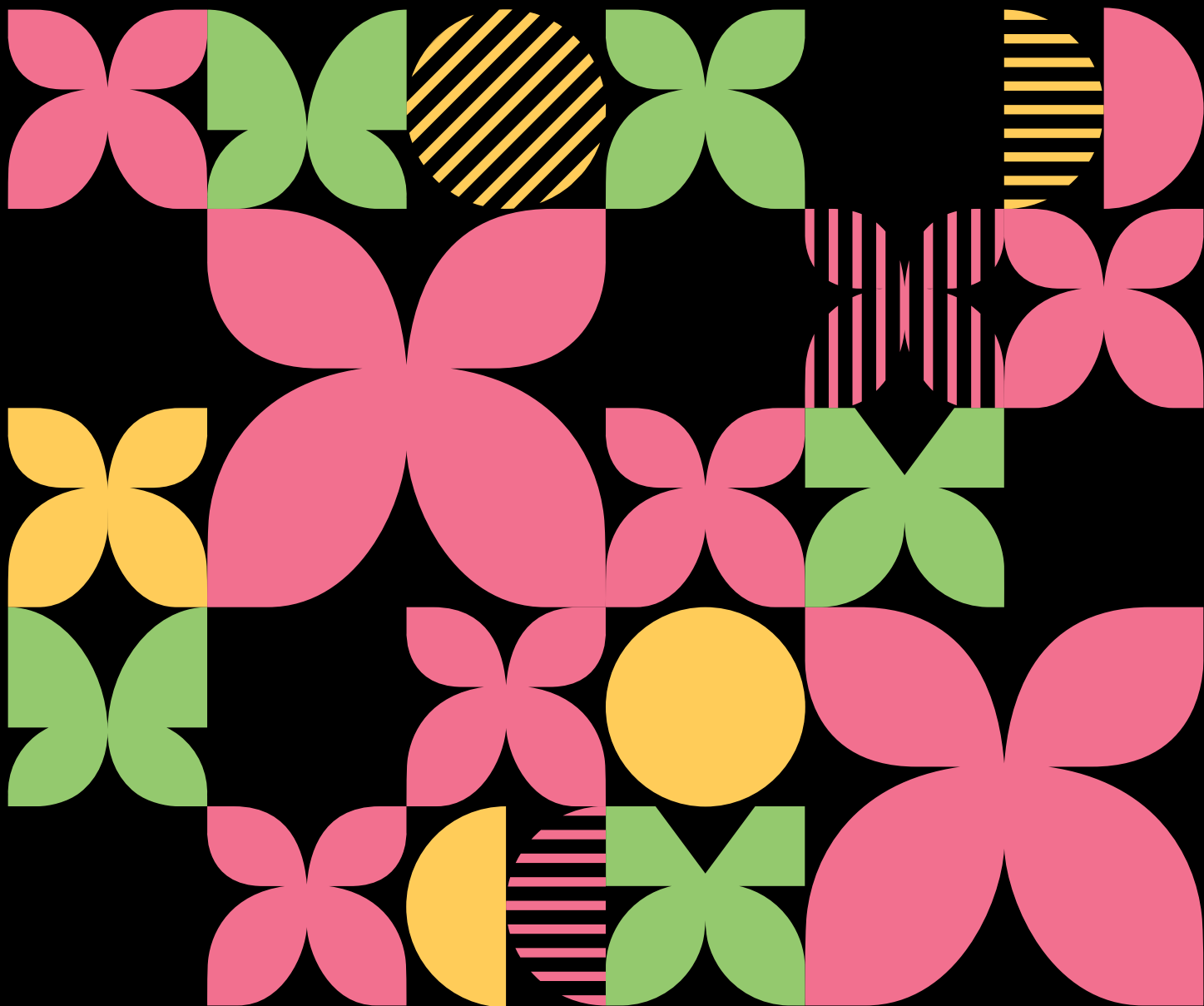


TRANSFORM AWARDS MEA 2022

Winners book



HI, WE'RE ALL ABOUT BRANDS AND WE'RE HAVING A NICE NIGHT OUT

YOU'RE LOOKING FABULOUS BY THE WAY



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- eKYC (Wathiq)
- Trusted Service Provider for Digital Signature
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- GCCNet Dispute Management System



Andrew Thomas

Publisher

Transform magazine

The word celebrate comes from the Latin celebrare, which means “to assemble to honour.”

Tonight’s Transform Awards Middle East & Africa is a true celebration. Yes, we are honouring great work by celebrating the transformative power of brand strategy and design. But also, after two years where the Transform Awards Middle East & Africa have been held with reduced numbers, travel embargoes

and general uncertainty we are now finally assembled, coming together to celebrate with our colleagues, our clients and our peers. Regardless of whether you win Gold, Silver, Bronze or Highly commended everyone at tonight’s Transform Awards really does have much to celebrate.

Congratulations to every winner; your success is well and truly deserved.

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BO
ND

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51



Catherine Barr
Brand strategy lead and head of brand and content marketing

WarnerMedia

Catherine is brand strategy lead at HBO Max Global and is responsible for the launch of the HBO Max brand around the world. Based out of Dubai, she leads HBO Max's international brand launches across all non-USA markets, which started with the launch of HBO Max in Latin America in 2021, and continues with the launch of HBO Max across Europe in 2021-22. Prior to joining WarnerMedia, she worked with MBC to relaunch the Shahid streaming brand and was general manager of FutureBrand South East Asia.



Melissa Bayik
Head of brand and culture
 Arada

Melissa heads the brand and culture portfolio at Arada both at the corporate level and the project level. Her responsibilities include driving the company purpose across the organisation, which includes the creation, development and governance of brands within the group, instilling a collaborative culture as well as leading the talented brand and experience design teams. She is also currently working on developing the creative district at Aljada including its anchor Design Museum.



Mariagrazia De Angelis
General Manager, ME
 Landor & Fitch

Mariagrazia De Angelis heads the Dubai office of Landor Associates and is responsible for driving the project teams towards delivering outstanding service and creative quality. During the last nine years at Landor Dubai, she has led successful rebranding programs on a wide portfolio of local and international clients across various industries including TeliaSonera across 12 countries in Eurasia and the Nordics, MIA Museum of Islamic Art in Doha, Alawwal bank in KSA and Byco in Pakistan.



Christina D'Souza
Head brand and communications

Sodexo

Christina is the head of brand and communications, Middle East & Africa and the co-chair of SoTogether, Sodexo's gender network in the Middle East & Africa. She joined Sodexo in 2013 in India and was responsible for managing a formal and sustainable framework for better communication. She successfully managed the change communication for India as part of Sodexo's global Transformation programme before taking up her current role in 2017 in Dubai. Prior to joining Sodexo, Christina has held roles within the HR and Communications verticals across large multinationals and start-ups like Siemens, Tata AIA and Capita.



Mohamed Fouad
Head of brand marketing
 TikTok

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



Mahmoud Hassan
Content and creative senior manager – AMESA sector
 PepsiCo

Mahmoud was recently appointed as PepsiCo creative and content senior marketing manager across AMESA. Prior to that he was a marketing and communications professional with over 15 years of experience working within the advertising industry with a successful career spanning across a broad range of world class agencies, including Ogilvy, JWT, BBDO and VICE Arabia. Throughout his various roles, Mahmoud was leading integrated communication strategies and plans for several clients across the Middle East and Africa. Mahmoud holds a BA degree from New York Institute of Technology, USA.

Pretty PowerPoint presentations don't transform companies.

And talking around boardroom tables or meeting daily on Zoom will pass the time but only get you so far.

At some point you need people within your organisation and agency who are going to roll their sleeves up and get work done. It's never easy and you need decisiveness and determination.

As General Patton once said: "a good plan executed now is better than the perfect plan discussed next week".

BRANDS

WE

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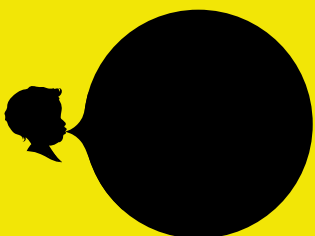
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At Livingroom we love to do. We love to create, to make, to produce and to perform.

We deal in tangibles and deliver results by any means necessary. Being honest, we don't tie the donkey where its owner always wants it to be tied but we do like a challenge.

Of course, if you are more comfortable with pie charts on a PowerPoint slide we can recommend some great management consultants who we're sure will charge a lot more than we do.

But if you want action that can help transform your business please do get in touch. Or talk to one of our clients such as BinSina, Yap or Emirates Post who are all deservedly recognised at this year's Transform awards.





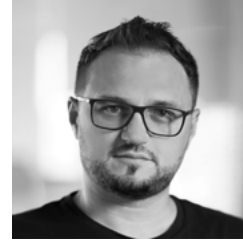
Leigh Ann Judd
Director of customer marketing and communications
 Honeywell

Leigh-Ann is the director of customer marketing and communications for Honeywell, a Fortune-100 global technology. In this role, she leads a team of marketers reaching customers in a broad range of industries – from energy and aerospace, to infrastructure and control technologies for buildings and industry, to performance materials, logistics, retail, cyber security and software solutions for enterprise performance management. She is responsible for building and activating the Honeywell brand in the MENAT region by deploying impactful and measurable campaigns.



Mais Kawar
Marketing and communications manager – Logistics District
 Dubai South

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



Oleg Nesterenko
Chief growth officer
 StarzPlay

Recently appointed as a chief growth officer at StarzPlay, Oleg is an online media expert, turnaround executive, and entrepreneur (CGO, CPO, CMO, CEO). For the last ten years, he built success stories for the most prominent premium video streaming services in MENA, Eastern Europe, CIS markets, and their diasporas all over the world. He has created brands and products that became undisputed regional leaders, serving more than 80 million users combined nowadays, like StarzPlay Arabia, Shahid by MBC Group, MEGOGO, Viasat, Volia, and Kyivstar.



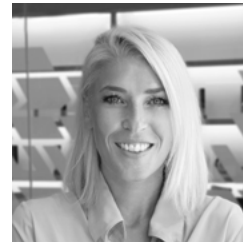
Roxana Nicolescu
VP brand marketing
 Wego

Roxana currently serves as VP Brand Marketing, Wego Middle East and ShopCash.com. With more than a decade of marketing experience in the region, most of it in the aviation and travel industries, she passionately drives the brand marketing activities and brand awareness growth in the Middle East for both e-commerce platforms. Roxana began in this role in October 2017 in Wego's Dubai office where she focused on developing Wego's Brand Marketing department and played a significant role in expanding the brand footprint across the region.



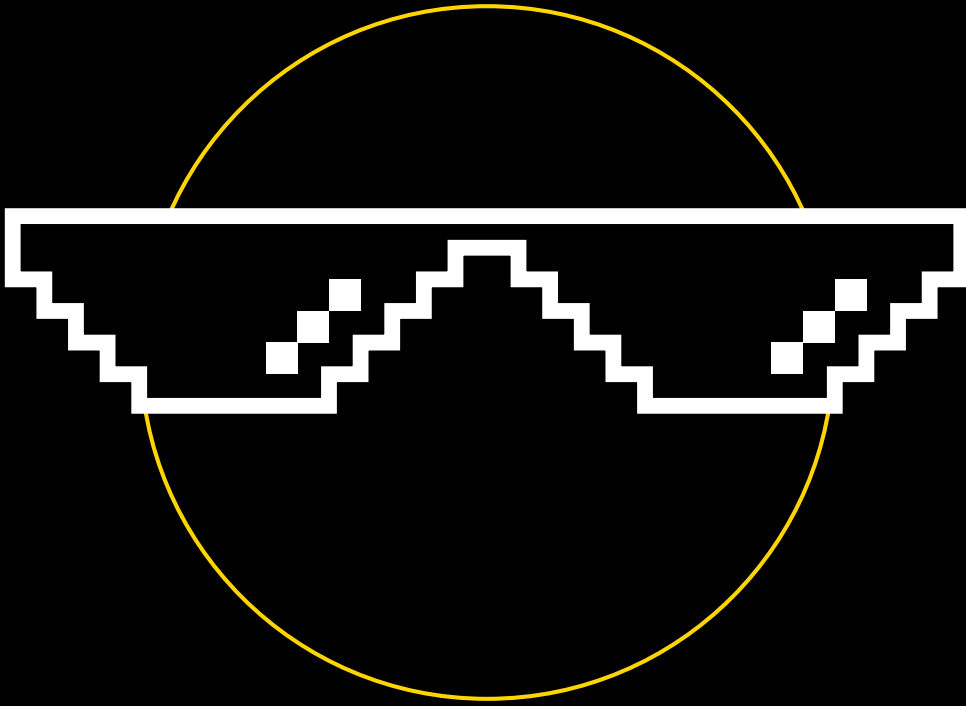
George Paige
Head of brand strategy
 Farah Experiences LLC

George is an Abu Dhabi-based brand strategy expert, with extensive and broad experience within the leisure, entertainment and tourism sectors. Initially hailing from the UK, where he headed up Merlin Entertainments' global loyalty programme, managing and licensing over 100 IP-based rides and experiences and managing the marketing for one of the world's most popular attractions, The London Eye. He has a deep understanding of how to take a brand and turn it into a rich and immersive consumer proposition in order to drive demand.



Anja Petrovski
Marketing director
 Audi Volkswagen Middle East

With over 16 years of experience in the advertising industry and being an experienced marketer specialised in digital, content marketing, social media and advertising, Anja is the first female marketing director of Volkswagen Middle East. Her key responsibilities include creating and executing Volkswagen's overall marketing strategy as well as safeguarding the brand towards its target customer segment in the region. Under her leadership, she oversees multidisciplinary agencies working with the brand to drive strategies for communication, branding and social media.



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Sujid Rehman

Branding and marketing specialist

Qatar Olympic Committee

With over 12 years of experience, Sujid has played a key role in the rebranding of India's leading software company, Infosys Ltd, and the Qatar Olympic Committee. He was appointed as head of branding for two World Championships: AIBA World Boxing Championships Doha 2015 and the 48th Artistic Gymnastics World Championships Doha 2018. In 2016, he was selected to serve as a subject matter expert, speaker and panellist for the Transform Middle East Brand Summit.



Noel Tabb

Founding partner

Bellwether

Noel is a founding partner of Bellwether and leads the multidisciplinary design team, creating beautiful brand worlds and experiences. Recognised as a design innovator, Noel has helped create, transform and build some of the region's most beloved brands. His creative work has been recognised both internationally and regionally, from Cannes Lions and The New York Festival to the London International Advertising Awards, The Loeries (South Africa) and the Transform Awards MEA.

