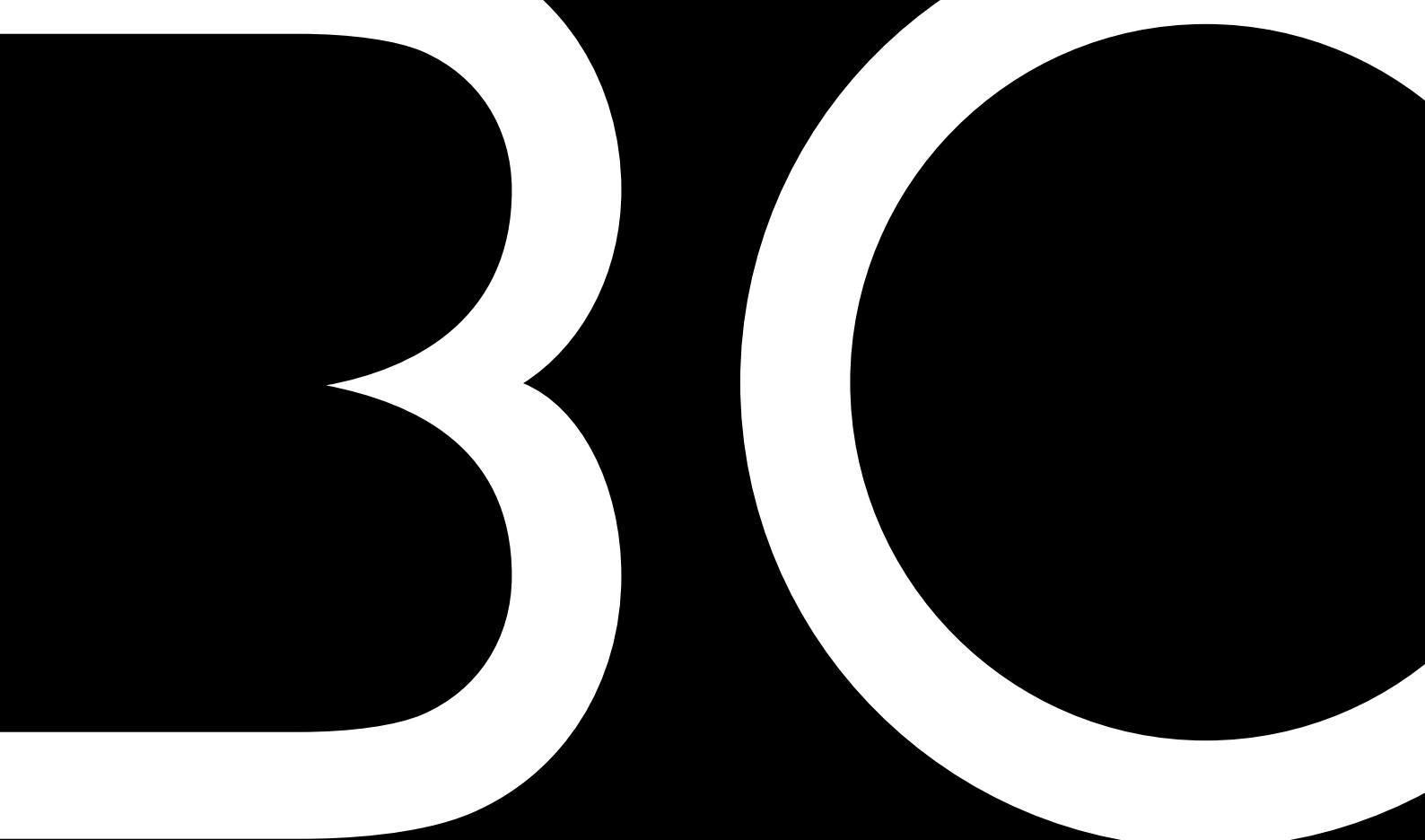


**TRANSFORM  
AWARDS  
MEA 2023**

**DUBAI**

**WINNERS  
BOOK**



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& experience  
design agency.



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CREATIVE

This is the tenth year Transform magazine has held its annual celebration of the transformative power of brand design and strategy here in Dubai. And if you're reading these opening words to the Transform Awards MEA 2023 winners book then I am delighted to tell you that you have a real treat ahead of you.

At 140 pages it is certainly the biggest winner's book we've published for the Transform Awards Middle East and Africa. This is perhaps not surprising, this year was a record year for entries.

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**



**AHMED SALAMA ABOUSHABAB**  
**DEPUTY HEAD OF CREATIVE**  
**SKY NEWS ARABIA**

Ahmed is a media industry veteran with over 20 years of experience in the creative field. Currently serving as the deputy head of creative at Sky News Arabia, Ahmed has a proven track record of success in leading Arabic TV channels and brand transformations, such as Asharq Bloomberg, MBC Group and CNBC Arabia. Ahmed is an expert at launching and gathering big teams in branding, on-air graphics, TV promotion and digital/social media artists.

**MOHANNED ABU AL-MAJD**  
**FORMER HEAD OF CREATIVE**  
**STRATEGY – KSA**  
**SNAP INC.**

Mohanned has worked with some of the biggest multinational companies in the world, such as Unilever and PepsiCo. He has done some exceptional projects in destination management and placemaking at EMAAR, The Economic City and NEOM. His creative strategy for Snapchat Saudi was particularly impressive. He is now a MARCOM advisor with a couple of government entities, the Ministry of Human Resources and the Saudi Tourism Authority. Mohanned is passionate about creativity and content creation, and his enthusiasm for his work is evident.



**FAHAD ALBJEDI**  
**CREATIVE COPYWRITER OF**  
**HERITAGE AND CULTURE**  
**BOUTIQUE GROUP**

With a background in translation and literature at Imam Mohammad ibn Saud University, Fahad began his professional life as an intern at a Saudi advertising agency (UBRAND), and worked his way up to the position of senior creative copywriter; in the last five years, he has won two international awards and become certified in brand strategies. With a passion for Saudi heritage, he is now working at Boutique Group, where he is one of the few people working on the heritage and culture division.

**ABDULAZIZ ALNASHWAN**  
**BRANDING DIRECTOR**  
**GENERAL AUTHORITY**  
**FOR STATISTICS**

Abdulaziz is branding director at the General Authority for Statistics in the Kingdom of Saudi Arabia. He is also the acting director of communications planning, a member of the advisory board at setup.sa and a communication consultant at Guidepoint in Dubai. He also acts as a senior advisor at ADEC Development Consulting Company, a member of the Gerson Lerman Group in the US and a brand consultant at the Coleman Research Group in London and held the position of marketing and branding consultant at Oqal Group between 2020 and 2022.



**NORA AL SHIHA**  
**SVP CORPORATE BRAND**  
**AND COMMUNICATIONS**  
**MOBILY**

Nora is the SVP of corporate brand and communications at Mobily. She's interested in out-of-the-box ideas and always seeking an adventure. Nora has gone from being a co-op to managing Cisco's social media and web marketing to overseeing group marketing for Hewlett Packard Enterprise across Saudi Arabia. Before venturing into her role in Mobily, she also worked in the Ministry of Communications and Information Technology of Saudi Arabia as director general of corporate communications.

**CATHERINE BARR**  
**FORMER GLOBAL EXPANSION**  
**BRAND STRATEGY HEAD**  
**HBO MAX**

Catherine has over 20 years' experience launching new international markets for some of the biggest names in entertainment and direct-to-consumer brands. She advises private clients around the world on marketing strategy for hyper-growth and international expansion, and recently led the brand strategy and go-to-market planning for the global expansion of HBO Max across 60 countries. Her experience spans Europe, Asia, the Middle East and Latin America, and includes helping MBC reposition the Shahid streaming service and leading FutureBrand Asia as general manager.

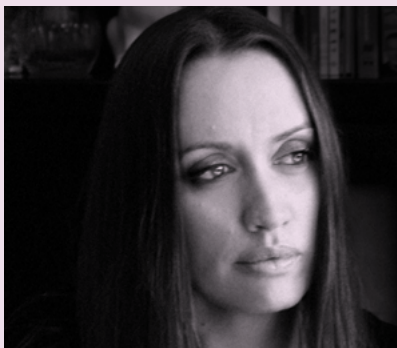


**MELISSA BAYIK**  
**SENIOR CREATIVE DIRECTOR,**  
**CORPORATE BRAND**  
**ARADA**

Melissa is the senior creative director of Arada, where she has lead the brand strategy, corporate culture, all aspects of brand development and visual design for the property development company and its dynamic portfolio of brands. Over the past five years she has also built and led a highly effective, award winning, in-house creative department. In addition to her responsibilities at Arada, over the past year, Melissa has been acting as brand advisor for Raimondi Cranes – the 160-year-old Italian company, through its transformational rebrand.

**MARIJKE BEIJER**  
**HEAD OF BRAND, MARKETING**  
**AND COMMUNICATIONS**  
**GIG GULF**

Marijke is the head of brand, marketing and communications at GIG Gulf. Marijke has a deeply rooted digital background and over 13 years of robust managerial experience mainly in the banking and insurance industry. Throughout her career, she's worked at large corporate organizations and start-ups and scale-ups. She has successfully implemented different brand strategies and led rebranding and transition projects. She believes that a brand is more than just a logo on the wall and needs to be driven from within an organization.



**CARLYN FERREIRA**  
**EXECUTIVE CREATIVE DIRECTOR**  
**BALCONY8**

Carlyn is a multi-award-winning brand designer and creative director. With 24 years of strategic design experience, her versatile design style and acute conceptual eye have led her across the world to her current position as the executive creative director at Balcony8. Carlyn is responsible for a multitude of global brands that touch our lives daily, including Discovery Vitality, Virgin Mobile and Coca Cola. Together with her partner, Ursula Winzel (Balcony 8 founder), she is currently leading the way with Waldorf Astoria, Double Tree and Hilton Group across the Middle East, Africa and Europe.

**ROBERT FRITH**  
**CREATIVE DIRECTOR**  
**SAUDI ARAMCO**

Robert is the creative director of Ithra. A specialist in the creative and cultural sector, Robert is also the lead curator of Ithra's creativity season, 'Tanween,' a celebration of creativity which has had over 300,000 visitors since 2018. Robert directs the diverse creative programming that Ithra offers to support talent development, creative production, community engagement and the recognition of Ithra as a cultural landmark in Saudi Arabia and the region. Robert has 20 years of experience working on creative projects in culture, heritage, education and health.



**MAHMOUD HASSAN**  
**SENIOR MARKETING MANAGER,**  
**CONTENT AND CREATIVE**  
**PEPSICO**

Mahmoud was appointed in 2021 as PepsiCo's creative and content senior marketing manager across AMESA. Prior to that he was a marketing and communications professional with over 15 years of experience working within the advertising industry, with a successful career spanning across a broad range of world class agencies including Ogilvy, JWT, BBDO and VICE Arabia. Throughout his various roles, Mahmoud was leading integrated communication strategies and plans for several clients across the Middle East and Africa. Mahmoud holds a BA degree from New York Institute of Technology, USA.

**GLEN IMPEY**  
**BRAND MANAGER**  
**AD PORTS GROUP**

Glen is a highly adept, focused and hands-on brand manager, with over 20 years' experience in publishing, events, advertising and branding. Glen graduated from Central Saint Martins - University of the Arts London, with a distinction for his master's in Communication Design. His studies made him acutely aware of the design process, from conceptualization to delivery. Above all, Glen believes in effective and emotive storytelling that connects the customer with the brand while facilitating the brand purpose through careful planning and knowledge of the end user.

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**JEANNA ISHAM**  
**FOUNDER**  
**DREAMR PRODUCTIONS**

Jeanna creates, consults and educates brands on sonic branding and sound marketing. With over 20 years of audio experience, she is well versed in the language of sound. Her company, Dreamr Productions, creates audio identities for companies and brands, and also consults and educates brands and marketers on sound in marketing and its best practices. She also produces, hosts, and edits the Sound In Marketing Podcast that then built out her subsite Sound In Marketing Learning. SIM Learning houses sound branding resources as well as education on sound in marketing yesterday, today and tomorrow.

**LEIGH ANN JUDD**  
**DIRECTOR, MARKETING AND COMMUNICATIONS**  
**HONEYWELL**

Leigh Ann is the director, marketing and communications for Honeywell, a Fortune-100 global technology company, for the Middle East and North Africa. In this role, she leads a team of marketers reaching customers across a broad range of industries – from energy and aerospace to infrastructure and control technologies for buildings and industry, to performance materials, logistics, retail, cyber security, and software solutions for enterprise performance management. Leigh Ann is responsible for both building and activating the Honeywell brand and driving revenue growth through impactful and measurable campaigns.



**FRANCOIS KANAAN**  
**SENIOR DIRECTOR - MARKETING AND BRANDING**  
**PUBLIC INVESTMENT FUND (PIF)**

Francois is presently senior director at the PIF, leading and managing the integrated marketing, communications, brand development and brand experience for one of the Private Investment Fund projects in Riyadh, Saudi Arabia. In this role, Francois has established a dependable track record of working on quasi-governmental mega real estate destinations strategic development. Prior to this job, Francois was chief marketing and communications officer at the Fawaz Al Hokair Group and vice president of marketing and communications at Meraas.

**MAIS KAWAR**  
**FORMER MARKETING AND COMMUNICATIONS MANAGER**  
**DUBAI SOUTH**

Mais worked as a marketing and communications manager for a decade at Dubai South from March 2013 until December 2022. Mais led the logistics district and corporate marketing and worked on the strategies and budgets, including branding development, events management, social media and public relations activities, ensuring the business objectives set for the Free Zone and the Logistics District are met. Being a highly creative and enthusiastic professional, Kawar, who has passion for building fantastic brands, excels in executing marketing strategies that deliver exceptional results.



**OLEG NESTERENKO**  
**CHIEF MARKETING OFFICER**  
**STORYTEL**

Until recently, Oleg was the chief growth officer at STARZPLAY and online media expert and entrepreneur (CGO, CPO, CMO, CEO) who, for the last 10 years, built success stories for the most prominent premium video streaming services in MENA, Eastern Europe, Central Asia and their diaspora all over the world. Oleg has led brands and products that became undisputed regional leaders like Shahid by MBC Group, MEGOGO, Viasat and Kyivstar. Oleg is now chief marketing officer at Storytel.

**ROXANA NICOLESCU**  
**VP BRAND MARKETING**  
**WEGO.COM**

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

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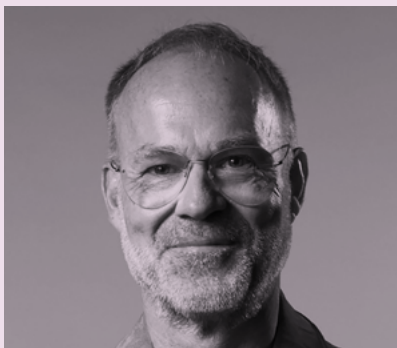


**ALEXANDER OLOO**  
**HEAD OF DESIGN**  
**ABSA GROUP**

Alex is currently the head of design at Absa, where he leads a team of 200 of the most awesome humans. Alex has spent the last decade deeply involved in digital, as a software engineer, designer, international speaker and, most recently, in design leadership. Alex has been a key player in Absa's digital transformation over the last seven years. Alex also has a passion for developing talent. He and a colleague started Absa's Design Graduate Programme and he continues to mentor and coach the next generation of design leaders within Absa and in the broader design industry.

**SAWSAN SULTAN**  
**LEAD CREATIVE MANAGER**  
**ETHIHAD AIRWAYS**

Sawsan is the creative lead at Etihad Airways' brand, marketing and sponsorships department based in Abu Dhabi. She heads up the graphics division who is responsible for looking after the branding and design requirements for all the Etihad markets globally. With over 13 years' experience in branding and design, she has designed over 30 special aircraft liveries for Etihad, which includes the 2009 and 2018 Formula 1 aircrafts, the 2019 Manchester City Football Club aircraft and many more exciting partnership collaborations. She also managed the Air Serbia branding refresh in 2013 and supported with the Alitalia branding relaunch in 2015.



**RALPH VAN DIJK**  
**FOUNDER**  
**EARDRUM**

Ralph is a world authority on effective audio advertising and sonic branding. He started his career as an agency copywriter in London and quickly gravitated to audio, setting up specialist agency Eardrum in 1990. Today, Eardrum is headquartered in Sydney and is the most awarded audio specialist advertising agency in the world. In 2021, he co-founded Resonance, a specialist sonic branding agency working with APAC's largest brands. In the last two years Resonance has won over twenty awards for work with Samsung, Canva, Commonwealth Bank and The Australian Open.

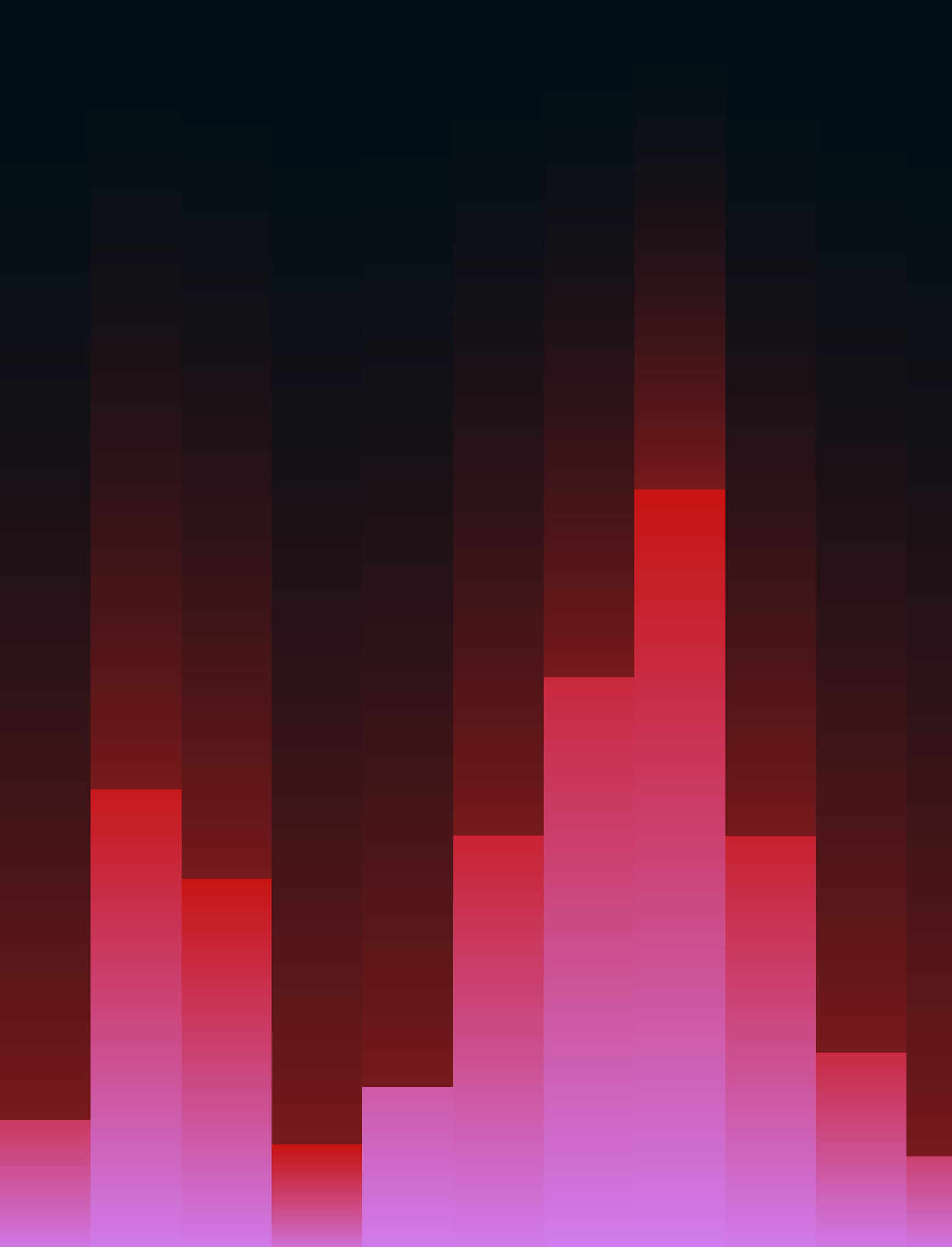
**ROBERTO VERONA**  
**CREATIVE DIRECTOR**  
**SAFFRON BRAND CONSULTANTS**

As a creative director, Roberto runs the design team at Saffron Brand Consultants, overseeing the quality of design outputs across various projects. Italian-born, Roberto studied at ISIA Urbino in Italy and is trilingual speaking Italian, of course, Spanish and English. His creative career has taken him to agencies Icon Medialab, Addison and John Ryan Company. At Saffron, Roberto has been involved in brand creation and rebranding projects for a range of clients, including Proximus, Payvision, Sodexo, Generali, BBVA, Tuenti, Australia's Alcohol and Drug Foundation and Xing.

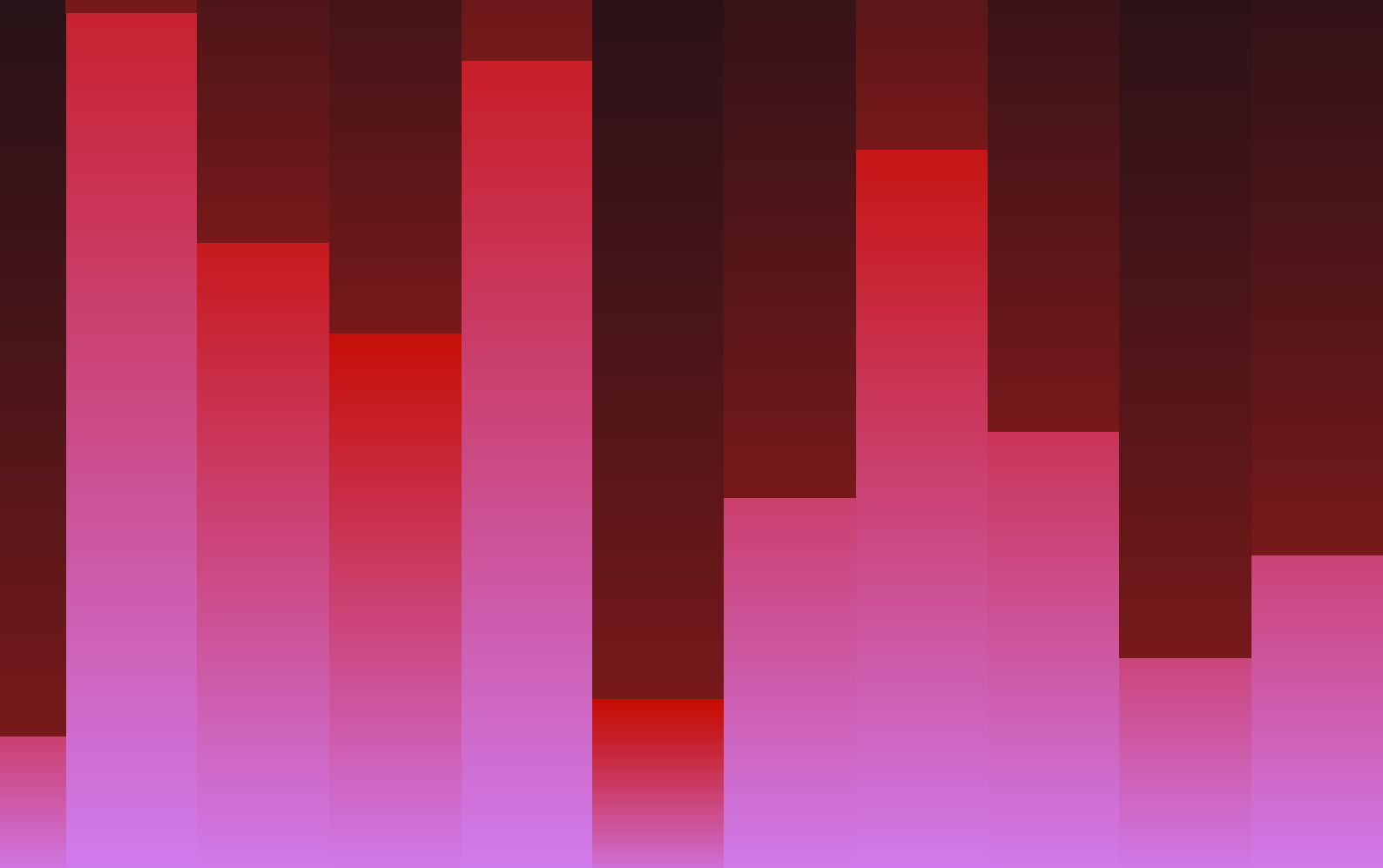


**FIRAS WAHBEH**  
**CHIEF MARKETING OFFICER**  
**BEEAH GROUP**

As the chief marketing officer at BEEAH Group, Firas is responsible for creating and executing strategic marketing plans and brand campaigns across all business units of the Group. Combining insights with innovation, Firas is part of the leadership team for the organization and has led all marketing functions, corporate communication programs and social responsibility initiatives to accelerate brand recognition and achieve the Group's vision for pioneering sustainable quality of life. With the transition of the organization into a holding group structure, he was instrumental in developing a strong brand image for the BEEAH Group.



