

TRANSFORM AWARDS NORTH AMERICA 2024



transform
awards

WINNERS BOOK



Design meaningful brand experiences.

Join our Agency Partnership Program and get 1-year access to Monotype Fonts for free.

Full access to Monotype Fonts, with a library of over 150,000+ typefaces.

Creative options from over 1,400 foundries such as Fontsmith, Linotype, Latinotype, Fontfabric, and more.

Earn up to 10% on purchases made by your agency or your clients.

Seamless integration with daily design tools like Adobe InDesign, Illustrator, etc.

Unlimited prototyping to create original pitches. Win business with type.

Up to 5,000 monthly page views to use fonts on your own website.

Get 1-year unlimited access to Monotype Fonts for free when you sign up. No hidden costs. No automatic renewal.



- 5 Note from the editor
- 6 Judges
- 16 Winners

CONTENT

- 24 Best use of a visual property
- 27 Best brand architecture solution
- 30 Best use of copy style or tone of voice
- 33 Best brand experience
- 36 Best use of typography
- 38 Best place brand
- 40 Best expression of a brand on social media channels

PROCESS

- 44 Best internal communications during a brand development project
- 46 Best implementation of a brand development project
- 49 Best localization of an international brand

STRATEGY

- 52 Best creative strategy (business)
- 56 Best creative strategy (consumer)
- 58 Best creative strategy (corporate)
- 60 Best brand evolution (business)
- 63 Best brand evolution (consumer)
- 67 Best brand evolution (corporate)
- 70 Best strategic or creative development of a new brand
- 73 Best development of a new brand within an existing brand portfolio
- 76 Best naming strategy (new name)
- 80 Best naming strategy (rename)
- 81 Best naming strategy (naming system)

TYPE

- 84 Best corporate rebrand following a merger or acquisition
- 87 Best brand development project to reflect a change of mission, values or positioning
- 90 Best brand consolidation
- 92 Best rebrand of a digital property
- 96 Best employer brand

AUDIO

- 100 Best audio brand
- 104 Best sonic brand evolution

WRAPPED

- 108 Best use of packaging (glass)
- 109 Best use of packaging (print and card)
- 111 Best use of packaging (other)
- 114 Best use of packaging (limited edition)
- 117 Best use of sustainable packaging

SECTOR

- 120 Best visual identity by a charity, NGO or NFP
- 123 Best visual identity from the education sector
- 125 Best visual identity from the energy and utilities sector
- 128 Best visual identity from the engineering and manufacturing sector
- 130 Best visual identity from the farming and agricultural sector
- 135 Best visual identity from the financial services sector
- 136 Best visual identity from the FMCG, food and beverage sector
- 139 Best visual identity from the healthcare, pharmaceutical and wellbeing sector
- 143 Best visual identity from the professional services sector (advisors and consultants)
- 146 Best visual identity from the professional services sector (legal and accountancy)
- 148 Best visual identity from the property, construction and facilities management sector
- 151 Best visual identity from the public sector
- 152 Best visual identity from the retail sector
- 154 Best visual identity from the sports, travel, leisure and tourism sector
- 157 Best visual identity from the technology, media and telecommunications sector
- 160 Best visual identity from the transport and logistics sector

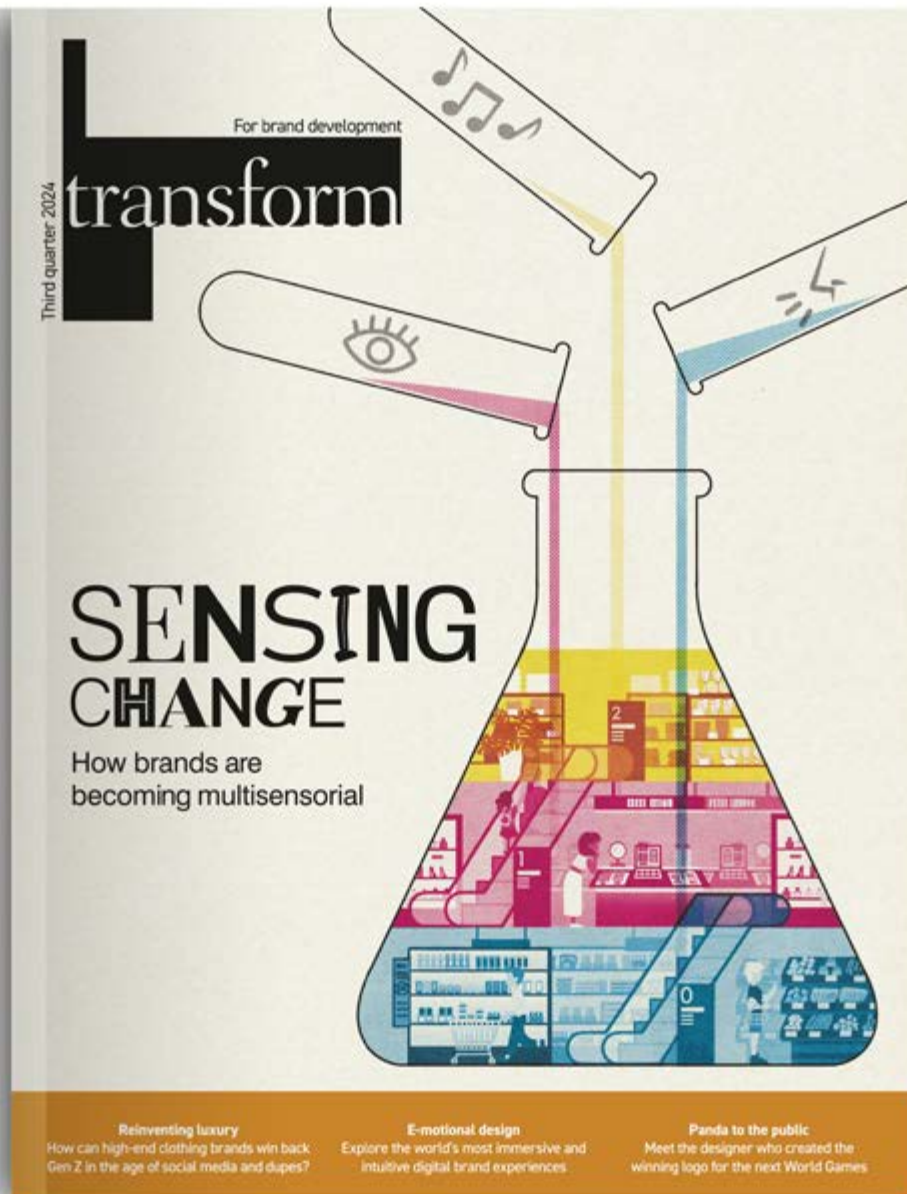
SPECIAL RECOGNITION

- 164 Brand strategist of the year
- 166 Creative director of the year
- 168 Young contender of the year

GRAND ACCOLADES

- 172 Best overall visual identity
- 174 Grand prix

The global publication for brand development and rebranding



Subscribe for \$120 USD a year and receive a discount on entries into Transform Awards programs and exclusive event offers. For more information email Jack at jcousins@transformmagazine.net

www.transformmagazine.net



JACK COUSINS
EDITOR
TRANSFORM MAGAZINE

Note from the editor

A decade is a long time – especially in brand design. Ten years ago, the winners book of the Transform Awards North America looked somewhat smaller in size, and parochial in the range of categories devoted to brand strategy and design. That isn't to say it wasn't an excellent debut for Transform on the continent. On the contrary, the blockbuster event celebrated the likes of Airbnb, Nike, Penn State and other enormous organisations forging their pathways and becoming the mammoth brands we know and respect today.

Similarly, the 2024 edition boasts a remarkable array of brands at the forefront of their respective industries, from Microsoft to PepsiCo. But unlike our inaugural awards night, we pay homage to aspects of brand design – such as audio branding, social media and sustainable packaging – which have truly flourished over the past decade.

I think this change is reflected by West Loop Community Organization (WLCO) and Landor, this year's 'Grand prix' winner. The highly modern project, amongst many feats, devised a Gold-winning digital property, a website capable of appealing to a diverse audience based in the Chicago neighbourhood. It also bravely infused a 'human' typography and bold colors into the design in a manner that captured the hearts of locals, making it a worthy overall winner that truly underpins how far brand design has come in North America.

This evolution, this transformation of branding isn't just confined to our special winners, however. Each and every project shortlisted tonight demonstrates qualities commensurate with the highest standards of brand design in 2024, which our very impressed judges will speak to. I tip my hat to you all and congratulate you for your successes.

I can't wait to see in another ten years' time the new categories we'll have added to the roster at the Transform Awards North America as the world of brand design becomes even bigger and better. Perhaps we'll see you there.

MEET THE JUDGES



GUTO ANDRADE
HEAD OF CREATIVE
AMAZON

Guto boasts over 25 years of experience in the creative realm, collaborating with prestigious brands worldwide. Armed with degrees in architecture and visual communications design, he excels in tackling a variety of design and branding hurdles. Presently, Guto spearheads the Brand and Creative team at Amazon Fashion and Fitness, striving to position Amazon as the ultimate destination for fashion and fitness enthusiasts. Throughout his career, he has held influential creative positions at Hilton Hotels, Motorola, Sony Electronics, Under Armour and global branding agency Lippincott, in addition to managing his own successful creative venture.



JUAN ASCANIO
HEAD OF BRAND MARKETING
CONCACAF

Juan is head of brand marketing at the Confederation of North, Central America, and The Caribbean Association Football (Concacaf), where he oversees the strategy of the portfolio of brands, and in-stadium fan experience programs. Juan is passionate about the Concacaf's "Football First" culture, as well as supporting all the efforts of the Confederation to make the brands strong and relevant to all football fans across the region. Previously, Juan managed brands in CPG companies, including Kellogg's for the Venezuelan market, and GP Batteries for LATAM.



DAVID BENHAM
BRAND CREATIVE MANAGER
REDDIT

David currently works as the brand creative manager at Reddit. Reddit's mission is to bring community and belonging to everyone around the world. David ensures the brand is represented consistently throughout all markets globally while also maintaining the integrity and authenticity of its users and platform. He previously was head of design on the agency side at DEPT, working with Google, JetBlue, Spotify, Twitch and Waze. Before that, he was also part of the brand creative team at MTV as a senior art director. He is a Pratt Institute graduate in Communications Design: Advertising/Art Direction.



JESS BERNARD
SENIOR BRAND MANAGER
THE COCA-COLA COMPANY

Jessica is a senior brand manager at The Coca-Cola Company, where she is the brand lead for the North America launch of Fanta's new persistent platform, which will be followed by a global launch. Fanta is a billion-dollar brand with 97% awareness in the US alone, and is enjoyed by consumers in over 190 countries around the world. She came over to Coke from Ferrero, where she led the LTO and seasonal business for Keebler Cookies. Prior to that, she worked at Kraft Heinz on iconic brands including Capri Sun, Crystal Light, Kool Aid and MiO.



IVAN CAYABYAB
SENIOR VICE PRESIDENT, BRAND
MOODY'S

Ivan recently joined Moody's as senior vice president of brand in 2023. Prior to Moody's, he was the head of global brand management for Morgan Stanley, where he led the firm's brand strategy, engagement and visual identity initiatives. He was a senior global brand manager at Yahoo, leading the rollout of a new logo and identity system. Prior to Yahoo, Ivan spent six years at GE Corporate, helping to grow GE's image as one of the world's most innovative B2B brands, and two years at Sterling Brands, where he managed a number of strategic and design projects for iconic brands.



ALEXANDRA CERRUTI
MANAGING DIRECTOR
DESIGN BRIDGE AND PARTNERS

JUDGE – SPECIAL RECOGNITION

Alexandra is a visionary leader with a passion for design and a commitment to driving business results through creativity and innovation. With 15 years of experience in brand design, her mission is to redefine how design is perceived and what it can do for brands, businesses and people. Since stepping into the managing director position of Design Bridge Singapore in 2020, Alex has been responsible for driving the success and development of the agency within SEA and India markets and is responsible for the overall strategic direction, management and performance of the agency.

MEET THE JUDGES



JOAN COLLETTA
FORMER SENIOR DIRECTOR,
MARKETING TRANSFORMATION,
GLOBAL BRAND LEADERSHIP TEAM
MCDONALD'S

Joan is a distinguished marketing leader with a proven track record of driving transformative growth for some of the world's most iconic brands. With a unique blend of experience across client-side, creative agency and media domains, she is celebrated for her influential leadership, strategic prowess, role as a change agent and creative catalyst. Most recently known for leading McDonald's global creative program, she helped drive a brand and creative renaissance for the Golden Arches, resulting in unprecedented business results and recognition as the Most Effective Global Brand by both WARC and Effie's multiple years in a row.



JAMES COOPER
GLOBAL HEAD OF PARTNERSHIPS
FOR THE PEOPLE

JUDGE – SPECIAL RECOGNITION

James is global head of partnerships at For The People, one of the world's leading independent branding agencies with studios in the US, Australia and New Zealand. He has 15 years' experience in brand strategy, storytelling and leadership roles. Today, he guides the agency's partnerships with impactful leaders, organizations and communities to build better brands that are honest, ambitious and always... for the people. Before joining For The People, James worked with international clients and agencies including eBay, FutureBrand, FCB Global, Interbrand and Shopify. He is a passionate advocate of wellbeing in the creative industry, nature and all things music.



REGINA DAVIS
BRAND MARKETING LEAD
YUM! BRANDS

Regina is an experienced marketing professional with over 15 years of experience. In her current role at Pizza Hut, owned by Yum! Brands, she serves as the brand marketing lead for a recently formed cross-functional Global Accelerator team. This team's purpose is to identify key growth opportunities within key growth markets across the Pizza Hut global footprint and build test and learn strategies aimed at driving highest business impact. As the brand marketing lead, she analyzes business performance, shares understanding of consumer needs and recommends and guides consumer-focused and data driven marketing strategies designed to increase transaction growth and profitability.



STEVE GREEN
SENIOR DESIGN DIRECTOR
NIKE

In his current capacity, Steve is responsible for overseeing all aspects of art and design for Nike's tee shirt studio on a global scale. Steve has previously served as the design director for Men's Running products and as the product art director for Nike Skateboarding. Before joining Nike in 2011, Steve spent over a decade in New York City, where he held various graphic design positions within the fashion industry. Outside of his professional endeavors, Steve is actively involved in designing nightlife posters for Believe You Me, a promoter renowned for bringing international electronic music DJs to Portland.



KELLEY GROVER
GLOBAL BRAND STRATEGY LEADER
PWC

Kelley recently joined PwC as the global brand strategy leader. Prior to this, she was the global brand identity and protection leader at Deloitte for 11 years. She led a team of creatives and brand managers to ensure the brand was used creatively and consistently across 175 geographies. In the last 20 years, she has led and supported global brands in the banking industry and a Fortune 40 insurance company. In her commitment to share expertise with the next generation, she is also an adjunct professor at Rutgers University in the School of communication and information.



DARIEN HARRIS
FOUNDING PARTNER
JANSENHARRIS

JUDGE – SPECIAL RECOGNITION

For more than 25 years, Darien has lived and breathed branding. Initially studying art and design in South Africa, then holding senior design positions at both Landor and HKLM, Darien now champions the global, multicultural approach that is very much a cornerstone of JansenHarris. Since co-founding the business in 2010, Darien's extensive brand-building experience has included partnerships with Abu Dhabi Airport, Accor, Costa Coffee, Jack Daniel's, Marriott International, Siemens, The Emirates Group, The Macallan and The Ritz-Carlton. His team's work has been recognized with over 50 regional and international design awards.

MEET THE JUDGES



MICHAEL IRWIN
CREATIVE DIRECTOR
ESPN

Michael is a multifaceted creative director, brand strategist and visual storyteller who excels in building impactful brands. Passionate about sports and committed to crafting simple yet enduring solutions, he brings a unique blend of creativity and strategy to his work. Currently, Michael is a creative director at ESPN, where he leads the digital brand and streaming initiatives. His role involves combining compelling storytelling with strategic insight to create deeply rooted connections between people and brands. Before joining ESPN, Michael spent seven years with the NFL's in-house creative team.



STEVE KELLER
SONIC STRATEGY DIRECTOR
STUDIO RESONATE | SIRIUSXM
MEDIA

JUDGE – AUDIO BRANDING

Steve is the sonic strategy director for Studio Resonate, SiriusXM Media's in-house audio-first creative consultancy, offering support to brands that advertise on the Pandora, SiriusXM and Soundcloud platforms. He is recognized as one of the world's leading authorities on sonic strategy and identity, blending art and science into award-winning creative content and sonic experiences for a variety of global agencies and brands.



AMANDA KICERA
VICE PRESIDENT, CLUB BRANDS
AND MARKETING
MAJOR LEAGUE SOCCER

Amanda is vice president, club brands & marketing at Major League Soccer (MLS) where she primarily supports the League's 29 Clubs with brand development and driving fan engagement. From helping existing Clubs clarify their purpose to building new-to-world expansion brands and matchday experiences, Amanda is passionate about strengthening Club relevance and helping 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 a range of clients including American Airlines, AB InBev, Pitney Bowes and Tupperware.



SIMON KRINGSEL
SONIC DIRECTOR AND CO-FOUNDER
UNMUTE

JUDGE – AUDIO BRANDING

Simon is a sonic director and co-founder of Unmute. He started his career as a composer and music producer for TV and commercials. In 2014 Simon joined Chimney, a global creation agency and ended up as their head of music, working with a wide range of international clients. The need for a specialized sound agency became more and more evident, and in 2018 Simon set out to start Unmute together with his partner Daniel Schougaard. The company has been on a constant rise ever since and is now working with brands and agencies across the globe.



VICTORIA KURZWEG
FORMER BRAND STRATEGIST
MICROSOFT

Victoria was the brand strategist at Microsoft with an eye towards how branding integrates with emerging technology. Her work focuses on cybersecurity, cloud computing and mixed reality, partnering with other disciplines to build multidimensional product brands as the role of immersive technology expands in our everyday lives. Victoria came to Microsoft with wide-ranging expertise, including a number of companies that are pushing today's technology forward. While at the brand consulting firm Siegel+Gale, she developed positioning and brand architecture strategies for Fortune 500 companies including Google, Hewlett Packard Enterprise, Visa and semiconductor producer Global Foundries.



TIFFINY LAI
MARKETING DIRECTOR
MAGIC SCOOP NUTRITION

Tiffany is the marketing director of Magic Scoop Nutrition, where she leads the company's brand development and marketing. She also spearheads influencer relations and partnerships, a passion fuelled by her own experiences as the digital creator of Hergutfeelings, a fun food, lifestyle and wellness community. Prior to joining Magic Scoop Nutrition, Tiffany worked with the CFL, MLSE and NBA across multiple verticals such as marketing, licensing, global events and community relations.

MEET THE JUDGES



ABBY MCINERNEY
SENIOR CREATIVE DIRECTOR
AUDIBLE

Abby is a senior creative director at Audible, an Amazon company. Here, she is responsible for brand development, go-to-market and brand activations creative. Previously, she spent over a decade at Time Inc., where she led the corporate global brand and worked on best-in-class content brands such as Food & Wine, Fortune, InStyle, People, Real Simple, Sports Illustrated and TIME. Abby is one of the inaugural graduates of the School of Visual Arts Master's in Branding Program where she held teaching assistant roles for the Unified Theory of Branding and the Origins of Consumer Markets, Brand Identities and Package Design classes.



ANTON MORA
FORMER CREATIVE DIRECTOR
HEADSPACE

Anton is a creative director with over 15 years of experience in communications, art direction and visual design. In his previous role at Headspace, he led the creative development of marketing and communications. Anton's extensive experience with global brands has enabled him to spearhead campaigns across the US and Latin America markets. He is dedicated to crafting work that resonates with culture and delivers value to its audience. Before joining Headspace, Anton held roles at renowned creative agencies and in-house teams such as Apple, MediaMonks and TBWA/Media Arts Lab.



THINH NGUYEN
FOUNDING PARTNER
HANDS COLLECTIVE

JUDGE – SPECIAL RECOGNITION

Thinh is the founding partner at Hands Collective and has several years of experience working in the UK and Vietnam. He is now leading the strategy team, helping with brand development implementation across touchpoints. Besides commercial work, Thinh has helped local and global organizations like the British Council and United Nations to implement development projects, from combating plastic pollution to promoting the LGBTIQ+ community's rights. Thinh's work has been recognized by many awards including Transform Awards Asia.



MAYURI NIKUMBH
HEAD OF DESIGN
CONRAN DESIGN, MUMBAI

JUDGE – SPECIAL RECOGNITION

With a strong belief in the power of design to convey authentic stories that transform businesses and influence consumer behaviour, Mayuri has led award-winning projects and contributed to the success of both start-ups and global brands. With a career spanning over two decades, she currently leads the creative vision for Conran Design Mumbai which she helped establish in the middle of the pandemic. Within three years of its inception, Mayuri has helped win notable businesses and awards including Campaign Agency of the Year and Transform Asia.



DOMINIK PRINZ-BARLEY
HEAD OF BRAND
GOOGLE

Dominik is a global, purpose-driven and industry-recognized C-Suite leader with over 20 years of experience in marketing, business strategy, creative direction and building some of the world's most admired brands: AT&T, Google, Microsoft, Nissan, Porsche, Red and many others. After holding leadership positions in global brand consultancies like BBDO, Interbrand and others, he is currently the head of brand at Google. Dominik has been described as an impatient optimist – and is a firm believer that the integration of business and purpose is a way for brands to create meaningful, positive change.



BRIAN RAPP
CREATIVE DIRECTOR,
BRAND MANAGER
COUNTRYMAX STORES

Brian heads up an “in-house powerhouse” creative team at CountryMax Stores, a regional retailer specializing in pet supplies, wild bird and lawn and garden segments. At CountryMax, Brian has guided brand positioning, including development of new audio and video assets, plus several private label product lines. They're also evolving the company's email and content marketing efforts and growing its social media following. Before joining CountryMax, Brian was a lifelong agency copywriter and creative director working on B2B accounts, including Excellus BlueCross BlueShield, Kodak, Mastercard and Xerox.

NTRNL • A NEW PLATFORM FOR

HUMANS NOT HEADCOUNT



WORKING WORKING

"Sonic Lens is at the forefront of the sonic branding revolution, blending music, strategy and creativity to reshape the industry." - *Manage Marketing*

SONICLENS

BRINGING STRATEGIC FOCUS TO AUDIO BRANDING

TRANSFORM NORTH AMERICA WINNER

CREATIVE DIRECTOR OF THE YEAR – 2023

BRAND STRATEGIST OF THE YEAR - 2022

BEST USE OF AUDIO BRANDING – 2021 & 2023

WWW.SONICLENSAGENCY.COM

MEET THE JUDGES



STEPHANIE RICHA
HEAD OF DESIGN
CHEMISTRY

JUDGE – SPECIAL RECOGNITION

With over 12 years of experience in the creative and design field, Stephanie is an eclectic brand and visual designer with a strong understanding of entrepreneurship. Specializing in the event industries, F&B and hospitality, she has collaborated with exciting brands across the Middle East and Italy, from startups to well-established organizations. Since 2020, as head of design at Chemistry, an emerging Brand Hub in Riyadh, Stephanie works closely with brand strategists and marketing experts to help businesses find their competitive positioning and express it through compelling visual identities and design systems.



KATE RICHARDSON
MANAGING PARTNER
THE THRILLS™

JUDGE – SPECIAL RECOGNITION

Kate has over 23 years of experience working with leading UK retailers and brands before moving to Australia 14 years ago. As managing partner at the Thrills™, she is the glue that holds the agency together. Along with her business partner, Rick McEvoy, they champion the strategic thinking and client effectiveness. She has built long-term partnerships with an array of brands and businesses, including Bondi Sands, Carman's, Coles, Huon, Nestlé, and Priceline. Kate's undying sense of curiosity inspires everyone in her midst to thrive, look deeper, think smarter and shine brighter.



GERARD RIZZO
GLOBAL DESIGN DIRECTOR
COLGATE-PALMOLIVE

Gerard is a born and raised New Yorker who studied at the Fashion Institute of Technology, developing his passion for graphic design and typography. As a creative director for over 25 years, Gerard has designed and curated visual identities and consumer products for some of the world's most well-known brands like Coca-Cola, Kraft Heinz, Kimberly-Clark, Nestlé and Pfizer. Gerard is currently a global design leader at Colgate-Palmolive who collaborates with marketing, innovation and insights teams to create strategic branding experiences. In this role he carefully crafts narratives that sync with consumers' needs and turns them into effective creative solutions displayed across omni channel platforms.



MATT STAAB
GLOBAL CREATIVE DIRECTOR
CIENA

Matt is the global creative director at Ciena, a global leader in optical and routing systems, services and automation software. At Ciena, he leads the in-house creative team spanning design, advertising and video. Prior to joining Ciena, Matt held creative leadership positions at brands such as AT&T and Philips, helping to build global brand identities and design systems that define how the brands are expressed across all internal and external activations, campaigns and experiences. On the agency side, he helped build creative solutions for a wide variety of brands, including Case Knives, Children's Medical Center, ClubCorp, ExxonMobil, Hyundai, Mary Kay Cosmetics, Neiman Marcus, Nokia and The Home Depot.



FRANZISKA STETTER
CREATIVE DIRECTOR
INTERBRAND

Franziska, currently at Interbrand New York as a creative director, is an award-winning graphic designer and artist. In her current role, she leads large international projects across all sectors and channels, delivering innovative and impactful brand experiences that connect with consumers and drive business growth. Franziska holds an MFA in Graphic Design from Rhode Island School of Design where she studied with two Fulbright scholarships. She has previously worked at Pentagram NY and gained experience in the UK, Switzerland and Germany.



ALEXANDER WODRICH
MANAGING DIRECTOR
WHY DO BIRDS

JUDGE – AUDIO BRANDING

Alexander is managing director of why do birds, a Berlin-based agency for audio branding, motion and service design. Founded in 2010, the agency employs 25 people. Its clients include companies from 17 countries such as Deutsche Bahn, Ferrari, GORE-TEX, Hyundai and Siemens. why do birds is considered one of the most creative and awarded audio branding consultancies. Alexander has a degree in business and has also been a successful musician for the most part of his life.



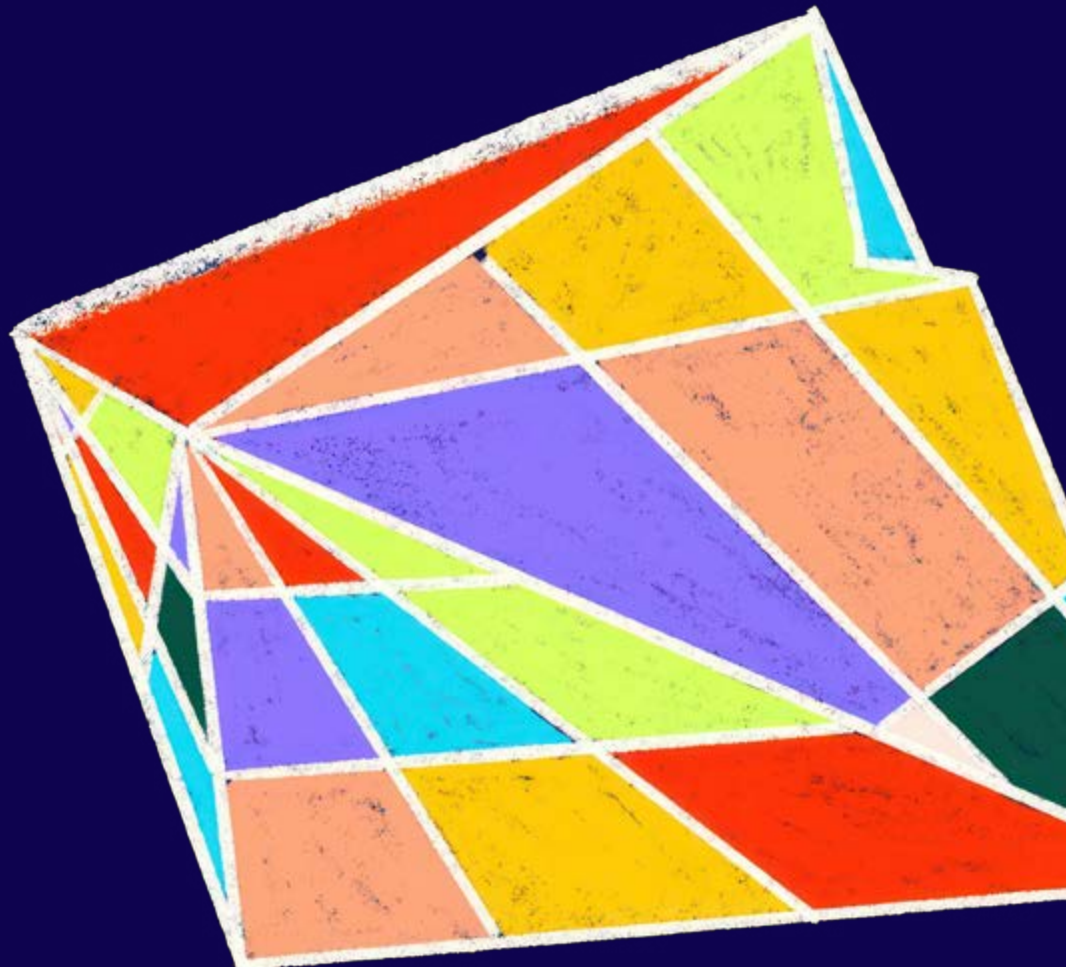
Courageous branding from the inside out

We help nonprofits and foundations find the clarity and confidence they need to claim their place in the world.

Hyperakt's work is twice shortlisted at the 2024 Transform Awards North America for Best Visual Identity by a Charity, NGO or NFP.

*The New York
Community Trust*

**Ford
Foundation**



MEET THE JUDGES



BRIAN YAP
SENIOR CREATIVE DIRECTOR
ADOBE

Brian is currently a senior creative director at Adobe, building campaigns for the design and creative cloud segments. As someone who came to Adobe with a unique story using their products, he found a huge amount of passion for sharing others' experiences and focusing that into creative campaign content. With almost 25 years' experience in creative fields, Brian has had the pleasure of working as a product designer on toys, digital artists and art director in advertising, clothing designer, illustrator and marketing creative director.



