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**Transform Awards  
MENA 2017**





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**Transform magazine**

Transform Awards Middle East and North Africa

17 May 2017

Dubai

# The global publication for brand development and rebranding



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## Welcome

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Over the years, the Transform Awards MENA has recognised a growing range of brand work from the region. Yet, the companies that seemed to recognise most the power of brand traditionally operated in property, financial services and hospitality. This year's awards, however, recognises an even broader variety of companies, sectors and organisations.

The winners of the evening's premier awards, Aljazera and FITCH, and Miral Asset Management and Start Design, represent the evolution of brand development in the Middle East and North Africa. Aljazera is a Saudi Arabian supermarket brand that has been in business for decades, but had to focus on its brand to stay competitive in a changing market. Miral Asset Management's Yas Island project is the ultimate hospitality, property and place brand development that puts the best of the UAE on offer.

These two projects are distinct, but their simultaneous success shows the strength and diversity of brand work coming out of the MENA region. That is reflected as well in the many winners we are proud to celebrate this evening.

From regional confectioners to global automakers and from family-owned businesses to public entities, every winner this evening deserves acclaim for recognising the value of brand, and developing their own to great success.

Congratulations to all the winners tonight!

**Brittany Golob**  
Editor, Transform magazine

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## 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 loves to search 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.



### **Anas Ebrahim, marketing manager, Elekta Gulf**

Over 12 years of experience in marketing and PR, Anas is currently marketing and PR manager at Elekta Gulf. Responsible for the development of all functions of the marketing department, his passions include marketing, branding, communications and strategy, advertising, CX, e-commerce, social media, IoT and the future of digital marketing. A lifelong learner, Anas prides himself on keeping up with current market trends and has cultivated an understanding of brand goals and how they translate to customers.



### **Michael Fakhry, brand manager, Beiersdorf**

Michael is brand manager at Beiersdorf MENA, with responsibility for NIVEA and 8x4 Deodorants. Prior to joining Beiersdorf, he worked in strategic business development and marketing at several companies such as Procter & Gamble and General Mills. He has six years of experience in brand management, working with multiple product lines across the household, foods and skin care industries. Michael's greatest strengths are his creativity, drive and leadership. He thrives on challenges, particularly those that expand the company's reach.



### **Yashodeep Ghorpade, marketing communications manager, Sony Middle East and Africa FZE**

Yashodeep is manager of marketing communications for Sony Middle East. He has experience in marketing communications, digital marketing, event management, advertising and promotions, branding, corporate communication, budget and cost management. He has looked after branding, communications, digital and events for Sony in the Middle East and Africa for over six years.



### **Abdul Karim, strategy consultant, Syed Abdul Karim**

Abdul has been a branding and advertising professional for over 15 years. His experience spans across marcom disciplines including everything from brand strategy to communication, branded content, activation, retail and digital. In his last role, he led the branding function for Mobily in Saudi Arabia before relocating to the United States as an independent strategy consultant. His prior experience includes leading the strategic planning function for both DDB and Ogilvy across the Middle East and south Asia for over a decade. Abdul is an avid speaker and trainer on various topics related to marketing and communications.



### **Ziad Khoury, marketing manager, Kimberly Clark**

Ziad is a marketing enthusiast with extensive expertise across the Middle East and North Africa in a variety of industries ranging from prestige fragrances to tissues and baby products. He is passionate about behavioural science, social media and mobile apps and integrates these in the majority of his marketing campaigns. Ziad is currently the marketing manager for Kimberly Clark, handling the Levant and North Africa region. He joined Kimberly Clark in 2007 and has since held several marketing lead roles across the organisation.



### **Walid Kotaich, marketing manager, Abu Dhabi Media**

Walid is a brand and marketing professional with over 15 years of experience working across the GCC and lower Gulf markets. He is currently marketing manager at Abu Dhabi Media Company, responsible for developing strategies, overseeing and launching brand and advertising campaigns for ADM's corporate, sports disciplines and digital. In his previous roles, he managed the regional marketing for HTC and the media planning and buying for Etisalat. Walid holds an MBA in marketing and communication and has experience in both B2B and B2C sectors.



**Antony Lawrence, managing director, Latitude**

Antony leads the Dubai office of Latitude, an independent boutique brand consultancy that specialises in luxury lifestyle brands. His creative juices still flow from his time at St Martins School of Art, and experience working in advertising and branding both in London and internationally. He came to the Gulf region in 2005 as director of marketing at Jumeirah Group. Antony has experience both client and design side and was fortunate to win the 'Best overall visual identity' award at the Transform Awards MENA 2016.



**Syed Mansoorh Hussain, marketing manager, Nestlé - Middle East**

Syed is a marketer at heart and works with those in leadership roles and demand-generating commercial functions at FMCG and healthcare companies like Nestlé, Pfizer, Mead Johnson and Sanofi-Aventis. He has 20 years of experience in various marketing leadership roles in the Middle East, Africa, Levant, Iran, Iraq and Pakistan and holds a master's degree in business. Syed has worked on multiple brand turnarounds, new product launches and the expansion of geographical footprints.



**Yasmin Medhat, regional retail marketing manager, Samsung Electronics MENA**

Yasmin leads retail innovation solutions and brand activations for all Samsung product divisions across all of the Middle East and North Africa, Turkey, Iran and Pakistan. Prior to her current role, Yasmin oversaw all retail marketing activities and company local events for Jotun Paints Middle East. Yasmin certified as a colour consultant in 2011 and was among the regional team for selecting Jotun colours trends in 2011 and 2012. Yasmin holds a bachelor's degree in architectural engineering from Greenwich University.



**Shikha Monga, regional marketing manager, Lenovo East Africa**

Shikha is currently the regional marketing manager for Lenovo in East Africa, she looks after marketing elements for the entire product portfolio from PCs, servers and multi-modes to smartphones. Shikha graduated with a distinction in her master's degree in marketing and strategy from the Warwick Business School in England. Shikha has worked her way up the corporate ladder over the past nine years and has excelled with strategic achievements in different roles.



**Haris Munif, head of marketing, Samsung Gulf**

Haris is the head of marketing for Samsung in the Middle East. He has over 15 years of experience working in telecoms, consumer electronics and FMCG across the Middle East, Africa and central Asia. At Samsung, he is responsible for brand communications, retail experience and marketing strategy. Haris is an award-winning marketing leader with a passion for creating innovative sales and marketing strategies coupled with strong execution to successfully boost revenues, market share and brand power.



**Ian Paget, founder, Logo Geek**

Ian is lead creative designer for advansys, working on the design for projects which include e-commerce solutions, websites and logo designs for companies such as GSK, Yakult and Kuehne + Nagel. With a passion for branding and identity design, in his personal time he runs Logo Geek, working on identity designs for small and medium sized businesses. Through Logo Geek, Ian has a thriving social media following, reporting and tracking leading brand design trends and news to the creative community.



**Mahmood Qannati, head of client marketing services and brand, Standard Chartered Bank**

In 2013, Mahmood joined Standard Chartered in Dubai as head of marketing services for MENAP. Since September 2015, he has been regional head of brand and client marketing services for Middle East and Africa. Previously, he managed the marketing function for the northern Gulf, Levant and Oman. Mahmood has more than 15 years of marketing and public relations experience working for regional and international brands like Toyota, Lexus, HSBC and Batelco across banking, aviation, telecommunications and the automotive industries.



**Maria Salazar, production advisor, Shell**

Maria has worked in many areas of marketing and communications for different industries across the GGC. She has spent much of her career at Farah Leisure, the Regency Group in Qatar and Ferrari World Abu Dhabi. Maria currently works within the Shell Upstream International team. She also holds a professional diploma as a graphic designer in addition to years of experience in marketing and communications events.



**Mark Scragg, partner, Lippincott**

Mark is a partner in design based in Lippincott's London office. His 14 years of experience in brand development span global B2B and B2C clients including Airbus, BNP Paribas, DPD, IHG, NATS, Nectar, Rentokil, Initial, Tesco, T-Mobile, Unilever and Visa. Mark recently led the creation of Jawwy from STC, a digital disruptor mobile brand for Saudi youth, for which Lippincott won the Grand Prix at the Transform Awards MENA 2016. Mark also developed the visual system for Expo 2020 Dubai. Before joining Lippincott, he was with brand consultancy Dave (now Calling Brands) and spent eight years with Wolff Olins.



**Daniel Taylor, senior director brand development, Du**

Dan is currently the senior director – brand at Du in Dubai. He is primarily responsible for delivering the day-to-day brand development needs of the business, from both a design and strategic perspective. Over the last 18 years, he has worked on many renowned global brands from both an agency and client perspective. Dan has spent a significant part of his life working in international environments and regional roles, having lived in Singapore, Los Angeles, London, with home currently being the UAE.





