

# TRANSFORM AWARDS ASIA 2024



transform  
awards

# WINNERS BOOK



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# The global publication for brand development and rebranding



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JACK COUSINS  
EDITOR  
TRANSFORM MAGAZINE

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## Note from the editor

To be a winner at the Transform Awards, a project must demonstrate clear strategic purpose and enticing creativity. And to everyone shortlisted at tonight's awards, we congratulate you for achieving just that. Across audio, experience, typography, wayfinding and so many more disciplines, this year's cohort has demonstrated that the transformative power of brand development and rebranding is well and truly alive on the Asian continent.

But our 'Grand prix' winner, Pernod Ricard and MetaDesign China Limited, was simply the best on the night. In crafting whisky brand The Chuan, something truly timeless was forged – an identity world-class by nature. The project blew judges away, scooping up a further three Golds, and highlighted the gold standard of design in branding. Our 'Best overall visual identity' winner, meanwhile, was also highly impressive. Ban Mai Theater and InSpace Creative's stunning composition of colours, typography and logo design resulted in an authentic brand that clearly communicated the theatre's family-friendly purpose. Many congratulations to these outstanding entries.

But, every winner at this year's Transform Awards Asia should be proud. The quality of work only continues to rise and we cannot wait to see what next year's awards have in store for us.

## MEET THE JUDGES



**TAL AMIRAM**  
CHIEF CREATIVE OFFICER  
MQDC

Born in Israel, brewed in NYC, Tal is an award-winning creative director known for his fresh thinking and expertise in building multinational brands. After graduating from FIT, he started at the iconic design studio Karlssonwilker and climbed the ranks at top New York ad agencies like Razorfish and Y&R. Since 2021, Tal has served as a creative director at McCann, executive creative director at Zipmex and is now the chief creative officer at MQDC Group in Bangkok, continuing to make his mark on the creative scene.



**SALLY ANDERSON**  
GROUP CREATIVE DIRECTOR  
METADESIGN CHINA

Sally is the group creative director at MetaDesign China, specialising in corporate brand design. She is focused on building brands and their identities for both international and local businesses. She has more than 15 years' experience building brands across various industries in Australia, China, Hong Kong, South Korea and Macau. For the last eight years she has been based in Beijing, working with the largest brands in China such as Didi Chuxing, Taobao and Volkswagen China, to name a few. Prior to Beijing, she led the brand transformation of the multi-award-winning Air Pacific to Fiji Airways.



**RICHARD CAGOMOC**  
SENIOR MANAGER, BRAND  
EXPERIENCE AND DESIGN APAC  
VISA

Richard is the design lead at Visa's Design Studio and senior manager, brand experience and design for Asia Pacific. He heads a team that delivers innovative and strategic design solutions for Visa and its clients. With more than 15 years in branding, design and advertising, he specializes in creating brand experiences that drive business growth. His contributions have significantly helped Visa's marketing campaigns and activations. His expertise ensures consistent communication of Visa's brand identity across all platforms. Richard's diverse portfolio includes clients from various sectors and notable brands like Abbott, Brand Bhutan, Johnson's Baby, MediaPrima NTV7, Petronas and POND'S.



**SIMOND CHEW**  
CREATIVE LEAD  
CARRO

Simond is currently the creative lead at Carro, Asia Pacific's number one online used car marketplace, helping to build its brand across APAC. In his past agency life, Simond was fortunate enough to have worked and lived in various Asian cities, including Kuala Lumpur, Hong Kong, Shanghai and now back in Singapore. His past work has been recognised for creativity and effectiveness at international and regional awards, including ADFEST, Cannes, Effies and Spikes Asia, amongst others.



**DOUGLAS GOH**  
HEAD OF CREATIVE, ASIA  
SAMSONITE ASIA AND MIDDLE EAST

Douglas has an undying passion for advertising. With more than two decades of experience and an extensive client portfolio, he has garnered numerous accolades, including being named 'The First Asian Young Gun of the Year' and various international creative and effectiveness awards. In his previous agency life, Douglas spearheaded creative teams at BBDO, Creative Juice, McCann, Ogilvy and TBWA. His work has been recognised at prestigious shows like Cannes Lions, One Show and Clío. Beyond awards, Douglas mentors aspiring talent through talks at art colleges. Currently, he leads Samsonite's creative department regionally across Asia and the Middle East.



**JING HE**  
PLACE BRAND STRATEGIST  
JWDC

As a place brand strategist at JWDC, Jing specializes in delivering meaningful and impactful branding strategies for a wide breadth of properties across China, from retail malls and luxury resorts to high-end apartments and district-level projects. With expertise in cultural studies, consumer psychology, placemaking and strategic branding, Jing crafts compelling brand narratives that resonate with their target audience. Her work also assists clients in overcoming critical business bottlenecks such as brand localisation, market differentiation, brand visibility and more.

## MEET THE JUDGES



**KIRSTEN JOHNSTON**  
FOUNDER & CEO  
JWDC

For more than 25 years, Kirsten has been a practising designer and creative industries leader. She launched her brand design firm, JWDC, in London in 2003 before expanding it to Shanghai and Hong Kong in 2015. Under her leadership, JWDC has won more than 30 international awards for place brand strategy and design. Kirsten graduated from her international MBA with a distinction in 2019, having conducted extensive research into placemaking and its influence upon China's cities and urban environments. She believes that design has the power to inspire communities, enrich local culture and support a more sustainable quality of life in China.



**DARYLL JOHN KAAN**  
APAC MARKETING SOLUTIONS LEAD  
TIKTOK

Daryll started riding the TikTok wave during those terrible Covid years and joined the company soon after. He currently leads the TikTok APAC marketing solutions team, with a focus on upper funnel and brand-building strategies. In his colourful past life, he spent quite a bit of time deep in the FMCG world at Unilever and enjoyed an early stint playing mad men at agencies like Grey and JWT.



**HARSHMEET KOHLI**  
CREATIVE LEAD, INTERNATIONAL  
LENSKART.COM

Harshmeet, aka Hershey, is a creative lead and art director with more than nine years in advertising. Trained as a fine artist, she entered advertising to pay the bills and found her true passion. From Ogilvy to We Are Social, she's crafted campaigns for global brands like MAC Cosmetics, POND'S, Samsung and WWF. Hershey loves the power of art direction to turn complex messages into engaging stories and give brands a personality update. Now at Lenskart.com, she leads global campaigns, showing people that eyewear can be more than just a medical necessity.



**TIM LAI**  
HEAD OF CREATIVE  
GX S BANK

Tim restarted his career in advertising after failing tragically as a birthdays-only stand-up comic, and comically as an animator for Saturday morning medical cartoons. For the past decade and more, he has left his ad footprints on tech and automotive clients across Greater China and APAC, because he refuses to outgrow his only pair of Onitsukas. His most recent endeavour is to make banking better for those who don't know how to bank well. It helps him save up for a new pair of kicks.



**TUSHAR MEHTA**  
FORMER VICE  
PRESIDENT MARKETING  
TACO BELL

For more than 18 years, Tushar has worked for markets in India and South-East Asia. His roles have spanned brand and project management, creative and content excellence, integrated marketing communications, brand strategy, business strategy, innovation and customer retention. During his journey, he has worked for some of the best Indian and global brands – Airtel, Beck's, Cairn India, Chevrolet, Coca-Cola, GSK, Heineken, HCL, Indigo Airlines, Nokia, Park Hotels, Pernod Ricard, Pizza Hut, Royal Enfield Motorcycles, Taco Bell – and has had a key role to play at each of these brands.



**MALVIKA MENON**  
ASSOCIATE CREATIVE DIRECTOR  
TRIPADVISOR

Originally from India, Malvika now calls Singapore home, after moving to the little red dot more than 15 years ago. She started her career as a copywriter, cutting her teeth at top agencies like DDB, Ogilvy and R/GA, while winning recognition for her work at awards shows like the ADFEST, Effies and Spikes. In 2017, she jumped ship to join Facebook's in-house creative team and drive some of its most impactful B2B initiatives. Now, as TripAdvisor's only associate creative director outside the US, she leads a creative team responsible for all the brand's work in international markets.

## MEET THE JUDGES



**SIDDHARTH RAY**  
FORMER CREATIVE HEAD  
TENCENT GAMES

Siddharth is at the helm of all things campaign and content. Formerly he was working as the creative head for Tencent Games. He's a designer by trade but, having come from more than a decade of experience in advertising, loves chasing the 'big idea'! whether it's in visual or verbal form. With his extensive background in films, 360 campaigns and branded content, he has worked for a plethora of international brands such as Abbott, Amazon, Budweiser, Carlsberg, Intuit, Revlon and – of course – has stirred things up for PUBG Mobile.



**ANANDA SEN**  
HEAD OF CREATIVE  
BRAND MARKETING  
REDBUS

Ananda is the head of creative at redBus in India. With more than 14 years in the advertising and visual design industry, he has worked with top international and national clients like KTM, Netflix, Red Bull, Snapchat and many more. He has multiple international and domestic accolades under his belt, including Rank 45 in the world's top advertising art directors in 2021 (Drum! Magazine Report) and Rank 5 in Asia's top creative person (Campaign Brief Asia 2021). Ananda has led design strategy and creative campaigns for multiple brands and loves to build a culture around design thinking.



**PARTHO SENGUPTA**  
NATIONAL CREATIVE HEAD  
THE TIMES OF INDIA

Partho has more than 60 ad films, several international awards and successful advertising campaigns to his credit, spanning three decades. He has worked extensively in all faculties of visual arts, film making and photography. This long exposure to visual storytelling has left a deep mark on his work. Art and expressions leading to engaging visual stories is what excites Partho. He is currently working with the largest and the most respected media conglomerate – The Times of India. He is the national creative head of Times Response.



**CHRISTHORPE**  
MUSIC COMPOSER AND  
SOUND DESIGNER  
ON THE SLY AUDIO PRODUCTION

### JUDGE – AUDIO BRANDING

Chris is director and co-founder of ON THE SLY, a leading audio and music branding agency based in London. With more than two decades' experience in music, creative audio, sound design and branding, Chris has played a pivotal role in shaping audio identities for many national and international brands. His studio's diverse portfolio includes broadcast media, music and high-profile live experiences, working with agencies, brands and partners like the BBC and iHeart Media. From strategy to execution, Chris leads a dynamic team delivering creative audio solutions across multiple disciplines and continents.



**FEDERICO TRUZZI**  
DIRECTOR/CO-FOUNDER  
TROZKIND GMBH

### JUDGE – AUDIO BRANDING

Federico is a Berlin-based music composer and sound designer with more than a decade of experience in audio branding. He crafts sound logos, brand music and film scores that elevate brand identities and enhance visual storytelling. Federico collaborates with agencies and clients across Europe, Asia and the Middle East to deliver successful sound logos and brand music. He also composes for video games, movies, animation and art films.



**ROSA UCHIMA**  
CREATIVE LEAD  
WOVEN BY TOYOTA

Rosa is a creative lead at Woven by Toyota. With 14 years of experience in innovation, brand development and strategy, Rosa has worked with Fortune 500 companies, SMEs and startups worldwide. Her multidisciplinary expertise spans branding, design, UX and strategy across end-to-end product development. Passionate about human-centered design, Rosa has previously worked for Google, Panasonic Design Center Europe, and TBWA\HAKUHODO, and co-founded an ethical, organic skincare brand in the UK. Born in Japan and raised in Scotland, Rosa's innovative spirit drives her to create simple, thoughtful and delightful experiences that resonate with diverse audiences.



## MEET THE JUDGES



**HUY VO**  
CREATIVE DIRECTOR  
ELLE MAGAZINE VIETNAM

IO Huy Vo stands out as the youngest creative director at ELLE Magazine Vietnam. In addition to this impressive role, he currently acts as a creative partner at Monkey Studio. Previously, IO served as the head of art and design at Dentsu Redder, making significant strides in the advertising industry. Recognised for his creative prowess, he was named one of the top three creatives in Vietnam by Campaign Asia in 2021. His accolades are numerous, with prestigious awards from The One Show Asia, MMA Smarties APAC and Tangrams.



