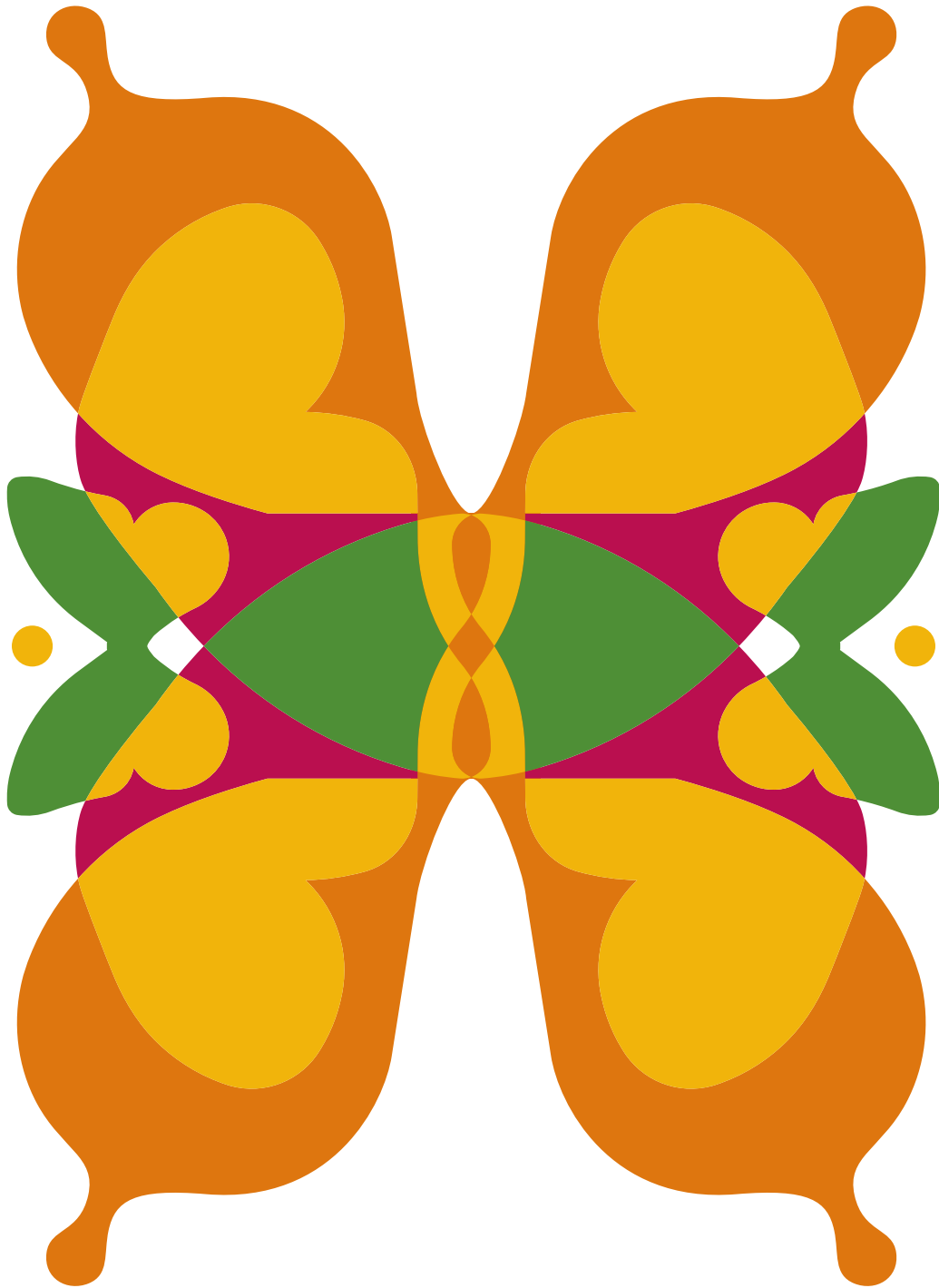


2021

transformawards
nordics



WINNERS BOOK

Stockholms finest.



Everything bold and beautiful stems from the drive to do and be better, and there is so much we want to achieve. We are whole-heartedly committed and curious, about the world and our fellow human beings. We let our ideas run free, with our feet firmly on the ground, secure in our knowledge and our desire to reach new heights.

Tegel & Hatt Design Agency

Welcome



Andrew Thomas

Publisher, Transform magazine

The challenges of the past year have been immense, as companies of all sizes have worked to mitigate the impact of the Covid-19 pandemic. That's why this year's Transform Awards winners are incredibly deserving of their recognition.

They have championed communications, design and strategic brand development in the most difficult of landscapes and they have achieved great things. Our judges were amazed by the work crafted by organisations and their agencies across so many different sectors: from automotive to the arts, financial services to the third sector. They were impressed with the quality of the design work as well as the thoroughness and effectiveness of the strategic processes.

Each and every one of this year's Transform Awards winners is helping to set the standard for excellence in rebranding and brand development. I'm proud to share the winners of the Transform Awards. Congratulations to every winner, your success is well and truly deserved.

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THE JUDGES



Signe Bjarlov
Head of marketing and communications
Muehlan

Signe's work is very much rooted in her anthropological background. She uses her knowledge on culture in her everyday tasks and believes it is fundamental that branding and marketing is rooted in a strong cultural foundation. Signe has worked in the industry sector, where she has built a marketing department from scratch and implemented a new identity in 30 countries, while managing all internal and external communications.



Mathias Brandt Zaric
Head of brand design
IF P&C Insurance

Mathias, head of brand design at IF P&C Insurance (IF), is responsible for managing IF's brand identity as part of their global brand and communication unit. He drives and manages key initiatives across business areas and markets. With 20 years of experience, working with brand development and marketing, he's crafted and evolved his visual, creative and strategic skills. His work has won him various awards, the latest being IF's new visual identity where he's led the development and implementation of the new brand.



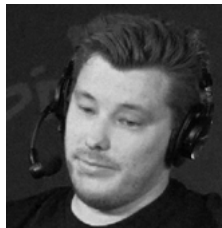
Tobias Grut
Brand manager
Nordic Council of Ministers

Tobias has a background working for several award-winning, strategic design and branding agencies. He has worked with international clients from both public and private sectors, helping them build strong brands. Today Tobias is heading the development and implementation of a joint Nordic place brand initiative, The Nordics, initiated by Nordic Council of Ministers. He is the driving force behind the global talk concept and podcast series, Nordic Talks.



Jutta Kasslin
Head of marketing
Aalto University

Jutta is head of marketing at Aalto University in Finland. After her master's degree she worked in rebranding roles at two listed companies before returning to her alma mater 10 years ago. Jutta is an experienced marketing strategist and a brand-building enthusiast who is heavily customer focused. She takes pride in sharing the exceptional story of Aalto especially to younger audiences in search of their path and future career. Jutta considers the awarded Aalto University Junior branding work as her most treasured accomplishment so far.



Daniel Kauppinen
Brand manager
Fragbite

As brand manager at Fragbite, Daniel's core responsibility is to preserve, evolve and shape one of the most legendary e-sports brands in the Nordic region. Fragbite has always been one of the biggest and most well-known e-sport brands in the Nordics, with a legacy and history dating back to before the concept was even invented. Daniel is also highly involved with the rest of the creative team in Fragbite Creative, conceptualising, producing and distributing award-winning activations for its partners.



Steve Keller
Sonic strategy director
Pandora

Being the sonic strategy director for Pandora, Steve is recognised as one of the world's leading experts in the field of audio branding, blending art and science into award-winning audio strategies for global agencies and brands. With a degree in psychology and over 30 years of experience, Steve's work explores the ways music and sound impact consumer perception and behaviour. His recent experiments have examined the relationship between sound and taste, and the existence of audio archetypes.

THE JUDGES



Joakim Larsson
Head of communications
(Sweden and Finland)
Google

Joakim is head of communications for Sweden and Finland at Google. He has a background in international affairs and media relations, having spent almost a decade at the executive political level of the European Union. Prior to his time in Brussels, he worked in the Swedish Prime Minister's Office and Foreign Ministry, as well as in TV journalism.



Kat Mather
Creative and design manager
PGS

Kat has over 15 years of experience in design and visual communication, both in in-house and agency. After starting her career in Guernsey, Channel Islands, she moved to Norway 12 years ago and is currently the creative and design manager at PGS. Kat's education includes design management with Park, Grow (DogA, Oslo), an MA from Winchester School of Art and a BA in art, design and media from Portsmouth University.



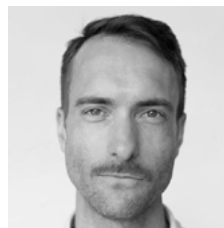
Arun Prabhu
Senior marketing manager
Arla Foods (Denmark)

A multi-award winning innovator, Arun delivers profitable category and brand growth. He has led the development and launch of new products and brands in more than 10 separate markets. Among his innovation successes are Lactofree, Starbucks ready-to-drink iced coffees (across Europe), Arla Baby&Me Organic and The Complete Dairy. In the past as an advertising copywriter and an innovation consultant, Arun has brought fresh perspectives, ideas and results to some of the world's leading products and brands.



Katianna Sjoblom
Senior brand manager
Hasbro

Katianna is an experienced brand marketing and marketing strategy specialist, with years of experience in market strategy building and execution. As senior brand manager of Hasbro Europe, she is responsible for building brand strategies, ensuring marketing communication is market specific and communicating the core essence of brands to consumers. Katianna particularly enjoys stretching her knowledge base and learning new things, in addition to working roles that give her a variety of tasks.



Oscar Svenang
Head of brand and communication
Newsec

Oscar is the head of brand and communication at Newsec, a full-service Northern European property house. Having focused on politics and political communication through academia and several professional years in both Belgium and Sweden, Oscar has spent the past decade developing business through a brand perspective. He thrives where society and business intersect to create mutual benefits. Oscar mixed and matched business and brand strategy work at Telia and a few agencies of record before he joined Newsec in 2021.



Alexander Wodrich
Managing director
why do birds

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

THE WINNERS

CONTENT

Best use of a visual property

Gold – Geely and Ojity

Silver – DNB ASA and Storm121 AS

Bronze – Filmassist AS and Plan A Kommunikasjon

Best brand experience

Gold – Klimatum AB Vattenfall and

Brand Arena Nordic Group AB

Silver – UNICEF and Brand Arena Nordic Group AB

Bronze – TVT Asunnot and Nitro Group

Best use of packaging

Gold – Kiss My and Pearlfisher

Best use of audio brand

Gold – Storytel and Efterklang

Silver – Dansmark Radio and Unmute

Best place or nation brand

Gold – Nordic Council of Ministers and 1508

Silver – YIT Suomi and Berry Creative

STRATEGY

Best creative strategy

Gold – WWF and Storm121 AS

Silver – Nordic Council of Ministers and 1508

Best strategic or creative development of a new brand

Gold – Pohjolan Peruna and Ellun Kanat

Silver – Leipomo Rosten and Mainostoimisto 4D

Bronze – Hemuco Oy and Cloud9 Oy

Best naming strategy

Silver – Filmassist AS and Plan A Kommunikasjon

SECTOR

Best visual identity from the food and beverage sector

Silver – BrewTech AS and Oriented Soft AS

Best visual identity from the healthcare and pharmaceuticals sector

Gold – Pregzo and Tegel & Hatt Design Agency

Best visual identity from the lifestyle and wellness sector

Bronze – ViborgPsykologerne and Facon

Best visual identity from the mining and extractives sector

Gold – Metso Outotec and Dragon Rouge

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

Silver – Geely and Ojity

Best visual identity from the public sector

Gold – Swedish Arts Council and

Tegel & Hatt Design Agency

Best visual identity from the technology, media and telecommunications sector

Gold – Okse and Studio Oker

Best overall visual identity

Swedish Arts Council and Tegel & Hatt Design Agency

Grand prix

Storytel and Efterklang

BANG & Brand Arena Nordic Group

proud to be nominated in Best Brand Experience



Unicef Help Yemen

PR event installation to draw attention to the humanitarian crisis in Yemen, where children suffered due to lack of clean water. BANG created an event installation in a public restroom in Stockholm. By moving a small piece of everyday life that prevails in Yemen to our own everyday life, we were able to get people to stop think and donate.



unicef  för alla barn



Vattenfall OneTonnel Island

OneTonnel Island, a PR event for the launch of the world's most advanced climate calculation app OneTonneFuture.

A fully zero emission event experience in the Stockholm archipelago. Food, transport, exhibitions without any carbon foot-print.

VATTENFALL 

OneTonnel Island®

Brand Arena Nordic Group, the Nordic's leading agency in brand experience. We are experts in experimental marketing by using PR, advertising, content marketing, event, brand experience and digital communication. We create engaging content for digital and physical brand arenas. bangagency.com



CONTENT

Best use of a visual property

Gold – Geely and Ojity

Prompted by the need for a more modern and fit-for-purpose office space, and the desire to promote innovation, Chinese mobility group Geely built an entirely new office campus at Lindholmen, in central Gothenburg, Sweden. Working with Ojity, Geely developed a new visual identity, abandoning the early project name Geely Innovation Centre for a new brand, Uni3 by Geely.

The new brand positioning ‘home for innovators’ was based on the idea that innovation doesn’t happen by chance, because it’s about the people in the buildings, rather than the buildings per se. The visual identity combines the airy and crisp Scandinavian design with the Chinese vibrancy. One judge particularly appreciated the use of different colours, while another was impressed by how the visual identity and creative strategy truly focused on the people. “The identity and the strategy is clear and consistent, giving Uni3 a cool, innovative vibe,” added another judge.



Silver – DNB ASA and Storm121 AS

When Covid-19 hit and choirs were banned, DNB, the largest bank in Norway and the main sponsor for the Sølvguttene choir, launched a personalised film that encompassed the spirit of the choir. The campaign, which attempted to bring back some of normality that Covid-19 took away, provided a record high for digital broadcasts in the bank’s history. One judge said, “Very appealing and heartwarming.”



Bronze – Filmassist AS and Plan A Kommunikasjon

Filmassist wanted to simplify its website to better present the services it offers, while also achieving a more international visual presence. Plan A Kommunikasjon provided the brand with a new custom site, an international name (formerly Filmassistentene) and solid brand images. “Modern and fresh,” one judge said. “Consistent, clear, fresh, aligned, inviting,” another added.



Best brand experience



Gold – Klimatum AB Vattenfall and Brand Arena Nordic Group AB

When Vattenfall launched OneTonneFuture, an app that helps people calculate how much they affect the climate, it knew that to double its users in three months it had to make people understand what climate footprint is. The solution to truly engage the app's audience came from Brand Arena Nordic Group AB, which developed an unprecedented kind of event, in the form of OneTonnensland. The climate-smart island's aim was to allow people to experience climate footprint reduction. The event showed visitors, that living climate-smart doesn't have to compromise quality of life. It's precisely this 'showing-not-telling' aspect of the brand that judges enjoyed the most and which won the team a well-deserved gold. One judge described it as a truly immersive brand experience, while another said, "Love the angle: concretely demonstrating that there is climate friendly tech already and that it's not all about lowering one's daily standards of living."



Silver – UNICEF and Brand Arena Nordic Group AB

UNICEF sought to draw attention to the humanitarian crisis in Yemen. Brand Arena Nordic Group came up with the idea of turning off the water to soil the sink in a public restroom to recreate the situation of Yemeni refugee camps. By doing so, they also urged visitors to donate money. One judge described the campaign as "heartfelt" while another said it had a clear emotional impact.



Bronze – TVT Asunnot and Nitro Group

To show that homes are a central concept for its brand, City housing company, TVT Asunnot, created the 'Ode to Homes' campaign. Developed by Nitro Group, the campaign began with a competition where people could describe what 'home' means to them. The survey responses were then turned into a unified multi-verse story through posters. "Simple, clear, modern and insightful," said one judge.

CONTENT

Best use of packaging

Gold – Kiss My and Pearlfisher

Kiss My, a Belgian premium series of aperitifs, sought to create an identity that would bring every element of the brand's provenance and mission to life in order to establish a distinct space for it on the drink shelf. It aimed to attract today's drinkers with a desire to indulge in natural and sophisticated drinks.

To do so, Pearlfisher developed a 'rebel legacy' brand positioning and design expression that informed every aspect of the new brand. No detail of the brand was left untouched, with the sensorial packaging design bringing to life all of the unique and artisanal elements of the brand's farm-to-table story. The natural ingredients, the landscape and environment of the family farm inspired the brand colour palette and detailed illustrations, which weave and wrap around the tactile bottle.



Best use of audio brand

Gold – Storytel and Efterklang

Audiobook streaming service, Storytel, sought to develop an audio branding universe that would convey the brand and its services whilst also working globally with different cultures and languages. Acoustics and sound design agency, Efterklang, saw the solution to the problem in Storytel's narrating voices. It began creating musical building blocks out of Storytel's collection of audiobook recordings. By layering and processing the voices, Efterklang extracted music, including whistling, friendly choirs and playful melodies. The final sound of Storytel was placed in an audio branding platform, which includes strategic guidelines on how to use the sounds in different contexts, in turn future-proofing Storytel's audio brand. One judge described the audio brand as, "A highly creative and engaging creative effort. Just like Storytel's products, the sound has a story of its own," while another said that the audio brand offers more than a sonic identity, it offers "a sonic story in its own right."

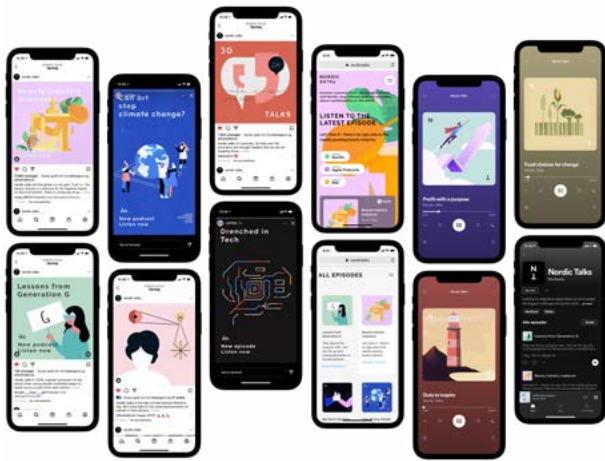


Silver – Danmark Radio and Unmute

As part of a major corporate brand overhaul, Danmarks Radio worked with sound agency, Unmute, to develop a sonic identity that would co-exist with the new visual identity. The final product, a short two-note melodic motif, is a perfect match between the two letter brand name and a harmony typical of many Danish compositions. One judge described the project as having a "professional and good result."



Best place or nation brand



Gold – Nordic Council of Ministers and 1508

Although the Nordic nations are often seen as leading the way in reaching Sustainable Development Goals, they find it hard to carry much influence on the international stage. To generate greater visibility, the Nordic Council of Ministers worked with 1508 to create Nordic Talks. The podcast brings together thinkers and doers from around the world, offering a fresh perspective on how people can act for a more sustainable and socially just future. The podcast is interactive and has a global reach, with downloads in 44 countries at the time of submission.

Judges were particularly impressed by how the place branding strategy included multiple touch-points. One judge said the journey of the brand was executed well through the talk experience, with another one adding, "Interesting and fresh idea to put sound (podcast, talks and interaction) in the focus. It works well and suits the Nordic way."



Silver – YIT Suomi and Berry Creative

When YIT decided to build a housing complex close to Helsinki Airport, it realised the area lacked a brand story. Berry Creative helped develop a solid place branding campaign that, rather than avoiding the presence of the airport, focused on it. Through the strapline 'it's in the air,' Berry Creative designed a playful and vibrant identity to attract new buyers to the area. Many judges appreciated this idea, with one describing the project as a fresh new way to think about construction sites.

STRATEGY

Best creative strategy

Gold – WWF and Storm121 AS

Norway's annual national fundraiser supported WWF's fight against plastic in the oceans. The arrival of Covid-19 was a potential disaster. Lockdown restrictions stopped charity volunteers from calling door-to-door to raise money and WWF realised this would lead to a 40-50% financial loss. To make up for the lost revenue, the collection focused on digital dissemination and engagement. The digital concept, led by Storm 121, featured personalised films where volunteers collected money digitally and received a personal greeting from the Prime Minister. The film had a recruiting effect on those who saw it on Facebook, and the national collection resulted in a total of NOK 239m. For the judges, the winning aspect of the project was the way WWF overcame Covid-19 challenges, thinking outside the box to develop a creative strategy that would match the results achieved in previous years. "This is a great example of technical solutions that society should hold on to after Covid-19," one judge said.



Silver – Nordic Council of Ministers and 1508

To create a solid brand that would unify the Nordic region, the Nordic Council of Ministers turned to 1508 to come up with a creative strategy that was unique enough to stand out. 1508 developed a podcast 'Nordic Talks,' which amplified the positive values people have about the Nordics, while creating dialogues based on the region's values of openness, trust and compassion. One judge described the strategy as simple yet genius and powerful, while another said the project was "strategically innovative."



Ojity

We inspire and build innovative businesses, strong brands and sustainable change.

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Ellun Kanat is a visionary change agency that helps organizations navigate their ways through turbulence and instability, helping them at finding opportunities.

***Word the change,
change the world***

For us, communications is the world's most powerful tool for change.

ELLUN  KANAT

The best known communications agency in Finland*

*Taloustutkimus
market research, 2021

ellunkanat.fi

STRATEGY

Best strategic or creative development of a new brand

Gold – Pohjolan Peruna and Ellun Kanat

Pohjolan Peruna first launched its frozen potato product, an alternative to noodles and rice, under the brand 'Mummon.' However, it quickly realised the product wasn't selling as the consumers were not told the entire brand story. To attract consumers, Pohjolan Peruna partnered with Ellun Kanat to launch a new brand with the same concept, Rooty-The Kind Side. The new brand is built on an innovative narrative: to provide conscious consumers the freedom to focus on environmentally friendly, locally produced quality food, while giving them the sensation they're saving the world.

The results of the new brand were immediate, with consumer surveys showing that Rooty reached all the objectives established only a month into the launch. One judge said the creative development was a "fresh take on a stale category." Another said, "A great example of repackaging with good thoughts behind it. The execution was done with the potential buyers in mind all the way from name, colour and package."



Silver – Leipomo Rosten and Mainostoimisto 4D

Rostis by Rosten was created by Leipomo Rosten to challenge Finnish in-store bakery favourites with a first-of-a-kind bakery delicacy. To launch the new product, Leipomo turned to Mainostoimisto Neljä Ulottuvuutta, which designed a brand with strong nostalgia and appreciation of Finnish roots. One judge said, "The branding is very genuine and just how I think back on my childhood with my grandparents."



Bronze – Hemuco Oy and Cloud9 Oy

Business development consultancy Hemuco worked with Cloud9 to develop a visual identity that would stand out amongst competitors. The result, an identity centered around a modern colourful script-type logo, ticks all the boxes and allows for the brand to pop out and be remembered. "Good strategy to steer out of the ordinary and to visually communicate a business consultancy," one judge said.



Best naming strategy



Silver – Filmassist AS and Plan A Kommunikasjon

Filmassistentene delivers professional production assistants for the Norwegian movie and TV industry. It needed to transform its brand but resisted pressure to change its name. However, working with Plan A Kommunikasjon, it realised that the proposed new name, Filmassist, would expand the brand's scope. The new naming strategy speaks to a more international audience, while also conveying a broader set of services and equipment. The judges appreciated the shortening of the name, emphasising how the brand can now really appeal to an English-speaking audience.

SECTOR

Best visual identity from the food and beverage sector

Silver – BrewTech AS and Oriented Soft AS

With more than 20 years of experience in brewing, BrewTech turned to Soft to develop a new user experience. Soft created an innovative design for the brewing system with an intuitive app that controls the whole brewing process and makes it as simple as possible. By using cutting-edge technology expertise and a customer experience-centered approach in UI, Soft created a human-focused enterprise software. One judge appreciated the customer-centric approach, describing the project as “fresh” and having “thorough analysis.”



Best visual identity from the healthcare and pharmaceuticals sector

Gold – Pregzo and Tegel & Hatt Design Agency

Pregzo provides non-invasive prenatal testing (NIPT). It appointed Hatta Design to create a visual identity that is personal and close to the heart, removing it from the sterile and cold environment of laboratories. NIPT is a complex topic and, for some, throws up ethical questions. Hatta helped by creating a friendly and confident graphic-based approach. This includes a warm colour palette, Sans Serif typography and customised illustrations. The result is a welcoming visual identity that openly talks to people going through stressful times, standing out in a sector which is often corporate and clinical.

“Simultaneously lively and sympathetic colour palette. Looks easy and appealing in what is a difficult and challenging time of life,” one judge said. “I like how they are breaking free from the regular super boring branding of medicinal products,” another adds.



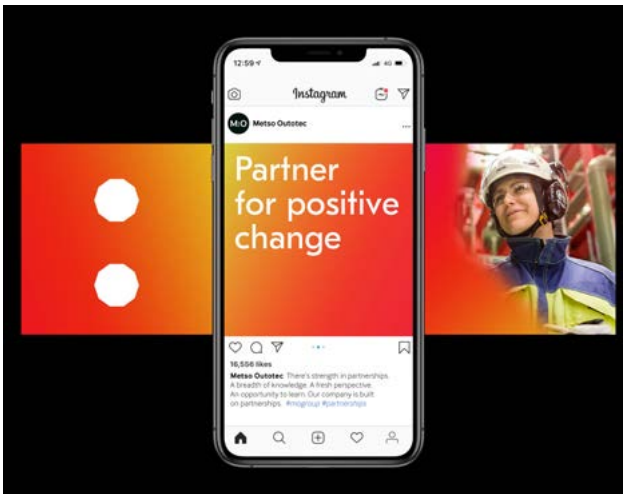
Best visual identity from the lifestyle and wellness sector



Bronze – ViborPsykologerne and Facon

ViborPsykologerne, a psychology clinic, needed a new brand strategy. Facon designed a simple yet compelling logo, a one-line drawing where heart and brain are connected through soft forms. The logo encompasses the wider aim of ViborPsykologerne, of improving the client's wellbeing, both in terms of self-esteem and self-worth. One judge said the project took client's views "well into account" creating a "very simple but inviting look and feel."

Best visual identity from the mining and extractives sector



Gold – Metso Outotec and Dragon Rouge

In July of last year, Metso and Outotec merged. The two organisations had 150 years of experience in mining, metals and recycling. The new mining giant turned to Dragon Rouge to create a brand identity that would combine the heritage of both brands. The result is an identity driven by the core idea of 'Partner for positive change.' The strapline represents the breadth of the offer: a brand that focuses on the changes that customers and the planet need. All the visual identity elements point to the duality of the brand and the importance of both businesses coming together. The new logo creates a visual harmony between the names and a sense of parity between the two respective business.

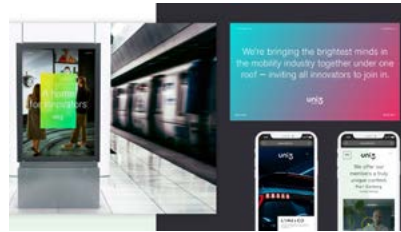
One judge described the new identity as a "fresh look in a usually dirty business," while another said the work had "great creative and strategic depth down to the details."

SECTOR

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

Silver – Geely and Ojity

Uni3 by Geely, an open campus located in central Gothenburg, worked with Ojity to create a bold and vibrant visual identity. The visual identity is inspired by the five Chinese elements where earth, fire, wood, water and metal have their own colours. Each building on campus has a different colour, symbolising the campus' openness and unity. The judges appreciated the colourful and bold identity, with one describing it as a "strong identity and good standout," while another said it accomplished "combining heritage from the East and the West."



Best visual identity from the public sector

Gold – Swedish Arts Council and Tegel & Hatt Design Agency

Faced with declining credibility from the arts and cultural community, the Swedish Arts Council knew a brand transformation was necessary. It commissioned Tegel & Hatt to develop a new visual identity to help shift public perception away from that of a faceless bureaucratic public sector institution, to that of an accessible arts and cultural organisation.

To make the brand standout, Tegel & Hatt Design overhauled the identity: it went from black and white to colour, from stiffness to playfulness, all without losing the brand's authority. "Bold change, a much more engaging brand and in line with what a cultural institution should be offering - engagement with the public, life and energy," one judged said. "It's bold and fitting for a truly modern entity involved in art," another added.



Best visual identity from the technology, media and telecommunications sector



Gold – Okse and Studio Oker

Okse, a Norwegian user experience agency, tasked Studio Oker to develop a visual identity that would better reflect the agency's personality. The new visual identity pays tribute to the Norwegian lowland area of Jæren, one of the most important agricultural areas of Norway, which is known for its rough climate and its hard working farmers. Both the oxen and the farmers are dependent on good soil to have a good life. Okse uses this as a metaphor to describe the company's personality and culture. To incorporate Jæren, Studio Oker turned to illustrator and designer Jay Cover, who created illustrations set in the rural landscape of the town.

The new logo combines three elements: O for Okse, the horns of the bull and a parentheses. The latter represent the agency's understanding of the languages used by developers, which is key part of creating good UX. One judge described the entry as "fun, engaging and visually relevant." One said, "Made me smile, in a good way. They have achieved the full brand experience in simplicity."

Best overall visual identity



Winner – Swedish Arts Council and Tegel & Hatt Design Agency

Until 2019, the Swedish Arts Council's was seen as one of many government authorities. It was visually anonymous and considered shut to the public. However with a new director of communication in place, came the idea of creating a fresh visual identity that was closer to the arts and cultural expressions rather than bureaucracy and politics. The challenge for Tegel & Hatt Design Agency was to create something visually new and contradictory to the old visual profile, while retaining the old logo and font.

Tegel & Hatt went above and beyond to make sure the new brand identity was done right, starting with including SAC members from the very beginning. The project was an entirely cooperative feat. The agency worked closely with key SAC personnel, in order to ensure that the ideas they had could actually be implemented. Once the main elements were accepted, Tegel & Hatt arranged a workshop with the entire communication department, to run through the new brand strategy. The new colour palette of hot pinks, electric greens, and bright yellows adds energy and playfulness to the overall identity. The new identity gives the Council an edge, a self-confidence and poise that reminds people that the Council is the representative of art in Sweden.

Judges were pleasantly surprised and particularly impressed by the new bold and colourful visual identity, which is unexpected from a public sector brand, yet fits perfectly with its mission and artistic vibe. One judge said, "Love that they could do this with a public sector actor" while another added, "I liked the inverted photography, very well executed in terms of colour choices." "Bold change, a much more engaging brand and in line with what a culture department should be offering. Great engagement with the public, life and energy and strong multi-channel branding," one judge said. This creativity, vibrancy and energy make the Swedish Arts Council and Tegel & Hatt Design Agency the worthy recipients of this year's 'Best overall visual identity' award.

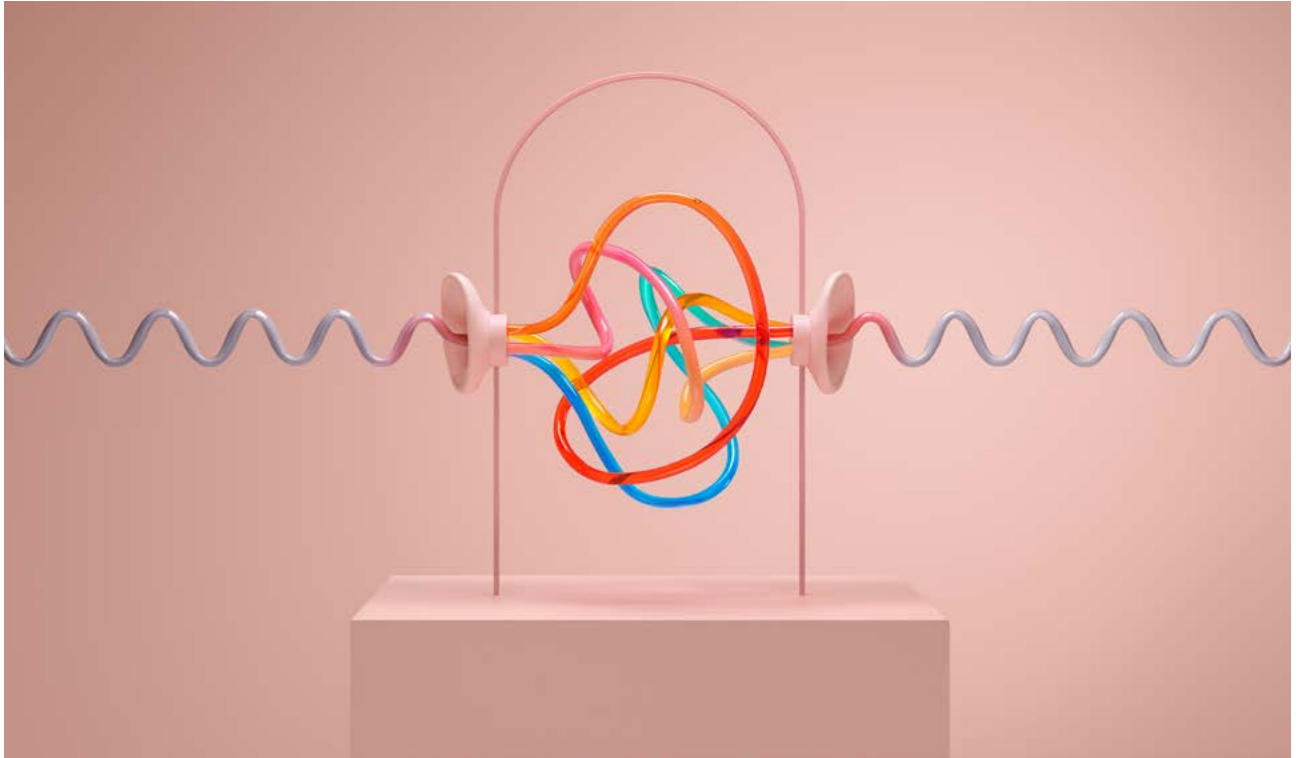
The global publication for brand development and rebranding



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email Elettra at elettra.scrivo@cravenhillpublishing.com

www.transformmagazine.net

Grand prix



Winner – Storytel and Efterklang

Storytel, is one of the world's leading audiobook streaming services, with over 1.1m paying subscribers globally. Storytel turned to sound design and audio branding agency, Efterklang, to develop an audio branding universe that would convey the brand and its services and also work globally with different cultures and languages. To do so, Efterklang went back to the core of the brand, the stories. As Efterklang began listening to the stories in Storytel's audiobook library, it heard more than voices; it heard music. Efterklang 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 innovative audio universe purely based on Storytel's recorded narrator voices.

Using only non-musical voice recordings required Efterklang to use all of its creativity, musicality, technical skill and experience. By layering and processing the voices in different ways it created synthetic musical instruments. By stretching, tuning and filtering them it created warm synth pads and whistling. By granularising the voices it developed friendly, beautiful choirs and by layering the different stories together, it created "dooh-like" choirs that could play playful melodies. These melodies not only connected listeners all over the world but also engaged Storytel's staff, making them feel they are a part of the audio brand.

Efterklang created a unique, innovative, flexible, and universal audio brand. The judges were blown away. "A highly creative and engaging creative effort. Just like Storytel's products, the sound has a story of its own" said one. Another added, "More than a sonic identity, it offers a sonic story in its own right. It's innovative both in the use of sonic semiotics and the development of proprietary synthesiser patches." The praise kept piling up: "Highly creative effort," "Engaging," "Excellent work," "Memorable," "Compelling." It was a clear Transform Awards winner and the definitive choice for this year's 'Grand prix' award.

2022

transform awards europe

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