# WINNERS



**BEST USE OF A VISUAL PROPERTY**

Gold – Hayat Biotech and Brand Lounge

Silver – Dubai Holding and BOND

Bronze – Nakheel and Ochre

Bronze – Radio Bahrain and Unisono

Bronze – Sahtin Manage Restaurants and Trade with The Creative Union

Highly commended – Al Hallab Street and The Creative Union

**BEST BRAND ARCHITECTURE SOLUTION**

Gold – Nakheel and Ochre

Silver – ADNEC Group and All About Brands

Bronze – Katara Hospitality and Hilton with The Creative Union

Highly commended – Abdulla Al Ghurair Foundation and Brand Lounge

Highly commended – Dubai Holding and BOND

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

Gold – Hayat Biotech and Brand Lounge

Silver – Otto and Ochre

Bronze – Charles Zuber and Brand Lounge

Bronze – Radio Bahrain and Unisono

Highly commended – Careem and Mana Creative

**BEST BRAND EXPERIENCE**

Gold – Otto and Ochre

Gold – Siemens and KNOW Creative

Silver – District 2020 and Ochre

Bronze – Charles Zuber and Brand Lounge

Bronze – Chicos and Electric Brand Consultants

Highly commended – Right Grain and Gene Branding

**BEST USE OF PACKAGING**

Gold – PepsiCo Design & Innovation – Pepsi MO Can LTO

Silver – Charles Zuber and Brand Lounge

Bronze – PepsiCo Design & Innovation – Pepsi x MO

**BEST WAYFINDING OR SIGNAGE**

Gold – Abu Dhabi Early Childhood Authority (ECA) and ADinB

**BEST USE OF AUDIO BRANDING**

Gold – Aramco and MassiveMusic

Silver – alrajhi bank and MassiveMusic

Silver – Visit Saudi and Sixième Son

Bronze – 360 ONE and Ochre

**BEST USE OF TYPOGRAPHY**

Gold – Charles Zuber and Brand Lounge

Silver – Nakheel and Ochre

Silver – Watania Takaful and OHI Leo Burnett

Bronze – Al Manahil Investment, KSA and Keane

Bronze – Department of Culture and Tourism (DCT) & Abu Dhabi Arabic Language Centre (ALC) with ADinB

Highly commended – The Ministry of Human Resources and Social Development (HRSD) with Zan Agency

**BEST PLACE OR NATION BRAND**

Gold – Atlantis Dubai and FutureBrand

Silver – Bilal Al Jazayer and Unisono

Bronze – Sharjah Commerce and Tourism Development Authority with Skyne

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

Gold – Pizza Hut Middle East and Power League Gaming (PLG)

Silver – Charles Zuber and Brand Lounge

Bronze – Emirates Development Bank and LivingRoom Communications

Highly commended – Abu Dhabi Early Childhood Authority (ECA) and ADinB

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

Gold – Family Development Foundation and ADinB

Gold – FANN Media Discovery Platform and Brand Lounge

Silver – Hayat Biotech and Brand Lounge

Bronze – Charles Zuber and Brand Lounge

Highly commended – Abdulla Al Ghurair Foundation and Brand Lounge

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

Gold – Morouj Commodities and Skyne

Silver – Infracorp and Unisono

Bronze – SOLV and ADinB

**BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT**

Gold – Dubai Holding and BOND

Silver – Family Development Foundation and ADinB

Bronze – Dibba Bay Oysters and Skyne

**BEST LOCALIZATION OF AN INTERNATIONAL BRAND**

Gold – Atlantis Dubai and FutureBrand

Bronze – Franklin Templeton

**BEST CREATIVE STRATEGY**

Gold – Charles Zuber and Brand Lounge

Silver – 360 ONE and Ochre

Silver – FANN Media Discovery Platform and Brand Lounge

Bronze – Bilaj Al Jazayer and Unisono

Bronze – Nakheel and Ochre

Highly commended – Impactiv and Brand Lounge

**BEST BRAND EVOLUTION (BUSINESS)**

Gold – iLearning Engines and Liwa Content Driven

Silver – Signature Living and Skyne

Bronze – Capital Catering + Services, ADNEC Group and All About Brands

Bronze – Mubadala Energy and Omnia

Highly commended – Majan University College and Zeenah

Highly commended – Quantum ESCO Saudi and Skyne

**BEST BRAND EVOLUTION (CONSUMER)**

Gold – FANN Media Discovery Platform and Brand Lounge

Silver – Freshqa and The Creative Union

Silver – Morouj Commodities and Skyne

Bronze – Watania Takaful and OHI Leo Burnett

**BEST BRAND EVOLUTION (CORPORATE)**

Gold – Nakheel and Ochre

Silver – Morouj Commodities and Skyne

Bronze – ADNEC Group and All About Brands

Bronze – Al-Dabbagh Group and Bladonmore

Bronze – OHI Group and OHI Leo Burnett

Highly commended – Abdulla Al Ghurair Foundation and Brand Lounge

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

Gold – Charles Zuber and Brand Lounge

Silver – Beban and Limefish Design

Silver – Otto and Ochre

Bronze – Al Manahil Investment, KSA and Keane

Bronze – Ministry of Culture and Accenture Song

Highly commended – Impactiv and Brand Lounge

Highly commended – TGT Diagnostics

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

Gold – Dubai Holding and BOND

Silver – Shams+, Al Masaood Power and All About Brands

Bronze – Abu Dhabi Early Childhood Authority (ECA) – Child Data and ADinB

Bronze – Abu Dhabi Early Childhood Authority (ECA) – Leaders for Impact and ADinB

Bronze – Ministry of Culture and Accenture Song

Highly commended – TGT Diagnostics

**BEST NAMING STRATEGY**

Gold – Right Grain and Gene Branding

Silver – Aid Medical and Zan Agency

Silver – SOLV and ADinB

Bronze – 360 ONE and Ochre

Bronze – Beban and Limefish Design

Highly commended – Dubai Holding and BOND

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

Gold – Watania Takaful and OHI Leo Burnett

Bronze – Franklin Templeton

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

Gold – Abdulla Al Ghurair Foundation and Brand Lounge

Silver – ADNEC Group and All About Brands

Bronze – Franklin Templeton

Bronze – Yaqeen Capital and Skyne

Highly commended – OHI Group and OHI Leo Burnett

**BEST BRAND CONSOLIDATION**

Gold – The Palmyard Hotel – Amriya Group and Interstate Creative Partners

**BEST EMPLOYER BRAND**

Gold – Dubai Airports and KNOW Creative

Bronze – Zan Agency

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

Gold – Ghorroos and Zan Agency  
 Silver – Islamic Solidarity Fund for Development and Proctor + Stevenson  
 Bronze – Abdulla Al Ghurair Foundation and Brand Lounge

**BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR**

Gold – FANN Media Discovery Platform and Brand Lounge  
 Silver – APG School and inovaline  
 Bronze – Majan University College and Zeenah

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

Gold – Mubadala Energy and Omnia  
 Gold – TGT Diagnostics  
 Silver – Shams+, Al Masood Power and All About Brands

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

Gold – Infracorp and Unisono  
 Silver – Zenda and KNOW Creative  
 Bronze – Argos Expertise Comptable and ADinB  
 Bronze – First Abu Dhabi Bank and FutureBrand  
 Bronze – Watania Takaful and OHI Leo Burnett  
 Highly commended – 360 ONE and Ochre

**BEST VISUAL IDENTITY FROM THE FMCG SECTOR**

Gold – Morouj Commodities and Skyne  
 Silver – Sahtin Manage Restaurants and Trade with The Creative Union

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

Gold – Right Grain and Gene Branding  
 Silver – Magna Hospitality Management LLC and Keane  
 Silver – Morouj Commodities and Skyne  
 Bronze – EARTH Restaurant and Latitude  
 Bronze – Hilton Garden Inn and Keane  
 Highly commended – PepsiCo Design & Innovation – 7UP x Ramadan 2022

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

Gold – Hayat Biotech and Brand Lounge  
 Bronze – Aid Medical and Zan Agency

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

Gold – Capital Catering + Services, ADNEC Group and All About Brands  
 Silver – ALN with Brand Husl and The Contented Agency

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

Gold – Nakheel and Ochre  
 Silver – SOLV and ADinB  
 Silver – The Palmyard Hotel – Amriya Group and Interstate Creative Partners  
 Bronze – Al Manahil Investment, KSA and Keane  
 Bronze – Edamah and Unisono  
 Bronze – Signature Living and Skyne  
 Highly commended – Saada and Unisono

**BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR**

Gold – Great Arab Minds and Abjad Design  
 Gold – Ministry of Culture and Accenture Song  
 Silver – Family Development Foundation and ADinB  
 Bronze – Tamkeen (Labour Fund)

**BEST VISUAL IDENTITY FROM THE RETAIL SECTOR**

Gold – Charles Zuber and Brand Lounge  
 Silver – Dubai Holding and BOND

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

Gold – Yabeela and Unisono  
 Silver – Seef Entertainment and Unisono  
 Bronze – Bahrain Rugby Federation and Unisono

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

Gold – Radio Bahrain and Unisono  
 Silver – Beban and Limefish Design  
 Silver – Ministry of Culture and Accenture Song  
 Bronze – Department of Culture and Tourism (DCT) & Abu Dhabi Arabic Language Centre (ALC) with ADinB  
 Bronze – FANN Media Discovery Platform and Brand Lounge  
 Highly commended – iLearning Engines and Liwa Content Driven

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

Gold – Otto and Ochre  
 Bronze – Careem and Mana Creative

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

Gold – Bilaj Al Jazayer and Unisono  
 Silver – Atlantis Dubai and FutureBrand  
 Bronze – Katara Hospitality and Hilton with The Creative Union  
 Highly commended – ADNEC Group and All About Brands  
 Highly commended – Earth Hotels and Sputnik Floyd

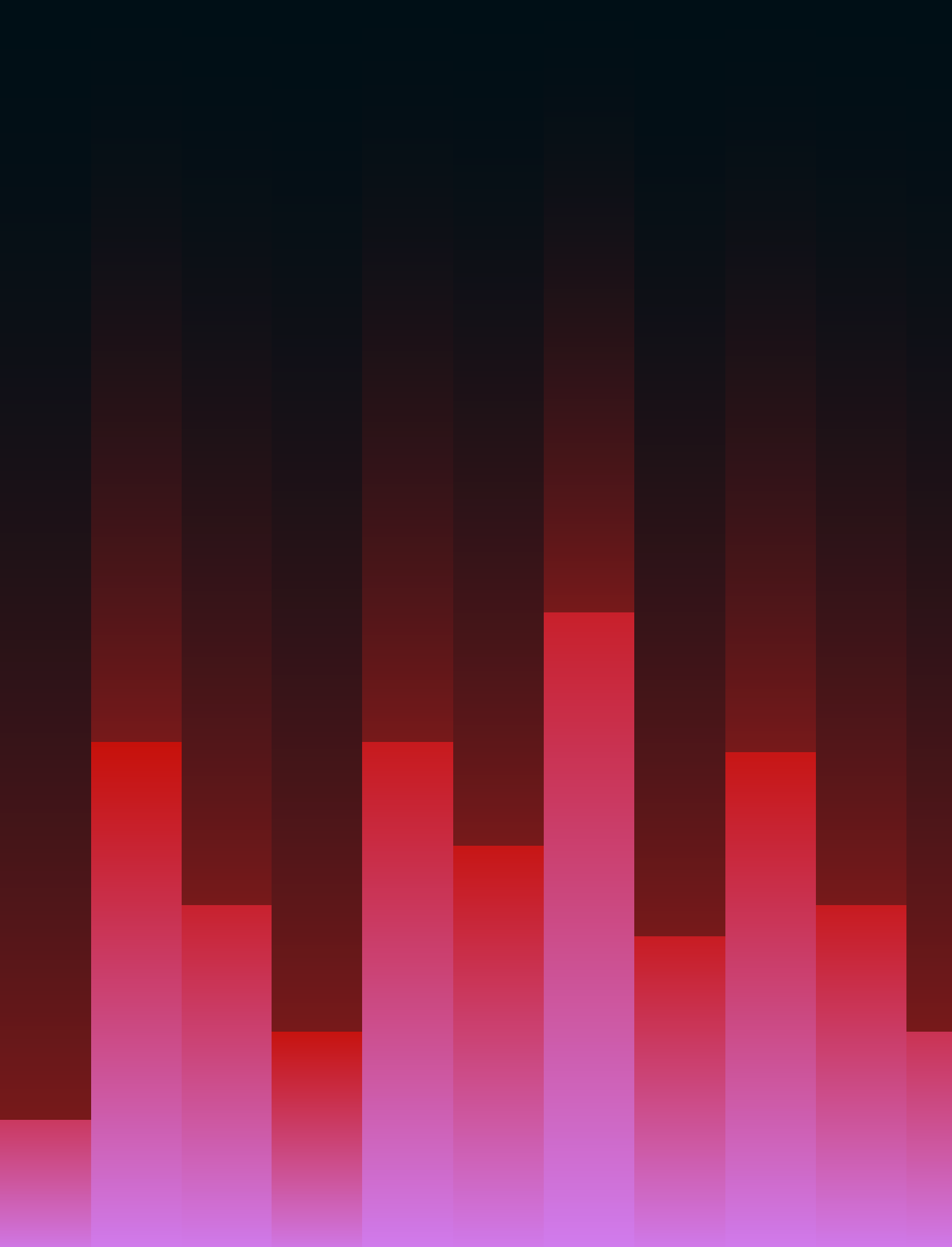


**BEST OVERALL VISUAL IDENTITY**

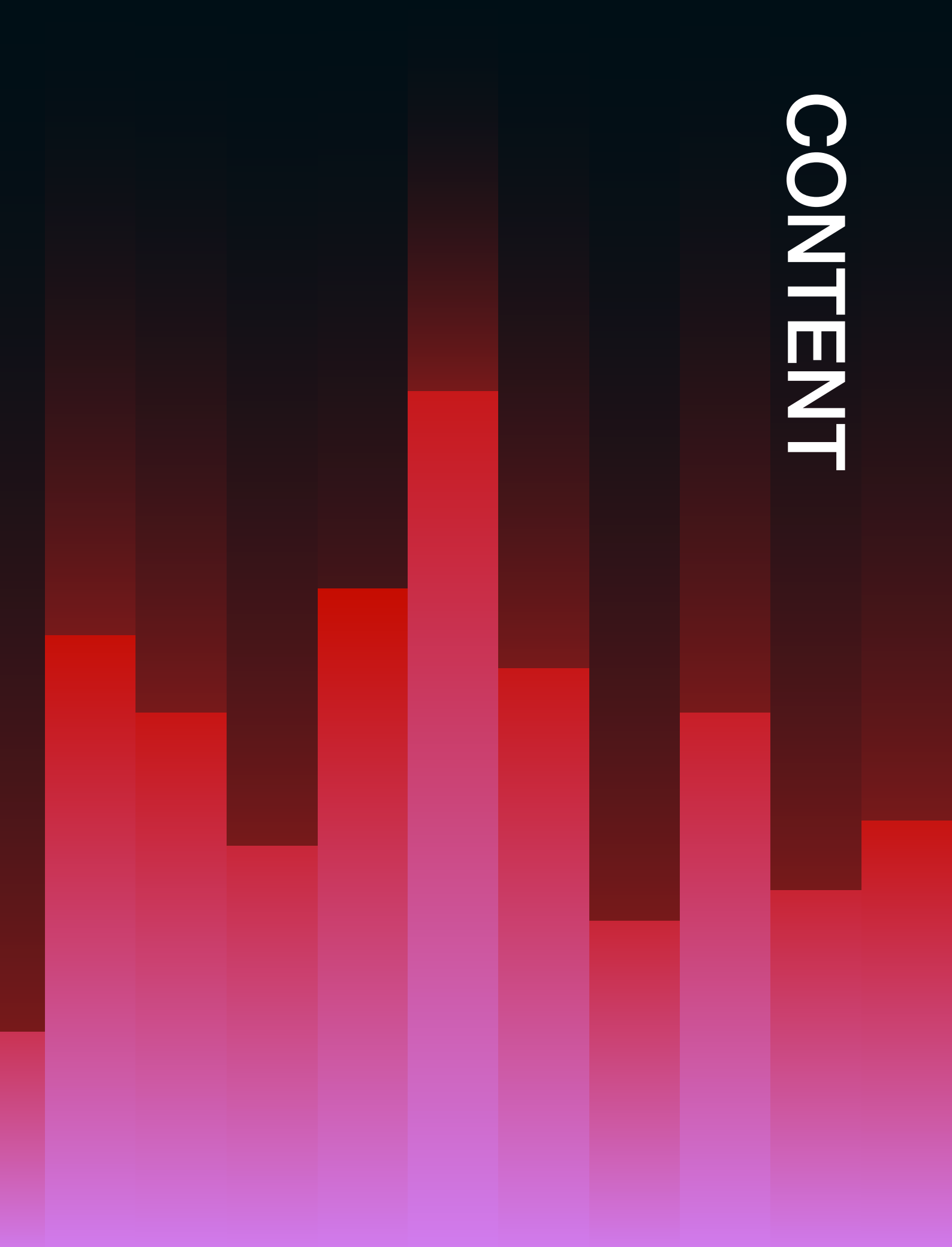
Winner – Right Grain and  
Gene Branding

**GRAND PRIX**

Winner – Charles Zuber and  
Brand Lounge



# CONTENT





#### HAYAT BIOTECH AND BRAND LOUNGE

Born in 2021 at the height of the Covid-19 pandemic, Hayat Biotech entered an overcrowded healthcare market ruled by experienced players and heritage brands. It worked with Brand Lounge to build an identity that was highly visible amongst competitors and in line with its core purpose: challenging the barriers of science. At the heart of the brand design is the logo - a combination of a meaningful emblem and crafted logotype - which captures the brand's essence and story, and is interpreted through various digital and print touchpoints.

Simple, flexible and timeless, the logo inspired other visual assets, including a supergraphic, an infographic and a window for photography and videography purposes. "Logical, thorough strategic approach. Creatively safe but relevant to the sector," one judge said. Another added, "The look is distinct and would turn heads anywhere."



SILVER

**DUBAI HOLDING AND BOND**

Dubai Holding wanted to create a brand that reflected the joy that Tickit, its instant rewards program, brings to the world. BOND focused on building a bright and optimistic image style that encompassed all of the brand's key audiences, from young adults to Emirati and Western families. The result is a rich image library that judges praised for the powerful art direction photography.

BRONZE

**NAKHEEL AND OCHRE**

Nakheel, responsible for developing some of Dubai's key landmarks, felt its brand was outdated and lacked ambition. Using the Dubai 2040 Urban Master Plan, which aims to enhance people's quality of life, as foundation for the new brand, Ochre created a design that moves away from concrete and buildings, towards a more human and premium feel. Judges described the rebrand as modern, clean and solid.



**RADIO BAHRAIN AND UNISONO**

With a new CEO and new sonic vision, Radio Bahrain turned to Unisono to help them design a new 'rhythm section' and philosophy. The answer came in one visual signature: the wave. An abstract visual rendering a sound wave, The Wave was applied across all touchpoints, both on and offline. One judge described the digital execution and bold brand decisions as "inspiring and lively."

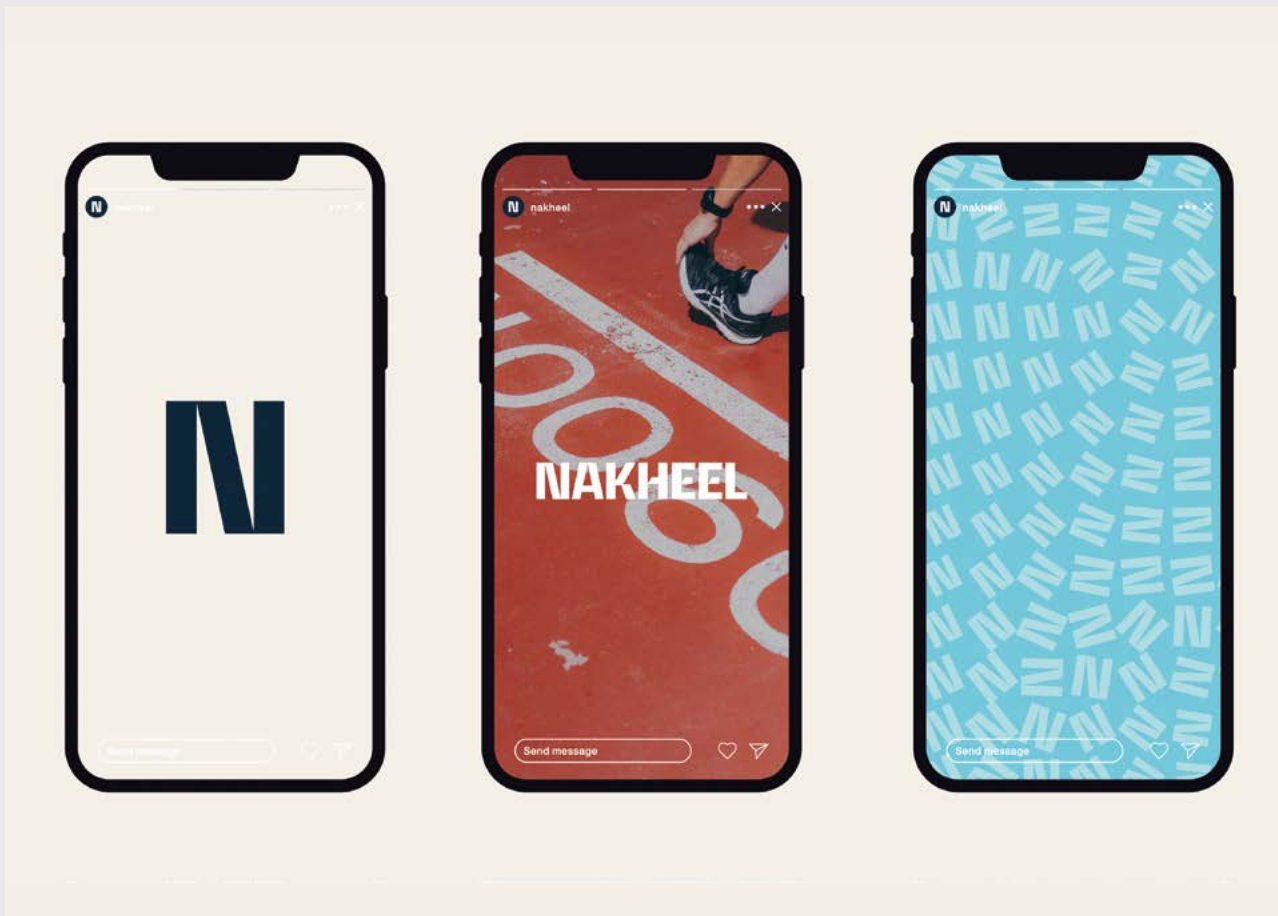
**SAHTIN MANAGE RESTAURANTS AND TRADE WITH THE CREATIVE UNION**

The Creative Union was tasked with designing a bright and playful brand identity to reflect Janiya's product: fresh, healthy snacks on the go. The use of block colors, stickers and positive anecdotal taglines that encourage customers to embrace a healthier lifestyle create a fun and solid brand identity. One judge said the brand was "young, dynamic, fresh and challenging in its category."

**HIGHLY COMMENDED  
AL HALLAB STREET AND  
THE CREATIVE UNION**

The Creative Union designed a calligraphi-inspired visual language for Al Hallab Street, which judges described as vibrant.





## GOLD

**NAKHEEL AND OCHRE**

With a portfolio of projects spread across Dubai's residential, retail, hospitality and leisure sectors, Nakheel failed to have one single, unified masterbrand. To simplify and add clarity to the different assortment of brands and logos, Nakheel worked with Ochre to develop a new brand architecture system, epitomized in the decision tree. This step-by-step process determined where new assets or collaborations would be placed within the architecture, clarifying their link to the Nakheel masterbrand and thus how they should be communicated going forward.

Visually, Ochre united the sub-brands, including Nakheel Collections and Nakheel Signatures, through the use of core brand assets, such as the Nakheel logo, a bespoke typeface and the primary color palette. "Modern, clean approach, utilizing the bold unique type within a clean, well-crafted visual language," one judge said.



# ALL ABOUT BRANDS

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BEST BRAND ARCHITECTURE SOLUTION

SILVER

**ADNEC GROUP AND ALL ABOUT BRANDS**

The Abu Dhabi National Exhibition Company tasked All About Brands to design a future-proof brand architecture for the Group's subsidiary brands. The first step was to shorten the existing name to the acronym ADNEC, with the word Group as a descriptor (ADNEC Group), and design a new masterbrand logo. All logos were visually linked to the masterbrand through typography and the use of the diamond wordmark.

BRONZE

**KATARAHOSPITALITY AND HILTON WITH THE CREATIVE UNION**

Katara Hospitality and Hilton worked with The Creative Union to design a flexible and vibrant brand architecture system that would bring all of the Salwa's Beach Resort offerings under one umbrella. Each different offering was informed by one common denominator: the concept of the three Ws - Wowing, Worldly, and Welcoming. "Well executed, correct strategy and thinking behind the architecture development," said one judge.

**HIGHLY COMMENDED ABDULLA AL GHURAIR FOUNDATION AND BRAND LOUNGE**

Brand Lounge crafted a new brand name and purpose, repositioning Abdulla Al Ghurair's Foundation from charity to an all-encompassing entity.

**HIGHLY COMMENDED DUBAI HOLDING AND BOND**

To raise brand awareness and create a unified consumer face, Dubai Holding worked with BOND to create rewards program Tickit.



### HAYAT BIOTECH AND BRAND LOUNGE

Since its birth, Hayat Biotech has had ambitions of positioning itself as a major brand in the healthcare and logistics industry regionally and globally. To do so it had to communicate in a way that was differentiated amongst competitors. For Brand Lounge, this meant creating a brand voice that was powerful yet easily digestible for everyone.

Brand Lounge created two segments for two distinct target audiences: one directed at healthcare professionals and potential talents, the other at governments, businesses and consumers. These segments, along with unique key phrases, messaging themes and a glossary of terms, were used throughout all forms of communications. The result is an aspirational, dynamic and motivated tone of voice, clearly encapsulated in the brand promise 'Science + Life'. "A strong identity, a clear tone of voice. Simply the best," one judge said.



BEST USE OF COPY STYLE OR TONE OF VOICE

SILVER

#### OTTO AND OCHRE

Automotive subscription service Otto needed to differentiate itself from other, more traditional car ownership and rental models. It worked with Ochre on crafting the user experience and user interface of the product, which was used to inform the clean and professional visual language. The verbal identity is simple, punchy and straight to the point. “Playful messaging reflects the brand strategy. Simple yet creative,” praised one judge.

BRONZE

#### CHARLES ZUBER AND BRAND LOUNGE

As a new player in the competitive luxury watch and jewelry market, Charles Zuber needed a brand that would stand out. To do so, Brand Lounge created a tone of voice that was unheard of, yet relatable to a younger audience and able to reflect the brand’s narrative. Judges thought the clear and creative tone of voice was well connected to the brand and audience.

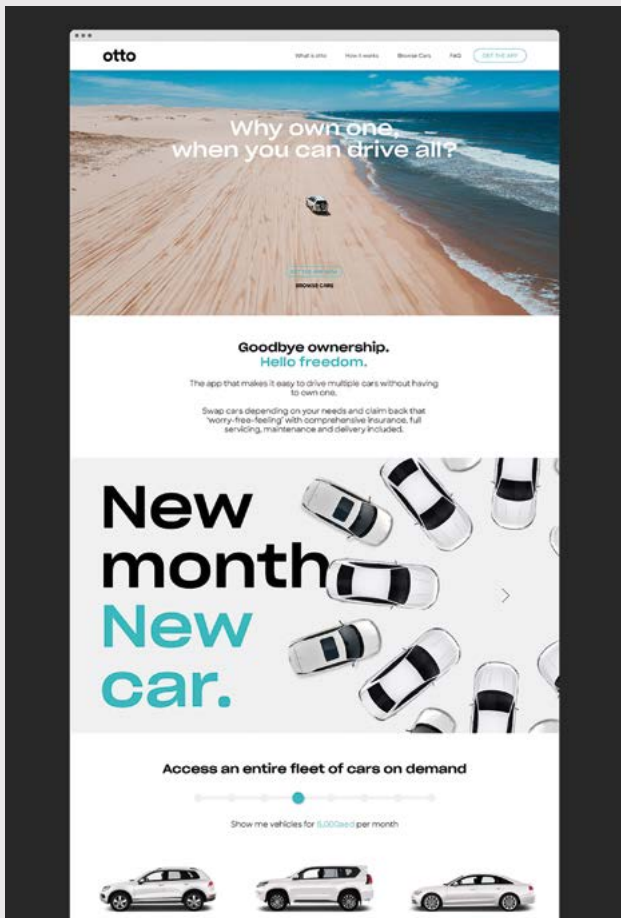


#### **RADIO BAHRAIN AND UNISONO**

To compete with streaming services, Radio Bahrain had to ensure listeners understood its key difference, it's personality. It worked with Unisono to craft a new tone of voice, including a new slogan and expression, that highlights the passion and quirkiness of the brand. Judges described the copy as witty, hip, trendy and fun, relatable to both Gen Z and millennials.

#### **HIGHLY COMMENDED CAREEM AND MANA CREATIVE**

The branded documentary created by Mana Creative for Careem highlights the importance of the company's workforce.



GOLD

**OTTO AND OCHRE**

While Otto's service offering deviated significantly from traditional car ownership or rental models, it was clear that potential new customers weren't aware of just how unique it was. To change this perception and enhance Otto's position as a challenger brand, Ochre focused on enhancing the overall experience for customers, both online and offline.

This meant working backwards: crafting the user experience and mapping the customer journey before developing a brand identity and product. It proved to be a winning solution, which informed every brand element, from the photography, which didn't just focus on cars, but the experiences and locations that could be enjoyed with them, to the premium and intuitive app design. "Fresh, appealing visual identity and solid brand experience," one judge said. "Great brand design. Overall, the brand experience is as disruptive as the brand," added another.

GOLD

**SIEMENS AND KNOW CREATIVE**

After Siemens helped build a first-of-its-kind network of digital, data-driven solutions for the Expo 2020 infrastructure, it looked for a way to convey this intangible experience without just defaulting to 'traditional storytelling' techniques. The solution? 'Siemens FABRIC,' an immersive brand installation created by KNOW Creative that sat at the heart of a VIP event, centered around an immersive installation of 10 panels.

Each detail was extremely well thought through: from the different panel layers that featured varying mashrabiya patterns, colors and scales, together forming the 2020 Expo masterplan, to the animation, created from a media asset library that supports the digital components of the event. One judge praised the fresh and bold approach that sets Siemens apart from its competitors. Another judge said, "Great translation of code and creativity through brand experience."



**DISTRICT 2020 AND OCHRE**

District 2020 worked with Ochre to recount the story of the Expo's lasting legacy, helping it transition from a mega-event to a human-centric district of the future. The brand story came to life in both temporary and permanent exhibitions, which included physically cycling the district to have users experience the spirit of it. Judges described the brand experience as holistic, creative and enjoyable.

**CHARLES ZUBER AND BRAND LOUNGE**

Brand Lounge designed a Neo-Swiss luxury experience to bring the Charles Zuber brand to life. Taking place over five days at Charles Zuber VIP Pavilion, the immersive event transported the audience through the brand story, showcasing the range of watches and jewelry, and premiering the brand film. "A beautiful job, well considered and well executed," said one judge.



## BRONZE

**CHICOS AND  
ELECTRIC BRAND CONSULTANTS**

Chicos worked with Electric Brand Consultants to develop not just a restaurant, but an experimental fusion of food, design, modern culture and events. The result is a party-feel space that combines the fashionable concept store experience with fine dining. The locally-sourced, minimalist yet bold furniture gives it a sleek and premium feel. One judge described the immersive space as distinctive and comprehensive.

**HIGHLY COMMENDED  
RIGHT GRAIN AND GENE BRANDING**

Gene Branding created a mysterious sci-fi plot and alternate universe to bring Right Grain's new bakery brand alive.

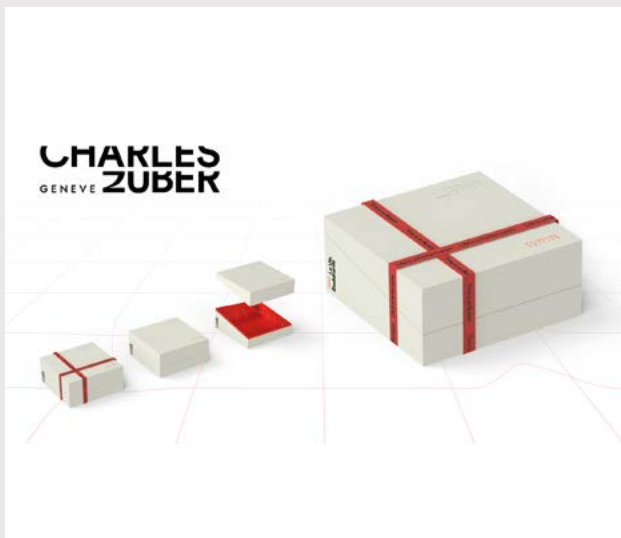


### PEPSICO DESIGN & INNOVATION – PEPSI MO CAN LTO

For PepsiCo's Everyday Thirsty campaign there's only one name that counts: Mohammed (Mo) Salah. PepsiCo chose to honor the globally renowned football star by releasing a new limited-edition Mo can in Egypt - Salah's homeland - that captures his spirit and embodies his thirst for more attitude. Every aspect of the packaging design pays tribute to Salah, from his photograph in the football kit to his signature creating an emblem on the bottom of the can.

