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**PRESS RELEASE**

## **Breathe Branding creates a new identity for the International Cricket Council's Global AIDS Initiative.**

Wednesday, 29 July 2009

**Dubai** — Earlier in the year, Breathe, the Dubai-based independent brand consultancy, were commissioned by the International Cricket Council (ICC), to develop a top-line strategy, naming and brand identity programme for THINK WISE – a global partnership initiative between the International Cricket Council (ICC), UNAIDS, UNICEF and the Global Media AIDS Initiative (GMAI).

Using the power of cricket to help tackle key issues around HIV and AIDS, THINK WISE has been designed to encourage and motivate safer behaviour and tackle stigma against people living with HIV throughout the world's diverse network of cricket playing countries. The initiative utilises the role that sport plays in helping to bring people together to tackle key issues and encourage social change.

THINK WISE was launched at this year's ICC World Twenty20 cricket tournament in London, with 2009 also marking ICC's Centenary.

### **An ICC spokesperson said:**

"We have been working with our partners, UNAIDS, UNICEF and the GMAI for a number of years to raise awareness about the AIDS epidemic and help reduce the stigma associated with HIV. It's fantastic that during our centenary year we are expanding the partnership focus and the development of the THINK WISE tag line is a great way of doing this."

### **Sajag Patel, Breathe's Managing Director said:**

"Focusing on the objectives of the programme, to raise awareness and understanding, across a diverse global audience, we have developed a simple and engaging, instantly recognisable visual language – capturing the very essence of the brand."

— End —

## **Note to editors:**

### **About the ICC and ThinkWise**

The International Cricket Council are the international governing body for cricket.

THINK WISE, is a global AIDS initiative that was established to use the power of cricket to help tackle key issues around HIV and AIDS.

A lack of education and awareness about HIV, as well as the potential stigma and discrimination associated with HIV and AIDS can lead to increased vulnerability to HIV infection. The ICC has been working with its partners, UNAIDS, UNICEF and the Global Media AIDS Initiative (GMAI) over a number of years to help tackle these issues and encourage healthy decision making by children and young adults.

For more information, please contact Ben Cummings, International Cricket Council on +971 4 382 8800, email [Ben.Cummings@icc-cricket.com](mailto:Ben.Cummings@icc-cricket.com) or visit [www.icc-cricket.com](http://www.icc-cricket.com).

### **About Breathe**

Based in Dubai, Breathe is an ideas driven brand consultancy that combines strategic thinking with outstanding creativity to deliver exceptional results for a growing number of clients.

Since 2006, Breathe has rapidly gained an enviable reputation for providing exceptional client service, first-class strategic advice and award-winning creativity.

The senior team at Breathe have worked on a number of the world's most recognised brands, their contributions covering a full spectrum of brand development and rebranding – from strategic positioning and identity creation through to environmental branding and implementation. Clients include: Abraaj Capital, Citibank, Dubai International Capital, ICC, Jumeirah International, Kraft Foods, NetJets and the hit television show, Freej.

### **Multimedia Links**

- THINK WISE Public Service Announcement featuring Indian international cricketer, Virender Sehwag: [http://icc-cricket.yahoo.net/media\\_interactive\\_zone/broadcast\\_video.php?mediald=235](http://icc-cricket.yahoo.net/media_interactive_zone/broadcast_video.php?mediald=235)
- UNAids.org: <http://www.unaids.org/multimedia/streaming/cricketPSA2009/index.htm>
- [www.NuView.tv](http://www.NuView.tv) search: 'THINK WISE'.