

Entry Deadline: Wednesday, October 11, 2017

The REBRAND 100® Global Awards, juried by an esteemed panel of international business and design leaders, is the first and highest recognition for brand transformations in the world.

We invite you to enter the 2018 REBRAND 100. Any rebrand launched anywhere in the world after January 1, 2015 is eligible. Entries may be submitted by in-house corporate professionals, branding consultants, business strategists, design firms, architects, advertising agencies, non-profit organizations, government agencies, and much more.

An entry can be an enterprise rebrand—an entire company or organization-wide project; a component rebrand—for a single service, environment or similarly discrete project; or a brand extension—development of a new product line or service for an existing brand. Early bird deadline with discount is on or before September 27, 2017. Regular entry deadline is October 11, 2017.

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- Entry Submission Form is at:
REBRAND.com/2018-entry-form

**Worldwide Call
for Entries**

2018 REBRAND 100®

For updates visit rebrand.com, write awards@rebrand.com or call 1.401.785.1412

Partners, Supporters and Affiliates Eligible for Entry Fee Discounts

- Ad Club
- AIGA
- American Institute of Architects
- American Management Association
- American Marketing Association
- Architecture and Interior Executives
- Branding for the Next Generation, Brandixit
- Chief Marketing Officer Network
- Communication Designers Association
- CPG Branding and Marketing Forum
- EACD: European Assoc of Comm Directors
- Healthcare Marketing, Comms, & Edu Pros
- Interaction Design Association
- International Branding Association
- International Council of Design
- International Interior Design Association
- Luxury & Lifestyles Professionals
- Marketing Executives Group
- National Organization of Minority Architects
- Society for Environmental Graphic Design
- Society for Marketing Professional Services
- University & College Designers Association

Why Rebrand?

Some Reasons

- Better align products and services with shifting customer preferences and feedback
- Manage a merger, acquisition or change in business strategy
- Reintroduce, relaunch, or extend products and services into new countries and markets
- Achieve specific profit goals or showcase efforts for the public good
- Establish internal buy-in and external brand cohesiveness and consistency
- Revitalize or modernize an existing brand
- Spin-off a new product, service line, or sub-brand
- Manage a change in internal management structure or culture
- Recast a company emerging from bankruptcy, restructuring, or a negative public perception
- Extend existing brand and components into other channels e.g. mobile devices, social media
- Attract, retain and engage qualified and experienced employee talent

Who Should Enter?

Not Limited to this List

- Academic Institutions
- Advertising Agencies
- Apparel and Merchandise Designers
- Architects, Engineers, Interior Designers
- Athletic Teams and Franchises
- Brand Consultants, Agencies, and Managers
- Brand Implementation Experts - Asset Managers
- Business and Communications Strategists
- Clients and Brand Owners
- Communication/Graphic Designers
- Construction Managers and Builders
- Content Strategists and Copywriters
- Editors, Editorial/Publication Designers
- Furniture, Fixtures, and Accessories Designers
- Government Agencies and NGOs
- Hotels and Restaurants
- In-House Marketing and Creative Groups
- Industrial/Product Designers
- Interactive and Information Designers
- Management Consultants
- Manufacturers
- Non-Profit Organizations and Institutions
- Photographers/Photo Journalists/Image Libraries
- Public Relations Professionals
- Real Estate Developers and Owners
- Retailers - Online and Offline
- Technology Companies: Software and Hardware
- Wayfinding/Signage Systems Designers

Entry Review Criteria

Some of the criteria that will be used to assess solutions will ensure the best entries:

- Had a clear transformation for the better in meeting strategic objectives reflected in the changes
- Exceeded expectations and/or incorporated an element of distinction or surprise
- Spurred emotional connection and inspired desired behavior in the target audience and employees
- Were intelligently executed and successfully implemented for effectiveness and distinctive visibility
- Initiated or inspired change in business structure, behavior, and/or in embracing of the changes

Requirements and Eligibility

REBRAND 100 is unique in requiring inclusion of the "before" and "after" states of the work submitted. Entries are also required to include a brief description (total of 300 words or fewer) that summarize the industry setting, the market challenges, the strategy applied, and the results achieved. Any rebrand launched anywhere in the world after January 1, 2015 is eligible.