CONTENT

Best use of a visual property

Gold – AD Ports Group and Saffron Brand Consultants

Silver – Origins Koffee Lab & Kitchen and Arada
 Silver – Mono Mini Me and JansenHarris
 Bronze – Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)
 Bronze – THE RIG. and Landor & Fitch
 Highly commended – Hungry Wolves and Arada

Best brand architecture solution

Gold – AD Ports Group and Saffron Brand Consultants

Silver – Careem and Bellwether
 Bronze – NAMA Women Advancement and Brand Lounge
 Bronze – Saudi National Bank and Landor & Fitch
 Highly commended – KAUST Innovation and BOND

Best use of copy style or tone of voice

Gold – Oodi and Bellwether

Gold – Saudi German Health and Landor & Fitch

Silver – COCO Logistics and Brand Lounge
 Bronze – New York University Abu Dhabi and ALL ABOUT BRANDS
 Highly commended – Badiri Academy and Brand Lounge
 Highly commended – Saudi National Bank and Landor & Fitch

Best brand experience

Gold – Careem and Bellwether

Silver – Government of Dubai Media Office and Brand Lounge
 Bronze – Brown-Forman Middle East and JansenHarris
 Bronze – Manchester City Football Club and ALL ABOUT BRANDS
 Highly commended – THE RIG. and Landor & Fitch

Best use of packaging

Gold – COCO Logistics and Brand Lounge

Silver – Origins Koffee Lab & Kitchen and Arada
 Bronze – SunKiss and JansenHarris
 Highly commended – Beaugrand Et Fils and Gulf Advertising in Business FZLLC (ADinB)

Best wayfinding or signage

Gold – Solitaire and Balcony8

Silver – Happy Kids Dentistry & Orthodontics – HKD and Gulf Advertising in Business FZLLC (ADinB)
 Bronze – Royal Commission for Riyadh City with FAST Consortium and Nour Massah Company for Industry

Best use of audio branding

Gold – Saudi German Health and Landor & Fitch

Silver – Etisalat and Sixième Son
 Bronze – Akhbar Alaan and Bellwether
 Bronze – Saudi National Bank and Landor & Fitch

Best use of typography

Gold – AD Ports Group and Saffron Brand Consultants

Silver – Solitaire and Balcony8
 Bronze – COCO Logistics and Brand Lounge
 Bronze – Dubal Holding and KNOW Creative
 Highly commended – Badiri Academy and Brand Lounge

Best place or nation brand

Gold – RAKTDA (Ras Al Khaimah Tourism Development Authority) and Sputnik Floyd

Silver – Solitaire and Balcony8
 Bronze – THE RIG. and Landor & Fitch

PROCESS

Best external stakeholder relations during a brand development project

Gold – Government of Dubai Media Office and Brand Lounge

Silver – Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)
 Bronze – Family Development Foundation – FDF and Gulf Advertising in Business FZLLC (ADinB)

Best internal communications during a brand development project

Gold – KAUST Innovation and BOND

Best implementation of a brand development project

Gold – Kitopi and Main Division

Silver – Happy Kids Dentistry & Orthodontics – HKD and Gulf Advertising in Business FZLLC (ADinB)
 Silver – HCT and Bellwether
 Silver – Oodi and Bellwether
 Bronze – Badiri Academy and Brand Lounge
 Bronze – KAUST Innovation and BOND

Best localisation of an international brand

Gold – Haier KSA and Onsor Mosha Advertising

Silver – Virgin Mobile UAE
 Bronze – Franklin Templeton and Mirum Agency

STRATEGY

Best creative strategy

Gold – AD Ports Group and Saffron Brand Consultants
 Silver – RAKTDA (Ras Al Khaimah Tourism Development Authority) and Sputnik Floyd
 Bronze – Oodi and Bellwether
 Bronze – Solitaire and Balcony8
 Highly commended – Alphaiota and BOND
 Highly commended – THE RIG. and Landor & Fitch

Best brand evolution

Gold – CCHI and Bellwether
Gold – Qaweem and Blue Hat
 Silver – Akhbar Alaan and Bellwether
 Bronze – HCT and Bellwether
 Highly commended – Al Jazira Football Club and ALL ABOUT BRANDS
 Highly commended – Wimpy and matter

Best strategic or creative development of a new brand

Gold – Oodi and Bellwether
Gold – UAE Ministry of Climate Change and Environment and Arada
 Silver – Saudi National Bank and Landor & Fitch
 Bronze – VO and Bellwether
 Highly commended – Al Farah Gourmet and Gulf Advertising in Business FZLLC (ADinB)
 Highly commended – Weem with Landor & Fitch and Hogarth

Best development of a new brand within an existing brand portfolio

Gold – Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)
 Silver – Family Development Foundation – FDF and Gulf Advertising in Business FZLLC (ADinB)

Best naming strategy

Gold – Smidgin and Bellwether
 Silver – Careem and Bellwether
 Bronze – Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)
 Bronze – Karma Solar and Brand Lounge
 Highly commended – THE RIG. and Landor & Fitch

TYPE

Best corporate rebrand following a merger or acquisition

Gold – Saudi National Bank and Landor & Fitch

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

Gold – Dubai Holding and KNOW Creative
 Silver – AD Ports Group and Saffron Brand Consultants
 Silver – Badiri Academy and Brand Lounge
 Bronze – Akhbar Alaan and Bellwether
 Bronze – KAUST Innovation and BOND
 Highly commended – CXG and OMNIA
 Highly commended – HCT and Bellwether

Best brand consolidation

Gold – Careem and Bellwether
 Silver – Saudi National Bank and Landor & Fitch
 Bronze – Government of Dubai Media Office and Brand Lounge
 Bronze – KAUST Innovation and BOND
 Highly commended – CXG and OMNIA

Best rebrand of a digital property

Gold – Amakin and Epic Lion
 Silver – Akhbar Alaan and Bellwether
 Bronze – Happy Kids Dentistry & Orthodontics – HKD and Gulf Advertising in Business FZLLC (ADinB)
 Highly commended – Karma Solar and Brand Lounge

SECTOR

Best visual identity by a charity, NGO or NFP

Gold – Siyakwazi and JansenHarris
 Silver – Badiri Academy and Brand Lounge
 Bronze – NAMA Women Advancement and Brand Lounge

Best visual identity from the education sector

Gold – HCT and Bellwether
 Bronze – KAUST Innovation and BOND

Best visual identity from the energy and utilities sector

Silver – Karma Solar and Brand Lounge

Best visual identity from the farming and agricultural sector

Gold – UAE Ministry of Climate Change and Environment and Arada

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BERLIN - DUBAI

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Best visual identity from the financial services sector

Gold – Saudi National Bank and Landor & Fitch
 Silver – Abu Dhabi Securities Exchange (ADX) and ALL ABOUT BRANDS
 Silver – YAP and Livingroom Dubai
 Bronze – The BENEFIT Company and Superunion

Best visual identity from the food and beverage sector

Gold – Wimpy and matter
 Silver – Origins Koffee Lab & Kitchen and Arada
 Bronze – Smidgin and Bellwether
 Bronze – Hilton: OTB and Keane
 Highly commended – Beaugrand Et Fils and Gulf Advertising in Business FZLLC (ADinB)
 Highly commended – Kitopi and Main Division

Best visual identity from the healthcare and pharmaceutical sector

Gold – Happy Kids Dentistry & Orthodontics – HKD and Gulf Advertising in Business FZLLC (ADinB)
 Silver – Alphaiota and BOND
 Bronze – American Hospital and Bellwether
 Bronze – Saudi German Health and Landor & Fitch

Best visual identity from the industrial and basic materials sector

Gold – Dubal Holding and KNOW Creative

Best visual identity from the lifestyle and wellness sector

Gold – THE RIG. and Landor & Fitch
 Silver – The Carlton Tower Jumeirah: The Peak Fitness Club & Spa and Keane

Best visual identity from the professional services sector

Gold – Hope Ventures and Limefish Design
 Bronze – CXG and OMNIA

Best visual identity from the public sector

Gold – Family Development Foundation – FDF and Gulf Advertising in Business FZLLC (ADinB)
 Silver – Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)
 Bronze – CCHI and Bellwether
 Bronze – RAKTDA (Ras Al Khaimah Tourism Development Authority) and Sputnik Floyd

Best visual identity from the retail sector

Gold – Solitaire and Balcony8
 Silver – BinSina / AKI Group and Livingroom Dubai

Best visual identity from the sports and leisure sector

Gold – THE RIG. and Landor & Fitch
 Silver – The Carlton Tower Jumeirah: The Peak Fitness Club & Spa and Keane
 Bronze – ADNOC Group (Al Ruwais Golf Club) and ALL ABOUT BRANDS

Best visual identity from the technology, media and telecommunications sector

Gold – Akhbar Alaan and Bellwether
 Silver – Oodi and Bellwether
 Silver – VO and Bellwether
 Bronze – Al Ain News and OMNIA

Best visual identity from the transport and logistics sector

Gold – AD Ports Group and Saffron Brand Consultants
 Silver – Weem with Landor & Fitch and Hogarth
 Bronze – Emirates Post and Livingroom Dubai
 Highly commended – COCO Logistics and Brand Lounge

Best visual identity from the travel and tourism sector

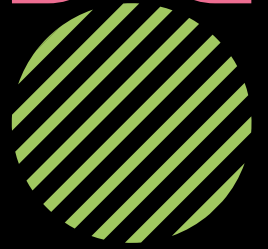
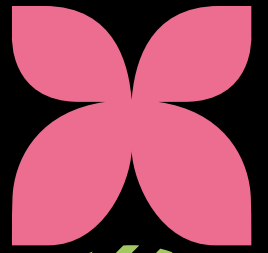
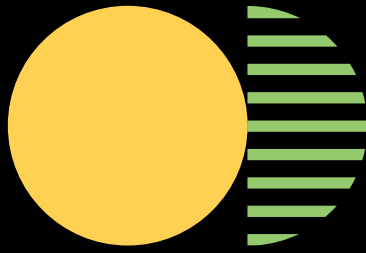
Gold – RAKTDA (Ras Al Khaimah Tourism Development Authority) and Sputnik Floyd
 Silver – Noor Riyadh and OMNIA
 Bronze – Elaf Group and JPD

Best overall visual identity

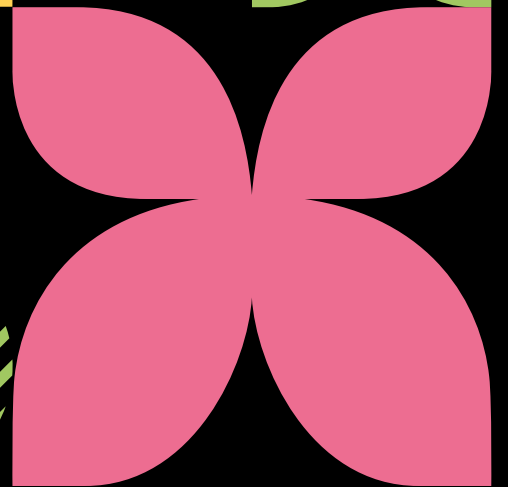
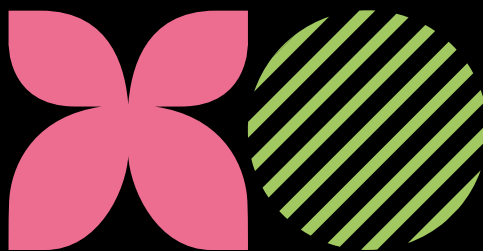
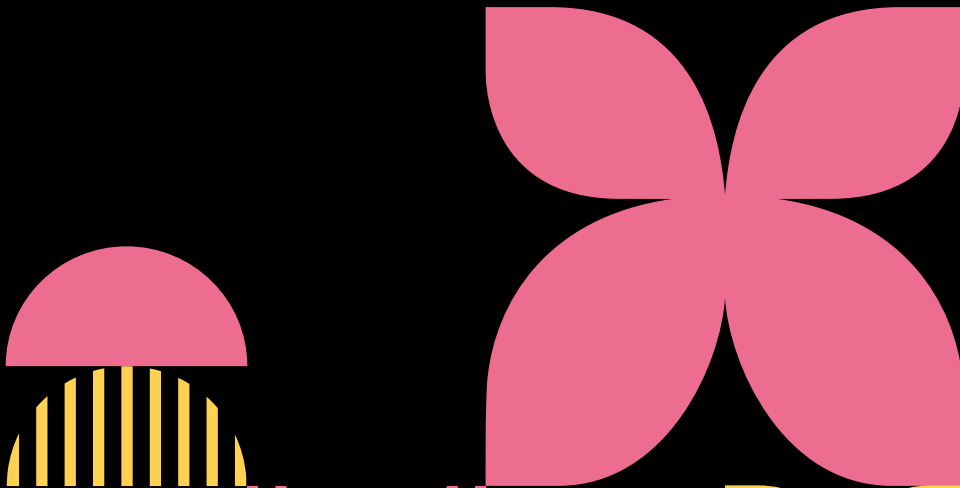
Winner – Solitaire and Balcony8

Grand prix

Winner – AD Ports Group and Saffron Brand Consultants



CONTENT

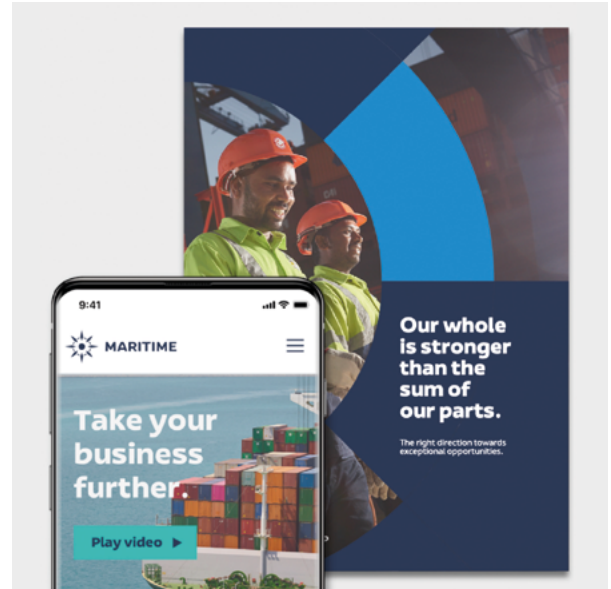


AD Ports Group and Saffron Brand Consultants

Gold

With a host of subsidiaries muddying the waters, AD Ports Group needed its new brand to help it present a unified face to the world. It worked with Saffron Brand Consultants on a fresh approach. The tide turned for the brand with the redevelopment of its compass icon. Already a core part of the brand's identity, Saffron revamped it to enable it to act as a guideline for the rest of the brand system.

