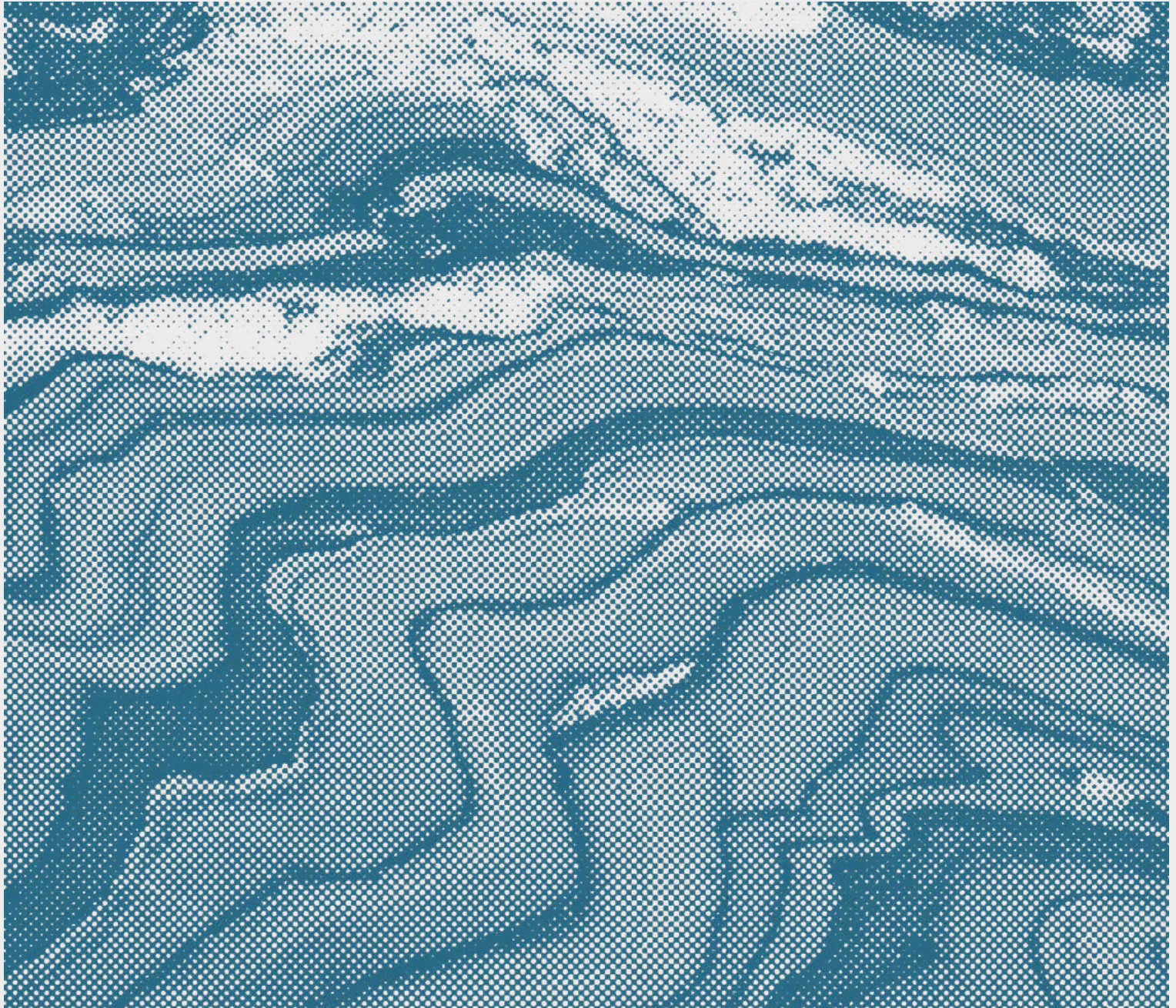
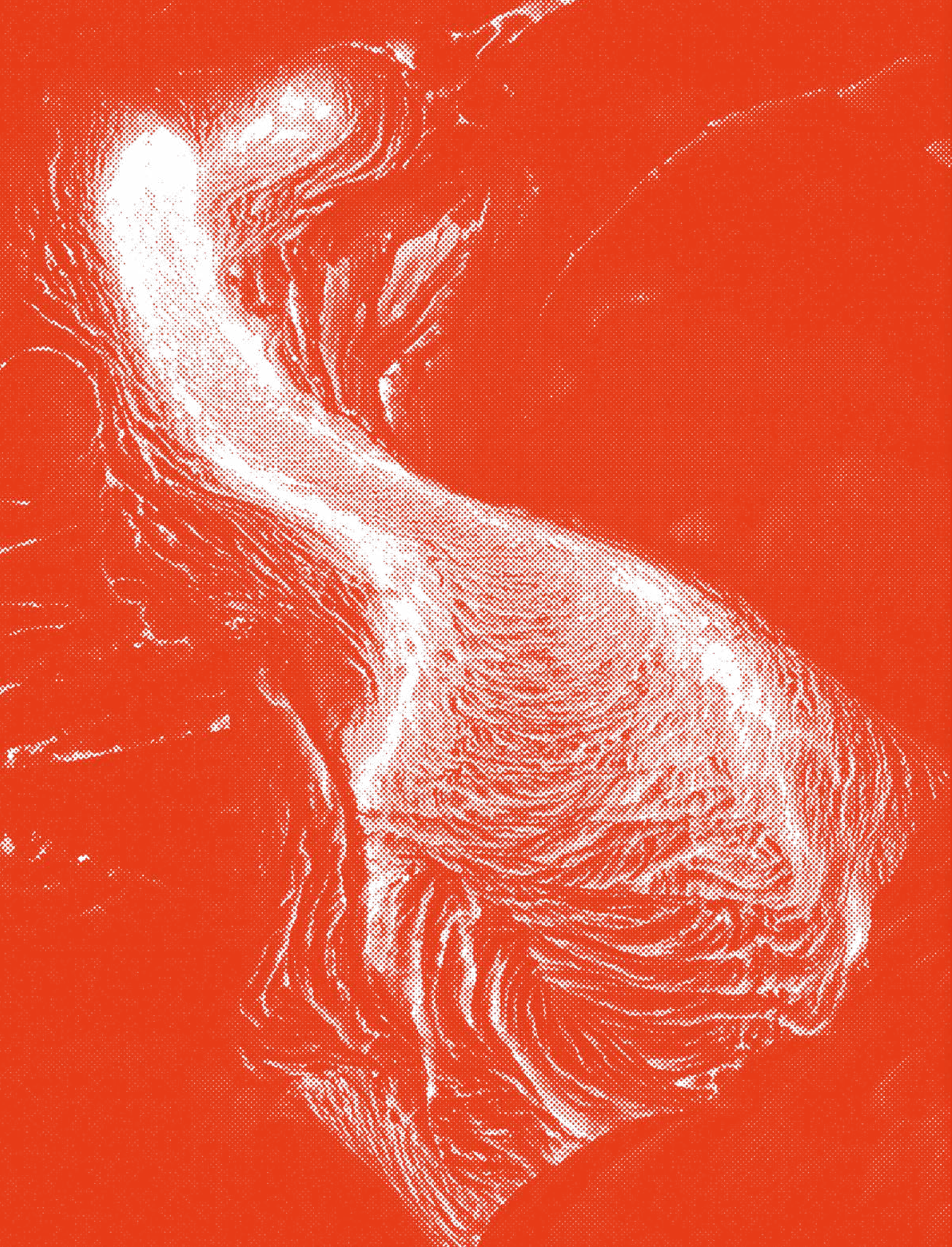


TRANSFORM AWARDS NORTH AMERICA 2019

2019
transformawards
north america





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THE WINNERS

CONTENT

Best use of a visual property

Gold - Urban Justice Center and Superunion

Silver - Harneys and Living Group
Bronze - Hain Celestial and CBX
Highly commended - 826 NYC and CBX
Highly commended - Historic Hudson Valley and C&G Partners

Best brand architecture solution

Gold - Baker Tilly and Brandpie

Silver - AST and Starfish

Best use of copy style or tone of voice

Gold - Planned Parenthood and Work & Co

Silver - Urban Justice Center and Superunion
Bronze - Pernod Ricard and Bladonmore
Highly commended - KLA and Salt Branding

Best brand experience

Gold - Ample Hills Creamery and C&G Partners

Silver - Baked by Melissa and CBX
Silver - CVS Health and Siegel+Gale
Bronze - Dell with FITCH and 3D Exhibits
Highly commended - Pernod Ricard and Bladonmore

Best use of packaging

Gold - Keurig Dr. Pepper and CBX

Gold - Seedlip and Pearlfisher

Silver - Æcorn Aperitifs and Pearlfisher
Bronze - Straus Family Creamery™ and Thompson Design Group

Best use of audio brand

Gold - Syniti (formerly BackOffice Associates) and Studio Everywhere

Silver - Oosa and Prophet

Best use of typography

Gold - Urban Justice Center and Superunion

Silver - Avanos and MerchantCantos

PROCESS

Best internal communication during a brand development project

Gold - KLA and Salt Branding

Silver - Baker Tilly and Brandpie

Best implementation of a brand development project

Gold - LCMC Health and Monigle

Silver - Russell Investments and Living Group
Bronze - KLA and Salt Branding

Best implementation of a brand development project across multiple markets

Gold - Russell Investments and Living Group

STRATEGY

Best creative strategy

Gold - Urban Justice Center and Superunion

Silver - Storyful and Thackway McCord
Bronze - Harneys and Living Group
Bronze - KLA and Salt Branding

Best brand evolution

Gold - Duquesne University Athletics and ChangeUp

Silver - Call It Spring, An Aldo Group brand and Coley Porter Bell
Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere
Bronze - Toys“R”Us and Lippincott
Highly commended - The J.M. Smucker Company and LPK

Best strategic or creative development of a new brand

Gold - Macerich and FITCH

Silver - Oosa and Prophet
Bronze - Storylines, Inc. and Tenet Partners
Bronze - Avanos and MerchantCantos
Highly commended - Syniti (formerly BackOffice Associates) and Studio Everywhere