THE WINNERS



BEST USE OF A VISUAL PROPERTY

- Gold – LEGO and Interbrand
- Gold – Tupperware and Landor
- Silver – Gatorade and Work & Co
- Bronze – 10 Bryant and Starfish Co.
- Bronze – Microsoft Brand Team and Sterling Brands

BEST BRAND ARCHITECTURE SOLUTION

- Gold – Nidec and GW+Co
- Silver – Fairtrade International and Tenet Partners
- Bronze – AdsWizz and Fazer
- Bronze – Tim Hortons and Taxi Studio

BEST USE OF COPY STYLE OR TONE OF VOICE

- Gold – MN8 and Thackway McCord
- Silver – Microsoft Brand Team and Koto Studio
- Silver – Moody's and Interbrand
- Bronze – Chartis and Brandpie
- Bronze – Hotel Nikko and London : Los Angeles

BEST BRAND EXPERIENCE

- Gold – Northgate González Market and Shook Kelley
- Gold – Puma and SGK
- Silver – Great Wolf Resorts and BRC Imagination Arts
- Silver – PGA TOUR and Work & Co
- Bronze – Brown Forman and Emirates Leisure Retail with Zebra

BEST USE OF TYPOGRAPHY

- Gold – LEGO – LEGO BRICK PRO and Interbrand
- Silver – West Loop Community Organization (WLCO) and Landor
- Bronze – LEGO – LEGO TYPEWELL and Interbrand

BEST PLACE BRAND

- Gold – Town of Telluride and Monigle
- Silver – Meatpacking District and Base Design

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

- Silver – Moody's and DEPT®
- Bronze – CFA Institute Research and Policy Center and RooneyPartners
- Bronze – Goldman Sachs Advisor Solutions and Prophecy

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

- Gold – Moody's and Interbrand
- Silver – EMC Insurance and Tenet Partners
- Silver – High Liner Foods and WMH&I

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

- Gold – West Loop Community Organization (WLCO) and Landor
- Silver – Colgate-Palmolive
- Bronze – Cencora and MetaDesign GmbH
- Bronze – Kellanova and Brunswick Group

BEST LOCALIZATION OF AN INTERNATIONAL BRAND

- Silver – XCMG Construction Machinery Co., Ltd. and LABBRAND
- Bronze – PepsiCo – Pepsi HBU Culture Can

BEST CREATIVE

STRATEGY (BUSINESS)

Gold – PartnerCentric and Fazer

Silver – 10 Bryant and Starfish Co.

Bronze – AdsWizz and Fazer

Bronze – Canon Medical Systems USA, Inc. and Tenet Partners

Bronze – Chartis and Brandpie

BEST CREATIVE

STRATEGY (CONSUMER)

Gold – Colgate-Palmolive

Silver – Tupperware and Landor

Bronze – Orolay and Starfish Co.

BEST CREATIVE

STRATEGY (CORPORATE)

Gold – Moody's and Interbrand

Gold – Onity and Thackway McCord

Silver – Lincoln Property Company and Prophecy

Bronze – Leidos and IMP

BEST BRAND

EVOLUTION (BUSINESS)

Gold – Paysafe

Silver – Cadiz and

Sustena, a Pariveda Company

Silver – Talent Solutions and we-do-co

Bronze – ConvenientMD and BRIGADE

Bronze – Relevate Power and Brandpie

Highly commended – Bayer and HLK

BEST BRAND

EVOLUTION (CONSUMER)

Gold – LEGO and Interbrand

Gold – Tupperware and Landor

Silver – DigiKey and Lippincott

Silver – PepsiCo – Pepsi Global Redesign

Bronze – Colgate-Palmolive

Bronze – Concacaf and WildPigs

Bronze – Vital Essentials and

Skidmore studio

BEST BRAND

EVOLUTION (CORPORATE)

Gold – Bombardier and Lippincott

Silver – Kellanova and Brunswick Group

Silver – Miebach and DeSantis Breindel

Bronze – Cencora and MetaDesign GmbH

Bronze – Moody's and Interbrand

Highly commended – Health Care

Service Corporation and

Design Bridge and Partners

BEST STRATEGIC OR

CREATIVE DEVELOPMENT

OF A NEW BRAND

Gold – BKKB Ventures and

London : Los Angeles

Silver – Aptia and Living Group

Bronze – 10 Bryant and Starfish Co.

Bronze – Flashlyte and Landor

Bronze – MN8 and Thackway McCord

Highly commended – Arcadium Lithium

and Teneo

BEST DEVELOPMENT OF A NEW

BRAND WITHIN AN EXISTING

BRAND PORTFOLIO

Gold – Outshift by Cisco and

WANT Branding

Silver – Michigan State Dept of

Health Sciences with MSU Health Care

and Monigle

BEST NAMING

STRATEGY (NEW NAME)

Gold – Human Rights Campaign (HRC) and Landor

Silver – Nexxen and Starfish Co.

Bronze – &Partners and HLK

Bronze – Aptia and Living Group

Highly commended – MN8 and

Thackway McCord

BEST NAMING

STRATEGY (RENAME)

Silver – Onity and Thackway McCord

Bronze – Lumenalta and Fazer

BEST NAMING

STRATEGY (NAMING SYSTEM)

Gold – Cisco and Northbound

TYPE

**BEST CORPORATE
REBRAND FOLLOWING A
MERGER OR ACQUISITION**

Gold – Nexxen and Starfish Co.
Silver – Ollion and Matchstic
Bronze – AdsWizz and Fazer
Bronze – R1 RCM and DeSantis Breindel
Highly commended – Arq and
WANT Branding

**BEST BRAND DEVELOPMENT
PROJECT TO REFLECT A
CHANGE OF MISSION,
VALUES OR POSITIONING**

Gold – West Loop Community
Organization (WLCO) and Landor
Silver – Kellanova and Brunswick Group
Silver – Simply Good Foods and CBX
Bronze – Gener8 and Sustena,
a Pariveda Company
Bronze – Microsoft Brand Team and
Design Studio

BEST BRAND CONSOLIDATION

Gold – LEGO and Interbrand
Silver – Bayer and HLK
Silver – SmartBear

**BEST REBRAND OF A
DIGITAL PROPERTY**

Gold – West Loop Community
Organization (WLCO) and Landor
Silver – Schulte Roth & Zabel and
Agenda with RubyLaw
Bronze – BNP Paribas Open and
Work & Co
Bronze – Cosette/Vyleesi and Starfish Co.
Highly commended – Reddit and Pentagram

BEST EMPLOYER BRAND

Gold – Microsoft Brand Team
Silver – Udemy and PINK SQUID LTD
Bronze – Border States and Joe Smith

AUDIO

BEST AUDIO BRAND

Gold – Corona (Global) and
Made Music Studio
Silver – IBM and Antfood
Silver – Instacart and Antfood
Bronze – ATB and Sonic Lens
Bronze – Compassion International
and Sixième Son – A unique sound for
a good cause
Bronze – General Mills / Cinnamon Toast
Crunch™ and Made Music Studio

BEST SONIC BRAND EVOLUTION

Gold – TRESemmé and Big Sync Music Ltd
Bronze – ATB and Sonic Lens

WRAPPED

**BEST USE OF
PACKAGING (GLASS)**

Silver – J.P. Wiser's / Pernod Ricard and
JDO Global

**BEST USE OF PACKAGING
(PRINT AND CARD)**

Gold – BKKB Ventures and
London : Los Angeles
Silver – Colgate-Palmolive

**BEST USE OF
PACKAGING (OTHER)**

Gold – Dove VitaminCare+ / Unilever and
JDO Global
Gold – El Jimador and Nominee
Silver – PepsiCo – Doritos Solid Black 2023
Bronze – Cucina Moderna / Mizkan and
JDO Global
Bronze – PepsiCo – Doritos Pride All Year

**BEST USE OF PACKAGING
(LIMITED EDITION)**

Gold – Absolut Mosaik / Pernod Ricard
and JDO Global
Silver – PepsiCo – Lays Dungeons
and Dragons
Bronze – PepsiCo – Pepsi HBU Culture Can
Highly commended – PepsiCo –
Smartfood Valentines Day Influencer Kit

**BEST USE OF
SUSTAINABLE PACKAGING**

Gold – PepsiCo – Frito Lay Super Bowl LVII
Compostable Bags 2023

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP

Gold – West Loop Community Organization (WLCO) and Landor

Silver – American Library Association (ALA) and Landor

Bronze – Ford Foundation and Hyperakt

Bronze – The New York Community Trust and Hyperakt

Bronze – United Nations and Burson

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – Learn Fresh, EcoTour and Nominee

Silver – Beating the Odds and Agenda

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Gold – Cadiz and Sustena, a Pariveda Company

Gold – Relevate Power and Brandpie

Silver – Arcadium Lithium and Teneo

Bronze – LS Power and Prophecy

Bronze – MN8 and Thackway McCord

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR

Gold – High Liner Foods and WMH&I

Silver – Gener8 and Sustena, a Pariveda Company

Bronze – ALCEA and GW+Co

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR

Gold – Rain Bird and Matchstic

Silver – Bayer and HLK

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Sola Payments and Monigle

Gold – Wisdom and A LINE Studio

Silver – Paysafe

Bronze – &Partners and HLK

Bronze – State Street and Lippincott

Highly commended – Onity and Thackway McCord

Highly commended – Tradeweb and Living Group

BEST VISUAL IDENTITY FROM THE FMCG, FOOD AND BEVERAGE SECTOR

Gold – Kellanova and Brunswick Group

Silver – BKKB Ventures and London : Los Angeles

Silver – Canada Dry and CBX

Bronze – El Jimador and Nominee

Bronze – PepsiCo – Starry Visual Identity

BEST VISUAL IDENTITY FROM THE HEALTHCARE, PHARMACEUTICAL AND WELLBEING SECTOR

Gold – Cosette/Vyleesi and Starfish Co.

Silver – ConvenientMD and BRIGADE

Silver – Health Care Service Corporation and Design Bridge and Partners

Bronze – Andrus on Hudson and Joe Smith

Bronze – R1 RCM and DeSantis Breindel

Highly commended – Vitafusion and CBX

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (ADVISORS AND CONSULTANTS)

Gold – Aptia and Living Group

Gold – Tensure and Matchstic

Silver – Talent Solutions and we-do-co

Bronze – Chartis and Brandpie

Bronze – The Kaleidoscope Group and DeSantis Breindel

Highly commended – Verian and Monigle

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (LEGAL AND ACCOUNTANCY)

Gold – Schulte Roth & Zabel and Agenda

Silver – Kelley Drye and Living Group

BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

Gold – Meatpacking District and Base Design

Silver – Lincoln Property Company and Prophecy

Bronze – 10 Bryant and Starfish Co.

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Gold – Town of Telluride and Monigle

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold – LEGO and Interbrand

Silver – Vornado and Starfish Co.

**BEST VISUAL IDENTITY FROM
THE SPORTS, TRAVEL, LEISURE
AND TOURISM SECTOR**

Gold – USRowing and Prophecy

Silver – Hotel Nikko and
London : Los Angeles

Silver – New York Golf Club and Landor

Bronze – Casinos.com and Matchstic

Bronze – Mondee and Interbrand

**BEST VISUAL IDENTITY FROM
THE TECHNOLOGY, MEDIA AND
TELECOMMUNICATIONS SECTOR**

Gold – Nexxen and Starfish Co.

Silver – Leidos and IMP

Bronze – AdsWizz and Fazer

Bronze – Reddit and Pentagram

**BEST VISUAL IDENTITY FROM
THE TRANSPORT AND
LOGISTICS SECTOR**

Gold – Bombardier and Lippincott

Silver – Miebach and DeSantis Breindel

BRAND STRATEGIST OF THE YEAR

Winner

Julie Doughty, *Landor*

Finalists

Christina Frayne, *SGK*

Kayla Risch, *Colgate-Palmolive*

CREATIVE DIRECTOR OF THE YEAR

Winner

Harlie Brindak, *Brunswick Group*

Finalists

Luis Aboyte, *Landor*

Ada Mayer, *Landor*

YOUNG CONTENDER OF THE YEAR

Winner

Ivan Delgado, *Landor*

Finalists

Jalen Barr, *Landor*

Noa Beatty, *SGK*

**BEST OVERALL
VISUAL IDENTITY**

LEGO
and Interbrand

**GRAND
PRIX**

**West Loop Community
Organization (WLCO)**
and Landor



CONTENT



BEST USE OF A VISUAL PROPERTY



GOLD

LEGO AND INTERBRAND

LEGO's signature interconnecting block system is iconic the world over. But its brand language failed to capture this singular uniqueness. To ensure consistency across the brand, and infuse LEGO's digital offer with the same tactile sense of interconnection, Interbrand introduced a new visual property. A digital representation of the blocks has been introduced, with a representation of the trademarked 'clutch' that happens when blocks are clicked together included.

This allows for an integration between the digital and physical fields of play and unifies LEGO's brand world behind a single moment. Judges thought this distillation of the LEGO brand was an elegant solution to an intricate challenge. One said, "What an extremely complex challenge to take on. I can only imagine the rabbit hole they had to go down to create such a beautiful and effective design system."



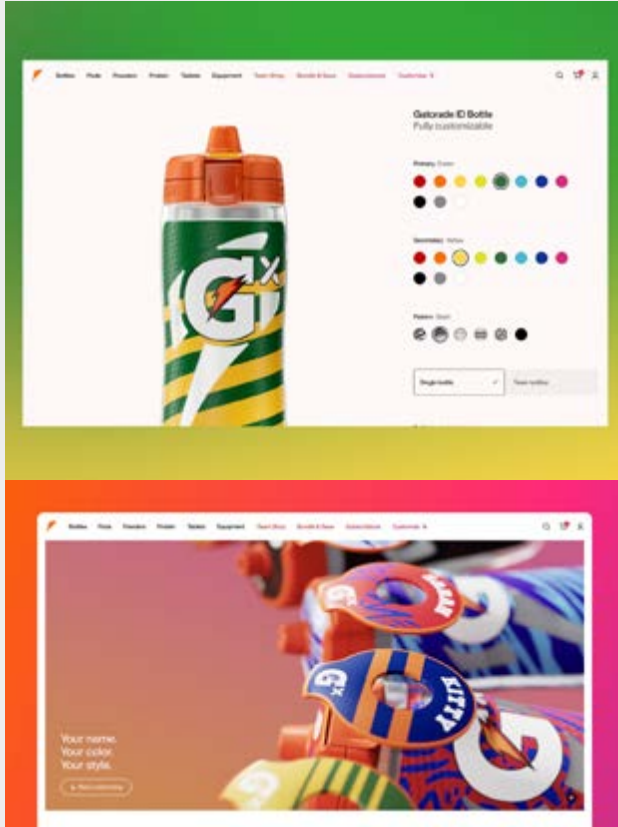
GOLD

TUPPERWARE AND LANDOR

Tupperware's global pervasiveness has rendered it into a proprietary eponym, meaning it failed to achieve the brand standout it rightly deserved. Landor tapped into the brand's rich history to unlock a simple, instantly recognizable image that could see Tupperware reclaim its dominance of the category. Every household has had, at some point, the bowl Tupperware with the square lid with rounded corners. Landor turned used that ridged lid as the basis for its design system.

The lovingly simple visual achieves brilliance when it becomes a lid on the Tupperware 'T', giving the brand an easily recognizable digital icon. Judges said this was a "stunning identity and activation that captures the brand essence." They loved the design system that was built out of it and praised the modernization of the classic brand.

BEST USE OF A VISUAL PROPERTY



SILVER

GATORADE AND WORK & CO

To ensure the launch of Gatorade's first e-commerce website was a success, Work & Co developed a product entirely in keeping with the Gatorade brand and one tapping into the trend for cool water bottles. It developed a personalization tool for Gatorade's classic water bottle, which sold out twice following launch. Judges praised the "amazing UX and design integration, creativity and design" that went into the site development.

OF LIKE MINDS



BRONZE

10 BRYANT AND STARFISH CO.

With a waning commercial real estate market in New York after the pandemic, 10 Bryant needed to appeal to real estate brokers with a unique proposition. It worked with Starfish Co. to develop a private members club inspired brand that speaks to luxury, exclusivity and business success. Judges liked the way the brand defied the shift toward stark modernity and blended nostalgia and contemporary visual cues to create something unique.

BEST USE OF A VISUAL PROPERTY



BRONZE

MICROSOFT BRAND TEAM AND STERLING BRANDS

Microsoft Brand Team wanted to celebrate Pride in a way that felt authentic and supportive of its communities. The Pride flag developed by Sterling Brands comprised of the design elements of 74 different Pride flags. The stunning array of colors and shapes allowed it to create ownable brand assets and contribute to the wider conversation around global Pride. Judges thought the massive, brilliant Pride flag was “bright, fun and inclusive.”

BEST
BRAND ARCHITECTURE SOLUTION



GOLD

NIDEC AND GW+CO

Japanese manufacturer Nidec wanted to create a more unified approach for one of its five business units and its 21 sub-brands. Because it had grown through acquisition, the portfolio was messy, disjointed and lacked cohesion. GW+Co focused on unifying the business behind the Nidec flag. It simplified the 21 sub-brands into a family of seven brands under the Nidec umbrella.

The project was so successful, Nidec's chairman rolled out the brand architecture across the entire portfolio of over 340 brands. "I really appreciate the courage it took to go simple," said one judge, adding that the solution is seemingly obvious, but that reaching that point was deceptively challenging. "Achieving the obvious is actually beautiful. It creates descriptive clarity and is a massive improvement from where the brand was."

BEST BRAND ARCHITECTURE SOLUTION



SILVER

FAIRTRADE INTERNATIONAL AND TENET PARTNERS

Despite Fairtrade International's well-known brand and positioning, its certifications were confusing and often bespoke to specific circumstances. Tenet Partners reshaped the portfolio to delineate between company-based marks and product-based certifications. The result is easier for consumers to understand and aesthetically cohesive. "It builds more equity into the Fairtrade brand," said one judge. "A great evolution!"



BRONZE

ADSWIZZ AND FAZER

Fazer worked with AdsWizz to ensure the latter's acquisition by SiriusXM would be a seamless transition both visually and strategically. Dual straplines of both SiriusXM and AdsWizz, signpost things well for users while the joint positioning around excellent audio allows for distinctiveness across the brands and unity of focus. Judges thought the way the AdsWizz brand was built into the SiriusXM architecture was successful and effective.

BEST
BRAND ARCHITECTURE SOLUTION

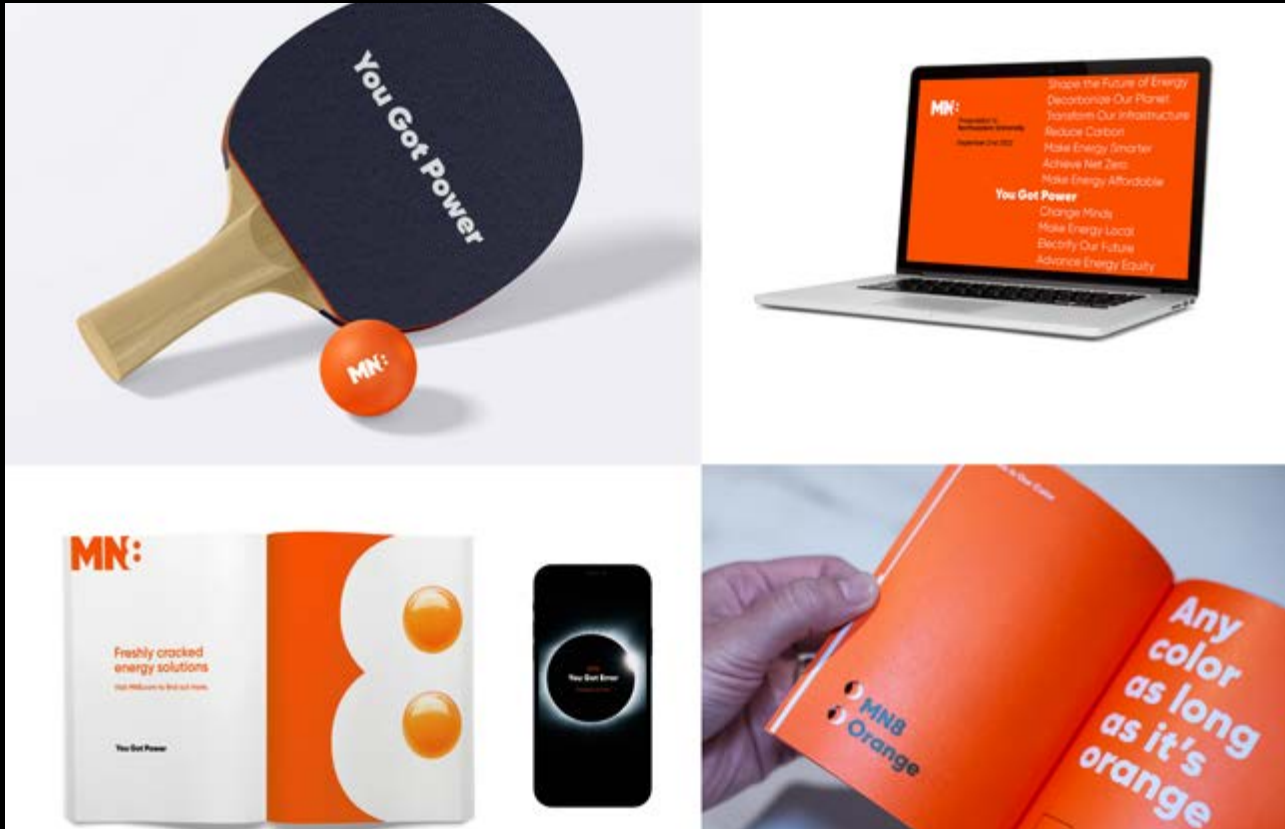


BRONZE

TIM HORTONS AND TAXI STUDIO

Tim Hortons worked with Taxi Studio on a full-scale brand refresh, tapping into the best-loved elements of the brand to infuse it with joy, donuts and Canadian icons. The result is fresh, fun and flavorful. The new solution is now able to accommodate sub-brands with their own identities while still sitting comfortably under the Tim Hortons brand umbrella.

BEST USE OF COPY STYLE OR TONE OF VOICE



GOLD

MN8 AND THACKWAY MCCORD

MN8 was spun out of Goldman Sachs to develop a massive infrastructure for sustainable energy solutions. But it found that similar companies all sounded the same. The focus was on the benefits of sustainability, the imminence of climate change and doing good for the Earth. MN8 worked with Thackway McCord to take a different tack. It put the impetus in the hands of the consumer with its 'You got power' strapline. The tone of voice is big, bold and unapologetic.

Coupled with a punchy orange brand color and assertive brand guidelines, the tone of voice helps MN8 set out a fresh path for sustainable energy branding. One judge called it "audacious, fun and engaging. It's refreshing!" Another said, "This does a nice job of breaking out of the clutter and sea of sameness. It makes me want to read and learn more."

BEST USE OF COPY STYLE OR TONE OF VOICE



SILVER

MICROSOFT BRAND TEAM AND KOTO STUDIO

Microsoft Brand Team wanted to change the script around climate change. Instead of fear and anxiety, it wanted to inspire action. By focusing on questions and curiosity, with the help of Koto Studio, they built a tone of voice that inspires people to consider their actions and think about how they can make a difference. Judges praised this approach, with one adding, “a great use of provocative questions to trigger curiosity and a deeper dive into the topic by making it approachable.”



SILVER

MOODY'S AND INTERBRAND

Moody's worked with Interbrand to reaffirm its positioning as the go-to firm for risk intelligence and analysis. Its commitment to unlocking meaning comes through in its tone of voice, which is credible, clear and responds to a perceived need. Judges thought the strategic foundations for this work were excellent and well-suited to Moody's needs. They called it “very rational and very linear” and “smart work with a polished structure.”

BEST USE OF COPY STYLE OR TONE OF VOICE



BRONZE

CHARTIS AND BRANDPIE

Healthcare advisory service Chartis wanted to cut through the pessimism and disbelief pervading the American health system. It worked with Brandpie to encourage people to 'believe in better.' The new tone of voice harnesses the "singular idea and rallying cry of belief" to great effect, according to one judge. Others praised the emotive foundation for the brand and inspiring copy style.



BRONZE

HOTEL NIKKO AND LONDON : LOS ANGELES

San Francisco's Hotel Nikko wanted to infuse its brand with the Japanese concept of 'omotenashi,' or guest-focused hospitality. London : Los Angeles achieved this through a warm, personable tone of voice that puts the guest at the heart of every brand touchpoint. Along with rich, loving imagery, the brand's "personality was well-delivered both verbally and aesthetically," according to one judge.

BEST BRAND EXPERIENCE



GOLD

NORTHGATE GONZÁLEZ MARKET AND SHOOK KELLEY

Northgate González Market had evolved into more mainstream-style supermarkets, losing their signature selling point and Latin flair. To recapture the feeling of a traditional Mexican street market, Shook Kelley redesigned the store experience. It interspersed shopping 'alleyways' with in-store concessions and food stalls. Signage was differentiated to ensure variety and instill the sense of shopping in an open-air mercado.

The new store design has been a hit with existing audiences and new customers alike. The updated store is now the highest-performing location in González Markets' 44-location portfolio. "This is a consumer experience that was made with a unique target in mind," said one judge. "This was a job well done. It was immersive, multi-sensorial and engaging. Quite authentic and creative."



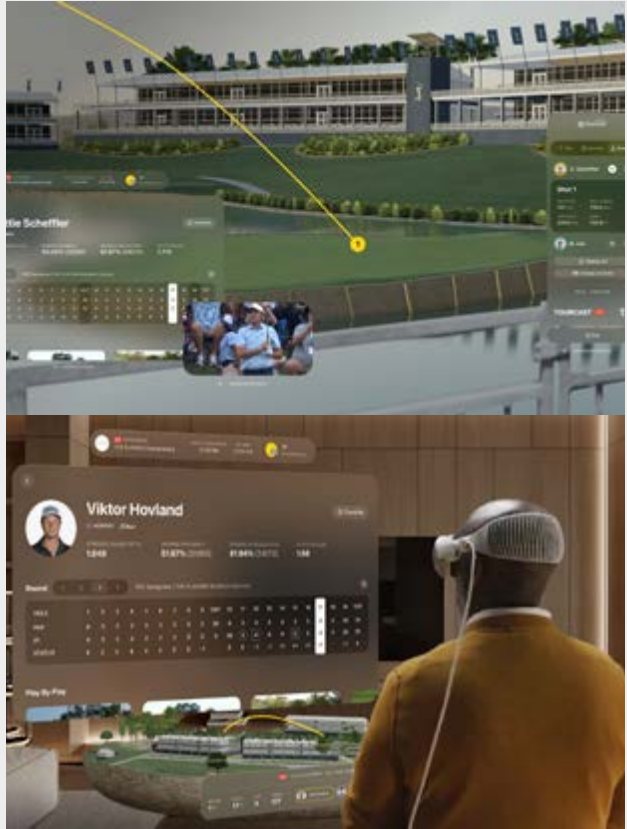
GOLD

PUMA AND SGK

Sneaker culture has required companies to make a bigger splash in popular culture. Puma teamed up with SGK to bring to life the Puma Hoops x Cheetos Scoot Zeros experience. This larger-than-life installation provided fans a mashup for the ages. Not only did giant, vividly orange Cheetos provide an immersive setting for fans, but Puma's limited-edition Hoops sneakers brought flaming hot style to the streets of Indianapolis.

The project brought together collaboration between Puma, Cheetos, NBA star Scoot Henderson, Footlocker and Porsche to create an unforgettable slam dunk of an experience. Judges loved the culturally relevant experience design and fun execution. "The visuals are really cool and unique with high impact," praised one judge.

BEST BRAND EXPERIENCE



SILVER

GREAT WOLF RESORTS AND BRC IMAGINATION ARTS

BRC Imagination Arts turned its deft hand to Great Wolf Lodge's hotel lobby experience. It created the Legend of Luna, an immersive experience designed to bring guests into the brand in an engaging, story-driven way. The lovable character and stunning art has given Great Wolf Lodge a new way to inspire awe in its guests. Judges called this "best-in-class strategy," and "a true consumer experience activation."

SILVER

PGA TOUR AND WORK & CO

The PGA TOUR worked with Work & Co to introduce a VR experience designed to enable fans to follow the tour in a completely immersive way. This entirely new view of golf required intensive modelling and design considerations to ensure accuracy. Judges thought this was an innovative approach to VR experience design, with one saying it "transforms how fans experience golf and brings value to the game."

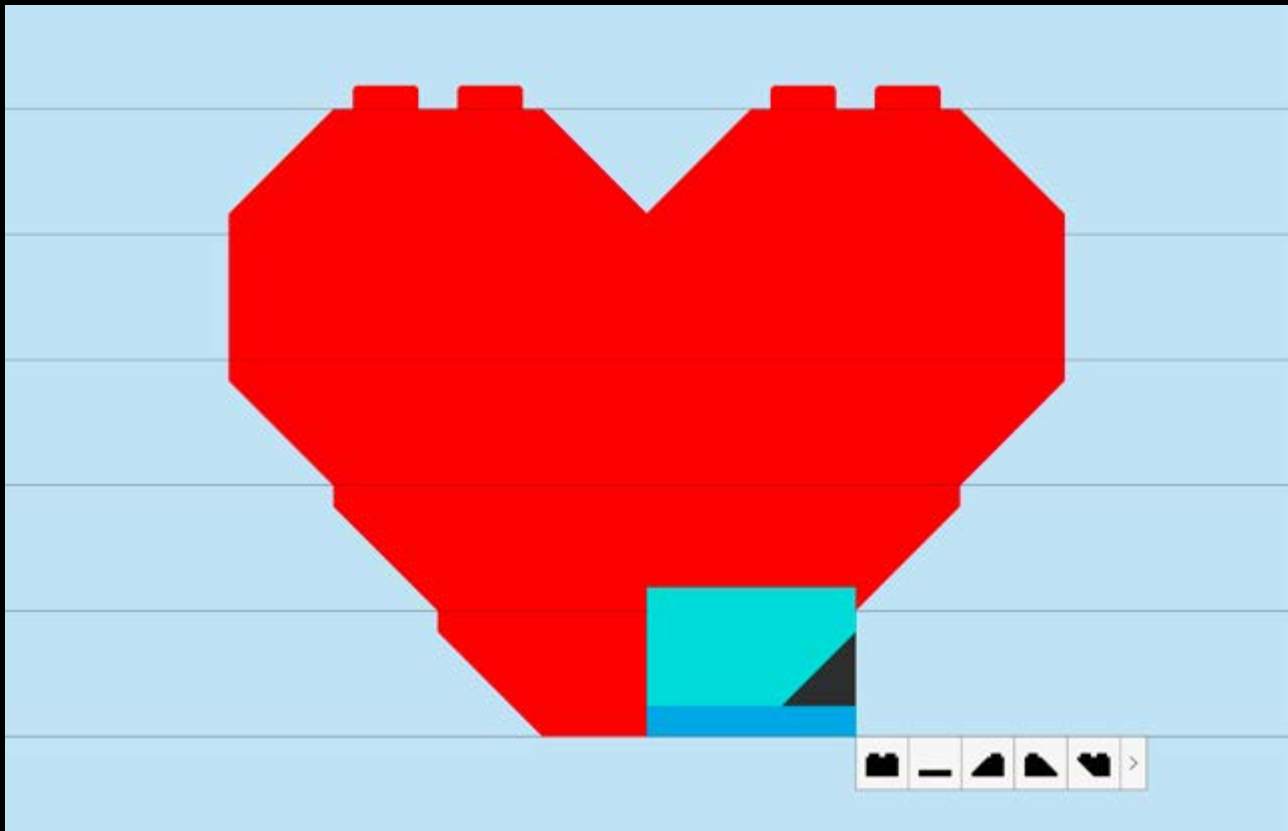
BEST
BRAND EXPERIENCE



BRONZE

**BROWN FORMAN AND
EMIRATES LEISURE RETAIL
WITH ZEBRA**

Jack Daniel's only permanent restaurant experience brings the brand to life for the crowds at Dubai International Airport. Zebra turned Emirates Leisure Retail and Brown Forman's restaurant from a little more than a JD badge into a sensorial brand world worthy of the whiskey's iconic status. Judges loved the lush interiors, craftsmanship and "elegant expression of the brand."



