

**TRANSFORM  
AWARDS  
ANZ 2023  
SYDNEY**

**WINNERS  
BOOK**



- 5 Note from the publisher
- 6 Judges
- 14 Winners

### CONTENT

- 20 Best use of a visual property
- 23 Best use of copy style or tone of voice
- 26 Best brand experience
- 29 Best use of packaging
- 33 Best wayfinding or signage
- 34 Best use of audio branding
- 36 Best use of typography
- 38 Best expression of a brand on social media channels

### PROCESS

- 42 Best internal communications during a brand development project
- 43 Best implementation of a brand development project
- 45 Best localisation of an international brand

### STRATEGY

- 48 Best creative strategy
- 51 Best brand evolution (business)
- 53 Best brand evolution (consumer)
- 55 Best brand evolution (corporate)
- 56 Best strategic or creative development of a new brand
- 60 Best development of a new brand within an existing brand portfolio
- 62 Best naming strategy (new name)
- 64 Best naming strategy (rename)

### TYPE

- 68 Best corporate rebrand following a merger or acquisition
- 71 Best brand development project to reflect a change of mission, values or positioning
- 75 Best brand consolidation
- 76 Best rebrand of a digital property
- 78 Best employer brand

### SECTOR

- 84 Best visual identity by a charity, NGO or NFP
- 88 Best visual identity from the education sector
- 90 Best visual identity from the energy and utilities sector
- 93 Best visual identity from the farming and agricultural sector
- 94 Best visual identity from the financial services sector
- 96 Best visual identity from the FMCG sector
- 99 Best visual identity from the food and beverage sector
- 102 Best visual identity from the healthcare and pharmaceutical sector
- 105 Best visual identity from the professional services sector
- 107 Best visual identity from the property, construction and facilities management sector
- 110 Best visual identity from the public sector
- 113 Best visual identity from the retail sector
- 114 Best visual identity from the sports and leisure sector
- 116 Best visual identity from the technology, media and telecommunications sector
- 119 Best visual identity from the travel and tourism sector

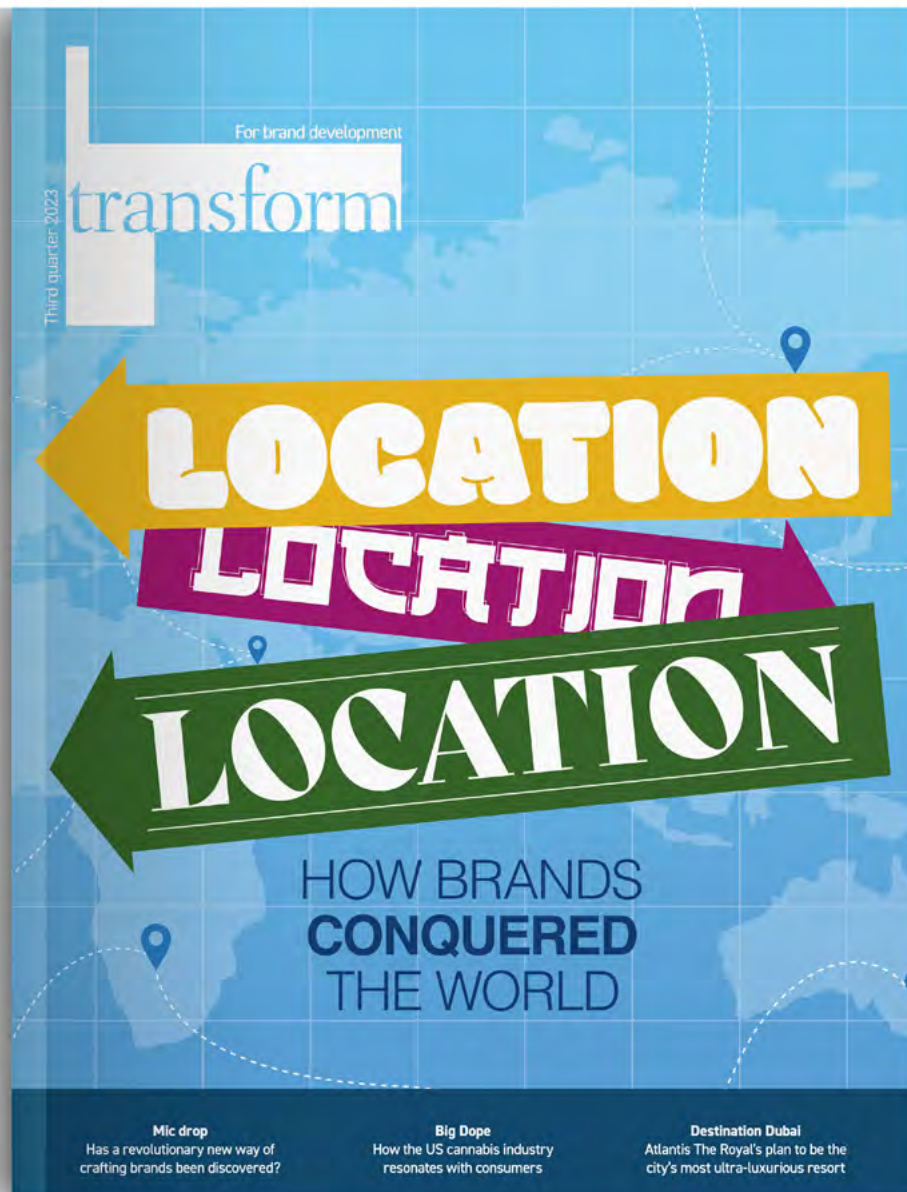
### SPECIAL RECOGNITION

- 124 Brand strategist of the year
- 125 Young contender of the year

### GRAND ACCOLADES

- 128 Best overall visual identity
- 130 Grand prix

# The global publication for brand development and rebranding



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

At 132 pages it is certainly the biggest winner's book we've published for the Transform Awards ANZ. 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**



**JULI ANDERSON**  
**HEAD OF BRAND AND**  
**CREATIVE DIRECTOR**  
**AECOM**

Juli is an award-winning, versatile, multidisciplinary brand and creative leader. She's passionate about crafting big ideas that drive positive experiences for brands, clients, products, services and causes. Human-centered design is at the core of her work, placing the user at the centre of every solution. With over 15 years of experience working with AECOM, the world's largest infrastructure firm, Juli leads the creative team for Australia, New Zealand and the Philippines and serves as the head of brand.

**MELISSA BAILLACHE**  
**EXECUTIVE CREATIVE DIRECTOR**  
**FORMERLY FOR THE PEOPLE**

Melissa was formerly executive creative director at For The People where she worked with organisations to turn challenges into creative solutions that put people first. She's a firm believer that design can drive change and is excited by work that makes people smile, think differently and reconsider misconceptions or assumptions. Melissa has collaborated with clients both at home and internationally to create new brands, design physical experiences and reimagine products for communities, people inside organisations and their customers alike. Melissa was awarded the Grand prix award at the 2022 Transform Awards ANZ.



**CRAIG BURGESS**  
**FOUNDER**  
**COHESIVE THREAD**

**JUDGE - AUDIO BRANDING**

Craig is passionate about sound, music, branding, art, storytelling and psychology. With over 20 years experience in the music industry and academia, he's dedicated to understanding and creating ear-catching and immersive sound, music and audio experiences that captivate and engage audiences. Craig's expertise extends beyond audio and music production and into the worlds of audio branding, sound design, podcast creation, foley, storytelling and branding to create immersive and experiential content.

**BERNAL CHAVES**  
**CREATIVE DIRECTOR**  
**WESOUND**

**JUDGE - AUDIO BRANDING**

Hailing from Costa Rica, Bernal is a dedicated creative director at WESOUND in Hamburg, Germany, an agency renowned for its expertise in audio branding, multimedia and immersive experiences. With a background in music production and sound design, he seamlessly intertwines strategic concepts with hands-on execution. His expertise has influenced international brands in shaping their sonic identities. Notably, Bernal played a pivotal role in pioneering Costa Rica's inaugural in-house advertising agency audio branding department, earning him two International Sound Awards.



**ALEXANDRA COOPER-CUTHBERT**  
**HEAD OF BRAND AND MARKETING**  
**NZ OLYMPIC COMMITTEE**

As head of brand and marketing for the New Zealand Team, for eight years Alexandra has led brand campaigns that inspire New Zealanders to follow their Team's journey and achievements during the Olympic and Commonwealth Games. Alexandra comes from an agency background, with experience at 99, Shine, Y&R and more in Auckland. At M Worldwide and Landor & Fitch in London, Alexandra managed the application of global design strategies to local markets. Alexandra is currently a project lead on the NZ Olympic Committee's Sustainability strategy and is passionate about amplifying athlete voice to protect and support the NZ Team.

**FIONA FLORENCE**  
**MANAGING DIRECTOR**  
**JDO**

**JUDGE - SPECIAL RECOGNITION**

Fiona is global managing director of design agency, JDO. As a marketing expert and champion of creativity, Fiona is responsible for nurturing relationships with both JDO's international clients and its internal team to drive success through excellence, growth and vision. With over 25 years of industry experience, Fiona is a recognised thought leader and has written articles for notable publications such as Marketing Week, The Grocer, Transform and more. Fiona is also a passionate advocate for sustainability in packaging, diversity in the workplace and women in creative leadership.



**AL GOUNDER**  
**HEAD OF BRAND,**  
**INTERNATIONAL MARKETING**  
**AND CREATIVE SERVICES**  
**CHARTERED ACCOUNTANTS**  
**AUSTRALIA AND NEW ZEALAND**

Al is a seasoned marketing professional with over 15 years of experience leading and growing iconic brands globally. He has worked across various industries, including education, FMCG, retail and food service, with extensive experience in Quick Service Restaurants. Al currently serves as the head of brand, international marketing and creative services at Chartered Accountants Australia and New Zealand, driving growth and engagement across global markets.

**FRANCES GREIG**  
**CREATIVE DIRECTOR AND**  
**BRAND STRATEGIST**  
**SUNNYSIDEUP**

Frances is an award-winning creative and strategist. Turning insightful ideas into beautiful, effective work, Frances has worked with a client list that spans countries and sectors. She has led major projects that have shaped, changed, renamed or redefined brands – winning local and international accolades. She has featured in publications around the world, lectured at design and arts colleges and exhibited at arts festivals including Vivid Sydney. Frances was awarded the Best overall visual identity award at the 2022 Transform Awards ANZ.



**ANNY HAVERCROFT**  
**HEAD OF GLOBAL BUSINESS**  
**MARKETING, SOUTH EAST ASIA**  
**AND GLOBAL MARKETING**  
**SOLUTIONS APAC**  
**TIKTOK**

Anny is head of global business marketing, South East Asia and global marketing solutions APAC. She leads the team responsible for building innovative marketing solutions that help brands get the most out of TikTok through powerful and creative storytelling. Previous to TikTok, Anny led marketing innovation at Yahoo and has held leadership positions in leading UK and Australian media agencies. In 2020, Anny was named in the top 50 CMOs in Australia by CMO Magazine.

**DAN INGHAM**  
**CREATIVE DIRECTOR**  
**SYDNEY OPERA HOUSE**

Dan is a designer and creative director with 16 years of experience. He currently leads Sydney Opera House's Creative Studio, who are responsible for brand design, campaigns and content. Prior to this, Dan worked for Interbrand on projects for Australian Design Centre, SKY TV New Zealand, Sydney Opera House, Telstra and World Vision. Dan has also spent time freelancing for brand agencies For The People and Re. Originally from Manchester (UK), his career began at independent design studios MARK and Truth.



**NINA JANZON**  
**EXECUTIVE CREATIVE DIRECTOR**  
**MONIGLE**

**JUDGE – SPECIAL RECOGNITION**

With over 20 years of experience, Nina leads brand creative across Monigle, a brand experience company based in New York City and Denver, the US. She is a passionate brand visionary and talent mentor, rooting her design philosophy in core human truths activated through experiential moments. She has worked with clients to create award winning brand transformations across the globe and continues to stay involved in guiding the next generation of brand identity designers through her involvement and mentorship in higher education programmes.

**ISAAC LAI**  
**BRAND MARKETING LEAD**  
**UBER EATS**

Isaac is currently the brand marketing lead for Uber Eats, Taiwan. He is also the lead digital marketing instructor at General Assembly Australia, teaching the next generation of digital marketers the power of brand and digital working in unison. Prior to his appointment at Uber and General Assembly, he was an award-winning strategy director specialising in digital, content and brand and loved the process of turning business challenges into creative solutions for high profile brands across the globe such as Colgate, McDonald's, Netflix, TikTok and more.



**FIONA LOVE**  
**GROUP MARKETING MANAGER**  
**HAKA TOURISM**

Fiona has been in the marketing field for nearly 15 years – initially in London and for the last eight years in New Zealand. Working for a cross section of industries, from media and healthcare to travel, has kept things interesting. Fiona enjoys bringing brands to life and ensuring the whole organisation is singing from the same hymn sheet. Currently as group marketing manager for Haka Tourism, her role involves managing all marketing facets for the business.

**ZOE MACDONALD**  
**SENIOR MANAGER, BRAND STRATEGY**  
**COMMONWEALTH BANK**

As a brand strategist and brand manager, Zoe is a curious and highly conceptual thinker. Her experience runs from transformational creative strategy through to rigorous corporate branding. Zoe has led and facilitated brand and research immersion projects across the UK, South America, Europe and Australia and believes that branding has a strong role to play in boardrooms everywhere. Zoe is the senior manager, brand strategy at Commonwealth Bank, where she steers the strategic direction of Australia's most valuable brand and the 2020 refresh of the Bank's iconic 30 year old diamond logo.



**RAMAN MAHI**  
**GLOBAL BRAND AND**  
**SOCIAL MEDIA SPECIALIST**  
**AIR NEW ZEALAND**

For the past few years, Raman has worked on some of the biggest projects for Air New Zealand, including the 'Koru Care' flight and the 'Tiaki & The Guardians' safety video. His key role is maintaining Air New Zealand's brand across the various platforms it exists on, both domestically and globally – including launching their TikTok channel; currently one of the most successful accounts on the platform in Aotearoa. Raman has over seven years of social media experience and has worked across markets in New Zealand, Australia and North America.

**TABITHA MATHEW**  
**CAMPAIGNS AND CHANNELS LEAD,**  
**ASIA PACIFIC**  
**CAPGEMINI**

Tabitha is an integrated brand, communications and campaigns strategist, leading the integrated campaigns team for Asia Pacific at Capgemini. She's passionate about how brand storytelling can be done effectively in today's context for a more astute audience, across multiple channels. She began her career in public relations and content marketing, working at leading agencies like Keep Left and Mkt. Communications. She has worked for multiple brands including Lendlease, Miele and the Victorian government to charities like B-Corporation, Guide Dogs Victoria and St John Ambulance.



**EMILY MATTHEWS**  
**HEAD OF CREATIVE**  
**FORTIS / PALLAS GROUP**

Emily cut her teeth in the design world working within some of Sydney's leading strategic agencies. After 15 years, Emily jumped client side to establish brand-new in-house design capabilities for Fortis. Since 2020, she has been directly responsible for transforming the business through design. Emily believes being in-house has become her superpower. Blending tight strategy with an abundance of creative freedom, Emily and her team let loose on big brand ideas that capture the hearts and minds of Fortis' customers and tenants, as she continues to push boundaries in the property branding, hospitality and event space.

**GORDON MCMILLAN**  
**FOUNDER AND CEO**  
**MCMILLAN**

**JUDGE – SPECIAL RECOGNITION**

With over 25 years of creative leadership under his belt, Gordon brings a wealth of international branding experience to every client engagement. He has guided and inspired an Ottawa-based agency to compete on the global stage against the top branding firms in the world. He has led the McMillan team to redefine the brands for large global enterprises like Commvault, Dun & Bradstreet, Intuit, Schneider Electric, Trend Micro and United Rentals as well as more modestly sized aspirational B2B enterprises such as Chronicle Heritage, Decisive Group, HST Pathways and Pareto Health.





**MARIA MILENKO**  
**GRAPHIC DESIGNER AND OWNER**  
**HUGMUN.STUDIO**

**JUDGE – SPECIAL RECOGNITION**

Maria is the owner of HUGMUN.STUDIO based in Copenhagen. Together with Tomasz Pawluk and Harriet Elsom, they run an independent creative studio specialising in branding and packaging for brands from all around the world, with extensive experience in the skincare industry. Maria’s specialty is illustration and as an illustrator, she is represented by the Paris-based talent agency Creasenso.

**SHELLEY NORTON**  
**DIRECTOR, HEAD OF BRAND AND CX**  
**PWC AUSTRALIA**

Shelley is a brand and marketing leader with experience in professional services, education, membership and recreational industries. With over 20 years of experience in marketing, Shelley specialises in and is most passionate about brand, whether it’s revitalising a brand, a complete rebrand or developing a successful brand positioning and strategy. Shelley has varied industry experience and expertise in brand measurement, brand architecture, visual and verbal identity, co-branding, developing brand governance systems and developing and delivering successful brand campaigns.



**ANDREW RAE**  
**BRAND AND**  
**COMMUNICATIONS MANAGER**  
**OWN BRANDS, FOODSTUFFS NZ**

Andrew’s expertise lies in brand development, brand communications, experiential marketing and PR, enabling him to craft captivating brand stories and engage diverse audiences effectively across various channels. Currently serving as the brand and communications manager for Own Brands at Foodstuffs NZ, Andrew leads the brand and communications strategy for Own Brands and its Private Label brand, Pams, New Zealand’s most popular grocery brand, with a rich kiwi history spanning over 85 years.

**ELYSHA STEPHENS**  
**HEAD OF MARKETING ANZ**  
**ADVANCED**

With over 20 years of professional marketing experience, Elysha has worked in strategic executive roles for international companies across a variety of industries including both B2C and B2B. She’s developed innovative brand strategies coupled with sales activations that have resulted in unrivalled results. You’ll find Elysha at her best coaching her teams to campaign excellence, infusing their strategies with compelling stories and integrated structures. Elysha currently leads the marketing function for the ANZ region for the third largest software company in the UK, where she guides the strategic business direction.



**SAM TEMPLE NEUKOM**  
**FOUNDER AND CEO**  
**NORTHBOUND**

**JUDGE – SPECIAL RECOGNITION**

Brand building is both an art and a science, a process that requires a curator like Sam, who will ask the difficult questions, spark the creative turn of phrase and add that human touch that assures longevity and emotional resonance. Sam’s pedigree and agency experience provides clients a unique depth of experience, perspective and process insights. From East Coast big agency to West Coast boutique, Sam has honed her craft and contributed to enterprises such as Amazon, Cisco, Microsoft, P&G, Pfizer and Redfin.

**BEN THOMPSON-STAR**  
**SENIOR BRAND MANAGER**  
**MONDELÉZ**

Ben is a passionate FMCG marketer, currently working as senior brand manager on The Natural Confectionery Company brand at Mondeléz. He began his FMCG marketing career at Nestlé and has since worked in both Australia and the UK across brands including Lavazza, Maggi, Nature Valley, Nescafé and Yoplait. Ben has also co-founded two organisations: CoFutures, a planning communications firm with expertise in strategic planning, community engagement and multimedia; and the Community Music Project, a not-for-profit with a mission to create a movement of community music sharing.

# Creating Australia's most iconic brands for 41 years

This month, Hulsbosch is celebrating 41 years of creating Australia's most famous, most iconic, most recognisable brand identities. We thank all our past and present clients, partners and team members who have helped us achieve this milestone.



"I have been fortunate to work with the team for many years across three very different brand projects. Thank you for all your support and effort in helping The Seven Network become Australia's fastest-growing brand."  
James Warburton,  
CEO at Seven West Media



"Hulsbosch has worked on most of Australia's iconic brands, and we are proud to be one of those brands. Congratulations to the team at Hulsbosch. A truly amazing achievement."  
Louise Baxter,  
CEO at Starlight Children's Foundation Australia



"Congratulations to Hans, Jaid and the entire team. It's an amazing milestone for any business in any industry. Thank you for capturing our vision and values in a powerful, iconic brand identity."  
James Johnson,  
CEO at Football Australia



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**KYLIE WALKER**  
**HEAD OF BRAND EXPERIENCE**  
**MACQUARIE GROUP**

Kylie leads Macquarie Group’s global brand, creative and sponsorship functions and is responsible for managing Macquarie’s groupwide portfolio of brands. With over 20 years experience, Kylie also oversees the development of other business brands through joint-ventures, acquisitions, or new business initiatives. Previously, Kylie was an art director at several business and consumer magazine titles.

**MICHAEL WEBSTER**  
**CREATIVE DIRECTOR OF BRAND**  
**CANVA**

Michael is an accomplished creative with a skill for crafting dynamic brand experiences. Currently creative director at Canva, Michael’s collaborative nature has helped to grow the Brand Studio team over the last four years. Michael has 14 design awards and has worked in four countries for more than 12 years. Michael believes authenticity is the key to meaningful branding and his approach usually combines bold moving graphics with sharp writing. A quietly observant nature and a preference for listening first allow him to deeply understand the essence of each brand he works with.

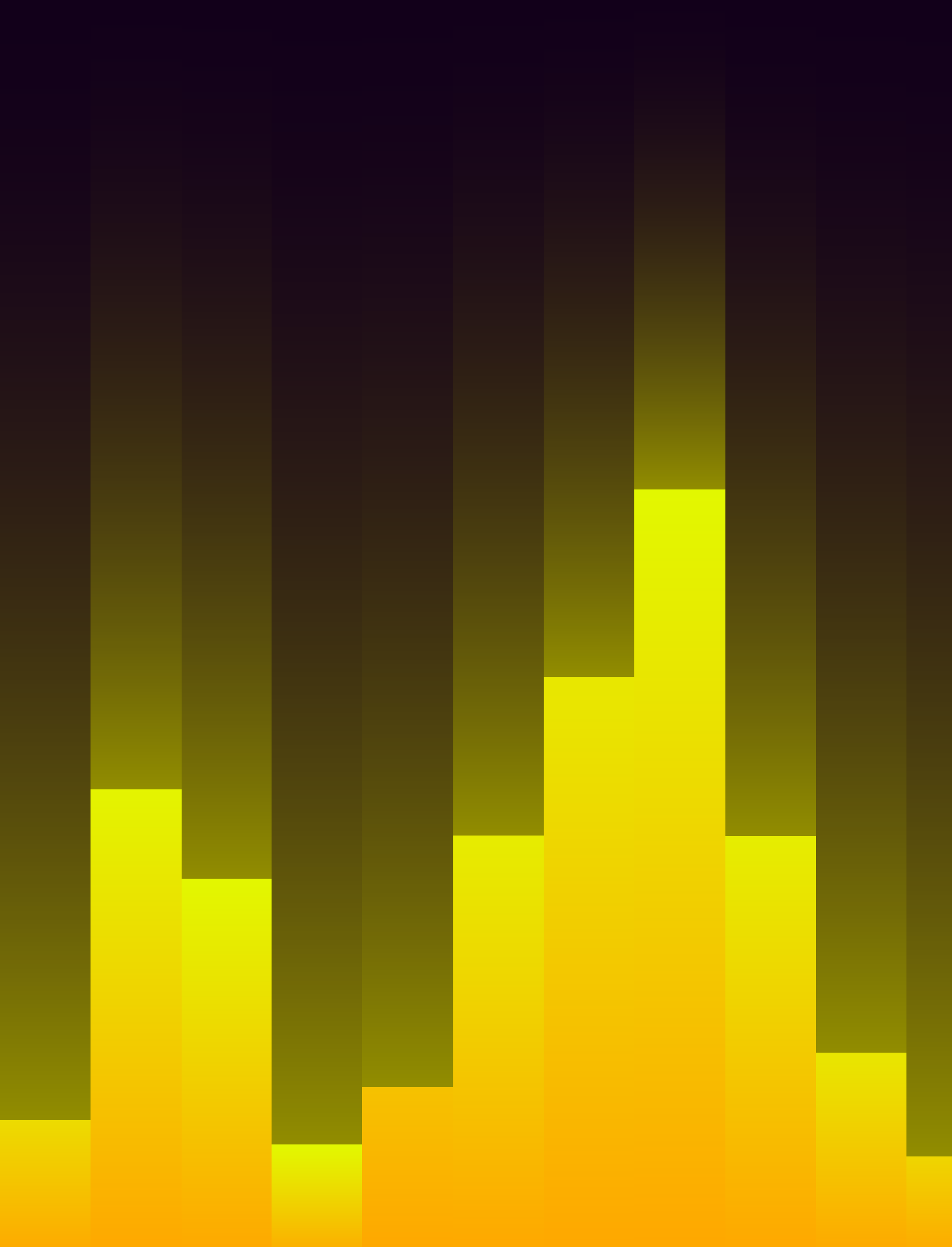


**SIAN WHEATLEY**  
**HEAD OF BRAND AND MEDIA**  
**NESTLÉ NESPRESSO SA**

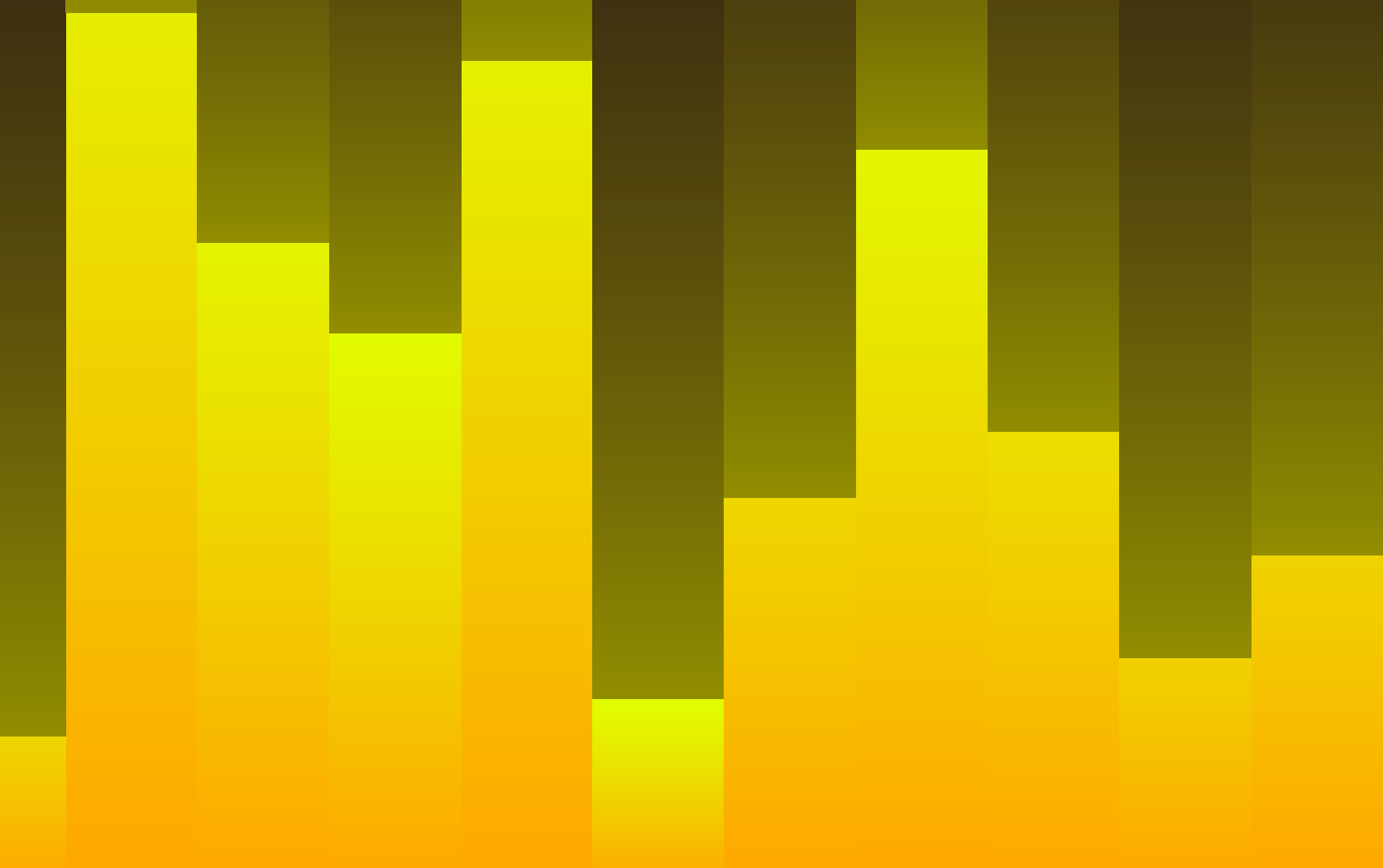
Sian has 17 years of experience working on and working for some of the world’s biggest brands. She started her career in digital in London before Facebook was a thing and then relocating halfway across the world to Sydney and making the switch from agency to client side. She studied chemistry as her degree and sees almost all briefs/campaigns as experiments with hypotheses and loves work that is based on true human insight. These days she is busy using marketing as a force for good, communicating the Nespresso brand story.

