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**SPANNING 18 COUNTRIES AND 41 INDUSTRIES, THE 2006 REBRAND 100® AWARD WINNERS SHOW THE WORLD HOW REBRANDING IS DONE**

View the complete winners list at [www.rebrand.com](http://www.rebrand.com):

- Aspreva Pharmaceuticals re-articulated its global brand
- Autodesk built its brand promise into every customer interaction
- Croatian National Tourist Board's rebrand boosted tourism
- Four Seasons Hotels and Resorts' rebranded website is preferred by 90% of users researched
- Yum! Brands KFC's rebranded store drove sales up 50%
- The New School's rebrand boosted enrollments in New York
- Prostate Cancer Foundation grew its donor base 35%
- Swiss Life's global rebrand was a key factor in its successful turnaround

**PROVIDENCE, R.I., MAY 15, 2006** — One hundred of the world's most dynamic and refreshing rebrands are winners in the 2006 ReBrand 100® Global Awards announced today. Representing 18 countries and 41 industries as diverse as pharmaceuticals, financial services, technology and tourism, the 2006 winners exemplify the best in rebranding strategy and design execution across the globe. An international panel converged in Providence, Rhode Island, to jury the second annual competition.

"ReBrand 100 recognizes the incredibly complex and successful rebranding efforts that drive businesses forward," said Anaezi Modu, Director, ReBrand. "Differentiating and articulating brand experiences in today's global economy is no easy task. We all stand to learn from the customer-centric approaches, methods, insights and best practices of the 2006 ReBrand 100 winners."

Winning rebrands serve as inspiration and learning tools by becoming part of an online repository at [www.rebrand.com](http://www.rebrand.com), the only source for case studies and programs focused on effective rebrands.

"A critical success factor in rebranding is the clear distillation and understanding of the core brand equity, and building on it in a fresh, unexpected manner," said Lorrie Browning, General Manager, Infant/Preschool Brands at Hasbro and 2006 ReBrand 100 juror. "The 2006 winning organizations

all demonstrated this insight, and through creative and innovative design met the challenge for successful rebranding.”

The jury reviewed the “before” and “after” scenarios of each brand transformation – a process unique among marketing, design and business award competitions. They then assessed them against the following criteria to ensure that winning rebrands:

- had a clear transformation for the better in meeting strategic objectives;
- exceeded expectations and/or incorporated an element of surprise;
- spurred an emotional connection in the target audience; and
- were intelligently executed and capable of implementation organization-wide.

Eligible projects consisted of rebranded products, services, companies, non-profit organizations, individuals, cities, countries, buildings and interior environments launched anywhere in the world between January 2003 and September 2005. Winning rebrands range from a single brand component such as a website or packaging, to enterprise-wide initiatives.

### **About ReBrand 100®**

The ReBrand 100™ Global Awards recognize the world’s most effective rebrands: the repositioning, revitalizing and redesign of existing brand assets to meet strategic goals. Organized by ReBrand™, the only source for case studies and programs focused on effective rebrands, ReBrand 100 is directed by Anaezi Modu and juried each year by an international panel. The Center for Design & Business is a founding sponsor of ReBrand 100. The 2007 ReBrand 100 entry deadline is September 27, 2006. For entry and sponsorship information, and to learn best practices from winning case studies, visit [www.rebrand.com](http://www.rebrand.com).

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