

Deadline: Wednesday, September 22, 2010

The REBRAND 100 Global Awards, juried by an esteemed panel of international business and design leaders, is the highest recognition for brand rebuilding and redesign in the business arena.

We invite you to enter the 2011 REBRAND 100. Any rebrand launched anywhere in the world between January 2008 and September 2010 is eligible. Entries may be submitted by in-house corporate professionals, branding consultants, business strategists, design firms, architects, advertising agencies, non-profit organizations, government agencies, and more.

An entry can be an **enterprise rebrand** (an entire company or organization-wide projects), a **component rebrand** (for a service, environment or similarly discrete project), or a **brand extension** (development of a new product line or service for an existing brand). Entry deadline is on or before Wednesday, September 22, 2010. Late entry, with late fee is on or before October 6, 2010.

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**Worldwide
Call for Entries**

2011 REBRAND 100®

Visit www.rebrand.com for updates and to download additional entry forms. Call 1.401.277.4877 or write: awards@rebrand.com for additional information.

**Partners and
Supporters:**

**Ad Club
AIGA**

**American Institute of Architects
American Marketing Association
American Society of Interior Designers
Communication Designers of Toronto
Creative Business
diverseimages
Eulda and Wolda**

**ICOGRADA
IdentityWorks
International Branding Association
International Interior Design Association
Organization of Black Designers
Society for Environmental Graphic Design
Society for Marketing Professional Services
University & College Designers Association
VIM Group Network**

Why Rebrand?

- Better align products and services with shifting customer preferences and feedback
- Manage a merger, acquisition or change in business strategy
- Reintroduce, relaunch, or expand products and services into new markets
- Achieve specific profit goals or showcase efforts for the public good
- Establish internal buy-in and external brand cohesiveness and consistency
- Revitalize or modernize an existing brand
- Spin-off a new product, service line, or sub-brand
- Manage a change in internal management structure or culture
- Recast a company emerging from bankruptcy or restructuring
- Extend an existing brand and its components into other media e.g. mobile devices, social media

Who Should Enter?

Not Limited to this List

- Academic Institutions
- Advertising Agencies
- Apparel and Merchandise Designers
- Architects, Engineers, Interior Designers
- Athletic Teams and Franchises
- Brand Consultants and Brand Managers
- Brand Implementation Experts and Asset Managers
- Business Strategists
- Clients and Brand Owners
- Communication/Graphic Designers
- Construction Managers and Builders
- Copywriters and Content Strategists
- Editors, Editorial/Publication Designers
- Furniture, Fixtures, and Accessories Designers
- Government Agencies and NGOs
- Hotels and Restaurants
- In-House Marketing and Creative Groups
- Industrial/Product Designers
- Interactive and Information Designers
- Management Consultants
- Manufacturers
- Non-Profit Organizations and Institutions
- Photographers/Photo Journalists/Image Libraries
- Public Relations Professionals
- Real Estate Developers and Owners
- Retailers
- Technology Companies - Software and Hardware
- Wayfinding/Signage Systems Designers

Entry Review Criteria:

Some of the criteria used to assess solutions ensure the best entries:

- 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
- were intelligently executed and successfully implemented for effective and distinctive visibility

Other aspects considered when reviewing entries:

- Was the rebrand comprehensive, or were there brand elements better kept in tact
- Were the business objectives consistently met and reflected in the changes
- Was there sufficient follow through enabling internal and external audiences to embrace the changes

The Jury

The 2011 REBRAND 100 jury is an esteemed panel of international business and design leaders:

- Christopher Butler, Vice President, Newfangled
- Frederico Gelli, Creative Director and Partner, Tátil Design de Ideias, Brazil
- Janelle James, Vice President, Account Director, Leo Burnett Worldwide
- Ted Landsmark, President and CEO, Boston Architectural College
- Helen Mets-Morris, Vice President and General Manager, Avery Dennison, Worldwide, Europe-based
- Marty Neumeier, Director of Transformation, Liquid Brands and World-renowned best-selling author
- Sajag Patel, Managing Director and Principal Creative, Breathe Branding, United Arab Emirates
- John Rooney, CEO, The Brand Union Dublin, Ireland
- Inese Silina, Senior Designer, Global Brand Design, Nike Golf
- Nomahlubi Simamane, CEO, Zanusi Brand Solutions, South Africa

Awards & Recognition

Benefits of entering the REBRAND 100 Global Awards and being selected among the winners:

- Winners will be showcased at REBRAND.com, with each project on its own, dedicated, full page
- REBRAND™ conducts a media campaign targeted to international business and design media in Spring and Summer 2011 to announce the winners and the display showcase
- Winners are included in our database of consultants we refer when requested by organizations seeking branding partners for their work. REBRAND is number one for organic search returns via Google and other search engines, so many begin their search for consultants at REBRAND.com
- All winners are provided a press release template by REBRAND which can be modified in designated areas for their own media efforts. If you win, leverage that to promote your business.
- Each showcased project remains part of the permanent archive of before and after case studies

Requirements

REBRAND 100 is unique in requiring inclusion of the “before” state of the work submitted. Entries are also required to include a brief description (total of 250 words or fewer) that summarize the industry setting, the market challenges leading to the rebranding effort, the strategy behind the solutions, and how the results helped meet the organizational objectives.

Eligibility

Enter any rebrand launched anywhere in the world between January 2008 and September 2010. Eligible rebrands may be for a product, service, an entire organization, a component of a brand, a non-profit organization, an individual, a city, a country, or a physical environment. The submitted entry can also be for an existing brand extending its products or services to meet new demands.

Deadline

Postmark by September 22, 2010. Late entry is postmark by October 6, 2010 with late fee.

Please visit www.rebrand.com for more information, updates, or additional entry forms. If you have questions please email awards@rebrand.com or call 1.401.277.4877.

Key Items and Requirements**Translation**

Please have all text for non-English entries translated into English to facilitate the jurying.

Permissions and Granting of Rights

All entrants must obtain pertinent permissions and rights to submit all components entered. This includes from clients, writers, and photographers and for all images/items that serve as examples of the "before" and "after" representations required.

All entry materials will be retained by REBRAND. REBRAND will not return or refund entries under any circumstances. Entry fees are to cover the awards' administration and the jury process. Please do not send us materials for which you do not have a duplicate, as we will not return entered materials.

By entering, all entrants assure that they have secured the appropriate rights and clearances for all materials and images submitted. REBRAND is not liable for any copyright, trademark, patent infringement, or for non-payment grievances held against entrants. The entrant warrants that all entry materials and information provided are true and correct, and that the display of the submitted work, credits, and information noted will not infringe on any rights of the entrants, brand owners, or any third party.

All entrants agree to hold REBRAND, its sponsors, partners, and collaborators harmless from any costs or expenses of any claim arising out of use of the entry materials. By submitting your entry, you agree that any or all of the materials may be published in any media by REBRAND, or any other party it authorizes in connection with the awards, for the promotion of the awards and media efforts related to the subject of branding, and for the marketing and promotion of rebranding case studies and teaching tools, as long as pertinent project credits provided are duly noted.

Jury Decisions

Decisions by the jury and REBRAND are final. REBRAND reserves the right, at its sole discretion, to reject any entry or restrict the number of winners. REBRAND may also choose, for whatever reason it deems necessary, to substitute a juror, increase, or decrease the number of jurors.

Note:

On occasion, a juror's organization may enter REBRAND 100. If and when that is the case, the juror does not review the work, and a substitute juror is provided as a stand-in for the pertinent entry. Jurors are neither co-located when reviewing entries, nor aware of the name(s) of the branding professionals that did the work until after selections are made, thereby eliminating inadvertent bias.

