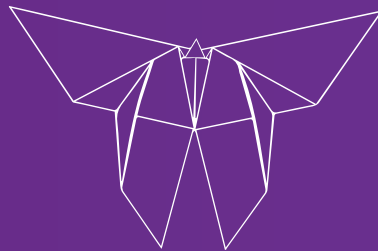


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GOLD  
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Transform Awards Asia-Pacific

24 November 2016

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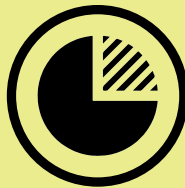
then we teach them to **sing.**



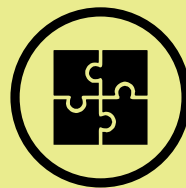
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## Welcome

In the Asia-Pacific region challenges abound in terms of brand development. Not only do global companies have to focus on localising their brands, but locally-grown brands must look to an international audience to expand. The many languages, cultures and tastes that exist in the region mean a brand has to be adaptable, nimble and hardworking.

All of the brands honoured tonight at the Transform Awards Asia-Pacific meet these challenges head on. We are proud to celebrate their work and the high standard they set in terms of rebranding and brand development.

Tonight's Grand Prix winner, Thomas Cook and Labbrand worked incredibly hard to create a new brand name, tone of voice and visual identity for the burgeoning Chinese travel market. Their work respects both Thomas Cook's origins and its modern incarnation in China. Winners of the 'Best overall visual identity' award, Lewis Silkin and Living Group, were presented with the challenge of making a member of a global group identifiable both in the local market and internationally. Other winners like BA, for its work in reviving the brand in India, and Petinsurance.com.au, for changing the perception of pet insurance across Australia, have also truly set the standard for brand development and rebranding.

The Transform Awards is all about change, and next year we hope to see even further evolutions, rebrands and repositioning work as brands continue to evolve, grow and flourish from Tokyo to Sydney and Singapore to Beijing.

### **Brittany Golob**

Editor

*Transform magazine*

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## Meet the judges



### **Marion Andrivet, founder, the Branding Journal**

Marion is the founder of the Branding Journal, an independent website for worldwide news, insights and case studies about brand strategies. She also works for a global advertising agency with clients such as L'Oréal, MasterCard and Nestlé. Passionate about branding, she searches for the best brand strategies and case studies from all over the world, providing the Branding Journal's readers with a multicultural overview of the industry.



### **Flavia Barbat, editor-in-chief, Branding Magazine**

Flavia is the editor-in-chief of Branding Magazine, an independent, digital brand journal offering the latest updates, case studies and insights from branding leaders globally. She is also the co-founder of Kliche Killers, which stands as international creative hub for technological development, brand strategy and marketing execution. Her experience includes copywriting, editing, content management, creative strategy, marketing and public relations within the fields of media, technology and entertainment.



### **Maria Bourke, creative director, Gibson Innovations**

Maria is creative director at Gibson Innovations, one of the fastest-growing consumer electronics companies in the world. Formerly known as Philips Design, Gibson is a privately held company with a portfolio of music and audio brands for both consumers and professionals, across the full journey of music: creation, performance and experience. Maria has over 20 years of experience as a design leader and practitioner with extensive multidisciplinary design experience in in-house, corporate and consultancy settings.



### **Elizabeth Clerke, head of brand, BT Financial Group**

Elizabeth is an experienced brand manager with a background in account management and strategy. She has worked with retail brands throughout her career, having run the Myer department store account for five years through traditional channels and online opportunities. Prior to that, she was the business director for fashion brand the Iconic and ran the Telstra business for two years. She has experience in the financial market having worked on Westpac and St George. Elizabeth is also a committee member of the Gender Diversity Working Group for Australia's Communications Council.



### **Michael Friedberg, head of digital marketing – Asia-Pacific, IBM**

Michael is head of digital marketing at IBM for the Asia-Pacific region. His team works in marketing and digital support for customers and oversees the online buying journey. He works closely with the sales team at IBM to ensure it is using the latest tools and infrastructure to support social selling. Michael was a board member for the New Zealand Technology Industry Association and has worked in digital marketing for over 15 years.



### **Andre Javes, president, Toys R Us**

As president of Toys R Us, Asia Pacific, Andre oversees all operations and business activities for the company's more than 392 stores and approximately 12,077 employees in Australia, Brunei, China, Hong Kong, Japan, Malaysia, Singapore, Taiwan and Thailand. He also provides oversight for the company's 70 licensed stores in the Philippines and Macau. A seasoned retail executive with more than 30 years of merchandising and management experience, Andre joined Toys R Us, Australia in 2008 as general merchandising manager with responsibility for toy and baby products.



### **Laura Jennings, head of brand engagement, Australian Unity**

Laura is currently head of brand for health insurer Australian Unity. Prior to that, she was director of consulting and relationships at Forethought Research where she lead a team of over 30 consultants and worked with major domestic and international brands across a wide range of sectors. Laura also was the brand strategy manager at Ford Australia and has held many marketing and sales positions with Ford Motor Company both within Australia and internationally.



### **Sean Lang, deputy programme director, Greenpeace East Asia**

Sean Lang works for Greenpeace East Asia as deputy programme director, responsible for the organisation's communication strategy. He has worked to build up a global team and implement more than 20 projects, while also leading the organisational digital strategy design and driving digital change within Greenpeace. Before Greenpeace, Sean worked for different international businesses as a marketing specialist and marketing director. Sean graduated from Peking University with a degree in political science.



**David Leung, head of branding & research development, Maxim's Caterers Ltd**

David is an expert in branding and marketing, connecting people with brand experience through innovative strategies. Over the past two decades he has helped to orchestrate awards in advertising, brand identity and product development in addition to building creative teams within agencies at the local and international levels. David started his career in Hong Kong as an entrepreneur in digital interactive media back in the '90s, when the internet speed was only 14.4 kbps. His motto for marketing is, "Good marketing makes the company look smart. Great marketing makes the customer feel smart."



**Eve Lo, chief consultant of brand commerce consultancy, Isobar China Group**

With more than 29 years of experience in brand and data centric insights strategy, Eve is a leader in the use of data for brand expansion in greater China. With the belief of that digitally-enabled experience drives business results, Eve and her team marry real time data with brand measurement methodologies. Eve's expertise covers categories as diverse as personal care, skincare, cosmetics, food and beverage, retail, durable goods, banking and finance, sports, consumer electronics, luxury goods, telecommunications and internet services.



**Sharon Lun, head of corporate communications, HAECO**

Sharon is head of corporate communications at Hong Kong Aircraft Engineering Company (HAECO Group), a Swire Group company. An experienced communications professional, Sharon possesses extensive in-house and agency experience in advertising, branding, corporate communications, crisis management, media relations, investor relations and public affairs across a wide range of industries including aviation, healthcare, luxury brands, FMCG and telecommunication. She led the rebranding for the HAECO Group and received international recognition. She holds a bachelor of arts from Hong Kong Baptist University and an MBA from the University of Iowa.



**Jen McCombie Burman, senior marketing manager, Indigo Living**

Jen spearheads the marketing team for Indigo Living, encompassing its B2C and B2B offerings across Asia-Pacific and the Middle East. She is a marketing and branding professional with over 12 years of experience working in creative agencies and in-house for fashion and travel brands. Over the past seven years she has been global marketing manager for Pacsafe and for Indigo Living. Adopted and raised in Hong Kong by British parents she has an international, multi-cultural background and has worked for TBWA, M&C Saatchi and Publicis with clients such as, Mandarin Oriental, Marriott International, Anna Sui, adidas, Standard Chartered and MGM Grand Macau.



**Mei Mei Song, senior manager, branding, Plaza Premium Group**

Mei Mei grew up in Hong Kong and was educated in Edinburgh. Beginning her career in journalism, Mei Mei worked for the Hong Kong & Macau Tatler. She covered wine, fashion, architecture, jewelry, food and art; and later went on to be the editor of AsiaTatler.com. With a penchant for immersing herself in different business cultures, she joined Plaza Premium Lounge, the world's leading independent lounge network, and is instrumental in its global rebrand. She introduced other airport premium services in major international airports with new brand Aerotel, Airport Dining and Allways, a luxury airport meet and greet service.



