

**TRANSFORM  
AWARDS  
NORDICS 2023**

**SWEDEN**

**WINNERS  
BOOK**

# Original Bangsters.

**Emelie**  
Production Manager



**Verena**  
Digital Designer



**Liam**  
Production Manager



**Pia**  
Chief Financial Officer



**Max**  
Art Director



**Natalie**  
Account Manager



**Claudia**  
Account Director



**Christian**  
Account Director



Some of us at BANG like to swim. And some like to stay in the sauna. But we all like to make our clients brands famous. We believe in making people laugh, cry, buy, try, talk, think, feel or just be inspired. Not always in a traditional way. But always in an interesting way.

**BANG**  
AGENCY

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# The global publication for brand development and rebranding



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If you're reading these opening words to the Transform Awards Nordics 2023 winners book then I am delighted to tell you that you have a real treat ahead of you. This is the fourth year for the awards, and be it hotels, the army or farming, the submissions in this year's awards programme really have emphasised the transformative power of brand strategy and design. 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**





**LARS ANDERSSON**  
**STRATEGIC PLANNER**  
**BANG AGENCY**

Lars is a strategic planner at BANG Agency working out of Stockholm, Sweden. BANG Agency is an up-and-coming creative agency working with clients such as Showroom, the Swedish Armed Forces, Storytel, Desperados and Unicef. Before mixing it up at BANG in advertising, events, PR, content, design and tech, Lars headed up creative departments at agencies such as XperienceGroup, PS Communication and Nine Yards. At the Transform Awards Nordics 2022, BANG Agency were the proud recipients of the prestigious ‘Grand prix’ award for the work they did with Wirepas.

**SANDY BELL**  
**CONTENT STRATEGY LEAD**  
**NOVO NORDISK**

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



**JOE DICKINSON**  
**CO-FOUNDER AND**  
**CHIEF MUSIC OFFICER**  
**WITHFEELING**

As WithFeeling’s chief music officer, Joe is renowned for his versatile composing skills, adapting to any genre and creating perfect music for any brief. Drawing from diverse influences, he excels in composing orchestral scores, authentic Arabic pieces and commercial hits. With over a decade in the Middle East, Joe has honed his world music expertise and ability to meet strict deadlines with a positive, professional attitude. Notably, Joe composed the official theme song for Expo 2020 Dubai, ‘This is our Time.’ He has also built a team of over 10 dedicated composers as part of the WithFeeling Network.

**TOBIAS GRUT**  
**BRAND MANAGER**  
**FORMERLY NORDIC COUNCIL**  
**OF MINISTERS**

Tobias has a background in several award-winning strategic design and branding agencies, where he works with international clients from both public and private sectors, helping them build stronger brands. Previously, he was heading the development and implementation of a joint Nordic place brand initiative by Nordic Council of Ministers. Tobias is also an appointed member of the BMW Foundation - Responsible Leaders Network which promotes responsible leadership and inspires leaders worldwide to work towards a peaceful, just and sustainable future.



**HENRIK ØINÆS HABBERSTAD**  
**HEAD OF BRAND AND CREATIVE**  
**EQUINOR**

Henrik is head of brand and creative at Norwegian energy company Equinor. In this role, Henrik is strategic brand lead and oversees all creative and content across the globe. When Statoil changed its name to Equinor back in 2018 Henrik was the brand lead. Prior to joining the energy company 10 years ago, Henrik had a similar role in Telenor and before that a long life as a strategic planner in some of the leading creative agencies in Norway.

**JUTTA KASSLIN**  
**HEAD OF MARKETING**  
**AALTO UNIVERSITY**

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



**LOTTE LYNSTED JEPSEN**  
**CHAIRWOMAN**  
**DESIGN DENMARK**

Lotte is co-founding partner of Copenhagen-based innovation and design agency Bloom and Chairwoman at Design Denmark. She heads up cross-functional teams on projects for both national and international clients ranging from commercial brands, NGOs, start-ups and scale-ups to municipalities and governments. Lotte has been working with design thinking, service design and user-centred design for more than 20 years, thereby focusing on promoting social and environmental sustainability. In the recent years, she has been working with circular design to fulfill the brand mission: to accelerate sustainability – social and environmental – through design.