The 2018 Jury rebrand.com/2018-jurors

The jury is a multidisciplinary panel of prominent international business and design leaders

- June Archer - C-Suite Advisor, USA
- Nanne Bos - Head of Brand Management, The Netherlands
- Rajesh Kejriwal - Founder and CEO, Kyoorius Group, India
- Young Kim - Partner and Executive Creative Director, Prophet, Hong Kong
- Axel Löber - Head of Brand and Communications Projects, Merck KGaA Darmstadt, Germany
- Anja Bauer Minkara - Founder, Brand Strategy and Creative Director, Fabular, Croatia
- Joe Otin - CEO, The Collective, Kenya
- Katie Taylor - Executive Creative Director, Brand Union, Germany
- Fadi Yaacoub - Executive Creative Director, Digital, Toronto Star, Canada
- Mary Zalla - Global Head of Consumer Brands, Managing Dir, Chicago + Cincinnati, Landor, USA

Awards & Recognition Updated for 2018 Competition

- **Complimentary**

Complimentary Winner Benefits for the 2018 REBRAND 100 Global Awards:

Prestigious Global Recognition - Winners Complimentary Benefits

The renowned REBRAND 100 Global Awards is the first, highest, and most respected juried program in the world for transformed brands. Recognition in this prestigious program is an important marketplace achievement. Selection among the winners is confirmation of your excellence in devising solutions that integrate smart business strategy with design thinking to meet organizational goals.

REBRAND is celebrating 12+ years of excellence as the highly respected, global originator of juried, brand transformation assessments. The winners showcase reveals the caliber of brands in our program.

Recognition Categories

There are three winning categories: Best of Awards, Distinction, and Merit. There can only be five Best of Awards, and the number of Distinction designations is up to the jurors. We have had a range of 6-42 Distinctions in the past. 2018 may yield more or fewer than that number. Merit winners are determined by the remaining balance of the shortlisted entries, after a first-round review, according to jurors' votes.

Full Page Online Display

Each winner receives a full page display that remains in the permanent archives at REBRAND.com, the leading destination for those in search of brand transformation case examples and expertise.

- The winners showcase and other resources at REBRAND.com are reviewed by decision makers
- Business, marketing, and design leaders from around the world visit the site when conducting search on all topics related to brand and business transformations in many industries and sectors
- Our specific and intentional focus on brand transformations, place our website as number one out of millions of organic search returns for the term "rebrand" via Google and other search engines

REBRAND conducts its own global outreach and publicity for the winners announcement

We publicize winners through a campaign targeted to international business, marketing, and design media. We also drive views of our winners showcases via our social media network and other partner channels.

Awards & Recognition Updated for 2018 Competition

- **Complimentary Continued**

Complimentary Winner Benefits Continued:

License Rights for Agency/Consultant

The agency(ies) affiliated with the rebrand, will be granted the right to use the REBRAND 100 emblem in print or online, for the particular year indicating the win, within our guidelines.

Crystal Trophy for Best of Awards Only and and Digital Certificates for Distinction and Merit Winners

Best of Awards winners receive one custom designed, beautiful crystal award. Distinction and Merit winners can receive two digital (PDF) certificates upon request — one for the entering agency, and one for the brand owner. Beautiful, printed, embossed, frameable certificates can be purchased as noted below.

Awards & Recognition Special Winner Privileges and Services

- **Investment Option 1
\$1495.00**

Winner Privileges + Benefits Beyond Complimentary - Special Investment Opportunity

Inclusion on Our Verified/Inner Circle (Basic) Consultants Listing for a Full Year: rebrand.com/consultants

REBRAND.com is a destination site for those seeking brand transformation inspiration and expertise. The consulting agency's logo, brief description, and link to website will be included on this important list.

