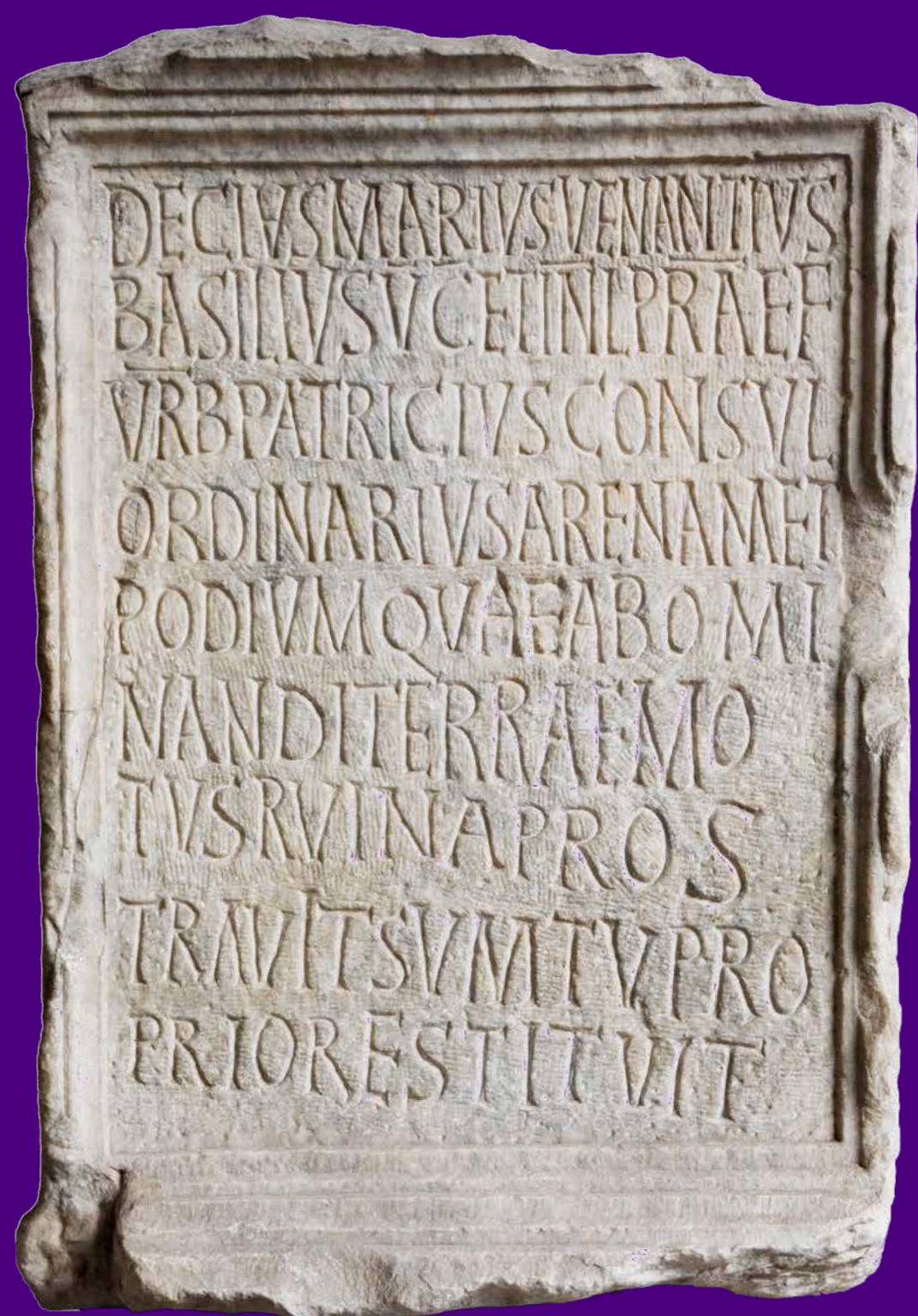


# TRANSFORM AWARDS MEA 2024



# ENTRY AND INFORMATION GUIDE

## 2 THE LAWS OF TABLE TENNIS

### 2.1 THE TABLE

- 2.1.1 The upper surface of the table, known as the playing surface, shall be rectangular, 2.74m long and 1.525m wide, and shall lie in a horizontal plane 76cm above the floor.
- 2.1.2 The playing surface shall not include the vertical sides of the tabletop.
- 2.1.3 The playing surface may be of any material and shall yield a uniform bounce of about 23cm when a standard ball is dropped on to it from a height of 30cm.
- 2.1.4 The playing surface shall be uniformly dark coloured and matt, but with a white side line, 2cm wide, along each 2.74m edge and a white end line, 2cm wide, along each 1.525m edge.
- 2.1.5 The playing surface shall be divided into 2 equal courts by a vertical net running parallel with the end lines, and shall be continuous over the whole area of each court.
- 2.1.6 For doubles, each court shall be divided into 2 equal half-courts by a white centre line, 3mm wide, running parallel with the side lines; the centre line shall be regarded as part of each right half-court.

### 2.2 THE NET ASSEMBLY

- 2.2.1 The net assembly shall consist of the net, its suspension and the supporting posts, including the clamps attaching them to the table.
- 2.2.2 The net shall be suspended by a cord attached at each end to an upright post 15.25cm high, the outside limits of the post being 15.25cm outside the side line.
- 2.2.3 The top of the net, along its whole length, shall be 15.25cm above the playing surface.
- 2.2.4 The bottom of the net, along its whole length, shall be as close as possible to the playing surface and the ends of the net shall be as close as possible to the supporting posts.

### 2.3 THE BALL

- 2.3.1 The ball shall be spherical, with a diameter of 40mm.
- 2.3.2 The ball shall weigh 2.7g.
- 2.3.3 The ball shall be made of celluloid or similar plastics material and shall be white or orange, and matt.

## INTRODUCTION:

THE **ONLY** AWARDS  
PROGRAM TO  
BENCHMARK  
EXCELLENCE IN  
REBRANDING AND  
BRAND  
DEVELOPMENT

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Now in its 11<sup>th</sup> year, the Transform Awards MEA celebrates the very best in Middle East and Africa's corporate, product and global brand design and strategy.