Best development of a new brand within an existing brand portfolio

Gold - Hain Celestial and CBX

Silver - RISE for Russell Investments and Living Group
Bronze - Sonepar USA and Tenet Partners
Highly commended - Freybe Gourmet Foods Ltd and CBA

Best naming strategy

Gold - RISE for Russell Investments and Living Group

Silver - Prisma Health and Monigle
Silver - Avanos and MerchantCantos
Bronze - Valaris and Monigle
Highly commended - Aetna and Catchword Branding

TYPE

Best corporate rebrand following a merger or acquisition

Gold - Valaris and Monigle

Silver - OneSpan and DeSantis Breindel
Silver - Poly and Prophet
Bronze - DuPont and Lippincott
Highly commended - Prisma Health and Monigle

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

Gold - Harneys and Living Group

Silver - Baker Tilly and Brandpie
Bronze - Syniti (formerly BackOffice Associates) and Studio Everywhere
Highly commended - 3Sixty and Designhouse

THE WINNERS

Best rebrand of a digital property

Gold - Harneys and Living Group

Silver - US Borax, Rio Tinto and Refactored
Bronze - Corteva Agriscience and Publicis Sapien
Highly commended - Connecticut Fund for the Environment/Save the Sound and Tenet Partners

SECTOR

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

Gold - Urban Justice Center and Superunion

Silver - Equal Justice Initiative and Turner Duckworth
Bronze - ADL and Starfish
Bronze - Uncommon and Monigle
Highly commended - President of the United Nations General Assembly and Thackway McCord

Best visual identity from the education sector

Gold - Duquesne University Athletics and ChangeUp

Silver - Washington University and Siegel+Gale

Best visual identity from the engineering and manufacturing sector

Gold - Rockwell Automation and Joe Smith, the brand consultancy of Padilla & Aquent Studios

Silver - KLA and Salt Branding

Best visual identity from the financial services sector

Gold - iShares and Turner Duckworth

Silver - Russell Investments and Living Group
Bronze - Canvas Credit Union and Monigle
Highly commended - Greater Cincinnati Foundation and LPK

Best visual identity from the FMCG sector

Gold - McDonald's and Turner Duckworth

Silver - The Mad Optimist and LPK
Bronze - VEO Probiotics and 121

Best visual identity from the food and beverage sector

Gold - Seedlip and Pearlfisher

Silver - Little Caesars and Turner Duckworth
Bronze - Tillamook and Turner Duckworth
Highly commended - Æcorn Aperitifs and Pearlfisher
Highly commended - TAO Hospitality Group and QNY Creative

Best visual identity from the healthcare and pharmaceuticals sector

Gold - CVS Health and Siegel+Gale

Silver - Avanos and MerchantCantos
Silver - Nuvance Health and Monigle
Bronze - Prisma Health and Monigle

Best visual identity from the industrial and basic materials sector

Gold - DuPont and Lippincott

Best visual identity from the mining and extractives sector

Gold - Valaris and Monigle

Best visual identity from the professional services sector

Gold - Harneys and Living Group

Silver - Ayming and Kimpton Creative
Silver - Escalent and Superunion
Bronze - Baker Tilly and Brandpie
Highly commended - Trustmark and Starfish

Best visual identity from the retail sector

Gold - Toys“R”Us and Lippincott

Silver - BrandBox and FITCH
Bronze - Call It Spring, An Aldo Group brand and Coley Porter Bell

Best visual identity from the technology, media and telecommunications sector

Gold - Storyful and Thackway McCord

Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere
Bronze - Poly and Prophet

Best visual identity from the travel, leisure and tourism sector

Gold - Regal and Prophet

Bronze - Hilton and FITCH
Bronze - Club Wyndham and Siegel+Gale

Best overall visual identity

Urban Justice Center and Superunion

Grand prix

Urban Justice Center and Superunion

THE JUDGES



Kelly Andersen
Marketing director
Wealth Continuum Group

Kelly is the marketing director at Wealth Continuum Group, a financial services firm based in Wilton, Conn. She recently took the agency through a rebrand. Kelly does freelance marketing on the side, where she assists small business owners to create an effective story that can be implemented through their unique marketing channels. She has also worked with several industries that include non-profit organizations, legal firms and herbal markets. Kelly recently accepted a position as an adjunct professor at Sacred Heart University teaching entrepreneurship and marketing to undergraduate students.



David Ferreira
Manager of city marketing
and planning
City of Mississauga

David is the City of Mississauga's manager of city marketing and planning, and led the city's rebranding project in 2013. Along with brand promotion and reputation management, David also holds responsibilities for market research, citizen engagement, and business planning. He holds an MBA from Wilfrid Laurier University and an undergraduate degree from the University of Toronto. David is passionate about developing authentic, research driven marketing campaigns, storytelling and place branding.



John Gambell
Senior critic in graphic design
Yale University Printer

John Gambell is the Yale University Printer. In this role he serves as the university's visual brand manager and coordinates Yale's primary graphic design, wayfinding, and branding projects. Prior to 1998, Mr. Gambell operated a studio in New Haven, Connecticut, that designed print publications and museum exhibition catalogues as well as websites, sign systems, and commercial packaging. His work has been recognized with awards from the American Association of Museums, American Association of University Presses, New England Museum Association, and others. He is a senior critic in the Yale School of Art where he has taught typography since 1983.



Iain Hamilton
Manager, international
brand communications
Foresters Financial

Iain is passionate about bringing brands to life through responsive customer engagement. His decades of agency and client-side experience as a creative director and brand strategist have given him unique insights into emotional response and customer behaviour across a wide range of industries. He is currently the manager of international brand communications at Foresters Financial.



Jodi Harris
Vice president, marketing
culture & learning
Anheuser-Busch USA

Jodi is vice president of marketing culture & learning for Anheuser-Busch. Jodi began her career in marketing over 15 years ago, starting in market research at Harris Interactive and TNS before transitioning client-side to work in consumer planning at Ann Taylor and Diageo. She joined AB InBev in 2011 to craft the global innovation insights agenda, and has led consumer insights for the US business unit since 2015. Jodi was named 2018 'Internationalist of the year' by the Association of National Advertiser's international division and was a recipient of the 2019 BPeace 'Women Forward Award.'



Preston Junger
Co-founder
Mile Square Labs

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

THE JUDGES



Montse Gausch
VP brand marketing
Givewith

Montse is the head of marketing at Givewith, a social impact technology company founded on the belief that the pursuit of profit should also advance the good of society. Montse has worked in digital advertising for more than 13 years across Europe and the US. An avid follower of digital trends, she has deep expertise in helping brands and companies integrate innovative marketing tactics into their daily strategies. Previously, Montse built marketing teams from the ground up at Adaptly (acquired by Accenture) and Visible Measures (acquired by AccuityAds). She also worked at the digital arm of Havas Media in Europe and the US working for Dannon, NYSE, Audi and Reckitt Benckiser.



Leora Hanser
Chief development officer
U.S. Soccer Foundation

Leora Hanser most recently served as Senior Vice President, Partnerships at the National Geographic Society, creating substantial strategic partnerships with individuals, organizations, foundations and corporations increasing and diversifying the philanthropic portfolio of the Society. Prior to joining National Geographic, Hanser served as chief of staff in the Mayor's Office of Strategic Partnerships for the City of New York. In this capacity, she led and coordinated private sector engagement and philanthropic activities across 75 city agencies and 12 city-affiliated nonprofit organizations in support of Mayor Bill de Blasio's administration.



Dea Katel Fischer
Director of employee
communications, experience
and change
Pernod Ricard

Dea is director of employee communications, experience and change at Pernod Ricard. In this role, she leads a team responsible for employee communications, executive communications, change and strategic communications, employee experience and employer brand. She is passionate about organizational behavior, building omni-channel communications ecosystems and understanding employees in order to reach them most effectively. She was previously head of internal communications at Spotify and, director of corporate affairs and communications at American Express.

THE JUDGES



Steve Keller
Sonic strategy director
Pandora

Steve is sonic strategy director for Pandora, the largest streaming music platform in the US. He is recognized as one of the world's leading experts in the field of audio branding, blending art and science into award winning audio strategies and creative content for a variety of global agencies and brands. With a degree in psychology and over 30 years of experiencing the music and advertising industries, Steve's work explores the ways music and sound impact consumer perception and behavior. He is the recipient of the iHeartMedia Scholarship for Leadership in Audio Innovation, and is currently completing an executive MBA through the Berlin School of Creative Leadership.



Amanda Kicera
Director of club branding
MLS Soccer

Amanda is the director of club branding at Major League Soccer (MLS) where she supports the league's 24 clubs with brand development. From helping existing clubs clarify their purpose to building expansion brands, Amanda is passionate about creating emotional connections that strengthen fan engagement and grow the world's sport in North America. Previously, Amanda specialized in brand strategy at FutureBrand, working across a variety of sectors. She has built brands for clients including American Airlines, Molson Coors, Pitney Bowes, Exelon, AB InBev, Gogo, Axalta, Casella Wines and Tupperware. Prior to FutureBrand,



Dagmar Mackett
Global development director
DRPG

Joining DRPG in 2009 as board director for film & video, Dagmar's focus was to build an award-winning film and animation team that provides effective and creatively compelling moving image solutions. Having studied journalism and languages, Dagmar has extensive international experience, including working as a producer and presenter for Swedish national broadcaster SVT, the BBC and CNBC. Dagmar has worked for well-known international production companies, and managed accounts such as the European Space Agency, Daimler Benz and Nokia. As of May, Dagmar is DRPG's global development director, addressing clients' requirements for more internationally focused communication.



Christopher Stella
Worldwide messaging leader
IBM Watson IoT

As the worldwide messaging leader for IBM Watson Internet of Things (IoT), Chris oversees product messaging for a portfolio of products that spans connected equipment, buildings and vehicles. Prior to that, he served as the editor-in-chief of IBM North America, where he oversaw content creation for the region. Before joining IBM, Chris was senior marketing director at strategic branding firm Siegel+Gale. He enjoys portrait photography, writing, traveling, cooking and generally exploring.