Press Release Template - \$350 Value

You will receive a written template you can modify that includes comments/quotes to promote your win.

Printed, Embossed Certificates - Priceless

You will receive two of these coveted, frameable, metallic embossed certificates with an official REBRAND 100 seal - one for the agency and for the brand owner (unless both are the same). Additional certificates can be purchased. Clients and project team members LOVE receiving these, keeping you top of mind.

Encased, Embossed Certificate Award via FedEx or DHL - \$375 Value

Once encased certificate as a desktop trophy that can be for the brand owner or the agency/consultant

License Rights for Brand Owner - Priceless

The brand owner will be granted the right to use the REBRAND 100 emblem in print or online, for the particular year indicating the win, within our guidelines.

REBRAND.com Homepage Feature and/or Highlight - \$1995 Value

We will feature or highlight your winning project for a minimum of 1 full week. We may opt to extend the feature or highlight for an extra week then, or during a future week, as a bonus—an additional \$1995 value.

REBRAND and Affiliates Social Media Highlights and Shares - \$995 Value

We will promote your winning project via our social media feeds and posts that will be extended by our affiliates and broader network. These shares will include images and @mentions, that brand owners appreciate.

Awards & Recognition Premium Winner Privileges and Services

- **Investment Option 2
\$1995.00**

Winner Privileges + Benefits Beyond Complimentary - Premium Investment Opportunity

All Benefits and Privileges that are Complimentary and Noted in Option 1 Above are Included

Featured Banner on all of REBRAND's Social Media Channels for Minimum of Two Weeks

We create and display images of the winning brand on prime, visible banner positions of our social media channels, depicting the name and websites of the winning brand and the agency.

Please visit rebrand.com for additional information and updates. If you have specific questions, you are welcome to email awards@rebrand.com or call 1.401.785.1412

**Requirements, Rights
Clearance, Transfers, and
Granting of Permissions****Translation**

Please have all non-English text parts of your entries translated into English to facilitate the jurying.

Permissions and Granting of Rights

All entrants must obtain pertinent permissions and rights to submit all components entered. This includes from clients, writers, photographers, website and video creators, and for all other images/items that serve as examples of the “before” and “after” representations required.

All entry materials will be retained by REBRAND. REBRAND will not return or refund entries under any circumstances. Entry fees are to help cover the awards’ administration and the jury process. Please do not send us files for which you do not retain a copy, as we will not return entered materials.

By entering, all entrants assure that they have secured the appropriate rights and clearances for all items and images submitted. REBRAND is not liable for any copyright, trademark, patent infringement, or for non-payment grievances held against entrants, and/or brand owners. The entrant warrants that all materials and information provided are true and correct, and that the display of the submitted work, credits, and information noted will not infringe on any rights of the entrants, brand owners, or any third party. It is the responsibility of entrants to include the names and pertinent roles of all organizations involved in the project for noting of project credits. REBRAND is not responsible for any omission of this information on the credits list or in the project summary write-up, if relevant.

All entrants agree to hold REBRAND, its sponsors, partners, and collaborators free and harmless from any costs or expenses of any claim arising out of use of the entry materials. By submitting your entry, you agree that any or all of the materials may be published in any media by REBRAND, or any other party it authorizes in connection with the awards, for the promotion of the awards and media efforts related to the subject of branding, and for the marketing and promotion of rebranding case studies and teaching tools, and publications with no obligation of royalty payments to any party, as long as pertinent project credits provided are referenced, linked, or noted.

**Jury Votes
and Selections****Jury Decisions**

Decisions by the jury and REBRAND are final. REBRAND reserves the right, at its sole discretion, to reject any entry or restrict the number of winners. REBRAND may also choose, for whatever reason it deems necessary, to substitute a juror, increase, or decrease the number of jurors.

