

Welcome



Brittany Golob
Editor in chief, *Transform magazine*

The complexity of the audiences, locations and needs of many brands from across the Middle East and Africa have made the winners of this year's Transform Awards MEA an exciting selection of brands. DXB, for one, uses placemaking techniques alongside experiential branding to deliver a new sense of identity to Dubai's airport. Meanwhile, Riyadh Sports Boulevard acts as an ambitious community programme designed to encourage a healthy lifestyle through public communications.

These projects, alongside all of this year's winners, have exhibited an understanding of the complexity of brand development, ensuring everything from the typography to the visual identity and photography to the implementation is aligned with the overall brand values. The results are stunning.

This year's 'Best overall visual identity' winner, Bank ABC, worked with Superunion to craft a youth-friendly mobile-first brand that stands out from a sea of competitors. DXB, which alongside Landor&Fitch takes home the 'Grand prix,' built strategic planning, stakeholder engagement and a keen understanding of its audience into the rebrand.

I invite you to read through the winner's book to see what best practice in rebranding and brand development in the Middle East and Africa looks like. Congratulations to all of this year's phenomenal winners!

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THE JUDGES



Erdem Aksakal
Marketing director
SAP Middle East South

After working in technology companies like Vestel and Ericsson, Erdem joined SAP as the marketing director for Turkey in 2010. Since 2017, he has been a marketing director in the Middle East. A contributing writer to magazines, books and academic publications, his book about business life was published in Turkish in 2016. He has a degree in electrical engineering, an MBA and is pursuing his PhD in marketing.



Melissa Bayik
Head of brand
Arada

Melissa is head of brand at Arada, where she oversees all brands from both a design and strategic perspective. Her current responsibilities include helping Aljada redefine what it means to be a mass premium experiential brand. Prior to Arada, Melissa worked with Meraas to develop the new corporate and destination brands during its transformational brand change. With 14 years of experience, Melissa has worked with leading international design consultancies, and has owned and led a small Dubai-based design practice.



Rania Biltagi
Head of communications
and partnerships
King Abdulaziz Center
for World Culture (Ithra)

Rania has over two decades of experience in marketing and communications. Previously with Saudi Aramco, Rania has held multiple positions from corporate brand management and advertising, to initiating and leading the development of Saudi Aramco's corporate brand strategy and 2015 brand refresh. At Ithra, Rania has overseen communications for several key initiatives including the 29th Arab League Summit.



Aleksandr Karapetyan
Brand and operations manager
Aldo

Aleksandr is a senior retail executive with over 13 years of experience in management, operations and branding. As the brand and operations manager at Aldo Group, he is responsible for planning and merchandising, and the development of a regional marketing strategy. Aleksandr was previously the business manager for the Royal International Group and has worked at Debenhams and other fashion organisations in the past. He has a Master's degree in business from the Armenian State University of Economics.



Mais Kawar
Marketing manager
Dubai South (Dubai World Central)

Mais is responsible for corporate marketing, brand development and management, and ensuring all relevant activities are aligned with the business for the district at Dubai South. She has vast experience in B2B marketing and communication strategies across multiple markets. Prior to joining Dubai South, she was the regional marketing specialist of Azadea General Investment Co. Mais has held various positions with international hoteliers in Jordan, including Marriott Hotel, Intercontinental Hotel, and Sheraton Hotel.



Steve Keller
Sonic strategy director
Pandora

Steve is the sonic strategy director for Studio Resonate, Pandora's audio-first creative consultancy. He is recognised as one of the world's leading experts in the field of audio branding, blending art and science into award-winning audio strategies and creative content for a variety of global agencies and brands. With a degree in psychology and over 30 years of experience, Steve's work explores the ways music and sound impact consumer perception and behaviour. He is also the recipient of the iHeartMedia Scholarship for Leadership in Audio Innovation.

THE JUDGES



Dr. Nadine Chahine
Director
ArabicType Ltd

Dr. Nadine has an MA in typeface design from the University of Reading and a PhD from Leiden University. She received two awards for excellence in type design from TDC. She has developed bestselling typefaces including Frutiger Arabic, Koufiya, Neue Helvetica Arabic, Palatino Arabic. Nadine has been featured in Megg's History of Graphic Design, the 4th edition of First Choice, highlighting the 250 top global designers and was also selected by Fast Company as one of its 100 Most Creative People in Business in 2012.



Yashodeep Ghorpade
Marketing communications manager
Sony Middle East and Africa

Yashodeep is a dynamic professional with experience in marketing communications, digital marketing, event management, advertising and promotions, branding, corporate communication, budget and cost management with several major organisations. Yashodeep has a proven track record of managing multinational professional teams, collaborating with stakeholders, anchoring creative and management functions and delivering consistent results aligned to company goals and objectives.



Joumana Haddad
Lipton Tea Brand manager MENA
Unilever

While working in advertising at a media company and interacting with marketeers in FMCG companies Joumana developed her passion for marketing. Joumana earned a Master's in strategic marketing, joining Unilever upon graduation. She has worked on multiple brands across Unilever's portfolio, particularly in beverages and homecare. She has led product mixes, communication strategies, and award-winning campaigns across the MENA region.



Walid Kotaich
Head of section - marketing
Abu Dhabi Media

Walid is a strategic marketing communications, digital media and PR specialist, with over 15 years of experience in the media, entertainment and telecom industry. At Abu Dhabi Media he has orchestrated the launch and rebrand of multiple sub-brands, TV stations, apps and government initiatives like UAE National Sports Day. Walid has experience in analysing digital and social media trends, and has a wealth of experience in the ways in which digital platforms can help B2B and B2C organisations meet their business objectives.



Antony Lawrence
Executive marketing director
Dubai Holding

Antony's career spans over three decades in branding, having worked in agencies and client-side. He has worked for a number of advertising and design agencies before establishing his own boutique branding consultancy that specialised in luxury, lifestyle, travel and hospitality. In 2005, he became the group director of marketing at Jumeirah and was formative in its rebrand. Antony spent six years as the managing director of Latitude Agency in Dubai, where he won a number of Transform Awards.

THE JUDGES



Shaun Loftman
Executive creative director
Landor Central and Eastern Europe,
Middle East, and Africa (CEEMEA)

Shaun is responsible for Landor's overall creative reputation and branding activities across central and eastern Europe, the Middle East and Africa. Through working on a number of dynamic and high-profile projects, he has successfully led brand transformation programs for numerous public and private organisations. Shaun is active across a range of industry sectors, from airlines to automotive, destination to drinks, finance to food, leisure to luxury and real estate to retail.



Yasmin Medhat
Senior marketing and
communications manager
Johnson Controls – MEA

Yasmin is responsible for leading JCI's brand presence, positioning and activations for the HVAC division across the Middle East, Africa and Pakistan. Prior to her current role, Yasmin oversaw the retail marketing activities for Samsung across the MENA region. She started her career with Jotun Paints Middle East, expanding the company's retail presence across Egypt. Yasmin holds a bachelor's degree in architectural engineering from the University of Greenwich.



Saba Omaish
Head of marketing
OSN

A marketing and media professional with 15 years of experience in developing integrated marketing strategies and award-winning campaigns, Saba is the head of marketing at OSN. She spent seven years in marketing roles at MBC Group prior to joining OSN. Saba has a background in brand development, campaign lifecycle planning, creative guardianship, digital advertising and media. She prioritises exceeding aggressive performance targets in sales driven organisations.



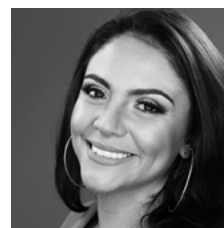
Sharif Raisi
Head of Marketing & Communications
Eltizam Asset Management Group

Sharif is the head of marketing and communications at Eltizam Asset Management Group. Sharif has spent 15 years working across B2B and B2C communications in industries such as asset management, property, facilities management, financial services, sustainability, engineering, construction, and investment. Sharif holds an MBA from the University of Atlanta and has completed several other courses in business leadership and marketing at London Business School, Insead, Paris and Heriot-Watt University.



Rawan Alabdul Razzaq
Deputy head of advertising
and brand management
National Bank of Kuwait

Rawan is the deputy head of advertising and brand management at NBK and has spent over 12 years with the company. Rawan led the repositioning of the bank and delivered a three-year brand development programme designed to rejuvenate NBK's image and reconnect with its changing customer base. Rawan studied mass communication at the American University of Sharjah.



Maria Salazar
Communications specialist
ADNOC

Maria has been a marketing and communications professional in the Middle East for over a decade. She has led teams focused on the rebranding and repositioning of companies across the region. Maria currently works as a communications specialist for ADNOC.

THE JUDGES



Fahad Osman
Head of brand and digital marketing
Suez

Fahad has worked across the corporate marketing, agency and platform worlds. He started his career 15 years ago at the Emirates Group, working his way up to Dnata and Emirates Airline before being seconded to lead digital advertising at flydubai. From there, he spent six years at BBDO and Ogilvy where he led on the IBM account across MEA. Recently, he led the regional brand strategy team at Twitter and was focused on delivering world class business solutions to some of the biggest brands in the world.



Caroline Passey
Group marketing manager
Elecosoft plc

Caroline is a senior marketing professional with over two decades of experience in marketing, brand and corporate communications. Caroline has held roles in the automotive, professional services, consulting and software sectors in Europe, Africa and the Middle East. She has delivered several global rebranding projects, initiating and leading the development of GardaWorld's corporate brand strategy and brand refresh. She has also delivered award winning corporate websites.



Henry Windridge
Head of brand MEA
Discovery

Henry moved to Dubai in 2017 to join Discovery's Africa and Middle East team where he runs ad sales, PR and marketing, digital and research for 15 channels, including Food Network, TLC, Discovery Channel, HGTV and Fatafea. Before Discovery, he was head of marketing at Global, one of the UK's largest media groups across a radio portfolio that includes Heart, Capital FM, LBC and Classic FM. Prior to that, he was at Hearst magazines and ITV. Preceding his time in media, he completed a PhD in American foreign policy at UCL in London.



Alexander Wodrich
Managing director and founder
why do birds

Alexander Wodrich founded audio branding agency why do birds in 2010. Located in Berlin, the agency employs 15 people working in music production, brand consulting, graphic and motion design. Its clients include such brands as Siemens, Hyundai, German Rail and Gore-Tex. Alexander has a degree in business and has been a musician for most of his life. Before founding why do birds, he was a member of the MetaDesign Berlin management board, responsible for the audio branding and motion graphics departments.

