

# Interbrand

## Interbrand's BestGlobalBrands.com Selected as a Webby Honoree

**New York, New York** (April 14, 2011) – Interbrand, the leading branding consultancy, has been recognized by The Webby Awards for its outstanding website execution of bestglobalbrands.com.

Voted one of the three most influential benchmark studies by business leaders, Interbrand's Best Global Brands report is an annual study of the world's most valuable brands and the lessons learned from their performance. CEOs and top marketers seeking brand management guidance have turned to the Best Global Brands year after year for the past decade. Each year the report aims to provide rich, deep insights about how to create and manage brand value in an engaging print report and online experience.

Established in 1996, during the Web's infancy, The Webby Awards is the world's preeminent organization that honors excellence in interactive design, creativity, usability and functionality on the Internet. Presented by The International Academy of Digital Arts and Sciences, its judging body includes members such as Virgin Atlantic Chairman and Founder Richard Branson, Internet inventor, Vint Cerf, and political columnist Arianna Huffington.

In the 15<sup>th</sup> Annual Webby Awards, Interbrand's Best Global Brands 2010 ([www.bestglobalbrands.com](http://www.bestglobalbrands.com)) is an Honoree for the Corporate Communications category. Featuring the ranking of the Top 100 most valuable global brands, the website provides complete insight and analysis of the table, including articles authored by Interbrand consultants on the role of brand management in empowering organizations as well as exclusive interviews with senior executives from the top 100 brands, including IBM, Disney, Cisco, Gucci, and MTV on how they have successfully leveraged their brand to drive innovation in their category and achieve stronger business results by placing brand at center of their company. Visually enhancing the website are infographics illustrating the core tenets of the annual report, including methodology, the top risers and fallers, as well as a timeline of each sector's performance over a three-year period.

With nearly 10,000 entries received from all 50 US states and over 60 countries, the Official Honoree distinction is awarded to the top 10% of all work entered that exhibits remarkable achievement.

"This is a terrific accomplishment for Interbrand," said Andy Payne, Interbrand Executive Global Creative Director. As a highly recognized study on the value of brands, it is important that Best Global Brands communicates our insights in a way that is easily understood and visually compelling. We are thrilled by The Webby's acknowledgement of our work for its enriching experience and powerful design."

### About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is among the largest brand consultancies and has grown to include 40 offices in 25 countries. The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit [www.interbrand.com](http://www.interbrand.com).

### **For more information please contact:**

Lisa Kline, Global Communications Director  
Telephone +212 798 7646  
[lisa.kline@interbrand.com](mailto:lisa.kline@interbrand.com)