Note**Juror Company Entries**

On occasion, a juror’s organization may enter REBRAND 100. If and when that is the case, the juror will be recused from reviewing the work, and a substitute juror is provided as a stand-in for the pertinent entry. Jurors are neither co-located when reviewing entries, nor aware of the name(s) of the professionals that did the work until after votes are tallied, thereby eliminating inadvertent bias.

Entry Categories

Please note one of these three categories where requested on the entry form.

REBRAND may elect to reclassify if necessary.

There are three broad categories for REBRAND 100. It is the same fee to enter a project in each category. Please classify your entry as one of these three where requested on the entry form.

- **Enterprise Rebrand** - For an entire company, merger, institution, or organization-wide projects
- **Component Rebrand** - For a single product, service, environment, or similarly discrete projects
- **Brand Extension** - For a new product line or service developed from an existing brand

Industry/Sector**Names and Keywords**

Please select 1-6 industry or sector keywords that may apply for each project submitted and note where requested on the entry form. If unsure, choose the one(s) you believe fit the closest or choose "miscellaneous" (99). REBRAND may reclassify or add keywords as appropriate.

- | | |
|---|--|
| 01 Agriculture/Gardening | 33 Industrial/Manufacturing |
| 02 Airlines | 34 Information/Broadcast |
| 03 Apparel & Accessories | 35 Institutions/Non-Profits |
| 04 Appliances | 36 Interior Design |
| 05 Architecture/Construction | 37 Internet/Multimedia |
| 06 Associations/Foundations | 38 Legal/Accounting/Professional Services |
| 07 Automotive | 39 Management Consultants |
| 08 Beer, Wine & Spirits | 40 Media/Information Services |
| 09 Beverages | 41 Mobile Products or Services |
| 10 Branding Consultants | 42 Museums & Cultural Organizations/Services |
| 11 Bridal/Wedding Suppliers and Services | 43 Musicians/Music/Recording Industry |
| 12 Business/Professional Services | 44 Office Equipment/Supplies |
| 13 Communications | 45 Office Furnishings and Accessories |
| 14 Construction/Property Development | 46 Personal Care Products |
| 15 Construction Management | 47 Photography/Photo Journalism |
| 16 Consulting Services | 48 Printing/Copier Manufacturers and Services |
| 17 Consumer Goods and Services | 49 Publications/Publishers |
| 18 Cosmetics/Toiletries | 50 Restaurants and Fast Food |
| 19 Design Services | 51 Retail Stores/Property Developments |
| 20 Educational Institutions and Libraries | 52 Sales and Marketing |
| 21 Electronics | 53 Social Media |
| 22 Energy & Utilities | 54 Social Services |
| 23 Events/Entertainment/Leisure | 55 Sporting Goods, Teams, Footwear, and Apparel |
| 24 Eye Care/Optical | 56 Telecommunications |
| 25 Film/Imaging | 57 Technology/Computer Hardware and Software |
| 26 Financial Services/Insurance | 58 Textiles |
| 27 Food | 59 Tobacco |
| 28 Government/State Agencies/NGOs | 60 Tourism/Places/Geographic Locations/Countries |
| 29 Healthcare/Pharmaceuticals | 61 Toys/Games/Hobbies |
| 30 Home Furnishings and Accessories | 62 Transportation/Shipping and Delivery |
| 31 Hospitality/Hotels | 63 Travel & Leisure |
| 32 Household Products/Supplies | 99 Miscellaneous |

Please visit rebrand.com for additional information and updates. If you have specific questions, you are welcome to email awards@rebrand.com or call 1.401.785.1412

Project Types and Assets

For Reference Only When
Including Image Names or
Captions

This listing is for your reference only. Your own brief, 3-5 word title/caption of each image is acceptable. Please name each image that you submit. If unsure, name as you prefer, and we may choose to rename for clarity, if needed. If you would like to enter more than 10 images (up to 10 before, up to 10 after permitted) for a particular project, you must submit another entry form and fee. Please note that the images representing the "before" state of projects do not count towards the maximum 10 representing the "afters." A stationery system, multimedia assets, and social media screen shots each in a group count as 1 each of the 10.