The two-tone color palette of Pepsi blue and silver, the interactive lids with a text-and-win promotion and the silver Pepsi logo, which had never been featured before in Egypt, give the packaging an exclusive feel. "Beautiful design and great implementation of a difficult challenge. There is originality in the design," one judge said.





SILVER

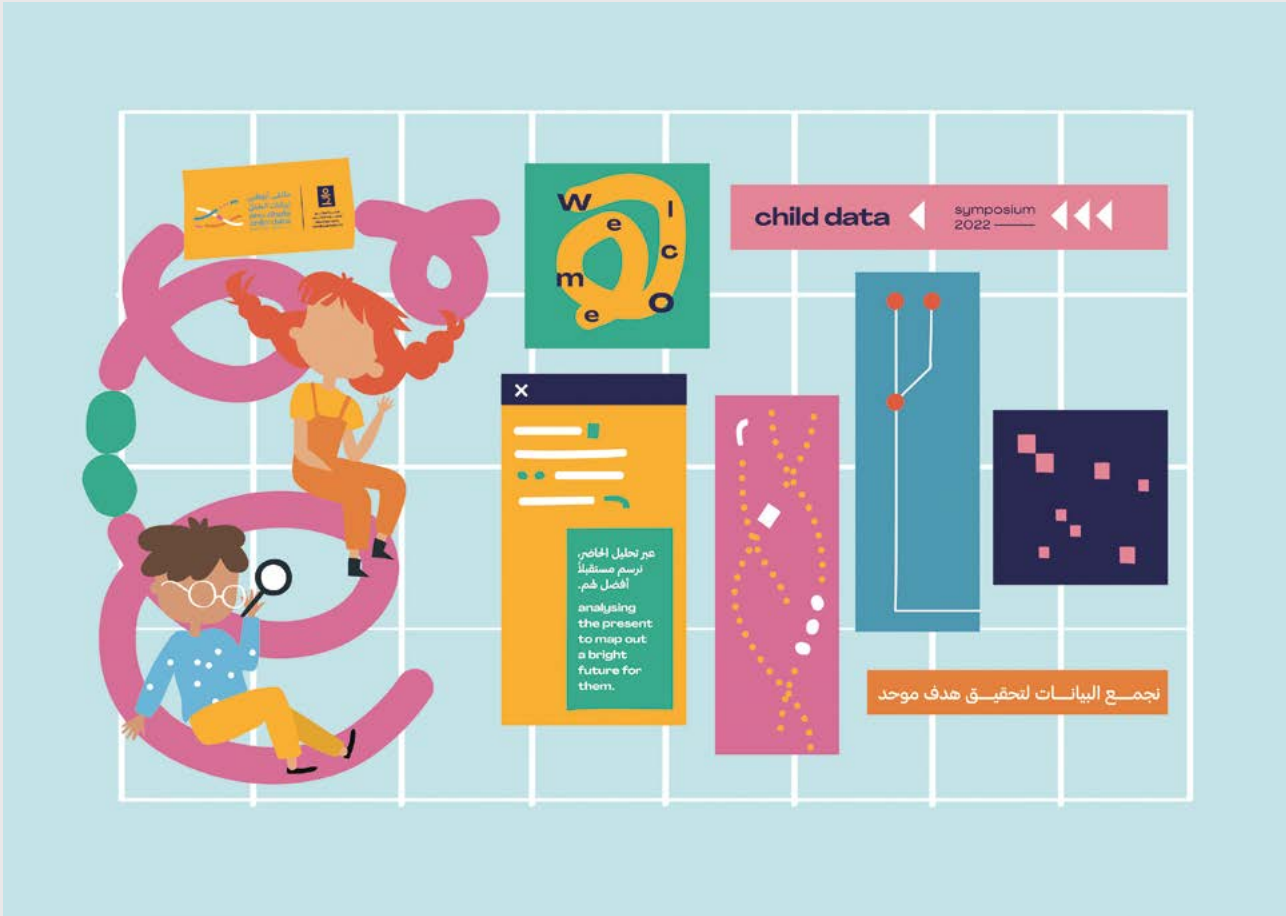
**CHARLES ZUBER AND BRAND LOUNGE**

To avoid using existing legacy packaging to feature Charles Zuber’s luxurious products, Brand Lounge honed in on the idea of scarcity and exclusivity, creating the Founder’s Edition. The new packaging design, which includes a special logo lockup tailored specifically for the Founder’s Edition, is aligned with Charles Zuber’s brand positioning and the Neo-Swiss concept. “A beautiful and wonderful design that covers a number of aspects,” said one judge.

BRONZE

**PEPSICO DESIGN & INNOVATION – PEPSI X MO**

PepsiCo sought to bring together the spirit of the Pepsi brand while also celebrating professional footballer Mohamed (Mo) Salah’s accomplishments. All the visual details on the packaging represent something about Salah’s persona. From the red brush, symbolizing the footballer’s dynamism, power, and passion, to the doodle-like profile of his face drawn in a singular, thin line, a metaphor for his long journey to success.



### ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB

When Abu Dhabi Early Childhood Authority (ECA), a governmental entity aiming to promote optimal child development, launched its new initiative 'The Child Data Symposium' through a physical event, it turned to ADinB to craft the full experience. The event, which united different important officials, followed a journey guided by creative, informative and dynamic signages.

The key was to create a signage and wayfinding system that was both decorative and informative, based around a simple and child-centric design yet able to address professional stakeholders.

ADinB designed colorful, dynamic lines, overlapping them in different directions to highlight the spirit of sharing, communicating, and coming together toward one common goal. The drawings and rich color palette, reminiscent of a child's crayons, give the signage system a playful touch whilst reminding the audience what the new initiative is about.

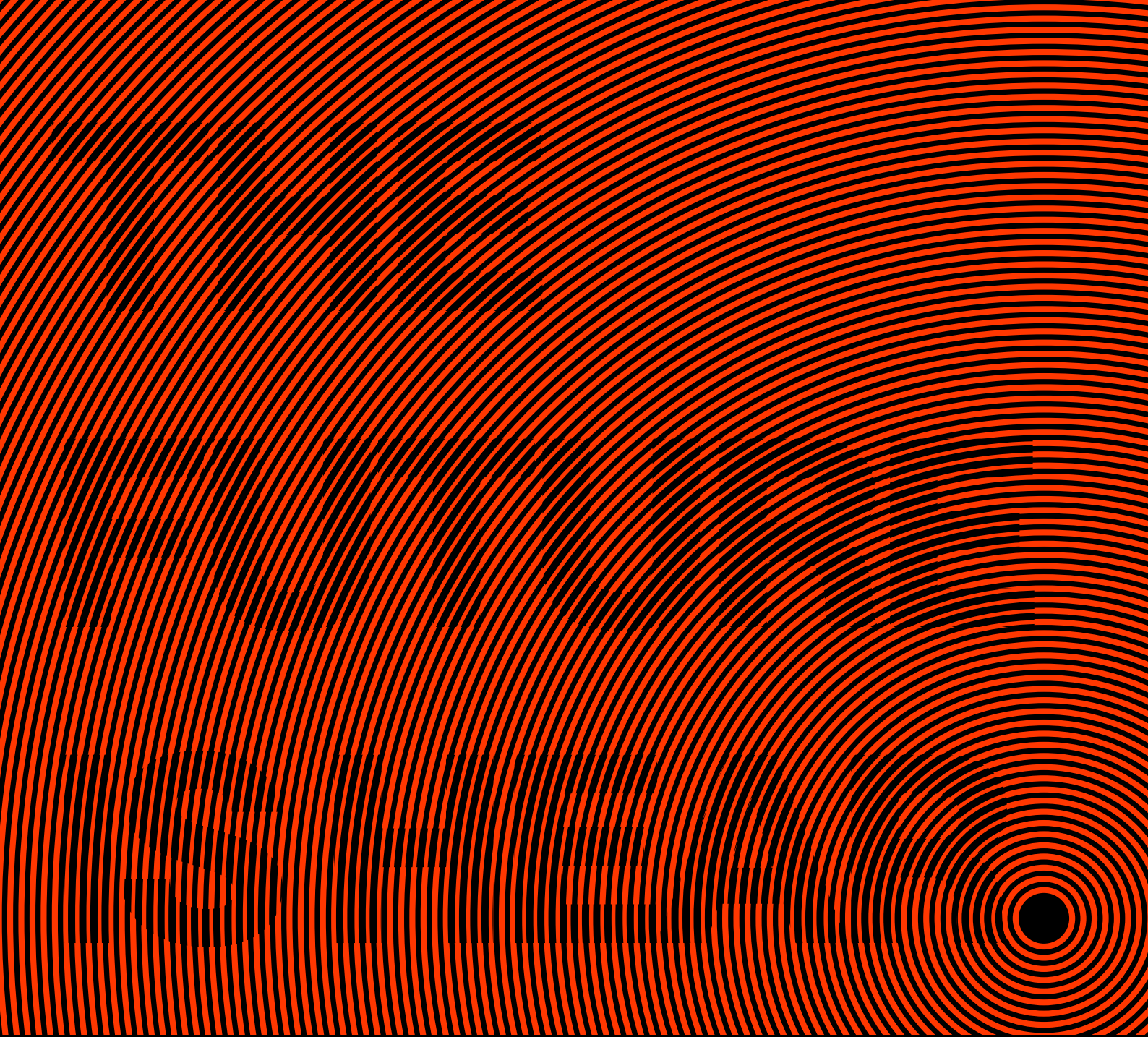


## GOLD

**ARAMCO AND MASSIVEMUSIC**

While Aramco is one of the world's largest integrated energy and chemical companies, outside of Saudi Arabia its presence is weaker and its story lesser known. To connect with its global audiences, share the company's story and unveil its more human side, Aramco worked with MassiveMusic to create 'The Sound of Aramco.' This includes a sonic logo, the sonic DNA and a library of over 25 branded music adaptations that all stem from the DNA.

MassiveMusic incorporated the company's distinctive operational sounds, such as rigging and drilling, into the music, creating beats and rhythm through modern music production techniques that appeal to a global audience. "It truly felt that they were bringing energy to life. It was driving, cyclical and empowering," one judge said. Another added, "A diverse and versatile playlist of brand tracks with a distinctive musical thread."

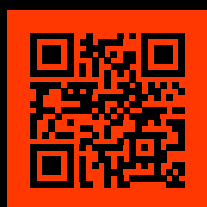


## ARE YOU CUTTING THROUGH THE NOISE?

Leveraging the power of music is a key driver of brand success in a fragmented media landscape. As the world's leading global music agency, MassiveMusic now proudly has a home in Dubai - helping MENA partners grow through creativity, craftsmanship, and data-led effectiveness. Let's turn up the volume, together.

MassiveMusic, the international creative music agency that makes you sound like you should.

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2020  
transform awards  
mea  
**WINNER**

  
**MassiveMusic**  
A Songtradr Company



## SILVER

**ALRAJHI BANK AND MASSIVEMUSIC**

With a new brand purpose, 'Bright Simplicity at Hand', reflected in their new strategy and visual expression, alrajhi bank needed a sonic brand that would amplify the new brand identity. MassiveMusic designed a flexible sonic system that can be activated across different touchpoints and content formats. "A clear manifestation of their 'bright simplicity' brand essence, with a unique sonic twist," commended one judge.

## SILVER

**VISIT SAUDI AND SIXIÈME SON**

Visit Saudi worked with Sixième Son to create a powerful sonic ecosystem that reflected Saudi Arabia's openness to global tourism. Sixième Son collaborated with local musicians to develop multiple versions, all culturally authentic and exclusive to the Saudi experience. The music's blend of traditional instruments suggests the country's ability to honor its legacy and to innovate. Judges described the sonic identity as accessible, simple and unmistakably Saudi.



**360 ONE AND OCHRE**

As part of 360 ONE's (formerly known as IIFL Wealth and Asset Management) rebrand, Ochre developed an ownable sonic identity that celebrates the human touch. The bold, percussive and tactile sounds challenge the perceptions of brands that operate within the wealth and asset management sector. One judge praised the driving force the percussion and rhythm had to the sound.



## GOLD

**CHARLES ZUBER AND BRAND LOUNGE**

Born in Switzerland, watch and jewelry atelier Charles Zuber sought to break in the competitive luxury market as a new brand. Brand Lounge was tasked with developing a brand that would pay homage to its Swiss legacy and define the Neo-Swiss luxury experience. The use of typography became a key visual aspect to set Charles Zuber apart from traditional luxury players and encapsulate the Neo-Swiss approach.

Brand Lounge opted for two distinct fonts inspired by Swiss design and unlike predictable luxury typographies: Neue Power, a contemporary sans-serif display font family, and Jost, an original variable font. “The use of a dynamically treated typeface across all touchpoints modernizes the traditional luxury branding of watchmaking and reflects the characteristics of their audience,” one judge said.

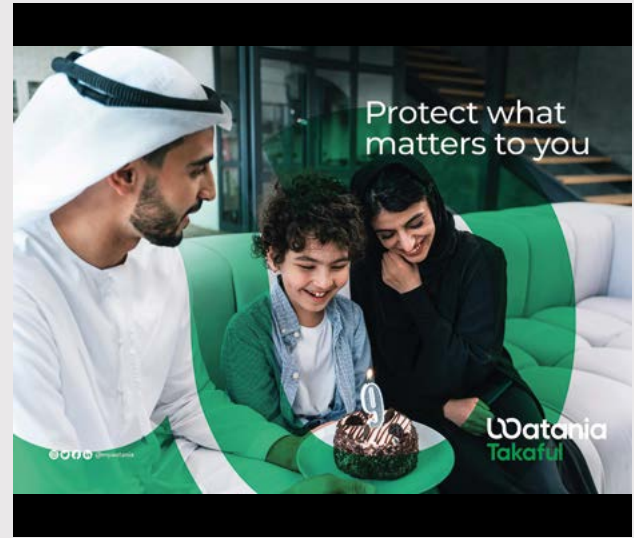


#### NAKHEEL AND OCHRE

A key aspect of Nakheel's rebrand was developing a new typography. Ochre collaborated with F37 Foundry to design a custom-made typeface, in both English and Arabic, which provides Nakheel a distinctive way to communicate throughout its digital and physical touch points. Ochre also created a logo typeface to build a visual link between the brand's premium assets. One judge said, "They have created a distinct, intriguing word-logo."

#### WATANIA TAKAFUL AND OHI LEO BURNETT

After merging, Watania and Noor Takaful worked with OHI Leo Burnett to make sure the new brand reflected the best of both companies. The design solution came under the new brand mark: a combination of Watania-styled typography with Noor's infinity symbol. The logo's custom-made fonts used both Watania's lowercase lettering and Noor's charismatic typography. Judges praised how the distinctive logo and typeface kept both companies' brand values alive.







BRONZE

**AL MANAHIL INVESTMENT, KSA AND KEANE**

Al Manahil Investment tasked Keane to create a brand for coworking space, Deem Space that catered to both local and international clientele. To do so, Keane designed a seamless logo that incorporates Arabic and English, drawing the best parts of typography from each language. "The brand effectively integrated two different languages into a strong and modern logo," one judge praised.

BRONZE

**DEPARTMENT OF CULTURE AND TOURISM (DCT) & ABU DHABI ARABIC LANGUAGE CENTRE (ALC) WITH ADINB**

The DCT and the ALC sought to hold the first edition of the International Congress of Arabic Publishing and Creative Industries. ADinB centralized the visual identity around typography, paying homage to Arabic calligraphy. One judge said, "ADinB has infused a contemporary creative twist into the Arabic typeface, which serves as a versatile design element across all of their marketing materials."

**HIGHLY COMMENDED THE MINISTRY OF HUMAN RESOURCES AND SOCIAL DEVELOPMENT (HRSD) WITH ZAN AGENCY**

HRSD worked with Zan Agency to design a simple yet formal typeface to draw people closer to the brand.



#### ATLANTIS DUBAI AND FUTUREBRAND

With its luxury experiences, thematic interiors and adventurous Aquapark, Atlantis The Palm was already one of Dubai's most iconic hotels. But after adding a second property, Atlantis The Royal, the most ultra-luxury five star experiential resort in the world, Atlantis Dubai became even more exclusive. To encapsulate this unique destination brand, FutureBrand harnessed the beauty of the location with the unique sense of possibility that guests experience from the moment they arrive, and created 'Ignite The Horizon.'

At the heart of the design system is the door-like feature found at the building's center, which represents the journey beyond the horizon to another world, one where anything is possible. "A destination branding success. Love that the foundation of the brand identity is the iconic architecture," said one judge. "Refreshing take on the Atlantis brand. It is understated and sophisticated," another added.



SILVER

**BILAJ AL JAZAYER AND UNISONO**

After Bahrain's Bilaj Al Jazayer's underwent a massive makeover and began living up to its full potential it turned to Unisono to create a brand and identity that reflected the relevance of the destination. Taking inspiration from the timeless and playful Sumerian aesthetic, Unisono designed a new logo, visual pattern and color palette. Judges described the brand as friendly, inviting and welcoming.

BRONZE

**SHARJAH COMMERCE AND TOURISM DEVELOPMENT AUTHORITY WITH SKYNE**

Tucked away behind the Hajar mountains, Al Rafisah Dam is an area of authentic natural beauty. Sharjah Commerce and Tourism Development Authority worked with Skyne to create an emotive destination brand that would resonate with a wide audience. The visual identity was inspired by the Hajar mountain's natural rocks, with the logo representing the destination, so people can immediately recognize it as Al Rafisah Dam.

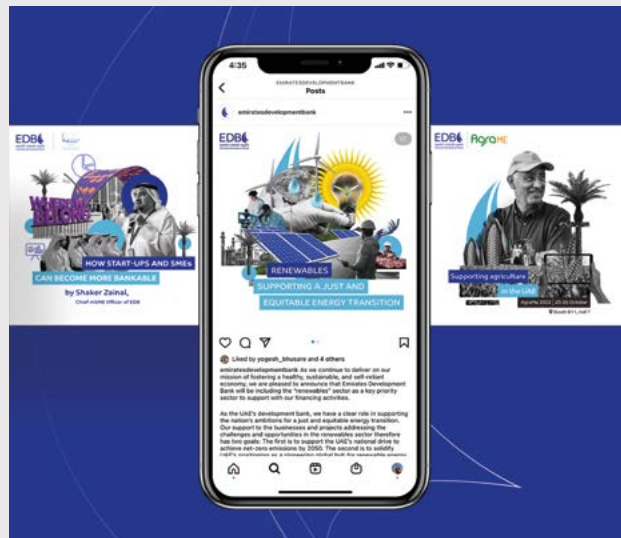
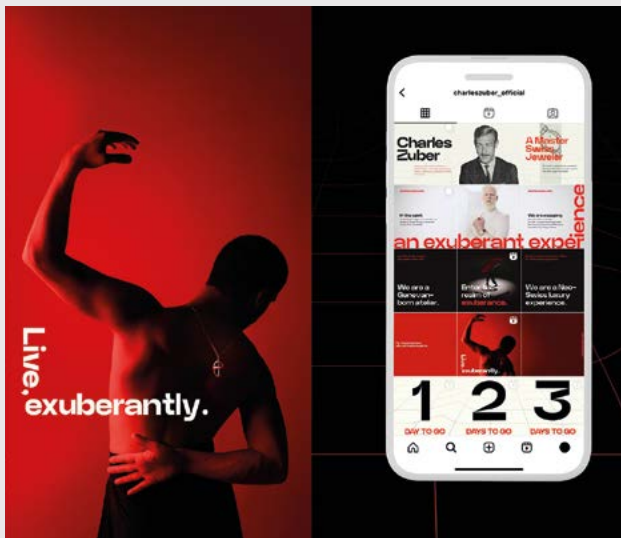


### PIZZA HUT MIDDLE EAST AND POWER LEAGUE GAMING (PLG)

In a bid to stay relevant and connect with a younger audience, Pizza Hut Middle East sought to create a brand that would reach Gen Z, a notoriously difficult audience to engage. To do so, it partnered with Power League Gaming (PLG) to launch the Pizza Hut Gaming ME brand, something that was sure to attract the Gen Z MENA gaming audience.

After having a comprehensive toolset of design paths and content ideas in place, PLG mapped the social media strategy, which spanned across all platforms, from Twitter to YouTube to TikTok. By pushing relevant content on different channels, including high-value experiences and prizes, PLG was able to engage and retain a high number of followers.

One judge said, "By entering the gaming world they managed to extensively reach their target audience, re-establish their brand positioning and surpassed their KPIs." Another added, "Excellent work overall."



SILVER

**CHARLES ZUBER AND BRAND LOUNGE**

An important part of introducing luxury brand Charles Zuber to the world for the first time was launching the brand philosophy - La Vie, Exubérante - on its digital platforms. Brand Lounge did so in stages: a teaser, event coverage, brand awareness, and eventually the product and lifestyle campaign. “Beautiful adaptation on social media, from the page layout to the products reveal,” said one judge.

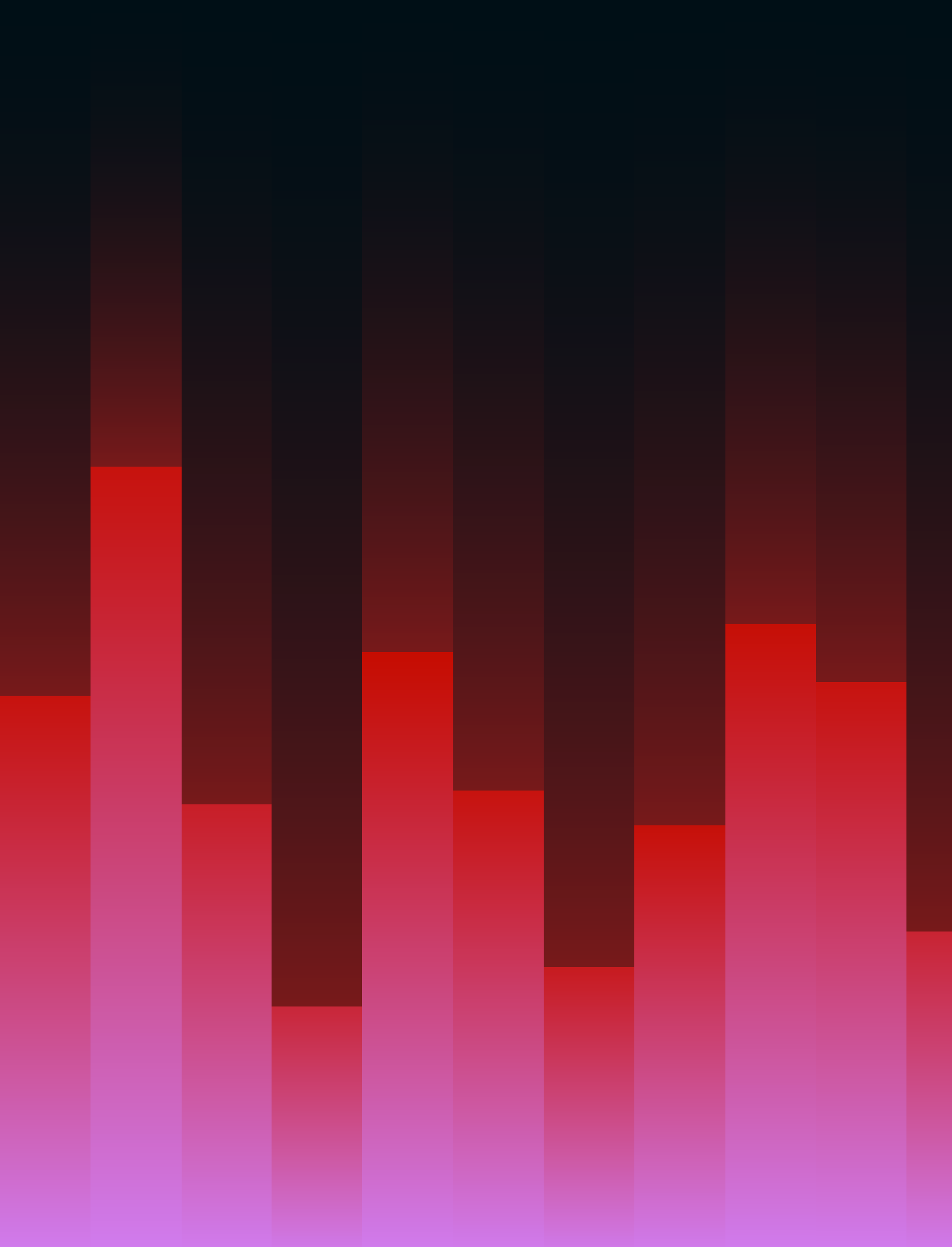
BRONZE

**EMIRATES DEVELOPMENT BANK AND LIVINGROOM COMMUNICATIONS**

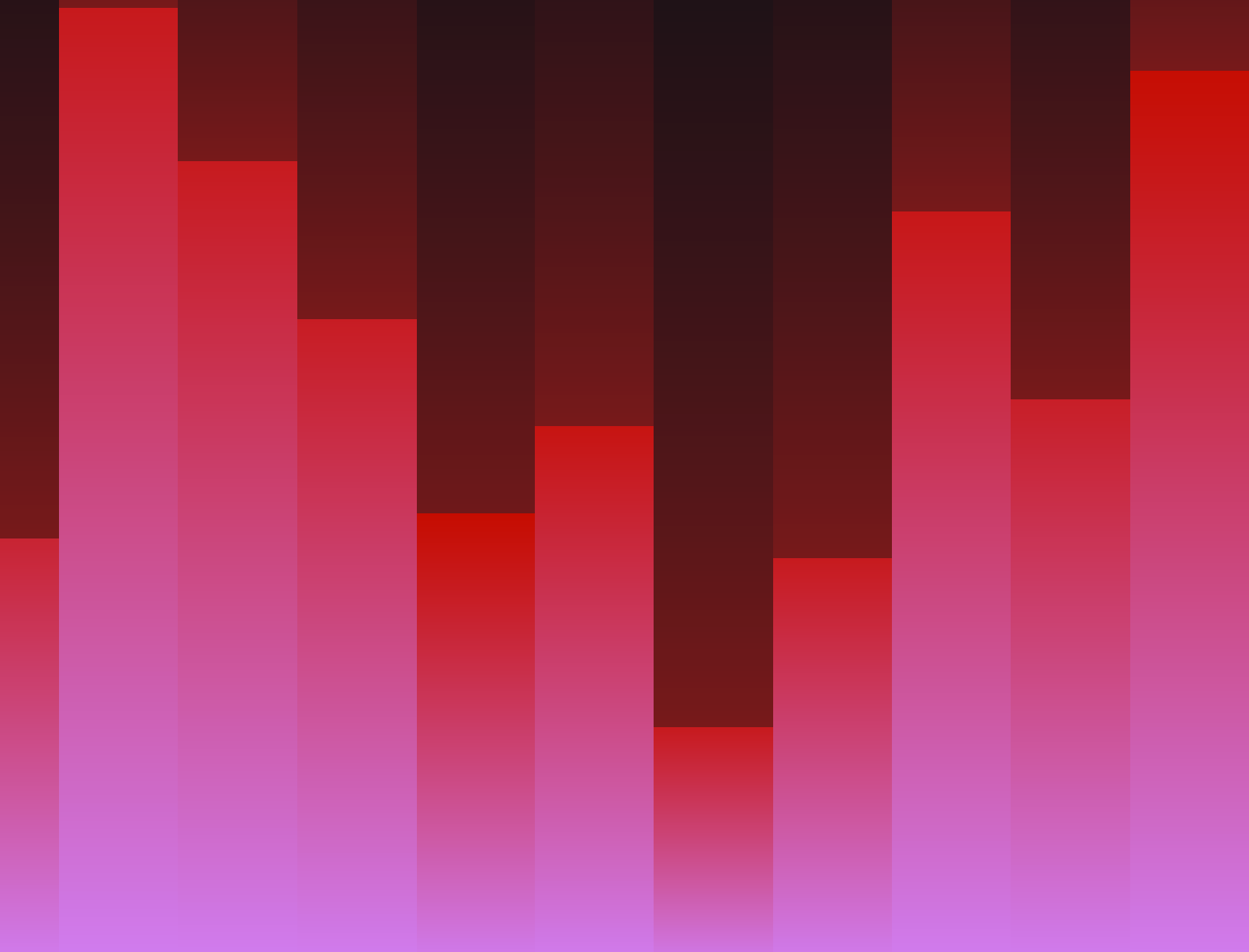
To evolve from a generic financial institution to a well-known brand, Emirates Development Bank worked with LivingRoom Communications to develop a fresh style that differentiated them from other traditional players. A key part of LivingRoom’s strategy was creating a distinctive, colorful, more human look - including animated posts - for the social media channels. One judge said, “Excellent work humanizing a very corporate brand identity.”

