

**TRANSFORM  
AWARDS**

**EUROPE 2023**

**LONDON**

**WINNERS  
BOOK**

OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio  
OPDX Studio



Create great.

- 5 Note from the publisher
- 7 Judges
- 18 Winners

## CONTENT

- 24 Best use of a visual property
- 28 Best brand architecture solution
- 30 Best use of copy style or tone of voice
- 33 Best brand experience
- 36 Best wayfinding or signage
- 40 Best use of audio branding
- 43 Best use of typography
- 46 Best place or nation brand
- 48 Best expression of a brand on social media channels

## PROCESS

- 52 Best external stakeholder relations during a brand development project
- 54 Best internal communications during a brand development project
- 58 Best implementation of a brand development project
- 61 Best localisation of an international brand

## STRATEGY

- 64 Best creative strategy
- 68 Best brand evolution (business)
- 70 Best brand evolution (consumer)
- 73 Best brand evolution (corporate)
- 77 Best strategic or creative development of a new brand
- 80 Best development of a new brand within an existing brand portfolio
- 83 Best naming strategy (new name)
- 86 Best naming strategy (rename)
- 90 Best naming strategy (naming system)

## TYPE

- 94 Best corporate rebrand following a merger or acquisition
- 98 Best brand development project to reflect a change of mission, values or positioning
- 101 Best brand consolidation
- 104 Best rebrand of a digital property

## WRAPPED

- 110 Best use of packaging (glass)
- 111 Best use of packaging (print and card)
- 113 Best use of packaging (other)

## SECTOR

- 120 Best visual identity from the automotive sector
- 122 Best visual identity by a charity, NGO or NFP
- 125 Best visual identity from the education sector
- 130 Best visual identity from the energy and utilities sector
- 132 Best visual identity from the engineering, manufacturing, industrial and basic materials sector
- 135 Best visual identity from the farming and agricultural sector
- 136 Best visual identity from the financial services sector
- 140 Best visual identity from the FMCG sector
- 143 Best visual identity from the food and beverage sector
- 146 Best visual identity from the healthcare and pharmaceutical sector
- 149 Best visual identity from the lifestyle and wellness sector
- 152 Best visual identity from the professional services sector
- 155 Best visual identity from the property, construction and facilities management sector
- 157 Best visual identity from the public sector
- 160 Best visual identity from the retail sector
- 164 Best visual identity from the sports and leisure sector
- 167 Best visual identity from the technology, media and telecommunications sector
- 171 Best visual identity from the transport and logistics sector
- 174 Best visual identity from the travel and tourism sector

## SPECIAL RECOGNITION

- 180 Brand strategist of the year
- 182 Creative director of the year
- 184 Young contender of the year

## GRAND ACCOLADES

- 188 Best overall visual identity
- 190 Grand prix



What we do  
isn't **different.**  
How you **feel**  
when you work  
with us is.

**1HQ**



If you're reading these opening words to the Transform Awards Europe 2023 winners book then I am delighted to tell you that you have a real treat ahead of you.

At nearly 200 pages it is certainly the biggest winner's book we've ever published. This is perhaps not surprising, as the Transform Awards Europe 2023 saw an astonishing 22% increase in entries from last year.

It isn't the quantity of entries that makes this year's Transform Awards stand out. The calibre of the work continues to vex, challenge and astound the Transform Awards judging panel. I hope you enjoy reading about these outstanding projects as much as the judges enjoyed discussing them.



**ANDREW THOMAS**  
**PUBLISHER**  
**TRANSFORM MAGAZINE**

# Next

One small word can be the start of much bigger things:

*Next up, next time or where to next?*

Brands are vital in moving society forward. Great brands take risks, lead, inspire, share ideas, do good and take people where they need to go next.

Alkamee transform brands, mixing logic and magic to turn good into gold, empowering them to step into the future, taking people to new places and heights so that they aren't just serving today's generations but inspiring the **next**.



Strategy, Naming & Identity | [alkamee.ie](http://alkamee.ie)

**alkamee**

# Discovering the brilliance in brands.

[Designhouse.co.uk](http://Designhouse.co.uk)



**CAT BAILEY**  
**CREATIVE DIRECTOR**  
**PINK GREEN**

Working with some of the world's most interesting global tech, fintech and data businesses for over 20 years, Cat is an experienced strategic and creative lead. As a founding partner of Pink Green, she humanises the often intangible, data-driven and highly technical trading solutions at the heart of the Capital Markets – transforming them into compelling brands and commercially focused campaigns. At the Transform Awards Europe 2022, Cat led the Pink Green and OSTTRA teams to win two golds and the accolade of 'Best overall visual identity'.

**EMMA BAINES**  
**HEAD OF CREATIVE**  
**TONY'S CHOCOLONELY**

Emma leads the in-house creative team at Tony's Chocolonely in Amsterdam. She has over 15 years' experience working for award-winning branding and design agencies in London including Winkreative, Siegel & Gale, H+K Strategies as well as having spent the last three and a half years as director of creative at HelloFresh in Berlin. Her career highlight was leading the rebrand of HelloFresh in October 2020. Emma is now working on exciting projects at Tony's Chocolonely.



**SILKE BOCHAT**  
**HEAD OF DESIGN EUROPE,**  
**AFRICA-EURASIA**  
**COLGATE**

Silke is a design executive with 20+ years of international experience in FMCG and non-FMCG corporations such as PepsiCo, Mars, Beiersdorf, Vodafone and Colgate. Since 2011, she has been focusing on design leadership developing approaches, frameworks and instruments defining how to integrate and scale design successfully within ambiguous organisations. A seasoned leader, strategist and system thinker, she has won awards for both the way design has been integrated in organisations as well as for the outcome of it.

**SASKIA BOERSMA**  
**FORMER HEAD OF BRAND**  
**AND EVENTS**  
**LONDON FIRE BRIGADE**

Saskia has over 20 years' experience in brand management, specialising in the cultural and commercial development of heritage and design collections including commercial brand development, product development, retail, licensing, intellectual property rights, brand extension, marketing and the commissioning, implementation and marketing of art, design and cultural programmes to raise brand profile and promote brand heritage. She established an unusual approach to commercial development in championing great design and raising brand profile through innovative brand collaborations.



**KRISTIAN BRUGTS**  
**FORMER GROUP HEAD OF BRAND**  
**OCADO**

Kristian is former group head of brand at Ocado Group PLC. His responsibilities included definition, management and alignment of the Ocado Group stable of brands in the UK and select international territories. He joined Ocado 13 years ago as part of a compact in-house creative team responsible for all output from web UX and emails through livery and packaging. Since the creation of Ocado Retail, Kristian's focus had been on projection of the Ocado Group as a technology-enabled automation platform developing group of businesses, reinforcing competency and communicating its ambitions.

**IAN COULSON**  
**OWNER**  
**MUSTARD RECRUITMENT**

Ian is the founder and owner of Mustard Recruitment in London. As an experienced talent scout, he is constantly connecting the best talent with iconic agencies. Prior to setting up Mustard, he had the honour of working at some of London's top design agencies as a branding designer. He was educated at Hounslow Borough College by award-winning lecturers like Nick Wurr (The Partners). He is a passionate advocate for collaborating with individuals who challenge the norm, bring fresh thinking and who want to do amazing things with brands at exemplary consultancies.



# “Dicks all over Pret”

John, bandstand



This page was donated by bandstand: from one independent Soho business to another.  
Bar Bruno, 101 Wardour St, London W1F 0UG. Open Mon–Fri 4am–9pm, Sat 5am–10pm, Sun 5am–5pm.



**BABAK DAEMI**  
**HEAD OF MARKETING**  
**WARMUP PLC**

Babak has over 15 years of marketing experience in the sustainability sector, specialising in strategy, brand, and campaign planning. Working across the full supply chain of renewable energy and sustainability has seen Babak's role evolve from working with disruptive technology and using attention grabbing campaigns to mainstream energy efficiency, switching focus to ROI driven strategic marketing. Babak joined Warmup to drive the business mission to change the way people heat their homes. He oversees all marketing from the global digital presence to POS while introducing a layer of lead-generation to create measurable ROI that will fuel future brand marketing comms.

**GWYN DAVIES**  
**GLOBAL DESIGN MANAGER**  
**BAYER**

Gwyn has over 15 years' experience in the brand and design industry. Originally a designer, he worked agency-side where he developed and led award-winning work with clients including LVMH, Associate British Foods and Diageo. Over time his focus shifted to strategy, and it was not long before this interest led him to move client-side, subsequently taking up the role at Reckitt. Gwyn now leads global design for Dermatology at Bayer, in Switzerland, driving remarkable consumer experiences that transform everyday health.



**MAXIME DERRIEN**  
**BRAND STRATEGIST AND**  
**HEAD OF TWITTER NEXT**  
**GROWTH MARKETS FOR EMEA**  
**TWITTER**

Maxime is a brand strategist at Twitter, passionate about creating meaningful ideas and campaigns on behalf of the world's top brands, such as adidas, Mondelēz and Square Enix, as well as organisations making an impact for good. After five years working at Twitter, both in Paris and London, Maxime has led on campaigns that not only had a substantial business impact and won industry awards, but also genuinely sparked conversations and interest, within their audience and beyond.

**JULES DOYLE**  
**GLOBAL HEAD OF CREATIVE**  
**THE BODY SHOP**

Jules' background is in advertising, where she has worked on large and small brands to create campaigns that produce world-class content and storytelling. She has a passion for mentoring young creatives and has even won a Transform Award herself! Jules is honoured to work in-house at The Body Shop.



**ANDY GIBBARD**  
**GLOBAL DIRECTOR OF DIGITAL**  
**AND BRAND**  
**SGS**

Andy is global director of digital and brand at SGS, the world's leading testing, inspection and certification company, with more than 96,000 employees across a network of more than 2,600 offices and laboratories around the world. Andy has been at SGS since 2013. Since initially specialising in web, he moved through several different management positions, and his current role covers the whole spectrum of digital marketing and brand communications. He previously spent time working in the creative agency sector in a career spanning more than 15 years.

**JASON HESSE**  
**HEAD OF CORPORATE**  
**BRAND AND EXPERIENCE**  
**CHANNEL 4**

Jason is head of corporate brand and experience at Channel 4. He leads a team of corporate communications and event professionals, delivering strategic messaging, assets and experiences that enhance Channel 4's reputation among corporate stakeholders. A former business journalist and editor, Jason is passionate about storytelling and how brands demonstrate their positive impact in order to build their reputations and drive overall business strategy and performance.

orm transform tra  
nsform **transform**  
sform transform tr  
form **innerpride** t  
ansform transform  
orm transform tra

As Romania's oldest branding agency,  
for more than 20 years we've transformed  
legendary national brands and visionary  
international contenders.

[inner-pride.com](http://inner-pride.com)

**innerpride.20**





**RACHEL HOM**  
**SENIOR CREATIVE STRATEGIST**  
**ADIDAS**

Rachel is a senior creative strategist whose professional background spans industries from tech, to burgers, to beauty. She is also well versed in consumer facing media like traditional advertising, experiential design, and digital platforms. Raised along the West Coast of the United States before being based in the Netherlands, she's worked in-house and with agencies to transform some of the world's most ambitious brands. Her perspective is drawn from a keen eye for culture, business opportunities, and best-in-class creativity that is both insightful and actionable.

**KIRSTEN JOHNSTON**  
**FOUNDER AND CEO**  
**JWDK**

**JUDGE - SPECIAL RECOGNITION**

For over 25 years, Kirsten has been a practising designer and creative industries leader. She launched her brand design firm JWDK in London in 2003 before expanding it to Shanghai and Hong Kong in 2015. Under her leadership, JWDK has won more than 30 international awards for place brand strategy and design. Kirsten graduated from her International MBA with Distinction in 2019, having conducted extensive research into placemaking and its influence upon China's cities and urban environments.



**HELEN JONES**  
**CREATIVE DIRECTOR**  
**SHELTER**

Helen has over 20 years' experience in the creative industry. From starting up ad agencies to working at the big hitters, her career has covered all areas of advertising, experiential, film and social content. More recently she has gone in-house to set up a creative agency for Shelter, where she leads a team of talented creatives, producing work that rivals the very best out-of-house agencies.

**ALEXANDER KASSBERG**  
**SOUND DESIGNER AND**  
**STUDIO MANAGER**  
**EFTERKLANG**

Alexander is a Swedish sound designer and the studio manager at Efterklang, the largest agency in Scandinavia specializing in sound design, audio branding and acoustics. Alexander has extensive experience innovating award-winning strategies and concepts for brands within the audio realm. He's especially interested in how audio branding strategies can be extended into the physical world, creating a consistent experience from traditional marketing to touchpoints like product UIs, retail stores and offices.



**STEVE KELLER**  
**SONIC STRATEGY DIRECTOR**  
**PANDORA**

**JUDGE - AUDIO BRANDING**

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

**DAVID KIMPTON**  
**FOUNDER AND CREATIVE DIRECTOR**  
**KIMPTON CREATIVE**

David Kimpton is the founder and creative director of Kimpton Creative. Among his 35-year career highlights are working at The Partners (now Superunion) for 10 years (the most awarded UK agency in the 80s and 90s), co-founding Hat-trick Design and rebranding the Natural History Museum. Kimpton Creative won the prestigious 'Grand prix' at Transform Awards Europe in 2022.

**JOOSNABHAN**

branding & word design

**WORDS  
COME FIRST**

047

WELCOME@JOOSNABHAN.COM

# Intelligent Ideas Implemented.

Built on the belief that powerful, well-implemented brands are instrumental in realising vision and creating growth.

[principleglobal.com](http://principleglobal.com)

**principle** 





**KATE KUNAC-TABINOR  
INTERNATIONAL AND UK DESIGN  
DIRECTOR, EDUCATION DIVISION  
OXFORD UNIVERSITY PRESS**

Kate has over 30 years' experience in design and brand management for the education and children's publishing sector, and has previously held design leadership roles at Pearson Education, Heinemann and the New Zealand Ministry of Education. She has worked both with her talented in-house design teams and with key design and brand agencies to develop many leading global brands including MyMaths and Oxford Reading Buddy. Kate's current area of focus is brand architecture, strategy and implementation. She is also passionate about design for learning and accessibility for all.

**ANDRE LE MASURIER  
SENIOR DIRECTOR, GLOBAL  
HEAD OF BRAND AND CREATIVE  
SKYSCANNER**

Andre sets the brand vision for Skyscanner, leading all creative across the globe and working closely with the product design team. Previously he was chief creative officer at R/GA EMEA and prior to that he built Google's Brand Studio EMEA, an in-house award-winning creative team based in London. Before landing in London, he was fortunate to spend over two years at 72andSunny in Los Angeles working on the Google account. He has 17+ years of global brand, product and design experience, creating award-winning work in both traditional and digital channels across the world.



**MATTHEW LEOPOLD  
HEAD OF BRAND, PR AND  
CONTENT MARKETING  
LEXISNEXIS**

Matthew is a branding specialist. With a background in PR and sponsorship, he has extensive experience creating go-to-market brands for large and small businesses. He has led brand, CSR, PR and sponsorship teams for a number of blue chip companies, including British Gas, Centrica and LexisNexis (part of RELX plc). He has also led global brand for the US tech giant RingCentral Inc. Matthew is a non-executive director of the European Sponsorship Association – furthering the role of sponsorship across Europe.

**ROSE LIENDL  
GROUP HEAD OF  
BRAND DEVELOPMENT  
BSI (BRITISH STANDARDS INSTITUTE)**

Rose has spent almost 17 years in 'the world of brand' and is grateful to have found her tribe early in her career. Brand strategists are a curious bunch who need to delve, unpick and get as close as possible to a brand. It's this innate curiosity that's led Rose to work with businesses including Google, Three, and Orange. She is now placed as group head of brand development at BSI, the National Standards Institution for the UK.



**MICHAEL R MISURELL  
FORMER GLOBAL CREATIVE DIRECTOR  
HELLOFRESH**

Michael is a creative leader with a record of building scalable structures, growing teams, recruiting and mentoring talent. With over 10 years of experience as a creative director, he has built brands, designed 360 campaigns across channels and curated talent building for the right teams. Previously, Michael was the global creative director at HelloFresh and VP of content at MONOQI and has launched campaigns in collaborations with Condé Nast, Spotify, Hay, and Minimum. Since 2009, Michael has been based in Berlin where he has launched brands and campaigns in global markets including Europe, USA, Canada, Australia, New Zealand, and Japan.

**YASMIN MUKHIDA  
HEAD OF BRAND MARKETING  
WHITBREAD**

Yasmin started her career agency-side and spent a number of years in account management with clients such as Linda McCartney Foods, Lloyds Bank, Aviva and Premier Inn. She went client-side to pursue a passion in hospitality brand strategy and marketing at London's largest hotel owner-operator in 2015, working on a number of hotel openings such as Amba hotels, Thistle Express and Hard Rock London. In 2017, she joined Premier Inn to specialise in brand strategy. Since then, she has gone on to lead the brand marketing strategy for Whitbread, the FTSE100 brand.



**SARAH MWATHUNGA**  
**STRATEGIST**  
**DESIGN BRIDGE**

Sarah works as a strategist at Design Bridge London. During her short time in the industry, she has shot up from graduate to strategist – and most recently won Transform’s ‘Young contender of the year’. She is always seeking out opportunities and making the most out of working on new categories. Across her projects, she blends up-to-the-minute pop culture insights with intuitive category understanding. Over the past four years, she has been involved in the industry outreach activities, as she’s passionate about inspiring the next generation of creatives.

**ALEXANDRU NEACSU**  
**HEAD OF BRAND AND CREATIVE**  
**TEMENOS**

With over 10 years’ experience in the creative industry, Alex is a self-taught designer with a keen eye for detail and consistency. He is passionate about aesthetics and breaking down barriers in design. During the last five years, he has found a home at Temenos where he enjoys success in creatively directing the company’s campaigns and events, amongst sharing and collaborating with professional agencies across the world. He believes that good design is timeless, and we should all aspire to leave a visible mark on this Earth.



**CHANELLE SHIBATA**  
**SENIOR CORPORATE AND BRAND**  
**COMMUNICATIONS MANAGER**  
**NOW**

Chanelle has delivered globally awarded creative communications campaigns and built a diverse portfolio of local and international brands leading internal and external strategies for both in-house and agency teams.

**BRUNO SINGULANI**  
**GLOBAL BRAND IDENTITY AND**  
**DESIGN, CULINARY BRANDS**  
**NESTLÉ**

Bruno is a Brazilian designer and currently the creative leader for all global food brands at Nestlé. Having graduated as a product designer, his professional and academic paths have eventually converged into roles with a strong focus on branding and strategic design management. During the four years he has been at Nestlé, he has challenged iconic global brands to reinvent themselves, while also pushing Nestlé to empower and enable start-up-like initiatives, achieving positive business results through design-led innovations.



**FRANCES SUE**  
**HEAD OF BRAND AND**  
**MARKETING COMMUNICATIONS**  
**DECATHLON**

Frances is a brand and marketing specialist with over 15 years’ experience in brand strategy, marketing communications, and creative campaign development. She has worked across the UK, Europe, China, USA and New Zealand, leading global brand transformation projects and creating world-class campaigns for well-known brands, such as Decathlon, Currys, Harrods and Subway.

**CHERRY TIAN**  
**FORMER SENIOR BRAND AND**  
**MARKETING CONSULTANT**  
**AND HEAD OF MARKETING**  
**UNIDAYS**

Cherry is a senior brand marketing leader with over 15 years’ experience in brand strategy, comms planning and creative campaign development. Having worked on both client and agency sides, she has led transformational projects for well-known brands such as Peroni Nastro Azzurro, Ladbrokes, eBay, NatWest and Coutts. Previously working as a senior brand consultant/head of marketing for the scale-up brand UNIDAYS, she has a passion for all things brand transformation.



**STEPHANIE TOUMAZIS**  
**HEAD OF CLIENT SERVICES**  
**AND OPERATIONS**  
**BUZZFEED**

Stephanie is a client services manager at BuzzFeed, project managing branded campaigns from start to finish and ensuring client satisfaction at the highest level. Using her experience in both sales and marketing, she works on a wide range of projects, from mouth-watering recipe videos with Tasty, the largest global digital food network, to larger-scale productions with talent such as Big Narstie. She is known for keeping calm under pressure, as well as having strong relationships with bluechip companies such as Disney, Diageo and Mondelez.

**DANIELLE VENNE**  
**EXECUTIVE CREATIVE DIRECTOR,**  
**MUSIC PRODUCTION**  
**MADE MUSIC STUDIO**

**JUDGE - AUDIO BRANDING**

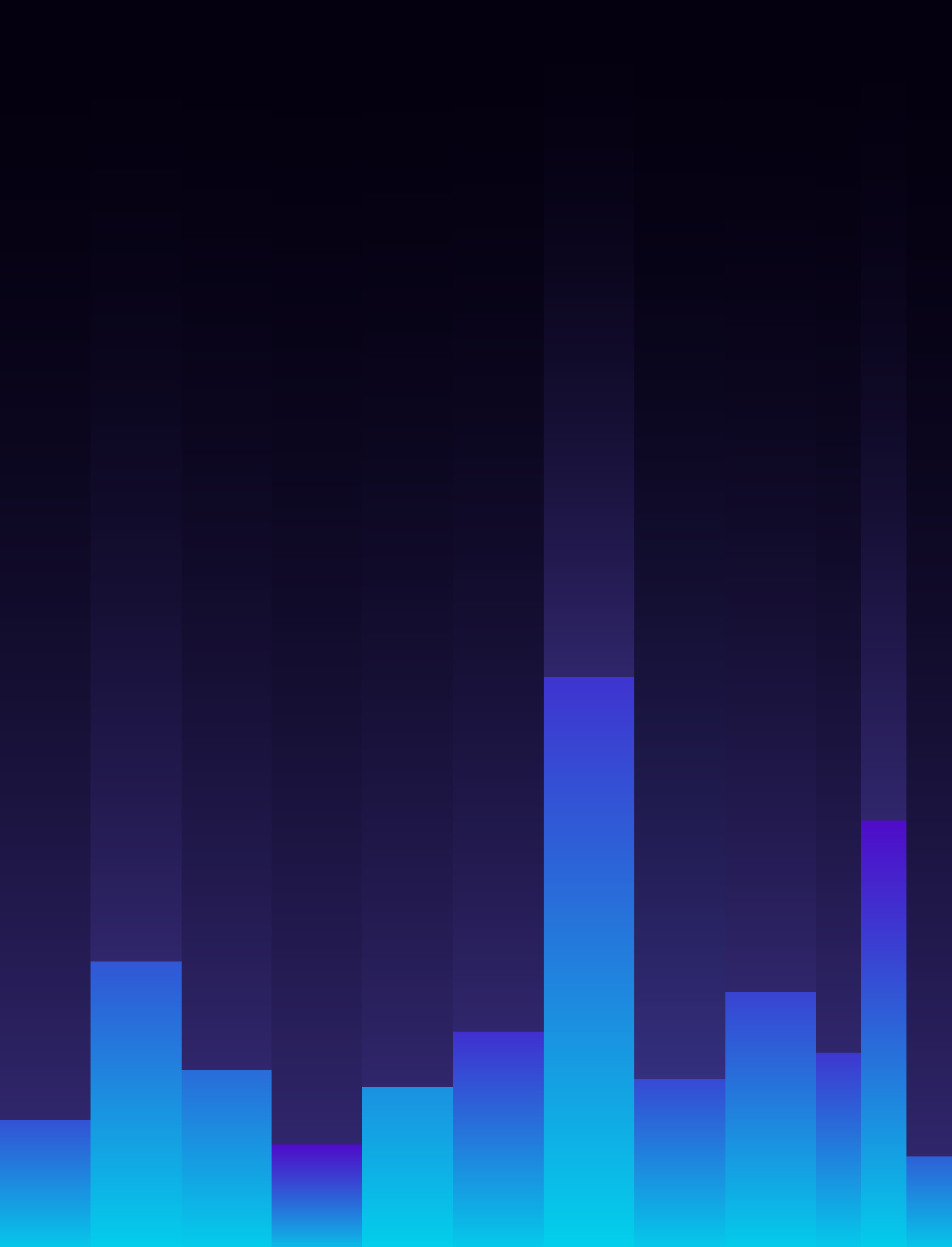
Danielle Venne is a creator of sound and music. As a queer and trans-feminine person, she is proud to break boundaries in the fields of media and marketing. As Made Music Studio's ECD, she has created audio identities for brands such as AT&T, IMAX, HBO, AMEX, Southwest, Smile Direct Club, Doritos, Ruffles, Wondery, Cricket, Nature Valley, Amazon Music, Wells Fargo, NBA on ESPN, the Super Bowl on NBC, and more. Danielle has been featured in numerous publications, has led talks at conferences and panels, and collected several awards for her work and leadership.



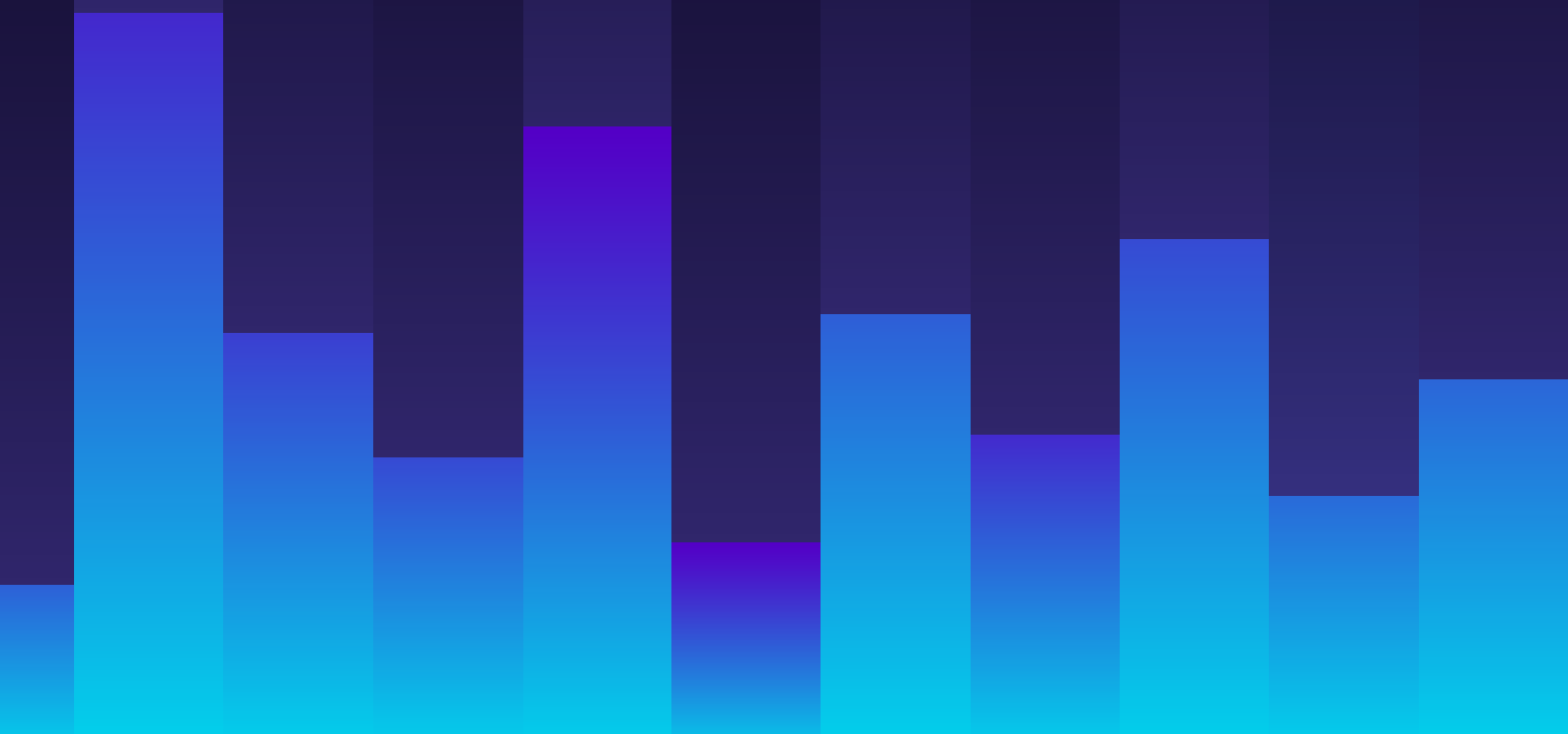
**URSULA WINZEL**  
**FOUNDER AND CEO**  
**BALCONY8**

**JUDGE - SPECIAL RECOGNITION**

Ursula has over 22 years of experience working in global agencies with both Fortune 500 companies and boutique clients. Ursula was headhunted 12 years ago by TBWA to move to the UAE, to manage the Etihad Airways global account and hasn't looked back since. Balcony8 was founded in 2010, and Ursula's aim was to create a consultancy that offered the craftsmanship of a talent-centered atelier and the service of a strategic multi-disciplinary boutique agency. Past agencies include The Jupiter Drawing Room (SA), Network BBDO (SA), M&C Saatchi (UK), Lowe (UK), Lowe (UAE), before setting up Balcony8.



