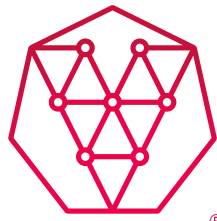


TRANSFORM AWARDS ASIA 2022

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Andrew Thomas

Publisher

Transform magazine

This is the ninth year for the Transform Awards Asia. With China effectively still closed for international travel our decision to move the event to Singapore has proved to be the right one.

Singapore has made us very welcome, and we have seen work come from many new agencies, both in Singapore and elsewhere in Asia. Obviously we

have not forgotten our friends in China and I'm delighted that we have been able to stream tonight's awards presentation directly to a simultaneous celebration taking place in Shanghai.

Indeed, there has been much to celebrate - the calibre of entries has been very high this year. We hope that next year, we will all be able to once again celebrate together.

Intelligent Ideas Implemented.

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Nuno Alves

Senior design manager
The Coca-Cola Company

From Europe, the Middle East, South East Asia to the South Pacific, Nuno has been instrumental in building meaningful brands and experiences that successfully cut through the noise. At Coca-Cola, Nuno is leveraging 'design thinking' and 'inclusive design' vision while leading key global sustainability and retail experience projects. Key to his role is to define best in class design solutions, inspire the future, manage and elevate the integrated brand expressions, contribute to the building of design capabilities and the organisation's reputation.



Sally Anderson

Group creative director
MetaDesign China Limited

Sally is the group creative director at MetaDesign China, specialising in corporate brand design. She is focused on building brands and their identities for both international and local businesses. She has over 15 years' experience building brands across various industries in Australia, China, Hong Kong, South Korea and Macau. For the last eight years she has been based in Beijing, working with the largest brands in China such as Taobao, Didi Chuxing and Volkswagen China to name a few. Prior to Beijing, she led the brand transformation of the multi-award-winning Air Pacific to Fiji Airways.



Grace Astari
Creative lead
Diageo

Grace is the creative lead for global innovation at Diageo, one of the world's leading drinks businesses with over 200 brands. Driving ground-zero ideation, her brand-agnostic role is to create and conceptualise all new products, liquids and design experiences for the world's most iconic distilleries, rare spirits and disruptive white spaces. Grace's expertise in brand strategy, culture, and design is reflected in an award-winning track record across luxury goods, FMCG and tech, including Neutrogena, Gojek and Citibank.



Ray Chan

Global creative director
Schneider Electric

Ray oversees the creative work from Schneider Electric, a digital automation and energy management company, that through its efforts in helping provide sustainable solutions for some of the world's biggest companies, led it to becoming 2021's World's Most Sustainable Company. He has led creative teams for Publicis, Wieden + Kennedy, Saatchi & Saatchi, DDB and Bates, in Hong Kong, Beijing, Shanghai and Singapore.



Scott Clephane

Founder and creative partner
Epic Lion

Judge - Special recognition

Scott has had the privilege of building brands across a variety of industries across the globe over the last 20 years whilst living in London, France, Dubai and South Africa. Scott returned to his home country South Africa in 2018 and co-founded Epic Lion, a brand and digital design agency with a core focus on building brands with heart, working closely with clients around the world and picking up a few gold awards along the way.



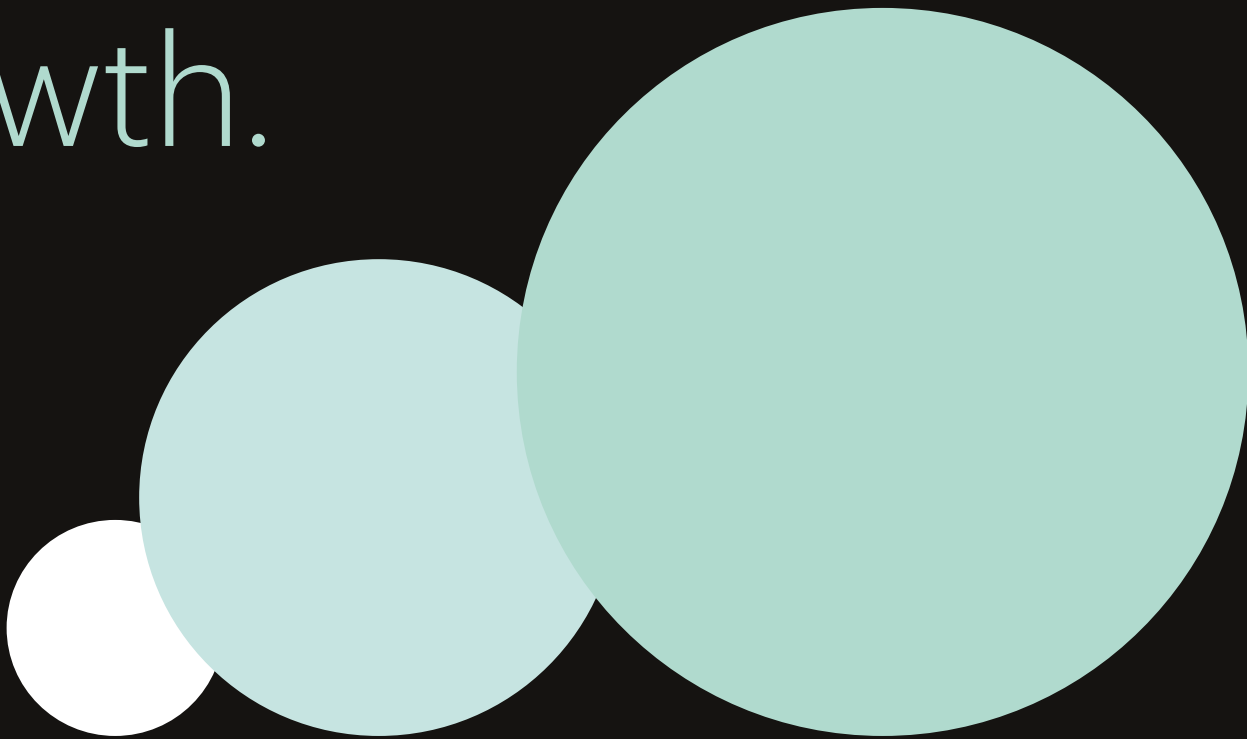
Cathie Cocqueel

Director, brand experience design
Johnson & Johnson

Born and raised in France, Cathie is an award-winning designer. While travelling all around Asia, she discovered that the Asia-Pacific region was home to some of the world's fastest-growing economies where companies are leading the digital transformation with speed, agility and empathy for the evolving need of the modern consumer. She wanted to be part of this transformation journey. As a design director based in Singapore, she leverages her innovative and creative skills to design new products, brands, services and digital-first experiences, answering the need of billions of consumers in Asia.

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Dru DeSantis

Co-founder

DeSantis Breindel

Judge - Special recognition

Dru is a co-founder of DeSantis Breindel. She shapes strategic brand identities and powerful brand activations from digital ecosystems to multi-channel campaigns, engaging audiences and achieving critical business objectives.



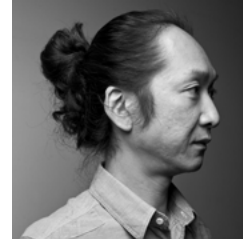
Hasan Fadlallah

Founder and CEO

Brand Lounge

Judge - Special recognition

Hasan is a serial entrepreneur. He is the founder and CEO of Brand Lounge, a leading, award-winning brand consultancy. Hasan is a strategist by birth and a marketer by education. He is equipped with over 25 years of professional consulting experience and now advises businesses throughout the Gulf, Africa and India on brand purpose, innovation, culture and image. In 2014, he was recognised by the World Brand Congress who awarded him the prestigious Brand Leadership award in Brand Excellence.



Shawnn Lai

Regional creative lead

Lazada Group

Shawnn is an avid music maker and an advertising professional who has spent most of his life telling stories for brands like Japan Airlines, Lexus, KFC, Pizza Hut, Twitter, and Great Eastern Life. He has recently joined Southeast Asia's biggest e-commerce group Lazada. As regional creative lead, he collaborates with the offices in the region on both regional and local work. On the music side, he owns the record label SoulMatters Recordings.



James Li

Creative director

OPPO

James is a creative director at OPPO, a leading smartphone manufacturer and tech company, where he oversees their film content for their global smartphone launches. Born and raised in England, James has worked at various major advertising agencies in different countries all over Asia on some of the biggest brand campaigns.

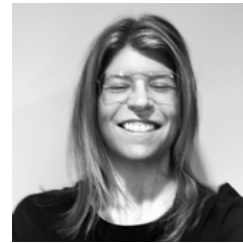


Laurie Macabasco

Associate creative director

Salesforce

Originating from the US, Laurie has more than 15 years' experience in branding and marketing. Trained in the Swiss Design style, she began her career at tech companies Fujitsu and Oracle in Silicon Valley. From there, Laurie joined Salesforce at their HQ in San Francisco. She led the creative team responsible for Dreamforce, the annual event bringing together the global Salesforce community. Since transferring to Singapore three years ago, she has headed the regional creative team that is responsible for the Salesforce brand in markets across the APAC region.



Kat McCord

Creative director

Thackway McCord

Judge - Special recognition

Kat is creative director and co-founder of Thackway McCord, a NYC-based brand strategy and creation practice focusing on corporate brand building plus work in the cultural and tech space. Kat is a visiting speaker, a mentor to early career designers and recently served on the board of AIGA NY, championing the future of design for all.



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Darryl Ng

Senior design manager
Bayer Consumer Health

At Bayer Consumer Health, Darryl drives remarkable consumer experiences that transform everyday health. He leads all design activities within China, building holistic systems that deliver quality, effectiveness and consistency across brands and products. Prior to Bayer, Darryl was a part of PepsiCo's design and innovation team and spent time at a number of global brand and packaging agencies based out of Singapore. He has collaborated with business stakeholders in delivering award-winning creative solutions across touchpoints that resonate with consumers and fulfil business objectives across multiple categories.



Uma Reade

Head of brand, creative and agency partnerships
PayPal

Uma spent a decade at some of the biggest agencies around the world, creating ads for some of the biggest brands. One day, she realised she was making ads that weren't being seen. She quit her big agency job and joined a small digital agency. She spent the next four years making ads that were seen. They were seen so much that clients who wanted their ads to be seen lured her away from agencies and on to the client side. Most recently, Uma led creative and brand marketing for PayPal's international markets.

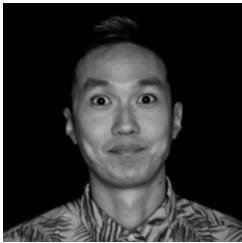


Jenny Sagstrom

CEO
Sköna

Judge - Special recognition

Jenny is co-founder and CEO of Sköna, a B2B creative agency that's been building brave brands for innovative technology companies since 2003. Jenny entered the agency world in 1998 with Kraftverket in her native Stockholm, Sweden, shortly after graduating with a BA in economics and international relations from the University of Reading. In 2000, she moved to the San Francisco Bay Area to work at Corsi & Partners, where she was responsible for a multitude of clients, including the Oakland Raiders. Since founding Sköna, Jenny has transformed it from a two-person shop to a flourishing global business.



Christopher Shie

Head of creative APAC
Meta

Christopher has been working in the ever changing world of digital marketing for over 20 years. His experience working in boutique and international agencies, and across different disciplines, reflects the changing times. Since joining Meta, Chris' sole focus has been making business marketing less product, more human. As the head of creative in the global business marketing at APAC, Chris leads a team of creatives who come up with campaigns and ideas across the region to help businesses leverage the platform to find their audiences and build their brands.



Mark Tipper

Regional creative director
JLL

Mark is an internationally acclaimed creative director with 30 years' experience in delivering impactful award-winning branding and advertising for some of the world's favourite brands including Nike, WWF, Porsche, Chanel, Google and Netflix. He originally trained as an illustrator in the 1980s which led him on the road to forming a loving bond with computers, design and all things advertising.



Dan Vasconcelos

Partner and creative director

Lippincott Asia-Pacific

Dan is a partner in design based in Lippincott's Hong Kong office. With over 18 years of experience in defining what brands stand for and how they stand out, Dan worked across the UK, US, EMEA and Asia Pacific. His category expertise spans sectors as diverse as energy, financial services, healthcare, technology, consumer goods, automotive and luxury. Prior to joining Lippincott, Dan was creative director and associate partner at Prophet where he helped build the firm's Asia design capabilities and co-led studios in Hong Kong and Shanghai.

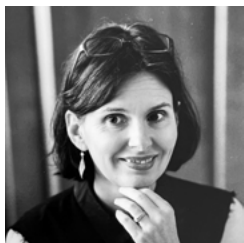
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Severine Vauleon
Global brand vice president
Unilever

Severine is the global lead for LUX, a Unilever beauty business worth over €1b. As the lead, she oversees all aspects of the business, from marketing to innovation. For over two decades, Sev has been recognised as one of Unilever's most progressive leaders. She is known for her collaborative and empowering belief in borderless creativity. Her role is pivotal for transforming LUX into the world's second most penetrated beauty brand and the top 15th most chosen FMCG brand. Severine is a creative pioneer with over two decades of global experience, working in Sydney, Paris and Singapore.



Spark Xu
Senior creative manager
The Coca-Cola Company

Rooted in brand strategy, inspired by design thinking, Spark is a qualitative researcher and an energy giver. He is currently the senior creative manager at The Coca-Cola Company where he leverages the power of creative communication to inspire long-term brand growth. An international award-winning brand strategist, Spark is a frequent speaker at industry and university events. Prior to The Coca-Cola Company, he was the brand strategy lead at the celebrated boutique design agency Jones Knowles Ritchie.



Atsushi Yamada
Creative lead
BuzzFeed Japan

With a background in graphic design and art direction, Atsushi has a wide range of creative experience in advertising, branding, print and digital. Previously working in the UK, he currently leads a creative team at BuzzFeed Japan – an online media company where he is responsible for creating native advertisements for external clients. He continues to challenge himself with innovative content that attends to both the client and the viewer's needs in today's society.

