

TRANSFORM AWARDS

EUROPE
2018

WINNERS BOOK

WELCOME



When I first saw the work Superunion carried out for Level, I was both impressed with the fresh approach and sceptical of its high-flying idealism. It couldn't possibly work, I thought, it's trying to achieve too much. Now, months after the airline's debut, it boasts one of the most successful launches of all time and has the honour of receiving the 'Grand prix' award at this year's Transform Awards.

For each and every winner of the Transform Awards there is a story of dedication, brilliant ideas, creative excellence and masterful strategic craft. But what I always love about the Transform Awards is the fact that some of the world's biggest brands can rub shoulders with startups and upstarts from across Europe. Primal Roots, a startup charity, fitness and social enterprise wins a gold in the visual identity categories, as does Carlsberg, one of the world's most well-known beer brands.

The Transform Awards also allows the opportunity to celebrate those stories of transformation like Nuffield Health, which rebranded with the aim of changing its positioning and the perception of its brand across Britain. Deliveroo, winner of this year's 'Best overall visual identity' award, did the same with a rebrand that effectively erased all memory of the previous brand, but also catapulted the 'roo into one of the major players in the food industry.

I hope you enjoy reading about these amazing stories of transformation as much as I did. Congratulations to all of this year's nominees and winners!

Brittany Golob
Editor, Transform magazine

It's simple. Good clients make good work. Thanks to TP ICAP and Nuffield Health for their continued bravery and vision over the past year.

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THE AWARDS

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THE JUDGES



Alessandra Almeida Jones, head of marketing and communications, Baker McKenzie

Alessandra is a seasoned marketing and communications professional with a track record in building brands for professional services firms. Particularly skilled in creating thought leadership campaigns that drive both brand awareness and profitable client conversations, she has pioneered many award-winning first of a kind marketing initiatives. Alessandra is a regular speaker at marketing forums and has a MBA from Cass Business School. Currently head of marketing and communications at Baker McKenzie in London, she has held senior positions at Linklaters, KWM and ABN AMRO, among other organisations.



Matthew Ansell, brand marketing and digital communications specialist, Matrix Marketing Ltd

Matthew is a brand marketing and digital communications expert who specialises in helping entrepreneurial businesses build brands that stand out. During a 25 year career, he has worked agency and client side with leading brands in sports (Wimbledon Tennis, Arsenal FC, Manchester United), hospitality and leisure (Liberty Living and Saga), financial services (Lloyds Banking Group, Westpac and RSA) and education (Study Group). A returning judge, he also picked up a silver award in 2016 for his work with Liberty Living. Matthew holds an MBA with distinction from Ashridge Executive Education.



Alex Baker, chief commercial officer, ClickSys

Alex is a retail nerd and is curious about how digitalisation and innovation can change our lives, both as consumers but also as brands and companies. Alex is the founder and president of the executive retail network RIO (Retail+Innovation+Omnichannel) at the Swedish Marketing Association in Stockholm where he also is a member of the executive board. Alex is the chief commercial officer at ClickSys, a Swedish tech startup specialising in digital in-store. ClickSys mission is to redefine retail with digital experiences by bridging the digital and physical worlds. Prior to ClickSys, Alex worked for the Swedish retail FMCG giant ICA as head of concept for digital in-store and innovation.



Lorna Blackmore, director of communications, Flagship Group

Lorna has over 16 years of experience in communications and marketing and has been director of communication at Flagship Group since August 2014. She leads a team responsible for market research, enterprise marketing, brand management, media relations, internal communication and corporate communication. As a member of the senior management board, Lorna provides counsel to leaders on company positioning and reputation, crisis management and thought leadership. She is passionate about brand culture – where both brand and culture are driven by the same purpose and values – brought together into a single guiding force for the company.



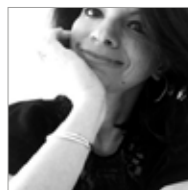
Louise Brierley-Ingham, communications and copywriting consultant, Patagonia

Before joining Patagonia last year, Louise was the general manager of reputation management specialist FinchFactor, leading the communications teams in London and Amsterdam on a wealth of clients in the consumer, innovation and creative sphere. Throughout her career, Louise has worked both client and agency side for international brands such as Uniqlo, La Senza, Argos, Homebase, DFS and Burger King and Hailo.



Liz Brown, communications specialist, brand and digital media, British Steel

Liz led the creation and implementation of British Steel's new brand, which was launched last year – although her work with B2B branding stretches back more than 20 years. Her most recent brand work included creating a visual identity, company values and new ways of working for British Steel – an old name, but a fresh start. With 4,800 global employees and annual steel production of circa 3m tonnes, the brand journey to engage stakeholders was challenging but extremely well received – and continues! Her work also involved developing new digital platforms, including the company's intranet and website.



Federica Carlotto, senior lecturer and cultural strategist, Regent's University London

Federica is a cultural strategist and academic in the field of luxury, fashion and beauty. Currently, Federica works at Regent's University London as senior lecturer in luxury brand management, and collaborates on ad-hoc qualitative projects with boutique consultancies and niche companies. Scholarship grantee of the Japanese Ministry of Education (MEXT) from 2005-2010, Federica received her PhD in fashion sociology from Bunka Gakuen University (Tokyo) and her MBA from Grenoble Graduate Business School (GGSB).



Kate Dale, head of brand and digital strategy, Sport England

Feminist firebrand and former journalist Kate is responsible for delivering 'This Girl Can,' Sport England's multi-award-winning campaign, which is changing the way millions of people think about exercise and physical activity, and has seen 2.8m more women get active as a direct result. Prior to this, Kate spent 10 years as a trade magazine editor before becoming a brand and content specialist for major online banking institutions including Barclays.



Rupert Daniels, global marketing director, Cambridge University Press

Rupert is the global marketing director for Cambridge University Press where he's leading the development of Cambridge's global marketing strategy and shaping the transformation of the world's oldest publisher into a 21st century digital content brand. Rupert has over 20 years of interdisciplinary global experience in general management, sales, media rights, digital, production, branding and marketing. Prior to joining Cambridge, he held senior marketing and sales positions at Arsenal Football Club, FIFA and 1GOAL.



Martin Davies, head of communications, BDP

Martin is head of communications at BDP, an international architecture, engineering and design practice. He leads the communications team which promotes and publicises the work of the practice in line with its brand and design ethos, and provides strategic direction for all aspects of marketing and communications across all 11 studios, and all professions and sectors.



Katy Donovan, brand manager, Cancer Research UK

Katy is a brand manager for Cancer Research UK, one of the country's best-loved charity brands. Along with her team she is responsible for developing, refining and implementing brand strategy throughout the organisation. Across all of the charity's activities, she drives brand coherence to increase attribution from their wide range of audiences including researchers, patients, government bodies and fundraisers. Before joining Cancer Research UK, she worked agency-side in Dublin and London, with a range of brands from local to beloved national brands and global conglomerates. With a passion for brand, Katy believes in using it as an accelerator to help organisations achieve their purpose.



Gale Foster, head of design and brand, Southbank Centre

Gale has been working in design and branding for over 15 years. She started her career agency-side for clients such as San Miguel, Virgin and Premier Inn before moving in-house to pursue a more cultured career path. She now heads up Southbank Centre's in-house design team and has spent the last year working closely with branding agency North to develop and implement an exciting new branding system for the organisation. The new brand turns the communications on their heads: making Southbank Centre's name the central voice in everything they do.



Shane Greeves, global executive creative director, FutureBrand

Shane is the global executive creative director, at FutureBrand. With experience working across large global brands such as: Vodafone, Lenovo, Motorola, Nokia, Barclays, RBS, Julius Baer, Nordea, Zurich, ABInBev, UEFA, FIFA, United States Postal Service, the US Army, and London 2012 Olympic and Paralympic Games. Shane has judged and won awards at many of the industry's most prestigious ceremonies and is also involved with the McCann Worldgroup Global Creative Council.



Lawrence Hall, head of communications, ZPG plc

Lawrence is head of communications at ZPG Plc (formerly Zoopla Property Group Plc) which owns and operates some of the UK's most trusted property and household-related digital brands including Zoopla, uSwitch, PrimeLocation, Money, Hometrack and Property Software Group. Lawrence is responsible for communications, social and content across the group's multiple brands and was an early team member of ZPG. He has played a key role in a business that has gone from start-up to stock market, acquired 15 businesses, grown revenues from zero to over £200m, attracts over 50m visits a month to its platform, works with 25,000 partners, floated on the London Stock Exchange and is currently valued at nearly £1.6bn.

THE JUDGES



Clint Hayashi, director, marketing communications, Expedia

Clint has more than 16 years of experience working with global brands in the media, entertainment and technology sectors. Currently marketing and communications director at Expedia Affiliate Network brand (EAN), the B2B arm of Expedia group, Clint's remit covers brand and digital, product and partner marketing. He served as head of communications at Expedia EMEA leading corporate, consumer and internal communications across 14 markets. Prior to Expedia, Clint was director of corporate communications & media relations at NBCUniversal International and has also managed EMEA communications at Yahoo! as well as working with Disney for several years.



Jon Hunter, head of design, Transport for London

Jon has worked at Transport for London (TfL) for 10 years, previously working for agencies in the Midlands. He currently leads a multidisciplinary team which manages the design of all things TfL – from the graphic world of branding strategy through to the physical delivery of uniforms, trains and stations.



Jo McClintock, former global brand director, Lebara

Until recently, Jo led the brand for Lebara, the universal mobile provider for the world's migrant community, helping people unite across borders, generations and cultures. Jo was responsible for brand strategy and execution, creative, brand licensing and integrated multichannel marketing campaigns. With over 10 years of experience in brand and marketing, she is a believer and creator of purpose-led brands that have true relevance and disrupt the norm.



Martha McKenzie-Minifie, head of corporate communications, ING

Martha is ING's head of corporate communications for the UK. Her experience in marketing and communications includes almost 10 years as a journalist on daily, weekly and Sunday newspapers and magazines before joining ING in 2009. Martha has been a spokesperson on consumer economics for several years and appeared on BBC News, Sky News and CNBC during that time. Outside of ING, Martha was a board member of Women in Banking and Finance until September 2017 and oversaw a bold rebrand of the membership organisation.



Mike McNeil, head of brand strategy, Sir Robert McAlpine

Mike is responsible for leading brand development at major UK construction and civil engineering company Sir Robert McAlpine. Originally from an engineering background, Mike has 20 years of experience in marketing and communications. Working in a highly competitive sector, Mike understands the importance of perception and reputation.



