

FOR RELEASE

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Marius Ursache receives Brand Leadership Award in India

Iasi, November 10, 2009—Marius Ursache, co-founder and Chief Creative Officer of Romanian branding agency Grapefruit, received a Brand Leadership Award at this year's edition of the Global Awards for Brand Leadership, during the World Brand Congress in Mumbai, India.

Attending the event as the only speaker from Central and Eastern Europe, Marius Ursache received international recognition for his branding activity over the last 10 years. The same award was given over time to prominent international branding professionals, such as Wally Olins (Saffron), Stanley Moss (Medinge Group) or David Rogers (Columbia Business School).

The Global Awards for Brand Excellence are given to individual professionals who have a strong impact on the international branding market. The award recognized Marius' involvement in promoting the branding discipline nationally and internationally, the achievements registered by the branding agency he leads and the positive recommendations on his account received from other international experts.

“This is an important personal achievement, although I must say the entire Grapefruit team should have received the award. As tradition requires I thank someone (my mother, my family, a religious leader or something of the kind), I would like to thank my colleague and partner Ștefan Liuțe, Grapefruit's Strategy Director. Without him, I wouldn't have succeeded in any of my branding endeavors over the past 10 years.”

About World Brand Congress 2009 and the Global Awards for Brand Excellence

World Brand Congress is an international branding conference, the 2009 edition of which took place in Mumbai, India. The event, lead by Hemant Sachdev, CEO Microsoft India, gathers the best branding experts from all corners of the world and industry sectors to exchange knowledge and insight on hot topics and future trends in the branding discipline. The Global Awards for Brand Excellence, part of the World Brand Congress, awards companies and individuals with great global influence and accomplishments in the field.

About Grapefruit

Grapefruit is a Romanian branding agency with offices in Iasi and Bucharest, specialized in strategy, verbal and visual identity, packaging design and digital branding. Grapefruit works for Antibiotice, Banca Transilvania, Dacia, Heidi, NNDKP, OTP Bank, Pepsi Americas, Renault, Țuca Zbârcea și Asociații. Grapefruit is the most awarded Romanian branding agency, with nominations and awards at Rebrand 100 (USA, 2007, 2009), Identity: Best of the Best (Russia, 2007), Pentawards (France, 2007, 2008, 2009), Incheon (Korea, 2006).

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