**JOEYEE WATT**  
HEAD OF CREATIVE DESIGN  
WORLD TABLE TENNIS

Born in Hong Kong and raised in Singapore, Joeey has more than 10 years of creative experience in the area of consumer/corporate branding, packaging and brand communications. He currently heads the design team at World Table Tennis (WTT), a global table tennis events company under the federation. Prior to joining WTT, he worked at various international branding agencies on some of the biggest consumer and corporate brands for brand creation, refresh, experiences and activations. He believes design can change the world and make it a better place to live in.



**HAZIQ YUSOFF**  
CREATIVE DIRECTOR (APAC)  
THE TRADE DESK

Haziq is a Singapore-based creative director at The Trade Desk, where he oversees all creatives for the APAC region, working closely with global teams to deliver cohesive and innovative campaigns across markets. With 16 years of creative experience, he has an extensive background in tech, having worked with industry tech leaders such as Grab, TikTok (Bytedance) and Uber. With deep roots in advertising, he honed his skills at renowned agencies like Leo Burnett, shaping his expertise in creative strategy and finesse. Today, he leads a team of creatives in the region and applies that experience to drive impactful campaigns at The Trade Desk.



THE  
WINNERS



**BEST USE OF A VISUAL PROPERTY**

**Gold** – Pernod Ricard and MetaDesign China Limited

**Silver** – DigiPlus Interactive Corp and Landor

**Silver** – Japfa Best and Landor

**Bronze** – GIAO HÀNG TIẾT KIỆM (GHTK) and M — N Associates

**BEST BRAND ARCHITECTURE SOLUTION**

**Gold** – GIAO HÀNG TIẾT KIỆM (GHTK) and M — N Associates

**Silver** – Trinasolar and Interbrand

Highly commended – Nestlé Waters Vietnam and CBA Asia Design – La Vie

**BEST BRAND EXPERIENCE**

**Gold** – International Cricket Council and WiteKite

**Silver** – Tata CliQ and Landor

**Bronze** – Huawei and Landor

**Bronze** – PepsiCo – Gatorade Dream Court Guizhou

**Bronze** – TATA.ev and Landor

**BEST WAYFINDING OR SIGNAGE**

**Gold** – MTR Corporation and Landor

**Bronze** – Incaier and Siegel+Gale

**BEST USE OF AUDIO BRANDING**

**Gold** – TATA.ev and Landor

**Gold** – Ujjivan and Unmute

**Silver** – M1 and Sixième Son

**BEST USE OF TYPOGRAPHY**

**Gold** – Bathsense by Asian Paints and Landor

**Bronze** – DigiPlus Interactive Corp and Landor

**BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS**

**Silver** – Bayer Elevit and Ylab Limited.

**Bronze** – Hilton International Asia Pacific Pte Ltd and LABBRAND

**BEST IMPLEMENTATION OF BRAND DEVELOPMENT PROJECT**

**Gold** – GIAO HÀNG TIẾT KIỆM (GHTK) and M — N Associates

**Silver** – Meesho and Landor

**BEST LOCALISATION OF AN INTERNATIONAL BRAND**

**Gold** – Vaseline® and Lonsdale Design

**Silver** – Nestlé Vietnam and CBA Asia Design – MILO

**Bronze** – Bayer Elevit and Ylab Limited.

**Bronze** – Nutro, Mars Foods (China) Co., Ltd. and ShinyBay

**BEST CREATIVE STRATEGY**

**Gold** – Reset, Venus Remedies and Landor

**Bronze** – Tyger Capital and Conran Design Group

**BEST BRAND EVOLUTION (BUSINESS)**

**Gold** – Granite Asia and Studio Everywhere

**Silver** – RC Cola

**Bronze** – SonoScape and Siegel+Gale

**BEST BRAND EVOLUTION (CONSUMER)**

**Gold** – Larah by Borosil and The Clearing

**Gold** – Vaseline® and Lonsdale Design

**Silver** – Yeo's and Dragon Rouge

**Bronze** – China United Airlines and Prophet

**Bronze** – Unilever POND'S and IHQ Brand Agency Singapore

**BEST BRAND EVOLUTION (CORPORATE)**

**Gold** – SkyMavis and Bratus Agency

**Silver** – DigiPlus Interactive Corp and Landor

**BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND**

**Gold** – Pernod Ricard and MetaDesign China Limited

**Silver** – TATA.ev and Landor

**Bronze** – Granite Asia and Studio Everywhere

**Bronze** – Hyphen (PEP Technologies) and Conran Design Group

**Bronze** – Tyger Capital and Conran Design Group

**BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO**

**Gold** – Diageo India and Butterfly Cannon

**Silver** – Diageo India and Design Bridge and Partners – X Series by McDowell's & Co

**Bronze** – Brown Table Culture and Count To Ten

**Bronze** – Diageo India and Design Bridge and Partners – McDowell's & Co Distiller's Batch Indian Single Malt

# THE WINNERS

TYPE

## BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Silver – CGDG and Interbrand

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

Gold – DTDC and Landor

Silver – GIAO HÀNG TIẾT KIỆM (GHTK) and M — N Associates

Bronze – DigiPlus Interactive Corp and Landor

Bronze – Hisense and Interbrand

## BEST BRAND CONSOLIDATION

Gold – INJA and Siegel+Gale

Silver – SWIGGY and Jigsaw Brand Consultants

## BEST REBRAND OF A DIGITAL PROPERTY

Silver – The Swaddle and Nightjar

## BEST EMPLOYER BRAND

Gold – DFS and Prophet

WRAPPED

## BEST USE OF PACKAGING (GLASS)

Gold – Tanglin Cacao Gin and Kiilat Creative

Bronze – Diageo India and Design Bridge and Partners

## BEST USE OF PACKAGING (OTHER)

Gold – Hyphen (PEP Technologies) and Conran Design Group

Gold – Yeo's and Dragon Rouge

Silver – NAFOODS and Bratus Agency

Bronze – OCANY and Bratus Agency

Bronze – Shinzu'i WHITEssentials and Kiilat Creative

Bronze – Tempo and Interbrand

## BEST USE OF PACKAGING (LIMITED EDITION)

Gold – Diageo India and Butterfly Cannon

Silver – Mobil 1 and Siegel+Gale

Bronze – Diageo India and Design Bridge and Partners

SECTOR

## BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR

Silver – Lynk&Co and Siegel+Gale

## BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP

Silver – Zijiang Foundation and TAAS Sustainable Design Consulting Co.,Ltd

## BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – Uprio and Conran Design Group

## BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Silver – CGDG and Interbrand

Bronze – SIGENERGY and Pinbrand

## BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Granite Asia and Studio Everywhere

Silver – YIXIN and Siegel+Gale

Bronze – Tyger Capital and Conran Design Group

## BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – NAFOODS and Bratus Agency

Silver – OCANY and Bratus Agency

Silver – YUTANG and DuoooBrand

Bronze – Lakmē by Unilever India and JDO Global

Bronze – Unilever POND'S and 1HQ Brand Agency Singapore

## BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – Pernod Ricard and MetaDesign China Limited

Gold – Yeo's and Dragon Rouge

Silver – Diageo India and Design Bridge and Partners

Silver – PepsiCo – Lay's Smiles Thailand 2024

Bronze – Hindustan Unilever and Elmwood Brand Consultancy Singapore

Bronze – MoFree by Dali Food Group and JDO Global

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**BEST VISUAL IDENTITY  
FROM THE INDUSTRIAL AND  
BASIC MATERIALS SECTOR**

**Bronze** – CUMIC and DuoooBrand

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**BEST VISUAL IDENTITY  
FROM THE LIFESTYLE AND  
WELLBEING SECTOR**

**Gold** – Reset, Venus Remedies and Landor

**Silver** – Midea and Interbrand

**Bronze** – Hyphen (PEP Technologies) and  
Conran Design Group

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**BEST VISUAL IDENTITY  
FROM THE SPORTS AND  
LEISURE SECTOR**

**Gold** – Ban Mai Theater and  
InSpace Creative

**Bronze** – HIMEX and DuoooBrand

**Bronze** – International Cricket Council  
and WiteKite

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

**Gold** – Digital Nasional Berhad and  
Dragon Rouge

**Silver** – Sugarbox and Landor

**Bronze** – Hisense and Interbrand

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

**Gold** – GIAO HÀNG TIẾT KIỆM (GHTK)  
and M — N Associates

**Gold** – INJA and Siegel+Gale

**Silver** – Destin-Link Supply Chain  
Management (Beijing) Co., Ltd and  
MetaDesign China Limited

**Bronze** – China United Airlines  
and Prophet

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BRAND STRATEGIST OF THE YEAR

Winner

Rutu Mody-Kamdar, *Jigsaw Brand Consultants*

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CREATIVE DIRECTOR OF THE YEAR

Winner

Mayuri Nikumbh, *Conran Design Group*

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YOUNG CONTENDER OF THE YEAR

Winner

Sreerag Praful, *Conran Design Group*

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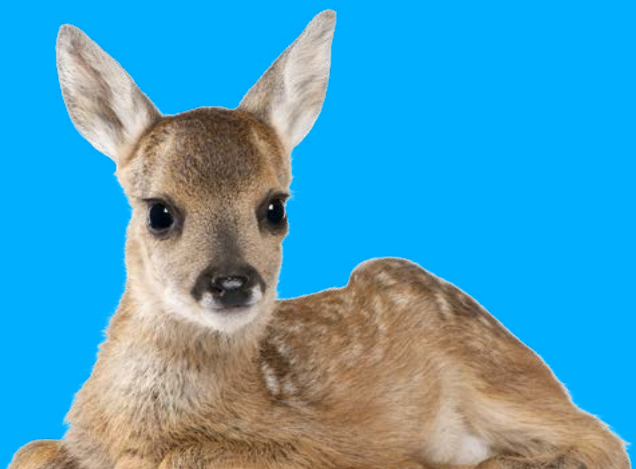
**BEST OVERALL  
VISUAL IDENTITY**

**Ban Mai Theater**  
InSpace Creative

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**GRAND PRIX**

**Pernod Ricard**  
MetaDesign China Limited

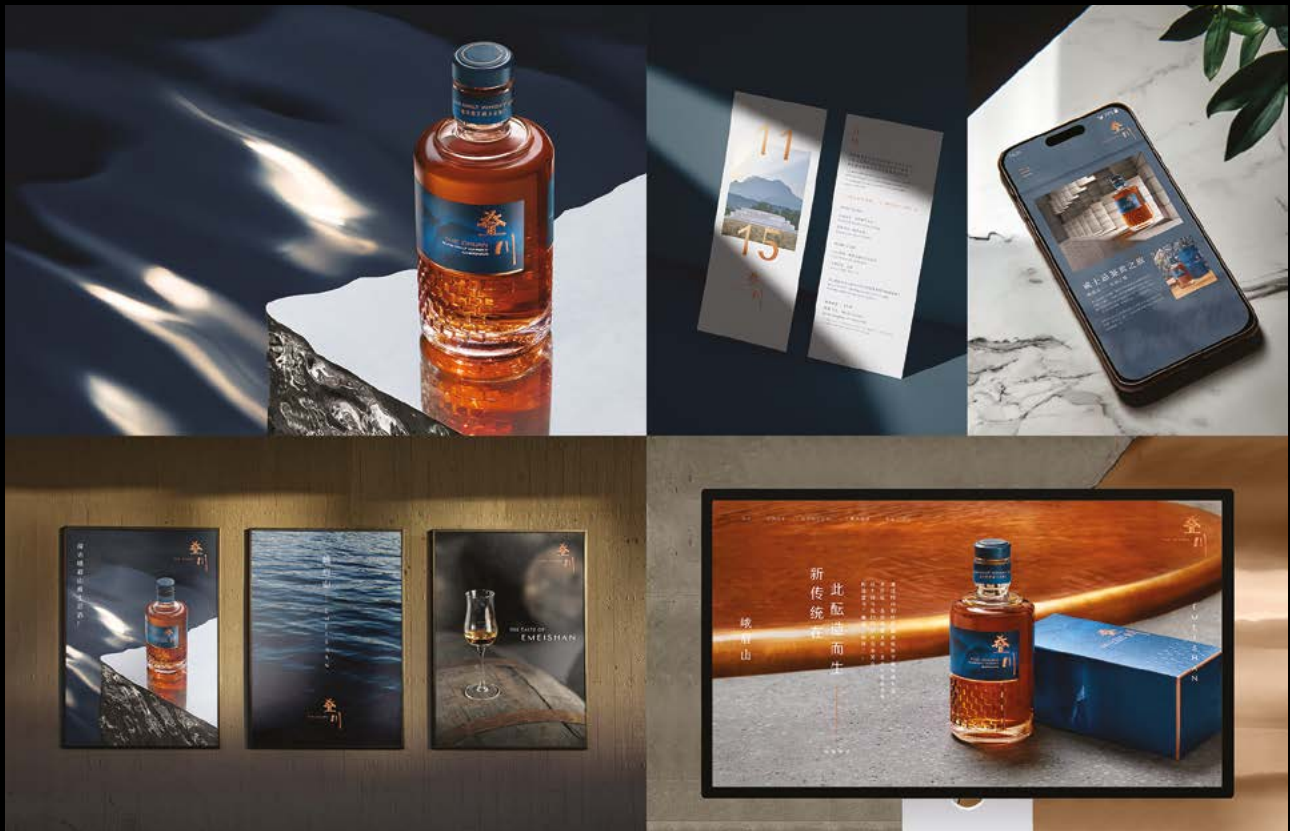




# CONTENT



## BEST USE OF A VISUAL PROPERTY



### GOLD

#### PERNOD RICARD AND METADESIGN CHINA LIMITED

Chinese whisky brand Chuan, a part of Pernod Ricard, is built on the concept of two contrasting elements meeting in perfect balance. Drawing its influence from Chinese philosophy, this spirit of harmony was infused into the brand experience through the use of contrast. Soft was paired with strong; mountain with water. An ownable brick design was built into the brand experience. Tessellating bricks form part of the bottle shape as well as the tasting building's curved facade. This unity between packaging and physical architecture is eminently elegant.

