

**TRANSFORM
AWARDS
ASIA 2023**

SHANGHAI

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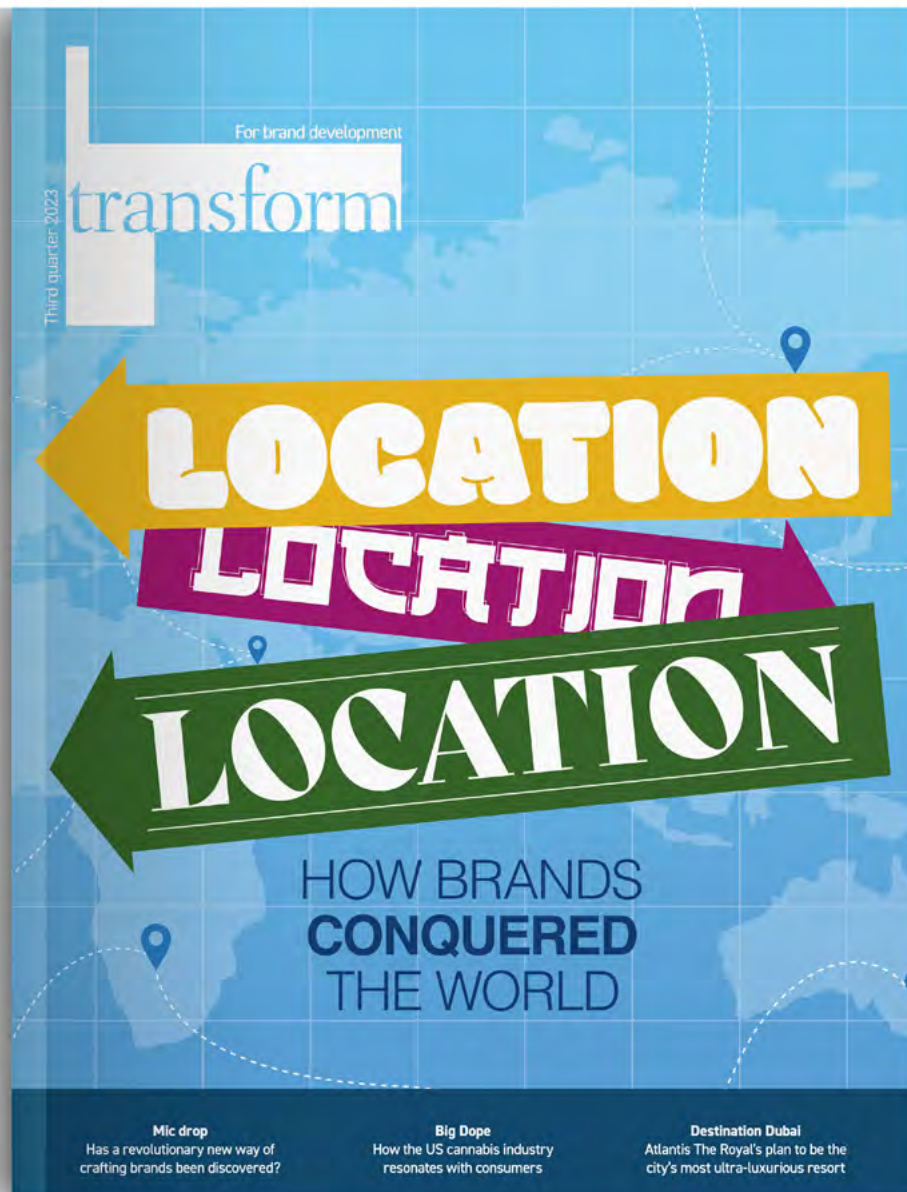
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The global publication for brand development and rebranding



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www.transformmagazine.net

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

At 156 pages it is certainly the biggest winner's book we've published for the Transform Awards Asia. 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



GABRIEL I. AGÜERO
FOUNDING PARTNER
DROP MUSIC BRANDING

JUDGE – AUDIO BRANDING

Gabriel is a music producer and co-founder of Drop Music Branding. With over 12 years of crafting audio identities, Gabriel's work goes beyond music, encompassing innovation and strategy. Having collaborated with global agencies like FutureBrand, his contributions have redefined how businesses communicate through sound. This makes him a pioneer in the realm of audio branding.

NUNO ALVES
HEAD OF DESIGN
THE COCA-COLA COMPANY

From Europe, the Middle East, South East Asia to South Pacific, Nuno has been instrumental in building meaningful brands and experiences that successfully cut through the noise. At Coca-Cola, Nuno is leveraging 'Design Thinking' and 'Inclusive Design' visions while leading key global sustainability and retail experience projects. Key to his role is to define best in class design solutions, inspire the future, manage and elevate the integrated brand expressions, contribute to the building of design capabilities and the organisation's reputation.



ROHIT ARORA
DIRECTOR - STRATEGY
AND GROWTH
VIOLA COMMUNICATIONS

JUDGE – SPECIAL RECOGNITION

Over the last two decades, Rohit's experience has been at the intersection of part consultancy, part creative and part tech. He has held leadership roles with WPP agencies like JWT, Y&R, Bates and Grey. In his previous role at Liwa, he championed brands, harnessing the power of video marketing, powered by strategy. Rohit has earned several industry recognitions and is also an avid writer of opinion pieces, whitepapers and creative reviews published by WARC, Campaign Middle East, Campaign Asia, Luxury Daily and Brandchannel.

YOUNES BADI
FORMER BRAND CREATIVE DIRECTOR
TRANSSION

Younes is a multi-disciplinary designer and passionate creative with extensive experience across a wide range of mediums. With a background in graphic design and art direction, and having worked on both the client and agency-side during the last 12 years, Younes has worn many hats and worked on a wide range of projects in almost every vertical on the five continents. Previously, he oversaw the global brand creative direction at Infinix Mobility, a technology brand that designs, manufactures and markets an expanding portfolio of devices worldwide.



REZA BASSIRI
VICE PRESIDENT AND
CHIEF CREATIVE DIRECTOR
CARRÉ NOIR

JUDGE – SPECIAL RECOGNITION

Reza is chief creative director and VP at Carré Noir. Passionate about branding, he is a strong believer that design can make things look, feel, do and work better in a more inclusive way. Leading a team of 50 creatives, he has been overseeing and creating some of the most iconic projects at Carré Noir since his arrival in 2012. Some of his current and past projects include Visa, Ariane Espace, Bulgari, Dacia, City of Paris, and La Poste (French national postal service).



MARIA BOURKE
SENIOR DIRECTOR OF CREATIVITY
AND DESIGN MANAGEMENT,
GP GLOBAL MARKETING
GP BATTERIES

Maria is head of creativity at GP Global Marketing, driving creative leadership on a global scale for the GP portfolio of consumer products. She has over 25 years' experience in brand, innovation and creative strategy with extensive multi-disciplinary design experience within in-house, corporate and consultancy. To date she has covered electronics, lifestyle entertainment, not for profit, workspace and technology sectors, and worked with leading global brands across Europe, US and Asia Pacific.



RAY CHAN
GLOBAL CREATIVE DIRECTOR
SCHNEIDER ELECTRIC

Ray oversees the creative work from Schneider Electric, a digital automation and energy management company that helps the world's biggest corporations make the most of it's energy and resources. He has led creative teams for Publicis, Wieden + Kennedy, Saatchi & Saatchi, DDB and Bates, in Hong Kong, Beijing, Shanghai and Singapore.

CLAUDIA CRISTOVAO
HEAD OF BRAND STUDIO AND
SOCIAL LAB APAC
GOOGLE

Claudia is the head of Google Brand Studio & Social Lab APAC. She has worked as a writer, brand developer and creative director for Nike, Google, Honda, Adidas, MINI, AMEX and many others, at agencies like W+K, Sid Lee and AKQA. Her projects have included music videos, art installations, digital experiences, social media campaigns and business transformations. Claudia was a speaker at ad:tech Tokyo, UN WOMEN and Spikes Asia, amongst other venues. She was jury President and/or juror for Titanium, Innovation, Creative Data, Spikes Asia, New York Festivals, AdFest, Spikes, and The One Show.



SUE DAUN
EXECUTIVE CREATIVE DIRECTOR
INTERBRAND

JUDGE – SPECIAL RECOGNITION

As Interbrand London's executive creative director, Sue is responsible for driving the creative passion, energy and excellence being delivered through the business. With over 25 years' experience working with global clients, across all sectors and channels, Sue believes, as creative thinkers, we have a responsibility to play many roles to create successful thriving brands. Creative provocateur, business entrepreneur and brand guardian, each role playing an important part in delivering ongoing, relevant insight, value and opportunities for the consumer to connect with the brand in ways never thought of before.

VANESSA DSOUZA
HEAD OF DESIGN
RETAILIO

Vanessa is head of design at Retailio, focussing on digital product design and creativity across Rio's B2B pharma marketplace. She has an overall experience span of over 15 years with a demonstrated history of working with Fortune 500 companies, successful dot-coms and inspired start-ups such as ADP, Amazon, D E Shaw, Deloitte, Flipkart, TutorVista and Voonik. She believes placing humans at the centre is the key to impactful business results at scale.



WILSON FOONG
FORMER GLOBAL HEAD OF
BRAND DESIGN
BEAM MOBILITY

Wilson started out as an art director in advertising agencies, represented his organisations and won multiple notable industry awards such as PRWeek and SABRE Awards. He was the head of brand design at Beam Mobility and led a team of designers for creative works across Asia Pacific and Europe. Aside from improving Beam's branding, he also co-developed city tender proposals to launch Beam in more cities. As Wilson continues his career in the creative industry, he strives to be a leader who continuously learns and inspires creative talents across the world.

SHELBY GEORGIS
EXECUTIVE CREATIVE DIRECTOR
HLK

JUDGE – SPECIAL RECOGNITION

Shelby is an executive creative director based in Chicago, Illinois, USA with over 20 years of experience convincing people and building relationships all in service of building brands. She has a deep love of mentorship and team building. As SVP at St. Louis-based HLK, Shelby leads the creative department inclusive of creative teams, studio production, video production and the design discipline. From rangeland technology to financial services, energy efficiency to whiskey, she passionately dives into the products and categories she's lucky enough to work on.



JEANNA ISHAM
FOUNDER
DREAMR PRODUCTIONS
JUDGE - AUDIO BRANDING

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

JAMES LI
CREATIVE DIRECTOR
OPPO

James is a creative director at OPPO, a leading smartphone manufacturer and tech company, where he oversees their film content for their global smartphone launches. Born and raised in England, James has worked at various major advertising agencies in different countries all over Asia on some of the biggest brand campaigns. James is a fan of honest and truthful work as he believes that is the most potent weapon.



GAYATRI MAKHIJANI
HEAD OF BRAND,
CREATIVE AND MEDIA
INTEL INDIA

Gayatri has over 14 years of experience in building brands for the digital world with a specialised focus on media, social media and digital and e-commerce marketing. She has worked for top-tier brands, including Intel, Amazon and FMCG brands (Unilever, Coke, etc.) from her publisher/agency stints. Her role spans across brand and media strategy, media planning and buying, influencer and social media marketing, creative strategy and production, measurement and ROI. Currently, she heads the brand, creative, media mandate for Intel India.

DARRYL NG
HEAD OF DESIGN, APAC
BAYER CONSUMER HEALTHCARE

Darryl drives remarkable consumer experiences that transform everyday health. He leads design activities within APAC, building holistic systems that deliver quality, effectiveness and consistency across brands and products. Prior to Bayer, Darryl was a part of PepsiCo's Design and Innovation team and spent time at a number of global brand and packaging agencies based out of Singapore. Across multiple consumer categories, his experience both in-house and at agencies has seen him successfully collaborate with business stakeholders in delivering award-winning creative solutions across touchpoints that resonate with consumers.



ANJALI PATIL
HEAD OF BRAND
AND COMMUNICATIONS
BNP PARIBAS

With over twenty years of experience managing communications for financial services firms, Anjali is currently the head of brand and communications for Southeast Asia at BNP Paribas, based out of Singapore. Her responsibilities include managing corporate communications, sponsorships and events and corporate philanthropy activities. Previously, she has held similar roles with BNP Paribas India, Fidelity India, Morgan Stanley India and Singapore. Anjali is a member and an accredited practitioner with the Chartered Institute of Public Relations (CIPR).

ALAIR QU
CREATIVE DIRECTOR
COLGATE-PALMOLIVE

Alair, creative director at Colgate, is a three times Cannes Lions winner in Design/Outdoor/Health categories. He started his first five years in advertising agencies including Y&R, Leo Burnett and McCann, serving brands like Burger King, McDonald's and Coca-Cola. He joined LEGO as art director in 2019, looking after Technic line as creative lead and produced award-winning campaign 'LEGO Technic Challenge' to help Technic build awareness among consumers. He also spent three years at GSK/Haleon as global design manager, initiating and leading total brand renew and innovation projects for all six brands: Centrum, Caltrate, Fenbid, etc.



JEN ROOS
FOUNDER AND CREATIVE DIRECTOR
8 POINT STUDIO

JUDGE – SPECIAL RECOGNITION

With a passion for waterfront landscape architecture (A.B. Arch., Princeton), graphic design (MFA, Yale) and a youth spent in the financial capital of the world, Jen provides brand strategy and creative direction that elevates investment in community and the environment. Previously design director at Cooper-Hewitt, National Design Museum, Jen's work has been recognised by the Federal Design Achievement awards, the ACD 100, AIGA, the Type Director's Club, the North American Transform Awards, and is in the Cooper-Hewitt's collection.

TANU SINHA
HEAD OF DESIGN
PEPSICO INDIA AND SOUTH ASIA

Tanu joined PepsiCo in 2019 as head of design and innovation for India Business Unit and is currently leading design for India and South Asia. In her present role she is integrating design thinking into PepsiCo's culture and using it as an effective tool to drive growth of business for both its snacks and beverages portfolio which include Pepsi, Lay's, Mountain Dew, Kurkure, Gatorade, Tropicana, Doritos, Aquafina, Quaker and Mirinda amongst others. Under her leadership, the design function's constant endeavour has been to create brands and experiences that consumers love.



NICOLE TAN
INNOVATION MARKETING - HEAD OF
LUXURY, RESERVE AND DIGITAL
DIAGEO

Nicole is the innovation marketing manager - luxury, reserve and digital at Diageo, one of the world's leading drink businesses with over 200 brands. In this role, Nicole is responsible for shaping and crafting Diageo's luxury innovation strategy, including the creation of digital services and experiences. Prior to joining Diageo, Nicole has worked in both network creative agencies and innovation consultancies across the Asia Pacific region as a strategy director and has launched both locally loved and global brand platforms, innovative brand products/experiences and marketing campaigns for brands.

MARK TIPPER
EXECUTIVE CREATIVE DIRECTOR,
ASIA PACIFIC
JLL

With over 30 years' experience delivering inspirational and usable brands from London, New York, Hong Kong and Singapore, Mark originally trained as an illustrator producing games for the likes of Electronic Arts and Interplay before moving into agency life, overseeing and nurturing a large and eclectic band of creative brains to deliver amazing and innovative work. He has hundreds of plaudits and awards for a wide range of brands, charities and professional bodies.



DANH TRAN
VICE PRESIDENT
VIETNAM DESIGN
ASSOCIATION (VDAS)

Danh Tran is the vice president of VDAS Design Association, Ho Chi Minh City, Vietnam. She is also the founder and CEO of VMARK VIETNAM DESIGN WEEK and VMARK VIETNAM DESIGN AWARDS, the anchor event of VDAS Association. Its main mission is to build a connection between designers, entrepreneurs, and international organizations. It redefines the local design community identity with a fresher look to the world. She has over 20 years of management experience in the design industry and the diverse activities related to the design field.

JIMMI TUAN
CREATIVE DIRECTOR AND FOUNDER
BRATUS AGENCY

Jimmi is founder and creative director of Bratus Agency in Vietnam, with 17 years of experience in branding. His philosophy centered on transforming the brand to come alive. This belief has led him to work across various industries, including healthcare, financial, F&B, real estate, technology, consumer goods, automotive, industrial and agricultural. Jimmi is a versatile expert in brand strategy, art direction, logo design, brand identity and packaging creation. His work has been recognised by various international publishing platforms.

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MICHELLE WAN
BRAND DESIGN MANAGER
KENVUE

Michelle is the brand design manager at Kenvue, a major company in consumer health. Leading the Self Care and Essential Health Design team, she drives brand strategy, systems, and communications across Asia Pacific for impactful consumer and patient experiences. With 15 years of creative expertise, Michelle's design and advertising background spans Landor & Fitch Shanghai, BBH Shanghai, The Secret Little Agency (TSLA) and Epigram in Singapore. Known for her design thinking and keen attention to detail, she brings a thoughtful and meticulous approach to her work.

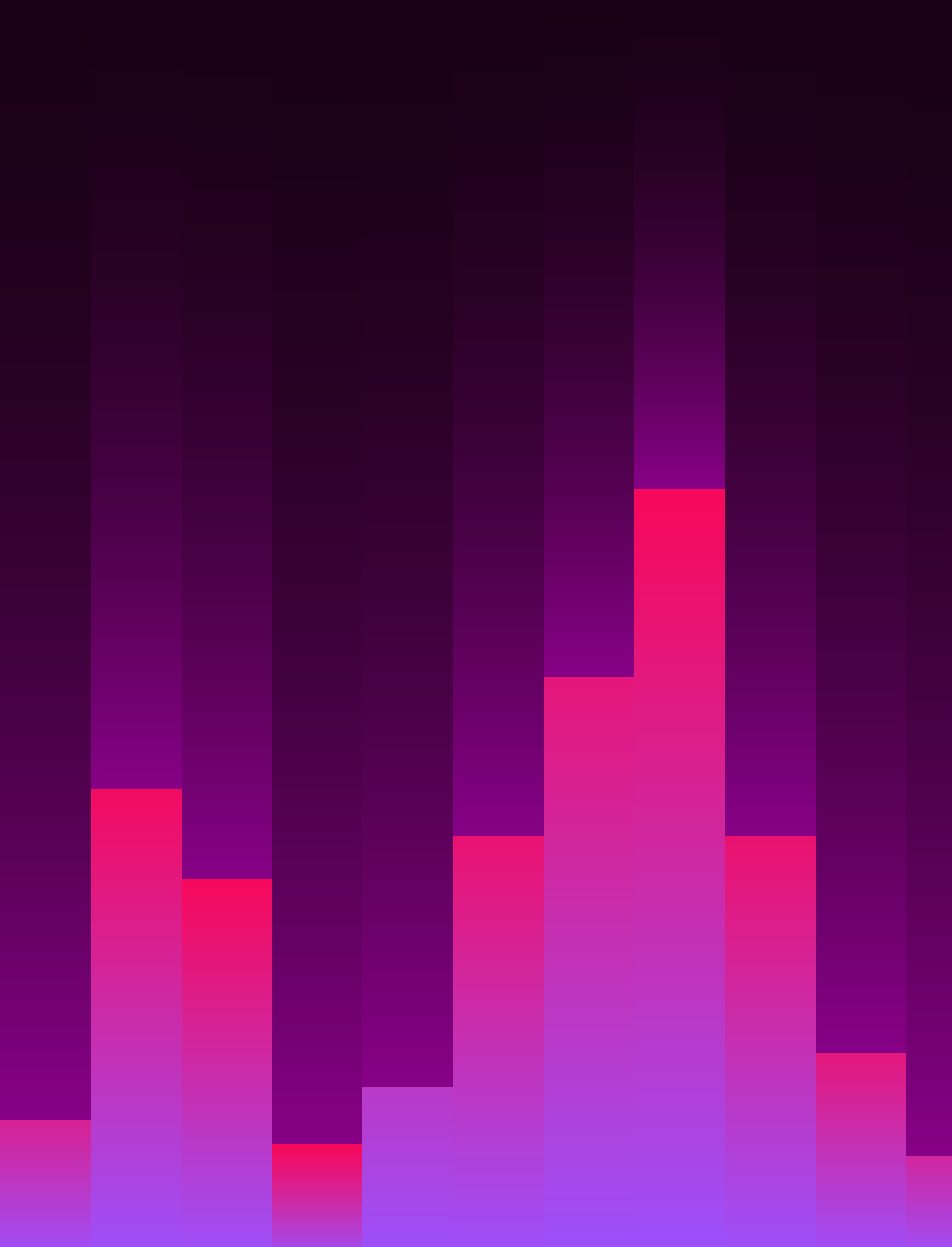
ATSUSHI YAMADA
CREATIVE AND DESIGN MANAGER
BUZZFEED JAPAN

With a background in graphic design and art direction, Atsushi has a wide range of creative experience in advertising, branding, print and digital. Previously working in the UK, he currently leads a creative team at BuzzFeed Japan – an online media company where he is responsible for creating native advertisements for external clients. He continues to challenge himself with innovative content that attends to both the client's and the viewer's needs in today's society.



ZIHAN ZHAO
DESIGN MANAGER, CO-BRANDING
AND IP LICENSING CREATIVE
POP MART

Zihan holds the position of design manager (Co-branding and IP licensing Creative, Branding Centre) at POP MART, a leading company in character-based entertainment and a global advocate of designer toy culture. Zihan graduated from UAL in the UK and has since worked in the Chinese market. Prior to joining POP MART, she worked as a creative strategist for bilibili, KANTAR China (WPP), and creatively directed a lifestyle brand in China. Her expertise lies in applying design thinking to understand Chinese youth pop/internet/subculture and creating marketing designs for independent cultural units.



WINNERS



BEST USE OF A VISUAL PROPERTY

Gold – Diageo India and Butterfly Cannon

Gold – The Starry Forest (Tencent Video) with Design Bridge and Partners

Silver – Coffee Commune and MetaDesign China Limited

Bronze – Kungfu Pu'er Tea with Design Bridge and Partners

Highly commended – Shaze Luxury Retail Pvt. Ltd and Conran Design Group Mumbai

Highly commended – Zydus Lifesciences Ltd. and Conran Design Group Mumbai

BEST BRAND ARCHITECTURE SOLUTION

Gold – KiotViet and Bratus Agency

Silver – Zydus Lifesciences Ltd. and Conran Design Group Mumbai

Bronze – ELLAI and win@Brand Group

Bronze – XIAMEN ITG GROUP and Siegel+Gale

Highly commended – TimesPro – Bennett, Coleman & Co. Ltd. and Jigsaw Brand Consultants

BEST USE OF COPY STYLE OR TONE OF VOICE

Gold – Jumble with Design Bridge and Partners

Silver – The Coca-Cola Company

Bronze – Harappa Education and BOD Consulting

Bronze – P&G and NiCE Ltd

Highly commended – UPPF and Hauns branding design&strategy

BEST BRAND EXPERIENCE

Gold – Arc'teryx and The Orangeblowfish

Silver – General Motors and AKQA Shanghai

Bronze – Ministry of State Secretariat of the Republic of Indonesia and Celsius Creative Lab

Bronze – The Starry Forest (Tencent Video) with Design Bridge and Partners

Highly commended – Deepal Auto and Labbrand Group

Highly commended – Destination Manipal, Jaipur and Eumo DesignIntelligence

BEST USE OF AUDIO BRANDING

Gold – INFINITI with why do birds, MetaDesign Beijing and PublicisQ

Gold – LUX and Sixième Son

Silver – Changan Deepal Auto and Sixième Son

Bronze – 360 ONE

BEST USE OF TYPOGRAPHY

Gold – Rissai Valley, a Ritz-Carlton Reserve with Design Bridge and Partners

Silver – Hooya Group and Landor & Fitch

Silver – Infinix Mobility Limited and Mubien Brands S.L

Bronze – HiRaw! and M – N Associates

BEST PLACE OR NATION BRAND

Gold – Beijing Xin Long Fu Cultural Investment Co. Ltd. and JWDC

Bronze – Beijing Daxing Airport City and MetaDesign China Limited

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

Gold – The Coca-Cola Company

Silver – The a2 Milk Company Limited and Ylab

Bronze – HSBC Life (Singapore) and PHD Media

Highly commended – Harley-Davidson and MADJOR

Highly commended – Newell Papermate Pens and SGK Inc

BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – Bayer Elevit and Ylab

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – DBS Bank

Silver – The Hong Kong Jockey Club and Landor & Fitch

Silver – Trust with Design Bridge and Partners

Bronze – Ocean Spray and The Silk Initiative

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Gold – Eggyolk Coffee and Hands Collective Viet Nam

Silver – FAW Audi with MetaDesign China Limited and Saatchi & Saatchi Beijing

Silver – The Starry Forest (Tencent Video) with Design Bridge and Partners

Bronze – HCLTech and SomeOne

Highly commended – Zydus Lifesciences Ltd. and Conran Design Group Mumbai

BEST LOCALISATION OF AN INTERNATIONAL BRAND

Gold – Petit Bateau and MADJOR

Silver – Bundaberg and RedFern Digital

Bronze – HSBC Life (Singapore) with Design Bridge and Partners

Bronze – Unilever LUX and Why by Lonsdale

Highly commended – Budweiser and Jones Knowles Ritchie

Highly commended – FAW Audi with MetaDesign China Limited and Saatchi & Saatchi Beijing

BEST CREATIVE STRATEGY

Gold – Shaze Luxury Retail Pvt. Ltd and Conran Design Group Mumbai
 Silver – TNB Aura with Design Bridge and Partners
 Silver – Zydus Lifesciences Ltd. and Conran Design Group Mumbai
 Bronze – The Hong Kong Jockey Club and Landor & Fitch
 Bronze – The Land of Warriors (Tencent Video) with Design Bridge and Partners
 Highly commended – 360 ONE
 Highly commended – Excitel and BOD Consulting

BEST BRAND EVOLUTION (BUSINESS)

Gold – Hooya Group and Landor & Fitch
 Silver – HK Express and Landor & Fitch
 Bronze – FAW Audi with MetaDesign China Limited and Saatchi & Saatchi Beijing
 Bronze – Yeahka and Siegel+Gale
 Highly commended – MEIZU and Siegel+Gale

BEST BRAND EVOLUTION (CONSUMER)

Gold – HiRaw! and M – N Associates
 Silver – ASUS and Prophet
 Silver – Coffee Commune and MetaDesign China Limited
 Bronze – Infinix Mobility Limited and Mubien Brands S.L
 Bronze – Nescafé and Jones Knowles Ritchie
 Highly commended – Excitel and BOD Consulting

BEST BRAND EVOLUTION (CORPORATE)

Gold – PropertyGuru with Design Bridge and Partners
 Silver – Minh Tien Group and Bratus Agency
 Silver – Zydus Lifesciences Ltd. and Conran Design Group Mumbai
 Bronze – The Hong Kong Jockey Club and Landor & Fitch
 Highly commended – Ping An Insurance (Group) Company of China, Ltd.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Gold – Trust with Design Bridge and Partners
 Silver – Escape Planet and Hauns branding design&strategy
 Bronze – CHIMEI and DDG
 Bronze – Diageo India and Butterfly Cannon
 Bronze – Infinix Mobility Limited and Mubien Brands S.L
 Highly commended – 360 ONE
 Highly commended – Unilever (AcneSquad) and PB Creative

