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**Transform Awards
Asia-Pacific 2017**



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Examining this year's crop of Transform Awards Asia-Pacific winners and nominees has been an interesting process. Typically, there is a mix of tourism brands, local brands turning global and a couple of global brands focusing on a local market.

This year, it was a joy seeing brands from right across the region – from New Zealand to mainland China to Vietnam – and of every kind of brand project imaginable win gold awards. I enjoyed reading about Saint James' work to localise a French heritage brand, and Konica Minolta's introduction of a new member to its family. I thought HSBC's refining of its credit cards made for a bold new brand asset and mergers like Frucor Suntory and CCA Winslow in Australia generated united brands that were stronger than the sum of their parts.

But the night's premiere winners, Homeward Bound and AutoPlus, represent the best of the best. AutoPlus which took a brand in the unsexy auto retail sector and turned it into something visually enticing, with a relevant positioning and a better outlook for the future. Homeward Bound looked at two problems – climate change and a lack of women in STEM jobs – and found a way to solve them both with one project. Its push to allow female scientists to work and study in Antarctica is groundbreaking, literally and figuratively.

It is with pride and pleasure that I congratulate all the winners of the 2017 Transform Awards Asia-Pacific. Congratulations and well done!

Brittany Golob
Editor, Transform magazine

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The judges



Maria Bourke, brand director, Asia-Pacific, Steelcase

Maria is brand director, Asia-Pacific at Steelcase, the global leader in the office furniture and work life solutions industry. She is responsible for building brand awareness and engaging brand experiences while overseeing future direction of the brand. Maria has over 20 years of experience in brand, innovation and creative strategy with extensive multidisciplinary design experience from in-house, corporate and consultancy roles. She has covered the electronics, lifestyle entertainment, luxury, workspace and technology sectors and worked with leading global brands across Europe, US and Asia-Pacific.



Basil Cheung, brand manager, UberEATS

Basil holds a master's in advertising from the Chinese University of Hong Kong. Basil joined UberEATS in January 2017 as its brand manager. Based in Hong Kong, he manages UberEATS Hong Kong's branding and regional growth strategies. In addition, Basil provides strategic counsel on marketing strategy, campaign executions, and big data analysis. Basil has worked for several global advertising agencies, including Leo Burnett, Ogilvy & Mather and McCann & Spencer. He has worked closely with a diverse range of global clients such as P&G, Pfizer, Cathay Pacific, Kimberly-Clark, Swire and Bank of China.



Elizabeth Clerke, head of brand, BT Financial Group

Elizabeth is an experienced brand manager with a background in account management and strategy. She has worked with retail brands throughout her career, having run the MYER account for five years through traditional channels and online opportunities. Previously, she was the business director at the Iconic and ran the Telstra business for two years. She has experience in the financial market having worked on Westpac and St. George. She is a committee member of the gender diversity working group for Australia's Communications Council.



Adam Cowlshaw, head of marketing, Studio XII

Adam is currently head of marketing at Studio XII, Asia's leading distributor of over 20 health and beauty brands, including HASK beauty, based in Singapore. Previously, he led marketing, communications and strategy for Doctors Beck & Stone, a growth-phase veterinary company, with operations across mainland China, Hong Kong and Singapore. He developed the brand platform and regional marketing strategy, leading a series of transformative projects across communications, corporate identity, customer experience and product development.



Leslie Fok, marketing director, LAWSGROUP

Leslie is currently the marketing director at LAWSGROUP – one of the leading global garment manufacturers with offices, factories, retail shops and more than 20,000 employees around the world. Leslie leads the group's marketing and branding department and the leasing, marketing and operations teams. He oversees and develops strategies in leasing, branding, marketing, PR, creative, corporate communications, CSR and CRM. Prior to LAWSGROUP, Leslie played a leading role in marketing in various international groups for over 10 years.



Michael Friedberg, head of commercial marketing/market strategy, IBM Digital Business Group

Michael has almost 20 years of experience in marketing, primarily focused on the tech sector. His roles over this time have reflected the challenges that businesses face as they digitally transform to meet the ever demanding needs of their customers, patients and citizens. Michael runs two teams at IBM, one of which identifies the needs of the market, at a buyer level, the second allows sellers to use the latest data analytics, digital and social tools plus digital content to engage with a wider group of buyers to understand how IBM's capabilities can be used to solve problems.



Harsha Harjani, corporate communications lead, Aviva

Harsha is the corporate communications lead for Aviva in Asia. She is passionate about leadership and culture change and has built a career that has spanned the entire spectrum of communications, from internal to external, from the public to the private sector. She has a track record of delivering results, providing sound counsel and building trust and relationships across functions and markets.



Mary Kavanagh, senior communications specialist, Munich Re Group

Mary is a journalist and marketing and communications professional with close to 20 years of experience in global and Asia-Pacific-based roles. She has worked in several industry sectors with 10 years in global roles at Microsoft working on all aspects of communications. She led regional internal communications at Barclays and BT Global Services before taking up an editorial role at Li & Fung, and subsequently a communications consultant role at Munich Re. Mary has a MA in journalism from Hong Kong University and is the Hong Kong correspondent covering the diamond industry and fine jewellery auctions for Rapaport.



Hillman Lam, general manager, international business, Ctrip.com

Hillman is the general manager for Ctrip.com International Ltd in Hong Kong and Taiwan. Prior to Ctrip, Hillman has accumulated marketing experience with growing companies such as Zuji, Plaza Premium Lounge and Hong Kong Airlines. Hillman has built an extensive network across media and travel industry, honing his expertise in online-to-offline marketing, sales opportunities, partnerships and business development. His unique insight of travel, combined with his experience in e-commerce and passion for brand identity, drives his focus on delivering the most innovative, customer driven solutions.



Sean Lang, deputy programme director, Greenpeace East Asia

Sean Lang works for Greenpeace East Asia as deputy programme director, responsible for the organisation’s communication strategy. He has built up a global team and led it to implement more than 20 projects, while overseeing the organisational digital strategy design. This has driven Greenpeace to adopt digital and maintain its position at the cutting edge of the industry. Before Greenpeace, Sean worked for international businesses as a marketing specialist and director. Sean graduated from Peking University with a political science degree.



David Leung, head of branding and research development, Maxim’s Caterers Ltd

David is an expert in branding and marketing, connecting people with brand experience through innovative strategies. He has helped orchestrate advertisements, branding identities, product development and shop interior designs for the past decade. David is also equipped with a decade of experience among international advertising agencies, building up creative teams, both local and overseas. David started his career in Hong Kong as an entrepreneur in digital interactive media in the 1990s, when the Internet speed was only 14.4 Kbps.



Kris Leung, associate director, corporate communications and client relations, Vigers Group

Kris is responsible for overall corporate communications, marketing, research and client relationship management for a surveyor headquartered in Hong Kong. He has been working in marketing for over 10 years, after graduating from Northumbria University. He has successfully worked with brands in various sectors and has enhanced their overall brand images to the public. Kris is currently a professional member of the Chartered Institute of Marketing and Hong Kong Public Relations Professionals’ Association. Currently, Kris is pursuing a law degree.



Sharon Lun, head of corporate communications, HAECO

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



Jen McCombie Burman, head of marketing, Indigo Living

Jen leads the marketing team at Indigo Living, which encompasses both its B2C and B2B offerings across Asia-Pacific and the Middle East. She is a marketing and branding professional with over 12 years of experience in creative agencies and in-house roles for fashion and travel brands. The past seven years have seen her in the role of global marketing manager for Pacsafe, and more recently, Indigo Living. Adopted and raised in Hong Kong by British parents she has an international, multicultural background and has worked for TBWA, M&C Saatchi, Publicis and Pacsafe.



Martin Newell, senior brand manager, Moet Hennessy Diageo

Martin is a passionate marketer who is dedicated to creating amazing brand experiences and telling great stories that get people talking. With a strong commercial background, Martin understands the importance of the right strategy and consumer proposition to achieve commercial success. He has lived and worked in Asia, the UK, Australia and New Zealand. Currently, Martin works with Diageo on Johnnie Walker, Tanqueray and its luxury spirits portfolio in Hong Kong. His career has been built in the drinks industry and hospitality, having previously held roles with Bacardi and New Zealand startup, 42 Below vodka.

WHAT A CORKER!



Before all the champagne gets drunk and dancing-feet soothed, we would like to say “Massive Congratulations” to all winners at tonight’s Transform Asia Awards.

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Carter Ng, head of corporate communications, Hong Kong Red Cross

Carter is currently the head of corporate communications at the Hong Kong Red Cross, working to steer the strategic direction of the agency's branding. He has over 10 years of experience in major local and multinational media corporations and NGOs including TVB, Star TV, ATV and YMCA. A specialist in media relations, digital media, public relations, marketing and crisis management, Carter holds a degree in English for professional communication from the City University of Hong Kong and obtained a BA in public policy and management from the University of Hong Kong/Murdoch University.



Duncan Shaw, executive creative director, Living Group

As a co-founder of Living Group, Duncan has over 20 years of brand and digital communications experience and has worked with clients that include EY, Citi, HSBC, Morgan Stanley, State Street, Latham & Watkins and Nomura. Duncan has gained great insight into many of the current branding and communication challenges within the financial, professional services and technology sectors. Duncan is also responsible for the development of new accounts and continued client relationships, strategic planning on large client projects, as well as the management of Living's work in London, Hong Kong and New York.



Andrea Vitali, marketing director, Asia Pacific, Mattel

In his role at Mattel, Andrea creates playful and engaging campaigns for iconic toy brands, including Barbie and Hot Wheels for the Asia Pacific markets. In 2007, he joined the Mattel family in Italy, his home country. Since then he's made his international mark with the company, taking on roles in Barcelona and Paris, before moving to his current role in Hong Kong. Prior to Mattel, Andrea worked in product development for the chocolate confectionery company, Ferrero.



