

TRANSFORM AWARDS

NORTH AMERICA
2018



WINNERS BOOK

WELCOME



Every year at the Transform Awards North America there are standout, inventive, creative brand development projects that showcase the best of brand. There are inevitably a few standout rebrands that turn heads and set the benchmark high for future awards hopefuls.

This year, though, the standard of excellence was incredibly high. Showstopping work was submitted across all sectors and categories, from law to television to food and beverages. Each winner tonight should be incredibly proud of their ability to stand above the crowd in terms of rebranding and brand development.

The premium awards winners – for ‘Best overall visual identity’ and ‘Grand prix’ – exemplified this excellence. The former, won by Kasowitz Benson Torres and Living Group offered a digital rebrand, content suite and brand repositioning that marked a change in tone for the legal sector. The assertive, confident work wowed judges in every category in which it was a contender. The latter, taken home by Jefferson and FutureBrand, took a challenging brief – a merger between two universities in the same city – and introduced a new brand, brand architecture and identity. In the process, a new university was created.

To all of the winners of the 2018 Transform Award North America, well done on your well-deserved awards. Congratulations!

Brittany Golob
Publishing editor, Transform magazine

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THE JUDGES



Kelly Andersen, marketing director, Wealth Continuum Group

Kelly is the marketing director at Wealth Continuum Group, a financial services firm based in Wilton, Conn and recently took the agency through a rebrand. Kelly works with individuals and teams within the company to create unique brand stories that correlate to their niche markets and her passion is to educate the advisers in her firm on social networking and social selling. Kelly does freelance marketing where she assists small business owners in creating effective stories that can be implemented through their unique channels. Kelly has recently accepted a position as an adjunct professor at Sacred Heart University, teaching entrepreneurship and marketing to undergraduate students.



Jessica Bray, corporate vice president & brand management, New York Life

Jessica is a corporate vice president at New York Life where she is responsible for the strategic evolution of New York Life's brand positioning, expression and execution across all touchpoints. This includes managing several of New York Life's external agency partners. Jessica joined New York Life in 2009 and worked on the company's field communications and product development teams before joining the brand marketing team.



Daniel Capstick, creative director, DixonBaxi

Daniel is a creative director and branding specialist with over 17 years of experience. His work has been seen internationally across broadcast, advertising and experiential platforms including film and experiential creative. During his time at agency Imagination he worked on Ford's brand and was the digital content creative director for the London 2012 Paralympic Ceremonies. His work at DixonBaxi with clients such as the Premier League, Eurosport, MTV Media and Sony has helped successfully engage audiences across the globe.



David Ferreira, manager, City of Mississauga

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



Claire Graves, head of marketing, Atlantic Theater Company

Claire is a dual French-American citizen residing in New York. She has a BA from Middlebury College and is the acting director of marketing at the award-winning, off-broadway Atlantic Theater Company. She develops and executes marketing strategies for seasonal membership campaigns and eight annual productions, while championing the company's brand identity. Claire began her arts marketing career at Ars Nova, New York City's development hub for emerging comedy, music and theater artists. Following her time at Ars Nova, Claire served as project manager at Thackway McCord.



Preston Junger, co-founder, Mile Square Labs

Preston is a former Yelp employee, who has worked for Yahoo!, IAC, Apple and is currently co-founder of Mile Square Labs, working with domestic and international startups on sales operations and growth objectives. He joined Yelp in 2008 as the 82nd hire where he – as VP of brand solutions – was responsible for opening and expanding the first New York office, bringing the company through its IPO and significantly growing Yelp's revenue. Preston has a BA from the University of Vermont and is an active advisor and board director with several international accelerators, VCs, startups and a blockchain companies. Preston is also a former investor in TaskRabbit.



Steve Keller, CEO/strategist, iV audio branding

Steve is CEO of iV, an audio consultancy dedicated to exploring the power of sound to shape consumer perceptions and influence behaviour. He blends art and science into award-winning audio branding strategies and content for global agencies and brands. Steve shares his insights and research at international conferences, professional organizations and universities around the world. In addition to his degree in psychology, Steve has over 25 years of experience in the music and advertising industries. Forever a student, he is the 2017 recipient of the iHeartMedia scholarship for leadership in audio innovation and is currently completing an executive MBA through the Berlin School of Creative Leadership.



L.J. Mitchell, director of development, the Calhoun School

As of 1 July, L.J. became the director of development at the Calhoun School in New York City, a progressive coeducational, independent, college preparatory day school that serves 730 students from just under three years of age through 12th grade. In this role, he serves on the school's leadership team and oversees fundraising, special events, alumni engagement, and stewardship of the Calhoun community. L.J. also works with advancement professionals across the country in his role as a consultant and workshop instructor with Independent School Management.



Wajma Mohseni, marketing director, Dow Jones

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



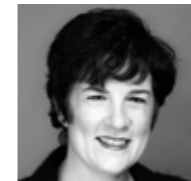
Dan Murdoch, head of global marketing, Harri

Dan is the head of global marketing at Harri, a global labor management platform that provides hospitality businesses with the tools and strategic insights necessary to make a real-time impact on talent retention, revenue growth, profit margin and risk mitigation. Dan has served in numerous leadership positions across marketing and sales organizations during his career. His diverse experience has allowed him to develop formula-driven, reliable revenue outcomes resulting in more successful businesses, particularly in the B2B software sector.



Wendy Opsahl, senior principal, communications, Atlas Research

Wendy is a senior principal at Atlas Research, a management consulting firm based in Washington, D.C. Wendy helps government and healthcare clients improve performance and meet objectives by providing communications, branding, creative and technical assistance services. With more than 17 years of experience, she focuses on issues such as healthcare, health services research, patient safety, mental health, rural health and homelessness. She is an advisory committee member for AcademyHealth's Translation and Dissemination Institute.



Amanda Pullinger, CEO, 100 Women in Finance

Amanda is the CEO of 100 Women in Finance. She leads a small team and manages over 350 volunteers globally, overseeing the operations of the organization, which now has over 13,000 members in 20 locations. Amanda is chairman of the board of the HALO Trust and serves on the advisory board of the Oxford Alumni Association of NY. She is a member of the British Academy of Film and Television Arts and a fellow of the Royal Society of Arts. Amanda graduated from Oxford University and earned an MBA from La Salle University in Philadelphia. She received the academic award for MBA student of the year as well as the Beta Gamma Sigma designation.



Karen Starns, head of brand & customer experience, Amazon

Karen is responsible for brand and customer experience across Amazon devices and services. Her scope includes brand strategy and packaging, in-house creative, channel marketing, customer insights and business analytics. Prior to Amazon, Karen was SVP of marketing at Pearson where she was charged with building a customer-centric brand. While at Pearson, Karen and her team were recognized with five Transform Awards – including 'Best overall visual identity.'



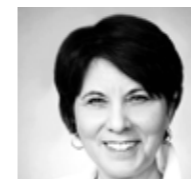
Nic Strahl, senior manager, marketing & communications, Transit Wireless

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



Dennis Thomas, senior director, global branding, SAP

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



Susan Waldman, chief marketing & communications officer, Meals on Wheels America

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



Alexander Wodrich, managing director, why do birds

Alexander founded audio branding agency why do birds in 2010. Located in Berlin, it employs 15 people working in music production, brand consulting, graphic and motion design. Clients include such brands as Siemens, Hyundai, German Rail or Gore-Tex. Alexander has a degree in business and has also been a successful musician for most of his life. Before founding why do birds, he was a member of the MetaDesign Berlin management board, responsible for the audio branding and motion graphics departments.