MetaDesign China Limited used the same pattern in more subtle applications across the visual identity, bringing together the disparate elements with great effect. One judge said, "The strategy flows beautifully and elevates the brand to a premium segment while holding the true essence of the product/brand story, history and processes. All the aspects of the visual design of the product, from the touch and feel to the branding visuals, are beautifully crafted and create the desired aura for the brand."

## BEST USE OF A VISUAL PROPERTY



SILVER

### DIGIPLUS INTERACTIVE CORP AND LANDOR

DigiPlus Interactive Corp wanted to refine its image and set the tone for the future of gaming in the Philippines. The company along with Landor Singapore introduced an emotion-driven colour palette that created an immersive, attractive brand world. A 232% stock price surge was complemented by a six-fold increase in income. "This gives the brand a refreshingly fresh look, making it feel young and energetic while also drawing on technology cues and professionalism at the same time. Definitely stands out," said one judge.



SILVER

### JAPFA BEST AND LANDOR

Japfa Best wanted to stand out from competitors through the use of fun patterns, bright colours and lots of playful brand elements. Landor developed a jigsaw-like system of brand icons and patterns that brings a sense of zesty fun to the delivery brand. One judge said, "There is a great sense of design that is playful while staying true to the category codes. It offers a fresh take, making the brand affable, reliable and young."



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BRONZE

**GIAO HÀNG TIẾT KIỆM (GHTK) AND  
M — N ASSOCIATES**

GIAO HÀNG TIẾT KIỆM (GHTK) is Vietnam's go-to delivery and logistics service. It worked with M — N Associates to simplify its brand and introduce a smiling emoji as a versatile brand icon. The new icon is at once a memorable brand asset and a means of differentiating the company's sub-brands through the use of emoji-like alterations to its face. "The design output is really good, making the brand look young, energetic and fresh, adding a lot of character to the brand persona," said one judge.

## BEST BRAND ARCHITECTURE SOLUTION



### GOLD

#### GIAO HÀNG TIẾT KIỆM (GHTK) AND M — N ASSOCIATES

GIAO HÀNG TIẾT KIỆM (GHTK) is a key player in Vietnam's delivery and logistics ecosystem. To amp up brand recognition and allow its brand to more capably reflect the company's many services, it shortened its name to GHTK and re-examined its brand strategy. M — N Associates developed an architecture solution that uses the GHTK emoji logo to reflect in a single image each of the company's sub-brands. GHTK Pay, for example, shows the emoji logo with sunglasses and a dollar sign. This visual approach allows the GHTK brand to flex across digital and physical touchpoints, ensuring every aspect of the brand's portfolio is effectively implemented and recognised.

Judges liked the emoji approach, with one judge saying "it's an overall refreshing take from a brand in the logistics and delivery sector." Another judge said, "The humour in the brand is inspiring and the visual rollout is strong." The architecture solution provides GHTK a well-thought-through new framework from which to grow.



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SILVER

**TRINASOLAR AND INTERBRAND**

Solar panel company Trinasolar had a number of subsidiaries and sub-brands that needed coherence. Interbrand streamlined the portfolio, phasing out less important sub-brands. The architecture solution used Trinasolar as the masterbrand identifier, with different uses indicated in the naming system. This ensured a consistent relationship with the masterbrand as well as a clear indication of each sub-brand's purpose. Judges liked the way this solution allowed for future brand expansion and clarified a previously cluttered portfolio.

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HIGHLY COMMENDED

**NESTLÉ WATERS VIETNAM AND  
CBA DESIGN ASIA – LA VIE**

CBA Design Asia worked with Nestlé Waters Vietnam to ensure La Vie Water's brand was developed as part of the Nestlé brand family but with its own confident architecture solution to allow for variety within its products range.



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**GOLD**

**INTERNATIONAL CRICKET COUNCIL  
AND WITEKITE**

The International Cricket Council hit it out of the park with its brand system for the ICC Men's Cricket World Cup in India in 2023. WiteKite's visual strategy was based on wood block printing and India's concept of the 'navarasa', or the nine emotions of the performing arts. This translated to a consistent, engaging brand experience across the many touchpoints of the World Cup. Colourful tiles brought the emotions of the sport to life across the tournament's venues and India's cultural landscape.

The result is vibrant, lively and joyous, capturing the attention and hearts of cricket fans worldwide. Judges praised the flexibility and breadth of this brand as well as its ability to remain consistent across all applications. One judge said the brand did "a great job in translating cultural nuances into design elements", while another praised the way the graphic language "was brought to life in brand touchpoints that link with the vibrance and colours of Indian culture."

BEST  
BRAND EXPERIENCE



SILVER

TATA CLIQ AND LANDOR

Tata CliQ Palette is India's first tech-powered beauty destination. Landor developed a digital brand experience that allows for customisation, engagement and interactivity without losing the key experiential elements that beauty shoppers are looking for. One judge commented, "It is a very good brand experience that brings the journey of self-discovery and caters to customers' needs and enhances the overall immersive brand experience."



BRONZE

HUAWEI AND LANDOR

Huawei's new Shanghai flagship wanted to provide a space where nature and technology could come together. It worked with Landor on an elevated architectural design based on natural structures and organisms. The design infuses the space with natural shapes and forms while responsive and immersive technologies enhance the visitor experience. Judges thought this had a "stunning architecture" and praised the way the space felt like an oasis of calm amid a bustling urban landscape.



## BEST BRAND EXPERIENCE



### BRONZE

#### PEPSICO – GATORADE DREAM COURT GUIZHOU

PepsiCo Gatorade transformed a local basketball court in Guizhou, China into an immersive, orange, Gatorade-fuelled experience. Not only is the PepsiCo – Gatorade Dream Court Guizhou an eye-catching brand touchpoint, it now features solar-powered lights to allow for all-day play. Judges thought this was a great addition to the sporting landscape in Guizhou and praised the connections Gatorade made with the local community in the process.

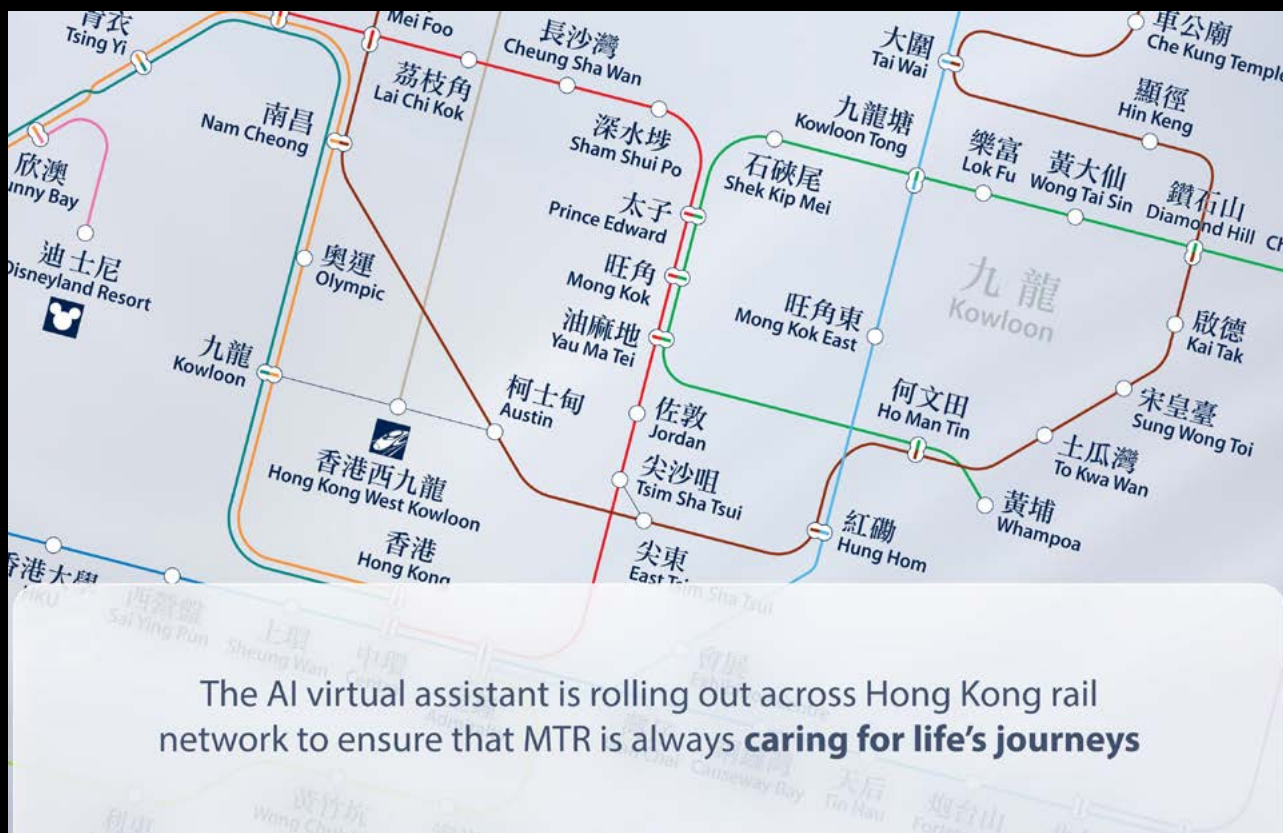


### BRONZE

#### TATA.EV AND LANDOR

Tata Motors worked with Landor to turbocharge its vision for a new electric future. It wanted to reimagine the car-buying experience by making the space more welcoming, sustainable and interactive. Instead of a showroom packed with cars and salespeople, TATA.ev focused on creating the best possible experience for the customer, even if that meant fewer cars on display. Judges thought this was a “brilliant extension of the brand through design. The use of materials adds to the experience and the engagement really stands out.”

## BEST WAYFINDING OR SIGNAGE



### GOLD

#### MTR CORPORATION AND LANDOR

Hong Kong's transportation network, MTR Corporation, needed a way to improve its in-station wayfinding services for the 4.5 million passengers it serves each day. Landor introduced Tracy, an AI-enabled digital assistant that allows the company to apply the human touch at scale. Tracy is welcoming, calming and knowledgeable, allowing each user to customise their interaction and receive exact wayfinding directions in a clear, accessible way.

This stunning use of technology to improve transport journeys in one of the world's busiest cities is a pioneering step into the future. The indoor navigational system offers a pioneering new approach that will undoubtedly help Hong Kong's citizens and visitors to better experience the best the city has to offer. Judges thought this was an excellent fit for the MTR Corporation system and a savvy use of technology to solve a difficult challenge. "It fits the brand well by showing its inclination toward serving customers. The versatility and adaptability will improve the user experience," said one judge.