Bradley Wadsworth, VP training and internal communications, Global Cloud Exchange

Bradley is VP of training and internal communications at Global Cloud Xchange, a subsidiary of Reliance Communications. With over 20 years of experience in Asia specialising in marketing and HR, he helps build brand awareness internally and externally through training and corporate branding. Bradley is a recipient of the Hong Kong Management Association's 'Distinguished trainer award.' He holds a BA in business administration from the University of Texas at Austin, an MBA from the Thunderbird School of Global Management and is working toward a PhD in Business Administration at SBS Swiss Business School.



Bonnie Wu, corporate communications director, Anbang International

Bonnie is a communications leader with two decades of global experience helping multinational companies build success through strategic communications and brand management. She is currently the corporate communications director at Anbang International, the global investment arm of Anbang Insurance Group. She is in charge of M&A communications, brand building strategy and employee engagement in all markets outside of China. Before that, she held senior communications roles in leading financial institutions. Bonnie speaks and writes fluently in English, Mandarin and Cantonese.



Yukino Yamamoto, managing director, Labbrand Asia

Yukino leads Labbrand's operations in Asia. Previously the GM at Labbrand's Shanghai headquarters, she guides brands to success by leveraging foresight and ensuring the actions taken are impactful, relevant and aligned with the brand's purpose. With her Asian background and European education, Yukino understands the power of culture-specific interpretations behind brands and assists clients in finding global solutions that transcend cultural boundaries, while staying faithful to the brand's original values and core ideas. Among these brands are Lorenza, Swarovski, the Honest Company, LinkedIn, HP and L'Oréal.



Natalie Yuen, senior manager, public affairs and communications, FrieslandCampina

Natalie joined FrieslandCampina (Hong Kong) Ltd (FCHK) in 2012 to establish its public affairs function. Natalie leads the strategic development and oversees the execution of FCHK CSR campaigns, external communications, crisis management and stakeholder engagement. Under Natalie's leadership, FCHK received over 20 awards in the past three years. Before joining FCHK, Natalie demonstrated extensive experience of public affairs, PR and communications from the agency and in-house perspectives in the beauty, healthcare and pharmaceutical, IT innovation, banking and insurance and entertainment sectors.

The winners

Content

Best use of a visual property

Gold – HSBC and Shift Partners

Silver – Lovita and Creative Capital

Silver – TimeVallée and MerchantCantos

Bronze – CIC Asia Pacific and Sedgwick Richardson

Highly commended – Konica Minolta and Frank, Bright & Abel

Best brand architecture solution

Silver – GrandVision and Shift Partners

Best use of copy style/tone of voice

Gold – GB Care and Creative Capital

Silver – GB Home and Creative Capital

Bronze – Konica Minolta and Frank, Bright & Abel

Best brand experience

Gold – Saint James and Creative Capital

Silver – Amnesty International and Brand Union

Silver – Eu Yan Sang and FITCH

Bronze – Mavis Vivaudou and Creative Capital

Highly commended – Diamond Exchange and Traffic

Highly commended – Lovita and Creative Capital

Best use of packaging

Gold – Aunt Jean's Dairy and O-I New Zealand and Voice

Bronze – GB Care and Creative Capital

Highly commended – Saint James and Creative Capital

Highly commended – Uni president – Green Tea and Creative Capital

Best wayfinding or signage

Gold – OJI Fibre Solutions and Voice

Silver – GB Home and Creative Capital

Bronze – Best and Creative Capital

Highly commended – Innosparks (an ST Engineering Open Lab) and Brand Union

Best use of audio branding

Gold – Hyundai Motor Company and why do birds

Best use of typography

Gold – Amnesty International and Brand Union

Silver – Keppel Land and Sedgwick Richardson

Bronze – Ooredoo and Brand Union

Highly commended – Uni president – Green Tea and Creative Capital

Best place or nation brand

Gold – Empire City and Sedgwick Richardson

Silver – SPTO South Pacific Tourism Organisation and FutureBrand

Bronze – Hong Kong Tourism Board

Process

Best internal communications during a brand development project

Silver – Lifestyles Jissbon and Labbrand

Best implementation of a brand development project

Gold – GrandVision and Shift Partners

Gold – MetLife and Prophet

Silver – Lovita and Creative Capital

Bronze – Mavis Vivaudou and Creative Capital

Best implementation of a brand development project across multiple markets

Gold – HSBC and Shift Partners

Silver – Healthy Breath and Voice

Bronze – Mavis Vivaudou and Creative Capital

Best localisation of an international brand

Gold – Amnesty International and Brand Union

Silver – SPD Silicon Valley Bank and Labbrand

Bronze – Saint James and Creative Capital

Strategy

Best creative strategy

Gold – Empire City and Sedgwick Richardson

Silver – HSBC and Shift Partners

Bronze – Mavis Vivaudou and Creative Capital

Highly commended – MetLife and Prophet

Highly commended – New Payments Platform and FutureBrand

Best brand evolution

Gold – WTT and MerchantCantos

Silver – Adapt Ventures and FutureBrand

Bronze – Mavis Vivaudou and Creative Capital

Bronze – Zooper Dooper and Elmwood

Highly commended – Mamaway and Brand Commerce Consultancy,

Isobar China Group

Highly commended – Rumah Zakat and DM ID Group

Best strategic/creative development of a new brand

Gold – Homeward Bound and Elmwood

Silver – Fox Networks Group and Prophet

Silver – TTX (Table Tennis X) and Brand Union

Bronze – Healthy Breath and Voice

Highly commended – Football Federation Australia and Hulsbosch

Highly commended – TimeVallée and MerchantCantos

Best development of a new brand within an existing brand portfolio

Gold – Konica Minolta and Frank, Bright & Abel

Silver – Southern + Southern Cross Care WA and FutureBrand

Bronze – The Thomas Group and Traffic

Bronze – UniBank and Traffic

Best naming strategy

Gold – Délifrance and Labbrand

Silver – Parkway Pantai and Brand Finance

Bronze – MCIS Insurance Berhad and Brand Finance

Type

Best corporate rebrand following a merger or an acquisition

Gold – Frucor Suntory and Voice

Silver – Latitude Financial Services Australia and FutureBrand

Bronze – WTT and MerchantCantos

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

Gold – MetLife and Prophet

Silver – QINYUAN and Labbrand

Bronze – ADEN and Labbrand

Best brand consolidation

Gold – GrandVision and Shift Partners

Best rebrand of a digital property

Gold – Youku and Shift Partners

Silver – CIC Asia Pacific and Sedgwick Richardson

Bronze – Fox Networks Group and Prophet

Highly commended – Lovita and Creative Capital

Sector

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

Gold – Amnesty International and Brand Union

Silver – Homeward Bound and Elmwood

Bronze – Southern + Southern Cross Care WA and FutureBrand

Highly commended – Be Inclusive and Brand Union

Highly commended – Tianqiao and Chrissy Chen Institute and

MerchantCantos

Best visual identity from the engineering and manufacturing sector

Gold – CCA Winslow and Heard Agency

Silver – Innosparks (an ST Engineering Open Lab) and Brand Union

Best visual identity from the financial services sector

Gold – Latitude Financial Services Australia and FutureBrand

Silver – UniBank and Traffic

Bronze – MetLife and Prophet

Best visual identity from the professional services sector

Gold – Keppel Land and Sedgwick Richardson

Silver – Adapt Ventures and FutureBrand

Bronze – New Payments Platform and FutureBrand

Highly commended – AHRI and Traffic

Highly commended – WECREATE

Best visual identity from the property sector

Gold – Empire City and Sedgwick Richardson

Silver – Deicorp and Heard Agency

Bronze – Mah Sing and Traffic

Best visual identity from the retail sector

Gold – AutoPlus and Traffic

Silver – Virtuous Retail Bengaluru and The Partners

Bronze – kidsland and Labbrand

Highly commended – Diamond Exchange and Traffic

Best visual identity from the technology, media and telecommunications sector

Gold – Konica Minolta and Frank, Bright & Abel

Silver – WTT and MerchantCantos

Bronze – Computime and MerchantCantos

Highly commended – Fox Networks Group and Prophet

Best visual identity from the travel, leisure and tourism sector

Gold – Alibaba – Fliggy and Labbrand

Gold – TTX (Table Tennis X) and Brand Union

Silver – SPTO South Pacific Tourism Organisation and FutureBrand

Special awards

Best overall visual identity

Winner – AutoPlus and Traffic

Grand prix

Winner – Homeward Bound and Elmwood

CONTENT

Best use of a visual property

HSBC and Shift Partners

Gold

There are millions of HSBC debit and credit cards in use around the globe, making the cards by far the brand's most visible touchpoint. However, over the past decade, hundreds of new variations on the card design have been introduced, leading to a fragmented, varied portfolio with little consistency. Redesigning the global card system had three objectives: strengthening the brand by building equity in a symbol of HSBC that every customer could own, driving efficiency by simplifying and reducing the number of different designs; and providing a platform for innovation and new payment technologies. The HSBC Lion card design system that Shift Partners developed features a modern, sophisticated interpretation of the HSBC lion, created using 3D mapping of the original statue in Hong Kong. The design system accommodates 20 different card types across HSBC's businesses, unifying the bank's card portfolio. The brand's impact is maximised at the most visible and personal touchpoint, and differentiated from other banks.



Lovita and Creative Capital

Silver

Lovita is a sub-brand of Zhaoliang Jewelry Group, which was established in 1989. After the Zhaoliang group rebranded, Lovita was commissioned as a new brand to be built from scratch, and positioned as an online-focused, entry-level luxury jewellery brand. Creative Capital designed the central visual, a carousel, representing the love and fun that is central to Lovita.



TimeVallée and MerchantCantos

Silver

TimeVallée is a unique watch retail concept that fuses the history of watchmaking with interactive tools. Launched in China, Japan and Korea with an eye on future global expansion. The visual system developed for TimeVallée by MerchantCantos is intricate, delicate and represents the unique unification of innovation and heritage at the core of the brand proposition.



