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2008 ReBrand 100® Global Awards Winners Produce ROI

View the complete winners list at www.rebrand.com:

- BayernLB, a top 10 German bank, strengthens its market position and analysts' ratings
- Blake Dawson, a leading Australian law firm, breaks from the sober corporate language
- Brown's Brewing Company broadens its distribution reach with a stronger brand
- Cisco Systems brand reposition helps increase brand value by \$1.56 billion in 1 year*
- Grow rebrands to vault this family-owned small business above its flood of competitors
- Heath Ceramics revitalized its business with a 30% increase in sales revenue
- Metro Los Angeles increased discretionary ridership by twice the national average
- One2Play in Croatia broke through the clutter and increased revenue by 53%
- WorldTV a division of France Telecom's GlobeCast becomes a "branded" destination

PROVIDENCE, R.I.--(BUSINESS WIRE)--One hundred of the world's most effective rebrands are recognized in the 2008 ReBrand 100® Global Awards. By applying deliberate, strategic planning in evolving, extending or transforming their brands, 2008 winners from around the world achieved measurable results.

The ReBrand 100® Global Awards, juried by an esteemed panel of international business leaders, is the highest recognition for brand rebuilding and redesign in the business arena. The international panel of multidisciplinary industry experts convened to jury the fourth annual competition. "The careful and difficult task the jury takes on in selecting the winners, is evidence that the repositioning of a brand for its internal and external audiences is complex work," said Anaezi Modu, Executive Director, ReBrand.

Winning rebrands serve as learning tools by becoming part of an online repository at www.rebrand.com. Each year, the jury reviews the "before" and "after" examples of each brand transformation. The following criteria used to assess solutions ensures winners:

- had a clear transformation for the better 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 organization-wide.

Eligible projects range from products, services, companies, non-profit organizations, individuals, cities, countries, buildings and interior environments re-launched anywhere in the world between January 2005 and September 2007. The submission could have been an enterprise-wide effort, or for a single brand component.

2008 jurors included **Communispace** President & CEO Diane Hessian; **Arnold Worldwide** President & CEO Fran Kelly; **Onoma** International Corporate and Brand Identity Design Founding Partner Roger van den Bergh; and **Saldanha Inc.** Branding Consultant, Errol Saldanha. Past jurors have included **MetaDesign** Chairman and Founder Bill Hill; **Herman Miller** VP Creative Director Steve Frykholm; and **Hasbro** Playskool Brands General Manager Lorrie Copeland. Past award recipients include **Procter & Gamble**, **Four Seasons Hotels & Resorts**, **DAI**, and **Swiss Life**.

About ReBrand™ and the ReBrand 100® Global Awards:

ReBrand, the only expert-led resource focused on brand transformations, was created to provide best practices examples, help organizations avoid pitfalls, and identify experts for their initiatives. Its leading program, the annual ReBrand 100® Global Awards, juried by an esteemed panel of international design and business leaders, is the highest recognition for brand rebuilding and redesign in the business arena, and is the only global program of its kind. Entry deadline for the 2009 ReBrand 100 is September 24, 2008. Eligibility includes small businesses, non-profit organizations, and multinational corporations. To view winning case studies and learn how to enter visit rebrand.com.

*BusinessWeek/Interbrand Best Global Brands

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Contacts

ReBrand
Andrea Walker, 401-277-4877
evolve@rebrand.com

Permalink: <http://www.businesswire.com/news/home/20080806005208/en>