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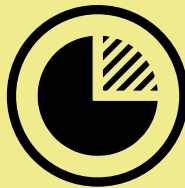
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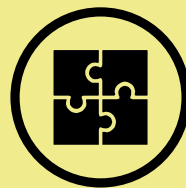
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## The winners

### Content

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#### Best use of a visual property

Gold – Du and Bellwether and Growl Media

Silver – Siemens and JansenHarris

Bronze – Kochi Metro Rail Limited and Brash Brands

Highly commended – Etisalat

Highly commended – National Cyber Security Centre (NCSC) and Landor

Highly commended – Team Z7 and Landor

#### Best brand architecture solution

Gold – Al Nooh and Unisono

Silver – Smart Dubai Government and Xische & Co

Bronze – Lady Soft – MTC Hygiene and Tagbrands

Highly commended – CBD NOW and Industry and FDP

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

Gold – El Mercado and Unisono

Gold – General Motors Corporation and grow

Bronze – Seven Seas Group and JPD

#### Best brand experience

Gold – AppyKids and Bellwether

Gold – Level Kids and FITCH

Silver – Siemens and JansenHarris

Bronze – Etisalat

Highly commended – Ports, Customs and Free Zone Corporation and MBLM

Highly commended – Team Z7 and Landor

#### Best use of packaging

Gold – Nood and JansenHarris

Silver – SIA and grow

Bronze – Blooming Foods and CBA Memac

Highly commended – Ajmal Perfumes and JPD

Highly commended – Lady Soft – MTC Hygiene and Tagbrands

#### Best wayfinding or signage

Gold – Abu Dhabi National Oil Company and MBLM

#### Best use of audio branding

Silver – AppyKids and Bellwether

#### Best use of typography

Gold – Miral Asset Management and Start Design

Silver – National Museum and ZEENAH

Bronze – National Cyber Security Centre (NCSC) and Landor

#### Best place or nation brand

Gold – Miral Asset Management and Start Design

Silver – Ras Al Khaimah Tourism Development Authority

Bronze – Hejaz District and Turquoise Branding

### Process

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#### Best internal communications during a brand development project

Gold – Miral Asset Management and Start Design

Silver – Abu Dhabi National Oil Company and MBLM

Bronze – Majid Al Futtairn, CBU and Latitude Agency

#### Best implementation of a brand development project

Gold – Intigral - Rocket TV and Bellwether

Silver – Tecom Group and Brash Brands

Bronze – KIPIC and Bellwether

Highly commended – Dubai International Financial Centre (DIFC) and Brash Brands

#### Best implementation of a brand development project across multiple markets

Gold – Ecobank Move on Up and Brand Communications

Gold – Miral Asset Management and Start Design

Silver – Ras Al Khaimah Tourism Development Authority

Bronze – Ecobank Mobile and Brand Communications

#### Best localisation of an international brand

Gold – Attibassi Coffee and JPD

Silver – Mandarin Oriental Hotel Group and grow

### Strategy

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#### Best creative strategy

Gold – KIPIC and Bellwether

Silver – Miral Asset Management and Start Design

Silver – National Cyber Security Centre (NCSC) and Landor

Bronze – CBD NOW and Industry and FDP

Bronze – Team Z7 and Landor

Highly commended – 9/10ths and Landor

Highly commended – Hejaz District and Turquoise Branding

#### Best brand evolution

Gold – Aljazeera and FITCH

Silver – Majid Al Futtairn Finance - Najm and Bellwether

Silver – Team Z7 and Landor

Bronze – Etisalat and Impact BBDO

Highly commended – Bait Al Zubair Museum and ZEENAH

Highly commended – Genesis Energy and Brand Communications

Highly commended – RETAL and grow

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

Gold – AppyKids and Bellwether

Silver – Community Jameel and Turquoise Branding

Silver – KIPIC and Bellwether

Silver – Miral Asset Management and Start Design

Bronze – National Cyber Security Centre (NCSC) and Landor

Highly commended – 360 and FITCH

Highly commended – Rove Hotels and Joie Brands

Highly commended – SaudiGulf Airlines and CBA Memac

#### Best development of a new brand within an existing brand portfolio

Gold – MiSK International Schools and Siegel+Gale

Silver – Intigral - Rocket TV and Bellwether

Bronze – CBD NOW and Industry and FDP

Highly commended – Aldar and Brash Brands

#### Best naming strategy

Gold – Blooming Foods and CBA Memac

Silver – D2C and OHI Leo Burnett

## Type

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

Gold – Majid Al Futtaim Finance - Najm and Bellwether  
Silver – Miral Asset Management and Start Design  
Bronze – National Centre for Statistics & Information and ZEENAH

### Best brand consolidation

Gold – Kunooz Oman and OHI Leo Burnett

### Best rebrand of a digital property

Gold – AppyKids and Bellwether  
Silver – Alserkal Avenue and Bellwether  
Silver – CBD NOW and Industry and FDP  
Bronze – Sharaka Holdings and grow  
Highly commended – Ajman Tourism Development Department and MBLM

## Sector

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

Gold – Surge and JPd  
Silver – Community Jameel and Turquoise Branding  
Bronze – Girls & Football SA and Build Brand Experience, Gareth Dickey and Jade Isaks  
Highly Commended – Bahrain Life and Unisono

### Best visual identity in the education sector

Gold – MiSK International Schools and Siegel+Gale  
Silver – AppyKids and Bellwether

### Best visual identity in the energy and extractives sector

Gold – KIPIC and Bellwether  
Silver – Weatherford Group and CBA Memac  
Bronze – Abu Dhabi National Oil Company and MBLM  
Highly commended – maharat (Oman Gas Company) and OHI Leo Burnett  
Highly commended – MPHc and grow

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

Silver - 360 and FITCH

### Best visual identity in the financial services sector

Gold – Majid Al Futtaim Finance - Najm and Bellwether  
Silver – CBD NOW and Industry and FDP  
Bronze – Adcorp and Unisono  
Highly commended – Meethaq Islamic Banking (Bank Muscat) and OHI Leo Burnett

### Best visual identity in the food and beverage sector

Gold – Blooming Foods and CBA Memac  
Bronze – Jubail Tourism Company and Unisono  
Highly commended – Goody and CBA Memac

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

Gold – QCHP and grow  
Silver – Hospitalia by Yara and Unisono  
Bronze – CarePro and grow  
Highly commended – Nyaho Medical Centre and Brand Communications

### Best visual identity in the industrial and basic materials sector

Gold – Kunooz Oman and OHI Leo Burnett  
Silver – Al Nooh and Unisono  
Silver – EMEC and grow

### Best visual identity in the professional services sector

Gold – Temple Productions and Ellae Creative Design Agency  
Silver – MHC and JPd

### Best visual identity in the property sector

Gold – GFH Real Estate and Unisono  
Silver – Fontana Infinity and Unisono  
Bronze – Dubai World Trade Centre and MBLM  
Highly commended – Manchester Life and All About Brands

### Best visual identity in the public services sector

Gold – National Centre for Statistics & Information and ZEENAH  
Silver – Miral Asset Management and Start Design  
Bronze – National Museum and ZEENAH

### Best visual identity in the retail sector

Gold – Aljazera and FITCH  
Silver – The Yoghurt Lab and MBLM  
Bronze – Lady Soft – MTC Hygiene and Tagbrands

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

Gold – National Cyber Security Centre (NCSC) and Landor  
Silver – Etisalat and Impact BBDO  
Silver – Intigral - Rocket TV and Bellwether  
Bronze – D2C and OHI Leo Burnett  
Highly commended – Oman Broadband and ZEENAH

### Best visual identity in the travel, leisure and tourism sector

Gold – Miral Asset Management and Start Design  
Silver – Meraas Hospitality and Latitude Agency  
Bronze – Ras Al Khaimah Tourism Development Authority  
Bronze – SaudiGulf Airlines and CBA Memac  
Highly commended – Al Reem and Unisono  
Highly commended – Manchester City Football Club and All About Brands

### Best overall visual identity

Winner – Aljazera and FITCH

### Grand Prix

Winner – Miral Asset Management and Start Design

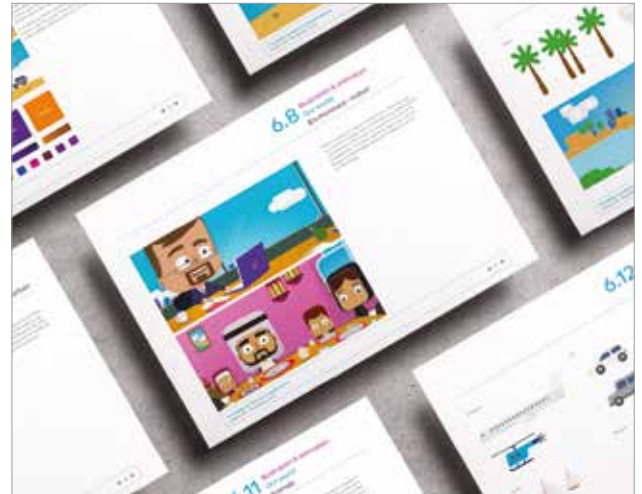
## CONTENT

### Best use of a visual property

#### Du and Bellwether and Growl Media

##### Gold

Du's visual identity was strong and recognisable throughout the UAE, telling a clear brand story. However, as the company moved towards using more illustrations and animations in its internal and external communications, brand cohesion was getting lost. Bellwether and Growl Media came on board to help Du build an illustration and animation style that would be unique, distinctive and easily reproduced by Du's creative and production partners. It was also important for the animation to be time- and cost-effective to produce, as the potential savings of animation over photography and film was a key reason in adopting the style in the first place. The resulting illustration and animation styles are vibrant, charming, and distinctive, representing the way Du brings together traditional and contemporary elements of the UAE. The animations have been rolled out across social and digital media, merchandising, commercial communications, corporate communications and internal and external engagement thus far. Our judges praised the creative thinking and "holistic execution" of this gold winner.



#### Siemens and JansenHarris

##### Silver

At Siemens' regional headquarters in Abu Dhabi, the Ingenuity for Life centre provides a platform for communicating the company's technology and solutions. The visual identity of the Siemens Ingenuity for Life center, designed by JansenHarris, incorporates photography, illustration and digital animation to bring the Siemens story to life for visitors.



#### Kochi Metro Rail Limited and Brash Brands

##### Bronze

The Kochi Metro brand by Brash Brands embodies the city's vision for the future – a future of connection and prosperity. While public transport is a functional goal, the new brand employs colour and vibrant illustration, creating public investment in the rail system ahead of its grand opening, and invoking the bright future of Kochi and its citizens.