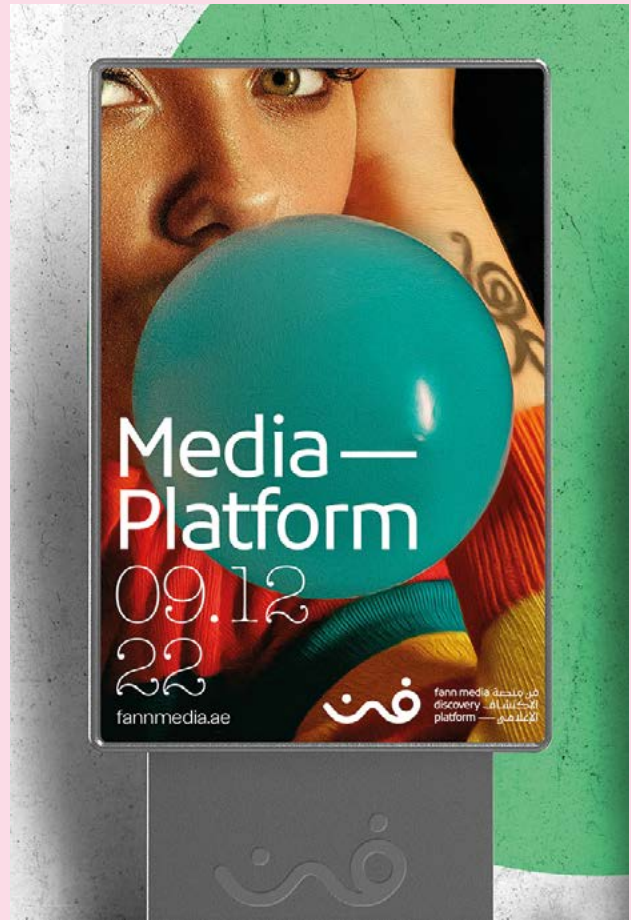
**HIGHLY COMMENDED ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB**

To express the brand vision in a creative yet informative manner, ECA worked with ADinB to reaffirm its presence on social media channels.



# PROCESS





**GOLD**

**FAMILY DEVELOPMENT FOUNDATION AND ADINB**

With a fast-growing mission, the Family Development Foundation launched 'Neighbors For All,' a campaign to elevate the brand purpose and leave an impact on the community. ADinB was tasked with designing and curating all aspects of the campaign, from the visual identity to the communications with the many external stakeholders.

The challenge was drafting a single communications strategy which would reach all the different target audiences in an effective manner. ADinB conducted in-depth research and circulated different surveys asking stakeholders' opinions and thoughts about FDF and its wide range of services, in order to gain insights of their different points of view. "The work that was done by trying to involve a large number of partners led to a beautiful result," one judge said. "A good strategy that reinforced ties between stakeholders," another one added.

**GOLD**

**FANN MEDIA DISCOVERY PLATFORM AND BRAND LOUNGE**

FANN Media Discovery Platform, born to promote and support the media arts, including graphic design and animation, appointed Brand Lounge to revisit the brand and define its new positioning. The initial challenge was rallying all stakeholders comprising the leadership and executive team around the importance of the rebrand. Brand Lounge adopted a 'co-creation' approach, organizing workshops that helped the FANN team come together on designing the new brand purpose and narrative, and the rollout plan and calendar.

The constant coordination and communications with the stakeholders helped keep everyone in the know and allowed for a smooth feedback flow, yielding results that aligned with the brand leadership's initial vision. Judges praised the strong strategy and communications and the way Brand Lounge kept returning to the audience across the project's development.





**SILVER**

**HAYAT BIOTECH AND BRAND LOUNGE**

When Sinopharm CNBG and G42 joined forces to launch Hayat Biotech in 2021, they turned to Brand Lounge for help. To kickstart the brand design process, Brand Lounge held a series of collaborative workshops with key stakeholders from both companies to understand the state of the brand and align with the desired objectives and outcomes. "They managed relationships well between two strong external stakeholders whilst maintaining a united brand," one judge said.

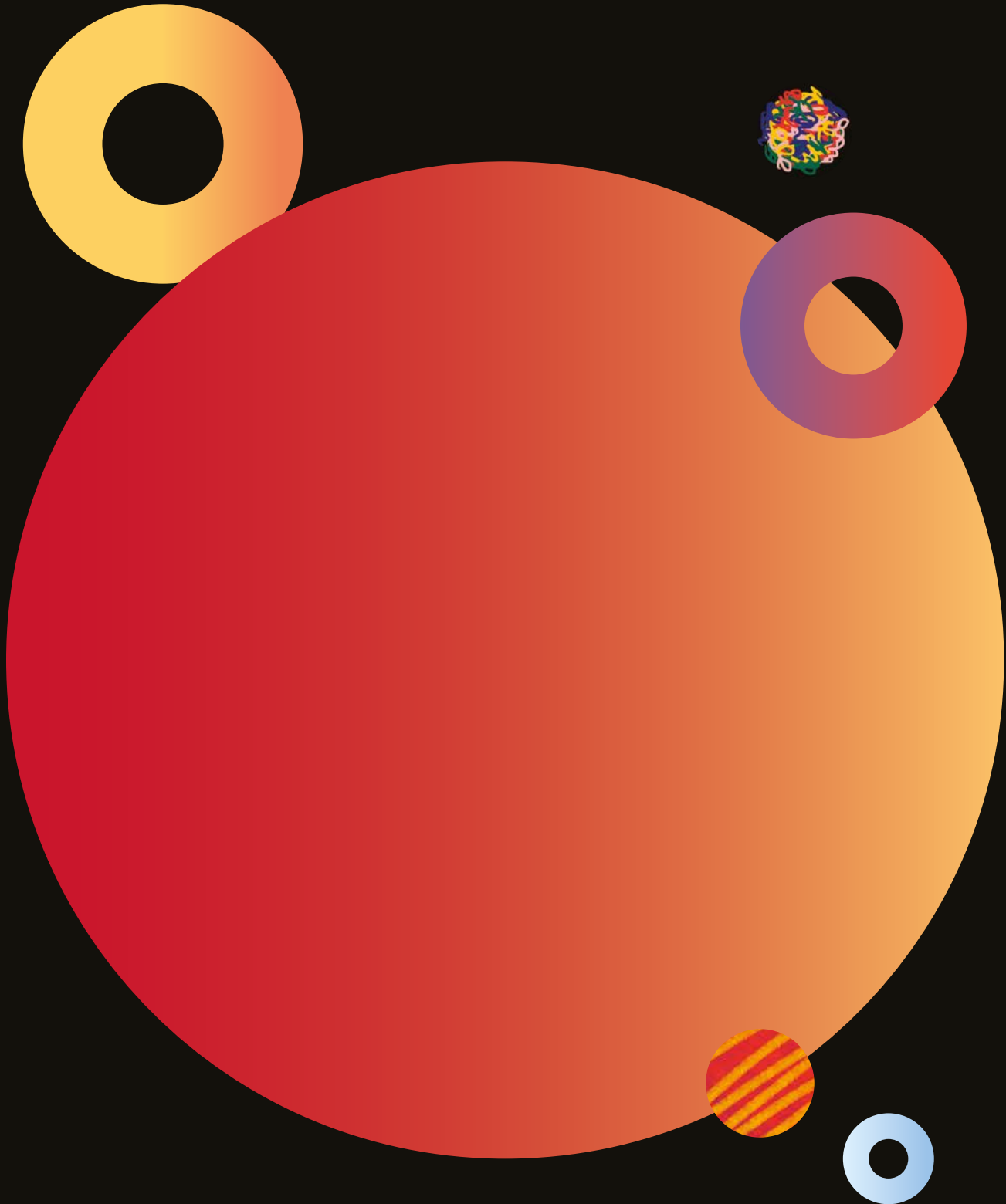
**BRONZE**

**CHARLES ZUBER AND BRAND LOUNGE**

To effectively launch Charles Zuber - a completely new, high-end luxury brand - Brand Lounge conducted interviews with jewelry and watch experts, collectors and enthusiasts to truly understand the functional and emotional aspects of purchasing luxury items as such. These, in addition to the co-creation workshops held with stakeholders, led to the development of a unique and innovative brand strategy and visual identity.

**HIGHLY COMMENDED  
ABDULLA AL GHURAIR FOUNDATION  
AND BRAND LOUNGE**

Abdulla Al Ghurair Foundation worked with Brand Lounge to unite its traditional owners with its avant-garde team around a new brand vision.





We are  
creative  
designers,  
strategists,  
& futurist  
thinkers

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



#### MOROUJ COMMODITIES AND SKYNE

While the Sudanese relied on Morouj Commodities' products for their daily sustenance, they were not familiar with the brand itself. The foodstuff packaging company worked with Skyne to evolve Morouj into a recognizable corporate brand that was also aptly able to communicate with its 1800 employees. Skyne developed a detailed engagement strategy that divided Morouj's communications approach into three distinct matrices. On one end of the spectrum were those employees who required in-depth information to conceptualize abstract concepts; at the other end were those satisfied with the price and clear surface level information.

By keeping everyone informed and aligned, Morouj Commodities and Skyne effectively created a cohesive brand identity that resonates with their target audience. "Nice modern internal merchandise and applications that allow for employee buy in and pride," one judge commended.



SILVER

**INFRACORP AND UNISONO**

When Infracorp replaced GFH Properties, assuming its portfolio of products and various other GFH brands, it worked with Unisono to ensure the internal stakeholders could buy into the new brand and understand the reason for the change. They were brought into the new brand world through environmental (signage and posters) and personal (notebooks and mugs) communications approaches. Judges described the project as clean and single-minded.

BRONZE

**SOLV AND ADINB**

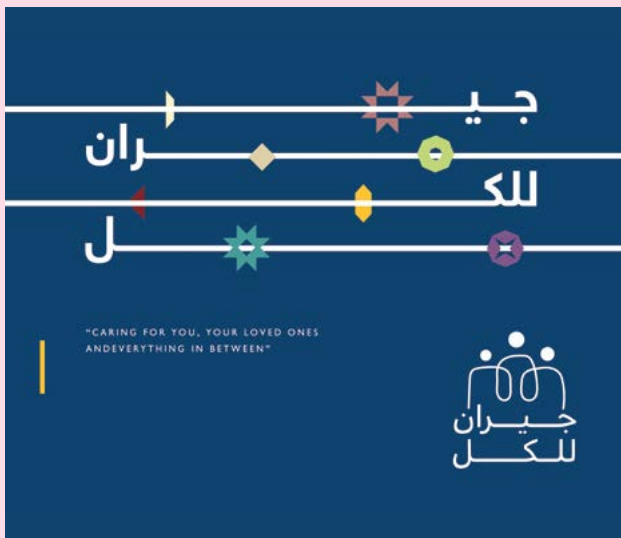
For SOLV, a key part of its rebranding process was having stakeholders understand the internal team's and employees' different opinions on the process. To honor this request, ADinB was in constant communication with the internal team through different mediums including workshops, internal surveys, emails and meetings. Their feedback was taken into account at every stage of the journey, which ensured a smooth and successful rebrand.



### DUBAI HOLDING AND BOND

Dubai Holding is a conglomerate with a plethora of brands in its portfolio. Yet the public wasn't aware of just how wide the conglomerate's reach was. To heighten its presence, Dubai Holding launched its consumer face: Tickit, a new rewards program brand.

After designing Tickit's visual identity from the ground up, BOND focused on the brand's implementation. It created simple, clear and informative iconography that helped reinforce the idea of effortlessness. Joyful imagery targeted all key audiences whilst educational animation films guided users on how to sign up, redeem points, get help and remove cards from the app. The result is a consistent brand experience that strengthens the company's positioning in the market and builds trust with customers. "A broad set of implementations show the flexibility of the brand," said one judge. Another added, "Very strong visual identity and well-defined strategy."



SILVER

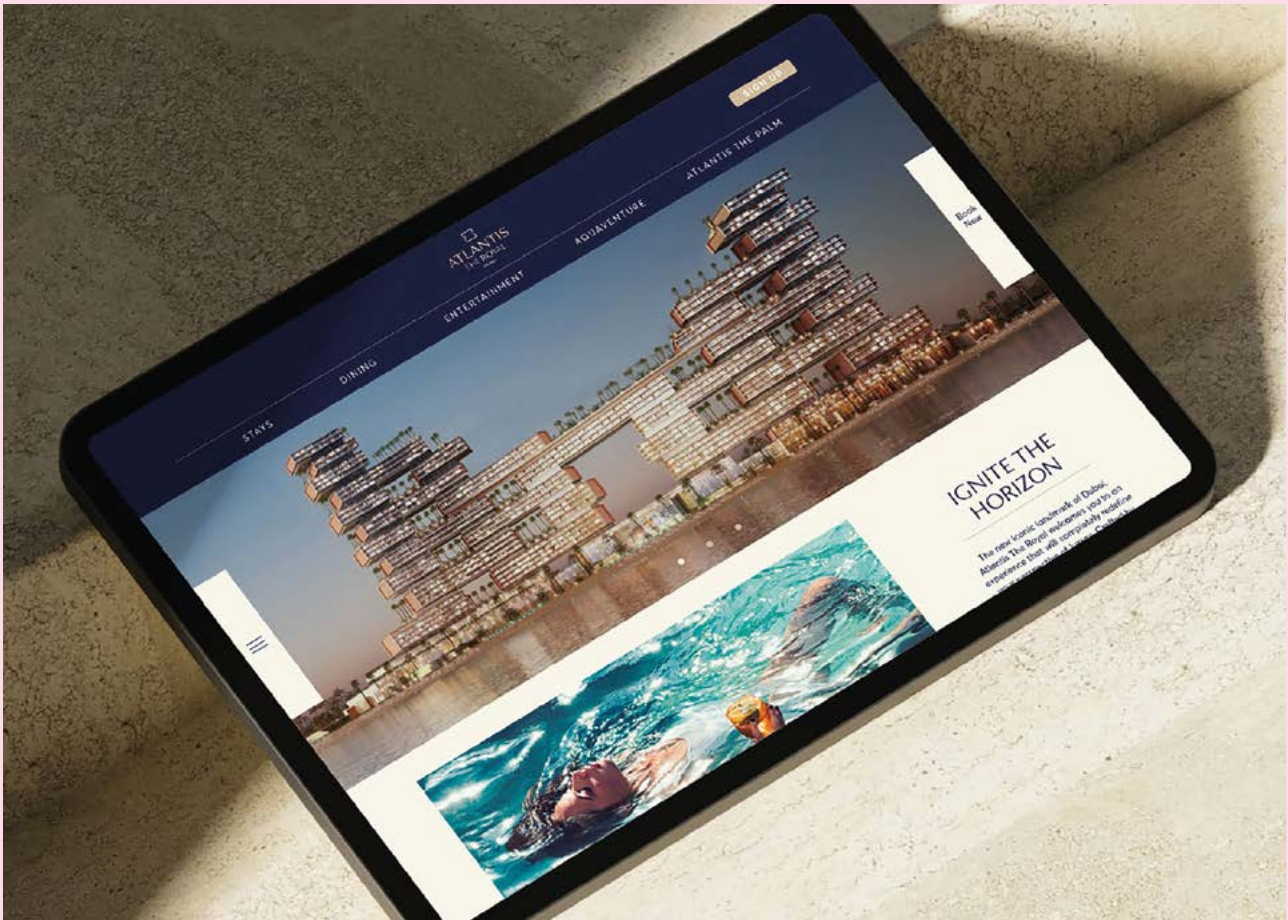
**FAMILY DEVELOPMENT FOUNDATION AND ADINB**

To relaunch Family Development Foundation’s “Neighbors For All” campaign, ADinB devised a quirky and entertaining activation: a branded bus. After having stopped in designated areas, the bus gave community members the chance to interact with the interior while promoting Family Development Foundation’s services. This activation, which was supported online on social media through #FollowThisNeighbor, truly reflected the campaign’s purpose. Judges described the implementation as simple, flexible and unique.

BRONZE

**DIBBA BAY OYSTERS AND SKYNE**

Dibba Bay Oysters needed a brand that could easily be understood by the target audience and have an international appeal. To do so, Skyne developed a winning logo, resembling the shape of the oyster, premium packaging and a color palette that evolved Dibba Bay Oysters from a local UAE brand into a global one. “Very interesting visual identity, and well implemented strategy,” one judge said.



### ATLANTIS DUBAI AND FUTUREBRAND

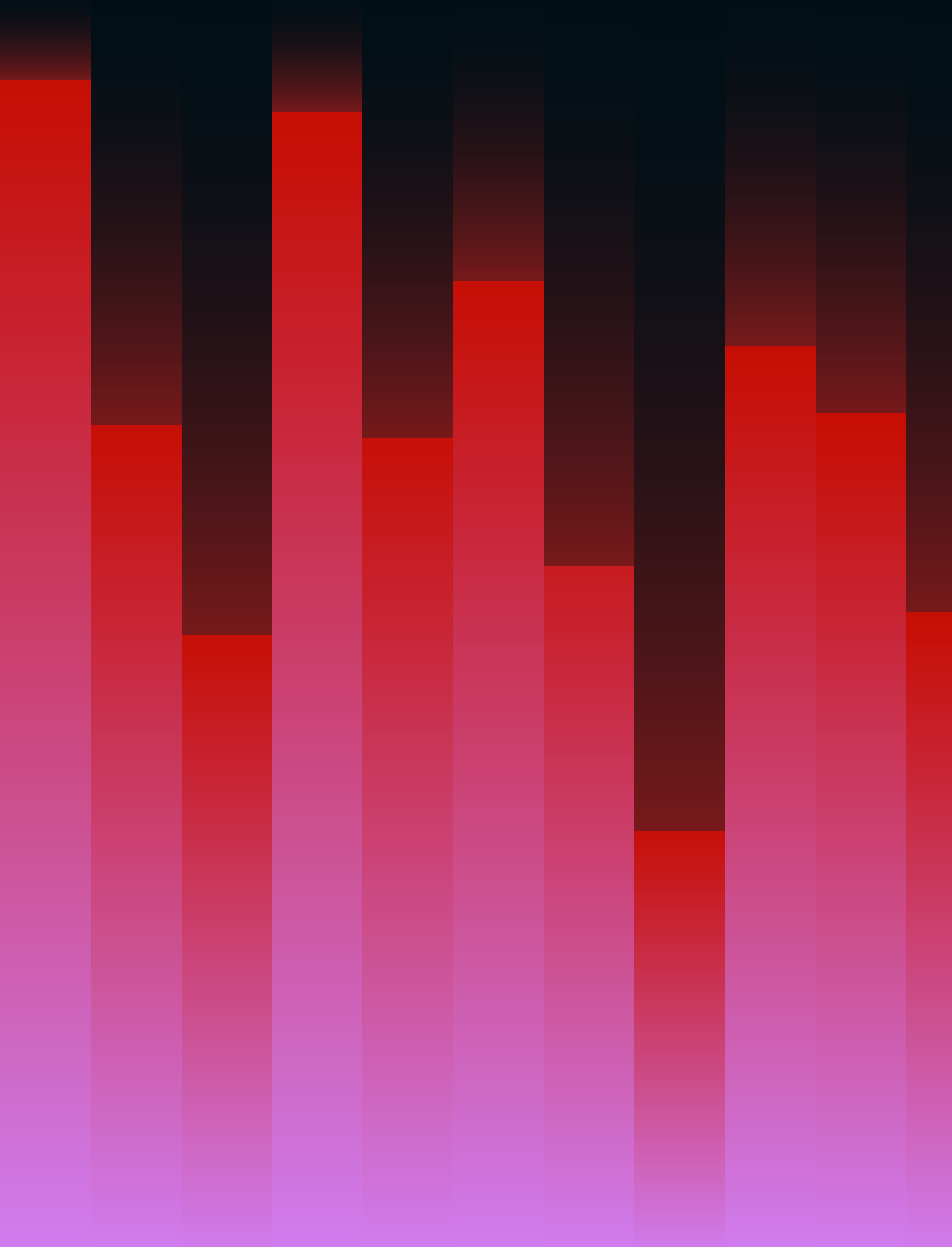
When Kerzner International embarked on a journey to expand Atlantis The Palm resort by adding a second property, Atlantis The Royal, it worked with FutureBrand to develop a high-end, exclusive brand identity. The Royal needed to appeal to a new generation of luxury-seekers looking for a curated array of experiences. The resulting strategic brand idea harnesses the natural beauty of the location with the unique sense of possibility to design a cohesive experience between the two properties and across the entire Dubai destination. The wordmark, with its distinctive curved 'A's, was evolved from the pre-existing logo of The Palm to retain equity while giving it a more contemporary and elegant feel.

"Beautiful brand localization connecting the Dubai theme with the different brand elements, from the color to the logo," one judge said. "The brand positioning elevates the city of Dubai to unprecedented levels," another added.



**BRONZE****FRANKLIN TEMPLETON**

In line with the idea of “thinking globally, acting locally,” long-established global investment management firm Franklin Templeton took over the UAE’s most iconic building, the Burj Khalifa, to launch its global brand refresh campaign. Filmed by multiple cameras, the campaign was streamed for the very first time on Facebook and Instagram for a national and international audience.



# STRATEGY

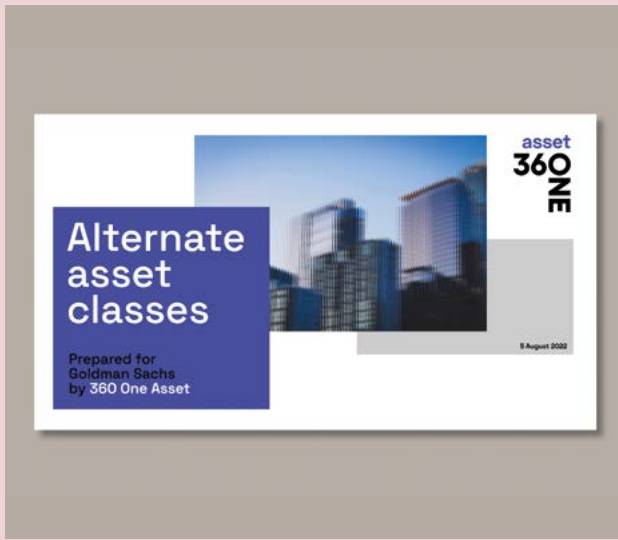
The background consists of several vertical stripes of varying heights and widths. The colors are shades of red and pink, ranging from a deep, dark red to a light, almost white pink. The stripes are arranged in a way that creates a sense of depth and movement, with some stripes appearing to recede into the background while others come forward. The overall effect is a modern, minimalist aesthetic.



#### CHARLES ZUBER AND BRAND LOUNGE

As a new luxury watch and jewelry atelier, Charles Zuber needed a brand that would stand out amongst competitors and successfully tap into an overcrowded industry. To do so, it worked with Brand Lounge, which began by developing Charles Zuber's strategic positioning as a Neo-Swiss luxury brand that emphasized 'La vie, exubérante' - life, exuberant. This was encapsulated in the brand archetype of Performer, which was in turn formed by three archetypes that depict the brand and embody Charles Zuber as a person: The Magician, The Rebel, and The Lover.

The brand archetypes, coupled with the Swiss design, inspired Charles Zuber's strong, memorable, and compelling brand identity, which resonated with consumers and inspired them to engage with the brand. Judges praised the thorough and well-crafted strategy. "Young and daring colors, unique font. The outcome is truly different and creative," praised one judge.



SILVER

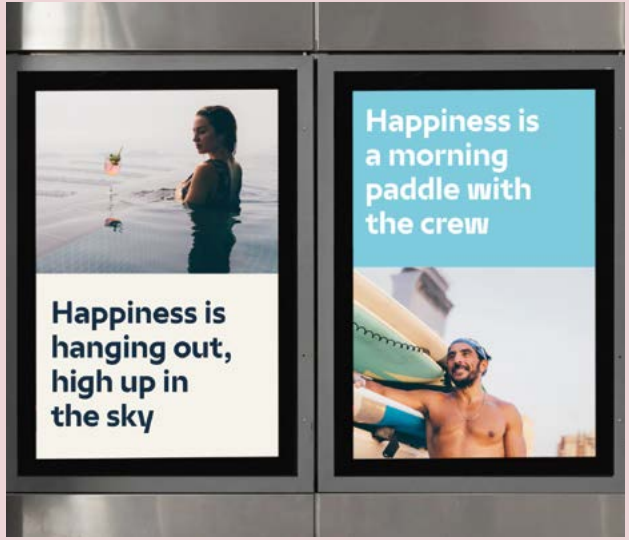
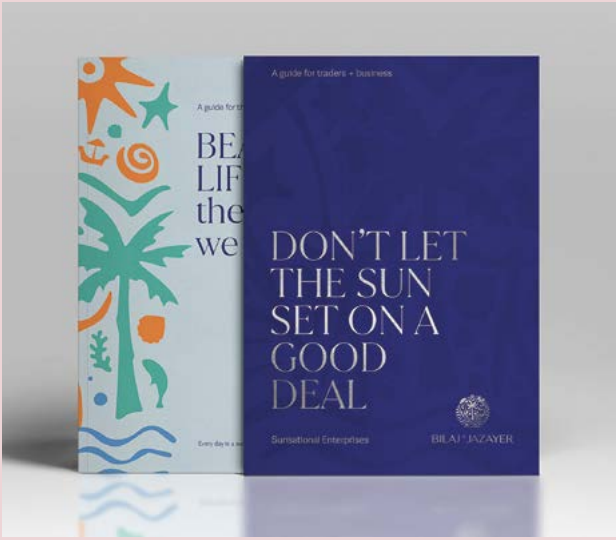
**360 ONE AND OCHRE**

360 ONE (formerly known as IIFL Wealth and Asset Management) wanted to create a brand that reflected the firm’s close-knit relationships with its clients. Ochre developed a strategy centered around a new brand purpose ‘Performance Plus’ and a new name. Both provided a solid foundation for a new brand ready to challenge the status quo. “The new brand is bold, dependable, dynamic and clear,” said one judge.

SILVER

**FANN MEDIA DISCOVERY PLATFORM AND BRAND LOUNGE**

To signal FANN Media Discovery Platform’s expansion into digital art and its position as a big player in the film festivals industry, Brand Lounge designed a new purpose, summarized in the strapline ‘The power to imagine’ with an inspirational tone of voice. It also changed the name from FUNN to FANN, reflecting the phonetic translation of the Arabic word ‘art.’ Judges described it as fresh, modern and well executed.



**BILAJ AL JAZAYER AND UNISONO**

Bilaj Al Jazayer worked with Unisono to develop an original and authentically Bahraini destination brand. At the heart of the creative strategy lay the historical narrative of the location, which was brought to life visually through Sumerian artistry, a nod to Bahrain’s status as the only Arabian Island Nation. “I appreciate the conscious decision to push away from cliched design codes to represent the region,” one judge said.

**NAKHEEL AND OCHRE**

When Nakheel pursued its next phase of growth, Ochre helped it design a brand that would reflect these ambitions. The Dubai 2040 Urban Master Plan, aimed at enhancing people’s happiness, formed the cornerstones for the new brand strategy. The rebrand moves away from concrete and buildings, emphasizing on the quality of life Nakheel creates for residents instead. “Innovative and creative brand,” said one judge.

**HIGHLY COMMENDED  
IMPACTIV AND BRAND LOUNGE**

Impactiv worked with Brand Lounge to design a strong brand identity that appeals to businesses and individuals alike.



**YOU'RE LIMITLESS**  
when obstacles turn opportunities.

Now connect dots that are seen and unseen. Be agile and reconfigure processes with ease. It's how our Learning Automation catalyzes you to be limitless. Powered by AI, it creates an enterprise ecosystem that evolves with a dynamic environment. Empower your people with enhanced opportunities. Embrace limitless.

**YOU'RE LIMITLESS**  
when learning is automated, in-process.

Our Learning Automation catalyzes you to be limitless. Powered by AI, it's designed for scalability that builds efficiency in real-time. It creates an enterprise ecosystem that evolves with a dynamic environment. Empower your workforce with optimized processes and powerful possibilities. Embrace limitless.

GOLD

**ILEARNING ENGINES AND LIWA CONTENT DRIVEN**

AI-powered learning automation platform iLearning Engines tasked Liwa Content Driven to develop a simpler, clearer and more human brand. The first step was changing the tagline from 'AI-driven outcomes' to 'Intelligence for the Limitless Enterprise,' a new value which eventually turned into the brand's shared purpose, positioning and visual language.

In the new logo the idea of limitless possibilities and iLearning Engines' adaptability to different industries was reflected with a continuum of dots, representing data. The logo, together with a bespoke typeface and new color palette based on different shades of blue, helped create a visual language so fluid it could easily be applied to a range of applications – from the website to print. "The in-depth strategy work reflected on all brand development and brand evolution processes," one judge said. "Excellent work," added another.