Nic Strahl
Senior manager, marketing
& communications
Transit Wireless

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



Dennis Thomas
Senior director, global branding
SAP

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

THE JUDGES



Duncan Shaw
Executive creative director
Living Group New York

Duncan has over 20 years' brand and marketing experience for clients such as EY, Citi, HSBC, GE Capital, Morgan Stanley, Russell Investments and State Street. During this time, he has gained great insight into many of the current communication challenges within the financial, professional services and technology sectors. Duncan is responsible for the development of new accounts and continued client relationships, strategic planning on large client projects, as well as the day-to-day management of Living's fast-paced businesses in New York, London and Hong Kong.



Yosef Veira
Brand manager
Palm Bay

Yosef is a brand marketer with experience managing consumer products in the wine and spirits industry. Specializing in brand innovation, packaging, omni-channel strategy and building and executing marketing programs both in the US and internationally. His brand management experiences include spirit brands such as Absolut Vodka and Chivas Regal and wines such as Portillo, Salentein, Bottega & Accademia Prosecco and Pere Ventura Cava.

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Developing online brand intelligence



Establishing a positive brand perception online has never been more important for corporate business-to-business firms. As we know, a client's first brand experience is often a visit to a website, therefore the digital expression of a firm's brand intelligence is paramount in building the right kind of connection with a user.

Creating a more influential digital experience requires careful attention to the way a brand behaves, speaks and presents itself visually. Cohesion and consistency are key in achieving this along with a mode of communicating that is distinctive and proprietary.

Many corporate firms have much to do to improve the digital deployment of their brands, particularly around visual identity and brand language. Indifference to making a brand work better often comes from a perspective that rests in the complacency of a positive balance sheet. However, firms must deploy their brands intelligently, effectively and consistently, especially to engage with the change expectations of their target audiences. Clarity and articulation of who you are, what you do and why it matters to your audience form the foundation of creating significant difference for a firm's brand.

Expressing brand intelligence online can be done in a number of ways. Consistent and coherent brand language is essential and extends from a succinct and meaningful positioning statement that articulates the who, what and why of the brand and influences all subsequent content in the site. Brand values, supported by evidence

in the broader content, deliver succinct points of reference to influence brand perception both internally and externally. A clear tone of voice throughout a digital experience serves to set governance to all written content.

A distinctive visual brand is a powerful tool for all firms to use in building brand recognition online in a busy and competitive marketplace. Having an engaging and proprietary visual identity is an effective way to capture and retain user attention. It can inspire more compelling content, such as video and animation, and protect brand consistency in the continued conversation in social media.

Brand is also an essential part of the bigger brand picture that is all too often overlooked or underestimated by many firms. Many firms in the corporate sector are still beset by blue and grey color palettes and arbitrary stock photos of modern city architecture, clichéd sports image or even worse, people handshaking.

The positive news is that firms are starting to understand that they are now competing in homogenous corporate sectors, where differentiating one firm from the next is a challenge. They recognize that it's now time to make a statement about who they are as a firm and adopt brand intelligence, through a smart and proprietary approach. After all, fortune favors the brave.

Duncan Shaw is executive creative director at Living Group New York

CONTENT

Best use of a visual property

Gold - Urban Justice Center and Superunion

Until the US political landscape shifted in 2016, the brand of the not-for-profit lawyer collective Urban Justice Center had always been something of an afterthought. President Trump's immigration policies pushed them to create a more accessible, engaging, and inspiring brand to drive recognition and fundraising.

The visual identity, inspired by the in-your-face attitude of protest placards and the philosophy of justice for all, is supported by expressive typography. Superunion used two free typefaces, Impact and Radley, to create the brand's typography system. It also created a graphics library that leveraged opensource stock photography, inspired by the black and white of right and wrong and the grit of the people fighting for justice every day.

One judge commented: "This made me want to take to the streets, to shout from the rooftops, punch my fist in the air. A visual identity that made me feel the passion one should when thinking about justice and equality - or the lack of it."



Silver - Harneys and Living Group

Living Group's mission was to transform law firm Harneys' online brand into a more energetic, personable and human digital experience. It developed an identity system that pivoted around the work of London based illustrator Matt Blease. Five key illustrations were animated for primary banners on the website with a top-level brand message.



Bronze - Hain Celestial and CBX

We created and launched an entire brand—TeaWell—in seven months. During the process, the sensory principles and visual properties we created played an integral part in bringing TeaWell to life. The illustrations, colors, textures, and graphic language work together to embody the personality traits and purpose of TeaWell.



Highly commended - 826 NYC and CBX

Highly commended - Historic Hudson Valley and C&G Partners

Best brand architecture solution



Gold - Baker Tilly and Brandpie

Accountants Baker Tilly's network had grown and evolved over the past two decades resulting in a fragmented appearance of different company names and identities. Brandpie's solution was to adopt a 'masterbrand' strategy and create an identity system based on a logo which uses a common symbol and letter style.

Baker Tilly is still used in the majority of instances, but it also takes into account the occasional need to use local language variants, suffixes, own names and endorsements of stand-alones. The symbol we created to unify the identity of the member firms was inspired by the firm's ambition to grow and takes its cues from the organic, ever changing forms found in nature.

"Humanizing the company through the graphics and to create a much more consistent visual system in the corporate context of disarray and visual chaos," commented one of the judges.



Silver - AST and Starfish

Starfish's rebrand of professional services firm AST was led by a new, singular corporate website that consolidated all its business units and 23 distinct websites. In addition, it delivered a full suite of communications, including advertising, a collateral system, sales support, business cards and stationery, presentation templates, and environmental graphics.

CONTENT

Best use of copy style or tone of voice

Gold - Planned Parenthood and Work & Co

Planned Parenthood, the leading provider of sex education in the US, needed new solutions to ensure young people get the guidance and care they need. After months of research with teens, Work & Co partnered with Planned Parenthood to design, build, and launch its first AI tool, a chatbot named Roo.

Roo offers 24/7, anonymous advice on everything from STDs to periods to birth control. To design and build it, it collaborated with a Brooklyn high school. Students pressure-tested concepts and helped Work & Co solidify the tone and voice – they even helped name the product.

Launched in January 2019, Roo uses fun, friendly and personalized language to give young people accurate information wherever they are. One judge commented: "Work & Co did such amazing work putting together a solution that connects with an audience that many brands struggle to do so."



Silver - Urban Justice Center and Superunion

After 2016 and President Trump's immigration policies, this not-for-profit lawyer collective was pushed to create a new, accessible, inspiring brand to drive recognition and fundraising. The visual identity, inspired by the in-your-face attitude of protest placards and the philosophy of justice for all, is supported by expressive typography.



Bronze - Pernod Ricard and Bladonmore

Wine and spirits brand Pernod Ricard wanted to connect with millennials and be known for 'conviviality'. Bladonmore created 'The Convivialists' - a digital platform with exclusive content including films, research and articles which has been supported by social media influencer activity, a digital search campaign and a series of convivial dinners in key cities.



Highly commended - KLA and Salt Branding

Best brand experience



Gold - Ample Hills Creamery and C&G Partners

C&G Partners was tasked with designing the Brooklyn-based Ice cream maker Ample Hills Creamery's branded visitor journey, exhibit design and sculptural installation. Storytelling plays a central role in the interactive ice cream museum and, in addition to the factory production space, the location features an interactive ice cream museum, retail dipping counter, and expansive party areas.

The visitor journey recounts how co-founder husband and wife duo Brian Smith and Jackie Cuscuna became ice cream purveyors, explains the manufacturing process, and highlights the fast-growing company's local roots. Entering the factory, the space opens onto the central dipping counter, crowned with a colorful Ample Hills Creamery gantry sign reflective of Brooklyn's iconic rooftop signage typologies. Behind this retail space, an ice cream museum area features numerous interactive elements and design details centred around a self-guided plant tour.

"Playful, immersive and informative," said one of the judges. "Ample Hills' tradition and pride in its local heritage shines through."



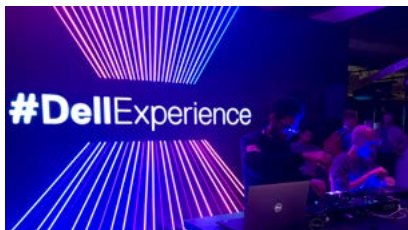
Silver - Baked by Melissa and CBX

CBX was tasked with designing a 2.0 prototype store that would serve as a model for all future Baked by Melissa retail spaces. It had to design a unique experience in a small space to create a big splash in a new neighbourhood and generate buzz about the brand before the full store launched.



Silver - CVS Health and Siegel+Gale

In March 2014, CVS Caremark announced it was becoming the first pharmacy to take tobacco completely out of stores. Using that as its foundation, Siegel+Gale helped unite each of the company's four service brands with an enterprise-level look and feel that spoke to CVS Health's role in shaping the future of health care.



Bronze - Dell with FITCH and 3D Exhibits

For CES 2019, 3D Exhibits was asked to create 'an experience-first approach that makes people reappraise Dell'. It developed the concept 'Visionary Perspectives', creating an inviting entrance into the space, using focal lines that translated dimensionally. From the CES app and event banners to cookies provided in the space, the entirety of the Dell experience followed this design concept.

Highly commended - Pernod Ricard and Bladonmore

CONTENT

Best use of packaging

Gold - Keurig Dr. Pepper and CBX

Mott's is one of the most recognizable apple sauce brands on the market, but sales were lacking in the pouch category. With consumer preferences shifting to favour pouches over cups, Mott's saw an opportunity to leverage a clear pouch to meet demands for transparency in children's snacks.

CBX created a cast of 11 characters called 'Pouch Pals' for kids to connect with even when snack time is over. Each flavour was given a character and a unique back story, drawing kids in at point of sale with their funny faces, creating an engaging moment during usage, and leaving a lasting impression for both kids and parents alike.

"In this era of overly licensed superheroes, it is refreshing to see Mott's/CBX actually creating their own proprietary characters," lamented one judge. "It is truly hard to differentiate in a commoditized arena when innovation means a pouch."

Another commented: "A fun execution that takes care of the concerns that a mom could have about quality."