**Michelle Tan, senior manager, brand marketing, Hong Kong Tourism Board**

Michelle has 16 years of experience in integrated marketing communications and brand strategy across Asia-Pacific. Michelle worked on the agency side managing digital, CRM and integrated communications for brands like Citibank, HSBC, Nokia, Guinness, Johnnie Walker, Estée Lauder, Friso and Weight Watchers. She spent four years in Shanghai with DDB China Group as its first integrated business director and progressed to the new role of marketing and communications director, as part of DDB China's management team. Michelle moved to Hong Kong in 2013, and joined the Hong Kong Tourism Board as senior manager, brand marketing.



**Steven Taylor, chief marketing officer, Shangri-La**

Steven joined Shangri-La International Hotel Management as chief marketing officer in January 2015. His role encompasses the full marketing and commercial function, including brand positioning and customer experience, recognition programmes, revenue management, PR, digital and distribution strategy as well as customer relationship management. Steven is a commercial leader with global experience across the marketing spectrum, specialising in digital and brand marketing and has more than 15 years of experience in the travel industry. Previously, Steven held a variety of senior marketing management position in Europe, North America and the UK.



**Kate Thomas, head of marketing and brand, Winning Appliances**

Since 2013, Kate has been head of marketing & brand for Winning Appliances, the Sydney-based kitchen and laundry specialist. Kate is responsible for branding, marketing, website and in-store touchpoints for this customer-centric national retail business. Kate worked on the rebrand of Winning Appliances, which was launched in April 2014 and has won a number of awards to date. Kate began her career in London before moving to Switzerland in 2012 and now settling in Australia.



**Tommy Tse, regional PR & brand communications manager, Treasury Wine Estates**

As regional PR manager for Australian fine wine brand Penfolds, Tommy leads brand communications across greater China including media relations, digital communications and regional coordination with marketing and sales teams. Prior to joining Penfolds, he was an account director at Chon & Wolfe-impactasia where he designed and implemented multi-phase marketing and communications programmes for a variety of fashion, beauty and FMCG brands. Tommy's experience also includes serving several global PR consultancies.

# The winners

## Content

---

### Best use of a visual property

Gold – Hodges Real Estate and Traffic

Silver – Lewis Silkin and Living Group

Silver – Mandalay Rum, the Governor's Choice and Brand Union

Bronze – The Chin Family (IEC) and Brand Union

Highly Commended – Swire Properties and FITCH (formerly StartJG HK)

### Best brand architecture solution

Gold – Lewis Silkin and Living Group

Silver – Victoria State Government and Designworks

Bronze – Officeworks and Designworks

Highly Commended – COLOR MAD and PLTFRM

Highly Commended – Neo Health and MADE

### Best use of copy style/tone of voice

Gold – Mandalay Rum, the Governor's Choice and Brand Union

Silver – GOOD BABY and CREATIVE CAPITAL

Bronze – LOOK UP and CREATIVE CAPITAL

Highly Commended – @T and CREATIVE CAPITAL

### Best brand experience

Gold – KFC and Brand Union

Silver – obentos and MetaDesign

Bronze – Swire Properties and FITCH (formerly StartJG HK)

Highly Commended – Cambrew, Angkor Beer and ComZone

Highly Commended – The Walt Disney Company Ltd and the Laundromatte Ltd

### Best use of packaging

Gold – Thammachart Seafood Retail Ltd and Elmwood Design Singapore Pte Ltd

Silver – Mandalay Rum, the Governor's Choice and Brand Union

Bronze – GOOD BABY and CREATIVE CAPITAL

Highly Commended – @T and CREATIVE CAPITAL

### Best use of audio brand

Gold – The Walt Disney Company Ltd and the Laundromatte Ltd

Silver – Nestlé Vietnam and J. Walter Thompson Vietnam

### Best use of typography

Gold – Traffic

Silver – GOOD BABY and CREATIVE CAPITAL

Silver – Hodges Real Estate and Traffic

Bronze – NSW Health WSLHD – Women's & Newborn Health and Handle Branding

Highly Commended – Carl F. Bucherer and MetaDesign

### Best place or nation brand

Gold – British Airways and SapientNitro

## Process

---

### Best internal communications during a brand development project

Gold – webe and Brand Union

Silver – Kidsland and Labbrand

### Best implementation of a brand development project

Gold – Hodges Real Estate and Traffic

Silver – MEIZU and MetaDesign

Bronze – SAIC Volkswagen and MetaDesign

Highly Commended – Peacebird and Landor

### Best localisation of an international brand

Gold – Thomas Cook and Labbrand

Silver – Ooredoo and Brand Union

Bronze – ICEFRESH and the Good Agency Asia

Bronze – The Walt Disney Company Ltd and the Laundromatte Ltd

Highly Commended – Bank of America Merrill Lynch and Brand Union

## Strategy

---

### Best creative strategy

Gold – Suntory PepsiCo Vietnam Beverage and J. Walter Thompson Vietnam

Silver – Hodges Real Estate and Traffic

Silver – NSW Health WSLHD – Women's & Newborn Health and Handle Branding

Bronze – Genting Hong Kong and FITCH (formerly StartJG HK)

Bronze – Lewis Silkin and Living Group

Highly Commended – Kidsland and Labbrand

### Best brand evolution

Gold – PHILIPPE & GASTON and CREATIVE CAPITAL

Silver – GOOD BABY and CREATIVE CAPITAL

Silver – Neo Health and MADE

Bronze – MEIZU and MetaDesign

Highly Commended – Hodges Real Estate and Traffic

### Best strategic/creative development of a new brand

Gold – Mandalay Rum, The Governor's Choice and Brand Union

Silver – @T and CREATIVE CAPITAL

Silver – Zhejiang Circuit and Labbrand

Bronze – LOOK UP and CREATIVE CAPITAL

Highly Commended – Hodges Real Estate and Traffic

Highly Commended – Steam and MADE

### Best naming strategy

Gold – Thomas Cook and Labbrand

Silver – Givergy and Living Group

Bronze – webe and Brand Union

Highly Commended – Mondelēz and Labbrand

Highly Commended – Renault and Labbrand



## Type

---

### Best corporate rebrand following a merger or an acquisition

Gold – Now Health International and FITCH (formerly StartJG HK)

### Best brand development project to reflect changed mission/values/positioning

Gold – AXENT and Labbrand

Silver – HKEX and Brand Union

Silver – PHILIPPE & GASTON and CREATIVE CAPITAL

Bronze – Ashurst and Living Group

### Best brand consolidation

Silver – Ashurst and Living Group

### Best rebrand of a digital property

Gold – Petinsurance.com.au and Traffic

Silver – Orrick and Living Group

Bronze – CLSA and Sedgwick Richardson

## Sector

---

### Best visual identity from the charity/NGO/non-profit sector

Gold – TENCENT and the Good Agency Asia

Silver – Mother's Choice and Brand Union

### Best visual identity from the education sector

Gold – The Chin Family (IEC) and Brand Union

### Best visual identity from the engineering and manufacturing sector

Silver – SAIC Volkswagen and MetaDesign

### Best visual identity from the financial services sector

Gold – Petinsurance.com.au and Traffic

Silver – HKEX and Brand Union

Bronze – KT Capital and Landor

Highly Commended – CFM and Living Group

### Best visual identity from the healthcare and pharmaceuticals sector

Gold – Neo Health and MADE

Silver – NSW Health WSLHD - Women's & Newborn Health and Handle Branding

### Best visual identity from the professional services sector

Gold – Lewis Silkin and Living Group

Silver – Hobson Leavy and Cluster Creative

Silver – Orrick and Living Group

Bronze – Ashurst and Living Group

Highly Commended – Ogilvy Edge and Brand Union

### Best visual identity from the property sector

Gold – Shougang Group and Landor

Silver – Hodges Real Estate and Traffic

Bronze – Zhejiang Circuit and Labbrand

Highly Commended – Pimlico Capital and MADE

### Best visual identity from the retail sector

Gold – obentos and MetaDesign

Silver – Peacebird and Landor

Bronze – Mishka and des:glory

Highly Commended – Carslan and Landor

### Best visual identity from the technology, media and telecommunications sector

Gold – HOOQ and Elmwood Design Singapore Pte Ltd

Silver – webe and Brand Union

Bronze – Givergy and Living Group

Highly Commended – MEIZU and MetaDesign

### Best visual identity from the travel and leisure sector

Gold – Tianjin Airlines and Brand Union

Silver – Kempinski Hotels & Beijing Tourist Group and Landor

Silver – Beijing Postcards and MetaDesign

Bronze – Genting Hong Kong and FITCH (formerly StartJG HK)

### Best overall visual identity

Winner – Lewis Silkin and Living Group

### Grand Prix

Winner – Thomas Cook and Labbrand



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# CONTENT

## Best use of a visual property

### Hodges Real Estate and Traffic

#### Gold

Hodges Real Estate, one of the oldest real estate agencies in Melbourne, celebrated its 160th birthday in 2016. In order to mark the occasion, Hodges wanted to relaunch its brand – and it needed to be a brand that could carry the company into the future. The new visual identity that Traffic created for Hodges centres the letter H, combined with a plus symbol, communicating the key message that, ‘You get more with Hodges.’ This concept was impressively carried through all of the collateral, including brochures, stationery and signage. The colour orange was also crucial to the new visual identity, as it has been a key part of the Hodges brand for many years. Orange conveys that Hodges is energetic and full of cheer, excitement, adventure, warmth and good health. Internal and external feedback has been, “Overwhelmingly positive,” according to Hodges, since the new brand was launched in May 2016.