**SIGNATURE LIVING AND SKYNE**

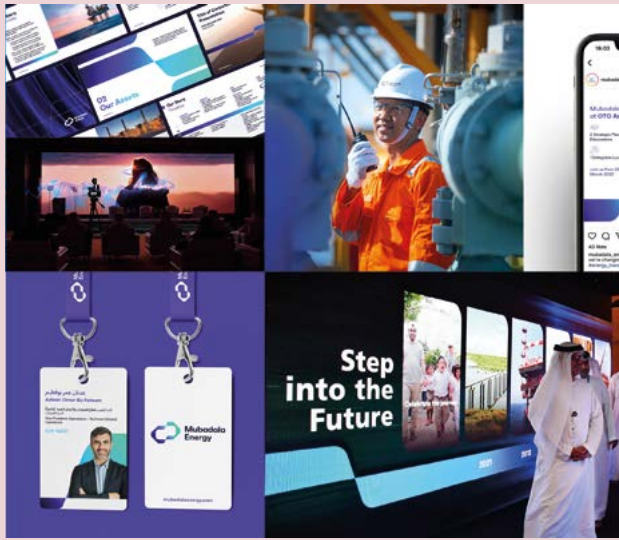
Having experienced rapid expansion, home renovation company Signature Living needed a new brand that would help it build a consistent image across Dubai. To do so, Skyne designed a new logo, inspired by the diagrams and shapes found in planning, a new positioning ‘Reimagined living spaces’ and a new purple color palette. “Elegant, fresh and consistent adaptation,” one judge said.

**CAPITAL CATERING + SERVICES, ADNEC GROUP AND ALL ABOUT BRANDS**

ADNEC Group tasked All About Brands to develop a new brand for its subsidiary company Capital Hospitality that would support its next stage of growth. At the core of the brand evolution was the name change: Capital Catering + Services. This removed the requirement for any sub-brands but maintained a link to the old brand through the word ‘Capital’.







BRONZE

**MUBADALA ENERGY AND OMNIA**

Mubadala Petroleum turned to Omnia to develop a brand that reflected its new strategic focus and narrative. The brand evolution changed the company’s name to Mubadala Energy, refreshed the color palette to a rich purple, designed a clean and professional typeface and a new brand mark, which represents the UAE and a forward movement. Judges praised how the new identity captured the future forward feel.

**HIGHLY COMMENDED  
MAJAN UNIVERSITY COLLEGE  
AND ZEENAH**

Zeenah evolved Majan University College’s brand from underperforming to bold, young and excitable.

**HIGHLY COMMENDED  
QUANTUM ESCO SAUDI AND SKYNE**

Skyne developed a new visual expression for Quantum ESCO Saudi that celebrates intelligent lighting, reflecting its use of technology to create accurate data.



### FANN MEDIA DISCOVERY PLATFORM AND BRAND LOUNGE

As it grew, FUNN was perceived more as a children's extra-curricular activities provider and less as a professional educator in media and digital arts. To evolve FUNN while maintaining brand continuity, Brand Lounge focused on shifting its purpose, from a simple educational institution to discovery platform.

This new purpose informed all the other brand transformations: from the descriptor, where 'Sharjah Media Arts For Youth and Children' was replaced with 'Media Discovery Platform,' to the name 'FUNN' changing to 'FANN', establishing a proper phonetic translation of the Arabic word for art. Through the brand evolution, FANN was able to harness enough authority and credibility as a platform for media discovery. "Nice, bold, brave transformation. The result is a modern, dynamic and scalable identity," one judge said. "Beautiful evolution with an energetic and dynamic visual language," another added.



BEST BRAND EVOLUTION (CONSUMER)

SILVER

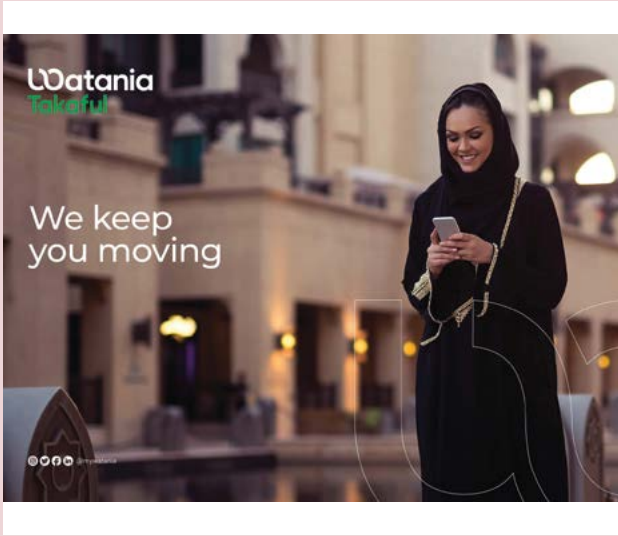
#### FRESHQA AND THE CREATIVE UNION

Freshqa worked with The Creative Union on a vibrant, colorful and eye-catching new brand and packaging, rich with organic designs, that position the 'Naturally Delightful' fresh fruit juice company as a leading brand in the industry. "The rebrand is excellently executed and transforms Freshqa from being one more brand on the shelf to being the brand," one judge praised.

SILVER

#### MOROUJ COMMODITIES AND SKYNE

Skyne evolved Morouj Commodities' well-established brand, Al Farasha, to an optimistic and fresh brand that retains its Sudanese roots yet also connects with a new generation of Sudani families. The creative process, which resulted in a bright and uplifting visual language, was reflective of the Sudanese people and inspired by the shape of the recognizable butterfly (Al Farasha). Judges described the brand evolution as modern, dynamic and beautiful.



**WATANIA TAKAFUL AND  
OHI LEO BURNETT**

When Watania merged with Noor Takaful, OHI Leo Burnett developed a new brand that retained the valuable properties of both the assets, such as the infinity sign within Noor's logo, while providing a fresh perspective. The brand evolution honors Noor's past whilst also finding a good harmony with the new Watania name. "Great thinking behind the merger, great implementation," said one judge.



## GOLD

**NAKHEEL AND OCHRE**

Ochre was tasked with evolving an outdated Nakheel brand primarily focused on showcasing its developments to one that connected with people on an emotional level and united its sub-brands.

To visually link the brand's premium assets to the mother brand, Ochre designed a series of generative patterns to be used across digital and physical touchpoints, which also help convey Nakheel's unique waterfront living proposition. The patterns were complemented by photographs portraying people who live, visit and work in Nakheel's communities to emphasize the quality of life Nakheel creates for residents and visitors. The evolved brand showcases how Nakheel actively creates quality of life by facilitating meaningful and rewarding experiences that enrich the lives of residents and visitors. "Trendy designs and very creative and innovative use of the logo," one judge said. "Beautifully done," another added.



**MOROUJ COMMODITIES AND SKYNE**  
 Skyne was tasked with bridging the gap between the Morouj Commodities' original corporate brand and public awareness of it. Through a new tagline, 'Close to home, Closer to heart' and a new logo, featuring the richness of the land, sky and sun, Skyne connected the brand to Sudan and its people. "The brand comes alive across all units," one judge said.



**ADNEC GROUP AND ALL ABOUT BRANDS**  
 ADNEC Group worked with All About Brands to refresh its brand and support its next stage of growth. The cornerstone of the new identity is the redesigned logo. Written in both English and Arabic to appeal to local and international audiences, and featuring the diamond as a symbol of power and strength, it's modern and distinctive. "A visually appealing masterbrand refresh," one judge said.



BEST BRAND EVOLUTION (CORPORATE)

BRONZE

**AL-DABBAGH GROUP AND BLADONMORE**

To evolve the Al-Dabbagh Group's brand Bladonmore took inspiration from the company's three guiding principles of Omnipreneurship: Giving, Earning and Sustaining. The Omnipreneurship triangle formed the basis of the visual device that is used in various static and animated forms across the Al-Dabbagh Group website, digital assets and employee campaigns. Judges praised the use of the triangle to communicate the company's business philosophy.

BRONZE

**OHI GROUP AND OHI LEO BURNETT**

OHI Group needed a brand that would align in its support of Oman's future vision while effectively increasing its profile domestically and internationally. OHI Leo Burnett developed a new strategic positioning, 'Power of Partnership,' which became the core of the entire brand ecosystem, from the language to the identity and narrative.

**HIGHLY COMMENDED ABDULLA AL GHURAIR FOUNDATION AND BRAND LOUNGE**

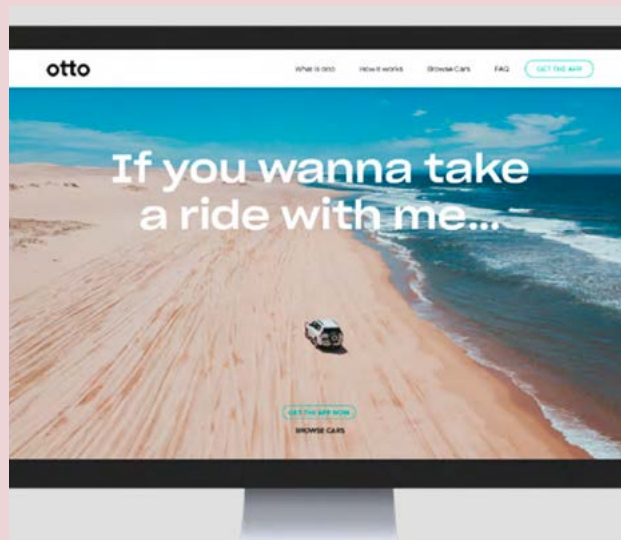
To signal change while preserving Abdulla Al Ghurair Foundation's core visual assets, Brand Lounge developed a new typography that gave a unified look to the entire portfolio.

**CHARLES ZUBER AND BRAND LOUNGE**

As a new high-end watch and jewelry company with Swiss roots, Charles Zuber needed a brand that was highly visible amongst competitors and positioned in a way that was truly differentiated within the category of the industry. It worked with Brand Lounge to devise a unique brand strategy centered on the unique brand archetype of 'The Performer' who is all about exuberance, provocation, and escaping the norms.

To bring this unique and distinctive archetype to life from a creative standpoint, Brand Lounge borrowed cues from the fashion, art and music world, and combined them with the concept of Neo-Swiss design. The result is an exciting, inspiring and bold brand. "They successfully combined the performer personality type with Swiss design, new luxury and provocation to create their brand story and the results are visually stunning," one judge said.





SILVER

**BEBAN AND LIMEFISH DESIGN**

Limefish Design took a literal yet creative approach when designing Beban’s brand. The logo, which visually represents the brand name (doors in Arabic) embodies the idea of opportunities and light at the end of the tunnel through the use of the rectangular shape. “They showed how something locally relevant, with a complex subject, can be translated into a fresh design,” one judge said.

SILVER

**OTTO AND OCHRE**

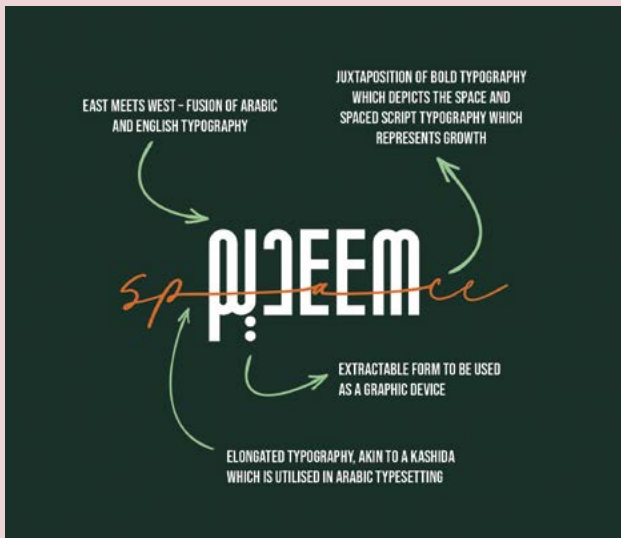
Automotive subscription service Otto worked with Ochre to develop a distinctive brand identity by enhancing the overall experience for customers, both online and offline, which then informed the brand identity and design of the product. The new brand philosophy was encapsulated in the promise: ‘Enjoy the Ride.’ Judges praised the simple visual language and playful tone of voice that helped the brand become more memorable.

# Accenture Song

Creating growth  
through **relevance**

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BRONZE

**AL MANAHIL INVESTMENT, KSA AND KEANE**

Keane was approached by Al Manahil Investment to develop a brand for a new working space, Deem Space. The brand strategy focused on nurturing culture and elevating communities. Combining Arabian hospitality with the look of European workspaces allowed for the creation of a contemporary Arabic brand that can be exported to the rest of the GCC and beyond. The overall look was deemed “fresh, clean and inviting” by judges.

BRONZE

**MINISTRY OF CULTURE AND ACCENTURE SONG**

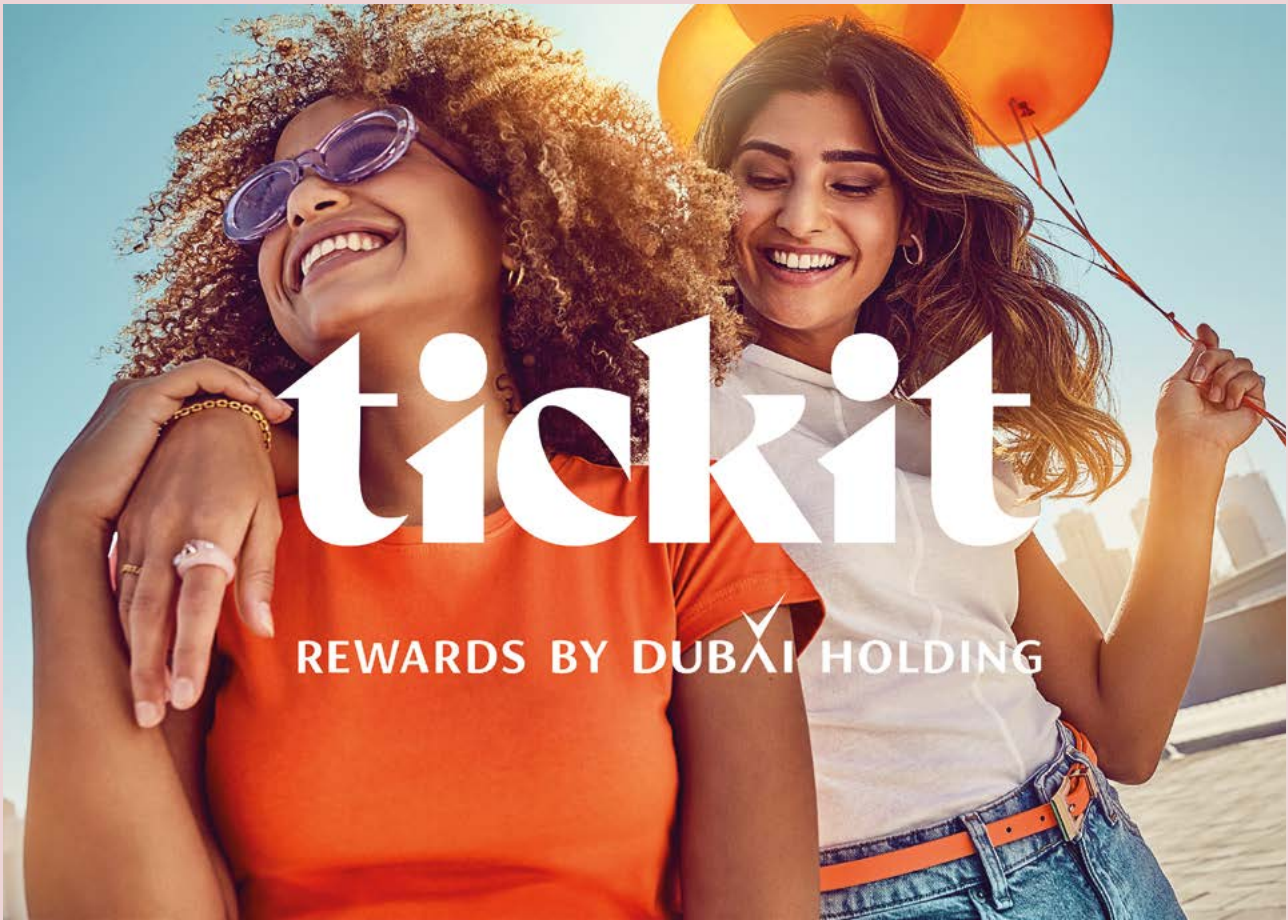
The Ministry of Culture Saudi Arabia needed a platform brand that unified multiple employee environments. Accenture Song developed a brand proposition that met at the intersection of the past and future, of culture and technology. This was visually epitomized with the combination of traditional calligraphy and modern typography in a ‘digital type’ environment. “The brand is rooted in culture yet shows a future digital approach,” said one judge.

**HIGHLY COMMENDED IMPACTIV AND BRAND LOUNGE**

Honing into Impactiv’s unique selling proposition of mentorship compatibility, Brand Lounge created a modern brand that distinguishes itself from competition.

**HIGHLY COMMENDED TGT DIAGNOSTICS**

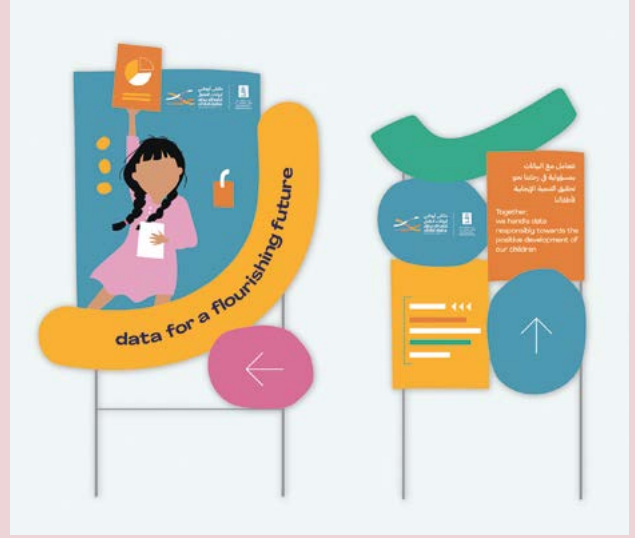
TGT Diagnostics’ new brand and product, Cascade3 Horizontal Flow, was worked seamlessly into the existing brand portfolio and retains its unique attributes.



#### DUBAI HOLDING AND BOND

Dubai Holding launched Tickit, a new consumer program, to act as the consumer face of the corporate holding company brand and give people a real reason to care about what Dubai Holding owns.

The name itself, 'The Dubai Holding Tick,' is a subtle endorsement between the new rewards program and the Dubai Holding mother brand. While it exists as its own brand, thereby allowing it to speak coherently to customers, the stronger endorsement by Dubai Holding is apparent in the logomark. The words 'rewards by' remind customers Tickit is a world of rewards. Judges praised its "simple but striking branding", commending BOND's efforts to bridge the gap with the mother brand's architecture while increasing customer awareness and engagement.



SILVER

**SHAMS+, AL MASAOOD POWER AND ALL ABOUT BRANDS**

Al Masood Group commissioned All About Brands to create a suitable name and bilingual brand for its subsidiary Al Masood Power. The name SHAMS (Arabic for 'sun'), the logo of radiating sun rays and the warm color palette reflect the solar powered aspect of the product, which is a key differentiator to other EV charging stations. The project was praised by judges for its “simple and effective branding.”

BRONZE

**ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) – CHILD DATA AND ADINB**

The Abu Dhabi Early Childhood Authority (ECA) worked with ADInB to develop ‘The Child Data Symposium’ initiative. In order to allow the new brand to stand out whilst maintaining its connection to the mother brand, ADInB adopted a bright color palette and playful illustrations, aligned with ECA’s main visual identity. “A daring approach to the challenge,” one judge said.



**BRONZE**

**ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) – LEADERS FOR IMPACT AND ADINB**

The 'Leaders for Impact' initiative was launched by the Early Childhood Authority (ECA) to better the lives of the children of Abu Dhabi. Consisting of a series of lines with the tagline 'Leaving an impact around every corner,' the brand identity received positive feedback from all stakeholders. Judges particularly appreciated the visual designs.

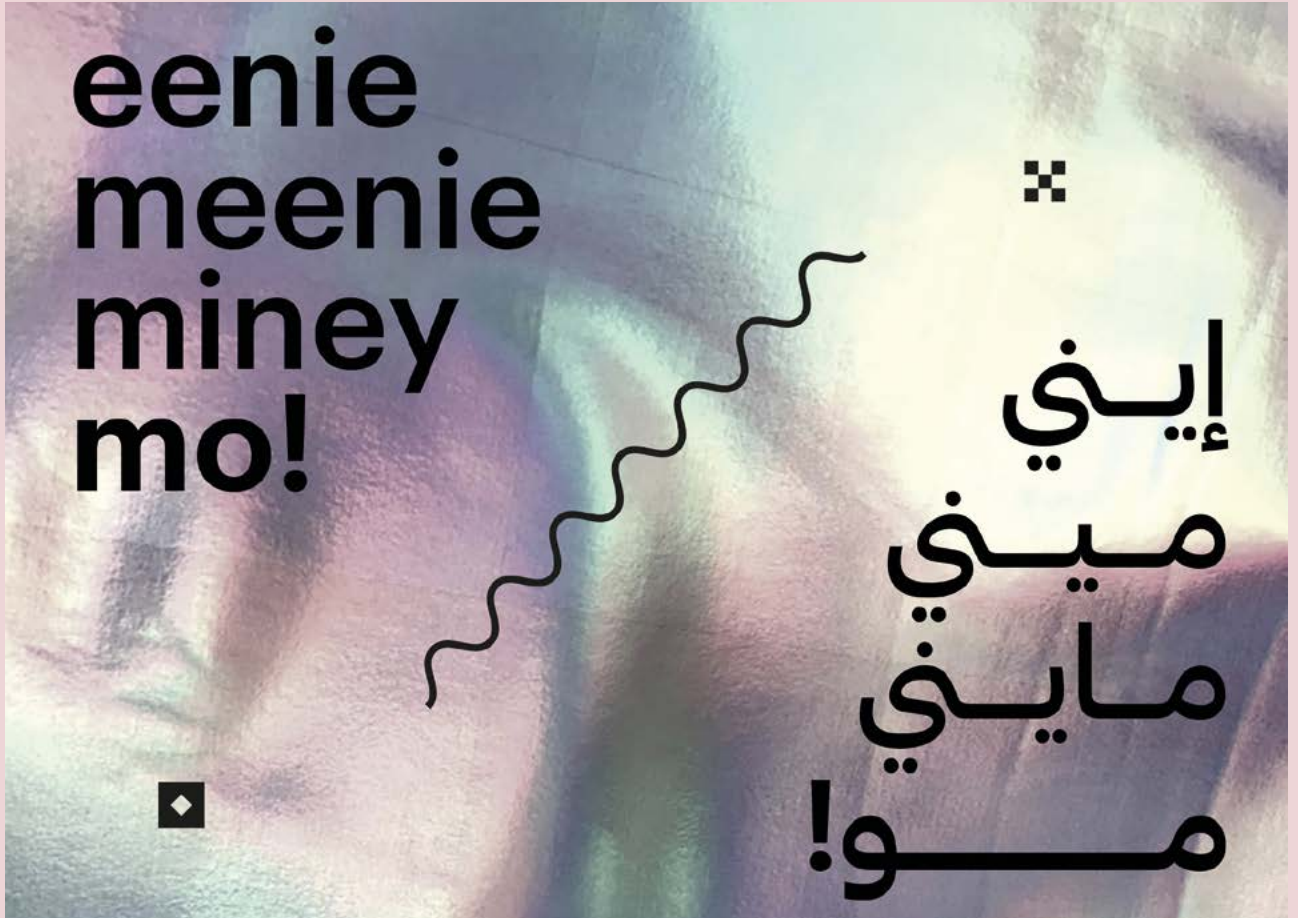
**BRONZE**

**MINISTRY OF CULTURE AND ACCENTURE SONG**

The Ministry of Culture Saudi Arabia worked with Accenture Song to develop a new platform brand to simplify the employee experience. Traditional Arabic calligraphy styles that embodied both the traditional and the 'digital' aspects of the brand were woven together within the final logomark. This captures the spirit of the mother brand whilst symbolizing the future through digital transformation. Judges appreciated the consistency between the two brands.

**HIGHLY COMMENDED TGT DIAGNOSTICS**

TGT Diagnostics used distinctive master brand codes, including graphic patterns and color palette, to connect and identify its new brand.



## GOLD

**RIGHT GRAIN AND GENE BRANDING**

“Eeeny, meeny, miny, mo,” the children’s counting rhyme goes. When Gene Branding was tasked with creating Right Grain’s new grab-and-go bakery brand, it landed on the name Mo, to reflect the idea that the baked goods left customers wondering what to choose.

The name was central to the rest of the brand: it informed the creation of a mysterious sci-fi plot set in the ‘Mo Universe.’ This in turn inspired all identity elements, from the logo ‘Backed Mo,’ to the verbal identity, which used ‘mo’ to create Arabic puns, targeting a local audience. The full rhyme was also added to the packaging to further reinforce the brand’s value proposition. Judges described it as a strong, unique and memorable name. “I love the use of the reverse slogan,” one judge added.



**AID MEDICAL AND ZAN AGENCY**

To make sure the Aid Medical brand stood out, Zan Agency had to find a name that was powerful enough, bilingually. It came up with the name Aid, which aligns the Arabic version with the English one, both phonetically and in terms of meaning. Aid, the plural of hand in Arabic, reflects collaboration and support. Judges loved the wordplay and the connection between the two languages.

**SOLV AND ADINB**

West Coast needed to develop a new name that would reflect its updated brand promise and vision. ADinB created the name SOLV, which mirrors the brand's dedication for implementing innovative waste management solutions. Derived from the word sun in Spanish ('sol'), SOLV represents the brand's commitment to sustaining a healthier, brighter life. "A genius name in the way it was extracted," one judge said.







## BRONZE

**360 ONE AND OCHRE**

To reflect IIFL Wealth and Asset Management's unique selling points, the tight-knit relationships it holds with their clients and the performance it delivers for them, Ochre developed a new, more suitable name, 360 ONE. The name encapsulates the firm's approach to service and provides an excellent foundation for creating a dynamic, modern brand. Judges described the name as "easy to remember and to the point."

## BRONZE

**BEBAN AND LIMEFISH DESIGN**

Naming Beban, Bahraini entrepreneurship reality TV show, was Limefish Design's top priority when building the brand. The simple yet catchy name, Arabic for 'doors' played a key role in embodying the theme of the show, representing the doors of opportunities entrepreneurs find themselves facing in the show. The Arabic name helped root the brand within the region and in Bahrain's culture.

**HIGHLY COMMENDED  
DUBAI HOLDING AND BOND**

BOND crafted the name for Tickit, Dubai Holding's new brand, as an endorsement between the new rewards program and the mother brand.



# Transcending Diversity



This year we're celebrating  
a diversity of clients,  
industries and culture.  
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**This year...**

We introduced biotechnology to the Emirates.

We defined a Neo-Swiss philosophy in Geneva.

We gave the youth of Sharjah a platform to create.

We turned people into voyeuristic owls.

We elevated diabetes awareness in Saudi Arabia.

We killed two London birds with one "bite".

We turned a hairbrush into a therapist.