**CHLOE WOODGATE**  
**MANAGER, NSW GOVERNMENT**  
**BRAND STRATEGY**  
**FORMERLY NSW DEPARTMENT OF**  
**CUSTOMER SERVICE**

Chloe was formerly NSW Government brand strategy manager at the NSW Department of Customer Service. Her goal was to make government branding engaging, unified and accessible for everyone. Chloe led a team of passionate brand professionals responsible for NSW Government’s brand framework and visual identity system, which clinched the ‘Grand prix’ at the Transform Awards ANZ 2022. In a career highlight, Chloe helped lead the award-winning Covid-19 public health advertising campaign for the NSW Government in 2020-22.



# WINNERS



**BEST USE OF A VISUAL PROPERTY**

Gold – Canva  
 Silver – Be Group and StartsWithA  
 Silver – Magentus and SomeOne  
 Bronze – NAB and Principals  
 Bronze – TapTap and DesignStudio  
 Highly commended – Stockland and Principals

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

Gold – ReachOut Australia and Yonder Creative  
 Silver – Sydney Fish Market and Interbrand  
 Bronze – Be Equitable and For The People  
 Bronze – Children’s Hospital Foundation and SunnySideUp  
 Bronze – Du Cane Brewing Co. and For The People  
 Highly commended – Aware Super and Principals

**BEST BRAND EXPERIENCE**

Gold – Canva  
 Silver – Goodman Group and Yonder Creative  
 Bronze – i2C Architects  
 Bronze – WA Country Health Service (WACHS) and BEVIN Creative Pty Ltd

**BEST USE OF PACKAGING**

Gold – Coles Group and the thrills™  
 Silver – Pasta Roma! and Disegno  
 Bronze – Made Group and the thrills™  
 Bronze – Marion’s Kitchen and The Key Branding  
 Highly commended – Bass & Flinders Distillery Pty Ltd and The Edison Agency  
 Highly commended – Brunswick Aces and The Key Branding

**BEST WAYFINDING OR SIGNAGE**

Silver – Queensland Airports Limited and Maynard Design  
 Bronze – Uber and THERE

**BEST USE OF AUDIO BRANDING**

Gold – Goodman Group with Audio UX and Yonder Creative  
 Silver – Laver Cup and MassiveMusic  
 Bronze – Destination New South Wales and MassiveMusic

**BEST USE OF TYPOGRAPHY**

Gold – Funlab and FutureBrand  
 Gold – TIME dotCom and For The People  
 Silver – Gelatissimo and Houston Group  
 Bronze – Harrowfield and Re:brand  
 Highly commended – TOGA Group and Houston Group

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

Gold – Golf Australia and the thrills™  
 Bronze – Barnardos Australia

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

Silver – The Leukaemia Foundation and Brand Council  
 Bronze – Standards Australia and Brand Council

**BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT**

Gold – Stockland and Principals  
 Bronze – Morgan + English and Made Agency

**BEST LOCALISATION OF AN INTERNATIONAL BRAND**

Gold – Nestlé Australia, Kit Kat and The Key Branding  
 Gold – U by Kotex and Hulsbosch

**BEST CREATIVE STRATEGY**

Gold – ReachOut Australia and Yonder Creative

Silver – CureCancer and Principals

Silver – Elladex and Interbrand

Bronze – Children’s Hospital Foundation and SunnySideUp

Bronze – Sorbent Paper Company and The Edison Agency

Highly commended – Perth is OK! and Block

**BEST BRAND EVOLUTION (BUSINESS)**

Silver – Harrowfield and Re:brand

Bronze – Efex and BrandMatters

Bronze – Hacer Group and BEVIN Creative Pty Ltd

**BEST BRAND EVOLUTION (CONSUMER)**

Gold – Funlab and FutureBrand

Gold – Sydney Fish Market and Interbrand

Silver – Mr Chens and The Edison Agency

Bronze – NAB and Principals

**BEST BRAND EVOLUTION (CORPORATE)**

Silver – William Buck and BrandMatters

Bronze – Standards Australia and Brand Council

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

Gold – Helia and Interbrand

Silver – eStar and Iceberg

Silver – University of Southern Queensland

Bronze – Children’s Hospital Foundation and SunnySideUp

Bronze – Flings and Blurr Bureau

Bronze – Innovation Beverage Group, Drummerboy and The Key Branding

Highly commended – TOGA Group and Houston Group

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

Gold – Canva

Gold – Titan and DesignStudio

Silver – Sydney Airport and Creatik

Bronze – Expand and Principals

**BEST NAMING STRATEGY (NEW NAME)**

Gold – Magentus and SomeOne

Silver – Meli and The Contenders

Bronze – Sydney Airport and Creatik

**BEST NAMING STRATEGY (RENAME)**

Gold – Envisory and Re:brand

Silver – Octo and Re:brand

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

Gold – Museums of History NSW and For The People

Gold – SafetyIQ and DSR Branding

Silver – Bega Group and The Edison Agency

Bronze – Landmark Orthopaedics and Brand Council

Bronze – Meli and The Contenders

Highly commended – Indara and BrandMatters

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

Gold – MJC and Guts Creative

Silver – InLife Independent Living and The Contenders

Silver – Landmark Orthopaedics and Brand Council

Bronze – Growth Workplace Design and DSR Branding

Bronze – The Leukaemia Foundation and Brand Council

Highly commended – Standards Australia and Brand Council

**BEST BRAND CONSOLIDATION**

Gold – Landmark Orthopaedics and Brand Council

**BEST REBRAND OF A DIGITAL PROPERTY**

Gold – ARDI by Optrix and StartsWithA

Silver – AXA Investment Managers and Hundredweight

Bronze – Dubbel Gym and BEVIN Creative Pty Ltd

**BEST EMPLOYER BRAND**

Gold – Pitcher Partners and Principals

Silver – Everyday Independence and Principals

Silver – Ovolo Hotels and THERE

Bronze – The Leukaemia Foundation and Brand Council

Bronze – Yarra Valley Water and Principals

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

Gold – ReachOut Australia and Yonder Creative

Silver – Biodiversity Council and Principals

Silver – CureCancer and Principals

Bronze – Aboriginal Housing Company (AHC) and Heard Agency

Bronze – Children’s Hospital Foundation and SunnySideUp

Bronze – St George Community and Made Agency

Highly commended – Meli and The Contenders

**BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR**

Gold – MJC and Guts Creative

Silver – University of Southern Queensland and Houston Group

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

Gold – TIME dotCom and For The People

Silver – Powerhouse and Side By Side Studio

Bronze – EnergyAustralia and Creatik

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

Silver – Tenaz and DSR Branding

Bronze – Flavorite and The Key Branding

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

Gold – Tax Management New Zealand and Principals

Silver – NAB and Principals

Bronze – Expand and Principals

**BEST VISUAL IDENTITY FROM THE FMCG SECTOR**

Gold – Coles Group and the thrills™

Silver – Flings and Blurr Bureau

Silver – Made Group and the thrills™

Bronze – Coles Joyful and Hulsbosch

Bronze – Marion’s Kitchen and The Key Branding

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

Gold – Du Cane Brewing Co. and For The People

Silver – Pasta Roma! and Disegno

Bronze – Gelatissimo and Houston Group

Bronze – NSW Wine and Distil Agency

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

Gold – Magentus and SomeOne

Silver – The Florey and The Contenders

Bronze – Everyday Independence and Principals

Bronze – Landmark Orthopaedics and Brand Council

Highly commended – WA Country Health Service (WACHS) and BEVIN Creative Pty Ltd

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

Gold – Be Equitable and For The People

Silver – Harrowfield and Re:brand

Bronze – Humanly Agile and The Edison Agency

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

Gold – AMP Capital & Dexus and Hundredweight

Silver – Goodman Group and Yonder Creative

Silver – The Green Boat and Next Brand

Bronze – Stockland and Principals

Bronze – TOGA Group and Houston Group

**BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR**

Gold – Sydney Fish Market and Interbrand

Bronze – Canterbury Bankstown Council and Made Agency

**BEST VISUAL IDENTITY FROM THE RETAIL SECTOR**

Silver – Loves Dogs and Creatik

Bronze – Skitzo and SGK

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

Gold – Funlab and FutureBrand

Silver – Ariels and the thrills™

Bronze – Dubbel Gym and BEVIN Creative Pty Ltd

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

Gold – eStar and Iceberg

Silver – Perth is OK! and Block

Bronze – Assembled Media and Next Brand

Bronze – Zigbang and DesignStudio

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

Gold – Hamilton Airport and Principals

Silver – New Sydney Waterfront Company and Interbrand

Bronze – Ovolo Hotels and THERE

Bronze – YHA and Houston Group



**SPECIAL RECOGNITION**

**BRAND STRATEGIST OF THE YEAR**

Winner – Trudi Cassin – Brand Council

**YOUNG CONTENDER OF THE YEAR**

Winner – Hollie Johnson – Principals

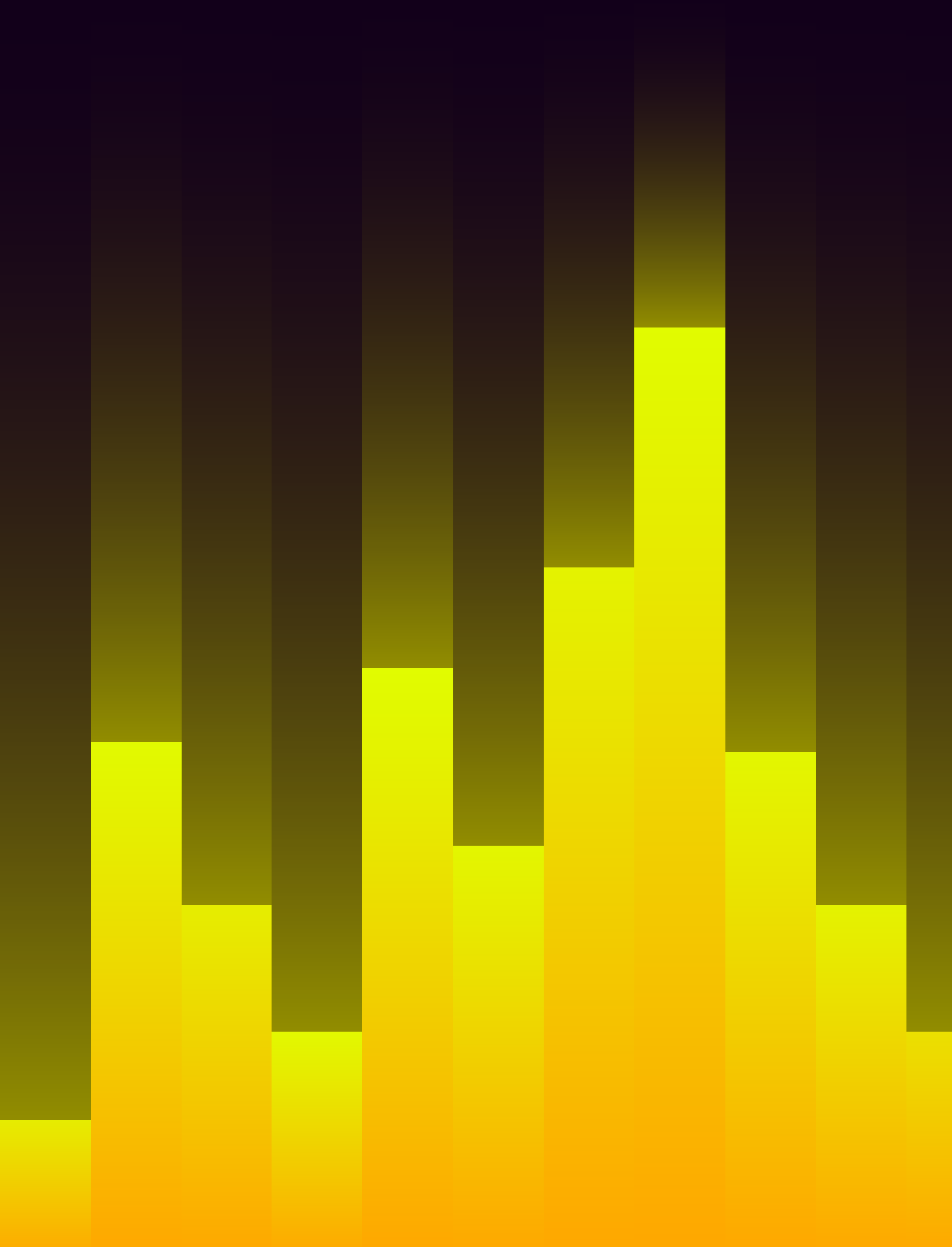
**GRAND ACCOLADES**

**BEST OVERALL VISUAL IDENTITY**

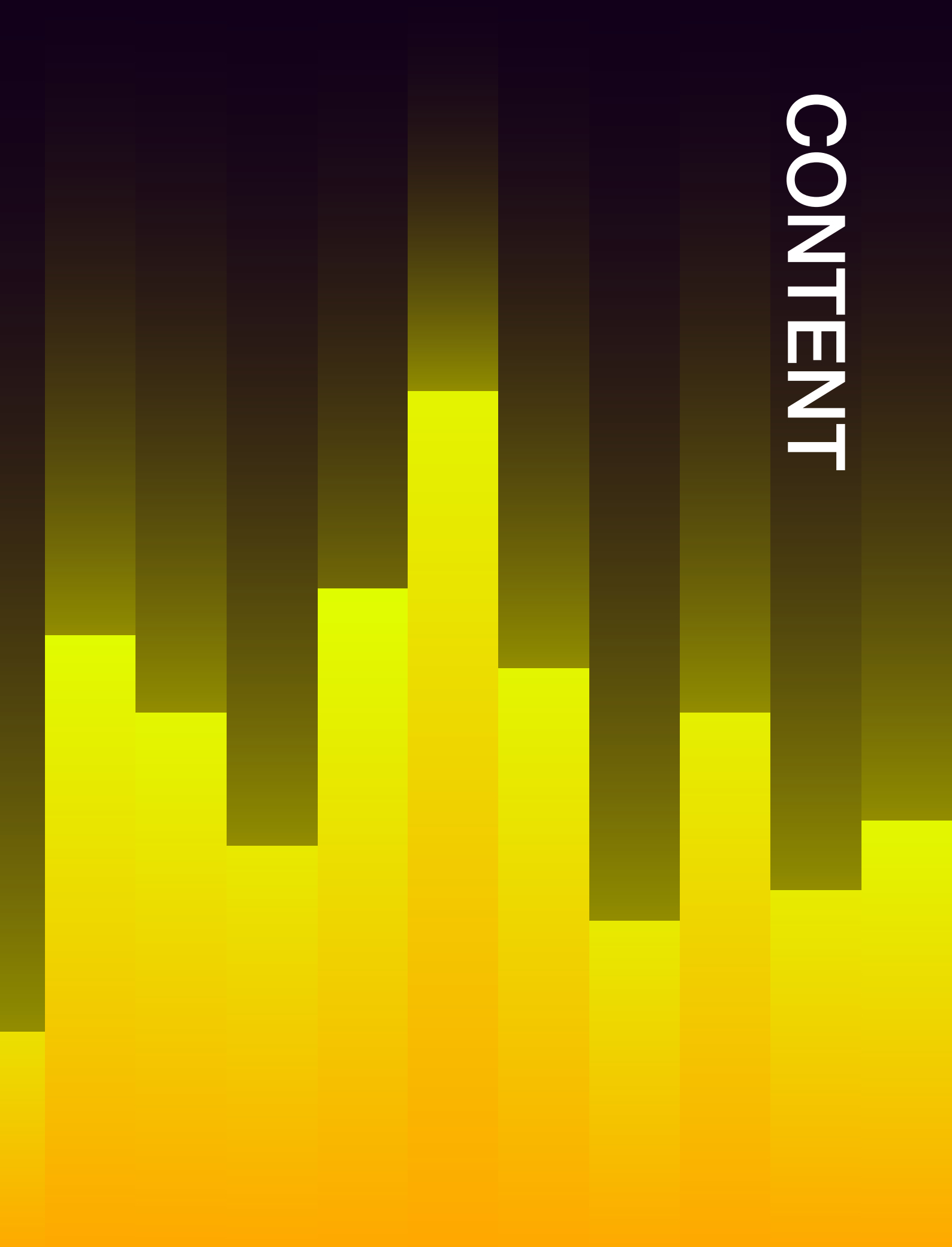
Winner – Sydney Fish Market  
and Interbrand

**GRAND PRIX**

Winner – ReachOut Australia and  
Yonder Creative



# CONTENT

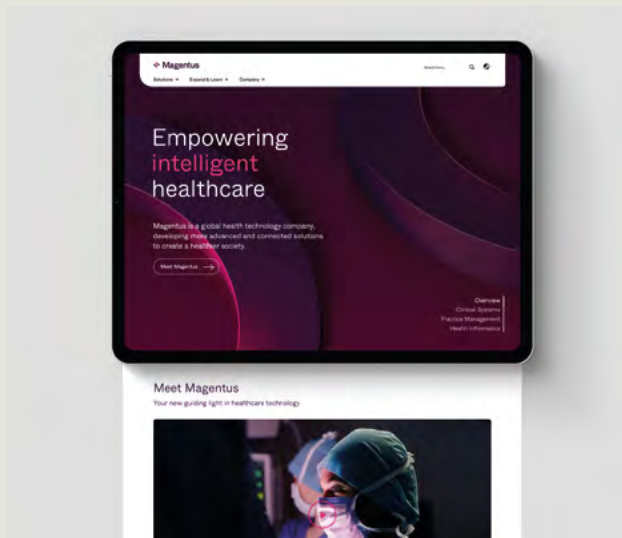
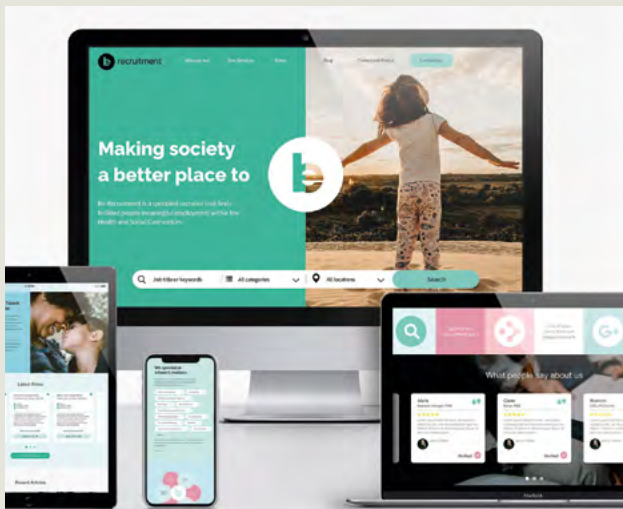




### CANVA

For its second public launch event, Canva Create: Brand New Era, the global graphic design platform sought the help of its in-house photographer, Tammie Joske, to elevate its quality. The event's purpose was to cement Canva's position as a visual communications leader, which Joske succeeded in doing by taking photographs of the brand's staff with neon and brightly lit colours illuminating them. This representation of a world where visual content could be easily crafted was then utilised throughout Canva's marketing, event and experience.

Having added 10 million monthly active users since the launch of Canva Create in the space of just three months, Canva is certain this extra hype was partially generated by the success of the event and its powerful use of photography. "The work is beautiful and recognisable," commented one judge.



SILVER

**BE GROUP AND STARTSWITHA**

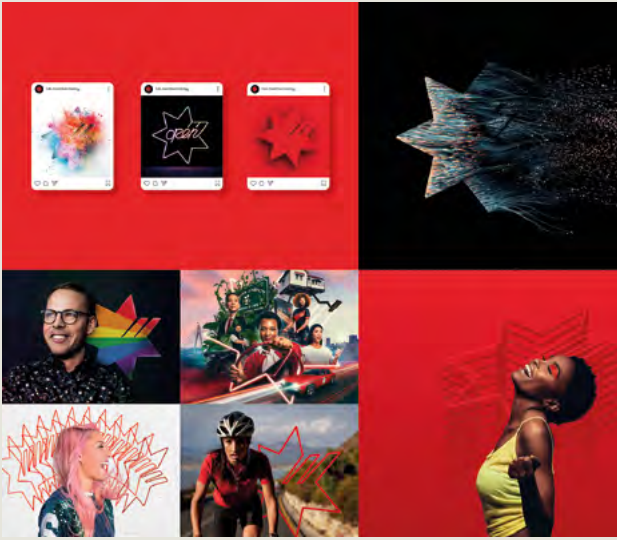
Specialist recruiter firm Be Group’s purpose is to find people employment in the health and social care sectors, but increasing competition meant it required a new identity. Turning to StartsWithA, the brand opted to evolve its logo into the new ‘Be’ monogram which will be used across all touchpoints. “Meaningful changes led to clear, strong results,” said one judge, “and the logo is fabulous.”

SILVER

**MAGENTUS AND SOMEONE**

Following the unification of a number of brands, Someone was brought onboard to craft an identity for Magentus, a new global tech company that aims to connect clinicians and improve the health of humanity. The brand design agency’s work married CGI representations of product attributes, warm photography and illustrations to craft a brand that judges deemed to be “distinctive” and “strong.”

BEST USE OF A VISUAL PROPERTY



BRONZE

**NAB AND PRINCIPALS**

Bidding to strengthen its brand position, personal banking service NAB sought the help of Principals to generate a more flexible identity. The creative and branding agency focused on NAB's iconic seven-point star, evolving it to become a modern and indispensable brand asset. One judge praised the work as "distinctive" and "creative," while another considered the work a "clever use of the brand code."

BRONZE

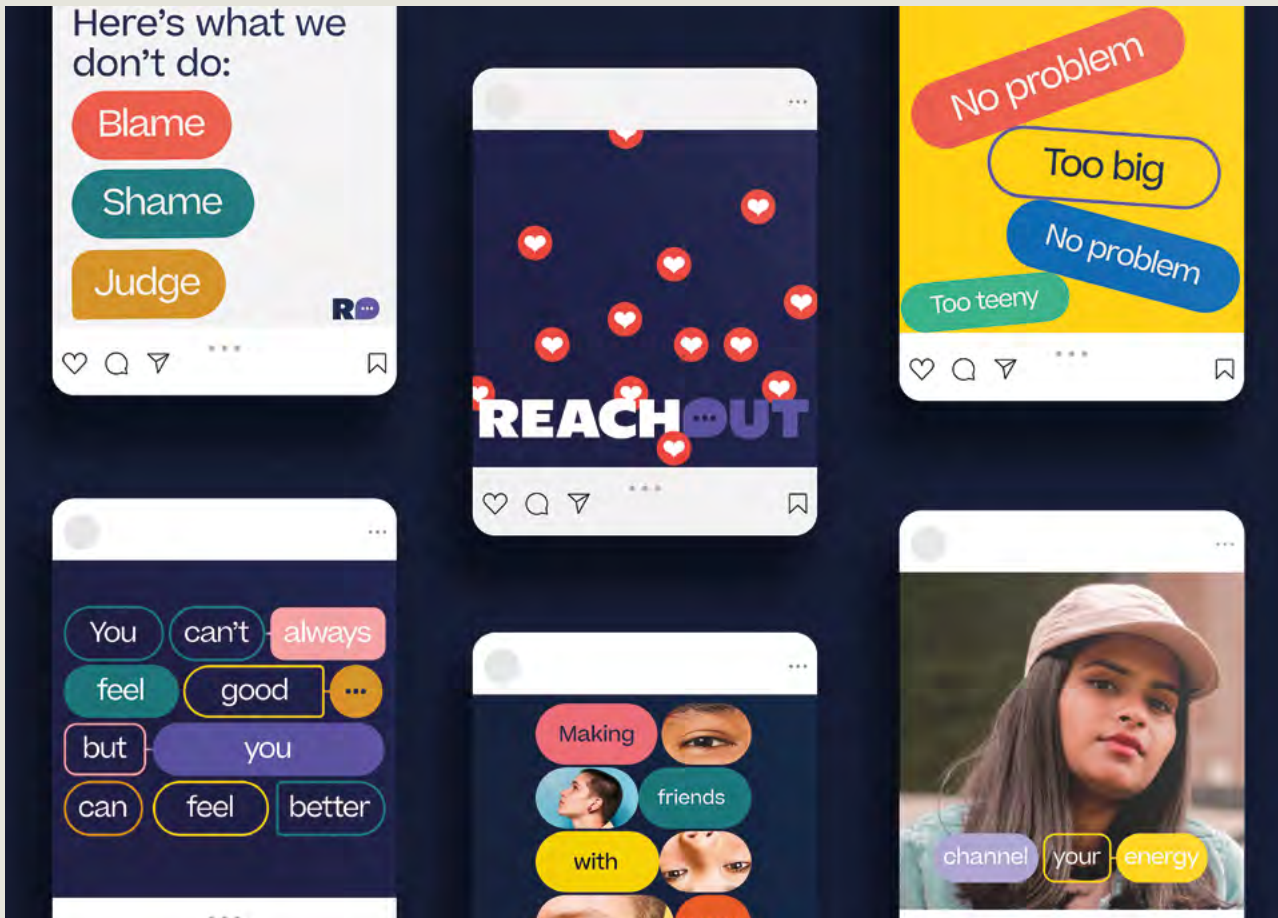
**TAPTAP AND DESIGNSTUDIO**

Mobile gaming community platform TapTap needed to overcome western demographics and gaming cultures in order to have international appeal. Following an extensive immersion phase, DesignStudio crafted Tato, a lovable character mascot, who amplifies the brand's warm and welcoming nature. "Really fresh and accessible," praised one judge. Another added, "Tato's easily identifiable and can be used across platforms."

**HIGHLY COMMENDED STOCKLAND AND PRINCIPALS**

Principals designed a range of new visual elements on behalf of property developers Stockland following the company's bold expansion plans.





GOLD

**REACHOUT AUSTRALIA AND YONDER CREATIVE**

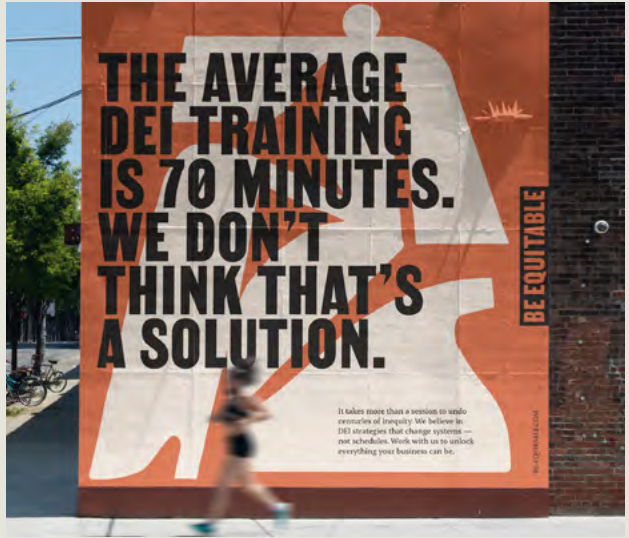
ReachOut Australia is a digital mental health service that exists to support young people in need of help. But the number of young people with mental health difficulties not seeking professional help is a serious and growing problem. To find a way to meaningfully connect with its audience, the brand turned to Yonder Creative to craft a new identity which would differentiate itself from other mental health services. The creative studio designed a unique brand voice which could be non-judgemental, informed but still informal.