Please visit www.rebrand.com for more information, updates, or additional entry forms. If you have questions please email awards@rebrand.com or call 1.401.277.4877.

Entry Categories

Please note one of these three categories where requested on the entry form. REBRAND may elect to reclassify if necessary.

There are three broad categories for REBRAND 100. It is the same fee to enter a project in each category. Please classify your entry as one of these three.

- **Enterprise Rebrand** - For an entire company, institution, or organization-wide projects
- **Component Rebrand** - For a product, service, environment, or similarly discrete projects
- **Brand Extension** - For a new product line or service of an existing brand

Industry number and name

Please select an industry for each project submitted and note it where requested on the entry form. If unsure, choose the one you believe fits the closest or choose "miscellaneous" (99). The jury may reclassify entries.

- | | |
|---|--|
| 01 Agriculture/Gardening | 33 Industrial/Manufacturing |
| 02 Airlines | 34 Information/Broadcast |
| 03 Apparel & Accessories | 35 Institutions/Non-Profits |
| 04 Appliances | 36 Interior Design |
| 05 Architecture/Construction | 37 Internet/Multimedia |
| 06 Associations/Foundations | 38 Legal/Accounting/Professional Services |
| 07 Automotive | 39 Management Consultants |
| 08 Beer, Wine & Spirits | 40 Media/Information Services |
| 09 Beverages | 41 Mobile Products or Services |
| 10 Branding Consultants | 42 Museums & Cultural Organizations/Services |
| 11 Bridal/Wedding Supplies and Services | 43 Musicians/Music/Recording Industry |
| 12 Business/Professional Services | 44 Office Equipment/Supplies |
| 13 Communications | 45 Office Furnishings and Accessories |
| 14 Construction/Property Development | 46 Personal Care Products |
| 15 Construction Management | 47 Photography/Photo Journalism |
| 16 Consulting Services | 48 Printing/Copier Manufacturers and Services |
| 17 Consumer Goods and Services | 49 Publications/Publishers |
| 18 Cosmetics/Toiletries | 50 Restaurants & Fast Food |
| 19 Design Services | 51 Retail Stores/Property Developments |
| 20 Educational Institutions and Libraries | 52 Sales and Marketing |
| 21 Electronics | 53 Social Media |
| 22 Energy & Utilities | 54 Social Services |
| 23 Events/Entertainment/Leisure | 55 Sporting Goods, Teams, Footwear, and Apparel |
| 24 Eye Care/Optical | 56 Telecommunications |
| 25 Film/Imaging | 57 Technology/Computer Hardware and Software |
| 26 Financial Services/Insurance | 58 Textiles |
| 27 Food | 59 Tobacco |
| 28 Government/State Agencies/NGOs | 60 Tourism/Places/Geographic Locations/Countries |
| 29 Healthcare/Pharmaceuticals | 61 Toys/Games/Hobbies |
| 30 Home Furnishings and Accessories | 62 Transportation/Shipping and Delivery |
| 31 Hospitality/Hotels | 63 Travel & Leisure |
| 32 Household Products/Supplies | 99 Miscellaneous |

Please visit www.rebrand.com for more information, updates, or additional entry forms. If you have questions please email awards@rebrand.com or call 1.401.277.4877.

Project Type

For Reference Only

This listing of project types is noted for your reference only. Please name the individual images that make up your entry where requested on the entry form and on the included captions. Your own brief title of each image is acceptable. If you would like to enter more than 10 images (up to 10 before, up to 10 after permitted) for a particular project, you must submit another entry form and fee. Please note that the images representing the "before" state of projects do not count towards the maximum 10 representing the "afters."

