

TRANSFORM AWARDS EUROPE 2024



transform
awards

WINNERS
BOOK

Me: An ad? What? Me? What do I say?

Alter ego: I don't know! How about "We're an award-winning branding and design agency?"

Me: But everybody says that. There must be something more compelling than that?

Alter ego: Okay then, how about "We're an award-winning branding and design agency, helping to transform clients' businesses?"

Me: Ooh, I see what you did there! I like the link with Transform. Very good. But it's still a bit dry. We're not dry are we?

Alter ego: Good grief no! Okay, I've got it... "We create those penny drop moments that connect with your audience."

Me: Is there something about how we do that? Can we include something about our audaciousness?

Alter ego: Hmm. I guess so. "Kimpton Creative – audacious creativity that chimes with your audience."

Me: Nah. Too wanky.

Alter ego: Argghh! Make your mind up! I thought clarity of thought was your strong point?

Me: It is, we'll get there, we just need to push it around a bit more. Tell you what, I'll pop to the loo, that always helps.

Alter ego: Okay, while you're there, I'll think again.

...Two minutes later...

Me: Aha! See, always works, I've got it. What we need is some proof that what we do works.

Alter ego: Okay..... Do we have any?

Me: Of course we do! What about when we increased visitor footfall by 46% in one year?

Alter ego: Oh yeah. What have we got that's more about profits?

Me: Umm... we helped increase a property company's profits from £10.8m to £98m in two years.

Alter ego: Oh yes. That's pretty powerful. How much did we get paid for that? But how on earth do we get that into a sentence about us?

Me: Good question. Maybe something like: "We effect change that will boost your fortunes."

Alter ego: Interesting double entendre there. I like it.

Me: Who's going to be looking at this book anyway?

Alter ego: Well, mainly our competitors I guess.

Me: What!? Oh FFS!

Alter ego: Calm down. It's bound to be read by normal people as well.

Me: Okay, well anyway, this is an awards book. Does that give us any clues?

Alter ego: I know: how about "We're an award-winning branding and design agency?"

Me: Perfect!

Kimpton Creative... We're an award-winning branding and design agency.

kimpton

kimptoncreative.com

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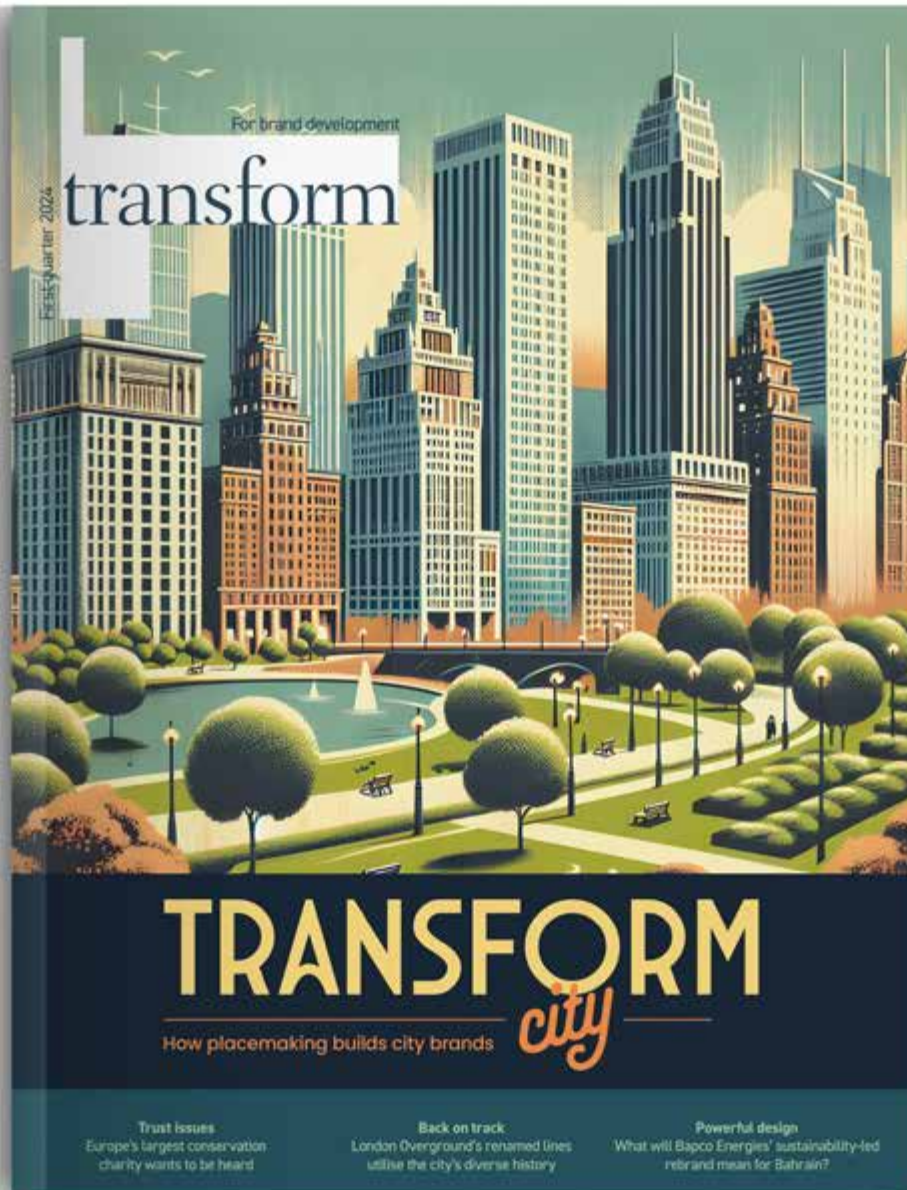
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JACK COUSINS
EDITOR
TRANSFORM MAGAZINE

Note from the editor

It's incredible to look back at old Transform winners books and see how much has changed. Our first Transform awards evening, held 14 years ago, featured just 23 categories. Jump forward to 2024 and we have 62 categories and a mighty shortlist to match.

This big change is a direct reflection of the branding world itself, and just how seismically important brand design now is throughout the continent. It is an indispensable tool to affect change for organisations small and large. But it also underlines the impact of technological and culture changes. You'll notice, for instance, the expansion of our audio category this year, nodding to the undoubted brilliance and increasing success of sonic branders in Europe.

Look around the room here at the awards evening and you will see both colleagues and competitors. Above all, you will be looking at the very best brand strategists and designers in Europe and Transform is delighted to welcome each and every one of you.

So, congratulations to all our winners. Your work continues to redefine the boundaries of what is possible in brand design and we look forward to seeing how you further evolve it over the coming years.

MEET THE JUDGES



GABRIEL I AGÜERO
MUSIC PRODUCER
AND CO-FOUNDER
DROP MUSIC BRANDING

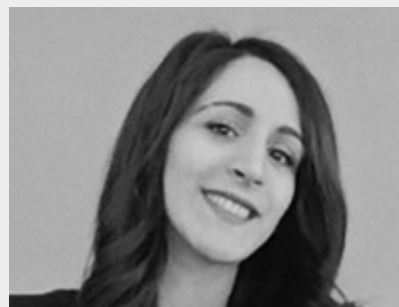
JUDGE – AUDIO BRANDING

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



MARC ATKINSON
HEAD OF DESIGN AND BRAND
SOUTHBANK CENTRE

Marc leads the in-house design studio at London's Southbank Centre, the UK's largest cultural centre. The team has a very broad remit, from signage and wayfinding to campaigns for Hayward Gallery shows, and all major seasons and events including Summer, Meltdown and Classical. They act as brand ambassadors, responsible for everything design-related on site, as well as much of it off. Prior to this he co-founded several of his own design studios, working primarily within the art, design, culture and charity sectors, for clients such as Arts Council England, British Heart Foundation, Central Saint Martins and Nike.



MIRIAM BAKKALI
SENIOR BRAND MANAGER
NESCAFÉ AT NESTLÉ

Miriam is the senior brand manager at Nescafé, the world's leading coffee brand, part of Nestlé – the biggest food and drinks company in the world. With over 10 years' experience in marketing and brand building working on both agency and client side across UK and Europe, she has undertaken great brand challenges. This has included exciting new product development, creating new brands and new communication strategies across different categories and brands such as Cheerios, Lion, Müllerlight and Nescafé.



DAVID BENNETT
CREATIVE DIRECTOR
OPX STUDIO

JUDGE – SPECIAL RECOGNITION

David is creative director at OPX Studio, with a career spanning more than 25 years. He has worked with the likes of McKinsey & Company and Arup, activist brands such as VENT and Ekō, public sector organisations such as Arts Council England and Design Council, through to charities and not-for-profits like Turn2us and Reset. He is host of the Create great podcast, a series of conversations with creative people from different backgrounds, disciplines and schools of thought. He also curates visuelle.co.uk, an online showcase of the best international design, followed by over 164,000 designers around the world.



SILKE BOCHAT
GLOBAL HEAD OF DESIGN
WELEDA

Silke is a design executive with over 20 years of international experience in FMCG and non-FMCG corporations such as PepsiCo, Mars, Beiersdorf, Vodafone and Colgate. Since 2011, she has focused on design leadership developing approaches, frameworks and instruments defining how to integrate and scale design successfully within ambiguous organisations. She has won awards for both the way design has been integrated in organisations as well as for its outcome. Silke is a seasoned leader, strategist and system thinker, with diversified experience having worked at agencies and corporations, headquarters and regions.



CHRIS BOOTH
ASSOCIATE CREATIVE DIRECTOR
LEGO GROUP

With over 25 years of industry experience, Chris joined the LEGO Group 14 years ago as a graphic designer and illustrator and is currently associate creative director for the LEGO Agency (EMEA). Over the years he's worked on almost every creative aspect of the business, from designing brand identities and integrated campaigns to building digital experiences and virtual 3D concepts. As part of the EMEA leadership team, he has a close eye on design trends, the future of play and how technology and AI is changing the creative landscape.

MEET THE JUDGES



TREVOR CHAMBERS
CREATIVE DIRECTOR
TSB BANK

Trevor is a senior executive level creative with over 30 years of industry experience on both agency and now client side at TSB Bank. He is experienced in brand and product ideas, creative strategy and visioning, brand management, advertising on TV, radio, OOH, press, digital and social content. His awards include BIMA, Campaign Digital, DMA, IPA, Revolution and NMA.



BABAK DAEMI
HEAD OF GLOBAL MARKETING
WARMUP PLC

Babak has over 15 years of marketing experience in the sustainability sector, specialising in strategy, brand and campaign planning. Working across the full supply chain of renewable energy and sustainability has seen Babak's role evolve from working with disruptive technology, using attention grabbing campaigns, to mainstream energy efficiency, switching focus to ROI-driven strategic marketing. Babak joined Warmup PLC to drive the business mission to change the way people heat their homes. He oversees all marketing from the global digital presence to POS, while introducing a layer of lead-generation to create measurable ROI that will fuel future brand marketing comms.



JULIET DAWSON
SENIOR BRAND MANAGER
GUINNESS WORLD RECORDS

Juliet is the senior brand manager at Guinness World Records (GWR) where she forms part of the team responsible for brand guardianship, as well as devising and communicating the vision and strategy for the GWR brand. Her remit includes the creation and delivery of brand assets, processes and training across GWR's offices in London, New York, Tokyo, Beijing and Dubai.



JULES DOYLE
GLOBAL HEAD OF CREATIVE
FORMERLY THE BODY SHOP

Jules' background is in advertising, where she has worked on brands large and small to create campaigns that produce world-class content and storytelling. She has a passion for mentoring young creatives and has even won a Transform Award herself! Jules previously worked in-house at The Body Shop.



LIAM FARRELL
CO-OWNER AND
CREATIVE DIRECTOR
UNISONO

JUDGE – SPECIAL RECOGNITION

Liam's 25-year creative career has earned him 113 international awards so far, including 75 at Transform. His agency experience includes roles with UK agencies Amaze, Attik and Saatchi & Saatchi; he is now creative director and co-owner of Unisono, an acclaimed branding Bahrain-based consultancy, where he practices his particular 360° approach to strategic creativity. Part writer, mostly designer, Liam's experience includes gigs with: Abu Dhabi Islamic Bank, Citroën, Design Week, Entrepreneur Magazine, Fremantle Media, Gulf Monetary Council, Lexus, Porsche, SsangYong, The NHS, Toyota and VW.



RAFAEL FLORIÁN
DESIGN DIRECTOR EUROPE
THE COCA-COLA COMPANY

Rafael is a Colombian industrial designer with over 15 years of experience leading brand-building projects, design initiatives, communications strategies and partnership collaborations in the creative industry. From Latin America to Europe, with knowledge of different consumer and business perspectives, Rafael's primary focus at The Coca-Cola Company involves crafting and leading consumer-centric design solutions, integrating both physical and virtual brand expressions, creating meaningful experiences and custom solutions for brand identity systems, packaging, retail environments and digital products. This ensures rich, seamless customer interactions at every touchpoint, all the while aligning design excellence with market needs.

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MEET THE JUDGES



HSU-YING FULLICK
CREATIVE DIRECTOR
LANDOR

Hsu is creative director for Landor in London and a dynamic force in turning strategic insights into striking creativity. She brings rigorous creativity, attention to detail and a passionate approach to design. She is all about the 'idea', creating solutions that expand beyond the required brand assets. Hsu takes a truly integrated approach, and her solutions span 2D, 3D and beyond. Whilst at Landor, she has led the creation of compelling and engaging stories for some of the world's more enduring brands.



KYLIE GOULD
FOUNDER AND CREATIVE DIRECTOR
CREATIK

JUDGE – SPECIAL RECOGNITION

Kylie is the founder and director of Sydney-based independent brand and design agency Creatik. A corporate and financial services design specialist for over 20 years, Kylie has extensive experience working in London and Sydney with clients across all sectors and channels. Kylie gives clients the confidence, insight and creative excellence to make a positive difference to their businesses. Over the past few years Kylie has led the Creatik team to numerous accolades and industry awards including Gold across the Australian Design Awards, Sydney Design Awards and ANZ Transform Awards.



ANNA HARDAKER
GLOBAL HEAD OF BRAND
AND CREATIVE
SGS

Anna is global head of brand and creative at SGS, the world's leading testing, inspection and certification company, with 98,000 employees across a network of 2,650 offices and laboratories around the world. With nearly two decades of experience in the communications industry, Anna started her career in a creative agency before joining SGS in 2021. She's responsible for managing, developing and implementing the company's brand strategy and creative direction.



JASON HESSE
HEAD OF CORPORATE BRAND
CHANNEL 4

Jason is head of corporate brand at Channel 4. He leads a team of corporate communications and brand professionals, delivering strategic messaging, assets and experiences that enhance Channel 4's reputation among corporate stakeholders. A former business journalist and editor, Jason is passionate about storytelling and how brands use their positive impact to build their reputations and to drive overall business strategy and performance.



SALLY HOUSE
BRAND DESIGN LEAD
AVIVA

Sally's career spans over 20 years working in brand and design industries, with a specific focus on branding within the finance sector. Creatively, she has developed distinctive brand assets, building expressions across channels and environments. Sally has undertaken exciting brand challenges including rebranding and repositioning, with the ambition to respect and preserve brands whilst developing them to ensure they remain relevant and salient for consumers. During her career, she has always loved being part of and leading diverse teams, all collaborating to achieve amazing experiences.



HELEN JONES
CREATIVE DIRECTOR
SHELTER

Helen has over 20 years' experience in the creative industry. From starting up ad agencies to working with the big hitters, her career has covered all areas of advertising, experiential, film and social content. More recently, she has gone in-house to set up a creative agency for Shelter, where she leads a team of talented creatives, producing work that rivals the very best out-of-house agencies.



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MEET THE JUDGES



EMILY KAVANAGH COLLINS
CREATIVE OPERATIONS LEAD
WIMBLEDON

Emily is responsible for managing the creative output of both The Championships and the year-round needs of the Club, Foundation and two community sport facilities. Emily joined Wimbledon in 2018, just 18 months after creative was brought in-house, and was tasked with building the creative operations function from the ground up. She has an integral role in operations across the estate, recently leading the redesign and implementation of all guest-facing wayfinding and maps, including the iconic Centre Court. She has over 15 years of experience supporting in-house teams as well as working agency-side with leading brands.



STEVE KELLER
SONIC STRATEGY DIRECTOR
SIRIUSXM

JUDGE – AUDIO BRANDING

Steve is the sonic strategy director for Studio Resonate, SXM Media's in-house audio-first creative agency, offering support to brands that advertise on Pandora, SiriusXM and SoundCloud. He is recognised as one of the world's leading authorities on sonic strategy and identity, blending art and science into award-winning creative content and sonic systems for a variety of global agencies and brands. His research explores the ways music, sound and voice influence perception and behavior. His research can be found in the Journal of Advertising Research, Frontiers in Psychology and WARC.



KATE KUNAC-TABINOR
CREATIVE DIRECTOR
OXFORD UNIVERSITY PRESS

Kate has over 30 years' experience in design and brand management for the education and children's publishing sector, and has previously held design leadership roles at Pearson Education, Heinemann and the New Zealand Ministry of Education. She has worked both with her talented in-house design teams and with key design and brand agencies to develop many leading global brands including MyMaths and Oxford Revise. Kate's current area of focus is brand architecture, strategy and implementation and embedding the design process across all aspects of content design.



KRISTINE LASAM
MANAGING DIRECTOR
ACCENTURE SONG

JUDGE – SPECIAL RECOGNITION

Kristine is a go-getter and passionate creative and marketing executive with over 18 years' experience in MENA, delivering powerful strategies in the brand creative space through compelling stories and campaigns that convert. Over the years, she was fortunate to have worked for boutique and big agencies alike in the Middle East. Kristine has delivered emotionally resonant creative stories and numbers that demonstrate traction and growth. She is currently based in Dubai and leads the Creative and Content Agency for Accenture Song in the Middle East.



MATTHEW LEOPOLD
HEAD OF BRAND, PR AND
CONTENT MARKETING
LEXISNEXIS UK

Matthew is a branding specialist. With a background in PR and sponsorship, he has extensive experience creating go-to-market brands for large and small businesses. He has led brand, CSR, PR and sponsorship teams for a number of blue chip companies, including British Gas, Centrica and LexisNexis (part of RELX plc). He has also led global brand for the US tech giant, RingCentral Inc. Matthew is a non-executive director of the European Sponsorship Association – furthering the role of sponsorship across Europe.



JAMIE LILLYWHITE
GROUP BRAND DESIGN LEAD
HSBC

Jamie is the group brand design lead at HSBC. He helps run the global design function at HSBC, running its design system and supporting all markets globally to deliver their creative projects. Jamie is a digitally-focused creative director and art director, and during his career has worked at agencies like AnaloFolk, Nitro, Razorfish, Sapient, WCRS and Wieden and Kennedy, where he has developed his passion for design and human interaction, both on and offline. With his design background, he believes that every touchpoint must sing and have a purpose, for both the brand and its consumer.

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MEET THE JUDGES



LISA LLEWELLYN
SENIOR BRAND DESIGN MANAGER
KELLOGG COMPANY

Lisa's career spans over 20 years working in the design industry, with a specific focus on branding and packaging design within the FMCG and retail sector. Having worked in a retail environment for eight years, Lisa spent three years agency-side leading the design strategy and client relationships with several category leading brands such as Blue Dragon, Colman's, Knorr, Levi Roots and Patak's. Lisa now leads the strategic design direction for the full portfolio of Kellogg's and Pringle's brands across all markets within Europe, with the ambition to protect legacy brands and ensure they remain relevant.



STEVEN LUCKER
BRAND CREATIVE DIRECTOR
SKY

Steve is a creative director with over 20 years' experience in both the UK and US working across brand, design and advertising. Now at Sky working as a brand creative director, Steve has previously founded and run multiple creative agencies as well as enjoying a stint as a commercials and music video director. His client work has ranged from global rebrand projects through movie titles to campaigns, for a huge range of clients, big and small.



KEVIN MERCER
BRAND STRATEGY DIRECTOR
EXPEDIA GROUP

Kevin currently leads brand strategy across the Hotels.com and Vrbo brands at Expedia Group. With over a decade of experience, he has worked across a wide range of categories, developing creative campaigns and brand positionings for brands ranging from Nestlé to small start-ups. Prior to Expedia, Kevin worked at LEGO, where he led their inaugural creative effectiveness programme and achieved their first effectiveness award. Before working in-house, Kevin worked across a variety of global network agencies including JWT and McCann.



MICHAEL R MISURELL
GLOBAL CREATIVE DIRECTOR
FORMERLY HELLOFRESH

Michael has 10 years of experience as a creative director building brands, designing 360 campaigns and curating talent to build the right team for the job. With over a decade of experience working in-house in the Berlin tech sector (HelloFresh and MONOQI), Misurell drives decisions in direct relation to brand strategy and business objectives across various industries. With a strong background in studio art direction and hands-on skills in both digital design and artistic production, Michael has led creative ideation and production in global markets including Europe, the UK, the USA, Canada, Australia, New Zealand and Japan.



RUTU MODY-KAMDAR
FOUNDER
JIGSAW BRAND CONSULTANTS

JUDGE – SPECIAL RECOGNITION

An academician turned consultant, Rutu's interests (teaching, research and consulting) have been complementary in nature and have helped her carve out a distinct space for her organisation. Jigsaw, her strategic branding agency, has a very strong and sound understanding of brands, behaviour and business. From consumer research and insight mining to strategic brand planning, design and communication, she set up Jigsaw with a motive to assimilate all the aspects of branding under a single roof.



MARIA MOTYKA
SENIOR GLOBAL BRAND MANAGER
THE ABSOLUT GROUP

Maria is global senior brand manager and a *créateur de convivialité* at The Absolut Group within Pernod Ricard – the number one premium spirits organisation in the world. With over seven years of experience within the spirits industry, she has worked across new product development, packaging innovation and strategic marketing including partnerships and experiences for whisky and gin brands: The Glenlivet, Beefeater and Malfy Gin.

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MEET THE JUDGES



KAROLINA NAMYSLOWSKI
CREATIVE DIRECTOR
AMP

JUDGE – AUDIO BRANDING

Karolina is a creative director at amp and leads the creative team. With degrees in Musicology, Music Informatics and Philosophy and Cultural Studies from the University of Music in Karlsruhe and the renowned KIT (Karlsruhe Institute of Technology), Karolina was an integral part of the amp's team of the first hour. Together with founder and CEO Michele Arnese, she significantly shaped the methodology and creative processes at amp to help the growth of the agency – from its early beginnings to its elevated standing as a top player with major clients around the world.



OLEG NESTERENKO
CHIEF MARKETING OFFICER
STORYTEL

Oleg, born in Ukraine, has been recently appointed as a chief marketing officer at Storytel. He has a strong track record of delivering success in executive roles at prominent premium streaming services in Europe and MENA, and amplifying brands and streaming services that have rapidly grown to become regional leaders with international relevance, such as Kyivstar by VEON, MEGOGO, Shahid by MBC Group, STARZPLAY, Viasat and Volia.



RICHARD PALLISTER
SENIOR BRAND MANAGER
VODAFONE GROUP

Richard is currently senior brand manager at Vodafone Group with a global remit of supplying strategy, assets, guidance and governance to over 30 local markets. Prior to joining Vodafone Group, Richard held brand management and marketing roles at Chelsea FC, NOW TV and Sky where he has established himself as a rebranding specialist. He has a track record of developing insight-driven repositioning strategies and visual identities across a range of masterbrands and sub-brands within the architectures of internationally recognised consumer brands. Particular high-profile projects have included the end-to-end rebrands of NOW TV, Chelsea FC and Junior Blues.



MEL REES
HEAD OF BRAND AND DESIGN
THE DONKEY SANCTUARY

Mel has worked across a range of creative and marketing disciplines for over 25 years. From 2012 to 2020, she worked as creative and brand consultant primarily with two agencies, HPS Group and TPN Retail, where she worked alongside the managing director to develop the business via creative strategy pitching. Mel is now head of brand and design at The Donkey Sanctuary and over the last two years has been instrumental in delivering new marketing operational process systems for the fundraising, commercial, digital and comms teams, building a talented creative team and leading an organisational brand refresh.



CORNELIUS RINGE
MANAGING PARTNER
WESOUND

JUDGE – AUDIO BRANDING

Since 2013, Cornelius has been responsible for business development at the Berlin and Hamburg-based audio branding agency WESOUND and was appointed managing partner in 2017. WESOUND advises, develops and designs brands by synchronising their acoustic representation with the company's respective strategic objectives and sharpening the brand conception as a whole. In 2009, he founded the Audio Branding Academy, an internationally acclaimed institution for audio brand development which holds congresses in Hamburg, New York, Oxford, Moscow and Berlin, and since 2017 the ABA has hosted the International Sound Awards.



BRIAN SCHERMAN
FOUNDER
ICONIC SONIC

JUDGE – AUDIO BRANDING

For the past 10 years, Brian has worked as an expert in the field of sonic branding and sonic design, crafting elegant systems of sounds for some of the largest brands in the world, including Walmart, Lexus, American Express and Netflix. He is the founder of Iconic Sonic, helping to set standards in the world of sound design through his innovative work as well as creating video content to educate consumers and brands about the power of great sonic design. Brian is a world class facilitator, workshop presenter and communicator, trained at Apple in Cupertino.

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MEET THE JUDGES



SEAN THORNTON
CO-FOUNDER AND
CREATIVE DIRECTOR
AUDIO UX

JUDGE – AUDIO BRANDING

Sean serves as the co-founder and creative director at Audio UX, a cutting-edge New York City-based sound agency specialising in sonic branding and audio user experience design. As creative director, Sean has been the driving force behind numerous award-winning creative audio strategies for renowned brands such as USA TODAY, Noggin and Pantone. As a sound designer and composer, Sean has meticulously crafted an extensive portfolio of UX sounds. From designing audio experiences for mammoth semi-trucks to fine-tuning the soundscapes of compact smart doorbells, Sean's work showcases his versatility.



YANNITSITSONIS
CREATIVE DIRECTOR
UNILEVER

Yannis has a track record in the creative industry going back to the 90s. He founded and ran a boutique creative agency and an animation production studio and explored almost all aspects of visual communication. He's been a comic artist, a screenwriter, a graphic designer, a director, an illustrator, a UX/UI, an exhibition designer, a data visualisation designer and a storyteller. Yannis has worked as a freelancer helping local brands, in tech start-ups building regional identities, TV networks dealing with nationwide and international campaigns and is currently in Unilever's roster working closely with global brands and audiences.



THE WINNERS



BEST USE OF A VISUAL PROPERTY

- Gold – Debra and RichardsDee
- Gold – Team GB and Thisaway
- Silver – The Jockey Club and Thisaway
- Bronze – Nesquik and FutureBrand London
- Bronze – ZUMA and CURIOUS
- Highly commended – Southampton FC and Dragon Rouge

BEST BRAND ARCHITECTURE SOLUTION

- Gold – Straumann Group and Conran Design Group
- Silver – The Devonshire Group and Chatsworth with Pentagram
- Bronze – Nexia and Industry
- Bronze – SLB and Brandpie

BEST USE OF COPY STYLE OR TONE OF VOICE

- Gold – Oxford University Press and Baxter & Bailey – Oxford Revise
- Silver – Bath Rugby Foundation and Supple Studio
- Silver – Hermanos Colombian Coffee Roasters and Fellow Studio
- Bronze – IHQ Brand Agency – Netherlands
- Bronze – Aircall and JOOSNABHAN
- Bronze – Savanta and Brand & Deliver

BEST BRAND EXPERIENCE

- Gold – Nokia and Lippincott
- Silver – Kringlan Mall and M Worldwide Ltd
- Silver – Renault and Lonsdale
- Bronze – PepsiCo – Pepsi Max x Eintracht Frankfurt collaboration
- Bronze – Vodafone Group and Cheerful Twentyfirst
- Highly commended – DuPont Mobility & Materials and Bright Space

BEST WAYFINDING OR SIGNAGE

- Gold – Oval Real Estate and Common Curiosity
- Silver – AtkinsRéalis and Interbrand
- Silver – Crossrail Ltd and Maynard
- Bronze – brant Immobilien GmbH and Studio Gourdin
- Bronze – Schule Forsmannstraße and Studio Gourdin

BEST USE OF TYPOGRAPHY

- Gold – ADSS and Pink Green
- Silver – LeShuttle and Landor
- Silver – Theirworld and Saboteur
- Bronze – Memento and Pencil Studio Ltd
- Bronze – The Beams and Only
- Highly commended – High Liner Foods and WMH&I

BEST PLACE OR NATION BRAND

- Gold – Norfolk Coast, Protected Landscape and Lantern
- Silver – Knightsbridge Partnership and Anatomy
- Silver – The Devonshire Group and Chatsworth with Pentagram
- Bronze – Cayman Islands Government and we-do-co
- Bronze – Hațeg Country, located in Romania and IOV & GMP

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

- Gold – TikTok and MassiveMusic
- Bronze – Seco and Interbrand

BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT

- Gold – Aston Villa and Dragon Rouge
- Silver – Cambridge Healthcare Research and UnitedUs
- Bronze – Robert Walters and we-do-co

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

- Gold – Oval Real Estate and Common Curiosity
- Silver – Acceleron and Admind Branding and Communications
- Silver – dormakaba and Dusted
- Bronze – ABB and Admind Branding and Communications
- Bronze – Portugal dos Pequenitos and Kimpton Creative
- Highly commended – Rivery and mReaction

BEST LOCALISATION OF AN INTERNATIONAL BRAND

- Gold – MetLife UK and Designate
- Silver – Petit Bateau and Labbrand

**BEST CREATIVE STRATEGY
(BUSINESS)**

Gold – Wiley-VCH and Industry
Silver – Tenzo and Design by Structure
Silver – The Jockey Club and Thisaway
Bronze – Evero and CURIOUS

**BEST CREATIVE STRATEGY
(CONSUMER)**

Gold – Eden Project and SomeOne
Gold – Team GB and Thisaway
Silver – Debra and RichardsDee
Bronze – Kellogg's and Landor
 Highly commended – Nicky – Sofidel and
 The Branding Letters

**BEST CREATIVE STRATEGY
(CORPORATE)**

Gold – SLB and Brandpie
Silver – Norfolk Coast,
 Protected Landscape and Lantern
Bronze – AerCap and Siegel+Gale
Bronze – Harlaxton and UnitedUs
 Highly commended – Bapco Energies and
 Interstate Creative Partners

**BEST BRAND EVOLUTION
(BUSINESS)**

Gold – Emerging Comms and
 The Pull Agency
Gold – Leathwaite and Dusted
Silver – ADSS and Pink Green
Silver – AtkinsRéalis and Interbrand
Bronze – British Beer & Pub Association
 (BBPA) and Brand Potential

**BEST BRAND EVOLUTION
(CONSUMER)**

Gold – LeShuttle and Landor
Silver – Eurostar and DesignStudio
Silver – Freja Foods and The Collaborators
Silver – Serenata and LoveGunn
Bronze – The Devonshire Group and
 Chatsworth with Pentagram
 Highly commended – Hermanos
 Colombian Coffee Roasters and
 Fellow Studio

**BEST BRAND EVOLUTION
(CORPORATE)**

Gold – La Redoute and Carré Noir
Gold – Port Of Dover and Saboteur
Silver – FONDATION LENVAL
 and BrandSilver
Bronze – Seco and Interbrand
Bronze – SLB and Brandpie
 Highly commended – Nokia and Lippincott

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

Gold – Health Equals and
 RBL Brand Agency
Silver – Bilbao and Touchideas
Silver – Kraft Heinz (Las Chicas) and
 PB Creative
Bronze – AtkinsRéalis and Interbrand
Bronze – indu and The Yard Creative
 Highly commended – Renaiss Health and
 Dragon Rouge

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

Gold – Profi Group Romania
 and Touchideas
Silver – Kraft Heinz (Las Chicas) and
 PB Creative
Bronze – Formula 1 and Coley Porter Bell

**BEST NAMING STRATEGY
(NEW NAME)**

Gold – Health Equals and
 RBL Brand Agency
Silver – CTX LAB and BrandSilver
Silver – Oxford University Press and
 Baxter & Bailey – Readerful
Bronze – Beacon Therapeutics and Dusted
Bronze – Cair and JOOSNABHAN
 Highly commended – Zakoznami
 and Touchideas

**BEST NAMING STRATEGY
(RENAME)**

Gold – JUNE and BrandSilver
Gold – Thames Water Ventures /
 Trinzic Group and Olix Consulting
Silver – LeShuttle and Landor
Bronze – Aton and TOTEM
Bronze – Cimi and
 BNA / Brand New Attitude
Bronze – The Amauris and Fabular

**BEST NAMING STRATEGY
(NAMING SYSTEM)**

Gold – Siemens Mobility and SSBC
Silver – YouSense and Nomen
Bronze – Opcore and Nomen

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

Gold – South East Technological University with Red Dog Design Consultants and MCCP

Silver – Forvia and Carré Noir

Silver – Qinecsa and Radley Yeldar

Bronze – Foundations and RBL Brand Agency

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

Gold – Integral and Pink Green

Silver – Kringlan Mall and M Worldwide Ltd

Silver – Temenos and Principle

Bronze – Air India and FutureBrand London

Bronze – PrestaShop and Lonsdale

Highly commended – Aton and TOTEM

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

Gold – Autopay and BNA / Brand New Attitude

Silver – Freja Foods and The Collaborators

Silver – Quarto and Pentagram

Bronze – Freepik

Bronze – NYO and SomeOne

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

Gold – ZSL and RBL Brand Agency

Silver – Curtins Consulting Ltd and USP Creative

Silver – SLB and Brandpie

Bronze – Bapco Energies and Interstate Creative Partners

Bronze – National Gas and WPA Pinfold

BEST BRAND CONSOLIDATION

Gold – SLB and Brandpie

Silver – Bapco Energies and Interstate Creative Partners

Bronze – The Jockey Club and Thisaway

**BEST REBRAND OF A DIGITAL
PROPERTY**

Gold – Leathwaite and Dusted

Silver – Akin and Living Group

Bronze – Collection Pot and White Bear

BEST AUDIO BRAND

Gold – SANOFI “Miracle Dots” and Sixième Son

Gold – TikTok and MassiveMusic

Silver – THE AA and Sixième Son

Bronze – Peter Schmidt Group and TRO – Music, Sound and Voice for Brands

Bronze – The Sound of Raiffeisen Bank International and Sonicbrand

Bronze – Vitesco Technologies and why do birds

BEST SONIC BRAND ACTIVATION

Gold – Syngenta Group and why do birds

Silver – NOFO Hotel & Wine bar and Efterklang

BEST SONIC BRAND EVOLUTION

Gold – Deutsche Bahn and why do birds

Silver – Deutscher Sparkassen- und Giroverband e.V. and MassiveMusic

**BEST USE OF PACKAGING
(GLASS)**

Gold – Beefeater Gin Crown Jewel and Boundless Brand Design

Silver – Campari and RobilantAssociati

Bronze – Bacardi Limited and Knockout – Bombay Sapphire Premier Cru Tuscan Juniper

Bronze – Mars and Elmwood

**BEST USE OF PACKAGING
(PRINT AND CARD)**

Gold – Sipsmith and Pearlfisher

Silver – Kellogg's and Landor

Silver – THRYVE | Iffco Plant-based Venture and WMH&I

Bronze – allplants and Pearlfisher

**BEST USE OF PACKAGING
(OTHER)**

Gold – Danone and Elmwood

Silver – Freja Foods and The Collaborators

Bronze – Bacardi Limited and Knockout – Breezer

Bronze – Devoted Pet Foods and Pencil Studio Ltd

Highly commended – PepsiCo – PepsiMax PopFizzAhh 2022

**BEST USE OF PACKAGING
(LIMITED EDITION)**

Gold – Diageo India and Butterfly Cannon

Silver – PepsiCo – Lay's – More Belgian Really Impossible!

