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**Transform Awards  
North America 2017**



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For me, this year's winners at the Transform Awards North America are a special bunch. Not only have some storied heritage brands – from the US and Europe – taken home golds for their shifts in brand or positioning, but beloved North American brands have responded to changes in their sectors with ease. However, this year also sees startups beginning to redefine their approach to brand strategy and become more brand savvy in the process.

One such case is Zenni, which shows a considered approach to naming and brand positioning that caught the eye of judges. It was wonderful to see Tyson Foods – a perennial family favorite – take home some awards as well. For the evening's premier winners – ONMO and A+E Networks – a successful and insightful brand strategy helped them stand out. For ONMO, an interesting approach to audio branding and the need to shift the brand due to a changing market led to its eventual designation as this year's 'Best overall visual identity.' A+E Networks took the bold step of revamping the History channel for a younger audience, which opened the door to a new world of storytelling. It takes home this year's 'Grand prix' prize.

It's been interesting to see how brands have approached changes to their sectors, their businesses or consumer behaviour and all of tonight's winners should be proud of their successes.

**Brittany Golob**  
Editor, Transform magazine

- 04 Meet the judges
- 08 The winners
- 10 Opinion: 121
- 11 Opinion: Brand Union

**The Awards**

**Content**

- 12 Best use of a visual property
- 13 Best brand architecture solution
- 14 Best use of copy style/tone of voice
- 15 Best brand experience
- 16 Best use of packaging
- 17 Best wayfinding or signage
- Best use of audio branding
- 18 Best use of typography

**Process**

- 20 Best internal communications during a brand development project
- 21 Best implementation of a brand development project
- 22 Best implementation of a brand development project across multiple markets
- Best localization of an international brand

**Strategy**

- 23 Best creative strategy
- 24 Opinion: FutureBrand
- 25 Opinion: Living Group
- 26 Best brand evolution
- 29 Best strategic/creative development of a new brand
- 30 Best development of a new brand within an existing brand portfolio
- 31 Best naming strategy

**Type**

- 32 Best corporate rebrand following a merger or an acquisition
- Best brand development project to reflect changed mission/values/positioning
- 33 Best rebrand of a digital property

**Sector**

- 34 Best visual identity by a charity, NGO or non-profit
- Best visual identity from the education sector
- 35 Best visual identity from the engineering and manufacturing sector
- Best visual identity from the fast-moving consumer goods sector
- 36 Best visual identity from the financial services sector
- 37 Best visual identity from the food and beverage sector
- 38 Best visual identity from the professional services sector
- 39 Best visual identity from the retail sector
- 41 Best visual identity from the technology, media and telecommunications sector
- 42 Opinion: Solid branding
- 43 Opinion: Thackway McCord
- 44 Best overall visual identity
- 46 Grand prix



## The judges



**Kelly Andersen, marketing director, Wealth Continuum Group**

Kelly is the marketing director at Wealth Continuum Group, a financial services firm based in Wilton, Conn. She recently took the company through a complete rebrand. Kelly also works with individuals and teams in her company to create unique brand stories that correlate to their niche markets. Her true passion is to educate the advisers in her firm on social networking and social selling. Kelly does freelance marketing where she assists small business owners to create an effective story that can be implemented through marketing. Kelly holds an MBA and a BS in sports marketing from Sacred Heart University.



**Emma Borochoff, brand and communications director, Bizzabo**

Emma is a creative marketer specializing in the B2B tech world. Her skills focus on driving revenue through the fusion of brand innovation and lead generation. She thrives in New York's startup scene, having spent time carving out voice, brand and demand-generation strategy from the ground up. She currently works as brand and communications director at innovative event technology startup, Bizzabo, where she leads brand, PR, events and creative strategy for the company.



**David Bruce, VP of brand and integrated marketing, Major League Soccer**

As vice president of brand and integrated marketing for Major League Soccer, David is charged with the management of the internal brand function for the top-flight soccer league in the United States and Canada. David leads all positioning work for the league and its big events, as well as campaign development and marketing execution. He is actively involved in developing new branded platforms and initiatives that enable MLS to continue to grow its fan base. David led the recent rebranding of the league, which launched at the beginning of the 2015 season. A native of Sunderland, England, David currently lives in New York.



**DeNea Carrillo, digital marketing manager, Triumph Hotels**

DeNea is the digital marketing manager for Triumph Hotels in New York City. She oversees seven hotels and Triumph's brand digital marketing initiatives. Part of her role is to tie those digital channels to the content posted on each hotel's website, blog and newsletter, creating a connective web of information about the hotels themselves and the neighborhoods surrounding them. Previous to her current role, DeNea served as part of the marketing team at Grand Hyatt San Diego and helped build a better hotel guest experience through surveying and experiential marketing.



**Merissa D'Alessandro, digital marketing manager, Condé Nast**

Merissa is a digital marketing manager at Condé Nast, where she manages campaign strategy across the marketing funnel to optimize subscription growth. She also manages campaigns formulated to enhance engagement and increase retention. Prior to Condé Nast, Merissa worked on the brand marketing team for the Wall Street Journal, where she executed multichannel marketing campaigns. Before joining the Wall Street Journal, Merissa worked in marketing and sales for sports and entertainment company Devils Arena Entertainment.



**David Ferreira, brand manager, City of Mississauga**

David is the City of Mississauga's brand manager, and led the city's branding project, which began in 2013. Along with brand promotion and reputation management, David also has responsibilities for market research, citizen engagement, and business planning. He holds an MBA from Wilfrid Laurier University and has worked at the City of Mississauga since 2008. David is passionate about developing authentic, research-driven marketing solutions and promoting Mississauga's brand story to the world.



**Claire Graves, director of marketing, Atlantic Theater Company**

Claire is a French-American dual citizen residing in Brooklyn, New York, with a B.A. from Middlebury College. She is the acting director of marketing at off-Broadway's award-winning Atlantic Theater Company, where she develops and executes marketing strategies for seasonal membership campaigns and eight annual productions, all the while championing the company's brand identity, recently redesigned by Pentagram. Claire began her arts marketing career as the marketing assistant, associate, then manager at Ars Nova, New York City's premier development hub for emerging comedy, music and theater artists.



**Melissa Hart, VP of marketing, Ziff Davis Tech**

As VP of marketing for Ziff Davis Tech, Melissa oversees marketing efforts, ad product development, research, design and business strategy for a portfolio of more than 150 premium tech properties, including PCMag, Geek.com and MacRumors.com. Prior to her role at Ziff Davis, Melissa helped to launch the New York Post's branded content group, Post Studios, developing new business strategies and creative applications of content marketing principles across the Post Digital Network. Before this, Melissa sold digital media solutions across the Microsoft Advertising ecosystem and worked in television sales marketing.



**Preston Junger, VP of partnerships, Wide Open Media**

Based in New York, Preston is a former Yelp, Yahoo!, IAC and Apple employee and currently works as vice president of partnerships for Wide Open Media. He joined Yelp in 2008 as an early hire, opening and expanding the first New York office, bringing the company through IPO, while significantly growing Yelp revenue as VP of brand solutions. Preston has a BA from the University of Vermont and is an active angel investor, advisor and board director with several emerging tech companies in New York, San Francisco, Stockholm and in between.



**Heidi Lightfoot, founder and creative director, Together Design**

Heidi has worked in the London design industry for over 20 years. In 2003, she co-founded Together Design, specializing in the world of retail, arts and education. Now 20 people strong, Together has a focus on branding and packaging. Recent projects include licensing style guides for Roald Dahl, a new visual identity for global education company, Pearson, and packaging for a number of beauty brands. Heidi also mentors creatives building their own agencies and works to encourage the next generation of designers. Together won the 2016 'Best overall visual identity' award for its work with Pearson.



**L.J. Mitchell, director of advancement, LREI**

L.J. is the director of advancement at the Little Red School House & Elisabeth Irwin High School in New York City, a 14-year progressive program for 660 students. In this role, he oversees marketing communications, fundraising, special events, alumni engagement and stewardship. L.J. also works with advancement professionals across the country in his role as a consultant and workshop instructor with Independent School Management.



**Wajma Mohseni, marketing director, Dow Jones**

Wajma is marketing manager at Dow Jones, where she spearheads marketing campaigns for flagship brands including the Wall Street Journal and Barron's. She also leads the strategy for the technology section on WSJ.com. Wajma has created and executed cross-platform campaigns to help drive subscriptions, engagement and retention among consumers. Prior to Dow Jones, Wajma was living in the Middle East, where she co-founded MOBY Group, a fast-growing media network which operates a range of television and radio stations. She is Aussie-raised, internationally trained and has a passion for technology.



**Dan Murdoch, head of B2B marketing, WayUp**

Dan is now head of B2B marketing at WayUp, after serving as marketing director of demand generation and pipeline operations at Work Market, a software organization that empowers companies to create, manage and pay their flexible workforce. Dan has served in numerous leadership positions across both marketing and sales organizations. His efforts to build formulaic and predictable revenue outcomes for B2B software companies is the cornerstone of his success. Whether it be digital, brand, content, communications or operations, Dan has had the distinct opportunity to lead the charges in all of those disciplines.



**Wendy Opsahl, VP of communications, Atlas Research**

Wendy is the vice president of communications for Atlas Research, a management consulting firm based in Washington, DC. Wendy helps government and healthcare clients improve performance and meet objectives by providing communications, research and training services. She leads teams that address research communication, veteran homelessness, patient safety, behavioral and rural health, and has worked in corporate communications, PR and branding for more than 15 years. She also teaches health communications at the Georgetown University Department of Health Systems Administration.



**Amanda Pulliger, CEO, 100 Women in Finance**

Amanda is the CEO of 100 Women in Finance. She leads a small team and manages over 350 volunteers globally, overseeing the operations of the organization, which now has over 13,000 members in 20 locations. Amanda is chairman of the board of the HALO Trust and serves on the advisory board of the Oxford Alumni Association of New York. She is a member of the British Academy of Film and Television Arts and a fellow of the Royal Society of Arts. Amanda graduated from Oxford University in 1987. She earned an MBA from La Salle University in Philadelphia, in 1998.



**Karen Starns, senior VP, global marketing, Pearson**

Karen is the head of marketing for Pearson's team of over 1,500 marketers worldwide. She is charged with leading the transformation of marketing into a growth driver for the company. With more than 25 years of marketing experience at organizations including Microsoft and Amazon, Karen has developed expertise across a wide range of disciplines including brand strategy, strategic partnerships, channel programs, loyalty programs, advertising and media. In 2016, Karen became an advisor for the new master's in marketing course at the McCombs School of Business at the University of Texas at Austin.