CONTENT

Best use of a visual property

Gold – Huma Universal (Shanghai) Brand Management Co.,Ltd. and des:glory
 Silver – China Duty Free Group and FutureBrand
 Silver – Lanvin Group and Labbrand
 Bronze – Huami Technology and Landor & Fitch
 Bronze – Noah Wealth and FutureBrand
 Highly commended – Zigly (Cosmo First Limited) and BOD Consulting

Best brand architecture solution

Gold – Volkswagen China and MetaDesign China Limited
 Silver – Iryasa and Cowan Asia Pty Ltd
 Bronze – Nippon Paint Holdings and Brand Council

Best use of copy style or tone of voice

Gold – ams OSRAM and GW+Co
 Gold – Fable Food and SGK
 Silver – Oatbedient | Listen Up Pte Ltd and Somewhere Else | Now For Tomorrow Pte Ltd
 Highly commended – Zigly (Cosmo First Limited) and BOD Consulting

Best brand experience

Gold – Khaadi and Landor & Fitch
 Silver – Moxy Xi'an Beilin Hotel and The Orangeblowfish
 Bronze – Carlsberg China and Design Bridge Shanghai
 Bronze – Chengdu IFS (CDIFS)
 Highly commended – Beak & Johnston and SGK
 Highly commended – Swire Properties and Landor & Fitch

Best use of typography

Gold – Huma Universal (Shanghai) Brand Management Co.,Ltd. and des:glory
 Silver – Oatbedient | Listen Up Pte Ltd and Somewhere Else | Now For Tomorrow Pte Ltd
 Bronze – Lanvin Group and Labbrand

Best place or nation brand

Gold – 洛克·外滩源 ROCKBUND and JWDC
 Bronze – Kusto Group and Sedgwick Richardson

Best expression of a brand on social media channels

Gold – The Hong Kong Jockey Club and Brunswick
 Silver – Bayer Elevit and Ylab Limited
 Highly commended – Vocsta and Cowan Asia Pty Ltd

PROCESS

Best external stakeholder relations during a brand development project

Gold – Bayer Elevit and Ylab Limited
 Silver – Nippon Paint Holdings and Brand Council
 Bronze – Edgewell Personal Care and The Silk Initiative (TSI)

Best internal communications during a brand development project

Bronze – Nippon Paint Holdings and Brand Council

Best implementation of a brand development project

Gold – Li Auto and MetaDesign China Limited
 Silver – Ella's Kitchen and RedFern Digital
 Bronze – Good Selection and Ylab Limited
 Bronze – Lanvin Group and Labbrand

Best localisation of an international brand

Gold – 卡萨酷客国际 Casa Cook International and JWDC
 Silver – Ella's Kitchen and RedFern Digital
 Bronze – FERRERO China and ShinyBay
 Bronze – Silver Fern Farms and The Silk Initiative (TSI)
 Bronze – Woolworths and SGK
 Highly commended – The a2 Milk Company Limited and Ylab Limited

STRATEGY

Best creative strategy

Gold – ams OSRAM and GW+Co
 Silver – Li Auto and MetaDesign China Limited
 Silver – Treasury Wine Estates – Wynn's and Design Bridge Singapore
 Bronze – Huami Technology and Landor & Fitch
 Highly commended – H&H Group and Labbrand
 Highly commended – Josun Hotels & Resorts: Josun Palace and Prophet

Best brand evolution (business)

Gold – Bytedance and Landor & Fitch
 Silver – Amman Mineral and Design Bridge Singapore
 Silver – Newstyle Media Group and Prophet
 Bronze – Enotek and Prophet
 Bronze – Li Auto and MetaDesign China Limited

Best brand evolution (consumer)

Gold – Fable Food and SGK
 Gold – Unilever, LUX and CBA Design
 Silver – FairPrice Origins and Why? Brand Design
 Bronze – JACOBS DOUWE EGBERTS RTL SCC SG PTE. LTD and Design Bridge Singapore
 Bronze – Unilever LUX and Why? Brand Design
 Highly commended – Noah Wealth and FutureBrand

Best brand evolution (corporate)

Gold – Lanvin Group and Labbrand
 Silver – Jebsen Group and Brunswick
 Bronze – Nippon Paint Holdings and Brand Council
 Bronze – uniview and DuoooBrand
 Highly commended – City Energy and DIA Brands

Best strategic or creative development of a new brand

Gold – Micro Connect and Sedgwick Richardson
 Silver – BOE and Prophet
 Silver – Olea and Lippincott
 Bronze – Pradhanmantri Sangrahalaya (Ministry of Culture, Government of India) and BOD Consulting
 Highly commended – China Duty Free Group and FutureBrand
 Highly commended – Zigly (Cosmo First Limited) and BOD Consulting

Best development of a new brand within an existing brand portfolio

Gold – Treasury Wine Estates – Wynn's and Design Bridge Singapore
 Silver – BOE and Prophet
 Bronze – 卡萨酷客国际 Casa Cook International and JWDC
 Bronze – EDGE and MetaDesign China Limited
 Highly commended – UltraTech Cement and BOD Consulting

Best naming strategy

Gold – Nespresso and Labbrand
 Gold – Treasury Wine Estates – Wynn's and Design Bridge Singapore
 Silver – Volkswagen China and MetaDesign China Limited
 Bronze – Hapana and Shift.
 Bronze – Kusto Group and Sedgwick Richardson
 Highly commended – CYPHANT GROUP and Labbrand

TYPE

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

Gold – Amman Mineral and Design Bridge Singapore
 Gold – Hapana and Shift.
 Silver – ECARX and MetaDesign China Limited
 Bronze – Huami Technology and Landor & Fitch
 Bronze – Landing Med
 Highly commended – Bytedance and Landor & Fitch

Best brand consolidation

Gold – Asian Football Confederation and FutureBrand
 Silver – Stella Pharm and Bratus Agency
 Bronze – EDGE and MetaDesign China Limited
 Bronze – H&H Group and Labbrand

Best rebrand of a digital property

Gold – Bytedance and Landor & Fitch
 Silver – Frites Management Limited and Shift.
 Bronze – Hapana and Shift.
 Bronze – Micro Connect and Sedgwick Richardson

Best employer brand

Silver – Citibank Singapore Limited and Shift.

WRAPPED

Best use of packaging (glass)

Gold – Wu Liang Ye Yibin Co. Ltd and Design Bridge Shanghai
 Bronze – Treasury Wine Estates – Wynn's and Design Bridge Singapore

Best use of packaging (print and card)

Gold – Bakehouse and Kith&Kin
 Gold – Colgate Palmolive Asia and Design Bridge Singapore
 Silver – MetaDesign China Limited
 Bronze – Mondelez and Cowan Asia Pty Ltd
 Bronze – RICHORA and des:glory
 Highly commended – M&G and DuoooBrand

Best use of packaging (other)

Gold – Stella Pharm and Bratus Agency
 Silver – Diageo – The Singleton China and Design Bridge Singapore
 Silver – PepsiCo Design & Innovation – Pepsi Culture Cans X People's Daily Campaign
 Bronze – Colgate Palmolive Asia and Design Bridge Singapore
 Bronze – UltraTech Cement and BOD Consulting

SECTOR

Best visual identity from the energy, utilities and extractives sector

Gold – Amman Mineral and Design Bridge Singapore
 Silver – City Energy and DIA Brands
 Bronze – Actis and Cowan Asia Pty Ltd

Best visual identity from the engineering and manufacturing sector

Silver – uniview and DuoooBrand

Best visual identity from the farming and agricultural sector

Bronze – PENG RUI AGRICULTURE and Pinbrand

Best visual identity from the financial services sector

Gold – Olea and Lippincott
 Silver – Noah Wealth and FutureBrand
 Bronze – Micro Connect and Sedgwick Richardson

TRANSFORM
AWARDS
ASIA 2023

OPENING FOR ENTRIES

FEBRUARY 2023

Best visual identity from the FMCG sector

Gold - Oatbedient | Listen Up Pte Ltd and Somewhere Else | Now For Tomorrow Pte Ltd
 Silver - Ella's Kitchen and RedFern Digital
 Silver - Nestlé China and ShinyBay
 Highly commended - Fonterra Group and ShinyBay

Best visual identity from the food and beverage sector

Gold - Bakehouse and Kith&Kin
 Silver - Chako and Kith&Kin
 Silver - Matsumoto Brewery and BAUM LTD.
 Bronze - FairPrice Origins and Why? Brand Design
 Bronze - Nestlé China and ShinyBay

Best visual identity from the healthcare and pharmaceutical sector

Gold - Stella Pharm and Bratus Agency
 Bronze - Landing Med
 Bronze - Sightour and DuoooBrand

Best visual identity from the industrial and basic materials sector

Gold - UltraTech Cement and BOD Consulting
 Bronze - BOOM and DuoooBrand

Best visual identity from the lifestyle and wellness sector

Gold - Colgate Palmolive Asia and Design Bridge Singapore
 Silver - Huami Technology and Landor & Fitch
 Bronze - Vocsta and Cowan Asia Pty Ltd

Best visual identity from the professional services sector

Gold - EDGE and MetaDesign China Limited
 Silver - MCHR and DuoooBrand

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

Gold - 洛克·外滩源 ROCKBUND and JWDC
 Silver - Kusto Group and Sedgwick Richardson

Best visual identity from the public sector

Silver - Pradhanmantri Sangrahalaya (Ministry of Culture, Government of India) and BOD Consulting

Best visual identity from the retail sector

Gold - Timberland and Lippincott
 Silver - Landmark Group and SGK
 Bronze - Lanvin Group and Labbrand

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

Gold - Asian Football Confederation and FutureBrand
 Silver - 卡萨酷客国际 Casa Cook International and JWDC
 Bronze - Josun Hotels & Resorts: Grand Josun and Prophet
 Bronze - Josun Hotels & Resorts: Josun Palace and Prophet

Best visual identity from the technology, media and telecommunications sector

Gold - BOE and Prophet
 Silver - Huami Technology and Landor & Fitch
 Bronze - Hapana and Shift.
 Bronze - Newstyle Media Group and Prophet
 Highly commended - Bytedance and Landor & Fitch
 Highly commended - ECARX and MetaDesign China Limited

Best visual identity from the transport and logistics sector

Gold - Enotek and Prophet
 Silver - Li Auto and MetaDesign China Limited

Brand strategist of the year

Winner - Evelyn Hussain - The Silk Initiative (TSI)
 Highly commended - Shuangcheng Zhu - Sunchase

Creative director of the year

Winner - Sally Anderson - MetaDesign China Limited
 Highly commended - Apolline Picot - Landor & Fitch
 Highly commended - Walker Wang - DuoooBrand

Young contender of the year

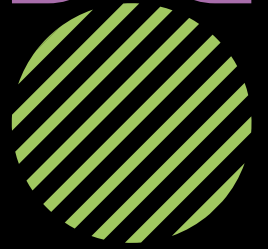
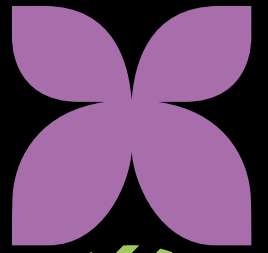
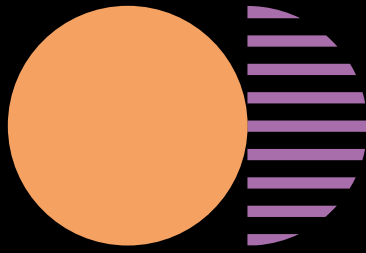
Winner - Danielle Nicole Ng Shu Hui - Somewhere Else | Now For Tomorrow Pte Ltd
 Highly commended - Isaac Siyue Zhang - MetaDesign China Limited
 Highly commended - Jia Jian - DuoooBrand

Best overall visual identity

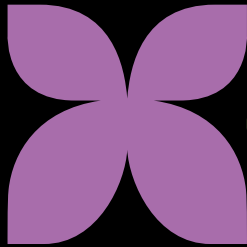
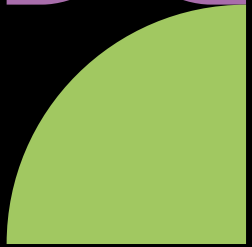
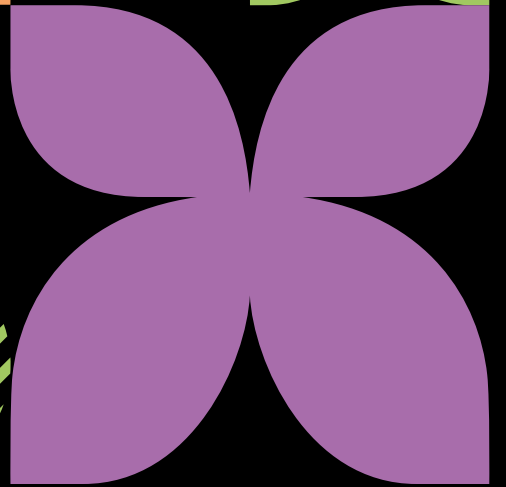
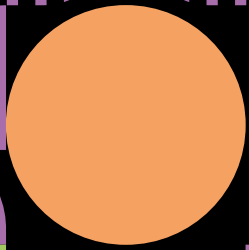
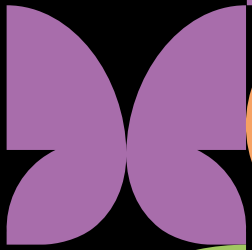
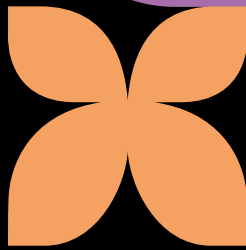
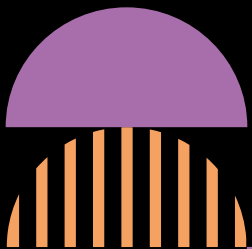
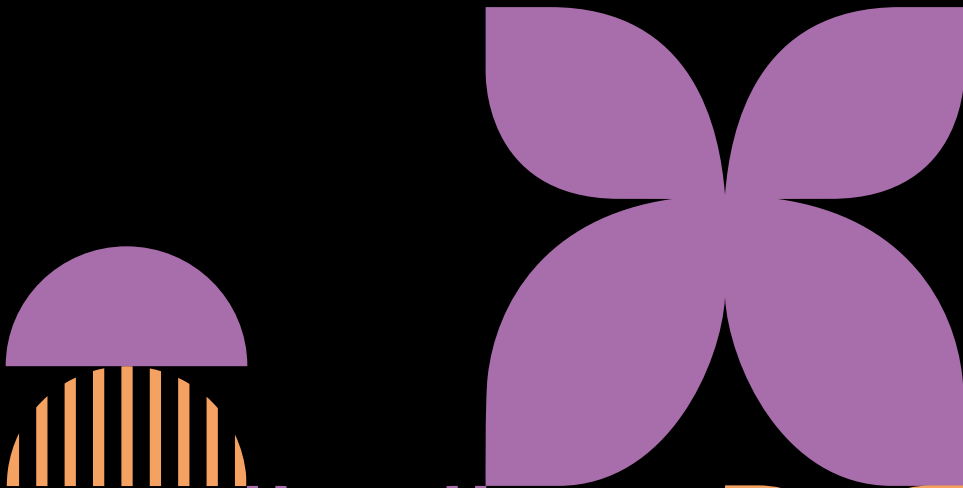
Winner - Stella Pharm and Bratus Agency

Grand prix

Winner - Asian Football Confederation and FutureBrand



CONTENT



Huma Universal (Shanghai) Brand Management Co.,Ltd. and des:glory Gold

At the heart of show brand Biansix is a sense of lazy comfort and ease of style. To capture this through a single visual icon, Huma Universal Brand Management worked with des:glory on a shoe-inspired wordmark. The brand's name contains the Mandarin character for 'shoes,' which evoked the look of the product itself. The visual twist on the character is clever, versatile and clearly communicates the company's character.

The truly creative solution caught the eyes of judges and consumers, allowing Biansix to make a splash among its target audience. "I love every single visual element in this brand. There are many 'surprise and delight' scenarios within the visuals and the fun, playful photography focuses on the product," said one judge. Another added, "This is a great, quirky design that will get attention and is well carried out in all the materials."



China Duty Free Group and FutureBrand Silver

Tax-free tourism destination CDF Haikou International Duty-Free City worked with FutureBrand to capture a luxurious, aspirational feel. To do so, the brand uses its wordmark to emulate a gift box and ribbon. This graphic device brings cohesiveness to the identity. Judges praised the elevated design, memorability and versatility of the visual property.



Lanvin Group and Labbrand Silver

In rebranding from Fosun Fashion Group, Labbrand developed a luxurious, contemporary wordmark for Lanvin Group that lent it an ownable typeface that could be carried through its visual identity. The elegant typography was complemented by strategic research into the industry which helped the new brand make its mark. "A great way to leverage the original brand assets, retaining authenticity and credibility," said one judge.



Best use of a visual property



LANDOR & FITCH

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

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.

Say hello@landorandfitch.com
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 @LANDOR_FITCH
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@landor_fitch

Huami Technology and Landor & Fitch

Bronze

To transform smartwatch brand Amazfit from an alternative to the major players to a global brand, Landor & Fitch developed a brand icon based on the unique shape of the watch. "I like how the logo looks like a chameleon to represent the transformative potential for users," said one judge. Others praised the strong imagery and gradient colours.



Noah Wealth and FutureBrand

Bronze

Wealth management brand Noah worked with FutureBrand to amplify its brand icon and transform its visual identity in the process. The result is elegant, smart and aspirational. One judge praised the "use of the logo to inspire a bigger brand world," a strategy which paid off in a suite of lush, lifestyle-inspired brand assets.