THE WINNERS

CONTENT

Best use of a visual property

Gold - Oman Future Skills and OHI Leo Burnett

Silver - Asian Street Kitchen and JansenHarris
Bronze - FRSHST by fresh del monte foods and Brand Lounge
Bronze - Vela Flora and Landor&Fitch
Highly commended - Saudi Space Commission and Landor&Fitch

Best brand architecture solution

Gold - Riyadh Sports Boulevard and Landor&Fitch

Silver - King Salman Park and Landor&Fitch
Bronze - Alshaya Group and Siegel+Gale

Best use of copy style or tone of voice

Gold - Asian Street Kitchen and JansenHarris

Silver - Wid Insurance and Landor&Fitch
Bronze - Ince Gordon Dadds and Skyne
Highly commended - Zeedni and Unisono

Best brand experience

Gold - DXB (Dubai Airports) and Landor&Fitch

Silver - Heineken and JansenHarris
Bronze - Sohar International and Siegel+Gale

Best use of packaging

Gold - Zeedni and Unisono

Silver - Curli.Q and Tagbrands
Bronze - Jack Daniels No. 27 Gold and JansenHarris
Bronze - Jack Daniels Tennessee Honey and JansenHarris
Highly commended - Al Bashayer Meat Co. and OHI Leo Burnett
Highly commended - Mazoon Dairy and Siegel+Gale

Best use of audio brand

Gold - Saudi Space Commission and Landor&Fitch

Silver - Roads & Transport Authority, Dubai and MassiveMusic
Bronze - stc and Interbrand and CORD Worldwide

Best use of typography

Gold - Middle East Youth Expo and TMH

Silver - Asian Street Kitchen and JansenHarris
Silver - FRSHST by fresh del monte foods and Brand Lounge
Bronze - Saudi Real Estate Company - AL AKARIA and Brand Lounge
Bronze - Saeed and Landor&Fitch
Highly commended - ila by Bank ABC and Superunion
Highly commended - Ince Gordon Dadds and Skyne

Best place or nation brand

Gold - Riyadh Sports Boulevard and Landor&Fitch

Silver - Visit Saudi and Turquoise
Bronze - Island of Legends and Landor&Fitch
Bronze - King Salman Park and Landor&Fitch
Highly commended - Shurooq / Mleiha and Skyne

PROCESS

Best external stakeholder relations during a brand development project

Gold - Gulf Today and Omnia

Silver - Bank ABC and Bladonmore

Best internal communication during a brand development project

Gold - Marriott Bonvoy and JansenHarris

Silver - Abu Dhabi Accountability Authority and Jpd
Highly commended - Port of Duqm and OHI Leo Burnett

Best implementation of a brand development project

Gold - Taaleem and Tonic International

Silver - UAE Pro League and Start Brand
Bronze - Authority of Social Contribution - Ma'an and All About Brands
Highly commended - Al Bashayer Meat Co. and OHI Leo Burnett

Best localisation of an international brand

Gold - Four Points by Sheraton and JansenHarris

STRATEGY

Best creative strategy

Gold - Riyadh Sports Boulevard and Landor&Fitch

Silver - du and Start Brand
Silver - Wid Insurance and Landor&Fitch
Bronze - Saudi Ministry of Culture and Turquoise
Bronze - Taaleem and Tonic International
Highly commended - MKU and Brand Lounge
Highly commended - TGT Diagnostics with Emberson, Handsome Brands and Spinnaker

Best brand evolution

Gold - DXB (Dubai Airports) and Landor&Fitch

Silver - Saudi Space Commission and Landor&Fitch
Bronze - Creative Zone and TMH
Bronze - Rasasi and 6W Agency
Highly commended - du and Start Brand
Highly commended - London dairy café and Landor&Fitch

Best strategic or creative development of a new brand

Gold - Riyadh Sports Boulevard and Landor&Fitch

Silver - King Salman Park and Landor&Fitch
Silver - Oman Future Skills and OHI Leo Burnett
Bronze - Port of Duqm and OHI Leo Burnett
Highly commended - (ADEK) Department of Education and Knowledge and (AdinB) Gulf Advertising in Business
Highly commended - UAE Pro League and Start Brand

Best development of a new brand within an existing brand portfolio

Gold - FRSHST by fresh del monte foods and Brand Lounge

Silver - Autohub and Omnia
Bronze - Al Ahlia Insurance and OHI Leo Burnett
Highly commended - Bank Muscat and OHI Leo Burnett
Highly commended - Saeed and Landor&Fitch

Best naming strategy

Gold - Wid Insurance and Landor&Fitch

Silver - Alethia and Balcony8
Bronze - FRSHST by fresh del monte foods and Brand Lounge
Highly commended - IMRAK and Brand Lounge
Highly commended - TGT Diagnostics with Emberson, Handsome Brands and Spinnaker

THE WINNERS

TYPE

Best corporate rebrand following a merger or acquisition

Gold - Sanad and James Brand Strategy & Design Consultancy

Silver - Ince Gordon Dadds and Skyne

Best brand development project to reflect changed mission, values or positioning

Gold - DXB (Dubai Airports) and Landor&Fitch

Silver - MBC Shahid and Landor&Fitch

Silver - stc and Interbrand

Bronze - London dairy café and Landor&Fitch

Bronze - MKU and Brand Lounge

Highly commended - IMRAK and Brand Lounge

Best rebrand of a digital property

Gold - MBC Shahid and Landor&Fitch

Silver - stc and Interbrand with FROG

Bronze - The CELS Group and Balcony8

SECTOR

Best visual identity by a charity, NGO or not-for-profit

Gold - Ertiqā and Unisono

Silver - Misk Innovation and Turquoise

Highly commended - Charter of Gold and Interstate

Creative Partners

Best visual identity from the education sector

Gold - Middle East Youth Expo and TMH

Silver - (ADEK) Department of Education & Knowledge and Gulf Advertising in Business

Bronze - Ithra and Prophet

Bronze - Taaleem and Tonic International

Highly commended - Bright Kids Nursery and Balcony8

Best visual identity from the energy and utilities sector

Gold - TGT Diagnostics and Handsome Brands

Silver - Abu Dhabi National Oil Company (ADNOC) with All About Brands, Boomtown Productions and NOMAD Productions

Best visual identity from the engineering and manufacturing sector

Gold - MKU and Brand Lounge

Silver - TGT Diagnostics and Handsome Brands

Bronze - Sanad and James Brand Strategy & Design Consultancy

Best visual identity from the farming and agriculture sector

Gold - Madar Farms and Fred

Silver - Mazoon Dairy and Siegel+Gale

Best visual identity from the financial services sector

Gold - Bank ABC and Superunion

Silver - Deem and James Brand Strategy & Design Consultancy

Bronze - IMRAK and Brand Lounge

Highly commended - Meethaq Islamic Banking and

OHI Leo Burnett

Highly commended - Peninsula Real Estate and TMH

Best visual identity from the food and beverage sector

Gold - FRSHST by fresh del monte foods and Brand Lounge

Silver - Mama Zonia and Balcony8

Bronze - Asian Street Kitchen and JansenHarris

Highly commended - London dairy café and Landor&Fitch

Highly commended - Zeedni and Unisono

Best visual identity from the industrial and basic materials sector

Gold - Alhoty and Unisono

Silver - The Saudi Industrial Development Fund (SIDF) and

Industry Partners Limited

Best visual identity from the professional services sector

Gold - Ince Gordon Dadds and Skyne

Silver - Studio Biru and HOICK

Best visual identity from the property, construction and facilities management sector

Gold - Khidmah and Landor&Fitch

Gold - The Courtyard and Interstate Creative Partners

Silver - Barayih Salem and BPG Kuwait

Best visual identity from the public sector

Gold - Saudi Space Commission and Landor&Fitch

Silver - Riyadh Sports Boulevard and Landor&Fitch

Bronze - Riyadh Art and Omnia

Bronze - Saeed and Landor&Fitch

Bronze - Saudi Ministry of Culture and Turquoise

Highly commended - Mala'a and Unisono

Best visual identity from the retail sector

Gold - Âme Artistic Studio and Fludium

Silver - Rasasi and 6W Agency

Best visual identity from the sports, travel, leisure and tourism sector

Gold - DXB (Dubai Airports) and Landor&Fitch

Gold - Visit Saudi and Turquoise

Silver - Vela Flora and Landor&Fitch

Bronze - Shurooq / Mleiha and Skyne

Bronze - UAE Pro League and Start Brand

Best visual identity from the technology, media and telecommunications sector

Gold - MBC Shahid and Landor&Fitch

Silver - Ertiqā and Unisono

Bronze - Gulf Today and Omnia

Highly commended - Alroeya and Omnia

Best visual identity from the transport and logistics sector

Gold - Port of Duqm and OHI Leo Burnett

Bronze - Aurum Leasing Limited and Fludium

Best overall visual identity

Winner - ila by Bank ABC and Superunion

Grand prix

Winner - DXB (Dubai Airports) and Landor&Fitch

CONTENT

Best use of a visual property

Gold - Oman Future Skills and OHI Leo Burnett

Launched in partnership with the World Economic Forum, Oman's Future Skills is an initiative that aims to identify and develop the hard and soft skills required to thrive in the global marketplace. This includes strengthening soft skills and basic digital knowhow among children and young people and improving relevant job-specific skills relating to global economic megatrends. OHI Leo Burnett worked with Oman's Future Skills to create a distinct brand identity that would inspire young people. It used binary code as a visual concept for the brand, but in forms and shapes that play differently with the digits 0 and 1, creating new realities. The concept was to create a logo inspired by binary coding as well as a whole visual language around the brand. Judges praised the consistent idea applied throughout, adding that it was a very strong strategy and idea with a well-executed concept.



Silver - Asian Street Kitchen and JansenHarris

Street food collective Asian Street Kitchen, located in Dubai International Airport, consists of four concepts in one, with offers from Korea, Japan, China and Singapore. JansenHarris created an offbeat, quirky and vibrant brand, inspired by Asian pop culture, ensuring it would stand out in such a busy environment. Judges said the colours, shapes and photography of the visual elements gave an authenticity to the brand.



Bronze - FRSHST by fresh del monte foods and Brand Lounge

When food & beverage supplier fresh del monte foods introduced a grab-and-go brand aimed at millennials in workplaces, it worked with Brand Lounge to create FRSHST (pronounced Fresh Street or Freshest). The logo was based on urban street signs and in a nod to its parent brand, incorporated the Del Monte shield logo in the background. Judges praised its smart use of brand elements.



Bronze - Vela Flora and Landor&Fitch

Flora Hospitality operates budget hotels, four-star hotels and deluxe hotel apartments in Dubai, and wanted to extend its portfolio to include a five-star brand. It worked with Landor&Fitch to create Vela Flora, which focuses on the concept of harmony, and has a visual identity based on hand-drawn illustrations designed to stand out among established brands. Judges said it was a beautiful design and execution.