### Lewis Silkin and Living Group

#### Silver

Lewis Silkin, a law firm with offices in the UK and Hong Kong, needed a visual identity that lived up to the brand’s reputation of being ‘un-lawyer-like’ and providing pragmatic advice to its clients. The new visual brand, by Living Group, is based on a kaleidoscope, representing Lewis Silkin’s focus on clarity and unity.



### Mandalay Rum, The Governor’s Choice and Brand Union

#### Silver

Mandalay is a place that has excited the imaginations of visitors for hundreds of years – and Mandalay Rum celebrates that notoriety and heritage. The Brand Union-designed visual identity celebrates the city’s history with cues that evoke the colonial era, such as engraved bottles and antique, imperfect typography and patterns.



### The Chin Family (IEC) and Brand Union

#### Bronze

The Investor Education Centre in Hong Kong exists to educate the public in financial planning and to talk about the complex subject of finance and investment in a fun and open way. Brand Union’s youthful illustrations and bold colours, in this visual identity, set the centre apart and give the brand a human, supportive feel.



**Highly commended** – Swire Properties and FITCH  
(formerly StartJG HK)

## Best brand architecture solution



### Lewis Silkin and Living Group

#### Gold

Lewis Silkin, a law firm with offices in the UK and Hong Kong, needed a brand that lived up to the firm's reputation of being 'un-lawyer-like' and providing pragmatic advice to its clients. Providing an additional challenge to creating an architecture solution for the new brand, Lewis Silkin is part of lus Laboris, a global network of employment law specialists with its own brand that partners are asked to use. The new brand for Lewis Silkin couldn't change the lus Laboris identity, but had to work alongside it. Living Group built a range of identities for the firm's different services – including legal training for HR managers, an online portal providing start-up advice, and advisory services to the music, digital media, sport and film industries – that sit within a carefully constructed brand architecture. The architecture and brand family position Lewis Silkin as the law firm for creators, makers and innovators, and the lus Laboris logo is cleverly incorporated to emphasise the connection between the two brands.



### Victoria State Government and Designworks

#### Silver

The many departments, agencies, services and other entities of the Victoria state government in Australia were developing and deploying separate brands, until this brand alignment project was undertaken. Designworks' solution took all stakeholders into account and has continued to build value and brand awareness since its introduction.



### Officeworks and Designworks

#### Bronze

Officeworks supplies office products and solutions to multiple sectors, but its brand just said 'functional' – not 'helpful.' The new architecture by Designworks streamlined the identity from 19 brands down to nine, and switched focus from products to territories, simplifying the way the brand operates and creating improved customer loyalty and profitability.

**Highly commended** – COLOR MAD and PLTFRM

**Highly commended** – Neo Health and MADE

# CONTENT

## Best use of copy style/voice

### Mandalay Rum, the Governor's Choice and Brand Union Gold

Mandalay, in Myanmar, is a place that has excited the imagination of visitors for hundreds of years – and Mandalay Rum celebrates that heritage. The creation of the brand for a special export rum, known as the Governor's Choice, used storytelling and a particular tone of voice to capture the right personality for this product. Brand Union created the Mandalay Gazette, a newspaper inspired by the journals and periodicals of the 1800s. The Gazette's stories all relate back to Mandalay Rum, written in a consistently funny, parodic style, that was also strongly evocative of the city's colonial past. The paper also became the wrapper for the bottle, keeping in line with the visual identity, which used engraved bottles and antique, imperfect typography and patterns to evoke historical connotations. The consistently excellent storytelling and follow-through of Mandalay Rum makes it a deserving gold winner in this category.



### GOOD BABY and CREATIVE CAPITAL

#### Silver

For the past 20 years, GOOD BABY has been known for producing quality baby clothes. Yet its brand was also stuck in the '90s, based on efficiency and professionalism, and no longer connecting emotionally with the right market. The new tone of voice, developed by CREATIVE CAPITAL, is cheeky, funny and refreshing – a truly fitting new approach.



### LOOK UP and CREATIVE CAPITAL

#### Bronze

LOOK UP grew out of the Henan BEST Glasses Group, a glasses and eyewear brand that leads the Chinese industry. As BEST reviewed its brand with CREATIVE CAPITAL, the launch of LOOK UP as a retail chain selling glasses used a warehouse aesthetic and brought personality and smarts to the industry, while clearly selling a unique proposition in the market.



### Highly commended – @T and CREATIVE CAPITAL

## Best brand experience



### KFC and Brand Union

#### Gold

KFC is a globally-known brand, but it needed to cut through the busy casual dining market in Hong Kong to connect with its desired audience of 16- to 25 year-olds. The strategy that Brand Union hit upon took the famous KFC slogan, 'It's Finger Lickin' Good,' and made it literal, creating two edible nail polishes flavoured with the unique KFC mix of herbs and spices. An exclusive tasting event with press and influencers furthered the reach of the campaign. This experience took the brand promise of the quality of KFC's food and dining experience and rendered it in an utterly unexpected way, using the cues of beauty advertising and high fashion and resulting in a huge amount of positive press attention and a 12% sales increase. "Very fresh," and, "Great creative," wrote our judges, "A super, memorable campaign with great results in Asia and globally."



### obentos and MetaDesign

#### Silver

Healthy dining options are big business in China, with the wellness market predicted to reach \$70bn by 2020. In this space, modern Japanese restaurant chain obentos worked with MetaDesign on a brand that celebrates 'perfect balance,' using interior design, menu choices and a beautiful visual identity to create a signature brand experience.



### Swire Properties and FITCH (formerly StartJG HK)

#### Bronze

Taikoo Place, the premier office development of Swire Properties in Hong Kong, needed to create a brand experience to help the building stand out among premium competition for office space in the city. The FITCH-designed brand was applied evenly and across three digital touchpoints to connect the user to Taikoo Place: the website, interactive kiosk and app.

**Highly commended** – Cambrew, Angkor Beer and CornZone

**Highly commended** – The Walt Disney Company Ltd and the Laundromatte Ltd

# CONTENT

## Best use of packaging

### Thammachart Seafood Retail Ltd and Elmwood Design Singapore Pte Ltd

#### Gold

Thammachart Seafood is run by a husband and wife team that has taken a small retail seafood business and turned it into the number one B2B seafood distribution outfit in Thailand. Given the success of its B2B operations, Thammachart launched a B2C brand to take advantage of a gap in the market. The packaging system developed for the new brand, envisaged by Elmwood Design, is unfussy, simple and bold, built around a strong brand icon. The T of Thammachart is at the heart of this brand, evoking a fish hook and fish tail, and showcasing the beautifully fresh product within. The design language of the packaging uses fish scale iconography to create an engaging, distinctive visual experience – and this attention to detail is replicated on staff uniforms and other brand collateral. The results were equally impressive: a 12% increase in total sales in the first year, and the brand reaching over 100 stores nationwide in the first two years.



### Mandalay Rum, The Governor's Choice and Brand Union

#### Silver

Mandalay Rum celebrates the notoriety and heritage of the city of Mandalay, in Myanmar, a place that has excited the imagination of visitors for hundreds of years. The packaging of this product, designed by Brand Union, evokes the colonial era, with an engraved bottle and antique, imperfect typography and pattern. A dedicated newspaper, the Mandalay Gazette, became the wrapper for the bottle.



