

**TRANSFORM
AWARDS
NORTH AMERICA 2023**

NEW YORK

**WINNERS
BOOK**

CONGRATULATIONS

To all tonight's winners.

Creating difference through brand for our clients in the financial, professional services and technology sectors.

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The global publication for brand development and rebranding



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www.transformmagazine.net

This is the ninth year Transform magazine has celebrated the transformative power of brand design and strategy here in New York. If you're reading these opening words of the Transform Awards 2023 winners book then I am delighted to tell you that you have a real treat ahead of you.

At 172 pages it is certainly the biggest winner's book we've published for the Transform Awards North America. 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



VIKTOR ANGWALD
CREATIVE DIRECTOR
EVOLVED BY NATURE

Viktor is the creative director at Evolved By Nature – a sustainable biotech company that replaces fossil fuel-derived forever chemicals with a sustainable alternative called Activated Silk™. Prior to Evolved By Nature, he worked at several New York-based advertising agencies such as Droga5, Wieden+Kennedy, Anomaly, Saatchi & Saatchi and Y&R. Viktor’s work has been recognized by almost every major award show in the world.

JUAN ASCANIO
HEAD OF BRAND MARKETING
THE CONFEDERATION OF NORTH,
CENTRAL AMERICA AND THE
CARIBBEAN ASSOCIATION FOOTBALL
(CONCACAF)

Juan is head of brand marketing at the Confederation of North, Central America and The Caribbean Association Football (Concacaf) where he oversees the strategy of the portfolio of brands, and in-stadium fan experience programs. Juan is passionate about the Concacaf’s ‘Football First’ culture, as well as supporting all the efforts of the Confederation to make the brands strong and relevant to all football fans across the region. Previously, Juan managed brands in CPG companies, including Kellogg’s for the Venezuelan market, and GP Batteries for LatAm.



KATHY BAKER
DIRECTOR, GLOBAL DESIGN
PACKAGING AND VISUAL IDENTITY
DURACELL INC.

Kathy is a highly experienced design professional with over 25 years of experience in the industry. Currently, she is the director of global design packaging and visual identity at Duracell Inc., and is responsible for design strategic vision, brand/visual identity and packaging development. She is a skilled collaborator and works seamlessly with global multi-functional partners including ID and brand agencies, R&D, research, marketing, sales and more to ensure design objectives are met while balancing the needs of the business and partners.

DAVID BENHAM
BRAND CREATIVE MANAGER
REDDIT, INC.

David currently works as the brand creative manager at Reddit. Reddit’s mission is to bring community and belonging to everyone around the world. David ensures the brand is represented consistently throughout all markets globally while also maintaining the integrity and authenticity of their users and platform. He also oversees out of home campaigns, user acquisition, social media, partnerships, NFTs and on platform events. He previously was head of design on the agency side at DEPT, and worked with Spotify, Google, Twitch, Waze, and JetBlue.



MARK BUZINKAY
GLOBAL HEAD OF MARKETING
IDENTEC SOLUTIONS

Mark had worked in accounting, HR and information management before he started studying history, philosophy and sociology in his past time at the age of 28. Later he earned his MBA from Alaska Pacific University and his PhD from Leeds Met while kicking off his career in digital marketing. Mark currently works as the head of global marketing for Identec Solutions, leading the firm’s brand and marketing strategy, digital initiatives and social media activities. His multi-disciplinary approach enables him to participate in UI design initiatives, communication tech projects and change management activities within Identec Solutions.

TRUDI CASSIN
MANAGING PARTNER AND OWNER
BRAND COUNCIL

JUDGE - SPECIAL RECOGNITION

Trudi is managing partner and owner of Brand Council, Australia’s leading and first purpose-led strategy firm. Her role sees her guide Australian and international leaders and organizations through significant change, including development of their purpose and brand strategy, employee value proposition and culture change projects, along with brand architecture and implementation. Trudi and her business partner, Peta Quirk, have developed a unique Putting Purpose into Practice framework and are leading the market in developing measurement and implementation for purpose-led transformation.



IVAN CAYABYAB
EXECUTIVE DIRECTOR, HEAD OF
GLOBAL BRAND MANAGEMENT
MORGAN STANLEY

Ivan currently works as the head of global brand management for Morgan Stanley, leading the firm's brand strategy, engagement and visual identity initiatives. He joined Morgan Stanley in 2015 from Yahoo, where he worked as a senior global brand manager, leading the rollout of a new logo and identity system. Prior to Yahoo, Ivan spent six years at GE Corporate, helping to grow GE's image as one of the world's most innovative B2B brands, and two years at Sterling Brands, where he managed a number of strategic and design projects for iconic brands.

KEV CHEAH
PARTNER, U.S. CHIEF
CREATIVE OFFICER
BRUNSWICK CREATIVE

Kev leads Brunswick Creative's offering in the US. He manages and oversees an experienced team of designers, writers and art directors, producing transformative ideas for a multitude of clients across the US and globally. A specialist in building brands and integrated campaigns, he truly believes in the multi-faceted power of creativity and storytelling to help brands address their most pressing issues. He balances a deep understanding of insight driven strategies with creative intuition and a dedication to craft, to drive meaningful change for business and society.



SOPHIE CHENG
GENERAL MANAGER,
GREATER CHINA
FUTUREBRAND

JUDGE - SPECIAL RECOGNITION

Sophie has 20 years of experience working in consulting industries as an expert in both enterprise management consulting and brand consulting. She currently works at FutureBrand, a leading international brand consulting company, where she now leads FutureBrand China business as general manager. Sophie has led and created many successful brands together with her team, such as Nestlé Nesqino, Clinique, McDonald's, Lenovo, Budweiser, Didi, Geely, China Southern Airlines, JD Group, Ant Financial, Mobvista, Noah Wealth and more.

REGINA A. DAVIS
BRAND MANAGER
PIZZA HUT US, YUM! BRANDS

Regina is a brand manager at Pizza Hut US where she is responsible for owning the strategy and execution of promotional offers across the company's national calendar windows, as well as leading the brand's overall value-focused strategy. Her role requires her to analyze business performance, along with consumer needs and profitability in order to recommend best-in-class, consumer-focused brand building and profitable marketing campaign windows for the brand. Prior to joining Pizza Hut, Regina worked for a variety of brands such as Dr Pepper Snapple (now Keurig Dr Pepper), PepsiCo/Frito Lay, JCPenney and Toyota.



VLADIMIR DJUROVIC
CEO
LABBRAND GROUP

JUDGE - SPECIAL RECOGNITION

Vladimir is the founder and CEO of Labbrand Group. He established Labbrand in 2005, which has since evolved into Labbrand Group – a multinational consultancy boasting Labbrand (brand innovation), MADJOR (brand experience) and SpringPillar (cultural transformation), all with global footprints. Vladimir has engaged with 8% of the Fortune 500 companies and clients across diverse sectors such as LVMH, Pernod Ricard, Hilton, Porsche, Oppo, L'Oréal, The Coca-Cola Company, Danone and more.

JOHN GAMBELL
UNIVERSITY PRINTER AND
SENIOR CRITIC IN GRAPHIC DESIGN
YALE UNIVERSITY

John is the Yale University printer and senior critic in the Yale School of Art. He serves as the university's visual brand manager and coordinates Yale's most visible graphic design, wayfinding and branding projects. Prior to 1998, John operated a studio in New Haven, Connecticut, that designed print publications as well as websites, sign systems and commercial packaging. His work has been recognized with awards from the American Association of Museums, American Association of University Presses and others.



ANTHONY GAY
CO-FOUNDER AND CEO
REEL2MEDIA

JUDGE - AUDIO BRANDING

Anthony is a sonic branding specialist responsible for helping shape the audio identity of Europe's leading radio stations including Capital UK, NPO Radio 2 in the Netherlands, BBC Radio 1, Heart UK, Los 40 Spain, Norway's NRK P1, RFM France and hundreds more. Before working at ReelWorld he was a senior level award-winning UK radio programmer responsible for talent, music, and content across some of the country's biggest stations. As CEO of Reel2Media, he works with media brands on their sonic identity.

TOM GILBERT
GROUP EXECUTIVE CREATIVE
DIRECTOR, EXPERIENCE DESIGN
DESIGN BRIDGE AND PARTNERS

JUDGE - SPECIAL RECOGNITION

Tom's creative career combines a mix of roles; from product design, to teaching at Eton College to working as both a creative strategist and ethnographic researcher for brands like Nokia and Electrolux. Tom's approach is always practical-minded, solution-orientated and above all, grounded in brand experience. In 2017 he founded the Design Bridge and Partners' Shanghai studio and led them from two to over 50 people, winning multiple awards and industry accolades by working with international brands to adapt to the Chinese market, and domestic brands evolving for the international market.



CONALL GRIBBEN
HEAD OF BRAND, MARKETING
AND COMMUNICATIONS
LIBERTY LATIN AMERICA

Conall is a senior brand communications professional with experience from leading brands in the UK, US, Latin America and the Caribbean. At Liberty Latin America, he leads brand, marketing and communications across 17 business markets in the Caribbean, including the roll-out of the new Flow Business brand, and scaling the "InKnowvation" edutainment platform to provide digital support and coaching to the Caribbean entrepreneurial community. Conall launched, and is co-chair of Liberty Latin America's LGBTQ+ Employee Resource Group.

DANNY HARMON
CREATIVE DIRECTOR
FORMERLY BED, BATH & BEYOND

Danny is a highly accomplished creative director with 20 years of experience in the retail industry. He has worked with some of the most recognizable brands, including Levi's, Filson and Bed Bath & Beyond. He has developed innovative strategies for driving creativity within these companies and led successful marketing campaigns across multiple platforms. Danny is an inspiring leader who motivates his teams to create cutting-edge designs that embody the essence of each brand he works for.



JENNIFER HARRINGTON
DIRECTOR OF MARKETING
BLUE NOTE ENTERTAINMENT GROUP

Jennifer is the director of marketing for Blue Note New York (Blue Note Entertainment Group) and oversees the marketing strategy and brand experience for the Jazz club, Blue Note Jazz Festival and Blue Note Travel while ensuring brand cohesion among global live music and entertainment partnerships. Her passion for the music industry is working with independent music artists and brands. Prior to working at Blue Note, Jennifer held roles in marketing and branding at Primephonic, a classical music streaming platform and Orpheus Chamber Orchestra. Jennifer is based in New York City.

DANIEL JACKSON
CO-FOUNDER
SONICBRAND

JUDGE - AUDIO BRANDING

Daniel is one of the founders of the sonic branding industry, having started his career in the space in 1998. He is the author of Sonic Branding (2003) and Hit Brands (2014). He has completed over 100 major sonic branding projects and won numerous awards worldwide. He currently chairs Sonicbrand and advises Resister Music.



AMANDA KICERA
VICE PRESIDENT, CLUB BRANDS
AND MARKETING
MAJOR LEAGUE SOCCER (MLS)

Amanda is vice president of club brands and marketing at Major League Soccer (MLS) where she primarily supports the League's 29 clubs with brand development. From helping existing clubs clarify their purpose to building new-to-world expansion brands and league extensions, Amanda is passionate about strengthening fan engagement and helping grow the world's sport in North America. Previously, Amanda specialized in brand strategy at FutureBrand, working across a variety of sectors. She has built brands for a range of clients including American Airlines, Molson Coors, Pitney Bowes, AB InBev and Tupperware.

VICTORIA KURZWEG
BRAND STRATEGIST
MICROSOFT

Victoria is a brand strategist at Microsoft with an eye towards how branding integrates with emerging technology. Her work focuses on cybersecurity, cloud computing and mixed reality, partnering with other disciplines to build multidimensional product brands as the role of immersive technology expands in our everyday lives. Victoria came to Microsoft with wide-ranging expertise, including a number of companies that are pushing today's technology forward. While at the brand consulting firm Siegel+Gale, she developed positioning and brand architecture strategies for Fortune 500 companies including Google, Visa and Hewlett Packard Enterprise.



TIFFINY LAI
SENIOR MANAGER, BRAND
AND DESIGN
CANADIAN FOOTBALL LEAGUE

Tiffany is the senior manager of brand and design at the Canadian Football League. She leads the continued growth and strategy of the CFL brand while implementing brand governance and compliance processes leaguewide. Tiffany leads the in-house creative design team and works collaboratively across nine CFL teams to operationalize brand insights to transform shift leaguewide brand perceptions. Prior to working at the CFL, Tiffany worked with the National Basketball Association (NBA) and Maple Leaf Sports and Entertainment (MLSE) across a handful of business verticals including licensing, global events and community relations.

SARAH MAHONEY
GUEST ENGAGEMENT LEAD
TARGET

Sarah currently works as a guest engagement lead on the Target Team where she thrives on opportunities to build incredible brands for our guests. Prior to Target, Sarah worked agency-side across a variety of clients including Jeep, Dove and Samsung. Her background is in brand strategy where she drove the development of creative communications ranging from brand positioning and purpose to campaigns across TV, OOH and digital. Sarah grew up in Excelsior, MN but lived and worked in Manhattan and Boston before relocating to Chicago in 2021.



ABBY MCINERNEY
SENIOR CREATIVE DIRECTOR,
GLOBAL BRAND
AUDIBLE

Abby is senior creative director of global brand at Audible, an Amazon company. Here, she is responsible for brand development and management across 10 global marketplaces. Previously, she spent over a decade at Time Inc., where she led the corporate global brand and worked on best-in-class content brands such as TIME, Sports Illustrated, People, Fortune, InStyle, Food & Wine and Real Simple. Abby is one of the inaugural graduates of the School of Visual Arts Master's in Branding Program where she held teaching assistant roles for the Unified Theory of Branding and the Origins of Consumer Markets.

BRIAN RAPP
CREATIVE DIRECTOR AND
BRAND MANAGER
COUNTRYMAX STORES

Brian heads up an 'in-house powerhouse' creative team at CountryMax Stores, a regional retailer specializing in pet supplies, wild bird and lawn and garden segments. At CountryMax, Brian has guided brand positioning, including the development of new audio and video assets, plus several private label product lines. They're also evolving the company's email and content marketing efforts and growing its social media following. Before joining CountryMax, Brian was a lifelong agency copywriter and creative director working on B2B accounts, including Xerox, Kodak, Excellus BlueCross BlueShield and Mastercard.

BRANDPIE

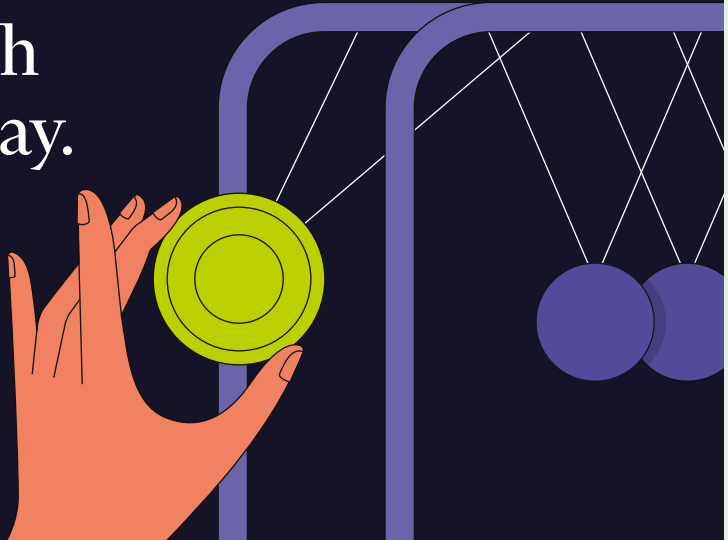
Having a purpose
is table stakes.

Following through
on it is the real play.

THE BRANDPIE CEO
PURPOSE REPORT 2023



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OUR STRATEGIC ADVANTAGES. ”

ALICIA CHRAPATY, CMO AT TAXACT 2023



SIXIÈME SON





GERARD RIZZO
SENIOR BRAND DESIGN STRATEGIST
COLGATE-PALMOLIVE

Gerard is a native New Yorker who studied design at The Fashion Institute of Technology where he specialized in package design and branding. As a creative director for over 20 years, he has designed some of the world's most well-known brands for Coca-Cola, Kraft Heinz, Nestle, Pfizer and Kimberly-Clark. Since 2019, Gerard is a senior brand design strategist at Colgate-Palmolive who collaborates with marketing, innovation and insights teams to create strategic brand experiences for omni channel markets.

MARK ROLLINSON
CHAIRMAN
ALL ABOUT BRANDS

JUDGE - SPECIAL RECOGNITION

Mark is the chairman of All About Brands. He studied at De Montfort University and the Royal College of Art. Mark is a fellow of the Chartered Society of Designers and the Royal Society of Arts and has received numerous awards for his work throughout his career. Based in the UAE for the last 18 years he has overseen the creation and implementation of a number of high-profile brands both locally and globally including ADNOC, Mubadala, ENEC, Manchester City FC, Melbourne City FC and the Abu Dhabi Special Olympics.



JESSICA ROSIN
SENIOR MANAGER, BRAND STRATEGY
CAPITAL ONE

Jessica is a senior brand manager at Capital One, leading a dynamic portfolio of mass brand campaigns, social media and content marketing, corporate social responsibility and marketing research for the Canadian line of business. Prior to working at Capital One, Jessica worked in a variety of marketing roles for different brands under Loblaw, including President's Choice and President's Choice Financial. Some of her fondest experiences in the industry have been seeing large-scale brand campaigns through from start to finish. She believes winning the hearts and minds of consumers is the greatest reward of all.

KATHRYN SLOANE
EXECUTIVE MANAGING DIRECTOR,
COMMERCIAL, APAC MEA
SGK

JUDGE - SPECIAL RECOGNITION

Hailing from Melbourne, Kathryn has lived and worked in London, Hong Kong, Shanghai and Singapore, and has built her career through growing companies and brands in APAC, Europe and the Middle East. She has a deep understanding of what it takes to succeed across emerging, developing and mature markets. With 25 years' experience in business, brand and design strategy, and change management, Kathryn has partnered the likes of Accor, Amazon, Coca-Cola, Diageo, Kenvue, Moet Hennessy, Mondelez, Nike and Procter & Gamble.



DENNIS THOMAS
SENIOR DIRECTOR,
GLOBAL BRANDING
SAP

Dennis is senior director, global branding at SAP, managing all aspects of design and visual experience for the past 10 years. Prior to that he spent over 25 years with brand identity agencies such as Siegel+Gale, Wolff-Olins and The Brand Union. He brings brands to life through a process both strategically driven and simultaneously visually rich and innovative, assuring consistent expression and alignment across all touchpoints in all media. He has designed and implemented programs for Caterpillar, Pfizer, American Express, DuPont, HP, U.S. Air Force, American Express, Harley-Davidson, 3M, Dell and Caterpillar.

REID THOMPSON
VP HEAD OF CREATIVE
HULU

Reid leads GreenHouse, the team "reimagining creativity in the streaming era" within Hulu Marketing. Prior to joining Hulu in 2017, Thompson served as creative director at Troika and led rebrands for some of the biggest names in entertainment including ABC, AMC, A&E, Awesomeness, The CW, FOX, Food Network, HGTV, KCRW, TURNER and The Sundance Institute. Infusing strategy, art and cultural forces – with a smart design sensibility – Reid believes in the power of creativity to transform businesses and build successful brand platforms.

Hey Shortlisters,

Good luck tonight!



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GILMAR WENDT
FOUNDER
GW+CO

Gilmar is a business design strategist who helps transform businesses by aligning brand, strategy and culture. He is the principal of GW+Co, an award-winning creative consultancy based in London. Notable clients include Yale, PayPal and Zumbotel. Gilmar founded GW+Co in 2010 after an agency career leading integrated campaigns for FTSE100 companies and high-profile international brands. He brings an interdisciplinary approach, calling on designers, strategists, technologists and social scientists to work together based on his three guiding principles: change is collaborative; success comes in many small steps; and it's sustainable when there's something in it for everyone.

MOLLIE WILKIE
SENIOR GLOBAL CREATIVE
DIRECTOR, NERF AND
SPORTS ACTION
HASBRO

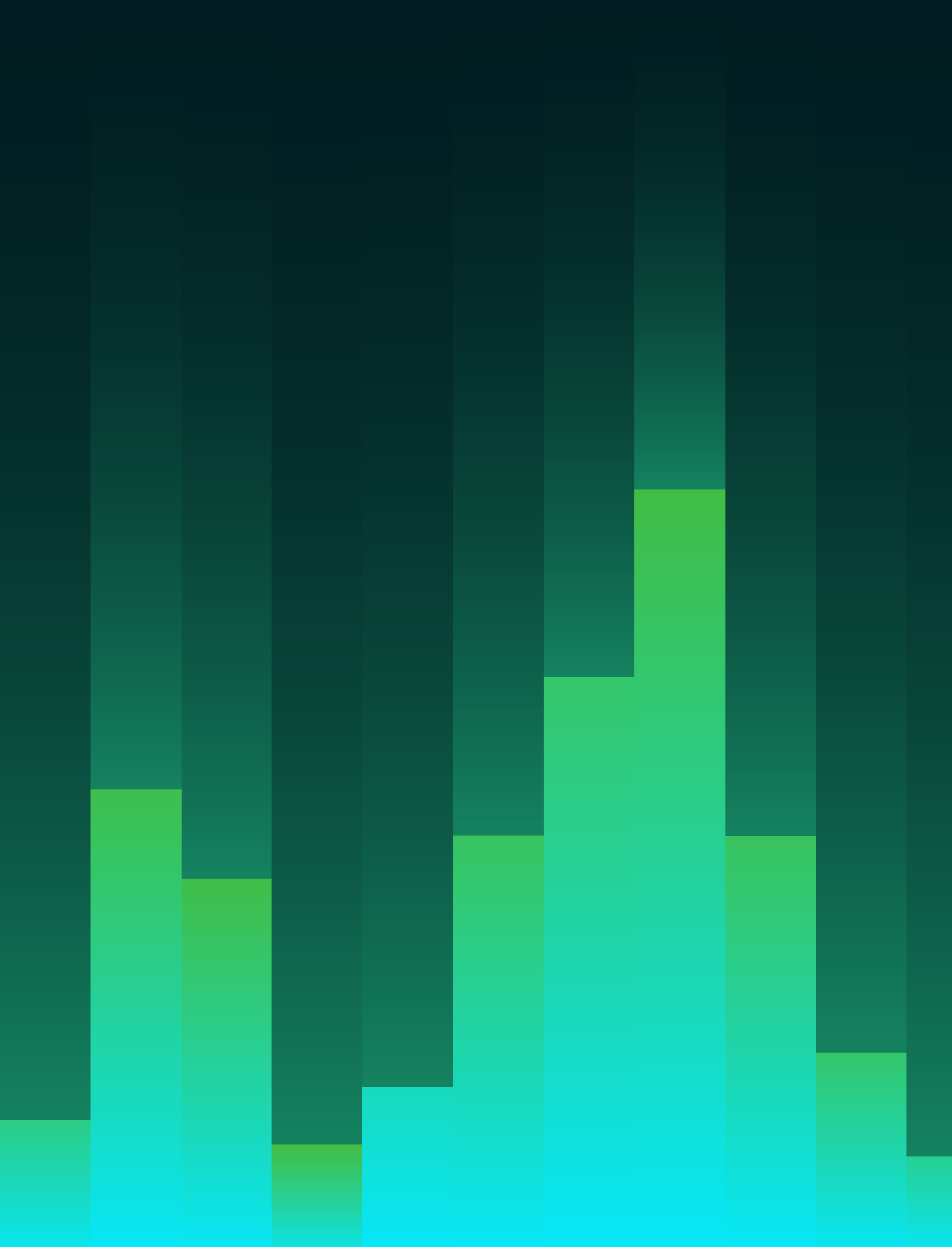
Mollie is a talented creative director with 20 years of brand experience leading highly effective teams to produce successful and disruptive integrated marketing campaigns for Fortune 500 companies. She is currently the senior creative director on Nerf at Hasbro and formerly creative director for the NFL. A fearless and inspiring storyteller, Mollie uses strategic thinking and a sophisticated design sense to innovate, challenge and motivate. Her fresh approaches deliver the best business results while maintaining brand value and integrity.



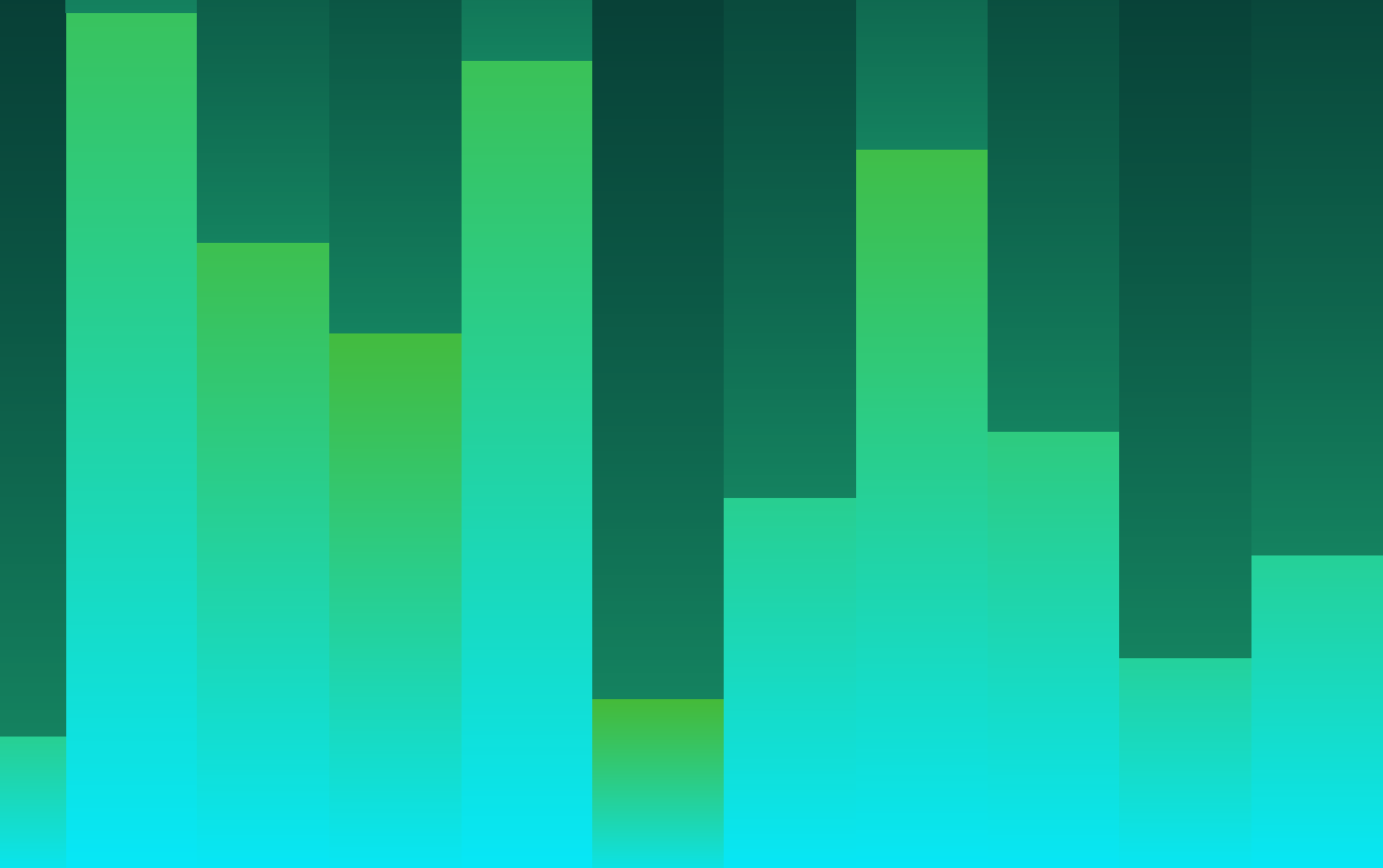
ALEXANDER WODRICH
MANAGING DIRECTOR
WHY DO BIRDS

JUDGE - AUDIO BRANDING

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



BEST USE OF A VISUAL PROPERTY

- Gold – Union Square Hospitality Group and Prophecy
- Silver – Akin and Living Group
- Silver – Mastercard and Design Bridge & Partners
- Bronze – PA Consulting and SomeOne
- Highly commended – DraftKings Network with Makerhouse (A Hogarth Studio) and Sonic Lens
- Highly commended – Schonfeld Strategic Advisors and Prophecy

BEST BRAND ARCHITECTURE SOLUTION

- Gold – GE Aerospace and Interbrand
- Silver – UL Enterprise and Siegel+Gale
- Bronze – Envu and HLK
- Bronze – Morningstar and Creative Business Company
- Highly commended – SAP
- Highly commended – Textron Aviation and Brunswick Creative

BEST USE OF COPY STYLE OR TONE OF VOICE

- Gold – FanDuel and Interbrand
- Silver – PA Consulting and SomeOne
- Silver – Snowflake and Sköna Advertising
- Bronze – Brightwild and Matchstic
- Bronze – GE Vernova and Interbrand
- Highly commended – AllianceBernstein and Living Group
- Highly commended – Schmidt Futures and Covid Crisis Group and Prophecy

BEST BRAND EXPERIENCE

- Gold – Discount Tire and ChangeUp
- Silver – James B. Beam Distilling Co. | Beam Suntory and LOVE.
- Silver – Nokia and Lippincott
- Bronze – ANSA Bank and Brandology Amsterdam
- Bronze – Interac “Sound Shopping” and Sixième Son
- Highly commended – Microsoft – FROM BEACH HOUSE TO SEA OF IMAGINATION

BEST WAYFINDING OR SIGNAGE

- Gold – Metropolitan Transportation Authority (Owner) and Via Collective, Incorporated
- Bronze – NSI Industries and BOLTGROUP

BEST USE OF AUDIO BRANDING

- Gold – DraftKings Network with Sonic Lens and Makerhouse (A Hogarth Studio)
- Silver – General Mills – Totino’s Pizza Rolls and Made Music Studio
- Silver – Philadelphia Cream Cheese and amp
- Bronze – TikTok and MassiveMusic
- Bronze – YouTube and Antfood
- Highly commended – TaxAct and Sixième Son

BEST USE OF TYPOGRAPHY

- Gold – PepsiCo Design & Innovation – Cheetos New Typeface
- Silver – Invited Clubs and WANT
- Bronze – Envu and HLK

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

- Gold – TikTok and MassiveMusic
- Bronze – Aecon Group Inc.

