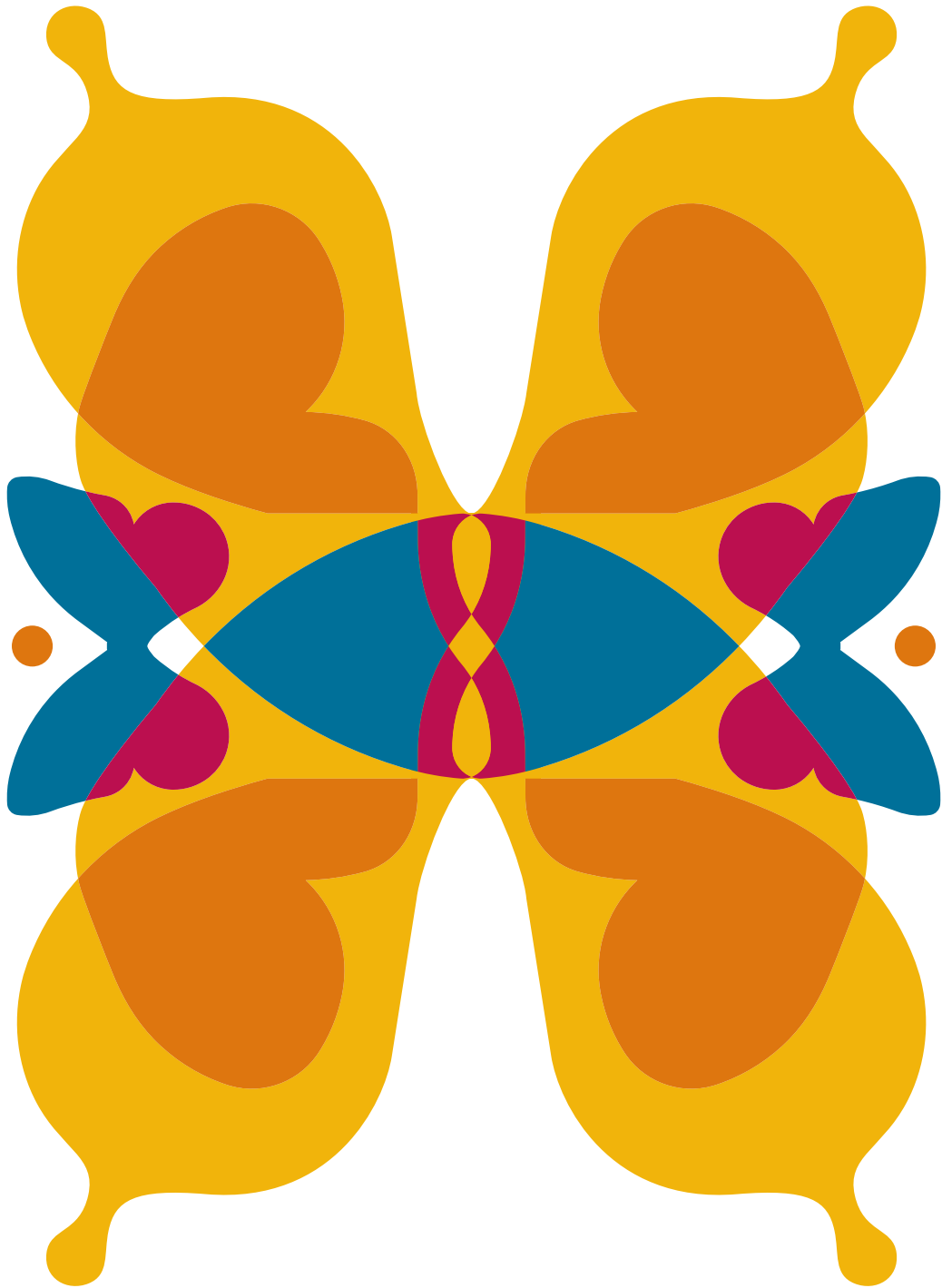


2021

transformawards
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WINNERS BOOK



amp

SONIC BRANDING 2.0

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Welcome



Andrew Thomas

Founder, *Transform magazine*

We launched the Transform Awards 12 years ago. The first year took place above a pub in Notting Hill Gate and the awards programme has continued to grow ever since. This year has been no different and, despite the challenges of Covid this has been a record year for the Transform Awards.

The changes Covid has brought aren't just economic. We face a major recalibration of the way we relate to the brands, the businesses, the organisations that touch our lives. We have an unprecedented challenge ahead of us, but the work entered in the Transform Awards highlights, once more, the strategic insight and phenomenal creativity of the agencies and in-house teams. We will need the problem solvers, the challenge makers, the risk takers those who can understand the problems and communicate the solutions.

Everyone on this year's shortlist should be proud of their accomplishments. We, in turn, are proud to present the winners with their Golden Butterflies. The Transform Awards continues to celebrate the transformative power of brand strategy and design, and those who take home a Butterfly know that it is the benchmark of excellence in their industry.

Congratulations to all of tonight's winners!

4	Judges		
8	Winners		
	CONTENT		SECTOR
12	Best use of a visual property	40	Best visual identity by a charity, NGO or not-for-profit
13	Best brand architecture solution	41	Best visual identity from the education sector
14	Best use of copy style or tone of voice	42	Best visual identity from the engineering and manufacturing sector
16	Best brand experience	44	Best visual identity from the farming and agriculture sector
17	Best use of packaging	45	Best visual identity from the financial services sector
18	Best wayfinding or signage	46	Best visual identity from the FMCG sector
20	Best use of audio brand	48	Best visual identity from the food and beverage sector
22	Best use of typography	50	Best visual identity from the healthcare and pharmaceuticals sector
23	Best place or nation brand	51	Best visual identity from the industrial and basic materials sector
	PROCESS	52	Best visual identity from the lifestyle and wellbeing sector
24	Best external stakeholder relations during a brand development project	53	Best visual identity from the professional services sector
25	Best internal communication during a brand development project	54	Best visual identity from the property, construction and facilities management sector
26	Best implementation of a brand development project	55	Best visual identity from the public sector
27	Best localisation of an international brand	56	Best visual identity from the retail sector
	STRATEGY	57	Best visual identity from the sports, travel, leisure and tourism sector
28	Best creative strategy	58	Best visual identity from the technology, media and telecommunications sector
29	Best brand evolution	59	Best visual identity from the transport and logistics sector
30	Best strategic or creative development of a new brand	60	Best overall visual identity
32	Best development of a new brand within an existing brand portfolio	62	Grand prix
33	Best naming strategy		
	TYPE		
34	Best corporate rebrand following a merger or acquisition		
36	Best brand development project to reflect a changed mission, values or positioning		
37	Best brand consolidation		
38	Best rebrand of a digital property		

THE JUDGES



Grace Ashton
Brand marketing consultant
One Faced

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



Saskia Boersma
Head of brand and events
London Fire Brigade

Saskia has over 20 years' experience in brand management, specialising in the cultural and commercial development of heritage and design collections including commercial brand development, product development, both shop and online retail, licensing, intellectual property rights, brand extension, marketing, events, restaurants/cafes and the commissioning, implementation and marketing of art, design and cultural programmes to raise brand profile and promote brand heritage.



Marie-Thérèse Cassidy
VP design, Europe
PepsiCo

Marie-Thérèse is the newly appointed VP design, Europe at Pepsico. Her role is to accelerate the growth and development of the design and innovation capability across Europe. Geordie by birth, French by name and Scottish by training, Marie-Thérèse landed in London over 20 years ago to pursue her passion for brand experience and building emotional connections with consumer centricity. During her career Marie-Thérèse has established a track record for success and built an impressive portfolio, working with some of the world's leading brands.



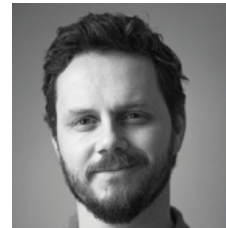
Johan Debit
Co-founder and graphic designer
Brand Brothers

Johan founded his studio Brand Brothers, in 2010 with Jean-Rémi, and has since worked on the branding of more than a hundred structures, from culture to industry. He advocates uncompromising design, based on experimentation and research, by bringing the discipline of typography to the heart of every identity project. His work appears in numerous magazines and books (Etapas, Computer Arts, AIGA Eye on Design, Communication Arts, Sandu Publishing, Viction:ary) and has been awarded at several times in London at the Transform Awards.



Nicola Ellul
Former head of brand, PR and digital marketing
RUSH Hair & Beauty

Nicola is a strategy marketing consultant, who plans and executes campaigns from end to end, drives new business and delivers profit with a marketing strategy that drives ROI. With a full online and offline marketing mix skill set, including brand advertising, art direction, events, marketing and website planning, Nicola worked at Heal's for almost a decade, making her way up from marketing coordinator to PR and marketing manager. Later one she became head of brand, PR and digital marketing at RUSH Hair & Beauty before opening her own firm in June 2020.



Alex Glancy
Former head of creative and design
Virgin Holidays

Alex Glancy is a creative director based in London. Most recently, he was creative director at Stereo, leading the studio on work for Nike, the BBC, Worldpay and others. Prior to that, Alex spent five years as head of creative and design at Virgin Holidays.

THE JUDGES



Babak Daemi
Head of marketing and communications
Pavegen

Babak's role is to drive the global growth strategy for Pavegens' patented technology, an energy-generating floor tile. Prior to this role, Babak was the head of marketing for GovNet and was responsible for strategy and product development as well as the management and execution of all campaigns. Babak specialises in brand and strategic marketing for technology and disruptive products.



Rupert Daniels
Director, creative, lifestyle and learning
Department for International Trade

As director of the creative, lifestyle and learning team at DIT, Rupert is responsible for helping UK organisations grow globally by developing their exports and attracting inward investment. His portfolio covers diverse sectors from sports, film, and television, to music, gaming, fashion, food and education. He works with teams across government and the international network to promote international trade, drive export growth and secure overseas investment in UK.



Nick Horan
Global design strategy
Reckitt

In his role as global brand experience lead at Reckitt, Nick aims to drive category growth by translating design into meaningful brand experiences and sustainable innovations. Nick is passionate about using creativity as an enabler for positive societal change. He works across Reckitt's Hygiene portfolio which includes global brands such as Vanish, Airwick and Harpic. Nick has a wealth of knowledge on design and brand experience, having worked both agency and client-side. Before joining Reckitt, Nick worked at strategic creative agencies VanBerlo and Webb deVlam.



Kirsti Hughes
Former head of brand communications
AXA UK

Kirsti Hughes spent her early career in direct and digital agencies, working with household brand such as Cif, Bertolli, Tesco and Costa Coffee to drive value through data led marketing strategies. Broadening her experience across multi-channel campaigns, as well as brand design and transformation projects led to an interest in brand and she has been responsible for brand marketing campaigns at AXA since 2016, including the activation of AXA's sponsorship of Liverpool Football Club and the repositioning of AXA Health. Kirsti is passionate about harnessing the power of brand to deliver quantified commercial success and long-term growth.

THE JUDGES



Naomi Jones
Communications and marketing director SUEZ

For the last ten years Naomi has been the UK and Sweden communications and marketing director for SUEZ. Having started her career in agency life, specialising in public affairs and crisis management, she has worked in industries spanning from retail to banking. At age 23, she started managing large teams and became the SUEZ group's youngest ever department head and board member at just 28 years old. Naomi has since found her home in the rich environment of operations.



Matthew Leopold
Head of brand PR and content marketing LexisNexis

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



Rose Liendl
Group head of brand Drax

Rose spent almost 15 years in 'the world of brand. Her innate curiosity has led her to work with businesses such as Google, Three and Drax. When not discussing the intricacies of brand strategy and explaining how it's really 'the glue' of any business, Rose is probably debating climate change. Fortunately, her views align with the ambitions of Drax, where she's very proud to work.



Jessica Myers
Brand and marketing director Metro Bank (UK)

Jessica is the brand and marketing director at Metro Bank, and sits on the banks' Executive Committee. She joined Metro Bank in November 2019 in this newly created role, tasked with building and leading the banks' first brand and marketing communications function. She has previously worked at RBS as head of brand management, with responsibility for its 10 portfolio brands. Prior to this, she was responsible for brand management and advertising at Commonwealth Bank of Australia in Sydney, and has also worked at American Express.



Mark Norton
Creative director ThinkFarm

As creative director of Thinkfarm for 35 years, Mark has overseen projects for companies as diverse as Yo! Sushi, Virgin Radio, The O2 and Banking Circle. He has art-directed major music projects, including the worldwide Nelson Mandela concerts, Pink Floyd's The Wall in Berlin, Led Zeppelin's comeback show at The O2, and world tours for Oasis and The Rolling Stones. Mark's just as happy sitting on the board of a FTSE-100 broker, working alongside financial heavyweights to come up with the right brand strategies to accelerate their business growth.



Matt Roberts
Lead digital designer Sightsavers

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

THE JUDGES



Alessandra Mariani
Brand strategist - global business solutions
TikTok

Alessandra helped develop social and experience strategies for some of the world's biggest brands including LEGO, Disney and L'Oreal. She specialises in brand, omnichannel and consumer behaviour, focusing on the intersection between functional and experiential in modern communications. Alessandra also hosts masterclasses on branding at UEA and is co-creating an MSc course with Ravensbourne University. Alessandra was awarded Transform's Young Contender of the Year in 2018.



Katrin Menne
Head of branding
Merck

As global head of branding, Katrin is responsible for the brand strategy, innovation and communication at Merck. Before changing to the corporate side she worked as a consultant for different agencies and consultancies running strategic brand and marketing projects in the areas of healthcare, technology or the furniture and interior design industry. At Merck she has been driving the digitalization of brand management by developing and managing innovative thought leadership campaigns and implementing new digital platforms together with her team.



Marisa Thomas
Head of marketing
Everpress

Marisa is the head of marketing at Everpress. Previously, she was the head of brand at Bloom & Wild. She has over 10 years' experience in digital marketing, having previously worked for the likes of The New York Times, Organic, and Direct Traffic Media.

THE WINNERS

CONTENT

Best use of a visual property

Gold – Vetsmiths and Frank, Bright & Abel

Silver – Unzer and SomeOne

Bronze – Aimia Foods and Brandon

Highly commended – Biff's Kitchen and We Launch

Best brand architecture solution

Gold – Lifestory and Greenspace

Silver – Applus+ and Summa

Bronze – Swisscom blue and Saffron Brand Consultants

Highly commended – Polaris and Spencer du Bois

Best use of copy style or tone of voice

Gold – Network Rail and Schwa

Silver – Zero Gravity and Lantern

Bronze – FFS and Free The Birds

Highly commended – Conjura and Clout

Highly commended – Futr and Lantern

Best brand experience

Gold – Vype and Landor&Fitch

Silver – The Absolut Company and BRC Imagination Arts

Bronze – Diageo and BRC Imagination Arts

Best use of packaging

Gold – Fish for Pets and WPA Pinfold

Gold – Nature's Way Foods and 1HQ Brand Agency

Silver – Raw Halo and B&B Studio

Bronze – Les Fruits Détendus and Pixeli

Highly commended – PepsiCo, Inc. and

PepsiCo Design & Innovation

Highly commended – PepsiCo, Inc. and

PepsiCo Design & Innovation

Best wayfinding or signage

Gold – Post Office Limited and The Honest Brand, part of the Principle Group

Silver – Stevenage Borough Council and Maynard

Highly commended – Citroën and Lonsdale Design

Best use of audio brand

Gold – Mastercard and amp GmbH

Gold – Storytel and Efterklang

Silver – Duden Publishing and WESOUND

Silver – Rohde & Schwarz and why do birds

Bronze – Deutsche Telekom AG and S12 GmbH,

Klangerfinder GmbH

Bronze – O2 (Telefonica UK) and MassiveMusic London

Highly commended – Insight TV and CapeRock

Best use of typography

Gold – Gradcore and Supple Studio

Gold – Keys and Pixelis

Silver – Dianomi and Living Group

Best place or nation brand

Gold – Buzău City, Romania and WIRON

Silver – City of Paris and Carré Noir

PROCESS

Best external stakeholder relations during a brand development project

Gold – KFC and Uberall

Silver – Verizon Business Group and Periphos

Best internal communication during a brand development project

Gold – HSBC

Silver – Applus+ and Summa

Bronze – ABB and Admind Branding & Communications

Highly commended – Swisscom and Prophet

Best implementation of a brand development project

Gold – HSBC

Silver – ABB and Admind Branding & Communications

Bronze – Active Care Group and RBL Brand Agency

Bronze – British Business Bank and Red Stone

Highly commended – Kantar and Thinkfarm

Best localisation of an international brand

Gold – KFC and Uberall

Bronze – Tata Consultancy Services – UK & Europe

Bronze – Verizon Business Group and Periphos

Highly commended – Applus+ and Summa

STRATEGY

Best creative strategy

Gold – Conjura and Clout

Silver – EMCOR UK and Designhouse

Silver – Futr and Lantern

Bronze – Royal Salute and Boundless Brand Design

Highly commended – Training Shed and Brand Clear

Best brand evolution

Gold – Aimia Foods and Brandon

Silver – Bleiker's Smokehouse and Kiss Branding

Bronze – Punch & Judy and Free The Birds

Highly commended – Thatchers and Bluemarlin

Best strategic or creative development of a new brand

Gold – Conjura and Clout

Silver – doddl and RichardsDee

Bronze – Cert. and Free The Birds

Highly commended – Evari and Greenspace

Highly commended – Occu and Rowdy Studio

THE WINNERS

Best development of a new brand within an existing brand portfolio

Gold – Sinebrychoff and Bluemarin

Silver – Lifestory and Greenspace
Bronze – OKIN Group and UnitedUs
Highly commended – British Business Bank and Red Stone
Highly commended – Lex Mundi and Gather London Ltd

Best naming strategy

Gold – Lifestory and Greenspace

Silver – WyzePay and Dusted.
Bronze – ATP Trucks Automobile and Benjamin Pop Studio
Bronze – Clergy Support Trust and IE Brand
Bronze – EachOne and JoosNabhan

TYPE

Best corporate rebrand following a merger or acquisition

Gold – Informa Tech and Brands2Life

Silver – Active Care Group and RBL Brand Agency
Bronze – Unzer and SomeOne

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

Gold – Conjura and Clout

Silver – 56 Dean Street (Chelsea & Westminster NHS Foundation Trust) and Anatomy Brands
Bronze – STS Gaming Group and Dragon Rouge Warsaw
Highly commended – Assa Abloy/Yale and GW+Co
Highly commended – Vintner and Saboteur

Best brand consolidation

Gold – Commonwealth Sport and RBL Brand Agency

Silver – Idox and Industry Branding
Bronze – Kantar and Thinkfarm
Highly commended – British Business Bank and Red Stone

Best rebrand of a digital property

Gold – WyzePay and Dusted.

Silver – The Student Hotel and Rufus Leonard
Bronze – Accsys and Mr B & Friends
Highly commended – AO World PLC
Highly commended – Gamma and Dusted.

SECTOR

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

Gold – Love Welcomes and Saboteur

Silver – Clergy Support Trust and IE Brand
Bronze – Young Futures and Bright&Bold
Bronze – Zero Gravity and Lantern
Highly commended – Fight for Sight and Spencer du Bois

Best visual identity from the education sector

Gold – Zero Gravity and Lantern

Silver – Les Roches and OPX
Silver – The University of Chicago Booth School of Business and Radley Yeldar
Highly commended – University of Central Lancashire and Lloyd Northover

Best visual identity from the engineering and manufacturing sector

Gold – Accsys and Mr B & Friends

Gold – Tharsus and OPX

Silver – Scholle IPN
Silver – Webomatic Maschinenfabrik GmbH and Benjamin Pop Studio
Bronze – Heavy Lighting and Supple Studio
Highly commended – Assa Abloy/Yale and GW+Co

Best visual identity from the farming and agriculture sector

Gold – Ethiopia and Pixelis

Best visual identity from the financial services sector

Gold – Unzer and SomeOne

Silver – Lumo and Pixelis
Silver – WyzePay and Dusted.
Bronze – British Business Bank and Red Stone
Highly commended – doddl and RichardsDee
Highly commended – GFX Prime and Redhouse

Best visual identity from the FMCG sector

Gold – Bleiker's Smokehouse and Kiss Branding

Silver – FFS and Free The Birds
Bronze – Unilever - Lynx Africa x Marmite and PB Creative
Highly commended – Labeyrie Fine Foods and Lonsdale Design
Highly commended – Unilever and PB Creative

Best visual identity from the food and beverage sector

Gold – Collectiv Food and Red Stone

Silver – Biff's Kitchen and We Launch
Bronze – Fridays and SomeOne
Highly commended – Rumbustian and PB Creative
Highly commended – Vintner and Saboteur

Best visual identity from the healthcare and pharmaceuticals sector

Gold – 56 Dean Street (Chelsea & Westminster NHS Foundation Trust) and Anatomy Brands

Silver – Active Care Group and RBL Brand Agency
Silver – Vetsmiths and Frank, Bright & Abel
Bronze – Resuscitation Council UK and IE Brand
Highly commended – Lingostiere Clinique Veterinaire and BrandSilver

THE WINNERS

Best visual identity from the industrial and basic materials sector

Gold – Domo and Pixelis

Silver – Formaplex and Design by Structure

Best visual identity from the lifestyle and wellbeing sector

Gold – Arkeo and The Good Marketing Co

Silver – Exi and Gather London Ltd

Best visual identity from the professional services sector

Gold – Eversheds Sutherland and WPA Pinfold

Silver – Southern Lights and Supple Studio

Bronze – Emergence Partners and Clout

Highly commended – Travers Smith and Living Group

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

Gold – Lendinvest and Design by Structure

Silver – Grant Associates and Supple Studio

Bronze – Occu and Rowdy Studio

Highly commended – Urban & Urban Properties and Rare Breed

Best visual identity from the public services sector

Gold – 5G Rural Dorset and Greenwich Design

Silver – College of Policing and Lloyd Northover

Best visual identity from the retail sector

Gold – Hendriks / Royal Flora Holland and

Synsation Brand Design

Silver – AO World PLC

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

Gold – London Irish RFC and UnitedUs

Silver – Commonwealth Sport and RBL Brand Agency

Bronze – Minster Mill / Andrew Brownsword Hotels and Supple Studio

Highly commended – Warwick Arts Centre and Undivided with Rudd Studio

Best visual identity from the technology, media and telecommunications sector

Gold – Loom Digital and Supple Studio

Silver – BT Group and Zag Limited

Bronze – Futr and Lantern

Highly commended – Dianomi and Living Group

Highly commended – Player Research and UnitedUs

Best visual identity from the transport and logistics sector

Gold – InPost Sp. z o.o. and Dragon Rouge Warsaw

Silver – Aegean Airlines and PriestmanGoode

Bronze – Evari and Greenspace

Highly commended – Vectos and And Then Associates with Holistic

Best overall visual identity

Winner – Collectiv Food and Red Stone

Grand prix

Winner – Conjura and Clout

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CONTENT

Best use of a visual property

Gold – Vetsmiths and Frank, Bright & Abel

Vetsmiths is a new veterinary practice in Wimborne, Dorset. As a new company, Frank, Bright & Abel developed the whole brand from scratch – considering everything from print and digital to the premises. A distinctive visual identity was crucial to convey why people should choose Vetsmiths over another practice. The new visual property achieved its objectives, reflecting the name in a distinctive, premium and crafted way – a complete change from the venacular that succeeds where the competition fails and relecting what Vetsmiths has to offer.

“Smart, clean and funny – absolutely love it, a clear winner for me,” said one of the judges. “Looks professional yet curious and modern.” Other judges agreed, with one adding, “The visual assets all come together nicely and gives a classy and subtle feel to the visual identity. A strong and unexpected personality emerges from this.”



Silver – Unzer and SomeOne

SomeOne helped German fintech service provider Unzer name and brand the business to support its introduction to the international market, while remaining proud of its Central European roots. Its new dynamic identity helps communicate its combined benefits, while solutions tailored for each merchant are represented as an endless flow of payments imbued with its own life and energy.



Bronze – Aimia Foods and Brandon

Horlicks was once one of Britain’s most-loved brands, particularly with the 65+ demographic. It wanted to reposition the product to attract a broader audience and halt a decline in sales. The new positioning ‘take a moment’, not only encouraged people to slow down regardless of the time of day – or time of life – but also addressed the brand’s key issues.



Highly commended – Biff’s Kitchen and We Launch

Best brand architecture solution



Gold – Lifestory and Greenspace

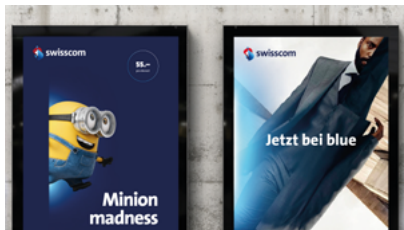
Since 2013, global investment management firm Oaktree Capital has built up a £700m portfolio of residential property development businesses across the UK. Oaktree commissioned Greenspace to create a new corporate organisational strategy that would better showcase the portfolio.

Greenspace developed a new brand architecture inspired by a new strategy, 'Stories of Homes, Created for Living' and opted for the new brand name, Lifestory. Under the new brand architecture, Lifestory aligns all the business activities from land acquisition, planning and architecture, to marketing, community care and hosting services. "Very nicely executed, good integration of brand and great visuals," said one of the judges. "The unification of these brands into a chronological life story is brilliant and creates meaning behind the portfolio," said another judge.



Silver – Applus+ and Summa

Applus+ Group operates in the highly technical Testing, Inspection and Certification (TIC) sector. It redefined its brand narrative and established a brand-integration model to be adaptable and flexible for each of the very specific needs of acquired companies. It also set mechanisms in place to dig deeper into the underlying equity of each acquired brand.



Bronze – Swisscom blue and Saffron Brand Consultants

Entertainment brand Swisscom has been growing its portfolio to encompass TV, news, cinemas and gaming. However, it wanted to unify these offers into one product family. The collaborative development of customer journeys helped to define the interplay between the Swisscom brand and the product family across a multitude of touchpoints and applications.

Highly commended – Polaris and Spencer du Bois

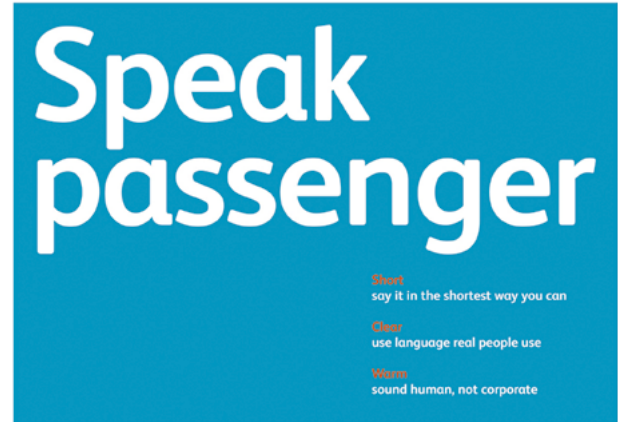
CONTENT

Best use of copy style or tone of voice

Gold – Network Rail and Schwa

Network Rail is trying to adapt its engineering culture, to stop seeing things from the point of view of tracks and signals, and to start seeing from the point of view of passengers. They call this the Putting Passengers First (PPF) campaign.

To change the tone of voice (TOV), Schwa used a Trojan horse approach, calling the project 'Speak Passenger', which was deliberately tied to the internal PPF campaign. The plan had three parts: creating tools, running training, and spreading the word. The main tool is a book of words, explaining how to Speak Passenger. And the TOV itself is simply: be clear, short and warm, which are three pillars on which all great communication stand. "What an outstanding process," praised one judge. "Full marks for research, testing, and engaging your stakeholders in creative ways. Another judge commented, "They really got under the skin of the client. They understood the client, not just the brand."



Silver – Zero Gravity and Lantern

Through mentoring and support, Zero Gravity is aiming to reach 60,000 pupils from low-income homes and neighbourhoods who have good enough GCSEs to study at a top university. Creative headlines such as 'Lecture me all you want' and 'Damn right I had a comprehensive education' reflect the point of view of its student customers.



Bronze – FFS and Free The Birds

For D2C women's shaving brand FFS, Free The Birds evolved the brand name to unlock visual and verbal twists on the acronym. It used modern-day alternative meanings to resonate with its audience. Examples of the creative wordplay included, "For fabulousness's sake," "For fairness sake" and "For future's sake."



Highly commended – Conjura and Clout

Highly commended – Futr and Lantern

Schwa*

**‘Need a raise?
Hire Schwa.’**

Mark Buchanan
Senior director
New Relic

*Brand language & behavioural science
www.schwa.consulting

CONTENT

Best brand experience

Gold – Vype and Landor&Fitch

Landor&Fitch defied the conventions of traditional vape shop experiences to create a retail brand experience that genuinely welcomes, guides and empowers consumers to explore Vype in an engaging way. The Vype Inspiration Store is an experiential manifestation of the iconic, energetic and inspiring personality of the Vype brand.

The hero 'Browse Table' provides a sociable, hands-on discovery of products from across British American Tobacco's next gen product portfolio. Digital touchpoints seamlessly guide consumers through the complex category using immersive video content, captivating visuals and intuitive product navigation. One judge said, "Cleverly done and aimed at successful audience conversion." Another added, "Vype have created a highly sensory experience with multiple different media types and ways of engagement, taking the principles of mixology plus personalisation and VR-linking technology. The visual language and experience interaction has super scale."



Silver – The Absolut Company and BRC Imagination Arts

BRC completely renovated a 100-year-old villa adjacent to vodka maker Absolute's distillery in Åhus. Guests are now invited to emotionally engage in the story of Absolut, exploring its unique process using sustainable ingredients, and participate in a signature mixology class. The Absolut Home also features a world-class restaurant, bar and garden.



Bronze – Diageo and BRC Imagination Arts

The redevelopment of the Glenkinchie Distillery visitor experience includes 'The Garden Distillery' – a completely renovated visitor centre and new 35,000 sq. ft. garden inspired by East Lothian's abundant lands, full of wildflowers and local wildlife. The distillery has also introduced a new whisky tour format and series of interactive whisky tasting sessions.



Best use of packaging



Gold – Fish for Pets and WPA Pinfold

Fish4Dogs' Finest is a premium dog food range, but the previous packaging design was not positioning them as highly as the actual products. The brand has a strong USP as it is sourced from the sea and feeding dogs with fish has many functional benefits.

Following the rebranded packaging, Fish4Dogs has built its brand with consumers in the UK, through an increased conversion to the feeding of fish as alternative protein for new-to-the-market dog owners, as well those switching brands. The product can be marketed worldwide as the design appeals to distributors in China, Japan and South Korea.

One judge said, "Cohesive branding and subsequent packaging that tells a story based on great audience insights." Other judges praised, "Recognisable, informative, standout, modern, luxury" and "Carefully planned and beautifully executed – a true visual system."



Gold – Nature's Way Foods and 1HQ Brand Agency

Consumers in the UK spend in the region of £15 million a year on salad kits, but this is usually a health conscious choice rather than a preference for taste. 1HQ was tasked with launching a brand that would entice consumers with a vibrant new kit option for salads that would be full of flavour, variety and nutrition. Bold bright packaging makes the FLING range prominent among a sea of green in the salad category, while transparent panelling allows the fresh ingredients to shine.

Judges praised, "Good insights which informed a bold and exciting concept," and "Great innovation to achieve such stand-out against other salad kits." Another judge added, "I think there are limits to the value of innuendo, but there's no doubt 'More than just a bit on the side' is an outstanding line to reposition the product. I wouldn't be surprised to hear that the line came first and the brand followed."



Silver – Raw Halo and B&B Studio

Raw Halo vegan chocolate is sourced from small, organic farms and traded for a fair price. B&B developed a new packaging design that would help to move the brand from a raw, vegan and free-from niche product into the mainstream premium chocolate category. It needed to showcase its better-for-you credentials while standing out on the retail shelf.



Bronze – Les Fruits Détendus and Pixeli

Les Fruits Détendus makes healthy, nutritious vegan products that are gluten-free, with no added sugar, and of French origin. Pixeli used packaging to directly communicate the brand's positioning and its values, based on the belief that transparency has replaced organic as the best quality guarantee there is. It created a strong visual identity based on transparency, indulgence and easy understanding.

Highly commended – PepsiCo, Inc. and PepsiCo Design & Innovation

Highly commended – PepsiCo, Inc. and PepsiCo Design & Innovation

CONTENT

Best wayfinding or signage

Gold – Post Office Limited and The Honest Brand, a part of the Principle Group

The Post Office is a defining feature of any neighbourhood in the UK. But it is often integrated into other spaces and has to share location with other brands, like Coca-Cola, Moneygram and Oyster. Honest Brand's solution was to incorporate confident brand markers with the Post Office's famous red and white colours to communicate the wide range of services, and direct people to a counter or kiosk.

A 'blueprint' design approach allowed the brand experience to be flexible enough to fit into the Post Office's wide range of retail offers, operator types and branch layouts. One judge praised, "a great example of collaboration and celebration of what the Post Office stands for to so many communities across the UK." Another judge added, "A tough, tough task for a once pre-eminent UK brand that finds itself in a current chaotic environment. Executed with brutal simplicity, to great stand-out effect."



Silver – Stevenage Borough Council and Maynard

Maynard was commissioned to deliver a high-quality, bespoke and informative wayfinding system for Stevenage Borough Council, in anticipation of the long-term regeneration proposals for its historic town centre. Among its successes were 31 signs to inspire and communicate the commitment towards a new vision of high quality and sustainable living.



Highly commended – Citroën and Lonsdale Design

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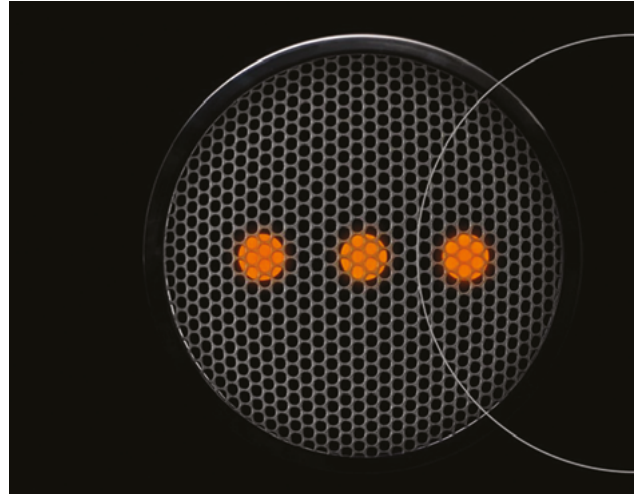
CONTENT

Best use of audio brand

Gold – Mastercard and amp GmbH

Now more than ever, it is critical for brands to represent the quality that consumers expect – when they need it, how they want to receive it and in a contextually relevant manner. In partnership with amp, Mastercard created a holistic sonic identity designed to enable the brand to develop multi-sensory and profoundly emotional experiences, across all its global audible touchpoints.

At the core sits a rich and unique Sonic DNA – the brand’s audible expression and the source of exclusive musical ingredients that serve as the basis for all current and future Mastercard sonic assets, like the Sonic Logo, music, digital interaction, event, and a unique sonic signature for payment transactions. Judges praised, “phenomenal,” and “a fantastic understanding of its global reach and all of its activation points with such consistent and flexible tones.” Another judge added, “Hugely comprehensive system to enable assets to be created exclusively using audio.”

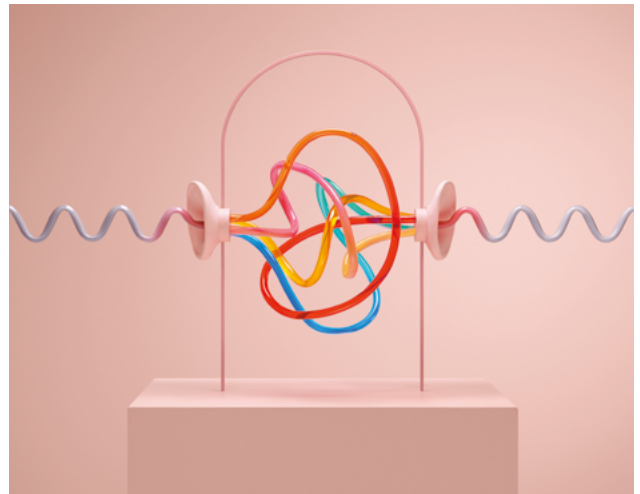


Gold – Storytel and Efterklang

Storytel is one of the world’s leading audiobook streaming services. In 2019 Storytel reshaped its visual profile, and the audio branding was the next step in this transformation.

Efterklang was handed the task of creating an audio branding universe that would convey the brand and its service, while also working effectively for different global cultures, languages and music trends. It started to collect and create different musical building blocks based on the narrator voices and stories in Storytel’s own global audiobook library.

The result is an audio universe and audio branding based purely upon the recorded narrator voices from Storytel. As one judge put it, “Efterklang did a great job in telling a story through audio, understanding the combination of language, pace and genre variety.” “An excellent example of combining aesthetics, semiotics, and core brand symbols... overall, a great case,” added another judge.



Silver – Duden Publishing and WESOUND

In the course of expanding the digital portfolio of German household brand Duden, WESOUND created a sound world with a high level of functional and aesthetic sophistication. The system is highly functional as it can be adapted to suit different uses and applications.



Silver – Rohde & Schwarz and why do birds

Rohde & Schwarz produces electronic test equipment, broadcast, cybersecurity and radio communication. The challenge was to find a sound that expresses its claim of perfect precision. It was the springboard for its creative idea – to make a unique music piece with lively acoustic instruments, played entirely by machines.





Bronze – Deutsche Telekom AG and S12 GmbH, Klangerfinder GmbH

Deutsche Telekom became a pioneer in audio branding in 1999 with the introduction of its sound logo. The modernized sound logo, available in 12 keys from C major to B, creates a wide range of sounds and effects, and expands its sound identity for customer experiences in an increasingly digitalized world.



Bronze – O2 (Telefonica UK) and MassiveMusic London

O2 wanted to create an original sonic identity that could reinforce its brand philosophies, transcend music genres and be flexible enough to join the dots between its physical and digital customer experiences and touchpoints. A uniquely adaptive sonic brand was developed, centred around the concept of the human breath.

Highly commended – Insight TV and CapeRock

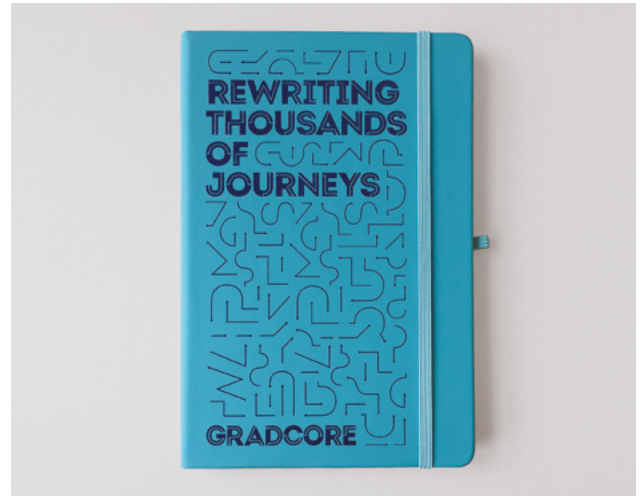
CONTENT

Best use of typography

Gold – Gradcore and Supple Studio

Gradcore exists to help universities support their graduates, assist businesses in finding great talent and to enable graduates to begin their journey with intelligence and deliberation. They design strategies, create connections and run programmes to make these three things happen.

Supple Studio gave Gradcore a new visual language based around journeys and pathways. Forgoing the usual photography of students that the competition favour, the identity centres around a bespoke typeface designed in collaboration with typeface designers FontFabric. The result is a very graphic look which gives them great standout from the crowd. "I like how the typography and the illustrative graphic language come together to a visual identity –well done, nicely executed," said one judge. Another added, "This one is going a step further, making a bespoke typography part of a visual identity system. That's why this is my winner in this category."



Gold – Keys and Pixelis

Since 2011, Keys Asset Management has specialized in the development and management of alternative real estate investment funds for professional investors. Deep knowledge of the profession and the field is one of the foundations at Keys, just like the desire to dust off the sector's codes and provide a new outlook on standardized investment solutions.

A new visual identity is reflected in an unstructured system of layered images that joins the very structured geometric shapes that reflect Keys' expertise. Just like the graphic identity, the logo translates the brand values – the Keys expertise and its creative approach to innovative urban solutions. The judges all loved the colour palette. The judges all loved the colour palette, as one of them said, "Beautiful, precise, in control. Sleek, modern and authentic. Full of authority. A perfect execution for a real estate brand... beautiful use of colour too, really a joy to the eye."



Silver – Dianomi and Living Group

For tech company Dianomi, Living Group devised a new logotype, created in both line and solid versions for flexibility, and supporting visual language, which uses overlapping lines that frame smart and cut-through brand messaging. They also form icons that work across presentations, thought leadership, social media and online.



Best place or nation brand



Gold – Buzău City, Romania and WIRON

WIRON helped develop the brand 'Buzău - open city', with the role of guiding how the city inspires, acts, animates and delivers new experiences for its inhabitants, investors and visitors. A city brand is more than a slogan or campaign, it represents the thoughts, feelings, associations and expectations caused when you are exposed to a logo, images, services or any other symbol related to that place.

And that is what the city of Buzău in Romania has set out to do. It is willing to become an example of an 'open city' to its inhabitants – open for education, culture and its history, for industry and innovation. The logo, as a representative synthesis of the identity system, conveys openness and incorporates defining element for Buzău, from images to symbols. Buzău - open city, made the transition from a hopeless city, to a city open to the future.



Silver – City of Paris and Carré Noir

Paris chose Carré Noir to redesign its visual identity to reflect what it represents, its strength and its benevolence. The A has a smile in its crossbar, where Bienvenue / Welcome is in the DNA of Paris. The type is set in capital letters to establish its status as a great, timeless world capital.

PROCESS

Best external stakeholder relations during a brand development project

Gold – KFC and Uberall

KFC is the world’s most popular fried-chicken restaurant chain. Rather than rest on global recognition, KFC UK&I wanted to be hyper-relevant to the local market and build an outstanding ‘Near Me’ Brand Experience (NMBX) for every customer touchpoint, from online search to local in-restaurant visits. But when Covid-19 first hit, all KFC’s UKI locations needed to close for dining-in, with certain locations reopening for drive-thru or delivery as regulations evolved.

KFC turned to Uberall’s cloud-based platform and was able to automatically update listings, inform customers about services and safety measures, and boost visibility, all from one platform. It went back to business quickly with real-time responses to customer queries across multiple platforms. In short, KFC recognised the importance of being a global brand that delivers a local customer NMBX, and how technology can be used to stay connected with customers – even during a crisis.

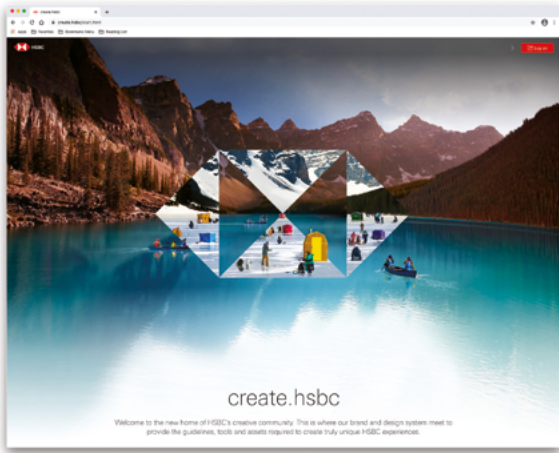


Silver – Verizon Business Group and Periphos

US tech company Verizon is known in the UK largely for IT services. The aim of the ‘Purple Dragon’ programme was to support sales and proactively create opportunities in the UK with a personalised approach, with senior management decision makers – securing early credibility, confidence, and sales call to action.



Best internal communication during a brand development project



Gold – HSBC

Following its brand and redesign system in 2018, it was apparent that a single source of truth for the HSBC brand and design standards was needed – a totally new, simple, unified, effective vehicle for its internal and external creative community. The new website not only houses its creative assets, guidelines and toolkits, it is a catalyst to break down a siloed mentality, foster creative community engagement, inspiration, collaboration and sharing.

Hosted on Adobe’s managed services environment, everything can easily evolve over time, based on business goals and community needs. Teams that were previously excluded or outside the design community, can now share their content. One judge summarised, “A clear, honest challenge that took into account what the organisation needed, and where its downfalls were. Based the solution on insights, mapping journey and user needs... Innovative use of modern technology to allow for expansion and evolution. Outstanding results.”



Silver – Applus+ and Summa

Applus+ Group, operating in the highly technical Testing, Inspection and Certification (TIC) sector, redefined its brand narrative and established a brand-integration model to be adaptable and flexible for each of the very specific needs of acquired companies, as well as setting mechanisms to dig deep into the underlying equity of each acquired brand.



Bronze – ABB and AdminD Branding & Communication

The ABB community includes around 140,000 employees in over 100 countries around the world. Various businesses, cultural and marketing differences have to work consistently with the branding. AdminD helped combine and connect various factors of internal and external brand awareness, knowledge sharing with community, brand support and involvement in principles development.

Highly commended – Swisscom and Prophet

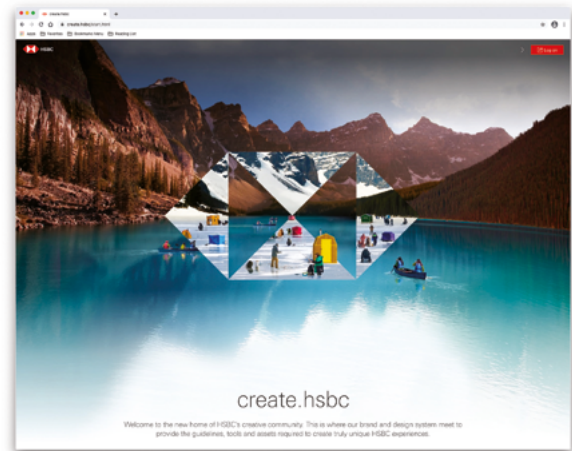
PROCESS

Best implementation of a brand development project

Gold – HSBC

Following its brand and redesign system in 2018, it was apparent that a single source of truth for the HSBC brand and design standards was needed – a totally new, simple, unified, effective vehicle for its internal and external creative community. The new website not only houses its creative assets, guidelines and toolkits, but is a catalyst to break down a siloed mentality, foster creative community engagement, inspiration, collaboration and sharing.

Hosted on Adobe's managed services environment, everything can easily evolve over time, based on business goals and community needs. Teams that previously excluded or outside the design community now volunteer and share their content. "Such an immense task to build such a tool," praised one of the judges. "The campaign and website look clear and simple for the user." Another added, "The creative website performed very well and is a strong retrospective approach to a brand change."



Silver – ABB and Admind Branding & Communications

The ABB community includes around 140,000 employees in over 100 countries around the world. Various businesses, cultural and marketing differences have to work consistently with the branding. Admind helped combine and connect various factors of internal and external brand awareness, knowledge sharing with community, brand support and involvement in principles development.



Bronze – Active Care Group and RBL Brand Agency

UK complex care provider Active Care Group approached RBL to strategically rebrand the organisation following a period of rapid growth and expansion. The new flexible identity system is modern, human, positive and dynamic, speaking the language of contemporary healthcare brands. The outcome was a people-centred brand, with real stories flowing through every piece of communication.



Bronze – British Business Bank and Red Stone

The government-owned British Business Bank is dedicated to making finance markets work better for smaller businesses across the UK. Red Stone was tasked with turning a planned SME awareness campaign into an 'SME survival campaign' to promote the bank's services to SMEs, which it implemented across Twitter, Facebook and LinkedIn with videos, static posts and PPC links.



Highly commended – Kantar and Thinkfarm

Best localisation of an international brand



Gold – KFC and Uberall

KFC is the world’s most popular fried-chicken restaurant chain. But its UK business wanted to be hyper-relevant to the local market, and build an outstanding ‘Near Me’ Brand Experience (NMBX) for every customer touchpoint.

When Covid-19 first hit, all KFC’s UK&I locations needed to close for dining-in, with certain locations reopening for drive-thru or delivery as regulations evolved. It turned to Uberall’s cloud-based platform to automatically update listings, inform customers about services and safety measures, and boost visibility, all from one platform. In short, KFC recognised the importance of being a global brand that delivers a local customer NMBX. As one judge put it, “a great piece of reactive comms and strategy given the events of the year and understanding the challenges faced at very local levels”. Another added, “Seems to be a really effective action, and really drove local uplifts in sales during the Covid crisis.”



Bronze – Tata Consultancy Services – UK & Europe

When the Indian HQ made a strategic decision to turn TCS into a digital transformation pioneer, the team responsible for marketing the company’s European operation set out to shift perceptions. The brand was previously perceived as ‘just another Indian IT outsourcer,’ and instead wanted to establish TCS as a ‘growth and transformation partner and pioneer’.



Bronze – Verizon Business Group and Periphas

US tech company Verizon is known in the UK largely for IT services. The aim of the ‘Purple Dragon’ programme was to support sales and proactively create opportunities in the UK using a personalised approach, with senior management decision makers – securing early credibility, confidence, and sales call to action.

Highly commended – Applus+ and Summa

STRATEGY

Best creative strategy

Gold – Conjura and Clout

Conjura gives companies of all sizes access to the kind of powerful analytics that were once the sole preserve of mega-corporations like Google and Facebook. It operates in a very crowded sector and its existing brand and communications consisted of complex jargon and technical product details.

Clout addressed the sector's weariness and scepticism of 'data insight' by finding something different and better that Conjura could own: 'data foresight'. It gave it a simple, benefit-led strapline, 'Change the outcome', and completely restructured its arguments, storytelling, and way of speaking. It has transformed both new inquiries and new business conversions. "A clear challenge rooted in client perception," said one judge. "Innovative creative thinking outside of the box, bold and different to the rest. Consistent, recognisable identity across all channels." Another added, "Great thinking behind this brand, from 'data foresight' to the idea of managing fragmentation... very well executed."



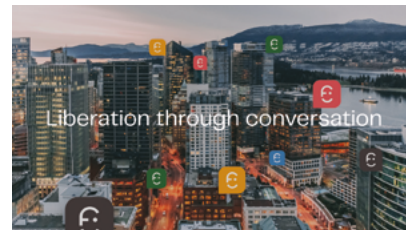
Silver – EMCOR UK and Designhouse

Facilities management provider EMCOR UK's new strategic brand proposition 'a better world at work' truly reflects the organisation's unique collaborative, human-centric culture and sustainable and ethical approach. It has been brought to life with a carefully considered new graphic style and colour palette.



Silver – Futr and Lantern

Futr manages AI-powered conversations across messaging channels from Facebook to Alexa. A new brand vision – 'to revolutionise how organisations engage with people' – and a new strapline – 'Liberation through conversation' – now reflects Futr's intention to make life easier for everyone through simple and meaningful chat, and celebrates the emotional benefits of using Futr's product.



Bronze – Royal Salute and Boundless Brand Design

With consumer attitudes and perceptions of whisky evolving and the brand aiming to outpace the global luxury market, Royal Salute tasked Boundless with revitalising one of the world's most sophisticated and opulent Scotch Whiskies to reflect the stature and elevation of a brand rooted in British heritage.



Highly commended – Training Shed and Brand Clear

Best brand evolution



Gold – Aimia Foods and Brandon

Horlicks, once one of Britain's most-loved brands, remained in the aged 65+ bracket, and it wanted to reposition itself to attract a broader audience and halt a decline in sales. The new positioning of 'take a moment', not only encouraged people to slow down regardless of the time of day – or time of life – but also addressed the brand's key issues.

The new brand identity reflects a daydream-like moment in a mug, and instantly moves the product from functional to emotional escapism. Going against the ingredient-led category norms, relaxing scenes appear from the comforting vapour of a frothy mug of Horlicks. Each scene consistently focuses on a warm inviting home to which a 'steam road' leads its characters, giving each pack a warm, human element and builds on the brand's distinctive assets. "Clear challenge, great results, beautiful storytelling illustrative style," commented one of the judges. Another said, "Warm redevelopment and good storytelling for a previously dated proposition."



Silver – Bleiker's Smokehouse and Kiss Branding

Supermarket salmon is dominated by commoditised own-label products or traditional high-end premium brands, neither of which are inspiring or spark interest in salmon for a young foodie generation. Kiss wanted to shift attitudes, inviting this audience in by providing inspirational meal recipes, innovative flavours and reaffirming health claims, whilst still appealing to over 45's too.



Bronze – Punch & Judy and Free The Birds

Punch & Judy, the cult children's toothpaste brand, relaunched with an identity and packaging redesign by Free The Birds retelling the classic Punch & Judy story to appeal to modern audiences. While the old version was a tale of domestic violence and child abuse, the new brand story uses a theatrical design to reinterpret the whole cast of original characters.

Highly commended – Thatchers and Bluemarin

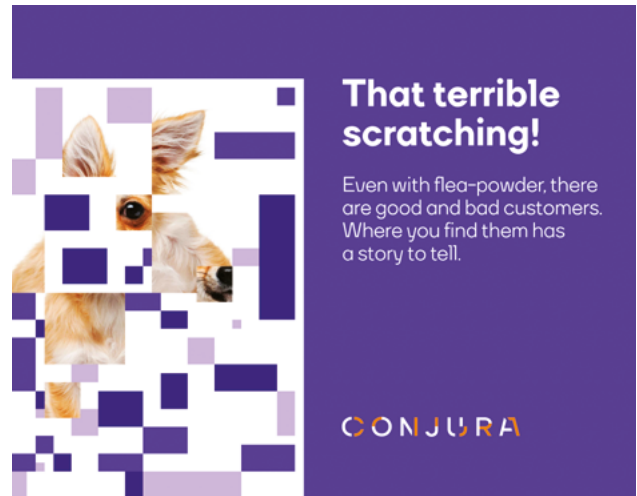
STRATEGY

Best strategic or creative development of a new brand

Gold – Conjura and Clout

Conjura gives companies of all sizes access to the kind of powerful analytics that were once the sole preserve of mega-corporations like Google and Facebook. But its existing brand and communications became bogged down with complex jargon and technical details of their product.

Clout addressed the sector’s weariness and scepticism of ‘data insight’ by finding something different and better that Conjura could own: ‘data foresight’. It gave it a simple, benefit-led strapline, ‘Change the outcome’, and completely restructured its arguments, storytelling, and way of speaking. It has transformed both new inquiries and new business conversions. “I really loved this entry – it was probably my favourite,” gushed one judge. “A true challenger brand, I loved how they positioned themselves in the data foresight space. In addition, I felt the creativity offered a lot of cut through in an often data heavy space.” Another added, “The creative hook of ‘creating a complete picture’ visualised through pixels is super.”



Silver – doddl and RichardsDee

Martina Hennessy’s new platform combined the best technologies for a frictionless online experience with a team of mortgage experts who would be on hand to guide consumers 24/7. The brief was to develop a name, positioning, brand identity and creative approach for this category challenger in the Irish market.



Bronze – Cert. and Free The Birds

Hydrachem supplies clinically proven ‘one step’ hospital-standard cleaning and disinfecting dissolvable tablets within NHS healthcare institutions. Free The Birds defined and shaped the brand, christened it and communicated to consumers. It delivered all the brand elements, ready to launch this game-changing and highly efficacious dual action cleaning solution to the market.



Highly commended – Evari and Greenspace

Highly commended – Occu and Rowdy Studio

Rare

1 (a thing) not found in large numbers and so of interest or value.

1.1 Unusually good or remarkable.

STRATEGY

Best development of a new brand within an existing brand portfolio

Gold – Sinebrychoff and Bluemarlin

Sinebrychoff had several 'long drink', or LD, brands in its portfolio, but they were very small in comparison to the market leader. As part of Sinebrychoff's long-term strategy for growth, it wanted to rationalise these existing LD brands and launch a new brand that would not only better engage consumers, but also attract new consumers to drive category growth.

Also in Sinebrychoff's portfolio was KOFF, a much-loved beer brand. Consumer and market research by the business had identified significant cross-consumption between LD and beer, therefore Sinebrychoff identified an opportunity to launch its new LD brand under the KOFF banner. One year after the launch, Sinebrychoff billed its new KOFF Long Drink as its most profitable alcoholic beverage launch for the past three years. "Good, with clear and compelling results," commented one judge. Another added, "Results speak for themselves with this entry. A well-considered piece of design that understood its market and its challenges. Great piece of work."



Silver – Lifestory and Greenspace

Since 2013, global investment management firm Oaktree Capital has built up a £700m portfolio of residential property development businesses that span urban and rural areas across the UK. Greenspace developed a new brand architecture inspired by a new brand strategy, 'Stories of Homes, Created for Living' and created the new brand name, Lifestory.



Bronze – OKIN Group and UnitedUs

Originally tasked with creating a newly independent future identity for outsourcer OKIN BPS, the project scope quickly doubled for UnitedUs as a new digital arm began rising from within the business. As a result, its efforts quickly transitioned from a singular entity to the interrelationship of the entangled businesses.



Highly commended – British Business Bank and Red Stone
Highly commended – Lex Mundi and Gather London Ltd

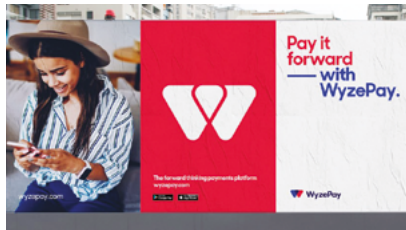
Best naming strategy



Gold – Lifestory and Greenspace

Global investment management firm Oaktree Capital commissioned Greenspace to create a new corporate organisational strategy that would better showcase the portfolio and services of its collection. Greenspace developed a new brand architecture inspired by a new brand strategy, 'Stories of Homes, Created for Living' and created the new brand name, Lifestory, which aligns all the business activities – from land acquisition to residential and community care.

One judge summed it up thus, "The challenge is to find a unifying brand name for a series of fragmented brands such as these, but they have managed to find a strong link to 'life' and its chronology that works effectively. The resultant creative work is subtle but highly effective bringing the different brands into a coherent look and feel whilst retaining their own identity that travels well across multiple touchpoints relevant to key life stages."



Silver – WyzePay and Dusted.

How do you name, create and activate a FinTech brand that plans to turn the payments industry on its head? That was Dusted's challenge. The naming strategy focused on the business benefits of being 'savvy' with your finances, to get more for your money by paying in advance. The organising idea was 'Forward thinking'.



Bronze – ATP Trucks Automobile and Benjamin Pop Studio

'Truston' is a heavy-load truck, fully assembled in Romania built to carry a bigger load, be more reliable and spend less time being serviced. Benjamin Pop helped developed the name, which came from the promise the new brand would make to its consumer: deliver a reliable truck.



Bronze – Clergy Support Trust and IE Brand

'Sons & Friends of the Clergy' was a £100 million plus charity, but its name was confusing audiences and creating a barrier to potential beneficiaries applying for help. The rename was particularly well received by female clergy, who said it sounded like a charity that could help them.

each
one



Bronze – EachOne and JoosNabhan

EachOne is a social startup that helps refugees bring their personal and professional projects back to life. The name reflects the startup's insight: everything starts with the individual. To make sure this idea was always present in people's mind, 'EachOne' was chosen as the name, acting as a manifesto and a viral communication trigger.

TYPE

Best corporate rebrand following a merger or acquisition

Gold – Informa Tech and Brands2Life

A brand plays a vital role in defining the ambitions of a new organisation, integrating different cultures and enhancing internal cooperation. And when professional services business Informa Tech acquired research analytics firm IHS Markit Technology it represented an example of how approaching brand in the right way can play a vital role in the success of an M&A.

Over a six-month period, the new brand, OMDIA, aspired to be greater than the sum of its parts and better connect the dots across the entire tech ecosystem. “So much to like about this new brand,” said one judge. “The name is great, and that’s not easy. It looks fantastic. And the results are astonishing.” Another judge added, “Results are outstanding. The new name they invented could be entered in the Collins dictionary. Finally, the creative execution added value to the merger and gave it purpose. My first 10 out of 10.”



Silver – Active Care Group and RBL Brand Agency


UK complex care provider Active Care Group approached RBL to strategically rebrand the organisation following a period of rapid growth and expansion. The new flexible identity system is modern, human, positive and dynamic, speaking the language of contemporary healthcare brands. It is person-centred, with real stories flowing through every piece of communication.



Bronze – Unzer and SomeOne

SomeOne helped German fintech service provider Unzer name and brand the business to support its introduction to the international market, while remaining proud of its Central European roots. Its new dynamic identity helps communicate its combined benefits, while solutions tailored for each merchant are represented as an endless flow of payments imbued with its own life and energy.



An aerial photograph of a busy city square paved with grey cobblestones. Numerous people are walking in various directions. In the center of the image, there is a large, solid yellow circle. Inside this circle, the text "We build brand advantage" is written in a bold, black, sans-serif font. The background image is slightly blurred, emphasizing the central text and circle.

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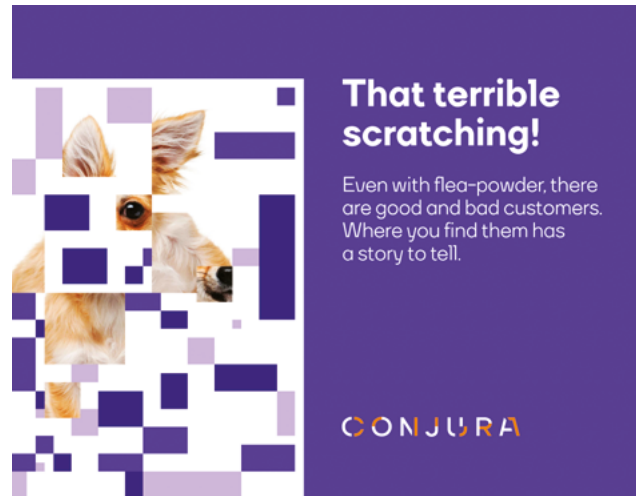
TYPE

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

Gold – Conjura and Clout

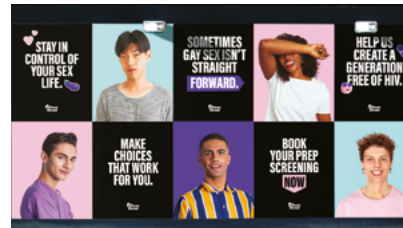
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Clout addressed the sector's scepticism of 'data insight' by finding something different and better that Conjura could own: 'data foresight'. It gave it a simple, benefit-led strapline, 'Change the outcome', and completely restructured its arguments, storytelling, and way of speaking. It has transformed both new inquiries and new business conversions. "Really hard problem, but beautifully considered strategy," said one judge. "Moving into a new sector in a quadrant is brave but so important for differentiation." Another added, "I like the effort on the custom wordmark, and the intention on the modular graphic system. It has the potential to be evolvable. Some nice copywriting too – the message is perfectly delivered."



Silver – 56 Dean Street (Chelsea & Westminster NHS Foundation Trust) and Anatomy Brands

For 56 Dean Street, setting up in Soho 10 years ago when HIV transmissions were so high was a deliberate move to tackle the problem and bring things out into the open. Its work shows differentiation in a space that can often be services-first with limited consideration to design solutions focused around patient behaviours.



Bronze – STS Gaming Group and Dragon Rouge Warsaw

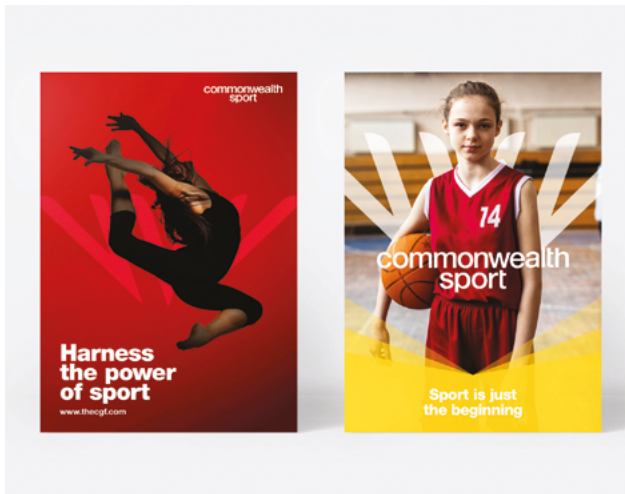
For Polish sports betting firm STS, a change of narrative was needed to show it was focused on the knowledge and skills of its players, appreciating their expertise as true sports enthusiasts. Online represents 70% of revenues, so it was pressed to rejuvenate and modernize its brand image.



Highly commended – Assa Abloy/Yale and GW+Co

Highly commended – Vintner and Saboteur

Best brand consolidation



Gold – Commonwealth Sport and RBL Brand Agency

As the organisation responsible for the Commonwealth Games, the Commonwealth Games Federation needed a new brand identity system to reflect the essential inclusive and positive spirit of the global movement. Creating a bold new essence, 'Sport is only the beginning', helped the Federation refocus on its origins as a progressive leader in sport and social development.

The new identity is simple, modern, capable of speaking the language of contemporary sport and standing out in the field of play – whether that field is at the centre of a 60,000-seater stadium, or at the heart of a small local community. "Huge challenge to consolidate these bodies and the team built a successful collaborative approach," summarised one judge. "Creative had a focus on dispensing of underperforming equities and energising equities that delivered. The resultant creative is something that remains recognisable but modernised and has a solid link to its purpose."



Silver – Idox and Industry Branding

Following a series of acquisitions, AIM-listed software developer Idox has seen the consolidation of 20 separate market brands under a bold new unified brand identity, resulting in a higher brand profile and enhanced cross-selling opportunities. The entire end-to-end programme was completed in six months by a virtual team during the pandemic.



Bronze – Kantar and Thinkfarm

Thinkfarm's mission was to help articulate a brand strategy that would bring Kantar's people together under a single brand. Its repositioning underlines the company's commitment to developing its own people and embracing diversity. It provides a structure for presenting strategic propositions which help to understand specific types of behaviour and particular growth objectives.

Highly commended – British Business Bank and Red Stone

TYPE

Best rebrand of a digital property

Gold – WyzePay and Dusted.

How do you name, create and activate a FinTech brand that plans to turn the payments industry on its head? That was Dusted's challenge. The naming strategy focused on the business benefits of being 'savvy' with your finances, to get more for your money by paying it advance. The organising idea was 'Forward thinking'.

Simplicity is at the heart of WyzePay's user experience, so it aimed to create a seamless and effortless digital payments experience. All the brand touch points, from the technology to the payments platform, are digital. "Just a great visual identity working in digital and classic media," said one judge. Another commented, "Love this simple approach to the branding and very clear messaging. Works in its sector and has presence... brilliant creation of digital journeys," One judge summarised, "The UX/UI work on the interfaces is nicely done. Seems logical, appropriate, well thought and well designed."



Silver – The Student Hotel and Rufus Leonard

The Student Hotel needed to redefine its digital experience and overhaul its infrastructure to enterprise-standard solutions in response to rapid expansion and an increasingly complex product mix. Rufus Leonard created an overarching design language system that ensured common and consistent design and interaction patterns across channels and devices.



Bronze – Accsys and Mr B & Friends

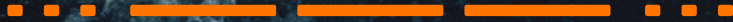
Chemical company Accsys's primary product is Accoya, a sustainable modified wood. Among other elements of the rebrand, a new website reflects the new strategy of being 'a cut above' as well as supporting the shift to an 'application-led' brand approach where the product is showcased in use in doors, windows, cladding and decking.



Highly commended – AO World PLC

Highly commended – Gamma and Dusted.

By Saboteur



S O S

LOVE
WELCOMES

We help refugee women stitch their lives back together by transforming discarded life jackets and blankets into beautiful homewares. Lovewelcomes.org

SECTOR

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

Gold – Love Welcomes and Saboteur

Love Welcomes is a creative social enterprise that helps refugee women stitch their lives back together. Founded in 2017, the enterprise had grown very fast, especially following a high-profile collaboration with Banksy which put them on a global stage. This growth created a proliferation of different messages and incoherent use of identity elements, causing confusion for the charity, its supporters and its customers. It needed a clear message and a meaningful identity befitting of its unique ethos and products.

A new core idea, 'More than beautiful', takes the focus away from refugees and back to beautiful products with an amazing story. It's also an identity that weaves the story through its name with a universal message of hope and help. One judge commented, "Absolutely love this visual identity. So clever, so implementable across all products and touchpoints. So innovative, based soundly on insights but also emotion. A clear winner for me."



Silver – Clergy Support Trust and IE Brand

'Sons & Friends of the Clergy' was a £100m+ charity, but its name was confusing audiences and creating a barrier to potential beneficiaries applying for help. The rename was particularly well received by female clergy, who said it sounded like a charity that could help them.



Bronze – Young Futures and Bright&Bold

Young Futures helps young people leaving local authority care to make the transition to independent adulthood. Its new visual identity has not only engaged new external audiences and gained new funding, but signalled change and a new sense of purpose internally, resulting in a new sense of pride and belonging in employees.



Bronze – Zero Gravity and Lantern

Through mentoring and support, Zero Gravity is aiming to reach 60,000 pupils from low-income homes and neighbourhoods who have good enough GCSEs to study at a top university. Creative headlines such as 'Lecture me all you want' and 'Damn right I had a comprehensive education' reflect the point of view of its student customers.



Highly commended – Fight for Sight and Spencer du Bois

Best visual identity from the education sector



Gold – Zero Gravity and Lantern

Through mentoring and support, Zero Gravity is aiming to reach 60,000 pupils from low-income homes and neighbourhoods who have good enough GCSEs to study at a top university. The name was derived from the idea that disadvantages can act like ‘gravity’, weighing down the ambitions of students from low-income backgrounds.

The new logo and supporting identity system uses seemingly impossible shapes to reflect the challenge that state school students from disadvantaged backgrounds can face. Creative headlines such as ‘Lecture me all you want’ and ‘Damn right I had a comprehensive education’ reflect the point of view of its student customers. “Nice approach, great concept, great tone of voice and use of language, and the visual identity is well executed,” said one of the judges. “Clear creative brand executed across all the channels,” added another. One judge simply said, “Looks clean and neat... well done.”



Silver – Les Roches and OPX

Based on the Swiss model of experiential learning, Les Roches is an international hospitality school renowned for transformational teaching and the diversity of its students. Each visual element of its rebrand was carefully considered, built around the brand concept of ‘unexpected moments’, and it included fashion photography, surprising typefaces and tactile experiences.



Silver – The University of Chicago Booth School of Business and Radley Yeldar

Without much brand recognition in the UK, University of Chicago Booth struggled with enrolment at its London campus and enlisted Radley Yeldar to adapt its brand outside its US home market. Using a bold identity that has been reimagined for London audiences, Booth has been able to meet its objectives of building awareness and relevance.

Highly commended – University of Central Lancashire and Lloyd Northover

SECTOR

Best visual identity from the engineering and manufacturing sector

Gold – Accsys and Mr B & Friends

Chemical company Accsys's primary product is Accoya, a sustainable modified wood. It transforms fast-growing, certified sustainable wood into building materials with characteristics that match, those of man-made, intensely resource-depleting and carbon-polluting alternatives.

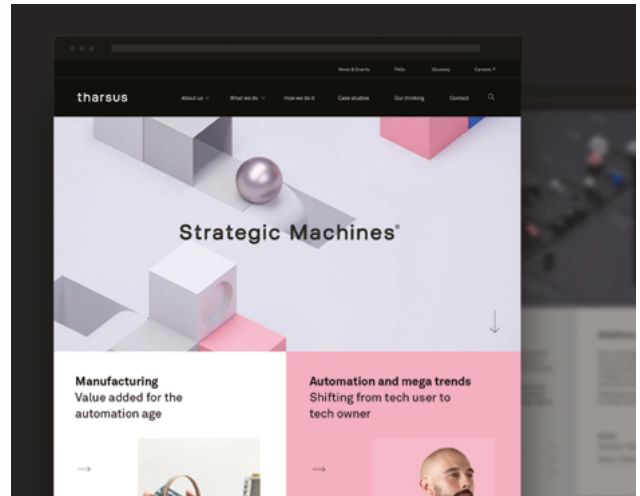
Mr B & Friends created the strategy and identity to reposition the brand in preparation for targeting the growth that Accsys had been building up to following years of investment. Among other elements of the rebrand, a new website reflects the new strategy of being 'a cut above' as well as supporting the shift to an 'application-led' brand approach where the product is showcased being used in doors, windows, cladding and decking. The website's functionality supports not only the B2B sales ecosystem the business relies upon to sell the product all over the world, but also enhance the B2C strategy inspiring consumers at home. "I loved this entry and the campaign," praised one of the judges.



Gold – Tharsus and OPX

Tharsus is one of Europe's fastest-growing technology businesses, designing and building incredibly advanced robots and machines for clients including Ocado, 3M and BT. It offers all the creative innovation of product design consultancies, paired with the rigour of the best manufacturers. No other company can offer this combination, yet its brand didn't reflect this unique position.

OPX took on the rebranding challenge. At a rapid pace, typical of a fast-moving tech company, it developed a visual identity that struck a balance between the hard edges of tech and manufacturing, without losing the company's humanity. It was important to reflect the employees' down-to-earth personality in a sector that's notorious for cold precision. There is a dry, self-deprecating humour in Tharsus's promise to make robots 'until machines make themselves', so it ensured there was a lightness to the brand that felt welcoming and accessible. One judge commented, "I liked the playfulness and great results."



Silver – Scholle IPN

Scholle's mission is simple: to help leading brands around the globe deliver their products in the best way possible using a diverse range of total flexible packaging solutions. For its new visual identity, it has rounded and softened its appearance and colours – green and blue to reflect its focus on sustainability and agility as a partner.



Best visual identity from the engineering and manufacturing sector



Silver – Webomatic Maschinenfabrik GmbH and Benjamin Pop Studio

WEBOMATIC is a German vacuum packaging manufacturer. Starting with an essential pillar of its 60-year reputation – trustworthiness – Benjamin created a rebranding process with the role of inspiring people and businesses alike. It succeeded in assigning a strong visual personality to an already powerful new generation of leadership with ambitious global plans.



Bronze – Heavy Lighting and Supple Studio

Each of bespoke industrial lighting maker Heavy Lighting's lights are hand made by founder Ben Wood, using upcycled oak offcuts and industrial-grade steel conduit. Supple Studio created a new visual identity centred around a simple elephant/bulb maker's mark. It's drawn to reference the bent metal of the lighting itself and given an industrial yellow-and-black colour palette.

Highly commended – Assa Abloy/Yale and GW+Co

SECTOR

Best visual identity from the farming and agriculture sector

Gold – Ethiopia and Pixelis

Agriculture is at the heart of the Ethiopian economy and people's lives. Its know-how and its ancestral agricultural methods make Ethiopia a very modern actor from a sustainability stand point. It's a country that protects richness of its soil and encourages consumers to conscientiously enjoy natural products to take care of the environment.

Ethiopia asked Pixelis to identify and establish the uniqueness of 'Ethiopian Quality' via four of its agricultural commodities: honey, sesame, teff and coffee. Branding Ethiopian commodities faced one common challenge: developing a synergetic system that also clearly conveyed the image of fine-quality Ethiopian agriculture. Pixelis developed the brand "GO ANCESTRAL" to responsibly enjoy the richness of Ethiopia while protecting our worlds' wonders. This new branding, embraced by cooperatives and private brands, will enable the country to develop a positive image in foreign markets. The objective was to create a proprietary and strong identity to communicate know-how, quality and local lifestyle values.



Best visual identity from the financial services sector



Gold – Unzer and SomeOne

Unzer is one of the fastest-growing and most innovative fintech service providers in Germany, uniting several corporate and product companies from its portfolio to build a fast-growing modular platform. SomeOne helped Unzer name and brand the business to support its introduction to the international market, while remaining proud of its Central European roots.

Its new dynamic identity helps communicate its combined benefits, while solutions tailored for each merchant are represented as an endless flow of payments imbued with its own life and energy. "Love it!" gushed one of the judges, going on to say, "Super-ownable colour and absolutely brilliant execution!" The other judges also had nothing but praise, with one commenting, "Great and innovative design approach for a company from the finance sector, working well across different touchpoints, be it digital or analogue... really good use of idea and consistently executed."



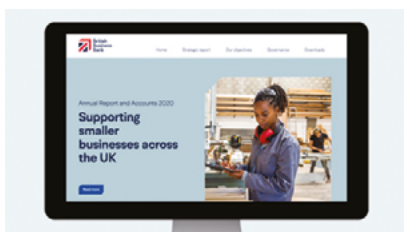
Silver – Lumo and Pixelis

Lumo Investissement is a crowd funding platform for renewable energy projects. When it called on Pixelis, the aim was to make Lumo a reference transaction site. To achieve this, Pixelis redefined its brand platform and proposed a new global identity, bespoke graphic guidelines, a digital platform and an editorial line.



Silver – WyzePay and Dusted.

How do you name, create and activate a FinTech brand that plans to turn the payments industry on its head? That was Dusted's challenge. The naming strategy focused on the business benefits of being 'savvy' with your finances, to get more for your money by paying it in advance. The organising idea was 'Forward thinking'.



Bronze – British Business Bank and Red Stone

The government-owned British Business Bank is dedicated to making finance markets work better for smaller businesses across the UK. Red Stone was tasked with turning a planned SME awareness campaign into an 'SME survival campaign' to promote the bank's services to SMEs, which it implemented across Twitter, Facebook and LinkedIn with videos, static posts and PPC links.

Highly commended – doddl and RichardsDee

Highly commended – GFX Prime and Redhouse

SECTOR

Best visual identity from the FMCG sector

Gold – Bleiker’s Smokehouse and Kiss Branding

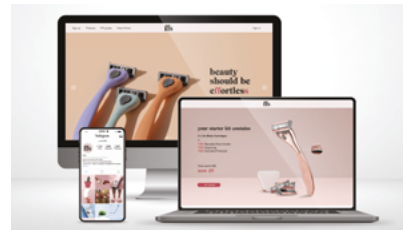
Supermarket salmon is dominated by commoditised own-label products or traditional high-end premium brands, neither of which are inspiring nor spark interest in salmon for a younger foodie generation. Kiss wanted to shift this attitude, inviting this audience in; providing inspirational meal recipes, innovative flavours and reaffirming health claims, while still appealing to the over 45s.

A unique position and brand soul was created, the ‘Home of Smokecraft’, and brought to life with a leap-off-the-shelf visual identity. The focus was taken away from the dark Scottish waters typical of the category and shifted to the fresh and food-loving Yorkshire Smokehouse, where the real smoking transformation takes place. “Standout entry,” said one of the judges. “Understood its need to reinvent itself for to an emerging market. Very well executed design.” Another judge added, “Good clear shelf packaging with a great, well-crafted look.”



Silver – FFS and Free The Birds

For D2C women’s shaving brand FFS, Free The Birds evolved the brand name to unlock visual and verbal twists on the acronym. It used modern-day alternative meanings to resonate with its audience – to include everything from “For fun’s sake,” and “For fabulousness’s sake” to “For fairness sake” and “For future’s sake.”



Bronze – Unilever - Lynx Africa x Marmite and PB Creative

PB developed a bold range aesthetic that reflects the unexpected collision of the iconic Lynx fragrance Africa together with the super polarising taste of Marmite. It retained Lynx’s tone of voice, but with a brand expression that is more literal and edgy than the core range, with intense graphics and bold hits of colour.



Highly commended – Labeyrie and Lonsdale Design

Highly commended – Unilever and PB Creative



transform

YOUNG CONTENDERS

Transform's Young Contenders will recognise those making an outstanding contribution to the industry, identifying the next generation of strategic, creative and innovative brand specialists. The awards will celebrate those who are shaping the branding industry of tomorrow.

transformmagazine.net/awards/transforms-young-contenders



SECTOR

Best visual identity from the food and beverage sector

Gold – Collectiv Food and Red Stone

Red Stone's brief was to develop a new brand to reflect Collectiv Food's start-up status and passion – not only providing great quality food but also championing sustainability, transparency and ethics in the food supply industry. It undertook an audit and research into position, current and future target audiences through a brand workshop with team members to elicit responses about where the brand is now and – where Collectiv Food wanted it to be.

The deep dive discovery and workshop informed the vision, mission and values for the refreshed brand. The result is a bold graphic approach that puts produce front and centre and builds on the principle of transparency. As one of the judges summarised, "A great observation to realign the identity to showcase a more start-up, approachable, human-focused vibe for its market. Simple, uncomplicated and straightforward graphic elements compliment the bold bright colour palette well to represent good honest produce."



Silver – Biff's Kitchen and We Launch

We Launch completely re-imagined what a vegan brand could be. Taking inspiration from 1980s New York and its neon underground, it created an attention-grabbing visual identity, while the visual language is less preachy and aims to appeal to vegans, vegetarians, flexitarians and open-minded meat-eaters alike, via incredible tastes and flavours.



Bronze – Fridays and SomeOne

Launched in 1965 on the corner of New York's 63rd & 1st, Fridays is famous for flamboyant cocktails, delectable dishes and a certain film featuring Tom Cruise. After testing a range of logos from the past, SomeOne discovered the holding shape was in fact the most recognisable part, so it was reintroduced in a bold, simple and sophisticated way.



Highly commended – Rumbustian and PB Creative

Highly commended – Vintner and Saboteur

GREAT BRANDS ARE

FORMED
BY THE
BRAF
DIVV

CREATED BY
REALISED
CREATORS

BUILT ON
EMOTION
BUILT ON

IGNITED BY
STRATEGISTS
UnitedUs

DELIVERED BY
UnitedUs

CRAFTED BY
DESIGNERS
UnitedUs

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SECTOR

Best visual identity from the healthcare and pharmaceuticals sector

Gold – 56 Dean Street (Chelsea & Westminster NHS Foundation Trust) and Anatomy Brands

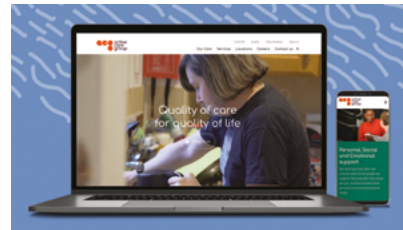
56 Dean Street is a sexual health clinic that is part of the Chelsea and Westminster Hospital NHS Foundation Trust. Having worked in AIDS wards, the clinic's management were inspired to do more for the community.

The work shows differentiation in a space that can often be services-first, with limited consideration to design solutions focused around patient behaviours. The project is really about effective targeting and positioning to inform an identity. And the judges loved this one. "What a challenge to get this super relevant and away from the clinical conversations into part of life," said one. "The creative is liberated and completely on-point. The touchpoints that were implemented were brilliantly thought through and culturally relevant. I particularly loved the emoticons." Another judge added, "A fantastic approach to branding... Really well thought through with some fantastic results. Category winner."



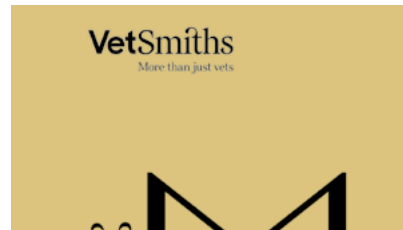
Silver – Active Care Group and RBL Brand Agency

UK complex care provider Active Care Group approached RBL to strategically rebrand the organisation following a period of rapid growth and expansion. The new flexible identity system is modern, human, positive and dynamic, speaking the language of contemporary healthcare brands. It is person-centred, with real stories flowing through every piece of communication.



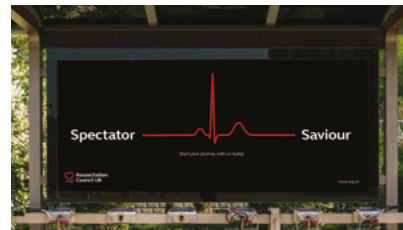
Silver – VetSmiths and Frank, Bright & Abel

VetSmiths is a new veterinary practice in Wimborne, Dorset. It was a new company and Frank, Bright & Abel developed the whole brand from scratch – considering everything from print and digital to the premises. A distinctive visual identity was crucial to convey why people should choose VetSmiths over another practice, combining graphics and photography to convey VetSmiths' personal touch.



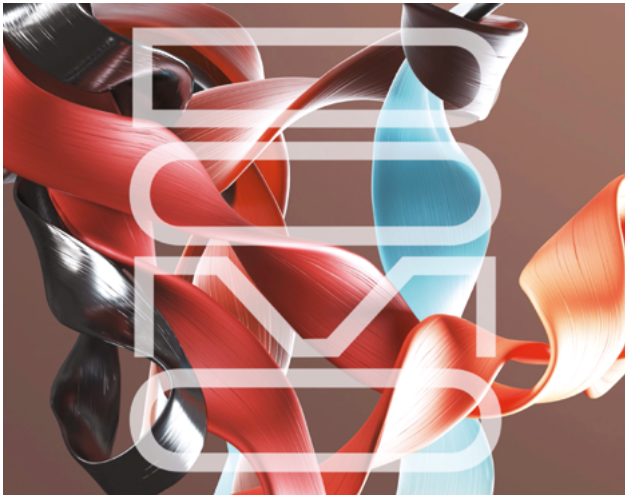
Bronze – Resuscitation Council UK and IE Brand

Resuscitation Council UK had ambitions to become more public-facing, in order to increase awareness of cardiac arrest and improve survival rates outside of hospital, by educating the public on what to do in an emergency. The new visual identity aims to be more approachable and inviting, switching effortlessly between clinician and public-facing.



Highly commended – Lingostiere Clinique Veterinaire and BrandSilver

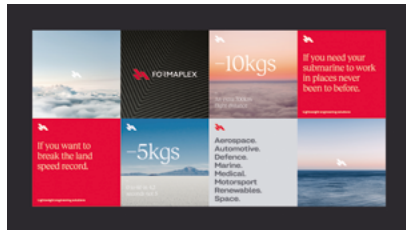
Best visual identity from the industrial and basic materials sector



Gold – Domo and Pixelis

Keenly aware of the need to make practices more responsible, Domo Chemicals is moving from a supplier of standardised plastic products to a developer of customized solutions with neutral environmental impact. Domo asked Pixelis to define a new brand platform that reflects the brand's commitments, and to redesign the brand's visual identity, as well as create the new tag line 'Caring is our formula'.

To achieve this, Pixelis developed a brand identity that expresses Domo's anticipation of the reality of change by designing an organic, fluid, systemic brand. The Domo brand illustrates the company's ambition and resilient path to the future. The visual territory alternates between inspiring aesthetics and concrete solutions. The new corporate brand directly impacts innovation, the product brand, and the Domo employer brand. It has also enabled the firm to form partnerships and earn awards for its forward-thinking solutions and innovations in sustainable plastic.



Silver – Formaplex and Design by Structure

Formaplex creates advanced lightweight engineering solutions, with expertise in providing complex composite and carbon fibre manufacturing for a variety of sectors. The marketing team approached Design by Structure to create both a new positioning and a brand which could shift the perception and open up doors to new sectors and wider markets.

SECTOR

Best visual identity from the lifestyle and wellbeing sector

Gold – Arkeo and The Good Marketing Co

Arkeo's founder came to The Good Marketing Co with quite the problem. She was creating something new – so new in fact, that most potential investors did not get it or, worse, found her app 'too simple' or 'not feature-rich enough', or in one case, 'terrifying.'

The Good Marketing Co got it right away. It's an app to track your mental fitness – not a mindfulness or meditation app nor a performance-based fitness companion, rather a way to track your mood and emotions against your behaviours over time. It offers a way for people to validate and track their ups and downs. The solution was to address misunderstanding and present something new wrapped in familiarity. A discovery session helped uncover the brand's mission, vision, values and tone of voice. The ideology of sports and a bold, impactful, exciting and motivational structure helped define clear visual narrative elements of colour, design and typography.



Silver – Exi and Gather London Ltd

Exi is an award-winning app created by elite sports physiotherapists, targeted primarily at people with chronic conditions. Gather was challenged to create a brand which empowered a wide range of people to take responsibility for their own health, leveraging the tailored experience that the app provides and utilising the technology available.



Best visual identity from the professional services sector



Gold – Eversheds Sutherland and WPA Pinfold

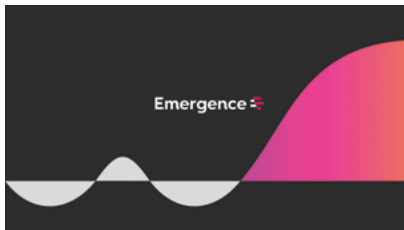
ES / Consulting was an established alternative legal, HR and compliance service provider within global law firm Eversheds Sutherland (ES). To mark the next stage in its evolution, it was to become a standalone business.

The task was to create a new name and identity. It was clear the connection of specialist people and innovative technology in an evolving business world was at the heart of the brand. The result was a name that reflected the transformational service offer and combined a distinctive brand identity with a thought-provoking visual language. “Turning the traditional image of the legal profession on its head!” said one judge. “Very original and imaginative... A standout effort in the sector.” Another added, “At first, the name of the brand felt very obvious and not at all creative. However, the way it has been used is very smart. It was also the best roll-out from digital to physical.”



Silver – Southern Lights and Supple Studio

Southern Lights is an independent IT and tech recruitment specialist. Supple Studio’s new identity reflects Southern Lights’ client base – with a simple digital-savy, tech-focused look. A new CMS and CRM means Southern Lights can upload new jobs more seamlessly and the new sites improved UX has created an uptick in job applications and candidate numbers.



Bronze – Emergence Partners and Clout

Emergence was founded to help business leaders make the right decisions around the use of advanced and digital technologies such as AI. Clout developed a brand strategy built around the core idea of ‘Inspiring profound transformation’. The visual identity reflects this positioning and underscores the sense of progress inherent in the name.

Highly commended – Travers Smith and Living Group

SECTOR

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

Gold – Lendinvest and Design by Structure

LendInvest is a fintech leader operating in the property market and is one of the UK's largest non-bank mortgage lenders. Its mission is to make property finance simple, using technology that underpins everything the business thinks about and does for its clients. Following a rebrand five years ago, it was not successfully communicating its offer or positioning in the property marketplace. LendInvest's brief to Design by Structure was to redefine its brand, engage its three key audiences with clarity on its product offer and move away from a negative perception of peer to peer (P2P) lending.

Structure provided a modern cohesive brand and a toolkit that enables the in-house team to deliver better marketing and creative campaigns. "I love how they took DesignStudio's work to enhance it – it's sophisticated, mastered and crisp," praised one of the judges. Another judge added, "Smart and modular. In line with the times."



Silver – Grant Associates and Supple Studio

Grant Associates is one of the world's most renowned landscape architects. Its new visual identity illustrates the brand's innate ability to reconnect. The concept is centred around a g/a monogram that suggests connection, balance, openness and collaboration. The marque has an architectural feel with organic, quirky edges that reflect the practice's own work.



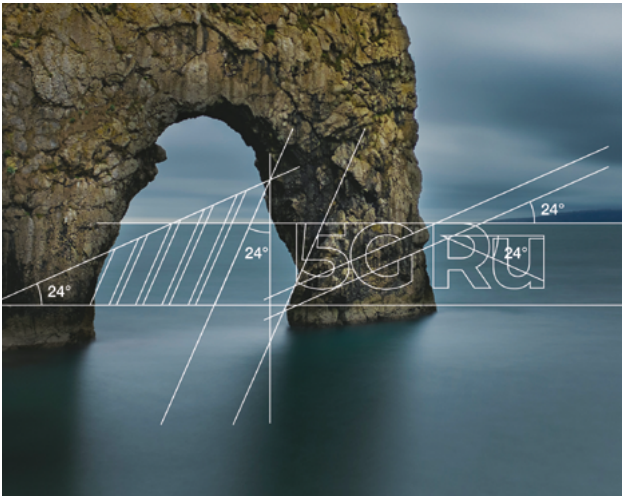
Bronze – Occu and Rowdy Studio

Rowdy was appointed to name, position and brand a new build-to-rent property scheme in Dublin, founded by real estate investment managers SW3 Capital in response to the fast-growing demand for rental homes. Its strategy was to highlight the benefits that everyone can enjoy when living with Occu, coming up with the tagline 'Better renting. That's different.'



Highly commended – Urban & Urban Properties and Rare Breed

Best visual identity from the public sector



Gold – 5G Rural Dorset and Greenwich Design

One of seven initiatives across the UK selected by the government's Department for Digital Culture Media and Sport (DMCS), 5G RuralDorset is a research and development campaign, still ongoing, to find out whether 5G connectivity can be delivered differently, to benefit those who live, work and visit rural locations like Dorset. Greenwich Design's challenge was to create a forward-looking visual identity that reflected technology and innovation, without losing the local relevance. The visual identity would be used across print and online communications, including the 5G RuralDorset website.

The research and development project will run for 18 months, after which the result of the 5G RuralDorset project – whether or not the community recognises the many benefits that 5G can bring – will be decided. So while the outcome will be decided by the community, the objective of the visual identity is simply to present a clear vision of what 5G RuralDorset represents.



Silver – College of Policing and Lloyd Northover

For the rebrand of College of Policing (COP), Lloyd Northover conducted internal and external stakeholder research, reviewed the College's brand architecture, defined its tone of voice principles and, of course, created a new logo and visual language, which were applied to numerous assets.

SECTOR

Best visual identity from the retail sector

Gold – Hendriks / Royal Flora Holland and Synsation Brand Design

The traditional approach to buying flowers in Holland is changing. Websites, apps & subscription offerings are taking over from shops, while more retailers are now buying directly from the flower growers.

Synsation was engaged to carry out the rebrand of 40-year old family-owned business Hendriks. It began with thorough research into the market and competitors, and then the determination of a new brand personality. One of the keys was extending the 'idea' of a traditional flower shop, almost into a homewares store. A new brand mark and visual identity system was created to embody the new positioning, which was then rolled out across a large number of touchpoints, from signage on the front of the stores to vehicle livery, shop layout, internal signage and posters, clothing, website, social media platforms, even down to the wrapping paper and string that was used to package the flowers.

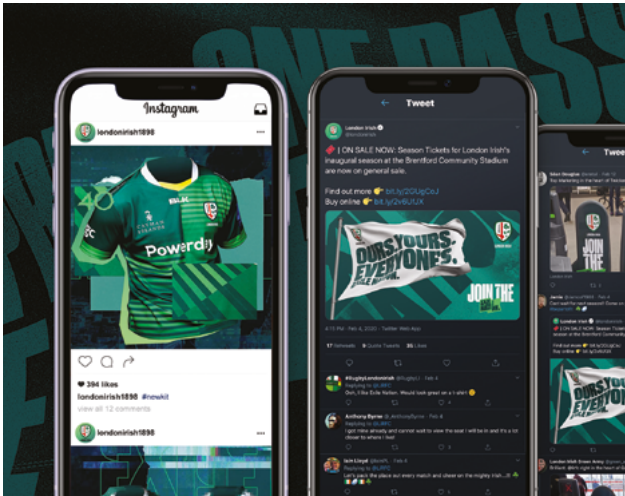


Silver – AO World PLC

AO's well-established lime green aesthetic had been around for more than a decade. The new visual direction was a stark contrast of hot and bright colours, that needed considerable love, care and attention to integrate with its customer journey and take its digital experience to the next level.



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



Gold – London Irish RFC and UnitedUs

In preparation for its move back to Brentford, London, the rugby club London Irish needed a new visual identity that would not only create noise in the capital but connect with its loyal fan base across the nation.

With a flag acting as the symbol of its rallying cry, UnitedUs elevated the feeling of belonging, and provided a banner for fans to fly as they cheered on their club. The new identity spanned everything from London Underground gateways to digital advertising, ensuring there was no denying the ‘Exile Nation’ was back in town. The fans took ownership of the new identity, promoting it across social media wherever they could. One judge summed it up thus, “A huge task to undertake but UnitedUs tackled it head on with an identity that empowered a new following to London Irish – great job, well executed.” Another added, “Simple, powerful, building on an existing language, turned into great, powerful, emotional branded storytelling.”



Silver – Commonwealth Sport and RBL Brand Agency

As the organisation responsible for the Commonwealth Games, the Federation needed a new brand identity system to reflect the essential inclusive and positive spirit of the global movement. Creating a bold new essence, ‘Sport is only the beginning’, helped the Federation refocus on its origins as a progressive leader in sport and social development.



Bronze – Minster Mill / Andrew Brownsword Hotels and Supple Studio

Minster Mill traditional exterior had recently been given a modern Skandi interior design treatment. Supple Studio was tasked with rebranding the hotel to reflect its new look. Picking up on the hotel’s watery location and its setting in 65 acres of natural landscape, it devised a visual language that combines Skandi-inspired bold patterns with classic woodcuts of British wildlife.

Highly commended – Warwick Arts Centre and Undivided with Rudd Studio

SECTOR

Best visual identity from the technology, media and telecommunications sector

Gold – Loom Digital and Supple Studio

'Loom' is the new name that Supple Studio devised for Digirank. It is an ambitious strategic digital marketing agency that specialises in multi-channel solutions; like SEO, PPC, Content, Display, Social and User Experience.

Loom weaves all of its knowledge and skills into robust marketing campaigns, together with a healthy dose of good old-fashioned people skills and friendly service. Supple created an abstract woven marquee that gets across Loom's blending of appropriate tech and clever human minds. And it worked with its friends at Fakery to create weave-like animations and renders that bring the rebrand to life. "Great to see texture in visual identity," praised one judge. "The clear winner for me – strategically things just came together." Another added, "Excellent results as a result of new name and identity. The creative expands superbly across touchpoints including the iconography and the toilets!"



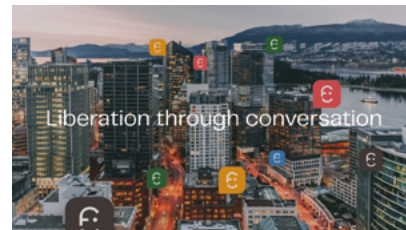
Silver – BT Group and Zag Limited

Zag was hired to create a brand that connected the dots across everything BT did and that created a rupture with BT's past. 'The Portal' and its pink energy influenced a universe of unique BT brand elements from colour to illustration styles, a bespoke font, bulletproof iconography and hyper-real product visuals.



Bronze – Futr and Lantern

Futr manages AI-powered conversations across messaging channels from Facebook to Alexa. A new brand vision – 'to revolutionise how organisations engage with people' – and a new strapline – 'Liberation through conversation' – now reflects Futr's intention to make life easier for everyone through simple and meaningful chat and celebrates the emotional benefits of using Futr's product.



Highly commended – Dianomi and Living Group

Highly commended – Player Research and UnitedUs

Best visual identity from the transport and logistics sector



Gold – InPost Sp. z o.o. and Dragon Rouge Warsaw

The re-launch of InPost, a locally-owned Polish courier delivery services company, began with the introduction of the leading idea, 'Out of the box'. This became a key theme in a campaign that included a makeover of the brand's visual identity, improving the user experience and introducing innovative solutions for the parcel lockers.

The brand's revamped visual identity featured Mat, a new 'brand hero'. The new concept involved Mat across all points of contact with the customer and it was a winning move as this well-liked character is known for bringing smiles to customers' faces. "Fabulous brand refresh which accentuates the InPost brand's original quirky identity which is the brand USP," said one judge. "Great use of emoji type imagery to market the brand to new audiences." Another commented, "It was great to see how engaged the business is... and I love the positioning of 'Out of The Box' which is so simple yet clever."



Silver – Aegean Airlines and PriestmanGoode

PriestmanGoode worked in collaboration with Greek national airline AEGEAN on a comprehensive rebrand. The new brand identity, inspired by Greece's cultural and architectural heritage, gives the airline a contemporary image that elevates the brand and asserts its presence as a key player among other European national airlines.



Bronze – Evari and Greenspace

Greenspace devised the brand strategy and legacy idea that signals British e-mobility brand Evari's commitment to design simplicity, elegance and high-quality engineering. The brand idea is reflected in the minimalist simplicity of the Evari visual identity, which features a bespoke system of well-proportioned letterforms and numerals derived from the Evari brand's word mark.

Highly commended – Vectos and And Then Associates with Holistic

Best overall visual identity



Winner – Collectiv Food and Red Stone

Collectiv Food is a fast-growing next generation food supply business, on a mission to transform how food is accessed and distributed within cities.

The company was established four years ago, and its original visual identity was supplemented with illustrations to depict the journey of produce, from the source to the restaurants, with Collectiv Food firmly placed at the centre. When the organisation was launched this was seen as a useful approach to explaining its offer and also served to differentiate it in a market awash with food photography.

However, Collectiv Food was keen to be seen as a B2B company, appealing to two fundamental audiences – buyers (chefs, restaurant owners, operations managers etc) and suppliers.

Red Stone was called in to help Collectiv Food with the journey. It created a bold graphic approach that put produce front and centre and built on the principle of transparency. The logo marque is derived from an arrow and a bowl, whilst representing growth. The use of a vibrant blue for the primary colour palette marks out the brand against competitors in the food service sector and provides a counterpoint to the natural colours of food photography. The cut-out style shines a spotlight on what makes the industry great – fantastic produce.

The judges loved it and it was a clear winner for this year's Best overall visual identity.

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Grand prix



Winner – Conjura and Clout

Data analytics is the science of helping organisations examine large amounts of data to visualise hidden patterns, correlations and other insights. Companies are now able to analyse their data and use it to make real time decisions, which is practically impossible for more traditional business intelligence solutions.

It's a growth area has doubled in size over the past five years and is forecast to grow to £200bn by the end of 2022. As data use has grown, so has the size of the market, and getting cut-through and attention in any crowded market is never easy.

Conjura appointed Clout who helped them identify an existing lack of focus on their competitive differential - customers and other stakeholder found it hard to see exactly what it was that made Conjura unique. Once Conjura's strengths and uniqueness were identified, Clout created an identity and positioning that were designed to explain simplicity. As a result, the company appeared bigger, more established, and of a higher quality than it did before. Crucially, the new brand offered something different from its competitors, a 'step-change', as they described it.

Clout's work for Conjura was a clear favourite amongst the judges, who awarded it gold in three different categories: 'Best creative strategy', 'Best strategic or creative development of a new brand' and 'Best brand development project to reflect changed mission, values or positioning'. Both strategy and creativity were equally praised. As one judge commented, "This was innovative creative thinking, outside of the box; bold and different."

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