**Highly commended** – Etisalat

**Highly commended** – National Cyber Security Centre (NCSC) and Landor

**Highly commended** – Team Z7 and Landor

**Best brand architecture solution**

**Al Nooh and Unisono**

**Gold**

Al Nooh, celebrating its 50th year of operations, has grown from a small business specialising in wood design to a firm covering broad construction capabilities, all the while remaining in the hands of the same family. However, the company's brand had become confused, as new areas were added to the business; expansions into steel, fencing, fabrication, the sale and maintenance of building tools, as well as other areas, brought new logos and names into the identity. It was crucial to create a brand architecture that could bring a singular voice to Al Nooh. The new solution, devised by Unisono, has taken opaque, confusing names and made them much easier for consumers to understand, such as transforming 'Industrial Services' to 'Tool Services.' The new visual identity retains the key 'ark' illustration, but makes it cleaner and more modern, tying all of the business areas together and showing the overall strength of the Al Nooh brand.



**Smart Dubai Government and Xische & Co**

**Silver**

Smart Dubai Government had over 60 products and services, all with independent brands. As the organisation prepared to launch its new parent identity, it worked with Xische & Co to put thousands of hours of research into the new structure, which is now dynamic, fresh and allows for innovative alignment among all sub-brands.



**Lady Soft – MTC Hygiene and Tagbrands**

**Bronze**

Lady Soft, the local leader in the Kuwaiti feminine hygiene market, faces strong competition from global brands like Kotex and Always. Its new brand architecture, by Tagbrands, means the products stand out on shelves – and allows for future regional expansion.

**Highly commended** – CBD NOW and Industry and FDP

## CONTENT

### Best use of copy style/voice

#### El Mercado and Unisono

##### Gold

El Mercado, set in Janabiya in Bahrain, is a new brand in an industry that is near-saturation in the region: shopping malls. Creating a brand with clear differentiation from its competitors was a challenge for El Mercado and Unisono, one that could only be resolved by honing the core message of the new mall. 'Your Local Everything' captures the key brand truth: El Mercado is more local to its patrons than any other outlet could be. The new visual identity underlines the local nature of El Mercado, clearly communicating the brand offer with fun, vibrant design, including a 'route marker' that underlines the mall's accessibility and nearness. Our judges praised the "very creative copy" in this project, and the brand has been rolled out through all online and offline communications.



#### General Motors Corporation and grow

##### Gold

General Motors Corporation (GMC) has been operating in the Qatari automotive market for over 50 years, and it is one of the country's most desirable, recognisable car brands. To celebrate Qatar's National Day, GMC and grow developed a campaign that would reach multiple audiences, touching upon the strong relationship between the brand and Qatar that has been built up over decades. The campaign was built on emotion and nostalgia, using the force of such strong feelings to highlight GMC's strong current presence across the region and hope for future growth. 'A Legacy for Generations' became the campaign's strapline, along with a visual that evoked 1976 and 2016 models of the same car: a bold and compelling combination of visuals and copy. Organic interest in GMC grew sharply as a result of the campaign, as did social media buzz around the company, creating a strong sense of pride and ownership among GMC clients.



#### Seven Seas Group and JPd

##### Bronze

Seven Seas Group, a global maritime services group which operates 600 ports in 18 countries, underwent a merger. The resulting work on tone of voice, carried out with JPd has unified employees and created a stable culture, helping the company to be seen as one organisation as it sails into the future.



**Best brand experience**



**AppyKids and Bellwether**

**Gold**

The Dubai-based startup AppyKids designs high quality, innovative edutainment content – including apps, videos, books, toys – for young children around the world. The global edutainment market is huge, with players like Disney and Nickelodeon exerting vast influence. But AppyKids was designed to help children learn well and enjoy learning – which meant the brand needed to be developed to show the company’s aspirations to create fun, experiential and immersive learning for children using new technology. The brand ecosystem was designed by Bellwether to connect children with AppyKids across multiple touchpoints. AppyKids bespoke platform for parents and educators is a key touchpoint. Since launch, AppyKids has had 3.1m app downloads across iOS and Android, it has been recommended in over 75 schools across the Middle East and North Africa and it has gained 325,000 active monthly users. One of our judges praised the “fun approach” of this brand, while another called out the “exceptional detail” and skill in managing the content for children.



**Level Kids and FITCH**

**Gold**

Level Kids is perhaps the first luxury department store in the world solely for children – a clear indication that Dubai is putting its own distinct stamp on retail experiences. The FITCH-designed brand experience’s aim is clear: a ‘World of Wonders’ is created for children and adults, who go on a magical journey through the elements, beginning with the uncanny underwater vibe of the first floor, through to the enchantment of the jungle and finally up to a top floor that makes visitors feel as though they are walking on the clouds – accompanied, of course, by windmills and hot-air balloons. This ethereal universe stimulates the imagination of and provokes creativity in every child and parent, and the clever use of in-store digital taps into the natural urge to play. “A great mix of physical and digital sensory elements,” said one of our judges. “A unique and immersive brand experience,” added another.



**Siemens and JansenHarris**

**Silver**

Siemens technology touches daily life in ways most people don’t recognise. The lobby at its regional headquarters, the Ingenuity for Life center in Masdar City, Abu Dhabi, was transformed by JansenHarris to highlight just that. The lobby provides a digital and physical timeline of Siemens’ history, demonstrating the company’s legacy and power that reaches back over the past 165 years.



**Etisalat**

**Bronze**

Etisalat’s presence at GITEX Technology Week 2016 took the theme of ‘Sparking Innovation’ and brought it to life. The stand demonstrated how the telecoms operator connects multiple industries, including retail, healthcare and government, confirming the brand’s position as a driver of transformation and innovation across the region.

**Highly commended** – Ports, Customs and Free Zone Corporation and MBLM

**Highly commended** – Team Z7 and Landor

# CONTENT

## Best use of packaging

### Nood and JansenHarris

#### Gold

Nood, a natural, home-grown nut butter, was launched into a rapidly growing sector of the food industry. JansenHarris' research identified that consumers are eager to find a spread that is healthy and natural; and that the packaging needed to match the strength of the product inside it, as well as addressing the concerns of consumers and encouraging a connection with the brand. The market was full of products that claimed to be 'clean' but that were actually full of unnecessary additives, eroding customer trust and leaving space for Nood. At the same time, the packaging had to have a spark of the unexpected, in order to stand out on crowded shelves. The key insight, 'It's all about nuts,' was the starting point for packaging that exemplifies the pure, raw and natural food inside, and that appeals to all age groups, creating brand resonance and loyalty for this imaginative new product.



### SIA and grow

#### Silver

SIA, a Qatari-based scent company, recently began producing perfumed sticks for the home as part of a regional and international expansion plan for the brand. The packaging had to compete against globally-known brands, so grow opted for a notably different packaging shape, visually arresting icons and warm and inviting colours.



### Blooming Foods and CBA Memac

#### Bronze

Blooming Foods, an innovative new confectionery brand, developed packaging that stands out among the crowded marketplace of sweet snacks. The new packaging is energetic, modern and playful, appealing to adults and children alike, and is certain to stand out on any shelf, against global players and local brands.



**Highly commended** – Ajmal Perfumes and JPd

**Highly commended** – Lady Soft – MTC Hygiene and Tagbrands



## Best wayfinding or signage

### Abu Dhabi National Oil Company and MBLM

#### Gold

Abu Dhabi National Oil Company (ADNOC) is one of the world's largest energy producers, as well as a particularly strong brand for the UAE globally. ADNOC's new corporate headquarters needed a comprehensive wayfinding system that would span the building's 70 storeys, both inside and out. Designing this system meant extensive user research, profiling visitors, employees, executives, VIPs and vehicles. It also meant blending the firm's new corporate brand with its vision for the new HQ. The wayfinding solution eventually implemented incorporates particularly clear, legible English and Arabic fonts, and custom pictograms that convey the building's cohesion. Interior and exterior signage bring together the many different touchpoints of ADNOC, creating a sense of unification and wholeness. "The strategy was spot on," said one of our judges, adding that it would "take the company to the next level."



## Best use of audio branding

### AppyKids and Bellwether

#### Silver

The Dubai-based edutainment company AppyKids reaches thousands of children around the world with its apps, videos, toys, books and more. Its signature audio library, developed by Bellwether, represents the AppyKids brand identity through original songs to enhancing learning tools – and each song is in English and Arabic, to appeal to the diverse AppyKids audience.



# CONTENT

## Best use of typography

### Miral Asset Management and Start Design

#### Gold

The aim was to turn Yas Island, run by Miral Asset Management in Abu Dhabi, into a leading leisure and entertainment destination as part of long-term plans for economic growth in the region. In order to transform perceptions of Yas Island, an engaging and compelling rebrand was called for – one with typography at its heart. Building footfall, revenue, and advocacy for Yas Island were the core goals of the new brand, which settled on positioning that focused on ‘quality of time’ and a feeling of ‘elation.’ The new logotype captures this position with vibrant colours and a sense of fluidity and movement, even in the brush script once captured on page or screen. The logo also reads Yas in English, left-to-right, and Yas in Arabic, right-to-left, symbolising the way the island brings people and cultures together, and the UAE’s warm, welcoming spirit. “Delightful,” “creative,” “modern,” and “impressive” were just a few of the high words of praise that our judge had for Yas Island.



### National Museum and ZEENAH

#### Silver

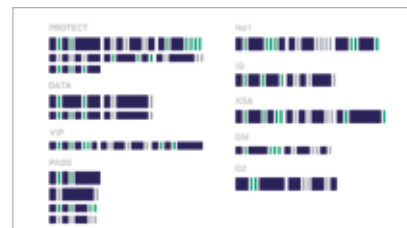
The National Museum of Oman, commissioned by royal decree, celebrates the country’s cultural heritage. In Oman, evidence of civilization has been found dating back to the Bronze Age. ZEENAH found a unique decorative element in ancient Omani manuscripts of the Qur’an and deployed it as the typographic centrepiece of the museum’s new brand.



