

Interbrand Appoints Daniel Binns Global Brand Engineering Director of Nissan United

New York, New York (8 October 2013) – Interbrand, the world's leading brand consultancy, is pleased to announce the appointment of Daniel Binns as Global Brand Engineering Director of Nissan United. Effectively immediately, Binns will report directly to Jez Frampton, Interbrand's Global Chief Executive Officer.

Launched in April 2013, Nissan United is a newly formed entity that guides all agencies – both Omnicom and non-Omnicom agencies – globally for Nissan. Managed collectively by executives from Interbrand, TBWA, and OMD (Optimum Media Direction), Nissan United aims to reduce the duplication of communication efforts, align all Nissan brand experiences and, in turn, create a globally consistent brand of increasing value.



As Global Brand Engineering Director, Binns will lead a global team of brand engineers in New York, London and Tokyo – and oversee all strategic efforts across agencies, ensuring partner integration and alignment. Responsible for leading global brand strategy, he will work closely with the regional teams to drive major strategic and campaign initiatives on behalf of the Nissan Motor Company – ensuring that the Nissan brand continues to fulfill its brand promise of delivering innovation and excitement across markets.

The appointment marks Binns' return to Interbrand. From 2009 to 2010, he served as Senior Director of Strategy in the firm's New York office. During his tenure, he played a pivotal role in launching Interbrand's Corporate Citizenship practice.

"We are thrilled to welcome Daniel back to Interbrand," said Jez Frampton. "His strong consulting and strategic skills, combined with his background in managing large global accounts perfectly qualifies him for this position."

Binns brings over 25 years of brand and marketing experience. He has extensive global experience having lived and worked in Asia, Europe, Africa and North America. Prior to Interbrand, Binns served as Founding Partner and New York CEO of The Leading Edge, an Australian-based research and strategy consultancy. He served as Worldwide Account Director at McCann WorldGroup for both Coca-Cola and Unilever. Binns is also the co-founder of Call2Action, a digital marketing business that offers services to non-profits.

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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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