

# TRANSFORM AWARDS NORDICS 2022

Winners book





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# The global publication for brand development and rebranding



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**Andrew Thomas**

**Publisher**

Transform magazine

The word celebrate comes from the Latin celebrare, which means “to assemble to honour.” This year’s Transform Awards Nordics 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 Nordics have been held virtually we are now finally

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

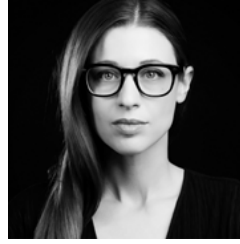
Congratulations to every winner, your success is well and truly deserved.

# Judges



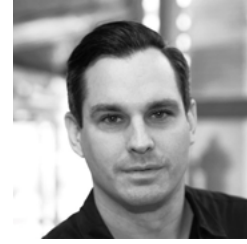
**Christian Baun**  
**Graphic designer and creative director**  
Logodesign

Christian Baun has worked as a professional graphic designer and creative director for more than 30 years. Having designed over 300 logos, Christian is amongst the most prolific graphic designers in Scandinavia. He has been around the world as a jury member (New York, Tokyo, Milan, Düsseldorf, Montreal) and he has won numerous awards himself.



**Sandy Bell**  
**Content strategy lead**  
Novo Nordisk

Sandy Bell is a content strategy lead in corporate communications at Novo Nordisk. Her work is focused on raising awareness of the highly complex nature of obesity and the need for obesity to be recognised as a healthcare priority. Prior to joining Novo Nordisk, Sandy worked as a creative strategist for over 10 years at digital marketing agencies in New York and Copenhagen. She led teams there to strategic, conceptual and executional excellence for global brands spanning FMCG, healthcare, finance and luxury.



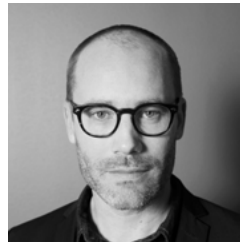
**Mathias Brandt Zaric**  
**Head of brand design**  
IF P&C Insurance

Mathias Brandt Zaric is head of brand design at If P&C Insurance (If). He is responsible for the visual brand identity and is part of If's global brand and communications unit, driving and managing key initiatives across business areas and markets to develop and implement If's brand identity and strategies. With 20 years of experience, working with brand development and marketing, he's crafted and evolved his visual, creative and strategic skills. His various work has won awards, the latest being If's new visual identity where he's led the development and implementation.



**Mia Terese Duelund**  
**Director, head of brand, marketing and communications**  
KPMG Denmark

Mia is a marketing, brand and communications professional with extensive experience in PR and advertising. Currently she is the CMO - head of marketing, brand and communications at KPMG in Denmark. Mia has co-created several nationwide campaigns for many of the biggest brands in Denmark. Aside from a deep knowledge of communications and branding, Mia is also a skilled leader and has in present and previous jobs restructured marketing and communication departments to create better workflows and higher employee satisfaction.



**Tobias Grut**  
**Brand manager**  
Nordic Council of Ministers

Tobias Grut's background includes several award-winning strategic design and branding agencies where he has been working with international clients from both the public and private sectors, helping them in building strong brands. Today he heads the development and implementation of a joint Nordic place brand initiative, The Nordics, initiated by Nordic Council of Ministers and he is the driving force behind the global talk concept and podcast series, Nordic Talks.



**Martin Hallberg**  
**Creative director**  
Efterklang

Martin has 25 years of experience in the creative industry and is creative director at Efterklang where he works with all aspects of sound. Martin has been the team leader for numerous award-winning audio brand platforms for global brands covering all areas of sound in both a B2B and B2C context. With the motto "the beep is cheap", he drives several projects with technology developers to make their products stop beeping. Efterklang were the proud recipients of the Grand prix award at the Transform Awards Nordics 2021.



**Mats Hedman**  
**CEO and creative director**  
 Tegel & Hatt Design Agency

Swedish art director Mats Hedman has 30 years of experience in graphic and visual design. After time spent as a designer and art director in corporate marketing departments and agencies, he founded Tegel & Hatt design agency in 2015 where he holds the position of creative director and CEO. The award-winning agency collaborates with clients like the Swedish Arts Council, publishing house Natur & Kultur, Swedish Trade Organisation, The Expo Foundation, Swedish Society of Composers and others. Tegel & Hatt Design Agency were the proud recipients of the Best overall visual identity award at the Transform Awards Nordics 2021.



**Jutta Kasslin**  
**Head of marketing**  
 Aalto University

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



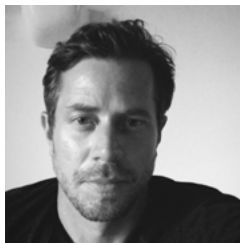
**Steve Keller**  
**Sonic strategy director**  
 Studio Resonate

Steve Keller is sonic strategy director for Studio Resonate, XM Media's in-house, audio-first creative consultancy, offering support to brands that advertise on the Pandora, SiriusXM, Stitcher, and Soundcloud platforms. He is recognized as one of the world's leading authorities in the field of audio branding, blending art and science into award-winning audio strategies and creative content for a variety of global agencies and brands. With a degree in psychology and over 30 years of experience in the music and advertising industries, Steve's work explores the ways music and sound impact consumer perception and behaviour.