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Gold – The Coca-Cola Company
 Silver – Geely and MetaDesign China Limited
 Silver – The Starry Forest (Tencent Video) with Design Bridge and Partners
 Bronze – Orion Shokunin and SGK Inc
 Bronze – Unilever (AcneSquad) and PB Creative
 Highly commended – PregaHope & PregaHappy – Mankind Pharma Ltd. and Jigsaw Brand Consultants

BEST NAMING STRATEGY (NEW NAME)

Gold – Rissai Valley, a Ritz-Carlton Reserve with Design Bridge and Partners
 Silver – Jumble with Design Bridge and Partners
 Bronze – CHIMEI and DDG

BEST NAMING STRATEGY (RENAME)

Gold – Fanshu and Siegel+Gale
 Silver – Coffee Commune and MetaDesign China Limited
 Bronze – 360 ONE

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold – TNB Aura with Design Bridge and Partners
 Silver – Seatrium and Prophet
 Bronze – G7 Connect and Prophet

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

Gold – ASUS and Prophet
 Silver – Bundaberg and RedFern Digital
 Silver – Minh Tien Group and Bratus Agency
 Bronze – Hooya Group and Landor & Fitch
 Bronze – Zydus Lifesciences Ltd. and Conran Design Group Mumbai
 Highly commended – XPPen and Siegel+Gale

BEST BRAND CONSOLIDATION

Gold – Unifi with Design Bridge and Partners
 Bronze – Meetsocial Group and Hauns branding design&strategy

BEST REBRAND OF A DIGITAL PROPERTY

Gold – Harappa Education and BOD Consulting
 Silver – PropertyGuru with Design Bridge and Partners
 Bronze – Meetsocial Group and Hauns branding design&strategy

BEST USE OF PACKAGING (GLASS)

Gold – Tanglin Gin and Kiilat Creative
 Silver – Jing Healthcare No.1 and JDO Global
 Bronze – Orang Tua Group and Kiilat Creative

BEST USE OF PACKAGING (PRINT AND CARD)

Gold – Minh Tien Group and Bratus Agency
 Silver – 1664 Prestige (Carlsberg China) with Design Bridge and Partners
 Silver – MetaDesign China Limited
 Bronze – AJIDOU and des:glory design
 Highly commended – Mondelez SEA and Cowan Asia Pty Ltd

BEST USE OF PACKAGING (OTHER)

Gold – Coffee Commune and MetaDesign China Limited
 Gold – Diageo India and Butterfly Cannon
 Silver – Heineken Group Tiger Beer and Why by Lonsdale
 Bronze – HEINEKEN Vietnam Brewery Limited Company and Elmwood Brand Consultancy
 Bronze – Unilever Season 365 and SGK Inc
 Highly commended – PepsiCo Design & Innovation – Lay's x Stranger Things

BEST USE OF SUSTAINABLE PACKAGING

Gold – GP Batteries International Limited
 Bronze – PepsiCo Design & Innovation – Pepsi Label-free Multipack

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP

Gold – AAEDV (Association Azur enne Enfants du Vietnam) and CBA Design
 Silver – Don't Throw Me and Jump Web Services
 Silver – Unilever Lifebuoy and Why by Lonsdale

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Gold – Jackery and FutureBrand
 Silver – ESTI and Hauns branding design&strategy

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR

Gold – UPPF and Hauns branding design&strategy
 Silver – Seatrium and Prophet

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Trust with Design Bridge and Partners
 Silver – 360 ONE
 Bronze – AVIVA-COFCO and MetaThink Consulting
 Bronze – UMS and FutureBrand

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – Kartika Sari with Design Bridge and Partners
 Silver – HiRaw! and M – N Associates
 Bronze – Bundaberg and RedFern Digital

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – Coffee Commune and MetaDesign China Limited
 Gold – OKASANG and Triangler Co., Ltd.
 Silver – Eggyolk Coffee and Hands Collective Viet Nam
 Bronze – Feather & Bone / Three Butchers and Kith&Kin
 Bronze – Wusu Beer (Carlsberg China) with Design Bridge and Partners
 Highly commended – Carino and FutureBrand

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Medcaptain and MetaThink Consulting
 Silver – Unilever (AcneSquad) and PB Creative
 Silver – YUANSHEN REHABILITATION and Pinbrand
 Bronze – XtalPi and Hauns branding design&strategy
 Bronze – Zydus Lifesciences Ltd. and Conran Design Group Mumbai
 Highly commended – Mindspring and DuoooBrand

BEST VISUAL IDENTITY FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR

Gold – UPPF and Hauns branding design&strategy
 Silver – CISRI GROUP with Design Bridge and Partners
 Bronze – CHIMEI and DDG

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

Gold – HSBC Life (Singapore) with Design Bridge and Partners
 Silver – Leader and Siegel+Gale
 Bronze – SANXUAN and DuoooBrand

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

Gold – Lovelink and DuoooBrand
 Gold – Ping An and Siegel+Gale
 Silver – GDS and MetaDesign China Limited
 Bronze – TRIREC with Design Bridge and Partners
 Bronze – Yeahka and Siegel+Gale

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

Gold – Beijing Xin Long Fu Cultural Investment Co. Ltd. and JWDC
 Silver – Beijing Daxing Airport City and MetaDesign China Limited
 Bronze – PropertyGuru with Design Bridge and Partners

**BEST VISUAL IDENTITY
FROM THE RETAIL SECTOR**

Gold – XPPen and Siegel+Gale
Silver – NVC and Siegel+Gale
Bronze – Riotlily and Interbrand

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

Gold – Mandalika Grand Prix
Association and
Celsius Creative Lab
Silver – TOREAD kids
and DuoooBrand

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

Gold – MEIZU and Siegel+Gale
Silver – Unifi with
Design Bridge and Partners
Bronze – HCLTech and SomeOne
Bronze – Infinix Mobility Limited and
Mubien Brands S.L
Bronze – KiotViet and Bratus Agency
Highly commended – XtalPi and
Hauns branding design&strategy

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

Gold – ALVA with
Design Bridge and Partners
Silver – Geely and
MetaDesign China Limited
Bronze – G7 Connect and Prophet
Bronze – Shengsheng
and DuoooBrand
Highly commended – FAW Audi
with MetaDesign China Limited and
Saatchi & Saatchi Beijing

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

Gold – HK Express and Landor & Fitch
Silver – Escape Planet and
Hauns branding design&strategy
Bronze – Rissai Valley,
a Ritz-Carlton Reserve with
Design Bridge and Partners

SPECIAL RECOGNITION

GRAND ACCOLADES

BRAND STRATEGIST OF THE YEAR

Winner – Tinh Nguyen –
Hands Collective Viet Nam

CREATIVE DIRECTOR OF THE YEAR

Winner – Muriel Schildknecht –
Why by Lonsdale

YOUNG CONTENDER OF THE YEAR

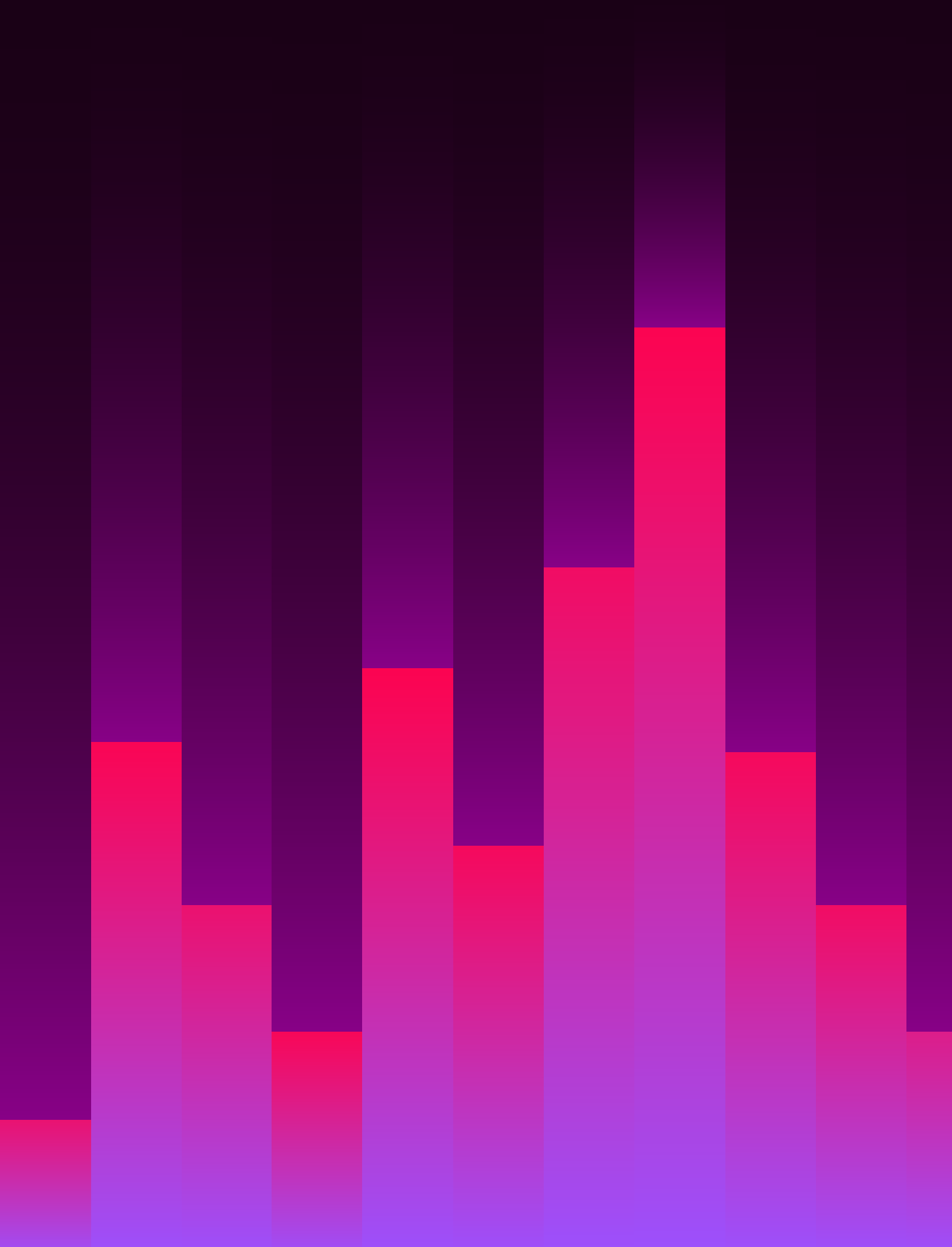
Winner – Hugo Wong – Landor & Fitch

BEST OVERALL VISUAL IDENTITY

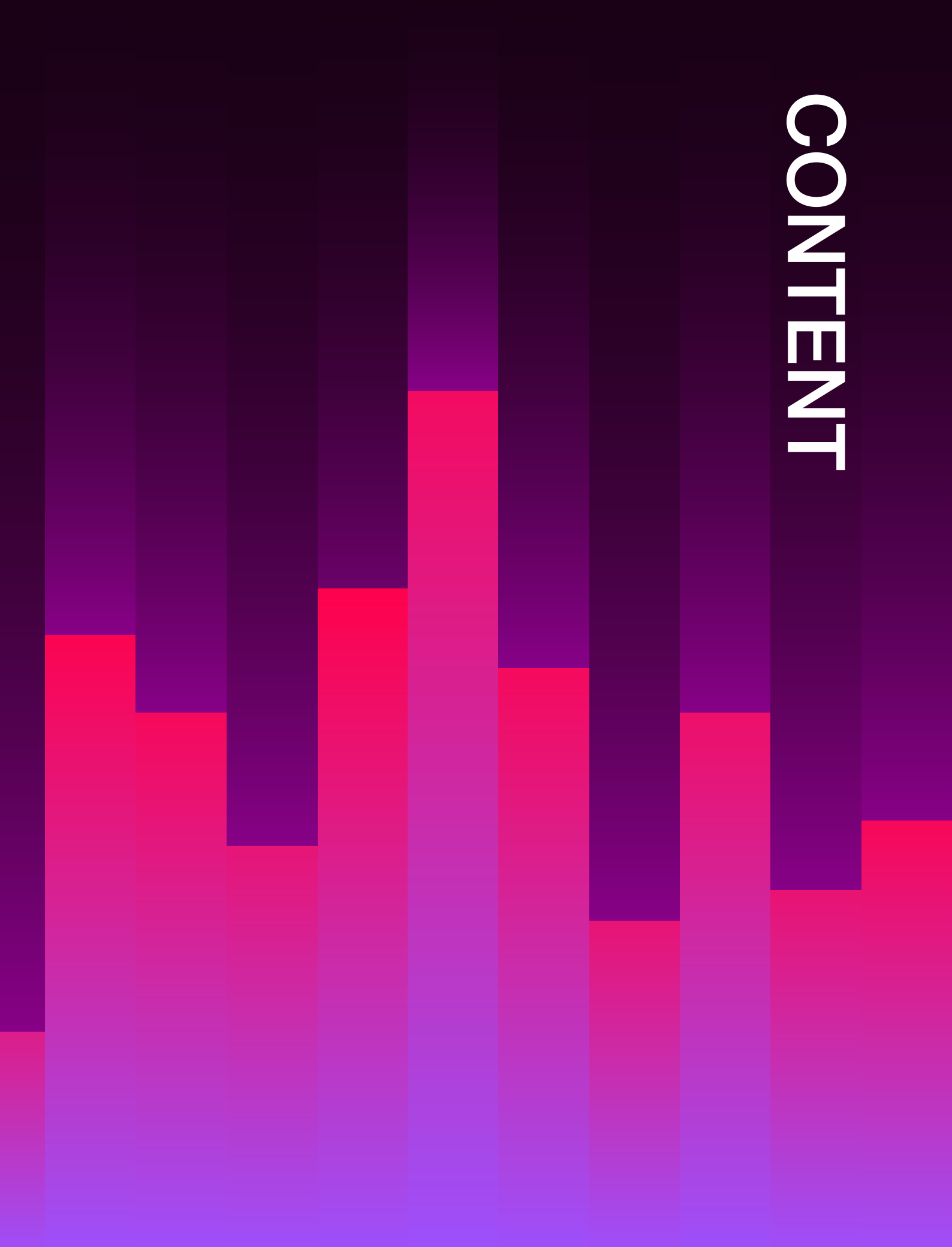
Winner – Beijing Xin Long Fu Cultural
Investment Co. Ltd. and JWDC

GRAND PRIX

Winner – Coffee Commune and
MetaDesign China Limited



CONTENT





DIAGEO INDIA AND BUTTERFLY CANNON

Diageo India has created a truly inspiring new whisky brand in India. The brand for a Rajasthan-based distillery was crafted hand-in-hand with its purpose of saving a critically endangered native bird, the great Indian bustard, or godawan. Butterfly Cannon's work for Godawan whisky takes its inspiration from the bird and its landscape, which both need protecting. A desert-like colour palette and stunning illustrations of the godawan and desert plants unite the brand's purpose with its product ever so seamlessly.

The result is a gorgeous, one-of-a-kind whisky brand that uses the godawan bird illustration to great effect. Judges called it an "absolute winner," even in this fiercely competitive category. One called it "a successful case of purposeful branding that authentically intertwines product heritage, strategy and brand purpose, resulting in a memorable product design that effectively conveys its artisanal legacy."



THE STARRY FOREST (TENCENT VIDEO) WITH DESIGN BRIDGE AND PARTNERS

Tencent Video's virally popular 'Land of Warriors' series was brought to life in an awe-inspiring physical exhibit in the heart of Shanghai, called The Starry Forest. The forest uses immersive VR to create a personalised journey through this urban forest for each visitor. Design Bridge and Partners crafted the stunning botanical exhibit, blending physical, digital and virtual touchpoints expertly to create an elegant 360-degree experience.

Not only were in-person visitors amazed by the setting, but the social campaign also broadened the reach, yielding thousands of interactions and a massive, broad exposure for the visual masterpiece. One judge said this was "a captivating experience flawlessly executed, leveraging technology to create a memorable and impactful user experience."



BEST USE OF A VISUAL PROPERTY

SILVER

COFFEE COMMUNE AND METADESIGN CHINA LIMITED

Fair working practice organisation Coffee Commune worked with MetaDesign China Limited to develop an illustration-based visual identity inspired by Yunnan province's local art tradition. The resulting style blends traditional craft with a modern, quirky humour and playful colour palette, helping the coffee packs stand out from the crowd. Judges loved the way the beautiful illustration deeply connects the brand with its roots.

BRONZE

KUNGFU PU'ER TEA WITH DESIGN BRIDGE AND PARTNERS

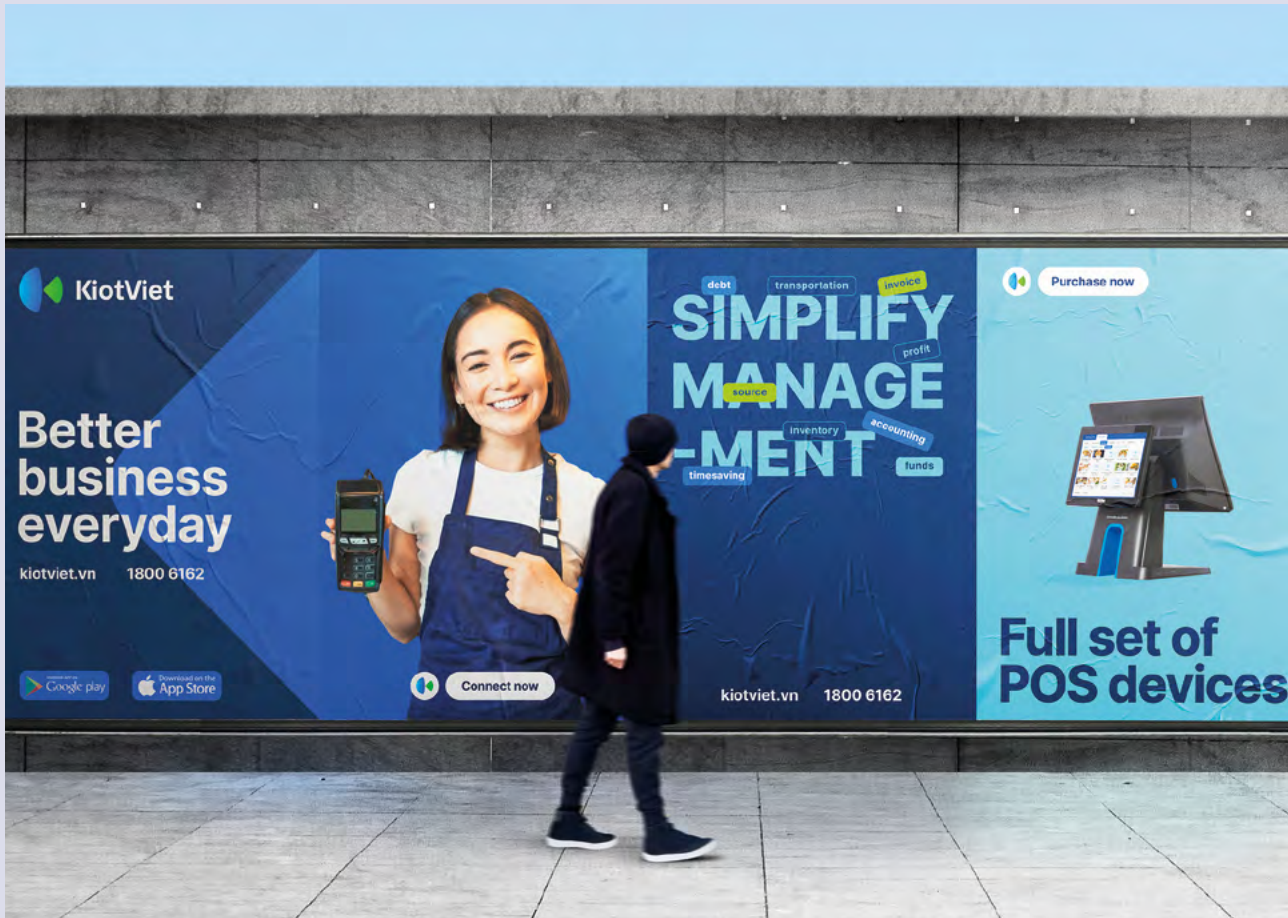
Kungfu Pu'er Tea worked with Design Bridge and Partners on a visual device that evokes both the shape of a sword and a book, blending power with heritage in this distinctively Yunnanese brand. The result is a rich, evocative brand world that seeks to inspire new customers. One judge called this a "clever and enjoyable refresh that authentically intertwines the product's DNA, strategy and heritage."

HIGHLY COMMENDED SHAZE LUXURY RETAIL PVT. LTD AND CONRAN DESIGN GROUP MUMBAI

Stylish homewares brand Shaze Luxury Retail Pvt. Ltd worked with Conran Design Group Mumbai on a brand that judges called "eye-catching" and "well-designed."

HIGHLY COMMENDED ZYDUS LIFESCIENCES LTD. AND CONRAN DESIGN GROUP MUMBAI

Zydus Lifesciences Ltd. and Conran Design Group Mumbai leveraged the brand's new heart-inspired logo across a brand world.



KIOTVIET AND BRATUS AGENCY

Vietnamese sales management company KiotViet wanted to reinforce its brand to compete against major international players and retain its leading position among Vietnamese small businesses. The outdated, confusing and cluttered brand was transformed by Bratus Agency into a company that exudes simplicity. The brand architecture is elegantly rendered in the brand colours and logo lockup, with product brands adding a charismatic flair to the portfolio.

Not only is the brand more appealing, but the architecture solution helped streamline the user experience as well. Judges praised the way the rebrand “modernised the identity without losing the essence of its origins.” One judge said, “The brand architecture is coherent and exhibits a seamless flow, characterised by a cohesive design system that breathes new life into the visual identity.”



SILVER

ZYDUS LIFESCIENCES LTD. AND CONRAN DESIGN GROUP MUMBAI

Zydus Lifesciences Ltd. needed to align a sprawling company behind a memorable, caring brand. Conran Design Group Mumbai achieved this by consolidating a massive amount of sub-brands and ventures into a more straightforward architecture system. Judges called it a “tremendous effort,” particularly praising the strategic objectives, crafty design problem solving and commitment to simplifying a previously disjointed brand world.

BRONZE

ELLAI AND WIN@BRAND GROUP

Bath domestic goods company ELLAI worked with win@Brand Group on a comprehensive brand audit, competitor review and rebrand to better position it as a luxury provider of sanitaryware. The resulting brand architecture enables the company to more effectively communicate with a range of audiences, from estate agents and the interiors trade to individual consumers and the media.

We are a global brand strategy, design and experience firm.

“

We believe in the power of simplicity.

*With unlimited imagination and a dedication to insights,
we build brands that cut through the clutter - and unlock
success for our clients. ”*

Siegel+Gale
Simple is smart.



siegelgale.com



BRONZE

XIAMEN ITG GROUP AND SIEGEL+GALE

Logistics, services and technology company XIAMEN ITG GROUP needed to better clarify its offering and effectively communicate with its various audiences. Siegel+Gale developed a masterbrand strategy that prioritised ITG as a means of establishing a unified set of brand values and communications.

HIGHLY COMMENDED TIMESPRO – BENNETT, COLEMAN & CO. LTD. AND JIGSAW BRAND CONSULTANTS

TimesPro worked with Jigsaw Brand Consultants on a brand architecture solution that more clearly delineated its e-learning offerings.



JUMBLE WITH DESIGN BRIDGE AND PARTNERS

Stationery brand Jumble wanted to create a brand founded in emotion while targeting young consumers. Instead of focusing on the zen-like calm common in the category, Jumble embraces life's conflicting emotions. Design Bridge and Partners developed a copy style that captures this brand ethos, allowing the brand to communicate with unfiltered truth. The result is honest, inclusive, funny and spot-on for the target demographic.

Products like the 'Royal Mess' and 'Sour Grape' notebook are evocative and differentiated. One judge said, "It effectively combines contemporary language with imaginative and metaphorical elements to create an engaging message." Another added, "A clear winner," praising the writing's "evident connection in spirit with the brand's audience."



BEST USE OF COPY STYLE OR TONE OF VOICE

SILVER

THE COCA-COLA COMPANY

To boost minds while boosting its Lemon+ Sprite line, The Coca-Cola Company developed a youthful tone of voice that authentically speaks to the difficulties Gen Z might be facing while adulting. Judges thought the tone was well developed, with one adding, “It aligns well with Sprite Lemon+’s goal of being an ally in helping consumers find clarity and take action amidst the pressures of adulting.”

BRONZE

HARAPPA EDUCATION AND BOD CONSULTING

To target individuals seeking career development at key moments, Harappa Education and BOD Consulting created a copy style that is confident, empathetic and inspiring. The result positions Harappa as a partner in the furthering of people’s careers. Excellent research into the brand’s category and audience helped it achieve success through its transformation.