GOLD

LEGO – LEGO BRICK PRO AND INTERBRAND

LEGO's brand cohesion had, until now, come from its products' unique interlocking, universal bricks. To create a visual identity that would flex across all LEGO's touchpoints and provide consistency across its sprawling brand, Interbrand tapped into this so-called 'system-in-play' to inspire its graphic language.

Interbrand took LEGO's signature elements of play, physics and tactility and transformed them into a digital brand through the introduction of the LEGO BRICK PRO 'typeface.' This system of 130 glyphs is comprised of different LEGO bricks that can then be transformed into anything a user can imagine. "Taking the idea of LEGO and literally building on it in a digital space is a strong idea and has opened up a new world of consumer products, brand rollout and expression."

BEST USE OF
TYPOGRAPHY



SILVER

**WEST LOOP COMMUNITY
ORGANIZATION (WLCO)
AND LANDOR**

Chicago's West Loop Community Organization (WLCO) worked with Landor to put a new face on community development and support locals, small businesses and community spaces. The typeface design is inspired by Chicago's Art Deco signage, bygone business placards and the neighborhood's personality. Judges loved the way old city signage forms the basis for the new type, with one praising the "human feel" of the end result.



BRONZE

**LEGO – LEGO TYPEWELL
AND INTERBRAND**

LEGO's bricks themselves form the basis of everything from the new typeface design to product posters and on-pack graphics. The new typeface, LEGO TYPEWELL, is crafted from LEGO bricks, which creates a wholly ownable, product-inspired and on-brand font for use across LEGO's global brand world. Judges loved that Interbrand created a unified approach to LEGO's typography across its entire portfolio.

BEST PLACE BRAND



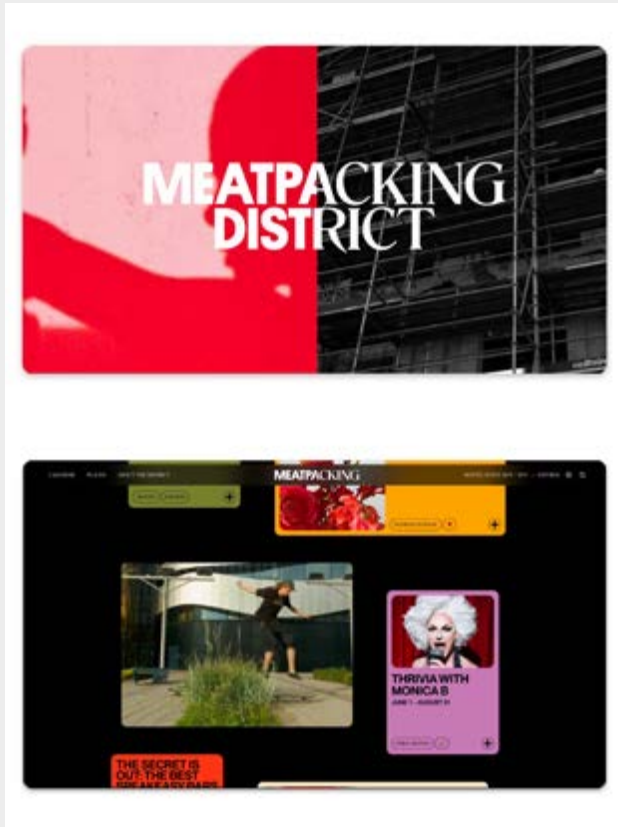
GOLD

TOWN OF TELLURIDE AND MONIGLE

The Town of Telluride in Colorado was just one mountain resort among many in the Rockies. It needed to stand out and tell a stronger, definitive story of what it has to offer visitors and what its town culture is like. It worked with Monigle to create a new visual identity that brings the town's location – at the bottom of a box canyon in the mountains – to life through a craftily designed 'T' logo.

The 'Live like a local' strapline and cohesive graphic language are inspiring, warm and welcoming without falling into mountain town cliché. The brand has been rolled out across all town departments, ensuring a consistent brand experience for locals and visitors. This has breathed new life into the historic location.

BEST
PLACE BRAND

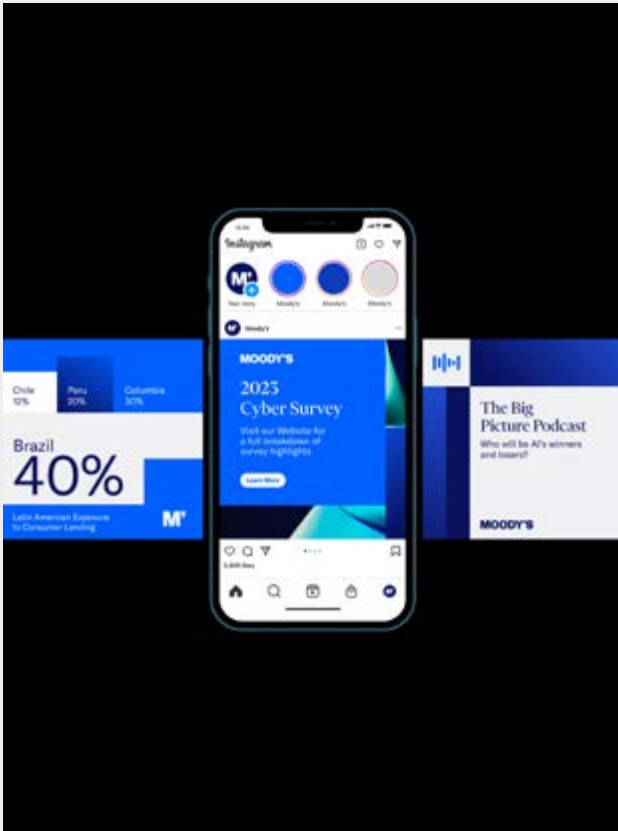


SILVER

**MEATPACKING DISTRICT AND
BASE DESIGN**

To support the Meatpacking District's new life as a thriving community and tourist hub, Base Design updated its website to ensure cultural relevance, clarity of communications and elevated design. The result allows the community more flexibility across its communications and ensures the spirit of the neighborhood is brought to life in its branding.

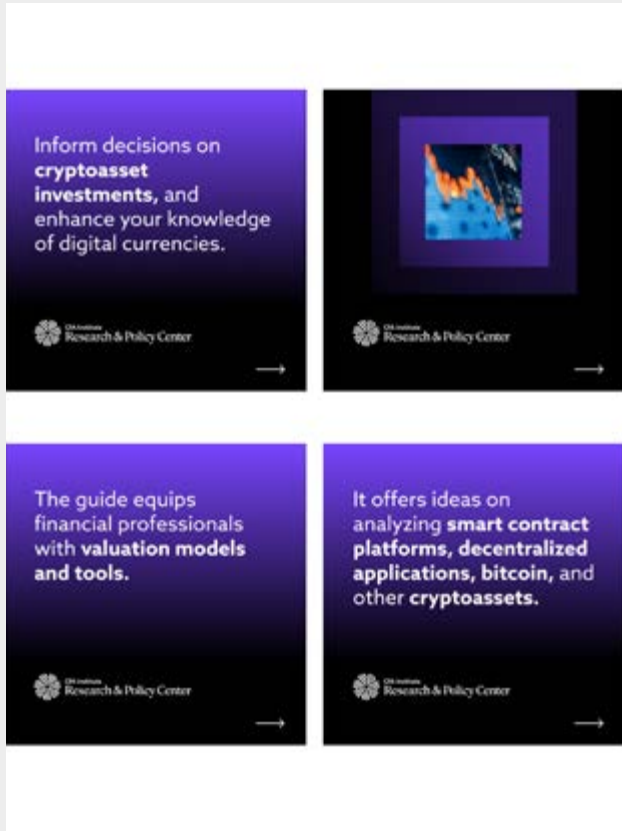
BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



SILVER

MOODY'S AND DEPT®

Moody's rebranded to ensure it was perceived as the leader in risk insights. It worked with DEPT® to translate this into a brand expression suitable for social media. The result is simple, eye-catching and full of movement. The use of templates makes it easy for global teams to deploy the brand, ensuring consistency across the company's social media channels.



BRONZE

CFA INSTITUTE RESEARCH AND POLICY CENTER AND ROONEYPARTNERS

The professional association for the investment industry, the CFA Institute, worked with RooneyPartners to build a strong, authoritative platform for its Research and Policy Center. The social media campaign highlighted the educational and professional value the center has to offer the CFA Institute's audience.

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



BRONZE

GOLDMAN SACHS ADVISOR SOLUTIONS AND PROPHECY

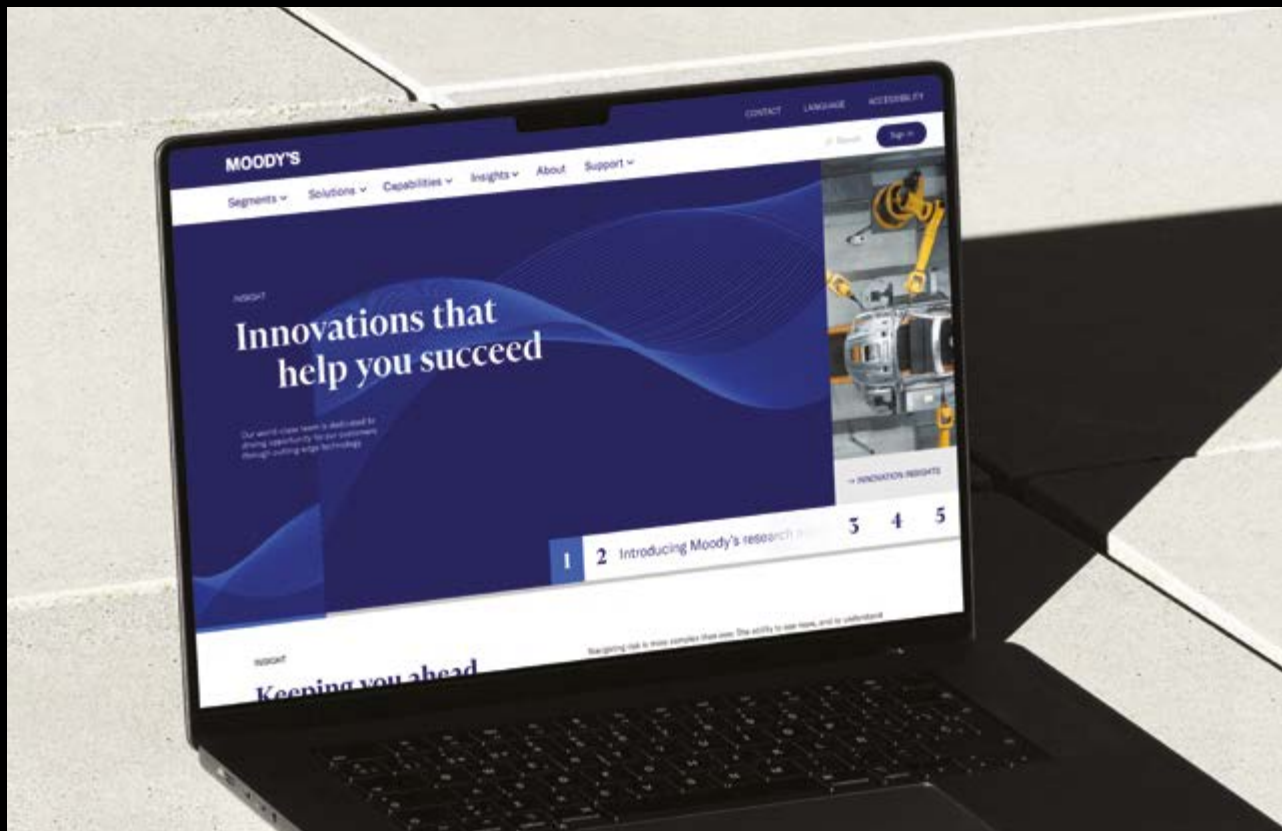
Goldman Sachs Advisor Solutions wanted to attract independent financial advisors looking to make a move to grow their firms, but who needed institutional support. Prophecy infused the social media brand with momentum and clear storytelling, positioning the organization as the authoritative, go-to partner for future-minded financial advisors.



PROCESS



BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



GOLD

MOODY'S AND INTERBRAND

Moody's commitment to its clients starts from within. To ensure its rebrand was going to resonate across the industry, Interbrand built an internal communications strategy that brought employees on the journey with the brand. Employee research helped shape the brand strategy and then every employee-facing brand touching – from email signatures to business cards – was included in the company-wide communications ahead of the rollout of the new brand. Training sessions, do and don't tips, and brand guides supported employees in shifting to the new brand.

A global brand launch event was hosted by Moody's CEO and featured Microsoft's CEO and chairman as well, an event that impressed judges. "This was a smart internal rollout with enough energy and 'big bang' to get everyone on board," said one judge.

BEST INTERNAL COMMUNICATIONS
DURING A BRAND DEVELOPMENT PROJECT



SILVER

**EMC INSURANCE AND
TENET PARTNERS**

EMC Insurance's long-term commitment to keeping insurance human meant that its people were core to its rebrand's success. Tenet Partners developed a brand ambassador program to empower employees across the business to champion the new brand and support its rollout. The company's setup – in which local agents are key to business success – required careful communications, which judges thought were handled deftly and successfully.



SILVER

HIGH LINER FOODS AND WMH&I

Seafood company High Liner Foods needed to modernize its brand while also infusing its messaging with its commitment to the future sustainability of the world's oceans. WMH&I ensured that the new brand was not just a visual update, but also sparked a change in the way employees thought about the business and its purpose. The strapline, 'the way we see food,' perfectly exemplified the way the company is changing its tone of voice internally and presenting its mission to customers externally.

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



GOLD

WEST LOOP COMMUNITY ORGANIZATION (WLCO) AND LANDOR

Branding a community development organization can be tricky. Residents and business-owners are key – often vocal – stakeholders with emotive ties to the location. And the previous brand for Chicago's West Loop Community Organization (WLCO) was failing to capture the hearts of locals. Landor created an ownable, inspiring and colorful solution that brought a sense of joy to the community.

Its flexibility allowed for a joyous brand implementation. Doodles overlay chunky, sans serif type that is rendered in bright, appealing colors. The brand is able to flex from restaurant signage to billboards to websites with ease, allowing the entire community to adopt it and embrace it. One judge said, "I love how they were able to bring people along and make them part of the efforts. The brand looks fresh, modern and inviting. It does represent the area and the people behind it."

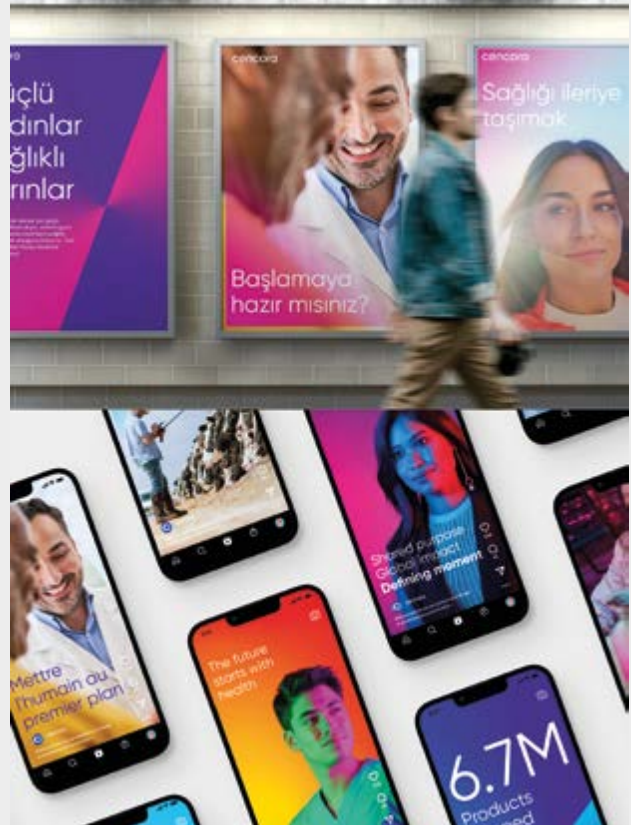
BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



SILVER

COLGATE-PALMOLIVE

Colgate-Palmolive's Optic White brand was unified behind the concept of 'science made beauty.' The way the company transformed that concept into physical products was electric. Lipstick red provides a rich backdrop for a blaze of white across the product range's packaging. "I think Colgate-Palmolive did fantastic work to create a unifying approach to ensure the proper packaging and communication with consumers," said one judge.



BRONZE

CENCORA AND METADESIGN GMBH

Healthcare brand Cencora worked with MetaDesign GmbH to make a splash with its new brand. Neon colors contrast with portrait photography, providing a sense of consistency as the company underwent a change in name. Judges thought this 'pathfinder' spirit was full of "confidence, inspiration and energy," with one judge saying, "It feels alive and robust."

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



BRONZE

KELLANOVA AND BRUNSWICK GROUP

Kellogg Company's non-cereal breakfast foods spin-off brand Kellanova needed to create a name for itself while also retaining clear links to its heritage for the sake of consumer understanding. Brunswick Group handled this immense challenge with ease, retaining the Kellogg 'K' and using the shapes and colors of the individual product brands to bring the new company to life. Judges were impressed with the execution of this project, particularly when considering the complexity of the company and global scale of the work.

BEST
LOCALIZATION OF AN INTERNATIONAL BRAND



SILVER

**XCMG CONSTRUCTION
MACHINERY CO., LTD.
AND LABBRAND**

Chinese construction company XCMG Construction Machinery Co., Ltd. worked with Labbrand to support its entry into the North American market. Labbrand tapped into the brand's culture and commitment to quality to introduce the new strapline, 'Solid to succeed,' which helped XCMG Construction Machinery Co., Ltd. tell its story to a new audience. An updated consumer manual and corporate communications have helped the company inspire American clients.



BRONZE

PEPSICO – PEPSI HBU CULTURE CAN

PepsiCo introduced a series of limited edition can designs, Pepsi HBU Culture Can to celebrate Hispanic culture and music across the US. Different designs highlighted the music styles popular in places like Los Angeles and Texas, with scenes bringing to life dance, musicians and food across each can to inspire consumers.



STRATEGY





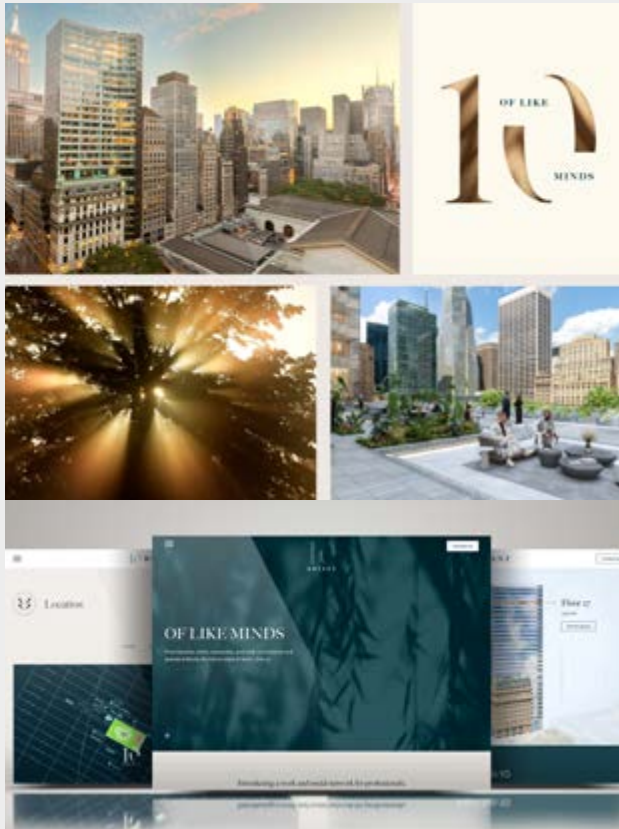
GOLD

PARTNERCENTRIC AND FAZER

PartnerCentric wanted to go beyond simply supporting its clients. It wanted to provide a clear, transparent voice in the murky affiliate marketing space. It worked with Fazer to bring its 'clarity in action' ethos to life through its branding. Fazer developed a visual identity that is stripped back of unnecessary communications and visual clutter, delivering just the key messages and key brand cues.

The new brand not only positions PartnerCentric as the leader in the affiliate marketing space, it helps demystify the market for businesses, making PartnerCentric a voice for credible, authentic and transparent partnership. Judges thought it was smart to establish the brand in the concept of clarity. One judge said, "I appreciate the simplicity. It's clear, compelling and well-executed."

BEST CREATIVE STRATEGY (BUSINESS)



SILVER

10 BRYANT AND STARFISH CO.

Starfish Co. developed a brand system that would set 10 Bryant apart from competitors in midtown Manhattan and make it a serious contender in the B2B real estate space. The brand is classic instead of aggressively modern, but contemporary instead of fusty. It's a delicate balance that has allowed the site to change the narrative around office space procurement and create an aspirational tenant club model for businesses within the heart of New York.

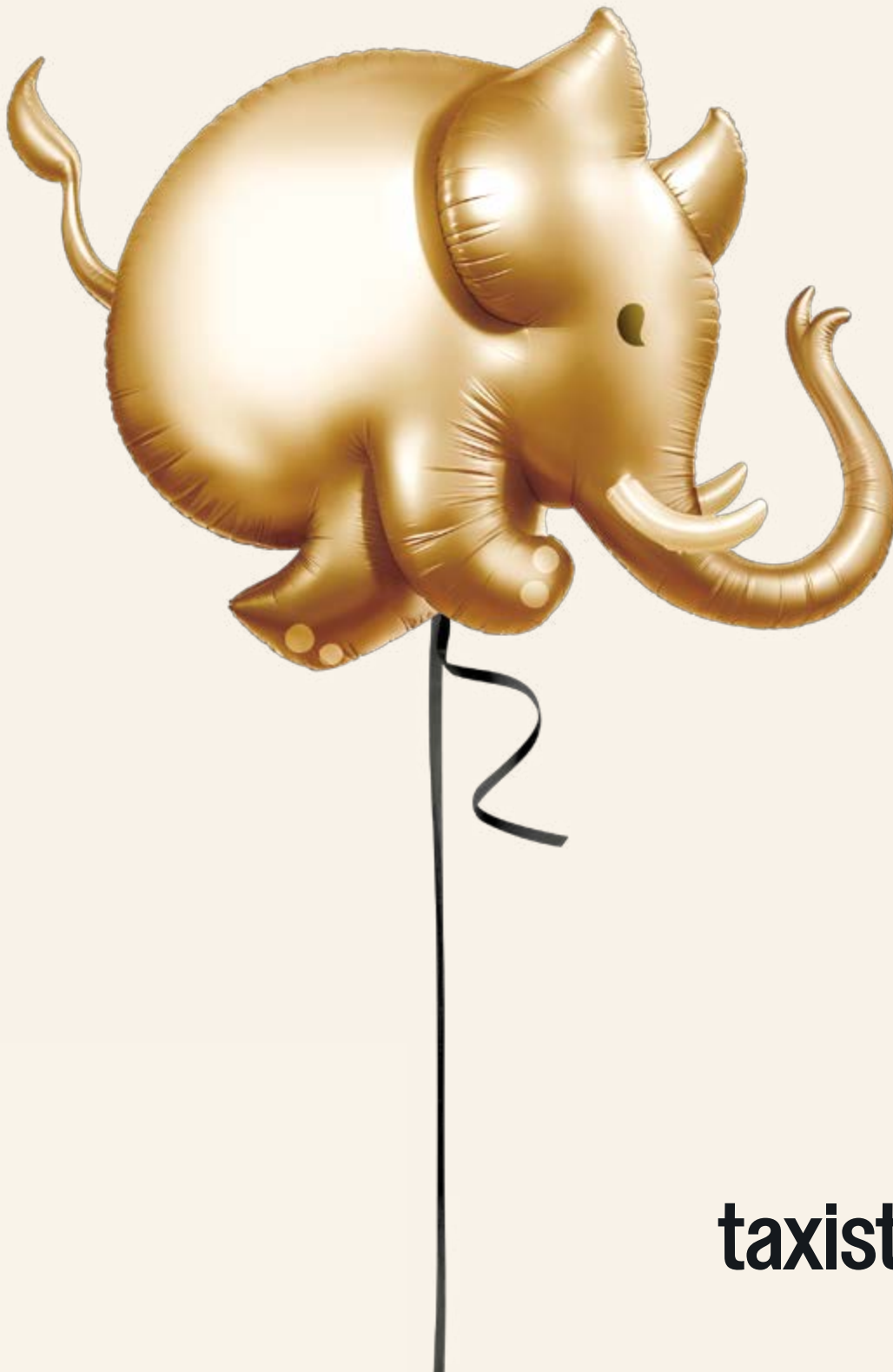


BRONZE

ADSWIZZ AND FAZER

After AdsWizz was acquired by SiriusXM it needed to fit into the masterbrand portfolio while still communicating its authoritative positioning in audio ad technology. Fazer created a visual system grounded in sound. This helped unify the two businesses and more clearly communicate AdsWizz's point of differentiation. One judge said it "effectively turns up the volume, not too loudly."

Wishing you all an unforgettable evening.



taxistudio

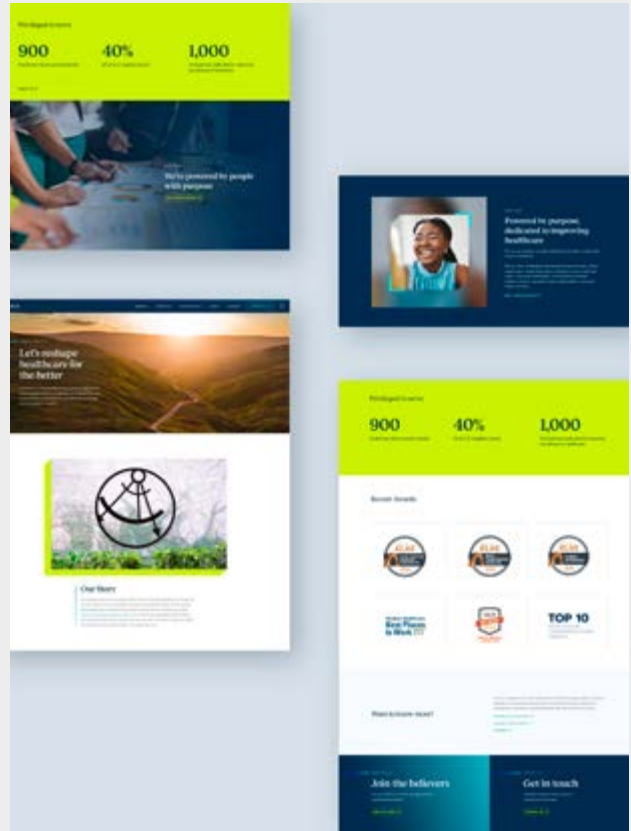
BEST
CREATIVE STRATEGY (BUSINESS)



BRONZE

CANON MEDICAL SYSTEMS USA, INC. AND TENET PARTNERS

Canon Medical Systems USA, Inc. had to compete with well-established competitors and differentiate itself from Canon's consumer brand to make a stronger splash in the medical machines market. Tenet Partners achieved this by simplifying the visual identity, enriching the color palette and introducing warmer photography. Judges thought the strapline, 'Made for life,' was a particularly effective brand touchpoint.

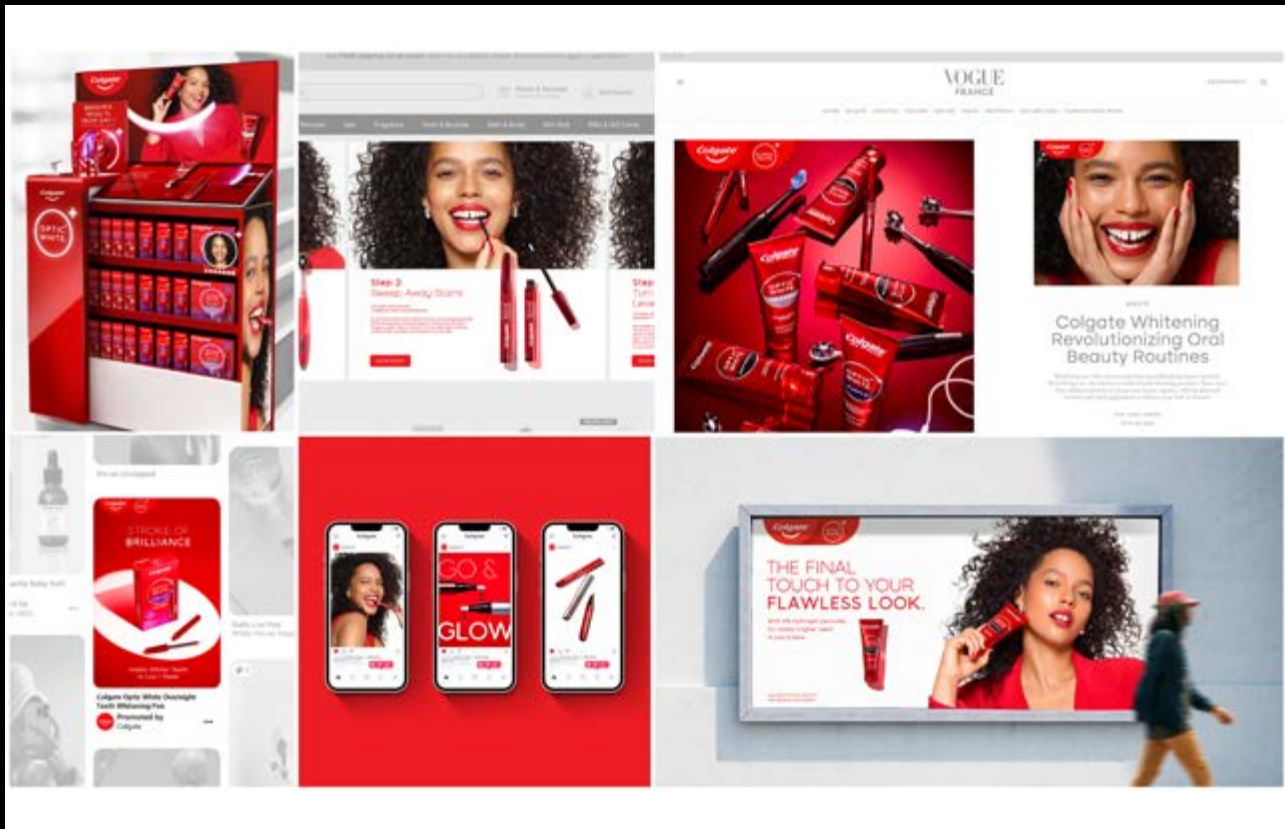


BRONZE

CHARTIS AND BRANDPIE

Healthcare advisory services company Chartis wanted to inspire optimism in American healthcare. It worked with Brandpie on a brand filled with the power of belief. This clear message allowed the brand to craft stronger communications and make clearer statements about its purpose, resulting in a massive uptick in digital engagement and social media impressions.

