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2005 ReBrand 100 Award Winners Rejuvenate Brands

One hundred companies from around the world are winners in the first annual ReBrand 100 Awards announced today.

Organizations representing 11 countries and 45 industries entered the first annual awards program which was juried by an international panel of 10 industry experts.

"An effective rebrand goes a long way in reaffirming the loyalty of existing customers while helping to attract new ones," said Robert Matza, Creative Director at Landor and ReBrand 100 juror.

Unique among awards, ReBrand 100 analyzes the before and after state of the rebrand and assesses its impact on strategic business goals and target markets.

ReBrand 100 recognizes organizations and their branding partners that have successfully enabled a brand to re-emerge with a unique presence, a riveting promise and a fresh approach.

A rebrand is the repositioning, revitalizing, restructuring or redesign of some or all of an existing brand's assets to address strategic business goals.

Award winners are featured in an online gallery and will be published in the ReBrand 100 Annual, available in June.

Winners in the Best-of-Awards category will be recognized at a dinner preceding The Center for Design & Business: Success by Design 2005 Conference on May 4 at the Rhode Island School of Design Museum in Providence, R.I.

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