THE WINNERS

CONTENT

Best use of a visual property

Gold – Boston Properties and Don't Panic Partners
Silver – Kernel's Popcorn Ltd and Jump Branding & Design
Bronze – Brooklyn Symphony Orchestra and Superunion x HAWRAF
Bronze – United Rentals and MerchantCantos
Highly commended – Kasowitz Benson Torres and Living Group
Highly commended – Tic Tac and 121

Best use of copy style or tone of voice

Gold – CUNY - City University of New York and Siegelvision
Silver – Kasowitz Benson Torres and Living Group
Bronze – Konica Minolta and Frank, Bright & Abel

Best brand experience

Gold – Intel Corporation with 2LK and Moving Brands
Silver – Amazon and Household
Bronze – Riley Rose and FutureBrand

Best use of packaging

Gold – Seedlip and Pearlfisher
Silver – Constellation Brands Beer Division: Corona and Interbrand
Bronze – Hain Celestial / MaraNatha and CBX
Bronze – Oui by Yoplait and Pearlfisher
Highly commended – Land O'Lakes and CBX
Highly commended – Valvoline and CBX

Best wayfinding or signage

Gold – University of Colorado, Colorado Springs and ArtHouse Design
Silver – University of Rochester Medical Center and ArtHouse Design

Best use of audio branding

Gold – Tegna Inc. and Sixième Son USA

Best use of typography

Gold – Brooklyn Symphony Orchestra and Superunion x HAWRAF

PROCESS

Best internal communications during a brand development project

Gold – GE Power and MerchantCantos
Silver – Capgemini and Brandpie
Bronze – Aptiv and Landor

STRATEGY

Best creative strategy

Gold – GE Power and MerchantCantos
Gold – Kasowitz Benson Torres and Living Group
Silver – Aptiv and Landor
Silver – CUNY - City University of New York and Siegelvision
Bronze – Bell and FutureBrand
Highly commended – Watermark and Brandpie

Best brand evolution

Gold – Bell and FutureBrand
Gold – Jefferson (Philadelphia University + Thomas Jefferson University) and FutureBrand
Silver – Woosh Beauty and Interbrand
Bronze – Capgemini and Brandpie
Bronze – Kernel's Popcorn Ltd and Jump Branding & Design
Highly commended – Brooklyn Symphony Orchestra and Superunion x HAWRAF

Best strategic or creative development of a new brand

Gold – Konica Minolta and Frank, Bright & Abel
Gold – Riley Rose and FutureBrand
Silver – VICI Properties and Thackway McCord

Best naming strategy

Gold – Voya Financial and Labbrand
Silver – VICI Properties and Thackway McCord
Bronze – Soluna and Catchword
Highly commended – Riley Rose and FutureBrand

Best development of a new brand within an existing brand portfolio

Gold – Konica Minolta and Frank, Bright & Abel

TYPE

Best corporate rebrand following a merger or acquisition

Gold – Jefferson (Philadelphia University + Thomas Jefferson University) and FutureBrand
Silver – Tapestry, Inc. and Carbone Smolan Agency
Bronze – Watermark and Brandpie

Best brand development project to reflect changed mission, values or positioning

Gold – Bell and FutureBrand
Gold – Kasowitz Benson Torres and Living Group

Best rebrand of a digital property

Gold – Kasowitz Benson Torres and Living Group

SECTOR

Best visual identity by a charity, NGO or not-for-profit

Gold – Parkinson's Foundation and Ultravirgo
Silver – Make-A-Wish and Rule29
Bronze – St George's Society and Landor

Best visual identity from the education sector

Gold – Jefferson (Philadelphia University + Thomas Jefferson University) and FutureBrand

Best visual identity from the financial services sector

Gold – VICI Properties and Thackway McCord
Silver – Voya Financial and Labbrand

Best visual identity from the food and beverage sector

Gold – Seedlip and Pearlfisher

Best visual identity from the professional services sector

Gold – Kasowitz Benson Torres and Living Group
Silver – Dale Carnegie & Associates, Inc. and Carbone Smolan Agency
Bronze – Capgemini and Brandpie
Highly commended – Shearman & Sterling and Siegel+Gale

Best visual identity from the technology, media and telecommunications sector

Gold – Watermark and Brandpie
Silver – DXC and Siegel+Gale
Bronze – GroundTruth and Siegel+Gale
Bronze – Konica Minolta and Frank, Bright & Abel

Best visual identity from the transport and logistics sector

Gold – Bell and FutureBrand

Best visual identity from the travel, leisure and tourism sector

Gold – Cincinnati Ballet and LPK
Silver – Comfort and Landor

Best overall visual identity

Winner – Kasowitz Benson Torres and Living Group

Grand prix

Winner – Jefferson (Philadelphia University + Thomas Jefferson University) and FutureBrand

BEST USE OF A VISUAL PROPERTY

Gold – Boston Properties and Don't Panic Partners

Dock 72 is New York's latest state-of-the-art workplace, based in the Navy Yard at the heart of Brooklyn's burgeoning tech scene. To develop a brand with real impact, Don't Panic Partners journeyed deeper into the area's historical significance – from the thousands of men and women who built the USS Missouri to the engineers sending robots to Mars – to position the brand and area as a beacon for innovators.

It developed a multimedia campaign to pique the interest of NYC brokers while continuing to encapsulate Dock 72's pillars of innovation, history and community. And the judges were unanimous in their praise. One described it as a "brilliant identification of the challenges and execution of a solution that resonates. Cohesive from start to finish, and the materials felt very much a part of the property." Another added, "Witty, tongue-in-cheek, intriguing...great job!"



Silver – Kernel's Popcorn Ltd and Jump Branding & Design

By blending illustration, graphics, photography and the use of animation, Jump Branding added charisma to the brand experience for Kernel's Popcorn. The idea to create characters for each flavor was, as one judge said, "A clever and smart way for the brand to bring the idea of personalization to life with their popcorn."



Bronze – Brooklyn Symphony Orchestra and Superunion x HAWRAF

An innovative identity developed by Superunion and HAWRAF for the Brooklyn Symphony Orchestra was designed to make classical music more accessible while exploring new frontiers in brand experience. The judges liked the attempt to present classical music in a modern way. One said, "The real-time visualization of the music during a performance is very cool."



Bronze – United Rentals and MerchantCantos

To alleviate the stress on soon-to-be acquired personnel at United Rentals, MerchantCantos built a site to share information and resources to explain the process. It created videos that speak from the employees' point of view and are, as one judge observed, "sensitive and personal mini-documentaries of acquired employees relating their own experiences."



Highly commended – Kasowitz Benson Torres and Living Group
Highly commended – Tic Tac and 121

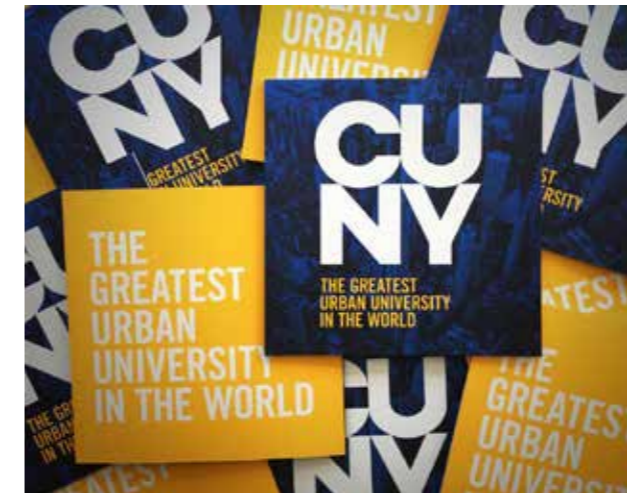
BEST USE OF COPY STYLE OR TONE OF VOICE

Gold – CUNY – City University of New York and Siegelvison

For 170 years, the City University of New York's colleges have been fulfilling its state-mandated mission to be a vehicle of upward social mobility for the city's disadvantaged. However, the university had grown into a network of 24 schools that didn't act, talk or even think of itself as a unified entity.