Bronze – Bacardi Limited and Knockout – Bombay Sapphire Basquiat Special Edition

Bronze – Plymouth Gin “Ocean Edition” and Boundless Brand Design

**BEST USE OF
SUSTAINABLE PACKAGING**

Gold – Colgate-Palmolive

Silver – PepsiCo – Pepsi Max x Eintracht Frankfurt collaboration

Bronze – Brown Forman and Kheops

BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR

Gold – BUGATTI Automobiles S.A.S. and Interbrand GmbH

Silver – AERO and Magpie Studio

Bronze – The AA and Elmwood

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP

Gold – Theirworld and Saboteur

Silver – Debra and RichardsDee

Silver – Vineyard Theatre and NB Studio

Silver – ZSL and RBL Brand Agency

Bronze – Uneathodox and Radley Yeldar

Highly commended – INSPIRE and WMH&I

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – South East Technological University with Red Dog Design Consultants and M CCP

Silver – Harlaxton and UnitedUs

Silver – Story School and Saboteur

Bronze – Oxford University Press and Baxter & Bailey – Oxford Revise

Bronze – Oxford University Press and Baxter & Bailey – Readerful

Highly commended – Christ Church, Oxford and SomeOne

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Gold – Thames Water Ventures / Trinzic Group and Olix Consulting

Silver – Evero and CURIOUS

Silver – VEV and Designhouse

Bronze – SLB and Brandpie

Highly commended – Bapco Energies and Interstate Creative Partners

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR

Gold – Seco and Interbrand

Silver – Neal Jones and WPA Pinfold

Bronze – High Liner Foods and WMH&I

Bronze – Nawa Technologies and Rokabye

Highly commended – AAF (American Air Filter) and Move Branding

Highly commended – AtkinsRéalis and Interbrand

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR

Gold – Kramp and mReaction

Silver – First Milk and KISS Branding

Silver – Niraj Valley Products and Rubikom

Bronze – Farmerline and NB Studio

Highly commended – Mahindra Group and Dusted

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – IP Group and Conran Design Group

Silver – Aptia and Living Group

Silver – Autopay and

BNA / Brand New Attitude

Bronze – Future Positive Capital and Pixelis

Bronze – Raiffeisen Bank International and FutureBrand London

Highly commended – Elkstone Partners and LoveGunn

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – Kraft Heinz (Las Chicas) and PB Creative

Silver – Mars and Elmwood

Bronze – Colgate-Palmolive

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – Freja Foods and The Collaborators

Gold – Kellogg's and Landor

Silver – Gervais and FutureBrand Paris

Silver – Woven and Magpie Studio

Bronze – Campari and RobilantAssociati

Bronze – ZUMA and CURIOUS

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Renaiss Health and Dragon Rouge

Gold – WS Audiology and FutureBrand London

Silver – Beacon Therapeutics and Dusted

Bronze – Rayscape and Heraldist

Bronze – Together Health and The Space Creative

Highly commended – Community Pharmacy England and IE Brand

BEST VISUAL IDENTITY FROM THE INDUSTRIAL, BASIC MATERIALS, MINING AND EXTRACTIVES SECTOR

Gold – NV Bekaert SA and Interbrand GmbH

Silver – AtkinsRéalis and Interbrand

Bronze – OCI Global and RBL Brand Agency

Bronze – Quor Group and Fellow Studio

Highly commended – Tata Steel Europe and Industry

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

Gold – Dense Hair Experts and KISS Branding

Silver – Fresha and DesignStudio

Silver – Helsinki YMCA Support Foundation and Berry Creative

Silver – KOHO – go to nature and buero inoakley

Bronze – Ebbs & Flows and Kimpton Creative

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

Gold – Emerging Comms and The Pull Agency

Gold – Robert Walters and we-do-co

Silver – Citris and Alkamee

Bronze – AtkinsRéalis and Interbrand

Bronze – Wiley-VCH and Industry

Highly commended – Leathwaite and Dusted

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

Gold – Akin and Living Group

Silver – Birketts and Industry

Bronze – Nexia and Industry

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

Gold – Oval Real Estate and Common Curiosity

Gold – Transport for London: Places for London and Pentagram

Silver – AtkinsRéalis and Interbrand

Bronze – Meccsia and Dusted

Highly commended – Durkan Homes and Bell

Highly commended – Rapleys and Industry

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Gold – Transport for London: Places for London and Pentagram

Silver – Foundations and RBL Brand Agency

Bronze – The Royal Yorkshire Regiment and WPA Pinfold

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold – Meltin(Pot) and SALT ON WAVES

Silver – Cimi and

BNA / Brand New Attitude

Silver – Tom Gilbey and Saboteur

Silver – Webbs and The One Off

Bronze – Dealz Poland and Touchideas

Highly commended – JOTT and Pixelis

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

Gold – Aston Villa and Dragon Rouge

Silver – Memento and Pencil Studio Ltd

Silver – Team GB and Thisaway

Bronze – Formula 1 and Coley Porter Bell

Bronze – Manors and Stink Studios

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – Quarto and Pentagram

Silver – Nokia and Lippincott

Silver – Pley and Essen International

Bronze – Future plc and Elmwood

Bronze – Steep and Essen International

Highly commended – Capital and Rokabye / adam&eveDDB

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Air India and FutureBrand London

Gold – Eurostar and DesignStudio

Silver – InPost and Dragon Rouge

Silver – Sanelo and LoveGunn

Bronze – Mobico Group and Conran Design Group

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

Gold – LeShuttle and Landor

Gold – Norfolk Coast, Protected Landscape and Lantern

Silver – Center Parcs Europe and DesignStudio

Silver – Zakoznami and Touchideas

Bronze – Holiday Best and Fellow Studio

Bronze – Inghams and SomeOne

SPECIAL RECOGNITION

BRAND STRATEGIST OF THE YEAR

Winner

Silke Bochat, *Weleda*

CREATIVE DIRECTOR OF THE YEAR

Winner

Angus Hyland, *Pentagram*

YOUNG CONTENDER OF THE YEAR

Winner

Jamie Thorp, *Reed Words*

**BEST OVERALL
VISUAL IDENTITY**

Quarto
and Pentagram

**GRAND
PRIX**

ZSL
and RBL Brand Agency



CONTENT



BEST USE OF A VISUAL PROPERTY



GOLD

DEBRA AND RICHARDSDEE

In an increasingly alarming and alarmist world, charity communications often compete for the most emotive real estate. Debra, the charity supporting people suffering from epidermolysis bullosa, recognised that this wasn't an effective strategy to serve all members of its community. Instead of focusing on suffering, they changed the narrative. It delivered a message documenting the fragility of the skin of those affected. The butterfly – beautiful, ephemeral – was the perfect visual representative.

RichardsDee crafted a visual identity using the butterfly as inspiration, changing the tone of communications for Debra in the process. Not only was this an extremely effective new strategy, but judges thought the solution was elegant and impactful. One called it “a lovely graphic language beautifully executed for an amazing cause.”



GOLD

TEAM GB AND THISAWAY

Team GB is a major national symbol, particularly in an Olympic year but they wanted to take its iconic lion logo a step further. They wanted to inspire the public to support the team and also to inspire athletes to aspire to more. The brand strategy, ‘everyday extraordinary’ was complemented with a dynamic patchwork Union Jack that speaks to the cultural fabric of modern Britain.

Thisaway's patchwork design is flexible, allowing the brand to flex across every sport and brand touchpoint required. Its graphic language allows it to remain cohesive across this sprawling landscape. The effective, inspirational and culturally relevant result was praised by judges who said, “I really loved this work and the creative output is beautiful. It really gives this sense of diversity and inclusion with the creative use of graphic assets.”

BEST USE OF A VISUAL PROPERTY



SILVER

THE JOCKEY CLUB AND THISAWAY

To remain relevant in a changing sporting landscape, The Jockey Club worked with Thisaway to create a sense of communal identity for the equestrian community and racing fans. The brand's classic architecture and ownable typeface are complemented by a lovely illustrative style that captures the spirit of racing and forges a unique path among modern sporting brands. The depth and variety of the illustration design work impressed judges in this competitive category.



BRONZE

NESQUIK AND FUTUREBRAND LONDON

The Nesquik brand is synonymous with its rabbit mascot, Quicky. To help him hop into the brand's digital world, FutureBrand London updated the animation, creative style and motion of Quicky's design. The result is a healthy dose of personality injected into an old favourite. "It's always a tough job updating a well-known brand with so much nostalgia attached to it, but they have done a great job keeping the qualities of the past, yet making it relevant and flexible across all media touchpoints," said one judge.

BEST USE OF A VISUAL PROPERTY



BRONZE

ZUMA AND CURIOUS

International Japanese fine dining brand ZUMA, needed to spice up its brand to ensure an exceptional, unique experience across its growing empire of restaurants. CURIOUS took inspiration from the brand's signature indigo colour, using the indigo-making process to inspire the design language. The result is refined, elegant and relevant.

HIGHLY COMMENDED

SOUTHAMPTON FC AND DRAGON ROUGE

Dragon Rouge's careful audit of Southampton FC's current brand assets allowed it to create a dynamic visual language out of the club's signature stripe motif.



GOLD

**STRAUMANN GROUP AND
CONRAN DESIGN GROUP**

Dental care company Straumann Group had a portfolio brand system that was functional, but wasn't able to support the business' ambition to become a premium, digitally-enabled oral care brand. Its brand strategy was also focused too heavily on the product's purpose, not on the company's customer-centric ethos. Conran Design Group crafted a brand architecture solution that divided the company's offer into professional and consumer solutions. Using the 'A Straumann Group brand' tagline, the products are clearly linked to the strength of the masterbrand while still standing on their own.

Judges thought the solution offered the Straumann Group an excellent platform for growth. It cleverly allows for both the trade and consumer-direct products to flourish while also paving the way for clear links between the brands. One judge said, "I love how they put customer centricity at the heart of the brand architecture. It's so very successful."

BEST BRAND ARCHITECTURE SOLUTION



SILVER

THE DEVONSHIRE GROUP AND CHATSWORTH WITH PENTAGRAM

Pentagram's elegant and effective brand architecture solution for The Devonshire Group builds a clearly identifiable family of brands that are linked together, but retain their own individual characteristics. The differentiated snake symbols are an effective visual link and an elegant update from the previous visual identity. Judges thought this was "beautifully executed without losing the brand's heritage" that "provides scope for scalability."



BRONZE

NEXIA AND INDUSTRY

A network of global accountancy firms, Nexia aims to unite its subsidiaries behind the global brand. But consolidating competitors into a single company posed potential challenges. Instead of focusing on individual brands with the Nexia logo used as an endorsement, Industry turned the lens onto customers, showcasing how a united Nexia can best serve them. The new architecture is "modern and inclusive," according to judges.

BEST BRAND ARCHITECTURE SOLUTION



BRONZE

SLB AND BRANDPIE

SLB united a complex and sprawling brand behind a single masterbrand and clear architecture through a renaming and rebranding programme. Brandpie made SLB the star of the show, integrating all its subsidiaries through a consistent naming convention. Judges thought this difficult challenge was handled capably with consistency of execution and an effective toolkit of brand assets. "It is very bold to turn brands into ranges. Great work," said one judge.

BEST USE OF COPY STYLE OR TONE OF VOICE



GOLD

OXFORD UNIVERSITY PRESS AND BAXTER & BAILEY – OXFORD REVISE

Exam revision and study guides' branding is staid, authoritative and intimidating. Designed almost to pressure students to study, it leaves little room for confidence building in the revision process. Oxford Revise wanted to change that. It worked with Baxter & Bailey on a revision brand founded in the strapline, 'You've got this.' The contemporary, empowering language encourages students to take ownership of their revision process. It champions knowledge and skills building with clearly placed tips and engaging review guide formatting.

The new messaging resonated with students and with judges, who called it "fun, personal, engaging, perfection!" and "superbly targeted." One judge said, "I absolutely love this! What a way to revise old workbooks. I think it's exciting and it speaks to its audience; a great way to empower students."

BEST USE OF
COPY STYLE OR TONE OF VOICE



SILVER

BATH RUGBY FOUNDATION
AND SUPPLE STUDIO

Bath Rugby Foundation's mission is to build confidence and support for young people – and it goes beyond simply getting kids to play rugby. Supple Studio literally changed the script, using a visual device that rips words like 'survive' and 'hopeless' in half to instead say 'thrive' and 'hopeful.' The uplifting language is beautifully brought to life through this simple, effective design.



SILVER

HERMANOS COLOMBIAN COFFEE
ROASTERS AND FELLOW STUDIO

London coffee brand Hermanos Colombian Coffee Roasters worked with Fellow Studio to carve out its niche in the capital's crowded coffee landscape. Bringing 'true Colombian spirit' to bear in the copy style, Spanish sits alongside English cleverly and clearly combines the company's roots with its customers. One judge said this showed "vibrant, bold creative brilliance."

BEST USE OF
COPY STYLE OR TONE OF VOICE



BRONZE

1HQ BRAND AGENCY – NETHERLANDS

As part of a drive to communicate its distinctive Amsterdam roots, 1HQ Brand Agency – Netherlands launched a pride campaign that calls on people to ‘Stand out. Stand proud.’ Almost 300 people contributed to the campaign, which used their own words to communicate what Pride means to them. It’s an authentic, powerful and empowering approach that champions diversity in a real way.

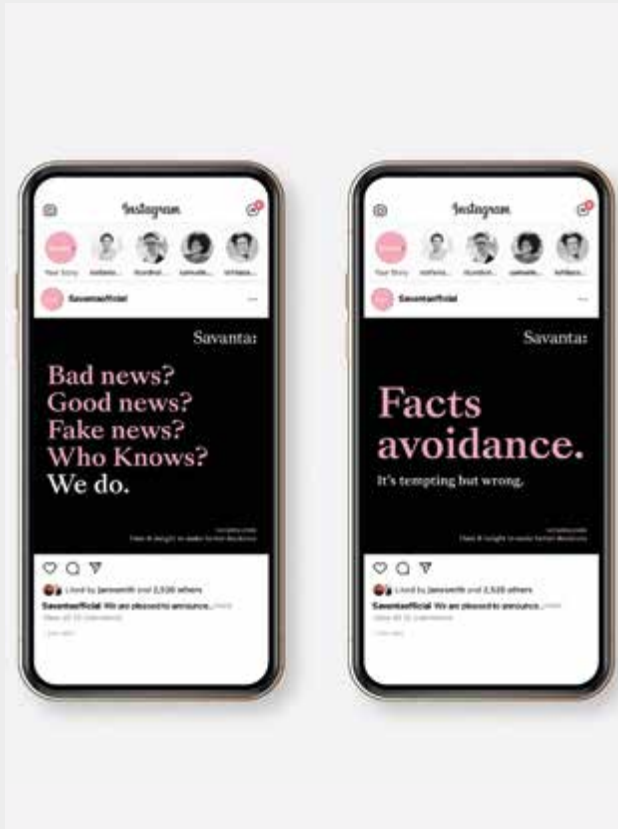


BRONZE

AIRCALL AND JOOSNABHAN

Designed for sales teams, Aircall had to cut through a noisy sales environment to achieve clear communications – much like its target audience. JOOSNABHAN used notions of calm to evoke a sense of Aircall being a ‘breath of fresh air.’ This unique, disruptive approach stood out in the industry and made an impact on judges who thought it was effective, distinctive and refreshing.

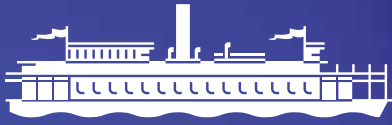
BEST USE OF COPY STYLE OR TONE OF VOICE



BRONZE

SAVANTA AND BRAND & DELIVER

Savanta is a company built on words and research. Its brand had to deliver, so it worked with Brand & Deliver on a punchy, almost unsettling copy style that encourages the audience to stop and think. One judge praised the “interesting use of copy to drive a reaction with the reader.” Others thought it was “brave and effective,” and “an incredible use of copy.”



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BEST BRAND EXPERIENCE



GOLD

NOKIA AND LIPPINCOTT

Nokia's prominence in the global tech industry has shifted from mobile phones to cloud-enabled B2B digital services. To communicate this shift and proudly portray the new era of the Nokia brand, it worked with Lippincott on an experience for Mobile World Congress. Drawing visitors in through an immersive tunnel within the Nokia 'O,' the brand world is built from over 35 stands offering insights, experiences and information. The massive installation is supported by a colourful new brand that is tailor-made for the company's new path in B2B technology.

The logos revealed during the conference was the most photographed Mobile World Congress asset ever posted to social media. Judges thought that the new logo felt recognisable and yet offered something entirely new, allowing Nokia to shift perceptions along with it.

BEST
BRAND EXPERIENCE



SILVER

**KRINGLAN MALL AND
M WORLDWIDE LTD**

Reykjavik's Kringlan Mall wanted to reinvent itself as a central meeting place focusing on experience and lifestyle. It worked with M Worldwide Ltd to redesign the mall, building opportunities for people to meet, eat and live. The new experiential approach has made an impact on Iceland's public. Since its launch, footfall has increased by 33%.



SILVER

RENAULT AND LONSDALE

Renault wanted to launch its new car, Rafael, and its new design principles in an impactful setting. Instead of turning to the expected auto show to do so, it worked with Lonsdale to launch at the Paris Air Show. The exhibit tapped into the brand's heritage in the aviation industry, elegantly aligning its past with its future in the process.

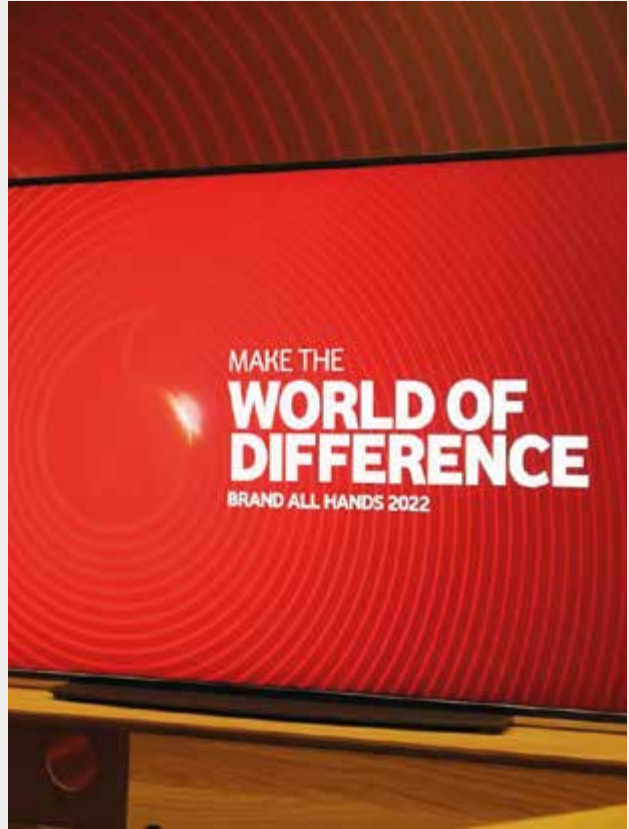
BEST BRAND EXPERIENCE



BRONZE

PEPSICO – PEPSI MAX X EINTRACHT FRANKFURT COLLABORATION

Pepsi Max's partnership with football club Eintracht Frankfurt is a collaboration built in the challenger spirit of the brand and the city. PepsiCo promoted this with a range of activations that aligned both brands and galvanised the spirit of Frankfurt. Judges praised the design work and its "attitude," a characteristic that blends Bauhaus-inspired design with Pepsi Max's individual style.



BRONZE

VODAFONE GROUP AND CHEERFUL TWENTYFIRST

Vodafone Group's brand team needed to galvanise its global colleagues through an event. The experience had to connect people to the global brand, inspire them to localise it in a relevant way and refresh a sense of consistency across the use of the brand. Cheerful Twentyfirst built the event with engagement in mind, a strategy that paid off with high levels of interaction and positive opinions.

HIGHLY COMMENDED

DUPONT MOBILITY & MATERIALS AND BRIGHT SPACE

DuPont Mobility & Materials worked with Bright Space on a brand experience at the annual K Show which connected well with potential customers.

BEST WAYFINDING OR SIGNAGE



GOLD

OVAL REAL ESTATE AND COMMON CURIOSITY

Birmingham's media and entertainment production hub, the Bond, needed a stronger, more easily identifiable brand and wayfinding system. Its owner, Oval Real Estate, wanted a solution that felt contemporary and edgy while also remaining loyal to the best of the site's heritage. Common Curiosity worked with the brand ethos of a 'confluence of creativity' to develop a modular wayfinding system with imagery drawn from the development's location, its film heritage and its architecture.

The system of lines within a square is a powerful signage tool, while also subtly and effectively offering wayfinding arrows and directions within the same grid. The elegant blending of wayfinding into the main brand assets was a triumph for judges. "It has created an environment that potential tenants can be proud of," said one judge.

BEST WAYFINDING OR SIGNAGE



SILVER

ATKINSRÉALIS AND INTERBRAND

Engineering brand AtkinsRéalis worked with Interbrand to integrate its brand values into its visual identity and wayfinding solution. The new strategy turns engineering expertise into visual cues and builds a bright, bold future for the company in the process. "It is bright and inviting," said one judge, praising the ease with which the system helps people navigate around the company's sites.



SILVER

CROSSRAIL LTD AND MAYNARD

The anticipation surrounding the Elizabeth Line's inauguration – plus its massive upgrade to London's accessible transport network – meant that signage had to play a large role in the launch of the new rail line. Maynard tapped into the best of the Underground's brand toolkit, while also working with the sweeping architecture across the network. The result is accessible signage, clear wayfinding and an inherent friendliness to those familiar with the Tube and new to London's transport network.

BEST WAYFINDING OR SIGNAGE



BRONZE

BRANT IMMOBILIEN GMBH AND STUDIO GOURDIN

Berlin's Telegraph development needed a system that would unite its complex layout while also paying homage to its heritage as a post and telegraph station. Studio Gourdin crafted a telegraph symbol-inspired signage system for Brant Immobilien GmbH that beautifully directs the way around the complex. Judges thought this blend of contemporary design nous and cultural heritage was deftly handled.



BRONZE

SCHULE FORSMANNSTRAÙE AND STUDIO GOURDIN

Studio Gourdin developed the signage and wayfinding system for primary school Schule Formannstraße. It strips signage back to the core essentials – as primary students required simple, accessible signage – without losing the brand's character. "There is an informality to the type and pictograms that softens the austere environment without being patronising," said one judge.



GOLD

ADSS AND PINK GREEN

The busy, yet target-rich, environment of the Forex Expo in Dubai required Emirati brokerage firm ADSS to stand out in a memorable way. It worked with Pink Green on a groundbreaking interactive typography concept for its expo booth. They developed a tool that would enable visitors to the ADSS stand to create their own individualised calligraphic logo. Not only did this emphasise the brand's commitment to personalised trading, it also exhibited excellence in understanding of typeface design across Arabic and English.

The personalised insignia then became personal trading profile icons for those who went on to work with ADSS. Judges loved the unique, creative way Pink Green blended calligraphy, digital type design, AI, personalised brand strategy and experiential branding. "Just wonderful," one said. Another praised the "unique, evocative and innovative use of typography. Stunning!"

BEST USE OF TYPOGRAPHY



SILVER

LESHUTTLE AND LANDOR

Landor developed a typographic strategy for LeShuttle that cleverly evoked the transport brand's operation as well as its deeper purpose. Subtly hinting at the Channel Tunnel and the notion of car-laden trains running the rails beneath the sea, the type design is both functional and fun, representing a sense of freedom in travel and logistics. "The magic of the wordmark came alive when animated. There is great energy and style in this typography," said one judge.



SILVER

THEIRWORLD AND SABOTEUR

Global children's charity Theirworld worked with Saboteur on a type-driven brand for its 'Act for Early Years' campaign. Actual children's handwritten letters were transformed into a bespoke branded typeface. Layering this with the 'grown up' voice of a standard typeface makes the brand remarkably effective. Judges considered it a stroke of genius to combine both the use of children's handwriting and a more adult font, which was creative, emotive and impactful.

BEST USE OF TYPOGRAPHY



BRONZE

MEMENTO AND PENCIL STUDIO LTD

Sports memorabilia brand Memento crossed the finish line with a new type-driven brand grounded in the Formula 1 (F1) tracks of its founder, Barry Gough. Pencil Studio Ltd used the shapes and curves of the F1 tracks to build the Memento font, resulting in an iconic, recognisable and ownable brand that is sure to resonate with customers. "It has flow and its own visual language, which is beautiful, simple and modern. You know it's been sweated over and crafted with love," praised one judge.



BRONZE

THE BEAMS AND ONLY

Once part of the Tate & Lyle sugar factory in the Docklands, The Beams' typographic brand design draws inspiration from the factory-style light wells peppering the space. Only wove this into the brand expression by developing a layered type style at once reflecting the space's heritage and speaking to London's modern arts and cultural landscape. "The typographic treatment is absolutely right and fantastic when animated," said one judge.

HIGHLY COMMENDED

HIGH LINER FOODS AND WMH&I

High Liner Foods worked with WMH&I to put a literal visual twist into 'the way we see food,' letting its typeface communicate its new brand purpose.

BEST PLACE OR NATION BRAND



GOLD

NORFOLK COAST, PROTECTED LANDSCAPE AND LANTERN

The Norfolk Coast is a designated Area of Outstanding Natural Beauty, but its brand left a lot to be desired in terms of natural beauty. It – like many of its peers – had a cluttered communications landscape rife with rolling hill motifs, birds and primary colours. To showcase the best of the region, it worked with Lantern on a new place brand. Lantern looked to the Norfolk Coast's distinctive nature: it is a fragile landscape at risk from climate change, but with a lot to offer in terms of natural beauty, biodiversity and exploration.

The new name, Norfolk Coast, Protected Landscape communicates this. The visual identity is crafted using shapes, colours and images of the region itself. A family of camp-like badges allows for versatility across the brand's communications – not to mention an innately merchandisable opportunity. "It really works and will probably help grow the area's distinctiveness for tourism and investment," commented one judge.

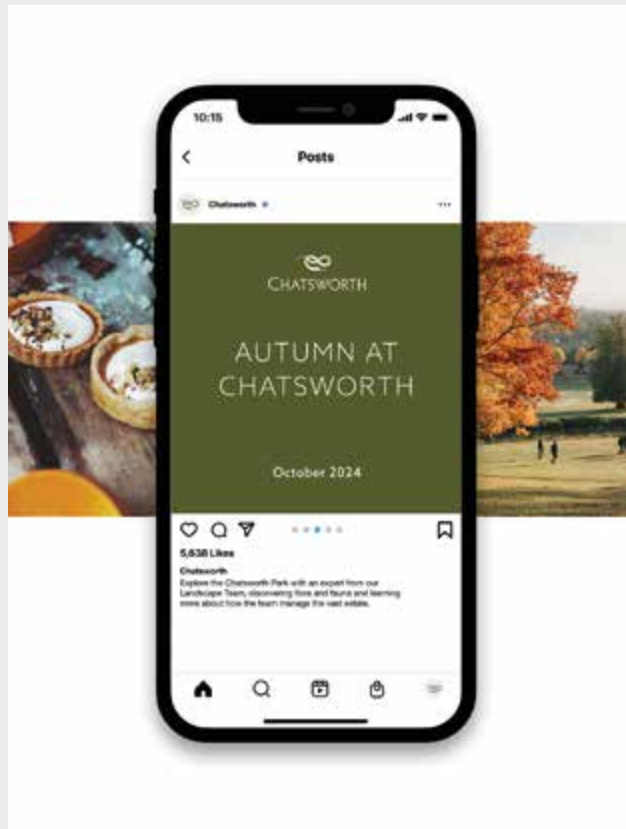
BEST
PLACE OR NATION BRAND



SILVER

**KNIGHTSBRIDGE PARTNERSHIP
AND ANATOMY**

Knightsbridge may be home to Harrods and some of London's most valuable property, but as a place in and of itself, it lacked a distinctive identity. Knightsbridge Partnership worked with Anatomy to create 'a place of character and distinction.' Not only has this resulted in a greater online audience, but average spend per visitor from November 2022 to July 2023 was up by over 16% year-on-year.



SILVER

**THE DEVONSHIRE GROUP AND
CHATSWORTH WITH PENTAGRAM**

Chatsworth House is a national icon but its umbrella brand, The Devonshire Group, had an expansive portfolio that needed a clearer platform for communications. Pentagram simplified the disjointed brand architecture, unifying the logo styles and creating the unifying visual device of an ouroboros drawn from the site's architecture. The new brand is a lovely, modern place brand that leaves room for the site's character to shine through.

BEST
PLACE OR NATION BRAND



BRONZE

CAYMAN ISLANDS GOVERNMENT
AND WE-DO-CO

To present a modern image of the Cayman Islands as a place for tourism, trade and investment, we-do-co used the abbreviation of 'Cayman Is' as the foundation for the copy style and visual identity. Visually fading 'lands' allows statements like 'Cayman Is sustainable' and 'Cayman Is the platform for growth' to shine through. The effective, creative solution makes for an effective modern place brand, designed to change perceptions for the better.



BRONZE

HAȚEG COUNTRY, LOCATED IN
ROMANIA AND IOV & GMP

UNESCO World Heritage site in southwestern Transylvania, the City of Hațeg had a disconnect between the relative richness of the tourists visiting and the people who called it home. IOV & GMP developed a tourism brand to represent the whole region, built with insights from the region's citizens themselves. The new brand is unified and contemporary which will act as a strong ambassador for the region of Hațeg's potential.

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



 **TikTok**

In partnership with:



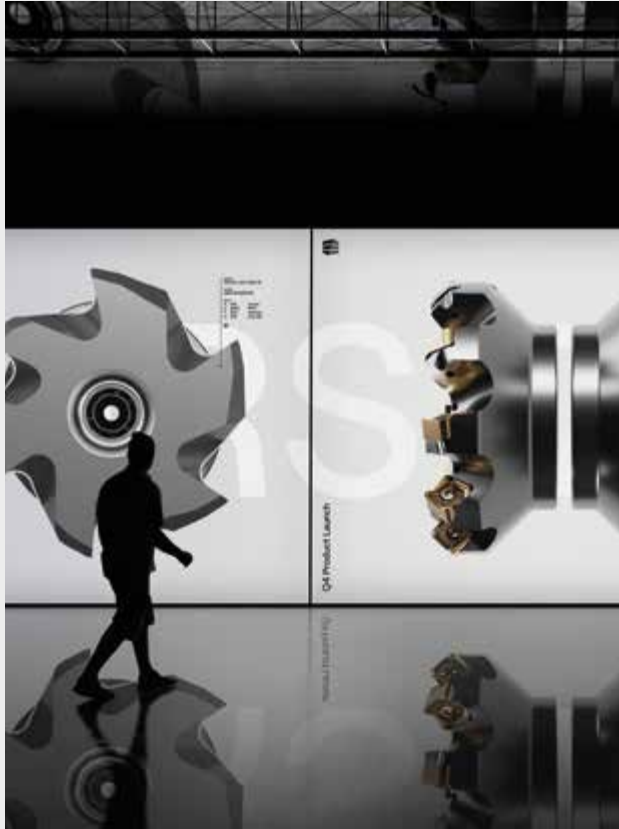
GOLD

TIKTOK AND MASSIVEMUSIC

To better express its own brand, rather than support other content creators, TikTok needed an ownable audio asset that would simultaneously feel joyful and surprising, and raw and unpolished. It worked with MassiveMusic on a system that could evolve within the TikTok platform, catering to the ever-changing nature of its content. As the TikTok community enjoys remixing and reusing sounds, the TikTok audio brand had to be embraced by its community and able to flex, while remaining distinctive.

The solution uses the onomatopoeic nature of TikTok's name to inspire a two-beat sound structure. Within three months, it achieved 50% consumer recognition. Kantar research indicated this was the fastest-recognised sonic logo in history. Judges thought this was "brilliant work," with one calling it "smart and clear, a well-thought through approach embracing the heritage of music from the first note. It's a really well done modular sound system."