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

- Gold – Everest Group Ltd. and Bladonmore
- Bronze – Boldyn Networks and Landor & Fitch

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

- Gold – Unisys and Landor & Fitch
- Silver – Akin and Living Group
- Silver – GE Aerospace and Interbrand
- Bronze – Colgate-Palmolive Company
- Bronze – GE HealthCare and Interbrand
- Highly commended – Textron Aviation and Brunswick Creative

BEST CREATIVE STRATEGY

Gold – Unisys and Landor & Fitch
 Silver – Martin Guitar and Coley Porter Bell
 Silver – Mastercard and Design Bridge & Partners
 Bronze – Callstack and Creative Business Company
 Bronze – Union Square Hospitality Group and Prophecy
 Highly commended – FanDuel and Interbrand

BEST BRAND EVOLUTION (BUSINESS)

Gold – Bat Conservation International and BRIGADE
 Gold – Union Square Hospitality Group and Prophecy
 Silver – Cielo and Heavenly Group
 Silver – Holman and Starfish
 Bronze – BitSight and Prophet
 Highly commended – Halliburton Labs and Coley Porter Bell

BEST BRAND EVOLUTION (CONSUMER)

Gold – FanDuel and Interbrand
 Silver – Carib Brewery and Brandology Amsterdam
 Silver – PepsiCo Design & Innovation – 7UP Global Brand Restage
 Bronze – Tin Pot Creamery and Allison
 Highly commended – Coppertone and Pearlfisher
 Highly commended – PepsiCo Design & Innovation – Mirinda Global Restage

BEST BRAND EVOLUTION (CORPORATE)

Gold – Monigle
 Silver – GE Vernova and Interbrand
 Silver – Woodward and Monigle
 Bronze – Microsoft – SUSTAINABILITY EXPRESSION: THE FUTURE IS WILD
 Highly commended – Q4 and Thackway McCord
 Highly commended – Unisys and Landor & Fitch

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Gold – Hippo Harvest and Landor & Fitch
 Silver – DraftKings Network with Makerhouse (A Hogarth Studio) and Sonic Lens
 Bronze – Dawn House and Northbound
 Bronze – Fullsight and Catchword Branding
 Bronze – Poppulo and Monigle
 Highly commended – American Pet Nutrition and Smith Design

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Gold – DraftKings Network with Makerhouse (A Hogarth Studio) and Sonic Lens
 Silver – GE Vernova and Interbrand
 Silver – VIU by HUB and McMillan
 Bronze – Colgate-Palmolive Company
 Bronze – Mineral and Prophet

BEST NAMING STRATEGY (NEW NAME)

Gold – Oleria and Northbound
 Silver – Circana and Landor & Fitch
 Silver – Envu and HLK
 Silver – GE Vernova and Interbrand
 Bronze – The Rover Hotel and Might & Matter
 Highly commended – Livian and Siegel+Gale

BEST NAMING STRATEGY (RENAME)

Gold – Upbound Group, Inc. and Interbrand
 Silver – Vialto Partners and Prophet
 Bronze – Boldyn Networks and Landor & Fitch
 Bronze – Educational Development Corporation (EDC) and Catchword Branding

BEST NAMING STRATEGY (NAMING SYSTEM)

Gold – Morningstar and Creative Business Company
 Silver – Autodesk and Prophet

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold – Chronicle and McMillan
 Silver – Circana
 Silver – Oportun and Lippincott
 Bronze – Broadview Federal Credit Union and Tenet Partners
 Bronze – Protocall and Fazer
 Highly commended – SC Labs and McMillan

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

Gold – Akin and Living Group
 Gold – GE Aerospace and Interbrand
 Silver – GE Vernova and Interbrand
 Bronze – GBTA (Global Business Travel Association) and Sustena, a Pariveda company
 Bronze – Q4 and Thackway McCord
 Highly commended – BorgWarner and Siegel+Gale

BEST BRAND CONSOLIDATION

Gold – Holman and Starfish
 Silver – Bridgeway and Sustena, a Pariveda company
 Bronze – Textron Aviation and Brunswick Creative

BEST REBRAND OF A DIGITAL PROPERTY

Gold – AdeptID and 8 Point Studio
 Silver – Akin and Living Group
 Silver – Microsoft – BRAND CENTRAL: FROM INFORMATION TO DESTINATION
 Bronze – MGAC and DeSantis Breindel
 Bronze – TelevisaUnivision: ViX Streaming Brand and Interbrand
 Highly commended – Jacobs and Siegel+Gale

BEST EMPLOYER BRAND

Gold – Wesco and Joe Smith
 Silver – Intuitive and Ph.Creative

BEST USE OF PACKAGING (GLASS)

Gold – Smirnoff Ice and Design Bridge & Partners

Silver – Bacardi Ltd and Knockout

Silver – Carib Brewery – BLUE and Brandology Amsterdam

Bronze – Carib Brewery – Caribé and Brandology Amsterdam

BEST USE OF PACKAGING (PRINT AND CARD)

Gold – Tin Pot Creamery and Allison

Silver – Colgate-Palmolive Company

Bronze – Smirnoff Ice and Design Bridge & Partners

BEST USE OF PACKAGING (OTHER)

Gold – Hippo Harvest and Landor & Fitch

Gold – PepsiCo Design & Innovation – Gx Fuel Tomorrow Collection – Fall Edition

Silver – Monday Night Brewing and Matchstic

Silver – PepsiCo Design & Innovation – Gx Fuel Tomorrow Collection – Summer Edition

Bronze – PepsiCo Design & Innovation – Gatorade x Serena Gx Bottle

Bronze – Wild Harvest and Pearlfisher

BEST USE OF SUSTAINABLE PACKAGING

Gold – Unilever and JDO

Silver – ASICS and SGK Inc

SECTOR

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP

Gold – Human Rights First and Matchstic

Silver – Camp Starfish and Embark

Bronze – The Kabuki Syndrome Foundation and CBX

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – Alice L. Walton School of Medicine and Coley Porter Bell

Silver – Lumen Learning and Agenda

Bronze – Educational Development Corporation (EDC) and Catchword Branding

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Gold – GE Vernova and Interbrand

Silver – Halliburton Labs and Coley Porter Bell

Bronze – Exelon and Siegel+Gale

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR

Gold – GE Aerospace and Interbrand

Silver – Martin Guitar and Coley Porter Bell

Bronze – Textron Aviation and Brunswick Creative

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR

Gold – Hippo Harvest and Landor & Fitch

Silver – Amber Wave and Curious Plot

Bronze – California Giant Berry Farms and Curious Plot

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Mastercard and Design Bridge & Partners

Silver – Raiz and Monigle

Silver – VIU by HUB and McMillan

Bronze – ANSA Bank and Brandology Amsterdam

Bronze – Bakkt and Agenda

Highly commended – AllianceBernstein and Living Group

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – Hippo Harvest and Landor & Fitch

Silver – American Pet Nutrition and Smith Design

Bronze – Michiru and JDO

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – South Chicago Packing and CBX

Gold – Tin Pot Creamery and Allison

Silver – Monday Night Brewing and Matchstic

Bronze – Brasserie Laurel and McMillan

Bronze – PepsiCo Design & Innovation – Sabritas World Cup

Bronze – Roland Foods and Pearlfisher

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Pelago and A LINE

Silver – MindSight and Fazer

Silver – ScionHealth and BrandPie

Bronze – Emerson Health and Monigle

Bronze – WholeMind Psychology and L+R

Highly commended – SCYNEXIS and BrandPie

BEST VISUAL IDENTITY FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR

Gold – Americase and MonogramGroup

Silver – Border States and Joe Smith

Bronze – Dow Inc. and Tenet Partners

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

Gold – Dawn House and Northbound

Silver – Coppertone and Pearlfisher

Bronze – The House of Cannabis NYC (THC NYC) and Base Design

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (ADVISORS AND CONSULTANTS)

Gold – Union Square Hospitality Group and Prophecy
Silver – Joe Smith
Silver – Milliman and Agenda
Bronze – National Mining Association

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (LEGAL AND ACCOUNTANCY)

Gold – Akin and Living Group
Silver – Cork Gully and Living Group

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

Gold – The Davis Companies and DeSantis Breindel
Bronze – Invited Clubs and WANT

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Gold – U.S. Army and Team DDB
Bronze – Schmidt Futures and Covid Crisis Group and Prophecy

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

Gold – DraftKings Network with Makerhouse (A Hogarth Studio) and Sonic Lens
Gold – FanDuel and Interbrand
Silver – Martin Marietta and Tailfeather
Bronze – Wahoo Sports Science Center and 3D Identity

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – Unisys and Landor & Fitch
Silver – Nokia and Lippincott
Silver – TelevisaUnivision: ViX Streaming Brand and Interbrand
Bronze – AdeptID and 8 Point Studio
Bronze – Callstack and Creative Business Company
Highly commended – Poppulo and Monigle

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Holman and Starfish
Silver – Textron Aviation and Brunswick Creative

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

Gold – Brightwild and Matchstic
Silver – The Rover Hotel and Might & Matter

SPECIAL RECOGNITION

BRAND STRATEGIST OF THE YEAR

Winner – Simon Thackway – Thackway McCord

CREATIVE DIRECTOR OF THE YEAR

Winner – Marco Vitali – Sonic Lens

YOUNG CONTENDER OF THE YEAR

Winner – Samantha Aliferov – Starfish
Highly commended – Tyler Brown – Landor & Fitch

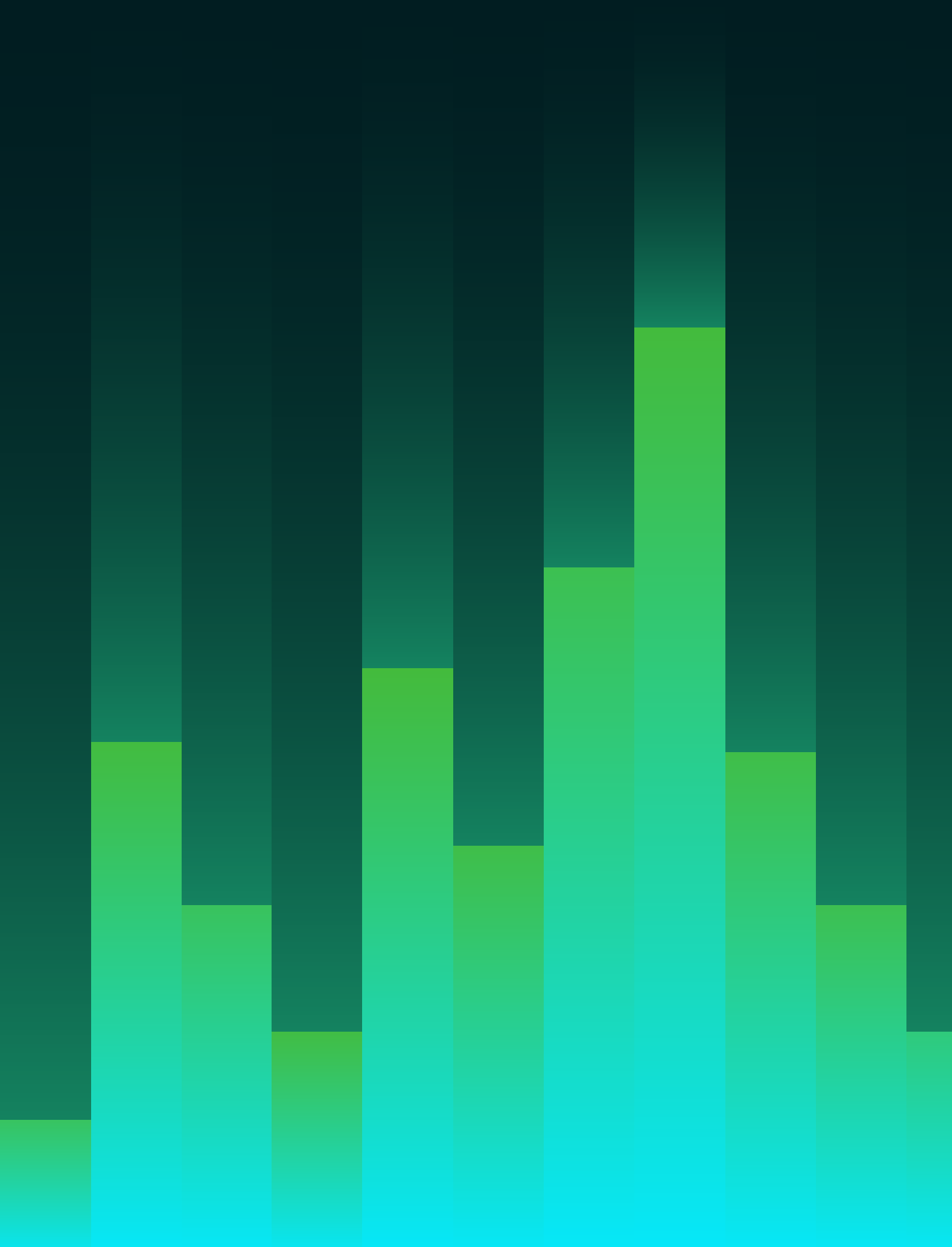
GRAND ACCOLADES

BEST OVERALL VISUAL IDENTITY

Winner – Hippo Harvest and Landor & Fitch

GRAND PRIX

Winner – GE Aerospace and Interbrand



CONTENT

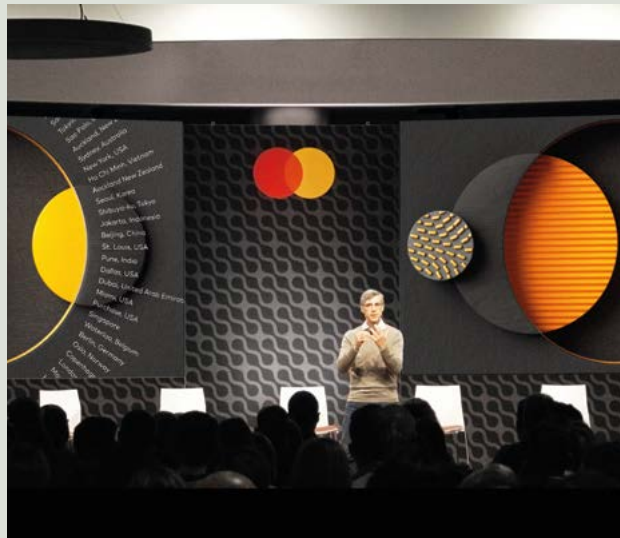




UNION SQUARE HOSPITALITY GROUP AND PROPHECY

Union Square Hospitality Group had seen its portfolio and influence in the world of hospitality expand. But a stagnant brand was not doing much to support its growth. It worked with Prophecy on a rebrand that would put Union Square back at the heart of the company. Prophecy used the shape of the square itself as inspiration for the visual identity. The imperfect rectangle – cut oddly by the pattern of streets surrounding it – of Union Square was transformed into a graphic device.

This organic shape helped form patterns, craft physical touchpoints, create a digital visual style and more clearly communicate about the company's origins. The clever design is rendered in bright, modern colors and supported by a concise brand architecture. "Use of the map element is brilliant," said one judge. Another praised the "cleverness of the logo and how it translates to different assets and flexes across different colors."



BEST USE OF A VISUAL PROPERTY

SILVER

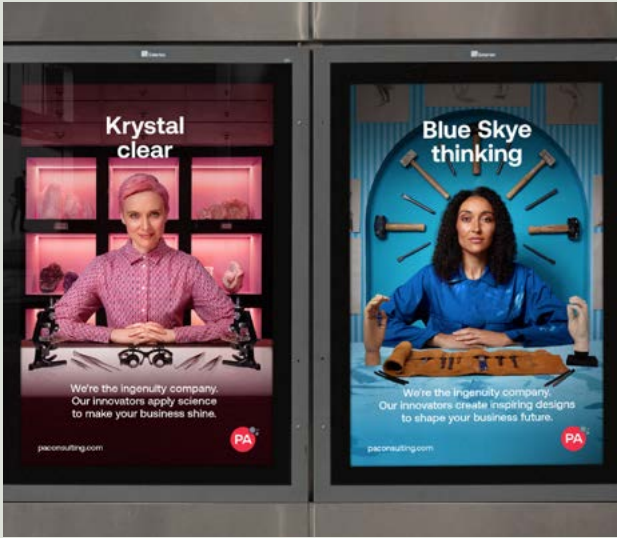
AKIN AND LIVING GROUP

Not only did Living Group drastically overhaul law firm Akin’s brand, naming, architecture and design system, but it introduced an ‘A’ visual device that supported all of this change. The portal-like A allows the firm to communicate through a single image. The result is a modern, active vision of global law. One judge said this was “a beautiful brand development that feels like a total standout for the category.”

SILVER

MASTERCARD AND DESIGN BRIDGE & PARTNERS

Mastercard worked with Design Bridge & Partners to create a stronger brand and employer brand for its technology team. The masters at work behind the global payments provider are now represented by a brand that cleverly blends distinctive technology visual cues and Mastercard’s logo to great effect. Judges loved the mix of nostalgia and whimsy. One said, “The result is a bit quirky, but the 97% approval rating from the in-house review group affirms this project’s success.”



PA CONSULTING AND SOMEONE

Instead of relying on stereotypical images of the corporate world, PA Consulting and Someone developed a visual style rife with color, quirk and charm. The result is a photo library that is immediately eye-catching and intriguing. “Remarkable,” said one judge. Another said, “I love the creative thinking here. It’s such a unique way to approach consultancy branding.”

**HIGHLY COMMENDED
DRAFTKINGS NETWORK WITH
MAKERHOUSE (A HOGARTH STUDIO)
AND SONIC LENS**

Makerhouse (A Hogarth Studio) developed a logotype for DraftKings Network that uses a kingly crown to imbue the ‘D’ with a sense of verve and personality.

**HIGHLY COMMENDED
SCHONFELD STRATEGIC ADVISORS
AND PROPHECY**

Prophecy introduced a graphic device called the ‘catalyst’ for Schonfeld Strategic Advisors. This visual property helped the company build a vibrant, contemporary brand.



— Vision: What we aim for

Our vision answers the question, "Where do we want to be and by when?"

At GE Aerospace, we will be the company that defines flight for today, tomorrow and the future.

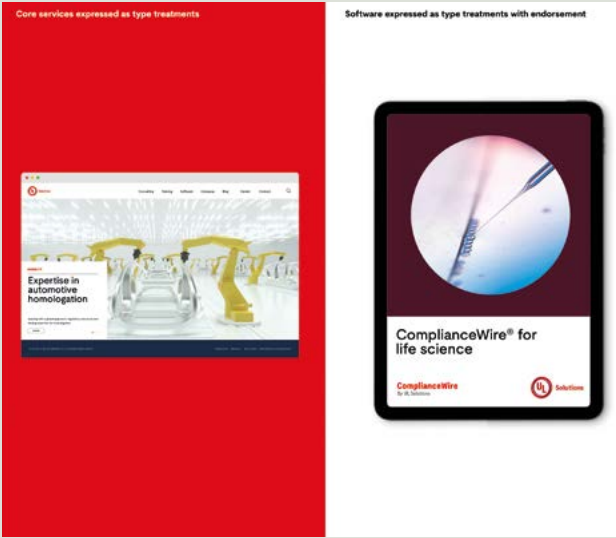
Image of jet. A visualization of hydrogen combustion.

GOLD

GE AEROSPACE AND INTERBRAND

For science and engineering brand GE Aerospace, its new brand architecture solution had to undergo a series of rigorous tests and trials. Interbrand was charged with developing a new brand strategy for the diversified company. To do so, it trialed 29 different versions of the company's brand architecture and gathered quantitative and qualitative research on GE Aerospace and its brand world.

The resulting brand showcases the art of engineering through patterns, color and photography. The system is primed for each sub-brand to craft its own identity within the umbrella of the GE Aerospace masterbrand. Judges thought the way the sub-brands were connected back to the masterbrand made this strategy effective. One called it "a beautiful house of brands built on core elements from the business. I loved it."

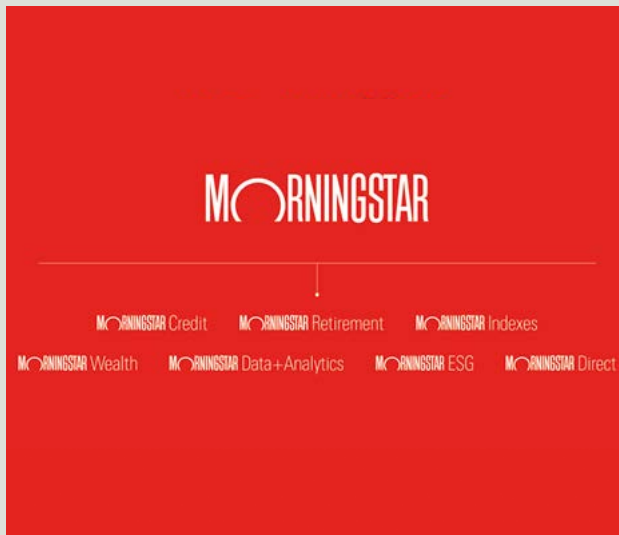


UL ENTERPRISE AND SIEGEL+GALE

With three main sub-brands and a host of individual programs, marks and products, UL Enterprise needed to simplify things. Siegel+Gale did just that, introducing a new visual style and brand architecture whose hierarchy could function across the three sub-brands' portfolios. One judge said this was "a huge challenge navigated with thoughtful design."

ENVU AND HLK

Envu's environmental sciences company is diverse and sprawling, but HLK developed a brand architecture system that allows it to remain cohesive and coherent. The 'E' logo device acts as a unifying force across segment brands, product brands and line extensions. It's a system built to facilitate growth in a clean, simple way. Judges thought the use of the logo to facilitate the brand architecture was a sound strategy.



BRONZE

**MORNINGSTAR AND
CREATIVE BUSINESS COMPANY**

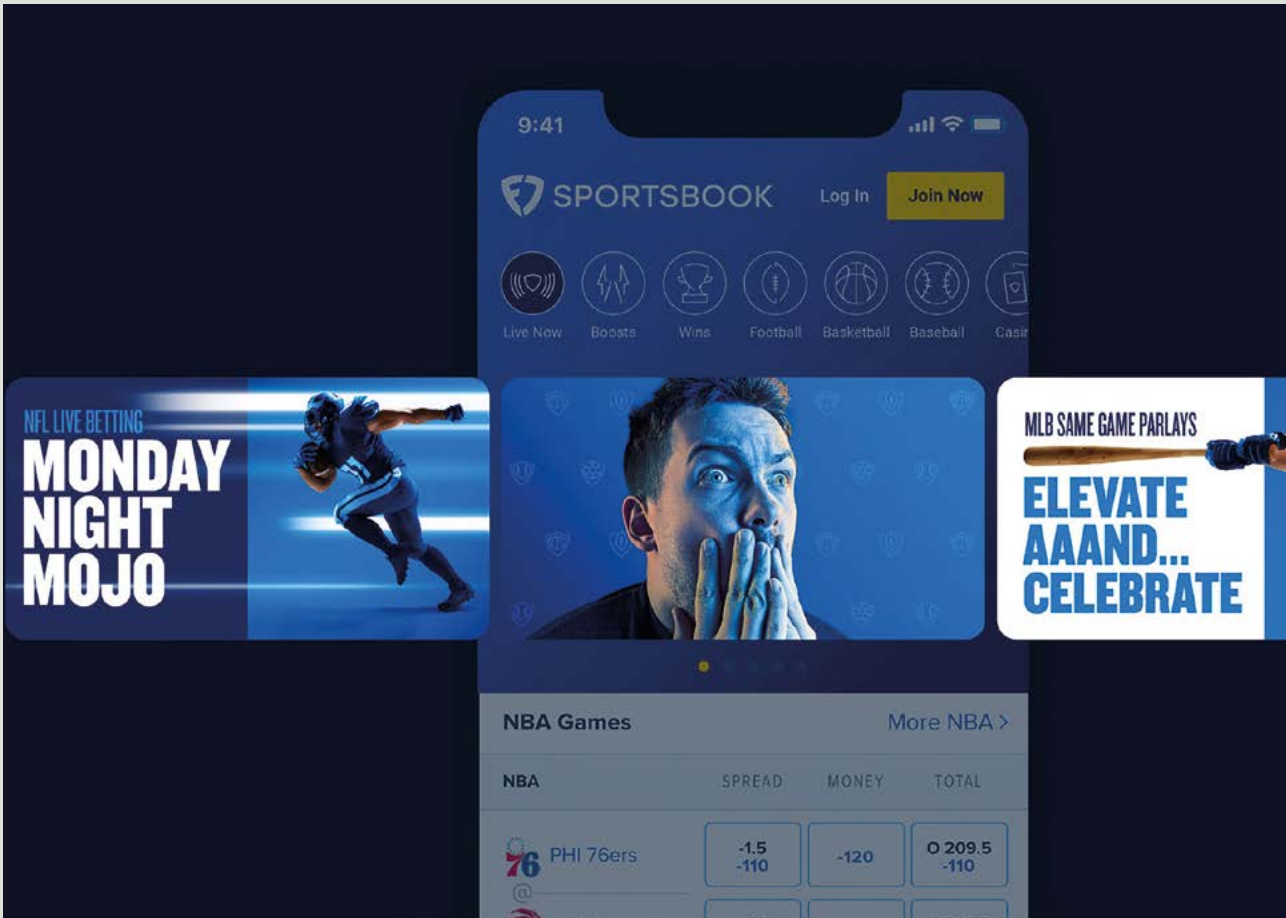
Having grown through acquisition, Morningstar's brand was confusing and losing equity. It worked with Creative Business Company to transform a solar system of brands into a family of six sub-brands, aligned behind the Morningstar herald. Judges loved the clean, simple result transforming what was a disjointed and confusing brand architecture.

**HIGHLY COMMENDED
SAP**

SAP bucked convention by breaking free from the confines of a traditional brand architecture to allow for more resilience and fluidity.

**HIGHLY COMMENDED
TEXTRON AVIATION AND
BRUNSWICK CREATIVE**

Instead of relying on its well-known product brands, Textron Aviation worked with Brunswick Creative to create a masterbrand system championing the joy of flight.



FANDUEL AND INTERBRAND

With the legalization of sports betting and gambling in the United States, an industry has developed to capitalize on the new freedom offered by the legislation. FanDuel's early success was impinged by the introduction of household names into the industry. Interbrand used the anticipation and exultation of athletes to inspire its copy style. Approachability, boldness and relatability influenced the copy, delivering a verbal expression that is inclusive, inspiring and attractive.

Not only does the verbal identity suit the visual brand perfectly, but judges thought it met the needs of the target audience with an excellent synergy. One praised the way it shifted perceptions of sports betting away from 'spend money' to an inclusive, experiential tone that "can likely stand the test of time." Another said the "emotional connection to the experiences these fans have" was a clever strategy.



BEST USE OF COPY STYLE OR TONE OF VOICE

SILVER

PA CONSULTING AND SOMEONE

PA Consulting’s standout visual style – a mix of Wes Anderson-chic and ingenious photography – is complemented by a copy style rife with compelling, active language. Pairing artisanal imagery with subtly clever language was a stroke of genius for Someone. “What is your tone of voice without the impact of its implementation across your brand identity? PA nailed it with this one. I too would be proud to align myself professionally with my company’s tone of voice,” said one judge.

SILVER

SNOWFLAKE AND SKÖNA ADVERTISING

Snowflake and Sköna used a single, hero brand touchpoint – an OOH billboard in Silicon Valley – to communicate directly with the target audience of tech leaders driving by. With simple, recognizable phrases, Snowflake is able to deliver key messages about its data prowess in an effective way. Judges called this “disruptive and bold,” with one saying, “This would stay top of mind if I came across Snowflake in the future.”



BRIGHTWILD AND MATCHSTIC

Brightwild worked with Matchstic to shake off tired, ineffective luxury language in favor of a brand voice with a clear personality and edge. The brand strapline, ‘Travel like you’ve been there,’ tells the whole story; at once delivering a punchy imperative and a compulsion to be on the inside. “This tone of voice is fun and exciting. It evokes a feeling of wanting to explore opportunities and successfully allows the brand to stand alongside likely competitors,” said one judge.

GE VERNOVA AND INTERBRAND

GE’s divested energy business, GE Vernova, worked with Interbrand to develop a brand that would inspire action. The future-focused, determined language deployed across the brand is effective and clearly communicates the company’s brand differential. One judge called this “hopeful and mission-driven writing,” which was a welcome change from the worry, fear and crisis-driven language of the Covid-19 era.

HIGHLY COMMENDED ALLIANCEBERNSTEIN AND LIVING GROUP

To cut through the crowded ETF market, Living Group developed a NATO alphabet-inspired copy style for AllianceBernstein that is decidedly Charlie-Oscar-Oscar-Lima.

HIGHLY COMMENDED SCHMIDT FUTURES AND COVID CRISIS GROUP AND PROPHECY

To walk the difficult line between the aisles and discuss Covid-19 in a frank way, Prophecy developed a provocative, compelling and future-facing copy style for the ‘Lessons from the Covid War: An Investigative Report.’





GOLD

DISCOUNT TIRE AND CHANGEUP

Purchasing new tires is often tedious, long and – at times – boring. Discount Tire wanted to put consumers back into the driver’s seat. It worked with ChangeUp to develop a new type of offer, harnessing the power of technology and making the unusual decision to eliminate the showroom. The result, PitPass, is an entirely new concept in the auto services market.

Customers are able to browse, make appointments, place their order and have their tires changed quickly, all while enjoying the racing pit crew-like setting and atmosphere. The new brand is a winner in customers’ eyes while judges called it “transparent, clean, trustful; that’s how I want a garage.” Another judge said, “PitPass, with its connotation of speed and efficiency, is a perfect name. It almost feels like you don’t even have to get out of your car to have new tires fitted. This one takes the checkered flag.”



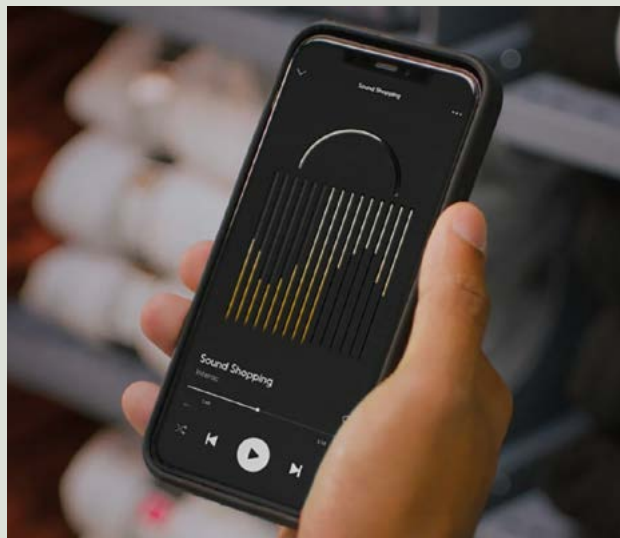
JAMES B. BEAM DISTILLING CO. | BEAM SUNTORY AND LOVE.

Distillery brand experiences have to walk the fine line between heritage and experience, delivering a sense of exclusiveness to visitors while telling the story of the brand itself. LOVE. worked with Beam Suntory to update the James B. Beam Distilling Co. brand experience into a modern bar/restaurant with warmth and ample visual cues relating to the distilling process. “This is just drop-dead gorgeous. So spot-on for this brand,” said one judge.



NOKIA AND LIPPINCOTT

Nokia worked with Lippincott to create an immersive setup at the Mobile World Congress. The expo showcased Nokia’s B2B tech innovation prowess. By allowing visitors to walk through the ‘O’ in the logo, the design literally brought people into the heart of the brand. One judge said this was “beautiful and connected to the overall brand evolution.”



BRONZE

ANSA BANK AND BRANDOLOGY AMSTERDAM

Trinidad & Tobago’s ANSA Bank needed to reimagine its physical branches to blend the worlds of online and offline banking. Brandology Amsterdam created a new in-store brand experience with digital at the heart of the bank. With a look and feel almost like a cell phone store, the bank is a pioneer on the island. “ANSA has created a friendly, people-centric solution,” that helps people avoid “fear of the changes taking place in the banking world,” one judge said.

BRONZE

INTERAC “SOUND SHOPPING” AND SIXIÈME SON

Payments brand Interac worked with Sixième Son to craft a sonic experience app that would change the shopping experience on a sensory level. By influencing the auditory input in consumer settings, people were able to take more control of their spending. Impulse buys decreased and consumers felt calmer and more in control during their shopping experiences. Judges thought this bold and unexpected concept was well-executed and conceived creatively.

HIGHLY COMMENDED MICROSOFT – FROM BEACH HOUSE TO SEA OF IMAGINATION

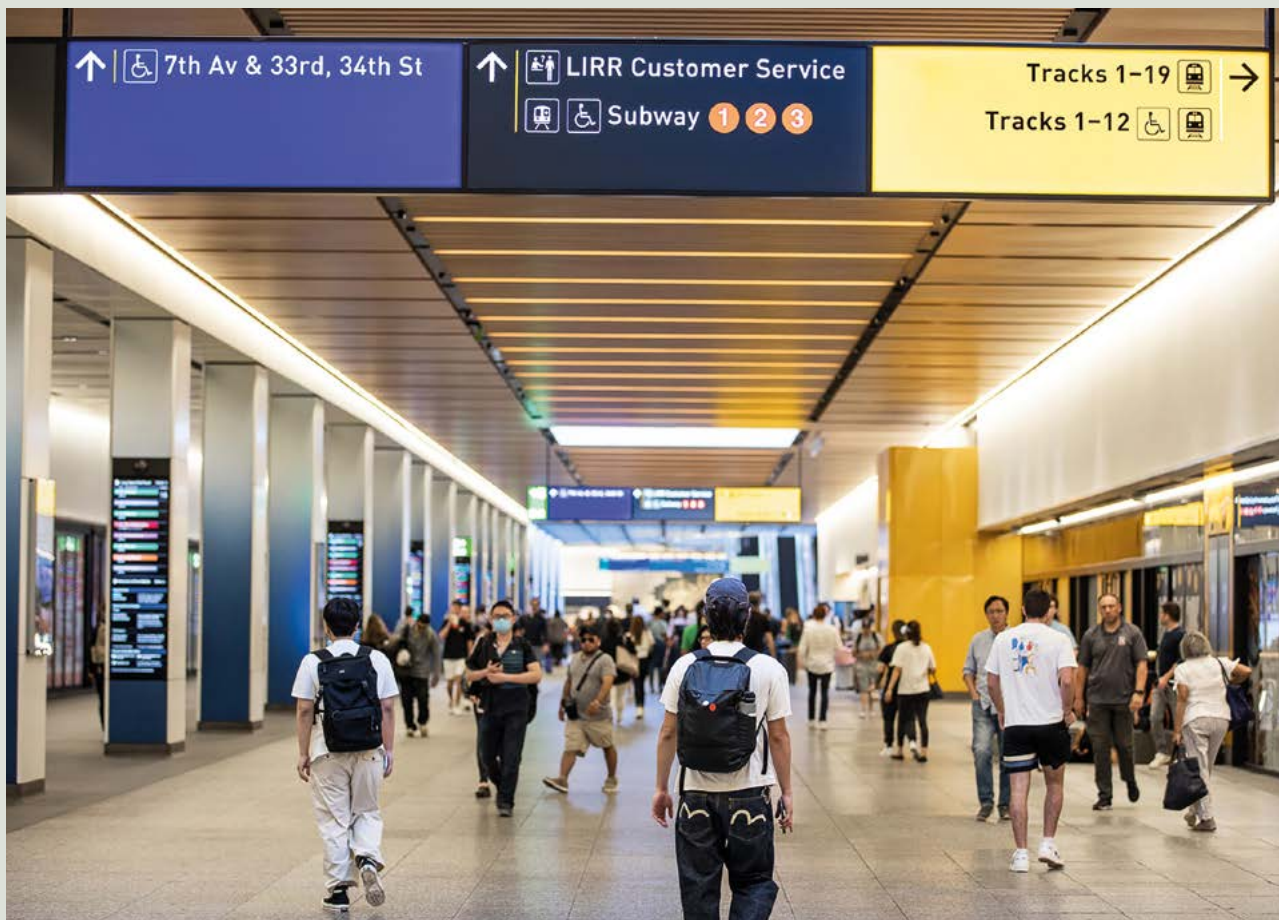
Microsoft turned its Cannes Lions outpost into an imaginary AI-driven sea of creatures. The interactive space helped Microsoft to “demystify AI and demonstrate its creative potential.”

DESIGN THROUGH WAYFINDING STRATEGY

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GOLD

**METROPOLITAN TRANSPORTATION
AUTHORITY (OWNER) AND VIA
COLLECTIVE, INCORPORATED**

The Long Island Railroad hub at Penn Station has long been due for an overhaul. The updated concourse and on-site architecture needed a clutter-free wayfinding strategy that could help this busy urban station thrive. It also had to ensure that low-frequency users or tourists – those with and without English literacy – could find their way around.

The Metropolitan Transportation Authority worked with Via Collective, Incorporated to infuse the space at Penn Station with more light and ease of navigation. The clean signage is almost reminiscent of airport wayfinding in its simplicity of language and color patterns. Indeed, the exit sign color is rendered in green, the international marker for the exit, as opposed to the more commonly used American red. Judges called this solution “fit for purpose,” and said it had “excellent brand utility.”



NSI INDUSTRIES AND BOLTGROUP

BOLTGROUP worked with NSI Industries to develop a unique brand asset that could be cleverly applied across the company's physical headquarters. The new logo is modern, professional and ownable while the updated signage has been implemented with care for the space. The result brings a sense of the brand's personality to its physical site while improving wayfinding around the head office in the process.