Revolving around the tagline ‘When life doesn’t go as planned, ReachOut,’ judges appreciated how the creative work helped normalise the challenges young people face. “They had a really great way of acknowledging the problems and concerns of young people through the tone of voice,” said one judge. “It really feels like they are breaking down barriers with their audience.”



**SYDNEY FISH MARKET AND INTERBRAND**

The dated Sydney Fish Market brand required an update following the enormous redevelopment of Sydney Harbour which will house the new market. Interbrand was tasked with designing a new identity in preparation of this exciting new era and partially achieved this by incorporating three voice principles into the brand which could add passion, emotion and confidence. Judges described the work as “really playful” and “clever.”



**BE EQUITABLE AND FOR THE PEOPLE**

Following a change of leadership, Be Equitable felt the need to reconsider its approach of offering Unconscious Bias Training to clients alone and instead adopt long-term strategic partnerships. For The People developed a new and authentic brand voice that could truly represent the brand’s values. “This is incredible creativity and memorable work,” praised one judge.





BRONZE

**CHILDREN'S HOSPITAL FOUNDATION AND SUNNYSIDEUP**

The Children's Hospital Foundation brand had lost its way. With brand consideration dropping 30% and many people not knowing what it did, the Foundation turned to SunnySideUp to get across the sheer depth and impact of its work to the public. The new, emotionally mature tone of voice, which one judge considered "incredible," resulted in a 12% increase in audience growth.

BRONZE

**DU CANE BREWING CO. AND FOR THE PEOPLE**

Tasmanian brewery Du Cane Brewing Co. sought a rebrand following extensive growth. Turning to For The People, the creative agency developed longform beer names that connected varietals to the experience and locations that best fit the style of beer. Bucking industry trends, the rebrand resulted in an exponential increase in social media followers. "Creative work, applied cleverly," praised one judge.

**HIGHLY COMMENDED AWARE SUPER AND PRINCIPALS**

Principals' work for superannuation fund Aware Super was considered to be a "great solution" by one judge.



### CANVA

To unveil its exciting new era of visual communications fit for the age of AI-powered design, Canva hosted its second public launch event, Canva Create: Brand New Era. Acting as a celebration for its community, the graphic design platform's in-person event put on event installations and activations to showcase the magic of the Brand New Era. Its ambition was enormous, with more than 3,000 people attending The Cutaway in Sydney and another 1.5 million watching on virtually. The unmistakably Canva experience offered everything from product hype reels to presentations animations, all with the aim of ensuring each and every touchpoint was thoroughly engaging.

One judge commented, "This event really did the job of elevating the brand to appeal to brand agencies and marketing teams." Another added that this was a "beautiful" example of experiential design.



BEST BRAND EXPERIENCE

SILVER

**GOODMAN GROUP AND YONDER CREATIVE**

Global industrial property specialist Goodman Group realised its visual brand no longer reflected the company’s dynamic, innovative and contemporary nature. To counter this perception, Yonder Creative designed a new brand website which successfully embodies all aspects of the revised brand. Judges agreed that the easily navigable website is now an effective tool to create consistency across global teams, with one adding it “exudes an air of sophistication.”

BRONZE

**I2C ARCHITECTS**

When design firm i2C Architects’ Brisbane team got too big for their studio, the company realised there was a chance to create a cohesive brand experience in the new office that celebrated its location and complemented the brand’s other studios. This included the use of murals which speak to the local Aboriginal communities and culture. One judge said they were “truly enamoured” by the new brand space.



**WA COUNTRY HEALTH SERVICE (WACHS) AND BEVIN CREATIVE PTY LTD**

WA Country Health Service (WACHS) sought the expertise of BEVIN Creative Pty Ltd to design an interactive and informative application to help indigenous communities better understand the dangers of smoking. The app features additional resources, including video animations and has access to various contact options so the users could feel empowered. "Nice character illustrations and text," said one judge.



## GOLD

**COLES GROUP AND THE THRILLS™**

By opting to shift the focus of Coles Group's pantry-staples offering towards its proudly Australian ethos, the thrills™ utilised a visually emotive and strategic design that shines a light on the local ingredients used. Built on the insight that Australians love supporting all things grown in their country post-pandemic, the new packaging features much loved and recognisable Aussie motifs to connect with its customers. The illustrations have their shapes fused with the product itself, further creating a link between origin and quality. This feature was twinned with a vibrant colour system across the range which add to the packaging's visibility, consistency and recognition.

One judge said, "Clear, easy and consistent system that showcases and heroes Aussie ingredients in a familiar and friendly way. The brown sugar wombat is too cute and I can imagine kids all over Australia wanting to be involved in baking with their parents with these new animal packs."

**BEST USE OF PACKAGING**



**SILVER**

**PASTA ROMA! AND DISEGNO**

In crafting a new identity for Roma Foods' Pasta Roma!, Disegno initially identified that gluten free purchase drivers differ from that of the health aisle. The new brand positioning, 'Taste the Good Life,' was incorporated into the new packaging design through the use of a vibrant and distinctive orange. "I loved the story of the evolution of the product," praised one judge.

**BRONZE**

**MADE GROUP AND THE THRILLS™**

In designing fresher and stronger packaging on behalf of Made Group's Cocobella brand, the thrills™ crafted a new narrative designed to transport you to your own natural paradise. This resulted in the use of irresistible fruit illustrations on pack. Combined with real photography, this offered a point of differentiation for the brand. "Great use of brand codes to stand out on the shelf," said one judge.



## BRONZE

#### MARION'S KITCHEN AND THE KEY BRANDING

The Key Branding's redesign of Marion's Kitchen sought to uncover the heartwarming story behind the Thai-inspired food brand. The new packaging pays homage to its founder, Marion Grasby, while also breathing new life into the brand. A modernised and crafted wordmark is twinned with a sea of unique coral colour, which judges considered to be "a nice evolution" and result in "beautiful packaging."

#### HIGHLY COMMENDED BASS & FLINDERS DISTILLERY PTY LTD AND THE EDISON AGENCY

The Edison Agency crafted a "flexible and distinctive design solution" on behalf of Bass & Flinders Distillery Pty Ltd, according to one judge.

#### HIGHLY COMMENDED BRUNSWICK ACES AND THE KEY BRANDING

"Innovative" and "measured" were how judges described The Key Branding's work for Brunswick Aces.

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SILVER

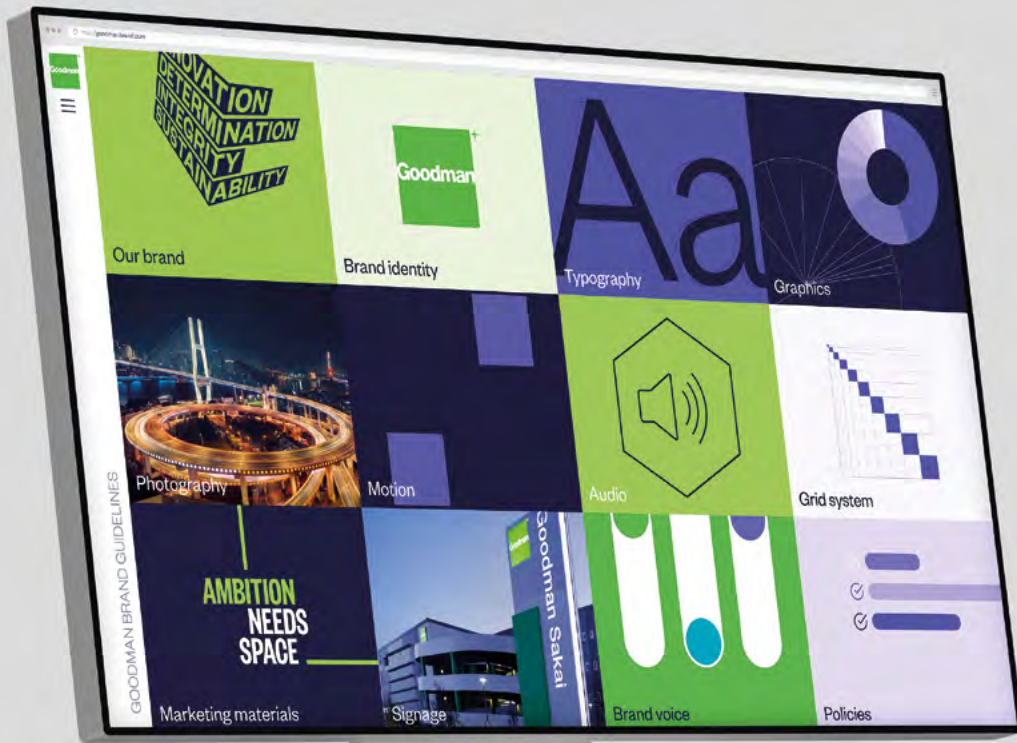
**QUEENSLAND AIRPORTS LIMITED AND MAYNARD DESIGN**

In designing a trilingual wayfinding and signage system on behalf of Gold Coast Airport (Queensland Airports Limited), Maynard Design was careful to address the challenges the brand faces with an increasingly culturally and linguistically diverse audience. The new signage system also complements the light-filled terminal that captures views to the surrounding landscape. “Very clean delivery and addressed the challenge well,” said one judge.

BRONZE

**UBER AND THERE**

THERE was tasked with providing navigational context for Uber’s new super-block campus in Mission Bay, San Francisco. External signage was crafted that guides employees and locals alike around the new Uber suburb. Further, the bronze signage design provides directions and mapping to the broader local amenities and transport hubs. One judge praised the “strong creative ideas” shown throughout the project.



### GOODMAN GROUP WITH AUDIO UX AND YONDER CREATIVE

On the back of an innovative and contemporary visual update, global industrial property specialist Goodman Group needed an equally dynamic audio system. With the help of Audio UX and Yonder Creative, a flexible and scalable audio brand was developed on the basis of the conceptual framework 'Shaping Space.' This involved the crafting of custom instruments to utilise the sound of literal spaces which in turn leads to exciting rhythms and energetic patterns that speak to the brand's dynamism.

Judges were impressed with the four-note audio symbol, which symbolises the four sides of a square and the overall library of music and audio logos produced. "What truly distinguishes this case is its holistic approach that transcends the mere creation of a sound logo," commented one judge.



SILVER

**LAVER CUP AND MASSIVEMUSIC**

Team-based tennis competition the Laver Cup turned to MassiveMusic to use sonic branding as a means of amplifying the fierce rivalry amongst the world's elite tennis players. MassiveMusic employed a mix of musical orchestral and electronic music in order to communicate the drama of the sport, ensuring universal appeal to a broad demographic. One judge praised the audio identity as a "remarkable brand presence in the world of sport."

BRONZE

**DESTINATION NEW SOUTH WALES AND MASSIVEMUSIC**

Destination New South Wales' aim is to support tourism partners and deliver top level attractions and experiences. MassiveMusic sought to use audio branding to allow the brand to stand out from state-level competitors, which it achieved by crafting an audio logo based on the concept of 'Collision of Nature and Culture.' This involved using the sound of a crowd recorded live at the Sydney Opera House; a move which one judge considered "adventurous."



### FUNLAB AND FUTUREBRAND

In order to move away from a corporate identity, entertainment company Funlab – which offers unique experiences across bowling, mini-golf, karaoke and more – sought the help of FutureBrand. Founded on raw energy, the brand needed some degree of structure to move into the spotlight. This was partially achieved by reimagining its visual expression and drawing inspiration from colourful comic books. Adopting a bombastic type, called ‘Gravity,’ allows words to truly burst to life and make themselves heard. The brand’s employees were also allowed the chance to experiment and play with type treatment and use letters in surprising ways to illustrate actions, emotions and sounds.

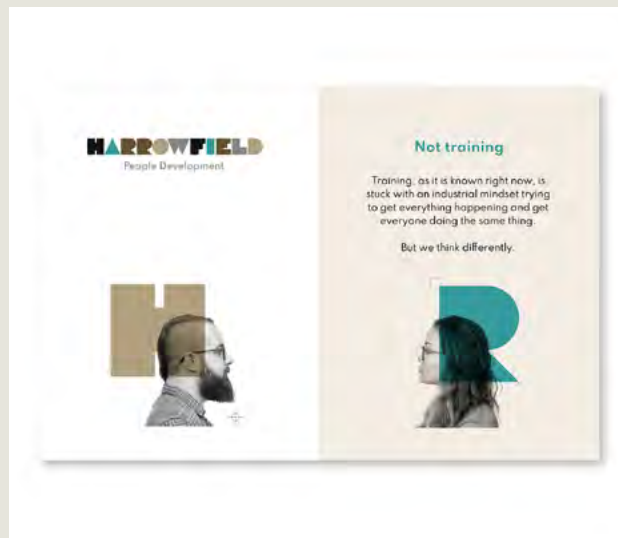
“They tackled their brief well,” said one judge. “Amplifying their brand was the goal and they’ve made it brighter, bolder and added movement.” Other judges praised the rebrand for “oozing fun and joy” and commended its “strong and measurable” results.



### TIME DOTCOM AND FOR THE PEOPLE

Malaysian internet provider TIME dotCom had to pivot on its brand strategy following regulation changes which meant its fantastic infrastructure is now shared by the competition. Opting to focus on the brand’s renowned service and cheeky personality, For The People was responsible for crafting a new identity. This was partially achieved through the adoption of a custom-designed, voice-led typographic system, created in partnership with typographer Mathieu Régeur. ‘Sans of Time,’ which integrates three expressive alternate character weights (live, work, play) and allows for individual letters to be swapped out, became the brand’s new typeface.

With a 24% increase in revenue and share prices reaching a 52-week high, judges were impressed by the project’s “excellent execution,” as one described it. Another judge added, “Personality in bucket loads and so much potential to lead positive change.”



SILVER

**GELATISSIMO AND HOUSTON GROUP**

Global gelateria business Gelatissimo turned to Houston Group in order for the brand to re-establish its identity to the world. In partnership with international renowned type designer and illustrator Andrei Robu, Boldoni was crafted.

The new type, which is reminiscent of the brand's traditional gelateria roots, "brought personality" to the brand, according to one judge.

BRONZE

**HARROWFIELD AND RE:BRAND**

Harrowfield, which operates in the training and development industry, turned to Re:brand to craft a new identity which reflected the brand's ability to deliver real results for companies. Key to this was incorporating a handcrafted typeface which delivered a more human feel and added a distinct personality. "This felt fresh for the category," commented one judge.

**HIGHLY COMMENDED  
TOGA GROUP AND HOUSTON GROUP**

Houston Group's new typographic design for The Post House (TOGA Group), which references the three components of the building, was "loved" by judges.

**LOOKING FOR SOME SWINGERS TO SPICE THINGS UP?**



**NEED TO ESCAPE THE DAILY GRIND?**



**NEED TO GET OFF YOUR BUM AND HAVE SOME FUN?**



**GOLF AUSTRALIA AND THE THRILLS™**

The thrills™'s work for Golf Australia sought to shift people's perceptions around golf, underpinned by a series of videos which strategically reposition the sport away from 'cashed up older men who wear V-neck jumpers.' The digital campaign, which informs viewers on the benefits of playing golf, featured on all of Golf Australia's social media platforms and performed admirably. Over 25 videos were produced and targeted eight key audience groups, resulting in a 39% increase in Get Into Golf registrations since launch in 2022.

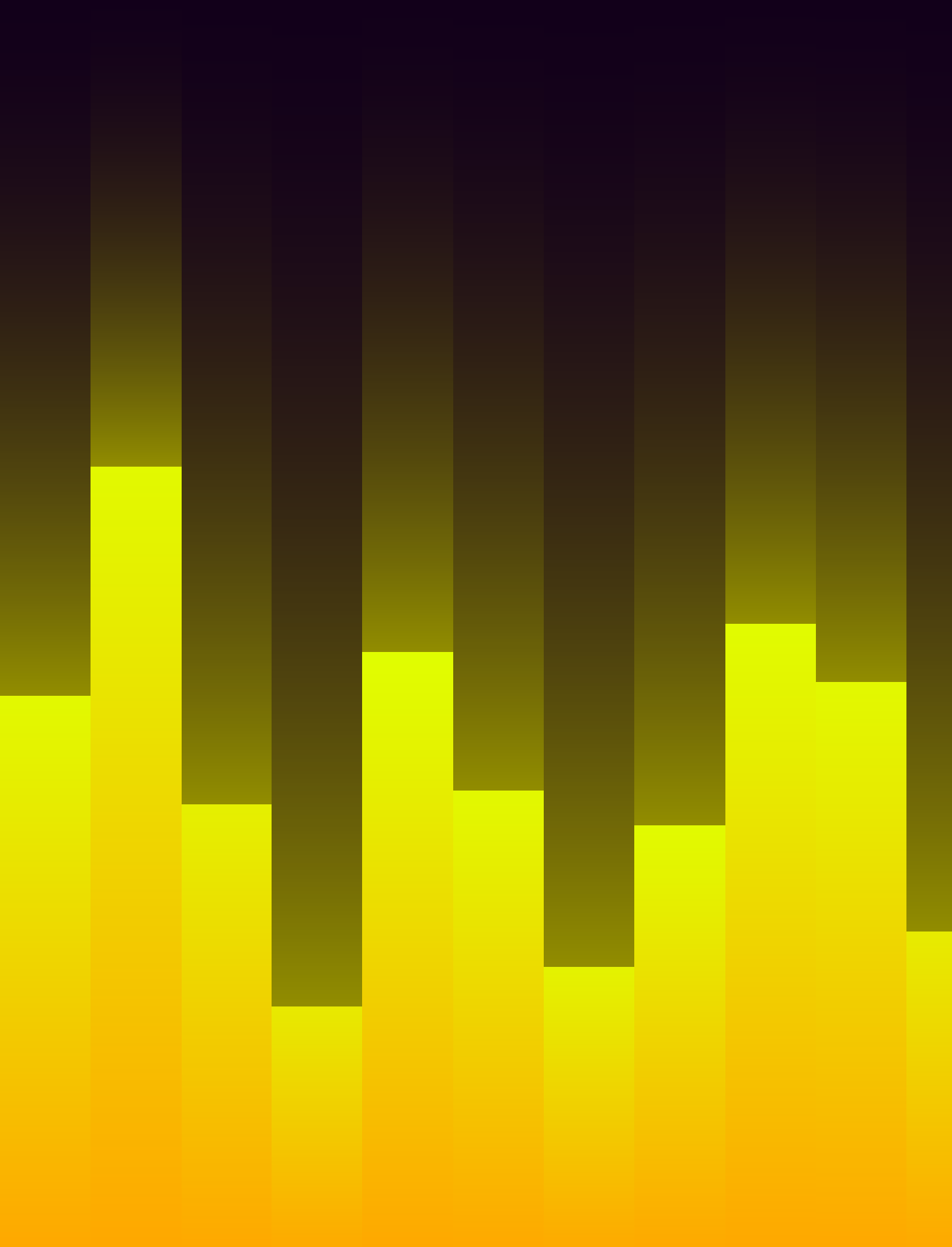
The results, which also included a 22% increase in MyGolf registrations, pleased judges in particular. "Fantastic results," praised one judge, while another added, "I loved it. There are high-quality visuals, great messaging and witty copywriting. It also has a beautiful and diverse representation in the photography."



**BRONZE**

**BARNARDOS AUSTRALIA**

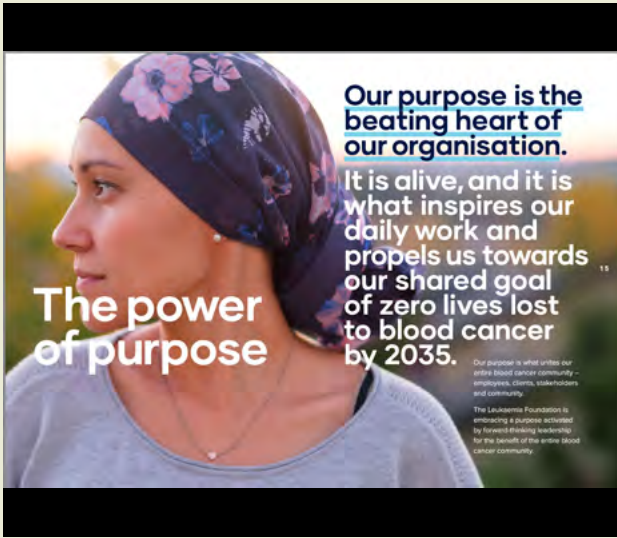
Children’s charity Barnardos Australia sought to reposition itself as champions for children, as opposed to focussing on the negative issues children face. The brand targeted a variety of social media channels as a means of highlighting its refreshed assets, campaigns and brand messaging. For instance, a grid was specifically designed for Instagram with the brand and content in mind. One judge praised the “nice” digital use of the colour palette, typeface and illustrated shapes.





# PROCESS





SILVER

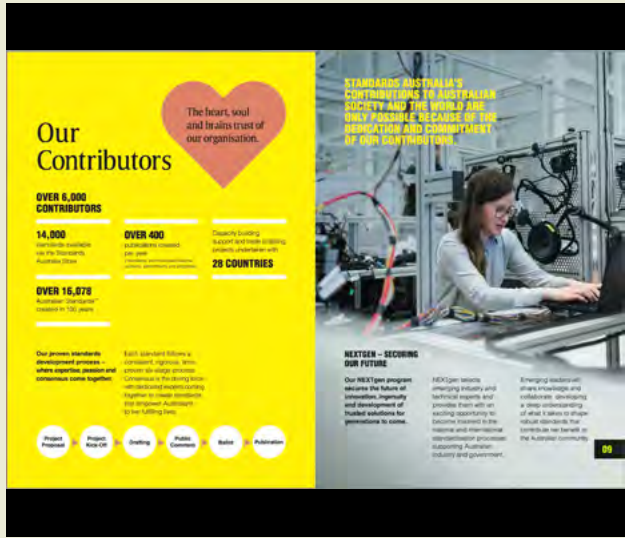
**THE LEUKAEMIA FOUNDATION AND BRAND COUNCIL**

With The Leukaemia Foundation feeling the need to better represent the entire blood cancer community, it redefined its brand and brand architecture. In this process, it sought to bring its staff along for the journey and with the help of Brand Council achieved this. This included holding one-on-ones, focus groups and workshops with more than 70 members of staff. “A clear articulation of brand values and employee value proposition,” said one judge.

BRONZE

**STANDARDS AUSTRALIA AND BRAND COUNCIL**

Non-standard development body Standards Australia keeps the country safe. During its rebrand, Brand Council worked closely with staff in order to identify values, beliefs, personality and positioning. This involved conducting a series of in-depth qualitative research and proprietary diagnostics with a wide range of stakeholders, which resulted in a more consistent brand presence and a thrilled client.



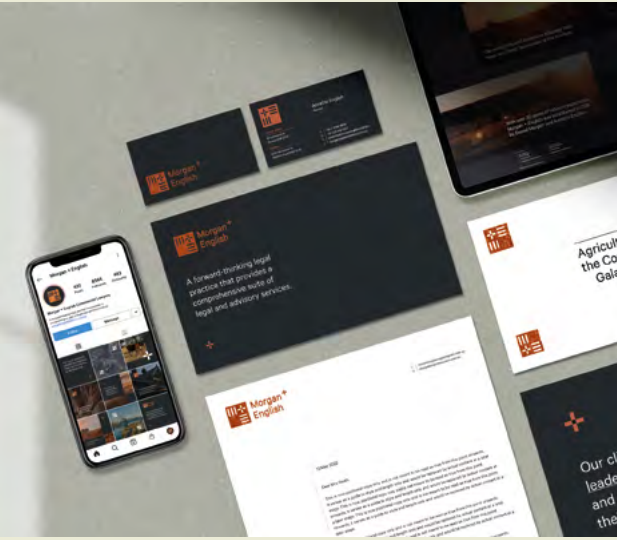


## GOLD

**STOCKLAND AND PRINCIPALS**

Principals' work for Stockland aimed to highlight the property developer's diverse nature as a business which could speak to its customer, capital partner, corporate and employee audiences. In order to achieve this, Principals crafted a bold and contemporary identity in the form of a flexible master brand. But the key to implementing the revised identity was offered through a smooth and consistent rollout during and post-launch. This was made possible by ensuring Stockland's teams had access to brand governance resources, such as its Quick Reference Guide, full identity guidelines and master artwork. A launch video for internal and external audiences further added to its success.

Impressed by the likeable nature of the project overall, one judge added, "The strategy of the brand implementation is very strong." Meanwhile, another commented, "I like that they thought beyond the external expression of the brand and incorporated brand governance and education beyond launch."



**MORGAN + ENGLISH AND MADE AGENCY**

Commercial law practice Morgan + English sought the help of Made Agency to design a new brand vision. In creating a bold and impactful new brand for the firm which incorporates contemporary and timeless elements, Made Agency ensured it is flexible, extendable and capable of adapting for various applications. “Strong design,” praised one judge, “which would work well across all channels.”



**GOLD**

**NESTLÉ AUSTRALIA, KIT KAT AND THE KEY BRANDING**

The Key Branding was tasked with undertaking an innovative refresh of Kit Kat for the Australian market. Understanding that Australians in particular favour novelty when it comes to chocolate, and particularly love variety, flavour and indulgence, the rebrand hoped to foster greater brand recognition and loyalty. The project focussed on the idea of delivering ‘crave,’ which would be achieved through offering a wide array of taste experiences. Targeting the elusive millennial market, The Key Branding’s work adopted a portfolio approach which introduces new flavours, including Smooth Hazelnut, Mint Choc Chip, Mint Cookie Fudge and a variety of exciting Dark flavours.

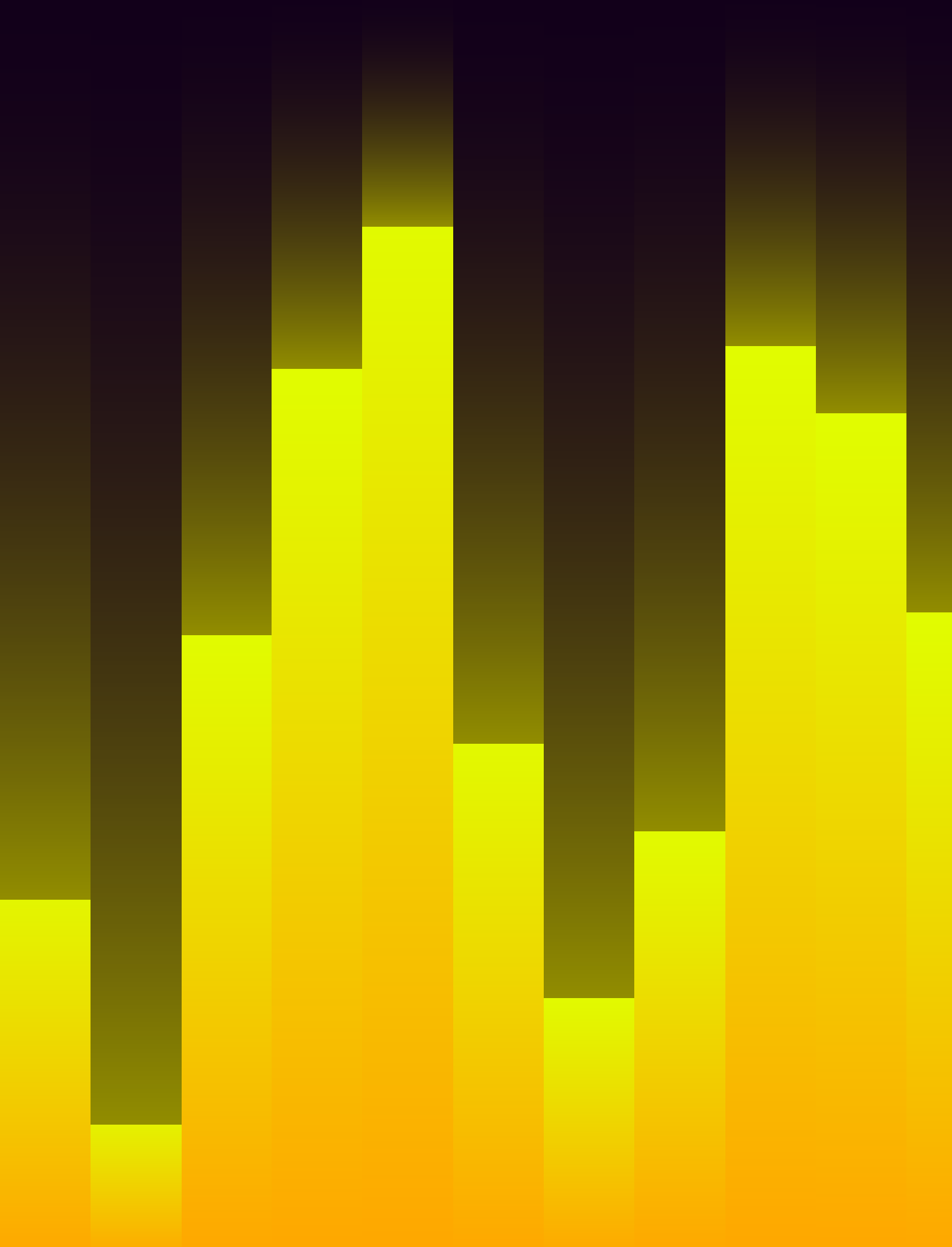
Launching with three SKUs, Nestlé Australia feels the innovative product lines successfully delivered for a diverse range of age groups. Judges agreed, with one describing the work as “great.” They added, “Excellent design choices delivered an impactful result.”