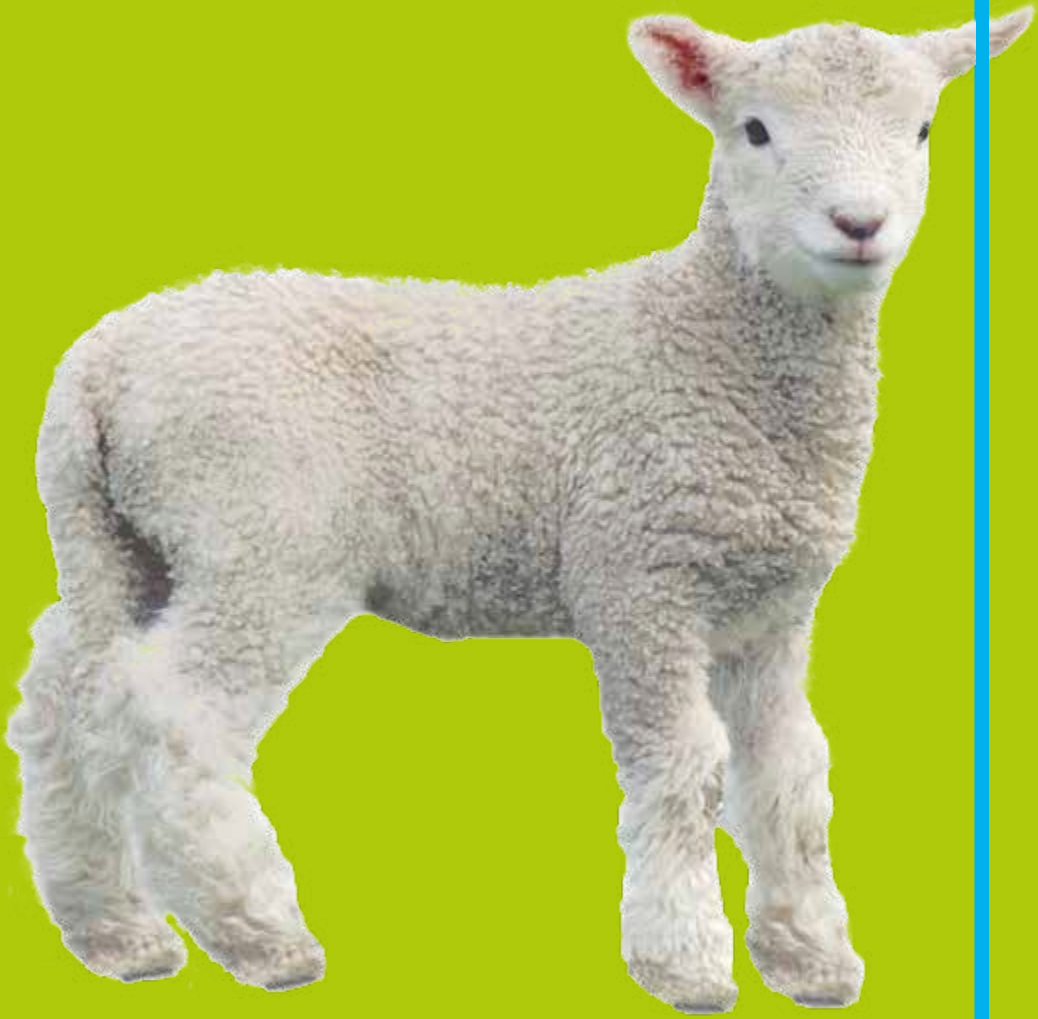
BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



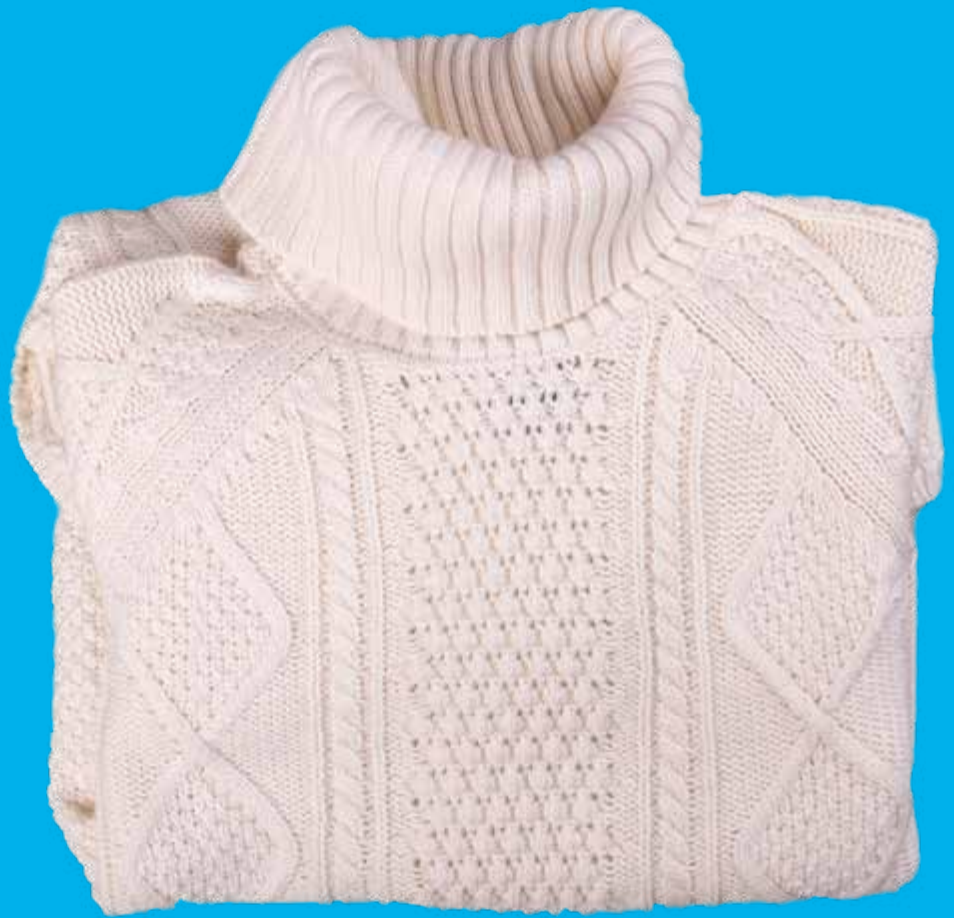
BRONZE

SECO AND INTERBRAND

Industrial tools brand Seco worked with Interbrand to infuse its brand and social media content with a steely coolness, punctuated by approachable colours and typography. The new social expression is vivid, contemporary and stylish. One judge said it “feels more fresh and socially led with impactful visuals.”



PROCESS





GOLD

ASTON VILLA AND DRAGON ROUGE

The Football Association's new heritage asset rules changed the way brand development could occur in the sport. Dragon Rouge wanted to create a modern expression of Aston Villa's crest alongside a new brand system that all its fans could be proud of. A rigorous programme of surveys and fan voting, helped communicate the changes and engage fans in the process, ensuring people would not be blindsided – and possibly upset – by any changes. The final crest was voted on by fans from two options. Nearly 92% of fans voted to change the crest and 78% opted for the winning iteration.

The new brand retains the heritage and pride inherent in Aston Villa's brand, while offering a fresh new approach for a modern football club. One judge said, "Hats off to Dragon Rouge for delivering an outstanding identity, while managing the most difficult and passionate audience: the fans."

BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT



SILVER

CAMBRIDGE HEALTHCARE RESEARCH AND UNITEDUS

The pandemic accelerated Cambridge Healthcare Research's growth in terms of staff numbers and its brand portfolio. Not only did UnitedUs consult carefully with the company's internal stakeholders, it ensured communications to clients and the wider health industry were clear and guided by the new brand ethos. Judges called this a "clear strategic approach to stakeholder engagement in a complex branding project."



BRONZE

ROBERT WALTERS AND WE-DO-CO

Specialist recruiter Robert Walters worked with we-do-co to unify its B2B and B2C messaging, thereby creating a single brand voice that could capture the hearts and minds of the company's audience. As job candidates often become clients themselves, this approach to the development of the new brand was a success among all of Robert Walters' target audiences.

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



GOLD

OVAL REAL ESTATE AND COMMON CURIOSITY

Oval Real Estate's entertainment and media hub in Birmingham, the Bond, needed a brand that would stand out, have kerb appeal and support the wayfinding needs of tenants and their audiences. Common Curiosity tapped into the site's architecture, its film heritage and its location to craft a brand evocative of a grid on a map. This was then ingeniously deployed in the physical environment by adapting to different needs, be they wayfinding, marketing, signage or interior graphics.

The solution is smart, contemporary and timeless. Judges called it "brilliantly creative, showing excellent flexibility," and a "strong system that was rolled out across unexpected touchpoints, driving engagement with the consumer." One judge added, "I love how joined up this is. Good strategy and design allows brands to flex without having to compromise. This does that."

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



SILVER

ACCELERON AND ADMIND BRANDING AND COMMUNICATIONS

Acceleron's new visual identity, brought to life by Admind Branding and Communications, excels in implementation. The deployment across the company's physical spaces, its trade show booths and its sponsorship of the Alfa Romeo F1 Team allows their personality to shine. The angled parallel lines in the logo allow for a consistency across the visual landscape that impressed judges.



SILVER

DORMAKABA AND DUSTED

Dusted cleverly introduced a unifying visual device that brings a sense of modern swagger to the dormakaba brand. The vertical brand tag is 'beautifully engineered,' as the brand strapline indicates, which not only provides visual consistency, but its shape influences product design, brand storytelling and the photography style too. Judges thought the coherence and consistency this brought to the brand was complemented by the lovely flexibility it also introduced.



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BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



BRONZE

ABB AND ADMIND BRANDING AND COMMUNICATIONS

The ABB Formula E brand, developed by Admind Branding and Communications, blended professional sophistication with racing cool. The clean, simple brand world allows messaging to shine through without overshadowing the sport itself. One judge said this was “very well executed across a huge amount of touchpoints, showing coherence and consistency.”



BRONZE

PORTUGAL DOS PEQUENITOS AND KIMPTON CREATIVE

Children's tourism site Portugal dos Pequenitos was modernising its attractions, offering an opportunity to update its brand. Kimpton Creative introduced a fun, flexible solution that puts the joy of play at its heart. A system of cultural illustrated icons creates patterns that allow for versatility across brand touchpoints. Judges thought this solution was well suited to the target audience.

HIGHLY COMMENDED

RIVERTY AND MREACTION

Riverty worked with mReaction to create photography style that juxtaposes two images to tell a story. The new brand made a big impact on the fintech company's target audiences.

BEST LOCALISATION OF AN INTERNATIONAL BRAND



GOLD

METLIFE UK AND DESIGNATE

MetLife's global brand was designed to be localised, although it fell to the UK team to optimise the brand to suit the needs of its stakeholders. It worked with Designate to differentiate itself in the UK insurance market and deliver a human face to an industry often known for distant, dispassionate communications. The strapline 'For every moment, there's MetLife' was complemented by homely, warm images and clean, clear messaging.

Eschewing the previous brand's illustrated figures and corporate language, the new approach is friendlier and more accessible. The visual identity is "beautifully executed and brought to life," according to one judge. It's had an impact on the audience too, with brand mentions and searches for MetLife UK increasing post-launch.

BEST LOCALISATION OF AN INTERNATIONAL BRAND



SILVER

PETIT BATEAU AND LABBRAND

French premium children's brand Petit Bateau wanted to make a splash in the Chinese market. But knew it had to adapt its brand to suit the needs of Chinese consumers. Labbrand delivered a distinctly Chinese expression that also fit well within the global brand world. Judges thought Labbrand capably handled the balance between the cultural needs of the Chinese market with the heritage of the European brand.



STRATEGY



It's more than just being seen.

It's being recognised.

It's more than just being heard.

It's being understood.

It's more than just looking for talent.

It's being chosen.

It's more than just cutting through.

It's having an edge.

It's more than just now.

It's future proof.

It's more than just financial returns.

It's creating value.

It's more than just change.

It's transformation.

It's more than just brand.

It's brand advantage.

It's more than just an awards ceremony.

It's the Transform Awards Europe 2024.

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We build brand advantage

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BEST CREATIVE STRATEGY (BUSINESS)



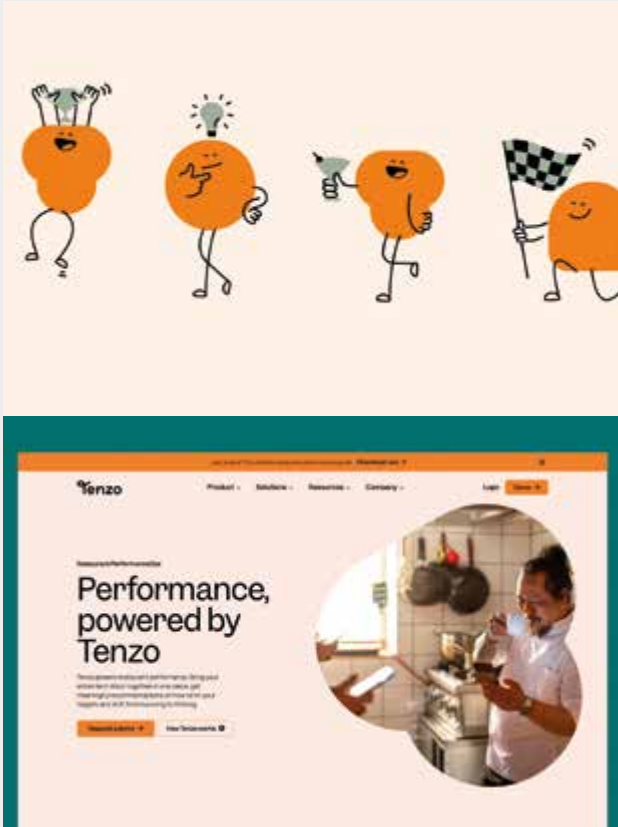
GOLD

WILEY-VCH AND INDUSTRY

The ChemPubSoc Europe journal brand was strong in terms of reputation, renown and regard among those chemists already in the know, however, it was failing to reach a broader audience. A disjointed brand with different names and designs cluttered the landscape. Industry worked with Wiley-VCH and its stakeholders to understand the needs of the chemistry community. It created a cohesive system behind the Chemistry Europe name but allowed for flexibility in journal titles. An eye-catching monochrome visual identity complemented the new tone of voice's commitment to focusing on chemistry research.

Before the brand was launched, 44% of attendees at Europe's headline chemistry conference had never heard of the journal. After the launch, 73% said they were familiar with the brand and only 4% said they'd never heard of it. Not only have people engaged with the brand, but there have been over a million more downloads of the journal since the launch.

BEST CREATIVE STRATEGY (BUSINESS)



SILVER

TENZO AND DESIGN BY STRUCTURE

Tenzo combines all of a restaurant's digital services into one all-encompassing hub, simplifying things and improving cost-effectiveness. Although this was a new prospect for the hospitality sector, it needed a brand that would show restaurants how it could help their businesses thrive. Design by Structure created a fun, engaging brand that eschewed the previous visual identity's colder, analytics-focused approach.



SILVER

THE JOCKEY CLUB AND THISAWAY

The Jockey Club took a bold step into the future with a new brand that brings its sites, heritage and culture to life. Thisaway created an illustration system that is ownable, aspirational and undeniably cool. The new brand blends a deep-rooted passion for the sport with a modern approach to fan engagement. Judges loved the strategic approach and cool new identity.

BEST CREATIVE STRATEGY (BUSINESS)



BRONZE

EVERO AND CURIOS

Moving from an investment in infrastructure to an actual operator of waste plants, Evero's brand had to support its evolution. CURIOS focused on the concept of 'restoring balance' as a way to explain the modern challenges behind waste management and processing. The result is an intriguing visual that inspires viewers to consider the deeper questions behind how British society processes waste.

BEST
CREATIVE STRATEGY (CONSUMER)



GOLD

EDEN PROJECT AND SOMEONE

The Eden Project is a well-known initiative and tourism site in Cornwall. However its mission to improve the planet was less prominent, prompting a need for its brand to better communicate its sustainable mission. Someone crafted a strategy around the concept of transformation to 'transform negatives into positives' and transform perceptions of the Eden Project from a nice-to-visit site to an authority on the sustainable future of the natural world.

The copy style juxtaposes two concepts to communicate imperatives around sustainability and responsible guardianship over the planet's riches. Statements like 'Destroy denial, not rainforests' and 'Erase indifference, not species' position the Eden Project as a bulwark against the destruction of the natural world. The new approach will invigorate the brand, lending it a powerful voice empowering people.



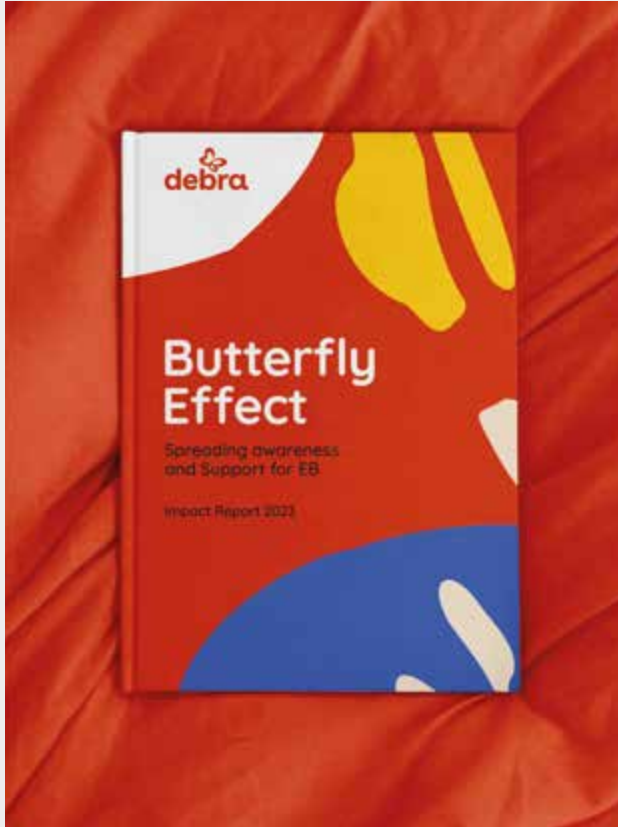
GOLD

TEAM GB AND THISAWAY

Team GB wanted to have a greater platform for communications and engagement beyond the peak moments of the Olympic Games. The 'everyday extraordinary' brand concept was born to both, inspire elite athletes and connect with the wider public. The brand at once celebrates what makes athletes so special and what grounds them; their diversity as individuals and their unity as a team. This duality is carried throughout the brand with images of athletes as children sat alongside their winning moments. The 'Team GB' moniker is even deployed to showcase individuals with an athlete's initials taking the place of the 'GB.'

Thisaway's creative strategy makes for an incredibly effective blend of the lone athlete's amazing feats and the wider team's cohesive strength. Not only does this suit the organisation well, it is also relevant – conceptually and visually – to modern British culture.

BEST
CREATIVE STRATEGY (CONSUMER)



SILVER

DEBRA AND RICHARDSDEE

Charity organisation Debra worked with RichardsDee to better communicate with, and on behalf of, those affected by the skin condition epidermolysis bullosa. Replacing a strategy of heightened emotion with one that elegantly communicates the impact of the condition on people affected, RichardsDee has given Debra a stronger platform from which to raise awareness and provide its services.



BRONZE

KELLOGG'S AND LANDOR

The granola category has become a bit beige and bland on shelf. Kellogg's is a brand that embraces colour and joy. It worked with Landor to amp up the fun in its Extra range, infusing its granola with a little extra joy. The new look is not only impactful, but it sits nicely within the wider Kellogg's brand portfolio, which is full of rich, saturated colours and punchy ingredient images.

HIGHLY COMMENDED

NICKY – SOFIDEL AND
THE BRANDING LETTERS

Sofidel worked with The Branding Letters to simplify the pack design and product range indicators for its consumer paper products.

Dearest reader,

This is all a bit peculiar. Maybe even inconvenient.
And no, this is not a printing error.
You might well be asking—What's all this about?

Well, our world feels a bit upside down at the moment.
Between the spread of disinformation, the unknowns of
AI, the energy transition, recession...

It's hard to move forward with confidence in a time like
this. All of us in this room, working in this industry, and
our clients, have a role to play.

We have an opportunity to flip the narrative with creative
thought. To provide that unique magic that unites us and
galvanizes organizations with a sense of purpose.

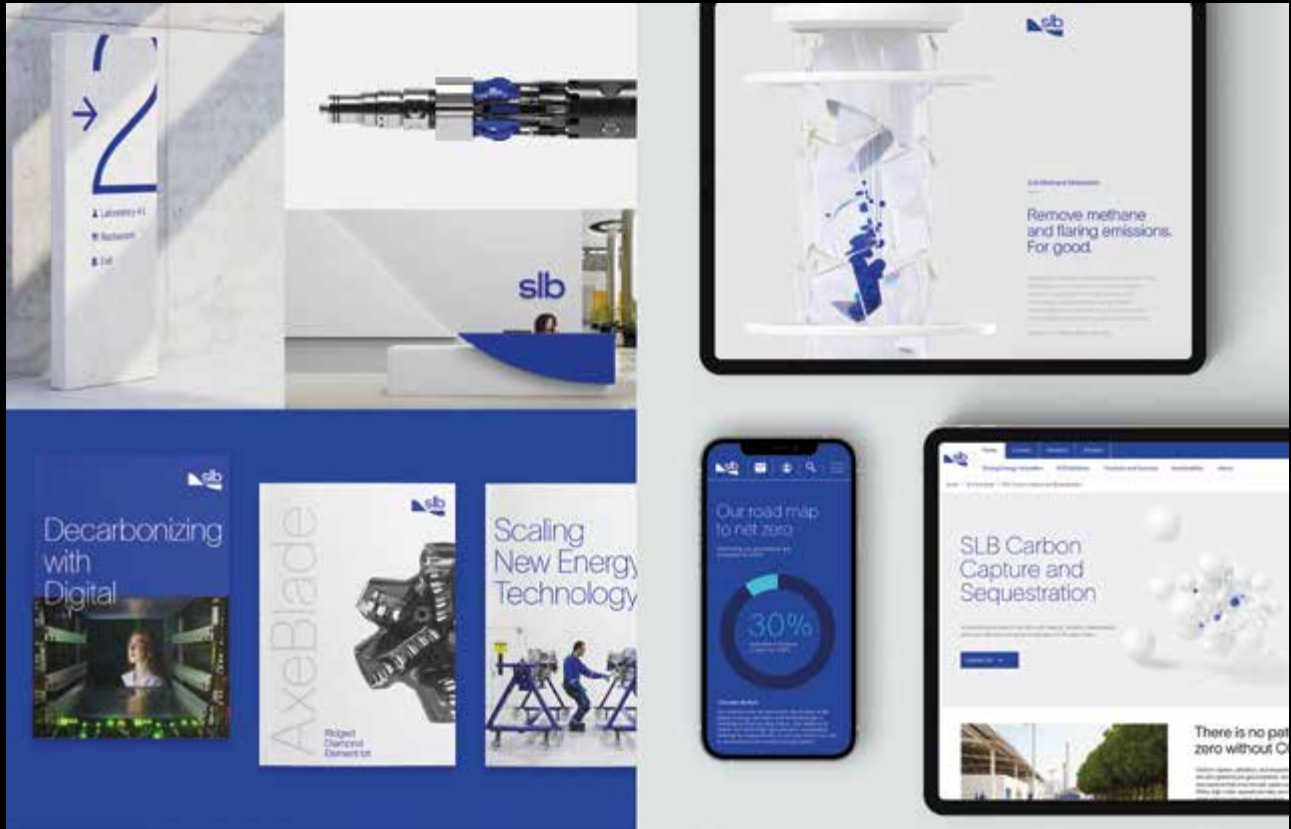
Because, in an era where what it means to be human
feels like it has been turned on its head.
We think it takes people with an unconventional
viewpoint to make sense of it all.

Stay curious.

BRANDPIE



BEST CREATIVE STRATEGY (CORPORATE)



GOLD

SLB AND BRANDPIE

Energy transition affects not just energy producers and oil and gas companies but those firms that service them, too. Schlumberger (SLB) needed a stronger brand to act as the foundation for its transformation into an energy technology company. Instead of simply putting a green tint on its logo, the company went deeper, rooting its mission in every corner of its brand. Brandpie renamed the company SLB and implemented a new logo crafted from the shape of the Net Zero carbon budget curve.

A consolidated brand architecture, clean new colour palette and graphic structure, and an affirmative tone of voice help SLB tell its new story. Judges thought the sustainability purpose was well-embedded into the brand's strategy. One said the visual identity's creativity was a "really smart way to live the brand intent." Another added, "It's strategically super clear. The leap from fossil fuels to technology anchored in innovation is clear and simple."

BEST
CREATIVE STRATEGY (CORPORATE)



SILVER

**NORFOLK COAST, PROTECTED
LANDSCAPE AND LANTERN**

The unification of the Norfolk Coast's brands and the introduction of the 'Protected Landscape' descriptor meant the region's new brand had to tell a stronger, more cohesive story. Lantern delivered with a natural wonder of a brand. The creative is anchored in the region's natural splendour with hearty doses of outdoor lifestyle appeal. "It actually really works and will probably help grow the area's distinctiveness for tourism and investment," said one judge.



BRONZE

AERCAP AND SIEGEL+GALE

Global aviation leasing company AerCap acquired GE's Aviation Services business and updated its brand to communicate its market-leading position. Siegel+Gale introduced a confident brand that reaffirms the company's trusted position and the limitless opportunity its services provide. "It looks beautiful," said one judge, praising the aviation industry connections and visual simplicity.

BEST
CREATIVE STRATEGY (CORPORATE)



BRONZE

HARLAXTON AND UNITEDUS

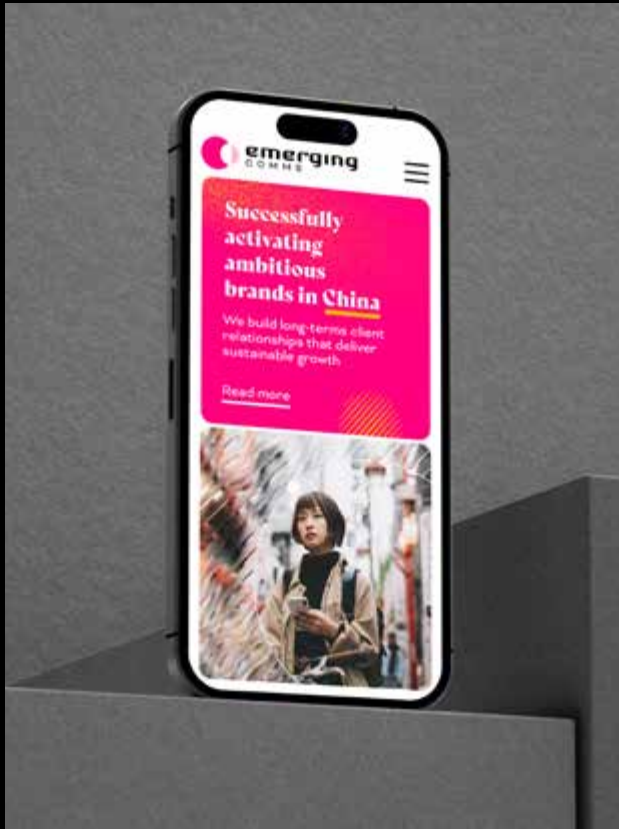
Harlaxton manor worked with UnitedUs to change perceptions and engage students, tourists and the events market. The new brand meets the brief by mixing dark academia flair with a sense of modern freedom in its typographical flourishes. Judges thought the strategic foundation was well-developed and should help Harlaxton expand its audiences and shift understanding about its offering.

HIGHLY COMMENDED

BAPCO ENERGIES AND
INTERSTATE CREATIVE PARTNERS

Bapco Energies worked with Interstate Creative Partners to embrace a greener energy future without losing its nationwide brand recognition.

BEST BRAND EVOLUTION (BUSINESS)



GOLD

EMERGING COMMS AND THE PULL AGENCY

Emerging Comms has a clear speciality in helping Western brands enter the Chinese market, but its in-depth country knowledge wasn't translating into brand value. It worked with The Pull Agency to redefine its brand proposition and messaging. Repositioning as a consultancy, the brand was built around the concept of demystifying the Chinese landscape for clients. Chinese-inspired typography and illustration added a dose of market-specific knowledge while a clear brand language helped strengthen Emerging Comms' positioning.

The result is a smart, strategic approach to brand development that considers the needs of the consultancy, its clients and the market in which it operates. One judge said, "There is some solid strategic thinking in mapping out the category and competition as well as an exploration of local cultural nuances." Another said, "I really like how this reflects the customer. It's subtle but clever."



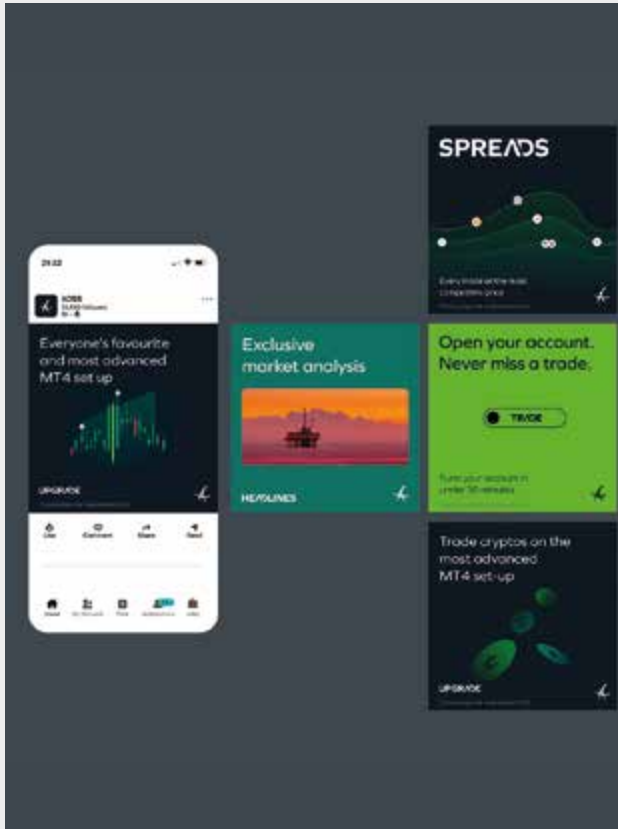
GOLD

LEATHWAITE AND DUSTED

Executive search brand Leathwaite was getting lost in a sea of bland brands. It worked with Dusted to reframe the concept of executive search. Instead of focusing on the transactional nature of the relationship between Leathwaite's candidates and employers, Dusted highlighted the search itself. With the idea that Leathwaite can elucidate the 'rare find,' the visual brand was able to meander and flow in lines until it narrows to a point, communicating the perfect match.

The new brand is elegant and adaptive, setting Leathwaite apart from competitors. "The idea of a rare find makes a lot of sense and it is reflected in the visual language and design," said one judge. Another praised the "subtle use of identity to bring the service to light quite clearly with super simple and clear storytelling."

BEST
BRAND EVOLUTION (BUSINESS)



SILVER

ADSS AND PINK GREEN

UAE-based brokerage firm, ADSS worked with Pink Green to build a brand capable of supporting the firm's international growth. It did away with a basic, functional brand and web design in lieu of a bespoke typeface, punchier colour palette and confident, trailblazing brand language. Judges praised the strategic insight and cultural sensitivity that contributed to this effective, successful evolution.



SILVER

ATKINSRÉALIS AND INTERBRAND

Interbrand ushered in a new era for a major global infrastructure company by tapping into its brand equity, its cultural heritage and its ambitions for the future. AtkinsRéalis is a unified, future-facing brand that transforms the previous infrastructure sector-cliché design into that of a modern, global institution. "It's pretty distinctive," said one judge, "which," they added, "for a brand of this kind, is quite impressive."

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BEST BRAND EVOLUTION (BUSINESS)



BRONZE

BRITISH BEER & PUB ASSOCIATION (BBPA) AND BRAND POTENTIAL

Pubs have been operating in a challenging landscape, making the need for the British Beer & Pub Association (BBPA) to speak on the industry's behalf ever more crucial. Brand Potential recognised the potential in the BBPA and created a striking, authentic and inventively well-suited wordmark and brand system. The logo is a genius blend of British icons – with the ability to flex across the UK's nations – beer imagery and the brand's own commitment to campaigning.



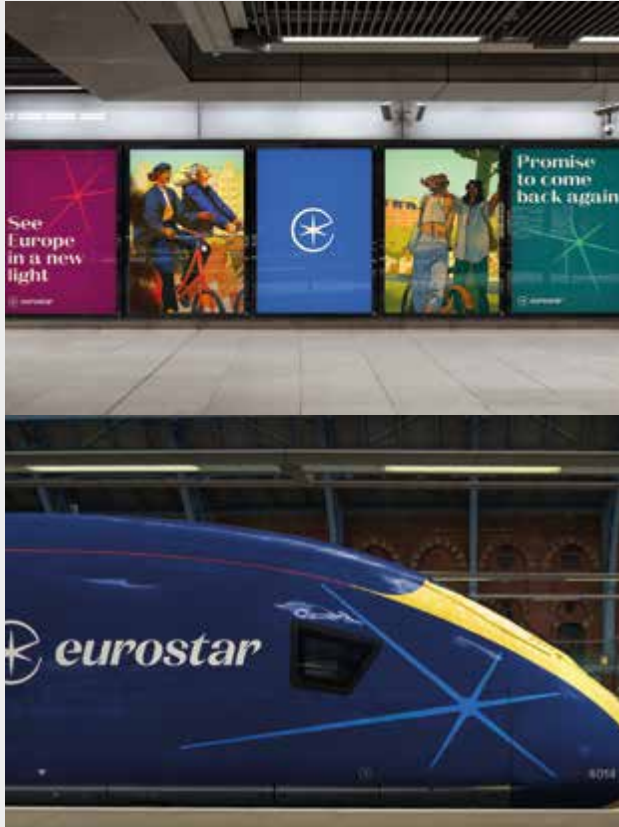
GOLD

LESHUTTLE AND LANDOR

LeShuttle was being overshadowed by the rail infrastructure on which it ran – the Eurotunnel – and the railway's other public operator, Eurostar. It needed to showcase its unique benefits and also position itself as a preferable alternative to ferries and budget airlines. Landor freed LeShuttle from its confines, and in doing so, brought it closer to its purpose. Using a simple, evocative and futuristic style, the new brand communicates sustainability, sensible transport and sophisticated travel.

