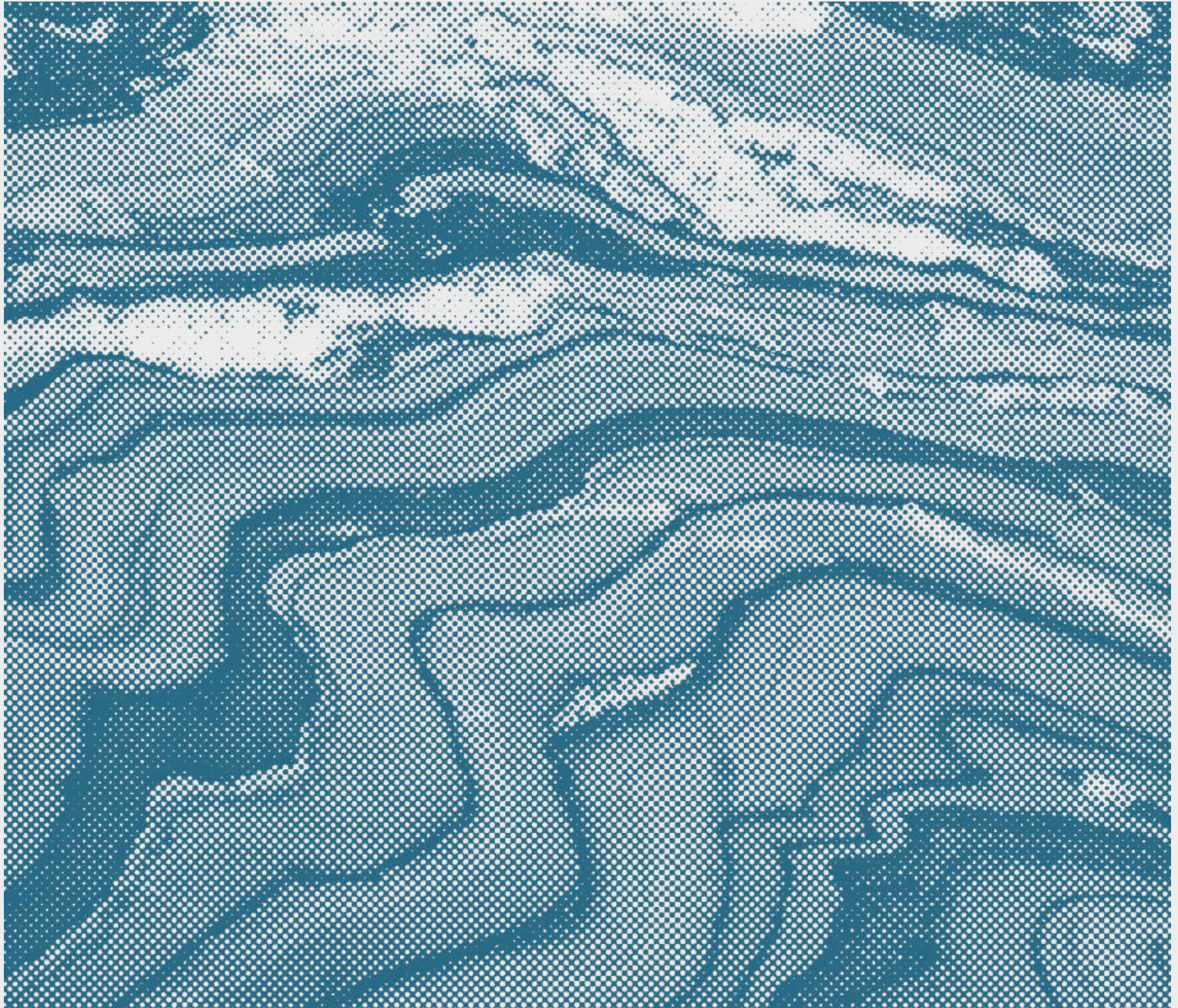


# TRANSFORM AWARDS ASIA- PACIFIC 2019

2019  
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FutureBrand unites experts in strategy, design, innovation and experience, who work together across the globe to harness the power of brand for growth.

# WELCOME



Brittany Golob  
Editor in chief, Transform magazine

For its first five years, the Transform Awards Asia-Pacific was held in Hong Kong. This year, representing a greater swathe of entries from across the region, and from mainland China in particular, the awards is making its Shanghai debut. But that is not to upstage the excellent work being honoured here tonight.

This year's winners have shown a maturation of branding in sectors like property development and travel and leisure, while retail brands have depicted a deepening of thought contributing to the brand development process. Judges were impressed with the standard and quality of entries, making the 2019 winners the standard-bearers for rebranding and brand development in Asia-Pacific.

Grand prix project Stradegi exhibited a commitment to brand development when its web redesign prompted a deeper look at its corporate brand. 'Best Overall Visual Identity' winner Kicers Shanghai wowed judges with the implementation of a new brand – complete with wayfinding and signage, a fresh tone of voice and capable brand architecture – across a massive multi-use development.

Every winner at the 2019 Transform Awards Asia-Pacific has something to be proud of. Congratulations to each and every one of you.

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# THE JUDGES



**Maria Bourke**  
Communications director  
Steelcase

Maria Bourke is the Communications Director, Asia Pacific at Steelcase, the global leader in the office furniture and work life solutions industry. She is responsible for building brand awareness and engaging brand experiences whilst overseeing future direction of the brand at Steelcase in APAC. Maria has over 20 years' of experience in brand, innovation and creative strategy with extensive multi-disciplinary design experience within in-house, corporate and consultancy. To date she has covered electronics, lifestyle entertainment, luxury, workspace and technology sectors and worked with leading global brands across Europe, US and the Asia Pacific.



**Basil Cheung**  
Senior manager, creative and branding  
Bowtie Limited

Basil joined online insurance platform, Bowtie Limited as senior manager of creative & branding. Based in Hong Kong, he manages Bowtie's global branding and growth strategy. On a city level, he provides insights on marketing strategy, creatives and data analysis. With a Master's in advertising from the Chinese University of Hong Kong, Basil has always had an eye for inventive branding strategies that offer brands a touch of tradition as well as a breath of fresh air. Prior to his role at Bowtie, Basil was also the branding lead of Uber Eats and GoGoVan. He has experience in international advertising agencies, including Leo Burnett, Ogilvy & Mather and McCann Erickson.



**Adam Cowlshaw**  
Senior brand experience manager  
Johnson & Johnson

After obtaining degrees from Nottingham University and University of Leeds, an early career in healthcare and agency roles exposed Adam to the world of data analytics and CRM in his native UK. As a digital marketer, Adam spent four years with retail giant, Boots, heading up performance marketing, before relocating to Hong Kong to join a VC-backed healthcare venture, accelerating customer acquisition across China, Hong Kong and Singapore. Today, Adam oversees the vision care experience at Johnson & Johnson, focusing on the transformation of the consumer journey in Singapore, the multinational's southeast Asian centre of excellence.



**Kirsten Johnston**  
CEO  
JWDC

With over 20 years of experience, Kirsten continues to bring value to business through effective strategy and design. Originally trained in graphic design, Kirsten has worked across six nations and founded her brand design agency in London in 2003. She successfully expanded her firm to China in 2014 and now resides in Shanghai serving international cross-border clients as well as Chinese property developers and state-owned entities. Kirsten holds an international MBA and is chair of the marketing focus group at the British Chamber of Commerce Shanghai. She is also on the steering committee for IMX, a cross-border trading platform.



**Hillman Lam**  
General manager  
Trip.com

Hillman is the general manager for Trip.com in Hong Kong and Taiwan, a member of Ctrip International Ltd. Prior to Trip.com, he developed marketing experience with companies such as Zuji, Plaza Premium Lounge and Hong Kong Airlines. Hillman has built a network across media and travel industry, focusing on O2O marketing, sales-driven opportunities, partnerships and business development. His unique insight of travel, combined with his experience in e-commerce and passion for brand identity, helps him deliver the most innovative, customer driven solutions. He is a travel writer for a local newspaper.



**Sean Lang**  
Deputy programme director  
Greenpeace East Asia

Sean works for Greenpeace East Asia as deputy programme director, responsible for the organisation's communication strategy. Sean has built the global team and led it to implement more than 20 projects. He also led the organisational digital strategy design, driving Greenpeace to maintain its cutting edge position in digital communications. Before Greenpeace, Sean worked in-house as a marketing specialist and marketing director. Sean graduated from Peking University with a degree in political science.



## THE JUDGES



**Michael Friedberg**  
**Head of commercial marketing and market strategy**  
**IBM Digital Business Group**

With almost 20 years of experience in marketing, primarily focused on the tech sector, Michael has seen a huge amount of change. His roles have reflected the challenges that customers face as they digitally transform to meet the ever demanding needs of their customers, patients and citizens. Michael runs two teams to identify the needs of the market, at a buyer level. He also runs design marketing programmes that deliver a world class client experience to allow sellers to use the latest data analytics. The digital and social tools plus digital content help to engage a wider group of buyers to understand how IBM's capabilities can be used to solve their challenges.



**Harsha Harjani**  
**Global PR and corporate communications**  
**Alexander Mann Solutions**

Harsha leads global PR and corporate communications for Alexander Mann Solutions, a leading provider of global talent acquisition and management consulting services. Harsha has had over 15 years of experience in communications, managing PR campaigns in Asia, the Middle East, Europe and the Americas, covering a range of business sectors. Skilled at crafting corporate narratives to promote competitive advantage and navigate change, she is a passionate believer in the value of authentic communications and purpose-driven leadership.



**Kris Leung**  
**Associate director, corporate communications and client relations**  
**Vigers Group**

Kris is responsible for overall corporate communications, marketing, research and client relationship management for Vigers Group, a surveyor headquartered in Hong Kong. He has over 10 years of marketing experience following his graduation from Northumbria University. In his career, he has successfully built brands and enhanced companies' overall brand images to the public. Kris is currently a professional member of the Chartered Institute of Marketing and the Hong Kong Public Relations Professionals' Association. Kris is pursuing a law degree.

# THE JUDGES



**Josie Ling**  
Art director  
MDreams

Josie is an experienced design professional with over 12 years of experience working for award winning agencies and in-house in branding and communications. Starting her career in London at Bibendum, she moved to Hong Kong in 2009 working across a number of notable campaigns and leading art direction for Harper's Bazaar. Josie is currently art director at MDreams Global in Hong Kong. Prior to MDreams Global, she held the position of art director at MADE Creative where she worked with international brands including Johnny Walker, Armani, Kiehl's and Rio Tinto.



**Sharon Lun**  
Head of corporate communications  
Haeco Group

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



**Kevin Lynch**  
Director of marketing and communications  
Shanghai American School

Kevin joined the Shanghai American School (SAS) in 2016 as the director of marketing and communications. There, his team has helped introduce a heavily integrated identity system that enables compelling storytelling and consistent, distinctive communications across the school. Prior to joining SAS, Kevin came from the world of advertising agencies, and was most recently the executive creative director of BBDO South China, overseeing work out of the Hong Kong and Guangzhou offices.



**Maggie Ni**  
Senior manager of branding  
Plaza Premium Group

Maggie is the senior branding manager of Plaza Premium Group. She is responsible for overseeing the day-to-day brand function across Plaza Premium Group's diverse brand portfolio, as well as driving key brand projects. Having spent time in China, the US and Hong Kong, Maggie enjoys a multicultural working environment. With over 10 years of experience agency side with William Lea Tag, Publicis and Young & Rubicam, Maggie has accumulated solid branding and marketing experience across diverse industry sectors, including global luxury brands in fashion, retail and hospitality. Maggie is a seasoned marketer as well as a brand strategist.



**David Solzbacher**  
Associate creative director  
Elmwood

With dual French and German nationality, David's portfolio is equally eclectic, spanning Europe, Asia-Pacific and beyond. David has over 15 years of experience supporting global clients, regional powerhouse brands and boutique local influencers. Based in Singapore for the past 12 years, David has led the Elmwood Asia creative department for the past five years, working on a wide variety of projects from brand identity to packaging to developing full brand activations. When not designing, David is a keen botanist and spends time tending to his plants.



**Bradley Wadsworth**  
VP training and internal communications  
Global Cloud Xchange

Brad is vice president of training and internal communications at Global Cloud Xchange, a subsidiary of Reliance Communications. With over 20 years of experience in Asia specialising in marketing and HR, he helps build brand awareness internally and externally through training and corporate branding efforts. Brad is a recipient of the 'Distinguished Trainer Award' from the Hong Kong Management Association. He holds a Bachelor's in business administration from the University of Texas at Austin, an MBA from Thunderbird School of Global Management and is currently working on a doctorate of business administration at SBS Swiss Business School.



## THE JUDGES



**Jen McCombie**  
**Head of marketing**  
**Indigo Living**

Jen spearheads the marketing team for Indigo Living, encompassing both B2C and B2B offerings across Asia-Pacific and the Middle East. She is a marketing and branding professional with over 12 years of experience working in creative agencies and in-house for fashion and travel brands. Her background as a senior creative coupled with her business-oriented mindset have driven innovative communication and brand strategies, integrated campaigns and insightful solutions. Adopted and raised in Hong Kong by British parents, she has an international, multicultural background and has worked for TBWA, M&C Saatchi, Publicis and Pacsafe.