### National Cyber Security Centre (NCSC) and Landor

#### Bronze

Creating a brand for a cyber security centre requires some creative thinking. The NCSC brand identity, by Landor, is discreet and adept, inspired by binary language, clearly aligning the centre with its digital domain and representing its smart, innovative presence. This thoughtful approach to typography stands out for its elegance and alignment with purpose.



## Best place or nation brand

### Miral Asset Management and Start Design

#### Gold

As visitors to the region know well, the warm, welcoming spirit of Emirat is distinctly unforgettable. Communicating that spirit through the Yas Island brand, to celebrate the place and its commitment to leisure and entertainment, was at the heart of the new identity. A focus on local culture became a key part of the new Start-designed brand, which focuses on 'quality of time' and a feeling of 'elation' as the core messaging values. The colour palette of brand contains warm colours – capturing the island's fast, adrenaline-fuelled side – and cooler shades – evoking the sense of serenity and rejuvenation that visitors feel. The word 'dream' is used across external communications, presenting the island as a place to live out your dreams and create lifelong memories. And, symbolising the way the island brings people and cultures together, the logo can be read in English, left-to-right, and in Arabic, right-to-left, both resulting in 'Yas.'



### Ras Al Khaimah Tourism Development Authority

#### Silver

The new brand proposition for Ras Al Khaimah, developed in response to growing tourism, tells the country's story in a new fashion. The brand's strategy conveys that the Emirate combines beaches, mountains, deserts and luxury, with provision for relaxation, indulgence, exploration and discovery – all in one refreshing and renewing region.



### Hejaz District and Turquoise Branding

#### Bronze

The Hejaz District, in King Abdullah Economic City, will become the gateway to the city with transport links for millions of commuters. The Hejaz District brand, developed by Turquoise Branding, emphasises connectivity, as well as the culture, inclusivity and creativity of the area. It is already helping to inspire tenants, investors and business opportunities.



## PROCESS

### Best internal communications during a brand development project

#### Miral Asset Management and Start Design

##### Gold

The aim was to turn Yas Island, run by Miral Asset Management in Abu Dhabi, into a leading leisure and entertainment destination as part of long-term plans for economic growth in the region. In order to transform perceptions of Yas Island, an engaging and compelling rebrand was called for – and internal communication was a vital part of the project. Start Design launched the Project: OneYas initiative to make sure everyone at Miral got to have their say on the brand development. As well as receiving regular updates and encouraging involvement through social media and a weekly coffee club, stakeholders could share their thoughts and ideas about the project. Start also used Instagram for internal communication, sharing sneak peeks of the project as it developed and inviting staff to make their own contributions. A dedicated section in the Miral newsletter made sure that there were no gaps in the internal communication of this brand development.



#### Abu Dhabi National Oil Company and MBLM

##### Silver

Abu Dhabi National Oil Company (ADNOC) is one of the world's largest energy producers, as well as a particularly strong brand for the UAE globally. Communicating its rebrand to employees and subsidiaries led to the development of a suite of internal launch materials, as well as a custom brand management platform, designed by MBLM.



#### Majid Al Futtaim, CBU and Latitude Agency

##### Bronze

The retail business Majid Al Futtaim employs over 34,000 people across 15 markets, which makes internal communication a vast and important job. The company worked with Latitude Agency to devise a new key external value – 'Great moments for everyone, everyday' – which was brought brilliantly to life by the internal messaging, 'Developing great places, for great moments.'



## Best implementation of a brand development project



### Intigral – Rocket TV and Bellwether

#### Gold

Rocket TV captures the appeal of live TV channels, on-demand streaming and multi-screen options in one seamless interface. Launching the brand in Saudi Arabia meant penetrating into a market where the average time spent watching television each day is over five hours, and where the majority of consumers have a 'traditional TV' set up. The company behind Rocket TV, Intigral, saw an opportunity to create a product that would enhance people's viewing experience and bring together the best of live TV and on-demand entertainment. The brand identity by Bellwether focuses on that combination, emphasising freedom and personalisation, with a logo that communicates a fast, fluid and intuitive user experience. Implementing the identity meant focusing on the unboxing experience – a user's first key touchpoint with the brand – and then designing the packaging and brand look and feel out from there. Our judges said this project was "smart," "fresh," and that it took on a "challenging and complex product" with "clear and crisp strategy."



### Tecom Group and Brash Brands

#### Silver

Tecom Investments has been a significant contributor to Dubai's economic growth for the past 12 years. Its new brand, by Brash Brands, was implemented across the media, education, science and ICT arms of the business, streamlining the corporate structure and aligning the group with the Dubai Plan 2021.



### KIPIC and Bellwether

#### Bronze

KIPIC, a new subsidiary of Kuwait Petroleum Company, has received significant investment to build an integrated energy complex over the next 10 years. The KIPIC brand, which will be its main tangible asset in that time, puts 'integration' and 'growth' at its heart, and was launched with strong internal engagement and the assistance of Bellwether.

**Highly commended** – Dubai International Financial Centre (DIFC) and Brash Brands

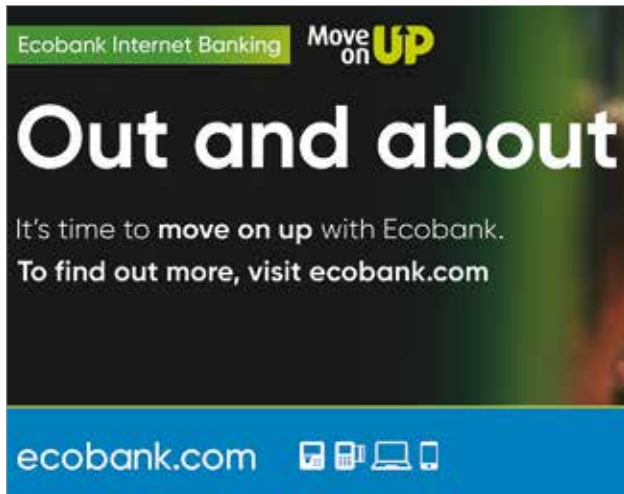
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## Best implementation of a brand development project across multiple markets



### Ecobank Move on Up and Brand Communications

#### Gold

Creating a brand for Ecobank in Africa was a case of identifying important forces at work across the region. Information access, sustained economic growth, increased disposable income and rapid urbanisation are creating more ambitious and discerning consumers across the continent. Ecobank wanted to be positioned as the market leader in consumer banking, as well as to create excitement and visibility for the brand. To do this, the bank worked with Brand Communications to choose models and locations for the brand film and photography that would be inclusive and not only appeal to the biggest markets but also keep a specific focus on the aspirational middle class at the front of the brand. Implementing the brand meant portraying its impact on the everyday – like using an ATM – to the bigger moments in life, like a wedding or a major purchase. The campaign received exposure in 33 countries across Africa, achieving remarkable market penetration for such a diverse region.



### Miral Asset Management and Start Design

#### Gold

The rebrand of Yas Island was implemented across multiple markets, including Saudi Arabia, Kuwait, the UAE, Qatar, Bahrain, Oman, India and China. As visitors to the region know well, the warm, welcoming spirit of Emiratis is distinctly unforgettable. Communicating that spirit through the Yas Island brand, to celebrate the place and its commitment to leisure and entertainment, was at the heart of the new identity. A focus on local culture became a key part of the new brand, which highlights 'quality of time' and a feeling of 'elation' as the core values. Start created personas for visitors from different markets, such as an Emirati family or an Indian business traveller, and worked to profile their expectations, preferences and potential behaviours. The core brand, however, stayed consistent, allowing for clear messaging to tie the multiple markets together.



### Ras Al Khaimah Tourism Development Authority

#### Silver

A new tourist brand for the emirate Ras Al Khaimah, developed in response to growing investment and potential, had to be implemented across multiple markets, including the UAE, Germany, UK, Russia and India. Strategic partnerships with airlines and marketing tailored to those locations helped showcase the region's heritage and unique appeal.



### Ecobank Mobile and Brand Communications

#### Bronze

The Ecobank Mobile App, by Brand Communications, captures the widespread adoption of smartphones with a new customer behaviour: moving away from cash. It was first launched in Lagos, with messaging in English and French. Then it was deployed to Accra, Abidjan and Lomé, before spreading out across the rest of Ecobank's pan-African network.

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## Best localisation of an international brand



### Attibassi Coffee and JPd

#### Gold

In 2018, the Attibassi brand will celebrate its centenary. Launched in Bologna, Attibassi is one of the largest coffee roasters in Italy and supplies private label coffee to some of the world's most well-known brands, including Nestlé and Caffé Nero. Moving into the Middle East meant streamlining its visual communications, and developing the various diverse versions of the brand to have one uniform identity for the future. The team worked with JPd to develop an Arabic version of the logotype that corresponded to the well-established Latin font of the brand. Attibassi and JPd also expanded the brand's look and feel – supported by full branding guideline documents – to align all products and branches. The new brand is distinctly Attibassi, with its recognisable colour palette of black, gold, red and white, and with the crest that evokes the company's heritage, but it's now also modern, clean and fittingly local.



### Mandarin Oriental Hotel Group and grow

#### Silver

Mandarin Oriental Hotel Group's fan symbol is one of the most recognisable brand marks in the world, so updating it for the new Mandarin Oriental, Doha, meant retaining that legacy while making it recognisably Qatari. The 'Doha fan,' designed by grow, is enriched with local relevancy and vibrant visuals, while still representing the group's core hospitality values.

# STRATEGY

## Best creative strategy

### KIPIC and Bellwether

#### Gold

Kuwait Integrated Petroleum Industries Company (KIPIC), a new subsidiary of the Kuwait Petroleum Company, has received significant investment – \$30bn – to build an integrated energy complex over the next 10 years. The complex will combine two facilities: a refinery and a plant processing petrochemicals for industrial use. However, the size and scale of the development means that while the complex is being built, KIPIC’s brand will be its main tangible asset, needed to tell the KIPIC story and be a rallying point for employees, investors, partners and Kuwait. In creating the identity, Bellwether knew that its strategy had to be simple and human, so that all stakeholders, from the CEO to the workforce, could grasp its purpose. The agency created an organisational philosophy – internally defined as ‘Make More Possible’ – that led to the promise to ‘Energise Kuwait,’ a clever summation of what KIPIC hopes to achieve.



