

Interbrand Partners with Pencils of Promise to Build a School in Guatemala

Agency-wide holiday campaign invites employees, partners, and the public to support the power of education

NEW YORK, New York (16 December 2013) – This holiday season, Interbrand, the world’s leading brand consultancy, is teaming up with Pencils of Promise, a non-profit organization focused on creating a world with greater educational opportunity. Together, Interbrand and Pencils of Promise are building a school in Guatemala in 2014.

Interbrand’s Corporate Citizenship platform is dedicated to education. That is why from now through January 17, 2014, Interbrand is leveraging the power of its global network and inviting clients and partners to help support this cause – and help build a brighter future for children in the process.

Guatemala is one of the poorest countries in Latin America, with nearly 32% of the population illiterate. With more than one-half of the Guatemalan population living below the poverty line, many children are forced to drop out of school to support their families or simply cannot afford books, uniforms, or the transportation.

Interbrand has already committed to building a school in Guatemala, however, the ultimate goal is to raise enough money to help support the school with supplies, books, teachers’ salaries – and even raise enough money to build a second school in another part of the world.

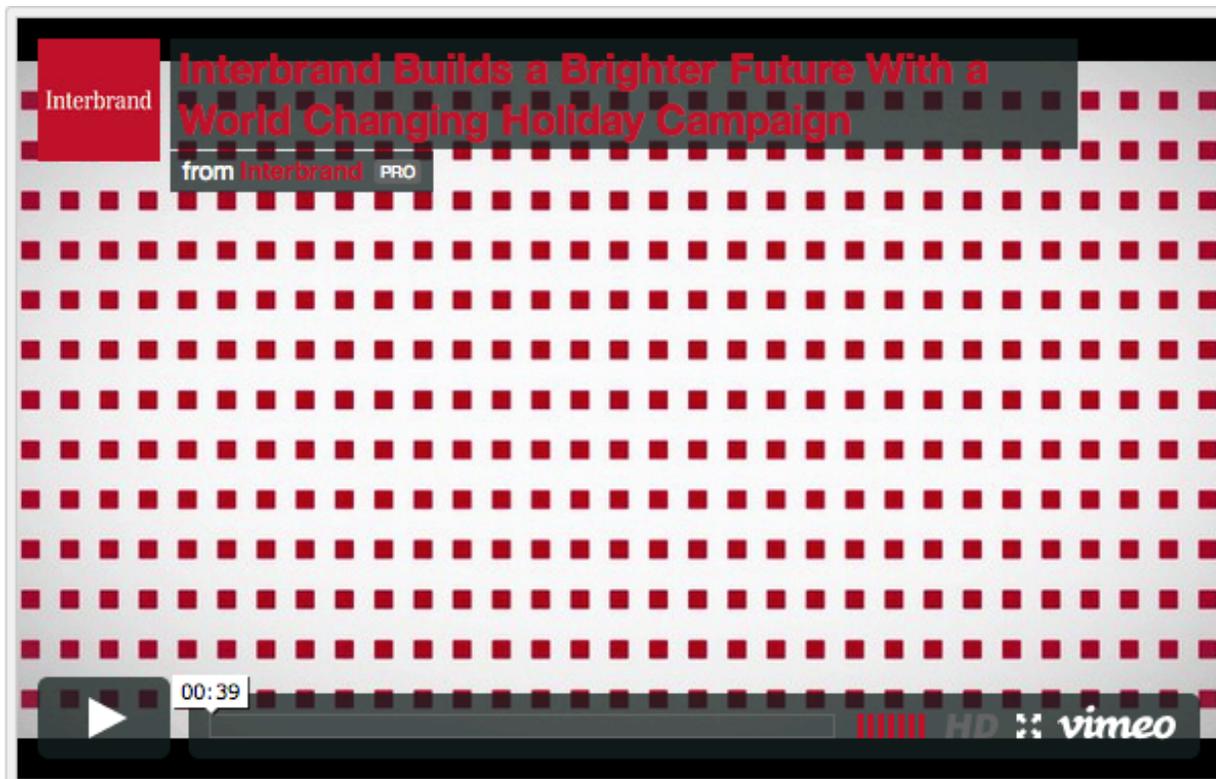
Commenting on the campaign, Interbrand’s Global Chief Creative Officer, Andy Payne said: “Every year, Interbrand comes together to celebrate the holiday season with our colleagues and clients around the world. This year, our partnership with Pencils of Promise is perhaps the biggest and most inspiring signal of our continued commitment to education.”