GOLD

DRAFTKINGS NETWORK WITH SONIC LENS AND MAKERHOUSE (A HOGARTH STUDIO)

With a sprawling brand that crossed categories, sports and types of activities, a sonic brand was necessary to add a sense of coherence to DraftKings Network. Sonic Lens provided this by deploying an EDM-inspired audio brand crafted by different DJs. The sonic brand had to provide a different perspective from competitors in the sports and lifestyle landscapes. Sonic Lens tapped into cultural, lifestyle and sports audio cues to achieve this.

The signature device became the 'drop,' a DJ-esque mnemonic that indicates the rising and falling action that is present in sports – and a crucial aspect of the DraftKings Network visual identity as well. Judges thought the assiduous creation of this audio brand was excellent, particularly noting its suitability for the target audience. One judge called it "a fitting result that works flexibly across different channels."



GENERAL MILLS – TOTINO'S PIZZA ROLLS AND MADE MUSIC STUDIO

General Mills – Totino's Pizza Rolls needed an audio brand that reflected its friendly, familiar and absurdly funny brand values. Made Music Studio worked with Totino's to create a digital-first audio brand that is playful and unexpected. Judges thought the way it was infused with retro gaming cues was excellent. "The sound is as fun and memorable as the visual identity," said one judge.

PHILADELPHIA CREAM CHEESE AND AMP

Philadelphia Cream Cheese's new dining experience, Feeladelphia, delivered a multisensory feast for participants. amp developed the soundscape for the experience, complete with eight distinct tracks to complement the different courses, all tied back to Philadelphia's core audio brand. One judge said, "Sonic adventures on another level! Innovative, unique and well thought out sonic exploration."



BRONZE

TIKTOK AND MASSIVEMUSIC

As part of TikTok’s expanding digital world, its new audio identity is designed to support its creators and build a richer experience across the platform. MassiveMusic developed an adaptable audio brand using ‘sonic stickers,’ which enable content creators to deploy them with ease. One judge said, “MassiveMusic has smashed it with something credible and distinctive; a sound with not only recall but emotional connection.”

BRONZE

YOUTUBE AND ANTFOOD

YouTube needed its sonic brand to be so memorable that it would resonate even if users were not looking at their devices. Antfood developed an audio brand that linked sound to positive experiences, creating a richer brand world for YouTube in the process. Judges called it a “standout sonic identity, crafted with skill and purpose.”

**HIGHLY COMMENDED
TAXACT AND SIXIÈME SON**

TaxAct worked with Sixième Son to deploy an audio brand that enabled the company to gain ground against well-known competitors.



PEPSICO DESIGN & INNOVATION – CHEETOS NEW TYPEFACE

Cheetos have a distinctive shape and texture that is unmatched by other snack food. PepsiCo decided to capitalize on that when reexamining the Cheetos brand in the Mexican market. To help Cheetos modernize and remain impactful, the design team took inspiration from the snack's shapes to craft a new typeface. The type design is built from the irregular, rounded shapes of Cheetos and rendered in a handful of different stylistic variants.

The result is a system unified behind the snack itself, with enough flexibility to work across multiple touchpoints. One judge called it a “purposeful custom typeface” with “delightful design.” Another said, “This hit the nail on the head for the consumer audience!” The fun, bespoke work is an instant hit and should help Cheetos retain its strong foothold in the Mexican snack market.



SILVER

INVITED CLUBS AND WANT

ClubCorp and Apollo-run Invited Clubs needed its membership offer to feel more bespoke, personal and intimate. It worked with WANT on the brand for Invited Clubs, particularly focusing on the typeface. The new identity is founded in a warm, welcoming logo rendered in a handwriting-inspired script. The result is both traditionally elegant and contemporarily refined. "This typography makes me want to be 'invited,'" said one judge.

BRONZE

ENVU AND HLK

A spinoff of Bayer, Envu had to make a name for itself – literally and figuratively – in the global environmental sciences business. HLK developed a wordmark using a curvy serif font designed to work across multiple alphabets. The distinctive 'E' logo lends the logo personality and ownability, while also functioning as a graphic device across the brand architecture.



TIKTOK AND MASSIVEMUSIC

TikTok is a social media phenomenon, but it needed to expand its brand world to encompass an ownable, distinctive audio brand that would encapsulate its unique focus on authentic content creation. It worked with MassiveMusic on a sound that reflected TikTok's creativity and delivered a raw, unpolished feel to support future brand evolution.

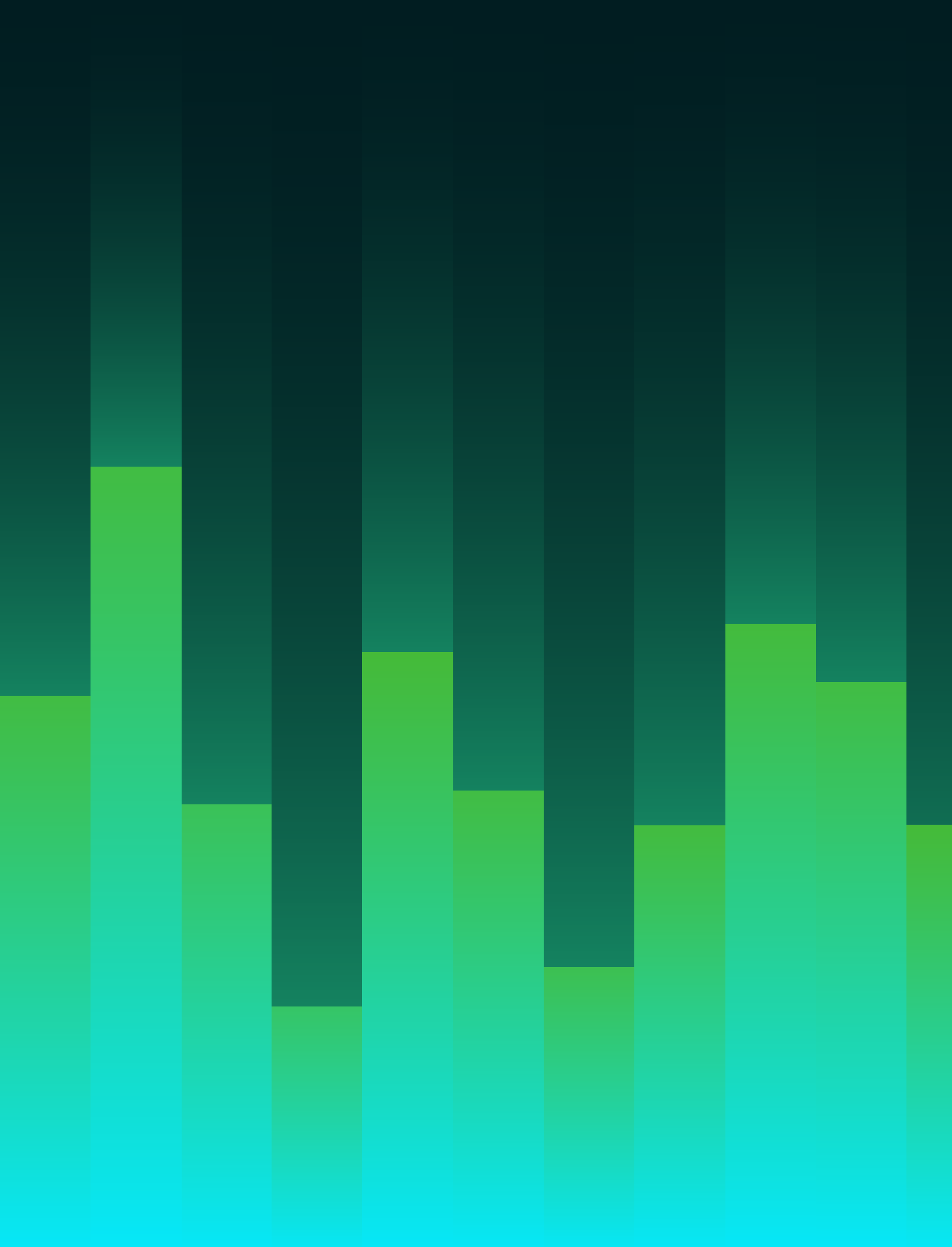
Crucially, the sonic brand had to inspire creators and allow them to adapt and deploy it in their own way. Sonic stickers – related to the core audio logo but designed with the audience in mind – allowed for this. And, over 50% of participants already recognize TikTok's sonic logo, a huge number that outstrips the average by 40%. Judges thought the result was instantly iconic, particularly praising the sonic stickers strategy. One judge praised the way the audio brand fits seamlessly into the app's user experience, "The work feels particularly light and aligned with my sense of the TikTok experience."



BRONZE

AECON GROUP INC.

Construction company Aecon Group Inc. turned to online video to expand its employer brand. It allowed its brand to flex across different platforms in an organic way. The company's TikTok channel was a primary focus, allowing it to more deeply connect with a younger target demographic. Aecon excelled at getting employees involved and maintaining an open mindset regarding its online and video brands.



PROCESS





**EVEREST GROUP LTD.
AND BLADONMORE**

For reinsurance company Everest Group, its brand was more than just a public face, it was a representation of the people who comprise the group. When evolving its brand, it worked with Bladonmore to both harness the spirit of its employees and also communicate clearly about the changes in order to galvanize support along the way. The new brand strategy would position Everest as a people-first company rooted in opportunity. This allowed it to avoid tired visual clichés and uninspiring messaging.

The centerpiece of the communications strategy was a brand film which launched the new identity. The film was comprised of Everest employees' own comments about the company and its brand. Employees embraced the new brand wholeheartedly. Judges thought the communications strategy was comprehensive and well-strategized. They praised the way Bladonmore's internal engagement led to a successful brand evolution.



BRONZE

**BOLDYN NETWORKS AND
LANDOR & FITCH**

Network infrastructure company Boldyn Networks was expanding to new markets and needed a brand that would support its development and people through this period of change. Landor & Fitch ensured the internal research it conducted helped to craft the new brand. The result is a tech identity full of momentum and personality.



UNISYS AND LANDOR & FITCH

IT solutions company Unisys had gotten lost in a sea of boring visuals and a static logo. This brand was failing to communicate the company’s boundary-pushing nature and constant innovation. To change things, Landor & Fitch focused on the creative concept ‘perpetual bloom.’ This acted as the inspiration for the brand’s key digital implementation – its ever-evolving logo.

The perpetual bloom image is constantly shifting and morphing to deliver a rich, visually arresting brand asset. The bloom shape is then deployed across the brand’s various touchpoints in different guises. Judges thought this conceptual approach to a tech brand was unique and contemporary. One called the new brand a “breakout,” with a “rich, evocative world.”



SILVER

AKIN AND LIVING GROUP

Akin’s new brand is primed for implementation because of its strong strategic foundation. Living Group turned the brand into a dynamic, human force in the legal field. In application, the visual identity allows for multiple layers of communication to take place in a single image or touchpoint. “Beautiful brand development that feels totally standout for the category,” one judge said.

SILVER

GE AEROSPACE AND INTERBRAND

GE Aerospace worked with Interbrand to establish its footing in the aeronautics industry after being devolved from GE. A key aspect of the new brand is a pattern device that allows the identity to flex across multiple touchpoints, lending a flight-like visual cue to brand touchpoints. It even lends itself to merchandise and workwear in the form of angled zipper pulls, to great effect.

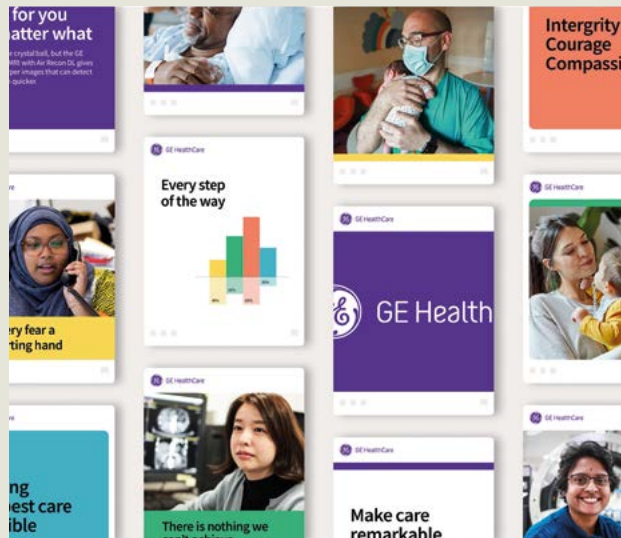
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BRONZE

COLGATE-PALMOLIVE COMPANY

Colgate-Palmolive Company uses its most prominent brand touchpoint – its toothpaste tube – to great effect in delivering the Plaque Pro Release toothpaste brand. A luxe, silver tube is brought to life with a foam-inspired brand icon. “It feels like a natural and beautiful evolution from other Colgate products, but certainly has a premium vibe,” one judge said.

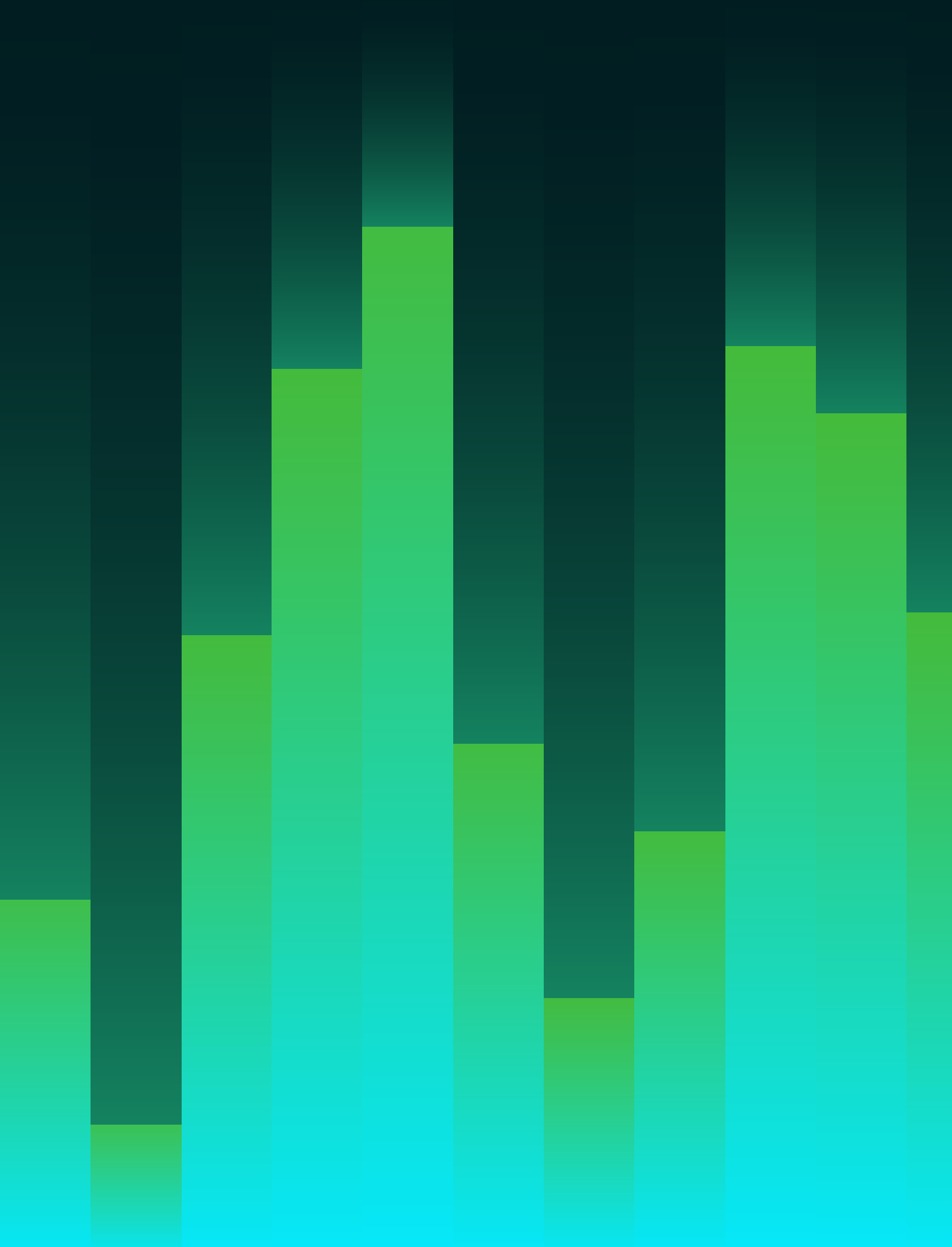
BRONZE

GE HEALTHCARE AND INTERBRAND

GE HealthCare worked with Interbrand to develop a way to stand out from competitors. The introduction of an ownable color, dubbed ‘compassion purple,’ allows the brand’s touchpoints to sing. Coupled with this is a journalistic photography style that “communicates the labor healthcare workers do on our behalf: fatigue, joy, concern, anxiety; all punctuated by the marks left by surgical masks. Wow,” said one judge.

**HIGHLY COMMENDED
TEXTRON AVIATION AND
BRUNSWICK CREATIVE**

Textron Aviation and Brunswick Creative crafted a rich brand world for the aircraft company brought to life through luxe printed and digital materials.



STRATEGY

The background of the page is composed of several vertical bars of varying heights and widths. The colors range from a bright cyan to a dark forest green, creating a modern, layered effect. The word 'STRATEGY' is centered horizontally and positioned in the upper half of the page.



UNISYS AND LANDOR & FITCH

In this highly competitive category, Unisys stood out for its ability to simply and effectively communicate through a single strategic idea and visual device. The IT services company eschewed industry stereotypes and instead worked with Landor & Fitch to double down on its point of differentiation: its innovative thinking. The result is a brand founded in the concept ‘experience breakthroughs.’ This thinking led to the introduction of a constantly morphing visual device, called the ‘perpetual bloom.’

“This stands out for the depth and detail of the visual system,” said one judge. “One gets the sense that it will get better with use, not the other way round.” Others praised the way the creative work supports the brand’s positioning around innovation and the way the visual expression is unexpected in the IT sector. One judge added, “For a company that has been around for over 100 years – a legacy brand with a lot of heritage – this is groundbreaking work that brings Unisys aggressively into the present, poised for the future. It’s that simple.”



SILVER

MARTIN GUITAR AND COLEY PORTER BELL

Martin Guitar's famous artists, industry clout and loyal fanbase weren't enough to maintain its relevance among younger audiences swayed by the efforts of competing brands. Coley Porter Bell worked with Martin Guitar to create a brand that would change perspectives from revering the greats of old to celebrating different musical styles. Putting people and creativity at the heart of the brand was a success, delivering a rich brand world that unites heritage and contemporary creativity.

SILVER

MASTERCARD AND DESIGN BRIDGE & PARTNERS

Mastercard needed an employer brand for its technology team that would combine the clout of Mastercard's name with an immediately appealing and recognizable visual identity for tech employees and candidates. Design Bridge & Partners answered the call with a beautiful, fun take on nostalgic technology visuals delivered in the richness of the masterbrand color palette.



CALLSTACK AND CREATIVE BUSINESS COMPANY

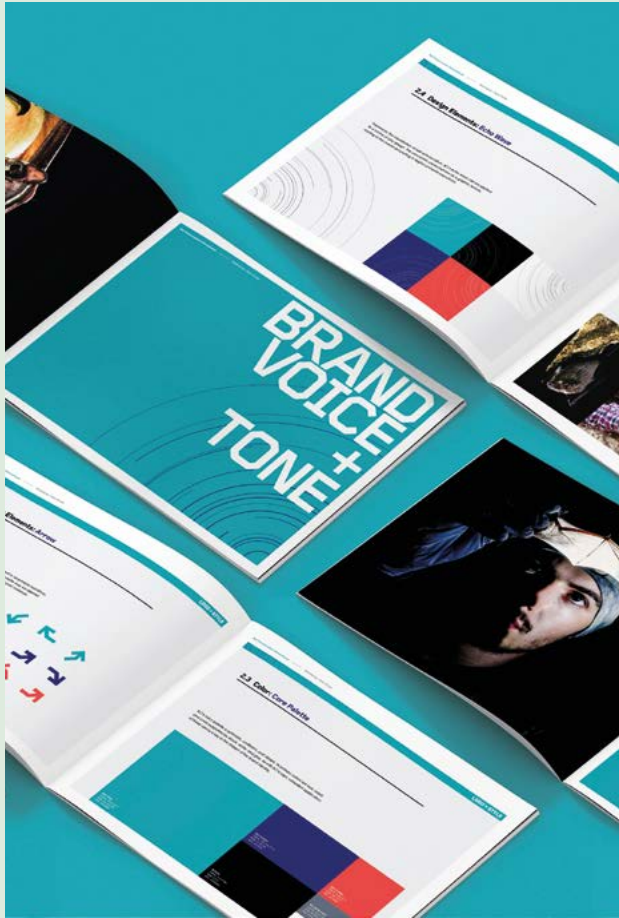
Callstack's collaboration with Meta called for a new approach to software branding. Creative Business Company developed a reactive approach that infused the brand with gaming-style cool, a distinctive color palette. Judges thought this strategic shift would enable Callstack to better communicate its point of difference and stand out among a sea of sameness in the software sector.

UNION SQUARE HOSPITALITY GROUP AND PROPHECY

Union Square Hospitality Group's tired corporate identity wasn't enabling it to connect with people through its mission to create a modern, emotive hospitality brand. Prophecy developed a simple identity anchored in Union Square, but with global, contemporary appeal that will facilitate the brand's growth. Judges said, "This creative delivers the warm, quirky, approachable feel they wanted to," and, "It's beautiful in its sheer simplicity."

HIGHLY COMMENDED FANDUEL AND INTERBRAND

FanDuel changed its brand strategy with Interbrand, focusing not on gaming and betting, but on the passion for sports espoused by fans and athletes alike.



GOLD

BAT CONSERVATION INTERNATIONAL AND BRIGADE

The central problem at the heart of the Bat Conservation International brand was how to make saving bats look cool without detracting from the serious nature of animal conservation. BRIGADE answered the call with a simple shift in strategy from ‘give bats a chance’ to ‘Bats need us. We need bats.’ The new identity is smart and rebellious, particularly for the nature conservation sector. Visually, it combines tech-inspired cues with a modern illustration style and clearer, more impactful messaging.

The new brand is a clear standout for judges, particularly because of its industry-defying sensibilities. One praised the “really strong work from a strategic, visual and verbal transformation.” Another said, “This strikes the perfect balance between approachable and real. It showcases the scientists and mission in a way that is true to the work, while feeling relatable and upbeat for audiences who need to feel compelled to support and donate.”



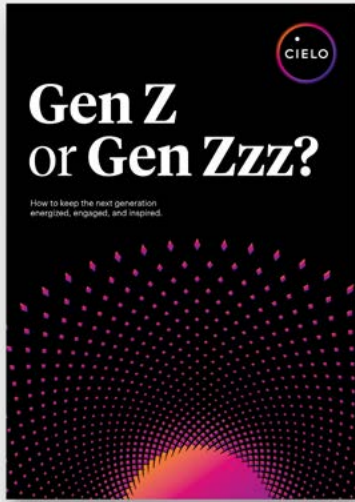
GOLD

UNION SQUARE HOSPITALITY GROUP AND PROPHECY

Union Square Hospitality Group has expanded far beyond the confines of its midtown home. But, its brand needed to both facilitate that growth and emphasize its urban heritage. Prophecy deployed a deceptively simple strategy. It used the shape of Union Square itself to achieve both ends. The imperfect rectangle shape of Union Square delivered a sense of personality alongside a clear callback to the company’s New York roots.

The visual identity is infinitely transformable and adaptable, with room for growth across future touchpoints. Judges loved the use of the iconic shape of the square to create patterns and a visual style that is inherently ownable. “It brings the hospitality group into a more warm and approachable space,” said one judge. “It feels like it’s truly part of the neighborhood.”

BEST BRAND EVOLUTION (BUSINESS)

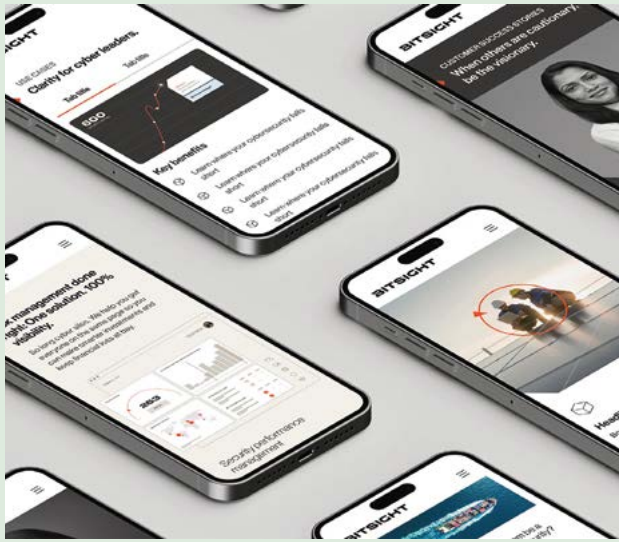


CIELO AND HEAVENLY GROUP

Talent Acquisition company Cielo worked with Heavenly Group to turn its focus from its process to its people. By focusing on the difference great people can make to a business, Cielo was able to deliver a brand that would stand out in an increasingly competitive sector. Judges thought this was a strategic step in the right direction, with one praising the “smart evolution of the brand and great blend of technology and clean professionalism.”

HOLMAN AND STARFISH

Auto services brand Holman had grown beyond the confines of its brand. It worked with Starfish to anchor its family of brands behind a single purpose: ‘driving what’s right.’ This strategy has delivered a sense of cohesion to the group while inspiring a new visual identity that “balances the competing desires of multiple audiences and the company’s history,” according to one judge.



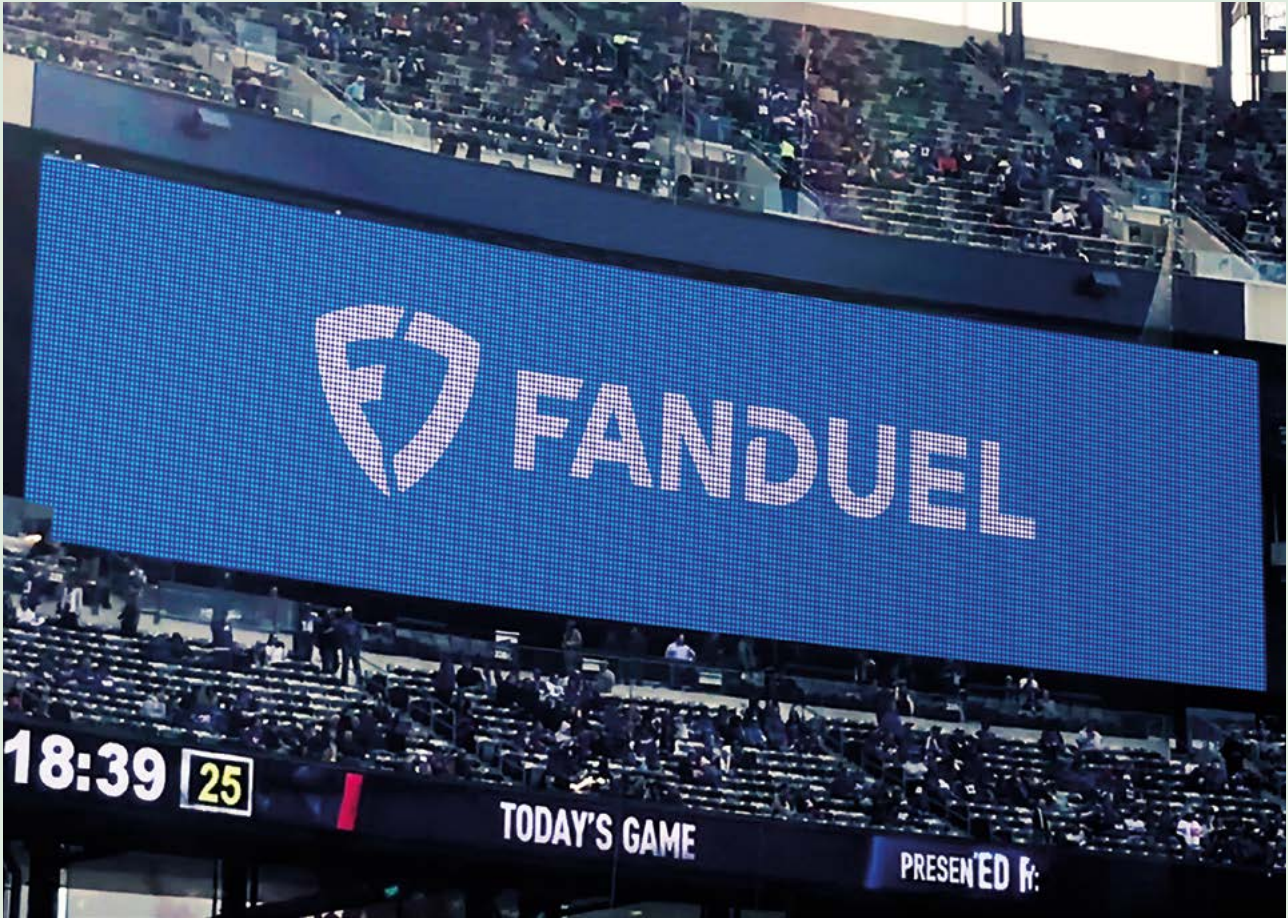
BRONZE

BITSIGHT AND PROPHET

BitSight's very nature is as a disruptive tech brand. But it needed to disrupt the industry again in order to maintain its competitive edge. Prophet turned the focus away from the company's products and toward its people, highlighting the very CISOs who would be protecting BitSight's clients. Judges thought the way the brand finds a middle ground between expert caution and fear-mongering was a creative solution for the industry.

**HIGHLY COMMENDED
HALLIBURTON LABS AND
COLEY PORTER BELL**

Halliburton Labs worked with Coley Porter Bell to infuse its energy brand with a clear positioning, future focus and upbeat, contemporary graphics.



FANDUEL AND INTERBRAND

FanDuel's market share in the newly legal sports betting landscape in the US was being encroached upon by household entertainment names. To compete in this landscape, it needed to connect with people through their passion for sports. Interbrand's creative strategy puts fans, sports and athletes at the center of the brand. Instead of focusing on money, winnings and perks, it focused on the joy of sports.

The evolution is incredibly successful, with a brand language that expertly complements player and fan photography. The digital world is delivered with a light touch that is at once distinctively ownable and pared back. Judges thought this work was rooted in "insight and clear, simple strategy." One said this was "a wonderful way to organize the brand under one beautiful, blue umbrella. Ding, ding ding!"



BEST BRAND EVOLUTION (CONSUMER)

SILVER

CARIB BREWERY AND BRANDOLOGY AMSTERDAM

Carib Brewery needed to compete on its home turf. To do so, it not only introduced new product design and packaging, but a new product entirely. The Blue brand helps evolve Carib’s image as a whole, achieving a more premium, aspirational feel. Judges loved the “beautiful design and use of color” by Brandology Amsterdam, with one adding, “It feels premium. I want to try this beer!”

SILVER

PEPSICO DESIGN & INNOVATION – 7UP GLOBAL BRAND RESTAGE

7UP is a global name, but was failing to capture the imaginations of younger consumers with more options on shelves. To reinvent itself it focused on ‘Upliftment,’ a concept that literally elevated the 7UP logo. PepsiCo delivers a modern new look that retains the brand’s DNA while offering a fresh impact on pack.



TIN POT CREAMERY AND ALLISON

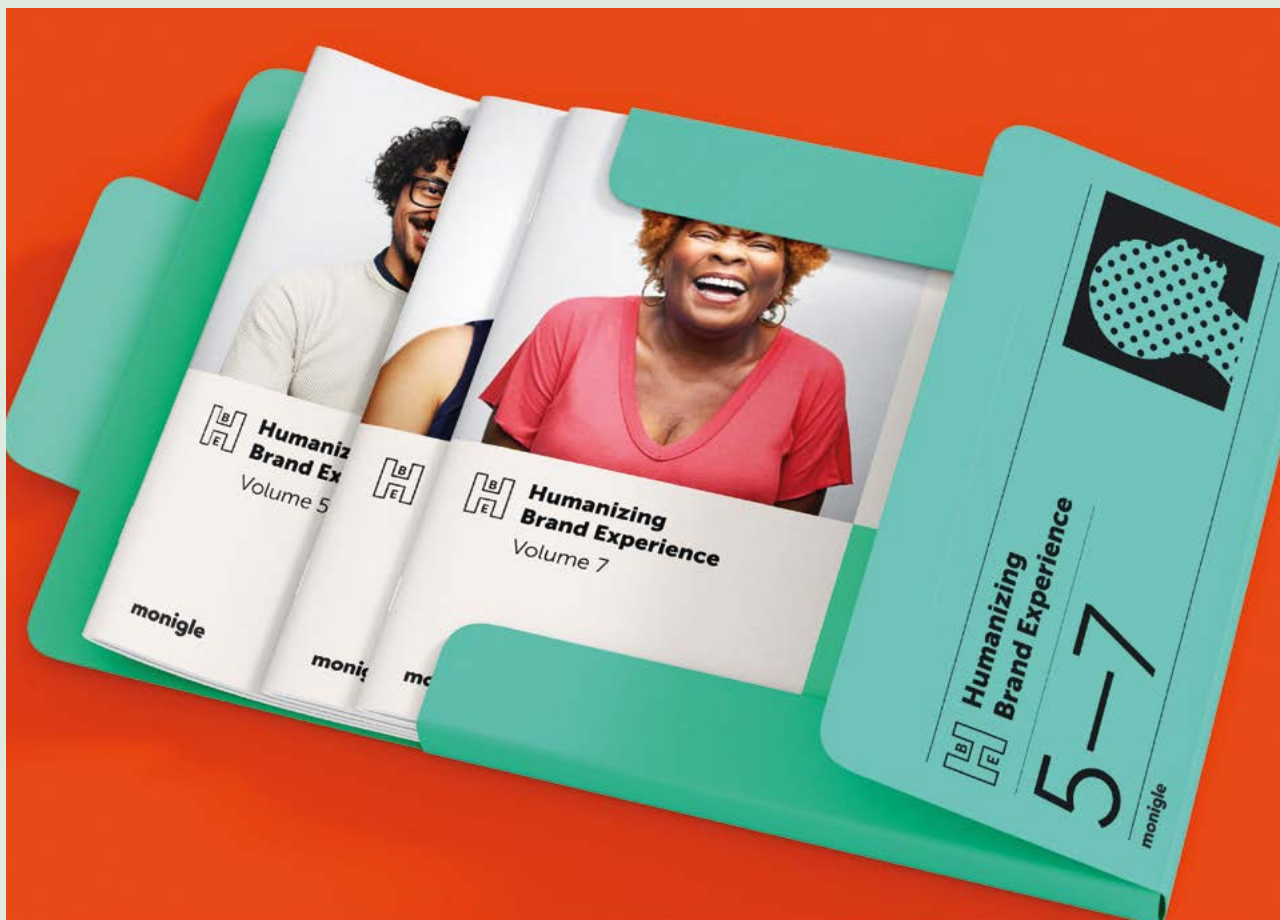
Tin Pot Creamery’s transformation from a local ice cream shop to a national supermarket product was ingeniously guided by Allison. The new identity feels homegrown with a professional coherence previously lacking. The new identity is visually pleasing making consumers beyond Tin Pot’s traditional locale scream for ice cream.