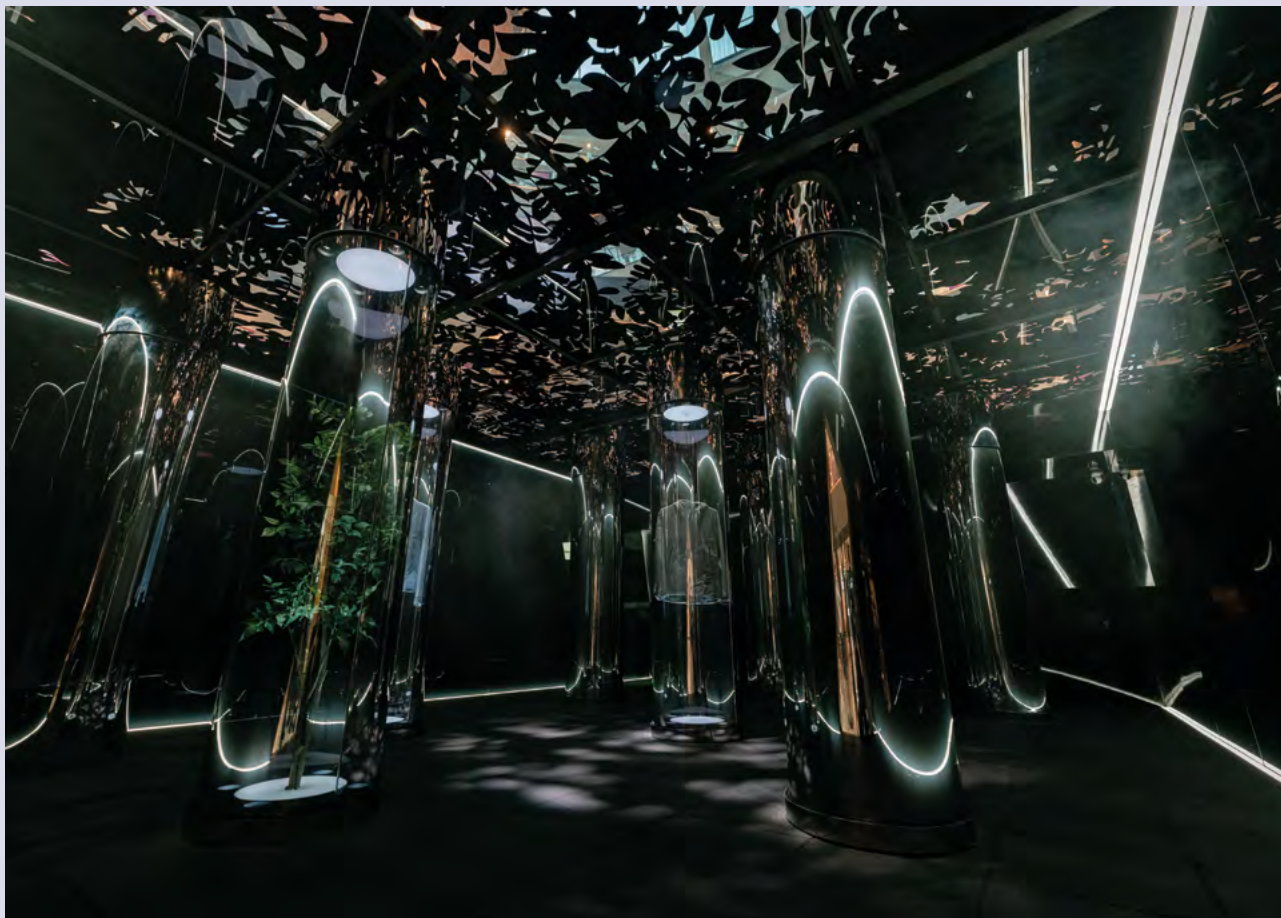


P&G AND NICE LTD

P&G worked with NiCE Ltd on a limited edition Chinese New Year SK-II pack and campaign focusing on changing destiny. The campaign focuses on the stories of women around the world who are challenging norms and making bold strides for change. The result is an excellent alignment between the campaign's purpose and the on-pack slogan 'rewrite destiny.'

**HIGHLY COMMENDED
UPPF AND
HAUNS BRANDING DESIGN&STRATEGY**

Car wrap brand UPPF and Hauns branding design&strategy focused on 'the power of protection' in its slick, performance-driven new identity.



GOLD

ARC'TERYX AND THE ORANGETHROWFISH

The period after lockdown was a strange reemergence of everyday life mixed with a healthy dose of Covid-19-wariness. To reinvigorate the centre of Shanghai in this strange period, Arc'teryx delivered a series of outdoor events designed to inspire people to join together through their love of running. The campaign was capped off with the emergence of a pop-up store that had to engage this audience with the Arc'teryx brand.

The Orangethrowfish created an exhibit-like multi-sensory experience uniting the brand's Canadian alpine origins with the Chinese urban setting. The success of the pop-up took the experience to two further cities. "The pop-up achieves the remarkable feat of intriguing and captivating individuals, enticing them to engage in a meticulously crafted multi-sensory expedition that eloquently communicates the brand's essence with modernity and sophistication," said one judge.



GENERAL MOTORS AND AKQA SHANGHAI

To support General Motors' launch of its signature AI persona, Billy, which will soon feature in its vehicles, it worked with AKQA Shanghai on a multi-sensory experience in Shanghai. The 'Voice of Billy' connected visitors to the AI voice allowing them to interact directly with the newest of GM's brand touchpoints. "Excellent utilisation of technology to extend an invitation and curate a distinctive sensory encounter centred around the brand's founder, establishing a deeply human connection," one judge said.

MINISTRY OF STATE SECRETARIAT OF THE REPUBLIC OF INDONESIA AND CELSIUS CREATIVE LAB

The 2022 G20 summit in Bali needed to create a concept for the setting that was distinctly Indonesian while also representing global unity. Celsius Creative Lab used bamboo to build a stunning circular lunch pavilion that caught the media's attention, spreading the key messages from the conference farther and wider. Judges thought the culturally relevant experience was not only beautiful, but respectful and able to harmoniously integrate with the natural surroundings.





BRONZE

**THE STARRY FOREST
(TENCENT VIDEO) WITH
DESIGN BRIDGE AND PARTNERS**

'The Land of Warriors' gave birth to an immersive brand world that encouraged visitors to delve deeper into the programme by visiting The Starry Forest. Design Bridge and Partners created a botanic masterpiece in its urban forest, one which was able to be personalised to every visitor. One judge said, "A captivating experience flawlessly executed, leveraging technology to create a memorable and impactful user experience."

**HIGHLY COMMENDED
DEEPAL AUTO AND
LABBRAND GROUP**

Deepal Auto and Labbrand Group created a new type of automobile experience for electric vehicles focusing on an enhanced touch, sound and user experience.

**HIGHLY COMMENDED
DESTINATION MANIPAL, JAIPUR
AND EUMO DESIGNINTELLIGENCE**

Eumo DesignIntelligence created an immersive instalment for Destination Manipal, Manipal University's visitor experience centre, to better communicate with prospective students.



INFINITI WITH WHY DO BIRDS, METADESIGN BEIJING AND PUBLICISQ

INFINITI's ongoing commitment to its loyal customers was reinforced with a distinctive signature sound combining power and serenity with a dose of Japanese elegance. why do birds, MetaDesign Beijing and PublicisQ created the audio brand using the Japanese taiko drum and traditional furin wind chime. This, combined with a Japanese singer's tranquil approach yields an audio brand that is peaceful, yet forceful.

"I love how this incorporates space within the sound. Also the fact that they recognise and focus on keeping the Japanese culture first and foremost in their creative design is a nod to their professionalism," said one judge. Another added, "The execution of the strategy meets the challenge of representing not just, Japanese culture, but also 'power and serenity.'"



LUX AND SIXIÈME SON

With customers in over 100 markets, LUX needed to clean up its audio brand. With a brand focus on empowering women, it was important to LUX to ensure women were the driving force behind the audio brand as well. The fully female musical team crafted a punchy musical arrangement that fully embodies the idea of modern women embracing their femininity and celebrating every facet of beauty as a source of strength.

Sixième Son delivered consistency across the brand's many markets by creating a sonic brand that transcends cultural boundaries, while allowing for localisation. Judges thought the result was a powerful example of the "unification of the sound with variations to keep true to the culture and geography."



SILVER

CHANGAN DEEPAL AUTO AND SIXIÈME SON

The electrification of the automobile has quietened down the driving experience. But rather than mimicking the sounds of the petrol engine era, Changan Deepal Auto wanted to set out a new auditory experience for EV drivers. It worked with Sixième Son to create a future-facing sonic brand combining nature, people and technology. One judge said, “It had a nice driving undertone that worked great for motion and innovating electric technology.”



BEST USE OF AUDIO BRANDING

BRONZE

360 ONE

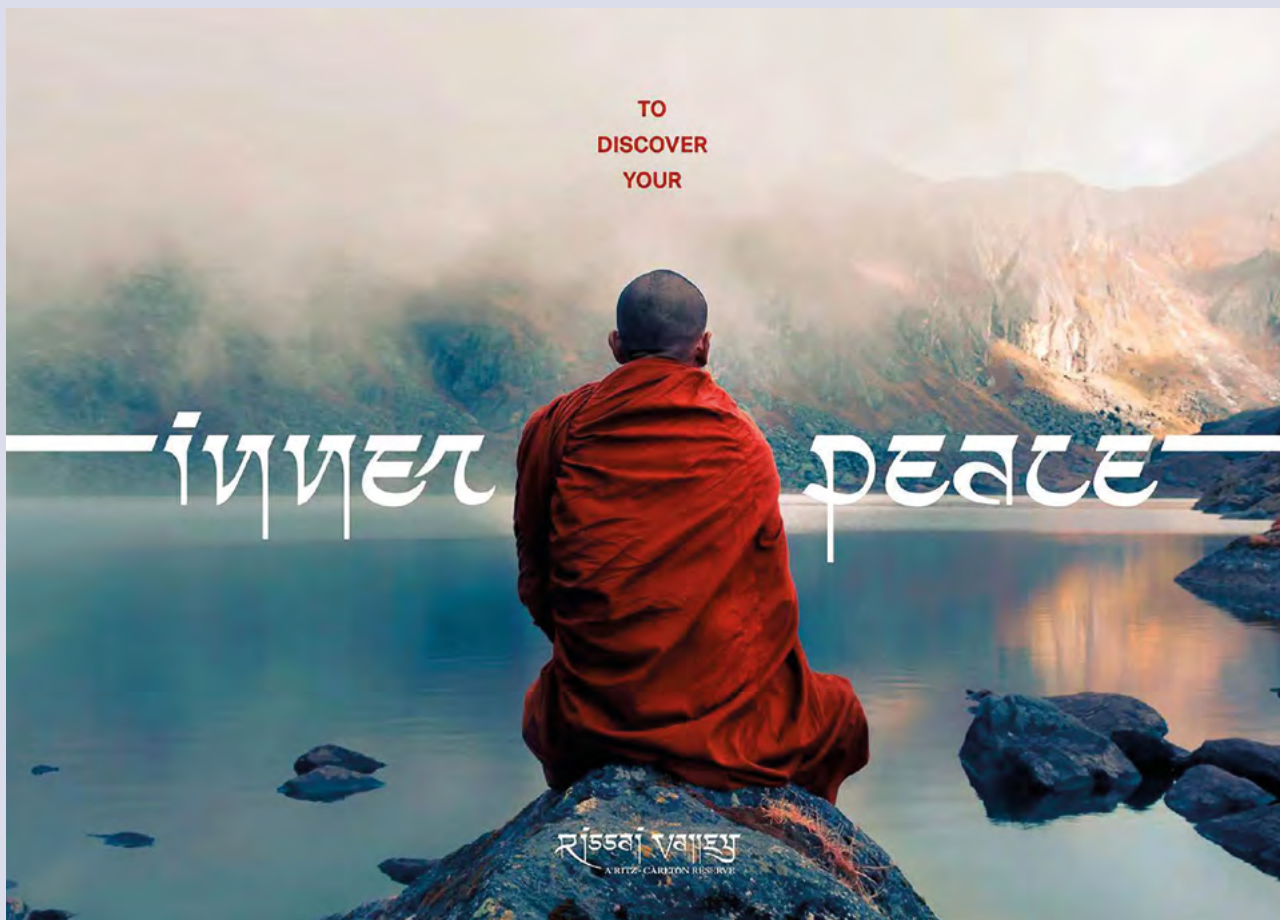
As part of 360 ONE’s rebrand, it wanted to convey a sense of youthful energy and reliability through its signature sound. The brand purpose of ‘performance plus’ is delivered on with a catchy, percussion-based audio brand that helps embed the brand in people’s memories. Judges found the sonic brand to be enjoyable and well-suited to the brand’s new positioning.

**Design is a strategy,
is emotion,
is fearless,
is human.
bridge and partners**

**Design bridge
and partners**



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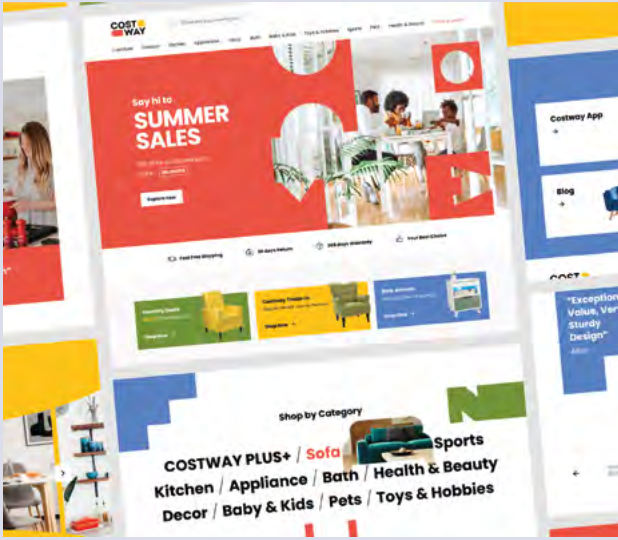


GOLD

**RISSAI VALLEY,
A RITZ-CARLTON RESERVE WITH
DESIGN BRIDGE AND PARTNERS**

Rissai Valley's spectacular location on the Tibetan plateau meant it needed a visual identity that could unite its location with Ritz-Carlton's luxurious brand character. Design Bridge and Partners anchored the brand in place, while lending it a unique identity through the expert development of a bespoke typeface. The type design is inspired by Tibetan script and the sweeping, curved lines used in Tibetan house construction. The resulting typeface is recognisable for its ties to the local culture and ownable enough for use across the resort's many brand touchpoints.

One judge praised the "very well thought through strategy to cut through a competitive landscape in an impactful way that really captures the essence of the Ritz-Carlton Reserve." Another praised the distinctive combination of Tibetan writing with innovative branding creative to ensure high recognition of the type and brand.

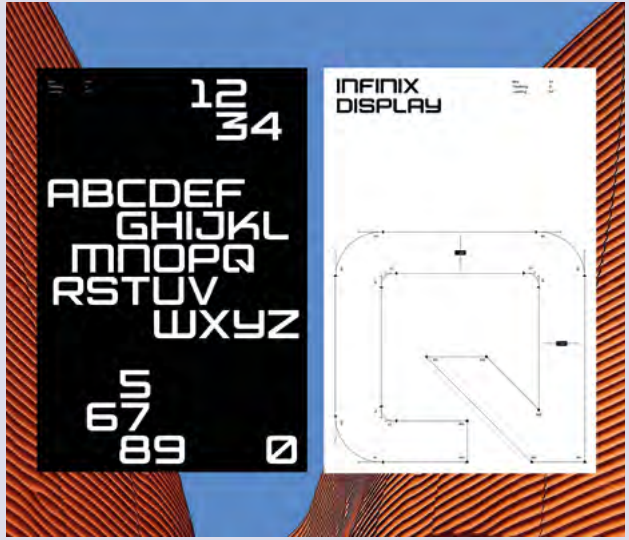


HOOYA GROUP AND LANDOR & FITCH

Costway (Hooya Group) worked with Landor & Fitch on a bespoke typeface built from furniture and homewares shapes. The blocky, unusual text is inherently ownable and deployed visually as well as verbally across the brand with much success. Judges thought the integration between the typeface and the brand’s graphic language was groundbreaking and intriguing.

INFINIX MOBILITY LIMITED AND MUBIEN BRANDS S.L

Infinix Mobility worked with Mubien Brands S.L on a custom typeface that channeled the brand’s distinctive logotype into a capable display font that is flexible across multiple languages. One judge said, “Mubien Brands S.L expertly crafted a display typeface from the logotype, ensuring cross-platform legibility and versatility, while preserving a bold, straightforward character across all languages used.”





BRONZE

HIRAW! AND M – N ASSOCIATES

HiRaw!'s new bespoke typeface is at once fun and accessible. M – N Associates managed to balance these two aspects to create a font that is appealing yet distinctive, with enough room for playfulness to pervade the pet food brand. It's a resounding success which judges thought captured the essence of the brand.



BEIJING XIN LONG FU CULTURAL INVESTMENT CO. LTD. AND JWDC

The Long Fu Temple has been part of Beijing's cultural fabric for centuries, often playing the role as a connector of cultures. To reinvigorate this valued landmark and give it a new future, JWDC developed a brand founded in the theme of connections. Bringing east together with west, business with art, ancient with modern, the brand thrives in modern Beijing.

A simple brand icon reflecting Long Fu's shape is complemented by a flexible, light touch brand system that allows the space and the brands and cultural venues that inhabit it to shine. "The visual identity of Long Fu Temple serves as a testament to the pinnacle of artistic brilliance and cultural significance. It expertly encapsulates the heart and soul of Long Fu," said one judge. "This visual identity stands as an exemplary showcase of how design and branding can not only safeguard cultural heritage but also propel it into the future."



BRONZE

BEIJING DAXING AIRPORT CITY AND METADESIGN CHINA LIMITED

To create a firm sense of place for the ambitious new Beijing Daxing Airport City, MetaDesign China Limited used air travel visuals to create a bespoke typeface for the BDAC logo. A friendly colour palette and intriguing architectural photography help build out the brand world. Judges praised the strategy, brand story and use of structural design in crafting this brand.



THE COCA-COLA COMPANY

The Coca-Cola Company's Sprite Lemon+ wanted to connect with Gen Z through a series of zingy social videos designed to take the sting out of adulting. The key brand message of 'refresh your mind' lies at the heart of the campaign, supported by snappy videos and Sprite-coloured social posts. The result is a distinctive brand voice that resonates with the target audience across Australia and Thailand.

Sprite used key moments of 'overheating' to provide refreshment – and the brand message – at just the right times. Judges called this "fresh, funky, catchy and memorable; like a social post should be." Another judge said that Coca-Cola "used the channel to its advantage in terms of storytelling."



SILVER

THE A2 MILK COMPANY LIMITED AND YLAB

The a2 Milk Company Limited worked with Ylab to create a social campaign designed to raise awareness of the challenges children with cleft palates face in drinking milk. By creating empathy with affected children, the brand is able to spread awareness of its 'straw challenge,' encouraging people to think differently about this childhood nutrition issue.

BRONZE

HSBC LIFE (SINGAPORE) AND PHD MEDIA

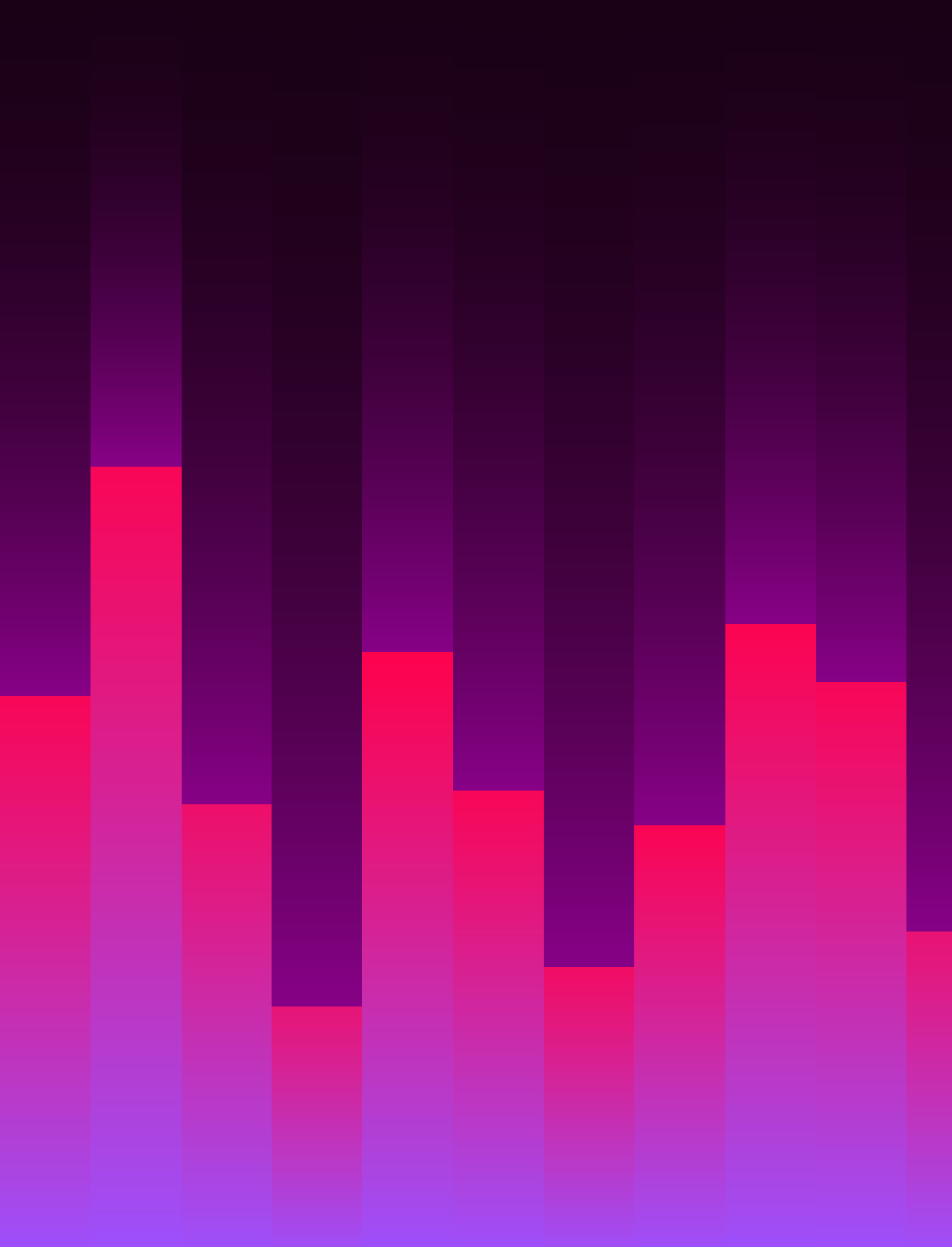
HSBC Life (Singapore) worked with PHD Media on a social media dance challenge designed to get people to think differently about HSBC as a life insurance provider. The versatile campaign breathed fun and joy into the category, inspiring HSBC Life to dance its way to stronger awareness.

HIGHLY COMMENDED HARLEY-DAVIDSON AND MADJOR

Harley-Davidson worked with MADJOR on a social media campaign designed to localise its brand for Chinese consumers.

HIGHLY COMMENDED NEWELL PAPERMATE PENS AND SGK INC

Newell Papermate Pens and SGK Inc delivered a fun, colourful campaign that celebrates the joy of stationery through appealing graphics, colours and social creative.



PROCESS





GOLD

BAYER ELEVIT AND YLAB

Bayer Elevit's '912 Defect-Free Baby Project' is designed to raise awareness of the benefits of good nutrition, crucial vitamins and physical well-being during pregnancy as a means of reducing birth defects. While the project has been in force for four years, 2022 saw 12 September being selected as 'Birth Defect Prevention Day.' Bayer Elevit also brought a powerful force of influencers, healthcare providers and local governments together in a sprawling campaign to promote awareness of maternal health.

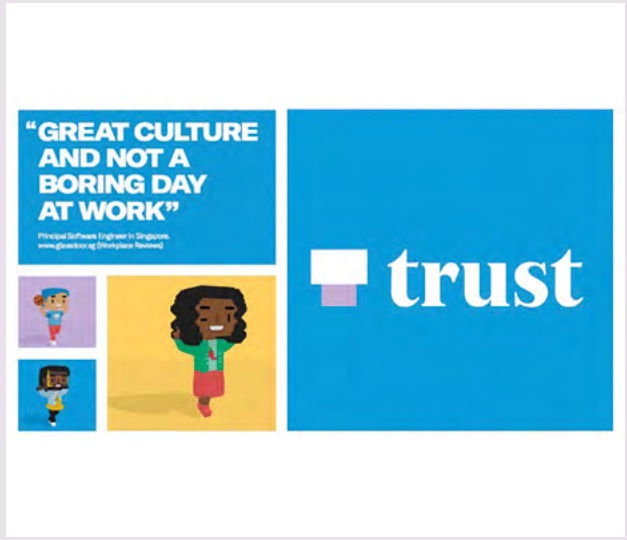
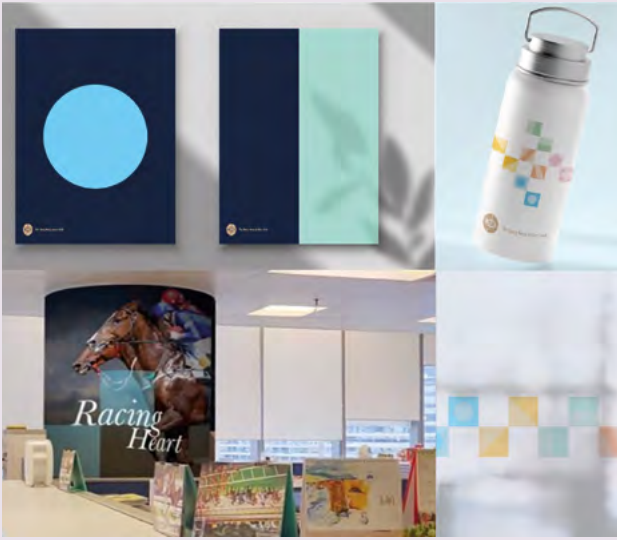
Judges thought the comprehensive communications strategy was impressive, particularly as it has to combat a widespread taboo around discussions of birth defects. The massive exposure generated from the Ylab-designed campaign has sparked nationwide attention for this vital healthcare initiative.



GOLD

DBS BANK

DBS Bank's technology and operations unit comprises almost 12,000 employees working across 19 different markets. To support its digital rebrand and metaverse activations, the DBS Bank internal communications team had to deliver a comprehensive campaign that brought this team along with the changes. A multichannel, interactive programme of events, activations and communications encouraged enthusiasm and excitement for the new phase in the bank's journey. Judges thought the cohesiveness and comprehensiveness of this campaign showcased its strategic foresight and effective implementation. After a year of activity, the technology and operations team is now geared up for a future driven by technological innovation and curiosity.



SILVER

THE HONG KONG JOCKEY CLUB AND LANDOR & FITCH

With such a longstanding heritage and brand, the evolution of The Hong Kong Jockey Club had to be handled deftly. Landor & Fitch answered the call by ensuring a two-way dialogue was open during the transformation while also inspiring employees to embrace the new brand ethos of the 'racing heart.' As a result, employees felt more empowered and engaged by the new brand.

SILVER

TRUST WITH DESIGN BRIDGE AND PARTNERS

Singapore's first digital-only bank, Trust, worked with Design Bridge and Partners to ensure the brand could withstand rapid growth and recruitment and that new and existing employees were well-immersed in the Trust brand world. Employee avatars were developed, which aligned with the external brand's visual feel and allowed staff to gain a sense of empowerment over their roles within the company.



BRONZE

**OCEAN SPRAY AND
THE SILK INITIATIVE**

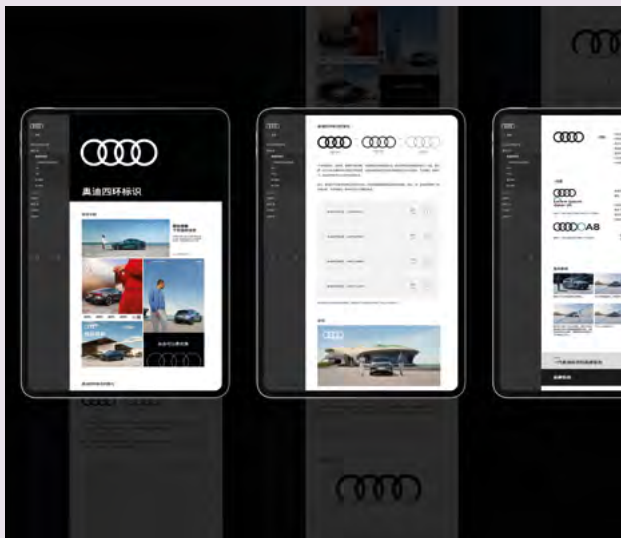
To meet Ocean Spray's objective of tripling its global business, The Silk Initiative developed an internal communications programme designed to let employees lead the way. By gaining employee insights, the business could solve problems from the inside out, while also ensuring its internal audience was engaged with the rapid growth the brand aspired to achieve.