**STYFENS MACHADO**  
**GROUP CREATIVE DIRECTOR**  
**NORDEA**

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



**KAT MATHER**  
**CREATIVE AND DESIGN MANAGER**  
**PGS**

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

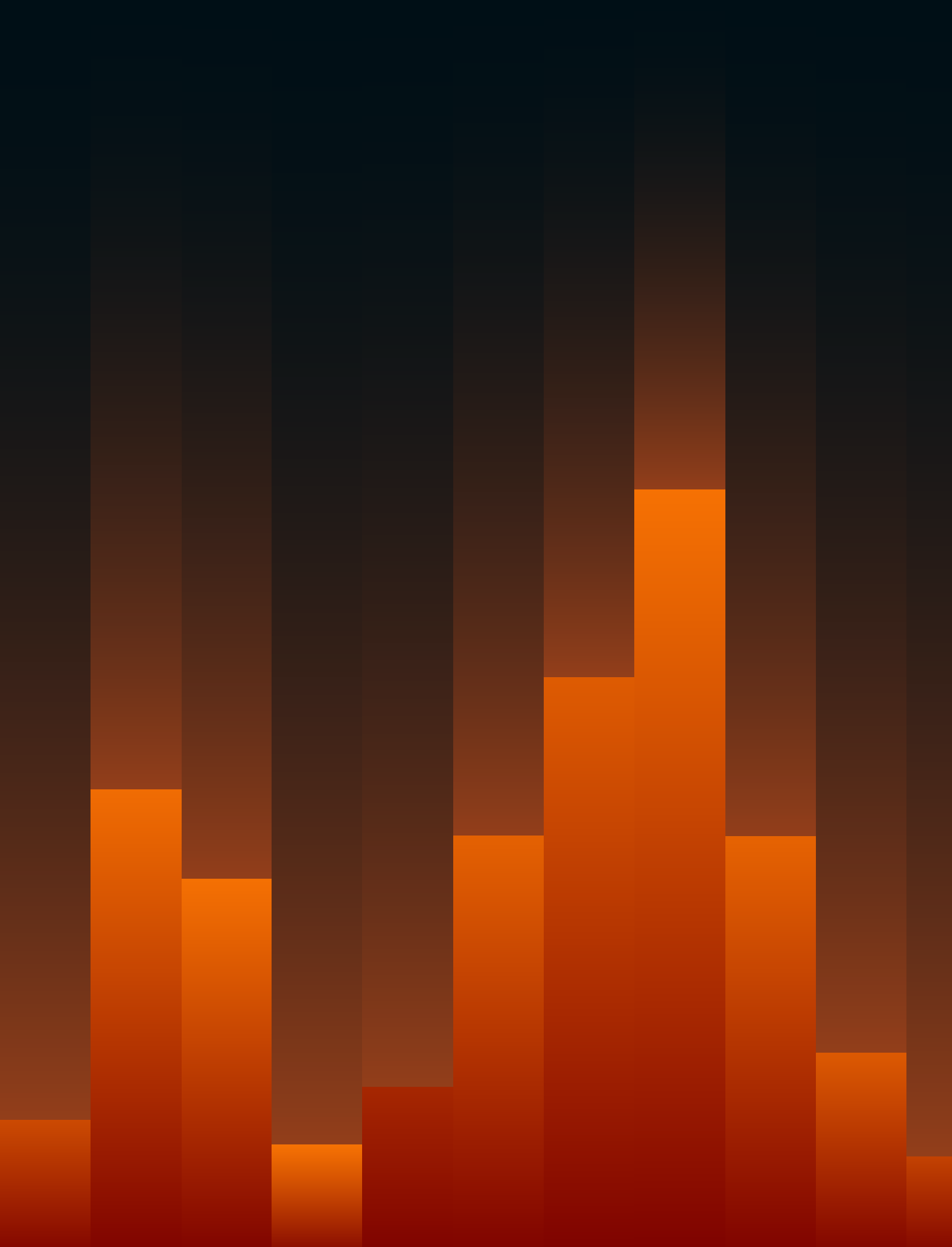
**ERIK THORSÉN**  
**SENIOR BRAND STRATEGIST**  
**SWEDBANK**

Erik is a brand building enthusiast with extensive experience in balancing creative, analytical and strategic thinking in brand development. Today, he is a senior brand strategist at Swedbank, the leading bank in Sweden and the Baltics, where he leads insight driven brand development. With a decade's experience as strategy consultant, Erik also has extensive experience in helping global brands sharpen their long-term direction to create meaning and value for customers, employees and shareholders.



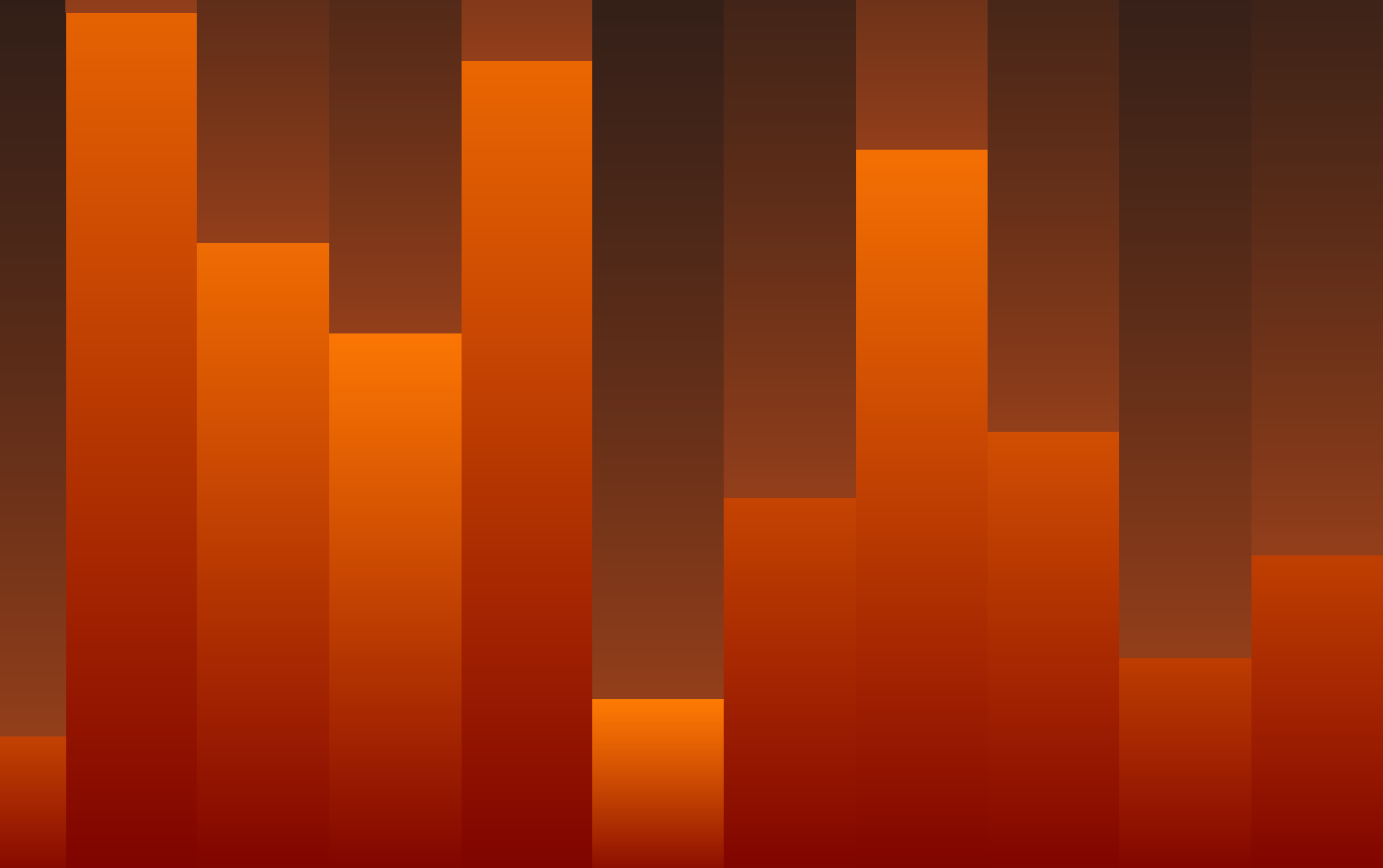
**ALEXANDER WODRICH**  
**MANAGING DIRECTOR**  
**WHY DO BIRDS**

Alexander founded audio branding agency why do birds in 2010. Located in Berlin, the agency employs 25 people working in music production, brand consulting, software production, graphic and motion design. Its clients include such brands as Siemens, Hyundai, German Rail and Gore-Tex. why do birds is considered one of the most creative and awarded audio branding agencies worldwide. Alexander has a degree in business and has been a musician for most of his life.