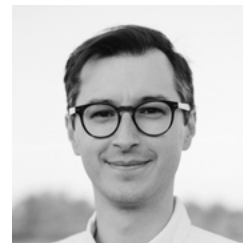
**Clara Lee**  
**Vice president of brand**  
 Neste

Clara Lee joined Neste in March 2021 as vice president of brand to take the Neste brand to the global stage. She is a brand builder and marketer with more than two decades of experience, having held positions in branding, marketing and go-to-market at Nokia and several international advertising and brand consultancies.



**Anders Lidström**  
**Product marketing manager**  
 Google

Anders Lidström works as a marketing manager for Google where he focuses on inspiring brand advertisers to build brands with YouTube in Northern Europe. Before joining Google, Anders worked as a strategy consultant advising high-tech growth start-ups on all things marketing and PE/VC firms on growth strategy for their portfolio companies.

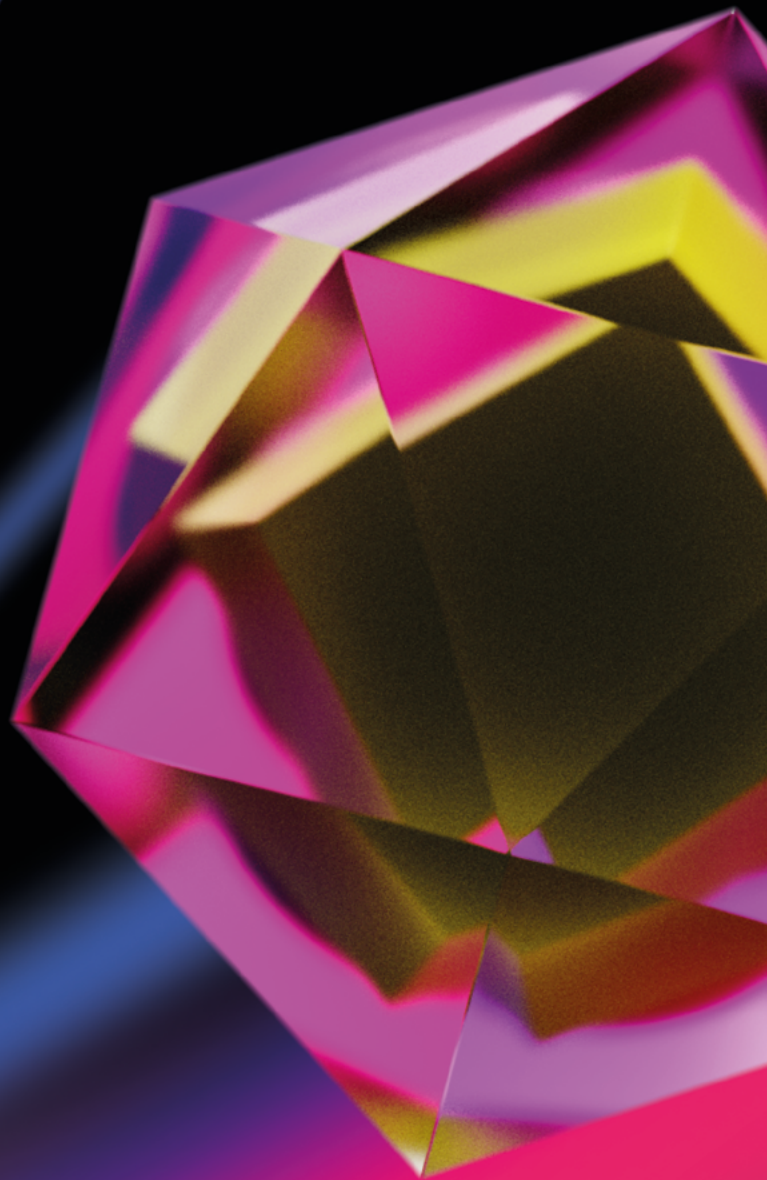


**Styfens Machado**  
**Creative director**  
 Nordea

Styfens is creative director at Nordea, a leading Nordic bank. He is responsible for directing the creative strategy, tone of voice, look and feel, and storytelling of branding, marketing, and communication projects across the Nordic markets both from an in-house perspective and in collaboration with agencies. He has an academic background in business communications and media. With his multidisciplinary approach, Styfens has worked with some of the leading companies in the Nordics, such as Maersk and Novozymes, from both the agency and the client side.

# NEXT LEVEL CUSTOMER JOURNEYS

Automated  
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**seen**<sup>™</sup>





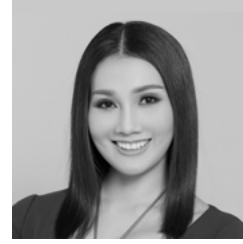
**Kat Mather**  
**Creative and design manager**  
PGS

Kat has over 15 years of experience in design and visual communications – both in-house and agency. She has worked for a range of clients in a variety of industries, including healthcare, sports and leisure, tourism, property development, and oil and gas service. Kat has delivered marketing and branding design for a breadth of channels as well as leading processes for product and service design. She is especially focused on human-centred design and how design contributes to measurable business value.