Gold - Seedlip and Pearlfisher

In a drinks market saturated by sugary soft drinks and a bevy of alcoholic offerings, Seedlip offers a sophisticated and craft driven spirit that is also non-alcoholic. Pearlfisher crafted a design language that reimagines the distillation of natural ingredients, informed by distilled herbal remedies of the 17th century. It brought the brand and each of its variants to life through an artful arrangement of Seedlip's own botanicals. For Spice 94, the illustration takes the form of a subtle S. On closer inspection, this S reveals itself as the profile of the native Red Fox – a creature indigenous to the English countryside.

A pharmaceutical bottle reinforces the spirit's medicinal roots, while a copper cap and copper detailing are used to elevate the brand and reference the copper stills used to create it. "Insightful strategy resulting in a quirky, fun and engaging brand packaging," commented one judge. "Beautiful and whimsical illustrations spark curiosity and make me want to learn more," said another.



Silver - Æcorn Aperitifs and Pearlfisher

Part of making Æcorn Aperitifs relevant today is considering how best to introduce non-alcoholic offerings without compromising brand integrity. Pearlfisher created illustrations for each variety with changing butterflies/moths and oak leaves – crafted with dimension, iridescence and an imperfect geometry. The labels are printed over pearlescent paper to illuminate its opaline, butterfly-like characteristics.



Bronze - Straus Family Creamery™ and Thompson Design Group

The goals of this redesign were to better represent the premium nature of the brand and products. The packaging brings awareness to the brand's mission to help sustain family dairy farms by providing high quality, minimally processed organic dairy products along with Straus' on-going advocacy and education supporting family farming and rural communities.



Best use of audio brand



Gold - Syniti (formerly BackOffice Associates) and Studio Everywhere

In the digitally transformed world, data-empowered companies are reinventing industries. It was time for the BackOffice Associates brand to evolve too. Central to the new brand identity is the 'Syniti Data Flock': mesmerising flock of bird-like data points that constantly shift and adapt in a natural and unexpected way – as a visual metaphor for data's power to generate valuable business insights.

Studio Everywhere wanted to express the Syniti Data Flock using sound as well as visuals, so it partnered with legendary British sound designer and ambient electronic musician Tom Middleton to bring the brand to life in the audio realm. The brief was to create a 'friendly ethereal thrum' – the sound of data, made with machines.

"A tremendous, welcome departure from the previous identity," commented one of the judges. "The flock of starlings beautifully captures the fluidity of data flow and brings the new identity to life."



Silver - Oosa and Prophet

Prophet collaborated on the sound for the OOSA hype video with the players from the United States Women's National Team themselves. It chose the name OOSA for the brand because the team has been chanting, "Oosa, oosa, oosaaaa!" as a rallying cry before they take the pitch for more than 20 years.

CONTENT

Best use of typography

Gold - Urban Justice Center and Superunion

Until the US political landscape shifted in 2016, the brand of the not-for-profit lawyer collective Urban Justice Center had always been something of an afterthought. President Trump's immigration policies pushed them to create a more accessible, engaging, and inspiring brand to drive recognition and fundraising.

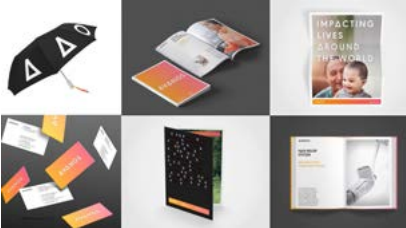
The visual identity, inspired by the in-your-face attitude of protest placards and the philosophy of justice for all, is supported by expressive typography. Superunion used two free typefaces, Impact and Radley, to create the brand's typography system. It also created a graphics library that leveraged opensource stock photography, inspired by the black and white of right and wrong and the grit of the people fighting for justice every day.

"Taking a stance with bold typology and tone - it's a standout," said one. "Spot on - some things are as simple as black and white," commented another. One judge added: "Strong, clear graphic, distinctive in public space."



Silver - Avanos and MerchantCantos

Avanos' new identity signals its commitment to advancing change in the healthcare industry. It uses the Delta as the key visual to tell the story. MerchantCantos replaces the two A's in Avanos with Deltas to communicate the difference in products, processes and people, and highlights the O to represent a changed healthcare world.



Best internal communication during a brand development project

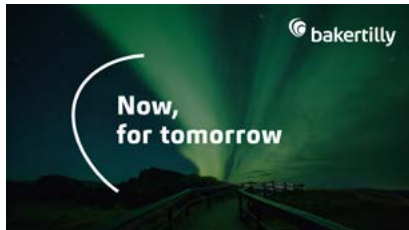


Gold - KLA and Salt Branding

While it has a strong technical reputation, semiconductor specialists KLA looked and sounded dated. Retaining and attracting talent had become tougher, especially in a world dominated by powerful brands like Google, Apple and Samsung. It needed to refresh and modernize the brand with a new sense of purpose and highlight the impact employees could have in the world.

Salt Branding's strategy and creative work repositioned KLA for this younger generation of engineers and scientists. In place of a functional story built on technological experience, Salt positioned KLA around the idea of optimism. The work included everything from posters to videos to experiences, as well as a campaign specifically for employees that made them a focal point.

One of the judges commented: "It's refreshing to see how KLA brought values, optimism and audience focus to the forefront of its messaging. It is both aspirational and personal."



Silver - Baker Tilly and Brandpie

As part of Brandpie's 'masterbrand' strategy for accountants Baker Tilly, it conducted a three-month period of research culminating in a presentation to the main board. This comprised in-depth desk research of the competition, 1 on 1 interviews with key stakeholders, and eight 'think tank' sessions to gather insights from as many member firms as possible.

PROCESS

Best implementation of a brand development project

Gold - LCMC Health and Monigle

LCMC was a New Orleans Health System in need of a new identity and brand position to unify its family of hospitals and employees. Monigle found an immediate and pervasive truth across its workshops, interviews and interactions: everything and everyone was just a little extra.

These were extraordinary people, extraordinary experiences – in a healthcare world that often defaults to ordinary. This extraordinariness isn't just true for LCMC, it's part of the DNA of New Orleans. They even have a word for it: Lagniappe.

Monigle's campaign allowed employees to be the stars by adding their own personal flair. The external campaign strategy, 'Expertly Human', dovetailed with the internal 'little extra' campaign providing a peek behind the lab coats by humanising the system's own physicians.

"While many brands consider implementation to be the production of collateral and trinkets to inform the employees of changes, Monigle and LCMC actually harnessed the enthusiasm and energy of the employees in a way that is rarely seen," said one of the judges.



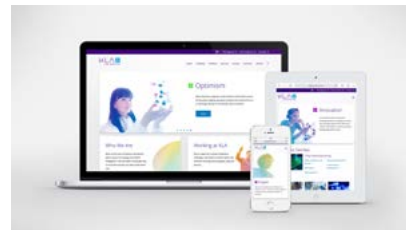
Silver - Russell Investments and Living Group

The original identity system used by Russell Investments was dated, nondescript and overly complex. Among other things, Living Group created a new client-first positioning for RISE - Russell Investments' Practice Management and Transition Services business. It delivers insights and expertise to help financial advisers develop strategies to grow their client base.



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Best implementation of a brand development project across multiple markets



Gold - Russell Investments and Living Group

The global asset management sector is a homogenized market in many respects and brands compete by often using the same written and verbal languages, rarely wanting to be different. Seattle-based Russell Investments wanted to challenge this status quo and to evolve its brand to reflect the true essence of who they are – a progressive, innovative and market-leading firm.

It also wanted to change the way it communicated to its target audiences, through a simpler, smarter and more client-focused brand language. Among other things, Living Group created a new client-first positioning for RISE – Russell Investments' Practice Management and Transition Services business. It delivers insights and expertise to help financial advisers develop strategies to grow their client base.

"The strategy was simple and clear to communicate, yet incredibly hard to implement – but Living Group succeeded spectacularly," said one judge. "The new brand and visual identity is bold, clean and modern, making it stand out in the crowd."

STRATEGY

Best creative strategy

Gold - Urban Justice Center and Superunion

Until the US political landscape shifted in 2016, the brand of the not-for-profit lawyer collective Urban Justice Center had always been something of an afterthought. President Trump's immigration policies pushed them to create a more accessible, engaging, and inspiring brand to drive recognition and fundraising.

The visual identity, inspired by the in-your-face attitude of protest placards and the philosophy of justice for all, is supported by expressive typography. Superunion used two free typefaces, Impact and Radley, to create the brand's typography system. It also created a graphics library that leveraged opensource stock photography, inspired by the black and white of right and wrong and the grit of the people fighting for justice every day.

"My absolute favourite," gushed one of the judges. "I love the brick murals and the images conveyed." Another added: "The upward momentum of the rising 'justice' wordmark is inspirational, and the selected photography evokes empathy. Well done."



Silver - Storyful and Thackway McCord

Despite a client base that included some of the biggest news and media organisations, Storyful's brand had become synonymous with frivolity – its bright orange logo and cheery graphics were decidedly lightweight. Thackway McCord's challenge was to create a shift to a more serious look and feel, working on the name, positioning and visual identity.



Bronze - Harneys and Living Group

Living Group's mission was to transform law firm Harneys' online brand into a more energetic, personable and human digital experience. It developed an identity system that pivoted around the work of London based illustrator Matt Blease. Five key illustrations were animated for primary banners on the website with a top-level brand message.



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Best brand evolution



Gold - Duquesne University Athletics and ChangeUp

Duquesne University Athletics, an NCAA Division I program, sought to overhaul its entire identity system in order to elevate the school's athletic program. The existing identity suite was dated, and the primary 'D' mark often mistaken for Major League baseball's Detroit Tigers logo.

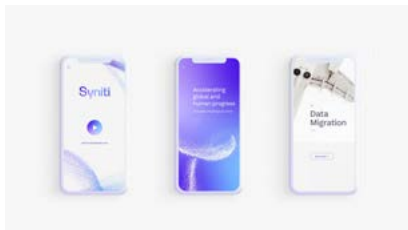
ChangeUp repeatedly conducted focus groups and interviews with leaders of the Athletics program, members of the student body, and Nike, the Dukes' athletic apparel provider. The insights gathered during these conversations ensured ChangeUp was able to capture the heart and soul of the University and its Athletic community.

