

2020

transform awards
nordics

WINNERS BOOK



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At the heart of every society-influencing-brand lies story. An underlying narrative. Often simple, most likely powerful, always relatable. A truth that can be told time and time again, and from which every part of every brand must grow. We see this truth as the brand's soul and in every given task we seek to give it life in the most remarkable way possible.



IDENTITY WORKS

Welcome



Brittany Golob

Editor in chief, Transform magazine

The Transform Awards has celebrated excellence in rebranding and brand development across Europe for over 10 years. This year, it has turned the spotlight onto those setting the standard in the Nordics. The winners this year represent some of the best in corporate, product and global brand design and strategy.

And there are true standouts among the entrants. This year's 'Grand prix' winner was a phenomenal effort by the University Museum of Bergen and Haltenbanken. The new brand takes cues from natural history, the building's architecture and heritage, and the ways in which people interact with museums to create a stunning, integrated and inclusive brand world.

Other brands, like Waynes or NextGenTel have reinvented themselves for a modern Nordic audience, putting users and consumers at the heart of the brand. Another standout, DigiPlex repositioned itself by highlighting sustainability across its communications. The resulting visual identity helps it differentiate itself among competitors.

It has been rewarding to showcase rebranding and brand development across the Nordics region and we wish every single one of this year's winners congratulations on their excellent work.

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THE JUDGES



Anja Andersen, senior corporate brand manager, A.P. Møller – Mærsk

Anja is a brand ambassador and senior corporate brand manager at A.P. Møller – Mærsk. She joined the brand team as a corporate brand manager. Prior to that role, she worked with Mærsk's corporate leaders. Anja has a BA in business language and international communications from Copenhagen Business School.



Grace Ashton, brand marketing consultant, One Faced

Grace is a brand marketing consultant with over 10 years of experience working in-house and agency side for global brands across FMCG, fashion, telecoms, health and wellness. She has worked across the entire brand marketing mix including brand and product launches, above and below the line advertising, digital, content, social and influencer marketing, design, and photography and video production. She's passionate about the value that a strong brand brings to a business in building genuine connections with audiences.



Federica Carlotto, course leader, Sotheby's Institute of Art

Federica is cultural strategist and course leader of the 'Art of Luxury' programme at Sotheby's Institute of Art. Her research and consultancy activity uncovers the sociocultural underpinnings of branding and consumption in luxury, fashion and other super-value industries.



Babak Daemi, head of marketing & communications, Pavegen

Babak drives the global growth strategy for Pavegen's patented floor tile technology. Babak's experience is predominately from the cleantech, proptech and events sectors. His successes include helping a business grow from a regional roofing developer with a £2m turnover to a national renewable energy installer with a turnover of £12m. While working in the cleantech and environment sector he immersed himself in the national debate by joining the Solar Trade Association PR & lobbying committee.



Alex Glancy, creative director, Stereo

Alex is the creative director at Stereo, a full-service creative agency whose clients include Nike, the BBC, H&M, Worldpay and Virgin Atlantic. Prior to joining Stereo, Alex spent five years as head of creative & design at Virgin Holidays.



Naomi Jones, communication and marketing director, SUEZ

For the last 10 years Naomi has been the communications and marketing director for the UK and Sweden for Suez, a water utility, waste management and recycling company. Naomi started her career agency-side, specialising in public affairs and crisis management. She became the Suez group's youngest ever department head and board member at 28 years-old. In 2015, she project managed the Suez group rebrand's and repositioning in the UK and Scandinavia. Over her career at Suez, she has been instrumental in the employee engagement programme. As a result, Suez was awarded a Best Companies' 'Best 25 Big Companies to Work For' accolade in 2018.



Matthew Leopold, head of brand PR and content marketing, LexisNexis

Matthew is a branding specialist. With a background in PR and sponsorship, he has extensive experience creating go-to-market brands for large and small businesses. He has led brand, CSR, PR and sponsorship teams for a number of blue chip companies, including British Gas, Centrica and Lexis Nexis (Part of RELX plc). He has also led global branding for US tech giant, RingCentral Inc. Matthew is a non-executive director of the European Sponsorship Association, furthering the role of sponsorship across Europe.

THE JUDGES



Peder Lingdén, head of content and brand, Grant Thornton

Peder has several years of experience in strategic and operational communication and in marketing across widely different industries. His core strength is taking large, complex situations and translating them into creative, effective messages and communications strategies. Prior to his role as head of content and brand at Grant Thornton, he worked agency side and in the media. Peder holds qualifications from Jönköping University, Uppsala University and the Swedish Defence University.