## KEY DATES:

### ENTRY SUMMARY

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\* Subscribed to Transform magazine: enter by 2 November 2023 to receive \$150 USD off your total entry cost and fifth entry free.

\*\* Not subscribed to Transform magazine: enter by 2 November 2023 to receive \$100 USD off your total entry cost.

\*\*\* A late entry surcharge of \$125 USD will be applied to each entry submitted after 14 December 2023. No entries will be accepted after 18 January 2024.

02.11

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Subscriber early entry  
deadline\*

02.11

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Early entry deadline\*\*

14.12

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Entry deadline

18.01

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Late entry deadline

### NB

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For more information on entry fees, visit the fees and payments section at: [www.transformmagazine.net/awards/mae/how-to-enter/fees-and-payments/](http://www.transformmagazine.net/awards/mae/how-to-enter/fees-and-payments/)

## CATEGORIES:

### CONTENT

Best use of a visual property  
Best brand architecture solution  
Best use of copy style or tone of voice  
Best brand experience  
Best use of packaging  
Best wayfinding or signage  
Best use of audio branding  
Best use of typography  
Best place or nation brand  
Best expression of a brand on social media channels

### PROCESS

Best external stakeholder relations during a brand development project  
Best internal communications during a brand development project  
Best implementation of a brand development project  
Best localization of an international brand

### STRATEGY

Best creative strategy (business)  
Best creative strategy (consumer)  
Best creative strategy (corporate)  
Best brand evolution (business)  
Best brand evolution (consumer)  
Best brand evolution (corporate)  
Best strategic or creative development of a new brand  
Best development of a new brand within an existing brand portfolio  
Best naming strategy (new name)  
Best naming strategy (rename)

### TYPE

Best corporate rebrand following a merger or acquisition  
Best brand development project to reflect a change of mission, values or positioning  
Best brand consolidation  
Best rebrand of a digital property  
Best employer brand