Project Image Name or Type Possibilities• **Advertising**

Repositioning Campaigns
Print, Web Advertising
Direct Marketing (Offline, Online, Digital)

• **Brand Implementation - Asset Management**• **Communication Design**

Company Print and Digital Content and Literature
Direct Mail and Marketing Collateral
Investor Communications
Poster Design
Print/Print Systems
Stationery Systems

• **Content Strategy**

General Press, Collateral, Informational Tone and Voice
Information Design
Promotional/Marketing Copywriting

• **Editorial Design**

Books and Jackets
Print Newsletters, Magazines, Emails, Newspapers

• **Environmental Graphics**

Signage
Wayfinding Systems

• **Information Design/Internet Experiences**

Interface/Interaction Design/Websites
Mobile Device Interfaces, Sites and Apps
Product/Service Demos

• **Integrated Branding Systems**

Brand Architecture and Naming
Brand Extension and New Product Development
Brand Revitalization
Brand Strategy and Repositioning
Corporate Style Guides/Brand Guidelines
Fleet/Livery Graphics

Gifts and Amenities/Holiday Promotions/Invitations
Logo, Identity Systems and Color Palettes
Internal Brand Communications
Launch Materials & Implementation Management
Merchandising and Premium Items
Websites/Blogs/Interactive Promos
Wearables

• **Naming and Nomenclature Systems**• **Packaging**

Packaging/Labeling Graphics
Packaging Structures

• **Physical Environments**

Branded Environments
Building Interiors, Facades, and Envelopes
Exhibits and Trade Show Environments
Furniture, Fixtures and Finishes Design
Interior Design
Interior Prototypes: Retail, Office, and Other
Place Branding: Locations and Spaces
Visual Merchandising and Showrooms

• **Product/Industrial Design**

Product Reinvention
Product Engineering
Product Line Extension

• **Promotions and Advertising**

Online/Digital
Outdoor, Indoor, Print

• **Services**

Brand Implementation and Asset Management
Brand Strategy and Repositioning
Research
Spinoff/New Company Development

• **Social Media Solutions**

Please visit www.rebrand.com for more information, updates, or additional entry forms. If you have questions please email awards@rebrand.com or call 1.401.277.4877.

Entry Fee

\$595 (USD) for up to 10 "before" images and up to 10 "after" images for entries sent on or before Wednesday September 22, 2010 for a single project.

\$495 (USD) Discounted, special entry fee for past winners and/or members of partner/supporter organizations, for up to 10 "before" images and up to 10 "after" images for entries sent on or before Wednesday September 22, 2010 for a single project.

Late Entry Fee:

Each entry postmarked after September 22, 2010 and on or before Wednesday, October 6, 2010 must include a late entry fee of \$100 (USD) per entry with one of the two pertinent fee levels above.

Only past winners and/or members of these organizations below are eligible for the discounted entry fee. Please visit www.rebrand.com for updates on this list.

- Ad Club
- AIGA
- American Institute of Architects
- American Marketing Association
- American Society of Interior Designers
- Communication Designers of Toronto
- Creative Business
- diverseimages
- Eulda and Wolda
- ICOGRADA
- IdentityWorks
- International Branding Association
- International Interior Design Association
- Organization of Black Designers
- Society for Environmental Graphic Design
- Society for Marketing Professional Services
- University & College Designers Association
- VIM Group Network

Note: Entries postmarked (or submitted electronically) after October 6, 2010 will not be reviewed by jurors, returned, or refunded. Entries sent after September 22 and on or before October 6 (with late fee) that arrive at our offices after October 22, will not be reviewed by jurors, returned, or refunded.

Payment Information

There are various payment options. All entries must include the entry fee. Checks and money orders must be in US funds, drawn on a US bank. Checks or money orders should be made to REBRAND. If you must pay by credit card or e-check please contact awards@rebrand.com with "entry payment" in the email subject line and we will email you an invoice you can process via PayPal's secure system. You do not need a PayPal account to process. One payment may be used to cover multiple entries if all entries are submitted in the same package with the separate entry forms included, and as long as payment for each separate entry is included. Entries that do not include the entry fee or proof of payment will be disqualified.

Please visit www.rebrand.com for more information, updates, or additional entry forms. If you have questions please email awards@rebrand.com or call 1.401.277.4877.