Zigly (Cosmo First Limited) and BOD Consulting

Highly commended

Pet care brand Zigly and BOD Consulting created a playful, pet-inspired identity that puts a happily wagging tail at the centre of the company's wordmark.

Best use of a visual property



Volkswagen China and MetaDesign China Limited
Gold

When Volkswagen China signalled its intention to lead the EV automotive space with the launch of its IQ sub-brand, it needed to reexamine how its family of brands fit together. In doing so, it also needed to differentiate its EV offer from the rest of the marketplace. MetaDesign China met the challenge by introducing IQ, a new mark that would help clarify the EV proposition for each of Volkswagen's three sales families.

The new architecture allows for IQ to be used at the front of every line's naming designation, eliminating the often confusing and meaningless technical naming system previously in place. The new IQ family is simple, ownable and distinctive. Judges called it "a great solution to a complex problem for consumers," praising the unification of the VW brand and the ease of use for consumers.



Iryasa and Cowan Asia Pty Ltd
Silver

Moving from its heartland of essential oils into skincare and cosmetics, Iryasa worked with Cowan Asia on the development of four, colour-coded sub-brands that each have their own personality while still sitting within the Iryasa family. Judges thought the solution helped signpost the products effectively. One said, "This is a decent, solid solution with good thinking and design."



Nippon Paint Holdings and Brand Council
Bronze

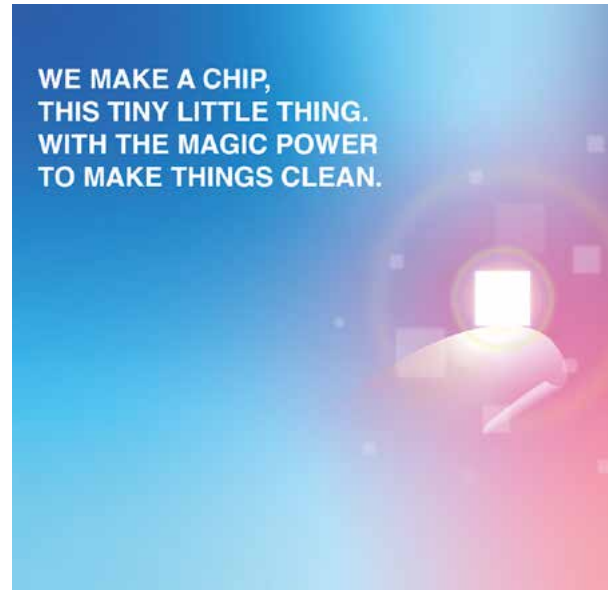
Nippon Paint Holdings worked with Brand Council to unify the company's global businesses and cultures and provide clarity across the group's brand. The solution uses a visual device to anchor the brand architecture, a unique solution that works across cultures and languages. Judges thought the innovative use of design to solve an architectural challenge was strategically brilliant.

ams OSRAM and GW+Co

Gold

UV light cleaning company ams OSRAM imbued its brand with a little bit of copy magic. To inspire people in a post-pandemic world, the tech brand had to make cleaning inspiring, not just essential. To do so, GW+Co used poetry and a sense of magic to bring the tone of voice to life.

This also helped the company avoid the technical specifications and dry descriptions common in the sector. The result is a brand built for both business and consumer audiences that inspires people to think about cleaning in a different way. One judge said it was a “really smart and well-executed use of tone of voice to capture the essence of the product benefits in a human, down-to-earth way.” Another said, “Superb copy. Magic and the power of language really captures the essence of the product’s difference.”



Fable Food and SGK

Gold

To support the launch of a meat-free brand that was doing things differently from the competition, Fable Food needed a copy style that would have a zing to it on pack and across its brand touchpoints. SGK developed a tone of voice that was honest, quirky and passionate and, most of all, amplified the hero of the show: the shiitake mushroom.

The anchor phrase, ‘Real mushroom. Real meaty.’ set the tone for the rest of the brand’s use of language, indicating its willingness to stand by its ingredients and challenge its competitors. One judge said it was “exceptionally well thought through with a creative tone of voice at its (non-meaty) heart.” Another praised the root of the brand’s name – Fable – as alluding to the fairytale notion that animals are characters, not food.



Oatbedient | Listen Up Pte Ltd and Somewhere Else | Now For Tomorrow Pte Ltd

Silver

Oatbedient needed to capture people’s emotions in a crowded category. To do so, Somewhere Else developed a copy style that is no-nonsense and heartfelt. One judge said it was a “really exceptional use of creative copy to differentiate and stand out in a busy category.”



Zigly (Cosmo First Limited) and BOD Consulting

Highly commended

Zigly worked with BOD Consulting on a tone of voice for the pet care sector that is warm, friendly and playful; just like beloved pets.

Best use of copy style or tone of voice



Khaadi and Landor & Fitch

Gold

Pakistani fashion brand Khaadi worked with Landor & Fitch to reimagine its flagship store. The experiential strategy focused on the idea of inspiring women to ‘wear yourself,’ or represent their true selves through their fashion choices. Thus, the 32,000 square foot ‘experience hub’ was infused with individuality and the empowerment of women through their decision making.

The store made an impact among Khaadi’s target audience, which descended upon the flagship in droves. The company marked a 60% increase in footfall and a 70% increase in sales. Judges thought the decision to put empowerment at the heart of the experience was an excellent strategy. “Not only does it look beautiful, but it also celebrates women and is empowering at the same time. The graphics, patterns and store looks cohesive.”



Moxy Xi’an Beilin Hotel and The Orangeblowfish

Silver

Hotel chain Moxy has over 100 sites around the world. It partnered with the Orangeblowfish to support its first locations in Xi’an and Nanjing. Judges loved the edgy design and refreshing change from overly traditional hospitality experiences. “The tension of celebrating a historically rich city through the ‘Moxy lens’ was powerful,” said one judge.



Carlsberg China and Design Bridge Shanghai

Bronze

Carlsberg refuses to stand still when it comes to packaging design. It worked with Design Bridge Shanghai on beer buckets and other branded night-out assets to revolutionise the on-trade experience. “Great design is invisible, and this submission has incorporated the details of a better brand environment into a seamless brand expression.”



Chengdu IFS (CDIFS)

Bronze

To maintain the interest of Gen Z and ensure continued footfall post-pandemic, shopping centre Chengdu IFS (CDIFS) harnessed the power of an iconic image. The social success of the centre’s Donald Duck Ice Shop encouraged CDIFS to use the Disney icon to enhance the on-site brand experience. The centre saw impressive results and balanced luxury with accessibility.

Beak & Johnston and SGK

Highly commended

Beak & Johnston worked with SGK to reimagine the Croissanterie, building a French-inspired patisserie rooted firmly in China.

Swire Properties and Landor & Fitch

Highly commended

Swire Properties and Landor & Fitch developed the Taikoo shopping mall brand which seamlessly blended the digital and physical shopping experiences.

Huma Universal (Shanghai) Brand Management Co.,Ltd. and des:glory Gold

Footwear brand Biansix, part of Huma Universal Brand Management, achieved a truly innovative visual identity design through the creative use of typography. Working with des:glory, it used the shape of its shoes to inspire a typographic language and wordmark that is wholly ownable and undeniably representative of the brand's products. Not only is it chock full of personality, but the sandal-inspired letterforms also stand in for the Chinese character for 'slipper.'

The genius solution is situated in a sparse visual identity, which allows the logo and typeface to shine. The primary slipper icon has also been built out into a family of shoe-inspired illustrations that can take the place of different letters and characters. "Distinctive. Memorable. Exciting," said one judge. Another added, "I love every single visual element in this brand including the very unique visual language and memorable aesthetic."



Oatbedient | Listen Up Pte Ltd and Somewhere Else | Now For Tomorrow Pte Ltd Silver

With the alternative milk market saturating, Oatbedient needed to not only make a splash, but capture the hearts of its target audience. It worked with Somewhere Else on a chalk-like type-driven brand that communicates the brand's message of being 'from our family to yours.'



Lanvin Group and Labbrand Bronze

Lanvin Group worked with Labbrand to create a typography-first brand that would position the company firmly within the Chinese luxury space. The font's elegant, contemporary design gives the group a distinctive personality and brings a sense of balance to play in the visual identity.





洛克·外滩源 ROCKBUND and JWDC

Gold

Despite its heritage, Shanghai's ROCKBUND location was failing to capture the imaginations of modern citizens. To build a new future for the site, ROCKBUND worked with JWDC to situate it as the 'home of a fringe.' The new visual identity is anchored in art and creativity with a suite of place-inspired icons complementing the wayfinding.

By giving the site a personality, and a distinctive role to play in Shanghai's modern culture, it made a huge impact upon launch, with 20,000 signups for the membership programme. Judges called it, "Aesthetically fresh and coherent with beautiful typography and iconography." Another said it was "beautiful and exciting with great care and attention to details. A great labour of love and design expertise."



Kusto Group and Sedgwick Richardson

Bronze

A housing development in Thu Duc City, Kusto Group's Urban Green inspires people to 'settle for more.' The brand is energetic and family-oriented, aiming to capture the imaginations of city dwellers seeking a more peaceful lifestyle, without resorting to a move outside the city centre. The resulting place brand captures the best the site has to offer in an authentic, accessible way.

The Hong Kong Jockey Club and Brunswick

Gold

The Hong Kong Jockey Club wanted to build brand awareness and change perceptions to communicate its commitment to its community. Brunswick worked with the club on a story-driven social media campaign that could connect with Hong Kongers and better communicate about the club's activities.

The multichannel campaign was designed to shine on social media, and so it did, reaching nearly 10% of Hong Kong's population, including 50% of the region's under 35 year-olds in the process. Judges thought the impact the campaign had on young people was a significant indicator of success. "The communication of the club's charity work is shown with substance and humanity by depicting the real communities that benefit from it," said one judge. "That's a great PR message for the largest taxpayer and community benefactor."



Bayer Elevit and Ylab Limited

Silver

To tackle the growing taboo around fertility and childbearing among Chinese young people, Bayer Elevit and Ylab crafted a social campaign explaining the realities of parenthood and pregnancy in an accessible way. The Q&A approach was a success and allowed the brand's folic acid and vitamin supplements to subtly shine. One judge called it "a difficult and emotive subject that was handled with respect."

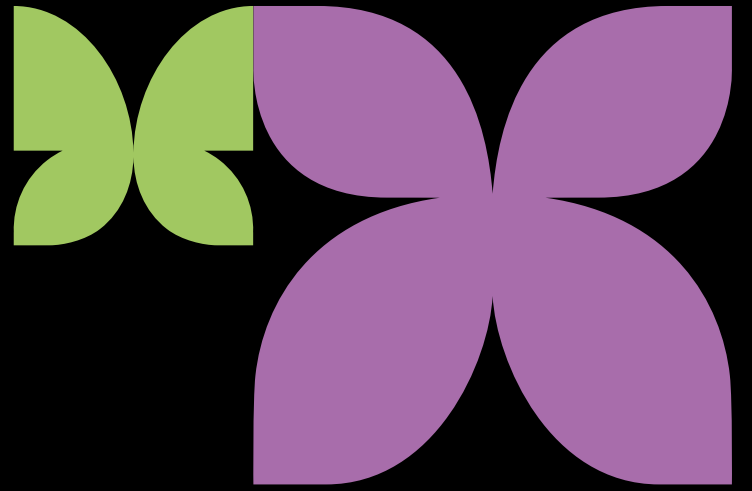
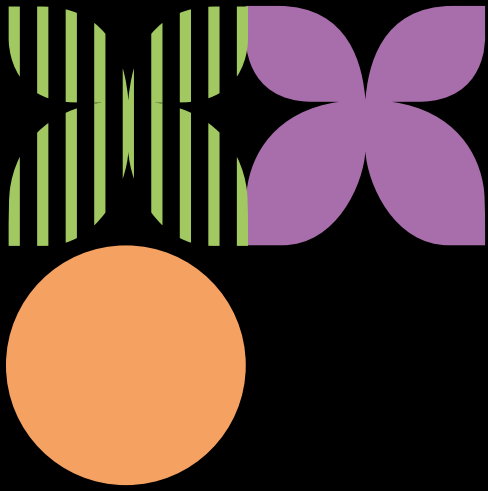


Vocsta and Cowan Asia Pty Ltd

Highly commended

Social community singing startup Vocsta worked with Cowan Asia on a buzzy, bright brand refresh that allowed for greater flexibility across social channels.

Best expression of a brand on social media channels



PROCESS



Bayer Elevit and Ylab Limited

Gold

Bayer Elevit is a leader in the pregnancy supplements category in China, offering essential vitamins like folic acid to expectant mothers. But changing attitudes toward parenthood and pregnancy among a younger audience made Elevit's mission to support women's health a greater challenge than ever before. To tackle this, it launched an external communications campaign focusing on the key concerns and questions women have around pregnancy and childbearing.

The campaign was given the time to mature, with questions and answers proliferating across social media channels. All the while, Elevit's brand messaging supported the campaign by focusing on maternal nutrition and wellbeing. Judges thought Ylab's approach was outstanding and showed "an impressive ability to gain support for a varied set of external stakeholders including the government, healthcare providers, retailers and consumers."



Nippon Paint Holdings and Brand Council

Silver

Part of Nippon Paint Holdings' objectives in rebranding was to better communicate its corporate ethos to an external audience. Brand Council's updated brand positioning and visual identity facilitated this by allowing corporate leaders the platform for reaching the company's stakeholders.



Edgewell Personal Care and The Silk Initiative (TSI)

Bronze

To launch its Schick Hydro 5 Natural men's razor in Japan, Edgewell Personal Care worked with the Silk Initiative on a launch campaign that brought together stakeholders across the Asia-Pacific region. Multiple viewpoints were considered and the product was examined in workshops that explored every aspect of the lifestyle business. This led to a successful launch that helped boost brand awareness among the target audience.



Best external stakeholder relations during a brand development project

Best internal communications during a brand development project



Nippon Paint Holdings and Brand Council

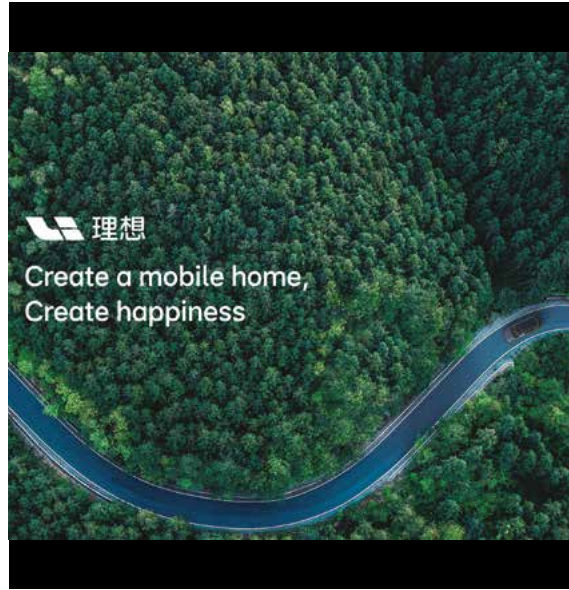
Bronze

Nippon Paint Holdings needed to unify its internal culture. To do so, Brand Council crafted a new brand that represented the internal audience and highlighted the company's objectives in an elegant way. Judges thought the brand development strategy was impressive in bringing the company together behind a new purpose.

**Li Auto and
MetaDesign China Limited**
Gold

Li Auto worked with MetaDesign to launch Li One, the company's debut electric vehicle. To help the car stand out, MetaDesign crafted a brand anchored in family friendliness and the concept of a home on wheels. This ethos helped build out the physical brand touchpoints, with showrooms treated to a homey, approachable design system.

The brand is warm, accessible and puts people at the centre of its visual identity. Judges thought it was a "different and new" approach to automotive branding in China. One said, "The warmth of family and creating a centrepiece of connection with the product was strong."