Not only does the icon play a key role in and of itself, but it also forms the basis for the drafting of a bespoke typeface, the brand's graphic structure and the brand architecture. "The visual identity is clearly making communication easy," said one judge. Another added, "This is extremely well done in a challenging category."



Origins Koffee Lab & Kitchen and Arada

Silver

As part of a residential community, Origins Koffee Lab & Kitchen had to play a vital role in the heart of the neighbourhood. Arada drew inspiration from coffee's roots in Ethiopia bringing in a creative illustration system. "I love the narrative that cuts through," said one judge. "It's brand that has thought about its narrative and creative execution."



Mono Mini Me and JansenHarris

Silver

Bringing affordable, personalised children's clothing to the market required a deft approach. One that JansenHarris delivered with the introduction of the triple M icon, representing Mono Mini Me's brand name across multiple, illustrative applications. The icons are creative, friendly and appealing to the company's audience of young mums and dads.



Best use of a visual property

We are

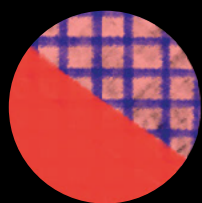


creative

designers,



strategists,



& futurist

thinkers



Who are constantly inspired to find novel solutions. By envisioning and seeking true impact, we aim to design both effective and desirable concepts. We design for change.

Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)

Bronze

The Abu Dhabi Early Childhood Authority worked with ADinB on a visual style that is inclusive, friendly and lovable. “The visuals deliver the brand’s core message, highlighting the sensitivity of the visual content, delivering emotionally and considering cultural values and norms,” said one judge.



THE RIG. and Landor & Fitch

Bronze

Transforming defunct Saudi oil platforms into aquatic experience centres, Landor & Fitch helped create THE RIG. It used the graphs of data depicting ocean floor strata common in oil exploration as inspiration for a visual property that tells a story of wonder and curiosity. “Delightful and unique. The work is a fantastic blend of visual codes that creates something unique and fresh,” said one judge.

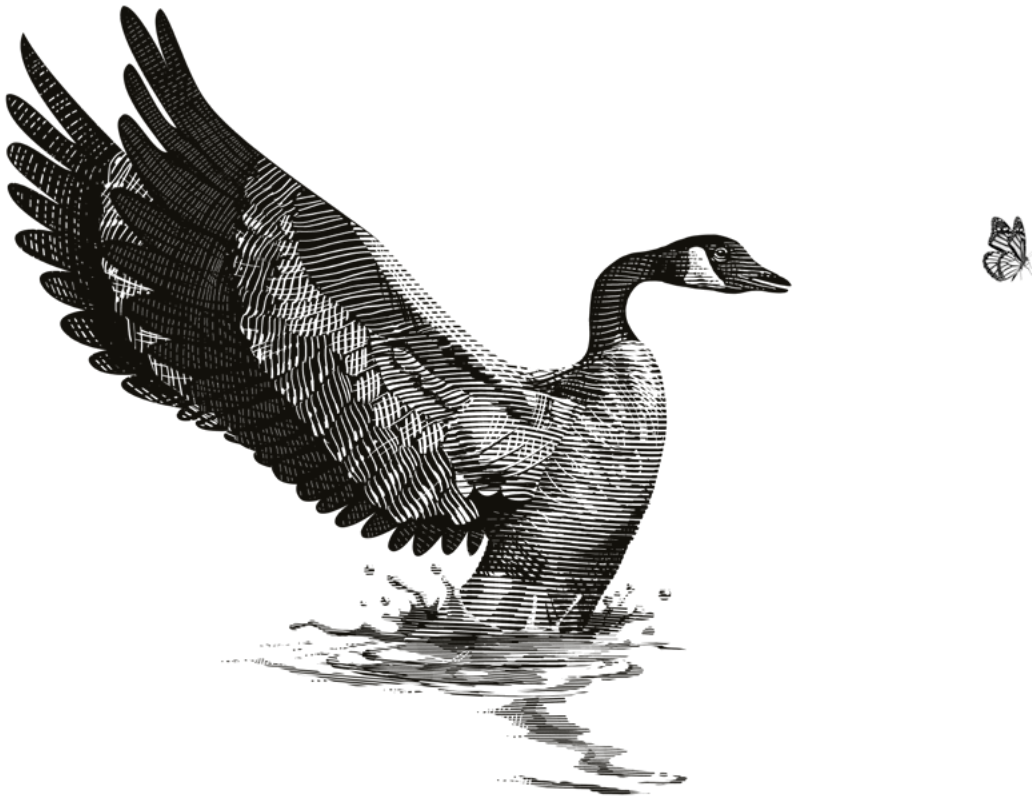


Hungry Wolves and Arada

Highly commended

Arada created an action-packed photography style and bright colour palette for Hungry Wolves which judges called surprising and distinctive.

Best use of a visual property



Goosebumps & Butterflies.

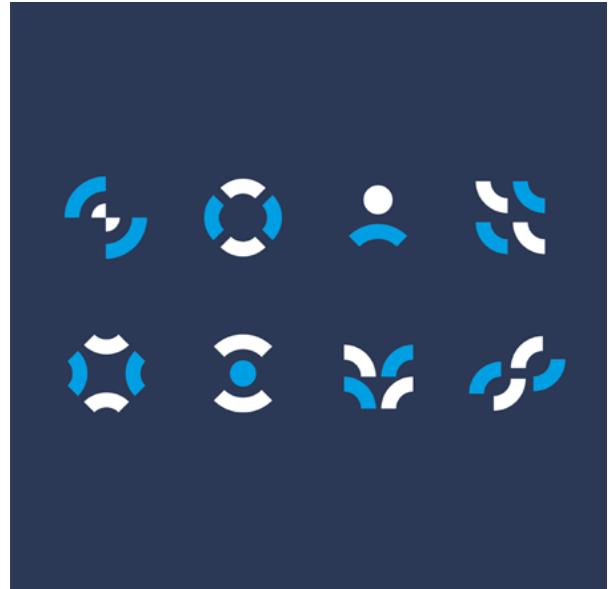
We wake up every day in pursuit of goosebumps. **The butterflies are a bonus.**

AD Ports Group and Saffron Brand Consultants

Gold

To support its growth, AD Ports Group had split its business into five main areas of operations. But, within that system was a confusing landscape of disjointed brands. As a means of uniting the group and clarifying its offering, AD Ports Group worked with Saffron Brand Consultants on a new brand. The name AD Ports Group became the umbrella brand under which five clusters and multiple subsidiaries sit.

The system was united visually through the use of the redesigned compass device, which serves as an icon for each of the main clusters. Judges thought the simplicity of the system was excellent as it also has potential to accommodate future growth. "They have successfully, smartly and simply uncomplicated an overall legacy brand into a fully rounded brand architecture solution that is clear for all the sub-brands," said one judge.



Careem and Bellwether

Silver

Popular ride hailing app Careem had grown into other aspects of transport and logistics. Bellwether worked with Careem on a brand architecture that would better reflect its breadth of operations, without losing brand relevance. Judges praised the thoroughness and accomplishment of this brand architecture solution.



NAMA Women Advancement and Brand Lounge

Bronze

NAMA Women Advancement works with women to improve equality and inclusion in business. With so many programmes and affiliates, Brand Lounge had to create a family of brands that align with the umbrella brand and make it easy for partners to engage with NAMA consistently.



Saudi National Bank and Landor & Fitch

Bronze

The creation of Saudi National Bank required a clear brand architecture that could meet the needs of the massive bank and its many diverse customers. Landor & Fitch used the redesigned brand icon – the green arch – as a means of achieving this. "Simple, clean and easily recognisable," said one judge.



KAUST Innovation and BOND

Highly commended

KAUST's broad range of programmes and audiences were aligned behind a tiered visual identity and a modular digital design system, crafted by BOND.

Best brand architecture solution



Oodi and Bellwether

Gold

For Oodi, choice is the name of the game. Born amid the stale telecoms sector of Iraq, Oodi set out to do something different and garner the attention of a younger demographic. To do so, it imbued its brand with something that was lacking: options. To reflect this in its messaging and tone of voice, Bellwether focused on what a telecoms company can do, rather than what it can't. It gave people a say.

The positive, unpretentious tone of voice is reflected in the strapline, 'Your plan, your rules.' "The thought, creativity and understanding of the environment and the audience all come together in outstanding copy," said one judge.



Saudi German Health and Landor & Fitch

Gold

To compete against newcomers and international brands, Saudi German Health (SGH) had to eschew its functional, tactical messaging. It worked with Landor & Fitch on a united, emotional and contemporary tone of voice that focuses on healthcare, not the running of hospitals. It effectively brings people back into the health business.

The results have been proof enough for SGH, as it has seen positive sentiment across social media and derived new partnerships as a result of the rebrand. Judges thought it was an excellent approach in a tough sector. "The new look and feel has been well reflected in the copy," said judges. "The tone of the messaging is trustworthy."

COCO Logistics and Brand Lounge **Silver**

COCO Logistics had to shift from an invisible provider of temperature-controlled packaging solutions to a crucial partner in the logistics and delivery experience. To do so, Brand Lounge introduced a fun, no-nonsense tone of voice to match its upbeat visual identity. "I like the fact that in an industry that takes itself so seriously, they introduced a fun element and differentiated the brand," said one judge.



New York University Abu Dhabi and **ALL ABOUT BRANDS**

Bronze

The copywriting for NYU Abu Dhabi's Horizons magazine blends academia and travel writing in an irresistible way, enticing readers with its interesting, relatable content. "NYU did well to bring out the stories of its professors and staff," said one judge of the ALL ABOUT BRANDS work.



Badiri Academy and Brand Lounge

Highly commended

To empower and inspire women, Badiri Academy worked with Brand Lounge on a proactive brand voice that is determined, modern and empathetic.

Saudi National Bank and Landor & Fitch

Highly commended

As part of Saudi National Bank's rebrand, Landor & Fitch crafted a tone of voice that would define the bank's mission of 'new Saudi banking' and differentiate it from the crowd.

Best use of copy style or tone of voice



Careem and Bellwether
Gold

Uniting Careem’s various sub-brands and products under a single masterbrand and within a single app required a deft handling of the user experience. Bellwether started with a clear brand architecture and streamlined visual identity, which helped simplify the system.

This approach made it easier for customers to navigate the brand’s ecosystem of products and services. The uncomplicated language, clear iconography and consistent branding allowed for a simple, effective user experience. Judges thought this evolution was of huge benefit to the brand experience, as the consolidation of Careem’s sub-brands helped consumers find their way with greater ease.



Government of Dubai Media Office and Brand Lounge
Silver

The Government of Dubai Media Office worked with Brand Lounge to create a personal brand and media guide for appearances and depiction of Sheikh Mohammed bin Rashid Al Maktoum. This approach built four key personas for the sheikh, which delivered a consistent, yet versatile system within which to work.



Brown-Forman Middle East and JansenHarris
Bronze

At Ras Al Khaimah’s massive drinks emporium, Barracuda, Brown-Forman worked with JansenHarris to position Jack Daniel’s as the world’s premier spirit brand. The in-store installation uses mixed media to ‘make it count.’ Judges thought this was a particularly attention-grabbing strategy that yielded strong results.



Manchester City Football Club and ALL ABOUT BRANDS
Bronze

ALL ABOUT BRANDS worked with Manchester City FC to commission and implement a sculpture celebrating some of its most valued players. The resulting installation is inspiring and aligned to the club’s brand, evoking the passion and energy for football its fans espouse. One judge called it “an effective way for fans to interact.”

THE RIG. and Landor & Fitch
Highly commended

The implementation of THE RIG. by Landor & Fitch was experience-driven from start to finish. By building THE RIG. around an experience offer, it highlights the unity between entertainment and brand positioning.

COCO Logistics and Brand Lounge **Gold**

Cold Control Logistics' business is packaging. It keeps temperature-sensitive products safe through the delivery process. To make a bigger impact on its audience, it worked with Brand Lounge to reimagine the impact of its packaging on consumers. To make the brand stick, it developed COCO Logistics-branded duct tape to seal packages.

"They have succeeded in making an invisible pack exciting. Great lateral thinking and a great overall aesthetic," said one judge. The resulting visual identity is complemented by a cool tone of voice that transcends the boring approach taken by most functional packaging.



Origins Koffee Lab & Kitchen **and Arada**

Silver

Origins Koffee Lab & Kitchen puts the origins of its coffee front and centre on its packaging. Arada had to position the brand as a hub within its local community. It captured the romance of coffee-producing communities through a distinctive and appealing illustration style. "A very strong creative concept extremely well executed," said one judge.



SunKiss and JansenHarris

Bronze

To strengthen the ties between the SunKiss brand and its sustainable model, JansenHarris developed a brand and packaging system that links aspirational, spa-inspired chic with accessible, beach bag cool. "A great challenge and an idea with a lot of potential," said one judge.



Beaugrand Et Fils and Gulf Advertising in **Business FZLLC (ADinB)**

Highly commended

Beaugrand Et Fils worked with ADinB on a new packaging system to put it on the champagne map, while offering a glimpse inside the rarified world of elite winemaking.

Best use of packaging



Solitaire and Balcony8

Gold

Solitaire was developed to provide a lifestyle destination to Riyadh's families. In order to bring this vision of a multi-use development that went beyond the traditional offerings of a shopping mall to life, Solitaire world with Balcony8. The agency introduced a layering concept that applied to the visual identity and wayfinding system.

Using a geode as inspiration, the wayfinding came to life organically. Each level of the centre unveils a new layer of the geode, evoked through signage crafted from natural materials. "A good development of the key concept into an effective wayfinding system," said one judge. Another added, "This reinforces the premium positioning of the development. It's clear, beautiful and functional."



Happy Kids Dentistry & Orthodontics – HKD and Gulf Advertising in Business FZLLC (ADinB)

Silver

To create a child-friendly wayfinding and signage system for American dentist Happy Kids, ADinB first developed a series of illustrated characters representing different emotions. It combined these with building-block signs rendered in the brand's primary colours.



Royal Commission for Riyadh City with FAST Consortium and Nour Massah Company for Industry

Bronze

Riyadh Metro worked with Nour Massah Company for Industry to develop new signage for the transport system's 47 stations. The mixed material signs bring a sense of clarity and consistency to the network, allowing for ease of direction across Riyadh.

