

TOP INDUSTRIES MOST LIKELY TO REBRAND

Financial services tops the industries most likely to rebrand, according to data analyzed by ReBrand™. Information gathered over a three-year period through entries for its annual ReBrand 100® Global Awards, revealed the list of the top 25 industries repositioning a brand component or the full enterprise.

Industries Most Likely to Rebrand

1. Financial Services
2. Food
3. Technology
4. Healthcare/Pharmaceuticals
5. Industrial/Manufacturing
6. Consumer Goods and Services
7. Museums and Cultural Institutions
8. Retail Stores
9. Educational Institutions/Libraries
10. Entertainment + Leisure
11. Architecture/Construction
12. Cosmetics
13. Business/Professional Services
14. Restaurants and Fast Foods
15. Publications/Publishers
16. Beverages
17. Energies + Utilities
18. Institutions and Non-profits
19. Personal Care
20. Events/Entertainment
21. Hotels/Hospitality
22. Telecommunications
23. Design Services
24. Travel and Leisure
25. Information/Broadcast

The analysis was a review of the industries, as self-identified by participating organizations, according to industry categories named by ReBrand. That listing does not strictly to adhere to SIC categories and structure. Examples of companies in the ReBrand 100 showcase that represent the industries listed, are available.

ReBrand 100 Global Awards

Juried by an esteemed panel of international business and design leaders, the ReBrand 100 Global Awards is the highest recognition for brand rebuilding and redesign in the business area. The jury reviews the “before” and “after” examples of each brand transformation with its summary case write-up. The criteria for assessing projects are structured to ensure that winning rebrands:

- have a clear transformation for the better in meeting strategic objectives;
- exceed expectations and incorporate an element of surprise or distinction
- spurred a positive emotional connection in the target audience; and
- was intelligently executed and capable of implementation organization-wide.

The international jury for the 2008 ReBrand 100 includes Diane Hessian, President and CEO, **Communispace**; Fran Kelly, President and CEO, **Arnold Worldwide**; David Oliver, Founder and Principal, **Cusp**; and Errol Sanldanha, branding consultant, **Saldanha Inc.** Past jurors include **Xerox Corporation** Director Worldwide Brand Richard Wergan; **MetaDesign** Chairman and Founder Bill Hill; **Hasbro** Playskool Brands General Manager Lorrie Copeland; and **Procter & Gamble** Design Director Helen Stringer. Past award recipients include **SwissLife**, **Unilever**, **Virgin Atlantic**, **P&G Herbal Essences**, **Four Seasons Hotels and Resorts**.

About ReBrand™

ReBrand is the only source focused on case studies and programs on effective brand transformations: the repositioning, revitalizing and redesign of existing brand assets to meet strategic goals. ReBrand recognizes the world’s most effective rebrands in its annual ReBrand 100 Global Awards. Deadline for entry to the 2008 ReBrand 100 is September 26, 2007. For entry and sponsorship information, and to learn best practices from winning case studies, visit rebrand.com.

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