### SECTOR

Charity, NGO or NFP  
Education  
Energy and utilities  
Engineering and manufacturing  
Farming and agricultural  
Financial services  
FMCG  
Food and beverage  
Healthcare and pharmaceutical  
Industrial and basic materials  
Lifestyle and wellness  
Mining and extractives  
Professional services  
Property, construction and facilities management  
Public  
Retail  
Sports and leisure  
Technology, media and telecommunications  
Transport and logistics  
Travel and tourism

### SPECIAL RECOGNITION

Brand strategist of the year  
Creative director of the year  
Young contender of the year

## PREVIOUS WINNING BRANDS INCLUDE:

### 2023

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ADNEC Group  
Charles Zuber  
Dubai Holding  
FANN Media Discovery Platform  
Hayat Biotech  
Ministry of Culture  
Morouj Commodities  
Nakheel  
Otto  
Right Grain

### 2021

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AMAALA  
Black Stripe  
Click Learning  
Dubai Culture & Arts Authority  
National Commercial Bank (NCB)  
OSN  
PepsiCo  
SARVEST by Waqf Sulaiman AlRajhi  
Saudi Sports for All Federation  
Shahid  
Yelo

### 2022

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Abu Dhabi Early  
Childhood Authority  
AD Ports Group  
Careem  
COCO Logistics  
Government of Dubai Media Office  
KAUST  
Oodi  
Saudi German Health  
Saudi National Bank  
Solitaire

### 2020

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ADNOC  
Alshaya Group  
Bank ABC  
DXB  
FRSHST  
King Salman Park  
Oman's Future Skills  
Riyadh Sports Boulevard  
Saudi Space Commission  
UAE Pro League

## PREVIOUS WINNING AGENCIES INCLUDE\*:

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Accenture Song  
ADinB  
All About Brands  
Arden & Newton  
Balcony8  
Bellwether  
Bladonmore  
Blue Hat  
BOND  
Brand Lounge  
Design Bridge and Partners  
Epic Lion Agency  
Fifth Estate  
Fludium  
Inovaline  
Interbrand  
Jansen Harris  
JPD  
Keane  
KNOW Creative  
Landor&Fitch  
Limefish Design  
Livingroom Communications  
Main Division  
Mana Creative

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MassiveMusic  
Matter Branding  
MBLM  
Mirum agency  
OHI Leo Burnett  
Omnia  
Onsor Mosha  
Principal Global  
Prophet  
RUYA  
Saffron Brand Consultants  
Siegel+Gale  
Sixième Son  
Skyne  
SPARK  
Sputnik Floyd  
Start Design  
Tagbrands  
The Adroit Agency  
The Creative Union  
Turquoise  
Unisono  
Zeenah

\*From a list of hundreds

## FEES:

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The cost to enter the Transform Awards is \$395 USD for the first entry and \$295 USD per subsequent entry.

Entrants can make use of early entry discount.

Subscribers to the magazine will receive \$150 USD off their total entry cost and their fifth entry free when submitting by 2 November 2023.

Non-subscribers will receive \$100 USD discount off their total entry cost when submitting by 2 November 2023.

Entries submitted after the final entry deadline will be subject to a \$125 USD surcharge.

Entries will not be accepted after 18 January 2024.

## HOW TO ENTER:

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Entering couldn't be easier.

There is an entry template provided in this document to make the entry process smoother. If you can write a 300 word synopsis of your work, you're halfway to winning a Transform Award!

For full details, head to:

[transformmagazine.net/awards/mea/](https://transformmagazine.net/awards/mea/)

If you would like additional guidance with your entries or any information please feel free to contact Gemma at [gcadden@transformmagazine.net](mailto:gcadden@transformmagazine.net) or call +44 (0)20 3950 5356.

## ENTRY CHECKLIST:

<b><u>ENTRY FORM</u></b>	<b><u>ENTRY SUMMARY</u></b>
Correct spelling and format of company names	300 words maximum
One PDF per entry PDF 10MB or less	
<b><u>ENTRY STATEMENT</u></b>	<b><u>SUPPORTING MATERIALS</u></b>
800 words maximum	Passwords to restricted content

### **NB**

Remember: If you are entering the same project into more than one category, it should be tailored accordingly.

Judges will mark down entries that are exactly the same and haven't been tailored.