# WINNERS



**BEST USE OF A VISUAL PROPERTY**

Gold – Kellogg's and Landor & Fitch  
 Silver – Drax and bandstand  
 Silver – Fedcom and Interbrand  
 Bronze – Carne Group and Clout  
 Bronze – Ocado Group and Cogs & Marvel  
 Bronze – Topsoe and Interbrand

**BEST BRAND ARCHITECTURE SOLUTION**

Gold – Carne Group and Clout  
 Silver – Payzone and Alkamee  
 Bronze – KEY4EVENTS and BrandSilver

**BEST USE OF COPY STYLE OR TONE OF VOICE**

Gold – Digital Isle of Man and Lantern  
 Silver – Islamic Finance Guru and LoveGunn  
 Silver – Professional Writing Academy and That Thing  
 Bronze – Canopy and Landor & Fitch  
 Bronze – Rank Prize with Schwa and David Carroll & Co  
 Highly commended – Starbucks® EMEA Ready-To-Drink and Landor & Fitch

**BEST BRAND EXPERIENCE**

Gold – Diageo and BRC Imagination Arts  
 Silver – Beefeater Gin and Missouri Creative  
 Silver – The National Gallery and Household  
 Bronze – Canal & River Trust and Red Stone  
 Bronze – The Swedish Armed Forces and BANG Agency.  
 Highly commended – Dr. Martens and Landor & Fitch

**BEST WAYFINDING OR SIGNAGE**

Gold – MARK and f.r.a.  
 Silver – Museum of the Home and DNCO  
 Silver – Wimbledon and Maynard  
 Bronze – Nestlé and mReaction

**BEST USE OF AUDIO BRANDING**

Gold – Berliner Verkehrsbetriebe (BVG) and why do birds  
 Silver – Aviva and why do birds  
 Silver – Swiss Re and why do birds  
 Bronze – DACIA and Sixième Son  
 Bronze – Zurich Gruppe Deutschland and amp  
 Highly commended – Haleon and MassiveMusic  
 Highly commended – Kathmandu and MassiveMusic

**BEST USE OF TYPOGRAPHY**

Gold – Digital Isle of Man and Lantern  
 Silver – Norwich City Football Club and SomeOne  
 Silver – Paris Society Events and Be Dandy  
 Bronze – Facialteam and KOBU Agency  
 Bronze – Popcarte and Be Dandy  
 Highly commended – Springer Nature Group and Designhouse

**BEST PLACE OR NATION BRAND**

Gold – City of Iași and Namogo  
 Silver – Digital Isle of Man and Lantern  
 Bronze – Harley Street Business Improvement District and Bell

**BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS**

Gold – Kramp Groep and mReaction  
 Gold – MatchWornShirt and LoveGunn  
 Silver – Paris Society Events and Be Dandy  
 Bronze – Dacia and Carré Noir  
 Highly commended – DuPont Mobility & Materials and Bright Space

**BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT**

Gold – National Grid PLC and WPA Pinfold  
 Bronze – Canada Life and Opinium

**BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT**

Gold – Clario and Brandpie  
 Silver – Royal Entomological Society and Threerooms

**BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT**

Gold – Carne Group and Clout  
 Silver – Vodafone Group and Superunion  
 Bronze – Honor and WMH&I  
 Bronze – The Carbon Trust and Dusted  
 Highly commended – ABB Asea Brown Boveri Ltd and Admind Branding & Communications  
 Highly commended – WPP Unite and Landor & Fitch

**BEST LOCALISATION OF AN INTERNATIONAL BRAND**

Bronze – Mars and Landor & Fitch  
 Highly commended – Mons Medius Europe and innerpride



**BEST CREATIVE STRATEGY**

Gold – Wirepas and BANG Agency.  
 Silver – Brookfield and DNCO  
 Silver – Carne Group and Clout  
 Bronze – Brighton & Hove Museums and Baxter & Bailey  
 Bronze – ISPPC Childline and RichardsDee  
 Highly commended – Kramp Groep and mReaction  
 Highly commended – Stribe and White Bear

**BEST BRAND EVOLUTION (BUSINESS)**

Gold – Ankorstore and Pentagram  
 Gold – Rakettitiede and Ellun Kanat  
 Silver – Renault with Landor & Fitch, Publicis Conseil and Black Foundry  
 Bronze – Wirepas and BANG Agency.  
 Highly commended – getAbstract  
 Highly commended – True and Friendly Giants

**BEST BRAND EVOLUTION (CONSUMER)**

Gold – Starbucks® EMEA Ready-To-Drink and Landor & Fitch  
 Silver – Woods Health and The Pull Agency  
 Bronze – Belvoir Farm and B&B studio  
 Bronze – easyfundraising and That Thing  
 Bronze – Pepsi Lipton and Design Bridge  
 Highly commended – Froneri International Limited and Springetts

**BEST BRAND EVOLUTION (CORPORATE)**

Gold – Renault with Landor & Fitch, Publicis Conseil and Black Foundry  
 Silver – Kerry and RichardsDee  
 Silver – Topsoe and Interbrand  
 Bronze – La Poste Group and Carré Noir  
 Bronze – St. James's Place and Landor & Fitch  
 Highly commended – Deutsche Telekom and MetaDesign  
 Highly commended – Sanofi and FutureBrand Paris

**BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND**

Gold – Flavour Head and Missouri Creative  
 Gold – Wirepas and BANG Agency.  
 Silver – Rokbak and StudioLR  
 Bronze – Brookfield and DNCO  
 Bronze – Jamu Wild Water and The Collaborators  
 Highly commended – Viecure and Dragon Rouge

**BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO**

Gold – Twister Ice-Cream Wall's and 1HQ Brand Agency Netherlands  
 Silver – T&R Theakston Ltd and WPA Pinfold  
 Bronze – eDesk and Dusted  
 Bronze – Springer Nature Group and Designhouse  
 Highly commended – Dole Packaged Foods, LLC and 1HQ Brand Agency Netherlands  
 Highly commended – R<sup>2</sup> Factory and Pentagram

**BEST NAMING STRATEGY (NEW NAME)**

Gold – Fedcom and Interbrand  
 Silver – Ambio and Limber Brands  
 Bronze – Banque des Territoires and Vehiposte and Nomen  
 Bronze – Certas Energy and Nucleus  
 Bronze – Plucky and Start Design  
 Highly commended – Mahindra and Dusted  
 Highly commended – Maki People and Nomen

**BEST NAMING STRATEGY (RENAME)**

Gold – Royal Docks and DNCO  
 Silver – Aeria Apartments and Curious  
 Bronze – Refectory (formerly DejBox) and Nomen  
 Bronze – Renault Group and Nomen  
 Highly commended – kenek and Interstate Creative Partners  
 Highly commended – Youdge and Nomen

**BEST NAMING STRATEGY (NAMING SYSTEM)**

Gold – Bene Bono and JoosNabhan  
 Silver – Caretta and innerpride

**BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION**

Gold – Adenza and Emperor  
 Silver – Atruvia and VIM Group  
 Silver – B&R a member of the ABB Group and Admind Branding & Communications  
 Bronze – Indigo and RichardsDee  
 Bronze – National Grid PLC and WPA Pinfold  
 Highly commended – Clario and Brandpie

**BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING**

Gold – Carne Group and Clout  
 Gold – GAK (The Guitar, Amp & Keyboard Centre) and The Pull Agency  
 Silver – Lenus and Pentagram  
 Bronze – Nest Bank and Dragon Rouge Warsaw  
 Bronze – Stribe and White Bear  
 Highly commended – Saga and SomeOne

**BEST BRAND CONSOLIDATION**

Gold – Grosvenor and Dragon Rouge  
 Silver – Nippon Express and WMH&I  
 Bronze – AM and Limber Brands  
 Bronze – Payzone and Alkamee

**BEST REBRAND OF A DIGITAL PROPERTY**

Gold – Stribe and White Bear  
 Silver – Zivver and BRU:D  
 Bronze – Cripps and Living Group  
 Bronze – eDesk and Dusted

**BEST USE OF PACKAGING (GLASS)**

Silver – Kuhlmann Rum and INTO Branding

Bronze – Bacardi Ltd. and Knockout

Highly commended – PepsiCo Design & Innovation – Mirinda Vintage Special Edition

**BEST USE OF PACKAGING (PRINT AND CARD)**

Gold – Kellogg's and Landor & Fitch

Gold – The Flavourists and Elmwood

Silver – Starbucks® EMEA

Ready-To-Drink and Landor & Fitch

Bronze – Heineken and Elmwood

Highly commended – Lipton Tea and 1HQ Brand Agency Netherlands

**BEST USE OF PACKAGING (OTHER)**

Gold – Love Ocean and Pearlfisher

Silver – Fortnum & Mason and Design Bridge

Silver – William Grant & Sons and Knockout

Bronze – BYOMA and Pearlfisher

Bronze – Whyte & Mackay / Jura and Dragon Rouge

Highly commended – Woods Health and The Pull Agency

## SECTOR

**BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR**

Gold – Renault with Landor & Fitch, Publicis Conseil and Black Foundry

Bronze – Mahindra and Dusted

Highly commended – Castrol and WMH&I

**BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP**

Gold – St. Andrew's Youth Club and Dragon Rouge

Silver – Inter Care and WPA Pinfold

Silver – Tinnitus and Missouri Creative

Bronze – Royal Entomological Society and Threeroms

Bronze – The Carbon Trust and Dusted

Highly commended – NSPCC and Baxter & Bailey

**BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR**

Gold – AM and Limber Brands

Silver – Digivisio 2030 and Ellun Kanat

Silver – Kleo and Fellow Studio

Bronze – Aston University and Hybrid

Bronze – Professional Writing Academy and That Thing

Bronze – Springer Nature Group and Designhouse

**BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR**

Gold – Drax and bandstand

Silver – Tokamak Energy and Bright Space

Bronze – Rainbow Rare Earths Limited and effektiv design Limited

**BEST VISUAL IDENTITY FROM THE ENGINEERING, MANUFACTURING, INDUSTRIAL AND BASIC MATERIALS SECTOR**

Gold – Topsoe and Interbrand

Silver – BGEN and Studio North

Silver – HEXONIC Sp. z o.o and Dragon Rouge Warsaw

Bronze – RS PRO and Triad

**BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR**

Silver – Kramp Groep and mReaction

Bronze – A.D. Harvey and We Launch

Highly commended – Alltech and RichardsDee

**BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR**

Gold – Wings and Pentagram

Silver – Carne Group and Clout

Silver – Islamic Finance Guru and LoveGunn

Silver – Juzdan and Pentagram

Bronze – kennek and Interstate Creative Partners

Bronze – Sileon and Essen International

**BEST VISUAL IDENTITY FROM THE FMCG SECTOR**

Gold – ADAMS Supplements and Brandfusion

Silver – Belvoir Farm and B&B studio

Silver – Mars Wrigley and Elmwood

Bronze – PepsiCo Design & Innovation – Cheetos Cheddar

Highly commended – PepsiCo Design & Innovation – Fruko Summer

**BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR**

Gold – Greene King and Design Bridge

Silver – Flavour Head and Missouri Creative

Silver – The Flavourists and Elmwood

Bronze – Starbucks® EMEA Ready-To-Drink and Landor & Fitch

Highly commended – Icelandic Provisions and Turner Duckworth

Highly commended – Jamu Wild Water and The Collaborators

**BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR**

Gold – Woods Health and The Pull Agency

Silver – Haleon and Interbrand

Bronze – ACOLAD DENTAL and WIRON | Adrian Mironescu

Bronze – Her.9 and Pearlfisher

Bronze – Sanofi and FutureBrand Paris

Highly commended – Facialteam and KOBU Agency



**BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLNESS SECTOR**

Gold – WagWorks and Anatomy  
Silver – Love Ocean and Pearlfisher  
Silver – WPP Unite and Landor & Fitch  
Bronze – BYOMA and Pearlfisher  
Bronze – hiPets and s2dio  
Highly commended – The Academy Clinic and designmc ltd

**BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR**

Gold – Rakettitiede and Ellun Kanat  
Gold – SeekOut and Pentagram  
Silver – Pascoe + Tew and Curious  
Silver – Zivver and BRU:D  
Bronze – Propellernet and Baxter & Bailey  
Bronze – Setfords and Nalla

**BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR**

Gold – Worship Square and Greenspace  
Silver – BGEN and Studio North  
Bronze – Hello Student and Start Design

**BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR**

Gold – Network Rail and WMH&I  
Silver – Târgu Mureş Local Government and Rubikom  
Bronze – Brighton & Hove Museums and Baxter & Bailey  
Bronze – City of Kerava and Ellun Kanat

**BEST VISUAL IDENTITY FROM THE RETAIL SECTOR**

Gold – GAK (The Guitar, Amp & Keyboard Centre) and The Pull Agency  
Silver – easyfundraising and That Thing  
Silver – JB Martin and Be Dandy  
Bronze – Printed.com and LoveGunn  
Bronze – Very and SomeOne

**BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR**

Gold – Marlow Film Studios and Saboteur  
Gold – Norwich City Football Club and SomeOne  
Silver – World Rugby and DesignStudio  
Bronze – Fedcom and Interbrand  
Bronze – FIFA and DesignStudio

**BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR**

Gold – Oneflow and MultiAdaptor  
Silver – Deeper Insights and Saboteur  
Silver – Digital Isle of Man and Lantern  
Bronze – Stribe and White Bear  
Highly commended – Atech and We Launch  
Highly commended – Yettel and SomeOne

**BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR**

Gold – Valtir and FleishmanHillard  
Silver – BlueAir Aviation and innerpride  
Silver – Mahindra and Dusted  
Bronze – IFS and Transport for London  
Bronze – Overhaul and We Launch

**BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR**

Gold – The Other House and DesignStudio  
Silver – 1000Miglia and Nascent Design srl  
Silver – Heidi and FutureKings  
Bronze – Saga and SomeOne  
Bronze – Santa's Lapland and SomeOne

**SPECIAL RECOGNITION**

**BRAND STRATEGIST OF THE YEAR**

Winner – Will Bosanko – Brandpie  
Highly commended – Marcel Botton – Nomen  
Highly commended – Wendy Unger-Moore – Kramp Groep

**CREATIVE DIRECTOR OF THE YEAR**

Winner – Rich Rhodes – SomeOne  
Highly commended – Steve Hickson – FleishmanHillard  
Highly commended – Becky King – Dragon Rouge

**YOUNG CONTENDER OF THE YEAR**

Winner – Emma Purnell – Mr B & Friends  
Highly commended – Sammy Harpin – Baxter & Bailey  
Highly commended – Aislinn McGrath – The Smart Group

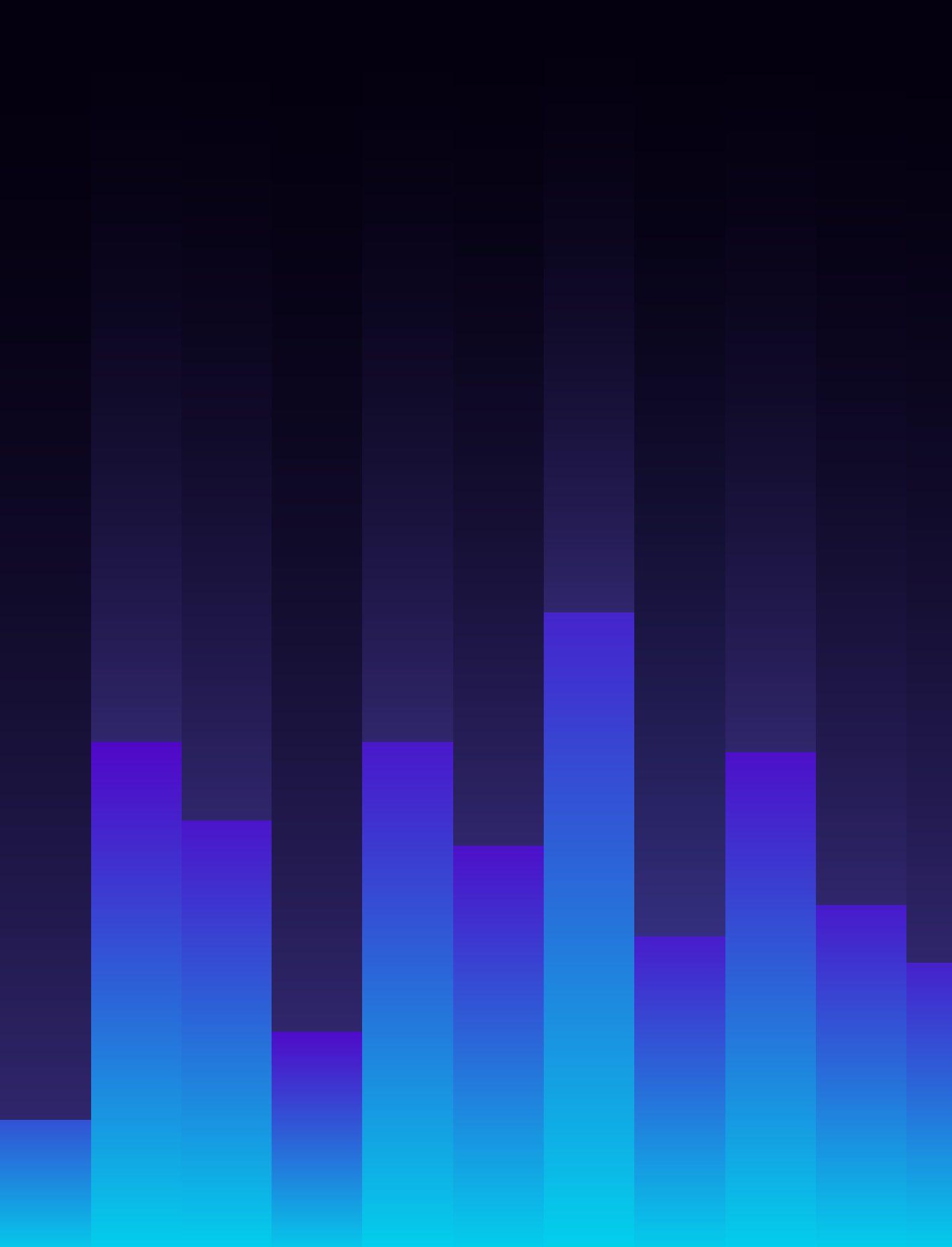
**GRAND ACCOLADES**

**BEST OVERALL VISUAL IDENTITY**

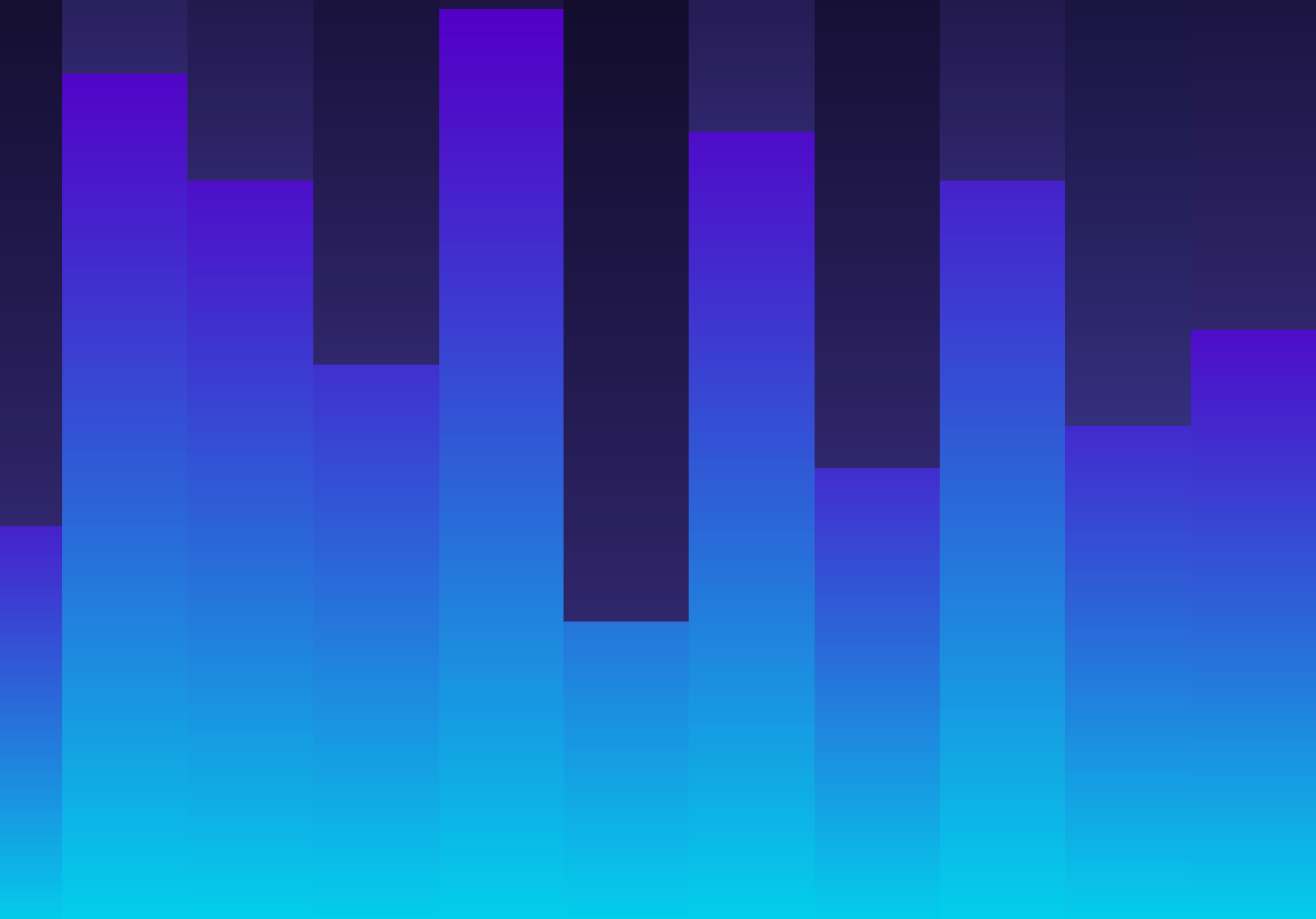
Winner – Wings and Pentagram

**GRAND PRIX**

Winner – Renault with Landor & Fitch, Publicis Conseil and Black Foundry



# CONTENT





### KELLOGG'S AND LANDOR & FITCH

To celebrate 100 years of breakfasts in the UK, Kellogg's worked with Landor & Fitch on a playful, colourful brand campaign. It designed a series of posters using visual cues from across the Kellogg's brand portfolio – like bowls and spoons, Tony the Tiger's hand and the Corn Flakes rooster – which celebrated the biggest moments in British history over the last 100 years. The posters premiered at the '100 Year Breakfast Event' in Manchester and were shared through social media.

Judges thought the reimagining of Kellogg's brand and heritage into something new made a real impact. "For designers, inventing ideas from scratch can lead to fresh and revolutionary ideas. But how can you push an established icon to a new visual expression?" asked one judge. The result was a successful celebration of breakfast cereal and a clever use of brand heritage to make a big impact.



SILVER

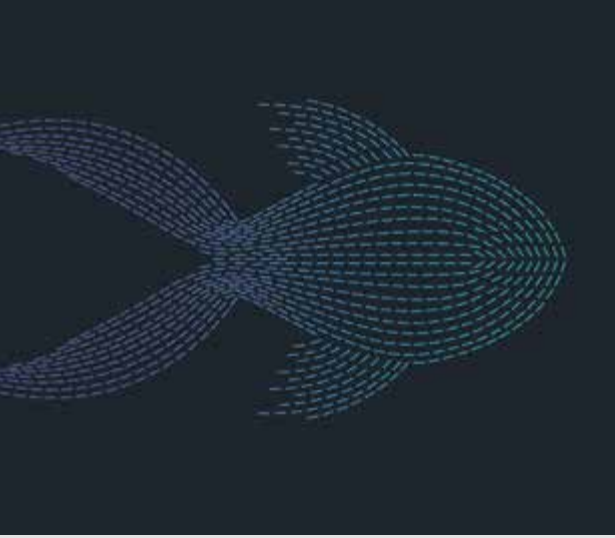
**DRAX AND BANDSTAND**

As part of its renewable revolution, Drax wanted to change perceptions of its brand. To do so, it worked with bandstand and designer Noma Bar on a brand campaign launching at COP26. Combining an ownable colour palette with eye-catching graphics, the campaign put sustainability firmly at the heart of the Drax brand. One judge called it “a very clever strategy and great use of illustration.”

SILVER

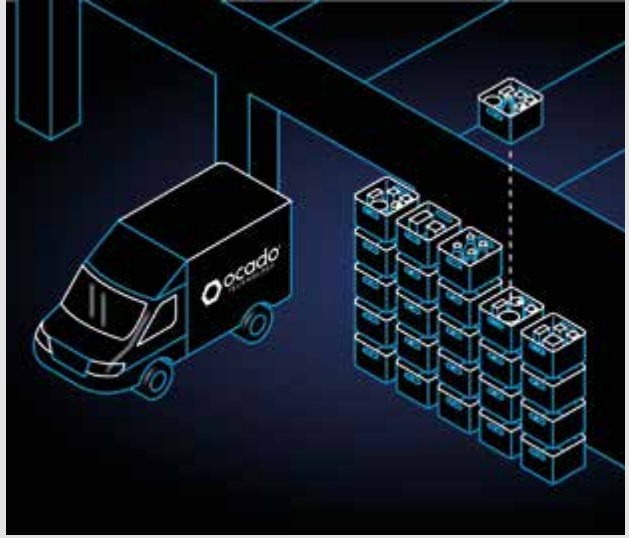
**FEDCOM AND INTERBRAND**

To create a brand for Europe’s new basketball streaming platform in just eight weeks, Interbrand chose to take a laser focus to the moment when a sneaker first hits a basketball court. This ‘skweek’ became the heart of the visual identity, photography style, audio brand and on-air design. Judges loved Fedcom’s launch, with one praising the “wonderful concept. It’s too good to overlook!”



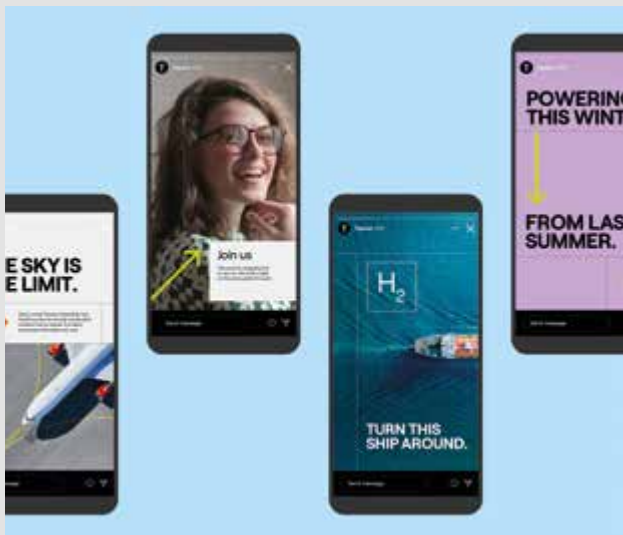
**CARNE GROUP AND CLOUT**

In the often complex world of financial services, Carne Group worked with Clout to distil its brand down to a single line. This line formed the basis for the brand system, which flexes across multiple uses and audiences. Judges thought the simplicity and impact of this approach were unique and brave in the sector. "This is one of my favourite examples of a dynamic system. It is stunning and beautiful; simple yet elegant; playful yet serious; focused yet scalable," said one judge.



**OCADO GROUP AND COGS & MARVEL**

To launch its technology-driven future of delivery, the Ocado Group worked with Cogs & Marvel on stylised animations that showcased not only the utility but the beauty of the unconventional new robots. Judges thought this challenge was a tough one for a brand that typically uses bright, consumer-friendly colours; and it was a challenge that was handled expertly.

**BRONZE****TOPSOE AND INTERBRAND**

Chemical engineering company Topsoe worked with Interbrand to showcase its low-carbon future. To do so, Interbrand developed a strikingly simple graphic system that contributes to the brand's ability to flex across different touchpoints with an ownable, remarkable visual device. "The visual device created ownability, memorability and attention for the brand," said one judge.





### CARNE GROUP AND CLOUT

Investment fund admin and regulatory management firm Carne Group had a disjointed brand of 40 different products without a single unifying strategy or narrative. Instead of focusing inward – by looking at its internal structure and services – it would turn its attention to the needs of its clients when shaping its new brand.

To achieve this, Clout delivered a brand architecture that aligned the multitude of products into three service lines, each with clear visual and verbal identifiers. The audiences were refined and messaging was shaped to cater to them. Visual icons and patterns helped indicate the clear business lines comprising Carne Group. One judge called it “a very well-considered and rationalised architecture. The clever, thorough and readily applied graphic design systems give clarity to the business and customers.”





BEST BRAND ARCHITECTURE SOLUTION

SILVER

**PAYZONE AND ALKAMEE**

After an acquisition by AIB and Fiserve, Payzone needed to become a full-service fintech brand, not just a payments solutions provider. To achieve this, it worked with Alkamee on a single brand that serves as the entry point for countless types of customer and multiple products and services. Judges praised the tidiness of the solution and the strength of the new monolithic brand.

BRONZE

**KEY4EVENTS AND BRANDSILVER**

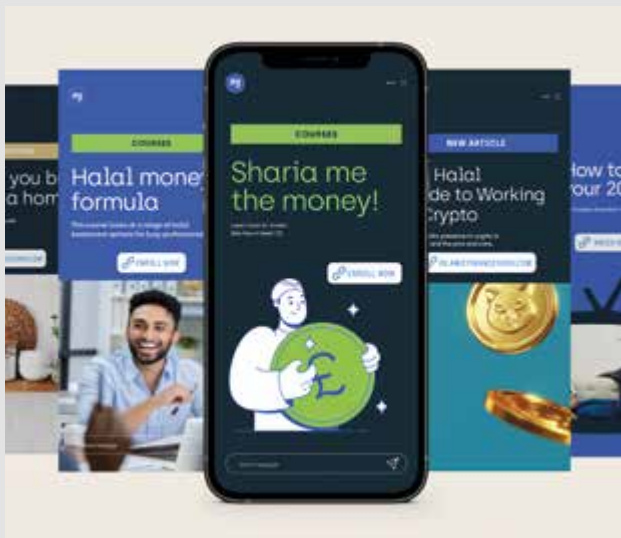
Science and medicine technical events provider KEY4EVENTS worked with BrandSilver on a rebrand to support its Covid-19 activity and post-Covid outlook. The new architecture takes a modular approach, using a masterbrand icon alongside the names of key services to support its communications. Judges thought the design solution helped simplify the brand and streamline its product offering.



#### DIGITAL ISLE OF MAN AND LANTERN

To promote the Isle of Man as a destination for internet startups, unicorns and entrepreneurs, it had to harness the power of its unique character while still communicating its digital connectivity and business readiness. Using the concept of open-mindedness as an anchor for the tone of voice allowed Lantern to pair internet terminology with that of the island itself. Straplines like, 'Home to myths, fairies and one day, unicorns,' and 'Join the island network,' helped bring the brand to life.

"This tone of voice was a real highlight for me," said one judge. "They kept a laser focus on the audience and really changed my perceptions of the Isle of Man. They managed to balance speaking authentically to a niche audience yet still making it understandable and appealing to the non-tech crowd. Loved it." Another added, "They captured the personality and progressive, collaborative community through the copy."



SILVER

**ISLAMIC FINANCE GURU AND LOVEGUNN**

Islamic Finance Guru, a community-based brand designed to support Britain’s Muslims’ financial wellbeing, worked with LoveGunn on an accessible, easy-to-use brand. The brand language had to consider all levels of financial literacy while empowering people to take control of their finances. “It speaks directly with its audience informally and humorously. The brand identity is perfectly captured with its fun, quirky and engaging tone of voice,” said one judge.

SILVER

**PROFESSIONAL WRITING ACADEMY AND THAT THING**

The digital learning platform, Professional Writing Academy, worked with That Thing to make a stronger impact on its target audience. By combining puns with common turns of phrase, the new tone of voice captures the beauty, joy and possibilities inherent in writing. Judges thought this was a strong approach for a brand targeting professional and aspiring writers.



**CANOPY AND LANDOR & FITCH**

Instead of harping on fears and dangers, vehicle security brand Canopy wanted to embrace safety and warmth. It worked with Landor & Fitch on a calming, trustworthy tone of voice that reframes security from a place of anxiety to one of assurance. “Love, love, love the insight and approach,” said one judge.

**RANK PRIZE WITH SCHWA AND DAVID CARROLL & CO**

Scientific award and funding organisation the Rank Prize wanted to embrace its prestige within the scientific community and eschew its old-fashioned, bureaucratic language. It worked with Schwa and David Carroll & Co to transform the brand into an inspiring, leading voice in the scientific community. One judge praised the transformation for being “more human,” and using “engaging, short, sharp copy,” to capture the imaginations of the brand’s audience.