Summary

Anyone, anywhere in the world may enter REBRAND 100, as long as the project was launched between January 2008 and September 2010. To ensure anonymity with REBRAND 100 jurors, be sure the agency or branding firm name is not identified in files containing images. REBRAND will also strip out any identifying names included in the summary write-up, until after the jurors make their selections.

Entry process at-a-glance

1. Read this entire document
2. Write a summary
3. Prepare "before" image JPGs
4. Prepare "after" image JPGs
5. Obtain embedding code for video and/or other multimedia components of entry
6. Write credit list -- list you want noted of names, positions, titles, roles of those that worked on the project with all pertinent web addresses
7. Complete two-page entry form
8. Compile all files on a CD (formatted for Apple Computers) **OR** prepare to upload via online method*
9. Include entry fee(s) or proof of payment and forms with CD
10. Pack and mail entry with print-outs of files and images on CD **OR** Send via upload*.

***Note:**

If you wish to upload your entry files to us electronically, please send a note with "entry upload" in the subject line to awards@rebrand.com and we will send you the information on how to do so.

Entry process in detail**1. Read this entire document**

Familiarize yourself with the requirements, granting of rights, and the three categories: **(Enterprise-wide rebrands, Component rebrands, or Brand Extensions)**

2. Write a brief summary for each entry (total of 250 words or fewer per entry)

Write a project summary description of 250 words or fewer; a bulleted list is fine. This summary statement should be in a plain text or Microsoft Word file, typed, double-spaced. Be sure the summary is divided into these four sections: Industry Setting, Challenge, Strategy, Result. It is important to be brief and factual. Please see past winners examples at www.rebrand.com and reference the guidelines below. Do not include your firm's name in the summary to ensure anonymity for the jurying process.

The questions that follow are **for reference only**. Please categorize sections of your summary with the section headings noted below. You may use the questions as a guide to shape your summary—please provide information that is best suited for the jurors' evaluation of your entry. Text for the Industry Setting, Challenge, Strategy, and Result should total 250 words or fewer.

Industry Setting - 50 words or less - Describe the market, industry, and competitor context and where your brand/organization fits in that environment.

Challenge - 50 words or less - Describe the specific business challenges that led to the rebranding effort changed e.g., Why rebrand now? What is the history/legacy of the brand that needed to be maintained? Why? What are other factors and issues that led to this rebrand?

Strategy - 100 words or less - Explain the strategy driving the rebrand solutions. e.g. Who was the target audience? What were the economic, social, and/or cultural considerations? How were existing strengths and factors leveraged? What research did you conduct and incorporate? What led to the design approach? Was there a social media or mobile device strategy incorporated in any way?

Result - 50 words or less - Indicate how the results met the business objectives. e.g., What was the outcome? Were there quantifiable results? Qualitative Results? Unexpected Outcomes?

**Entry Process
Continued****No Text on Images**

Please do not place text on the images. Provide us with the image captions in another form such as a numbered text list.

Note:

Please note that All CDs and disks submitted will be viewed using Apple computers.

Submission Via File Uploads

If you wish to upload your entry files to us electronically, please email us first at with "entry upload" in the email subject to awards@rebrand.com so that we can give you the proper information on how to do so.

3. Prepare and submit “before” images for each rebrand

- You must include at least two high resolution images representing the “before” state of the rebrand project and a maximum of 10. While not mandatory, it would be helpful if the “before” images correspond to some of the “after” images submitted.
- Images must be high resolution and must be a minimum of 300dpi JPGs. PDFs are not acceptable.
- Please include (with your package) print-outs of everything submitted including captions for the images, for our easy reference of submission contents. These can be rough print-outs of labeled thumbnails.

4. Prepare and submit “after” images for each rebrand

- Each entry may include up to 10 images — examples of “before” state not part of 10 “after” count.
- Do not send images in Illustrator, Photoshop, PDFs or other such software files. JPGs only please.