**Erin Stoeber, VP, marketing and communications, Lustgarten Foundation**

Erin is a marketing and communications executive with non-profit, agency and in-house experience. She joined the Lustgarten Foundation for Pancreatic Cancer Research as its first vice president of marketing and communications, to lead its rebranding effort and expand the foundation's national presence. Prior to Lustgarten, she worked for the Chron's & Colitis Foundation America (CCFA), where she restructured the marketing department, implemented internal and external communications strategies and refined messaging across all areas of the foundation.



**Nic Strahl, senior manager, marketing and communications, Transit Wireless**

Nic is a marketing and branding professional who has the ability to integrate new and established media into comprehensive strategies, and is known for her thoughtful approach to visual brand presentation. Over the past 10 years, she has leveraged her multimedia marketing experience to expand the reach of brands at the local, national and international level. A born and bred New Yorker, she has worked and traveled in North America, Europe, India, Russia and Israel.



**Jenn Szekely, executive director of marketing and new business, FutureBrand**

Jenn is the executive director of marketing and new business for FutureBrand North America. She brings over 15 years of branding and design experience working across categories with celebrated companies and organizations such as Microsoft, Procter & Gamble, NetJets, MTA and Hulu. Previously, Jenn ran her own company specializing in fashion, art, antiques and design, which included two retail stores that won numerous awards and received media acclaim. FutureBrand won the 2016 'Grand prix' award for its work with Tupperware.



**Dennis Thomas, senior director, global brand, SAP**

Dennis is senior director, global brand at SAP, managing all aspects of design and visual experience for the past five years. Prior to that, he spent over 25 years with brand agencies such as Siegel+Gale, Wolff Olins and Brand Union. He brings brands to life through a process both strategically driven and visually rich and innovative, assuring consistent expression and alignment across all touchpoints in all media. He has designed and implemented programs for Caterpillar, Pfizer, American Express, DuPont, the Ford Foundation, HP, U.S. Air Force, Harley-Davidson, 3M and Dell.



**Susan Waldman, chief marketing and communications officer, Meals on Wheels America**

At Meals on Wheels America, Susan led both a comprehensive rebranding effort for the national organization and its state and local programs across the country. She drove the creation, launch and management of the Meals on Wheels Ad Council volunteer recruitment campaign under the theme 'America, Let's Do Lunch.' Previously, Susan was founding partner at Forge Branding where she worked on brands including Campaign for Tobacco Free Kids, Corporation for Public Broadcasting and the National Audubon Society. Before that, Susan held advertising director roles at Northwest Airlines Walt Disney World.



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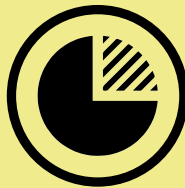
then we teach them to **sing.**



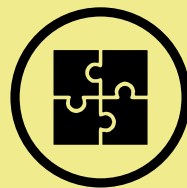
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## The winners

### Content

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#### Best use of a visual property

Gold – LCH and 8 Point Studio  
Silver – Saint James USA and Creative Capital New York  
Bronze – Constellation Brands – Beer Division and Interbrand

#### Best brand architecture solution

Gold – nThrive and Brandigo  
Silver – Dell and Brand Union  
Bronze – Adient and FutureBrand

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

Gold – Zenni and Salt Branding  
Silver – Corvias and FutureBrand  
Bronze – City of Mississauga

#### Best brand experience

Gold – Ford Motor Company and FITCH, Framestore, GTB and VML  
Silver – Purina® Beyond® and CBA North America  
Bronze – Adient and FutureBrand  
Bronze – Mizuho Americas and Siegel+Gale  
Highly commended – Humber College and Entro Communications

#### Best use of packaging

Gold – RB and 121  
Silver – John B. Sanfilippo & Son and Damen Jackson  
Silver – LVMH and Interbrand  
Bronze – Purina® Beyond® and CBA North America  
Highly commended – Häagen-Dazs and CBA North America

#### Best wayfinding or signage

Gold – The 2017 JUNO Awards Host Committee and McMillan

#### Best use of audio branding

Silver – ONMO and Brand Union

#### Best use of typography

Gold – Dell and Brand Union  
Silver – The 2017 JUNO Awards Host Committee and McMillan  
Bronze – Cadillac and FutureBrand  
Highly commended – Vium and Branditecture

### Process

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

Gold – National Council of Teachers of English and Brains on Fire  
Silver – Adient and FutureBrand

#### Best implementation of a brand development project

Gold – Adient and FutureBrand  
Silver – Zenni and Salt Branding  
Highly commended – General Mills and CBX

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

Gold – Adient and FutureBrand

#### Best localization of an international brand

Gold – Saint James USA and Creative Capital New York  
Silver – Volevatch and Creative Capital New York

### Strategy

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#### Best creative strategy

Gold – Saint James USA and Creative Capital New York  
Silver – ONMO and Brand Union  
Silver – Zenni and Salt Branding  
Bronze – Volevatch and Creative Capital New York  
Highly commended – Adient and FutureBrand  
Highly commended – Cowen and Thackway McCord  
Highly commended – Genesys and Landor

#### Best brand evolution

Gold – A+E Networks and DixonBaxi  
Silver – Nielsen  
Silver – Saint James USA and Creative Capital New York  
Bronze – Octagon and FutureBrand  
Highly commended – Driscoll's and Pearlfisher  
Highly commended – InfinityQS International and Refactored

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

Gold – EyeJust and Brand Union  
Silver – Zenni and Salt Branding  
Bronze – Adient and FutureBrand  
Bronze – Vium and Branditecture  
Highly commended – Cowen and Thackway McCord

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

Gold – GivGo and Living Group  
Bronze – Alouette and CBA North America

#### Best naming strategy

Gold – ONMO and Brand Union  
Silver – Cadillac and FutureBrand  
Bronze – GivGo and Living Group



## Type

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

Gold – Dell and Brand Union

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

Gold – Zenni and Salt Branding

Silver – LCH and 8 Point Studio

Silver – Tyson Foods and Brand Union

Bronze – Nielsen

### Best rebrand of a digital property

Gold – InfinityQS International and Refactored

Silver – Zenni and Salt Branding

## Sector

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### Best visual identity by a charity, NGO or non-profit

Silver – British Benevolent Society and CBA North America

### Best visual identity from the education sector

Gold – Kentucky College of Art + Design and Bullhorn Creative

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

Gold – Adient and FutureBrand

Silver – Volevatch and Creative Capital New York

### Best visual identity from the fast-moving consumer goods sector

Gold – General Mills and CBX

### Best visual identity from the financial services sector

Gold – Cowen and Thackway McCord

Silver – LCH and 8 Point Studio

Bronze – Sentry and FutureBrand

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

Gold – Tyson Foods and Brand Union

Silver – Niemann Food, Inc. and Shook Kelley

### Best visual identity from the professional services sector

Gold – Octagon and FutureBrand

Silver – JoTo PR

### Best visual identity from the retail sector

Gold – Electro and Interbrand

Silver – Saint James USA and Creative Capital New York

Bronze – Zenni and Salt Branding

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

Gold – ONMO and Brand Union

Silver – Nielsen

Bronze – GivGo and Living Group

Bronze – McAfee and Solid Branding

Highly commended – Genesys and Landor

## Special awards

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### Best overall visual identity

Winner – ONMO and Brand Union

### Grand prix

Winner – A+E Networks and DixonBaxi



## Disrupting the industry through speed

What is branding? For me, it's the action a brand does when it connects emotionally with a consumer. If a manufacturer in the consumer packaged goods industry wants to launch a new product into the market, it needs to focus on developing a unique offering: a brand and a package design that communicate and connect with the consumer.

Today, companies need to react fast. More decision makers rely on speed for growth. If you hit the market first you have a better chance of getting a higher market share.

Let's focus on packaging; the consumer plays an important role in why speed is in the center stage when a brand is being launched.

On one hand, you have innovation; as humans, we love to innovate, try new things and we get bored easily. We love trendy stuff; whether it's a different flavor with antioxidants or the power of oxygen to better clean our clothes. Meanwhile, on the other hand, we are living in the 'Instant gratification' era where, as consumers, we want everything now. Want to go to a movie? Just open an app and done! Show times and movie theaters to go. Want to see the color of your cousin's new car? Jump on Facebook and there you have it!

In the CPG industry, innovating in the instant gratification era is far from commonplace. The process to launch a product is slow and, after manufacturing, the brand implementation takes forever. Today you find many options on the supermarket aisle that started their launch process more than a year ago. And some products stay on the shelf longer than others.

The launch process is no walk in the park. It begins with innovation to exceed consumer expectations, making sure the new product meets the brand architecture guidelines and supports brand equity, testing the product in focus groups, completing primary and secondary packaging, determining the amount of SKUs and adapting its design, sales materials, magazine ads and test stores.

The strategy and the big idea are critical to launch a successful brand, and ensuring the implementation in every point of contact with the consumer is crucial. A speedy cost-efficient model is the answer.

Every brand is in a race to launch its new product faster to get an edge over the rest, and one way of disrupting the industry comes by turning around all the branding implementation faster than your competitors. By focusing on speed, your brand will get to the shelves faster, and you will have a greater chance of making an impact.

At 121, we believe this is possible. We have become the preferred branding partner for many Fortune 200 companies. For more than 15 years we have built an ecosystem to manage and secure fast deliveries without compromising quality.

Our unique team of 70 plus talented creative professionals and the help of specialized software makes a one-of-a-kind combo that keeps our long-time partners saying wow. Our focus on customer satisfaction through speed is our motivation, and it results on happy brand managers.

We believe that this unique positioning is changing the industry. Our highly efficient model has gotten the attention of leading brands across different industries.

**Francisco J Serrano is president and CEO at 121**



## How to build a lasting brand

There's hardly a project that Brand Union works on these days where, at some point, the cautionary tales of Gap or Tropicana's disastrous rebrands don't rear their ugly heads. Most know what it looks like when things go wrong, but it's a bit harder to know when and how they go right. That is especially true in the digital age. As clients and agencies begin to (rightfully) cede more and more control of their brand to their customers and the connected world at large, it becomes more critical that the brand itself be built to anticipate and withstand future challenges.

Today's most resonant brands are responsive to changing conditions and unpredictable inputs. A brittle brand cannot negotiate change and will snap under pressure, while flexible brands are built around broad principles, not rote rules. Forget whether something is strictly on or off brand. Instead, ask yourself and those around you, does it feel right? Are we leaving room for our most dedicated fans and partners to wield their influence? If they're not invited, they will show up anyway and have their say, which means that brands should be prepared to steer and integrate the potential groundswell that erupts.

In addition, every context and channel needs its own experience. Brands that always do the same thing and feel the same way don't appear consistent – they appear sterile and lifeless. The richest, fullest brands elegantly straddle the digital and physical. For example, by reliably reproducing colors in the real world but meeting strict ADA standards with digital hues. A Pantone is only as good as its RGB counterpart, and vice versa. Gone are the days of falling in love with an exotic spot color. If it can't live everywhere, it's probably not the right color.

