

Elephant wins The ReBrand100 Global Award for the fourth time.

The ReBrand 100® Global Awards is the highest recognition for excellence in brand repositioning and the first and only competition of its kind.

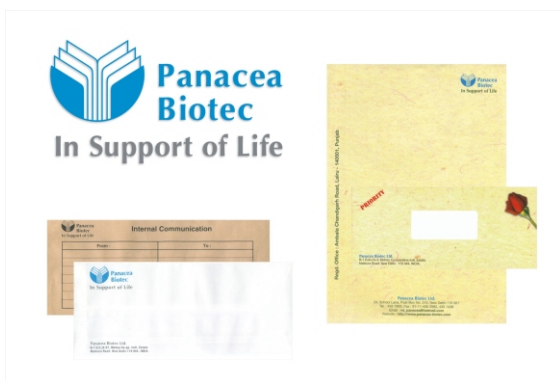
Rebrand evaluates nominated entries on the basis of the most effective brand transformation: the repositioning, revitalizing and redesign of existing brand assets to meet strategic marketing objectives.

Rebrand receives entries from over 20 countries and range from multi-national firms like Unilever, Procter & Gamble, Four Seasons Hotels and Resorts, Virgin Atlantic, to nonprofit organizations, regional, and local small businesses.

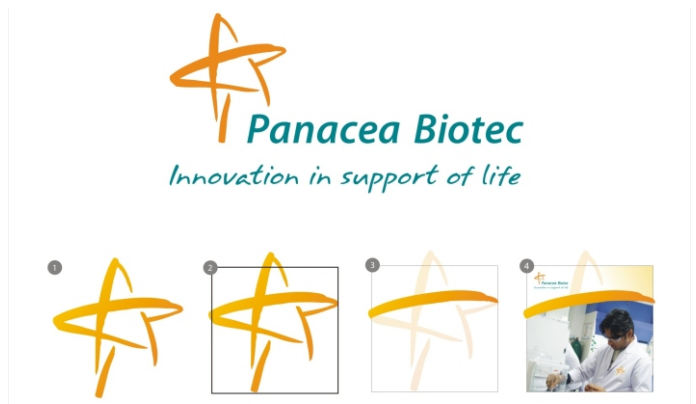
The winning designs are chosen by jury panel of international business, marketing and design executives.

Winning Project Panacea Biotec

Before



After



New Identity

Stationery



Other winning projects : Bajaj Auto, Electronica & Pure Magic