Sheona Michie, head of brand and marketing, Action for Children

With over 20 years of commercial experience as a brand specialist (Identica, WPP, Wham) working for international clients from Diageo and Aeroflot to Nike and Vodafone, Sheona moved into the charity sector in 2011 to help rebrand Cancer Research UK. Constantly curious about finding new ways for brands and people to connect, Sheona views branding as the strategic driver to inspire, improve and deliver results; from big ideas and beautiful creativity, to real brand engagement and activation, inside and out.



Sarah Miles, director of brand, marketing and communications, io oil & gas consulting

Sarah is a branding and marketing leader in the energy industry with rich and varied experience across global brands. As the director of branding and marketing at io oil & gas consulting, a joint venture of GE Oil & Gas and McDermott, she leads the company's brand, marketing and communications activities and has led io to multiple award wins as well as high levels of media and industry visibility. Prior to this, Sarah held a number of marketing directorial roles and spent more than 10 years at Shell, most latterly as global head of premium fuels brands.



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transform
financial
markets

NEX, and their agency Thinkfarm, are short-listed for:
Best brand architecture solution
Best implementation of a brand development project
Best visual identity in the financial services sector

nex.com

THE JUDGES



Yasmin Mukhida, brand strategy manager, Premier Inn

Yasmin is the brand strategy manager for Premier Inn, the UK's largest hotel company. In her role, she helps define and deliver the future vision for the brand, building meaningful communications throughout the guest journey. After graduating from Bristol University, she started her career in creative agencies for large financial clients, including Lloyds Bank, Aviva and the London Stock Exchange. She then specialised in hospitality brand management at GLH Hotels, where she launched Amba Hotels and Thistle Express, and created an umbrella brand for the portfolio. For her, building a successful brand is all about having empathy; for guests and employees alike.



Olivia O'Toole, head of leisure marketing and strategic partnerships, London & Partners

Olivia is head of leisure marketing and strategic partnerships at London & Partners, the mayor of London's official promotional agency, which is also the official tourist board for the city and runs visitlondon.com. Olivia's role is to develop advertising campaigns promoting London as a holiday destination and to partner with companies who share the same strategic goal; driving inbound tourism to London and helping bring record numbers of international and domestic visitors to the city. Prior to joining London & Partners, Olivia spent over 10 years in the media industry in London and Asia, working for companies including CNN International and BBC Worldwide.



Jill Percy, head of strategic communications, Babcock International

Jill is a corporate communications and brand strategy professional, working for organisations at the interface between the public and private sectors. She recently joined Babcock International to develop strategic communications in its land defence sector, after several years running corporate communications for HS2 Ltd, the high speed rail project. Other roles include leading media relations during the volcanic ash cloud crisis for NATS, the UK's air traffic controller, and directing communications for Unisys.



Tim Ruthven, head of marketing and communications, Imperial College Business School

Tim is currently head of marketing innovation at Imperial College Business School where he is responsible for brand and developing innovative marketing and communications strategies for international audiences. He also teaches brand management on Imperial's executive MBA and summer school programmes, as well as short marketing courses. Originally from New Zealand and having worked across the globe in higher education marketing and private sector leadership roles, Tim is an award-winning marketer with a deep understanding of the value of brand and how marketing drives business performance.



Rebecca Sinclair, communications director, Penguin Random House UK

Rebecca is group communications director of Penguin Random House UK, the world's number one trade book publisher. Before this, Rebecca was vice president of brand at Pearson where she led the launch of the new brand to reflect the company's transition from book publisher to global learning company. Prior to that, Rebecca led corporate affairs for Pearson across Asia, based in Singapore, and ran communications for Penguin for seven years. Rebecca is trustee of the board at the National Centre for Circus Arts, the UK's leading provider of circus education.



Mari Stevens, director of marketing, Visit Wales

Mari is director of marketing for Wales as a destination for tourism, inward investment and business growth. Over the last three years she has led the work of developing a new nation brand strategy for the country and delivered award-winning international campaigns that have attracted record numbers of visitors, as well as high-quality investors to Wales. Mari has also worked as head of marketing at Welsh Water and BBC Cymru Wales, where she had responsibility for promoting all output across TV, radio and digital.



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BEST USE OF A VISUAL PROPERTY



Gold – LEVEL and Superunion

With the ambitious goal of launching a new unbundled airline that could compete in the growing, but increasingly crowded, long-haul, low-cost sector, IAG knew that its brand would be the key differentiator when it came to success. IAG enlisted Superunion to come up with a brand identity that was radical yet immediately recognisable to the Ikea generation; one that married good design with great value. From the minimalist brand mark – blue over green, the sky over land, the story of flight – to the design style – global not focused on one country – Superunion crafted an identity custom-designed for a new generation of fliers. The result was nothing short of the most successful airline launch of all time. On day one, 52,000 tickets were sold, the IAG share price jumped 3.5% following launch, and the Level fleet size is set to increase 150% by summer 2018.



Silver – Addiko and Prophet

Following its acquisition by the European Bank for Reconstruction and Development, Addiko – formerly Austria’s Hypo Alpe Adria Bank – transformed its brand and proposition with the help of Prophet. With a simple, down-to-earth and trustworthy promise, ‘straightforward banking,’ the new identity has already set Addiko apart and has been named among the most beautiful in banking by key influencer, the Financial Brand.



Silver – Reiss and GW+Co

Reiss shone the spotlight on its industrial lighting expertise with a visually led, dynamic rebrand. Having defined its purpose as to ‘push limits’ – lighting some of the most hazardous and extreme working environments around – Reiss and agency GW+Co delivered a striking new identity for the brand to support.



Bronze – Nuffield Health and Handsome Brands

Nuffield Health, one of the leading not-for-profit healthcare organisations in the UK, partnered with Handsome Brands to build the most trusted and well-known health and wellbeing brand, through its differentiated offer, reputation, customer experience, people and outcomes.

Highly commended – British Fencing and We Launch

BEST BRAND ARCHITECTURE SOLUTION

Gold – NEX and THINKFARM

NEX provides electronic trade execution, risk control and market intelligence for the global capital markets. Before rebranding to NEX in January 2017, the business was known as ICAP plc. In 2015, the ICAP brand and its hybrid voice broking and information business was sold to a major competitor. As a result, there was a need for a new brand for the remaining technology-based business. The goal of the rebrand was twofold: to energise customers by clearly identifying NEX's proposition and portfolio; and to ensure employee engagement by uniting the brand's disparate businesses under one overarching identity.

Thinkfarm developed a bold and impactful new name – NEX – as well as a series of sub-brands which retained their distinct identity while also adopting the NEX master brand. These sub-brands were then categorised into four strategic business lines: NEX Markets, NEX Optimisation, NEX Opportunities and NEX Exchange.

The new branding has already succeeded in its objectives, with both customers and internal stakeholders rallying around the business's bold new identity.



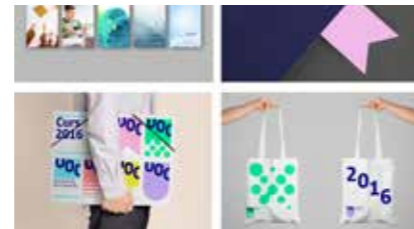
Bronze – Danone and Conran Design Group

Danone partnered with Conran Design Group to develop a fresh identity and visible brand architecture which could more consistently express the strong sense of optimism, purity and openness of the brand's iconic child star logo.



Bronze – Universitat Oberta de Catalunya

The world's first online university, Universitat Oberta de Catalunya (UOC), modernised and unified its brand architecture, arranging the UOC brands and sub-brands to project the value the UOC generates in society.



BEST USE OF COPY STYLE OR TONE OF VOICE



Gold – Primephonic and Lantern

Primephonic is a global classical music platform based in the Netherlands with an online store that offers over 100,000 high-quality recordings of classical music. To coincide with the launch of its new streaming service, alongside a move into live events and experiences, Lantern strategically repositioned the brand and redefined its messaging.

Constrained by classical music's reputation of being elitist, uncool and inaccessible, alongside a history of positioning the brand around rational, tech-led messaging regarding file formats, bit rates and metadata, Lantern embarked on a mission to capture the emotional power of classical music. The agency redefined the brand vision as reinventing the classical music experience and reigniting a global passion for the genre, providing an emotive strapline to support a new wave of casual classical lovers, while embracing the brand's existing audience of audiophiles.

Since the launch of the new identity, Primephonic has seen an incredible 46% increase in new subscribers. In addition, website visits are up 117% and visitors are spending 32% more time on the site.



Silver – acdc lighting and GW+Co

LED lighting expert acdc lighting enlisted GW+Co to craft a fresh tone of voice that could do justice to the brand's edgy, honest and full-of-life attitude. The result is a comprehensive tone of voice guideline, packed with practical examples, equipping acdc with the tools to consistently infuse the brand into copy.



Bronze – Konica Minolta and Frank, Bright & Abel

To help launch Workplace Hub, Konica Minolta crafted a copy-led communications approach, partnering with Frank, Bright & Abel to develop a punchy and impactful, yet warm and clear tone of voice.

Highly commended – Innowatio and CBA

BEST BRAND EXPERIENCE

Gold – Hagkaup and M Worldwide

Huge supermarkets used to be all about weekly friction-free shopping – going in, walking up and down the aisles, and getting out. Customers had to fit in with business imperatives that focused on streamlining, process and logistics on an industrial scale. Now, that’s all changing. People now shop more frequently for fewer items, and want innovative experiences and places in which to dwell. Engaging ideas, compelling content and shared space with other brands are the things that will keep customers coming back.

With this remarkable insight in mind, Icelandic supermarket retailer Hagkaup partnered with M Worldwide to transform its flagship store, focusing on developing the ‘theatre of retail’ to enhance customer experience. The now transformed store is a true testament to the success of Hagkaup’s philosophy. Customers are offered an array of tantalising sights, sounds and smells, from a Willy Wonka-esque Krispy Kreme factory observation window to a DIY peanut butter machine.

The store is now almost 50% smaller in footprint but has more customers and more sales per square metre than when the store was double the size.



Silver – Intel Corporation with 2LK Design and Moving Brands

Intel made the most of its presence at the Mobile World Congress with ‘the Wonderwall,’ the world’s largest ever generative video content installation. The remarkable 1,250 sq ft display designed by Moving Brands was the centrepiece of Intel’s inspiring, integrated and immersive booth which further established the brand as a leader in 5G connectivity.



Bronze – STUDIOCANAL and Conran Design Group

Studiocanal and Conran Design Group supported the eagerly anticipated release of the Paddington 2 movie with an experiential campaign featuring five pop-up book installations and life-sized Paddington Bear models positioned around London.



