



Re-branding awards highlight impact on loyalty and sales



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The first annual 'ReBrand 100 Awards' have been presented to 100 companies from around the world, representing 11 countries and 45 industries. One interesting result was the conclusion that re-branding has an often positive impact on both customer loyalty and revenue.

The ReBrand 100 judges analyse the 'before and after' states of each re-branding effort and assess the impact on strategic business goals and target markets. According to ReBrand 100 judge, Robert Matza (creative director for Landor): "An effective re-brand goes a long way to reaffirming the loyalty of existing customers while helping to attract new ones."

Aims of re-branding

The new award was created to recognise organisations and their branding partners that have successfully enabled a brand to re-emerge with a unique presence, a riveting promise, or a fresh approach. For the purposes of the award, a re-brand is considered to include the repositioning, revitalising, restructuring or redesign of some or all of an existing brand's assets, to address strategic business goals, such as:

- Better align with shifting customer preferences;
- Manage a merger, acquisition or change in advertising strategy;
- Extend products and services into new markets;
- Showcase efforts for the environment or social responsibility;
- Establish brand cohesiveness and consistency across media;
- Revitalise or modernise an existing brand;
- Spin-off new products/services or develop a sub-brand;
- Manage changes in internal management structure or culture.

A good year for the UK

Among the best brand transformations identified this year are eight UK organisations, the first five of which are located in England:

1. Target Precision Limited with branding partner Griib Design;
2. Unilever/Powerbrand with branding partner FutureBrand;
3. Virgin Mobile Bites Magazine;
4. Virgin Mobile Underground Store;
5. Virgin Atlantic Airways for its Upper Class Suite;
6. The Children's Cottage Home, Ireland;
7. Kerryfresh with branding partner Enterprise IG, Ireland;
8. O'Donnell Sweeney Solicitors with branding partner Enterprise IG, Ireland;
9. The Scottish Enterprise, Scotland

Notable successes

Among the winning entries were some notable successes:

- Adobe Systems' rebrand of its Creative Pro packaging sparked a major round of software upgrades;
- Assurant Inc. rebranded to enter the public markets;
- L'Oreal's rebranded Redken line saw sales jump 19% in 2004;
- Procter & Gamble rebranded Mr. Pringles with a contemporary facelift;
- Schroeder's rebrand drove sales of compact pints of milk up 30%;
- The UPS Store boosted average daily shipping volume 105% in rebranded stores;
- Virgin Atlantic's rebranded Upper Class Suite saw a 45% rise in passengers;
- Wachovia Corporation's rebrand increased post-merger brand awareness 27%.

Winners list

The full list of winning companies and brands is available from the ReBrand 100 [web site](#). Directed by Anaezi Modu, the competition is judged each year by an international panel of industry experts, and the *Centre for Design & Business* is a founding sponsor of ReBrand 100.