Rolando Ramirez, director brand design, Ericsson

Rolando drives brand design at Ericsson, managing the development of brand assets, and connecting the broad range of company touchpoints (physical or digital) into a coherent holistic brand experience. Prior to Ericsson he has worked at companies like Nokia, as head of brand design, Microsoft as the art director of entertainment & devices, and MTV LatAm as the design director.



Matt Roberts, lead digital designer, Sightsavers

Matt is the lead digital designer at Sightsavers, a charity working to protect sight and fight for disability rights around the world. Over the years, his experience across multiple creative disciplines has strongly influenced his interest in accessibility and inclusive design. As a keen advocate he has led workshops, written articles, spoken at various events, and now sits on the BIMA Inclusive Design council where he continues to inspire organisations to design with everyone in mind.



Karin Rosell, head of brand and marketing, E.On

Karin is an experienced, award winning brand and marketing expert who has held several leading positions within the telecoms and energy sectors. She is currently the head of brand and marketing at E.On Sweden where she works as a strategic brand building consultant. Karin is a digital marketer with a passion for building brands that are connected all the way through the business and customer experience.



Helen Steadman, group brand manager, Aldermore

Helen is head of brand at Aldermore where she is responsible for the strategic evolution of the bank's brand positioning, expression and execution across all touchpoints. Before this, Helen was head of brand and content at Euler Hermes, a company of Allianz, in Paris, where she developed a global brand strategy, content strategy and brand expression. Helen has over 20 years of experience in the financial services industry and has designed award-winning brand programmes for Legal & General and Aviva.



Alex Vasili, head of brand, MVF Global

Alex leads the creative vision for MVF's market-leading brands. He pioneers an award-winning ABM strategy for MVF and is passionate about driving brand-led campaigns that connect with audiences in new and engaging ways. A regular speaker on branding and creative strategy, Alex is a mentor for hustlecrew.co; mentoring and running workshops for people from diverse backgrounds looking to get into tech.

THE WINNERS

CONTENT

Best use of a visual property

Gold – NextGenTel and Reklamekollektivet

Silver – Fjord Norway and Storm 121

Silver – IFS

Bronze – SAS and Tata Consultancy Services /

Roland Bägén with Glasnost

Best brand experience

Gold – University Museum of Bergen and Haltenbanken

Bronze – Lidingöloppet and Tata Consultancy Services /

Roland Bägén with Le Pacte

Best use of audio brand

Gold – Gallerian / AMF Fastigheter and Lexter Ljuddesign

Silver – Genelec and Sixième Son

Best place or nation brand

Gold – City of Oslo and Creuna

STRATEGY

Best creative strategy

Gold – DigiPlex

Best brand evolution

Gold – Diaverum and MerchantCantos

Silver – DigiPlex

Highly commended – L&T Technology Services

Best strategic or creative development of a new brand

Gold – S Group and BOND Creative Agency

Silver – JAJA and Reklamekollektivet

Silver – NextGenTel and Reklamekollektivet

TYPE

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

Gold – Telavox and Sköna Sweden AB

Silver – IFS

Bronze – DigiPlex

Highly commended – Four Reasons and Nitro Group

Best rebrand of a digital property

Gold – Diaverum and MerchantCantos

SECTOR

Best visual identity from the food and beverage sector

Gold – Waynes and Vivi Sumpton Design

Bronze – JAJA and Reklamekollektivet

Best visual identity from the public sector

Gold – University Museum of Bergen and Haltenbanken

Best visual identity from the real estate, construction and facilities management sector

Silver – Mileway and Essen International

Best visual identity from the transport and logistics sector

Silver – MTRX and Identity Works

Grand prix

Winner – University Museum of Bergen and Haltenbanken

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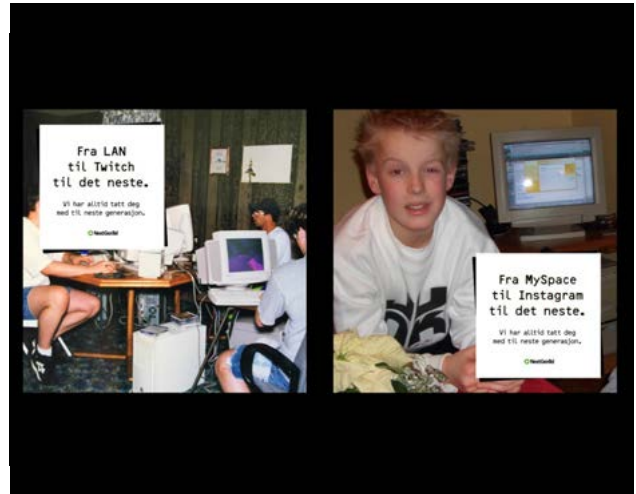
PART OF AFRY