Highly commended – British American Tobacco: Vype and CBA

Highly commended – Schroders

BEST USE OF PACKAGING



Gold – Higgidy and B&B Studio

B&B Studio was on hand to help pie and quiche purveyor Higgidy liberate itself from the traditional world of pastry and evolve into a contemporary food company with a diverse and health-focused portfolio. Higgidy’s new packaging is the ultimate expression of this story. Not only does it delight the consumer and disrupt the category, but it also announces, loudly and proudly, Higgidy’s newly articulated philosophy and values.

Inspired by the lifestyle aesthetic of the new positioning, the packaging design is based on an eclectic collection of mismatched plates. Each unique design offers the opportunity to tell a story around each recipe, and B&B’s designers worked closely with founder Camilla Stephens to appreciate each recipe, then with a handful of different illustrators, including in-house, to ensure the stories came to life in the most appropriate way.

The rebranded packaging has reset the parameters of what’s possible for the Higgidy brand, enabling the launch of a new range of pastry-free frittatas that are just the first in a feast of new product development designed to energise the entire category.

Silver – London Beer Lab and Elmwood

Elmwood raised the branding bar for London Beer Lab, helping the brewing expert expand its business with an inspiring rebrand that put craft and creativity at its heart. Since adopting the new packaging, which features bold designs worthy of London Beer Lab’s ambition, the brand has seen a 133% increase in workshop attendees and a staggering 900% increase in monthly sales.



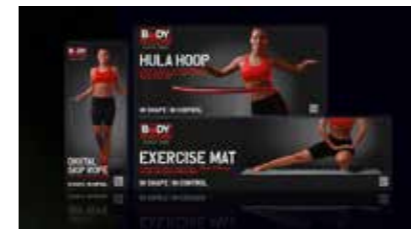
Bronze – Bulwark and WPA Pinfold

WPA Pinfold was on hand to help Bulwark Cider break into the UK, redesigning the brand’s look to stand out on the shelf alongside more established competitors.



Bronze – Hi Mark International and WPA Pinfold

WPA Pinfold helped Hi Mark International relaunch its flagship fitness range Body Sculpture, using strong on-shelf appeal and simple, clear communication to win over their audience of discerning fitness fanatics.



Bronze – PizzaExpress and Bulletproof

Bulletproof cooked up an unapologetic and powerful rebrand for PizzaExpress’ range of chilled pizzas, edging out the competition with bold colours and mouth-watering photography.



Highly commended – Reeves and Pearlfisher

Highly commended – Robijn and 1HQ

Highly commended – USP Zdrowie and Creative Leap

BEST WAYFINDING OR SIGNAGE

Gold – Clockwise and Pollitt & Partners

Having already crafted a new, dynamic brand for Clockwise serviced offices, Pollitt & Partners further developed the branding, delivering a wayfinding system for the business's first office space in Glasgow. Using the brand's bespoke font and icon set, Pollitt & Partners developed a consistent wayfinding system that would complement the refurbished interior of the brutalist building and provide a template for future developments.

The new wayfinding perfectly complements Clockwise's updated ethos, 'Work your way,' effortlessly aligning with the brand's bold new visual assets. A particular highlight is the bespoke typeface, inspired by the many angles and shapes made by clock hands, which conveys Clockwise's brand in an expressive and playful way, as well as making signage distinct, engaging and easily replicable across future sites.

Following the launch of its first Glasgow workspace, Clockwise successfully secured over 140 new members/tenants from 50 different companies, including copywriters, software designers, travel guides, utility services, Wi-Fi equipment and an energy drink manufacturer.



Silver – The Paddington Partnership and Maynard

Recognising that Paddington's local businesses needed additional infrastructure to promote their wide-ranging events programme, the Paddington Partnership joined forces with local agency, Maynard. Together, they explored the unique qualities of the area, devising a graphic identity and physical signage that was both unified and inspiring, as well as easy to manoeuvre and flexible to install.



Bronze – Camberwell College of Arts and Whybrow

Camberwell College of Arts' new wayfinding by Whybrow brings its five different buildings – and a maze of corridors, connecting bridges and different levels – together in a cohesive, coherent and holistic way.



Bronze – Harrods and Endpoint

Following an 18-month, root and branch review, Harrods unveiled a new and more legible wayfinding system that has increased customer satisfaction, improved sales floor efficiency and radically reduced overcrowding issues.



Highly commended – Bloomberg London and Whybrow

BEST USE OF AUDIO BRANDING



Gold – Leroy Merlin and Chut! on vous écoute

Leroy Merlin, leader in the French DIY store market, unveiled an inspiring new audio identity developed by Chut! on vous écoute to herald its entry into the global market. Key to the agency's approach was carving out an audio territory that immediately spoke to Leroy Merlin's identity and values – kindness, confidence, accomplishment, humbleness and gentleness – something that said, "You have time to choose."

With this in mind, Chut! emancipated the brand from the traditional rules of DIY, eschewing whistling, agitation and frivolity to tap into the deeper essence of Leroy Merlin's market appeal. A simple and slow signature was selected, emphasising the simple, straightforward and unstressed atmosphere within the stores themselves.

The sonic rebrand's high point proved to be a reworking of Rod Stewart's iconic hit 'Sailing,' featured in a television campaign which used the highs and lows of the sea as a metaphor for the ups and downs of owning and working on a house.



Gold – Siemens and why do birds

Siemens emphasised its shift from thinking 'inside-out' to 'outside in' with a new corporate sound; enlisting why do birds to develop an audio identity that could capture Siemens' new forward-looking, solution-finding positioning. For musical inspiration, why do birds dug deep into Siemens' history and found the first ever Siemens product from 1847: the pointer telegraph – a device for transmitting messages over long distances.

Restless piano themes, progressive sounds and driving rhythms were selected to embody Siemens' ingenuity, as well as the company's constant search for new solutions to match clients' needs. This feeling of ingenuity was connected with everyday life through a blend of synthesised and organic sounds, and aural mirror of Siemens' 'dynamic petrol' brand colour gradient.

The new Siemens corporate sound has been received well within the organisation, with departments adopting the new audio identity to enhance fairs and events, adding cohesion to Siemens' multisensory brand within the market.




Silver – Universitat Oberta de Catalunya and Dadadada

To go with its transformative visual rebrand, online university Universitat Oberta de Catalunya enlisted Dadadada to develop an equally impressive audio brand. The result includes an audio logo, which emphasises ideas of closeness, movement and innovation, and a brand theme, a melodic journey of life and learning that represents the core values of the university.

Highly commended – Caggemini and BrandPie & Start Rec

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BEST USE OF TYPOGRAPHY



Gold – Printworks London and Only

Printworks London is a groundbreaking experimental arts venue in Canada Water. The venue was unveiled in January 2017 as part of British Land's regeneration of the Docklands area into a 'hub for culture and industry'. The new venue plays host to a range of events spanning arts, culture, fashion, music, film, food and dance. Only was commissioned to create a bold and progressive visual identity for the new venue. The brand referenced the history of the site and offered a flexible system for the promotion of an eclectic programme of events.

As part of the new brand, Only developed a bespoke new typeface, drawing inspiration from the constant movement, scale and industrial processes of printing. The typography is trimmed, rotated, repeated and overlapped creating a strong and unique aesthetic, mirroring the messy nature and occasional mistakes of the printing press.

The identity has been met with near universal acclaim from staff and audiences and the in-house team at Broadwick Live has consistently been able to produce varied and engaging promotional materials for the 12 months since the brand's inception.



Silver – Moonpig with Ian Styles and F37 Foundry

As part of its extensive rebrand, personalised card and gift retailer Moonpig unveiled a fresh, bespoke typeface developed with British based type company F37 Foundry. Thanks to random programming technology, the font has a weightless quality, appearing to float, perfectly embodying Moonpig's new visual identity, 'life on the moon.'



Silver – Spyscape and SomeOne

With its branding based around the idea of questioning everything, Spyscape, an experiential museum dedicated to espionage, needed a font that was equally secretive. Bespoke typography, developed by UK agency SomeOne, proved just right for the mission, with 'redacted' cuts enhancing the mystery without sacrificing legibility.



Bronze – Clockwise and Pollitt & Partners

Pollitt & Partners developed a striking typeface for Clockwise, the new entry into the serviced office market from Castleforge Partners. Invoking the modern and dynamic aesthetic of the brand name, the typeface acts as Clockwise's visual voice.

Highly commended – ABB

CONTENT

BEST PLACE OR NATION BRAND

Gold – Newington and Lantern

The estate of Newington, near Ramsgate, has driven change and defied expectation for over half a century. Built in the 1950s, it has historically suffered with high crime and antisocial behaviour alongside poor levels of health and education.

Despite this, Newington has always had a strong sense of community and local pride, with generations of families calling it home. Fuelled by the determination and resourcefulness of its residents, today it's undergoing a resurgence thanks to fresh investment of £1m from the Big Lottery Fund, as part of the Big Local initiative, led by a neighbourhood of residents empowered to make the estate a better place to live.

Lantern has helped spearhead this transformation, distilling the neighbourhood's essence into the tagline, 'For a vibrant, thriving and resilient Newington.' Upbeat illustrations paired with bold typography and a vibrant colour palette form the foundations of the visual style, with a new logo depicting the letter 'N,' modified into an iconic flag to symbolise the unity, leadership and independence of Newington.



Silver – Municipality of Cracow and Opus B Brand Design

Opus B Brand Design boosted the fortunes of Krakow, the second largest city in Poland, with a fresh visual identity. Including a host of universal tools and graphical assets, the new visual identification system has vitally enhanced Krakow's accessibility to tourists, providing simple, straightforward signage to signal events and locations.



Bronze – KX and SomeOne

London agency SomeOne put its local knowledge to good use, working with Kings Cross to develop a striking new visual brand for the vibrant, ever-changing area.



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British Fencing

Best Visual Identity in the
Food & Beverage Sector:
The Snaffling Pig Co.

Best Visual Identity in the
Healthcare & Pharmaceutical Sector:
Dr Ehrenstorfer

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BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – Tata Consultancy Services

Tata Consultancy Services (TCS) once again demonstrated its commitment to technology as a force for empowerment, social justice and inclusivity, leveraging a presence at the World Economic Forum in Davos to promote TCS' positive vision for the future.

The core of the campaign was sharing authentic stories and ideas, galvanising new solutions by highlighting how digital can impact lives for the better. A custom-built microsite, digitalempowers.com, curated a wide range of content around five key themes: access, equality, planet, youth and wellbeing. Under each theme, the website hosted a variety of contributed articles from TCS executives, partners and leaders from the world of technology, health, planet, equality and youth education, building a store of resources to amplify the human side of technology. The campaign has been tremendously successful thus far, with its broad focus and inspiring themes hitting home far beyond the bounds of Davos and generating support for a plethora of worthy initiatives across the globe.



BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



Gold – Universitat Oberta de Catalunya

The Universitat Oberta de Catalunya (UOC), founded in 1995, was the world's first online university. In that time, its student cohort has grown from 206 to over 54,000, and it now employs more than 3300 teaching staff. Given such rapid and remarkable growth, the UOC determined that its now 20 year-old brand was no longer fit for purpose. With the help of branding consultant SUMMA and the internal leadership of UOC Communications, work began on a programme that culminated in the definition of a bold new brand strategy for the university.

Key to the project's success was an inspiring and engaging internal communications campaign, uniting UOC employees behind the brand's updated direction. As well as appointing brand agents, UOC delivered a comprehensive communications campaign that both built expectation and asked for input, ensuring all internal stakeholders felt like part of the process.

UOC's comprehensive and inclusive approach proved a textbook treatment of managing organisational change, quickly bringing both staff and students together under the new brand.



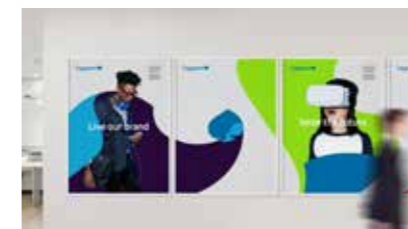
Silver – Cadent and Superunion

Cadent is the result of National Grid's sale of 61% of its gas distribution arm, the largest network of its type in the UK, operated by 6,000 dedicated engineers and serving 11m customers. Shaking off legacy issues such as bureaucracy, slow decision making and blurred accountability, the dynamic new brand by Superunion is a force for change in the market, energising external and internal stakeholders alike.



Silver – TechnipFMC and Lippincott

Lippincott's expertise paved the way for a smooth merger between energy companies Technip and FMC Technologies, collaborating with executive leadership to develop a bold vision for the new business, TechnipFMC. The new brand's optimism and enthusiasm energised internal stakeholders with its engaging purpose and progressive identity.



Bronze – Capgemini and BrandPie

Leading consulting and information service company, Capgemini, celebrated its 50th anniversary with a transformative rebrand by BrandPie that was unveiled to the company's top 500 executive leaders at the company's annual global meeting.

Highly commended – Clarity and Row-A

Highly commended – University of Portsmouth and Instinctif Partners

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Gold – Andertons Music Co. and the Pull Agency

Andertons Music Co. began life in 1964 as a family-run guitar shop in Guildford, arriving at a unique time for British music. The business has grown over the years and, along with the physical store in Guildford, is now the UK's largest online musical instrument retailer.

Despite a loyal following, enthusiastic employees and a rich history, Andertons' visual identity and website were letting the brand down. The Pull Agency helped Andertons Music Co. recapture the magic of its musical heritage with an inspiring rebrand that drew on the business's connection to the UK's most iconic instruments. All-new visual assets, echoing famous brands such as Fender, Gibson and Marshall, imbue the brand with authenticity, reconnecting with and celebrating the brand, and the UK's passion for music.

The rebrand has already been a resounding success, energising staff and customers alike, and delivering an identity more in tune with a business built around making music happen.

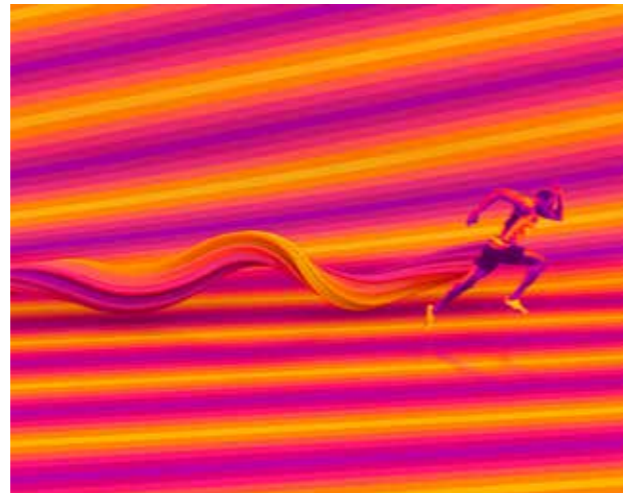


Gold – London 2017 and SomeOne

The World Para Athletics Championships and the IAAF World Championships made London the home of the biggest global athletics sporting event of 2017, with swan song appearances from Usain Bolt and Sir Mo Farah drawing crowds and breaking ticket sales records. It was the last time many of the superstars of athletics would compete, but it was also the first opportunity for the new generation to prove themselves on an international level.

As the agency working to build buzz for the brand, SomeOne harnessed the idea of transition, delivering a strategy themed around the tagline, 'See the Best, Be the Next.' SomeOne crafted a visual identity as bright and inspiring as the athletes themselves, with amplified colours operating as a bold cue to the excitement experienced by spectators.

The brand was implemented with aplomb across London Stadium. The flowing lines of neon reds, yellows, oranges and pinks drew the event's various aspects together and united the city behind the athletes themselves.



Bronze – Caledonian Sleeper and WeberShandwick

Caledonian Sleeper marked the introduction of its new fleet of purpose-built, luxurious sleeper trains with an inspiring rebrand from WeberShandwick. The launch also saw the creation of a bespoke campaign website, offering a sneak peek at the new trains.



Bronze – NEX and THINKFARM

The newly rebranded NEX found internal traction quickly, thanks to an empowering campaign from Thinkfarm, featuring a fully integrated launch campaign and an inspiring range of websites and online films.



Highly commended – QinetiQ and Superunion

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT ACROSS MULTIPLE MARKETS



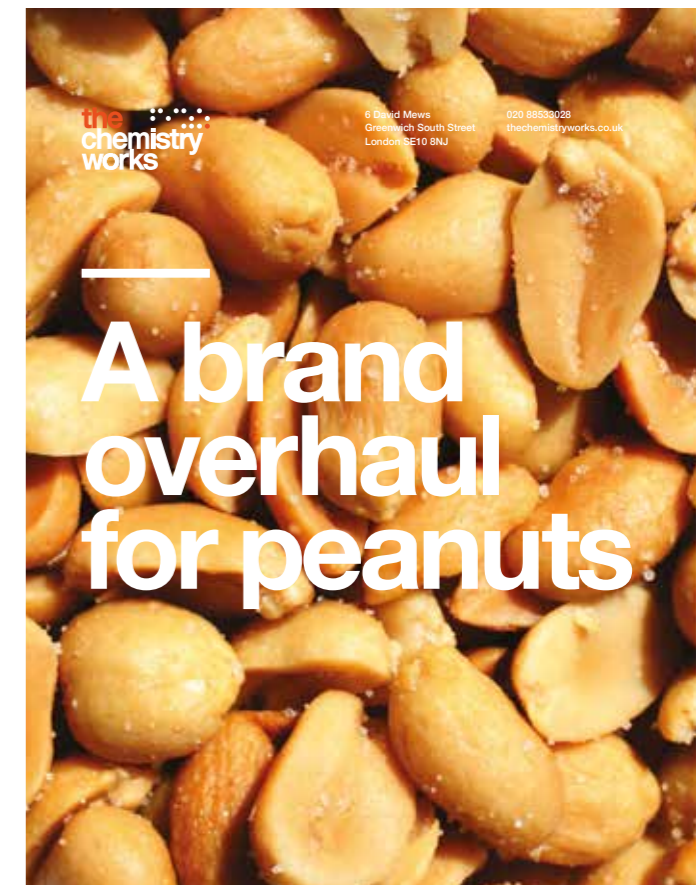
Silver – European Flavour Association (EFA)

The European Flavour Association united countries across the continent by revealing a consistent yet customisable brand for different cities' 'FlavourDay' events. The new umbrella brand has already proved a sweet success, following a kick-off event in Brussels and a cross-country FlavourDay tour.



Bronze – Madame Tussauds and SomeOne

Madame Tussauds stepped up to its competition in the theme park sector, unveiling a characterful new brand and vision which offers an exciting range of fresh, immersive and dynamic experiences.



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STRATEGY

BEST CREATIVE STRATEGY



Gold – Addiko and Prophet

Following its acquisition by Advent International and the European Bank for Reconstruction and Development, Austria's Hypo Alpe Adria Bank underwent a complete transformation at the hands of expert agency Prophet.

Under new ownership, the bank, renamed Addiko, went through an extensive multistage rebrand informed by diligent research and interviews with clients and employees. Its new identity, hinging on the promise of 'straightforward banking' was designed to cut through a crowded market and bypass consumer concerns about banks that don't live up to their promises.

Prophet brought this attitude to life with a warm and welcoming palette, with bold red tones instead of the staid blue more traditional in the banking sector. Equally, design assets such as illustrations were brought to life with characterful representations that evoke empathy and assistance.

One judge said, "Great process, an effective straightforward concept and a campaign which demystifies banking and resonates with customers. Impressive results."



Gold – THORNeco and GW+Co

GW+Co lit up the LED lighting industry, partnering with THORNeco to launch a new range of LED lights targeted at electricians and sold via wholesalers over the counter. GW+Co developed an inspired strategy, applying a retail approach to the trade market, with products given real names to create a true family. Instead of using product photographs, the lights were illustrated in a distinct, simple and cheerful style, each with different personality features – literally adding character.

To introduce each product, GW+Co created short videos for each character, keeping them snappy for easy sharing online. This was supported by a light-hearted social media campaign where the brand directly engaged with electricians and wholesalers. In addition, the team chartered a bus and visited wholesale stores around the UK. The bus tour was advertised on the website and not only engaged many electricians but the whole sales team of THORN.

The launch was a sparkling success, proving the power of GW+Co's 'products with personality' strategy, which our judges described as "a brave approach that has delivered exceptional results."



Silver – Formula E and Prophet

The brainchild of F1 supremo Alejandro Agag and John Todt, the FIA Formula E is the world's first fully electric, international, single seater racing championship. To build a buzz around the brand every bit as big as its eco-credentials, Prophet delivered an engaging visual identity and voice that has rocketed Formula E into pole position.



Bronze – Dublin Bus and RichardsDee

Dublin Sightseeing reestablished itself as the premiere tour company in the capital with a transformative rebrand into DoDublin. With an authentic and local focus, the new brand is already differentiating itself strongly from its less city-savvy competitors.

Highly commended – Primephonic and Lantern

Highly commended – TP ICAP and Handsome Brands

BEST BRAND EVOLUTION

Gold – Brighton Women’s Centre and Baxter and Bailey

For 40 years, Brighton Women’s Centre (BWC) has been helping women from all backgrounds, facing all kinds of issues, to live happier lives. However, the funding landscape in the UK is changing, making it increasingly challenging for charities and not-for-profit organisations such as BWC to meet their funding targets. To respond to this challenge, BWC enlisted Baxter and Bailey, entrusting the agency with the mission to better articulate the organisation’s purpose and present it to its wide audience in an arresting, compelling and urgent way.

Through workshops and one-to-one interviews, Baxter and Bailey developed a brand blueprint and hierarchy that informed every aspect of the rebrand. The resulting identity is intentionally powerful, opinionated and surprising. It uses a strident primary palette of yellow and black, along with forthright and challenging copy, in order to demand attention.

The charity’s small in-house team is already using the new brand assets and tools to great effect and BWC is on course to achieve its funding targets, despite the challenging landscape.



Gold – Harvey’s Brewery and WPA Pinfold

Harvey’s Brewery has been in existence since 1790 and has long been Sussex’s preeminent brewery. Its reputation for quality is legendary and its flagship ale, Sussex Best, is known as the champagne of beers. However, the brewery was not keeping pace with the changing times – the brand had been neglected (with three totally different versions of the Harvey’s logo appearing on its communications) and it was fast losing market share to the new micro and craft brewers that established themselves in the area.

WPA Pinfold came to the rescue, completely redesigning and repositioning Harvey’s brand, drawing on the brewery’s rich history and heritage in Sussex, as well as the work of local artists, to infuse every drop with authenticity. The result was a totally invigorated workforce, a renewed recognition by drinkers old and new, and a massive increase in demand both regionally and nationally, to the point that the brewer is even turning orders down.



Silver – Dublin Bus and RichardsDee

Against a backdrop of changing audience needs and aggressive competition, Dublin Sightseeing launched a rebrand with customer service, local knowledge and authenticity at its heart. Now known as DoDublin, the brand has found success by focusing on what matters: delivering a true Dublin experience to tourists.



Bronze – CaféX and Discover Brand Creation

To symbolise the shift from solving problems to providing solutions, software expert CaféX partnered with Discover Brand Creation to create a new identity, focused around a new tagline, ‘Making together happen.’



Bronze – Formula E and Prophet

Prophet provided a revved-up rebrand for the world’s first fully electric, international, single seater racing championship, sweeping away comparisons with F1 to establish Formula E as an engaging brand and event in its own right.

Highly commended – JLL and Superunion

Highly commended – Procter & Gamble and Elmwood



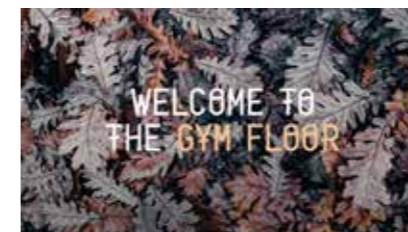
BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



Gold – LEVEL and Superunion

IAG joined forces with Superunion for the launch of new airline Level, a challenger in the already crowded and cut-throat market of long-haul, low-cost flights. To succeed, the partnership tapped into two key concepts: that low-cost doesn’t have to mean low-quality; and that consumers, particularly young ones, crave shareable global experiences. With this in mind, Superunion developed a unique proposition for the brand. Its name, Level, evokes ideas of equality – that it’s not just the people at the front of the plane that matter – while its logo turns the traditional flag-based identities of national carriers on its head, with a simple bisected square that represents blue sky over green earth, and freedom and travel for all.

The result was nothing short of the most successful airline launch of all time. On day one, 52,000 tickets were sold, the IAG share price jumped 3.5% following launch and the Level fleet size is set to increase 150% by summer 2018. And all this for an airline that launched with a website, three social media accounts and no traditional above-the-line spend.



Silver – Primal Roots and Lantern

Lantern brought the gym into the great outdoors with Primal Roots, a social enterprise which channels the restorative powers of exercising outside. As well as whittling down the name of the business from a list more than 100 options long, Lantern also developed a uniquely inspiring brand identity and attitude for the budding forest fitness experts.



Bronze – Addiko and Prophet

Prophet stripped away Hypo Alpe Adria Bank’s flat, corporate image to craft a straightforward, savvy and honest rebrand under the new name Addiko, which, in just three months, reached the same level of recognition as its predecessor.



Bronze – Kibo and Greenspace

With a shared belief in developing legacy-driving ideas and generating positive outcomes in communities, Kibo and Greenspace made the perfect team, with the agency ably crafting the Kenya-based social mobility enterprise’s brand.

Highly commended – Craft and Elmwood

Highly commended – Evergreen Life and Studio North

Highly commended – TP ICAP and Handsome Brands

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Gold – Nuffield Health and Handsome Brands

Despite its remarkable offering – operating 31 private hospitals and 112 fitness and wellbeing clubs in the UK – Nuffield Health was suffering from low brand awareness with a confused and uninspiring corporate identity. It enlisted Handsome Brands to help, charging the agency with building the UK's most trusted and well-known health and wellbeing brand. Realising that each of Nuffield's offerings would benefit from its own distinct brand, Handsome started from the ground up, developing distinctive yet unified sub-brands for Nuffield's services. These included NuCycle, an inspiring and active brand for Nuffield's cycle studios, NuSpace, a more soothing and introspective identity for the charity's mind and body health classes, and NuKitchen, a vibrant and enticing food and beverage brand. Thanks to this ingenious strategy, Nuffield's individual offerings are now more prominent than ever – engaging consumers rather than bamboozling them with a vague corporate identity – while still acting as valuable assets for the greater Nuffield Health brand.



Silver – AMD Radeon and Brand & Deliver

AMD Radeon announced its new graphics card VEGA with a powerful new brand, building on the momentum gained by 2016's Radeon Rebellion campaign. The striking new VEGA 'V' monogram, developed by Brand & Deliver, comes from the same cube as the Radeon logo and firmly places it within the existing brand portfolio, while also giving the brand its own distinctive look and feel.



Bronze – BeeZero and Greenspace

Greenspace was on hand to help leading engineering and gas conglomerate Linde craft an inspiring, educational and engaging brand for BeeZero, the hydrogen-powered car-share business.



Highly commended – Doncaster Sheffield Airport and Moirae Creative
Highly commended – Konica Minolta and Frank, Bright & Abel

BEST NAMING STRATEGY



Gold – LEVEL and Superunion

IAG had a plan to launch a new 'unbundled' airline to compete in the growing, but increasingly crowded, long-haul low-cost sector. What it didn't have was a means of differentiating the new airline from a host of established and emerging competitors, from Norwegian to Air France KLM, offering long distance travel at similar prices. Nor did it have a way of transcending the basic promise of 'cheap travel,' and appealing to those who value the full service experience. Superunion solved IAG's problems with an ingenious identity, crafted around equality and democratising the low-cost flight market: Level. With a simple blue over green logo – symbolising air over land – Level's brand avoids the intricacy associated with full service identities and the brashness of budget airlines, offering elegance and simplicity instead. And the market responded immediately, making Level the most successful airline launch of all time. On day one, 52,000 tickets were sold, the IAG share price jumped 3.5% following launch, and the Level fleet size is set to increase 150% by summer 2018.



Silver – Kiteka and Superunion

With the aid of Superunion, Kiteka has completed its transformation from small smartphone donation charity into a legitimate tech enterprise. As well as a bold visual identity, merging modern African pattern work and UI-elements, Superunion also delivered the name – an inspired mix of Kitaka, the Ugandan earth goddess, and 'tech.'



Bronze – Student Roost and SomeOne

Student accommodation specialist Student Roost partnered with SomeOne to develop a brand every bit as smart and individual as their customers. The bird-box aesthetic is immediately recognisable and quickly hit home with students in search of somewhere to make their nest.



Bronze – Velon and Infront Sports with Designwerk

Designwerk helped Velon and Infront Sport's new three-day international road cycling series, Hammer, pull away from the peloton with an immediately energising brand and name.

Highly commended – LifeArc and BrandPie

Highly commended – Tanager and BrandSilver

TYPE

BEST CORPORATE REBRAND FOLLOWING A MERGER OR AN ACQUISITION

Gold – Addiko and Prophet

Prophet proved that banking brands don't have to be confusing and corporate with a remarkable rebrand for Hypo Alpe Adria Bank, following its acquisition by Advent International and the European Bank for Reconstruction and Development. With the bank's previous brand hamstrung by a staid, blue corporate look and a lingering lack of awareness with consumers, its new owners knew the bank needed a fresh start to find its niche in the market.

Enter Addiko. The brand's simple promise of 'straightforward banking' immediately cut through, underlining the bank's agile, customer-focused attitude. Equally, it's warm and welcoming palette – a far cry from the plain blue of most of its competition – and characterful illustration assets, signal that Addiko offers something more.

Addiko's honest approach to banking proved an immediate incentive for consumers to find out more. And our judges loved it too. "A complete reinvention of the bank, a world away from the past identity and associated negative consumer perceptions," one said.



Silver – RHI Magnesita and MerchantCantos

RHI and Magnesita turned up the heat on their merger, enlisting MerchantCantos to devise a brand worthy of the now-united global leader in refractory technology. The brand's new mission, 'Taking innovation to 1200°C and beyond,' is a bold and inspiring statement that epitomises RHI Magnesita's enthusiastic vision for the future and their fired-up and fresh visual identity.



Bronze – TP ICAP and Handsome Brands

Handsome Brands delivered a dynamic new brand identity for TC ICAP, the largest inter-dealer broker in the world, garnering glowing praise from top tier publications including the London Evening Standard and Financial Times.



Highly commended – Cadent and Superunion

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BEST BRAND DEVELOPMENT PROJECT TO REFLECT CHANGED MISSION, VALUES OR POSITIONING

Gold – Addiko and Prophet

New owners often introduce a new brand, and Austria's former Hypo Alpe Adria Bank was no exception. Following its acquisition by Advent International, a private equity investor, and the European Bank for Reconstruction and Development, the partnership immediately turned around the bank's brand, enlisting agency Prophet to help. Along with a new name – Addiko – Prophet provided an entirely new look for the bank, bypassing bland corporate clichés for a fresh, engaging and inspiring identity. Its simplified proposition, 'Straightforward banking' signalled positive change and portrayed a clear and consistent offer. Likewise, a rejuvenated visual identity, complete with a warm, welcoming palette and characterful illustrations, demonstrated Addiko's newfound customer-centric philosophy. Already named among the most beautiful identities in banking by the Financial Brand, Addiko has proved equally popular with consumers. After just three months from launch, Addiko had achieved the same level of brand recognition as its predecessor, and higher levels of loyalty than its main competitors.



Silver – Andertons Music Co. and the Pull Agency

The Pull Agency helped Andertons Music Co. get back in tune with its history, masterminding a rebrand that drew on the business' rich heritage and loyal audience. As well as developing a fresh new colour scheme, the Pull Agency also helped Andertons develop a brand identity that revolves around what it does best: help people make music.



Bronze – CaféX and Discover Brand Creation

Discover Brand Creation helped real-time communication software experts CaféX stand out in the market with a dynamic rebrand centred around the business's mission to 'make together happen.'



Highly commended – ABB

Highly commended – Arkadin/NTT Communications and Dusted

Highly commended – World Sailing and rbl

BEST BRAND CONSOLIDATION



Gold – World Sailing and rbl

World Sailing, the global governing body for the sport of sailing, approached rbl with an antiquated brand that was becoming lost in a saturated marketplace. In order to keep up with the competition for corporate partnerships, TV airtime, competitor participation and public awareness, World Sailing needed to develop a brand strategy and identity that would capture the emotion and substance of the sport of sailing. The agency developed a bold new look and feel by taking the existing elements of the identity, such as graceful curves and 'navy' blue, and applied modern sport techniques and treatments to create a look and feel that is unique to sailing. Clear key principles allow the identity to flex to meet the needs of varied brand users and audiences, without compromising the integrity of the brand. Since launch, the increased appeal and relevance of the brand has allowed World Sailing to secure new high-profile partners and sponsors, including SAP and Volvo.

BEST REBRAND OF A DIGITAL PROPERTY



Gold – Simply Business and Start Design

Start Design's empowering digital rebrand for Simply Business began with one simple overarching objective: to strengthen the brand's association with the insurance market. As an insurance broker championing 425,000 small businesses around Britain, the company's capacity to cut through was crucial to its success, especially in the online market. Start went back to basics, realigning and repositioning the business' purpose and identity and designing a new, streamlined look built around the brand's monogram. Keeping to the creed of 'simple but meaningful,' a new positioning line was born to accompany the monogram, 'Business insurance made for you.' This stripped-down approach has made the brand immediately identifiable and distinctive online, providing a digital identity that speaks straight to consumers' concerns. Since the launch, the business has added 20,000 new customers, a 5% increase. Equally, web traffic has also increased dramatically. In the first quarter post-launch, the number of monthly web visitors grew from 360,000 in August, 2017 to 680,000 in November, 2017 – nearly doubling its reach in three months.

Silver – Sonovate and Superunion

Superunion transformed Sonovate's business with a comprehensive rebrand for the recruitment industry financier. From customer service to product design and frontline marketing, Superunion helped Sonovate think more like a software-as-a-service company than a financial provider, building a brand identity that would allow it to expand the business.



Bronze – Arkadin/NTT Communications and Dusted

Dusted reinvigorated, repositioned and reinvented the global brand of IT experts Arkadin, getting under the brand's skin to deliver a rebrand that could secure the business's future in its fast-moving, high-growth sector.



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BEST VISUAL IDENTITY BY A CHARITY, NGO OR NON-PROFIT



Gold – Primal Roots and Lantern

Based in the woodlands of England, Primal Roots is a pioneering fitness and wellbeing bootcamp rooted in a pursuit for external and internal strength. From nutrition and meditation, to mimicking animal movements or using trees as gym equipment, the classes are designed to unleash everyone's potential through the power of nature. Working closely with charities, the social enterprise offers health and fitness training, as well as employment opportunities, to those suffering from homelessness, addiction and mental illness.

With such an inspiring proposition, the up and coming brand needed an equally inspiring identity and turned to Lantern to sow the seeds of success. The agency immediately identified Primal Roots' positivity and empowerment as key foci of the brand, positioning it as 'Nature's Gym' – subverting the monotony of indoor exercise with something much more magical and authentic.

On social media the brand manifesto was described as "powerful and beautiful," and even got a mention on one of the biggest health and fitness podcasts, the Rich Roll Podcast by ultra-runner and author Mishka Shubaly.



Gold – The League Against Cruel Sports and ASHA

Established in the city of London in 1924, the League Against Cruel Sports has actively campaigned to end animal hunting for sport. Issues such as fox hunting, dog fighting, greyhound racing and many others are what drives the league to change legislations. Despite its many good works, the League Against Cruel Sports compete for attention against other like-minded organisations such as the RSPCA, People for the Ethical Treatment of Animals (PETA), the Blue Cross and WWF.

The charity enlisted agency ASHA to get to the heart of the organisation and develop a brand that could cut through and connect with audiences. Rather than focus simply on the animals themselves, ASHA developed an identity that drew on the human and animal relationship, banishing the traditional imagery of weak and suffering animals for a more positive, dignified and confident stance.

The new identity, with its updated paw print brand mark, sets the league apart in its field, giving the organisation the depth and gravitas it needs to continue its mission.



Silver – Jhpiego and Red Dog Design Consultants

Red Dog masterminded an impressive rebrand for health organisation Jhpiego, which for more than 40 years has worked in over 40 countries to prevent the needless deaths of women and families. Despite Jhpiego's challenging (and unchangeable) name, Red Dog delivered, deploying eye-catching iconography, vibrant colour and photography and an approachable layout design to achieve cut through.



Bronze – Bewley's and RichardsDee

RichardsDee helped Bewley's rebuild the buzz around its sponsorship of Ireland's Biggest Coffee Morning for Hospice, reversing years of continuous decline in awareness with a strategy that harnessed a wide range of prominent advocates including Domhnall Gleeson, Brendan Gleeson, Gabriel Byrne, Mark Feehily, Keith Duffy and Imelda May.

Highly commended – HOPE not hate and Blue State Digital

Highly commended – Kiteka and Superunion

Highly commended – Milestones Trust and Clout Branding

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – The Royal Institution and Supple Studio

The Royal Institution's (RI) mission is to 'harness science for the maximum benefit of society,' a key element of its mission is engaging and communicating with young people and families. For that reason, the RI enlisted Supple Studio to craft a new visual identity that could communicate the fun and vibrant nature of the organisation's offer. The solution was to take the Royal Institution's hexagon device and create a playful set of icons that could be used for each strand of the organisation's events. Paired with a strong infographic-style illustration approach, the identity puts people and their excitement at the heart of science.

Launched at the Family Fun Day in October, the identity was rolled out across social media, keynote presentations, leaflets, banners, signage and giveaways. The new identity is already working hard to engage its young and often hard to reach audience.



Silver – University of Greenwich and rbl

The University of Greenwich partnered with rbl to craft a brand that could cut through the competitive university marketplace, building an identity around the new tagline, 'Change starts here.' Infused with a powerful narrative about transformation through teaching and research, the new brand has already proved inspiring and engaging to staff and students alike.



Bronze – Institut Paul Bocuse and CBA

CBA transformed Institut Paul Bocuse's brand, harnessing notions of creativity, culture, energy and experience to cook up an enticing visual identity worthy of one of the world's finest hospitality and culinary arts schools.



Highly commended – Universitat Oberta de Catalunya and Mucho
Highly commended – University of Reading and Bell

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



Silver – Cadent and Superunion

Formed after National Grid's sale of 61% of its gas distribution business to a consortium of investors, Cadent is now the largest gas distribution network in the UK, operated and maintained by 6,000 dedicated engineers and serving 11m customers.

Despite its crucial importance to everyday life, gas distribution is rarely something that gets people excited. And, as the new kid on the block, Cadent needed a powerful and inspiring brand to get its name out there and begin building its business.

Superunion delivered just that, crafting a bold, dynamic identity that tells the wider story about the vital role Cadent plays in keeping people across the nation safe, warm and connected. The solid and accessible wordmark and the vibrant red palette immediately set Cadent apart from more staid infrastructure suppliers, while photography emphasises the tireless work carried out serving customers and communities every day.

SECTOR

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR

Gold – Reiss and GW+Co

GW+Co took on the considerable task of transforming lighting specialist, Reiss, from a white-label lighting producer into a consumer-facing brand with real impact. Despite its sector lacking in personality, Reiss is anything but, specialising in lighting extreme environments of all kinds – from oil rigs and arctic vessels to steel plants and pollution-heavy road tunnels; anywhere you really don't want the lights to fail.

GW+Co harnessed this extreme element, building the brand around the tagline, 'When lighting gets tough.' The agency brought this idea to life with a remarkable brand film which features an illuminated Reiss logo taking a true battering from the elements.

Demonstrating the products' resilience through the logo itself has proved powerful, and the tough new look is being extended into product catalogues, marketing and the new website. In the words of one judge, "Great design. An epic story well told."



Silver – RHI Magnesita and MerchantCantos

MerchantCantos turned up the heat to forge a fiery new identity for the recently merged refractory experts RHI Magnesita. Centred around RHI Magnesita's newly updated mission, 'Taking innovation to 1200°C and beyond,' the rebrand recalls each business's heritage while also announcing the arrival of a new leader in the industry.



Bronze – ABB

Despite its pioneering attitude, ABB found its brand lagging behind, failing to express the energy and innovation at the heart of its industrial business. But thanks to a transformative rebrand, ABB's identity is now fully aligned with its customer-centric, digital-first and truly world-leading outlook.



Highly commended – TechnipFMC and Lippincott



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GW+CO



BEST VISUAL IDENTITY FROM THE FAST-MOVING CONSUMER GOODS SECTOR

Gold – Carlsberg and Taxi Studio

Despite a 170 year history and a worldwide reputation for quality, Carlsberg, the fourth largest brewer in the world, was struggling to capture the modern market of discerning Millennial drinkers. The answer lay in Carlsberg's roots. A new proposition and a premium rebrand, oozing Scandinavian style and simplicity, helped win the hearts of trade customers, consumers and the internal audience alike.

The new visual identity, developed by Taxi Studio is informed by the Danish concept of hygge – a quality of closeness that engenders well-being – and the Dannebrog, Denmark's national flag. Featuring a careful balance of warm and cool tones, inspired by copper brewing kettles, white ceramic and wooden patterns, the new branding is understated yet eye-catching, a premium blend of modern and traditional.

Carlsberg's customers – and our judges – agree. One said, "A very well thought-through brand refresh – it adds sophistication to the brand and plays well to its Danish heritage and values."



Silver – Naturya and FutureBrand

With business on the up-and-up, Naturya partnered with FutureBrand to craft a compelling vision that could ensure the Bath-based health food guru kept up its momentum. The new brand has added a compelling consumer-focused edge – helping Naturya gain listings in major retailers – without losing the accessibility and authenticity that led to the brand's initial impact.