# WINNERS



**CONTENT****BEST USE OF A VISUAL PROPERTY**

Gold – Leipurin and Dragon Rouge  
Silver – Showroom and BANG Agency

**BEST BRAND EXPERIENCE**

Gold – Försvarsmakten (The Swedish Armed Forces) and BANG Agency  
Silver – NOFO Hotel & Wine bar and Efterklang  
Bronze – Tata Consultancy Services with Le Pacte, Spoon, Gabardin, Xzpect, Tigertech and Lidingöloppet

**BEST USE OF AUDIO BRANDING**

Gold – NOFO Hotel & Wine bar and Efterklang  
Silver – Clever and Unmute

**BEST USE OF TYPOGRAPHY**

Gold – EnKö Beauty and Hugmun

**STRATEGY****BEST BRAND EVOLUTION**

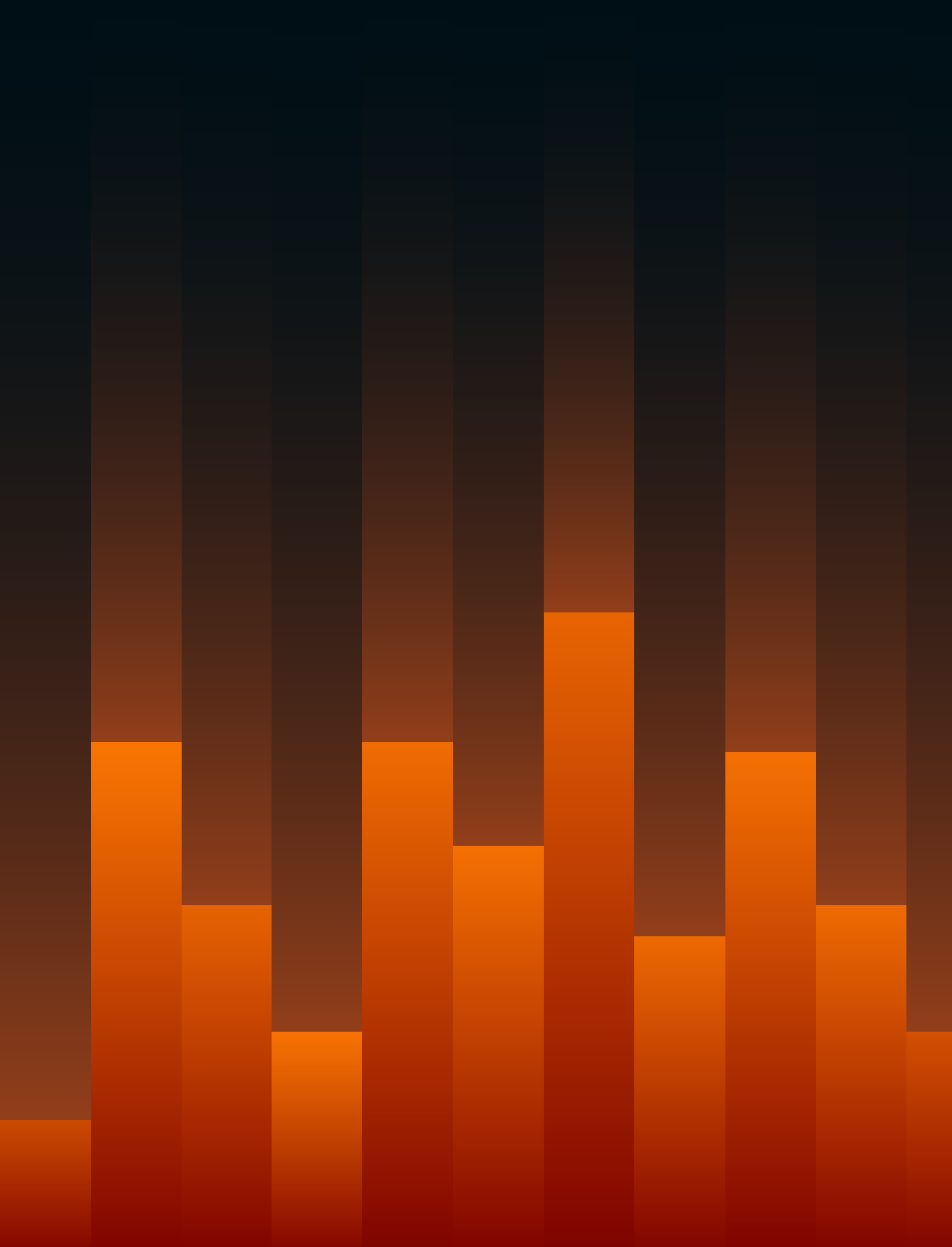
Gold – Nepa and Fellow Studio  
Silver – Helsingin Nuorten Miesten Kristillinen Yhdistys ry and Berry Creative