CONTENT

Best use of a visual property

Gold – NextGenTel and Reklamekollektivet

NextGenTel faced waning enthusiasm for its brand, a shrinking user base and a tired reputation. To develop and produce a brand building campaign that refreshed the relationship between the company and its target audience, it needed to reconnect with people. The internet provider turned to Reklamekollektivet to reimagine its brand and positioning. Recognising that Millennials – who were the company's earliest audience in the 2000s – were now potential customers, Reklamekollektivet steeped the brand in nostalgia. It took the audience back to the early days of the internet, highlighting such sites as Napster and MySpace and using a suite of 2000s-era emojis. Judges thought this hit the mark. They loved the way insights influenced the work and praised the clear audience segmentation. "A bold, charismatic, standout visual concept that really owned the 2000s with authenticity," said one judge. Another added, "Beautifully observed creative work with a refreshing take on the idea of a visual property."



Silver – Fjord Norway and Storm 121

Fjord Norway worked with Storm 121 to deliver a beautiful take on Norway's great outdoors. Responding to the challenges posed by Covid-19 to the country's tourism market, Fjord Norway focused instead on encouraging domestic tourism. Judges loved the creative approach. One said, "I really admire this entry. A compelling challenge, and a beautiful video produced on a shoestring budget."



Silver – IFS

To better express its positioning as a SaaS challenger brand, IFS developed the strapline, 'Don't let your software bully you.' The copy was complemented by a bulldog image used across the company's marketing. Judges thought this was a memorable solution that repositioned the brand capably and allowed it to compete more effectively with major, global players.



Bronze – SAS and Tata Consultancy Services / Roland Bägén with Glasnost

SAS and Tata Consultancy Services (TCS) reaffirmed their partnership with a branded communications strategy. The film series generated a good deal of interest among the target audience and delved into the partnership without a reliance on jargon or industry tropes. Judges praised the human touch to the messaging.



Best brand experience



Gold – University Museum of Bergen and Haltenbanken

The University Museum of Bergen set the gold standard for brand development in the heritage sector. Using the museum's building renovation as a source of inspiration, Haltenbanken dove into the history and purpose of the institution itself. It used artefacts and items from the museum's collection and archives to build a brand identity that effortlessly communicates 'natural history.'

Across the brand experience, no touchpoint is unconsidered. The brand is built into the very visitor experience from the building environment to wayfinding and signage to exhibitions to the shop. It's a seamless and visually stunning approach to brand experience. Judges loved it, too. Most highlighted the multichannel approach, playful and engaging visuals and the integration of science into the brand itself. "Phenomenal!" said one, "The consideration throughout the experience is stunning." Another added, "I love everything about this entry."



Bronze – Lidingöloppet and Tata Consultancy Services / Roland Bägén with Le Pacte

Tata Consultancy Services (TCS) has long been a supporter of marathons and racing events. Its partnership with cross-country race Lidingöloppet has allowed it to delve into the impact running has on people's lives. Judges thought this was an excellent way to use a sponsorship activation to influence an event's marketing and brand experience.

CONTENT

Best use of audio brand

Gold – Gallerian / AMF Fastigheter and Lexter Ljuddesign

Gallerian is Stockholm's largest shopping mall, based in the city centre. Following an extensive refurbishment and expansion, it enlisted Lexter Ljuddesign to develop an audio concept. The result was a sound profile that is custom-designed and adjustable for different locations, acoustic conditions and customer flow. The audio was developed to respond to seasonal changes and the journey shoppers take through the centre. The flexible, adaptable approach makes the shopping experience more integrated and builds an emotional connection to the centre itself.

Judges said it was an ambitious project featuring a strong idea that could make a real impact. One said, "A well-executed, well-thought through concept. It's a flexible sound universe that they can grow with and it has a lot of interesting adaptations." Another added, "This has very good foundations in the brand's personality and a strong link to the brand identity."



