brands

New York, NY (2 April 2013) – Interbrand, the world's leading brand consultancy, is pleased to announce two key appointments to its global leadership team. Effective immediately, Fred Burt has been promoted to Managing Director of Global Clients, a newly created position, while Elan Cole joins the firm as Global Executive Creative Director of Consumer Brands.

The Fast-Moving Consumer Goods (FMCG) / Consumer Packaged Goods (CPG) sector represents a significant part of the Interbrand business and the firm's latest personnel appointments reflect a continued commitment to innovation and excellence. These additions will also allow Interbrand's clients to benefit from the strategic depth and exceptional creativity available throughout the firm's global network.

As Managing Director of Global Clients, Fred Burt will oversee all aspects of service to FMCG/CPG clients whose work stretches across multiple Interbrand offices. While ensuring quality and consistency of work worldwide, Burt will also play a pivotal role in building stronger and more strategic global partnerships among key clients. He will continue to be based in Interbrand's London office.

"Creating this new role is just the latest investment we have made to ensure that our clients are able to tap into the full depth and breadth of expertise available through our global network of almost 40 offices," said Jez Frampton, Interbrand's Global Chairman and CEO. "Fred shares my commitment and passion for engaging with clients in ways that ensure that value is at the heart of everything we do and I am confident that he is the ideal person to fulfill the promise of this new role."

In his previous role as Interbrand's Director of European Clients, Burt was instrumental in growing the breadth and depth of key client relationships across Europe. Since first joining Interbrand in 1995, he has lent his expertise across the firm's key offerings, including



creative, strategy, client management, and digital brand management as part of Interbrand's digital unit, BrandWizard.

Elan Cole joins Interbrand from Johnson & Johnson, where he was one of the founding members of Johnson & Johnson's Global Strategic Design Office, the first dedicated design organization in the company's more than 125-year history. The group was established to re-image the company's brands, create new ones, uncover new value in the portfolio, and implement sustainable design practices. Prior to Johnson & Johnson, Elan worked for the Museum of Modern Art where he was responsible for all advertising, design and marketing communications.

Based in Interbrand's New York office, Elan will collaborate with Interbrand offices around the world on all global CPG/FMCG assignments and work to develop fresh creative approaches to new projects, pushing beyond traditional package design to create compelling and enhanced FMCG/CPG brand experiences.

"Elan is a creative leader with an exciting and eclectic mix of experience," said Andy Payne, Interbrand's Global Chief Creative Officer. "We are confident that he will build and strengthen Interbrand's creative portfolio and help to drive our consumer practices forward."

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About Interbrand

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 29 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 on Interbrand, visit interbrand.com.

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