EGGYOLK COFFEE AND HANDS COLLECTIVE VIET NAM

Vietnam has a long and storied tradition in coffee growing, brewing and enjoying. But, Eggyolk Coffee is one of the few brands intending to celebrate that tradition and bring Vietnamese coffee to the high street. Hands Collective Viet Nam developed a bright, radiant visual identity inspired by an egg and replete with sunshine yellows and oranges. The brand shines in implementation, with a sunny-side up egg motif bringing the paper goods associated with coffee to life.

The brand world doesn't miss a thing, with custom ceramics, delivery maps, rubber stamp merchandise and even a sunny egg yolk door handle. It's a joyous, welcoming approach that draws visitors into the Eggyolk Coffee family at each and every touchpoint. One judge called it "fan velcro," while another said, "Eggyolk Coffee offers a modern take on daily coffee culture with an egg-themed logo intriguingly integrated into the cafe's design." One judge added, "Egg-cellent from start to finish."



SILVER

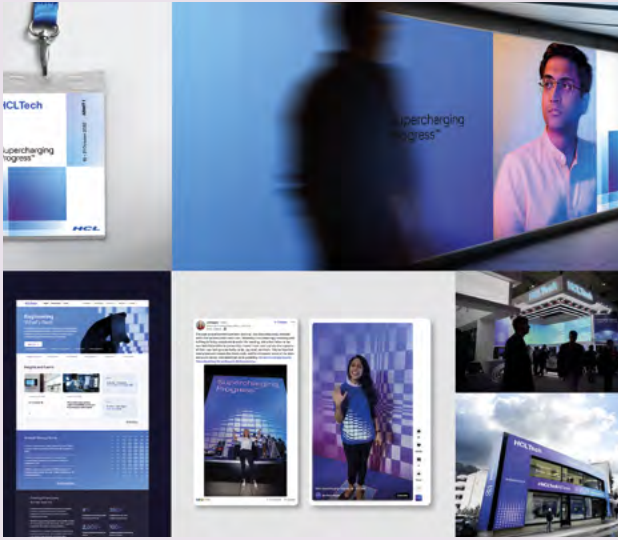
FAW AUDI WITH METADESIGN CHINA LIMITED AND SAATCHI & SAATCHI BEIJING

FAW Audi worked with MetaDesign China Limited and Saatchi & Saatchi Beijing to create a specific Chinese expression of the global automotive brand harnessing the concept of 'progressive premium.' A cool, stylish photography style allows a stripped-back Audi logo to feel at home in the localised setting. One judge said, "The team navigated the challenge of blending Chinese cultural uniqueness with the global consistency of the Audi brand, resulting in an elegant identity that bridges the product and people in a competitive market."

SILVER

THE STARRY FOREST (TENCENT VIDEO) WITH DESIGN BRIDGE AND PARTNERS

The Starry Forest is a unique, immersive and personalisable audiovisual brand experience. Design Bridge and Partners developed the exhibit to bring Tencent Video's 'Land of Warriors' programme to life in Shanghai. The result is stunningly beautiful and surprisingly personalised to each visitor. Judges said, "Design Bridge and Partners create a vibrant blend of reality and virtuality, seamlessly transitioning between illustrations, VR technology and print."



HCLTECH AND SOMEONE

HCLTech worked with Someone to supercharge its visual identity. The new look is future-facing, dynamic and able to flex across touchpoints as varied as corporate sports boxes, employee ID badges and trade expo booths without losing its signature style. Judges liked this adaptability, with one adding, "The very flexible system still feels ownable to the brand. It's nice to see it come to life in brand videos and on physical buildings."

HIGHLY COMMENDED ZYDUS LIFESCIENCES LTD. AND CONRAN DESIGN GROUP MUMBAI

Pharmaceutical brand Zydus Lifesciences Ltd. worked with Conran Design Group Mumbai on a rebrand that has created a simpler, more impactful on-shelf look and a more streamlined brand architecture.



GOLD

PETIT BATEAU AND MADJOR

Petit Bateau's clout as a children's clothing brand is well established in Europe. But, to make inroads into the Chinese market, it needed to adapt its messaging and brand values to suit the needs of Chinese consumers. MADJOR developed this localised strategy, while also introducing branded events and in-store activations. The unified approach to external communications, brand engagement, event marketing and influencer outreach resulted in a well-crafted and effective launch.

The result is a brand that is still distinctively Petit Bateau, but with an approachable, Chinese flair. One judge said, "Perfect strategy and execution. Well-deserved recognition. Bravo!!!" Another praised the "rigorous process to arrive at a localised brand strategy that decodes the Chinese consumer psyche."



BUNDABERG AND REDFERN DIGITAL

Bundaberg’s staid branding made it feel old-fashioned to young Chinese consumers. To change perceptions, the Australian brand worked with RedFern Digital on a digital strategy that successfully reframed Bundaberg’s beverages through social media assets and fresh imagery designed to resonate with the local audience. Judges thought this was an excellent example of a brand localisation strategy done right.

HSBC LIFE (SINGAPORE) WITH DESIGN BRIDGE AND PARTNERS

To introduce HSBC Life’s insurance products to Singaporean consumers, Design Bridge and Partners created a series of images crafted to resonate with four key target personas. The colourful, fun and lighthearted campaign captured a youthful energy that stood out from the category’s often doom-and-gloom approach to messaging.





BRONZE

UNILEVER LUX AND WHY BY LONSDALE

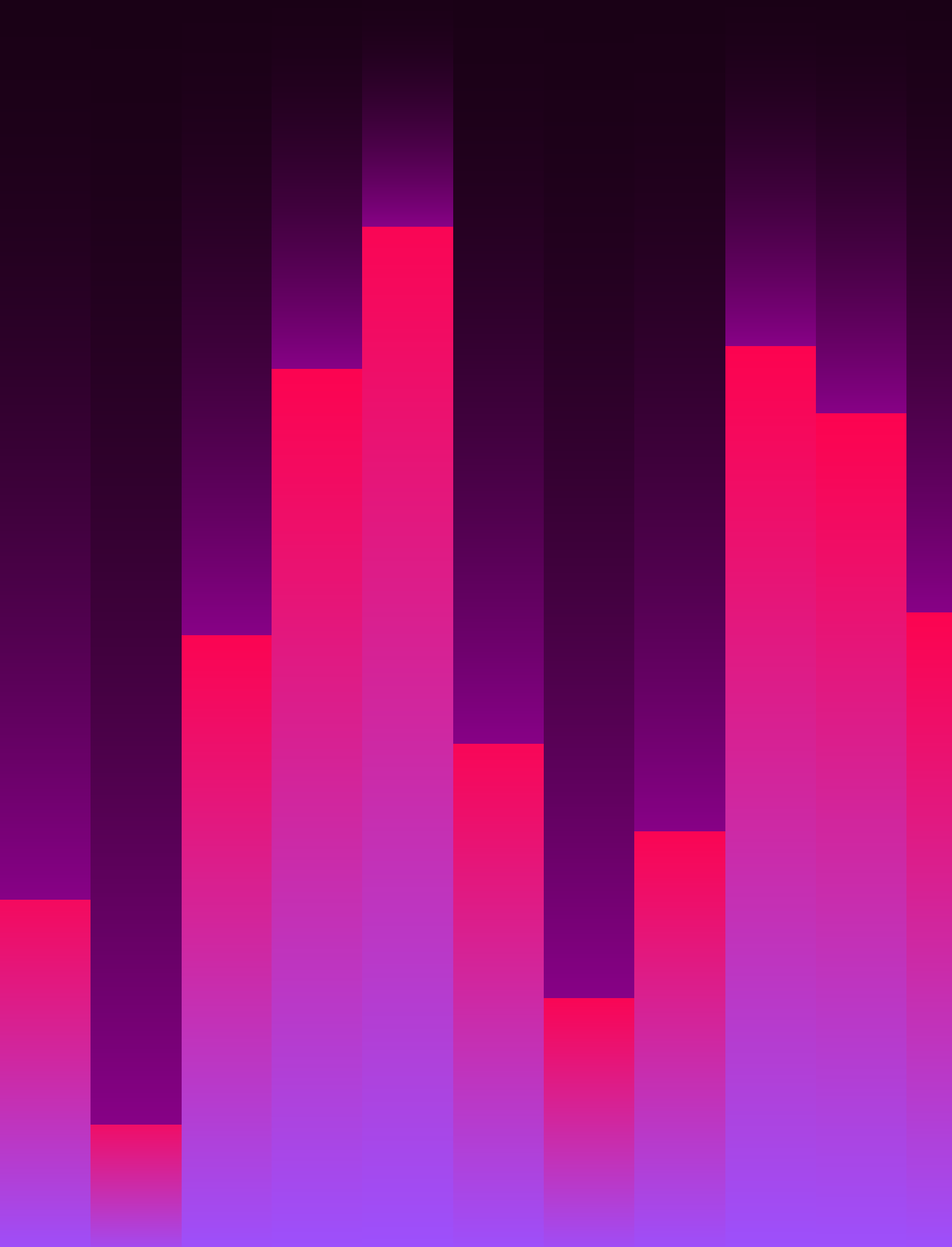
Unilever's LUX brand was primed to enter the Indian market by Why by Lonsdale, which created a brand strategy designed to let the product's ingredients shine. This approach highlighted the best of LUX while also setting it apart as an aspirational brand for Indian consumers.

HIGHLY COMMENDED BUDWEISER AND JONES KNOWLES RITCHIE

Budweiser and Jones Knowles Ritchie created a Chinese New Year pack design that features a beautifully crafted and on-brand rabbit motif.

HIGHLY COMMENDED FAW AUDI WITH METADESIGN CHINA LIMITED AND SAATCHI & SAATCHI BEIJING

FAW Audi worked with MetaDesign China Limited and Saatchi & Saatchi Beijing to streamline the Audi brand and emphasise its luxury and aspirational lifestyle appeal for Chinese consumers.



STRATEGY

The background features a series of vertical bars of varying heights and widths, colored in shades of purple and pink. The bars are arranged in a way that creates a sense of depth and movement, with some bars appearing to recede into the distance. The overall effect is a modern, abstract design.



SHAZE LUXURY RETAIL PVT. LTD AND CONRAN DESIGN GROUP MUMBAI

With a range of hosting specific products that had their own unique panache, Shaze Luxury Retail Pvt. Ltd wanted to transform its brand in line with its flamboyant, elegant and theatrical personality. Conran Design Group Mumbai introduced a strategy that rooted the brand in magic, aiming to inspire a sense of awe. 'New world luxury,' the team says, 'makes you want to feel part of the club.'

To achieve this, the brand was consolidated and a magical world was built around it, sparking the imagination and seamlessly fitting the imaginative products within its dream-like landscape. One judge called this project "amazing" in terms of the visuals and the way the challenge was assessed, the strategy developed and the results generated. "An excellent and sexy execution," they said.



SILVER

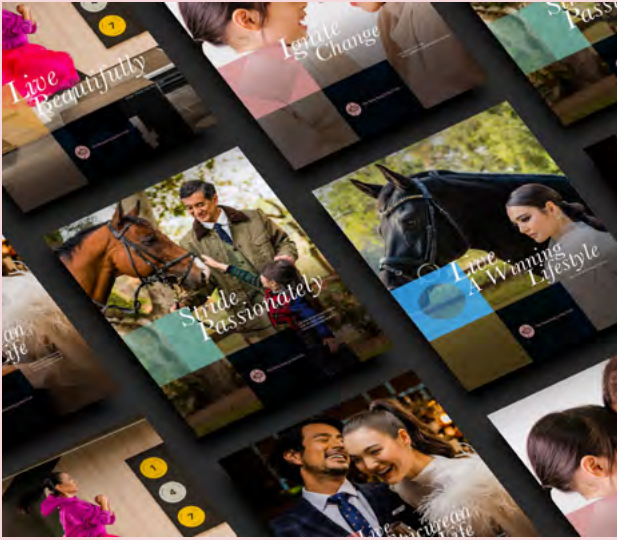
TNB AURA WITH DESIGN BRIDGE AND PARTNERS

TNB Aura wanted to break the mould of the boring business clichés that plague the venture capital sector. It worked with Design Bridge and Partners and a team of scientists to craft a chemistry-inspired visual identity that speaks to an organic foundation for brand growth. “I loved the big idea of ‘uncommon chemistry’ and how it was expressed visually in a way that was both uncommon and brave for a financial services brand,” said one judge.

SILVER

ZYDUS LIFESCIENCES LTD. AND CONRAN DESIGN GROUP MUMBAI

To rebrand and rename massive healthcare company Zydus Lifesciences Ltd., Conran Design Group Mumbai wanted to transform perceptions of the company from a mere pharmaceutical maker to a brand that nurtures peoples’ health. This was achieved with a warm, people-centric brand that judges praised for its efficacy and success in a category often restrictive and cold.



BRONZE

THE HONG KONG JOCKEY CLUB AND LANDOR & FITCH

Landor & Fitch had the dual challenge of retaining longtime members of The Hong Kong Jockey Club while preparing the ground for a youthful future. The brand strategy, rooted in the ‘racing heart’ encapsulated a passion for racing while also embracing a modern concept of the equestrian lifestyle. The result – which uses glossy photography to great effect – is luxurious and transformative.

BRONZE

THE LAND OF WARRIORS (TENCENT VIDEO) WITH DESIGN BRIDGE AND PARTNERS

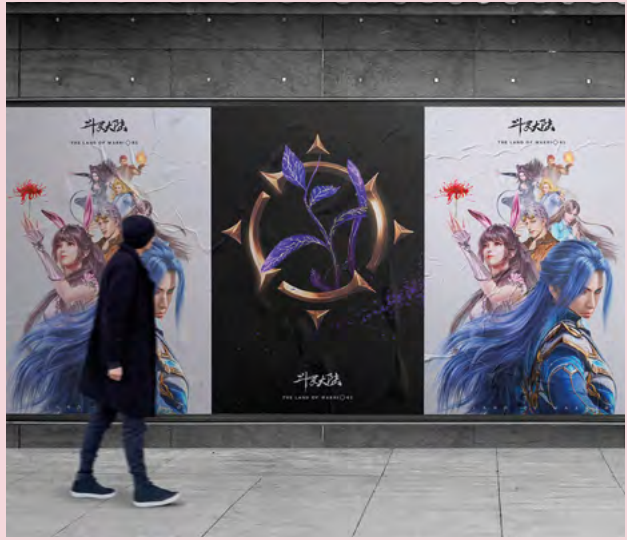
The Land of Warriors key message, that the ‘hero is never alone,’ acted as a point of cohesion for the immersive brand world Design Bridge and Partners built out of the programme. The interactive exhibit, the Forest, as well as merchandising, digital applications and other touchpoints all tie back to the core concept, resulting in a “powerful, clear and strong” brand, according to judges.

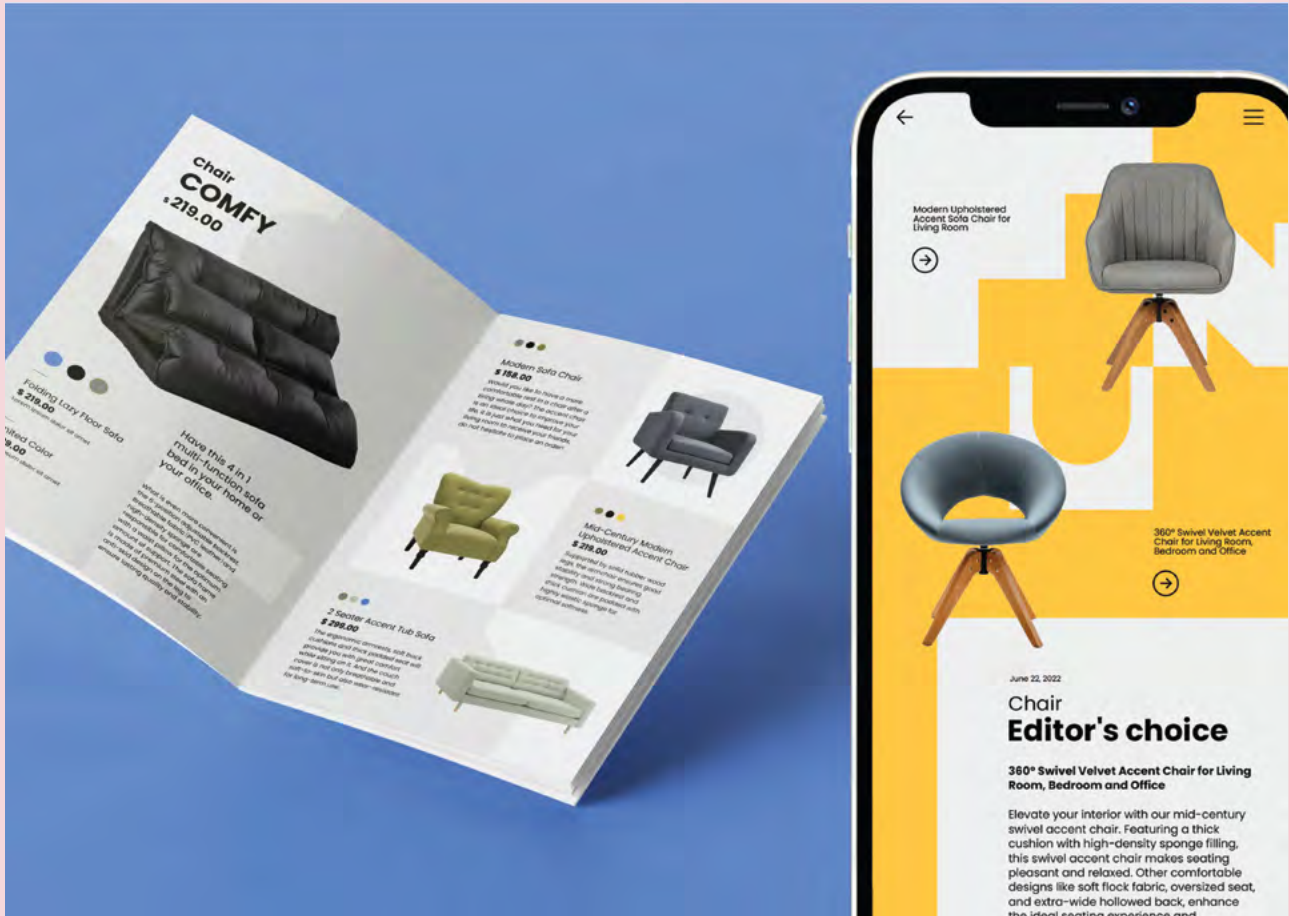
HIGHLY COMMENDED 360 ONE

360 ONE’s new brand is built to appeal to high net worth individuals by communicating a client focus and a relentless pursuit of high performance.

HIGHLY COMMENDED EXCITEL AND BOD CONSULTING

Excitel and BOD Consulting developed a brand strategy enabling the high-speed fibre provider to bridge the digital divide and facilitate India’s digital revolution, allowing everyone to reach the world from within their own homes.





GOLD

HOOYA GROUP AND LANDOR & FITCH

Costway (Hooya Group) has had success through third-party retailers for its home goods, but it wanted to set up an e-commerce home for itself in its own right. It worked with Landor & Fitch to transform its image from a budget option to a partner in turning a home into a vehicle for self-expression.

The graphic style uses bright colourful blocks inspired by homewares and a Scandinavian-style simplicity to let the products shine. The result is “an exciting, daring evolution paired with a delightful and playful graphic design style,” according to one judge. Another said, “I love the modular design. The playfulness of the identity makes it very distinctive.”



HK EXPRESS AND LANDOR & FITCH

HK Express worked with Landor & Fitch to update its image and inspire young, adventurous travellers to explore the world again in the post-pandemic era. The new brand deploys an approachable, lighthearted dynamic that flexes well across the countless brand touchpoints an airline requires. It also yields a successful employer brand identity which effectively blends professionalism and personality.

FAW AUDI WITH METADESIGN CHINA LIMITED AND SAATCHI & SAATCHI BEIJING

MetaDesign China Limited and Saatchi & Saatchi Beijing reinterpreted FAW Audi's signature notion of 'progress' for a Chinese audience. It simplified the visual brand to create an elegant logoform and introduced a sparse, fashion-like photography style that successfully elevates the brand. One judge said, "The more simplified brand visual enhances the quiet luxury appeal of Audi cars, and its online communication is also very precise and restrained, leading the new high-end Chinese audience in aesthetics."





BRONZE

YEAHKA AND SIEGEL+GALE

Payment solutions company Yeahka worked with Siegel+Gale to diversify its offering and consolidate its growing brand. The new design is minimal in style, intending to elevate the brand and appeal to younger consumers. The simplification is a step forward from the previously tech-heavy, crowded and unfocused Yeahka visual identity.

**HIGHLY COMMENDED
MEIZU AND SIEGEL+GALE**

Smartphone manufacturer MEIZU and Siegel+Gale put a new focus on 'infinite passion' following the company's merger with Xingji Technology.



HIRAW! AND M – N ASSOCIATES

HiRaw!'s raw pet food had a brand that was failing to make an impact on its target audience of pet-obsessed Vietnamese consumers. To infuse its brand with personality and colour, it worked with M – N Associates on a fresh approach. The new strategy focused on delivering a light touch of playfulness alongside a mature, appealing visual identity. The result is exactly the right mix of fun and authority.

M – N addressed the brand's tone of voice, created a bespoke typeface, simplified the colour palette and pack design, and created truly memorable pet illustrations. The deceptively simple result belies a well-crafted strategy, intelligent understanding of the audience's needs and a willingness to be brave and bold. Judges loved it too, with one saying, "It's a very funky, fresh direction for a niche brand. To stand out, they applied humour in communications and colour [with] very fresh visual imagery. It's brave, witty and engaging."



SILVER

ASUS AND PROPHET

ASUS worked with Prophet to firmly embed its sustainability mission into its brand communications. Veering away from a clichéd reskin of the ASUS brand, the new approach is at once distinctively digital while also organic and visually impactful. Judges liked the fresh visual applications, impressive strategy and in-depth stakeholder engagement.

SILVER

COFFEE COMMUNE AND METADESIGN CHINA LIMITED

Coffee Commune set out a new future for the brand by embracing heritage – with a twist. MetaDesign China Limited blended traditional Yunnanese woodcut illustration techniques with a lighthearted, charismatic brand world to create a distinctive, appealing new brand. “MetaDesign China Limited really helped Coffee Commune translate their strategy to move to a new direction and create a better standout on shelf while really reflecting the values and DNA of the coffee brand,” said one judge.



INFINIX MOBILITY LIMITED AND MUBIEN BRANDS S.L

Infinix Mobility Limited's brand was confusing, cluttered and disjointed. To make a bigger impact among Gen Z, it worked with Mubien Brands S.L to take its signature brand asset, its logotype, and create a strong, adaptable brand world. The new typeface helped make the company more distinctive while also retaining its relevance and authority. "Sophisticated and consistent," said one judge.

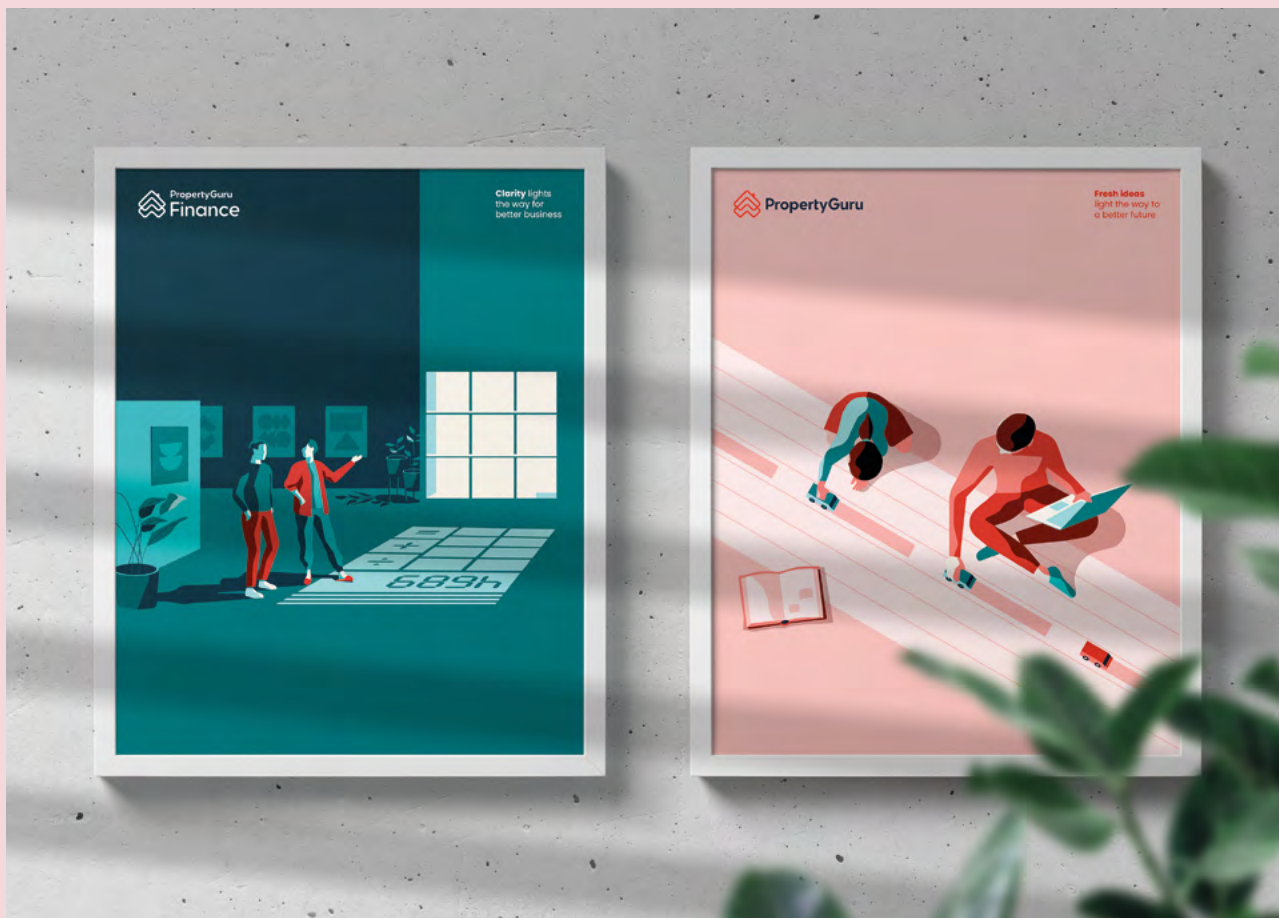
NESCAFÉ AND JONES KNOWLES RITCHIE

Nescafé's brand in China had become increasingly product-led. To reinforce the umbrella brand to allow for growth, Jones Knowles Ritchie developed a fun, youthful strategy to reposition coffee as a category to Chinese consumers. One judge said this resulted in a "very intuitive" strategy that "energises the brand and plays up its brand assets."