**GOLD**

**U BY KOTEX AND HULSBOSCH**

Period care brand U by Kotex was reimagined for its Australia and New Zealand audience in order to better compete with rivals. Noticing that many of these competitors have established trusted and credible positions with consumers, Hulsbosch sought to craft a more consistent and contemporary look and feel to the brand’s portfolio. Six brand variants have been produced which feature larger name callouts, while decorative illustrations provide clearer navigation across the range. Also enhancing preference is the inclusion of several design elements like black packaging and multi-coloured ‘rainbow’ wrappers which feed into the creation of an impactful masterbrand with a youthful personality.

With strong launch sales, the localised rebrand is seen as having made an effective contribution to Kimberly-Clarke’s global product line. “Good work,” said one judge. “A significant improvement on previous brand.”



# STRATEGY



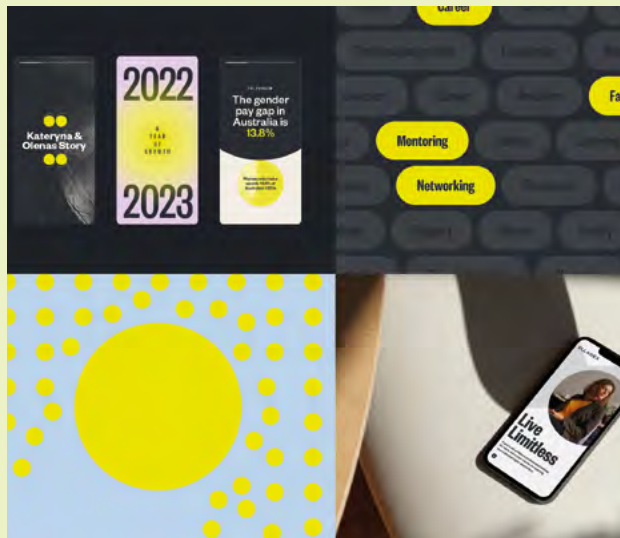


### REACHOUT AUSTRALIA AND YONDER CREATIVE

Digital mental health service ReachOut Australia is always there for young people in need of support. But the brand, which launched the world's first online mental health support service in 1998, was at risk in modern times of becoming just one of many digital services. ReachOut Australia turned to Yonder Creative to design a bright, positive, digital-first brand identity which could help the service stand out in a crowded market. In adopting a user-focused, benefit-led strategy, a whole new identity system was crafted which ditched generic illustrations in favour of candid photography and incorporated a brighter and more optimistic colour palette.

Judges unanimously adored the new identity. One commented, "I really appreciate the platform's new visual rebrand, as it seems to be deeply connected to a thorough understanding of its target audience." Another judge added that the new identity was "memorable, creative and relevant."





SILVER

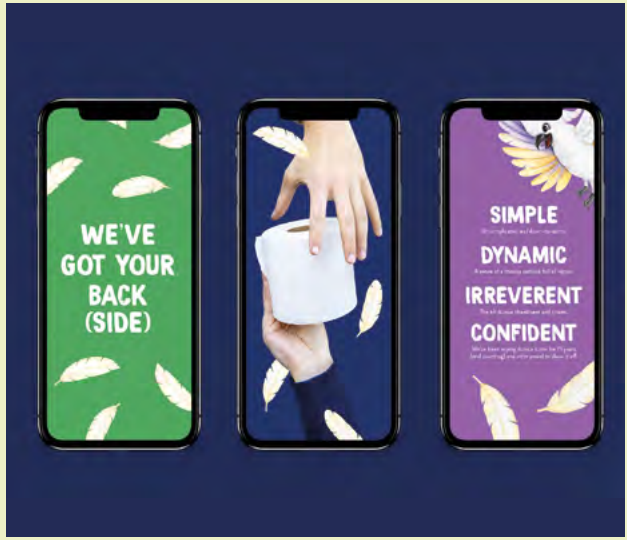
**CURECANCER AND PRINCIPALS**

With CureCancer hoping to drive greater awareness and engagement, Principals developed a new brand strategy based around the idea of a leap of imagination. A distinct and contemporary visual identity was formed off the back of this which saw the evolution of its old logo matched with the introduction of an interesting colour spectrum. “This is such an inspiring strategy,” said one judge.

SILVER

**ELLADEX AND INTERBRAND**

The Remarkable Woman aims to connect mentors to mentees, helping women enter leadership positions in the workplace. It sought the help of Interbrand to better align its brand for the future, which was achieved by renaming it to ‘Elladex’ and altering the brand purpose: ‘To champion ambition and redefine leadership, so together we rise higher, live louder and lead authentically.’ The rebrand was described as “robust” by one judge.



**CHILDREN'S HOSPITAL FOUNDATION AND SUNNYSIDEUP**

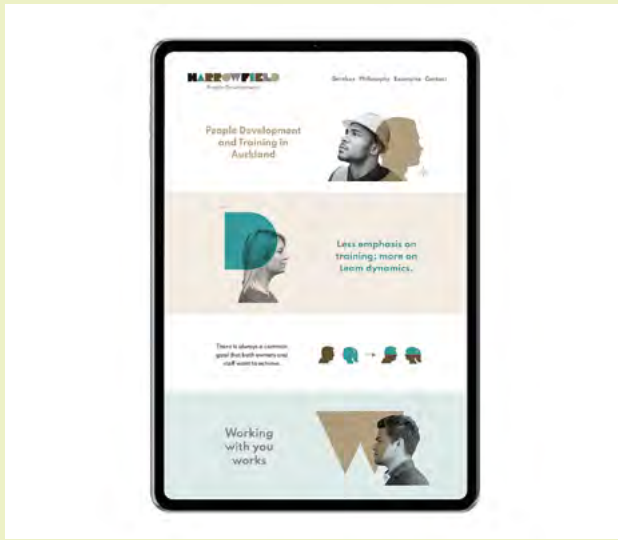
With many people confused about what the Children's Hospital Foundation actually did, change was needed. SunnySideUp developed a new brand strategy based on 'Equity,' 'Excellence' and 'Impact' following extensive research. This resulted in the crafting of a new visual identity which truly captured the healthcare journeys of kids and families that the Foundation serves. "The visual identity feels strong, cohesive and flexible," said one judge.

**SORBENT PAPER COMPANY AND THE EDISON AGENCY**

The outdated and tired Sorbent Paper Company brand needed an update. The Edison Agency opted to design distinctive new brand assets, a portfolio architecture strategy and new packaging as a means to remedy this. Crafting a distinctly Australian tone of voice, the inclusive, endearing and relatable redesign was praised by judges for being "fun," "playful" and offering a "strong brand personality."

**HIGHLY COMMENDED PERTH IS OK! AND BLOCK**

Block's work for Perth is OK! was heralded by one judge for being "minimal and effective."



SILVER

**HARROWFIELD AND RE:BRAND**

Training and development firm Harrowfield felt stuck in an industrial ‘mass’ mindset and approach to business, by its own admission. After rounds of deep thinking, Re:brand designed a new brand – based on the idea that every person is unique – which is proudly different from traditional training companies. “I love the conscious effort to move away from smiling faces and rainbow colourways to represent diversity,” said one judge.

BRONZE

**EFEF AND BRANDMATTERS**

Managed services provider Eflex had seen extraordinary growth since 2015. Despite this, BrandMatters was brought onboard to craft a brand which could elicit greater awareness. It designed a new tagline, ‘Smarter tech for ambitious business,’ which successfully communicated the brand promise to the market. The re-energised and future-facing brand impressed judges with its down-to-earth approach.



**HACER GROUP AND BEVIN CREATIVE PTY LTD**

BEVIN Creative Pty Ltd was called on by construction firm Hacer Group to shift the brand into the future and reposition it as a competition leader. In order for submissions to be presented in a world class manner, the creative agency was tasked with redesigning its Tender Template document. One judge said of the end result, "To achieve a design that's this elaborate yet easy to use is great."



GOLD

#### FUNLAB AND FUTUREBRAND

Entertainment brand Funlab required an evolution from its more corporate look so it could show off its unexpected and, well, fun side. FutureBrand was called on to make the changes and didn't disappoint. The revised brand's architecture was altered to be built around the guest, which resulted in the Funlab group brand stretching into the consumer space. Its visual and verbal expression were also changed, drawing inspiration from colourful comic books. The new brandmark, based around the exclamation mark, acts as a cheeky nod to encourage audiences to suspend their disbelief.

One judge said, "This is 'fun!'"

It's sprinkled with a lot of brand consistency and just the right amount of brand flexibility provided by some additional complementary visual elements that bring the brand to life." "Excellent job and great that the results support it," added another judge.



BEST BRAND EVOLUTION (CONSUMER)

GOLD

#### SYDNEY FISH MARKET AND INTERBRAND

Interbrand was brought onboard by Sydney Fish Market to build an iconic and enduring brand following the enormous redevelopment of Sydney Harbour and its market. The dated identity had to evolve so that it could translate successfully across digital and physical spaces. Inspired by the spirit of the sea, Interbrand's work harmonises the past and present and captures the authenticity of the market. This is achieved by using the iconic curved roofline of the new building – itself a metaphor for the rising tide and energy of the ocean – in the new logo.

Resulting in a 20% uptick in website sessions, judges were impressed by the project. One judge praised, "Sydney Fish Market has certainly gone through a transformation. How good to turn it into a destination! The results are fantastic and from the storytelling you can see why."

BEST BRAND EVOLUTION (CONSUMER)



SILVER

**MR CHENS AND THE EDISON AGENCY**

With Mr Chens hoping to elevate itself to number one as the authentic Asian flavour experts, it sought the help of The Edison Agency to evolve its portfolio architecture and identity. Recognising family and true authenticity are at the heart of everything the brand does, the new positioning, 'Family Flavour Experts,' helped leverage a fresh and dynamic design. One judge said, "I love this brand evolution."

BRONZE

**NAB AND PRINCIPALS**

Financial services company NAB required an adjustment to its design system to ensure customers could see its more human, authentic and open side. Principals was tasked with finding a way to tailor the brand's communications across channels, which it achieved by freeing NAB's most famous brand code: its star. The revised graphic device is now capable of housing ideas and content and was described as "very dynamic" by one judge.



SILVER

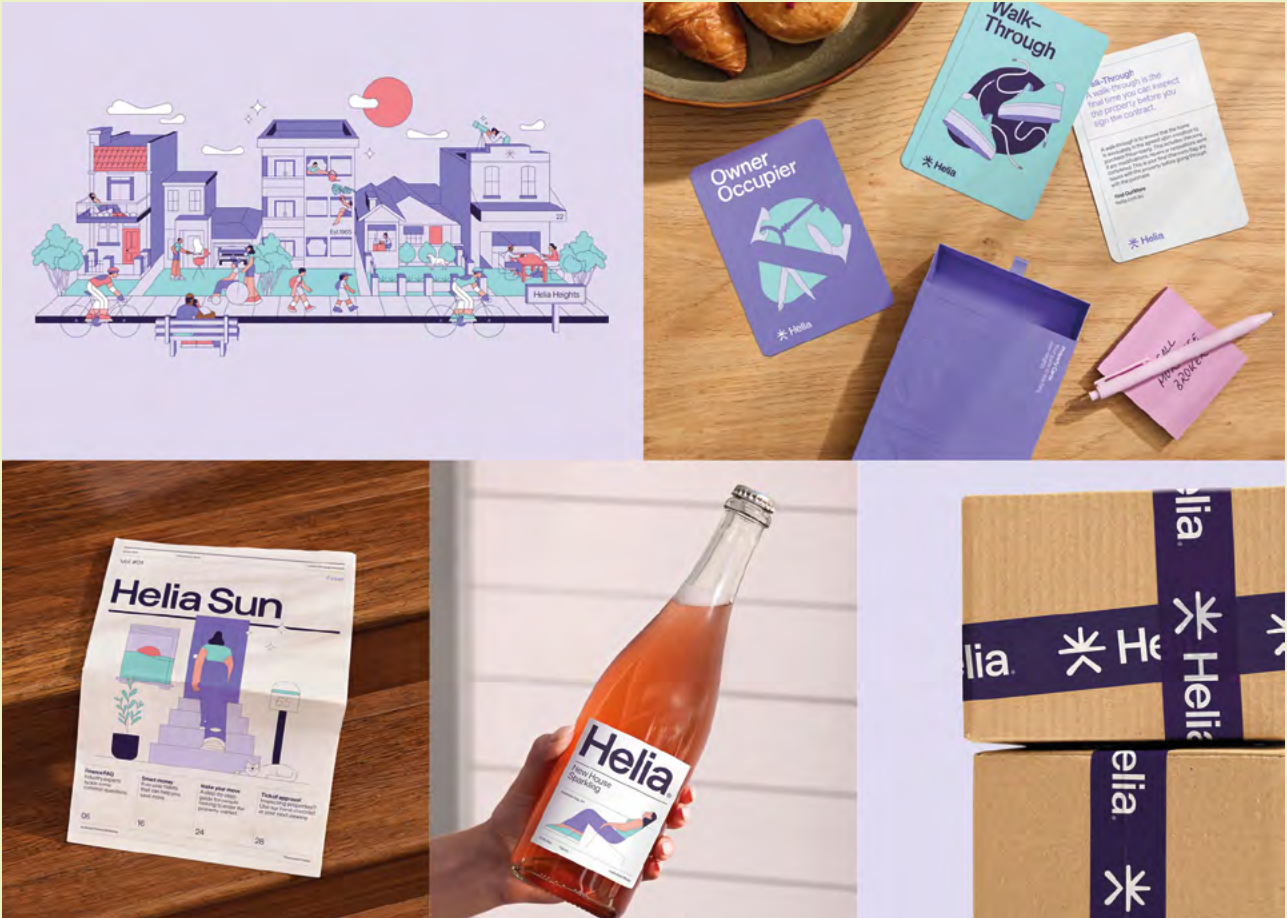
**WILLIAM BUCK AND BRANDMATTERS**

Accountancy and advisory firm William Buck required a contemporary new identity to leverage market presence and brand equity. Altering the brand’s dated visual expression, BrandMatters was responsible for designing an authentic brand which spoke to what it means to be ‘William Buck.’ Utilising the proposition ‘More than advisors,’ the update impressed judges, with one praising the work as “distinctive” and “modernising.”

BRONZE

**STANDARDS AUSTRALIA AND BRAND COUNCIL**

Brand Council’s task was to develop and implement a future-focussed vision for Standards Australia, which was achieved after working closely with staff and stakeholders. Identifying that the development of standards is an empowerment role, the revised brand includes a hero centenary logo, a new and emotive tone of voice and updated brand symbols and iconography. The work felt “fresh and modern,” according to one judge.



**HELIA AND INTERBRAND**

With Genworth, a first lenders mortgage insurance (LMI) provider, separating from its US parent company, an opportunity sprang up for the company to enter the future with greater clarity over its LMI offerings. It turned to Interbrand to devise a new and inspiring identity and shift the company from offering a single product to assuming the role of a solutions creator with multiple propositions. The new brand, Helia, maximises meaning and equity, utilising a masterbrand approach. Its verbal identity commits to putting people first, while its visual identity evokes positivity and aspiration, particularly through its sun-inspired logo. Judges were impressed. “Excellent creative,” praised one judge. “The elements that sit around the crux of the brand are strong and there’s a solid mix of photography style, illustration and layout intrigue.”





SILVER

**ESTAR AND ICEBERG**

In imagining Viare, an order management and fulfilment system offshoot of eStar, Iceberg aimed to truly differentiate the brand from competitors. With it hoping to offer consistently great customer service, the new brand was designed around the word 'flow.' Viare demonstrates benefits and dramatises the idea of flow, which one judge considered to be a "sound strategy."

SILVER

**UNIVERSITY OF SOUTHERN QUEENSLAND**

The University of Southern Queensland needed a new identity. In response to the hypercompetitive market, a new brand was conceived which proudly tells its story as an ambitious university full of passionate people. Solid growth in brand awareness since the redesign impressed judges, with one judge saying, "The strategy of going beyond expectations works well for students."



**CHILDREN'S HOSPITAL FOUNDATION AND SUNNYSIDEUP**

With the Children's Hospital Foundation brand no longer able to keep up with the organisation's ambitions and reach, SunnySideUp was tasked with redeveloping it. Extensive research uncovered a number of key objectives including the targeting of brand recognition and differentiation from which three foundational messages were created: 'Equity,' 'Excellence' and 'Impact.' The resulting brand impressed judges, even giving one goosebumps.



**FLINGS AND BLURR BUREAU**

Snack brand Flings' identity transports people to a time before the internet, where food was won on flavour. Nostalgia, childlike positivity and fun were encapsulated by Blurr Bureau in the brand through a light and cheeky brand language and a visual transportation back to the 1980s by incorporating a retro-futuristic art direction. "I was immediately impressed by the creative," said one judge.



**BRONZE**

**INNOVATION BEVERAGE GROUP, DRUMMERBOY AND THE KEY BRANDING**

Zero alcohol spirit brand Drummerboy was crafted by The Key Branding on behalf of Innovation Beverage Group by focussing on the outdated pressures people face when ordering alcohol-free drinks. The result is an award-winning brand which has fostered a genuine consumer connection. “It evokes feelings of fun and no compromises,” noted one judge.

**HIGHLY COMMENDED TOGA GROUP AND HOUSTON GROUP**

The Post House (TOGA Group)’s new brand by Houston Group offered a “beautifully traditional aesthetic,” according to one judge.



**GOLD**

**CANVA**

Canva's new brand, Canva Create, was designed to answer the demand for AI powered visual communications, while also acting as a celebration of its community. The global design platform's new brand targeted an audience comprised of brand agencies, designers, creatives and marketers. It was publicly launched to convey Canva's evolution into an all-in-one visual communications platform. Informed by its single organising idea, 'a Brand New Era,' a timeline device helped explain how the design process was changing. Alterations to the brand's colour palette further added to the sense that it's the dawn of a new era, for both the brand and the design community.

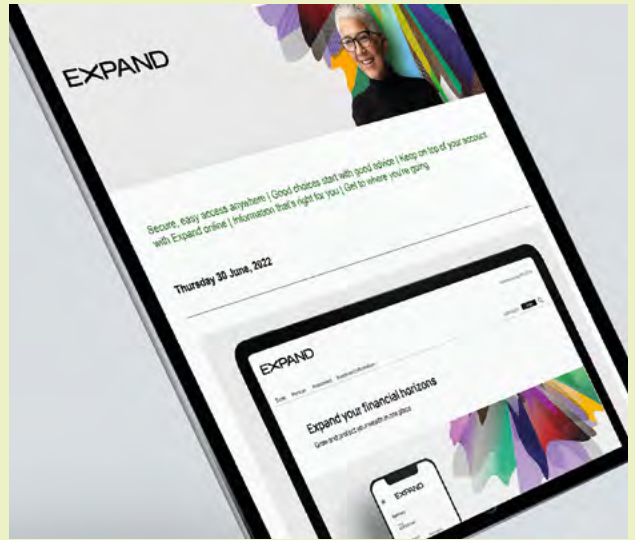
"A very well thought-out and relevant identity system, from digital to physical to merch applications. It doesn't stray too far from the Canva brand but instead injects some much-needed energy and slickness," praised one judge.

**GOLD**

**TITAN AND DESIGNSTUDIO**

Tata Group-owned Titan wanted to change an Indian women's bag market which was dominated by sub-standard small local brands and European luxury imports. Step forward IRTH, a fashionable and functional brand created by DesignStudio which is aimed at mid to higher market women. Developed under the strategy 'Made to Delight,' the brand aims to compete with other luxury brands. IRTH, itself a reflection of the softer, calmer aspects of the product design, is a harmonious offering for users and its art direction and typographic choices is inherently clean and sophisticated.

Well on its way to leading the market in five years' time and already listed in 60 Indian stores, judges praised the brand for its "smart execution" and "considered identity." Another added, "It demonstrates a good understanding of market challenges and the response is informed by customer insights."



SILVER

**SYDNEY AIRPORT AND CREATIK**

Creatik was responsible for crafting a brand on behalf of Sydney Airport and their new international e-sim data roaming product. The name, 'tripsim,' was linked to a dynamic arc and airplane graphic which successfully worked across various touchpoints including the airport's giant departure wall. "Loved this entry," praised one judge. "I like the logo mark, the brand name and the strong connection to masterbrand."

BRONZE

**EXPAND AND PRINCIPALS**

With Insignia Financial hoping to drive greater brand simplification following acquisitions, it turned to Principals to design a single flagship wrap product underpinned by proprietary technology. Hoping to create renewed momentum in market, the super, pension and investment brand was named 'Expand,' and includes two product variants: Expand Essentials and Expand Extra. Designed as a disruptive, leading platform, it was described as "simple but effective" by one judge.



### **MAGENTUS AND SOMEONE**

Following the seismic shift in the global health system, Citadel Health's purpose is to solve the problem of inequitable access to data, outdated processes and disconnected systems. But the new global tech company, formed on the back of the unification of three brands, required a new name to ensure internal alignment and integration at touchpoints. It turned to Someone to devise a name which, amongst other challenging requirements, was registerable in multiple markets. Settling on 'Magentus' – a portmanteau of 'magenta,' 'genome' and 'us' – after stakeholder conversations and workshops, it was felt that the new name resonated internally and with customers.

Judges recognised the difficulties involved in crafting a name which could satisfy a number of stakeholders and markets, but were unanimously impressed. "Robust and extensive work which delivered a great result," commented one judge.



SILVER

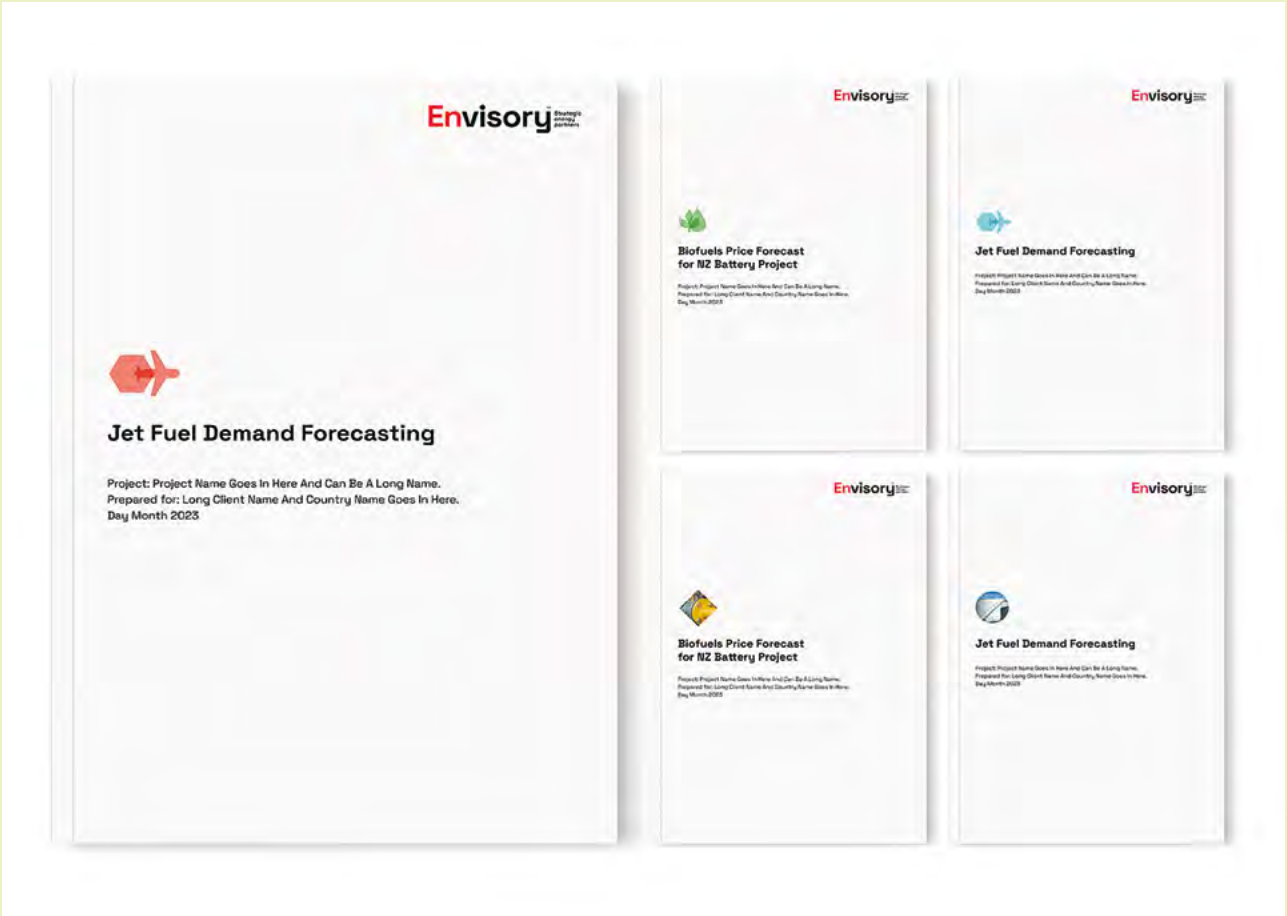
**MELI AND THE CONTENDERS**

Not-for-profits BCYF and Bethany Group merged together to form Barwon region’s largest provider of kindergartens and vital community support services. The Contenders was therefore tasked with designing a new brand, ‘Meli,’ which could aptly represent the organisation’s care for its community. The new name, derived from ‘meliorism’ (the belief that the world can be made better through human effort) was considered “really appropriate” by one judge.

BRONZE

**SYDNEY AIRPORT AND CREATIK**

Sydney Airport’s new international e-sim data roaming product needed an identity. Creatik stepped forward with ‘tripsim,’ a “functional” and “clever” new name, according to judges. An unambiguous choice, ‘tripsim’ simply states the proposition of providing data while travelling and offers flexibility across print and digital contexts.



**ENVISORY AND RE:BRAND**

With one of its original three directors, Richard Hale, retiring, consultancy Hale & Twomey realised now was the time to reimagine its identity. Re:brand was brought onboard to find a way of moving the brand forward despite losing a key personality and named partner. Research which indicated the brand’s audience only really had strong recall of its original red colour and did not understand its story helped Re:brand opt for a bold strategic path. Renaming the brand to Envisory combined the brand’s expertise in the energy sector with its advisory role, leading to an easily understandable and cohesive new identity.

Since rebranding, Envisory has acquired a remarkable 300% increase in clients. With numbers like that, how could judges not be impressed? One commented, “I loved the boldness to take the client on the journey and change the name rather than just update the existing one.”