Siegelvison needed to find a positioning for the university that would make all 24 colleges eager to be associated with the CUNY name. Using the famous 'I Love NY' campaign as inspiration, it created a positioning to remind the city of the importance of the University.

The judges agreed that the challenge and strategy were well defined and that the resulting creative hit home the key message. "Love the back story and the bold NY voice, great logo treatment as well – and compelling results to support the direction," said one judge. "Subtle, rather than bragging," added another.



Silver – Kasowitz Benson Torres and Living Group

Living Group's copywriter crafted messaging that would work seamlessly with the bellicose visual metaphors in the photography for litigation firm Kasowitz Benson Torres. Abrupt and straightforward, the messaging pulls no punches in bringing a genuine tone of voice to Kasowitz's digital and printed collateral. "The tone and language were distinctive, tight and spoke volumes," praised one judge.



Bronze – Konica Minolta and Frank, Bright & Abel

For the launch of Konica Minolta's Workplace Hub, Frank, Bright & Abel was tasked with crafting a copy style that worked internationally and was capable of effective transcreation and translation while retaining its character and its meaning in English. One judge said they found it light and refreshing, adding, "Strong job of communicating the desired outcome."



BEST BRAND EXPERIENCE



Gold – Intel Corporation with 2LK and Moving Brands

Mobile World Congress (MWC) is the world’s largest mobile-technology trade show. Intel wanted to leverage its presence at this high-profile event to help position itself as a pioneer, collaborator and thought leader on 5G technology.

Moving Brands designed an immersive journey anchored by ‘The Wonderwall’ – a showstopping realisation of Intel’s ‘Experience Amazing’ brand promise. This, combined with flexible messaging, drove headline communications, encouraged instant engagement, promoted deep exploration, amplified dwell time and inspired participants to promote and prioritize Intel’s technology.

Intel’s average visitor dwell time was 17 minutes – 35% above industry norms. Attendees spent an average of 17 hours at MWC, so 2% of their time was spent with Intel. With 2,500 plus other exhibitors, this demonstrates exceptional reach. One judge said, “It takes an incredible amount of creativity, and resources, to stand out at trade shows, and Intel has really done well here – a linger effect of 17 minutes is amazing!”



Silver – Amazon and Household

Amazon wanted to reimagine a new way to shop. It worked with Household to create the ‘Treasure Truck’ – an interactive experience designed to align online and offline shopping. It expresses the human side of Amazon, while creating a social experience beyond fulfilment. “More than anything else, it’s fun and memorable,” said one judge.



Bronze – Riley Rose and FutureBrand

Riley Rose needed an in-store experience that would encourage younger consumers to travel to the mall and purchase in person. FutureBrand pretty much nailed it. One judge gushed, “Riley Rose goes into fertile territory bridging the online shopping experience, social media culture with a fun, engaging physical retail experience.”

Here’s to 45 years of making classical contemporary

Congratulations to the Brooklyn Symphony Orchestra for constantly pushing boundaries and for three nominations.

Building a brand to stand the test of time



As we collectively take stock a decade after one of the worst economic collapses in recent memory, we see a new and digitized world – offering optimism, possibility and the opportunity for brands to rip up the traditional playbook for success. Retailers thrive without physical stores. Content providers no longer have to create or own any actual content. New innovators are emerging. Netflix and YouTube dominate 25% of global internet traffic. And Apple became the first trillion dollar company this summer with Amazon, Alphabet and Microsoft all in hot pursuit.

The recent launch of the FutureBrand Index revealed that despite the meteoric rise of these new players –and everyone wanting to be like them – they're not the only ones best positioned to thrive in the future. The index ranks PwC's Top 100 companies, assessing how futureproof brands are by measuring brand perception across six key categories that ladder up to experience and purpose. Looking beyond valuations, we reveal which companies are poised for strong future momentum. And the key finding this year is that numerous long established and familiar companies are showing resilience and renewed drive in the midst of the past decade's upheaval.

Tech titans are having difficulty keeping up with healthcare brands such as GSK, Sanofi and UnitedHealth Group, that use technology and innovation to solve a specific problem, have rocketed up the index ranking. Our research demonstrates that well-perceived brands have a

measurable competitive advantage, because more people want to buy from them, pay more and work for them. But the companies best positioned to survive and grow long term are not defined by their age, sector or tech fluency, but by their ability to consistently align the experiences they create with a clearly articulated corporate purpose.

Taking the index's top spot is Disney, which has led the way in entertainment by adding to its portfolio and flexing its approach as times change. Disney excelled across key brand purpose attributes, including being 'distinctive and different,' 'a thought leader,' and having 'the credibility and authenticity to achieve its vision.' Disney also scored highly on brand experience attributes including having 'a great story,' 'a strong and engaging personality,' and 'giving pleasure to customers.'

What our study revealed is that companies that not only articulate a purpose but also deliver on it are the brands with the most staying power. Successful future brands balance multiple data points with human understanding to create overall, better brand experiences. And brand purpose must be more than window dressing, more than fancy words in corporate posters in conference rooms. This ultimately represents the defining corporate challenge.

Enshalla Anderson is the chief strategy officer at FutureBrand New York

The Creative
Future Company
FutureBrand

**What makes
a brand
future-proof?** Find out
in the 2018
**FutureBrand
Index**

futurebrand.com

BETS USE OF PACKAGING

Gold – Seedlip and Pearlfisher

Seedlip’s challenge was a biggie – to establish a new category in the already saturated beverage market. Pearlfisher needed to communicate Seedlip’s challenger proposition through artfully executed branding and packaging design that could sit proudly with alcoholic counterparts on the bar, shelf or in the home.

With a clear understanding of the market niche it was targeting and a strategy designed to achieve it, the next step was to develop packaging that complemented and supported this strategy. And the results speak for themselves – sales have far exceeded their initial targets, with the product flying off the shelves.

“Genre defining,” said one judge. “They have created a rare, desirable competitor in the alcohol-free market. The craft and care on display in the work is spot on.” Another added, “As a fan of gin, I love this packaging and can see how customers will be drawn to it – every detail has meaning and purpose.”



Silver – Constellation Brands Beer Division: Corona and Interbrand

To boost stagnating sales of Corona, Interbrand and Constellation Brands created a seasonal campaign and packaging design to build and expand on its strong association as the beer of summer. The clean, bright and playful packaging was so well received that Constellation Brands retained the same pack design for the following summer as well.



Bronze – Hain Celestial / MaraNatha and CBX

Hain Celestial’s packaging wasn’t communicating its brand to potential customers. CBX developed a clean and bright new packaging system to differentiate MaraNatha from its competitors while telling the full story of its brand. “A striking and alluring design that feels positive, natural and connected to the Earth,” said one judge.



Bronze – Oui by Yoplait and Pearlfisher

Yoplait’s Oui brand emphasizes the product’s connection to French tastes and traditions. The package’s font, color palette and visual design instantly evokes the French countryside. One judge was even moved to nostalgia, saying, “The packaging reminded me of the special days I spent in France 15 years ago.”