BEST CREATIVE STRATEGY (CONSUMER)



GOLD

COLGATE-PALMOLIVE

Colgate-Palmolive's teeth whitening product portfolio had become sprawling and disconnected. It needed a system that could unify its global efforts and provide consistency and clarity for consumers. Colgate-Palmolive alit on a brand strategy that would encompass its corporate positioning as well as its products' points of difference: 'science-backed beauty.' This, alongside a lipstick red bottle and bright, charismatic copy created an instantly recognizable, clear brand system.

Used across the entire whitening product range, the new creative system is clearly Colgate-Palmolive, but has a new standout swagger to it. One judge said, "This was a big task to unify the brand portfolio, especially with presence in so many different markets. The new approach makes it easier to communicate the product attributes, as well as the brand building efforts. There was a clear challenge and a clear strategy."

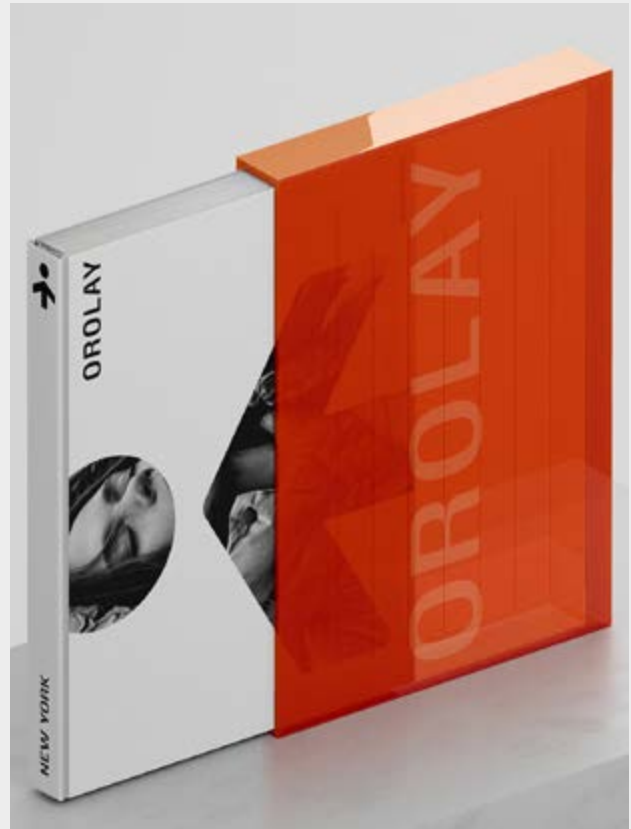
BEST
CREATIVE STRATEGY (CONSUMER)



SILVER

TUPPERWARE AND LANDOR

Tupperware has reinvented its brand to reclaim dominance of the category it invented. Landor harnessed the visual power of Tupperware's iconic design language to create something ownable, distinctive and expressly up to the challenge. Judges thought the way the brand was designed to speak to existing – often older – consumers and younger, new audiences was expertly handled.



BRONZE

OROLAY AND STARFISH CO.

Orolay had the interesting challenge of having to turn a well-known signature product into a desirable brand world. It worked with Starfish Co. on building a creative strategy based in the concept of 'made to roam.' The brand was designed to gain trust and credibility and stand out against more familiar competitors. Judges were impressed with how deftly the challenge was met.

BEST
CREATIVE STRATEGY (CORPORATE)



GOLD

MOODY'S AND INTERBRAND

Moody's rapidly expanding portfolio put stress on its masterbrand, particularly because employees identified most strongly with their individual business units. It needed to build more cohesion within the company and establish a stronger masterbrand to speak with more authority in the market. Interbrand focused on Moody's ability to understand and analyze risk and provide vital intelligence on the basis of that analysis.

The full-scale transformation infused every corner of the brand with clear, bold and perceptive characteristics. Stronger social media graphics make a bigger splash with client audiences while the focus on intelligence acts as a unifier for internal divisions. Judges called this an excellent project that "uncovers meaning amidst uncertainty," and is "thoughtful and audience-centric."



GOLD

ONITY AND THACKWAY MCCORD

Non-bank mortgage lender Onity needed to shift away from its old name, shedding outdated perceptions of its brand in the process. It worked with Thackway McCord to put customers first inside the company and through its external branding. The phrase 'on it' became the basis for the new name, Onity, inspiring confidence, momentum and action.

The new logo has a clever use of negative space. Between the 'T' and the 'Y' lies a hidden house shape. This visually connects the name to the brand's purpose of supporting homeowners and new buyers. "I love the marriage of design and illustration style," said one judge of the illustration style that beautifully renders people in illustrated form to put a more personal face on what is otherwise quite a simple brand.

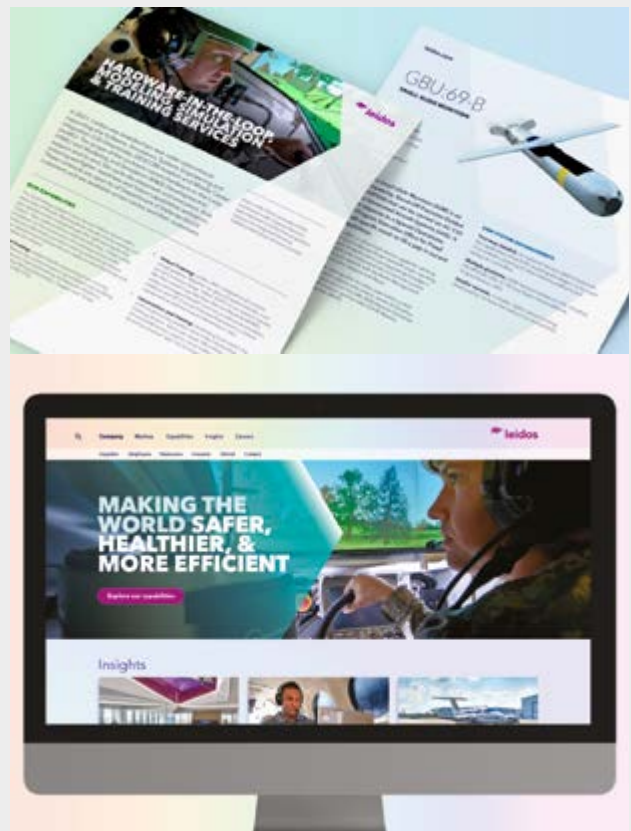
BEST
CREATIVE STRATEGY (CORPORATE)



SILVER

LINCOLN PROPERTY COMPANY
AND PROPHECY

Lincoln Property Company needed to modernize and unify their branding to reflect a new era of transformational growth. Prophecy ensured the brand was aligned and cohesive from the inside, out. This laser-focus on unity and consistency allowed the internal audience to align and the brand to present a more confident face to its target audiences. "The branding feels meaningful and has depth to it," said one judge.



BRONZE

LEIDOS AND IMP

Leidos' impressive growth wasn't helped by a brand that was easily overshadowed by its public-sector partners. It worked with IMP to create a more confident, consumer-friendly brand. IMP based the brand on the 'mechanics of wonder' that make a kaleidoscope – the origin of the Leidos brand name – so incredible. Judges thought this strategy was a great fit for the company and resulted in beautiful, ownable patterns and brand assets.

BEST
BRAND EVOLUTION (BUSINESS)



GOLD

PAYSAFE

Paysafe's expansion and global category leadership meant it needed a brand that could more easily communicate with its wide breadth of audiences. It leaned into its ability to turn payments into experiences when developing its new brand. Instead of focusing on what Paysafe technically does, the brand strategy embraces what Paysafe facilitates. This subtle difference allows the brand to escape the narrow confines of the financial services category and delve into a more lifestyle branding style.

The visual identity uses quality photography and a modern visual language to create a simple, impactful brand expression. Judges thought this was a "bold and unique approach for a modern solution that will resonate with younger consumers."

BEST
BRAND EVOLUTION (BUSINESS)



SILVER

**CADIZ AND SUSTENA,
A PARIVEDA COMPANY**

Cadiz wanted to shed outdated perceptions of being simply a 'water project.' It worked with Sustena, a Pariveda Company to focus its brand on its unique selling point in terms of how it sources and delivers water to some of the most water-reliant places in the United States. Judges called this "excellent strategic work to turn a water supplier into a water innovator with a nice refresh of the visual identity."

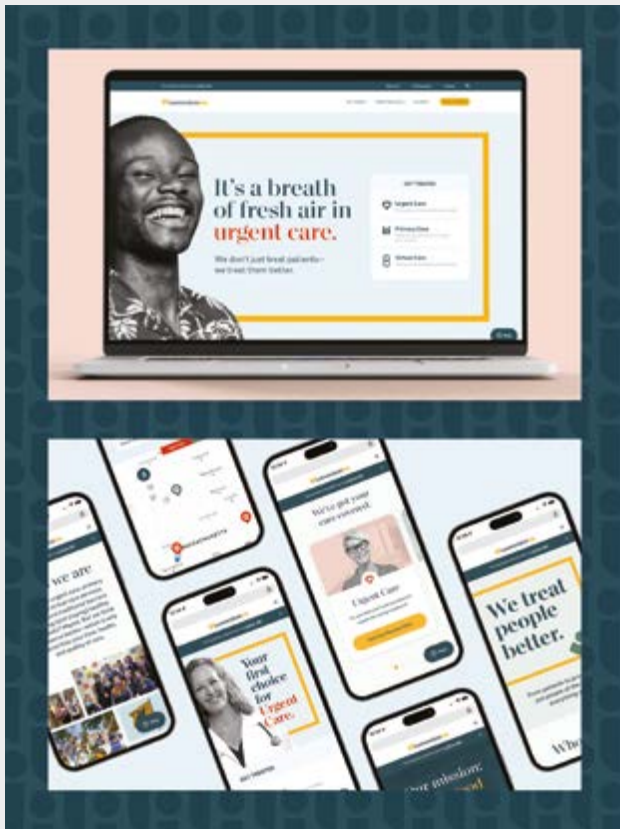


SILVER

**TALENT SOLUTIONS AND
WE-DO-CO**

Talent Solutions' brand was generic and failed to tell the story of how it matches the best candidate with the right company. we-do-co introduced a loop graphic that tells the brand's story. In one single element, it tells a brand story that was previously rendered in several words. This simplification is "clever and very flexible," according to judges.

BEST BRAND EVOLUTION (BUSINESS)



BRONZE

CONVENIENTMD AND BRIGADE

New England urgent care brand ConvenientMD wanted to launch a primary care arm. To allow for this expansion, it worked with BRIGADE to ensure its brand reflected its commitment to putting patients first. The strapline, 'We don't just treat people, we treat people better,' is an excellent distillation of the brand's purpose. "It feels human and closer to people," said one judge who also praised the new brand's ability to engage with patients online and in person.



BRONZE

RELEVATE POWER AND BRANDPIE

Relevate Power was treated to a singularly stunning rebrand by Brandpie. The new brand tells a story – in graphically impactful ways – of what the company actually does, for whom and how. Instead of relying on sustainability tropes, it pushes the sector forward by focusing not just on why, but for what purpose. The new brand fulfils its promise to bring 'next level energy' to local communities across the US.

HIGHLY COMMENDED

BAYER AND HLK

Bayer worked with HLK to ensure its Channel seed brand was connecting with younger farmers looking to embrace change and new ways of thinking about agriculture and farming.

BEST BRAND EVOLUTION (CONSUMER)

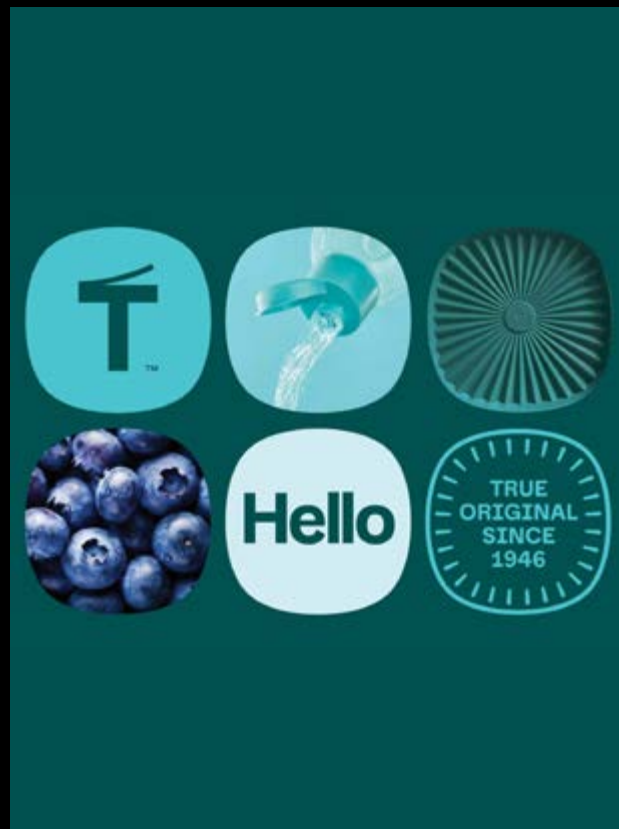


GOLD

LEGO AND INTERBRAND

LEGO may be one of the world's most well-known brands, but its actual brand strategy was somewhat cluttered and confusing. It worked with Interbrand to introduce a sense of consistency and clarity to its branding across all its touchpoints, including its digital property. Interbrand used the LEGO system as the foundation for a successful brand strategy. Interlocking bricks form the new typography and graphic language, allowing the brand to flex across countless uses while still retaining cohesion.

Judges loved this fun, very LEGO solution to a complex, global challenge. One called it "genius visual storytelling rooted in strategy," while another said, "I love everything about this, especially how the rebrand leans into the tools and DNA the brand provides. It brought order and a systematic approach to a formerly fragmented appearance. It's fun. It's well-thought-out. It's LEGO!"



GOLD

TUPPERWARE AND LANDOR

Tupperware is a household name, in both the literal and figurative senses of the word. Its products appear in households across the world. But, its brand was aging and failing to compete with alternatives that appealed to younger consumers. To regain its rightful mastery of the category, it worked with Landor on a brand update.

The new visual identity is a joyous evolution of a powerful brand, tapping into existing assets in a creative, clever way and developing new creative elements for use in digital applications. The result is a quintessential brand evolution. It pushes the brand forward while respecting its existing equity. Judges called this a "smart and sophisticated solution," and a "bold step into a bold future."

BEST BRAND EVOLUTION (CONSUMER)



SILVER

DIGIKEY AND LIPPINCOTT

Well-loved tech components brand DigiKey needed to expand its brand's communications in order to grow. Lippincott focused on the brand's iconic products, stripping away unnecessary elements of the visual identity. This left behind a smart, tech-inspired but still eminently accessible brand. Judges loved the way the brand retained elements that tie it intrinsically to its market while still allowing for it to grow into new spaces. "Such a smart evolution!" said one judge.



SILVER

PEPSICO – PEPSI GLOBAL REDESIGN

PepsiCo embarked on an ambitious Pepsi Global Redesign of its iconic cans. The new cans had to still be instantly recognizable, but also progress the Pepsi brand to continue to inspire customers. The solution taps into the brand's heritage, drawing on typography and logo design elements that feel respectful of the brand's heritage while offering up something entirely fresh.

BEST BRAND EVOLUTION (CONSUMER)



BRONZE

COLGATE-PALMOLIVE

Colgate-Palmolive updated its Optic White rebrand with a solution grounded in science. The new look is consistent across the brand's many products and regions. It ties neatly into Colgate-Palmolive's masterbrand through the use of a vivid red brand color. And, it is executed to an extremely high standard. Judges also thought the brand had a "strategic positioning that pushes the category's boundaries into beauty."



BRONZE

CONCACAF AND WILDPIGS

WildPigs helped revive the Concacaf Champions Cup brand to change perceptions about the tournament and inspire fans to spur their teams on to greatness. The brand is well-designed for broadcast and app-based fan engagement and exudes energy and excitement. Judges called this a "very bold and differentiating strategy that feels timely."

BEST BRAND EVOLUTION (CONSUMER)



BRONZE

VITAL ESSENTIALS AND SKIDMORE STUDIO

Raw pet food brand Vital Essentials was the category pioneer. But, its look had become dated and it was facing increasing competition from all sides. It worked with Skidmore studio to infuse its brand with a butcher shop-inspired visual style that is cool, well-suited to the brand's purpose, and appealing to the target audience. It "definitely pushed the brand forward," said one judge. Another added, "This is solid work that does a great job of pivoting the perception of this product and breaking out of the mold in this category."

BEST BRAND EVOLUTION (CORPORATE)



GOLD

BOMBARDIER AND LIPPINCOTT

Bombardier wanted to transform from a product-driven brand to a well-known and respected name in its own right. Lippincott redeveloped the brand from the inside out, harnessing the passion of Bombardier's employees to drive awareness of the new brand. It developed a sleek new icon that invokes the shape of a plane and the spirit of flight itself. The icon then flexes to become a complete visual language.

The result is contemporary yet classic, with all the refinement expected of Bombardier with a renewed sense of authority and confidence. Judges called this a "very elegant solution, with a visually stunning approach that carried through the project," and "sophisticated and elegant; modern and empowering" with a "timeless look and feel."

BEST
BRAND EVOLUTION (CORPORATE)



SILVER

**KELLANOVA AND
BRUNSWICK GROUP**

Kellogg's spinoff breakfast food company, Kellanova needed to establish itself as a confident, new player in the market while retaining an element of recognition and brand heritage. It worked with Brunswick Group to tap into the visual joy of its products' brands to create a new flavor experience for snacking and morning meals. Judges thought the scope of this challenge was difficult, and that Brunswick Group developed a cool, bold and fresh solution that works for Kellanova and Kellogg's both.



SILVER

MIEBACH AND DESANTIS BREINDEL

Supply chain consultancy Miebach had decades of experience and trust from its business partners behind it. But changing supply chain dynamics meant a bolder, more insights-driven brand was a must. A strong, professional new brand, created by DeSantis Breindel, sets the company apart from competitors and allows it to communicate its ability to support partners' potential. Judges thought the research and insights behind the rebrand were the foundations for an excellent strategy and impressive visual identity.

BEST
BRAND EVOLUTION (CORPORATE)



BRONZE

CENCORA AND METADESIGN GMBH

American healthcare company Cencora wanted to disrupt expectations in the sector and offer a new face for the future of health. MetaDesign GmbH developed a neon color palette and distinctive portrait style to unify the brand and deliver a personal touch. One judge said it was “bold and exciting and energized the healthcare space.” Another added, “It feels unconventional and different, directly addressing the challenge.”



BRONZE

MOODY'S AND INTERBRAND

To assert its position as a global leader in risk insights and analysis, Moody's worked with Interbrand on a confident, assured new brand. With a cleaner visual identity, easy-to-use social media templates and graphics and a refreshed signature color, the new brand is effective and authoritative.

HIGHLY COMMENDED

HEALTH CARE SERVICE CORPORATION
AND DESIGN BRIDGE AND PARTNERS

Health Care Service Corporation worked with Design Bridge and Partners on an empowering and ownable brand transformation that judges thought had excellent typography and a strong foundational purpose.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



GOLD

BKKB VENTURES AND LONDON : LOS ANGELES

The non-alcoholic beverage category is exploding in terms of both profits and brands available to consumers. New entrants to the space have to have a clear point of differentiation to entice customers and engender brand loyalty. BKKB Ventures worked with London : Los Angeles on the development of Fable. The brand focuses on health-conscious choices and immersive storytelling to create a rich visual world.

Clearly signposted product communications help customers engage with the products and understand the benefits of the ingredients in terms of both taste and lifestyle choices. One judge said the brand work “makes the product magnetic.” Another praised the way Fable tapped into a key consumer driver in the category – the desire to engage in social drinking even if that drinking is non-alcoholic – by making its brand synonymous with festivals, concerts and cultural events.

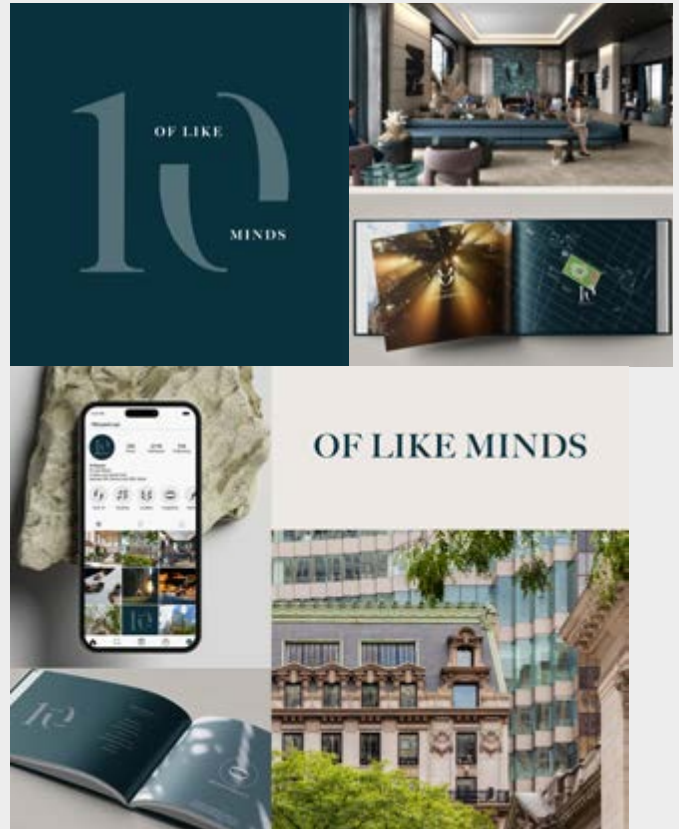
BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



SILVER

APTIA AND LIVING GROUP

HR health and pensions brand Aptia needed to ensure users had a smooth, hassle-free experience with its interface. Living Group used this as the basis for a brand founded in clarity. Human elements, like a thumbprint-inspired logo, provide category cues without inundating customers with insurance jargon. Judges thought the way Aptia achieved 96% client retention after the rebrand was an incredible indicator of success.



BRONZE

10 BRYANT AND STARFISH CO.

The midtown Manhattan business realty market tends toward the uber-modern in terms of branding. But 10 Bryant wanted to do something different. Starfish Co. developed a timeless visual identity and a brand strategy that allowed 10 Bryant to become an aspirational tenant's club. This sophisticated solution is well-conceived of for the target audience which values luxury, exclusivity and ambition.

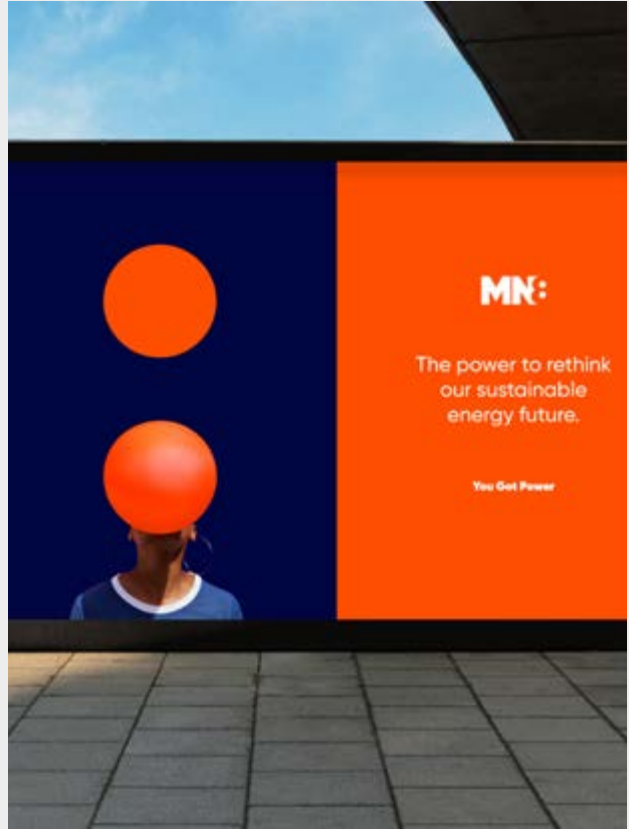
BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



BRONZE

FLASHLYTE AND LANDOR

Coca-Cola's new brand Flashlyte aimed to become a must-have lifestyle brand in Latin America. Landor used bright gradients and a blocky bottle shape to create a social media-friendly visual identity and tap into key cultural trends among Gen Z consumers. "The design is great," said one judge. "It absolutely meets the brief of a lifestyle brand."



BRONZE

MN8 AND THACKWAY MCCORD

MN8's ambition to become the leader in electric energy infrastructure and delivery meant it had to do things differently. It worked with Thackway McCord to disrupt the sector and develop a bold, unapologetic brand primed to energize the market. A bright orange brand color and a punchy, consumer-empowering copy style position the brand as a confident industry leader. One judge called it "audacious, fun and engaging."

HIGHLY COMMENDED

ARCADIUM LITHIUM AND TENEO

Arcadium Lithium worked with Teneo to develop a brand that would communicate the sheerly essential nature of lithium to the modern world.



GOLD

OUTSHIFT BY CISCO AND WANT BRANDING

A new technology incubator within the Cisco portfolio had to convey a sense of innovation while also harnessing the credibility of the Cisco brand. It also wanted to change the conversation around incubators, focusing not just on ideas, but on concrete product development. Outshift by Cisco was born to meet these objectives.

WANT Branding introduced the 'shifting paradigms' strapline and a simple wordmark with a colorful starburst lending a sense of ideation and new directions. The result sits comfortably within the Cisco brand umbrella, while still offering a sense of excitement and difference for new recruits. "I liked the thinking and the results," said one judge. Another added, "Love this!" about the brand's story and the way it met its lofty objectives.

inspiring change



kimpton

kimptoncreative.com

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



SILVER

MICHIGAN STATE DEPT OF HEALTH SCIENCES WITH MSU HEALTH CARE AND MONIGLE

Michigan State Dept of Health Sciences and MSU Health Care worked with Monigle to bring its brand into alignment with the Michigan State masterbrand and allow it to set the tone for the future of health services in Michigan. The consistency across the system brings cohesion into the brand. The subtle freedoms between the MSU Health Care and Michigan State Dept of Health Sciences brand allow for each organization to have its own individual expression.

BEST
NAMING STRATEGY (NEW NAME)



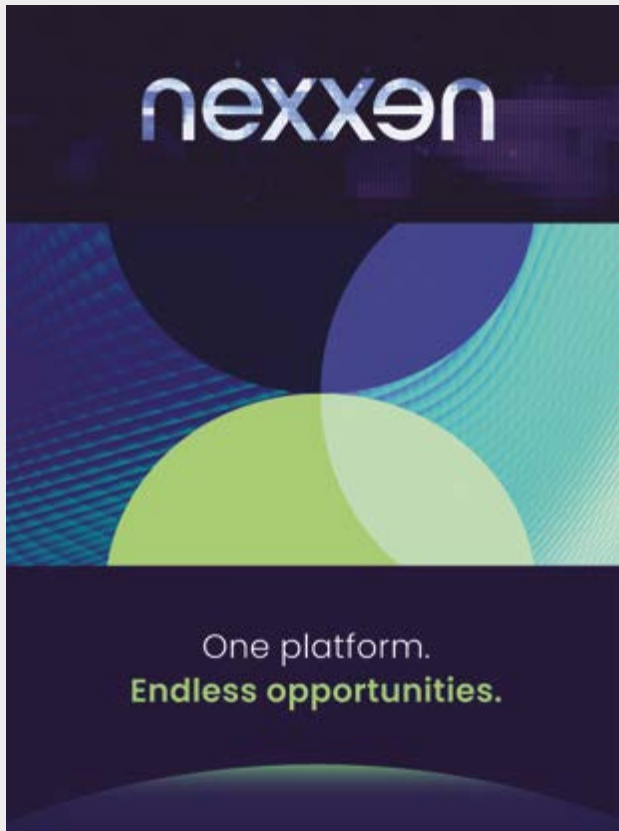
GOLD

HUMAN RIGHTS CAMPAIGN (HRC)
AND LANDOR

Human Rights Campaign (HRC) and LifeCents collaborated on a financial wellness education platform tailored specifically for the LGBTQ+ community. Landor had to create a name for the platform that would suit the needs of this diverse demographic. The solution, WorthIt, comes from the phrase 'I'm worth it.' This taps into the community's pride and self-belief while also providing an instantly recognizable link to finance and budgeting.

This confident, supportive and financially oriented name is well-considered and sensitive while still being bold enough to empower its users. Judges loved the way this solution fit the objectives seamlessly. One called it "bold, empowering, accessible and community-driven." Another said, "Right off the bat, it has a strong and differentiated purpose for existing."