Silver – Genelec and Sixième Son

As an audio solutions brand, Genelec needed a sonic identity to consolidate its brand. It worked with Sixième Son on a sophisticated, authentic audio brand. Judges praised the combination of artistry and execution. One said, "The sound is clear and does resonate with Scandinavia to me." Another added, "This is well-executed in terms of creative."



Best place or nation brand



Gold – City of Oslo and Creuna

The City of Oslo had a number of disjointed brand touchpoints and sub-brands that did not reflect the city's heritage or character. In fact, over 250 logos were in use across the city's operations. To connect Oslo's citizens with its government, the City of Oslo worked with Creuna on a unified brand. The centrepiece of the new strategy is a modernised crest and wordmark that is simple, direct and clear. A vibrant visual identity was built out from that, using block shapes representing the letters in 'Oslo.'

Creuna redeveloped the city's brand architecture, deploying illustration, colour and new typography to revamp everything from wayfinding and signage to vehicle branding and web design. The result is modern, approachable and distinctly Norwegian. It also helps the city better communicate what it does, how and for whom, thereby improving transparency.

STRATEGY

Best creative strategy

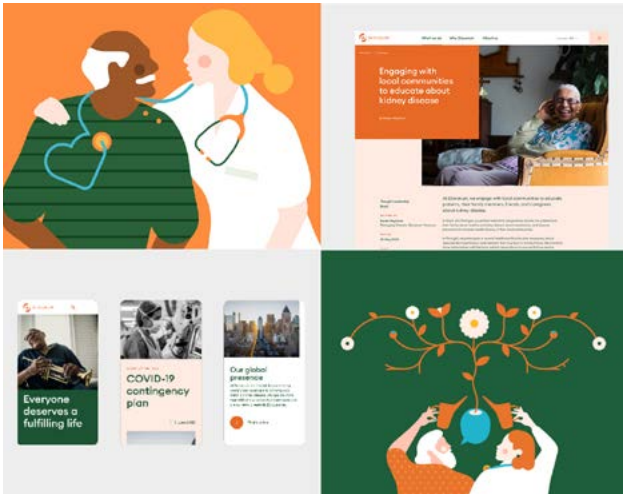
Gold – DigiPlex

Data centres are already a major contributor to the world's power consumption, with growth set to increase that from 3% to 20% by 2025. To address its contribution to the global environment and do its part to combat climate change, DigiPlex built a sustainable business strategy. It then worked that positioning into its global rebrand. Putting its commitment to a sustainable future at the heart of its brand saw it highlight renewable energy and the beauty of the natural world in a distinctive way.

It used a set of icons that complemented its wordmark as a means of differentiating its chosen imagery. It also selected a stunning image of the northern lights as a core part of the visual identity, tying it closer to its Swedish roots. One judge said, "There is no way you can ignore an outstanding result-proven concept. Job well done." Another added, "This was a bold strategy that has catapulted the brand into a leadership position in its category. Can't argue with that."



Best brand evolution



Gold – Diaverum and MerchantCantos

Healthcare company Diaverum wanted to make its brand more authentic, human and vibrant. To do so, it turned to MerchantCantos for a digital-first rebrand. The renal healthcare company's point of differentiation is its focus on patients. MerchantCantos put that at the heart of the brand, doing away with stock imagery and a dull UX in the process.

The new brand is full of life. It uses a mix of photography and illustration to tell the story of Diaverum's impact on people's lives. A distinctive colour palette further differentiates the company from its competitors. Judges praised the warm, personal approach to the rebrand. One said the shift from acting as a service provider to becoming an empathetic brand was well executed in the visual identity. Another added, "This is beautiful, consistent and relevant creative."



Silver – DigiPlex

DigiPlex's evolution into a market-leading sustainable data centre provider was achieved by a communications strategy and rebrand. Using nature-focused imagery, DigiPlex drove home its sustainable positioning in an arresting, elegant way. "A great brand lift!" said one judge. Another praised the "bold strategy that produced fantastic results."

Highly commended – L&T Technology Services

STRATEGY

Best strategic or creative development of a new brand

Gold – S Group and BOND Creative Agency

In order to reposition S Group as a contemporary and young person-friendly retailer, it worked with Bond on the launch of an athleisure brand. The new sub-brand harnessed a relationship with influencer and singer Antti Tulsku, naming the line Antti Tapani.