Saudi German Health and Landor & Fitch

Gold

As part of its shift from focusing on the business of running hospitals to providing healthcare as a service to people, Saudi German Health (SGH) worked with Landor & Fitch on a new audio brand. It united traditional Saudi instrumentation with the sound of a real heartbeat to achieve an ownable sound.

The result is warm and brings a smile to the face. It's upbeat, yet comforting at once. Uniting the visual brand – which is focused on care and warmth – with the audio brand helped SGH create a consistent brand world for its hospitals. “The whole musical score had an optimistic feel to it,” said one judge. “I loved that an actual heartbeat inspired the rhythm.”



Etisalat and Sixième Son

Silver

Etisalat worked with Sixième Son on an audio brand defined by 'togetherness.' The result is memorable, punchy and fresh. “I love the use of human voices as the central part of this sonic identity,” said one judge. Another said, “I like the way they focused on lyric expression to avoid translation issues.”



Akhbar Alaam and Bellwether

Bronze

A digital news brand targeted at young people in the Levant, North Africa and Iraq, Akhbar Alaam worked with Bellwether on an audio brand that would be credible and hopeful. Infusing the brand with Afro-beats and optimism, Akhbar Alaam hopes to inspire its young audience to dream and tell their own stories.



Saudi National Bank and Landor & Fitch

Bronze

Using electronic tones and percussion, Landor & Fitch crafted a versatile audio brand for Saudi National Bank. This approach allowed for different use cases and audiences. “Stylish and straightforward in delivery,” said one judge. “The musical variations were well executed.”



Best use of audio branding



AD Ports Group and Saffron Brand Consultants

Gold

To both embed the brand in its local culture and communicate with a global reach, AD Ports Group had to develop a typography that could accommodate the English and Arabic languages and alphabets. It worked with Saffron Brand Consultants not only to achieve this, but to tie its typography intrinsically to its visual identity.

Saffron used the updated design of the company's compass icon as inspiration for the shapes, angles and expressions of the new typeface. Judges praised the way the typeface aligned the brand architecture through a consistent application across the company's sub-brands. "The font design is functional and creates consistency across all communications. A good approach for a B2B brand," judges said.



Solitaire and Balcony8

Silver

Balcony8's development of Solitaire's architecture, brand and visual identity benefited from a unified strategy. The typeface design exemplifies this as it is derived from the shape of the development itself. "Beautiful design. Stylish," said one judge of the refined, classic font.



COCO Logistics and Brand Lounge

Bronze

COCO Logistics had to transform the unboxing experience for recipients of climate-controlled products. It worked with Brand Lounge on a type strategy for its logo that gradually brings the final 'O' into focus. The letterforms were developed in harmony, creating a pleasing, welcoming design. "I think the concept worked well with the overall idea of focus linking to the brand strategy," said one judge.



Dubal Holding and KNOW Creative

Bronze

To help Dubal Holding become a household name and amplify its exhibition at the Dubai Expo 2020, KNOW Creative redeveloped its brand typeface. The new font uses exaggerated angles and sharper lines to make a big impact. Judges liked the subtle evolution of the brand's logo as well as the punchy treatment of numbers in the new type system.

Badiri Academy and Brand Lounge

Highly commended

Badiri Academy worked with Brand Lounge to deploy an active, assertive typeface that serves as a motivation for women to 'take the next step.'

RAKTDA (Ras Al Khaimah Tourism Development Authority) and Sputnik Floyd

Gold

Overlooked in favour of its neighbour emirates in terms of the travel and tourism market, Ras Al Khaimah was determined to showcase what it had to offer. The Ras Al Khaimah Tourism Development Authority teamed up with Sputnik Floyd to develop a place brand that would appeal to a global audience and clearly communicate all the emirate had to offer. The resulting brand is anchored by a logo that links the region’s mountains, dunes and sea while reflecting its outdoor experiences and diverse natural landscapes.

Judges thought the brand narrative was excellent at capturing the essence of Ras Al Khaimah for the tourism market. “You feel they have really thought about the symbolism of this brand and its purpose and have successfully translated that into a consumer proposition,” one judge said.



Solitaire and Balcony8

Silver

The creation of Solitaire, Riyadh’s new lifestyle destination by Balcony8 used a synergy between architecture, use intent, brand design and positioning to put the location firmly on the map. This was an element that impressed judges, with one praising, “It has a core idea that is shared throughout which drives brand consistency.”



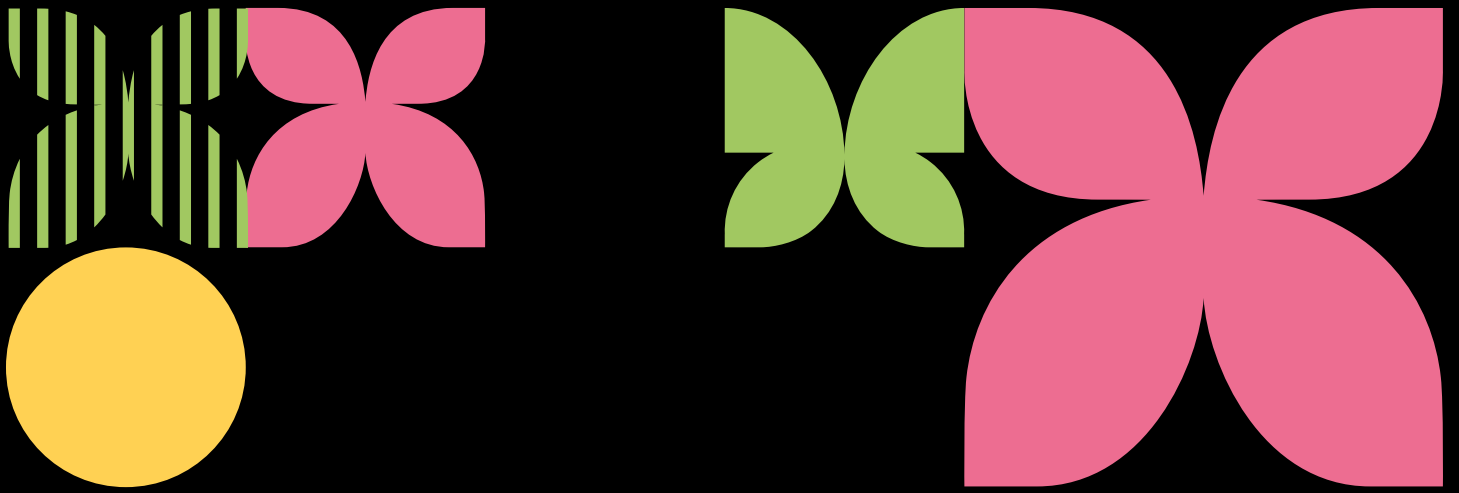
THE RIG. and Landor & Fitch

Bronze

Landor & Fitch’s work for THE RIG. transforms a disused offshore oil exploration platform into an entertainment venue worth of the 21st century. The brand takes cues from the worlds of sport, extreme sport, entertainment and extractives to create something entirely unique. “Original, fresh, unique and tells the identity narrative so well,” said one judge.



Best place or nation brand



PROCESS



Government of Dubai Media Office and Brand Lounge

Gold

Developing the personal brand for Sheikh Mohammed bin Rashid Al Maktoum required a considered communications campaign to support the introduction of the new system. The Government of Dubai Media Office worked with Brand Lounge to set out media guidelines and the sheikh's personal brand, which comprised of four different personalities that could be deployed in different settings.

To ensure correct usage of the brand, the Media Office had to carefully outline the media guidelines, image use guidelines and brand positioning. The compelling narrative sitting behind the brand helped ensure the messaging was delivered effectively. Judges thought the challenge was well met with a creative approach to brand guidelines.



Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)

Silver

To effectively launch the Athar brand, the Abu Dhabi Early Childhood Authority had to engage with all of its target stakeholders. It worked with ADinB to develop a bright, positive brand positioning that carefully met the needs of its diverse audience.



Family Development Foundation – FDF and Gulf Advertising in Business FZLLC (ADinB)

Bronze

The Family Development Foundation's 'Fatherhood As We Aspire' campaign had to establish a positive relationship with Abu Dhabi's community of fathers. The result was a campaign that sparked conversation and set the tone for a change in perception around the role of fathers in the family unit.



Best external stakeholder relations during a brand development project

Best internal communications during a brand development project



KAUST Innovation and BOND Gold

To support a rebrand of one of Saudi Arabia's leading universities, BOND first engaged KAUST Innovation's internal audience. With a series of workshops, internal surveys and meetings, the foundations of the new brand strategy were built. Once the brand was developed, it was shared with KAUST's community to ensure understanding, support and engagement. The new brand architecture would affect most of the university's areas of operations, so it had to resonate with KAUST's internal audience.

Judges praised the internal communications strategy for its good engagement with the internal audience, its clarity and organisation as well as the implementation of the brand. Armed with a set of 'living guidelines' KAUST's internal stakeholders are now prepared for whatever the future may hold.

Kitopi and Main Division

Gold

In the midst of the pandemic, cloud kitchen startup Kitopi saw an opportunity to grow its business. Instead of focusing on what it, as a hospitality brand, lacked, namely a physical premise, it highlighted its dexterity. Developed by Main Division, the brand was implemented across delivery vehicles, restaurant sites, digital touchpoints and partner communications.

Key to achieving greater brand awareness was a graphic illustration style that used food icons, cooking tools and restaurant imagery to build an adaptable, colourful brand world. Judges loved these illustrations and said they left room for the brand's future development.



Happy Kids Dentistry & Orthodontics – HKD and Gulf Advertising in Business FZLLC (ADinB)

Silver

Happy Kids Dentistry teamed up with ADinB to implement its colourful, building-block inspired brand in a playful way to engage children and their families. This has transformed the physical space within the dentistry offices by bringing light, joy and fun to a healthcare setting.



HCT and Bellwether

Silver

Key to helping the Higher Colleges of Technology redefine their image and support a new generation of Emiratis in their educational pursuits was a reexamination of the campuses themselves. Bellwether positioned the campus as a learning hub and social venue with a place for the community to grow and thrive.



Oodi and Bellwether

Silver

Implementing Iraq's choice-first telecoms brand Oodi required an alignment between the brand's positioning, its messaging and its audience. Bellwether delivered consistency across the key brand touchpoints, which judges thought was an excellent approach in a place where telecoms branding had been disjointed in the past.

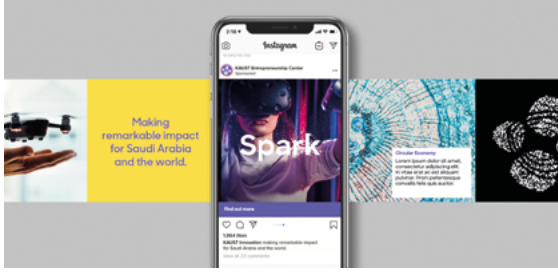


Best implementation of a brand development project



Badiri Academy and Brand Lounge Bronze

Judges praised Badiri Academy's visual identity for being "fun and uplifting," a fact that Brand Lounge put to great use in implementing the brand. With touchpoints ranging from digital to OOH advertising, the colour, fun and joy of the identity had to sing whatever the setting.



KAUST Innovation and BOND Bronze

KAUST Innovation worked with BOND to change perceptions of its university. In doing so, it delivered a brand that could easily be applied to a range of touchpoints, large and small, a fact that judges found admirable when considering the challenges posed by branding in the educational sector.

Haier KSA and Onsor Moshha Advertising

Gold

Home appliance brand Haier had to compete with more firmly established players in the Saudi market. To do so, it needed to position itself as a modern brand that understands its young audience. To do so, Onsor Moshha Advertising tapped into the gift-giving culture within Saudi Arabia using a playful strapline and branded content.

The social media campaign supporting Haier's push into the Saudi market saw excellent results and increased trust, familiarity and awareness of the brand. Judges thought the connection between the campaign and the sales results was compelling, as Haier charted twice as many purchases as it had in the previous year.



Virgin Mobile UAE

Silver

To compete against local giants Etisalat and Du, Virgin Mobile UAE had to stand out. It reshaped its logo to evoke a sense of a mobile screen. This both communicated its difference from local players and helped it avoid confusion with Virgin's other brands operating across the UAE.