Not only did brand knowledge increase by 8% after the rebrand, but perceptions of brand innovation rose by 11% after the rebrand. Judges thought this brand evolution was handled expertly with the design, copy style and communications all delivered well. "The graphic language is smart and meaningful," noted one judge. Another commented, "I love love love this. Everything about this from the fun typography to joyous photography made me feel like I was feeling the joy of travel."

BEST
BRAND EVOLUTION (CONSUMER)



SILVER

EUROSTAR AND DESIGNSTUDIO

DesignStudio was tapped to update the Eurostar brand following the unification of European high-speed rail provider Thalys and Eurostar. The 'spark new' brand concept is evoked by the return of the signature Eurostar star device. The star is simplified and, deployed across travel images, represents a compass pointing the way. Judges thought the reintroduction and redesign of the star icon was an effective evolution for the brand.

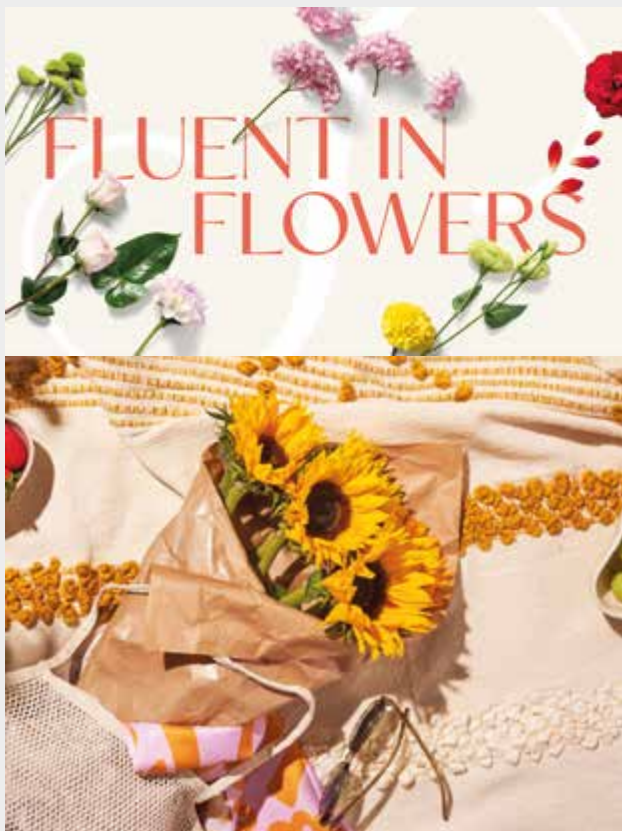


SILVER

**FREJA FOODS AND
THE COLLABORATORS**

Freja Foods' previous brand had a number of contradictions that inhibited growth and prevented customers from building strong connections with the brand. The Collaborators redeveloped the brand as one firmly embedded in the best of Norwegian farming, agriculture and its philosophy of koselig. Judges thought this was a smart, considered brand evolution that retained the best of the previous brand while firmly improving the company's positioning in the process.

BEST BRAND EVOLUTION (CONSUMER)



SILVER

SERENATA AND LOVEGUNN

Serenata wanted to improve its cut-through with an urban millennial audience, but digital-native brands had carved out distinct niches in the online floristry market. It worked with LoveGunn on a decidedly Millennial-friendly colour palette and design ethos, coupled with a lovely, friendly tone of voice. The brand saw a 178% increase in online orders and impressed judges with its modern art direction and new competitiveness in the category.



BRONZE

THE DEVONSHIRE GROUP AND CHATSWORTH WITH PENTAGRAM

The Devonshire Group is home to some of the country's most distinctive cultural sites, but its brand was rife with cultural sector visual cliches. It worked with Pentagram to infuse the group's identity with character. The new strategy is well-crafted and firmly grounded in the location itself and should serve as an excellent foundation for wider communications and awareness.

HIGHLY COMMENDED

HERMANOS COLOMBIAN COFFEE ROASTERS AND FELLOW STUDIO

Fellow Studio worked with Hermanos Colombian Coffee Roasters on a strategy that would align the brand's South American origins with its London sensibility.

BEST
BRAND EVOLUTION (CORPORATE)



GOLD

LA REDOUTE AND CARRÉ NOIR

French retailer La Redoute had expanded its range and become acquired by the Galeries Lafayette group. It needed a brand that could embrace both home furnishings and fashion and speak to the needs of the modern consumer. Carré Noir delivered a chameleon-like visual identity that flexes in terms of colour, pattern, photography and audience. While its core remains cohesive because of a distinctive wordmark lockup, which provides a structure and foundation for the adaptable brand.

Consumers have found the new brand to be more dynamic, modern and colourful than the previous identity, with many saying that it rejuvenates the French retail mainstay. One judge praised the adaptability of the brand system, adding, "In a difficult retail market, La Redoute's brand evolution stands out as fresh and young."



GOLD

PORT OF DOVER AND SABOTEUR

The UK's busiest ferry port, the Port of Dover, has remained a crucial part of Britain's seafaring infrastructure for hundreds of years, but it was failing to make a case for itself when campaigning to government. To improve perceptions of its vitality to British tourism and trade, it worked with Saboteur on a dynamic new brand. Instead of tired nautical trips, Saboteur reinvented the nautical flag to represent a crossroads or exchange between Britain and the rest of the world.

The new identity is professional, memorable and story-driven. Judges thought it had the potential to flex across touchpoints and communication styles and had a timeless longevity to it. "I love the brand evolution. It feels a lot fresher and more engaging. It's a nice colour and is clear with its nod to nautical flags," said one judge.

BEST BRAND EVOLUTION (CORPORATE)



SILVER

FONDATION LENVAL AND BRANDSILVER

Children's hospital FONDATION LENVAL wanted to tell its story more effectively to connect its communities together, make the case for more funding and improve patient and family education around its services. BrandSilver built a child-friendly, but mature brand that is capable of communicating clearly and simply no matter the touchpoint. Judges liked the integration of the hospital building's architectural colour palette into the visual identity. One judge added, "The brand feels more modern and fit for the next generation."



BRONZE

SECO AND INTERBRAND

Industrial tool manufacturer Seco worked with Interbrand to integrate sustainability into its brand – a crucial business shift to ensure its very existence in the future. The new approach is built around the builders themselves. Chic product photography and quality portraits unite with a clean, uncluttered graphic system to great effect. One judge commented, "The 'Made for Makers' tagline and beautiful photography and video are what made this work stand out for me."

BEST BRAND EVOLUTION (CORPORATE)



BRONZE

SLB AND BRANDPIE

SLB needed to update its brand to reflect its shift from an oil and gas firm to an energy services company focusing on a greener future. Brandpie built this purpose into the brand; a Net Zero chart forms the basis of the curving graphic device within the identity. Judges thought this was a stroke of genius and praised the new, simple approach with clear, strong messaging.

HIGHLY COMMENDED

NOKIA AND LIPPINCOTT

Nokia worked with Lippincott to transform its well-known consumer brand into one befitting its new mission to support the business market with cutting-edge technology.

A society that values everyone's health as equal

GOLD

HEALTH EQUALS AND RBL BRAND AGENCY

To target health inequality across the UK, a coalition of 30 organisations united to form Health Equals. The brand had to speak with one voice and reach people of every demographic across Britain. It had to also change the way people thought about health in the process. RBL Brand Agency anchored the brand around the concept of 'a society that values everyone's health.' High-impact visuals, an ownable equals sign logo and a friendly tone of voice help Health Equals deliver its vital messages.

Research showed that 90% of policymakers felt they could engage fully with this campaign brand. Judges liked the way the brand changes the approach to healthcare campaigning and communications. The disruptive style, colour and copy strategy contribute to a memorable, impactful launch. One judge said, "This is a strong identity that has been carefully considered to work across the varying target audiences."

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



SILVER

BILBAO AND TOUCHIDEAS

Qli wanted to create a brand that could act as a safe space for women and a campaigner for women's rights in Poland. To break down taboos around female health and hygiene, Touchideas used empowering language, taboo-breaking illustration and sophisticated packaging to make a big impact. One judge said this was an "amazing project. The creative is incredibly disruptive and driven by raw emotion and bravery."



SILVER

KRAFT HEINZ (LAS CHICAS) AND PB CREATIVE

PB Creative crafted the new female-driven brand behind Las Chicas, Kraft Heinz's new Mexican food offering. Las Chicas is colourful, authentic and accessible, without compromising on flavour. One judge said it "delivers a huge amount of energy and feels like a real celebration whilst pulling on authentic visual cues without feeling too traditional."

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



BRONZE

ATKINSRÉALIS AND INTERBRAND

AtkinsRéal is worked with Interbrand to infuse its brand with a distinctive Quebecois sensibility. The new brand is vivid, energetic and simple. Judges thought this colourful, elegant new brand strategy was “powerful,” “vibrant” and “impactful.”



BRONZE

INDU AND THE YARD CREATIVE

Indu was born to fill the gap in the market for facial care and cosmetics for teens. The Yard Creative developed a youthful brand system built on a type-driven graphic language and ticker-tape pattern. The result is appealing and aspirational and has a subtle classic touch that avoids tapping into short-lived youth-oriented trends. “Perfectly aligned to the target audience. Lovely use of copy and naming,” said one judge.

HIGHLY COMMENDED

RENAISS HEALTH AND DRAGON ROUGE

Renaiss Health and Dragon Rouge combine a sense of a luxury spa experience with the credibility of premium healthcare providers to create a new offering in rehabilitation.

BEST DEVELOPMENT OF A NEW BRAND
WITHIN AN EXISTING BRAND PORTFOLIO



GOLD

**PROFI GROUP ROMANIA
AND TOUCHIDEAS**

Profi Group Romania's recently updated Fiigo convenience shopping offer needed a brand boost. It wanted to shift its appeal to young, urbane and urban Romanians to change the perception of Fiigo in the process. Profi Group Romania worked with Touchideas to launch Oaie Not, a line of drinks including juices, smoothies and energy boosters. The brand world takes Fiigo's iconic sheep and transforms it into a surreal, meme-like mascot.

The result is unexpected, unusual and disarming, but it fits nicely with Fiigo's brand personality and its objectives. "Wonderful idea, unique characters, excellence in craft," said one judge. Another praised the "graphically strong family of products and ownable tradition around sheep and shepherds." One judge said, "Mad and wonderful storytelling, impact and interpretation. Love it!"

Effective branding is not rocket science.

It's trickier than that.

Meaningful branding is considered, focused and crystallising. It requires logic. But also magic, a creative spark. To hit the sweet spot where your offer meets your customer's needs.

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A powerful illustration of how strategic logic combined with creative magic can unleash the potential of trustworthy clients.



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BEST DEVELOPMENT OF A NEW BRAND
WITHIN AN EXISTING BRAND PORTFOLIO



SILVER

KRAFT HEINZ (LAS CHICAS)
AND PB CREATIVE

Kraft Heinz wanted its new Tex-Mex offering, Las Chicas, to bring an authentic verve to the supermarket shelf. It looked to the women of Mexico for its inspiration, infusing Las Chicas with colour, personality and storytelling. One judge said of the PB Creative-designed brand, "Beautiful illustration that made the product offering appealing and noticeable."



BRONZE

FORMULA 1 AND
COLEY PORTER BELL

Formula 1 (F1) worked with Coley Porter Bell to create an immersive fan world within the F1 brand. The result is Unlocked, a brand driven by Formula 1's high-octane performance culture but built for its passionate fans. The "sophisticated use of typography will resonate with F1 audiences," said one judge.

BEST
NAMING STRATEGY (NEW NAME)



GOLD

**HEALTH EQUALS AND
RBL BRAND AGENCY**

The Health Foundation built a disruptive health campaign designed to change the UK public's perception around healthcare equality. Its name had to be communicative and able to campaign for change at the highest levels of government. RBL Brand Agency wanted the name to inspire questions around why everyone's health isn't treated the same. The concept of 'more equal chances' led to the creation of Health Equals.

The name not only expresses the brand's purpose and acts as a punchy platform from which to campaign, but it inspires the visual identity to boot. RBL Brand Agency uses an equals sign to easily and clearly express the brand's key messages. Judges thought the social impact brand's name was well chosen, straightforward and exciting.

BEST
NAMING STRATEGY (NEW NAME)



SILVER

CTX LAB AND BRANDSILVER

CTX LAB worked with BrandSilver to create a name for a new medical device that would help women suffering from cystitis to access more effective, timelier treatment. It had to be authoritative and credible, whilst appealing to young women. Mademoiselle Sissi incorporates the 'cys' sound from 'cystitis' and communicates a youthful sophistication. "I love this example of brilliant lateral thinking and challenger approach," said one judge. "They're cueing the end benefit rather than the problem. This is a benchmark for medical branding."



SILVER

**OXFORD UNIVERSITY PRESS AND
BAXTER & BAILEY – READERFUL**

Oxford University Press wanted to inspire change in children's reading habits to ensure a love of reading from an early age. With competitors looking more like school books or, more blatantly, work, Readerful was designed to put fun and joy into reading. Baxter & Bailey crafted the "clear name that is well understood instantly," and built a visual identity that puts entertainment and enjoyment first.

BEST NAMING STRATEGY (NEW NAME)



BRONZE

BEACON THERAPEUTICS AND DUSTED

To support a medical company in its mission to support and treat patients at risk of losing their sight, Dusted explored countless naming solutions. The name Beacon Therapeutics represents the light that forms the signal for improvement. The name is a perfect fit for the brand's purpose and one that resonated with judges and audiences alike.



BRONZE

CAIR AND JOOSNABHAN

A haircare brand set out to change the way hair is treated and maintained. It worked with JOOSNABHAN to derive its name from the phrase 'capillorum ars irrandantium,' or 'the art of radiant hair.' The resulting name, Cair, is smart and closely linked to the product range. One judge said "It's also smart in that it walks away from the usual tropes of science, nature and salons and instead points to the name 'hair' and the act 'care' that it is trying to own."

HIGHLY COMMENDED

ZAKOZNAMI AND TOUCHIDEAS

Zakoznami worked with Touchideas to build a name for its travel agency that combined its purpose with its local approach in the heart of Poland's Zakopane region.

BEST NAMING STRATEGY (RENAME)



GOLD

JUNE AND BRANDSILVER

Developed by an 18 year-old during the pandemic, the Virtual House of Adolescents offers psychological support to young people. Despite that, a growing number of consultations drew greater attention and brought the brand name's singularity into doubt. To carve out a more distinctive name for itself, the organisation worked with BrandSilver to create JUNE. The name is reminiscent of the word for young in French, 'jeune' while also reflecting the pronunciation of 'I' or 'me' and 'one.' 'Juin' in French is also the word for JUNE and is a transitional month in the year's seasonal calendar. The multiple layers added up to an apt metaphor for adolescence.

The newly ownable, well-crafted brand name is supporting the organisation's tireless mission to help young people through mental health challenges. One judge said "the name has a human personality and is welcoming. It challenges the norm and feels right for the sector."



GOLD

THAMES WATER VENTURES / TRINZIC GROUP AND OLIX CONSULTING

Thames Water Ventures set out to build a sustainable infrastructure business using the resources its parent company has to offer. However, negative brand associations weren't doing it any favours when winning over the public's hearts and minds. It worked with Olix Consulting to create its own brand name.

It needed to be abstract and adaptable enough to support the likely shifts in business focus as the organisation pioneered new opportunities. It also aimed to break free from industry norms of descriptive, safe and plain monikers. Trinzie is coined from 'intrinsic' with the use of the 'Z' to give it an agile, startup-like feel. Judges liked the way the new name helped the brand overcome a reputational challenge and successfully reposition in a way that facilitates the opening of new opportunities for the business.

BEST NAMING STRATEGY (RENAME)



SILVER

LESHUTTLE AND LANDOR

LeShuttle wanted to break free from ties to the infrastructure on which it operates. They worked with Landor to embrace freedom throughout its brand and simply be known as LeShuttle. That sense of freedom is expressed visually across the identity to great effect. "A simple, yet effective rename that allows it to stand out from confusion of similar sounding names and brands," said one judge. "The combination of French and English automatically reflects the service itself."



BRONZE

ATON AND TOTEM

Formerly Hybrigenics Pharma, Aton's name alludes to the sun as a metaphor for the company's role at the heart of a new life sciences group. TOTEM's strategy of simplification also enabled the company to better connect with its audiences and communicate with greater confidence. One judge praised the "sensible renaming strategy that has helped the brand have more impact."

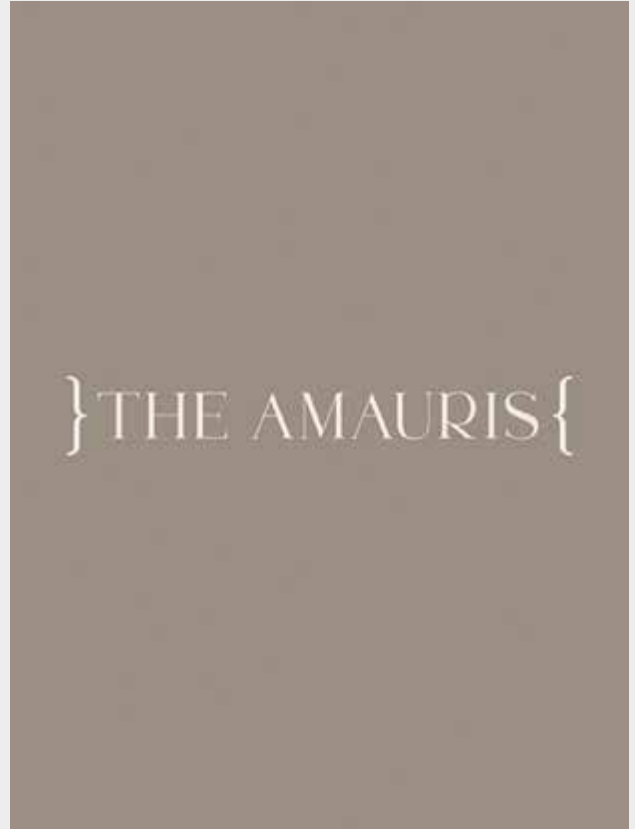
BEST NAMING STRATEGY (RENAME)



BRONZE

CIMI AND BNA / BRAND NEW ATTITUDE

Ukrainian convenience chain Sim23 translated to 'Seven23,' but its name couldn't help it break free from perceptions of a tired, but handy retailer. BNA / Brand New Attitude crafted Cimi, a homophone of 'see me,' which embraces friendliness and familiarity. One judge said, "The naming strategy is effective at keeping elements of the brand's heritage while simplifying it and making it more recognisable."



BRONZE

THE AMAURIS AND FABULAR

The Amauris shook off associations with its location on the Ringstrasse in Vienna to instead embrace Austria's cultural heritage. Fabular linked the Habsburg monarchy to the monarch butterfly to its cousin the amauris butterfly. Unique, migrational and exquisitely beautiful, the butterflies are likened to the hotel's guests. The visual identity uses these qualities to create a delicate and elegant brand experience.

BEST
NAMING STRATEGY (NAMING SYSTEM)



| RailXplore

GOLD

SIEMENS MOBILITY AND SSBC

Siemens Mobility needed a naming system for its rail infrastructure products that would be easy to understand and easy to phonetically integrate with descriptive terms. SSBC alit on the RailXplore name as the umbrella brand. The sub-branding nomenclature combines RailXplore with indicative terms like 'Dive,' 'Capacity' and 'Foresight.' Together, they clearly and simply explain the purpose of each product.

SSBC created over 200 names in total for the RailXplore brand, along with the trademarks and linguistic foundations behind each one. Judges thought the system was effective, contemporary and easy to understand. They praised the way the naming system meets the challenges Siemens Mobility was facing and offers clarity in what is typically a confusing and muddled category.

BEST
NAMING STRATEGY (NAMING SYSTEM)



SILVER

YOUSENSE AND NOMEN

Nomen needed to combine five newly acquired subsidiaries into a single entity united by its naming system. The result is YouSense, the sub-brand within the Eiffage Énergie Systèmes range, dedicated to audiovisual integration. Judges praised the way Nomen connected the name to the senses, communicating the brand's purpose in the process.



BRONZE

OPCORE AND NOMEN

Nomen had to craft a fresh and impactful identity for Scaleway, a major player in the data centre industry. The name had to support a split into two main business functions, data centres and cloud services. Opcore combines 'open' and 'core' to communicate the company's commitment to providing a centralised space for data that is secure but open to customer needs and on-demand.



TYPE





INSPIRING FUTURES

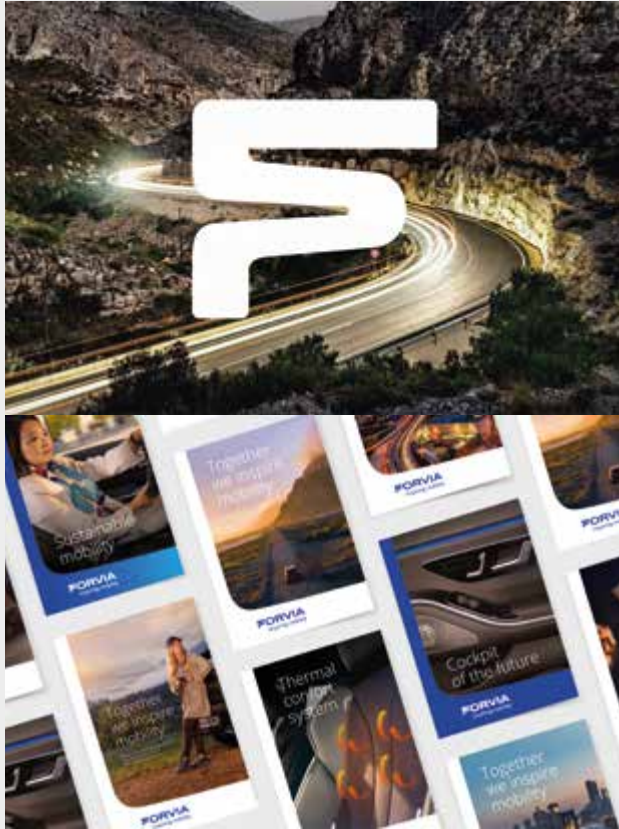
GOLD

SOUTH EAST TECHNOLOGICAL UNIVERSITY WITH RED DOG DESIGN CONSULTANTS AND MCCP

Ireland's educational strategy called for the creation of composite universities from its existing institutes of technology. That meant IT Carlow and IT Waterford – which had previously tried and failed to unify – had to merge. To succeed, the new university brand had to be authentic, authoritative and stand as a distinctive university that amounted to more than the sum of its parts. Red Dog Design Consultants and MCCP saw this as an opportunity to elevate the South East's prospects. A region often eclipsed by Dublin and Cork, the new logo for South East Technological University is an expression of the countless connected pathways open to students.

This almost insurmountable challenge was capably met with an impactful, proud brand that feels at once aspirational and relevant to the needs of the modern student. Judges loved the "simple, yet powerful idea" behind the visual identity and the way its 3D implementation made it adaptable for end-users.

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



SILVER

FORVIA AND CARRÉ NOIR

Automotive supplier Forvia grew out of the acquisition of Hella by Faurecia, to become a global automotive supplier powerhouse. Carré Noir used automotive visual cues to great effect in delivering a modern brand focusing on the future of mobility. The visual identity's professional sleekness helped position the company as a partner in auto logistics.



SILVER

QINECSA AND RADLEY YELDAR

Drug safety company DSS' acquisition preceded a legal need to change its name and branding. Radley Yeldar capitalised on the brand's ambition to become an end-to-end services provider focusing on connections and safety. Qinecsa verbally and visually evokes this ambition and charts a "bold and unexpected" path in its sector, according to judges.

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



BRONZE

FOUNDATIONS AND RBL BRAND AGENCY

Two organisations working with vulnerable children in the UK joined forces to form Foundations, a group rooted in the power of foundational relationships in a child's life. RBL Brand Agency built a brand capable of clearly communicating the brand's belief in an evidence-driven approach to early childhood support. The new brand supported a 23.5% conversion rate on web traffic during the launch period.

Integral to an agile approach.

The world's leading payment companies
work with us as we deliver the technology
to power their global payments.

Integral.com

GOLD

INTEGRAL AND PINK GREEN

Foreign exchange cloud technology brand Integral had grown in a disorganised, organic way. But it needed to simplify to promote its new focus on cloud-based systems, rather than an on-premises offer. Pink Green took a portfolio of brands united by little but their ownership and transformed them into a single, unified offering with a clear point of view. Building a narrative into the brand architecture and naming solution helped deliver a punch with every brand touchpoint.

Not only has Integral seen a 200% increase in RFPs, it has broadened the scope of its ability to work with some of the biggest names in global payments. One judge called it a "nice brand refresh which definitely moved the identity forward. The strategy and manifesto were successful at repositioning the business around solutions."

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



SILVER

KRINGLAN MALL AND M WORLDWIDE LTD

Iceland's Kringlan Mall wanted to revitalise itself to avoid the unfortunate fate of its peers around the world. It worked with M Worldwide Ltd to create an experience-driven shopping destination brand built around socialising, gathering and communal space. Tenants noted a 40-100% bump in revenue and overall footfall increased by 33% as a result.

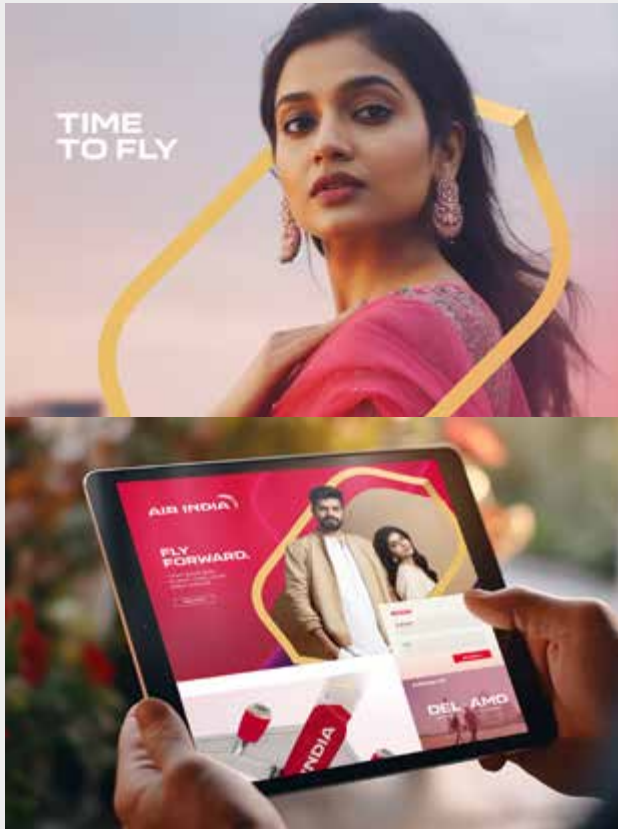


SILVER

TEMENOS AND PRINCIPLE

Transforming into a subscription and cloud-based banking platform, Temenos needed a cohesive brand to support its ambitious goals. Principle anchored the brand around the 'Everyone's Banking Platform' strapline, which helped clarify the brand strategy and operational purpose.

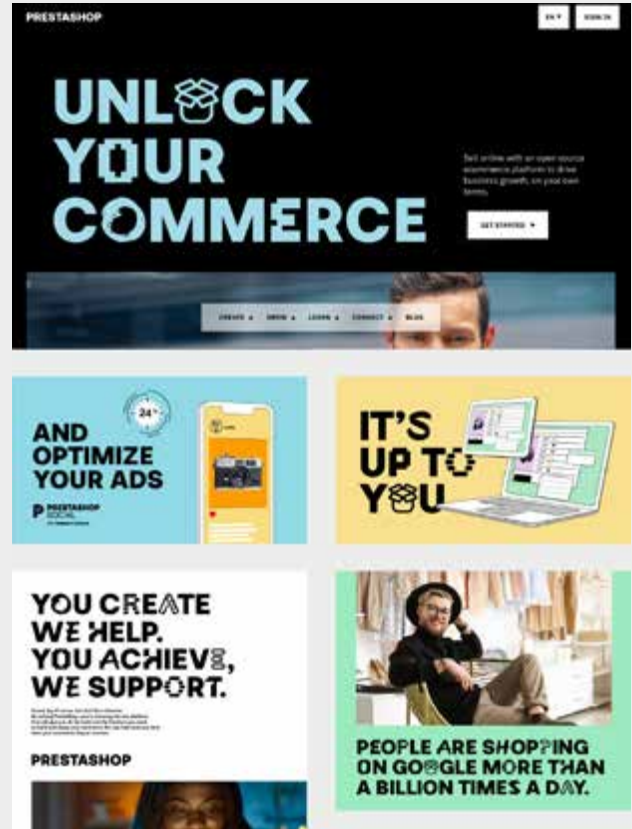
BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (BUSINESS)



BRONZE

AIR INDIA AND FUTUREBRAND LONDON

Moving from state ownership to part of the Tata Group, Air India needed a brand that could see it stand in good stead with the major national carriers in the luxury aviation world. FutureBrand London used a distinctive windowpane shape to communicate the brand's links to aerospace, while also providing a seamless visual tie to Indian style. Judges thought the introduction of the 'vista' shape was an excellent strategy for the brand.



BRONZE

PRESTASHOP AND LONSDALE

Open source e-commerce brand PrestaShop wanted to shift to a subscription model and compete with major international players. Lonsdale focused on the brand's ability to 'unlock commerce' and introduced an exciting, ownable typeface that blends traditional letterforms with retail-related icons. Judges thought this playful approach also resulted in a successful brand update and business model transformation.

HIGHLY COMMENDED

ATON AND TOTEM

Aton worked with TOTEM to better communicate its purpose of creating life-changing medicines out of world-class research.

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



GOLD

**AUTOPAY AND
BNA / BRAND NEW ATTITUDE**

Polish online payments brand Blue Media launched an app called Autopay to offer easy, digital toll payments. Despite a good level of usage, both brands suffered from a lack of understanding and clout. The company decided to reposition itself to focus on simplifying the online payments process and sit its entire operation under the Autopay umbrella.

BNA / Brand New Attitude created a logo that resembles a digital toggle device. This deft graphic clearly communicates the company's commitment to ease and simplicity. By focusing on payments, brand communications are flexible and cohesive. "I love the toggle. It's self-explanatory and links to the consumer benefit of the ease of usage. A strong brand in a staid category," said one judge. Another praised it for being "simple, clear and smart," and matching its product with strong branding.

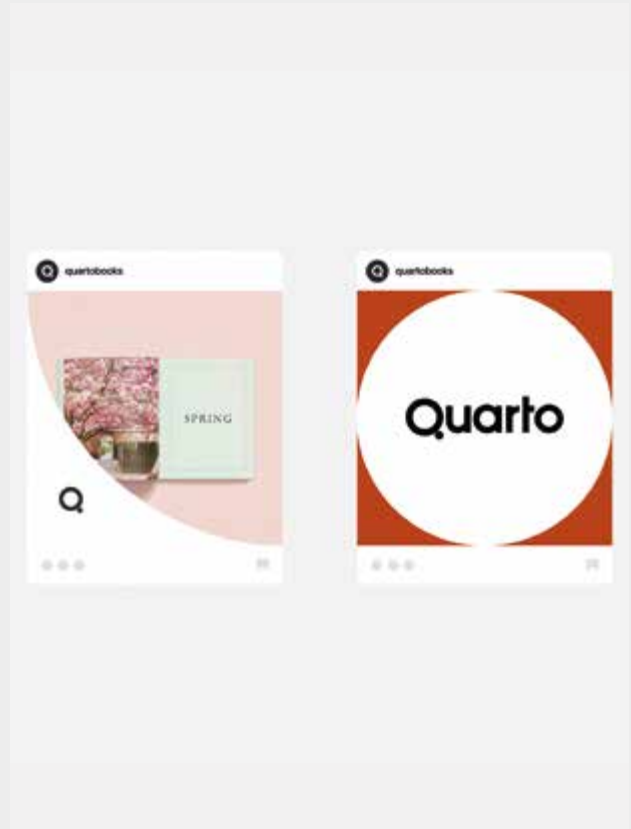
BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING (CONSUMER)



SILVER

FREJA FOODS AND THE COLLABORATORS

After pivoting to focus on the provenance and manufacture of its bone broths, Freja Foods embraced all things Scandinavian. The Collaborators infused the Freja brand with warmth, style, natural wellness and aspirational colours. Judges loved the way the evolution was deceptively simple, yet retold the story of the brand in a meaningful and effective way.



SILVER

QUARTO AND PENTAGRAM

Quarto was expanding its focus on illustrated non-fiction books to include gifting ranges and new imprints. To support its growth, Pentagram developed a confident, nimble brand that retains key brand elements – like the shape of the 'Q' from its wordmark – but transforms them into new brand assets primed for the digital world. The use of colours related to the four seasons impressed judges because of the link between the strategy and the brand's name.

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



BRONZE

FREEPIK

Image library brand Freepik wanted to transform into a company that could support design visionaries in creating their ideas, faster. To do so, it revamped its logo, infusing it with colour, creativity and verve. The playful new approach is distinctive, with its inconsistent letterform sizings communicating the company's commitment to imagination and creativity.



BRONZE

NYO AND SOMEONE

The National Youth Orchestra (NYO) shifted from simply being a teenage orchestra, to being a platform for musical expression and connection among young people. It worked with SomeOne to update its image, while also inspiring young musicians to 'play their part' in supporting and inspiring each other. Judges liked the fresh, young approach that is clearly positioned for the target audience.

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



GOLD

ZSL AND RBL BRAND AGENCY

Conservation has always defined ZSL's approach to its relationship with wildlife, whether through its zoos or its scientific programmes or its conservation and communications efforts. RBL Brand Agency wanted to showcase that mission as a future-facing one, aimed at improving and ensuring a continued relationship between people and wildlife. The addition of 'A ZSL Conservation Zoo' to the London and Whipsnade Zoo logos is a simple, genius way to get that message across.

The visual identity blends land, sea and sky beautifully. The typography has inset wildlife silhouettes which add a touch of whimsy, but the addition of stunning nature photography avoids it coming across as childlike. "Fantastic work! Just brilliant," said one judge simply. Another added, "This is an intelligent rebrand of a portfolio. I love everything about it." One said, "The animal silhouettes and wordmark are beautifully done and speak directly to the purpose."

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



SILVER

CURTINS CONSULTING LTD AND USP CREATIVE

Engineering consultancy Curtins Consulting Ltd worked with USP Creative to rebrand after its transformation into an employee-owned trust. Designed to 'build a better future,' the brand is modernised with the support and input of its employees. The new logo is a C comprised of several interconnected Cs, representing the new ownership structure. "A huge amount of thought went into the problem and the strategy," said one judge, praising the excellent strategic evolution.



SILVER

SLB AND BRANDPIE

To move from oil and gas services to energy technology innovation, SLB worked with Brandpie to create a new brand based in a sustainable future for the planet. The SLB brand was built around this sustainable energy transition, with communications, services and messaging all tied into the core purpose. Judges loved the way a chart depicting SLB's target carbon negative goal was incorporated into the new visual identity, effectively allowing the company to live its brand purpose.

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



BRONZE

BAPCO ENERGIES AND INTERSTATE CREATIVE PARTNERS

Owned by the Kingdom of Bahrain, the newly named Bapco Energies needed a platform from which to grow into a future-facing energy provider for the Gulf kingdom. It worked with Interstate Creative Partners on the brand objective, 'to power the next generation,' an ethos that inspires a progressive and transformative visual identity. Judges thought the strategy was brilliantly conceived and effectively brought to life.



BRONZE

NATIONAL GAS AND WPA PINFOLD

After being divested from the National Grid, National Gas worked with WPA Pinfold to play a leading role in the UK's energy landscape and its journey toward decarbonisation. The blue and green flame icon effectively communicates the organisation's role in the national infrastructure. Judges thought the brand architecture solution was expertly thought of and implemented.



GOLD

SLB AND BRANDPIE

To play a role in the decarbonised future of energy, SLB needed a simpler brand than its disjointed 40 sub-brands and thousands of product brands could offer. Brandpie built the company's new purpose into its brand strategy. Putting energy innovation at the company's heart allowed the newly renamed SLB to unite sub-brands behind their purpose, like 'SLB Methane Elimination' or 'SLB Net Zero Pathways.'

SLB's transformation made an impact on its customer base, with 80% of customers recognising the company as a leader in the evolving energy services industry. Judges thought this consolidation marked a significant turning point for the company and resulted in a strong strategy, effective design and purpose-driven visual identity.

BEST BRAND CONSOLIDATION



SILVER

BAPCO ENERGIES AND INTERSTATE CREATIVE PARTNERS

Bahrain's national energy company, Noga Holding, wanted to meet the future of energy with a fresh face. It worked with Interstate Creative Partners to streamline the complicated brand under the Bapco Energies umbrella. Judges praised the new brand's consistency and strategic foundations.



BRONZE

THE JOCKEY CLUB AND THISAWAY

The Jockey Club needed a modern identity that could blend its historic role in British sporting culture with its vibrant community and future-facing strategy. Thisaway consolidated the sport's countless brand touchpoints into a brand unified by a distinctive, classic illustrative style and elegant type design.



GOLD

LEATHWAITE AND DUSTED

To differentiate itself from competitors, executive search company Leathwaite wanted to focus not on its function but on its purpose. Instead of a brand communicating a transactional approach to recruitment, it wanted to hone in on the nature of the search itself. It worked with Dusted to develop a brand around the concept of 'finding the perfect profile.' The visual identity is based on a pattern of lines, seeking out the perfect find; the right fit. The brand's strapline, 'Discovering exceptional,' is effortlessly evoked in the image style and classy line motif.

One judge said, "It feels very bold, confident and premium." Another added, "I loved the simplicity and clarity of this. The idea of a rare find is pulled through in the visual language and design." One praised the "subtle use of the identity, bringing the service to light quite clearly. It's super simple with clear storytelling."

BEST REBRAND OF A DIGITAL PROPERTY



SILVER

AKIN AND LIVING GROUP

Law firm Akin worked with Living Group to transform a bland, staid digital brand into a vibrant, joyful visual identity. Living Group modernised the structure of the website and brought in a signature transparency device to better communicate the firm's messages. Judges thought this was a breath of fresh air in the legal sector with one saying "The law is an area in desperate need of colour. This is a huge step forward."



BRONZE

COLLECTION POT AND WHITE BEAR

Collection Pot wanted to move its brand from being a one-off, functional digital service to a memorable, preferred brand used by a wider audience. White Bear updated the look and feel of the site and delivered a big impact with the strapline, 'Group collections for your connections,' emphasising the relationships at the heart of the collection pot concept. Judges liked the way the new strategy "brings humanity back into what can be a very transactional initiative."



AUDIO



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**UNLEASH THE POWER
OF MUSIC AND SOUND**



MassiveMusic

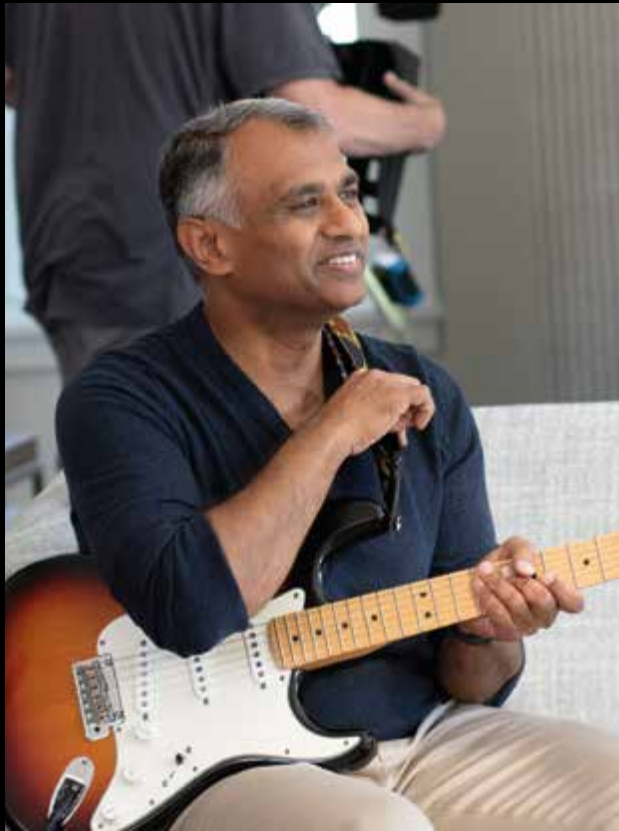
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BEST AUDIO BRAND



GOLD

SANOFI "MIRACLE DOTS" AND SIXIÈME SON

Balancing complexity and simplicity, the SANOFI audio brand encapsulates the juxtaposition of the brain's two hemispheres. Sixième Son have created an audio brand system based in almost tactile melodic dots. The dots act out an interplay between the left and right hemispheres of the brain asking questions and seeking answers. It's a compelling strategy founded in sophisticated science and music theory.

The result is an 'ode to science' that is playful, ownable and wholly in keeping with SANOFI's brand strategy. One judge called it "a great project with a good and convincing creative concept and a wonderful, detailed implementation." Another judge said, "Very inspiring. The fact that you can literally hear the dots is a great proof of concept."



GOLD

TIKTOK AND MASSIVEMUSIC

TikTok is a virtual home for music, culture and inspiration, most of which comes with its own unique soundscape. So a TikTok sonic brand had to leave room for its creators to explore, while still remaining consistent and ownable by the masterbrand. MassiveMusic created a two-part logo featuring a sub-bass hit and a subsequent ascending melody that almost replicates the words TikTok themselves. It also developed sonic stickers, which were designed specifically for the community to play with, remix and deploy in their own content.

The new audio brand was a hit. Over 50% of participants already recognise TikTok's sonic logo, which is 40% higher than the industry average. Judges loved the strategic approach and the care MassiveMusic took to ensure the system would be accessible to the TikTok creator community. They praised the instant resonance and memorability the logo adds, as well as its now near pervasiveness across the platform.

BEST AUDIO BRAND



SILVER

THE AA AND SIXIÈME SON

To support a rebrand founded in swagger, optimism and confidence, THE AA worked with Sixième Son on an audio brand full of electronic instruments for modernity, funky bass and upbeat drums. The result is fun, positive and cheerful. One judge said this was “a solid approach. A textbook example of sonic branding, ticking off all the boxes and providing THE AA with a sonic identity package that should stand the brand in good stead.”

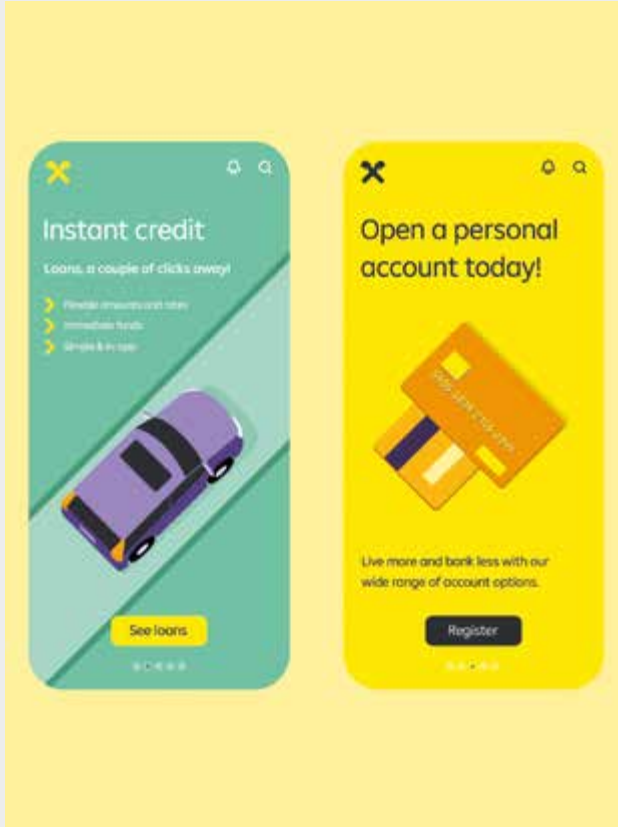


BRONZE

PETER SCHMIDT GROUP AND TRO – MUSIC, SOUND AND VOICE FOR BRANDS

Design agency Peter Schmidt Group's visual identity is full of elephants. So, when creating its audio brand, it deployed ‘the secret language of elephants’ as the basis for its sonic DNA. TRO – Music, Sound and Voice for Brands used the deep frequency sounds that elephants use to communicate to build an authentic, branded audio landscape. One judge said, “The end result speaks to the essence of the brand, as well as being flexible enough to work as a complete sonic identity system across multiple touch points.”

BEST AUDIO BRAND



BRONZE

THE SOUND OF RAIFFEISEN BANK INTERNATIONAL AND SONICBRAND

Raiffeisen Bank International worked with Sonicbrand to inspire people to bank with confidence and have freedom of choice in managing their money, investments and future. The jaunty sonic brand is the epitome of freedom, lending a contemporary, young note to the bank's brand. Judges thought this was an excellent example of a sonic brand that is intrinsically aligned to the company's brand principles and positioning.



BRONZE

VITESCO TECHNOLOGIES AND WHY DO BIRDS

Vehicle powertrain manufacturer, Vitesco Technologies, worked with why do birds on an audio brand inspired by its visual identity. The soundscape translates the brand's iconic 'V' symbol into a melody. Judges found the sonic logo to be highly memorable and "a brilliant piece of work in both strategy and execution." One praised the "modern approach that feels very well-aligned with the brand goals, values and visuals."



GOLD

**SYNGENTA GROUP AND
WHY DO BIRDS**

Agricultural technology and innovation organisation, Syngenta Group, wanted to expand its brand with the introduction of an audio brand system. It worked with why do birds on 'a soundtrack for all seasons.' Drawing inspiration from each season, the sonic system was built out to cater to the company's many touchpoints. But it was then given to employees to bring to life. why do birds tapped an employee orchestra to activate the audio brand. An orchestral video was created from 120 musicians across 30 countries. This then delivered the audio brand to the global internal audience.

"This is a great example of how, when designed correctly, the sonic DNA of a brand can be used in interesting and engaging ways," said one judge. "This great activation increased adoption and emotional connection with Syngenta's employees. It also had great earned media potential and increased consumer awareness of the brand and its sonic identity."

BEST SONIC BRAND ACTIVATION



SILVER

NOFO HOTEL & WINE BAR AND EFTERKLANG

NOFO Hotel & Wine bar's unique prospect offers visitors a chance to explore space and time as they move through the location. Efterklang created unique soundscapes for each room, improving the guests' experience and immersing them in the NOFO concept. "Love it! Finally a hotel that moves away from playing cheap, royalty free cover music. A great proof of how music and soundscapes can upgrade an experience and can take you to places," commented one judge.



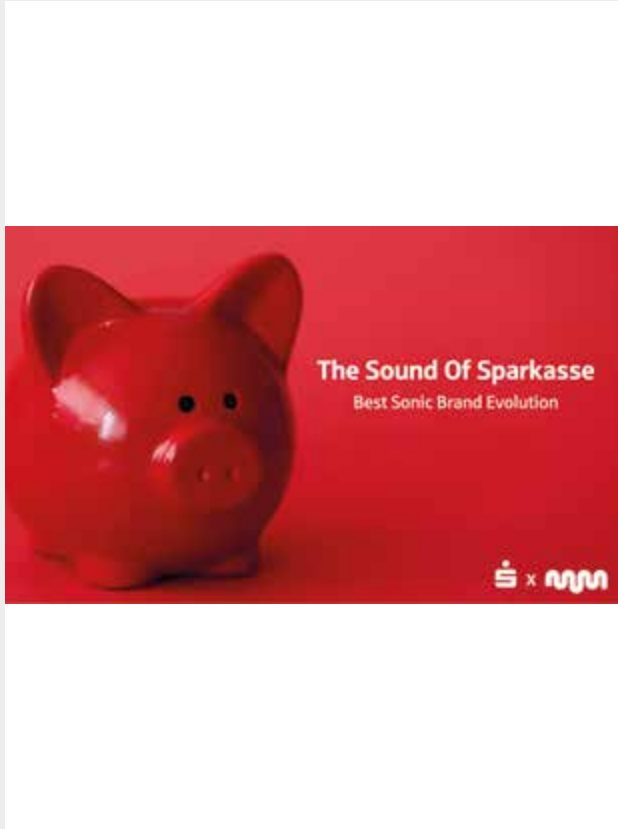
GOLD

DEUTSCHE BAHN AND WHY DO BIRDS

Deutsche Bahn's 2014 sonic brand has become embedded in the German psyche. But, the company has subtly shifted its positioning in the intervening decade to focus more on sustainability and customer care. It wanted to subtly evolve its audio brand to embrace this change. why do birds delivered the sonic brand more softly and played on the piano. This retained recognition while softening the overpowering notes of the existing logo.

The soundscape was evolved to ease the stress of travel for commuters, with sound providing a calming addition to the journey. One judge called this an "excellent modernisation. why do birds brings Deutsche Bahn to life sonically without sacrificing the equity of the older sonic property." Another said, "The end result is a nearly note-perfect case study in holistic deployment."

BEST SONIC BRAND EVOLUTION



SILVER

DEUTSCHER SPARKASSEN- UND GIROVERBAND E.V. AND MASSIVEMUSIC

Sparkassen had been using one of Germany's most well-known jingles for over 30 years. But it was no longer in alignment with the Sparkassen brand image. Transforming the jingle from 'When it's about money, Sparkassen,' to 'Because it's about more than money,' met the needs of the brand without sacrificing a valuable brand asset. One judge said, "It's tough to take a classic jingle and bring it to life in a new way, but MassiveMusic has done exactly that. The addition of extensions breathes new life into an old classic. Well done."



WRAPPED



BEST USE OF PACKAGING (GLASS)



GOLD

BEEFEATER GIN CROWN JEWEL AND BOUNDLESS BRAND DESIGN

The premium spirits category relies on packaging to tell a story and motivate a buyer before they've even had a sip of the drink. Beefeater Gin Crown Jewel successfully inspires brand loyalty with its core range, but its premium offer, Crown Jewel, was failing to connect on the emotional level needed to make an impact in the luxury market. Boundless Brand Design took inspiration from the brand's spiritual home of the Tower of London.

Everything from the shape of the bottle, to the material manufacturers, to the label design has been crafted to evoke a sense of the spirit of London. The bottle was designed to make an impact on-trade and has been thoughtfully designed to provide ease of use for mixologists and bartenders. Judges loved the elegant transformation of the heritage product, with one saying "it's the packaging you would want to display and keep."

BEST USE OF PACKAGING (GLASS)



SILVER

CAMPARI AND ROBILANTASSOCIATI

Campari wanted to reaffirm its connections to its birthplace of Milan through its bottle design and packaging. It worked with RobilantAssociati to introduce a sleek, architecture-inspired bottle. It retains a link to the well-known Campari shape and design, but subtly updates it, adding in a timeless elegance in the process. "Sometimes it takes only sublime details to create a timeless Milanese icon," said one judge.



BRONZE

BACARDI LIMITED AND KNOCKOUT – BOMBAY SAPPHIRE PREMIER CRU TUSCANY JUNIPER

Bacardi Limited's introduction of a range of premium, small-batch gins needed a packaging solution that would sit comfortably within the Bombay Sapphire family, while igniting curiosity in gin aficionados. Knockout's solution brings a touch of luxury to bear on the label design, infusing the pack with the gin's signature botanicals.

BEST USE OF PACKAGING (GLASS)



BRONZE

MARS AND ELMWOOD

Dolmio needed to reinvigorate its brand to appeal to a different kind of home cook than its traditional audience. Mars worked with Elmwood to infuse the brand with punchy personality and invite customers to explore new and beloved flavours through its range. One judge praised the way “the rebrand gives clarity to the product signposting.”

BEST USE OF PACKAGING (PRINT AND CARD)



GOLD

SIPSMITH AND PEARLFISHER

Sipsmith was a pivotal player in the 2008 overturning of the 1823 law restricting small-batch gin distilling in England. Following this opening of the category, it unveiled a new range of small-batch gins. Pearlfisher took an illustrative approach to the label designs. The detailing on each label is rendered in copper, reflecting the brand's copper stills. Illustrations include references to Sipsmith's history, its campaign success in 2008, luxury drinking culture and the brand's British heritage.

The result is elegant and playful at once; a swan's head takes the place of the depiction of the swan's neck on a gin still. Flexibility across the range is delivered through different coloured labels and the illustration of different elements of the botanicals in each gin. The design system is at home in the Sipsmith family while telling its own distinctive story effectively through the label.

BEST USE OF
PACKAGING (PRINT AND CARD)



SILVER

KELLOGG'S AND LANDOR

Kellogg's had noticed that its 'extra granola' brand was failing to make an impact on shelf. Instead of blending into the browns and beiges of the category, it worked with Landor to stand out. It brought the brand's signature colour to the staid category, amping up the volume on product photography, colour palettes and typography.

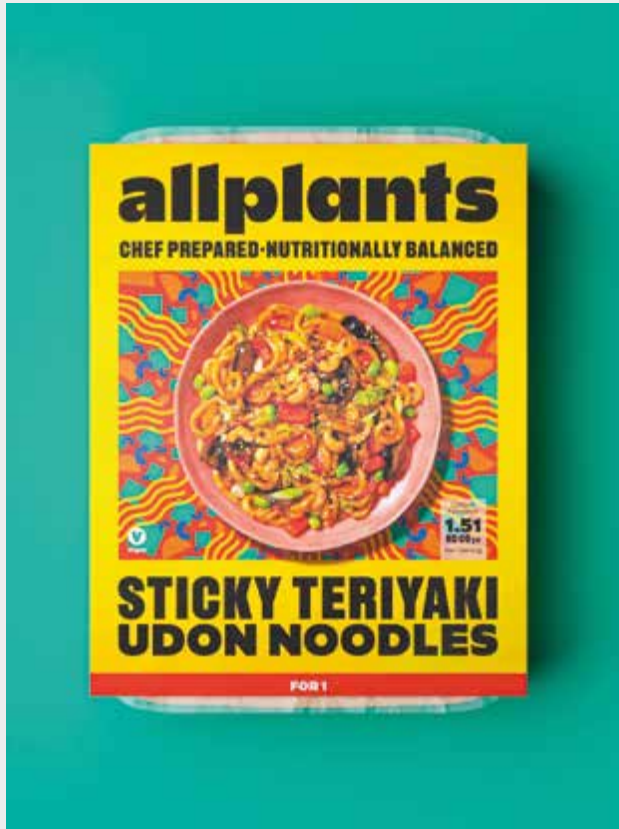


SILVER

**THRYVE | IFFCO PLANT-BASED
VENTURE AND WMH&I**

Middle Eastern plant-based brand THRYVE worked with WMH&I on a brand that would function across the breadth of the Middle East and appeal to young, sustainability-minded consumers. A vine-like device acts as a unifier across the brand, seamlessly pointing consumers to key product information in the process. Natural colours are richly rendered to stand out from the sea of whites and greens common in the category.

BEST USE OF PACKAGING (PRINT AND CARD)



BRONZE

ALLPLANTS AND PEARLFISHER

Inspired by the kaleidoscopic murals and street art around the brand's North London home, Pearlfisher created a bright, colourful brand for vegan food company allplants. The kaleidoscope devices on the packs reference the colours present in each dish, providing a coherent link between the packaging and the product, as well as standout on the shelf.

BEST USE OF PACKAGING (OTHER)



GOLD

DANONE AND ELMWOOD

Alpro, owned by Danone, is a stalwart in the plant-based category, with a large range of yoghurts, creams and milks on offer. A host of new competitors has threatened the brand's dominance. It needed to revamp its packaging to communicate authority, while also delivering the sense of fun and flavour new plant-based consumers are looking for.

Elmwood delivered a packaging range full of colour, friendly typography, appealing photography and subtle, but impactful descriptive language. The result is a strong, confident update from the vegan favourite. Judges loved the way the new packs "hero the ingredients" and emphasise taste, which can be a barrier in dairy alternatives. "I like how they executed the brand by also understanding the limitations they have on shelf. It's not always about being super bold, it's about taking consumers on a journey," said one judge.

BEST USE OF PACKAGING (OTHER)



SILVER

FREJA FOODS AND THE COLLABORATORS

Freja Foods' new pack designs embrace Scandinavian colours and design as a means of communicating the brand's provenance and sustainability. The Collaborators introduced a shift in on-pack copy. Instead of focusing on product features, like 'gluten and dairy free,' it instead uses valuable front-of-pack space to communicate brand values, like 'sustainably sourced.' The shift is subtle but "a brave move to create something unique that completely captures the essence of Norway," said one judge.



BRONZE

BACARDI LIMITED AND KNOCKOUT – BREEZER

One of the first in the ready-to-drink mixed drinks category, Bacardi Limited's Breezer brand had seen the market explode with new competition. To remain relevant and reinvigorate the brand with its signature playfulness and freshness, Knockout updated the range with bright colours, modern label design and a fun copy style. One judge said, "Great update! It has some of that vintage classic feel while being fresh and contemporary."

BEST USE OF PACKAGING (OTHER)



BRONZE

DEVOTED PET FOODS AND PENCIL STUDIO LTD

Devoted Pet Foods worked with Pencil Studio Ltd to capture, through design, the relationship between a pet and their owner. The result is a loving portrayal of human/animal bonds that are warm, flexible and intrinsically tied to the brand's purpose. Judges thought this "beautifully executed" brand showcased fantastic design work and impressive illustrations.

HIGHLY COMMENDED

PEPSICO – PEPSIMAX POPFIZZAHH 2022

PepsiCo's PopFizzAhh campaign for PepsiMax encapsulated the sound and feeling of cracking open a can of Pepsi through punchy, bubbly design.

BEST USE OF PACKAGING (LIMITED EDITION)



GOLD

DIAGEO INDIA AND BUTTERFLY CANNON

Godawan whisky, by Diageo India, is intrinsically tied to the Indian desert state of Rajasthan. It used this link to bring attention to the conservation of the last 100 remaining wild great Indian bustards, or godawans. To reinforce this message, a limited edition of 100 bottles was released. Butterfly Cannon developed 100 one-of-a-kind bottle designs for the launch.

The birds are meticulously hand-etched on the bottles, each with its own distinctive personality. Eye-catching cases are crafted from up-cycled whisky casks. The desert-inspired colour palette shines when rendered in rich golds and pops of turquoise. The result is not just a luxury whisky release, but an opportunity for customers to engage with the brand's very soul. Judges loved the link between the limited edition bottle design and the brand's purpose. "I love the attention to detail," said one. Another praised the "beautiful design" on every bottle.

BEST USE OF PACKAGING (LIMITED EDITION)



SILVER

PEPSICO – LAY'S – MORE BELGIAN REALLY IMPOSSIBLE!

Lay's wanted to use the introduction of two limited edition flavours to reconnect with Belgian customers and fend off smaller competitors. Using a comic strip style to introduce flavour-inspired characters, Lay's infused Belgium's quirkiness, spirit and pride into its packaging design. "This is really fun and a great way to engage customers," praised one judge. "I love the look of the packaging," added another.



BRONZE

BACARDI LIMITED AND KNOCKOUT – BOMBAY SAPPHIRE BASQUIAT SPECIAL EDITION

To support the 'King Pleasure,' exhibit of Jean-Michel Basquiat's artwork in New York, Bombay Sapphire released a limited edition bottle featuring Basquiat's artwork. Knockout united the heart of the Bombay Sapphire brand with an authentic deployment of Basquiat's art for a memorable result.

BEST USE OF PACKAGING (LIMITED EDITION)



BRONZE

PLYMOUTH GIN "OCEAN EDITION" AND BOUNDLESS BRAND DESIGN

To mark Plymouth Gin's ongoing partnership with the Ocean Conservation Trust, Boundless Brand Design captured the beauty of the ocean and the optimism and hope that comes from being near the sea. The bottle is serene, approachable and respectful of both brands and their links to the ocean.



GOLD

COLGATE-PALMOLIVE

Colgate-Palmolive wanted to inspire consumers to change their behaviours around cleaning product consumption. To get people to shop for sustainable options, Ajax Plooshi focused on changing the buying habits around sustainable cleaning tablets, which had low levels of repurchasing. Ajax focused on building an unboxing experience into the user journey. By creating a story within the box and an appealing bottle design, it hoped to sell customers on sustainable solutions – and keep them coming back for more.

Judges thought this approach and sustainable packaging solution was “really innovative” and “will have a tangible impact.” One judge said, “It’s great to see such a large brand pushing sustainable solutions.” Another praised the “clever idea and fresh design.”

BEST USE OF SUSTAINABLE PACKAGING



SILVER

PEPSICO – PEPSI MAX X EINTRACHT FRANKFURT COLLABORATION

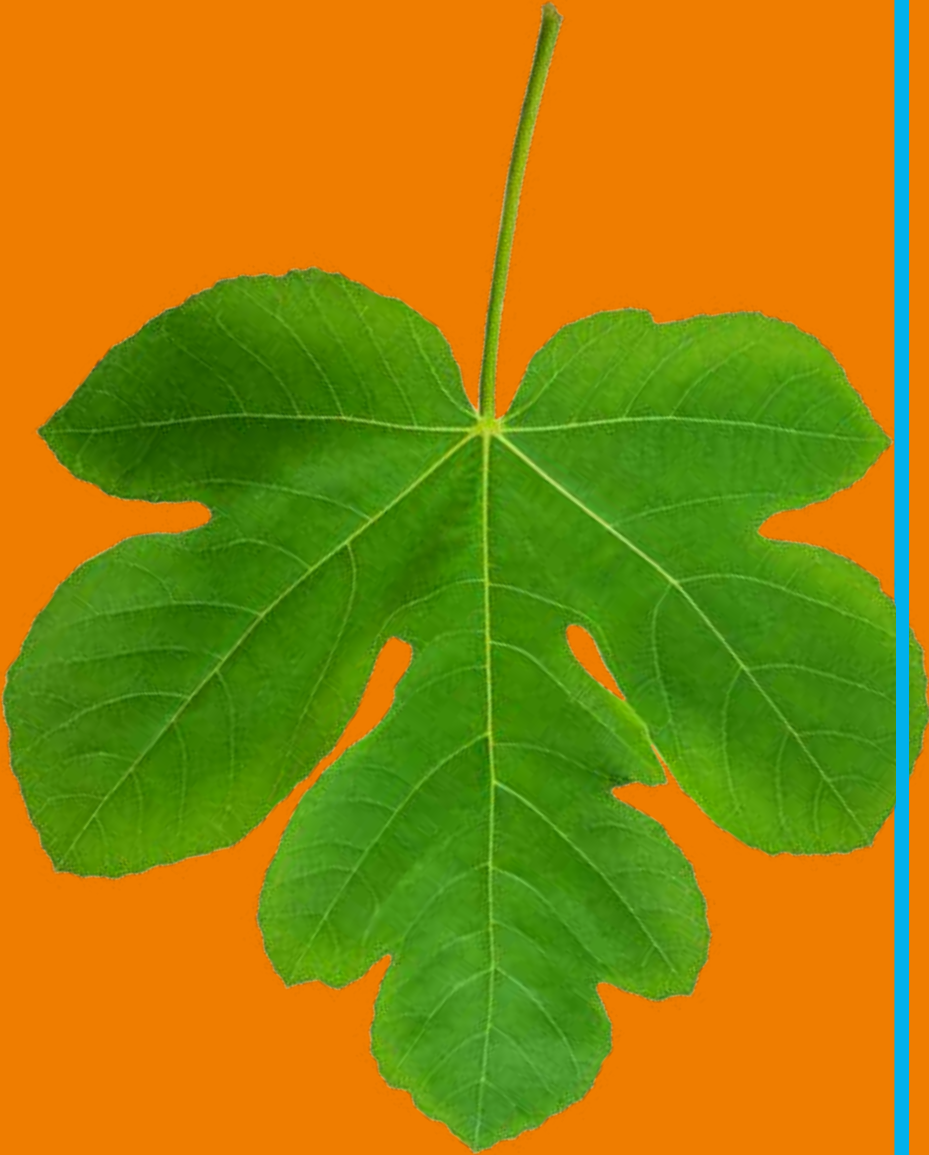
As part of its sponsorship of the football club Eintracht Frankfurt, Pepsi Max developed a special edition jersey made from recycled bottles. Influencers ensured the partnership and sustainability commitment were well-publicised across social media. "I like the design. It has lots of attitude," said one judge of the innovative approach to influencer marketing.



BRONZE

BROWN FORMAN AND KHEOPS

Jack Daniel's (Brown Forman) Father's Day gifting pack of Gentleman Jack aimed to deliver a sustainable packaging solution that is easy to recycle, without compromising the customer experience. The resulting cardboard sleeve is nicely designed by Kheops, to feel at home within the Jack Daniel's collection while appealing to modern dads.



SECTOR



BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR



GOLD

BUGATTI AUTOMOBILES S.A.S. AND INTERBRAND GMBH

BUGATTI Automobiles S.A.S. is well-known and well-regarded as a high-end automobile manufacturer. But transforming into a luxury lifestyle brand would require a visual identity that would break free from the norms of the auto industry and tap into the heart of the brand's spirit. Interbrand GmbH used the concept of painting with light to inspire the brand's photography style, illustration, structure and communications.

The result is distinctive, moody and aspirational. One judge said the visual identity was "crafted with detail and love." Another praised the "elegant logotype and typographic treatment," saying that these "work well with the concept of light, particularly when used across motion graphics and video."

BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR



SILVER

AERO AND MAGPIE STUDIO

To better communicate AERO's offering of a sustainable alternative to automobile paint, Magpie Studio focused on the company's groundbreaking materials science and technology. A bold tone of voice and simple graphic language help tell the story more simply and effectively. Judges loved the packaging design and the links to the company's sustainable purpose.