### Miral Asset Management and Start Design

#### Silver

Yas Island, Abu Dhabi, needed a brand that would communicate the warm, welcoming spirit of Emiratis. At the heart of the Start-designed brand strategy was a focus on local culture, and the core message values of ‘quality of time’ and ‘elation’, leading to an identity that has been successful across multiple markets and languages.



### National Cyber Security Centre (NCSC) and Landor

#### Silver

The strategy that went into creating the NCSC brand required some unusual creativity by Landor. By placing binary language at the heart of this cyber security centre’s identity, the NCSC is clearly aligned with the digital domain and demonstrates its smart, innovative presence – while also reassuring stakeholders that the centre puts security at the heart of its thinking.



### CBD NOW and Industry and FDP

#### Bronze

CBD NOW was launched by the Commercial Bank of Dubai as a digital challenger bank in a traditional marketplace. The strategy behind the new brand centralised empowerment, emphasising the ability to make financial decisions instantly, summed up perfectly in the strapline ‘Love the Moment.’



### Team Z7 and Landor

#### Bronze

The Zabeel Stables in Dubai, originally the equestrian home of the Maktoum Royal Family, rebranded its professional competitive arm as Team Z7. Landor based the identity and visual language on a close study of the motion of horses, showing Team Z7’s close relationship with its animals and how in-tune team and the horses are.



**Highly commended** – 9/10ths and Landor

**Highly commended** – Hejaz District and Turquoise Branding

**Best brand evolution**

**Aljazera and FITCH**

**Gold**

Aljazera, a well-respected chain of supermarkets based in Riyadh, has served customers for over 30 years. But as new, premium brands began to enter the market, bringing international food cultures with them, Aljazera's brand needed to evolve and continue to attract new customers. The new brand, designed by FITCH, needed to reflect the business' renewed emphasis on fresh food, and ensure it attracted a middle-class Saudi audience. The key message became 'Unlock Fresh Flavours,' representing the diversity and boldness of Saudi food culture to local communities and introducing new elements. In line with this, the new graphic language of Aljazera emphasises everyday produce. The logo and brand name, in both Arabic and Latin font type, illustrate the focus on freshness. The primary colours of the old brand were retained, but updated and given an air of light, fresh appeal to the senses. "Simple, sharp and sweet," said one judge.



**Majid Al Futtain Finance – Najm and Bellwether**

**Silver**

Majid Al Futtain Finance, previously most well known in Dubai for its credit card Najm, wanted to expand and diversify its financial products for consumers. Evolving this brand meant Bellwether worked to position the new company, named for the credit card, as a lifestyle finance brand, taking advantage of Najm's brand awareness and striving to be as un-bank-like as possible.



**Team Z7 and Landor**

**Silver**

Team Z7 is the professional competitive arm of the Zabeel Stables in Dubai, originally the equestrian home of the Maktoum Royal Family. The new brand, by Landor, reinforces Team Z7's reputation within the competitive global equestrian industry, from polo to show jumping to riding, and demonstrates Team Z7's close relationship with its horses.



**Etisalat and Impact BBDO**

**Bronze**

Etisalat, the market leader in the UAE telecommunication sector, had a brand identity that dated back to 2006. The company's expanding product line and complex offering led to the evolution of a new identity by Impact BBDO – more of a facelift than a rebrand – which is modern, appealing, but still reminiscent of the strong legacy of the previous brand.



**Highly commended** – Bait Al Zubair Museum and ZEENAH

**Highly commended** – Genesis Energy and Brand Communications

**Highly commended** – RETAL and grow

## STRATEGY

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

#### AppyKids and Bellwether

##### Gold

The Dubai-based startup AppyKids designs high quality, innovative edutainment content for young children around the world, including apps, videos, books, toys and more. The global edutainment market is huge, with players like Disney and Nickelodeon exerting vast influence. But AppyKids was designed to help children learn well and enjoy learning. This meant the Bellwether-designed brand needed to be developed to show the company's aspirations to create fun, experiential and immersive learning for children using new technology. The brand ecosystem is designed so that children are connected with AppyKids across multiple touchpoints, and includes a specific platform, AppyKids Connect, for parents and educators. Since launch, AppyKids has had 3.1m app downloads across iOS and Android, been recommended in over 75 schools across the Middle East and North Africa, and gained 325,000 monthly active users. One of our judges praised the "fun approach" of this brand, while another called out the "exceptional detail" and skill in managing the content for children.



#### Community Jameel and Turquoise Branding

##### Silver

Community Jameel creates and delivers initiatives, across the Middle East, that tackle social issues. Transcending its origins as a CSR resource, the development of the new brand, by Turquoise Branding, meant arriving at the proposition 'Helping Communities to Transform Themselves,' which helped define Community Jameel's vision, mission, and identity.



#### KIPIC and Bellwether

##### Silver

The new subsidiary of Kuwait Petroleum Company, KIPIC, has received significant investment to build an integrated energy complex over the next 10 years. The KIPIC brand, by Bellwether, promises to 'Energise Kuwait,' a clever play on the company's purpose, and rallies employees, investors, partners and the nation behind the company.



#### Miral Asset Management and Start Design

##### Silver

Yas Island, Abu Dhabi, is run by Miral Asset Management as a resort that promises superlative leisure and entertainment. At the heart of its new brand, by Start Design, is a focus on local culture, and the core message values of 'quality of time' and 'relation,' in order to communicate the warm, welcoming spirit of Emiratis.



#### National Cyber Security Centre (NCSC) and Landor

##### Bronze

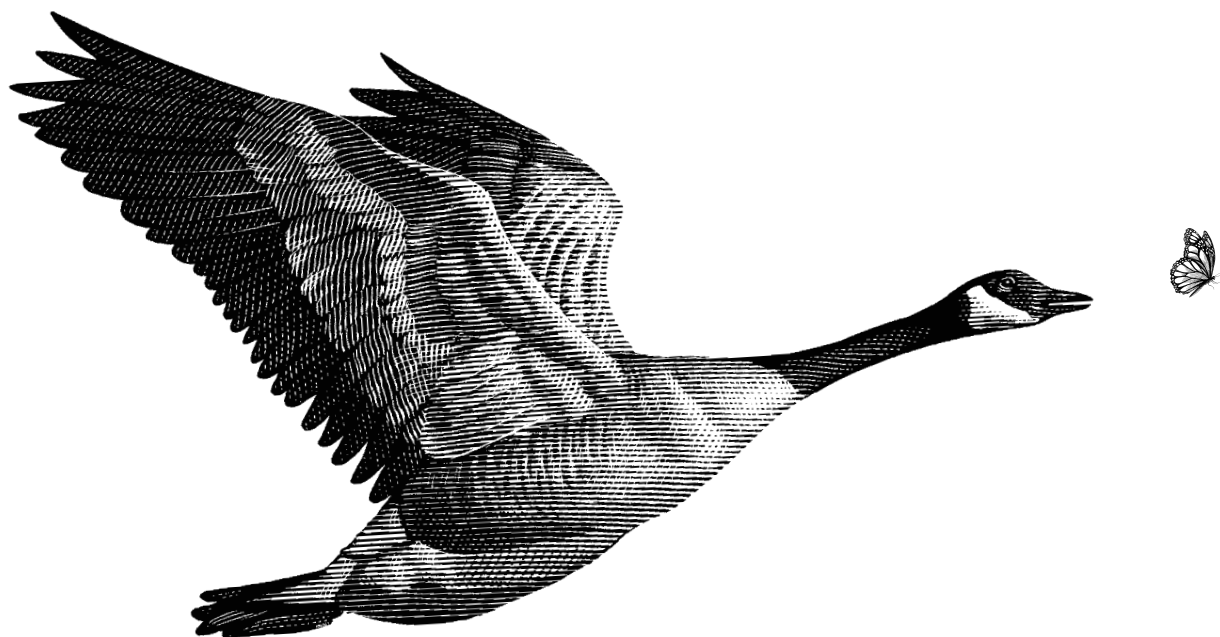
The National Cyber Security Centre has an unusual mission: protecting the cyber security of Saudi Arabia. For Landor, creating its new brand required some unusual thinking. Binary language is now central to its visual identity, aligning the centre with its digital expertise and demonstrating its smart, innovating thinking.



**Highly commended** – 360 and FITCH

**Highly commended** – Rove Hotels and Joie Brands

**Highly commended** – SaudiGulf Airlines and CBA Memac



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## STRATEGY

### Best development of a new brand within an existing brand portfolio

#### MiSK International Schools and Siegel+Gale

##### Gold

MiSK Schools, a non-profit organisation established by Prince Mohammed bin Salman, was founded to provide a world-class hub of education in Saudi Arabia, in response to the significant skills gap and growing consumer demand for better schools. MiSK Schools was part of the overall MiSK Foundation brand, but needed its own clear identity while also acknowledging that its perception will shape the way consumers view the foundation. MiSK Schools' identity, by Siegel+Gale, threads the needle between international and local culture. It attracts parents who are serious about education and open to progressive concepts, but it strives to avoid alienating audiences who hold more traditional attitudes. The brand also establishes a visual dialogue between MiSK Schools and the MiSK Foundation, so that the brands are clearly interconnected without any confusing repetition. "I absolutely love this," wrote one of our judges, while the others praised the effective strategy, clear results and great execution.