Highly commended – Land O’Lakes and CBX

Highly commended – Valvoline and CBX

BEST WAYFINDING OR SIGNAGE



Gold – University of Colorado, Colorado Springs and ArtHouse Design

The Ent Center for the Arts at the University of Colorado, Colorado Springs (UCCS) is a brand-new, state-of-the-art performing and visual arts and educational building. UCCS approached ArtHouse Design to create a comprehensive suite of interior and exterior signage, wayfinding and donor recognition scheme that would connect to the theatrical and artistic uses of the building. It also needed to establish the Ent Center as a premier arts institution in the greater University of Colorado consortium.

Through extensive design development, review and refinement, the team created crisp, white neon venue entry signage to draw attention to the large amenities in the facility that also doubles as donor recognition to identify high-donation named spaces. ArtHouse also designed a participatory donor recognition installation that features glossy, gleaming acrylic tiles that are used as accents in the theatre seats, carpeting and other finishes.



Silver – University of Rochester Medical Center and ArtHouse Design

The new signage, wayfinding, theming and interactive elements needed to enhance the functional needs of the Golisano Children’s Hospital, for healthcare providers and patients, families and visitors. ArtHouse Design created everything from a life-sized puzzle to a color-changing glass ‘wave’ graphic etched into sliding glass doors.

BEST USE OF AUDIO BRANDING

Gold – Tegna Inc. and Sixième Son USA

Tegna is a broadcast, digital media and marketing services company; a spin-off of Gannett Publishing. In 2017, it completed a mobile-first visual rebranding. However, the traditional news music characterized by big orchestras, trumpets and trombones, no longer fit with the crisp and animated new graphics. The music needed to move into fresher, cleaner and more contemporary territory.

A new audio universe was created by Sixième Son. To evoke a sense of community, human sounds like clapping, voices and snapping weave through the compositions. Every aspect of the news got its own composition: weather, traffic, breaking news, disasters, politics, medical, environmental, general sports and specific sports, like hockey and baseball.

The theory behind the work is when color, human voices and natural sounds are used, more authenticity and emotion are imbued into the brand. The new sound thus reflects the humanity of Tegna's journalists and the stories they tell.



BEST USE OF TYPOGRAPHY

Gold – Brooklyn Symphony Orchestra and Superunion x HAWRAF

The challenge set by Boston Symphony Orchestra (BSO) was to make classical music more accessible while exploring new frontiers in brand experience. And the attempt to present classical music in a modern way was a hit with the judges, with one saying, "The real-time visualization of the music during a performance is very cool." Another remarked on the "creative approach to incorporating visuals into what's typically an audio experience."

JavaScript libraries and API's respond to variables in the music, such as frequency and intensity. Mapping those movements to specific data points in the decoded audio allowed Superunion and HAWRAF to bring the letterforms of the BSO logo to life. One visualization, for example, inspired by the letter 'S' in 'Symphony' appears as a wisp of smoke that twists and turns to the beat of the music. All agreed it was impressive work. "Eye catching, dynamic and technologically of the moment," said one judge.



BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – GE Power and MerchantCantos

Drawing inspiration from lifestyle fitness brands, 'DigiFit' is a digital employee campaign centered around a gamified website and curriculum. It seeks to educate employees through a series of videos, articles and graphics. Employees attend the 'digital gym,' working toward filling a progress bar as they complete 18 modules designed at increasing degrees of complexity, before diving into role-specific personal training and bonus digital workouts.

To augment an employee's engagement with DigiFit, GE Power's digital solutions' communications staff worked with MerchantCantos to develop an omnichannel communications campaign consisting of push email, digital communication engagement, live events and in-person town halls.

One judge said, "The messaging is easy to understand, the videos are incredibly well-produced, the program with its teaser campaign, gamification and premiums are exemplary of what an internal education campaign needs to be to arouse the passion of employees."



Silver – Capgemini and Brandpie

Brandpie worked with Capgemini's leaders over 15 months to create a new brand and wordmark, inspired by the handwriting of founder Serge Kampf and the rich history associated with each of Capgemini's companies. "I applaud Capgemini for its senior leadership's support of the new brand as it launched," said one judge.



Bronze – Aptiv and Landor

Formerly Delphi, Aptiv has transformed itself from a manufacturing company to an innovative technology company in the automotive sector. As one judge put it, the new brand and creative strategy manages to "maintain the expertise and knowledge of its heritage, while reinvigorating it with an ambitious and aspirational vision for the future."



BEST CREATIVE STRATEGY

Gold – GE Power and MerchantCantos

Trying to engage an internal audience around job performance, GE's 'DigiFit' is a digital employee campaign, gamified website and curriculum. It educates employees through a series of videos, articles and graphics. Working through digital training modules, employees are able to build skills and even receive digital personal training specific to their roles.

To communicate about the program internally, GE Power's digital solutions' communications team worked with MerchantCantos on a multichannel campaign geared toward engagement. The strategy included email, digital communications, live events and town halls, as well as the support of middle managers throughout the target audience.

The judges loved the integration of fitness and technological advancements. "Very innovative and clean design to explain to the viewer what the vision is because it is the first mover in this space," said one. "Brilliantly executed, visually and strategically," praised another.



Gold – Kasowitz Benson Torres and Living Group

Before commencing its creative strategy, Living Group conducted 20 internal interviews with senior partners, four internal workshops, 20 external client interviews, an all employee survey, in-depth competitor reviews and an audit of the current brand.

One of the highlights of its strategy for litigation firm Kasowitz Benson Torres, which featured a new brand mark, photography, iconography, films, messaging and website, included its reimagining of the visual identity for Kasowitz. Images sought to express the creative and aggressive ethos of the firm through metaphor, namely: sharp edged tools, combative sports and dangerous animals. Intelligent, sophisticated and intimidating, the imagery sat on the top levels of the brand communications alongside powerful messaging.

One judge said, "The new design is taken straight from Hollywood with the edge of NYC." Another added, "Living Group has transformed a once traditional legal brand into one that is bold and confident by using imagery, copy and collective visual elements."



Silver – Aptiv and Landor

Formerly Delphi, Aptiv has transformed itself from a manufacturing company to an innovative technology company in the automotive sector. As one judge put it, the new brand and creative strategy manages to "maintain the expertise and knowledge of its heritage while reinvigorating it with an ambitious and aspirational vision for the future."



Silver – CUNY – City University of New York and Siegelvision

CUNY had grown into a network of 24 schools that didn't think of itself as a unified entity. Siegelvision positioned it so that all the individual colleges are now eager to be associated with the CUNY name. One judge said, "The creative strategy brings this new identity to life and repositions the school as a dynamic social institution."



Bronze – Bell and FutureBrand

Bell is a pioneer in the helicopter and aviation industry. It worked with FutureBrand on a creative strategy to implement a consistent and aligned brand language for each of its previously siloed divisions. One judge said the strategy "repositions Bell as an innovative leader with the use of compelling visuals, imagery and copy."



Highly commended – Watermark and Brandpie



Building community through retail culture



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It's no secret that customers' lives, and consequently their shopping behaviours, are changing. Legacy retailers employing exclusively tried and tested methods need to innovate to stay relevant.