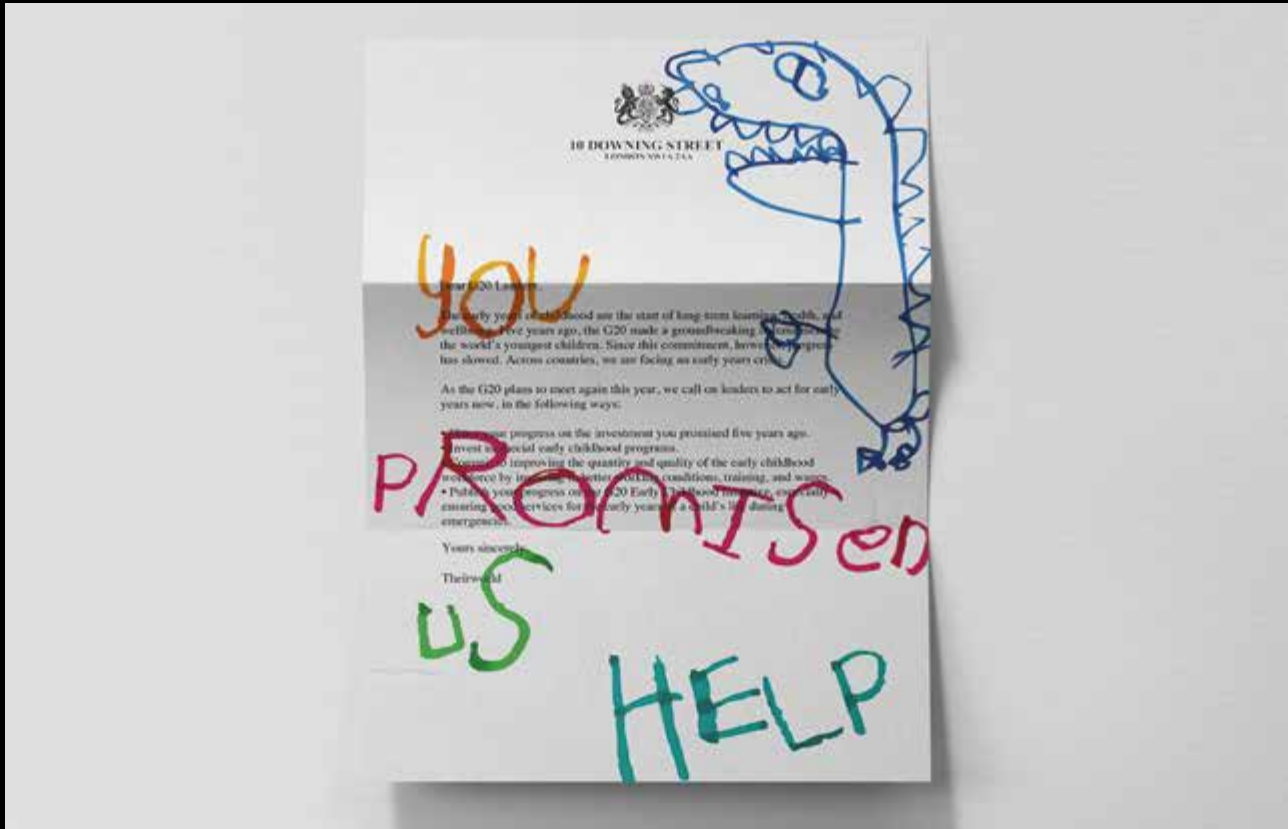


BRONZE

THE AA AND ELMWOOD

The AA wanted to put the confident swagger back in its brand and appeal to a modern, digital-native audience. Elmwood delivered a modernised suite of brand assets, focusing on motion, momentum and movement. It allows the brand's heritage to be seamlessly updated to suit the needs of a new generation of drivers.

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



GOLD

THEIRWORLD AND SABOTEUR

Children's charity, Theirworld, launched the 'Act For Early Years' campaign to raise awareness of the essential nature of learning, health and wellbeing in children's first years. Saboteur needed to give children a voice within the framework of the adult concept of a campaigning brand. The visual identity juxtaposes simple sans serif type with a childlike type crafted from actual children's handwriting. It's eye-catching and incredibly effective. It draws attention to the message by allowing the child's voice to shine through in an incisive, motivating way.

Judges thought the visual identity was brave, emotive, unique, memorable and powerful. One praised it for "achieving a lot with a little." They loved the way Saboteur involved children – effectively, the brand's customers – in creating the visual identity. That led to an authentic, distinctive voice and look for the Act For Early Years campaign.

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



SILVER

DEBRA AND RICHARDSDEE

Debra had gone all-in on portraying the effects of epidermolysis bullosa, but it found that approach was limiting and alienating to those with milder forms of the condition. It worked with RichardsDee on a brand that instead aimed to build a community in order to support everyone affected. The result is like a breath of fresh air, while still communicating the condition's challenges. Judges loved the shift to positivity and empowerment. One said, "I love, love, love this rebrand. It's inclusive and beautifully crafted."

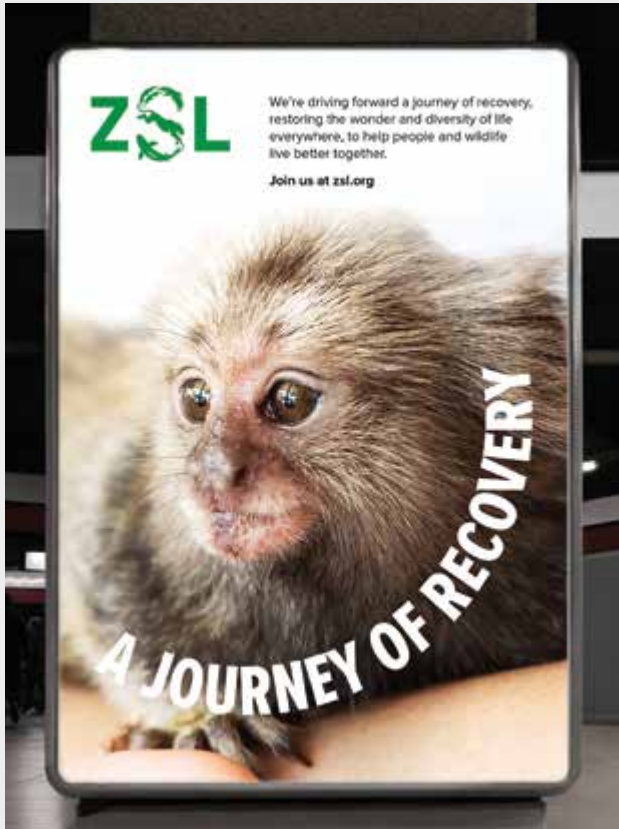


SILVER

VINEYARD THEATRE AND NB STUDIO

New York's Vineyard Theatre doesn't stand still. NB Studio built that trailblazing ethos into the brand by allowing the word 'Theatre' to flex across countless typefaces. Cohesion comes from the static 'Vineyard' and a retro-cool, contemporary graphic lockup. Judges called this "a simple and impactful branding resolution that can get dressed up when it needs to."

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



SILVER

ZSL AND RBL BRAND AGENCY

ZSL worked with RBL Brand Agency to embed its conservation message more deeply in its brand and external communications. The zoo's commitment to conservation had never wavered, but it needed a brand that could speak to animal welfare, sustainability and species conservation. The new brand is beautifully crafted and intelligent, according to judges, with one adding, "The animal silhouettes and wordmark are beautifully done and speak directly to the charity."



BRONZE

UNEARTHODOX AND RADLEY YELDAR

Born under the WWF umbrella, the Luc Hoffmann Institute was designed to champion biodiversity. After becoming independent, it worked with Radley Yeldar to create the Unearthodox brand, which aims to take its environmental regeneration message farther than ever before. Judges loved the naming system and praised the way the brand comes to life through its applications. One praised the "lovely modern feel, flow and energy."

HIGHLY COMMENDED

INSPIRE AND WMH&I

To inspire diversity in business leadership, INSPIRE worked with WMH&I on a brand targeted at young people without feeling childish.

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



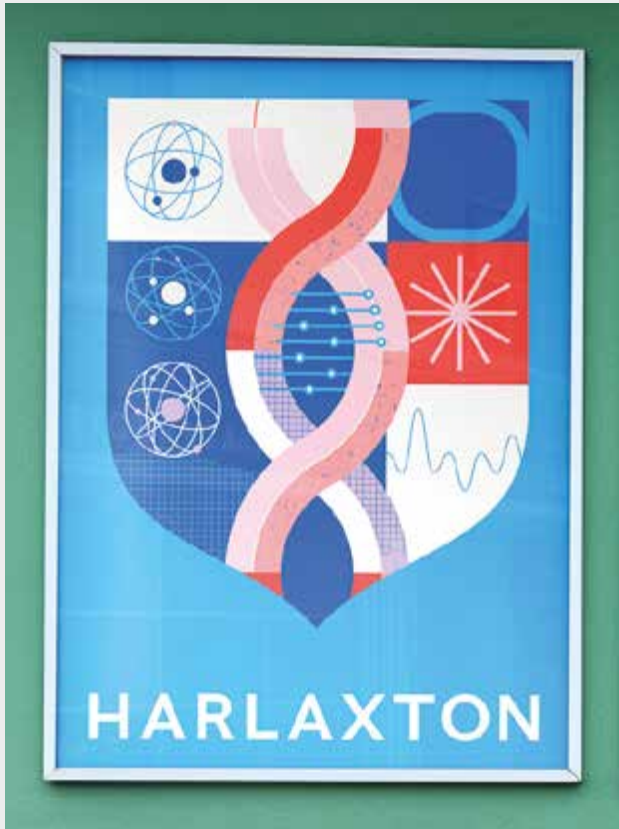
GOLD

SOUTH EAST TECHNOLOGICAL UNIVERSITY WITH RED DOG DESIGN CONSULTANTS AND MCCP

Compelled by national education strategy to merge, when past attempts at unification had failed, IT Carlow and IT Waterford had to make a big impact with a newly joined brand. The Irish tech institutes worked with Red Dog Design Consultants and MCCP to craft a brand that would inspire a sense of opportunity in students. The brand had to be more than a simple blending of the two composite institutes, but a modern university brand capable of competing with the best Ireland has to offer.

The design took inspiration from the south east region itself, sandwiched as it is between the more prominent Cork and Dublin urban centres. Putting the 'SE' of the south east above the 'TU' of 'technological university' reflected this brand strategy. The U logo device beautifully communicates the concept of connections and opportunities while also lending a sense of credibility, gravitas and aspiration to the South East Technological University brand.

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



SILVER

HARLAXTON AND UNITEDUS

Harlaxton College was the home of the University of Evansville's study abroad programme. But its manor and grounds meant it was perceived as a picturesque jumping off point to European adventures. It worked with UnitedUs to create a modern educational brand founded in curiosity. The result is a simple, modern, inclusive brand that positions the heritage institution as a leader in the contemporary educational landscape.



SILVER

STORY SCHOOL AND SABOTEUR

Mohammed VI Polytechnic University's new school of communications, the Story School, wanted to offer African students a global, elite educational experience. The brand positioning by Saboteur, 'find your voice,' is evoked visually through a quotation mark device that frames the brand's messages and effortlessly links the visual identity to the communications industry. Judges thought this approach was simple but highly effective, particularly through its use of colour.

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



BRONZE

OXFORD UNIVERSITY PRESS AND BAXTER & BAILEY – OXFORD REVISE

Exam revision and study guides branding is notably forgettable. Baxter & Bailey wanted to change that with Oxford University Press' Oxford Revise brand. The new identity had to inspire confidence in students while also being visually compelling to compete on shelf. Clean, colourful design is complemented with a contemporary tone of voice to make a big impact.



BRONZE

OXFORD UNIVERSITY PRESS AND BAXTER & BAILEY – READERFUL

Readerful was designed to inspire children to fall in love with reading and encourage more families to make reading a priority. Baxter & Bailey developed a child-friendly, but not childish, brand that effortlessly communicates notions of creativity, wonder, exploration and joy. Judges thought this felt relevant to the target audience and indeed over 3,000 Readerful welcome packs have been delivered thus far.

HIGHLY COMMENDED

CHRIST CHURCH, OXFORD AND SOMEONE

Christ Church's historic crest was updated by SomeOne to flex across modern touchpoints, including digital, merchandise and mobile applications.

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



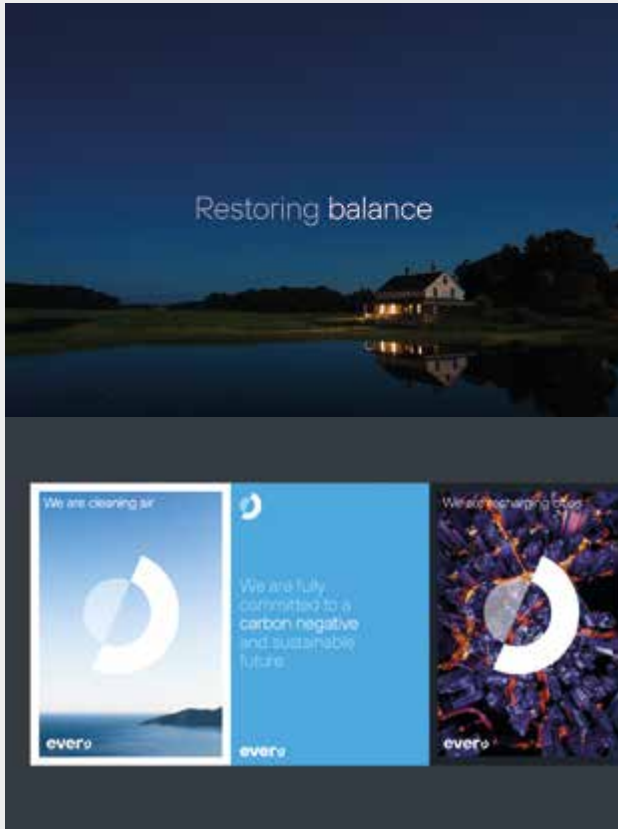
GOLD

THAMES WATER VENTURES / TRINZIC GROUP AND OLIX CONSULTING

Thames Water Ventures was designed to dream up a renewable energy future using the vast resources of the Thames Water parent brand. But, negative associations with Thames Water sparked the need for a new name and brand. Olix Consulting crafted Trinzie Group with the spirit of a startup at its heart. The logo is deliberately off-centre, inspiring inspection but also conveying a sense of restless energy. The visual identity is bold and bright with the use of typography and graphic patterns that wouldn't feel out of place on a Gen Z-oriented retail brand's website.

The effect is energising and disarming, a one-two punch that achieves the brand's objectives to raise awareness and inspire change. Judges thought this break from the sector's norms was "daring and bold." They thought it was inspiring to see a brand do something new in the energy and utilities landscape.

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



SILVER

EVERO AND CURIOUS

Once a holding company and investment firm, when Evero became a waste product manufacturer in its own right, it needed a brand to support it. CURIOUS created a system juxtaposing unbalance and order. The use of a balancing graphic device visually tells the brand's story about its commitment to improving waste management. It's a clever, simple solution that brings a contemporary, no-nonsense sensibility to bear in the waste management sector.



SILVER

VEV AND DESIGNHOUSE

VEV was born from the Vitol brand to support fleet electrification efforts. Designhouse electrified the brand with a signature neon logo, a simple use of language and an uncluttered brand world. This allows the company's purpose of improving electric vehicle usage to shine through. Judges thought the brand effortlessly spoke to the 'electrification' mission and set the standard in the EV infrastructure category.

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



BRONZE

SLB AND BRANDPIE

SLB worked with Brandpie to redefine the future of energy by infusing its brand with clean, clear imagery reflective of the clean environment it hoped to achieve in the future. The new brand uses white space to great effect, reserving the deployment of colour and imagery to the moments in which they can make the greatest impact. Judges loved the “nice, clean branding,” and the way the identity’s curve device represents the company’s Net Zero carbon ambitions.

HIGHLY COMMENDED

BAPCO ENERGIES AND INTERSTATE CREATIVE PARTNERS

Bapco Energies worked with Interstate Creative Partners on a brand that could support its ambitious growth and development plans.

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR



GOLD

SECO AND INTERBRAND

Seco manufactures industrial tools, specifically in metal cutting. Despite its clients operating in everything from space exploration to sustainable energy production, the brand felt a bit like a hardware store for multinationals. Interbrand sought to anchor it in cutting-edge technology and inspired product design. The strapline 'Made for Makers' is a fitting, catchy summary of Seco's purpose. A stripped-back design structure provides the backdrop for stunning product photography, magazine-like portraits and simple, well-used splashes of primary colours.

The brand elevates industrial tools from glorified hardware to objects of beauty, reverence and professional skill. It's reminiscent of mid-century film photography branding but with a social-friendly design language. The combination of which impressed judges for its clarity of expressing, striking photos and effortless communications.

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR



SILVER

NEAL JONES AND WPA PINFOLD

Luxury furniture designer Neal Jones pinpointed a focus on design for super yachts. To express this visually, it worked with WPA Pinfold on a brand rife with maritime cool, without treading the line into cliché. The marine touches are enough to tell the story and appeal to the target audience while the brand applications are reserved enough to still communicate luxury. It's already made an impact on the target audience with new business enquiries up 100% and website traffic up 40%.

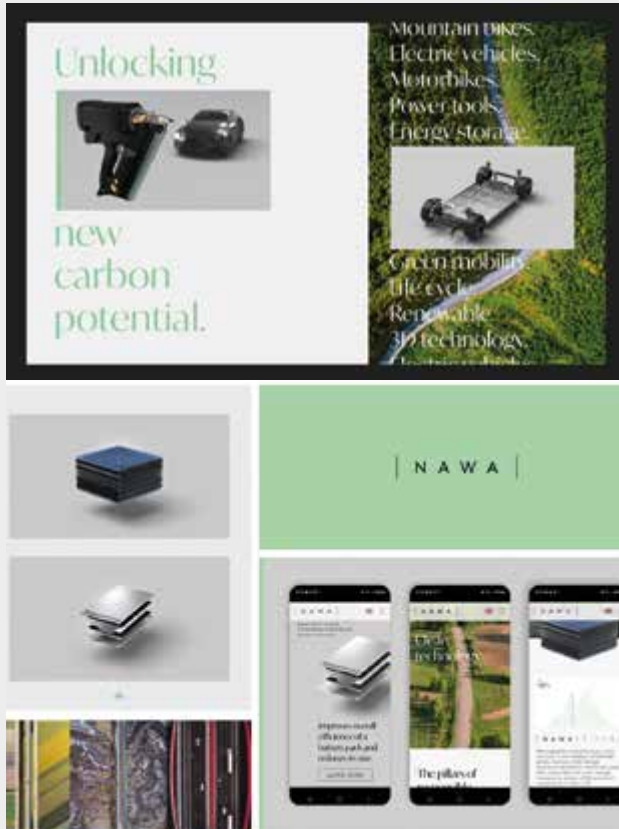


BRONZE

HIGH LINER FOODS AND WMH&I

Major US seafood company High Liner Foods wanted to put its commitment to innovation in the sector at the forefront of its brand. WMH&I created a bespoke typeface, sea-inspired colour palette and dynamic photography style to communicate a twist on 'the way we see food.' Judges praised the use of the twist as a graphic device to update the brand and unify the company's visual communications.

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR



BRONZE

NAWA TECHNOLOGIES AND ROKABYE

Nanotechnology innovator Nawa Technologies worked with Rokabye to break free from science-like industry branding norms and make a stronger name for itself among target audiences. The new identity is chic, communicative and clear. Judges thought the update helped Nawa Technologies feel more fresh and premium, delivering a strong improvement in brand communications.

HIGHLY COMMENDED

AAF (AMERICAN AIR FILTER) AND MOVE BRANDING

AAF (American Air Filter) worked with Move Branding on a punchy new visual identity that changes the 'state of the air.'

ATKINSRÉALIS AND INTERBRAND

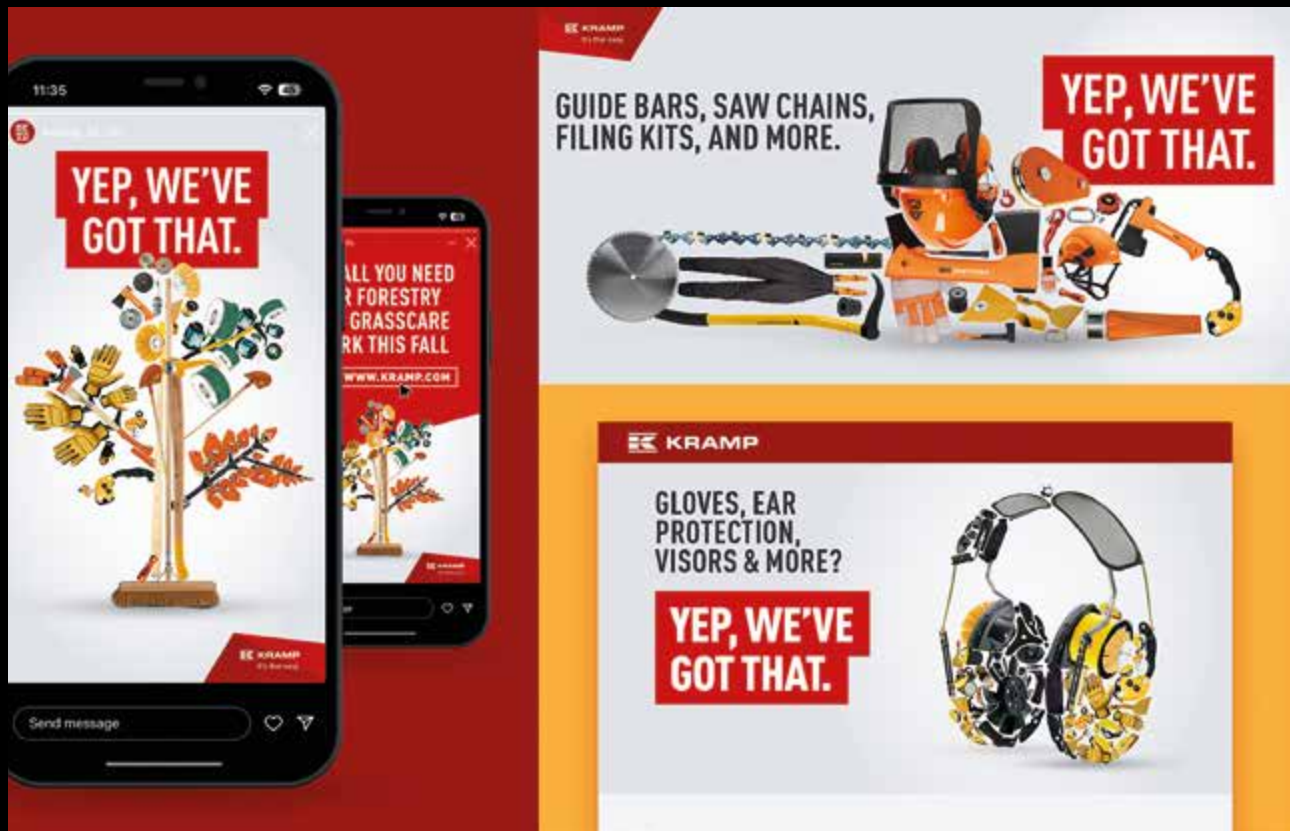
AtkinsRéalis' new brand created by Interbrand, is a future-facing expression of its commitment to change the construction and consulting landscape.



LET'S START
A REACTION



BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



GOLD

KRAMP AND MREACTION

Kramp has been a mainstay in the farming and agricultural sector for over 70 years. In order to appeal to both the B2B market of dealers and the farmers who will be the end users of its products, Kramp needed a brand that would better communicate its longstanding commitment to its audience. mReaction allowed Kramp's products to shine in an unexpected, joyful way. It built puzzle-like collages of agricultural equipment from the parts and pieces the brand offers.

The new style has caught the attention of the industry and given the brand a personality-rich platform from which to communicate. One judge said Kramp "smashed the strategy with the creative by literally demonstrating the scope of the range in a fun way." Another praised the "clear and distinctive brand identity and message with strong results."

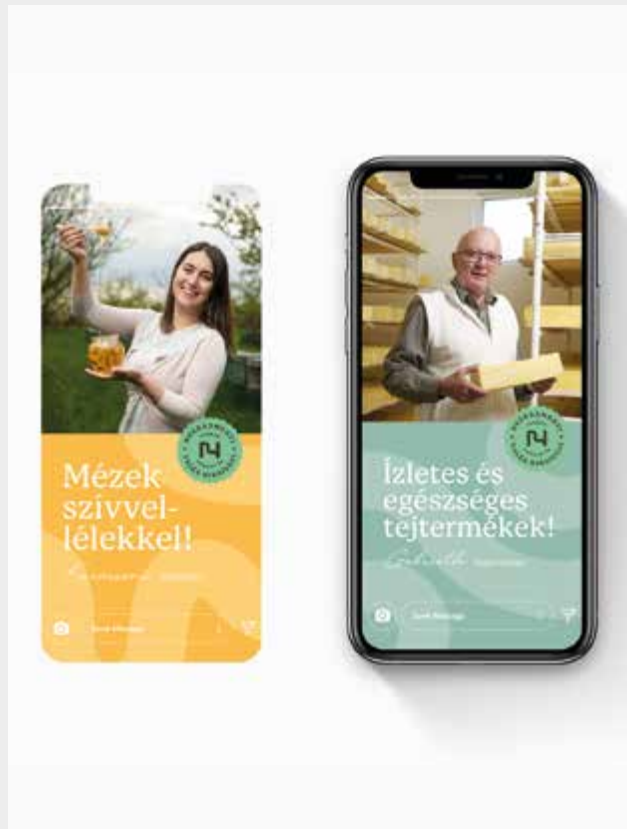
BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



SILVER

FIRST MILK AND KISS BRANDING

First Milk wanted to infuse its dairy brand with its sustainability ethos and co-operative business model. KISS Branding focused on the organisation's regenerative farming practices across every touchpoint. The new identity is authentic, friendly and professional. "I loved the creativity," said one judge of the rich new brand world.

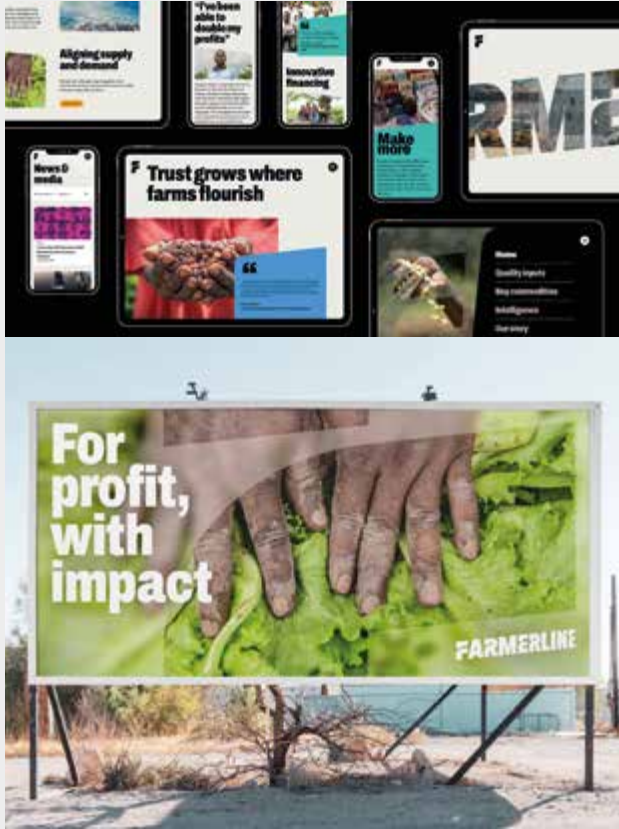


SILVER

NIRAJ VALLEY PRODUCTS AND RUBIKOM

To support small family businesses and farms, the Niraj Valley Association created the Niraj Valley Products mark. The N symbol communicates quality, craft and care. Rubikom created the unique N shape from the shape of the river Niraj, the lifeblood of the agricultural region. Judges thought this was an excellent brand strategy with quality visuals, able to leverage heritage and contemporary customer needs.

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



BRONZE

FARMERLINE AND NB STUDIO

Social enterprise Farmerline, worked with NB Studio to reach sub-Saharan African farmers and support their ability to reap more of the rewards from their agricultural efforts. The visual identity is impactful, disruptive and ownable, built on excellent insight into the target audience, judges said.

HIGHLY COMMENDED

MAHINDRA GROUP AND DUSTED

Tractor manufacturer Mahindra Group worked with Dusted on a visionary future for farming machinery. The brand combines the visual cues of the tech sector with the design language of the performance automotive industry.

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GOLD

IP GROUP AND CONRAN DESIGN GROUP

IP Group has made some of the most innovative aspects of modern life possible through its intelligent investments. But it didn't have a solid platform from which to communicate about itself. It worked with Conran Design Group to introduce its science- and technology-based investment strategy to the world. The new brand positions IP Group as an 'impact partner' who can support the science and innovation needed to make effective change in the world.

The visual identity is at once suitable within the financial services sector while also eschewing much of the industry's staid norms. One judge said, "There is so much cunning in this. I really like the story, the ambition, the creativity. It's great strategy that goes beyond brand."

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



SILVER

APTIA AND LIVING GROUP

Pension and benefits administration firm Aptia wanted to avoid the industry norm of being a boring and forgettable brand. Living Group focused on the key messages of stability, client centricity and technology to create a 'benefit from clarity.' The new identity blends these notions together visually to create a lovely, modern design that has the potential for growth and flexibility in the future.



SILVER

AUTOPAY AND BNA / BRAND NEW ATTITUDE

Uniting two brands under a single umbrella, Autopay and BNA / Brand New Attitude crafted a clever visual identity that uses a digital toggle graphic as a logo, representative of the 'A' in the brand's name. The solution is distinctive, sophisticated and capable of flexing across different customer needs. One judge said, "All elements of the visual identity are justified and creative." Another praised the "strong idea of the 'A' icon which communicates the ease with which the service can be used."

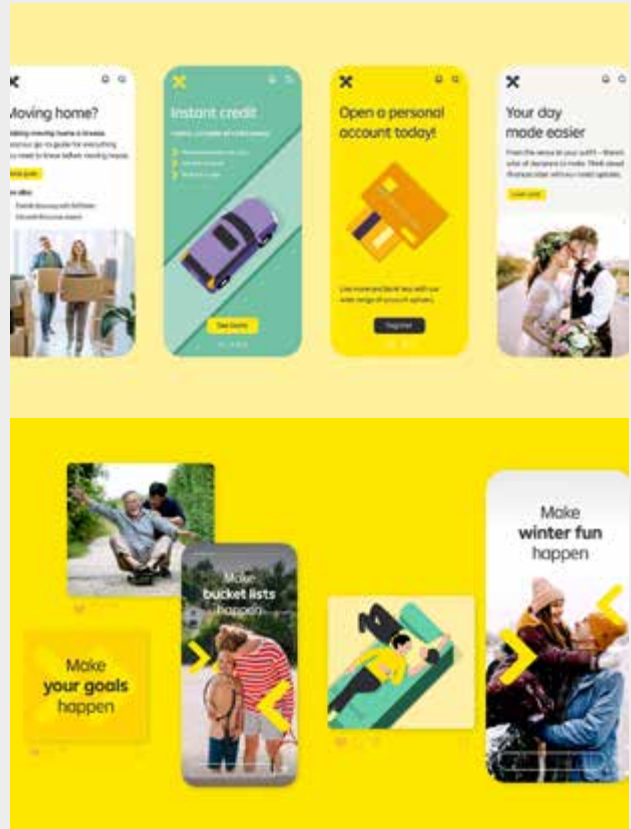
BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



BRONZE

FUTURE POSITIVE CAPITAL AND PIXELIS

French impact investing fund Future Positive Capital wanted its brand to focus on the impactful, sustainable endeavours it supports. It worked with Pixelis to communicate its commitment to 'solve planetary challenges.' The visual identity uses art photography and a simple graphic language to communicate sophisticated thinking and encourage viewers to focus on the brand's crucial messages. Judges called it "a smart, modular design system with creative that lives up to the strategy."



BRONZE

RAIFFEISEN BANK INTERNATIONAL AND FUTUREBRAND LONDON

Raiffeisen Bank International needed to modernise and unify its brand across 12 central and eastern European markets. FutureBrand London took the brand's most recognisable assets – the 'gable cross' icon and its signature yellow – and used them to inspire a digitally friendly visual identity. Judges thought the new visual identity would serve the bank well in reaching a younger audience.

HIGHLY COMMENDED

ELKSTONE PARTNERS AND LOVEGUNN

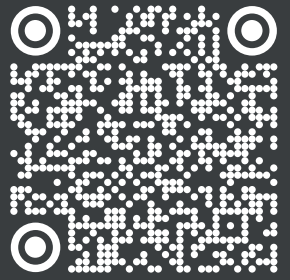
Elkstone Partners worked with LoveGunn to breathe life, partnership and personalisation into its brand with a warm photography style and sophisticated brand refresh.



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LAS CHICAS

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BEST VISUAL IDENTITY FROM THE FMCG SECTOR



GOLD

KRAFT HEINZ (LAS CHICAS) AND PB CREATIVE

Kraft Heinz wanted to roll out a new line of Tex-Mex food that would disrupt the bland, clichéd branding already on shelf. It looked to the women of Mexico to effect this change. Named Las Chicas, the brand uses distinctly Latina patterns and colours, bringing a sense of cultural joy to bear on pack. The fun typography and illustration style are complemented by photography inspired by the power of food to bring people together.

PB Creative's female-led brand team is further evidence of Kraft Heinz (Las Chicas) living its purpose. The new brand "feels fresh and enticing," says judges, as it avoids the visual stereotypes common of the category. One judge added, "I really like the vibrancy and the narrative behind the visual identity. It feels like an independent brand."

BEST VISUAL IDENTITY FROM THE FMCG SECTOR



SILVER

MARS AND ELMWOOD

A long-trusted brand in the UK, Dolmio, owned by Mars, wanted to connect with a younger audience more inclined to experiment than opt for tried-and-tested favourites. Elmwood turned the 'l' in the wordmark into an exclamation mark and shifted the visual focus from Dolmio's Italian heritage to taste and flavour, thereby tapping into the younger audience's desire for culinary exploration. Judges thought this was a fun, modern evolution of a beloved brand.



BRONZE

COLGATE-PALMOLIVE

Colgate-Palmolive refreshed its brand by harnessing the power of its innate brand assets: its recognisable wordmark and its visual representation of a drop of water. The new visual identity is grounded in nature and simplified, depicting clean, single images of each product's core ingredient. The brand world benefits from the use of the signature typography. It offers a contemporary, digitally friendly face for the company.

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



GOLD

FREJA FOODS AND THE COLLABORATORS

Take Stock, a new bone broth brand, born of the pandemic, was failing to connect with a global audience and needed to tell a stronger story about its provenance. It worked with The Collaborators to lean into its Scandinavian roots. The Freja Foods brand focuses on quality ingredients and farming practices combined with the Norwegian concept of 'koselig,' or taking joy in life's simple pleasures.