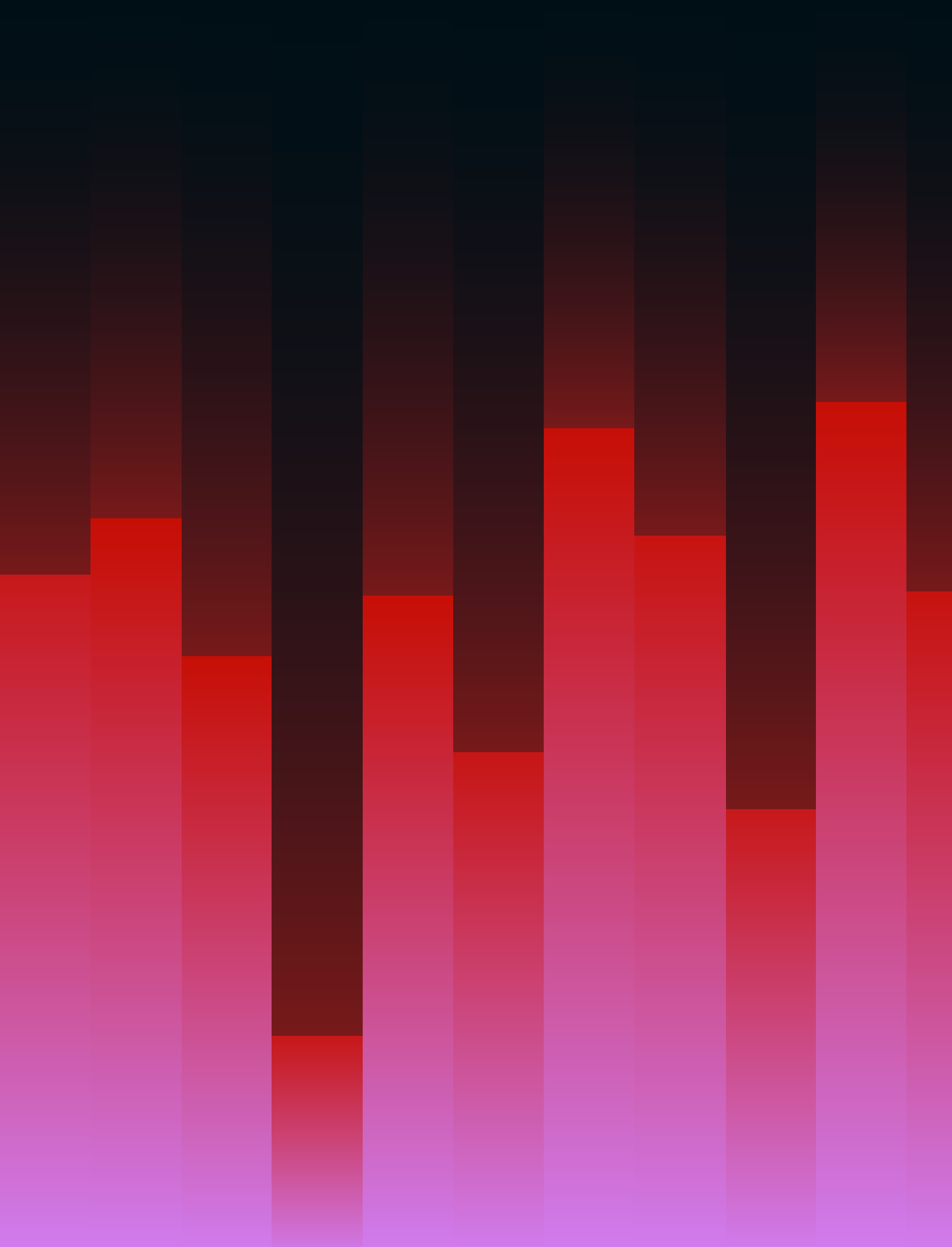
We played cupid between experts and amateurs.

We brought birdwatchers to the wetlands of Ajman.

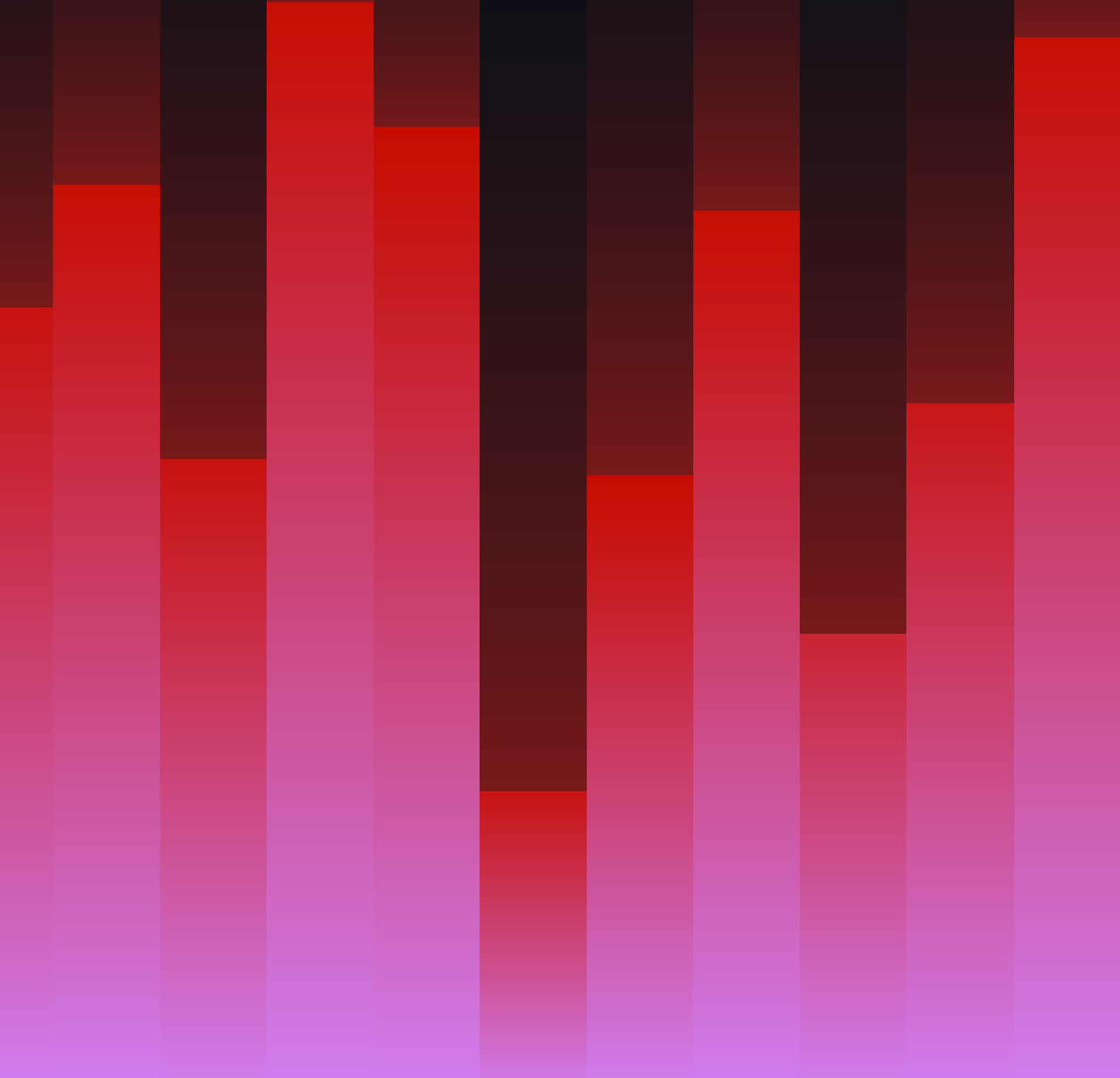
We put the purity of Norway in a bottle.

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

**BRAND  
LOUNGE™**



# TYPE





#### WATANIA TAKAFUL AND OHI LEO BURNETT

Watania's merger into Dar Al Takaful (Noor Takaful) marked the 'first of a kind' major merger in the insurance sector of the UAE. The companies worked with OHI Leo Burnett to develop a new unified brand that represented the combined values, strengths, and capabilities of both brands.

The design solution was to create a monolith brand leading with Watania while embracing Noor's softer identity and assets, including its infinity sign within the logo. Noor's existing clientele identified with the existing brand mark, whilst Watania stakeholders were able to identify with the name and the sentence case typeface. "Very clever study for both brands, and great outcomes," said one judge. Another added, "A clever merge of the two logo marks."

**BRONZE****FRANKLIN TEMPLETON**

After Franklin Templeton acquired Legg Mason, the brand had to signal to the market that it had transformed and had a new story to tell. Through the 'Hello progress' campaign, which adopted bold headlines and a vibrant color palette and was displayed on the Burj Khalifa tower, Franklin Templeton wanted to reintroduce itself as a forward-looking brand to its traditional audiences while also piquing new audiences' interest.



مؤسسة  
Abdulla Al Ghurair  
Foundation  
عبدالله الغرير

# Creating Pathways to Opportunities



Supporting the Arab Youth

GOLD

## ABDULLA AL GHURAIR FOUNDATION AND BRAND LOUNGE

When the Abdulla Al Ghurair Foundation, which provides Emirati and Arab youth with access to quality education, expanded its scope, its portfolio structure stopped having a clear brand architecture and started becoming multi-layered. The Foundation appointed Brand Lounge to revisit the brand and define a new purpose that would cater to a wider audience through its expansion and various offerings.

The new brand lost the word ‘education,’ which overshadowed the Foundation’s remaining divisions, and focused instead on the concept of a self-contained ecosystem that allowed the Arab Youth to have a set goal and contribute to society. “The brand excelled in transforming an old brand’s vision, mission and identity into a new one. Great rationale and implementation,” one judge said. “Really well articulated thought process and positioning that leads well into the new brand architecture,” another added.





**SILVER**

**ADNEC GROUP AND ALL ABOUT BRANDS**

The Abu Dhabi National Exhibition Company (ADNEC) worked with All About Brands to develop a new brand that would better reflect its diversified offering and differentiate itself from its flagship venue, the Abu Dhabi National Exhibition Centre. All About Brands shortened the existing name to the acronym ADNEC, with the word Group as a descriptor (ADNEC Group) and designed a new logo.

**BRONZE**

**FRANKLIN TEMPLETON**

With its acquisition of Legg Mason, Franklin Templeton could offer clients the best of both worlds – global strength and boutique specialization. To indicate this change, the firm replaced its tagline ‘Reach for Better’ with ‘Hello progress,’ which embodied the firm’s focus on innovation, and launched a campaign with the takeover of the iconic Burj Khalifa tower. Judges enjoyed the firm’s approach and thought the results proved it was a success.



BRONZE

**YAQEEEN CAPITAL AND SKYNE**

Yaqeen Capital, formerly Falcom, sought to establish a modern brand that retained the 'Falcom Financial' values yet conveyed a new future potential. Skyne helped design a new mission that reflected the company's main focus, helping people, which then informed tone of voice and visual identity. "Great strategy development. The brand's transformation is correctly designed and implemented," one judge said.

**HIGHLY COMMENDED**

**OHI GROUP AND OHI LEO BURNETT**

OHI Leo Burnett united OHI Group's disjointed brand system around a core brand purpose, 'The power of partnership.'



## GOLD

### THE PALMYARD HOTEL – AMRIYA GROUP AND INTERSTATE CREATIVE PARTNERS

Interstate Creative Partners was approached by Amriya Group to combine the identities of Palmyard, a Bahraini boutique hotel, and its sub-brands into one cohesive look and feel whilst maintaining the distinctiveness of each service. The cornerstone for all the brands' visual identities lies in the Palmyard Hotel logo, whose visual style echoes in all the other logos. The styled swoosh in the letter 'R' of Palmyard is directly embedded in the logo of The Orangery and The Secret Garden sub-brands.

Interstate also paired two typefaces to give each brand a distinctive look while also visually connecting them, and linked the social media and website design. By creating a subtle yet powerful visual thread amongst all brands assets, Interstate helped reduce complexity and improve brand recognition and loyalty among customers.



### DUBAI AIRPORTS AND KNOW CREATIVE

Few sectors were as strongly affected by Covid-19 as aviation. Across the world's airports, redundancies were rife, and the future very uncertain. Amidst this climate Dubai Airports felt it was the right time to launch an employee career development brand to support and engage with employees in a moment of need.

Tasked with developing a brand that would both motivate and celebrate employees, KNOW Creative designed 'Your Journey.' The simple name, which emphasized employee ownership, entailed a simple visual narrative, formed by customizable blocks, a blank canvas and a clear graphic language. An awareness campaign, led by film assets, helped staff understand how careers mapping worked, and how their performance would be reviewed. "Brave initiative, supported by a solid idea and powerful storytelling," one judge said. "Purposefully understated approach to let the employee stand out with a concise and well delivered campaign," another added.



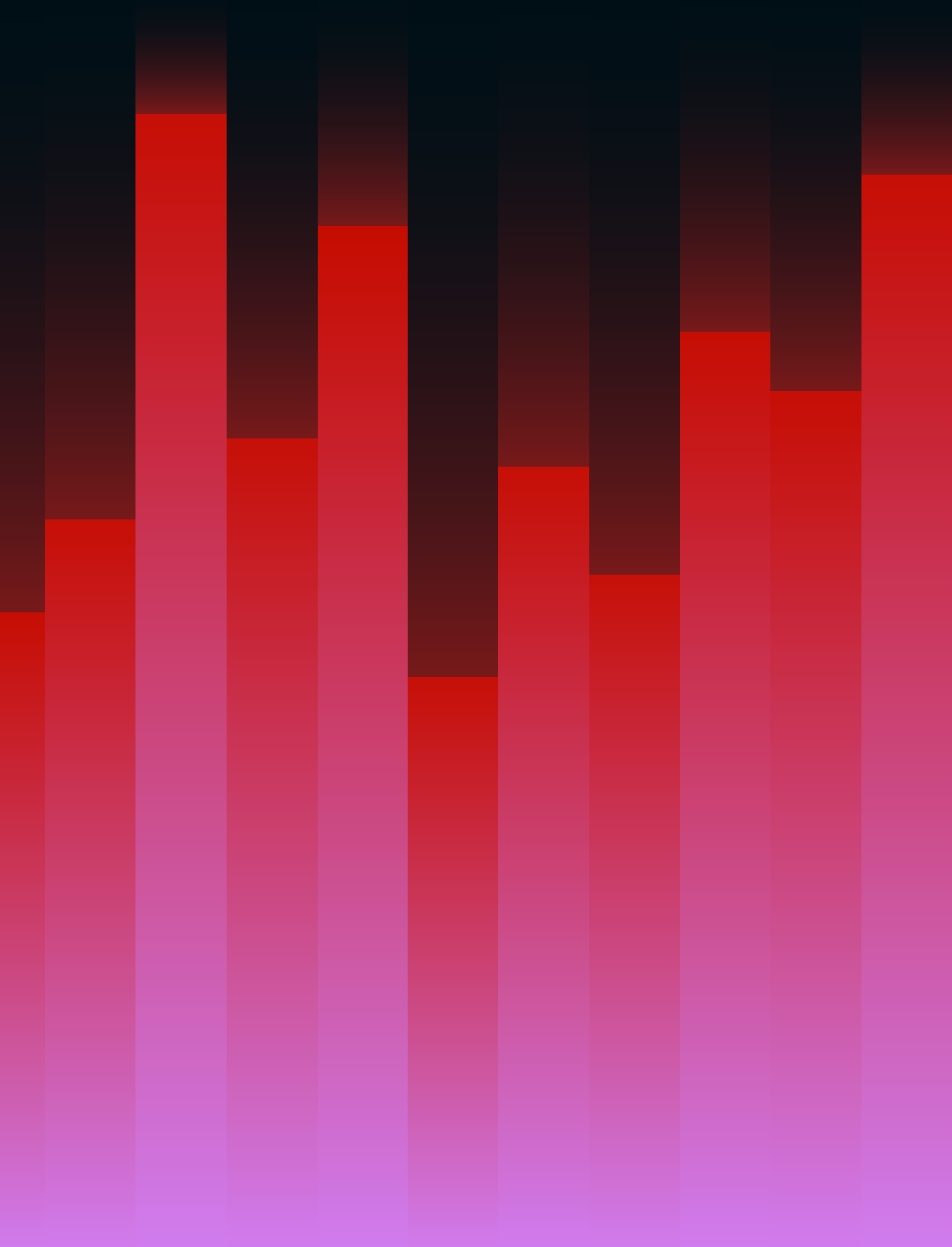
**BRONZE**

**ZAN AGENCY**

In a bid to create a more cohesive brand that employees could engage with and be proud to represent, branding and communications agency Zan Agency set out to make its brand more versatile, approachable and unique. The new logo was smoothed out and unified in its golden color, while the color palette acquired more vibrancy and versatility with the addition of different shades.

# SECTOR

The background consists of several vertical stripes of varying widths and shades of red and pink, creating a textured, layered effect. The colors range from deep red to light pink, with some stripes appearing more saturated than others.



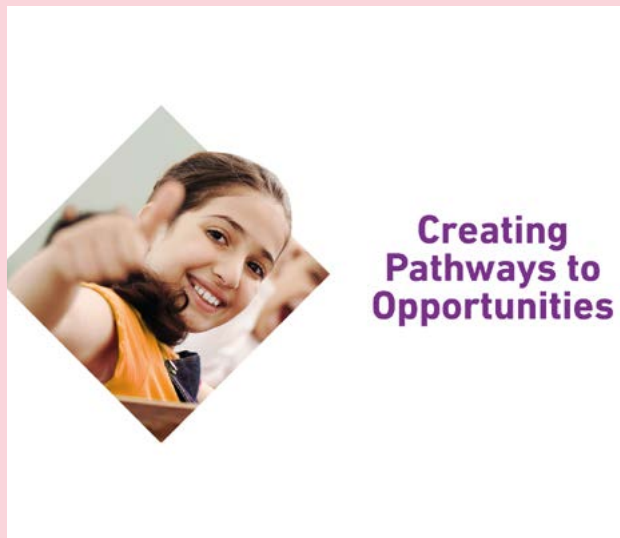


#### GHOROOS AND ZAN AGENCY

Recently created Saudi-based charity Ghorooos supervises humanitarian initiatives and social development programs. It needed a brand that visually reflected its mission, vision, and core values. To do so, Zan Agency involved Ghorooos' decision-makers in every stage of the design project. After asking them what they learnt from their late father or grandfather, Zan Agency gathered their answers and symbolized them through icons, then merged them to form the letter "G/غ" which stands for Ghorooos.

Fingerprint patterns, used to shed light on the mark their father or grandfather's left in their life were complemented by a warm color palette to symbolize empathy, unity, and collaboration. Overall, Zan Agency's visual identity successfully communicates the mission and values of Ghorooos Charity, creating a brand image that is both inspiring, relatable and human. Judges loved how much the clients were involved in the design process. One called it, "fresh and to the point."





SILVER

**ISLAMIC SOLIDARITY FUND FOR DEVELOPMENT AND PROCTOR + STEVENSON**

Proctor + Stevenson’s development of the Islamic Solidarity Fund for Development (ISFD)’s visual identity centered around a new modernized logo design, a combination of hexagons and a leaf design forming the shape of a globe. It represents personal empowerment and growth, two core objectives that the ISFD strives to achieve across the world. “Nice brand evolution, simple, clean and effective,” said one judge.

BRONZE

**ABDULLA AL GHURAIR FOUNDATION AND BRAND LOUNGE**

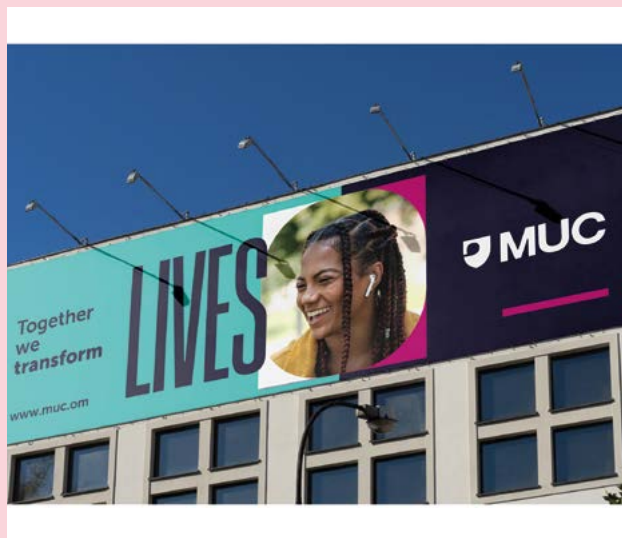
Abdulla Al Ghurair Foundation needed a new visual identity to reflect its new holistic positioning on youth and schooling. Brand Lounge devised subtle but powerful changes to the visual identity, including a playful and ownable illustration style and iconography, a bilingual logotype and a reduced secondary color palette. “The visual identity was extremely comprehensive, from brand architecture alignment to icons and executions,” praised one judge.



### FANN MEDIA DISCOVERY PLATFORM AND BRAND LOUNGE

FANN Media Discovery Platform acts as an indispensable arm in promoting the Emirate's commitment to the future of its youth. Yet its identity was described as "childish," whilst it aimed to be dynamic, modern and appealing. To change this perception, Brand Lounge focused on crafting a new logo around the film roll. This helped define a dynamic graphic device that worked as a consistent element, supporting the brand's messaging and enhancing the idea of the Discovery Platform, while the bilingual typography boosted the brand's recognizability.

FANN's refined visual identity resulted in a powerful and effective representation of the platform's mission and values, helping establish it as a leading player in the media arts space. "A strong, dynamic, simple idea delivered through a playful, powerful, dynamic and versatile visual identity development," one judge said.



SILVER

**APG SCHOOL AND INOVALINE**

APG School worked with inovaline to develop a new brand identity that reflects a proud Bahraini culture but is rooted in a modern design context. The cleaner and more contemporary logo, which includes dual arches to represent heritage, complemented by a cheerful color palette, renders the new identity approachable and welcoming. “The new identity puts the brand on the right path for further growth,” said one judge.

BRONZE

**MAJAN UNIVERSITY COLLEGE AND ZEENAH**

Zeenah was tasked by Majan University College to create a new, bold and excitable brand that is proudly local yet global in its outlook. To balance the two visually, Zeenah designed a logo that combined the shield, a staple of university heraldry symbolizing Western education, with the letter ‘m’ in Arabic, representing Omani heritage. Judges praised the easily recognizable identity that brings the brand into modern times.

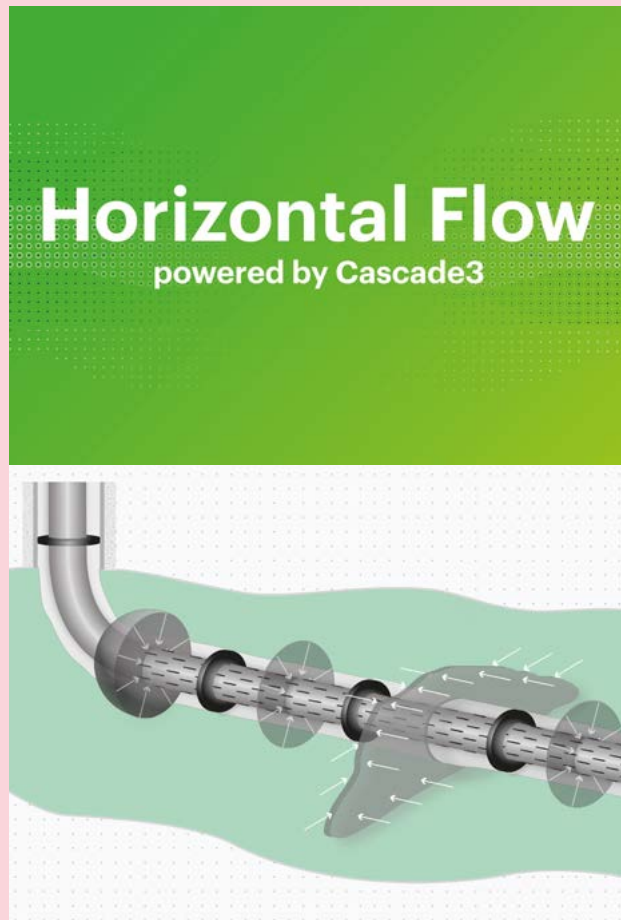
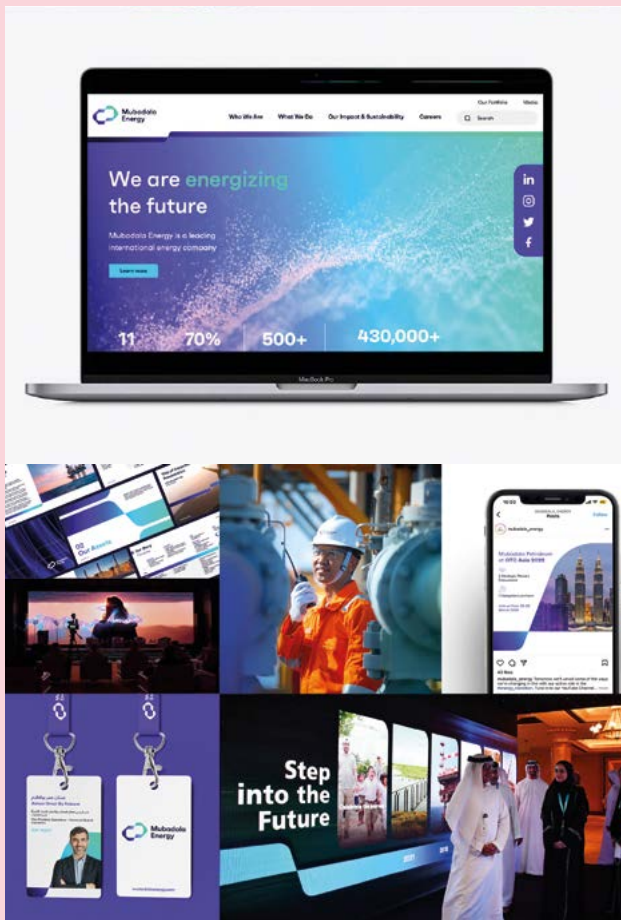
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GOLD

**MUBADALA ENERGY AND OMNIA**

With the oil and gas landscape shifting into hydrocarbon and natural gas space, Mubadala Petroleum decided to shift its whole narrative and evolve into a new brand, Mubadala Energy. Omnia was tasked with developing a modern and dynamic identity for the new brand which supports the company’s move to the future of energy.

Visually, this was encapsulated in the new logo, which features the ‘a’ and the ‘e’ of Mubadala combined to create a slanted-line icon, symbolizing a forward movement and a more sustainable future. Similarly, the new Energy purple color palette reflects the concept of transition since it falls in the middle of the gradient, symbolizing the shift in the company’s strategy and narrative. Overall, the new identity gave Mubadala Energy a fresh, modern and forward thinking look and narrative, which is in line with its strategic direction. “Solid, beautiful and elegant rebrand,” said one judge.

GOLD

**TGT DIAGNOSTICS**

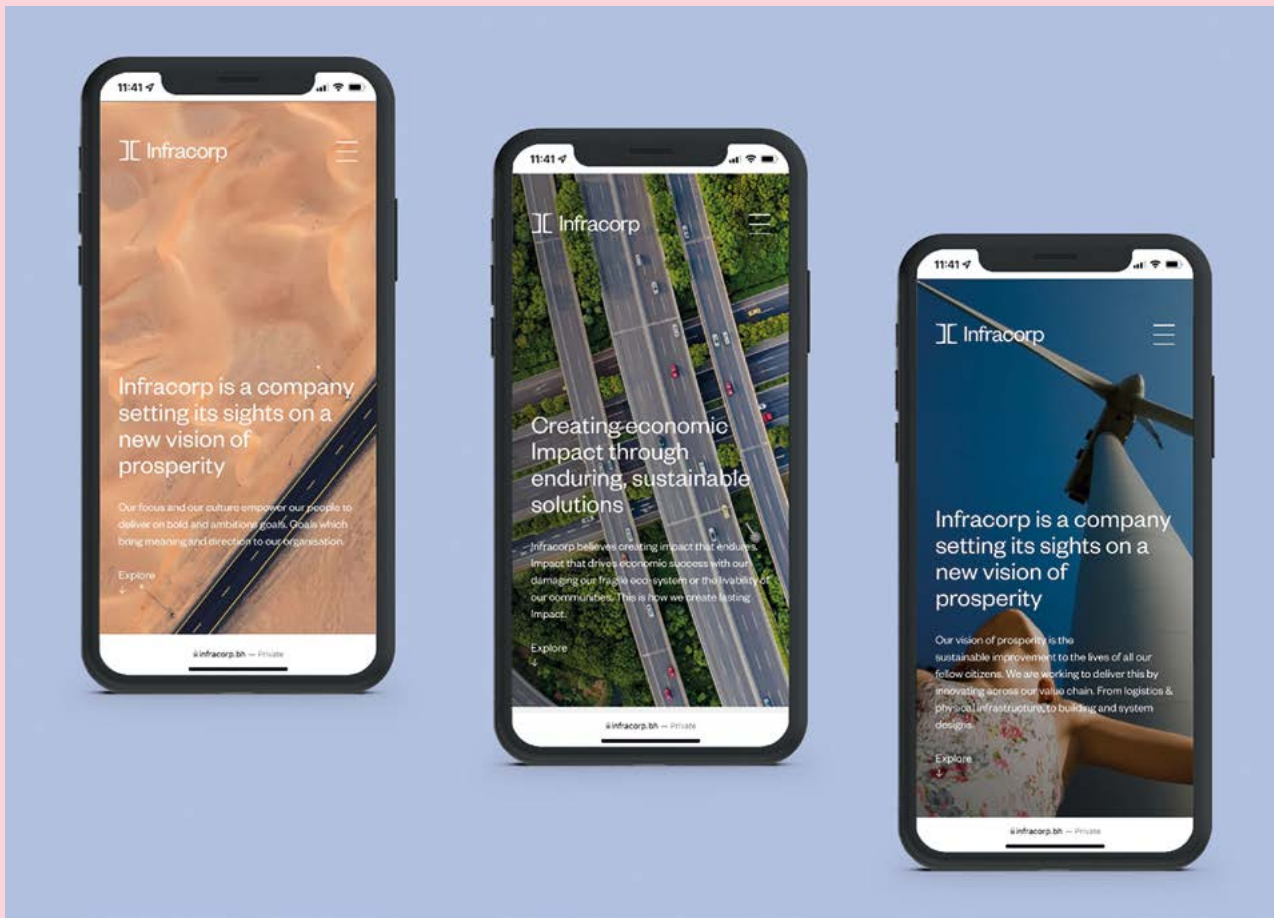
TGT Diagnostics launched a new technology brand and product, Cascade3 and Horizontal Flow, to strengthen its positioning and leadership in energy-sector diagnostics. Horizontal Flow powered by Cascade3 had to fit in smoothly within the existing brand portfolio yet retain unique attributes.