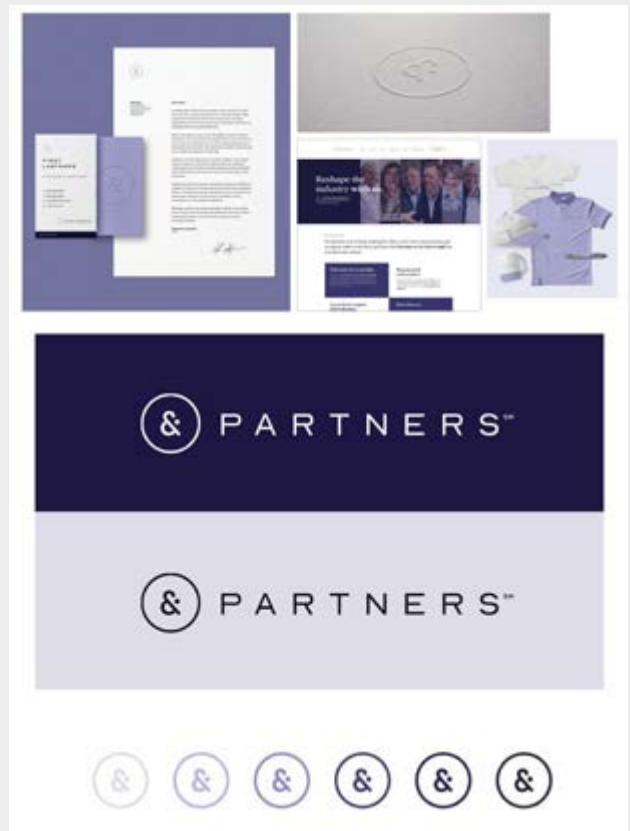
BEST
NAMING STRATEGY (NEW NAME)



SILVER

NEXXEN AND STARFISH CO.

Ad tech company Tremor International had grown through acquisition, diluting its memorability impact on clients. It worked with Starfish Co. to craft a name that would meet the needs of a diverse audience base and limit negative or incorrect perceptions of its offering. Nexxen – inspired by the company's role as a nexus in the advertizing ecosystem – fit the bill. Moreover, the palindrome symbolises the end-to-end solutions offered by the brand, a facet of the naming strategy that resonated with judges.



BRONZE

&PARTNERS AND HLK

New financial services firm &Partners didn't want to focus on a person's name – like many of its competitors – instead, it wanted to highlight its commitment to its relationships with customers. HLK created &Partners, an empowering name that inspires trust and encourages clients to collaborate. Judges loved the way the name acted as an invitation to customers, making it inclusive and human.



THREE DISTINCTIVE EXPERIENCES,
TWO CONTRASTING COLLABORATIONS,
ONE BOLD BRAND EXPERIMENT.

PROUDLY SHORTLISTED FOR
BEST BRAND EXPERIENCE.

SGKINC.COM



BEST NAMING STRATEGY (NEW NAME)



BRONZE

APTIA AND LIVING GROUP

Employee benefits business Aptia wanted to disrupt the market and offer an alternative solution grounded in clarity of communications and simplicity of use. Living Group developed the name Aptia from 'aptitude' the word 'I' and an 'a' for 'administration.' Judges thought this strategy was well-developed and resulted in a memorable name that communicates the company's purpose.

HIGHLY COMMENDED

MN8 AND THACKWAY MCCORD

MN8 worked with Thackway McCord to embrace a sense of energetic momentum in its name. The use of the symbol '8' references the infinitely renewable nature of clean energy solutions.

BEST
NAMING STRATEGY (RENAME)



SILVER

ONITY AND THACKWAY MCCORD

Mortgage lender Ocwen Financial Corporation wanted to reinvent its reputation and build a new future for its brand. It worked with Thackway McCord to develop Onity, a name that reflects the company's purpose of supporting people toward home ownership. Judges liked this "simple, clever wordplay" that makes the brand easy to remember and synchs well with the company's strapline, 'We get it done.'



BRONZE

LUMENALTA AND FAZER

In its scale-up journey, Cleverttech found its name to be outdated and no longer suit its ambitions. Fazer crafted the new name, Lumenalta, to capture the company's ability to deliver a brighter future through its products. One judge called it a "clear name that accomplishes the objectives and captures the strategic offering of the company."

BEST NAMING STRATEGY (NAMING SYSTEM)

A cohesive naming system helps drive brand coherence, aligning all elements under a single, clear narrative.

When there are different naming systems in play, it's hard to maintain Brand Integrity.

How architecture informs our naming.

Five models for naming systems.

The infographic illustrates Cisco's naming strategy through various brand elements and a structured process. It shows examples like Cisco Duo, Cisco Umbrella, Cisco Designed, Cisco Talos, and Cisco Secure. A process flow includes Architecture, Taxonomy, Name structure, and Naming. A table compares five naming models: Claims category, Single, Sub-branded systems, A mix of suggestive and creative names, and Endorsed empty vessel names, with examples like Google Workspace, Apple, Microsoft Security, and Palo Alto Networks.

GOLD

CISCO AND NORTHBOUND

Because of Cisco's sprawling brand, its naming system had become unwieldy, disjointed and confusing. It wanted to streamline its brand portfolio and put forward 'one Cisco' to all its audiences. To ensure the new naming system would achieve this, Northbound minimized suggestive naming and instead embraced a unified descriptive approach. Northbound created a taxonomy system that described each business unit, explained its purpose and provided examples for branding and communications within it.

The new taxonomy is not rigid or prescribed, nor does it establish a strict brand architecture. Instead, it provides enough structure to ensure consistency and clarity in the company's naming strategy well into the future. This sophisticated approach indicates a keen understanding of Cisco's business needs and the way it communicates with its audiences. Northbound has delivered an incredibly mature, nuanced and quality solution for Cisco.



TYPE



BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



GOLD

NEXXEN AND STARFISH CO.

Advertising technology companies Tremor Video, Unruly and Amobee joined forces to provide end-to-end service for clients. But its brands were failing to capture clients attention and effectively tell the story of its ability to help businesses transform through best-in-class advertising strategy. It worked with Starfish Co. to create Nexxen, a brand at the nexus of advertising services. The new name, a palindrome, reflects the company's end-to-end service commitment.

Nexxen is 'at the intersection of all that's next' in advertising and media. Everything from the brand name to the typography reinforce this positioning and help clients understand the company's offering. Since the launch, Nexxen has charted a 23% increase in its share price. Judges thought Starfish Co.'s attention to detail helped deliver a brand that is recognizable and blends sophistication and playfulness effectively.

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



SILVER

OLLION AND MATCHSTIC

Global enterprise tech consultancy Ollion worked with Matchstic to create something entirely unexpected in its category. The new brand is focused on creating new, better ways to work. The visual identity has magazine and music-like elements including a chunky wordmark, earthy color palette and washed out image treatment. One judge said, “Makes me feel something. This is a modern approach that broke through the category’s clutter.”



BRONZE

ADSWIZZ AND FAZER

Integrating AdsWizz into the SiriusXM family meant finding points of commonality between the companies. Fazer focused on sound – as both businesses are firmly rooted in a commitment to audio media, in whatever form. The brand evolution effectively aligns AdsWizz with SiriusXM without overwhelming it. Judges thought this was a best-in-class example of a rebrand after an acquisition.

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



BRONZE

R1 RCM AND DESANTIS BREINDEL

Healthcare revenue cycle management company R1 RCM had grown through acquisition which diluted its brand. It worked with DeSantis Breindel to reaffirm its commitment to making healthcare better for all. Judges thought this strategic approach was not only well suited to the organization's challenge, but was an inspiring mission that will help R1 RCM connect with its target audiences.

HIGHLY COMMENDED

ARQ AND WANT BRANDING

Activated carbon purveyor Arq worked with WANT Branding to 'activate the future' through a simple visual identity and clear communications style.

BEST BRAND DEVELOPMENT PROJECT TO
REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



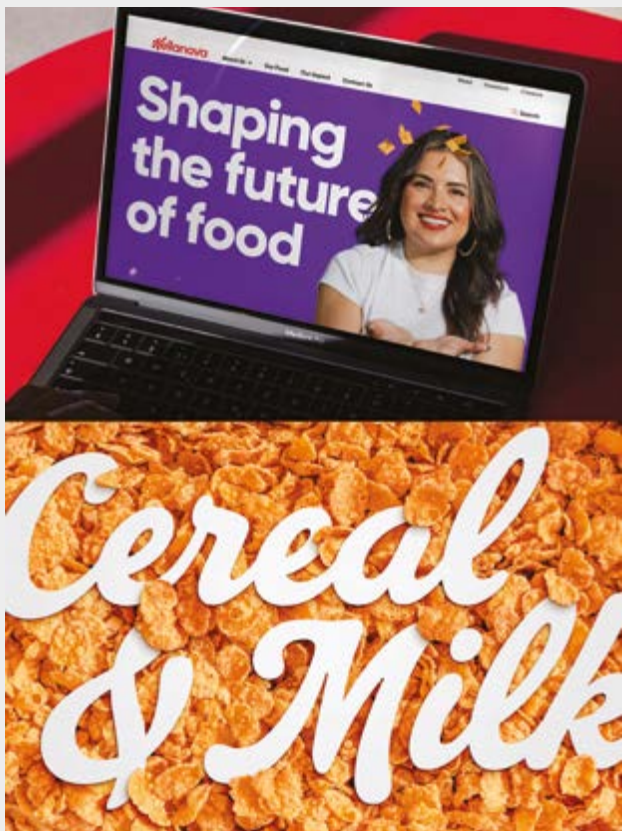
GOLD

**WEST LOOP COMMUNITY
ORGANIZATION (WLCO)
AND LANDOR**

West Loop Community Organization (WLCO) has been at the heart of the Chicago neighborhood's evolution since 1991. But a renewed focus on community engagement meant its brand had to be one locals and business owners could understand and embrace. Landor introduced a loop motif that both reflects the community's positioning in Chicago but also the organization's commitment to building connections.

Bold colors and a graffiti graphic style help make the brand youthful and energetic. The success in the new brand is its ability to flex across all the many uses people within the West Loop neighborhood might have for it, from restaurant openings to local activism. "Obsessed," said one judge. "It's absolutely perfect and extremely thoughtful. This is a great example of how design and creativity can bring a community to life."

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



SILVER

KELLANOVA AND BRUNSWICK GROUP

Brunswick Group was tasked with creating a brand for Kellanova, a spinoff from Kellogg's, and Kellogg's itself. It did this with panache, tapping into the brand's existing equity in smart ways and developing authoritative, but playful visual styles for each. "I love how they incorporated the heritage visually. That typeface is beautifully executed," said one judge.



SILVER

SIMPLY GOOD FOODS AND CBX

Simply Good Foods wanted to challenge the big brands by reinforcing its commitment to healthy products and better nutrition. The existing brand was wholesome, but lacked impact. CBX infused it with disruptive spirit, energy and verve, retaining its heart – both metaphorically and graphically. The new brand is the perfect platform for Simply Good Foods to communicate its purpose from a stronger, more confident footing.

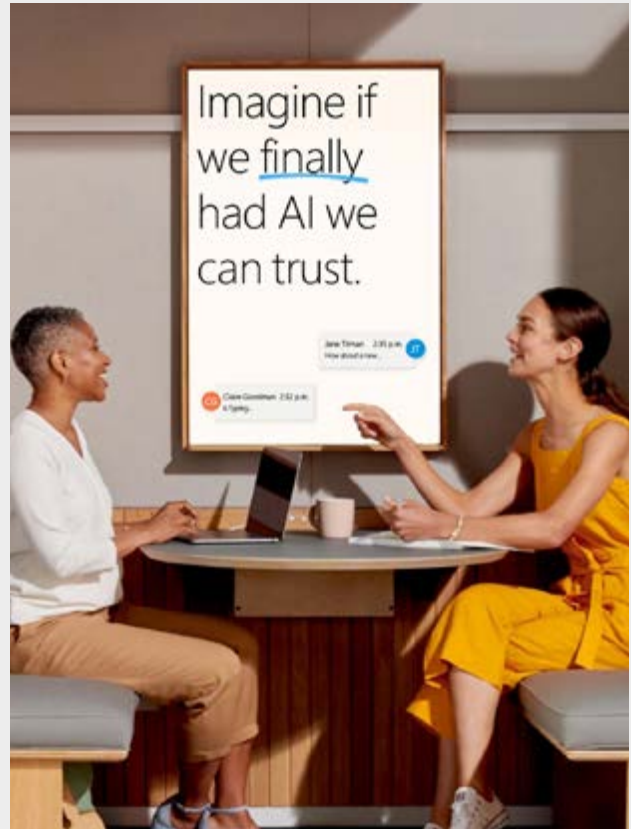
BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



BRONZE

GENER8 AND SUSTENA, A PARIVEDA COMPANY

Engineering and product design company Gener8 needed to transform its brand to accommodate the new services it had based on acquisitions. Sustena, a Pariveda Company's brand strategy focused on 'momentum to market.' It radically transformed the visual identity from a forgettable, generic look to one with clear, ownable brand assets. Judges called this "bold and energizing" and praised the way the new brand addressed consumer needs.

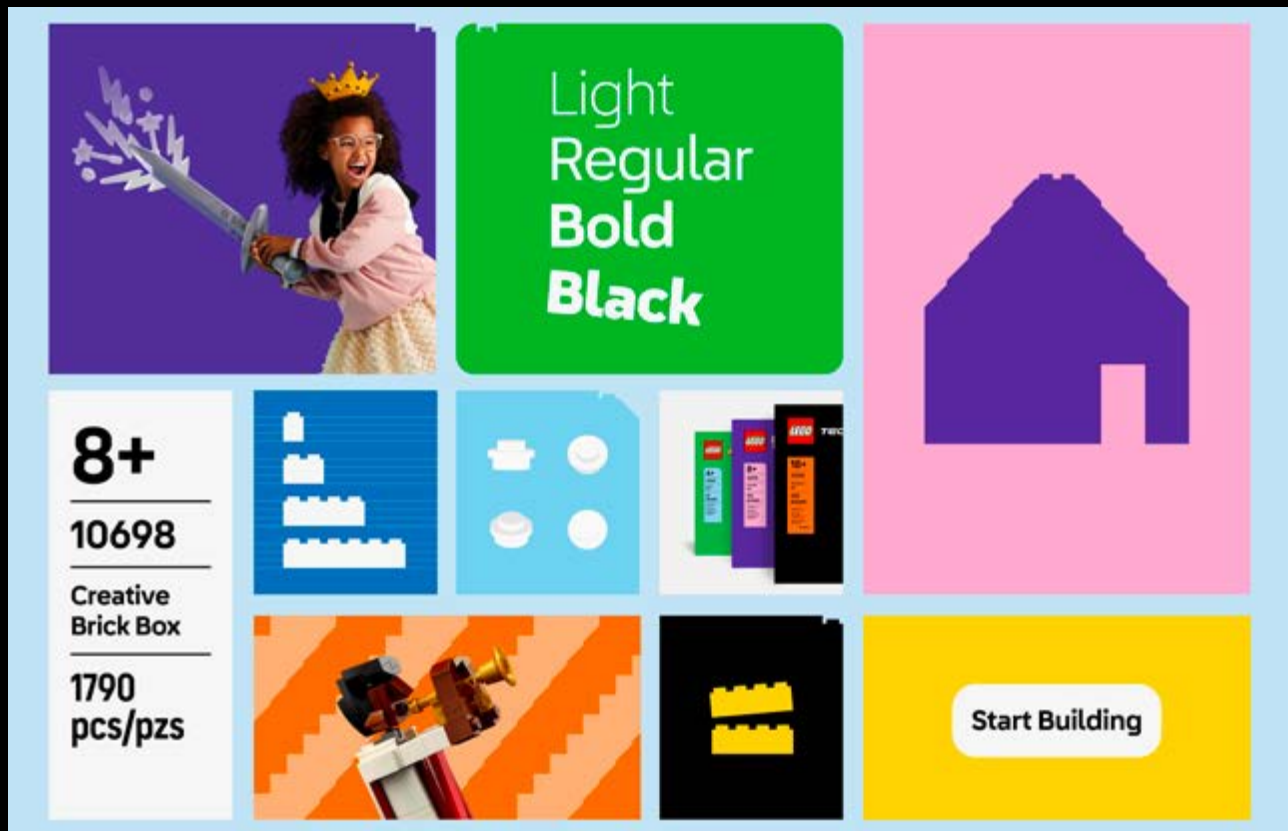


BRONZE

MICROSOFT BRAND TEAM AND DESIGN STUDIO

Microsoft Brand Team wanted to tell a different story through its sustainability communications. Instead of posing problems, it inspired people to consider how they can seek solutions. Design Studio built a copy style around curiosity and questioning. This also helped make a bigger impact and ensure people are not just observing, but actively thinking about the questions that matter most to our society.

BEST BRAND CONSOLIDATION



GOLD

LEGO AND INTERBRAND

Despite LEGO's immersive world and its world-leading brand recognition, its actual brand system was fragmented and product-based. It needed a structure that would provide more consistency than simply its method of play could offer. Interbrand turned a deft hand to the challenge. It used that very 'system-in-play' and transformed it into the basis of the brand itself. LEGO bricks form 'glyphs' that are then used to create the company's typeface, its campaign imagery and its digital expression. Not only does the new brand work well on pack, but it provides better integration between the company's physical and digital offerings.

The result is cohesive, playful and inextricably LEGO. Judges called this "delightful, strategic and innovative." With one adding, "This is a beautiful consolidation of a massively complex brand."

BEST BRAND CONSOLIDATION



SILVER

BAYER AND HLK

Bayer has a strong positioning for its Channel seed brand – it plays the role of the disruptor in an otherwise traditional category – but Channel’s many sub-brands were diffuse. HLK brought the brand together behind the concept of thinking differently and achieving growth. Judges thought this was a creative way to close the gap with younger farmers and infuse the category with progress and new ideas.



SILVER

SMARTBEAR

Software development company SmartBear had a product-centred narrative that posed a risk to customer loyalty and future growth opportunities. To consolidate its brand, it worked with BroadPR on a strategy focusing on SmartBear’s role as the framework behind clients’ creativity, ideas and vision. This ‘behind the code’ messaging framework was extremely effective, resulting in a 125% increase in revenue and 15-point bump in SmartBear’s NPS.



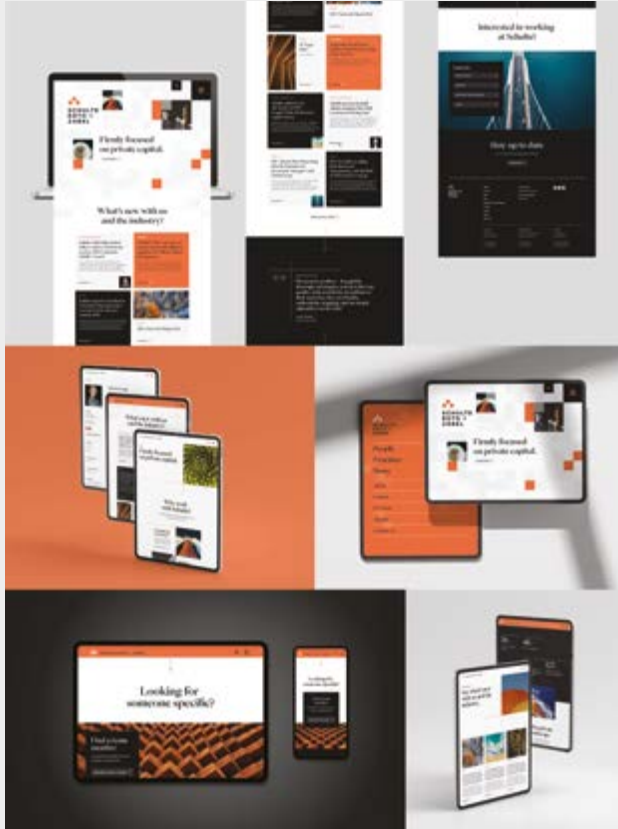
GOLD

WEST LOOP COMMUNITY ORGANIZATION (WLCO) AND LANDOR

West Loop Community Organization (WLCO) needed its website to be a powerful portal that could appeal to a diverse demographic and provide all the relevant tools everyone in the neighborhood might require from the group. Landor's flexible brand forms the basis for a digital experience that allows people to take ownership of the brand. Individuals and businesses are able to craft their own brand expressions and visual assets, bringing the West Loop Community Organization (WLCO) brand to life across the community.

Judges were full of praise for this outstanding work, calling it "outstanding, fresh and vibrant," and "really innovative and interesting." One judge said, "This work reflects the realities of how to build brand energy in today's digital landscape: from the bottom up. It's an innovative blend of digital and physical that engages individuals so well that they become the carriers of the brand and its message."

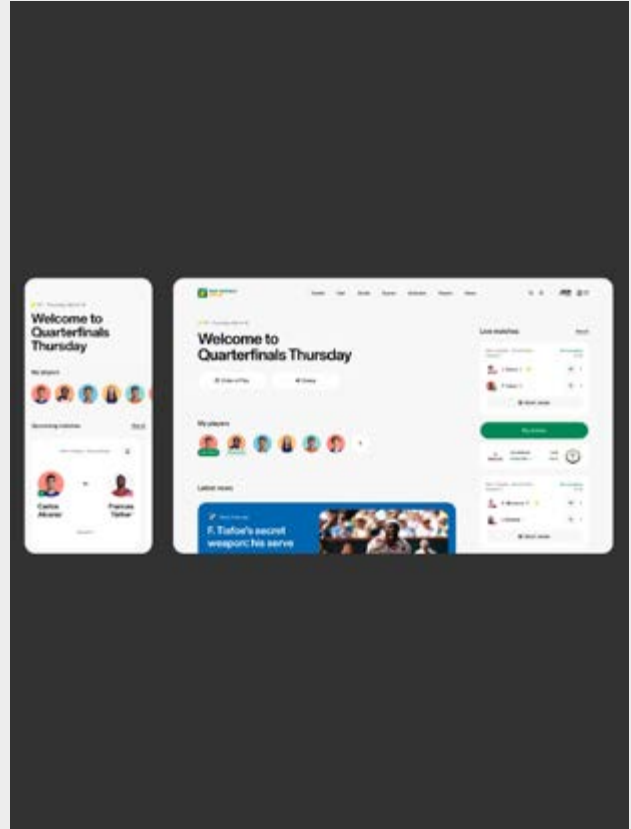
BEST REBRAND OF A DIGITAL PROPERTY



SILVER

SCHULTE ROTH & ZABEL AND AGENDA WITH RUBYLAW

Schulte Roth & Zabel was failing to express its unique personality and set itself apart from other law firms. Agenda and RubyLaw put its blocky graphic language to expert use on the firm's website. The blocks form the basis of the site's graphic language, allowing brand messaging the space to breathe and essential insights to shine. One judge said, "This work demonstrates the power of content strategy to transform an experience."



BRONZE

BNP PARIBAS OPEN AND WORK & CO

Today's sports fans don't just want to watch games and matches, they want to get to know their favorite players and delve into the inner worlds of their teams. The BNP Paribas Open digital properties were designed to serve the needs of the modern tennis fandom. Work & Co's digital strategy impressed judges, one of whom said, "This shows how tech and branding can come together to create a standout digital experience for consumers."



Never underestimate the power of bold clients and brave ideas.

At HLK, we believe brave ideas have the power to move people and build brands. And we are proud to congratulate our clients and Transform award winners Channel® Seed and &Partners.

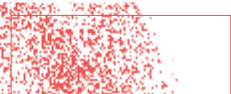
See our brand work at HLKAgency.com.



HOW DOES YOUR BRAND SOUND?

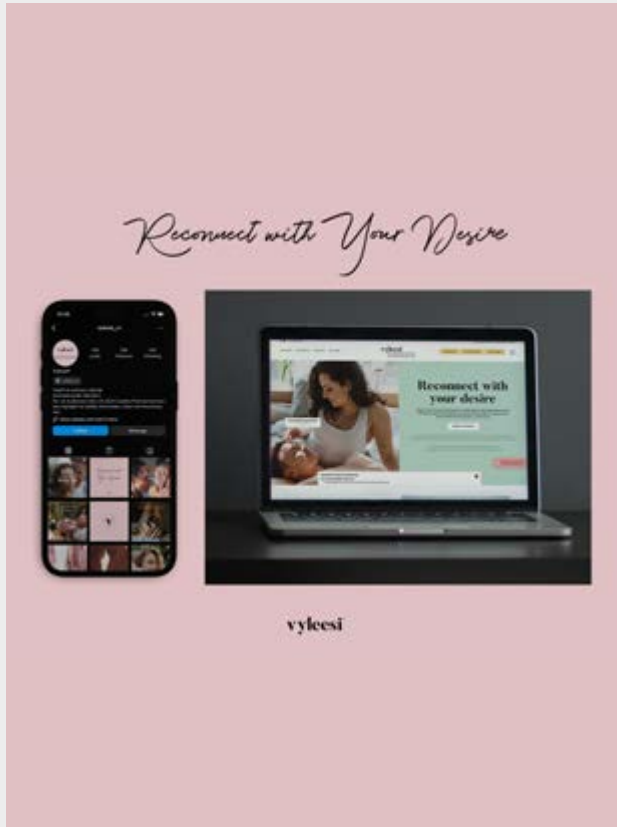


If you want to be unique and acoustically recognizable, get in touch: whydobirds.com



why do birds
We create sound & music for brands.

BEST REBRAND OF A DIGITAL PROPERTY



BRONZE

COSETTE/VYLEESI AND STARFISH CO.

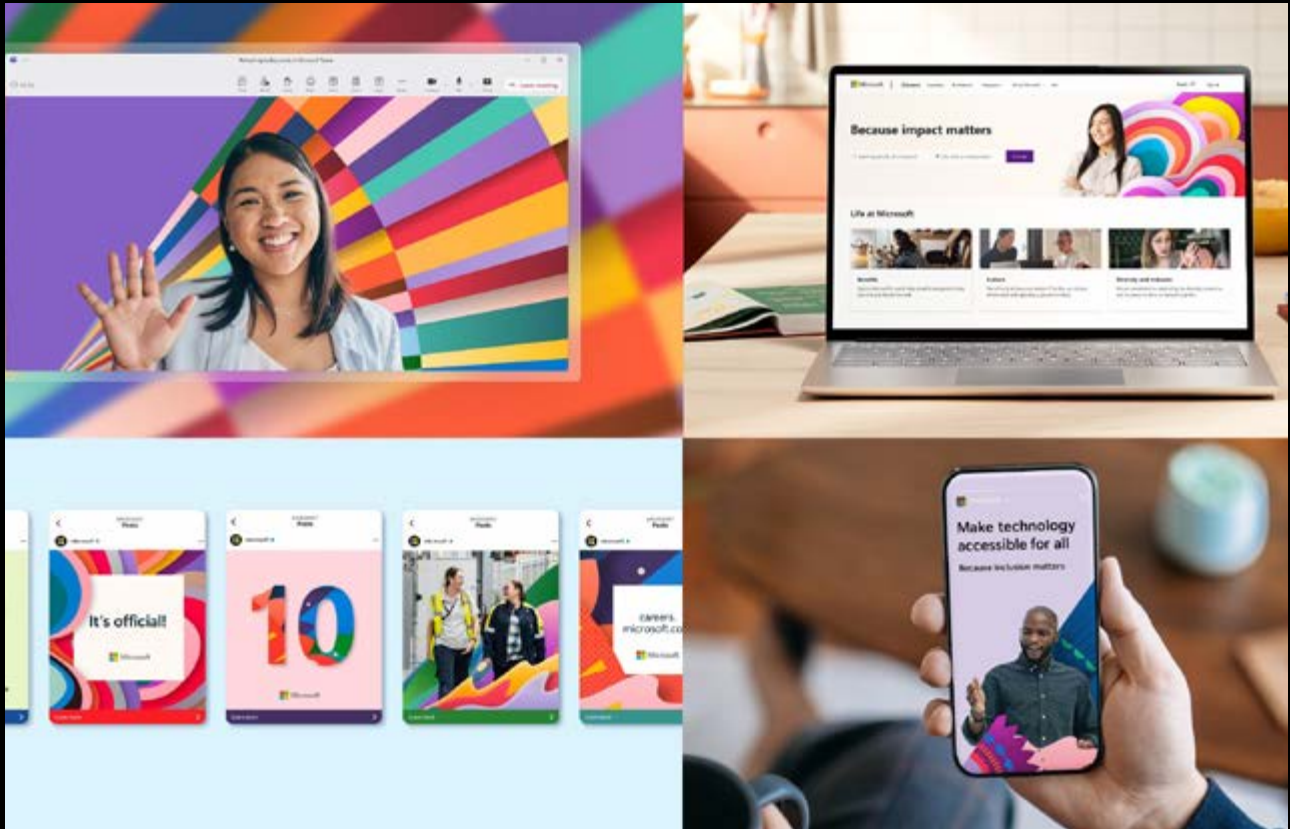
Cosette/Vyleesi is a unique product targeted at premenopausal women. To communicate its nuanced story, it worked with Starfish Co. on a mature, playful brand that exhibits an excellent understanding of the demographics's visual and tonal preferences. Judges thought the website was excellent in its ability to explain the brand's points of differentiation in a relatable, sensitive way.

HIGHLY COMMENDED

REDDIT AND PENTAGRAM

Reimagining such an omnipresent web brand like Reddit required Pentagram to introduce digital assets and experiential elements without damaging the brand's well-loved user experience.

BEST EMPLOYER BRAND



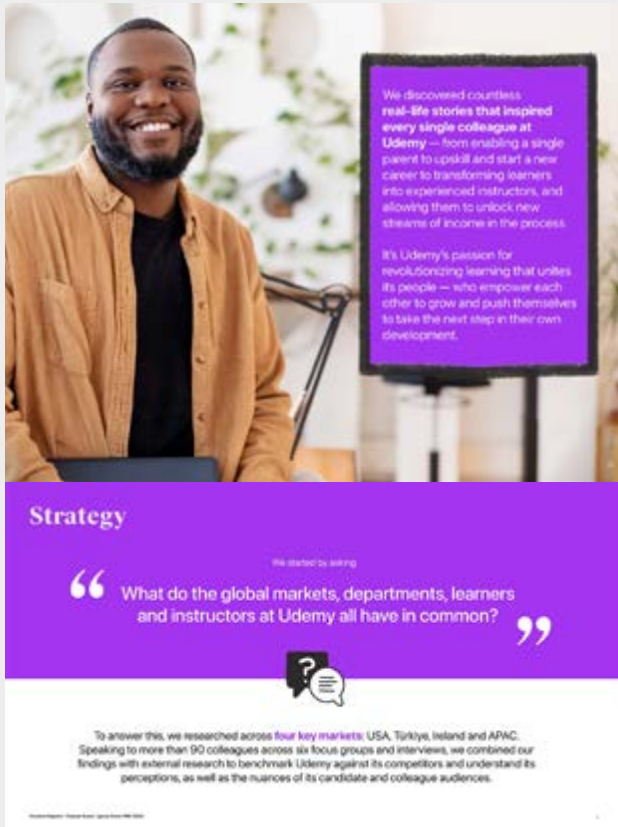
GOLD

MICROSOFT BRAND TEAM

Microsoft Brand Team's recruitment portal had been more focused on the mechanics of employment than on a holistic portrayal of Microsoft's career opportunities. It wanted instead to offer people an emotional and personal reason to join and stay. The new employer brand is indeed inspiring, calling on recruits and employees to find their 'calling' at Microsoft and to embrace every day as 'an opportunity to change the world.'

This aspirational copy style is married with bright colors and joyous pattern design that feels fresh but fits well within the Microsoft brand architecture. One judge said, "The visual identity is engaging, and the messaging is appropriate and relevant." Another added that the "play on rainbow colors was incredibly well done."

BEST EMPLOYER BRAND



SILVER

UDEMY AND PINK SQUID LTD

Online learning platform UdeMy wanted to inspire its target audience to engage in a career that has the power to change peoples lives for the better. PINK SQUID LTD developed an inclusive, curious and revolutionary brand strategy framework that resulted in a 90% increase in traffic to the careers site. Judges liked the 'let's revolutionize learning' strapline which was well-suited to the brand's objectives and purpose.



BRONZE

BORDER STATES AND JOE SMITH

Supply chain management company Border States had little name recognition outside of its north Midwestern home. To broaden its impact it worked with Joe Smith on an employer brand based on the concept of the 'unstoppable.' This powerful message built a strong, emotive employer brand relevant to those with the desire for a sense of purpose in their working lives.



AUDIO



BEST
AUDIO BRAND



GOLD

CORONA (GLOBAL) AND
MADE MUSIC STUDIO

Audio brands succeed when they are intrinsically related to the brand experience. That was the case for Corona (Global), which worked with Made Music Studio to develop an audio brand that is effectively the sonic equivalent of dropping a lime in a bottle of Corona. The audio brand is natural, relaxing and inviting, providing a sonic backdrop to life's adventures and laidback moments.

The feel of the audio brand is innately Corona without tending toward cliché. The results confirm the success of the new strategy with 65% of people associating the brand with engaged and active relaxation and the sonic logo achieving 22% brand recall. "Yes! Made Music certainly captured the Corona vibe 100%," said one judge. Another said, "This is a sign of high quality and it shines through in the music."

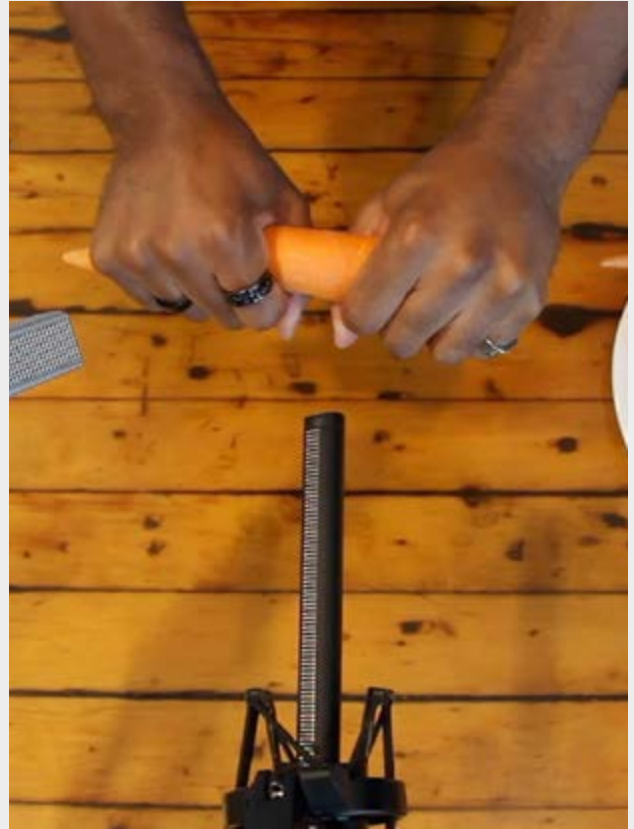
BEST
AUDIO BRAND



SILVER

IBM AND ANTFOOD

IBM worked with Antfood to expand out from its iconic sonic logo and create an audio brand that exemplified a symbiotic relationship between humans and technology. Antfood worked to ensure IBM's personality and sector were clearly identified in the audio brand, eschewing deep techno beats popular with competitors. "It's modern, digital, precise and still has a warm sound to it," said one judge. "It all goes well, IBM will be using this for many years."

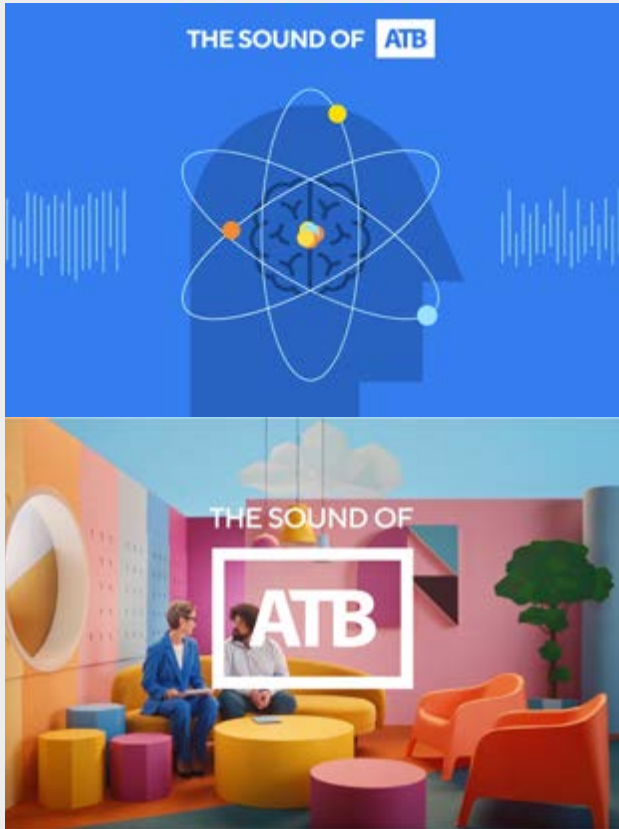


SILVER

INSTACART AND ANTFOOD

Instacart wanted its sonic brand to be joyful and food-adjacent, without being overly confined to a single category. It also had to flex across multiple touchpoints, including haptics. Antfood created a sonic brand with three different energy levels – aptly named 'mild,' 'medium' and 'spicy' – to all for flexibility. One judge said, "Instacart's sonic identity is an example of well crafted audio assets that work together to inform a complete sonic system. The use of carrots as part of the sound design is nothing short of brilliant."

BEST AUDIO BRAND



BRONZE

ATB AND SONIC LENS

ATB originally wanted a sonic logo, but soon became the leader in Canadian banking by adopting a full sonic brand that reaches across its entire brand landscape. This strategy has allowed ATB to set itself apart from a sea of competitors and offer richer communications with customers. One judge said, “A very convincing sonic strategy that is based on a clear creative concept. What’s not to like?”



BRONZE

COMPASSION INTERNATIONAL AND SIXIÈME SON – A UNIQUE SOUND FOR A GOOD CAUSE

Compassion International, a beacon of hope for children in 28 developing nations, has embarked on a unique rebranding journey. In a bid to stand out and fortify its brand equity, it has partnered with Sixième Son to craft a comprehensive and adaptable sonic identity system for its communications. The sonic identity is designed to convey the right emotion in each story while maintaining a consistent brand image. The music balances empathy and energy, compelling the audience to take action. Compassion International is the first charitable giving sector to create a comprehensive sonic system. Judges called it “very impressive” and “a truly unique sound.”

BEST
AUDIO BRAND



BRONZE

GENERAL MILLS / CINNAMON
TOAST CRUNCH™ AND
MADE MUSIC STUDIO

General Mills / Cinnamon Toast Crunch™ has been enjoying a wave of teenage fandom, making an audio brand a natural fit for an audience obsessed with online video content. Made Music Studio wanted to create something that was 'ear-poppingly funny.' The introduction of 'cinnadust' as a character in both the ads and music is a great fit for the brand. "Made Music Studio clearly did the job of creating a memorable mnemonic and brand assets that fit the brand personality like a glove," said one judge.

TRESemmé

USED BY PROFESSIONALS

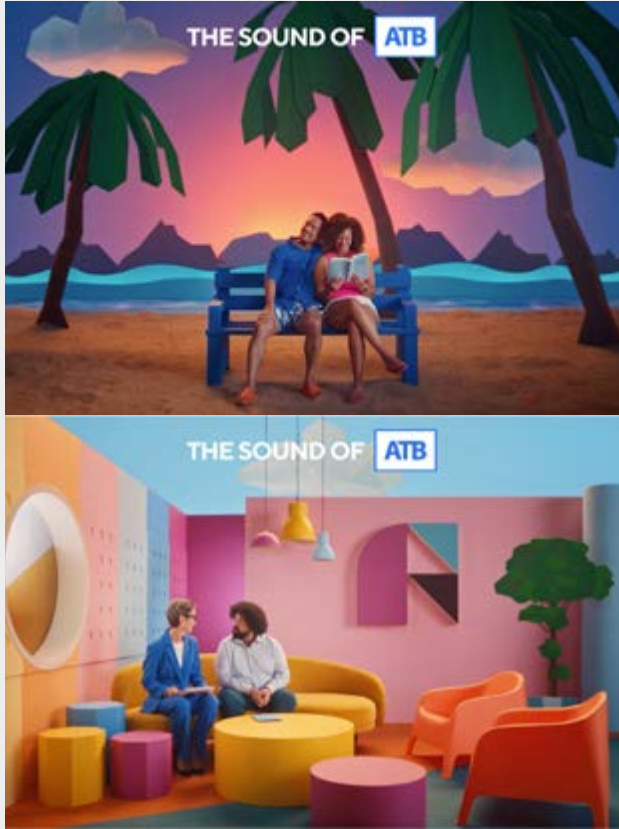
GOLD

TRESEMMÉ AND BIG SYNC MUSIC LTD

The word 'TRESemmé' can hardly be uttered without the inevitable 'ooh la la' follow up. But this iconic jingle was just that, a standalone asset. The beauty brand worked with Big Sync Music Ltd to expand its audio brand world and create something more suitable for modern brand touchpoints. High tempos, electro drums and synths combine in multiple layers of sound to build on the 'ooh la la' sonic logo and create a richer brand experience.

One judge said this is "on the money in the attempt to build on the equity of the original sonic property." While another added that this was "a great example of how to update a sonic brand the right way; honoring the legacy while also thinking ahead."

BEST SONIC BRAND EVOLUTION



BRONZE

ATB AND SONIC LENS

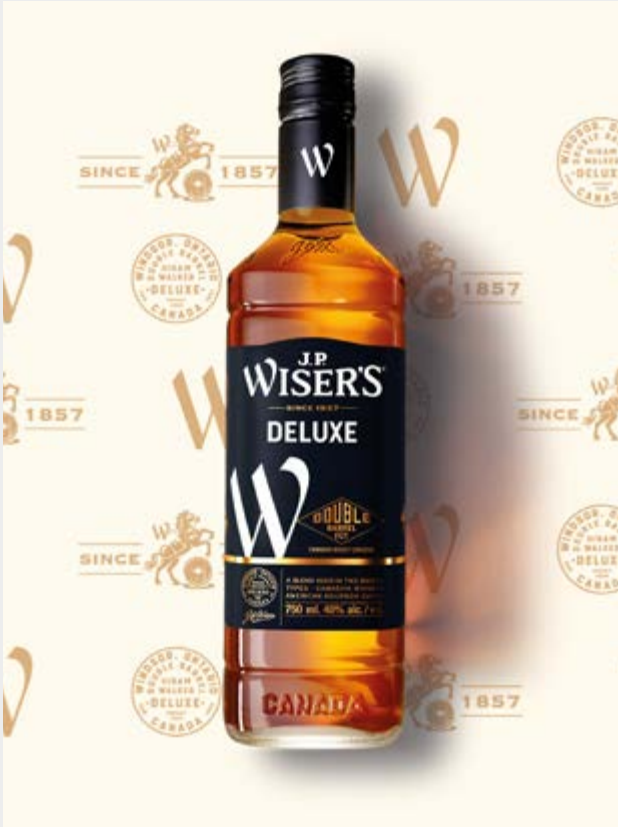
ATB was simply after a sonic logo. But once that was developed by Sonic Lens, ATB realized that a sonic brand would not only enrich the customer experience, but allow the bank to set itself apart from competitors in the crowded Canadian banking market. One judge called this “a robust design process, steeped in research, that delivers a solid audio performance for ATB.”



WRAPPED



BEST USE OF PACKAGING (GLASS)



SILVER

J.P. WISER'S / PERNOD RICARD AND JDO GLOBAL

Canadian whiskey brand J.P. Wiser's / Pernod Ricard wanted to shed its ageing brand image and elevate its commitment to boldness through its branding. It worked with JDO Global to create a 'bold spirit.' It bravely did away with most of its existing packaging design. It updated its bottle shape, label shape, typeface, communications style and flavor signposting. The result is certainly bold and will allow J.P. Wiser's / Pernod Ricard to sit more comfortably on shelf against key category competitors.

BEST USE OF PACKAGING (PRINT AND CARD)



GOLD

BKKB VENTURES AND LONDON : LOS ANGELES

Zero-alcohol beverage brand Fable, owned by BKKB Ventures needed to build an evocative world that would appeal to the Gen Z demographic's aesthetic sensibilities. It worked with London : Los Angeles on a story-driven logo design that allowed its paper packaging to come to life in a rich way. A gift box for the cannabis-infused range is at once an Alice in Wonderland-esque foray into the unknown and a peek through the woods into the magical world beyond.

With the category full of new brands and tough competition, standing out relies on excellent branding and aspirational brand world development. Judges thought this brand delivered on those challenges, allowing Fable to deliver an “authentic value proposition.”

BEST USE OF PACKAGING (PRINT AND CARD)



SILVER

COLGATE-PALMOLIVE

In unifying Colgate's Global Whitening range Colgate-Palmolive developed a creative strategy founded in science and beauty. The simplification of its design language shines on its products' cartons which are bursting with energy and free from superfluous communications. "Exactly what you would expect, in a good way," said one judge. "It's modern, sophisticated and professional."

BEST USE OF PACKAGING (OTHER)



GOLD

DOVE VITAMINCARE+ / UNILEVER AND JDO GLOBAL

Dove's aluminum-free deodorant range, Dove VitaminCare+ / Unilever had to appeal to consumers of natural deodorants while also attracting new audiences with its health-optimized offer. JDO Global communicated cleanliness, health and safety through a simple, white pack design infused with bursts of color. The resulting design inspires confidence in consumers because of its clear linkages to Dove's visual language, while offering something unexpected.

The packaging itself reflects the vitamin lozenge shape and has a contemporary appeal to it in the use of a flat lid with beveled sides. This helps it stand apart from the largely round lids of mainstream deodorants and often flat or domed tops of natural products, giving Dove a positioning all its own on shelf. "The creative does a fantastic job of conveying the Dove ethos with the link of physical and mental well-being," said one judge.



GOLD

EL JIMADOR AND NOMINEE

When developing its range of tequila and fruit juice canned beverages, El Jimador didn't want to simply shrink its bottle packaging onto a can. It worked with Nominee to consider the category carefully and infuse its product range with only the most essential of brand touchpoints. Tropical fruit colors bedeck the cans, allowing instant recognition of each product. The El Jimador logo is simply rendered in white across the can while individual product info is contained in a colorized flag.

The solution is a breath of fresh air in the category. Judges liked how it stands out from the competition while remaining true to the El Jimador brand. "I love the playfulness of the can packaging and the box. The beautiful and sophisticated typography pairs nicely with the bold and vibrant colors, clearly communicating only the important messaging," said one judge.

BEST USE OF PACKAGING (OTHER)



SILVER

PEPSICO – DORITOS SOLID BLACK 2023

PepsiCo worked with an interdisciplinary arts collective comprised largely of Black women to develop its Doritos Solid Black 2023 limited edition packaging. Mz. Icar wanted to encourage people to 'Be bold. Make change.' The imagery on the pack is strong, bold and evocative. Judges liked the connection the artists had with the community Doritos was trying to reach, saying that this authenticity was delivered well while also retaining a sense of Doritos brand essence.



BRONZE

CUCINA MODERNA / MIZKAN AND JDO GLOBAL

Cucina Moderna / Mizkan wanted to change the narrative in jarred pasta sauces to appeal to Millennials and do away with 'Old World' style graphics and visuals. JDO Global used an unusual and modern round jar to stand out from competitors. The design language is indeed modern, with bold pinks and purples used to catch the eye. Judges called this "unconventional" and "courageous." One said, "Definitely not your nonna's sauce. It's bold with a nice blend of traditional and modern elements."

BEST USE OF PACKAGING (OTHER)



BRONZE

PEPSICO – DORITOS PRIDE ALL YEAR

Doritos, owned by PepsiCo, created a rainbow packaging design to celebrate Pride in Latin America. The rollout of the Doritos Pride All Year campaign on Valentine's Day engaged social media fans by asking users what the craziest thing they'd done for love was. Judges thought the social media assets were well-developed and suited the community well while staying true to Doritos' brand heritage.

BEST USE OF PACKAGING (LIMITED EDITION)



GOLD

ABSOLUT MOSAIK / PERNOD RICARD AND JDO GLOBAL

Absolut Mosaik / Pernod Ricard's collab with LGBTQ+ celebrity Olly Alexander celebrated the power of diversity and unity. JDO Global was tasked with developing a bottle that would act as the canvas for Alexander's art. JDO retained the brand equity of Absolut's iconic bottle shape but introduced texture to elevate the limited edition product. The bottle had to be produced through the company's existing manufacturing processes, limiting the options. But the result is a creative tour de force.

Alexander's abstract art provides the perfect juxtaposition for the bottle's round shape and the sleek vertical lines that infuse Absolut Mosaik with a sense of elegant timelessness. Not only that, but Absolut's brand is rooted in its ability to mix well with other beverages. Thus a collaboration is an ideal metaphor for this 'born to mix' positioning. Judges called this a "great strong concept and strategy with elegant and elevated design."

BEST USE OF PACKAGING (LIMITED EDITION)



SILVER

PEPSICO – LAYS DUNGEONS AND DRAGONS

Lays, owned by PepsiCo, created an influencer tie-in pack themed around the Dungeons & Dragons: Honor Among Thieves movie. It developed game-themed packaging that uses key brand storytelling cues to create an immersive experience. This smart collaboration is also a brave move for Lays as it effectively did away with its own brand cues in favor of creating an excellent, shareable user experience.



BRONZE

PEPSICO – PEPSI HBU CULTURE CAN

PepsiCo engaged the US Hispanic community through the launch of six 'culture cans' focusing on the music and lifestyles in different cities across the country. The graphics of Pepsi HBU Culture Can aimed to capture the spirit of Latin music and culture. The campaign inspired over 50,000 people to sign up for dance classes. One judge loved it, saying, "I just wish the cans existed IRL!"

HIGHLY COMMENDED

PEPSICO – SMARTFOOD VALENTINES DAY INFLUENCER KIT

PepsiCo wanted to change the narrative around heteronormative expectations of Valentine's Day by developing a Prideful Smartfood limited edition for the holiday.

Design a revolution
a better world
a legacy
a new reality
an elevator pitch
an award winner
with purpose
with a conscience
the unexpected
the undisputed
the unwritten rules
the intangible
the silence between the noise
the question, not the answer
the antidote
something surprising
something sustainable
something beautiful
for the masses
for yourself
to move mountains
to move brands
to move people
to move the world
bridge and partners

BEST USE OF SUSTAINABLE PACKAGING



GOLD

PEPSICO – FRITO LAY SUPER BOWL LVII COMPOSTABLE BAGS 2023

For Super Bowl LVII, PepsiCo Frito Lay offered attendees special edition industrially compostable sampling bags for Lay's, Cheetos, Doritos, Tostitos and PopCorners. The event was an opportunity for PepsiCo to showcase the investment it has been making into sustainable packaging development and design. Its goal is to design 100% of its packaging to be recyclable, compostable, biodegradable or reusable by 2025.

The more than 50,000 special edition packs helped divert approximately 465 pounds of packaging waste from landfills. Clear signposting indicated that the bags were compostable. Each of the product logos was treated to a subtle redesign, turning the icons into billboard signage on each pack. This helped capture consumers' attention and make the packs that much more memorable.



SECTOR





GOLD

WEST LOOP COMMUNITY ORGANIZATION (WLCO) AND LANDOR

A former industrial zone in downtown Chicago, West Loop Community Organization (WLCO) is now a dining and nightlife hotspot. To support the community's transformation and allow it to embrace its new opportunities for the future, the West Loop Community Organization (WLCO) has worked with locals and business owners since the early 1990s. Now, Landor has given it an incredible opportunity to make impactful and lasting change.

The new visual identity is crafted using local design elements. It has a bold, vibrant graphic language that allows everyone in West Loop to engage with it and adapt it to suit their needs. The brand is recognizable, brave and exciting. Judges thought this was fun and powerful design work that engaged the local community well. One judge called it an "innovative visual solution," and added, that they, "loved the unique applications of the brand."

BEST VISUAL IDENTITY BY A
CHARITY, NGO OR NFP



SILVER

AMERICAN LIBRARY ASSOCIATION
(ALA) AND LANDOR

The American Library Association worked with Landor on Let Freedom Read, a campaign designed to promote intellectual freedom ahead of Banned Books Week. With an increasing drive to ban books across the country, the freedom to read is a huge priority for the nation's libraries. Let Freedom Read is the perfect activist brand, full of energy, passion and ownable brand assets. One judge said, "I love the creativity. This was truly a fine needle to thread. Powerful."



BRONZE

FORD FOUNDATION AND HYPERAKT

The Ford Foundation has long been a movement supporting social justice, the arts and creative expression. It worked with Hyperakt to ensure its brand reflected this purpose. The new visual identity is professional, but infused with a sense of active momentum, purpose and drive. Judges loved the editorial look of the new brand, praising the confidence and approachability the identity conveys.

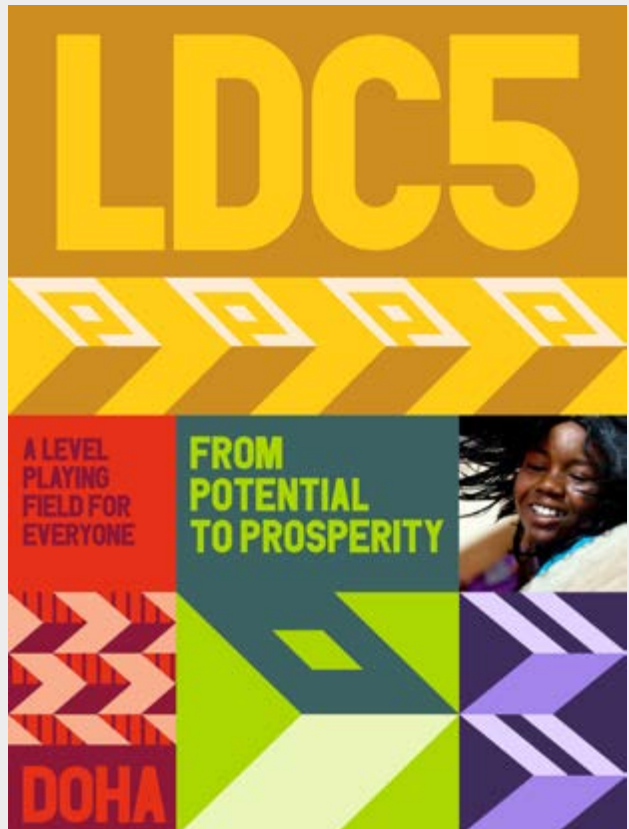
BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



BRONZE

THE NEW YORK COMMUNITY TRUST AND HYPERAKT

Grantmaking organization, the New York Community Trust used its centenary as an opportunity to inspire new donors and celebrate its 100 years of triumphs. Hyperakt used typography to make the brand more accessible. A unifying thread visually links the brand's assets and acts as an intriguing narrative device. One judge said this was a "nice refresh that pushes the brand forward and represents the culture well."



BRONZE

UNITED NATIONS AND BURSON

LDC5, the 5th United Nations Conference on the least developed countries, is a global event that aims to accelerate sustainable development. Burson built an event brand that reflected the colorful and vibrant societies in the world's least developed places without overly favoring any individual nation over the others. This comprehensive conference brand was engaging and vibrant, while balancing the needs of the audiences exceptionally well.

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



GOLD

LEARN FRESH, ECOTOUR AND NOMINEE

Educational non-profit Learn Fresh wanted to launch a board game to act as an interactive STEM learning experience for secondary school children. The design of EcoTour had to be cool enough to appeal to teens without detracting from the gaming experience. Nominee delivered something entirely unexpected. It took an illustration-heavy approach, using a style similar to modern animated TV programming. The stripped back, brightly colored illustrations are well-suited to the audience and enhance the game play itself.

Judges thought it was an immense challenge to make the design relevant to a Gen Z and Gen Alpha audience, but one that Nominee handled very well. One judge said, "I want to play it!" Another added, "It has a super fun and inspiring design with interesting characters, expressive type and vibrant colors."

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



SILVER

BEATING THE ODDS AND AGENDA

Beating the Odds worked with Agenda to amplify its unique approach to supporting secondary school students to overcome challenges. Agenda transformed a functional, tired brand into an appealing festival of color and graphics. It's "bright, optimistic and fun," even channeling elements of Saul Bass in its simplicity and iconic nature, according to judges.

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



GOLD

CADIZ AND SUSTENA, A PARIVEDA COMPANY

Southern California has immense water needs. Cadiz is one of the companies meeting those needs. But it does so by harvesting water from an aquifer deep within the Mojave Desert. It needed to shed its image as simply being a 'water project' and amp up its innovative approach to water management in a very thirsty region. It worked with Sustena, a Pariveda Company to change its narrative.

The new brand is consistent and unified and more clearly tells the story of the Mojave aquifer. Its narrative approach uses graphics and video assets to great effect in showcasing the brand's points of difference, which help set it apart from other water companies in California. Judges thought the significant brand transformation was impressive, praising the brand architecture solution and water drop-inspired icon.



GOLD

RELEVATE POWER AND BRANDPIE

Relevate Power harnesses the energy driven by hydroelectric dams to provide renewable energy to communities across the US. But its 'small and scrappy' visual identity was failing to capture its growth-minded spirit and ambitious projects. It worked with Brandpie to bring a sense of its purpose into its brand. The resulting brand icon is emblematic of water flowing through a turbine. Simple diagrams tell the story of the hydropowered brand to great effect.

One judge called this modern approach "very bold!" And "unseen in the category." Each dam's impact is rendered clearly within the system, showcasing the amount of power generated and the uses of that energy. This prompted another judge to praise the way Relevate Power was able to include its purpose of restoring local dams within its visual design system.

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



SILVER

ARCADIUM LITHIUM AND TENEIO

Lithium mining companies Livent and Alkem merged to form Arcadium Lithium. Teneio crafted a visual system that would highlight the sheer essential nature of lithium to modern life. The logo represents a lake and a mountain, or the two places from which lithium can be extracted. This inspiring, uplifting new brand was called “well-executed,” “meaningful” and “an ideal vision of being in harms with nature,” by judges.



BRONZE

LS POWER AND PROPHECY

Energy investment business LS Power wanted to communicate its commitment to progression and development in the energy industry. Prophecy created an inspiring logo that combines the initials ‘LSP’ in a continuous loop. Coupled with the strapline ‘Energy never stops. Neither do we,’ the new brand tells an effective story of energy’s future.

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



BRONZE

MN8 AND THACKWAY MCCORD

The spin out of Goldman Sachs Renewable Energy intends to reimagine the energy infrastructure, including the way it is generated, stored and used. Thackway McCord crafted an authoritative, inspiring brand that is primed to define the next phase in global energy. Judges liked the way the logo was devised, connecting the sun and the earth through the '8' numeral. One added, "This is an impactful visual identity that stands out and is memorable."



GOLD

HIGH LINER FOODS AND WMH&I

Seafood brand High Liner Foods had a tired brand that didn't reflect the company's industry-leading commitment to sustainable fishing practices and aim to tackle sea pollution and other essential environmental issues. WMH&I crafted a brand that could tell the company's story, express its heritage and inspire its audiences. The visual identity uses a bold graphic twist, symbolizing a shift in perspective as the unifying device across the brand.

This, along with the strapline, 'Changing the way we see food' simply and clearly communicate the company's purpose. The visual identity is built out with bright colors and a bespoke typeface featuring the brand's iconic twist. Judges loved the type development and the way the twist device is deployed across the visual identity. One called it a "significant modernization and step forward for the brand."

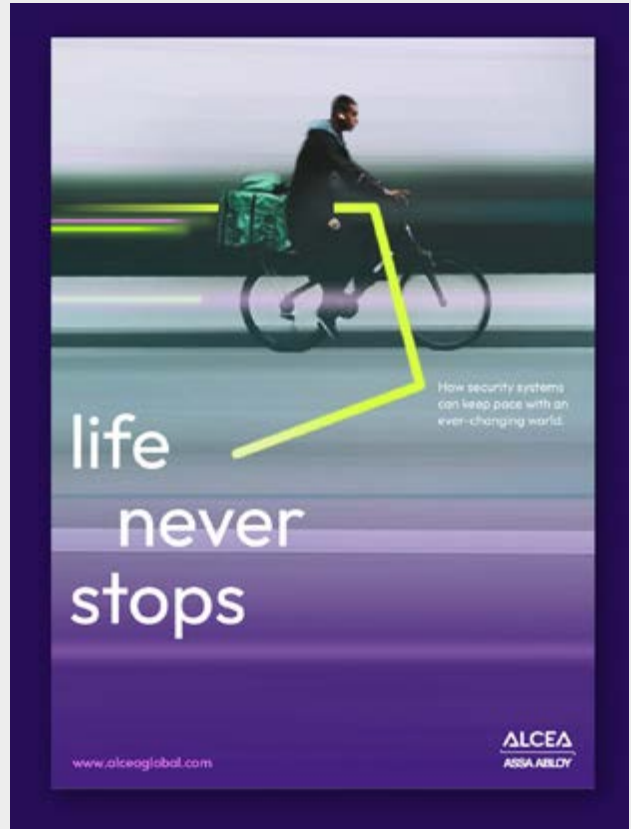
BEST VISUAL IDENTITY FROM THE
ENGINEERING AND MANUFACTURING SECTOR



SILVER

**GENER8 AND SUSTENA,
A PARIVEDA COMPANY**

Engineering and product design firm Gener8 underwent a seismic transformation to allow its brand the room to grow into new markets and service areas. Sustena, a Pariveda Company developed a visual identity founded in the concept of momentum. Judges thought this transformation was an “incredibly modern and sleek” solution compared to the previous brand. They particularly liked the relationship between Gener8’s name and the strapline, ‘momentum to market.’



