

ReBrand 100™ Facts-at-a-Glance

- About** The ReBrand 100™ Awards recognize the world's 100 most effective rebrands. A rebrand is defined as the repositioning, revitalizing, restructuring, or redesign of some or all of an existing brand's assets to address strategic goals.
- Unique Among Awards** ReBrand 100 is the first and only awards program to
- Focus on rebrands and document case studies for future learning
 - Analyze the before and after
 - Assess the impact on strategic business goals and target markets
- Who Entered** Global, regional and non-profit organizations representing 11 countries and 45 industries entered the 2005 ReBrand 100, the inaugural year of the program.
- 2005 Winners** The full list of winners will be available at www.rebrand100.com:
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|---------------------------|------------------------------|-------------------------|
| Adobe Systems Inc. | Harter | Shinsei Bank, Ltd. |
| Alzheimer's Association | Honeywell | Staples, Inc. |
| American Airlines | Kerryfresh | Sweetbay Supermarket |
| Assurant, Inc. | L'Oréal/Redken | Target Corporation |
| Babolat | O'Donnell Sweeney Solicitors | Unilever/Powerbrand |
| Cross Retail Ventures | Pabst Brewing Company | The UPS Store |
| Delta Faucet Company | Princeton University | Vanderbilt University |
| Ernst & Young | Procter & Gamble | Virgin Atlantic Airways |
| Ford Motor Company | Samsonite | Wachovia Corporation |
| GlaxoSmithKline/Europharm | Schroeder Company | Zippo |
- 2005 International Jury**
- Paige Arnof-Fenn, CEO, Mavens & Moguls
 - Hani Asfour, American University of Beirut, Lebanon
 - Richard Crabb, Design Director, Start Creative, England
 - Michael Draznin, Communications Strategist, Consultant, FutureBrand
 - Sujata Keshavan, Managing Director, Ray and Keshavan, India
 - Robert Matza, Creative Director, Landor
 - Lee Phenner, VP, Brand and Content Strategist, Hill, Holiday
 - David Rice, President, DesignCom
 - Tony Spaeth, CEO, Tony Spaeth/Identity
 - Mary Taylor, President, RYKÄ
- Leadership** Anaezi Modu, Director, ReBrand 100 and former SVP, Brand Experience and Strategy Director at Bank of America. The Center for Design & Business is a founding sponsor of ReBrand 100.
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