## ENTRY CHECKLIST:

### ENTRY FORM

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This template is a guide for what to include in your entry.

You may design and brand the entry and its layout however you like. It is worth noting however, that the judges often like entries that don't have too much text on one page as it makes them easier to read.

Once your entry is complete, please upload this as one PDF document (up to 10MB), including any supporting materials and URLs to the website.

If you are entering one project into multiple categories make sure you tailor your entry to fit each category.

On the cover page for each entry you should include the details shown on the right to ensure our judges can clearly see which category you are entering and with which client.

<hr/> <b>NAME</b> John Smith	<hr/> <b>JOB TITLE</b> Account Manager	<hr/> <b>COMPANY</b> Transform Awards
<hr/> <b>E MAIL</b> j.smith@transform.com	<hr/> <b>PHONE</b> +44 20 1234 4321	<hr/> <b>ENTERING COMPANY</b> Transform Awards
<hr/> <b>INVOICE ADDRESS</b> Transform Awards London Street London SW4 6DH	<hr/> <b>CLIENT NAME</b> Transform Awards's client	<hr/> <b>CATEGORY ENTERED</b> Best use of a visual property

### **NB**

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The names provided on your submission will be used on all written references – the shortlist, winners book, trophies etc.

Please check spelling, capitalization and any punctuation are all correct.



## ENTRY CHECKLIST:

### ENTRY SUMMARY

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Your entry summary is used to brief the judges.

It should be a concise 300 word synopsis of your work, the category entered and why.

Your summary should include:

01

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The project's relevance to the category\* it is being entered into.

02

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Budget if possible – this is optional, but judges have found it useful in previous programs to determine the scale of the project.

**NB**

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\*If you feel your work is a perfect candidate and strong contender for more than one category, the summary should be tailored accordingly.

## ENTRY CHECKLIST:

### ENTRY STATEMENT

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The most successful companies entering the Transform Awards have a clear narrative in their entry statement.

Your entry should clearly tell your story with details of why the brand work was needed, how the strategy was developed and implemented and how the results fit the initial objectives.

Your entry statement should be written in 800 words or less.

Entries for the creative categories should include details, analysis or background on how the visual components of the work were developed and why they were used. Entries for the strategic led categories should focus on the communications of the brand.

On the next page we have listed some points on how to expand on each area.

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INDUSTRY CONTEXT

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CHALLENGES

---

STRATEGY

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CREATIVITY

---

RESULTS

### NB

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Feel free to contact Gemma at: [gcadden@transformmagazine.net](mailto:gcadden@transformmagazine.net) or call +44 (0)20 3950 5356 for any more information or help with your entry.

# ENTRY CHECKLIST:

## ENTRY STATEMENT

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**How to make your entry statement successful**

## INDUSTRY CONTEXT

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We advise that your entry statement should cover the following sections:

Describe the market or industry context and where your brand/organization fits into the given environment. This helps the judges put the work into context.

## CHALLENGES

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Setting out the challenges and objectives for the judges helps them understand the way the project developed.

- What prompted the work?
- What brief and criteria did it need to fill?
- What other factors and issues led to it?
- What were the objectives for the project?
- What did you want to achieve from development of the brand?

## STRATEGY

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Explaining the strategy helps the judges understand how the project and brand were developed. The narrative for your strategy should link to your brand's objectives and goals.

- What is the target audience?
- Where did the idea/concept come from?
- What research did you conduct and incorporate?
- What led to the design approach?
- Were there any unforeseen problems?
- If so, how did you overcome them?
- How did you implement the strategy?

## CREATIVITY & INNOVATION

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Explain how the work met or exceeded the client's expectations.

- Did it trigger a reaction from/connection to the target audience?
- Was the work comprehensive – did it work across all the relevant platforms?
- Did it display innovation and originality in its looks and feel, tone of voice, or method of distribution?

## RESULTS

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Indicate how the results met the business objectives.

- What was the outcome?
- Did you achieve what you set out to?
- Did you exceed expectations?

Results can be quantitative or qualitative. Where relevant, judges find the ROI on the work useful.

## ENTRY CHECKLIST:

### SUPPORTING MATERIALS

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Supporting materials may be included within your submission to help the judges evaluate your entry.