Ella's Kitchen and RedFern Digital
Silver

Ella's Kitchen and RedFern Digital focused on the baby food company's online space as a way to reinvigorate the Chinese market. Using fun and playful graphics, a cute brand mascot and a brand world of exciting colours, the company has made an impact on its target market. Judges thought the revamp of the many brand touchpoints was successful.



Good Selection and Ylab Limited
Bronze

During the pandemic-induced lockdowns in Shanghai citizens still needed basic goods delivered to their homes. That's where Good Selection came in. The company worked with Ylab to quickly launch the 'good price at Good Selection' slogan which inspired communities and helped keep Shanghai running during the pandemic.



Lanvin Group and Labbrand
Bronze

Lanvin Group's elegant new visual identity, crafted by Labbrand, channels the best of contemporary luxury design. This allowed its physical touchpoints to shine in their simplicity. The classic, simple strategy paid off, with consumers and the media responding well to the brand launch.



Best implementation of a brand development project



卡萨酷客国际 Casa Cook International and JWDC
Gold

To expand beyond its successful Casa Cook hotel chain, Casa Cook International wanted to create a place for Chinese tourists to live like locals and explore new places in an authentic, experiential way. The company's new owner, Fosun Tourism took the former Thomas Cook offer and transformed it into one purpose built to deliver a unique experience for Chinese Millennials.

The 300-site chain features a distinctive wordmark and typeface that is able to adapt to embrace the benefits of different locations around the country. Judges thought this was an ingenious way to build localisation into the brand design itself. JWDC's strategic approach will enable Fosun Tourism to cater to the Chinese audience more effectively than ever before.



Ella's Kitchen and RedFern Digital
Silver

Ella's Kitchen worked with RedFern Digital to translate its healthy, parent and baby-friendly brand into one that would resonate with Chinese families. It channelled its products' benefits and simplicity as a way to connect emotionally with consumers through the 'no secrets in Ella's Kitchen' strapline. A friendly rabbit icon was integrated into the branding to further build a connection with customers on pack.

FERRERO China and ShinyBay

Bronze

FERRERO China worked with ShinyBay on its annual Chinese New Year gifting opportunity. It redeveloped its pack to include cutouts inspired by traditional paper-cut designs. Judges thought this approach would resonate well with customers during the busy new-year period.



Silver Fern Farms and The Silk Initiative (TSI)

Bronze

Premium New Zealand meat brand Silver Fern Farms worked with The Silk Initiative (TSI) to inspire Chinese consumers. It used localised recipes and photography alongside deep customer research and on-trade engagement to make an impact. Judges thought the assiduous research and commitment to the region was commendable.



Woolworths and SGK

Bronze

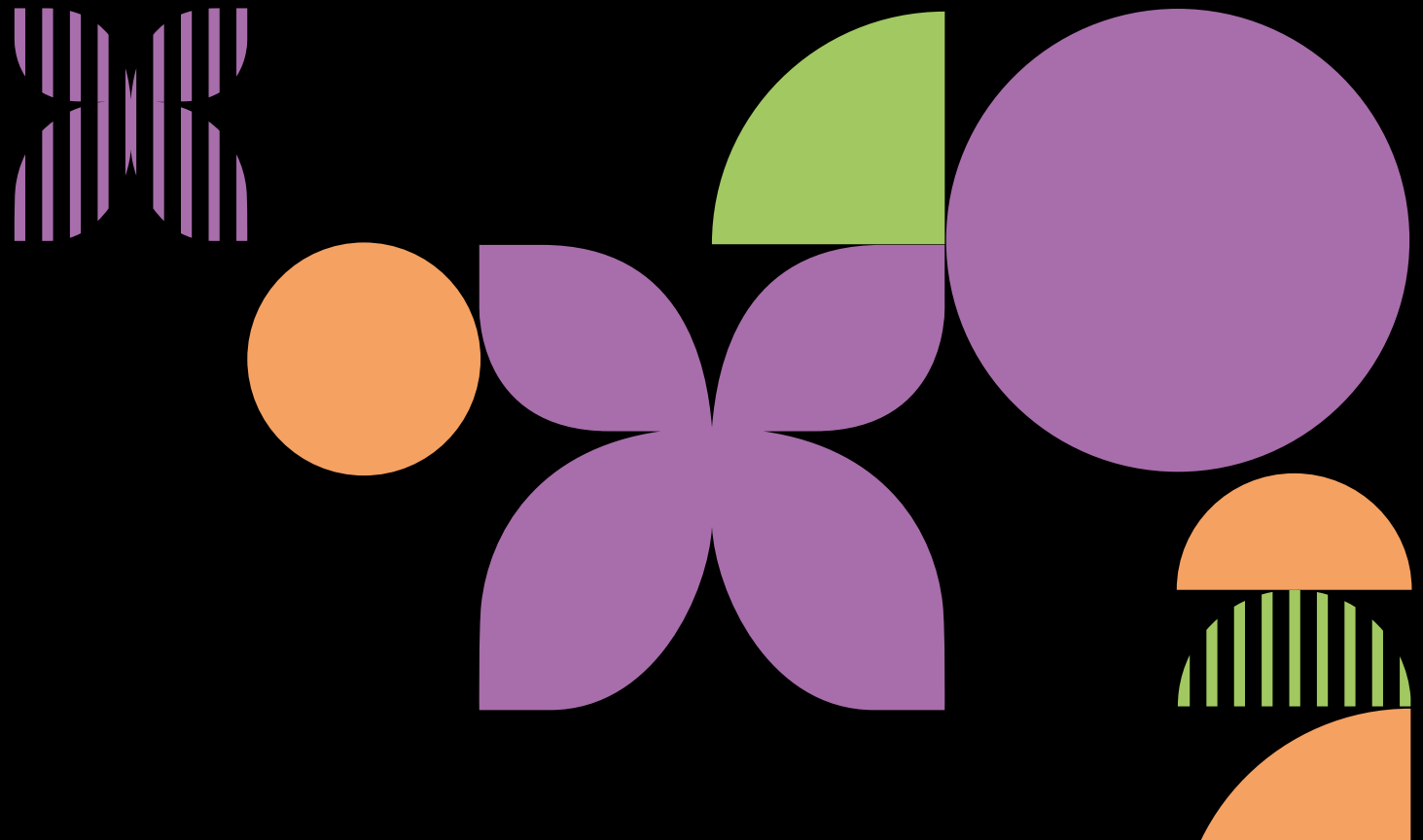
In Woolworths' drive to expand across the Asia-Pacific region, SGK used vibrant imagery, on-brand design and the 'taste true Australia' strapline in order to connect with customers. Using this storytelling approach, Woolworths was able to capitalise on what it did best – represent Australian produce and good food – in new markets across the region.



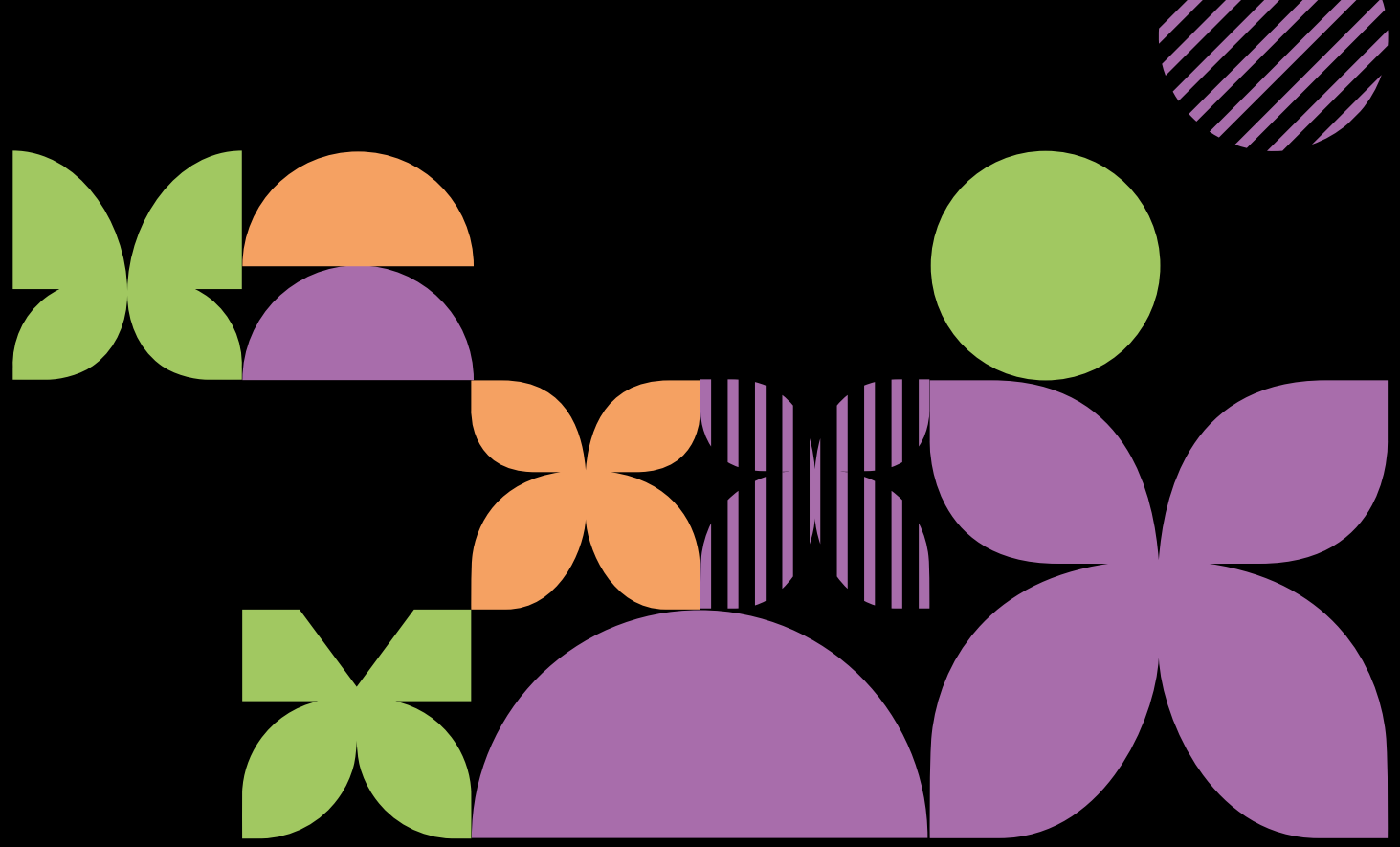
The a2 Milk Company Limited and Ylab Limited

Highly commended

The a2 Milk Company worked with Ylab on a campaign designed to change perceptions around cleft palate reconstruction and infant formula feeding in China.



STRATEGY

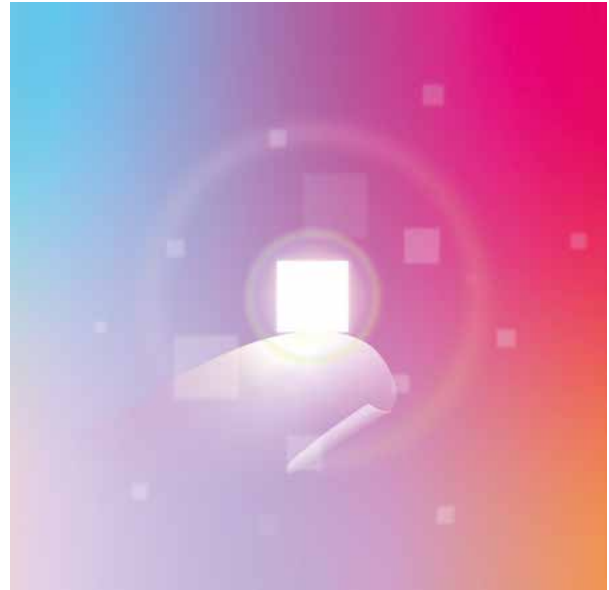


ams OSRAM and GW+Co

Gold

To help it become the global leader in UV cleaning technology, GW+Co worked with ams OSRAM on a brand that would break free from the industry norms and tell a new story. The strategic idea 'lights on, germs gone,' helped inspire the brand design. Brightly lit illustrations on colourful backgrounds put the focus primarily on the lighting technology ams OSRAM is known for. The simple messaging supporting the imagery makes the company's mission accessible for business and consumer audiences alike.

In a post-pandemic world where cleaning is a key priority and the landscape is crowded, ams OSRAM stood out for its simplicity, clarity and beauty. One judge praised the "unconventional clutter-breaking approach." Another said, "This could have been a tough message to land. Instead, the creative strategy was clear, well thought through, innovative and smart."



Li Auto and MetaDesign China Limited

Silver

Li Auto needed to make a bigger impact with its brand in China's competitive electric vehicles market. MetaDesign China crafted a strategy that put Li Auto at the heart of family life. The brand is built on a homely sense of comfort complemented by contemporary visual design. "Beautiful and well-considered, placing the end customer squarely at the connected heart of the creative strategy," said one judge.



Treasury Wine Estates – Wynn's and Design Bridge Singapore

Silver

Wynn's new sub-brand, Reframed, broke away from industry cliché to deliver a textural, engaging brand world. The Reframed line – developed by Design Bridge Singapore – subverts expectations and communicates its points of difference across every brand asset. "Beautiful design based on a well thought through rebrand," said one judge.



Huami Technology and Landor & Fitch

Bronze

Amazfit had to make an impact as a consumer brand in its own right, competing against the likes of the Apple Watch and Fitbit. Landor & Fitch built a modern brand that takes visual inspiration from the product's shape. "The chameleon logo is a strong creative device that expresses the brand's versatility and how it fits into the lives of its audience," said one judge.



H&H Group and Labbrand

Highly commended

Labbrand worked with nappy company Dodie on a refreshed visual identity that helps build the brand's digital communications.

Josun Hotels & Resorts: Josun Palace and Prophet

Highly commended

Prophet channelled European elegance, timeless design and South Korean character to build a stronger brand for the Josun Palace.



Bytedance and Landor & Fitch

Gold

Digital workspace Feishu wanted to set the tone for the future of work. It would not only facilitate work, but inspire businesses to achieve more. To communicate this momentum, Landor & Fitch developed a moving brand defined by swooping lines and transformative ideas. The main logo was transmuted from an aeroplane into an elegant bird on the wing. This helped build out the system of sub-brand iconography and delivered a more ownable shape to Feishu's app symbol.

The new Feishu is unified and able to deliver on its promise to change the digital working world. One judge said, "this is a good evolution of the brand to a more lively, emotive visual language." Others praised the swooping, looping lines that communicate free-flowing, ideas-driven work.



Amman Mineral and Design Bridge Singapore

Silver

Jakarta's Amman Mineral wanted to focus on the essential nature of copper and express its usage in technologies through its brand. Design Bridge Singapore created a photography-driven brand complemented by an ownable visual language that wouldn't be out of place in a digital brand's stable; successfully aligning copper mining with its end use.



Newstyle Media Group and Prophet

Silver

Newstyle Media Group worked with Prophet to build on its entertainment success and facilitate growth into new markets. The strapline, 'Join the new wave,' is complemented by a wave-inspired logo and graphic style that is set to make waves in the entertainment industry. The drastic transformation was praised by judges for its contemporary design language and flexible usage.



Enotek and Prophet

Bronze

Eoslift had gone beyond the bounds of the traditional logistics industry in which it operated and needed a brand to support its development into a technology company. Prophet delivered Enotek, a brand rooted in technology, logistics know-how and a mature understanding of customer needs. This evolution successfully repositions Enotek and paves the way for its future development.



Li Auto and MetaDesign China Limited

Bronze

Li Auto had a brand anchored in tech industry visual clichés. To connect with the modern automobile owner, it worked with MetaDesign China on a family-focused, warm brand that subtly communicates the company's EV expertise and technological innovation. The evolution will help the company connect with customers in an increasingly challenging market.