**HIGHLY COMMENDED STARBUCKS® EMEA READY-TO-DRINK AND LANDOR & FITCH**

By putting the coffee moment at the heart of the Starbucks® Ready-to-Drink range, Landor & Fitch allowed emotive language to reposition the brand in the eyes of the consumer.







GOLD

### DIAGEO AND BRC IMAGINATION ARTS

To change perceptions of whisky for an international audience, Diageo has worked with BRC Imagination Arts to create brand homes for many of its iconic Scotch whisky brands. In Edinburgh, its flagship Johnnie Walker Princes Street experience is leading the way in a new era for whisky experiences. The luxurious multi-storey centre focuses on the flavour, storytelling and excitement inherent in whisky. It transforms a once-staid drink into a modern, accessible product.

The resulting experience draws lightly on Johnnie Walker's heritage, while putting forward a contemporary approach to whisky consumption. Judges thought it was exceptional. "This is the future for retail brands," said one. Another praised the way the experience modernised the brand and broadened the audience reach while still delivering a beautiful, interactive experience.



**BEEFEATER GIN AND MISSOURI CREATIVE**

To capitalise on the oft-neglected festive season for gin drinkers, Beefeater worked with Missouri Creative on a strategy targeting London’s Christmas market attendees. Pop-up bars and mini experiences dotted the urban centre, engaging gin lovers by presenting new, festive alternatives to the classic gin and tonic. “It was a smart way to keep gin top of mind at a time when people are favouring other drinks,” said one judge. Another said, “They have redefined an entire product range with potentially huge implications on the future of this sector.”



**THE NATIONAL GALLERY AND HOUSEHOLD**

The National Gallery’s Summer on the Square immersive programme was designed to widen the museum’s demographic and bring art out into the city itself. Household delivered an immersive, interactive experience that was at once reflective of the gallery’s positioning and well-suited to London’s summertime character.



BRONZE

**CANAL & RIVER TRUST AND RED STONE**

Designed to inspire young people to break out of their routines and spend time along the nation's canals and rivers, the Canal & River Trust worked with Red Stone on the 'Find your happy place by the water' campaign. The impressive brand awareness and engagement results from the campaign indicated the strategy was able to reach a challenging audience with the trust's vital message.

BRONZE

**THE SWEDISH ARMED FORCES AND BANG AGENCY.**

At Swedish education fair Saco, the Armed Forces – Försvarsmakten – worked with BANG Agency on a digital escape room designed to reposition careers in the forces for a young audience. The creative hook was a success, drawing students in and enabling them to engage with potential careers in the military. Judges called the experience fun, cool and well-executed.

**HIGHLY COMMENDED DR. MARTENS AND LANDOR & FITCH**

Dr. Martens worked with Landor & Fitch to reimagine its London flagship as part of an effort to constantly evolve the brand and remain at the cutting edge of contemporary culture.





### MARK AND F.R.A.

Just past the bustle of London's Borough Market lies a once-ignored swatch of railway arches and former industrial land. To revitalise the area into a mixed-use development, MARK needed a visual identity that could tie the space together, provide a sense of identity to the area and help visitors find their way around. To achieve this f.r.a. created a wayfinding system that is part signage, part artwork. Using paint, neon and mixed media, the Borough Yards area's wayfinding is a treat for the eyes.

One judge called it, "Wonderful and experiential wayfinding." Another praised it for being "artistically visually arresting." The result is an area that doesn't hide its urban roots or industrial background, yet comes to life for visitors in an entirely modern way.





SILVER

**MUSEUM OF THE HOME AND DNCO**

To support a shift in the Museum of the Home’s layout and its more seamless integration with local transport, a new wayfinding system was needed. DNCO delivered with a timeless solution that deployed enamel materials – similar to those often found around the home – to unify the heritage space with a modern audience’s needs. Judges thought this solution was elegant and well-suited to the environment.

SILVER

**WIMBLEDON AND MAYNARD**

Wimbledon worked with Maynard to create a new wayfinding and signage system ahead of the 2022 Wimbledon Championships. With attendees citing challenges navigating the sprawling site in the past, the new system had to reflect the club’s existing brand ethos while offering useful navigation to hordes of fans. As a result, the club saw an 18% uptick in wayfinding satisfaction compared with previous years.



BE BOLD

BE CLEAR

BE AUTHENTIC

CREATE A REACTION

 MREACT

[www.mreaction.com](http://www.mreaction.com)

MANCHESTER | AMSTERDAM



**BRONZE**

**NESTLÉ AND MREACTION**

As part of Nestlé's York office renovation, a new system of wayfinding and signage was deployed to use the space to tell the company's story. mReaction developed a system of brand panels, pet-orientated materials and timeline devices to unite the space with Nestlé's heritage and its future ambitions. Judges praised the creative and innovative solution.



### BERLINER VERKEHRSBETRIEBE (BVG) AND WHY DO BIRDS

Creating an audio brand for a massive urban transport network is always a challenge. The brand has to speak for the city while also remaining distinct and audible amid the bustle of urban life. For Berlin Verkehrsbetriebe (BVG), why do birds focused on creating a 'Berlin sound' using a bass clarinet. This formed the basis of the sonic logo. The brand was developed with a recording of voices from across Berlin that are combined to create a sonic brand world.

Announcements were delivered by voice actress Philippa Jarke, whose distinctive Berlin accent will become part of the sonic landscape for the city. Judges praised the creative strategy and storytelling behind this audio brand. One said, "Not only has why do birds created an excellent sonic identity system for BVG that balances aesthetic form with the functional sonic cues that are a necessary part of a transportation system, but it has done so in a way that speaks to diversity and inclusion."



SILVER

**AVIVA AND WHY DO BIRDS**

Aviva's simple brand was developed into a complementary audio brand in a neat way by why do birds. The agency crafted an audio logo from the Aviva wordmark and used that as the foundation for an audio brand able to flex across multiple touchpoints. The simple, strategic approach won the praise of judges for reflecting the company's brand attributes and creating a recognisable and ownable audio brand for the company.

SILVER

**SWISS RE AND WHY DO BIRDS**

Insurer Swiss Re's brand focuses on making the world more resilient. why do birds harnessed this concept in an audio brand that uses repeating tones in a reassuring, steady way. One judge said, "This brings Swiss Re to life sonically through an audio brand system that is not only a beautiful expression of the brand values but allows for flexibility in the use and optimisation of the sonic system."



**DACIA AND SIXIÈME SON**

Sixième Son embraced DACIA's adventurous spirit, energetic heart and simple brand in a sonic system designed to invite customers into the brand world. One judge said, "The sonic identity is demonstrably dynamic, accessible and modern. A textbook example of a great audio brand."

**ZURICH GRUPPE DEUTSCHLAND AND AMP**

As a pioneer in climate change insurance and action, Zurich Gruppe worked with amp to create an audio brand in support of its environmental positioning. Judges loved the way the audio brand delivered "emotional connection, audible recognition and brand lift." One also praised the way it conveys the message of Zurich's approach to climate action being both urgent and optimistic.

**HIGHLY COMMENDED  
HALEON AND MASSIVEMUSIC**

Consumer healthcare brand Haleon partnered with MassiveMusic to create an empathetic, energetic brand anthem that could provide consistency across its product portfolio.

**HIGHLY COMMENDED  
KATHMANDU AND MASSIVEMUSIC**

Using natural and human tones to create a jaunty audio brand for Kathmandu, MassiveMusic also impressed judges with its depth of storytelling and unique end result.





## GOLD

**DIGITAL ISLE OF MAN AND LANTERN**

The Isle of Man's unique position in the Irish Sea has lent it an aura of independence and distinctiveness. So, when it came to promoting itself as a digital hub for online businesses, it needed a brand system that could harness that character to appeal to the entrepreneurial spirit of digital trailblazers. Lantern delivered with a type-driven brand that blends internet icons and visual cues with an open typography.

The unique type design is juxtaposed atop images of the island, its people and its environs. The result is something built for the digital generation but rooted in the island's characterful personality. One judge said "The typography was something that added a wonderful element to this strategic and well-executed campaign. Very well done." Another said, "The typography is at the heart of this new identity and it does not disappoint. Beautifully crafted with purpose."





**NORWICH CITY FOOTBALL CLUB AND SOMEONE**

Norwich City Football Club had gotten by with an outdated brand that was ill-prepared for the multitude of screen-based uses required of modern sports brands. It worked with Someone to introduce a contemporary brand evolution that used an ownable typeface design that at once communicates the club's sporting heritage while also working effectively across digital and off-screen touchpoints. "I believe the typography perfectly captures the history of Norwich and is central to the visual identity," said one judge.

**PARIS SOCIETY EVENTS AND BE DANDY**

To launch a new range of events in the Paris Society's portfolio, Be Dandy developed a versatile logotype that is rendered in 12 different typefaces, speaking to the organisation's vibrant personality. The range also seamlessly communicates the OSE's breadth of events, communicating the brand's purpose as well as catching the eye. "The variety of distinctive logos works together to complement the brand's unique point of differentiation," said one judge.





BRONZE

**FACIALTEAM AND KOBU AGENCY**

Transgender cosmetic surgery brand Facialteam worked with Kobu Agency on a brand that could convey the care and attention it gives to every client. The central element of the brand is its bespoke typeface system, which allows the company to communicate across various touchpoints, from marketing materials to medical care to personal interactions. One judge called it a “feminine and inviting brand that aligns with the business vision.”

BRONZE

**POPCARTE AND BE DANDY**

Online-based greeting card company Popcarte worked with Be Dandy on a new brand that uses a system of fun icons, poppy colours and non-standard typography to cater to a youth-oriented, social media-friendly audience. “There’s something about it that’s visually craveable. It’s a great balance between legibility and illustration,” one judge said.

**HIGHLY COMMENDED  
SPRINGER NATURE GROUP  
AND DESIGNHOUSE**

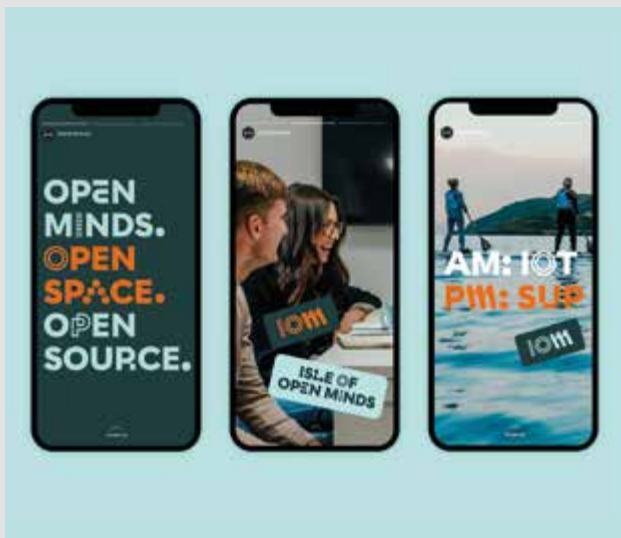
Springer Nature Group’s Story Source brand, crafted by Designhouse, features a science-inspired type system that integrates science icons and graphics into the letterforms to great effect.



### CITY OF IAȘI AND NAMOGO

Romania's second city, Iași, has become an important IT hub, but it needed to move past its outdated ties to the Soviet era. To reposition itself as a modern, young and forward-thinking place, Namogo had to work with the city's administration and harness its mid-century architecture as an asset, not a detractor. Instead of focusing on landmarks and skylines, Namogo allowed the mid-century ethos to inform the design of the city's typeface and wordmark. A big, architectural typeface helped tie Iași's heritage to its future.

The 'City of Creators' was thus born, allowing for residents themselves to shape the brand's expression across social media and the cityscape. "The typography celebrates the city name in its very unique playful creative way and explores it in different silhouettes up to spacial expression," said one judge. Another added, "The identity expresses the change in the city and is very inviting and touching. The idea of it being a creative hub came through strongly. I loved this."



SILVER

**DIGITAL ISLE OF MAN AND LANTERN**

The Isle of Man’s transformation into a digital leader and home to online businesses was supported by a brand designed to bring together the island’s quirky heritage and culture with digital language, iconography and savvy. Lantern achieved this with aplomb, inspiring judges to praise the clever, engaging design and inviting tone of voice and visual identity.

BRONZE

**HARLEY STREET BUSINESS IMPROVEMENT DISTRICT AND BELL**

Harley Street has been a medical hub in London for many decades. But, it lacked a unified strategy as a district. Bell has worked with the Business Improvement District to create a place brand that speaks for the street’s unique role in Britain’s medical landscape. The new design system will also allow for clearer wayfinding and a more strategic foundation to the area’s development.





### KRAMP GROEP AND MREACTION

Agricultural and farming supplier Kramp Groep has focused recently on improving its brand awareness and tying its identity as a business more closely to the audience it serves. As part of this effort, it launched the 'Thanks to a farmer' campaign, with mReaction. The multi-format campaign clearly linked the business of farming with the food put on peoples' tables through the farmers themselves.

The personal, emotive approach was a hit with the audience. The campaign directly contributed to a 79% increase in web visitors and a 25% increase in 'find a dealer' activity. "As a social media campaign, it is well considered, cleverly applied and works across all touchpoints. They patently believe in the power of social and are not using the channel just because they feel they should. And the results speak for themselves," said one judge.



### MATCHWORNSHIRT AND LOVEGUNN

Football auctioneer company MatchWornShirt worked with LoveGunn on a social-driven rebrand that needed to both inspire fans and reassure them of the authenticity of the company's wares. To do so, the social launch used a luxe monochrome palette and team iconography. Not only did the new brand yield a 35% increase in followers, but sales led to £7m in charity support.

Judges praised the way the visual style drew from existing football cues while creating an authentic, credible brand expression in the process. "This is brilliant in its design and application," said one judge. Another said it was a "good match for what the brand stands for."



SILVER

**PARIS SOCIETY EVENTS AND BE DANDY**

The Paris Society Events team's launch of One Shot Experience packages focused on a flexible, bright and modern brand expression on social media. Be Dandy delivered this through an adaptable wordmark and aspirational, high-quality imagery. "This is a great looking brand. It has lots of personality and energy," said one judge.

BRONZE

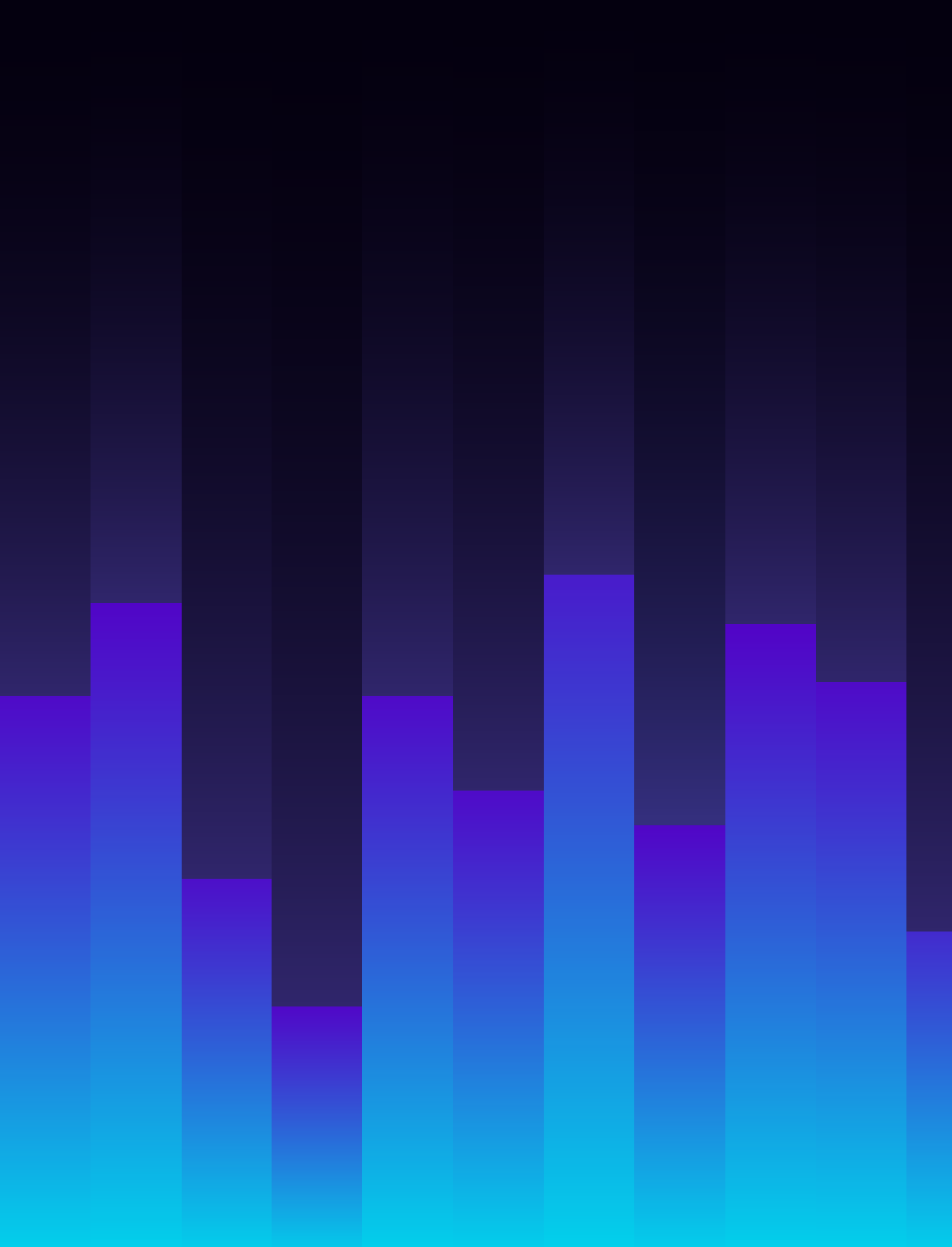
**DACIA AND CARRÉ NOIR**

To support the launch of the new Dacia brand, Carré Noir developed a social video showcasing the creation of the company's new logo. The refreshed brand has contributed to Dacia charting a major uptick in sales, one of the only major car manufacturers in Europe to do so. One judge called the video concept "dynamic and memorable."

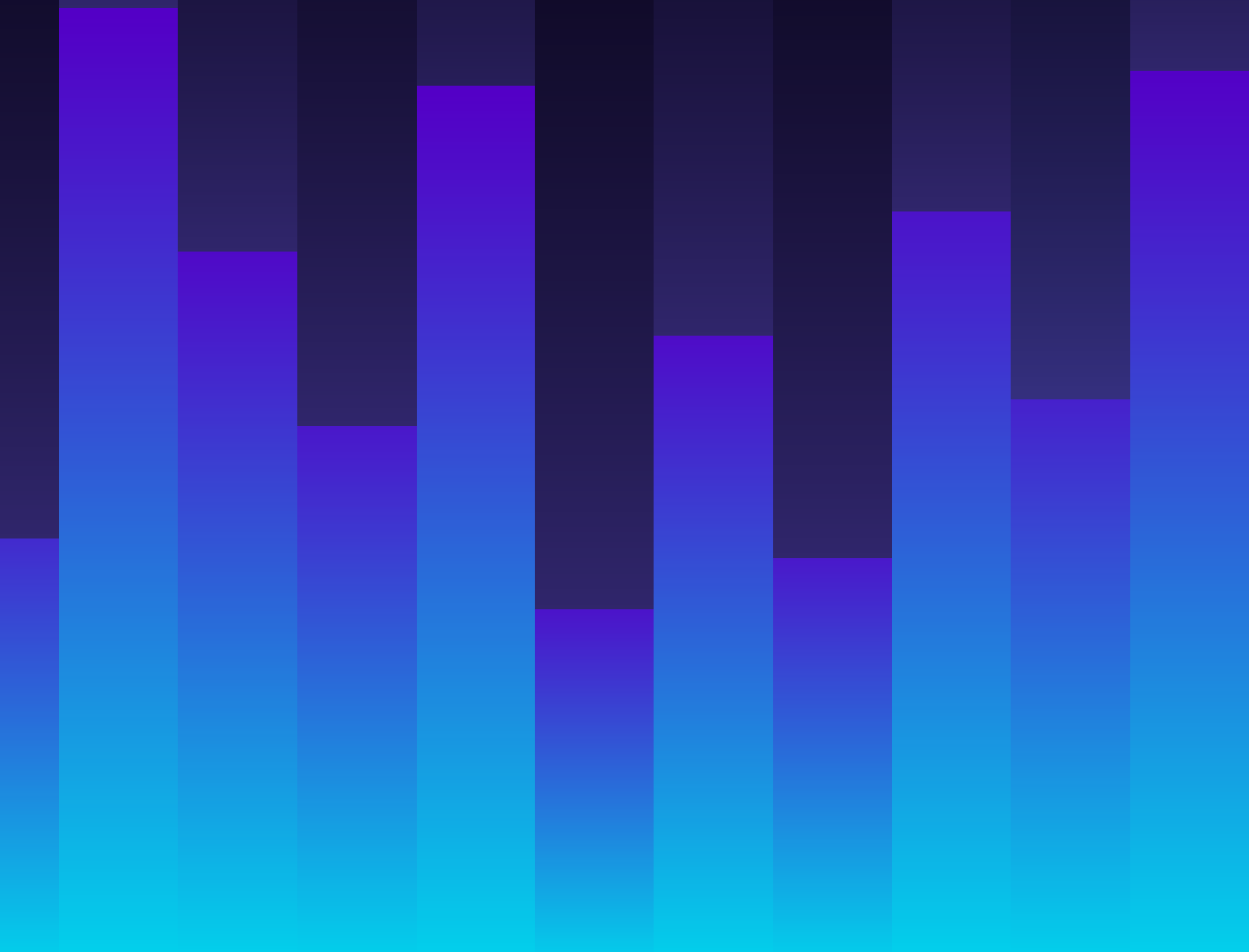
**HIGHLY COMMENDED  
DUPONT MOBILITY & MATERIALS  
AND BRIGHT SPACE**

To connect DuPont Mobility & Materials with the products people use every day, Bright Space developed a social campaign to highlight the company's innovative design strategy.





# PROCESS





### NATIONAL GRID PLC AND WPA PINFOLD

After acquiring Western Power Distribution, National Grid worked with WPA Pinfold on a rebrand campaign that would focus on residents across the UK, but particularly in the Western Power home regions of the South West, Wales and Midlands. The customer-focused communications helped ease the transition to the National Grid brand, informing people of the change and reassuring them of the National Grid's commitment to power distribution.

The multichannel campaign resulted in 87% of the target audience recognising the advertising and understanding the transition to National Grid. Judges thought this comprehensive external communications campaign was strategically sound and was wise to be anchored in a simple design system and consistent use of language, all of which led to a successful brand transformation.



**BRONZE**

**CANADA LIFE AND OPINIUM**

Canada Life worked with Opinium on a robustly researched brand campaign that focused heavily on the needs of the target audience, to great effect. Designed to ensure a better understanding of the brand and its purpose, the communications “really showed they cared,” according to one judge.



### Remember why you do this

It's the impact you can have – big or small  
Put people first, always  
Trust and respect everyone you work with  
Be courageously curious  
Then share what you learn with all of us  
Step forward, try new things, push for better  
Sometimes things don't go as planned  
– don't worry, learn from it  
Focus your energy on what's important, prioritize  
Deliver exceptional  
By doing what you say you will  
It's what customers say that counts  
It's what patients need that matters  
You will transform their lives. Believe it

CLARIO.

#### CLARIO AND BRANDPIE

Clinical trial company Clario was formed from the merger of ERT and Bioclinica, a move which brought together 6,000 employees under a single umbrella.

To successfully combine the two companies and bring employees along on the journey, Brandpie had to deliver a brand supported by effective internal communications. A four-part launch strategy was developed with the goal of helping staff understand the changes affecting their business.

The results were felt internally as well as financially, with the company ranking as one of the top 10 workplaces in 2022 and improving its net revenue in the process. Judges called this a “great employee engagement plan and comprehensive collaboration strategy that has directly informed brand decisions. This is a huge challenge across a large organisation.”



SILVER

**ROYAL ENTOMOLOGICAL SOCIETY  
AND THREEROOMS**

The Royal Entomological Society's passionate global membership was engaged throughout the rebrand process, enabling it to inform the brand strategy and visual identity design. Threerooms supported the launch of the brand with considered communications designed with inclusivity in mind. Judges praised the collaborative approach and feedback mechanisms built into the process.




# Transformative brands, made extraordinary by design.

We are a global brand transformation company,  
here to make a positive difference: to our clients,  
our people and the world around us.

## Say hello

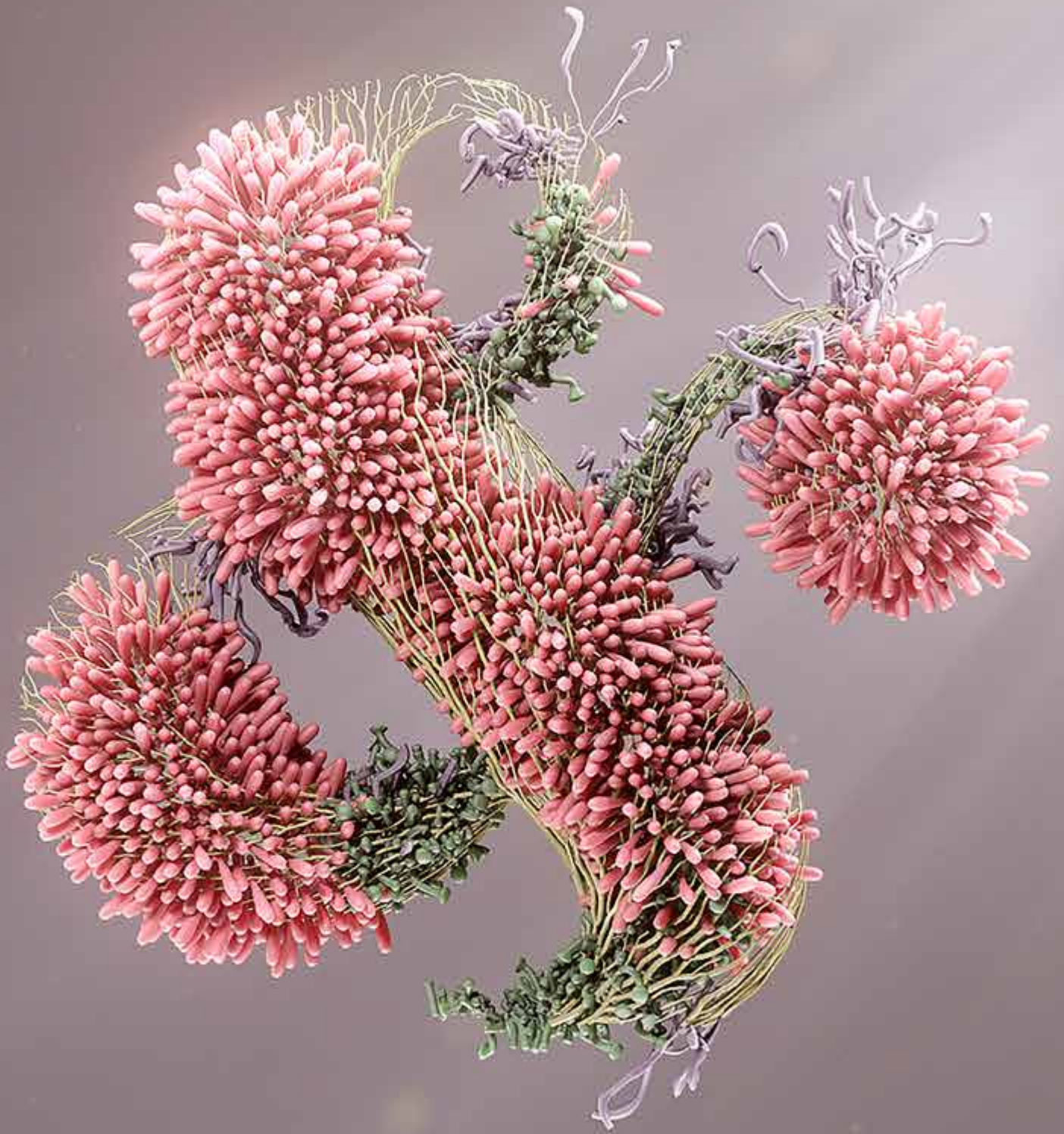
[london@landorandfitch.com](mailto:london@landorandfitch.com)

 @Landor & Fitch

 @landor\_fitch

 @LANDOR\_FITCH

 @LANDORFITCH





#### CARNE GROUP AND CLOUT

Transforming a brand from a staid, uninspiring and disjointed combination of images, colours and messages into one that is elegantly linked through a single visual device requires a big leap of faith. Carne Group and Clout's focus on 'unity through simplicity' was indeed that, and it paid off in terms of the brand's effectiveness and reach among its target audience.

The primary device of a single straight line helped unify the visual identity, leading to clean physical environments, well-crafted print assets and a simple, understandable website. The impact this has had on the business can't be understated. Carne Group charted zero incoming leads from its website in the four months prior to the rebrand. In the four months after, it saw 40 quality leads come through.





SILVER

**VODAFONE GROUP AND SUPERUNION**

To enable Vodafone's communicators to amp up the energy in their communications, the company worked with Superunion on a 'speech mark generator' tool. The digital creator enables employees to generate branded communications using the group's iconic speech mark device. "A great, bold use of its distinctive brand asset," said one judge. Another said, "This truly is an innovative piece of brand implementation."

BRONZE

**HONOR AND WMH&I**

Huawei sister brand Honor worked with WMH&I on an aspirational new visual identity that could be more easily implemented across the brand's touchpoints. The resulting brand world is cleaner, more elegant and more in keeping with a modern design ethos. Judges liked the "elegant simplicity" of this brand evolution.



#### THE CARBON TRUST AND DUSTED

Using a neon arrow device to indicate the forward motion needed to reach net zero, The Carbon Trust implemented a new brand across web and physical touchpoints. The arrow acts as a clever unifier across the organisation's communications and seamlessly guides users through the online navigation. Judges praised Dusted's development of the "strong brand identity."

#### HIGHLY COMMENDED

##### ABB ASEA BROWN BOVERI LTD AND ADMIND BRANDING & COMMUNICATIONS

ABB worked with Admind to create a template strategy for use across its brand. This has helped provide consistency across the company's global communications.

#### HIGHLY COMMENDED

##### WPP UNITE AND LANDOR & FITCH

Landor & Fitch crafted the WPP Unite flag in support of the company's LGBTQ+ community. The symbol is versatile in its application and at once ownable and easily connected to the wider Pride movement.



BRONZE

**MARS AND LANDOR & FITCH**

M&M's Berlin experience needed to marry the American candy's bold character with Berlin's unique architecture and sensibility. To achieve this, Landor & Fitch customised the space to suit both needs and created an art-fuelled home for the Mars brand in Germany's capital.