- **Advertising**

Repositioning Campaigns
Print, Web Advertising
Direct Marketing (Offline, Online, Digital)

- **Brand Implementation - Asset Management**

- **Communication Design**

Company Print and Digital Content and Literature
Direct Mail and Marketing Collateral
Investor Communications
Poster Design
Print/Print Systems
Stationery Systems

- **Content Strategy**

General Press, Collateral, Informational Tone and Voice
Information Design
Promotional/Marketing Copywriting

- **Editorial Design**

Books and Jackets
Print Newsletters, Magazines, Emails, Newspapers

- **Environmental Graphics**

Signage
Wayfinding Systems

- **Information Design/Internet Experiences**

Interface/Interaction for Websites, Social Media
Mobile Device Interfaces, Sites and Apps
Product/Service Demos

- **Integrated Branding Systems**

Brand Architecture and Naming
Brand Extension and New Product Development
Brand Revitalization
Brand Strategy and Repositioning
Corporate Style Guides/Brand Guidelines
Fleet/Livery Graphics

Gifts and Amenities/Holiday Promotions/Invitations
Logo, Identity Systems and Color Palettes
Internal Brand Communications
Launch Materials & Implementation Management
Merchandising and Premium Items
Websites/Blogs/Interactive Promos
Wearables

- **Naming and Nomenclature Systems**

- **Packaging**

Packaging/Labeling Graphics
Packaging Structures

- **Physical Environments**

Branded Environments
Building Interiors, Facades, and Envelopes
Exhibits and Trade Show Environments
Furniture, Fixtures and Finishes Design
Interior Design
Interior Prototypes: Retail, Office, and Other
Place Branding: Locations and Spaces
Visual Merchandising and Showrooms

- **Product/Industrial Design**

Product Reinvention
Product Engineering
Product Line Extension

- **Promotions and Advertising**

Online/Digital
Outdoor, Indoor, Print, Billboard

- **Services**

Data Analytics and Insights
Brand Strategy and Repositioning
Research
Spinoff/New Company Development

- **Social Media and Mobile Integration**

Please visit rebrand.com for additional information and updates. If you have specific questions, you are welcome to email awards@rebrand.com or call 1.401.785.1412

Entry Fees**Discount Fee Eligibility**

1. Early bird discounts for entry on or before September 27, 2017 - Self-explanatory for new entrants, past winners, non profits
2. Past winners, members of partner and affiliate organizations listed on pages 1+9 of this PDF document, as well as new non-profit entrants

Discount eligible organizations are listed on pages 1+9 of this PDF. Contact us if you feel your organization should be on this list: awards@rebrand.com or call 1.401.785.1412.

NOTE: Deadlines are by 11:59pm USA East Coast Time - Same as New York City Time

EARLY BIRD DEADLINE WITH DISCOUNTS - Entry on or before September 27, 2017

\$695 (USD) Discounted, special early bird entry fee for up to 10 “before” images and up to 10 “after” images for each entry submitted on or before Wednesday September 27, 2017

\$595 (USD) Discounted, special early bird entry fee for past winners and/or members of partner/supporter organizations (listed on Pages 1+9) and non-profits, for up to 10 “before” images and up to 10 “after” images for each entry submitted on or before Wednesday September 27, 2017

REGULAR DEADLINE - Entry after September 27, but on or before October 11, 2017

\$795 (USD) Entry fee for up to 10 “before” images and up to 10 “after” images for each entry submitted after September 27, but on or before Wednesday October 11, 2017