Once a brand is built properly, it must be meticulously launched – with consistency and conviction – so that it is embraced by its communities and not savaged by its detractors in the snarkiest corners of the Twittersphere. It may seem like a soft launch is the path of least resistance, but even that can backfire. The good news is that there are a few key things you can do to bolster your brand.

A brand's best protection is a strong story that essentially serves as its reason for being. Airbnb has Bélo, its A-shaped avatar that stood for people, places and love. If you don't tell people exactly what your brand stands for, they will likely draw their own conclusions and define it for you. Once you have your story, defend it with all your might. Tell that story with the precision of a legal case. Use any and all of the tools at your disposal – GIFs, Tumblr or YouTube – and let your audience know why you stand for the things you do. Why did you choose that color? What's the logic behind the logo and typographic system? Bring everyone along on that journey.

It's a testament to the leaders of Airbnb that marketers remember its recent brand launch fondly. In reality, it nearly fell apart. The best brands in the world are those that people just 'get.' They are fluid, authentic and never contrived. In reality, these brands are meticulously conceived and precisely orchestrated by their creators. They only seem natural because they've been resiliently built and co-developed with their users. If you want to shepherd a brand through the perilous corners of the internet, make sure you've got the right foundation and a strong stomach. And remember that you can never please everyone.

**Sam Becker is executive creative director at Brand Union**

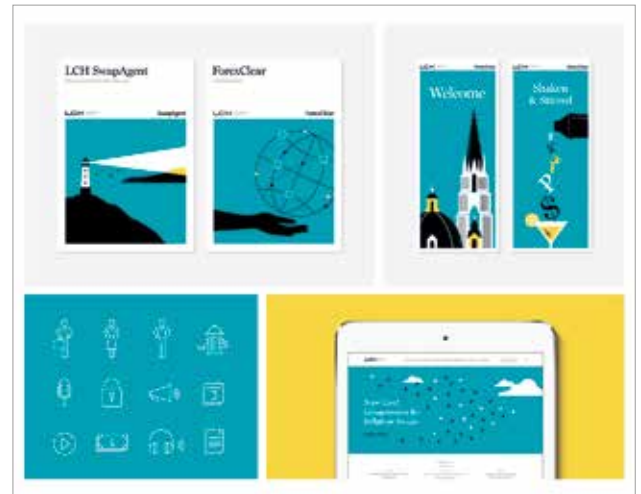
## CONTENT

### Best use of a visual property

#### LCH and 8 Point Studio

##### Gold

Financial clearing might not seem like the most obvious subject for a beautiful, intriguing visual identity, but our gold winner in this category is the exception. LCH Clearnet, an international clearing house that serves exchanges, platforms and markets across the financial world, was burdened by a brand that reflected traditional takes on clearing – unglamorous, traditional and slow. 8 Point Studio's rebrand of LCH started with one single division, then spread across the company. The new brand had to show that LCH was a collaborative, energetic and visionary environment, while maintaining the attributes of trustworthiness and safety that LCH had built up over the years. LCH's visual identity now uses a new brand color, named 'ClearBlue,' and a heritage typeface, Miller, that originated as a newspaper font. Illustration has become the primary visual style, differentiating LCH from the competition and allowing the brand to convey complex ideas in a simple, lively, charming fashion. Our judges said, "Contemporary, clean, and compelling – perfect for LCH's rebrand and unique value proposition."



#### Saint James USA and Creative Capital New York

##### Silver

The Saint James brand dates back to the late 19th century, and collaborations with modern American companies such as J.Crew and Coach have brought the French clothing brand to the attention of a younger generation. Its new visual identity, by Creative Capital New York, draws on the brand's history, combining nostalgia with cutting-edge modern applications.



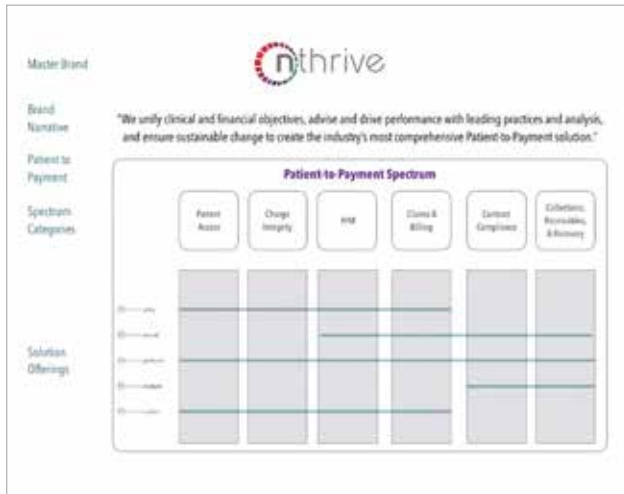
#### Constellation Brands – Beer Division and Interbrand

##### Bronze

The draft brand of Corona Extra wasn't fulfilling the promise of the wildly successful bottled beer, which had become the top import beer in the US, and fifth best-selling beer overall. The new brand reflects the core iconic properties of Corona, and brought the draft drinking experience closer to the beachy, laidback identity that drinkers already know and love.



## Best brand architecture solution



### nThrive and Brandigo

#### Gold

Over the course of 2015 and 2016, healthcare-adjacent firms MedAssets, Precyse and Equation Health were acquired and merged to provide an end-to-end solution for the complex requirements of the healthcare billing and payment cycle. Merging the three brands of these distinct organizations on a tight six month deadline was a serious challenge, but the architecture solution that was eventually developed by Brandigo eliminated overlap, clearly communicated the brand story and built in room for future growth. nThrive was born, with the company's positioning focused around the idea of 'Patient-to-Payment,' a clear and well-defined strategy for covering the breadth of the market. The company's sub-brands are named in accordance with the new architecture: the technology division became nThrive Unify, the consulting division nThrive Advise and so on. The story told by the new nThrive brand is unified, emotional and empowering, bringing together its disparate beginnings and moving toward the future.



### Dell and Brand Union

#### Silver

Dell's acquisition of EMC in late 2015 for \$67bn was the largest technology acquisition in history – and one that required a brand strategy that could preserve both companies' equity. The architecture solution, crafted by Brand Union, leveraged the existing brands for both consumer and enterprise spheres. Dell Technologies represents the combined company, Dell for commercial devices, and Dell EMC for infrastructure solutions.



### Adient and FutureBrand

#### Bronze

Adient, originally known as Johnson Controls Automotive Experience, supplied car seat parts and whole seats to the biggest names in cars before transitioning to an independent brand. The brand architecture, by FutureBrand, for the new identity was developed around the idea of 'Right,' and the solution was applied across Adient's positioning as well as storytelling structure, site design and brand divisions.

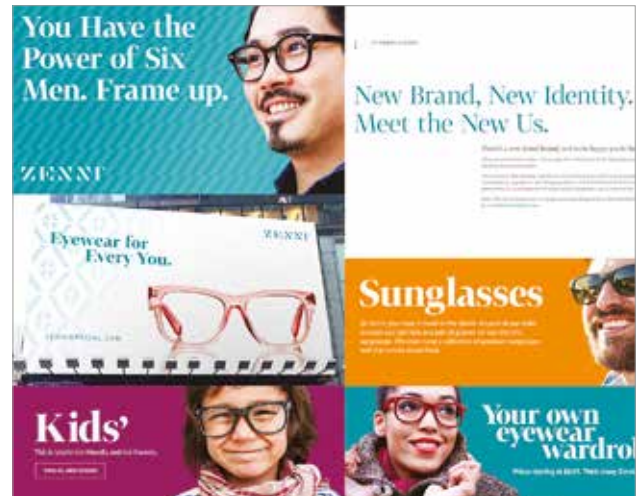
## CONTENT

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

#### Zenni and Salt Branding

##### Gold

Prior to its rebranding project, Zenni Optical had been a pioneer in getting customers to buy prescription eyewear online, promising better value for money and an easier purchasing model. However, Zenni's competitors were catching up, which is where the new brand approach came in. Zenni's appeal is not just based on low prices – it also affords customers the ability to have multiple pairs of glasses, allowing for greater self expression. Salt Branding developed the new brand statement, 'Eyewear For Every You,' and the strategy of creating a style for brand copy that is optimistic, engaging and fashionable, allowed Zenni to make its populist approach shine through in every aspect of the brand. Consistency was highly prized throughout the project, and clear guidelines help staff across all levels of the business to nail an on-brand tone of voice at every touchpoint.



#### Corvias and FutureBrand

##### Silver

Corvias began life as Picerne Military Housing, helping to transform outdated infrastructure and facilities into thriving communities for the military. As the business grew, it worked with FutureBrand to rebrand as Corvias. The new tone of voice moves away from an academic, dry approach to a personal and empathetic way of speaking to audiences – ensuring they know Corvias is there to help.



#### City of Mississauga

##### Bronze

Developing an employer brand story for the City of Mississauga was an important step in facing the challenges of the coming years; in particular helping the city to attract and retain new staff talent. The approach to copy was closely aligned with the city's overall brand, encouraging employees to feel personally valued and part of something important.



**Best brand experience**



**Ford Motor Company and FITCH, Framestore, GTB and VML**

**Gold**

Along with many other automotive manufacturers, Ford has dedicated significant thought in recent years to consider its role in the future. Rates of car ownership have already significantly declined, and emerging trends around population growth, urbanization, technological innovation and global connectivity are predicted to challenge the market even further. In order to engage with consumers directly and demonstrate Ford’s commitment to innovation, the company worked with agency partners Fitch, Framestore, GTB and VML to launch the FordHub, a physical space in New York City. This allowed Ford to connect with the 300,000 commuters and tourists who pass through the Oculus Transportation Hub every day. Guests visiting the FordHub engage with the past, present and future of the brand, through digital visualizations, gamified displays, and an interactive exhibition showcasing over 5,000 Ford toy cars. Our judges praised the “rigorous insights” that grounded the “innovative experience,” and the “top notch” strategy and execution.



**Purina® Beyond® and CBA North America**

**Silver**

Purina Beyond, the pet food company, was experiencing significant growth in its year-on-year online sales. There was clearly an opportunity to connect with customers through online shopping and reinforce the Purina brand. Working with CBA North America, Purina created a unique packaging design and unboxing event for online customers, resulting in an elegant, sophisticated, and modern brand experience.



**Adient and FutureBrand**

**Bronze**

Adient, originally known as Johnson Controls Automotive Experience, supplied car seat parts and whole seats to the biggest names in the industry before transitioning to an independent brand. The new brand, developed by FutureBrand, positioned around the word ‘Right,’ was manifested in environments at over 120 locations worldwide, ensuring the brand experience was consistently and internationally aligned.



**Mizuho Americas and Siegel+Gale**

**Bronze**

Mizuho Americas – part of the Japan-based Mizuho Financial Group – needed to build brand awareness and client interest. The memorable, beautiful digital experience that was created by Siegel+Gale, for the brand, reflects the company’s hybrid identity, and serves as a springboard for all future marketing initiatives.