**HIGHLY COMMENDED
COPPERTONE AND PEARLFISHER**

Coppertone worked with Pearlfisher to sensitively evolve its brand, reuniting its heritage with a sunny new graphic language.

**HIGHLY COMMENDED
PEPSICO DESIGN & INNOVATION –
MIRINDA GLOBAL RESTAGE**

Mirinda made an ‘M-pact’ through the deployment of its signature ‘M’ logo across brand touchpoints, in a fun, colorful update.



GOLD

MONIGLE

Monigle has been one of the leading players in the North American brand industry for decades. But its own brand was becoming cumbersome and intractable. To inspire clients and employees, it needed to inject its brand with the sense of verve and dynamism characteristic of its agency. The new brand system is visually refreshed to include fun, clean graphics. But the strategic framework allows the new Monigle brand to shine. Its focus on dynamic storytelling, motion graphics, versatility and functionality offer a new beginning for the branding giant.

Judges thought the improvement was impressive. One said, "This refresh could support the generation of new business." Another added, "really well executed. It shows distinctiveness through its shapes and colors." The new Monigle has also improved employee pride and motivation.



SILVER

GE VERNOVA AND INTERBRAND
 GE Vernova's evolution into a future-focused energy brand aiming to take action on climate change has been well supported by Interbrand's work. The new brand is bracingly honest, motivating and visually compelling. One judge said this was a "great example of raising the bar in terms of giving a brand a unique positioning and look."



SILVER

WOODWARD AND MONIGLE
 Summer camp Woodward sought to inspire the next generation of elite athletes by introducing a youthful, motion-inspired visual expression. Monigle used the motion inherent in the shape of the 'W' to craft a graphic device that flows throughout the brand's touchpoints. "This was the perfect evolution for this iconic brand," said one judge simply.



BRONZE

MICROSOFT – SUSTAINABILITY EXPRESSION: THE FUTURE IS WILD

Color has always been an essential part of the Microsoft brand. However, to update a tired palette, it worked with Pantone to evolve its hero colors into a simpler, more attractive array of brand colors. The company’s creative director said, “We can now shift away from always-on vibrancy and old notions of what ‘colorful’ means and be more relevant to Microsoft’s new, younger audiences.” Judges agreed, praising the subtle, yet impactful shift.

HIGHLY COMMENDED Q4 AND THACKWAY MCCORD

Q4 worked with Thackway McCord to transform itself into a technology-first digital player. Judges thought this innovative rebrand marked a positive change for the company.

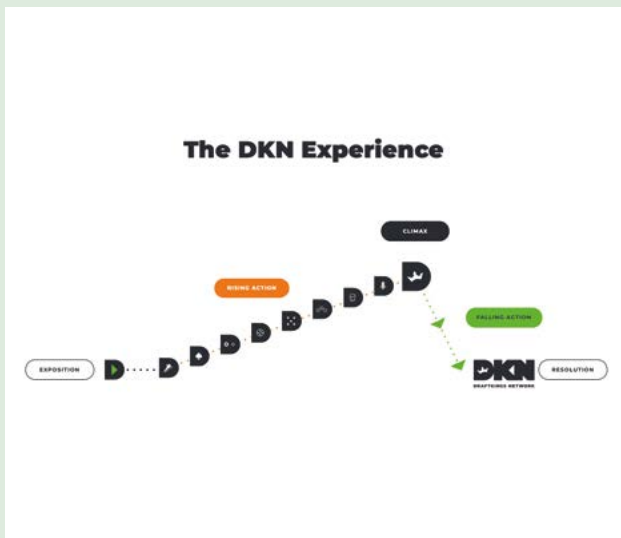
HIGHLY COMMENDED UNISYS AND LANDOR & FITCH

Unisys and Landor & Fitch developed an improved visual identity based on the strategy of perpetual motion. Judges called it “cutting edge while remaining human and recognizing growth and movement.”

**HIPPO HARVEST AND LANDOR & FITCH**

The climate crisis is posing a massive challenge for American farming. Hippo Harvest addresses this through a sustainable, tech-enabled agricultural strategy. To make an impact and tell its brand story, Hippo Harvest worked with Landor & Fitch to capitalize on its greatest brand asset, its sustainability. Delivering food that is both good for people and good for the planet, Hippo Harvest has engaged with consumers, who are purchasing its products in droves.

The brand strategy doesn't shy away from discussion of climate change nor does it ignore the impact that will have on food security in the US. Instead, the brand's copy style is bold. This allows it to position itself squarely in consumers' minds as not only a sustainable product, but a company that is taking action to make long-lasting change. One judge called this "really exciting work that feels like a breakthrough in the category. The excitement and passion jump off of the brand and it feels palpable." Another praised the "great combination of organic shapes while showcasing technology as well. It makes it approachable."



SILVER

DRAFTKINGS NETWORK WITH MAKERHOUSE (A HOGARTH STUDIO) AND SONIC LENS

DraftKings Network intends to be a cultural hub for sports, betting, gaming and lifestyle pursuits. Makerhouse (A Hogarth Studio) and Sonic Lens developed a visual, sonic and motion brand focusing on three key points in a user journey: anticipation, electricity and ‘the payoff.’ Judges called this “punchy, high energy, definitely cut-through branding.”

BRONZE

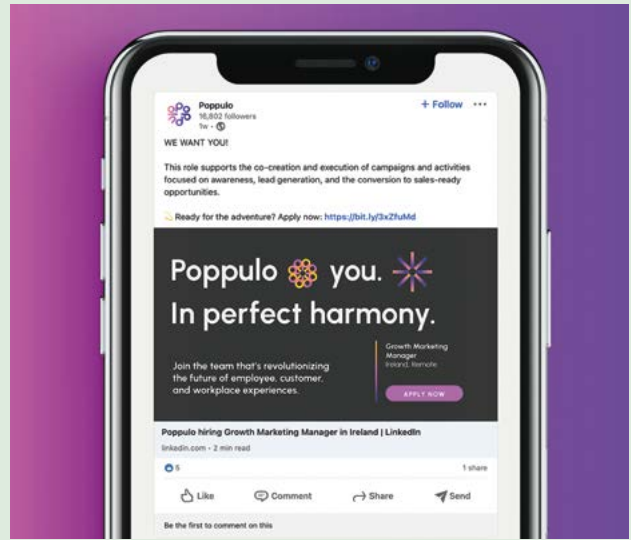
DAWN HOUSE AND NORTHBOUND

Instead of using age-old branding tropes focusing on protecting the elderly or harkening back to a nostalgic era, Dawn House was created to inspire a positive mindset and outlook for the future. The adjustable bed brand worked with Northbound to develop a lifestyle-like visual identity and a brand anchored in the ethos ‘rise, shine, thrive.’ Judges thought this approach stood out and added a sense of luxury and wellness not often seen in the sector.

monigle

**Humanizing
brands.
Moving
people.**





BRONZE

FULLSIGHT AND CATCHWORD BRANDING

Safety standards company Fullsight was built from three individual organizations to create better standards in aerospace, automotive, manufacturing and beyond. Catchword Branding developed the unified brand to inspire progress, innovation and growth. The double-dotted 'i' in the wordmark acts as a key visual device and communication mechanism for the brand.

BRONZE

POPPULO AND MONIGLE

After the pandemic, Poppulo needed to engage with all employees, wherever they may be. To communicate this, Monigle crafted a brand focusing on fluid communications. Using a gradient and a handful of key graphic devices, the visual identity is effective and simple, allowing Poppulo to effortlessly make a memorable impact on its audience.

HIGHLY COMMENDED AMERICAN PET NUTRITION AND SMITH DESIGN

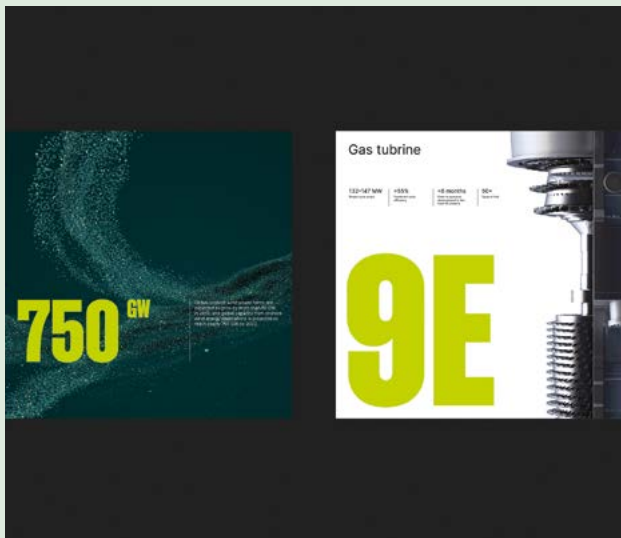
American Pet Nutrition delivered Nextrition with Smith Design to disrupt the cold-pressed pet food market with an aspirational, impactful brand design.



DRAFTKINGS NETWORK WITH MAKERHOUSE (A HOGARTH STUDIO) AND SONIC LENS

DraftKings’ new media company DraftKings Network would unite culture, sports, betting and lifestyle interests. The brand would have to relate back to the parent company while elevating brand perception and crafting a strong relationship with new audiences. Makerhouse (A Hogarth Studio) examined the existing portfolio, identifying cohesive philosophies underpinning each brand. This allowed DraftKings Network to unite existing colors, brand assets and patterns with new implementations and renderings, creating something entirely new in the process.

“A comprehensive design language that elevates the brand and speaks directly to its audience. It’s dope,” said one judge. Others said, “Love this; the visual language exudes media while staying true to its parent branding. Bold thick lines that translate to the crown graphic and the motion and sonic elements that denote an audio wave are all connected and beautifully executed. The clever use of type counters to show the flexibility and range of topic and element was a nice touch of whimsy,” and, “It merges the essence of the parent with the strategy of the new.”



SILVER

GE VERNOVA AND INTERBRAND

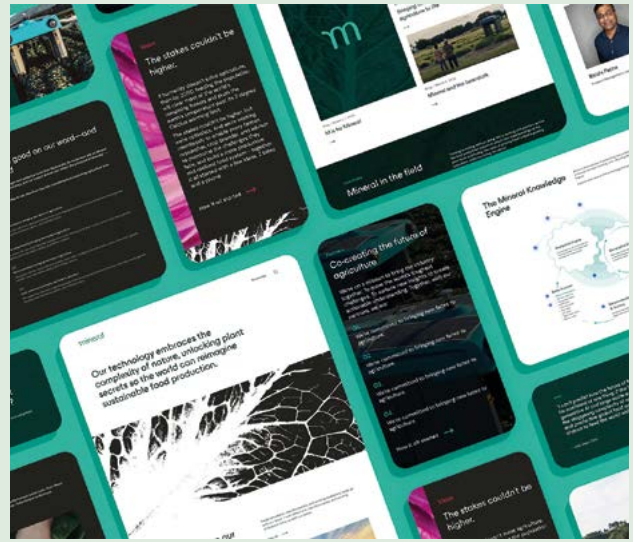
GE split its interests into three individual companies, including energy business GE Vernova. The brand was designed to connect the clean energy needs of the future with engineering and innovation. Interbrand's brand development focused on an action-oriented visual identity with compelling language and hard-hitting journalistic style photography. Judges said this was "tastefully executed" and had moved beyond "the GE we grew up with."

SILVER

VIU BY HUB AND MCMILLAN

VIU by HUB was designed to provide customers with clearer, more easily accessible insurance. It had to deliver straightforward communications while also inspiring trust. McMillan achieved this through a warm visual identity and a clean graphic language. Judges thought this was a clever, friendly way to differentiate the brand from the rest of its category.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



BRONZE

COLGATE-PALMOLIVE COMPANY

Colgate-Palmolive Group's Plaque Pro Release toothpaste had to avoid unsavory allusions to poor dental hygiene and deliver a visual brand on par with the product's premium status. The brand achieves this with a luxe silvery bottle, a brand icon inspired by the product's characteristics and an attractive slab serif typeface, all while clearly existing as part of the Colgate family.

BRONZE

MINERAL AND PROPHET

Born out of Alphabet's X program, Mineral has set out to change the face of the planet through smarter, more sustainable agricultural practices. Prophet developed a brand that would sit nicely within the Alphabet ecosystem, while allowing Mineral room to grow. One judge praised the "organic shapes and patterns that immediately convey the agricultural and environmental nature of the company," and, "an incredibly flexible system that seems to maintain cohesiveness with consistent layouts and use of photography."



GOLD

OLERIA AND NORTHBOUND

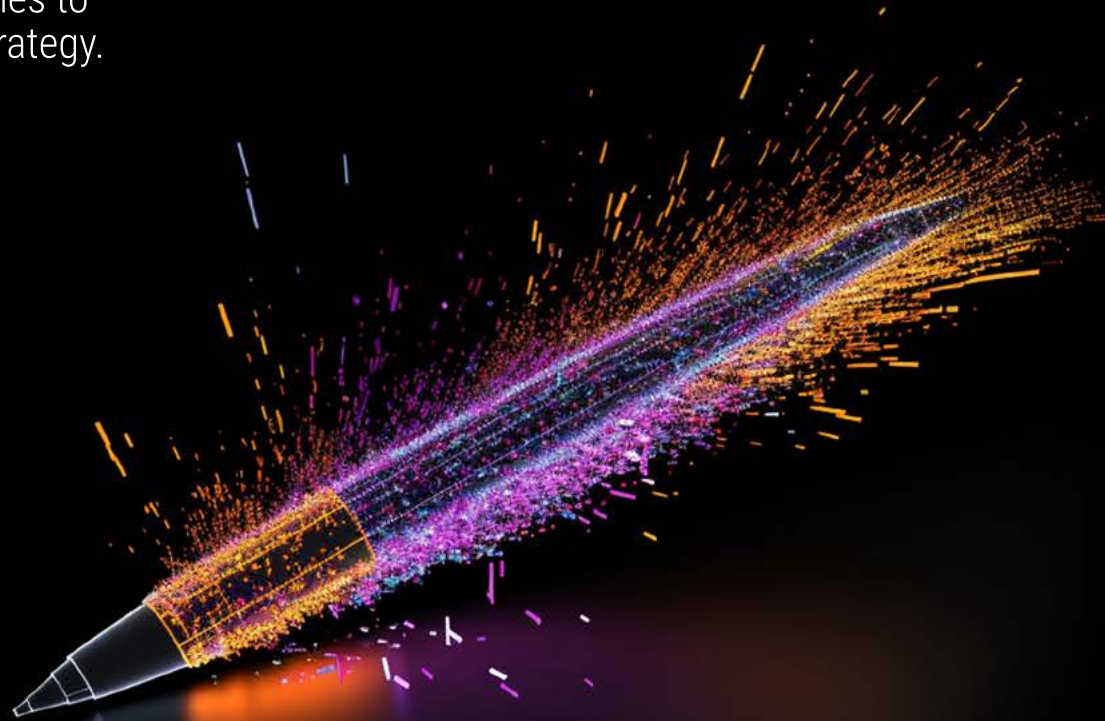
The brand protection and cybersecurity landscape is often plagued by dark, shadowy imagery and doom-mongering language. But one tech startup wanted to inspire change by linking innovation and growth with cybersecurity. To express this unique standpoint, Northbound developed the name Oleria. Also the name of a clearwing butterfly, Oleria is infused with growth, freedom and clarity; characteristics often anathema to the category.

The name helped inspire the rest of the brand development, from the strapline – ‘security that sets your business free’ – to the earthy and airy tones and butterfly-like logo. One judge praised the “excellent application of the name through the visual identity and tone of voice. Oleria permeates all aspects of the brand identity. It feels holistic and intentional.” Others loved the strategic foundation of the concept of freedom as a starting point for the brand development.

Innovation + Creativity

Circana congratulates the **Transform Award 2023 winners!**

Your work stands as a reminder of the excellence we all strive for when it comes to rebranding and brand strategy.



Complexity
into **Clarity**





BEST NAMING STRATEGY (NEW NAME)

SILVER

CIRCANA AND LANDOR & FITCH

When two consumer research firms joined forces, they needed a name that would inspire clients and evoke a sense of understanding – something their current names didn't do. Landor & Fitch crafted the name Circana, evoking a sense of a full circle of vision, clear change and cutting-edge strategic insight. Judges thought the way the merger and rebrand were anchored in the renaming strategy was creative and effective.

SILVER

ENVU AND HLK

Bayer's divested environmental sciences business needed to inspire a global audience and unite the business behind its new direction. HLK used 'environmental visionary' as the inspiration for the new name, Envu. Brand awareness was at 54% among target audiences just six months after launch. "I think Envu is a great example of an easy and practical way to bring the name to life," one judge said.



GE VERNOVA AND INTERBRAND

To inspire a new future for GE’s energy business, Interbrand turned to root words ‘verdant’ and ‘nova,’ creating GE Vernova. The name provides a clear link to the company’s mission to change the future of energy for the better. One judge said, “Great work on this one. I like how they decided to separate this one from the GE family of brands, to make it unique and to bring the company’s vision to life via the naming.”

THE ROVER HOTEL AND MIGHT & MATTER

The Rover Hotel had to stand out amid a crowded Miami hospitality landscape. It worked with Might & Matter to capitalize on a key point of difference: providing a base from which to explore like an insider. The Rover’s “exciting and descriptive name” impressed judges with its clear connection to the company’s objectives and strategic direction. Rounded out with a “beautiful wordmark and campaign,” the Rover is a clear success.

HIGHLY COMMENDED LIVIAN AND SIEGEL+GALE

Keller Williams Realty worked with Siegel+Gale to rebrand to Livian, an intentional play on the words ‘living in.’ “Memorable and approachable,” said one judge.

upbound

GOLD

**UPBOUND GROUP, INC.
AND INTERBRAND**

Rent-A-Center had clear connotations of physical stores, so with its acquisition of Acima Holdings, it decided to make a change. It needed to resonate more successfully as an omnichannel fintech brand. And, with the rise of buy-now-pay-later alternatives, it had to inspire confidence and security. Interbrand crafted the name Upbound Group as a result. Not only is it a broader name built to encompass a variety of subsidiaries, but it inspires a sense of resilience and mobility.

Judges thought the solution was an incredibly effective way to move the company forward. "It has a great feel to it and fits the task," said one judge. Others praised the way Upbound capitalized on the opportunity offered by its expansion to make a substantial and effective change.

BEST NAMING STRATEGY (RENAME)



SILVER

VIALTO PARTNERS AND PROPHET

When PwC spun off its Galaxy sub-brand, the newly divested company needed to make a name for itself in the mobility landscape. Prophet developed the name Vialto Partners, inspired by the root words 'via' and 'alto.' Describing momentum and ambition, it also acted as a subtle nod to Venice's Rialto Bridge and the site's metaphor for connection.

BRONZE

BOLDYN NETWORKS AND LANDOR & FITCH

BAI Communications' connectivity infrastructure is the foundation for modern living. But it needed a global name to support growth beyond its native Australian shores. Landor & Fitch introduced Boldyn Networks, a name with a dynamic spirit, category-challenging norms and inspirational objectives. "A strong name that matches their bold vision," said one judge.



BRONZE

EDUCATIONAL DEVELOPMENT CORPORATION (EDC) AND CATCHWORD BRANDING

To support its direct-to-consumer sales, Usborne’s Educational Development Corporation needed a name that would be pithy, playful and child-friendly. It worked with Catchword to develop PaperPie, a name that defies publishing norms and appeals to the company’s target audiences: children, parents and educators. The unique new name puts a happy, approachable face on Usborne’s books.










MORNINGSTAR AND CREATIVE BUSINESS COMPANY

Morningstar's brand architecture was a sprawling, confusing mix of products and services that was actively confusing customers. Morningstar needed also to communicate about the breadth of its services beyond its well-known rating system. To achieve this, Creative Business Company consolidated the brand, introducing a family of six, easily understandable brands.

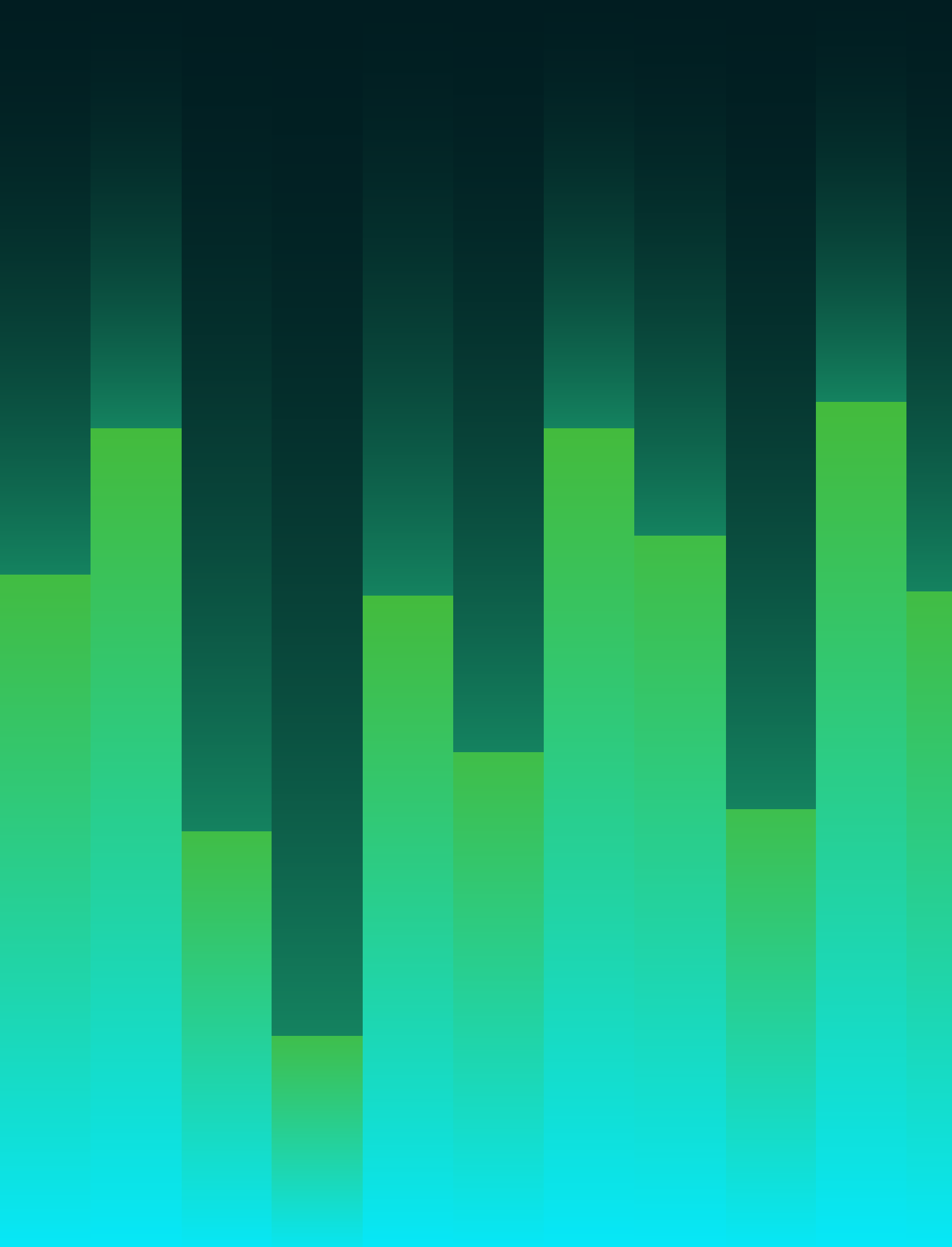
The naming system is descriptive and functional. While it serves to clean up the brand architecture, it also allows for a more intuitive delineation of the company's products and services. "I applaud this piece of work. It will give Morningstar a sound platform for its future developments," said one judge. Another said, "This is an exemplary case study in the value of a rigorous brand architecture. It was a bloated and confusing landscape of offerings rationalized into a logical, comprehensive system. It really is that simple."



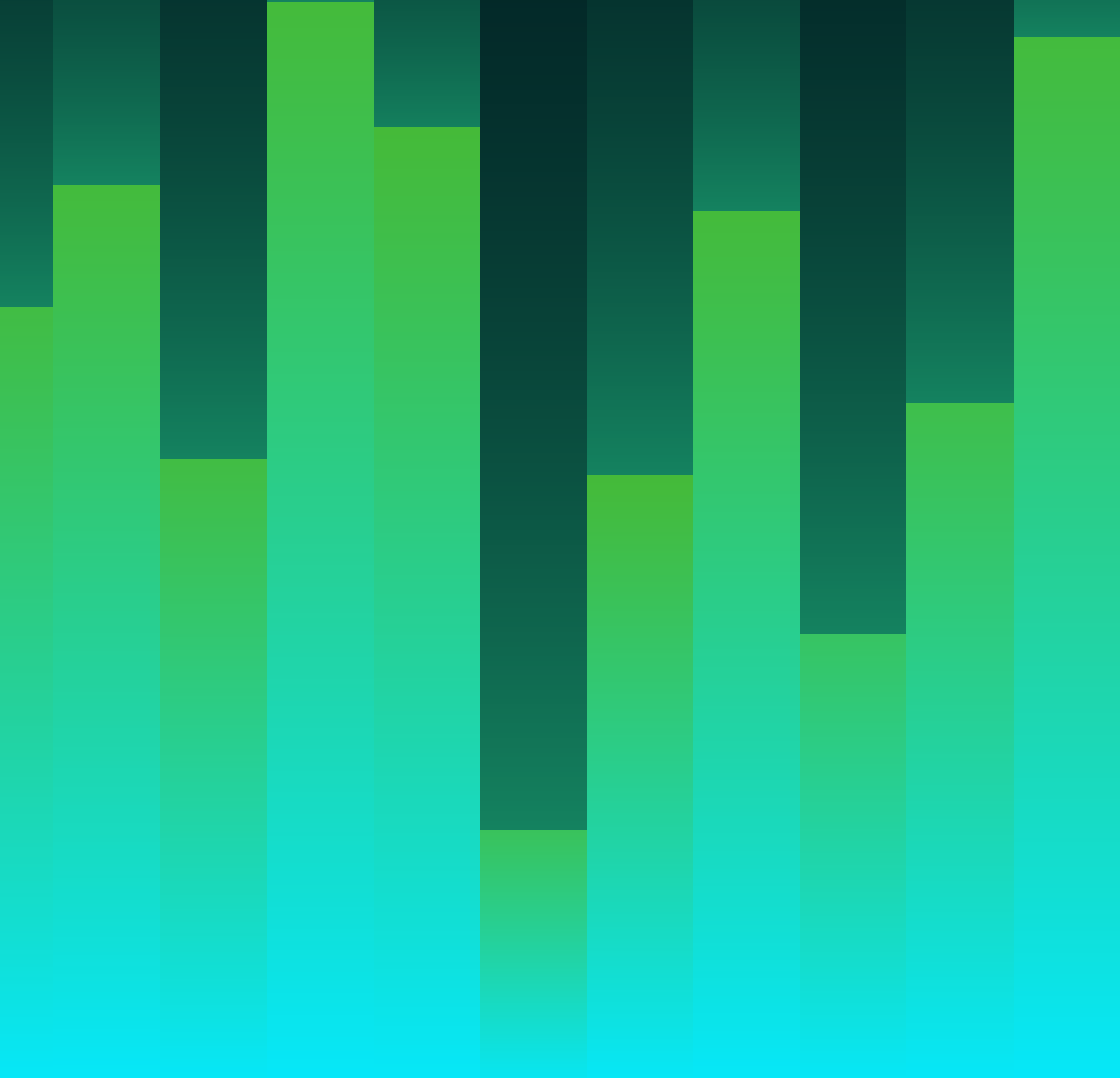
SILVER

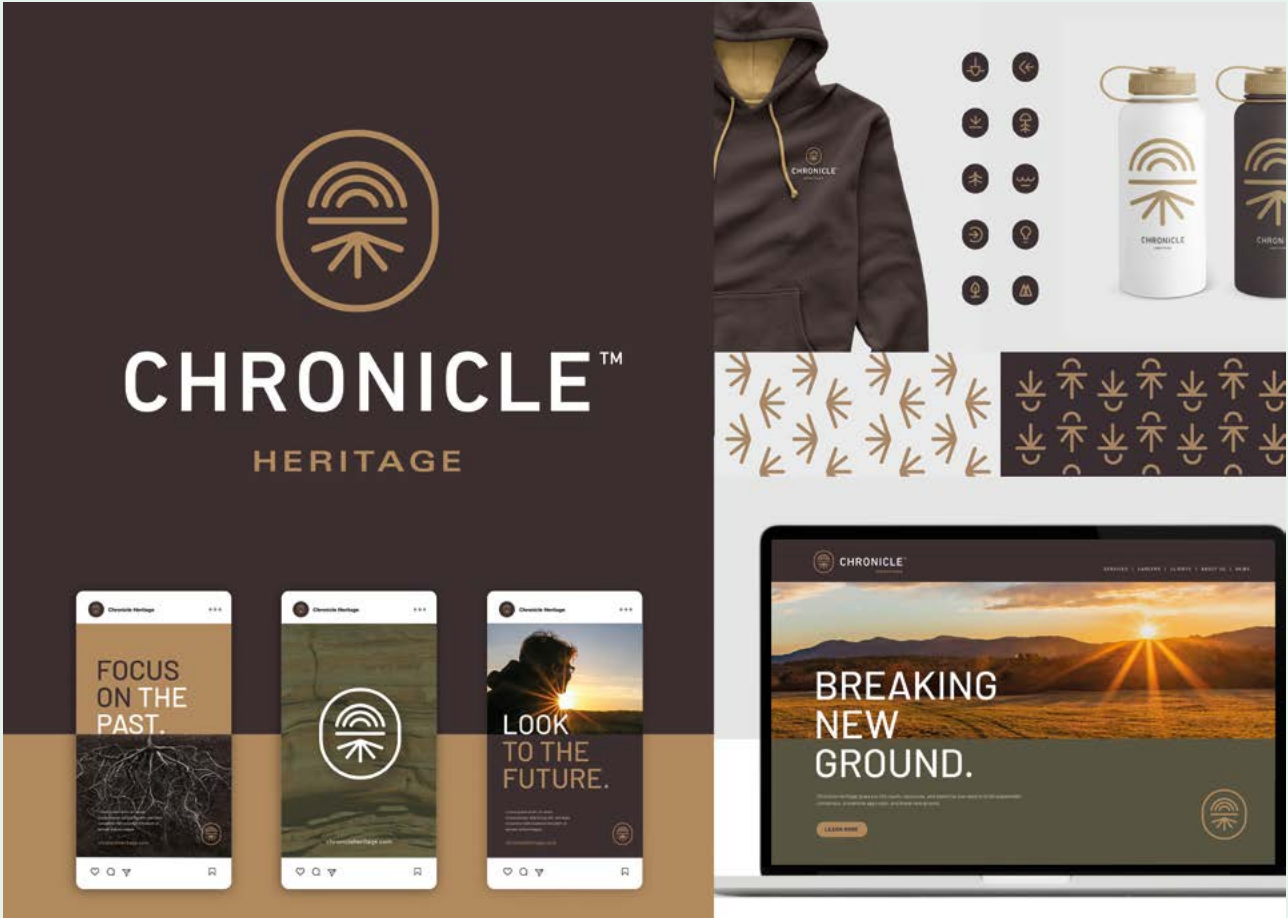
AUTODESK AND PROPHET

Autodesk's shift toward cloud software solutions required a naming convention that would speak to its existing industries while also indicating a focus on the future. A clear set was introduced by Prophet: Autodesk Flow, Forma and Fusion. Judges said this simple, memorable strategy was well-conceived, particularly as a means to help consumers adapt to the new subscription-based model.



TYPE





CHRONICLE AND MCMILLAN

Two cultural resource management companies – PaleoWest and Commonwealth – joined forces, creating a global business charged with the management and stewardship of cultural heritage sites. To express the company’s purpose, McMillan focused on its ability to tell stories about people and societies. Thus, Chronicle was born.

The visual identity features an earthy color palette and a well-crafted logo that feels akin to a petroglyph or piece of cave art. Anchoring the brand in the ‘break new ground’ strategy was an effective choice, and one that judges thought led to a refreshed tone of voice. One praised the “great name and distinctive branding. The color palette and icons are intelligent and help to inform the brand’s authenticity and purpose.”