**Alexander Wodrich**  
**Managing director**  
why do birds

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



**Pantharee Yordsee**  
**Head of marketing and digital communications**  
Huhtamaki Oyj

Pantharee is a passionate result-driven leader and innovative thinker who wants to make a difference and support the growth of others. Today she leads global marketing and digital communications for Huhtamaki Oyj, based in Finland. Before joining Huhtamaki, she worked for Tetra Pak at their headquarters in both Sweden and Asia, where she held multiple leadership roles in communications: internal, PR and branding, digital and sustainability. In her past 15 years of experience across Asia, the Middle East and Europe, she has worked in sales, marketing and business development.



## CONTENT

### Best use of a visual property

Gold – Wirepas and BANG Agency

Silver – Plan International Norge and NRK TV-Aksjonen with SEEN

Bronze – Aurobay and Ojity

Bronze – Tata Consultancy Services (TCS) and Post Agency

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

Gold – Wirepas and BANG Agency

Bronze – Snowflake and Sköna

### Best brand experience

Gold – Försvarsmakten and BANG Agency

Silver – Topgolf Entertainment Group and Rovio Entertainment

Bronze – GetAccept and Sköna

### Best use of packaging

Gold – La Vie and EVERLAND

Silver – MURRĚ and Hugmun Studio

### Best wayfinding or signage

Gold – Statsbygg and Tank Design

Silver – MUNCH and North

### Best use of audio branding

Gold – Yale and Efterklang

Silver – Novo Nordisk and Unmute

### Best place or nation brand

Gold – Tervola and Berry Creative

## PROCESS

### Best implementation of a brand development project

Gold – AAC Clyde Space and Bladonmore

## STRATEGY

### Best creative strategy

Gold – Wirepas and BANG Agency

Silver – Kiinteistö Oy Kaapelitalo and BOND

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

Gold – Wirepas and BANG Agency

Silver – Findity and Sköna

## TYPE

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

Gold – Omada and Sköna

Silver – Systecon and Sköna

Bronze – The Green Food Group and Spread Studio

## SECTOR

### Best visual identity by sector

Gold – Aurobay and Ojity

Gold – Nucleate and Essen International

Silver – AAC Clyde Space and Bladonmore

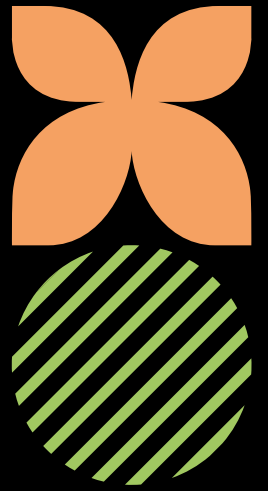
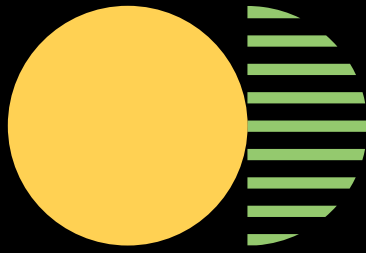
Bronze – CEVT and Ojity

Bronze – Inhouse Tech and Ojity

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### Grand prix

Winner – Wirepas and BANG Agency



# CONTENT





## Wirepas and BANG Agency

### Gold

Finnish firm Wirepas – responsible for creating the world’s first non-cellular 5G standard for IoT – sought to differentiate itself in a market filled to the brim with strong competitors. Charged with producing a new visual identity to overtake rivals like Vodafone, Ericsson and Bluetooth, Stockholm-based BANG Agency chose to focus on the innovative and exciting qualities of Wirepas. BANG Agency’s work culminated in the production of a witty film series called ‘Straight outta Tampere’ in which Wirepas’ actual employees and company CTO Ville Kaseva’s ‘mother’ (acted) are followed around in the Finnish city of Tampere.

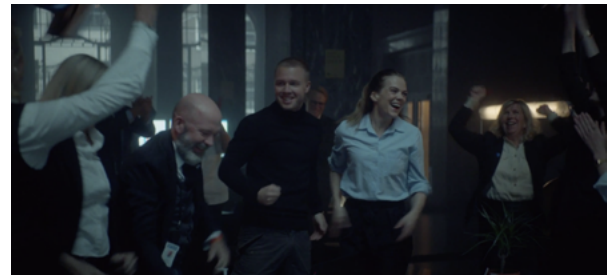
While unconventional, the project received unanimous praise. One judge described the films as a “superb use of Finnish humour”, and another believed Wirepas would now “stand out from the crowd compared to other 5G providers.”



## Plan International Norge and NRK TV-Aksjonen with SEEN

### Silver

NRK TV-aksjonen and SEEN produced a ‘dark and dangerous’ film for the Telathon, an annual national TV fundraiser, to counter the disappearance of volunteers since the Covid-19 pandemic. Inspired by a famous Norwegian film called ‘The Wave’, the video aims to show the importance of volunteer collectors. “It brought a tear to my eye,” said one judge.



## Aurobay and Ojity

### Bronze

Aurobay, a global developer and manufacturer of world-class powertrain solutions, turned to Ojity to help bring a visual identity to the new brand. Keen to incorporate the heritage of its Swedish and Chinese parent companies, Ojity made use of an ever-moving colour scheme based on the northern lights. Judges praised the strategy as well as the strong and “easily identifiable” logo.