HIGHLY COMMENDED EXCITEL AND BOD CONSULTING

Excitel worked with BOD Consulting on the concept 'the world is home.' This became a brand proposition designed to empower India's growth while ensuring digital fibre connectivity across the country.





GOLD

PROPERTYGURU WITH DESIGN BRIDGE AND PARTNERS

PropertyGuru is the leading property tech company across much of southeast Asia. But, with a view to expansion and a looming IPO, it needed a masterbrand strategy that would propel it to new heights. The brand developed the positioning 'guided by Guru' to act as a cohesive glue across the new identity. Design Bridge and Partners built out the brand world by infusing the brand with its signature red, but avoiding over-saturation of the vivid hue.

The subtle touch allows the rest of the colour palette to shine across different communications and brand touchpoints. The refresh has galvanised memorability, trust and recognition across PropertyGuru's key markets. Judges thought this was "work that stands out." The flexible, illustrative style offers great opportunities for growth, while the strategic direction will help ground PropertyGuru in its core positioning as it grows.



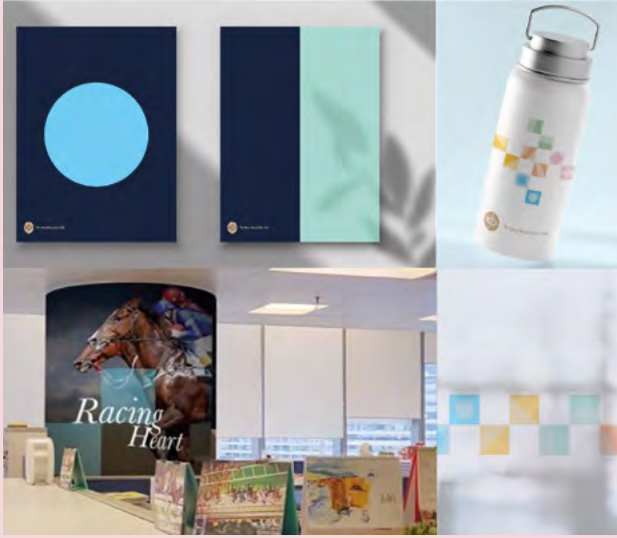
MINH TIEN GROUP AND BRATUS AGENCY

Vietnamese coffee producer Minh Tien Group worked with Bratus Agency to restore the value of coffee beans and infuse the category with a sense of the origins of the beans themselves. The new identity is rooted in Vietnam’s unique landscape and culture while delivering an accessible, globally relevant brand. The elegant illustrations and stunning maps help Minh Tien Group to stand out in a challenging, competitive sector.



ZYDUS LIFESCIENCES LTD. AND CONRAN DESIGN GROUP MUMBAI

Zydus Lifesciences Ltd.’s transformation by Conran Design Group Mumbai turns it into a healthcare partner focusing on wellbeing and a more holistic view of wellness. The result is a cohesive, coherent brand that exudes warmth, care and approachability. Judges called this a “powerful implementation with a strong insight at its core.”



BRONZE

**THE HONG KONG JOCKEY CLUB
AND LANDOR & FITCH**

The Hong Kong Jockey Club retained ties to its long history while repositioning to appeal to younger demographics by focusing on the heart of racing and a passion for equestrianism. Through this foundation in its purpose, it is then able to build an aspirational, lifestyle brand that speaks to existing and prospective members. Landor & Fitch's work was well-crafted and deftly managed a complex task, according to judges.

**HIGHLY COMMENDED
PING AN INSURANCE (GROUP)
COMPANY OF CHINA, LTD.**

Ping An Insurance (Group) Company of China, Ltd. evolved into an HMO by committing to a positioning of 'managed care for China.'

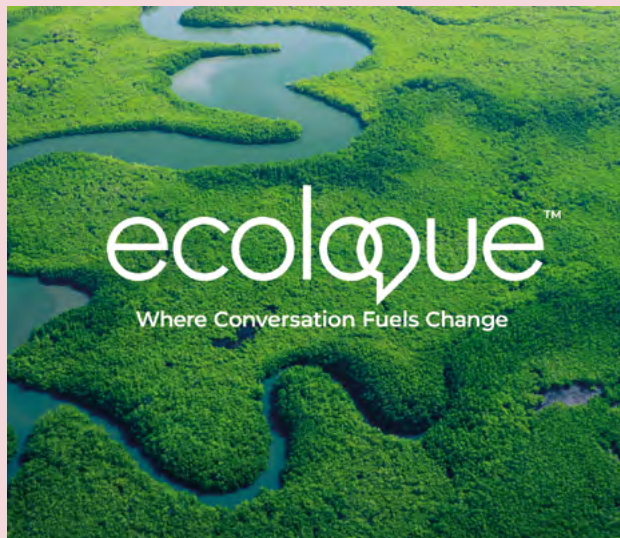


trust

TRUST WITH DESIGN BRIDGE AND PARTNERS

Designed to be Singapore's first digital-only bank, Trust wanted to reflect life in Singapore as it actually is, not as it is presented in the media. It worked with Design Bridge and Partners to develop the positioning, 'this is us,' to celebrate the authentic nature of daily life in Singapore. Visually, this is expressed through a lovely illustration style that renders food, cats, commutes and even grocery shopping charming and engaging.

And it's definitely had an impact on consumers, making Trust the most downloaded app across the country. Just seven months after launch, 10% of Singaporeans are customers of the bank. One judge called this a "masterclass in the strategic and creative development of a new brand." Judges praised the dramatic, charming illustrations, trust-inspiring blue colour, and unique design system and typography for suiting the target audience well and for breaking free of industry norms.



SILVER

ESCAPE PLANET AND HAUNS BRANDING DESIGN&STRATEGY

Escape Planet wants to encourage young urban dwellers to break free from city-based tourism and explore cultural and outdoor sites beyond the city limits. Hauns branding design&strategy took a typographic-inspired approach, allowing stunning landscape photography to work in tandem with an inspiring copy style and joyous typography. The result is decidedly Millennial-friendly and “beautifully executed,” said one judge.

BRONZE

CHIMEI AND DDG

Materials manufacturer CHIMEI worked with DDG to create Ecologue. The brand was developed to tell the story of sustainable materials development, without relying on industry clichés. One judge said, “The branding of Ecologue is well executed and polished. Different from other plastics and materials branding out there.”



DIAGEO INDIA AND BUTTERFLY CANNON

Diageo India's new Godawan whisky is stunningly and elegantly developed by Butterfly Cannon to create a premium brand firmly rooted in its Rajasthan location. The illustration style, naming, photography and colour palette all serve to tell the brand's story, while reaffirming its mission of preserving the unique desert landscape of Rajasthan. "Butterfly Cannon combines a unique story and modern design, weaving cultural elements with craftsmanship and architecture," said one judge.

INFINIX MOBILITY LIMITED AND MUBIEN BRANDS S.L

Infinix Mobility Limited had a signature typeface and logo, but was failing to connect with its wider brand world. To relaunch the brand Mubien Brands S.L expanded the visual identity based on the typography, creating a Gen Z-ready, charismatically digital new look and feel. Judges thought the consistency across the brand and innovation in its use of typography help it to flex across different markets and languages with ease.

HIGHLY COMMENDED 360 ONE

360 ONE's new people-centric brand is an elevated, well-crafted means of delivering on its positioning of 'performance plus.'

HIGHLY COMMENDED UNILEVER (ACNESQUAD) AND PB CREATIVE

PB Creative crafted the AcneSquad brand for Unilever by blending clinical authority with bold, appealing graphics to create a standout new range.





GOLD

THE COCA-COLA COMPANY

Sprite's new Lemon+ line was designed to be a brain booster while also helping The Coca-Cola Company expand into the cloudy lemon drink category. It focused its strategy on helping Gen Z tackle the challenges of adulting with a lemony boost. Its zingy flavour and caffeine hit provided a steer for the copy style, which delivered an authentically youthful tone to great effect on social media.

Delivered visually in line with the Sprite range, but with a character all its own online, the new Sprite Lemon+ was an instant hit with consumers. Judges praised the "clear and incisive strategy," with a "simple approach and effective visual elements and colours. It stands out."



SILVER

GEELY AND METADESIGN CHINA LIMITED

Geely worked with MetaDesign China Limited to craft the launch of its premium sub-brand, Galaxy. The design world is inspired by the night sky while still keeping its tires firmly on the road. “I love the futuristic, sleekness and evolution from the parent brand logo,” said one judge of the deft, clever development of the new portfolio brand.

SILVER

THE STARRY FOREST (TENCENT VIDEO) WITH DESIGN BRIDGE AND PARTNERS

To create a brand world for the ‘Land of Warriors,’ Tencent Video’s signature programme, Design Bridge and Partners focused on developing an immersive, botanical world inspired by fantastical elements, imagination and texture – The Starry Forest. The blend of physical and virtual touchpoints cleverly delivers on the links between the streaming platform and viewers. Judges loved the expert design work and interactive, immersive experience.



BRONZE

ORION SHOKUNIN AND SGK INC

Orion Shokunin's launch into international markets needed to reflect Okinawa's craftsman culture while sitting comfortably in the global craft beer world. SGK Inc developed a brand icon from the 'guardian Shisa' to tell the story of the beer's origins while also acting as an intriguing, memorable visual device. "Distinctive and well crafted," said one judge.

BRONZE

UNILEVER (ACNESQUAD) AND PB CREATIVE

Unilever's AcneSquad needed to resonate with Indian consumers dedicated to clearer skin. PB Creative achieved this by blending a sense of clinical authority with pleasing, simple lines and youthful colours. One judge said, "Very Gen Z indeed. It's taken all the confusion on the skincare shelf, and whittled the portfolio down to something that is young, fun and most importantly, clear."

HIGHLY COMMENDED PREGAHOPE & PREGAHAPPY – MANKIND PHARMA LTD. AND JIGSAW BRAND CONSULTANTS

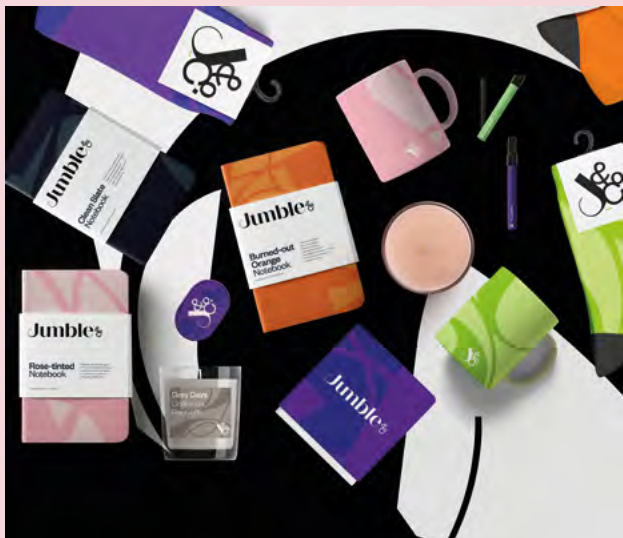
PregaHope and PregaHappy were developed under the PregaNews brand umbrella by Jigsaw Brand Consultants to create a warm, inspiring line of fertility products.



**RISSAI VALLEY,
A RITZ-CARLTON RESERVE WITH
DESIGN BRIDGE AND PARTNERS**

Ritz-Carlton Reserve's Tibetan resort needed a Chinese and English naming strategy that would reflect the site's unique location and tap into the cultural heritage of the region. The Tibetan language's melodic cadence lent a hand in developing Rissai Valley. Inspired by the words for 'sun' and 'victory,' but with its own branded twist, the name is effective in both English and Chinese.

The new name, developed with Design Bridge and Partners, is complemented by a Tibetan script-inspired branded typeface that further roots the brand in its unparalleled setting. One judge called it "a thoughtfully selected name that captures the essence and cultural wealth of Tibetan heritage, executed with finesse." Another said it has "great meaning. It's authentic, with its roots in the local culture and it communicates the proposition of heritage and legacy."



SILVER

JUMBLE WITH DESIGN BRIDGE AND PARTNERS

Design Bridge and Partners needed a name for a new stationery brand that could evoke a sense of understanding in the emotionally frenetic modern world. Jumble embraces this confusion and allows customers to find a way of managing their own emotions through its range of stationery and gifting products. The “intuitive, simple name has great recall,” said one judge, who praised its suitability for the target demographic.

BRONZE

CHIMEI AND DDG

Sustainable materials company CHIMEI worked with DDG to introduce Ecologue, a name that instantly sparks recognition as an environmentally friendly brand, but avoids industry clichés like the use of ‘cycle’ or ‘circle.’ The functional, effective name is a crucial communications asset, able to deliver the company’s message through one single word.



FANSHU AND SIEGEL+GALE

FanDeng Dushu was designed to support and inspire readers to explore their passion for books. To support its growth, it worked with Siegel+Gale to simplify its brand. The new name, Fanshu, means 'flipping book pages,' in Mandarin and exhibits the brand's ongoing commitment to bringing useful books to readers and promoting the habit of reading.

The new name is complemented by a fresh new look that is sleek, warm and as comfortable as a well-stocked bookstore. Judges thought the elegance of the shortened name, expressed best through its similar pronunciation "managed to stay true to the original name but elevated it to become something simpler and yet means so much." This "seamless" change helped the brand retain links to its heritage and existing audience, while paving the way for future development.



SILVER

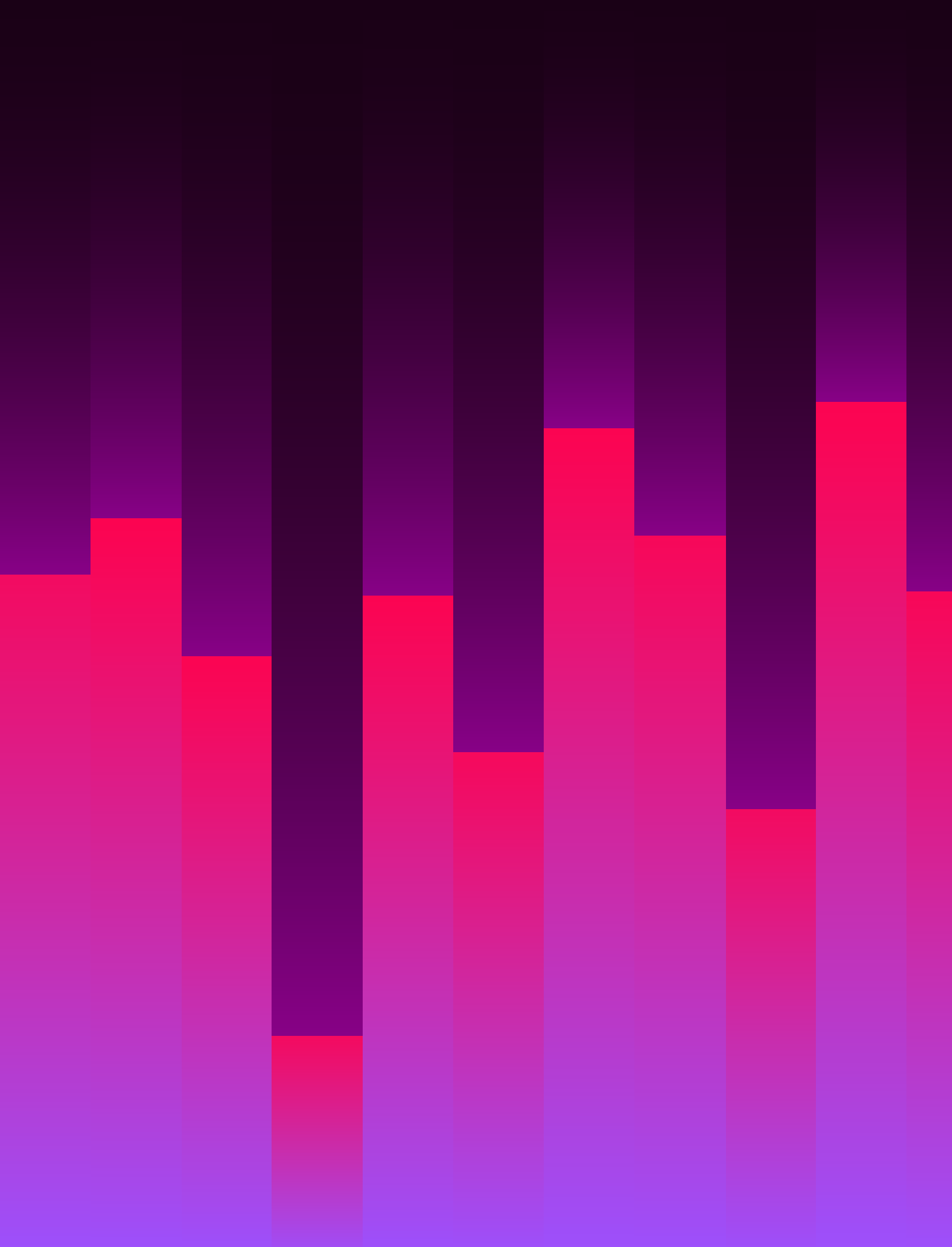
COFFEE COMMUNE AND METADESIGN CHINA LIMITED

Instead of location or type descriptions as product names, Coffee Commune instead worked with MetaDesign China Limited on an evocative naming style yielding products like ‘Just Berried’ and ‘Sunshine on Yu.’ The charming naming strategy is complemented by a signature illustration style that brings each name to life. Judges thought the product naming strategy was well-crafted and fit seamlessly into the new brand world.

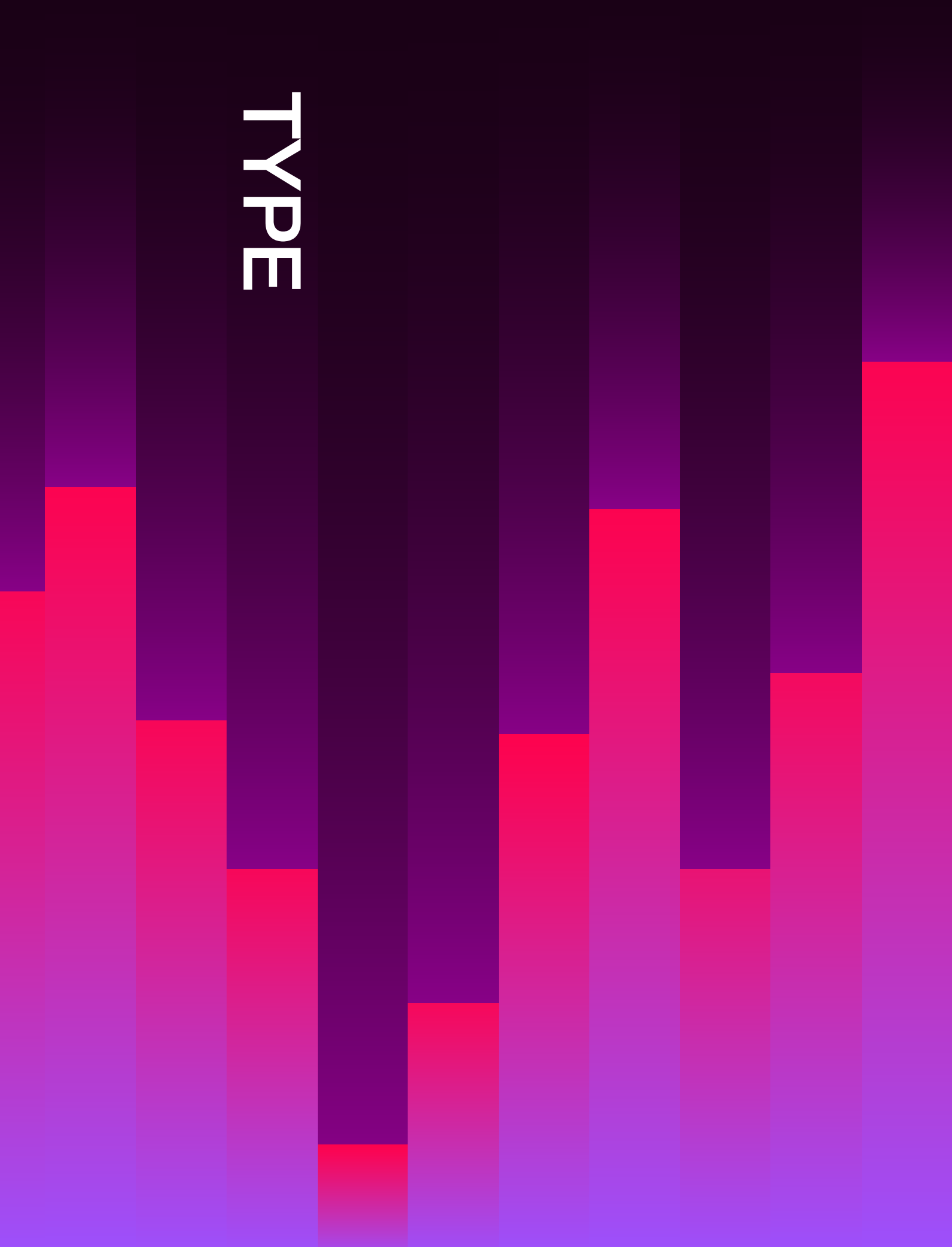
BRONZE

360 ONE

IIFL Wealth & Asset Management was causing confusion and lacked memorability. It worked to introduce a name that would communicate its commitment to serving its customers. 360 ONE “grounds the brand in the services it offers and the performance it delivers,” said one judge. This memorable, catchy new name is supported by an ambitious brand strategy and beautifully designed visual identity.



TYPE





**TNB AURA WITH
DESIGN BRIDGE AND PARTNERS**

When TNB Aura joined forces, it set out to change the branding landscape in the venture capital sector in Asia. It worked with Design Bridge and Partners on a brand founded in 'uncommon chemistry.' To infuse the brand with a sense of scientific wonder and discovery, Design Bridge and Partners worked with a team of scientists at Singapore Polytechnic.

The result is a colourful, arresting and intriguing visual identity that uses different science-inspired visual motifs. Judges thought the result was a strong, memorable identity with a striking visual style. Since the rebrand, TNB Aura has seen a 50% increase in closed deals and a 150% increase in social media followers, indicating it has alit upon a winning formula.



SILVER

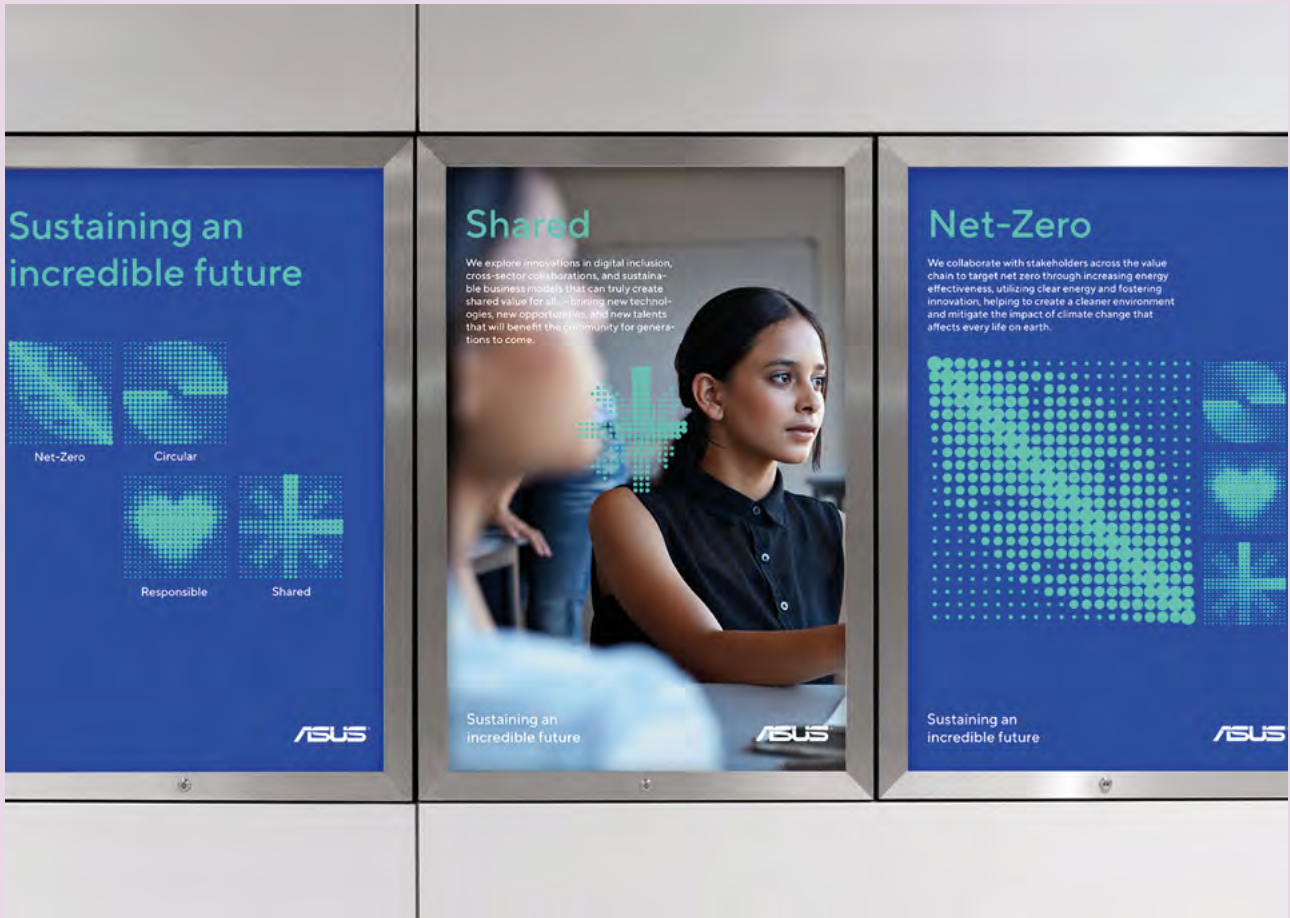
SEATRIUM AND PROPHET

Offshore and marine businesses Keppel O&M and Sembcorp Marine joined forces to set out a new, renewable energy mission. Prophet took inspiration from marine-like shapes, including the bow of a ship and a seagull's wings. The subtle design work lends Seatrium a distinctively oceanic air without being too stereotypically nautical. This successful strategy is sure to make waves in the offshore renewables business.

BRONZE

G7 CONNECT AND PROPHET

IoT companies operating in the road freight sector G7 and Yiliu merged to make transport logistics more seamless and beautifully interconnected than ever before. To express this, Prophet developed a simple, elegant brand that brings the concept of pathways to life. A distinctive purple brand colour makes an instant impact alongside the classy new logo.