## BEST WAYFINDING OR SIGNAGE



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### BRONZE

#### INCAIER AND SIEGEL+GALE

Healthcare company Incaier needed to improve its hospital wayfinding system to simplify the patient journey and improve efficiency. It worked with Siegel+Gale to install floor plans on each level, clear floor markings indicating popular routes and branded signage solutions. The result is functional, smart and cohesive. Judges liked the inclusion of the orange person icon on the signage, which united the wayfinding system with Incaier's brand, providing recognition and consistency across the system.

## BEST USE OF AUDIO BRANDING



### GOLD

#### TATA.EV AND LANDOR

Tata Motors' TATA.ev wanted to change the way car sales operated by focusing less on the product and more on the customer, creating almost a lifestyle brand in the process. As such, it wanted its audio brand to feel more distinctive and recognisably Tata. It worked with Landor to harness the concept of 'move with meaning' in its audio brand. A captivating, rhythmic and progressive audio style was developed to reflect the company's core values.

The result is at once at home within the automotive sector while also being distinctive and ownable. The use of the classical sarangi – characteristic of south Asian folk music – adds a nice bit of personality and flair to the sonic brand. One judge liked "the way the sonic layers have been designed to combine to create the different personality traits of the brand through its audio system. The outcome of the sonic brand was very clear and showed the depth and scope of the execution. The way the layers can be used and combined in different combinations to deliver different emotions and facets of the brand personality was a well-thought-out device."



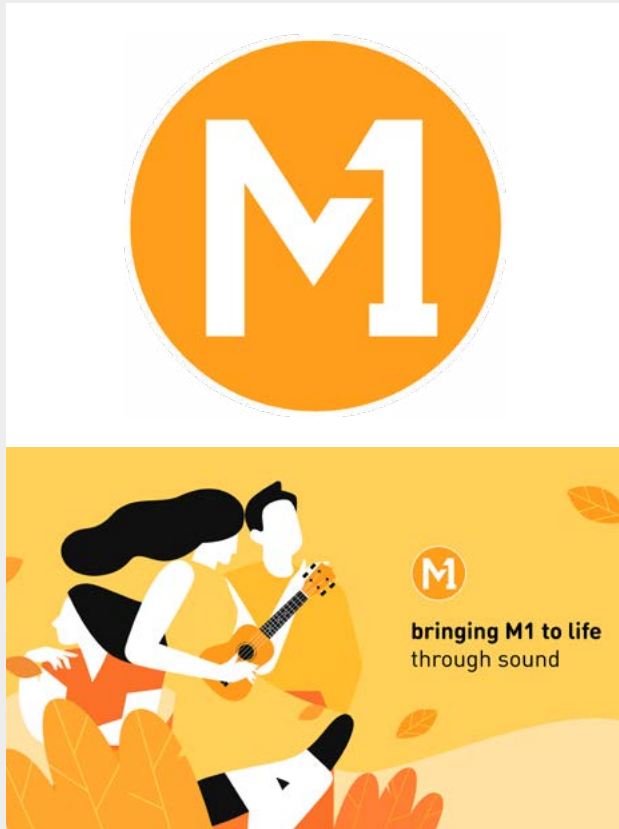
### GOLD

#### UJJIVAN AND UNMUTE

Ujjivan is a small finance bank targeted at the aspiring middle class in India. Its audio brand aimed to capture the bank's commitment to helping its customers dream big and achieve their aspirations. Unmute created an audio brand system that would appeal to three generations simultaneously while also reflecting the brand's locale and roots.

The result is a system built in different moods, with multiple audiences catered for through different combinations of sounds and melodies. The same core audio language is deployed across these different moods to achieve an audio brand that connects with everyone Ujjivan is trying to target. One judge said, "I find Unmute's work to be both comprehensive and musically powerful. The sound logo is memorable and aligns seamlessly with Ujjivan's identity. The music is engaging and effectively reflects the brand's values. Unmute has successfully met the challenge of creating music that resonates across different generations and regions of India."

## BEST USE OF AUDIO BRANDING



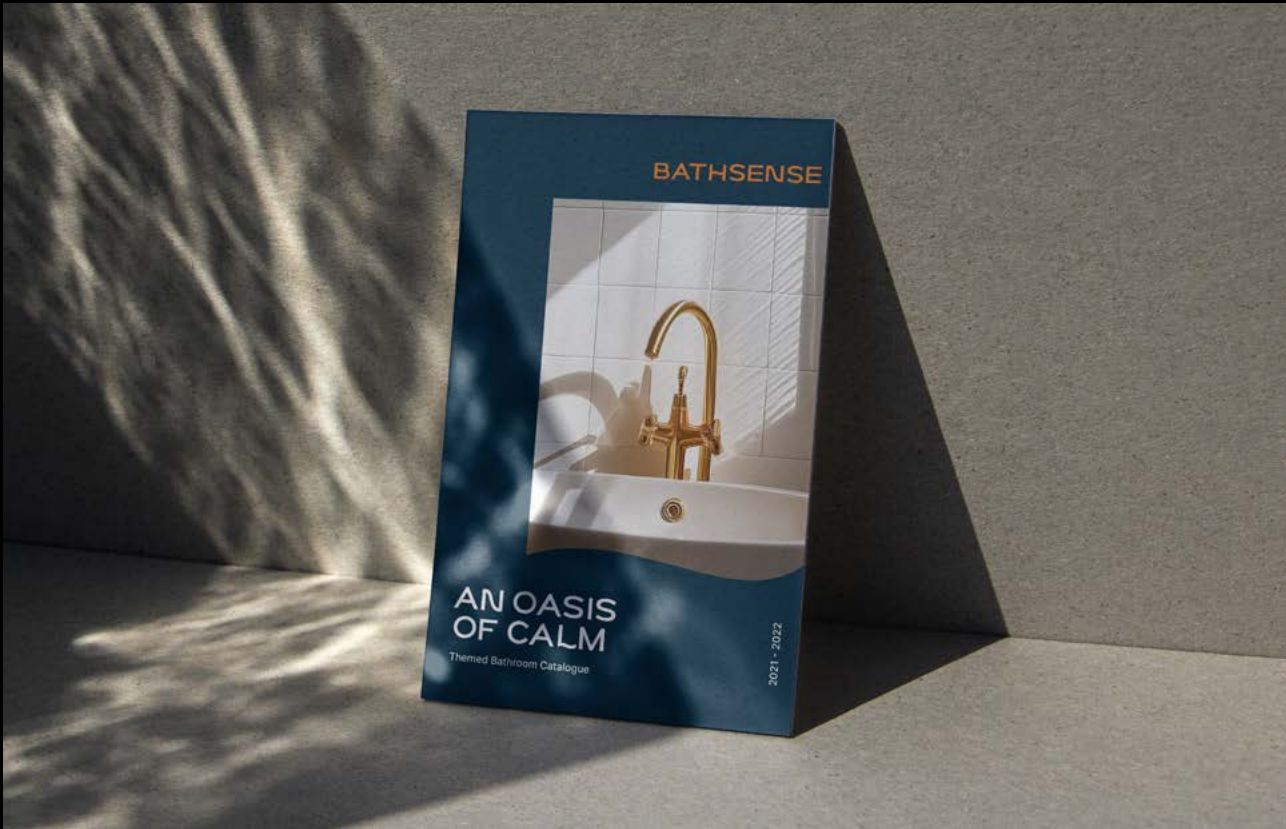
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### SILVER

#### M1 AND SIXIÈME SON

Sixième Son's audio brand work for M1 is warm, authentic and personable. Designed to foster emotional connections, the new sonic identity is friendly and fun with catchy lyrics and a truly moreish beat. The lyrical song is radio-friendly and gives M1 a joyous, ownable audio brand. Judges thought this audio brand effectively represented the telecoms brand and its values through music, delivering a sense of warmth and human connection along the way.

## BEST USE OF TYPOGRAPHY



### GOLD

#### BATHSENSE BY ASIAN PAINTS AND LANDOR

Bathsense by Asian Paints aimed to elevate its position in the luxury bathroom market with a bold new strategy around transforming everyday experiences. Landor developed a bespoke typography based on the idea of 'the magic of water'. This was designed to help Bathsense stand out in a crowded market and create a distinctive, scalable brand system. Bathsans, the new bespoke typeface, is elegant and fluid, integrating curving elements that reflect the motion of water.

The type was then implemented across 11 Indian languages to create a cohesive identity for every audience. This inclusive strategy was a lovely way of meeting the needs of speakers of India's many languages and demographics. One judge called this "a magical typeface" that "celebrates water and elevates the Bathsense brand to a new level." Another said the simple, effective system was "ownable and beautifully crafted."

## BEST USE OF TYPOGRAPHY



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### BRONZE

#### DIGIPLUS INTERACTIVE CORP AND LANDOR

Gaming brand DigiPlus Interactive Corp worked with Landor to elevate the gaming experience to new heights. A vibrant, colourful identity was coupled with a stripped back, slim, modern typeface. The juxtaposition of these two elements creates an enigmatic brand experience. The simplicity of the type design allows the vividness of the brand's other touchpoints to shine, without itself fading into the background. It's an excellent balance between design and communication.

# LANDOR

Connecting brand strategies with business outcomes.

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**Cravenhill Publishing is a publishing and events business  
focused on corporate and brand communications.**

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## BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



### SILVER

#### BAYER ELEVIT AND YLAB LIMITED.

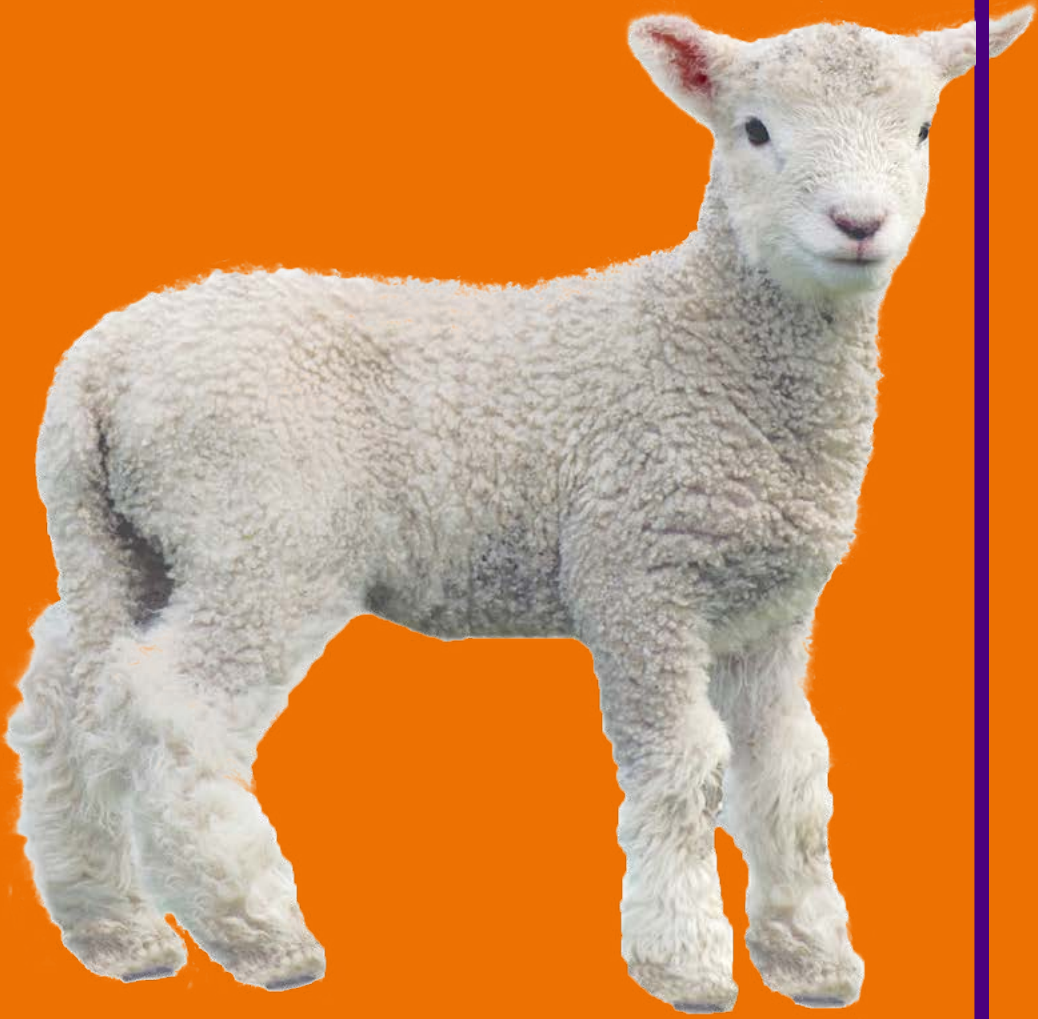
With the negative impact on lifetime earnings due to having children, motherhood has become less appealing for China's urban women. Bayer Elevit created a campaign emphasising its commitment to supporting mothers, while also reframing the discussion around motherhood. The Ylab Limited. campaign was not only viewed widely, but also led to a 16% uptick in sales. Judges thought Bayer delivered a culturally nuanced, well-produced campaign that connected with the target audience.