The comprehensive redesign included a custom wordmark and font, a suite of logos, a flexible colorway palette, and distinct photography style. "Loved how you worked with your sports partners to bring a modern, fresh approach to help convey pride, performance and emotion," praised one judge. Another added: "This is a fearless evolution – striking, modern, but still routed in the heritage of a proud city."



Silver - Call It Spring, An Aldo Group brand and Coley Porter Bell

Coley Porter Bell was invited to define a new brand purpose, an emotive brand story and a visual and verbal identity. Call It Spring wanted a 'cool' brand that could compete against H&M, Forever 21, & Other Stories and Nasty Gal, and connect and grow through social currency and content.



Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere

Data-empowered companies are reinventing industries and central to BackOffice Associates's new brand identity is the 'Syniti Data Flock': mesmerising flock of bird-like data points that constantly shift and adapt in a natural and unexpected way. It is used as a visual metaphor for data's power to generate valuable business insights.



Bronze - Toys'R'Us and Lippincott

After filing for bankruptcy in 2018, Toys'R'Us came to Lippincott to help build a brand platform that would carry them beyond its next chapter. The resulting work is an innovative and original, yet nostalgic, interpretation of its previous brands that considers every single touchpoint along the customer journey.

Highly commended - The J.M. Smucker Company and LPK

STRATEGY

Best strategic or creative development of a new brand

Gold - Macerich and FITCH

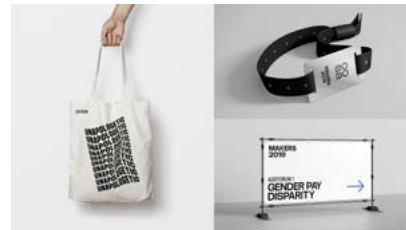
Macerich, one of the largest mall developers in the US, saw that there was a way to help digitally native brands (DNB) bridge the gap and make malls relevant again. Macerich asked FITCH to help them develop a brand that would help create environments for a variety of brands and devise an online platform for DNBs to be able to self-navigate their way through the entire process.

The web platform needed to not just work as a marketing function, but as the key portal for the DNBs partnering with BrandBox to launch their store, manage it, and adjust with the analytic results. FITCH transformed these DNBs from pixel to physical, and created analytical tools and educational blog content that will be used to continually educate new and existing retail partners.



Silver - Oosa and Prophet

Prophet collaborated on the sound for the OOSA hype video with the players from the United States Women's National Team themselves. It chose the name OOSA for the brand because the team has been chanting, "Oosa, oosa, oosaaaa!" as a rallying cry before they take the pitch for more than 20 years.



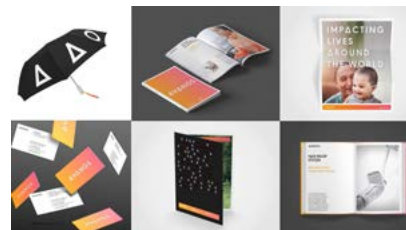
Bronze - Storylines, Inc. and Tenet Partners

'My Home At Sea' is a unique offering that combines a home purchase and extended ocean travel into one experience. Tenet had to develop a brand strategy, messaging, content, logo design, website, visual identity system and launch strategy, while creating well-crafted graphic identity standards that enabled Storylines to handle future work.



Bronze - Avanos and MerchantCantos

Avanos' new identity signals its commitment to advancing change in the healthcare industry. It uses the Delta as the key visual to tell the story. MerchantCantos replaces the two A's in Avanos with Deltas to communicate the difference in products, processes and people, and highlights the O to represent a changed healthcare world.



Highly commended - Syniti (formerly BackOffice Associates) and Studio Everywhere

Best development of a new brand within an existing brand portfolio



Gold - Hain Celestial and CBX

Celestial Seasonings started in 1969 as the original herbal tea company with two variations: one for sleep and one for energy. Since then, it has created over 105 varieties of tea, each with its own flavor or medicinal offering. Herbal tea is now so mainstream that the category has become outdated and stagnant.

CBX created and launched an entire brand – TeaWell – in seven months. During the process, the sensory principles and visual properties it created played an integral part in bringing TeaWell to life. To complete the launch, it designed a clean, modern website and developed social media guidelines, ensuring all communication would truly reflect the TeaWell brand.

“A well thought out and easily accessible brand from a consumer perspective,” said one of the judges. “Trust-invoking, attractive branding.” Another commented: “They managed to elevate the product in an oversaturated brand category, bringing it to life both on and off the shelf.”



Silver - RISE for Russell Investments and Living Group

For Seattle-based Russell Investments, Living Group named and created a new client-first positioning for RISE – Russell Investments' Practice Management and Transition Services business. This delivers insights and expertise to help financial advisers build their businesses, elevate their client service and develop strategies to grow their client base.



Bronze - Sonepar USA and Tenet Partners

The new global CEO of Sonepar, a privately held French company, felt that many of the brands in the portfolio looked dated. One of them, OneSource, obtained a new visual identity that captures the essential attributes of a technologically focused, digitally savvy company that partners with customers to accurately deliver the products and services it needed to succeed.

Highly commended - Freybe Gourmet Foods Ltd and CBA

CONTENT

Best naming strategy

Gold - RISE for Russell Investments and Living Group

Seattle-based Russell Investments wanted to challenge the staid, homogenized status quo of the asset management industry and evolve its brand to reflect the true essence of who it is – a progressive, innovative and market-leading firm.

The firm also wanted to change the way it communicated to its target audiences, through a simpler, smarter and more client-focused brand language. Living Group named and created a new client-first positioning for RISE – Russell Investments' Practice Management and Transition Services business. This delivers insights and expertise to help financial advisers build their businesses, elevate their client service and develop strategies to grow their client base.

"RISE immediately creates the vision of an upward movement, progress and progression," commented one of the judges. "It's both visually and sonically a positive word, that matches its ambition and objective well."

Another added: "Rise speaks to the aspiration of the brand and its consumers. The embedded RI is a nice touch, a tip of the subliminal hat."



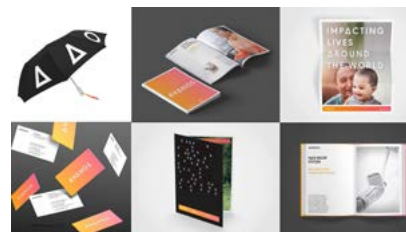
Silver - Prisma Health and Monigle

Taking inspiration from how light refraction can shift perception and transform into something new, 'Prisma' provided a strong banner under which Greenville Health System and Palmetto Health were able to overcome 100 years of history to become a unified organisation and to create a better state of health.



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Bronze - Valaris and Monigle

Following the merger of offshore energy contractors Ensco Plc and Rowan Companies, Monigle explored, screened and discussed over a thousand words for the new organisation: Valaris. Derived from the Latin valere, meaning strength, to rule and something of value, Valaris also has phonetic similarity to valour, which reflects the courage of its employees.



Highly commended - Aetna and Catchword Branding

Best corporate rebrand following a merger or acquisition



Gold - Valaris and Monigle

During the merger of offshore energy contractors Ensco Plc and Rowan Companies, a series of unique characteristics compounded the pressure for getting it right. This included employees' loyalty to their legacy brands, the majority of the organisation being located in harsh conditions at sea and around the world, and a high-stakes contracting environment with large corporations and nation states as partners.

Monigle explored, screened and discussed over a thousand words for the new organisation: Valaris. Derived from the Latin *valere*, meaning strength, to rule and something of value, Valaris also has phonetic similarity to valour, which reflects the courage of its employees.

"The hand drawn elements of this make the identity fresh and human," praised one of the judges. Another added: "Cohesive design, with personality and warmth."

One judge commented: "Really refreshing for this space, and the vibrant use of color and imagery delivers."



Silver - OneSpan and DeSantis Breindel

DeSantis Breindel developed a new brand strategy, messaging, design language, and brand architecture, as well as the new name - OneSpan. The new name and messaging emphasised that, as a single platform, OneSpan's security apps and secure e-signatures allowed highly regulated companies to make the bold moves that win their customers' loyalty.



Silver - Poly and Prophet

The merger between Plantronics, an audio equipment brand, and Polycom, a teleconference technology brand, created the need for a new visual identity for the emergent technology leader, Poly. It was important for the new identity to maintain a human, approachable element in addition to the context of technology.



Bronze - DuPont and Lippincott

Lippincott was engaged to develop a fresh global brand identity for the new DuPont that would recognize its heritage while conveying its focus on customer-led innovation. It began with a new brand purpose - to empower the world with the essential innovations to thrive - which builds upon a rich history of discovery and progress.

Highly commended - Prisma Health and Monigle

TYPE

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

Gold - Harneys and Living Group

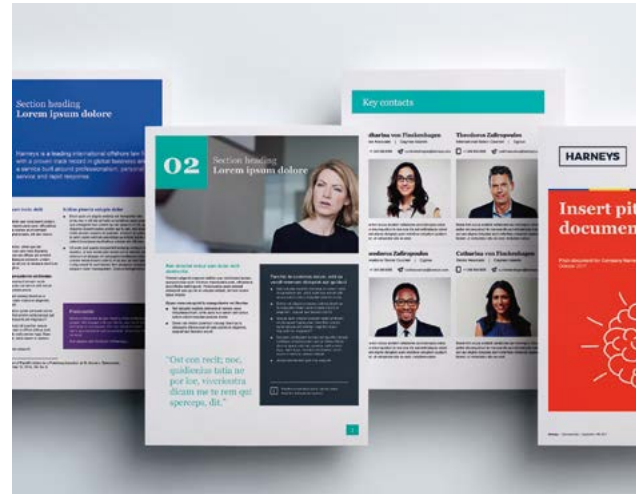
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Five key illustrations were animated for primary banners on the website with a top-level brand message. Each animation was carefully storyboarded and briefed to animators who worked diligently to craft charming and intelligent sequences for the website.