SILVER

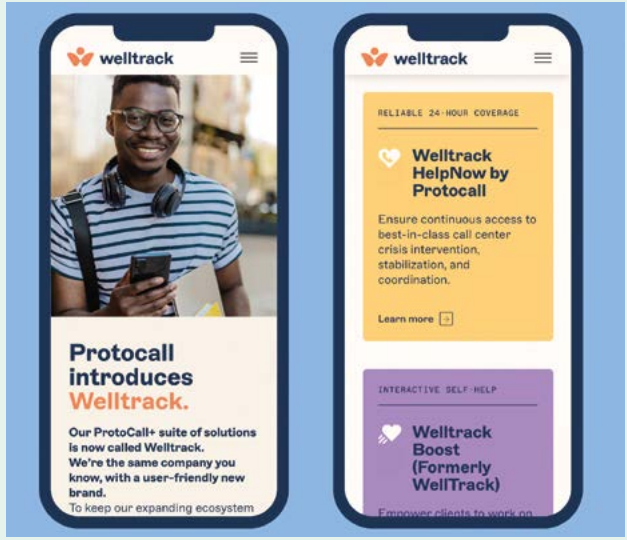
CIRCANA

When data analytics and market insights firms Information Resources and the NPD Group merged, they needed to create a brand that could communicate the value of clear insights. The name Circana achieved that by alluding to a full circle of vision, allowing clients to turn ‘complexity into clarity.’ One judge said, “This is a great example of a rebrand retaining and even creating value for the target audience.”

SILVER

OPORTUN AND LIPPINCOTT

Personal finance brand Oportun acquired investment app Digit prompting a rebrand that could unify the two companies. Lippincott developed a brand steeped in opportunities, putting the power to control people’s finances into their own hands. One judge said this was “a rebrand that felt like it was intentionally created for the audience and delivered value back to the consumer.”



BROADVIEW FEDERAL CREDIT UNION AND TENET PARTNERS

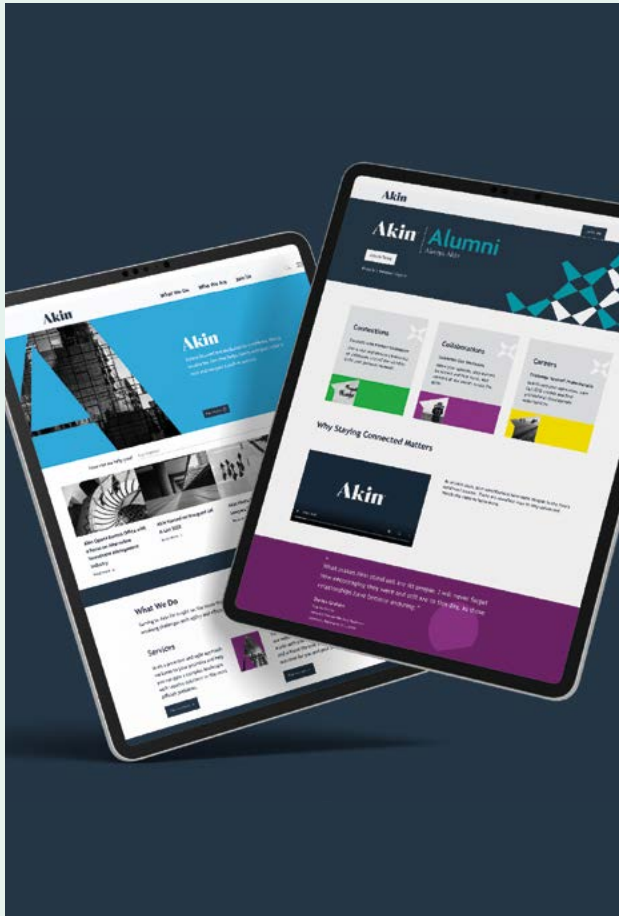
State Employees Federal Credit Union and the Capital Communications Federal Credit Union merged to create Albany’s premier financial institution. The new firm worked with Tenet Partners to create Broadview Federal Credit Union, a brand focused on providing a clear view on finance and a future-facing approach to money management. Judges praised the naming strategy and modern color palette.

PROTOCOL AND FAZER

Crisis Care brand Protocall worked with Fazer to clarify and clean up its newly acquired business WellTrack and organize Protocall into an effective parent brand. The result is a “fresh perspective in application across brand spaces,” according to one judge. Others praised the retention of the brand equity both businesses had in their names while still using their brands to reach new audiences.

HIGHLY COMMENDED SC LABS AND MCMILLAN

Three cannabis testing labs – Agricolor, Botanicor and SC Labs – joined forces behind the SC Labs brand to facilitate expansion. McMillan’s tricolor logo offers a fresh new face for the company.



GOLD

AKIN AND LIVING GROUP

Akin's aging brand was failing to inspire a new generation of legal recruits and struggling to communicate the firm's fast-moving, progressive nature with clients. To change perceptions, Living Group crafted a digital-first brand that is founded in four key pillars: active, human, specialist and excellence. Similarly, by renaming from Akin Gump Strauss Hauer & Feld, the firm could focus on harnessing its primary brand asset, its name.

Living Group introduced a visual style replete with contemporary colors, a strong typeface and a windowpane device used to great effects across multiple touchpoints. "This work actually breaks from the cold of stodgy law firms. It presents a new, colorful and dynamic face without losing any of the gravitas a law firm needs to succeed," said one judge. Another added, "Wow! Unexpected to see lawyers in these clothes."



GOLD

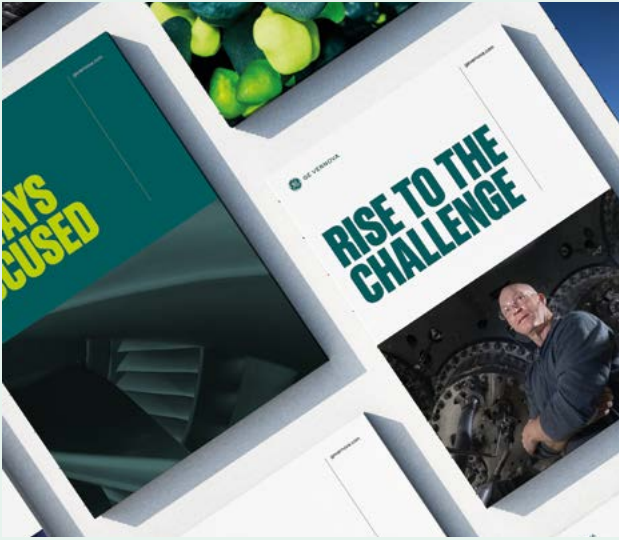
GE AEROSPACE AND INTERBRAND

GE Aerospace's mission has certainly changed. From contributing to the broader GE corporate brand to standing on its own, a rebrand from Interbrand has prepared it to take flight. The new brand had to communicate a spirit of exploration while also reaffirming GE's trademark safety, quality and reliability. The visual identity achieves this by uniting aerospace-inspired visual cues – like GE's signature 'atmosphere blue' – with inspiring photography and contemporary graphic devices.

The brand stands above the clouds for its ability to maintain a continuity with GE's legacy while forging new frontiers in aerospace engineering and exploration. "So much equity is at stake," said one judge. "Interbrand has done a beautiful job of designing the heritage brand for the future of GE Aerospace. Beautiful work."

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

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



SILVER

GE VERNOVA AND INTERBRAND

GE Vernova needed to communicate its purpose of taking action to deliver cleaner future energy solutions. To achieve this, Interbrand built a positive, thrusting brand that is mission-oriented and motivated. “The work is gutsy and beautiful,” said one judge. Another said, “I love what they did here. It looks like a company that is being bold and taking risks.”



BRONZE

GBTA (GLOBAL BUSINESS TRAVEL ASSOCIATION) AND SUSTENA, A PARIVEDA COMPANY

The travel industry’s membership organization, the GBTA, worked with Sustena, a Pariveda company to build a more dynamic brand that could unite and inspire its members. The rebrand’s timeliness after the crisis of the pandemic makes this repositioning a successful one. “The positioning and messaging is spot on,” said one judge. Another praised it for being a “great step forward in terms of its logo, colors and message.”



BRONZE

Q4 AND THACKWAY MCCORD

Investor relations cloud solutions business Q4 wanted to communicate its digital-first nature. To achieve this, Thackway McCord introduced a shimmering new logo and series of animations that sit Q4 squarely in the digital ecosystem. “This logo delights with its simplicity and discovery. It’s a gem, even before the appropriate textures are applied,” said one judge. “An exemplary demonstration of the power of design to create new distinct impressions.”

**HIGHLY COMMENDED
BORGWARNER AND SIEGEL+GALE**

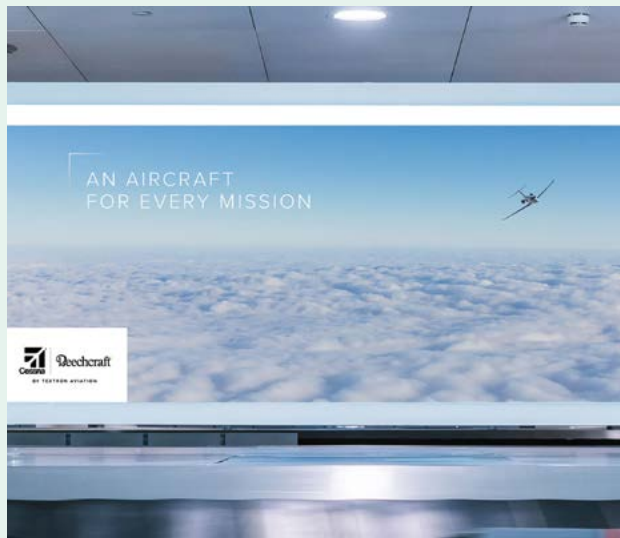
BorgWarner worked with Siegel+Gale to introduce a repositioning as the foundation of its electric future. The ‘Charging forward’ strapline is complemented by a lean, stylish logo design.



HOLMAN AND STARFISH

Holman had grown through acquisition to become one of the world's biggest auto services brands. The holding company of Holman had been little more than an umbrella, but to foster unity and cohesion – and future growth – it needed to play a more prominent role. To ensure all of its subsidiaries and thousands of employees were on board with the change, it needed to reflect the company's core purpose. Thus, the 'Driving what's right' strapline was born.

Starfish built a brand behind that mission statement complete with a streamlined elegance infused with subtle automotive cues. The result is a single entity focused on the road and support for all who use it. Judges thought the visual identity evolution was elegant and contemporary. In terms of consolidating a sprawling brand, they were impressed with the strategic foundation behind the brand, which acted as a unifying point for the vast business.



SILVER

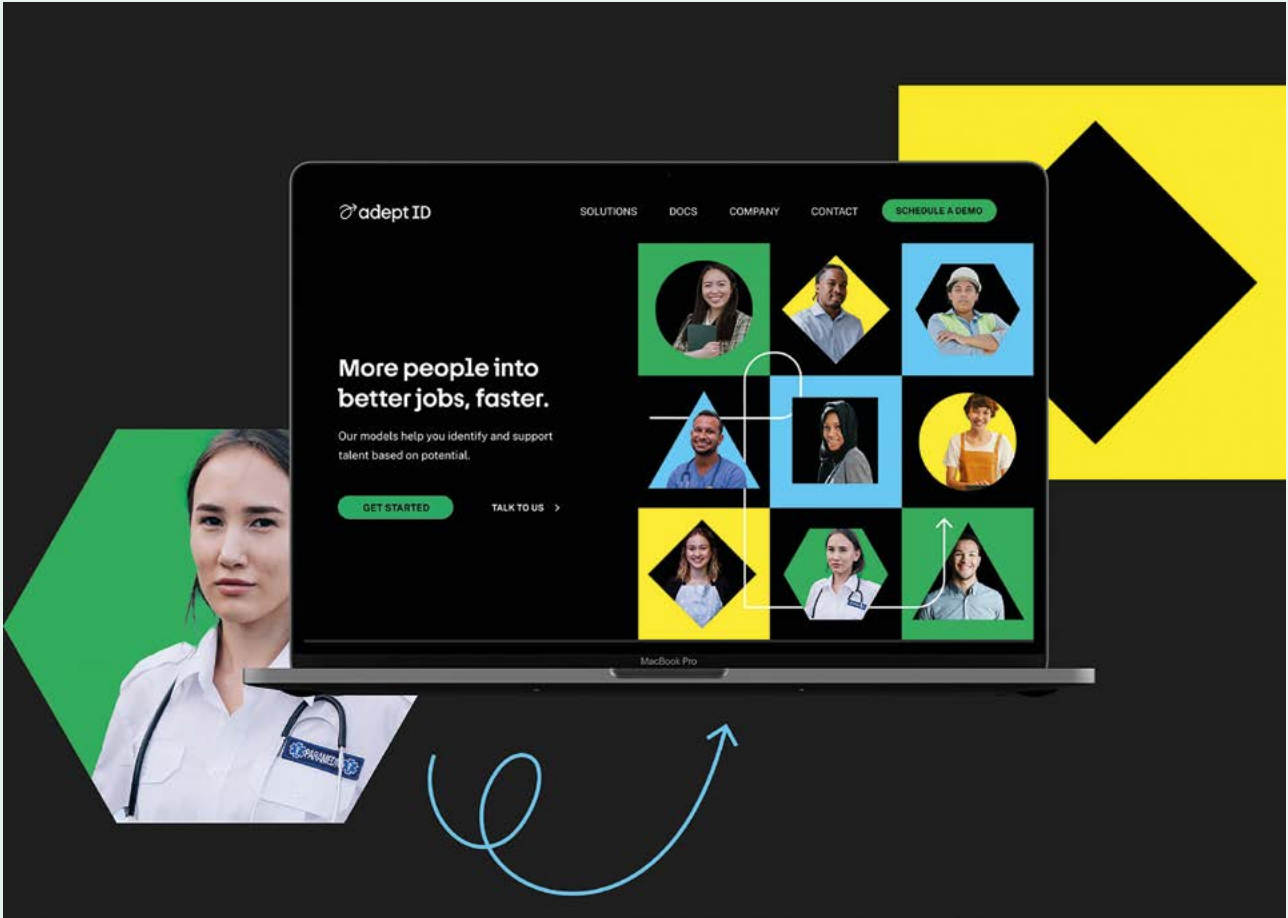
BRIDGEWAY AND SUSTENA, A PARIVEDA COMPANY

To support its size and expansion goals, Bridgeway created a single business behind the 'future of freight.' Replacing a mess of brands sitting under an uninspiring umbrella, Sustena, a Pariveda company crafted a simple brand structure that clarifies the company's properties. Subsidiaries were transitioned to the new system in a gentle way to ensure ease of adoption.

BRONZE

TEXTRON AVIATION AND BRUNSWICK CREATIVE

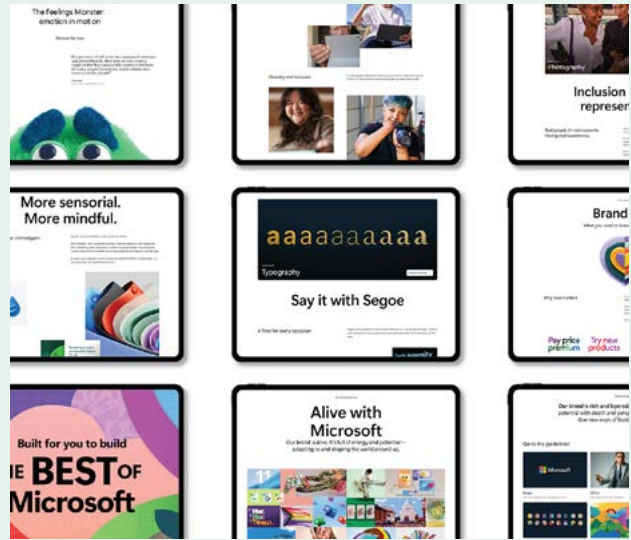
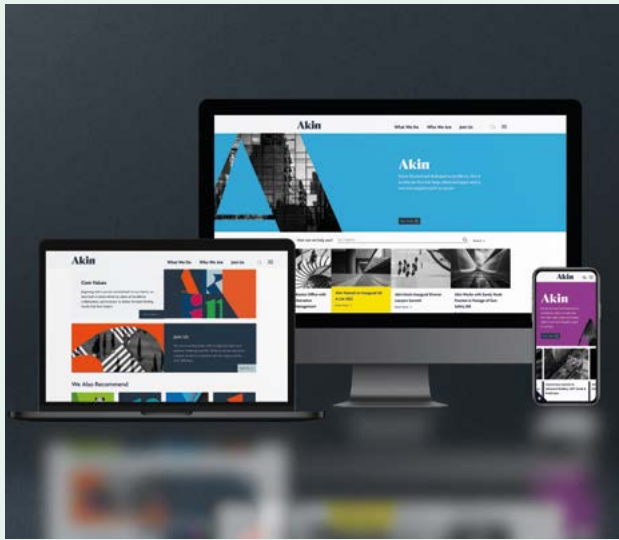
Textron Aviation wanted its parent brand to sit more prominently alongside its well-known product brands like Cessna and Beechcraft. Brunswick Creative developed a sleek, adaptable style that has the company flying high. Judges liked the flexibility of the grid system, with one adding that it "Feels confident and luxurious. It's well executed, simple and clean."



ADEPTID AND 8 POINT STUDIO

Talent and resourcing company AdeptID uses AI and technology to find the right people for the right role. But its brand used technology blue and a fingerprint device, lending it the feel of a cybersecurity brand. It worked with 8 Point Studio to usher in the 'future of work' through a blend of personal touches and tech know-how.

The company's new website simply and cleverly delivers key messages and encourages people to interact with the brand. An arrow device provides a necessary consistency while also communicating forward motion. Judges thought this was an excellent way to encapsulate motion and momentum visually. Similarly, the new brand uses a solid strategic foundation to reframe perceptions of AdeptID for the better.



BEST REBRAND OF A DIGITAL PROPERTY

SILVER

AKIN AND LIVING GROUP

Law firm Akin’s new website deploys color and a windowpane graphic device to communicate its progressive, contemporary approach. This has not only helped change perceptions of the firm among clients, but allows Akin to compete for the top legal talent more effectively. One judge said of the Living Group work, “It’s surprising for a law firm, in a positive way! Well done.”

SILVER

MICROSOFT – BRAND CENTRAL: FROM INFORMATION TO DESTINATION

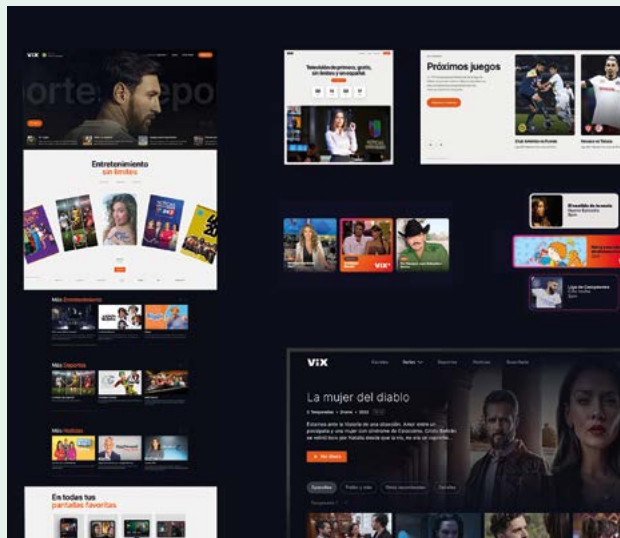
Microsoft’s internal brand portal needed to be more than a dumping ground for its thousands of assets. The new Brand Central is a living database that encourages employees to explore Microsoft and get more out of its incredibly rich brand world. Judges had only praises for this strategic, usable redesign.

We should've ordered the chicken.

fazer

fazer.agency





BRONZE

MGAC AND DESANTIS BREINDEL

Project and cost management consultancy MGAC used a recent acquisition to pivot its brand. It worked with DeSantis Breindel on a new site that introduces a chic, stylish partner for global clients. “It felt a lot more premium,” one judge said, adding praise for the high-end graphics and luxurious photography style.

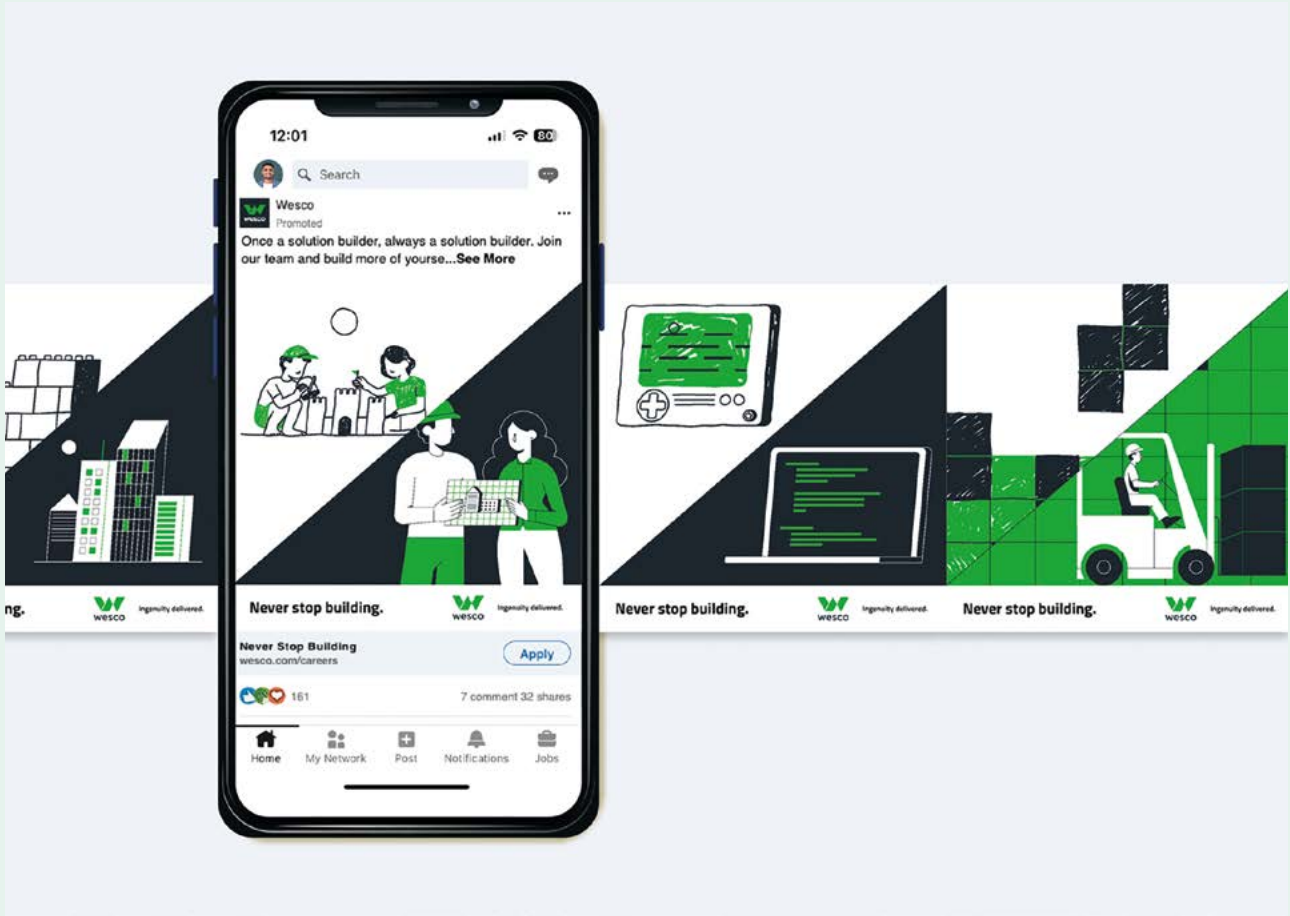
BRONZE

TELEvisaUNIVISION: VIX STREAMING BRAND AND INTERBRAND

TelevisaUnivision’s streaming portal ViX needed to communicate the market-leading positioning of the Latin culture broadcaster by amplifying authentic stories and providing a cohesive brand home for the company’s many assets. Interbrand delivered a highly usable, colorful platform full of personality.

**HIGHLY COMMENDED
JACOBS AND SIEGEL+GALE**

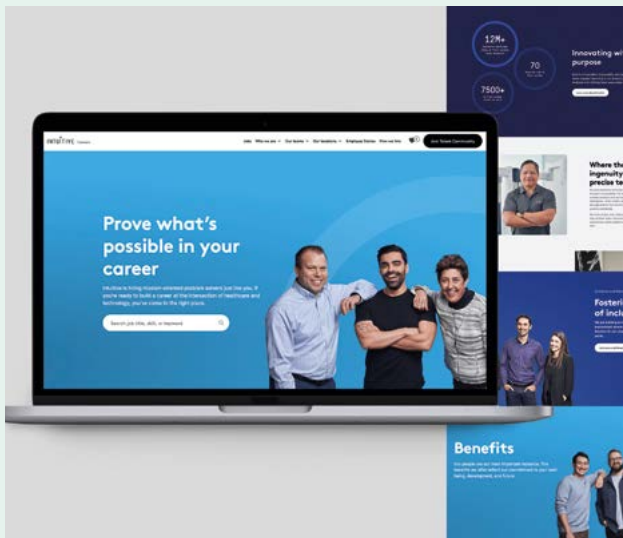
Jacobs worked with Siegel+Gale to implement AI search on its website, allowing the platform to become more than a simple repository for information.



WESCO AND JOE SMITH

Industrial supplies companies Wesco and Anixter merged to create a powerhouse in supply chain solutions. But, to facilitate the merger, the company had to ensure its employer brand was delivering. Joe Smith had to not only transform perceptions of Wesco itself, but of careers in the supply chain and logistics industry more broadly.

The clever solution was to showcase kids playing who tinkered, built things and explored through play in a corporate film. The strapline ‘Never stop building’ delivered an emotive message to potential candidates. Judges thought this inspiring solution was well-suited to Wesco’s corporate brand and ambitions. One judge said this was a “solid brand idea and rallying cry. Fantastic work.”

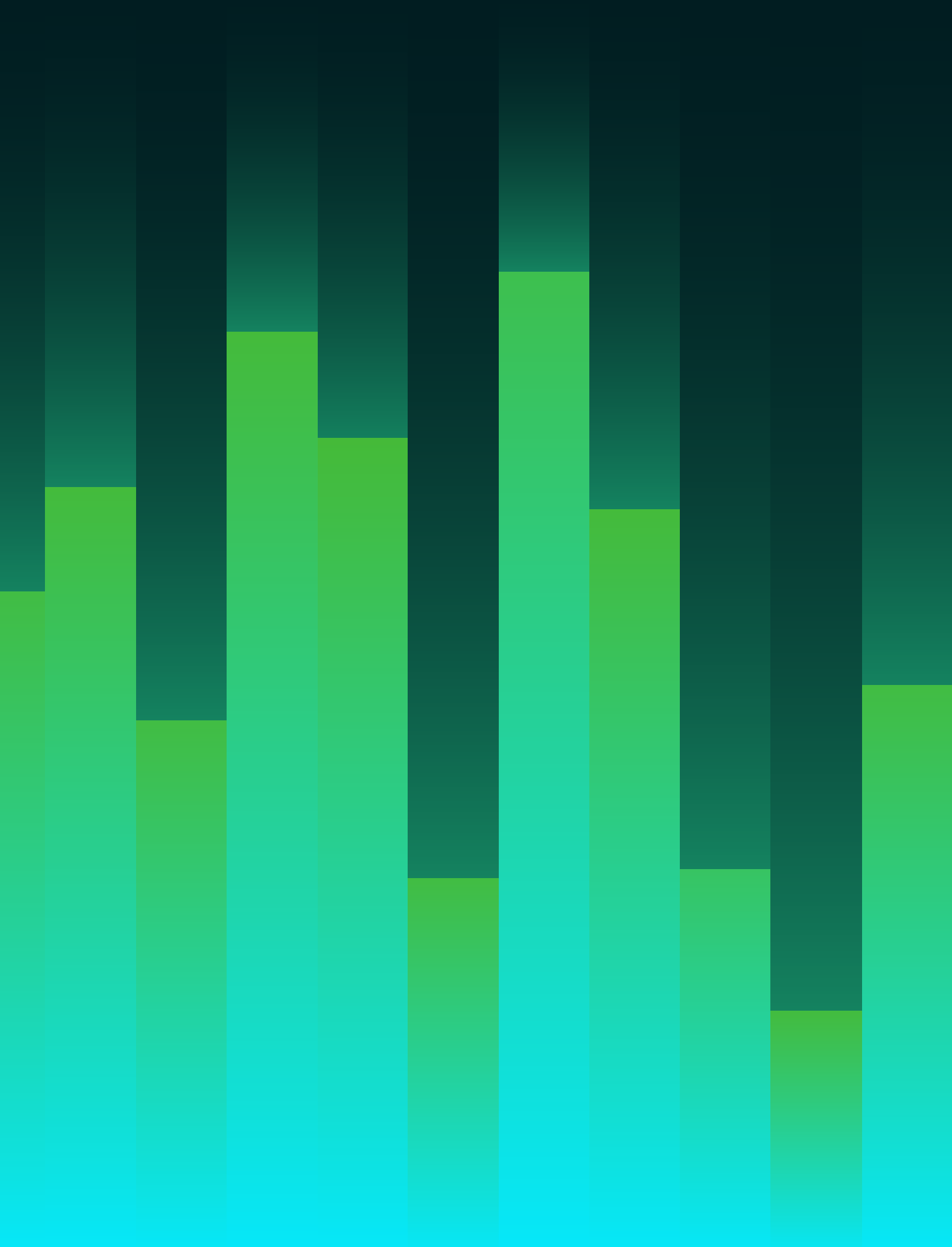


SILVER

INTUITIVE AND PH.CREATIVE

Surgical robotics company Intuitive worked with Ph.Creative to ensure its people were part of the employer brand, not just its products. Real employees told their stories across multiple channels, creating a better understanding of Intuitive as an employer. “It feels really authentic,” said one judge. Others praised the multichannel approach and cohesive brand strategy.

WRAPPED





SMIRNOFF ICE AND DESIGN BRIDGE & PARTNERS

Smirnoff Ice had been relying on its fading cool for too long. It needed to make a change in order to remain relevant. Design Bridge & Partners capitalized on the modern taste for premixed cocktails when evolving the brand. A simplified logo, coupled with a bright, saturated color palette, helped kickstart a new era for the Diageo-owned brand.

The color range helps consumers to more easily identify products while also helping Smirnoff Ice to stand out on the shelf. “The final portfolio looks fun and young,” said one judge. Another said, “It was a simple, but effective implementation of flavor being portrayed via color and maintaining a lasting visual identity.” Because Smirnoff Ice retained its clear bottles and red caps, the brand evolution still facilitated recognition, but with a new, flavorful twist.



BEST USE OF PACKAGING (GLASS)

SILVER

BACARDI LTD AND KNOCKOUT

Bacardi's Bombay Sapphire delivered a special edition bottle in honor of artist Jean-Michel Basquiat. Knockout designed the bottle to inspire creativity and remain true to Basquiat's oeuvre of urban street art. Judges thought this unique, standout bottle was a stunning execution, with one praising the linkages between Bombay Sapphire's iconic blue and Basquiat artwork's blue tones.

SILVER

CARIB BREWERY – BLUE AND BRANDOLOGY AMSTERDAM

Carib Brewery's BLUE lager had to compete for market share as loyal locals traveled and developed tastes beyond its island shores. Brandology Amsterdam developed a new premium look for the BLUE brand designed to inspire and engage both regular consumers and newcomers. "The electric blue will be memorable for fans and new explorers alike," said one judge. Another added, "They went beyond and modified the product to make it different. Well done."



CARIB BREWERY – CARIBÉ AND BRANDOLOGY AMSTERDAM

Carib Brewery's sparkling cider range Caribé was developed to inspire consumers to celebrate life's special moments. Brandology Amsterdam crafted an elegant, accessible bottle design that keeps things simple, upscale and sophisticated. "I loved that they brought forward an ingredient into their naming structure," one judge said. Another praised, "The final product looks great!"



GOLD

TIN POT CREAMERY AND ALLISON

With a heartfelt brand and a die-hard following, the Bay Area's Tin Pot Creamery needed a professional update in order to compete on national supermarket shelves. But the ice cream aisle is busy, dominated by a few big players and often uses visual cues inspired by luxury. Extensive research also showed that the pack was the one place buyers looked to make purchasing decisions within the category.

The visual identity, by Allison, was built on love, joy and wholesome indulgence, which carried through to the packaging. The chalkboard-like designs feature doodled monsters, whimsical storytelling and clear, standout color-coding. Judges thought this approach was "memorable and ownable," with one praising the differentiated pack design for on-shelf standout that "evokes both functional and emotional messaging."



COLGATE-PALMOLIVE COMPANY

Colgate-Palmolive Company's Plaque Pro Release toothpaste had to turn an ugly problem into a beautiful, premium product. It combined its existing brand touchpoints with smart foam – an actual product feature – which allowed for a more abstract visual communication. "Branding was crisp and polished," said one judge of the toothpaste, and sales prove the strategy has succeeded.

SMIRNOFF ICE AND DESIGN BRIDGE & PARTNERS

Diageo's Smirnoff Ice had – by its own admission – rested on its laurels when it came to branding. To reinvigorate the visual identity, Design Bridge & Partners put color, cocktail flavors and fun to good use. The subtle shift was enough to at once remain true to Smirnoff Ice's positioning while making for a more immersive brand experience.





GOLD

HIPPO HARVEST AND LANDOR & FITCH

Hippo Harvest had to harness the opportunity offered by its packaging in order to communicate its purpose and difference to consumers and supermarket buyers. And, with sustainability at the heart of its product development and purpose, its packaging had to follow suit. Landor & Fitch developed a packaging system that is 100% recycled and uses 40% less plastic than traditional packs. The design itself is bright and fun, with cutouts in the shape of the lettuce leaves themselves.

No aspect of the pack communicates Hippo Harvest's unique offer. "It made me feel something," said one judge. Another said, "This is what the best in innovation delivers." Another judge adds, "It looks and feels earthy and organic. It's clean, simple and approachable so that you can see the actual product. This works nicely."

GOLD

PEPSICO DESIGN & INNOVATION - GX FUEL TOMORROW COLLECTION - FALL EDITION

Research indicates that sports participation is decreasing among children, with more quitting by age 11 than in the recent past. Gatorade, owned by PepsiCo, wanted to use its sporting clout to inspire young people to keep competing. It built a collaboration between its Fuel Tomorrow Initiative and four young athletes. The result is a series of four reusable bottle designs inspired by each athlete's sports and personal journeys.