**Bonnie Wu**  
**Corporate communications director**  
**Peak Re**

Bonnie is an accomplished communications leader with more than two decades of global experience in helping multinational companies build success through strategic communications and brand management. She is currently corporate communications director at Peak Re, a global reinsurer based in Hong Kong, responsible to upscale the brand globally. Before that, she has held senior communications roles in leading financial institutions including AIA, Allianz Global Investors, BNP, Citigroup and Credit Suisse. Bonnie is an avid traveler who appreciates different cultures. She speaks and writes fluently in English, Mandarin and Cantonese, and understands a little bit of French and Italian.

# THE WINNERS

## CONTENT

### Best use of a visual property

**Gold - 9 Penang and Sedgwick Richardson**

**Gold - Sealy Crown Jewel and Traffic PTY Ltd**

Silver - Steelcase and Shift.

Bronze - LA VITA Outdoor Living and MADE

Bronze - Liquid and Re:brand

Bronze - Peak Re and Sedgwick Richardson

### Best brand architecture solution

**Gold - The Absolute and Superunion**

Silver - Lancaster and Sedgwick Richardson

Bronze - LUYE LIFE SCIENCE and FutureBrand

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

**Gold - PiggyBank and Superunion**

Silver - Sealy Crown Jewel and Traffic PTY Ltd

Bronze - Box & Scandal and MADE

Bronze - Chope and Superunion

Bronze - Network 10 and XXVI

Highly commended - BR Law and Sedgwick Richardson

Highly commended - Carolina Herrera and Labbrand

### Best brand experience

**Gold - Jetta and MetaDesign China Ltd**

Silver - Lancaster and Sedgwick Richardson

Silver - Steelcase and Shift.

Bronze - Food is GREAT and Brandigo

Bronze - Suning International and Prophet

Highly commended - Lady M and Creative Capital

Highly commended - Uni President - Haizhiyan and Creative Capital

### Best use of packaging

**Gold - ORIGO Coffee and MetaDesign China Ltd**

Silver - Lady M and Creative Capital

Bronze - The Coca-Cola Company and Labbrand

Bronze - WeLove and Onfire Design

Highly commended - Keells Supermarket and Whippet Melbourne

Highly commended - TRT Health Motiv and Superunion

### Best wayfinding or signage

**Gold - Shanghai Jingang North Bund Realty Co. and Corlette**

Silver - Suzhou Industrial Park Jinji Lake Urban Development Co. and Corlette

Bronze - Kicers Shanghai Ltd and JWDC

### Best use of audio branding

**Gold - Jetta and MetaDesign China Ltd**

Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere

### Best use of typography

**Gold - ORIGO Coffee and MetaDesign China Ltd**

Silver - BR Law and Sedgwick Richardson

Bronze - Le Joy Hotel by GrandJoy and Superunion

### Best place or nation brand

**Gold - Kicers Shanghai Ltd and JWDC**

Silver - Henderson Land Development Company Limited and JWDC

## PROCESS

### Best external stakeholder relations during a brand development project

**Gold - Expression Australia and The Contenders**

### Best internal communications during a brand development project

**Gold - Citi and Shift.**

Silver - Lianhua Supermarket and Superunion

Bronze - Peak Re and Sedgwick Richardson

Highly commended - Great Eagle Group

### Best implementation of a brand development project

**Gold - Clean Pro Environment Co.,Ltd. and Siegel+Gale**

Bronze - Citi and Shift.

Bronze - Lazada and Superunion

### Best localisation of an international brand

**Gold - CATERPILLAR and Creative Capital**

Silver - Magimix and Labbrand

Highly commended - HANAMARU UDON and Creative Capital

## STRATEGY

### Best creative strategy

**Gold - Arcplus Group plc and Landor**

Silver - Box & Scandal and MADE

Silver - Lancaster and Sedgwick Richardson

Bronze - Chope and Superunion

Highly commended - Carousel and Superunion

Highly commended - Midea Technology Group and Prophet

### Best brand evolution

**Gold - CATERPILLAR and Creative Capital**

Silver - Sun Tomorrow and Creative Capital

Bronze - METROPOLO and Landor

Highly commended - BUDWEISER BREWING COMPANY APAC and Jones Knowles Ritchie

Highly commended - Qual IT and Re:brand



## Best strategic or creative development of a new brand

### Gold - 9 Penang and Sedgwick Richardson

Silver - Midea Technology Group and Prophet

Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere

Bronze - MATTR and Tricky

Highly commended - Be You and Principals

Highly commended - Yinlu Shiqucaotang and Ylab

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

### Gold - Citi and Shift.

Silver - BTPN Syariah and Superunion

Bronze - C&D Inc. LIFT Supply Chain Services and Siegel+Gale

Highly commended - The Coca-Cola Company and Labbrand

## Best naming strategy

### Gold - SEQA and Re:brand

Silver - BE-KIND and Labbrand

Bronze - Midea Technology Group and Prophet

Highly commended - Pernod Ricard and Labbrand

## TYPE

## Best corporate rebrand following a merger or acquisition

### Gold - GOWORK and Creative Capital

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

### Gold - Green School and Shift.

Bronze - BESTORE and Landor

Bronze - Deppon Express and Siegel+Gale

Highly commended - SATS and Sedgwick Richardson

## Best brand consolidation

### Gold - Lancaster and Sedgwick Richardson

Silver - CATERPILLAR and Creative Capital

## Best rebrand of a digital property

### Gold - Citi and Shift.

Silver - City University of Hong Kong and Sedgwick Richardson

Bronze - Chope and Superunion

Bronze - Li & Fung and Sedgwick Richardson

Highly commended - Lamex and Sedgwick Richardson

## SECTOR

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

### Gold - Beyond Blue and Principals

Silver - Expression Australia and The Contenders

## Best visual identity from the education sector

### Gold - Torrens University Australia and SomeOne. Sydney

Silver - Investor and Financial Education Council (IFEC) and Sedgwick Richardson

Bronze - Green School and Shift.

## Best visual identity from the engineering and manufacturing sector

### Gold - Steelcase and Shift.

Silver - Microlit and Brands of Desire

Bronze - Clean Pro Environment Co.,Ltd. and Siegel+Gale

## Best visual identity from the financial services sector

### Gold - Stradegi and Sedgwick Richardson

Silver - Tyro Payments Limited and Hulsbosch

Bronze - BTPN Syariah and Superunion

Bronze - SPD Bank and MetaThink Consulting

Highly commended - PiggyBank and Superunion

Highly commended - Westpac New Zealand and Culture&Theory

## Best visual identity from the FMCG sector

### Gold - Great Leap Brewing and Shift.

Silver - Sinotaste and Shift.

Silver - Valio and MetaDesign China Ltd

Bronze - Danone Aqua and Shift.

Highly commended - Musashi and Drum

## Best visual identity from the food and beverage sector

### Gold - BUDWEISER BREWING COMPANY APAC and Jones Knowles Ritchie

### Gold - ORIGO Coffee and MetaDesign China Ltd

Silver - Chope and Superunion

Bronze - Uni President - Haizhiyan and Creative Capital

Highly commended - Royal Patat (Incentive Europe Premiums & Concepts) and BEAMY

## Best visual identity from the healthcare and pharmaceuticals sector

### Gold - Genetron Health and Superunion

Silver - ARK Bio and BEAMY

Bronze - The Garvan Institute of Medical Research and Principals

Highly commended - LUYE LIFE SCIENCE and FutureBrand

# THE WINNERS

## **Best visual identity from the lifestyle and wellbeing sector**

Silver – kōtia and Drum

## **Best visual identity from the professional services sector**

### **Gold - C&D Inc. LIFT Supply Chain Services and Siegel+Gale**

Silver – BR Law and Sedgwick Richardson

## **Best visual identity from the property, construction and facilities management sector**

### **Gold - Kicers Shanghai Ltd and JWDK**

Silver – Lancaster and Sedgwick Richardson

Bronze – 9 Penang and Sedgwick Richardson

Highly commended – Henderson Land Development Company Limited and JWDK

Highly commended – QINGDAO OCEAN ACTIVITY ZONE and FutureBrand

## **Best visual identity from the public sector**

### **Gold - Securities and Futures Commission (SFC) and Sedgwick Richardson**

### **Gold - Shanghai Coordination Centre of World Cities Day and JWDK**

Bronze – Investor and Financial Education Council (IFEC) and Sedgwick Richardson

## **Best visual identity from the retail sector**

### **Gold - Lazada and Superunion**

### **Gold - Lianhua Supermarket and Superunion**

Bronze – Carousell and Superunion

Highly commended – PAG/China Merchants Group and JWDK

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

### **Gold - Midea Technology Group and Prophet**

Silver – SEQA and Re:brand

Silver – Syniti (formerly BackOffice Associates) and Studio Everywhere

Bronze – Qual IT and Re:brand

Highly commended – Vivo Technology and Siegel+Gale

## **Best visual identity from the transport and logistics sector**

### **Gold - Deppon Express and Siegel+Gale**

Silver – Jetta and MetaDesign China Ltd

## **Best visual identity from the travel, leisure and tourism sector**

### **Gold - BEIJING AQUARIUM and FutureBrand**

Silver – Hyatt and Prophet

Bronze – Marriott and Prophet

Highly commended – Le Joy Hotel by GrandJoy and Superunion

## **Best overall visual identity**

Winner – Kicers Shanghai Ltd and JWDK

## **Grand prix**

Winner – Stradegi and Sedgwick Richardson



## 我们做什么？

全渠道零售推广和激活  
品牌策略  
品牌激活  
平面设计与包装设计  
零售空间设计  
数字与网络营销

## WHAT WE DO?

BRAND STRATEGY  
BRAND ACTIVATION  
GRAPHIC & PACKAGING DESIGN  
RETAIL DESIGN  
DIGITAL COMMUNICATIONS



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零售空间设计- 秀场设计、视觉陈列设计、零售空间设计



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# CONTENT

## Best use of a visual property

### Gold - 9 Penang and Sedgwick Richardson

Sedgwick Richardson's challenge was to clearly position the 9 Penang development based on its unique location and high standard of construction as a home for startup and technology companies seeking a highly connected address surrounded by amenities.

A typographic solution to the brand identity was designed to link the 9 Penang Road address to a series of tailored key messages that communicated the USPs of the location and the development. A series of '9' messaging was created and tailored according to the unique selling points of the property – an approved list of nine messaging was used whenever new marketing communications was created.

"Elegant and able to help bring the brand to the next level," said one of the judges. "Wise choice of colour and association with the number nine." Another added, "Great brand image. The name and slogan are all associated with nine, which becomes a gimmick on the real estate project. Hits all the right notes."



### Gold - Sealy Crown Jewel and Traffic PTY Ltd

With the objective of setting Crown Jewel ahead of its competitors and demonstrating the unique processes and care involved in its manufacturing process, luxury bed maker Sealy required a concept and visual assets for its new campaign for the Asia-Pacific region. The campaign, which includes both lifestyle and product films and an extensive print, social, digital, POS and experiential campaign, elevates the importance of never compromising on perfection when it comes to sleep.

Judges found the result classy, appealing to the target audience and elegant in its use of imagery. "They show the elegance of sleep," said one judge. Another added, "[It] captures the luxury and comfort being promised by the brand. Superior product features and benefits are clearly echoed through romanticised typography, full page key visuals and premium colour palette."



### Silver - Steelcase and Shift.

Shift developed the branding for a series of curated talks on design that elevate the Steelcase brand of workplace solutions. 'In the Creative Chair' convey the masterbrand's focus on originality and impact while capturing Steelcase's commitment to unlocking creativity in the workplace.







## **Bronze - LA VITA Outdoor Living and MADE**

La Vita's messaging was all about 'Bringing the indoors outdoors.' The style of the Made-developed branding used elements of the natural world encroaching into the manmade formulaic world of typography and layout, alluding to the notion of merging these two concepts. The elements were applied across all touchpoints and led the art direction of the photography.



## **Bronze - Liquid and Re:brand**

Re:brand anchored Liquid's new brand around the word 'liquid,' exemplifying the fluidity, agility and flexibility of the service. It used static and moving versions of blue dye in liquid, leveraging the visual assets across the website - with a cool liquid animation revealing the logo - and the office signage and décor, where the large prints make an instant impact on visitors and improve staff culture.



## **Bronze - Peak Re and Sedgwick Richardson**

Peak Re's founders asked Sedgwick Richardson to return to refresh the company's brand positioning strategy, develop a fresh creative expression for the new positioning and update their entire brand system and visual language. The internal brand launch involved everything from brand immersions workshops to an internal brand book microsite.

# CONTENT

## Best brand architecture solution

### Gold - The Absolute and Superunion

Absolute You was synonymous with Thailand's leading yoga studios. Superunion's challenge was to take the brand to the next level, going beyond yoga and telling a bigger, bolder and stronger narrative.

It tapped into the company's 'real' roots and developed a design system that translated holistic wellness across a diverse range of businesses. Be it a personal retreat, a spin class or fit food, the brand architecture system allowed the Absolute to communicate to all audiences in a unified, but not uniform, way.