CIC Asia Pacific and Sedgwick Richardson

Bronze

CIC, a global financial services provider, had a strong reputation with clients in Asia. Sedgwick Richardson used the existing logo to develop a purposeful and expansive brand identity for use on online platforms and across multiple devices. The new website reflects the professional, approachable and strong CIC brand.



Highly commended – Konica Minolta and Frank, Bright & Abel

Best brand architecture solution



GrandVision and Shift Partners

Silver

GrandVision has 5,000 stores across 43 markets, with dozens of different brands. Unifying the multiple identities and creating a brand architecture solution that would build global equity was the aim of the rebrand. Shift Partners developed the 'Caring Eye' symbol to work in multiple colours and with multiple names, bringing the GrandVision brand together.

CONTENT

Best use of copy style/ tone of voice

GB Care and Creative Capital

Gold

The 'GB' in GB Care stands for GoodBaby and represents one of the world's leading children's products company. Established in 1989, GoodBaby specialises in products for pregnant women, babies and children. GB Care is the leading brand for the arm of the company that creates maternal and child products, and it has seen a rapid rise in demand since the introduction of the two-child policy in China. The growth of the market has also led to consumers becoming more choosy and unpredictable, and paying more attention to safety and quality. Repositioning the GB Care brand to take advantage of the market growth, and to satisfy parents' worries, meant building up the strength of the entire GoodBaby Group, and with it, the perceived value of GB Care. Creative Capital introduced the slogan 'Love from GB,' as well as an illustrative style for packaging, and coupled this with the storytelling approach of showing baby growth from newborn to toddler, to cement the new brand identity with consumers, inspiring confidence and emotional connection.



GB Home and Creative Capital

Silver

Launching GB Home was a natural extension for the GoodBaby group, seizing the opportunity of growing interest in textiles and furniture made specifically for children. GB Home and Creative Capital adopted a copy style based on nursery fables that is warm, encouraging, funny and known to children and parents the world over.



Konica Minolta and Frank, Bright & Abel

Bronze

B2B technology company Konica Minolta developed a concept called the Workplace Hub – but launching it required clear, strategic communication by brand agency Frank, Bright & Abel. The tone of voice is centred around the idea of 'IT on your own terms,' and driven by the key attributes of 'simple, human, connected, energetic, credible.'



Best brand experience



Saint James and Creative Capital

Gold

Saint James, a 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 decided to focus on conveying the story behind Saint James: its manufacturing expertise and heritage. Creative Capital's 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,' 'unisex uniforms,' and 'mystical heritage.' The brand experience was manifested via retail design, digital activation, integrated campaigns across offline and online touchpoints, and a complete overhaul of the global commerce website.



Amnesty International and Brand Union

Silver

In Hong Kong, freedom of speech is on the decline. Amnesty International and Brand Union launched a brand experience to help Hong Kong citizens understand what Amnesty is working for. They opened a bookstore of entirely redacted books, to recreate what life without freedom of expression might look like.



Eu Yan Sang and FITCH

Silver

In order to engage a younger audience in Singapore with the benefits of traditional Chinese medicine, Eu Yan Sang and FITCH took over a popular speakeasy. The pop-up experience hosted fun and educational activities to demonstrate how traditional remedies can be part of modern life, and to highlight the artisanal spirit of Eu Yan Sang and its premium, ethically sourced ingredients.



Mavis Vivaudou and Creative Capital

Bronze

Mavis Vivaudou (MV), a makeup brand that is popular in France and Hollywood, worked with Creative Capital to launch in the competitive Korean cosmetic market through the powerful medium of TV shopping and online promotion. MV's brand retained original cultural elements, such as the iconic French salon experience, to cut through in a crowded marketplace.

Highly commended – Diamond Exchange and Traffic

Highly commended – Lovita and Creative Capital



Identifying the nomenclature for your brand's portfolio

Mendeleev's periodic table of elements is a great example of a powerful nomenclature, as it structures, classifies and informs, but above all, it creates a unique and powerful language. Each element is comprised of one or two letters, the second always lowercase.

A nomenclature is not necessarily alphanumeric. British colour paint brand Farrow & Ball, for instance, presents its colour range with English words and expressions that combine a description of the colour with a more emotional touch, like 'oval room blue' or 'skylight.'

In recent years, the number of nomenclature needs for brands has increased, under the influence of five different factors:

The first is a consumer-centric focus. Product and characteristics-based nomenclatures – sometimes directly derived from technology or production – can reexamine their systems from a more customer-friendly perspective.

Second, there has been an increasing number of references for one product base. Long series of names, such as in the car industry (i.e. the Minicooper Countryman All4), creates a need to rank, clarify, organise and express these multiple criteria in a simplified fashion.

There has also been a race for brands to renew their naming systems. Apple has transformed its iPhone innovation program with a clearly identifiable nomenclature; higher numbers signal more advanced features and faster processors.

Fourth, a complexity of product experience has also facilitated change. Apple, by systematically using the letter 'i' as a prefix, has created a link between hardware and software that builds a symbiotic system which resonates smoothly throughout the customer's experience, from the iPhone, to iOS 11, to iTunes, and to the iPad.

Finally, brands can use naming to gather disparate, disorganised offers. With the global marketplace home to more mergers and acquisitions, global brands seek a rationalisation of their portfolios so as to create something readable, simple and unified under fewer identified names.

There are three approaches to developing a brand naming system. The first, is to create a centralised ecosystem with directed navigation. In this approach, there is a centralised ecosystem – for example a strong name – from which services and products are derived. Consistency is therefore strong; new offers are relatively easy to implement, with few legal issues.

The second approach creates a symbiotic relationship and channeled navigation. In this strategy, the offerings have specific names that reflect their attributes and/or benefits, but the names share something in common that link them together. This can be: a common letter, a graphic sign or a common structure.

Audi, for instance, names its models with a simple and short alphanumeric combination that creates a global sensation of technology, order and simplicity. The systematic use of the same structure allows for recognition of the link with the Audi brand and ease of navigation between the different offerings. With channelled navigation, the consumer naturally chooses a key entry point and then follows set paths to navigate through the product ranges.

Finally, brands can create a family of names that offers a freer navigational system. Like members of the same family, links and similarities between names and consequently their offerings may not be visible at first sight, yet they speak the same language, share the same spirit and have common values. The thread is therefore subtle and perceived by the subconscious rather than expressed directly. Ultimately, these threads can be combined to deliver a holistic brand personality expressed through the nomenclature.

Depending upon the role the global brand chooses to take in the customer navigation process, whatever the adopted strategy, the nomenclature must make sure it anticipates the future of the offerings in respect to all naming aspects. Beyond structure and classification, it must leave doors open so new offerings brought on in future years can fit into it.

Nadège Depeux is brand strategy director at Labbrand Paris



Skymarking southeast Asia

Across Asia the cities of Osaka, Karachi, Jakarta, Mumbai, Shanghai, Manila, Seoul and Beijing are each already home to over 20 million people. Within the coming decade, Delhi and Tokyo are each forecasted to approach or even exceed 40 million inhabitants. This explains why sustainable urbanisation is one of the major trends currently shaping southeast Asia, a region comprising some of the largest and fastest growing cities in the world. It is this region's sheer diversity – with markets ranging from frontier to emerging to developed – that opens the field on a variety of approaches in the branding of urban place.

The term 'place branding' is typically associated with the branding of countries, regions and cities as locations and destinations for a broad range of stakeholders. Even within cities there are defining places within the urban landscape that differentiate themselves as locations for businesses, residents, tourists and attract both economic and cultural activities. Mixed-use integrated developments are playing a larger role in shaping perceptions of urban place and helping define their city brands.

For urban planners and real estate developers, particularly those in Asia, the growth in population density poses a significant challenge. As more cities struggle with overcrowding and the need to attract talent, visitors and investors, city planners and developers will need to factor sustainability into ensuring their place brands have longevity.

Different approaches to place branding are shifting the meaning of downtown cores. From Ho Chi Minh City (formerly Saigon) – Vietnam's largest and fastest growing city – to the bustling Central Business District of Singapore to Yangon, Myanmar's former capital and a city bestowed with southeast Asia's largest number of colonial buildings, a variety of new brands are shaping city skylines.

Ho Chi Minh City is Vietnam's most populous metropolitan area and the 20th most densely populated city in the world. Unlike Singapore and Yangon, place branding in Ho Chi Minh City appears to be constrained neither by space nor time, with entirely new townships expanding the urban landscape and macro-level, mixed-use developments reshaping the centre of the city.

Across the Saigon River from the city's established District One is the 1,620 acre Thu Thiem New Urban Area (NUA). Under the city's master plan, Thu Thiem in District 2 is set to become the new financial, commercial and residential centre for Ho Chi Minh City and promises to not only expand its downtown core but also shift the meaning of this ambitious city.

With Singapore's Central Business District transforming at a rapid pace, mixed-use landmark developments are redefining the meaning of place in the city's downtown commercial core. From established place markers such as One Raffles Place to revitalised and emerging ones like OUE Downtown and Tanjong Pagar Centre, Singapore's downtown skyline continues to evolve. As does its sense of place on the ground, with more residential and retail developments breathing life into the CBD. Place branding at the heart of Singapore's dense commercial landscape will continue to build on the city-state's well-established live, work, play narrative, with an emphasis on downtown residential and leisure lifestyles.

Yangon's urban landscape bears an indelible imprint of the past and a valuable legacy. The city's density of colonial-era buildings is unmatched throughout southeast Asia and not only symbolises Yangon's cosmopolitan past, but promises a potentially unique future. And the duality of Yangon's urban landscape, from its geometrically dense downtown core to the more generous and meandering avenues to the north, is evident in the city's early maps and remains a defining characteristic of Yangon to this day. It is against this landscape that place branding in downtown Yangon faces the challenge of preserving the heritage of its past and signalling its progress in the present.