### BRONZE

#### HILTON INTERNATIONAL ASIA PACIFIC PTE LTD AND LABBRAND

To tap into the growing demographic of young, solo domestic tourists in Vietnam, Hilton International Asia Pacific Pte Ltd worked with LABBRAND to elevate the messaging around its Phu Quoc site. It developed a strategic campaign that tapped into the psychological drivers of this defined group of 'curious adventurers', building a bank of content rich in discovery, relaxation and gentle adventuring.



# PROCESS





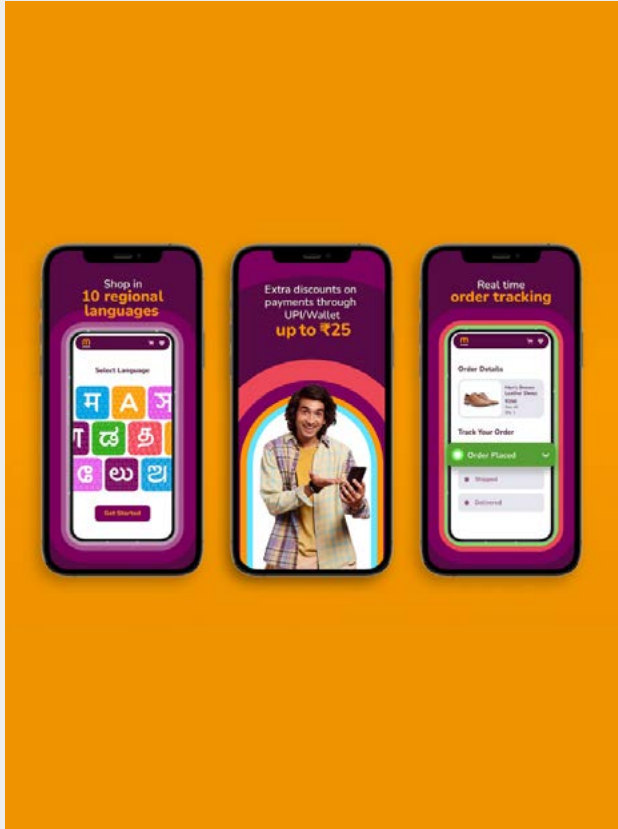
## GOLD

### GIAO HÀNG TIẾT KIỆM (GHTK) AND M — N ASSOCIATES

GIAO HÀNG TIẾT KIỆM (GHTK) worked with M — N Associates to ensure its visual identity and brand system were worthy of its status as a premier Vietnamese national brand. With a new emoji-style logo based on a motorcycle wheel, a confident new initialism and a typeface derived from maps and urban landscapes, the new identity exudes cool in the logistics and delivery sector.

Not only did the renewed simplicity and vibrancy mean that delivery drivers and their vehicles were more easily recognisable with the new branding, but the brand's entire logistics network was treated to a visual upgrade. The smiling logo was also deployed across the fleet of vehicles and punchy GHTK green tape was developed for use in warehouses. No touchpoint remained unchanged, resulting in a strong, consistent new brand. One judge said, "This is how you expand a visual identity and execute it beautifully across every touchpoint. From the smallest deliverable of packing tape to large delivery vehicles, everything looks impeccable. Well done!"

## BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



### SILVER

#### MEESHO AND LANDOR

Indian online shopping brand Meesho worked with Landor to improve its brand recall and digital presence. Fun stickers and a consistent application of its new colour palette across the site and brand touchpoints help ensure recognition and confidence. Judges thought how Landor solved the problem of the company having previously had only a logo was well done in terms of the evocative brand world that was created.



# **WE DESIGN BRAND ODYSSEYS**

LONSDALE

Since 1961, Lonsdale has been imagining, crafting, designing singular brand stories and experiences, rooting them in the legitimacy of the moment and engaging them in a long-term dynamic.

CORPORATE / RETAIL / CONSUMER  
[lonsdale-design.com](http://lonsdale-design.com)

## BEST LOCALISATION OF AN INTERNATIONAL BRAND



### GOLD

#### VASELINE® AND LONSDALE DESIGN

Vaseline® developed the world's first clinically proven skincare range designed specifically for the transgender community. It launched this new range in Thailand under the Pro-derma sub-brand. Vaseline® hoped to connect with its target audience within the trans community while also ensuring longevity on shelf. Lonsdale Design didn't rely on the superficial flamboyance often used in design work addressing the transgender community, instead delivering on Vaseline®'s trust and credibility.

It used the symbol of the butterfly to indicate transformation and transition. This provided a clear visual connection to the consumer, which was further supported by the Pro-derma naming solution and on-pack messaging. The inclusive brand is not only widely available in Thailand, but was well received by the country's trans community online. One judge said, "This is a clever and powerful localisation strategy with a simple, yet beautiful solution. The design is on brand as well. I think the message is extremely important and powerful. I loved this work."

BEST LOCALISATION OF AN INTERNATIONAL BRAND



SILVER

NESTLÉ VIETNAM AND CBA ASIA DESIGN – MILO

Nestlé Vietnam’s MILO malted chocolate brand wanted to capture the attention of Vietnamese moms. It worked with CBA Asia Design to capture the sense of milk as a fuel for success, energy and longevity. Infusing the pack with energetic and high-performance visual cues, MILO is able to reach a new audience in an impactful and memorable way. Judges thought this was a “simple, but extremely effective” way to deliver on the brand’s objectives of reaching Vietnam’s young families.



BRONZE

BAYER ELEVIT AND YLAB LIMITED.

Bayer Elevit worked with Ylab Limited. to change perceptions of pregnancy and motherhood among China’s urban women, where being a mother has often been seen as something that comes with lower pay, poorer status and difficult social decisions. Positioning motherhood as positive, socially beneficial and empowering helped deliver a positive sales uptick for its prenatal range. Judges thought this campaign was successful in changing the narrative around motherhood and provoking a national conversation around what it means to be a mom.



## BEST LOCALISATION OF AN INTERNATIONAL BRAND



### BRONZE

#### NUTRO, MARS FOODS (CHINA) CO., LTD. AND SHINYBAY

Pet food brand Nutro, Mars Foods (China) Co., Ltd. needed to cut through the clutter and reach Chinese consumers by appealing to the love and care they have for their pets. The brand ensures transparency over its ingredients, which helps assuage consumers' worries about their pets' food and respond to their desire to 'feed clean'. This localisation proved an excellent understanding of modern pet food consumers and a deft positioning of the brand by ShinyBay to meet their needs.



# STRATEGY





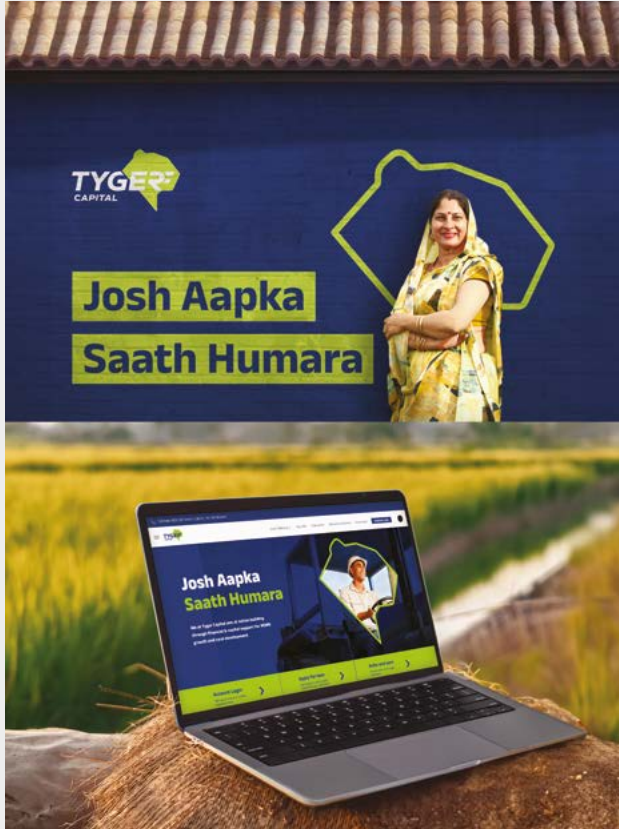
## GOLD

### RESET, VENUS REMEDIES AND LANDOR

Instead of sticking to the tired design languages of either natural healing lines or science-led wellness brands, Reset, Venus Remedies wanted to spark an industry reset. Landor thought about the feelings evoked by wellbeing and pain-free lifestyles. It alit on a strategy based on a 'dose of goodness'. This clever blend of science and natural remedies translated well to the visual identity, which brought a dose of joy to the category.

A sparse visual language ensures the friendly, appealing illustrations shine, telling the company's story and resetting expectations in the category in the process. The result is a pioneering approach to cosmetic design that speaks to consumer needs in a modern landscape. One judge said, "The strategy of creating emotional resonance translates well into the execution." Another judge added, "By adopting a lifestyle approach, the brand sets itself apart from the competition in a more positive, fun and carefree way. The visual and design language used is fresh and creative in its category."

## BEST CREATIVE STRATEGY

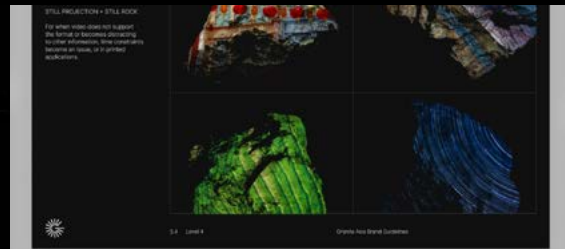
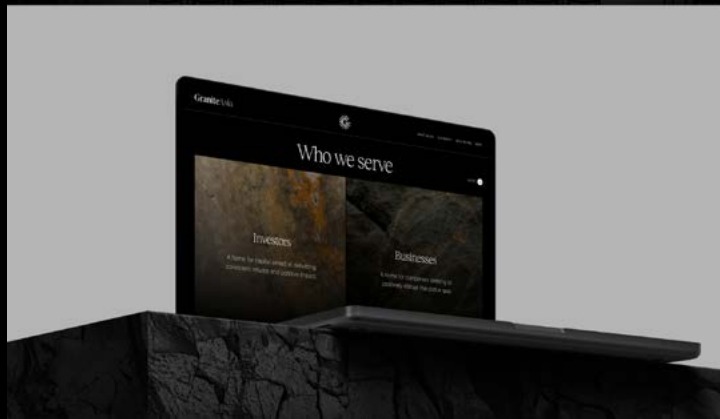
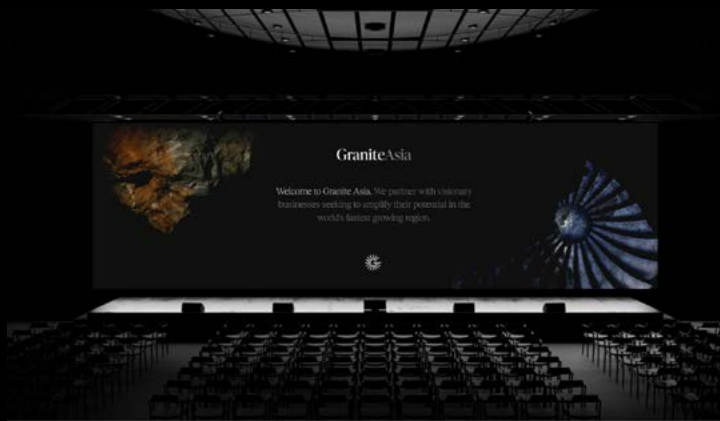


### BRONZE

#### TYGER CAPITAL AND CONRAN DESIGN GROUP

To connect more effectively with a wider range of customers, Adani Capital worked with Conran Design Group to update its brand and infuse it with a fearless spirit. The newly named Tyger Capital's dynamic, purposeful brand helps inspire customers to make their dreams a reality with the support of the financial services company. With a storytelling approach and clear communications, the new brand more effectively communicates with the company's target audiences. Judges thought the strategic foundations, new name and brave positioning were all of an excellent calibre.