Highly Commended - Saudi Space Commission and Landor&Fitch

Best brand architecture solution



Gold - Riyadh Sports Boulevard and Landor&Fitch

Riyadh Sports Boulevard (Almasar or 'The Way' in Arabic) is a development aimed at encouraging the city's residents to adopt a healthier lifestyle and participate in a variety of fitness activities including walking, cycling and horse-riding. It includes both professional and leisure cycling tracks, 350ha of green and open spaces, playgrounds, riding stables, football pitches, tennis courts, bike maintenance shops, cafés and retail outlets. Riyadh Sports Boulevard's visual identity is rooted in the idea that the bicycle has the power to be an agent of change in the city, but also needed to incorporate the diverse yet integrated nature of the project. Landor&Fitch created a brand identity that grouped the project's offerings into character zones, each with its own wordmark and colour, and with the bicycle theme at its heart.



Silver - King Salman Park and Landor&Fitch

Located at the old international airport in Riyadh, King Salman Park is set to be the largest urban park in the world. The mixed-use development will comprise of entertainment, recreational, art, hospitality and commercial facilities. It was imperative that the brand connected emotionally with people across backgrounds and nationalities, hence Landor&Fitch developed a brand positioning around the 'naturally joyful experiences'.



Bronze - Alshaya Group and Siegel+Gale

International retail franchise operator Alshaya has 90 of the world's most recognised brands in its portfolio, including Starbucks and H&M. With 4,000 stores across MENA and Europe, it wanted to diversify further and increase its reach. Siegel+Gale developed a new brand purpose and promise, with a simplified logo and refreshed visual experience, making the Alshaya brand more accessible to accommodate sector diversification.

CONTENT

Best use of copy style or tone of voice

Gold - Asian Street Kitchen and JansenHarris

Asian Street Kitchen is a street food collective located in Dubai International Airport, housing four concepts in one and offering a collection of Korean, Japanese, Chinese and Singaporean dishes. Emirates Leisure Retail worked with JansenHarris to create the brand and all associated elements, including identity, visual style, illustrations and tone of voice. The new offering had to appeal to the traveller looking for something quick and easy to eat before a flight, and the style had to be offbeat, quirky, humorous and vibrant to grab attention. JansenHarris developed a tone of voice and copy style inspired by Asian pop culture and gave it a twist to create tongue-in-cheek statements that relate to the food at Asian Street Kitchen. What was always a busy corner of the airport has become standing room only. Judges said the tone of voice complemented the entire brand architecture in a playful, bold, quirky way.



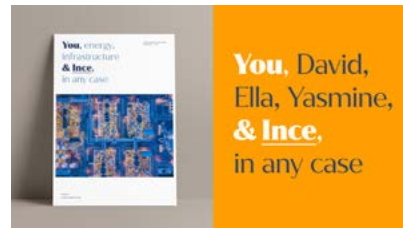
Silver - Wid Insurance and Landor&Fitch

Iraqi insurance company Al Akhaa wanted to revitalise its brand, in a sector that struggles with negative perceptions. It appointed Landor&Fitch to create an identity that would inspire trust in consumers, and so it chose Wid, inspired by the Arabic word for love and harmony. The tone of voice was filled with personality, reflecting the colloquial language of the everyday, and not the usual insurance jargon.



Bronze - Ince Gordon Dadds and Skyne

After the merger of law firms Ince & Co and Gordon Dadds, Skyne was instructed to assist the new business with its rebranding project, taking into account the legacy and DNA of both companies. The new brand, Ince, is portrayed as an intelligent, charismatic and outspoken character with a convincing but warm tone of voice. Judges said it was contemporary, clear and human, and promoted approachability.



Highly commended - Zedni and Unisono

NAVIGATING BRANDS IN
**UNCHARTERED
TERRITORY**

Download our insightful
COVID - 19 Report



CONTENT

Best brand experience

Gold - DXB (Dubai Airports) and Landor&Fitch

One of the busiest airports in the world, Dubai International Airport (DXB) wanted to create a great experience for travellers, particularly transit travellers, unable to see Dubai for themselves. It appointed Landor&Fitch to create a new brand experience that would bring Dubai into the airport, for everyone to enjoy. Based around the idea of 'the surprise hidden within', Landor&Fitch designed a DXB wordmark including an X made of arrows that open up to reveal a surprise within. Virtual reality walls were used to simulate the journey through Dubai on the metro and emulate the feeling of being on top of the Burj Khalifa. Activations such as Art DXB and Music DXB brought local art, calligraphy and concerts into the terminals. With the new DXB consumer brand, the airport had a voice that was less corporate and 'behind-the-scenes' to more 'friendly' and 'here to help'. Judges said it was an outstanding brand experience that connected offline and online experiences.



Silver - Heineken and JansenHarris

To celebrate 50 years of Rugby 7's in Dubai, sponsor Heineken wanted to honour each decade and combine it with an overall rugby theme. JansenHarris created indoor and outdoor zones with the simplicity of grass fields as a canvas, and varying atmospheres, including a silent disco, a comfortable pub, and a stage where artists performed live. Judges said it was a true crowd pleaser and on brand.



Bronze - Sohar International and Siegel+Gale

Bank Sohar was at a crossroads. It worked with Siegel+Gale to achieve more within the Omani market. Putting customer experience at the heart of the rebrand, the bank was able to reimagine the banking experience and deliver a huge increase in profit, reputation and impact.



Best use of packaging



Gold - Zeedni and Unisono

Zeedni makes raw, vegan, sugar-free, dairy-free and gluten-free cakes, ice creams and other desserts. With the increased appetite for healthier eating and lifestyles, the market has grown exponentially and Zeedni gradually saw an erosion of the competitive differential given it by its messaging and tone of voice. Zeedni appointed Unisono to create a new brand with a distinct voice that would be funny, edgy and unexpected. Unisono focused on packaging, posters and collateral to connect with an audience that looks increasingly for instagrammable moments. The solution for the design and engineering of the donut box was key as it would become the 'vehicle' for one of Zeedni's best-selling products. Unisono emphasised the brand's personality using a combination of a punk-ish typographical wordmark, photography cut-outs, hand-drawn illustrations and quirky messages, with every box becoming an effective piece of brand communication.



Silver - Curli.Q and Tagbrands

Inspired by an ancient Northern European cooking technique and a Japanese automated cake concept, Lebanese cake shop and café Curli.Q specialises in circular cakes baked on spits. It enlisted Tagbrands to create a rebrand, with the aim of reaching into the global retail market. The resulting design is based on the shape of the cakes, with the packaging design projecting a playful and delicious image of the product.



Bronze - Jack Daniels No. 27 Gold and JansenHarri

Jack Daniel's wanted to promote its No.27 Gold brand to Indian millennials celebrating Diwali. JansenHarris created a limited edition Diwali-inspired gift pack that would only be available in travel retail in Dubai, Delhi and Mumbai international airports. It focused on the brand's primary colours of black and gold, with Rangoli-like patterns symbolising Diwali that would be recognised easily by anyone celebrating the festival.



Bronze - Jack Daniels Tennessee Honey and JansenHarris

Jack Daniel's Tennessee Honey is a premium brand that uses primary colours of black, yellow and cream. For special travel retail gift packs, JansenHarris used the colours to symbolise Diwali, adding gold and the familiar Diwali symbol of the Diya flame. The strategic concept was simple: to offer travellers celebrating Diwali the perfect gift to take home, supporting the fact that the target consumer is an international traveller.

Highly commended - Al Bashayer Meat Co. and OHI Leo Burnett

Highly commended - Mazoon Dairy and Siegel+Gale

CONTENT

Best use of audio brand

Gold - Saudi Space Commission and Landor&Fitch

Saudi Space Commission was created to promote the global benefits of space science, foster international collaboration and better stewardship of our planet. It approached Landor&Fitch to create a brand that would challenge the traditional sector stereotypes and engage with a nation sceptical of investing in the space industry. Landor&Fitch's brand strategy reflected the 'new space' revolution and emerging space industry that is focused on harnessing new technologies for use on Earth for the benefit of all people. It worked with Professor Don Gurnett of the University of Iowa, using his library of audio recordings of Earth to create a sonic identity for SSC. The sound is created by the solar winds and particles moving through space, colliding with the Earth's magnetic field. The sounds were collected, synthesised and fed through a graphic visualiser. The visualisation of Earth sounds is featured throughout SSC's visual identity to create a brand experience that uses audio as a moving expression.



Silver - Roads & Transport Authority, Dubai and MassiveMusic

Dubai's Roads & Transport Authority encompasses metro, tram, taxi, buses and water travel. It tasked MassiveMusic with creating a sonic identity that could be used across all touchpoints, from marketing communications to functional sounds of the transport system, such as alerts for doors opening, as well as a master brand theme and sonic logo that complement the brand values and personality of RTA.



Bronze - stc and Interbrand and CORD Worldwide

Saudi telco stc wanted an audio brand to embody its core values of drive, devotion and dynamism. Working at the famous Abbey Road Studios, Interbrand and CORD created 'Going Forward', the brand's new sonic identity, alongside a suite of music assets to reflect stc's global presence while also recognising its strong heritage.



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CONTENT

Best use of typography

Gold - Middle East Youth Expo and TMH

Middle East Youth Expo 2020 in Abu Dhabi is an expo; a conference with inspirational international speakers, workshops, awards and immersive feature experiences. The aim is to bring together young people in the Middle East in order to collaborate and explore sustainable solutions for both people and the planet. TMH worked to develop a wordmark that would resonate with the broad and diverse youth of the UAE and beyond, placing them at the heart of the communications. At the same time the identity needed to appeal to corporate sponsors, educational and governmental stakeholders. The 'YOU' wireframe wordmark places the target audience centre stage, and can be filled with infinite possibilities. It has three variants: the wireframe, that can be filled with achievements; the YOU wireframe plus you (the person); and the YOU wireframe filled with possibilities. Judges said it was a very strong and playful combination of type and colour that was bang on target for the audience.



Silver - Asian Street Kitchen and JansenHarris

Street food collective Asian Street Kitchen houses a mix of four concepts - Korean, Japanese, Chinese and Singaporean dishes - in one location, at Dubai International Airport. JansenHarris created a quirky brand style inspired by Asian pop culture, with unique typographic brandmarks and a visual language reliant on typography to evoke an Asian street aesthetic. Judges praised its strong impact, colours and variety.



Silver - FRSHST by fresh del monte foods and Brand Lounge

FRSHST is a grab-and-go food and beverage brand from fresh del monte foods. Aimed at millennials, the concept is modern, minimalistic and 'hipster'. Brand Lounge created a visual brand based on a street sign concept, with typography reflecting the visual cues of modern and eclectic street signs around the world. Judges called it fresh and creative.