Dominic Mason is managing director at Sedgwick Richardson southeast Asia

CONTENT

Best use of packaging

Aunt Jean's Dairy and O-I New Zealand and Voice

Gold

The product behind Aunt Jean's Dairy's innovative packaging is milk, produced fresh from the farm, by O-I New Zealand. In New Zealand, the market for premium milk is growing fast, particularly among the 35+ demographic, with an annual market value of 700 million NZD and growing. It's also a highly competitive market, dominated by large corporations, and the brand identity had to be flexible enough to extend to other products in the future, such as cream and cheese. The Voice-developed brand story focused on traceability to source, fresh, pure products and environmental awareness. This had to be represented in packaging that would appeal to the needs of target consumers. The packaging is a contemporary design, evoking nostalgia for life in the 1950s, with glass bottles providing a throwback to milk delivered to doorsteps, but differentiated with a cow illustration and wordmark, which made the word 'milk' a simple and strong graphic element of the packaging.



GB Care and Creative Capital

Bronze

GB Care is the leading brand of GoodBaby, the company that creates products for mothers and children. Since the introduction of the two-child policy in China, the market has grown hugely. GB Care's new packaging, by Creative Capital, stands out in this crowded space by adopting an illustrative style, coupled with a storytelling approach.



Highly commended – Saint James and Creative Capital

Highly commended – Uni president – Green Tea and Creative Capital

Best wayfinding or signage



OJI Fibre Solutions and Voice

Gold

A few years ago, Carter Holt Harvey (CHH), the pulp and paper business, was purchased by Oji and rebranded to Oji Fibre Solutions. CHH was an iconic brand in Asia-Pacific, and, in many locations, the leading employer, which meant a seamless transition to the new ownership was crucial. New signage and wayfinding was the most significant expression of change for local communities and employees, so it had to be applied with consistency and sensitivity to local needs. Voice achieved this across 20 locations in two countries over six months, with the development and installation of over 2,000 signs. An additional challenge was making sure the signage content and installation followed the strong health and safety regulations already in place. The signage and wayfinding elements produced followed the rules laid out by the creative development of the brand, including instructions on icon use, negative space, line leading and typeface weights, ensuring complete consistency. The result was a strong and modern-looking work environment, and positive staff engagement with the change of ownership.



GB Home and Creative Capital

Silver

GB Home is the lifestyle and homewares brand of GoodBaby and it recently worked with Creative Capital on a rebrand. The GB Home Showroom was designed as a real house, with a bedroom, kitchen and study, each functioning as a store to demonstrate the ambience of the products and to serve commercial needs.



Best and Creative Capital

Bronze

Best is a mid- to high-priced glasses brand which targets the mid-upper market with 300 stores across China. Creative Capital's development of Best's new identity included a new brand concept, complete graphic redesign and a new retail concept, completely inspired by the idea of a chic laboratory.

Highly commended – Innosparks (an ST Engineering Open Lab) and Brand Union

CONTENT

Best use of audio branding

Hyundai Motor Company and why do birds

Gold

Hyundai's global brand relaunch took 18 months to accomplish across all markets in which the car manufacturer operates. In order to attract new customers in new ways and reestablish Hyundai as a leading car company, it shifted the focus of the brand from product to lifestyle. Positioning Hyundai across all touchpoints for all customers meant that audio expression was a key part of the new strategy. Taking the essence of 'modern premium' as a starting point for the process was key to why do birds' development of the audio brand. The sound tonality is harmonious, smooth and fluid, while the performance is minimalist, with details that are self-assured and lively. The musical theme is concise and simple, an ascending six-tone sonic logo. The dynamism and open-ended attributes reflect Hyundai's approach to brand. Since 2016, the Hyundai Sound Universe has been implemented on all auditory brand communication channels, from welcome and warning tones in the car to promotional films and commercials.



Best use of typography

Amnesty International and Brand Union

Gold

In Hong Kong, Amnesty International found that the public didn't empathise with its cause of campaigning for human rights around the world. It launched a campaign to highlight Amnesty's regional relevance to local citizens. Freedom of expression is safeguarded in Hong Kong by basic law, but this freedom is currently threatened. A particular example that demonstrated this in recent years was the case of the missing booksellers – five bookstore owners mysteriously disappeared in 2016, and their stores were closed, apparently for selling controversial books. To highlight Amnesty's work in the region, it opened a bookstore of its own, selling 1,000 titles – all redacted – to create an experience of what life might look like without freedom of expression. At the heart of the experience was a custom redacted, stylised font, and multiple hand-painted logotypes, all rendered in a style true to Amnesty's core identity assets of yellow and black, designed by Brand Union. Fifty international artists, including Shepard Fairey, were invited to take part in the redaction.



Keppel Land and Sedgwick Richardson

Silver

The rise of flexible working and the gig economy has greatly increased the demand for collaborative fluid offices. Keppel Land introduced KLOUD, its hybrid serviced office and co-working space provision. It worked with Sedgwick Richardson on a brand and sports cut-out typography style, signalling the modular nature of its office space solution, which can be configured in multiple ways.



Ooredoo and Brand Union

Bronze

International telecommunications company Ooredoo uses typography to unite its brand across multilingual markets, including languages Arabic, Bahasa, Burmese, English and Indonesian. The Brand Union-designed typography is inspired by the wordmark, which had substantial preexisting equity across these regions.



Highly commended – Uni president – Green Tea and Creative Capital

Best place or nation brand



Empire City and Sedgwick Richardson

Gold

Urbanisation is a major trend across Asia, shaping cities across the region into some of the largest and fastest-growing metropolises in the world. The increase in population density, particularly in south and southeast Asia, poses a challenge for planners and real estate developers, and in Ho Chi Minh City – the most populous metropolitan area in Vietnam and the 20th-most densely populated city in the world – the development of the New Urban Area of Thu Thiem is a prime example of how to plan for an increasing population. Within Thu Thiem is Empire City, a 15-hectare mixed-use development, which is being positioned as the new District One of the Vietnamese city – a District One without traffic congestion, infrastructure constraints, cramped spaces or crumbling buildings. Empire City worked with Sedgwick Richardson on a positioning as the District One of tomorrow, with a brand that combined powerful associations of the past and the future, and that signalled a new style of urban living just a short step across the river.



SPTO South Pacific Tourism Organisation and FutureBrand

Silver

The South Pacific Tourism Organisation (SPTO) is responsible for the marketing and development of the trade and tourism in 18 nations, covering 85m sq km and spanning the divergent cultures of Polynesia, Melanesia and Micronesia. The new SPTO brand, developed by FutureBrand, offers a flexible, modern identity that avoids stereotypes, instead focusing on the diversity and warmth of the south Pacific's people.



Hong Kong Tourism Board

Bronze

The new campaign to promote Hong Kong to travellers was based on the insight that tourists want to seek out authentic travel experiences. The new brand platform for the Hong Kong Tourism Board – 'Best of all, it's in Hong Kong' – and the strapline, 'Discover Hong Kong like a local,' appeal to this new type of tourist, who wants to uncover the hidden gems only locals would know.

PROCESS

Best internal communications during a brand development project

Lifestyles Jissbon and Labbrand

Silver

Jissbon, the Chinese operating name for an Australian manufacturer of protective and medical gloves and condoms, was rebranded by Labbrand to meet the needs of the growing sexual wellness market in China.

Internal communication was paramount, entailing a collaborative and cocreative approach to come up with the perfect balance between global brand strategy and local implementation.



Best implementation of a brand development project



GrandVision and Shift Partners

Gold

The 5,000 stores under the GrandVision network operate across 43 markets in Asia, Europe and the Americas, drawing over 150m visitors a year. These visitors encountered dozens of different brands. GrandVision worked with Shift Partners to redevelop its brand in order to create a unifying purpose for the organisation, develop a brand architecture to build global equity and embed brand experience standards that would govern the rollout of customer touchpoints. Implementation might be the final manifestation of a rebrand, but it is crucial when bringing over equity from existing brands and developing a successful launch. The strategy behind the brand implementation was to bring transparency and clarity to consumers, so that they could make smarter decisions about their vision. Thus, the 'Caring Eye' visual identity and the 'Open Care' brand purpose were introduced. The brand purpose was validated with consumers in key markets to check fit before it was brought to life across the brand identity and customer experience.



MetLife and Prophet

Gold

MetLife is one of the largest insurers in the world, and has been operational in various forms for the past century and a half. With 90m customers in over 60 countries, MetLife's Snoopy emblem has highly distinctive brand awareness, but suffers from the vast array of associations that the cartoon character has with other companies. As MetLife develops itself from a focus on product to a customer-centric positioning, a new unifying symbol was needed to represent the future of the company. The foundation for the brand development by Prophet was anchored in a global set of needs, based on customers navigating changes in different life stages. This was summarised in the 'Navigating Life Together' strapline, and represented in the new logo, which symbolises the past, present and future. The new visual and verbal systems developed for MetLife allow the company to articulate its strategy and mission, and create meaningful employee engagement through initiatives and campaigns around the world.



Lovita and Creative Capital

Silver

Lovita, a sub-brand of Zhaoliang Jewelry Group, was created from scratch after the successful relaunch of the parent brand. Lovita's brand, developed by Creative Capital, takes Millennials' interests in love and fun, and manifests it in a pastel colour scheme and illustrative style to appeal to young consumers who are deeply invested in aesthetics.



Mavis Vivaudou and Creative Capital

Bronze

Mavis Vivaudou is a makeup brand with a strong history in France and the US, having been founded in 1915 in Paris. Its new brand was launched in Korea by GS Shop, which introduced TV shopping to the country in 1994. The new brand, by Creative Capital, combines French heritage with modern Korean fashion.