#### Intigral – Rocket TV and Bellwether

##### Silver

Rocket TV captures the appeal of live TV channels, on-demand streaming, and multi-screen options in one seamless interface. It was created by Intigral, STC's innovation frontier company, which allowed for leveraging STC's strong brand and channel presence. Crucially, Bellwether's positioning of Rocket TV as an ingredient brand meant that it could also be sold through non-STC partners, competitors and peers.



#### CBD NOW and Industry and FDP

##### Bronze

The Commercial Bank of Dubai, a prime player in the UAE banking market, launched CBD NOW as a digital challenger, as part of its ongoing investment in banking technology to reach younger customers. The CBD NOW brand, by Industry, enlists the power of the CBD name but engages digital natives with its 'Love the Moment' strapline.



#### Highly commended – Aldar and Brash Brands

## Best naming strategy

### Blooming Foods and CBA Memac

#### Gold

The confectionery market is often dominated by global players and well-recognised brands with immense name recognition. In order to cut through the multinational noise, Blooming Foods' new confectionery brand needed a name and identity that would make it stand out and appeal to consumers – especially with ever-higher expectations for taste, quality and experience. Blooming Foods worked with CBA Memac to create the name 'Nom Noms' for the range of sweets, capturing the idea of anticipation and response to a delicious food experience. The name appeals to adults and children alike, and works across many cultures and languages, as well as being modern and playful. Combined with innovative packaging design, Nom Noms is certain to stand out on any retail shelf, against global players and local brands alike. Our judges praised the "fun," "appealing," and "clutter-free" elements of the new identity.



### D2C and OHI Leo Burnett

#### Silver

D2C, the new name for Duqm Data Centre, supplies data services in Duqm, but is located in Muscat, 300km away. The new name, by OHI Leo Burnett, overcomes this dissonance, and evokes the data centre's purpose, which is bringing 'data to consumers' or even going 'direct to consumers.'

## TYPE

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

#### Majid Al Futtain Finance – Najm and Bellwether

##### Gold

Majid Al Futtain Finance (MAF), previously best-known for its credit card Najm, wanted to expand and diversify its financial products for consumers. Beyond credit cards, MAF Finance planned to offer pre-paid cards, personal loans, car loans, insurance and remittance services. It was decided to name the new company after the credit card, to take advantage of brand awareness, expanding also the positioning into the area of lifestyle finance. To make Najm as un-bank-like as possible, Bellwether created a brand philosophy that would deliver a different experience than most banks: 'Effortless and Enriching.' This meant emphasising quick turn around times, the ability to deliver lifestyle benefits, and a digital-led customer experience that users could manage themselves, but still easily receive help. The brand was visually differentiated from the credit card by a new icon and wordmark, with a contemporary look and fresh, clean colours.



#### Miral Asset Management and Start Design

##### Silver

Turning Yas Island, run by Miral Asset Management in Abu Dhabi, into a leading leisure and entertainment destination meant changing perceptions of the location. Start worked on the brand development to focus on 'quality of time' and a feeling of 'elation' in order to reflect the new positioning as a top-tier destination choice.



#### National Centre for Statistics & Information and ZEENAH

##### Bronze

The Oman National Centre for Statistics & Information was developed to collate and publish a wide array of statistics from the Omani government. ZEENAH's update of the NCSI's values and positioning to a more contemporary perspective meant applying a similar refresh to its brand, moving away from traditional symbols and emphasising collaboration, transparency and digital innovation.





## Best brand consolidation

### Kunooz Oman and OHI Leo Burnett

#### Gold

Kunooz Oman brought together five subsidiaries and two associates within the mining, quarrying, transportation and construction materials sectors. Each company had its own identity, with little common ground to be found. The Kunooz Oman Holding brand, devised by OHI Leo Burnett, brings the diverse businesses together, with various elements – such as the five shades of green in the brand, and the five pointed stars – that evoke the subsidiaries that form the group. The brand promise, “Taking Oman’s mineral wealth forward,” encapsulates the company’s intent, allowing Kunooz Oman to consolidate, reinforce and inspire external and internal stakeholders. Our judges liked the “well integrated” nature of this brand consolidation, and one wrote that it is an “easily recognisable and memorable identity, bringing life to a stolid, dull industry.”



## TYPE

### Best rebrand of a digital property

#### AppyKids and Bellwether

##### Gold

AppyKids, a Dubai-based startup designing edutainment content for young children, needed a brand that demonstrated its values of innovation, learning and high quality entertainment. The brand is digital-first – recognising that children take to new technology much quicker than most adults – and it is expanding across all touchpoints from apps to videos, books, toys and more. However, because of the vast AppyKids product catalogue, it was hard for children and their parents and educators to discover all that AppyKids had to offer. AppyKids.com became the central repository for all things related to AppyKids, showing parents how the company approaches a holistic learning solution and evoking the brand promise to create ‘Smart fun for everyone.’ The brand, developed by Bellwether, is now accessible, inclusive, representative and most importantly, fun. One of our judges praised the “exceptional detail” shown in this rebrand, and another said it was “superbly executed – I love it!”



#### Alserkal Avenue and Bellwether

##### Silver

Alserkal Avenue, the UAE’s foremost arts hub, supports the growing contemporary art scene in the region. In 2015 the company’s physical presence expanded, so it was time to build this into the digital brand. Bellwether created a site in which all content could be discovered in a single location and visitors could be directed to offline as well as online gatherings.



#### CBD NOW and Industry and FDP

##### Silver

The Commercial Bank of Dubai, a prime player in the UAE banking market, launched CBD NOW as a digital challenger bank. CBD NOW’s digital presence, built for the 21st century by Industry, encapsulates the spirit of financial empowerment and the ability to make decisions on-the-move; and in a break from tradition, the experience focuses on the customer, not the bank.



#### Sharaka Holdings and grow

##### Bronze

Sharaka Holdings, a major Qatari conglomerate, operates 29 businesses in eight sectors. The company’s website was rebranded with the help of grow in order to attract a diverse audience, and to communicate Sharaka’s business message more clearly, leading to a 38% increase in unique user visits since the relaunch.



**Highly commended** – Ajman Tourism Development Department and MBLM



**Stand out  
from the crowd**

**We build brand advantage**

**industry**



**grow**  
Brand Experience.

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## SECTOR

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

#### Surge and JPd

##### Gold

Surge, a non-profit organisation based in the UAE and the USA, aims to bring life-sustaining water and sanitation solutions to communities across developing nations. Surge reached out to JPd when the company announced its pro-bono scheme offering branding and design support for charity organisations. JPd proposed a rebranding programme for the non-profit that would create a strong brand story and tone of voice, while giving a facelift to the identity and overall brand universe of Surge. The non-profit needed a primary, simple message that would communicate what its organisation does, which includes bringing safe drinking water to people in developing countries, and working on a broader scale to bring long-lasting economic change. The new brand positioning for Surge is based on the idea of a 'ripple effect,' conveying the fact that even a tiny drop of generosity can create multiple, enduring effects.



#### Community Jameel and Turquoise Branding

##### Silver

Community Jameel was originally a CSR initiative, but has now branched out to have its own brand identity, capturing the work it does to tackle social issues across the Middle East. The central proposition, developed by Turquoise Branding, 'Helping communities to transform themselves,' defines Community Jameel's vision, mission and identity.



#### Girls & Football SA and Build Brand Experience, Gareth Dickey and Jade Isaks

##### Bronze

Girls & Football SA is a non-profit organisation that puts women's football on the map in South Africa. The brand successfully challenged traditional perceptions of women's sport, with a bold and informative stance. The mobile app developed by Build Brand Experience, Gareth Dickey and Jade Isaks, delivers free daily healthcare information to over 65,000 girls.



#### Highly commended – Bahrain Life and Unisono

## Best visual identity in the education sector



### MiSK International Schools and Siegel+Gale

#### Gold

In response to the significant skills gap and growing consumer demand for better schools in Saudi Arabia, HRH Prince Mohammed bin Salman set up the MiSK Foundation – and its first offshoot, MiSK Schools. This non-profit organisation aims to provide a world-class hub of education, and its identity needed to balance international and local culture, as well as different educational models. Parents in Saudi Arabia are serious about their children's education and open to progressive models, but there's also a strong thread of traditionalism and respect for previous educational standards. The brand for MiSK Schools, by Siegel+Gale, combines the two, while respecting the opportunity for the organisation to define the next generation of national leaders and the economic value of such change. The brand focuses on being a driver of change in the region, with contemporary graphic design evoking the artistic heritage of Saudi Arabia, and photography that captures the diverse, bold, collaborative community that defines MiSK Schools.



### AppyKids and Bellwether

#### Silver

AppyKids, which designs edutainment content for children across apps, videos, books, toys and more, focuses on holistic learning for its users. The Bellwether-crafted brand promise, to create 'Smart fun for everyone,' creates distinction within the education sector and helps appeal to children, parents and educators alike.

## SECTOR

### Best visual identity in the energy and extractives sector

#### KIPIC and Bellwether

##### Gold

Kuwait Integrated Petroleum Industries Company (KIPIC), a new subsidiary of Kuwait Petroleum Company, has received significant investment – \$30bn – to build an integrated energy complex over the next 10 years. The complex will combine two facilities: a refinery and a plant processing petrochemicals for industrial use. However, the size and scale of the development means that while the complex is being built, KIPIC's brand will be its main tangible asset, needed to tell the KIPIC story and be a rallying point for employees, investors, partners and Kuwaitis. In creating the identity, Bellwether knew that its strategy had to be simple and human, so that all stakeholders, from the CEO to the workforce, could grasp its purpose. They created an organisational philosophy – internally defined as 'Make More Possible' – that led to the promise to 'Energise Kuwait,' a clever summation of what KIPIC hopes to achieve.



#### Weatherford Group and CBA Memac

##### Silver

The rebranding of Weatherford Group's onshore drilling division led the company to arrive at the brand promise of 'A partner that delivers.' The promise is underlined by simple and impactful design by CBA Memac, with a witty nod to the drilling process in the tapered-down typography.