Judges praised the simplicity and creativity of the solution. One said, "The brand architecture visualisation is nicely done, in a simple yet sophisticated manner, and more importantly, it is B2C friendly." Another judge added, "A strong entry with a clear pathway from strategy through to creative execution. This entry focuses on the brand architecture narrative and delivers strong results."



### Silver - Lancaster and Sedgwick Richardson

With a portfolio of serviced apartments in Ho Chi Minh City, the Lancaster needed to create not just a development, but a sense of place. It turned to Sedgwick Richardson, which crafted a brand architecture system that allowed the sprawling location and its distinct offers to become unified behind the master brand.

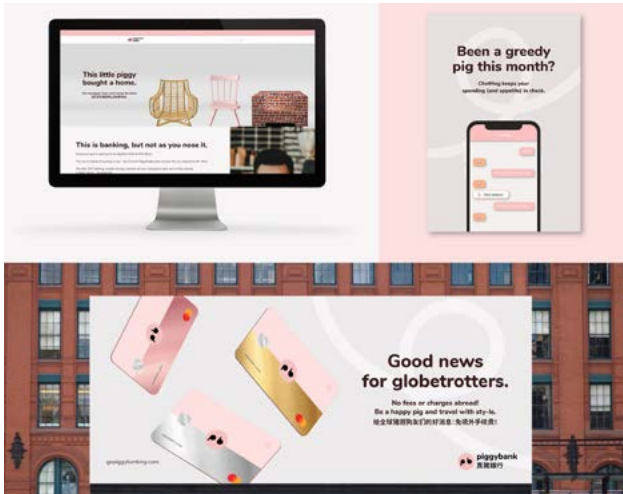


### Bronze - LUYE LIFE SCIENCE and FutureBrand

Luye Life Science Group has big ambitions. It worked with FutureBrand to craft an integrated brand and add more value to doctors and patients, refining its image and raising brand awareness. Using the idea of 'one family, many faces,' it has built a strong life sciences master brand, with a capable brand architecture system in place.



**Best use of copy style or tone of voice**



**Gold - PiggyBank and Superunion**

With the Chinese year of the pig approaching, PiggyBank wanted to wish its clients 'gong hei fat choy' in a memorable way. Instead of sending the usual 'lai see' red envelopes and generic spam, it did something different: it built a fictional brand full of porky puns, humour and culturally relevant details to celebrate the year of the pig.

Superunion helped it instil a challenger brand attitude to the aptly named PiggyBank. It built a visual identity inspired by the fintech industry. Judges called this a creative approach, noting that the launch felt like a real bank.

One judge said it was "a creative idea that stood up in the Chinese traditional festive." Another added "A cool idea and it's fun to have an agency play a trick now and again. Maybe a little on the corny side, but its self-consciousness gave it enough licence to get away with it."



**Silver - Sealy Crown Jewel and Traffic PTY Ltd.**

Luxury bed maker Sealy required a concept and visual assets for its Asia-Pacific campaign for the Crown Jewel line. The campaign, developed by traffic, includes both lifestyle and product films and an extensive print, social, digital, POS and experiential campaign, encourages people to avoid compromising on perfection when it comes to sleep.



**Bronze - Box & Scandal and MADE**

Box & Scandal knows that most men dislike shopping for pants. Its solution is to offer a subscription box taking the stress out of shopping. It worked with Made to focus on bringing the good humour of a newspaper to its subscribers. It used associations between newspaper subscriptions and subscription boxes to use a tone of voice inspired by such publications as the Sun, the Onion, the Daily Star, Loaded and FHM.



**Bronze - Chope and Superunion**

Southeast Asia's biggest restaurant reservation app, Chope, worked with Superunion to relaunch the brand, enabling it to integrate new products into its architecture. Using a catalysing tone of voice, it hoped to spark users to get out and book tables at their favourite restaurants.



**Bronze - Network 10 and XXVI**

Brand language offered the opportunity for one-time Aussie upstart Network 10 to differentiate itself - and have a bit of fun with its personality across the entire network. Agency XXVI helped develop a tongue-in-cheek voice with enough flexibility to stretch across every message and audience, onscreen and off.

**Highly commended - BR Law and Sedgwick Richardson**  
**Highly commended - Carolina Herrera and Labbrand**



# CONTENT

## Best brand experience

### Gold - Jetta and MetaDesign China Ltd

While China has changed significantly in 25 years - Jetta's purpose has not. The challenge lay in revitalising the spirit of its pioneering days and reinventing Jetta with a younger personality, modern design language and attitude that appeals to the new generation on the channel where they spend most of their time - mobile.

Jetta needed to differentiate itself by creating an emotional and design-led brand which connected with Millennials, and their lifestyles and aspirations. The contemporary and bold design language needed to showcase the brand experience while clearly introducing the Jetta product family.

Judges loved the resulting brand experience. One said, "It's clear the approach is to rebrand Jetta as more youthful. The creative is clean and simple and attract a younger demographic. The brand looks consistent on all platforms." Another judge added, "It's about how to transition one legend into a new era. And it's executed excellently."



### Silver - Lancaster and Sedgwick Richardson

Crafting a brand experience that could elevate a sprawling Ho Chi Minh City development into a landmark place brand, Lancaster turned to Sedgwick Richardson. The resulting brand is refined, yet youthful, with a capable architecture facilitating a flexible, energetic brand experience.



### Silver - Steelcase and Shift.

For a series of talks based on creativity and design, the brand development and experience design had to be on point. Shift delivered on behalf of Steelcase with a dynamic identity that offered a vibrant experience both online and in person. Judges were impressed with the seamless transition between the creative applications and the spirit of the events themselves.



### Bronze - Food is GREAT and Brandigo

Food is Great (FIG) is an initiative by Defra and the Department for International Trade to showcase UK food and drink around the world. The FIG team approached Brandigo China to not only raise the profile of British gin brands, but also the wider FIG brand and the UK food offer, to the China food and beverage trade.



### Bronze - Suning International and Prophet

Prophet helped electronic stores owner Suning create a philosophy around a 'Global Community of Curators'. An exhibition design brought this idea to life as a lenticular hallway of inspirational products, curated video and multisensory experiences, which documented a day in the life of two global citizens and their experiences in Italy.



### Highly commended - Lady M and Creative Capital

### Highly commended - Uni President - Haizhiyan and Creative Capital

**Best use of packaging**



**Gold - ORIGO Coffee and MetaDesign China Ltd**

In China's crowded coffee market, there was an absence of a true, high-quality artisanal coffee brand to satisfy real coffee connoisseurs – and the teaching facilities to train new coffee makers. It was imperative Origo's brand identity – crafted by MetaDesign – reflected its artisanal craft with a visual language that shows pride in its Chinese roots while appealing to a discerning audience.

The brand design focused on Origo's experimentation, experience with different coffee blends and the meticulous procedures required to craft specialty coffee. These qualities differentiated Origo and ensured the new brand design could be both storied and aesthetically unique.

The design concept 'Moved by Coffee' was inspired by the circular motion observed in each step of the coffee process from the shapes of the berries, to the circular grinding of the beans, down to the final swirl through the filter and into the cup.



**Silver - Lady M and Creative Capital**

Injecting a sense of French patisserie into modern ASMR-inspired design, Creative Capital's packaging development for Lady M wowed judges. The bonbon specialist used traditional craft-driven design cues alongside food technology concepts and digital integrations to craft a paradigm-shifting patisserie brand.



**Bronze - The Coca-Cola Company and Labbrand**

The Coca-Cola Company's Chinese bottler sought to sell Coca-Cola's aluminum bottles at key tourism sites across Shanghai. Labbrand took what was a simple brief further by capturing the essence of Shanghai. It coupled the distinctive and unique elements of the megacity with imagery related to both classic and modern depictions of Shanghai to craft a new approach to Coca-Cola packaging.



**Bronze - WeLove and Onfire Design**

WeLove's cocktail products blur the lines of the ready-made cocktail craze and the desire for new experiences. It worked with Onfire Design on a packaging solution that took its cues from the beauty industry to make inroads with a young, female target audience. The result was a slam-dunk according to Transform judges.

**Highly commended - Keells Supermarket and Whippet Melbourne**

**Highly commended - TRT Health Motiv and Superunion**

# CONTENT

## Best wayfinding or signage

### Gold - Shanghai Jingang North Bund Realty Co. and Corlette

The hotel W Shanghai showcases an electric combination of historic and contemporary influences known as hai pai: the art of combining the old and the new, east and west. Celebrating the hotel's unique position between the Suzhou Creek and Huangpu River, the surrounding Art Deco locale and opulent Chinese mansions, the hotel design is inspired by an eclectic mix of colonial glamour and futuristic iconography.

To ensure a holistic signage and wayfinding program, Corlette created experiential branding for the hotel, and also for the recently completed New Bund mixed use retail and office areas of the development. One judge said "the signage is bold and captivating." Another judge added, "Bold, unapologetic and interesting – each execution works on multiple levels to help people navigate as well as communicate the design ethos of W Hotels."



### Silver - Suzhou Industrial Park Jinji Lake Urban Development Co. and Corlette

Suzhou, known as the Venice of China, is 2,500 years old and home to spectacular Unesco classical gardens, canals and ancient water towns. Corlette's evocative signage and wayfinding programme for the W Hotel seamlessly integrates into the hotel narrative. Judges were impressed with the Suzhou Industrial Park's commitment to a heritage-based wayfinding system.



### Bronze - Kicers Shanghai Ltd. and JWDC

Set in the heart of Baoshan, Shanghai, the Bridgeline project is 70,000 sqm in size. With a maze-like interior and a multiuse space, Kicers Shanghai needed a wayfinding and signage solution that could work for every segment of its audience. It turned to JWDC, which delivered a bright, colourful system that brought the space itself to life through wayfinding.



## Best use of audio branding



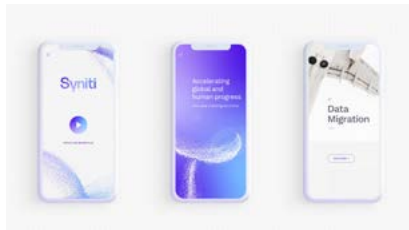
### **Gold - Jetta and MetaDesign China Ltd**

Operating in a crowded market, the Jetta brand offers affordable German engineering coupled with Chinese manufacturing to a Chinese audience.

MetaDesign's challenge lay in revitalizing Jetta's pioneering role. As part of that effort, it had to find a sound brand that could help Jetta instantly connect with China's next generation of drivers – young drivers looking for their first car, entering their first job and on the verge of starting a family.

The new sound signature is confident, dynamic and optimistic. Light, crisp tones capture the playful positivity of youth. Deeper, bass-heavy notes evoke a sense of surefooted confidence. The sound logo is used across a wide range of digital applications during the pre-sale phase of the Jetta.

Upbeat, confident, and differentiating in the cut-throat entry level car market in China. The new sound signature introduces Jetta for a new audience.



### **Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere**

Data-empowered companies are reinventing traditional industries. Central to Syniti's new brand identity is the 'Syniti Data Flock,' a mesmerising flock of bird-like data points that constantly shift and adapt in a natural and unexpected way. The Studio Everywhere-developed brand is also used as a visual metaphor for data's power to generate valuable business insights.



# CONTENT

## Best use of typography

### Gold - ORIGO Coffee and MetaDesign China Ltd

In China's crowded coffee market, Origo Coffee filled a gap by offering artisanal coffee and expert barista training facilities. MetaDesign's typography-driven brand focused on Origo's experimentation and experience with different coffee blends and the meticulous procedures required to craft specialty coffees.

The design concept 'moved by coffee' was inspired by the circular motion observed in each step of the coffee process - from the shapes of the berries, to the circular grinding of the beans, down to the final swirl through the filter and into the cup.

Judges commended the choice of colour, use of illustration and the quality of the Chinese typeface, all of which indicated the premium nature of the brand. "Beautifully crafted in every detail," praised one of the judges. Another added, "The typography shows the elegance and high class of product character."



### Silver - BR Law and Sedgwick Richardson

The culture of a small firm of 'combat-fit' lawyers ever ready to relish the next challenge inspired a David vs Goliath positioning, a brand purpose that champions the underdogs. Sedgwick Richardson crafted the visual identity using simple typography and a clever combination of the letters 'B' and 'R' into one single letterform: symbolising the unity of the business.



### Bronze - Le Joy Hotel by GrandJoy and Superunion

To celebrate and enrich Le Joy's positioning 'limited space, unlimited possibilities', Superunion developed a comprehensive creative platform 'define your time' - implying a hotel experience shall never be fixed. By focusing on the variety of experiences on offer, Superunion brought the brand to life through typography.



## Best place or nation brand



### Gold - Kicers Shanghai Ltd and JWDC

The massive Bridgeline project in Baoshan, Shanghai presented a challenge to developer Kicers Shanghai and brand agency JWDC. The multiuse venue served a number of audiences, had a legacy maze-like layout and needed to align with the Chinese government's five-year plan to improve health, education and wellness across the country.