For all rebrand projects ensure you include examples from before and after for the judges to see how the brand has developed. All materials should be accompanied by a brief caption explaining them.

The supporting materials are limited to two pages of written materials and three pages of images.

**01**

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Reviews

**02**

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Testimonials

**03**

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Media coverage

**04**

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Additional project credits or third party contribution.

**05**

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**Graphs and tables** – include details of the results and why they're relevant.

**06**

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**Videos** – If possible, please provide a link to view the video content online. Please note, videos that exceed the recommended length of three minutes may not be viewed in their entirety.

**07**

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**Links** – You can supply up to three relevant URLs in addition to any video links. Please provide passwords where access to links is restricted.

**NB**

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Although including supporting materials is not compulsory, if it is included effectively it can make the merits of the entry more immediately apparent to the judging panel. Supplying links can help you remain within the file size limit.

## ENTRY CHECKLIST:

### SPECIAL RECOGNITION

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State why the candidate should be awarded Brand strategist/Creative director/ Young contender of the year.

If you are applying on behalf of a candidate, state why you are proposing this person. Why do you/ they deserve to be announced as a winner? *(200 words)*

Please outline key achievements that will help you/them stand out against their peers. The judges will want to know how you/they have gone about your/their achievements. *(200 words)*

Please include any key endorsements or statements from clients or colleagues. Please note that we may use these comments in the winners' supplement. *(Maximum 400 words)*

What do you think you/they would gain from being awarded a Transform special recognition award? *(200 words)*

What do you/they want to achieve in the future? Personal or career goals? *(200 words)*

#### ENTRY STATEMENT

#### SUPPORTING MATERIALS

Please include a description of a project or evidence of your/their excellence written either as a short 200 word case study or submitted as supplementary material (i.e., imagery)

CASE STUDY

#### NB

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Feel free to contact Gemma at: [gcadden@transformmagazine.net](mailto:gcadden@transformmagazine.net) or call +44 (0)20 3950 5356 for any more information or help with your entry.

## FAQs:

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**What is the time frame for eligible work? Can I enter work from last year?** The time frame for eligible work is ordinarily 18 months previous to the final deadline. Please refer to the eligibility and rules section on the Transform magazine website for more details and specific dates.

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**The project I am entering was completed in-house. Can I still enter?** Yes.

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**My client is based outside of the awards region. Am I still eligible to participate?** Yes – providing you have an office or are based in the region in which the awards is being held, the location of the project's focus can be anywhere in the world.

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**Can I enter more than one category? If so, do I need to submit more than one PDF?** There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

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**I'm not sure which category to enter. How shall I decide?** If you are struggling to categorize your project, please contact the events team on +44 (0)20 3950 5356, or email Gemma at [gcadden@transformmagazine.net](mailto:gcadden@transformmagazine.net)

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**How can I ensure that budgets disclosed on the entry will remain confidential?** Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

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**Is it ok if the word count is exceeded?** The word count is set as a guide – exceeding it slightly will not be penalised. However, considering the volume of material read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

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**How should I include my supporting materials?** All supporting materials should be included within the document. If you wish to include videos, please add a hyperlink to it in your PDF entry, rather than embedding the video itself. Embedded videos can often increase the size of your entry so that it is over the 10MB limit. Besides the supporting materials included within your PDF entry, no other separate materials are required.

## FAQs:

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### Can I only include images in the supporting materials section?

Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

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### On the 'Enter Now' section of the website, what is the difference between the fields 'company' and 'entering company'?

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

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### Can previous entries be sent to potential entrants?

As per our rules section on the Transform magazine website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

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### Is there a cost to enter?

Yes. Rates are available on the Fees and payments page on the Transform magazine website. There are also discount rates available for charities and early entry discount for those who enter before a certain date.

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### Why won't my entry send?

If you are receiving an error message telling you that supporting materials are required, perhaps you have exceeded the 10MB size limit or your file is not a PDF. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

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### How do I pay for my entries?

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment).

If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 of our team can explain other payment options.

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### I want to enter more entries at a later date, how do I get the reduced entry cost?

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

GALLERY:

