

February 23, 2011 10:17 AM Eastern Daylight Time

2011 REBRAND 100 Winners Align Experiences for Marketplace Value

PROVIDENCE, R.I.--(BUSINESS WIRE)--REBRAND™ announces the [2011 REBRAND 100® Global Awards winners](#). Juried by an esteemed panel of international business and design leaders, REBRAND 100 is the first and highest global recognition for brand rebuilding and redesign in business.

The complete list of small and multinational brands in many industries is at www.rebrand.com. A few organizations represented are below:

- **Amplifon**, the Milan-based world leader in hearing aids, attracts new, younger customers
- **Audi** sharpens its profile, refines its vision for the Germany-based premium auto brand
- **BCLC** aligns for responsible, yet exciting gambling in the minds of British Columbians
- **bpost** is optimized for evolving postal demands across Belgium and internationally
- **Calleja** repositions for long-term growth and profitability with a future-focused identity
- **Labormed**, a top five pharmaceutical in Romania, boosts profits and employee morale
- **PRASA**, the new Passenger Rail Agency of South Africa, delivers a world-class system
- **Rural Bank** successfully establishes focus on specialized services to rural Australia
- **United States Mint**, the world's largest mint, elevates its awareness and relevance

"Clearly, the winning creative teams in this year's REBRAND 100 are not content to simply push unaligned messages out the door. They're banding together to fight for greatness," said [2011 juror Marty Neumeier](#), Director of Transformation, Liquid Agency; Author of *The Designful Company*.

Each year, a multidisciplinary mix of industry experts convenes to [jury](#) this annual competition. Before and after representations of the transformed work with written summaries are reviewed to select winners. Some review criteria ensure entries:

"Clearly, the winning creative teams in this year's REBRAND 100 are not content to simply push unaligned messages out the door. They're banding together to fight for greatness"

Each year, a multidisciplinary mix of industry experts convenes to [jury](#) this annual competition. Before and after representations of the transformed work with written summaries are reviewed to select winners. Some review criteria ensure entries:

- had a clear evolution or transformation 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 across media

Rebrands in any industry, launched anywhere in the world between January 2008 and September 2010 were eligible for the 2011 program. A submission could have been an enterprise-wide effort, change in a single brand component, or a brand extension.

2011 jurors included [Helen Mets-Morris](#), Vice President and General Manager, **Avery Dennison** Commercial Graphics and Reflective Products Worldwide; [Nomahlubi V. Simamane](#), CEO of South Africa-based **Zanusi Brand Solutions**; and [Sajag Patel](#), Managing Director and Principal Creative, Breathe Branding in United Arab Emirates. Past award recipients include [Deutsche Post DHL](#), [Nike Golf](#), and [Thomson Reuters](#).

About REBRAND™ and the REBRAND 100® Global Awards:

REBRAND is the world's leading resource for effective brand transformations. The REBRAND 100 Global Awards is the first and most respected global recognition for repositioned brands. Featured in such media as *The Wall Street Journal*, *CNN Money*, *Bloomberg Businessweek*, various magazines and books, the annual competition has entry deadlines in late September. View case studies from many industries and glean insights for your brand at www.rebrand.com.

Contacts

REBRAND
Andrea Walker, 401-277-4877
media@rebrand.com

Permalink: <http://www.businesswire.com/news/home/20110223005083/en/2011-REBRAND-100-Winners-Align-Experiences-Marketplace>

