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2005 ReBrand 100™ Award Winners Rejuvenate Brands; Create Stronger Connections with Customers

The full winners list is available at www.rebrand100.com:

- Adobe Systems' rebrand of its Creative Pro packaging sparked software upgrades
- Assurant, Inc. rebranded to enter the public markets
- L'Oréal'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%

PROVIDENCE, R.I., May 2, 2005—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, 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
- Revitalize or modernize an existing brand
- Spin-off new products or services, or develop a sub-brand
- Manage changes in internal management structure or culture

Award winners are featured in an online gallery and will be published in the ReBrand 100 Annual, available in June at www.rebrand100.com. 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, Rhode Island.

About ReBrand 100™

ReBrand 100™ is the first and only awards program to recognize the world's most effective rebrands: the repositioning, revitalizing, restructuring or redesign of some or all of an existing brand's assets. Directed by Anaezi Modu, the competition is juried each year by an international panel of industry experts. The Center for Design & Business is a founding sponsor of ReBrand 100. The 2006 ReBrand 100 entry deadline is September 28, 2005. For entry and sponsorship information, visit www.rebrand100.com.

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