**HIGHLY COMMENDED**

**MONS MEDIUS EUROPE AND INNERPRIDE**

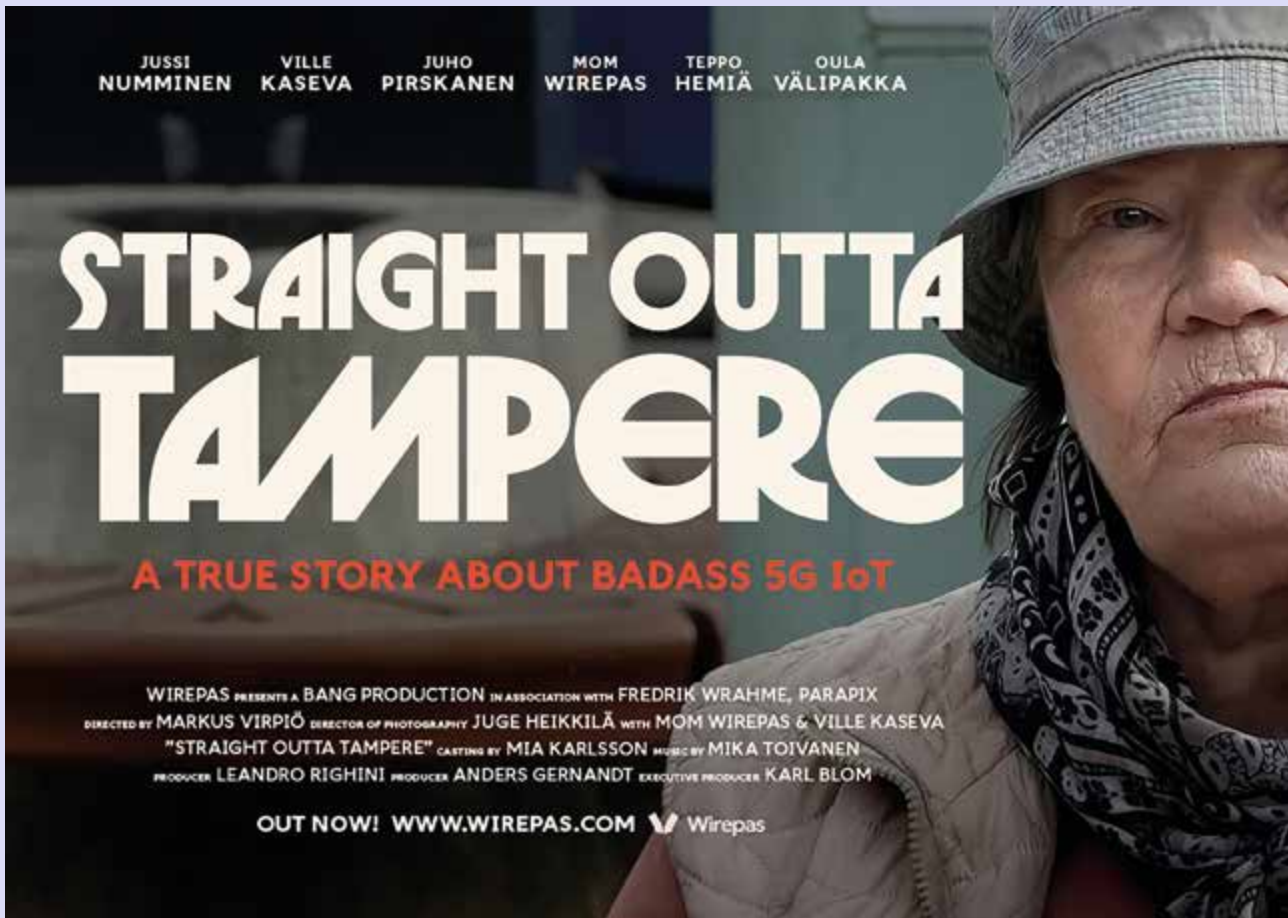
Manufacturing and printing brand Efigy worked with innerpride to streamline its brand architecture and clarify its brand positioning in the crowded European market.





# STRATEGY





#### WIREPAS AND BANG AGENCY.

Finland is a small country that weathers some of the world's harshest winters, making for a unique, quirky national character. Finnish IoT 5G brand Wirepas harnessed this spirit in its creative strategy. Instead of opting for the sleek, futuristic clichés common in its sector, it delivered a campaign focused on CTO Ville Kaseva's mother. Her no-nonsense Finnish personality lends the brand a distinctive humour and story through a series of brand films.

BANG Agency's strategy resonated with judges, who were taken with the emotion, humour and creativity in what could have been a dry sector. "I absolutely loved this brand launch. It was the best in the category. It's really strong strategically and creatively and will have huge international appeal," said one judge. Another added, "I loved this; lots of personality and style and it is boldly different."



SILVER

**BROOKFIELD AND DNCO**

Brookfield wanted to reaffirm Harwell's positioning as the physical centre for leadership in science and innovation in the UK. DNCO crafted a future-facing, modern brand that seamlessly speaks to the multiple sectors and companies occupying space in Harwell. Judges loved the apropos strategy and the simple, well-executed visual identity.

SILVER

**CARNE GROUP AND CLOUT**

To create a more unified brand, Carne Group and Clout stripped things back as far as possible, using the simplest visual device possible, a straight line. The creative was built through patterns of lines that create a futuristic, easy-to-understand brand world. "It's beautiful and expresses the digital offer well," said one judge. Another praised the "first class comprehensive brand implementation."

# Triad.



We love working with the **RS PRO Team** and we're incredibly proud of what we've been able to achieve together.



**Every successful campaign starts with a great creative idea** and RS PRO-BOT is no exception. A concept we first presented pro-actively has evolved to become the central brand ambassador that brings the RS PRO product range to life.

## What we do

We help organisations to communicate effectively; to launch, refresh, evolve or change. We combine outstanding creativity with cutting edge technical solutions to provide the emotional link to your audience and a positive impact on your business.

[Branding](#) | [Content Solutions](#) | [Digitalisation](#)

---

To see how Triad can help you with your next project please contact us.

[www.triad.uk.com](http://www.triad.uk.com)





BRONZE

**BRIGHTON & HOVE MUSEUMS AND BAXTER & BAILEY**

To unify the many sites under the Brighton & Hove Museums umbrella, Baxter & Bailey had to create a brand that was consistent, identifiable and flexible enough to represent the diversity of cultural attractions on offer. The result was colourful, dynamic, simple and eye-catching. It has enough space for each site's own individuality to shine, while still providing a sense of consistency across the brand's portfolio.

BRONZE

**ISPC CHILDLINE AND RICHARDSDEE**

RichardsDee developed a new creative strategy for ISPC Childline that transforms it from a crisis service focusing on trauma to an inclusive, supportive space. The change has effectively altered the perception of the brand. "I really loved how they were able to shift the visual identity to make things much more accessible to the audience. So worthwhile," said one judge.

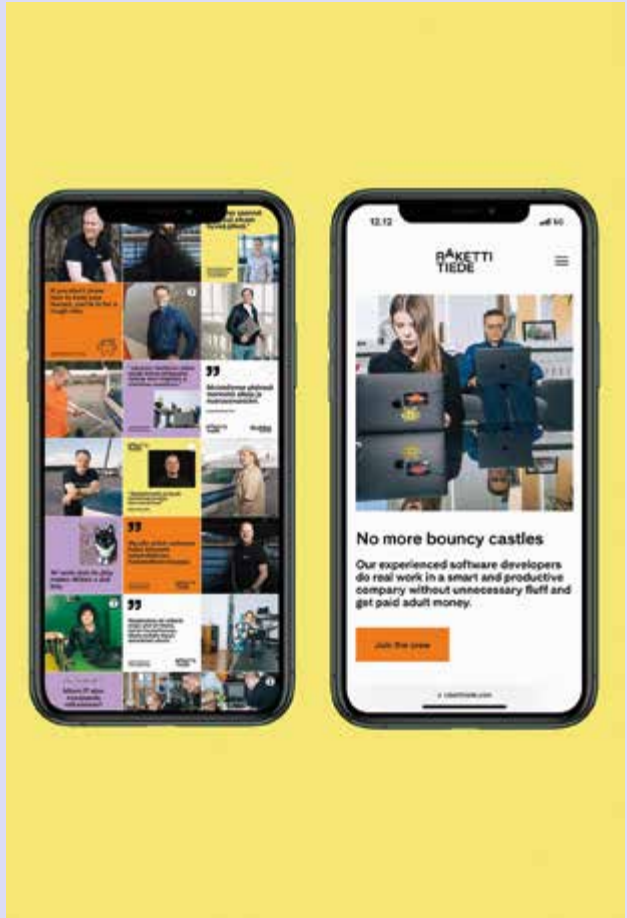
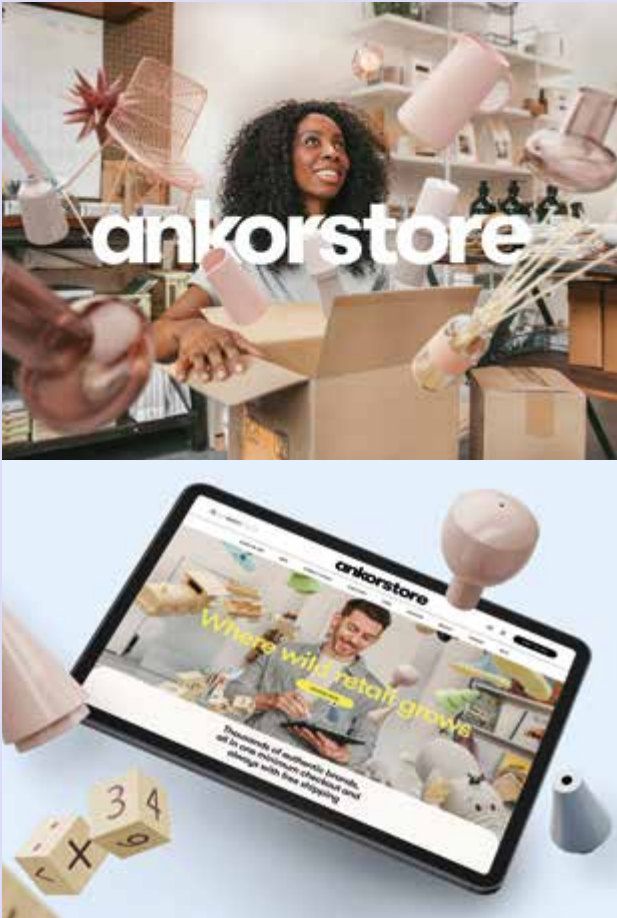
**HIGHLY COMMENDED KRAMP GROEP AND MREACTION**

Kramp Groep worked with mReaction to create a farming brand that puts farmers at its heart. The human touch has resonated well with the audience and with judges alike.

**HIGHLY COMMENDED STRIBE AND WHITE BEAR**

HR brand Stribe needed to make an impact in a busy category. It worked with White Bear on a cheerful, illustration-driven brand designed to connect with its target audience in a positive way.





**ANKORSTORE AND PENTAGRAM**

Online wholesale marketplace Ankorstore wanted to raise its profile among independent retailers while also paving the way for future brand development. With the pandemic spurring a burst in independent retail, there was no better time for Ankorstore to reimagine retail. Pentagram developed the brand strategy 'rewilding retail' as a way to capture the independent spirit and communicate the freedom available to brands within the platform itself.

The resulting brand system is robust, visually appealing and well anchored. "This is a strong idea that was beautifully translated," said one judge of the brand strategy. Others praised the repositioning, brand architecture and strategic evolution.

**RAKETTITIEDE AND ELLUN KANAT**

Software development and consulting company Rakettitiede worked with Ellun Kanat on a rebrand that would also elevate the company's employer brand. To do so, the brand would have to elevate the perception of software companies in Finland in general. Ellun Kanat used a high-end visual strategy to simplify the brand and empowering language to engage with potential employees.

The result is a visual identity far removed from the tropes of the software industry, a decision that follows through on the company's bold claim of being 'light years ahead' of the competition. "This was a big transformation from as retro as it gets to as modern as it gets," one judge said. "It suits the brand very well."



SILVER

**RENAULT WITH LANDOR & FITCH, PUBLICIS CONSEIL AND BLACK FOUNDRY**

Renault worked with Landor & Fitch, Publicis Conseil and Black Foundry on a rebrand that would set the standard for the new age of branding in the European automotive industry. Embracing the technological future of the once manufacturing-focused sector, the new strategy is transformative and compelling.

BRONZE

**WIREFAS AND BANG AGENCY.**

Wirepas' brand evolution is distinctly Finnish and undeniably distinctive in the tech sector. BANG Agency harnessed the power of personality in delivering a brand that avoided the coldness common of the sector. Judges loved the storytelling, tone of voice, unique imagery and engaging visual style.

**HIGHLY COMMENDED  
GETABSTRACT**

getAbstract crafted an ownable visual identity to better reflect its positioning at the heart of the nonfiction knowledge industry.

**HIGHLY COMMENDED  
TRUE AND FRIENDLY GIANTS**

Private equity company True worked with Friendly Giants on a new brand strategy that put people back at the core of the business and its visual identity.



### STARBUCKS® EMEA READY-TO-DRINK AND LANDOR & FITCH

For years, Starbucks® had effectively owned the chilled coffee category, one which its ready-to-drink Frappuccinos practically invented in the mid-1990s. But, with the influx of competition from large companies and upstarts alike, it had to shift its approach in order to retain its category-leading position.

Instead of focusing on the product itself, Landor & Fitch instead harnessed the moments in which the coffees would be consumed. This lifestyle touch freed the brand from category-defining design and allowed for a more distinctive look and fun-infused communications. Judges praised the bold, dynamic illustration style which came to life on social media and on-screen advertising. The design system also embraces new products with ease, without conforming to the impinging visual cues rife across the category.



SILVER

**WOODS HEALTH AND THE PULL AGENCY**

Healthcare supplements brand Woods Health had a strong uptake among older consumers accustomed to its classic mail-order model. But, to attract new consumers it had to build trust and authority anew. The Pull Agency used a flock of friendly birds to inspire the visual identity and evolve the brand's communications. "A really strong and dramatic update," praised one judge.

BRONZE

**BELVOIR FARM AND B&B STUDIO**

Belvoir Farm worked with B&B Studio on a subtle brand evolution that deployed the 'crafted by nature' strapline across the company's product range. The update retains the company's ties to its roots – literal and figurative – while remaining fresh and identifiable for consumers, of particular value as the non-alcoholic category becomes increasingly competitive.





**EASYFUNDRAISING AND THAT THING**

Donations platform easyfundraising wanted to integrate the act of giving into everyday life. To do so, it worked with That Thing on a brand update that would shift from a shopping focus to a giving focus. The new approach makes it easier for donors to connect emotionally with their causes. One judge called this “an exciting repositioning that brings a new life to the brand.”

**PEPSI LIPTON AND DESIGN BRIDGE**

With a difficult line to tread between soft drinks and traditional teas, Pepsi Lipton focused its brand update on an energetic, refreshing experience. Design Bridge captured this ethos in the sunny, effervescent visuals and tone of voice. Judges liked the way the transformation spoke to Lipton’s heritage while still allowing it to evolve naturally.

**HIGHLY COMMENDED  
FRONERI INTERNATIONAL LIMITED  
AND SPRINGETTS**

Springetts successfully created a bold new visual world for the forgotten ice cream brand Extrême by producing enticing photography.



GOLD

**RENAULT WITH LANDOR & FITCH,  
PUBLICIS CONSEIL AND BLACK FOUNDRY**

The automobile industry is changing rapidly around the world. Car manufacturers are no longer just that, but technology leaders in their own right. To bring their brands along with this change in purpose, they have to reconsider their roles in people's lives. Renault worked with Landor & Fitch, Publicis Conseil and Black Foundry to do just that.

It reexamined its positioning and visual identity without reservation, allowing for only the most necessary and iconic elements of the brand to remain. The result is a future-focused, straightforward design that encapsulate's Renault's 'Passion for life.' One judge said, "This is a very nice evolution from the old to the new brand. It feels modern and premium. It was well-handled and ensured they didn't lose the brand's heritage and goodwill."



Getting anything made  
is an achievement.

Getting great work  
made is a miracle.

Congratulations to everyone  
who's managed either this year.

**If you want to keep pushing  
to make the work great,  
come make some with us.**

Explore



**Interbrand**



SILVER

**KERRY AND RICHARDSDEE**

To promote Kerry as a masterbrand, RichardsDee focused on the brand values of nutrition and taste. These anchors enabled Kerry to tell a strong story about itself as a food and beverage brand, a shift which has inspired consumers and employees alike. Judges called this a “great evolution” and praised the storytelling approach and design strategy.

SILVER

**TOPSOE AND INTERBRAND**

Danish chemical engineering company Topsoe used its brand evolution as a way to poke its proverbial head out of the soil. It worked with Interbrand to create a brand that focuses on decarbonisation in the agricultural sector and delivers ownable imagery and design elements. “I love the new identity!” said one judge. “This was better than expected.” Another praised the “modernised, simpler approach to the design system.”



**LA POSTE GROUP AND CARRÉ NOIR**

To remain relevant and inspiring to a modern French audience, La Poste Group had to rethink its positioning at the heart of France’s logistics landscape. It worked with Carré Noir on a brand strategy that would encapsulate this role and focus on the future of the heritage brand, rather than harking back to its past.

**ST. JAMES’S PLACE AND LANDOR & FITCH**

Wealth management brand St James’s Place was well known, but failed to inspire a modern audience. Landor & Fitch developed a brand weaving the company into the fabric of modern life. Human imagery is complemented by a proud, authoritative design style. The result is a fresh take on branding in the financial services sector.

**HIGHLY COMMENDED  
DEUTSCHE TELEKOM AND METADESIGN**

Deutsche Telekom worked with MetaDesign to reposition its iconic T brand, simplify its architecture and position itself at the heart of the modern, digital world.

**HIGHLY COMMENDED  
SANOFI AND FUTUREBRAND PARIS**

FutureBrand Paris’ work for Sanofi creates a contemporary brand expression that inspires warmth and engagement. The new, clean design system was praised by judges for its simplicity and use of colour.



GOLD

**FLAVOUR HEAD AND MISSOURI CREATIVE**

The tea category is overrun with brands focusing on ingredients, tradition and heritage. But there was no major player using flavour as a key point of differentiation. To change that, Flavour Head worked with Missouri Creative on a new brand strategy harnessing the distinctive flavours of its tea range. Visually, this is expressed through bold, eye-catching graphics and a see-through pack that complements the brand messaging.

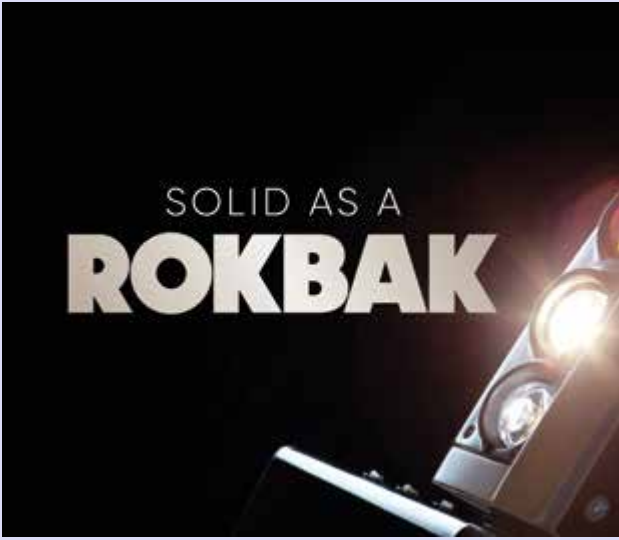
Judges found the resulting brand to be unexpectedly delightful. “It feels modern and hip and hits the right audience,” said one judge. Another said, “In a declining category, they thought of smart ways in which to cut through the noise and make tea something that is exciting to drink and engage with.”

GOLD

**WIREPAS AND BANG AGENCY.**

Branding in the tech sector is often sterile and impersonal. It also sees companies make bold statements without actually telling the story about what they do or who they are. Finnish IoT 5G brand Wirepas wanted to do things differently. It worked with BANG Agency to harness its personality and set the standard for a distinctly Finnish, characteristically quirky technology brand.

The brand communications are centred on CTO Ville Kaseva’s mother, who lends her no-nonsense pride to a series of videos. Wirepas’ bold strategy was a brave move that resonated with its audience and judges alike. One judge said, “Genius. Hilarious. No one could deliver this brand better than Ville’s mom.” Another said, “This was a memorable and engaging creative strategy that will build long-term brand equity.”



SILVER

**ROKBAK AND STUDIOLR**

Following an acquisition by Volvo, heavy-duty haulier vehicle manufacturer Rokbak was born. StudioLR launched the 'solid as a Rokbak' brand strategy designed to hero the hauliers themselves. "Such a brand force to be reckoned with," said one judge. "Everything about it fits perfectly with this huge dumper truck!"

BRONZE

**BROOKFIELD AND DNCO**

To put Brookfield on the map as an advanced research cluster, DNCO created the ARC brand with science and innovation in mind. Judges said, "They made the world of science much more engaging and they really thought through each element of the brand identity." Another said, "There are strong foundations to this brand which created an impactful, memorable identity."





**BRONZE**

**JAMU WILD WATER AND THE COLLABORATORS**

Harnessing both sustainable, outdoor lifestyle visual cues and social media friendly brand icons, Jamu Wild Water has set the new standard for sustainable sparkling water. The Collaborators broke free from industry norms to craft a brand that is distinctive, story-driven and visually impactful.

**HIGHLY COMMENDED VIECURE AND DRAGON ROUGE**

Viezure worked with Dragon Rouge on a brand driven by passion and the desire to improve cancer research and technology.





**TWISTER ICE-CREAM WALL'S AND 1HQ BRAND AGENCY NETHERLANDS**

Fantastic beasts are not only sure to capture children’s imaginations, but are experiencing a cultural moment of their own with the proliferation of fantasy entertainment across all demographics. Tapping into this phenomenon has allowed Wall’s and 1HQ Brand Agency to successfully launch the new Mythicools sub-brand of its Twister ice cream product in the Netherlands.

As the range specifically focuses on children, brand experiences are built into the product, like an AR-enabled pack design that links seamlessly to a digital game. And judges, despite being older than the target demographic, loved it too. “What’s not to like?” one asked. “The packaging is beautifully crafted and sits well within the range.” Another said, “Twister hits the mark while being aligned to its main brand but also standing out. It makes me want one.”



SILVER

**T&R THEAKSTON LTD AND WPA PINFOLD**

To support the launch of its new Summit Ale, T&R Theakston worked with WPA Pinfold on a brand that would reinvigorate the staid cask ale category. A fresher, brighter visual identity was deployed to capitalise on young consumers' preferences. "The standard Theakston branding is really dark and old school, and the new style definitely brings a freshness to it," said one judge.

BRONZE

**EDESK AND DUSTED**

E-commerce brand eDesk worked with Dusted to unify its disjointed portfolio behind the transformed eDesk brand. The result is clean, colourful and vibrant. "It feels well-considered," one judge said. "It has a strong colour system and is very distinctive. I like how the parts come together and I feel it would be great to use as a consumer."



**SPRINGER NATURE GROUP AND DESIGNHOUSE**

Springer Nature Group's StorySource campaign uses a collage style to communicate across a range of scientific topics. The fun, natural-history approach to the sub-brand allows for use across multiple media and puts science at the heart of the brand. Judges said of the Designhouse work, "It's playful, creative and has lots of personality. It makes art out of facts. Springer Nature looks and feels good!"

**HIGHLY COMMENDED  
DOLE PACKAGED FOODS, LLC AND 1HQ  
BRAND AGENCY NETHERLANDS**

Dole's Wiggles brand was developed by 1HQ to inspire kids to embrace a healthy snack all while imbuing the category with a healthy dose of fun.

**HIGHLY COMMENDED  
R<sup>2</sup> FACTORY AND PENTAGRAM**

Rolls-Royce's R<sup>2</sup> Factory brand was developed by Pentagram to emphasise design, innovation and forward-thinking creativity.



# SKWEEK

## GOLD

**FEDCOM AND INTERBRAND**

European basketball needed to make a cultural impact across a wide swath of demographics while still remaining true to the spirit of the sport. But, words typically associated with basketball were already in use by brands while slang terms were not well-suited to the European audience. Interbrand's slam dunk choice of Skweek was inspired by the sounds of the game itself.

And the name proved inspiring to the brand's design strategy. It inspired a motion-driven visual identity, an array of sounds and a clear, ownable broadcast identity. The result is a cohesive, contemporary and utterly distinctive league name. "Skweek is simply perfect," said one judge. "It makes all the sense in the world. It's cool, catchy and resonated with everything. It also looks brilliant. Well done!"



**AMBIO AND LIMBER BRANDS**

Building smart tech brand Ambio had to be differentiated from parent company Patrizia while standing out from the busy, disjointed building services landscape. Limber Brands combined the ‘amb’ from ‘ambient’ and the tech-focused ‘io’ suffix to great effect. One judge said, “Ambio is a good example of simple done well. It’s familiar, easy to understand, has a lovely and working colour palette with lots of options and potential.”

**BANQUE DES TERRITOIRES AND VEHIPOSTE AND NOMEN**

To create a brand for low-emissions commercial vehicles, Vehiposte and Banque des Territoires worked with Nomen on a name that would express mobility, electricity and future-facing modernity. Movivolt was a “pleasing,” “clean” result that judges thought had personality and could deliver effectively on the brand’s strategy.





BEST NAMING STRATEGY (NEW NAME)

BRONZE

**CERTAS ENERGY AND NUCLEUS**

Off-grid energy provider Certas Energy worked with Nucleus to launch the new brand for its air source heat pumps, Evolo. Designed to communicate the 'evolution of energy' toward a sustainable future, Evolo is evocative of its purpose. Judges thought the name was well-suited to the brand and catchy enough to engage with its target audience.

BRONZE

**PLUCKY AND START DESIGN**

Digital sweepstakes brand Plucky wanted to capture the imaginations of people familiar with the format but outside of the existing world of online gambling. It worked with Start Design to enable people to 'feel lucky, get Plucky.' Judges thought the tongue-in-cheek nature of the brand was successful, brave and catchy.

**HIGHLY COMMENDED MAHINDRA AND DUSTED**

Mahindra worked with Dusted to create Born Electric, an EV range within the Mahindra umbrella. Shortened to BE, the name has great potential to support the new brand world.

**HIGHLY COMMENDED MAKI PEOPLE AND NOMEN**

Nomen crafted the name for HR and recruitment brand Maki People, designed to be human, friendly and expressive in an often process-driven landscape.



### ROYAL DOCKS AND DNCO

The Royal Docks is the focus of massive investment, development and political change within the city of London. To usher in this new era, the street on which London's city hall would sit needed a new name. The Royal Docks Team worked with DNCO to craft a name that was at once reflective of the city's heritage, London's diverse global culture and the local area's distinctive past.

The result is Kamal Chunchie Way, a street named after a Sri Lankan immigrant who came to London and became a race relations pioneer, supporting the local seafaring community in the Royal Docks. The name was put to a public vote before being adopted. "I loved how the renaming was rooted in the local area," said one judge. Another said, "It's hard to fault the process," citing the "interesting and thoughtful" approach to the rename's historical context and public input mechanism.



SILVER

**AERIA APARTMENTS AND CURIOUS**

To emphasise the concept of being truly local and delivering a home-from-home experience in the heart of London, Curious created the name Aeria Apartments for serviced apartments company QIG. The name lends a sense of belonging and intrigue to the property. Judges thought this was an excellent evolution that introduced a premium feel and clever play on words to the brand.

BRONZE

**REFECTORY (FORMERLY DEJBOX) AND NOMEN**

Food delivery company Refectory worked with Nomen on a naming strategy that connected food culture with a sense of urban cool. The new name impressed judges with its international appeal and ownable style. One said, “There was a clear strategy in place for this transition. The name works better and there’s nice brand work.”

# CARE

**Care to dare?** Let's talk.

We push and transcend boundaries to transform the unexpected. We are a creative and technology studio with 25 years of experience and a spectrum of clients, from Formula 1 to kennek. Interstate, the catalysts for change.

**Ideas that matter for those who dare.**

**INTER/STATE**

[interstateteam.com](http://interstateteam.com) / [@interstateteam](https://twitter.com/interstateteam)



## BRONZE

**RENAULT GROUP AND NOMEN**

Within Renault Group, a made-to-measure vehicle conversion brand was born with the support of Nomen. Qstomize unites the company's high-value tailored solutions with an innovative, distinctive feel. Judges thought both the unique spelling and the name itself led to a memorable, evocative and understandable brand.

**HIGHLY COMMENDED****KENNEK AND INTERSTATE CREATIVE PARTNERS**

kennek collaborated with Interstate Creative Partners to move away from product-focused name LendX and to create a brand that could be inspiring and representative of the company's ambitious purpose to transform lending.

**HIGHLY COMMENDED****YOUDGE AND NOMEN**

Fintech brand Youdge worked with Nomen on a naming strategy that could facilitate the company's expansion into international markets.





#### **BENE BONO AND JOOSNABHAN**

Consumers have embraced companies focusing on reducing food waste, particularly with regards to ‘wonky’ or ‘odd’ fruits and vegetables. But for Bene Bono, the negative connotations associated with these commonly used words was uninspiring. Instead, it wanted to create a positive impression on consumers, inspiring them to do good while eating good.