# BEST BRAND EVOLUTION (BUSINESS)



## GOLD

### GRANITE ASIA AND STUDIO EVERYWHERE

GGV Capital wanted to evolve its business from a traditional venture capital model to a multi-asset investment fund capable of supporting businesses throughout their lifetime growth. It worked with Studio Everywhere to develop Granite Asia, a name with strong roots and confident connotations. The brand strategy, 'Invested, for the journey', underpins this commitment to the firm's customers.

The new logo is designed to communicate the notion of time and look as if it is created from slabs of granite. The visual identity deploys rocks, fossils and granite forms to great effect across an otherwise monochrome colour palette. The result is a confident, but still accessible, brand that inspires trust and reinforces the way effective investment forms the foundation of business success. One judge said, "There's a real challenge to be solved and the agency tackles it well. The 'invested, for the journey' idea is strong. The usage of granite also works perfectly with the concept."

BEST  
BRAND EVOLUTION (BUSINESS)



SILVER

RC COLA

Ahead of its 120th anniversary, RC Cola modernised its brand and embraced the boldness of being a challenger brand. Instead of mimicking industry tropes, its new style is unapologetic, confident and stylish. The packaging was updated with bold, vibrant colours and graphics to enhance shelf presence. The 'swoosh', a signature element in the brand, was carefully handled to maintain brand recognition while adding a fresh look and providing coherence across the brand's portfolio.



BRONZE

SONOSCAPE AND SIEGEL+GALE

SonoScape evolved its brand positioning to become a social enterprise aiming to 'unlock life's potential' and empower customers to access cutting-edge healthcare solutions. Siegel+Gale developed a cohesive brand strategy that positions SonoScape as a company able to support patients through every aspect of life. Judges thought this was an intelligent brand evolution that should set the company up for future success.

## BEST BRAND EVOLUTION (CONSUMER)



### GOLD

#### LARAH BY BOROSIL AND THE CLEARING

Indian servingware brand Larah by Borosil creates quality opal glass products that were being lost by relying on communications about function and attributes, like all its competitors were. To become a desirable brand, Larah had to connect on an emotional level. The Clearing developed the strategy 'my home, my way', a call to action for modern Indian consumers to choose the brand that reflects their unique lifestyles.

The new identity eschews the white-and-red colour palette popular with competitors in favour of a colourful, joyful new look. Food and drink are the stars of the show, inviting customers to be inspired by Larah's possibilities. Instead of simply showcasing its products, it depicts the roles they play in the lives of everyday Indian consumers. Sales have since increased by 37% and web traffic is up 40%, year-on-year. One judge praised "the use of curves, colours and the lovechild typeface, which adds a unique flair that blends traditional and contemporary aesthetics", adding that the brand's clear sales growth and leading market position are an impressive indicator of success.



### GOLD

#### VASELINE® AND LONSDALE DESIGN

Vaseline® is a heritage brand with a long history of serving its customers' needs and connecting with them on an emotional level. It wanted to do this for a new segment of the market as well: the transgender community. It developed products within its Pro-derma range to cater to the unique needs of transgender people in a meaningful way. The result is not a limited edition or novelty product, but a permanent addition to the brand's portfolio. This will see it connect with its target audience and ensure it is providing the best in skincare for all consumers.

Lonsdale Design's visual work seamlessly integrates the products into the Vaseline® family, allowing them to stand out – through the use of an iconic butterfly graphic – while still sitting comfortably in the brand portfolio. One judge said, "Strategically staying away from baseless tokenism and still reaching the target audience in a clear and classy way is amazing. The product design says what it needs to say without shouting for attention at the same time. A very deserving entry that truly inspires the brand for its larger purpose of skincare for all."



BEST  
BRAND EVOLUTION (CONSUMER)



SILVER

YEO'S AND DRAGON ROUGE

Yeo's worked with Dragon Rouge to update its brand strategy and integrate its heritage in a more contemporary visual way. The result allows the products to stand out on the shelf while still retaining coherence with the masterbrand. Subtle and attractive heritage elements – like an illustrated seal based on an old-fashioned drinks hawker cart – are integrated to great effect. One judge praised the “spot-on strategy proposition” of ‘refresh what matters’ as being clever, creative and well-catered to the market.



BRONZE

CHINA UNITED AIRLINES  
AND PROPHET

China United Airlines partnered with Prophet to refresh its brand identity and end-to-end customer experience, updating its visual identity and consumer promise. The new strategy, ‘evolving travels’, is inspiring both in terms of tone and visual style. The new identity is immersive and engaging, allowing the brand to feel refreshed, contemporary and future-facing. One judge said, “I really like how it has changed the look and feel of the brand and what it stands for as a bridge between tradition & modernity and the way forward for this carrier.”

WHAT IS YOUR

# ONE HARD QUESTION

UNILEVER ASKED US

**How do we re-establish  
relevance, credibility,  
and desirability for our  
legacy brand POND'S?**

SCAN TO FIND OUT THE ANSWER



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## BEST BRAND EVOLUTION (CONSUMER)



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### BRONZE

#### UNILEVER POND'S AND 1HQ BRAND AGENCY SINGAPORE

Unilever POND'S needed to revitalise its brand in order to remain relevant. It worked with 1HQ Brand Agency Singapore to elevate its visual style and infuse its brand with credibility and science-backed beauty authority. One judge said this was a "great design refresh that clearly plays on category codes and helps elevate brand personality to that of a premium market leader."

## BEST BRAND EVOLUTION (CORPORATE)



### GOLD

#### SKYMAVIS AND BRATUS AGENCY

Blockchain technology company SkyMavis works in the gaming and decentralised finance worlds. It worked with Bratus Agency to infuse its brand with authority, basing the strategy on the concept of 'open the future'. This would help it unlock future potential and break down barriers preventing its audiences engaging with blockchain. The new approach is young and successful on social media, targeting the key demographics effectively.

The SkyMavis bird icon was redeveloped to be a personable, evocative brand touchpoint. A cool, blue signature colour adds both credibility and warmth. Clearer communications help the brand to better connect with its audiences. One judge said, "A beautiful icon to symbolise unlocking the benefits of blockchain, also realised in a 3D brand character to inform across the brand design. The brand evolution expanded and enriched the brand with more elements and tools to create stronger communications. It took the brand to new heights!"

BEST  
BRAND EVOLUTION (CORPORATE)



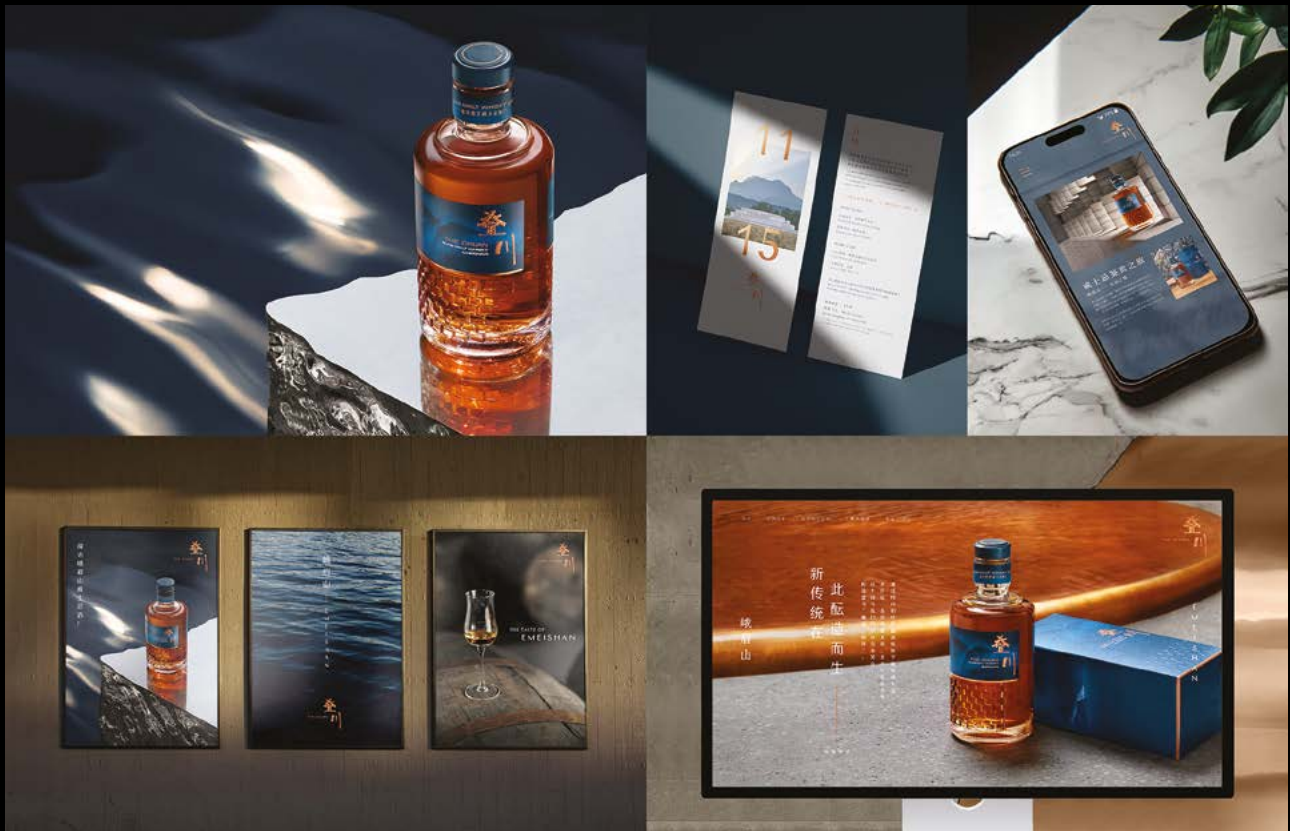
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SILVER

**DIGIPLUS INTERACTIVE CORP  
AND LANDOR**

DigiPlus Interactive Corp worked with Landor on a new brand strategy that would allow it to 'multiply the fun'. This shift in strategy saw it go from a simple gaming company to an entertainment brand. The visual identity supported this by building curiosity, wonder and mystery into the brand world. One judge said it was "a nice uplift, from a childlike look and feel to something more credible and cool."

## BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



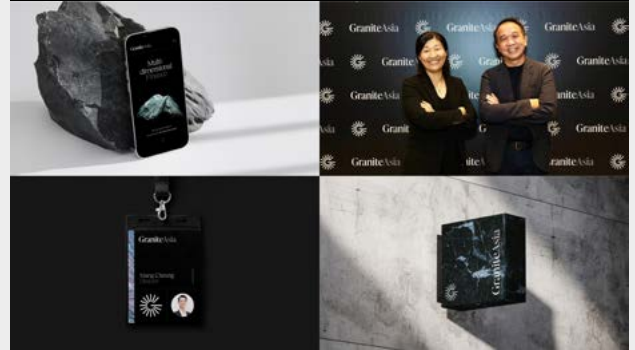
### GOLD

#### PERNOD RICARD AND METADESIGN CHINA LIMITED

Pernod Ricard set out to create a cultural icon with its Chinese whisky brand the Chuan. Instead of rehashing tired international whisky visual cues or jumping on the bandwagon set out by the younger Japanese brands, it sought an approach all of its own. MetaDesign China Limited drew inspiration from the brand's setting in the Sichuan mountains. It built a brand inspired by Chinese philosophy and infused the visual identity with elements of the province's natural world.