**Highly commended** – Humber College and Entro Communications

## CONTENT

### Best use of packaging

#### RB and 121

##### Gold

Lysol has strong brand penetration and high levels of brand awareness. But when working with a new product exclusively placed in Walmart stores and targeted at Millennials, brand agency 121 had to consider a fresh approach. During research, 121 found that Lysol was losing out to competitors due to its lackluster packaging, an aspect that resonated most with Millennials. The new strategy, positioned around the concept of a 'brighter tomorrow' allowed Lysol to embrace a new sleek, appealing and colourful pack design and engage with Millennials' desire for on-the-go brands. Lysol's bright new range capitalizes on existing assets while bringing the brand to life in a clean, bright way. Judges thought the creative and targeted approach made Lysol a worthy winner of the 'Best use of packaging' award.



#### John B. Sanfilippo & Son and Damen Jackson

##### Silver

Offering products for home cooks, Sanfilippo & Son's Fisher nuts packs had lost their cut-through on shelf. Turning to Damen Jackson for a change, the brand found that its packaging didn't adequately explain its products' quality. A zestier front of pack and a more informative back helped the brand overtake its main competitor and become the top-selling brand in its category.



#### LVMH and Interbrand

##### Silver

#ChandonSquad represents, for the sparkling wine makers Chandon, that hugely important group of consumers – female millennials. For its American Summer 2017 campaign, limited-edition bottle designs were created that encapsulated a casual, beachy aesthetic, incorporating a hand-drawn illustrative style, while also reflecting the vibrancy of the existing Chandon brand.



#### Purina® Beyond® and CBA North America

##### Bronze

Responding to the shift of pet food sales to digital, Purina and CBA North America radically reimagined both the packaging design and the unboxing experience for Purina Beyond. The result is an artisan style that embraces healthy eating consciousness – even for pets.



#### Highly commended – Häagen-Dazs and CBA North America



## Best wayfinding or signage



### The 2017 JUNO Awards Host Committee and McMillan Gold

In 2017, Canada celebrated the 150th anniversary of its confederation, which meant a year filled with celebrations, events and plenty of national excitement. In such a busy year, the JUNO Awards, which are held annually to recognize excellence in Canadian music, faced the challenge of generating awareness and getting through to the right audience. The JUNOs, which were hosted in Ottawa, worked with McMillan on an aggressive approach to event branding, combining bright neon lettering with stark black and white imagery on signage throughout the city, including on street banners, window decals, posters, and a banner greeting arrivals at Ottawa Airport. The strategy behind the branding was to disrupt, through juxtaposition, the vast array of street marketing that bombards residents of and visitors to Ottawa, and to grab people's attention no matter where they saw the signage. Our judges were full of praise for this winner, calling the work "modern and dynamic," "amazing," "energetic" and above all "eye catching – a great example of a perfectly achieved result."

## Best use of audio branding



### ONMO and Brand Union

#### Silver

Bangalore-based ONMO, formerly known as OnMobile needed a new injection of energy in order to engage directly with customers. It worked with Brand Union on a new name and positioning, called 'Sound Unbound.' But it was in the audio branding that ONMO displayed real innovation. The shape of the letters in the word ONMO were transformed into sound waves, giving an extra dimension through which to represent ONMO.

## CONTENT

### Best use of typography

#### Dell and Brand Union

##### Gold

Dell's acquisition of EMC in late 2015 for \$67bn was the largest technology acquisition in history. The two new brands created out of this historic merger – Dell Technologies and Dell EMC – needed to be brought together visually with the existing Dell brand, which meant creating a coherent, connected typographic system that would keep all three brands together. The Dell logo is typographic to begin with, and possesses a tremendous amount of brand equity, but it needed refinement to be legible in multiple different digital formats. Brand Union redrew the logo, paying close attention to adaptability across applications. The structure of the brand family was carefully delineated, paying attention to the consumer/enterprise divide agreed upon in the brand architecture. All brand iconography grew out of the angular structure of the wordmark, and a strong visual system was established to make sure the Dell brand was represented faithfully.



#### The 2017 JUNO Awards Host Committee and McMillan

##### Silver

Getting attention for the JUNO Awards, which are held annually to recognize excellence in Canadian music, was a challenge amid the noise of Canada's sesquicentennial celebrations. McMillan designed the typography of the promotional branding to cut through. A unique wordmark was rendered in neon yellow, with hand-drawn lettering, evoking the energy of the local music scene.



#### Cadillac and FutureBrand

##### Bronze

The Cadillac brand is iconic, a definition of luxury for many generations. Cadillac has recently rolled out BOOK by Cadillac, a vehicle subscription service responding to changing trends in car ownership. Cadillac Sans, the custom typeface created by FutureBrand for this venture, is bold, sophisticated and optimistic, which pairs brilliantly with editorial imagery to support and enhance the masterbrand.



**Highly commended** – Vium and Branditecture

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Congratulations to <sup>1</sup>EyeJust, <sup>2</sup>ONMO, <sup>3</sup>Dell and <sup>4</sup>Tyson Foods.

## PROCESS

### Best internal communications during a brand development project

#### National Council of Teachers of English and Brains on Fire Gold

The National Council of Teachers of English (NCTE) is the USA's oldest literacy organization, serving teachers from kindergarten through to higher education. However, the organization's history had also become a drag on its possibilities, and it seemed as though the identity was stagnating. Membership was dropping, and a brand reset was required. The new identity, by Brains on Fire, updates NCTE with a bright, visual look and bold message; a vibrant green represents NCTE, and supporting colors were allocated to member sections. Communicating the new brand to the thousands of NCTE members was a significant challenge, but the identity was fully unveiled at the annual convention in November to over 7,000 attendees. A teaser campaign prior to the unveiling communicated the vision of leadership in developing the new brand, and excited reactions were magnified on social. Perhaps the most compelling result in support of the rebrand was the growth in sales of onsite merchandise featuring the new brand identity – it increased by over 1,000%.



#### Adient and FutureBrand Silver

Adient, originally known as Johnson Controls Automotive Experience, supplied car seat parts and whole seats to the biggest names in cars before transitioning to an independent brand. The new brand, developed by FutureBrand, was rolled out to over 75,000 employees in 230 locations through digital, videos and newsletters – and all material was translated into 26 languages to reach all Adient employees.



## Best implementation of a brand development project



### Adient and FutureBrand

#### Gold

As part of an international technology company, Johnson Controls Automotive Experience supplied car seat parts and whole seats to the biggest names in cars for over 30 years before transitioning to an independent brand, focused only on automotive seating, and known as Adient. Implementing the new brand was a challenge for FutureBrand, given that Adient has over 75,000 employees across 230 locations in 33 countries. In order to manage and amplify the impact of the new brand, key reveals were paired with operational milestones of the transition. The new name was introduced in December 2015, so the timing would align for a public announcement at the North America International Auto Show in January 2016. Operational Day 1 for Adient was the same day that the new brand strategy, verbal identity and visual identity were rolled out across the business. And an internal engagement program led to successful adoption and understanding of the brand throughout Adient's international plants and offices.



### Zenni and Salt Branding

#### Silver

Zenni, a pioneer in online eyewear purchasing, sells four million pairs of glasses a year. Salt Branding's redevelopment of the brand led to a positioning that focused on self-expression and fashion, and the tagline 'Eyewear For Every You' was created. It was brought to life through e-commerce, retail, digital collateral and ingenious sub-brands to keep the brand fresh and relevant throughout the year.

**Highly commended** – General Mills and CBX

## PROCESS

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

#### Adient and FutureBrand

##### Gold

Before establishing itself as an independent brand, Adient was known as the automotive seating division of an international technology company, supplying car seat parts and seats to the biggest names in the industry, including Audi and BMW. Bringing the new brand to life – which was focused around the 'Precisely Right' positioning – meant crafting a message that could be aligned across the 33 countries where Adient has employees. In order to make sure the brand would be understood and appreciated across the wide range of markets necessary, FutureBrand wove the brand into the overarching corporate strategy, and leveraged internal communications channels to distribute brand messaging and progress updates. All materials were translated into 26 languages, and a Chinese name was developed in partnership with the Adient team in Shanghai. The company's joint venture partnerships extend across the globe; particular guidelines were developed for each to ensure accurate implementation for current and future partners.



### Best localization of an international brand

#### Saint James USA and Creative Capital New York

##### Gold

The position occupied by Saint James presents a conundrum when it comes to brand development. The French clothing company – designated a 'living heritage brand' by the French state – dates back to 1889, and claims to be the creator of the original Breton shirt, a staple item of clothing. While awareness among older generations in America was strong, Saint James needed to fortify its presence among younger consumers. This strategy led to the creation of Saint James USA, which is treated as almost a sub-brand, to cross the generational divide. Creative Capital New York emphasises the brand's heritage, through a strong graphic universe and clear reminders of the brand's traditional maritime presence. In order to localize the brand further, a unisex approach to product was embraced, tapping into a popular trend in clothing. The tradition and nostalgia of the brand are combined with cutting-edge modern applications in offline and online retail opportunities, influencer campaigns and digital and print advertising.



#### Volevatch and Creative Capital New York

##### Silver

Volevatch, a luxury French bathware brand, has decades of brand equity from creating bathroom interiors for the world's most prestigious locations, including the Palace of Versailles. Launching the brand to the Chinese market required in-depth research, the creation of a Shanghai showroom and a renewed emphasis on social media to define the brand's reputation for excellence by Creative Capital New York.



Best creative strategy



Saint James USA and Creative Capital New York

**Gold**

Modernizing the Saint James brand for a younger, more committed US audience was a strategically challenging task. The French clothing company, designated a 'living heritage brand' by the French state, dates back to 1889, and claims to be the creator of the Marinière, the original Breton shirt. The strategy behind the brand redevelopment, by Creative Capital New York, focused on conveying the story behind Saint James: its manufacturing expertise and heritage. A research trip to the company's government-protected atelier in Normandy yielded the positioning 'Purveyor of Stripes,' a wink to naval tradition and an emotional hook that could run through each individual collection and seasonal trend. Saint James did away with a traditional logo, instead opting for a strong graphic universe divided along three lines: 'Terroir fashion' – based on the wool knitting origins of the clothing – 'Unisex uniforms' – tapping into a 21st century trend while referring back to the French Navy – and 'Mystical heritage' – evoking the brand's birthplace in Mont Saint Michel, Normandy.



ONMO and Brand Union

**Silver**

Formerly known as OnMobile, the Bangalore-based ONMO provides technology for feature phones. In order to engage directly with consumers, ONMO needed innovative, bold thinking. Brand Union created a strategy allowing ONMO to take ownership of the sonic world that surrounds the business and its customers and helped reposition the brand, bringing the company firmly up to date.