With sales increasingly taking place online, the opportunity for physical retail is to evolve from a place of mere transaction to something more. Take Amazon, which has a growing physical retail drive that has been the story of 2017 and 2018 amid questions about physical retail's future. The tech giant is going much further than bookshops and Whole Foods stores, it is reimagining what constitutes physical space. Its Treasure Truck is taking the convenience of large-scale e-commerce and providing the excitement and spontaneity that inhabitants of cities like New York, Seattle and Portland thrive on.

A focus on the customer is key to retail success, and brands have the opportunity to shift physical retail from a space of transaction to a place for relationship building. Using the spirit of place-making, a multifaceted approach that reimagines public spaces to enhance wellbeing, retailers can go beyond the role of product provider and reposition themselves as landlords of retail 'service hubs.'

Enhancing customer wellbeing by better meeting their lifestyle needs, these new service hubs will offer a diverse range of products, services and experiences in an environment that customers don't want to leave. This helps customers feel they have co-ownership of a worthwhile experience and

catalyzes a culture that plays to the innate strengths of physical retail: a 'retail culture.'

Ultimately, a successful retail experience is about so much more than just creating a destination. A conventional, single-function retail destination is all about the product and about drawing in customers to make purchases. But such spaces lack relevance in an age where anything can be purchased with a click.

The best brands build community through a sense of belonging. Brands such as Rapha focus on relationship building to drive sales and build brand equity. It puts the cycling community at its centre, opens clubhouses, not stores and refers to members, not customers. From annual summits to weekly rides, this is about real activity and engagement, not paying lip service to a community ideal.

Brands need to look beyond the product and nurture spaces that engender a community of like-minded individuals who feel they have contributed something to that space (or vice versa). If it can achieve this, that brand becomes more than just a brand; it becomes a social enabler. Legacy retailers need to be brave and move beyond boardroom culture to strike upon ideas that matter to customers. Only those prepared to fail will continue to carve out purpose in customers' ever-changing lives.

Julie Oxberry is the managing director and co-founder of Household

BEST BRAND EVOLUTION

Gold – Bell and FutureBrand

Bell is a pioneer in the helicopter and aviation industry. However, its brand had become heavily siloed between commercial, military and specialty aircraft segments. The company needed more than just a name change to reflect changing customer needs and cultural shifts.

For the campaign's new logo, FutureBrand took inspiration from dragonflies – Bell, like a dragonfly, has constantly evolved to become a mature, more agile and efficient version of itself. For both Bell and the dragonfly, size is an advantage – they are nimble, swift and confident in their abilities to move forward with purpose.

Bell's brand transformation certainly demonstrated creativity and modernity. "It's a big challenge to bring multiple family brands together into one and [Bell has] done a nice job here of creating something that all units can feel a part of," said one judge. "The photography is beautiful, whether it is an aerial shot or a human looking skyward," said another.



Gold – Jefferson (Philadelphia University + Thomas Jefferson University) and FutureBrand

FutureBrand needed to deliver a singular brand that the diverse groups of both Philadelphia University and Thomas Jefferson could rally around. It united them under one name – Jefferson – and created a visual identity that honoured each school's history while giving a nod to a unified mission for real-world education.

One judge said, "All the print and outdoor components are very sharp and elevate the stature of the university. An immersive brand experience on campus is important to feel like 'home' and FutureBrand did an excellent job bringing that to life."

Another added, "This challenge seemed the biggest of all of the submissions because they had to worry about alumni, students, parents, and donors when making the decision to join the two schools together. The way that they were able to find a compromise and not lose either of the school's original messaging was very interesting and honestly, beautiful."



Silver – Woosh Beauty and Interbrand

As a newer brand in a competitive market, Woosh Beauty worked with Interbrand to stand out while staying true to its brand and target consumer. The judges said the amount of "instructional signage and easily accessible branding" made this possible, and they were impressed with the "data-driven research that was integral to this strategy."



Bronze – Caggemini and Brandpie

Brandpie worked with Caggemini's leaders over 15 months to create a new brand and wordmark, inspired by the handwriting of founder Serge Kampf. One judge said that in moving away from people photography, "They actually got closer to adding in the human element of the brand they were striving to achieve."



Bronze – Kernel's Popcorn Ltd and Jump Branding & Design

While Kernels is a fixture of the Canadian retail environment, the brand needed to become more relevant. This meant transforming the logo, icon, packaging and more, with Jump Branding. One judge said, "The retail signage and experiential component is well-organized and feels like you're walking into Willy Wonka's factory for popcorn."



Highly commended – Brooklyn Symphony Orchestra and Superunion x HAWRAF

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Gold – Konica Minolta and Frank, Bright & Abel

Frank, Bright & Abel was hired to create a brand that would help B2B technology company Konica Minolta launch its latest innovation, Workplace Hub. The hub and its products allow businesses to work more effectively on the cloud. A key challenge was to communicate the new brand to a global audience without a competitor or defined context in which to position it. The strategy also had to account for the strong global reputation of the Konica Minolta master brand, while differentiating Workplace Hub. And it simultaneously had to change the perception of Konica Minolta to position it credibly in the IT services space.

It was unquestionably a complex challenge. Interestingly, the new brand, while distinct, didn't eschew 144 years of brand history to set the tone for the future. Indeed, the Workplace Hub logo derives its style from the Saul Bass-designed Minolta logo still in use by Konica Minolta today.



Gold – Riley Rose and FutureBrand

Linda and Esther Chang, daughters of Forever 21's founders, conceived a new standalone beauty brand to offer Gen Z consumers an immersive and social media-influenced brand and retail experience. Riley Rose needed a brand and in-store environment that would encourage younger consumers to go to shopping centers and purchase in person.

To build the foundational brand elements, FutureBrand led an immersive, collaborative visual identity and retail experience design workshop. From this came a concept in which each store functions as a lifestyle beauty playground. Every item is designed to be touched and shared – from selfie stations, open-display concepts and kitchen island centerpieces to point-of-sale and 'impulse' areas that encourage spur of the moment purchases.

Meanwhile, a layered, exploration-based zoning strategy creates a store-wide playground of shoppable, shareable, modern lifestyle and beauty trends. After the brand's launch, Riley Rose garnered over 31,000 new Instagram followers in under two months.



Silver – VICI Properties and Thackway McCord

VICI Properties is one of the biggest real estate investment trusts in the casino gaming space. Thackway McCord's challenge was to rebrand the company through name, narrative and image to attract institutional investors and intermediaries. A 'sizzle reel' was the standout creative, and was used extensively in investor roadshows.



BEST NAMING STRATEGY

Gold – Voya Financial and Labbrand

Voya Financial is a New York-based retirement, investment and insurance company. It commissioned Labbrand to help it communicate its brand more effectively to the growing Chinese-American communities in need of financial advice and management.

Following an extensive industry audit and preliminary name creation, eight shortlisted names entered the 'linguistic check' phase, which included testing in Mandarin and two main dialects among Chinese immigrants. Aspects of the names' memorability, pronunciation and possible associations were thoroughly tested.

The judges were impressed with the creativity and the naming strategy's ability to satisfy a wide range of needs. As one judge said, "Landing on a name that visually and evocatively aligned with the brand's was a big challenge and the bilingual brand signature is beautifully done." Another added, "Rebranding with Chinese is a tough challenge and I think the focus on being thorough in testing with the relevant communities was critical."



Silver – VICI Properties and Thackway McCord

The name of the game for gambling developer VICI and Thackway McCord was to appeal to the sophisticated demands of institutional investors. Their success, as one judge said, "Can be easily tracked to the thoughtfulness of the strategy. The end result hits the bar on a wide variety of goals in a very classic way."