Bronze - Al Akaria and Brand Lounge

Al Akaria tasked Brand Lounge with redefining its positioning, with the brand logo one of the main touchpoints to be considered. The logo and typography needed a timeless design that maintained the brand emblem. The result was a luxurious-looking yet modern typographic logo that captured the brand's heritage. "A very strong technical submission from a company that truly understood typography" said one judge.



Bronze - Saeed and Landor&Fitch

Saeed, Sharjah Investors Services Centre, is a one stop shop aimed at accelerating and streamlining the process for investors, offering a range of government solutions. It tasked Landor&Fitch with re-imagining the brand to highlight its personal touch in a corporate environment, and how it caters to customers of today and tomorrow, while being rooted in heritage and guided by tradition.



Highly commended - ila by Bank ABC and Superunion Highly commended - Ince Gordon Dadds and Skyne

Best place or nation brand



Gold - Riyadh Sports Boulevard and Landor&Fitch

Riyadh Sports Boulevard is a project designed to encourage Riyadh's residents to exercise, adopt a healthier lifestyle and participate in various fitness activities such as walking, cycling and horse-riding. A key element of Saudi Arabia's Vision 2030 programme, it plays an important part in Riyadh's aim of becoming one of the world's top 100 cities. However, it is so wide-reaching that it was essential to create a brand identity that would truly reflect its ambitions and appeal to diverse audiences. Landor&Fitch was appointed to deliver a visual identity, which it based around the idea of the bicycle and its power to be an agent of change. Riyadh Sports Boulevard (Almasar or 'The Way' in Arabic) will include cycling tracks, green and open spaces, playgrounds, riding stables, football pitches, tennis courts, cafés and retail outlets, which Landor&Fitch incorporated into the design, using the concept of connectedness. Judges said they loved how the design unfolds as you discover the park more, creating a story.



Silver - Visit Saudi and Turquoise

Saudi Arabia opened its doors to international visitors by launching its tourist e-visa in 2019. Visitors previously consisted of business travellers and religious tourists, and it was little known as a destination outside the Kingdom. Turquoise developed the Visit Saudi national tourism brand, based on Saudi's nature, culture and heritage. Judges praised its strong identity and approachable, welcoming feel.



Bronze - Island of Legends and Landor&Fitch

Island of Legends in Sharjah is part of Shurooq's destination portfolio, and with a number of large new entertainment resorts in the UAE, it needed a rebrand to compete effectively. Landor&Fitch created a new brand proposition with an identity anchored by a vivid logo and illustrations representing the stories of the rides and nations they are based on. Judges praised its easy-going aesthetic and said it would have lasting appeal.



Bronze - King Salman Park and Landor&Fitch

King Salman Park in Riyadh is a mixed-use development with entertainment, recreational, art, hospitality and commercial facilities. The park will be fully open by 2024. Landor&Fitch was enlisted to create a new brand to cover the park's multi-dimensional nature, while still appearing as an integrated destination, ensuring the name was elevated above any of its components. Judges said the brand was inviting and joyful.

Highly commended - Shurooq / Mleiha and Skyne

PROCESS

Best external stakeholder relations during a brand development project

Gold - Gulf Today and Omnia

Gulf Today was struggling to stand out in a saturated market, despite its strong editorial content and heritage. It appointed Omnia to support the digitisation of its business and elevate the brand identity, including the development of its website. Gulf Today's goal was to become a preferred source of news for English-speaking, middle aged and young generations that extends beyond a current Emirati youth following. In support of this shift, Gulf Today instated a staff reorganisation and a refreshed approach to its editorial content. Omnia created a brand mark that represents a multi-cultural audience using serif and sans serif typefaces, emphasising the dialogue between classic and modern, print and digital. The type is supported by a colour palette of black and yellow. With a new logo and tone of voice, as well as the graphic language and tagline, each element is reflective of the future, while guided by Gulf Today's heritage and values. Judges were impressed by its clear and consistent way to reach the audience.



Silver - Bank ABC and Bladonmore

When Bank ABC launched ila, a mobile-only, digital bank, it was the first of its kind in Bahrain. Bladonmore supported Bank ABC to connect with both its corporate stakeholders and consumer audience in equal measures, creating a brand that stood out in style, tone and content type. By successfully aligning a customer-centric approach with the group's strategic ambition, the launch delivered a lasting impact on all audience groups.



Best internal communication during a brand development project



Gold - Marriott Bonvoy and JansenHarris

Marriott Bonvoy is the unified loyalty programme created as a result of the merger between hospitality giants Marriott, Starwood and The Ritz-Carlton. JansenHarris was tasked with creating an internal brand activation for the launch of Marriott Bonvoy, to reveal the new name, logo and identity elements to the employees at the Marriott International MENA regional office. The biggest challenge was to unite associates from three different brands and create a mindset of being one brand. Based on the provided brand guidelines, JansenHarris created various branded Marriott Bonvoy touchpoints, with each design element relating to the reveal of the new travel programme. These included the invitation for the launch event, the arrival experience at the office, a surprise at the desk and different activation spaces within the three storey building, as well as a giveaway gift. Judges said it was a great idea with effective team engagement.



Silver - Abu Dhabi Accountability Authority and Jpd

The Abu Dhabi Accountability Authority promotes the principles of accountability and transparency across Abu Dhabi government and public entities. It tasked Jpd with repositioning the brand, which was presented to its staff across several internal events with multiple touchpoints and long-lasting messages. Judges praised its thorough communication and leadership involvement.

Highly commended - Port of Duqm and OHI Leo Burnett

PROCESS

Best implementation of a brand development project

Gold - Taaleem and Tonic International

Taaleem is one of the largest education providers in the UAE, with its main activity the development and management of early childhood, primary and secondary schools. Tonic International created a new stripped-down visual identity using basic shapes to represent ideas and concepts and a common language that was playful and quirky, communicating the overall brand message and reinforcing its values. It ensured that the staff and their pupils understood, believed and embodied the brand stories so that they could promote the schools through an integrated campaign spanning search, digital advertising, engaging content production and distribution, data optimisation, website and social media revamping and management, multichannel media consulting and school activations. After launch, marketing-generated leads rose from 42% to 78% and Taaleem saw a 20% year-on-year increase in new enrolments for January 2020. Judges praised the campaign's excellent execution across channels.



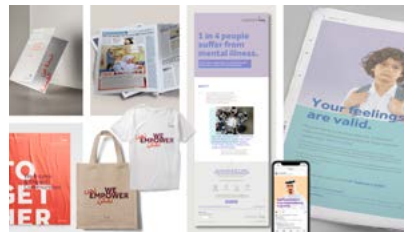
Silver - UAE Pro League and Start Brand

The UAE Pro League is the governing body of premier league football in the UAE, with 14 member clubs and four competitions. It needed a fresh identity to attract international players and broaden the fan base. The rebrand linked the competitions under an overarching brand, rolled out across hundreds of touchpoints, including print, in-stadium and broadcast graphics. Judges praised its strong implementation.



Bronze - Authority of Social Contribution - Ma'an and All About Brands

Ma'an was established in 2019 with the aim of bringing together the government, the private sector and civil society to support a culture of social contribution and participation. It commissioned All About Brands to develop a brand identity and promote the authority and its various programmes to gain awareness and participation.



Highly commended - Al Bashayer Meat Co. and OHI Leo Burnett

Best localisation of an international brand



Gold - Four Points by Sheraton and JansenHarris

Hotel brand Four Points by Sheraton wanted to expand across the Middle East and Africa in markets that were defined 'dry', where the promotion of alcohol is prohibited. It needed to develop a non-alcoholic concept for its Best Brews brand, which offers two local craft beers on tap at each Four Points by Sheraton property. JansenHarris created a nitro brew coffee brand that would appeal in local markets with a significant coffee culture, adding a more engaging experience than simply being served a standard brew. It reimagined the Best Brews programme from a visual perspective, including a mobile bar that displays flavour notes and coffee beans, and where baristas can interact with guests and share information about the concept. After its initial launch in Sharjah, the Best Brews coffee brand has become a global brand standard for Four Points by Sheraton.

STRATEGY

Best creative strategy

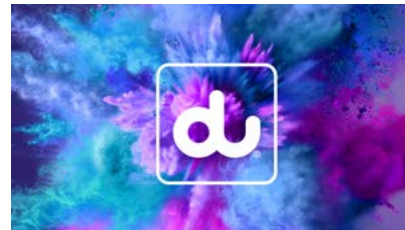
Gold - Riyadh Sports Boulevard and Landor&Fitch

Riyadh Sports Boulevard (Almasar or 'The Way' in Arabic) is an ambitious scheme aimed at encouraging the city's residents to exercise, adopt a healthier lifestyle and participate in various fitness activities such as walking, cycling and horse-riding. The project – one of the biggest ever undertaken in the country - forms part of Saudi Arabia's Vision 2030 programme and will include professional and leisure cycling tracks, 350ha of green and open spaces, playgrounds, riding stables, football pitches, tennis courts, bike maintenance shops, cafés and retail outlets. Landor&Fitch was tasked with creating a brand identity for Riyadh Sports Boulevard, which it based around the bicycle. It was imperative for the visual design to be progressive and transformative in nature, and reflect the project's myriad experiences. Judges praised the design, and said they loved searching the maze to try and identify all the different icons representing each part of the Sports Boulevard.



Silver - du and Start Brand

The du brand was created for consumer mobile and home broadband but has since moved into other consumer lifestyle offerings as well as digital solutions for business. Start Design created a rebrand, with du retained as the consumer brand and a new sub-brand, du business, developed for the B2B section. This allowed du to return to a more fun and friendly consumer world, without the need to span both audiences.



Silver - Wid Insurance and Landor&Fitch

Al Akhaa, an Iraqi insurance company, was revitalised as a brand of positivity, focusing on the peace of mind it can provide its customers with. Landor&Fitch created the new brand, Wid, inspired by the Arabic word for love and harmony and based around the idea of 'a smile in every step', bringing a friendly and approachable feel to a traditionally 'cold' sector. Judges called it positive and vibrant.



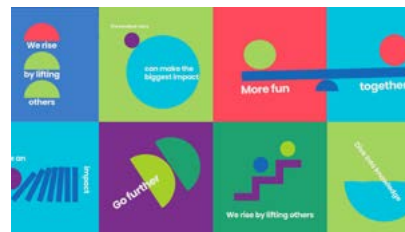
Bronze - Saudi Ministry of Culture and Turquoise

The Saudi Ministry of Culture is charged with promoting and preserving the Saudi cultural identity, both within the country and globally. Turquoise created an identity that conveys a sense of respect for cultural and religious traditions while at the same time inspiring contemporary new artists and practitioners.



Bronze - Taaleem and Tonic International

UAE education provider Taaleem needed to refresh its brand to reflect the common values of its schools. Tonic created a new brand identity using basic shapes to represent ideas and concepts and a common language that was playful and quirky, communicating the overall brand message and reinforcing its values. Judges said the design was both educational and friendly.