The visual identity is high street ready and indicates a sense of confidence and quality. Bond used a bright yellow and monochrome colour palette to achieve a distinctive visual identity, not just across marketing materials but across the fashion line itself. The clothes are designed in line with the brand, resulting in a coherent brand world that has achieved consistency and impact across all touchpoints. Judges found it faultless. They praised the eye-catching visuals, effective influencer relationship, clear sense of purpose and personality, and creative design work.



Silver – JAJA and Reklamekollektivet

To establish a new world food eatery in Bergen, Reklamekollektivet took inspiration from the diverse neighbourhood and target clientele. Jaja established a common ground through food by deploying a colourful, adaptable visual identity with travel cues. Judges praised the audience insight and strategic approach as well as the colourful new brand.



Silver – NextGenTel and Reklamekollektivet

NextGenTel's nostalgia-inspired reinvention of the internet resonated with its target audience of Millennials. Its ability to reconnect with this demographic through an effective positioning helped it achieve results. Judges lauded the authentic and original branding for its clear and engaging concept.



The global publication for brand development and rebranding



See your work featured in New Brand Monday and Transform Tuesday.
Email Brittany at bgolob@transformmagazine.net for further information.

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TYPE

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

Gold – Telavox and Sköna Sweden AB

Telavox had a confusing brand architecture as its most prominent product, Flow, was fighting its parent brand for attention. To make the Telavox brand stronger, the company turned to Sköna for a rebrand that would encompass both Flow and Telavox. The new strategy heroes the masterbrand while eschewing the outdated and negative perceptions associated with the telecoms industry.

A unique illustration style and distinctive colour palette help build the Telavox brand. To reflect the company's espousal of simple, powerful communications, the brand language is crisp and jargon-free. Existing customers were brought along with the change through an evolution for the masterbrand. Eliminating Flow allowed Telavox to shine, impressing customers and judges alike. One called it "a beautiful rebrand that effectively delivers on the new positioning and harmonises the two old brands."



Silver – IFS

IFS had a new CEO lead it through a period of growth. To address its new position as an industry leader, it needed a brand that would reflect its mission while addressing the corporate change. The resulting 'For the challengers' positioning informed the copy style and visuals alike. "A great example of setting a different tone of voice in a competitive market," praised one of our judges.



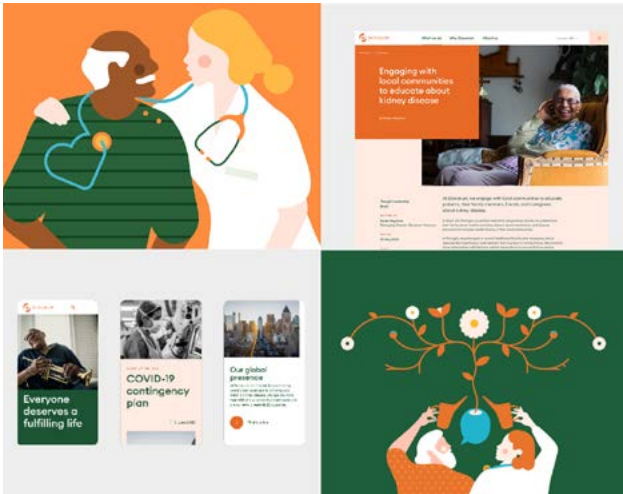
Bronze – DigiPlex

DigiPlex's corporate positioning shifted, resulting in a redefinition of its communications strategy and its visual identity. Putting sustainability at the heart of both allowed the data centre provider to differentiate itself and build a more distinctive brand. Judges called it "an effective, well-planned repositioning" that was "innovative and rather unique."



Highly commended – Four Reasons and Nitro Group

Best rebrand of a digital property



Gold – Diaverum and MerchantCantos

The rebrand of renal healthcare provider Diaverum started with its website. MerchantCantos worked with the company to understand the core positioning of ‘everyone deserves a fulfilling life.’ To pioneer a patient-centric approach to renal healthcare, Diaverum needed its brand to speak to its point of differentiation. Its previous brand fell victim to visual clichés and its website’s UX was outdated. MerchantCantos conducted intensive research with the company and its stakeholders before developing a new digital identity.

The result is eminently relatable and clearly human. The authentic, warm imagery style allows the brand to communicate clearly without overloading its website with copy. One judge called the new brand “empathetic and welcoming,” adding, “It also feels like a proper evolution, which builds on the earlier visual identity.” Another praised the impact the rebrand has had on digital user data, citing the excellent boost in engagement as proof positive of the rebrand’s success.