PROCESS

Best implementation of a brand development project across multiple markets

HSBC and Shift Partners

Gold

HSBC is a highly recognised name in global banking. With millions of debit and credit cards in circulation across the world, the most personal and visible touchpoint for the brand was one that had suffered from fragmentation, with hundreds of design variations making their way to market. HSBC worked on a brand development project with Shift Partners to redesign the global card system, build equity in an ownable HSBC symbol, simplify the number of different designs and provide a platform for emerging payment technologies. The new design is based on the HSBC lions, whose statues have guarded the entrance of the bank's headquarters in Hong Kong for almost a century. The lion is rendered in an illustration based on 3D mapping of the original statue and comprised of 456 individual facets. The project was rolled out across HSBC's retail banking, wealth management and business banking functions.



Healthy Breath and Voice

Silver

Healthy Breath partnered with Lanaco, Procreate and Karen Walker to produce MEO, a high tech, sustainably produced anti-pollution mask. MEO was first launched online to a global audience, and in store in China and Hong Kong, as well as at duty free stores across Asia-Pacific, with a Voice-designed brand that appeals to consumers in major cities where air quality is a concern.



Mavis Vivaudou and Creative Capital

Bronze

Launching the Mavis Vivaudou brand to Korean audiences allowed the cosmetic company to take advantage of its strong history in France and the US. Its new brand, developed by Creative Capital, combines French heritage with modern Korean fashion and was launched in Korea by GS Shop.



Best localisation of an international brand

Amnesty International and Brand Union

Gold

Amnesty International campaigns for human rights around the world, but in Hong Kong, it was difficult to get local buy-in to the cause. In order to highlight Amnesty's regional relevance, it launched a campaign focused on freedom of expression. This is safeguarded in Hong Kong by basic law, but the freedom is currently being threatened. A particular example that demonstrated this in recent years was the case of the missing booksellers – five bookstore owners mysteriously disappeared in 2016, and their stores were closed, apparently for selling controversial books. To highlight Amnesty's work in the region, the organisation worked with Brand Union to open a bookstore of its own, selling 1,000 titles – all redacted – to create an experience of what life might look like without freedom of expression. Amnesty's highly recognisable assets were used in the building of the new brand, including the classic yellow and black, but this was localised by the development of a bespoke typeface and by inviting Hong Kong street artist Barlo to create two murals promoting the project.



SPD Silicon Valley Bank and Labbrand

Silver

SPD Silicon Valley Bank is the first Sino-US joint venture bank in China, which focuses on technology and the innovation sector. The SPD Silicon Valley Bank brand messaging, developed by Labbrand, is tailored to its target consumers, made possible by created a structured messaging system and a localised brand identity, based on thorough research and analysis.



Saint James and Creative Capital

Bronze

Saint James has a strong brand in France, based on its status as a heritage brand, with little explanation needed. However, in its introduction to less familiar markets, the brand has to be brought to life for new consumers, by telling the story of Saint James' heritage and creating appeal based on its history and quality, a feat which Creative Capital accomplished with aplomb.

STRATEGY

Best creative strategy

Empire City and Sedgwick Richardson

Gold

Across Asia, urbanisation is increasingly prevalent. Asian cities are becoming some of the largest metropolitan areas in the world; the increase in population density, particularly in south and southeast Asia, poses a challenge for planners and real estate developers. In Ho Chi Minh City – the biggest city in Vietnam and the 20th-most densely populated city in the world – the development of the New Urban Area of Thu Thiem is a prime example of how to plan for an increasing population. Within Thu Thiem is Empire City, a 15-hectare mixed-use development, which is being positioned as the new District One – without traffic congestion, infrastructure constraints, cramped spaces or crumbling buildings. The creative strategy was developed by Sedgwick Richardson to build associations between Empire City and the existing District One. This allowed the brand to combine powerful associations of the past, present and future to create a landmark place brand with a big-city attitude.



HSBC and Shift Partners

Silver

Shift Partners' creative strategy for HSBC's global card redesign was to take an icon of the bank – the lions whose statues have guarded the entrance of the bank's headquarters in Hong Kong for almost a century – and render it on every card, in a customisable, but highly recognisable, illustration.



Mavis Vivaudou and Creative Capital

Bronze

Launching the Mavis Vivaudou brand to Korean audiences allowed the cosmetic company to take advantage of its strong history in France and the US. The Creative Capital-devised strategy was to combine the brand's French with its recognisable colour palette of red, gold and black together with modern Korean fashion.



Highly commended – MetLife and Prophet

Highly commended – New Payments Platform and FutureBrand

Best brand evolution



WTT and MerchantCantos

Gold

WTT – previously known as Wharf T&T – is Hong Kong’s leading ICT services company. Founded in 1995, WTT is dedicated to business-to-business sector clients, and recognised for its state-of-the-art fixed line infrastructure, flexible technology solutions and reliable service consultants. After WTT’s acquisition by private equity investors in 2016, the brand needed to be updated, but with a light touch, retaining the components of the previous brand that possessed equity with audiences. MerchantCantos interviewed customers, staff and management as the basis for evolving the brand. It became clear that the company’s drive for quality and service differentiates it from competitors. The new positioning focuses on quality service to help customers get ahead and stay ahead of their competition. “An elegant solution,” said our judges, who also praised the creativity and modern approach of the new brand.



Adapt Ventures and FutureBrand

Silver

Adapt Ventures, the new brand from business intelligence company SE-Corp, had to create a differentiated customer experience in an industry where cold calls and hard sells are the norm. The purpose of the company was defined as ‘The Edge,’ the promise that Adapt Ventures customers will get an edge on their competitors. FutureBrand also developed this into key messages and a visual identity.



Mavis Vivaudou and Creative Capital

Bronze

The brand evolution of Mavis Vivaudou by Creative Capital takes advantage of the cosmetic brand’s strong history in France and the US. The new brand combines French heritage with modern Korean fashion, and was implemented via TV shopping, which appeals to a particular demographic of Korean women who find the old Hollywood glamour of Mavis Vivaudou different and exciting.



Zooper Dooper and Elmwood

Bronze

Iconic Aussie brand Zooper Dooper was suffering from a disconnect between the brand and its advertising campaigns. Elmwood worked on a brand evolution that developed Zooper Dooper’s most recognisable features, in order to create ownable assets that would work on packaging and other touchpoints, including Zooper Dooper’s sponsorship of the Big Bash League.

Highly commended – Mamaway and Brand Commerce Consultancy, Isobar China Group

Highly commended – Rumah Zakat and DM ID Group

STRATEGY

Best strategic/creative development of a new brand

Homeward Bound and Elmwood

Gold

Homeward Bound was set up to advance the roles of women in science and to encourage them to lead the conversation around climate change. A year-long development programme culminated in a 20-day all-women Antarctic expedition at the end of 2016. Developing a brand identity for Homeward Bound was important to raise awareness of its mission, and to act as a flag bearer for the organisation. Working with Elmwood, Homeward Bound developed the strapline, 'Mother Nature Needs Her Daughters,' which truly captured the important role of women in tackling climate change, and which successfully forged the emotional connection needed to engage with the intended audience. The visual identity was a strategic reconceptualisation of the traditional symbols for male and female, representing collaboration between the sexes. The mark was hand drawn and replicable, creating an easy, visual way for individuals to pledge their support to Homeward Bound's mission.



Fox Networks Group and Prophet

Silver

The American media and entertainment brand Fox launched Fox+, a brand new VOD service for Asia, redefining on-demand entertainment for a new audience. The brand strategy, created by Prophet, has helped Fox+ expand into content distribution and capitalise on Fox's previous blockbusters, with the use of the dynamic, universal plus symbol.



TTX (Table Tennis X) and Brand Union

Silver

TTX is the birth of a new lifestyle approach to sports, with a digital-first philosophy. The nature of conventional table tennis was oppositional to the strategic development of the TTX brand, by Brand Union, which pitted amateur players against pros, and levelled the playing field to create an inclusive, open sport for the digital age. The new brand prizes unpredictability, freestyling and accessibility.



Healthy Breath and Voice

Bronze

The partnership between Healthy Breath and Lanaco, Procreate and Karen Walker, led to the production of MEO, a high tech, sustainably produced anti-pollution mask. The brand was developed by Voice to appeal to consumers in major cities where air quality is a concern, which led to in-store launches in China and Hong Kong, as well as a global online and duty free presence.



Highly commended – Football Federation Australia and Hulsbosch

Highly commended – TimeVallée and MerchantCantos

Best development of a new brand within an existing brand portfolio



Konica Minolta and Frank, Bright & Abel

Gold

Konica Minolta is a business-to-business technology company, preparing to launch a new, potentially game-changing innovation: Workplace Hub. The fast pace of development in technology presents communications challenges, including explaining complex services to an often uninformed audience, working within the boundaries of existing and traditional brands and managing constantly evolving innovations. Workplace Hub needed its own brand, but it also had to work within Konica Minolta's existing brand parameters and fit within its portfolio. Frank, Bright & Abel's development of the new brand leveraged the existing Konica Minolta master brand, and created the positioning of 'IT on your terms,' which aligned well with the master positioning of 'Giving shape to ideas.' The new brand uses colour, typography and photography in a new way to demarcate Workplace Hub and connect with audiences of differing knowledge levels. The Workplace Hub brand seeks to reshape the expectations of what a B2B technology firm can deliver.



Southern + Southern Cross Care WA and FutureBrand

Silver

Australia's 55 plus population has increased rapidly in recent years, putting pressure on the aged care sector to meet growing demand for services. Southern Cross Care worked with FutureBrand to develop the Southern + brand, focusing on the idea of 'Life in full' to appeal to a new generation of retirees.



The Thomas Group and Traffic

Bronze

The Thomas Group owns a portfolio of jewellery brands, and saw a gap in the retail landscape for a curated store that stocks a diverse range of watches. The launch of the Watch Shop required agency Traffic to develop a new retail concept and build a brand that appealed to Millennials, who see watches as fashion items, not heirloom pieces.



UniBank and Traffic

Bronze

UniBank was formerly known as Unicredit, a small credit union focused on providing financial services to universities. After a merger with Teachers Mutual Bank, UniBank was developed as a new, independent brand by Traffic, appealing to university students, graduates, staff and their families, and positioned as the first choice bank for the university sector in Australia.