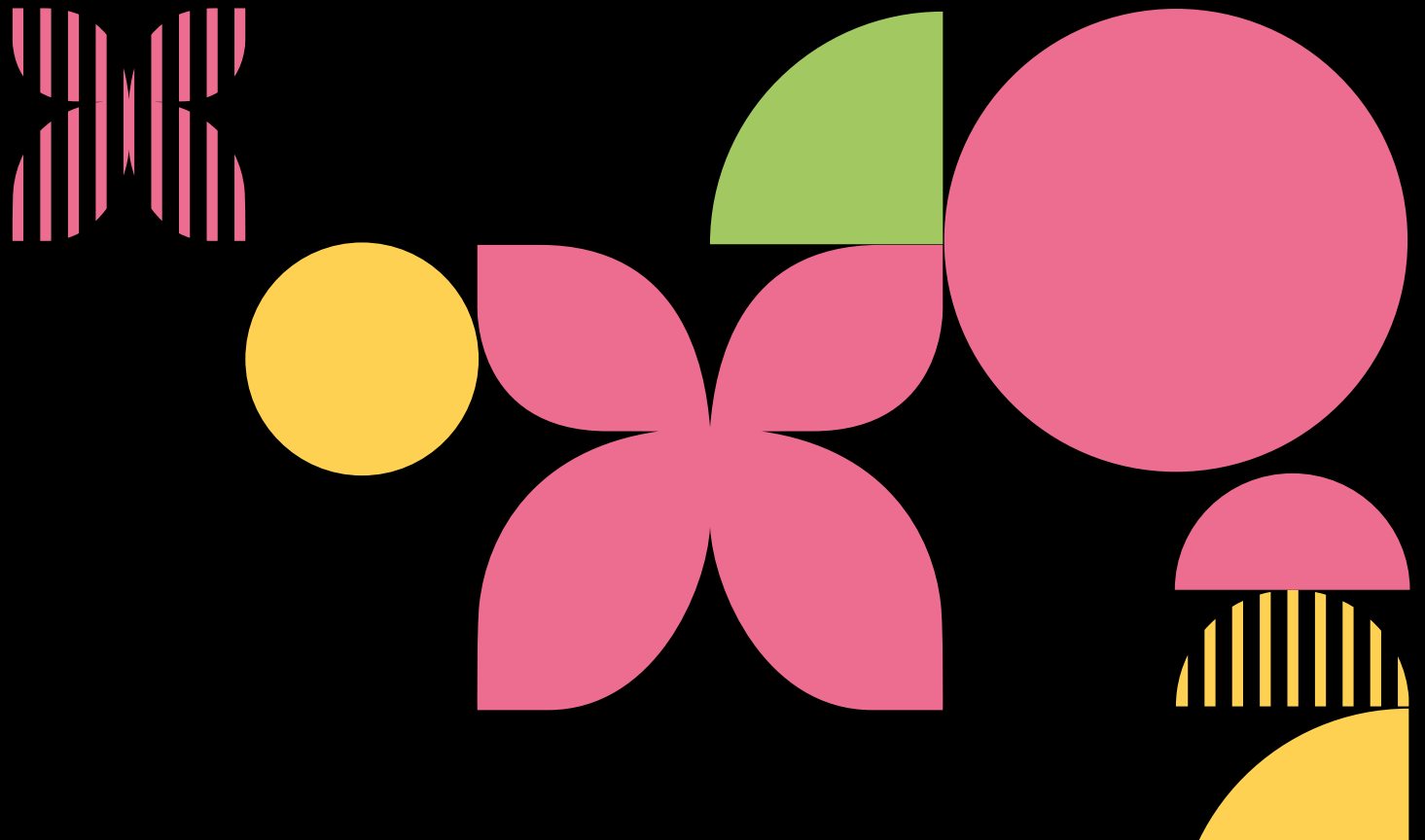
Franklin Templeton and Mirum Agency

Bronze

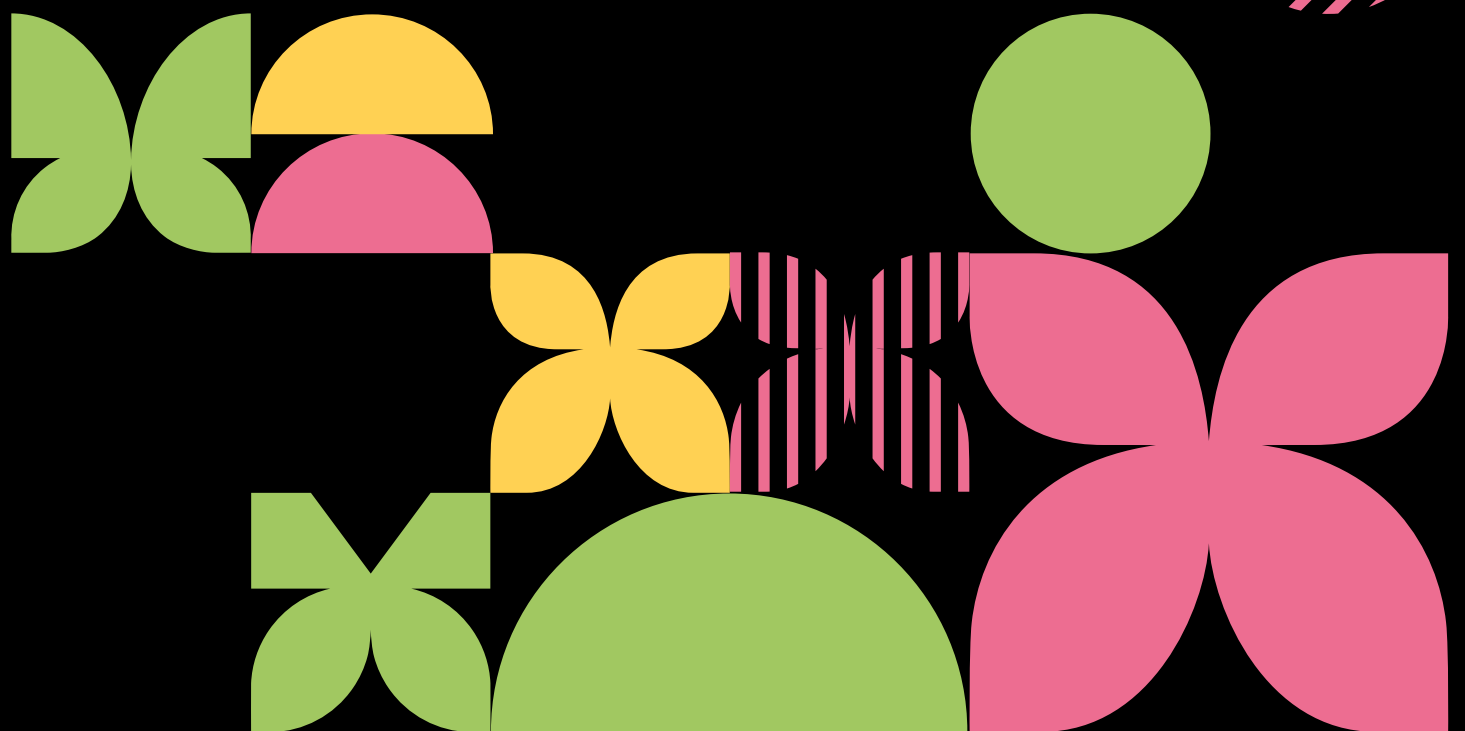
Celebrating 20 years of operations in the Middle East, Franklin Templeton worked with Mirum Agency to unite local investment strategies with a global, future-facing outlook. The supporting campaign merged past and future in a creative and impactful way.



Best localisation of an international brand



STRATEGY



AD Ports Group and Saffron Brand Consultants

Gold

AD Ports Group had outgrown its brand over the years. With a complicated range of services and sub-brands, it was failing to resonate with its target audience. To change this, it turned to Saffron Brand Consultants, which realigned the brand's compass, literally and figuratively.

A key element of the creative strategy was to redraft the company's compass icon. This then served as the basis for the brand architecture, typography design, graphic language and applications. "They have effectively repositioned and modernised the organisation's creative framework and drawn a relationship between all entities," said one judge. Another added, "The strategy was well thought through and highlighted each of the ports' sub-brands."



RAKTDA (Ras Al Khaimah Tourism Development Authority) and Sputnik Floyd

Silver

To emphasise Ras Al Khaimah's outdoor experiences and opportunities, Sputnik Floyd developed a visual identity inspired by the emirate's landscapes. The logo links mountain, dune and sea. "The creative strategy reflects the brand positioning really well," said one judge.



Oodi and Bellwether

Bronze

Oodi's positioning in Iraq's telecoms sector was to be different by offering choice. Bellwether supported this with a brand designed around choice. Judges thought the deep understanding of the landscape and target audience was a crucial benefit in delivering this standout, new brand.



Solitaire and Balcony8

Bronze

Solitaire wanted to become a lifestyle destination beyond a simple shopping mall. To do so, it worked with Balcony8 on a brand strategy that had concealed depth. Using the inspiration of a geode to create the architecture, visual identity and brand helped differentiate the development.



Alphaiota and BOND

Highly commended

Repositioning the use of AI in the healthcare sector required Alphaiota and BOND to put people back in the picture. "Simply beautiful," said one judge of the result.

THE RIG. and Landor & Fitch

Highly commended

THE RIG's brand aligns its audience, location, visual identity and positioning capably as Landor & Fitch deliver a rich brand world rife with visual intrigue.



CCHI and Bellwether

Gold

To create and regulate the insurance sector in Saudi Arabia from scratch, the Council of Cooperative Health Insurance had to change perceptions about insurance while also facilitating the growth of a technology capable sector. As part of its development, Bellwether crafted a new brand that would shift the council from the role of a regulator to that of an enabler.

This evolution shortened the organisation's name to Council of Health Insurance, redesigned its logo to be more distinctive and implemented a graphic system aligned with Saudi's health landscape. Judges called this "a really impressive transformation," lauding the boldness and strength of the new strategy.



Qaweem and Blue Hat

Gold

Qaweem is the first private alcohol and drug addiction treatment and rehab centre accredited by the Ministry of Health in Saudi Arabia. To change perceptions about it and create an empowering brand, Blue Hat focused on the people behind the brand.

Not only is Qaweem a treatment centre, but it helps its patients reintegrate into society and their lives. It supports their recovery journeys throughout every stage of the process and provides a benefit to patients' families as well. Judges thought the evolution of the brand to a calming, non-judgemental lifestyle brand was a positive step for Qaweem and was sure to help it achieve its objectives of shifting mindsets around addiction and mental health treatment.

Akhbar Alaan and Bellwether Silver

Designed for young people across the Levant, North Africa and Iraq, news provider Akhbar Alaan worked with Bellwether on a hopeful, inspiring new brand positioning. "I loved this," said one judge. "It's a great 360-degree brand evolution that really resonated with me. It's dynamic, fresh and youthful."



HCT and Bellwether Bronze

UAE's Higher Colleges of Technology offer crucial education and training for young people focusing on tech and engineering career paths. Bellwether redefined perceptions of the institution by modernising its visual identity and helping it achieve a more ownable, aspirational brand.



Al Jazira Football Club and ALL ABOUT BRANDS Highly commended

Abu Dhabi's Al Jazira Football Club worked with ALL ABOUT BRANDS to craft a more flexible, contemporary brand that would support its sub-brands and appeal to fans.

Wimpy and matter Highly commended

Wimpy worked with matter on a brand evolution that focuses on its appeal to young people. The social-ready result is eye-catching and mouth-watering.



connected life



ARADA

It's when the spaces we create connect with people, that bonds are made, challenges are solved, and healthier, happier lives take shape. From the farmer's market, to the bike track, to the hospital, to the cinema.

By nurturing and investing in these spaces – as well as our homes – we at Arada are creating a dynamic that puts people and their lives at the centre of everything we do. A dynamic where people and their needs inform every decision. Every action. Every innovation.

We call this Connected Life. It is our purpose – and we achieve it together.



Oodi and Bellwether Gold

Iraq’s telecoms sector has long been dominated by three major players, which have struggled to connect with the nation’s youth. One of those companies, Zain, worked with Bellwether to introduce a new proposition, powered by choice. Oodi would allow customers not only to choose something new, but to have a wealth of choice within the platform itself.

Anchored in the strapline, ‘Your plan, your rules,’ Oodi is giving people the power of choice. “The challenge, strategy, creativity, innovation and results are all superbly thought through and executed,” said one judge. The visual identity, tone of voice and messaging all align with the purpose, empowering customers and offering a new take on telecoms in Iraq.



UAE Ministry of Climate Change and Environment and Arada Gold

The UAE Ministry of Climate Change and Environment wanted to boost perceptions of local produce not only as a boon to the UAE’s agricultural economy, but to communicate a sustainable food journey message. It worked with Arada on the development of Manbat, a farmer’s market proposition. The brand champions fresh, organic and sustainable produce by telling the story of the food journey and the people behind the products.

The visual identity is desirable and versatile, working just as capably on t-shirts and coffee mugs as on official communications and farmer’s market stall signage. Judges loved the strategic thought behind the brand and the way it communicates sustainability in a fresh, enticing way.

Saudi National Bank and Landor & Fitch

Silver

Saudi National Bank was crafted from the merger of two of the nation's biggest banks. Landor & Fitch developed a unified brand that would allow the new company to capably meet all of its stakeholders' needs. The brand is at once friendly, approachable, consistent and authoritative across all of its touchpoints.



VO and Bellwether

Bronze

To allow Kuwaitis an outlet for telling stories relevant and resonant with them, a new entertainment brand was developed. VO offers Kuwaitis a chance to tell their own stories and build a strong entertainment culture. Bellwether's brand system was deemed "fresh and lovely," by judges, one of whom added, "I love the fact that the brand personality has come to reflect Kuwait's youth."



Al Farah Gourmet and Gulf Advertising in Business FZLLC (ADinB)

Highly commended

Repositioning perceptions of butchery in the UAE, Al Farah Gourmet worked with ADinB to introduce a modern, well-presented brand that elevates the craft of butchery.

Weem with Landor & Fitch and Hogarth

Making car hires more accessible and sustainable in Dubai, Weem worked with Landor & Fitch and Hogarth to introduce a conceptual and creative brand that resonates with its target audience.

Best strategic or creative development of a new brand

Best development of a new brand within an existing brand portfolio



Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)

Gold

The Abu Dhabi Early Childhood Authority launched a community engagement initiative, Athar, to reimagine the way young children are reared in the emirate. The brand needed to communicate with parents and caregivers from diverse backgrounds while keeping the child at the centre of the organisation. ADinB responded with a brand that is representative of its community.

The colourful visual identity represents children and childhood without straying into childishness. One judge said the brand's approach with regard to its target audience was "very clear and simple." And the narrative sitting behind it helped Athar stand out from competitors.

Family Development Foundation – FDF and Gulf Advertising in Business FZLLC (ADinB)

Silver

The Family Development Foundation's work to connect with fathers across Abu Dhabi was reinforced with a strong, warm brand developed by ADinB. "Very good in strategy and overall approach," said one judge, praising the way the brand connects its narrative with its positioning.

Smidgin and Bellwether

Gold

MCM Distillery created a new brand of gin by setting out to do a lot of little things perfectly. It would source from the best juniper berries in the world, grown in Macedonia. It would distil its spirit in copper still. It would deliver a unique and ideal taste profile. To encapsulate this brand positioning, Bellwether introduced the name Smidgin. The name is widely pronounceable and recognisable, enabling a versatile audience to engage with it.

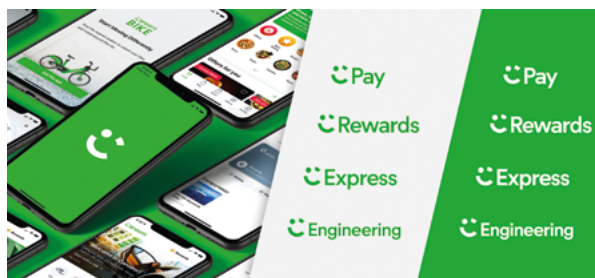
Combined with a beautifully designed bottle and labelling system, Smidgin stands out on shelf – a key objective in a competitive category. “A beautiful journey,” said one judge of the naming strategy. Others loved the creative approach and compelling narrative.



Careem and Bellwether

Silver

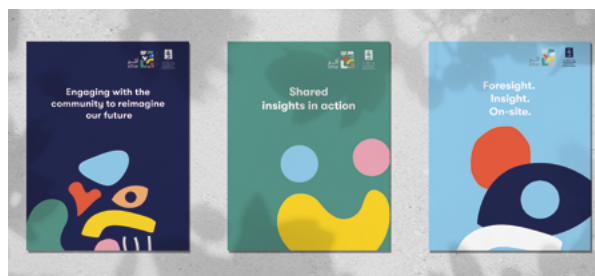
With a range of services all being brought together in one app, Careem reexamined its naming strategy. Doing away with several sub-brands, Bellwether championed the Careem brand, introducing simple identifiers in English and through icons to differentiate the services. “The challenge here was quite tough,” said one judge, “And still to unify it under one umbrella? Hats off to the team!”



Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)

Bronze

To connect with the ecosystem of childminders, caregivers, parents and guardians, the Abu Dhabi Early Childhood Authority worked with ADinB to introduce Athar, which means ‘effect’ in Arabic. “The name is relatable to the audience. The simplicity and emotion is well captured in the name,” said one judge.



Karma Solar and Brand Lounge

Bronze

Based primarily on the original company name, ‘Kalinga Renewable Energy Manufactures,’ Karma Solar also drives meaning from Hindi and Greek interpretations of the word. The naming system was built out using Greek words with meanings aligned to the products. “I love the idea of using Greek mythology and still being relevant to the product and the audience,” said one judge.



THE RIG. and Landor & Fitch

Highly commended

Aligning the name to the experience offered, THE RIG. is a stripped back, no-frills brand that Landor & Fitch deployed to celebrate the heritage of the site while offering an intriguing entertainment proposition.

**We are Landor & Fitch.
Extraordinary brand
transformation, by design.**


LANDOR & FITCH




We use data and insight to connect business and brand strategy. So we can create powerful platforms that inspire extraordinary brand expression and experience—platforms that unite people and spark cultural change.

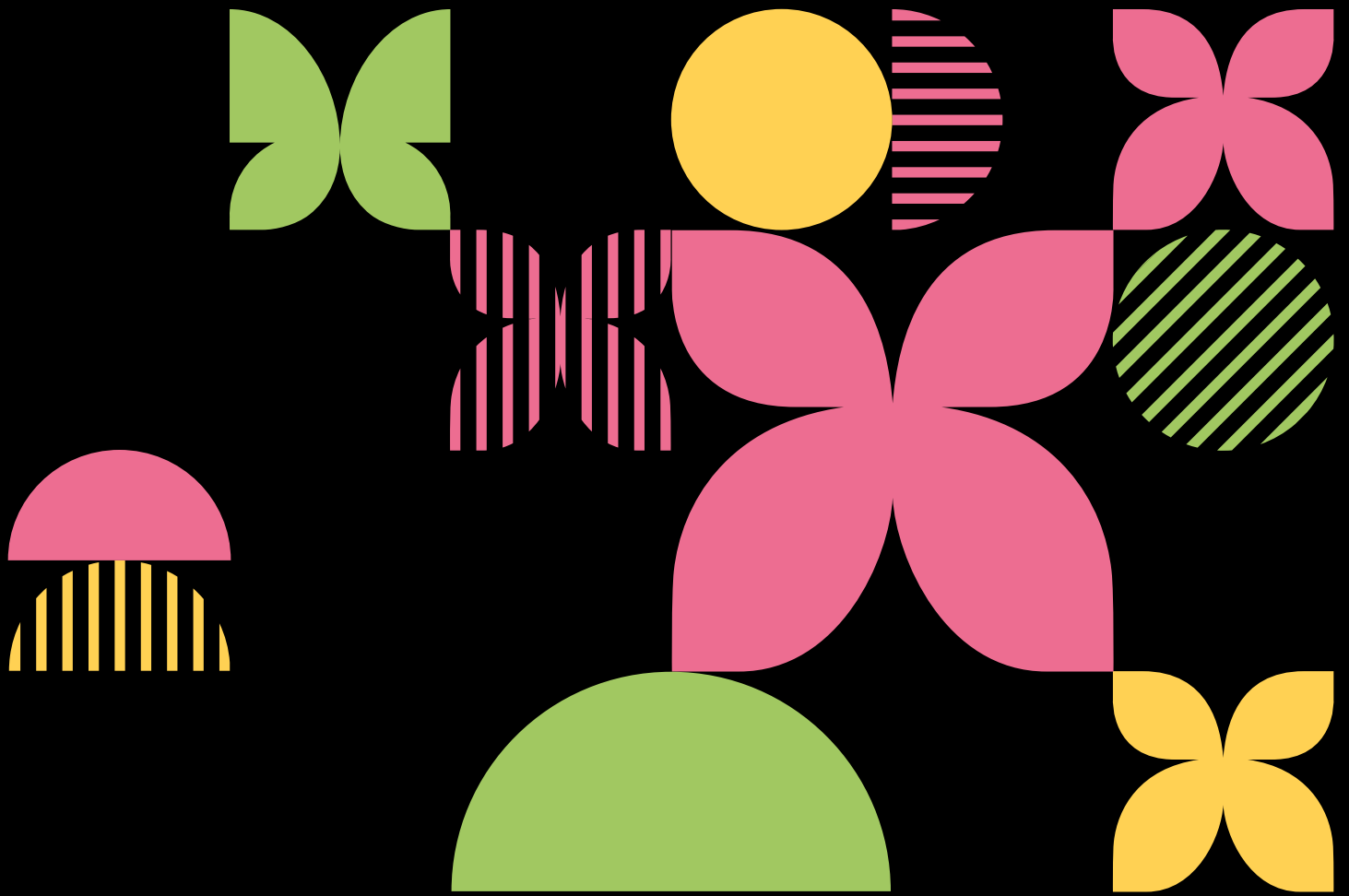
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TYPE



Saudi National Bank and Landor & Fitch

Gold

The merger of two of Saudi Arabia's biggest banks was a landmark project affecting millions of customers and over 500 branches across the country. Landor & Fitch had to represent each of the legacy brands while offering a new approach aligned with the Saudi 2030 vision. Saudi National Bank drew its brand icon from the complex archway in one of the legacy banking brand's identities. The newly designed arches unites the two banks, forming a bridge between them visually and symbolically.

The massive brand relaunch included the rollout of new physical branch touchpoints, ATM screens, mobile interfaces, card designs and much more. "Strategically the new positioning works well," said one judge. Others praised the extensive research, strategic consideration and deftly crafted contemporary brand design.



Best corporate rebrand following a merger or acquisition

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



Dubai Holding and KNOW Creative Gold

The Dubai Expo 2020 offered Dubai Holding a chance to reinvent itself; to position itself at the heart of a future-facing and innovative industrial sector in the emirate. To do so, it worked with KNOW Creative on a new positioning and visual identity. Previously focusing on what the company does, its new brand would be centred around what could be achieved.

The resulting brand was approachable for B2B investors and demonstrated a high performance industry without relying on visual cliché. It is also visually stunning without being overly wrought. The result is a simple, ownable brand that tells Dubai Holding's story capably.



AD Ports Group and Saffron Brand Consultants Silver

AD Ports Group worked with Saffron Brand Consultants to reinforce its role as a global player in the shipping and logistics industry. The brand is accessible, honest and compelling, leaving much of the complexity of its previous identity behind.



Badiri Academy and Brand Lounge Silver

Badiri Academy wanted to harness the passion and power of women through its brand. With the support of Brand Lounge, it infused its organisation with a sense of momentum and aspirational thinking. Judges thought the strategic approach was exemplary.

Akhbar Alaan and Bellwether **Bronze**

For Akhbar Alaan, a crowded landscape didn't prove a challenge. In fact, it used that to its advantage when defining itself as a credible news organisation designed for its audience of young Middle Easterners. "A great understanding of the challenge and an inspiring strategic solution," said one judge.



KAUST Innovation and BOND **Bronze**

KAUST Innovation worked with BOND to align its ambitions with the Saudi 2030 plan. "Great understanding of the challenge," said one judge. "Bright bold and simple," said another of the resulting brand, which capably flexed to communicate with a vast array of audiences.



CXG and OMNIA **Highly commended**

CXG shifted its positioning from an umbrella brand to assert its own power. OMNIA delivered a stylish visual identity to support this transformation.

HCT and Bellwether **Highly commended**

The Higher Colleges of Technology worked with Bellwether on a brand that would reassert their dominance in science and technology education, to great results.

**Best brand development project to reflect
a change of mission, values or positioning**



Careem and Bellwether

Gold

Careem had moved beyond its roots of simply being a ride-hailing app. Now offering services ranging from domestic cleaning to food delivery, it had to account for a variety of user needs, partnerships with external brands and a growing ecosystem of sub-brands.

Bellwether achieved this by consolidating the brand and simplifying its architecture. The plethora of products and sub-brands were consolidated back into the Careem umbrella. The app became a one-stop shop for all Careem had to offer. The result is simpler, easier to navigate and offers a better user experience. Judges thought this strategy was excellent. The comprehensive and considered approach helped Careem retain its core relevance without cannibalising its services.



Saudi National Bank and Landor & Fitch

Silver

After the merger that formed it, Saudi National Bank and Landor & Fitch created a straightforward brand system that capably communicates with a diverse set of stakeholders. Judges thought this was well executed and helped in the formation of the new banking brand.



Government of Dubai Media Office and Brand Lounge

Bronze

To ensure the media guidelines and personal brand of Sheikh Mohammed bin Rashid Al Maktoum was well defined, Brand Lounge developed a system of four main personalities. This helped it craft image use guidelines, media information and public appearance guidance.



KAUST Innovation and BOND

Bronze

KAUST Innovation had outgrown its previous brand. To support its goals for the future, BOND introduced a consolidated identity system that maintains the organisation's connections to Saudi Arabia while offering breadth and space for development in the future.

CXG and OMNIA

Highly commended

CXG worked with OMNIA on a simplified, unified brand system that successfully brings together its sub-brands in a beautifully designed way.

Amakin and Epic Lion

Gold

The Bahrain Car Parks Company wanted to transform itself from an owner of car parks into a 21st century mobility brand. It worked with Epic Lion Agency to create Amakin, a brand rooted in seamless mobility. The company's strapline 'park seamlessly,' is depicted visually through a system of curves, spots and arrows that represented a mobility journey. This design system, cleverly forms the basis of the wordmark, linking the strategy with the design, seamlessly.

This forms the basis of the user journey on the app, bringing the brand to life through design. "The creative concept solves the strategic challenge exceptionally well and brings in a fresh perspective to mobility," said one judge. Another praised the "dynamic, concept-driven brand. Engagingly executed."



Akhbar Alaan and Bellwether

Silver

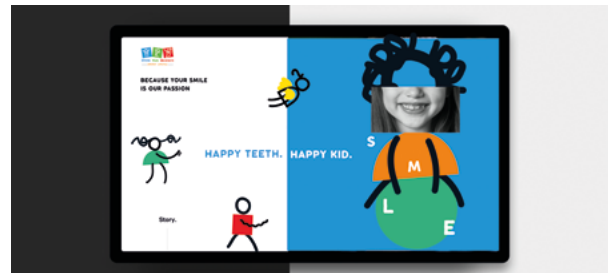
To spread hope across North Africa, the Levant and Iraq, Akhbar Alaan worked with Bellwether on an inspiring new brand. The digital application of the news organisation ties together its on-screen persona with its social media strategy. Judges liked the flexibility and implementation of the visual language.



Happy Kids Dentistry & Orthodontics – HKD and Gulf Advertising in Business FZLLC (ADinB)

Bronze

Happy Kids Dentistry took a joyful, colourful physical brand digital with the use of a collage style of imagery, blocky graphic guidelines and clear messaging. ADinB's brand icons stand out from the crowd, making the brand sing online with a collection of 'germ brothers' and other relatable characters.



Karma Solar and Brand Lounge

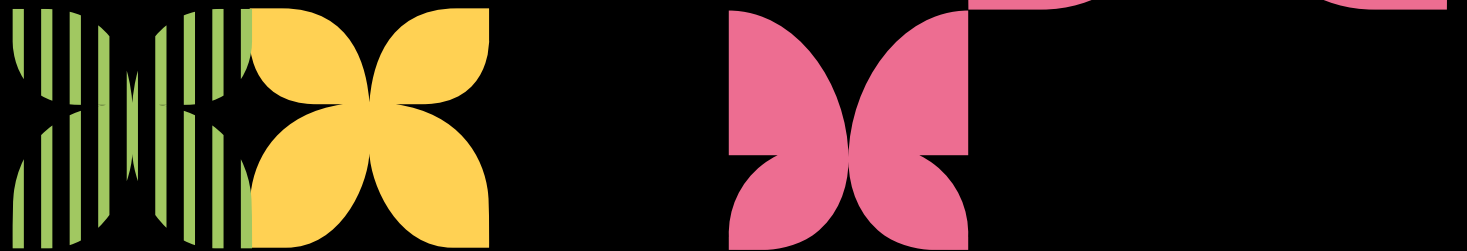
Highly commended

Karma Solar worked with Brand Lounge to put the sun and its power at the heart of its website, eschewing the product-led, uninspiring approach of the past.

Best rebrand of a digital property



SECTOR



Siyakwazi and JansenHarris

Gold

Siyakwazi supports children with disabilities and learning difficulties in South Africa. To garner new sources of fundraising, it needed a compelling brand. It worked with JansenHarris to simplify its brand, distilling its message into a single, ownable icon. The hand icon acts as the 'S' in Siyakwazi while also functioning capably across multiple touchpoints.

The inclusive tone of voice and supportive messaging helps deliver the brand's purpose to beneficiaries and donors alike. Judges loved the visual expression, noting the versatility of the identity and its joyous, positive sentiment. One called it "a bold and fresh brand that cuts through." Another praised the "bold, clean, purposeful design that effectively stands out and delivers results in a category where standout is about survival."



Badiri Academy and Brand Lounge

Silver

Brand Lounge's development of the Badiri Academy visual identity took a functional government wordmark and created a lively, aspirational brand world. Judges loved the way the visual identity expressed the brand's narrative and purpose, bringing motivation, support and empathy to women in business.



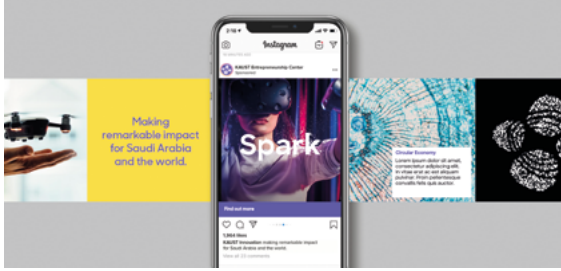
NAMA Women Advancement and Brand Lounge

Bronze

NAMA Women Advancement worked with Brand Lounge to bridge the gender gap and support women. The new brand achieves this visually, by linking the wordmark's letters together, effectively building bridges visually and narratively. "The new wordmark is beautiful," said one judge. Another praised the "nice, smart and subtle brand identity."