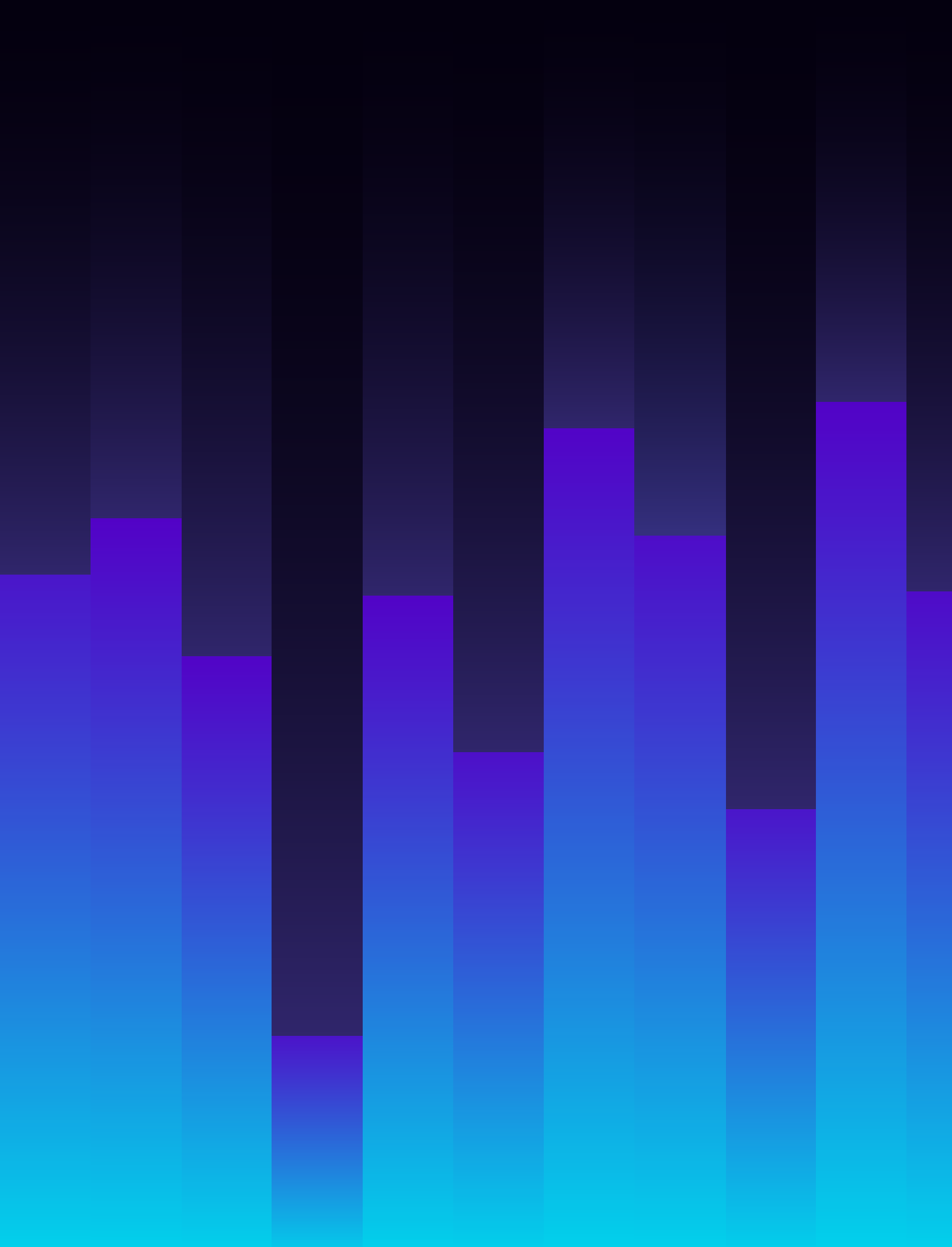
JoosNabhan crafted the new name Bene Bono, then deployed the Latin root across a range of brand communications that puts the good back in good food. Judges thought the upbeat, alliterative naming system was a strong move for the brand, with one pointing out the benefits the company will likely see as a positive player amid competitors focusing on waste, rather than goodness.



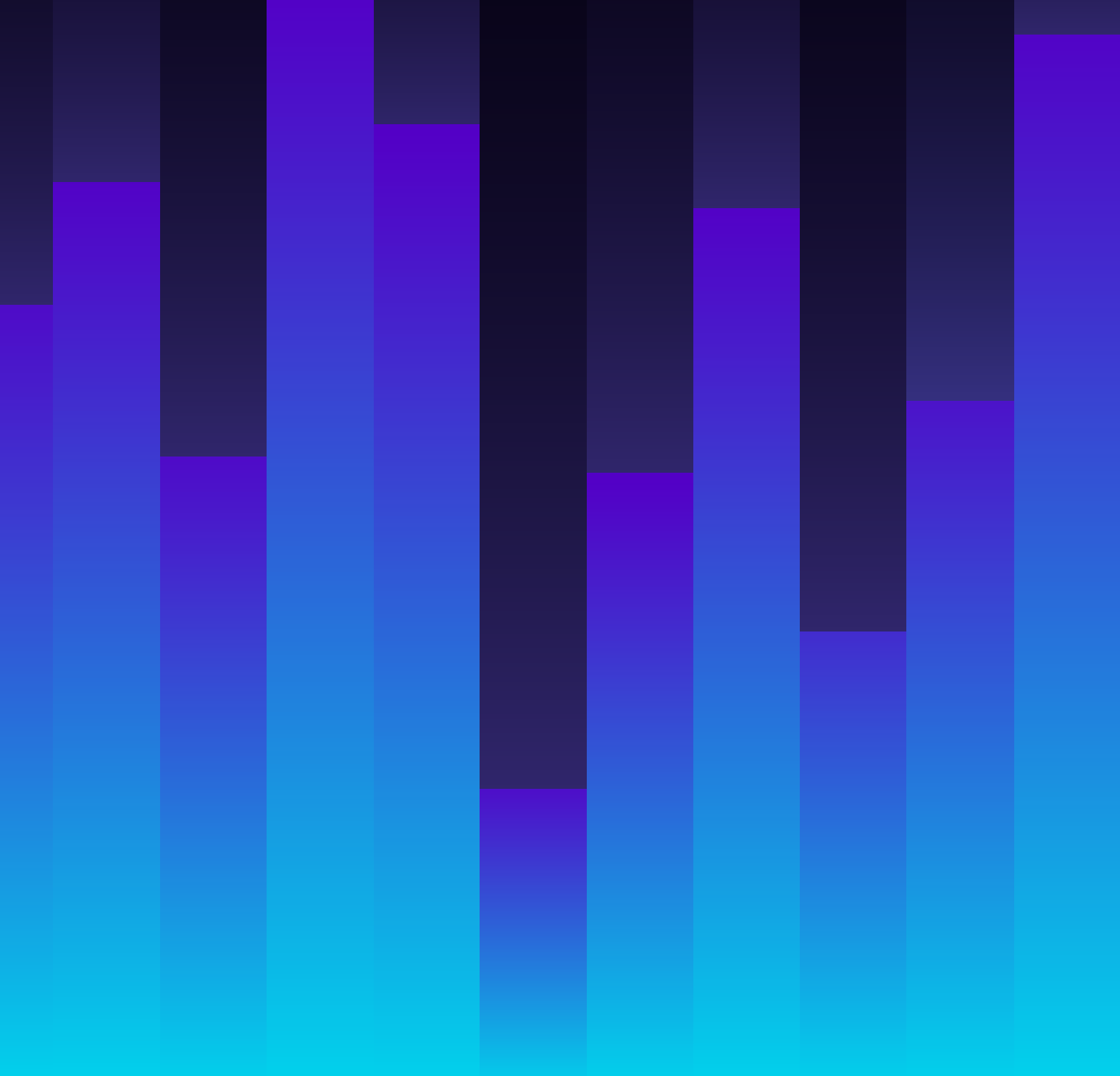
SILVER

#### CARETTA AND INNERPRIDE

Roofing and fencing brand Caretta worked with innerpride on a comprehensive naming system that brought clarity, reason and emotion to its product names. Instead of industry norms and meaningless words for products, it introduced a sense of sophistication that allows for greater resonance and connection with customers. Judges praised the strategic thought and considered approach to the brand positioning.



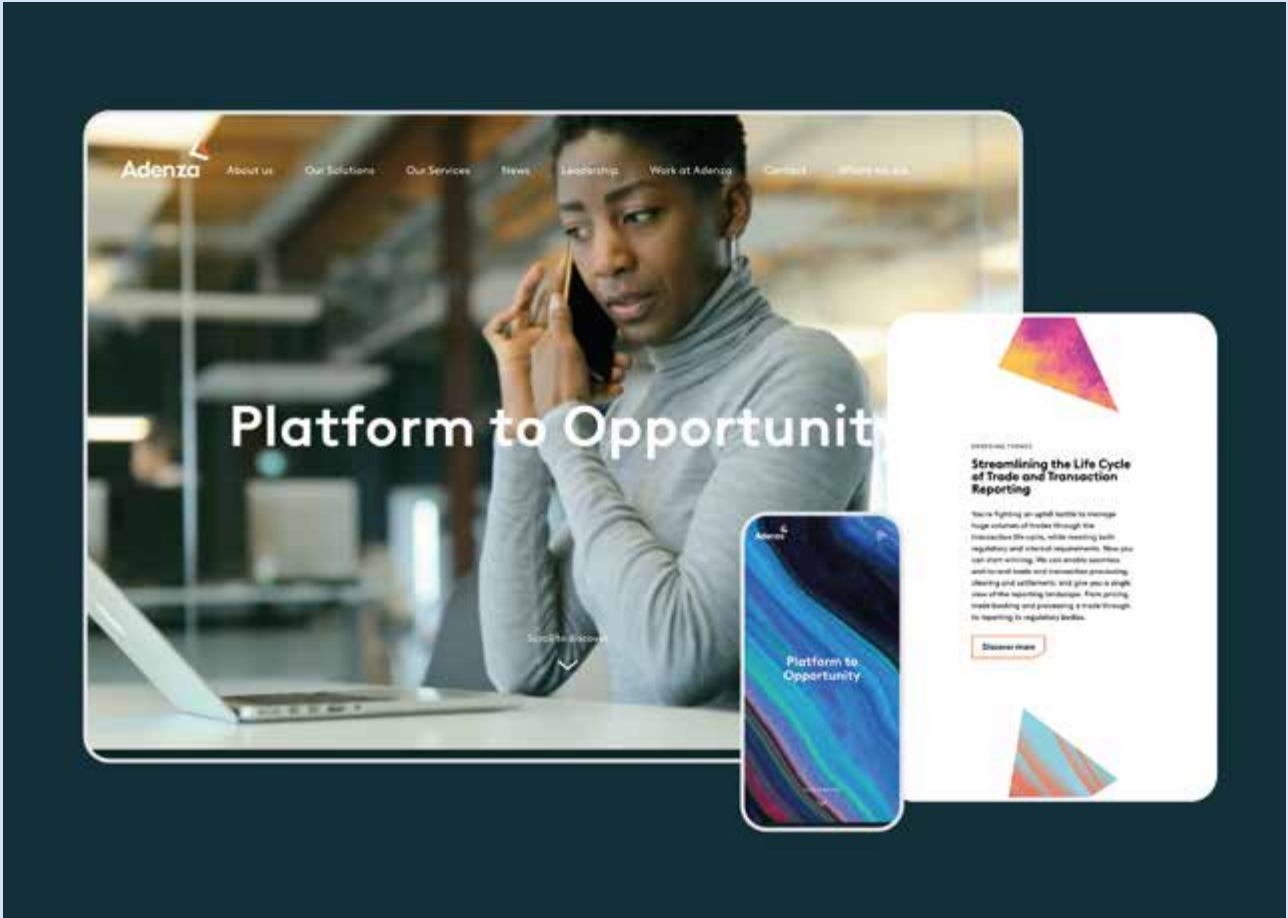
# TYPE



**ADENZA AND EMPEROR**

To finalise the merger between fintech brands Axiom and Calypso, Emperor needed to work quickly to capitalise on the news of the merger and the launch of Adenza as the new brand name. To do so, it focused the brand around the concept of being a ‘platform to opportunity.’ Adenza would provide clarity in a complex sector through clear communications and excellent service.

The brand also had to meet the needs of both organisations and their existing clients. The resulting visual identity uses a triangle graphic device and a flowing visual motif to express motion, authority and opportunity. One judge called it “a great transformation overall. Such a step forward from the previous brands.”







SILVER

**ATRUVIA AND VIM GROUP**

The digitisation partner for hundreds of banks, Atruvia worked with Vim Group to champion the power of connection. Its new brand expresses innovation, partnership and security both visually and through the positioning, 'We connect. For one another.' Judges praised the "clear strategy that has delivered on customer engagement and impact."

SILVER

**B&R A MEMBER OF THE ABB GROUP AND ADMIND BRANDING & COMMUNICATIONS**

To integrate B&R into its corporate structure, ABB Group worked with Admind Branding & Communications on a clean, professional look that is at once distinctive and aligned to the wider ABB brand. "What a transformation," said one judge. Another said the "Evolution of the brand was particularly impressive."



BRONZE

**INDIGO AND RICHARDSDEE**

After a merger of telecoms brands Indigo Telecom Group and 4site, RichardsDee developed a new brand strategy focusing on the future of the tech and telecoms industry. Indigo was built around the opportunities of tomorrow, a future-facing strategy that was complemented with sleek, modern branding and a dynamic visual identity.

BRONZE

**NATIONAL GRID PLC AND WPA PINFOLD**

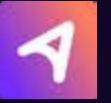
After acquiring Western Power Distribution, National Grid worked with WPA Pinfold to embed the National Grid brand among the South West's consumer base. The campaign was a success, reaching a wide audience and introducing the benefits of the National Grid's infrastructure to a new region.



**HIGHLY COMMENDED  
CLARIO AND BRANDPIE**

Clinical trial management company Clario worked with Brandpie to develop a modern rebrand after the merger of ERT and Bioclinica.

purpose  
powers  
progress





**GOLD**

**CARNE GROUP AND CLOUT**

Carne Group needed to change in order to remain relevant in a challenging financial services landscape. Instead of focusing on the vague and misunderstood 'fund management solutions' positioning, Carne Group highlighted its role as a tech-enabled, digital partner for investment fund managers. This allowed it to more capably communicate its suite of products and services with customers and achieve greater impact on its primary brand touchpoint: its website.

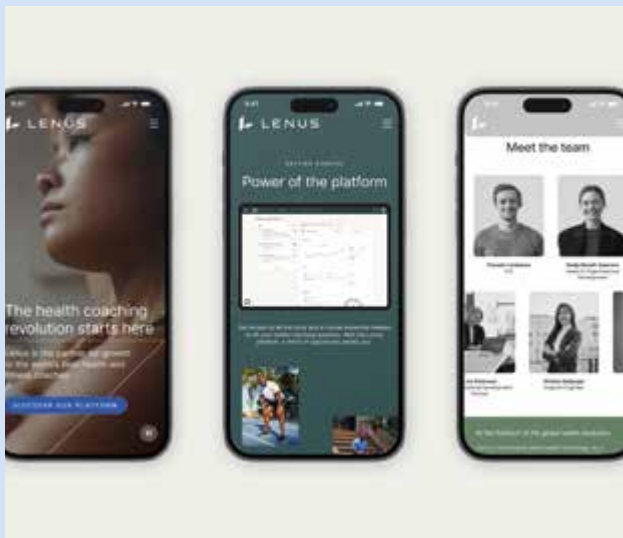
Clout redesigned the brand using a straight line device to create a series of brand patterns and icons. This ownable and distinctive approach reduced complexity and confusion while amping up Carne Group's authority and confidence. "Excellently repositioned," said one judge. "This has simplified the brand's universe into digestible chunks. The main message is clear and the graphic language is full of ideas."

**GOLD**

**GAK (THE GUITAR, AMP & KEYBOARD CENTRE) AND THE PULL AGENCY**

GAK (The Guitar, Amp & Keyboard Centre) in Brighton has grown primarily as an online business. It has also recognised a diversifying audience base comprised of both older, long-term musicians and those who have taken up instruments during the Covid-19 lockdowns and need guidance, inspiration and information. To better serve its customers needs and more solidly position itself in Britain's music landscape, it worked with The Pull Agency to create a brand focused on helping people 'find their sound.'

The central visual asset is a kaleidoscope-inspired collage device that can flex across genres and settings to communicate the brand's positioning more clearly. The result is timeless, classic and excitingly contemporary. Judges loved this shift, with one saying, "This is an impressive rebrand with a lot of passion and creativity going into it. It's really hard to cater to the whole of the music industry, but I think they nailed it!"



SILVER

**LENUS AND PENTAGRAM**

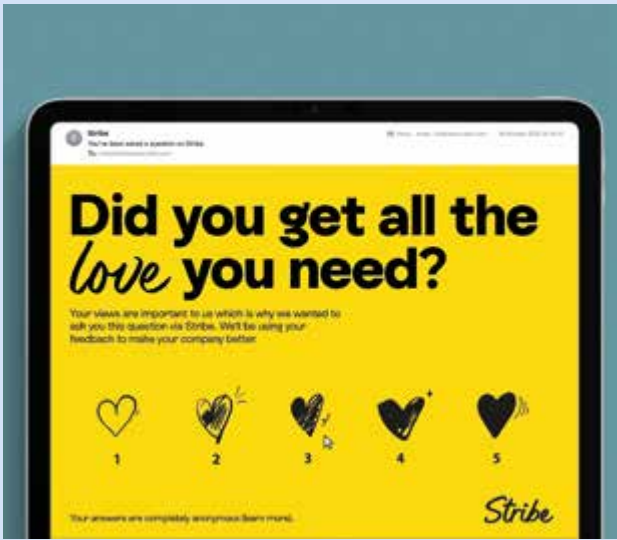
Providing admin support for fitness instructors and trainers, Lenus shifted its focus to provide holistic coaching and lifestyle support for its primary audience. The new visual identity by Pentagram marries a rich colour palette with aspirational lifestyle imagery to great effect. “This is a phenomenal rebrand with a good strategy and narrative and a well-crafted branding system,” said one judge.

BRONZE

**NEST BANK AND DRAGON ROUGE WARSAW**

Transforming from a high street brand to a digital one, Nest Bank worked with Dragon Rouge Warsaw to better cater to the needs of small and micro-businesses across Poland. Judges thought the youth-oriented visual style was a solid strategy for this demographic. One judge said, “The great use of illustration makes banking look enjoyable. It has a distinct personality and looks easy to engage with digitally.”





#### STRIBE AND WHITE BEAR

Instead of trying to compete with more established employee sentiment players, Stribe wanted to put the human back in human resources. It worked with White Bear on a brand that champions employees, their needs and feelings while communicating the value of this to HR directors. "This is a fun and engaging rebrand that has been brave and innovative in its use of great abstract illustrations and a friendly and approachable tone of voice," said one judge.

#### HIGHLY COMMENDED SAGA AND SOMEONE

Travel company Saga worked with Someone to redefine travel for the over-50s demographic, focusing on destination, lifestyle and value, rather than on age itself.

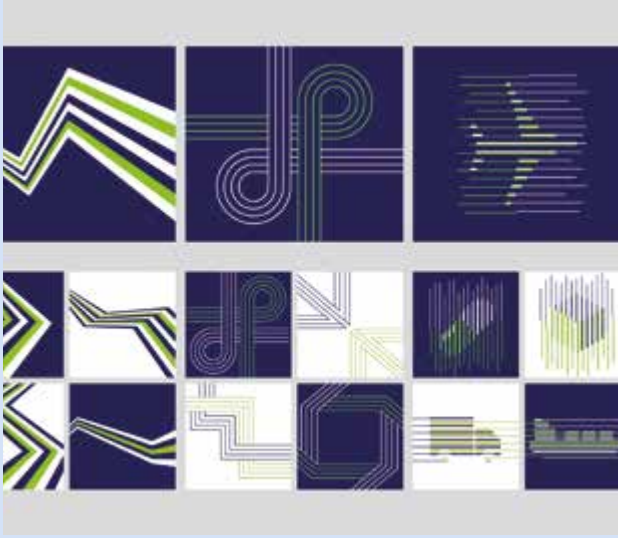


## GOLD

**GROSVENOR AND DRAGON ROUGE**

A vast portfolio of brands all sat under the Grosvenor name. Sectors as disparate as property management, agriculture technology and estates management sat under the same umbrella, with little linkages between the areas of operations. To craft a brand that could stand for the portfolio's breadth, Dragon Rouge focused the brand on delivering lasting benefits to the economy, society and environment.

The brand expression was updated with a Grosvenor masterbrand introduced, under which the various arms of the business could more comfortably sit. The sub-brands were renamed to include the Grosvenor moniker and the visual identity was updated to link the business through design. Judges thought this was an impressive, elegant brand consolidation which delivered a clearer, more aligned brand portfolio.

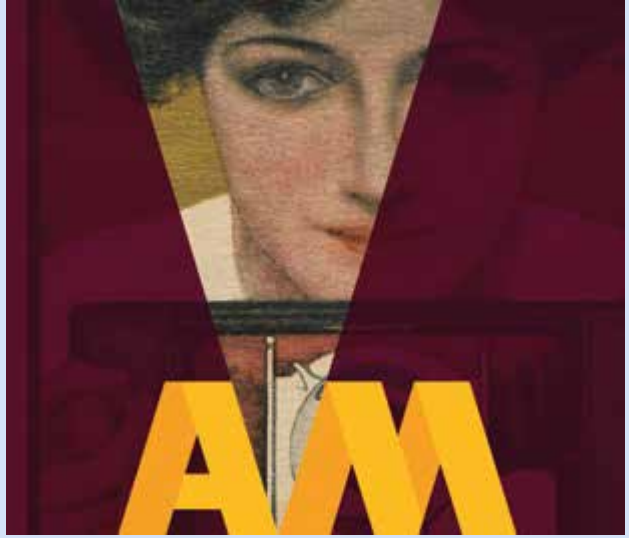


**NIPPON EXPRESS AND WMH&I**

Massive Japanese logistics company Nippon Express had a clunky, disparate brand in place. It worked with WMH&I on a rebrand that focused on the purpose of effective logistics, using the strapline 'we find the way' as a call to arms. The new design is crafted with flexible usage in mind, enabling the company to seamlessly deploy it across everything from lorries to ships to employee uniforms.

**AM AND LIMBER BRANDS**

AM's brand was comprised of a family of disjointed sub-brands coalesced under a masterbrand with no real emotional impact. Limber Brands changed all that with an inspiring design system and a clarified naming system that makes it easier for the brand's target audience to understand. Judges thought this was an effective, distinctive brand consolidation that created a more contemporary feel.

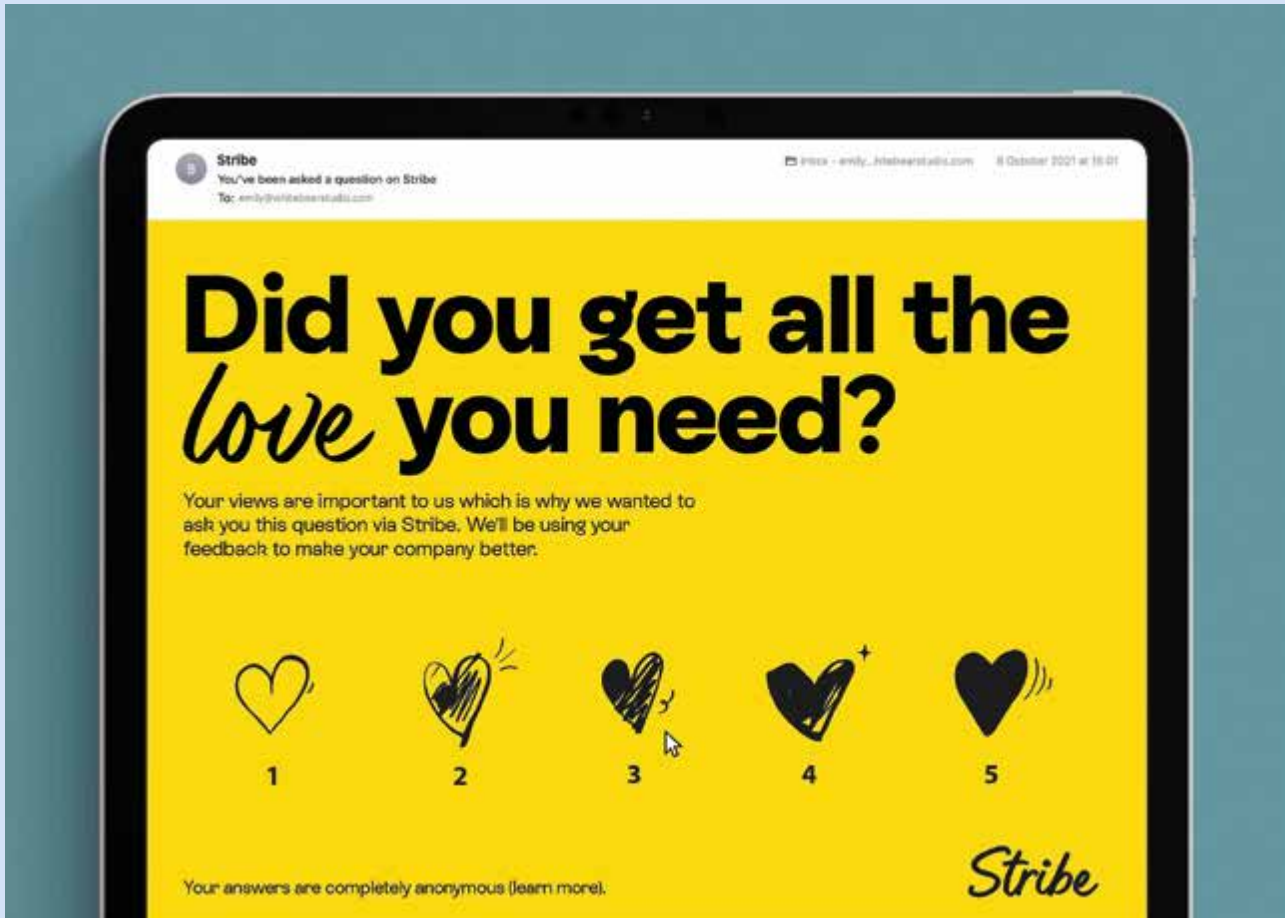




## BRONZE

**PAYZONE AND ALKAMEE**

Payzone's sprawling portfolio featured brands that were easy to understand, but it had little resonance as a powerful player in a crowded marketplace. Alkamee heroed the Payzone masterbrand, bringing product sub-brands together under the Payzone umbrella and simplifying the user journey in the process. Judges couldn't find fault with the clean, simple new look and effective consolidation strategy.

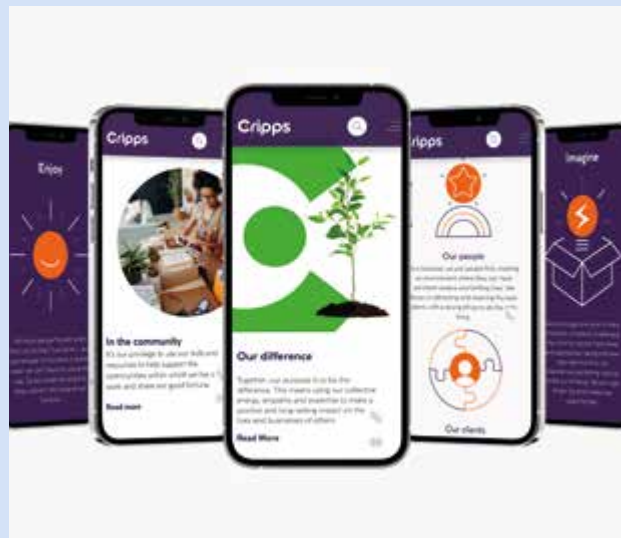


### STRIBE AND WHITE BEAR

A challenger brand in the HR services marketplace, Stribe had a clear product offering, but lacked a distinctive brand that could harness the emotions behind employee engagement. To transform the brand, White Bear reduced the product-focus and amped up the people-focus. The result is a brand full of personality, joy and purpose.

Judges loved the visual identity, too, with one saying, "I loved the look of this. It's fresh and fun to engage with." Another praised the reduction in "corporate blandness," as Stribe was able to craft a "more approachable personality with a charming warmth." It was a hit with the audience too, seeing its user base grow by a factor of three.





SILVER

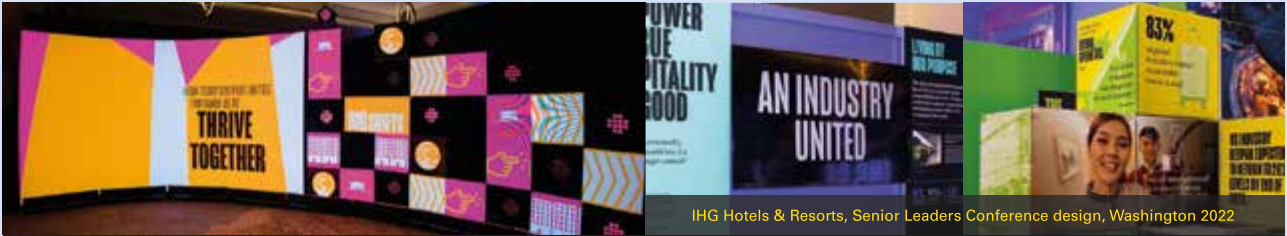
**ZIVVER AND BRU:D**

File transfer company Zivver needed to facilitate growth with a refreshed digital brand. To do so, it worked with BRU:D on an illustration-based visual identity that deploys a monochrome colour palette to great effect. “I love the fresh aesthetic of this brand,” said one judge. “It’s versatile across all applications.”

BRONZE

**CRIPPS AND LIVING GROUP**

Law firm Cripps wanted to emphasise its unique positioning within the crowded UK legal landscape by focusing on its commitment to making a difference. Living Group created a brand that blended legal authority and know-how with the firm’s care and client commitment.



IHG Hotels & Resorts, Senior Leaders Conference design, Washington 2022

# Brands *less ordinary.*

Everything we create – from brand identity to employer experience – is designed to give your brand a distinctive edge in your market.

Because creativity is the most unfair commercial advantage.



Brand expertise.

Find out more at [mrbandfriends.co.uk](http://mrbandfriends.co.uk)  
or call us on 0117 4400 600



Making an impact through intelligence + action.  
[hybrid.co](http://hybrid.co)

Hybrid



**BRONZE**

**EDESK AND DUSTED**

eDesk worked with Dusted to consolidate its busy digital brand into a platform designed to empower the modern e-commerce landscape. The clean, consistent brand application is ready-made for growth and expansion as the market changes and eDesk expands its offering of products and services.

WRAPPED







**KUHLMANN RUM AND INTO BRANDING**

With the positioning of being 'Friday in a bottle,' Kuhlmann Rum had to deliver a sense of fun, relief and aspiration through its glassware. INTO Branding developed a glass bottle that is at once reminiscent of a bygone era of rum production and eminently contemporary. Judges praised the excellence in the delivery of this creative juxtaposition.

**BACARDI LTD. AND KNOCKOUT**

Bombay Sapphire, a subsidiary of Bacardi, launched Premier Cru which had to sit comfortably within the gin brand's portfolio while also standing out as a luxury offer. Knockout delivered on both objectives by creating a luxuriously crafted label design and etched glass bottle. One judge praised it as "an extremely high-touch, crafted and premium feel that stays close to the brand."

**HIGHLY COMMENDED  
PEPSICO DESIGN & INNOVATION –  
MIRINDA VINTAGE SPECIAL EDITION**

PepsiCo went back to the future when developing the Mirinda Vintage Special Edition bottle for the market, delivering a stunning, retro look in the process.





GOLD

**KELLOGG'S AND LANDOR & FITCH**

Kellogg's has a distinctive, uniform approach to its cereal-aisle brands, but its snacking portfolio was failing to make a similar impact on shelf. A disjointed approach led to a number of different visual styles with no real brand equity in the snacking section.

Landor & Fitch changed this by unifying the visual cues across the portfolio. The uniform approach simplifies on-pack communications, making it easier for consumers to identify key messages and compare products. The simplicity of the result is almost obvious, making it a highly effective solution that sits comfortably within Kellogg's wider brand landscape. "Strong branding," said one judge. "Simple, clear and well-executed."

GOLD

**THE FLAVOURISTS AND ELMWOOD**

The free-from food category relies on a few well-trodden tropes: like-for-like meat-to-plant swaps and a focus on what is missing from the food, be that meat, dairy, gluten or the like. But, The Flavourists take a different approach. It wants to inspire people to embrace the flavour and possibilities of plant-based cooking by reinforcing the deliciousness of vegetables.