\$695 (USD) Discounted entry fee for past winners and/or members of partner/supporter organizations (listed on Pages 1+9) and non-profits, for up to 10 “before” images and up to 10 “after” images for each entry submitted after September 27, but on or before Wednesday October 11, 2017

LAST CHANCE DEADLINE - Entry after October 11, but on or before October 18, 2017

\$895 (USD) Last chance entry fee for up to 10 “before” images and up to 10 “after” images for each entry submitted after October 11, but on or before Wednesday, October 18, 2017

\$795 (USD) Discounted last chance entry fee for past winners and/or members of partner/supporter organizations (listed on Pages 1+9) and non-profits, for up to 10 “before” images and up to 10 “after” images for each entry submitted after October 11, but on or before Wednesday, October 18, 2017

NOTE: Entries received after October 18, 2017 will not be reviewed or refunded.

Please visit rebrand.com for additional information and updates. If you have specific questions, you are welcome to email awards@rebrand.com or call 1.401.785.1412

Entry Fee Discount Eligibility

Partners and Affiliates Eligible for the Discounted Entries Note on Previous Page

- Ad Club
- AIGA
- American Institute of Architects
- American Management Association
- American Marketing Association
- Architecture and Interior Executives
- Branding for the Next Generation, Brandixit
- Chief Marketing Officer Network
- Communication Designers Association
- CPG Branding and Marketing Forum
- EACD: European Assoc of Comm
- Healthcare Marketing, Comms, & Edu Pros
- Interaction Design Association
- International Branding Association
- International Council of Design
- International Interior Design Association
- Luxury & Lifestyles Professionals
- Marketing Executives Group
- National Organization of Minority Architects
- Society for Environmental Graphic Design
- Society for Marketing Professional Services
- University & College Designers Association

Entry Fee Processing

Entry Fee Calculation Form, if Needed, Will be Accessed from Here:

rebrand.com/2018-rebrand100-guidelines by **September 13, 2017**. You can also write or call us for our help in calculating the right entry fee for you: awards@rebrand.com - 1.401.785.1412

••WIRE TRANSFERS ARE NOT ACCEPTED••

NOTE: Entries after the last chance deadline of October 18 will not be reviewed or refunded.

There are two payment options, and all entries must include the entry fee:

1. Credit card via PayPal invoice you receive following your Fee Calculation Form submission or invoice request if you could calculate the fee and send an email to awards@rebrand.com
2. Check or money order drawn on a US bank and in US Dollars made payable to REBRAND
Mail with a copy of the PayPal invoice you receive following your Fee Calculation Form submission:
REBRAND, 24 Corliss Street #6791, Providence, RI 02940 USA

NOTE: One payment may be used to cover multiple entries. However, each entry must be submitted separately. You can indicate the entries that are part of a particular fee payment on the entry form.

NOTE: An entry that does not include the entry fee, proof of payment, or indication of specific arrangement made with REBRAND, will be disqualified.

NOTE: Entries received after October 18, 2017 will not be reviewed or refunded.

Please visit rebrand.com for additional information and updates. If you have specific questions, you are welcome to email awards@rebrand.com or call 1.401.785.1412

Entry Process

Anyone, anywhere in the world may enter REBRAND 100 with projects launched between January 2015 and September 2017. To ensure anonymity with REBRAND 100 jurors, **be sure the agency or brand consultant's name is not identified in files containing images.** REBRAND will remove any identifying names included in the summary write-up, until after jurors make their selections. If you submit embedding code for a video, please be sure the agency's name is not identified.