### GOOD BABY and CREATIVE CAPITAL

#### Bronze

For the past 20 years, GOOD BABY has been known for producing quality baby clothes. Yet its brand was also stuck in the '90s, based on efficiency and professionalism. The packaging for the new brand, by CREATIVE CAPITAL, is cheeky, funny and creative, using illustrations and a pastel colour palette to connect emotionally with consumers.



### Highly commended – @T and CREATIVE CAPITAL

## Best use of audio brand



### The Walt Disney Company Ltd and the Laundromatte Ltd

#### Gold

Making a music-centric commercial for Star Wars isn't the obvious approach – but for this campaign, it transformed the promotion of the films to a new, young audience. Laundromatte cast fans in the spot, choreographed a lightsaber battle and highlighted a celebrity ambassador. The classic, instantly recognisable sound effect of a lightsaber became the centrepiece of the commercial, forming both a soundtrack and an audio brand that viewers could latch on to. The idea that the force was being passed from Jedi to fans was one that aligned with the Star Wars Universe, where Jedi and Siths only ever pass their weapons to their younger protégés. This campaign, "Made Star Wars fun," wrote our judges, and used the classic Star Wars brands in a new, fresh way.



### Nestlé Vietnam and J. Walter Thompson Vietnam

#### Silver

Kit-Kat and Nestlé Vietnam worked with J. Walter Thompson Vietnam to take a popular song and ask the composer to rewrite it for a Valentine's Day campaign, centred around the idea of a Valentine's gift that showed pure love. The song and accompanying video, with modest branding elements, directed users to a dedicated site, where they could send customised love messages to their valentines.

# CONTENT

## Best use of typography

### Traffic

#### Gold

Traffic specialises in brand transformation, and 50 years of work in brand creation and reinvention led the company to develop a new strategic methodology, known as 'brand metabolism.' Communicating about brand metabolism as a means of creating and delivering game-changing company and brand transformation strategies to generate greater corporate health and wellbeing was the prime motivation for the new brand. The typography connects each letter of the name to the brand metabolism ethos and mission. The brand is visually arresting, bold, strong and unconventional. It also shows that brand metabolism is a leader in methodology and design animation. "Excellent creative," "Awesome," and "Unique," were just a few of the superlatives our judges used to describe this submission, which stood out in a competitive category.



### GOOD BABY and CREATIVE CAPITAL

#### Silver

GOOD BABY makes quality baby clothing – and its new brand, updating the efficient and professional identity of the past, needed to connect on an emotional level. The typography of the new CREATIVE CAPITAL-developed identity is based on an illustrational style that is funny, cheeky, creative and appropriately childlike.



### Hodges Real Estate and Traffic

#### Silver

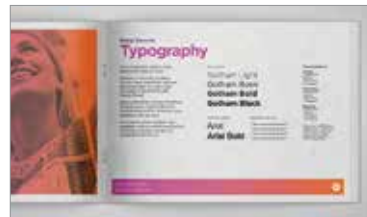
The new visual identity that Traffic created for Hodges Real Estate, one of the oldest real estate agencies in Melbourne, centres on the letter H, and combines it with a plus symbol, communicating the key message that, 'You get more with Hodges.' The typography also incorporates the colour orange, which has been a key part of the Hodges brand for many years.



### NSW Health WSLHD - Women's & Newborn Health and Handle Branding

#### Bronze

Sixteen babies are born each day in the Women's & Newborn Health Unit at Westmead Hospital in New South Wales, Australia, and the unit needed a brand and identity that would be inviting and modern. The Handle Branding design draws on Aboriginal symbolism, floral iconography and an illustration of cells, representing infant development.



**Highly commended** – Carl F. Bucherer and MetaDesign



## Best place or nation brand



### British Airways and SapientNitro

#### Gold

The Indian economy is growing at a rapid pace, and the number of Indians travelling abroad is also increasing dramatically. British Airways wasn't, however, seeing higher numbers of travellers on its services. In order to make sure BA was connecting with Indian consumers, the brand had to be repositioned to show that the airline truly understood and felt affection for India. The SapientNitro campaign tapped into the memories and experiences of BA staffers over the 94 years the company has operated in the country, and examples of life-long friendships, welcoming homes, festivals and even adopted children became the anchor of the project, since these were the stories that would best appeal to the desired audience. A short film, followed by static and audio-visual clips telling the stories of the BA crew's memories, and a social media contest aimed at getting young Indians to enter a competition to take their grandparents on an all-expenses-paid trip to London, all contributed to the most successful ever BA campaign.

## PROCESS

## Best internal communications during a brand development project



### webe and Brand Union

#### Gold

Malaysia's first community-driven digital platform, webe, grew out of Packet One Networks, when the struggling challenger telecommunications brand was transformed into something very different. The entire process of brand development, undertaken by Brand Union, was crowdsourced within the organisation – over 1,000 employees from Packet One and Telekom Malaysia, the acquirers, were involved in developing the webe brand. Internal communication included "consumer experience safaris" to different cities, employee experience audits, cross-function focus groups, all-company surveys, quantitative values assessments, executive workshops, and all-employee community forums. Out of each intervention came engagement, insight and contributions to webe's co-created future. The business was launched in March 2016 not as a company selling products, but as a community bringing Malaysians together for positive change. "A truly collaborative brand," said our judges, who praised the, "Brilliantly thought-out strategy and delivery."



### Kidsland and Labbrand

#### Silver

Kidsland, a chain of premium toy boutiques, has 150 stores across 32 cities in China. Developing a new brand meant a collaborative process with internal stakeholders. Labbrand also put in place an internal engagement programme to make sure the new brand was implemented effectively.

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# FITCH

## Best implementation of a brand development project



### Hodges Real Estate and Traffic

#### Gold

Melbourne-based real estate agency Hodges celebrated its 160th birthday recently. In considering how to mark this occasion, the team at Hodges decided to work with Traffic to relaunch the brand and create a clear new identity – one that would signpost the brand's direction and plans for the future. Implementing this identity meant making sure that the Hodges teams across Victoria felt connected to the new brand: it was put in place through collateral including brochures, stationery and signage. Each individual Hodges office across the region had a bespoke piece commissioned, which used iconic imagery connected to the locality, such as the yacht marina in Sandringham or the opulent, leafy gardens of Brighton. These images, centred around the shape of the brand icon, the letter H, truly mark Hodges' unique knowledge of and connection to the areas its team serves, and puts the brand at the heart of Victoria.



### MEIZU and MetaDesign

#### Silver

MEIZU, a leading smartphone manufacturer in China, needed a brand identity that was cohesive and contemporary. The uplifting story of MEIZU founder Jack Wong became central to MetaDesign's development of the brand, which was implemented across three product lines and will serve the brand as it begins to push into international markets.



### SAIC Volkswagen and MetaDesign

#### Bronze

SAIC Volkswagen needed to bolster its corporate brand, build associations between its Volkswagen and ŠKODA sub-brands, and build visibility. The car manufacturers turned to MetaDesign for a logo, developed from the Chinese character for 'people', that was applied across multiple touchpoints to strengthen and future-proof the brand.

**Highly commended** – Peacebird and Landor

## PROCESS

### Best localisation of an international brand

#### Thomas Cook and Labbrand

##### Gold

Thomas Cook might be the oldest travel company in the world – it dates back to 1841, when Mr Cook took 500 passengers on a one day railway expedition, charging them a shilling each. Since the company's establishment, Thomas Cook has focused mostly on the European tourism market, but as the business expands into China, it needs to enact a local strategy that will make it relevant in this new market. Localising the Thomas Cook brand meant identifying target consumers, coming up with an exact value proposition, and truly understanding the brand's personality and values in a local context. Labbrand also developed a Chinese naming system to rename the master brand after an in-depth process, then expanded this into mascot name creation and new product names. The local names are still deeply connected to the English names, meaning there is a solid bond between the two brands, even as the Chinese brand is able to appeal to a completely new audience.



#### Ooredoo and Brand Union

##### Silver

Adapting this international telecommunications brand for Indonesia and replacing the existing Indosat brand, while keeping 100m existing customers, was a project needing careful and sensitive management. Brand Union united the two names to build on brand equity, leading to increased market share and 5% growth in brand value.



#### ICEFRESH and the Good Agency Asia

##### Bronze

Seafood in China is growing rapidly, but there are no major local brands in the category. ICEFRESH taps into the trend towards buying seafood online, but maintains 'freshness' as its core value, challenging preconceptions of the market. Localising the brand meant overcoming distrust of that core value, and tapping into the potential marketplace.