SECTOR

Best visual identity from the food and beverage sector

Gold – Waynes and Vivi Sumpton Design

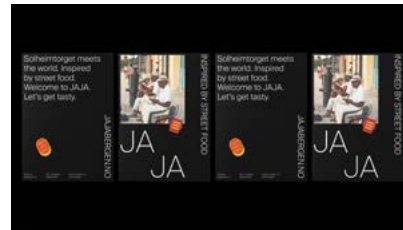
With declining footfall, decreased standout on the high street and a new owner in place, Swedish coffee shop chain Waynes needed to address its brand for the first time in 25 years. Waynes first updated its brand positioning to stand for accessibility, value and organic and sustainable food choices.

The visual identity was rebuilt from the ground up. Eschewing the dark colours and staid colour palette of the past, Waynes introduced a friendly blue primary colour complemented by light woods and a cheerful, open store design. The logo was redeveloped to move away from coffee-industry clichés and establish it as a quality mark. Fun illustrations round out the playful, contemporary new identity. Judges loved this. One called it “well-researched, planned and executed.” Others praised the friendly, distinctive and inherently Swedish style built into the new brand.



Bronze – JAJA and Reklamekollektivet

Jaja and Reklamekollektivet took inspiration from the diverse population in Bergen as well as travel imagery to build a brand centred around food. Judges thought the result had a distinctive aesthetic and creative flair that was based around relevant insight and research.



Best visual identity from the public sector



Gold – University Museum of Bergen and Haltenbanken

A clear winner and a unanimous favourite among judges, the University Museum of Bergen created a visual identity and brand experience that influences every touchpoint along the user journey. “Phenomenal,” said one judge. “An absolute standout entry!” Another added, “A triumph.” The museum’s success came in the midst of building renovations – a process that inspired Haltenbanken to dig deeper into the museum’s archives in order to craft the new visual identity.

The result is inspired by science and natural history. It uses playful language and memorable imagery to engage visitors. Its style is irrepressible and its influence on the museum experience undeniable. “I love everything about it,” said another judge. “The detail, the execution and the way it goes across all channels. Just superb.”

SECTOR

Best visual identity from real estate, construction and facilities management sector

Silver – Mileway and Essen International

Essen International built a new brand architecture for logistics company Mileway that introduced a clearer, more dynamic visual identity. The primary visual device indicates a sense of motion that drives the brand forward. Judges thought this approach indicated a carefully considered strategy and an effective creative approach.



Best visual identity from the transport and logistics sector



Silver – MTRX and Identity Works

Swedish railway company MTRX needed a visual identity that would have more impact and would deliver more capably on digital touchpoints. It worked with Identity Works on a punchy new approach featuring distinctive photography and an updated colour palette. Judges praised the smart modernisation and the inventive typeface design.

Grand prix



Winner – University Museum of Bergen and Haltenbanken

A museum is about more than just its collection of items or artefacts. It is about the way it affects its audience. It is about the stories; the history; the knowledge. It is about the curiosity with which people interact with the world. The University Museum of Bergen is rife with stories. Its very location is in Norway's oldest museum building and its purpose is to communicate about natural history.

Haltenbanken delved beyond the surface level when crafting the museum's new identity. It scoured the museum's archives and history to craft a new visual approach. Animals, fossils and other artefacts are heroed in marketing material. The brand experience is considered every step of the way. Branded flags adorn the route toward the museum, inspiring curiosity. A historic vestibule is decorated with gilded animals. Brass wayfinding guides people around the museum. Graphic illustrations are drawn from the museum's architecture. The brand carries through every single touchpoint.

It's elegant and tells a coherent, intriguing story about the museum. Judges were blown away. "Pure art," said one. Another added, "One of the best visual identity brand design works I have ever seen. Every detail and piece is done with feeling." The praise piled up: "A triumph," "Outstanding," "Timeless, yet modern." "Just beautiful." "Magnifique," "A modern classic." It was a clear Transform Awards winner and the definitive choice for this year's 'Grand prix' award.

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2021

transform young contenders

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The branding world is brimming with excellent young talent. Identifying the next generation of strategic, creative and innovative brand specialists, the Transform Young Contenders awards celebrate those who are shaping the branding industry of tomorrow.

Contact Catherine at cpersson@transformmagazine.net for further information.

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