To tackle this challenge, JWDC hosted a series of workshops with the Baoshan community to find a way to foster better social connections and bring relevance and interest to this dense area of Shanghai. From there, a strategy, brand name and visual identity were created based on a colourful temperature system – a nod towards the thermos flasks once made there, and as a way to guide people to different zones across the site.

The Bridgeline brand communicates using clever messaging, and a unique mascot called Ping Ping, on the digital Wechat platform and around the physical environment. It's a dynamic, living brand that intends to keep the community active and will evolve with the growth of the local area.



### Silver - Henderson Land Development Company Ltd and JWDC

Lumina is a new series of lifestyle-focused commercial developments launching in both Shanghai and Guangzhou by Henderson Land. The logo design forms a star shape and is based on the five core principles of the Lumina series. The star is brought to life by JWDC with a curious Picasso-style eye giving the logo warmth and humanity.

## PROCESS

### Best external stakeholder relations during a brand development project

#### Gold - Expression Australia and The Contenders

Expression Australia appointed the Contenders to work with Vicdeaf – a not-for-profit organisation serving over 17,000 deaf and hard-of-hearing people in the Australian states of Victoria and Tasmania. The project consisted of a comprehensive brand development process encompassing research, stakeholder engagement, brand architecture, strategy, naming, creative and implementation.

It engaged with the community through an Auslan-first approach – Australian sign language – and captured the essence of sign language through slow shutter photography to help create the new brand name and a design that the community could have ownership of, while still enabling the organisation to serve its different markets in a seamless way.

In short, it created a new, innovative and unique way of co-designing the new brand in collaboration with external representatives of the deaf community. This innovative approach was the key success factor in making sure the rebrand was embraced internally and externally.



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



**Gold - Citi and Shift.**

Shift partnered with the regional Citigold team – the flagship brand for Citi in the affluent wealth management space – to reenergise its client referral platform and turn it into a key channel for growth.

Based on in-depth research with high net worth clients and high-performing relationship managers, it developed a playbook for elevating the conversation and created materials to train all of Citi's 1,000 relationship managers across 16 countries. This included mapping out personalised referral journeys to help guide the conversation, with a focus on digital touchpoints that can scale.

Judges thought the internal communications here led to the brand's success. Citi was able to help relationship managers understand and endorse the new product as a result of the capable IC programme. "Overall a very thorough and proactive internal campaign utilising the digital medium well for employee engagement and comprehension," said one judge.



**Silver - Lianhua Supermarket and Superunion**

Many existing Lianhua employees are traditional veterans with more than a decade of tenure and a mindset towards retail. Faced with these internal challenges, Superunion started the rebrand process with staff training on brand awareness, which deepened employees' understanding of what brand is and what it can do: changing people's minds, and providing enough motivation to drive brand transformation along the way.



**Bronze - Peak Re and Sedgwick Richardson**

To relaunch the Peak Re employer brand, Sedgwick Richardson was enlisted to develop an internal communications programme that included an internal microsite, town hall meetings and a new approach to the brand's personality. The results rang true with employees and judges alike.

**Highly commended - Great Eagle Group**



# PROCESS

## Best implementation of a brand development project

### Gold - Clean Pro Environment Co., Ltd. and Siegel+Gale

Founded in 2007, Clean Pro is a comprehensive urban and rural environmental sanitation service operator, controlled by Citic Private Equity (CITICPE). In order to promote future development for the company and transform the existing perception of the sanitation industry, Clean Pro believed that the acquisition by CITICPE was an opportunity to revitalise and update its brand image.

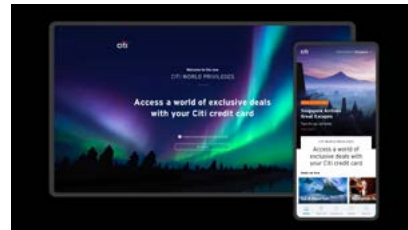
It connected with Siegel+Gale in 2018 to develop a stronger corporate brand. The company's new logo is framed by a hexagonal honeycomb structure representing Beijing, as well as the company's spirit of professionalism and its endeavour for better employee equality.

The new brand image has won praises for its 'intimacy' and 'professionalism' both inside and outside the industry. This has helped Clean Pro updates the popular view of the industry, effectively demonstrating its brand as a 'caregiver' and 'creator' while standing out from its competitors.



### Bronze - Citi and Shift.

Shift partnered with the regional Citigold team to reenergise its client referral platform and turn it into a key channel for growth. Based on in-depth research with high net worth clients and high-performing relationship managers, it developed a playbook for elevating the conversation and created materials to train all of Citi's 1,000 relationship managers across 16 countries.



### Bronze - Lazada and Superunion

With 80m monthly users, Lazada is at the heartbeat of commerce in Asia. Superunion found that shopping can be incredibly emotional for users, which led to its strategic platform, 'Go where your heart beats.' This sentiment captures the fast-paced lifestyle of Asia and the excitement of online shopping.



## Best localisation of an international brand



### Gold - CATERPILLAR and Creative Capital

Caterpillar opened its first independent shoe store in China in 2009. Within a decade, it has developed over 400 retail stores throughout the country. Creative Capital's mission was to fully communicate the century-old Caterpillar brand positioning, 'go boldly, earth movers.' To revive the American heritage brand, Creative Capital repositioned it from a being a mere purveyor of products to the living encapsulation of a classic brand story.

By instilling Cat's brand legacy and its industrial DNA into the visual identity and physical space, Creative Capital was able to reposition Caterpillar to a Chinese audience. It blended the brand's genuine heritage with its urban explorer credentials to craft a successful localisation.

Judges thought this was a clear, simple and smart strategy that was well-executed. One said, "Great strategic approach and study of other workman-like brands to learn from, and really strong execution at the retail level."



### Silver - Magimix and Labbrand

To help its expansion in China, Labbrand worked closely with Magimix to create its brand and product name, as well as its 'essential visual language style guide.' This encompassed the definition of Magimix and the Cook Expert colour system standards, lifestyle photography image style and restrictions for applications in China.

### Highly commended - HANAMARU UDON and Creative Capital

# STRATEGY

## Best creative strategy

### Gold - Arcplus Group plc and Landor

Shanghai Xian Dai Group – the group behind notable Chinese landmarks such as Shanghai's Pearl Tower – was well-respected in its category in China, but few knew of the brand outside of China. Landor unified the group under a singular brand idea, 'the future, by design,' and gave it a new name, Arcplus. The new logo merged the brand's heritage and vision, drawing from both traditional Chinese architectural elements and modern, urban ones, to create a unique and timeless identity.

Judges thought the integration of modernity and flexibility helped bring the brand to life. They thought the creative work and strategy were well done and crafted to a high standard. "A very solid submission," agreed the judges. "The challenge and strategy are well explained and I especially liked the creativity of the new logo combining both traditional and modern way."



### Silver - Box & Scandal and MADE

Taking a fresh approach in a sector overburdened by illustration, bubbly letters and pastel colours, subscription box purveyor Box & Scandal worked with Made on a unique brand and positioning. Drawing inspiration from the tones of voice of satirical and brash newspapers, Made introduced an on-point copy style and creative strategy for the upstart, bold company.



### Silver - Lancaster and Sedgwick Richardson

Using a placemaking strategy, instead of simply branding the development itself, Sedgwick Richardson offered something different to the Ho Chi Minh property landscape. The Lancaster branding is primed for a young, urban audience and offers enough flexibility to embrace future development across the site.



### Bronze - Chope and Superunion

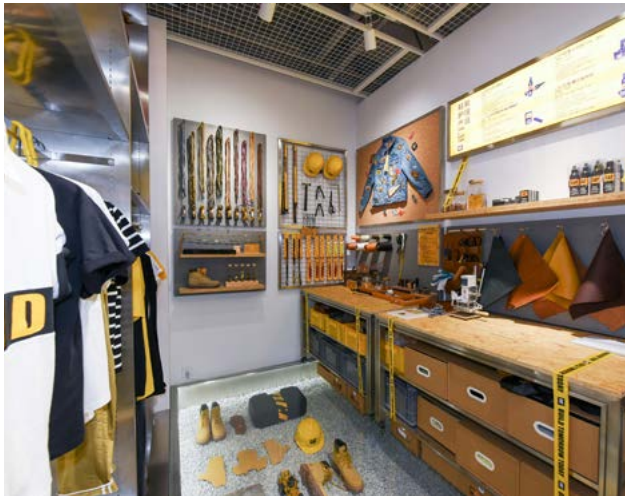
Restaurant reservation app had to encourage people to eat out while also broadening its brand to introduce new products. To do so, it turned to Superunion, which introduced a new brand that relied on unique colours, a punchy tone of voice and had a clear sense of its audience.



### Highly commended - Carousell and Superunion

### Highly commended - Midea Technology Group and Prophet

**Best brand evolution**



**Gold - CATERPILLAR and Creative Capital**

Transforming a heritage manufacturer into a young, urban lifestyle brand required more than the simple redevelopment of a storefront. Caterpillar turned to Creative Capital to reimagine its brand from top to bottom, integrating its history into its new location in the heart of the Chinese urban landscape.

The result impressed shoppers and judges alike as it instilled Caterpillar's brand legacy and industrial DNA into a revolutionary new shopping venue and a new brand mentality focused on urban exploration.

Judges were impressed with the ability of Caterpillar to reinvent itself so fully and successfully. They lauded the creative work as well as the new brand experience and communications. "Clear, simple yet smart strategy that has been creatively executed," said one judge.



**Silver - Sun Tomorrow and Creative Capital**

Launched in 2011, Sun Tomorrow not only aims to be a pioneer in the Chinese market, but also wants to expand to the international children's wear market. It turned to Creative Capital looking for an upgrade on branding strategy, brand positioning, visual identity design and retail design for its flagship store.



**Bronze - METROPOLO and Landor**

Landor was tasked with identifying a new target customer for the new Metropolo brand – one who is always a on the look-out for deeper local experiences, but without losing their identity. Metropolo would provide the bridge between the world they know and the one they seek to understand.

**Highly commended - Budweiser Brewing Company APAC and Jones Knowles Ritchie**

**Highly commended - Qual IT and Re:brand**





WORLD CITIES DAY



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# The rise of better place brands in urban China



Never before has China had a greater need for effective and sustainable design. China's massive surge in urbanisation over the last 30 years, fuelled by foreign and private sector investment, has transformed much of China's dilapidated districts into modern retail centres, Soho work spaces, transportation hubs and new residential communities.

But the property market is evidently slowing and attention is now turning towards how to sustain long-term growth for property assets. With 'quality lifestyle' emerging as the 'new normal' in China, only the most compelling brand stories and placemaking solutions can survive in this competitive market.

At JWDK, we have identified the importance of defining places as brands. This goes well beyond a joyful logo or giant panda suspended from the facade of a shopping mall. A more creative and holistic approach is now required, not just to build a brand story, but to position the needs of the end-user at the front and centre of the property masterplan. An attitude of placemaking is now essential as China seeks to improve quality of urban life. Placemaking methods endorse collaborative participation from end-users - a concept not yet fully embraced in China.

Place brands need to better connect with Chinese communities. The ubiquity of WeChat in China offers an effective pathway not only for delivering your brand story, but for obtaining a high quantity of data and rich feedback from consumers. In high-density cities such as Shanghai, a single development project may be within close proximity of over

600,000 residents, therefore digital outreach and brand building early on in the planning stage is fundamentally important. WeChat also provides convenience in retaining dialogue with communities as a development grows, resulting in a stronger emotional connection to your brand and better long-term loyalty.

Focus group sessions may seem old school but still offer the optimum way to gain depth in understanding as to 'why' customers do what they do and like what they like. In the west, focus groups are typically verbal and assume that community participants will freely express their opinions. Chinese people, however, respond better when using visual tools as a way to deflect the awkwardness of expressing opinions in front of others. Flashcards, drawings or even VR experiences allow Chinese people to express more openly how they feel and has proven to be the golden key on a number of projects we have delivered. Engaging with end-user cohorts opens up new ideas, brings relevance to the project and often sparks brand design ideas.

Create a brand, not a mall. It's not enough to simply 'be a mall' in China. In this experience-led economy, consumers expect to be engaged continuously both on- and offline - especially in retail spaces. They are no longer just the passive observer, and now have the means to advocate or sink your brand. The frequency of their visit, or how long they choose to stay is determined not just by the cool architecture or fancy seating, but by the holistic experience from branding and marketing right through to how clean the toilets might be.

Kirsten Johnston is the founder and CEO of JWDK

# STRATEGY

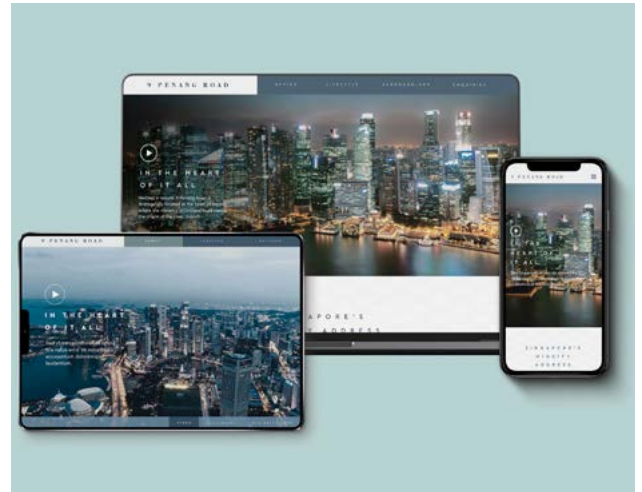
## Best strategic or creative development of a new brand

### Gold - 9 Penang and Sedgwick Richardson

Property development 9 Penang had to not only craft an identity for the new co-working space, but create a place brand for the midcity Shanghai location. Sedgwick Richardson was up to the task, developing a brand not just for the space itself, but putting it on the Shanghai map.