The collection contributed to nearly doubling sales on Gatorade.com at the end of 2022, versus the prior quarter. Judges called this work "compelling, engaging design," that is "contemporary, fresh and bold" with "fun and cool design executions that fit a purpose."



BEST USE OF PACKAGING (OTHER)



MONDAY NIGHT BREWING AND MATCHSTIC

Monday Night Brewing worked with Matchstic to lend an individual identity to each of its beers within the masterbrand family. The redesign has introduced an eye-popping color palette and social media-friendly patterns, shaping a new future for the brewer. "I like that they have a cohesive vision but that each beer gets to shine on its own," said one judge.



PEPSICO DESIGN & INNOVATION - GX FUEL TOMORROW COLLECTION – SUMMER EDITION

Gatorade's successful Gx Fuel Tomorrow Collection delivered a canvas for young sportspeople to share their passions and perspectives with children and athletes. The resulting range of fun, bright and decidedly young-person friendly bottles are a simple, powerful way to connect with athletes through their gear.



BRONZE

PEPSICO DESIGN & INNOVATION - GATORADE X SERENA GX BOTTLE

Serena Williams worked with Gatorade to develop an inspirational line of reusable bottles to connect peak performance with personal encouragement. The line was a success, making a positive impact on shelves and online. “The design is superb. They are really iconic and reflect the different personalities and sports involved,” said one judge.

BRONZE

WILD HARVEST AND PEARLFISHER

Wild Harvest’s plant-based and healthy range had a packaging system stuck in the past. Pearlfisher rooted it more strongly in the modern wellness market. The update features a pleasant, subtle design that leaves space for key product signals like ‘organic’ and ‘plant based’ to shine. “It felt approachable and connected across the breadth of the portfolio,” according to one judge.



UNILEVER AND JDO

As part of Dove's brand mission to be a force for positive change, it launched a refillable body wash product. Unilever worked with JDO to design reusable bottles that are 'too beautiful to throw away,' along with disposable packs for the refills. The pack also had to communicate the product's use instructions while sitting comfortably within the Dove product family.

The result is a stunning bottle with a premium feel for perpetual use and small, concentrated refills which reflect Dove's brand cues. One judge thought this, "Illustrates the idea of sustainability in a discreet and unexpected way through the use of beautiful illustration and design." Others said, "What's done well is creating a user experience that puts action into the ability to reuse packaging versus a simple stamp or call-out to the ability to recycle," and "This is a true difference-maker."



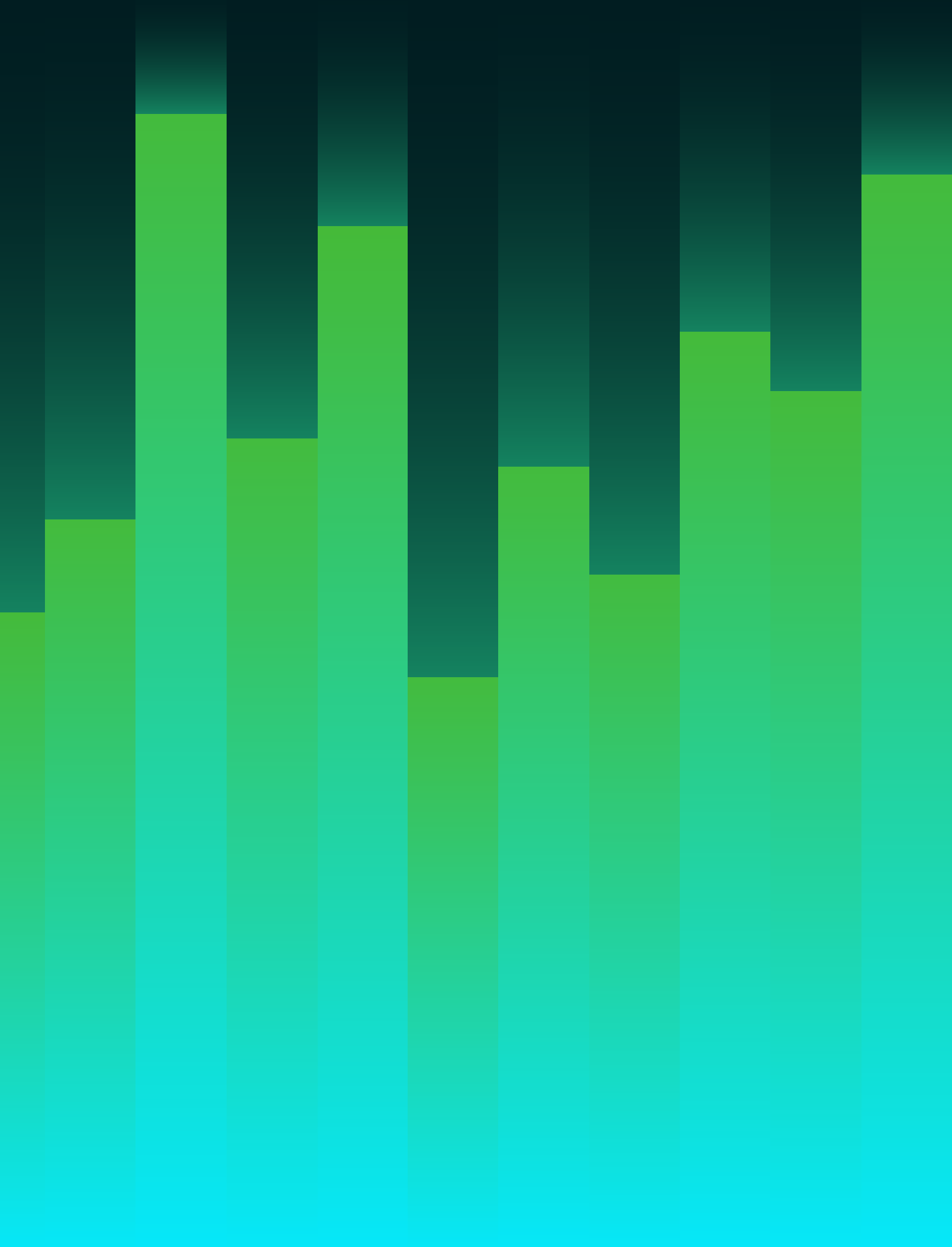
SILVER

ASICS AND SGK INC

Turning its multi-year partnership with the LA Marathon into a force for good, ASICS and SGK turned the preceding year’s signage and fencings into stylish recycled tote bags. “Top marks!” said one judge. “Ingenious. As a big challenge among consumer brands, this was a clear and simple strategy with an effective and creative solution for a business need.”

SECTOR

The background features a series of vertical bars of varying heights and colors, ranging from dark teal to bright cyan. The bars are arranged in a way that creates a sense of depth and movement, with some bars appearing to overlap others. The overall effect is a modern, digital aesthetic.





HUMAN RIGHTS FIRST AND MATCHSTIC

Human Rights First was getting lost amid a sea of organizations with similar purposes. But its action-oriented platform offered it a way to stand out. Matchstic used this key point of difference to deploy a visual brand oriented around taking action at critical moments. The color palette is muted, allowing impactful photography and motivating language to take center stage. Since implementing the new brand, Human Rights First has increased its Twitter followers by 14%, doubled its Instagram audience and upped its LinkedIn supporters by 65%.

One judge praised the “really strong work” for its ability to “fit the mission in mood and tone. It feels very elevated and demands to be taken seriously.” Another judge praised the journalistic feel to the visual identity as well as its foundation in a clear mission and purpose. “It captured my attention,” said one judge.



BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP

SILVER

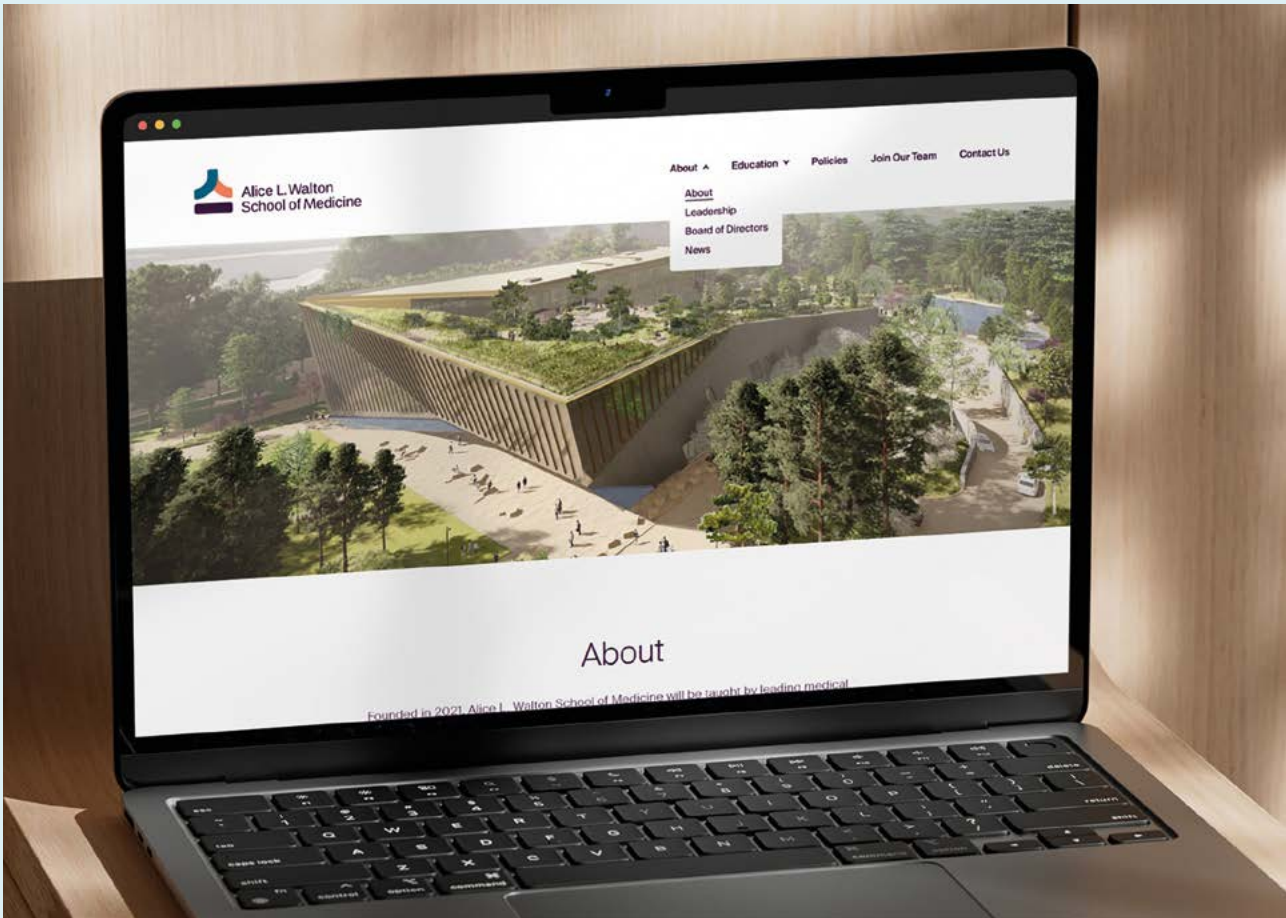
CAMP STARFISH AND EMBARK

Camp Starfish’s unique proposition as a summer camp for children with special needs needed a broader platform from which to communicate. Its brand needed to tell the story of its unique environment, staff proposition and credibility. Embark’s work updates the brand, delivering an authentic but authoritative visual identity that judges called “meaningful, consistent and elevated.”

BRONZE

THE KABUKI SYNDROME FOUNDATION AND CBX

The Kabuki Syndrome Foundation needed its brand to deliver crucial information to families of children with the rare genetic disease, Kabuki syndrome. But, it had to be positive, accessible and future-facing. CBX worked closely with the foundation to lend it a clear personality full of warmth, love and a distinctive logo that judges lauded.



ALICE L. WALTON SCHOOL OF MEDICINE AND COLEY PORTER BELL

Modern healthcare has fragmented into countless varieties of medical care, mental wellbeing, lifestyle and wellness, and physical exercise. The Alice L. Walton School of Medicine is redefining medicine by taking a 'whole person' approach to wellbeing. To create a brand that communicates this shift in thinking, Coley Porter Bell developed a three-part logo representing education, community and wellbeing.

The photography style supports this through an authentic, positive lens. But the most innovative element of the visual identity is a portal graphic device. Inspired by the brand purpose of 'To bridge the gaps to better health, together,' the portal acts as a bridge between people and good health. In physical implementations, the cut-out frames the school's background environments beautifully. Judges thought the identity was well-rooted in a solid brand strategy while also being expertly and elegantly crafted.



SILVER

LUMEN LEARNING AND AGENDA

Professional development brand Lumen Learning wanted to inspire users to learn. A previously dull, corporate look was replaced by Agenda with a fun, imagination-driven identity. The use of the light spectrum graphic device allows the brand to flex across different touchpoints with ease. “Thoughtful, unique and applied well,” said one judge.

BRONZE

EDUCATIONAL DEVELOPMENT CORPORATION (EDC) AND CATCHWORD BRANDING

Usborne’s direct-to-consumer brand needed a more child-friendly, inspiring brand. Catchword Branding introduced PaperPie to allow children and parents to engage more directly with the company. The result is story-driven and stays true to Usborne’s learning-based ethos. Judges thought this was a “great initiative and brand look,” with one calling the new logo design “very cute.”



GE VERNOVA AND INTERBRAND

GE's divested energy business became GE Vernova. But, in the midst of a global climate crisis, the energy company had to tell the story of how it is taking action for a brighter tomorrow. Standing between major heritage players turning themselves green and renewable disruptors, Vernova takes a determined, action-based stance backed up by authority and credibility.

The resulting visual identity, by Interbrand, is eye-catching – particularly compared to the energy sector more broadly – and features a journalistic photography style based in gritty realism. Judges liked that it had a sense of accountability to it without being intimidating or inaccessible. “I love the boldness of this brand. This one pops off the page and is striking,” said one. Another judge added, “Got me pumped. I love the simplicity of the brand expression.”



SILVER

HALLIBURTON LABS AND COLEY PORTER BELL

Halliburton Labs worked with Coley Porter Bell to create a more colorful, inspiring future of energy. The brand uses dynamic visuals, modern graphics and a clean system to make a big impact. “I really like the modular logo system. It creates intrigue with a simple illusion,” said one judge. Another praised the “strong, memorable graphic solution.”

BRONZE

EXELON AND SIEGEL+GALE

Electric and gas utilities company Exelon wanted to reassure customers of its reliable, clean and resilient service. Siegel+Gale introduced a simple brand architecture solution that unites the brand through a cliché-defying color palette and ownable logo shape. Judges loved how the logo crafted a brand structure singlehandedly while also communicating something of the company’s personality in the process.

The art of engineering

We distinguish our brand experience through **bold, inspired** compositions that elevate the artistry behind every detail.

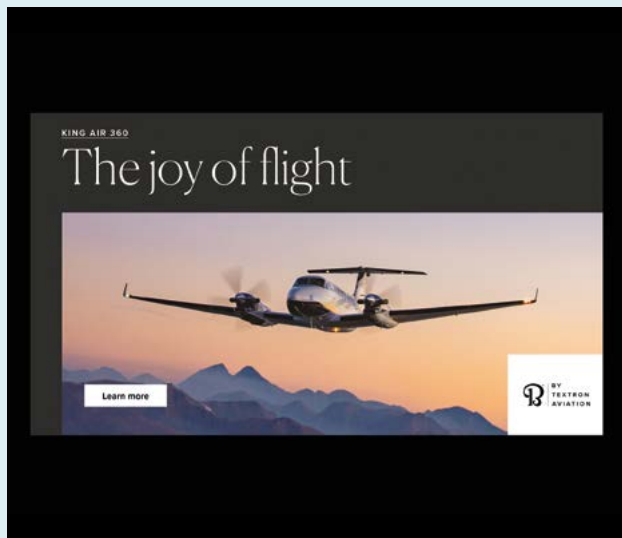
We celebrate the **dynamic human** ingenuity and expertise that drive our relentless spirit of innovation.

GOLD

GE AEROSPACE AND INTERBRAND

GE's devolution into three distinct brands gave GE Aerospace the unique opportunity to create a modern aerospace brand unencumbered by the weighty visual cues of decades past. Interbrand channeled the spirit of bold exploration to create a base from which future flight innovation could be delivered. A straightforward logo is complemented by a color palette derived from aerospace visual motifs. This allows a simple design system to be intrinsically tied to the avionics industry without the weight of unnecessary graphics or communications.

The resulting identity is clear, transparent and human. Judges loved the way the brand combined engineering nous with a personable visual language. "It feels inspired and appropriate," said one judge. Another said, "Interbrand has done a beautiful job of designing the heritage brand for the future of GE Aerospace."



SILVER

MARTIN GUITAR AND COLEY PORTER BELL

Martin Guitar recognized that the music industry itself had changed. No longer were young artists and fans interested in how the long-ago greats played, but rather were inspired by the creation of something new. Coley Porter Bell developed a visual identity that harnessed the heft of Martin Guitar’s heritage while positioning it as the modern partner for creativity and artistry in music.

BRONZE

TEXTRON AVIATION AND BRUNSWICK CREATIVE

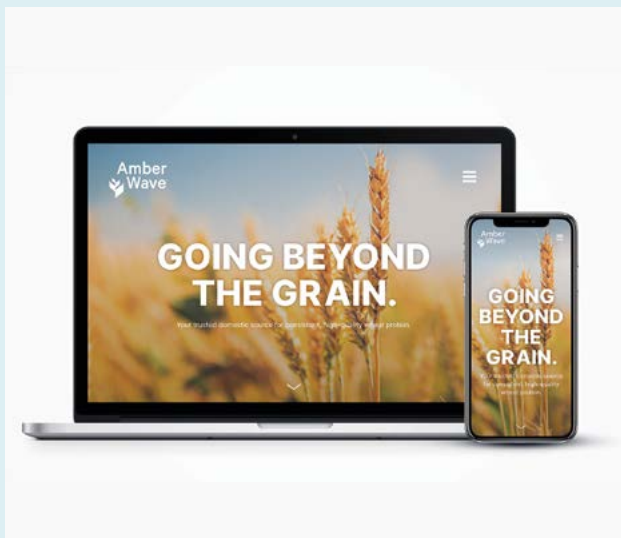
Textron Aviation was being outflown by its more well-known subsidiaries. To reengineer its master brand, Brunswick Creative developed an adaptable system that could provide continuity across its brand world, while lending Textron a stronger name for itself in the process. Judges thought this subtle approach to parent brand development was the right way to balance the needs of both Textron and its subsidiaries.



HIPPO HARVEST AND LANDOR & FITCH

Hippo Harvest has impressed judges with its ability to simply and effectively communicate its brand story through its modern visual identity. The fun pack design uses shapes inspired by lettuce leaves, allowing Hippo Harvest more space to tell its story of sustainable farming and technological advancements in agriculture.

Landor & Fitch hit the right note with the blend of fun and clear communications, allowing Hippo Harvest to make a big impact on consumers and grocery store buyers alike. One judge said it was “unique, timely and edgy with clear and concise visual assets that communicate the benefits of the product.” Others praised the personality, progressiveness and playful nature of the new brand. One judge dubbed it, “Very cool.”



SILVER

AMBER WAVE AND CURIOUS PLOT

Multinational agribusiness Summit Sustainable Ingredients worked with Curious Plot to develop Amber Wave, a wheat purveyor in the food, pet food and specialty feed supply chains. The new brand is consumer-friendly, building a stronger platform for communications beyond the B2B landscape. Curious Plot used key visual elements relating to the wheat industry to clearly and cleverly anchor Amber Wave in place.

BRONZE

CALIFORNIA GIANT BERRY FARMS AND CURIOUS PLOT

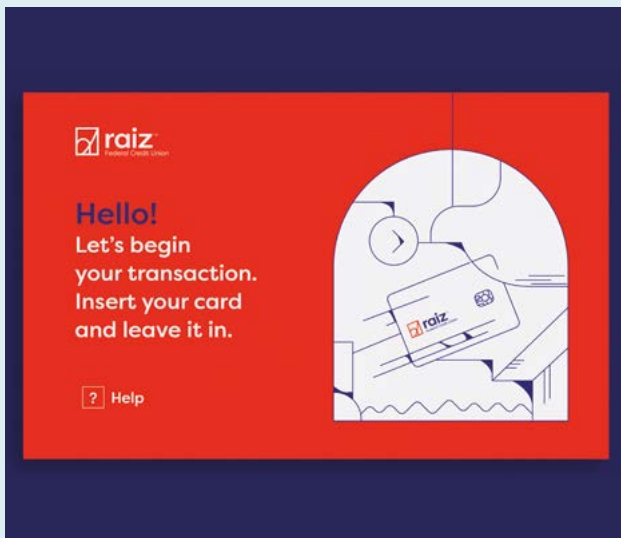
Giant fruit purveyor California Giant Berry Farms needed to expand its brand from a simple logo to a brand world in order to grow. Curious Plot introduced berry-inspired brand patterns and a playful copy style to create a rich, full brand for the berry business. “Curious Plot did a great job of ensuring the branding of Giant stuck out across the packaging. The product is clearly visible, which allows the packaging to do the work of lifting brand recognition and awareness,” said one judge.



MASTERCARD AND DESIGN BRIDGE & PARTNERS

Mastercard’s technology team keeps the world’s money moving. But, its value is hidden behind the prominence of the Mastercard consumer brand. To elevate this team and its integral work, Design Bridge & Partners needed a solution that would appeal to both existing and prospective employees, while communicating Mastercard’s tech prowess to a general audience.

The result is an eminently fun combination of nostalgic technology-style visuals with Mastercard’s signature chic. It meets the needs of the techie audience by clearly living within the tech landscape without alienating laypeople by doubling down on computerese. Judges called this “a beautiful evolution of their iconic brand mark that answers the brief in a smart way. A clear winner,” and “an excellent extension of an iconic brand.” Another said, “They took one of the most iconic assets in the world and transformed and morphed it into something that is truly beautiful, elegant and still iconic.”



SILVER

RAIZ AND MONIGLE

To support its national growth beyond its Texas roots, Teachers Federal Credit Union worked with Monigle to inspire more teachers to dream big. Raiz offers a new path forward for both the company and its members. The visual identity is reassuring and accessible with a “blend of illustration and photography,” that judges praised, alongside the strategic foundation behind the work.

SILVER

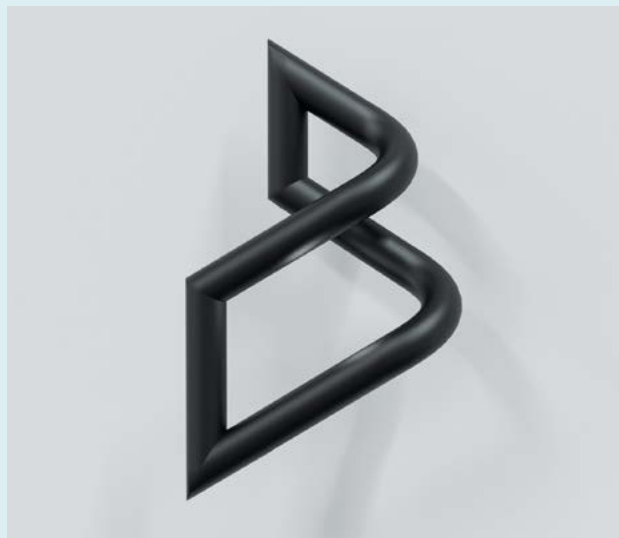
VIU BY HUB AND MCMILLAN

The personal insurance company can be confusing and difficult to navigate. HUB International worked with McMillan to take a different tack. Its new brand, VIU, is full of retro fun and offers a simple, personable guide to insurance coverage. One judge called it “A beautifully illustrated and approachable way to express an insurance brand.”



**Find your awesome.
Make it obvious.**

Agenda



BRONZE

ANSA BANK AND BRANDOLOGY AMSTERDAM

Trinidad & Tobago’s ANSA Bank needed to modernize to bring its banks into the digital future. It worked with Brandology Amsterdam on a fresh take on the physical branch. The new in-store atmosphere is almost tech-like with its white counters and handy screens. The “clean, beautiful design,” has resonated with customers across the island as well as our judges.

BRONZE

BAKKT AND AGENDA

A brand at the intersection of loyalty rewards, payments and cryptocurrency, Bakkt inspires retailers and consumers to embrace connected experiences. It worked with Agenda to craft a visual identity that uses the unique ‘B’ pattern to form a unifying graphic device. Judges called this “a great brand mark that could become their most valuable visual asset.”

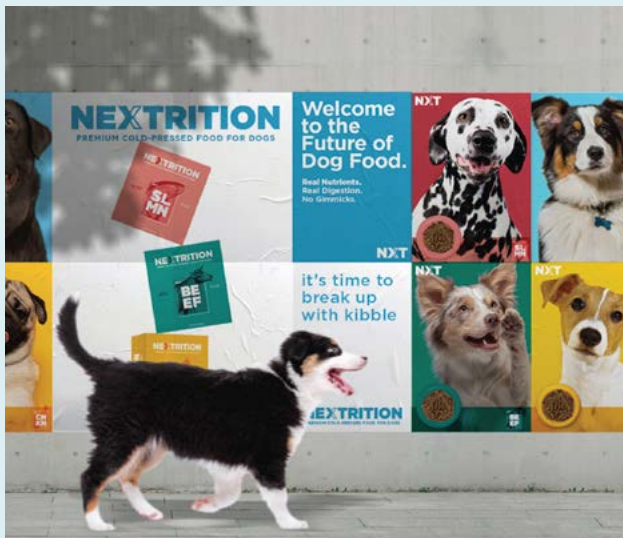
HIGHLY COMMENDED ALLIANCEBERNSTEIN AND LIVING GROUP

AllianceBernstein worked with Living Group to stand out from the investment crowd and deploy a phonetic alphabet ‘to great effect visually.’

**HIPPO HARVEST AND
LANDOR & FITCH**

Hippo Harvest is doing things differently in farming and agriculture. It wanted to express its unique approach – a blend of technology and human cultivation – on pack. To do so, Landor & Fitch developed a playful visual identity and custom wordmark to express the company's people focus. On the other hand, the brand's messaging and copy style clearly and simply communicate the company's blend of sustainability, technology and good food.

The brand has made a splash since its launch, with orders and ratings growing strong. Judges loved the personality and verve in this brand. One said, "The design speaks to the conscious eater while the deadpan humor adds a welcoming touch of spice." Another added, "It's fun, quirky and bold but still approachable, especially when it comes to some of the more serious topics like sustainability and climate health."



SILVER

AMERICAN PET NUTRITION AND SMITH DESIGN

Cold-pressed pet food is making inroads in the US as a middle ground between dry and raw foods. Smith Design worked with American Pet Nutrition to develop a beautifully illustrated visual style. The identity is supported by clear on-pack communications and an appealing color palette. “This is some beautiful design,” one judge said. Another added, “I especially like how they told ingredient stories – to communicate trust and quality – on the packaging.”

BRONZE

MICHIRU AND JDO

Michiru was introducing a cost-effective fuller hair shampoo to the American market. JDO crafted a brand inspired by Michiru’s Japanese roots that blends luxury with modern sophistication. “JDO has done exemplary work adapting the Michiru brand for the US market. All the cues are there: elegance, Japanese simplicity and the beautiful knot emblem which is stunning in its 3D applications,” said one judge.



SOUTH CHICAGO PACKING AND CBX

The pandemic changed people’s at-home food purchasing habits, having a domino effect on food and drink companies themselves. Restaurant supplier South Chicago Packing began selling its premium meat products directly to consumers. But it needed a packaging and branding solution that would enable it to deliver smaller sized products and make a visual impact on discerning consumers. CBX crafted an identity for its Wagyu beef tallow oil range that highlighted the manufacturing differentiators as well as the product’s premium quality.

Judges thought the solution was entirely on brief, delivering a bold, premium product and cutting through a cluttered consumer market. Not only was the on-pack design stunning, but its packaging in a glass jar exemplified both the purity of the product and the proprietary process South Chicago Packing uses to keep the fat from separating in the jar.



TIN POT CREAMERY AND ALLISON

The ice cream aisle is one of indulgence, pleasure and – oftentimes – luxury. But for Tin Pot Creamery, its handmade, quality charm needed to shine through in this impulse-driven category. Allison resisted the urge to transform Tin Pot into a luxury brand. Instead, it doubled down on its charm. The visual identity is full of love, hand-drawn illustrations, quirky doodles and pleasing colors.

Not only was the launch of the new brand a success in extending the company’s reach, but it enabled Tin Pot Creamery to charge more for its pints as a result. “This was a very robust brand evolution,” said one judge. “It was a great way to take on the challenge and take the brand national while maintaining that localized feel.” Another said, “The front of pack will pop out at consumers and the ethos of the brand positioning works well to connect with customers.”



SILVER

MONDAY NIGHT BREWING AND MATCHSTIC

Branding in the craft beer industry has shifted from a brewery-first model to individual beers' own personalities and identities. To facilitate this, Matchstic worked with Monday Night Brewing to allow its beers a chance to shine. Instead of focusing on the masterbrand itself, a pared back logo coupled with an exciting, illustrative packaging design is taking Monday Night Brewing to the next level. Judges thought this modernization was a positive step forward.

BRONZE

BRASSERIE LAUREL AND MCMILLAN

To expand its mini Miami empire, Ariete Hospitality Group worked with McMillan on a brand and positioning for Brasserie Laurel. Bringing a French stylishness to Floridian sensibility, the restaurant's visual identity is elegant, sophisticated and refined. Judges praised the chic solution that still allowed for an approachable, neighborhood vibe.



BRONZE

PEPSICO DESIGN & INNOVATION – SABRITAS WORLD CUP

PepsiCo developed a unique on-pack solution as part of its World Cup sponsorship in Qatar. It transformed its Mexican chip range into a cheer for the Mexican national team. The creative solution allowed PepsiCo to unite its chief products under a unified banner without losing their individual brand equity. “This was very strong! It really played off the emotion of soccer and having team spirit,” said one judge.



BRONZE

ROLAND FOODS AND PEARLFISHER

Roland Foods has been a purveyor of fine ingredients for decades. But it lacked a cohesive brand identity. Pearlfisher got it a seat at the table by delivering a richly illustrated brand that allows each product to shine within a broader brand system. “It feels welcoming; like it’s out of your favorite cookbook,” one judge said. Another loved the “smart and beautiful direction for the brand. It’s really transformative.”

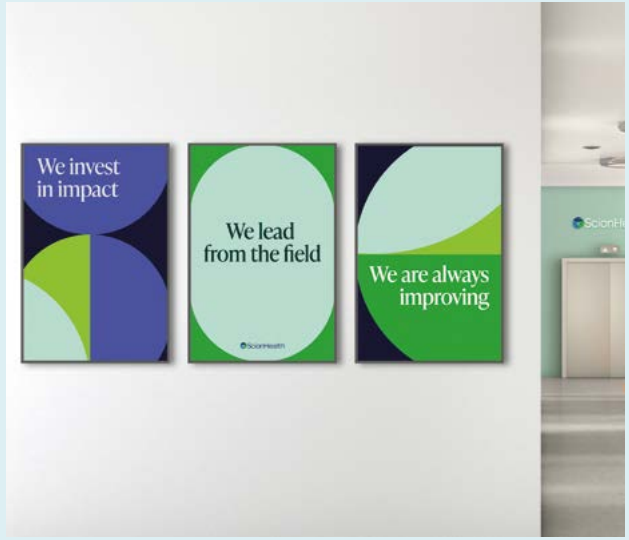


GOLD

PELAGO AND A LINE

Quit Genius's groundbreaking concept of working with employers to provide discreet substance abuse treatment for colleagues was a clear benefit. But, its brand was failing to connect and communicate a positive outlook. A LINE worked with the company on the Pelago rebrand. The new name is inspired by the word 'archipelago,' indicating the sense of connection between islands. Optimistic language helps position Pelago as an ally for those in need.

The visual identity avoids the visual tropes associated with substance abuse treatment, instead feeling more aligned with other workplace solutions and HR programs. Judges called this a "thoughtful evolution and beautiful system," and a "stellar example of a unique strategy that comes to life in an excellent, innovative and creative way."



SILVER

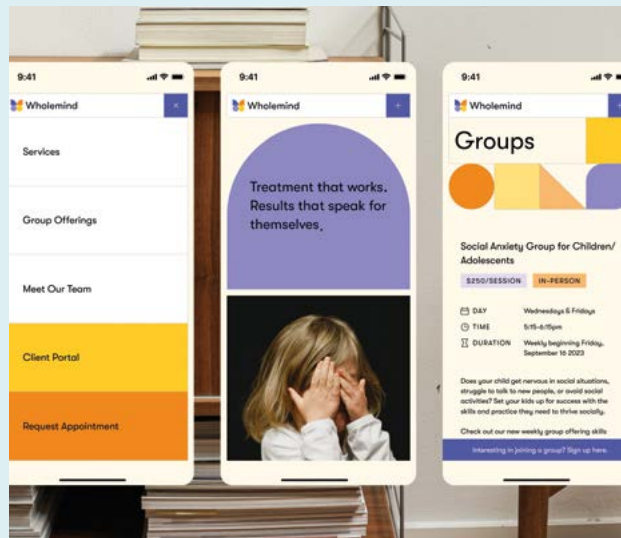
MINDSIGHT AND FAZER

To inspire the mental health industry to shift its focus to biomarker testing for common mental health symptoms, MindSight needed a brand that stood at the crossroads of personal healthcare, mental health treatment and innovative technology. Fazer delivered a reassuring, expertise-driven brand that ensures personal empowerment and walks the line between warmth and scientific reasoning.