Entry Process At-a-Glance

- Read this entire document
- Calculate fees + request invoice
- Make payment w/ PayPal invoice
- Access entry upload form with this Guidelines PDF to help you: rebrand.com/2018-entry-form
- Complete all sections
- Prepare "before" and "after" image JPGs and other pertinent assets to represent the before and after states of the rebranded project
- Obtain embedding code we can resize for video and/or other multimedia entry components, if pertinent
- Include screen shots and web addresses for mobile and social media locations for the brand entered
- Prepare credit list -- your list of companies, names, positions, titles, roles of those that worked on the project w/ web addresses. You can choose to only show the brand owner and agency names.
- Prepare and zip up all files, for each project (if entering more than one) and name the zipped folder in preparation for upload. The entry form will be accessible by September 13, 2017
- Submit all required entry forms, rights release, + uploads

Entry process in detail**1. Read this entire PDF document**

Familiarize yourself with the requirements, granting of rights, and other details for the entry process.

2. Fee calculation form and payment required prior to entry:

- In order for us to send you a PayPal invoice for the correct entry fee, please complete and submit the fee calculation form you will find by checking in the box at the left of this statement

"I have read the guidelines and I want to submit an entry" — you will see at the bottom of this page:

rebrand.com/2018-rebrand100-guidelines (Note: page will be available **September 13, 2017**)

- All entry fees must be: **check or money order in US dollars drawn on a US Bank, or by credit card**
- For either forms of payment, we will send you an invoice via PayPal after we receive your Fee Calculation Form referenced above. If paying by check, please print-out and send the check, made payable to REBRAND, and send to: **REBRAND, 24 Corliss Street #6791, Providence, RI 0240, USA**

3. Write the project summary, a key component of your entry

Write a project summary description of approx. 300 total words or fewer, which you will include where required on the entry submission form that will be available by **September 13, 2017** here:

rebrand.com/2018-entry-form

Approx. 300 total word count for all four separate summary sections combined:

- Industry Setting
- Challenge
- Strategy
- Result

Please complete the entry form sections for the summary here: **rebrand.com/2018-entry-form**

Be brief, factual, and clear. The goal is to include clear, concise information to help jurors' understand the rebranding effort and assessing it's effectiveness. Fields for each section are in the entry form.

Do not include your firm's name in the summary to ensure anonymity for jurors.**Some ideas (suggestions only) to consider when writing your summary:**

- **Industry Setting** - Describe the market, industry/sector, and competitor context and where your brand/organization fits in that context.

Entry Process Continued

No Text on Images

Please do not place text on the images. Provide us with the image captions in another form such as a numbered text list.

NOTE:

Please note that all files will be viewed using Apple computers.

Entry Submission Form

To complete the submission form and upload your project assets, please visit:
rebrand.com/2018-entry-form
The form will be ready by
September 13, 2017

- **Challenge** - Describe the specific internal and external business, experiential, and organizational challenges that led to the rebranding effort, e.g., Why rebrand now? What is the history/legacy of the brand that needed to be maintained? Why? Other pertinent factors and issues? Sustainability?

- **Strategy** - Explain the strategy driving the rebrand solution. e.g. Who was the target audience? What were the economic, social, cultural, sector considerations? How were existing strengths and factors leveraged? What research did you conduct and incorporate? What led to the design approach? Was there a social media or mobile device strategy integrated in any way? Any operational or staffing strategy integration?

- **Result** - Note the results relative to the challenges outlined with qualitative and quantitative evidence. Indicate how the results met the objectives. Any unexpected outcomes?

4. Prepare "before" and "after" images and representations for each project

- You must include at least four different high resolution images representing the "before" and at least four representing the "after" state of the rebranded project. The maximum for the "befores" is 10, and the maximum for the "afters" is also 10. While not mandatory, it would be helpful if the "before" images correspond to some of the "after" images submitted. If image needs to be a website or social media page screen shot, and high resolution version is not available, then please submit the largest versions possible.
- High resolution images must be a minimum of 300dpi JPGs. PDFs are not acceptable. 4:3 ratio preferred.
- Please include (within your zipped folder), one page with thumbnails and short titles of images or digital assets submitted for our easy reference of submission contents (Page 7 of this document can help)
- Do not send images as Illustrator, InDesign, Photoshop, or PDF files. **JPGs only please.**
- **Do not place text, company, or brand name on images, video or items jurors will see**

5. Obtain and submit embedding code for video/multimedia assets for each rebrand

Video(s) (3min max each) or multimedia components of an entry can only be submitted by providing the embedding code or sending us a link of where to get the code for the specific pixel sizes we need to embed. You should host the file(s) elsewhere (YouTube, Vimeo, or your own servers for example).