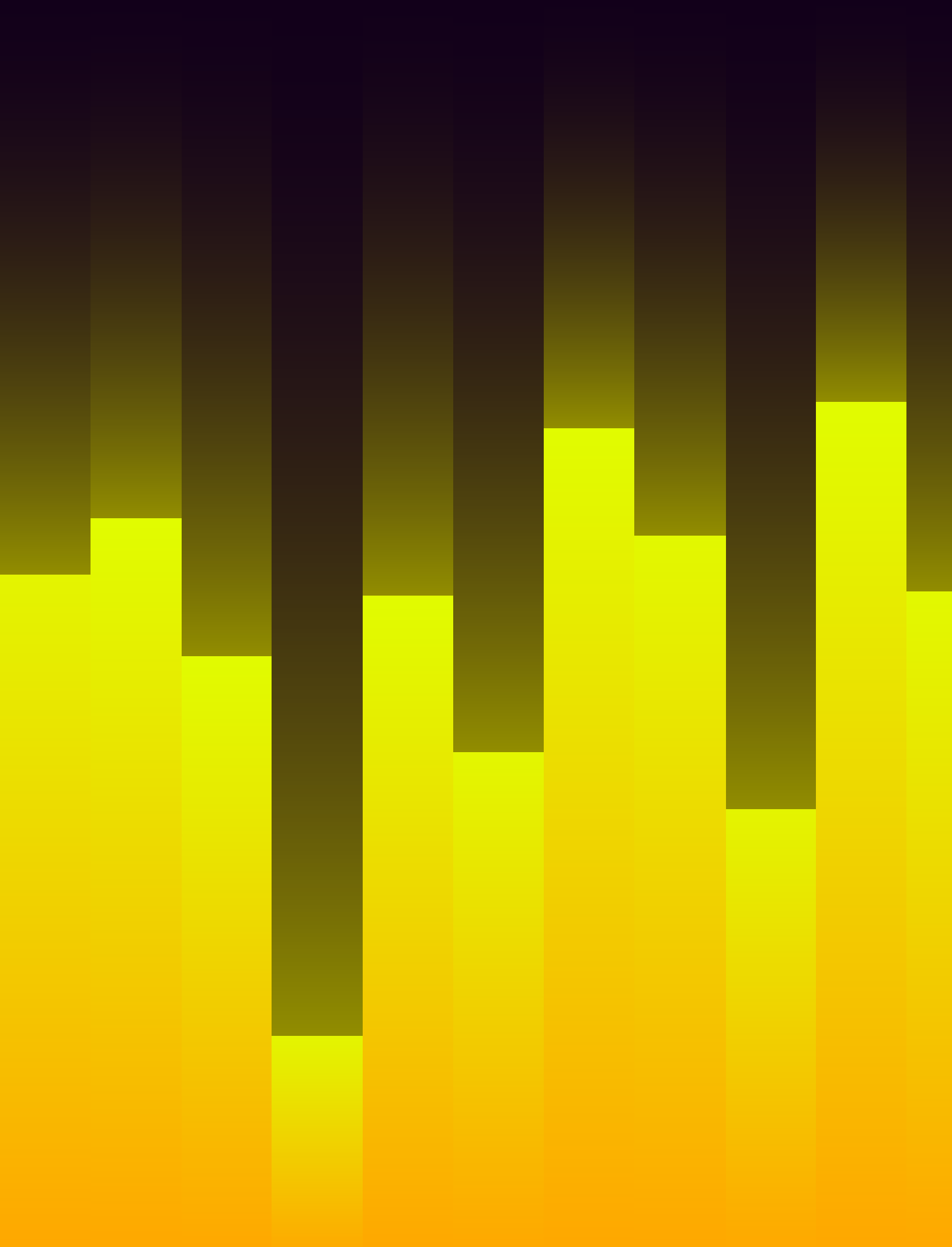




## SILVER

**OCTO AND RE:BRAND**

Re:brand was tasked with combining all the property sector services of Vault Group in a manner which could demonstrate the extent of its breadth of services, reach and potential to grow. 'Octo,' its new name, was chosen due to its ability to represent the eight services the brand offers. "A solid approach to the problem, strategy and solution," praised one judge.



TYPE



**MUSEUMS OF HISTORY NSW AND FOR THE PEOPLE**

Following the merger of Sydney Living Museum, the NSW State Archives and the Government Records Repository, For The People sought to craft a new brand dedicated to the knowledge and appreciation of history. Moving away from the ‘western take on history,’ the newly formed Museums of History NSW’s identity is based around breaking outdated preconceptions of history. After crafting the brand idea ‘The Future of History,’ For The People designed a new diverse portfolio which added consistency while retaining equity. Elsewhere, its design system is constructed of layers, providing an easy-to-use base for the brand’s internal team.

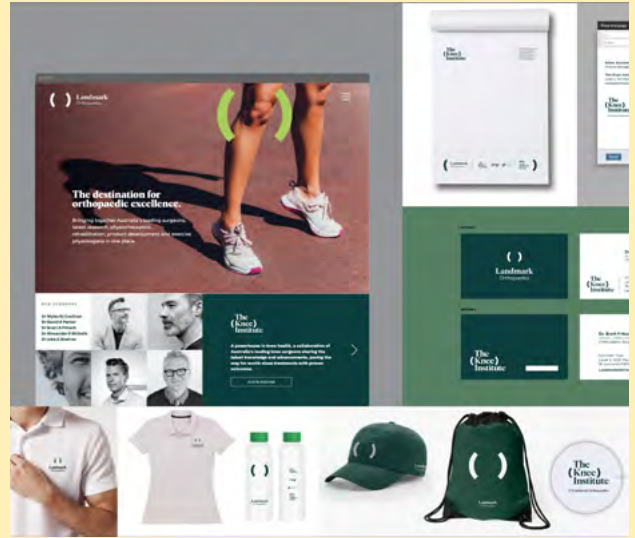
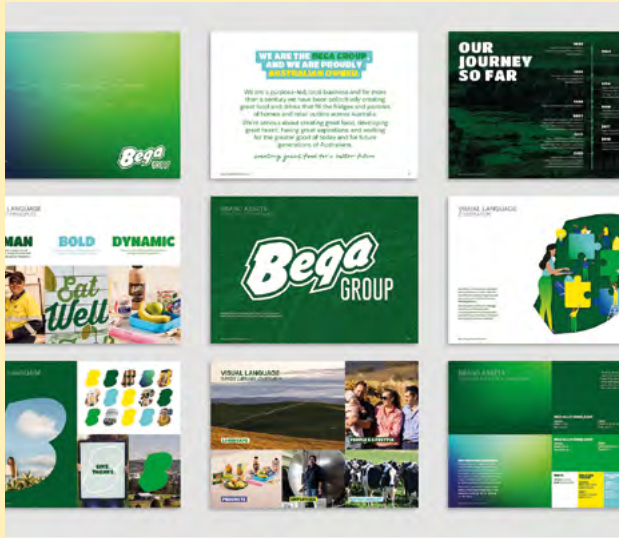
With a 114% year-on-year increase in admissions and a 73% increase in total website sessions since launch, judges praised the “strong” results. One added, “Clever brand idea that is responsive to both external and internal audiences.”

**SAFETYIQ AND DSR BRANDING**

SafetyIQ, devised by DSR Branding, was born following the fusion of JESI.IO and Safety Indicators. Operating in the field of advanced safety technology solutions, the brand aims to safeguard employees in high-risk, solitary or remote work environments. With the merger bringing teams together from around the world, a unifying brand was required in order to integrate the best of both businesses. The friendly, reliable and easy-to-use new identity borrowed ideas of simplicity, cleanliness and sophistication from Swiss Design principles. For instance, the logo’s custom ‘Q’ is reminiscent of a clock face and reflects predictability.

Judges were also impressed by the use of a reduced colour palette, with ‘safety yellow’ the primary colour. “This brand is a really clever and fun way of communicating something that is often considered to be rather transactional,” commented one judge.





SILVER

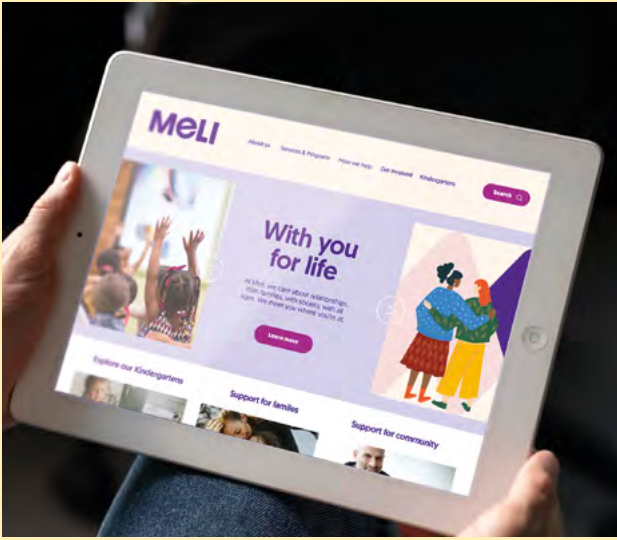
**BEGA GROUP AND THE EDISON AGENCY**

The Edison Agency's reimagining of Bega Group, following the acquisition of Lion's Dairy and Drinks, sought to unite the business as one group. The new identity captured the humility and social purpose at the heart of Bega Group's culture, namely through the evolution of its brandmark which expresses the brand's connection to its home, Bega Valley. One judge described the project as "a great evidence-led rebrand."

BRONZE

**LANDMARK ORTHOPAEDICS AND BRAND COUNCIL**

The merger of four well established existing businesses into one purpose-focused orthopaedic organisation, Landmark Orthopaedics, required the help of Brand Council to engineer a coherent brand identity. The new identity speaks to the sheer ambition of the organisation and also is visually consistent across each of the partner brands. "Good use of bracket design and consistency of integration across sub-brands," said one judge.



### MELI AND THE CONTENDERS

Newly formed not-for-profit kindergarten and community support service Meli required an identity on the back of BCYF and Bethany Group merging together. With a tight timeline in play, The Contenders crafted an identity based on the idea of meliorism which speaks to the vibrancy and diversity of the Barwon region community it serves. “Clean execution,” praised one judge.

### HIGHLY COMMENDED INDARA AND BRANDMATTERS

BrandMatters’ crafting of digital infrastructure organisation Indara was considered “very well done” by one judge.

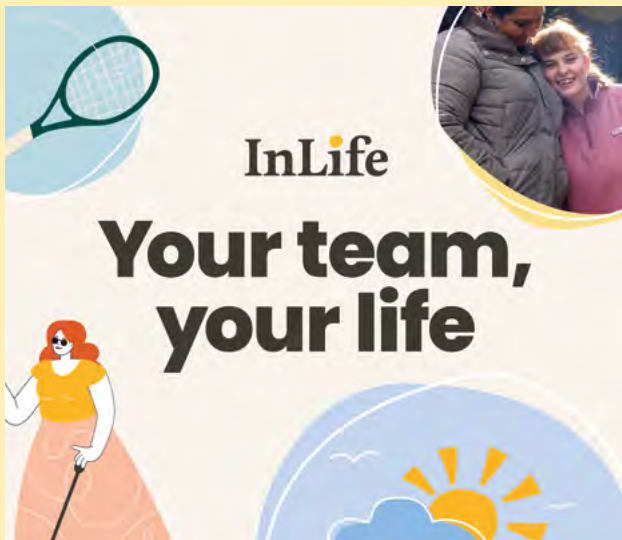


**GOLD**

**MJC AND GUTS CREATIVE**

Margaret Jurd College (MJC), a school which caters to at-risk students, brought on Guts Creative to change perceptions by developing a clear purpose and vision. Its new brand purpose, 'empower personal growth,' was derived from the reason why staff get out of bed every day. The brand's bold, unconventional and empowering new identity drove phenomenal results, with a second school set to open soon on the North Coast.

Judges were unanimous in their praise. "What a great entry!" said one judge. "An impressive and vibrant visual identity that was inspirational. A great understanding of the challenge and there was a clear journey from where they had come from, what they were trying to achieve and how they achieved it."



SILVER

**INLIFE INDEPENDENT LIVING AND THE CONTENDERS**

In an attempt to change the conversation around disability, not-for-profit disability support agency InLife Independent Living turned to The Contenders. In redesigning a modern brand which could attract staff and customers, the brand and design agency focussed on authenticity, warmth and joy, as opposed to joining a culture of 'inspiration porn.' "Thoughtful and well considered," said one judge.

SILVER

**LANDMARK ORTHOPAEDICS AND BRAND COUNCIL**

Brand Council was tasked with developing a clear brand strategy for Landmark Orthopaedics, a purpose-focussed orthopaedic organisation founded from four well-established existing businesses. Turning the brand into the go-to destination to access top specialists saw the creation of a visual identity laced with ambition. One judge said, "Big challenge bringing in different stakeholders but a great overall entry."





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

**BRONZE**

**GROWTH WORKPLACE DESIGN AND DSR BRANDING**

Hoping to position commercial outfit company Growth Workplace Design as Queensland's top design house, DSR Branding opted not to focus too heavily on design and therefore exclude its construction team. The revised brand, which includes a new wordmark, reflects freshness and vibrancy through its altered colour palette. "This is really lovely work. Clean and considered," praised one judge.

**BRONZE**

**THE LEUKAEMIA FOUNDATION AND BRAND COUNCIL**

The Leukaemia Foundation, with the help of Brand Council, sought to redefine itself as better representing the entire blood cancer community. Through a variety of workshops, it was decided to swap its 'conservative, bureaucratic and traditional mindset' for a new perspective of putting patients first. "The volume of output was great and it's good to know staff felt connected to the revamp," said one judge.

**HIGHLY COMMENDED STANDARDS AUSTRALIA AND BRAND COUNCIL**

Brand Council's reimagining of the Standards Australia was considered "distinctive" by one judge.

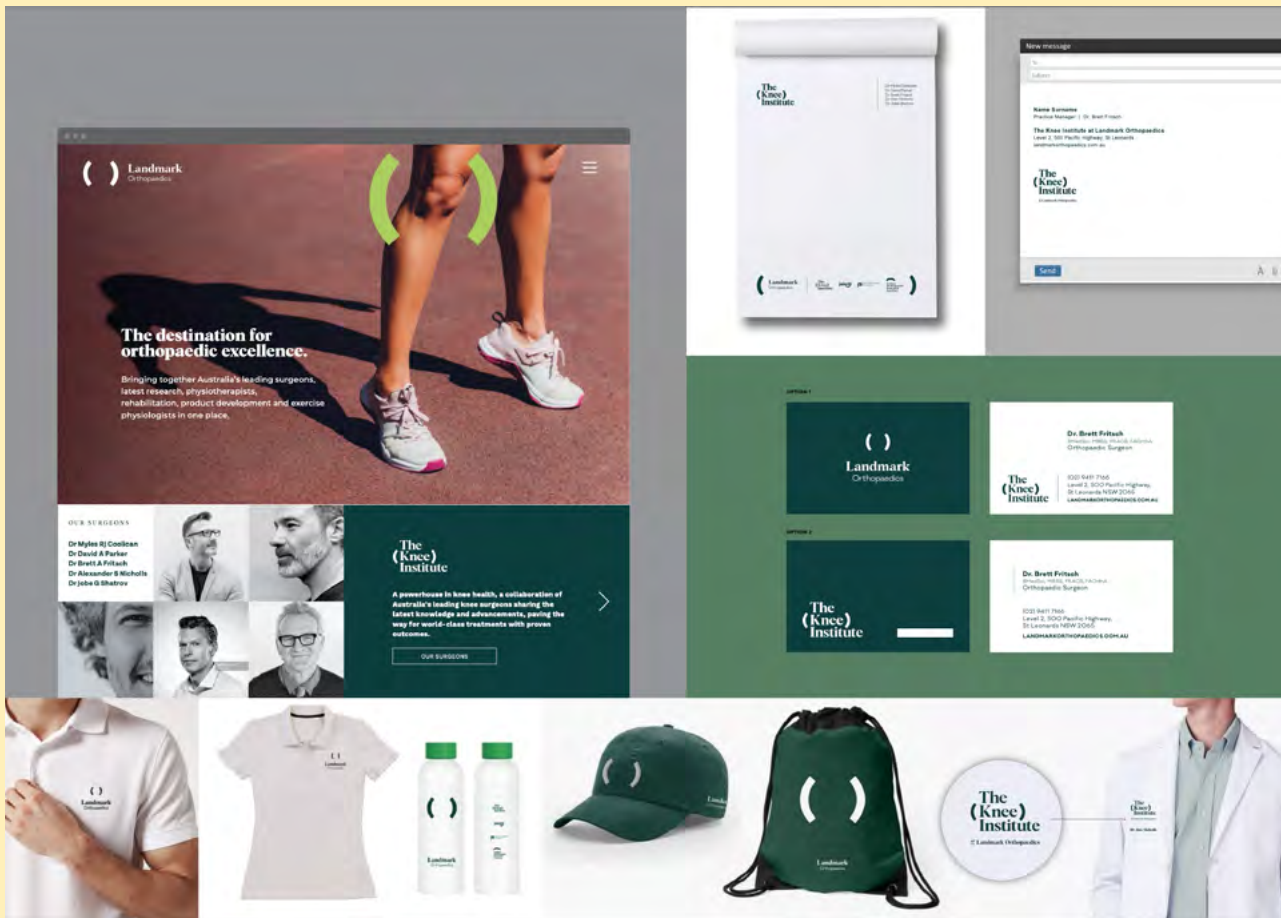
# MORE CHANCES TO WIN GLOBALLY



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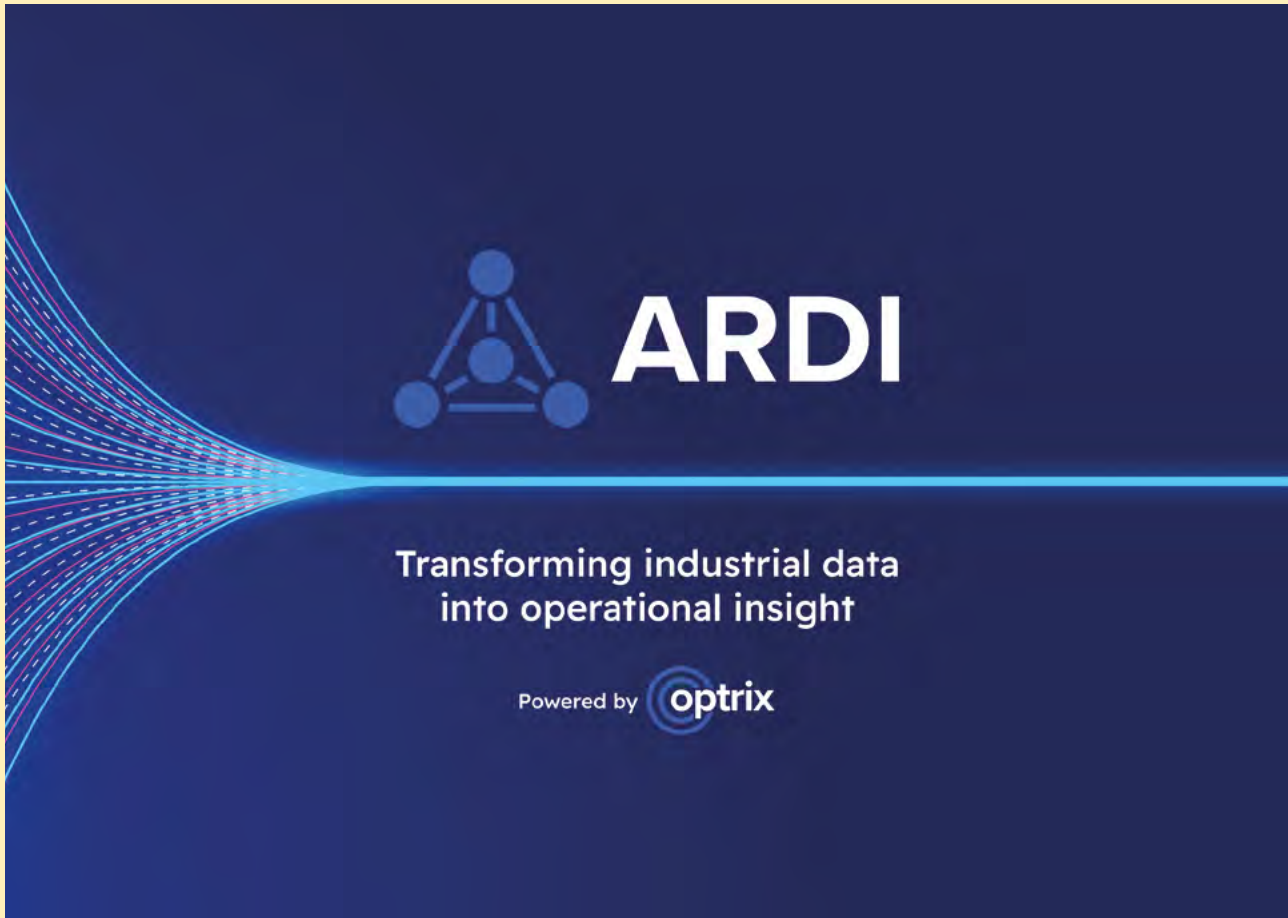


GOLD

**LANDMARK ORTHOPAEDICS AND BRAND COUNCIL**

Following the combining of four well established existing businesses into one purpose-focussed orthopaedic organisation – spanning across diagnosis, physio, surgery, research and prevention, Brand Council was tasked with designing a brand to match Landmark Orthopaedics’ ambitions. The work’s foundation was based on the organisation’s laser-like focus on creating better outcomes for patients, which was partially achieved through an intelligent brand architecture system, underpinned by the use of a ‘bracket’ visual device.

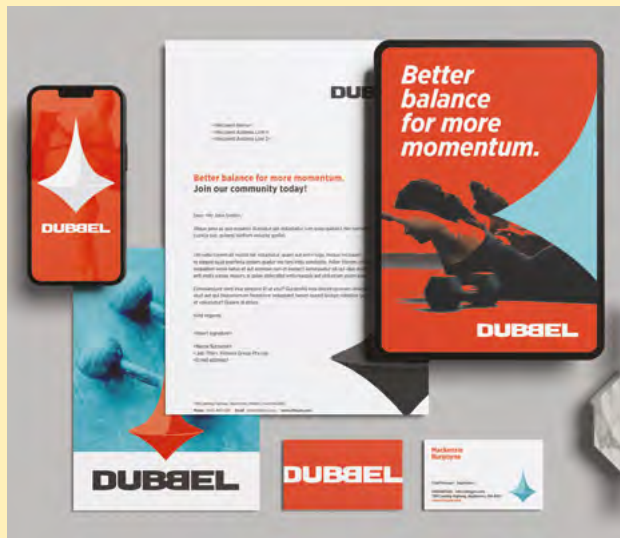
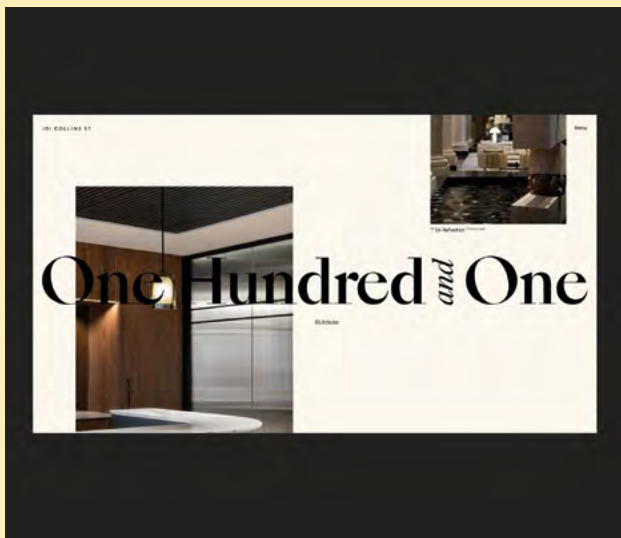
The identity devised for Landmark Orthopaedics allows for creative alignment and flexibility for the partner brands, which impressed judges. “A good visual solution combining a common theme with a unique twist,” commented one judge. Other judges described the visual identity as “great and consistent” and “pretty cute.”



#### ARDI BY OPTRIX AND STARTSWITHA

With ARDI, an industry 4.0 data visualisation suite, starting to position itself for investment, StartsWithA undertook a comprehensive strategic redesign of the Optrix brand. Faced with a complicated proposition and a confusing messaging, StartsWithA decided that it had to devise a brand which could clearly communicate value. A new tagline, 'Transforming industrial data into operational insight,' was conceived which led to the creation of its Data Flow Key Visual. This provided a means for the industry to see how ARDI connects the dots between individual knowledge management systems into a single platform.

Judges were impressed that Optrix has secured a range of higher profile clients since the rebrand. "Such a customer-driven solution that they should be proud of," said one judge. Another added, "Great distilling of ARDI into a simple tagline and visual expression."



SILVER

**AXA INVESTMENT MANAGERS AND HUNDREDWEIGHT**

Hundredweight sought to create an online experience for AXA Investment Managers that could reflect the physical experience of 101 Collins, one of Australia’s most prestigious commercial buildings. The brand and design consultancy simplified the browsing experience and streamlined the information hierarchy, leading to a clean aesthetic. “Visually stunning solution that is sure to elevate the building,” said one judge.

BRONZE

**DUBBEL GYM AND BEVIN CREATIVE PTY LTD**

Formerly known as DBL Gym, BEVIN Creative Pty Ltd was tasked with designing a new brand which could align to its newly developed goals, values and mission. Step forward Dubbel Gym, a vibrant and simple brand whose popularity became clear by the adoption of the new visuals by employees and existing clients. “Great to see that the solution has impressed customers,” said one judge.



#### PITCHER PARTNERS AND PRINCIPALS

Pitcher Partners, a national association of six independently owned accounting and business advisory firms, sought to refresh its employer brand in order to meet the evolving expectations of its people and potential employees. Principals was therefore responsible for finding a common thread and crafting an identity which was relevant at local and national level. Following a co-creation session with the internal team, a new EVP strategy – ‘Lead Your Way’ – was settled on, which led to the designing of tone of voice to reflect this idea.

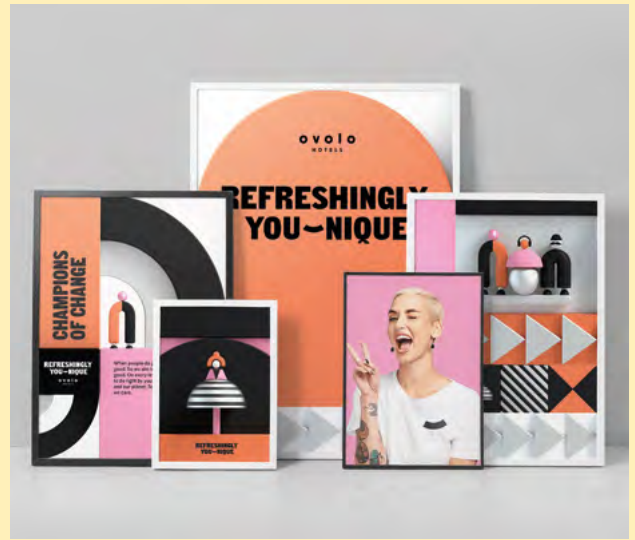
Results were impressive, especially the Lead Your Way social media posts which saw a 4.1% lift in LinkedIn average engagement rate. Furthermore, there was a 60% increase in the number of applicants per role. One judge said, “Clear demonstration of the challenge in uniting the six firms under one employer brand. There is a clear link between the strategic behaviours and the creative execution.”



SILVER

**EVERYDAY INDEPENDENCE AND PRINCIPALS**

NDIS provider Everyday Independence had its bold new look and messaging crafted by Principals as a means of providing differentiation. Utilising the ‘Everyday Way’ (how people referenced its service delivery) as a solid point of differentiation, the new brand resulted in an 80% increase in overall practitioner applications. “They’ve developed something very eye catching for the category,” praised one judge.



SILVER

**OVOLO HOTELS AND THERE**

Seeking to galvanise its close-knit, high performance team under a common purpose, Ovolo Hotels sought the help of THERE to celebrate the individual difference that is the hallmark of its hotels. The new internal brand leverages Ovolo Hotel’s uniqueness and was founded on the positioning statement ‘Refreshingly You-nique.’ “Great strategy to amplify the strong external brand in a meaningful way internally,” commented one judge.

BEST EMPLOYER BRAND

# TRANSFORM AWARDS ANZ 2024



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**BRONZE**

**THE LEUKAEMIA FOUNDATION AND BRAND COUNCIL**

In designing a new brand for The Leukaemia Foundation, Brand Council realised the importance of taking the organisation’s staff along for the journey. The brand consultancy crafted ‘It’s in our blood’ – a new brand book which summarises what it means to be a part of the charity. Judges were impressed with the tools provided to staff, with one describing the project as “robust.”