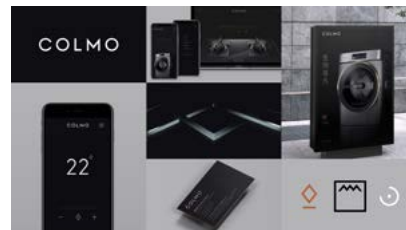
It used messaging in multiples of nine, to align with the development's address, while blending complementary ideas of urban working and dwelling that helped lend 9 Penang a unique positioning. The typographic solution to the visual identity was rich and creative.

Judges thought this was an elegant solution that helped elevate the brand through its intelligent use of colour and associations with the number nine. One judge said, "Great brand image. The name and slogan are all associated with nine, which becomes a gimmick on the real estate project." Another added simply, "Hits all the right notes."



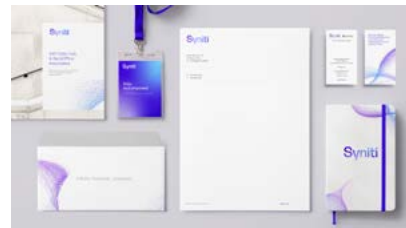
### Silver - Midea Technology Group and Prophet

Prophet created the name 'Colmo', derived from the Italian for 'summit' or 'crown' to highlight the ambitions and quality of the Midea brand and to add some international, European flavour. The visual identity is also born from this idea, with an abstract crown symbol and elegant matching wordmark.



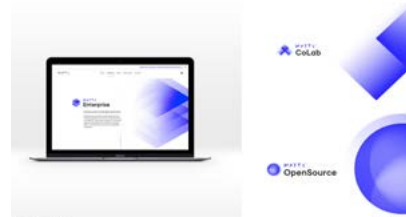
### Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere

Data services company Syniti reinvented its brand with the help of Studio Everywhere. Not only did it update its name to reflect a purpose-driven approach, not a product-driven one, but its new creative lent the company a sense of momentum and modernity that was previously lacking.



### Bronze - MATTR and Tricky

New technology brands are not uncommon. They regularly have invented names, shallow design identity and little behavioural and cultural substance to prove their marketplace promises. Mattr is positioned as the antidote to this. It's a brand that has been designed by Tricky to perform powerfully and ethically over the long term.



### Highly commended - Be You and Principals

### Highly commended - Yinlu Shiquaotang and Ylab

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



**Gold - Citi and Shift.**

To launch a new client referral platform for high net worth clients, Citi had to get its branding right. It worked with its target audience and employees to ensure the new platform would become a growth channel. It worked with Shift to ensure that in-depth research formed the basis of the brand.

The playbook developed to support the brand launch ensured that 1,000 relationship managers across 16 countries were able to put the new brand and platform into use with ease.

Judges thought this was a smart, well-executed strategy. One said, "Nicely executed across all the different touchpoints – it feels exclusive, intimate and humanistic with the whole experience." Another added, "A personalised, emotional, yet high-end campaign that stays true to the corporate portfolio while simultaneously elevating it."



**Silver - BTPN Syariah and Superunion**

For the rebrand of micro-financer BTPN Syariah (BTPNS), Superunion had to address multiple audiences from rural women to urban techies, and their banking needs. And it quickly realised that there was something incredible happening at the newly renamed BTPN Syariah: its staff and customers were helping each other grow in a virtuous cycle.



**Bronze - C&D Inc. Lift Supply Chain Services and Siegel+Gale**

The revitalised Lift brand officially launched in 2019, helping C&D Inc.'s Lift Supply Chain Service expand globally in a more meaningful way. Siegel+Gale created 12 series of icons to help C&D Inc. set up business relations in over 170 countries and regions. It also filmed an enterprise video that expressed the core values of the supply chain service.

**Highly commended - The Coca-Cola Company and Labbrand**



# STRATEGY

## Best naming strategy

### Gold - SEQA and Re:brand

When Qual IT wanted to launch a cybersecurity business, it needed a new sub-brand to support that growth. It turned to Re:brand to translate the values of security and quality assurance into the new name. Combining these two values, the new service was dubbed Seqa, meaning 'secure.'

The naming strategy was apt for the master brand because of the subtle play on words in Qual IT's own name. In developing the visual identity, Re:brand implemented a shield device into the 'Q' in Seqa's wordmark, reinforcing that key message.

Judges thought this was a simple and elegant solution that helped the cybersecurity business stand out from the crowd while aligning with the master brand's own naming strategy. They also appreciated the alignment of the naming strategy with the new sub-brand's visual language.



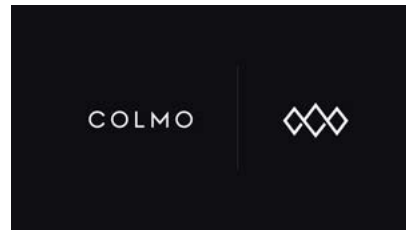
### Silver - BE-KIND and Labbrand

Kind entered the Chinese market in early 2019, named Be-Kind. The snack bars currently retail exclusively in China on the brand's official T-mall and Taobao ecommerce stores. To firmly build its brand presence, Labbrand came together with the Be-Kind team on the creation of an official Chinese brand name.



### Bronze - Midea Technology Group and Prophet

Prophet created the name 'Colmo', derived from the Italian for 'summit' or 'crown' to highlight the ambitions and quality of the Midea brand and to add some international, European flavour. The visual identity is also born from this idea, with an abstract crown symbol.



### Highly commended - Pernod Ricard and Labbrand

## Best corporate rebrand following a merger or acquisition



### Gold - GOWORK and Creative Capital

By creating thoughtfully designed coworking space, GoWork not only provides a productive and collaborative environment, but also builds an eco-system of tools and a network of support to help teams grow. In February 2018, GoWork and another Indonesian coworking brand, ReWork, announced a merger into Go-Rework. After the merger, GoWork and ReWork will still remain two independent brands, cooperating with each other to provide Indonesians with high-quality and flexible working spaces.

Creative Capital customised the branding concept for GoWork to craft modern, casual and vibrant workplaces where tenants could be fully equipped with amenities and tools alongside luxury hotel-inspired services. It also provided suggestions of onsite services to enrich their in-store culture.

By instilling the brand's spirit into the visual identity, Creative Capital transformed GoWork into a premium boutique workspace where modern thinkers redefine the concept of work.

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# Engineering un-singularity towards brand sustainability



Branding should not be just about staying on-trend and catering to current tastes. In order to build a brand that can withstand the future, the practice of branding is about building a strong foundation and differentiation that makes each brand, like each person, unique.

When thinking about future-proofing your brands, and meaningful transformations, it is not just about picking up the nicest and fanciest products that suit the current taste, but rather digging deeper to understand the craft of brand building, incorporating your teams into the journey, and creating a future that is unique to your brand.

There is an evolution of appearance and design in popular brands that seems to cater to evolving consumer preferences, however, many seem to be falling into the sea of sameness. It is becoming hard to differentiate brands from their competitors. Just think about going into the retail stores of Apple, Huawei and Xiaomi. The design of the space is becoming somewhat gentrified, so that the only difference upon entering the store is the nuance in the highly similar products laying on the table. It is no longer about the retail experience.

In order to inform how the future might look for brands and to avoid falling into the trap of singularity, it is important to build a brand from the very foundations as one established in that brand's own uniqueness.

The future for each brand should be uniquely crafted. Brands each have different truths and therefore, their own unique personalities. These help them to navigate the pitfalls that many fall into even at the very beginning of the journey - the brand naming phase. Follower brands seem to fall into the trap

of blind following without truly assessing their brand's core.

There should be foresight and commitment towards a differentiated future. Exploring the challenges and responses for the medium-to-long term scenario, different voices that introduce a wide range of views on the future should be encouraged. Considerations should be made beyond quarterly and annual earnings reports to determine how a brand can remain strong and unique in the future.

When we look at a brand like White Rabbit in China, its brand and design has stood the test of time. A well-loved heritage brand of milky sweets, it has not changed the brand's core to chase trends in this age of dynamic consumers. Rather, through collaborations and tie-ups, it has remained relevant and authentic.

Brands should collaboratively build a future based on core principles. Every brand is made up of everyone throughout the supply chain and value chain. Building a brand's future should be an inclusive process in which different voices are heard the brand's core is used as the compass to guide it a different future.

There is a high risk involved with building a brand based on a singular vision if there is no focus on a strong brand positioning or if brands simply follow the same path that everyone else takes.

In the words of the poet Robert Frost, 'Two roads diverged in the yellow wood, and I - I took the one less traveled by; and that has made all the difference.' May we, as brand creators and brand builders take in mind and engineer a sustainable future for branding.

Ching Ling is the director of brand and culture transformation at Labbrand



## TYPE

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

#### Gold - Green School and Shift.

Founded in 2008 by Cynthia and John Hardy, the Green School has turned education on its head to bring joy back into schools. Shift was asked by a team of passionate Green School parents and world-class educators to help them scale this cause to the rest of the world starting with new campuses in New Zealand and South Africa.

Shift was inspired by the magic created by children's imaginations. It wanted to guide students to find a meaningful purpose and give them confidence to live it every day. It distilled this into a strategic and creative philosophy, 'thrive with purpose,' and brought it to life across touchpoints to help recruit families for new campuses launching their inaugural intakes in 2020.

"Beautifully thought-provoking and well-illustrated strategy and campaign," said one of the judges. "Smart strategy, beautiful execution," added another judge.



#### Bronze - BESTORE and Landor

Liang Pin Pu Zi or LPPZ (Bestore) is one of the largest snack food brands from Wuhan, China. Landor brought the brand experience to life through the creative concept - one in a million - emphasising LPPZ's dogged commitment to picking only the best. The idea was implemented across all communications and merchandising.



#### Bronze - Deppon Express and Siegel+Gale

The refreshed Deppon Express brand officially launched in 2019, signalling a strategic change to the market and promoting the brand's proactive spirit and focus on customer experience. Within a short time, the Siegel+Gale-designed brand has attracted widespread attention. The new brand image successfully reflects the brand's essence and helps Deppon Express differentiate itself.



#### Highly commended - SATS and Sedgwick Richardson

## Best brand consolidation

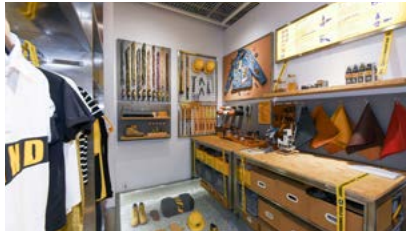


### Gold - Lancaster and Sedgwick Richardson

As a premium brand in the property portfolio of TTG Holding, the Lancaster name was applied to existing residential and service apartments in both Ho Chi Minh City and Hanoi. The developer worked with Sedgwick Richardson to take a different approach to property branding. Instead of focusing on the luxury cues and blueprints, the Lancaster's brand is one built to be lived. Its wayfinding, brand architecture and visual identity are flexible, modern and appealing.

Sedgwick Richardson created the strapline, 'life well lived,' which avoids a restrictive nature to the brand's usage. The subtle emphasis on the letter 'L' in the words 'life' and 'lived' reinforce the Lancaster brand name.

Moreover, an elegant style of iconography complemented an interior wayfinding system in a five-storey sales gallery requiring directional signage and navigation aids.



### Silver - CATERPILLAR and Creative Capital

Creative Capital's mission was to fully communicate the brand value of Caterpillar that has been using for almost a century, 'go boldly, earth movers.' In redeveloping the brand for a Chinese audience, Creative Capital coupled Caterpillar's industrial DNA and heritage with its spirit of urban exploration, reviving the brand's spirit.

Sedgwick  
Richardson



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**Build belief in the future**

# Building belief in the age of Asia



Some decades ago, when the term 'Asian century' was coined, it wasn't anticipated that this new golden age of Asia would coincide with an era of such global turmoil.

According to the Financial Times, based on its analysis of International Monetary Fund data, by the time the 2020 Transform Awards Asia-Pacific shortlist is announced, Asian economies will be larger than the rest of the world combined. The age of Asia will have truly begun.

That should be good news for brands in Asia. But in an increasingly overcrowded and economically challenged and conflicted world where the emphasis in 'international' is firmly on the 'national,' what are the implications for brands with expansionary aspirations?

As temperatures rise across the globe in more ways than one, we see manufacturers reshaping products and recalibrating supply chains to meet the demands of fully woke consumers. Airlines are facing a bumpy ride courtesy of carbon shaming, global logistics providers are juggling with disintermediation, property developers are building on amorphous foundations of smart living and wellbeing. Insurance companies are bracing for waves of climate catastrophe, legal firms are adapting to laws of automation and trusted financial service providers are investing in disruption. Regulators overseeing markets are driven by the unseeable and universities are redefining the essence of education.