**SECTOR****BEST VISUAL IDENTITY BY SECTOR**

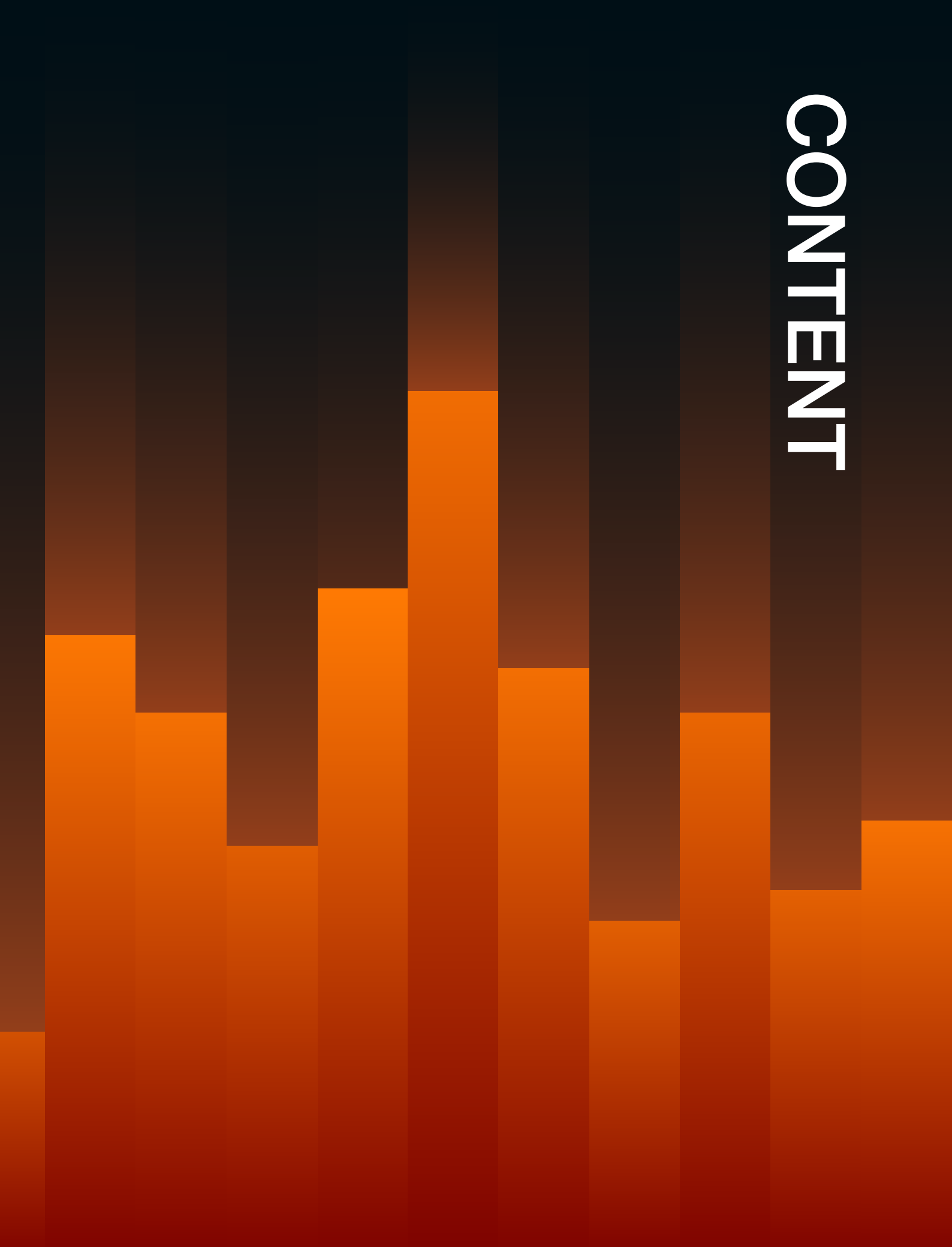
Gold – The Farm Society and Hugmun  
Silver – Leipurin and Dragon Rouge  
Silver – Nepa and Fellow Studio  
Bronze – Sileon and Essen International

**GRAND PRIX**

Winner – The Farm Society and Hugmun



# CONTENT





#### LEIPURIN AND DRAGON ROUGE

Following extensive growth over many decades, Leipurin, which provides solutions for bakery and confectionery products, needed a change from its one-size-fits-all approach to brand and communications. Dragon Rouge, which was called upon by the international firm to help, undertook an extensive audit and workshop, and uncovered the company's positive heritage, vast expertise and, crucially, a passion for raw ingredients.

Playing on the theme of raw ingredients, the global brand design agency opted to utilise bespoke graphic and photographic styling which could celebrate the food journey in a harmonious fashion. Evoking accessibility and warmth, the graphic pattern hoped to bring Leipurin's expertise to life. Judges agreed it was a success, with one describing the project as "solid work that will treat the company well for years to come." Another judge described the graphics as a "delightful solution."





SILVER

**SHOWROOM AND BANG AGENCY**

Tasked with introducing Showroom to the Nordic markets, BANG Agency opted for a fun and unexpected identity that demonstrates that the live shopping platform is for everyone. The logo became a key element of the design by utilising a playful pattern which incorporates the round shape of products typically sold in live shopping. “An eye-catching and stylised visual property,” said one judge.



#### FÖRSVARSMAKTEN (THE SWEDISH ARMED FORCES) AND BANG AGENCY

Keeping with the Swedish Armed Forces' long history of participating in Stockholm Pride, Försvarmakten this year wanted to demonstrate its commitment to preserving the rights and freedoms of all people in Sweden, especially in the face of war on the continent. Operating on a small budget, BANG Agency was tasked with changing perceptions of The Swedish Armed Forces among LGBTQI people.

To solve this challenge, BANG Agency decided to erect a completely white room in which visitors could express the rights they felt were most necessary to protect by writing them all over the room. By showing the messages to over half a million spectators at the Pride Parade, Försvarmakten feels the experience completely changed people's perceptions. "Most companies celebrate Pride with flags and changing the colours of their logo, but Försvarmakten showed true commitment," commented one judge.



SILVER

**NOFO HOTEL & WINE BAR AND EFTERKLING**

Boutique NOFO Hotel & Wine bar in Stockholm sought help from Efterklang to spruce up its carefully branded spaces which pay homage to exciting locations around the world. Incorporating sound into the mix took the brand experience to the next level and added a greater flavour of emotion to the hotel's offering. "The strategy is very strong and the execution works very well," commented one judge.

BRONZE

**TATA CONSULTANCY SERVICES WITH LE PACTE, SPOON, GABARDIN, XZPECT, TIGERTECH AND LIDINGÖLOPPET**

Global IT services, consulting and business solutions organisation Tata Consultancy Services (TCS) has sponsored annual Swedish cross-country race Lidingöloppet since 2017. In 2022, TCS offered personalised video footage of runners who chose their specifically designed trail, meaning the runner was the star. With over half of all runners choosing the TCS Trail, judges were impressed with the "very smart" project.



### NOFO HOTEL & WINE BAR AND EFTERKLANG

Stockholm-based NOFO Hotel & Wine bar likes to do things a little bit differently. Understanding that a comfy bed and decent Wi-Fi are no longer enough, the boutique hotel allows guests to travel through time and space by incorporating different themes, like SOHO and Queens and Nordic Gallery, into its design. It turned to Efterklang to bring sound into the mix and add another dimension to the experience.