ASUS AND PROPHET

The computer manufacturing industry is plagued by issues of sustainability that often overtake the global conversation about technology. To shift the focus onto a new, eco-friendly vision of technology, ASUS worked with Prophet on a sustainability-infused rebrand. The positioning ‘sustaining an incredible future’ unites its existing brand ethos with its sustainable purpose.

Visually, Prophet expertly unites tech-inspired graphics with ESG-inspired imagery. The result is ownable, distinctive in the sector and succeeds in avoiding the clichés that often plague sustainable rebrands. As one judge said, it “managed to deliver a solution that is not derivative and relevant to the mother brand.”

Another said, “It’s great to see brands leading the way on these hard topics and setting the example for a better future for all. This is a great project, with the right values and purpose.”



SILVER

BUNDEBERG AND REDFERN DIGITAL

Bundaberg’s classic Australian brand was failing to connect with a Chinese audience. Its staid colour palette and lack of localisation meant it needed a fresh approach. RedFern Digital created a youthful, localised brand strategy for the Chinese market that took a brave step away from the core brand while remaining true to the Bundaberg brand DNA.

SILVER

MINH TIEN GROUP AND BRATUS AGENCY

Minh Tien Group wanted to change perceptions of coffee growing, to build a sense of value into the bean itself. It worked with Bratus Agency to create a brand inspired by the Vietnamese coffee landscape but accessible for a global audience. The stunning maps and illustrations also “aligned with society, partners and industry values and objectives,” said one judge, adding, “Bravo!”

Infinix

Capture Your Own Story

Infinix Mobility is an emerging technology brand that designs, manufactures and markets an expanding portfolio of devices worldwide under the Infinix brand which was founded in 2013.

Targeting young consumers, Infinix focuses on developing cutting-edge technology embodied in meticulously designed mobile devices that offer refined style, power and performance. Infinix devices are trendy & attainable with the end-user at the forefront of every step forward.





BRONZE

**HOOYA GROUP AND
LANDOR & FITCH**

Costway (Hooya Group)'s budget brand lacked the personality to connect with consumers outside of the third-party retail environment. Landor & Fitch created a dynamic graphic language for Costway that uses home and furniture-inspired shapes to form letters and shape communications. "It catches your eye and makes you take notice with bold and simple design."

BRONZE

**ZYDUS LIFESCIENCES LTD. AND
CONRAN DESIGN GROUP MUMBAI**

Zydus Lifesciences Ltd. changed its positioning from a research and development focus to acting as a partner in better health. Conran Design Group Mumbai introduced a consolidated brand, refreshed visual identity and renewed vision for the future of pharmaceutical care. One judge said it "brings to life the proposition aptly, at one glance."

**HIGHLY COMMENDED
XPPEN AND SIEGEL+GALE**

XPPen and Siegel+Gale delivered a new face for digital art implements, crafting a flexible, memorable and effective new visual identity.



UNIFI WITH DESIGN BRIDGE AND PARTNERS

As part of its transformation from a telecoms provider to a more versatile tech brand, Unifi needed to unite its corporate and product brands while delivering a consistent, contemporary experience for customers. Design Bridge and Partners created a single colour palette that could flex across the company's four umbrella brands. This, alongside an eye-catching graphic style, has delivered a strong, unified new visual identity for Unifi.

Judges thought the use of a single visual identity as a means of uniting the company's sub-brands was an effective approach. Similarly, the simplification of the brand architecture makes Unifi a more agile, modern player. "Bold and effective, interesting and energetic," judges said.



BRONZE

**MEETSOCIAL GROUP AND
HAUNS BRANDING
DESIGN&STRATEGY**

Digital marketing company Meetsocial Group worked with Hauns branding design&strategy on a corporate brand strategy that allows for a family of sub-brands to thrive, while projecting a creative, modern face. Its mission to 'connect to the future' is achieved visually through an arrow device that helps build the brand world out from logo to any number of brand touchpoints.



HARAPPA EDUCATION AND BOD CONSULTING

E-learning platform for careers development Harappa Education wanted to improve conversion rates and update its user experience. BOD Consulting created a learner-centric design and smoother UX to allow visitors to more seamlessly find the right course for them. The traditional dropdown menu was boldly replaced with an assessment tool, acting as the main point of entry into Harappa's suite of programmes.

The new site simply and quickly introduces each course, its benefits and purpose and the value it might have to e-learners. Not only is the design more intuitive, on-brand and engaging, but it has seen a 400% uptick in sales and has since been acquired by UpGrad.



SILVER

PROPERTYGURU WITH DESIGN BRIDGE AND PARTNERS

Southeast Asian property website giant PropertyGuru worked with Design Bridge and Partners to update and modernise its brand, providing a softer, people-centric perspective on the housing market. The results are proof of concept, as brand consideration, preference and awareness have all increased across every target market. Judges liked the appealing, memorable visual identity as well as the carefully crafted strategic direction.



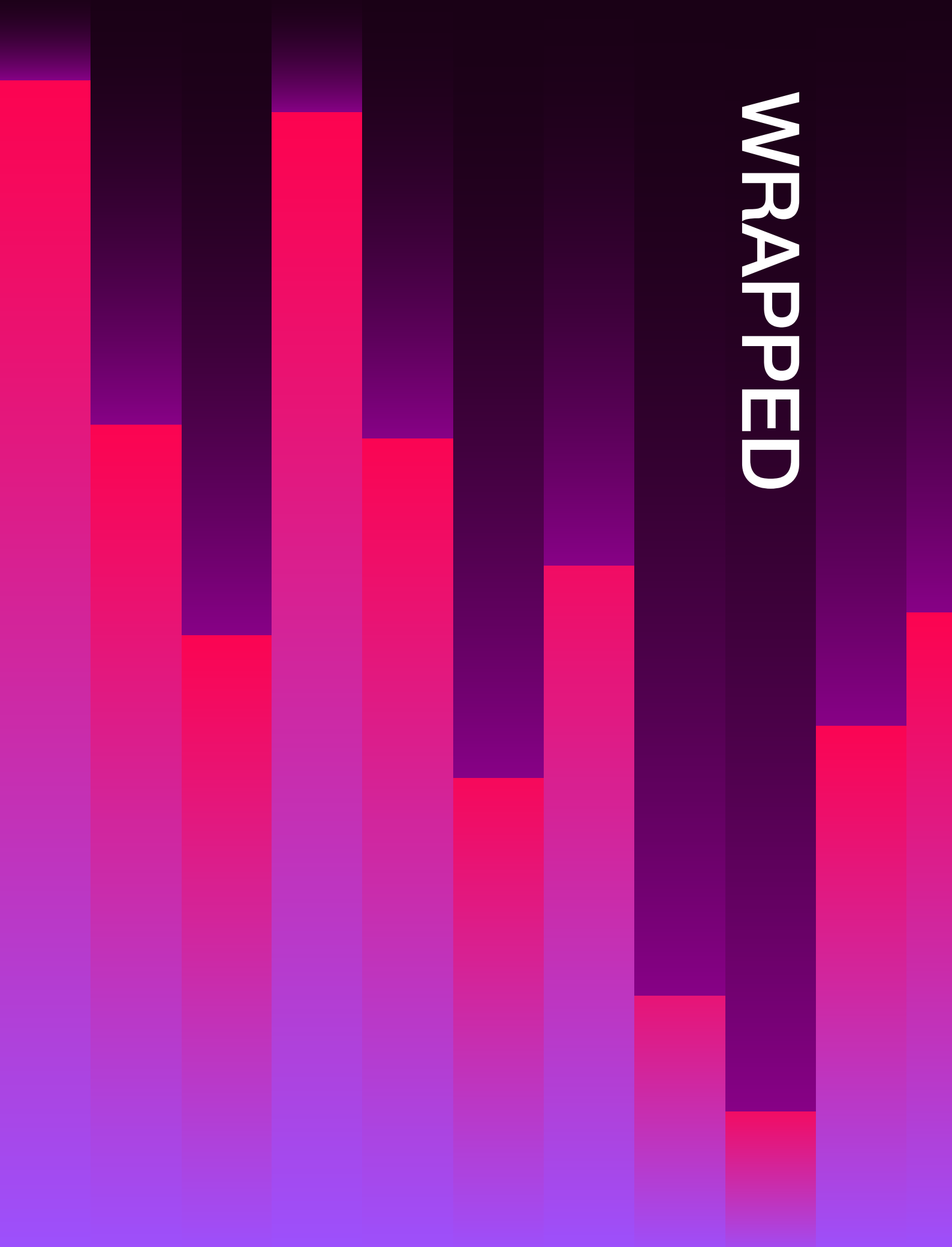
BRONZE

MEETSOCIAL GROUP AND HAUNS BRANDING DESIGN&STRATEGY

Marketing services company Meetsocial Group was failing to connect with its target audience and needed a stronger corporate brand under which its family of sub-brands could comfortably sit. Hauns branding design&strategy introduced a vivid, empowering colour palette and stripped back web design to enable clearer communications and stronger engagement.

BEST REBRAND OF A DIGITAL PROPERTY

WRAPPED

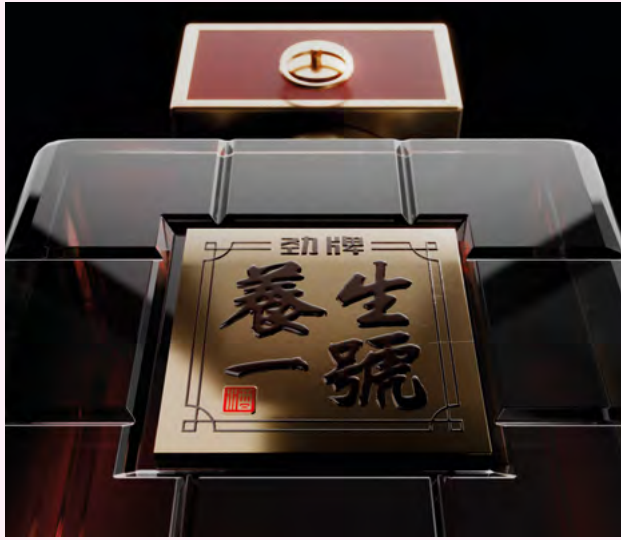




**TANGLIN GIN AND KIILAT CREATIVE**

Singapore's storied moonshine gin, Samsu, is brought back to the fore in contemporary brand Tanglin Gin Singapore Moonshine. The glass bottle design for this new product needed to fit within the Tanglin Gin portfolio while also standing on its own. The bottle shares a shape with its distillery brethren, but the dark liqueur and redesigned label lend it a distinctive personality. The Kiilat Creative design was so successful, the distillery decided to deploy it across all future liqueurs.

"The refined label structure blends seamlessly with delicate handcrafted illustrations," said one judge. Others praised the way the product fits well within the overall brand portfolio while also having a shimmery, luxury feel bestowed upon it by the well-crafted label.



SILVER

JING HEALTHCARE NO.1 AND JDO GLOBAL

Premium healthcare spirit
 Jing Healthcare No.1 combines traditional Chinese medicine and modern wellbeing in one luxury product. JDO Global developed a signature glass bottle shape that draws on the heritage of Chinese medicine cabinets while exuding a sense of refined timelessness. Judges praised the premium feel of the bottle as well as the way it united Eastern and Western perspectives in a subtle, elegant way.



BEST USE OF PACKAGING (GLASS)

BRONZE

ORANG TUA GROUP AND KIILAT CREATIVE

Orang Tua Group's Baliwein is an unconventional tropical wine. Kiilat Creative redeveloped the pack design to move beyond the visual clichés of the fruit wine category and allow Baliwein to sit alongside premium wines from around the world. One judge said the "exquisite paintings reflect a tropical ambiance."



MINH TIEN GROUP AND BRATUS AGENCY

Minh Tien Group wanted to reconnect coffee lovers with the locations and people who grow coffee, reinvigorating the sense of value in coffee cultivation. Bratus Agency introduced a rich, textured brand that harnesses the beauty of Vietnam's agricultural landscape. The masterbrand's paper products are elegant and simple, with beautiful illustrations of the Vietnamese highlands. The consumer coffee packaging takes this a step further by introducing patterns inspired by Vietnam's heritage.

The result is a brand that ties coffee's heritage to its current consumption, creating a legacy brand for the future. The design is at once distinctively Vietnamese while also sitting comfortably – yet distinctively – in the global coffee branding conversation.



SILVER

1664 PRESTIGE (CARLSBERG CHINA) WITH DESIGN BRIDGE AND PARTNERS

Carlsberg China wanted to tap into the idea of celebrating small moments of joy in life. It unveiled the 1664 Prestige beer, brewed with champagne yeast, to Chinese consumers. Design Bridge and Partners introduced a card box and champagne-like cork with a look and feel blending premium sparkling wine with Kronenbourg's signature style.



SILVER

METADESIGN CHINA LIMITED

MetaDesign China Limited's yearly Chinese New Year project allows it to express creativity and a passion for design. This year's edition sees a range of cute, lovable rabbits, a Pac-Man style send up, fuzzy bunny ears and graceful animal forms. The beautiful collection of cards is a brilliant edition to MetaDesign China Limited's unique approach to Chinese New Year celebrations.

BEST USE OF PACKAGING (PRINT AND CARD)



AJIDOU AND DES:GLORY DESIGN

Jewellery brand Guma Zhongwu (AJIDOU) worked with des:glory on a distinctive, tactile new packaging strategy. The range uses the brand's signature shapes to great effect in the pack design, with clever touches – like the VIP shopping bag and at-home jewellery basket – delighting consumers at every turn.

**HIGHLY COMMENDED
MONDELEZ SEA AND
COWAN ASIA PTY LTD**

Mondelez SEA's Kinh Do bakery and Cowan Asia Pty Ltd delivered a gifting set of mooncakes for the Chinese New Year that inspired a 'glow of festivity.'



GOLD

COFFEE COMMUNE AND METADESIGN CHINA LIMITED

Coffee Commune's objective is to champion the coffee growing and roasting heritage in Yunnan province. Oft-forgotten by the wider world, coffee is a key part of the province's agricultural industry. MetaDesign China Limited developed a packaging strategy that would unite the brand's heritage with its quirky personality. The pack designs use traditional woodcut illustration techniques and the Miao ethnic clothing style as the foundation of the illustrations. But they truly shine when the curious, fun coffee characters are allowed to roam across the labels.

The resulting system is united by a charming, warm colour palette and distinctive graphic style, while still allowing each product to have freedom of expression. One judge said, "The design strategy seamlessly weaves together various elements to create a comprehensive and compelling brand identity. It successfully conveys the message of empowerment, quality and community involvement, making it easy for both first-time customers and enthusiasts to understand and appreciate the brand's cause."



BEST USE OF PACKAGING (OTHER)

GOLD

DIAGEO INDIA AND BUTTERFLY CANNON

Diageo India's Godawan whisky wanted to firmly root itself in its local landscape. To do so, Butterfly Cannon developed an identity and packaging style inspired by the deserts of Rajasthan and the local flora and fauna found in the region. Sandstone and water-inspired colours sit alongside gentle, lovely botanical illustrations with a luxe, appealing blend of typefaces expressing each product's point of difference. In pride of place is the Godawan logo, the great Indian bustard.

The pack itself is stunning, but its purpose of protecting and preserving the local landscape to ensure the survival of the godawan bird takes this packaging design to another level. "Godawan stands out as a brand that effectively combines purpose-driven conservation efforts with mindful luxury. Its holistic approach, meaningful packaging and global impact make it a remarkable example of how a brand can drive positive change while offering a premium product," said one judge.



HEINEKEN GROUP TIGER BEER AND WHY BY LONSDALE

The Tiger Street Food (Heineken Group Tiger Beer) limited edition series was crafted to reaffirm the brand's connections to Malaysia through the country's unique street food culture. Why by Lonsdale crafted a visual style crackling with excitement, joy and delicious-looking food. This helped "create a visual and emotional connection with consumers," according to judges.

HEINEKEN VIETNAM BREWERY LIMITED COMPANY AND ELMWOOD BRAND CONSULTANCY

HEINEKEN's Bia Việt beer is a leading product in Vietnam, but it wanted to create a more premium feel for the brand. Elmwood Brand Consultancy took its inspiration from aspects of Vietnamese cultural heritage and the nation's flag to create a proud new visual identity. "The elevated and visually appealing design further cemented Bia Việt's position as a distinctive, aspirational and prideful choice among consumers," said one judge.





BRONZE

UNILEVER SEASON 365 AND SGK INC

Unilever's Season 365 skincare line had to express a simplicity in line with Japanese sensibilities, while also communicating the product's benefits. SGK Inc used a visual device inspired by the spines of books to divide each pack into white space and colour. This helps differentiate each product while maintaining a simple, elegant design ethos. One judge said this "offers visually appealing packaging that caters to the modern lifestyle of Japanese women."

**HIGHLY COMMENDED
PEPSICO DESIGN & INNOVATION –
LAY'S X STRANGER THINGS**

Ahead of Stranger Things' fourth season, PepsiCo Design & Innovation unveiled a themed Lay's design for the Thai market that features the 'upside down' to great effect on pack.



GP BATTERIES INTERNATIONAL LIMITED

Battery pack design is stuck in a specific formula of cardboard backing, plastic front with busy branding all over. Instead of simply opting for recyclables, GP Batteries International Limited decided to rethink the battery pack. It introduced a paper box shape that is printed with soy ink. It considered the optimum shape for stacking to reduce the space needed for shipping. It is even resealable to encourage people to keep track of the often-lost products.

With the sustainability message front and centre on the pack, the brand design is simple, easy to understand and elegant, achieving excellent standout from a sea of sameness on the shelf. One judge called it “well constructed and considered design with real impact on the environment.”



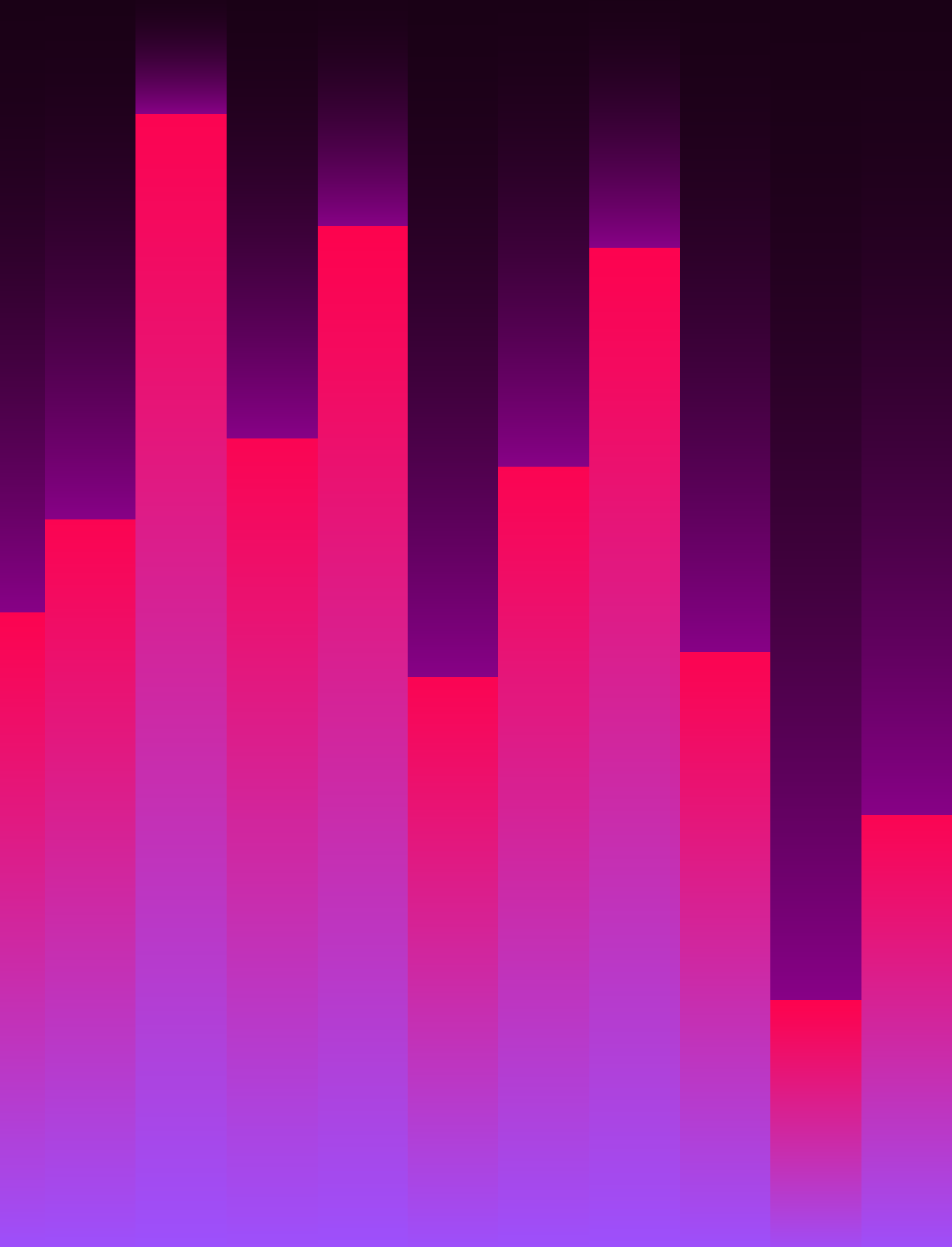
BRONZE

**PEPSICO DESIGN & INNOVATION –
PEPSI LABEL-FREE MULTIPACK**

To celebrate Earth Day, PepsiCo Design & Innovation introduced its first-ever label-free pack design for Pepsi products in China. Not only does this reduce the burden on manufacturers, it also ensures the entire bottle can be recycled through the same process, minimising the need for separating the plastic bottle from its label. This step forward for PepsiCo could be the start of a sustainable bottling revolution.

SECTOR

The background features a series of vertical bars of varying heights and colors, ranging from deep purple to bright pink. The bars are arranged in a way that creates a sense of depth and movement, with some bars appearing to be in front of others. The overall effect is a vibrant, abstract composition.





AAEDV (ASSOCIATION AZUR ENNE ENFANTS DU VIETNAM) AND CBA DESIGN

Franco-Vietnamese charity AAEDV (Association Azur enne Enfants du Vietnam) is dedicated to supporting children in the Mekong delta by providing for their educational, medical and financial needs. CBA Design wanted to create a brand that could connect with people outside the region and share the charity's vital work more broadly. But rather than arousing pity or sorrow, like many global children's charities, it focused instead on happiness and the successes the charity has had.

The new brand mark is a loving evolution from the original logo, but allows for greater flexibility. Two children join hands almost as in a paper chain, lending the identity memorability and an instant connection to the brand purpose. The mark is deployed across photos and touchpoints like a stamp or seal. The result is joyful, educational and primes the brand for greater awareness.



SILVER

DON'T THROW ME AND JUMP WEB SERVICES

Don't Throw Me is a circular economy app that needed to appeal to the public at large. Jump Web Services stripped back the brand to focus on its most crucial communicative elements, its green colour palette and a circular graphic device that communicates the brand's purpose effectively. A simpler user experience is now encouraging more people to upcycle, sell and donate their goods.



SILVER

UNILEVER LIFEBUOY AND WHY BY LONSDALE

Unilever Lifebuoy's collaboration with the Indonesian Cancer Foundation used a limited edition pack to inspire people to support the charity and donate their hair to wigmakers for cancer patients. Why by Lonsdale developed a lovingly illustrated style and boldly featured a bald female cancer survivor on the pack, making Lifebuoy the first Indonesian brand to do so.



JACKERY AND FUTUREBRAND

The global leader in outdoor power supply, Jackery wanted to better connect with customers and their needs, while reinforcing its sustainable products and purpose. To achieve this, FutureBrand took a step away from the tropes of the outdoor and adventure sector and instead focused on building Jackery into a lifestyle brand. The outdoor photography style calls for every photo to have a source of light within it. The brand's signature orange has been well complemented by sand and monochrome tones. A bracketed grid system provides consistency across brand touchpoints.

“The concept and strategy behind the brand identity refresh successfully breaks the mould of traditional tech and power supply products branding. The imagery, colour choices and graphic grid system are all well-executed and help create a consistent and cohesive brand look,” said one judge.



SILVER

**ESTI AND
HAUNS BRANDING
DESIGN&STRATEGY**

Energy storage developer ESTI worked with Hauns branding design&strategy to tell the story of its pioneering national power planning strategy. A modular graphic system allows for countless permutations across different communications, allowing ESTI the flexibility to reach all its target audiences. The strapline, 'creating the energy future' is an inspiring call to action that supports the brand in its mission.



UPPF AND HAUNS BRANDING DESIGN&STRATEGY

Car wrap brand UPPF had been focusing for too long on the points of differentiation of its materials. But, auto owners – the brand’s target audience – were driven more by performance and perception. To better cater to customer needs, Hauns branding design&strategy branding focused on ‘the power of protection.’ This positioning inspired a youthful, proactive visual identity that feels at home in the world of high-performance automobiles. Using technology-like visual cues and a glowing ‘F’ as a directional device, the brand immerses customers in its world and helps them better understand UPPF’s value.

Judges liked this “simple but bold solution” as it was able to connect on an emotional level with consumers, tap into industry cues and carve out a distinctive, ownable space for the brand to inhabit.



SILVER

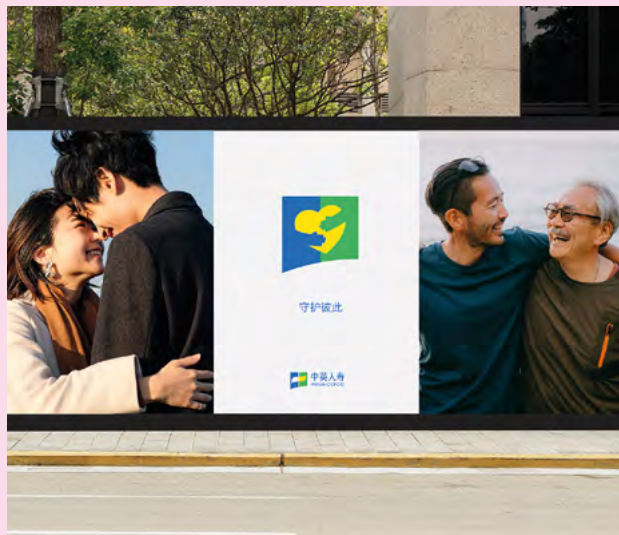
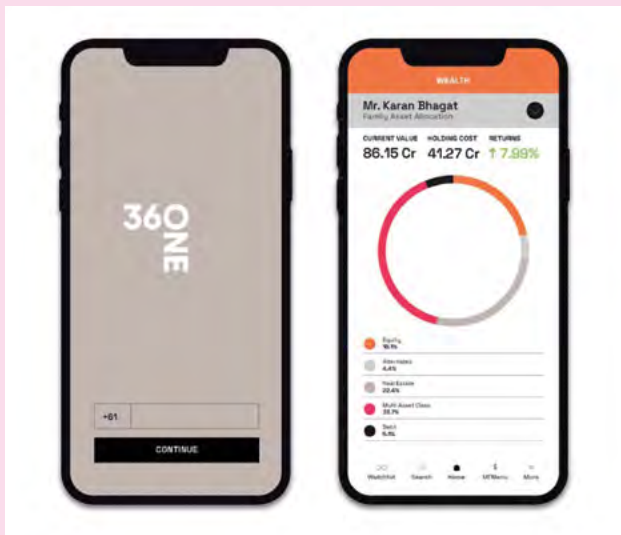
SEATRIUM AND PROPHET

Offshore and marine energy production company Seatrium was formed from a merger of two major players. Prophet developed the brand using maritime shapes and colours but delivering a mature and sophisticated corporate brand in the process.