Zenni and Salt Branding

**Silver**

Zenni, one of the first optical companies to focus on online eyewear retail, currently sells four million pairs of glasses a year. Salt Branding's strategy to reposition Zenni focused on telling a story of self-expression and developing the concept of the 'Eyewear For Every You' positioning which manifested in stylish, compelling artwork.



Volevatch and Creative Capital New York

**Bronze**

Volevatch, a luxury French bathware brand, has decades of brand equity from creating bathroom interiors for the world's most prestigious locations, including Versailles. The rebrand strategy, by Creative Capital New York, successfully focused attention on Volevatch's goldsmith expertise and strong narrative; enhancing the brand's social media presence on Instagram, and redeveloping the showrooms as destinations.

**Highly commended** – Adient and FutureBrand

**Highly commended** – Cowen and Thackway McCord

**Highly commended** – Genesys and Landor



## How to build a thriving workplace brand

In a market where brands struggle to recruit and retain top talent, successful companies understand their brand message has to reach both ways. It must be received loud and clear, and believed internally and externally. Employees aren't just the individuals that fulfill a brand promise – they comprise the brand.

Successful brands are those that embrace authenticity. Successful brands must treat employees like customers, understanding their needs and wants and inspiring them to make a conscious choice to be part of the team. This is critical for good business—and for good branding.

Companies ask, "How do we drive employee engagement and get people on board?" It's important to first have a clear purpose wrapped in a compelling brand story that galvanizes, organizes and engages heart and mind. This creates a can-do spirit that pushes the organization forward.

Employees crave a culture in which they feel committed to an organization, and an environment in which they can better themselves. They want to be inspired, through the acquisition of new skills, making an impact or working with people they can learn from.

Research has found when employees and employers are aligned in purpose and values, business improves. Purpose- and value-driven companies tend to outperform the market and the competition. Further, these companies grow revenues four times faster than those that don't.

A company can create a dynamic culture if it can demonstrate this to its employees. In branding, we develop a brand idea to aid in positioning, and a corporate value system to fulfill this idea. If these values are adopted by leadership and become part of the performance reviews and interviews, they become integral to company culture.

Company leaders say, "Our company is not sexy enough, so the best people don't want to join us." Sexy could be working for Nike or a place that encourages self-expression or values individual contributions.

Prospects who interview at a company have a tremendous amount of information available about it, even if it isn't Nike or Apple or Google. They'll compare the company website's message with testimonials on Glassdoor or Vault to see if that company practices what it preaches. They already have a brand image in mind. Companies must craft that image to make sure it reflects the reputation it wants to have in the marketplace.

In some cases, crafting that inside culture emanates outward to draw new talent. Burton built its snowboard brand around encouraging consumers and employees alike to enjoy winter fun. It provides complimentary ski passes on snow days and encourages employees to get out and live the brand. Airbnb is rooted in the universal human truth of belonging. It celebrates human connection by using technology to bring people together. Each year, the company gives away a \$2,000 yearly travel stipend, good at any Airbnb in the world.

Companies that are living the brand inside and outside their walls attract those who want to be part of a culture that inspires, motivates, and rings true to their promise and mission.

As important as it is to get talent in the door, it's also crucial to keep it. Too many adopt a 'We pay you, you show up' mentality. This needs to be updated to reflect what each party is looking for.

There should be an emphasis on defining the brand with what's meaningful to an employee, considering what nourishes and motivates them. It's necessary to the importance of making employees as passionate about the brand as their devoted consumers. A company should not just be the place they work – it should be a place to thrive, feel connected and inspired.

Thinking beyond the paycheck is critical to this. While tech companies are known for their employee perks, others have gotten the memo. SC Johnson offers concierge service to help employees take care of chores, the World Wildlife Fund offers Panda Fridays where employees can spend time with their families and pursue personal passions and Mars allows pets in the offices of its pet divisions. Understanding what matters to an employee allows for meaningful engagement.

When employees feel touched in heart and mind by the brand, they will readily share that magic with customers. For any brand, that is a winning formula.

**Enshalla Anderson is chief strategy officer at FutureBrand**





## Mind the brand gap – transforming ‘old school’ law firms into switched-on service brands

We’ve got a question for you. How big is your ‘brand gap?’ That’s the gulf between the external perception of your firm, and the brand and digital footprint that supports it out there in the real world. Or, to put it another way, the gulf between the quality of your people and your ability to sell what they do.

Marketing professional services isn’t what it used to be. With the clubbable world of the ‘old school tie’ largely a figment of the past and the competitive environment more ruthless than ever, the creation of a robust and relevant legal brand can be a powerful enabler – and an engine of growth – in otherwise turbulent and challenging times.

Think for a moment about how the large accountants and consultants got with the program. In the space of just 20 years, since the dawn of the consumer internet, they transformed their brands and brand platforms, all backed with media spend designed to land the message: we are outward looking and future focused. Ernst & Young became EY, asking thought-provoking questions of its audience. Deloitte sells its services around ‘actions’ that ‘do the talking.’ PwC says it exists to ‘solve important problems.’ These professional service brands became relevant and connected – positioned ahead of the curve.

Why should some law firms still seem locked in the 1990s, especially when it comes to translating and refocusing their brands for the digital age? Establishing an effective brand can shape and inform every aspect of your communications – internal and external, online and offline, to clients, prospects, journalists and, in the war for talent, to rising stars and prospective hires.

Your brand should do more than become your outward face, defining who you are and how you tell your story. It can power the tools you use and describe your difference; a platform for everything from reshaping your service offering to inspiring innovation and change.

A reinvigorated brand is not a new logo. It is a new way of thinking and working. It’s not who you know, it’s who you don’t know.

Now think beyond your current roster of clients and prospects, to the sectors less traveled and the startups you don’t yet know. How are you reaching them? How will they find you?

The way that clients ‘buy law’ is changing. A new generation of in-house counsel lives online and researches online. And given that by some estimates up to 70% of your prospective buyers will first check out your firm or your lawyers before picking up the phone, the implications for your corporate website are clear. It has become your primary brand platform; a 24/7 resource to invest in, nurture and grow. Time, perhaps, to take a leaf out of PwC’s book. Its top strategic priority? ‘Be technology enabled.’

Our latest industry-wide brand and communications analysis, Living Ratings, makes sobering reading if you’re a legal partner or marketer. Many firms are busy playing digital catchup. This is an encouraging sign. But some of the biggest legal names get a score of ‘must try harder’ for their online communications.

At Living, we work in close collaboration with law firms of all shapes and sizes, from boutique media and IP specialists to US-based international networks. We see life at the sharp end – and understand a sector in the throes of transformation, with cut-throat competition on all fronts.

Our brand revitalizations deliver real dividends for our law clients. By invigorating one international firm’s brand and digital platform, we enabled savings of over \$500k in recruitment fees in the first 12 months alone. Better branded pitch books mean more meetings. Another client of ours noted an uplift of over 25% in final or shortlisted pitches as a result of their new, sharper and more relevant look – while enabling direct digital access to partners has lifted engagement with prospects by over 65%.

Today, digital savviness is the mark of the agile, entrepreneurial law firm. These firms describe their ability to solve business problems, rather than providing a hard-to-navigate shopping list of services. They engage around the clock, using digital channels as conduits for news, insights and solutions. And in an ever more homogenized market, they create brands that stand out, making their specialisms relevant and their points of difference unique. Now, just how big is your brand gap?

**Duncan Shaw is executive creative director at Living Group**

## STRATEGY

### Best brand evolution

#### A+E Networks and DixonBaxi

##### Gold

The History Channel – owned by A+E Networks – had a well-known brand, but one that was caught in the past. Bringing the brand up to date, and establishing it for the future, was a six-month journey of creative thinking and development by DixonBaxi. The network's power is the ability to demonstrate cultural context and create strong emotional connections among its audience; the challenge was getting that to come across in the brand. The new brand is not limited to TV content, but brings the idea of 'humanity's defining stories' across multiple platforms. Focusing on stories meant History was able to unlock the idea of narrative for use in the brand, and move away from a didactic tradition. The evolved brand is built on timelessness, simplicity and confidence, manifested in strong editorial principles that feed into typography, imagery and the creation of an engaging, immersive watching experience.



#### Nielsen

##### Silver

Nielsen, a global performance management company, has almost 100 years of history on which to draw. The positioning for its brand evolution is 'The Science Behind What's Next,' and the visual strategy to accompany it is based on the power of Nielsen data, including custom artwork created from real data, setting an optimistic and confident tone for the future of the company.



#### Saint James USA and Creative Capital New York

##### Silver

Founded in 1889 and original purveyors of the Breton shirt, the evolution of the Saint James brand meant treading a complex line between nostalgia and modernity. The new brand, by Creative Capital New York, is strongly evocative of the Saint James heritage, referencing many traditional aspects of the brand, but it also tells a 21st century story, placing the company firmly in a contemporary context.



#### Octagon and FutureBrand

##### Bronze

Industry-leading sports and entertainment marketing agency Octagon needed to update its brand to reflect wide shifts in the way consumers engage with sports and entertainment. It worked with FutureBrand to develop a new brand focusing on 'Knowing the next right move,' which brings together the agency's corporate expertise with its ability to harness fan passion.



**Highly commended** – Driscoll's and Pearlfisher

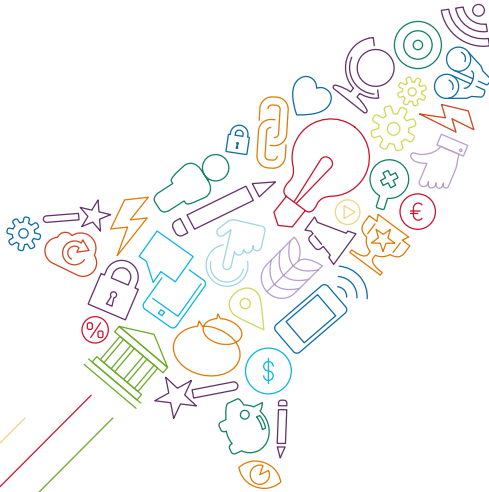
**Highly commended** – InfinityQS International and Refactored

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## Best strategic/creative development of a new brand



### EyeJust and Brand Union

#### Gold

Digital devices have become an unavoidable part of modern life in recent years, but the potential damage they might be doing is often ignored. The high energy blue light emitted by devices is one possible harm, since it can damage eyes and cause issues including sleep deprivation and long term vision problems. The founders of EyeJust created a screen protector that blocks the harmful light at the source, but they needed a brand created in just six weeks for its launch at the Consumer Electronics Show. The Brand Union-developed identity was based on EyeJust's unique positioning – protecting the consumer, not the device. This inspired the tagline 'Stay Protected While Connected,' and typography and iconography were chosen to reference optometry and sophistication, helping to build a brand that sits at the intersection of tech, wellness and beauty. "The approach was very clever and strategic," wrote one of our judges, while the panel praised the "distinct brand strategy" and "unique" visual presence.