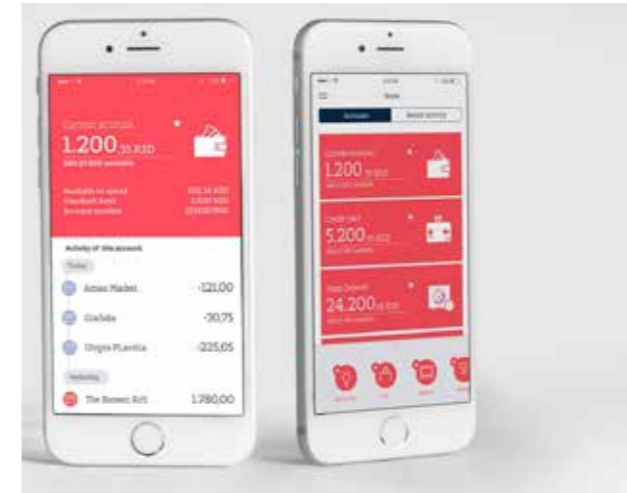
BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Addiko and Prophet

Prophet proved that nothing repairs a reputation like a rebrand, turning around the fortunes of Austria's Hypo Alpe Adria Bank, now known as Addiko. Along with a new name, the bank also received a completely fresh visual identity, harnessing the business' promise to provide 'straightforward banking' as a powerful overall theme.

To complement the bank's new focus on honesty, transparency and old-fashioned customer service, Addiko developed a warm and welcoming visual brand. Rather than the traditional, corporate cliché of a plain blue colour scheme, Addiko instead features red tones, giving it immediate standout on the high street. Prophet also crafted a range of characterful illustration assets, keeping the theme of openness and accessibility consistent.

The new brand has already proved to be something Addiko can bank on: our judges praised Prophet for developing a "solid creative concept, firmly routed in brand development insights," and a "strong contender which stands out across all categories."



Silver – NEX and THINKFARM

Thinkfarm delivered a bold, new and impactful identity for NEX, a UK-based business focused on electronic markets and post trade business. Launched internally and externally through a fully integrated campaign, the new identity features modern, eye-catching design, flexible enough to be applied cohesively across NEX's extensive portfolio.



Bronze – Lowell and Bisqit

Bisqit developed an identity unlike anything else in the sector for Lowell, Permira's new unified brand for its credit management business. The new brand is infused with positivity and personality, allowing it to stand out among its more corporate competitors.



Bronze – TP ICAP and Handsome Brands

Handsome Brands helped ICAP usher in the launch of the world's largest interdealer broker, masterminding the new brand, TC ICAP. The business's fresh and dynamic identity has affirmed its position as a market leader in its growing and competitive industry.



Highly commended – The AA

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – Deliveroo and DesignStudio

Following its meteoric rise to the top of the food delivery food chain, Deliveroo decided it was time to rejuvenate and rebrand its business, enlisting DesignStudio to 'redo the Roo.' Inspired by the core idea that good food shouldn't have to be a luxury or a treat, DesignStudio developed the creative idea 'Demand awesome' – a promise to make a delicious dinner accessible to everyone, all the time, no matter how busy they are. As well as capturing the attention of customers, Deliveroo's new brand also had to drive engagement with its delivery staff, inspiring confidence, a shared sense of identity and, importantly, a feeling of safety. The new branded apparel for drivers was even approved by road safety organisation Brake.

The new brand has been rolled out in 12 countries and over 130 cities, connecting Deliveroo with awesome food, and its community of riders and customers. One judge called the rebrand a "very strong move on from legacy brand to global icon." Another said, "I love this, the transformation from a logo that was not too memorable to an iconic logo that fits the name perfectly."



Silver – Tavern Snacks and the Chemistry Works

Although initially only engaged to redesign the packaging for just one of Tavern Snacks' products, the Chemistry Works soon found itself at the forefront of a new strategic approach for the entire brand. Shifting the business from its outdated and disjointed look to a more focused, confident and adventurous attitude has already helped appeal to younger, more brand savvy B2B and B2C audiences.



Bronze – Pukka and 1HQ

1HQ helped promote Pukka to busy UK mums with a heartwarming – and mouth-watering – rebrand, highlighting the business's history as a proud provider of pies that satisfy both emotionally and physically.



Bronze – Yumchaa and Brandality

Brandality brewed up an eye-catching rebrand for tea expert Yumchaa, bringing its story to life with characterful illustrations inspired by exciting ingredients and the adventures on which they were discovered.



Highly commended – Naturya and FutureBrand

Highly commended – The Snaffling Pig Co and We Launch

Highly commended – World of Zing and Springetts

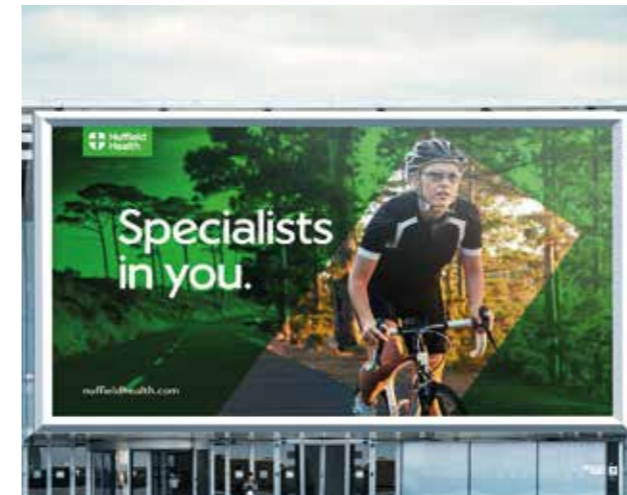
BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICALS SECTOR

Gold – Nuffield Health and Handsome Brands

Champion of public health, fitness and wellbeing, Nuffield Health, expanded and unified its brand with the capable assistance of Handsome Brands. Doing away with the organisation's corporate and confusing identity, the agency worked alongside Nuffield to reinvigorate everything from guidance for advertising to the digital, print and brand experience.

A core focus for the campaign was 'Gyms for the future,' an inspiring initiative which saw Nuffield's various fitness and wellbeing offers developed into distinct, yet cohesive, sub-brands, each featuring their own bespoke signage and digital estates. NuCycle, Nuffield's specialised cycle studio, now boasts a sleek, modern and dynamic look, whereas NuSpace, Nuffield's more laidback mind-and-body health offering, features soothing tones and a relaxed, contemplative design.

Our judges praised the partnership for perfectly capturing the transition "from corporate brand to lifestyle leader," highlighting its evocation of the human spirit and inspiring tone.



Silver – Lonza Pharma & Biotech and Coley Porter Bell

Coley Porter Bell helped Lonza, a Swiss multinational that specialises in chemicals and biotechnology, stand out among a complicated and competitive market, with a bold, yet simple, visual identity. Streamlined, modern and forward-looking, the new identity eschews overwhelming detail, letting the big picture – solutions to life's medical problems – speak for itself.



Bronze – Evergreen Life and Studio North

Studio North helped build a brand and a buzz around Evergreen Life's first product, the Evergreen Life Health App, which makes it easy for users to manage their own medical records simply and securely.



Highly commended – LGC, Dr Ehrenstorfer and We Launch

Highly commended – Lifes2Good and Creative Leap

SECTOR

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

Gold – Craft and Elmwood

Despite being a relative newcomer in an already competitive industry, creative recruitment specialist Craft saw the opportunity to stand out among rivals with a brand that avoided corporate clichés and spoke directly to its audience. Craft enlisted Elmwood to help, charging the agency with delivering a dynamic rebrand that could capture the inventive spirit at the heart of the sector. A key focus was communicating that as a small company, Craft prides itself on a uniquely personal approach, and the ability to offer a truly bespoke service both to candidates and agencies.

Craft's new visual identity does just this. Elmwood created a multitude of versions of each letter in Craft's logo, allowing it to change slightly in each iteration, mirroring the myriad requirements of their customers. The new brand, described by our judges as "innovative, individual and inspiring" has clearly cut through; the fledgling agency is already appealing to its creative audience and has surpassed its three year goals for growth.



Silver – BKL and Kimpton Creative

Following a number of mergers and continued growth, accountancy and tax adviser BKL partnered with Kimpton Creative to rebrand its business to reflect its expanding range of services and specialities. Kimpton developed a uniquely optimistic identity for the brand – a standout in the sector – using dynamic, contemporary visual flourishes to evoke the tagline, 'Build Bright.'



Bronze – Gabriele and Nalla

Nalla revitalised Gabriele Skelton's 25-year-old brand by bringing the recruitment agency back to basics. The focus on customers as people, not transactions has been renewed and a colourful, creative and compassionate identity has been deployed.



Bronze – Threefold and Baxter and Bailey

Baxter and Bailey put the rule of three to the test, delivering a triply-transformative rebrand for media agency Threefold. As well as perfectly suiting the business's name, the new brand has already helped the agency land an impressive range of high-end clients.



Highly commended – Lichfields with GW+Co and JWDC

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BEST VISUAL IDENTITY FROM THE PROPERTY SECTOR

Gold – Clockwise and Pollitt & Partners

Pollitt & Partners delivered a powerful new name, brand idea and identity for Castleforge Partners' foray into the serviced office concept, Clockwise. The agency went all out; as well as delivering a name, brand and identity, Pollitt & Partners also developed a stand-out brand strategy, clear positioning for the business, and worked collaboratively with Castleforge on everything from interior design and furnishing to environmental graphics, products and memberships.

The new name, Clockwise, proved to be the key to Pollitt & Partners' strategy. The tagline, 'Works your way,' is a proud promise to customers that says, 'However you work, Clockwise works your way,' while the brand's bespoke typography features a font whose broken lines were inspired by the many angles and shapes made by clock hands.

Pollitt & Partners' holistic approach paid off. Following the launch of its first Glasgow workspace, Clockwise successfully secured over 140 new members/tenants from 50 different companies, including copywriters, software designers, travel guides, utility services, Wi-Fi equippers and an energy drink manufacturer.



Silver – Student Roost and SomeOne

SomeOne built a homely visual brand for student accommodation expert Student Roost. Taking inspiration from the name, the agency created an endlessly charming family of modular bird box assets that could be used to represent all sorts of student accommodation – from town tower blocks to inner city abodes.



Bronze – KX and SomeOne

King's Cross, one of the capital's most exciting neighbourhoods, received an equally vibrant visual and verbal rebrand from London local SomeOne. The brand can effortlessly expand and encompasses this ever-changing area of shops, eateries and event spaces ably.



BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Silver – Municipality of Cracow and Opus B Brand Design

Opus B Brand Design composed a compelling new visual communications system for Krakow, Poland's second largest city. Attracting 12m tourists every year, Krakow hosts an unending series of cultural and community events, and Opus B's new system has given city planners the flexibility to signal the true range of opportunities on offer to visitors.