It also undertook a period of digital discovery with the Harneys teams establishing user personas, user journeys and defining an information architecture that would inform the user experience and content curation.

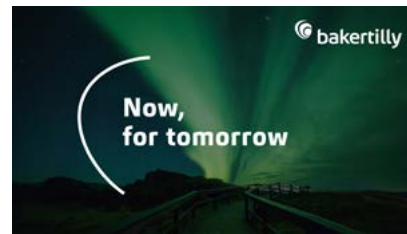
"The before and after contrast is remarkable," commented one of the judges. "The look, feel, and experience of Harneys feels fresh from the inside out. It's a brand reborn. Job well done."

Another judge added: "Very well thought through campaign, extending into all areas of its corporate brand."



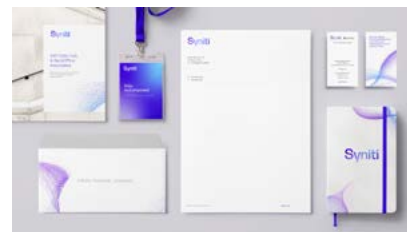
Silver - Baker Tilly and Brandpie

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Highly commended - 3Sixty and Designhouse

Best rebrand of a digital property



Gold - Harneys and Living Group

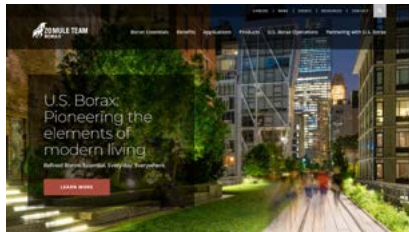
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"A branded web experience that is totally congruent with an entire brand experience," commented one of the judges. "A sophisticated approach with a down to earth result."

Another judge added: "A very well thought out, integrated campaign that has a consistent, thorough approach. Simple and accessible."



Silver - US Borax, Rio Tinto and Refactored

The US Borax website contained more images of rocks and desert landscapes than of borates' ubiquitous use in agriculture, construction, and energy. To rectify this disconnect, Refactored rebranded and restructured the site to focus on the value and benefits of the company's products to modern society.



Bronze - Corteva Agriscience and Publicis Sapient

Publicis Sapient helped Corteva embark on a journey to create a digital-first agribusiness by focusing on the needs of its most important audience: farmers. With an enterprise design system built on AEM, Corteva's web strategy enables the ability to scale globally and be repurposed for Corteva's sub-brands.

Highly commended - Connecticut Fund for the Environment/Save the Sound and Tenet Partners



monigle

Humanizing Brands, Moving People

Every journey is different. Together, we'll carve a path that leaves the status quo behind and takes your brand further than you ever thought it could go.

Denver • New York
monigle.com

Humanizing Brands, Moving People: How to Connect – and Stay Connected – with Today’s Emotionally-Driven Consumers

Remember when branding used to be called “corporate identity?” Back then brands were built on a pedestal—polished and professional yes, but oftentimes with an intentional distance between company and consumer. We were taught to revere them. To put our trust in their size and scale. To value their who and what over their how and why.

How we experienced these brands wasn’t really a consideration. How they made us feel, even less.

This approach worked just fine in a capabilities-focused, functionally-driven world. But today’s consumers want something different. Something transformational, not transactional. They want to feel an emotional connection with the brands they choose to champion. They want to be moved.

As a result, brands are turning away from seeming too big, corporate and foreboding. They’re trying to be more personable, reflecting their true values and roots. They’re trying to be a whole lot more, well, human.

Because we all crave human contact and emotional bonds. We need them to survive and thrive in our always on, go-go-go lifestyles. Problem is, we’re living in a more disjointed, less human world. Sure, technology connects us like never before. But these digital social networks are no substitute for the real thing. We hunger for something more gratifying. Something real.

But what exactly does that mean? And how does it help drive consumer behavior and choice? Are we talking about creating softer color palettes, lowercase logos and more conversational messaging? For our team at Monigle, it goes much deeper than that. We believe that the beating heart of the most human brands lies in the totality of their experience. Crack that code and you’ll have a customer for life.

Starting with our Humanizing Brand Experience report, Monigle is leading an industry-wide shift in how best to humanize brands. By leveraging the latest thinking in social science and behaviorist theories, we did an in-depth investigation into how consumers form emotional connections with brands, validating the importance of hundreds of emotional motivators in driving consumer behavior.

Here’s a peek at the 10 most powerful emotions for creating human brands*:

Individualization

Helping people feel like they matter, and their needs are prioritized

Meaning

Helping people feel fulfilled by finding meaning in their lives

Stress-free

Helping people to reduce the feelings of anxiety and complexity

Distinction

Helping people feel unique from others and express their identity

Certainty

Helping people feel confident about their future

Freedom

Helping people feel empowered to act independently

Excitement

Helping people feel stimulated and energized through experiences

Belonging

Helping people feel connected to others they identify with and aspire to

Growth

Helping people feel like they are successful and able to be their best selves

Security

Helping people feel safe and protected from external factors

Brands that satisfy these emotional desires will rise above the rest. Building them requires the right balance of art and science, pragmatism and inspiration. And an unbending commitment to making the world a better place for us all.

*“THE NEW SCIENCE OF CUSTOMER EMOTIONS”
NOVEMBER 2015

SECTOR

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

Gold - Urban Justice Center and Superunion

Until the US political landscape shifted in 2016, the brand of the not-for-profit lawyer collective Urban Justice Center had always been something of an afterthought. President Trump's immigration policies pushed them to create a more accessible, engaging, and inspiring brand to drive recognition and fundraising.

The visual identity, inspired by the in-your-face attitude of protest placards and the philosophy of justice for all, is supported by expressive typography. Superunion used two free typefaces, Impact and Radley, to create the brand's typography system. It also created a graphics library that leveraged opensource stock photography, inspired by the black and white of right and wrong and the grit of the people fighting for justice every day.

"Recognizing the limitations of funding for non-profits, Superunion has made some very wise choices," praised one judge. "Free fonts, free imagery, and a graphic language that does not suffer for it. This is the brand living by its own credo. Amazing work."



Silver - Equal Justice Initiative and Turner Duckworth

The Equal Justice Initiative is a non-profit organization committed to ending mass incarceration and excessive punishment in the US. Already armed with inarguable facts and emotionally charged imagery, Turner Duckworth's system helped to amplify and bring clarity to what has always been a part of EJI.



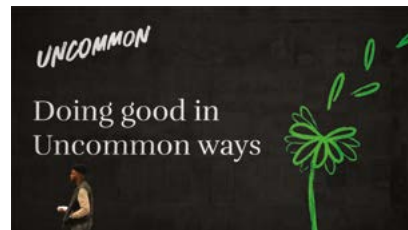
Bronze - ADL and Starfish

ADL is still heavily rooted in its history of fighting anti-Semitism but also deals with modern-day expressions of hate. Starfish created the 'bridge of hope' logo mark as the core of its new brand identity. The new visual identity system was then incorporated into various pieces of creative for ADL to use both internally and externally.



Bronze - Uncommon and Monigle

The approach for Uncommon's identity was created out of a need to feel eye-catching and to contrast with what's often seen in its category of the financial service industry. The project represented how a clear strategic platform and a unique visual identity can create a strong impact for an organisation.



Highly commended - President of the United Nations General Assembly and Thackway McCord

Best visual identity from the education sector



Gold - Duquesne University Athletics and ChangeUp

Duquesne University Athletics, an NCAA Division I program, sought to overhaul its entire identity system in order to elevate the school's athletic program. The existing identity suite was dated, and the primary 'D' mark often mistaken for Major League baseball's Detroit Tigers logo.

ChangeUp repeatedly conducted focus groups and interviews with leaders of the Athletics program, members of the student body, and Nike, the Dukes' athletic apparel provider. The insights gathered during these conversations ensured ChangeUp was able to capture the heart and soul of the University and its Athletic community.

The comprehensive redesign included a custom wordmark and font, a suite of logos, a flexible colorway palette, and distinct photography style. "Love the Nike-like approach," praised one judge. "For a college to go to this degree of modern and sexy branding is defiantly bold, given the complexities - and perhaps fighting the sensitivities of history and alumni nostalgia."



Silver - Washington University and Siegal+Gale

Siegal+Gale developed a new positioning, 'Real-World Ambition', that captures the kind of resourceful and realistic student WashU is looking to enrol. From there, it created strategic messaging for target audiences, refined the WashU personality and tone of voice and reinvigorated the school's existing visual identity.

SECTOR

Best visual identity from the engineering and manufacturing sector

Gold - Rockwell Automation and Joe Smith, the brand consultancy of Padilla & Aquent Studios

Industrial automation companies rarely tell their stories in ways that emphasize how their products and services make life better. As a century-plus leader in the industry, Rockwell Automation had the opportunity to reshape its narrative around the world.

Padilla & Aquent Studios (PAS) developed a unifying brand strategy that focused on demonstrating how the world works better when you connect the imaginations of people with the intelligence of machines to expand what is humanly possible, making the world more intelligent, more connected and more productive.

This strategy created a need to update Rockwell Automation's visual identity in ways that both added humanity to the brand and differentiated the company from its competitors. The work encompassed all facets of Rockwell Automation's visual identity from logo to typeface to color palette and photography – the latter focusing less on what the technology does and instead showing how it enables innovation that serves individuals and communities around the world.

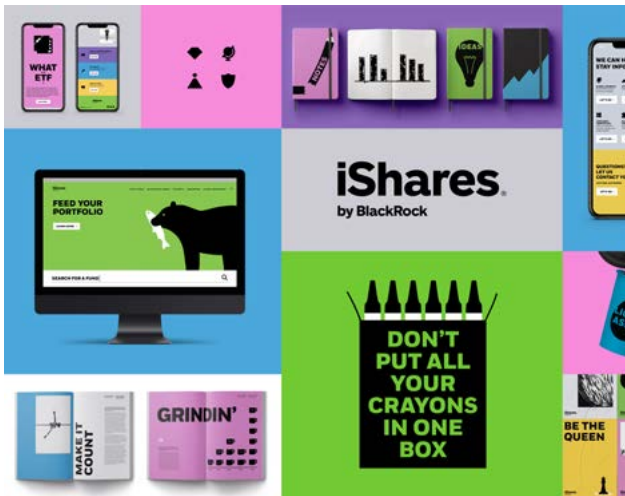


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Best visual identity from the financial services sector



Gold - iShares and Turner Duckworth

iShares by BlackRock is the world's largest provider of exchange-traded funds (ETFs). As a restless leader with a challenger spirit, iShares is unique among its peers. To illustrate this, they tasked Turner Duckworth with creating a visual identity that demonstrates how different they are.