#### Abu Dhabi National Oil Company and MBLM

##### Bronze

Abu Dhabi National Oil Company (ADNOC) is one of the world's largest energy producers, as well as a particularly strong brand for the UAE globally. Its rebrand, by MBLM, has refined the wordmark into a clean, strong visualisation, with robust applicability for the identity across Arabic and Latin font.



**Highly commended** – maharat (Oman Gas Company) and OHI Leo Burnett

**Highly commended** – MPHC and grow

## Best visual identity in the engineering and manufacturing sector



### 360 and FITCH

#### Silver

In Egypt, car problems are a frequent fact of life. 360, a new brand from the Ghabbour Group, is a car-servicing experience that takes a product-led approach and turns it into a lifestyle choice. The FITCH-designed identity is fresh and modern, targeting a new generation of customers and relieving the burden of car ownership.

## Best visual identity in the financial services sector

### Majid Al Futtaim Finance – Najm and Bellwether

#### Gold

Majid Al Futtaim Finance (MAF), previously best-known for its credit card Najm, wanted to expand and diversify its financial products for consumers. Beyond credit cards, MAF Finance planned to offer pre-paid cards, personal loans, car loans, insurance and remittance services. Working with Bellwether, MAF decided to name the new company after the credit card, to take advantage of brand awareness, but to expand the positioning into the area of lifestyle finance. To make Najm as un-bank-like as possible, Bellwether created a brand philosophy that would deliver a different experience than most banks. This meant emphasising quick turn around times, the ability to deliver lifestyle benefits and a digital-led customer experience so that users could manage their finances online, but still easily receive help. The brand was visually differentiated from the credit card by a new icon and wordmark, with a contemporary look and fresh, clean colours.



### CBD NOW and Industry and FDP

#### Silver

CBD NOW was launched by the Commercial Bank of Dubai as a digital challenger bank in a traditional marketplace. Industry's strategy for the new brand centralised empowerment, emphasising the ability to make financial decisions instantly, summed up perfectly in the strapline 'Love the moment.'



### Adcorp and Unisono

#### Bronze

Adcorp's owner, GFH, suffered serious reputational damage during the financial crisis. Rebranding was key to show that the firm had taken the issues seriously and changed leadership. Adcorp, the new venture, is a brand that captures the company's location and investor base in Abu Dhabi, while the Unisono-designed logo retains some of the GFH visual legacy.



**Highly commended** – Meethaq Islamic Banking (Bank Muscat) and OHI Leo Burnett



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## Best visual identity in the food and beverage sector

### Blooming Foods and CBA Memac

#### Gold

In order to achieve cut-through in the confectionery marketplace, Blooming Foods' new confectionery brand needed a name and identity that would make it stand out and appeal to consumers. Ever-higher expectations for taste, quality and experience mean regional confectionery is dominated by global players, offering well-recognised brands with immense name recognition. Working with CBA Memac, the name 'Nom Noms' was created for the range of sweets, capturing the idea of anticipation and response to a delicious food experience. The identity appeals to adults and children alike, and works across many cultures and languages, as well as being modern and playful. Combined with innovative packaging design, Nom Noms is certain to stand out on any retail shelf, against global players and local brands alike. Our judges praised the "fun," "appealing," and "clutter-free," elements of the new identity.



### Jubail Tourism Company and Unisono

#### Bronze

A new Chinese restaurant brand from Jubail Tourism Company needed a brand that would be easy to understand, but still spark interest and convey high quality. The brand's visual elements communicate authenticity and heritage, while still appealing to the desirable target market in Saudi Arabia.

**Highly commended** – Goody and CBA Memac

## SECTOR

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

#### QCHP and grow

##### Gold

The Qatar Council for Healthcare Practitioners (QCHP) was established to be the sole authority for regulating all healthcare practitioners in the governmental and private sectors in Qatar. The agency needed to develop a communication strategy that would broadcast consistent messaging across all channels, as well as highlighting the country's status as a regional leader in the healthcare industry. The grow-designed brand identity for QCHP takes the tick as its central symbol, playing on its universal associations with approval and correctness. It embodies the central proposition of the council, which is that QCHP stands for patient safety. The tone of voice and language used across the brand emphasises integrity, and the message is always presented confidently, straightforwardly and in a trustworthy voice. The visuals are vibrant, bright and imaginative, reflecting health, trust, responsibility and security, and the images are emotional and innovative, using a range of focus points and depth of field.



#### Hospitalia by Yara and Unisono

##### Silver

The cosmetic and beautification industry in Bahrain is a popular, crowded market. A new area is that of mild augmentation and enhancements, such as Botox. The new Yara brand, Hospitalia, has a premium clinical and high fashion look, designed by Unisono to create a feeling of trust and authority.



#### CarePro and grow

##### Bronze

CarePro, the professional nursing service agency based in Doha, provides nursing and care staff of the highest quality to its customers. Its new brand, by grow, stands out from traditional, old-school healthcare brands, expressing through language and visuals that Carepro has a progressive outlook and brings positive energy to the sector.



**Highly commended** – Nyaho Medical Centre and Brand Communications

**Best visual identity in the industrial and basic materials sector**



**Kunooz Oman and OHI Leo Burnett**

**Gold**

Kunooz Oman, a newly formed company in the mining, quarrying, transportation and construction materials sector, was the result of the merger of five subsidiaries and two associates. Each company had its own identity and area of specialisation, with little common ground. The Kunooz Oman Holding brand, by OHI Leo Burnett, brings the diverse businesses together, with various elements – such as the five shades of green in the brand and the five pointed stars – that evoke the subsidiaries that form the group, all held together by a circular border, showing unity and purpose. The brand promise, ‘Taking Oman’s mineral wealth forward,’ encapsulates the company’s intent, allowing Kunooz Oman to consolidate, reinforce and inspire external and internal stakeholders. Our judges liked the “well integrated” nature of this brand consolidation, and one wrote that it is an “easily recognisable and memorable identity, bringing life to a stolid, dull industry.”



**Al Nooh and Unisono**

**Silver**

Al Nooh, 50 years old this year, has grown into a firm covering broad construction capabilities from its beginnings as a family business. To clarify and cut-through, the family’s brand was crucial, and the new identity by Unisono has retained key legacy ingredients while also clarifying the business for consumers.



**EMEC and grow**

**Silver**

EMEC’s new visual identity, by grow, addresses the crowded nature of the electro-mechanical manufacturing industry, and still communicates the company’s ambition for growth and leadership. EMEC aims to inspire the next generation of engineers. Its new brand is built on that inspiration as the company created fascinating technologies for everyday life.

## SECTOR

### Best visual identity in the professional services sector

#### Temple Productions and Ellae Creative Design Agency

##### Gold

Temple Productions, the Lagos-based commercial and film production company, has been operating for 20 years. The company needed a new brand that would convey its multitude of TV and film production services, from scriptwriting to producing documentaries, adverts, advocacy films and features. Ellae Creative Design Agency began work on the brand by undertaking insight analysis and research, including immersive work with the Temple Productions team. The new positioning, 'Pushing boundaries,' summarises the company's competitive nature in a busy industry, and a new, distinctive, fluid typeface was chosen for the logo. A new graphic identity was extended to include primary and secondary visual languages, colour palettes, typography and layout. This has now been rolled out across office collateral, signage, livery, promotional elements and the website. "The result is a bright and fresh visual identity," said one of our judges "It's absolutely amazing."



#### MHC and JPd

##### Silver

MHC is a consulting business that has been operating in the UAE and GCC since 2012. As the firm expanded, it needed a brand that would convey its experience and history. The new identity, by JPd, renamed the firm to MHC from Mike Hoff Consulting, and adopted a new logo and brand colours, inspired by the idea of business success and the firm's experiential, systematic approach to helping its clients.



## Best visual identity in the property sector



### GFH Real Estate and Unisono

#### Gold

California Village, owned by GFH, is a new development in Dubai. The brand operates in a crowded real estate sector, since the country's property market has rebounded vigorously since the 2009 crash. The brand for California Village needed to be differentiated from its competitors; the strategy was to move away from empty promises of luxury, but to use the product's essence – modern, minimalist property with European architectural aesthetics, finished to the highest standards – to inspire its brand. California Village's messaging, developed by Unisono, focused on its target market of young families and couples, usually first-time buyers or people new to Dubai, who would be attracted to the sophisticated aesthetics of the product. The values of the development were settled upon as 'cordiality,' 'artistry' and 'refinement,' while the positioning, true to the name, was, 'California dreams come true.' Our judges thought this work was "fresh," "different," and "dramatic."



### Fontana Infinity and Unisono

#### Silver

Fontana Infinity, a new tower property development in Bahrain, needed a complete identity, including a name that would capture its differentiation from other developments. The wide variety of facilities offered by the property inspired the name Infinity, which led to a positioning by Unisono of 'The possibilities are endless, the potential is infinite.'



### Dubai World Trade Centre and MBLM

#### Bronze

The One Central development has been in the works since 2006, so when the green light was finally given for building, the brand needed to overcome the legacy of delay and stalled plans. The brand positioning, by MBLM, created the idea of a 'power corridor,' with One Central at its heart, drawing mixed audiences and different markets together across Dubai.

**Highly commended** – Manchester Life and All About Brands

## SECTOR

### Best visual identity in the public services sector

#### National Centre for Statistics & Information and ZEENAH

##### Gold

The Oman National Centre for Statistics & Information (NCSI) was developed to collate and publish a wide array of statistics from the Omani government. These statistics cover everything from agriculture prices, to car accidents, to birth and death information. The original identity for NCSI was a traditional government approach, using Omani symbolism and ceremonial images, but with little consistency across the centre's multiple communication channels. When the NCSI's values and positioning were updated, a similar refresh was applied to the brand by ZEENAH. The new brand had to acknowledge public perception that NCSI figures were not neutral or trustworthy, and place a high value on collaboration and transparency to overcome that. The new logo is inspired by a map of Oman, stylised to reinforce the precision and accuracy of NCSI, and the identity has a brand new colour scheme, helping to increase differentiation from other Omani government organisations.