Fable Food and SGK

Gold

Fable Food knew it was doing things differently from other plant-based, meat alternative brands. But, it needed its packaging, communications and tone of voice to reflect that challenger mentality. SGK developed a strategy based in the concept of storybooks and fables, where animals are friends and characters, not food. This, alongside a confidence in the brand's shiitake mushroom base, helped it come to life after its evolution.

The new Fable Food subtly challenges its processed competitors, stands by its ingredients and uses a mix of unctuous imagery and enticing illustrations to bring the brand to life. "It feels premium," said one judge. "The design is unique and whimsical; the illustrations are fun. The photography reflects healthy, tasty, fresh meals." Another praised the "good use of category codes to create a relevant brand in the healthy nutrition space."



Unilever, LUX and CBA Design

Gold

Unilever's LUX line had to connect with young consumers across China and Southeast Asia. But, with a traditional brand that had focused on male definitions and perceptions of beauty, the need to change was apparent. CBA Design crafted a new direction for LUX that celebrates femininity, beauty and female confidence.

Renewed photography, packaging design and use of language help LUX resonate with women in a way it hadn't before. And the market has responded, with the brand charting growth and success across its key markets. One judge called it "a great project done at the right time." Another said, "I like how the strategy wants to change the focus from the male gaze to the female-centric gaze."



FairPrice Origins and Why? Brand Design

Silver

FairPrice Origins' health food was mired in aged visual cues that spoke to an outdated view of healthy eating. To reinvigorate the brand, Why? Brand Design channelled the best the brand had to offer: its tree of life logo and earthy green colour. The new visual identity created consistency across the brand while also reinforcing its credibility.



Best brand evolution (consumer)



**JACOBS DOUWE EGBERTS
RTL SCC SG PTE. LTD and
Design Bridge Singapore**

Bronze

JACOBS DOUWE EGBERTS worked with Design Bridge Singapore to capture the attention of a nation of tea drinkers with its Super brand instant coffee. Design Bridge used an archive logo that gave the brand a standout quality. One judge said it was “the bold, right move to use a distinctive brand asset and go back to its core.”



**Unilever LUX and
Why? Brand Design**

Bronze

Unilever’s LUX skincare line worked with Why? Brand Design on a contemporary update that would position it as a contemporary, strong player in the Chinese and Southeast-Asian beauty landscape. Judges thought the updated packaging was eye-catching with one adding, “It feels more vibrant and modern.”

Noah Wealth and FutureBrand

Highly commended

Wealth management company Noah worked with FutureBrand to refine and update its brand in an elegant way that will help it stand out in its sector.

Lanvin Group and Labbrand

Gold

Fosun Fashion Group acquired longstanding French luxury brand Lanvin. To modernise the company and make it accessible to international audiences, it worked with Labbrand on a fresh strategy and design. The brand had to communicate a sense of progression without eschewing the heritage inherent in the company. Labbrand achieved this by updating the brand's typography and telling the story of its company history and its future as the only luxury fashion group rooted in China.

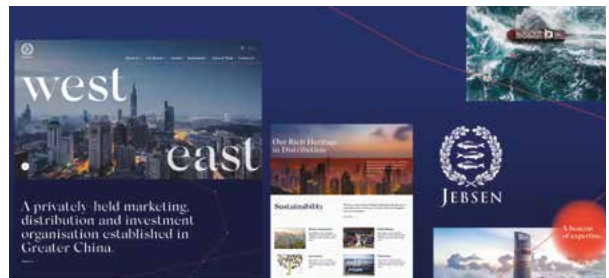
The result is a global brand built from both European and Chinese sensibilities with a modern air of sophistication. Judges thought the challenge this brand faced was considerable but its evolution capably achieved the company's goals and delivered a recognisable, luxurious fashion brand.



Jebsen Group and Brunswick

Silver

Jebsen Group's mission to help global brands succeed in China was reinvigorated by Brunswick through a brand evolution that highlights Jebsen's expertise. Judges thought the premium approach to the brand design and improved copy style was a standout achievement in the category. "The design is well-connected to the strategy and the execution is world class," one judge said.



Nippon Paint Holdings and Brand Council

Bronze

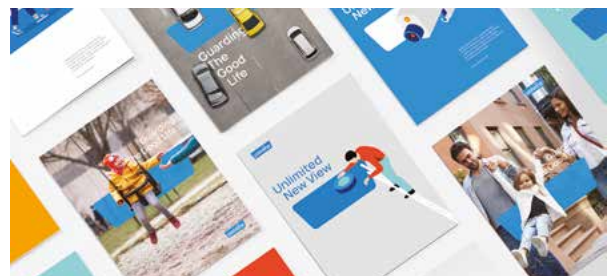
Nippon Paint Holdings had to unite its global brand and internal audience without losing its Japanese heritage. Brand Council delivered a new brand rooted in a Zen concept with a design language inspired by traditional calligraphy. The result engaged the company's employees and has allowed it a stronger base for external communications as well.



uniview and DuoooBrand

Bronze

IoT company uniview wanted to focus less on technology and more on the way technology can impact people's lives. DuoooBrand delivered with a brand focused on IoT-enabled lifestyles and a human-centred photography style that livens up the company's communications. Judges praised the clear strategy and excellent visual execution.



City Energy and DIA Brands

Highly commended

City Energy worked with DIA Brands to tell a stronger story about the role the company plays in Singapore's energy landscape.



ORIGINS

HEALTH FOOD

RAW ALMONDS

天然杏仁



Raw and unsalted, our Almonds are great on their own, in your everyday meals or even made into your own nut milk and nut butter.

Product of USA. Packed in Singapore.

Ingredients: Raw almonds
100% Natural

Serving Per Package: Approx. 19
Serving Size: 13g

	Per Serving	Per 100g
Energy	91 kcal*	698 kcal*
Protein	1.7 g	13.4 g
Total Fat	9.2 g	70.6 g
Saturated fat	0.0 g	0.0 g
Trans fat	0.0 g	0.0 g
Cholesterol	0 mg	0 mg
Carbohydrate	1.6 g	12.2 g
Total Sugar	0.0 g	0.0 g
Dietary Fibre	1.3 g	10.0 g
Sodium	1 mg	10 mg

*1 kcal = 4.2 kJ

Net Wt: 250g





LUX

幽魅墨兰香
馥郁香氛

凝萃恒香™ 精油

24
小时 留香

力士奢宠香氛沐浴乳



BY LONSDALE



Micro Connect and Sedgwick Richardson
Gold

Designed to provide connections between international capital markets and small businesses across China, Micro Connect needed to speak to both audiences. The brand proposition, 'Fuel growth. Share growth.' was developed by Sedgwick Richardson to inspire global investors and connect with the small businesses that comprise over 80% of the Chinese economy.

The visual identity was rooted in the concept of crucial business connections and economic growth. A 'drip irrigation' graphic device implies the way in which small businesses can spur widespread economic success. Judges thought the strategic foundation behind Micro Connect was outstanding. One said it is "innovative with outstanding market results." Another praised the "powerful strategy and articulation of the opportunity to the audience it serves. I love the big idea of 'small is beautiful.'"



BOE and Prophet
Silver

IoT brand BOE worked with Prophet to unleash a new system of sub-brands to create a consumer-facing brand open to the exciting opportunities an interconnected world can create. The visual system uses technology industry cues alongside exciting photography and branded patterns to create a successful consumer brand. Judges praised the "clear, modern design system and architecture."



Olea and Lippincott
Silver

Olea was created to revolutionise the relationship between trade finance and global supply chains. The brainchild of Standard Chartered and tech company Linklogis, Olea's visual identity expresses both credibility and future-facing innovation. The brand is simple, clear and digital-first allowing it to reach its international audiences. "The unique creative execution really made it stand out," one judge said.



Pradhanmantri Sangrahalaya (Ministry of Culture, Government of India) and BOD Consulting
Bronze

To create the first museum to honour India's prime ministers, Pradhanmantri Sangrahalaya, BOD Consulting took inspiration from India's national symbol, the Ashoka Chakra. The iconic symbol provided the inspiration for the architectural design, visual identity and brand expression.

China Duty Free Group and FutureBrand
Highly commended

China Duty Free worked with FutureBrand to create CDF Haikou, an aspirational, experience-driven tax-free shopping centre.

Zigly (Cosmo First Limited) and BOD Consulting
Highly commended

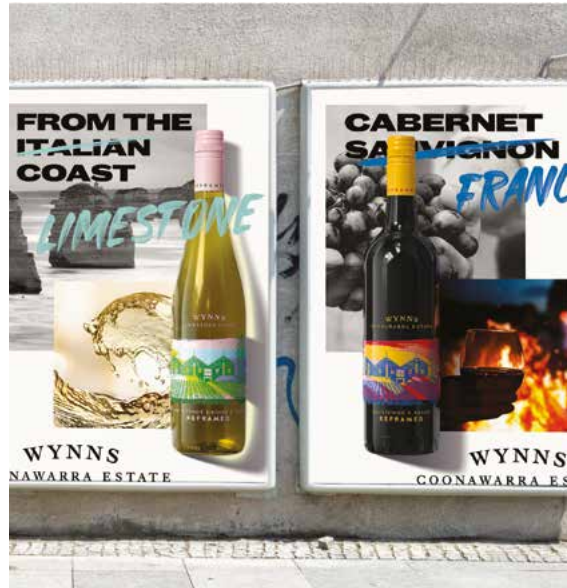
BOD Consulting developed pet care brand Zigly, imbuing the new company with a sense of friendliness, warmth and love.

Treasury Wine Estates – Wynn’s and Design Bridge Singapore

Gold

Heritage vintner Wynn’s wanted to launch a new collection of experimental wines with ties to the Australian company’s credible masterbrand. Design Bridge Singapore developed Wynn’s Coonawarra Estate Reframed. The new brand breaks free from some of the traditional codes within the winemaking industry, emphasising a youthful desire to explore new tastes.

The on-pack design deploys this ethos in an innovative way, with the label replaced by screen printing directly onto the bottle. The colour is layered on the glass itself to provide a textured, immersive introduction to the Reframed brand world. Judges thought the new brand sat comfortably within the brand portfolio, while offering something entirely new in its strategic foundation and visual expression.



BOE and Prophet

Silver

BOE worked with Prophet to transform its B2B offer into a B2B2C one. In order to do so, a family of sub-brands was deployed with a visual identity designed to inspire consumers and engage with business buyers wanting to connect with those customers. Judges thought this was an excellent way of transforming a B2B brand into a consumer-friendly one.



卡萨酷客国际 Casa Cook International and JWDC

Bronze

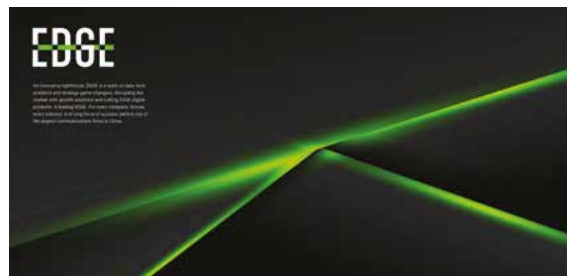
Casa Cook launched the Cook’s Home hotel chain to connect with Chinese tourists seeking experiential staycations. JWDC put local experiences at the heart of the brand and introduced a youth-friendly identity. The new chain successfully localises the Casa Cook brand and enables it to connect with a younger audience.



EDGE and MetaDesign China Limited

Bronze

Data and tech company EDGE worked with MetaDesign China to create Growth.OS, a new brand architecture system for the company’s products and services. The Growth.OS brand allows the company to speak to its audiences with a single platform and voice, connecting its services to the masterbrand’s central proposition.



UltraTech Cement and BOD Consulting

Highly commended

UltraTech Cement created the TileFixo brand with BOD Consulting to make an impact in the booming tile adhesives industry in India.

Best development of a new brand within an existing brand portfolio



Nespresso and Labbrand

Gold

Nespresso had operated in China for over 15 years, but its most recognisable brand touchpoint was its coffee capsule shape, not its brand or product names. To better solidify its place in the Chinese coffee market, Labbrand introduced Chinese nicknames for the Latissimo One and Vertuo Nespresso products. For Vertuo, fù xuán communicated richness of aroma and technological innovation. Latissimo One's nickname came from the machine's elephant-shaped design.

The resulting names have connected with Chinese audiences and helped to affirm Nespresso's leadership in the premium coffee market in China. "It was a rigorous process and I like the nickname approach which was descriptive of the actual products," said one judge. Another added, "The machine name makes it relatable, memorable and iconic."



Treasury Wine Estates – Wynn's and Design Bridge Singapore

Gold

In order to shake up the wine industry and engage young consumers with an experimental range of wines, Wynn's worked with Design Bridge Singapore on its brand strategy. Design Bridge took inspiration from the Australian vintner's heritage and its visual identity, which included labels featuring framed illustrations. Calling the traditional line, 'framed,' led to the new products being deemed 'reframed.'

And thus, the Reframed line was born. The name inspired the visual identity, which reframes traditional wine cues, from the tone of voice to the on-pack design. One judge called it a "clear evolution from the masterbrand, allowing for a more youthful interpretation while still keeping it simple and elegant." The new strategy at once captures both Wynn's winemaking tradition and its new venture's pioneering spirit.

Volkswagen China and MetaDesign China Limited

Silver

MetaDesign China worked with Volkswagen to clarify its electric vehicle offer and the technologies that allow it to maintain a competitive advantage. The IQ.Technologies brand family derived from the 'ID' model-naming system, which was becoming confused and disjointed. The new solution unifies the brand and puts the technology at its heart.



Hapana and Shift.

Bronze

Australian fitness brand OneFitStop wanted to expand beyond its home market and ensure longevity in a changed, post-pandemic fitness landscape. It worked with Shift. to create Hapana, a brand rooted in community engagement, fitness experiences and technology. The new name has given the company licence to grow and reach new audiences beyond Australia's shores.



