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Transavia and Antibiotice, among the top 50 rebranding projects worldwide

Bucharest, July 9th 2007 – Grapefruit has won two Merit Awards in the third annual ReBrand 100® Global Awards announced today. The ReBrand 100 jury has selected Transavia and Antibiotice as some of the most effective rebranding projects worldwide in the last 3 years. The Merit category ranks these projects among the world's top 50.

“We faced great challenges in both these projects, because both management teams were at a first when deciding to initiate professional brand management activities. Both clients desired significant changes of their respective corporate brands in order to reflect the true evolution of their companies. At the same time, they needed effective, widely-used and scalable brand management tools”, said Marius Ursache, Chief Creative Office Grapefruit. “We met all their requirements and we managed to turn the two projects into internationally-acclaimed cases”, Ursache further added.”

Transavia's rebranding aimed to assert the client's leading position in the poultry market at a time when the avian flu scare was at its highest. Rebranded by Grapefruit, Transavia has clearly differentiated itself and its products, while quickly consolidating the consumer and business partner trust it enjoyed.

Due to the state's being a majority shareholder and the company's being listed at the Bucharest Stock Exchange, rebranding Antibiotice was a special project that could easily influence its share price. The client clearly aimed for an increased market capitalization, in anticipation of their expected privatization. *“We focused on combining valuable brand heritage with new elements we identified during the brand audit. We defined the relationships between the company's products and its brands and we defined a set of performance criteria for their management”, explains Marius Ursache.*

The ReBrand 100® appraisal criteria focus primarily on the effectiveness of the rebranding process (repositioning, refreshment, redesign) and the achievement of the client's strategic objectives. Entries are selected if they showcase clear differentiation elements, smart execution and a high degree of scalability. Lead by a jury of prominent professionals from across the globe, this competition is the highest recognition available for rebranding projects of all kinds.

“The solutions we found strongest and most effective are those that applied intellectual rigor and honesty in the delivery of brand attributes,” said Manuel Toscano, Principal, Zago, and 2007 ReBrand 100 Juror. “Many winners of the 2007 ReBrand 100 Awards reinforced that effective branding is much more than aesthetically pleasing design.”

This year's jurors come from renowned branding clients and agencies such as Procter & Gamble, Interbrand and Xerox Corporation. Past award recipients include SwissLife; Unilever; and Virgin Atlantic. Winning submissions become part of an online repository at www.rebrand.com, the only source for case studies and programs focused on effective brand transformations. This public showcase has become an invaluable and inspirational learning tool.

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About ReBrand 100®

The ReBrand 100 Global Awards recognize the world's most effective brand transformations: the repositioning, revitalizing and redesign of existing brand assets to meet strategic goals. Organized by ReBrand™, the only source for case studies and programs on effective brand transformations, ReBrand 100 is juried each year by a prominent, multidisciplinary, international panel. The 2008 ReBrand 100 entry deadline is September 26, 2007. For entry and partnership information, and to learn best practices from winning case studies, visit www.rebrand.com

About Grapefruit

Grapefruit (www.grapefruit.ro) is a Romanian branding consultancy, with offices in Iasi and Bucharest. The Grapefruit portfolio holds more than 100 clients in 13 countries on 4 continents, including: Abbott Laboratories, Antibiotice, Dacia, Vodafone, HP Romania, Gândul, Eli Lilly, OTP Bank, British Council, International Corporate and Brand Identity Centre (Great Britain), and DDB San Francisco (USA). Grapefruit was the most widely nominated and awarded agency at this year's edition of Identity: Best of the Best, the international competition for logo and corporate identity design organized by Moscow's Identity magazine.