





effective rebrands and the global commitment evident in solutions.” said Thebe Ikalafeng, CEO of South Africa-based Brand Leadership Group and 2009 ReBrand 100 juror.

To select winners, jurors reviewed the work which was required to transcend cosmetic changes. In addition to specific review guidelines they followed, strong consideration was given to executed strategy that made an emotional connection, met the stated objectives and needs of the identified target market. In true democratic fashion, a one-person entity had as much opportunity to be selected as did global organizations, since jurors were unaware of the brand strategist’s name and size when reviewing the projects.

Over 40 industries and 21 countries are represented among the 2009 winners. Some of the world’s best known branding consultants such as Interbrand, The Brand Union, DDB Canada, and more competed, as did in-house teams, small agencies, and representatives of multinational corporations. The jury panel, new each year, consists of a multidisciplinary mix of prominent, international, industry experts. The 2009 panel of 10 included CEO for InterbrandHealth Jane Parker, Burt Helm of BusinessWeek, and Creative Director of Australia-based Principals, Simon Wright.

Unique among other awards, “before” and “after” scenarios of each brand transformation are reviewed with details of the accompanying write-up on the approach. The rebrand could have been an enterprise-wide effort, a change in a single brand component, or a brand extension.



Winning rebrands are showcased for inspiration and learning at [www.rebrand.com](http://www.rebrand.com).

**About Embassy**

Embassy is an expert team with an integrated approach to design, branding and communications. Embassy provides skilled analysis, strong ideas, creative design and effective implementation. For further information please contact us directly or turn to our website at [www.embassyexperts.com](http://www.embassyexperts.com).

**About ReBrand™ and the ReBrand 100® Global Awards:**

ReBrand is the global, online resource for case studies on the most effective brand transformations: the repositioning, revitalizing, and redesign of existing brand assets to meet strategic goals. Featured in such media as *The Wall Street Journal*, *CNN Money*, *BusinessWeek*, and *Yahoo! Finance*, ReBrand's leading program, the annual ReBrand 100® Global Awards, has entry deadlines in late September of each year. To view winning case studies or to learn how to enter, visit [www.rebrand.com](http://www.rebrand.com)

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