Best visual identity by a charity, NGO or NFP



HCT and Bellwether

Gold

The Higher Colleges of Technology network includes 16 campuses spread across the UAE. It plays a key role in training the high tech workers of tomorrow. But its dated, cliched identity wasn't doing it any favours in attracting new students. The school worked with Bellwether to improve its brand perception and drive it up the rankings.

A core part of the new strategy was delivering 'a place for all' and positioning it as a key player in helping deliver the government's economic strategy for the future. The new visual identity retains elements of the brand's heritage, but introduces a more modern, flexible and engaging system. One judge praised the "incredibly thorough approach," which delivered a modernisation worthy of attention.

KAUST Innovation and BOND

Bronze

King Abdullah University of Science & Technology (KAUST) wanted to play its part in delivering the Saudi 2030 Plan by telling its story far and wide. BOND tackled the sprawling visual identity by simplifying the brand architecture and modernising the logo, colour palette and graphic system. Judges praised the contemporary look and feel and the simplification of the architecture.

Karma Solar and Brand Lounge

Silver

Karma Solar was created by a scientist working far from reliable energy sources. Now, it is playing a key role in securing the UAE's energy future. Brand Lounge worked with Karma to introduce a brand icon inspired by a solar corona and a wordmark evocative of electric wiring and connectivity. "Distinctive, simple and original," said one judge.

UAE Ministry of Climate Change and Environment and Arada

Gold

To promote diversity, sustainability and locality in the food industry, the UAE Ministry of Climate Change developed Manbat. It worked with Arada to imbue the brand with a sense of place that links it clearly to Emirati culture. The visual identity is lovingly created, bringing produce to life with a sense of passion and joy behind it.

“The use of real character within the brand lends it value and trust,” said one judge. Another said, “This is a fresh and creative take on an authentic brand purpose.” Judges loved the colour palette, icons and flexible photography, as well as the brand’s ability to link organic produce to aspirational products through its copy style.



Best visual identity from the farming and agricultural sector



Uncovering New worlds.

**BRAND
LOUNGE™**

The background of the advertisement is a surreal, futuristic landscape. In the foreground, there are rolling hills and a body of water. In the middle ground, a large, smooth, orange sphere sits on a hill, and a tall, thin rocket stands on another. The sky is a deep blue with a crescent moon and a large, complex, geometric structure made of many small, faceted pieces, resembling a large, multi-colored diamond or a futuristic building. The overall color palette is dominated by blues, oranges, and yellows, creating a dreamlike atmosphere.

Maximizing Dimensions.

15 years on, we're expanding our reach and ushering in a new era with max people, max synergy, max potential and maximum heart. We are pushing the limits, going beyond and focusing on what matters most: Maximizing Value.



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Saudi National Bank and Landor & Fitch

Gold

Saudi National Bank was formed from the merger of two major financial service institutions in Saudi Arabia. Because of its origins, it wanted to bank differently. To usher in this new era, it worked with Landor & Fitch on a brand that would pay homage to the bank's heritage while forging a new path for the future.

The result is a streamlined, simple and bold visual identity that is instantly memorable and capable of flexing across physical and digital touchpoints. It capably delivers a new standard for modern banking in Saudi Arabia. Judges praised the positive results and response to the rebrand.



Abu Dhabi Securities Exchange (ADX) and ALL ABOUT BRANDS

Silver

To mark the next stage in its growth, Abu Dhabi Securities Exchange worked with ALL ABOUT BRANDS on a visual identity with forward momentum and contemporary sensibility. "Gets the job done!" said one judge. Others praised the memorability of the work and the alignment of the creative execution with the brand strategy.



YAP and Livingroom Dubai

Silver

YAP is the UAE's first independent digital banking programme. To usher in this new era, Livingroom Dubai created a credible brand that resonates well with its target audience. Judges thought the visual identity was well targeted to the Gen Z audience.



The BENEFIT Company and Superunion

Bronze

A joint venture between 17 Bahraini banks, the BENEFIT Company needed its visual identity to reflect its tech-enabled future. It worked with Superunion on a brand design inspired by 'the pulse of Bahrain.' One judge said, "The design execution is unexpected and fresh," praising the way "the overall strategy ties everything together."

Wimpy and matter

Gold

Wimpy's brand is not short on nostalgia. But, harnessing the Gen Z audience required a fresh approach for its operations in Egypt. The first step in doing so was redrafting the brand icon, introducing a stylised 'W' that evokes the shape of a burger. The visual system was built out from there with mouth-watering designs and merchandise-ready icons.

matter further helped Wimpy meet the needs of the Gen Z audience by creating a brand that was customisable, representing the personalisable food offering. "A really fun, dynamic, relevant and surprising refresh," said one judge. Another added, "I love turning this old, stale brand into a modern one. Just the logo treatment completely changed my perception of this brand." The result is primed for social sharing and eminently swoon-worthy.



Origins Koffee Lab & Kitchen and Arada

Silver

Origins Koffee Lab & Kitchen worked with Arada to create a brand that ties its Dubai neighbourhood with the roots of the coffee it serves. Judges loved this creative approach. "Linking the master brand name to the narrative is a tremendous way of expressing the core identity in a challenging and competitive marketplace," said one.



Smidgin and Bellwether

Bronze

Celebrating North Macedonia's world-leading juniper berries, Bellwether worked with MCM Distillery to introduce Smidgin, a small batch gin brand. The luxe metallics and informative pack design help the product stand out in a competitive category. "The branding is so elegant and reflective. I loved the bottle design and flavour identification. The typeface relates back to the brand's origins," one judge said.



Hilton: OTB and Keane

Bronze

To change the food and beverage offer in its UAE hotels, Hilton worked with Keane. OTB would help change the perception of in-room dining and in-hotel food outlets. The visual identity uses sticker-like icons resonant of different food cultures to make a big impact. "The sticker graphic approach is a fantastic mechanism for bringing playfulness and spontaneity into the identity system," said one judge.



Beaugrand Et Fils and Gulf Advertising in Business FZLLC (ADinB)

Highly commended

Beaugrand Et Fils worked with ADinB to create an identity that links to the vineyards and local landscapes in an elegant, contemporary way.

Kitopi and Main Division

Highly commended

Kitopi's brand developed by Main Division, allows the startup to punch above its weight and allow for future growth.

Best visual identity from the healthcare and pharmaceutical sector

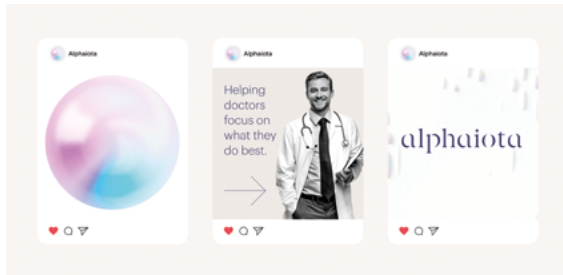


Happy Kids Dentistry & Orthodontics – HKD and Gulf Advertising in Business FZLLC (ADinB)

Gold

American dentist brand Happy Kids worked with ADinB to create a welcoming, playful environment that would put kids and their families at ease in a medical setting. To do so, the brand is comprised of three main colours and a series of playful graphic pictograms. Combining these two elements with a kid-friendly tone of voice, the brand is brought to life in a playful, but not childish way.

The result is visually arresting and even aspirational. One judge loved the way the brand was rendered visually as well as its child-friendly approach. Another added, “Very fun and an eye-catcher for the exact target audience.”



Alphaiota and BOND

Silver

To better embed AI into modern healthcare, Alphaiota worked with BOND on a brand that is designed to change minds. Keeping people at the heart of the brand was a positive decision, as judges thought this made AI’s introduction to the sector feel less threatening. One called it, “Very elegant, calm and peaceful design.”



American Hospital and Bellwether

Bronze

The American Hospital Dubai is a longstanding member of the health community, but had to face the introduction of competitors. It worked with Bellwether to reinvigorate the brand, restoring confidence in it while contemporising its look and feel. “It’s clean, classy and modern, yet has a touch of warmth,” said one judge.



Saudi German Health and Landor & Fitch

Bronze

Saudi German Health’s brand hadn’t grown to support its expansion. To update its approach, it turned to Landor & Fitch, who introduced a modern, open visual identity. The transformation is warm and focuses on care, a fact that judges praised, along with the clear messaging evoked in the new brand positioning.

Dubal Holding and KNOW Creative Gold

Playing a crucial role as part of Dubai's wider industrial strategy, Dubal Holding is setting the tone for a more visionary, sustainable industrial future for the emirate. To support this positioning, KNOW Creative worked with the brand on a new visual identity ahead of the Dubai Expo 2020. With a dual objective of building brand awareness and garnering investment, the brand had to stand out and stand up for Dubai's industry.

The resulting visual identity uses a unique typeface to great effect. Marrying this with a distinctive purple colour palette and landscape photography helps Dubal Holding create an ownable identity. "A great use of storytelling to make a boring industry interesting to everyone," said one judge, who praised everything from the font to the graphics to the colour palette.



Best visual identity from the industrial and basic materials sector



THE RIG. and Landor & Fitch Gold

Located on a defunct offshore oil and gas exploration platform, THE RIG. is a multipurpose entertainment brand that brings new experiences to life in a sustainable, natural way. As part of its objective to shift perceptions of Saudi Arabia to a home of sustainable travel, THE RIG.'s branding marries its extractives' heritage location with a visual language derived from extreme sports and entertainment.

Landor & Fitch created something unexpected, avoiding visual cliché, in crafting the brand for THE RIG. "One of the most creative concepts!" said one judge. "An entertainment venue branded in a raw, industrial way, maintaining the character of THE RIG. and using elements from it to bring to life the entertainment arena. Well done!"



The Carlton Tower Jumeirah: The Peak Fitness Club & Spa and Keane Silver

To reinforce its brand values and engage with a young, affluent audience in London's most exclusive enclaves, the Carlton Tower Jumeirah's the Peak Fitness Club & Spa worked with Keane on a brand infused with accessible luxury. One judge called it a "classic, well-executed and stylish wellness design project."

Hope Ventures and Limefish Design

Gold

Hope Ventures set out to inspire and support Bahrain's entrepreneurial community. To do so, it worked with Limefish Design on an uplifting, professional identity that could connect with its target audience of business owners and leaders.

"I think there's something clever in translating growth and structure creatively in the logo," said one judge. The logo uses the 'Hope leaf' icon to deliver an ownable brand asset. This is then deployed across the visual identity, shaping the cohesive brand world. Judges praised the creative concept and strategic thought behind the new brand.



CXG and OMNIA

Bronze

CXG worked with OMNIA on a stylish, contemporary brand that would enable it to make more of a statement for itself as the parent brand of several individual agencies. Judges thought the brand was well designed and communicated a sense of luxury in its richness and tone.



Best visual identity from the professional services sector

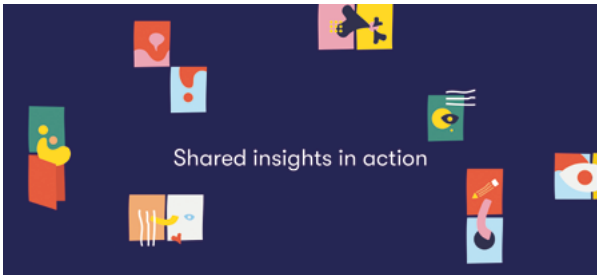


Family Development Foundation – FDF and Gulf Advertising in Business FZLLC (ADinB)

Gold

To improve family stability and cohesion, the Family Development Fund launched a new campaign designed to communicate about the role of fathers within the family unit. The campaign emphasises the importance of fathers participating in family life as a means of achieving community stability and prosperity. ADinB created the brand for the campaign, using symbols that communicated strength, foundation, protection and support.

Coupling this graphic language with warm family photography enabled the campaign to engage with its target audience. One judge praised the “simple and dynamic visual language that communicates the strategy in an engaging and clear way.” Another said, “The challenge and strategic concept are inspiring.”



Abu Dhabi Early Childhood Authority (ECA) and Gulf Advertising in Business FZLLC (ADinB)

Silver

Built on the word ‘impact,’ Athar was created by the Abu Dhabi Early Childhood Authority and ADinB to resonate with the parents and caregivers of young children. Judges praised the way the creative execution delivers on the brand’s strategy and meets the needs of its diverse target audience.



CCHI and Bellwether

Bronze

The Council of Health Insurance worked with Bellwether on a positive, supportive brand designed to be an enabler of the sector. Judges thought this shift in positioning was an excellent strategy to facilitate the organisation’s future growth.



RAKTDA (Ras Al Khaimah Tourism Development Authority) and Sputnik Floyd

Bronze

The Ras Al Khaimah Tourism Development Authority’s new place brand targeted at tourists is an exciting, well-designed and visually appealing identity. Sputnik Floyd created a flexible system that brings the best of the emirate to life for a global audience.

Solitaire and Balcony8

Gold

Solitaire's multi-use lifestyle development was brought to life through a unique treatment by Balcony8. Using a geode's complexity, layers and discovery as inspiration for the brand, Balcony8 crafted a visual identity that brings natural wonder together with a unique construction model.

Tasked with making the development 'different,' Balcony8 integrated the physical architecture of the centre with the brand itself. The result is a unified, intriguing and versatile visual identity that delivers on the challenge of making the centre a legacy project. Judges loved the consistency that resulted from this approach. One added, "They have clearly understood the challenge that they face with this project and have interpreted it into a very creative solution across all layers of the brand development."

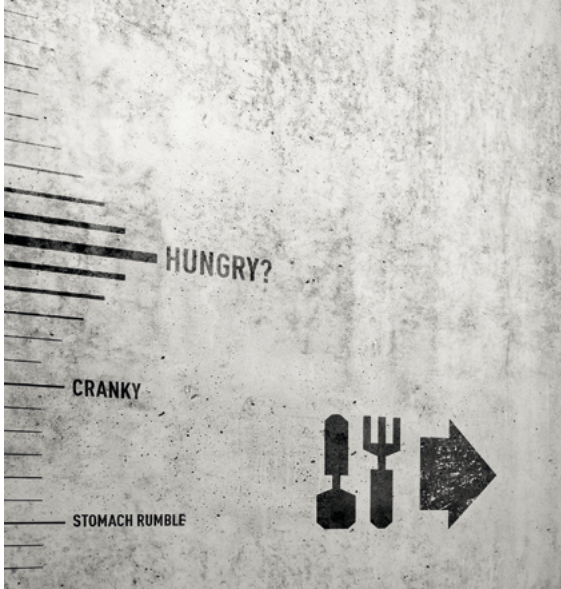


BinSina / AKI Group and Livingroom Dubai

Silver

BinSina is a major Saudi household name. But it was failing to capture the imaginations of younger customers and compete with international beauty brands. It worked with Livingroom Dubai on a colourful new visual identity that changed the tone of its creative direction. "The explosive lifestyle ads are an interesting play on who they want to be and give them flexibility to communicate across healthcare and beauty," said one judge.