#### The Walt Disney Company Ltd and the Laundromatte Ltd

##### Bronze

Star Wars doesn't have the same market recognition in Asia as it does in America and Europe – despite the fact that the Hong Kong skyline might well be directly out of a galaxy far, far away. Laundromatte's efforts at marketing a futuristic Jedi Academy experience in Hong Kong's Time Square connected this international brand with an intensely local audience.



**Highly commended** – Bank of America Merrill Lynch and Brand Union

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# STRATEGY

## Best creative strategy

### Suntory PepsiCo Vietnam Beverage and J. Walter Thompson Vietnam Gold

A few years ago, bottled water may have been perceived as pure extravagance in Vietnam – but now, thanks to Aquafina, a Suntory PepsiCo Vietnam Beverage brand, and the long-running Aquafina Pure Fashion Show, it has become an essential part of modern life. Founded in 2009, the Aquafina Pure Fashion Show is an annual fashion contest to promote talented young designers; it also helps Aquafina drive perception of its brand as positive, premium, and trendy among young consumers. This year, the JWT strategy behind the show was to support consumers to rediscover how fashion helps them to express themselves, using the key message 'Wear Yourself.' The strategy was implemented through print advertising, an interactive digital boutique and a live show, where contestants were required to design outfits that reflected the five key personalities of the campaign. This work found its way onto the Aquafina bottle labels, closing the loop between the product and the creative strategy.



### Hodges Real Estate and Traffic

#### Silver

As the Melbourne-based real estate agency Hodges approached its 160th birthday celebrations, a relaunch of the brand to signpost the brand's direction was developed alongside Traffic. At the heart of this strategy were the letter H and the colour orange – modernising the Hodges identity while keeping a firm sense of its many years of history.



### NSW Health WSLHD - Women's & Newborn Health and Handle Branding

#### Silver

In the Women's & Newborn Health Unit at Westmead Hospital in NSW, over 6000 babies are born each year. Creating a modern and inviting brand meant Handle had to take the central promise, 'We Deliver,' and build a strategy around it to improve staff empowerment, patient support and digital resources.



### Genting Hong Kong and FITCH (formerly StartJG HK)

#### Bronze

Genting HK's new travel brand, Dream Cruises, is the first luxury cruise brand developed for China, the fastest-growing travel segment in the world. The strategy behind Dream Cruises, developed by FITCH, enabled guests to fulfil their dreams and create new ones aboard a cruise ship, including a visually stimulating dreamscape design language.



### Lewis Silkin and Living Group

#### Bronze

Lewis Silkin had a reputation for being a law firm that was 'un-lawyerlike,' and for providing pragmatic advice to its clients in Hong Kong and the UK. The Living Group-designed strategy behind the new brand identity allowed the firm to zero in on that difference, and used it to create a brand that focuses on clarity, diversity and potential.



### Highly commended – Kidsland and Labbrand

## Best brand evolution



### PHILIPPE & GASTON and CREATIVE CAPITAL

#### Gold

The fashion brand PHILIPPE & GASTON, named for its two founders, was a couture house with premises on the Avenue des Champs-Élysées, a reputation for making beautiful clothes, and a position in the forefront of the fashion industry. However, the brand had faded since its heyday in the 1920s and '30s, and reviving it for the Chinese market meant careful positioning and evolution was needed. CREATIVE CAPITAL used classic images of the brand's founders in the new identity, as well as illustrations of the two men, their beloved French bulldog and a feather, in a youthful, comic style, to increase the appeal to younger consumers and give the brand a playful edge. Our judges praised the, "Craftsmanship and thoughtfulness," of this project and the, "Tremendous modernisation," of a classic brand, making it perfectly fit for a completely new market.



### GOOD BABY and CREATIVE CAPITAL

#### Silver

GOOD BABY has produced beautiful, high-quality baby clothes for the past 20 years. However, its brand also felt like it was 20 years old, emphasising professionalism and efficiency. The evolution of the brand by CREATIVE CAPITAL meant bringing its emotional attributes to the fore, enabling consumers to connect on a human level with GOOD BABY.



### Neo Health and MADE

#### Silver

Neo Health's brand was known for providing sexual health information, but the company needed to reposition its identity so that consumers would think of it as a source of information on all elements of health and wellness. MADE's evolution of the brand took three distinct identities and digital properties, and brought them together under one umbrella brand.



### MEIZU and MetaDesign

#### Bronze

This leading Chinese smartphone manufacturer needed a brand identity that was cohesive and contemporary, and that took the popularity of the founder, Jack Wong, and made it a part of its core message. Wong's message of 'uplifting moments' became central to MEIZU's evolution into a modern, fresh, appealing brand, developed by MetaDesign.

**Highly commended** – Hodges Real Estate and Traffic

## STRATEGY

### Best strategic/creative development of a new brand

#### Mandalay Rum, The Governor's Choice and Brand Union Gold

The city of Mandalay has excited the imagination of visitors for hundreds of years. The new brand of Mandalay Rum, known as the Governor's Choice, celebrates that heritage, and tapping into that meant that the creative development of this new brand was handled excellently. The idea of nodding to the city's colonial past, in a way that half-honours, half-parodies Mandalay's international reputation, meant that Brand Union was able to have fun with the new brand, creating a newspaper inspired by 19th century journals and periodicals, and developing a visual identity that used engravings, imperfect typography, and antique patterns to build something familiar, yet utterly new. "Visually appealing and authentic," our judges wrote of this entry, praising the, "Strong strategy," and, "Classy and elegant," execution.



#### Q&T and CREATIVE CAPITAL

##### Silver

Q&T is a chain of stores selling contact lenses that launched in order to compete with well-known Japanese and Korean cosmetic lens manufacturers. CREATIVE CAPITAL's brand strategy was to create a store that stood out as being trendy, flexible and youthful, and that could be applied across multiple touchpoints in and out of stores.



#### Zhejiang Circuit and Labbrand

##### Silver

Zhejiang Circuit has no less an ambition than to lead and shape China's burgeoning motorsport culture. Creating this new brand meant mapping the current Chinese racing culture, identifying target consumers, developing positioning and messaging and creating a visual identity and brand that speaks directly to its target consumers.



#### LOOK UP and CREATIVE CAPITAL

##### Bronze

LOOK UP has grown out of a well-established industry leader in the Chinese glasses and eyewear sector. When creating this new brand, which has a warehouse aesthetic, CREATIVE CAPITAL identified a lack of personality and interest among the industry's mass-market glasses retailers and transformed that into a unique new brand.



**Highly commended** – Hodges Real Estate and Traffic

**Highly commended** – Steam and MADE



## Best naming strategy



### Thomas Cook and Labbrand

#### Gold

Thomas Cook is an iconic travel brand, and one that has always relied on name recognition. Named after its founder, Mr Cook, who took 500 passengers on a one day railway expedition in 1841, charging them a shilling each, the brand's expansion into China meant a new naming strategy was needed. Localising the Thomas Cook brand meant identifying target consumers, coming up with an exact value proposition and truly understanding the brand's personality and values in a local context. The Chinese name of the company needed to maintain a certain phonetic similarity to the English name, avoid sounding like a transliteration, reflect the brand attributes and encapsulate the company's pioneering, forward-looking identity. Labbrand initially suggested over 200 names, and then whittled that group down to 10, which were tested across focus groups in Beijing and Shanghai. The result translates as 'Pioneering Tourist,' but also resembles the original Thomas Cook name, a perfect match in sound and meaning.



### Givergy and Living Group

#### Silver

Givergy raises over \$40m a year for charities and corporate foundations, but it was operating under two names: iBid in the UK and Daana in North America. In order to relaunch the firm in Asia, North America and Europe, consolidation was needed. The Givergy name was designed by Living Group to resonate with the company's audiences, evoking giving, 'events,' and 'energy' in a single word.



### webe and Brand Union

#### Bronze

webe grew out of Packet One Networks, when the struggling challenger telco brand was transformed into Malaysia's first ever community-driven digital platform. Brand Union designed the webe name as a combination of 'we' and 'be,' representing the two fundamental pillars of the brand, a name that was decided after input from over 1,000 employees.

