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Adventure™

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Adventure earns 2011 REBRAND 100® Global Award for the rebranding of Creative Memories' identity.

March 1, 2011 — Creative Memories, a direct-sales company for photo album and scrapbooking products, was named one of the world's most effectively rebranded companies in the seventh annual [REBRAND 100® Global Awards](#). This is the highest recognition for excellence in brand repositioning, and is the first and only global program of its kind. Adventure worked closely with Creative Memories' creative director and art department to develop the rebranding – from logo creation to design of collateral, catalogs and the company's redesigned website.

“There was some great work over the past months, and it wasn't an easy task to shortlist the showcase projects,” said Sajag Patel, 2011 Juror and Managing Director and Principal Creative, Breathe Branding in United Arab Emirates. To select winners, an international panel of multidisciplinary experts convenes yearly to review the best of the submissions. They consider “before” and “after” representations of brand transformations with written summaries. Emphasis was on executed strategy that made an emotional connection, and met the stated objectives and needs of the identified customers.

Over 32 industries and 34 countries were represented among the 2011 winners. They ranged from Australian Diabetes Council to luxury car brand, Audi. Some of the competing branding firms included FutureBrand, Interbrand, MetaDesign, Adventure and Siegel+Gale.

Adventure provides all-encompassing creative and marketing services to leading regional and national brands on a project basis. Senior-level experience and nationally-recognized executions complement existing client resources for energized brand strength, growth and success. Adventure has offices in Brainerd and St. Cloud, MN. Adventure Studios provides digital photography, videography and image manipulation complementing the advertising agency's capabilities, but managed independently.

REBRAND™ is the world's leading resource for effective brand transformations. The REBRAND 100 Global Awards is the first and most respected recognition for repositioned brands and is featured in such media as The Wall Street Journal, CNN Money and Bloomberg Businessweek. The 2011 winning work is viewable at www.rebrand.com/notable-creative-memories.

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