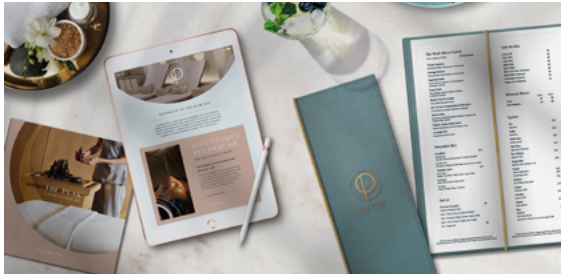




THE RIG. and Landor & Fitch Gold

THE RIG. is a new entertainment venue located on a defunct offshore oil and gas exploration platform. It's a completely new type of experience that seeks to amaze through the power of its entertainment itself. Thus, its brand had to be deft enough to avoid overpowering its services, but bold enough to sit alongside them.

Landor & Fitch delivered with a brand that takes its cues from extreme sport, oil and gas, and entertainment. "One of the most creative concepts! An entertainment avenue branded in a raw and industrial way maintaining the character of THE RIGs and using elements from THE RIG. and putting it to life in the entertainment arena? Well done!" one judge said.



The Carlton Tower Jumeirah: The Peak Fitness Club & Spa and Keane Silver

The Peak Fitness Club & Spa at the Carlton Tower Jumeirah in London worked with Keane on a brand that could capture the imaginations of multiple demographics. "The agency did well in blending sophistication and class with youthfulness," said one judge of the capably executed result.



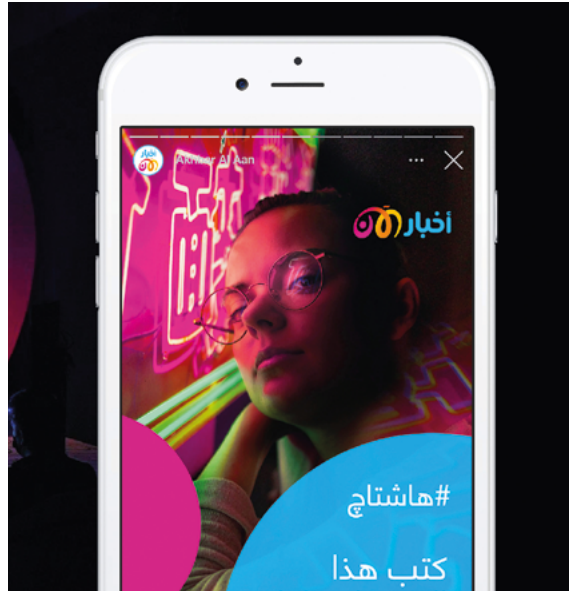
ADNOC Group (Al Ruwais Golf Club) and ALL ABOUT BRANDS Bronze

Adnoc Group's Al Ruwais Golf Club worked with ALL ABOUT BRANDS on a visual identity that unites visual golf tropes with an Emirati design sensibility. The crescent moon golf ball icon and colourful implementation resonated with judges.

Akhbar Alaan and Bellwether Gold

Amid a backdrop of disengagement and distrust in the media, Akhbar Alaan wanted to do something different. It wanted to instil hope in an audience of young people from the Levant to north Africa. To do so, Bellwether crafted a brand that focuses on the stories of its target audience and the hope and opportunities open to the young generation.

One judge called it “an inspiring strategic concept that is successfully translated and clearly engaging the target audience.” The visual identity is consistent across its multiple applications and delivers a brand that is credible without being boring; hopeful without being trite, a true success.



Oodi and Bellwether Silver

Oodi's positioning of offering customers a choice in their telecoms journeys was reflected in the Bellwether-designed visual identity. Using memorable messaging and a consistent, modern graphic language, Iraq's telecoms sector sees Oodi emerge as a truly differentiated player. “The brand created seems lively and engaging,” said one judge.



VO and Bellwether Silver

VO was designed to support Kuwait's storytellers and tell local stories through its entertainment platform. Bellwether used a design concept resonant of a pulse to indicate that VO would represent the pulse of the nation. “A great creative concept,” said one judge.



Al Ain News and OMNIA Bronze

Al Ain News worked with OMNIA to put its 'an eye on the world positioning' at the heart of its visual identity. The new logo is formed from a conceptualised eye and brand photography uses eyes and circular shapes to reflect this.



Best visual identity from the technology,
media and telecommunications sector

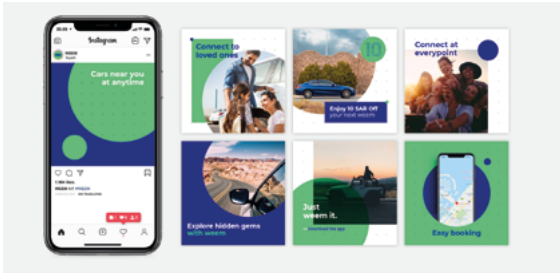


AD Ports Group and Saffron Brand Consultants

Gold

AD Ports Group had grown beyond the reach of its previous brand. Within its architecture was a clunky, disjointed family of brands that lacked resonance on a global stage. To change this and position the company as a leader in the transport and logistics industry, it worked with Saffron Brand Consultants on a new approach.

The resulting visual identity is drawn from the shape and style of the primary brand icon, the compass. This informs everything from the graphic language to the typeface design, bringing a sense of cohesion to bear across the company. Judges thought this consistency was an excellent result for the port group.



Weem with Landor & Fitch and Hogarth

Silver

To change the way care hires worked in Dubai, Weem worked with Landor & Fitch and Hogarth on an electric rebrand. The new identity champions ease, mobility and user friendliness. "A bold evolution of the brand," said one judge. "It gets the job done!"



Emirates Post and Livingroom Dubai

Bronze

Emirates Post worked with Livingroom Dubai to show its mission of 'delivering happiness.' As direct-to-door delivery is a cultural norm in the UAE, the emotional connection to the postal system has never fully developed. The new brand had to build something new, uniting transparent communications, friendly service and reliable deliveries.

COCO Logistics and Brand Lounge

Highly commended

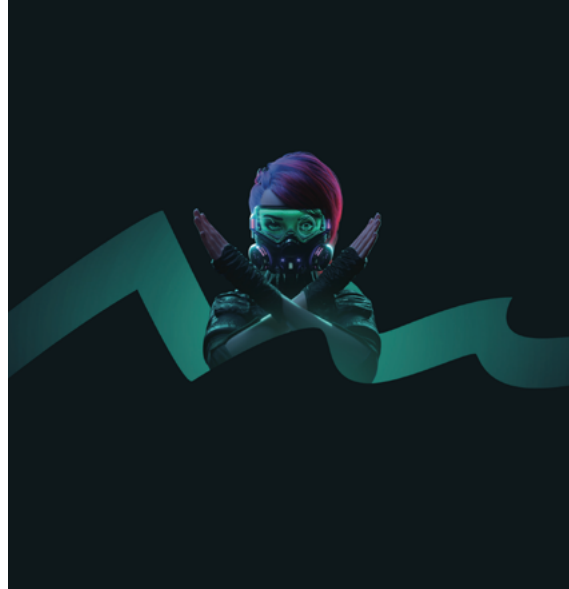
COCO Logistics and Brand Lounge have transformed temperature-controlled delivery with a bright, quirky rebrand that puts the cool back into logistics.

RAKTDA (Ras Al Khaimah Tourism Development Authority) and Sputnik Floyd

Gold

The northernmost emirate, Ras Al Khaimah, wanted to make a splash with its place branding in order to attract more tourism and shape a better understanding of everything it has to offer. Sputnik Floyd crafted a visual identity to support the Tourism Development Authority's objectives. The result is a stunning, memorably visual identity that merges mountains, dunes and sea and clearly communicates about Ras Al Khaimah's outdoor wonders.

"I loved the integration of Rakashida and the entire concept of depicting the mountainous terrain and creating a unique identity for the pirate without diluting the geographical landscape or diversity," said one judge, who lauded the brand's creative approach.



Noor Riyadh and OMNIA

Silver

An annual festival of light, art and innovation in Saudi Arabia, Noor Riyadh worked with OMNIA to celebrate light in a unique, eye-catching way. The brand is flexible, bold and distinctive, but still connected to the festival's overall mission. One judge said, "The approach fits the event's purpose; it's vivid and vibrant."



Elaf Group and JPD

Bronze

Jeddah's Hotel Galleria, owned by Elaf Group, wanted to reframe the luxury hotel's experiential offer. JPD developed a luxury visual identity with a light touch. "The elements of the brand have been retained well, combining the homegrown, yet traditional, opulent brand image," said one judge.



Best visual identity from the travel and tourism sector



Solitaire and Balcony8

Winner

A winning visual identity needs to not only deliver creatively but also needs to connect with its target audience. It should also reflect the objectives and positioning of the brand, while adding in that extra dose of magic that makes a good rebrand great in the eyes of the judges. Solitaire managed to do just that.

Balcony8 worked with the lifestyle development from the literal ground up. That meant its concept of a geode – with layers unfolding to unveil new experiences and opportunities – was present in the physical architecture of the site, the multi-use nature of the development, the wayfinding and physical branding, and the visual identity itself.

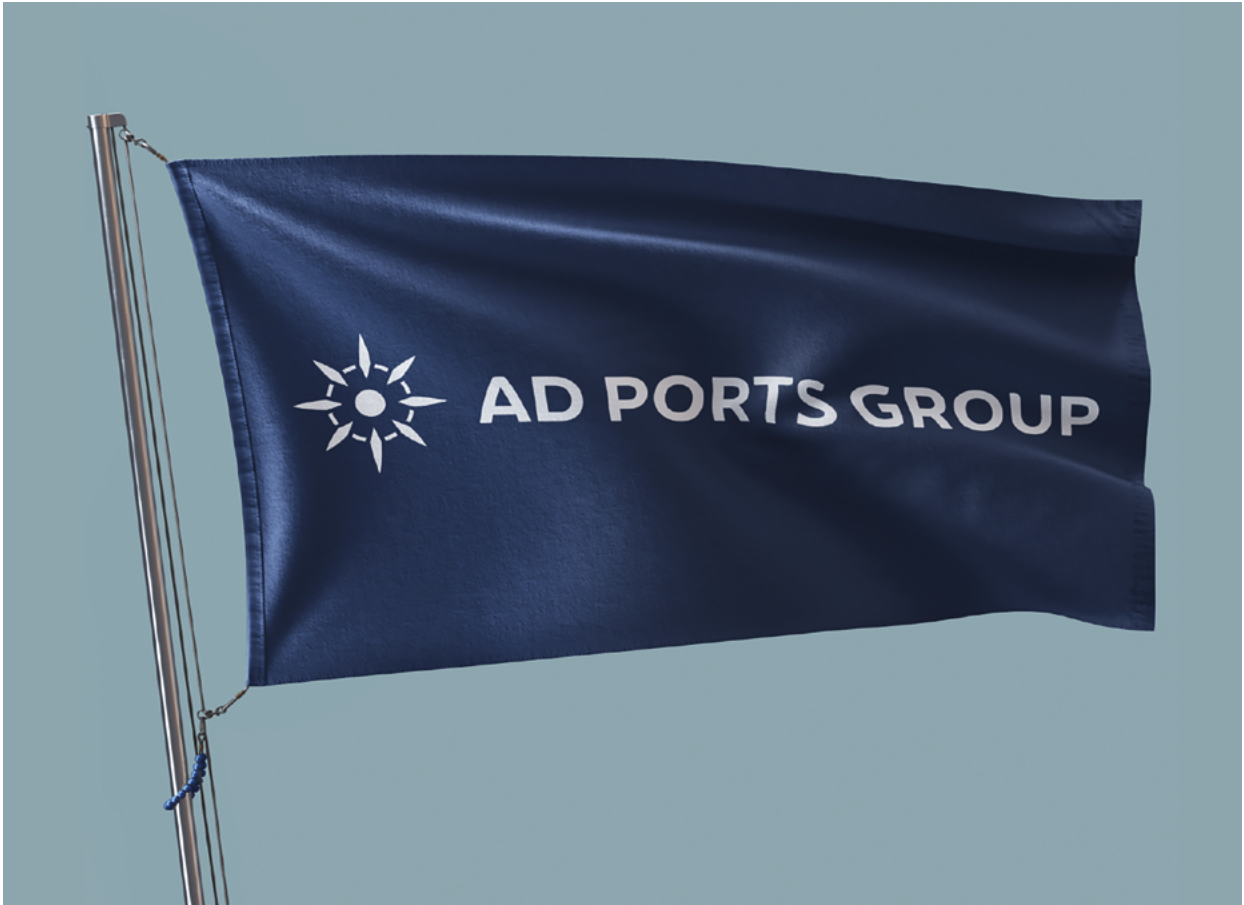
The visual identity is luxury in tone, but doesn't alienate any potential stakeholder groups. Its implementation is well considered and implemented expertly. And its brand touchpoints are all consistent without being boring. From the foundations beyond, Solitaire and Balcony8 delivered on a truly cohesive, unified and strategic visual identity development.

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AD Ports Group and Saffron Brand Consultants

Winner

With a diversified portfolio comprised of a number of disjointed brands and the aspiration to become a top-quality global trading partner, AD Ports Group needed to examine its brand. Saffron Brand Consultants worked with the company to bring a sense of cohesion to the group.

The visual identity itself does this by using the brand's compass icon as the foundation for its graphic language, typeface design and digital application. But the architecture system is where the brand's strategy really beats the tides. The masterbrand and corporate typeface help unify the formerly fragmented company structure, aligning the subsidiaries behind the AD Ports Group brand.

Judges have hardly been able to fault it. They praised the modernisation of the brand, the creative strategy, the brand architecture, the understanding of the sector and much more. "Extremely well done in a challenging category," said one. "The work exceeds the challenge by creating a visual identity which is smart, fresh and solid across its subsidiaries." Another added, "They have successfully, smartly and simply uncomplicated a legacy brand with a clear solution." It's a triumph in brand strategy and clear winner of this year's 'Grand prix' award.



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