## Tata Consultancy Services (TCS) and Post Agency

### Bronze

Tata Consultancy Services produced a series of videos for the annual TCS Lidingöloppet cross-country race which sought to combine running and technology. The visual assets generated were crucial to creating brand awareness about TCS. “I would say this was a success,” praised one judge, while another considered it a “good production”.



Best use of a visual property



## Wirepas and BANG Agency Gold

Wirepas is a small player in the world of industrial IoT, competing amongst the likes of Vodafone, Ericsson and Bluetooth. BANG Agency was brought on board to help the Finnish firm find a way of meeting challenging KPIs like increasing company awareness and changing its brand image. The agency did so by building Wirepas' communications around the Finnish 'no-bullshit' culture, as seen in a peculiar eight-part 'film series' of commercials, which utilised dry comedy by exacerbating the eccentricities of the people of Tampere – the company's home city.

"A very good use of copy and tone of voice that delivers in a creative way the positioning of a very Finnish company!" praised one judge, while another described the project as "unexpected, entertaining and memorable".



## Snowflake and Sköna Bronze

Sköna's task from American cloud computing-based data warehousing company Snowflake was to create a relaxing tone of voice which could be used to entice people to an after-work meet and greet event called the 'Snowpub'. The agency's work included the use of puns like 'Wish you were beer' and 'Data is ale we need'. "It's irreverent and fun," praised one judge.

## Försvarsmakten and BANG Agency Gold

Hampered by the pandemic, The Swedish Armed Forces turned to BANG Agency to generate interest amongst youths at the Saco Student Fair 2021 by producing an exciting online experience. Research by BANG Agency indicated a lack of interactivity from the competing activations. The digital stand designed by the agency was in the format of an escape room in which the 'strict' perception of The Armed Forces hopefully would be shifted to something more fun.

A digital escape room was therefore the perfect way to engineer a collaborative exercise which would thrill this younger target group. It was a success, with the activity being the 'most clicked' at the fair and receiving positive feedback from participants. "All in all, an innovative project in a challenging time which truly resonates with the brand purpose," commented one judge.



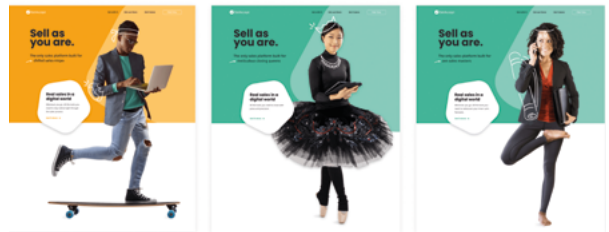
## Topgolf Entertainment Group and Rovio Entertainment Silver

Angry Bird game developers Rovio Entertainment partnered with Topgolf Entertainment to create a new and engaging experience for fans. Rather than hitting a golf ball onto a virtual fairway, players would see the ball virtually transform into a bird on a giant slingshot which then hit a digital fortress.



## GetAccept and Sköna Bronze

Sköna developed 'Sell as you are' as an inaugural online campaign for GetAccept, whose purpose is to enable sales professionals to close more deals. Sköna redefined the way the company runs sales by utilising cheesy stock image-like photos to blur the lines between day jobs and personal hours for its audience. "An appealing and engaging B2B campaign," said one judge.



Best brand experience





## La Vie and EVERLAND

**Gold**

French start-up La Vie turned to EVERLAND to help fulfil the brand's mission of uniting vegans and meat-eaters. This was partially achieved by Lithuanian artist Egle Zvirblyte's punchy illustrations which aided a packaging design that questions the mainstream conversations in the category. The project shattered the dreary sameness offered by competitors, helping customers to better understand the product and company values. A colourful and positive packaging design example sees characters 'Mr Piggy' and 'Hooman' lying over a bacon pasta dish.

"This packaging is so joyful!" praised one judge. "It's instantly attractive, different and makes me want to know the story it's telling." They continued, "The story itself is lovely - that vegans and meat-eaters alike can enjoy the product - and quite different from what's already out there. This is an absolute eye-catcher. Bravo!"



## MURRĒ and Hugmun Studio

**Silver**

Danish agency Hugmun Studio branded MURRĒ, a sustainable cosmetics company, from scratch. The agency's packaging design for the five products involved working with a 3D artist and a photographer to produce 'exciting and unexpected' collages made from bitmap. "Really beautiful illustrations," said one judge, while another praised the "clean and sophisticated" packaging design.



## Statsbygg and Tank Design

**Gold**

Owning and managing 15 of Norway's most important cultural monuments comes with great responsibility to ensure high levels of accessibility to visitors. Statsbygg therefore sought the help of Tank Design to increase awareness of the cultural and architectural significance of the monuments through the improvement of wayfinding and signage. The agency worked closely with Statsbygg before opting for a muted and nature-inspired colour palette and accessible typographic expression. The signage is now far clearer, with an information hierarchy maximising visibility and readability. The new Statsbygg signage identity also resulted in greater production efficiencies.