Kusto Group and Sedgwick Richardson

Bronze

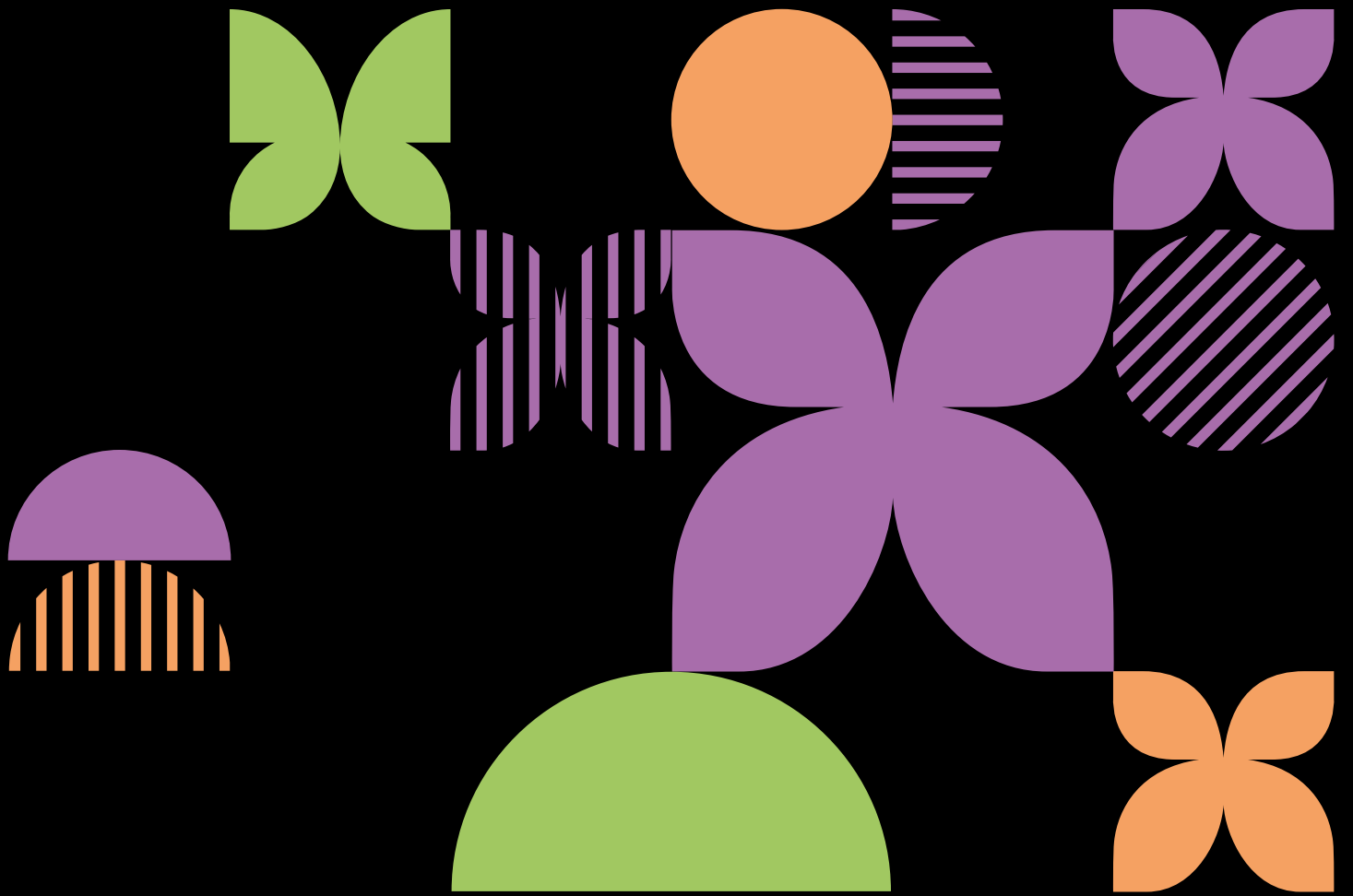
Kusto Group wanted to capture a sense of peaceful living in the centre of Hanoi. Sedgwick Richardson introduced Urban Green, a housing development that links contemporary city-dwelling with a comfortable family lifestyle. Judges thought the solution was an apt one for the new development and resonated well with the target market.



CYPHANT GROUP and Labbrand

Highly commended

Labbrand developed the CYPHANT GROUP name to support the company's ambition to create a comprehensive science and technology product portfolio.



TYPE



Amman Mineral and Design Bridge Singapore

Gold

Copper is at the heart of nearly every new technology, tech-enabled product and digital innovation. It has an essential role to play in modern life and to the development of future innovations. But, the copper mining industry is seen as traditional and suffers from outdated branding. Amman Mineral wanted to do things differently. To better reflect its crucial role in the modern world, it worked with Design Bridge Singapore on an exciting new brand that aligns the company more with the end uses of its mined product than with its industry itself.

The result is distinctive and bold for the mining industry and exhibits an unconventional thought process around brand positioning. Judges thought the photography and design are indicative of this progressive outlook, which will stand Amman Mineral in good stead in future.



Hapana and Shift.

Gold

Hapana had lived through the changing fitness and exercise landscape during the pandemic. It realised that to make an impact beyond its Australian home, it would have to create a digitally-enabled modern brand that speaks more to wellness and lifestyle benefits than the practicalities of fitness. Hapana was born as a brand designed to bring communities together through exercise.

Shift. focused on the power of technology, community and experience in creating the new brand. Alongside the visual identity, a system of sub-brands better communicates the company's offering to its varied audiences. One judge called it "a design system with purpose and restraint that feels well thought through."



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

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



ECARX and MetaDesign China Limited Silver

Providing the technology behind performance electric vehicles, ECARX worked with MetaDesign China to build a narrative around the future of connectivity and mobility. The new brand firmly situates ECARX as the leader in the space with its confident, simple design and streamlined graphic style.



Huami Technology and Landor & Fitch

Bronze

Amazfit was transitioning from an OEM in the wearable tech space into a consumer brand in its own right. To support this journey, Landor & Fitch delivered a motion-driven brand replete with punchy graphics and a no-nonsense style. Judges thought the new visual identity was as eye-catching as the likes of Amazon or Nike.



Landing Med

Bronze

Landing Med needed to communicate its ambitious mission of eradicating cervical cancer with a broader audience. To do so, it focused its brand on precision as a way to showcase both its purpose and its industry-leading AI technology. "It's not easy to shift the values in a traditional company," said one judge. "This is a great change in the mission with results that prove [its success]."

Bytedance and Landor & Fitch

Highly commended

Feishu worked with Landor & Fitch to transition its brand from a simple work facilitator to become the digital workspace of the future.

Asian Football Confederation and FutureBrand

Gold

The Asian Football Confederation had virtually no impact as a masterbrand. It used tournament logos and an array of brand touchpoints without a unified centre. FutureBrand stepped in to consolidate the brand's touchpoints and create a stunning, impactful new system that is sure to redefine Asian football for its audiences at home and abroad.

The new brand uses a distinctive colour palette and ownable design style to provide consistency, while still allowing space for the proliferation of the vast array of brand touchpoints required by professional football. One judge called it an "amazing design concept." Another said, "This was a huge undertaking. The results are a vast improvement from the original brand and bring together all the sub-brands in a strong, consistent system. There is a really strong concept behind every element."



Stella Pharm and Bratus Agency

Silver

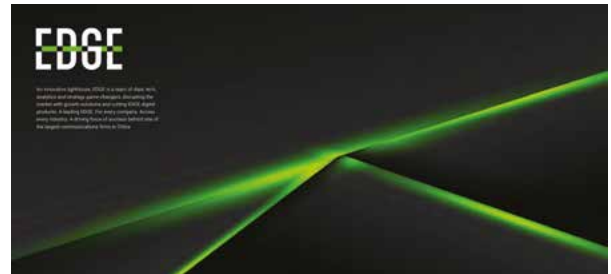
Stella Pharm wanted to promote its range of generic pharmaceuticals and build awareness on shelf. It worked with Bratus Agency to define 12 different product groups, which were each treated to a distinctive pattern graphic aligned to the masterbrand. "This is a great design system and a breakthrough in the category with great storytelling too," said one judge.



EDGE and MetaDesign China Limited

Bronze

MetaDesign China worked with technology firm EDGE on a brand system that enabled the company to better communicate about its digital products and services. The naming system and use of colour offer clarity and allow for future expansion. Judges called this "good, hardworking design."



H&H Group and Labbrand

Bronze

To communicate more effectively about the nappy brand's softness and quality, Labbrand developed a new brand system for Dodie which retained its French spirit but applied it more effectively to a Chinese audience. The products are now clearly indicated by colour and the brand's image is softened and imbued with emotion.



Best brand consolidation



Bytedance and Landor & Fitch

Gold

Bytedance's digital workspace Feishu had to compete with global players like Google and Microsoft. But instead of focusing on technology as a competitive differentiator, it sought to redefine digital workspaces as a category. The new brand changes perceptions around digital workspaces by focusing on effectiveness, achievement and the possibilities open to companies that are digitally enabled.

Landor & Fitch complemented this repositioning with a digital brand rife with motion and momentum. The new visual identity also lends Feishu an ownable app icon and system of sub-brand icons. Judges thought the challenge facing Landor & Fitch was significant, but it was overcome with style, beauty and a creative visual identity.



Frites Management Limited and Shift.

Silver

Casual dining chain Frites wanted to reengage its Hong Kong audience and inspire diners to immerse themselves in the world of Belgian cuisine. Shift. created a website rife with animations and rich photography designed to emulate the in-person experience. "Nice execution," said one judge. "The idea is clean and works for the business."



Hapana and Shift.

Bronze

Hapana worked with Shift. to radically update its fitness brand and become a digital leader in the category. The new brand has an impactful design system that resonates with energy, inspiring audiences across the Asia-Pacific region to join the Hapana community.



Micro Connect and Sedgwick Richardson

Bronze

Micro Connect focuses on building connections between global investors and Chinese micro-businesses. Its online brand, developed by Sedgwick Richardson, had to engage both audiences and visualise the company's purpose in an easy-to-understand way. Judges praised the central design idea of 'drip irrigation' as a way to achieve these objectives.

**Citibank Singapore Limited
and Shift.**

Silver

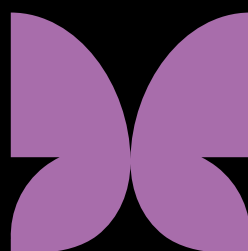
To make a strong statement about the valuable role women play in the finance industry, Shift worked with Citibank Singapore to support its Citi Women diversity group. The group's new identity shone a greater spotlight on the bank's commitment and the group's positioning, 'Powering women's progress.' As a result, enrolment in the group has increased by 15%.



Best employer brand



WRAPPED



Wu Liang Ye Yibin Co. Ltd and Design Bridge Shanghai

Gold

Wu Liang Ye's ancient distillery came to life in the Ming dynastic era and continues to exude its relevance today. For its 501 decanter, Design Bridge Shanghai crafted an ornate, imperial-inspired pack that is befitting of royalty. The bottle stopper is crafted to evoke the emperor's crown and painted in a traditional pattern. The craftsmanship blends metal and glasswork in a beautiful, rich way.

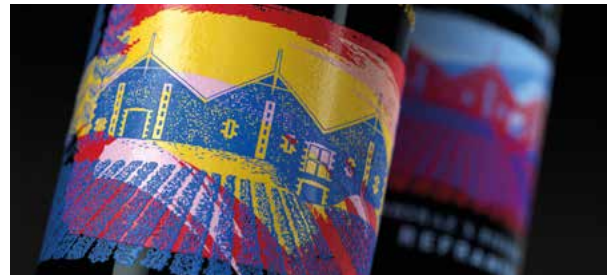
The launch garnered press and social media coverage for Wu Liang Ye Yibin and wowed judges in the process. "It had modernity without sacrificing history and heritage of the brand. It could easily have become a parody, but instead is an ode to the craftsmanship, materials and culture of Wu Liang Ye," said one judge. "A beautiful, canny and successful use of glass packaging."



Treasury Wine Estates – Wynn's and Design Bridge Singapore

Bronze

Treasury Wine Estates wanted to infuse its Wynn's brand with a sense of craft and tactility reflective of the art of winemaking. Design Bridge Singapore used layered styles and textures to reimagine wine labelling, using the bottle itself as part of the label. "A beautiful, solid, well thought through brand positioning and execution," said one judge.



Best use of packaging (glass)



Bakehouse and Kith&Kin

Gold

Wanchai's beloved bakery group Bakehouse worked with Kith&Kin to bring its neighbourhood spirit to bear in its visual identity. The new identity features loose, playful illustrations – some of the bakery's patrons – by Dustin Holmes that help capture the bakery's local personality. The packaging uses these illustrations as a pattern, uniting paper labels, card boxes and wax paper linings without adding complexity to the visual identity.

The solution is instantly recognisable and cleverly indicative of Bakehouse's role in the local community. Judges loved the way the packaging fit together without relying on the same graphics or devices, a strategy that helped keep the design fresh. "They find new ways to show the visual elements across the packaging; it doesn't feel tired or repetitive," said one judge. Another added, "This is beautiful packaging design that works well together and feels good to hold in your hands."



Colgate Palmolive Asia and Design Bridge Singapore

Gold

Colgate Palmolive's whitening gel, Optic White O2, didn't want to rest on the brand's laurels, but rather to shake up the category through its design. Design Bridge Singapore responded to the challenge by taking visual cues from the beauty industry and Colgate's own family of brands, while adding a little something different. The resulting pack design is a surprising black, featuring an illuminating O2 symbol.

The bottle shape itself is elegant and situates the product within the high-quality cosmetics landscape. Judges praised the visual impact the Optic White gel has on the shelf. "Even with the new colour approach, it didn't run away from Colgate's core. Great design concept brimming with confidence," said one judge. Another said, "Great design thinking and stunning execution."

MetaDesign China Limited

Silver

As part of its annual new year celebrations, MetaDesign China crafted a series of eight hongbao red envelopes brimming with personality, brand quirks and stunning illustrations. Judges thought the consideration given to the gifting moment indicated a deep cultural understanding and a clever way for MetaDesign to connect with clients and partners at a crucial moment in the annual calendar.



Mondelez and Cowan Asia Pty Ltd

Bronze

Mondelez worked with Cowan Asia to launch a pack design for Cadbury Dairy Milk specific to the Malaysian Muslim celebration of Hari Raya. The packs were reimagined to become recipe cards and baking implements, integrating the chocolate bar into the celebration preparations. "The sleeve and instruction sheet is innovative with appealing graphics and clever measuring tools," said one judge.



RICHORA and des:glory

Bronze

RICHORA's gift boxing suite, designed by des:glory, took inspiration from Alice in Wonderland, Maori art and the honeycomb shape to create a unique, aspirational experience. "The packaging is fun and innovative. The design encourages you to explore and learn about what is inside the box," said one judge. Another judge praised the "small surprises which make the experience more enjoyable."



M&G and DuoooBrand

Highly commended

Stationery supplier M&G worked with DuoooBrand to modernise and unify its complex visual identity, bringing a newfound sense of simplicity to bear in its packaging.



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Stella Pharm and Bratus Agency

Gold

Stella Pharm is a leader in the Vietnamese generics market, but with ambitious for international growth and competition heating up, the need to set out a strong brand proposition in its own right was apparent. Bratus Agency deployed a system that could be at once consistent and adaptable. It took inspiration from the science of medicine and anatomy to create a system of patterns and graphics that sing on pack.

The 12 key packaging visuals are laid out in a specific grid system, further bringing consistency to the brand. Even the shapes and designs of the tablets themselves were updated to reflect the change in the brand system. “The design system really allows for an elevated consumer experience with the pack,” said one judge. Another added, “This is a nice, strategic and visual solution. It’s bold for the pharmaceuticals sector and has the confidence to stand out in a pharmacy setting.”



Diageo – The Singleton China and Design Bridge Singapore

Silver

In a market still new to premium whisky, the Singleton China wanted its Chinese New Year gift to make an impact. It worked with Design Bridge Singapore on a pack design that feels at once part of the Singleton brand while also appealing to a luxury-minded consumer. “Great strategy, design and perfect execution in storytelling on pack.”



PepsiCo Design & Innovation – Pepsi Culture Cans X People’s Daily Campaign

Silver

Working with the People’s Daily, PepsiCo launched a limited edition can series that captured the essence of Chinese cultural crafts, art and media. “This is the best example of a brand deprioritising its core assets to set the stage to celebrate the culture they are stepping into,” praised one judge.



Colgate Palmolive Asia and Design Bridge Singapore

Bronze

Colgate Palmolive’s Optic White O2 whitening gel captured the attention of consumers and judges alike with its striking black packaging and fluorescent brand icon. Judges thought the use of colour and industry-relevant design cues helped the product to achieve the cut-through it was looking for.