Highly commended - MKU and Brand Lounge
Highly commended - TGT Diagnostics with Emberson, Handsome Brands and Spinnaker



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STRATEGY

Best brand evolution

Gold - DXB (Dubai Airports) and Landor&Fitch

Dubai Airports had consolidated its brands under a single marque some 10 years ago. However, the brand was barely present in the consumer space and was overshadowed by other airport services, airline and hospitality brands. In order to have greater presence and relevance to consumers it needed to play a bigger role in enhancing their journey. Landor&Fitch was tasked with creating a new brand that would give travellers a feel of Dubai, particularly those in transit who wouldn't see it for themselves. The airport IATA code DXB became the airport brand name - DXB is also the informal shorthand for Dubai, so the airport and the city are effectively one. The tone of voice inside the terminals was developed to be warm and welcoming, like a tour guide for travellers, and Dubai itself was showcased inside the airport. This helped to differentiate the airport from being a world class infrastructure to a world class travel experience. Judges said it was a logical, stunning, true evolution of the brand.



Silver - Saudi Space Commission and Landor&Fitch

The Saudi Space Commission brand had previously been aligned to government identity norms and didn't capture the organisation's ambition. Landor&Fitch created a new brand strategy to challenge sector stereotypes, reflecting the 'new space' revolution and emerging space industry that is focused on harnessing new technologies for the benefit of all people. Judges said it was innovative, bold and pioneering.



Bronze - Creative Zone and TMH

Creative Zone is a business setup company catering to SMEs and entrepreneurs across all industry sectors in the UAE. With increasing competition from self-setup online services, it needed to reposition its brand to emphasise its long-term business support. TMH updated the brand strategy with new messaging and hierarchy and a restructured website, which judges said was modern and sleek.



Bronze - Rasasi and 6W Agency

Perfume brand Rasasi is an established Dubai-based business that was facing increased competition from large international brands. 6W Agency positioned the brand for the modern marketplace while retaining the elegance of the tradition upon which it was founded, with straightforward, engaging messaging that was up to date with the needs of Rasasi consumers.



Highly commended - du and Start Brand

Highly commended - London dairy café and Landor&Fitch

Best strategic or creative development of a new brand



Gold - Riyadh Sports Boulevard and Landor&Fitch

Riyadh Sports Boulevard (originally known as the Riyadh Cycling Corridor) is a project designed to encourage Riyadh's residents to exercise, adopt a healthier lifestyle and participate in various fitness activities such as walking, cycling and horse-riding. Landor&Fitch was tasked with creating a new brand identity for the programme that would reflect its ambitious reach, myriad activities and experiences and that would appeal to diverse audiences – from artists to sports enthusiasts, the government and the general public. It was imperative for the visual design to be progressive and transformative in nature, and Landor&Fitch used the concept of connectedness to reflect the different experiences of the Riyadh Sports Boulevard. It gave the brand a voice of Saudi youth that speaks energetically with passion, optimism and a sense of purpose. Judges praised the strong design and strategy, and said the creative approach connected well to outdoor activities and target audiences.



Silver - King Salman Park and Landor&Fitch

King Salman Park is a development that will comprise of entertainment, recreational, art, hospitality and commercial facilities. Landor&Fitch was tasked with creating a brand identity that would highlight this multi-dimensional nature of the park. It developed the brand around the concept of 'naturally joyful experiences', using vibrant fluid forms. Judges said it was an innovative creative approach.



Silver - Oman Future Skills and OHI Leo Burnett

The Oman's Future Skills initiative aims to identify and develop job-specific skills among children and young people, with an eye on global economic megatrends. It tasked OHI Leo Burnett with creating a brand identity, which it built around binary code as a visual concept, leading to strong, distinct imagery. Judges said the development and creative was outstanding, particularly the brand icons.



Bronze - Port of Duqm and OHI Leo Burnett

Port of Duqm in Oman is the region's newest sea port and needed to stand out as a brand in a crowded ports market. OHI Leo Burnett created a new identity that highlighted its core brand values of flexibility, innovation, relationships, sustainability and trust, built around a rope graphic with interlinked strands. Judges said it was strong brand positioning with a simple but impactful identity.

Highly commended - (ADEK) Department of Education and Knowledge and (AdinB) Gulf Advertising in Business

Highly commended - UAE Pro League and Start Brand

STRATEGY

Best development of a new brand within an existing brand portfolio

Gold - FRSHST by fresh del monte foods and Brand Lounge

When food & beverage supplier fresh del monte foods launched a grab-and-go brand aimed at millennials, particularly those in workplaces, it appointed Brand Lounge to create an identity for the new brand. The objective was to grow the business and expand its global reach without diluting its positioning or confusing the market with mixed brand messages. Brand Lounge developed FRSHST – a modern and minimalistic concept. There was a necessity of some association with the parent brand, so the logo, based on urban street signs, borrowed elements from the Del Monte brand, including the shield. The typography reflected the visual cues of street signs from around the world, giving the brand a ‘hipster’ feel. Judges said it was a clear differentiation of a new brand that also maintains brand heritage.



Silver - Autohub and Omnia

Abdul Latif Jameel (ALJ), based in Saudi Arabia, is a global automotive business. Its Toyota-branded Paint and Body Works was a crash repair services brand that ALJ wanted to expand, reaching both B2B and B2C audiences. Omnia created a new brand, AutoHub, which provides end to end services and solutions for car repair and maintenance. Judges praised its clear, consistent branding.



Bronze - Al Ahlia Insurance and OHI Leo Burnett

Oman insurance specialist Al Ahlia, part of RSA Group, was facing tough economic conditions, prompting it to focus on a lower-priced insurance product. OHI Leo Burnett created the Al Ahlia TP (Third Party) brand identity, enabling it to be sold as an alternative for a newer emerging driving population. Judges said it was a well executed and strong identity.



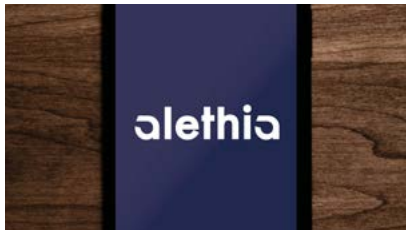
Highly commended - Bank Muscat and OHI Leo Burnett
Highly commended - Saeed and Landor&Fitch

Best naming strategy



Gold - Wid Insurance and Landor&Fitch

Iraqi general and health insurance company Al Akhaa wanted to revitalise its brand, in a country struggling with political and societal difficulties. It decided to be the insurance company that would be associated with positivity and would help people find happiness every day. It appointed Landor&Fitch to create a new brand identity based around this concept. The new company name Wid was chosen, inspired by the Arabic word for love and harmony. In English, it subtly reflects the word 'with', symbolising togetherness and paving the path for engaging social media hashtags that encourage conversations and connections with customers. The new brand's tone of voice was informal and friendly, and not the usual insurance jargon. Landor&Fitch created a brandmark using Kufi Arabic characters resembling a smiling face. Judges said the new identity worked on every level and instantly accomplishes the objective of making insurance more friendly and trustworthy.



Silver - Alethia and Balcony8

Alethia is a whistleblowing app and online platform that provides a safe, anonymous channel of communication between an organisation and its employees. Balcony8 was tasked with creating the brand identity, which had to stand out from the crowd but still sit comfortably within the tech world, and so the name Alethia was chosen, which translates from Ancient Greek as 'truth' or 'disclosure'.



Bronze - FRSHST by fresh del monte foods and Brand Lounge

When food & beverage supplier fresh del monte foods launched a grab-and-go brand aimed at millennials, it tasked Brand Lounge with creating a brand identity. The name FRSHst was chosen in a nod to the language of 'generation text' that would communicate across cultures and continents. Judges said the name was fun and easy to recall.

Highly commended - IMRAK and Brand Lounge
Highly commended - TGT Diagnostics with Emberson, Handsome Brands and Spinnaker

TYPE

Best corporate rebrand following a merger or acquisition

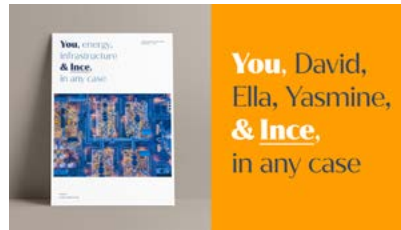
Gold - Sanad and James Brand Strategy & Design Consultancy

Sanad is an integrated service provider that was formed after the merger of Mubadala Aerospace's businesses Sanad Aero, an aviation leasing entity, and TS&S Aerospace, an aircraft engine MRO service provider. James Brand Strategy & Design Consultancy was appointed to create a brand development programme for Sanad that embodied its growth ambitions, the most significant of which was becoming a part of the Fourth Industrial Revolution. It designed a visual identity system, created brand assets and developed a suite of brand touch points including the corporate website and brand animations. Leveraging brand equity from Sanad Aero, the new organisation was named Sanad: the Arabic word for support. Sanad's strategic platform builds on the human, progressive, collaborative and future-facing aspects of the organisation. 'Support where it really matters' as the brand essence guides everything Sanad does, from embracing innovation to investing in key capabilities, all of which enable customer growth.



Silver - Ince Gordon Dadds and Skyne

After the merger of law firms Ince & Co and Gordon Dadds, Skyne was enlisted to create a brand identity and strategy for the new company. Although the pre-merged entities had different names and identities, there were similarities among their company culture and values, which provided the building blocks for Ince, the new brand, which is portrayed as warm, charismatic and intelligent.



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Saeed Sharjah Investors Services Centre



Island of Legends



MBC Shahid



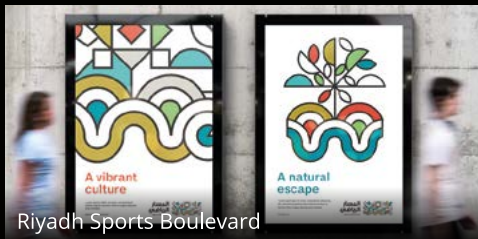
Vela Flora



London Dairy Café



Khidmah



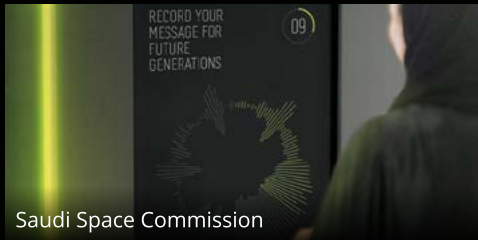
Riyadh Sports Boulevard



DXB Dubai Airports



King Salman Park



Saudi Space Commission



Wid Insurance

LANDOR & FITCH

TYPE

Best brand development project to reflect a changed mission, values or positioning

Gold - DXB (Dubai Airports) and Landor&Fitch

Dubai International Airport (DXB) is one of the busiest international airports in the world, but it needed to go from being just a transit stop to a destination in its own right. Surveyed passengers using it as a transit point talked about how even though they wouldn't be able to experience the city of Dubai, they'd love to get a taste of it inside the airport. Landor&Fitch was appointed to create a brand experience that would enable DXB to step out of the background as an infrastructure company and into the hearts of travellers. In addition to a number of passenger-focused service enhancements the brand was showcased through art and music installations, reflecting the Dubai way of life. A new strategy and a new focus are helping to differentiate the airport from its utilitarian past and its global competitive set. Judges said the brand direction delivers a great story, with strong transformation.