"A nice selection of pictograms," said one judge, "which are easy to recognise and with a creative expression befitting historical monuments." Other judges praised the project's simplicity, clarity and execution.



## MUNCH and North

**Silver**

Based at the exciting arts and culture district in Bjørvika, Oslo, is the new museum building called MUNCH. Agency North's task was to design a wayfinding system which would encompass all areas both inside and outside the museum. North created 'MUNCH red', a colour used throughout the project which was inspired by the artwork of Edvard Munch. It was considered a "strong brand enforcer" by one judge.

## Yale and Efterklang

### Gold

The brand-leading lock makers, Yale, have been in operation since 1840 and they recognised their need to evolve. The company reimagined its visual brand profile in 2020 and, with the help of Efterklang, began its mission to translate this strategy into the world of audio branding. Immediately recognising the importance of breaking away from previous toy-like sounds used in the industry, Efterklang presented Yale with a tailored sound library which could be used in both marketing and in products.

One judge considered Efterklang to have undertaken an excellent design approach in which a “recognisable and flexible” sonic language had been engineered. Another said, “Efterklang has achieved a sound DNA that works for music pieces just as it does for functional sounds.”



## Novo Nordisk and Unmute

### Silver

Copenhagen-based Unmute created the first unifying sonic brand identity for Danish pharma giant and global healthcare brand Novo Nordisk. With the sound concept to cover multiple touchpoints, Unmute created a sonic logo to reflect a sense of ‘driving change’ called the Novo Nordisk Sound Signature. “The musical result works well across all the different touchpoints of the brand,” said one judge.

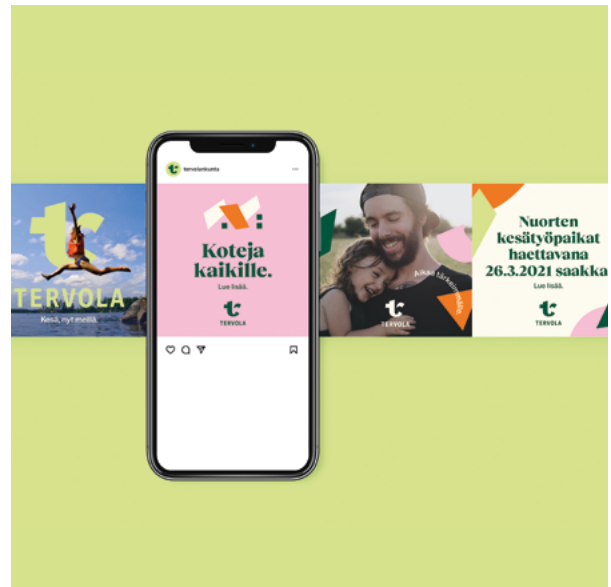


## Tervola and Berry Creative

### Gold

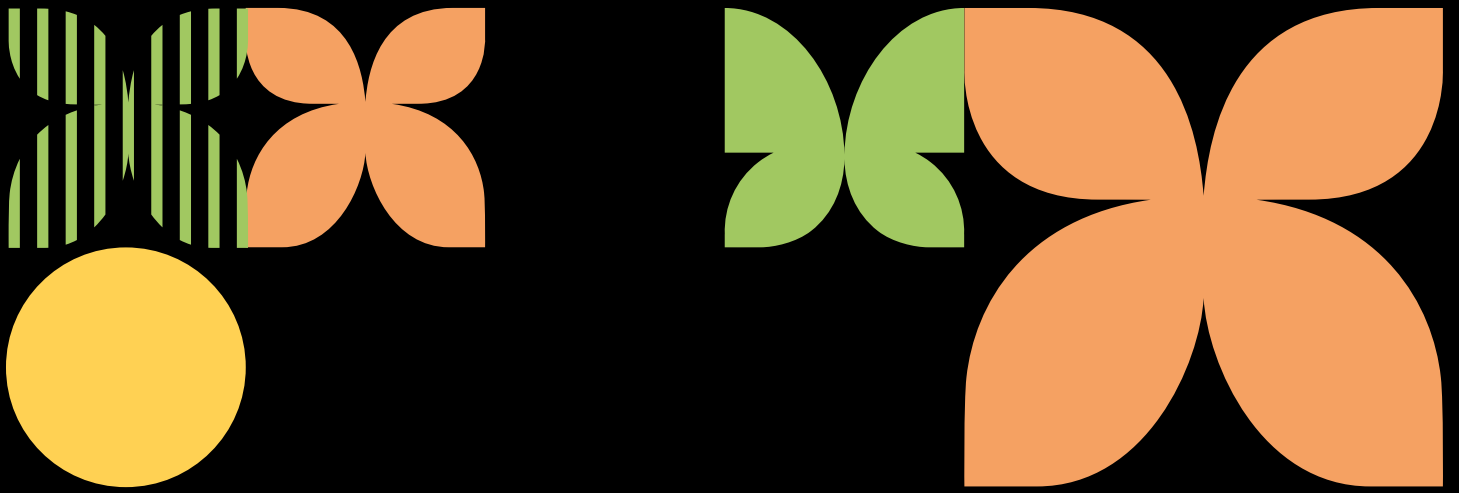
Finland-based Berry Creative was asked by the municipality of Tervola in Southern Lapland to brand the territory. The aim for the agency was to create messaging which was ‘true’ to the region, which they successfully did by involving local residents from its new residential area of Vastaranta. With their help, Berry Creative was able to uncover an optimistic and playful concept of Tervola being home to the ‘bucket-headed’; people who are caring and open-minded. This resulted in the designing of a cheeky, winking logo, a fresh colour palette and distinct typography which would help Tervola stand out from other municipalities.