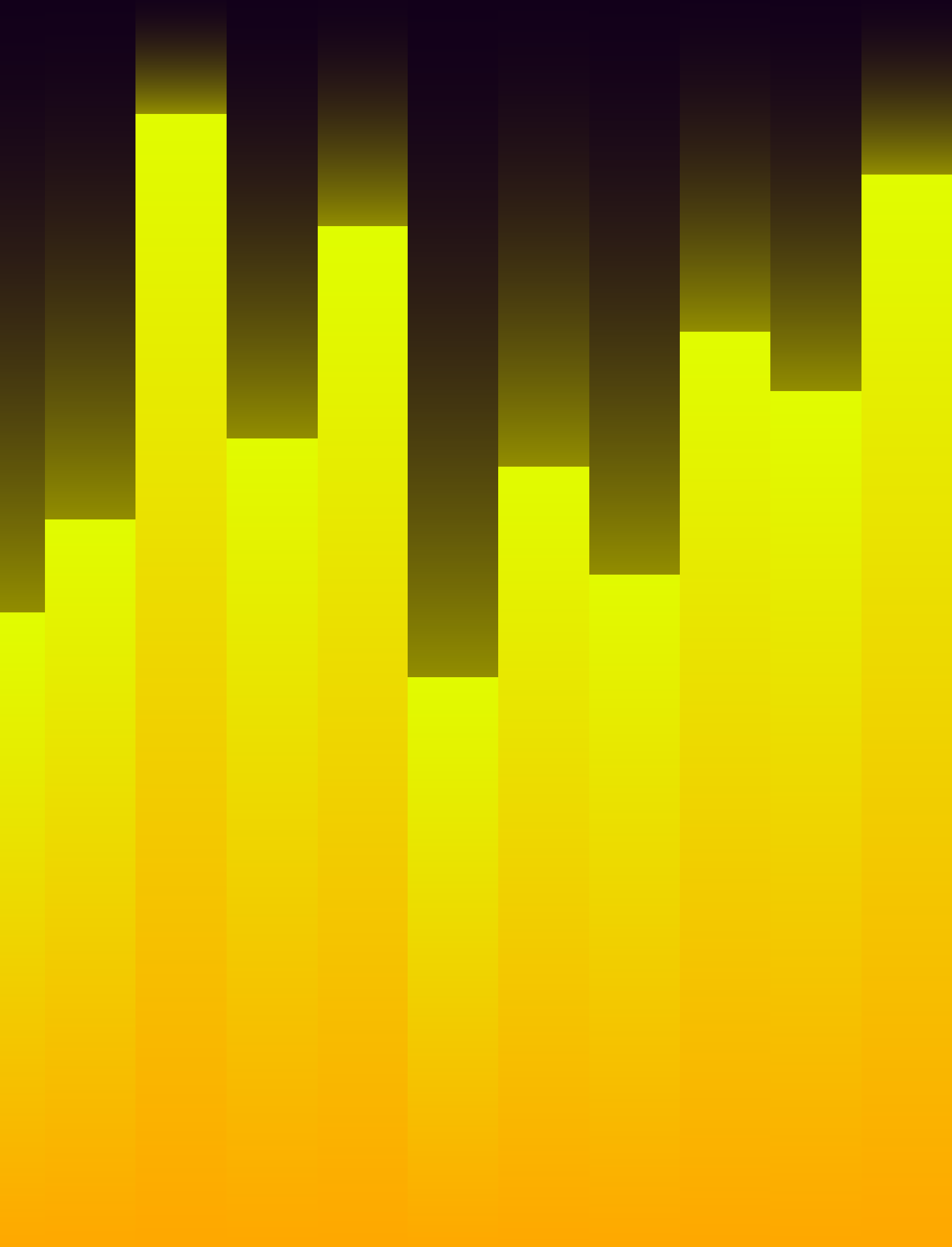
**BRONZE**

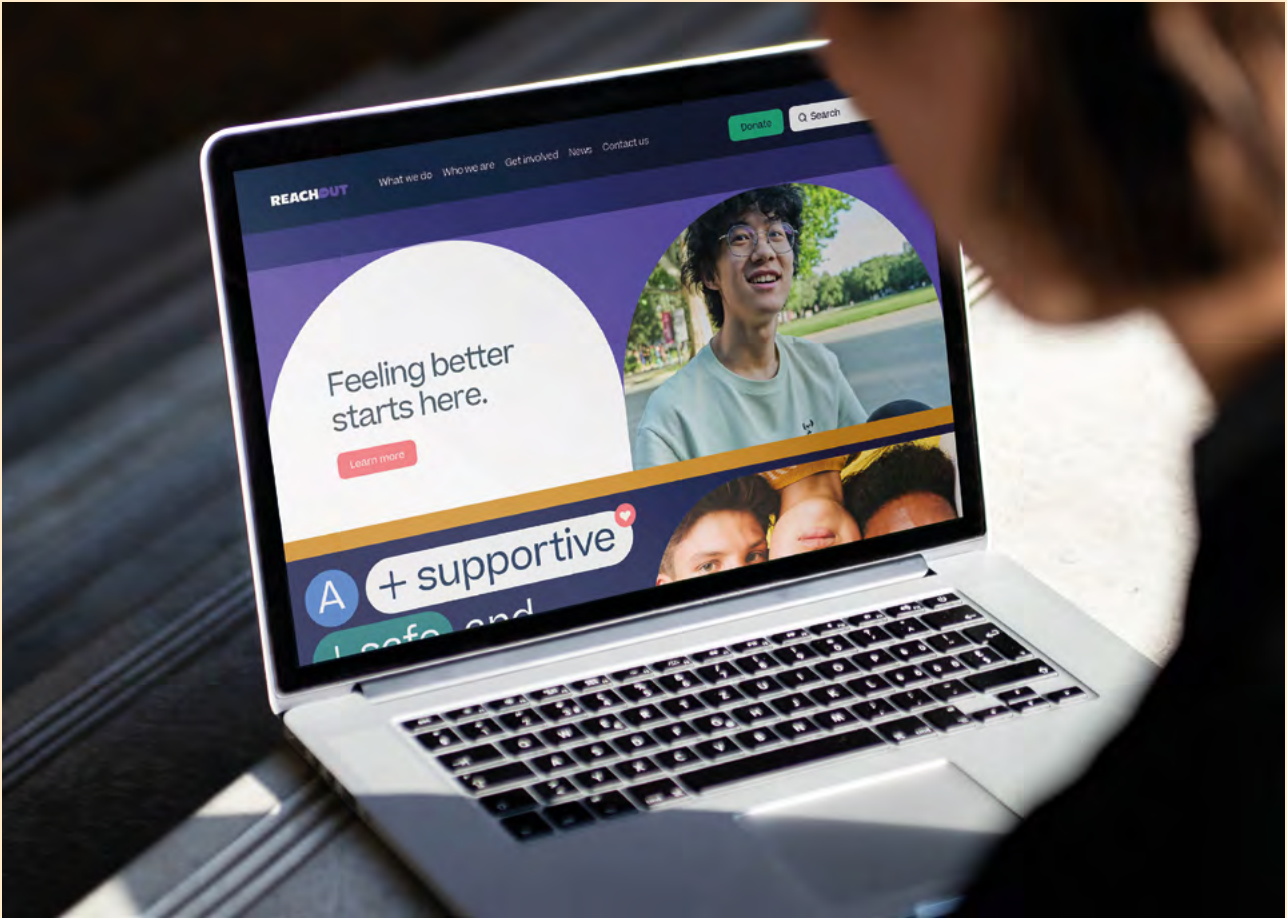
**YARRA VALLEY WATER AND PRINCIPALS**

Water and sanitation organisation Yarra Valley Water realised it struggled to attract the best and brightest talent. To remedy this, it tasked Principals with telling a unique story about the brand which could build excitement. Principals crafted the tagline ‘Led by purpose. Driven by people’ which illuminated the fact that the brand’s culture is its biggest competitive advantage. “Impactful creative,” praised one judge.

# SECTOR

The background consists of several vertical stripes of varying heights and colors. The colors are primarily bright yellow and dark black. The stripes are arranged in a way that creates a sense of depth and movement, with some stripes appearing to recede into the background while others appear to come forward. The overall effect is a modern, geometric, and high-contrast design.





### REACHOUT AUSTRALIA AND YONDER CREATIVE

ReachOut Australia wanted to change the fact that a million young people facing mental health difficulties are not seeking professional support. In order to do so, the digital mental health service had to find a way of achieving sufficient stand out and change the conversation in a market clouded by stigma. Turning to Yonder Creative, the brand adopted a new strategic positioning: ‘Helping young people feel better.’ This lent itself to the creation of a bright, positive and digital-first visual identity. Underlining the brand’s new optimistic tone is the incorporation of a bright colour palette that distances itself from overused blues. Meanwhile, candid photography replaces generic illustrations as a means of truly connecting with its audience.

The success of the project is demonstrated by a 12% increase in brand appeal. The judges were just as positive as the results, with one saying, “The overall aesthetic is both intelligent and seamlessly cohesive.”



SILVER

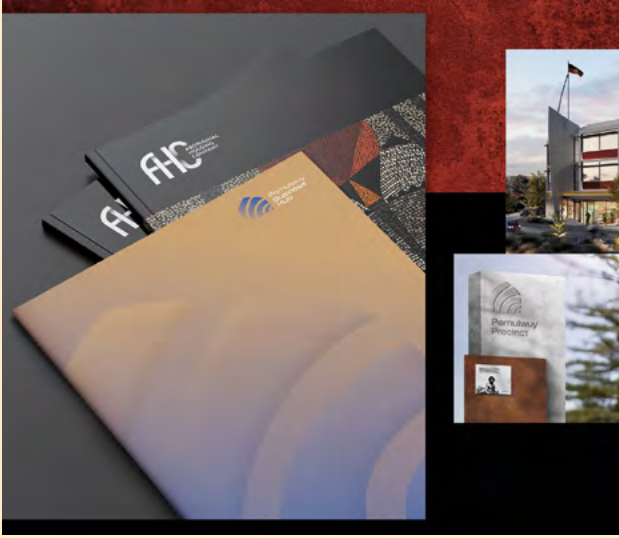
**BIODIVERSITY COUNCIL AND PRINCIPALS**

The Biodiversity Council exists to encourage citizens concerned by biodiversity decline to come forward with solutions to the problem. To introduce the Council nationally, Principals was responsible for creating the brand and helping push Australia towards evidence-based action. The warm and inclusive brand design fuses scientific credibility with natural wonder, as demonstrated by the use of a nature-inspired colour palette. “There is commendable consistency in the look and feel of the branding,” said one judge.

SILVER

**CURECANCER AND PRINCIPALS**

Principals’ redesign of the CureCancer visual identity included an evolution of its logo, replacing its old ‘signet’ symbol with a more meaningful and distinctive ‘c.’ The 14 overlapping coloured circles symbolise its ‘leap of imagination’ brand strategy, along with creating a more connected sense of community. “The platform demonstrates a strong sense of cohesion and accessibility,” commented one judge.



BRONZE

**ABORIGINAL HOUSING COMPANY (AHC) AND HEARD AGENCY**

The Aboriginal Housing Company (AHC) brand had become too convoluted and political. Heard Agency sought to simplify and elevate the brand through infusing a utilitarian design approach with emotion. This resulted in a confident new wordmark which has a flowing typographic design and a colour palette that pays homage to the original brand. One judge described the project as “compelling.”

BRONZE

**CHILDREN’S HOSPITAL FOUNDATION AND SUNNYSIDEUP**

SunnySideUp helped the Children’s Hospital Foundation with redesigning its brand identity. Carefully crafted to balance strategy and creativity, the revised brand incorporates a rainbow icon in the logo to point at hope and change, while the ‘green rainbow’ colour palette keeps to the Foundation’s heritage. “The results are certainly positive and the message conveyed is both heartwarming and impactful,” said one judge.





**BRONZE**

**ST GEORGE COMMUNITY AND MADE AGENCY**

St George Community exists to reduce isolation and provide social connections for vulnerable individuals, but its brand was in need of a change. It called on Made Agency to revitalise the brand and reflect the vibrant and diverse community it serves. The bold and impactful brand direction celebrates diversity and ensures everyone feels welcome and respected within its community. One judge said, “The creative elements are harmoniously unified.”

**HIGHLY COMMENDED MELI AND THE CONTENDERS**

The Contenders’ work for newly formed not-for-profit Meli was described by one judge as a “really cute creative.”

**MJC AND GUTS CREATIVE**

With Margaret Jurd College (MJC), a school for students who don't fit in the mould of mainstream education, not really being known by anyone outside of the institution, Guts Creative was responsible for crafting a new visual identity which could elicit unity and pride. Founded on the brand position 'a place to belong,' the work saw a complete overhaul of the MJC brand, with the new logo taking inspiration from the students' favourite brand, Nike. The strong and powerful identity is bolstered by an inclusive colour palette designed to represent the diversity, potential and growth of the school's community.

"A solid strategy and understanding of the challenge," commented one judge. Another added, "They really thought about their challenge and what they were hoping to achieve and their visual identity really represented those goals."





SILVER

**UNIVERSITY OF SOUTHERN QUEENSLAND AND HOUSTON GROUP**

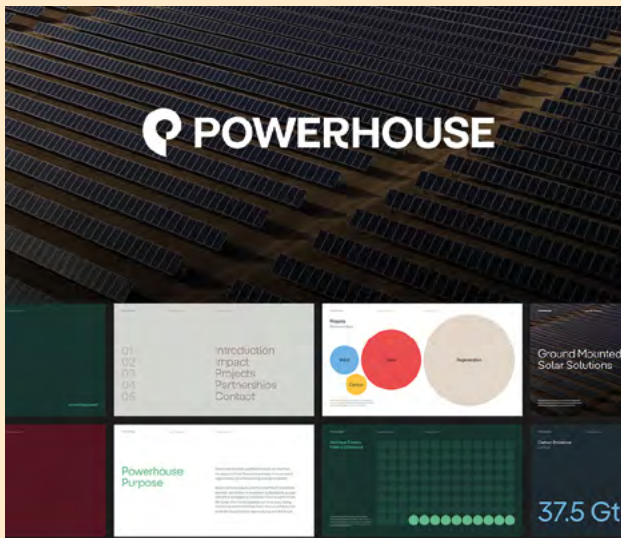
With declining applications despite being situated in a fast-growing Australian region, the University of Southern Queensland sought the help of Houston Group. The design agency understood it needed to build up credibility, which was achieved by crafting a confident and ambitious revised brand. The updates to its logo, colour palette and name (UniSQ) impressed judges, with one describing the work as “visually refined and modernised.”



### TIME DOTCOM AND FOR THE PEOPLE

With the competition in the Malaysian internet provider category now also having access to excellent infrastructure, now was the moment for TIME dotCom to distinguish itself on different merits. For The People recognised the brand's renowned service and cheeky personality, so designed a new brand down that route. Crafting an identity which champions and amplifies all things Malaysia, TIME dotCom adopted illustrations showing off the local characters, cultures and subtleties. Elsewhere, a redesigned wordmark features a subtle reference to a clock, acknowledging the importance and value of time to its customers.

Judges were highly impressed by the project. One said, "The visual identity presented is truly breathtaking, exuding a refreshing and captivating aura. The colour palette chosen is vibrant, infusing the content with a modern and dynamic quality. It's evident that the strategic decision to maintain a link with the former brand was a brilliant move."



SILVER

**POWERHOUSE AND SIDE BY SIDE STUDIO**

The purpose of Powerhouse is to discover how First Nations knowledge can be harnessed in the planet’s regeneration. Side By Side Studio was tasked with developing a brand which broke away from the expected in the renewable energy sector and achieved this by leveraging hope, energy and realistic aspirations in the revised identity. “Beautiful design based on a well-conceived strategy,” said one judge.

BRONZE

**ENERGYAUSTRALIA AND CREATIK**

EnergyAustralia’s new visual identity and safety campaign sought to demonstrate the importance the brand places on keeping people safe – as well as providing energy for them. Creatik’s work saw the elevation of the basics of safety into the visual identity, including the introduction of a bold and striking new typographic mark with slider switch graphics to match. “Solid and cohesive,” praised one judge.

# SomeOne loves your work.

Good luck to all the agencies, designers, clients & partners who have their work shortlisted tonight.

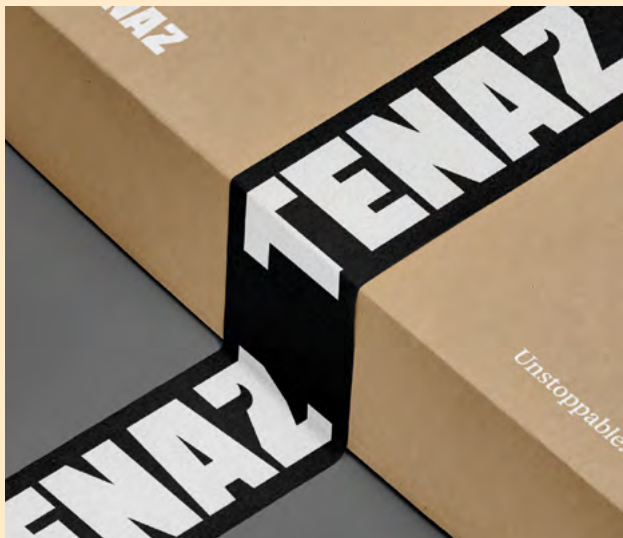
Awards are funny things. We often say we don't *need* them. They're not *why* we do what we do. Still, we all enjoy winning them.

And each year, when the ceremonies come around, they bring us all together.

So, we'd like to use this ad-space to tell you (our industry family) how much we admire & are inspired by what you do. You keep us moving toward better. And we love you for it.

Competition.  
Recognition.

SomeOne.



SILVER

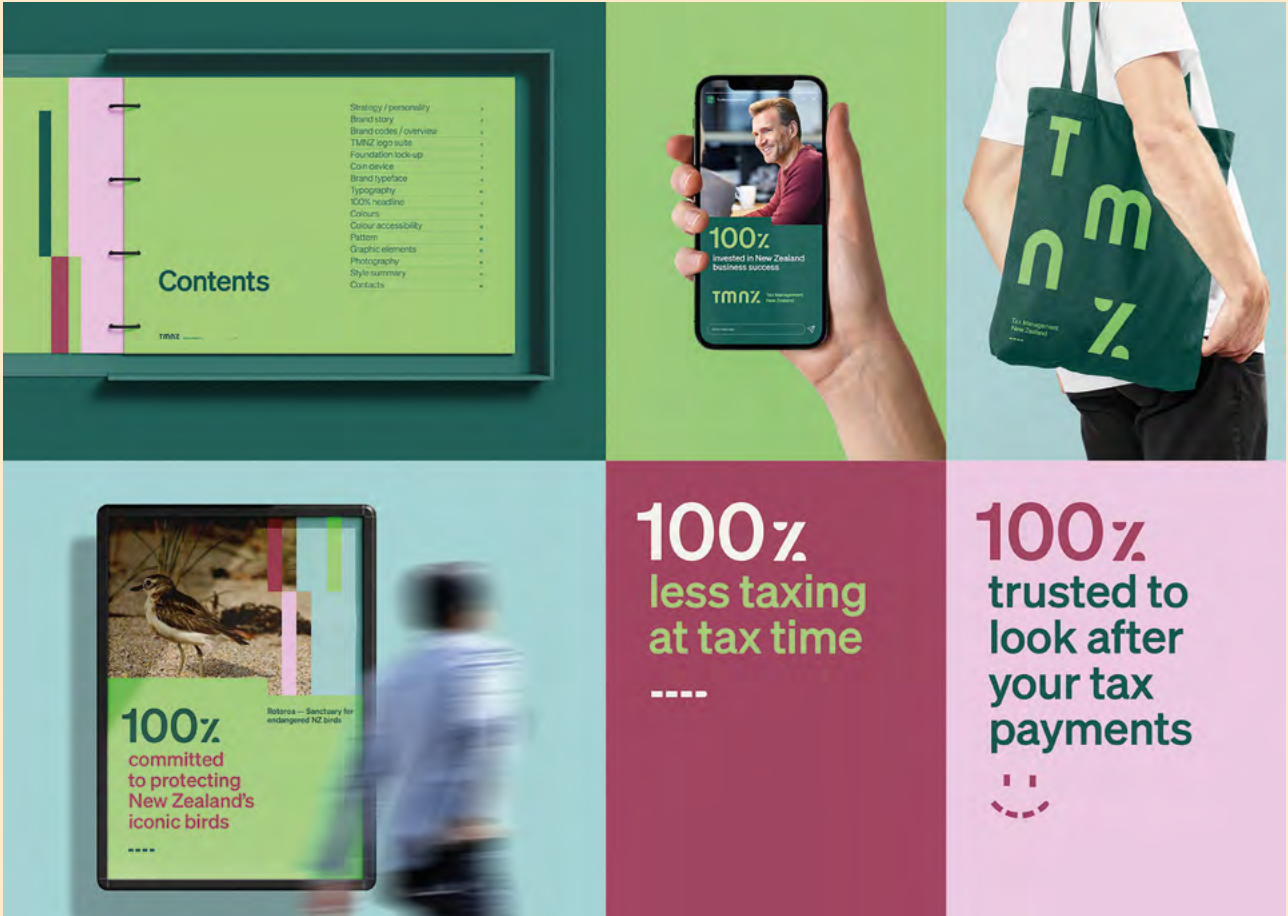
**TENAZ AND DSR BRANDING**

Quality meat supplier Tenaz needed a new identity which could radiate an air of establishment and familiarity, breaking free from pervasive pastoral identities in the industry. DSR Branding integrated a bull's silhouette into the 'Z' in the logo, subtly nodding to the brand's products. Judges agreed that the monochromatic black and white colour palette also helped bring the brand to life, with one judge describing the project as "very distinctive."

BRONZE

**FLAVORITE AND THE KEY BRANDING**

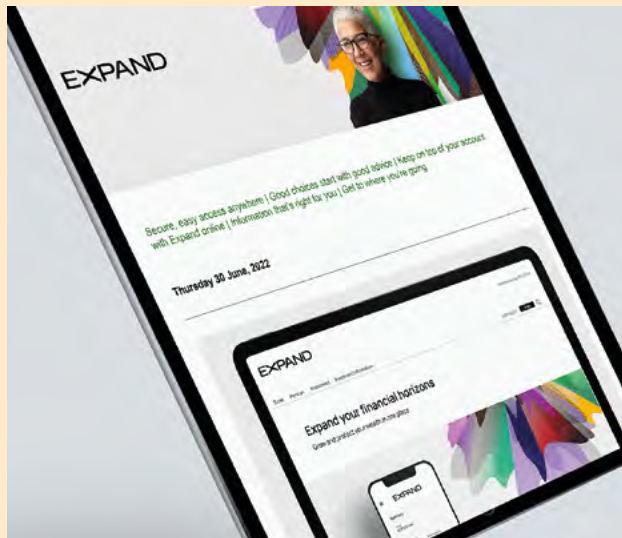
Fruit and vegetable producers Flavorite sought the help of The Key Branding to transform the brand from niche local player to Australia's largest and most credible glasshouse growers. The cartoonish logo was redesigned to include a mature leaf icon, while the refreshed colour palette focusses on flavour and sustainability. The rebrand was described as "a sophisticated evolution" by one judge.



**TAX MANAGEMENT NEW ZEALAND AND PRINCIPALS**

Finance trailblazer Tax Management New Zealand (TMNZ) has a powerful and unique story, with 100% of its profits being donated to the Whakatupu Aotearoa Foundation. This therefore gave Principals the opportunity to develop a visual identity that reflects contemporary Aotearoa design. This was achieved by developing the brand story '100% invested in Aotearoa,' allowing for the '100%' figure to become a lead element of the visual language. Another design idea included incorporating a colour palette which utilises the country's native landscapes: Tōtara green, Horopito red and Kōtare blue.

With results indicating 90% of staff are inspired by TMNZ's purpose and with the launch garnering strong social media and online attention, judges were highly impressed by the work. "Great explanation of the purpose behind the brand and how it led the strategy," one judge said.



SILVER

**NAB AND PRINCIPALS**

In order to evolve its identity, personal banking firm NAB sought the help of Principals to position the brand as the bank which really gets Australians. Following extensive research, Principals crafted a simplified system which saw alterations to NAB's wordmark, colour palette, typography and, of course, the liberation of its hero star. "I like that they have pushed the boundaries and brought a more personal touch to the brand," said one judge.

BRONZE

**EXPAND AND PRINCIPALS**

New super pension and investment brand Expand was crafted by Principals on behalf of Insignia Financial to be a disruptive and leading platform. The work resulted in a simple solution which properly responds to the technical limitations of system generated content. Responding to a crowded market, Expand aims to be different by adopting a light, contemporary and fresh look. "Really fun data visualisation as the core element to the design," said one judge.



### COLES GROUP AND THE THRILLS™

Creative agency the thrills™ was responsible for reimagining Coles Group's Pantry Range in order for the brand to reach a much wider audience. This was achieved by focussing on Australia and how in the post-pandemic world people have a greater appreciation for all things grown and crafted in their own country. The agency designed illustrations of iconic Australian animals – like wombats and kangaroos – and fused their shapes with the product itself. Alongside adding the 'Quality Australian' stamp, Coles Group believes its brand packaging is now more emotive and visually differentiated from competitors.

With early research indicating a 15% higher shelf selection, judges were impressed with the project. One said, "This is great! It connects and engages with customers but also unites them under clear Australian native animals that are familiar to all. It's the same look and feel – you'll glance and realise they're still Coles products, but they're more engaging."





SILVER

**FLINGS AND BLURR BUREAU**

When researching options for Flings' new identity, Blurr Bureau discovered that adults are pining for snack brands to take them to an easier place of comfort. On the back of this, the strategic and creative agency adopted a retro-futuristic identity. Its nostalgic textures and modern, witty language were heralded by one judge as "playful and fun."

SILVER

**MADE GROUP AND THE THRILLS™**

Coconut water and yoghurt brand Cocobella (Made Group) required a brand identity anchored in the idea of achieving paradise. The new visual identity, designed by the thrills™, identified the palm tree as the brand's most recognisable asset which appears on the revised packaging in front of a vibrant sky-blue background. With a near-20% sales growth, judges were highly impressed by the "beautifully executed" project.



BRONZE

**COLES JOYFUL AND HULSBOSCH**

New snack Coles Joyful is one of Coles Supermarket's low sugar brands. Hulsbosch was responsible for crafting a visual identity which delivered on the vision of it being a food which helps customers live healthier, happier lives. The confident packaging reflects the full and innovative flavours that delight and excite, leading to the brand being embraced by consumers. "A playful design solution," praised one judge.

BRONZE

**MARION'S KITCHEN AND THE KEY BRANDING**

In designing a captivating visual identity for Thai-inspired food brand Marion's Kitchen, The Key Branding attempted to contemporise it. The independent design group crafted a trustful wordmark which emphasises 'Marion' in lowercase with delightful details. Bespoke illustrations and handcrafted typography further add to the brand's ability to resonate with a predominantly female audience. "A really cohesive brand solution," said one judge.





GOLD

#### DU CANE BREWING CO. AND FOR THE PEOPLE

Tasmanian microbrewery and dining hall Du Cane Brewing Co. is inspired by the rugged Du Cane Ranges and the moments experienced on the trails. With growing local demand, it sought the help of For The People to consolidate its visual identity and pay homage to local walking culture. The new identity, which matches the philosophy 'simple beers, brewed well,' includes illustrations that provide little vignettes into life on the Ranges. Elsewhere, a new custom wordmark is inspired directly by the Du Cane Range and adopts a textural quality.

Judges were impressed by the entry, with some describing the rebrand as "modern" and "appropriate." One judge added, "The visual identity was simple and strong, nods to the past and is strongly connected to the story. Great results, too!"