Reassuringly, for brands in all of these sectors and beyond, one constant is the benefit of standing out from competitors while resonating with audiences. This increasingly means finding shared beliefs and defining a

brand purpose that transcends borders and cultures at a deep level.

Not that this is simple.

Core values have evolved through diverse influences across Asia. However, the characteristics of courtesy and respect, the desire for orderly society, the value of long-term relationships and importance of family are common. All are motivational for employees and are values the world should heed to steer responsible development.

Meanwhile branding is essentially a western-originated concept that has taken time to be embraced by Asian CEOs. Throughout a period of dramatic growth, the lure of short-term profits has often been at the cost of a sustainable brand positioning.

The opportunity for Asian businesses today is to harness the power of branding while being true to their authentic values; to recognise that brands with a clear purpose enable businesses to create value beyond profit.

As Asian consumers seek to satiate desire beyond meeting mere needs, they increasingly value the intangible; belonging, connection and quality of life. This hunger for progress is creating opportunity across Asia's diverse developed, emerging and frontier markets.

The need for brands to build belief in the future has never been more pressing and with the age of Asia now upon us, never more potentially rewarding.

Gareth Richardson is the group CEO of Sedgwick Richardson



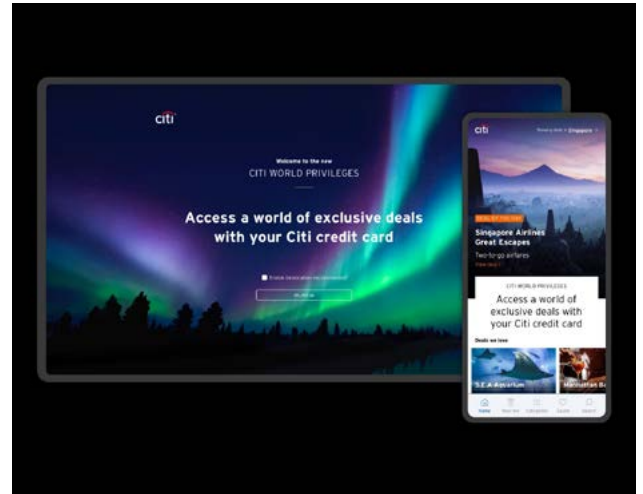
## Best rebrand of a digital property

### Gold - Citi and Shift.

Credit card providers face a challenging environment, where they now compete not just against other banks, but against tech players and startups. To differentiate its offer, Citi worked with Shift to relaunch its Citi World Privileges offer in a new app.

The app had to be usable across over 90 markets while remaining flexible to cater to each user's individual needs. The resulting visual identity relies on a consistent structure alongside varying content to ensure it is both easy to use and customisable.

Judges thought this was a remarkable feat. "It is not easy to launch an app across 90 plus markets," said one. Another added that it had a good balance of functionality and lifestyle notes, offering a consistent, efficient and reliable product under the umbrella of Citi's master brand.



### Silver - City University of Hong Kong and Sedgwick Richardson

The youngest university in Hong Kong, City University has unique qualities that differentiate it from its peers. Sedgwick Richardson's task was to refine CityU's brand positioning, develop a creative expression that reflected the youthful and innovative nature of the institution and resign and redevelop its university website.



### Bronze - Chope and Superunion

Realising that the competition to restaurant booking app Chope was not other restaurants, but the likes of Uber Eats and Deliveroo, Superunion redeveloped Chope's digital presence. The colourful, distinctive new visual identity helps the brand communicate its purpose more clearly and across a more varied product portfolio.



### Bronze - Li & Fung and Sedgwick Richardson

A completely new creative expression, visual system and updated infographics were developed to reflect the key themes within Li & Fung's new business strategy. Sedgwick Richardson designed and developed this site in support of a change in corporate strategy that needed to be communicated effectively, with impact, to all stakeholder when announced to the public.



### Highly commended - Lamex and Sedgwick Richardson

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

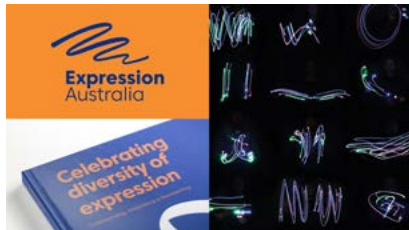


### Gold - Beyond Blue and Principals

Beyond Blue has been a force for positive change in Australia for more than 20 years. It has worked tirelessly to reduce the stigma surrounding mental health conditions, and continues to create programmes and offer services that can support a mentally healthy population.

Principals came on board at a critical point in Beyond Blue's evolution. It expanded the focus from mental health conditions like anxiety and depression, to the ongoing wellbeing of every Australian.

Tasked with refreshing Beyond Blue's brand identity, Principals broadened the charity's role in the community and deepened its impact on people's lives. Refreshing the colour palette meant finding a way for the brand to own the colour blue in a bright and optimistic way. Furthermore, the contemporary illustration style it created allows the brand to discuss difficult subjects in an approachable and helpful way.



### Silver - Expression Australia and The Contenders

To redefine the way Expression Australia and non-profit Vicdeaf communicated with over 17,000 deaf and hard-of-hearing people, the Contenders focused on Australian sign language. They deployed hand movement-inspired graphics across the visual identity to better express the charity's purpose to its audience.

# SECTOR

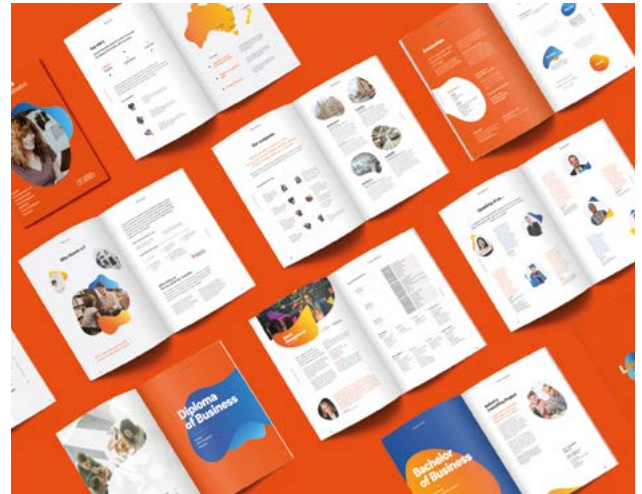
## Best visual identity from the education sector

### Gold - Torrens University Australia and SomeOne. Sydney

With a mission to increase brand awareness and bring in more students from all over the globe, SomeOne developed a visual brand that goes against the grain of a traditional university visual identity. The brand world comes together around a central theme - 'love what you do' - a purity of spirit that captures what it means to be truly passionate about an academic field.

The identity is thus treated as a living organism. The morphing shapes are an abstraction of passion. Something that's often hard to describe verbally becomes a visual metaphor that intersects typography and iconography to reveal swirls of energised colour.

One judge said they were "very impressed with the Torrens University and SomeOne submission," with another adding, "The design is a perfect match with the brand proposition of 'passion employed.'"



### Silver - Investor and Financial Education Council (IFEC) and Sedgwick Richardson

To ensure that the new Investor and Financial Education Council brand is lived every day at work, a brand immersion session was delivered to key managers and supplier vendors. The purpose was to deepen their understanding of the new brand as well as advise on implementing and using the newly designed creative assets.



### Bronze - Green School and Shift.

Founded in 2008 by Cynthia and John Hardy, the Green School has turned education on its head to bring joy back into schools. Shift was asked by a team of passionate Green School parents and world-class educators to help them scale this cause to the rest of the world starting with new campuses in New Zealand and South Africa.



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



**Gold - Steelcase and Shift.**

In order for Steelcase to strengthen and develop its relationships with customers and the design community, it launched a series of talks, called 'In the creative chair.' Working with Shift to craft a visual identity, Steelcase wanted to communicate the diverse, transformative events that would take place as part of the series.

The resulting visual identity uses an abstract chair graphic to link together a variety of disparate, engaging graphics and images. The lively and adaptable identity reflects Steelcase's purpose in running the series while allowing for future brand development.

"Aesthetically, the identity hangs together well," summarised one judge. Another added, "Wise use of a series of colours and 'section divider;' engaging, clean and refreshing. Well executed."



**Silver - Microlit and Brands of Desire**

While it offered quality products with good service experience, Microlit's visual identity was no match for competitors with a strong brand presence in India and abroad. Brands of Desire redesigned the visual identity to build a confident, mature, contemporary, straightforward and sophisticated brand, offering high precision liquid handling instruments for leading biotech and pharma labs.



**Bronze - Clean Pro Environment Co.,Ltd. and Siegel+Gale**

Clean Pro's new brand image, developed by Siegel+Gale, has won praises for its intimacy and professionalism across the industry. This has helped it to reposition the brand to focus on caregiving and creating, thereby allowing it to stand out from its competitors.



# Hi.

**We're Siegel+Gale. A global brand strategy, design and experience firm.**

**We believe in the power of simplicity. With unlimited imagination and a dedication to the facts, we build brands that cut through the clutter.**

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# Why simplicity pays when brand building for tomorrow



Siegel+Gale named Netflix, Aldi and Google as the top three World's Simplest Brands. The 2018-2019 top-ranked companies consistently deliver on their brand promise with simple, clear, intuitive experiences.

For this year's study, Siegel+Gale asked more than 15,000 people across nine countries in the US, Europe, Asia, India and the Middle East to evaluate brands and industries on their simplicity.

Key findings include: 55% of people are willing to pay more for simpler experiences. 64% of people are more likely to recommend a brand that delivers simple experiences. A stock portfolio of the simplest global brands has outperformed the average of the major indexes by 679% since 2009. Companies that fail to provide simple experiences leave an estimated share of \$98bn on the table.

It is apparent we are living in a unique era. It's an age in which we are constantly bombarded with information. As a result, a higher value is placed on clarity and ease.

As part of our World's Simplest Brands study we examined 25 industries. Electronics ranked second among all industries. Global brands like Apple, acquire value through the continuous simplification of their products, communication, employee behaviour and retail experience. In the 2018-2019 report, Apple's score rose seven places compared with its ranking from the previous study.

When consumers in China mention Apple, their comments hover around keywords including simple, easy-to-use, good and smooth experiences and communication.

Chinese consumers have greater expectation of simplicity in electronics brands. This is closely related to the rapid development of the electronics industry in China. Chinese consumers pay much attention to the performance and the core strengths of electronic products. For Chinese electronics brands, intention is required to conquer complexity. Some brands expand their product lines unduly, which results in extremely complicated product categories and naming schemes. On the contrary, focusing too much on the transmission of advanced technical terms dilutes related core benefits, and even arouses competitions between different models from the same brand. For the brand itself, the disadvantages far outweigh the advantages.

Simplicity is an imperative when it comes to building brand loyalty. Consumers desire a more transparent, direct and simpler experience that delivers convenience. Simplicity generates trust. Thus, 55% of consumers are willing to pay more for simpler experiences, while employees become more engaged brand champions when they clearly understand their organisation's purpose. Simplifying your brand from the inside out ultimately reduces the risk of leaving revenue on the table.

Johnson Gu is the general manager and executive creative director for Siegel+Gale in China

## SECTOR

### Best visual identity from the financial services sector

#### Gold - Stradegi and Sedgwick Richardson

Looking beyond the immediate brief of a refreshed website, Sedgwick Richardson's approach to international investment management consultancy Stradegi's brand focused on content that would signal real change. A new brand identity was developed with stronger symbolic meaning. A rounded and friendly geometric typeface was specially crafted to make the identity more approachable but still professional.

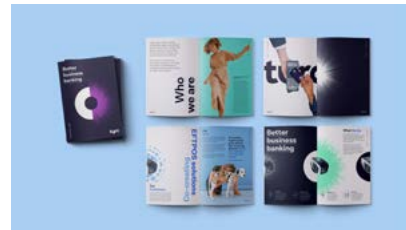
Sedgwick worked with Stradegi to restructure its previous content heavy website. Focus was placed on simplifying the presentation of information and displaying its services in an easy to digest format, so not to overwhelm the user with too many details at once.

"Contemporary and classy," said one judge. Another added, "By simplifying the branding, the team have delivered a much more refined, deliberate brand identity. At once it feels as if Stradegi have been around for decades, while being a modern firm. Light and gradient are the key components in the success of this scheme."



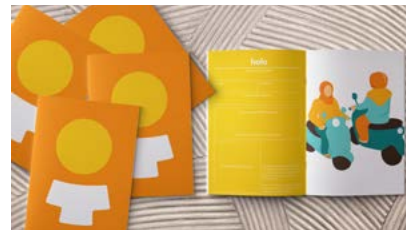
#### Silver - Tyro Payments Ltd and Hulsbosch

Hulsbosch was tasked to reposition and rebrand Tyro as a fully-fledged business bank, the number one provider for all business banking needs and to drive general awareness. The new strapline, 'better business banking' builds Tyro's positioning as a genuinely better choice for Australian businesses when compared with the big banks.