Judges understood how difficult it was to differentiate in this market. However, they were impressed by the “solid process behind the work”. One commented, “I like the execution. I want to go there and experience it!”



Best use of audio branding

Best place or nation brand



# PROCESS



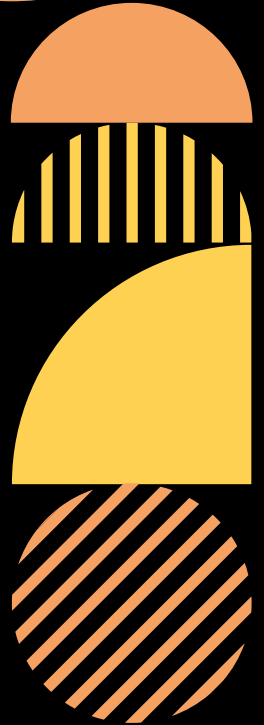
## AAC Clyde Space and Bladonmore Gold

Small satellite technologies firm AAC Clyde Space hoped to grow the company by repositioning itself as a world leader in data services from space. In order to achieve this ambitious task, AAC's investor communications suite had to be of the highest quality in order to allow the market to understand the reasoning behind the company's growth. Global consultancy Bladonmore helped AAC with this transformation, which included the rejuvenation of its website and the creation of SPAACE TALK, a quarterly magazine which explores the theme of New Space.

AAC's profile was raised by the consultancy, as evidenced by, amongst many achievements, three strategic acquisitions and two successful capital raises in the previous year alone. "The market is probably underserved with magazines," said one judge, "so this is a good way to inform and promote the brand in a more subliminal way."



Best implementation of a brand development project



# STRATEGY





## Wirepas and BANG Agency

### Gold

BANG Agency's unusual – though highly successful – creative strategy for IoP underdogs Wirepas was founded on the utilisation of Finnish culture to differentiate the Tampere-based company. Placing value on the authenticity of Finnish culture, BANG Agency opted to produce a 'film series' of commercials which featured Wirepas' employees and the 'mother' (acted) of company CTO, Ville Kaseva. Playing on the stereotype of Finland being a 'strange northern country in Europe', the films were unusual, funny and, crucially, memorable.

"A brilliant campaign from start to finish," commented one judge. "Wirepas has succeeded in humanising a fundamentally boring technology by combining the brands of Finland, the company and the founder into one cohesive story." Other judges were impressed by the "outstanding" creativity displayed which ensured that the brand was now truly differentiated in the market.



## Kiinteistö Oy Kaapelitalo and BOND

### Silver

Cable Factory, Finland's biggest cultural centre, sought the help of BOND to change the perceptions of it being solely for Helsinki's cultural elite. The agency created a new identity based around the ideas of accessibility and participation, which one judge considered to have produced a "far more visually appealing brand". Another praised the "bold" brand identity for having a strong connection to its purpose.



# BANG AGENCY

## CREATIVITY WITH BUSINESS FOCUS

BANG is a communications agency focusing on events and advertising. The agency is built around senior key personnel with large networks of specialist consultants.

Our idea is to tailor specialized project teams based on each client's needs.

BANG's owners and employees have extensive experience of working with several of Sweden's largest companies and strongest brands. Both nationally and internationally.

Brand Arena Nordic Group Agency AB (BANG) was founded in 2017 and is part of the Brand Arena Nordic Group. The corporate group and the network of agencies in the Nordic countries bring together over 150 consultants who work with communication and production within events, PR



TEAM BANG & THE OFFICE DOG MAX

Film  
VR/AR

Webb  
SoMe

Adver  
PR

Event  
Sponsring

### Our competencies

- Events, sponsorship and brand experience
- Knowledge of brands and experiential communication
- Strategic competence and tactical effectiveness
- Creativity in both physical and digital concepts




### Our promise

Commitment  
Secure delivery  
Creativity with business benefit in focus  
Proactivity in our project and production management  
Cost efficiency and environmentally smart solutions.



WE HELP BRANDS

EVOLVE

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[www.bangagency.com](http://www.bangagency.com)  
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BANG™

BRAND  
ARENA  
NORDIC  
GROUP

## Wirepas and BANG Agency

### Gold

Operating in the huge market of industrial IoT, Finnish firm Wirepas sought the help of Stockholm-based BANG Agency to push the firm into the public eye from a position of obscurity. The agency created a number of films, digital ads, print ads and more, all under an easy-going and appealing tonality which introduces Wirepas' products and services. Breaking away from the function-driven communication approaches of competitors, an eight-part film series of commercials called 'Straight outta Tampere' brought a warm feel to the brand by displaying Finnish humour.

"Great strategy and creative development," said one judge. "This is something almost no competitor could claim." Meanwhile, another judge believed the project "stands out" and successfully raises interest towards what is a complicated product. "A good way to differentiate," added a third.