### Zenni and Salt Branding

#### Silver

Salt Branding's strategic development of Zenni, one of the first optical companies to focus on online eyewear retail, telling a story of self-expression and developing the concept of 'Eyewear For Every You.' The new brand is distinct from its past life as Zenni Optical, and stakes out a clear space in the market for Zenni.



### Adient and FutureBrand

#### Bronze

Supplier of car seats, Adient, was originally known as Johnson Controls Automotive Experience, working with companies like Audi and BMW. The new brand, positioned around the word 'Right,' was developed by Future Brand around Adient's unique approach and capabilities, shifting away from telling a purely technical story.



### Vium and Branditecture

#### Bronze

As Vium prepared to come out of stealth mode and launch publicly, its name and brand needed to be developed to reflect its status as the leading living informatics platform. The new brand evokes life and energy, and the positioning reflects the company's ambitions. Branditecture created the word 'Vium' as a combination of high technology and biomedicine that will accelerate breakthroughs in human health.

**Highly commended** – Cowen and Thackway McCord

## STRATEGY

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

#### GivGo and Living Group

##### Gold

GivGo is a revolutionary brand that makes corporate giving and auction technology more accessible than ever. In better supporting online fundraising for corporate foundations and their nominated charities, GivGo offers a new opportunity for the brand and its clients. Working with Living Group – which also designed the GivGo brand and name – GivGo was integrated into the brand portfolio with ease. Dubbed 'GivGo, powered by Givergy,' both brand and sub-brand are given due recognition. The brand is playful and digitally savvy and sits well within the wider Givergy family. After a successful launch last year, GivGo helped raise over \$200,000 in funds for charity in its first six months in operation.



#### Alouette and CBA North America

##### Bronze

Alouette, which manufactures cream cheeses and spreads, needed to create a new product to respond to the growing trend of consumers seeking snacks that come in 'guilt-free sizes.' The brand of Alouette's existing products was strong, with good consumer awareness, so CBA North America's development of the brand extension – Le Petite Fromage – meant using existing equity to great success.



## Best naming strategy

### ONMO and Brand Union

#### Gold

ONMO, previously known as OnMobile, is a successful B2B company that creates ringback tone products for feature phones. However, rising smartphone usage was eating into its engagement with users, and the brand needed a new injection of energy in order to engage directly with customers. The name lacked equity, and didn't have the appropriate associations and connotations to reach the young, digitally savvy consumers that the company wanted to target. A new name, developed by Brand Union, was needed to speak to this audience and evoke the creative and engaging products in development. Crafting ONMO was a combination of art and science, achieved by exploring the possibilities of the existing name through a visual and auditory lens. The rendering of the name gives it a strong link to the sonic world, and, crucially, inspires confidence in the executive team who are leading ONMO into the future.



### Cadillac and FutureBrand

#### Silver

The iconic Cadillac brand has defined luxury for generations of car owners. In response to changing trends in automotives, Cadillac rolled out BOOK by Cadillac, its first vehicle subscription service. The new name, crafted by FutureBrand, speaks to both the process and the experience of using BOOK, evoking the idea of life as an 'open book.'



### GivGo and Living Group

#### Bronze

GivGo, which specializes in digital fundraising for corporate foundations and their nominated charities, and helps solve the problem of corporate wastage, sits within the Givergy group. The new brand name, by Living Group, evokes the equity of Givergy, and combines both parts of the business – the bidding aspect, and the rewards garnered by employees.

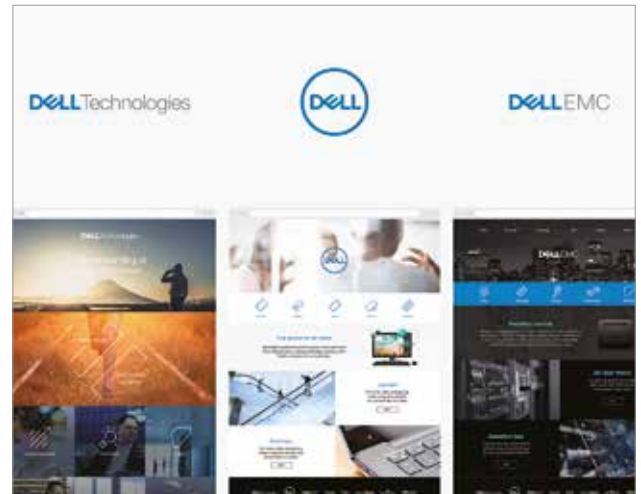
## TYPE

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

#### Dell and Brand Union

##### Gold

In late 2015, Dell acquired EMC in the largest technology acquisition in history, a deal worth an astonishing \$67bn. This historic merger brought together two strong brands, and created one master brand – Dell Technologies – as well as two sub-brands, Dell and Dell EMC, to represent the B2C and B2B sides of the business. Each individual brand needed to signal the changes that had taken place and their unique identities, but the system as a whole needed to be cohesive, and crucially leverage the strong equities of pre-existing brands. Brand Union structured the new brand and crafted a visually distinctive, but flexible approach, so that different parts of the business can address different audience needs. It also allows Dell Technologies to increase its credibility with the enterprise market, without losing its reputation with consumers. Our judges praised the “thoughtful execution” of the new brand and the “methodical” approach to using customer and company insight in the rebranding project.



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

#### Zenni and Salt Branding

##### Gold

Zenni Optical pioneered an online prescription eyewear purchasing model, with great success, reaching a point where it was selling 4m pairs of spectacles each year. Zenni promised huge choice and low cost, but the brand needed to be updated to reflect the mission of creating a more emotional connection with their consumers, and moving away from a pitch that was based purely on low prices. Salt Branding developed the new brand around the idea of ‘Eyewear For Every You,’ as Zenni’s approach means customers can afford multiple pairs of glasses, extending their sense of self-expression and style to their eyewear. Price is still a part of the brand, but used in service of making a statement about the self and fashion. The new look of the brand in advertising and retail is also a richer, more full identity, driven by fashion and reinforcing the strong quality and craft of Zenni products.



#### LCH and 8 Point Studio

##### Silver

LCH Clearnet, an international clearing house that serves exchanges, platforms and markets across the financial world, was burdened by a traditional, unglamorous and slow brand. The new identity, by 8 Point Studio, shows that LCH is a collaborative, energetic and visionary organization that maintains the attributes of trustworthiness and safety that it has built up over the years.







### Tyson Foods and Brand Union

#### Silver

Tyson Foods has a portfolio of over 28 brands; it epitomises a modern food company, but needed a brand that could adequately support a full brand architecture, as well as convey its roots as an agricultural pioneer. The new identity by Brand Union embraces the company legacy, and communicates the ambitious strategy of raising the world's expectations for sustainable food.

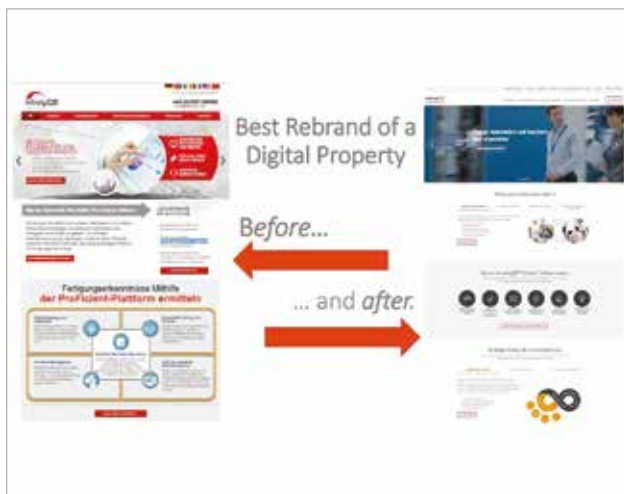


### Nielsen

#### Bronze

Global performance management company Nielsen has almost 100 years of history to draw on for its new brand. It needed to convey an optimistic and confident tone about the future of the company, built around the strategy of 'The Science Behind What's Next,' and using real Nielsen data within the identity.

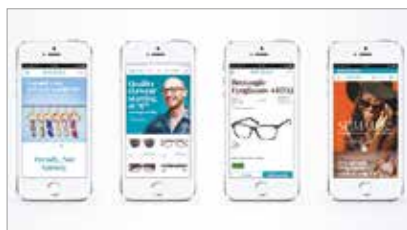
## Best rebrand of a digital property



### InfinityQS International and Refactored

#### Gold

InfinityQS, a market leader in quality intelligence software, runs platforms that help manufacturers gather and track data, then turn it into useful intelligence. The brand needed a complete overhaul to match its position as a global leader, and the brand story needed to be framed in terms of a human connection. The site, the main touchpoint for the brand, also had to be completely localized, and able to deliver differentiated content to global markets, in four languages. Online conversions are the critical milestone of the InfinityQS sales funnel, which meant that the new website had to be fully testable, with sophisticated tracking and analytics built in. The new brand, by Refactored, is greatly simplified and streamlined, bringing a modern, clean approach to InfinityQS's outlook on the world; and the numbers behind the new site show the success of this approach, with a four-fold increase in the number of qualified sales prospects in the year since launch.



### Zenni and Salt Branding

#### Silver

The strategic development of Zenni – one of the first optical companies to focus on online eyewear retail – saw Salt Branding focus on telling a story of self-expression and develop the concept of 'Eyewear For Every You'. The new site is fashion-focused and tells the story of the quality and craft behind Zenni's products, as well as promoting its affordable price point.

## SECTOR

### Best visual identity by a charity, NGO or non-profit

#### British Benevolent Society and CBA North America

##### Silver

The British Benevolent Society of California has supported British citizens in need who have lived in the state since 1896. The new identity, by CBA North America, connects with a more modern generation of expats and raises awareness of the services providing by BBS – the shortened name was key to developing a brand that was engaging for a younger demographic.

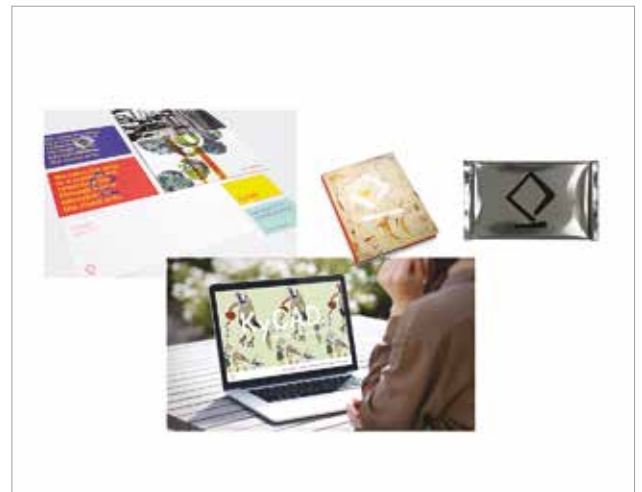


### Best visual identity from the education sector

#### Kentucky College of Art + Design and Bullhorn Creative

##### Gold

Kentucky College of Art + Design, also known as KyCAD, is the only dedicated art school in the state, and it combines the capabilities of a large institution with the personal appeal of a smaller school. Its original branding was conceived in a rush prior to school's launch. It was time to rethink it, so it could accurately convey the culture at KyCAD and appeal to new students. Bullhorn Creative began by installing a community board in the central campus to get students to communicate their thoughts about their work and campus. The new brand captures the rebellious nature of KyCAD and its opposition to the more staid approach to art education. The identity can be used on its own, to frame student work, in hand-drawn applications – the potential uses are many. The colors of the identity are unexpected and energetic, matching confident language and reflecting the personalities of the students and faculty who make KyCAD a unique place.



