

# Interbrand

## Interbrand Honored Seven Times for Outstanding Communication Design in the 2011 Red Dot Awards

*Red Dot Awards Interbrand for Excellent Design Worldwide*

**Cincinnati / Cologne / New York / Sydney / Zurich** (26 October 2011) – Interbrand, the leading brand consultancy, is pleased to announce that it is the recipient of seven 2011 Red Dot Awards.

The Red Dot Design Award is an international product design prize awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany. With more than 6,000 submissions from 40 countries, the Red Dot's international design competition ranks among the largest and most renowned in the world. The competition is divided into three categories: product design, communication design, and design concept. It serves to recognize those organizations that distinguish their business activities through design. This year the official award ceremony was held at the Konzerthaus in Berlin on October 7<sup>th</sup>.

A distinguished panel of judges awarded a red dot seal of quality to Interbrand's offices in Cincinnati, Cologne, New York, Sydney and Zurich for projects spanning corporate design, rebranding, naming, and packaging design.

"We are thrilled that our work has been recognized with seven red dot awards," said Andy Payne, Interbrand's Global Chief Creative Officer. "These projects brought a unique set of challenges and opportunities. By working in partnership with colleagues around the world, Interbrand was able to deliver world-class creative solutions."

Overview of Interbrand's award-winning projects:

### [Medical Magic - Actelion](#)

Interbrand Zürich  
*Corporate Design*

Actelion is a fast-growing biopharmaceutical company focused on the discovery, development and commercialization of small-molecule drugs as innovative treatments to serve unmet medical needs. Based on the idea "From medical industry to medical magic", Interbrand Zürich developed a new visual identity for Actelion that uncovers the magical moments of medicine. Grounded in the smallest possible units, digital molecules, the new imagery captures the moment when an idea is transformed into a solution – and when a molecule becomes a medicine. The new visual identity has been brought to life through a newly redesigned website, event collateral, a new business center, an annual report, and event collateral.

### [DER Porzellan - FÜRSTENBERG](#)

Interbrand Cologne, Zürich  
*Corporate Design*

FÜRSTENBERG has been specializing in unique craftsmanship and exclusive porcelain manufacturing since 1747. Interbrand Cologne's task was to transform the tradition-bound German manufacturer into a luxury porcelain brand, while also appealing to additional demographic groups, including younger consumers and men. Use of the masculine article "DER" Porzellan raises a new awareness of the masculine aspect of the brand. The new look transports the sophisticated art of porcelain manufacturing into the modern age by emphasizing technical precision, craftsmanship, in addition to conveying high value and beauty.

# Interbrand

## [Griffin Theatre Company](#)

Interbrand Sydney  
*Corporate Identity*

Griffin Theatre Company is a new theater at the forefront of Australian playwriting. It has not only staged some of Australia's most memorable plays, but also produced some of the world's greatest and most talented playwrights and actors. Interbrand Sydney recently rebranded Griffin Theatre Company with an identity that allows the brand to express its creativity and personality through words. While the mood may change from one production to the next by using different combinations of words, color and imagery, the backbeat is always unmistakably Griffin.

## [The Great Blandini](#)

Interbrand Sydney  
*Corporate Identity*

The Great Blandini was created by Interbrand Sydney for Steve Bland, Retoucher/Photoshop Wizard. Briefed to create an identity that stood out from the norm, appealed to the creative industry, and reflected his sense of fun, Interbrand transformed regular Steve Bland into The Great Blandini, and an engaging, Victorian-inspired identity revealed itself – referencing an era when magic was still truly enchanting.

## [Constellium](#)

Interbrand Paris, New York  
*Corporate Identity*

Constellium is a global sector leader that develops innovative aluminum products for a broad scope of markets and applications, including aerospace, mass transportation, automotive, packaging, energy and building. Interbrand worked across our Paris and New York offices to develop the strategy of "Ideas. Materialized" and created a new name for the company, Constellium, because it spoke to how the organization works together as a "cluster of stars," showing the value of its talented teams of experts, activities, processes, and assets. The visual and verbal identity used the versatile properties of aluminum as a metaphor for the flexibility of the brand. It took the basic elements of the atom and animated them to show how anything was possible. The resulting identity established a distinct, differentiated, and relevant new voice for the company. With a strong graphic approach to the visual vocabulary, Interbrand created a living, breathing brand and a platform for dynamic expressions in today's and tomorrow's digital space.

## [Orbit](#)

Interbrand Cincinnati  
*Packaging Redesign*

Interbrand Cincinnati produced a revolutionizing design for Orbit. It was introduced in May 2010 throughout the United States. Interbrand's design creates an experience that's built around anticipation and an inspiring reveal. When consumers peel away the printed overlap, which leverages Orbit's iconic "O" as a window to the inner envelope, they reveal any one of 30 unique patterns designed to bring Orbit's retro-forward fashion aesthetic to life. In addition to leveraging the groundbreaking printed overlap, Interbrand gave Orbit a more premium look by transitioning from a glossy to matte finish with hints of varnish on the envelope.

## [Terra Firma](#)

Interbrand Cincinnati  
*Packaging Design, Naming*

# Interbrand

*National Geographic* is known for its commitment to world exploration and conversation. Café Born Dia is known for its commitment to the environment. These complementary concerns drew the two together to create a Fair Trade Certified coffee, with varieties sourced from Brazil, Ethiopia, Costa Rica, Colombia, Sumatra and Kenya. *National Geographic* and Café Born Dia brought in Interbrand to develop a name and package design that would convey an adventurous spirit as well as environmental and cultural sustainability. The name Terra Firma was chosen for its global sound, overt reference to the earth, and fit with the Journey concept. Product packaging features a matte-finish brown bag with travel-inspired stamps identifying each coffee's country of origin and the authenticity of the beans. Terra Firma™ began selling in May 2009 on [www.NatGeoTerraFirmaCoffee.com](http://www.NatGeoTerraFirmaCoffee.com) and [www.Amazon.com](http://www.Amazon.com). The coffee has been described as "outstanding" by the Specialty Coffee Association. National Geographic's net proceeds from the coffee sales support vital exploration conservation research and education programs.

## **About Interbrand**

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly [40 offices](#) in 25 countries, Interbrand's combination of rigorous strategy, analytics and world-class design creativity 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 Best Global Brands report, the definitive guide to the world's most valuable brands. It is also known for having created a broader platform for the discussion of brands on its web site <http://www.brandchannel.com>. For more information on Interbrand, visit [www.interbrand.com](http://www.interbrand.com)

## **For more information please contact:**

Lindsay Beltzer

(212) 798 – 7786

[Lindsay.Beltzer@interbrand.com](mailto:Lindsay.Beltzer@interbrand.com)