The visual identity is inspired by Scandinavian design, but with a modern, illustrative style built in. The result is a contemporary blend of colour, simple design and clear, evocative storytelling. Judges called this a "strong evolution which got positive results," and "a thoughtful and smart brand evolution." Another praised its "stand out brand and gorgeous packaging."



GOLD

KELLOGG'S AND LANDOR

The blah browns, taupes and earth tones of the granola section in the supermarket was disjointed from Kellogg's bright, colourful packaging system. Its 'extra granola' range wasn't winning over natural food fans or regular cereal buyers. Landor redeveloped the range in line with Kellogg's brand values, infusing it with an extra punch of colour.

The result blends simple ingredient illustrations, bright colours and an easy-to-use colour-coding system. The 'extra' wordmark is emphasised with a funky capital 'X' that draws attention to the pack. Judges loved the way they injected more fun and colour into quite a bland and beige category. One said, "It's certainly an improvement and has a clear strategy."

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



SILVER

GERVAIS AND FUTUREBRAND PARIS

French yoghurt brand Gervais has a long history of culinary tradition and innovation. But its brand design had lost the connection to craft. FutureBrand Paris infused the brand with heritage, modern visual markers denoting authenticity and a subtle illustration style. One judge called this “a really beautiful and clever return to the past to move forwards. It is sophisticated.”



SILVER

WOVEN AND MAGPIE STUDIO

Magpie Studio lovingly crafted the restaurant brand for chef Adam Smith at the Dorchester Collection's Woven in Coworth Park. Weaving Smith's personal stories together with visual representations of ingredients and a fine art design style, Woven won a Michelin star six months after launch. Judges praised the “clever use of materials and textures to bring it to life.”

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



BRONZE

CAMPARI AND ROBILANTASSOCIATI

RobilantAssociati put Milanese style back into the Campari brand with a subtle update that sees the bottle reflect the architectural shapes and forms of Milan's cityscape. One judge called it "a thoughtful design approach to reflect the brand's origins, and lean into a time when quiet luxury is becoming a cultural phenomenon." Another praised the subtle, but impactful change to the brand story.



BRONZE

ZUMA AND CURIOUS

Japanese restaurant chain ZUMA needed a recognisable brand that could connect its international network and build a stronger relationship with diners. CURIOUS looked to the brand's indigo colour, taking inspiration from the Japanese art of indigo dyeing. The story-based approach to the new visual identity provides a classic, elegant visual identity that seamlessly links to the restaurant's food and style.

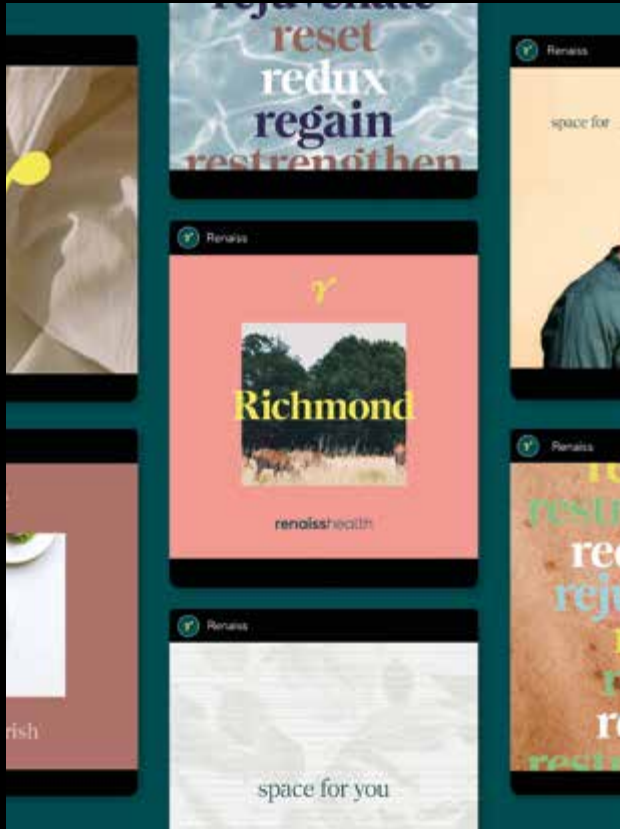
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BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



GOLD

RENAISSANCE HEALTH AND DRAGON ROUGE

Bridges Fund Management had a radical new idea that would address how healthcare is provided after operations. Renaissance Health was conceived as a recuperation and recovery clinic but with all the trappings of a luxury health spa. With the opportunity to define the brand for the entire industry, Dragon Rouge considered every aspect of the experience and user journey carefully.

The new brand focuses on recovery in a life-affirming way. The blend of premium, clinical and human design cues help the brand tell a story about a new kind of post-operative recovery, one that is supportive, empowering and effective. Judges loved the consideration and thought that went into the creative strategy and praised the craft and artistry of the visual identity.



GOLD

WS AUDIOLOGY AND FUTUREBRAND LONDON

The hearing loss industry often pervades stereotypes of those affected in a way that perpetuates a cycle of misinformation and reluctance to seek help. WS Audiology wanted to break free from the norm and redevelop its portfolio of brands into a single, unified organisation. FutureBrand London developed a brand for HearUSA that focuses on sound and the way it enriches people's lives, whatever age they may be. It portrayed vibrant lifestyles and showcased new tech industry-esque products to change perceptions and break stigmas.

The new brand is thrusting, ambitious and distinctive in the sector. One judge said, "The identity really matches the product and feels modern and contemporary. It breaks the mould of patronising visuals that abound in the sector. The brand was well executed across all the touchpoints."

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



SILVER

BEACON THERAPEUTICS AND DUSTED

To draw attention to its life-changing approach to preventing sight loss among young men, Beacon Therapeutics pledges to 'make remarkable happen.' Dusted crafted a graphic system that acts as a beacon, while also representing the curve of the retina and the light that hits it in the eye. This representative visual identity also delivered an emotive, human impact in its refreshed brand communications.



BRONZE

RAYSCAPE AND HERALDIST

AI radiology technology business Rayscape wanted to convey to radiologists its credibility, ease of use and quality. It worked with Heraldist on a delicate visual identity that deploys X-ray images of flora and a grayscale colour palette to great effect. One judge praised the "excellent understanding of the target audience's challenges and reservations. It built an effective strategy and unique identity that already stands out in the progressive health-tech category."

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



BRONZE

TOGETHER HEALTH AND THE SPACE CREATIVE

Together Health worked with The Space Creative to refresh its brand in order to appeal to a broader retail audience and make a bigger impact in mainstream supermarkets. The new identity is friendly and accessible with an image style that draws on the colourful cues of the premium food ingredients category. This simple update “strengthened the packaging,” said one judge and built more credibility into the brand.

HIGHLY COMMENDED

COMMUNITY PHARMACY ENGLAND AND IE BRAND

IE Brand developed the new brand for the renamed pharmacy industry body Community Pharmacy England. It infused the brand with colour, warmth and a stronger community feel.

Adam J Kritika Mandy
Johnny Daniel Cossette
Graham Adam C Nan

Alexis
Maria
Lottie
Vyara
Ines
Nick
Holly
Stu
Richard

**IT TAKES TALENT,
EFFORT, AMBITION,
EMPATHY – AND A
THESAURUS FULL OF
OTHER QUALITIES TO
CREATE GREAT WORK.**

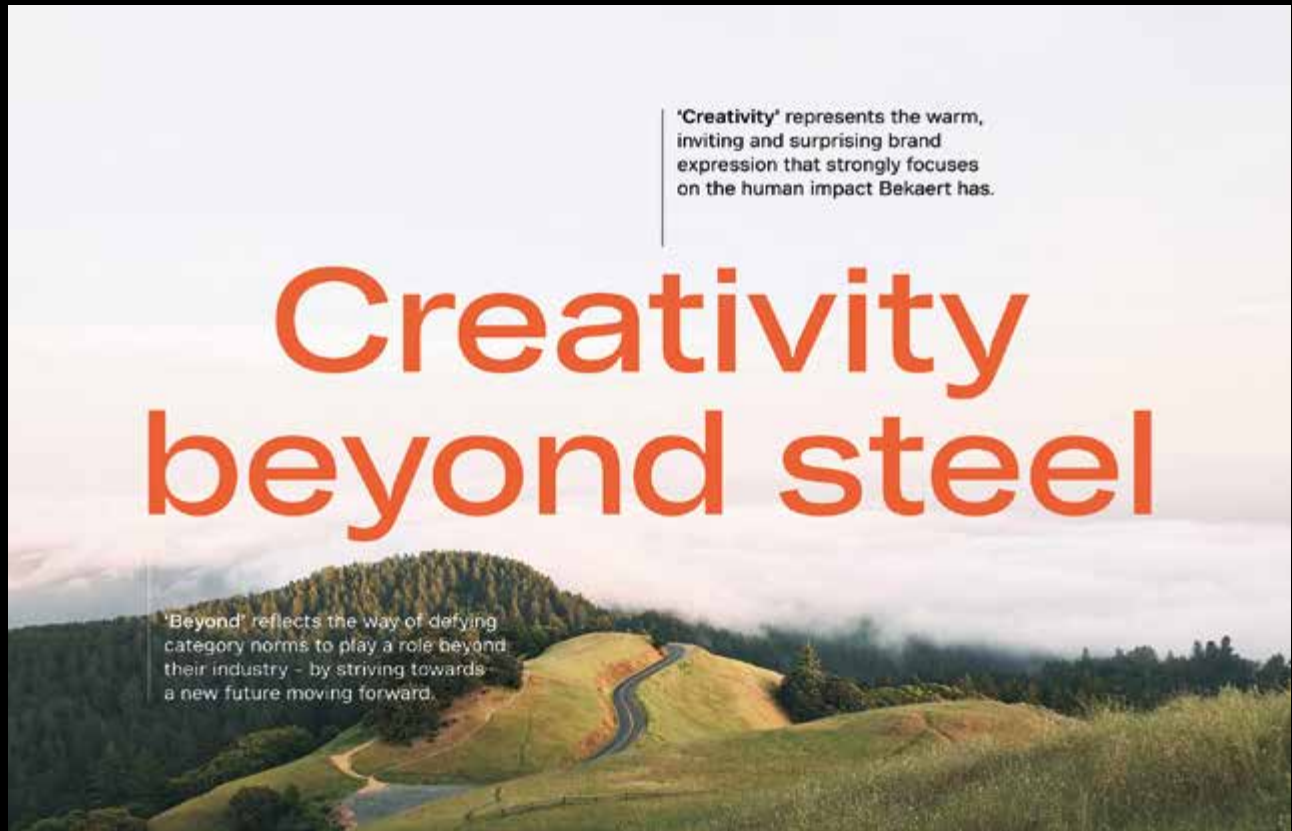
So a huge thank you
to everyone involved in
getting ours here tonight.
And a further congratulations
to everyone here, on
making it happen.

Interbrand

Liz ED
Matt M
Holly
Matt T
Chris
Rosie
Andy
Rebecca

Display Type Foundry
Isabel TJ Thomas
Stephanie Jonathan Julien





GOLD

NV BEKAERT SA AND INTERBRAND GMBH

Belgian steel producer NV Bekaert SA shifted its focus to materials innovation and low-carbon construction opportunities in addition to its steel heartland. It needed a brand that would shift from a product-focus to a purpose-driven one while standing out from the industry's bland backdrop. Interbrand GmbH put 'creativity beyond steel' at the heart of the new brand. A blend of heritage, transformation and humanity fuse the brand together with integrity.

The visual identity uses illustration and photography effectively. Product communications are as artistic and appealing as stripped-back retro cinema posters. The overall effect is to deliver industry-leading brand design in a visually appealing way. Judges said, "Well done! There is some superb thinking and very creative logo design and implementation."

BEST VISUAL IDENTITY FROM THE INDUSTRIAL, BASIC MATERIALS, MINING AND EXTRACTIVES SECTOR



SILVER

ATKINSRÉALIS AND INTERBRAND

AtkinsRéalis worked with Interbrand to put the brand foundation in place to fundamentally change the future of the construction and development consulting industry. It shone a literal and figurative spotlight on the company's expertise and customer-centricity in a way that is "beautiful, differentiated and powerful," according to judges.

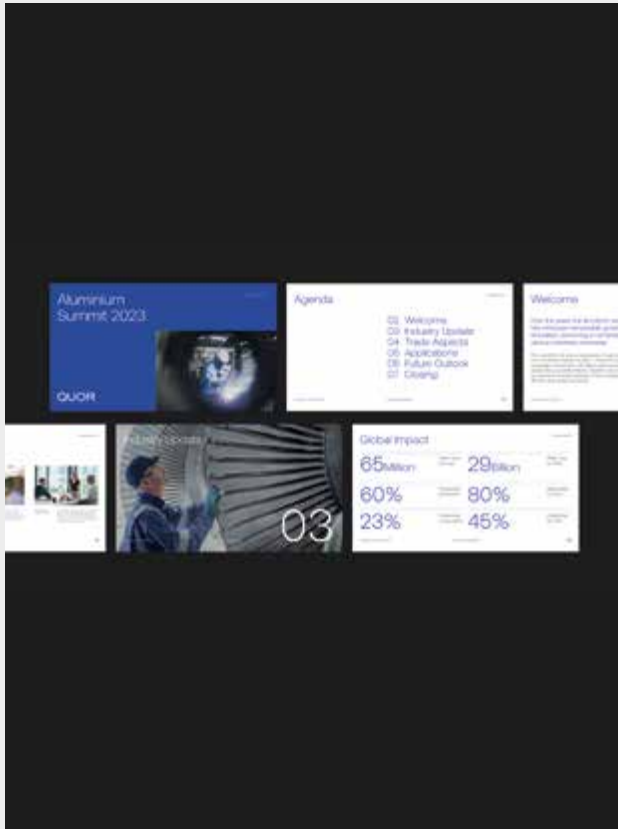


BRONZE

OCI GLOBAL AND RBL BRAND AGENCY

Food agriculture materials provider OCI Global wanted to move from a challenger brand to an industry leader, shifting perceptions of the industry's sustainable future in the process. RBL Brand Agency simplified the visual identity, stripping back the clutter and replacing bland stock imagery with communication-specific, magazine-style photography. The new logo brings in a sense of momentum and future-driven focus.

BEST VISUAL IDENTITY FROM THE INDUSTRIAL, BASIC MATERIALS, MINING AND EXTRACTIVES SECTOR



BRONZE

QUOR GROUP AND FELLOW STUDIO

Mining and commodities service provider Quor Group was facing greater competition and changing perceptions that threatened its industry-leading role. Fellow Studio reinvigorated it by putting the beauty and usefulness of the mining industry's output on display. By showcasing the impact the brand has, it was better placed to communicate with its target audience of business leaders. Judges loved the use of metals and minerals as well as the "cracking name," and authoritative graphic style.

HIGHLY COMMENDED

TATA STEEL EUROPE AND INDUSTRY

Tata Steel Europe worked with Industry to reframe its brand within the context of a greener future for the industrial and basic materials sector.



GOLD

DENSE HAIR EXPERTS AND KISS BRANDING

Dense Hair Experts wanted to break the stigma around hair loss in men while avoiding the banter and joking that often accompanied it. It worked with KISS Branding to infuse its brand with authority and knowledge in preventing hair loss. KISS Branding delved into the emotive topic of hair loss to understand the needs of the audience. It then created a confident, empowering brand with a simple visual expression that stands out among the pharmaceutical and salon brands crowding the category.

The effective, modern strategy won consumers over and Dense Hair Experts saw its conversion rate increase from 0.4% to 2.3%. The new brand effectively brings the personalised approach of a hair loss clinic together with the modern consumer's need-it-now habits to create a personalisable, credible and engaging solution.

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



SILVER

FRESHA AND DESIGNSTUDIO

Booking platform for health and wellness, Fresha needed its brand to expand to allow for the creation of a D2C marketplace. DesignStudio crafted a visual identity that could flex across different touchpoints while remaining rooted in the brand's commitment to 'elevate individual.'



SILVER

HELSINKI YMCA SUPPORT FOUNDATION AND BERRY CREATIVE

Hotel Arthur has a storied and reputable history as part of the Helsinki YMCA Support Foundation. However, it now also works with Berry Creative to reach new customers with a more modern, luxe brand. The strapline, 'the Helsinki Classic' allows the visual identity to tap into art deco design, vintage photography and retro design assets to create something modern from the best of the past.

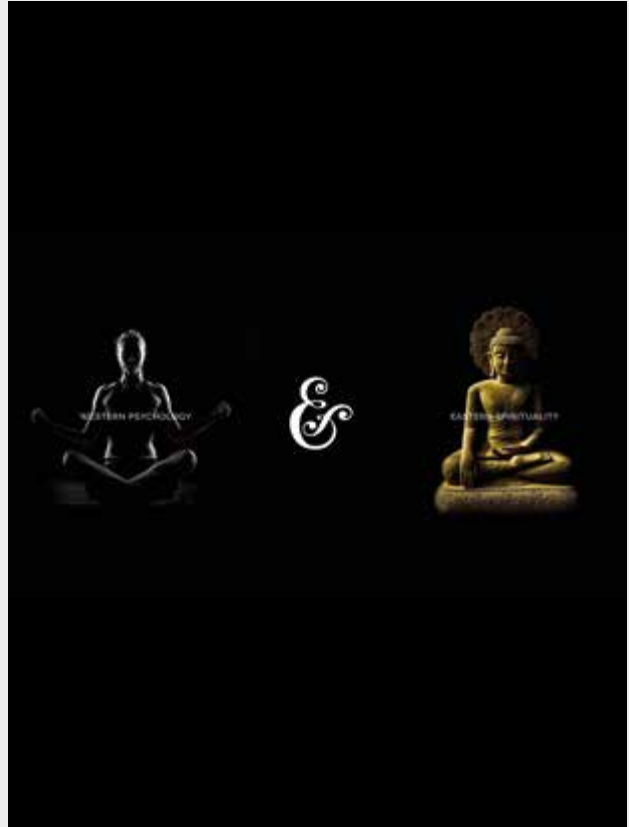
BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



SILVER

KOHO – GO TO NATURE AND BUERO INAOAKLEY

Built to inspire people to reconnect with nature and spend time outdoors, KOHO taps into a sense of freedom and individuality. Its luxury design is also accessible and buero inaoakley effortlessly integrates Maori-inspired touchpoints into the visual identity. The result is aspirational and friendly while conveying a brand at home in the natural environment.



BRONZE

EBBS & FLOWS AND KIMPTON CREATIVE

Kimpton Creative crafted the brand Ebbs & Flows, which provides wellbeing courses for women, from a rhyme of founders' names 'Debs and Rose.' The brand blends Western psychology and Eastern spirituality, which allows the visual identity to juxtapose images associated with different cultures to communicate its purpose.

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

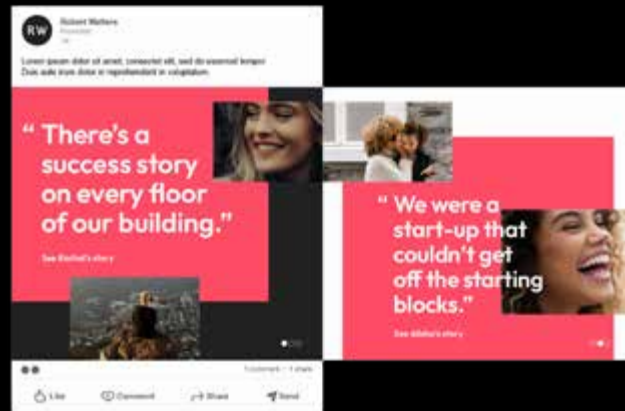


GOLD

EMERGING COMMS AND THE PULL AGENCY

Emerging Comms is an expert consultancy helping brands enter the Chinese market, but was failing to communicate both its consultative process and its regional expertise through its brand. The Pull Agency repositioned the company as a complex problem solver, capable of supporting clients and delivering results. Visually, it blended influences from Chinese character shapes with Western design simplicity. It also infused personality into the brand through fun characters and colours, punchy communications and social media-friendly applications.

The result is “fun and captivating,” and clearly communicates Emerging Comms’ role as a partner in the transition from west to east. “Wow!” said one judge. “Spot on strategy and objectives. It’s a very brave creative but is driven by true insight into the target audience.”



GOLD

ROBERT WALTERS AND WE-DO-CO

Specialist recruitment agency Robert Walters worked with we-do-co to anchor its brand around the stories its clients and candidates tell. This approach allowed it to engage with people and help them share their ambitions and plans for the future. The visual identity uses images of people in their everyday lives to communicate that people are more than just their jobs.

The result is an identity that feels ownable, personal and supportive. Judges thought the storytelling messaging was strong and distinctive for the sector. With a 468% increase in job applications year-on-year, the market clearly thought so too. Not only that, but referrals – the lifeblood of the recruitment industry – were up 615% post-launch.

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



SILVER

CITRIS AND ALKAMEE

HR company Citris sits between small consultancies and massive digital-first brands. Its hands-on approach is coupled with a mature knowledge base and professional operations. It worked with Alkamee to communicate this unusual positioning through a fresh, human-centric brand. Judges praised the creative strategy and the way the brand built an emotional connection with its target audiences.



BRONZE

ATKINSRÉALIS AND INTERBRAND

AtkinsRéalis is reframing the construction and development consulting industry with a focus on people, tech and innovation. Interbrand communicated this with a sense of visual brilliance and an ownable, distinctive colour palette. Judges thought this was a powerful transformation that makes the company more recognisable and understandable than in the past.

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



BRONZE

WILEY-VCH AND INDUSTRY

Industry rebranded Wiley-VCH's Chemistry Europe brand with a focus on what makes chemistry exciting. It simplified the brand's portfolio, updated its name and introduced a moreish monotone palette that says more with much less than before. It made a huge impact on the industry, with greater recognition, reputation and renown charted among chemists.

HIGHLY COMMENDED

LEATHWAITE AND DUSTED

Executive search brand Leathwaite worked with Dusted to focus on the search for the rare find, a visual trope that makes for a stunning, sophisticated brand.

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

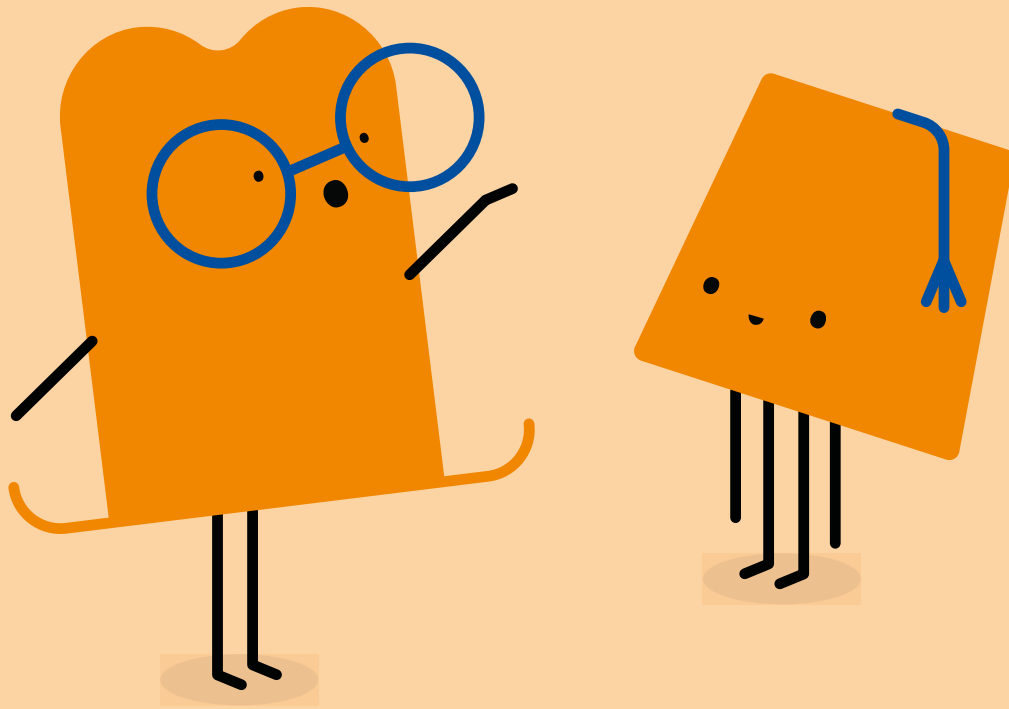


GOLD

AKIN AND LIVING GROUP

Akin wanted its brand and web presence to reflect its character as a fast-moving, progressive and innovative law firm. But the new brand had to suit its lawyers' needs as well as the needs of a global client base. Living Group tackled that challenge by shortening the firm's name from the wordy Akin Gump Strauss Hauer & Feld to simply, Akin. The new name allowed for a simpler, more recognisable brand that could appeal more strongly to both prospective clients and associates. Living Group then delivered a world of colour, a streamlined brand architecture and a website defined by bite-sized content and transparent communications.

As a result, Akin chartered a 43% increase in time spent on site and a 51% increase in visitors to the site. Judges called the new visual identity "bold, impactful and a statement." They praised the use of colour and bravery in embracing a new approach to brand design.



“I’ll give you a head start”

Whatever hat you wore in the creation of tonight’s awarded work, congratulations from **SomeOne**.

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



SILVER

BIRKETTS AND INDUSTRY

From a regional focus in East Anglia to a multinational full-service firm, Birketts had outgrown its brand as it expanded. It worked with Industry to infuse its visual identity with the concept of 'next level law.' This aspiration worked well visually while also inspiring graduates and employees to contribute to the future of the legal profession. "It looks much more aligned with a fast-growing firm," said one judge of the new strategy.



BRONZE

NEXIA AND INDUSTRY

Global accountancy network Nexia wanted to unite its members behind a single brand and organisational structure. Industry provided the framework for doing so, with a brand that connected the business behind best-in-class customer service. Judges said the new brand is modern and inclusive, and well-developed so as to support the global brand implementation.

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



GOLD

OVAL REAL ESTATE AND COMMON CURIOSITY

Oval Real Estate's Birmingham property, the Bond, has long been home to the best of the Midlands' creative and entertainment industries. But it needed a brand that would represent this heritage and appeal to new tenants and their audiences alike. Common Curiosity took inspiration from the site's history, its architecture and its location. It blended these together in an expert fusion of design and placemaking.

The resulting visual identity is seamlessly integrated throughout the site, intrinsically tied to the property's location and purpose and appealingly contemporary. One judge called this "a fantastic creative solution that meets the brief and is incredibly well executed. Style and creativity in one." Another said, "It has created an environment that potential tenants can be proud of."



GOLD

TRANSPORT FOR LONDON: PLACES FOR LONDON AND PENTAGRAM

Transport for London's property arm, Places for London, literally does just that. It finds places within the transport infrastructure for London's businesses to thrive. Pentagram represented this vital purpose with a professional brand that speaks at once to the construction and development industry as it does to London's business community. The flag icon is a genius device that allows the brand to be distinctive, yet to seamlessly sit alongside others when necessary.

Judges thought this approach was also cohesive within the wider Transport for London portfolio. It's so effective it seems as if it has always been in place. "A very well-considered approach. A simple, clever, relevant idea in the logo, really well executed across all touchpoints, whilst being respectful of the master Tfl brand," said one judge.

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



SILVER

ATKINSRÉALIS AND INTERBRAND

AtkinsRéalis is the redevelopment of the Atkins and SNC-Lavalin entities under one umbrella. The new brand, crafted by Interbrand, has a strong, colourful graphic language and offers a bold break from the staid and tired traditions of the construction industry. Judges called it “an identity that stands out,” “stretches the category codes,” and “something different that feels quite disruptive.”



BRONZE

MECSIA AND DUSTED

To change its industry paradigm, Mecsia wanted to focus on a customer-centric approach to utilities management. Dusted created a brand ‘powered by people’ with local service at its heart. “I love the simplicity and the colour’s links to the nature of the industry,” one judge said. Another praised the “great little logo,” and lauded the consistency across the brand’s communications.

HIGHLY COMMENDED

DURKAN HOMES AND BELL

Durkan Homes worked with Bell to infuse Granary & Chapel with an authentic sense of place and aspirational lifestyle appeal.

RAPLEYS AND INDUSTRY

Rapleys worked with Industry to position it as a David facing down the industry’s Goliaths. It leveraged its expertise, people-focus and agile responsiveness to ‘get it done.’

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



GOLD

TRANSPORT FOR LONDON: PLACES FOR LONDON AND PENTAGRAM

Transport for London's property division is a major landowner with over 5,500 acres of space across the capital. Previously hidden behind a bland legal entity, the new Places for London brand is designed to be a public-facing organisation working to improve London's business landscape. Anchored in the strategy 'Minding London's Gaps,' the business aims to build stronger communities across the city.

Pentagram cleverly crafted the visual identity for Places for London. The logo is at once at home among public entities – it seems capable of acting as one logo among many, if necessary – while also having distinct characteristics signature to London's cultural scene. Judges thought this was excellent. One said, "A very well-considered approach. A simple, clever, relevant idea in the logo, really well executed across all touchpoints, while being respectful of the master TfL brand. Very flexible, and yet consistent."

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



SILVER

FOUNDATIONS AND RBL BRAND AGENCY

Foundations was built from two youth charities designed to improve the support networks and foundations for success available to young people across the UK. RBL Brand Agency built a brand focusing on these 'foundational relationships.' The brand is both warm and authoritative, lending a gentle hand in guidance through its clear communications and emotive imagery.



BRONZE

THE ROYAL YORKSHIRE REGIMENT AND WPA PINFOLD

Created in 2006 as part of the amalgamation of Army regiments across the country, The Royal Yorkshire Regiment needed a brand that could more effectively communicate about the future of the Army and its place in British life. It worked with WPA Pinfold on a brand that combines Army ambitions and realities with a distinctly Yorkshire sensibility. Judges thought this did the job effectively, praising the photography style, new logo and suitability to the needs of the defence sector.

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



GOLD

MELTIN(POT) AND SALT ON WAVES

Italian denim and clothing brand Meltin(Pot) wanted to elevate its brand from mass market appeal to a premium luxury offering. The brand not only had to revitalise its visual identity, but change its approach to communications and manufacturing. It worked with SALT ON WAVES to reinvent its image from the hem to the waistband, building a narrative around quality craftsmanship and aspirational urban luxury.

The visual ethos behind the brand is 'integrity and unity.' This is expressed through the sense of building an inclusive community through modern luxury fashion. Judges thought the use of brackets in the wordmark was an effective visual concept that helped the brand stand out. They praised the creative direction and bold strategic changes.

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



SILVER

CIMI AND BNA / BRAND NEW ATTITUDE

Ukrainian convenience store chain Cimi was beleaguered by a busy, chaotic brand that wasn't communicating its commitment to tasty food or friendly service. BNA / Brand New Attitude introduced a new purple and gold colour palette that unifies the brand across its many touchpoints. The logo, with a visual bite taken out of the 'C,' is a fun, playful touch. "I can totally see how consumers would find this much fresher," said one judge.



SILVER

TOM GILBEY AND SABOTEUR

Tom Gilbey is synonymous with fine wines. To launch his eponymous wine-based events brand, Saboteur built in a sense of excitement and inclusion often eschewed in the industry. The result is mature, yet approachable, with a lovely use of colour and pattern. Judges thought this was perfect for the target audience. One judge praised the "excellent branding with a clever use of humour. The colour palette is perfection."

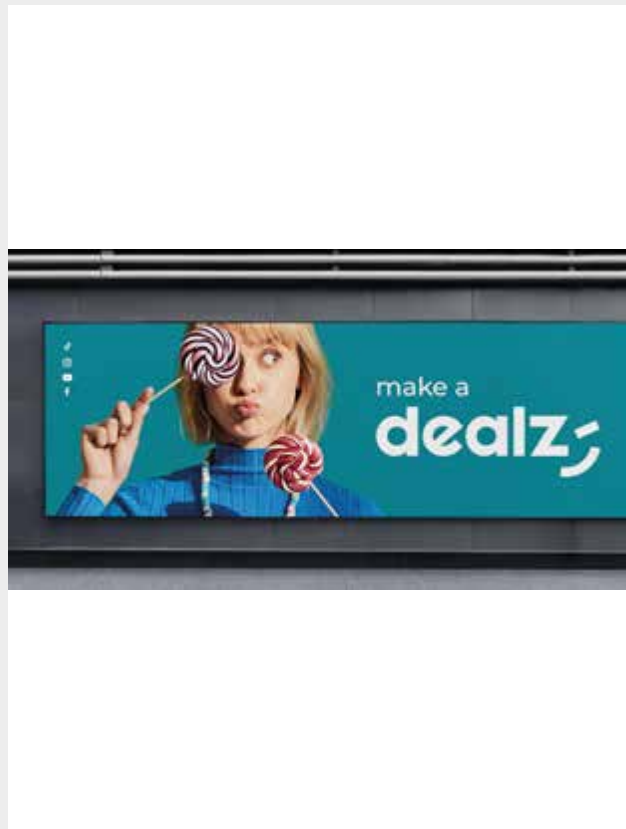
BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



SILVER

WEBBS AND THE ONE OFF

Garden centre brand Webbs, has long been a British favourite. But with a broadening brand world, it needed a sense of consistency and modernity its existing visual identity couldn't deliver. The One Off introduced a fresh, modern brand that is "beautifully executed" across the wide range of the company's touchpoints, according to judges.



BRONZE

DEALZ POLAND AND TOUCHIDEAS

Polish retailer Dealz wanted its brand to delight customers and inspire them to find the unexpected on its shelves. Touchideas transformed its brand into a youthful lifestyle retailer designed to make people smile. "Definitely an improvement! It's playful, direct and puts the fun back into discount," said one judge. Another said this was a "great way to evolve an established brand, taking away the stigma that came with shopping there."

HIGHLY COMMENDED

JOTT AND PIXELIS

Pixelis used French down jacket brand JOTT's iconic modular design as the basis for its updated brand world. The modern approach is primed for expansion and international growth.