BRONZE

ALCEA AND GW+CO

Infrastructure services company ALCEA needed to convince stakeholders of its essential role in keeping the world running. GW+Co used clever visuals and adept messaging to tell the story of how ALCEA protects and services the world’s essential infrastructure. Judges thought this polished, strategic rebrand was well-executed with strong messaging and dynamic visuals.

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



GOLD

RAIN BIRD AND MATCHSTIC

Rain Bird's preeminence in the irrigation and landscaping market can't be denied. But its brand was failing to tell the story of its long heritage, quality products and industry leadership. It worked with Matchstic to make the rain bird fly higher. Matchstic focused on revitalizing the iconic bird logo, refreshing the color palette and building a simple, but impactful visual language.

The result is simple to deploy for brand managers, and effective and easily recognizable for consumers. One judge called it "a breath of fresh air for design in the agriculture sector." Another praised the textural overlays deployed atop photography, the graphic style and the expressive tone of voice, adding that the updated logo "maintains strong brand equity."

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



SILVER

BAYER AND HLK

Bayer's Channel seed brand set out to disrupt the category and provide an alternative option for young, growth-oriented farmers. It worked with HLK to craft a brand harnessing the power of growth, ambition and rising to the challenge. Judges loved the use of storytelling in the development of the brand, with one adding that there was "good integration of the brand assets and storytelling."

Dearest reader,

This is all a bit peculiar. Maybe even inconvenient. And no, this is not a printing error. You might well be asking—What's all this about?

Well, our world feels a bit upside down at the moment. Between the spread of disinformation, the unknowns of AI, the energy transition, recession, the upcoming election...

It's hard to move forward with confidence in a time like this. All of us in this room, working in this industry, and our clients, have a role to play.

We have an opportunity to flip the narrative with creative thought. To provide that unique magic that unites us and galvanizes organizations with a sense of purpose.

Because, in an era where what it means to be human feels like it has been turned on its head.

We think it takes people with an unconventional viewpoint to make sense of it all.

Stay curious.

BRANDPIE



BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

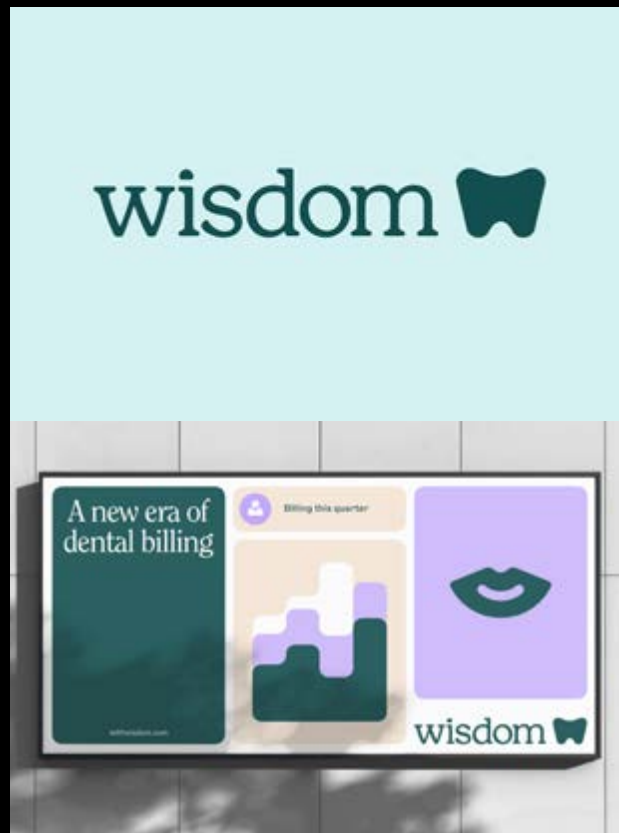


GOLD

SOLA PAYMENTS AND MONIGLE

Payments providers are popping up left and right, making promises of human connections that they often fail to meet. Fidelity Payment Services and Cardknox wanted to change the narrative and actually deliver on its promise of personal connection in payments. It worked with Monigle to develop the Sola Payments brand.

Sola's warm, blue circle is designed to inspire trust and warmth. The visual identity is simple, with only essential messaging featured atop clean graphics and personable photos. Judges thought the use of the 'o' as the sun in the center of the solar system was an excellent metaphor for emphasizing that the customer is at the heart of the brand. "It's always a challenge to merge brands, but they really focused on the strategy and it looks different from the rest of the category," said one judge.



GOLD

WISDOM AND A LINE STUDIO

Dental billing company Wisdom uses AI to help dental practices maximize their time by taking the pain out of insurance payment management. A LINE Studio developed a logo that looks like both the shape of a wisdom tooth and an open mouth. A clear and easy-to-use digital property allows customers to simply understand Wisdom's value and manage their billing processes.

The brand is infused with visual cues related to dentistry but avoids becoming overly whimsical. Judges thought this was a smart, sophisticated strategy that has resulted in a youthful and refreshing brand. One judge highlighted the excellent color palette and typeface design as elements that helped the brand to stand out.

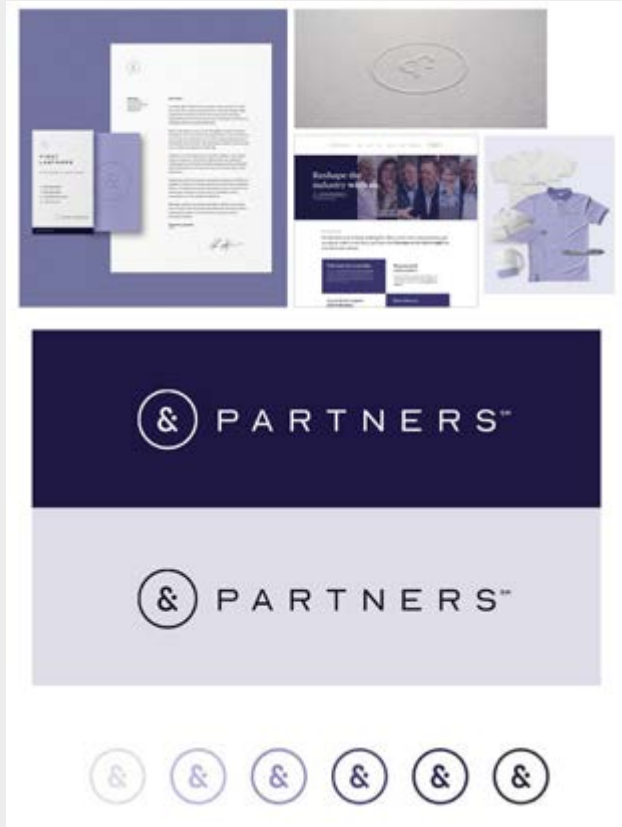
BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



SILVER

PAYSAFE

Paysafe's global rebrand was designed to infuse its identity with a creative spark and avoid the staid, B2B brand associations of the past. The new look is inspired by lifestyle branding and infused with aspirational photos that wouldn't be out of place in a high-end travel magazine. The graphic language is clear and sophisticated. Judges loved the "bold minimalism" and the interplay between the graphics and photos.



BRONZE

&PARTNERS AND HLK

To allow &Partners to live up to its promise to be a true partner in financial services advisory, HLK introduced a brand that is understated and warm. The muted purple color palette and simple, to-the-point brand assets reinforce the message that &Partners is there to be just that: a partner. Judges said the strategic foundation for the brand helped it to achieve its objectives and praised the modern approach and brand icon development.

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



BRONZE

STATE STREET AND LIPPINCOTT

Investment company State Street wanted its brand to communicate its industry-leading positioning. It worked with Lippincott to shape the future of investing, and of its visual identity. The use of three lines in the logo is mirrored in an expertly curated photographic library depicting natural forms in the same shapes. Judges loved the way the elements and shapes come to life throughout the brand, providing a rich brand world suitable for a modern financial services business.

HIGHLY COMMENDED

ONITY AND THACKWAY MCCORD

Thackway McCord developed the brand for Onity to communicate the brand's commitment to supporting people on their path toward homeownership.

TRADEWEB AND LIVING GROUP

Living Group's work for Tradeweb defies category stereotypes and creates a future-facing visual identity designed to inspire trust and engagement.

BEST VISUAL IDENTITY FROM THE FMCG, FOOD AND BEVERAGE SECTOR



GOLD

KELLANOVA AND BRUNSWICK GROUP

Kellogg's split its operations in two, with snacking and breakfast foods falling under the purview of a new company and its North American cereals remaining with Kellogg's. Brunswick Group had the challenge of reimagining Kellogg's after this split and developing the brand for the new business, Kellanova. The new visual identity keeps the iconic Kellogg's 'K' but takes a modern, playful approach suited to the personalities of its product brands.

For Kellogg's, the iconic signature of William Kellogg is now the wordmark and forms the basis for the company's new typeface. Two brand transformations in one, this project is a landmark piece of work. One judge called it "ingenious, thoughtful and well done by leveraging the legacy brand equity but bringing the two new brands into the future."

BEST VISUAL IDENTITY FROM THE
FMCG, FOOD AND BEVERAGE SECTOR



SILVER

BKKB VENTURES AND
LONDON : LOS ANGELES

Non-alcoholic beverage brand Fable needed to inspire the imaginations of its young consumer demographic. London : Los Angeles created a fairytale world that set the range apart. Its brand strategy also focused on making Fable synonymous with festivals, concerts and cultural events, tapping into the social cache its target audience aspires to. "Incredible elegant and enticing visual identity that made me want to try it!" said one judge.



SILVER

CANADA DRY AND CBX

Canada Dry suffered from the classic problem of having a well-known, but ageing brand that needed updating to remain relevant to changing audiences. CBX developed a graphic system based on a topographical map of Canada and streamlined the pack design. New brand assets shine in merchandizing and on-trade brand touchpoints. Judges liked the way the updates to the brand were simple but effective at helping consumers navigate the brand world.



BRONZE

EL JIMADOR AND NOMINEE

El Jimador's range of canned tequila cocktails needed to stand out in a crowded category while remaining relevant to the El Jimador masterbrand. Nominee handled this challenge deftly, creating a simple can design that allows every single brand element to sing. Judges loved the simplicity of the design and the fact that no real estate on the can is wasted.



BRONZE

PEPSICO – STARRY VISUAL IDENTITY

PepsiCo launched lemon-lime soda brand Starry with a cast of characters tailor-made for the Gen Z audience. The stars of the show, Lem and Lime are mascots full of personality that bring the brand to life in an engaging way. Judges thought this was a “refreshing take” on the category and eminently appropriate for the target audience. They praised the design work and thought it would help Starry stand out on the shelf.

BEST VISUAL IDENTITY FROM THE HEALTHCARE, PHARMACEUTICAL AND WELLBEING SECTOR



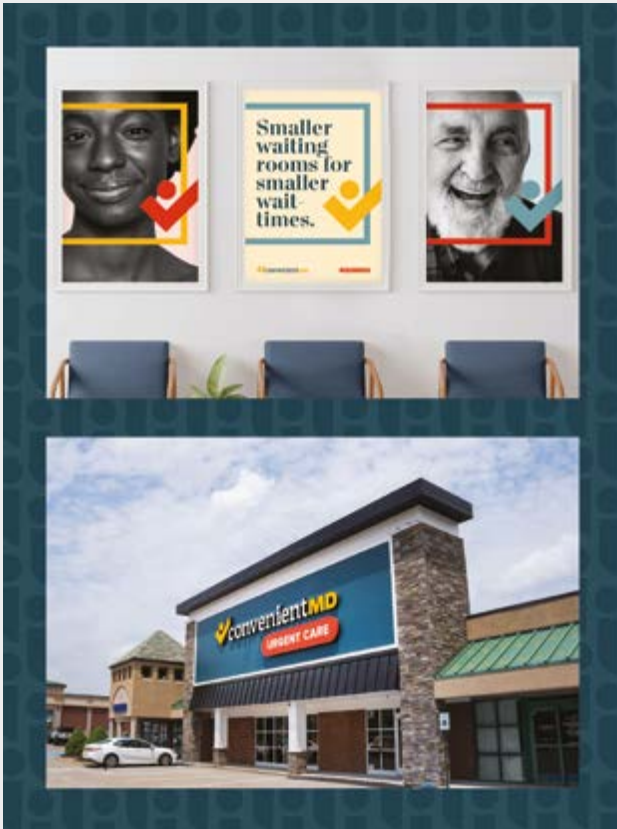
GOLD

COSETTE/VYLEESI AND STARFISH CO.

Vyleesi helps premenopausal women rediscover their sexuality at a time in which it is under threat. The brand had to balance healthcare, lifestyle and scientific communications while also appealing to consumers at a sensitive time in their lives. Starfish Co. handled this challenge with incredible sensitivity, ease and panache. The brand's tone of voice is pitched exactly right for the target demographic. Lifestyle photography complements handwritten type to create a personal brand that avoids being intrusive.

This was a complex challenge that required a capable strategic foundation. Judges thought the solution was a perfect match to the brand's objectives. The new website converted 21% more users than prior to the brand launch while session duration increased by 15% as well.

BEST VISUAL IDENTITY FROM THE HEALTHCARE, PHARMACEUTICAL AND WELLBEING SECTOR



SILVER

CONVENIENTMD AND BRIGADE

Urgent care brand ConvenientMD wanted to open a primary care service, which required a shift in brand strategy. BRIGADE introduced a focus on putting patients first and making patients 'better.' The new brand is primed for social media with a differentiated color palette, black and white photographic style and unexpectedly joyful copywriting. Judges thought this was a dramatic improvement with smart messaging and a lot of impact.



SILVER

HEALTH CARE SERVICE CORPORATION AND DESIGN BRIDGE AND PARTNERS

The Healthcare Service Corporation (HCSC) worked with Design Bridge and Partners to put people at the center of its brand strategy. This human approach saw the introduction of family-oriented photography, warm colors and a modern typeface. Judges loved everything about this visual identity, calling it "approachable" and "bright." One said, "The typeface especially captures the desired human feel."

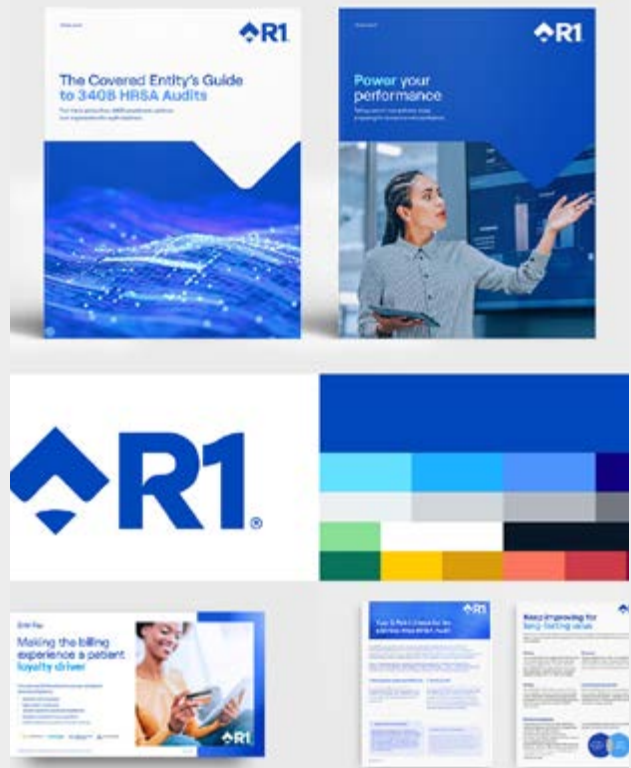
BEST VISUAL IDENTITY FROM THE HEALTHCARE, PHARMACEUTICAL AND WELLBEING SECTOR



BRONZE

ANDRUS ON HUDSON AND JOE SMITH

Skilled nursing facility Andrus on Hudson's previous brand was basic, focusing largely on its location and services. It worked with Joe Smith to create a visual identity focusing on its purpose of providing excellent personal care to every one of its residents. One judge said this was a "dramatic improvement with typography and a feel that are approachable and human. They're distinct so the brand doesn't need to rely as heavily on photography as its competitors."



BRONZE

R1 RCM AND DESANTIS BREINDEL

R1 is a revenue cycle management company that helps America's healthcare organizations remain financially viable. DeSantis Breindel developed a new brand strategy based in the R1's role as a partner helping companies achieve a bright future in the healthcare space. Judges liked the way the logo design represents forward motion and an apex symbol, promising a brighter future for the sector.

HIGHLY COMMENDED

VITAFUSION AND CBX

CBX updated Vitafusion's visual identity to simplify its packaging design, have stronger appeal on the shelf and provide clearer brand architecture cues to consumers.

AGENTS OF CHANGE

Creating difference for 20 years.

In a world of disruption, we help our clients in the **financial**, **professional services** and **technology** sectors create a world of difference, through research, brand, digital and advertising.

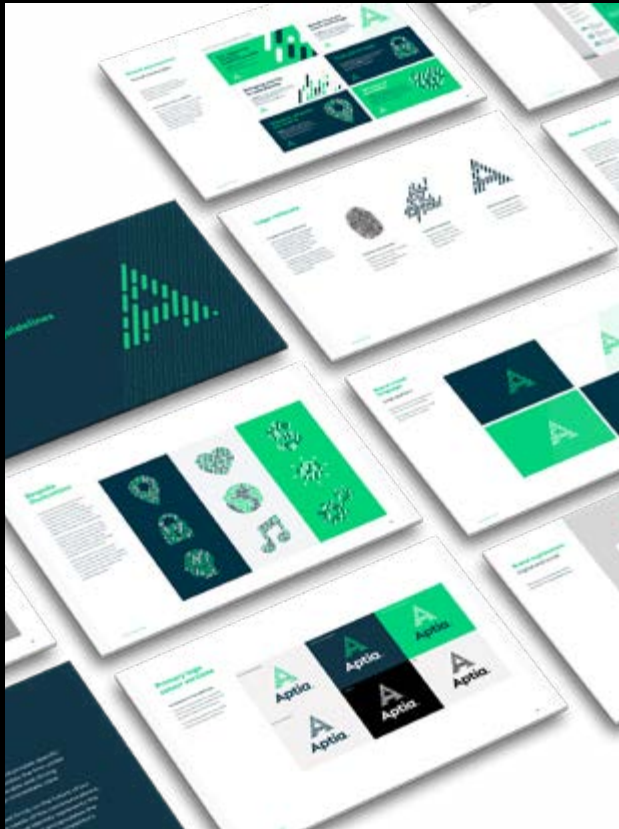
Congratulations to all tonight's winners.

www.living-group.com

Living^D



BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (ADVISORS AND CONSULTANTS)



GOLD

APTIA AND LIVING GROUP

Mercer's employee benefits business wanted its brand to communicate more than just its function. The market is full of serviceable, but staid brands that often feature convoluted user experiences. Living Group developed a brand centered around people; the logo itself is inspired by a thumbprint. The marks comprising the logo are then used across the brand's touchpoints as patterns and wayfinding indicators. Color-washed photographs and simple messaging make for a captivating brand experience.

And the gamble has paid off. Aptia has seen 96% client retention since the launch of the brand and a 35% increase in the NPS of its contact center. Judges loved the 'brand code' design element with one calling the new visual identity "fresh, creative, simple, well-thought-out and easy to understand." Another praised the way the "interesting and clever design" led to impressive results.



GOLD

TENSURE AND MATCHSTIC

Cloud tech consultancy Tensure had originally been conceived of as the tension-provider that allows a bridge to stand strong. But consumer research found that customers thought of it as a way to relieve their tension and stress around cloud transformations. This insight led Matchstic to craft a truly fun and relatable brand.

A lovable brand character, Taffy, helps customers relate to the brand. A bubbly, bright illustrative style results in a cheerful, positive brand. The risk of moving away from industry norms focusing on the futuristic nature of technology has paid off as employees and clients have embraced the new brand assets. "I love how they flipped the visual language on its head and leaned into a refreshing take on a tech company," said one judge. Another added that they "appreciated the boldness and risk of this brand identity. It's approachable and not intimidating to the user."

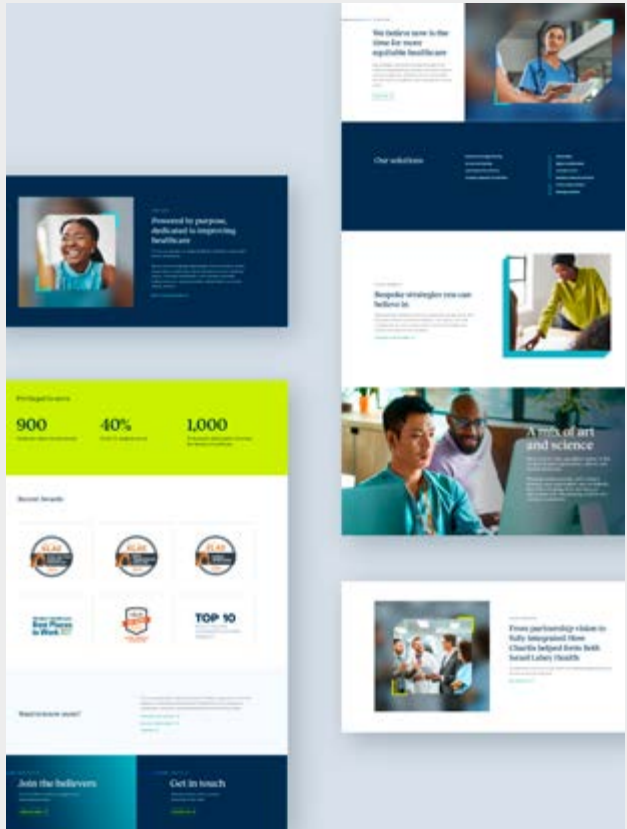
BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (ADVISORS AND CONSULTANTS)



SILVER

TALENT SOLUTIONS AND WE-DO-CO

Talent Solutions' tired brand was failing to close the loop between what clients needed from a talent partner and how Talent Solutions could help its customers. we-do-co developed a visual identity with a loop design that clearly and simply communicates the way Talent Solutions helps find the best people for each role, effectively making every business it works with stronger as a result. Judges liked this approach and praised the execution and storytelling inherent in the brand.



BRONZE

CHARTIS AND BRANDPIE

Healthcare services company Chartis wanted to make healthcare a more positive place in the US. It worked with Brandpie to build a brand on the concept of 'belief.' The new visual identity is personable, relatable and friendly, a brave move in a sector filled with science- and technology-related imagery. The result is warm and clear, allowing Chartis to tell its story from a stronger foundation.

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES (ADVISORS AND CONSULTANTS)



BRONZE

THE KALEIDOSCOPE GROUP AND DESANTIS BREINDEL

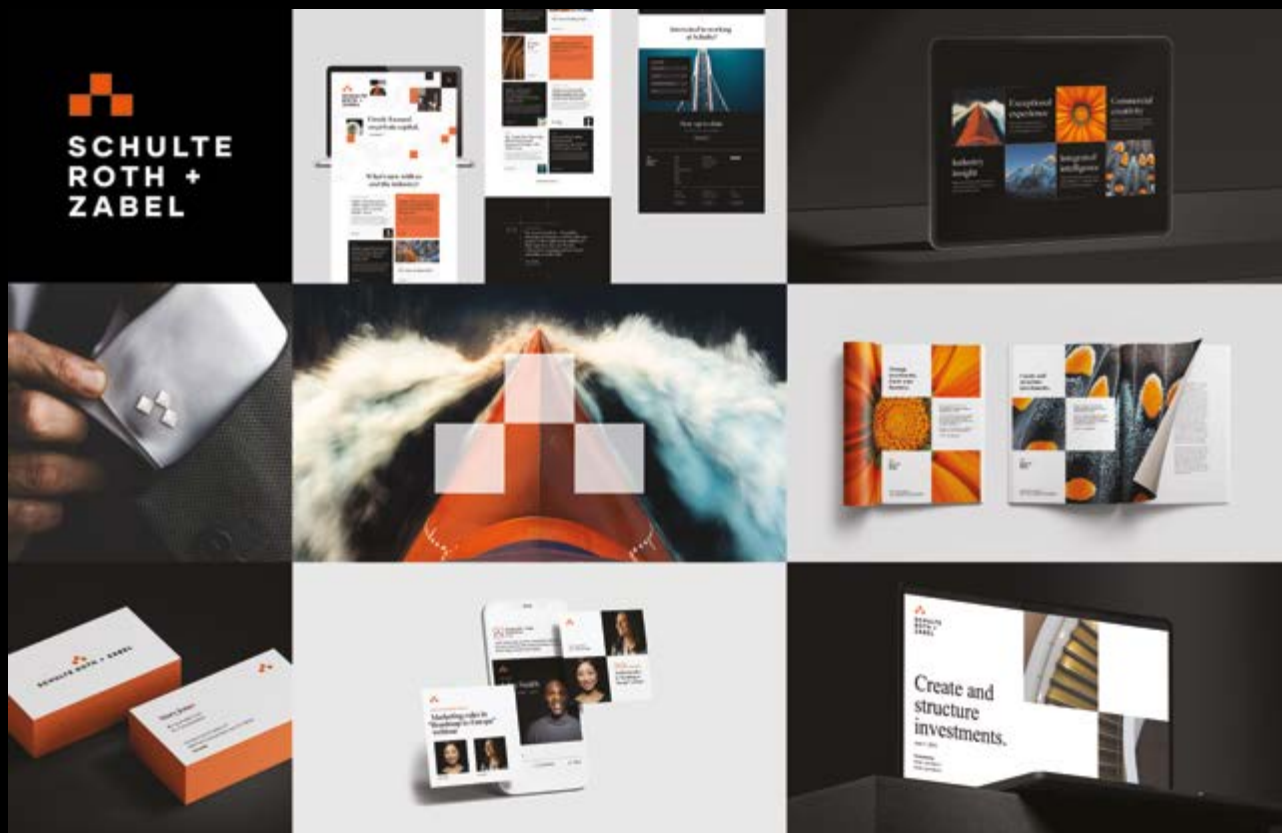
DEI consultancy The Kaleidoscope Group had three decades of experience but a forgettable brand that failed to capture the imagination. It worked with DeSantis Breindel on a brand that could provide a creative spark igniting a more diverse and inclusive future. It did so without emphasizing any one culture or demographic's unique personalities – a significant challenge that was handled well. Judges praised the “strategic rigor and strong foundational work.”

HIGHLY COMMENDED

VERIAN AND MONIGLE

Monigle developed the brand for Kantar-spin-off Verian, a public-sector intelligence and research company committed to industry-leading thinking and analysis.

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (LEGAL AND ACCOUNTANCY)



GOLD

SCHULTE ROTH & ZABEL AND AGENDA

Schulte Roth & Zabel focuses on legal expertise in a specific type of finance and private capital. But its brand wasn't communicating this industry-leading positioning. Agenda found that the firm wasn't speaking with one voice so it made 'focus' the foundation for its brand strategy. This sense of a 'firm focus' is brought to life with a blocky graphic lockup that provides consistency, visual appeal and confidence to the visual identity.

The new wordmark's use of a chunky, sans serif font gives it a sense of authority and trustworthiness while the logo – a set of three orange blocks – exudes leadership and expertise. "The system lends itself well to storytelling and seems to have more longevity than the old brand," said one judge. Another added, "The visual identity and consistent reinforcement of the three blocks was very well done."

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (LEGAL AND ACCOUNTANCY)

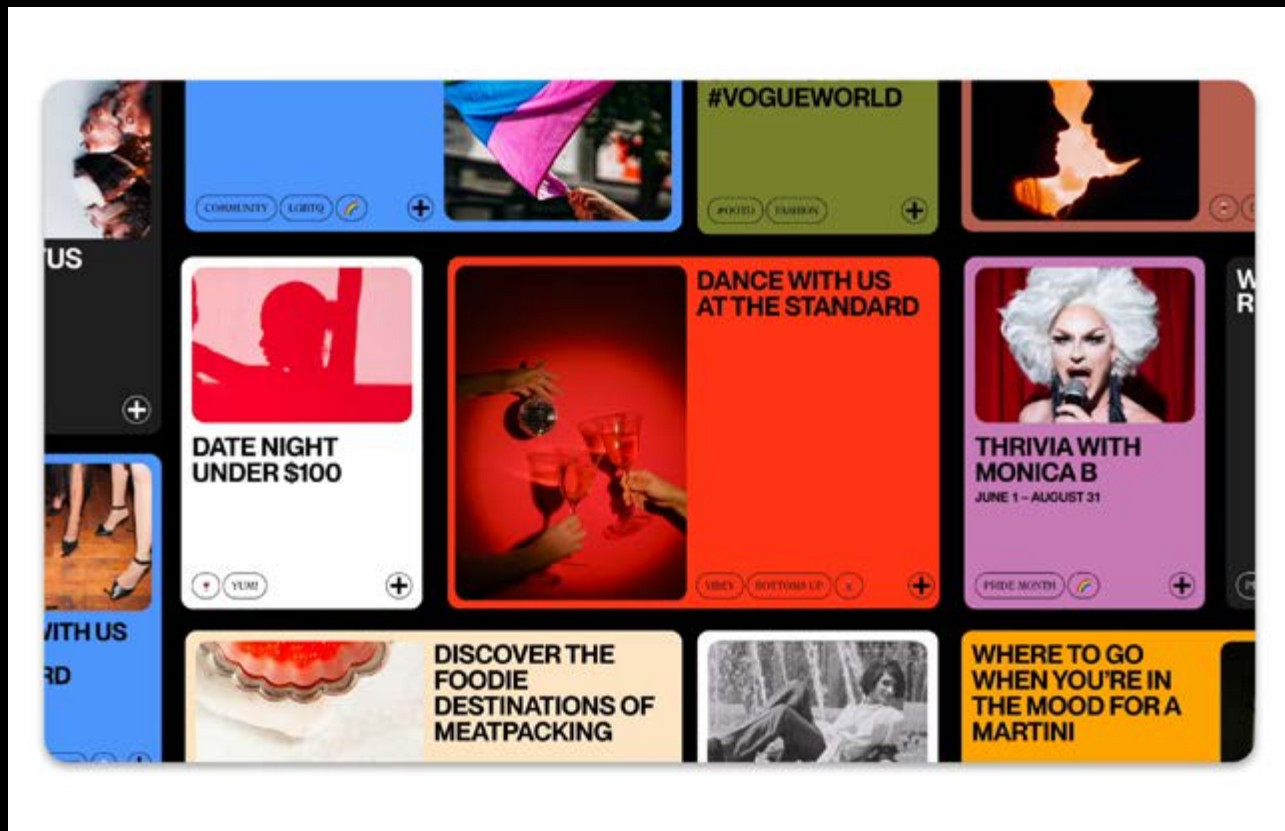


SILVER

KELLEY DRYE AND LIVING GROUP

Kelley Drye worked with Living Group to evolve its visual identity while retaining its existing logo. The new identity was designed to give lawyers more flexibility and control over the firm's website while communicating the company's progressive nature. Judges liked the use of bright colors, simple triangle patterns and singular images, which provided a new graphic style for the sector.

BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



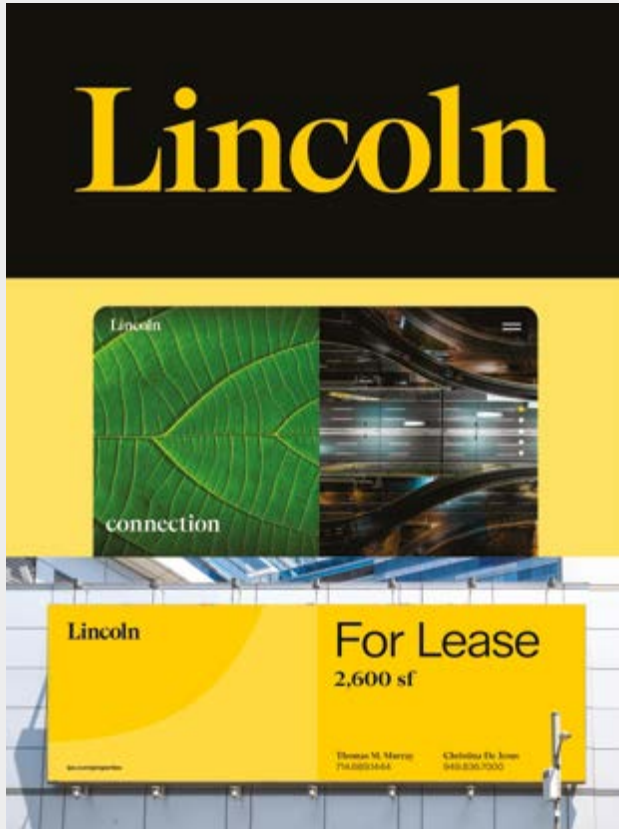
GOLD

MEATPACKING DISTRICT AND BASE DESIGN

Business improvement district websites can range from the blatantly money-seeking to the bureaucratic and functional. But New York's Meatpacking District wanted to do something different. The unique neighborhood has gentrified in recent years and become a tourist hub and desirable residential and business community. Its website needed to enhance visitors' experiences while telling the story of the district's future.

Base Design developed a visual identity with a split view device, allowing single brand assets to tell a rich, multilayered story. The new website deploys this concept online while also enhancing the user experience through simple pop-up style content blocks. One judge called this a "very cool approach and compelling solution that feels right for the neighborhood." Another said, "I love how the innovative approach to a social-first experience and a vibrant visual identity meets the transformation the neighborhood has gone through. It's exactly what you'd want from a tourist destination!"

BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



SILVER

LINCOLN PROPERTY COMPANY AND PROPHECY

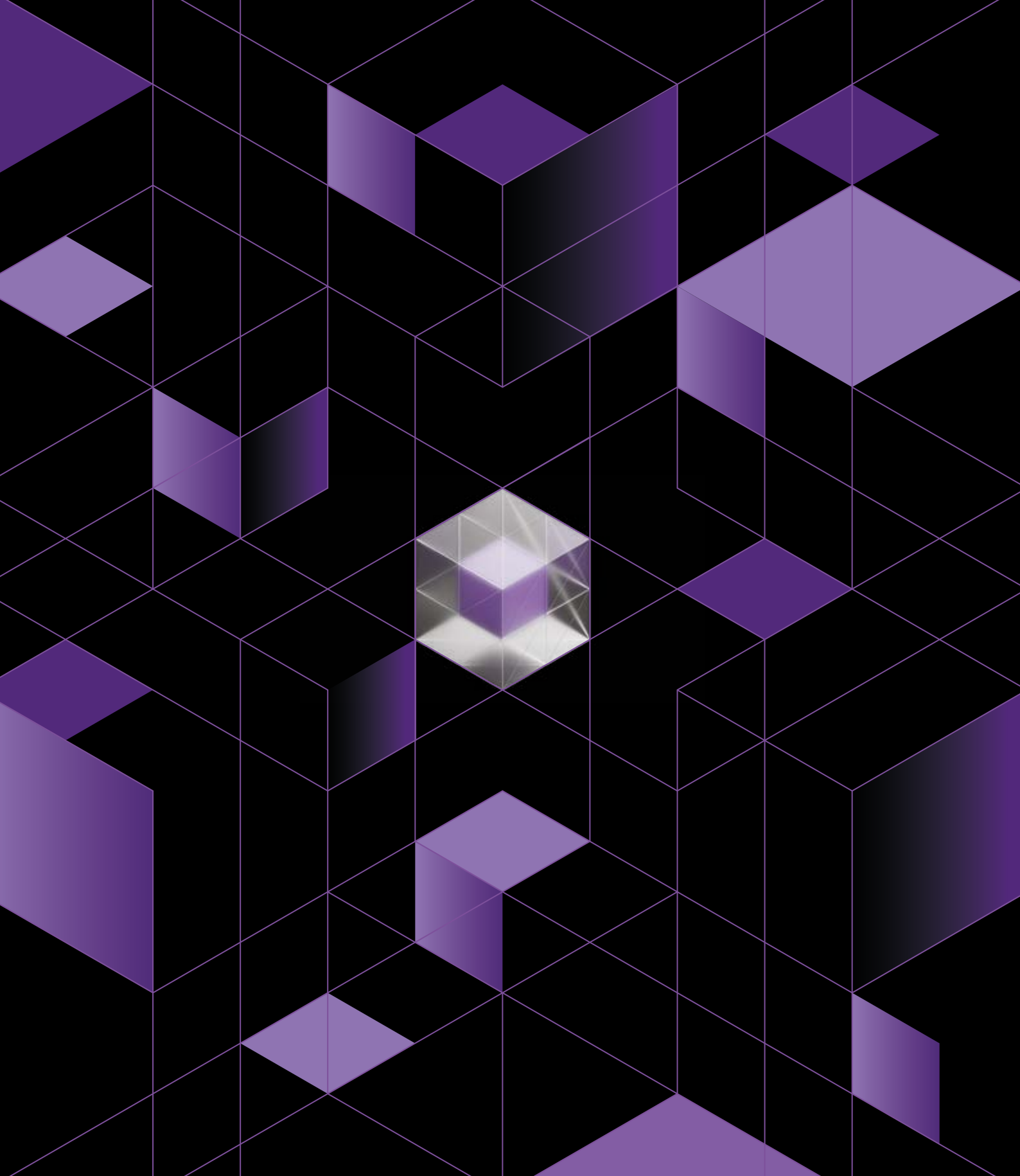
Lincoln Property Company worked with Prophecy to infuse its brand with credibility, professionalism and storytelling capabilities. The new identity juxtaposes two images side-by-side to communicate the company's purpose. It's been a hit with the target audience, too, as over 300,000 web views were tracked in the first month after launch. One judge said this was a "modern, fresh and bold evolution."



BRONZE

10 BRYANT AND STARFISH CO.

10 Bryant's unique positioning as a tenant's club in midtown Manhattan was brought to life through classic, timeless visuals that reflect the development's building styles. Starfish Co. bravely balked the trend toward uber-modernism and instead created something elegant, aspirational and luxurious for 10 Bryant.



prophecy

Next is where we begin.

prosek.com/prophecy

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



GOLD

TOWN OF TELLURIDE AND MONIGLE

Telluride, Colorado is a popular tourist destination year round set within a box canyon. Its heritage as a mining town has captured the public imagination and seen it inspire popular works of fiction in film and television. But its place brand was outdated and easily lost in a sea of mountain town brands. It needed to infuse its brand with its particular community spirit.

Monigle introduced a logo that draws on the town's unique location, positioning a cleverly cutout mountain range silhouette in the top of a 'T'. The silhouette forms the graphic language, providing consistency across the town's many use cases. Easily understood brand assets have allowed for the town's departments and local businesses to easily use the system to communicate, providing a sense of cohesion and community spirit for locals and visitors alike.

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



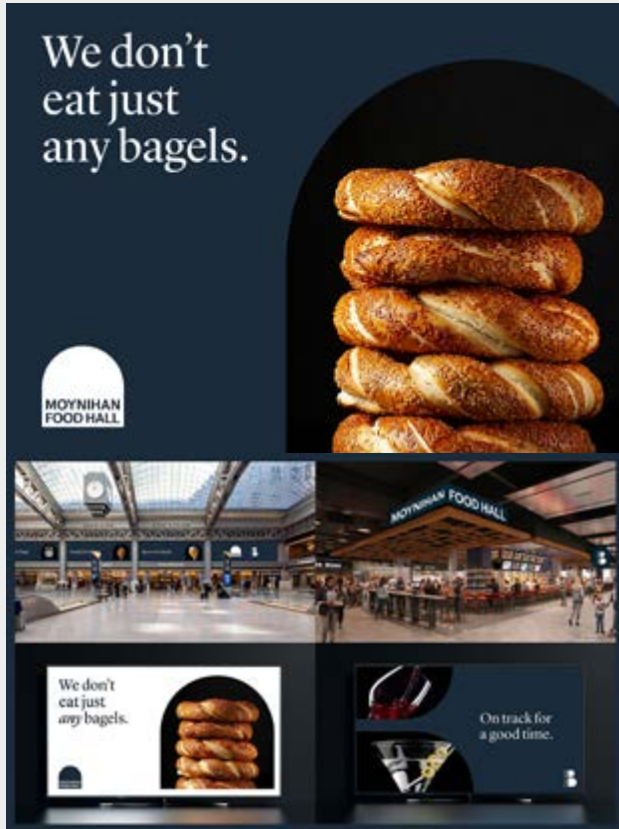
GOLD

LEGO AND INTERBRAND

LEGO's brand is one of the most well-known in the world, but its brand world was as disjointed as a pile of unconnected bricks. It wanted to unify its brand, building a cohesive system that could be deployed online and off and across the company's whole portfolio of sub-brands and products. Interbrand took inspiration from the LEGO 'system-in-play' in which all its bricks can be interconnected. It created a brand comprised of LEGO bricks, resulting in a sophisticated but playful visual identity that is inherently LEGO.

The typeface design, digital expression and campaign communications are all transformed effectively by this new approach. "This way of transforming via a custom and unique typography is a great strategy," said one judge.

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



SILVER

VORNADO AND STARFISH CO.

Vornado needed a visual identity that would make Penn Station's new Moynihan Food Hall and Bar a go-to destination for travelers and locals alike. The visual identity, designed by Starfish Co., took its cues from the site's architecture, using arch devices to provide elegance and consistency. One judge said this was a "great approach to creating a brand for an iconic building, but still honoring its history and architecture. The arch shaped icon stands out and the new colors are modern and high end."

BEST VISUAL IDENTITY FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



GOLD

USROWING AND PROPHECY

USRowing wanted to introduce a secondary brand to promote its educational resources and support for young rowers. The Launch was introduced, to evoke the sense of the launch boat – usually a speed boat – that accompanies rowers and offers coaching and direction. Prophecy developed a logo that is a graphic representation of an aerial view of boats on the water. The empowering, confident brand is infused with visual cues related to rowing.

The brand has resonated with the target audience. Its simple, evocative graphic language works well on social media and merchandizing. Since launch, the Launch has seen an 800% growth rate in USRowing's community. "I love the thought and strategy behind the name. This is thoughtful and well-executed," said one judge. Another judge added, "The brand is simple, young and effective."

BEST VISUAL IDENTITY FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



SILVER

HOTEL NIKKO AND LONDON : LOS ANGELES

Hotel Nikko wanted to embrace the Japanese concept of omotenashi through its visual identity. London : Los Angeles met this challenge superbly with a warm, natural photographic style, lovingly developed illustration and guest-oriented copy style. Judges loved the way the hotel's design was developed and rendered, giving Hotel Nikko a clear identity in a crowded tourist, market.

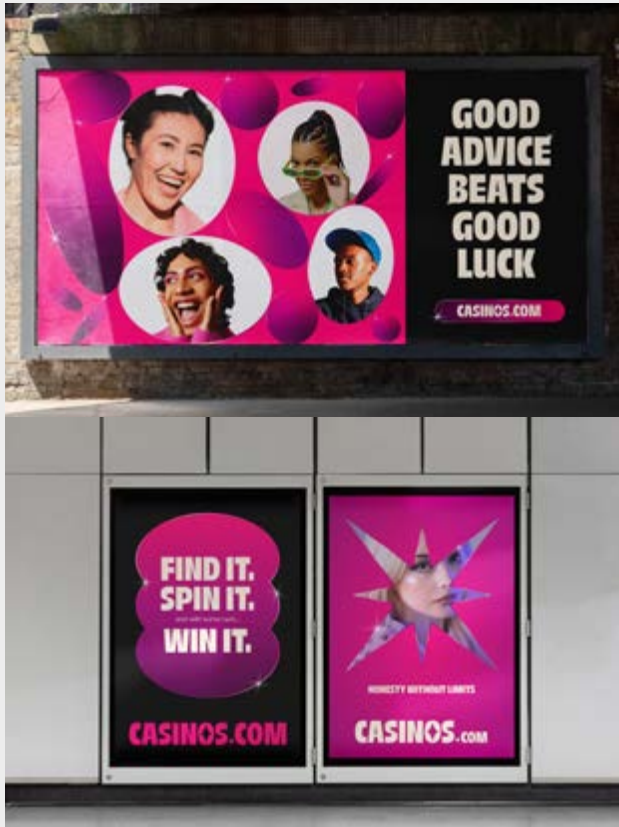


SILVER

NEW YORK GOLF CLUB AND LANDOR

The New York Golf Club's tech-infused experience needed to appeal to both traditionalists and new audiences to ensure its success. Landor used tasteful illustrations to give a nod to New York's native Eastern Bluebird. This married well with the 'Always circle the birdies' strapline to bring tech-based golf in line with its traditional outdoor play. "Innovative and at the same time a classic brand," said one judge.

BEST VISUAL IDENTITY FROM THE SPORTS, TRAVEL, LEISURE AND TOURISM SECTOR



BRONZE

CASINOS.COM AND MATCHSTIC

Casinos.com is the online comparison site for off-track betting. Its brand needed to infuse users with confidence and trust without losing the fun of online gaming. Matchstic used a neon pink brand color to both set the visual identity apart and infuse it with fun. But a strong, confident typography and graphic language allowed it to establish itself as the authority in American online gaming.



BRONZE

MONDEE AND INTERBRAND

Travel tech company Mondee wanted to inspire customers through the spirit of travel. Interbrand used this as a foundation for a visual identity infused with travel sector cues and photography. The simple graphic language helps it showcase its service offering and appeal to a younger audience. Judges liked the visual style and connection to visual ties the brand has to the travel sector.

BEST VISUAL IDENTITY FROM THE
TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



GOLD

NEXXEN AND STARFISH CO.

Formerly three brands sitting in the advertising technology market, Nexxen needed stronger brand awareness and a more credible platform from which to communicate with clients. The confusing and opaque world of ad tech required a brand that could speak with clarity and authority. Starfish Co. developed a visual identity inspired by Nexxen's commitment to serving clients a full end-to-end experience.

The word and logo form a palindrome, reinforcing this positioning. The logo's 'N' shape then forms the basis of the graphic language, bringing consistency into a complicated and sprawling brand world. Judges liked the mix of sophistication and playfulness in the visual identity. One judge added, "The use of a palindrome communicates the sense of connection" that the brand seeks to provide for its customers.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



SILVER

LEIDOS AND IMP

Leidos worked with IMP to transform its often overlooked brand into the industry-leading voice it deserved to be. IMP introduced a kaleidoscope pattern inspired by Leidos' brand name. This colourful fractal look gave the brand a stronger sense of personality and infused it with more recognition. Judges liked the strong strategic thinking and the way that resulted in a creative expression based on the 'mechanics of wonder.'



BRONZE

ADSWIZZ AND FAZER

AdsWizz needed to fit within the SiriusXM family while still retaining its brand equity and points of differentiation. Fazer introduced a visual identity anchored in the concept of sound. A sound wave forms the basis for the logo and patterns that sprawl across the brand's touchpoints. Judges thought this was a highly effective brand evolution that "turned up the volume" on all the best parts of the AdsWizz brand.



BRONZE

REDDIT AND PENTAGRAM

Reddit worked with Pentagram to create a rich brand world that would broaden its brand assets without affecting its user experience. The resulting creative is infused with joy and personality. It effectively takes the best of the Reddit brand and builds out a visual identity framework to support its possibilities for expansion.



GOLD

BOMBARDIER AND LIPPINCOTT

Bombardier's product brands – like Learjet – are icons in their own right, with widespread renown in the aviation industry and beyond. But Bombardier wanted to reclaim its authority as a masterbrand. It worked with Lippincott to build its commitment to aviation mastery into its visual identity. The new logo is inspired by flight, using wing-like devices to communicate forward momentum. The wing image then flexes across the visual identity, creating icons and inspiring patterns to build cohesion and credibility into the brand.

The result is luxurious, resonant and quietly confident. Judges called this an “elegant design” that “reflects a new chapter and shows the breadth of how it serves customers.” One judge said, “I love the idea of altitude and the emphasis on elevation in the copy. The logo design and icons have a timeless look and feel.”

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



SILVER

MIEBACH AND DESANTIS BREINDEL

Supply chain and logistics brand Miebach worked with DeSantis Breindel to infuse its brand with a sense of analytics-inspired intelligence and human partnership. The new visual identity allows clients and potential clients to consider how Miebach will help them unlock their business' potential. The angle of the icon's 'M' is inspired by Miebach's signature use of RFID systems in supply chain management, a facet of the design that impressed judges.



SPECIAL RECOGNITION





WINNER

JULIE DOUGHTY – LANDOR

A lot is in a name, particularly a brand name. For Landor's Julie Doughty the art of the name is one that requires creativity, research and an innate understanding of a business and its sector. Doughty turns her keen mind to naming strategy to find names that illuminate and inspire. Beyond the name, Doughty is able to tease out the characteristics of a company's personality to craft unique and memorable brand voices. Her work on the American Library Association's Let Freedom Read sub-brand was a shining example of a brand name and tone of voice pitched perfectly for the audience and to meet the organization's objectives.

Judges thought Doughty's impressive career in rebranding and brand development has made her into a leading light in the industry. One said, "Her ability to transform brands is tremendous. And I like what her clients said about her, that she is calm and she listens. These are the best traits for a strategy to have!"

FINALISTS

CHRISTINA FRAYNE – SGK

Christina Frayne makes sure she knows everything she can about a brand, its sector and its consumers. These insights help form the strategic foundations for her team's creative work. Frayne has become an expert in several sectors to ensure the strategies she builds for SGK's clients suit their needs perfectly. "Her creativity and humility are commendable, and her ability to distill complex scenarios into clear strategies is valuable," said one judge.

KAYLA RISCH – COLGATE-PALMOLIVE

Colgate-Palmolive's Kayla Risch had the unenviable challenge of transforming a global, sprawling family of products into a more cohesive brand. She did this by grounding the Optic White brand in a strategic direction well suited to Colgate's purpose. The 'science backed beauty' strategy led to Colgate-Palmolive impressing judges in several categories. "Kayla's work is far-reaching. Well done on a significant achievement in the company and the category," said one judge.

CREATIVE DIRECTOR OF THE YEAR



WINNER

HARLIE BRINDAK – BRUNSWICK GROUP

Harlie Brindak's creative work is a testament to a mind that keenly understands the needs of the client, their audiences and excellent visual craftsmanship. Brindak spearheaded the gold-winning Kellanova brand development and Kellogg's rebrand, which took a century-old icon and gave it a new, focused future. It also created an ownable masterbrand for a product group that is more than just a spinoff, but an authoritative food brand in its own right.

Brindak's leadership at Brunswick Group has seen her turn her hand to clients as diverse as Kellogg's, the Michael J. Fox Foundation and Pinterest, among others. She inspires her team to think imaginatively and consider every single detail carefully. This has resulted in a portfolio of work that shines in terms of its effectiveness and creative excellence. "Brindak seems to embody a very versatile expression of visual design and is not just a master of one," said one judge. Another added, "Brindak has a proven ability to deliver innovative and impactful campaigns. Her strategic thinking and leadership have driven success for high-profile clients and philanthropic organizations alike."

FINALISTS

LUIS ABOYTE – LANDOR

Luis Aboyte taps into his Mexican heritage to create award-winning brand work across Latin America and beyond. His work leading the Tupperware rebrand for Landor has harnessed the company's unseen and undervalued existing brand equity and reinvented it to ignite the Gen Z imagination. This twist on a classic is an inspiring, career-defining project. One judge said, "It's always good to see creatives pushing boundaries and having insight-led strategies and creative."

ADA MAYER – LANDOR

Ada Mayer is a team player, driving the Landor creatives to dream bigger, think more imaginatively and develop something new for clients. This attitude shone through her work on the New York Golf Club, which delivered a classic brand with modern sensibilities for the tech-based golf brand. "It was wonderful to hear of how far she goes above and beyond to support her people, not only on projects but as a defender of their wellbeing," said one judge.



WINNER

IVAN DELGADO – LANDOR

Being a Young Contender in the rebranding and brand development industry is about more than just excellent creative skills or strategic acumen. Rising stars exhibit a commitment to and passion for the industry that shines through everything they do. Landor's Ivan Delgado is the epitome of a Young Contender. His work for clients like the Human Rights Campaign and SC Johnson's Duck are creatively appealing and well-targeted for client audiences.

But it's Delgado's work mentoring young people and pushing for improvements in the diversity and inclusiveness of the design industry that see him shine in the eyes of judges. Delgado co-founded ReasonToBelieve, a non-profit clothing brand whose proceeds benefit the ACLU. He has lectured at the Savannah College of Art and Design and is a member of Huenited, a non-profit dedicated to supporting Black talent in design, among many other endeavors.

One judge said, "Ivan seems to be quite a rockstar right from the start of his career. Despite a day job where he is already creating waves with some stunning work, he is contributing meaningfully to communities and initiatives other than design. Also being the voice of the LGBTQ+ community is something that makes him stand out winner." Another added, "This guy is a future design leader. He seems to live design." One said, "Keep going, the industry and world needs you! Well done, Ivan."

FINALISTS

JALEN BARR – LANDOR

Jalen Barr is a burgeoning creative talent that is a shining star at Landor and a brilliant, supportive team member. His work on the New York Golf Club shows a willingness to take risks and make bold design choices that ultimately pay off in spades for clients. Barr goes above and beyond his role to improve the design industry. He is an adjunct professor at the City University of New York, helping shape young people's careers. He is also leading the way to improving diverse representation in design. This shines through in his creative work and in his support for young people entering the industry. "Jalen has boundless creativity and talent as a designer. His kindness and approachability make him a standout collaborator. His dedication to design excellence and positive impact on the creative community are commendable," said one judge.

NOA BEATTY – SGK

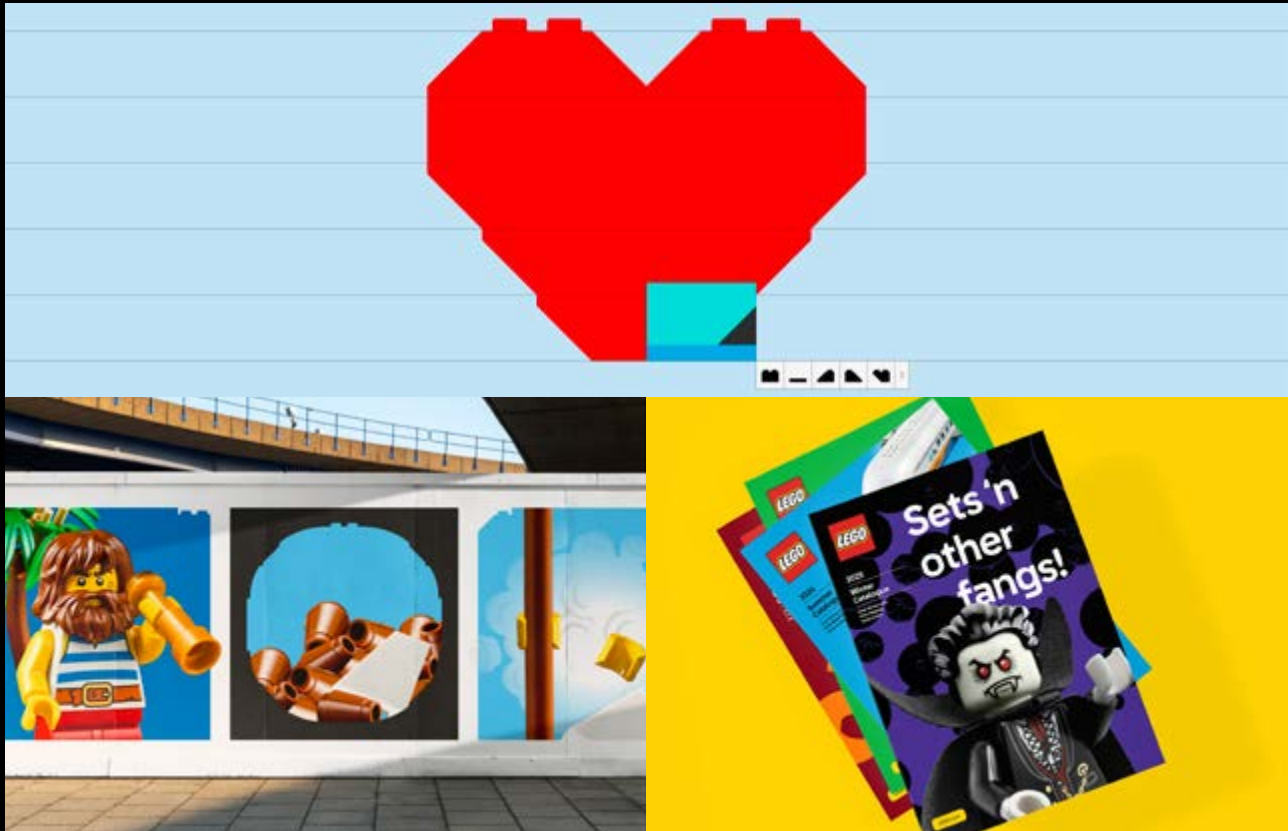
Noa Beatty's unique flair for brand experience has seen him make a big impact for SGK and a big splash with his client work. For General Mills, Beatty developed a campaign designed to encourage parents to embrace healthier choices for their kids, without compromising on taste or brand favorites. His careful eye for detail resulted in a creative, story-driven and impactful campaign. For Puma, he dreamt big and built a giant Cheeto x Puma brand experience that wowed attendees and judges alike. As a self-taught designer, Beatty has exhibited incredible creativity, drive and ambition. He is certain to be in just the opening stages of a promising career. Judges thought this background was commendable, particularly considering the caliber of his work and the stature of the clients he has worked with. One judge said, "Good work, Noa, you're clearly making an impact on the industry and have an exciting career ahead of you."



GRAND ACCOLADES



BEST OVERALL VISUAL IDENTITY



WINNER

LEGO AND INTERBRAND

LEGO is one of the biggest, most prominent brands in the world. With brand experiences dotting the globe's major urban landscapes, deep penetration in the games and activities market and a burgeoning online user base, there is no stopping LEGO. But that breadth and scale meant that its brand was pushed to breaking, with little consistency and few points of coherence aside from the bricks themselves.

Interbrand turned that challenge into a massive opportunity. It shaped the future of the LEGO brand around the shapes of the bricks. It created a 'font' based on glyphs representing LEGO bricks and then channeled LEGO's signature 'system-in-play' – in which all its bricks interconnect – to create a playful, energetic brand world. The bespoke typeface is a triumph of design while campaign communications are eye-catching and fun. LEGO's digital properties have been improved through better integration with the physical products, too.

There's no stopping LEGO now. One judge said, "What an extremely complex challenge to take on. I can only imagine the rabbit hole they had to go down to create such a beautiful and effective design system." Another added, "Taking the idea of LEGO and literally building on it in a digital space is a strong idea that opened up a new world of consumer products, brand rollout and expression." LEGO and Interbrand impressed judges at every turn, winning gold in five categories. It is a well-deserving winner of this year's 'Best overall visual identity' award.

MORE CHANCES TO WIN GLOBALLY



EVENTS HOSTED BY TRANSFORM MAGAZINE



For more information about Transform events email Lauren at lditcher@transformmagazine.net
transformmagazine.net/awards



WINNER

WEST LOOP COMMUNITY ORGANIZATION (WLCO) AND LANDOR

Chicago's West Loop district was once the city's industrial heartland. But with changing demographics and shifting economics, it has transformed into a hub for nightlife, dining, experiences and culture. Its landscape is full of unique heritage and it is home to the Art Deco wonder that is Chicago's Union Station. The West Loop Community Organization had long been working with the community to develop and has supported business and locals in making positive change in their neighborhoods.

But it made change itself when it worked with Landor to update its brand. Landor put the brand in the hands of the people. It made the visual identity flexible, fun and ownable, increasing the usability and recognition in the process. A typeface derived from local street signs and old business signage infuses the brand with a sense of heritage and character. A graffiti-like art style reflects the contemporary mood and brings an added flair on social media.

And, this was achieved with no budget to speak of. Judges have loved every aspect of the brand, awarding it Gold in four highly competitive categories. One judge called it an "extremely creative project. I love how they were able to bring people along and make them part of the efforts. The brand looks fresh, modern and inviting. It does represent the area and the people behind it." Another said "This work reflects the realities of how to build brand energy in today's digital landscape – from the bottom up. It is an innovative blend of digital and physical that engages individuals so well that they become the carriers of the brand and its message." In short, it is a triumph of excellent design that is making an impactful difference in an urban environment. Congratulations to this year's 'Grand prix' winners, West Loop Community Organization (WLCO) and Landor.

© TRANSFORM_MAGAZINE

in TRANSFORM MAGAZINE

f TRANSFORM MAGAZINE

#TRANSFORMAWARDS

WWW.TRANSFORMMAGAZINE.NET