**TRUST WITH
DESIGN BRIDGE AND PARTNERS**

Daily life in Singapore is a tale told by the entertainment industry and the media, often depicting a skewed sense of what Singaporeans actually experience. Trust wanted to tap into an authentic Singaporean character and develop a bank that would work for everyone. Design Bridge and Partners introduced an illustration-driven identity with vivid characters, charming playfulness and unusual colours. The result defies financial sector norms for something that is fresh and desirable.

It's a winning formula for customers too, who have embraced the digital-only bank with gusto. "Strategically, it works; it speaks to the audience it was intended for, as it's super approachable. I love the design system, unique colour combination, simple consistent usage of elements, the illustration that can be so localised. From a banking industry standpoint, it's definitely stepped out of the norm and away from the usual heaviness of bank branding which you see so often but still maintaining a level of credibility."



SILVER

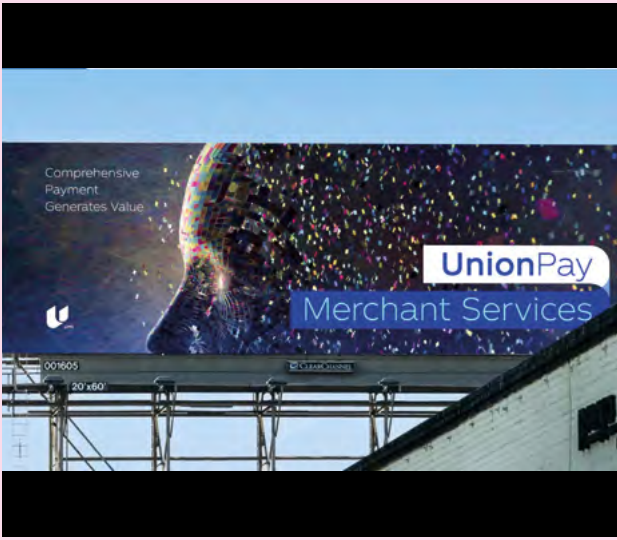
360 ONE

To stand out from staid, plain competitors, wealth and asset management company 360 ONE wanted to renew its focus on its clients. It worked to create an inspiring, graphically lovely brand founded in the positioning of ‘performance plus.’ Judges thought the result is simple, memorable and incredibly effective.

BRONZE

AVIVA-COFCO AND METATHINK CONSULTING

Insurance company AVIVA-COFCO worked with MetaThink Consulting to position the company as a partner for life. Replacing a hectic, disjointed brand world, MetaThink Consulting tapped into the simplicity of the AVIVA masterbrand but infused the new visual identity with friendliness and personality. Judges thought the graphic symbols were capable of delivering on the brand positioning in company communications.



UMS AND FUTUREBRAND

UnionPay Merchant Services (UMS)' brand was updated and modernised to create a sophisticated, relevant visual identity that allows for clearer communications and more versatile brand applications. Judges liked the blend of simplicity and textural richness that infuses the new UMS brand.



GOLD

KARTIKA SARI WITH DESIGN BRIDGE AND PARTNERS

Family business Kartika Sari had grown beyond its borders and the bounds of its existing brand. To retain its existing brand equity while also ensuring it remains fresh for new tastes, Kartika Sari worked with Design Bridge and Partners on a new brand. Stamp-style illustrations capture the essence of the brand's journey across Asia while illustrative nods to its signature banana puff pastry product communicate about its core product range.

The result is a retro-modern take on a classic brand that feels aspirational, fun and moreish. Judges loved the consistency across brand touchpoints, the style of illustration and the passion the stamps express for Kartika Sari's products and the places to which it travels.



HIRAW! AND M – N ASSOCIATES

M – N Associates developed the new visual identity for HiRaw!, a Vietnamese pet food brand specialising in raw meals. A pleasant blend of playful and carefully curated makes HiRaw!’s brand shine. Its signature packaging style and cute illustrations deliver “boldness, humour and compassion,” according to one judge, who adds, “It has struck a perfect balance, delivering the best for pets and their owners through a captivating brand identity.”



BUNDABERG AND REDFERN DIGITAL

Australian beverage brand Bundaberg worked with RedFern Digital to update its brand for the Chinese market. A digital identity was introduced, building out a world of gifs, stickers and sunny graphics to help Bundaberg make a bigger impact on young Chinese consumers. The result is approachable, adaptable and well-localised.



GOLD

COFFEE COMMUNE AND METADESIGN CHINA LIMITED

Coffee Commune's new brand is a brave, creative transformation that expresses the brand's personality, heritage and purpose in an elegant, appealing way. MetaDesign China Limited blended traditional Yunnanese woodcut illustrations with humorous and cute brand mascots to create memorable product packs. It also updated the tone of voice to better express this strategy verbally. The flexible, story-driven brand is a rich, immersive world that exhibits a passion for coffee, world-class design and Yunnan's agricultural tradition.

Judges loved it, with one saying, "MetaDesign China Limited demonstrates a profound understanding of the project through a bold approach to Coffee Commune's packaging and identity, crafting a captivating and emotional story. Particularly noteworthy is the fresh use of illustrations that vividly capture the culture of the highlands, breathing life into a saturated market with low differentiation."



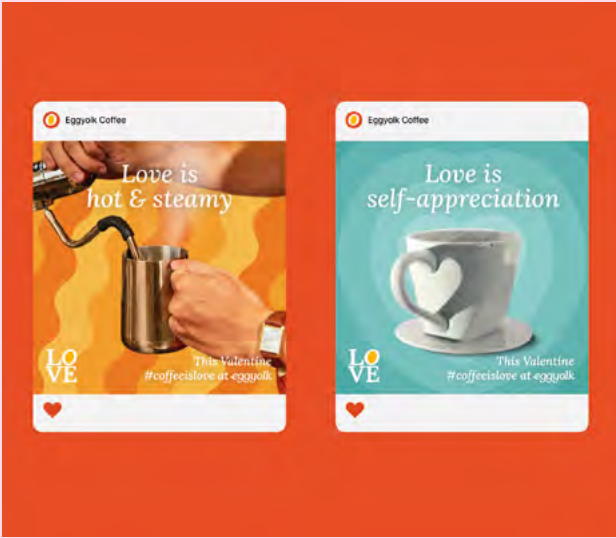
BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

GOLD

OKASANG AND TRIANGLER CO., LTD.

Wood ear mushroom drink OKASANG wanted to express a sense of balance and elegance in its new brand. Triangler Co., Ltd. united wellness and luxury cues to create something appealing and distinctive. The plastic pack design uses a square bottle – distinct from shelfmates' typical round bottles – with a wavy-edged label, representing the wood ear mushroom itself. This simple choice adds depth and texture to the brand.

One judge said, "Integrating modern life with classical aesthetics can often result in an incongruous outcome, but they've achieved a remarkable fusion. From the naming to the visual elements, every aspect precisely captures the restrained and balanced beauty of classical Chinese culture." Another added, "Triangler has successfully captured tradition in an appealing and refined manner, evident in the packaging, brand labels and a rich, fresh colour palette."



SILVER

EGGYOLK COFFEE AND HANDS COLLECTIVE VIET NAM

Hands Collective Viet Nam has delivered a sunny-side up success for Vietnamese coffee brand EggYolk Coffee. The joyful visual identity touches every element of the coffeeshop experience from the doorhandles to the utensil packaging and custom crockery. The result is warm, heartfelt, beautifully executed and lovingly nurtured, according to judges, one of whom added that it “embodies a contemporary spirit that reflects the coffee lifestyle and culture in everyday life in an appealing manner.”

BRONZE

FEATHER & BONE / THREE BUTCHERS AND KITH&KIN

Hong Kong-based butchery brand Feather & Bone’s own brand products Three Butchers needed a consistent identity that was clearly linked to the masterbrand. Kith&Kin simplified the brand, focusing on key distinctive visual elements. The brand shines on pack, with no-nonsense labels providing an elegant, upmarket artisan feel. One judge said, “Kith&Kin has brought a clear, more connected presence to Three Butchers, still reflecting the brand’s heritage but elevating it with a modern and upscale touch for both the product and the brand.”



BRONZE

**WUSU BEER (CARLSBERG CHINA)
WITH DESIGN BRIDGE AND PARTNERS**

Wusu Beer (Carlsberg China)'s strong launch petered off as it faced competition from other Chinese brewers. Design Bridge and Partners focused on 'Wusu hardcore' to create a powerful brand world that sees design elements leap off the pack. Judges thought the research into the brand's audience really paid dividends. One said, "I felt that they really nailed the idea of 'hardcore authenticity.'" The look and feel is heavily patriotic and quite loud and masculine, which works for Wusu's audience."

**HIGHLY COMMENDED
CARINO AND FUTUREBRAND**

Shanghai bakery Carino worked with FutureBrand to mix youthful, fun graphics and photography with European refinement. It's "bold, smart and tightly executed," according to one judge.

Siegel+Gale
Simple is smart.

Brands we have worked with



At Siegel+Gale, we create world-class
brand experiences through the lens of
simplicity





MEDCAPTAIN AND METATHINK CONSULTING

Medcaptain’s vast medical technologies help improve healthcare across countless areas of specialism and expertise. But its global expansion prompted a rethink of its brand. It charged MetaThink Consulting with developing a new brand to focus on the concept of being a ‘captain.’ It designed the M in the logo to resemble a pair of ships sailing in tandem to communicate innovation and progress.

The updated identity has been simplified, primed for digital touchpoints and presents a confident, human image of healthcare technology. The devices themselves have even been rebranded, receiving a pleasing treatment in the brand’s white and purple signature colours. One judge said, “The concept is simple yet strong, with visual elements that can be applied throughout the communications material.”



SILVER

UNILEVER (ACNESQUAD) AND PB CREATIVE

With a mission to ‘supercharge skincare,’ Unilever’s AcneSquad had to appeal to young people while following through on its promise. PB Creative helped it do so by developing a social-media friendly brand that unites clinical credibility with appealing style and a signature lightning bolt motif. “Effective and vibrant for the target audience,” said one judge.



SILVER

YUANSHEN REHABILITATION AND PINBRAND

The YUANSHEN REHABILITATION hospital wanted to communicate love and care for its patients. Pinbrand took this to heart by introducing a heart shape into the logo. It acts as a flexible brand device to communicate different things across the hospital’s many touchpoints. The bright, energetic photography and colour palette help create a positive environment that judges called “a well-thought through design system.”

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



BRONZE

XTALPI AND HAUNS BRANDING DESIGN&STRATEGY

AI biotech company XtalPi is using technology to significantly reduce research and development timelines, bringing vital, lifesaving drugs to market quicker. Hauns branding design&strategy communicated this visually by blending technology, DNA and healthcare cues into a flexible, ownable brand. Judges thought the strategy was well developed and will allow XtalPi to communicate more effectively.

BRONZE

ZYDUS LIFESCIENCES LTD. AND CONRAN DESIGN GROUP MUMBAI

Zydus Lifesciences Ltd. wanted to put the 'care' back into 'healthcare.' It consolidated its unwieldy brand and simplified its identity to allow for ease of communication and a warmer, more personable touch. Judges thought the challenge here was great, due to the vast existing brand, but it was handled deftly and elegantly by Conran Design Group Mumbai.

HIGHLY COMMENDED MINDSPRING AND DUOOOBRAND

Mental healthcare provider Mindspring worked with DuooooBrand on a positive, warm brand designed for families.



GOLD

UPPF AND HAUNS BRANDING DESIGN&STRATEGY

Vehicle wrapping brand UPPF is a leader in the industry, with a high standard of materials design. Its communications reflected its focus on materials science. But, consumers were more interested in their cars and the impact a vehicle film might have on them. Hauns branding design&strategy developed a strategy focusing on ‘the power of protection.’

Visually, this resulted in a high octane brand identity infused with automotive industry devices, resulting in a cool, performance brand. Judges thought the way the brand’s objectives were delivered by an effective execution of colour, visuals and typography was simple and elegant. One added that they “liked that it borrowed cues from the professional sports and race driving world.”



SILVER

**CISRI GROUP WITH
DESIGN BRIDGE AND PARTNERS**

CISRI GROUP wants to lead the materials science industry into the big data era. To do so, Design Bridge and Partners introduced a brand founded in ‘the power of unity.’ Blending the brand’s logo with materials science visuals creates cool, ownable brand assets. The resulting visual system is intriguing, distinctive and cleverly evocative.

BRONZE

CHIMEI AND DDG

Performance materials company CHIMEI wanted to showcase its longstanding commitment to sustainability in the industrial sector. It worked with DDG to create Ecologue using sustainability visuals blended with a speech bubble logo, to help the brand start a conversation around the future of materials science. This “helps the brand stand out and gives it an honest voice,” according to one judge.



GOLD

HSBC LIFE (SINGAPORE) WITH DESIGN BRIDGE AND PARTNERS

Life insurance branding can be either scaremongering or fussy and old-fashioned. It doesn't often speak to the needs of young people looking out for the future. HSBC Life (Singapore) wanted to reframe the discussion around life insurance while setting itself out as a leading player in the Asian market. To achieve this, Design Bridge and Partners crafted a brand with a distinct personality. Infused with intriguing, eclectic photography, HSBC Life (Singapore) has a clear point of view and message for its target audiences.

All the while, HSBC's signature brand simplicity helps to rein the quirkiness in and provide a sense of consistency across the brand touchpoints. Judges said it was "a dynamic transformation delivering a vibrant design solution that effortlessly upholds a consistent aesthetic in both digital and physical realms." One judge called it "delightful, distinctive and playful."



SILVER

LEADER AND SIEGEL+GALE

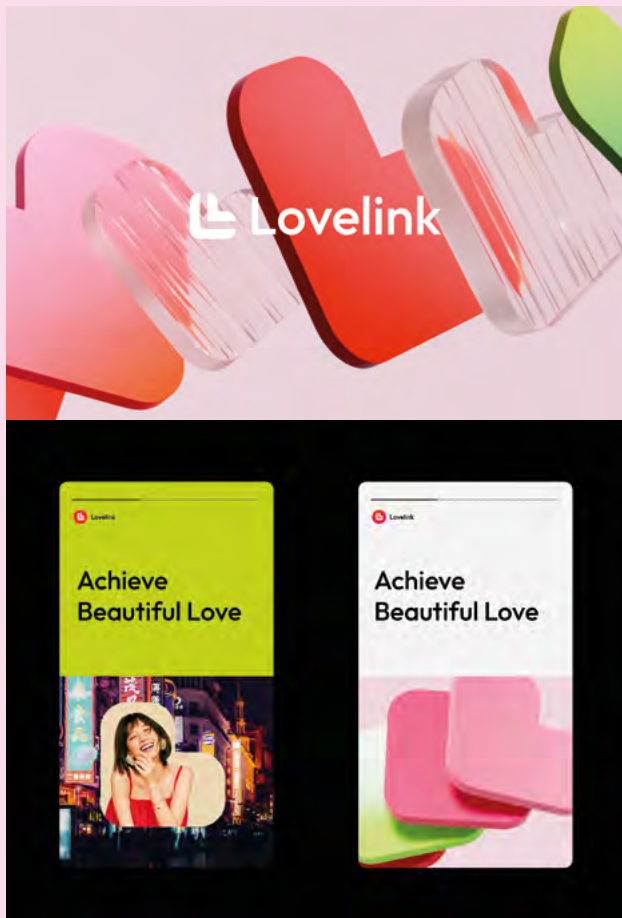
Leader Home Appliances worked with Siegel+Gale to resonate more strongly with a younger demographic. The previously sales-driven and confusing identity was transformed into a catalogue-like, social-ready look that is primed to take over the feeds of Gen Z audiences. A fun in-store concept and building block-like graphic style create “an effective evolution with a vibrant design solution that seamlessly maintains a consistent aesthetic across both digital and physical spaces,” said one judge.

BRONZE

SANXUAN AND DUOOOBRAND

Restaurant supply chain company SANXUAN and DuoooBrand focused on quality to position the company as a leader in its sector. The new identity is simple, memorable and focuses on the people using the product, not simply the products themselves. It’s a decidedly successful step forward, bringing the brand firmly into the modern era and positioning it as a major competitor in the food service supply chain.





GOLD

LOVELINK AND DUOOOBRAND

Lovelink is designed to support people in finding love, building relationships and celebrating the key moments along the way. Lovelink wanted to not only update its own image, but inspire a higher standard across its industry. DuoooBrand's concept of building links resulted in a double 'L' logo. The Ls are further shaped like hearts to infuse the brand with love. The system is simple, approachable and uses the strapline 'achieve beautiful love' to communicate its purpose.

One judge said, "I love the simplicity of using the two Ls representing two people as anchors for the whole visual system. The branding really makes it stand out as a company that is current, modern and understands the needs of the day as compared to its probably very traditional counterparts. If they keep up the consistency, it will become a very distinct brand."

GOLD

PING AN AND SIEGEL+GALE

Finance and healthcare services provider Ping An wanted to create a consistent, unified brand that could better suit its customer needs and provide a simpler user experience. The previous brand had little more consistency than its logo, deployed across a loud, crowded brand. Siegel+Gale turned the 'A' in the name into a windowpane device, allowing the visual identity to flex across any necessary touchpoint while still retaining a sense of coherence.

Judges thought the evolution to a premium, contemporary and simple brand is a mature development. One judge called this "a very strong and clean application, beautifully executed with excellent art direction." Another said, "The concrete and concise shapes make it easy for the audience to understand while the clear colours carry a universal message."



GDS AND METADESIGN CHINA LIMITED

Chinese data platform GDS wanted to sharpen its brand to pave the way for global expansion. MetaDesign China Limited shone a light on data services, by illuminating translucent blocks to evoke a sense of data storage, knowledge and understanding. “This is a massive step up for the brand and a fantastic use of a simple visual system supported by beautiful technology-infused brand assets,” said one judge.



TRIREC WITH DESIGN BRIDGE AND PARTNERS

Venture capital firm TRIREC focuses on decarbonisation. It worked with Design Bridge and Partners on a simple visual identity that shines in its use of typography to evoke the shape and feeling of offshore wind turbines. This “simple but impactful execution,” impressed judges who thought it was beautiful, artistic, refined and elegant. “A masterclass in how to produce a professional services visual identity,” said one judge.



BRONZE

YEAHKA AND SIEGEL+GALE

Payment technology platform Yeahka and Siegel+Gale crafted a minimal visual identity that draws the eye to the single point of inflection in every brand touchpoint. It is an effective way to communicate the brand's centrality to the global payments landscape. Judges thought the links between the identity, strategy and creative messaging were impressive.



BEIJING XIN LONG FU CULTURAL INVESTMENT CO. LTD. AND JWDC

Beijing's Long Fu temple is a site at the centre of the city's cultural and political history. It has long stood as a meeting point between cultures and realms of activity. JWDC harnessed this heritage while delivering a fresh, contemporary brand that will see the location evolve in the future. A simple, graphic visual identity allows for flexibility across different touchpoints while also leaving space for partners, residents and stakeholders to sit comfortably alongside it.

The instantly memorable visual identity was a favourite with judges who said, "It brilliantly captures the essence of Long Fu's rich history and its role as a cultural landmark in Beijing. The logotype's design, echoing the narrow lanes and plazas of Beijing's ancient courtyards, adds a nuanced touch to the identity. The choice of brand colours, with imperial yellow and grey, not only pays homage to historical significance but also connects deeply with the local heritage."



SILVER

BEIJING DAXING AIRPORT CITY AND METADESIGN CHINA LIMITED

Beijing Daxing Airport City worked with MetaDesign China Limited to create a place in the sky and on the ground for the new infrastructural development. The identity is expertly crafted to reflect its unique space at the junction of three Chinese provinces. It is bold, exciting and has an inherent functionality that will allow it to shine in implementation.

BRONZE

PROPERTYGURU WITH DESIGN BRIDGE AND PARTNERS

PropertyGuru's new brand had to support its development and international expansion. Design Bridge and Partners retained core elements of the brand – like its guru-based positioning and signature red – while infusing the brand with an air of professionalism, trust and valued partnership. Judges loved the property-like visual cues used in the illustrations and the friendly, warm photography style.



XPPEN AND SIEGEL+GALE

Digital art product brand XPPen exists to support artistic expression. But, its own brand was failing to inspire and relied more on product promotions than branded communications.

Siegel+Gale crafted a brand infused with self-expression, artistic character and bold, brave colours. The X in the logo is replaceable with different artistic renderings of the shape, allowing the logo to flex across different applications and audiences. The brand's typeface was simplified, prioritising legibility, and the brand world is fleshed out with rich colours, simple graphic lockups and appealing product photography.

The bright colours act as a great product differentiator in the category while judges also praised the “cohesive identity that ties the brand touchpoints together.” One judge called the brand transformation “surprising” for its personality, artistic expression and modernity.



SILVER

NVC AND SIEGEL+GALE

LED lighting brand NVC needed its industry-leading products to shine through fierce category competition. Siegel+Gale took a boring, bland brand and infused it with starlight, transforming the V in the logo into a beam of light reaching as far as the starlit sky. The contemporary photography style and interesting graphic language support this elegant brand update.



BRONZE

RIOTLILY AND INTERBRAND

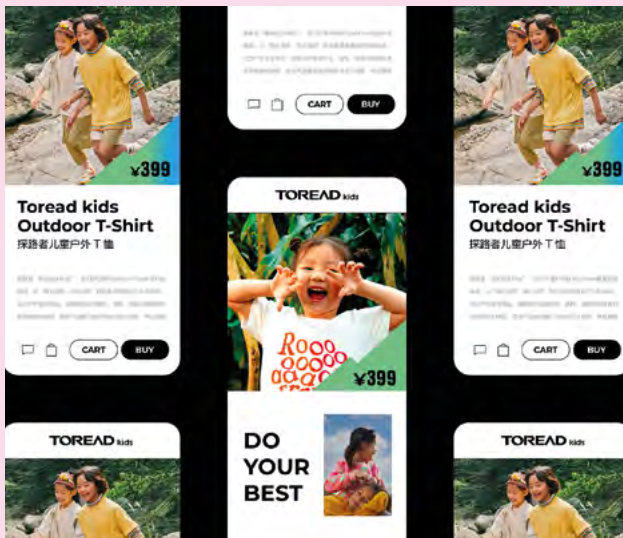
Riotlily wanted to ensure its brand spoke to notions of female elegance, cultural and artistic depth, and independence. It worked with Interbrand on a new identity with a premium feel. The new brand transforms the accessory company's personality, lending it an ownable in-store look, luxury packaging design and aspirational typeface.



**MANDALIKA GRAND PRIX
ASSOCIATION AND
CELSIUS CREATIVE LAB**

As it prepared to host a MotoGP event, Indonesia developed the Mandalika racing circuit while also promoting the region as a destination for tourism and investment. The Mandalika Grand Prix Association uses the monogram MDLK to create its logo. Celsius Creative Lab expanded out this logo development into a visual identity rich with patterns and colours. The exciting brand world is flexible and eminently suitable for the development of further brand touchpoints.

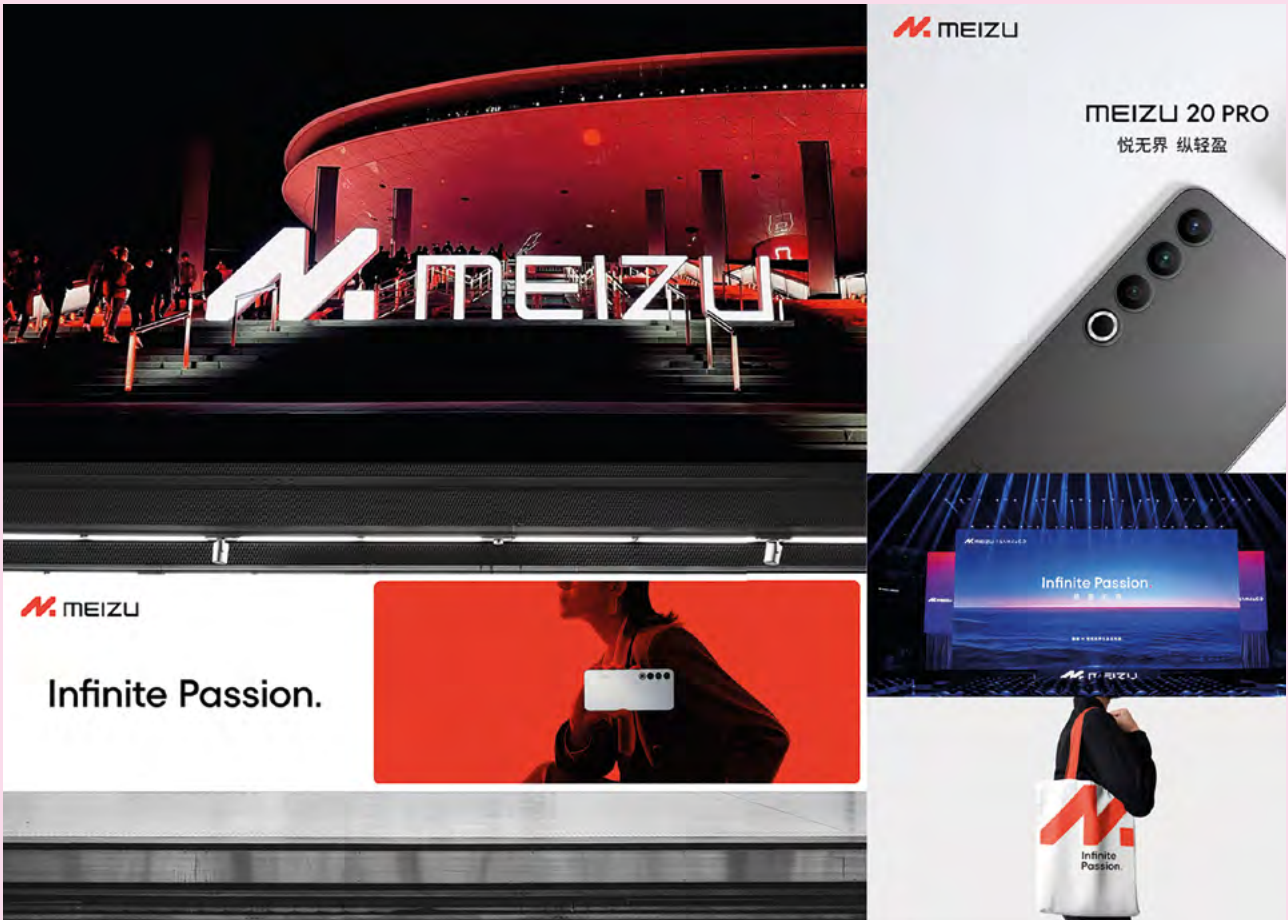
Judges thought the brand was well designed for the sporting sector, praising its consistency and ownable nature. One said, "This might be one of the most intricate font combinations I've seen, with a highly refined design featuring layered alphabets and well-chosen colours."