The illustration style and iconography are both graphic and telegraphic. Photography is deliberately presented in stark black and white, which brings sophistication and balance to a colorful system. Tone of voice is key. It's smart, empowering and witty where appropriate. And the unexpected combinations of the above create a distinctive, refreshing brand identity in an indistinct category.

"Bright, lively, approach that leaves options open" said one of the judges. Another added: "Radical, bold, attention grabbing. Non-financial."

Another judge commented: "Fresh and bold. It doesn't look or feel like a financial service, but that's the point."



Silver - Russell Investments and Living Group

The original identity system used by Russell Investments was dated, nondescript and overly complex. Among other things, Living Group created a new client-first positioning for RISE - Russell Investments' Practice Management and Transition Services business. It delivers insights and expertise to help financial advisers develop strategies to grow their client base.



Bronze - Canvas Credit Union and Monigle

Canvas Credit Union needed an identity that stood out from the cold and corporate feeling of the industry it was in. With its orange color signal and casual personality, the new visual identity allows it to stand out in the industry while simultaneously telling a strong story of its Colorado community.

Highly commended - Greater Cincinnati Foundation and LPK

SECTOR

Best visual identity from the FMCG sector

Gold - McDonald's and Turner Duckworth

McDonald's has built its business on operational consistency. However, its global marketing efforts had become inconsistent and fragmented, with communications commonly focused on individual product stories and lacking differentiation. The challenge for Turner Duckworth was to develop a dynamic, inspirational design system that allowed the brand to be more contemporary, exciting and globally consistent.

It worked with McDonald's to develop a design strategy and creative toolkit for use across a number of global touchpoints. This included developing a set of information-rich Design Cheatsheets and accompanying Digital Hub for the global brand to use for inspiration and guidance.

It began by stripping away the visual clutter from its promotional and marketing materials and looked for opportunities to express the brand promise, showing that even the most basic touchpoint allows for a Feel-Good Moment. It also developed a custom typeface that plays off the curves of the Golden Arches, delivering modernity and global consistency.



Silver - The Mad Optimist and LPK

The Mad Optimist is a body care brand that has been named and built from the ground up, offering products like soaps, balms and sprays made with ingredients that are all-natural, 100% vegan and halal, cruelty-free and sustainably sourced. Visually and verbally, LPK developed an identity that echoes the founders' values of absolute honesty and kindness.



Bronze - VEO Probiotics and 121

VEO Active-Probiotics is a surface cleaner that uses probiotics to biodegrade hidden dirt and grime on your kitchen surfaces. Playing into the petri dish found in the logo, 121's designers weaved the spore elements that represent probiotics along the front of the package to give the label a visual flourish.



Best visual identity from the food and beverage sector



Gold - Seedlip and Pearlfisher

In a drinks market saturated by sugary soft drinks and a bevy of alcoholic offerings, Seedlip offers a sophisticated and craft driven spirit that is also non-alcoholic.

Pearlfisher crafted a design language that reimagines the distillation of natural ingredients, informed by distilled herbal remedies of the 17th century. It brought the brand and each of its variants to life through an artful arrangement of Seedlip's own botanicals. For Spice 94, the illustration takes the form of a subtle S. On closer inspection, this S reveals itself as the profile of the native Red Fox – a creature indigenous to the English countryside.

A pharmaceutical bottle reinforces the spirit's medicinal roots, while a copper cap and copper detailing is used to elevate the brand and reference the copper stills used to create it. "Beautiful and elegant execution using the natural ingredients," said one judge. "The apothecary inspiration elevates the brand and the product."



Silver - Little Caesars and Turner Duckworth

Consumer perception of Little Caesars was that low prices meant low quality. Turner Duckworth was challenged to convey value and convenience within an elevated quality experience that would highlight delicious food and excite pizza lovers of all ages. At every touchpoint, the refreshed visual identity system promotes a seamless, authentic and optimistic customer experience.



Bronze - Tillamook and Turner Duckworth

The challenge for Turner Duckworth was to unite an array of offerings within a timeless, cohesive system that would make an entrance into new markets while staying true to Tillamook's roots. A heritage-inspired wordmark conveys a touch of nostalgia – The Morning Star ship, a historic symbol of innovation, is redrawn and liberated, imagined as a barn-top weather vane.

Highly commended - Æcorn Aperitifs and Pearlfisher
Highly commended - TAO Hospitality Group and QNY Creative

SECTOR

Best visual identity from the healthcare and pharmaceuticals sector

Gold - CVS Health and Siegel+Gale

In March 2014, CVS Caremark announced it was becoming the first pharmacy to take tobacco completely out of stores – potentially sacrificing nearly \$2 billion in annual sales.

CVS Health had already defined and embraced the singular purpose of helping people on their path to better health. Using that as its foundation, Siegel+Gale would unite each of the company's four service brands with an enterprise-level look and feel that spoke to CVS Health's role in shaping the future of health care.

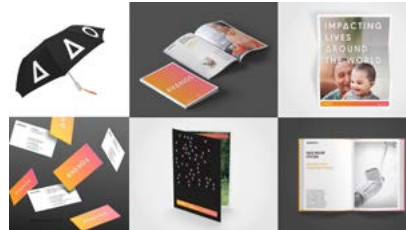
"A bold, creative and flexible brand identity that truly captures the new direction of CVS, and its dedication to the health of its customers," said one of the judges.

Another commented: "I love the creative use of the heart as an image – it's distinctive enough that it can be owned by the brand. The playful but human approach also strengthens the message. As a shopper, I instantly recognized it."



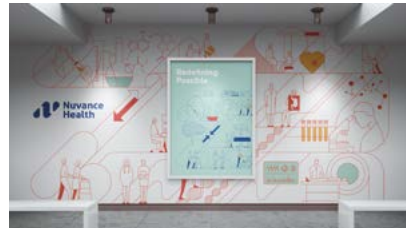
Silver - Avanos and MerchantCantos

Avanos' new identity signals its commitment to advancing change in the healthcare industry. It uses the Delta as the key visual to tell the story. MerchantCantos replaces the two A's in Avanos with Deltas to communicate the difference in products, processes and people, and highlights the O to represent a changed healthcare world.



Silver - Nuvance Health and Monigle

Driven by the desire to challenge industry assumptions, Western Connecticut Health Network and Health Quest of upstate New York have set out to create a top-tier alternative to the city-based hospitals and health systems. Monigle focused on the concept of talking to patients like close friends and brought clarity through designed experiences that are simple.



Bronze - Prisma Health and Monigle

Taking inspiration from how light refraction can shift perception and transform into something new, 'Prisma' provided a strong banner under which Greenville Health System and Palmetto Health were able to overcome 100 years of history to become a unified organisation and to create a better state of health.



Best visual identity from the industrial and basic materials sector



Gold - DuPont and Lippincott

Lippincott was engaged to develop a fresh global brand identity for DuPont that would recognize its heritage while conveying its focus on customer-led innovation. It began with a new brand purpose – to empower the world with the essential innovations to thrive – which builds upon a rich history of discovery and progress.

It refreshed DuPont’s logo, one of the oldest and most iconic untouched corporate marks in contemporary culture, with great respect for the equity of the classic brand. The new design system is bold, open and vibrant, signalling a collaborative and open flow of ideas and innovation while remaining easily recognizable as the icon it has been for the past 200 years.

“Simple yet powerful,” said one judge. “I think that the challenge was answered with a fresh and bold approach.” Another commented: “Altering an iconic logo is always challenging. Lippincott did this elegantly, demonstrating that DuPont is evolving without leaving its heritage behind.”

Best visual identity from the mining and extractives sector



Gold - Valaris and Monigle

During the merger of offshore energy contractors Ensco Plc and Rowan Companies, a series of unique characteristics compounded the pressure for getting it right. This included employees’ loyalty to their legacy brands, the majority of the organisation being located in harsh conditions at sea and around the world, and a high-stakes contracting environment with large corporations and nation states as partners.

Monigle explored, screened and discussed over a thousand words for the new organisation: Valaris. Derived from the Latin valere, meaning strength, to rule and something of value, Valaris also has phonetic similarity to valour, which reflects the courage of its employees.

The judges agreed that Monigle had done a grand job. “The ‘hand drawn’ elements of the identity make it fresh and human,” commented one. Another added: “The gravitas of the name, and the obvious reference to valour, speaks to the industry – and the people – behind the name. It’s grounded, confident, proud and bold.”

SECTOR

Best visual identity from the professional services sector

Gold - Harneys and Living Group

Living Group's mission was to transform law firm Harneys' online brand into a more energetic, personable and human digital experience. It developed an identity system that pivoted around the work of London based illustrator Matt Blease.

Five key illustrations were animated for primary banners on the website with a top-level brand message. Each animation was carefully storyboarded and briefed to animators who worked diligently to craft charming and intelligent sequences for the website.

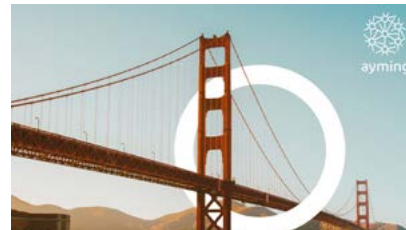
It also undertook a period of digital discovery with the Harneys teams establishing user personas, user journeys and defining an information architecture that would inform the user experience and content curation.

"Distilling insights gleaned from understanding the brand challenges into a solid strategy, then turning that strategy into a brilliant creative solution, is one of the reasons that Living Group's work for Harneys is a standout, textbook case for excellence in this category," said one of the judges.