6. Digital presence and locations

Please include screen shots and web addresses for the brand's social media and internet sites, if available. This is for the brand project submitted, not for that of the consulting firm or agency.

7. Write down and include project credits with pertinent web/social media addresses

Names, titles and roles of individuals, and organizations that worked on the rebrand with web URLs. You can choose to only have the names of the brand owner and agency/consultants shown.

8. Complete the entry form for each project entered: rebrand.com/2018-entry-form

Complete the entry form, accessible by September 13, 2017, after submitting the entry fee.

Please visit rebrand.com for additional information and updates. If you have specific questions, you are welcome to email awards@rebrand.com or call 1.401.785.1412

Entry Process Continued

9. Compile all images and files in a zipped folder with a short project name

- Please include a page titled "Contents" that lists materials submitted with thumbnails and short captions
- To ensure anonymity with REBRAND 100 jurors, please be sure the brand's agency or consulting firm's name is not indicated in the written summary or on the images and screen shots submitted
- Each entry for a different rebrand project must be submitted as a separate zipped folder. Upload that entry with relevant images, files of summary, credits, contents, and captions
- All zipped folders should be labeled with the project/brand name and the entering company's name. This helps us identify your specific entry folder in the midst of the numerous ones we receive.

Organization of Entry Materials

- Completed and signed entry online entry submission form
- Content list - reference list so we know what is included in the entry
- Samples of high-res minimum 300dpi "before" images - horizontal 4:3 ratio preferred, but not required
- Samples of high-res minimum 300dpi "after" images - horizontal 4:3 ratio preferred, but not required
- A sheet including embedding code for video(s) or where we can access for our required pixel widths
- Screen shots and addresses for social media, mobile, website presence for brand entered, if available

10. Compile and upload entry(ies) - see note below about uploading entry files to us

- Gather all entry materials including forms, proof of payment, embedding code for video/multimedia, etc. and zip into one folder per project. Please name the zipped folder with the brand and agency name.
- Upload by the following deadlines that correspond to the pertinent fees

Early Bird: On or before Wednesday, September 27, 2017 - 11:59pm EDT

Deadline: After September 27, and on or before October 11, 2017 - 11:59pm EDT

Last Chance: After October 11, and on or before October 18, 2017 - 11:59pm EDT

File upload procedure: Please upload your zipped files in one folder per project at: <http://www.rebrand.com/2018-entry-form>. The upload form will be available and functional by September 13, 2017. If you have difficulty in uploading contact us at awards@rebrand.com

PLEASE DO NOT UPLOAD SEPARATE FILES FOR ONE PROJECT/BRAND/ENTRY. EACH ENTRY SHOULD BE IN ONE ZIPPED FOLDER WITH ALL THE REQUIRED MATERIALS WITHIN AND LABELED WITH THE PROJECT/BRAND NAME AND CONSULTING FIRM'S NAME. DO NOT NAME THE ZIPPED FOLDER "REBRAND 100."

CELEBRATE!

Congratulations on a job well done and for having a rebrand project that is well documented to be considered by the international jury panel of REBRAND 100.

... WINNERS WILL BE ANNOUNCED BY END OF FEBRUARY 2018 ...

Only winners selected for Best of Awards, Distinction, or Merit recognition will be notified. Please also check REBRAND.com or our social media feeds for updates.

Entry Submission Form and Asset Upload Link:
rebrand.com/2018-entry-form
will be accessible by
September 13, 2017

Please visit rebrand.com for additional information and updates. If you have specific questions, you are welcome to email awards@rebrand.com or call 1.401.785.1412