To achieve this on pack, Elmwood designed visual flavour bombs on a rich purple landscape. The result only references the plant-based nature of the product in the subtlest of ways. It sits seamlessly on shelf with other ingredient and ready-to-cook packs, integrating well with consumers' existing purchasing preferences. Judges called this strategy "brave" as it breaks free from the stereotypes and visual clichés of the free-from category.



BEST USE OF PACKAGING (PRINT AND CARD)



SILVER

**STARBUCKS® EMEA READY-TO-DRINK AND LANDOR & FITCH**

Starbucks® has effectively owned the ready-to-drink coffee market, but competition from other brands means its leading products are getting lost in a sea of sameness. Landor & Fitch delivered a strategy inspired by lifestyle moments, not simply relying on coffee cues, to achieve a greater impact on shelf.

BRONZE

**HEINEKEN AND ELMWOOD**

For Heineken's Old Mout Cider's Habitat Hero campaign, Elmwood combined the Old Mout design sensibility with the World Wildlife Fund's iconic panda bear in a seamless integration that has real impact on pack. "Evocative, approachable and appealing illustration," said one judge. Another said, "I love how the WWF logo is part of the brand design, not just an afterthought."

**HIGHLY COMMENDED LIPTON TEA AND 1HQ BRAND AGENCY NETHERLANDS**

1HQ worked with Lipton Tea to create a richer, more vibrant brand world by amping up the intensity of the pack design.





GOLD

**LOVE OCEAN AND PEARLFISHER**

Love Ocean is a brand rooted in purpose. It is one of the only sustainable kids' bath product brands on the market. Its pack design needed to communicate this positioning to consumers while also telling a story about ocean conservation and recycling. To achieve this, Pearlfisher crafted a hero product pack – a bottle shaped like a whale's tail. Because of the beauty and uniqueness of the design, it cleverly indicates that it is meant to be kept and reused. The rest of the line is delivered in recyclable refill packaging.

Not only is the whale shape evocative of the brand story, but it adds a playful element to bath time storytelling for parents. "I love the way this appeals to parents and kids alike," said one judge. Another added, "Every aspect of this is smart. It's recyclable, refillable and playful. The shape of the lid is amazing. I love it."





SILVER

**FORTNUM & MASON AND DESIGN BRIDGE**

Fortnum & Mason rang in the Queen’s Platinum Jubilee with a packaging style that avoided the clichés of past jubilee brand efforts. Instead of formal coaches and silhouettes, the packaging range uses illustrations that inspire consumers to look again and discover corgis, swans, pigeons, crowns and more. “Wow. Just gorgeous,” said one judge. “The detail of this is outstanding. It’s exceptional.”

SILVER

**WILLIAM GRANT & SONS AND KNOCKOUT**

Capitalising on the interest in at-home cocktail making, Monkey Shoulder whisky worked with Knockout on a multiuse pack. Not only is the bottle case luxurious and communicative, but it contains an in-built cocktail strainer for use at home. “Yes! Fun, innovative and differentiating,” said one judge, of the pack design that is in keeping with the brand’s spirit.



**BEST USE OF PACKAGING (OTHER)**

**BRONZE**

**BYOMA AND PEARLFISHER**

Sustainable and refillable skincare brand BYOMA worked with Pearlfisher on a joyful and distinctive packaging design that feels at once part of the cosmetics industry and completely unique within it. The sustainable ethos shines through and the innovative style acts as an ownable brand asset in a competitive sector.

**BRONZE**

**WHYTE & MACKAY / JURA AND DRAGON ROUGE**

The island of Jura in Scotland is home to one single distillery. To reinvigorate the travel-trade market for Jura whisky, Dragon Rouge worked with local artists and craftspeople on an 'Island Expressions' range. The collection stands out well in the crowded duty free marketplace and acts as an effective communication device for the island's spirit.

**HIGHLY COMMENDED  
WOODS HEALTH AND THE PULL AGENCY**

Woods Health supplements were given a new lease of life by The Pull Agency with a fun, transformative rebrand that makes the pack part of the brand experience.





**Transformative brands,  
made extraordinary  
by design.**

**LANDOR & FITCH**

We are a global brand transformation company,  
here to make a positive difference: to our clients,  
our people and the world around us.





Say hello

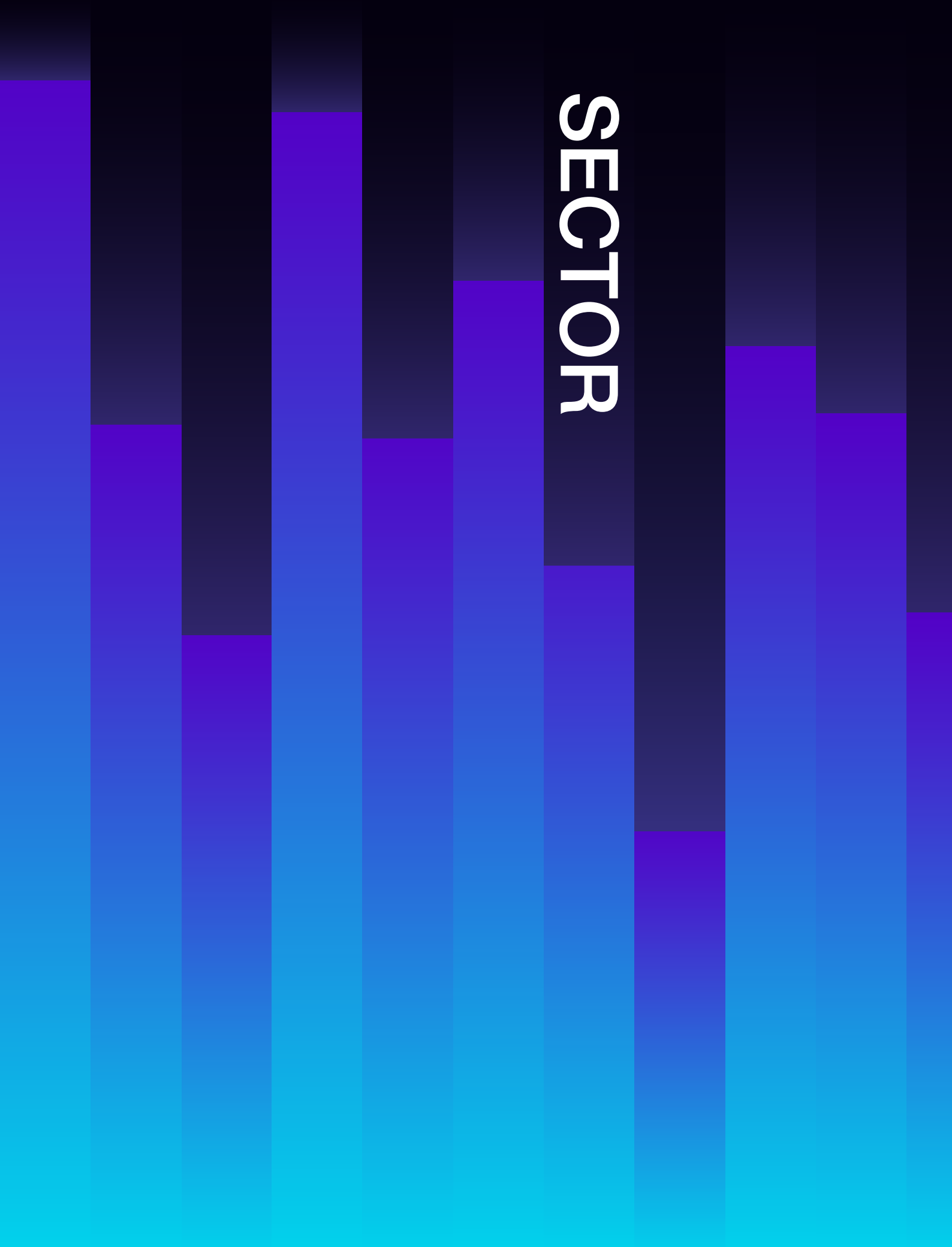
[london@landorandfitch.com](mailto:london@landorandfitch.com)

[in](#) @Landor & Fitch [ig](#) @landor\_fitch

[t](#) @LANDOR\_FITCH [f](#) @LANDORFITCH



# SECTOR





**RENAULT WITH LANDOR & FITCH,  
PUBLICIS CONSEIL AND BLACK FOUNDRY**

Automobile companies are turning into tech brands – and vice versa in some cases – requiring a change in brand strategy. But few have been able to achieve what Renault has and build a brand truly inspired by the tech industry. The car company worked with Landor & Fitch, Publicis Conseil and Black Foundry to develop a brand that defies the rules of the road and breaks free from convention.

The resulting visual identity is built for digital and flexes seamlessly across multiple touchpoints. Judges thought this shift was an excellent step forward in the brand's evolution. Not only does it position Renault as a premium, modern lifestyle brand but it sets the tone for branding in the European EV market. "Excitingly electric," said one judge. "I love how this iconic brand has been injected with a new lease on life."





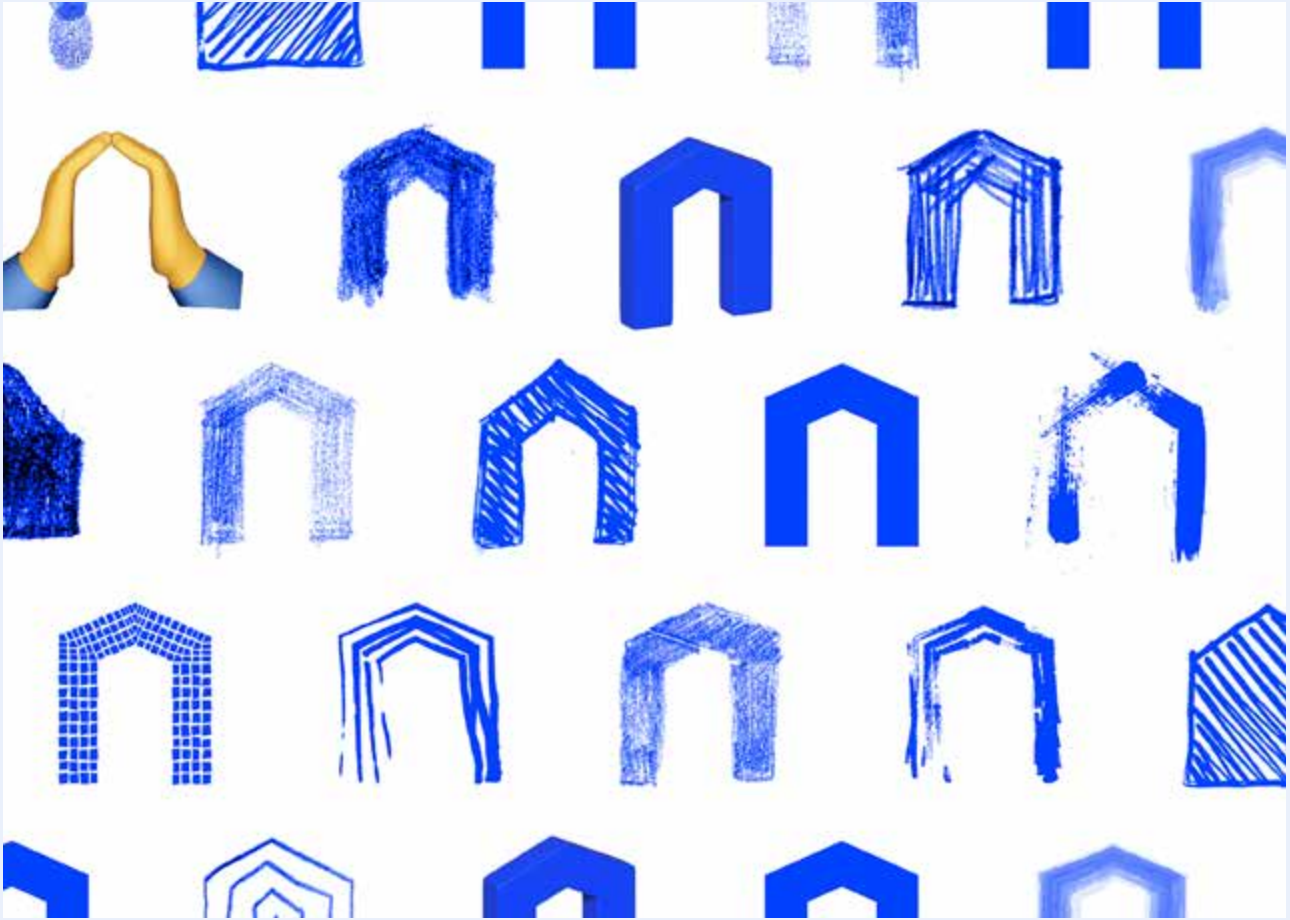
**BRONZE**

**MAHINDRA AND DUSTED**

Indian manufacturer Mahindra worked with Dusted to launch a new EV brand, BE or Born Electric. The bold, short name is complemented by an electrifying visual identity built within a scalable design system that one judge praised for its “endless possibilities, great colour palette and simplicity.”

**HIGHLY COMMENDED  
CASTROL AND WMH&I**

To support electric vehicles, Castrol launched Castrol On alongside WMH&I with a punchy, neon brand designed to inspire electric drivers.



### ST. ANDREW'S YOUTH CLUB AND DRAGON ROUGE

St. Andrew's Club is the world's oldest youth club and is a vital player in the Westminster urban landscape. Offering services, support and a place to explore for kids aged 5-18, the brand needed a more youthful feel. Dragon Rouge spoke to the children that are club members to gain insight into the role it plays in their lives.

The new visual identity is centred around the idea of being 'a space to grow,' and is subtly inspired by Westminster's iconic street signs. The colourful brand is designed with social media in mind, but also gives children the space to make it their own. One judge called it an "innovative transformation of an established brand that retains the key elements of the past and completely identifies with the stakeholders of today and tomorrow." Another praised the "very well-thought through and executed piece of work."



SILVER

**INTER CARE AND WPA PINFOLD**

To support sub-Saharan African charity Inter Care, WPA Pinfold crafted the Art is Rubbish Too brand. Through this guise, it created art from discarded items and used the resulting artwork to raise money for the charity. Judges praised the way the visual identity called to mind the iconic 'Keep Britain Tidy' campaign as a clear visual communicator.

SILVER

**TINNITUS AND MISSOURI CREATIVE**

Rebranding from the British Tinnitus Association to Tinnitus UK, enabled the charity to communicate with more passion and vibrancy. Missouri Creative created a wordmark evocative of a disrupted sound wave, an effective visual way to represent the brand's purpose. One judge said the organisation "did a good job in making sure its mission and objectives are really clear through a visually engaging brand."



**BRONZE**

**ROYAL ENTOMOLOGICAL SOCIETY AND THREEROOMS**

The Royal Entomological Society worked with Threerooms to reposition itself as a leading space in cutting-edge insect science. The new brand appeals to a broader demographic and inspires people of all ages to engage with science and research. One judge praised the “effective use of incredible photography and simple graphics for maximum impact.”

**BRONZE**

**THE CARBON TRUST AND DUSTED**

The Carbon Trust has been a vital partner for businesses fighting climate change. But its tired brand needed a refresh. Dusted created a net-zero-focused visual identity that injects energy, vibrancy and a sense of forward motion to the brand. “This rebrand is full of positive energy. It feels dynamic and exciting,” said one judge.



**HIGHLY COMMENDED NSPCC AND BAXTER & BAILEY**

To clarify its services, NSPCC worked with Baxter & Bailey on a brand refresh that puts children first, both literally in terms of its purpose and figuratively in terms of the brand design.



## GOLD

**AM AND LIMBER BRANDS**

A key provider of digitised primary sources for the education sector, AM needed a unified, modern brand that would bring coherence and greater awareness along with it. It also had to seamlessly communicate its purpose and positioning at a glance. Limber Brands tackled the challenge by harnessing the white space between the A and the M in the brand's wordmark. Using this as a spotlight device allows primary source materials to shine through.

The versatility of the visual identity will not only allow AM to grow over time, but also showcases its purpose in a clever, lovely way. Judges praised the adaptable, expandable design system and burgundy brand colour. One called it "a great representation of the product and service with a unique branding application." Another said, "This has the potential to evolve in a great way. It's a simple idea with relevance and is well-executed."



SEEING  
POTENTIAL  
WHERE  
OTHERS  
DON'T.

THAT'S BRAND DESIGN OPTIMISM.™

WE ARE ELLUN KANAT.

ELLUNKANAT.FI

+ 358 45 878 6557





SILVER

**DIGIVISIO 2030 AND ELLUN KANAT**

Public sector project uniting all Finnish universities, Digivisio 2030 had to play the role of a future-focused innovator in the higher education sector. It worked with Ellun Kanat on a shapeshifting, graphic visual identity that allows for eminently flexible usage across any touchpoint. “I think this is a brand that takes a risk,” said one judge. Another said, “Together the elements build a brightly futuristic, yet warmly humane visual language; exactly what Digivisio wishes the future of learning will look like.”

SILVER

**KLEO AND FELLOW STUDIO**

Digital language platform Kleo worked with Fellow Studio to emphasise its points of differentiation from the market in its visual identity. The result is a brand that focuses on the outcomes of language development; the lifestyle moments that make the study and practice worthwhile. One judge praised the “beautifully crafted logo and application. It definitely has legs.”

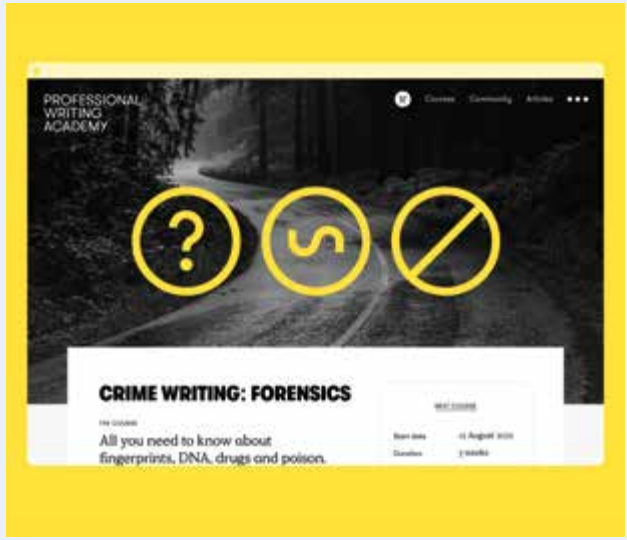


**ASTON UNIVERSITY AND HYBRID**

Aston University needed to stand out from competitors and appeal to Gen Z's discerning tastes. It worked with Hybrid on an editorial brand style that focuses on people and the purpose of their education. The resulting brand allows Aston University to compete on an international level while retaining its distinctive character and Brummie sensibility.

**PROFESSIONAL WRITING ACADEMY AND THAT THING**

The Professional Writing Academy developed a new visual identity alongside That Thing to inspire writers to continue developing their craft. The tone of voice is designed to appeal to the audience while the visual identity is a contemporary step forward for the organisation. "The difference between before and after is night and day," said one judge.





**BRONZE**

**SPRINGER NATURE GROUP  
AND DESIGNHOUSE**

To support Springer Nature's Story Source campaign, Designhouse took cues from natural history, museum collections, scientific exploration and historical study to create a collage-based visual identity that is eminently captivating. "It makes you curious and engage," said one judge. "This definitely makes you think."



**DRAX AND BANDSTAND**

Drax was failing to engage business leaders with its renewable messaging and needed to capture their imaginations and position Drax as a key partner in emissions reduction. To do so, it needed a future-focused and momentum-driven brand that could quickly capture business leaders' attention and communicate the company's message.

bandstand developed a brand based in illustrations by Noma Bar. The designs emphasise Drax's sustainable positioning and its outlook for a renewable energy future. The new brand is complemented by an ownable, distinctive colour palette and positive tone of voice. "This visual identity and tone of voice work hand in hand to bring the brand to the forefront in a crowded market," said one judge. Another praised the "fun, engaging brand identity which brings the company to life."





SILVER

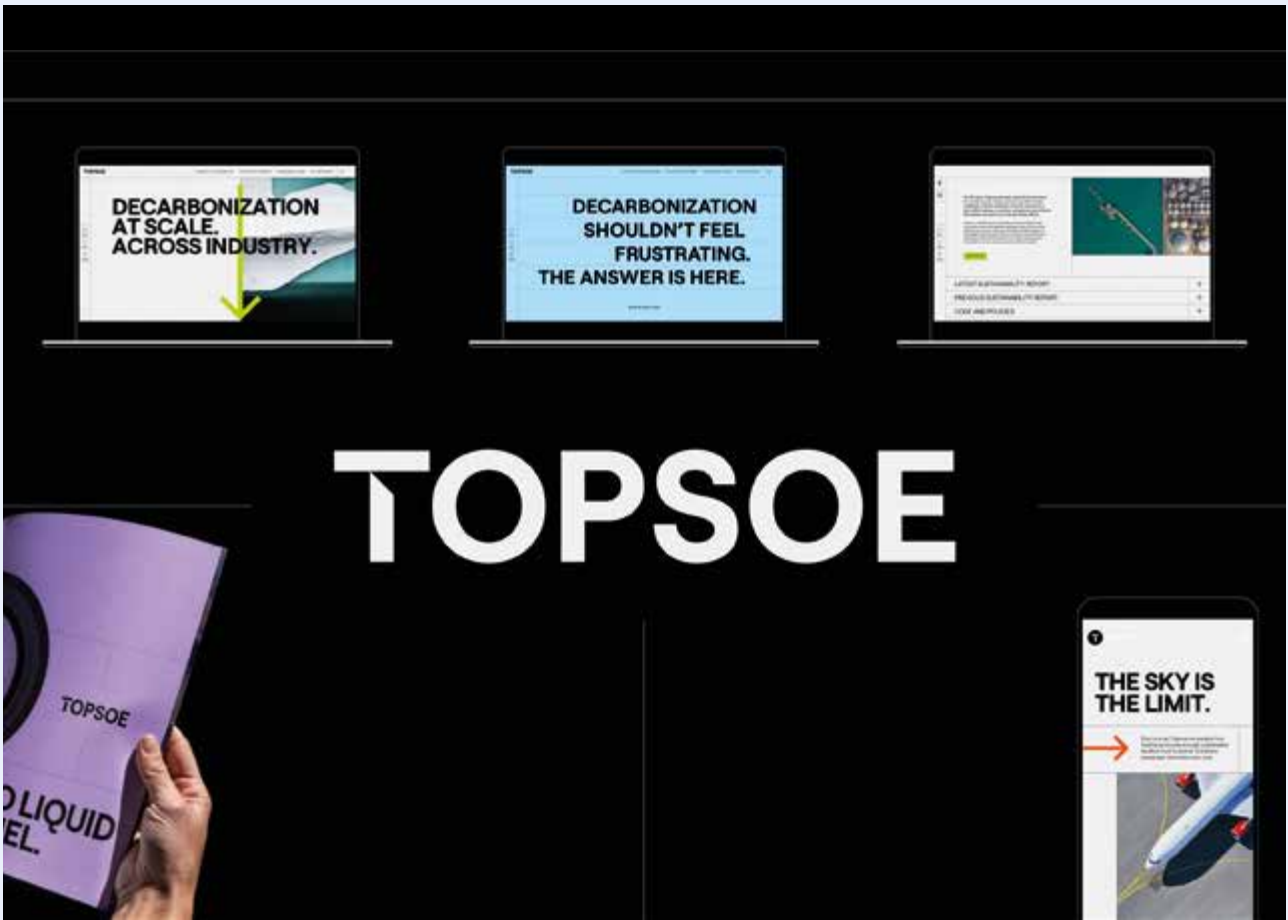
**TOKAMAK ENERGY AND BRIGHT SPACE**

Fusion energy company Tokamak Energy worked with Bright Space to harness the power of the atom in its visual identity. "There is a sense of energy and motion in the new identity which really works for the brand," said one judge. Others praised the functionality of the new brand and the ease with which it is now able to be understood by key investors and potential customers.

BRONZE

**RAINBOW RARE EARTHS LIMITED AND EFFEKTIV DESIGN LIMITED**

Rainbow Rare Earths is a key player in the responsible rare earths supply chain. effektiv design used a triangle device inspired by the elements themselves to create a fresh, contemporary brand for the LSE-listed company. "It is more modern and appealing but they kept the brand's heritage through the triangles, giving them more life and allowing scope for future use," said one judge.



GOLD

**TOPSOE AND INTERBRAND**

Danish chemical engineering brand Topsoe was the quiet leader in global chemistry R&D. But its bland branding and indistinct photography style weren't allowing it to make an impact or communicate effectively about its carbon emissions reduction technologies. To change this, Interbrand introduced a simpler brand comprised of a top-down photography and a simple grid device. These two key assets unify the brand, give it personality and allow for clearer communications.

The rebrand is a standout in the sector, lending Topsoe a look and feel almost akin to a technology brand. Judges loved the clean, modern approach, calling it "slick," "visually stunning," "classy" and "fantastic." One added that it "really made them feel like industry leaders."



SILVER

**BGEN AND STUDIO NORTH**

To reposition from its mechanical and electrical roots into a sustainable and low-carbon engineering firm, BGEN worked with Studio North on a distinctive new brand designed to improve the clarity of the company's communications. One judge called it a "fantastic project which repositioned the company with a brave name change. It shifted perceptions of the business with great results."

SILVER

**HEXONIC SP. Z O.O AND DRAGON ROUGE WARSAW**

Heat exchange manufacturer Hexonic worked with Dragon Rouge Warsaw to move away from its staid, industry-typical branding to one that inspires its target audience. The new wordmark highlights the products themselves and introduces a new era for the business. "I didn't know heat exchanges could be so beautiful," said one judge of the rebrand.



**BRONZE**

**RS PRO AND TRIAD**

Electrical components brand RS PRO worked with Triad to personalise its brand, making it easier to engage with and easier to understand. The brand character – the PRO bot – helps engage customers with the brand and its purpose. Judges praised the impressive creative execution and strategic approach.



SILVER

**KRAMP GROEP AND MREACTION**

Despite its long heritage, Kramp Groep had low levels of awareness and brand penetration. To change this, it worked with mReaction on a brand campaign using 'rolling parts' – or pieces of farming equipment integrated together to form an agriculture-related image. The fun visuals stood out with the target audience, which resulted in an 86% uptick in visits to the company's 'become a customer' page online.

BRONZE

**A.D. HARVEY AND WE LAUNCH**

Poultry safety brand A.D. Harvey worked with We Launch on a more versatile visual identity that deploys an ownable blue and chicken illustration across the company's many touchpoints. The evolution has resulted in clearer, simpler communications that focus on A.D. Harvey's care, commitment and personal touch.

**HIGHLY COMMENDED  
ALLTECH AND RICHARDSDEE**

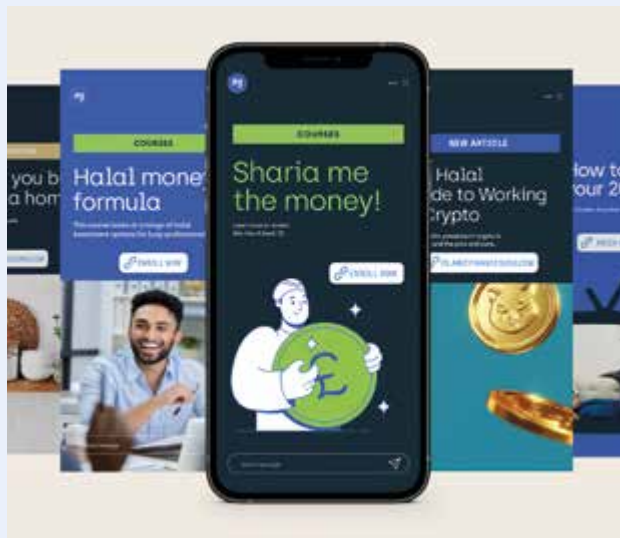
Alltech's future-driven visual identity, designed by RichardsDee clearly communicates its innovative nature and support for the agricultural industry.



**WINGS AND PENTAGRAM**

Designed for high net worth individuals, Akbank's Wings card was missing the mark in terms of lifestyle and aspirational branding. It needed to inject some personality into its brand along with a healthy dose of luxury. To achieve this, Pentagram focused on giving customers 'the insider edge.' That brand positioning resulted in a wordmark with a slanted 'l' – literally depicting the edge – and a slanted line graphic device that runs throughout the visual identity.

The result is simple, clean and desirable, exactly what Akbank needed to achieve. "This delivers on the strategy and is also sublime in its design and implementation. It's great to see something aesthetically new in this sector. I love it!" said one judge. Others praised the elegant design work, muted colours and versatility across the breadth of brand touchpoints.



SILVER

**CARNE GROUP AND CLOUT**

For Carne Group, an inconsistent and confusing brand meant it was making zero inroads with its target audience. Clout redeveloped the brand, harnessing the power of simplicity in the process. The results have been impressive with clients and with judges. One judge said, “This is a classy and well executed rebrand.”

SILVER

**ISLAMIC FINANCE GURU AND LOVEGUNN**

Islamic Finance Guru wanted to create an accessible brand that broke down the barriers to banking for the British Muslim community. LoveGunn achieved this through friendly, personable communications and a fresh visual identity. One judge praised the “great copy and positioning,” as well as the design work itself.



**JUZDAN AND PENTAGRAM**

Akbank's digital payments app Juzdan was redeveloped by Pentagram to open the app to the Turkish market, not just Akbank's customers. Judges loved the naming strategy and visual identity. One said, "I'm blown away by this neat, fun idea. It was perfectly executed."

**KENNEK AND INTERSTATE CREATIVE PARTNERS**

To better connect with customers, LendX worked with Interstate Creative Partners to introduce kennek, a lending brand rooted in building connections across the lending landscape. One judge was impressed by the "strong aesthetic transformation with clear messaging." Others praised the creative execution and naming strategy.





**BRONZE**

**SILEON AND ESSEN INTERNATIONAL**

BNPL provider Sileon worked with Essen International on a striking new visual identity that helped the brand achieve greater clout and authority in its category. Not only has the rebrand resulted in successful business relationships, but judges loved the fresh, exciting feel of the design work and intriguing colour palette.



**ADAMS SUPPLEMENTS AND BRANDFUSION**

To make a bigger impact in the Romanian supplements market, ADAMS Supplements had to first build its brand equity. Brandfusion developed a simple logo that communicates quality and reassurance. The logo was complemented by a pack design system inspired by the triangle shape of the 'A' in 'ADAMS.' This device allowed for consistency across the product range and acted as a unifying element for the information communicated on pack.

The result inspires trust and delivers a flexible identity that has proved its worth across supplement packs, lifestyle products and marketing materials alike. "It is distinctive, colourful and would block well on shelf," said one judge. Another said, "This is a brand evolution that shows more consistency and inspires more trust."





SILVER

**BELVOIR FARM AND B&B STUDIO**

Cordial brand Belvoir Farm, had already captured the hearts and minds of consumers, but it wanted to inspire people with the story and heritage of the brand. B&B Studio harnessed the company's natural ingredients and sustainable positioning as a way to stand out among competition and retain the brand's category leading positioning. "The simplicity of this design will push it forward in front of competitors' busier designs," said one judge.

SILVER

**MARS WRIGLEY AND ELMWOOD**

Mars Wrigley worked with Elmwood on a global rebrand of its Extra/Orbit range. The new visual identity strips away the gradients and digitally unfriendly design elements. The new brand expression is punchy, retro and confident. "The brand is deceptively interesting," said one judge. "The pack now works harder to attract the consumers and has more narrative capability across generations. It leaps off the shelf."



**PEPSICO DESIGN & INNOVATION –  
CHEETOS CHEDDAR**

Limited edition Cheetos Cheddar, a product unleashed on the Turkish market, needed to capitalise on the brand's beloved status while offering a playful sense of fun. The PepsiCo Design & Innovation team delivered a packaging range inspired by games like tic-tac-toe to bring the brand's personality to life.

**HIGHLY COMMENDED  
PEPSICO DESIGN & INNOVATION –  
FRUKO SUMMER**

Fruko Summer delivered a fresh hit of summertime joy with a limited edition pack design that is graphically stunning and infused with seasonal visual cues.



## GOLD

**GREENE KING AND DESIGN BRIDGE**

Longtime British brewer Greene King needed to continue to inspire its steadfast audience while also remaining relevant to younger beer drinkers amid heavy competition. To do this, it worked with Design Bridge on bridging the gap between its heritage and its future. The visual identity uses a series of woodcuts featuring designs inspired by folklore alongside a contemporary colour palette. The combination is a treat for the eyes and – combined with a range of type design – allows the brand to be both heritage-inspired and future-facing.

Judges loved the way the brand managed to balance heritage and contemporary visual cues. “The Greene King rebrand was bold. I love the use of illustration to celebrate British history and the strong storytelling for the different flavours,” one judge said. Another added, “Yes! I love the supercharged craft aesthetic. It’s an eye-melting and mouth-watering fusion of folklore and never-seen-before neon beer cans. Top notch.”



SILVER

**FLAVOUR HEAD AND MISSOURI CREATIVE**

Instead of playing into category tropes and focusing on ingredients, Flavour Head tea worked with Missouri Creative to create an identity that puts flavour at the heart of the brand. A fun pack design complements this, using cut-outs to great effect, and allowing for a lifestyle approach to the product range. “Just fantastic,” one judge said. “It’s fun, fresh and has a strong proposition. I love the little cutouts on the package.”

SILVER

**THE FLAVOURISTS AND ELMWOOD**

The Flavourists wanted to eschew the free-from category’s reliance on free-from and swap-based language. Instead, it worked with Elmwood to inspire consumers to regain their love for eating plants. The visual identity puts flavour and experience first, almost underplaying its plant-based messaging. Judges called it “active” and “exciting.” One said, “Outstanding strategic work. In a very competitive category this is a fresh take.”





## BRONZE

**STARBUCKS® EMEA READY-TO-DRINK  
AND LANDOR & FITCH**

Starbucks® has long owned the chilled coffee category, but competitors have been eking away at it through lookalike branding and similar visual cues. Landor & Fitch worked with the coffee giant to reimagine its Ready-to-Drink range through the lens of lifestyle moments, not product-focused thinking. The result is “a very well executed idea with a cohesive expression” and “a fun and playful rebrand,” according to judges.

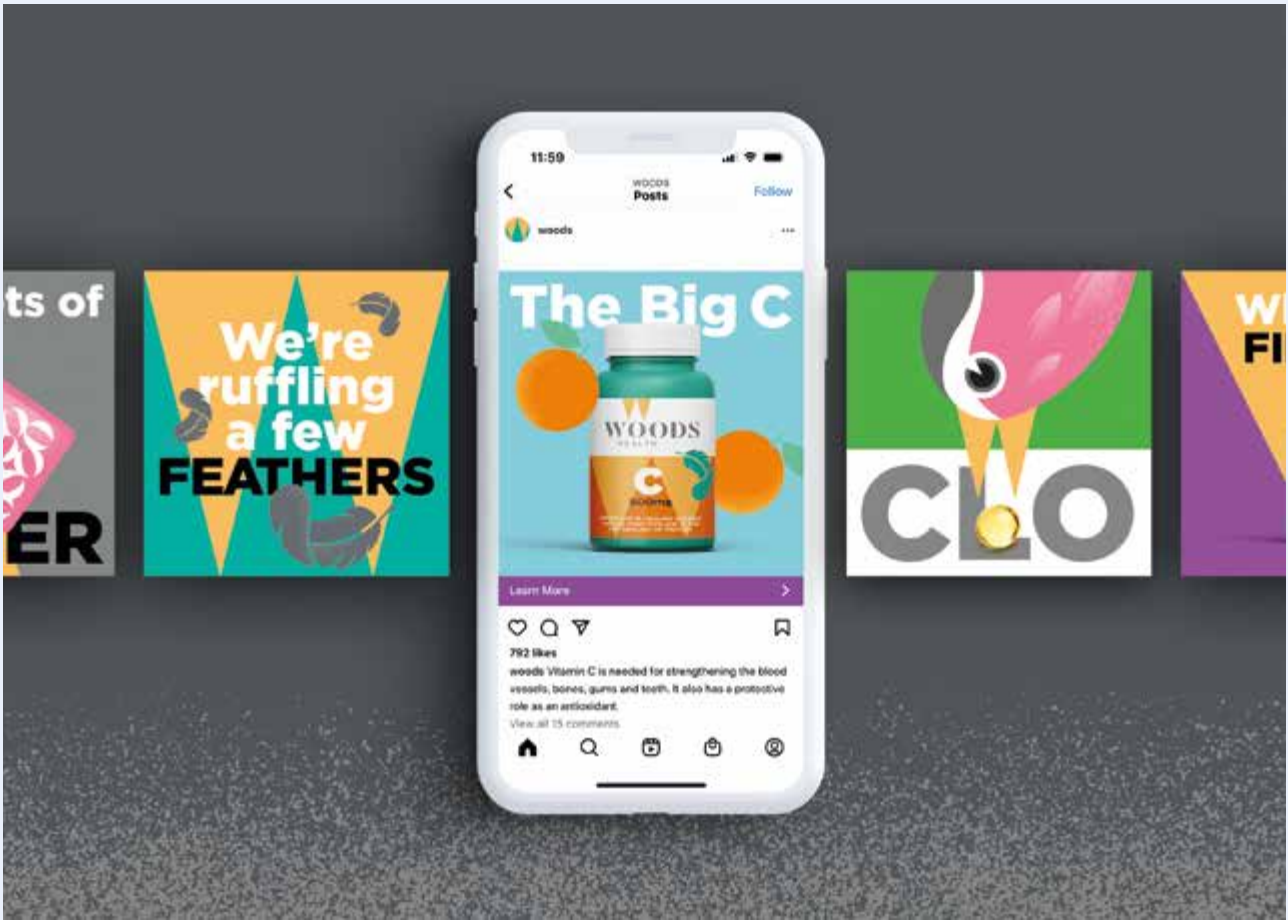
**HIGHLY COMMENDED  
ICELANDIC PROVISIONS AND  
TURNER DUCKWORTH**

Icelandic Provisions and Turner Duckworth crafted a Nordic-inspired skyr brand that is textured, aspirational and atmospheric.

**HIGHLY COMMENDED  
JAMU WILD WATER AND  
THE COLLABORATORS**

Sparkling water brand Jamu Wild Water worked with The Collaborators to emphasise its brand story of health and environmental protection.





**WOODS HEALTH AND THE PULL AGENCY**

Crafting a successful vitamins and supplements brand relies on the communication of authority, security and wellness. Woods Health had longtime clout in the marketplace, but was failing to connect with younger consumers. It worked with The Pull Agency to transform its brand perception and entice new demographics to believe in its products.

The visual identity uses bird illustrations to unite the product range and provide moments of curiosity across the pack and product design. "I think this is a really refreshing rebrand in an otherwise quite homogeneous sector," said one judge. Another loved the "Playful, fun and unexpected" design strategy.



SILVER

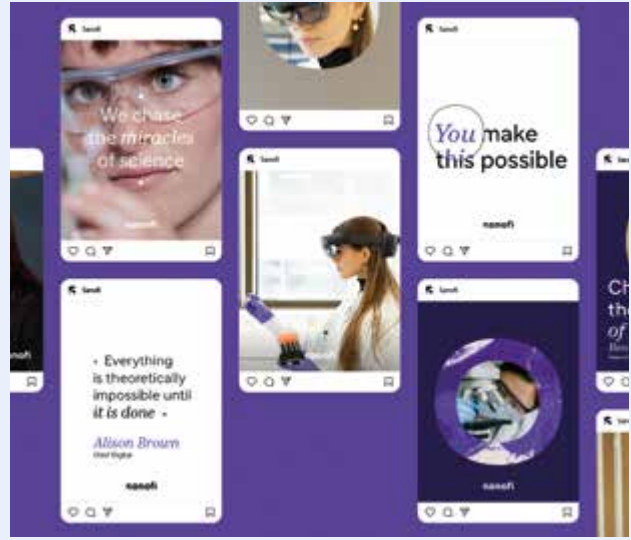
**HALEON AND INTERBRAND**

After spinning out from GSK, consumer goods brand Haleon needed to make a name for itself. Interbrand responded with a stripped back, yet personal visual identity that sets the brand up for success in the future. Judges thought the strategy did an “excellent job bringing people together,” and creating a disruptive, ownable look in a corporate category.

BRONZE

**ACOLAD DENTAL AND WIRON | ADRIAN MIRONESCU**

ACOLAD DENTAL wanted to transform perceptions of dental care itself, introducing a warm, caring feel and a positive patient experience. WIRON developed a luxe look for the brand, lending it the air of a premium spa. Judges thought the ‘gentle’ approach was both strategically successful and visually beautiful.



BRONZE

**HER.9 AND PEARLFISHER**

Pregnancy nutrition brand Her.9 wanted to take on the leaders in the market by providing a holistic view of prenatal care. Pearlfisher crafted a beautiful packaging and design system for the direct-to-consumer brand. Judges thought the stunning visuals met the brand’s objectives and connected well with the target audience.

BRONZE

**SANOFI AND FUTUREBRAND PARIS**

Sanofi worked with FutureBrand Paris to put science and patient care back into the heart of its identity. The people-focused new identity is a “lovely modernisation with distinction and class,” according to one judge. Another praised the “small details and delicacy that reinforces the humanity” in the branding.

**HIGHLY COMMENDED  
FACIALTEAM AND KOBU AGENCY**

Facialteam worked with KOBU Agency to create a feminine, empowering brand for its target audience. Judges thought the strategy connected well through strong visuals and colour choices.



## GOLD

**WAGWORKS AND ANATOMY**

To complement the rise in urban dog ownership, WagWorks was launched to be a 'third space' for dogs. The brand had to give pet owners the peace of mind that their pooches are being looked after well while also considering the needs of the dogs themselves. The WagWorks brand, designed by Anatomy, uses both illustration and photography to inspire dog owners and showcase the value of the company's services.

The interplay between the photos and drawings is one that enables WagWorks to stand out, and provides it with a flexible base from which to grow. Judges thought this pairing was a genius approach for a unique brand. One said, "I like the focus on the dogs and the sharp creative execution that clearly supports the brand positioning and communication."





**LOVE OCEAN AND PEARLFISHER**

Love Ocean set out to be inspiring for sustainability-minded parents as well as kid-friendly at bath time. The Pearlfisher-designed visual identity achieves this with a tail of a whale in the pack design. The visual identity is clear, engaging for both parents and kids, and capably communicates the brand's message. "The simplicity of the execution and the balance of purpose and storytelling make this a win-win," said one judge.



**WPP UNITE AND LANDOR & FITCH**

To support its LGBTQ+ community, WPP worked with Landor & Fitch on the WPP Unite brand. Unite was designed to elevate the unique voices within the WPP workforce and provide an everyday pillar of support for the community, rather than a trite yearly focus on Pride. "I love this and everything it represents. Wouldn't this be great for the rest of the world too?" said one judge.





**BRONZE**

**BYOMA AND PEARLFISHER**

BYOMA wanted to shake up the skincare and cosmetics sector with its sustainable focus. To achieve this, Pearlfisher crafted a colourful, distinctive packaging style and visual identity that allows for clear messaging and an ownable brand. Judges praised the identity for its beauty and capability in meeting the company’s objectives.

**BRONZE**

**HIPETS AND S2DIO**

Warsaw-based pet care app hiPets wasn’t connecting emotively with consumers. To clarify its brand positioning and refocus on the ‘caring’ aspect of pet care, s2dio implemented an illustration-driven visual identity with a lovable brand character at its heart. Judges liked the way the new approach humanised the digital brand and delivered ownable, fun brand assets in the process.

**HIGHLY COMMENDED  
THE ACADEMY CLINIC AND  
DESIGNMC LTD**

Cosmetic medical school the Academy Clinic worked with designmc on a sleek, yet approachable rebrand that brings humanity to a remote sector.

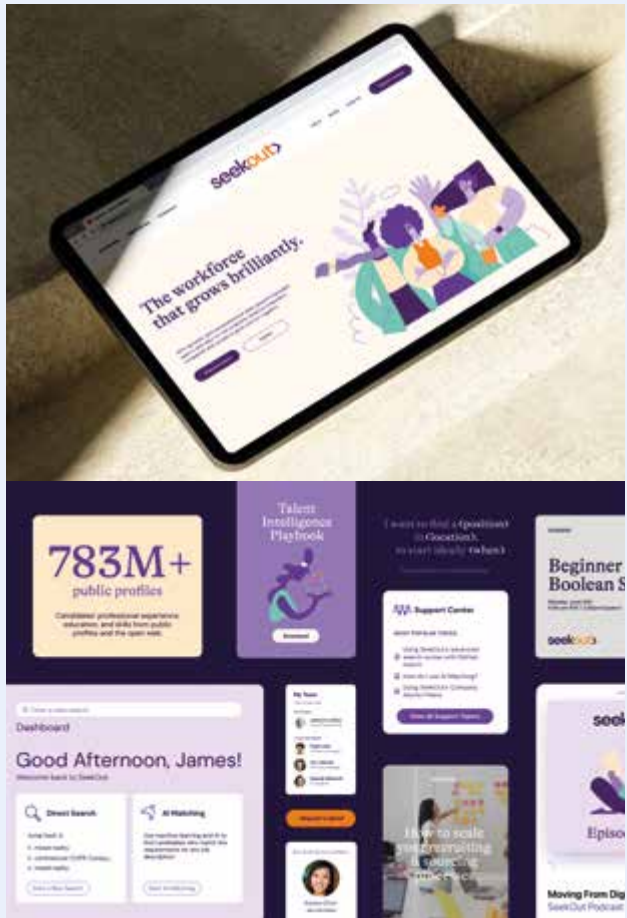


GOLD

**RAKETTITIEDE AND ELLUN KANAT**

With a name translating to ‘rocket science,’ Rakettitiede had been using a retro, space-inspired visual identity that was holding it back from international growth and digital expansion. It needed its brand to inspire prospective employees to join the software consulting and IT business whilst better communicating with a C-suite audience.

Ellun Kanat delivered a distinctively Swedish brand that feels almost lifestyle-inspired. Magazine imagery is juxtaposed against bold headlines and clean design templates. The result is “innovative and modern,” according to judges, one of whom praised the “fun and playful” way the new visual identity humanised the brand. “This is super-refreshing in this category,” said another judge. I like the straight-talking rocket science.”

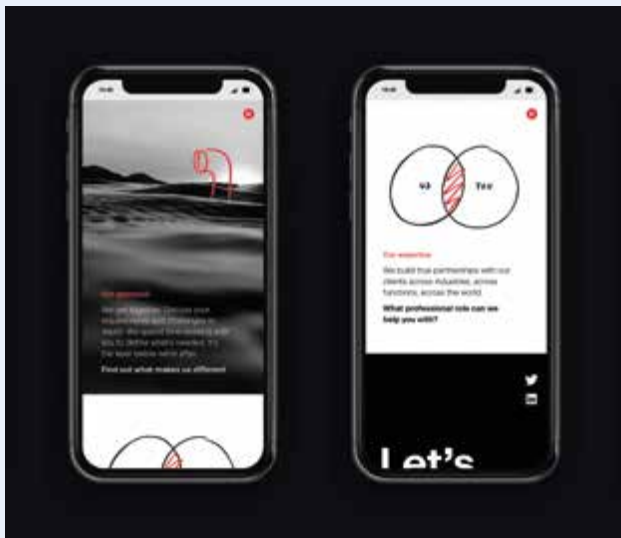


GOLD

**SEEKOUT AND PENTAGRAM**

Talent resourcing platform SeekOut needed to marry its technological foundations with its care and attentive focus on people. Pentagram delivered with a visual identity that draws on illustration and portrait photography to inspire the brand’s target audience. The brand harnesses the power of diversity through its images of people and communicates its tech-driven approach through the use of the open and closed arrow devices common in programming.

Judges loved the diverse, unique and ownable colour palette, which helped SeekOut stand out among competitors. One judge said, “This brand feels more modern. I like the way it applies the brand in different contexts through the colours and illustrations.”



SILVER

**PASCOE + TEW AND CURIOUS**

Executive search brand Pascoe + Tew wanted to be professional without being cold. It worked with Curious on a visual identity that inspires curiosity, questioning and investigation through the effective integration of hand-drawn doodles and illustrations with high-end photography. "In a world where executive search is drab, they really made it fun and playful!" said one judge.

SILVER

**ZIVER AND BRU:D**

Secure file transfer platform Ziver developed a new visual identity with BRU:D to communicate its personality and distinguish itself from competitors. One judge praised the "whole fresh aesthetic of this brand," while another added, "It's brave to use a black and white colour palette."



**PROPELLERNET AND BAXTER & BAILEY**

Digital marketing agency focusing on brands with purpose, Propellernet needed its visual identity to reflect its positioning. Baxter & Bailey created a nature-inspired brand that seamlessly delivers the brand's key messages. "It's clean, impactful and visually appealing," said one judge. Another said, "I loved the fresh take and shift in the agency's visual world. It felt more human."



**SETFORDS AND NALLA**

Setfords worked with Nalla to reaffirm its position as the market leader in full-service legal. Competitors were using copycat visual styles, meaning a rebrand had to be distinctive. The result is bold, clean and stylish. Judges thought the new tone and execution was excellent, delivering authority, clarity and a strong sense of self.



**GOLD**

**WORSHIP SQUARE AND GREENSPACE**

HB Reavis' new complex in the heart of London, Worship Square, was designed to be futureproof, environmentally friendly and net-zero in nature. To bring this positioning to life, Greenspace developed a brand rooted in the concept of 'altogether better.' Using a light gradient and simple graphic language, the visual identity allows the space to speak for itself.

The concept of togetherness was married with a distinctive typeface inspired by the area's silk weaving heritage. Judges thought the minimalist design and cliché-free branding would appeal to the complex's target audience. One said, "You would be drawn to the advertising and VI design. The quirky fonts encourage creativity businesses to enter the space."





SILVER

**BGEN AND STUDIO NORTH**

To transform its positioning from an electrical and mechanical services company to an engineering leader in the building services space, Boulting worked with Studio North to become BGEN. The new visual identity uses a grid device distinctive for the sector and allows the story and positioning behind the brand to shine through.

BRONZE

**HELLO STUDENT AND START DESIGN**

Student accommodation has become a category in its own right, with visual stereotypes and clichés making for a tired landscape. Hello Student wanted to put the student first. It worked with Start Design on a visual identity that put people back into the heart of the brand. Judges thought this strategy struck the right balance between youth-oriented and premium in tone.



GOLD

#### NETWORK RAIL AND WMH&I

The UK's train stations can be places where people inadvertently put themselves in danger by rushing, falling or falling ill. In a bid to increase public awareness about safety in and around the railway system, Network Rail launched the Clumsy Crew brand. WMH&I developed a collection of cartoon crew members that were deployed across the country's railways.

The signage contains clear messaging, complemented by the cartoon mascots' own designs. The result is eye-catching in spaces often cluttered and hectic while also remaining informative and easy to understand. "This is a tricky territory," said one judge, saying the brand had to deliver advice without being patronising or simplifying a serious subject. But the result is incredibly effective. "It balances on the knife edge and manages to deliver on its strategy with a smile," said one judge. Another praised the campaign's "charming, impactful humour."

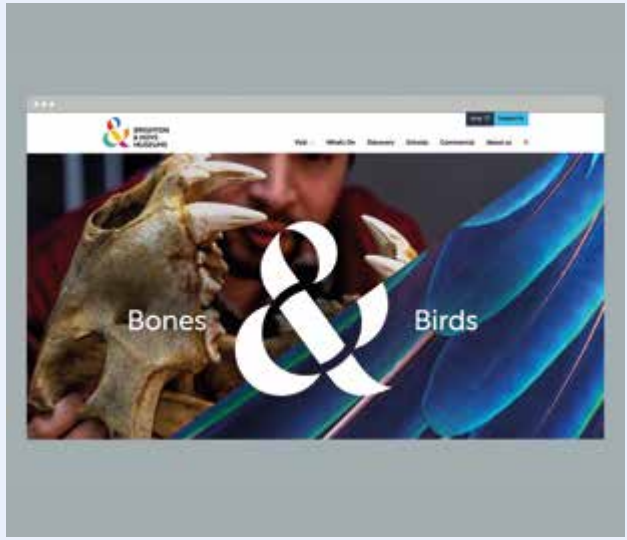


**TÂRGU MUREȘ LOCAL GOVERNMENT AND RUBIKOM**

Romania's Târgu Mureș Local Government worked with Rubikom to create a unified, modern city brand that could function across the municipality's countless brand touchpoints. The visual design draws from the city's architecture and uses clear graphic icons to communicate with citizens. "You can clearly tell that the team wanted to really pay homage to the city and its history in a way that is fit for modern life. The new identity feels fresher and more contemporary and paves the way for a new future," said one judge.

**BRIGHTON & HOVE MUSEUMS AND BAXTER & BAILEY**

Baxter & Bailey's work for the Brighton & Hove Museums is bright, bold and consistent. Its introduction of a simple brand icon allows for consistency across the brand system and enables each cultural institution to retain its own identity within the wider portfolio. Judges praised the unity this provides the museums as well as the fitting nature of the design in the arts and culture sector.





BRONZE

**CITY OF KERAVAL AND ELLUN KANAT**

City of Kerava's ageing population and tired identity was disrupting its ability to appeal to new residents. It worked with Ellun Kanat to inject a sense of youthful vibrancy into its city brand. "It's clear that this project was a special one for everyone involved and really highlights what the residents of Kerava really value about their city. The new identity sparks life back into a town that others would shun," said one judge.

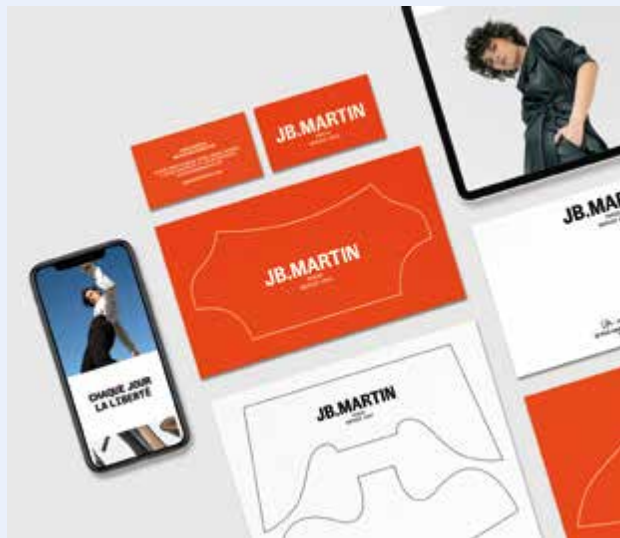
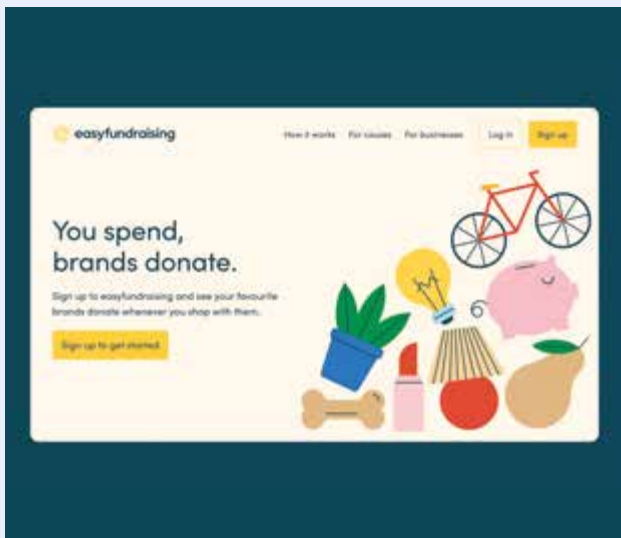


### **GAK (THE GUITAR, AMP & KEYBOARD CENTRE) AND THE PULL AGENCY**

A beloved longtime Brighton stalwart, GAK (The Guitar, Amp & Keyboard Centre) had outgrown its shop-based brand. It needed a new strategy to embrace its diversifying audience and to make a bigger impact online. The Pull Agency focused the brand on a kaleidoscope device designed to communicate music's increasingly genre-bending nature.

This visual strategy aligns well with the brand's new purpose of helping people to 'find their sound.' The stunning visuals are at once timeless as they are contemporary, allowing GAK to communicate with both its stalwart audience of rockers and the burgeoning group of lockdown-inspired musicians. "This lands with a sonic boom," said one judge. "It rocks both the high street presence and the online experience." Another said, "Wicked, cool, thoughtful, beautiful. I wish I did this."





SILVER

**EASYFUNDRAISING AND THAT THING**

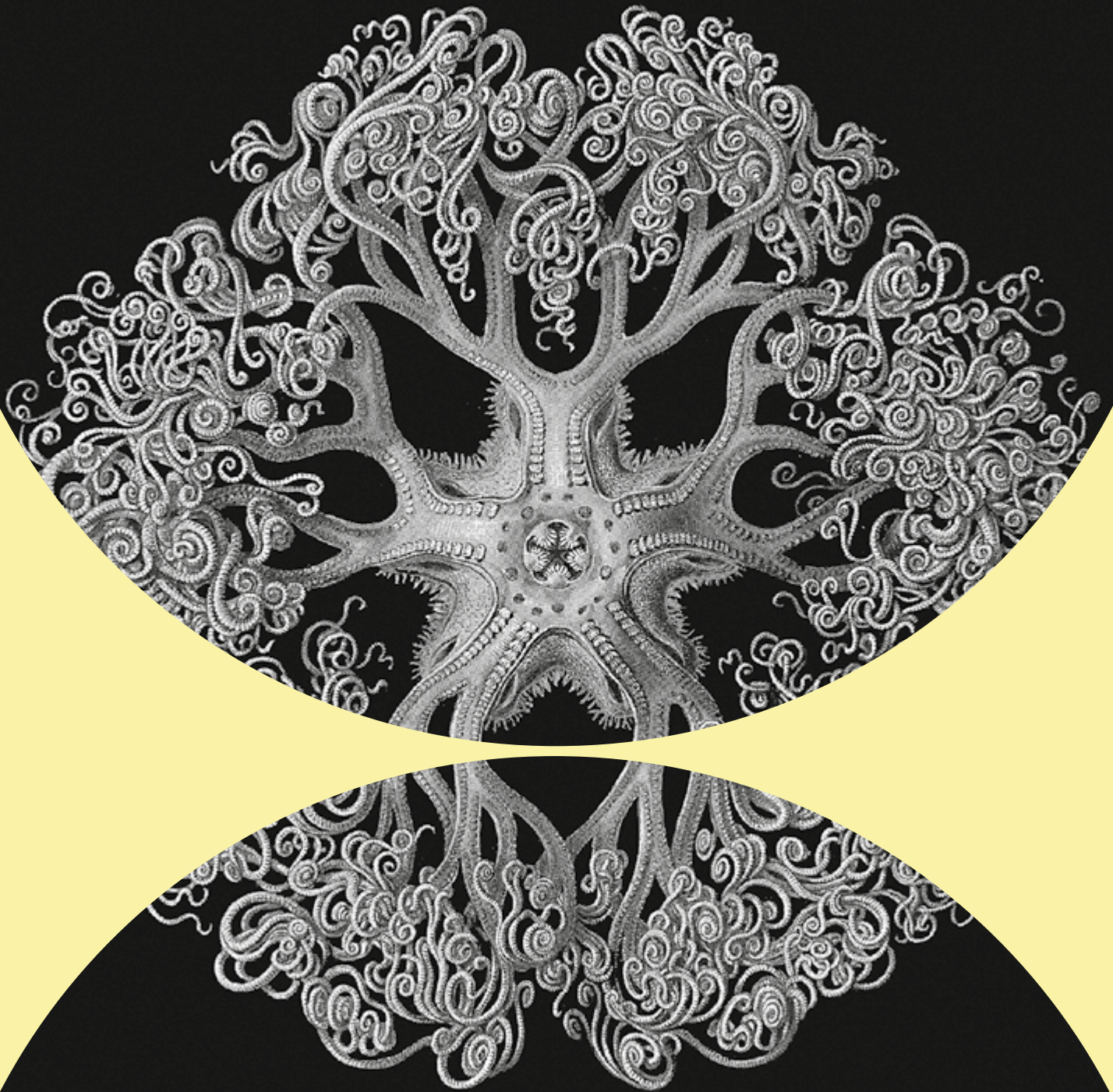
easyfundraising worked with That Thing to transform its brand from a staid add-on to the shopping experience to a destination for giving and doing good in the world. The new brand is authoritative yet friendly. “It feels much warmer than the previous look and feel,” said one judge. Another praised the “fun, bright and approachable” redesign.

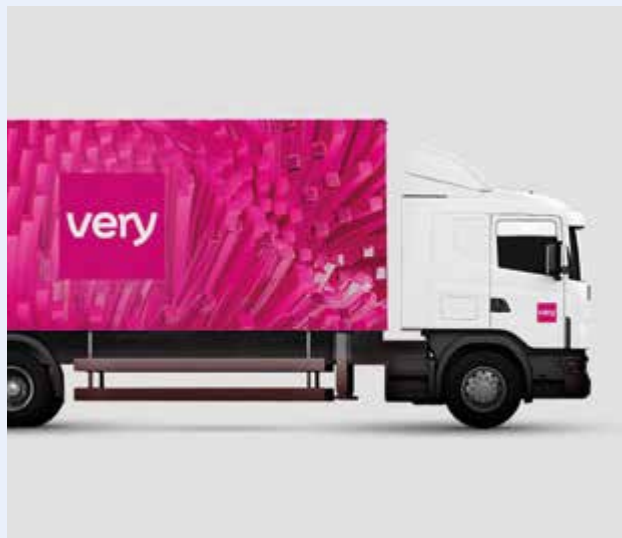
SILVER

**JB MARTIN AND BE DANDY**

Women’s footwear line JB Martin’s brand had stagnated. To reinvigorate it and inspire women with the passion and care of its design ethos, Be Dandy crafted a premium visual identity that “captures the modern Parisian woman,” according to one judge. Another said, “I love that this sleeping beauty has been reawakened. Welcome back.”