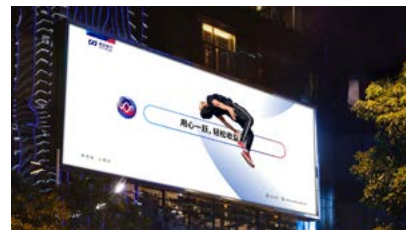
#### Bronze - BTPN Syariah and Superunion

For the rebrand of microfinancer BTPN Syariah, Superunion had to address multiple challenges - from making rural women comfortable with taking loans to young, urban techies who the bank needed to attract as employees. And it quickly realised that there was something incredible happening at BTPN Syariah: its staff and customers were helping each other grow in a virtuous cycle.



#### Bronze - SPD Bank and MetaThink Consulting

MetaThink's key task for SPD Bank was to create a visual, audio and motion-based language that would feel future-facing and exciting, while still remaining human, consistent and natural. Cyberpunk tonalities are applied to set the futuristic ambience. This dynamic expression is a living icon that will revolve across all communication touchpoints along the customer's journey, especially on digital platforms.



#### Highly commended - PiggyBank and Superunion

#### Highly commended - Westpac New Zealand and Culture&Theory

## Best visual identity from the FMCG sector



### Gold - Great Leap Brewing and Shift.

Shift worked with the founders of Great Leap Brewing to create a visual identity that Chinese beer drinkers could be proud to call their own.

The guiding principle for the design work was to unite handcrafted Chinese design with a western twist. Both the custom Chinese character design and English typeface are rooted in the robust and formidable typography used in mid-20th century propaganda posters. Each element of the design is crafted in the woodcut style of illustration.

"Wisely leverages different versions of the package designs to classify the beer fans which also enhance their brand loyalty," said one of the judges. "Quirky illustration style that nicely combines eastern and western elements," added another. "Overall, a very creative campaign and a very strong submission."



### Silver - Sinotaste and Shift.

Using a single-minded focus on the idea of 'escape for an instant,' Shift created and launched Cloud Nine, a new brand of instant coffee for 'China's achievers.' Sinotaste's bold positioning, playful identity and disruptive design system redefined the occasion and usage of instant coffee in China, and reenergised a slowing category historically stifled by a dominant player.



### Silver - Valio and MetaDesign China Ltd

Valio has a proud Scandinavian heritage, yet suffered low consumer awareness in China. The challenge for MetaDesign lay in creating packaging that communicated about Valio as a premium dairy provider. The new design conveys Finnish dairy as a source of purity, presenting high-quality and a brand worthy of a premium price-point.



### Bronze - Danone Aqua and Shift.

In redesigning the logo and packaging for Danone's Indonesian mineral water brand Aqua, one of the challenges Shift had was to make sure it retained a consistency with the previous brand. It tackled this with ease, impressing judges along the way.

### Highly commended - Musashi and Drum



## SECTOR

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

#### Gold - BUDWEISER BREWING COMPANY APAC and Jones Knowles Ritchie

Harbin Beer hadn't changed its identity for more than two decades and it was becoming outdated. The new positioning visualised the spirit of China's youth, as a representation of the new China they are building. Jones Knowles Ritchie redesigned the brand from the inside out.

Focusing on the generational characteristics of a newfound hope and confidence, a dynamic positivity was captured in the first character of Harbin's Chinese name. "Nice touch with 'Ha', which visualises the brand substance - joy," said one of the judges. "It successfully reactivates the aging brand to expand the consumer base."

Judges lauded the new logo's ability to reinvent itself, while still retaining ties to the previous brand. They appreciated the modern approach as a means to targeting a younger demographic.



#### Gold - ORIGO Coffee and MetaDesign China Ltd

To evoke a sense of luxury, artisanal care and a premium product, Origo Coffee turned to MetaDesign. The coffee roaster wanted to communicate its craft credentials while essentially establishing the category of crop-to-cup coffee into the Chinese market.

To achieve this, MetaDesign blended craft-based cues like a brassy bronze colour, circular graphics representing the coffee brewing and serving process, and a Chinese style of illustration. The result is captivating, at once international and distinctly Chinese.

Judges loved the quality of the visual identity, finding the solution to be elegant and differentiating. Improving the brand's colour palette similarly helped impress judges who found a richness and luxuriousness in the new branding and packaging design.



#### Silver - Chope and Superunion

Competing not just against other restaurant booking apps, but against major international meal delivery companies, Chope had to reinvent its brand in order to compete. It worked with Superunion on a lively new visual identity that helped breathe life into the notion of going out to a restaurant. Its targeted communications were brought to life by vibrant, fun graphics and a punchy tone of voice.



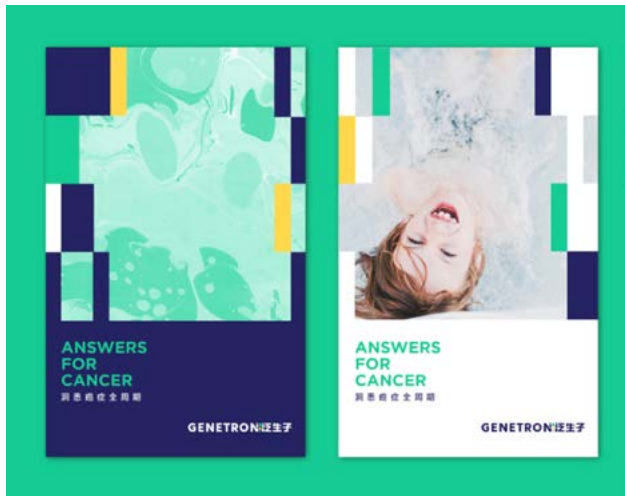
#### Bronze - Uni President - Haizhiyan and Creative Capital

Creative Capital revived Haizhiyan by bringing vitality to the brand's new visual identity based on its former one. With a new brand image of young city dwellers passionate about urban exploration, Haizhiyan conveyed its vision as a dynamic brand that offers an adventurous journey.



#### Highly commended - Royal Patat (Incentive Europe Premiums & Concepts) and BEAMY

## Best visual identity from the healthcare and pharmaceuticals sector



### Gold - Genetron Health and Superunion

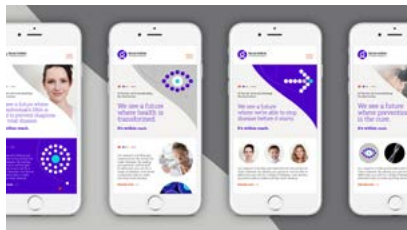
Genetron Health is a Chinese medical services startup, providing genetic testing services that assist doctors and patients across the entire cancer lifecycle. Superunion was tasked with evolving its brand strategy and identity, to bring out its core differentiators, tell the story of newly acquired ability to offer tests that cover the entire cancer lifecycle, and move its identity away from common industry symbols. The goal was to create a brand perceived as immediately trustworthy.

Judges were impressed with the modern representation of DNA through graphics and found that the design work helped the brand achieve success in reaching its target audience. One judge said, "This entry demonstrates a professional approach and strong strategy. It gives a more human touch with the use of photography."



### Silver - ARK Bio and BEAMY

Ark Bio is a global team of scientists and entrepreneurs that works to eliminate the deaths caused by delayed cancer diagnoses. After launching its first products in the Chinese market, Ark worked with Beamy to build a complete brand system that impressed judges in a competitive category.



### Bronze - The Garvan Institute of Medical Research and Principals

Principals worked with Garvan Institute to develop a powerful brand idea of 'a revolution within reach,' to drive an emotional connection and empower people to get involved. It needed to simplify the complex brand, helping Garvan to effectively engage with all its audiences across all touchpoints.

### Highly commended - LUYE LIFE SCIENCE and FutureBrand

## Best visual identity from the lifestyle and wellbeing sector



### Silver - Kōtia and Drum

Kōtia is the world's first skincare range to use deer milk as an ingredient. The brand strategy was to leverage this USP in the cluttered \$4.2bn skincare market, where skincare brands promise similar things.

Drum brought the brand story to life through a colour palette inspired by New Zealand's epic landscapes and a deer logo with subtle cues to Maori tribal styling, communicating the product's luxuriousness and ultimate scarcity.

## SECTOR

### Best visual identity from the professional services sector

#### Gold - C&D Inc. LIFT Supply Chain Services and Siegel+Gale

Lift Supply Chain Services is part of C&D Inc. and provides supply chain services. To expand its service globally and deliver more for the brand, Lift turned to Siegel+Gale to redevelop its visual identity.

Siegel+Gale created 12 series of icons to help Lift develop business relations in over 170 countries and regions. It also filmed an enterprise video that expresses the core values of the supply chain service.

Considering the possible expansion of the business to more industries in the future, the visual language was designed to be adaptable based on visual assets, particularly a Rubik's-cube inspired graphic device. The flexible visual identity is designed to evoke a sense of infinite change. This is most apparent in the circular pattern which echoes the brand's logo and reflect's the nature of the supply chain business itself.



#### Silver - BR Law and Sedgwick Richardson

Lending a more cohesive brand to legal firm BR Law led Sedgwick Richardson to develop a brand differentiation based on David & Goliath. The resulting wordmark is strong, unyielding and refined, while the visual identity offers a sense of strength.



**Best visual identity from the property, construction and facilities management sector**



**Gold - Kicers Shanghai Ltd and JWDK**

Kicers' Bridgeline development is a massive, multiuse structure built within a former factory in the heart of Shanghai's Baoshan district. To link the brand to the community as well as communicate about its purpose – derived from the Chinese government's health and wellness five-year plan – JWDK delivered a new visual identity.

The brand is comprised of colourful, clear and youthful graphics and signage. But what stood out most to judges is the digitally integrated nature of the brand. Unlike brands that are developed with physical touchpoints in mind first, Bridgeline's brand is digital in nature and links the digital and physical experiences seamlessly across the site.

"Nice incorporation of the history of the property to be a main feature of the visual identity, great nod to its heritage but designed to appeal to a new audience," commented one of the judges. Another said, "I love that this campaign pays tribute to its heritage in a fun, modern, green way that would appeal to its new target audience."



**Silver - Lancaster and Sedgwick Richardson**

With a multiuse development focused on a different kind of living, the Lancaster worked with Sedgwick Richardson on a visual identity that was built as a portfolio of brands. With a clear personality, the branding is most successful in its use of an effective brand architecture system that unites all the types of buildings comprising the Lancaster development.



**Bronze - 9 Penang and Sedgwick Richardson**

Shanghai's mid-city lacked a true identity. In crafting a brand for 9 Penang, Sedgwick Richardson took inspiration from the address. But judges were most impressed with the brand's ability to draw from the community and its surrounds. The placemaking project resulted in a refined, but understated visual identity for 9 Penang that allowed it to reflect its location with ease.

**Highly commended - Henderson Land Development Company Ltd and JWDK**

**Highly commended - QINGDAO OCEAN ACTIVITY ZONE and FutureBrand**



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创意为根本之道  
Creativity is the bottom line.

# From Asia to beyond, through upstream creativity



At Superunion, we believe in 'upstream creativity or creativity that – enabled by close client partnerships – has a place at the heart of a business, not just its outward expression. In a world characterised by increasingly complex interactions between businesses and customers, creativity has the power to unlock solutions that create distinctive advantages and growth. Each and every Asian market is now characterised by saturated industries, with outstanding, creatively inspired brands required to achieve cut-through. That's where we come in.

Superunion is the branding consultancy with the longest history in Asia. The earliest incarnation of Superunion China – then Brand Union – was established in 2001. Others don't have the same depth of knowledge on how the perceptions of branding and its value have evolved. Adjacent competitors – advertising agencies, PR agencies, etc. – are all espousing their own form of branding. But, our vantage point allows us to have the unique capacity to act as true brand guardians for Asian companies.

We're also a little choosy. We love working with category leaders, and category disruptors. Genetron Health, one of our Chinese clients, is a startup that saw an unresolved pain point in the cancer genomics market, and went for it with bravery and ambition. That's the kind of boldness we love. Clients are shifting from 'downstream activation' to 'upstream creativity.' Retainers are rare in Asia; in part because most clients see branding as positioning and logo design, and that's it. However, in the past few years, we've seen three key shifts in how clients perceive the value of branding.

Asian clients, especially Chinese clients, have growing upstream brand consciousness.

More and more clients come to us with a solid understanding of what branding is. They might even have an existing brand model. However, the process of building and managing a robust brand remains unclear. Brand has also become a board-level issue, not just the purview of marketing directors.

Asian clients are seeing us as long-term creative partners, not vendors. Our 13-year relationship with Cofco is a shining example of creative partnership. From our first corporate brand project in 2006, our insight has led Cofco to trust us with many of its billion dollar brands – hotels, shopping malls, service apartments and many others. The Hong Kong Jockey Club is another. Our groundbreaking brand work for the Club House, and all the sub-brands that sit within it, is due to launch in 2020.

Asian clients are building international standard brands for the domestic market. Asian brands, especially Chinese brands, are believed to be relentlessly pursuing overseas expansion. This isn't always the case. Lianhua Supermarkets is one of China's largest supermarket chains with over 5,000 stores in China alone. It sought branding services not to expand abroad, but understood that upstream creativity would be necessary to build an international standard supermarket brand for Chinese consumers.