The holistic sound design concept is specifically tailored for each area and theme within the hotel, such as the magical soundscape at the entrance which makes guests feel like they've entered an enchanted forest. In creating a synergy between the visual elements and the audio, the project was described by judges as "unique" and "fun". "Thoughtfully designed and certainly adds to the overall brand experience," added one judge.





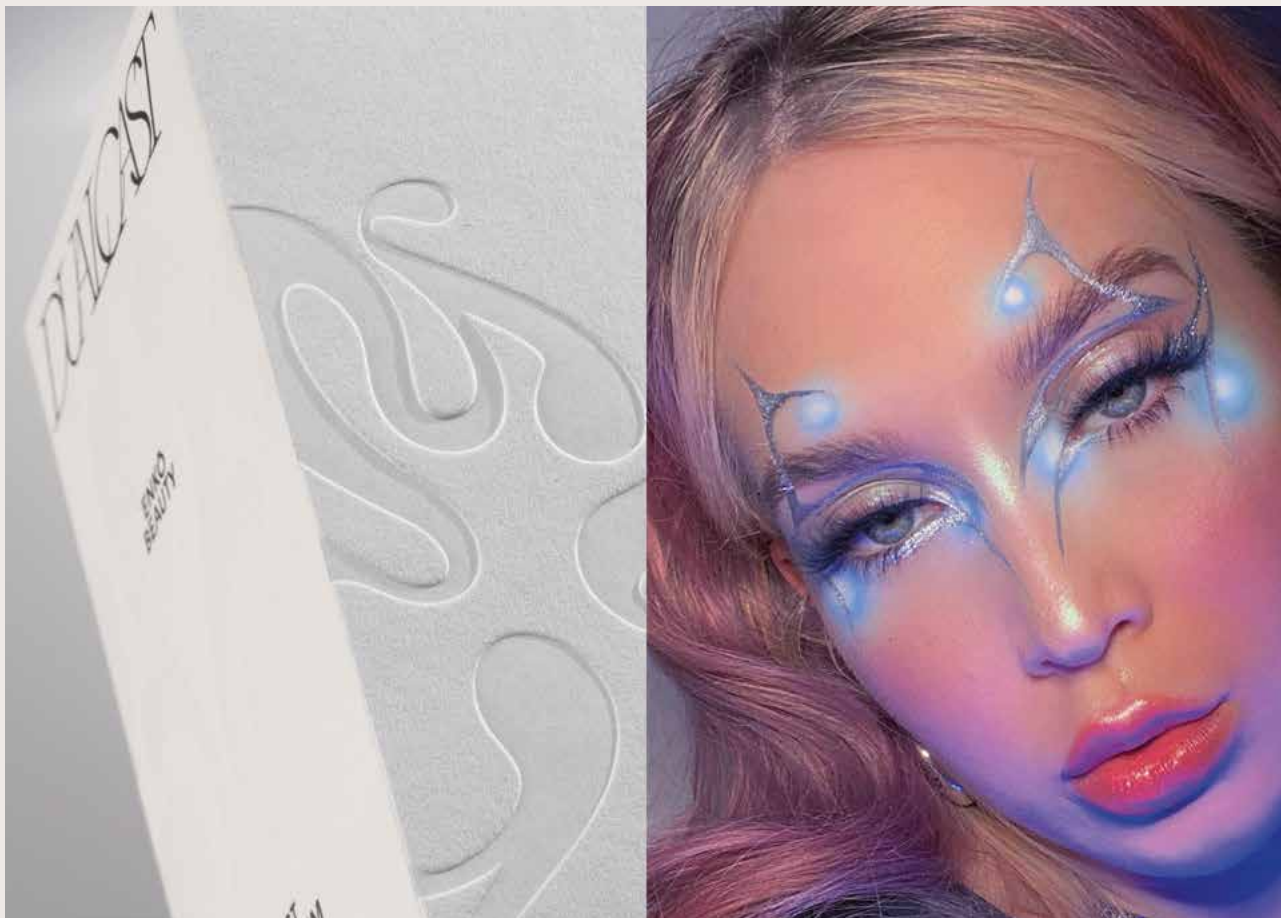
## SILVER

**CLEVER AND UNMUTE**

Danish e-mobility charging network brand Clever required an audio brand which could aptly amplify its eco-friendly agenda. Sonic branding agency Unmute needed to design a sound which was strong and distinct enough to stand out from competitors. Taking recordings from nature, the new audio brand centred around a three-note melodic hook which combined the sonic logo with the brand music. Judges described the work as “memorable,” “beautiful” and “optimistic.”