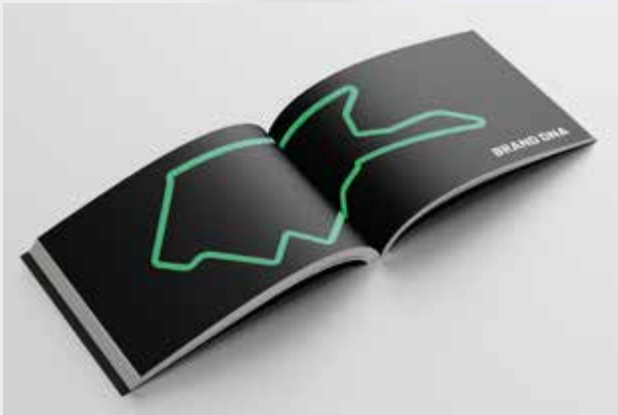
GOLD

ASTON VILLA AND DRAGON ROUGE

The Football Association's new guidelines around football branding meant that any brand update Aston Villa wanted to pursue had to be considered and well-accepted by the community. Dragon Rouge took on this challenge with gusto, conducting a campaign of intensive fan engagement. This not only communicated about the rebrand, but allowed fans a chance to shape the future of their club.

The resulting visual identity is anchored in Aston Villa's heritage, but able to communicate across the modern sports world's many touchpoints. A recurring visual motif of diamond shapes and cuts draws on the club's history and provides consistency across the brand. This "beautifully elevated" solution "helped modernise a heritage brand," said judges. One added, "It felt contemporary and luxury while still appealing to the fan community."

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



SILVER

MEMENTO AND PENCIL STUDIO LTD

Premium sports memorabilia brand, Memento, worked with Pencil Studio Ltd to infuse its brand with high-octane car racing cool. A typeface crafted from the shapes of the Adelaide 1994 Formula 1 circuit helped it stand out. Judges thought this was a brilliant, simple idea that was incredibly effective at communicating the brand's ethos and "speaking to the heart of the fans."



SILVER

TEAM GB AND THISAWAY

Ahead of the Paris Olympics, Team GB worked with Thisaway to align its brand with everyday British fans. The result is a celebration of athleticism and the role sport plays in British culture. A kaleidoscope pattern helps the brand be flexible and injects texture and colour into its communications. But the spotlight on athletes and their journeys is what helps it cross the finish line in silver medal position.

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



BRONZE

FORMULA 1 AND COLEY PORTER BELL

Formula 1 worked with Coley Porter Bell to create its first-ever branded fan experience, Unlocked. The immersive, exciting world of motor sports is now at fans' fingertips. The visual identity draws on the desire of fans to be part of the sport, a decision judges thought would resonate with the Formula 1 community.

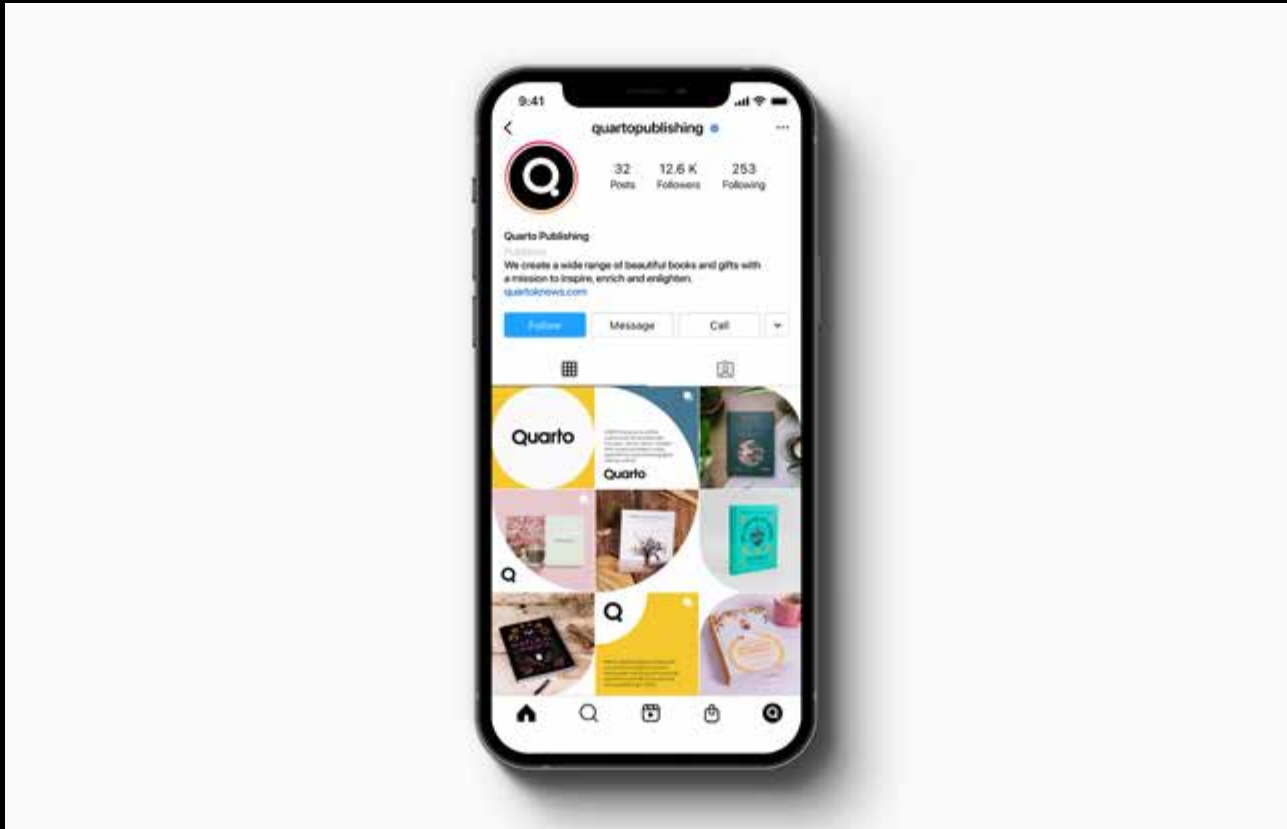


BRONZE

MANORS AND STINK STUDIOS

Manors is disrupting the world of golf sportswear by creating a brand that appeals to younger athletes and draws its cues from adventure sports and outdoor wear. Stink Studios brought this to life with an emblem that represents the 18 holes of golf, a premium colour palette and a pattern system derived from the shape of the course at the Open. Judges loved this new generation of golf apparel branding.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



GOLD

QUARTO AND PENTAGRAM

Quarto has always focused on publishing illustrated non-fiction books. But recent growth, an office move and the integration of new imprints under its umbrella brand required a shift in brand strategy. Pentagram took inspiration from the word 'quarto' which means 'fourth' in Latin and indicates a leaf, or section of eight pages in a printed book.

The new identity deploys geometric circles derived from the new Q logo and a graphic expression of the four seasons of the year. The colour palette relates to the colours of different leaves in each of the four seasons, a subtle stroke of genius that is intrinsically tied to the brand and its purpose, without delving into clichéd images of books or the publishing process. It's a simple, elegant update that one judge called "a well-crafted solution based on a simple idea that relates back to the name. It is well-repositioned, which matches the brief."

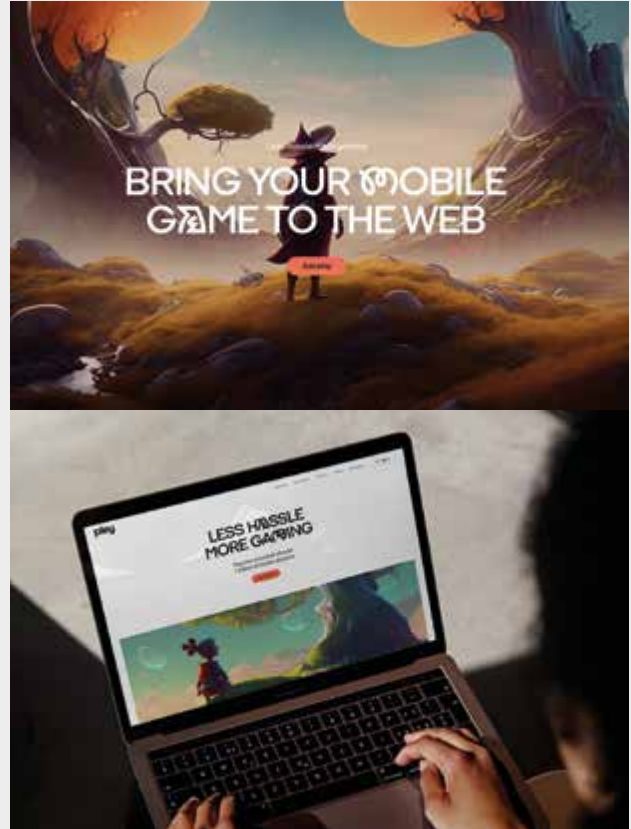
BEST VISUAL IDENTITY FROM THE
TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



SILVER

NOKIA AND LIPPINCOTT

To reaffirm its position as a B2B technology innovator and shake off associations with personal mobile phones once and for all, Nokia worked with Lippincott on a bold rebrand. The new logo is elegantly simple and deftly updated from the previous well-known wordmark. The visual identity shines when photography is married with almost neon colours to tell a story about the future of business tech.



SILVER

PLEY AND ESSEN INTERNATIONAL

Pley was primed to scale up and bring its unique proposition around shifting mobile games to the web browser to bear for a wider audience. Essen International developed a brand that juxtaposes beautiful game imagery with the simple, impactful call to action, 'just play.' Bespoke typography characters are designed to represent the emotions deriving from gameplay.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



BRONZE

FUTURE PLC AND ELMWOOD

The Week, a Future plc brand, is well-known, but in a challenging media landscape, it needed a brand fit to fight for eyeballs. Elmwood used the title's iconic red masthead as a graphic device that is instantly recognisable and adaptable across the breadth of brand touchpoints. This, alongside black-and-white comic illustrations in The Week's signature style, makes for a memorable, impactful brand transformation.



BRONZE

STEEP AND ESSEN INTERNATIONAL

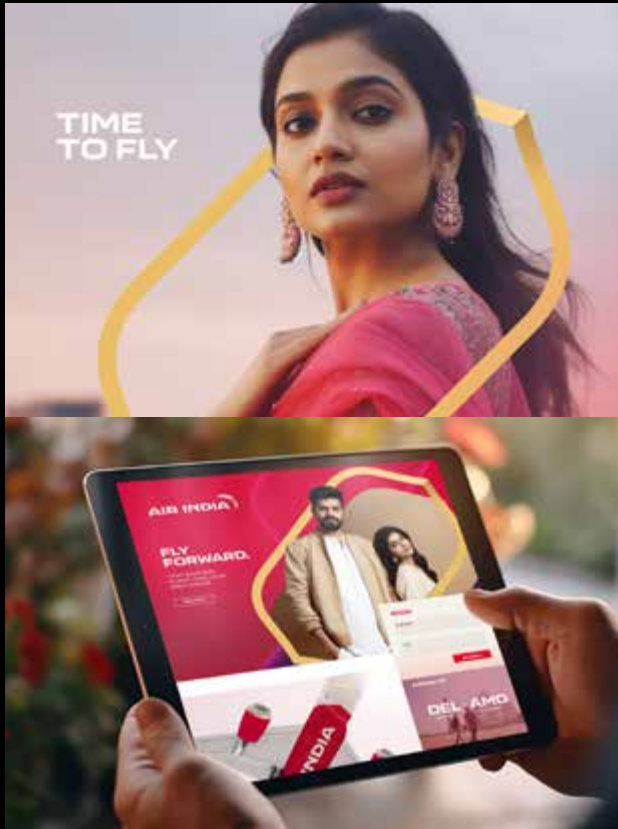
Digital workplace tool Steep needed to make a bigger impact against more established industry players. Essen International used a clean interface and a pastel colour palette to remain easy on the eyes and communicate Steep's commitment to helping work get done. This blend of playfulness and trustworthiness was accompanied by an informal tone of voice and an approachable representation of data.

HIGHLY COMMENDED

CAPITAL AND ROKABYE / ADAM&EVEDDB

Capital worked with Rokabye / adam&eveDDB to infuse its tired brand with its signature personality, colour and charm.

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

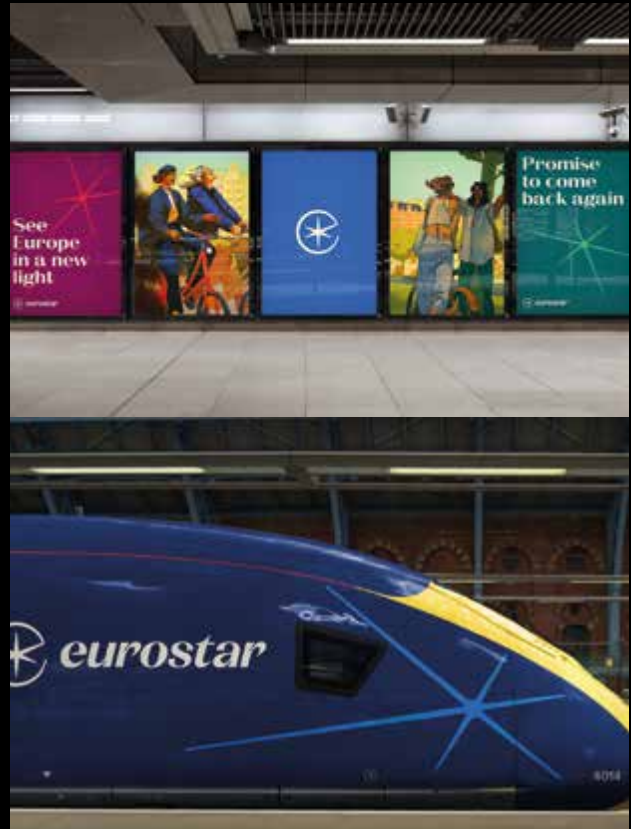


GOLD

AIR INDIA AND FUTUREBRAND LONDON

Air India's brand had flagged under state ownership. The Tata family purchased the airline to make it into the national flag bearer of which India could be proud. The carrier worked with FutureBrand London to craft a visual identity worthy of the skies. FutureBrand London developed a distinctive branded shape that acts as a framing device, pattern-maker and icon. Different shapes within the frame are then used across brand touchpoints like flight attendant badges in the Air India wordmark.

A bespoke font with letterforms blends curves and points in an elegant, eye-grabbing way. The visual identity also features stylish photography, an ownable colour palette and a new website that offers customers a window into the world. Judges loved the way the visual identity drew on Indian culture to create something distinctive, yet instantly recognisable as Indian.



GOLD

EUROSTAR AND DESIGNSTUDIO

Eurostar's acquisition of fellow rail carrier Thalys prompted the need for a shift in brand positioning. No longer was Eurostar simply a shuttle between London and Paris. Now, it acts as a gateway to some of the most popular European tourist destinations. To bring this to life visually, DesignStudio used a compass-like graphic device that represents the railway's many destinations. The reintroduction of the iconic E and star logo has helped recentre the Eurostar brand as a premium European logistics company.

Judges called it a "beautifully executed" visual identity. The way the star icon is reflected in different ways across the visual identity helped integrate the wordmark with the rest of the brand's communications. "It builds on the 'star' in the name by creating a memorable and original mark which is brought to life in motion," said one judge.

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



SILVER

INPOST AND DRAGON ROUGE

Postal disruptor InPost is doing things right for customers. It just needed a bit of brand enthusiasm to maintain its edgy, confident personality. Dragon Rouge focused on putting the joy back into the brand by empowering customers to take control of their shipping and postal needs. A sense of freedom and unboxing pervades in the visual identity with a loose and energetic copy style helping deliver the message with impact.

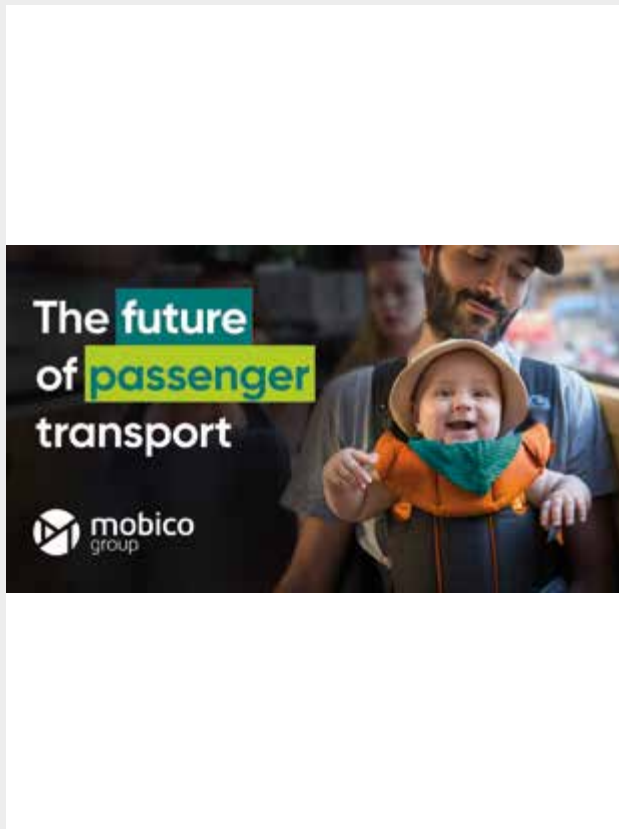


SILVER

SANELO AND LOVEGUNN

Sanelo's premium relocation logistics and support brand offers a premium full service for customers. LoveGunn better expressed this customer-first – and all-encompassing – prospect through a premium brand that clearly communicates the company's breadth of service. The new visual identity is akin to that of a luxury hotel, personal, yet discreet, which hit the mark for the target audience.

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



BRONZE

MOBICO GROUP AND CONRAN DESIGN GROUP

National Express Group needed a corporate brand that could better tell its story as a logistics provider without the associations of its consumer brand, National Express. Conran Design Group crafted Mobico Group to help the company 'navigate the future.' With sustainable travel at its heart, the visual identity offers a positive, upbeat view of the future of the transport and logistics sector.

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



GOLD

LESHUTTLE AND LANDOR

LeShuttle's brand had floundered in the shadow of the Channel Tunnel brand. The Eurotunnel mark is a prideful nod to the grand infrastructure project while train operator Eurostar offered a sense of ease and access. LeShuttle had to step out from the shadows and offer travellers an alternative. It worked with Landor to harness the concept of freedom. Instead of being limited by rail, boat or plane, LeShuttle provides more freedom of transport, speed and ease all in one. The visual identity uses the shape of the tunnel as inspiration. This infuses the brand with a modernity and timelessness all at once.

The brand's applications sprawl from social to signage while staying true to the heart of the design language. Judges thought it was a clear winner. "I love, love, love this," one said. "From the fun typography to the energetic photography, this is an excellent rebrand that evokes the excitement of travel in every bit of the communications."



GOLD

NORFOLK COAST, PROTECTED LANDSCAPE AND LANTERN

The Norfolk Coast boasts rare and precious biodiversity, natural habitats and stunning landscapes unique to its East Anglian home. But, its brand world was disjointed, bland and fell into the same tired tropes that defined the British natural tourism sector. Lantern reinvigorated the coast and its brand by encouraging the sustainable, responsible exploration of the nature in the region. It United the area under the Norfolk Coast, Protected Landscape banner.

The new visual identity is effortlessly stylish and has clear visual and thematic links to the region itself. Badges and insignia allow for flexibility of use within a consistent design system. The result is compulsive, authentic and ownable. One judge praised "how all the component parts are married together. It feels local without being twee. I love the illustrations and smart logo."

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



SILVER

CENTER PARCS EUROPE AND DESIGNSTUDIO

To modernise its brand, Center Parcs Europe looked back to its founding mission of 'man + nature.' DesignStudio took this concept further, anchoring the brand in the notion of 'human nature.' The visual identity broadens the scope and versatility of the brand and positions it beyond the traditional family holiday audience.



SILVER

ZAKOZNAMI AND TOUCHIDEAS

New travel agency situated in the Polish mountain resort region of Zakopane, Zakoznami, wanted to communicate its regional specialism and collaborative approach. Teaming up with Touchideas, they sought to create a brand that would strengthen the connections between tourists, hospitality providers and adventure guides. The logo uses the region's iconic chamois goats to great graphic effect. Excellent signage and local authenticity make for a functional, elegant travel brand.

25 years of

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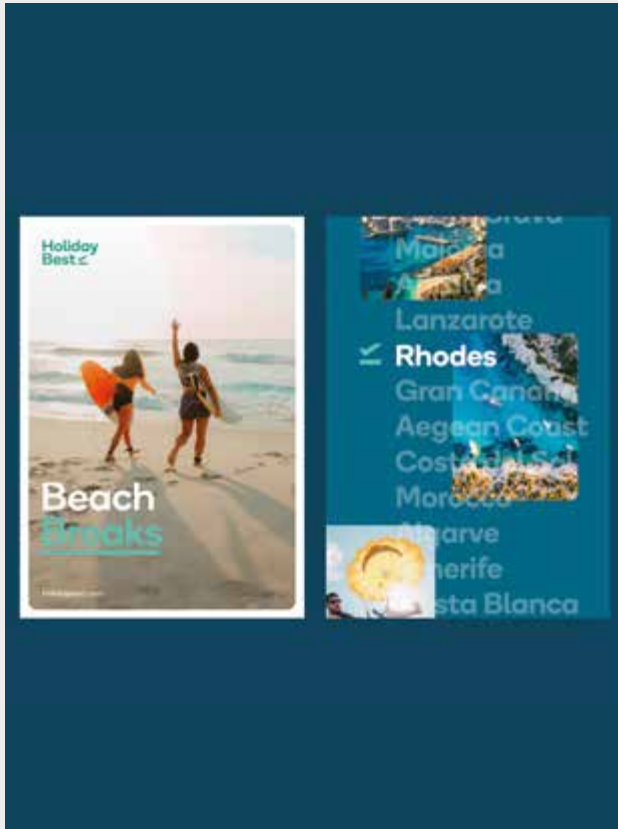


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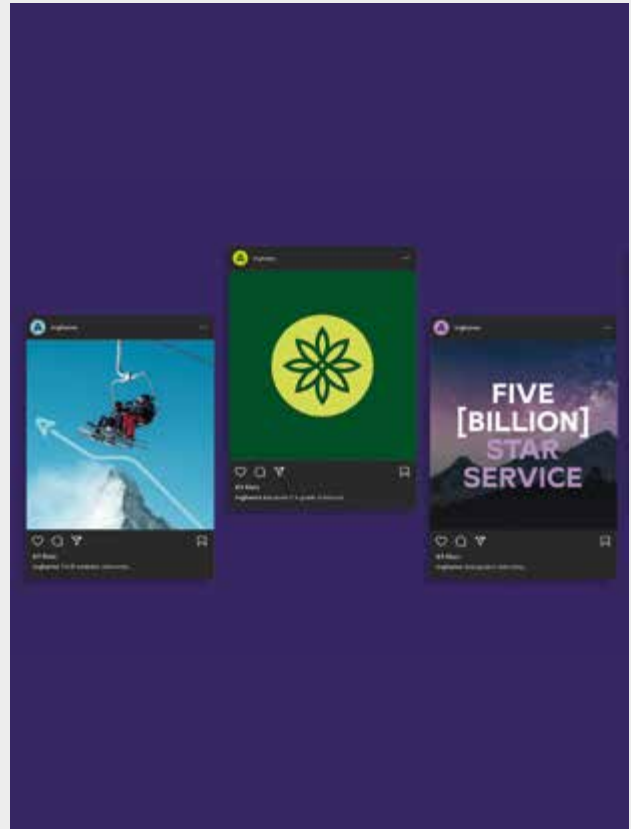
BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



BRONZE

HOLIDAY BEST AND FELLOW STUDIO

Holiday Best wanted to reframe the package holiday for tourists seeking flexibility and personalisation within the traditional package structure. Fellow Studio freed the package holiday through a colourful brand seemingly ready-made for social sharing. The strong graphic devices of the tick mark and underline – combined to represent an airplane taking off – allow the brand to communicate a lot without confusion and clutter.



BRONZE

INGHAMS AND SOMEONE

To broaden the perception of Inghams as simply a package ski holiday provider, SomeOne infused the brand with adventure. It built a system that could flex from summer to winter and from the Alps to the Scandes. Adventure, exploration and active travel are all celebrated in the brand. A unique colour palette of lime green, turquoise and light violet help the brand to stand out.



SPECIAL RECOGNITION





WINNER

**SILKE BOCHAT
WELEDA**

Silke Bochat is not only a strategist setting the tone for the future of the brand industry, she redefined the structure of branding and product development at Colgate-Palmolive. In her previous work for the FMCG giant, she crafted a framework in which to situate the company's many brands, ranges and products. This portfolio system improved product development and elevated the positioning of Colgate-Palmolive's brands.

It's a rare thing for a brand professional to change the way a multinational not only defines its brand communications, but develops new products and structures its brand ranges. Bochat's ability to influence companies at this level has proven the elegance of her strategic thought and her keen sense of brand strategy as a function of operational excellence.

Judges agreed that Bochat was a world-class brand strategist. "She understands the problem, finds workable solutions which clearly translate into a creative outcome," said one. They recognised the passion Bochat has for her work and identified her as a "great strategist who can understand the problem, think creatively and identify the solution."

CREATIVE DIRECTOR OF THE YEAR



WINNER

ANGUS HYLAND PENTAGRAM

Angus Hyland is undoubtedly one of the most prominent creative directors in the British brand world. His work at Pentagram spans sectors as diverse as heritage, property and publishing. He lends his strategic sense and creative acumen to major international brands and local powerhouses alike. What unites his work is an undeniable sense of simplicity, style and design that speaks to the brand's purpose.

Hyland's work on the Devonshire Group's new system is timeless. The resulting visual identity allows the heritage brand to break free from sector-specific visual tropes and embrace its own distinctive heritage. It's eminently aspirational and simply makes sense. In his work on the Places for London brand, Hyland sought to build a connection between London's transport infrastructure and its vibrant business community. The brand literally fills the gap in the same way that the company's work fills the gaps in railway arches with commerce and retail. Not only that, but his work for publisher Quarto is the recipient of this year's premier 'Best overall visual identity' award.

Judges were inspired by his portfolio, his experience and his ability to elevate British branding and design. One judge said, "Angus is an exemplar of brand transformation. He can transform a brand by pushing the best of a brand forward into a new territory, while retaining a valid connection to its heritage." Another said, "He keeps and sets the standards. His work is aspiring and as relevant today as ever before. The work speaks for itself."

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YOUNG CONTENDER OF THE YEAR



WINNER

JAMIETHORP REED WORDS

Jamie Thorp has a way with words. Whether he's turning his pen to poetry on the back of a burger bun – literally – or crafting a tone of voice for an ethical e-commerce brand, or even redefining radio for the 21st century, Thorp has a solution. At Reed Words, he has regularly impressed clients with his ability to get inside the heart of the brand and create a verbal solution that simply works. His work for Wallbaby, a poster shop, combines an almost sexy charisma with an innocent sense of joy. The juxtaposition instantly delivers the brand's character and communicates its purpose.

Heralding Bang & Olufsen's new radio, 'music's next move' inspired the company's creative director Paul Collins to say, "He took stuff we've been talking about for decades and put the magic back into it." Thorp's knack for coming up with the perfect name defies sector and category. Thorp applies his work ethic and rigorous creative thinking to the task, coming up with the most elegant solution each time. Beyond client work, Thorp is a brand ambassador for excellence in copywriting. Not only does he speak at industry events, but he mentors young writers and has written a 'How to get into copywriting guide' to inspire people to join the branding industry.

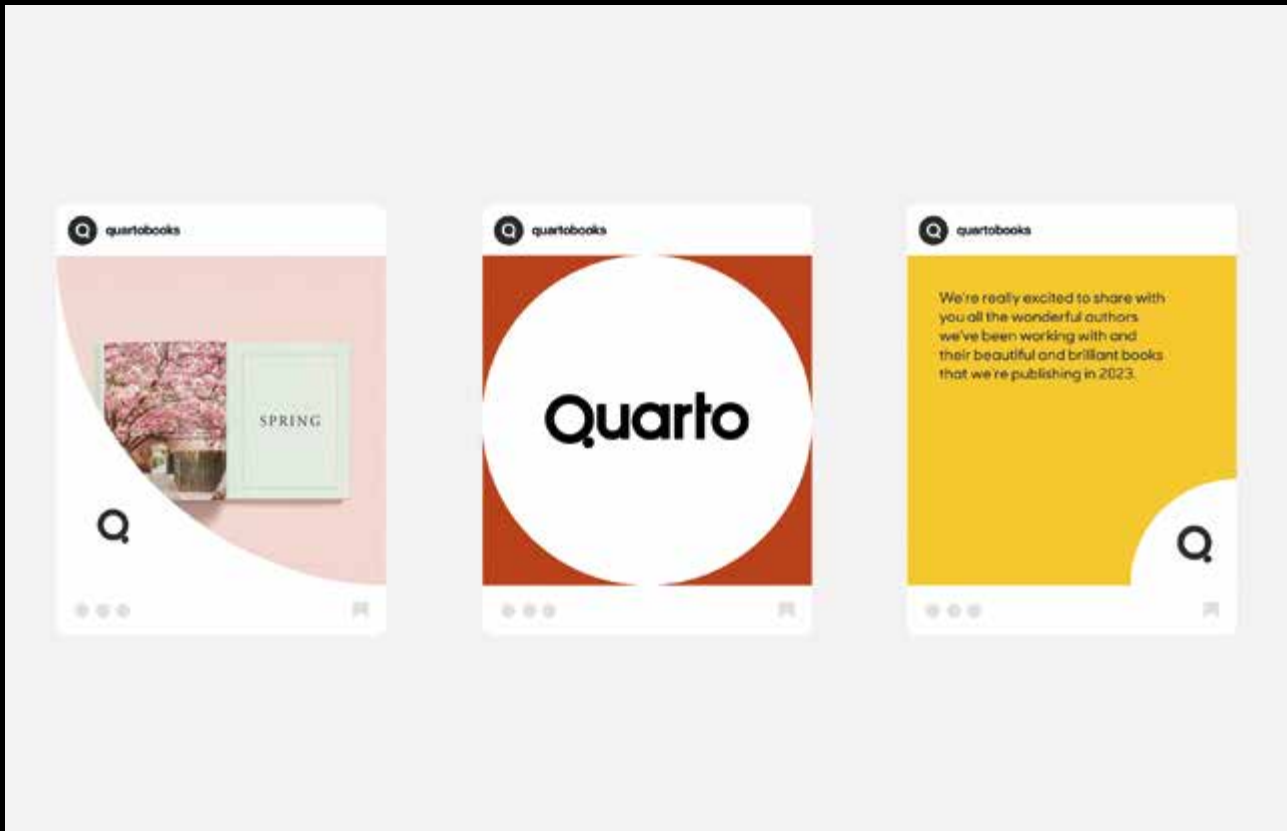
One judge said, "Jamie is operating at a level far beyond his agency years. His wordsmithing is senior-level and peppered with wit and charm. Jamie is the kind of talent you throw briefs at, take the afternoon off and then return to bask in the reflective glory of a job well done. All creative directors want what Jamie offers; he is exactly what brands need to create emotional connections through language." Another added, "The fact that he's a Young Contender blows me away. He stood out from the pack, not only as the only copywriter shortlisted but the quality is that of a senior or director."



GRAND ACCOLADES



BEST OVERALL VISUAL IDENTITY



WINNER

QUARTO AND PENTAGRAM

Book publisher Quarto had seen a steady expansion and introduction of new imprints under its umbrella. It moved offices and became a listed business but its brand was merely functional, limiting its ability to communicate as one of the powerhouses in the publishing industry. It needed a brand that could allow space for its imprints, partner publishers and featured brands to showcase their own personalities without clutter.

Pentagram developed a confident, ambitious brand that was simple, yet cohesive enough to work across a range of applications and contexts. The first step was to change the name from 'The Quarto Group' to simply 'Quarto.' The logo was simplified into two circles forming a 'Q'. Inspiration for the creative came from the word 'quarto' itself, which represents the leaves of a book while also meaning 'fourth.' This led Pentagram to develop a colour palette based on the four colours of leaves throughout the seasons of the year: winter blue, spring green, summer yellow and autumn orange.

The overall effect is founded in excellent creative strategy, lateral design thinking and an innate knowledge of the company and its audience's needs. Not only did it win Gold in the competitive 'Best visual identity from the technology, media and telecommunications sector' category, but Pentagram's creative director and Quarto consultant creative director Angus Hyland was named this year's 'Creative director of the year.' This sophisticated, seemingly effortless new visual identity is a worthy winner of the 'Best overall visual identity' title.

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WINNER

ZSL AND RBL BRAND AGENCY

The Zoological Society of London (ZSL) is best known for its zoos: the capital's iconic and historic Regent's Park-based London Zoo and the broader, exploration-inspiring Whipsnade Zoo. But its purpose is not just to offer a great experience to zoo-goers. It has always had conservation at its heart, despite that message becoming diluted and lost over the years. ZSL wanted to reaffirm this at a time in which the environmental and biodiversity crises are accelerating.

It worked with RBL Brand Agency to refocus its narrative around conservation. No longer would it be about looking back at what was and yearning for a past that is no longer viable. Modern conservation is about preserving and protecting wildlife, while striving for a better future for every species as humans find a way to live more effectively with wildlife. The new brand references biomes across the sky, sea and land to indicate a whole-world view of conservation.

The new brand is built for public engagement, campaigning and conservation communications. Thus, it's reassuring that awareness of ZSL's conservation work has increased by 38% and 100% of audiences tested were more likely to support the organisation after hearing its brand narrative. Judges called this "fantastic work," with a "clear challenge and great results." One added, "I love everything about it. This is an intelligent rebranding of a portfolio brand." Lauded in the awards for its brand development, strategy and for its stunning new visual identity, ZSL is the deserving winner of the 2024 Transform Awards' Grand prix.

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