**Highly commended** – Mondelēz and Labbrand

**Highly commended** – Renault and Labbrand

## TYPE

### Best corporate rebrand following a merger or an acquisition

#### Now Health International and FITCH (formerly StartJG HK)

##### Gold

The private medical insurance provider Now Health International operates in China, Singapore, Japan, the UAE, Europe and Hong Kong. When an investor in Now Health acquired Best Doctors Insurance, which operates throughout Latin America, the Caribbean and Canada, a fully international private medical insurer was created, serving four continents with 12 offices and over 100,000 members. Integrating the two brands meant the creation of a single solution that would set out the new and improved Now Health positioning, and combine the best of both companies. The new brand, developed by FITCH, retains visual equity from both partners, and reflects the needs of the company's many audiences. The new brand was first launched to internal stakeholders at a company convention, ensuring that the people who will be pivotal to the success of the brand are engaged with the new identity. This project tackled, "A huge challenge," said our judges, and ensured that Now Health International would be prepared for the future.



## Best brand development project to reflect changed mission/values/positioning



### AXENT and Labbrand

#### Gold

The AXENT Group manufactures sanitary technology – and has done so for decades. The company's experience in original design manufacturing (ODM) and original equipment manufacturing (OEM) led to the decision to develop its own branded products and to reshape the brand vision to reach out directly to end consumers. Working with Labbrand to develop the new brand meant following a careful process all the way from the creative and strategic brief to consolidating every element of the new identity into a tool that could facilitate and educate internal and external stakeholders. Along the way, the brand's core principles were redesigned, from key messaging to typefaces, the website was completely overhauled, and new elements were put in place, such as guidelines for iconography, photography and illustration. Three main audiences were identified, and the brand was developed around their needs and sympathies. The key message, 'rethinking the bath,' was simple, elegant, and refined – just like the products.



### HKEX and Brand Union

#### Silver

The Hong Kong Exchange (HKEX) is one of the world's largest capital-raising venues, and its profile is global. It connects China to the world – so its redeveloped brand, by Brand Union, needed to reflect the pioneering spirit of the company. The refreshed logo and brand identity emphasise connections between east and west stylishly, subtly and effectively.



### PHILIPPE & GASTON and CREATIVE CAPITAL

#### Silver

Redeveloping the couture brand of PHILIPPE & GASTON, named for its two founders, for the Chinese market required careful positioning and evolution. CREATIVE CAPITAL used classic images of the brand's founders in the new identity, in a youthful, comic style, to increase the appeal to younger consumers and give the brand a playful edge.



### Ashurst and Living Group

#### Bronze

Ashurst, a law firm advising corporates, financial institutions and governments in Asia, North America, Europe and the Middle East, wanted to reposition itself as a client-centric business, while still enhancing its reputation as an exceptional place to work. The development of the brand, by Living Group, pinpointed the core personality values of the firm and simplified its visual identity to get its message across.

# TYPE

## Best brand consolidation

### Ashurst and Living Group

#### Silver

Consolidating the Ashurst brand, and enhancing its reputation as a leading law firm in Asia, North America, Europe and the Middle East, meant taking the multiple visual identities in play and creating a coherent message. The Ashurst identity, developed by Living Group, was simplified, and the new brand conveys the firm's core personality values of being client-centric and an exceptional place to work.



## Best rebrand of a digital property



### Petinsurance.com.au and Traffic

#### Gold

There are 7.5m household pets in Australia, but just 280,000 pet insurance policies. The relaunch of Petinsurance.com.au was the perfect opportunity to compete in this untapped category. The strategy that Traffic decided upon for Petinsurance.com.au was to divert itself from the expectations of the sector, and act as a cheeky disrupter to the traditional imagery of vets in lab coats and cute puppies and kittens. It was also key for Petinsurance.com.au to take advantage of the fact that its brand and domain name were the same as the category name, creating an opportunity to make the brand synonymous with the market, growing demand for pet insurance in general as well as its own share. The new website taps into pet owners' desire for online pet-related content, and created products that are quirky and individual, such as indoor cat insurance and new puppy insurance.



### Orrick and Living Group

#### Silver

Orrick, an international law firm with expertise in technology, finance, energy and infrastructure, needed to position its brand as client-first, and match that with being a great place to work. Digital was a key channel when it came to creating a visual identity that was fit for purpose, and Living Group also improved Orrick's business development communications through the rebrand.



### CLSA and Sedgwick Richardson

#### Bronze

CLSA, a global equity brokerage and investment group, relaunched its corporate website and social media channels in August. It focused around the depth of the group's insight and expertise, the breadth of the service offering, and its international presence, all packaged stylishly and consistently.

## SECTOR

### Best visual identity from the charity/NGO/non-profit sector

TENCENT and the Good Agency Asia

#### Gold

The investment holding company Tencent decided in 2016 to run a multi-agency NGO and charity awareness campaign, known as 'Hand in Hand.' For this campaign, the Good Agency created a visual identity for 9958, a charity which cares for children from poor backgrounds who have suffered burn injuries. The approach for the campaign was to take advantage of the potential for growth in charitable giving in China, which is often associated with scandal and money laundering, rather than doing good. The new 9958 identity avoids typical grey-scale charitable imagery and instead focuses on shots of unexpected levity, showcasing the way that the children helped by 9958 are willing to fight for their futures. Their energy, laughter and mental strength became the guiding principles of the campaign, which prompted donors to make micro-donations through Wechat Wallet – over 3m RMB was raised within the first two months after launch, with the average donation at just 5.7 RMB.



Mother's Choice and Brand Union

#### Silver

Mother's Choice, which supports pregnant teenagers in Hong Kong, has helped over 50,000 girls since 1987. However, the brand needed to evolve in order to inspire community change-makers, like the government and media, to take on the same challenge. The new visual identity, developed by Brand Union, encapsulates the idea of making Hong Kong a better place for children, while still maintaining the positive equity of the old brand.



### Best visual identity from the education sector

The Chin Family (IEC) and Brand Union

#### Gold

The Investor Education Centre in Hong Kong exists to educate the public in financial planning and to talk about the complex subject of finance and investment in a fun and open way. To develop the new visual identity, Brand Union ran customer workshops, and concluded that people wanted an approachable organisation that would give them genuine and impartial support. It developed 'The Chin Family,' making a playful reference to money through the word 'chin,' as well as utilising a common Hong Kong surname. Youthful illustrations and bold colours in this visual identity set the centre apart and give the brand a human, supportive feel – the family members are used in IEC branding to demonstrate how responsible decisions can be made. The illustrations and icons lend themselves well to 3D animation, which IEC has used across digital channels to reach a broad range of customers. "Fun," "Fresh," and "Personable," concluded our judges.



## Best visual identity from the engineering and manufacturing sector



### SAIC Volkswagen and MetaDesign

#### Silver

The car manufacturer SAIC Volkswagen needed to bolster its corporate brand, foster associations between its Volkswagen and ŠKODA sub-brands, and build visibility. A new key visual, resembling an arrow and developed from the Chinese character for 'people,' became the centre of the new MetaDesign identity, moving SAIC Volkswagen confidently into the future.

## Best visual identity from the financial services sector

### Petinsurance.com.au and Traffic

#### Gold

The relaunch of Petinsurance.com.au was the perfect opportunity to compete in the untapped category of pet insurance in Australia – there are 7.5m household pets in the country, but just 280,000 pet insurance policies. The visual identity of the site diverges from the expectations of the sector. Vets in lab coats and cute puppies and kittens are replaced with distinctive illustrations of pets looking like they might be up to no good. The strong implementation of this identity, across digital and print collateral, was impressive and distinctive. The company was also able to take advantage of the fact that its brand and domain name were the same as the category name, creating an opportunity to make the brand synonymous with the market, growing demand for pet insurance in general as well as its own share. Our judges praised the, "Great insight," into the audience and the, "Modern, friendly and lighthearted," results of this rebrand.



### HKEX and Brand Union

#### Silver

Rebranding the Hong Kong Exchange meant aligning the identity of the business with its overall strategy of raising capital on the global stage. HKEX connects China to the world – so its new Brand Union-developed visual identity emphasises the connection between east and west, reflecting the company's pioneering spirit.



### KT Capital and Landor

#### Bronze

Acuon, a commercial finance solution provider created by KT Capital, needed a visual identity that would encapsulate its brand promise of 'to the point solutions.' The resulting system, developed by Landor, is based on simple, bold graphics, which deliver a strong brand message through a minimalist approach – allowing customers to cut through clutter and get to the heart of the brand.