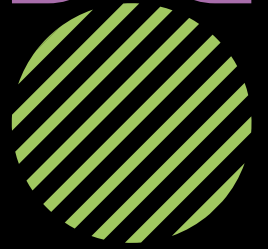
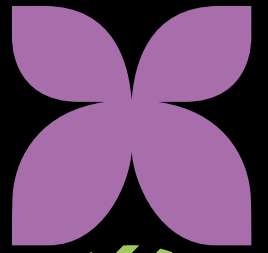
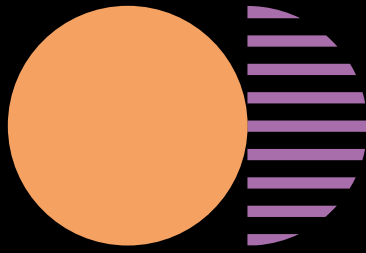
UltraTech Cement and BOD Consulting

Bronze

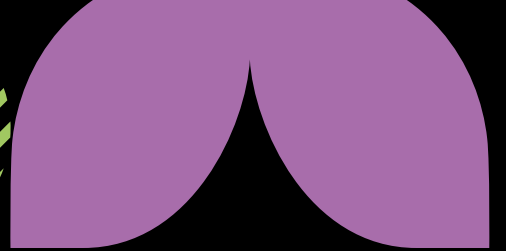
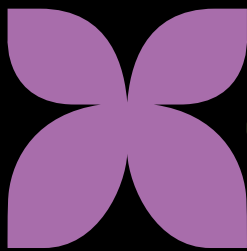
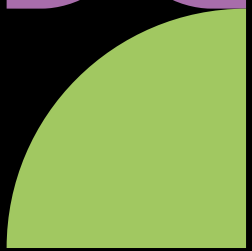
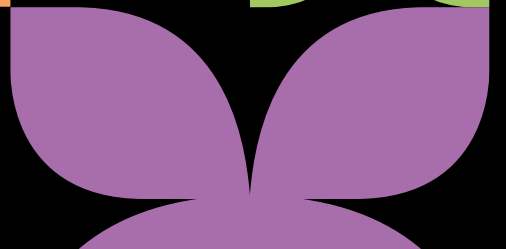
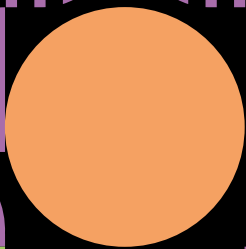
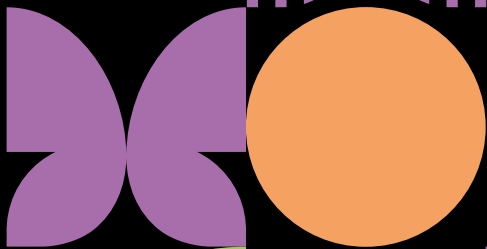
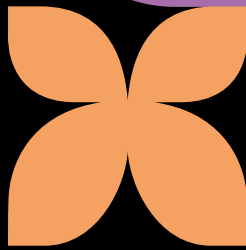
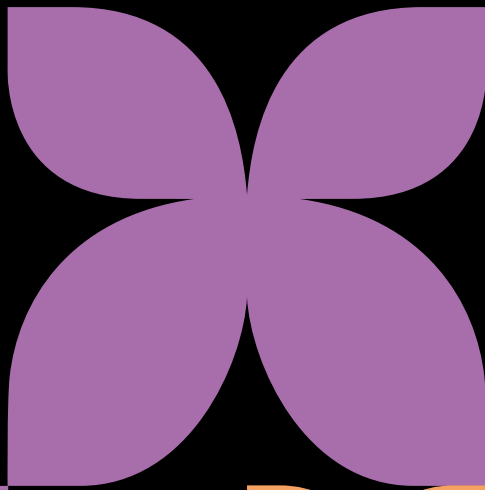
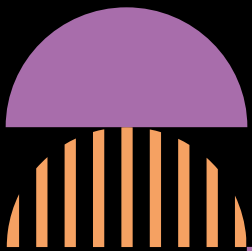
In the niche market of tile adhesives, UltraTech Cement and BOD Consulting had to create an eye-catching brand that would tell the product story on pack. By clearly depicting the products’ cases, the new packs are informative and stylish. “It has a good use of colour for variant differentiation that will facilitate impact on shelf,” said one judge.



Best use of packaging (other)



SECTOR



Amman Mineral and Design Bridge Singapore

Gold

Jakarta-based copper mining company Amman Mineral wanted to connect the exciting and essential uses copper has in a digital world with the seemingly regressive industry of mining. Design Bridge Singapore created the new brand proposition, 'brave thinking in action' to inspire change in the brand and the industry.

The photographic style reflects this ethos by depicting action-filled shots alongside humanising portraiture. Alongside this, Design Bridge developed a system of icons aligned to the new bespoke brand typography. The icons themselves offer an ownable brand asset that situates the company comfortably alongside the technology brands its product literally enables. "The photos and typography feel progressive," said one judge. Another added, "This is a great rebrand in a category that usually doesn't get much design love."



City Energy and DIA Brands

Silver

City Energy provides the only piped gas to Singapore, but consumers were failing to connect with the brand. It worked with DIA Brands to transform into a modern energy brand that more clearly communicates its commitment to its community. "The new design system adds a great vibe to the company and refreshes its offer. Well done!" said one judge.



Actis and Cowan Asia Pty Ltd

Bronze

To communicate about sustainable energy infrastructure without relying on cliché, Cowan Asia and Actis launched Bridgin Power, to 'build the bridge for an equitable energy transition in Asia.' The naming concept is complemented by an 'N' that visually represents a bridge, a twist which judges thought was creative and impactful.



Best visual identity from the energy, utilities and extractives sector

Best visual identity from the engineering and manufacturing sector



uniview and DuoooBrand Silver

Uniview's IoT products were top-notch, but its brand was confusing and cluttered. To change this, it worked with DuoooBrand to turn away from the cold, icy blues of technology branding and embrace an approach that focuses on the products' end uses and how they benefit people's lives. The update is human-centric, approachable and helps explain uniview's proposition more clearly.

PENG RUI AGRICULTURE and Pinbrand

Bronze

Pig farming brand PENG RUI AGRICULTURE worked with Pinbrand to rebuild trust in pork products. Using a cute brand icon and a fresh, contemporary graphic system, the new visual identity not only stands out, but is able to connect emotively with consumers and retailers.



Best visual identity from the
farming and agricultural sector



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Olea and Lippincott

Gold

Olea was born from Standard Chartered's financial expertise and Linklogis' blockchain technology to create a new offer for global supply chains. The goal was to provide a sustainable lens on the way businesses access trade finance, so the brand had to appeal to investors and companies alike. Lippincott delivered a name suitable for both English and Chinese speakers and a brand icon reminiscent of a classic Chinese coin shape.

The visual identity was fleshed out with 3D graphics emphasising the technological foundations for the company and an industry-defying, cheerful colour palette. "The strategy and execution were well-linked," said one judge. "I appreciate the originality in design and its strong, digital-first component." Another said, "It works and it's fresh for this category."



Noah Wealth and FutureBrand

Silver

Noah Wealth worked with FutureBrand to update its visual identity to emphasise the investment opportunities in China and express an authoritative sense of knowledge about the market. The new logo is elegant and on par with a luxury brand's wordmark. Judges thought the use of prestige and luxury visual cues successfully elevated this brand.



Micro Connect and Sedgwick Richardson

Bronze

Micro Connect wanted to communicate the relationships it could make between small businesses in China and international investment. Sedgwick Richardson delivered with an identity founded in the concept of 'drip irrigation,' indicating the way in which small businesses can have an outside impact on the economy. Judges thought the simple approach was suitable for the target audience and connected well to the company's name.





Oatbedient | Listen Up Pte Ltd and Somewhere Else | Now For Tomorrow Pte Ltd

Gold

A crowded market meant Oatbedient had to offer something its competitors couldn't in the plant-based milk category. It worked with Somewhere Else to create a brand that would be emotionally impactful and build strong connections with consumers as the trusted leader in alternative milks. Instead of relying on loud, brash brand statements, Oatbedient stripped things back and instead built a no-nonsense, human brand expression.

The visual identity uses friendly, hand-drawn type forms and a cute brand mascot – based on oat grains – to help the pack stand out. The tone of voice is similarly personable without adding too much clutter to the brand. "The identity is very holistic and rich," said one judge. "I love the oat character." In the early days post-launch, the brand was already gaining traction among supermarkets and online retailers.



Ella's Kitchen and RedFern Digital

Silver

Ella's Kitchen had operated in China for years, but was failing to connect with parents on an emotional level. It worked with RedFern Digital on a visual identity for Chinese consumers that delivered a colourful, immersive brand world in line with Ella's Kitchen's global brand expression. The cartoon mascot and fun brand touchpoints sat comfortably alongside the company's signature product messaging.



Nestlé China and ShinyBay

Silver

To launch an at-home rich milk latte product in China, Nestlé worked with ShinyBay on a packaging design for its DIY product that brings to life the rich, sensory experience of Nestlé's brand. The result is at once desirable and communicative, leading to a successful entry into the Chinese at-home coffee mixing market.

Fonterra Group and ShinyBay

Highly commended

Fonterra's Anchor Pure-Up yoghurt brand uses Kiwi symbols and designs – crafted by ShinyBay – to communicate New Zealand quality on pack.

Bakehouse and Kith&Kin

Gold

Neighbourhood bakery brand Bakehouse and its two sub-brands needed its brand to have greater alignment and a sense of character reflective of its personality. Research found that product quality and customer service helped Bakehouse stand out from competitors and made it a beloved player in the Wanchai bakery landscape.

Kith&Kin worked with illustrator Dustin Holmes to craft casual, personable illustrations that would bring the brand to life. The visual identity was anchored in a wordmark inspired by the original branch's exposed brickwork. "I want to visit the Bakehouse!" said one judge. "The colours and graphic language are strong and beautifully convey the energy of the place." Another praised the "strong brand that leverages positive associations."



Chako and Kith&Kin

Silver

Ready-to-drink brand Chako worked with Kith&Kin to celebrate the moments inspired by on-the-go cocktails. Colourful ingredients play a prominent role on the can to evoke the sense of craftsmanship present in bartending and cocktail making. One judge called it "good, contemporary, refreshing and honest design in an overly competitive and saturated space."



Matsumoto Brewery and BAUM LTD.

Silver

Japanese beer brand Another, by Matsumoto Brewery worked with BAUM to launch its new line, Another Pale Ale. The name puts a twist on American pale ales while the warm pink packaging evokes the colour of the beer itself. Judges thought this approach was interesting, well-suited to the category and befitting of the brand's personality.



FairPrice Origins and Why? Brand Design

Bronze

Singapore's largest supermarket FairPrice worked with Why? Brand Design on its Origins line. Moving away from dated health food visual cues, the rebrand is more confident, textural and eye-catching on shelf. Judges thought this was a significant improvement, with one adding that they liked the use of emerald green and the branded graphics.



Nestlé China and ShinyBay

Bronze

Eagle Condensed Milk has had a consistent brand feel for years, but with a changing market in China, Nestlé wanted to appeal to a younger audience and position the product as useful in broader contexts. The new visual identity uses brand mascots to personify and contemporise the product. Judges thought the challenge facing Nestlé was significant and ShinyBay met this with great creativity.



Best visual identity from the healthcare and pharmaceutical sector



Stella Pharm and Bratus Agency

Gold

Generic pharmaceuticals have long been treated as dull, uninspiring brands that live up to the title of being 'generic.' Stella Pharm wanted to do things differently. In order to show the groundbreaking power of drug development and the impact generic pharmaceuticals can have on people's lives, it needed to make a stronger statement on the pharmacy shelf.

It worked with Bratus Agency on a visual style inspired by pharmaceutical research and the anatomy of the human body. The agency crafted different pattern styles for different product ranges, allowing for simple on-shelf navigation. Even the capsules themselves were updated in line with the new brand strategy. One judge called it "cerebral design that looked like art." Another said, "This is differentiating in the pharmaceutical category. Well done."



Landing Med

Bronze

AI-driven Landing Med has the mission to eradicate cervical cancer in China. To communicate this bold ambition, it crafted a new visual identity inspired by the power of precision. Simple design and clear messaging replace a hectic, uninspiring brand, for the better. Judges thought the core idea of precision helped differentiate Landing Med and was well suited to its brand mission.



Sightour and DuoooBrand

Bronze

Eye surgery company Sightour wanted to connect with patients while still communicating about its best-in-class care and expertise. DuoooBrand delivered a sophisticated brand that took cues from the worlds of luxury and corporate wealth management to create something wholly new in the sector. One judge said it exhibited "good progress to create a strong brand design system that conveys trust."

UltraTech Cement and BOD Consulting

Gold

A booming tile adhesive market and construction industry in India meant that UltraTech Cement had an opportunity it couldn't pass up. It wanted to make a bigger consumer impact with its tile adhesive product and worked with BOD Consulting to create the TileFixo brand.

The new line is colourful and has visual clarity on pack. But it crucially helps communicate the product's use and impact on the packaging itself. This allows UltraTech Cement to connect with a consumer audience that might have been overlooked in the past. Judges liked the use of the isometric visual device and thought the cheery yellow would help stand out on shelf.



BOOM and DuoooBrand

Bronze

BOOM chemicals worked with DuoooBrand to boost brand recognition and stand out from competitors across China. The resulting visual identity uses bright greens and yellows and a friendly sans serif typography to chart a new era for the company. The brand's versatility shines across multiple touchpoints, allowing everything from trade exhibition signage to packaging to sit comfortably within the masterbrand's umbrella.



Best visual identity from the industrial and basic materials sector



Colgate Palmolive Asia and Design Bridge Singapore
Gold

Whitening gels and toothpastes feature stale design cues used widely across the category, offering consumers little differentiation on shelf. But Colgate Palmolive wanted to do things differently with the launch of its Optic White O2 gel. To differentiate itself and communicate its product's benefits, the company took a design approach that combined industry cues and exciting, unusual colour and graphic work.

Design Bridge Singapore used illuminating colour to literally highlight the product's name on pack and its benefits across brand touchpoints. The fresh take on whitening gels not only brightens smiles, but the toothpaste and mouth care aisle itself. Judges loved the strategic thought, bold product design and contemporary approach to brand development, all of which helped the product make an impact on consumers.



Huami Technology and Landor & Fitch
Silver

Landor & Fitch had to transform Amazfit from an OEM into a consumer brand capable of sitting alongside the likes of Apple and Samsung wearable technologies. It developed a chameleon-like logo inspired by the product itself and a brand world defined by bold colour, strong copy style and no-nonsense style.



Vocsta and Cowan Asia Pty Ltd
Bronze

Online singing community-oriented platform Vocsta needed to inspire users to live their dreams, showcase their skills and set the foundations for their futures in the entertainment industry. Cowan Asia developed a logo evocative of a microphone, but graphically strong enough to stand out on phone screens around the world. The result is creative, professional and well-suited to its category.

EDGE and MetaDesign China Limited Gold

EDGE is the engine room of the Publicis Groupe's digital offering because of its global expertise and deep understanding of digital, tech, data and analytics. But its breadth of services wasn't clear enough for clients. To improve its communications, it worked with MetaDesign China on a new visual identity for its master brand, EDGE.

As part of the update, product brand Growth.OS was introduced, which helped build a clearer brand architecture and naming system for the company's products and services. Judges liked the futuristic design and the consistency of the brand's expression across its touchpoints. One said it was "a great effort in bringing out the boldness of the brand offering."



MCHR and DuoooBrand Silver

HR and IT company MCHR worked with DuoooBrand to unite people and technology in its brand. The new visual identity features fun portrait photography, a clear graphic system and an ownable lilac colour. Judges praised the strategic thought and ambition behind this visual identity. One called it "a fresh update."



Best visual identity from the
professional services sector

DES

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洛克·外滩源 ROCKBUND and JWDC Gold

A forgotten place with a long heritage in Shanghai's landscape, ROCKBUND needed a refreshed brand to support its ambitious future objectives. JWDC wanted to inspire Shanghai's young creatives by making the site the 'home of a fringe.' This ethos was cleverly manifested in the visual identity by uniting contemporary art, accomplished wayfinding and distinctive type design.

"The identity feels original and innovative," said one judge of the result. The new identity helped reposition ROCKBUND as an aspirational place brand with a clear identity and positioning. The chic, cutting-edge design delivered on the brand's strategic objectives and will see it in good stead in contributing to Shanghai's arts scene. One judge loved the "awesome visual identity," while another added, "The monogram shows flexibility and freshness."