We're optimistic about the road ahead. Client briefs are becoming more strategic and challenging – and that excites us. We're becoming regional leaders in digitally led design, and our strategists have a rare breed of left and right brain instincts. We continue to grow by double digits here in Asia, and firmly believe that we will see more businesses believe in branding, and the power of upstream creativity.

Jolin Guan is the executive strategy director at Superunion in Shanghai

## SECTOR

### Best visual identity from the public sector

#### Gold - Securities and Futures Commission (SFC) and Sedgwick Richardson

Playing a frontline role in overseeing Hong Kong's financial markets, the Securities and Futures Commission (SFC) is embracing change in an increasingly challenging operating environment.

Sedgwick Richardson was tasked with revolutionising its corporate identity of 20 plus years to reflect its proactive role as a regulator for quality markets. While inheriting SFC's values and mission, the new identity was to project a strong sense of purpose. Design should be timeless and modern, without being trendy or flashy.

The brand system was completely overhauled in tonality through imagery, colour palettes and typefaces, and brought to life across video, publications, stationery, office signage and digital applications. A bold new identity emerged with a logo inspired by a kite, one of Hong Kong's most familiar and beautiful birds.



#### Gold - Shanghai Coordination Centre of World Cities Day and JWDC

World Cities Day (WCD), falls on 31 October each year. In 2018, JWDC worked with Shanghai on a brand campaign around World Cities Day to fulfill the UN Habitat goal of encouraging international interest in sustainable urbanisation and providing solutions to the challenges of increased urbanisation.

A far-reaching campaign and iconic symbol was created for the day, along with conference material, animations, advertisements and collateral. The branding was designed to encourage interaction from the public via social media and the aim of WCD is to generate awareness about issues relating to the Shanghai. The key objective was to raise awareness and allow people to make small changes in their lives that together help the city to become more liveable.

"Very personable and clear response to the brief and challenges of the industry," said one judge. "The brand image and logo work hand-in-hand to strengthen and reinforce the communication impact," added another.



#### Bronze - Investor and Financial Education Council (IFEC) and Sedgwick Richardson

To ensure that the new Investor and Financial Education Council brand was implemented effectively, Sedgwick Richardson worked with the internal audience. This helped ensure its bright and digital-ready brand would be received well by the council and its myriad stakeholders.



## Best visual identity from the retail sector



### Gold - Lazada and Superunion

Lazada is a southeast Asian e-commerce platform with over 80m monthly users. It worked with Superunion to ensure it had a sense of consistency across its visual and verbal communication.

Superunion worked from the idea of the emotional nature of shopping, deploying the strapline 'go where your heart beats.' This sentiment captures the fast-paced lifestyle of Asia and the excitement of online shopping. Visually, this allowed Superunion to craft a heart-like logo that united Lazada's communications.

Judges thought the brand transformation made Lazada feel like more than a shopping app. Its use of video and web development offered a sense of creativity and differentiation. "The key visual of 'heart' make the visual identity very relevant to the company vision," said one of the judges. "Great simple idea with a bold execution," added another.

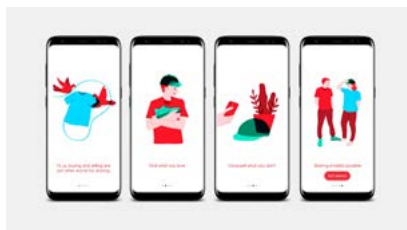


### Gold - Lianhua Supermarket and Superunion

In 2018, supermarket giant Lianhua was struck hard by the shifting retail trends and was perceived as an old brand for old people. To reposition the brand, Superunion identified 'togetherness' as its brand positioning.

Lianhua's heritage helped it to assuage the fear customers had of losing connection amid China's fast-moving, overwhelmingly dense information society. Superunion further espoused the togetherness notion by connecting the visual elements with a ribbon device. The assets naturally intertwine and transform into touchpoints used across the consumer journey.

One judge said this was "a nice transformation from the old look and feel. The colours are appropriate for a grocery store and there is a very creative use of the images, keeping the blue and yellow running throughout. The brand seems a bit more youthful, too."



### Bronze - Carousell and Superunion

Branding and purpose had never been a focus for Carousell, as the attention had previously been dedicated to building a functional app for users. The brand process required Superunion to truly immerse in the Carousell world, understanding the users, the business, the platform and the user experience.

### Highly commended - PAG/China Merchants Group and JWDC



## SECTOR

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

#### Gold - Midea Technology Group and Prophet

Midea Group approached Prophet to create a new premium home appliance brand for an upcoming range of smart, connected kitchen products. Prophet defined the essence of the brand as 'simply extraordinary' and created the name 'Colmo,' derived from the Italian for 'summit' or 'crown' to highlight the ambitions and quality of the Midea brand and to add some international, European flavour. The visual identity is also born from this idea, with an abstract crown symbol and elegant matching wordmark.

"The new brand shows the elegance of appliances which differentiate themselves from other market players," said one of the judges. "Technology's sensuous side," added another. "When people are being told that technology is removing the human touch, this project demonstrates that the technology that surrounds us occupies a very real physical space. The play with light, texture and the tactile nature of the art direction makes a great impression."



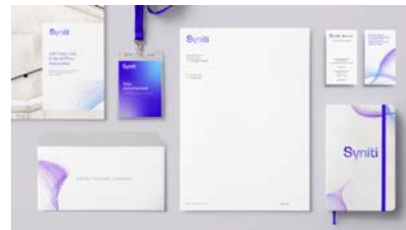
#### Silver - SEQA and Re:brand

In an industry full of poor metaphorical images or tech-inspired graphics and devices such as padlocks, shields, code and hackers, Re:Brand based new imagery for Seqa on the theme of security. The clenched hands hero image has a strong protective feel while still being human. Judges also appreciated the brand's indications of a sense of partnership and integration.



#### Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere

Reinventing its industry as well as its brand, Syniti transformed itself from a data manager into a brand capable of unlocking the power of business. Its new brand, developed by Studio Everywhere, communicated this journey, providing a visual identity with movement and distinctiveness.



#### Bronze - Qual IT and Re:brand

Research indicated the Qual IT brand needed to evolve from 'Software Testing' to a multi-disciplined offering. It had grown to be unique in the fact it now spanned the entire software delivery lifecycle. What this really meant to the customer was getting more certainty. So Re:Brand settled on the tag line "certainty's good".



#### Highly commended - Vivo Technology and Siegel+Gale

## Best visual identity from the transport and logistics sector



### Gold - Deppon Express and Siegel+Gale

In 2018, Deppon Express started to shift its focus to the express segment to drive business growth and evolve away from a traditional logistics company. A new visual image was needed to convey Deppon Express' professional partnership with their clients, as well as illustrate its energetic and proactive characters.

Deppon Express' value proposition, which highlights the interactions between people and focuses on the package delivery strategic offering became the foundation of the new logo. Siegel+Gale adjusted the proportions of 'Deppon' and 'Express' in the original logo and revamped the brand name to stand for its business attributes and overall considerations. It then added the English name Deppon Express to the logo to unify the brand.

Siegel+Gale improved the brightness and purity of the blue and yellow hues to construct a vibrant colour scheme, better reflecting the brand's evolution from logistics suppliers to express partners.



### Silver - Jetta and MetaDesign China Ltd

While China has changed significantly in 25 years - Jetta's purpose has not. The challenge lay in revitalizing the spirit of its pioneering days and reinventing Jetta with a younger personality, modern design language and attitude that appeals to the new generation on the channel where they spend most of their time - mobile.





**FINAL DEADLINE:  
24 JULY 2020**



**FINAL DEADLINE:  
14 AUGUST 2020**

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



### Gold - BEIJING AQUARIUM and FutureBrand

When FutureBrand first arrived at the Beijing Aquarium, the team was impressed by the fabulous marine creatures and devised the brand concept of 'exploring the ocean miracle.'

After comparing the positionings and brand attributions with aquatic parks and aquariums, FutureBrand created a unique, striking and vibrant visual identity, as well as consistent visual experience across all touchpoints.

Through the brand purpose – 'Be the bond between human and ocean and popularise the value of ocean ecosystem to the earth and human' – FutureBrand evoked an interest in the marine world and inspired an affinity with marine life. The richness and wonder of the oceans inspired a dreamy visual brand.

"The logo design and creative execution lives up to its brand promise with its vibrant colour combination and intertwining circular design element," said one judge.



### Silver - Hyatt and Prophet

Centred around the positioning 'nurtured by nature,' Prophet designed an identity for Hyatt's Nam Nghi that conveys the idea of immersion in nature through the use of patterns and hand-drawn illustrations. It delivered brand guidelines for the in-house team, designs and ideas for touchpoints ranging from in-room amenities to wellness outlets, as well as digital apps.

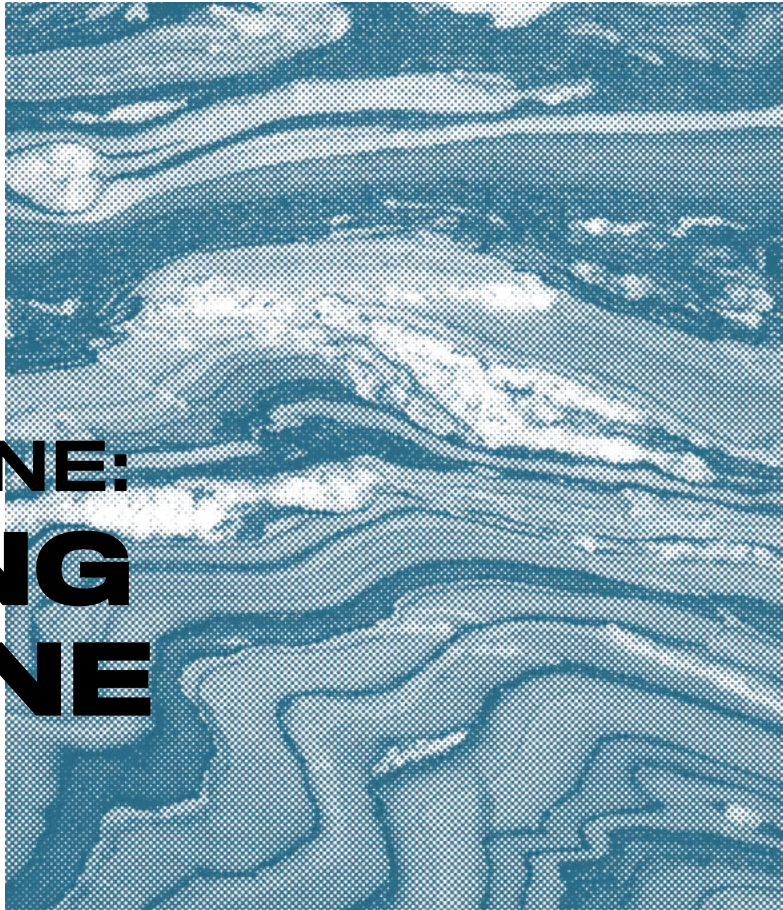


### Bronze - Marriott and Prophet

Prophet developed a new brand positioning for Man Ho, Marriott's signature Cantonese restaurant in JW Marriott and Marriott hotels throughout China and Hong Kong. The bird and key logo represent the ancient carrier bird that transported messages and ideas from one person to another to symbolize the journey that the recipes have been on.

### Highly commended - Le Joy Hotel by GrandJoy and Superunion





**ENTRY DEADLINE:  
LAUNCHING  
EARLY JUNE**



**ENTRY DEADLINE:  
LAUNCHING  
EARLY SEPTEMBER**

## Best overall visual identity



### Winner - Kicers Shanghai Ltd and JWDC

Tasked with creating a community hub out of a disused manufacturing site, Kicers Shanghai had its work cut out for it. It turned to JWDC for support in branding the Bridgeline development.

The result is a digitally integrated, colourful, young, transparent brand that effectively provides wayfinding across the complex site and communicates about the project's many offerings from sport to education to food.

Along with a graphic language, wayfinding system, brand architecture and bold brand implementation, the Bridgeline name itself draws inspiration from lifestyle choices, reflecting the development's purpose.

Judges loved the combination of nods to the area's heritage with a modern, urban identity. The result is a beautiful visual identity that truly brings this multiuse urban community centre to life. This makes it a worthy winner of the 2019 'Best overall visual identity' award.



## Grand prix

### Winner - Stradegi and Sedgwick Richardson

Stradegi is an international investment management consultancy providing solutions for buy-side strategy, operations, technology and governance. Looking beyond the immediate brief of a refreshed website, Sedgwick Richardson's approach to rebranding Stradegi was centred on content that would signal real change.

Sedgwick Richardson worked with Stradegi to restructure its previously content heavy website. But, beyond mapping the new site structure, it created a set of components to make the brand fit for the digital data age. It also built the framework for a new brand identity. A rounded and friendly geometric typeface was specially crafted to make the identity more approachable but still professional. The interlocking circles of the symbol signal partnership and trust and subtly form the letter 'S' with a gradient applied to the symbol to make the logo more visible.

The judges agreed that this was a contemporary, classy submission. One judge said, "By simplifying the branding, the team have delivered a much more refined, deliberate brand identity. At once it feels as if Stradegi have been around for decades, while being a modern firm."











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