### Highly commended – CFM and Living Group

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## Best visual identity from the healthcare and pharmaceuticals sector

### Neo Health and MADE

#### Gold

Neo Health, a medical group in Hong Kong, is known for providing sexual health information. However, a new brand was needed to show that the centre promotes holistic wellness, and treats the relationship between social, emotional, physical and sexual health too, in order to empower people to live happier, healthier and better-informed lives through advanced professional help. The brand's existing presence involved three separate identities and websites, dividing up the Neo Health identity and confusing users. Rebranding meant completely restructuring the business, resulting in one brand with eight clearly defined, well-functioning departments. As well as improving clarity and structure, this meant that departmental services could be cross-promoted online. A colour strategy followed on from the new brand architecture, as well as a parent logo that suggests four people interacting. Our judges praised the, "Consolidated and clear corporate communications structure," and admired the creativity and strategy, by MADE, that went into building the new Neo Health identity.



### NSW Health WSLHD - Women's & Newborn Health and Handle Branding

#### Silver

The Women's & Newborn Health Unit at Westmead Hospital in New South Wales, Australia needed a modern and inviting brand to celebrate its work in delivering over 6,000 babies a year. It turned to Handle Branding for a new visual identity that is warm, coherent and meaningful, bringing together Aboriginal symbolism and science to convey that patients are in safe hands.

## SECTOR

### Best visual identity from the professional services sector

#### Lewis Silkin and Living Group

##### Gold

Lewis Silkin prides itself on being an 'un-lawyerlike' law firm. Its employees throughout the UK and Hong Kong advise clients in the creative, sport, real estate, professional services, and technology sectors. The firm needed a brand that could be adapted to all those specialties, as well as working with the lus Laboris brand, a global network of employment law specialists to which Lewis Silkin belongs. In order to reflect the essence of this vibrant firm, and to unify its offerings through visual identity, Living Group built an identity that can be modified for the firm's different services – including legal training for HR managers, an online portal providing start-up advice and advisory services to the music, digital media, sport and film industries. "Consistent," "Unique," and, "Impressive," said our judges. "The creative solution meets seamlessly with the brand strategy."



#### Hobson Leavy and Cluster Creative

##### Silver

Hobson Leavy, an executive search firm in New Zealand, realised its dated, monochromatic brand wasn't living up to the firm's service provision. A full brand redevelopment by Cluster Creative started with strategic planning to identify and show how Hobson Leavy stands out from the competition, and concluded with a completely refreshed visual identity, using bold imagery and colours to make the new brand fit for purpose.



#### Orrick and Living Group

##### Silver

Orrick, an international law firm with expertise in technology, finance, energy and infrastructure, wanted to position itself as being both client-first and a great place to work. The complete digital rebrand and new visual identity by Living Group retains the O from the original marque, but updates it to reflect the firm's ambition and approach, conveying what sets Orrick apart.



#### Ashurst and Living Group

##### Bronze

Ashurst, a leading international law firm, had an existing reputation as an exceptional place to work, which it wanted to maintain while also projecting the client-centric focus of the business. Living Group based the new visual identity on the firm's core personality values; the brand is cohesive, flexible and simple, working for clients and employees alike.



**Highly commended** – Ogilvy Edge and Brand Union

## Best visual identity from the property sector



### Shougang Group and Landor

#### Gold

Shougang Park is the distinctive former steel works in west Beijing that is now set to become a hub of innovation. The site, which covers 8.6 sq km, was decommissioned in 2010, and ahead of its planned reopening, public perception needed to be overhauled. The site becoming a hub for industry symbolises the country's shift from a manufacturing economy to a service economy; from 'made in China' to 'created in China.' The new visual identity, designed by Landor, does not, however, ignore the site's former use, but rather embraces it, taking sparks of industry and turning them into sparks of creativity. Artists were commissioned to produce a variety of interpretations of the idea of sparks, and a bold, clean graphic system was created, representing the meeting of old and new that will take place at the park. Literature and other collateral followed the same graphic system, and wayfinding and signage concepts followed suit.



### Hodges Real Estate and Traffic

#### Silver

In the year it celebrated its 160th birthday, this real estate agency in Melbourne completely redeveloped its visual identity, alongside Traffic. While positive brand equity was retained through use of the colour orange and the letter H as a central brand marque, the new brand is energetic, modern and warm, future-proofing the company for many years to come.



### Zhejiang Circuit and Labbrand

#### Bronze

New motorsport brand Zhejiang Circuit has sky-high ambitions: it aims to shape the culture of motor racing across China from the ground up. A world-class integrated motorsport destination, the visual identity of Zhejiang Circuit, developed by Labbrand, conveys the brand's excitement, immersion and fun-filled atmosphere.

**Highly commended** – Pimlico Capital and MADE

## SECTOR

### Best visual identity from the retail sector

#### obentos and MetaDesign

##### Gold

obentos, a modern Japanese restaurant in Beijing, is part of a rising trend towards healthier dining options across China. In fact, China's health and wellness market may reach \$70bn by 2020. This made for a great opportunity for obentos to make its mark despite strong competition across the sector. The new visual identity for the restaurant celebrates, 'perfect balance' and emphasises fresh, whole foods and natural flavours. MetaDesign's modular approach to design layout uses an appealing colour palette, distinctive illustrations and unusual typography. The visual identity was also carefully and cleverly applied to the restaurant's interior decor and its take-out business, ensuring consistency and brand recognition. Since launch, obentos has enjoyed steady growth, and is looking to expand in the future, with a brand that will be flexible and easily applied. Our judges called this, "A very fresh and engaging brand experience," and celebrated the, "Deft execution" of the, "Excellent work."



#### Peacebird and Landor

##### Silver

Peacebird, a luxury fashion retailer, wanted to carve out a space in the increasingly crowded and sophisticated Chinese fashion retail industry. Landor's new visual identity embraces the company's Chinese heritage and quality; with technology fully integrated into every brand touchpoint, showing that Peacebird is also ready to face the future.



#### Mishka and des:glory

##### Bronze

This retail fashion brand entered the Chinese market with a name that worked well in both Russian and English-speaking countries, but which faltered in China. A new name was developed with des:glory through translation, and the logo updated to ensure strong visual impact, keeping in character with the brand's existing bold, eye-catching personality.



**Highly commended** – Carslan and Landor

## Best visual identity from the technology, media and telecommunications sector

### HOOQ and Elmwood Design Singapore Pte Ltd

#### Gold

HOOQ, newly-established by Singtel, is a video-on-demand service reaching consumers across Asia – 1.7 bn people in six countries speaking eight languages. The brand for this new service needed wide appeal, and also needed to show that HOOQ could deliver both local and regional content. The name HOOQ grew out of the idea that users will be ‘hooked on entertainment,’ and the Elmwood-designed visual identity incorporates an infinity sign as part of its logo. This marque sits in an iconographic system that transcends cultural and language differences. The colours of the brand are familiar from festivals and holidays, while not alienating any particular region, and each platform under the HOOQ brand was given a distinctive colour strategy to help users navigate media and content. The new brand is entertaining, engaging and vivid, which has helped HOOQ to become Asia’s largest premium video streaming service in just one year since launch, surpassing launch targets for paying users and subscriber conversions.



### webe and Brand Union

#### Silver

Malaysia’s first community-driven digital platform, webe, launched in March 2016 not as a company selling products, but as a community bringing the country together for positive change. The bold and colourful visual identity by Brand Union ensures webe will be known throughout Malaysia for its positive approach and mission to support progress.



### Givergy and Living Group

#### Bronze

Givergy’s new brand, which brought together two separate company names, created a visual identity with Living Group to match its sector of charitable giving through online and silent auctions. The Givergy look is now bright, practical and engaging and accurately represents the company’s ambitious stake in the telecommunications market, through which it raises over \$40m a year for charities and corporate foundations.

### Highly commended – MEIZU and MetaDesign



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## Best visual identity from the travel and leisure sector



### Tianjin Airlines and Brand Union

#### Gold

Tianjin Airlines was established in 2004 as the result of a merger. In the past 12 years it has become a 4-star aviation company, and among the most dynamic and fastest-growing airlines in China. However, its brand needed to be updated and moved into a more contemporary and friendly space. The new visual identity was built on the positioning of approachable convenience, making the brand more relatable for customers. While the logo could not be fundamentally changed, Brand Union introduced a new mascot, a bird known as Jingwei, that maintains positive brand equity from the previous identity and also updates the visual aesthetic of the airline. Alongside the new mascot, a refreshed colour scheme, new typeface and typesetting style, and a new approach to layout design were introduced, as well as the tagline, 'All ways with you,' encapsulating the brand promise of approachability and convenience. "It's head-turning," and, "More human," said our judges, "A great leap forward," for this brand.