STRATEGY

Best naming strategy

Délifrance and Labbrand

Gold

Délifrance, founded in 1983, serves French-style bakery products in over 50 countries on five continents. The company is known for recreating the French taste worldwide, while adapting to different countries, cultures and customer types. Moving into the Chinese market meant the Délifrance brand identity had to be localised to connect with local customers, a feat accomplished by Labbrand. Délifrance needed a Chinese identity to achieve successful entry and continued relevance in the local market. As the company has two separate brands, with different promises and targets, two names were required. The business-to-consumer brand of bakeries and restaurants needed a name that highlighted its brand positioning and premium essence; its Chinese name evokes a boutique, artistic feeling, as well as referring to France and echoing the brand colours. The wholesale, business-to-business brand reflects the key messages of French baking know-how and authenticity, and conveys a professional, reliable tone.



Parkway Pantai and Brand Finance

Silver

Parkway Pantai is the largest integrated private healthcare group in Asia, but it has always operated under different brand names – Mount Elizabeth, ParkwayHealth and Pantai among them. Working with Brand Finance, a clear naming strategy was developed, based on external and internal research, as well as a thorough brand strength assessment.



MCIS Insurance Berhad and Brand Finance

Bronze

MCIS Insurance Berhad is a member of the Sanlam Group and a leading insurer and innovative provider of financial services and solutions in Malaysia. In order to improve awareness of MCIS, the new name, developed in partnership with Brand Finance, will be built on an endorsement model, updating the brand to 'MCIS – A member of Sanlam.'



Best corporate rebrand following a merger or an acquisition



Frucor Suntory and Voice

Gold

Frucor, a leading Australasian beverage manufacturer, was acquired by Japanese company Suntory in 2009. Last year, a name change was proposed to reflect the relationship between the two brands and the combined strengths of Frucor and Suntory. It was important to create a powerful expression of the new relationship, but it was equally key to make sure stakeholders in Japan, Australia and New Zealand were onboard with the new identity. Voice combined the two names to create a new brand which resulted in a name that is balanced and representative of the equal partnership between the two. Voice fixed the Suntory logo typeface and updated the colour palette as well as updating the Frucor logo to pair better with with that of Suntory. This was complemented by a full brand refresh to encapsulate the heritage and aspirations of the new identity. The new brand represents the intersection of both cultures, and creates a third, based on the synergy of Frucor Suntory.



Latitude Financial Services Australia and FutureBrand

Silver

The consumer retail financial services sector in Australia is dominated by big players, but the acquisition of GE Money was an opportunity to create a new corporate brand, drive growth and stake out a position in a competitive market. The development of the Latitude brand, by Futurebrand, celebrates the pivotal starting point of a customer's journey towards realising and meeting its strongest financial future.



WTT and MerchantCantos

Bronze

WTT – previously known as Wharf T&T – is Hong Kong's leading ICT services company. WTT's new brand was developed by MerchantCantos after the acquisition of Wharf T&T by private equity investors, retaining certain components of the previous brand but creating a new identity focused on quality service and reliability.

TYPE

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

MetLife and Prophet

Gold

MetLife has 90m customers in over 60 countries; as one of the largest insurers in the world, it has been operational in various forms in multiple countries for the past 150 years. The Snoopy emblem used by MetLife lends a distinctive tone to the brand, but suffers from the vast array of associations that the cartoon character has with other companies. The decision to move MetLife's focus away from strictly product-towards a customer-centric positioning, prompted the need for brand redevelopment. A new unifying symbol, representing the past, present and future was developed by Prophet to take the company into the future. The foundation for the brand development was anchored in a global set of needs, based on customers navigating changes in different life stages. This was summarised by the 'Navigating Life Together' strapline, which modernises the MetLife brand and provides customers with a sense of collective effort.



QINYUAN and Labbrand

Bronze

Unilever recently partnered with Qinyuan, the Chinese company that invented the first water purifier for dispensing water. Needn't to make an emotional connection with consumers, Unilever worked with Labbrand to reposition Qinyuan from the 'expert' to the 'protector.' This shift better communicated its leading position in the water purification category.



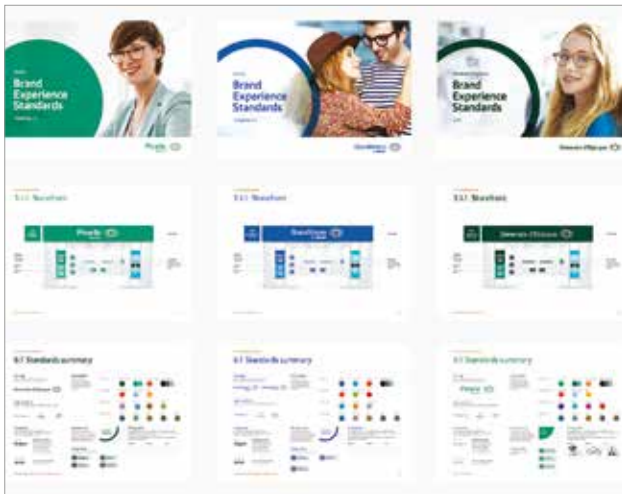
ADEN and Labbrand

Bronze

ADEN is a major innovator in the facilities management sector, a sector with plenty of competition. ADEN needed to emphasise its unique position more clearly to clients, while also empowering consumer perception change of the overall industry. The new brand, by Labbrand, posits ADEN's core offering as "management of all the non-core business to let our clients focus on their core business."



Best brand consolidation



GrandVision and Shift Partners

Gold

GrandVision operates over 5,000 stores across 43 markets worldwide – and almost as many different brands were previously in operation, including RedStar Optical in China, Fototica in Brazil, MultiOpticas in Portugal, brilleland in Norway, and +Vision in Spain and Mexico. The stores drew 150m visitors a year, but there was little to no development of brand awareness, due to a lack of consistency. Shift Partners' redevelopment of the brand created a unifying purpose for the organisation, built a brand architecture for global equity, and developed and embedded brand experience standards that would govern the rollout of customer touchpoints. The visual identity's 'Caring Eye' became central to the new brand, which was rolled out across all 43 countries, with sensitivity to the equity that had been built up in local markets. The strategy of emphasising transparency and clarity has paid dividends, leading in part to a successful IPO that raised \$1.2bn for expansion into new markets.

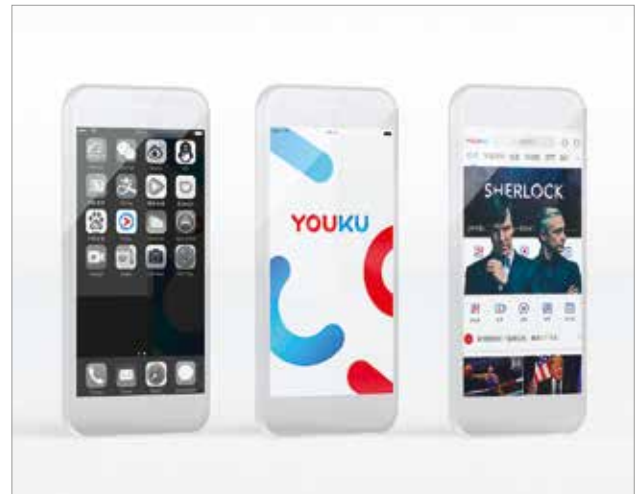
TYPE

Best rebrand of a digital property

Youku and Shift Partners

Gold

Since it was founded in 2006, Youku has led the development of online video in China, and built up an audience of 580m monthly active users. The brand needed to be reinvented, in order for Youku to connect with a younger generation and the content and platforms they care about. It also needed to be scaled for new platforms and offerings, such as mobile, VR and live content. The new identity, by Shift Partners, is built on the idea of 'Unlimited World Views,' which was supported by a major shift in the product away from an editorial-driven mass experience and towards an algorithm-driven personalised experience. The 'Dots in Motion' system brings the new strategy to life, with two dots at the core of the identity representing people and content, which then connect to form an unlimited range of experiences. The Youku marketing and product teams worked together to embed the brand into the product and key user interactions through visual assets, icons, motion graphics and brand guidelines.



CIC Asia Pacific and Sedgwick Richardson

Silver

The well-respected international financial services provider CIC needed a platform to effectively communicate its strengths and capabilities. The online CIC experience, developed by Sedgwick Richardson, now reflects the brand's dedication to its clients, and the group's heritage, creating a sense of trust and reassurance for clients and employees, alike.



Fox Networks Group and Prophet

Bronze

Fox+ is the new video on demand service for Asia, launched by the American media and entertainment conglomerate Fox. Prophet's creation of a compelling digital asset for Fox+ required it to overcome market fatigue and develop a distinct identity for the channel that capitalises on Fox's status as a blockbuster entertainment company.



Highly commended – Lovita and Creative Capital

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SECTOR

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

Amnesty International and Brand Union

Gold

Amnesty International campaigns for human rights around the world. In Hong Kong, in order to build public interest in its work and demonstrate local relevance, the organisation launched a campaign focused on freedom of expression. Freedom of expression is safeguarded in Hong Kong by basic law, but is currently threatened. A particular example that demonstrated this in recent years was the case of the missing booksellers – five bookstore owners mysteriously disappeared in 2016, and their stores were closed, apparently for selling controversial books. To highlight Amnesty’s work in the region, it worked with Brand Union to open a bookstore of its own, selling 1,000 titles – all redacted – to create an experience of what life might look like without freedom of expression. “The creative use of redacting is powerful in reinforcing the key message and issue,” wrote one of our judges. Others said it was, “Outstanding,” and, “Flawlessly executed.”



Homeward Bound and Elmwood

Silver

Homeward Bound was established to advance the roles of women in science and to encourage them to lead the conversation around climate change. The brand identity developed by Elmwood used the strapline, ‘Mother Nature Needs Her Daughters,’ capturing the important role women play in tackling climate change. This successfully landed the emotional connection needed to engage with the intended audience.