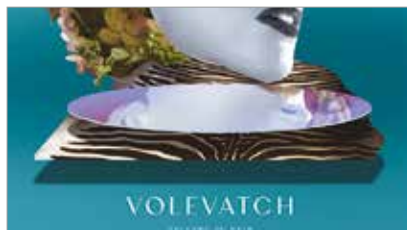
## Best visual identity from the engineering and manufacturing sector



### Adient and Futurebrand

#### Gold

For 30 years, Johnson Controls Automotive Experience supplied car seat parts and whole seats to the biggest names in the automotive industry, including Audi and GM, as part of an international technology company. The decision to transition to an independent brand that would focus only on car seating, brought challenges – including implementing the new brand across 230 locations in 33 countries, and communicating it to over 75,000 employees. The new brand, now known as Adient, is based on the core idea that captures the spirit of the company, 'Precisely Right.' This strategy, by Futurebrand, shifted the positioning of Adient from a technical, product-focused brand to a more unique identity based on the company's particular approaches and capabilities. The new visual identity was based on elements from automobiles, including a logo inspired by the lines on a highway and stitching on car seats. The color palette, typography, imagery style and other aesthetic elements all grew out of this, and convey the brand's focused, genuine and ambitious attributes.



### Volevatch and Creative Capital New York

#### Silver

This luxury French bathware brand, which has decades of history – and consequently, brand equity – from creating the world's most decadent bathrooms in locations including Versailles, needed a new identity for launch in different markets. The visual identity, by Creative Capital New York, now focuses on Volevatch's goldsmithing heritage, and emphasizes its deserved reputation for excellence.

## Best visual identity from the fast-moving consumer goods sector



### General Mills and CBX

#### Gold

The project of rebranding Chex meant unifying the existing portfolio – which includes Rice Chex, Corn Chex, Wheat Chex and Chocolate, Vanilla and Honey Nut Chex – under a master brand. The message that the new identity needed to convey was clear and straightforward: 'simple wellness.' This taps into Chex's commitment to using simple grains in its products, and its emphasis on raising healthy, happy families. The identity needed to be modernized, and the brand brought into an ownable visual space, where it would be clear that Chex was made by people, for people. CBX implemented visual codes including symbolizing the grains used for each product on the boxes, maintaining the iconic square shape of the cereal, and introducing more arresting, dynamic visuals for packaging, that also promoted the 'Simply Nutritious' tagline – again emphasising the fact that Chex uses simple grains. In a crowded marketplace, the new Chex identity creates great impact on shelves.

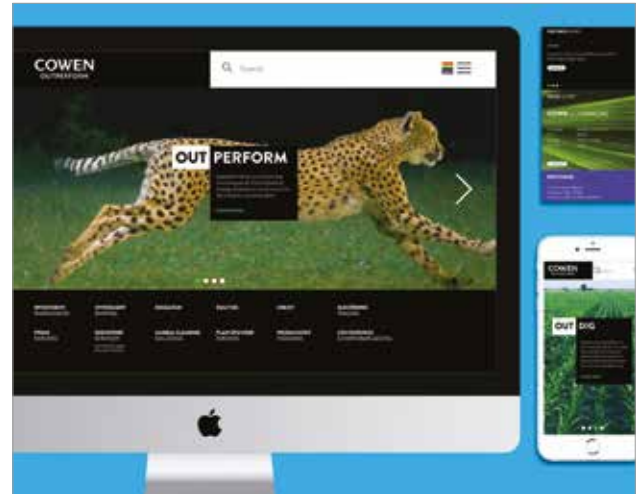
## SECTOR

### Best visual identity from the financial services sector

#### Cowen and Thackway McCord

##### Gold

Cowen, a boutique investment bank, was previously regarded as an innovative leader in the healthcare and technology sectors, where its research and execution capabilities placed it at the top of the field. A merger in 2009 with Ramius brought with it a new CEO and management team, which reorganized and revitalized the firm, but five years later, the brand needed to catch up to the new approach. The complete identity redevelopment, by Thackway McCord, started with a strategic overhaul and revised wordmark, and ended with a new website, a full suite of branded collateral and applications across multiple touchpoints. The new brand conveys Cowen's commitment to outperforming its counterparts and its ability to combine expert, sector-specialized research with a broad range of high quality services and an active, integrated approach. The new positioning of 'Cowen: Outperform' was threaded into the visual identity at every stage, with strong differentiation from the marketplace.



#### LCH and 8 Point Studio

##### Silver

Traditional perceptions of clearing suggest that it is an unglamorous and slow-moving sector of financial services – and LCH Clearnet's previous brand unfortunately upheld that interpretation. Its new visual identity, by 8 Point Studio, shows that LCH is a collaborative, energetic and visionary company. The new brand maintains the attributes of trustworthiness and safety that the business has built up over its history.



#### Sentry and FutureBrand

##### Bronze

An aged logo didn't help heritage insurer Sentry stand out to a modern audience. The firm worked with FutureBrand to develop a more cohesive, friendlier approach that still inspired confidence in the insurer through a sense of partnership between the brand and its stakeholders. Judges said this modernization was refreshing and inspiring.



## Best visual identity from the food and beverage sector



### Tyson Foods and Brand Union

#### Gold

One of America's favourite purveyors of poultry products, Tyson Foods, and its 28 sub-brands, was beginning to look tired. Competing with new formats of food shopping and delivery, the heritage brand had to reexamine its past for a brighter future. It worked with Brand Union to develop a corporate brand and transparent architecture that would serve all of Tyson's products for the better. Brand Union alit upon the TF monogram as a way of building the brand's heritage into its visual identity. Changing the color palette from red and yellow to navy blue helped reinforce this message. A new typeface supported the other elements in the company's shift from simply a recognisable product brand to a mature, longstanding family company that could inspire brand loyalty and evoke the standards upheld by the company. Judges said the strategy was commendable in a time of uncertainty for the grocery sector.



### Niemann Food, Inc. and Shook Kelley

#### Silver

County Market, the grocery concept run by Niemann Food, Inc., needed a new brand that could help it attain success. The opening of a new site in Champaign, Ill., was the perfect opportunity to develop a brand that could capture the organization's historical legacy and roots in family farming, while also appealing to new trends. Shook Kelley developed the new Harvest Market brand with a clean, contemporary approach.

## SECTOR

### Best visual identity from the professional services sector

#### Octagon and FutureBrand

##### Gold

With years of success in the sports and entertainment marketing sector, Octagon had become an industry leader. However, with a shift in the way clients were seeking representation and support in the sector, Octagon's brand needed to change. Managing over 13,000 events and 800 athletics and personality clients worldwide every year, Octagon's new brand had to acknowledge its past but prove its future focus. FutureBrand's solution was to create a brand that could better reflect the company's internal structure and client base, but to more comfortably sit alongside the major entertainment and athletics brands it supports and collaborates with. A futuristic, but refined typeface helps achieve this with support from a color palette comprised of red, gold, black and gray. Judges said the iconography design and image selection were key aspects of this striking rebrand.



#### JoTo PR

##### Silver

JoTo PR is based in Tampa, Fla. and operates in the B2B market for clients who are transforming their chosen industries. The JoTo approach is based on the notion of anti-PR, 'striving to disrupt what the business sees as the ineffective norms of other agencies. The visual identity developed by JoTo emphasizes this disruptive nature, choosing blood red, dark gray and white as its central colors, and opting for a modern, versatile, hard-edged logo.



## Best visual identity from the retail sector



### Electro and Interbrand

#### Gold

The challenge facing Electro was to redefine what a specialty electronics store could be in the Kingdom of Saudi Arabia. The company was already the category leader in KSA, but benefited from little differentiation and few opportunities for growth. The new positioning, developed by Interbrand, casts Electro as an innovative curator of electronics that connects people and technology, brought to life in the business' prototype retail space in Jeddah. Service was put at the heart of the store quite literally, with customer support located in the middle of store. Electro was positioned as a 'Tech Oasis,' with the technology that customers need to optimize their lifestyles. The store was designed as an inviting experience, with elements positioned to encourage vertical circulation in the space, and the retail design maintained a sense of beauty and elegance throughout.



### Saint James USA and Creative Capital New York

#### Silver

The new visual identity for the Saint James brand, by Creative Capital New York, draws on the brand's history, combining nostalgia with cutting-edge modern applications. Saint James dates back to the late 19th century, and collaborations with modern American companies such as J.Crew and Coach have brought the French clothing company to the attention of a younger generation.



### Zenni and Salt Branding

#### Bronze

Redeveloping online eyewear pioneer Zenni's brand led to positioning that focused on self-expression and fashion. The tagline 'Eyewear For Every You,' was created by Salt Branding. The visual identity accompanying the new positioning is fashion-focused and seasonal, while also telling the story of the quality and craft behind the brand's products.

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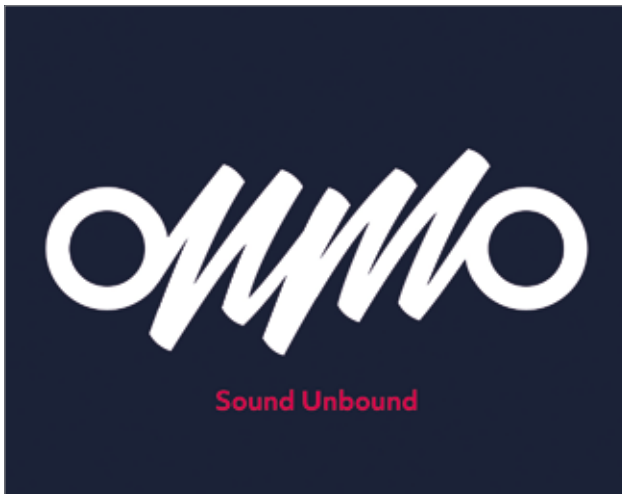


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## Best visual identity from the technology, media and telecommunications sector



### ONMO and Brand Union

#### Gold

The Bangalore-based ONMO, formerly known as OnMobile, enjoyed great success with its ringback tone product for feature phones. However, rising smartphone usage was eating into its engagement with users, and the brand needed a new injection of energy in order to engage directly with customers. ONMO had to take ownership of its sonic world in order to meet the challenges of moving into a new audio space. The new name and positioning of 'Sound Unbound,' developed by Brand Union, were crucial, but it was in the visual branding that ONMO displayed real innovation. The shape of the letters in the word ONMO were transformed into sound waves, giving the name an extra dimension through which to represent ONMO's presence in the world. Using soundwaves as inspiration for the wordmark led to the creation of a 'living logo,' which was then threaded through the visual identity at all touchpoints.