Bronze – Soluna and Catchword

Catchword developed the name 'Soluna' for a new, transformational, green-powered blockchain computing company – it's a coinage of 'sol' ('sun' in Latin) and 'luna' ('moon' in Latin). The judges liked the succinct storytelling, with one saying, "The success of this name stems from a strong strategy and wide-sweeping creative process."



Highly commended – Riley Rose and FutureBrand

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Gold – Konica Minolta and Frank, Bright & Abel

Konica Minolta had a bold idea – to launch a new offering in the IT services business with its own standalone brand, but under the master brand umbrella. To achieve that, it brought in Frank, Bright & Abel to examine tone of voice, visual and naming strategy. The brand had to be positioned for expert IT professionals, but also for the neophyte decision makers within organizations. It also had to have the clout of Konica Minolta behind it, while also setting the new brand up to be a change maker in IT services.

The result, Workplace Hub, ably speaks visually to the existing master brand while still forging a direction of its own. It also manages to engage with IT experts and non-experts in multiple languages through a well-crafted tone of voice and positioning statement.

Judges thought the new brand was a strategic success, saying that its relationship to the Konica Minolta master brand hit the sweet spot in terms of balancing heritage with forward momentum.



BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold – Jefferson (Philadelphia University + Thomas Jefferson University) and FutureBrand

FutureBrand needed to deliver a singular brand that the diverse groups of both Philadelphia University and Thomas Jefferson could rally around. It united them under one name – Jefferson – and created a visual identity that honoured each school’s history while giving a nod to a unified mission for real-world education.

The judges liked the demonstration of the design between brand and audience. They applauded the effective new brand and its ability to bring two distinct, but philosophically aligned educational institutions together under one umbrella. Understanding the needs of the dual audiences and effectively managing to retain each university’s heritage helped this brand to succeed. One judge said, “I applaud the team for taking each university’s unique identity to heart during the process and providing results that were equal parts modern and new, and rooted in history and truth.”



Silver – Tapestry, Inc. and Carbone Smolan Agency

M&A strategy was the genesis of the Tapestry rebrand. The new brand, designed by Carbone Smolan Agency, resonated emotionally with employees while also conveying clarity around the corporate direction for M&A stakeholders. One judge said, “It was great to see that they really emphasized that employees had to buy in.”



Bronze – Watermark and Brandpie

Over six months, Brandpie and the Watermark client team worked closely to create and launch a new name, website and logo. “Kudos to the team at Brandpie for outlining a strategy that clearly demonstrates research and careful thought,” said one judge. “Thoughtful, meaningful and lovely,” said another.



Fortune favors the brave



We appear to be living in mercurial times. What worked before no longer does and our appetite for fresh experiences is seemingly insatiable. Trends still pervade throughout our daily lives and often dissipate as swiftly as they emerged, but new methods in which we interact with our world are changing the paradigm of 21st century life. How people think and what they want from brands is more important than ever; this cannot be underestimated in a highly competitive brand landscape.

Working with professional services brands we've observed a sort of paralysis of conformity. Many clients promote the same values and personalities which results in homogeneity in corporate brand identity. Audiences have no real discernible choice and brands have no distinctly identifiable voice. Law firms in particular, typically display superficial differences in brand image and voice. Of course firms can still maintain a healthy balance sheet without a particularly engaging brand, but it only takes a bold move from one firm to capture the imagination of the legal landscape and seriously shift the balance of power.

There are of course barriers in firms that restrain them from standing out from the crowd. Being a partnership means they need a solid consensus to enable change and as many of us know whether its five or 250 people, it's no mean feat to get them to agree to significant change. Lack of resource can also go against a brand effort. Firms often have small marketing and communications teams that are already inundated with the daily stream of work to support pitches. Then of course, there's the big fear of what their clients will think.

We have strategies in place to help mitigate these issues. For instance, establishing steering committees to help guide the partners, deployment approaches, providing internal teams with all the assets and guidance they need to activate the new

brand and on boarding processes that help the firm communicate why things have changed. But without a genuine, internal enthusiasm for change, brands find themselves regressing into a safe and ineffective position that blends into the sameness of the competitor landscape.

In our experience, it takes a confident, unified vision to affect change. We encountered this in our relationship with Kasowitz. A law firm that, back in 2017, had a brand identity that was worlds apart from who it really was. Our research unearthed a culture that embraced creative thinking, had a relentless commitment to client success and a calculated, aggressive drive that led to most cases being settled out of court. This ethos was palpable among all the partners we interviewed. In fact in the four films we produced for Kasowitz, none of the lawyers were briefed on what to expect, yet all of them had the same attitude and the same conviction.

Kasowitz is unapologetic, but sincere about who it is and fully embraced the creative journey we took the brand on. We were astounded by the firm's appetite for bolder, more challenging expressions which put it in an unprecedented brand position for a law firm. For us, the power behind this transformation was a firm culture that believed in being different and had no fear in being seen as such.

We believe that organisations achieve stand out not just because they want to be different but because they are different. Brands that embrace their unique sense of self have the opportunity to capture imagination and inspire audiences to believe in them and with belief, comes the power to transform perceptions.

Andy Richards is the creative director at Living Group

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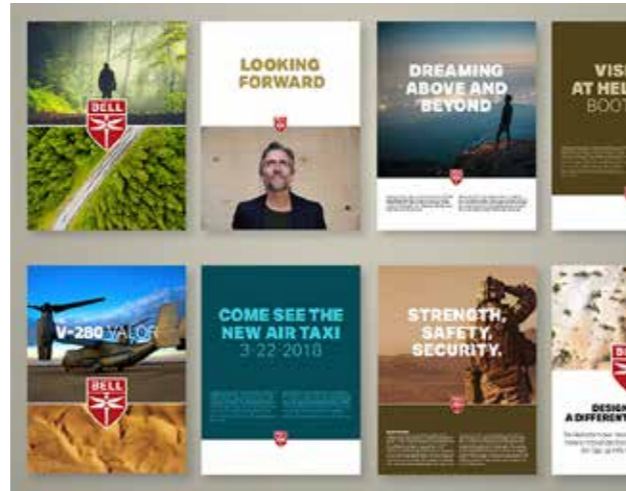
BEST BRAND DEVELOPMENT PROJECT TO REFLECT CHANGED MISSION, VALUES OR POSITIONING

Gold – Bell and FutureBrand

In 2018, Bell was the first aeronautical company to debut at the Consumer Electronics Show when it unveiled its urban air taxi concept. The exhibition was a nod to Bell's business strategy, based firmly in innovation and development. Though it was founded in 1935 and has been most well-known for its helicopters, Bell has more recently been focusing on its evolution into a technology-first business.

To support that change, Bell turned to FutureBrand to develop a new visual identity that could open the door to future change within the business, while supporting a growing brand architecture. The new strategy required a fresh set of internal brand values as well as an internal evolution.

The new brand clearly articulates Bell's approach, focus and heritage by aligning the brand more firmly with the dragonfly icon. The mark acts as a seal of quality and trust, while also being flexible enough to allow for a clearer brand architecture.



Gold – Kasowitz Benson Torres and Living Group

The legal sector is undergoing a huge amount of competition and pressure in terms of securing clients and employees. To tackle this problem head on, litigation from Kasowitz Benson Torres worked with Living Group on a new brand. Living Group undertook extensive research into the organization and its reputation before unveiling an aggressive, forthright and tough new brand.