## Findity and Sköna

### Silver

Provider of expense management software, Findity, recognised that operating as two separate businesses was causing confusion. Sköna's task was to unify the brands and compose a single, coherent messaging strategy, which it did by creating a brand expression document. The new tone of voice and 'feel' of Findity was described by one judge as "a good solution to the challenge."



Best strategic or creative  
development of a new brand



**TYPE**





## Omada and Sköna

### Gold

Sköna's task from IGS solutions firm Omada was to overcome the difference seen between the firm's product offering and its lacklustre brand. The agency needed to rejuvenate Omada by adding a human feel and a sense of confidence. Hampered by bland blues, techy jargon and an overload of stock photos, Sköna adapted the brand identity to include a new quarter globe logo, a calm and personable colour palette, and a modern sans-serif font.

Following a deep dive into the firm, Omada's website was also redesigned with an optimised structure and UX, which one judge considered "well thought out". Another praised the project for implementing a "Great change in visual identity." The project leaves Omada with a brand it can share in a more cohesive way across all channels to customers.



## Systecon and Sköna

### Silver

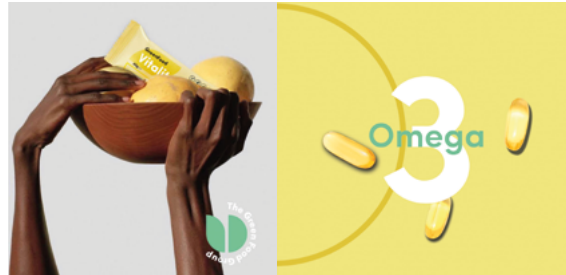
Sköna helped Virginia-based life cycle management analysis software company Systecon to solve the disconnect between the sophistication of its product and its communication quality. Speaking to the brand's global credibility, Systecon's new bold identity was considered "good-looking" by one judge, with another praising the "great analysis and strategy work" by Sköna.



## The Green Food Group and Spread Studio

### Bronze

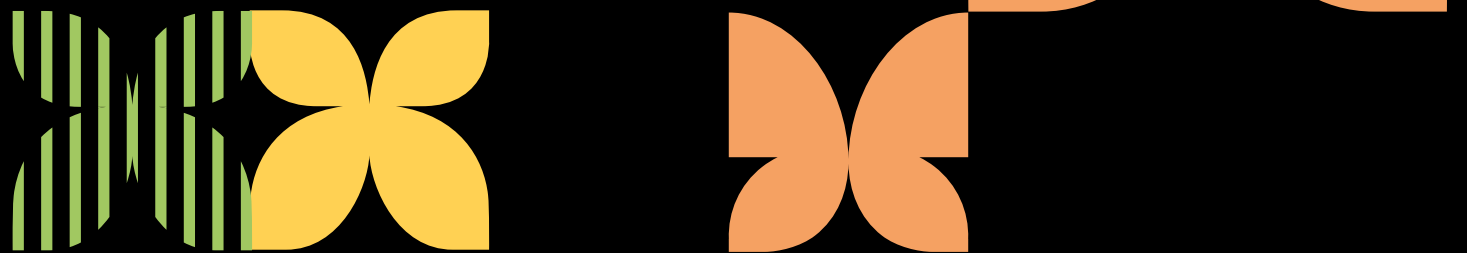
All of Green Food Group's products are organic, vegan and without added sugar, additives or preservatives. Copenhagen-based Spread Studio sought to represent these qualities in the bright and colourful packaging design of its health bars and 'vitality pearls'. "I like the brand vision and the design because it is minimal and clean," said one judge.



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



**SECTOR**

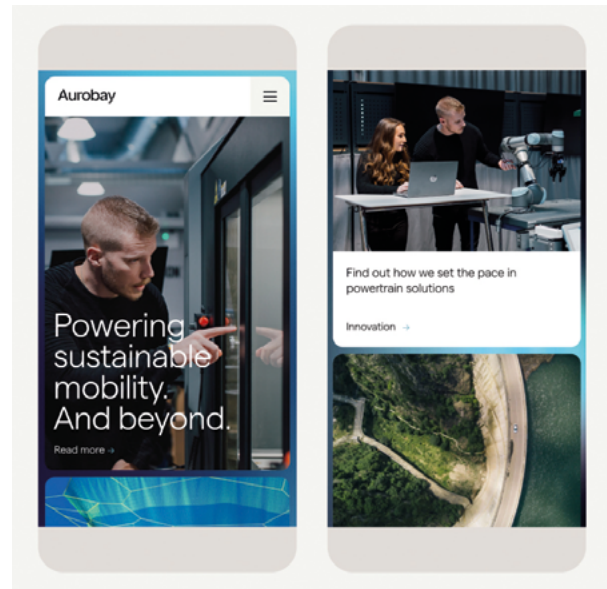


## Aurobay and Ojity

### Gold

Aurobay, a global firm which develops and manufactures world-class powertrain solutions, sought to move away from parent companies Volvo and Geely to become its own brand, while still seeking to pay homage to its Swedish and Chinese roots. Ojity's main challenge was conceptualising an appropriate brand for a unique company which has no direct competitors, meaning a whole new brand category had to be generated. With the brand's name linked to the Aurora Borealis and the lights over Hangzhou Bay, this leant Aurobay towards a strong colour scheme based on the ever-moving energy of the northern lights.