Jez Frampton, Interbrand’s Global Chief Executive Officer, added: “Education is the foundation of a successful life – and something to which everyone should have access. Starting in Guatemala, Interbrand is committed to changing lives one brick, one book and one new school at a time.”

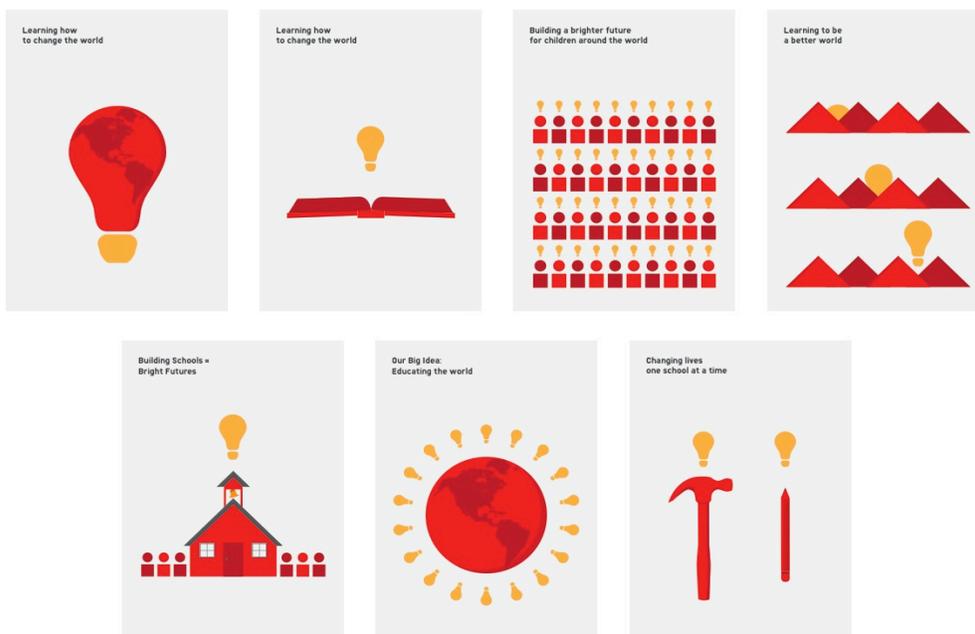
To help bring the campaign to life, Interbrand created a series of posters, e-cards, printed cards, and an animation to inspire donations from employees, clients, friends, and family. The starting point for the creative direction was Interbrand’s “OneFirm” commitment – the firm’s internal organizing principle that allows it to work collaboratively and consistently across its forty offices around the world. Internally, each office is spearheading its own initiatives to help raise money.

To learn more about Interbrand’s partnership with Pencils of Promise and how you can help build a better future for children, please visit:

<http://fundraise.pencilsofpromise.org/fundraise?fcid=286392> and follow #IBeducation across Twitter, Instagram, Facebook and other social media to join the conversation.



Poster Series



e-card

Building a brighter future...



At Interbrand, we have seen our clients change the world through Corporate Citizenship. Inspired by these successes, we're leveraging the power of our global network for a good cause this holiday season. Starting in Guatemala, we're building a brighter future for children by supporting the construction of a school.

To learn more about Interbrand's ongoing commitment to education, the school we are building, and how you can be a part of this exciting initiative, please visit interbrand.com.

As we prepare for 2014, we look forward to the powerful and inspiring work we can do together in the year ahead — for our respective businesses and, most importantly, for the world at large.

Happy Holidays from all your friends at Interbrand.

Print card



At Interbrand, we have seen our clients change the world through Corporate Citizenship. Inspired by these successes, we're leveraging the power of our global network to build a school in Guatemala this holiday season—and a brighter future for children. To learn more, visit interbrand.com.

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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 on Interbrand, visit interbrand.com.

For more information, please contact:

Lindsay Beltzer
Senior Associate, Global Marketing & Communications
+1-212-798-7786
lindsay.beltzer@interbrand.com