The new approach included a video series running on the website that allows the firm to make a strong statement about its positioning. This straightforward, ballsy approach is unique within the professional services sector and could set the tone for future video communications. The creative strategy used imagery evoking intelligence, sophistication and intimidation alongside powerful messaging to achieve an impact. The brand was supported by a new website offering improved usability and clearer messaging from page one.

Judges thought the bold, confident approach and monochrome visual identity made a strong statement and brought a touch of Hollywood glamor to the edgy, urbane world of New York legal practice.



BEST REBRAND OF A DIGITAL PROPERTY



Gold – Kasowitz Benson Torres and Living Group

Most firms in the professional services sector offer a similar tone to their websites, not allowing the individual personalities of each company to be highlighted online. That becomes a problem in a sector in which a website is often the first brand touchpoint a stakeholder will interact with. Litigation firm Kasowitz Benson Torres recognised this problem and took it to Living Group.

The design agency researched the sector and the business and found a striking, strong personality that acted as the brand differentiator in reality, but not necessarily virtually. To rectify this, Living Group developed a new web presence for Kasowitz that focused on a monochrome brand with assertive, confident messaging and imagery. The website was redesigned from start to finish and featured a strong tone of voice, punchy video and aggressive imagery. Taking an artistic approach to the photography helped Kasowitz and Living Group avoid the typical corporate headshot look and move toward a feeling of individuality and character in each image.

Judges praised the fresh approach to legal websites and thought the visual content was of a high quality.

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT

Gold – Parkinson’s Foundation and Ultravirgo

The Parkinson’s Foundation is one of the global leaders fighting Parkinson’s disease. Ultravirgo built the new brand on the idea that great breakthroughs result when many people work together for a common cause, expressed with the brand promise ‘Real Progress. Together,’ and the tagline ‘Better Lives. Together.’

Inspired by the personalization that community members were already displaying, it created a flexible identity designed to become a platform for embracing everyone’s contributions. The logo features a custom P symbol with an inner shape that evokes an empty speech bubble – representing the many voices in the community and offering a distinct prompt to participate.

The brand launched with a social media campaign in which hundreds of people wrote their messages on the logo. This was followed by a broader awareness campaign during Parkinson’s Awareness month, which was specifically inspired by the public participation concept of the logo.



Silver – Make-A-Wish and Rule29

Phoenix-based Make-A-Wish creates life-changing wishes for children with critical illnesses. Having recognized it had grown beyond its dated logo and identity, it hired Rule29 to create a global visual identity that preserved certain elements of the logo and brand system, while creating a more contemporary and refined look.



Bronze – St George’s Society and Landor

Instead of one logo used to connect their communications and events, Landor created a piece of bold typography for the St George’s Society with references to multiple British cultural icons. The emphasis is on mixing and matching different elements to create a world that reflects the people the organization supports.



BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Jefferson (Philadelphia University + Thomas Jefferson University) and FutureBrand

The marker for success in the merger between Philadelphia University and Thomas Jefferson University, two private institutions based in Philadelphia, was for the university and its stakeholders to begin seeing itself united behind the Jefferson brand.

To achieve this, FutureBrand worked on a brand system, strategy and positioning that could encapsulate the heritage of each university while offering a new start for a unified future. The visual identity integrates the letters J and P seamlessly in a new shield wordmark. The rest of the brand system focuses on crafting a sense of belonging, from new wayfinding and signage to badges and prospectuses.

Judges were impressed with the ability of the new brand to meet the objectives set out by the merger. One judge said, “All the print and outdoor components are very sharp and elevate the stature of the university. An immersive brand experience on campus is important to feel like ‘home’ and FutureBrand did an excellent job bringing that to life.”



BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – VICI Properties and Thackway McCord

VICI Properties is one of the biggest real estate investment trusts (REITs) in the casino gaming space. Thackway McCord's challenge was to rebrand the company to attract institutional investment. The new brand needed to combine two different sets of values: the reliability expected of a property REIT and the glamor of the gaming world. The visual identity needed to reflect the stability and sophistication of the new market leader it set out to create.

It was essential to form a close relationship not only with the management team but also with a broader team of external consultants. A 'sizzle reel' was the standout creative and it was used extensively during the pre-IPO investor roadshow. Its success, one judge said, "Can be easily tracked to the thoughtfulness of the strategy. The end result hits the bar on a wide variety of goals in a very classic way."



Silver – Voya Financial and Labbrand

New York-based financial services company Voya Financial needed to engage the growing Chinese-American community in need of financial advice and management. The judges liked the creativity, with one saying, "Landing on a name that visually and evocatively aligned with the brand's strategy was a big challenge and the bilingual brand signature is beautifully done."



BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – Seedlip and Pearlfisher

To take on the crowded food and beverage sector, soft drink Seedlip and Pearlfisher had to draw on inspiration from two design traditions – that of the pharmaceutical sector and that of liquor packaging, particularly gin. Seedlip is distilled, but non-alcoholic, and needed a pack design that would help it hold its own on a liquor shelf or bar while still communicating some of its health and taste attributes.

Instead of simply creating a new pack design, Pearlfisher created a new category: distilled soft drinks. The label design leans on a distinctive, stylised 'S' and a pharma-inspired bottle shape, while highlighting the distilling process through a copper cap and detailing.

The results were impressive. The first batch of 1,000 bottles sold out in three weeks. The second 1,000 sold out in three days. The third 1,000 sold out in 30 minutes. The judges thought the craft and care in the pack design was a major contributor to the success.



BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

Gold – Kasowitz Benson Torres and Living Group

Living Group reimagined litigation firm Kasowitz Benson Torres' visual identity through images that sought to express the creative and aggressive ethos of the firm through metaphor: sharp edged tools, combative sports and dangerous animals. Intelligent, sophisticated and intimidating, the imagery sat on the top levels of the brand communications alongside powerful messaging.

The monochrome, aggressive and assertive visual identity is a first for the professional services sector and the approach toward film, photography and tone of voice help the brand stand out – and perhaps set the scene for future straightforwardness in branding among legal practices.

Another judge said: "It is instantly recognizable and conveys a clear, bold identity for the firm. The brand story is clearly aligned with copy, photography and every graphic element conveying the same story. This type of singular alignment can only be created when a clear aspirational strategy is coupled with brilliant execution."



Silver – Dale Carnegie & Associates, Inc. and Carbone Smolan Agency

The challenge for Carbone Smolan was to relaunch the Dale Carnegie brand so that it would be true to its legacy and relevant in a digitally driven marketplace. One judge said, "Photography highlighting the skills they teach, and color treatments that demonstrate progress, all come together in the company's core skill-training offering."



Bronze – Capgemini and Brandpie

Capgemini had a strong industry reputation, but its identity wasn't keeping pace. Creating a new visual identity required engagement with its senior leaders and, as one judge said, to take "the core values of Capgemini and create a cohesive, simple identity to communicate its message to staff and clients alike."



Highly commended – Shearman & Sterling and Siegel+Gale

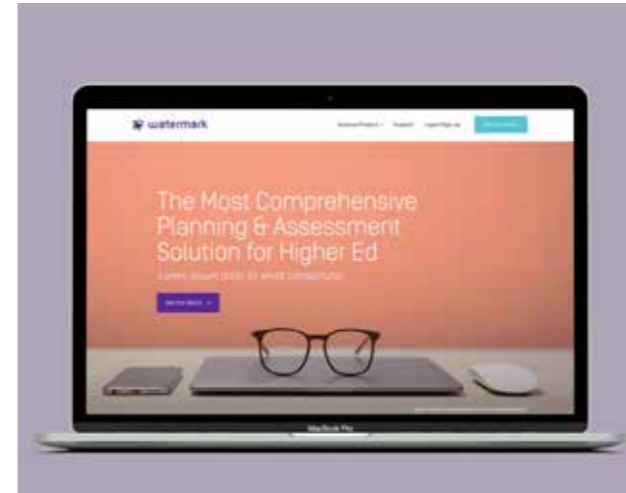
BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – Watermark and Brandpie

Brandpie discovered the rich history associated with each of Capgemini's companies and decided that the use of watermarks was a fitting description. The new logo is a symbol and wordmark combination, intended to play a unifying role to link together the wide range of the company's products.