The Chuan is a stunning trailblazer in Chinese whiskies. The visual identity leaves nothing untouched. Every aspect of the brand is refined, considered and strategically integrated. It's a clear standout not only among new brands, but also among its competitors at home and internationally. One judge said the way MetaDesign China Limited met the challenge "has elevated the brand to a place beyond profit." Other judges praised the "strong use of cultural insights" and "incorporation of Chinese philosophy into the design and visual language."

## BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



### SILVER

#### TATA.EV AND LANDOR

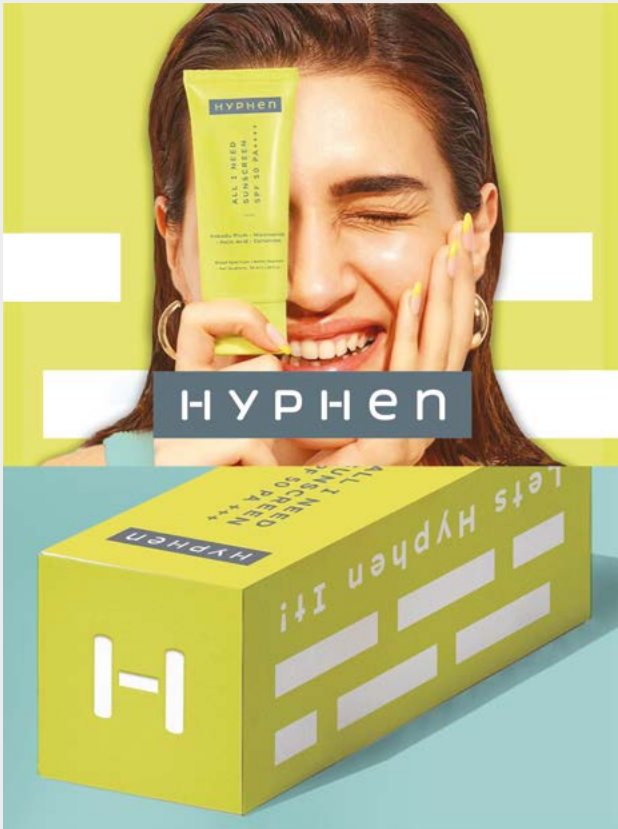
Indian auto brand Tata wanted to create a brand that was experiential, sustainable and pioneering in changing the way cars are purchased. Landor turned TATA.ev into a lifestyle brand. The design language is modern and distinctively ownable, but also clearly targeted at the millennial demographic. Community events have spurred brand engagement and collaborations have broadened the appeal and reach of the TATA.ev brand. Judges thought this strategy was world-class and helped TATA.ev alter the entire automotive market with a well-thought-out strategy and disruptive approach to brand engagement.

### BRONZE

#### GRANITE ASIA AND STUDIO EVERYWHERE

Granite Asia worked with Studio Everywhere to create a brand that would seek out and support businesses and individuals with world-class ideas that required funding. The brand's foundation is as solid as granite; designed to inspire trust and credibility, granite is the bedrock behind everything. The visual identity reflects this with a measured use of rock forms to reflect the name, provide intrigue and allow for flexibility across touchpoints. "The brand design is well executed, very sleek and modern," said one judge.

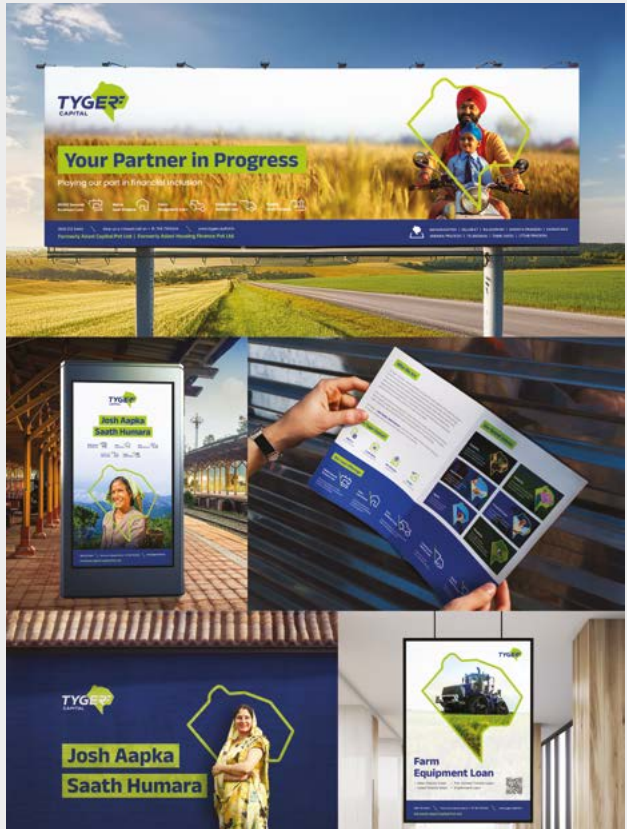
**BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND**



**BRONZE**

**HYPHEN (PEP TECHNOLOGIES) AND CONRAN DESIGN GROUP**

Hyphen (PEP Technologies) is a beauty company that blends scientific foundations with keen beauty sensibilities. It worked with Conran Design Group to create a brand that would speak to both of these segments of the market without alienating consumers favouring either natural-leaning or medicinal-leaning skincare products. The result is youthful and tells a clear story about the brand. The target audience was well understood and catered for through a moreish colour palette and packaging design. Judges thought the way the brand set out to understand consumer perceptions was a successful strategy that allowed it to shape its visual identity effectively.



**BRONZE**

**TYGER CAPITAL AND CONRAN DESIGN GROUP**

To reposition Adani Capital into a non-bank finance brand, Conran Design Group had to first understand the communities served by the company. It then developed Tyger Capital, a brand driven by the needs of that audience. It focused on human, simple communications and impactful visual design to grab the attention of prospective customers and keep them engaged in the brand world. Judges thought the positioning was brave and led to a solid strategic foundation and empowering brand proposition.



## BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



### GOLD

#### DIAGEO INDIA AND BUTTERFLY CANNON

Diageo India's Godawan whisky brand was designed both to disrupt the Indian spirits market and provide a platform for promoting sustainability and ensuring the protection of the Rajasthani desert biome. The godawan bird is found only in this region and is severely endangered. Using this as an inspiration, Godawan produced 100 limited-edition bottles reflecting the number of birds left in the wild.

The packaging by Butterfly Cannon is stunning and crafted with care. It pays homage to traditional luxury whisky visual cues – like the use of gold foil and a chunky circular bottle – but it breaks the mould in other ways. Raised glass writing reinforces the brand's home in Rajasthan while an unusual, cask-shaped display case positions the bottle as a piece of art, rather than a beverage. In all, the brand is stylish, sustainable and purpose-driven. One judge said, "Godawan is a rare design for a rare whisky. A limited edition that boosts the masterbrand's excellence in whisky with purpose, craft and story. Beautiful!"

## BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



### SILVER

#### DIAGEO INDIA AND DESIGN BRIDGE AND PARTNERS – X SERIES BY MCDOWELL'S & CO

To extend the McDowell's & Co brand beyond the whisky category and into other spirits like vodka and gin, Diageo India had to be brave. It worked with Design Bridge and Partners on the X series, which used a collab-inspired visual language to communicate the brand's extension. This allowed the McDowell's & Co heritage to shine, without consumers eschewing it based on its traditional place in the whisky category. The result is beautiful and well-suited to the needs of the audience, according to judges.



### BRONZE

#### BROWN TABLE CULTURE AND COUNT TO TEN

Hong Kong pastry brand Brown Table Culture introduced an autumnal gifting product designed to inspire those with discerning tastes seeking a trusted bakehouse and aspirational brand experience. Count To Ten took inspiration from butterflies and the concept of metamorphosis to create an elevated product experience that delivered on Brown Table Culture's promise to consumers.

## BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



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### BRONZE

#### DIAGEO INDIA AND DESIGN BRIDGE AND PARTNERS – MCDOWELL'S & CO DISTILLER'S BATCH INDIAN SINGLE MALT

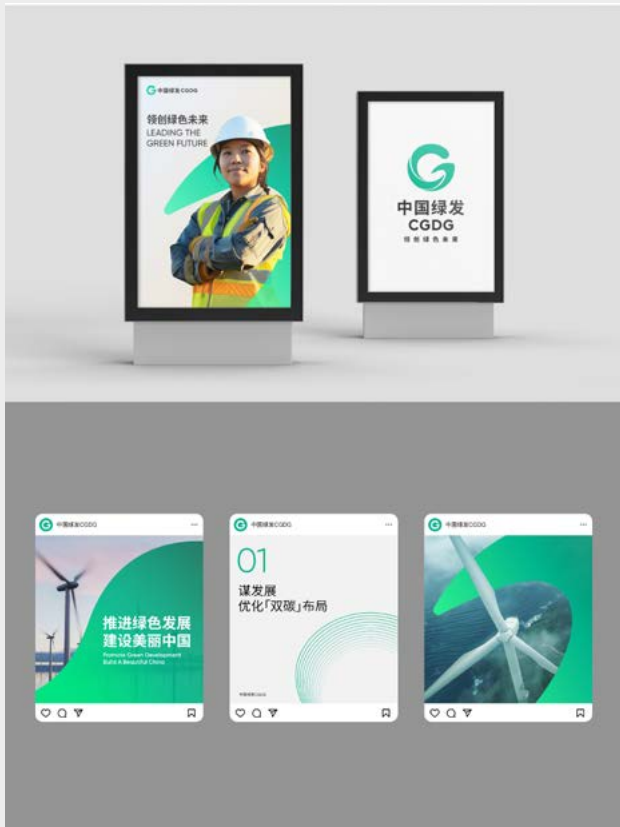
McDowell's and Co reinvention of its Batch Indian Single Malt whisky for a limited edition release was bold. Instead of resting on its laurels, it worked with Design Bridge and Partners to create something that stands out among the crowd. A deep purple colour provides depth and mystery to the brand. Clear demarcation of the limited run helps the series create an emotive connection with the consumer. Well-crafted brand assets like the depiction of the Sahyadri mountain range and iconic McDowell's and Co shield are impactful and beautiful on the pack.



TYPE



## BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



### SILVER

#### CGDG AND INTERBRAND

China Green Development Investment Group (CGDG) acquired Luneng Group to tackle carbon emissions. Its brand needed to convey both authority and purpose to cut through. Interbrand developed a clean, simple visual identity that highlights the company's messaging and commitment to its audiences. One judge called this "a high-quality project that clearly communicates CGDG's role in the world."

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



### GOLD

#### DTDC AND LANDOR

Logistics is a fast-growing industry in India but most companies operating in the space lack a mature brand. To ensure it could develop beyond being a simple courier service, DTDC worked with Landor on a brand system that would allow it to remain relevant as its portfolio developed. The strategy was based on 'the power of both', to reflect both national efficiency and global access.

The visual identity was developed to be both consistent and versatile. It had to have enough flexibility to reach consumers across a range of business cases. The introduction of a simple, effective logo and a memorable running man icon help the brand retain its consistency while also adding flair across its portfolio. One judge called it "excellent. Best in show", adding, "It really follows through on branding standards and best practices while showcasing how a simple idea can have legs." Another judge said, "This keeps the essence of the original brand, updating it for modern times with really beautiful and thoughtfully designed elements. It's a great example of how much craft and thought can go behind designing something so seemingly simple."

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



SILVER

GIAO HÀNG TIẾT KIỂM (GHTK) AND M — N ASSOCIATES

GIAO HÀNG TIẾT KIỂM (GHTK)'s positioning as a Vietnam National Brand required an examination of how its brand expression was communicating across all its brand touchpoints. M — N Associates developed a striking, ownable brand that retains key elements – like the company's signature green – while adding in simple new graphics and systems to ensure GHTK's brand could flex across all its many touchpoints. "I absolutely love this," said one judge. "Everything is so well presented."



BRONZE

DIGIPLUS INTERACTIVE CORP AND LANDOR

DigiPlus Interactive Corp worked with Landor to infuse its gaming brand with style and verve. Instead of focusing on the heightened emotional state gambling brands often elicit, it developed a brand based on entertainment and the possibilities offered by fun experiences. Judges thought this was a huge challenge that was met with a strong strategy and fresh, modern visual identity.