"There is a good rationale and application of how two different countries could be connected," praised one judge, "and at the same time it keeps the overall master brand in place." Another judge considered the project a "Clean and solid execution that serves the purpose."

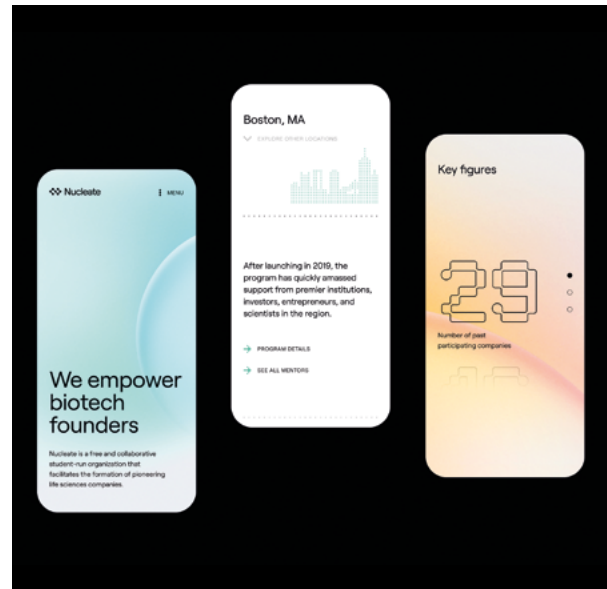


## Nucleate and Essen International

### Gold

The purpose of Nucleate is to bring together PhD students, researchers and investors to create and fund new technologies and medical innovations in the field of biotechnology. Following the planned expansion of the US-based organisation last year, Nucleate enlisted the help of Essen International to update the brand to match its ambitions of captivating a global target audience. The visual aspects of the brand update were underpinned by the story of Nucleate being an organisation which was devoted to bringing people together to create a healthier world. This was brought to life by the use of new graphics, animations, a large image bank, and a new logotype.

"I'm jealous that I did not design the logo," said one judge, "it's awesome!" Meanwhile, other judges praised Essen's "clean and solid execution" with its "superb use" of graphic elements and colours.



Best visual identity by sector

# transform awards

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

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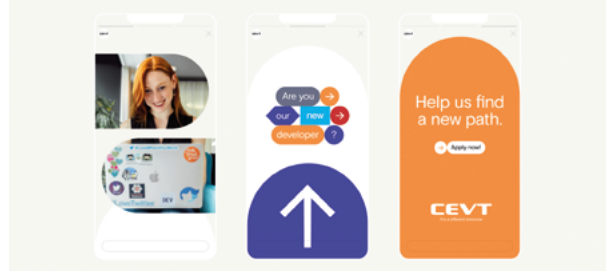
## AAC Clyde Space and Bladonmore Silver

Satellite technologies firm AAC Clyde Space worked with Bladonmore to build confidence in its new strategy amongst investors, customers and the media. The consultancy rejuvenated AAC's entire investor communications suite, which involved the updating their website and creating a quarterly magazine called SPAACE TALK. "A solid and comprehensive execution," praised one judge.



## CEVT and Ojity Bronze

World-leading innovation and technology company CEVT turned to Ojity to emphasise the diversity of solutions the brand takes to go beyond the expected. The agency created a colourful, changing, bold brand to represent a firm which is open to new ideas, collaborations, and ways of thinking. One judge praised the project for being "very scalable" and "versatile".



## Inhouse Tech and Ojity Bronze

Swedish consultancy Inhouse Tech (IHT) underwent a major redesign at the hands of Ojity who told the story of the brand's excellence. This involved the creation of a contrasting colour scheme and a tone of voice which gets straight to the point – all of which strongly resonated with IHT's employees. "Clean execution that serves the purpose," praised one judge.



Best visual identity by sector



## Wirepas and BANG Agency

### Winner

Being the most prestigious award, the winner of the 'Grand prix' must demonstrate the ability to go above and beyond by refining the brand's role in the sector. Wirepas and BANG Agency succeeded in doing so. Instead of following the path of its function-driven competitors in the world of IoT, the Finnish brand sought to stand out from the rest by enlisting the help of BANG Agency to forge a communications concept which was unique and distinctive.

Positioning itself as no-nonsense, exciting and distinctly Finnish, a series of eight funny commercials called 'Straight outta Tampere' (the brand's home city) was produced which followed Wirepas' real employees and CTO Ville Kaseva's 'mother' (acted). The films use humour to portray a stereotype of Finland as a strange and eccentric country in northern Europe, but they still find room to instil the belief that Wirepas truly is the best at IoT.

Judges were unanimously impressed by this one-of-a-kind project, citing the "perfect execution" demonstrated by BANG Agency. "The challenge was clear, they wanted to stand out, which is hard in IoT," said one judge, "but I think they succeed in it with clear differentiation and positioning in the market." Its joyous humour and steely determination made it a worthy winner of this year's Transform Awards 'Grand prix'.



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