**What the world needs now more than our  
Danish modesty is our craft, our humanity,  
and our optimism.**



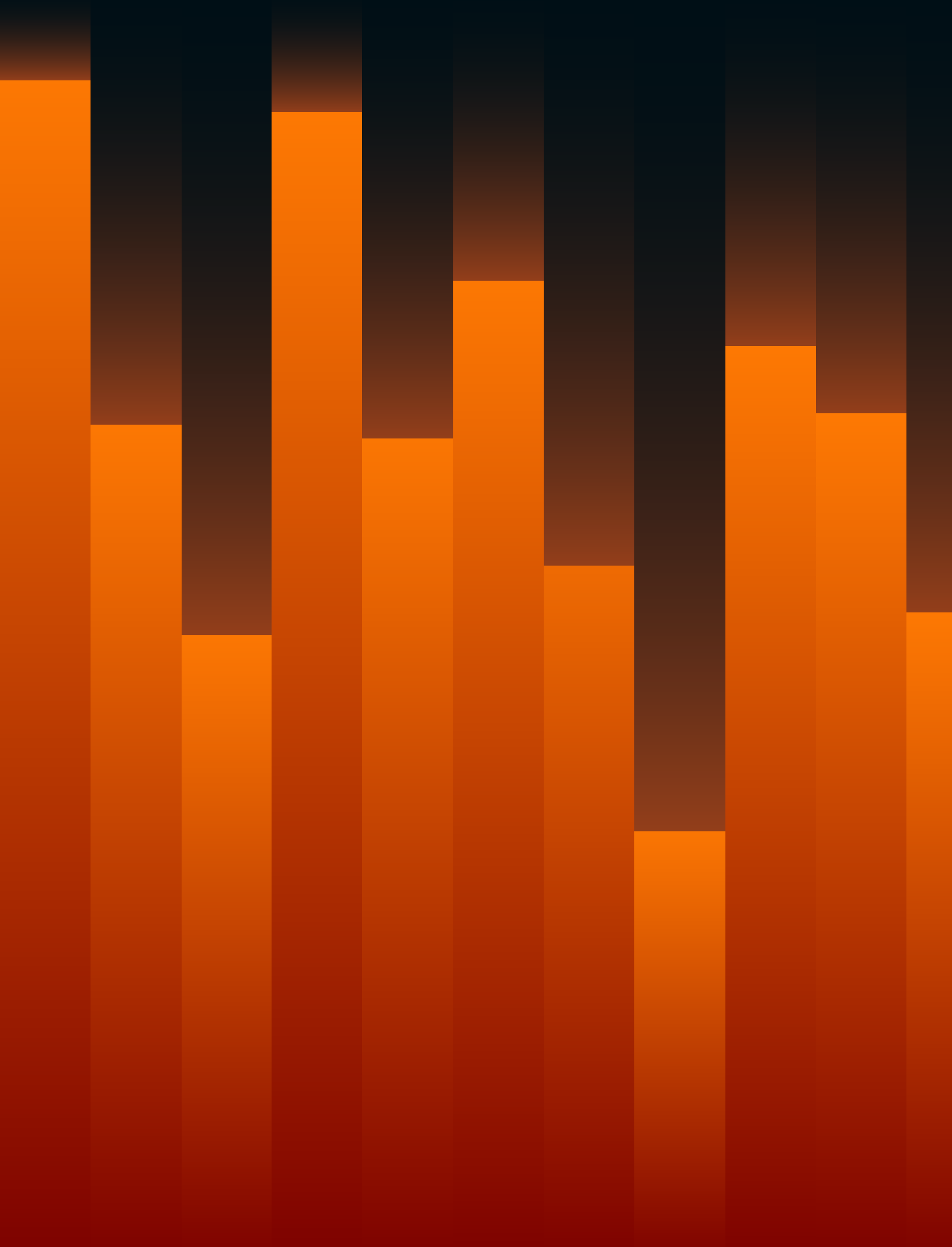


GOLD

### ENKŌ BEAUTY AND HUGMUN

In designing a brand identity and packaging for 12 products, animations and events on behalf of makeup brand EnKō Beauty, Danish design studio Hugman was inspired by the avant-garde style of the brand's founder, Caylin McDonie. The type-led identity needed to make each product appear to have a mini-identity of its own. This was partially achieved through the creation of Rabbit Hole, a handmade custom logotype and typography, which uses surreal letter flows and plays into the theme of the brand.

Since launching in November, the brand has seen its product lines sell out multiple times. Furthermore, the popularity of Rabbit Hole has exploded, and has been used by designers all over the world. One judge praised the "clear and well executed" connection between the strategy and creativity.



# STRATEGY

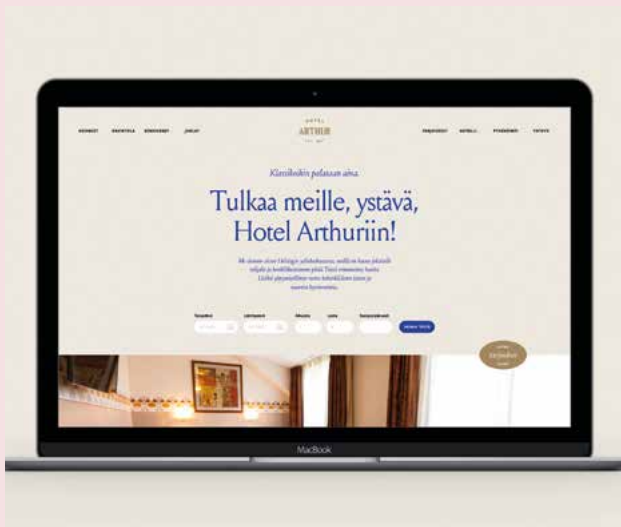
The background consists of vertical stripes of varying widths and heights. The colors are a vibrant orange and a dark, almost black, blue. The stripes are arranged in a way that creates a sense of depth and movement, with some stripes appearing to recede into the background while others come forward. The overall effect is a modern, geometric, and high-contrast aesthetic.



**NEPA AND FELLOW STUDIO**

Leading insights company Nepa required a new identity that could reflect the brand’s human-centric, global and innovative qualities. It turned to London-based creative branding agency Fellow Studio to evolve Nepa’s identity in a manner which also retained the significant brand equity the previous identity held. ‘Analytical Expression’ was therefore created, which simultaneously demonstrates the analytical side of data as well as the practical application applied by human consulting.

The new identity, which judges described as “very fresh” and “clean” brings greater energy and dynamism to the brand. With the project also focusing on website development, the new brand colour palette was specifically designed to work better on digital platforms. Since the brand relaunch, Nepa has grown significantly and now stands out in a crowded market.