### Nielsen

#### Silver

Nielsen, a global performance management company, has almost a century of history to draw on when it came to rebranding. The positioning for its brand evolution was 'The Science Behind What's Next', and the visual identity to accompany it was based on the power of Nielsen data, including custom artwork created from real data, setting an optimistic and confident tone.



### GivGo and Living Group

#### Bronze

GivGo, which sits within the Givergy group as a startup initiative, specializes in online fundraising for corporate foundations and their nominated charities, and helps solve the problem of corporate wastage. Living Group worked on GivGo's new visual identity which focuses on mutual benefits, conveyed in the GivGo name, and it has been successfully and creatively applied across online and offline touchpoints.



### McAfee and Solid Branding

#### Bronze

Cybersecurity company McAfee was in need of a new brand following a change in organizational structure. Its new visual identity by Solid Branding makes use of the M shield that has been part of McAfee's identity for years, redesigning it from scratch to create a strong icon that conveys security and protection, while reminding consumers of McAfee's history.

**Highly commended** – Genesys and Landor



## Great brands are built with feelings, not data

Great branding is not only about being strategic or designing really cool logos. And it's not accomplished by doing a deep data dive, either. Of course, research, strategy and design are crucial. Yet, I mostly think about brands as relationships, and relationships are based on feelings, not data.

It's about human connection. When brands are at their best, people literally talk about loving them. When I say 'people,' I don't mean just customers but also employees, partners, investors, the press, etc. I prefer to use language that is less about technical processes and industry terminology, instead focuses on the emotional impact of what brands hope to accomplish.

After all, the goal is to build brands that people fall in love with. Here are a few things to think about. Be honest. Nothing beats honesty. Regardless of the new trends towards alternative truth, we think people prefer the real truth. The word that has been overused in branding circles lately is 'authentic.' But what authentic really means is to be true to yourself and to your values. I invite our clients to think about what their brand's values really are (or what they want them to be) and we encourage them to make them come true in everything they do. When you live by your values you are being honest. When you are honest, people respect you.

Be courageous. Playing it safe is the riskiest thing you can do. It takes guts to follow your gut. How can you be innovative unless you try something that you haven't done before? I don't like to underplay the value of intuition. Although intuition is hard to quantify; you just know when something feels right. I don't advocate being reckless, however I've found that when brands don't consider ways to truly surprise, excite, motivate and engage, the results can be just as damaging. Playing it safe will make you reliable and predictable – but it can also make you a bit of a bore – and when was the last time you loved a boring brand? We invite our clients to be courageous. The results can be surprising.

Be good. Looking good is just not good enough anymore. Actually, it never was. Unfortunately, some brands, like some people, believe that it's all they need to stand out in a crowd. And it might work, at first. But not in the long run. Not if you want to build long term relationships.

I help our clients to be good to their customers by designing products and services that truly improve quality of life. I believe that being good to employees is important, not only to the employees and their families, but also to a brand's customers. So is being good to our planet (it's the only one we have). Taking shortcuts in the name of profits is short sighted. It's amazing what a difference doing the right thing can make.

Have fun. Life is too short not to have a little fun. Sometimes brands take themselves too seriously. Even if you are in a very serious industry, let humor be a part of your culture. After all, laughter is a good thing in every relationship. Ask your doctor, and he'll tell you that people that laugh often live longer. Everyone likes to smile every once in a while. Imbue your brand with a little humor, and you'll see your customers smile when they think about your brand.

**Alfredo Muccino is founder and executive creative director at Solid Branding**



## Defining moments lead to compelling brand stories

There's a lot of talk these days about brands needing to be storytellers; especially FMCG brands that have gone into epic overdrive. But what does this mean for organizations, especially those facing defining moments in their histories?

It doesn't mean a lot of meaningless chatter on social media or creating false mythologies about your business or pretending it can talk. In our view, this has trivialized the impact the narrative can achieve when used with purpose.

What it does or can mean starts with understanding why we as human beings tell stories in the first place, and how we can apply what makes for a compelling story in the entertainment space to the business of building brands and communicating what they have to offer all their audiences. Used effectively, narrative translates strategy from abstract intent to tangible action. This is of utmost importance during times of transformation.

At Thackway McCord we call these times 'defining moments.' Great brands and great stories emerge from such moments. A new CEO, a merger, an IPO, a competitive threat, diversification, a new direction – they may come in the guise of challenges, but we see them for what they truly are: opportunities to strengthen your brand, build value in your business and open a new chapter on its story. It's not about looking back, but forward, and using change and the challenges it brings to re-engage all audiences in this story.

Storytelling is a uniquely human, completely universal form of communication. We told stories long before we wrote them down, to help explain our world and convey critical information about it. We told stories to help nurture belonging and forge bonds of community among tribal units. And we told stories to inspire others to see our view of the world, and join us in trying to change it. The very things brands attempt, but with eons of evolutionary advantage. We are predisposed as a species to receive and act on information presented as narrative.

Great storytellers simply exploit this predisposition for entertainment and profit. What works for compelling entertainment narratives also applies to corporate brand building. Especially when responding to those business-critical defining moments that compel organizations to take stock of who they are, what they have to offer and what lies ahead of them. This is precisely what the hero does at the start of every film, when similarly compelled to respond to the challenges that test their mettle. We follow them as audiences only if we believe in them, care what happens to them, and want to go on the journey with them.

Ensure your brand can do the same, when those defining moments present themselves.

**Simon Thackway is partner at Thackway McCord**

## SPECIAL AWARDS

### Best overall visual identity

#### ONMO and Brand Union

##### Winner

This year's winner of the 'Best overall visual identity' award is a brand that faced major challenges. Known as OnMobile, the Bangalore-based business had enjoyed great success with its ringback tone product for feature phones. But rising smartphone usage was eating into user engagement, and the brand needed a new injection of energy in order to engage directly with customers.

Similarly, its name lacked equity with consumers, and didn't have the appropriate associations and connotations to reach the young, digitally-savvy audience that the company wanted to target. Creating ONMO was a combination of art and science on the part of Brand Union. It was achieved by exploring the possibilities of the existing name through a visual and auditory lens. The positioning, 'Sound Unbound,' reflected the innovation that ONMO is bringing to the market.

The resulting identity is based on the resulting script-like wordmark and the sound bars that derive from the audio brand. The colorful brand system allows ONMO to differentiate itself in the sector and make excellent use of a digital-first brand. Brand Union's ability to integrate all touchpoints – from audio to visual to strategic – seamlessly into one brand see ONMO's rebrand outclass its peers in the telecommunications sector and beyond. Our judges said this was "a beautiful identity," and called the new strategy, "A brilliant creative solution...simple, bold and graphic."



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## SPECIAL AWARDS

### Grand prix

#### A+E Networks and DixonBaxi

##### Winner

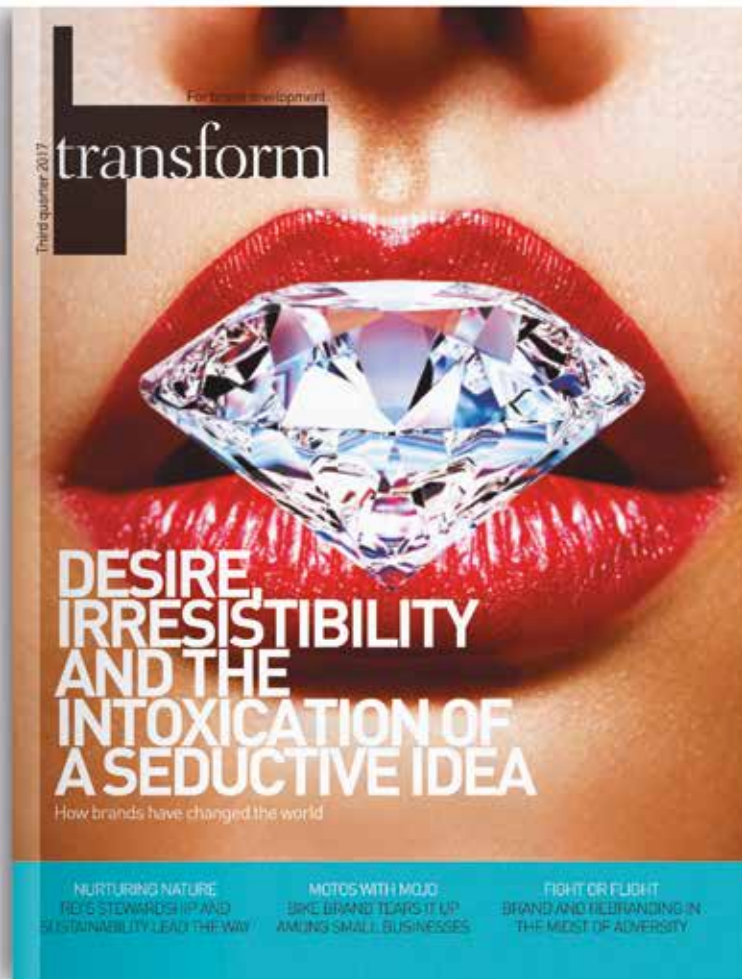
The Grand prix of the Transform Awards North America 2017 has been awarded to a rebrand that our judges called, "Strong, bold, memorable and quite revolutionary." The History Channel had a well-known brand, but, perhaps too neatly, it had got stuck in the past, and was associated with an older, less desirable demographic.

After six months of creative thinking and strategic development alongside DixonBaxi, the new brand was rolled out across broadcast, digital and print platforms. The power of the History Channel is its ability to demonstrate cultural context and create strong emotional connections among its audience; this was brought out through the central concept of 'humanity's defining stories.' Focusing on stories, and shortening the channel's name to History, meant the channel could unlock the potential of narrative for use in the brand. The new identity is built on timelessness, simplicity and confidence, manifested in strong editorial principles that feed into typography, imagery and the creation of an engaging, immersive watching experience.

A sharp new use of visuals and striking accent colors allows History to usher in a new era of on-screen idents, as well. The brand, once disparate and dull is now cohesive, integrated and intriguing. "History is about the people and events that have shaped our societies in meaningful and integral ways," wrote one of our judges. "Bringing humanity to the forefront of the creative was the most important element to achieving a successful rebrand."



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