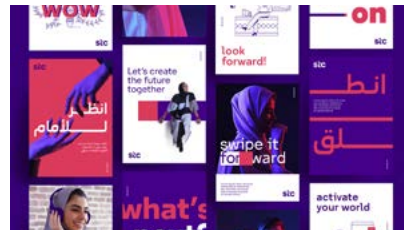
Silver - MBC Shahid and Landor&Fitch

Broadcaster Shahid is an iconic TV brand in the Arabic world. It tasked Landor&Fitch with revitalising its brand to reflect the changes in the broadcast landscape, as it moved beyond catch-up TV to compete with streaming giants such as Netflix. Landor&Fitch created an adaptable, youthful image, bringing the brand to life through storytelling. Judges praised its use of emotions to appeal to a younger demographic.



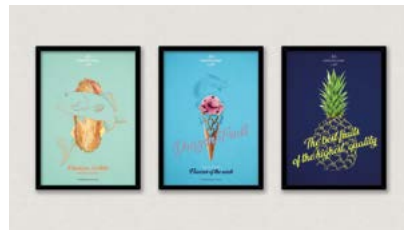
Silver - stc and Interbrand

Saudi telco stc wanted to ensure it reconnected with a new generation of consumers and display a brand identity that would reflect its cultural change. Interbrand created a strategy, 'Everything's going forward!', that uses a visual slider to reflect the brand's determination to bring the future closer and transform, placing people at the core of change. Judges said its brand language stood out from the crowd.



Bronze - London dairy café and Landor&Fitch

Ice cream brand London Dairy Café wanted to expand beyond kiosks and pop-ups into a café with a plated food offer. It enlisted Landor&Fitch to create an identity that would highlight that it provided much more than just ice cream. Landor&Fitch used a papercut style to highlight the product range, celebrating fresh quality ingredients. Judges praised how it kept the original brand but reflected the transformation.



Bronze - MKU and Brand Lounge

MKU is an Indian personal-protection specialist, manufacturing equipment for soldiers. It worked with Brand Lounge to transform its brand positioning to move its perception of being a local brand to a global one. The new branding drove a shift in focus from product-related to purpose-led with a new 'empowering heroes' brand purpose, which judges praised as simplifying a complicated niche industry product.



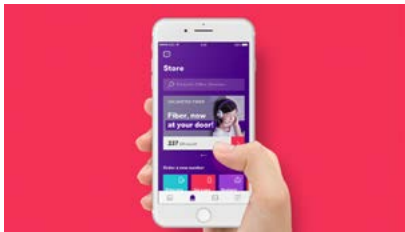
Highly commended - IMRAK and Brand Lounge

Best rebrand of a digital property



Gold - MBC Shahid and Landor&Fitch

Broadcasting giant Shahid, part of MBC Group, is an iconic brand in the Arabic world. However, as the broadcast landscape evolved, it needed to move beyond catch-up TV to compete more effectively in a world dominated by streaming behemoth Netflix and its regional competitors. It appointed Landor&Fitch to create a singular brand positioning to try and redefine its relevance in people's changing lives. Shahid was perceived as a brand for older traditionalists, so Landor&Fitch expressed the brand idea as 'The stories of our times', bringing the brand to life through the power of storytelling, reflecting the times in which Arab youth currently live. It used the first letter of Shahid ('Sheen' in Arabic) as a landmark. Composed of a baseline and an ellipsis, it can reflect a conversation between people or can be used to form eyelids with the ability to showcase emotions, using colour and form. It is also easily adaptable across multiple platforms and speaks to the rich visual communication style of today's digital generation.



Silver - stc and Interbrand with FROG

Saudi telco stc is going through a meaningful cultural change and needed to evolve and reconnect with new generations. Interbrand and Frog worked on a new brand strategy, 'Everything's going forward!', and a digital overhaul including the mystic mobile app and digital ecosystem delivering an impactful and meaningful experience across all touchpoints.



Bronze - The CELS Group and Balcony8

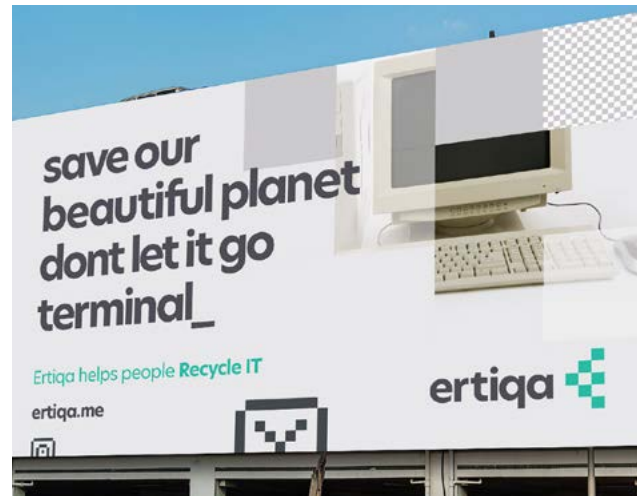
The Customer Engagement Loyalty Solutions (CELS) Group is a one-stop-shop that facilitates creative brand advocacy, relationship building, event and entertainment organisation, customer engagement and loyalty solutions within communities, globally. Balcony8 implemented new branding across the CELS website and overhauled and optimised its digital capabilities, making the user experience more efficient.

SECTOR

Best visual identity by a charity, NGO or not-for-profit

Gold - Ertiqa and Unisono

Ertiqa is a digital waste charity that helps businesses across Saudi Arabia recycle their technological waste, such as PCs and other electronic devices. It receives donations of old equipment and then cleans, restores and upgrades them before distributing them to schools, charities and other deserving causes. It tasked Unisono with overhauling its brand to communicate its identity and purpose more clearly and instil the right level of confidence in stakeholders. It created a new graphic identity and voice for the brand, with a direct slogan, 'Recycle IT', which links the brand clearly and unambiguously to its purpose. The overall aesthetic is technological, the messaging is fun and engaging and lightens the mood from one based on issues to one focused on solutions, helping to transform the perception of digital recycling.



Silver - Misk Innovation and Turquoise

Misk Foundation is a non-profit organisation that aims to cultivate and encourage learning and leadership in youth in Saudi Arabia. It commissioned Turquoise to create an identity for Misk Innovation, a new innovation hub to support tech talent. Turquoise used dynamic visual imagery with the landmark functioning as a 'window', with a bright colour palette creating a feeling of youthful optimism.



Highly commended - Charter of Gold and Interstate Creative Partners

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SECTOR

Best visual identity from the education sector

Gold - Middle East Youth Expo and TMH

Middle East Youth Expo 2020 is designed to inspire 14 to 21-year-olds in the Middle East to gain knowledge, skills and values to consider their place as global citizens. The expo and conference features inspirational speakers, workshops, awards and immersive feature experiences designed to encourage collaboration among young people. TMH developed an identity system that included a visual language, photography and typography designed to resonate with the broad and diverse youth of the UAE and beyond, and also to appeal to corporate sponsors, educational and governmental stakeholders. It focused on the concept of 'YOU', with the typography integrating the participants directly with the messaging in a fun and engaging way. Using the YOU letterforms to showcase the youth ambassador, the wordmark can be filled with infinite possibilities, reflecting core values of confidence, determination, resilience and grit to combat challenges, breaking down barriers to success and achieving goals.



Silver - (ADEK) Department of Education & Knowledge and Gulf Advertising in Business

ADEK wanted to create a brand for free and fun after-school learning programmes that would appeal to both children and parents. It enlisted AdinB to create the brand, Rize, with a visual system to highlight the three areas - Rize Math, Rize Arts & Culture and Rize Tech - and a tagline 'Go Next Level' and a logo to work alongside each sub brand as well as stand out by itself.



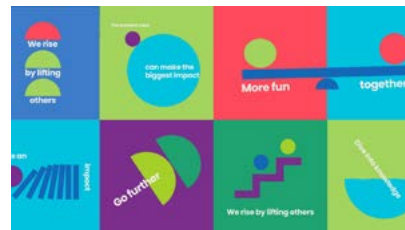
Bronze - Ithra and Prophet

Established by the Saudi Aramco Oil Company, the King Abdulaziz Center for World Culture is the Middle East's first global cultural centre. Its opening in 2018 was marked by Tanween, a creative festival. Prophet was tasked with developing the identity for the second Tanween festival, which it created around the theme of 'play', with bold colours, exploded scaling and spontaneity of placement.



Bronze - Taaleem and Tonic International

UAE education provider Taaleem wanted to refresh its brand and identity, bringing together the messaging for all its schools. Tonic created a visual identity using basic shapes to represent ideas and visual concepts in a way that would appeal to students, staff members and parents, and an accessible language that portrayed clarity in the thinking and structure across Taaleem's portfolio.



Highly commended - Bright Kids Nursery and Balcony8

Best visual identity from the energy and utilities sector



Gold - TGT Diagnostics and Handsome Brands

Headquartered in Dubai, TGT Diagnostics specialises in solutions that enable oil and gas wells to perform better, with the aim of protecting people and the planet. Back in 2017, its old brand, TGT Oil & Gas Services, didn't reflect the ingenuity or importance of its technology and products. The company had become complex and confusing in an industry that was facing a harsh downturn. It enlisted Handsome Brands to create a new brand that would better reflect the business, cut through the competition, and outperform the declining market. This meant completely rewriting the brand strategy; engineering a new parent brand, technology brands, naming system, and a new product portfolio; then seamlessly connecting everything with a new identity at all touchpoints. The new brand included a shift from selling services to selling solutions. Following the rebranding, revenue increased by 25% year on year.



Silver - Abu Dhabi National Oil Company (ADNOC) with All About Brands, Boomtown Productions and NOMAD Productions

The Abu Dhabi National Oil Company (ADNOC) is one of the largest employers in the UAE, with more than 50,000 staff and a portfolio of 20 different companies. However, it had never effectively defined or communicated its brand purpose, so it created a transformation programme that aligned the brands and delivered a clear identity and vision.