#### Miral Asset Management and Start Design

##### Silver

Yas Island, Abu Dhabi, is run by Miral Asset Management as a resort that promises superlative leisure and entertainment. At the heart of its new brand, by Start Design, is a focus on local culture, and the core message values of 'quality of time' and 'elation,' in order to communicate the warm, welcoming spirit of Emiratis.



#### National Museum and ZEENAH

##### Bronze

The National Museum of Oman, commissioned by royal decree, celebrates the country's cultural heritage. In Oman, evidence of civilization has been found dating back to the Bronze Age. A unique decorative element found by ZEENAH in ancient Omani manuscripts of the Qur'an became the typographic centrepiece of the museum's new brand.



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## SECTOR

### Best visual identity in the retail sector

#### Aljazera and FITCH

##### Gold

The supermarket industry in Riyadh has recently begun to expand, with international brands entering the market. Aljazera has operated in the area for over 30 years, and is well-respected by customers. But as the market grows, and international food cultures become more prominent, Aljazera's brand needed to evolve and continue to attract new customers. The new brand, designed by FITCH, needed to reflect the business' renewed emphasis on fresh food, and ensure it attracted a middle-class Saudi audience. The key message became 'Unlock Fresh Flavours,' representing the diversity and boldness of Saudi food culture to local communities and introducing new elements. The new graphic language of Aljazera emphasises everyday produce, and the logo and brand name, in both Arabic and Latin font type, illustrate the focus on freshness. The primary colours of the old brand were retained, but updated and given an air of light, fresh appeal to the senses. "Simple, sharp and sweet," was the judgment of one panel member.



#### The Yoghurt Lab and MBLM

##### Silver

The Yoghurt Lab is an innovative F&B proposition in Dubai, which needed a brand developed from the ground up. The restaurant worked with MBLM on a new visual identity built on the key brand attributes of 'delicious,' 'joyful' and 'simple' with a visual identity that evokes playfulness and happiness and entices customers to its healthy menu.



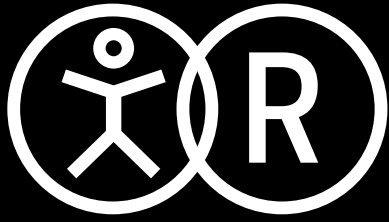
#### Lady Soft – MTC Hygiene and Tagbrands

##### Bronze

Lady Soft, the local leader in the Kuwaiti feminine hygiene market, faces strong competition from global brands like Kotex and Always. Its new brand identity by Tagbrands means the products stand out on shelves, allowing for future regional expansion.







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## SECTOR

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

#### National Cyber Security Centre (NCSC) and Landor

##### Gold

The National Cyber Security Centre has an unusual mission: protecting the cyber security of Saudi Arabia. Cyber security has become an essential role for governments and law enforcement agencies in recent years, as protecting a nation has come to mean safeguarding it from digital attack as well guarding the physical borders. The NCSC will be responsible for cyber security strategy, cyber engineering and putting system policies in place for risk management and protecting Saudi Arabia's valuable cyber assets. Creating the brand for the centre required Landor to take an unusual approach. It had to create a brand that is memorable and creative, while also emphasising discretion. A central inspiration for the NCSC's identity was binary language, which inspired the visual cues and logo. Using binary, a coding language, also closely aligns the NCSC with its domain of digital expertise, and demonstrates its smart, innovative, elegant approach to its mission.



#### Etisalat and Impact BBDO

##### Silver

Etisalat, the market leader in the UAE telecommunication sector, had a brand identity that dated back to 2006. The company's expanding product line and complex offering led to the evolution of a new identity by Impact BBDO – more of a facelift than a rebrand – which is modern and appealing, but still reminiscent of the strong legacy of the previous brand.



#### Intigral – Rocket TV and Bellwether

##### Silver

Rocket TV captures the appeal of live TV channels, on-demand streaming and multi-screen options in one seamless interface. It was created by Intigral, STC's innovation frontier company, which allowed for leveraging STC's strong brand and channel presence. Crucially, Bellwether's positioning of Rocket TV as an ingredient brand meant that it could also be sold through non-STC partners, competitors and peers.



#### D2C and OHI Leo Burnett

##### Bronze

D2C, the new brand for Duqm Data Centre, supplies data centre services in Duqm, but is located in Muscat, 300km away. The new name, from OHI Leo Burnett, overcomes this dissonance, and evokes the data centre's purpose, which is bringing 'data to consumers' or even going 'direct to consumers.'



#### Highly commended – Oman Broadband and ZEENAH

**Best visual identity in the travel, leisure and tourism sector**



**Miral Asset Management and Start Design**

**Gold**

The aim was to turn Yas Island, run by Miral Asset Management in Abu Dhabi, into a leading leisure and entertainment destination as part of long-term plans for economic growth in the region. In order to transform perceptions of Yas Island, an engaging and compelling rebrand was called for – one with typography at its heart. Building footfall, revenue and advocacy for Yas Island were the core goals of the new brand, which settled on positioning that focused on ‘quality of time’ and a feeling of ‘elation.’ The new logotype by Start Design captures this position with vibrant colours and a sense of fluidity and movement, even in the brush script once captured on page or screen. The logo also reads Yas in English, left-to-right, and Yas in Arabic, right-to-left, symbolising the way the island brings people and cultures together, and the UAE’s warm, welcoming spirit. “Delightful,” “creative,” “modern” and “impressive,” were just a few of the high words of praise that our judge had for Yas Island.



**Meraas Hospitality and Latitude Agency**

**Silver**

Meraas Hospitality belongs to a holding group whose philosophy is ‘Redefining Industries,’ the brand promise is, fittingly, ‘Redefining Hospitality.’ Meraas opened La Ville, a destination hotel with a Latitude-designed brand that captures a sense of ‘modern elegance’ and the new horizons – both metaphorical and – that appear to all guests in this new neighbourhood of Dubai.



**Ras Al Khaimah Tourism Development Authority**

**Bronze**

The new brand proposition for Ras Al Khaimah, developed in response to growing tourism, tells the country’s story in a new fashion. The tourism branding strategy conveys that the Emirate combines beaches, mountains, deserts, and luxury, with provision for relaxation, indulgence, exploration, and discovery – all in one refreshing and renewing region.



**SaudiGulf Airlines and CBA Memac**

**Bronze**

SaudiGulf Airlines, a new airline, was launched in order to improve air transport capacity domestically and internationally, and to set a new level of service standard based on Saudi Arabian hospitality. The brand, developed by CBA Memac, was based on this vision, with the key message of ‘Pioneers in spirit, change-makers in action.’

**Highly commended** – Al Reem and Unisono

**Highly commended** – Manchester City Football Club and All About Brands

## Best overall visual identity

### Aljazera and FITCH

#### Winner

This project took a brand that was over 30 years old, and injected new life and spirit into it. Aljazera, a family-run chain of supermarkets, went from a traditional retail brand to a group of stores that could compete with new entrants into the market in Riyadh, offering a premium experience to its desired audience. With a dated wordmark, uninspired typeface and distracting in-store experience, Aljazera needed to change. Its new offer focuses on making supermarket shopping a source of entertainment, a facet of Saudi life FITCH learned through its research.

The new visual identity reflects Aljazera's renewed emphasis on fresh food; the key message 'Unlock Fresh Flavours,' represents the diversity and boldness of local food culture and its importance in the community. The brand's in-store manifestation is remarkably well executed, taking the story of freshness and translating it into wayfinding, graphics and store layout. The new graphic language of Aljazera emphasises everyday produce, and the logo and brand name, in both Arabic and Latin fonts, illustrate that through dynamic colour and design.

Judges enjoyed the colourful approach, the easy-to-understand tone of voice and the fact that the concept of freshness carries throughout the brand. "The solution is vibrant and fresh," said one of our judges, while others called it "excellent," "a dramatic evolution for the better," and, "truly transformative." For this inspiring work in transforming a longstanding local brand into a competitive, modern player, Aljazera and FITCH are deserving of the 'Best overall visual identity' prize.



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## Grand Prix

### Miral Asset Management and Start Design

#### Winner

This year's Grand Prix winner received remarkable praise in every category that it entered. The challenge of turning Yas Island in Abu Dhabi into a top-tier destination for families and travellers was met by Start Design with market-specific strategy and bespoke creative that was nuanced, sensitive, specific and beautifully implemented.

For a Middle Eastern brand catering to an international audience, the wordmark and typography are of the utmost importance. It is often challenging to balance the Arabic and Roman alphabets in a single wordmark. But, with a flowing, script-like font, 'Yas' can be read left-to-right in English and right-to-left in Arabic, with ease. This typeface then became one of the key visual elements for the new brand. Its paint-brush-like application brought marketing brochures, tour buses, wayfinding and other visual assets to life.

With the Abu Dhabi Economic Vision 2030 in mind, Yas Island's rebrand started with in-depth customer visualisation exploring travellers' expectations, preferences and behaviours. The results of this research were rolled into the overall creative, inspiring such universal themes as dreaming, quality time and high spirits. They were also unpackaged into targeted messages for each audience, but held together by the strength of the overall identity. This strategy allowed Start and Miral Asset Management to not just develop a brand, but create a sense of place where there previously was only sand and water.

The judges spared no praise in rewarding the Transform Awards MENA Grand Prix winner. "The end result was spot on," said one of our judges, while another praised the strategy, execution, and "impressive" results. 'Live your dream,' read the press ads for Yas Island, encapsulating the power of this magical place.



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