**PASTA ROMA! AND DISEGNO**

Disegno crafted a new packaging identity for Pasta Roma! which utilised quirky Italian-inspired lifestyle imagery as well as a vibrant and distinctive orange colour. Built around the brand positioning 'Taste the Good Life,' the rebrand has led to a huge incremental growth in the first year. "I love the colour scheme and design," said one judge, "it stands out amongst the category."

**GELATISSIMO AND HOUSTON GROUP**

Houston Group was tasked with reimagining the identity of global gelateria brand Gelatissimo. Celebrating fun and flavour, the strategic brand and design agency's work involved the crafting of creamy, swirly illustrations which evoke folded gelati flavours in a fresh colour palette. "The new visual identity meets the brief," said one judge. "It's fun, fresh and original."

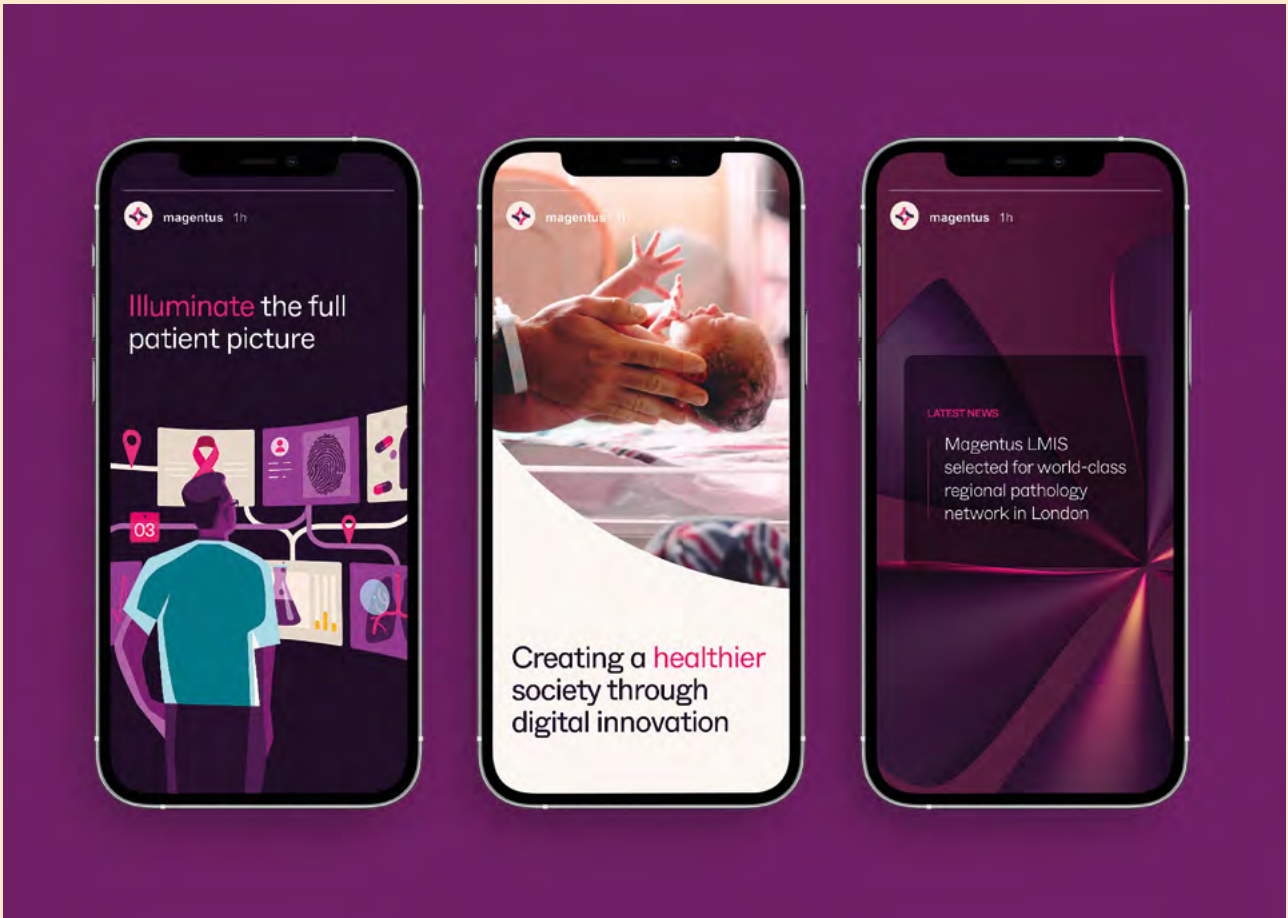




**BRONZE**

**NSW WINE AND DISTIL AGENCY**

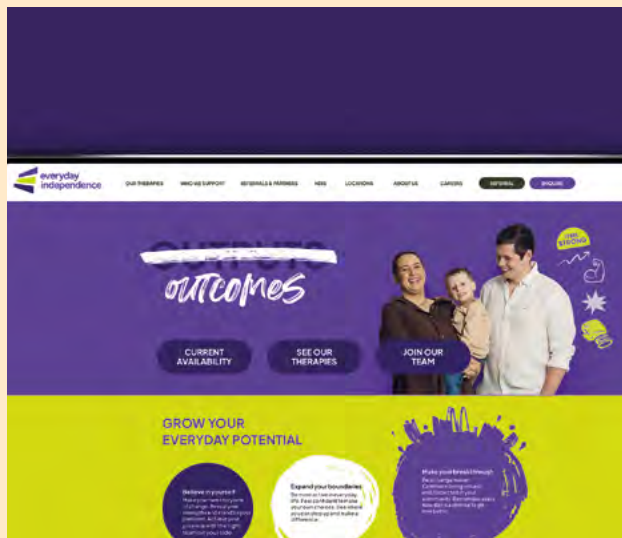
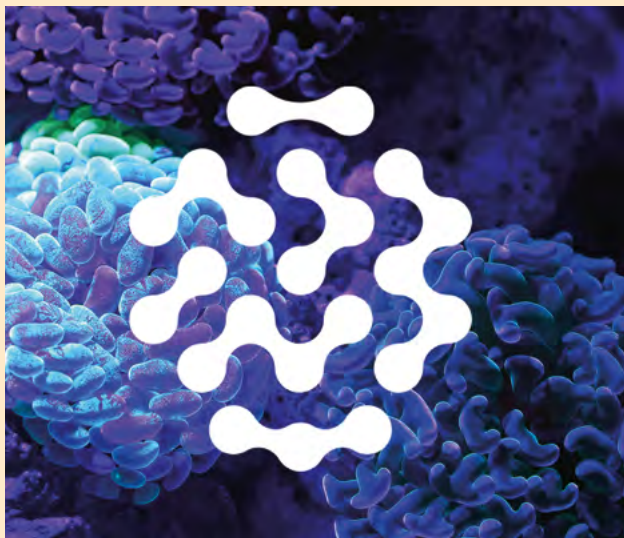
Distil Agency was asked to craft a new visual identity for NSW Wine, an industry association which represents wine makers and grape growers in New South Wales. Requiring a timeless, memorable and easily recognisable logo, Distil Agency's work represents the key elements of winemaking through elements which evoke grapes, the state and the region's hills.



**MAGENTUS AND SOMEONE**

New global healthcare tech company on the block Magentus was the result of the combining of three brands. The company, whose purpose is to connect clinicians through data powered technology, required the help of Someone to design a new brand to unify and restructure its identity from the top-down. Leaning on the equity of the previous brands, Someone’s work resulted in a flexible visual system that allows for future growth and increased global reach. Utilising the brand idea ‘empowering intelligent healthcare,’ the resulting identity features CGI representations of product attributes, warm imagery and, of course, an inviting magenta colour palette.

“Having to combine a group of brands, stakeholders and markets isn’t easy and the difficulties associated with it were firmly established,” said one judge. “But this is a strong new identity,” they added, while another judge said they considered the brand “memorable and confident.”



SILVER

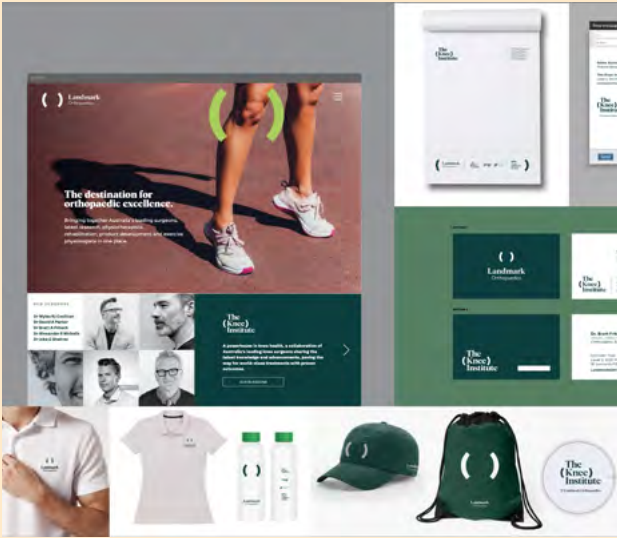
**THE FLOREY AND THE CONTENDERS**

Brain research centre The Florey felt its brand was dated and required the help of The Contenders to imagine a new and inspiring identity. Following stakeholder engagement, it was realised that the brand needed to reflect the organisation's commitment to excellence, collaboration and innovation. Rethinking The Florey as a dynamic hub of collaboration allowed the new brand to foster a sense of energy and belonging. "A solid approach, systematic and executable," commented one judge.

BRONZE

**EVERYDAY INDEPENDENCE AND PRINCIPALS**

Everyday Independence is a highly respected NDIS provider, but its brand was struggling to differentiate from other organisations. Principals stepped forward by crafting a confident, game-changing expression of disability support services. The new brand is underpinned by the creation of a bold and dynamic new brandmark, which one judge described as "creative." The project's results included a 47% increase in completed webforms requesting its services.



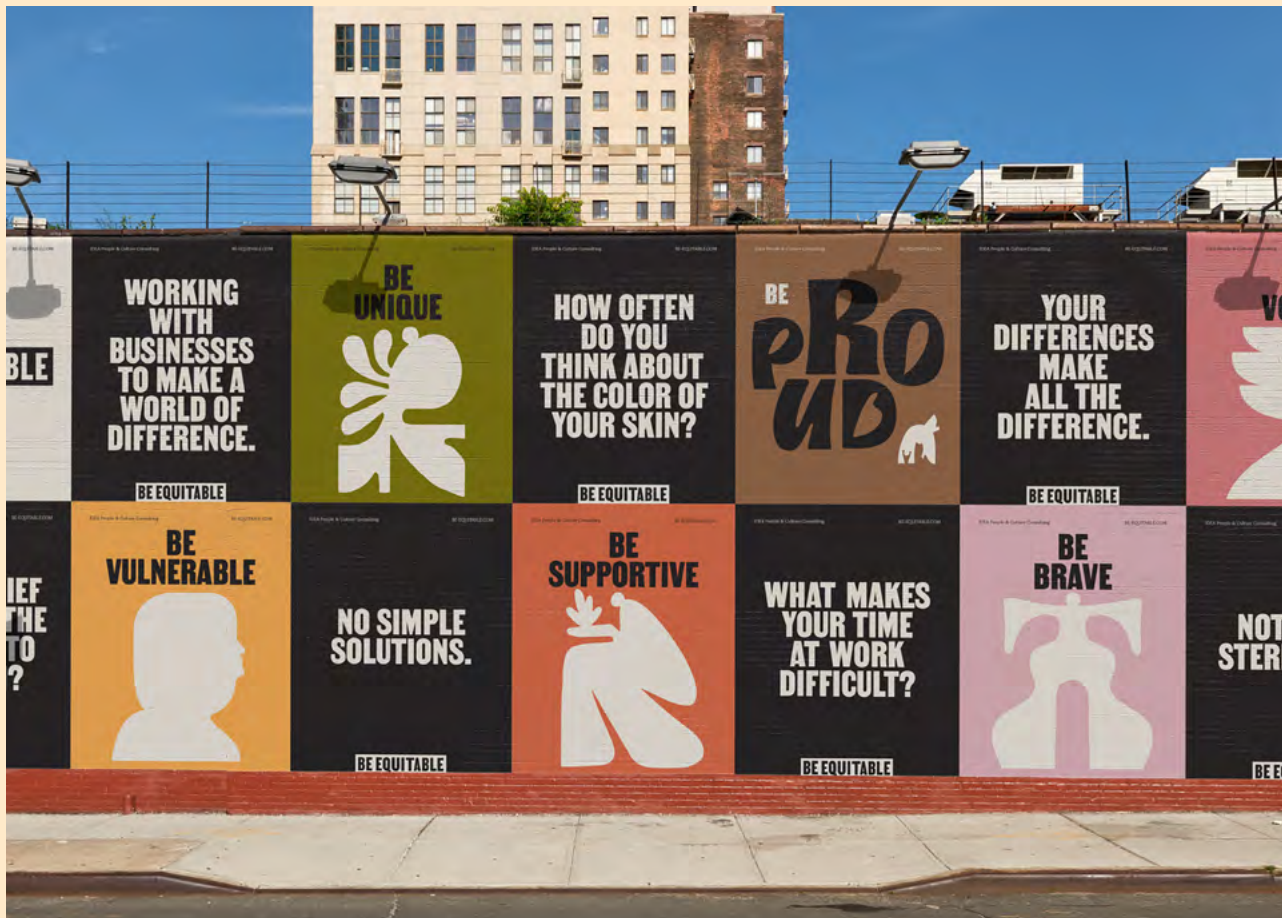
**LANDMARK ORTHOPAEDICS AND BRAND COUNCIL**

Landmark Orthopaedics required a cohesive visual identity for its masterbrand and four partner brands which could successfully signal its ambitions as an organisation. Brand Council crafted a 'bracket' visual device which successfully allowed for creative alignment and flexibility for all partner brands. "Visually strong," commented one judge, while another added, "the visuals look great and consistent."

**HIGHLY COMMENDED WA COUNTRY HEALTH SERVICE (WACHS) AND BEVIN CREATIVE PTY LTD**

BEVIN Creative Pty Ltd's app on behalf of WA Country Health Service (WACHS) on the dangers of smoking for an indigenous audience used "nice character illustrations," according to one judge.





## GOLD

**BE EQUITABLE AND FOR THE PEOPLE**

Formerly known as Cook Ross, Be Equitable exists to create a more inclusive, diverse, equitable and accessible world. The company was famed for offering Unconscious Bias Training, but following the Black Lives Matter movement of 2021, as well as being steered by new leadership, it was decided the company would change course, offering long-term strategic partnerships. For The People crafted a new brand identity which incorporates the history of activism, taking cues from protest posters and grassroots publications.

Now with an earthy colour palette, expressive typeface and joyful illustrations, judges appreciated Be Equitable's new identity. One judge said, "This is such a considered piece of work. The transformation is phenomenal and each touchpoint of the brand has been really thought through." Another judge praised the work as "really outstanding creative on every front."



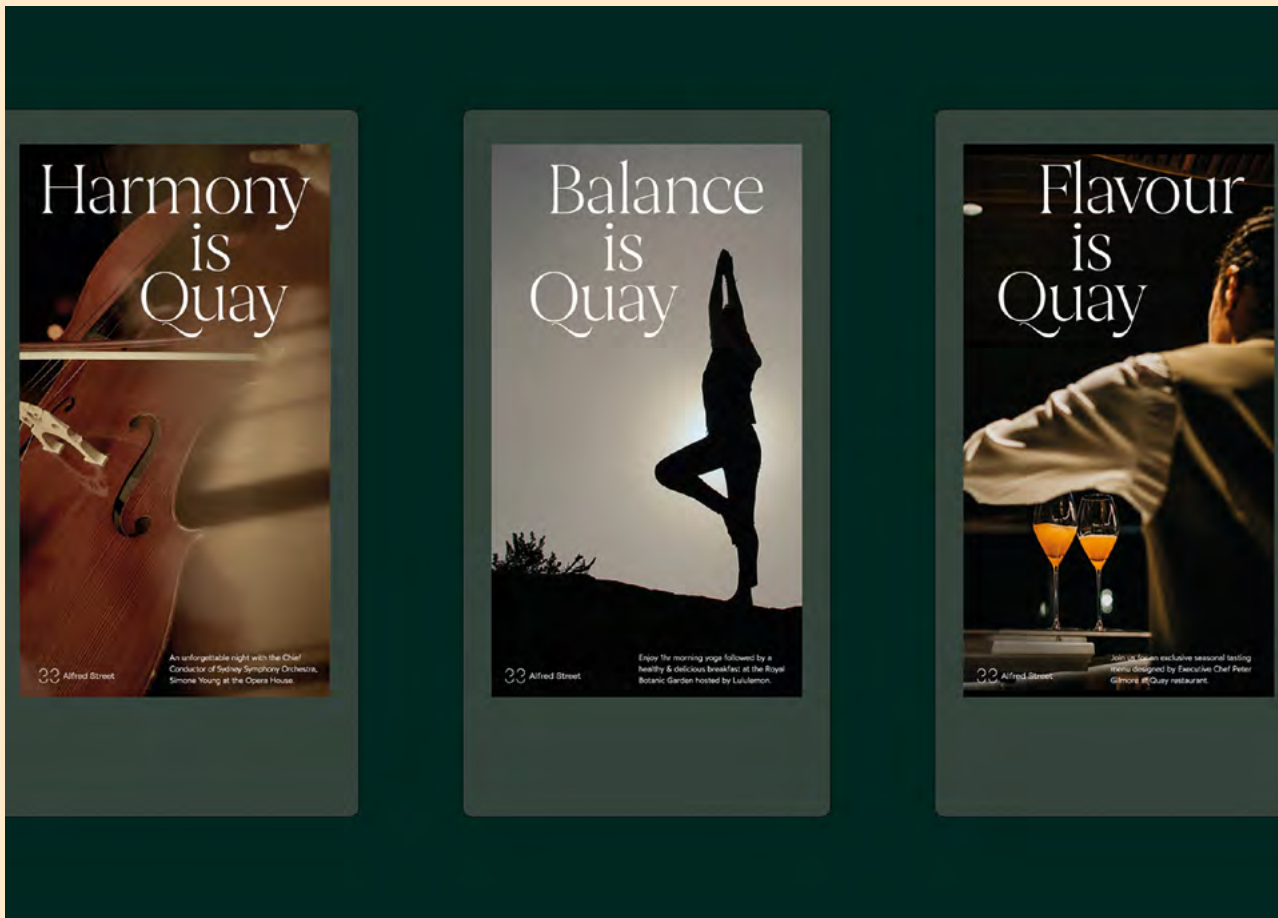
**HARROWFIELD AND RE:BRAND**

Re:brand’s reimagining of training and development firm Harrowfield’s identity resulted in a 125% increase in sales since the brand relaunched. The new identity is based around the idea of every person being unique as a means of standing out from the competition. Judges appreciated the inclusion of a handcrafted typeface which offers a more human feel to the company. “Great solution,” applauded one judge.

**HUMANLY AGILE AND THE EDISON AGENCY**

Humanly Agile’s raison d’etre is to consult senior executives and bridge the gap between strategy and execution. The Edison Agency was called on to reimagine the brand’s design solution such that it aptly reflected creativity, curiosity and human experience. A clean and contemporary brandmark was crafted which seamlessly integrates into the brand ecosystem. “A clean design that addresses the strategy,” praised one judge.





**GOLD**

**AMP CAPITAL & DEXUS AND HUNDREDWEIGHT**

Hundredweight’s design solution for AMP Capital & Dexus’ AMP Building, Sydney’s first freestanding skyscraper, sought to redefine the next chapter of the modernist icon. In renaming and repositioning the building, the branding and design consultancy opted to emphasise its historical importance, leveraging unique features while also highlighting its future and modern work practices. From the brand essence ‘Ahead of the curve,’ the building, now known as 33 Alfred Street, hopes to attract the best global tenants. Furthermore, its logo, photography and graphic language all aim to embody the building’s sculptured forms and graceful lines.

The interesting visual identity and good results wowed judges. One said, “I love how the iconic shape of the building has informed many elements of the creative and roll out.” Another added, “Great set up with the challenge and the strategy was strong.”



SILVER

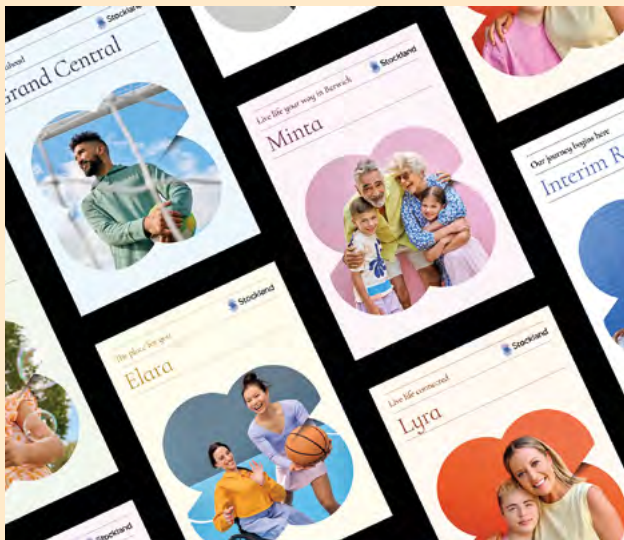
**GOODMAN GROUP AND  
YONDER CREATIVE**

Yonder Creative was responsible for redesigning the visual identity of global industrial property specialist Goodman Group. Following an in-depth brand review, the creative agency concluded a number of core elements that are essential to the business. These were then considered when incorporating a square, a plus sign and the strong use of green in its revised logo. “The new identity does a great job of elevating Goodman Group,” said one judge.

SILVER

**THE GREEN BOAT AND NEXT BRAND**

Workplace and property transformation advisors The Green Boat needed a new brand which could aptly incorporate its five ‘pillars of process,’ which are performance, space, culture, place and integration. Next Brand introduced motion to the identity, generating modular patterns which allow the brand to manifest itself across a range of collateral. “The brand is modern and visually appealing,” praised one judge.



**BRONZE**

**STOCKLAND AND PRINCIPALS**

Property developer Stockland’s new identity, designed by Principals, was driven by the creative idea ‘Inspired by Possibility.’ Its contemporary new look, which included updated imagery and a vibrant colour palette, was crafted to better reflect the brand’s diverse commercial and community portfolios. “It effectively solves the challenge of uniting different product offerings under one cohesive master brand,” said one judge.

**BRONZE**

**TOGA GROUP AND HOUSTON GROUP**

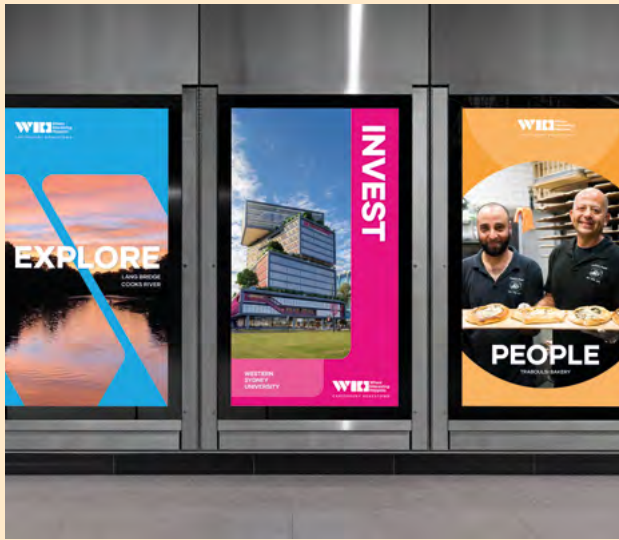
Once Australia’s first international parcel sorting depot, The Post House (TOGA Group) – now a tech-first commercial innovation hub – had its identity reimaged by Houston Group. The design agency crafted a hyper-dynamic typographic logo which represents the three components of the building. It also used animated letterforms to reference the movement of people, data and information, which judges considered reflective of the building itself.



### SYDNEY FISH MARKET AND INTERBRAND

With a bright future on the horizon following plans for its major redevelopment, Sydney Fish Market required a new identity. Its previous look successfully embodied the brand's rich heritage but failed in its flexibility and robustness. Interbrand therefore took cues from the old and new in its redesign, such as the brand's signature blue colour and new building's iconic roofline. The identity update has worked a treat so far, with an enormous 88% increase in Facebook and Instagram engagement, underlining the new identity's ability to operate well both in the physical and digital world.

One judge said, "Great entry with an engaging story, strategy and clear results. The visual device of the new building is impactful and flexible." Another judge added that they believe the work's execution was "beautiful" and "well thought through."



**BRONZE**

**CANTERBURY BANKSTOWN COUNCIL AND MADE AGENCY**

Made Agency designed the visual identity for Canterbury Bankstown Council’s ‘Where Interesting Happens’ campaign. The local government area located in south-west Sydney wanted its hidden gems and cultural events to be highlighted, which was achieved by the crafting of an adaptable and extendable visual identity that features recognisable shapes. “A clever use of icons,” praised one judge.



**Congrats to everyone for their success tonight, and a huge thanks to Transform Awards ANZ and the judging panel.**

**We're thrilled to have our work recognised and be among such a talented group of creatives. Let's celebrate!**

**EnergyAustralia**

Best visual identity from the energy & utilities sector

**Sydney Airport (TripSim)**

Best development of a new brand within an existing brand portfolio  
Best naming strategy (new name)

**Loves Dogs**

Best visual identity from the retail sector

**Lauren Lamotta**

Young contender of the year





SILVER

**LOVES DOGS AND CREATIK**

New company Loves Dogs sought the help of Creatik to be positioned as a leading brand in the pet retail industry. The graphic design studio crafted a logo with the use of an illustration of a dog that could aptly embody warmth, happiness and companionship. The new identity successfully merged lifestyle, retail and our four-legged friends in a manner which was considered “cute” by one judge.

BRONZE

**SKITZO AND SGK**

Challenger brand Skitzo had its cut-through new positioning, ‘For those who dare,’ designed by SGK. Hoping to move from skateboarding into other extreme outdoor sports, SGK designed a brand which aims to become a cult favourite. The future of extreme sports was focussed on and its strategic position was aligned accordingly. The intentionally controversial brand hopes to forge connections with extreme sport talents.



### FUNLAB AND FUTUREBRAND

FutureBrand reimagined entertainment brand Funlab such that it was inspired by the unexpected. Bursting with fun, the new visual identity takes note of colourful comic books to help elicit that sense of nostalgia and novelty. Its new wordmark takes on the form, energy and emotion of the exclamation mark, designed as a cheeky nod to encourage its audience to suspend their disbelief. Elsewhere, an unexpected colour palette of neon lime, pink and yellow are also utilised to add further vibrancy to the brand. This work resulted in 5% increase in average revenue impact, which impressed judges.

One said, "I think the strategy is strong and turns the ordinary into the extraordinary. The creative is impactful and likely to be appealing to a broad range of audiences. I like that they involved staff in the development process and how they clearly articulated the journey to the end result. Great evidence of results, too."