## SILVER

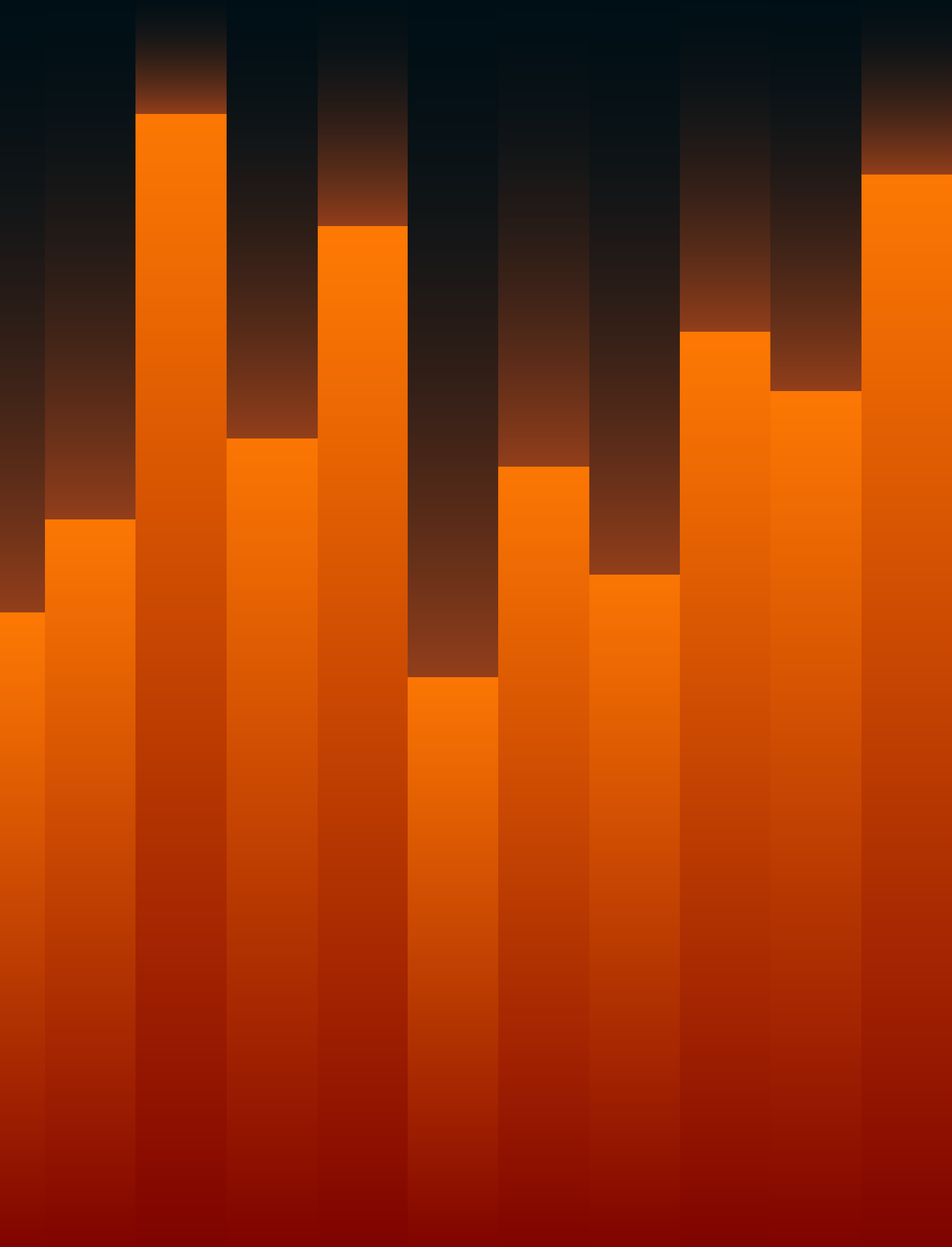
### HELSINGIN NUORTEN MIESTEN KRISTILLINEN YHDISTYS RY AND BERRY CREATIVE

In order to reach new customers, Helsinki-based Hotel Arthur owned by Helsinki YMCA Support Foundation turned to Berry Creative. The Finnish design agency initially undertook extensive research with the hotel's staff, which led to a new tagline: 'The Helsinki classic.' Speaking to the hotel's long history and classiness, the evolved brand identity was appreciated by judges. "Gorgeous result and very thorough work," praised one judge.

# SECTOR

The background consists of vertical stripes of varying widths and shades of orange and dark blue. The stripes are arranged in a pattern that creates a sense of depth and movement. The word 'SECTOR' is centered horizontally and vertically in a white, bold, sans-serif font.



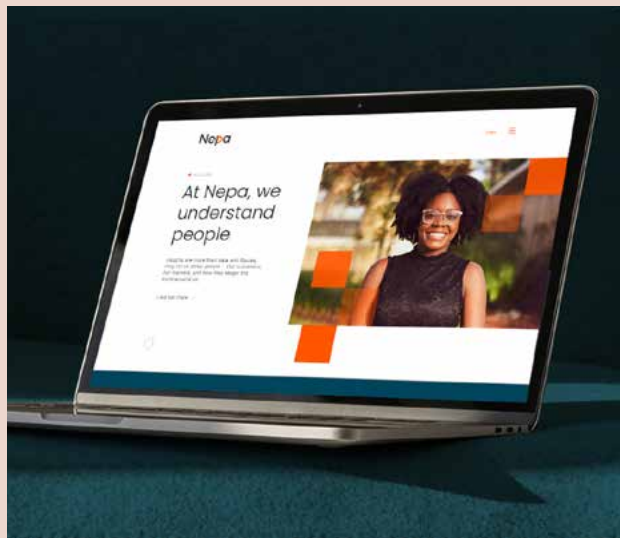
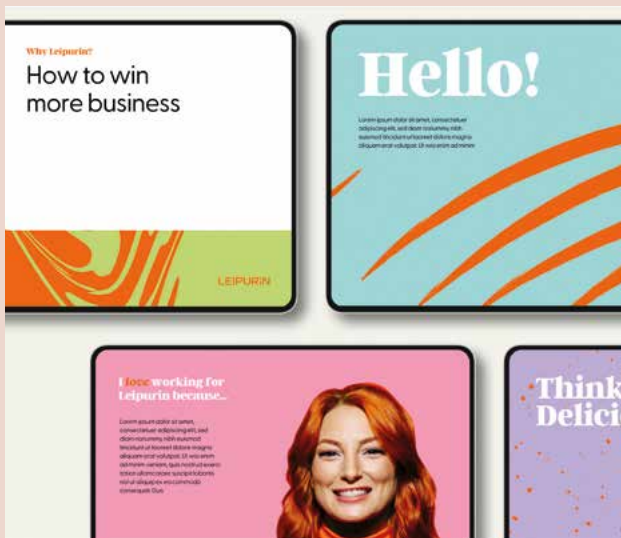




### THE FARM SOCIETY AND HUGMUN

Successful agritech company The Farm Society started life out selling to a local B2B audience in its hometown Trondheim, Norway. After moving into wholesale production, the company called on independent design studio Hugman to formulate a revised identity which could resonate with Michelin star restaurants as well as everyday consumers.

Along with crafting a new name, the agency was responsible for the logo, illustrations and the photography. Playing on the human touch, which was lacking in the category, the lively typeface was handwritten and the nature-inspired illustrated icon was informed by the shapes of vegetables, leaves and mushrooms. Bright and clean photography further added to the brand aesthetics, with one judge praising the project as “a comprehensive piece of work demonstrating a good understanding of the market.”



SILVER

**LEIPURIN AND DRAGON ROUGE**

In an attempt to rid itself of an inflexible brand, bakery and confectionery products solutions firm Leipurin turned to Dragon Rouge to design a new identity which could appeal to a larger audience. Using the raw ingredients featured in Leipurin’s food chain as the hero, the brand design agency crafted a bespoke graphic system. “I really love the energy, creativity and human touch coming through in this identity,” praised one judge.