Over six months, Brandpie worked in close collaboration with the client team to create and implement the new identity. Their combined efforts ultimately led to the successful unveiling of a new name, website and logo at the Association of American Colleges & Universities 2018 Annual Meeting.

"Taking three different entities and then forming a cohesive brand that still pays homage to what each individual company did is a massive challenge, and it seemed that they were able to make this happen with a wonderful story to tell," said one judge. "It's very clean and modern and creates the right balance of product and human interaction," said another.



Silver – DXC and Siegel+Gale

The new leadership at DXC determined that a new identity would best support the future goals of the business, and that nearly every aspect of the brand should be revisited. To carry that out, the IT services provider worked with Siegel+Gale on a brand refresh. "The new DXC brand is memorable, sleek, and truly reflective of technology's place in society today," said one judge.



Bronze – GroundTruth and Siegel+Gale

GroundTruth engaged Siegel+Gale to tell its story to clients in a different way. "The creativity for the logo was great and how it tied into the mission of the company was very interesting to see," said one judge. "A beautiful brand design," said another.



Bronze – Konica Minolta and Frank, Bright & Abel

The Workplace Hub logo derives its style from the Saul Bass-designed Minolta logo still in use by Konica Minolta today. One judge said, "I applaud Frank, Bright & Abel for taking the best and most memorable aspects of the master brand to leverage and propel Workplace Hub to a new playing space."



BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Bell and FutureBrand

In 2018, Bell was the first aeronautical company to debut at the Consumer Electronics Show when it unveiled its urban air taxi concept. The exhibition was a nod to Bell's business strategy, based firmly in innovation and development. Though it was founded in 1935 and has been most well-known for its helicopters, Bell has more recently been focusing on its evolution into a technology-first business.

To support that change, Bell turned to FutureBrand to develop a new visual identity that could open the door to future change within the business, while supporting a growing brand architecture. The new strategy required a fresh set of internal brand values as well as an internal evolution.

The new brand clearly articulates Bell's approach, focus and heritage by aligning the brand more firmly with the dragonfly icon. The mark acts as a seal of quality and trust, while also being flexible enough to allow for a clearer brand architecture. The visual identity also uses striking photography to support the company's messaging.



BEST VISUAL IDENTITY FROM THE TRAVEL, LEISURE AND TOURISM SECTOR

Gold – Cincinnati Ballet and LPK

When the Cincinnati Ballet opened its doors in 1963, it became the premier destination for ballet in Ohio. In 2017, a year that marked 20 seasons under the oversight of artistic director Victoria Morgan, it became apparent that the physical brand lacked the energy and cachet of the ballet company itself.

Enter LPK. Inspired by Cincinnati Ballet's dichotomous approach to dance, LPK focused on contrasts: tradition versus modernity, precision versus fluidity. Within these juxtapositions, a unique visual language emerged. LPK then explored the logo, inspired by the idea of dancers floating above the stage. The idea led to a deeper study of specific balletic movements. Conjoining the 'C' and 'B' into a single entity, the mark took on new energy as a pas de deux of letterforms.

Developed for flexibility, LPK's expression translated to a diverse range of touchpoints, from the brand website and social to billboards, brochures, collateral and advertising.



Silver – Comfort and Landor

A staple of the American hotel landscape for 30 years, Comfort needed a new brand identity that reflected its heritage yet expressed its updated guest experience. Landor focused on the name's brand equity and its yellow and orange color palette to maintain the core aspects that consumers love about the brand.



BEST OVERALL VISUAL IDENTITY



Winner – Kasowitz Benson Torres and Living Group

The legal sector is comprised of largely bland, similar websites, professional brands eschewing personality and content related to the practice of law, and not much else. And, the sector is becoming more competitive in the hunt for talent and clients, exacerbating the need for a distinctive brand. Litigation firm Kasowitz Benson Torres, with its distinctive confidence, met this challenge head on.

It worked with Living Group to devise a brand that would transform its own persona, while also perhaps transforming the legal sector in the process. The redesign of the website was the main focus of the project, as it is Kasowitz's primary brand touchpoint. Living Group took a corporate navy blue wordmark, rendered in a generic all-caps serif typeface and revolutionized it – based on extensive research.

The resulting visual identity is monochrome, with a customized wordmark and striking, high-contrast imagery of the firm's partners. The website was redesigned from start to finish, beginning with a bold messaging statement and evolving with a strong tone of voice, punchy video and assertive imagery. Taking an artistic approach to the photography helped Kasowitz and Living Group avoid the typical corporate headshot look and move toward a feeling of individuality and character in each image.

The brand films brought the brand to life through no-nonsense commentary, visually arresting cinematography and evocative messaging. As a result, all web metrics have increased including a 210% increase in time spent on the site after using search and a 21% increase in returning visitors.

The judges were equally impressed with this rebrand. One said, "Edgy and borderline aggressive, the Living Group design doesn't mince words in its brand messaging. The visual elements shock and transmit a message of confidence and clarity of purpose." They praised the work for its leadership of the legal sector and potential to change the way law firms communicate in future. This makes it a worthy winner of this year's 'Best overall visual identity' award.

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GRAND PRIX



Winner – Jefferson (Philadelphia University + Thomas Jefferson University) and FutureBrand

The global education market is becoming more competitive. Universities are forced to be more successful at marketing to ensure they attract the best students, professors and researchers. That competition is exacerbated when universities are unable to highlight their unique points of differentiation against hometown rivals. Amid that context, two private universities in the Philadelphia area found a way to unite behind common strengths. Philadelphia University and Thomas Jefferson University shared a focus on experiential education and design thinking. They also shared a city and a heritage dating back to the 1880s.

As of 2018, they now share a name. Newly rebranded as Jefferson, the unified organization had to craft a brand capable of integrating their student bodies, their alumni, their visual brands and their positions in the educational marketplace. To do so, they charged FutureBrand with a new strategy and positioning. The marker for success was for the university and its stakeholders to begin seeing itself as Jefferson, not as a member of Philadelphia or Thomas Jefferson.




The visual identity integrates the letters J and P seamlessly in a new shield wordmark. The rest of the brand system focuses on crafting a sense of belonging, from new wayfinding and signage to badges and prospectuses. The wordmark is also customisable within the brand architecture, and through the application of colorful patterns sure to catch the eye of young students.

Judges were impressed with FutureBrand's ability to reflect both universities' histories, identities and stakeholders in the process. One said that though the new brand is distinct from its predecessors, it unifies the two organizations behind a strong umbrella brand. Another added, "This challenge seemed the biggest of all of the submissions because they had to worry about alumni, students, parents and donors when making the decision to join the two schools together. The way that they were able to find a compromise and not lose either of the school's original messaging was very interesting and honestly, beautiful." Overcoming that challenge has allowed Jefferson to succeed practically, but also to win this year's 'Grand prix' award for excellence in brand development.

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