

INTERBRAND REBRANDS TURKEY'S LARGEST AND MOST ICONIC CONSUMER BRAND- EFES PILSEN

London, United Kingdom (19 November 2013) – Anadolu Efes, Europe's 5th largest brewer has relaunched their flagship beer, Efes Pilsen, designed by Interbrand, the world's leading branding consultancy.

Efes Pilsen is Turkey's biggest and most popular brand and is also enjoyed in 80 countries around the world, where it is known as Efes Pilsener. Founded in 1969, Efes established the beer market in Turkey and is leading the market by far. In recent years, new entrants have been attracted to the growing and increasingly sophisticated Turkish beer market.

Interbrand was engaged to develop the brand architecture to ensure Efes Pilsen and its' subbrands are optimally positioned and differentiated. To re-assert its' position as the market leader, a more contemporary, dynamic and authentic brand identity has been created by Interbrand to communicate the new brand position. The entire range of Efes beer brands- Efes Pilsen, Efes Light, Efes Dark, Efes Extra- have been updated with the new expression.

"We are truly delighted with this latest evolution of Efes." said Görkem Özer, Marketing Director, Efes Turkey. "The new brand experience captures our spirit of union and it will continue to be part of many more stories to come. We are now well positioned for ongoing success in Turkey and beyond."

The visual brand language has a new Efes emblem that, with new typography and holding shape, conveys the brand's heritage and quality. The other elements of packaging the design were crafted to emphasise dynamism and quality cues. The new visual system also creates consistency while allowing the proposition of each sub-brand to be clearly communicated. The brand identity has also been adapted to new point-of-sale service materials.

Michael Benson, Regional Director, Interbrand has said of the rebrand, "We are proud to have delivered this work for such an iconic brand in Turkey. The new, more dynamic brand identity also reinforces the brewing heritage of Efes and will strengthen trust and therefore loyalty among its millions of consumers."





-ENDS-**About Interbrand**

Interbrand

Creating and managing brand value™

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 on Interbrand, visit interbrand.com.

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