SILVER

SCIONHEALTH AND BRANDPIE

A private equity-backed healthcare group, ScionHealth needed to unite its sites, inspire employees and make a literal and figurative name for itself after the pandemic. BrandPie introduced the strapline, 'empowering the hands that heal,' thereby putting ScionHealth's own people at the heart of its brand. "I appreciate the clear and simple approach. Patients will feel most comfortable when they know the staff are the focus of the hospital, which will translate to care," said one judge.



BRONZE

EMERSON HEALTH AND MONIGLE

In Boston's crowded medical landscape, Emerson Health needed to inspire trust and communicate its cutting-edge caregiving. It worked with Monigle to emphasize its personal approach with a clean, warm and approachable visual identity. Judges liked the way the copy style supported the change in the brand's perceptions with one adding, "Centering the content in personalization distinguishes it from the competition."

BRONZE

WHOLEMIND PSYCHOLOGY AND L+R

WholeMind Psychology's unique approach to children's healthcare unites science and technology with a personal touch. L+R reflected this in a playful visual language that is at once reminiscent of children's blocks and of scientific patterns. "The design elements convey expertise and empathy in a way that can speak to both children and adults," said one judge.

HIGHLY COMMENDED SCYNEXIS AND BRANDPIE

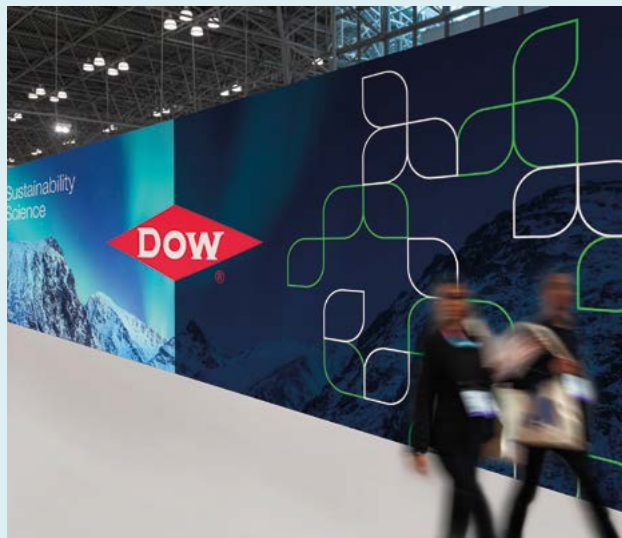
BrandPie worked with SCYNEXIS to reframe perceptions of the severity of, and treatment options for, female fungal infections.



AMERICASE AND MONOGRAMGROUP

Transforming perceptions from being a manufacturer of shipping containers to acting as a supply chain solutions partner, Americase needed a brand that would support its current and future focus. The brand strategy needed to be founded in Americase's problem-solving initiative and world-class service. MonogramGroup developed a brand based on this ethos, combining the US' signature red, white and blue with an ownable logo and sleek graphic style.

The new visual identity contains subtle hints of cargo and containers, as well as the typical goods carried within them, but acts as a more abstract conveyor of meaning as well. The new brand is primed and ready to carry Americase forward as a leader in supply chain solutions.



SILVER

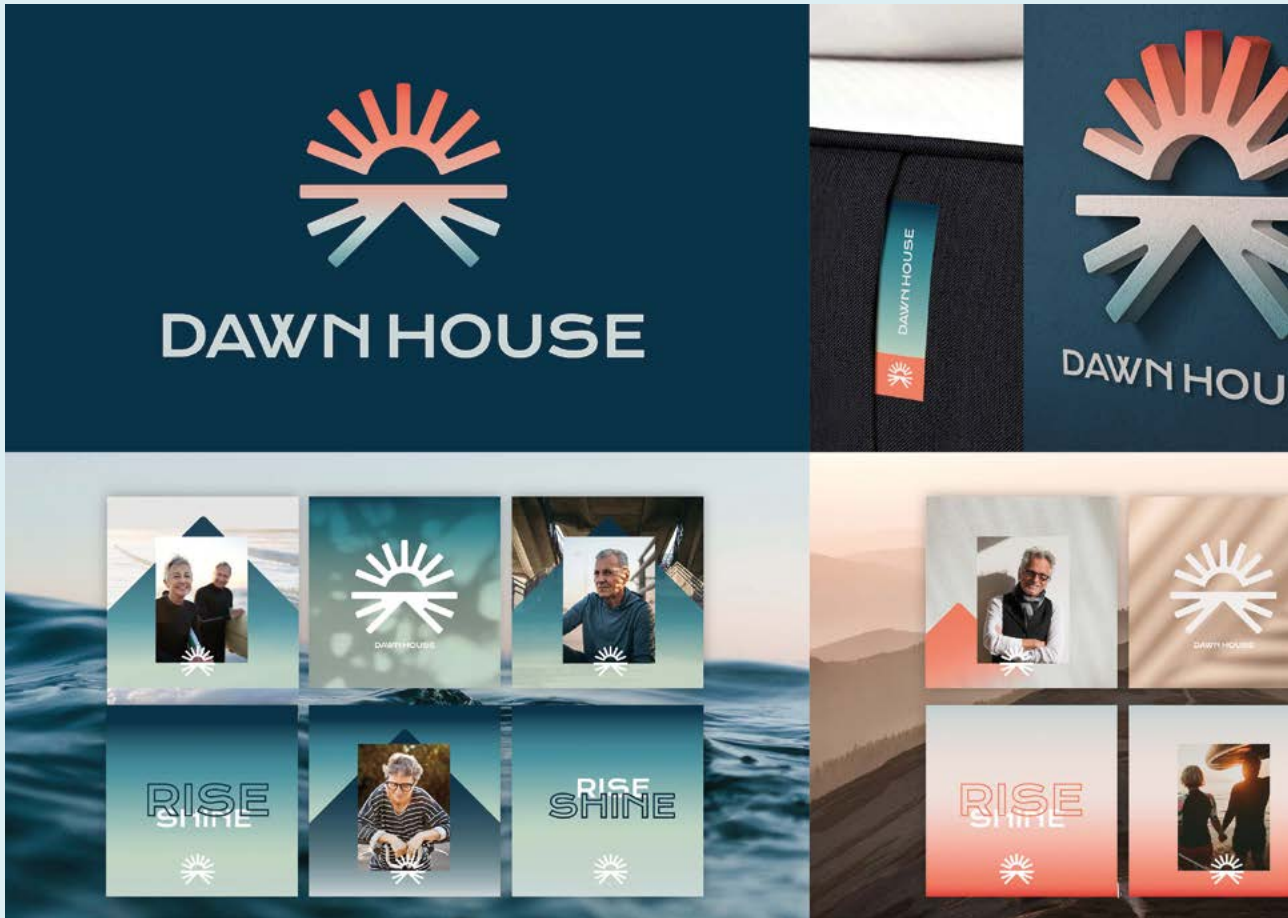
BORDER STATES AND JOE SMITH

Supply chain management brand Border States had grown to be one of the US' largest. But it needed a friendlier brand in which employees could take pride. Joe Smith crafted a new logo inspired by a compass rose and containing a hidden lightning bolt as a subtle nod to the company's history as an electrical supplier. "I love the new logo," said one judge, heaping praise on the typography design and photography style.

BRONZE

DOW INC. AND TENET PARTNERS

To incorporate sustainability into the well-known Dow brand, Tenet Partners had to consider the tension between being 'green' and the inherently unsustainable nature of some of Dow's legacy products. Instead of greenwashing the brand, it introduced 'sustainability science' through soft visual cues, retaining crucial brand assets while heralding a new way forward for the company.



DAWN HOUSE AND NORTHBOUND

Adjustable bed brands don't often inspire dreams of better days. Instead of focusing on functionality and clinical notions of health, Dawn House worked with Northbound to reframe adjustable beds. The brand uses tropes from the lifestyle sector to spring into people's minds in a positive way. Everything from the photography style, visual identity and copy style are infused with an optimism about age.

This bold approach flips category norms and impressed judges with its delicately handled design. They thought the brand strategy – anchored in hope and positivity – was refreshing and uplifting. "This is a successful, tightly woven package," said one judge. "Everything works together harmoniously. This is the kind of brand that comes out of nowhere. The more you look at it, the more you see how remarkably crafted it is."



SILVER

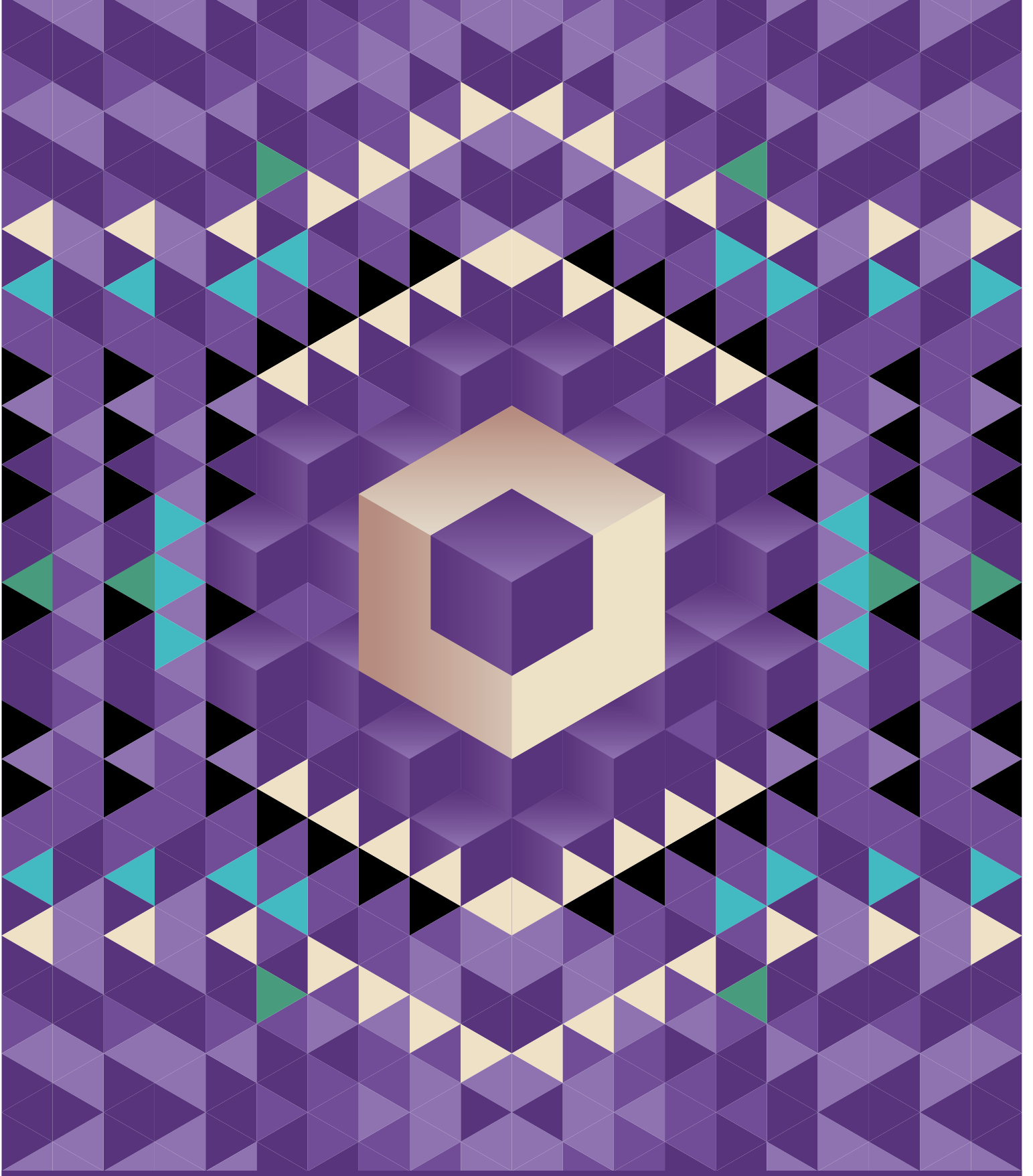
COPPERTONE AND PEARLFISHER

Coppertone is an eminently well-known brand. But it had lost its way, and its brand mascots, in the mid-2010s. Pearlfisher brought back Little Miss Coppertone in a sensitive way, while infusing the brand with a blend of nostalgic illustration and contemporary color to make Coppertone a desirable product once more. Judges thought this blend of tradition and modern style made for a pleasing, successful update.

BRONZE

THE HOUSE OF CANNABIS NYC (THC NYC) AND BASE DESIGN

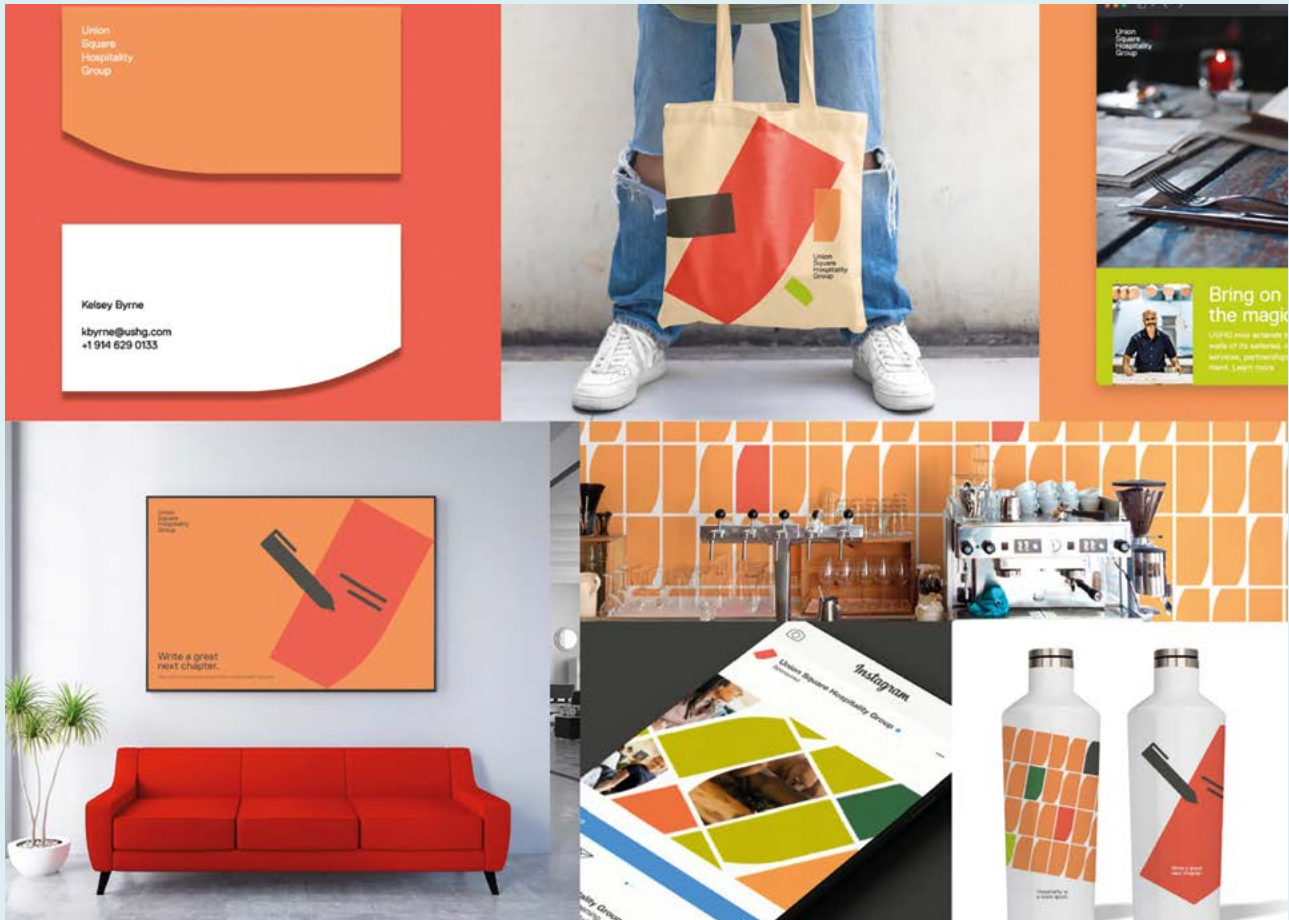
After legalization, the House of Cannabis was established to change perceptions of THC as a museum documenting cannabis culture. Base Design's visual identity blends youthful street-scene inspired photography with art world-inspired typography to communicate the highly cultured nature of 'high' culture.



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GOLD

UNION SQUARE HOSPITALITY GROUP AND PROPHECY

Union Square Hospitality Group had expanded globally and needed a brand that would reflect its particular brand of excellence in the hospitality industry. Prophecy introduced a new logo inspired by the shape of Union Square. This unique image at once infused the brand with personality and anchored it in place. The rest of the system was built out from there, allowing the group room to expand in the future.

The simplicity of this work belies its strategic incisiveness, which allows for a family of sub-brands to explore landscapes beyond food and beverage while linking clearly back to the umbrella brand's purpose. "I love the thinking that connects the brand, the mark and the personality to New York. It's unique and distinctive," said one judge. Another said, "This is some of the most sophisticated design work in this entire program. It's beautiful in its sheer simplicity."



SILVER

JOE SMITH

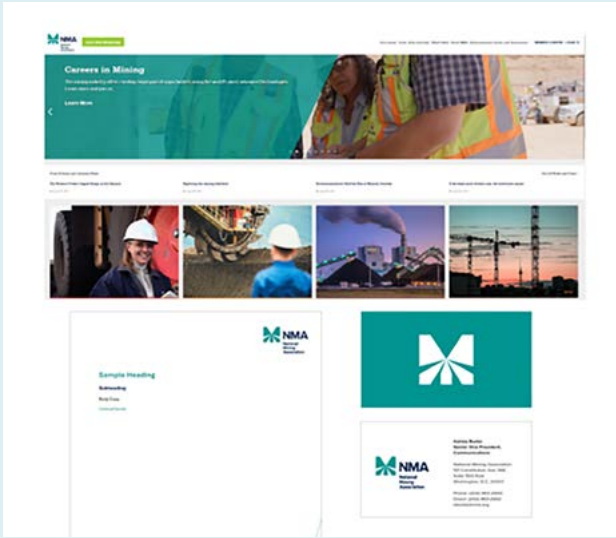
Joe Smith wanted to infuse its brand with a sense of creativity and humanity to inspire employees and clients alike. To do so, it took visual cues from the craft of blacksmithing, deploying a molten metal-like graphic device across the logo and identity. Judges loved this infusion of personality and the room the new identity gives the company to grow.



SILVER

MILLIMAN AND AGENDA

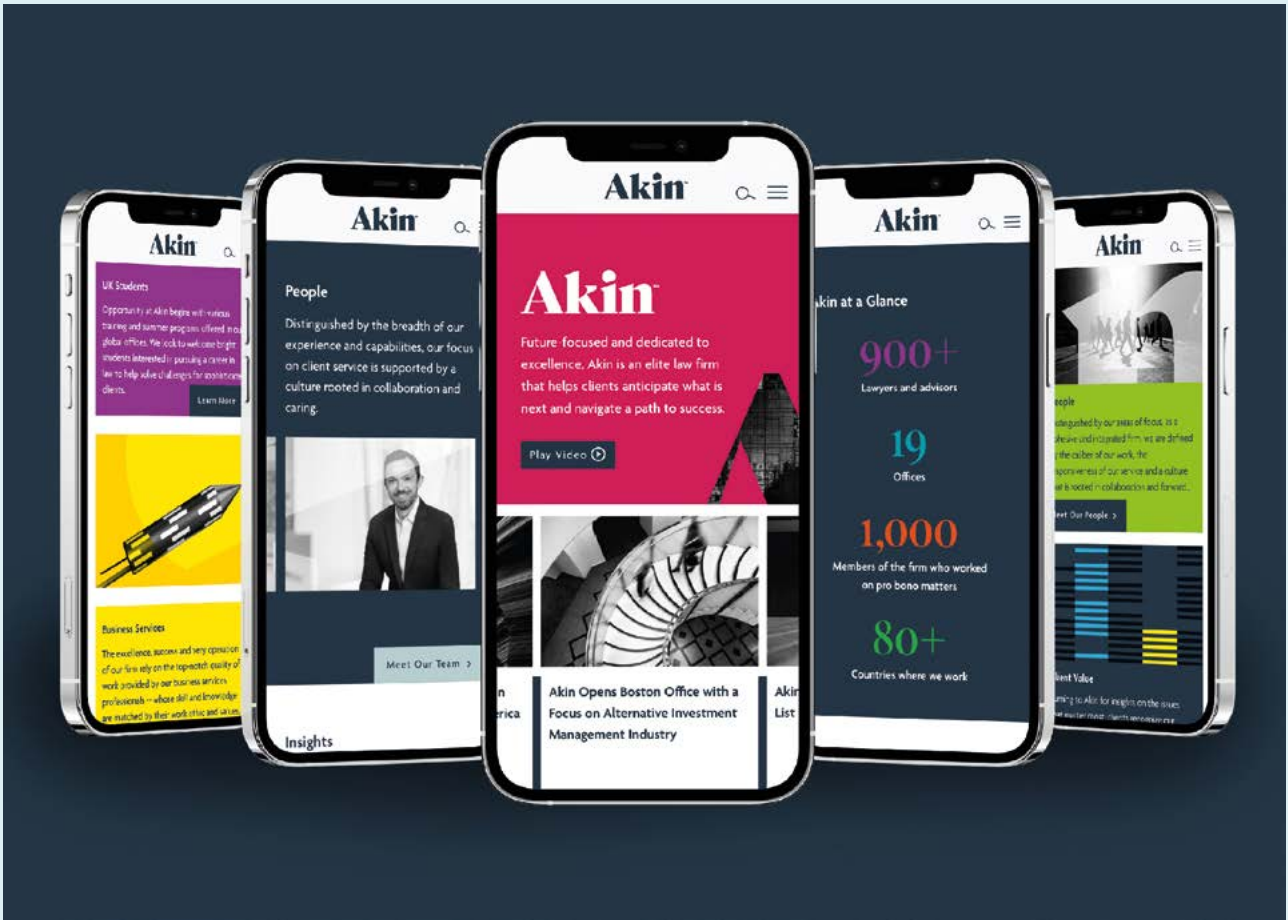
Actuarial consultancy Milliman wanted to showcase its unique viewpoint and the insights it can provide its clients. Agenda harnessed the power of the many, using repeating patterns and shapes to allow the Milliman brand to flex across multiple touchpoints. One judge praised the way the cohesive strategy allows an “abstract and complex business brought to life with gentle humor and spark.”



BRONZE

NATIONAL MINING ASSOCIATION

To inspire fresh associations with the National Mining Association and with the mining sector more broadly, the organization needed to modernize and connect with its audiences. To do so, it used an 'M' logo device that speaks to what's above and below the ground. One judge called it "a smart and meaningful rebrand of a traditional and staid business that effectively shows what it is about through its identity."



GOLD

AKIN AND LIVING GROUP

Legal firm Akin Gump Strauss Hauer & Feld took heed from the naming convention law students, schools and careers advisors were already using and renamed to simply Akin. That step was just the first in a drastic reinvention that sees it take a stand as a progressive, future-focused firm. Living Group’s expertise in the legal sector allowed it to set Akin apart from competitors through a localizable, colorful and versatile visual identity. Sub-brands are beautifully rendered in the new color palette and the firm’s online assets are redeveloped with a windowpane device to great effect.

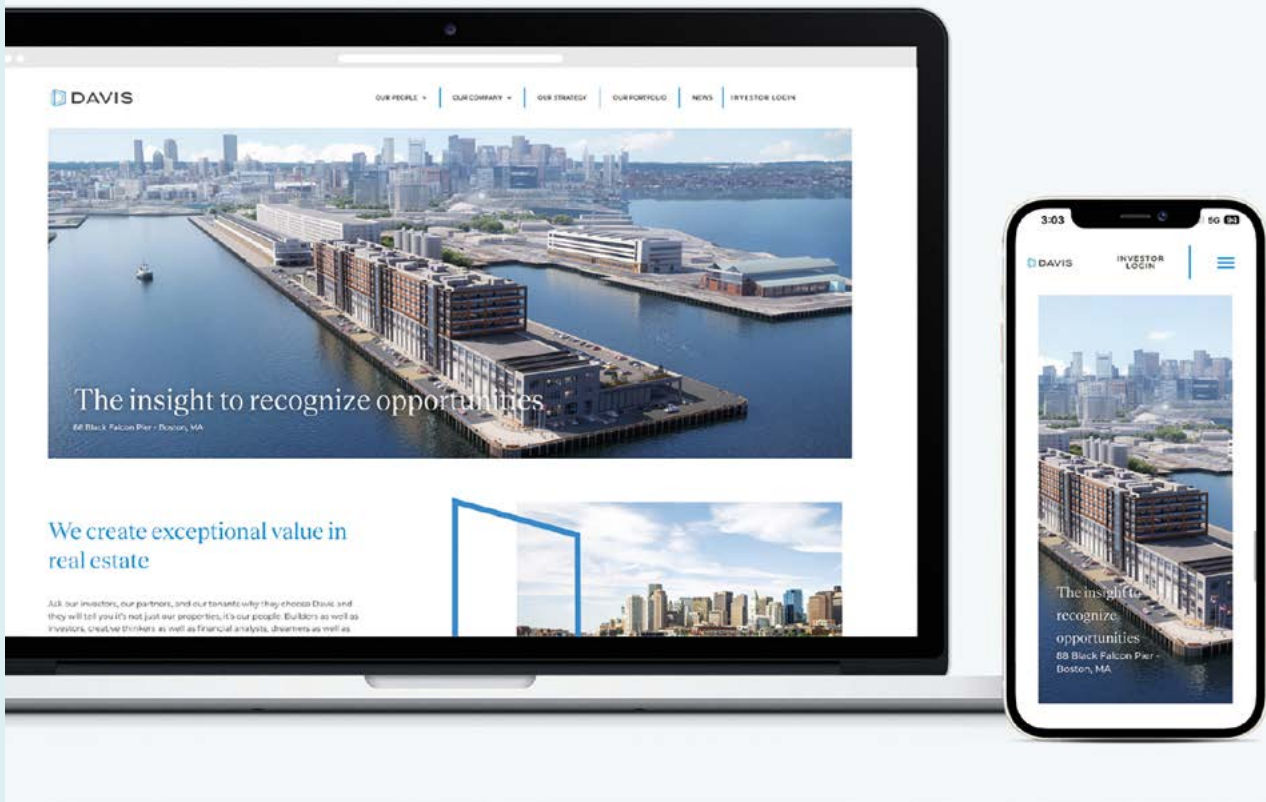
One judge called it “beautiful brand development that feels totally standout for the category.” Another said, “This project goes well beyond the usual transformation.” Others called it “transformative,” “bold,” and “strategic.”



SILVER

CORK GULLY AND LIVING GROUP

Law firm Cork Gully's brand was suitable but aging. It worked with Living Group to introduce a new brand anchored in skill, precision, diligence and agility. This enabled the visual identity to use movement, sinuous images and positive graphic devices to communicate the firm's positioning. One judge said the new identity was "energetic and stylish, conveying competence and confidence."



**THE DAVIS COMPANIES AND
DESANTIS BREINDEL**

Real estate development branding tends to focus on the buildings themselves; the stock on offer. This has created a monotonous and stale sector visually. The Davis Companies wanted to stand out. Instead of focusing on structures, its new brand examines the possibilities offered by a space. DeSantis Breindel has used graphic shapes to indicate endless, open opportunities. Complemented by a highly saturated photography style and a clean, modern type, the company is primed to lead its sector into the future. One judge called it “a sleek, strategic update to the brand that will work well across a multitude of touchpoints.” Others praised the fresh approach to branding in the property sector and the beautiful design system underpinning Davis’ transformation.



BRONZE

INVITED CLUBS AND WANT

Invited Clubs has a network of high-end country and golf clubs across the US. But it wanted its members – and prospective members – to feel part of an exclusive opportunity. WANT developed a visual identity shaped around the word ‘Invited,’ which is rendered in a script-style type. The identity delivers a sense of belonging through rich lifestyle photography and a textural palette of color and patterns.

**U.S. ARMY AND TEAM DDB**

The U.S. Army has long been an employer of choice. However, extensive research showed that Gen Z's career focus on pursuing passion and purpose meant the Army was struggling to make an impact with this demographic. To change perceptions among Gen Z, the Army worked with Team DDB on a brand anchored in the concept of possibilities. Retaining key brand touchpoints – like the star logo and 'Be all you can be strapline,' the new brand introduced new elements to deliver purposeful communications to young people.

The new brand has been visually simplified for digital communications and reflects the organization's optimism, pride and rigorous attention to detail. Judges said this was a thoughtful and inspiring update, in keeping with the organization's heritage. One added, "As always, the branding of the U.S. Army is top-notch. The discipline, simplicity and attention to detail are stellar."



BRONZE

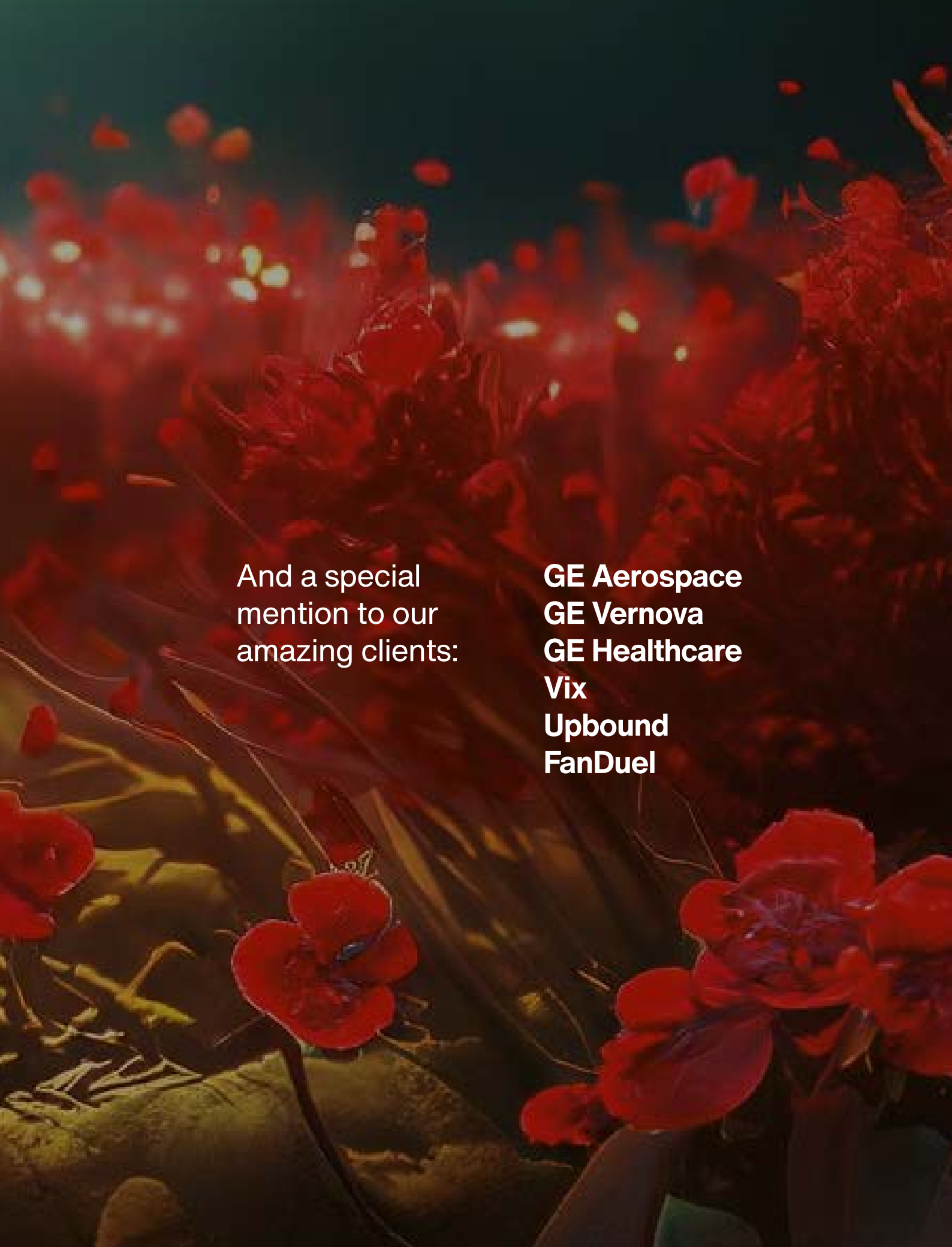
SCHMIDT FUTURES AND COVID CRISIS GROUP AND PROPHECY

Schmidt Futures and Covid Crisis Group worked with Prophecy to deliver 'Lessons from the Covid War: An Investigative Report.' The book needed to make a bold impact in a challenging political landscape. The visual identity is simple, compelling and eye-catching without undermining the serious nature of the ongoing Covid-19 conversation.