5. Obtain and submit embedding code for video/multimedia assets for each rebrand

Video or multimedia components of an entry can only be submitted by providing the embedding code. You will need to host the file elsewhere (YouTube or your own servers for example) and provide us with code we can embed and adjust the display size on a web page for viewing by jurors and others.

6. Write down project credits

- Names, titles and roles of individuals, and organizations that worked on the rebrand with web URLs
- Please include a print-out of this information with the CD package for REBRAND.

7. Complete two-page entry form for each project entry

- Complete and sign the two-page entry form (see pages 11 and 12). Please type or print very clearly.
- You will make two (2) legible copies for REBRAND 100.
- Place the original signed entry form with entry payment (or proof of payment) in an envelope marked “Entry Form and Payment.”
- Place the copy in a separate envelope marked “Entry Form Copy.”

8. Compile all images and files on to a CD

- Please include a page titled “Contents” that lists all materials submitted; insert this into the package to be sent
- To ensure anonymity with REBRAND 100 jurors, please be sure the organization’s, agency or design firm’s name is not indicated in the main folder with the images (unless the rebrand is for the agency or design firm itself or done by the in-house team).
- Each entry for a different rebrand project must be submitted on a separate CD. Submit that entry with a separate fee, and print-outs of the images, files of summary, credits, contents, captions
- All CDs must be labeled with the project name and the entry contact’s name

**Entry Process
Continued****Package organization and order of materials**

- a. entry form (2 copies) and payment
- b. content list - reference list so we know what is included in the package
- c. summary - 250 words total maximum - (2 copies)
- d. samples of "before" images with captions noted in an accompanying listing
- e. samples of "after" images with captions noted in an accompanying listing
- f. print-outs of images (thumbnails are fine), files of summary, contents, captions, credits

9. Fees and forms of payments

- All entry fees are in US dollars. You can pay with a check or money order made on a US Bank.
- If you prefer to pay by credit card or e-check, please email us at awards@rebrand.com with "entry payment" in the subject line, and we will send you a PayPal with which you can use to process the payment. The proof of payment generated via the PayPal system can then be enclosed with your entry package. You do not have to have a PayPal account to process payment via this method.

Overseas entrants:

Write "Art for contest. No commercial value." on the outside of the package.

REBRAND is not responsible for lost or damaged entries.

10. Pack and mail entry (see note below about uploading entry files to us)

- Pack all materials above, including forms, payment, CD, embedding code for video/multimedia
- If entry is being shipped via multiple packages, please indicate on package "1 of ___" on each package.
- Overseas entrants should write "Art for contest. No Commercial value." on the outside of the package, if necessary.
- Mail/post complete entry or entries on or before the following dates:

Deadline: postmark Wednesday, September 22, 2010

Late entry: postmark Wednesday, October 06, 2010 with late fee

Send entry to: Attn: A. Modu
REBRAND
154 Warrington
Providence, RI 02907
USA

File Upload Preference:

Please email us at awards@rebrand.com with "entry upload" in the subject line if you wish to submit your entry files via server upload method. We will respond with the information on how to upload your entry files.

CELEBRATE!!

Congratulations on a job well done and for having a rebrand project that is well documented to be considered by the international jury panel of REBRAND 100. Winners will be announced by the end of February.

Please check www.rebrand.com for changes to these dates, and for other updates and announcements.

Contact Information

Please fill two-page form completely and legibly. You can write or type your information. We will use this information to contact you, so legibility and completeness is essential. Please be sure we are updated if your email and address change.

Contact Name:	Title:	
Company/Organization:		
Street:	City:	
State:	Country:	Zip/Postal Code:
Telephone:	Email:	
How or Where Did You Learn About REBRAND 100?		

Client/Brand Owner

Contact Name:	Title:	
Company/Organization:		
Street:	City:	
State:	Country:	Zip/Postal Code:
Telephone:	Email:	

Project Materials Enclosed

Category: (please check one for each project entered)	<input type="checkbox"/> Enterprise Rebrand - for an entire company, institution, or organization-wide projects <input type="checkbox"/> Component Rebrand - products, services, or environments or similarly discrete projects <input type="checkbox"/> Brand Extension - development of new product line or service for an existing brand
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Industry Number:	Industry Name:
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Title or description of image JPGs. No PDFs. Maximum of 10 "after" images. Stationery grouping can count as 1

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Title or Description of "before" images (minimum of two, maximum of 10). <u>No PDFs</u> . Include extra sheet if needed for list.

Entry Fee

Entry Fee Calculation (If you qualify for the supporter/partner entry rate, please note name of organization)

<input type="checkbox"/> Entry fee for new entrants and non-members of partner/supporter organizations. Applies for a single project with 2-10 before images and 2-10 after imagees	\$595 x Number of Entries
<input type="checkbox"/> Discounted fee for past winners and members of supporter/partner organizations. This is for a single project, with 2-10 before images and 2-10 after images <u>Note specific organization's name here (reference the list below):</u>	\$495 x Number of Entries
<input type="checkbox"/> Late fee for each entry postmarked after September 22 and by October 6, 2009. Add this sum to the appropriate entry fee above. Entries postmarked after October 6 will not be reviewed, returned, or refunded.	\$100 x Number of Entries
Total Amount Enclosed	\$

Past Winners and this list of Partners and Supporters

Members of these organizations are eligible for the discounted fee. Late fee must still be added for each entry postmarked after September 22 and on or before October 6, 2010.

- Ad Club
- AIGA
- American Institute of Architects (AIA)
- American Marketing Association
- American Society of Interior Designers (ASID)
- Center for Design & Business
- Communication Designers of Toronto
- Creative Business Subscribers
- Direct Marketing Association
- Eulda
- ICOGRADA
- International Branding Association
- International Interior Design Association (IIDA)
- Organization of Black Designers (OBD)
- Society for Environmental Graphic Design (SEGD)
- Society for Marketing Professional Services (SMPS)
- University & College Designers Association (UCDA)
- VIM Group Network

Send Entries To:

Attn: A. Modu
REBRAND
154 Warrington St.
Providence, RI 02907
USA

Please package and send entry materials as directed in the "Steps to Enter" section to include:

- The original, signed entry form in a blank envelope with the payment (or proof of payment if PayPal is used)
- A copy of the entry form in a second envelope
- Content list (in a plain text or Microsoft Word file on CD) - No PDFs
- The 250 or fewer total words summary and project credits (in a plain text or Microsoft Word file on CD) - No PDFs
- The entry materials including the "before" and "after" images clearly labeled with rough print-outs of all materials

Payment Method

Payment can be by check or money order in US dollars or by credit card or e-check.

For credit card or e-check please contact us at awards@rebrand.com. We will send you an invoice via the secure PayPal system for payment with their various options. Check one:

- Check in USD on a US Bank Enclosed Payable to: **REBRAND** International Money Order Enclosed Payable to: **REBRAND**
- Paying by credit card or e-check. I will contact awards@rebrand.com after I calculate the total due. Your proof of payment should be enclosed with your entry after paying with the invoice REBRAND sends back with your fee total via PayPal.

Certification and Signature
(please read, sign, and date)

I have read and complied with the complete entry guidelines and requirements, and my payment (or proof of payment) is enclosed. I verify that I have secured appropriate permissions for all materials submitted, and that they are free of copyright infringement and free of infringement on all other rights of any individual or country. If the project submitted is a winner, I hereby convey permission for digital, online and print publication to REBRAND, its collaborators, or any other party it authorizes, in connection with the awards, for the promotion of the winning projects, for marketing of rebranding examples, for teaching tools, and the subject matter of branding, as long as pertinent individual/work credits I provide are noted.

Signature:

Print Name:

Date:

Company/Organization: