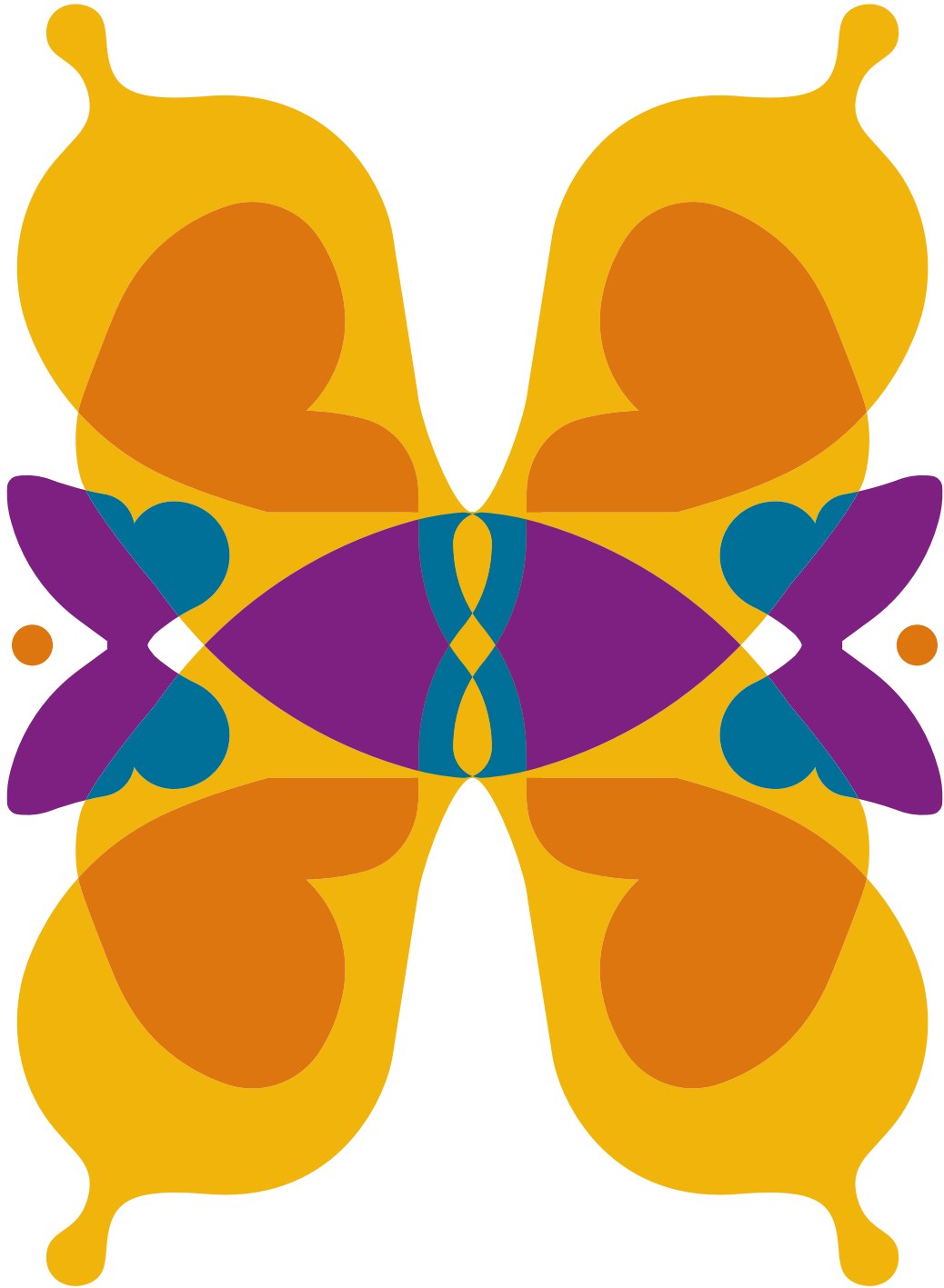


2021

transform awards  
asia



**WINNERS BOOK**

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# 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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# JUDGES



**Sally Anderson**  
**Group creative director**  
**MetaDesign China**

Sally is the group creative director of MetaDesign China, specialising in corporate brand design. She focuses on building brands and their identities for both international and local businesses. For the past eight years she's been based in Beijing, working with some of the largest brands in China, such as Taobao, Didi Chuxing and Volkswagen China. Prior to Beijing, she led the brand transformation of the multi award-winning Air Pacific to Fiji Airways.



**Michaël Boumendil**  
**President and CCO**  
**Sixième Son**

Michael is a musician, composer and branding specialist. He pioneered the concept of sonic branding in the mid-1990s and founded Sixième Son, the first agency dedicated to sonic branding strategies and design. With a portfolio of more than 400 brands from all countries and categories, Sixième Son has been working for brands like Samsung, Coca-Cola, Renault, and more recently Etihad, Petronas, FC Barcelona, USAA, Shure and Royal Bank of Canada.



**Pierre Carnet**  
**Creative development manager**  
**EMEA/APAC**  
**MassiveMusic**

Pierre developed an appetite for discovery and creativity without borders from a young age. After a period as a music producer within Parisian agency FF Creative Community, he started working as a freelance music supervisor for luxury and fashion brands including Chanel, Cartier, YSL, and Remy Martin. Pierre joined the MassiveMusic family in 2020, and now focuses on developing direct-to-brand music solutions across EMEA and APAC, going beyond the advertising campaign to communicate through sound on a holistic level.



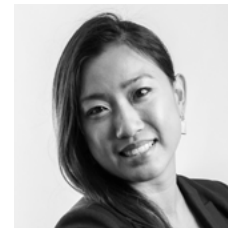
**Tom Child**  
**Group leader of global brand strategy**  
**Hyundai Motor Company**

Thomas is the group leader of global brand strategy at Hyundai Motor Company, where he focuses on brand building and creativity across the automotive and future mobility sectors. Starting off his career in London, he has worked across every continent, establishing himself as a leading strategist both on agency and client sides. Thomas has also worked for the likes of Mondelez, Disney, GSK, P&G, Unilever and Diageo, across diverse categories such as automotive, finance, healthcare, FMCG, alcohol, aviation and entertainment.



**Julie Chiu**  
**Executive director, marketing and**  
**marketing communications**  
**DBS**

Julie is a veteran in business strategy and marketing with over 25 years of experience in local and regional roles across different industries. In addition to her current role, she has been an adjunct lecturer, a frequent guest speaker, and panellist for industry conferences who enjoys experience sharing and coaching.



**Vickie Chiu**  
**Brand director, Asia Pacific**  
**JLL**

Vickie is the brand director for Asia Pacific at JLL where she led the strategy for JLL's multi award-winning brand campaign, Stories of Ambition. Overseeing 14 markets, she's the region's authority on brand excellence, creative copy and the consultant on all regional agency briefs. With over 12 years of experience in brand, marketing and communications, she has worked in the education, architecture and construction sectors. Prior to joining JLL in Singapore in 2016, she was head of marketing at ISG in London.



**Samya Deb**

**Brand creative consultant (former regional creative director)**

**Airbnb**

Samya has played a leadership role for over a decade at branding studios for strategic thinking and creative excellence. In 2015, Airbnb hired Samya to establish the first ever in-house creative studio outside their San Francisco headquarters. Along with assembling a hugely talented Asia Pacific team, he was able to instill a makers' culture, and ensure that diversity and inclusion were the rule rather than the exception.



**Victor Fontan**

**Global brand creative manager**

**Agoda**

Victor started his career in Spain on advertising and PR agencies working with Fujitsu and MSD, soon enough he understood that advertising was the moving force to develop his career. Later, he moved to Vietnam where he contributed to growing numerous start-ups and specialised in the digital marketing and creative space through working with international leading companies such as KFC, Viber, LG and Skyscanner.



**Takayuki Hattori**

**Creative agency partner/manager**

**Facebook**

Takayuki has over 20 years of experience in brand management across the creative spectrum, both offline and online. As senior creative director of Saatchi and Saatchi, he led the digital shift initiatives for different corporate brands. He was one of the first to realise the importance of integrating digital and creative in corporate brand strategy. He is now a manager at Facebook where he enhances the agency's leverage digital initiatives for their clients' brand strategies.



**Shu Huang**

**Director, brand lead**

**WeChat**

Shu joined Tencent in 2009. With more than 10 years of experience in branding and marketing on Internet platforms, she participated in various stages of the development of WeChat, the largest standalone mobile app in China. Shu is experienced in both consumer and B2B marketing and has led her team to build successful strategies that bring impactful changes to the Chinese market.

# JUDGES



**Steve Keller**  
**Sonic strategy director**  
**Studio Resonate**

Steve is the sonic strategy director for Studio Resonate, XM Media's in-house, audio-first creative consultancy, offering support to brands that advertise on the Pandora, SiriusXM, Stitcher, and Soundcloud platforms. He is recognised as one of the world's leading authorities in the field of audio branding, blending art and science into award-winning audio strategies and creative content for a variety of global agencies and brands. With a degree in psychology, Steve's work explores the ways music and sound impact consumer perception and behaviour.



**Scott Lambert**  
**Creative director**  
**Superunion**

For over 20 years Scott has applied his touch to some of the world's most famous names, national favourites, and boutique brands in the UK, the Middle East, and across Asia. He is the father of multiple awards, a typography book, and three patient daughters. What Scott learns from the wins, the losses, and the colours in-between are often shared when he speaks and writes about creativity, and participates in design education.



**Ray Lan**  
**Managing creative director**  
**Superunion**

As the head of creative at Superunion China, Ray manages the agency's creative outputs, covering three offices: Shanghai, Beijing and Shenzhen. Ray's ability to connect design with creative strategy has been built on a profound understanding of the market, client business and trends. He has 20 years of experience in the creative and design industry, working with renowned clients including Tencent, Huawei, Xiaomi, Cofco and many other leading brands. Before joining Superunion, Ray was the founder and head of a boutique design studio for nine years in Shanghai.



**Samit Malkani**  
**Head of brand marketing, SEA & India**  
**Google**

Samit operates at the intersection of brands, technology and the zeitgeist. He began his career writing television commercials and print ads, before shifting to digital to create brand engagement campaigns. One of India's early digital creative pioneers, Samit then moved client-side to build his favourite brand from the inside-out.



**Youngha Park**  
**Creative director**  
**Starbucks Korea**

Before reaching his current position as Creative Director for Starbucks Korea, where he oversees design, Youngha worked at ZONA Design & Karim Rashid Studio (NYC), Interbrand Korea, and SPC Group (Seoul). At these agencies he worked for a diverse range of clients and projects from broadcasting, product design, branding, and F&B sector. Youngha taught branding at Kookmin University (Seoul), and visual methodology at Ewha Womans University (Seoul). He was also a judge at the Young Guns International Award 18.



**Randy Raharja**  
**Brand creative lead (Manager)**  
**Shopee**

Randy graduated in 2010, cluelessly working as a motion designer in Malaysia. He returned to Indonesia in 2011, taking advantage of the opportunities at the early stage of the tech boom and quickly falling in love with tech. He freelanced for Iris Jakarta and helped them win a Grand prix award at Citra Pariwara 2013. He then ventured to Bangkok and Singapore with Lowe, Saatchi and Publicis, before joining Shopee Indonesia in 2018. There he worked on building the in-house creative team.



# JUDGES



**Michael Tam**  
**Global design director**  
**IBM iX**

Michael is the global design director at IBM iX, the experience design consulting arm of IBM. Michael designs smarter businesses through progressive strategy, enterprise experience, and transformational technology. He believes that a human-centric approach is key to impactful business results. An enterprise design thinking leader, Michael lives every day as a prototype. Michael has over ten years of experience creating brand strategies and consumer experiences for brands in the automotive, CPG, financial services, retail, and travel industries.



**Andy Victor**  
**Former creative director**  
**Lazada Group**

Andy is a hybrid creative director and a certified professional coach. He has decades of experience in both branding and creative communication within the advertising and tech industries. Previous stints include managing Lazada's brand throughout six regions in SEA, and Tokopedia's creative team of 127 employees.



**Edith Wong**  
**Chief marketing officer**  
**Invest Hong Kong**

Edith is the CMO at Invest Hong Kong, a government department tasked to attract foreign direct investment into the city. Her division oversees marketing and communications, digital strategy and social media, events, public relations, and market intelligence. Her teams work closely with 32 offices in key markets worldwide to reach out to potential investors and to strengthen and promote Hong Kong's status as Asia's premier business location.

# WINNERS

## CONTENT

### Best use of visual property

#### Gold – MyRepublic and Superunion

Silver – Jing-A and MetaDesign China Limited

Bronze – Casarte and Siegel+Gale

Bronze – Maxis and Shift.

Highly commended – Chicface and Hauns branding design & strategy Ltd.

Highly commended – Empower and Hauns branding design & strategy Ltd.

### Best brand architecture solution

#### Gold – Maxis and Shift.

Silver – Long Rui Technology and Hauns branding design & strategy Ltd.

### Best use of copy style or tone of voice

#### Gold – Good Vibes and 1HQ Brand Agency Singapore

Silver – MyRepublic and Superunion

### Best brand experience

#### Gold – Lijiang Hefu Hotel Co., Ltd (Indigo Lijiang) and VOQUIS Branding & Design

Silver – Vietnam Maritime Commercial Joint Stock Bank (MSB) and Landor & Fitch

Bronze – PepsiCo Design & Innovation – Lay's

Bronze – TYM and MBLM

Highly commended – Budweiser and The Orangeblowfish

Highly commended – Longfor Group Holdings Ltd. Husu Company (Indigo Suzhou) and VOQUIS Branding & Design

### Best use of packaging

#### Gold – A.P.WORKS and ADBRAIN inc.

#### Gold – Jing-A and MetaDesign China Limited

Silver – PepsiCo Design & Innovation – People's Daily News Media

Bronze – PepsiCo Design & Innovation – Sunbites

Bronze – Wild Honey and Shift.

Highly commended – DOMO CAKE and LITETE

BRAND DESIGN

Highly commended – Kraft Heinz China and Design Bridge

### Best use of audio branding

#### Gold – Syngenta Group / Syngenta Group China and why do birds

### Best use of typography

#### Gold – Standard Chartered and Lippincott

#### Gold – Xintiandi 新天地 and JWDC.

Silver – Good Vibes and 1HQ Brand Agency Singapore

Bronze – World Table Tennis (WTT) and Superunion

Highly commended – Maxis and Shift.

Highly commended – The Sailors Home and Mission to Seafarers and Sedgwick Richardson

### Best place or nation brand

#### Gold – Keppel Land and Sedgwick Richardson

Silver – Love Andaman and Simplisis

## PROCESS

### Best external stakeholder relations during a brand development project

Silver – Truliva and Ylab

### Best internal communications during a brand development project

Gold – Julie's and Superunion

### Best implementation of a brand development project

Gold – World Table Tennis (WTT) and Superunion

Silver – British Chamber of Commerce Shanghai

上海英国商会 and JWDC.

Bronze – Citi and Shift.

### Best localisation of an international brand

#### Gold – Moschino and Branding Records

Silver – DiscoveryPlus and Superunion

Bronze – Ferrero China and ShinyBay Design

Highly commended – Wise and Eat Creative

## STRATEGY

### Best creative strategy

#### Gold – Hotel Gahn and Simplisis

#### Gold – Xintiandi 新天地 and JWDC.

Silver – Julie's and Superunion

Bronze – Citi and Shift.

Bronze – Microengine and Hauns branding design and strategy Ltd.

Highly commended – British Chamber of Commerce Shanghai 上海英国商会 and JWDC.

Highly commended – Jinjiang Hotels and Labbrand

### Best brand evolution

#### Gold – Standard Chartered and Lippincott

Silver – Jing-A and MetaDesign China Limited

Bronze – British Chamber of Commerce Shanghai

上海英国商会 and JWDC.

Bronze – Maxis and Shift.

Highly commended – alfred24 and Branding Records

Highly commended – EZ-Link and Superunion

### Best strategic or creative development of a new brand

#### Gold – Ringan and Superunion

Silver – Josun Hotels & Resorts and Prophet

Silver – Xintiandi 新天地 and JWDC.

Bronze – OMNO and Shift.

Bronze – Shanghai Yuyuan Tourist Mart (Group) Co.,Ltd.

and Science & Empathy Consulting

Highly commended – blüüm and Branding Records

Highly commended – Messi Jeans and Brand Intheblack



## **Best development of a new brand within an existing brand portfolio**

**Gold – Agoda Company Pte. Ltd.**

**Gold – DiscoveryPlus and Superunion**

Silver – Josun Hotels & Resorts and Prophet

Bronze – Bayer Bellerain and Ylab

## **Best naming strategy**

**Gold – Love Andaman and Simplisis**

Silver – OMNO and Shift.

Bronze – Beyond Meat and The Silk Initiative

Bronze – Ringan and Superunion

Highly commended – beflo and Prophet

Highly commended – Geometry Healthtech and BRU: D

Highly commended – Graphcore and Labbrand

## **TYPE**

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

**Gold – Angia Group and Bratus Agency**

Silver – British Chamber of Commerce Shanghai  
上海英国商会 and JWDK.

Silver – Vantage FX and Prophet

Bronze – Citi and Shift.

Highly commended – Jinjiang Hotels and Labbrand

Highly commended – Vietnam Maritime Commercial  
Joint Stock Bank (MSB) and Landor & Fitch

### **Best brand consolidation**

**Gold – Maxis and Shift.**

### **Best rebrand of a digital property**

**Gold – UOB Asset Management and Shift.**

Silver – Typhoon Wealth and Sedgwick Richardson

Bronze – Guangdong Shenling Environmental Systems  
and Sedgwick Richardson

Bronze – Microengine and Hauns branding design  
and strategy ltd.

Highly commended – TYM and MBLM

## **SECTOR**

### **Best visual identity by a charity, NGO or NFP**

**Gold – British Chamber of Commerce Shanghai  
上海英国商会 and JWDK.**

Silver – NUS Giving and Superunion

Bronze – The Sailors Home and Mission to Seafarers  
and Sedgwick Richardson

### **Best visual identity from the energy and utilities sector**

**Gold – Shenergy and Siegel+Gale**

### **Best visual identity from the engineering and manufacturing sector**

**Gold – RAYTOOLS and Hauns branding design and  
strategy ltd.**

Silver – Guangdong Shenling Environmental Systems  
and Sedgwick Richardson

### **Best visual identity from the financial services sector**

**Gold – Standard Chartered and Lippincott**

Silver – Ringan and Superunion

Bronze – Typhoon Wealth and Sedgwick Richardson

Bronze – Vietnam Maritime Commercial Joint Stock Bank

(MSB) and Landor & Fitch

Highly commended – Citi and Shift.

Highly commended – Vantage FX and Prophet

### **Best visual identity from the FMCG sector**

**Gold – Julie's and Superunion**

### **Best visual identity from the food and beverage sector**

**Gold – Jing-A and MetaDesign China Limited**

Silver – Heineken Asia Pacific - Tiger and Elmwood Design

Bronze – Wild Honey and Shift.

Highly commended – Ring Road Bakery and Shift.

### **Best visual identity from the healthcare and pharmaceuticals sector**

**Gold – Geometry Healthtech and BRU: D**

Silver – LifeStyles and Shift.

Bronze – Alibaba - AliHealth and Siegel+Gale

Highly commended – Tang Shan Central Hospital  
and Siegel+Gale

### **Best visual identity from the lifestyle and wellness sector**

**Gold – Good Vibes and 1HQ Brand Agency Singapore**

Silver – OMNO and Shift.

Bronze – Casarte and Siegel+Gale

Highly commended – Chicface and Hauns branding design  
and strategy ltd.

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

**Gold – Hopson Commercial 合生商业 and JWDK.**

Silver – Trung Thuy and Sedgwick Richardson

Bronze – Angia Group and Bratus Agency

Bronze – Keppel Land and Sedgwick Richardson

Highly commended – Hang Lung Properties and

Landor & Fitch

Highly commended – Pacific Care Home and Pinbrand

# WINNERS

## **Best visual identity from the public sector**

**Gold – Shanghai Lujiazui Development Group and Landor & Fitch**

Silver – EZ-Link and Superunion

## **Best visual identity from the retail sector**

**Gold – FIL Gallery and BY-ENJOY Design**

Silver – China Gold and GloryBrand

Silver – Messi Jeans and Brand Intheblack

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

**Gold – Hotel Gahn and Simplisis**

Silver – Josun Hotels & Resorts and Prophet

Silver – World Table Tennis (WTT) and Superunion

Bronze – Jin Jiang Global Innovation Center and Dragon

Rouge Branding (Shanghai) Co., Ltd.

Bronze – Maiton Private Island and Simplisis

## **Best visual identity from the technology, media and telecommunications sector**

**Gold – MyRepublic and Superunion**

Silver – Maxis and Shift.

Bronze – Long Rui Technology and Hauns branding design & strategy ltd.

Highly commended – Microengine and Hauns branding design & strategy ltd.

Highly commended – Telkomsel and SomeOne in London

## **Best visual identity from the transport and logistics sector**

Silver – Changan and Siegel+Gale

## **Best overall visual identity**

**Winner – Jing-A and MetaDesign China Limited**

## **Grand prix**

**Winner – Standard Chartered and Lippincott**

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# CONTENT

## Best use of visual property

### Gold – MyRepublic and Superunion

To launch its small brand into a different stratosphere, MyRepublic worked with Superunion on a rocket-fuelled visual identity that judges called 'a clear winner.' The existing rocket ship logo was a launchpad for an entire galaxy of quirky scenarios that customers can understand quickly and identify with.

Using approachable, smart copy to support it, the rocket ship motif helped differentiate the brand and convey a sense of simplicity previously absent. One judge said, "It's clean, minimal and simple, mixing real-life items with illustrations to add depth and relatability." Another added, "Consistent. Refreshing. Engaging. A clear winner."



### Silver – Jing-A and MetaDesign China Limited

Jing-A's unique visual strategy, developed by MetaDesign China, combined traditional art with modern sensibility. The result is compelling, eye-catching and adaptable across multiple assets. One judge called it, "Visually appealing and distinctive; the reflection of a cool culture."



### Bronze – Casarte and Siegel+Gale

Home appliance brand Casarte worked with Siegel+Gale on an artistic, stylised visual strategy that reflected its elegant positioning. Judges thought the shift from lifestyle photography to product-driven branding was a smart move. One said, "The visual direction is perfectly crafted and gives a sense of exclusivity."



### Bronze – Maxis and Shift.

Shift used Maxis' squiggle symbol as the foundation for a new brand architecture and strategy. The visual device allowed for a redevelopment of the brand and clarified the visual identity in the process. Judges thought the challenge was met aptly with a consistent look with built-in flexibility.



**Highly commended** – Chicface and Hauns branding design & strategy ltd.

**Highly commended** – Empower and Hauns branding design & strategy ltd.

## Best brand architecture solution



### Gold – Maxis and Shift.

To consolidate a sprawling and busy brand architecture for Malaysian telecoms provider Maxis, Shift shifted the focus from the audience to the solution itself. It took the iconic squiggle device from the previous logo and used that as the formation of a new visual identity. This helped build a clearer structure for the large business.

The result is streamlined, simplified and fit-for-purpose. Judges appreciated the flexibility – and consistency – built into the once-chaotic system. One judge said, “The flexible motif is dynamic and fluid, drawing distinctions between arms of the business.”



### Silver – Long Rui Technology and Hauns branding design & strategy ltd.

Digital infrastructure brand Long Rui worked with Hauns branding on a brand architecture designed to suit different brand implementations and communicate to different audiences. The visual identity is unique and unified while still lending ownable assets to each area of the business.

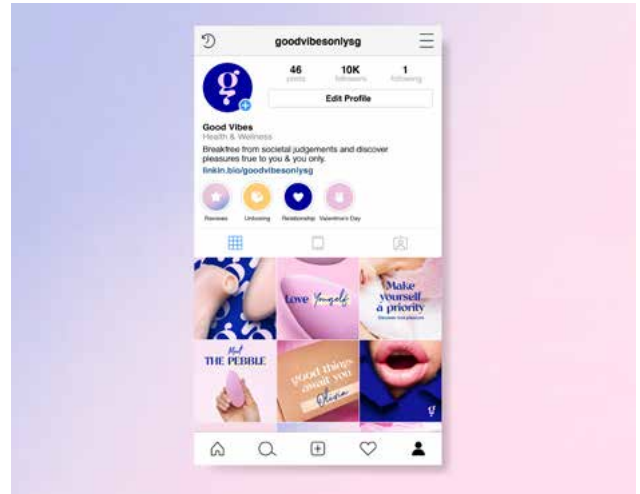
# CONTENT

## Best use of copy style or tone of voice

### Gold – Good Vibes and 1HQ Brand Agency Singapore

Turning away from clichéd hard-sells and cheesy pickup lines, sex toy company Good Vibes worked with 1HQ on a tone of voice that is personable and friendly, yet mature and product-driven. The messaging was then rendered in employees' own handwriting, lending a sense of personality to the brand.

The resulting tone of voice is authentic and modern, avoiding stereotypes and gendered clichés. Judges loved this strategy. They thought the typography complemented the messaging, while the overall integration of the tone of voice into the brand was well-considered and implemented. "I enjoyed the right amount of wit, the personalisation and the sense of liberty," said one judge.



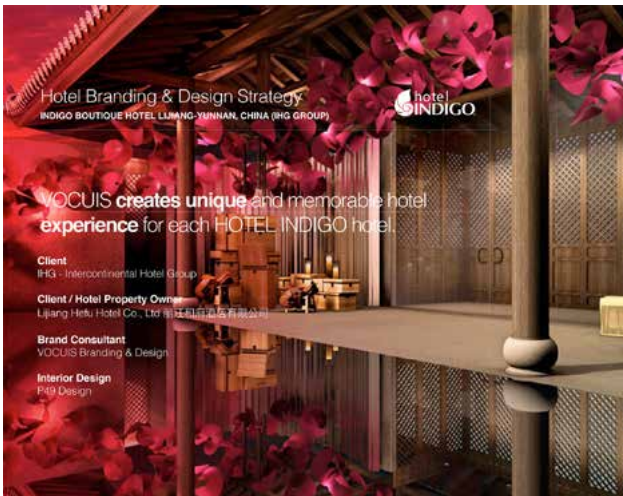
### Silver – MyRepublic and Superunion

MyRepublic wanted to transform telecom communications by eschewing 'shouty' broadcast messages. It worked with Superunion on a strategy that used wordplay and simplicity to its benefit. Judges thought this strategy brought a sense of humanity to bear in a technical sector.





## Best brand experience



### **Gold** – Lijiang Hefu Hotel Co., Ltd (Indigo Lijiang) and VOCUIS Branding & Design

The Indigo masterbrand indicates that local boutiques should be inspired by their neighbourhoods, adhere to certain global guidelines and present a unique experience for guests. To achieve all of this, VOCUIS took inspiration from the ancient city of Lijiang itself. IHG's Lijiang outpost delivered a rich, textured theme that connected the region's past to its present.

VOCUIS implemented a brand experience that judges loved. One called it, "Well-executed with a great harmony between the traditional and modern. It's visually stunning." Another said, "The artwork is incomparably beautiful! I like the in-depth research behind the concept. Beautifully executed."



### **Silver** – Vietnam Maritime Commercial Joint Stock Bank (MSB) and Landor & Fitch

To modernise Vietnam's Maritime Bank (MSB), Landor & Fitch rebuilt the brand experience across both the physical and digital arenas with an omnichannel solution in mind. The result is unified, integrated and contemporary, achieving excellent results among its target audience.



### **Bronze** – PepsiCo Design & Innovation – Lay's

Lay's Signature is a brand experience with the singular mission to make potato chips sexy to the 'me' generation. PepsiCo introduced mixology chip bars to inspire personalisation and interaction with the brand. Judges thought this strategy was well-targeted and led to Instagrammable results.



### **Bronze** – TYM and MBLM

Tractor manufacturer TYM worked with MBLM on an experience that built a unique digital brand world for the trade show audience. The brand experience platform is a richly layered site that allows for interactivity with each of the company's assets. "Well done for innovating the category," said one judge, while others praised the nimble thinking in light of the Covid-19 pandemic.

### **Highly commended** – Budweiser and The Orangeblowfish

**Highly commended** – Longfor Group Holdings Ltd. Husu Company (Indigo Suzhou) and VOCUIS Branding & Design

# CONTENT

## Best use of packaging

### Gold – A.P.WORKS and ADBRAIN inc.

ADBRAIN centred the packaging for a magnetic paperclip holder around the paperclips themselves, making the product part of the pack design. The faces on the magnetic boards provided the canvas for paperclip art to communicate the brand's playfulness and allow consumers a moment of happiness.

The whimsical resulting packaging also allows for future adaptability within the same system. It was a clear winner among judges who called the ingenious solution, "disruptive and fun," "clever, engaging and cute," and "creative and customisable."



### Gold – Jing-A and MetaDesign China Limited

To capture Beijing's roots with its modern urban culture, MetaDesign delivered a packaging system that melded art and culture for brewery Jing-A. The brewery captured modern pop culture, a revolutionary spirit and traditional art in a single brand strategy that resonated with its target audience and helped redefine craft brewing culture in China.

The pack design inspired people to engage with the brand. Judges called it 'authentic and relevant,' with one saying, "The pack design is intriguing and works as an entrance to the fun, cool drinking culture in Beijing." Another added, "This helps build a narrative around the brand."



### Silver – PepsiCo Design & Innovation – People's Daily News Media

Pepsi collaborated with China's People's Daily News Media to introduce and celebrate the everyday heroes who helped fight the pandemic. Creating newsprint-inspired can designs featuring the heroes, Pepsi acted as a canvas for bravery, community spirit and cultural value.



# CONTENT



## **Bronze – PepsiCo Design & Innovation – Sunbites**

Using Sunbites' new packaging as a way to build a snack time connection between parents and their children, PepsiCo introduced interactive packaging – for kids – and communicated clear brand benefits – for parents. The result integrates the messaging seamlessly into the design, avoiding a confusing system and allowing the flavours and health values to stand out.



## **Bronze – Wild Honey and Shift.**

To better engage with its audience of breakfast lovers, Wild Honey worked with Shift on a packaging system that is graphically striking and fun but crucially protects transportation-sensitive breakfast foods from damage during delivery. Judges praised the depth of the concept, differentiation in the category and the holistic brand experience.

## **Highly commended – DOMO CAKE and LITETE BRAND DESIGN**

**Highly commended – Kraft Heinz China and Design Bridge**

# CONTENT

## Best use of audio branding

### **Gold** – Syngenta Group / Syngenta Group China and why do birds

Why do birds implemented an audio brand for agricultural tech company Syngenta that uses growth as a key motif. The brand music tells the story of the seasons in a four-piece suite. The rhythm of nature, inspired by agriculture and mirrored in the brand identity, was the springboard for the creative audio branding process.

The resulting growth-inspired brand unifies the company while allowing for a greater depth of communications with audiences around the world. Judges said this strategy “successfully transformed sensory cues associated with the seasons into a musical language that communicated the essence of Syngenta beautifully.”





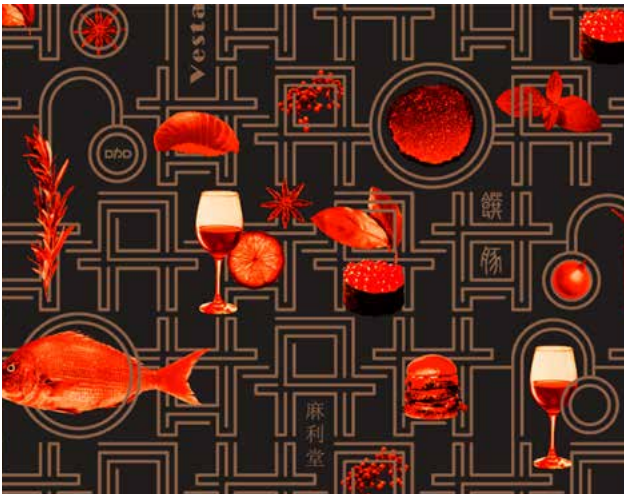
## Best use of typography



### Gold – Standard Chartered and Lippincott

Standard Chartered needed a global approach to its bespoke typeface. Lippincott delivered a system that is flexible enough to allow for use across languages – with their many unique characters – in all of the company’s key markets. The font was cut to reflect the design principles of human, dynamic and direct, and includes details such as modified diacritics and hero numerals that reference the design language of the ‘trustmark.’

Judges thought the clear, visible link between the identity and the trustmark logo was commendable. The new type is also tailor-made for digital applications, indicating recognition of the type’s usefulness in application. One judge praised saying, “Incredibly brilliant!”



### Gold – Xintiandi 新天地 and JWDC.

Urban regeneration project Xintiandi worked with JWDC to spark a ‘creative movement’ through its type-driven brand. The visual identity built a connection between the Chinese characters themselves and the site’s iconic doorway.

The type design formed the basis of the visual identity, which will be used throughout the brand’s 20th anniversary year. The creative applications used in the campaign all tie directly back to the typography, which judges thought was sophisticated and clever. One judge said simply, “It’s wonderful.”



### Silver – Good Vibes and 1HQ Brand Agency Singapore

Good Vibes wanted to make its products approachable and personal for its users. 1HQ put this ethos at the heart of the brand, using employees’ own handwriting as the basis for the company’s typography design. “A really brilliant use of typography to bring the brand to life,” said one judge, while others praised the sophistication and elegance of the solution in the midst of a challenging category.



### Bronze – World Table Tennis (WTT) and Superunion

To enable table tennis to build stronger connections with its audience, Superunion changed the perspective. It used typography as a structural element in the brand, facilitating an immersive, textural experience. Lending a sense of energy and impact, judges thought this communicated “the full appeal of the competition in a dynamic way.”

### Highly commended – Maxis and Shift.

### Highly commended – The Sailors Home and Mission to Seafarers and Sedgwick Richardson

# CONTENT

## Best place or nation brand

### Gold – Keppel Land and Sedgwick Richardson

Saigon Sport City worked with Sedgwick Richardson to unite sustainability, healthy lifestyles and urban living in one place. Keppel Land wanted to ensure the development inspired a future urban lifestyle with which the Vietnamese can culturally identify.

The resulting brand uses a graphic, modular system to bring sporting cues together with lifestyle photography. The modular devices are also reflected in physical assets around the site itself. The brand impressed judges with its ability to push the boundaries of traditional urban development visual identities in a sophisticated and modern way.



### Silver – Love Andaman and Simplisis

Sea voyaging for leisure is a competitive industry in Thailand. To differentiate its proprietary island, Love Andaman worked with Simplisis to develop 'Se La Va.' The distinctive name was combined with a southeast Asian-inspired typeface and captivating photography to deliver a rich and aspirational brand experience.





## Best external stakeholder relations during a brand development project



### Silver – Truliva and Ylab

Water purification brand Truliva took to social media to communicate the importance of access to clean drinking water to Sanjiangyuan's public. Ylab's strategy successfully leveraged campaign interest into a long-term platform supporting the brand's growth.

## Best internal communications during a brand development project



### Gold – Julie's and Superunion

To support and retain its employees throughout the pandemic, Julie's worked with Superunion on an internal comms programme that united people through the power of great snacks. Superunion created a board game, cartoon, AR experience and plenty of swag to give every loyal Julie's employee plenty of reasons to be excited about the brand evolution, even under Covid-19 restrictions.

Judges thought the friendly and emotive messaging and well-crafted video helped this strategy achieve great results. Bringing the brand to life in a physical way also helped connect employees to the company during a period of isolation.

# PROCESS

## Best implementation of a brand development project

### Gold – World Table Tennis (WTT) and Superunion

At the World Table Tennis championships, Superunion shifted the focus from the game to the ball itself. The shift in perspective allowed its on-site and digital implementation to be engrossing and eye-catching. Using typography as a framing device, the new brand is immersive, impactful and interactive.

It delivers a sense of energy and works to build connections between viewers and the sport of table tennis. Judges thought the dynamic, bold brand will help the sporting association achieve greater impact on the world stage. One judge said, "The perspective approach is successful and it gives the brand energy and impact."



### Silver – British Chamber of Commerce Shanghai 上海英国商会 and JWDK.

Using the Union Flag as inspiration for a new future, the British Chamber of Commerce Shanghai and JWDK delivered a fresh, modern new brand. The concept of tessellating patterns that created the new brand icon was used across the brand's implementation, improving communications in the process.



### Bronze – Citi and Shift.

To revamp its wealth management platform, Citigold, Citi worked with Shift on a human-centric brand world. The simple strategy paid off in terms of its unique photography and messaging cut-through. Judges liked the consistent implementation, which helped Citigold build its brand awareness and communicate its messaging well.



## Best localisation of an international brand



### Gold – Moschino and Branding Records

To avoid cashing in on purchasing around Chinese New Year only, Moschino worked with Branding Records to redevelop its brand for young Chinese consumers. The company created a social-ready, digital game designed to build a distinctive brand world. The campaign turned Moschino’s new year strategy into an aspirational experience.

The result resonates with Moschino’s personality while delivering something disruptive, localised and inherently cool. Judges praised the bravery with which Moschino eschewed the runway. One said, “Chinese New Year is quite crowded as brands take the same opportunity, but Moschino’s work seems engaging and clever. It is also a modern take on a traditional custom, combining social media and behaviour.”

### Silver – DiscoveryPlus and Superunion

superunion



### Bronze – Ferrero China and ShinyBay Design

Ferrero worked with ShinyBay Design to create a Chinese New Year gift package that delivered something meaningful to consumers and gift recipients. By delivering an on-point package, Ferrero made its mark in a busy time of year. One judge said, “They nailed the strategy, endorsing the product as an element needing to be present is a masterpiece.”

### Highly commended – Wise and Eat Creative

# STRATEGY

## Best creative strategy

### Gold – Hotel Gahn and Simplis

Simplis delivered a winning creative strategy for Hotel Gahn when it focused on the destination's family-owned heritage and Chinese-Thai background. Using the story and heritage as inspiration for the creative strategy allowed Hotel Gahn to develop a completely unique and entirely ownable brand. The rich and textured visual experience is made even more meaningful by the story and positioning behind it.

Judges thought this was executed to a high quality, resulting in a sophisticated, unified visual identity and brand experience. One said, "The strategy is very insightful and touchable. I love the idea of extending the brand from the owner's family history. It's elegant and very warm."



### Gold – Xintiandi 新天地 and JWDC.

To deliver a suite of events and experiences around its 20th anniversary year, Xintiandi needed a brand that would capture people's imaginations in the crowded setting of Shanghai. Xintiandi worked with JWDC to bring the ancient concept of stone gate architecture to bear in a modern, urban setting.

JWDC's strategy cleverly used typography to craft a distinctive and adaptable graphic-based visual identity. The resulting brand is applicable across multiple media and offers, as one judge put it, "A great balance of strategy, design and execution."



### Silver – Julie's and Superunion

Beloved snacks will always be coveted, but with increasing competition, Julie's worked with Superunion to introduce, 'Bridge the world.' The new strategy aims to build connections between people. Rolled out internally and externally, the results have been defining for Julie's. "What a tough challenge, yet the new design is fresh, colourful and relevant. Lovely work," said one judge.





## **Bronze – Citi and Shift.**

To reframe wealth management, Citi worked with Shift on the development of its Citigold brand platform, 'There's more to wealth.' Using a people-centric imagery style and approachable messaging, Citigold has put a new face on financial services. "I loved the shift in the perception of wealth to the target audience," said one judge.



## **Bronze – Microengine and Hauns branding design and strategy ltd.**

B2B cloud and marketing company Microengine worked with Hauns branding to communicate its commitment to new ideas, digital transformation and collaboration. Judges thought the alignment between the strategy and visual identity was well executed.

## **Highly commended – British Chamber of Commerce Shanghai 上海英国商会 and JWDC.**

## **Highly commended – Jinjiang Hotels and Labbrand**



# STRATEGY

## Best brand evolution

### Gold – Standard Chartered and Lippincott

Standard Chartered has a well-established existing brand and widespread brand awareness. But, its international growth means it needed a more flexible brand that could communicate across multiple languages and locations. Lippincott transformed Standard Chartered’s well known trust mark into a brand icon, capable of uniting the company across its vast audiences, applications and locations.

The result is incredibly simple, yet unimpeachably effective. The bespoke typeface, clear brand architecture and updated visual identity pave the way for a new era for Standard Chartered. One judge called it “a thoughtful, elegant brand evolution with mature design subtlety that truly has more than meets the eye.”



### Silver – Jing-A and MetaDesign China Limited

Jing-A has always stood for revolution, with its desire to change craft brewing culture in Beijing. Now, alongside MetaDesign, it has delivered an updated brand strategy that juxtaposes tradition and modernity, inciting change across every brand asset. “The brand evolution is subtle, yet sophisticated,” said one judge, praising its overall coherence yet inherent flexibility.



### Bronze – British Chamber of Commerce Shanghai 上海英国商会 and JWDK.

British Chamber of Commerce Shanghai worked with JWDK to take traditional elements of its brand and and bring them to life in a contemporary setting. The tessellating patterns supporting the visual identity help the chamber communicate more effectively. “I love how the new branding keeps the tradition of the British flag, but finds a modern interpretation that is flexible,” said one judge.



### Bronze – Maxis and Shift.

Telecoms company Maxis needed brand clarity. Its messy architecture was compounded by multiple messaging and campaign styles. Shift introduced a simpler strategy that took core brand assets and enabled them to thrive in a new system. “Excellent,” said one judge simply. “It’s a wonderful job.”



### Highly commended – alfred24 and Branding Records

### Highly commended – EZ-Link and Superunion



Best strategic or creative development of a new brand



**Gold – Ringan and Superunion**

To introduce a new financial product – with peer-to-peer lending capabilities – to Indonesia, China’s Ping An, one of the leading financial service businesses, used the word ‘light’ as inspiration. Ringan, the Bahasa Indonesian translation, then helped form the visual strategy as well. Using the concept of being uplifting, Superunion’s strategy for financial services brand Ringan literally indicates how good banking practices can lift a weight off customers’ shoulders.

Judges loved everything about this brand, from the naming, to the humour to the link between the visual identity and the brand purpose. “The naming is brilliant,” said one judge. “It’s quite refreshing for a fintech company. I liked the humour.”



**Silver – Josun Hotels & Resorts and Prophet**

A stalwart in the South Korean tourism market, Josun Hotels & Resorts needed to put experience first to broaden its appeal to younger demographics. It worked with Prophet on Gravity, a new boutique sub-brand centred around experiences, multi-use sites and cultural programming. “It’s well-positioned in a crowded industry. It’s elegant, classy and trendy and will resonate well with the audience,” one judge said.



**Silver – Xintiandi 新天地 and JWDC.**

Shanghai development Xintiandi needed a brand that could communicate the joy and programming of its 20th anniversary celebrations. It worked with JWDC to introduce a flexible, type-driven brand that really hit the mark. “This work makes me want to book my flight to Shanghai to experience the space and event,” said one judge.



**Bronze – OMNO and Shift.**

Born from a large personal care brand, Omno was developed by Shift as a new sustainable line of products. The positioning, ‘everything in equilibrium’ informed the balanced brand name, logo and pack design. “A clear positioning that translates to the packaging and visual identity. The naming rationale is unique,” said one judge.



**Bronze – Shanghai Yuyuan Tourist Mart (Group) Co.,Ltd. and Science & Empathy Consulting**

Low-alcohol plum wine company FoSun Group worked with Science&Empathy Consulting on Ririqing, a Gen Z-targeted fruit wine full of liveliness and appeal. Judges thought the warm, uplifting packaging was a sure hit with the audience. Judges thought the strategy was sound and well-executed.

**Highly commended – blüüm and Branding Records  
Highly commended – Messi Jeans and Brand Intheblack**

## STRATEGY

### Best development of a new brand within an existing brand portfolio

#### Gold – Agoda Company Pte. Ltd.

To attract the best in IT talent, travel booking site Agoda developed Codegoda, a new brand specifically designed for the employer brand audience. Carried out in-house, the rebrand won over its target audience and our judges, alike. With a cool, coder-friendly feel, Codegoda attracted double the amount of applicants compared to Agoda's previous careers site.

Judges thought this in-house creative really hit the mark for the audience and aligned well with the umbrella brand, to boot. "Good naming and design. I love their website and user interface," said one judge. Another added, "Lovely work that is on-brand yet eye-catching and fun."



#### Gold – DiscoveryPlus and Superunion

# superunion

#### Silver – Josun Hotels & Resorts and Prophet

Josun Hotels worked with Prophet to introduce Gravity, a boutique hotel brand focusing on the Millennial tourism market. Using experiences, multipurpose spaces and graphic assets, the new brand impressed judges with its modern approach; particularly within a more traditional family of brands. "Modern and powerful logo work, praised one. "The design is sophisticated and cool."



#### Bronze – Bayer Bellerain and Ylab

To introduce premium skincare product Bellerain to the Chinese consumer, Ylab focused on a clear brand positioning and visuals that would support it. Judges thought the decision to use Bayer's own brand clout was a smart one, but also praised the ambitious strategy and clear understanding of the target audience's needs.



## Best naming strategy



### Gold – Love Andaman and Simplisis

To develop a brand for one of Love Andaman's island destinations, Simplisis infused the place with multiple layers of meaning. Se La Va is derived from a combination of the word 'selons' in Burmese, meaning 'sea gypsy,' and of 'lava' for the the ancient black igneous rock that is the island's hallmark. The name had to be approachable in Thai, Burmese and English and rendered typographically in multiple alphabets.

Se La Va was a favourite of judges, who thought the naming strategy capitalised on strong storytelling to make an impact. "It seems like a simple idea," said one, "but it is very well thought out." Another praised the blend of local culture and accessibility in the naming strategy.



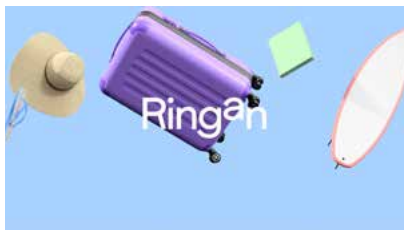
### Silver – OMNO and Shift.

Communicating its environmentally friendly credentials to consumers, Omno needed its brand to be completely balanced. Shift introduced the name – which is visually balanced – and derives from the word 'omni.' Yet Omno is also an anagram for 'moon,' which plays a role in maintaining Earth's natural equilibrium. Judges thought the strategy aligned beautifully with the product and design.



### Bronze – Beyond Meat and The Silk Initiative

Introducing Beyond Meat to China required a delicate, considered approach to the name's transcreation. The Silk Initiative alit upon a name that translates to 'Unique Meat Eater' to capitalise on the emotional sentiment and cultural connotations connected to the phrase. The simplicity has made it a cultural success, with the name already being used as a noun – much like 'google' or 'hoover' – in China.



### Bronze – Ringan and Superunion

Chinese financial brand Ping An wanted to capture the imaginations of the Indonesian audience. To do so, it chose the word 'light' or Ringan as its brand name. Superunion's creativity led to a well-integrated visual identity focusing on uplifting moments and the release of pressure that comes with a positive approach to money management.

### Highly commended – beflo and Prophet

### Highly commended – Geometry Healthtech and BRU: D

### Highly commended – Graphcore and Labbrand

## TYPE

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

#### Gold – Angia Group and Bratus Agency

To redefine its positioning in the Vietnamese real estate market, Angia Group worked with Bratus on a brand infused with momentum and altitude. The new logo is a positive graphic device that acts as a storyteller for the brand. It translates physically and digitally across Angia's suite and assets. The new direction is simple, evocative and clearly delivers on the brand's positioning.

Judges loved the simplicity and suitability of this elegant solution. They praised the clear execution of the new brand positioning and the confidence and impact of the updated visual identity.



#### Silver – British Chamber of Commerce Shanghai 上海英国商会 and JWDC.

The British Chamber of Commerce Shanghai's long heritage meant it was perceived as too traditional in an era in which digital communications are crucial. To overcome this, JWDC put connections at the heart of the chamber's new identity. This was reflected in an interconnected visual identity that brings this spirit to life.



#### Silver – Vantage FX and Prophet

To facilitate the growth of investment platform Vantage FX, Prophet reinvigorated the brand with a clear, insights-driven brand positioning and compelling visual identity. The new identity is future-facing, effective, sharp and attractive.



#### Bronze – Citi and Shift.

Citi wanted to change the perceptions of wealth management at a time when younger people are looking for financial products. Shift developed Citigold with this audience in mind. It put people and families at the heart of wealth management, creating a brand that is "appropriate, organised and well-executed," according to judges.



**Highly commended** – Jinjiang Hotels and Labbrand  
**Highly commended** – Vietnam Maritime Commercial Joint Stock Bank (MSB) and Landor & Fitch



## Best brand consolidation



### Gold – Maxis and Shift.

Maxis had a sprawling, disunited and cluttered brand architecture. To bring its many products together and support its audience, it worked with Shift on a brand consolidation focusing on its products and solution. The new visual identity is more than a simple redrafting of the brand architecture, it supports the reorganisation of the company's services into a clearer hierarchy, imbuing each sub-brand with a more logical positioning.

Judges thought this approach resulted in a stronger, more unified brand. "Using the power of design to solve incredibly complex business situations and revamp the brand is a wonderful job," said one judge.



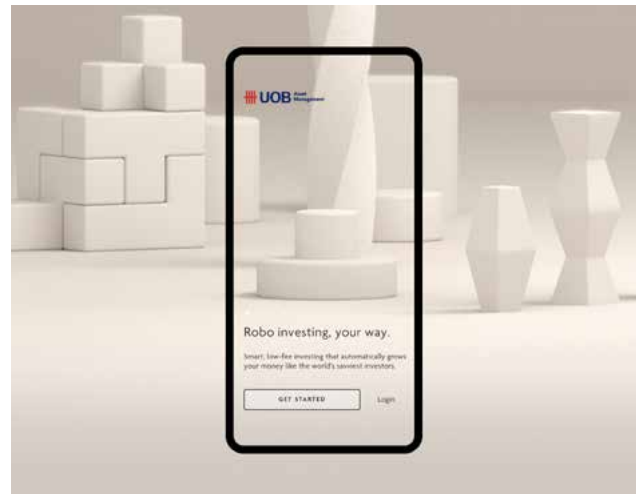
# TYPE

## Best rebrand of a digital property

### Gold – UOB Asset Management and Shift.

UOB worked with Shift to bring the concept of digital building blocks to bear in the financial services industry. This simple idea was ingenious for an app environment, where clear, small-scale assets are crucial. The digital interface is visually appealing, easy to understand and easily communicates UOB's brand positioning.

Judges thought this strategy had a clear impact, and lauded the simplicity of its design. One said, "the product experience and visual language are simple and effective. Nicely done."



### Silver – Typhoon Wealth and Sedgwick Richardson

Typhoon Wealth's T8 brand was designed around freedom, accessibility and customer empowerment. Sedgwick Richardson used earth tones and typography to great effect in delivering a differentiated app experience. One judge called it "a creative positioning that sits between an exclusive club and a lifestyle companion."



### Bronze – Guangdong Shenling Environmental Systems and Sedgwick Richardson

To communicate Guangdong Shenling Environmental Systems' world-class manufacturing credentials, Sedgwick Richardson introduced a vibrant, imaginative online identity that puts people at the heart of the brand. Judges lauded the competent strategy and engaging design language.



### Bronze – Microengine and Hauns branding design and strategy ltd.

B2B cloud company Micoengine worked with Hauns branding on a visual identity that would capture imaginations both online and offline. The result is inherently digital and ownable with a huge amount of potential for future growth.



### Highly commended – TYM and MBLM

## Best visual identity by a charity, NGO or NFP



### **Gold** – British Chamber of Commerce Shanghai 上海英国商会 and JWDC.

To make a longstanding institution relevant and engaging for modern audiences, JWDC crafted a brand designed to build connections for the British Chamber of Commerce, Shanghai. The visual identity is comprised of interconnected shapes based on the Union Flag. The concept extends to a series of tessellating patterns that allow the visual identity to adapt to modern touchpoints.

The modular system is eye-catching, flexible and ambitious. One judge said, “Distinctive and modern; great work that uplifts the brand.” Another added, “This is a great piece of work, with holistic, strategic thinking and thoughtful design that truly articulate the brand for a modern era.”



### **Silver** – NUS Giving and Superunion

The National University of Singapore’s fundraising arm, Giving, worked with Superunion to sow the ‘seeds of change.’ The identity perfectly encapsulates the brand’s positioning. Judges called it “fresh and conceptual” and “full of classy design.”



### **Bronze** – The Sailors Home and Mission to Seafarers and Sedgwick Richardson

To revitalise the image of the Mariners’ Club in Hong Kong, Sedgwick Richardson built a home away from home for seafarers. The ‘safe haven’ is modern, welcoming and inclusive. Judges loved the patterns and typography used in the visual identity. One praised the “great design that elevates the brand and opens up more opportunities.”

# SECTOR

## Best visual identity from the energy and utilities sector

### Gold – Shenergy and Siegel+Gale

State-owned brand Shenergy worked with Siegel+Gale on a simple, visually impactful brand that infuses the visual identity with momentum and energy. It unites the company's purpose with the lives of those it touches.

The wordmark is composed of the Chinese and English brand names to present a more mellow, friendly, and modern design style that embodies a sense of forward momentum and conveys that Shenergy is pursuing international compatibility. An eye-catching colour palette, interconnected circular graphic devices and emotive photography allow the brand to connect with its target audiences.



## Best visual identity from the engineering and manufacturing sector



### **Gold** – RAYTOOLS and Hauns branding design and strategy ltd.

Laser manufacturer RAYTOOLS worked with Hauns branding design on a visual identity that would bring its products to life in a tangible way. Using laser cut design, folding shapes and puzzle pieces across the visual identity helps tie the brand to the product itself in a playful, yet mature way.

Because of the synergy between brand strategy and design, the new identity capably communicates with the company's consumers quickly and memorably. The result is impactful, interactive and helps the company stand out from the crowd.



### **Silver** – Guangdong Shenling Environmental Systems and Sedgwick Richardson

HVAC brand Shenling worked with Sedgwick Richardson on a brand that would 'provide a better environment for future generations.' The visual identity is colourful, personable and helps give the company an accessible human face.

# SECTOR

## Best visual identity from the financial services sector

### Gold – Standard Chartered and Lippincott

Standard Chartered’s brand evolution, crafted by Lippincott, impressed judges for its deceptive simplicity, its flexibility and its usefulness across the company’s sprawling assets. The visual identity is built from the company’s ‘trustmark,’ an iconic graphic device that has been expanded across the brand’s assets.

With updated imagery and a bespoke typeface to boot, the new identity is seamlessly integrated, simply accessible and strategically intelligent. Judges also praised the way subtle changes to the logo added an extra layer of meaning to the brand’s digital implementations.



### Silver – Ringan and Superunion

Ping An brought its micro-lending platform to Indonesia, capitalising on the concept of being uplifting. The visual identity, developed by Superunion, is a clever, impactful take on that idea. Imagery depicts scenes without the weight of gravity, clearly communicating the brand’s positioning.



### Bronze – Typhoon Wealth and Sedgwick Richardson

To communicate the values of freedom and empowerment in wealth management, Typhoon Wealth unveiled T8, its digital-first platform. The visual identity designed by Sedgwick Richardson is fluid, distinctive and human. Judges called it “simple, premium and elegant.”



### Bronze – Vietnam Maritime Commercial Joint Stock Bank (MSB) and Landor & Fitch

Vietnam’s Maritime Bank wanted to ‘build a bank which is so good everybody wants to join and no one wants to leave.’ But its traditional look and murky positioning needed revamping. Landor & Fitch developed a modern brand for the bank that resonated with its target audience.



**Highly commended** – Citi and Shift.

**Highly commended** – Vantage FX and Prophet



## Best visual identity from the FMCG sector



### Gold – Julie's and Superunion

Biscuit brand Julie's worked with Superunion on a visual identity full of colour and joy. The strapline, 'Bridge the world,' put snacking at the centre of moments of connection, resulting in a more well-loved and prominent brand.

The packaging design is joyous indeed, with the company's signature sunshine yellow taking pride of place. But a revamped mascot and complementary colour palette allow the products to shine on shelf. It was a hit with customers, with increased purchases and brand awareness resulting from the rebrand.

# SECTOR

## Best visual identity from the food and beverage sector

### Gold – Jing-A and MetaDesign China Limited

Brewery Jing-A wanted to bring a Beijing sensibility to bear in its effort to redefine the craft brewing industry in China. MetaDesign delivered an art-inspired, rich packaging and brand system that achieved just that. The visual identity gives consumers a sense of exploration and easily translates across multiple, varied touchpoints without confusion – not an easy task.

Judges were impressed with every aspect of the rebrand. They thought it was beautiful, engaging and effective even when comparing diverse brand touchpoints. One judge called it an “extraordinary and bold design and concept.”



### Silver – Heineken Asia Pacific - Tiger and Elmwood Design

Tiger Beer's Chinese New Year edition wanted to build connections in the midst of the pandemic. Elmwood used the tiger icon in concert with the ox – to commemorate the Year of the Ox – to integrate the brand with the festive season. “The design cuts through,” said one judge. “There is a rewarding sense of craft.”



### Bronze – Wild Honey and Shift.

Wild Honey needed to better package its takeaway breakfast goods. It worked with Shift on a humorous, graphically appealing identity that not only improves the brand visually, but delivers a better packaging system for transporting food. “Practical and eye-catching,” said one judge. “A problem seemingly well solved,” added another.



### Highly commended – Ring Road Bakery and Shift.

## Best visual identity from the healthcare and pharmaceuticals sector



### Gold – Geometry Healthtech and BRU: D

Geometry Healthtech's data-driven purpose was brought to life by BRU: D through a symbol-rich brand landscape. Geometry needed to create an entire new brand and product story to launch the first generation of its smart toilets. Thus the Synsol was born as an aspirational, lifestyle brand that takes cues from high fashion and technology.

Judges loved the minimalism and fluidity at the centre of this rebrand. One said, "This is bang on strategy. I loved the implementation of the rhythm concept." Another added, "Conceptually strong and the visual language brings the brand to life in a distinctive way."



### Silver – LifeStyles and Shift.

Premier Australia and New Zealand condom brand LifeStyles got a modern makeover fit for its diverse and modern audience. Judges praised the way Shift created the brand's heart logo from the shapes of the L and S. "I love this one," said one judge. "It's simple and extendable. It has great humour and charm."



### Bronze – Alibaba - AliHealth and Siegel+Gale

The pandemic proved a timely opportunity for AliHealth to engage with its target audience as an online pharmacy platform. Siegel+Gale created a graphic language primed for digital that helped the brand better communicate its wide offering with consumers. Judges liked the flexibility of the new identity, as well as the colour palette and graphic patterns.

### Highly commended – Tang Shan Central Hospital and Siegel+Gale

## SECTOR

### Best visual identity from the lifestyle and wellness sector

#### Gold – Good Vibes and 1HQ Brand Agency Singapore

Good Vibes wanted to do things differently to support women in their journey for sensual liberation. It worked with 1HQ on a personal, yet mature brand that resonated with judges and the target audience alike. The new brand had to build an alluring, free, modern and empowering community and eschew the clichés associated with sex toys.

The result is stunning, smart and mature. One judge said, “Even in a challenging category, it has not lost its sophistication and elegance.” Another added, “Super. I enjoyed the right amount of wit, the personalisation and the sense of liberty.”



#### Silver – OMNO and Shift.

Omno needed to clearly communicate its eco credentials while also clearly indicating its products' benefits and ingredients. Shift delivered with a type-driven rebrand that is elegant and well-presented. “Everything matches beautifully,” said one judge, adding that the product design and brand concept were superbly rendered.



#### Bronze – Casarte and Siegel+Gale

High end home appliance brand Casarte worked with Siegel+Gale on a visual identity inspired by artwork itself. The new brand is an elegant transformation, allowing the company to connect with customers on a more emotional, aspirational level. “Great strategic work and a well-executed visual identity,” said one judge.



#### Highly commended – Chicface and Hauns branding design and strategy ltd.

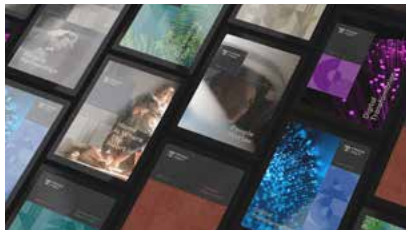
## Best visual identity from the property, construction and facilities management sector



### Gold – Hopson Commercial 合生商业 and JWDC.

With a challenging heritage in building shopping malls in urban centres, Hopson Commercial changed its positioning in a new development in Shanghai. Moho, a mixed-use development brought a contemporary logotype to bear in an urban setting, delivering a rich brand experience and enabling the neighbourhood to embrace its new identity.

The site integrates public gardens, premium retail and cultural programming to create a sense of community in the centre of the city. One judge praised the “sophisticated thinking and execution.” Another was impressed by the “really edgy work that’s impactful and fresh.”



### Silver – Trung Thuy and Sedgwick Richardson

With an inconsistent legacy brand to contend with, Trung Thuy turned to Sedgwick Richardson to support a new era in its company history. The updated brand has a distinctive, luxe corporate visual identity that unlocks the company’s heritage and spirit while allowing it space to develop in the future. “Beautiful work!” said one judge. Another said, “This really elevated the brand to the next level while staying true to its core values and purpose.”



### Bronze – Angia Group and Bratus Agency

Angia Group worked with Bratus Agency on an aspirational and uplifting visual identity to support its expansion. The new brand is founded in storytelling, with graphics and photographs working in tandem to communicate the company’s positioning. “A powerful and striking logo design!” praised one judge.



### Bronze – Keppel Land and Sedgwick Richardson

Saigon Sports City, by Keppel Land, uses sports-inspired visual cues alongside pleasing lifestyle imagery and a vibrant colour palette to make the township a truly liveable place in the midst of Ho Chi Minh City’s urban sprawl. Sedgwick Richardson’s work impressed judges who called it “an appealing design that can be recognised at a glance.”

### Highly commended – Hang Lung Properties and Lantor & Fitch

### Highly commended – Pacific Care Home and Pinbrand



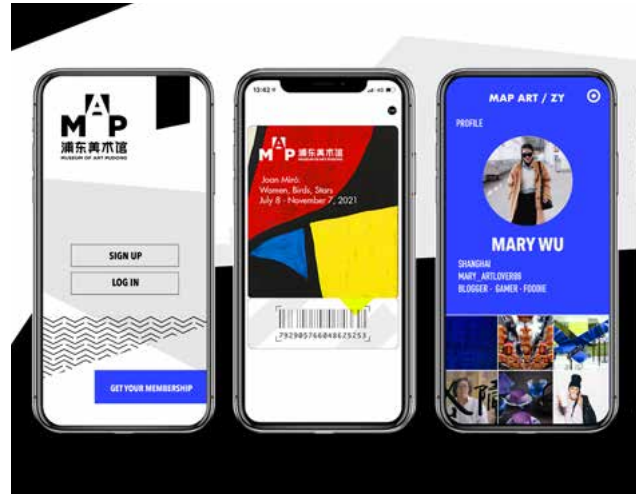
# SECTOR

## Best visual identity from the public sector

### Gold – Shanghai Lujiazui Development Group and Landor & Fitch

Shanghai Lujiazui Development Group's new Museum of Art Pudong (MAP) was designed to establish the Pudong district of Shanghai as an iconic global cultural destination. But, the central challenge was that the museum would not house a permanent collection. Landor & Fitch tackled this by positioning MAP as a 'house of wonders.'

The visual identity is full of white space, eminently adaptable and Instagram-ready. The museum was a hit with target audiences, who made the opening a success both through physical attendance and social buzz.

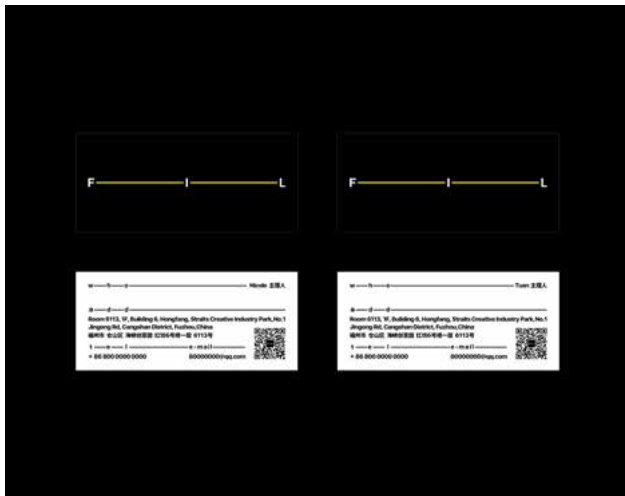


### Silver – EZ-Link and Superunion

Singapore's EZ-Link transport card has been relatively unchanged for two decades. To support its evolution into a payment and rewards platform, Superunion expanded its brand world without losing any of the card's longstanding equity.



## Best visual identity from the retail sector



### Gold – FIL Gallery and BY-ENJOY Design

Designer fashion gallery FIL worked with BY-ENJOY to craft a visual identity rich in fashion cues, yet inherently simple. It uses thread and stitching devices in creative implementations, resulting in a stunning, modern and sophisticated brand. The stitch motif is a stroke of genius, uniting various brand assets with each other and with the overall positioning of the gallery.

The gallery became a popular local brand that captured the market's imagination and ensured FIL would be memorable and impactful. Judges praised the creativity and potential behind the concept.



### Silver – China Gold and GloryBrand

To become a premium brand, China Gold jewellery worked with GloryBrand on a more cohesive, aspirational brand. The visual identity is contemporary and simple, delivering on the strategic objectives and elevating the design in the process.



### Silver – Messi Jeans and Brand Intheblack

Delivering a confident, lifestyle brand from an outdated product, Brand Intheblack introduced a new visual identity for Messi Jeans that gave the local brand a sense of global clout. "I love the intention behind this brand. The sense of inclusivity is awesome. Great attitude," said one judge.

## SECTOR

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

#### Gold – Hotel Gahn and Simplisis

Hotel Gahn and Simplisis' strategy to bring the heritage of the hotel's founder to life was one that paid off in spades. Simplisis created a brand world from the hotel's owner's family heritage from Thailand and China. Not only is the new visual identity seamlessly implemented across the hotel's assets, it is unique, ownable and visually compelling.

The result is a rich brand experience that is unified behind a focused strategic idea. "I loved this," said one judge. "It's a lovely and thoughtful creative execution." Another said, "This is a terrific story and a great strategy; a lovely and thoughtful creative execution."



#### Silver – Josun Hotels & Resorts and Prophet

Josun Hotels needed to modernise its image to capitalise on Millennial travel. It worked with Prophet on new boutique brand Gravity, which delivers a graphic visual identity that supports an experience-driven brand. "Visually enticing, very modern and disruptive," said one judge.



#### Silver – World Table Tennis (WTT) and Superunion

The World Table Tennis federation needed to capture the imaginations of new viewers. To do so, Superunion created graphics from the vantage point of the ball itself. The visual identity is unexpected, immersive and impactful. "It has the contemporary element of energy and dynamism while still being easily recognisable," said one judge.



#### Bronze – Jin Jiang Global Innovation Center and Dragon Rouge Branding (Shanghai) Co., Ltd.

Jin Jiang wanted to approach its urban hotels differently; capturing the spirit of an urban sanctuary to balance the mind, body and soul. To bring this to life, Dragon Rouge created the Ginco Hotel brand – a clean, natural and inspiring visual identity.



#### Bronze – Maiton Private Island and Simplisis

Maiton Island is a privately owned island in Phuket that needed to compete in a tough tourism landscape. It worked with Simplisis on a richly textured brand rife with beautiful patterns and inspiration from the natural setting. Judges praised the integration of authentic and natural imagery into the visual identity.





# B.

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## SECTOR

### Best visual identity from the technology, media and telecommunications sector

#### Gold – MyRepublic and Superunion

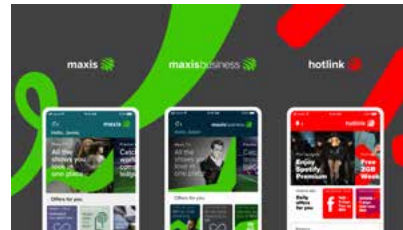
MyRepublic needed to capitalise on its underdog mentality to reach its key audience in a competitive sector. Superunion's visual identity was out of this world. It put the brand's iconic rocket ship in illustrated settings, communicating with humour and authenticity.

Judges loved the playful, human illustrative style and ownable colour palette. One said it brought "humanity and humour into a hackneyed category." Another praised the "cheeky, young, distinctive" branding that aligned well with the company's personality.



#### Silver – Maxis and Shift.

Maxis' confusing family of brands led to a diffuse brand. But, Shift crafted a sense of order with a clean new masterbrand and family of sub-brands. The visual identity is cohesive yet flexible, allowing the brand to appeal to different audiences with a renewed sense of clarity and purpose.



#### Bronze – Long Rui Technology and Hauns branding design & strategy ltd.

Digital infrastructure brand Long Rui Technology worked with Hauns branding design on a brand that makes data and digital technology accessible. The visual identity is ownable and unique. Judges loved the way this brand was implemented across physical and digital touchpoints with ease.



#### Highly commended – Microengine and Hauns branding design & strategy ltd.

Highly commended – Telkomsel and SomeOne in London



## Best visual identity from the transport and logistics sector



### Silver – Changan and Siegel+Gale

To better align Chinese auto brand Changan with the notion of technology, Siegel+Gale developed a sleek, digital-first visual identity that captures the audience's imaginations. The resulting identity is streamlined, uncluttered and engaging.

# Best overall visual identity



## Winner – Jing-A and MetaDesign China Limited

Jing-A is a craft brewery with big dreams. It wants to spark a revolution in brewing, expanding its production and reach in the process. To do so, it worked with MetaDesign on a new brand that would blend Beijing’s historic cultural elements and reinterpret them with new expressions.

The lofty aspirations could have been challenging to meet. But MetaDesign and Jing-A exceeded expectations across every brand touchpoint. An illustrative style underpins the visual identity. But it’s a unique blend of traditional art, modern cultural icons and punchy typography that allow the brand to communicate effectively across a range of assets.

It not only works on pack, but in a restaurant setting, in large-scale physical applications and on social media. It was a favourite of judges this year, who called it “visually appealing,” “distinctive,” “authentic and relevant,” and simply “fantastic.” One judge added, “What a great brand story. I love how the brand truly draws inspirations from the culture and history and reiterates it in its own modern, and fun, ways. The brand evolution is subtle yet sophisticated. It shows a strong ability to design governance without constraining the brand’s many creative expressions.” Jing-A is a clear winner of this year’s ‘Best overall visual identity’ prize.

# transform awards europe

Transform Awards recognises the best practice in corporate, product and brand development, with categories focusing on strategy, execution, content and evaluation. From big global agencies to small local work, the awards reward excellence and innovation in branding across Europe. The awards are also held in ANZ, Asia, India, MEA, Nordics and North America.

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## Grand prix



### **Winner – Standard Chartered and Lippincott**

This corporate brand had a considerable challenge to overcome. Standard Chartered had to retain its existing customers while facilitating growth, in a sector reluctant to change. The resulting brand is a deceptively subtle evolution that judges thought was mature, well-executed and featured an impressive strategy.

Lippincott put the brand's iconic 'trustmark' at the centre of the new brand. It deployed a new style of imagery designed to express optimism and dynamism and introduced modernised iconography crafted to match the soft geometry of the trustmark and reinforce the brand's ownership of the green and blue colours.

With a bespoke typeface that works across multiple global alphabets and a streamlined digital experience, Standard Chartered has delivered the near impossible: a simple, subtle, successful corporate rebrand on a global scale.

One judge said this was "great work on a very complex brand. The brand has evolved and stepped up." Another said, "It's never easy to revitalise and redesign a 160 plus year-old bank, but the design team has delivered a thoughtful, elegant brand evolution with mature design subtlety that truly has more than meets the eye." Standard Chartered is a worthy winner of Transform's 'Grand prix' award.



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