SILVER

**NEPA AND FELLOW STUDIO**

Leading insights company Nepa turned to Fellow Studio to evolve the brand’s identity while also maintaining its core essence. The design studio generated a revitalised colour palette and a new geometric graphic language to help Nepa stand out. “This is a solid piece of identity design, and I can see how it repositions the brand to meet their competitors on a global level,” said one judge.

# TRANSFORM AWARDS EUROPE 2024



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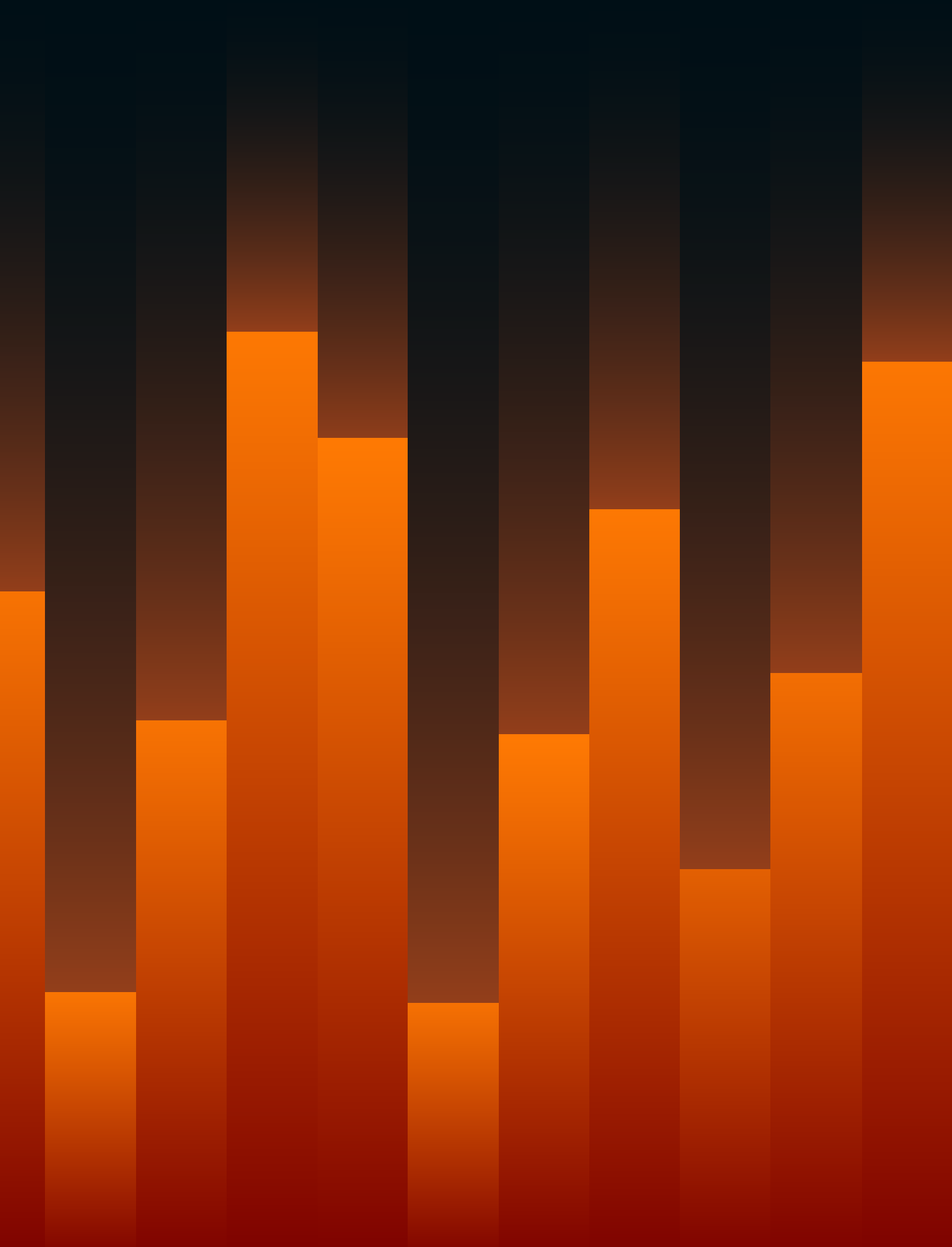
**BRONZE**

**SILEON AND ESSEN INTERNATIONAL**

Sileon, a global pioneer of ‘buy now, pay later’ solutions, relaunched in 2022 from former digital payment company Paynova. Essen International’s role was to craft a completely new brand, which was achieved by building an identity that demonstrates Sileon’s energy and pace as a firm. One judge said, “The visual identity plays well on the strategic idea of being in the background and differentiating from competitor profiles.”

The background consists of vertical stripes of varying widths and colors. The colors range from a deep, dark brown to a bright, vibrant orange. The stripes are arranged in a way that creates a sense of depth and movement, with some stripes appearing to overlap others. The overall effect is a modern, geometric pattern.

GRAND ACCOLADE





### THE FARM SOCIETY AND HUGMUN

To win the 'Grand prix' at the Transform Award Nordics, a project must do more than just demonstrate an effective brand strategy and design. The winner must go above and beyond, refining the brand's role within the sector. This year's winner, The Farm Society and Hugman, succeeded in doing just that in a project which sought to make the B2B agritech firm appeal to health-conscious everyday consumers as well as large wholesalers.

Formerly Plant Tech, the company's purpose is to solve the long transportation problem in farming. Following extensive growth, the Trondheim-based business' goals started to become more international focused, meaning there was a need for brand development. With Danish independent design agency Hugman responsible for helping to deliver this new identity, the core project idea was based around a recognition that the farming category lacked a 'human touch'.

The new name, The Farm Society, was a bold step towards realigning the brand with its big ideas and perspectives, while a handwritten style typeface, Kass, could speak to the brand's new, wider audience in a casual and friendly manner. Adding brand illustrations, which feature the people behind the story at work, to the design was an appropriate step to showcase The Farm Society's more human side.

The judges were unanimously impressed with the project's beautiful and sophisticated execution. "This visual identity is a joy!" praised one judge. "It's creative, accessible and human. The illustration style feels nostalgic and fresh at the same time, and the way the simple photography complements the illustration style is delightful."







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