Reveal *the soul* of brands





BRONZE

**PRINTED.COM AND LOVEGUNN**

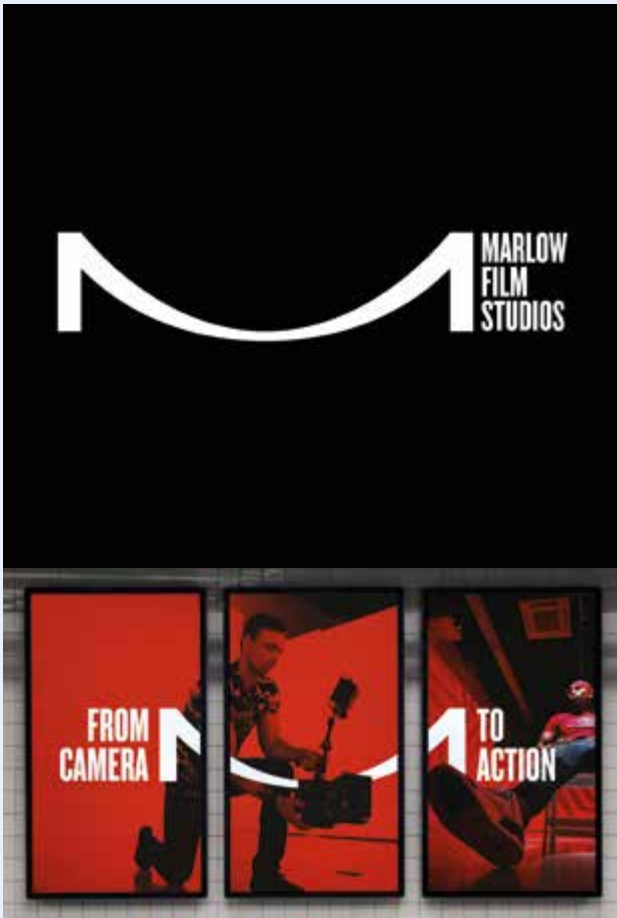
To reiterate its positioning as a partner for creatives, artists and the everyday crafter, Printed.com worked with LoveGunn on a fun, contemporary visual identity. The result is a fresh, personable brand that impressed judges with its reassuring tone of voice and partnership approach to creativity.

BRONZE

**VERY AND SOMEONE**

A rapidly expanding brand, Very, had grown without a sense of cohesiveness behind its visual identity. To recentre and refocus, it worked with SomeOne on a brand modernisation that aligns the company's many touchpoints behind a coherent visual identity. Judges thought this evolution helped Very create a stronger impact on the market.





**MARLOW FILM STUDIOS AND SABOTEUR**

Putting a new film studio on the map in the UK is no easy task, particularly considering the British entertainment industry dates back centuries. But Marlow Film Studios knew it could make a splash. Saboteur used its unique position on the River Thames to do just that. The brand’s wordmark extends the ‘M’ into a bridge device that represents the studio’s physical location while also delivering a graphic linkage between brand messages. The connecting device is a stroke of genius that impressed judges. “I love the identity,” one said. “It does place the branding of the facility itself and pays off on the brand’s strategy.” Another said, “It’s simple, clean and identifiable. I love the connecting concept with the bridge icon.”

**NORWICH CITY FOOTBALL CLUB AND SOMEONE**

When rebranding a football club, local passions can run high, raising the stakes for the new visual identity. But Someone found the back of the net for Norwich City Football Club. Starting with an extensive community consultation process, the brand was built from the community and its heritage, using the area’s weaving industry roots as an anchor in the new brand. The visual identity used a modern take on a woven textile to create an ownable typeface, pattern and signage system. The result is thus woven seamlessly into the city’s very fabric. “This is a great redesign that respects traditional elements to the right extent while expanding the visual universe of the brand in a meaningful way,” said one judge.





SILVER

**WORLD RUGBY AND DESIGNSTUDIO**

To craft an identity for World Rugby's Women in Rugby, DesignStudio harnessed the power of the team. It used an illustrative style to combine individual players into a collage of women forming an unstoppable force in the sport. "You really feel the unstoppable energy behind women's rugby. The strong visuals capture the diversity and power of the sport," said one judge.

BRONZE

**FEDCOM AND INTERBRAND**

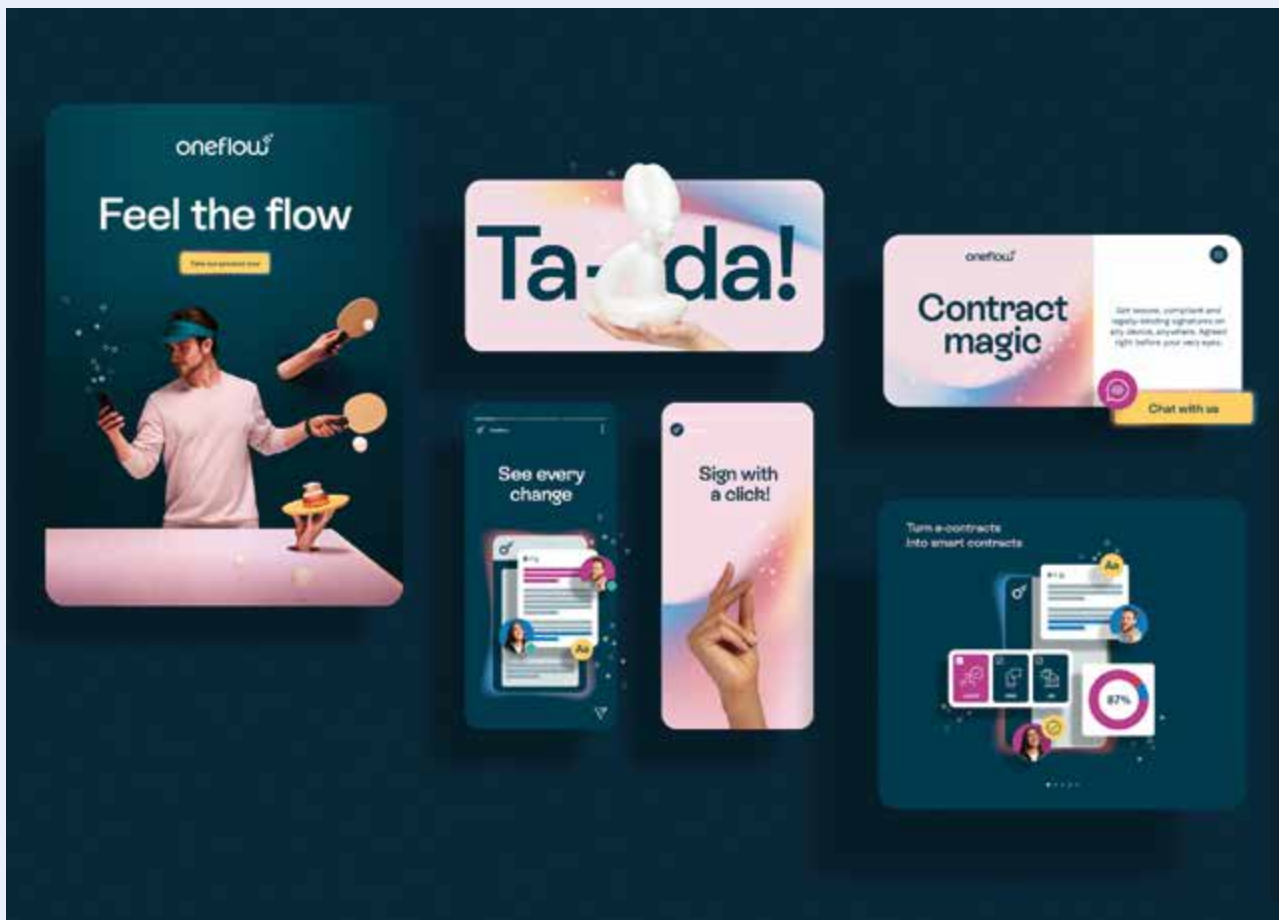
European basketball league Fedcom worked with Interbrand on a visual identity focusing on the word and concept of the 'skweek' of a basketball shoe on the court. The visceral approach helps the brand flex across audio, visual and static touchpoints with ease. Judges thought this was fun, clever and fresh with a brand ethos sure to appeal to the sport's young audience.





#### FIFA AND DESIGNSTUDIO

DesignStudio was tasked with transforming the FIFA Fan Festival from a tournament-focused identity to one independent of individual World Cup brands. The new Fan Festival is a carnival of colour that delivers a cool, appealing set of assets to fans, who are then able to shape the brand further through social content.

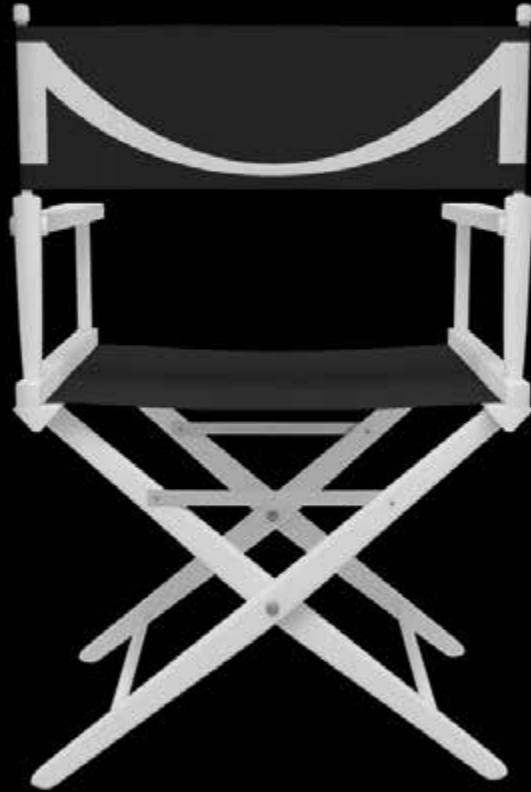


GOLD

### ONEFLOW AND MULTIADAPTOR

Swedish digital contracts platform Oneflow's boring, corporate brand was holding it back from expressing its true personality. The confusing, inconsistent visual identity was failing to communicate Oneflow's commitment to making contracts simpler and more straightforward. To better unite its purpose and strategy, it worked with MultiAdaptor on a rebrand.

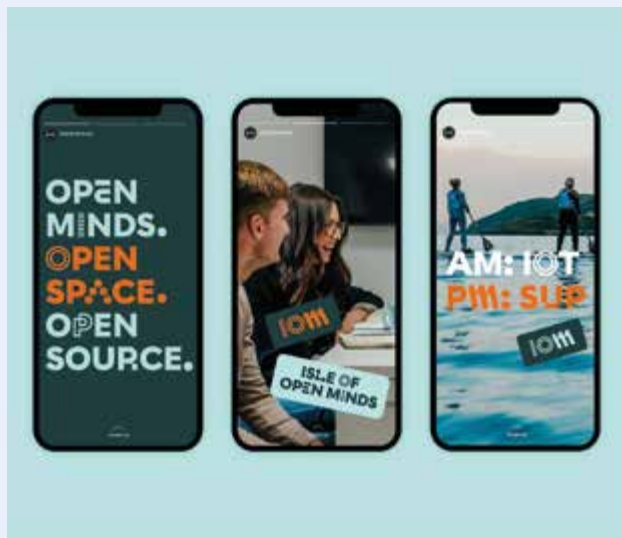
The new visual identity uses the concept of 'contract magic' to add a visual flair to the previously staid brand. One judge called it "a magical mix of colour, humans and elements of daily life." Another said "Love love love. There is a great heartbeat to this brand." Others praised the messaging, photography, colour palette and the way it "convincingly conveys the purpose and mission of the company in a memorable way."



# COMING SOON

**Marlow Film Studios**

A brand new studio for the world's  
greatest story-makers



SILVER

**DEEPER INSIGHTS AND SABOTEUR**

To make the brand more accessible to corporate leaders, not just CTOs and digital chiefs, Deeper Insights needed simpler messaging that could be communicated visually and verbally with ease. Saboteur delivered with a straightforward visual identity that fulfils the difficult objective of distilling the company’s digital complexity into an easily understood strategic value.

SILVER

**DIGITAL ISLE OF MAN AND LANTERN**

The Isle of Man worked with Lantern on a brand that combined the island’s heritage, personality and natural history with digital-inspired visual cues and language. The result is “highly memorable,” full of “brilliant, striking and consistent design,” according to judges. “There’s something that sticks with you,” said one judge. “There’s a lot of potential here.”



BRONZE

**STRIBE AND WHITE BEAR**

Stribe had a clear understanding of its product’s value to the HR community, but it needed a brand that could put people back at the heart of human resources. To achieve this, White Bear introduced a friendly, personable brand built around employee engagement. “You know it’s different. It has a lovely, friendly personality. It’s been inventive with the emotive illustrations. I love it,” said one judge.

**HIGHLY COMMENDED  
ATECH AND WE LAUNCH**

Digital transformation company Atech worked with We Launch on a transformative new identity that empowered the brand’s communications and cut-through in a crowded landscape.

**HIGHLY COMMENDED  
YETTEL AND SOMEONE**

SomeOne worked with Telenor to become Yettel, a telecoms company built for the modern age. Judges called this a “brave piece of design that fits the brief and marketplace perfectly.”





## GOLD

**VALTIR AND FLEISHMANHILLARD**

Highway safety brand Trinity Highway was forced by extenuating circumstances to rebrand. But it wanted to retain its heritage, awareness and authority in the marketplace. To do so, it worked with FleishmanHillard on the positioning of being ‘a tier above.’ This strategy led seamlessly to the new name Valtir.

The visual identity was built using visual cues relating to highways, from the motion-inspired V logo to the red, yellow and amber lines reflective of auto lighting. The result is a cohesive, easily identifiable brand that speaks to the company’s purpose and services. Judges thought the consistency across brand touchpoints was excellent. One also praised the company for “building on its rich history” by retaining its iconic yellow brand colour.



SILVER

**BLUEAIR AVIATION AND INNERPRIDE**

Romanian airline BlueAir Aviation wanted to stand out among European low-cost regional providers. It worked with innerpride to create a premium feel for the brand while still reflecting industry visual cues. Judges thought this was a well-considered and effectively delivered brand transformation in a challenging sector.

SILVER

**MAHINDRA AND DUSTED**

Indian manufacturer Mahindra wanted to make an impact with its new electric vehicle brand, BE. Dusted developed an electrifying visual identity that blends futuristic tech visuals with a blocky, modular typeface. One judge praised the identity for helping BE to “own the space of futuristic electric vehicles.”





**BRONZE**

**IFS AND TRANSPORT FOR LONDON**

As part of its branding of the London cable car, IFS worked with Transport for London on a cloud-focused visual identity that united IFS' corporate brand with the sky-high transport method. Judges thought the partnership was a well-suited match made in Greenwich, with one saying "I love the copy and concept."

**BRONZE**

**OVERHAUL AND WE LAUNCH**

Supply chain risk mitigation company Overhaul worked with We Launch on a brand overhaul that put supply and logistics at the heart of the visual identity. Instead of its tired, corporate visuals, it embraced dynamic imagery and an ownable colour palette.

**THE OTHER HOUSE AND DESIGNSTUDIO**

Blending hospitality and members clubs, The Other House is a new concept 'resident's club,' at which comfort and luxury go hand-in-hand. To bring this to life, DesignStudio focused on giving clients the luxury of choice through long-stay living. It wanted to create a place where people both felt inspired and at ease enough to kick off their shoes and relax.

Crafting a visual brand to match this ethos relied on rich textiles, subtle signage, warm interiors and a sense of exclusive, luxurious comfort. Judges thought the way The Other House balanced its luxury feel without complexity and clutter was commendable. One said, "The attention to detail is beautifully executed. The use of typography and illustration style is unique."





SILVER

**1000MIGLIA AND NASCENT DESIGN SRL**

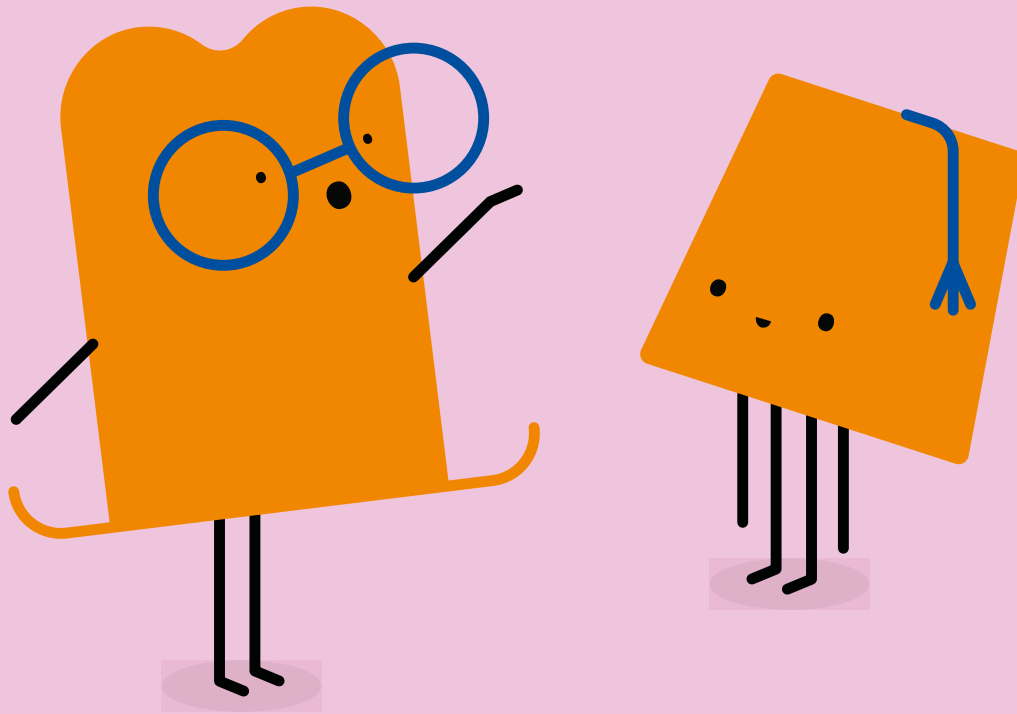
Vintage car race Sorrento Roads, by 1000Miglia needed its brand to highlight not only the race, but the beauty, hospitality and culture of the region's coast. Nascent Design used a tessellating design to capture the feel of Sorrento while ensuring a simple, cohesive brand that could function effectively across event, out-of-home, print and digital touchpoints. "Lovely and well researched. This brand is steeped in culture and felt authentic," said one judge.

SILVER

**HEIDI AND FUTUREKINGS**

Ski and snowboard package holiday disruptor Heidi worked with FutureKings on a new brand that could function beyond the winter season. Heidi uses an alpine device in the crossbar of the 'H' to communicate its focus on mountain adventuring. The brand is supported by a colour palette, photography and graphic style that further links the alpine ethos and lifestyle to the needs of the modern tourist.





“You stay here, I’ll go on ahead”

Whatever hat you wore in the creation of tonight’s awarded work, congratulations from **SomeOne**.



# SPECIAL RECOGNITION



**WILL BOSANKO – BRANDPIE**

The youngest entrant in this category was also its most impressive standout for judges. One said, “I’m a bit blown away by Will, and would like to keep a close eye on his future career path. The maturity he shows and the fearlessness and confidence is quite inspiring.” Will Bosanko, Brandpie’s strategy partner, has made a huge impact without having yet reached his 30th birthday. As a strategist, he has a knack for untangling complex brands and reframing them with the audience’s needs in mind.

But Will has also made a huge impact on Brandpie itself as a young leader within the business. While he leads on massive client projects, Will is also a team leader and mentor. One of his employees said, “Will has set an example for me to follow – whether it’s the standard and quality of his work, ability to deliver or deep understanding of our sector and clients.” This impact was also commended by judges, who praised his maturity, skillset and strategic brilliance, making him a worthy winner of the ‘Brand strategist of the year’ prize.





**HIGHLY COMMENDED  
MARCEL BOTTON – NOMEN**

Marcel Botton's contribution to the art of brand naming cannot be overstated. Having worked with some of Europe's biggest brands over his long career and now working at Nomen, Marcel has set the standard for excellence in naming strategy. Clients have praised his expertise, ability to work with senior stakeholders and unrivalled naming talent.

**HIGHLY COMMENDED  
WENDY UNGER-MOORE – KRAMP GROEP**

Working in-house at agriculture brand Kramp Groep, Wendy Unger-Moore has transformed the company from a little-beloved player to a brand championing farmers and connecting directly with their needs. "Wendy definitely works with a strong sense of purpose and has a vision for her future growth. She has plenty of potential in her career," said one judge, particularly noting her success in the challenging agriculture sector.

**RICH RHODES – SOMEONE**

SomeOne has for many years been one of Britain's most boundary-pushing and creative brand agencies. Its work has won Transform Awards across virtually every category and sector. And at the heart of that continued success is longtime creative director Rich Rhodes. With rebrand work for the likes of the Wolverhampton Wanderers, TGI Fridays, the Natural History Museum and Nuffield Health under his belt, Rich has allowed the agency's creativity to thrive. Across sectors ranging from heritage, corporate and leisure, Rich has crafted well-considered identities that not only suit the needs of the brands, but help them push the envelope in terms of their brand communications.

This year, his work for the Norwich City Football Club has resonated with judges who appreciated its ties to sporting heritage alongside its bright future-facing design. Judges called Rich "a brilliant all-rounder," and, "a CD worthy of the top prize." One judge said, "He's got all the smarts, plus he's strong on execution and an inspiration to his team. His work is so solid and clear of thought."



**HIGHLY COMMENDED  
STEVE HICKSON – FLEISHMANHILLARD**

Joining FleishmanHillard just at the start of the pandemic, Steve Hickson's burst of creativity allowed the agency to thrive in what could have been a challenging period. He has brought a business savvy approach alongside his creative stewardship, making FleishmanHillard's Valtir rebrand a favourite of judges in this year's 'Best visual identity from the transport and logistics sector' category. One judge said of Steve, "He is someone who has made a major difference to the firm. He clearly manages a team well and is able to navigate the business side of creativity."

**HIGHLY COMMENDED  
BECKY KING – DRAGON ROUGE**

At Dragon Rouge, Becky King stepped up to become executive creative director, bringing with her a career worth of mentoring young designers and challenging the status quo in design. Her commitment to the design industry has seen Dragon Rouge play host to a number of young, bright design professionals. King's leadership has seen the agency's creativity flourish and grow, with more still to come from this newly appointed design leader. "Becky is certainly an inspiration and a strong contender," said one judge.

**EMMA PURNELL – MR B & FRIENDS**

A graphic designer at Mr B & Friends, Emma Purnell first joined the agency as part of its internship programme, a role she swiftly made permanent. As part of her role, she has worked on global rebrands and championed genderless design.

Her approach to client work has been praised by the agency as Emma is skilled at digging out the motivations behind the brief. This allows her to generate creative ideas that stand out.

Beyond her work for clients, Emma is one of the agency's standout diversity and inclusion champions. She is passionate about inclusion not only within the company, but through inclusive design principles. "Here is a true rising star!" said one judge. "Undoubtedly Emma is destined for the brightest future. I wouldn't be surprised if she leads her own agency some day." Another added, "Emma is a standout candidate. She demonstrates a fantastic maturity towards her work and there is evidently plenty of depth and breadth to her skills and interests."

**HIGHLY COMMENDED****SAMMY HARPIN – BAXTER & BAILEY**

Sammy Harpin always knew he had a creative future ahead of him. But at Baxter & Bailey his talent for drawing out the personality of a brand has seen him deliver Transform Awards-worthy work for the likes of Lewes FC and Saltus.

“Sammy is a highly creative and passionate young designer,” said one judge, who praised “his commendable design achievements.”

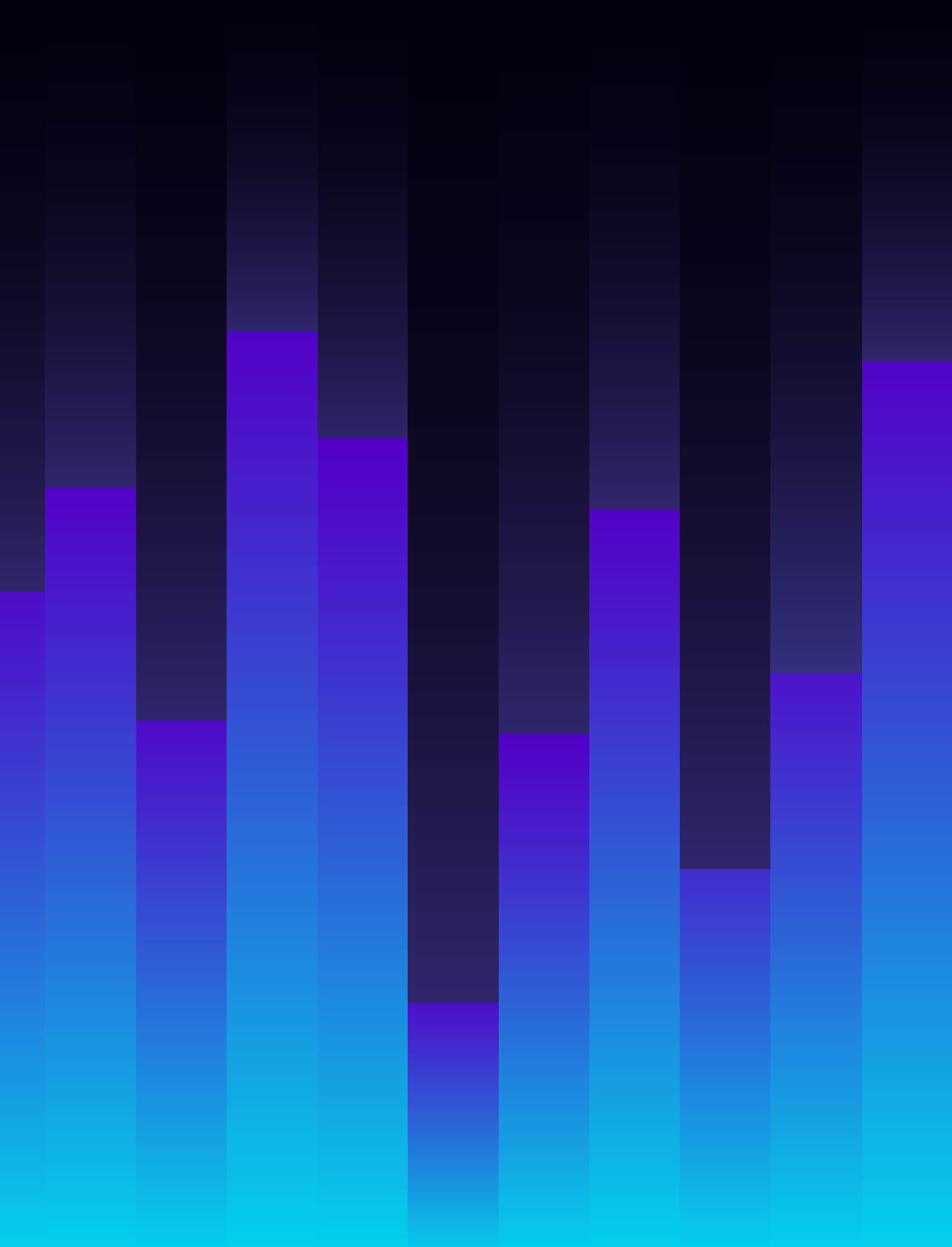
**HIGHLY COMMENDED****AISLINN MCGRATH – THE SMART GROUP**

A graphic designer at Irish agency The Smart Group, Aislinn McGrath has demonstrated maturity and creativity in her work in challenging sectors like agriculture and entertainment. Her professionalism and poise has made an impact on clients. Judges called her “a talented young designer who has a bright future in her industry.”



# GRAND ACCOLADES







### WINGS AND PENTAGRAM

As with many categories, visual identities can conform to industry trends and visual clichés that may impede a brand’s ability to grow and connect with its customers. Such was the case with Wings, Akbank’s credit card offer for high net worth individuals. A bland wordmark was complemented by stock imagery and a thin brand world. To grow the offer and better communicate about the brand’s premium services, Wings worked with Pentagram on a new approach.

The new brand positioning, the ‘insider edge’ helped hone the visual identity. The wordmark sees the ‘W’ and ‘I’ treated to a slanted edge, while a slanted line graphic device helps flesh out the identity. Premium imagery lends a more aspirational, luxurious feel than the previous photography style. A muted colour palette retains a nod to the previous brand while elevating it to a new level of contemporary lifestyle cool.

The result is eminently aspirational, beautiful, sleek and joyous. Judges also praised the way the visual identity set out a new visual style for the category as a whole. “It’s elegant, clean, consistent, considered and beautiful,” said one judge. Others praised the way it achieved the objective of improving the aspirational, affluent lifestyle visual cues. The stunning result makes Wings and Pentagram the worthy winners of this year’s ‘Best overall visual identity’ award.

futurebrand.com

Change  
the  
Brand  
Change  
the

Future

Our purpose is to  
transform brands,  
so businesses grow.

FutureBrand UXUS Hugo&Cat ChaseDesign



#### **RENAULT WITH LANDOR & FITCH, PUBLICIS CONSEIL AND BLACK FOUNDRY**

Automobile companies have for decades been seen as manufacturers. And branding in the sector has spoken to the materials and methods behind that manufacturing process. But, car makers have long been innovators driving forward change across the economic landscape. In the tradition of Ford introducing the assembly line and Mercedes-Benz the internal combustion engine, Renault is hoping to inspire a new era in the European automobile sector by becoming a technology brand first and foremost.

While other companies are embracing their tech capabilities, Renault's bold rebrand has set the standard for tech-driven vehicle branding in Europe. Its new visual identity is endlessly flexible and eminently simple. The logo has been streamlined and simplified so that it wouldn't be out of place in Silicon Valley. The supporting brand world draws on visual cues from luxury fashion, high-end digital and the concept of mobility itself.

The work crafted by Landor & Fitch, Publicis Conseil and Black Foundry has impressed judges at every turn. "The strategy is compelling, giving Renault a renewing energy by creating a company that continuously transforms and changes through a modern, iconic symbol," one judge said. Others praised the modern, premium feel that also managed to stay true to the brand's heritage and raise strong awareness. One added, "Excitingly electric. I love how this iconic brand has been injected with a new lease on life." Renault's bold new strategy makes it the brave winner of this year's Transform Awards 'Grand prix.'



# The global publication for brand development and rebranding



Subscribe for £90 a year and receive a discount on entries into Transform Awards programmes and exclusive event offers. For more information email Jack at [jcousins@transformmagazine.net](mailto:jcousins@transformmagazine.net)

[www.transformmagazine.net](http://www.transformmagazine.net)



TRANSFORM\_MAGAZINE



TRANSFORMSAYS



@TRANSFORMEVENTS

TRANSFORM MAGAZINE

+44 (0)20 3950 5356

#TRANSFORMAWARDS

WWW.TRANSFORMMAGAZINE.NET