

Interbrand

Interbrand honored twice for outstanding communication design in the 2010 red dot competition

(MUNICH, ZURICH) *August 2010* – Two Interbrand projects have been honored for outstanding design in this year's red dot: communication design competition. The renowned jury awarded Interbrand the "red dot" seal of quality for the new design for iconic brand Rolls-Royce and for the multimedia presentation "Kennen Sie Dürer?"

The new brand design for Rolls-Royce exhibits the same high standards of quality one expects of the automotive brand in terms of craftsmanship, precision, refinement and grace. In the multimedia show "Kennen Sie Dürer?", Interbrand presents the artist and all-round genius as the world's first modern brand manager – an iconic star with his own logo, products created for a specific target group, a clever sales and marketing strategy and a protected trademark.

The red dot award in communication design is one of the world's most renowned design competitions, recognized by experts and the general public alike as a seal of quality. This year a total of 6,369 projects from 44 countries were submitted for consideration; 610 awards were given. The official awards ceremony will take place on 8 December 2010. The winning projects can be viewed in an exhibition entitled "Design on Stage Winners of the 2010 red dot award in communication design" at the red dot museum in Essen from 9 December 2010 to 9 January 2011.

For more information, please contact:

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About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries.

The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.