

Interbrand Australia Wins Bronze Design Lion at the 60th Cannes Lions International Festival of Creativity

Cannes, France (21 June 2013) – Interbrand, the world’s leading brand consulting firm, is pleased to announce that it has received the Bronze Design Lion award at the 60th Cannes Lions International Festival of Creativity. The honor goes to Interbrand’s Australia office, which won in the 360° Brand & Identity Experience category for the creation of IGLOO, a new TV service launched by SKY New Zealand and TVNZ.

Turning the standard cable TV experience into an entertaining brand experience, Interbrand Australia brought to life a distinctive and playful identity designed to capture the minds and hearts of fun-loving New Zealand families. Rather than focusing on the cable box as the driver of content, the Interbrand Australia team, led by Creative Directors Mike Rigby and Chris Maclean, created a collection of family friendly creatures called IGLOO -- all dedicated to breathing new life into homes across New Zealand.

“The brand revolves around ease-of-use, entertainment and fun,” said Interbrand Australia Creative Director, Mike Rigby. “Rather than focus on the device itself, it was important that we create an open and accessible brand – one with colorful characters and humor, suited to a target audience that is looking for a more flexible and cost effective offer.”

From entertaining users to explaining the various package options, the IGLOOs serve a useful purpose throughout the brand experience. A unique language was developed called “IGLISH.” It evokes the brand’s verbal identity: witty, irreverent and distinctly “Kiwi.” The brand was also designed to engage employees internally, with every new staff member receiving his or her own special IGLOO avatar for use on business cards. Interbrand Australia also designed the packaging, merchandise elements, TV user interface and the look and feel of the website.

“I am extremely proud of Interbrand Australia for receiving this honor,” said Andy Payne, Interbrand’s Global Chief Creative Officer. “This is the first Lion ever to be won by Interbrand – signifying an important day in the company’s history.”

This year, the Design Lions attracted 2,373 entries. After shortlisting 234 entries, 23 gold, 50 silver and 64 bronze Lions were awarded. Presiding over the Jury was Mary Lewis, Creative Director and Founding Partner at Lewis Moberley.

Interbrand London was also recognized at the Cannes Lions International Festival of Creativity this year. Its refreshed brand identity for Cancer Research UK was shortlisted in the 360° Brand & Identity Experience category.

To view Interbrand Australia’s winning submission, please visit:
<http://www.canneslions.com/work/2013/design/entry.cfm?entryid=28250&award=4>

To view Interbrand London’s shortlisted submission, please visit:
<http://www.canneslions.com/work/2013/design/entry.cfm?entryid=34132&award=101&order=0&direction=1>

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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 (bestglobalbrands.com), the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report (bestglobalgreenbrands.com), which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, the award winning resource for brand marketing.

For more information on Interbrand, visit interbrand.com.

60th Cannes Lions International Festival of Creativity

The International Festival of Creativity, also known as Cannes Lions, is the world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place every June in Cannes, France.

As the most prestigious international annual advertising and communications awards, over 35,500 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, a global benchmark of creative excellence, for Film, Print, Outdoor, Interactive, Radio, Design, Promo & Activation, Film Craft, Mobile, Branded Content & Entertainment and Integrated advertising, as well as the best Media, Direct, PR, Titanium and Creative Effectiveness ideas. The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. Close to 12,000 delegates from 95 countries attend a week-long programme of exhibitions, screenings and talks by worldwide thought leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communications.

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