### Kempinski Hotels & Beijing Tourist Group and Landor

#### Silver

Hospitality brand Kempinski Hotels offers a unique, modern perspective on Chinese art and history, carving out space in the Asian hospitality industry, which is a global marker of excellence. The visual identity of NUO Hotels, a joint venture between Kempinski Hotels and the Beijing Tourist Group, and carried out by Landor, is inspired by timeless, classic imagery and represents prosperity and a bright future.



### Beijing Postcards and MetaDesign

#### Silver

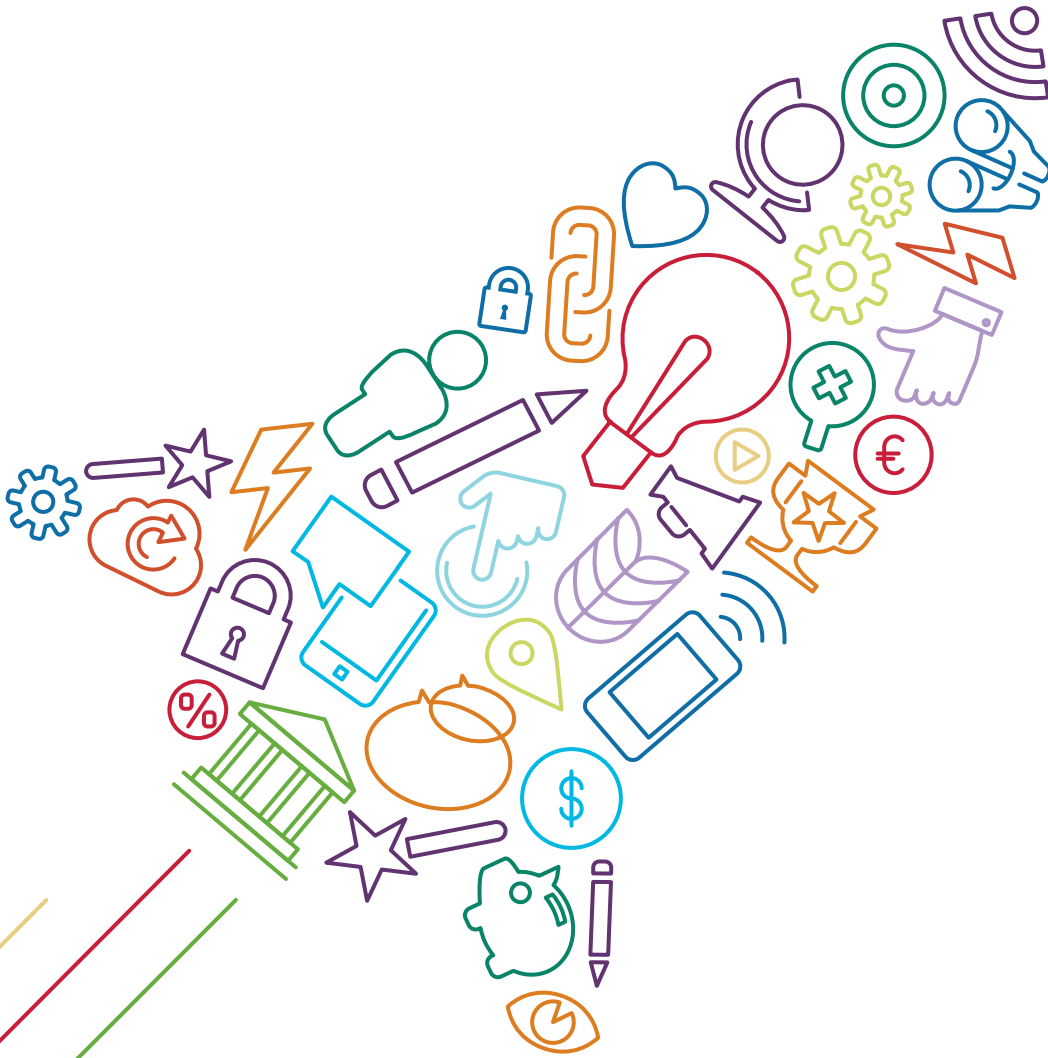
Celebrating Beijing Design Week through the concept of the history of Beijing Arrivals was a unique, exciting challenge. The visual identity, by MetaDesign, successfully showed how Dashilar, one of the city's oldest neighbourhoods, has had a pivotal role in Beijing's history of migration, as well as engaging visitors with the concurrent exhibition.



### Genting Hong Kong and FITCH (formerly StartJG HK)

#### Bronze

A visually exciting and beautiful dreamscape was placed at the centre of the design language for the identity of the new Genting business, Dream Cruises. The company is China's first luxury cruise brand, and the FITCH-developed identity was based on the strategy of showing guests that on-board a cruise ship, they can fulfil their dreams, as well as create new ones.



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## Best overall visual identity



### Lewis Silkin and Living Group

#### Winner

This year's winner for 'Best overall visual identity' represents not only a new direction for one brand, but challenges the norms of the industry. Law and professional services firms are not traditionally known for exciting visual identities, but the past few years have seen change. Firms now recognise that a strong brand helps them stand out, reach new clients and serve those clients better. The visual identity created for Lewis Silkin – a law firm with offices in the UK and Hong Kong that advises clients in the creative, sport, real estate, professional services and technology sectors – is vibrant, eye-catching and reflects the company's reputation for having an 'un-lawyer-like' personality.

In creating this new brand, Living Group had to be sensible of another challenge: Lewis Silkin is a member of Ius Laboris, a global network of employment law specialists, with a brand that partners are required to use. The eventual visual identity for Lewis Silkin had to sit comfortably alongside the Ius Laboris identity, and still create a cohesive brand that took in all of the Lewis Silkin practice areas.

Building the identity began with asking the right questions. Internal interviews with senior partners, workshops with marketing, interviews with external clients, an online survey of all employees and a thorough audit of the current brand led to a detailed strategic and creative brief.

"Compelling," "Impressive," "Creative," and, "Unique," our judges said of the new visual identity, which uses the motif of a kaleidoscope to represent Lewis Silkin's incisive, pragmatic approach. The identity is endlessly flexible, allowing for adaptation through colour and shape to denote practice areas, as well as being elegant and practical. Since the identity was launched, the firm has united under one brand, ready to face the future – a worthy winner.

## Grand Prix

### Thomas Cook and Labbrand

#### Winner

Thomas Cook's brand development project took one of the most iconic brands in travel, and brought it to a completely new market. Thomas Cook was founded in 1845, four years after Mr Cook led an informal one day railway expedition with 500 passengers, at the cost of a shilling each. Over 150 years later, the Thomas Cook brand is well-established in Europe, but cracking China was a new challenge.

The travel and tourism market in China has grown hugely since the start of the 21st century in purchasing power and penetration across the country. The shape of the industry has also matured, with Chinese travellers seeking a customised and authentic experience from their trips. To tap into this opportunity, Thomas Cook needed to adapt to the local market – which meant dedicated and careful work by Thomas Cook and Labbrand to create a Chinese name, Chinese tagline and messaging, an employee brand guide, a digital content strategy and a completely new website, optimised for Chinese users.

The planning that went into this rebrand was exhaustive, taking in as it did the Thomas Cook master brand, the mascots, and Sunwing and Sunprime, individual resort brands that are part of the Thomas Cook Group. The Chinese names for the brands needed to maintain phonetic similarity to the original names, but also reflect the brand attributes and the company's pioneering, forward-looking identity. Following on from the name development, bilingual collateral was created, and a guide that would help internal stakeholders optimise their everyday use of the Thomas Cook brand.

Our judges were blown away by the strength of this entry. "An excellent demonstration of insight, strategy and understanding," wrote one. Another lauded the, "Extremely thorough and detailed," rebrand, calling it, "A fantastic job." This rebrand demonstrated Thomas Cook's commitment to a new market, and its ability to excel at communicating with all its audiences. Thus, Thomas Cook and Labbrand are thoroughly deserving of tonight's Grand Prix.



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