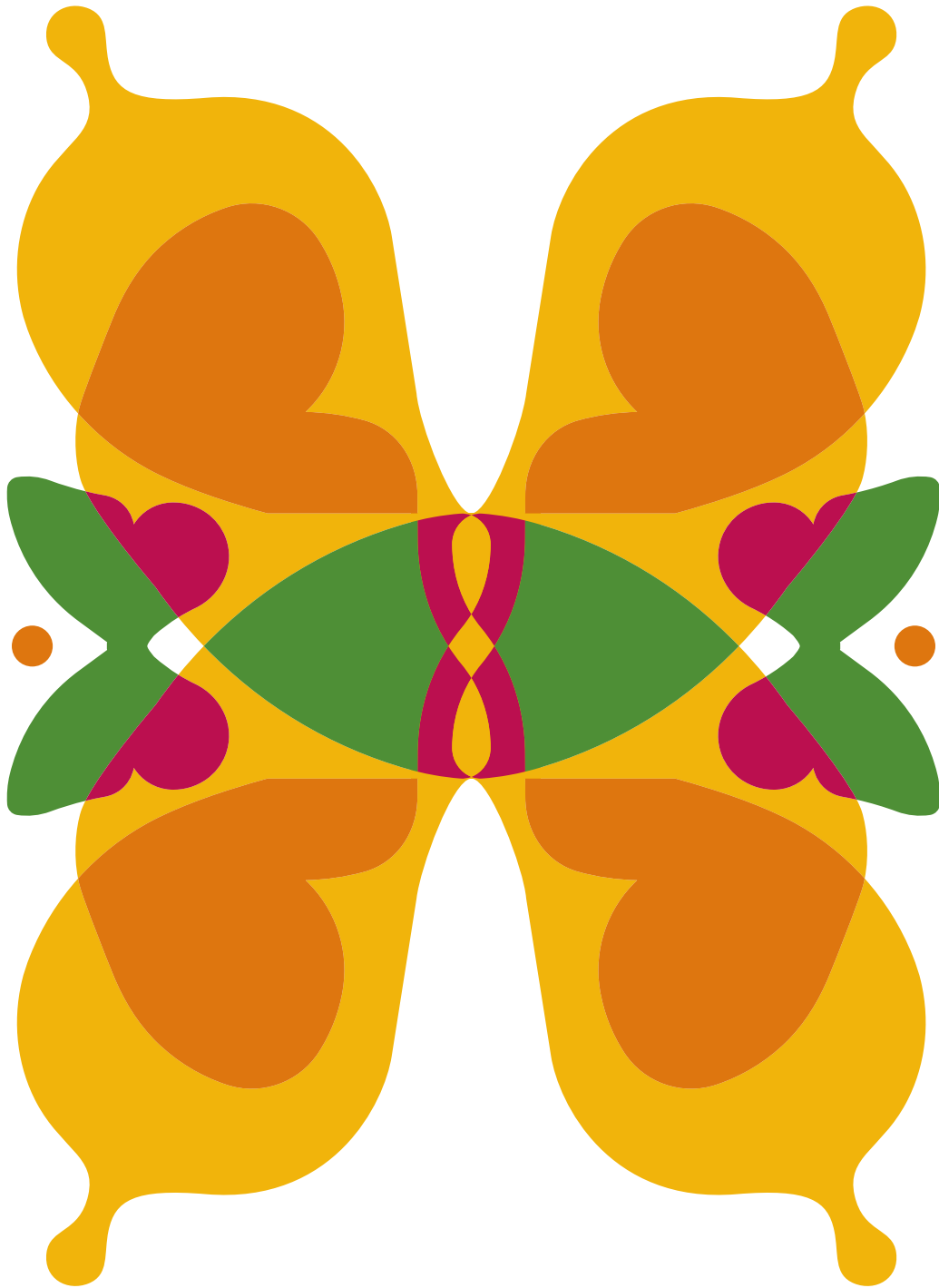


2021

transform awards
mea



WINNERS BOOK

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Welcome



Andrew Thomas
Publisher, Transform magazine

This is the eighth year for the Transform Awards Middle East and Africa. When we launched the awards programme there was an excitement that good work was finally being recognised.

Over the past eight years, the work we have seen entered in the awards programme has been consistently good, both here and globally. The biggest change, however, has been in the appreciation of that work, in increasingly tangible ways. The big four global advertising and marketing services groups have just announced better than expected results - with the brand consulting agencies cited as a leading factor behind that growth. On a regional level, the Dubai government's recently announced ambition to become the global capital of the creative economy by 2025 surely acts as an endorsement of the importance of creative strategy and design.

All of this bodes well for those who gather tonight to celebrate this year's Transform Awards MEA. Everyone who has won this year should be proud of their accomplishments. We, in turn, are proud to present the eighth year of Transform winners with their Golden Butterflies. Those who take home a Butterfly know that it is the benchmark of excellence in brand transformation. The past eight years have been successful ones for the creative industry and over the next eight years those creative teams will continue to create excellent work in brand strategy and design. Congratulations to all of tonight's winners!

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THE JUDGES



Mohamed Aboramadan
Head of brand marketing – MENA
TikTok

Mohamed is an experienced and award-winning marketing director with over 15 years of experience across categories and consumers in multiple geographies. He has worked across corporate marketing and agency on leading global and regional brands across various categories and produced a wealth of effective, internationally awarded work. Mohamed has won awards at the Clio, Dubai Lynx, Loeries and AD Stars, to name a few.



Melissa Bayik
Head of brand
Arada

With over 14 years of experience, Melissa has worked with leading international design consultancies, and also owned and led a small Dubai-based design practice. 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, Sharjah's new AED24 billion lifestyle destination, redefine what it means to be a mass premium experiential brand for everyone in the UAE and beyond.



Christopher Joshua Benton
Artist & creative director

Christopher is a Dubai-based artist and advertising creative director working across photography, film, and installation art. He has worked as an image-maker for brands, musicians, and governments, directing TV commercials, campaigns and photoshoots. Clients have included Huawei, Condé Nast, and the NFL. His immersive installations have been exhibited in museums and design fairs alike including Jameel Arts Centre and Dubai Design Week, and featured in magazines like Vice Arabia, Dezeen, and Campaign.



Mariagrazia De Angelis
General manager ME
Landor&Fitch

Mariagrazia is the general manager for the Middle East office of Landor&Fitch, responsible for the company's operations in the region. She has been with Landor and in the region for over 12 years, leading complex rebranding programme for high-profile brands across countries and industries, and gaining an extensive experience in financial services, telco, FMCG and government programs. Over the course of her career at Landor, she has played a pivotal role in the rebranding programs for Dubai Airports/ DXB, MBC Shahid, Alawwal Bank and Almarai.



Ken Feather
Chief marketing officer
TGT Diagnostics

Ken is chief marketing officer of TGT Diagnostics, 2020's multi-award winning gold entry in the Transform Awards MEA. He has spent most of his career developing and managing brands on the 'client side', working to create and launch several successful B2B brands. Ken's career began over thirty years ago as an engineer with the market-leading oilfield technology firm 'Schlumberger', where he progressed to marketing leadership roles in a diverse range of product lines and markets spanning Europe, Africa, Middle East and Asia.



Farah Gamal
Senior designer
Superunion Berlin

Farah has a deep expertise in branding in the Middle East, having worked in multiple markets in the region, including Saudi Arabia, Dubai, Qatar, Oman and Egypt. Having joined Superunion seven years ago she has been involved in a number of diverse branding projects for clients including: Vodafone, HSBC, Eurex, ila and Franklin Templeton. Being a bilingual designer, her main focus is building multicultural brands and designing creative solutions for projects that are implemented across the region.

THE JUDGES



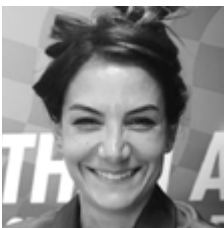
Peter Brun
Chief communications officer
VFS Global

As chief communications officer Peter oversees all strategic stakeholder communication, internal and external, and CSR initiatives. Peter is also instrumental in developing company's overall marketing and branding strategy in close collaboration with the CMO. He is one of the driving forces behind the company's digital communications & marketing transformation. Peter, a Swiss national, has a rich experience of more than 30 years in the field of communications, media and CSR.



Ibiyinka Dada
Digital marketing manager
Airtel

Ibiyinka is a digital marketing specialist and an entrepreneur. She is currently the digital media manager for the second biggest Telco in Nigeria, leading all digital strategy and execution at Airtel. Before taking the reins at Airtel, Ibiyinka worked across multiple industries, proffering digital marketing solutions for leading brands including MTN, Unilever, Samsung and Carbon, recording wins every step of the way.



Ozlem Karacaoglu
Head of marketing - Sirocco Heineken
The Heineken Company

Having a diversified background, Ozlem has 15 years of marketing and sales experience in different industries covering North America, Europe, CIS, MENAT and GCC. Being an innovation fan, she led the team developing a patent called 'Magic Branding' which provides enhanced brand visibility at the point of sale in 2013; this innovation is still being used by top multinationals today. She has several certificates in beer, wine, whisky trainings and tastings.



Mais Kawar
Marketing and communications
manager – logistics district
Dubai South

Mais joined Dubai South in 2013 as its marketing manager. Mais and her team are responsible for all corporate marketing and branding development and management, making sure that all relevant activities are aligned with the business goals and objectives set for Dubai South Free Zone and the Logistics District. She has brought to the organization her vast experience of successfully delivering B2B marketing and communication strategies across multiple markets.

THE JUDGES



Steve Keller
Sonic strategy director
Pandora

Being the sonic strategy director for Pandora, Steve 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 for global agencies and brands. With a degree in psychology and over 30 years of experiencing, Steve's work explores the ways music and sound impact consumer perception and behaviour. His recent experiments have examined the relationship between sound and taste, and the existence of audio archetypes.



Qasim Khan
Head of brand management
Toyota UAE

Qasim's global mindset enabled him to move overseas and progress his career in diverse geographies and brands across Middle East & Africa, Russia, South Korea and United States with the world's best-known automotive manufacturers General Motors Company, Nissan Motor Corporation and automotive distributors. The wide diversity of brands managed included Cadillac, Chevrolet, GMC, Opel, Daewoo, Nissan and Toyota. This has enabled him to look at 360-degree view of a brand performance and the levers that enable success in the market place.



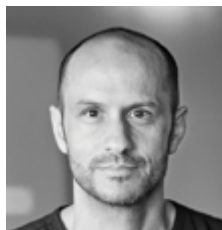
Antony Lawrence
Former executive director – marketing
Dubai Holding

Antony has had a career spanning three decades of branding from the service and client side. He arrived in Dubai in 2005 as the group director of marketing with Jumeirah and was formative in their rebrand. In 2009 he joined TDIC as director of special projects and enjoyed a diverse portfolio of projects from hotels, museums and real estate. After six years as the managing director of Latitude Agency and a proud winner of the Transform "Best Regional Brand" he returned to client side as the executive director of marketing at Dubai Holding.



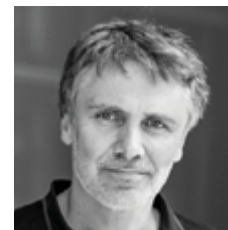
Sujid Rehman
Branding and marketing specialist
Qatar Olympic Committee

With over 12 years of experience, Sujid has played a key role in communications, managing multiple clients, effective branding and marketing campaigns. He was appointed as head of branding for two World Championships: AIBA World Boxing Championships Doha 2015 and the 48th Artistic Gymnastics World Championships Doha 2018. In 2016 he was selected to serve as a subject matter expert, speaker and panelist for the Transform Middle East Brand Summit.



Cornelius Ringe
CEO
WESOUND

In 2009, Cornelius founded the Audio Branding Academy which presents the International Sound Awards annually. Since 2013 he was responsible for business development at the Hamburg/Berlin based sound agency WESOUND before being appointed managing partner in 2017. WESOUND advises, develops and designs brands, for clients including BAYER, DFL, ADNOC, Manner, Cornelsen und and Covestro, by synchronizing their acoustic representation with the company's respective strategic objectives.



Alexander Wodrich
Managing director
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 JUDGES



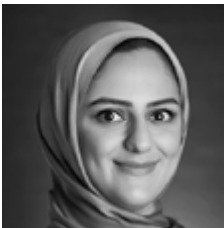
Oleg Nesterenko
Marketing director
Shahid

Oleg is an online media expert, turnaround executive, and entrepreneur (CPO, CMO, CEO) who, for the last ten years, built success stories for the most prominent premium video streaming services in MENA, Eastern Europe, CIS markets, and their diaspora all over the world. Oleg created brands and products that became undisputed regional leaders serving nowadays more than 80 mln users combined, like Shahid by MBC Group, MEGOGO, Viasat, Volia, and Kyivstar.



Sharif Raisi
Head of marketing and 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, USA, and has completed several other courses in business leadership and marketing at London Business School, Insead, Paris and Heriot-Watt University.



Fatema Yusuf
Group head of corporate communications
Bank ABC

Fatema is the group head of corporate communications for Bank ABC, MENA's leading international bank, with a strong network across 5 continents and 15 countries. In her current role, Fatema has led branding, communications and marketing for Bank ABC's new digital bank "ila" from inception to launch, along with the launch of the Bank's first digital employee, "Fatema". ila Bank won the 'Best Overall Visual Identity' title at the prestigious Transform Awards MEA 2020. She also played an instrumental role in Bank ABC's rebranding project and managed the successful rollout of the new brand across 15 countries.

THE WINNERS

CONTENT

Best use of a visual property

Gold – Dubai Culture & Arts Authority and Bellwether

Silver – Hala and Bellwether

Bronze – Yelo and Landor&Fitch

Highly commended – Dusit Thani, Sri Lanka and RUYA

Highly commended – Shahid and Landor&Fitch

Best brand architecture solution

Gold – Saudi Data & AI Authority (SDAIA) and Landor&Fitch

Silver – MKU and Brand Lounge

Bronze – Waqf Sulaiman AlRajhi and Brand Lounge

Best use of copy style or tone of voice

Gold – Black Stripe and Unisono

Silver – Piramal Mahalaxmi and RUYA

Bronze – Ministry of Tourism and Bassmat Integrated & Digital Agency

Highly commended – Al Fay Park and All About Brands

Highly commended – Jumeirah Hotels and Resorts and Brand Lounge

Best brand experience

Gold – Shahid and Landor&Fitch

Gold – TYM and MBLM

Silver – Ministry of Tourism and Bassmat Integrated & Digital Agency

Bronze – Razin and Blue Hat

Highly commended – Dubai Airports and KNOW Creative

Highly commended – Etihad and Sixième Son

Best use of packaging

Gold – PepsiCo and PepsiCo Design & Innovation

Silver – URBO and Landor&Fitch

Bronze – Bushra Meat and OHI Leo Burnett

Bronze – Messinis Olive Grove S.A. and

Multiply Marketing Consultancy

Highly commended – Almarai and Lonsdale

Best wayfinding or signage

Gold – Al Fay Park and All About Brands

Best use of audio branding

Gold – Etihad and Sixième Son

Silver – Majid Al Futtaim and The Sound Agency

Bronze – National Commercial Bank (NCB) and Landor&Fitch

Best use of typography

Gold – ZY and Skyne

Silver – SARVEST by Waqf Sulaiman AlRajhi and Brand Lounge

Silver – Zohoor and Unisono

Bronze – The Emirates Nation - UAE Government and RUYA

Highly commended – Hinu and Skyne

Best place or nation brand

Gold – AMAALA and Landor&Fitch

Silver – Public Diplomacy Office and Landor&Fitch

Bronze – The Emirates Nation - UAE Government and RUYA

Highly commended – Hinu and Skyne

PROCESS

Best internal communication during a brand development project

Gold – Zohoor and Unisono

Silver – Salehiya Healthcare and Brand Lounge

Bronze – TGT Diagnostics

Best implementation of a brand development project

Gold – Dubai Culture & Arts Authority and Bellwether

Silver – Ma'an and All About Brands

Bronze – OSN and Bellwether

Bronze – Salehiya Healthcare and Brand Lounge

Highly commended – Mobily and Bellwether

Highly commended – Nupco and Bellwether

STRATEGY

Best creative strategy

Gold – AMAALA and Landor&Fitch

Silver – Dubai Culture & Arts Authority and Bellwether

Bronze – Yelo and Landor&Fitch

Highly commended – Nupco and Bellwether

Highly commended – OSN and Bellwether

Best brand evolution

Gold – Shahid and Landor&Fitch

Silver – OSN and Bellwether

Bronze – Saudi Sports for All Federation and Landor&Fitch

Highly commended – Mobily and Bellwether

Highly commended – OneHive and Skyne

Best strategic or creative development of a new brand

Gold – Yelo and Landor&Fitch

Silver – Abu Dhabi Early Childhood Authority and Gulf Advertising in Business (ADinB)

Silver – Hala and Bellwether

Bronze – Pitstop Lagos and Arden & Newton

Highly commended – SARVEST by Waqf Sulaiman

AlRajhi and Brand Lounge

Best development of a new brand within an existing brand portfolio

Gold – SARVEST by Waqf Sulaiman AlRajhi and Brand Lounge

Silver – Abu Dhabi Early Childhood Authority and Gulf Advertising in Business (ADinB)

Bronze – TGT Diagnostics

Highly commended – Ajyal Space and Landor&Fitch

Highly commended – Kenya Commercial Bank and Landor&Fitch

THE WINNERS

Best naming strategy

Gold – MKU and Brand Lounge

Gold – Yelo and Landor&Fitch

Silver – OneHive and Skyne

Bronze – Abu Dhabi Early Childhood Authority and Gulf Advertising in Business (ADinB)

Bronze – Ardova and Arden & Newton

Highly commended – SARVEST by Waqf Sulaiman

AlRajhi and Brand Lounge

TYPE

Best corporate rebrand following a merger or acquisition

Gold – Ardova and Arden & Newton

Silver – MAG Group and RUYA

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

Gold – Yelo and Landor&Fitch

Silver – Saudi Sports for All Federation and Landor&Fitch

Bronze – Dubai Culture & Arts Authority and Bellwether

Highly commended – AMAALA and Landor&Fitch

Highly commended – OSN and Bellwether

Best rebrand of a digital property

Gold – Goody Kitchen and Landor&Fitch

Gold – Papercut Factory and Brand Provoke Consultants

Silver – TYM and MBLM

Bronze – OSN and Bellwether

Highly commended – Ajdan and Unisono

Highly commended – Barka Desalination and

OHI Leo Burnett

SECTOR

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

Gold – Click Learning and Epic Lion

Silver – Elevate by Her Highness Sheikha Jawaher

bint Mohammed Al Qasimi and Brand Lounge

Bronze – GoLokal and Skyne

Highly commended – Shamsaha and Unisono

Highly commended – Waqf Sulaiman AlRajhi

and Brand Lounge

Best visual identity from the education sector

Gold – Click Learning and Epic Lion

Gold – EYSC – Ministry of Culture & Youth and RUYA

Silver – Ajyal Space and Landor&Fitch

Bronze – Abu Dhabi Youth Barzah - Ministry of Culture

& Youth and RUYA

Best visual identity from the energy and utilities sector

Gold – TGT Diagnostics

Silver – Ta'ziz and All About Brands

Bronze – Ajman Sewerage and Brand Lounge

Best visual identity from the engineering and manufacturing sector

Gold – Trans Asia Pipeline Services and Jpd

Best visual identity from the farming and agriculture sector

Gold – TYM and MBLM

Silver – Fertiglobe and All About Brands

Bronze – OneHive and Skyne

Best visual identity from the financial services sector

Gold – National Commercial Bank (NCB) and Landor&Fitch

Silver – Esterad and Unisono

Silver – Vested and Ellae Branding Agency

Bronze – NBK - National Bank of Kuwait and Landor&Fitch

Highly commended – ADQ and All About Brands

Highly commended – SARVEST by Waqf Sulaiman AlRajhi

and Brand Lounge

Best visual identity from the FMCG sector

Gold – URBO and Landor&Fitch

Best visual identity from the food and beverage sector

Gold – Knorhoek Gin and Navy Creative

Silver – Goody Kitchen and Landor&Fitch

Bronze – Almarai and Lonsdale

Bronze – Black Stripe and Unisono

Highly commended – Lexx at Grand Hyatt Abu Dhabi

and Fludium

Best visual identity from the healthcare and pharmaceuticals sector

Gold – Nupco and Bellwether

Silver – Digitum - An initiative by Salehiya Healthcare

and Brand Lounge

Bronze – Salehiya Healthcare & Brand Lounge

Best visual identity from the lifestyle and wellbeing sector

Gold – AMAALA and Landor&Fitch

Gold – URBO and Landor&Fitch

Silver – Saudi Sports for All Federation and Landor&Fitch

Bronze – RWRD and RUYA

Highly commended – Le Joyau d'Olive and Tagbrands

Best visual identity from the professional services sector

Gold – HLO and K&I

Silver – Kayishha and Skyne

Bronze – Raees & Co and Unisono

Highly commended – Gulf Researcher and Unisono

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

Gold – Chaimaa Avenue and RUYA

Silver – MAG City and RUYA

Bronze – Aldyar Alarabiya and Brand Lounge

THE WINNERS

Best visual identity from the public sector

Gold – Dubai Culture & Arts Authority and Bellwether

Silver – Saudi Sports for All Federation and Landor&Fitch

Bronze – Abu Dhabi Early Childhood Authority and Gulf Advertising in Business (ADinB)

Highly commended – Abu Dhabi Youth Forum -

Ministry of Culture & Youth and RUYA

Highly commended – Public Diplomacy Office and Landor&Fitch

Highly commended – The Emirates Nation - UAE Government and RUYA

Best visual identity from the retail sector

Gold – Rasasi and Landor&Fitch

Silver – Royse and RUYA

Bronze – Mo'an and Skyne

Highly commended – Zohoor and Unisono

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

Gold – AMAALA and Landor&Fitch

Silver – Hinu and Skyne

Bronze – Atmosphere Hotels & Resorts and

The Adroit Agency

Bronze – PURA and RUYA

Best visual identity from the technology, media and telecommunications sector

Gold – OSN and Bellwether

Silver – Saudi Data & AI Authority (SDAIA) and Landor&Fitch

Bronze – Mobily and Bellwether

Best visual identity from the transport and logistics sector

Gold – Hala and Bellwether

Silver – Yelo and Landor&Fitch

Bronze – Bahri and Landor&Fitch

Best overall visual identity

Winner – Dubai Culture & Arts Authority and Bellwether

Grand prix

Winner – AMAALA and Landor&Fitch

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CONTENT

Best use of a visual property

Gold – Dubai Culture & Arts Authority and Bellwether

As the umbrella organisation behind Dubai’s world-class cultural offerings, Dubai Culture has, since 2008, been preserving and reshaping Dubai’s heritage. While its projects and work is well-known, the organisation itself suffered from lack of awareness. It turned to Bellwether to stand out in the crowded cultural landscape.

Bellwether harnessed assets from the iconic Dubai city wordmark while distinguishing Dubai Culture through the use of a unique visual library, sonic brand, typeface, tone of voice and colour palette. Bellwether built flexibility into the system while also allowing Dubai Culture to sit proudly alongside the many offerings of its partner organisations. Judges thought the rebrand was done to an exceedingly high quality, with one saying, “I like how they have developed a very heavy brand mark and created a lighter, fluid, people-focused brand.”



Silver – Hala and Bellwether

To promote the joint venture between Careem and the Roads and Transport Authority in Dubai, Bellwether crafted a brand for Hala that espoused the harmony of a seamless journey. Deploying a road-and journey-inspired looping typeface, the new brand is “crisp, catchy and simple,” according to judges.



Bronze – Yelo and Landor&Fitch

Saudi Arabia’s leading car hire company Al Wafaq needed to transform to engage with the hordes of new tourists being welcomed into the kingdom. Landor&Fitch developed the Yelo brand by harnessing the company’s signature colour. Judges praised the new, global possibilities offered by the rebrand.



Highly commended – Dusit Thani, Sri Lanka and RUYA

Highly commended – Shahid and Landor&Fitch

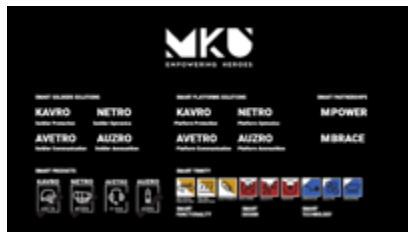
Best brand architecture solution



Gold – Saudi Data & AI Authority (SDAIA) and Landor&Fitch

The Saudi Data & AI Authority (SDAIA) was established to spearhead the kingdom's shift from a reliance on fossil fuels to a new era. The SDAIA will be the custodian of Saudi Arabia's drive to put data and AI technology at the heart of the economy. But, with a public sector overrun by visual clichés, Landor&Fitch wanted to achieve something different.

Eschewing the palm trees and swords stereotypical of public sector design in Saudi Arabia, the agency was instead inspired by data processing imagery to create a unique wordmark. With a hexagonal logo in place, it was a logical step to creating a brand architecture derived from the logo's three colours to represent the SDAIA's individual institutions. It's an elegant, professional solution that helps the organisation stand out among its public sector brethren.



Silver – MKU and Brand Lounge

Defence engineering company MKU suffered from a lack of clarity and consistency in its brand's applications. Brand Lounge introduced a new naming concept, putting smart at the heart of the company, to more effectively showcase MKU's multifaceted offerings and products.



Bronze – Waqf Sulaiman AlRajhi and Brand Lounge

Waqf Sulaiman AlRajhi is a public endowment focusing on charitable enterprises and sustainable investment opportunities. Brand Lounge clarified its complex architecture by using the 'AlRajhi' name and an ownable typeface as visual connective devices, achieving a sophisticated and growth-oriented brand portfolio.

CONTENT

Best use of copy style or tone of voice

Gold – Black Stripe and Unisono

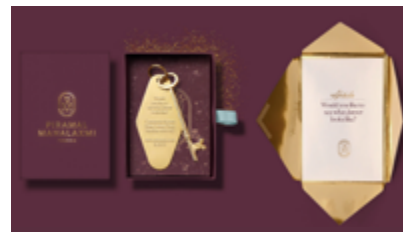
Former Bahraini burger joint Joe Mamma’s was popular with its customers but failed to capture the imagination through its indistinct branding. To relaunch after the pandemic, the restaurant turned to Unisono for a rock ‘n’ roll inspired rebrand. The new concept – Black Stripe – allows for a more ownable, custom positioning.

Coupling the bold name with a new burger van offer, Unisono also developed a punchy tone of voice and a personality-driven brand. The rock theme helped define Black Stripe’s positioning, but the elegance of the solution relies on its ability to communicate personably and with nostalgia without straying into cliché. Judges loved the result. One said, “Unisono captured the essence of this category, developing a tone of voice for Black Stripe that not only embodied the brand’s name and visual identity, but amplified it.”



Silver – Piramal Mahalaxmi and RUYA

Piramal Realty’s Mahalaxmi development in south Mumbai needed to communicate energy and a future-facing positioning while highlighting the benefits of the location. RUYA’s tone of voice conveyed a sense of timelessness, magnanimity and confidence that appealed to the luxury consumer. “The results speak for themselves,” said one judge. “The tone of voice no doubt contributed to the success of the brand communications.”



Bronze – Ministry of Tourism and Bassmat Integrated & Digital Agency

Saudi Arabia’s Ministry of Tourism worked with Bassmat on an entertainment agenda focused on the Eid al-Fitr season. The strapline ‘This is Eid,’ was rendered simply and in a friendly manner, appealing to families that are highly educated, urban and independent. Judges praised the brand’s ability to identify its target audience and deliver on that capably and creatively.



Highly commended – Al Fay Park and All About Brands

Highly commended – Jumeirah Hotels and Resorts and Brand Lounge

Best brand experience



Gold – Shahid and Landor&Fitch

Shahid's role in the Gulf's entertainment landscape has long been apparent. But, with international competitors flooding the streaming market, Shahid had to rethink its strategy in order to remain relevant with local consumers. It worked with Landor&Fitch on a new streaming platform that made Arabic language programming the true hero.

Landor&Fitch built emoji-like communications into the typeface design while also harnessing the power of its programming to engage with Arabic language viewers. Not only was the in-app experience revolutionised, Shahid was transformed from a 'Ramadan-only' brand to one with year-round and growing relevance. Judges praised the way this evolution was facilitated through Shahid's own values, enabling it to compete in the streaming landscape.



Gold – TYM and MBLM

To capture consumers' attention at the height of the pandemic, tractor manufacturer TYM worked with MBLM on a digital experience that would go deeper than the typical trade show exhibition. Dubbed PresentationOS, the iPad-based strategy used 3D modelling and interactive design to communicate about TYM's brand world.

Moving beyond a simple catalogue of products, the strategy put TYM at the heart of the agricultural community. Judges loved the adaptability shown by MBLM and TYM in crafting something suited to the Covid-19 disrupted economy. Judges praised PresentationOS' industry suitability, creative illustration design and powerful communication.



Silver – Ministry of Tourism and Bassmat Integrated & Digital Agency

To transform Souk Ozak from a local event into an international one, Saudi Arabia's Ministry of Tourism worked with Bassmat on a brand that capitalises on heritage. Bassmat put illustrated renderings of Saudi Arabia's most renowned artists and cultural leaders at the heart of its brand. Judges loved the unique illustrative style and praised the brand's ready-made fit for use across social media.



Bronze – Razin and Blue Hat

Transforming traditional furniture brand Razin into a modern competitor required a deep understanding of the needs and desires of the modern consumer. Blue Hat examined the industry in order to set Razin apart through its focus on style, craft and experience design. "I loved the experience through all of the consumer touchpoints," said one judge.

Highly commended – Dubai Airports and KNOW Creative
Highly commended – Etihad and Sixième Son

CONTENT

Best use of packaging

Gold – PepsiCo and PepsiCo Design & Innovation

To celebrate frontline workers responding to the Covid-19 pandemic and support them through a partnership with the Smile Foundation, PepsiCo's Lay's brand introduced the 'Heartwork' campaign. It delivered illustrated portraits of key workers on limited-edition Lay's packs. The campaign encouraged consumers to contribute to the Smile Foundation's drive to provide PPE to key workers across India.

The pack design was not the only campaign element, though. Lay's brought 100 artists together with the Smile Foundation to create 'artwork for Heartwork' – securing PR awareness for Lay's and further donations for the charity. "This is lovely," praised one judge. "I feel like this will win the hearts of the people! It is authentic and puts the people at the heart of the campaign." Another loved the "packaging with purpose" as a means of reflecting Lay's brand values while making a crucial difference.



Silver – URBO and Landor&Fitch

Body spray is a crowded market. But with the unique positioning of offering hygiene to those in crowded, urban environments, URBO was able to harness a sense of individuality and energy through its branding. Landor&Fitch integrated street art, urban lifestyle and culture into URBO's funky, distinctive pack designs.



Bronze – Bushra Meat and OHI Leo Burnett

Oman's Al Bashayer Meat Company wanted to highlight its local authenticity with a sense of honest, good quality product. OHI Leo Burnett delivered the Bushra Meat brand which simply communicates the product's attributes while creating a memorable brand architecture. Judges loved the colour-coding element as well as the modern pack designs.



Bronze – Messinis Olive Grove S.A. and Multiply Marketing Consultancy

Premium olive oil purveyor Messinis Olive Grove, worked with Multiply Marketing Consultancy on the luxury Hrysos brand. 'Hrysos,' the word for 'gold' in Greek, informed the luxe pack design and opaque bottle choice, resulting in an eye-catching approach to a well-known product.



Highly commended – Almarai and Lonsdale

Best wayfinding or signage



Gold – Al Fay Park and All About Brands

Abu Dhabi's Al Fay Park is the first new park project for the emirate's Ghadan 21 initiative, which has set out to improve the quality of life for local residents and visitors alike. The new initiative has created a micro-climate that limits traffic noise, reduces the temperature and creates a natural oasis in the midst of an urban environment. The signage and wayfinding needed to blend into the environment to create a seamless experience.

All About Brands used the local ghaf tree as inspiration. The fan-like shape was recognisable even when rendered into a social media-friendly icon. The naturally derived elements of the wayfinding integrate the environment into the signage. In one touchpoint, the sun casts a ghaf tree shadow on the ground through clever cutouts in the signs themselves. It's a well thought-through and engaging approach to urban park signage design.

CONTENT

Best use of audio brand

Gold – Etihad Airways and Sixième Son

Etihad Airways sought an audio identity that would communicate elements distinct to Emirati culture and hospitality, delivering a personal, caring experience across its brand's touchpoints. It turned to Sixième Son to create a sonic brand that would work across TV, corporate applications and on-board communications.

The new audio brand deliver's local personality, reassurance and memorability in just a few short seconds. By consistently applying specific assets across the brand, Etihad is able to better deliver consistency and engagement. It was the clear winner for judges. One said, "Sixième Son created a sonic identity for Etihad Airways that is both culturally relevant and globally appealing. The attention to detail, sonic semiotics and the brand's audio ecosystem resulted in a sonic identity that is more than just a collection of audio assets. It's a sonic identity system that is robust, flexible and recognisable across multiple touchpoints. Excellent work."



Silver – Majid Al Futtaim and The Sound Agency

To deliver a multisensory experience that would be easily recognisable, Majid Al Futtaim crafted a system of 'soundscapes' that could flex across the multiple user journeys and experiences offered by its shopping centres. One judge called this approach "extremely thorough," while another praised its "engaging, recognisable and delightful" sonic assets.



Bronze – National Commercial Bank (NCB) and Landor&Fitch

To improve awareness and increase the relevance of Saudi Arabia's National Commercial Bank, Landor&Fitch delivered a consistent, harmonious audio brand that transformed the bank's touchpoints. Using dynamic, upbeat and energetic themes, the audio brand is personable, heartfelt and future-facing.



ELEGANT - PURE - **INNOVATIVE** - PRECISE - AGILE - STABLE - NURTURING - **GRAB MORE ATTENTION** - GENUINE - FOCUSED - AGILE - CARING - SUPPORTIVE - CHEEKY - CLEAN - AUTHORITATIVE - HOSPITABLE - **THRIVING** - CLEVER - EDGY - ASSERTIVE - **INFORMAL** - HUMANE - SIMPLE - BOUNDLESS - INCLUSIVE - **REFRESHING** - AUTHENTIC - HUMBLE - NIMBLE - IRREVERENT - RIGOROUS - CURIOUS - BOLD - SURPRISING - DIVERSE - GROUNDED - **INCREASE AWARENESS** - TRUSTWORTHY - UNSTOPPABLE - LUXURIOUS - EFFERVESCENT - SENSUAL - **FUN** - NATURAL - LIMITLESS - CHILD-LIKE - **APPROACHABLE** - BEAUTIFUL - OPTIMISTIC - WELCOMING - Caring - INNOCENT - PROFESSIONAL - THRIFTY - HUMOROUS - CONFIDENT - PRAGMATIC - HONEST - **MORE CLARITY** - SENSITIVE - CONFIDENT - COMFORTING - ELEGANT - ORIGINAL - **DIPLOMATIC** - DETERMINED - VIGOROUS - IMPISH - CREATIVE - REPRECISE - STRONG - DOWN-CASUAL - **REFINED** - INDUSTRY - GRITTY - GRACEFUL FLAMBOYANT - REBELLIOUS - THRIFTY - CONFIDENT - PRAGMATIC - **GRAB MORE** - COMPASSIONATE - **SENSITIVE** - CONFIDENT - COMFORTING - ELEGANT - ORIGINAL - DIPLOMATIC - TEMPERATE - FLUID - VOLUPTUOUS - MYSTERIOUS - ASPIRING - WISE - VIGOROUS - STEADY - COMICAL - STABLE - POSITIVE - CREATIVE - **RESILIENT** - SENSUAL - INVENTIVE - **GAIN MORE** - STRONG - DOWN-TO-EARTH - **SPIRITED** - WHIMSICAL - STABLE - HARMONIOUS - ARTISTIC - GENTEEL - DIGNIFIED - NEAT - AUDACIOUS - SPONTANEOUS - **ADD MORE CLARITY** - CHIC - INTERCONNECTED - ROBUST - ILLUMINATING - GRANULAR - WORLDY - EARTHY - UPSIDE-DOWN - ELFIN - VIGOROUS - **UNDIVIDED** - OPULENT - DEMOCRATIC - SOOTHING - UNCONVENTIONAL - EXTROVERTED - CANDID - SPONTANEOUS - **RELAXED** - POLISHED

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CONTENT

Best use of typography

Gold – ZY and Skyne

Mukatafa ZY Association is a collaboration between private and public sectors that is enabling Saudi Arabia to develop a sustainable economy. Working across fashion, beauty and jewellery, ZY is delivering a sense of elegance and relevance through its brand. Visually, that has been translated into a typography-driven brand that connects all the elements of the ZY experience.

Skyne harnessed the ZY wordmark into a series of patterns and interlocking visual elements designed to link the brand's touchpoints together and create an immersive brand world. "Skyne found a way to infuse a wealth of meaning into the two letters of the ZY word mark. The clever use of triangles to represent beauty, fashion, and jewellery also allowed the brand to create a variety of colourful patterns and expand the typography into a complete visual identity for the brand," said one judge.



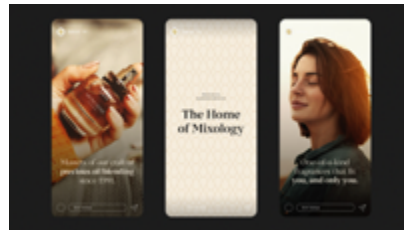
Silver – SARVEST by Waqf Sulaiman AlRajhi and Brand Lounge

As part of the Awqaf Sulaiman AlRajhi endowment, SARVEST was born from founder Sulaiman Abdulaziz AlRajhi's name and the word 'investment.' Brand Lounge used this naming strategy and a focus on the letter 'v' to implement a memorable and ownable wordmark. Using the 'v' as a checkmark communicated a sense of accomplishment and positivity. One said the brand was "rich in meaning and semiotics."



Silver – Zohoor and Unisono

Zohoor is a Saudi perfume and beauty retail brand that brings together the best of French and Arabian fragrances. Unisono used the meaning of the name Zohoor – or, 'flower' – combined with its calligraphic rendering to implement a floral-inspired type-driven wordmark. "At once classic and beautiful," said one judge. "A remarkable use of calligraphy in the logo design," added another.



Bronze – The Emirates Nation - UAE Government and RUYA

To craft the national typeface of the Emirates, RUYA united the country's heritage with its ambitious future. Judges were impressed with the strategic approach. One said, "They succeeded in not only capturing a sense of history, culture, and entrepreneurship, but also motivated a nation, which voted overwhelming to adopt the new brand."



Highly commended – Hinu and Skyne

OneHive has been nominated for Best Brand Evolution, Best Naming Strategy and Best Visual Identity from the Farming and Agriculture Sector. 2021 Transform Awards MEA.



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CONTENT

Best place or nation brand

Gold – AMAALA and Landor&Fitch

AMAALA is one of the many projects contributing to Saudi Arabia's 'Vision 2030' strategy which will transform the kingdom's economy by introducing new hospitality, tourism and sustainable initiatives. AMAALA was developed to target high-end luxury consumers to the untouched, wild landscapes on sea and land.

Landor&Fitch built sustainability into the very heart of the brand, beginning with its name. It drew inspiration from the coral reefs off the pristine coasts to develop ownable patterns that allow for consistency across the brand. Judges loved this strategy, calling it "beautiful," "dynamic," "flexible," "unique," "luxurious" and "lovely." Others praised the storytelling inherent in the brand, with one adding, "This is a very strong brand with a unique and original set of guidelines."



Silver – Public Diplomacy Office and Landor&Fitch

The UAE's Public Diplomacy Office wanted to communicate the grit and spirit of its young nation by focusing on the nation's 'impossible is possible' strapline. Landor&Fitch transformed this personality into a youthful, ambitious and inherently distinctive brand world. Judges praised the brand for delivering a sense of national pride through its clearly communicated purpose.



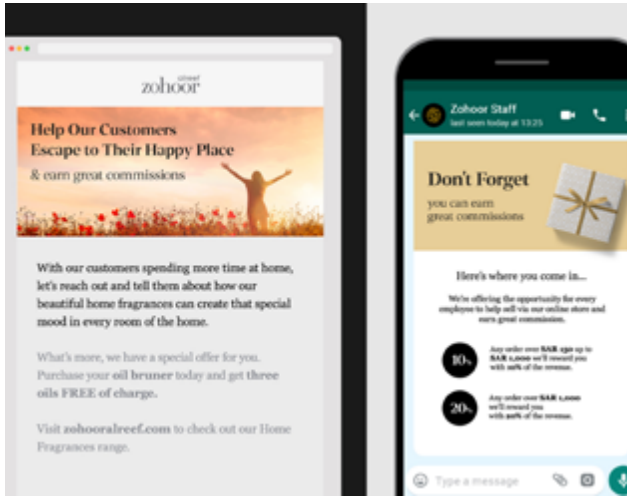
Bronze – The Emirates Nation - UAE Government and RUYA

Implementing a logo derived from a national competition, RUYA transformed the concept of 'seven lines' into a nation brand by infusing it with meaning. A bespoke typeface and clear brand architecture helped differentiate the Emirates nation brand. Simply put, one judge said, "Great story; great execution."



Highly commended – Hinu and Skyne

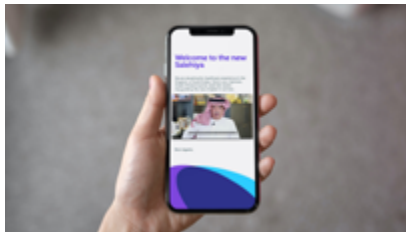
Best internal communication during a brand development project



Gold – Zohoor and Unisono

In order to successfully portray the blend of French and Arabian perfumes that come together in Zohoor, the company had to build an internal culture that would facilitate success after the rebrand. Unisono and Zohoor prioritised keeping employees and store staff informed and engaged. Emails, texts and WhatsApp messages were sent out regularly, giving staff a sneak peek of the brand's new look and rebrand campaign, inviting their feedback and suggestions.

This transformed Zohoor's 700 employees into brand advocates, which boosted sales, improved social media reach and created an informal network of communicators about Zohoor's relaunch. Judges praised the use of technology, particularly via mobile, to consistently reach employees and engage them throughout the rebrand process.



Silver – Salehiya and Brand Lounge

Medial supply company Salehiya underwent a rebrand in the midst of the Covid-19 pandemic. To maintain communications with its audiences, Brand Lounge coordinated leadership sessions, employee comms, in-person assets and a comprehensive internal launch campaign, impressing judges along the way.



Bronze – TGT Diagnostics

Oil and gas logistics brand TGT Diagnostics worked with its large internal audience to reinforce its brand positioning of truth in keeping the extractives industry safe and efficient. The 'pulse' platform introduced the five pillars of the TGT Diagnostics brand to employees and consumers alike, contributing to a successful launch.

PROCESS

Best implementation of a brand development project

Gold – Dubai Culture & Arts Authority and Bellwether

To create a memorable brand for the organisation behind Dubai's countless arts and heritage assets, Bellwether had to develop a strategy for Dubai Culture & Arts Authority that would both set it apart and allow it to work in tandem with other brands.

To do so, Dubai Culture's brand espoused guardianship, exploration, connectivity and achievement. These characteristics enabled Dubai Culture & Arts Authority to stand on its own, without working against its partners. Similarly, in its visual implementation, the new brand elegantly sits alongside other logos and communications, but retains a memorability and distinctiveness necessary to achieving greater awareness. The elegant, sophisticated solution reconciles the dual needs for collaboration and independence.



Silver – Ma'an and All About Brands

To support Abu Dhabi residents during the Covid-19 pandemic, Ma'an used its 'Together we are good' campaign to fundraise and improve awareness. All About Brands put the brand into action across digital and media touchpoints, while also ensuring the identity would stand out cleanly and clearly on food boxes and physical assets.



Bronze – OSN and Bellwether

Broadcast brand OSN was facing greater competition. It worked with Bellwether to greater demonstrate the brand's value to its consumers' lives. It clarified the on-screen universe with a straightforward brand architecture solution that reinforced OSN's breadth of entertainment options for viewers.



Bronze – Salehiya and Brand Lounge

To improve understanding and awareness of medical goods provider Salehiya's brand and healthcare excellence, Brand Lounge delivered consistency across its portfolio. A distinctive colour palette translated well to physical assets like uniforms, delivery vans and employee assets.



Highly commended – Mobily and Bellwether

Highly commended – Nupco and Bellwether

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STRATEGY

Best creative strategy

Gold – AMAALA and Landor&Fitch

The uber-high end AMAALA resort in Saudi Arabia was developed to make an impact on its customers' lives, without impacting the pristine environment in which it is located. Part of Saudi Arabia's Vision 2030 programme, AMAALA turned to Landor&Fitch for a luxury brand worthy of its sustainability objectives.

The consultancy delivered with a coral-reef inspired visual identity that infused the brand with consistency, texture and visual mystery. The brand was similarly infused with a sense of luxury, rooted inherently in its location. Judges thought this strategy was elegant and well executed. One said, "Brilliant work. I loved how they creatively used the coral to communicate their brand positioning."



Silver – Dubai Culture & Arts Authority and Bellwether

Dubai Culture had to simultaneously build a distinctive brand while also sitting comfortably alongside partner organisation in the arts and culture sector. Bellwether developed an authoritative visual system that shone in implementation. Judges thought this approach was excellent and creatively robust.



Bronze – Yelo and Landor&Fitch

For Saudi Arabia's leading car hire company, the boom in international tourism and travel was cause for redevelopment. It turned to Landor&Fitch to simplify its identity and introduce the more concise brand name, 'Yelo.' Judges said this was "excellent," and a "great brand transformation."



Highly commended – Nupco and Bellwether

Highly commended – OSN and Bellwether

Best brand evolution



Gold – Shahid and Landor&Fitch

Shahid had become known as a Ramadan-only streaming service, despite its year-round offer. And, facing competition from international broadcasters and entertainment brands, it had to do something to improve its positioning in the market. It worked with Landor&Fitch on a brand evolution that would herald in a new era of Arabic-language entertainment.

The new brand put Arabic programming at the heart of its offer, differentiating it clearly from other players. Its visual identity capitalised on Arabic calligraphy and the immersive nature of digital streaming platforms to ensure a level of intimacy between the brand and the viewer. “Simple, impactful and emotional,” said one judge. Another praising the smart, strategic solution to the challenge.



Silver – OSN and Bellwether

OSN had to transform its viewers from casual ones to staunch brand advocates, while solidifying awareness of its vast array of entertainment offerings. Bellwether implemented a brand that was more creatively driven, had a clearer brand architecture and was streaming-ready. “A great example of how a brand with this legacy can be refreshed and given a new lease on life,” said one judge.



Bronze – Saudi Sports for All Federation and Landor&Fitch

To transform itself into a public lifestyle brand, promoting health and fitness to all in Saudi Arabia, the Saudi Sports for All Federation worked with Landor&Fitch on a new brand. The consultancy infused the brand with momentum and an unstoppable push for change. Judges thought this was a natural evolution that brought a hugely creative visual identity to bear in the public sector.

Highly commended – Mobily and Bellwether

Highly commended – OneHive and Skyne

STRATEGY

Best strategic or creative development of a new brand

Gold – Yelo and Landor&Fitch

Despite the Al Wefaq hire car company's strong brand and levels of awareness in Saudi Arabia, its name was inhibiting penetration into the English-speaking and international tourism market. To introduce the new brand Landor&Fitch focused on the company's signature yellow colour.

The new name, Yelo, not only brought a sense of fun, friendliness to the company, but infused it with a new sense of energy. The visual identity was inspired by a car's odometer while a comprehensive launch campaign helped achieve huge standout from day one. "Yelo is a great example of the revolutionary change in Saudi Arabia," said one judge. Another added, "This is a great transformation. It has potential to be a global brand."



Silver – Abu Dhabi Early Childhood Authority and Gulf Advertising in Business (ADinB)

The Abu Dhabi Early Childhood Authority launched a summer programme in the midst of the pandemic with Gulf Advertising in Business that needed to engage parents and provide inspiration to learn. The Taken brand achieved this, impressing judges who also thought the strategy was very well executed.



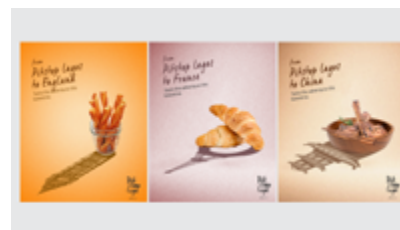
Silver – Hala and Bellwether

A joint initiative designed to make Dubai's road network easier to navigate, Hala had to stand up to the brand awareness of its stakeholders – the Road and Transport Authority and Careem – while communicating a new sense of interconnectedness and motion. Judges thought the strategy was well developed by Bellwether, making the visual identity eye-catching and appealing.



Bronze – Pitstop Lagos and Arden & Newton

Though it opened just months before the pandemic hit Nigeria, Pitstop Lagos had a solid foundation as a wellness-oriented food offering. But, to survive Covid-19, the business turned to Arden & Newton for a new lease on life. The result is a brand refresh that is distinctive, differentiated and primed for further development.



Highly commended – SARVEST by Waqf Sulaiman AlRajhi and Brand Lounge

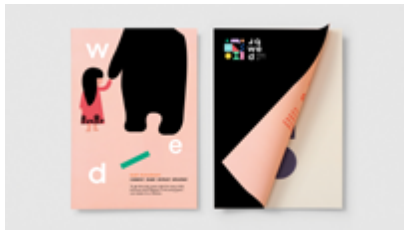
Best development of a new brand within an existing brand portfolio



Gold – SARVEST by Waqf Sulaiman AlRajhi and Brand Lounge

Within the vast Awqaf Sulaiman AlRajhi endowment is an investment portfolio designed to deliver social and environmental benefits. To solidify its commitment while also differentiating it within the wider portfolio, the organisation turned to Brand Lounge. The new name had to be as impactful as the investment strategy, so Brand Lounge turned to the founder himself for inspiration.

Sulaiman Abdulaziz AlRajhi's initials comprised the first half of the new fund name while 'invest' provided the second half, creating SARVEST. The SAR abbreviation is also the international indication for Saudi Arabian riyals, a serendipitous alignment. Judges thought the naming solution was simple, elegant and effective.



Silver – Abu Dhabi Early Childhood Authority and Gulf Advertising in Business (ADinB)

To inspire learning in the midst of the pandemic, the Abu Dhabi Early Childhood Authority unveiled a fun-filled brand that put play at the heart of learning. The Wed Movement was a "playful, easy to say, pitch-perfect" solution, according to one judge.



Bronze – TGT Diagnostics

To promote high standards in extractives tubing products, TGT Diagnostics' Pulse brand hit the pulse of the industry's needs. Visually deploying the concepts of integrity and technology alongside tubing shapes themselves created a strong visual association between the parent and sub-brands.

Highly commended – Ajyal Space and Landor&Fitch
Highly commended – Kenya Commercial Bank and Landor&Fitch

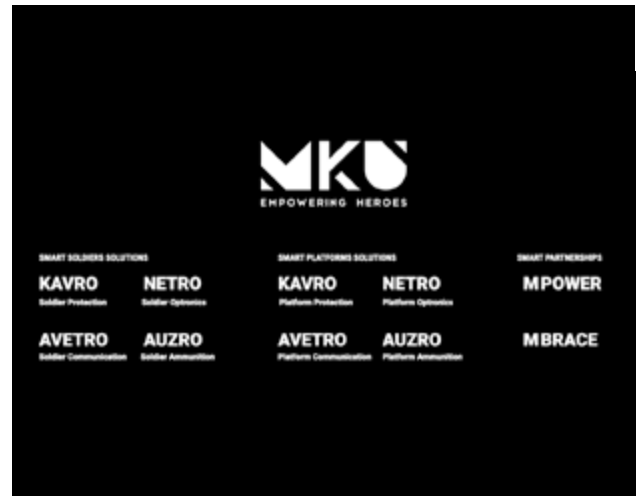
STRATEGY

Best naming strategy

Gold – MKU and Brand Lounge

MKU's defence products were sought after. But it failed to achieve cut through with its masterbrand as its sub-brands remained disparate and unaligned. Brand Lounge crafted a naming solution designed to unify the company from within.

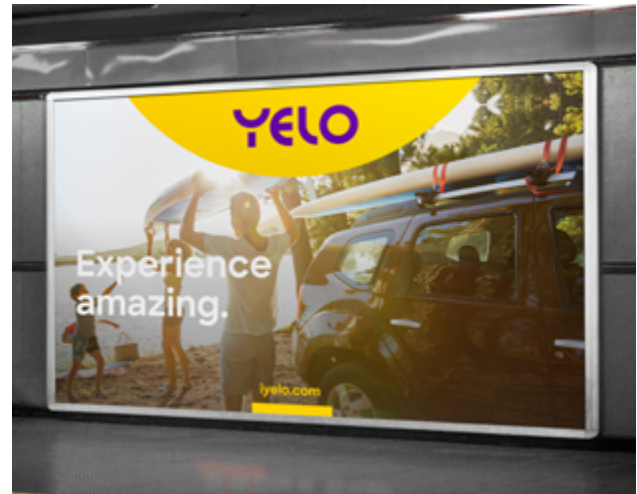
The brand architecture was first defined by the word 'smart,' creating a three-pronged umbrella with smart at its heart. Next, taking inspiration from the most popular product, Netro, the naming solution used 'ro' plus the product name to achieve consistency. Judges thought this approach would last long into the future. "It's an impressive shift from disparate sibling brands to a connected portfolio," one said.



Gold – Yelo and Landor&Fitch

Al Wefaq car hire company was well-known within Saudi Arabia. But, as the country has drawn greater international tourists and business, the brand faced a challenge. Its false cognate in English was undesirable, and its Arabic meaning – 'agreement' – was lost on an English-speaking audience. The company worked with Landor&Fitch on a new naming strategy.

The consultancy focused on the company's primary brand asset, its yellow and purple colour palette to inspire the new name. Yelo was born. The cheerful sounding name was complemented by a people-first strategy and an approachable visual identity. Judges thought this solution was memorable and inspired. They praised the way the brand's signature colour was not only retained through the rebrand, but highlighted in its own right.

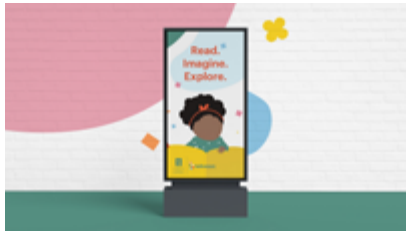


Silver – OneHive and Skyne

The ANHB brand had a complex and inconsistent architecture. It also failed to communicate its core objective of creating a thriving honeybee community in Sharjah. Skyne developed the OneHive name and simplified the sub-brands beneath its umbrella. "OneHive eloquently portrays the brand and its purpose. It's striking and memorable," said one judge.



Best naming strategy



Bronze – Abu Dhabi Early Childhood Authority and Gulf Advertising in Business (ADinB)

Named 'Takween' for 'creation,' the ECA had to inspire parents and students alike in the midst of the pandemic. With a fun visual identity and an inspiring name, the programme not only made an impact on its target audience, but on our judges too.



Bronze – Ardova and Arden & Newton

To realign with its Nigerian heritage, Ardova plc was derived from the Dutch and Arabic word 'aarde,' meaning earth, and the English word 'value.' This clever portmanteau, crafted by Arden & Newton, united the company's purpose with its heritage and location.

Highly commended – SARVEST by Waqf Sulaiman AlRajhi and Brand Lounge

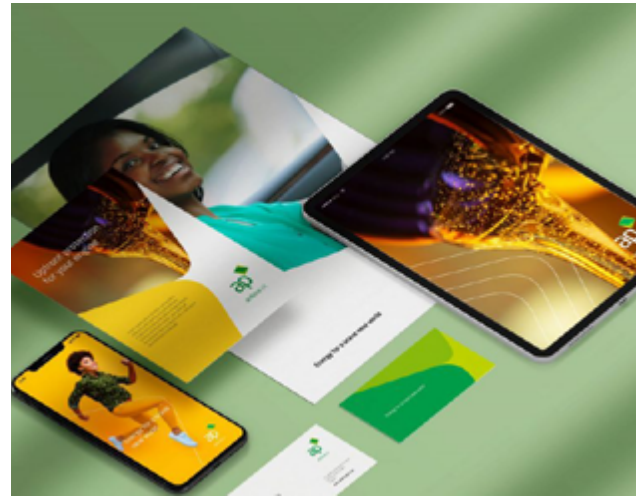
TYPE

Best corporate rebrand following a merger or acquisition

Gold – Ardova and Arden & Newton

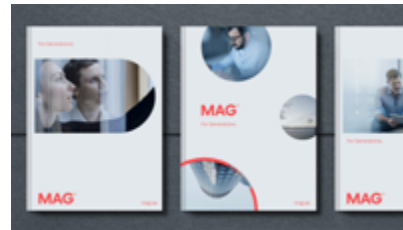
A Nigerian petroleum brand once owned by BP, African Petroleum, the Nigerian National Petroleum Company and Forte Oil, Ardova needed an identity of its own. The new brand was created to situate the brand within Nigeria while also promote a future-facing positioning. Not only did the new brand have to move past the complicated mergers and acquisitions in its history, but it had to retain 'AP' as its corporate acronym.

Arden & Newton's elegant solution brings Ardova to life as a value-driven Nigerian company. The visual identity drew inspiration from sustainable infrastructure and the notions of excellence and energy. This complex challenge was capably delivered and achieved a "future-proof strategy," according to judges. "The visual design is at once recognisable, but still evolved," said one judge. "The semiotics encoded in the visual mark and the name anchor the new identity in history, while evolving the mission and identity for the future."



Silver – MAG Group and RUYA

The new look for the MAG Group has inspired a new era of energy and openness within the business. Judges praised RUYA's strategic work with one saying, "They gave it new life and emotion. It is clean, fresh and recognisable."



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TYPE

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

Gold – Yelo and Landor&Fitch

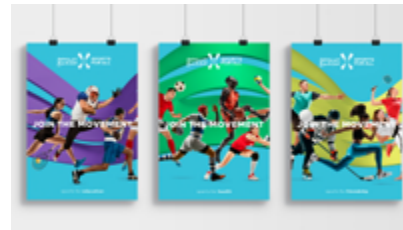
Saudi Arabia is welcoming more international tourists and business than ever. To appeal to this new, global audience, local car hire company Al Wefaq needed to embrace change. Its name didn't resonate with English-speaking visitors and it presented an unfortunate false cognate in English.

It worked with Landor&Fitch on a rebrand that would prepare it for better serving the international audience while still remaining true to its Saudi roots. The consultancy highlighted the brand's colour palette and introduced the name Yelo. The big, bold rebrand was a judges favourite. "A major change in mission and vision was addressed and the final results enhanced the overall brand into a lifestyle solution ready to capture the market," said one judge.



Silver – Saudi Sports for All Federation and Landor&Fitch

Moving from a government funding body to a lifestyle brand that would inspire Saudi Arabians to live healthier lifestyles, Saudi Sports for All introduced a bright, fun new identity alongside Landor&Fitch. "Excellent," put one judge simply. Another praised the "strong and consistent strategy and design."



Bronze – Dubai Culture & Arts Authority and Bellwether

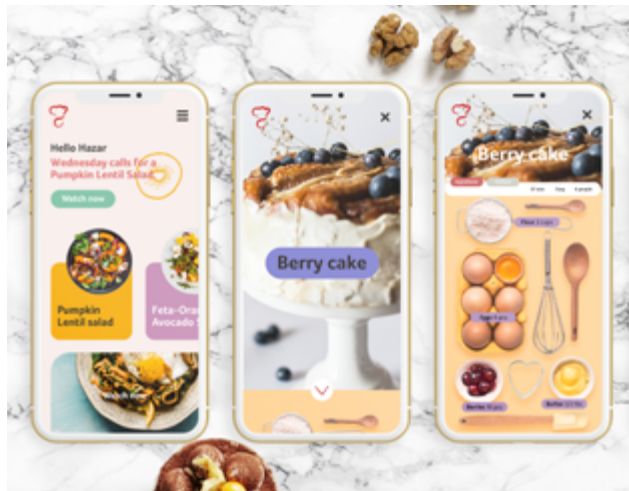
To allow Dubai Culture to gain greater awareness while still supporting the heritage sector in the emirate, Bellwether harnessed the power of the Dubai typeface while also deploying stronger guidelines around the brand's implementation. Judges thought this was a logical strategy that yielded excellent results.



Highly commended – AMAALA and Landor&Fitch

Highly commended – OSN and Bellwether

Best rebrand of a digital property



Gold – Goody Kitchen and Landor&Fitch

Goody Kitchen was no newcomer to the Saudi Arabian food scene, but its tired brand was failing to captivate the young, experience-driven audience. Instead of offering its traditional mentorship and guidance in the kitchen, it had to instead act as a source of cooking inspiration.

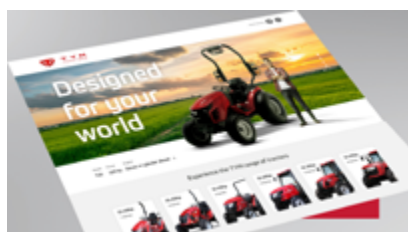
Landor&Fitch delivered a simplified brand that put digital first. Recipes abound online and on social media, with friendly illustrations and inspirational imagery at the forefront of the visual identity. "Very well executed," praised one judge. Others were impressed with Goody's transformation into an online-first brand.



Gold – Papercut Factory and Brand Provoke Consultants

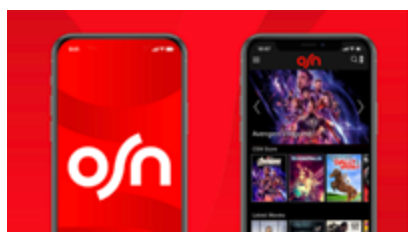
Papercut Factory had strong ambitions to change perceptions around recycled and sustainable paper and card products in Qatar. But, its digital-first brand was failing to deliver the kind of lifestyle-inspired experience it needed to facilitate this change.

It worked with Brand Provoke Consultants on a customer-centric site that resulted in excellent growth. Judges thought the simple, clear digital application was not only user-friendly but also reflected the company's core objectives. "Delivers on the challenge and really expresses what the company stands for," said one. "Makes me feel like browsing all the pages!" said another.



Silver – TYM and MBLM

TYM had to connect with its trade consumers in the midst of the Covid-19 pandemic. To do so, it worked with MBLM on a digital experience that used an interactive catalogue to ensure immersion in the brand world. "Different and innovative," said one judge. Another added, "I wouldn't have thought that a tractor website could be so attractive!"



Bronze – OSN and Bellwether

OSN's brand world was not capitalising on the opportunities inherent in digital entertainment. It worked with Bellwether on a new, consistent visual identity that judges thought was well-crafted, coherent and strategically sound.

Highly commended – Ajdan and Unisono

Highly commended – Barka Desalination and OHI Leo Burnett

SECTOR

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

Gold – Click Learning and Epic Lion

Designed to systematically improve the education system in South Africa by supporting schools, educators and the government, Click Learning needed a stronger strategic approach to addressing this change. It enlisted Epic Lion to craft an ambitious strategy while also building a brand with heart.

The result is a friendlier visual identity that personalises the education experience and offers a flexibility across digital, corporate and consumer communications. This adaptability was important in meeting the challenge Click Learning set out, and it made an impact on our judges. One called it “A thoroughly modern rebrand that feels fresh and category-appropriate.” Another adds, “This is a great evolution of the brand to modernise it and make it more relevant. I liked the consistency and powerful rollout of the visual identity.”



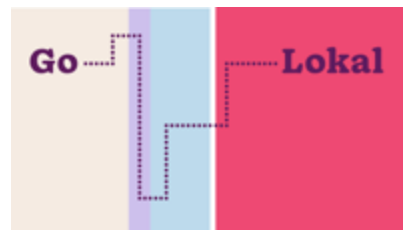
Silver – Elevate by Her Highness Sheikha Jawaher bint Mohammed Al Qasimi and Brand Lounge

Elevate, a women’s initiative in Sharjah, needed a broad enough brand to function globally while still remaining true to its Emirati roots. Brand Lounge introduced a twist on the old, staid logo, that was infused with female-centred and Emirati semiotics. It’s a deft solution and what judges praised as a “lovely brand mark.”



Bronze – GoLokal and Skyne

To inspire UAE’s population to shop and explore locally, with the onset of the pandemic, GoLokal worked with Skyne on a brand that focused on the concept of the local community. Using the visual cue of the dots in Google Maps’ walking directions, GoLokal built a flexible and powerful identity in a pinch.



Highly commended – Shamsaha and Unisono
Highly commended – Waqf Sulaiman AIRajhi and Brand Lounge

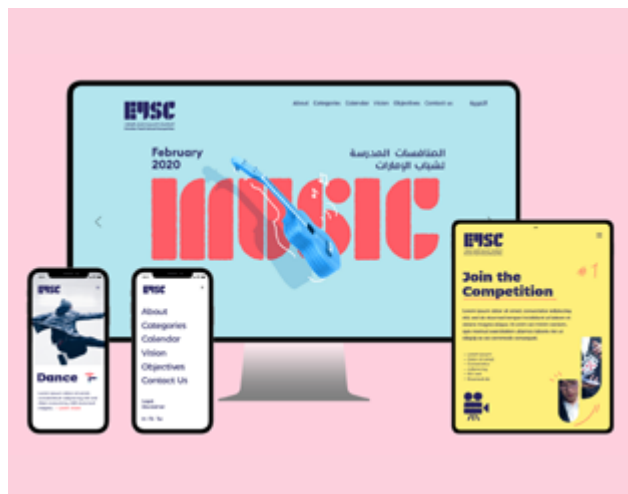
Best visual identity from the education sector



Gold – Click Learning and Epic Lion

To better achieve its goal of systematically improving South Africa’s education system, Click Learning needed a brand that could support its strategic objectives. It worked with Epic Lion on a fresh visual identity that would communicate modernity, fun and learning cues while still allowing for its serious messaging to get across.

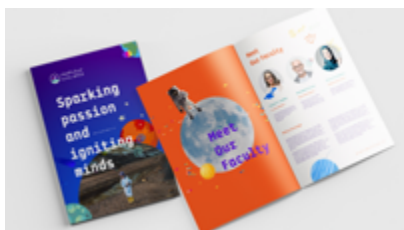
The resulting brand is lively, colourful and personable, allowing Click Learning to gain awareness and achieve memorability among its target audiences. Judges loved the way the brand captured the objective of ‘championing education through technology’, by putting the online experience at the heart of the brand.



Gold – EYSC – Ministry of Culture & Youth and RUYA

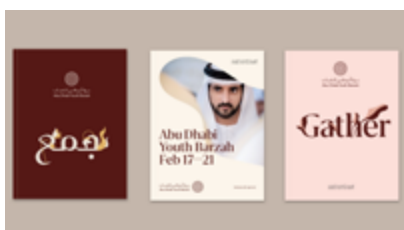
The Emirates Youth School Competition was designed to support young people in realising their entrepreneurial goals by inspiring an exchange of ideas, research and the carrying out of intensive study. It also presented networking opportunities for young people upon which to build their careers. Its brand had to support this distinctive goal while also resonating with young people and nurturing them throughout their journeys.

RUYA developed a flexible structure to the visual identity, echoing the dual objectives of support and entrepreneurialism. It built a memorable brand and brand architecture designed to broaden awareness of and engagement with the competition.



Silver – Ajyal Space and Landor&Fitch

To support the Saudi Space Commission, Ajyal Space was designed to provide education about space exploration and inspire Saudis to pursue careers in space technology. Landor&Fitch delivered an inspiring, youthful brand that harked back to classic portrayals of space exploration in a sophisticated way.



Bronze – Abu Dhabi Youth Barzah - Ministry of Culture & Youth and RUYA

The Abu Dhabi Youth Barzah brand had to be youth-led while also communicating the traditional objectives of a council discussing the issues facing society. Traditional shapes were infused with modern illustration and photography, seamlessly communicating the organisation’s role.

SECTOR

Best visual identity from the energy and utilities sector

Gold – TGT Diagnostics

To better communicate its positioning as a diagnostic leader in the oil and gas services industry, TGT Diagnostics reevaluated its Pulse brand. The metal tubes that provide conduits in reservoirs and wells require high-quality products in order to stand up to the rigours of the environment. Pulse was developed to promote these qualities while reinforcing the solutions-based approach taken by TGT Diagnostics.

The resulting visual identity is founded in imagery derived from the tubes themselves. It's a clever, visually straightforward yet adaptable brand that allows for a breadth of communication to be delivered within a consistent brand strategy. Judges praised the way TGT Diagnostics was able to simplify the potential complex communications in the industry. One said, "The brand will certainly cut through the noise. Vibrant and simple with a solid strategy."



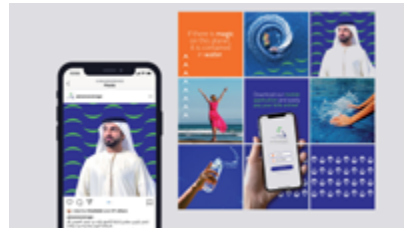
Silver – Ta'ziz and All About Brands

The Abu Dhabi National Oil Company developed Ta'ziz to advance the UAE's chemical manufacturing sector. All About Brands used a sophisticated interplay between chemical symbols and Arabic calligraphy to derive a unique and ownable wordmark and brand system, impressing judges with its cohesive solution.



Bronze – Ajman Sewerage and Brand Lounge

To improve Ajman's sewerage infrastructure the joint venture Ajman Sewerage delivers clean water across the emirate. It worked with Brand Lounge to cement its positioning in the eyes of consumers. The resulting visual identity is friendly, approachable and aesthetically pleasing, according to judges.



Best visual identity from the engineering and manufacturing sector



Gold – Trans Asia Pipeline Services and Jpd

Despite strong local awareness and heritage, Trans Asia needed a new approach to its brand to expand globally. The fragmented nature of the pipeline services industry inspired a drive for communicating consistency, longevity and trust. Jpd also had to move the company beyond a logo-only visual identity toward a more comprehensive brand system.

The agency retained the red and blue colour palette, but infused the brand with the positioning, 'beyond delivery.' A geometric and gradient style evolved the brand mark while natural imagery and interconnecting lines helped the brand apply to a broad swathe of touchpoints with ease, effectively moving Trans Asia into a global market.

SECTOR

Best visual identity from the farming and agriculture sector

Gold – TYM and MBLM

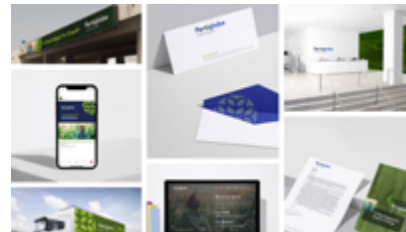
To transform itself from a regional tractor purveyor into an international manufacturer with brand clout in multiple markets, TYM turned to MBLM for an evolution of its brand. The new logo would have to be highly distinctive with the flexibility to be applied across mediums without distortion. It would also need to align with the 'form, function and value' brand platform and the existing 'Designed for your world' tagline.

MBLM developed a logo that integrated smooth edges and sharp lines, resulting in a striking, yet balanced visual identity. The punchy new look is global, connected to its industry and eminently memorable. One judge said, "MBLM was able to create a visual identity for TYM that communicated strength and power that you would expect from a brand that produces tractors, while at the same time establishing an aesthetic that emotionally connects. It's bold, modern, flexible and distinct."



Silver – Fertiglobe and All About Brands

Abu Dhabi National Oil Company (ADNOC) and OCI have combined to form Fertiglobe, a nitrogen fertiliser exporter. All About Brands crafted a globally capable visual identity that works across digital and physical touchpoints alike. Judges praised the connection between the brand and the company's values and positioning.



Bronze – OneHive and Skyne

OneHive's mission to create a sustainable honeybee community in Qatar has been realised with a comprehensive rebrand. Skyne has created a memorable, coherent and visually attractive new identity that judges called "fun, bright and emotionally endearing."



Best visual identity from the financial services sector



Gold – National Commercial Bank (NCB) and Landor&Fitch

Saudi Arabia's National Commercial Bank had a strong reputation and prominent footprint, but was failing to win over new customers. To transform itself, it put customers at the heart of its brand, implementing a new platform designed for growth.

The bank worked with Landor&Fitch to champion the consumer, inside and out. The new identity is rooted in the concepts of groundedness, progression and prosperity, building a shifting and energetic system in the process. Judges liked the refreshing, youthful feel to the identity, with one adding, "It's a beautiful identity and the brand codes look great across all the touchpoints."



Silver – Esterad and Unisono

Bahraini financial services brand Esterad needed a modern rethink of its brand, to communicate its trustworthiness and success. Unisono created an internationally refined, powerful and modern new brand. One judge said, "This is a clean, simple and bold identity."



Silver – Vested and Ellae Branding Agency

Vested is a smart retail savings and investment platform with market leading product assortment. To make a statement in the fintech sector, it worked with Ellae Branding Agency on an emotive, young and coherent visual identity. Judges thought the understanding of the target audience was outstanding and the brand delivered well on its objectives.



Bronze – NBK - National Bank of Kuwait and Landor&Fitch

The National Bank of Kuwait wanted to ground its brand in utility, not chase trends. It put its people-first heritage at the heart of its strategy. Landor&Fitch crafted a timeliness, meaningful visual identity that judges found to be clean, simple and classic.

Highly commended – ADQ and All About Brands

Highly commended – SARVEST by Waqf Sulaiman AlRajhi and Brand Lounge

SECTOR

Best visual identity from the FMCG sector

Gold – URBO and Landor&Fitch

URBO's approach to spray deodorants would harness the environment which its target audience occupied. The urban environment yields a vibrant arts and culture scene, while also amping up the pressure on people to remain hygienic and fresh.

Landor&Fitch used this inspiration to build a visual identity based on street art, lifestyle opportunities and urban music and culture. These foundations inspired a set of illustrations that built a seamless and memorable brand architecture, with true standout on the shelf. Judges praised the distinctiveness within a restrictive category.



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SECTOR

Best visual identity from the food and beverage sector

Gold – Knorhoek Gin and Navy Creative

South Africa's Knorhoek Gin is growing and primed for international expansion. To support its developing range, it worked with Navy Creative on a distinctive branding design that would help the label stand out from others in the marketplace.

For maximum standout the team opted for a combination of double-sided print labels as well as screen printing direct on to glass. The design team developed a stylised reinterpretation of the botanicals, using vibrant colours to tell the story of artisanal gin from the Stellenbosch region. It was a clear favourite with judges. "The packaging will stand out on the shelf," said one, with another adding, "An apt challenge, clear strategy and brilliant execution. I love that the packaging was inclusive."



Silver – Goody Kitchen and Landor&Fitch

Goody Kitchen had to change its positioning from a brand that educated and informed home cooks to one that could inspire people to explore in the kitchen. Landor&Fitch's colourful, recipe-centric and digital-first brand was a winner. "You already get hungry just by looking at the website or app," said one judge.



Bronze – Almarai and Lonsdale

Leading dairy brand Almarai put the love back into its brand. Working with Lonsdale on a refresh, Almarai focused on feelings of joy, love and craft to highlight the quality of its products. "Food put beautifully into the spotlight," said one judge, while others praised the creative approach.



Bronze – Black Stripe and Unisono

Black Stripe's appeal had to extend beyond its offer. Simply pushing burgers and fries would limit its appeal and opportunity. But, Unisono cleverly infused the visual identity with a rock 'n' roll personality that brought character and warmth to the brand. Judges called it "a place you want to have dinner."



Highly commended – Lexx at Grand Hyatt Abu Dhabi and Fludium

Best visual identity from the healthcare and pharmaceuticals sector



Gold – Nupco and Bellwether

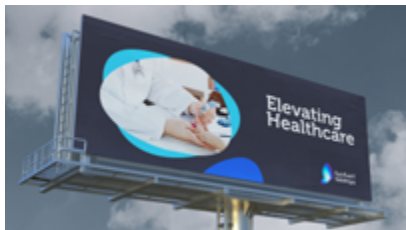
As Nupco was transforming from a procurer of medical supplies for the Saudi Arabian government into a provider of end-to-end medical supply chain logistics, it needed to evolve its brand to support this development.

Bellwether developed a new brand that moved away from traditional public sector branding tropes and transformed it into a modern logistics company. The primary icon evokes a sense of hands cupping together in collaboration and bridging the gap between the products and the consumer. Judges thought this strategy was impressive, with one calling it “a benchmark for this category.” Another added, “It’s fresh, connected, clean and flexible. Brilliant design.”



Silver – Digitum - An initiative by Salehiya Healthcare and Brand Lounge

To facilitate a digital revolution in Saudi healthcare, Digitum prioritised the digital patient experience. Brand Lounge created a brand tailor made for adaptability and memorability. Judges liked the dynamic solution, with one saying, “Brand Lounge gave Digitum a human touch” with design that connected to the heart of the brand.



Bronze – Salehiya Healthcare and Brand Lounge

A Saudi healthcare and pharmaceuticals company, Salehiya wanted to put experience at the heart of its brand. It worked with Brand Lounge on a bright, modern identity with spirit. Judges said the new mark was a “stunning evolution from the old to the new,” with one calling the logo, “alive and glowing.”

SECTOR

Best visual identity from the lifestyle and wellbeing sector

Gold – AMAALA and Landor&Fitch

AMAALA has turned heads in every category. Its position on an untouched piece of land in northwestern Saudi Arabia has inspired its positioning, development and branding alike. The red sea's coral reefs and pristine waters ensured AMAALA's luxury offer would remain sustainable and respectful of its environment.

Landor&Fitch harnessed this positioning when it came to the visual identity as well. It used patterns derived from coral and rippling sand dunes to create an eye-like device illuminating the wonders on offer to AMAALA's audience. The patterns allow for depth across the visual identity, while still ensuring a sense of consistency throughout the numerous brand touchpoints.



Gold – URBO and Landor&Fitch

Designed to fit the varying rhythms of life in an urban environment, URBO seeks to offer a lifestyle-inspired proposition to modern city-dwellers. To compete against a swathe of competitors all falling into similar packaging design tropes, URBO had to do something different in order to stand out.

Landor&Fitch took this to heart when developing an illustration-based visual identity that draws cues from music, lifestyle and art. The brand values of freedom, celebration and individuality inspire a sense of adventure that is reflected in the unconventional packaging design.



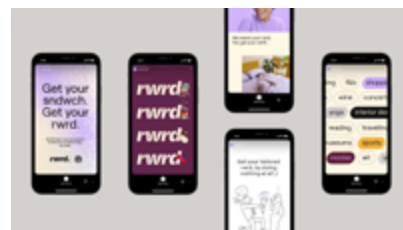
Silver – Saudi Sports for All Federation and Landor&Fitch

Saudi Sports for All has introduced a stunning update that inspires motion and healthy lifestyles. Landor&Fitch's colourful and bright solution is inherently fun. Judges thought this was the right solution for the movement, introducing a strong, consistent design that is well-articulated throughout its implementation.



Bronze – RWRD and RUYA

To succeed in a competitive app environment providing health and lifestyle benefits to Dubai-based users, RWRD turned to RUYA for a dynamic visual system ready made for social media. The youthful imagery is complemented by clever and comic icons and illustration design.



Highly commended – Le Joyau d'Olive and Tagbrands

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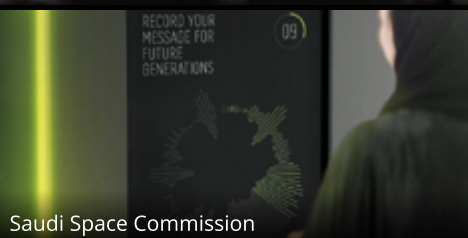
Riyadh Sports Boulevard



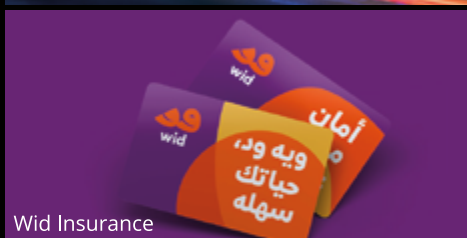
DXB Dubai Airports



King Salman Park



Saudi Space Commission



Wid Insurance

LANDOR & FITCH

SECTOR

Best visual identity from the professional services sector

Gold – HLO and K&i

To better present its own attributes and positioning to prospective clients, HLO Branding Agency had to put its people at the heart of its brand. It worked with K&i to craft a visual identity that would communicate its personality, joy and personal touch.

K&i able to support HLO in providing an impartial opinion on the challenges faced by HLO's branding. The logo was transformed into a face, seamlessly achieving the stated objectives. Judges thought this was a clever and strategic solution. "The visual identity is at once fun, recognisable and human. They clearly accomplished the task of personalising the brand and communicating its people-centric mission."



Silver – Kayishha and Skyne

Kayishha, a professional car buying platform in Saudi Arabia, had to deliver a memorable brand and straightforward user journey that would deliver professionalism and a sense of trustworthiness. Skyne's playful and creative approach won the attention of customers and our judges alike.



Bronze – Raees & Co and Unisono

Bahraini law firm Raees & Co worked with Unisono to introduce a brand grounded in emotion and meaning. Putting its people at the heart of its brand delivered for Raees & Co. One judge said, "A night and day contrast between the old identity and this new, more vibrant expression."



Highly commended – Gulf Researcher and Unisono

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SECTOR

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

Gold – Chaimaa Avenue and RUYA

Chaimaa Holding reimagined the concept of curated living in Dubai through two flagship developments that combine functionality with groundbreaking technology. RUYA took inspiration from authentic Moroccan settings and European refinement.

Lifestyle activities resulted in classic illustrations that complemented the organic colour palette. The unique, nature-inspired design resulted in a “unique approach to a familiar industry,” according to one judge. Another added, “The total visual package was visually captivating. I’d live there.”



Silver – MAG City and RUYA

MAG City’s Meydan development in Dubai was targeted at an investment audience and infused with a sense of energy and movement. Judges praised the infinite possibilities offered by RUYA’s clever, adaptive system, while still having created a brand that could remain consistent.



Bronze – Aldyar Alarabiya and Brand Lounge

Focusing on affordable residential communities in Saudi Arabia, Aldyar Alarabiya worked with Brand Lounge on a brand built around a sense of family and home life. The logo offered something original in the category, with one judge praising it as “a nice monogram with relevance.”



Best visual identity from the public sector



Gold – Dubai Culture & Arts Authority and Bellwether

Dubai Culture had a two-pronged challenge. First, it had to become more apparent and memorable as a brand in its own right. But, it simultaneously had to continue working with its partners in arts and heritage without overshadowing the cultural assets themselves.

Bellwether harnessed the power of the Dubai typeface to develop a wordmark that could be used adaptably and flexibly while still standing on its own merits. “Solid and a winner!” exclaimed one judge. Another added, “The strong visual elements made the difference,” with another saying, “This is great work in the public sector.”



Silver – Saudi Sports for All Federation and Landor&Fitch

Saudi Sports for All has revolutionised its purpose with a modern, colourful and vibrant visual identity designed to improve perceptions of healthy lifestyles across the kingdom. Landor&Fitch’s identity won over judges as well, with one calling it, “Vibrant, lively and engaging.”



Bronze – Abu Dhabi Early Childhood Authority and Gulf Advertising in Business (ADinB)

To capture the imaginations of its audience’s Taken used playful illustrations and graphics to stand out and make a difference in the midst of the pandemic. Judges thought the visual execution was nicely crafted and the implementation was inherently strong.

Highly commended – Abu Dhabi Youth Forum - Ministry of Culture & Youth and RUYA

Highly commended – Public Diplomacy Office and Landor&Fitch

Highly commended – The Emirates Nation - UAE Government and RUYA

SECTOR

Best visual identity from the retail sector

Gold – Rasasi and Landor&Fitch

Family owned perfumer Rasasi faced the opening of its new store in the Dubai Mall with a focus on its brand experience and visual identity design. To help it succeed in the highly competitive environment, it worked with Landor&Fitch on a new brand.

The resulting experience seeks to garner new customers, build awareness of Rasasi's offering and present an uncluttered and enjoyable in-store experience. The patterns and layering used in the store design reflect the nature of Rasasi's products themselves while also creating an Instagram-friendly environment.



Silver – Royse and RUYA

Major Dubai-based mattress manufacturer Royse tackled competition by positioning its brand around wellness and wellbeing. The visual identity, crafted by RUYA, draws inspiration from the patterns in mattresses, creating a system of graphic devices that clearly indicates the range of products on offer.




Bronze – Mo'an and Skyne

Focusing on the transformation of grocery retail in Saudi Arabia, Mo'an needed to provide inspiration and leadership for the sector. Skyne introduced a brand founded in the positioning, 'empower, connect, transform' with a reassuring sense of support and positive change.



Highly commended – Zohoor and Unisono



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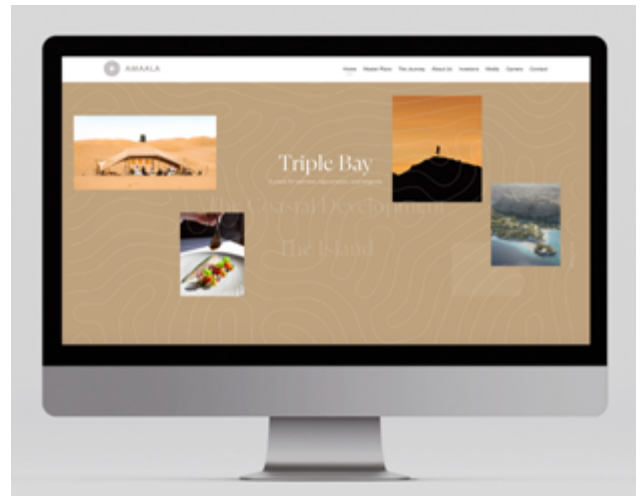
SECTOR

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

Gold – AMAALA and Landor&Fitch

With a resort to be developed on a pristine patch of northwestern Saudi Arabia, the branding had to appeal to a high net worth audience of luxury consumers. AMAALA was developed with elegance, sophistication and sustainability at its heart.

Landor&Fitch crafted a visual identity that would connect with AMAALA's target audience while remaining true to the brand's vision. The result is an immersive, textured and nuanced brand that capably communicates the resort's positioning. "Dynamic and flexible; unique and contemporary," said one judge. "Beautiful execution."



Silver – Hinu and Skyne

Hinu, a luxury development in Oman was designed as an eco-friendly resort representative of its local community. The elegant and desirable identity is rooted deeply in its sense of place. Judges thought this helped the brand tell a story while authentically linking to the heritage of its setting.



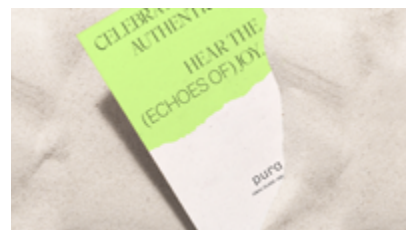
Bronze – Atmosphere Hotels & Resorts and The Adroit Agency

Maldives-based Atmosphere Hotels & Resorts wanted to develop a brand that was not only visually strong and striking but also had an international appeal. The Adroit Agency's approach takes cues from the environment to build a rich visual identity.



Bronze – PURA and RUYA

Pura Vida, an eco-friendly retreat in Abu Dhabi, was designed to sit alongside the natural splendour of the nearby mangrove forest. RUYA used the mangroves as inspiration for elements of the visual identity across wayfinding and signage, physical and digital touchpoints.



Best visual identity from the technology, media and telecommunications sector



Gold – OSN and Bellwether

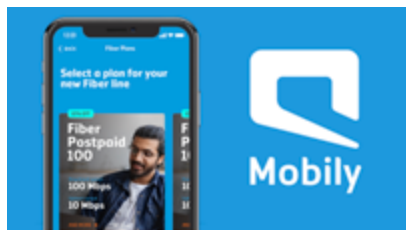
OSN was a broadcaster with broad viewership. But its brand purpose was lost amid its vast swathes of entertainment and when facing stiff competition from local and international brands alike. To harness the power of its brand, it turned to Bellwether.

Bellwether redeveloped the brand by focusing on its architecture. It built consistency into the system, uniting all of OSN's assets underneath the masterbrand umbrella. This enabled it to better showcase its points of differentiation and unique programming. Judges praised the strategic approach here, commending the brand for its bold and visually impactful new identity.



Silver – Saudi Data & AI Authority (SDAIA) and Landor&Fitch

The Saudi Data & AI Authority worked with Landor&Fitch to put data at the very centre of its brand. It used visual cues tied to programming to craft a brand architecture that was simple, clear and memorable. "A great, innovative solution that had a strong brand architecture and spoke well to the tech sector," said one judge.



Bronze – Mobily and Bellwether

Challenger telecoms brand Mobily had to harness energy and passion to make waves in the competitive sector. It worked with Bellwether on an empowering and possibility-filled new identity. "Well researched; a great strategy and solution," judges said.

SECTOR

Best visual identity from the transport and logistics sector

Gold – Hala and Bellwether

To transform the way ride hailing worked in Dubai, Hala was born out of a joint venture between Careem and the Roads & Transport Authority. But, the brand had to build awareness and users from scratch. To do so, it focused on creating a better flow and interconnectivity around the city. Bellwether's branding solution used the loops and graceful arcs of roadway architecture as inspiration in the logo design. The "crisp, catchy and simple," visual identity was a winner with judges. One called it a "great development," that had "appealing design."



Silver – Yelo and Landor&Fitch

Yelo was a favourite with its audience and judges alike, as it was able to transform from a local brand into an internationally resonant company with possibilities for growth. Its distinctive colour, friendly identity and ownable brand assets have helped it achieve success.



Bronze – Bahri and Landor&Fitch

The national shipping company of Saudi Arabia, Bahri, had grown hugely over the past decades. But, its brand wasn't keeping pace. Landor&Fitch clarified the online user journey while simplifying the brand's assets to deliver a strong, capable new visual identity.



2022

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Best overall visual identity



Winner – Dubai Culture & Arts Authority and Bellwether

Dubai Culture was established in 2008 to act as the custodian of Dubai's cultural landscape. Its wide-ranging operations make a huge impact across the emirate, whether it's through the oversight of the public library system or the management of Dubai's museums. But, it suffered from poor awareness, shadowed as it was by the more prominent consumer-facing brands it supported.

To improve Dubai Culture's prominence without sacrificing its mission, Dubai Culture worked with Bellwether on a new visual identity. Bellwether wanted to align Dubai Culture with other prominent Dubai-based entities without having it be lost among a sea of sameness. The logo itself, drawn from the Dubai tourism font, was complemented by a focus on the alif character within it, which allowed Bellwether to draft a brand system.

The resulting symbol acts as a unifying device across the identity, which highlights Dubai Culture's partners and operations while still lending an immediately ownable and recognisable visual cue on behalf of the organisation. "Solid and a winner!" said one judge. Another added, "Extracting the alif character is a stroke of genius." It was a clear favourite and achieved excellent results making it the deserving winner of this year's 'Best overall visual identity' prize.



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Winner – AMAALA and Landor&Fitch

Situated on the northwest coast of Saudi Arabia, in a 70km stretch of pristine landscape, the AMAALA development seeks to capture the spirit of the kingdom's 'Vision 2030' programme. As a luxury destination, it needed a strong hook to help it stand out among more established international competitors. Instead of focusing on opulence, it instead looked to purpose.

Working with Landor&Fitch, AMAALA's brand positioning was developed around sustainable tourism, environmental consciousness and the ability to experience a stunning and secluded landscape. Harnessing the desires of high net worth individuals to have a meaningful impact on the world, to experience true authenticity and meaning and to build a sustainable legacy, AMAALA was built upon the concept of sustainability.

Visually, that has resulted in a brand drawn from the environment and how people engage with it. An eye-shaped pattern has visual cues to the region's coral reefs and rippling sand dunes. That pattern acts as a consistent device that draws the brand together across its many touchpoints. It's subtlety makes it equally effective in promotional material as it is on dishes and textiles. And it impressed judges at every turn. One said, "AMAALA went through the right branding methods to extract the elements from the surroundings to create a story." While it was praised for its beauty unanimously, another judge was impressed by the "stunning creative solution for the ambitious new project." Its style, beauty and solid foundations see it capably win this year's 'Grand prix' award.