SECTOR

Best visual identity from the engineering and manufacturing sector

Gold - MKU and Brand Lounge

MKU is an Indian-based protection company, providing equipment for more than two million soldiers. Despite having a global footprint, it was still perceived as being a local business and so it enlisted Brand Lounge to help it transition into a truly global brand. The new branding drove a shift in focus from product-related to purpose-led with a new 'empowering heroes' brand purpose. For the visual identity, Brand Lounge placed the soldier – the end-user – at the heart of the visual experience. It used geometric shapes and signs as the basis of the design, redefining the meaning of the brand name MKU: M reflects empowerment, K reflects an arrow between the company and clients, and U is the frame that focuses on the soldiers, placing them at the centre of the solutions. Strong colour blocking using black, white and blue reflects the confident, clean and minimalistic image of the brand.



Silver - TGT Diagnostics and Handsome Brands

TGT Diagnostics provides solutions to enable oil and gas wells to perform better, with the aim of protecting people and the planet. Handsome Brands and Spinnaker created a new visual identity using a system of patterns, rounded and cornered shapes to represent the different diagnostic processes.



Bronze - Sanad and James Brand Strategy & Design Consultancy

Sanad is an integrated service provider that was formed after the merger of Mubadala Aerospace's businesses Sanad Aero, an aviation leasing entity, and TS&S Aerospace, an aircraft engine MRO service provider. James Brand Strategy & Design Consultancy created an identity that appealed to both engineering and finance audiences and built on the brand essence of 'Support where it really matters'.



Best visual identity from the farming and agriculture sector



Gold - Madar Farms and Fred

Madar Farms is a UAE agtech start-up that uses advanced methods to grow arable crops, with a mission to help tackle food and water security challenges in the region. It uses repurposed cargo containers to grow fresh, sustainably sourced, pesticide-free produce without sunlight, without soil and with 96% less water than traditional farming. Madar appointed Fred to create and develop comprehensive brand guidelines including a brand ethos, message, mission and vision, values and tone of voice. The biggest challenge was setting the imagery and look and feel of the brand as it isn't a typical farm, so Fred communicated the technology behind the food while still showing a natural angle and introducing Madar's products with strong photography. Using the tagline of 'growing the future', Fred created a visually bold, cohesive brand that reflects the vision of the people behind Madar Farms.



Silver - Mazoon Dairy and Siegel+Gale

Mazoon launched in 2019 as Oman's first vertically integrated dairy company. With a need to disrupt the market, it appointed Siegel+Gale to develop a brand identity that would make it stand out. It based the new identity around the idea of 'force of nature' as well as local culture, capitalising on the meaning of the word 'Mazoon' - the first drops of rain.

SECTOR

Best visual identity from the financial services sector

Gold - ila by Bank ABC and Superunion

With younger customers shaking things up in the MENA region, Bank ABC wanted to create a new service that tailored its needs for the changing consumer. It worked with Superunion to build a brand that would connect with a growing younger audience with different lifestyle and financial needs. The solution was ila – launched in Bahrain in 2019, the mobile-only banking brand is built around the idea of a journey (ila means 'to' in Arabic). The branding uses the idea of reflection throughout the visual identity, reinforcing the idea that it's a bank that reflects its customers' needs and dreams. A simple colour palette was created, using a vibrant green that grabs attention and reinforces the simplicity of the service.



Silver - Deem and James Brand Strategy & Design Consultancy

Financial services firm Deem is a joint venture between Mubadala Investment Company and Fullerton Financial Holding. James Brand Strategy & Design Consultancy developed the brand using a layering principle for its visual identity – it selected a key brand image, then an underlying visual texture, and finally a purple lock-up device to contain the visual and verbal elements.



Bronze - IMRAK and Brand Lounge

Established to identify investment opportunities, RAK IDO was a Ras Al Khaimah business that provides financial, legal and professional advisory support to government entities. It needed a brand overhaul to deliver its vision and ambitions, so Brand Lounge created a new visual identity that transformed the company's image, including a strategic name change to IMRAK.



Highly commended - Meethaq Islamic Banking and OHI Leo Burnett

Highly commended - Peninsula Real Estate and TMH

Best visual identity from the food and beverage sector



Gold - FRSHST by fresh del monte foods and Brand Lounge

When food & beverage supplier fresh del monte foods introduced FRSHST a concept that serves fresh grab-and-go products, it appointed Brand Lounge to create a visual identity. Aimed at millennials, particularly those in workplaces, FRSHST needed an eye-catching brand identity that would stand out in a market where patrons are often looking for new and differentiated concepts. The FRSHST brand needed some association with the Del Monte brand, so the logo – which is based on urban street signs from around the world – borrowed elements from the latter, including the shield, which was stretched to form a street sign shape. The typography reflected that used in modern and urban street signs, with the aim of giving the brand a ‘hipster’ feel. To complete the identity, Brand Lounge created icons using the idea of the single sprout shape in the logo, where each icon represents a zone or area within the retail space.



Silver - Mama Zonia and Balcony8

Dubai dining destination Pier 7 has seven different restaurants. Its O Cacti Latin-themed restaurant needed a revamp, so it worked with Balcony8 to create a new brand. Mama Zonia is a flamboyant dining concept set in an urban tropical rainforest environment, with every consumer touchpoint linking to the overarching theme, creating a 360° sensory dining experience and complete brand immersion.



Bronze - Asian Street Kitchen and JansenHarris

Located in Dubai International Airport, Asian Street Kitchen is a street food collective housing a mash-up of four concepts encompassing Korean, Japanese, Chinese and Singaporean grab-and-go dishes. It needed to stand out in such a busy environment, so JansenHarris created a quirky, bright brand with tongue-in-cheek humour in an East-meets-West pop culture melting pot.

Highly commended - London dairy café and Landor&Fitch
Highly commended - Zeedni and Unisono

SECTOR

Best visual identity from the industrial and basic materials sector

Gold - Alhoty and Unisono

Alhoty's core purpose is the provision of assurance to other industry experts, helping them to know that the work they do and the reports they write are underpinned by in-depth industrial research. It appointed Unisono to transform its visual expression and messaging into an industrial brand that could compete with those that have dominated the region's manufacturing and construction industries. Previously named Al Hoty, the company needed to differentiate its brand from its erstwhile parent firm (Al Hoty-Stanger) without losing its own brand equity or reducing engagement, trust and understanding. The visual identity included a new icon, typeface and graphic devices. Of the legacy two-tone blue and gold colour system, the blue was carried forward but nuanced into a brighter, fresher and more technical aesthetic. This was coupled with silver and dark steel grey - to project the serious and expert positioning the brand adopted.



Silver - The Saudi Industrial Development Fund (SIDF) and Industry Partners Limited

The Saudi Industrial Development Fund (SIDF) was set up to promote industrial investment opportunities, strengthen the local industry and enhance its performance. Its new brand identity repositions the organisation both domestically and internationally, showing SIDF as an able financial partner, ready to deliver on its new mission as the financial enabler of the National Industrial Development and Logistics Vision Realisation Programme.





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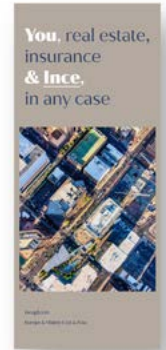
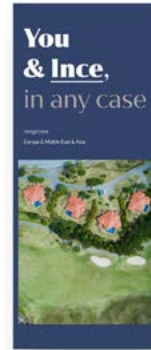


SECTOR

Best visual identity from the professional services sector

Gold - Ince Gordon Dadds and Skyne

Ince, or Ince Gordon Dadds as it was formerly known after its merger of the two respective companies, is an international legal and business services firm with a heritage reaching back 150 years. It appointed Skyne to create a new brand identity and positioning that would promote its services across the Middle East, Europe and Asia, taking into account the legacy and DNA of both firms. By portraying Ince as an intelligent, charismatic and outspoken character with a convincing but warm tone of voice, Skyne visualised the firm's human aspect. It developed a new brand promise and responsive tagline: 'You & Ince, in any case'. The Ince logo is always underlined to create an extra strong presence and make a statement. The brand identity was further implemented into a large variety of communication tools.



Silver - Studio Biru and HOICK

Cape Town architectural start-up Studio Biru appointed HOICK to create its new brand identity and collateral. The name Biru ('building' in Japanese) was chosen for its simplicity, reflecting the company's ethos, and the logo was designed to be malleable while retaining its recognisability. All other text was restricted to a single type size, forcing the eye to organically follow the page layouts.



Best visual identity from the property, construction and facilities management sector



Gold - Khidmah and Landor&Fitch

When Khidmah was acquired by Aldar, Abu Dhabi's leading real estate developer, it needed a rebrand to prepare for growth and its new position as the property manager for all Aldar properties. Khidmah means 'service' but it had lost its focus and was tackling too much as a brand, so Landor&Fitch was appointed to create a new identity. The decision was made to spin out property management under a new brand, Provis, allowing Khidmah to focus on core facilities management services. Khidmah had a traditional, brown identity which didn't correlate well with the requisite 'hygiene' and 'service' cues of facilities management. Landor&Fitch created a fresh identity with bright colours and people-focused photography. It also set up a service portal for Provis communities, allowing residents to request new keys or pay service charges. Khidmah also developed the Khidmah Workshop Landor&Fitch recommended - with staff teaching basic maintenance skills to residents, from how to change a lightbulb to simple plumbing.



Gold - The Courtyard and Interstate Creative Partners

The Courtyard is a mixed-use development that opened as a retail and dining centre in Manama in 2015. It evolved into a 360° premium lifestyle offering with the addition of a residential tower and facilities including a rooftop swimming pool, gyms, entertainment and 24-hour security. Interstate was tasked with creating a brand identity that would bind together the retail and residential aspects in a cohesive way. It pinpointed the target audience - early adopters who live fast paced, international lives and who seek out unique experiences. Interstate knew that if it could capture the attention of these consumers then through their dynamic lifestyles they would build a Courtyard community. With a positioning statement of 'From AM to PM, it's all there', it built an identity with a marque that represents The Courtyard as a space of living dualities, offering a contemporary urban lifestyle around the clock. In the year post-launch, 100% of the retail/dining spaces are occupied and more than 20% of the apartments have been reserved.



Silver - Barayih Salem and BPG Kuwait

Salem Al Mubarak Street was an iconic high street in Salmiya, Kuwait's old commercial district. When it was revitalised as Barayih Salem, a pedestrianised space for street culture and a commercial venue, BPG Kuwait created a new brand identity that embraced diversity and creativity, representing the joyful, colourful, multi-faceted and kinetic nature of the street and its communities.