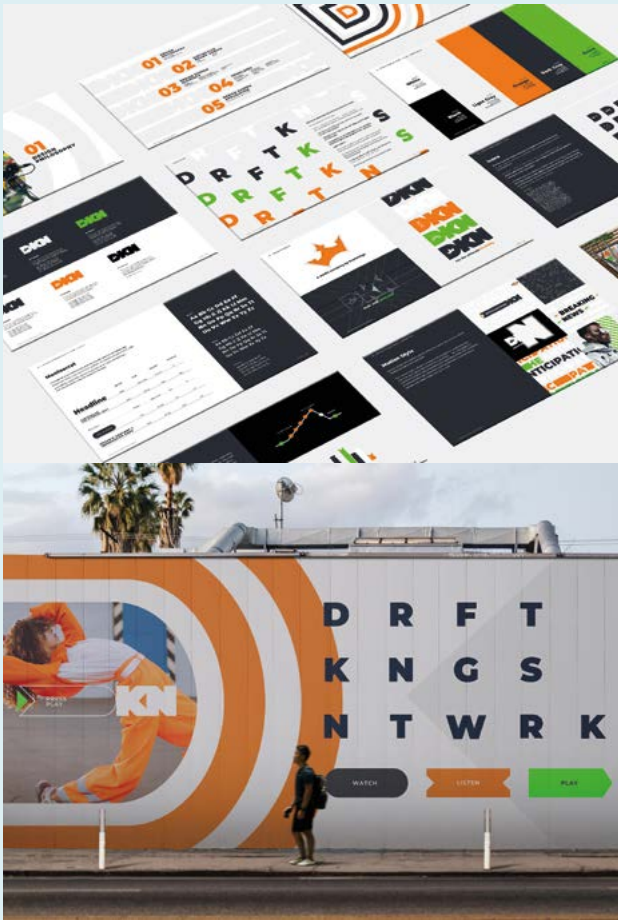
Interbrand

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to all brands
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the 2023
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mention to our
amazing clients:

GE Aerospace
GE Vernova
GE Healthcare
Vix
Upbound
FanDuel



DRAFTKINGS NETWORK WITH MAKERHOUSE (A HOGARTH STUDIO) AND SONIC LENS

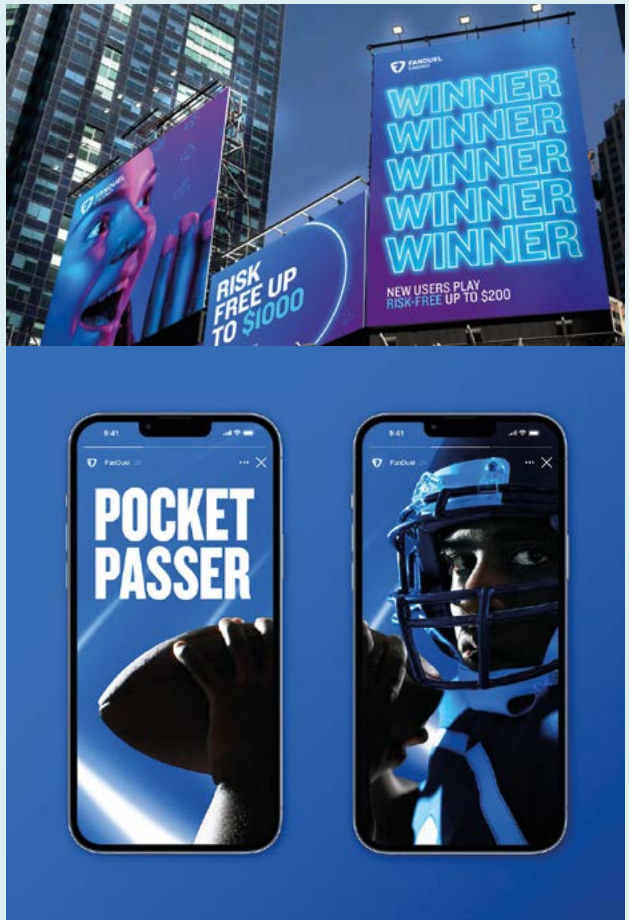
This category offered a battle of lifestyle, betting and sports, with the game ending in a tie. DraftKings Network impressed judges with the comprehensiveness and completeness of its brand world. Nothing was left untouched by Makerhouse (A Hogarth Studio) and Sonic Lens in creating a brand that not only allows DraftKings Network to operate now, but builds in the space for it to grow into the future.

The visual identity is anchored in a sporting and betting metaphor of the link between anticipation and payoff, delivering an electric approach to lifestyle branding. Judges thought there was beauty and professionalism in the execution of the visual identity that also left room for a “super dynamic and fun design,” and a “nice touch of whimsy.” One judge added that the visual links between broadcasting, sports and betting were deftly handled and impressively delivered.

FANDUEL AND INTERBRAND

The other player in the sports branding battle was FanDuel, which offered a different perspective to its on-field competitor. Interbrand’s visual identity work channels the passion players and spectators have for sports. It uses that love, excitement and exhilaration to deliver a brand that feels at once personal and universal. It lends a feeling of being connected – to both a nationwide network of fans and to pro athletes themselves – through its use of sporting cues and in-the-know copy style.

Judges loved it too, with one praising the “beautiful and on target design,” that managed to flex across the brand’s breadth of touchpoints with ease. Another judge said this was “a great way to organize the brand under one beautiful, blue umbrella. Lovely work.”





SILVER

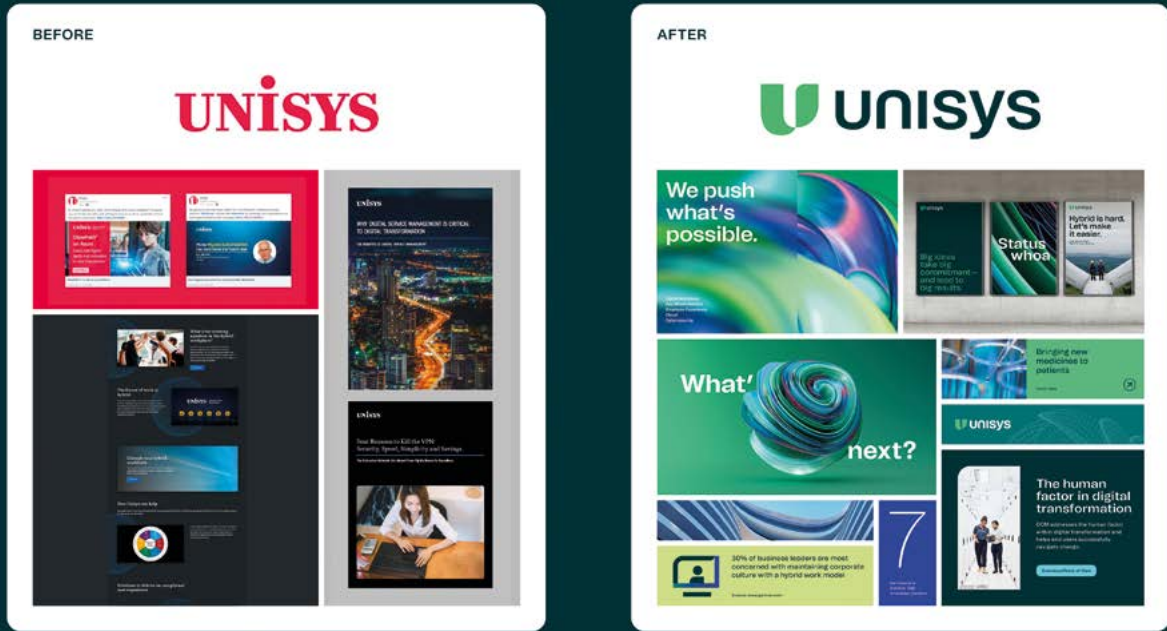
MARTIN MARIETTA AND TAILFEATHER

The Martin Marietta Center for the Performing Arts in Raleigh worked with Tailfeather to introduce a graphic language built in diamonds. The 'M's in the logo were rendered in 10 diamonds, which allowed the brand to use that shape to communicate across its touchpoints. This clever brand evolution offered a refined and contemporary solution to an organization that needed more contemporary brand assets.

BRONZE

WAHOO SPORTS SCIENCE CENTER AND 3D IDENTITY

The Wahoo Sports Science Center had to offer an experiential, immersive brand world in a limited space. 3D Identity crafted a visual identity using a map device, brand timeline and signature color scheme to allow Wahoo to communicate its heritage and purpose in an interactive way.



UNISYS AND LANDOR & FITCH

IT services brand Unisys wasn't able to communicate about its cutting-edge innovation or present itself as a modern tech player with its flagging, aging brand. To reinvigorate the company, Landor & Fitch developed a strategy founded in 'experience breakthroughs.' This concept led to the development of a constantly moving, adaptable logo called the 'perpetual bloom.'

The visual identity is then shaped by this unique icon. It morphs across brand touchpoints in static and motion applications, broadening Unisys' spectrum of communications. As a result, Unisys saw a 27% increase in website views and a 55% increase in search results. "The motion graphics and typography feel bold and contemporary. There's a lot of talented work here."



SILVER

NOKIA AND LIPPINCOTT

Nokia is a household name in technology. So, when rebranding it, Lippincott retained some key equity by updating the logo, but retaining a familiar shape to it and its letterforms. The new Nokia is primed to lead the B2B tech industry. “A great new logo that aligns with the challenge of conveying Nokia’s position as an innovative powerhouse,” said one judge.



SILVER

TELEvisaUNIVISION: VIX STREAMING BRAND AND INTERBRAND

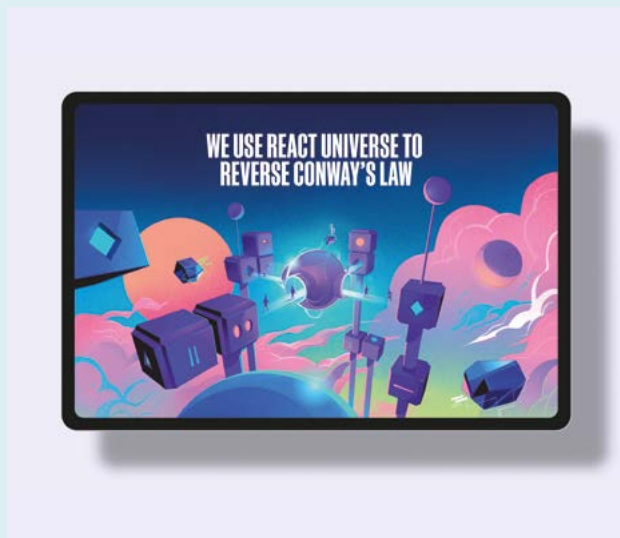
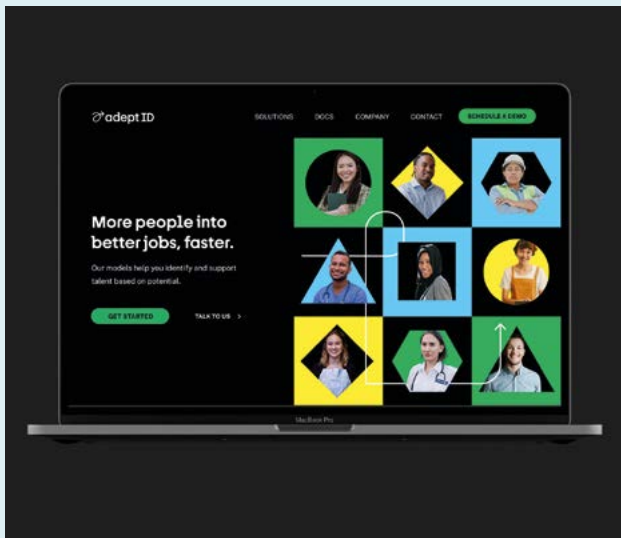
Interbrand created the visual identity for streaming platform ViX for Univision, the major player in Latin American broadcasting and cultural entertainment. ViX is professional, characterful and easy to use. Judges thought the brand “felt friendly and fun with strong motion graphics and user experience.”

**SEX,
DRUGS
AND A
CUP OF
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BRONZE

ADEPTID AND 8 POINT STUDIO

AdeptID worked with 8 Point Studio to introduce a new brand that more effectively communicated its purpose and positioning. Moving away from tech-focused visual cues, it puts people back into the center of its business. “It feels like it’s made AI sexier with this visual system,” said one judge. Another added, “The simple design system doesn’t get overly complicated and has a whimsical vibe to it.”

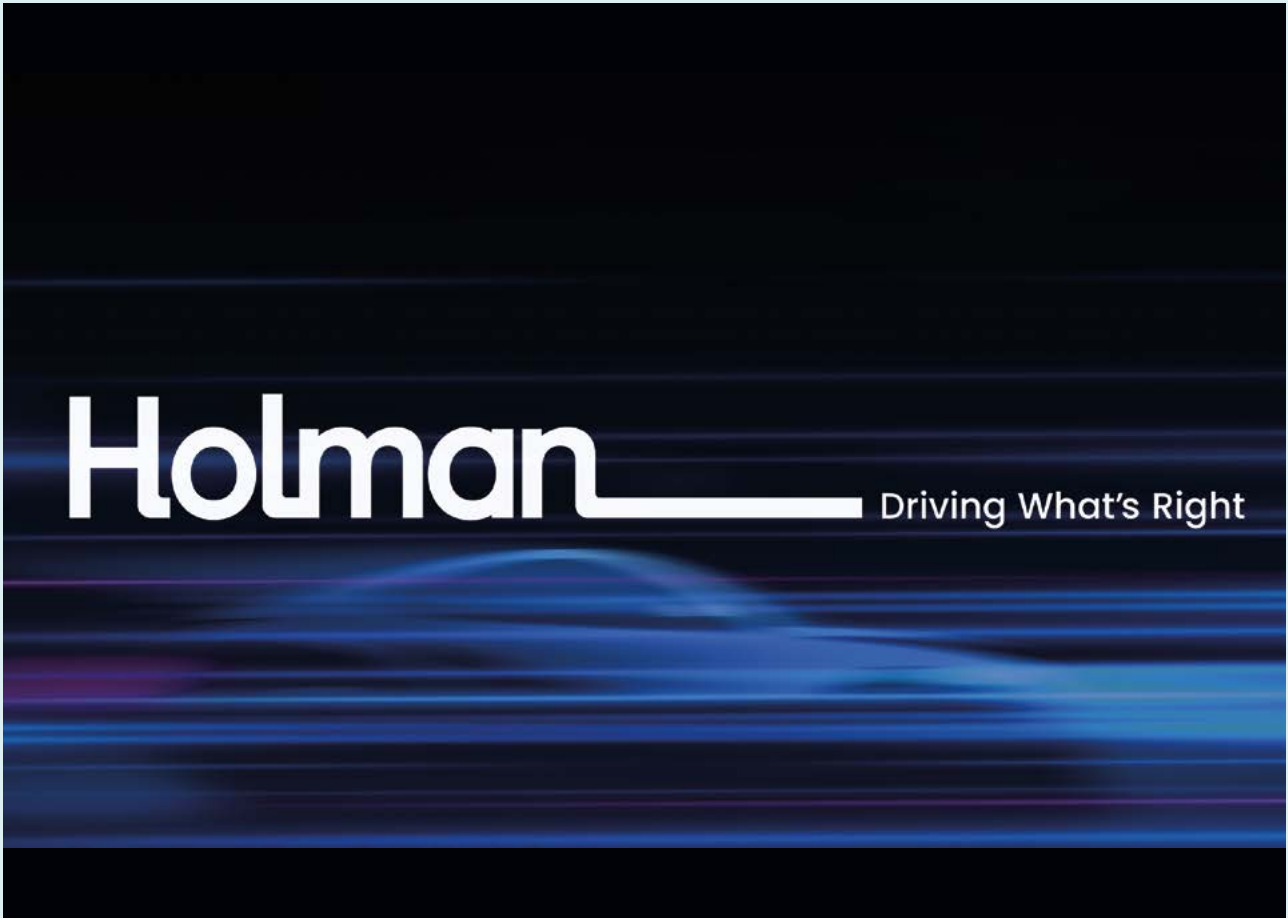
BRONZE

CALLSTACK AND CREATIVE BUSINESS COMPANY

Callstack wanted to emphasize its role as a hero in the software development industry. Creative Business Company created a visual identity infused with superhero imagery, gaming motifs and a strong, distinctive color palette. Judges thought the new visual identity had excellent standout from competitors, making Callstack more intriguing and approachable.

HIGHLY COMMENDED POPPULO AND MONIGLE

Poppulo’s brand evolution, designed by Monigle, is a deft handling of an employee software brand, giving it a colorful, versatile new visual expression.



HOLMAN AND STARFISH

Holman was home to a sprawling brand that had positive associations but little unity across its portfolio. It needed to reexamine its brand strategy in order to facilitate future growth and inspire its global network of customers and employees. It worked with Starfish on a new masterbrand strategy that would build a stronger umbrella under which its individual products, arms and services could sit.

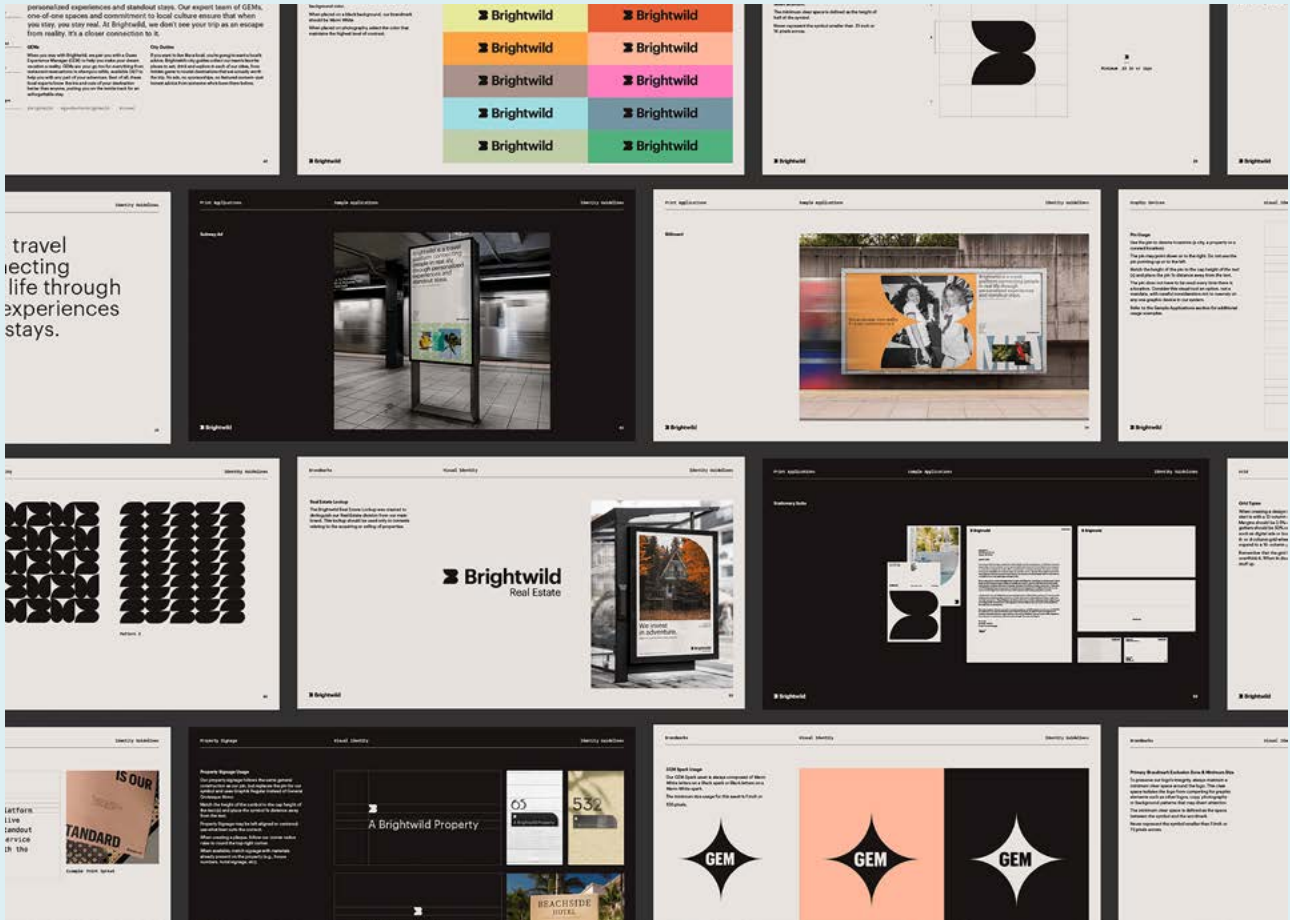
The resulting visual style is inspired by the road and those who use it, without leaning into automotive industry clichés. Judges thought the way Starfish navigated the legacy branding and challenging internal structure was excellent. The identity “modernizes the brand while staying true to its heritage,” according to one judge. Another says, “The visual identity feels fresh, but the nod to heritage is retained. This sells the idea of quality and long-term value.”



SILVER

TEXTRON AVIATION AND BRUNSWICK CREATIVE

Textron Aviation's better-known aircraft brands were leaving its corporate name at baggage claim. To elevate it, Brunswick Creative developed a classy, adaptable visual identity that allows space for Textron and its subsidiaries to fly free. One judge called it "a beautiful execution of a prestige brand."



BRIGHTWILD AND MATCHSTIC

Rebranding to inspire customers to choose its personalized travel experiences, Brightwild needed to deliver a sense of curiosity, adventure and discovery with its new look. Matchstic delivered with a brand defined by 'refined energy.' The visual identity has shaken off its outdated luxury cues in favor of a Millennial-friendly graphic language. The lifestyle-magazine feel of the new brand enables people to picture themselves in the settings and experiences offered by Brightwild. Judges thought the new brand was expertly targeted to the audience. With a cool vibe and firsthand point of view, it is "aligned to the audience it is aiming to capture. It feels very timely and connected to younger generations," according to judges. By eschewing the tired, faded luxury of old, Brightwild has introduced a bright, new future of personalized travel.

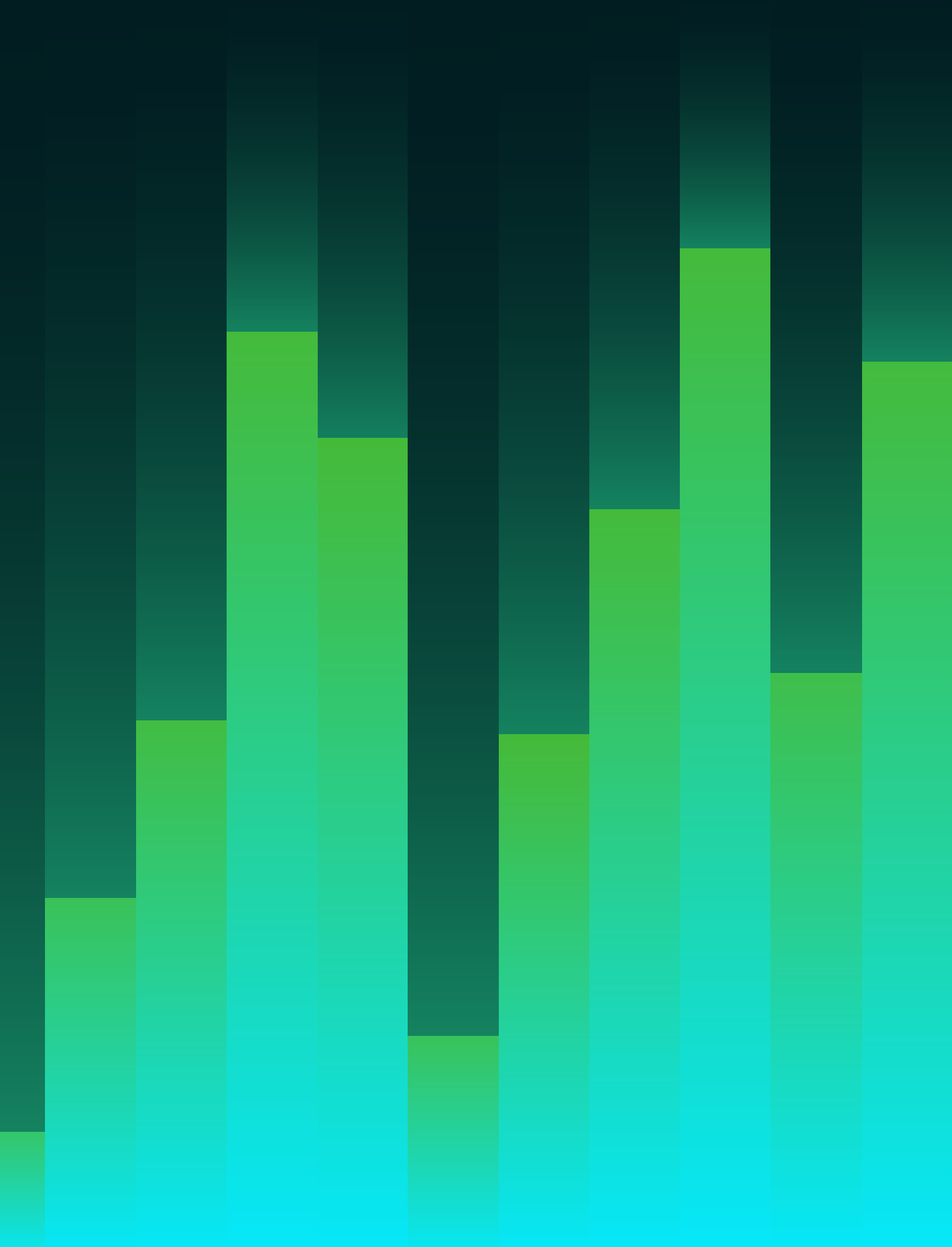


SILVER

THE ROVER HOTEL AND MIGHT & MATTER

Miami's Rover Hotel needed to capture the imaginations of travelers seeking to explore like an insider. It worked with Might & Matter to combine explorative visuals – rustic browns and motion-inspired illustrations – with a healthy dose of Miami's signature art deco, Havana-chic. The result is visually compelling and well-suited to the spirit of its location and the needs of the target audience.

SPECIAL RECOGNITION



**SIMON THACKWAY – THACKWAY MCCORD**

Simon Thackway has worked with some of the world's biggest brands. But, it's not his work's prominence but its cleverness that sees him stand out as a strategist of note in the branding industry. His ability to craftily twist a brand's positioning from commonplace to distinctiveness has created success for clients. He knows how to connect the company's objectives with its audience and its sector, but inevitably does so with flair and dexterity.

Thackway crafts brands that 'make sense,' a trait that helped him impress judges, one of which said, "Simon comes across as a strategy-focused leader." Another praised the "Depth to which he has gone to address strategic challenges with strong impact." His ability to confidently become a brand advisor, win his client's trust and deliver elevated, effective brands makes him a force to be reckoned with in brand strategy.



WINNER

MARCO VITALI – SONIC LENS

Creativity in the branding industry is often considered simply a visual game. Who crafts the best, most visually compelling design? But, in a modern, omnichannel world, brands must deliver a complete sensory experience to have an impact on consumers.

Marco Vitali is a standard-bearer for the future of creativity in branding. His work on audio brands as diverse as this year's standout winners DraftKings Network to Al Jazeera English exemplifies his ability to deliver expert audio brands that simply work for his clients.

Using the power of music to communicate with people, Vitali is a modern creative leader who is moving the industry forward. One judge said, "I loved the energy and enthusiasm he puts into the briefing process," while others thought Vitali's unique take on creativity was clearly award-winning. One praised his "capabilities and excellence," while another was impressed by his "world-class methodology of sonic creativity." Vitali is creating a more creative, future-proofed brand industry.

**SAMANTHA ALIFEROV – STARFISH**

Starfish's Samantha Aliferov is a decided all-rounder. Capable when it comes to art, design, strategy and client relations, Aliferov has become the company's youngest-ever creative director. With such a range of interests at work and beyond, Aliferov is able to bring an artistic, creative eye to every project. And her portfolio has clearly benefited. The range of work she has delivered flexes from stylish chic to playfully accessible to richly warm to eye-grabbingly impactful.

Her body of work made a huge impact on judges too, who thought the variety of solutions Aliferov was able to deliver for clients was outstanding. One judge said her portfolio's "incredibly rich diversity" makes her a clear "future leader." Another said, "Her work is very premium, modern and has her own style. It's clean, simple and powerful, but at the same time, her work has no limitations. She can manage different kinds of clients and projects." Aliferov's clear impact on her clients is sure to extend to the branding industry itself, making her a worthy and true Young contender of the year.

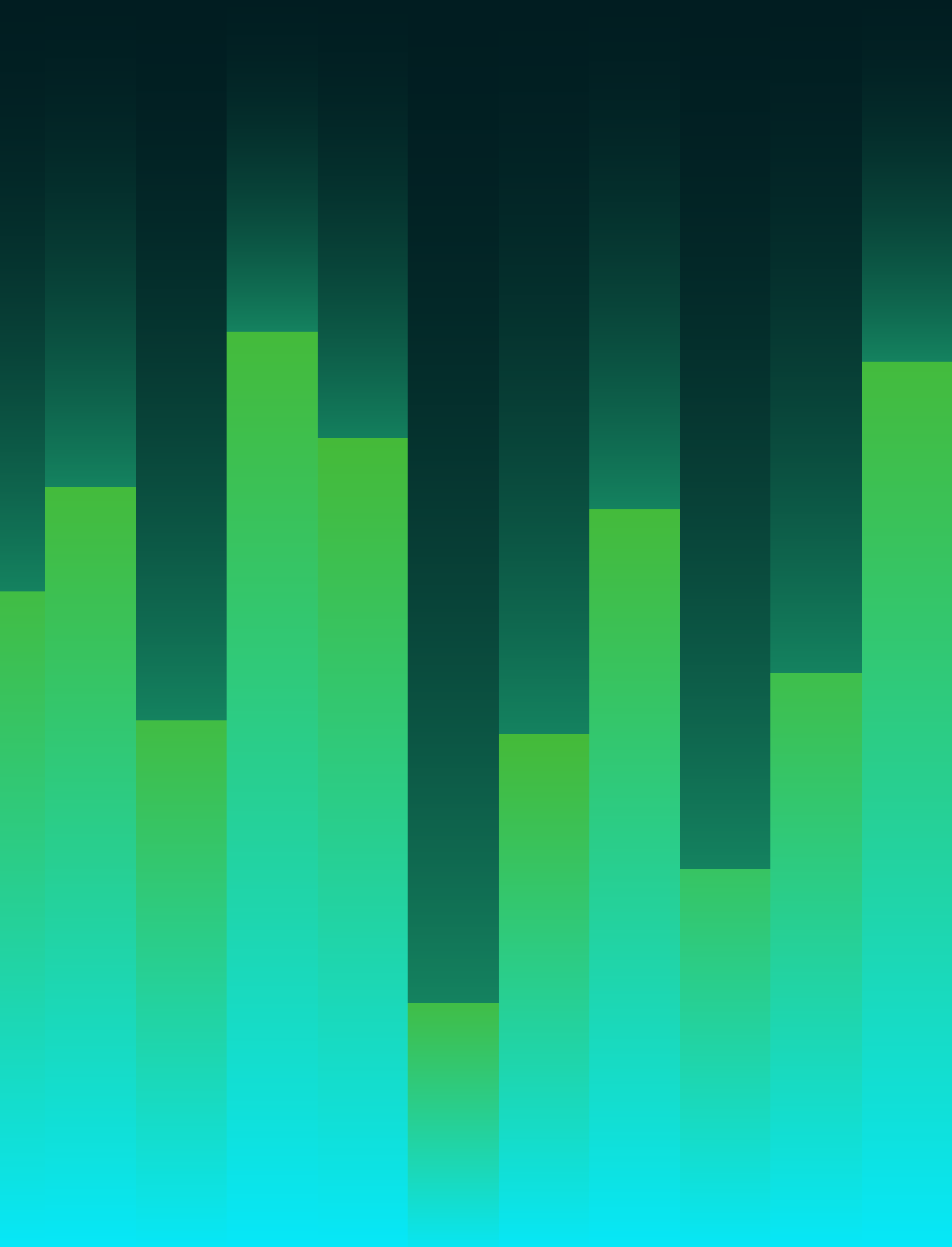


**HIGHLY COMMENDED
TYLER BROWN – LANDOR & FITCH**

Design director at Landor & Fitch, Tyler Brown is pushing the boundaries of blending technology and design. His attention to client needs and creative flair have led him to success on projects like Hippo Harvest and Dell Technologies. Judges loved his creativity and his passion for upskilling, problem solving and support for young designers.

GRAND ACCOLADES

The background features a series of vertical bars of varying heights and colors, ranging from dark teal to bright cyan. The bars are arranged in a way that creates a sense of depth and movement, with some bars appearing to overlap others. The overall effect is a modern, geometric design.





HIPPO HARVEST AND LANDOR & FITCH

Agriculture and produce are business sectors often plagued by boring, heritage design, busy packaging and unimpactful communications. Hippo Harvest set out to do things differently. As a business, it is consumed with using technology and sustainable farming practices to achieve a positive future for the farming and food industries. Its brand communications, too, had to make an impact on consumers by taking a different stance.

Landor & Fitch used Hippo Harvest's unique points of differentiation as the fuel for the imagination. It created a visual identity full of color and fun. Lettuce leaves are rendered into almost abstract shapes that then adorn the packs of each product. The brand language is simple, yet effective, aligning good food with good business practices. The result is a brand that is not only attractive to the eye and pleasing to the stomach, but food for the soul.

Judges loved it too, with Hippo Harvest securing a Gold in the competitive 'Best strategic or creative development of a new brand,' category. It also took Gold for its packaging work, and led both the FMCG and farming and agriculture sector categories. Judges called it "fun and fresh," "approachable," "charming," "progressive and playful," and "quirky." One judge said, "This is really exciting work that feels breakthrough in the ('Best strategic or creative development of a new brand') category. The excitement and passion jump off of the brand and it feels palpable." It is a worthy winner of the 'Best overall visual identity' plaudit.

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GE AEROSPACE AND INTERBRAND

GE's three divested businesses have impressed judges at various points throughout this year's awards program. But it was its aerospace arm that took flight in judges' imaginations. GE Aerospace needed to capitalize on the company's legacy and authority in the industry, while also setting the standard for innovation and engineering prowess in the future.

To achieve this, Interbrand focused on the spirit of bold exploration, underpinning the brand with the cool confidence of a decided industry leader. The new wordmark, designed in a condensed type and customized to create uniform spacing between each letterform, reflects its technical precision and commitment to enabling rapid, streamlined navigation across the globe. The brand capitalizes on GE's heritage with the use of 'atmosphere blue' as its signature color. But the new brand truly flies in application, with a flight-inspired line pattern lending cohesion and verve to the identity.

While judges were impressed with all of GE's new brands, they awarded GE Aerospace Gold in the 'Best brand development project to reflect a change of mission, values or positioning,' 'Best brand architecture solution' and 'Best visual identity from the engineering and manufacturing sector' categories. Judges loved the way GE Aerospace both referred to and broke free of the GE masterbrand. One said, "Everything fits here. It's classic and modern in one." Another judge said, "It brought in the human aspect to a very technical and possibly 'cold' category but also included the engineering look in a very compelling way." An instant and timeless classic, GE Aerospace is this year's 'Grand prix' winner.



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