Horizontal Flow used brand codes from within the True Flow product range, whilst the brand codes for Cascade3 were simpler and directly associated with Flow. The scalable flow pattern of circles and bright green color palette were the most distinctive brand codes of the Horizontal Flow product, and a key feature of the visual identity. The circle is symbolic of flow, whilst the overlapping patterns represent the dynamics and complexity of flow within the well.



**SHAMS+, AL MASAOOD POWER AND ALL ABOUT BRANDS**

Al Masood Group commissioned All About Brands to create a name and bilingual brand for its subsidiary, Al Masood Power, that would represent the use of solar energy as a power source, yet remain true to its heritage. Both were encapsulated in the new name, SHAMS (Arabic for sun). The icon, centered around radiating sun ray, and the warm color palette present the brand as a modern, technology-driven energy provider.



GOLD

### INFRACORP AND UNISONO

Infracorp, a new brand that took over assets previously owned by Bahraini financial group GFH, worked with Unisono to develop an identity that could communicate corporate strength as well as reach down to communities at a personal level.

This idea was encapsulated in the brand's new icon mark which at first glance looks like an I-beam or girder and on closer inspection is a capital 'I' made out of two back to back 'C's. It uses the Founders Grotesk type, a more humanistic typeface variation of Helvetica. The final logo indicates the firm's operational efficiency and financial strength. In similar fashion, the color palette strikes a balance between corporate prowess and approachability, focusing on monochrome as its key tone, supported by softly colored hues which help to convey more human themes. "Amazing work that met the challenge and the brand purpose," said one judge. Another added, "Beautiful identity."



**ZENDA AND KNOW CREATIVE**

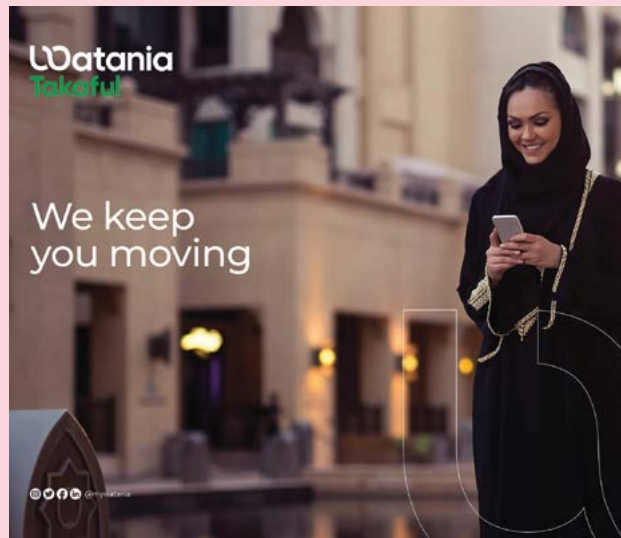
To stand out in the overcrowded financial services startup market, Zenda tasked KNOW Creative to create a bright and bold yet simple brand identity. To do so, it designed a pattern of vibrant color beads (balls), which gave the brand an eye-catching and memorable look whilst translating across the app’s graphical user interface. One judge described it as a “trendy, fun, great brand.”

**ARGOS EXPERTISE COMPTABLE AND ADINB**

After two decades, consulting and accounting firm Argos Expertise Comptable felt its brand was outdated and uninspiring. ADinB created an out-of-the-box, flexible visual identity centered around the number ‘0.’ Combined with a bright color palette and bold shapes, it added a youthful spirit to the business, making the brand instantly recognizable. “A simple and fresh approach. Very consistent visual identity,” said one judge.







**BRONZE**

**FIRST ABU DHABI BANK AND FUTUREBRAND**

First Abu Dhabi Bank worked with FutureBrand to design a new, avant-garde brand that would encompass all its digital payments services, and so Magnati was born. Derived from the word magnet in Arabic, the new name reflected the idea of attracting business and inspired the rest of the digital-first, motion-led identity. Judges praised the ownable and distinguishable visual identity.

**BRONZE**

**WATANIA TAKAFUL AND OHI LEO BURNETT**

After Watania merged into Dar Al Takaful (Noor Takaful), OHI Leo Burnett was tasked with creating a visual identity for the new brand that would combine the spirit of both organizations yet highlight the valuable brand properties of each asset. The visual solution came with the infinity sign within the Noor logo, which was merged with the name Watania. Judges thought the identity was clever, clear and clean.

**HIGHLY COMMENDED  
360 ONE AND OCHRE**

IIFL Wealth and Asset Management worked with Ochre to develop a modern, youthful and dynamic visual identity centered around its new name, 360 ONE.



#### MOROUJ COMMODITIES AND SKYNE

Al Farasha, one of Morouj Commodities' biggest FMCG brands, worked with Skyne to create a new visual identity that would position the brand to grow internationally beyond Sudan, yet retain the country's roots. At the heart of the identity lies the shape of the butterfly (Al Farasha), widely known and recognized across the country.

The clean and vibrant logo allows for the name to really stand out on all design systems, including the packaging, and therefore helps the brand connect with the new generations of Sudani families. "A good simplification that stays true to the original look and feel, heritage and equity," one judge said.



SILVER

**SAHTIN MANAGE RESTAURANTS AND TRADE WITH THE CREATIVE UNION**

The Creative Union designed a fresh, fun and playful visual identity for the Sahtin Manage Restaurants and Trade new dates snack brand, Janiya. The visual language makes use of stickers and block colors, while the shapes and swirls are inspired by the look of a date and its richly rippled texture. “The brand and pack design cues are fresh and stand out amongst competition,” said one judge.



### RIGHT GRAIN AND GENE BRANDING

Right Grain approached Gene Branding to develop a youthful, flexible and recognizable identity for its new bakery brand, Mo. To do so, Gene Branding had to strike a balance between adaptability and consistency: designing a versatile identity that could constantly change, adapting to new forms and dimensions, while keeping its basic components consistent to build familiarity.

The unique and functional logo, 'Backed Mo,' integrates both the Latin and Arabic wordmarks, making it friendly and functional to use on almost all applications and mediums. All other brand elements, from the black and white color palette to the reflective mirror-like hologram lining cardboard on the packaging followed this minimalist notion, ready to be disrupted with the next brand dimension or season. "Innovative, simple and unique brand," one judge said. "An original, beautiful and wonderfully executed identity," another added.



SILVER

**MAGNA HOSPITALITY MANAGEMENT LLC AND KEANE**

Magna Hospitality Management worked with Keane to develop a colorful and vibrant brand identity for its new Chinese restaurant, Tan Cha. The brand mark, inspired by Chinese symbolism and the legendary crane, alongside a color palette reminiscent of Chinese art and textile creates a stylish and premium visual identity that pays homage to the restaurant's cultural heritage. Judges described the visual identity as unique, elegant and beautiful.

SILVER

**MOROUJ COMMODITIES AND SKYNE**

Morouj Commodities needed a new brand identity which would truly reflect its market position and the values and ideals of the Sudanese people. Skyne developed a visual identity inspired by the land, sky and sun, which reflected the positive and welcoming nature of the Sudanese people. "A wonderful identity that reflects the Sudanese spirit, and appreciates culture and customs," commended one judge.



BRONZE

**ERTH RESTAURANT AND LATITUDE**

Latitude was commissioned by Erth Abu Dhabi to develop an innovative visual identity system for EARTH Restaurant, inspired by rich Emirati cultural heritage. This was epitomized in the logo, an abstraction of 'Erth' in Arabic, meaning legacy, and the beige color palette was reminiscent of desert sand. Judges thought the visual identity was simple yet strong and beautifully designed.



BRONZE

**HILTON GARDEN INN AND KEANE**

Hilton Garden Inn worked with Keane to launch 'Growth of the UAE,' a campaign celebrating the past 50 years of the UAE and the people that made it grow. Keane designed an uplifting and positive identity. Inspired by nature, the logotype captures the essence of organic growth through its flourishes and soft flowing shapes. Judges praised the elegance, simplicity and beauty of the work.

**HIGHLY COMMENDED  
PEPSICO DESIGN & INNOVATION –  
7UP X RAMADAN 2022**

To celebrate Ramadan in Bangladesh, PepsiCo designed a limited-edition, colorful packaging for 7UP inspired by local motifs.

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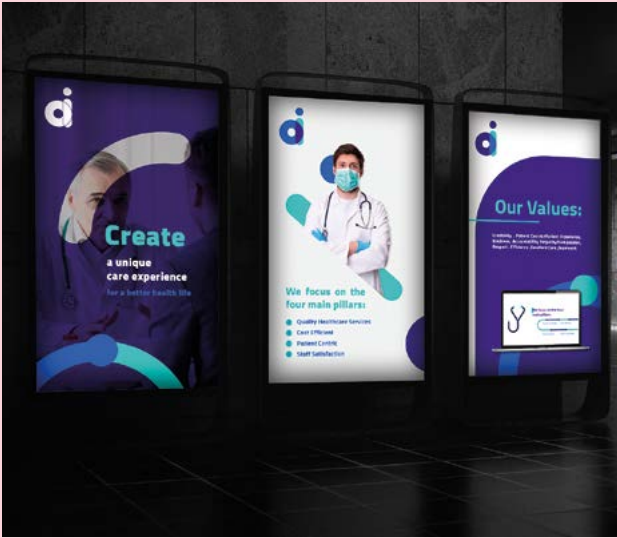


**GOLD**

**HAYAT BIOTECH AND BRAND LOUNGE**

Hayat Biotech, established as a joint venture between Sinopharm CNBG and G42, approached Brand Lounge to create a powerful brand identity that would stand out amongst competitors in the healthcare industry. Brand Lounge developed an engaging, dynamic identity that was industry-relevant yet differentiated itself.

The brand's visual assets reflect its purpose. The logo tells a clever story built upon four main factors: the intersection between nature, science, technology and life; a window into a reimagined future; a hidden 'H' and 'B' and a tilted intersection at a 13-degree angle, representing the brand's challenger mindset. The logo was also used to inform a supergraphic that could be used in three main ways: as a supergraphic, an infographic, and as a window for photography and videography purposes. "The brand designs are clear, soft, concise, and easy to understand," said one judge.



**AID MEDICAL AND ZAN AGENCY**

Aid Medical worked with Zan Agency to develop a new visual identity that echoed the brand's values, mission and new name. The symbolic wordmark logo, representing the brand's new name, Aid, was designed in smooth font to reflect the core values of empathy and kindness. "The brand design is timeless, sophisticated and perfectly suited for the industry," one judge said.





GOLD

### **CAPITAL CATERING + SERVICES, ADNEC GROUP AND ALL ABOUT BRANDS**

Following the acquisition of Etihad Airport Services Catering in 2022, ADNEC Group realized that the current name and identity of subsidiary company Capital Hospitality was no longer fit for purpose. Its identity failed to convey the brand's stance as a leading international catering company.

After conducting a discovery phase, All About Brands decided to maintain one master brand and call it Capital Catering + Services. This removed the requirement for any sub-brands while still maintaining a link to the old brand through the word 'Capital'. The wide scope of the company was visually represented through the new logo, a capital 'C' made up of colored dots that indicate the variety and types of businesses and people the company serves. Judges thought the redefinition of the brands with other brands was clear and served the purpose.



**ALN WITH BRAND HUSL AND THE CONTENTED AGENCY**

ALN approached Brand Husl and The Contented Agency to reposition it as a dominant player in the legal field and visually harmonize each 15-member firm’s brand with the overall alliance. The brand icon was refined to be consistent in size, shape and weight, and the color palette was expanded from red to red and grey to give the identity a modern feel. Judges praised the thorough strategy and unique creative approach.

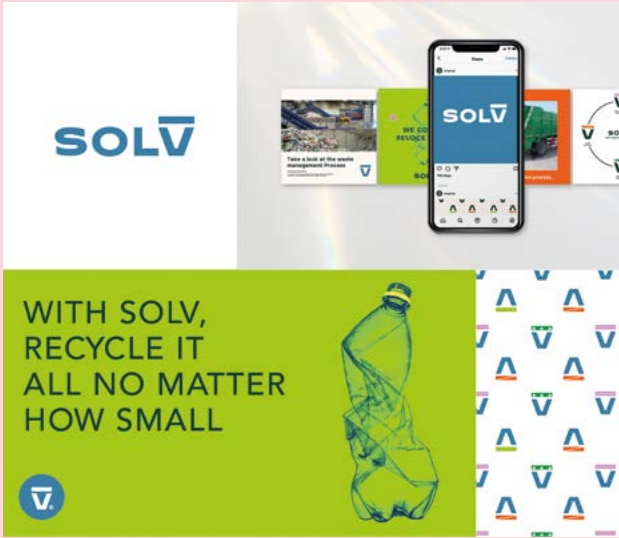


GOLD

**NAKHEEL AND OCHRE**

While Nakheel stood for many things, they did not culminate to a singular compelling brand. It worked with Ochre to create a human, premium and digitally-fit brand that conveyed its unique position of being the one developer in Dubai to give people premium waterfront living. To do so, Ochre designed a series of generative patterns to be used across physical and digital touch points. The patterns, along with the unique logo typeface, were used to visually link Nakheel's premium assets to the mother brand.

Photographs, portraying the people who live, visit and work in Nakheel's premium communities, depict the "real" quality of life and help give the brand a more approachable, human feel. "Modern, clean approach, utilizing the bold unique type within a clean well-crafted visual language," said one judge.



SILVER

**SOLV AND ADINB**

Waste management company SOLV worked with ADinB to create a fresh, modern visual identity that could communicate its innovative approach whilst differentiating itself from competition. The new identity centered around the logo itself, a combination between modern typography and the traditional recycling icon. The sub-logos were designed to symbolize the chain of events behind waste management. “Beautiful identity and clear and clean executions,” said one judge.

SILVER

**THE PALMYARD HOTEL – AMRIYA GROUP AND INTERSTATE CREATIVE PARTNERS**

Interstate Creative Partners was tasked by Amriya Group with rebranding The Palmyard Hotel into a destination that works in harmony with the rapidly evolving tourism landscape. The new premium logo, coupled with a simple yet elegant natural color scheme that was inspired by the surrounding environment and various collaterals, helped create a warm and premium new look. Judges described the new identity as very compelling, elegant and inspiring.



**BRONZE**

**AL MANAHIL INVESTMENT,  
KSA AND KEANE**

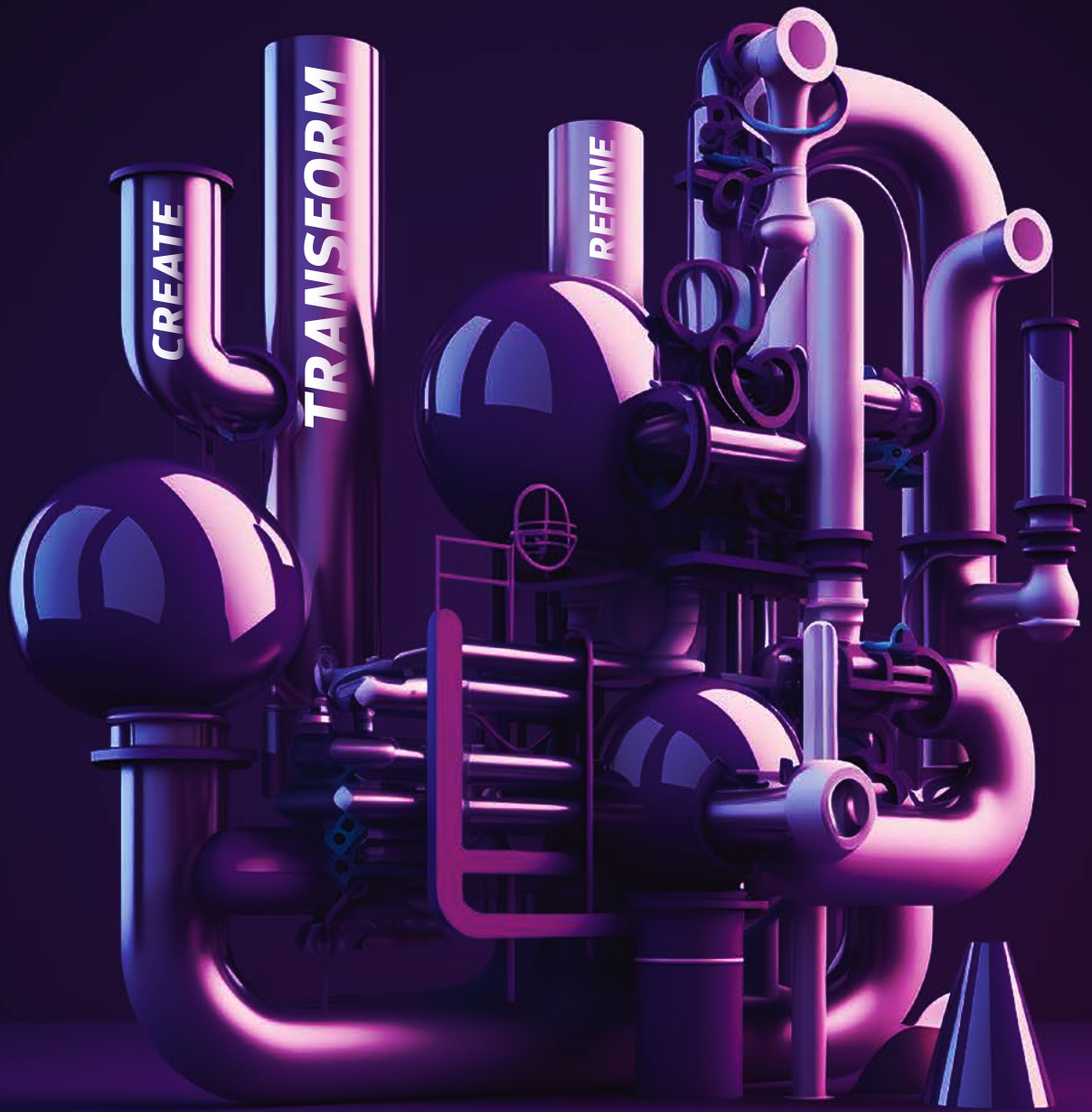
Al Manahil Investment's Deem Space leapt to leverage the increasing demand in Saudi Arabia for flexible working spaces. Keane was charged with elevating the brand's identity while staying aligned to the vibrant personality of the workspace. A bright, playful color palette combined with a bold typography allowed the brand to stand out. "A correctly implemented identity with well-connected messages and visuals," said one judge.

**BRONZE**

**EDAMAH AND UNISONO**

Edamah, Sovereign Wealth Fund of Bahrain's real estate arm, worked with Unisono to reimagine the brand for the next era. The brand's idea of 'catalytic development' spearheaded the visual identity. It was expressed in both the icon, a set of concentric circles emanating outward and the master graphic, which features lines rippling in various different waves. Judges praised the solid language, simple execution and correct strategy.

# SKYNE



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**BRONZE**

**SIGNATURE LIVING AND SKYNE**

Signature Living needed a brand refresh to communicate its status as a thorough, creative and professional renovation brand. Inspired by home spaces, shapes and planning, Skyne designed a flexible design system and premium color palette to create a unique and modern identity that stands out in the renovation landscape. "Slick, modern visual language," said one judge.

**HIGHLY COMMENDED  
SAADA AND UNISONO**

Unisono's newly designed identity elevates Saada to a vibrant, dynamic, urban, waterside location - a happy place.



**GREAT ARAB MINDS AND  
ABJAD DESIGN**

The UAE's Great Arab Minds initiative aims to facilitate the recognition of Arab scientists, intellectuals, doctors and engineers and their contribution to shaping a brighter future for Arab generations. Abjad Design was tasked to develop visual identity to support the initiative's objective of rewarding 1,000 great minds over a five-year period.

The visual identity draws inspiration from Arab history, where the 'Golden Age' was a period of cultural and scientific advancement. While the logo is an abstract narrative of the brand story - 1,000 particles to represent 1,000 great minds - the visual language takes a closer look at each great mind. It sheds light on empowering Arab scientists and thinkers to serve as role models for future Arab generations. "Great design language. Great Arabic typography," said one judge. "Simple and impactful design solution," another one added.

**MINISTRY OF CULTURE AND  
ACCENTURE SONG**

The Ministry of Culture Saudi Arabia had a fragmented brand ecosystem that caused rifts in communications and collaborations, resulting in operational inefficiencies. It worked with Accenture Song to create a platform brand that unified multiple employee environments and ensured a harmonious way of working.

To deliver an identity that was befitting the culture organization in a digital world, Accenture Song explored the intersection of traditional calligraphy and more recent typography in a 'digital type' environment, balancing the possibilities of both sides. The two traditional Arabic Calligraphy styles were woven together within the final logo mark to capture the spirit of the mother brand whilst symbolizing the future through digital transformation. Judges thought it was a strong visual execution. One added, "Fresh, appealing and cohesive visual identity."





SILVER

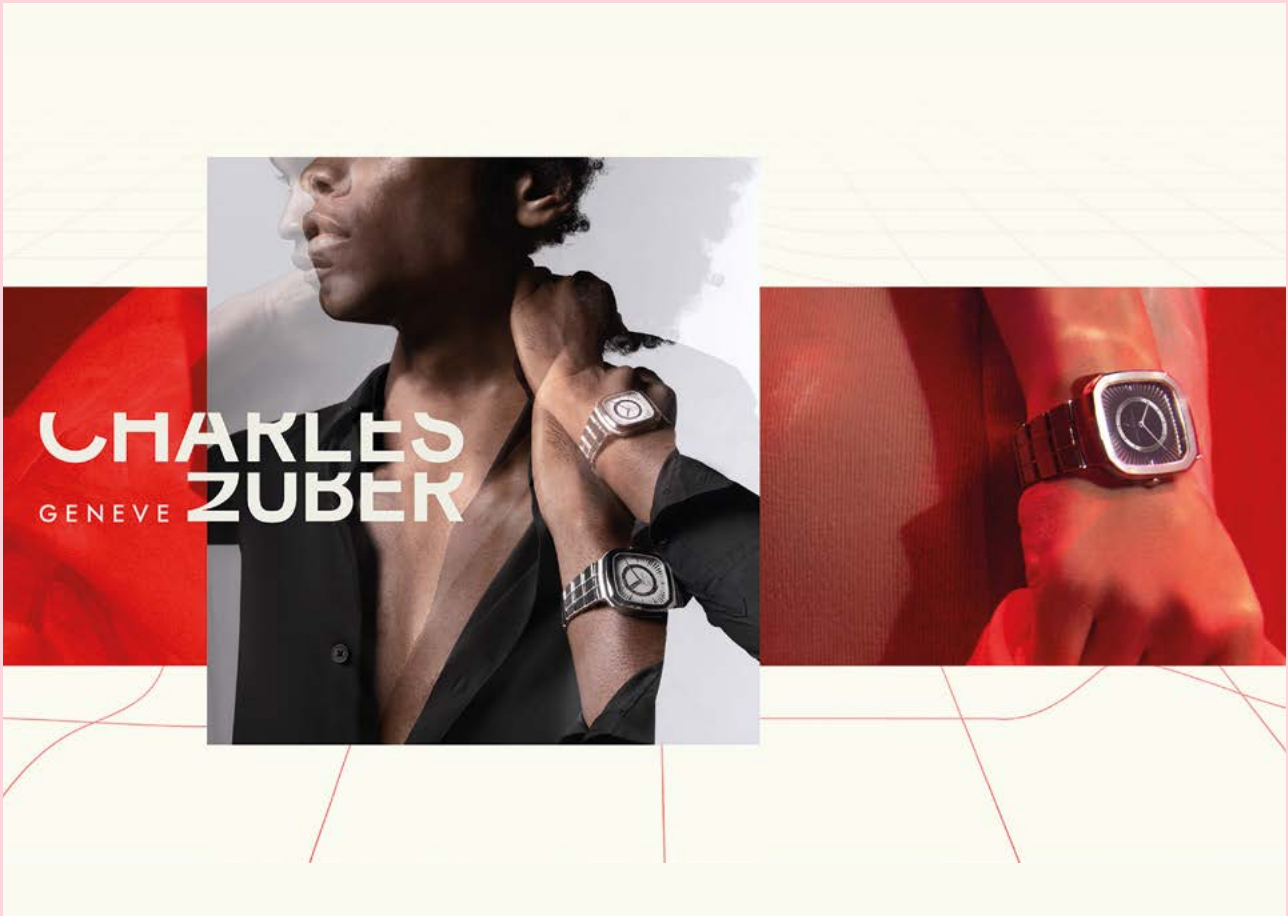
**FAMILY DEVELOPMENT FOUNDATION AND ADINB**

The Family Development Foundation tasked ADinB with creating a simple and fresh brand for its new 'Neighbors For All' campaign. The visual identity had to emphasize Family Development Foundation's proximity to all members of the community. The logo, created by combining the different icons that represent family and community members, did just that. Judges praised the visual play on interconnectedness and people.

BRONZE

**TAMKEEN (LABOUR FUND)**

Tamkeen (Labour Fund), an entity tasked with developing Bahrain's private sector, sought to refresh its visual identity to communicate the brand's transformation and new strategic direction. The new identity is centered around the evolution of the logo, now cleaner and more contemporary, reflecting prosperity and representing the past and future success of all Bahrainis. Judges described the identity as simple, modern and very digital friendly.



### CHARLES ZUBER AND BRAND LOUNGE

When Swiss-born, high-end luxury watch and jewelry atelier Charles Zuber first approached Brand Lounge it only had a name and a logo. To position the brand as a strong contender amongst its competition and defy the traditional norms of luxury, Brand Lounge needed to create a powerful, memorable and instantly recognizable visual identity.

Brand Lounge formed the concept of a 'Neo-Swiss' design movement, inspired by the principles of distortion, motion and dimension, which informed all aspects of the visual language. Distortion helped create unexpected surprises and imperfection, whether that be through warping text or creating double exposures in photography. Motion, and a sense of exuberance, was brought to life with dynamic typography, performance photography and animated graphics. Dimension was captured through warped grid graphics. "Beautiful, elegant luxury conveyed in a modern unique way," one judge said.



SILVER

**DUBAI HOLDING AND BOND**

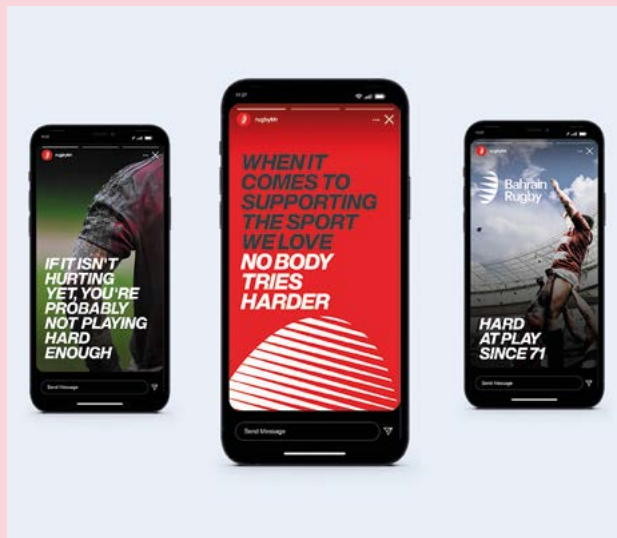
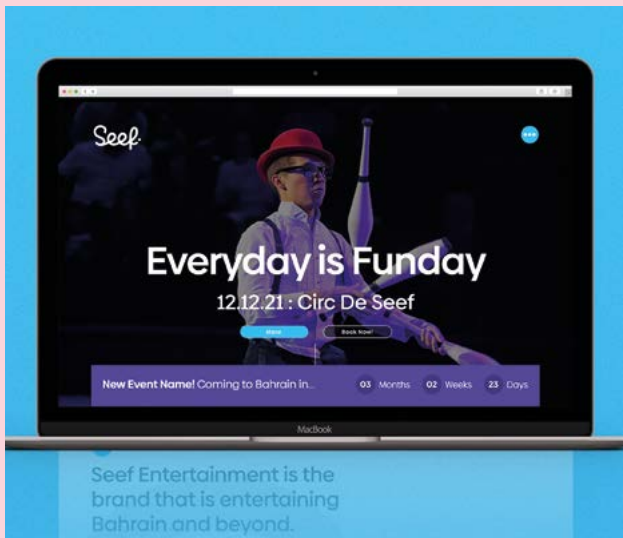
Dubai Holding worked with BOND to design a bright and approachable visual identity for its new consumer rewards brand, Tickit. The joyful image style that includes all key audiences, and the simple, clear and informative iconography designed using basic shapes, helps enhance the idea of effortlessness. Judges loved the creative approach and strategy that linked the overall brands under one.



### YABEELA AND UNISONO

Yabeela, a new entertainment complex aimed squarely at kids, needed its brand to have an identity that could cut through the noise and excite children and parents alike. To achieve this, Unisono designed a visual language inspired by classic wood type grotesques, combined with geometric shapes.