SILVER

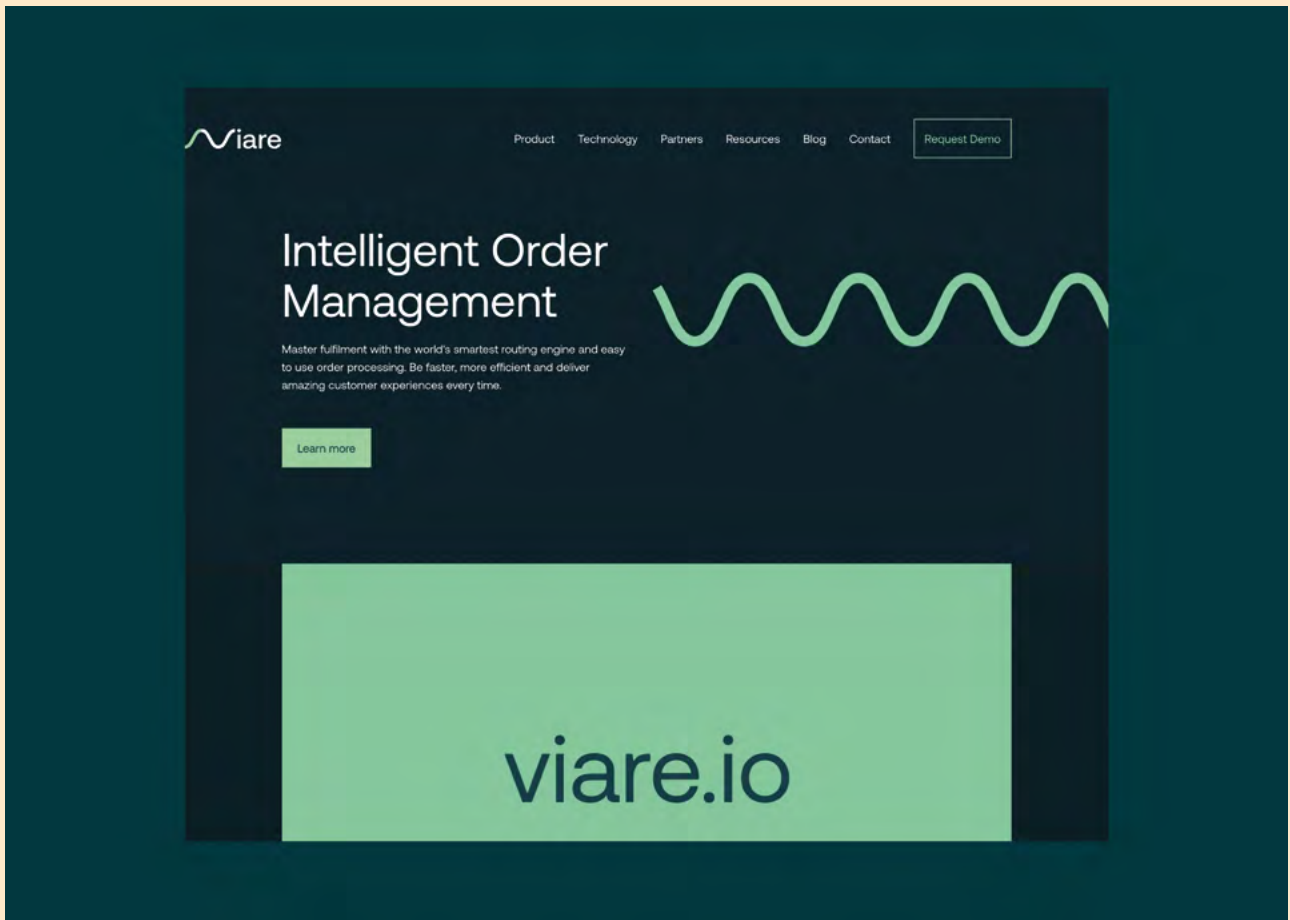
**ARIELS AND THE THRILLS™**

93-year-old netball club Ariels desperately needed a brand with unity, identity and inspiration. Fortunately, the thrills™ were on hand to push Ariels towards becoming a ‘destination club’ that the community is proud to support. The rebrand included putting an ariel gazelle at the forefront of the club’s revised logo along with incorporating a more recognisable colour palette. “Good energy,” commented one judge.

BRONZE

**DUBBEL GYM AND BEVIN CREATIVE PTY LTD**

After a successful first year in existence, DBL Gym wanted a new and more professional look and feel. BEVIN Creative Pty Ltd revised the brand, now known as ‘Dubbel Gym’ and crafted a dark colour palette paired with bright blue and fire red. Pairing this with a simple and easy to recognise logo, judges were impressed. One said, “A nice brand mark and a clean visual identity.”



**ESTAR AND ICEBERG**

Tasked with crafting a new name and brand identity for eStar OMS, an order management and fulfilment system for ecommerce businesses, on behalf of parent brand eStar, Iceberg focussed on typographic and colour consistency. Hoping to create a differentiated brand, Viare, as it came to be known, moved away from bland sans-serifs and towards Nib, a personality-laden serif. Elsewhere, category standard 'technology blue' was rejected in favour of greens and pastel yellows.

The compelling and persuasive new identity has been a hit. Amongst the results include a 50% lead via email and social against the benchmark and an 80% presentation to sale conversion rate. "Awesome solution," said one judge. "It really encompasses the brand for a wide variety of touchpoints!" Another judge added, "Simple solution to a complex problem. I enjoyed the category distinctiveness and application."



SILVER

**PERTH IS OK! AND BLOCK**

West Australia’s largest independent digital media company, Block, helps people decide what to get up to in the state. With Perth moving on from being a ‘sleepy town,’ the brand needed a new system to help instil pride. Block created ‘local good’ for Perth is OK! as its central proposition, which led to the crafting of a flexible identity and an extensive range of social media templates to ensure brand fatigue would not be a problem. “Awesome solution,” said one judge.

BRONZE

**ASSEMBLED MEDIA AND NEXT BRAND**

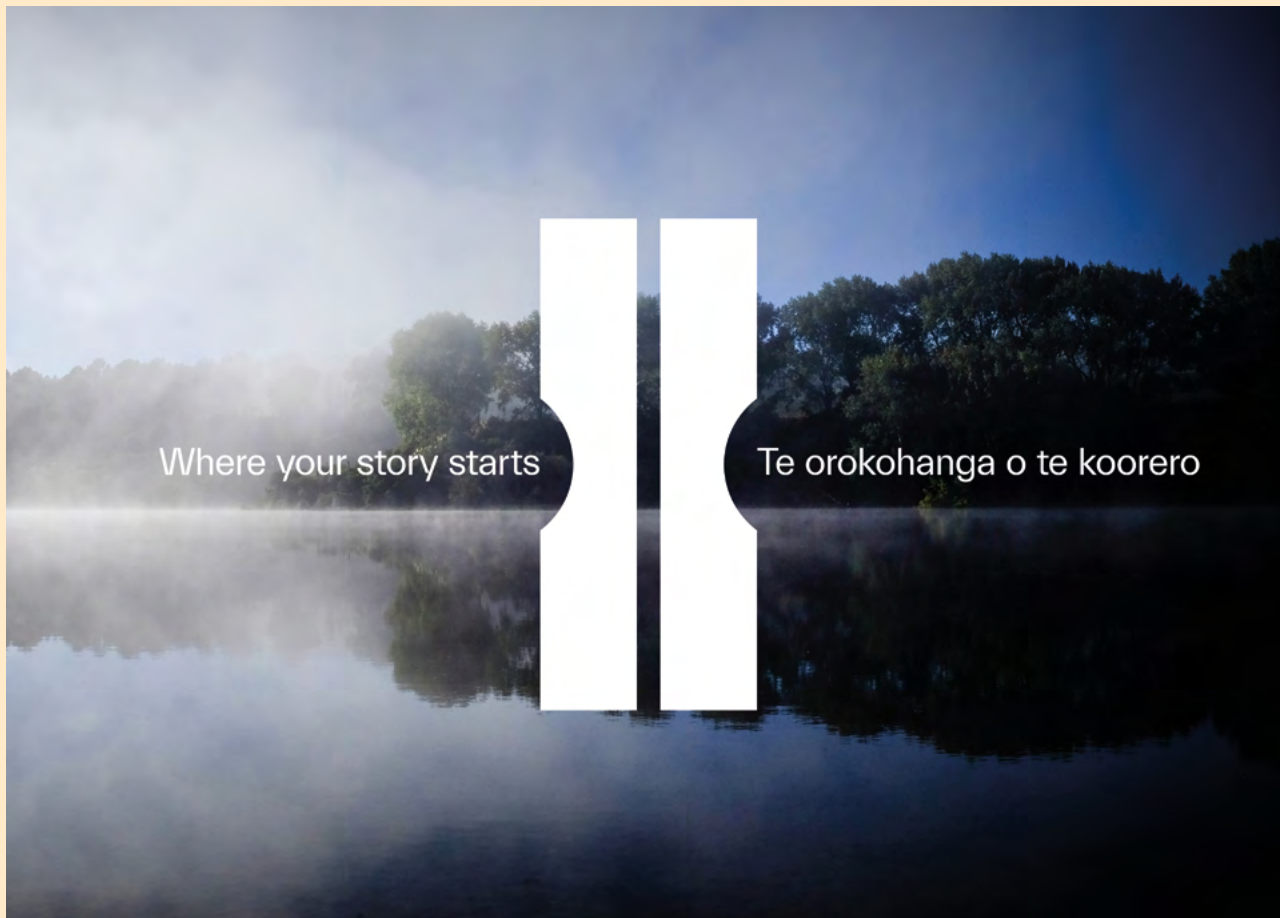
Media planning and buying agency Assembled Media needed a revised brand which could better engage with its target client base of challenger brands. Next Brand was called on, delivering an identity which was dynamic, vibrant and significantly ‘edgier’ than before. With Assembled Media attracting a higher quality of employee and client post-launch, judges were impressed. “Fresh design and tangible business results,” praised one judge.



BRONZE

**ZIGBANG AND DESIGNSTUDIO**

DesignStudio was tasked with creating a name, strategy, brand and product experience for Zigbang's workplace metaverse platform. Soma, as it came to be known as, was designed to highlight the feeling of confidence and presence the brand offers. The brand system plays on the idea of space and dimension, which impressed judges. "Solid entry with clear articulation of results," commented one judge.



## GOLD

**HAMILTON AIRPORT AND PRINCIPALS**

Hamilton Airport is a travel and tourism hub of national importance for New Zealand, located in the Golden Triangle of Hamilton, Auckland and Tauranga. Following a major upgrade to the airport, Principals was brought onboard to create a new brand strategy and visual identity which could tell an authentic story of the previously uncelebrated local Māori history. Working with the local Waikato tribe, Tainui, the new identity embraces the Māori worldview and the importance of hospitality and partnership across all aspects of the business. The resulting masterbrand is therefore unambiguously connected to the area's history, land and local culture.

One judge said, "The overall visual identity crafted for Hamilton Airport is not only strong but also remarkably clear. What truly sets it apart is the thoughtful inclusion of Māori principles and teachings, coupled with a strategic approach that prioritises seamless cultural integration."



**NEW SYDNEY WATERFRONT COMPANY AND INTERBRAND**

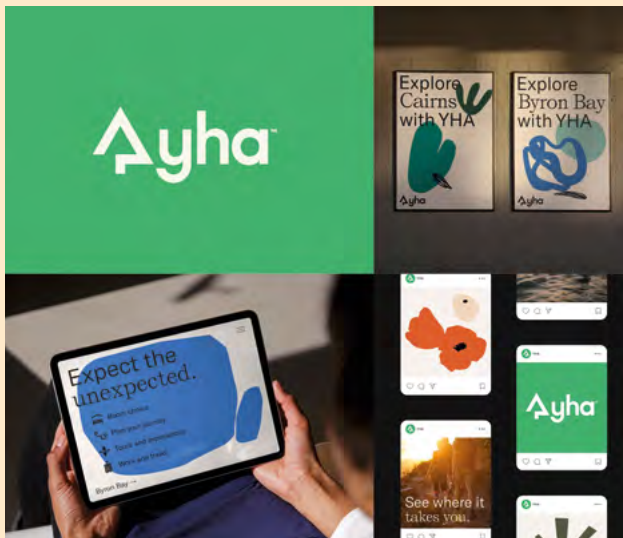
Whales Tales, an art trail at Sydney’s Western Harbour Precinct, needed a compelling visual identity to help unify the Precinct and its potential. Interbrand stepped forward and crafted an identity which combines the scale of whales with the editorial details of publications and books. Judges described the work, which resulted in over 30 million event impressions, as “undeniably robust,” “loveable” and “beautiful.”

**OVOLO HOTELS AND THERE**

Ovolo Hotels, a group of boutique hotels, required a daringly fun design and wayfinding system for its South Yarra hotel in Melbourne. THERE’s design focussed on 1970s pop art and retro visuals, underpinned by a musical theme also layered into the space. Complemented with a rich typographic wayfinding, judges were impressed with the work. “A brave, considered and powerful design,” said one judge.







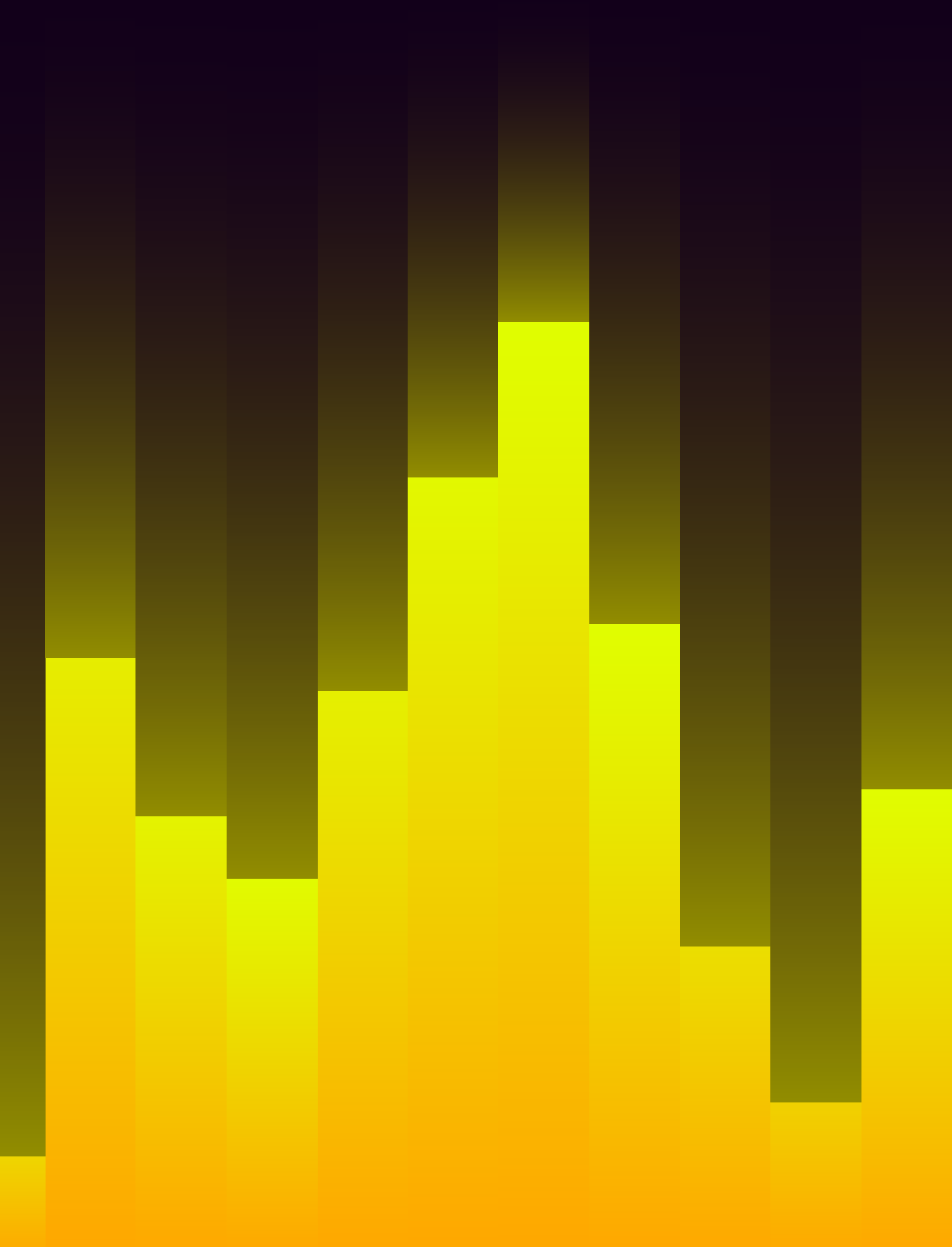
**BRONZE**

**YHA AND HOUSTON GROUP**

Australian heritage brand YHA sought a refreshed and contemporary new brand identity following a global tourism crash. Houston Group provided that, evolving its ‘tree and hut’ logo to meet its new ‘Always Exploring’ positioning. This, along with the creation of a broader colour palette, helped foster a modern feel. “Beautiful design,” one judge said.

# SPECIAL RECOGNITION

The background features a series of vertical bars of varying heights and colors, ranging from bright yellow to dark green, set against a dark purple gradient. The bars are arranged in a way that creates a sense of depth and movement, with some bars appearing to step forward or recede.



**TRUDI CASSIN – BRAND COUNCIL**

Over her 25-year career, Trudi has established herself as one of Australia's most respected and highly sought-after brand strategists. Having worked in a number of senior positions across a variety of industries including advertising, design and brand strategy, Trudi finds herself nowadays as managing partner at Brand Council. Throughout her time at the strategic consultancy, Trudi has helped cultivate a highly successful work environment, with the consultancy scooping up 20 awards in the past two years alone.

Despite this remarkable success, it is arguably mentoring where Trudi has made the most impact in the industry. Many of the young women whose careers she has helped develop find themselves as national and global leaders in the field of strategy. Trudi's selflessness is further expressed in the ten Public Education Foundation Scholarships Brand Council funds each year and she can also be found raising annual funds for Vinnies CEO Sleepout.

A very worthy winner of this year's 'Brand strategist of the year,' judges were struck by just how appreciated she was by clients. One commented, "Trudi's passion and intuition clearly shows up in her work. There's an authentic soul to her strategy work that inspires unique translations into both voice and visual expressions." Another judge added, "She's clearly a natural leader – someone who goes above and beyond. She doesn't just talk the talk, she genuinely walks the walk with pro bono campaigns and pushing women forward in the industry."



## WINNER

**HOLLIE JOHNSON – PRINCIPALS**

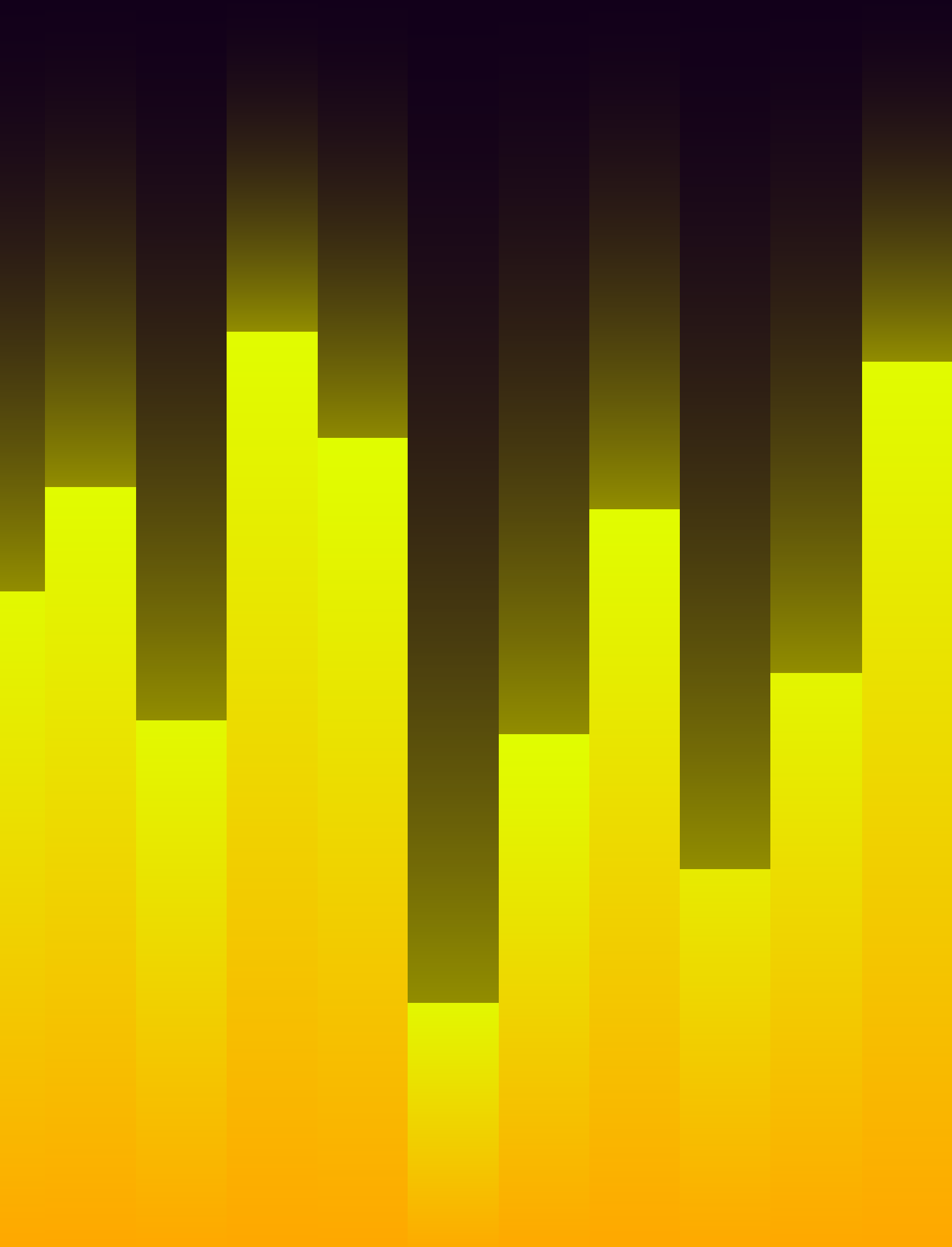
While grand accolades often celebrate the work of strategists and creatives, this year's 'Young contender of the year' instead goes to a business development manager, whose boundless enthusiasm has helped Principals achieve its 'golden year.' Hollie goes above and beyond and understands the value of taking initiative. In the past year, she has undertaken a number of activities critical to the company – such as reporting, documentation of activity and preparing responses to tenders and pitch opportunities and has improved each area with new efficiencies.

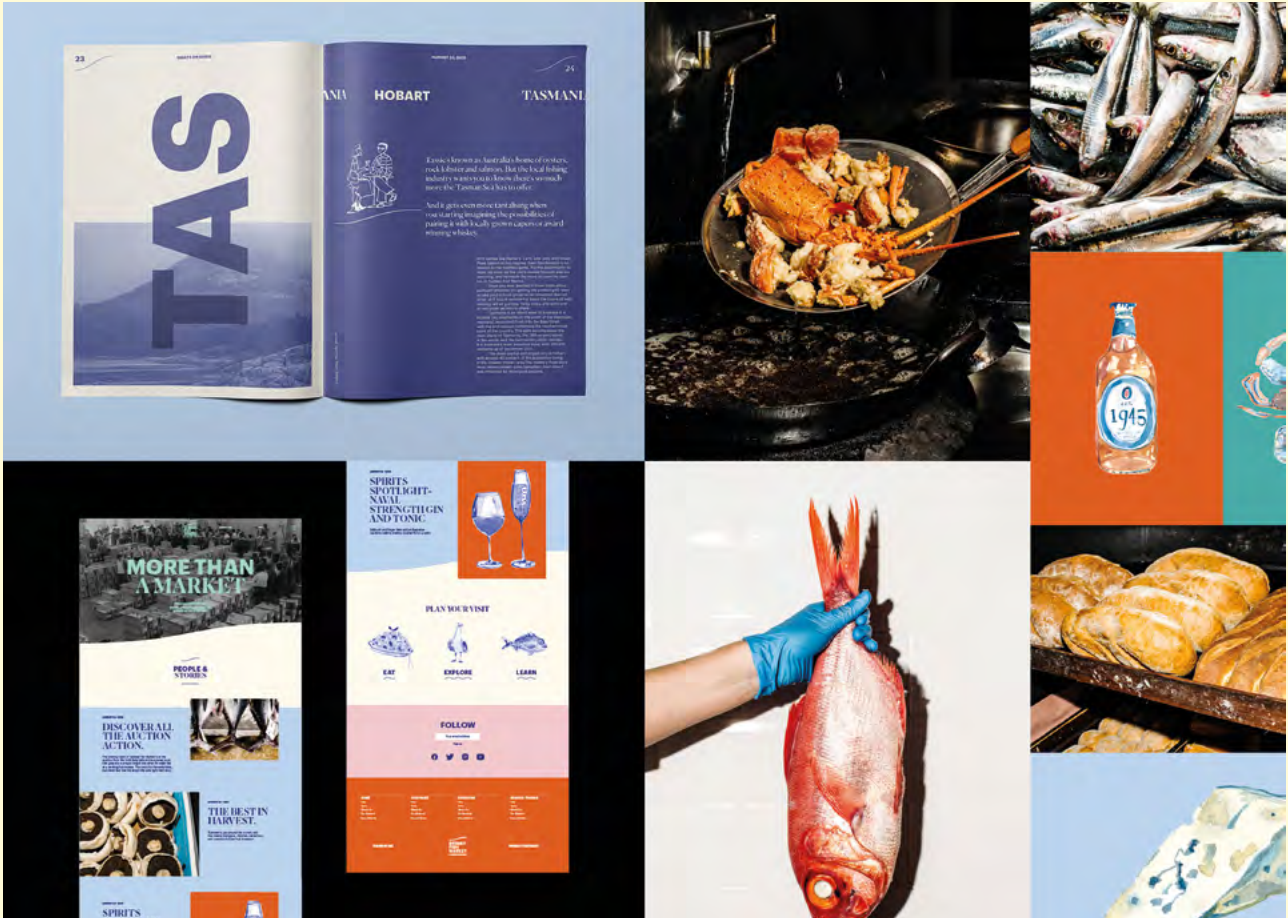
Indeed, the numbers speak for themselves. From August 2022 to July 2023, Hollie has helped turn Principals from a good business into an exceptional one with 32 new client wins (more than in Principals' history), also recorded as a 65% new business win rate (again, the highest in its history). "As she has grown in her role, Hollie has become the best business development manager we've had in the 28-year history of the company," says her group strategy director, Tim Riches.

Judges also appreciated Hollie and her "go-getter" attitude. One said, "I would hire Hollie in a heartbeat. She is clearly someone who takes initiative and owns her role in projects from inception to completion. Beyond her effort, the results she has been able to achieve for her agency are remarkable." Another judge noted, "Already commanding a leadership voice is an invaluable and rare quality in someone early in their career."

# GRAND ACCOLADES







**SYDNEY FISH MARKET AND INTERBRAND**

Sydney Fish Market, located at the iconic Sydney Harbour, is the biggest market of its kind in the Southern Hemisphere. Boasting a rich and proud history, all eyes will be set on the future of the brand following an enormous \$750m redevelopment of the site. However, its dated, inflexible identity would have to change in order to meet the needs of the future – namely operating in both the physical and digital spheres.

Interbrand was responsible for redesigning the brand in a robust and spirited manner, which was ultimately achieved by evoking ‘the spirit of the sea.’ Ditching the old logo, the new one cleverly features the new building’s iconic curved roof and doubles up as a visual metaphor of the rising tide and the energy of the ocean. Elsewhere, two typefaces have been chosen to reflect the new strategy as well as the market’s lively past. The brand’s iconic blue colour acts as hero and is the base for a broader palette that borrows from Australia’s beautiful sunsets and sunrises, indicating how the new market will always be active.

Judges were full of praise for this year’s ‘Best overall visual identity.’ And it’s no surprise given its impressive results: a 21% increase in website sessions, a 15% increase in social media followers and a near-90% increase in Facebook and Instagram engagement. One judge said, “Fantastic rebrand that fits the brief of the client. This new strategy modernises a brand with a lot of heritage that makes it relevant for existing, new and potential customers and clients.”



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### REACHOUT AUSTRALIA AND YONDER CREATIVE

With suicide the leading cause of death for people aged 15 to 24 years old, digital mental health service ReachOut Australia has an incredibly important role to play in ensuring young people get the help they need. But the brand, which actually launched the world's first online mental health support service for young people in 1998, was at risk of becoming just another charity offering digital mental health services.

Seeking help from Yonder Creative, the brand realised it needed to focus on the benefit of mental health support, as opposed to mirroring the problem. The creative studio designed a new strategic positioning, 'Helping young people feel better,' which resulted in the implementation of a more realistic visual language of young people communicating through chat and messaging. The new brand identity also saw the use of a brighter colour palette which stands out from a market that predominantly utilises blues. Candid photography was complemented by a new brand voice that allows ReachOut Australia to talk about difficult subjects in a practical way.

The project was incredibly well received by judges, making it a worthy winner of Transform's top award, the 'Grand prix.' One commented, "This visual identity is exceptionally robust, aligning perfectly with the underlying strategy and creative vision. The results achieved also match the high standards set for the performance of this creative piece." Another judge added, "The overall look and feel of the app are refreshing and distinctive, showcasing a keen awareness of the pressing issues that today's youth face."





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