Southern + Southern Cross Care WA and FutureBrand

Bronze

As baby boomers begin to retire, Australia’s aged care sector has faced rapid change, with growing demand for services from empowered, engaged customers who are not interested in patronising industry norms. Southern Cross Care developed the Southern + brand with FutureBrand, focusing on the idea of ‘Life in full’ to appeal to this new generation of retirees.



Highly commended – Be Inclusive and Brand Union

Highly commended – Tianqiao and Chrissy Chen Institute and MerchantCantos

Best visual identity from the engineering and manufacturing sector



CCA Winslow and Heard Agency

Gold

The merger of Civil Contractors Australia and Winslow has allowed the newly formed mining company to provide a larger range of services to clients across Australia. Working in the massive mining industry in Australia, but also in a sector that typically is not brand-literate, offered both opportunities and challenges to Heard Agency. Bringing the new brand to life required the agency to recognise the heritage and reputation of both companies, and maintain the legacy positioning of 'Integrity. Innovation. Performance.'

Visually, the previous brand mark was evolved into something that would be easily identifiable on assets from machinery to clothing. The strong yellow is 'industry-relevant' and uses photography to complement the otherwise stark, strong visual identity. Judges thought this approach was well-suited to the merged companies and to the sector, while still setting CCA Winslow apart from the rest of the market with a modern, confident look.



Innospark (an ST Engineering Open Lab) and Brand Union

Silver

Innospark was launched in June 2017 by parent company ST Engineering, the first engineering-based incubator in Singapore. The visual identity developed for Innosparks by Brand Union took its innovation principles – open, human-centred, demand-driven, real and responsive – and brought them to life across every touchpoint, from launch communications to the website, and the physical environment of the new office space.



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Best visual identity from the financial services sector



Latitude Financial Services Australia and FutureBrand

Gold

GE Money is the biggest consumer retail finance company in Australia. It was acquired from GE Capital by a private equity consortium for AU\$8.2bn. After such a large acquisition, it was crucial to create a new corporate brand for GE Money from scratch, in order to drive growth and stake out a position in Australia's highly competitive market. FutureBrand's developed the 'Empowering Your Potential' positioning to reinforce the brand's core focus on helping both customers and employees achieve their goals. Latitude, the new name for the company, celebrates the freedom that customers and employees would have, and the brand evokes confidence, positivity and, crucially, a feeling of limitless positivity. Our judges called this rebrand, "Dynamic and fresh, in a category that is plagued with conservatism," and praised its, "Strong sense of creativity and innovation."



UniBank and Traffic

Silver

UniBank is the new name given to Unicredit, a small Australian credit union focused on providing financial services to universities. After a merger, the UniBank identity was developed by Traffic as a new, independent brand, appealing to university students, graduates, staff and their families, with a highly agile and effective logo for application online and on campus.



MetLife and Prophet

Bronze

MetLife's brand was closely tied to the Snoopy emblem, which meant the insurer's identity suffered from the vast array of associations that the cartoon character has with other companies. As MetLife develops from a focus on product- to a customer-centric positioning, a new unifying logo, along with the tagline 'Navigating Life Together,' were crafted by Prophet to represent the future of the company.

SECTOR

Best visual identity from the professional services sector

Keppel Land and Sedgwick Richardson

Gold

The rise of flexible working and the gig economy has greatly increased the demand for collaborative fluid offices. Cities across Asia such as Yangon and Ho Chi Minh City face a shortage of top office space with reliable and professional support services, and ask for huge deposits from tenants. Keppel Land developed KLOUD, a hybrid serviced office and co-working space, to help solve this problem. The brand needed to scale quickly across Asia into emerging and developing professional services markets, and also needed to make its premium offering clear. A generic name, Workspace, was already in place for the pilot operation, but the KLOUD brand was built by Sedgwick Richardson to showcase the premium nature of the office space solution, and to signal its modular, flexible nature. "I love this campaign!" wrote one of our judges, "Excellent," "Thoughtful," "Clever, creative and professional," said the others.



Adapt Ventures and FutureBrand

Silver

Business intelligence company SE-Corp created a new brand, Adapt Ventures, that was focused on providing a new customer experience in an industry where cold calls and hard sells are the norm. The purpose of the company was defined as 'The Edge,' the promise that customers will get an edge on their competitors. The FutureBrand-developed visual identity takes this central idea and applies it across all platforms.



New Payments Platform and FutureBrand

Bronze

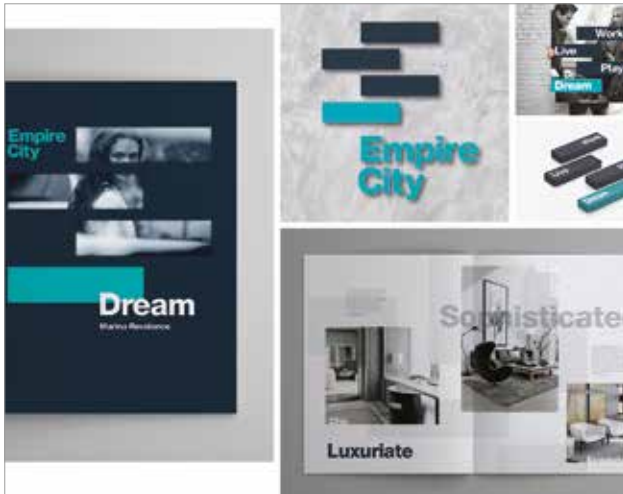
New Payments Platform is the result of a unique collaboration between the largest Australian financial institutions; the innovation will enable faster payments and provide fertile ground for further innovation. Its new visual identity by FutureBrand is simple and impactful, grounded in the idea of 'Open for Progress,' representing the limitless possibilities offered by the platform.



Highly commended – AHRI and Traffic

Highly commended – WECREATE

Best visual identity from the property sector



Empire City and Sedgwick Richardson

Gold

This project, the development of a 15-hectare mixed use zone in Ho Chi Minh City's District Two, was "fresh, exciting and sophisticated", according to our judges, with "strong creative direction," and "clever execution." In Ho Chi Minh City – the biggest city in Vietnam and the 20th-most densely populated city in the world – the development of the New Urban Area of Thu Thiem is a prime example of how to plan for an increasing population. Within Thu Thiem is Empire City, which is being positioned as the new District One – a District One without traffic congestion, infrastructure constraints, cramped spaces or crumbling buildings. Sedgwick Richardson's creative strategy builds associations between Empire City and the Vietnamese city's existing District One to allow the brand to combine powerful connotations of the past, present and future to create a landmark place brand with a big-city attitude.



Deicorp and Heard Agency

Silver

Sydney's property market is saturated with developments, but Deicorp takes a different approach to the huge corporations developing high rises. Heard Agency's positioning of the South Village development in Kirrawee pitched it as not being intimidating, a place that will be a crucial part of the future of the local community.



Mah Sing and Traffic

Bronze

Mah Sing, one of Malaysia's foremost property developers, has over 50 years of experience, but the brand needed a contemporary, future-focused refresh. The new identity, by Traffic, maintains the vibrant red colour of the original brand and introduces a new wordmark with a hint of playfulness, to convey approachability and vision.

SECTOR

Best visual identity from the retail sector

AutoPlus and Traffic

Gold

In the 1990s, Brakes Plus was established as a chain of 12 automotive servicing outlets that specialised in brakes. The chain's brand identity remained stuck in the same time period, with inconsistent application across the network and fractured development rendering it unfriendly and off-putting. A new strategy by Traffic introduced a visual identity that acknowledged the heritage of the business, while also conveying its modern nature and its complete offering for all automotive servicing solutions. AutoPlus was thus developed, maintaining part of the previous name and the colour green, which was strongly associated with its heritage, but which still felt modern, stylish and high tech. The A+ symbol is a memorable branding device that can work on its own and out of context, but will also be integrated at every consumer touchpoint. "Simple but effective," said one judge, while another praised the "huge improvement."



Virtuous Retail Bengaluru and The Partners

Silver

Bengaluru, India, is a rapidly growing city. The challenge for VRB and the Partners was to convey that it was not just another retail mall, but that it offered a new kind of lifestyle experience. The imposing structure of the building and its location provided the impetus for the new brand, based around "the mysterious black box of delights."



Kidsland and Labbrand

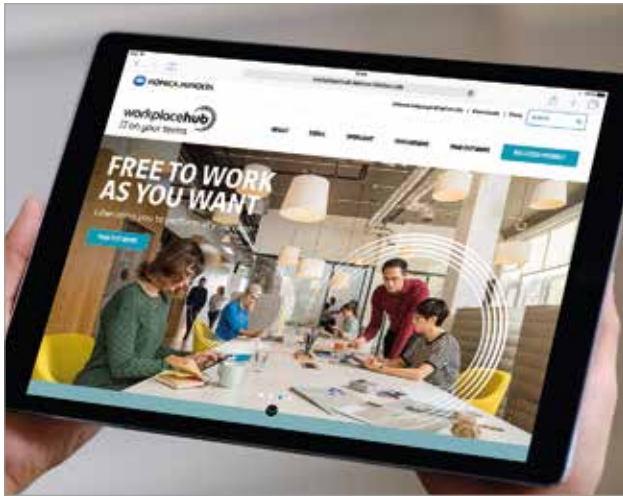
Bronze

Founded in 2001, kidsland is a chain of premium toy boutiques, with 2,600 sales points across 121 cities in China. Rejuvenating the visual identity meant paying close attention to its values and culture, and using that to inspire the strategy. The Labbrand-developed visual identity is dynamic and perfectly communicates the brand's positioning of 'Curiosity @ Play' to its target consumers.