Kusto Group and Sedgwick Richardson Silver

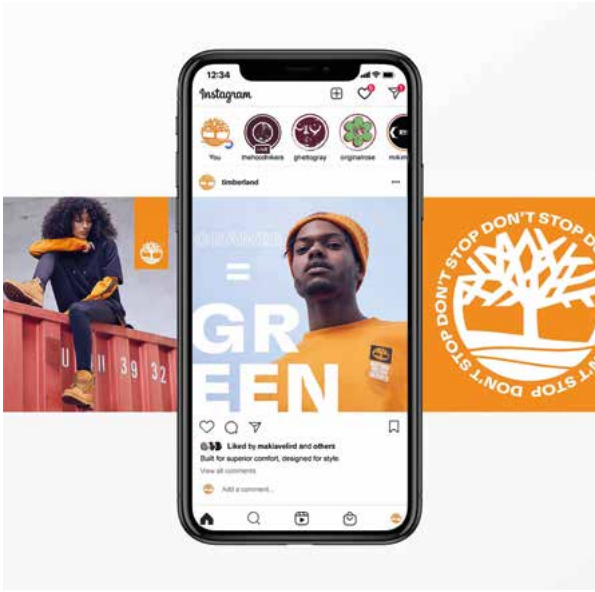
Kusto Group's housing development in Ho Chi Minh City had to combine family-centred outdoor lifestyles with the benefits of urban city-dwelling. Sedgwick Richardson designed Urban Green to bring together the best of both worlds and beautifully combine urban visual cues with nature-inspired living. "Great design with well-crafted assets. Beautiful," said one judge.

**Pradhanmantri Sangrahalaya
(Ministry of Culture, Government
of India) and BOD Consulting
Silver**

Pradhanmantri Sangrahalaya museum honouring India's prime ministers used the country's national symbol of the Ashoka Chakra as inspiration for everything from its architectural layout to its visual identity. BOD Consulting developed a classy, clean identity that would sit comfortably within the nation's cultural landscape.



Best visual identity from the public sector



Timberland and Lippincott

Gold

Timberland has worked to align its consumer brand perceptions with its official brand image around the world. Lippincott's updated brand expression retains Timberland's deep-rooted heritage and awareness but brings it to life in a contemporary way. The tree symbol is deployed in an orange stripe brand device called the "Tree Path" that lends a sense of urban cool to the visual identity.

The result is a brand system that is at once respectful of the brand's character and history and indicative of its aspirational, sustainable future. One judge said that the new identity changed their perceptions of the brand. Another added, that the "younger, more vital, simple and clean" approach was an excellent step forward for Timberland.



Landmark Group and SGK

Silver

Landmark Group worked with SGK to launch a new cosmetics brand in India, Iksu, founded in 'unapologetic self-love.' The brand uses a central shape across 2D and 3D applications, aligning the brand experience with its visual expression. Judges thought the solution would be modern and appealing to young consumers.



Lanvin Group and Labbrand

Bronze

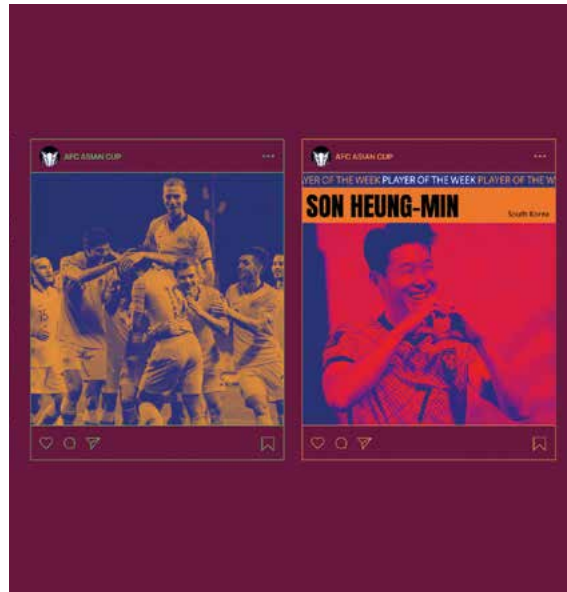
Lanvin Group was created to inspire a modern luxury shopping experience in China. To do so, Labbrand developed a wordmark and typeface that evokes a sense of contemporary cool and sets the tone for the rest of the visual assets. "The new brand feels very European, modern, elegant and global. It conveys luxury, not just being another Asian company," said one judge.

Asian Football Confederation and FutureBrand

Gold

Despite the huge number of football fans in Asia, the Asian Football Confederation had little brand clout as it relied on a changing logo for each of its major tournaments. In order to tell the story of Asian football, FutureBrand needed to capture the essence of football from Beirut to Brisbane.

The new visual identity does away with the complexity of past logos, channelling its efforts into a single brand with related sub-brands. The colour palette uses member nations' flags and a graphic style that turns match photos into works of art. Consistent use of colour helps the brand to shine across the countless touchpoints required of a football association. One judge called this a "very impressive design system for a complex challenge. A very impactful and consistent identity with strong results."



卡萨酷客国际 Casa Cook International and JWDC

Silver

Casa Cook International wanted to shift its focus to Chinese tourists keen on exploring new places like locals. It worked with JWDC on an ownable visual identity that would help it put experience and local culture at the heart of its hospitality brand. Judges thought the result was "inviting, elegant and warm."



Josun Hotels & Resorts: Grand Josun and Prophet

Bronze

The Grand Josun needed to compete with international luxury brands entering the South Korean hospitality market. Prophet deployed a refined, modern visual identity that takes its cues from timeless design motifs of the past, from mid-century modern to art deco. The result is lush, appealing and "lovingly applied," according to judges.



Josun Hotels & Resorts: Josun Palace and Prophet

Bronze

The Josun Palace worked with Prophet to bring a sense of timeless European elegance to bear in a South Korean luxury setting. The result is a muted, subtle brand that lets the Josun experience shine through. One judge called it "a very luxurious and beautiful design."



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



BOE and Prophet

Gold

IoT enabler BOE had engaged in successful B2B relationships, but was largely invisible among consumers. To better communicate its impact and position its products at the centre of an IoT-enabled lifestyle, BOE worked with Prophet on a new visual identity system. The company unveiled updated product naming and a distinctive physical sticker that could sit comfortably alongside other major hardware players' assets commonly seen on PCs.

The new strategy has enabled customers to 'see the unseen' for the first time, and has allowed BOE to develop greater clout with its business customers in the process. One judge called this "a bold and confident breakthrough brand identity in the sector." Another said, "The simple, yet flexible design elements and identity build on industry semiotics to make a solid impact."



Huami Technology and Landor & Fitch

Silver

Amazfit's wearable technology had to transition from an invisible OEM supporting other tech brands into a consumer product in its own right. Landor & Fitch crafted a visual identity that allows Amazfit a platform for communicating about its technology. One judge praised the "excellent results and great visual identity."



Hapana and Shift.

Bronze

Hapana's fitness brand was built on the technology that facilitates healthy lifestyles and community engagement. The visual identity, crafted by Shift., enabled this by using simple, yet ownable graphics and a clear brand architecture to deliver an immersive digital brand world. One judge praised the "unique name and connection to the brand's USP."



Newstyle Media Group and Prophet

Bronze

For Newstyle Media Group, its success on the global entertainment stage had to be supported by a competitive visual identity that could communicate the company's credibility and success. It worked with Prophet on a wave-inspired graphic device that formed the basis of the wordmark and visual identity. "Beautiful art direction and a meticulous attention to detail," said one judge.

Bytedance and Landor & Fitch

Highly commended

Bytedance's digital workspace Feishu was updated by Landor & Fitch, enabling it to pursue its mission of changing the game in online working.

ECARX and MetaDesign China Limited

Highly commended

ECARX worked with MetaDesign China to amplify its role in electric vehicles and have greater awareness among consumers.

Enotek and Prophet

Gold

Logistics company Eoslift was no longer simply operating in an offline world. Its services had expanded into IoT solutions, logistics technology and digital solutions. To reflect this transformation and allow for future growth, Prophet created Enotek, a brand name inspired by Eoslift's heritage and its tech-focused future.

The visual identity is professional and easy to understand, using visual cues from the technology industry and clear messaging to make an impact. Judges thought the visual identity's stacked box pattern felt evocative of the company's industry. One judge said, "The visual language is rich and refreshing in its industry, a big step up from its old identity."



Li Auto and MetaDesign China Limited

Silver

To create a warm, family-focused brand that situated Li Auto as a firm leader in the Chinese electric vehicle market, MetaDesign China crafted a contemporary brand rooted in lifestyle photography and a rich colour palette. Judges thought the solution of putting people at the heart of the brand was different and exciting for the transport sector.



Best visual identity from the transport and logistics sector



Evelyn Hussain
The Silk Initiative (TSI)

Winner

The Silk Initiative (TSI) prioritises insights-based decision making, data and detailed expertise when it commits to a brand development project. For this reason, strategist Evelyn Hussain has been an undeniable asset to the consultancy. Much of the work The Silk Initiative (TSI) has recently undertaken involves food and beverage brands looking to launch new products to the Chinese market. In this context, market research is of crucial importance to the implementation of a brand strategy.

Hussain has excelled at keeping up with the rapidly changing consumer market in China and developing proprietary tools the consultancy has used to ensure brand strategies are built on strong foundations. Both of the company's winning projects this year, Silver Fern Farms and Edgewell Personal Care succeeded because of the keen insights underlying the brand strategies. In Silver Fern's case, the premium nature of New Zealand's products was emphasised with retail clients and end customers alike. For Edgewell, the launch of a new razor connected with customers because of detailed workshops and market research.

Beyond this, Hussain has also spearheaded the Silk Initiative's sustainability team, a commitment that judges found inspiring. "She is insights-driven and methodological in her approach," said one judge. "This has been recognised by her clients. She is versatile and does not follow a standard approach with complex issues." Other judges praised her detail-oriented strategy and insights-driven process, making her a worthy recipient of this year's 'Brand strategist of the year' award.

Shuangcheng Zhu

Sunchase

Highly commended

Shuangcheng Zhu's experience in crafting award-winning brand strategies is apparent. He has brought this to bear in his work for Sunchase, which has allowed him to deliver successful brand localisation strategies for major global brands. Zhu's process-driven approach has seen him and his clients in good stead as he builds lasting brands founded in excellent strategies.



Sally Anderson
MetaDesign China Limited
Winner

MetaDesign China's creative director Sally Anderson is the driving force behind some of the agency's most successful rebrands in recent years. The stunning Jing-A Craft Brewery project was a favourite in years past, but this year also saw her take the creative lead on successful rebrands for Li Auto, ECARX and Pernod Ricard. Even her work on MetaDesign's own gifting opportunity earned plaudits from judges who awarded it a silver in the hotly contested 'Best use of packaging' category.

Anderson is not only a skilled and capable creative mind, but she is able to understand what clients truly need and deliver solutions that will enable them to succeed. Her portfolio of work is diverse, allowing her to lend her creative mastery to clients across different industries and speak to versatile audiences. This flexibility proves Anderson's ability to make an impact for clients, regardless of the sector.

"Sally is an all-around creative director; an accomplished designer, team leader and mentor," said one judge. "She endorses Chinese culture and builds award-winning work which makes her versatile in her approach and output." Another judge praised her "conceptual" work and commitment to mentorship and leadership within the agency.

Apolline Picot
Landor & Fitch

Highly commended

Landor & Fitch's Apolline Picot has made an impact in her agency through her commitment to improving industry diversity and her work with young designers and students. Beyond that, though, her creative approach shows a flair for understanding market needs and catering to the desires of a brand's target audiences. Her work for Khaadi made waves in Pakistan and among judges in the 'Best brand experience' category. One judge praised Picot's "creative acumen and diversified design excellence."

Walker Wang
DuoooBrand

Highly commended

Walker Wang's work for DuoooBrand and its clients speaks for itself this year. His success with companies often maligned with dull or clichéd branding has seen the agency win judges' praise throughout the programme. Wang's ability to meet the needs of B2B and B2C brands caught the attention of judges who also praised his qualities as a "seasoned, accomplished and senior creative director."



Danielle Nicole Ng Shu Hui
Somewhere Else | Now For
Tomorrow Pte Ltd

Winner

Despite her reserved nature, Danielle Nicole Ng Shu Hui has made an outsized impact during her seven years with Somewhere Else. Her creative impact has been most keenly felt by regenerative businesses and challenger brands whose bold mission allows her creative work to shine.

Shu Hui brings a lot to the table for clients, who have praised her for her problem solving, creative acumen and immense productivity. Her standout work this year was for Oatbedient, a judges' favourite which took home awards in tough categories like 'Best use of copy style or tone of voice' and 'Best visual identity from the FMCG sector.' Her creative elevated the relatively simple product of oat milk to a lifestyle choice that is poised to resonate emotionally with Singapore's consumers.

Her "different style and unique portfolio" is a clear indication to judges of her immense potential. With a fresh eye, steady nature and commitment to her clients, Shu Hui is an outstanding recipient of this year's 'Young contender of the year' prize.

Isaac Siyue Zhang
MetaDesign China Limited

Highly commended

Isaac Siyue Zhang has been no stranger to complex projects and challenging clients during his time at MetaDesign China. In working with the agency's stable of auto brands, Zhang has shown a strong understanding of contemporary design and a keen understanding of client needs. Judges thought his work felt "modern and fresh" and praised the passion inherent in it. "A raw young talent with lots of potential," said one judge.

Jia Jian
DuoooBrand

Highly commended

Jia Jian has lent his creative eye and passion for excellent design to some of DuoooBrand's most successful projects this year. His contributions to the likes of Sightour, Uniview and Boom indicate a strong understanding of both business and consumer stakeholder needs and an excellent ability to shape a brand to deliver for versatile audiences. "Great work with a personal touch," praised one judge.



Stella Pharm and Bratus Agency Winner

Stella Pharm has long been a market leader in Vietnam's generic pharmaceuticals space. But, with increasing competition from international players, it had to up its game in order to remain relevant on the pharmacy shelf. To modernise the brand and deliver greater consistency across its product range, Stella Pharm worked with Bratus Agency on a comprehensive rebrand and brand consolidation.

The standout asset of the new brand is the packaging system, which aligns 12 different product categories – each with their own unique visual style – behind a masterbrand system. To achieve this, Bratus took inspiration from human anatomy and the ways in which pharmaceuticals can cure diseases. These visuals were rendered into unique patterns that differentiated each of the 12 product categories.

The packaging was fleshed out with simple on-pack naming and messaging and ownable capsule designs and bottle styles. The overall impact is a knockout on the pharmacy shelf. One judge called it “a breakthrough in the category.” Another said, “This design system really allows for an elevated consumer experience.” Not only were the colours, patterns and brand architecture praised by judges, but the overall ingenious approach to a typically staid category made Stella Pharm a clear winner of this year's 'Best overall visual identity' award.

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Asian Football Confederation and FutureBrand

Winner

Football may be one of the world's most emotive subjects. Whether it's a local club or a global tournament, fans care; a lot. So the challenge of reimagining the football landscape across the Asian continent was not an insignificant one for FutureBrand.

Its work for the Asian Football Confederation is a masterclass in sport branding. The governing body for football in Asia represents 47 countries across a mind-boggling geographic and cultural divide. And the brand had to not only reinvent what had typically been represented by tournament trophies and logos, but also provide a sense of renewed cultural relevance for Asian football itself.

The solution is not only comprehensive and effective across all brand touchpoints, it is also inherently Asian and representative of the continent's relationship with the sport of football. The brand's breadth also indicates its depth; nowhere is it spread too thin or repetitive. And its impact also affected judges, who were impressed by the strong visual assets, coordinated system and cultural relevance. "It brings the fans together. For a brand that needs to speak to international audiences, this is really well done," said one judge. The winner of two gold awards, it is also the clear choice for this year's 'Grand prix' honour.



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