



# News Release

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**FOR IMMEDIATE RELEASE**

## **“Greening” Your Brand**

Brand Identity Consultant Orly Zeewy to give seminar on successful brand identity

**Philadelphia, PA**—The Design & Merchandising Program in the Antoinette Westphal College of Media Arts and Design at Drexel University welcomes Orly Zeewy, brand identity consultant and communications strategist, to give a seminar *Greening Your Brand: Standing Out in the Green Economy*, on Thursday, March 5<sup>th</sup> at 6:30 PM in Nesbitt Hall. Ms. Zeewy will discuss brand and brand identity principles as they apply to the Green Economy, provide information on what successful “green” brands are doing to differentiate their companies from others and tactics to make a brand visible and accessible to a target audience. The seminar is free and open to the public.

Orly Zeewy has 25 years of experience in design, marketing, communication and brand strategy and development. She was the Senior Design manager for The Vanguard Group where she directed all of the marketing materials for the company’s largest institutional clients. Prior to working at Vanguard, Orly was the principal of Zeewy Design and Marketing Communications where she managed clients including Kraft General Foods, CoreStates and Astra/Merck. The work of Zeewy Design has been featured in leading design publications *Print*, *How*, and *Graphis*. As a consultant, her current client base includes The University of Pennsylvania, Titan North America and W.S. Cumby. Orly was the keynote speaker on *Brands Without Borders: Is Your Brand Identity Working For you in the Transatlantic Marketplace?* for the British American Business Council and her article ‘Marketing Does not make a Brand’ was featured in the *Philadelphia Business Journal*.

Orly is a graduate of Cincinnati College of Design, Architecture and Art, one of the top ranked design schools in the country. She was raised in Switzerland, and is fluent in French and English. Orly developed the course ‘Strategic Branding and Design Management for non-profits’ for the University of Pennsylvania and is a guest speaker for Penn’s Wharton International Communications Program. She is a visiting lecturer and adjunct professor for Philadelphia University’s Masters Program in Sustainable Design.

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**Event Facts:**

**What:** Brand Identity Consultant, Orly Zeewy, *Greening Your Brand: Standing Out in the Green Economy*

**Where:** Nesbitt Hall, Stein Auditorium (3215 Market St.)

**When:** Thursday, March 5<sup>th</sup>, 2009 at 6:30 PM; Reception 8 PM

**Cost:** FREE and open to the public

**More Information:** 215-895-1029 or visit [www.drexel.edu/westphal](http://www.drexel.edu/westphal)

**About the Design & Merchandising Program**

The Design & Merchandising program prepares students for the challenges of the business and design world. Students learn to create and merchandise fashion and design products, and also obtain practical knowledge in the areas of marketing, promotion, and distribution. The curriculum combines the pursuit of aesthetic excellence with a strong business foundation. The program concentrates on the retail apparel industry, product development and manufacturing, with a particular focus on promotion, visual merchandising, special events marketing and general lifestyle design. Students gain the experience and leadership skills to make merchandising and marketing decisions in both the competitive classes and the co-op work experience.

**About the Antoinette Westphal College at Drexel University**

Drexel University's Antoinette Westphal College of Media Arts & Design offers twelve undergraduate and five graduate programs in media, design and the performing arts. The College empowers students with the knowledge, skills and techniques to succeed in highly competitive creative fields. Programs are taught in small studio settings, featuring hands-on learning and a faculty of industry practitioners who emphasize the use of the latest technologies. Westphal College is home to the Mandell Theater, the Pearlstein Gallery, Drexel's television (DUTV) and radio (WKDU) stations, the Kal and Lucille Rudman Institute for Entertainment Industry Studies, MAD Dragon Records and Drexel's Historic Costume Collection.

Drexel University is the premiere co-op school in the United States and is a top ranked comprehensive university. Allen Sabinson is the dean of the Antoinette Westphal College of Media Arts and Design. For more information about the College, go to: [www.drexel.edu/westphal](http://www.drexel.edu/westphal).