Highly commended – Diamond Exchange and Traffic

Best visual identity from the technology, media and telecommunications sector



Konica Minolta and Frank, Bright & Abel

Gold

When determining this winner, our judges praised Konica Minolta and Frank, Bright & Abel's response to "a difficult brief" with "very solid strategy," "clean, flexible and pragmatic visual language," and "quality execution." It was certainly a challenging task: Konica Minolta is a business-to-business technology company, preparing to launch the new, potentially game-changing innovation of Workplace Hub. The new identity had to explain complex services to an often uninformed audience, work within the boundaries of existing and traditional brands and manage constantly evolving innovations. Workplace Hub needed its own brand, but it also had to work within Konica Minolta's existing brand parameters and fit within its portfolio. The new brand leveraged the existing Konica Minolta master brand, and creating the positioning of 'IT on your terms,' which aligned well with the master positioning of 'Giving shape to ideas.' The new brand uses colours, typography and photography in a new way to demarcate Workplace Hub.



WTT and MerchantCantos

Silver

The leading ICT services company in Hong Kong, Wharf T&T rebranded to WTT following its acquisition by private equity investors. The new visual identity, developed by MerchantCantos, retained certain components of the previous brand, while creating a new brand focused on quality, service and reliability.



Computime and MerchantCantos

Bronze

Computime was founded in Hong Kong but now operates in 12 locations around the world as a global leader in the design and manufacturing of groundbreaking products and technology platforms. The new brand, crafted by MerchantCantos, conveys Computime's past, present and future through a compelling narrative, expressed in a fresh, modern, accessible identity.

Highly commended – FoxNetworks Group and Prophet

SECTOR

Best visual identity from the travel, leisure and tourism sector

Alibaba – Fliggy and Labbrand

Gold

Fliggy, previously known as Alitrip, is the leading online travel platform of the Alibaba Group. Its core market is Millennials, aiming to become the go-to choice for the younger generation to make overseas travel planning easier, more personalised and more imaginative. Labbrand's reinvention of the visual identity appealed to those consumers, who are free-spirited citizens looking for enjoyment, independence and individuality. Fliggy - the 'Flying Piggy' - was inspired by China's young and energetic travellers, and rendered in an illustration that worked perfectly in both iterations of the bilingual brand signature; the illustration is outlined in a golden band, symbolising energy and efficiency, and it has a comic-inspired, simplistic appeal. The brand was interpreted for online and offline touchpoints, including stationery and digital manifestations. The pig "appeals to the free-spirited new millennial, and having a cute mascot as a brand identity works very well," wrote our judges.



TTX (Table Tennis X) and Brand Union

Gold

Unveiled during the 2016 Olympic Games in Rio, Brazil, TTX by Brand Union is a new lifestyle approach to sports, with a digital-first philosophy. The nature of conventional table tennis was oppositional to Brand Union's strategic development of the TTX brand, which pitted amateur players against pros, and levelled the playing field to create an inclusive sport for the digital age. Leading TTX's visual identity is 'less is more,' a vision that sees Brand Union approach table tennis as having the potential to play a part in every young person's sporting lexicon. The notion of fostering openness drives not only the logo design for TTX, but its accompanying strategy and wider visual identity. A flexible and vibrant suit of accompanying materials means the brand is primed for localisation, regardless of where it is implemented – a key consideration considering the historically limited success of table tennis on a global scale. Led by a young, urban spirit, Brand Union's success is due to its willingness to innovate a previously staid sport.



SPTO South Pacific Tourism Organisation and FutureBrand

Silver

The SPTO is responsible for marketing and developing the trade and tourism of 18 nations, covering 85m sq km and spanning the divergent cultures of Polynesia, Melanesia and Micronesia. The new SPTO brand, by FutureBrand, offers a flexible, modern identity that is far removed from stereotypes, instead focusing on the diversity and warmth of the people of the south Pacific.



A B C D E
F G H I J K
L M N O P
Q **S R** T U
V W X Y Z

SPECIAL AWARDS

Best overall visual identity

AutoPlus and Traffic

Winner

The winner of the 'Best overall visual identity' award of the Transform Awards Asia-Pacific 2017 is a brand development project that took the identity of Brakes Plus – a chain of automotive servicing outlets that was founded in the 1990s, with a brand to match – and brought it firmly into the 21st century. Brakes Plus had been established as a specialist in brake servicing, but in recent years, its offering had shifted to a full-service platform. Its brand and name, however, were delaying consumer recognition, and the perception was still that it was a specialist, not generalist, company. Fractured brand development and inconsistent application meant that there was no clear visual identity around which to build audience awareness and loyalty.

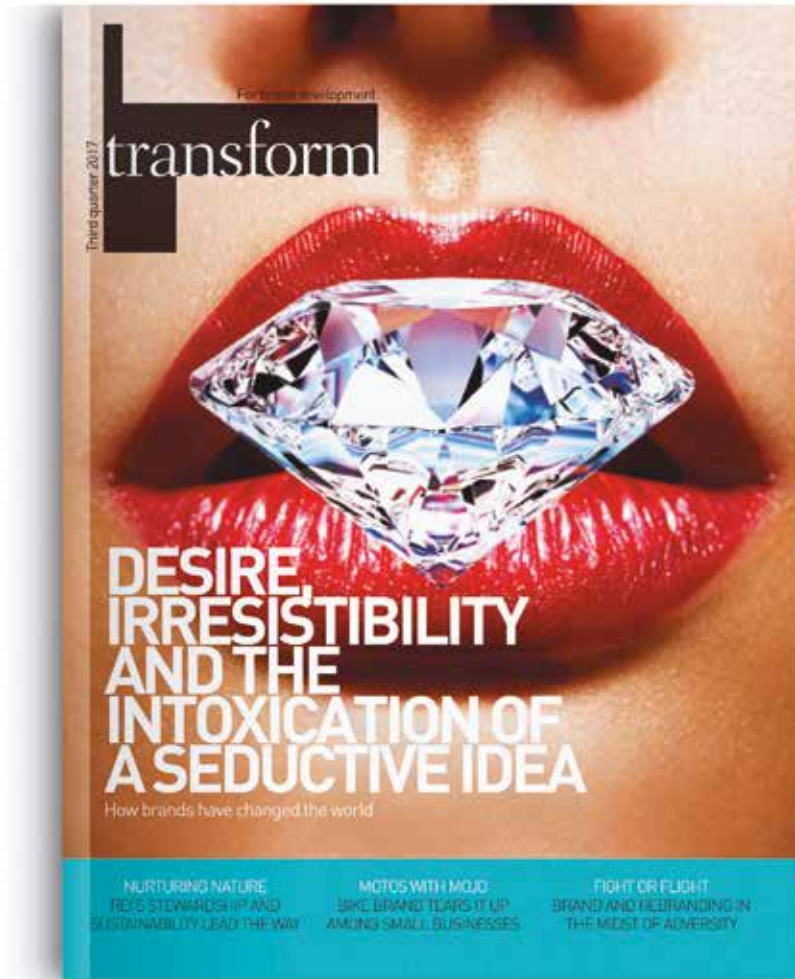
The new strategy, developed by Traffic, was to introduce a brand identity that acknowledged the heritage of the business, while also conveying the modern nature of the brand and its complete offering for all automotive servicing solutions. The brand needed to feel like it belonged in 2017 and beyond, and to be magnetic for today's car savvy owners. The ability to compete with massive auto chains, with 10 times the stores and budgets of AutoPlus, on a brand level, would also be an advantage.

The name AutoPlus was created, maintaining associations with the previous name but dropping the idea that the company was only concerned with brakes. The new icon also maintains the colour green, which was strongly associated with the previous identity, but the feel is modern, stylish and high tech, communicating a sense of professionalism and leadership. The identity is characterized by the A+ symbol, which was applied across every consumer touchpoint, from store and signage design to uniforms, vehicles, stationery, merchandise and more. A full icon set denotes the range of services that AutoPlus provides, and customer service is emphasised across in-store signage.

"A refreshing brand image for a very old and stiff industry," wrote one of our judges. "Clean and fresh and approachable." AutoPlus took on a significant challenge in making such major changes to its brand; one that has paid off handsomely with the development of this new visual identity.



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SPECIAL AWARDS

Grand prix

Homeward Bound and Elmwood

Winner

"Great strategy and great brand and logo design," wrote a judge of this entry. "A great and worthy brief...executed with thought that not only stayed true to the brand, but really demonstrated the meta dialogues concerning many of the environmental and social issues we face today." The branding challenge facing Homeward Bound was quite different to most branding projects, and its brand developed was accordingly unique.

The people behind Homeward Bound discovered that just 15% of world leaders in science are women, and decided that bringing more gender parity to leadership in science might in turn help tackle climate change. They set a target to recruit 1,000 women in 10 years, whom they would help to develop leadership experience and drive interest in the project. The initiative was set against the backdrop of climate change in Antarctica, with 2016 culminating in a 20-day, all-women expedition to the continent, not just to see the place most impacted by climate change and understand its science, but also to receive mentoring from pioneer female scientists.

Elmwood's brand development for Homeward Bound was crucial to raise awareness for its mission and ongoing ambitions, and to act as a rallying flag for the organisation to unite women around the globe. The brand needed to define its purpose and make clear what Homeward Bound was trying to achieve, as well as provoke debate and amplify the brand. The idea that defined the identity was 'Mother Nature Needs Her Daughters,' which was carried across all brand communications, including a particularly powerful short film that captured the brand's deeply emotional nature. It also spoke of the rightful place of women at the leadership table, and the need and responsibility we all have towards the planet.

The brand mark, borne out of a strategic reconceptualising of the traditional symbols for male and female, representing collaboration between the sexes, is rendered as an XO in a finger-drawn style, meaning everyone can recreate it, and making it easy for individuals to express their support and commitment to the mission of Homeward Bound. A brand identity that tackles sexism and environmental action, inspires change and creates a strong emotional connection with its audience is a worthy winner of our 2017 'Grand prix.'





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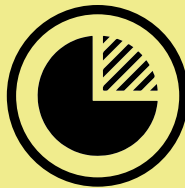
then we teach them to **sing.**



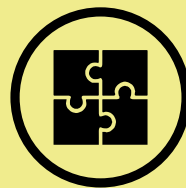
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