SILVER

TOREAD KIDS AND DUOOOBRAND

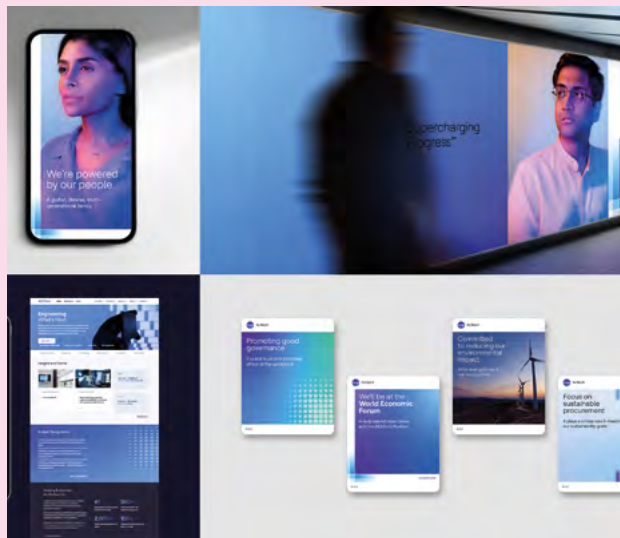
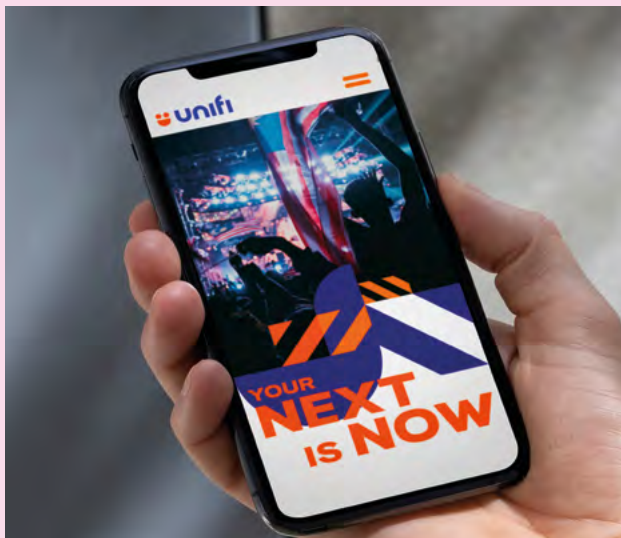
Chinese clothing brand TOREAD kids worked with DuoooBrand on a range of quality outdoor clothing for children. Inspired by the use of ‘polar technology,’ the brand uses alpine visual cues and fun lifestyle photography alongside a simple, impactful graphic system. Judges liked the simplicity of the brand as it helps to elevate the category of performance childrenswear.



MEIZU AND SIEGEL+GALE

A smartphone manufacturer dedicated to a simple user interface, MEIZU wanted to unite the spirit of innovation with a sense of possibility. Siegel+Gale achieved this through a brand positioning of ‘infinite passion.’ A signature burnt orange colour reflects that ethos while the brand world is fleshed out in clean lines, monochromes and captivating photography.

Launched in March, MEIZU is now primed for an international rollout, to bring its ambitious quest for simplicity to global users. Judges found this to be an excellent, dynamic visual identity, with one saying it “conveys technology and expertise.”



SILVER

UNIFI WITH DESIGN BRIDGE AND PARTNERS

Malaysian telecoms company Unifi worked with Design Bridge and Partners to consolidate its brand, building a strong, dynamic and youthful masterbrand and a simple brand architecture. Punchy colours and a street art-like graphic language help Unifi to stand out from the crowd. One judge said, “it looks bold, young and vibrant, with a lot of legs and flexibility in executions on different platforms.”

BRONZE

HCLTECH AND SOMEONE

HCLTech’s mission to ‘supercharge progress’ was brought to life by SomeOne through intimate portrait photography, warm gradient patterns and a clear graphic language. Judges thought this was creatively well developed, with one praising the “creative execution and sophisticated adaptation across a wide range of touchpoints.”



BRONZE

INFINIX MOBILITY LIMITED AND MUBIEN BRANDS S.L

Infinix Mobility Limited's brand world was expanded by Mubien Brands S.L through the implementation of its distinctive bespoke typeface across its visual identity. This helped shape it into a premium player in the technology market while retaining a vital brand touchpoint. The result is a "fresh, clean adaptation," according to judges.

BRONZE

KIOTVIET AND BRATUS AGENCY

Sales management company KiotViet wanted to retain its market-leading position and compete against global players making inroads into Vietnam. Bratus Agency clarified its brand and user experience, crafting a series of ownable icons that help refine the company's communications. The improved user interface and brand communications was a successful humanisation of a complex brand, according to one judge.

HIGHLY COMMENDED XTALPI AND HAUNS BRANDING DESIGN&STRATEGY

XtalPi and Hauns branding design&strategy blended genomics, technology and AI to create a futuristic biotechnology visual identity.



GOLD

**ALVA WITH
DESIGN BRIDGE AND PARTNERS**

To not only introduce electric to the two-wheeler vehicle category, but also to change perceptions of electric vehicles themselves in Indonesia, EMI needed a bold proposition. It worked with Design Bridge and Partners to create ALVA, inspired by Thomas ALVA Edison, a brand designed to be revolutionary, aspirational and electric, literally and figuratively.

The brand's logo is a split circle with a lightning bolt through it, a brilliantly designed rendering of Alva's spirit.

A primarily black and charcoal visual identity helps deliver on the brand's intention to become a cultural icon.

One judge said, "Great idea, stellar execution and spot on cultural relevancy in delivering a positive impact on society through sustainability. Congratulations!"

Another said it's "clever and effective. The simplicity stands out!"



SILVER

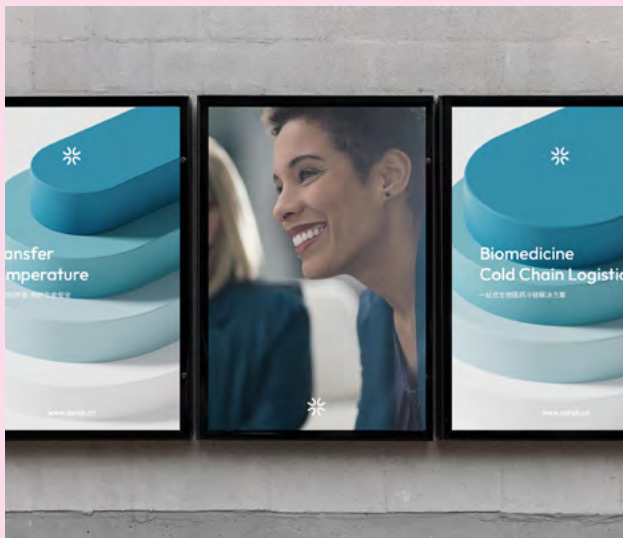
GELY AND METADESIGN CHINA LIMITED

Chinese auto manufacturer Geely worked with MetaDesign China Limited to expand its family of brands, positioning the new Galaxy make as a premium brand in its family. The visual identity capitalises on the imagery the Galaxy name evokes, yielding an appealing colour palette of space greys and deep sky blues. Judges loved it, calling it “well polished and premium.”

BRONZE

G7 CONNECT AND PROPHET

The merger of G7 and E6 created G7 Connect, a brand intending to change freight and logistics for the better. Prophet helped it along its journey by creating an elegant, functional new brand that has inbuilt ties to the road, while forging a fresh path ahead for the company. One judge said it was an “effective combination of the two brands,” praising the link between the visual identity and the company’s purpose.



BRONZE

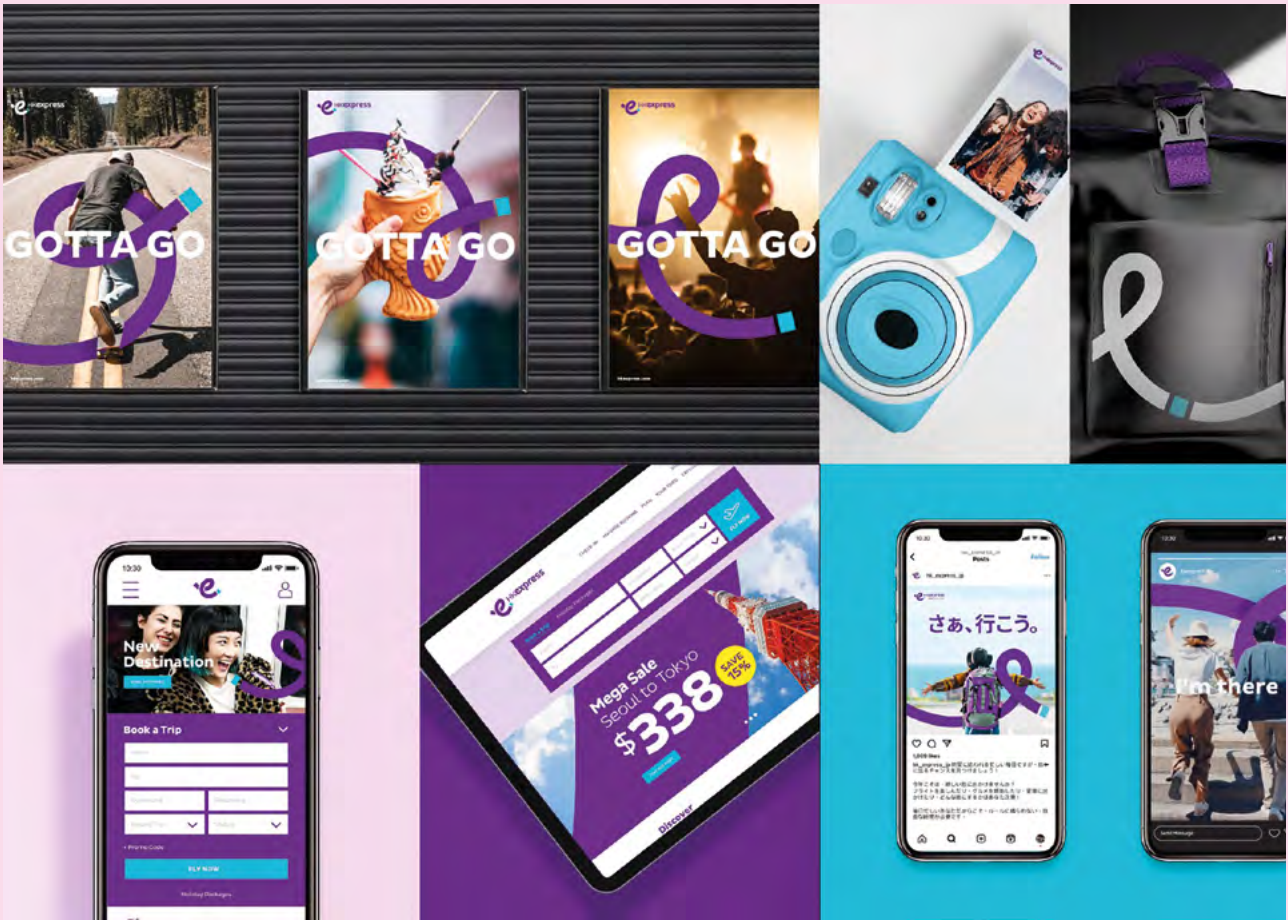
SHENGSHENG AND DUOOOBRAND

Cold logistics provider Shengsheng wanted its brand to exude warmth and welcome to customers. DuoooBrand met this challenge with an icy colour palette, laidback portrait photography and a simple graphic style that avoids chilliness. The result is a juxtaposition of cold and warm, in just the right way.

HIGHLY COMMENDED

FAW AUDI WITH METADESIGN CHINA LIMITED AND SAATCHI & SAATCHI BEIJING

FAW Audi with MetaDesign China Limited and Saatchi & Saatchi Beijing streamlined the Audi brand for the Chinese audience, creating something entirely new and appealingly aspirational.



HK EXPRESS AND LANDOR & FITCH

To foster expansion in the post-pandemic world, budget airline HK Express needed a brand that would enable it to fly high. It wanted to inspire travellers seeking a personalisable journey, particularly those who use travel as a means of self-expression. Landor & Fitch's strategy, based around the phrase 'Gotta go!', uses a sense of motion to build out a vibrant, expressive brand world.

Fun travel photography helps bring the brand to life, while a warm colour palette of purple and blue inspires a sense of friendly reliability. Judges thought the strapline and bold design helped achieve the brand's objectives by inspiring an urgency to travel and explore the world.



SILVER

ESCAPE PLANET AND HAUNS BRANDING DESIGN&STRATEGY

Escape Planet is dedicated to cultural tourism, intent on encouraging young city-dwellers to travel beyond top tier city centres. Hauns branding design&strategy developed a sinuous visual style alongside a rich, autumnal colour palette and inspiring nature photography. The result is well-targeted to the audience and features a “good use of typography,” according to one judge.

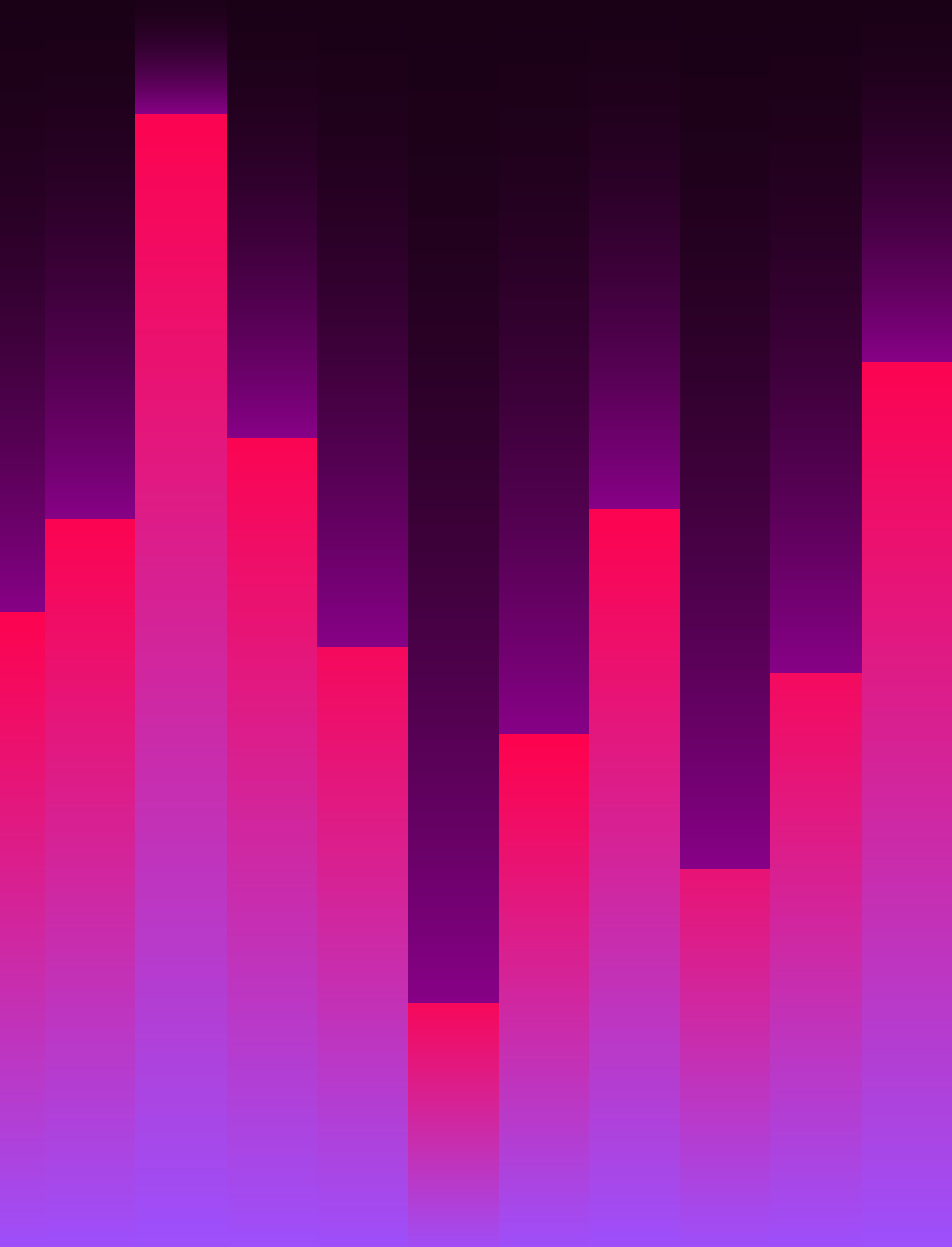
BRONZE

RISSAI VALLEY, A RITZ-CARLTON RESERVE WITH DESIGN BRIDGE AND PARTNERS

Ritz-Carlton Reserve’s Sichuan escape, Rissai Valley, needed to blend Tibet’s unique culture and landscape with the umbrella brand’s signature luxury style. Design Bridge and Partners crafted a typeface inspired by Tibetan script, which works well in collaboration with the stunning landscape photography and stylish amenities and on offer at the resort.

SPECIAL RECOGNITION

The background features a series of vertical bars of varying heights and colors, ranging from deep purple to bright pink, creating a rhythmic, abstract pattern.



**THINH NGUYEN –
HANDS COLLECTIVE VIET NAM**

In the Vietnamese branding landscape, strategy work often plays second fiddle to design. Thinh has made it his mission to champion the value of brand strategy, ensuring companies understand their pragmatism, value and relationship to creativity. His ambition is to enable smaller brands to benefit from world-class strategic thinking. And he has achieved this in his work at Hands Collective Viet Nam.

This year, his leadership in developing the Eggfolk Coffee brand has seen it take home a Gold and Silver award. The Eggfolk Coffee strategy transformed Vietnamese coffee from a copycat of western brands into a category distinctive and localised in its own right. It's Thinh's excellent strategic thinking and his championing of brand strategy that caught the attention of judges. One judge said, "A champion for the discipline of strategy, Thinh is clearly working hard to elevate the role of strategist. Another said, "His strategic approach feels liberating and unconventional, uniting cultural empathy and ability with strategic flexibility; making an impact beyond the work."



WINNER

**MURIEL SCHILDKNECHT –
WHY BY LONSDALE**

Muriel has built a career in packaging design and branding by fostering creativity, whether that's in support of Singapore's creative economy or through mentoring young artists or fostering her own agency's growth. Her work with students has propelled her to the forefront of global brand design expertise. She excels at getting to the heart of the customer and truly understanding what makes them pick up a product. That dedication to the audience has led to the success of several brands, including in this year's awards, LUX, Heineken Group Tiger Beer and Unilever Lifebuoy.

Judges were impressed by Muriel's commitment to the branding industry's future. Her "larger vision for building up the future generation" and her development of her own team proved her tireless efforts have not gone unnoticed. Judges praised her branding nous, but thought it was Muriel's overall contributions to the creative industry that make her a worthy recipient of this year's 'Creative director of the year' award.



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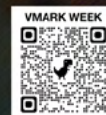
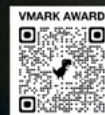
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WINNER

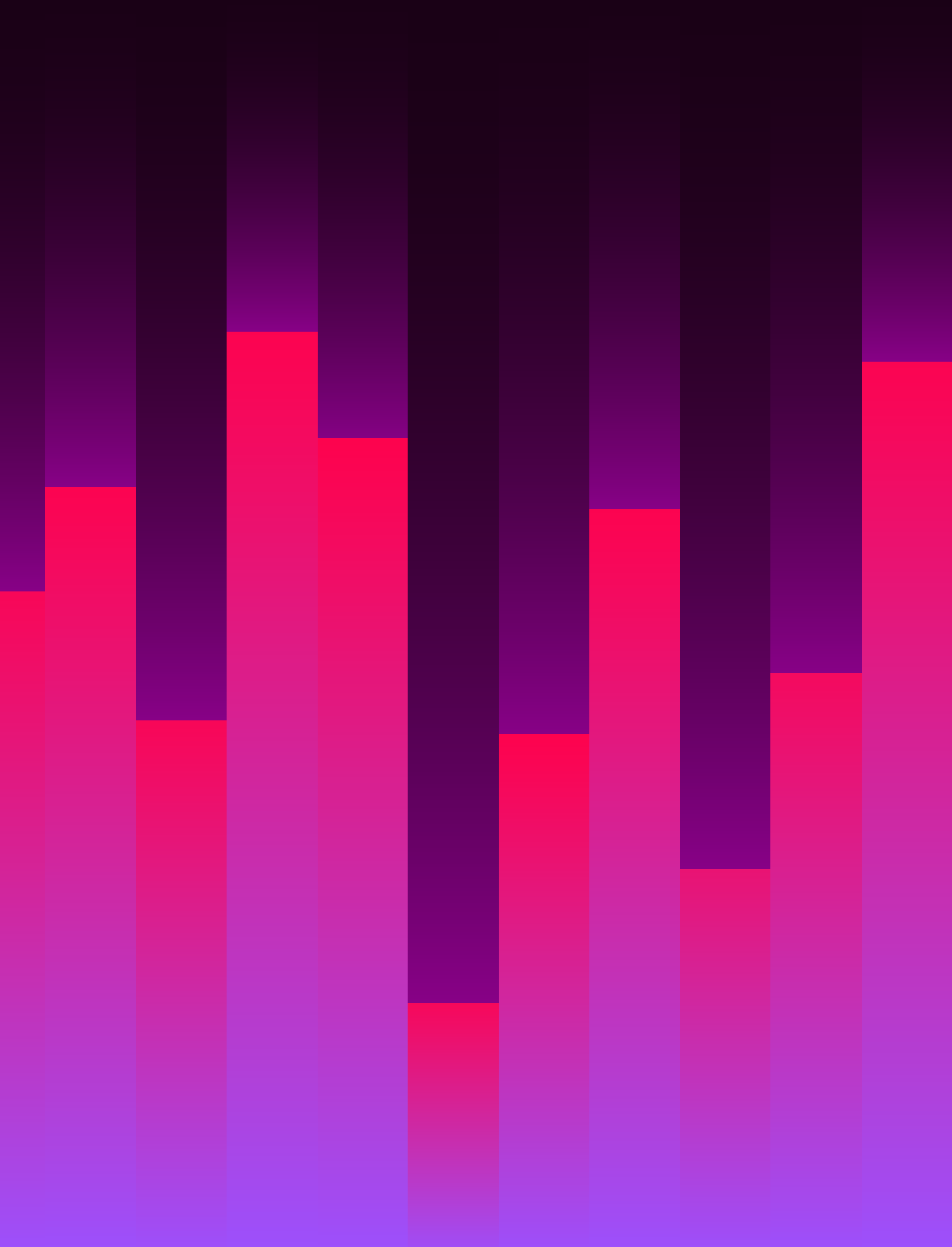
HUGO WONG – LANDOR & FITCH

Hugo is known at Landor & Fitch for creating unexpected connections in crafting brand strategy. His unending knowledge and enthusiasm for his work and the agency have made him a firm favourite among colleagues. Hugo has also put his data analysis, creative and visual skills to use in developing brands for clients like DBS Bank and The Hong Kong Jockey Club, both of which have won Gold awards this year.

Judges thought Hugo's "good progress and good vibes" were an indication of his "incredible growth trajectory" and ability to connect with clients and achieve excellent outcomes. One judge said Hugo was "a clear standout," who "exudes energy and enthusiasm and has earned the confidence of his team." Another added that his "great contribution to the culture of the business and the clients that he has worked with" showcase his creativity and future potential.

The background consists of several vertical stripes of varying widths and colors, including shades of purple, pink, and magenta. The stripes are arranged in a way that creates a sense of depth and movement. A white text overlay is positioned on the left side of the image, reading "GRAND ACCOLADES".

GRAND ACCOLADES





BEIJING XIN LONG FU CULTURAL INVESTMENT CO. LTD. AND JWDC

Long Fu temple in the heart of Beijing has stood since the 15th century. But its significance and use over the centuries has changed, catering to the needs of Beijing's residents, leaders and businesses. Now, 2023 is the start of a new era for the historic site. In its latest incarnation as a multiuse development, encapsulating art, culture, business, tourism and events, it needed a brand to help it remake its place in Beijing's cultural landscape.

JWDC developed a modern interpretation of the site's shape when developing the logo. Using a colour dubbed 'imperial yellow,' inspired by emperor's robes in ages past, the brand seamlessly links Beijing's history with its present. A series of graphic patterns allows the brand to shine in implementation, while still retaining space for partners to co-brand. The new identity is only a starting point as Long Fu temple's life begins anew. Its flexibility and freedom to adapt will see it in good stead as it establishes a new place brand in Beijing's cultural centre.

Judges unequivocally loved it. "The visual identity of Long Fu temple serves as a testament to the pinnacle of artistic brilliance and cultural significance. It expertly encapsulates the heart and soul of Long Fu, an esteemed cultural treasure within Beijing's borders," said one. "This visual identity stands as an exemplary showcase of how design and branding can not only safeguard cultural heritage but also propel it into the future, weaving a captivating narrative that embodies the essence of Long Fu temple as an outstanding place brand and a source of national pride." The loving commitment to heritage and skilful understanding of the need of a place brand see Beijing Xin Long Fu Cultural Investment Co. Ltd. and JWDC take home the coveted 'Best overall visual identity' prize.

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COFFEE COMMUNE AND METADESIGN CHINA LIMITED

Coffee branding can fall prey to cliché. The tone is defined by a seemingly global commitment to adhere to a restrained colour palette of earthy tones and a subtle, cosy refinement. But coffee isn't boring. And, if Yunnan province has anything to say about it, coffee is distinctively Chinese. Coffee Commune set out to change the nature of coffee branding by making a strong statement about agriculture, provenance and quality.

It worked with MetaDesign China Limited to bring this ambition to bear in a rebrand that showcases unparalleled creativity, a stunning illustrative design system, a charismatic tone of voice and a strategy that puts the coffee cultivators of Yunnan at its heart. The result is simply lovely. It both nods to and eschews the clichés of global coffee branding while bringing to life a unique story of Chinese coffee growing, roasting and drinking.

The brand won judges over too, with its "friendly," "sophisticated," "fun," "smart" branding. They praised its naming system and tone of voice and its woodcut illustrations. One judge said, "It successfully conveys the message of empowerment, quality and community involvement, making it easy for both first-time customers and enthusiasts to understand and appreciate the brand's cause." Another added, "The design is really distinctive to the coffee category, looks very handmade and the illustrations are charming and add unique value and distinctiveness." The mastery and skill on display here make Coffee Commune and MetaDesign China Limited the deserving winners of this year's 'Grand prix' award.



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