SECTOR

Best visual identity from the public sector

Gold - Saudi Space Commission and Landor&Fitch

Saudi Space Commission (SSC) was established to promote the global benefits of space science, foster international collaboration and better stewardship of our planet. While some governments around the world have developed space agencies for scientific, commercial and national interests, they often face scrutiny in terms of public funding, as there is pressure to focus on issues closer to home. The investment in the SSC by the Saudi government needed to avoid such comparisons and be seen for what it was - an investment that would benefit everyone by harnessing new technologies for use on Earth. Landor&Fitch created a brand identity based around inspiring people by expanding possibility. It worked with Professor Don Gurnett of the University of Iowa, using his library of audio recordings of Earth to create a sonic identity for SSC. The visualisation of Earth sounds is featured throughout SSC's visual identity to create a brand experience that uses audio as a moving expression.



Silver - Riyadh Sports Boulevard and Landor&Fitch

Riyadh Sports Boulevard (Almasar or 'The Way' in Arabic) is a development aimed at encouraging the city's residents to adopt a healthier lifestyle and participate in various fitness activities such as walking, cycling and horse-riding. Landor&Fitch created a brand identity that grouped the project's offerings into character zones, each with its own wordmark and colour, and with the bicycle theme at its heart.



Bronze - Riyadh Art and Omnia

Riyadh Art is a government initiative featuring 1,000 multi-disciplinary artworks by international and local artists, which will be implemented across the city by 2023. Omnia created a brand identity that resonates across national transformation, and the global public art domain. The judges felt the work transcends audiences with a quality that is relatable to art aficionados, city dwellers and international audiences alike.



Bronze - Saeed and Landor&Fitch

Saeed is a one stop shop aimed at accelerating and streamlining the process for investors, offering a range of government solutions. Landor&Fitch re-imagined the brand with a visual identity that takes inspiration from the Arabic square Kufic calligraphic style and translates its principles into the stylisation of the Saeed wordmark in a modern approach.



Bronze - Saudi Ministry of Culture and Turquoise

The Saudi Ministry of Culture is a newly formed government department, charged with promoting and preserving the Saudi cultural identity within the country and globally. Turquoise combined traditional Saudi weaving patterns with those of DNA to produce an identity that reflected both past traditions and the work of contemporary practitioners.



Highly commended - Mala'a and Unisono

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SECTOR

Best visual identity from the retail sector

Gold - Âme Artistic Studio and Fludium

Dubai start-up Âme Artistic Studio is an online flower shop with a difference. Fludium was brought on board to create the entire brand story and it soon became apparent that the sector was over-crowded, from creative styling to flowers for special occasions. Fludium identified a gap in the market that lay in the beautiful lifestyle and art that surrounds flowers, and so created a refined brand that not only sells flowers but also provides opportunities for customers to explore creative topics. Âme Artistic Studio is inspired by the elegance of London and the creativity of Dubai and as well as selling flowers, it aims to offer a lifestyle. The retail space and complementary website sell various collections of flower arrangements, accessories and gifts as well as promote workshops and events happening within the space.



Silver - Rasasi and 6W Agency

Rasasi Perfumes is a Dubai family business that was facing increased pressure from large international brands whose regional products threatened its more traditional model. It appointed 6W Agency to evolve the brand to the modern, high-end elegance demanded at international level, with re-evaluated messaging relative to current market and audience trends.



Best visual identity from the sports, travel, leisure and tourism sector

Gold - DXB (Dubai Airports) and Landor&Fitch

For something that is a such microcosm of life, international airport brands typically are bereft of any. While Dubai International Airport had become one of the world's busiest airports, its brand experience was overshadowed by all the airline and service brands that used and occupied its facilities. Landor&Fitch was tasked with creating a new brand identity that would bring Dubai into the airport so that travellers using it as a transit point could experience some of what it had to offer. A new consumer-facing identity, DXB, showcased by art and music installations reflected the Dubai way of life. Virtual reality walls were used to simulate the journey through the city, and the airport's tone of voice was friendly and welcoming. Contrasting colours in the DXB wordmark position the brand as playful and inviting, differentiating DXB among major global airport brands. Following on from the brandmark, the visual identity was developed for and rolled out across print and digital touchpoints, as well as uniforms.



Best visual identity from the sports, travel, leisure and tourism sector



Gold - Visit Saudi and Turquoise

In September 2019 Saudi Arabia entered a new era of tourism, opening its doors to international visitors with its tourist e-visa. As its previous visitors were primarily business travellers and religious tourists, it was unknown as a tourist destination outside the region. It tasked Turquoise with creating a brand identity that would communicate the kingdom's diverse tourism offering, including nature, culture, heritage and opportunities for adventure. The new Visit Saudi brand identity reveals a persuasive, warm and inclusive image, which invites visitors to discover new and fascinating aspects of the country. The brand aesthetic is both distinctively Saudi while offering a contemporary look and feel. The visual identity delivers a consistent brand image as well as the flexibility to communicate to a broad range of audience groups. The 'Saudi' logotype has been developed in both Arabic and Latin scripts, allowing the brand to represent the diversity of the tourism offering in Saudi Arabia, combining both old and new worlds.



Silver - Vela Flora and Landor&Fitch

Dubai hotel brand Flora Hospitality operates budget hotels, four-star hotels and deluxe apartments and wanted to incorporate a five-star brand. It appointed Landor&Fitch to create a brand that would stand out in a crowded sector and resonate with luxury travellers. Vela Flora has a brand purpose of preserving guests' harmony and the hand-drawn illustrations reflect its attention to detail and authenticity.



Bronze - Shurooq / Mleiha and Skyne

During the past 40 years the area around Mleiha in Sharjah has seen hugely significant archaeological discoveries, but the site remained largely unknown. Shurooq approached Skyne to develop a brand identity to attract tourists to the site. This wasn't easy as most of the site remains covered underneath the sand, so Skyne used 'Discover something new every time' as a means of sparking people's natural curiosity.



Bronze - UAE Pro League and Start Brand

The UAE Pro League is the governing body of premier league football in the UAE. It needed to raise the sport's profile, attract talent and broaden the audience, so created a new brand identity. The new logo references Arabic geometry to reinforce football at the top of the game, while a spectrum of colours is suggestive of a diverse festival of the sport.

SECTOR

Best visual identity from the technology, media and telecommunications sector

Gold - MBC Shahid and Landor&Fitch

For decades, broadcaster Shahid has been an iconic TV brand in the Arabic world. A key part of the MBC Group stable, it needed to revitalise as the business model was evolving rapidly from broadcast and time-based viewing to digital and on-demand viewing. Landor&Fitch was appointed to create a new brand identity to try and redefine Shahid's relevance in people's changing lives, in order to establish it as the regional leader in on-demand Arabic video entertainment. The new visual identity combines a photographic style that reflects the vibrant world of Arab youth with a conversational, even cheeky tone of voice, inspired by nostalgia for old Arabic movies. The design system is modular, flexible and easy to implement across all touchpoints, and the user interface is easy to use with a clear hierarchy and a well-crafted library of iconography.



Silver - Ertiqa and Unisono

Digital waste charity Ertiqa receives donations of old PCs and electronic devices, then cleans, restores and upgrades them before distributing them to schools, charities and other deserving causes throughout Saudi Arabia. Unisono created a new brand identity, with the slogan 'Recycle IT', delivering a clear and unambiguous message in a fun and engaging way.



Bronze - Gulf Today and Omnia

UAE newspaper Gulf Today wanted to expand its core readership to become a preferred source of news for English-speaking, middle aged and young generations that extends beyond a current Emirati youth following. Omnia created a new brand identity with each element reflective of the future while guided by Gulf Today's heritage and values, to reach all target audiences.



Highly commended - Alroeya and Omnia

Best visual identity from the transport and logistics sector



Gold - Port of Duqm and OHI Leo Burnett

Situated on the south-eastern seaboard of Oman, away from the strait of Hormuz, yet in proximity to world trading routes, Port of Duqm is the region's newest seaport. A late entrant in an overcrowded ports market in the region, it needed to stand out as a brand to command attention. It enlisted OHI Leo Burnett to create a new brand identity to maximise its potential to develop into one of the Middle East's largest ports in the long term. Working together, they identified the core brand values as flexibility, innovation, relationships, sustainability and trust, which OHI Leo Burnett represented in a rope supergraphic, which also has obvious connections with the sea. Together with a flexible brandmark, it communicates Port of Duqm's identity as a flagbearer of Oman's diversification.



Bronze - Aurum Leasing Limited and Fludium

Aurum Leasing is a transport finance solution company, which buys aircraft and leases them to airlines. The result of a merger between two aviation companies, it needed a new brand in the UAE and so Fludium created a new identity using rich textures and colours to portray a luxury element, with gold representing the name Aurum (gold in Latin).

Best overall visual identity



Winner - ila by Bank ABC and Superunion

In many Arab countries, young people are the fastest growing segment, with some 60% of the population being under 25 years old, making this one of the most youthful regions in the world. With this in mind, Bank ABC, based in Manama, Bahrain, wanted to create a new service that tailored its needs for the changing consumer. It appointed Superunion to build a brand that would connect with this younger audience and its different lifestyle and financial needs. The solution was ila – launched in 2019, the mobile-only banking brand is built around the idea of a journey (ila means 'to' in Arabic) reflecting English to Arabic. The branding further uses the idea of reflection throughout the visual identity, reinforcing the notion that it's a bank that reflects its customers' needs and dreams. A pared-down colour palette was created, using a vibrant green that grabs attention and reinforces the simplicity of the service. Strong photography further enhanced the brand's youthful feel, delivering the message in a really powerful way. This bold, disruptive work is smart, with a memorable visual identity that stands out in a sector traditionally associated with muted images. Judges said they loved the logo, legible in both languages, and said the eye-catching brand will surely appeal to the young audience it targets.



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Winner - DXB (Dubai Airports) and Landor&Fitch

With four gold awards, Dubai International Airport has demonstrated the ability to put together a really powerful brand that has transformed the face of the airport from transit point to immersive experience. Surveyed passengers talked about how even though they wouldn't be able to experience the city of Dubai, they'd love to get a taste of it inside the airport. The airport IATA code DXB became the airport brand name - DXB is also the informal shorthand for Dubai, so the airport and the city are effectively one. DXB worked with Landor&Fitch to create a brand experience that would enable it to step out of the background as an infrastructure company and into the hearts of travellers. Based around the idea of 'the surprise hidden within', Landor&Fitch designed a DXB wordmark including an X made of arrows that open up to reveal a surprise within. Virtual reality walls were used to simulate the journey through Dubai on the metro and emulate the feeling of being on top of the Burj Khalifa. Activations such as Art DXB and Music DXB brought local art, calligraphy and concerts into the terminals. The tone of voice inside the terminals was developed to be warm and welcoming, like a tour guide, further reflecting the Dubai way of life. The brand now has greater presence and relevance to consumers, and plays a bigger role in enhancing their journey, giving a flavour of Dubai to all travellers.



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