Setting playful headlines at a jaunty, off the grid angle helped drive home the message that Yabeela is a place for happy, tired-out kids and stress-free parents and caregivers. This idea is further emphasized through the bold color scheme of opposing tones, which present a loudness that is unmistakably youthful, and a logo that uses the exclamation mark to metaphorically shout with joy. Judges described it as a fun, engaging and energetic brand. "The execution is coherent and the result is fresh, dynamic and joyful," one said.



SILVER

**SEEF ENTERTAINMENT AND UNISONO**

Seef Entertainment, the newest addition to Bahrain’s leisure sector, worked with Unisono to create a leisure brand to sit within the Seef masterbrand family and express ‘the joy of shared experiences.’ Visually, this was translated into a friendly and playful graphic language, a custom type mark filled with dynamism, and a bright and colorful imagery. “Entertaining enhancement with a fun visual language,” one judge said.

BRONZE

**BAHRAIN RUGBY FEDERATION AND UNISONO**

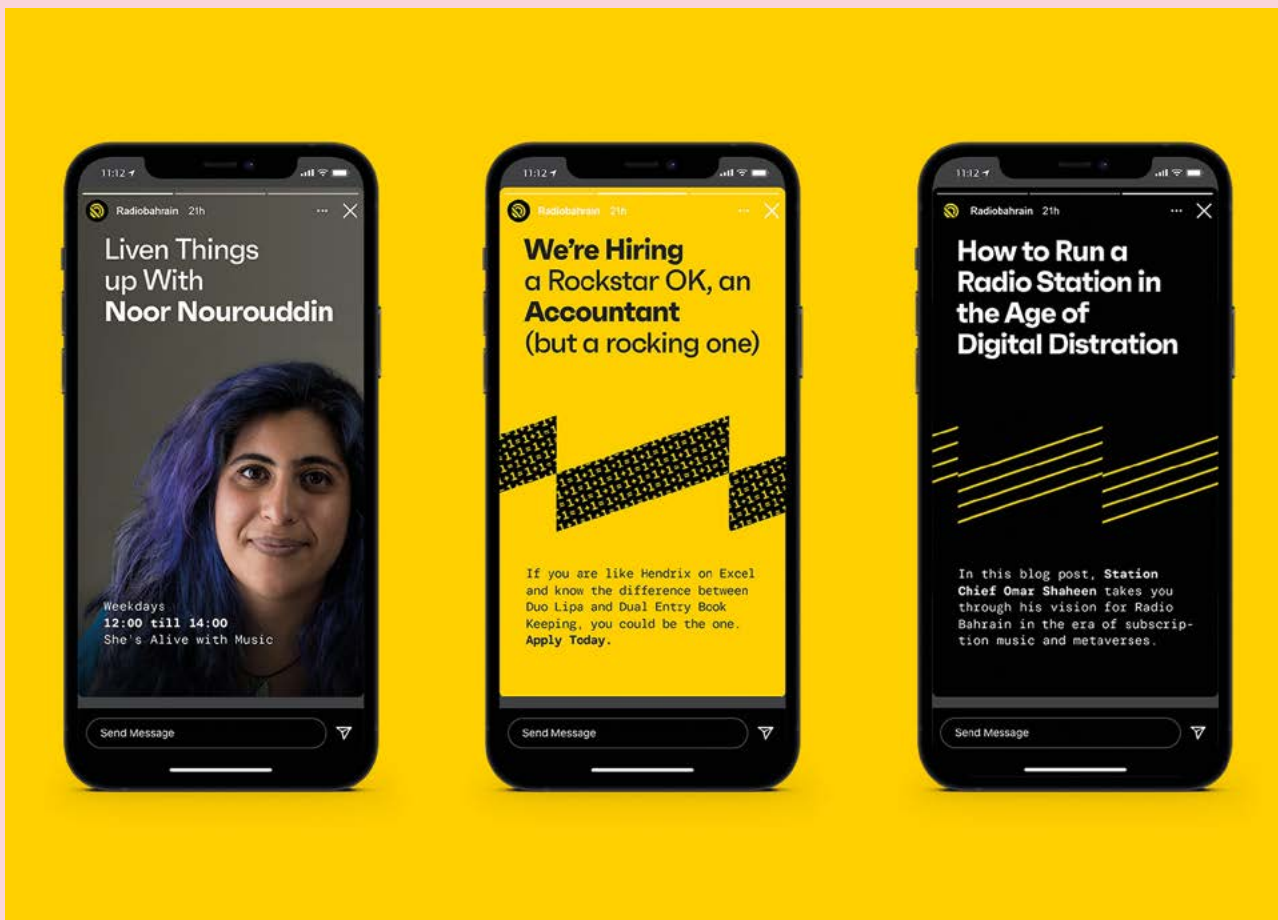
The Bahrain Rugby Federation identity was outdated and uninspiring to the sports people of today. Unisono developed a nationalistic color palette combining pillbox red, pitch black and white. The additional visual device, based on the national flag’s visual structure of red and white forms, creates a dynamic sense of movement across the brand’s touchpoints. Judges praised the good execution and application across various mediums.

# Inspiring Destinations Building for **Bahrain**



Bahrain Real Estate Investment Company (Edamah) is the real-estate arm of the sovereign wealth fund of the Kingdom of Bahrain. Incorporated in 2006 to manage and expand an assorted portfolio of real-estate in Bahrain, Edamah has established itself as one of the Kingdom's leading property developers. With an unwavering commitment to its founding principles of quality, efficiency and sustainability, and in line with the highest standards of transparency and corporate governance, Edamah strives to transform the Kingdom's diverse and dynamic property sector. Edamah's portfolio also include projects in the leisure and entertainment and industrial sectors.





GOLD

### RADIO BAHRAIN AND UNISONO

Whilst Radio Bahrain, the GCC's oldest English Language station remained popular, the CEO understood its need to evolve to remain relevant to youth and make a shift into a new era. Unisono was tasked with creating a brand identity that was as relevant to today's listener as Spotify, Tidal and Mixcloud.

It designed a literal and graphic language to express the brand's quirky personality as well as its passion, friendliness and collaborative qualities. The abstract 'R' logo form represents a radio transmitter and a rising sun - ideal for an island station. This, coupled with the new visual signature of a sound wave, is applicable across a wide range of touchpoints and resulted in a vibrant and electrifying identity shape. Judges praised the modern, flexible and practical visual language. "Just beautiful, on point, future forward visual identity system," one added.



SILVER

**BEBAN AND LIMEFISH DESIGN**

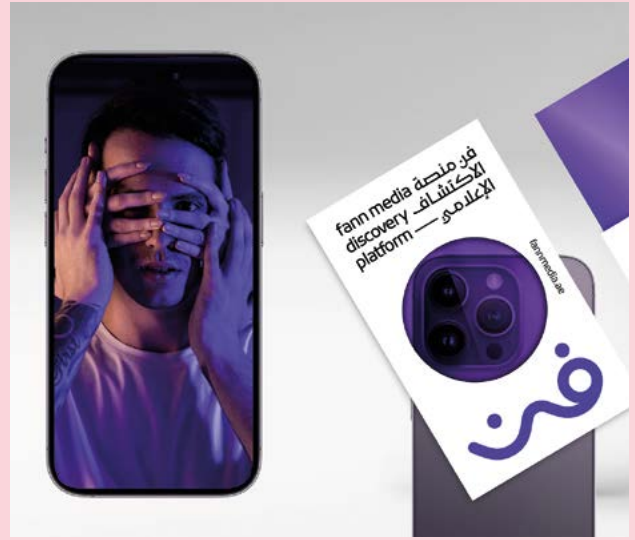
Hope Ventures worked with Limefish Design to develop a brand identity for a new Arabic entrepreneurship reality TV show. The name 'Beban,' meaning doors in Bahraini dialect, inspired the design of the logo. Using the rectangular shape of a door, it represents opportunities and light at the end of the tunnel. Judges appreciated the creative and simple meaning behind the bilingual logo.

SILVER

**MINISTRY OF CULTURE AND ACCENTURE SONG**

The Ministry of Culture Saudi Arabia approached Accenture Song to design, build and communicate a new employee digital hub. To strike a balance between traditional and digital, Arabic calligraphy styles were deconstructed, simplified, and reconstructed to create a series of connecting dynamic lines. These were woven in the final logo mark, perfectly capturing the spirit of the mother brand whilst symbolizing the future through digital transformation.





**BRONZE**

**DEPARTMENT OF CULTURE AND TOURISM (DCT) & ABU DHABI ARABIC LANGUAGE CENTRE (ALC) WITH ADINB**

The DCT and the ALC worked with ADinB to launch the International Congress of Arabic Publishing and Creative Industries. Through the use of a dynamic and modern logo, a bold color palette and creative typeface, ADinB developed an inventive, distinctive and contemporary brand that reaches a wide target audience. Judges praised the complex yet consistent, grounded and modern visual system.

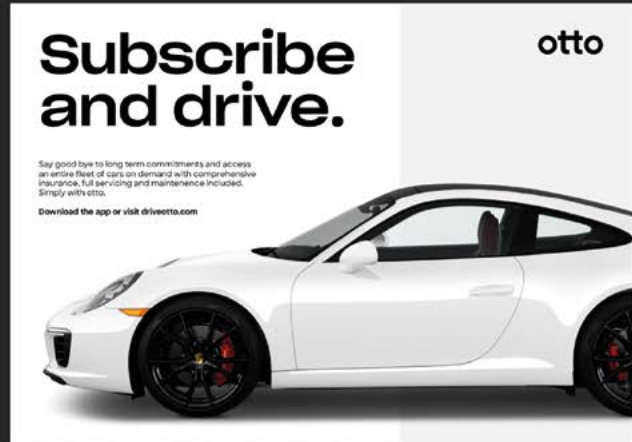
**BRONZE**

**FANN MEDIA DISCOVERY PLATFORM AND BRAND LOUNGE**

Brand Lounge was tasked with redefining FANN Media Discovery Platform's brand and identity to reflect an elevated positioning, and appeal to a wider audience. It developed a modern, bilingual typography which enhances the brand character and its recognizability, and a playful yet aerated color palette which reflects the brand's concept of versatility and discovery. One judge described it as a fun, fresh and modern evolution of existing work.

**HIGHLY COMMENDED ILEARNING ENGINES AND LIWA CONTENT DRIVEN**

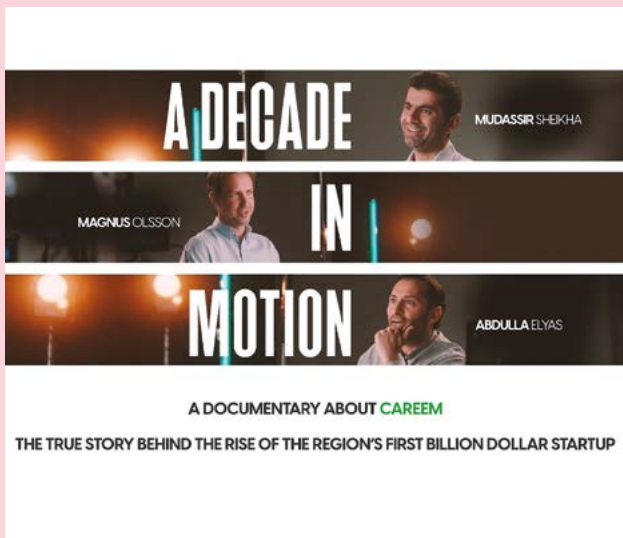
By unearthing how AI works, Liwa Content Driven created a concept of connected and agile dots, showcasing how iLearning Engines transforms data into intelligence.



#### OTTO AND OCHRE

Automotive subscription service Otto seamlessly connects vendors and subscribers for an unmatched customer experience, offering a service that deviates significantly from traditional car ownership or rental models. It was key for Otto to develop a brand that conveyed its unique service offering and differentiate itself from established players in the market.

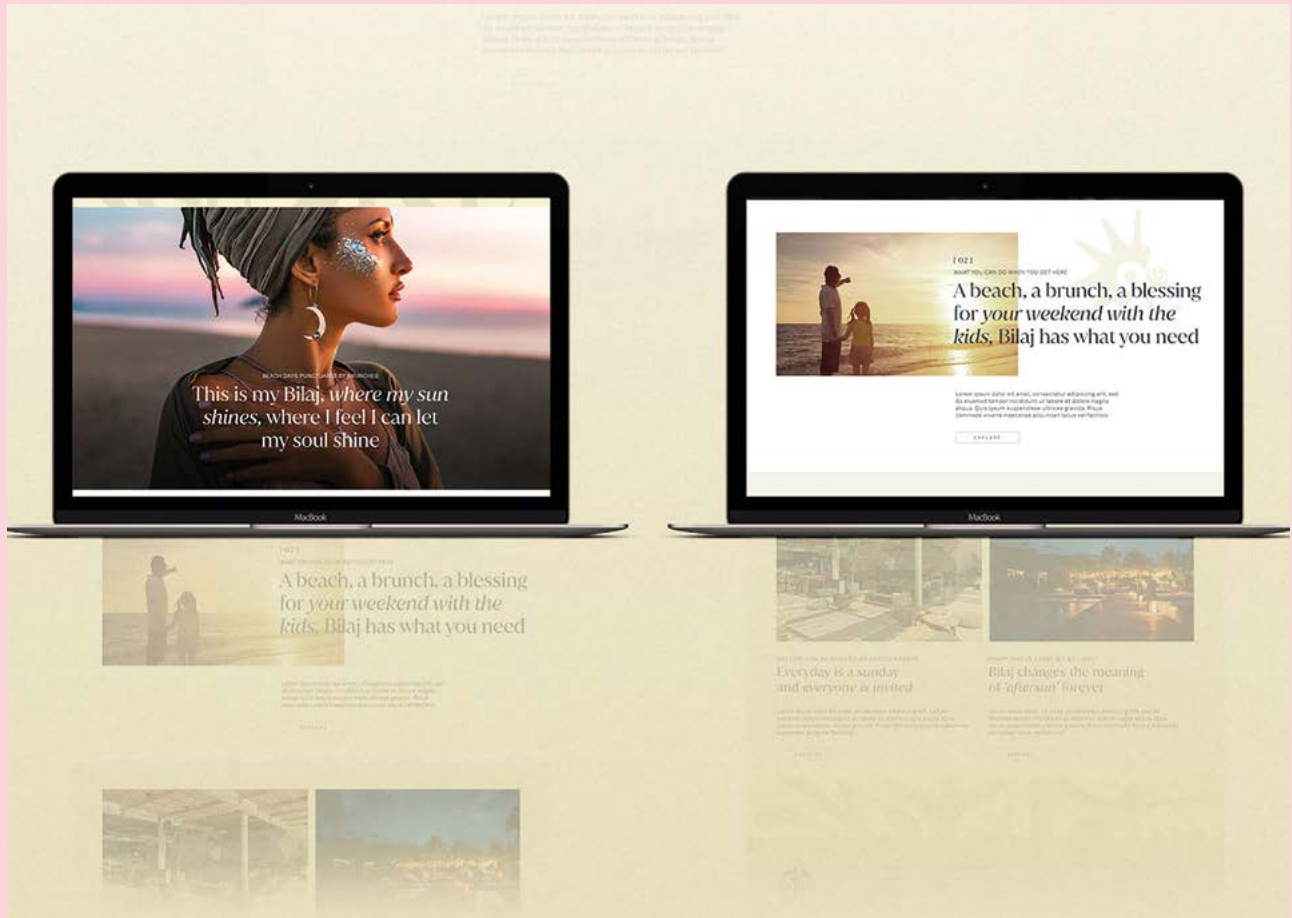
To achieve this, Ochre developed a premium, clean and professional visual language that evokes the high quality experience customers could expect from the brand. This was coupled with photography that focused on the experiences and locations that could be enjoyed with a car and a tongue-in-cheek tone of voice that seeks to engage customers. As a digital-first brand, Ochre also focused on designing an app and website that was intuitive and an extension of the overall premium brand.



BRONZE

**CAREEM AND MANA CREATIVE**

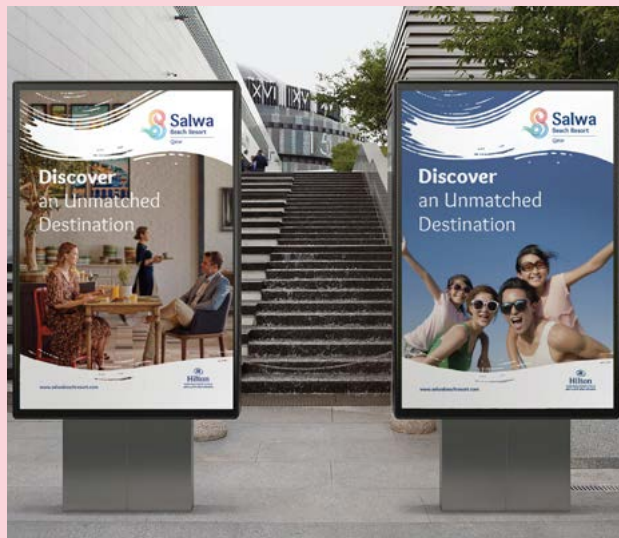
To elevate Careem’s brand and give people an insight into the company, Mana Creative developed the branded documentary ‘Careem - a Decade in Motion,’ which reveals the stories of the company’s founders. To visually achieve the idea of intimacy, familiarity and being “behind the scenes,” the interviews were filmed with a camera roaming through the set crafting shots.



**BILAJ AL JAZAYER AND UNISONO**

To truly become an authentic Bahraini destination, Bilaj Al Jazayer needed a strong brand that could connect with international tourists and their desire for real cultural travel experiences. To achieve this, Unisono developed a visual language that highlights the island’s richly visual cultural heritage, inspired by the timeless and tribal Sumerian artistry.

The art forms, which had the right mix of historical authenticity, organic abstraction and spirited playfulness, helped create an authentic brand expression able to convey the ‘joy of a day on the beach.’ The new colorful and playful logo and visual pattern was designed to be broken apart and used in combination to create a broad range of expressions. “A refreshed brand with clean and modern executions that can appeal to both locals and expats,” one judge said.



SILVER

**ATLANTIS DUBAI AND FUTUREBRAND**

FutureBrand was tasked with creating a premium identity for Atlantis' new luxury destination, Atlantis The Royal. The door-like feature at the building's center served as the inspiration for the design system. The wordmark, with its curved 'A's, evolved from the pre-existing logo of The Palm to retain equity while giving it a more contemporary and elegant feel. "I loved the whole development and experience," praised one judge.

BRONZE

**KATARA HOSPITALITY AND HILTON WITH THE CREATIVE UNION**

The Creative Union worked with Katara Hospitality and Hilton to develop a flexible yet cohesive visual identity system for Salwa Beach Resort. The visual identity was inspired by the concept of three 'W's (Wowing, Worldly and Welcoming), which translated into abstract visual patterns of a bold color scheme. Judges praised the detailed and granular brand visual identity. "Really good work developing the ecosystem of offerings in the hotel."

**HIGHLY COMMENDED  
ADNEC GROUP AND  
ALL ABOUT BRANDS**

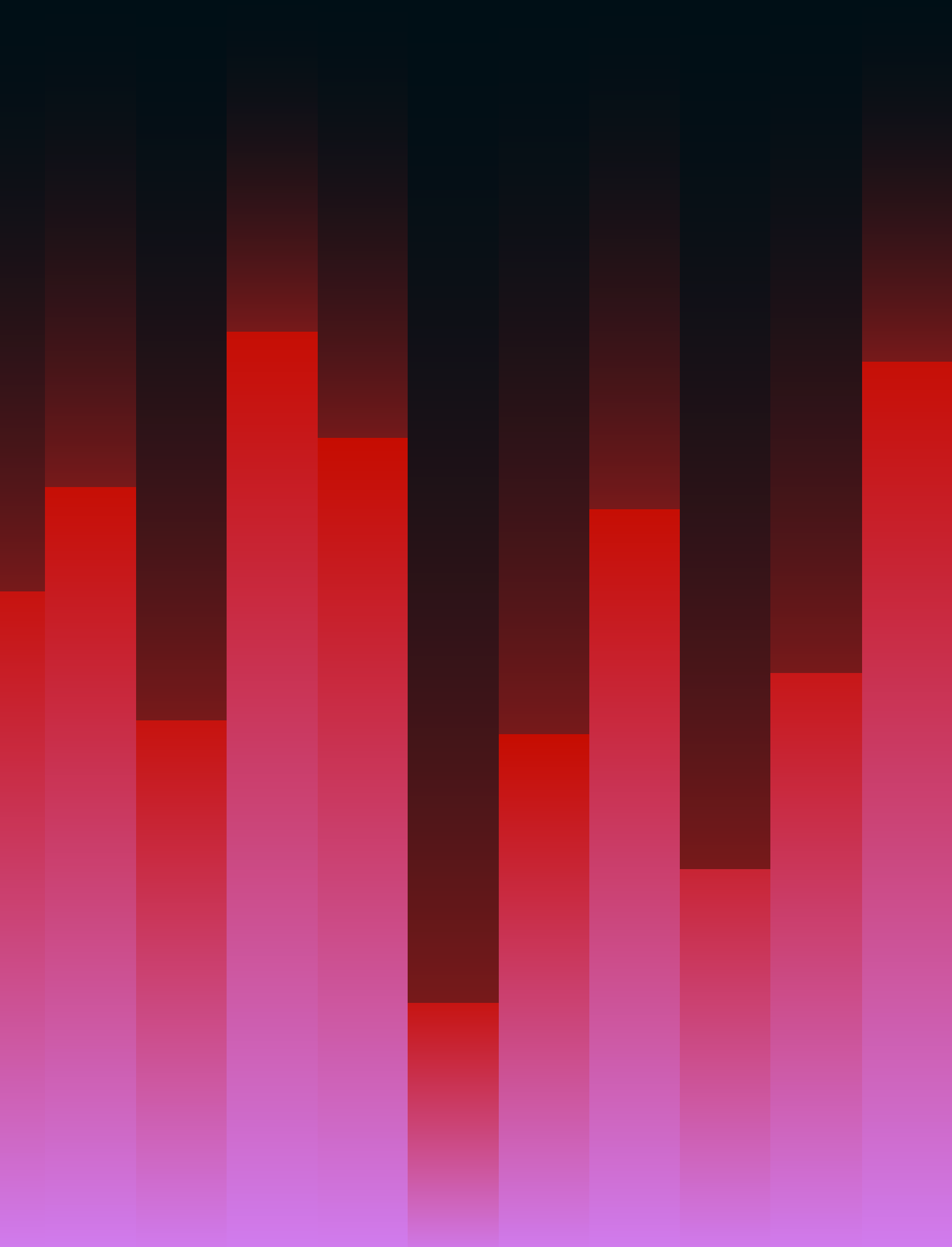
All About Brands was tasked with creating a new brand for ADNEC Group to reflect its diversified offering across the business and leisure tourism industry.

**HIGHLY COMMENDED  
EARTH HOTELS AND SPUTNIK FLOYD**

Earth Hotels worked with Sputnik Floyd to create a distinct identity to better reflect its eco-conscious brand positioning.

# GRAND ACCOLADES







### RIGHT GRAIN AND GENE BRANDING

Mo, Right Grain's new grab-and-go bakery and espresso bar, values experimentation and community interaction. At its outset, the brand aimed for long-term loyalty, the possibility to constantly stand out in an overly competitive sector and the ability to develop a brand story that would click with young, well-connected audiences.

Gene Branding was appointed to help Right Grain achieve its goals. The first step in creating a singular brand with a strong visual identity was to start with the foundations: the name. Mo, inspired by the children's counting rhyme "Eeny, meeny, miny, mo," helped create the brand story: a mysterious sci-fi plot, set in the 'Mo universe,' where shapeshifting, minimal patterns and simple colors dominate. The logo, 'Backed Mo' is simple, unique and functional and integrates both the Latin and Arabic wordmarks in a smart way. It is also friendly and easily used on all applications, mediums, and 'Mo dimensions.' At the heart of Mo's visual identity and at the pinnacle of the brand experience is the packaging, from the box, to the hefty frosted plastic that lets customers peek into the goodies, to the reflective mirror-like hologram lining cardboard. The packaging also includes Arabic puns on the word "Mo," which gives a fun and creative twist to the identity whilst also making it more relevant to local customers. Judges praised the creative brand story, the well-distinguished brand system and unique packaging. "A distinctive idea and an original, beautiful, and wonderfully executed identity," one said. Another one added, "Innovative, simple and unique brand."



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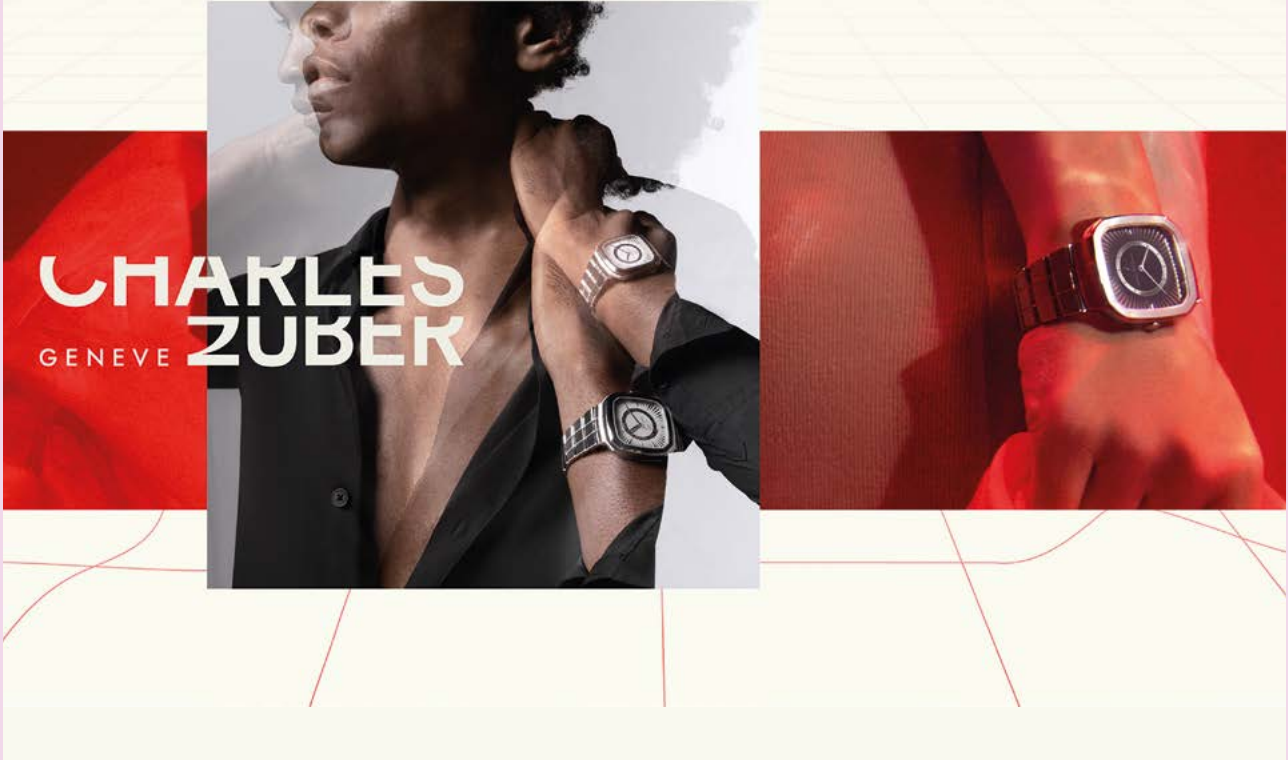
Erth Restaurant / Photography John Maraland

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### CHARLES ZUBER AND BRAND LOUNGE

Luxury goods are one of the hardest markets to tap into successfully, given the magnitude of well-established brands. Charles Zuber, a new high-end luxury watch and jewelry atelier born in Switzerland, needed a compelling and well-rounded brand that would stand-out amongst competitors. Brand Lounge lived up to this challenge; everything, from the brand's visual identity to the packaging and creative strategy, was curated to the smallest detail and defies cues from the traditional luxury industry.

Born from Brand Lounge's take on the brand archetype of the Performer, Charles Zuber is all about the exuberance. The archetype transported the brand into the Neo-Swiss realm, where traditional meets modern and the classic merges with the daring. Visually, this was brought to life through warping text, double exposures in photography, animated graphics and a bold red color palette. The new identity was also adapted to the packaging and translated into a brand film, which was used as the primary element in the launch campaign. Charles Zuber was introduced to the world at the Abu Dhabi Art launch event, where the brand was a lead sponsor. Brand Lounge's work for Charles Zuber was a clear favorite amongst the judges, who awarded it Gold in four different categories: 'Best use of typography,' 'Best creative strategy,' 'Best strategic or creative development of a new brand' and 'Best visual identity from the retail sector.' "A beautiful job well considered and well executed," said one judge. Another added, "The brand stands out, showing diversity and yet being consistent across its elements."

# ABOUT PRCA MENA



The PRCA was founded in London in 1969 and launched PRCA MENA in 2016 with the aim of raising standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice, and creating networking opportunities.

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