Bronze – TUC (Trades Union Congress) and Lloyd Northover

Lloyd Northover helped the Trades Union Congress shake off its 20 year-old visual identity, crafting a suite of fresh brand visuals that powerfully reestablished the brand's relevance in an ever-changing work environment.



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BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



Gold – Depop and DesignStudio

With no shortage of online marketplaces available for young audiences to explore their style, online retailer Depop needed to stand out, providing a platform that would champion users and their creativity in an exciting way. Enlisted to take on the task, DesignStudio became immersed in Depop’s business, quickly uncovering that it was more than just that – it was an ethos and a mindset, as much a cultural community as an online marketplace. This insight infused Depop’s powerful rebrand from the bottom up, with DesignStudio delivering a concept that could reflect, inspire and amplify the ambitions of a new and influential generation of shoppers.

Described by our judges as “innovative, inspiring, bold and vibrant,” Depop’s new identity has already found its audience. In the last 12 months, Depop’s LA user base has grown by 86% and an Instagram video, showcasing the new brand with Depop’s new merchandise, had an engagement rate that was 50% higher than any other video Depop has on Instagram.



Silver – Andertons Music Co. and the Pull Agency

The Pull Agency helped Andertons Music Co. rediscover its voice, empowering the veteran supporters of the UK music scene with a rebrand that recalls the business’s rich heritage. Pull harnessed the imagery of iconic instruments to compose a new visual brand for Andertons, one that would appeal to its large, loyal following as well as attracting a new era of instrumentalists into the stores.



Silver – Spyscape and SomeOne

SomeOne crafted a brand for Spyscape, a new, immersive experience which plunges visitors into the secretive universe of espionage through one-of-a-kind exhibitions, dynamic storytelling and individualised experiences. The new identity perfectly captures the brand’s ‘Question Everything’ attitude, with the agency even developing a bespoke, ‘redacted’ typeface to engage audiences and inspire curiosity.



Bronze – Żabka Polska S.A. and BNA Sp. z o.o.

Żabka Polska, the biggest convenience store chain in Poland, received a transformative rebrand from BNA, with its traditional and friendly atmosphere revitalised by cutting-edge aesthetics and an ingenious identification system for in-store.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – Today FM and Dynamo

Today FM is one of Ireland's largest radio stations, reaching an audience of almost 1m every week with a mix of music, magazine, sports and current affairs content. Following a number of high profile presenter departures, a drop in audience figures and research showing a lack of relevance with younger audiences, the decision was taken to overhaul the brand. Today FM work towards reclaiming its position as Ireland's original challenger radio brand.

Dynamo took on the challenging project, which encompassed not just a new brand identity and strategy, but also the redesign of the brand website, digital application and communications materials, as well as the brand's headquarters and a full internal communications campaign.

Creativity proved core to Dynamo's approach, with the agency infusing every aspect of the brand and its visual identity with bold, dynamic colours, a clear and eye-catching typeface and a playful, inspiring tone of voice. Our judges were quick to tune in, praising the rebrand for its strong strategic thinking, unique tone and perfect fit with the business' culture.



Silver – Akselos and WeberShandwick

Akselos, developer of the physics-based Digital Guardian software, redefined its identity to get ahead of the market with a transformative rebrand from WeberShandwick. Starting from a brand workshop, WeberShandwick rebuilt Akselos' identity, crafting an inspiring and dynamic new look that cuts through the fog of corporate blandness like a high-vis beacon.



Silver – NP6 and Brand Brothers

Brand Brothers developed a sleek and uncompromising new brand identity for French technology company NP6, combining singularity and simplicity to craft an identity that could withstand the test of time and usher the business into the future.



Bronze – Arkadin/NTT Communications and Dusted

Dusted helped Arkadin, the world's fastest growing collaboration services provider, shed its old and uninspiring identity, replacing it with fresh and engaging attitude that focuses on empathy, value and work-life balance.



Bronze – CaféX and Discover Brand Creation

Discover Brand Creation empowered CaféX's brand, guiding the communications and collaboration software developer through a transformative rebrand which saw the business's focus shift from providing solutions to solving problems.



Highly commended – Tata Consultancy Services

Highly commended – The Phone Co-op and Blue Moon Creative

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Beat and DesignStudio

The ride-hailing market is saturated with competition; it's hard for new car services to cut through and stand out. With big competitors holding the monopoly on the market, TaxiBeat wanted to carve out its own direction in the industry. It enlisted DesignStudio, who masterminded the rebranding effort that would reflect TaxiBeat's mission and values. The new positioning allows it to become a car service that can build a community and become locally embedded in cultural and local communities, signifying safety and convenience for its customers.

The new brand, now known as Beat, exemplifies these values. Inspired by the cities where Beat operates, DesignStudio developed a series of icons that can be used interchangeably with type – called the City Code. It allows Beat to break through language barriers in international markets, connect with its users in new ways, and spark a sense of adventure.

Thanks to the new brand, Beat is now ready to contribute to the culture of a place, rather than just exist within it, and has the toolkit to enter new markets with a unique proposition that speaks for community in a crowded industry.



BEST VISUAL IDENTITY IN THE TRAVEL, LEISURE AND TOURISM SECTOR

Gold – LEVEL and Superunion

Superunion helped democratise air travel, developing the brand for IAG's new entry into the long-haul, low-cost flight sector from the ground up. The result, Level, possesses an inspiring, engaging and eye-catching identity, perfectly positioned to stand out in the growing, yet cut-throat market.

Working from two key insights – that good value doesn't have to mean poor service, and that young fliers want shareable experiences not cookie-cutter clichés – Superunion developed an identity that spoke immediately to Level's audience.

From the name – which immediately evokes equality – to the logo, which subverts the ubiquitous flag motif used by traditional carriers, the identity system avoids the intricacy associated with 'full service' identities and the brashness of budget airlines.

Instead, simple and elegant in every application, Level's identity signals style, efficiency and modern value. Our judges called it "highly innovative, impactful and stand out for an airline," and Level's customer's agree; Level's launch was the most successful any airline has ever had.



Silver – Dublin Bus and RichardsDee

Dublin's original sightseeing tour company revitalised its brand with the help of RichardsDee, changing its name – and a lot more – in the process. The new brand, DoDublin, has gone back to its roots, focusing on a compelling customer experience, traditional high-quality service and love of the Irish capital which ensured its initial success.



Bronze – No.15 Great Pulteney and Mytton Williams

Mytton Williams crafted an alluring and luxurious visual identity for No.15 Great Pulteney, Bath's premiere townhouse hotel and spa. Confident, welcoming and intriguing, the new identity perfectly complements the hotel's offering of a sophisticated, sensory and soothing experience.



Highly commended – Formula E and Prophet

Highly commended – Global Adventure Challenge and Truth Creative

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BEST OVERALL VISUAL IDENTITY



Winner - Deliveroo and DesignStudio

Deliveroo was started with one simple idea: that good food shouldn't have to be considered a luxury or a treat. And, since its founding in 2013, the brand has lived up to its goals, delivering delicious meals to homes and offices in 12 countries and over 130 cities. But the market is constantly changing, and as a brand at the forefront of innovation in the industry, Deliveroo decided it was time to "redo the roo."

The company enlisted DesignStudio to help craft a brand that had the confidence to own its corner of the marketplace, partner with other brands and that could be worn proudly by riders, workers and customers alike. It needed a brand that could transform Deliveroo into a symbol of trust, quality and recognition – and, in time – be a beacon of revolution, innovation and change.

DesignStudio ran a series of workshops and sessions with key stakeholders across every aspect of the business, with some agency employees going so far as to become delivery riders themselves. From this, emerged the creative idea 'Demand awesome,' an aspirational call to Deliveroo staff and customers to expect more and take pleasure in the little things, no matter how busy life gets. From this creative concept, DesignStudio delivered a new, personality-packed identity for Deliveroo, built around the character 'the roo.' An iconic symbol for mouth-watering food delivered anywhere and everywhere, the new brand marquee cuts across cultures and languages allowing the business to expand further across the world.

But the new brand wasn't just about the customer, either. In many ways, Deliveroo's drivers are its brand. That's why DesignStudio developed a kit that could inspire confidence, instil a sense of shared identity and most importantly, keep Deliveroo drivers safe. As well as showing off the new roo, the updated apparel was approved by leading road safety organisation, Brake, and features hyper-reflective material on the wrists, waist and shoulders to give riders maximum visibility at night.

Our judges said, "Brilliant, since the rebrand, the new 'roo' brand is one of very few that truly be called iconic. A fabulous achievement," and, "I love this, the transformation from a logo that was not too memorable to an iconic logo that fits the name perfectly with a bright, bold overall palette, font, that expresses the brand perfectly." The rebrand is a truly deserving winner of this year's 'Best overall visual identity' award.

GRAND PRIX

Winner - LEVEL and Superunion

Approached by IAG to launch a new type of global airline – one that could compete in the cut-throat market of long-haul, low-cost carriers – Superunion knew that the key to its approach would be crafting a brand that could cut through and stand out among the crowd. With a host of established carriers already offering similar services, Superunion needed to transcend the promise of cheap travel, offering something truly new and engaging to a target audience of young, enthusiastic and savvy fliers.

To address this challenge, Superunion's strategy was formed around two key insights. First, that 'value' doesn't have to mean low quality; to succeed, modern brands need to create value, offering basic services that can be enhanced by everything from digital technology to innovative brand partnerships. Second, that the target audience – a generation that thrives on experience, connectivity and status among their peers – was hungry for an airline that could deliver truly remarkable trips abroad without breaking the bank.

The result was Level, an airline that, even through its very name, promises to democratise long-haul travel, allowing a new generation to experience the world. Its logo – a simple bisected square that represents blue sky over green earth – eschews the bold, brash design of budget carriers and the un-inclusive flag motifs of national carriers, instead inspiring a powerful sense of freedom and quality. This marque expands out into a series of distinctive patterns, giving the brand the versatility to communicate at every single touchpoint, from the phone app, to the touch screen on the plane and even the coffee cups. Photographic assets focused on authentic experiences, mimicking the appearance of user-generated content, emphasising the accessibility of Level's services.

Our judges were blown away by Superunion's strategy and immediately engaged with Level's brand. They praised the partnership's "highly innovative, impactful and insightful" approach and expressed particular admiration for the brand's video assets – with some saying they were almost won over by the launch film alone.

And speaking of launches: the result was nothing short of the most successful airline launch of all time. On day one, 52,000 tickets were sold, the IAG share price jumped 3.5% following launch, and the Level fleet size is set to increase 150% by summer 2018. The brand also proved its power to engage its audience online, with over 60% of customers accessing flylevel.com over mobile, and over 70,000 following Level on social media.



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