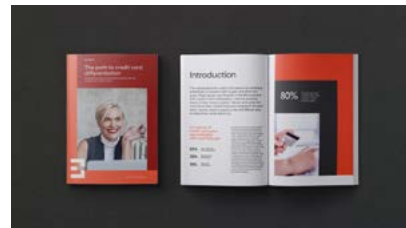
Silver - Ayming and Kimpton Creative

Ayming asked Kimpton Creative to refresh its brand and the strategic direction to underpin it. The business was rapidly expanding into new territories, such as the US, which required a more international outlook. Kimpton helped all the offices get behind a singular vision and share best practices, rather than operating independently of each other.



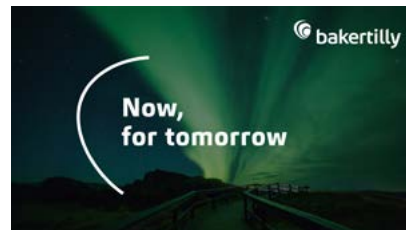
Silver - Escalent and Superunion

Superunion designed an identity that's reflective of being a catalyst for industries facing disruption and using research to propel its clients' businesses forward. The new visual identity meant developing a new brand capable of motivating employees to act as one and signal the evolving role they play for clients.



Bronze - Baker Tilly and Brandpie

As part of Brandpie's 'masterbrand' strategy for accountants Baker Tilly, it conducted a three-month period of research culminating in a presentation to the main board. This comprized in-depth desk research of the competition, 1 on 1 interviews with key stakeholders, and eight 'think tank' sessions to gather insights from as many member firms as possible.



Highly commended - Trustmark and Starfish

Best visual identity from the retail sector



Gold - Toys'R'Us and Lippincott

After filing for bankruptcy in 2018, Toys'R'Us came to Lippincott to help it build a brand platform that would carry it beyond its next chapter. The visual systems retain the logo while using color, typography, photography, icons, and illustrations to tell stories about all of the ways the brand can unleash the power of play.

Lippincott further developed proprietary icons to represent key services, categories and functions for a visual shorthand that clarifies, identifies, guides and teaches with a signature sense of fun. The resulting work is an innovative and original, yet nostalgic, interpretation of its previous brands that considers every single touchpoint along the customer journey.

"A huge challenge," said one of the judges. "The logo is playful, nostalgic and almost tangible."

Another agreed: "A playful and fresh take on an iconic identity." One judge commented: "I like the way that it converted the R in a playful, imaginary element that is easily recognisable."



Silver - BrandBox and FITCH

Macerich asked FITCH to help them devise an online platform for digitally native brands (DNBs). The web platform needed to not just work as a marketing function, but as the key portal for the DNBs partnering with BrandBox to launch their stores, manage them, and adjust with the analytic results.



Bronze - Call It Spring, An Aldo Group brand and Coley Porter Bell

Coley Porter Bell was invited to define a new brand purpose, an emotive brand story and a visual and verbal identity. Call It Spring wanted a 'cool' brand that could compete against H&M, Forever 21, & Other Stories and Nasty Gal, and connect and grow through social currency and content.

SECTOR

Best visual identity from the technology, media and telecommunications sector

Gold - Storyful and Thackway McCord

Despite a client base that included some of the biggest news and media organisations, Storyful's brand had become synonymous with frivolity – its bright orange logo and cheery graphics were decidedly lightweight. Thackway McCord's challenge was to create a shift to a more serious look and feel, working on the name, positioning and visual identity.

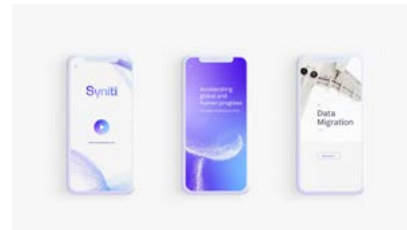
It needed to shift the Storyful image away from the superficiality of popular content and into the realms of data intelligence, telling the real story though appropriately evolved visual identity. One judge commented: "Thackway McCord found a way to make sense of Storyful's new positioning in the market with clear results. Simple. Focused. On point. A Storyful well-told."

Another added: "With a strategy to move the brand into a richer, more serious realm, reflecting the change in the role of social media, a hard hitting new approach is successfully taken."



Silver - Syniti (formerly BackOffice Associates) and Studio Everywhere

Data-empowered companies are reinventing industries and central to BackOffice Associates's new brand identity is the 'Syniti Data Flock': mesmerising flock of bird-like data points that constantly shift and adapt in a natural and unexpected way. It is used as a visual metaphor for data's power to generate valuable business insights.



Bronze - Poly and Prophet

The merger between Plantronics, an audio equipment brand, and Polycom, a teleconference technology brand, created the need for a new visual identity for the emergent technology leader, Poly. It was important for the new identity to maintain a human, approachable element in addition to the context of technology.



Best visual identity from the travel, leisure and tourism sector



Gold - Regal and Prophet

Regal Cinemas had been using its multi-colored crown logo for many years and was sorely in need of a redesign. Because the crown was highly recognized and connected to the Regal brand, the brief was to reinvent the crown in a modern way that also captured the cinematic quality of the movies.

The new identity used a seven-sided shape, taken from the aperture of a movie camera, which also became a crown when viewed from above. The system was designed to unify messaging with visual design, allowing the brand to reflect the passion and energy of the movies.

"What looks at first to be a kind of visual desaturation of a reasonably clear visual brand is, upon review, a substantial upgrade," said one judge. "Makes the experience feel a bit more serious."

Another added: "Prophet maintained the integrity of the Regal brand while bringing a modern take to the cinema category."



Bronze - Hilton and FITCH

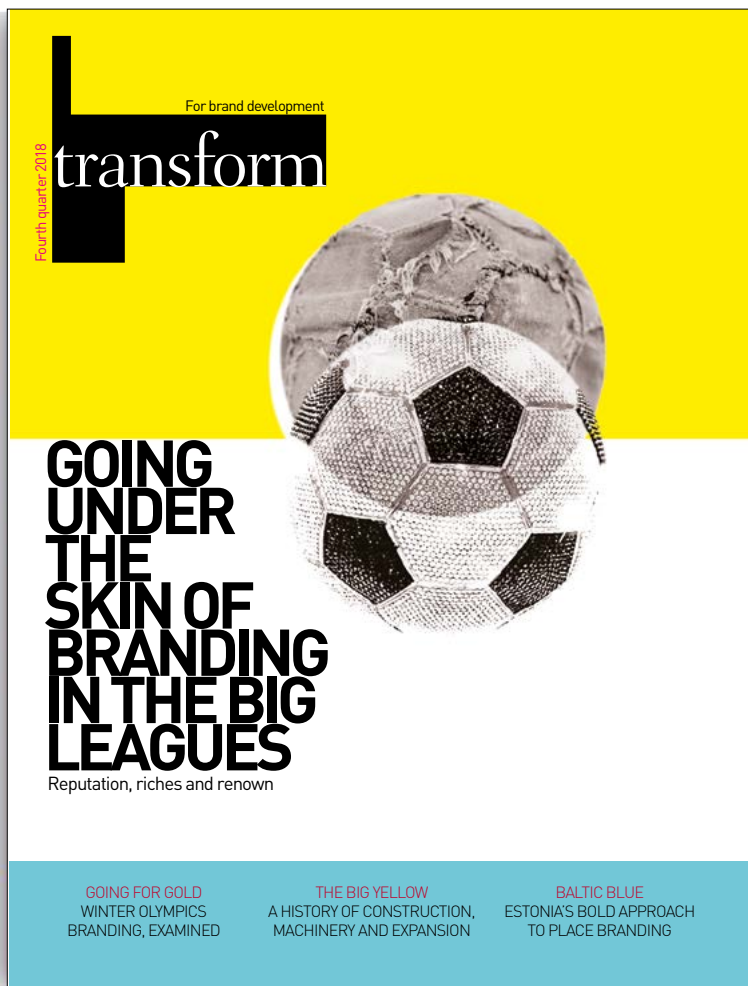
Signia Hilton is a dynamic, new meetings-and-events-focused brand. By infusing state-of-the-art technology and design into every aspect of the guest experience, Hilton is setting out to transform the industry for meeting professionals and sophisticated business travellers. FITCH created the brand from its inception, including purpose and narrative, naming, identity and onsite comms.



Bronze - Club Wyndham and Siegel+Gale

Siegel+Gale's goal was to define and develop new brand experiences that owners could connect to, and, very importantly, a clear and focused way for Wyndham to sell them to different targets. Through an immersive program that included property tours, sales centre visits, leadership interviews, and owner focus groups, it developed a new visual identity.

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Best overall visual identity



Urban Justice Center and Superunion

Until the US political landscape shifted in 2016, the brand of the not-for-profit lawyer collective Urban Justice Center had always been something of an afterthought. Trump's immigration policies pushed them to create a more accessible, engaging, and inspiring brand to drive recognition and fundraising.

The visual identity, inspired by the in-your-face attitude of protest placards and the philosophy of justice for all, is supported by expressive typography. Superunion used two free typefaces, Impact and Radley, to create the brand's typography system. It also created a graphics library that leveraged opensource stock photography, inspired by the black and white of right and wrong and the grit of the people fighting for justice every day.

"The new visual identity for the Urban Justice Centre is bold and stark, positioning its fight for social justice as a crusade that is clear and noble," commented one judge. "It's use of photography is evocative and clearly resonates with audiences."

Grand prix

Urban Justice Center and Superunion

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"An impactful brand that has delivered impressive results in a bold and meaningful way," said one of the judges. "The brand is also practical, and the agency has carefully thought about how it will be used internally in the future. Clever and thoughtful."

Another judge commented: "This is another example where strategy, concept and execution powerfully come together seamlessly. The age of Trump and its assault on our sensibilities necessitates a bold, in your face response. This is not a time to sit idle.

"And this brand refuses to deny its activist roots, it recognizes the crisis of the times, and it will not go quietly. Recognizing the limitations of funding for non-profits, Superunion has made some very wise choices. Free fonts, free imagery, and a graphic language that does not suffer for it. This is the brand living by its own credo. Amazing work from Superunion."







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