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

# Hisense



## BRONZE

### HISENSE AND INTERBRAND

Hisense was being held back by an old-fashioned identity that capitalised on the consumer needs and design cues of the past. To inspire customers and ensure its technological prowess was being communicated, it introduced a sleek, stylish new look. Interbrand's work brought together user-centred technology and quality design with ease. Judges thought this was a great step forward that sees the brand bringing all its disparate elements together in one clear expression.



GOLD

INJA AND SIEGEL+GALE

INJA is aiming to become a pioneer among supply chain ecological operation providers by expanding its business into consumer goods, such as fresh products and home improvement materials. To support this diversification, Siegel+Gale consolidated the brand by refining the company's brand architecture, developing a new visual identity and strategy, and updating the brand guidelines. The new system retains INJA's simple visual style but builds in flexibility to create a more versatile, powerful brand.

Judges thought INJA was smart to re-evaluate its entire brand, assessing every aspect of its portfolio to ensure each asset is optimised for performance and communication. The new visual identity is warm and adaptable, sure to set INJA up for future brand extensions and growth. One judge called it "potentially timeless", while others praised the consistency of application, the strategic solution and the way the new brand solves what could have been a challenge for the company during its period of diversification.

# BEST BRAND CONSOLIDATION

**BUILDING A STRATEGY FOR BRAND CONSOLIDATION FOR SWIGGY**

Swiggy, which started as a food delivery service, expanded into multiple categories including groceries, ticketing, shopping, and restaurant booking. Under it, there were multiple brands operating. Instamart catered to grocery delivery, Dineout to restaurant bookings, and the core Swiggy brand continued to focus on food delivery.

The business operated under multiple brand names. Each addressed a different consumer segment. While this approach was useful in building consumer resonance across different types of services, it failed to leverage common equity and the legacy of the Swiggy brand.

We tied in the disparate entities – Swiggy Food, Instamart, Dineout, and others under a singular brand Swiggy. The mother brand was built around the consumer need for 'unparalleled convenience' and spoke about 'Living It Up' with a common message – 'To grow with confidence and to evolve in your lifestyle with a strong convenience partner by your side.'

**WHY SWIGGY FIRST**

A continuous reinforcement of the Swiggy brand name will positively impact all sub-brands.

Swiggy's core of offering unparalleled convenience will be enhanced.

When operating on the same side, brands will naturally discover other sub-brands.

**THE ADVANTAGES OF OUR BRAND STRATEGY**

**THE VISUAL BRAND ARCHITECTURE**

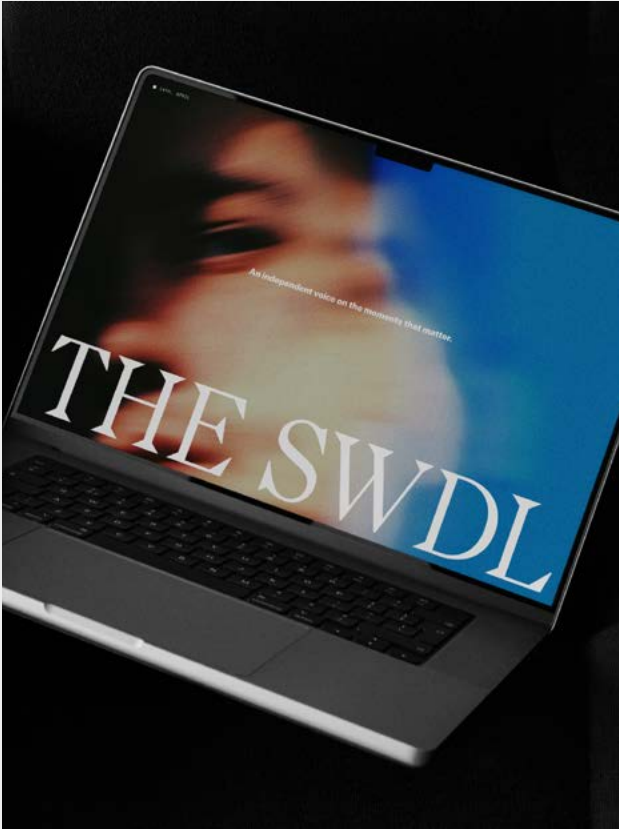
- SWIGGY instamart
- SWIGGY dineout
- SWIGGY minis
- SWIGGY steppinout
- SWIGGY genie
- SWIGGY rapido
- SWIGGY takeout
- SWIGGY insweetygood

## SILVER

### SWIGGY AND JIGSAW BRAND CONSULTANTS

Indian food delivery company SWIGGY wanted all its sub-brands to sit more comfortably under its portfolio. It worked with Jigsaw Brand Consultants to develop a masterbrand-led architecture system with clear naming and a simple, yet still personality-driven visual style. Judges thought this strategic approach was excellent, allowing SWIGGY to avoid complication and improve its communication with each one of its customers.

BEST  
REBRAND OF A DIGITAL PROPERTY



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SILVER

**THE SWADDLE AND NIGHTJAR**

Indian media brand The Swaddle built out its brand to allow for growth from its main publication to different forms of content. Nightjar expanded the site's capabilities by simplifying its design. It introduced consistency across platforms and inspired The Swaddle's staff to think creatively about where content could take them.

## BEST EMPLOYER BRAND



### GOLD

#### DFS AND PROPHET

Luxury travel retailer DFS wanted to infuse its brand with energy and engagement. To do this, it started with a new EVP, revitalising its culture through bright, social-media-like graphics and inspiring copywriting. Prophet's strategy tapped into a younger demographic, which allowed DFS to build 'a world of possibilities' into its employer brand. This creative concept proved to be a driving force for the creative that encouraged DFS to break away from staid photos of employees and seek a new visual solution.

The visual style stood out for judges. Larger-than-life illustrated individuals are juxtaposed on beautiful locations around the world as well as on brand assets. People feel as if they are stepping into a wonderful world of experiences and new opportunities. One judge said this style was "definitely unique and differs from tropes like employee photography." The new employer brand was rolled out to 5,000 employees across seven global hubs to reach every level of the business.



# WRAPPED





## GOLD

### TANGLIN CACAO GIN AND KIILAT CREATIVE

The unusual partnership between Tanglin Gin and Lemuel Chocolate to create a 'bean to bottle' gin needed to have a big impact for consumers. Kiilat Creative retained Tanglin Cacao Gin's signature bottle shape to ensure recognition and consistency. But it developed a label that speaks to the gin's unique sustainability differentiators. With cacao nibs, pangolins and beautiful botanicals sprawling across the pack, the label truly blends the best of the gin and chocolate industries' design languages.

The result is a liqueur that speaks to the needs of cocktail drinkers while still delivering a healthy dose of chocolate. Judges loved the well-crafted, beautiful design work and its alignment with Tanglin's brand family. One judge said, "The visual identity here was what made this stand out. Each element – from the parts of the cacao plant that formed the shape of the Botanic Gardens' gate to the inclusion of the pangolin – felt intentional and told a larger story."



## BEST USE OF PACKAGING (GLASS)



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### BRONZE

#### DIAGEO INDIA AND DESIGN BRIDGE AND PARTNERS

Diageo India's McDowell's & Co is a well-selling whisky brand in India. Its brand extension into rum, gin and vodka required Design Bridge and Partners to adapt its signature brand to new categories. By using a strategy akin to brand collaborations, the 'X strategy', the brand is able to effectively expand its range without diluting its presence. The result is a seamless blend of design cues across categories, allowing McDowell's to retain its brand equity while reaching new customers.

## BEST USE OF PACKAGING (OTHER)



### GOLD

#### HYPHEN (PEP TECHNOLOGIES) AND CONRAN DESIGN GROUP

Skincare brand Hyphen (PEP Technologies) provides a blend of science and nature to ensure it meets the skincare needs of every skin type. It had to communicate this on pack without leaning too far in either direction, while also communicating relatability, credibility and honesty. Conran Design Group developed a packaging range that blends pack shapes from both categories. The visual language is simple and straightforward, prioritising communication over crowded visuals. A visual hyphen device helps bridge the gap between science and nature in an effective, easily understandable way.

The result is not only effective and communicative, but also aspirational and stylish. A range of youthful colours taps into the modern zeitgeist while multipacks add a premium flair to the brand. "The visual identity is strong, clean and simple. The colour-based branding helps the packaging stand out from others in the category," said one judge, while others praised the clarity and quality of execution across the range.



### GOLD

#### YEO'S AND DRAGON ROUGE

Yeo's, a household name in South East Asia with a rich 124-year history, embarked on a transformative journey to ensure its continued relevance in today's dynamic market. It worked with Dragon Rouge on a consistent packaging design that has more standout on shelf and coherence across product ranges. 'Refresh what matters' was not only the brand strategy but also the driving force visually. The logo remains only slightly updated, but the on-pack visuals, colour system and even bottle shapes are modernised to ensure continued relevance.

The use of an illustrated seal depicting a drink cart hawker brings a sense of heritage and authenticity – and social-media cool – to the brand. Judges liked the way this added a sense of history to the new brand in a cool, attractive way. One judge said this was "bold and cuts through the clutter while retaining legacy factors." Another added, "I love the look. The strategy is also quite sharp: the edge being the name itself! So it's a 'yes' to Yeo's!"

## BEST USE OF PACKAGING (OTHER)



### SILVER

#### NAFOODS AND BRATUS AGENCY

Fruit exporter NAFOODS worked with Bratus Agency to create a consumer-friendly packaging design and visual identity. Bratus used the agricultural products themselves to create painted silhouettes that add incredible detail and flair to the packs. A well-executed graphic style keeps things simple and puts the focus on the products themselves. This stunning new system was a favourite of judges, who loved the way the “brand essence beautifully translated into the master branding and packaging.”



### BRONZE

#### OCANY AND BRATUS AGENCY

Alkaline water brand OCANY wanted to position itself as the product of choice for those leading an active, healthy lifestyle in Vietnam. It worked with Bratus Agency to create a lifestyle brand with a standout pack design. Social media visuals link the curving typeface with pastel graphics to create an immersive brand world. Judges thought the strategic foundation underpinning this work was stellar.



Count *to* Ten.

- 01. Branding & Identity /
- 02. Visual & Graphics / 03. Packaging /
- 04. Publication / 05. Illustration /
- 06. Typography / 07. Digital Media /
- 08. Commercial Photograph
- 09. Advertising Design /
- 10. Interior /

Floor 19, Sityo Tower,  
No.164 Wai Yip Street,  
Kwun Tong, Hong Kong

[counttoten.co](http://counttoten.co)

+852 3703 3622



## BEST USE OF PACKAGING (OTHER)



### BRONZE

#### SHINZU'I WHITESENTIALS AND KIILAT CREATIVE

The Shinzu'i WHITEssentials skincare line drew inspiration from the Japanese aesthetics of simplicity and clean negative spaces, along with the vibrancy of Korean skincare brands and effective call-out of star ingredients. Kiilat Creative's work was simple, yet memorable and allowed for a wealth of flexibility that will serve the brand well as it expands.



### BRONZE

#### TEMPO AND INTERBRAND

Tissue brand Tempo is a favourite among Chinese consumers. It worked with Interbrand to refresh its pack design to remain relevant with younger demographics. It sought to use fragranced tissues to inspire customers to reach for something unexpected. Judges loved the way the brand transformed the simple, almost unnecessary product of scented tissues into something "desired, beautiful and unique".

## BEST USE OF PACKAGING (LIMITED EDITION)



### GOLD

#### DIAGEO INDIA AND BUTTERFLY CANNON

Diageo India's Godawan whisky's visual identity is a stunning tribute to Rajasthan's deserts, the craft of whisky making and the endangered species endemic to the region. Butterfly Cannon achieved a masterstroke in the packaging design of the Godawan 100 Series. Not only is the bottle treated to gold finishes and luxury elements, but the 100-bottle series is reflective of the fact that only 100 godawan birds remain in the wild.

Every colour in the palette is chosen to echo a colour in Rajasthan's natural habitat. Sustainability is built into the pack, with up-cycled whisky casks forming the display cases and recycled paper used in the labels. This visual treat is backed up by a well-developed strategy and a clear brand purpose and mission. It's the full package. Judges called it "exquisite" and "beautifully well-crafted". One judge added, "Every detail is considered. The overall execution feels exclusive and one of a kind."

## BEST USE OF PACKAGING (LIMITED EDITION)



### SILVER

#### MOBIL 1 AND SIEGEL+GALE

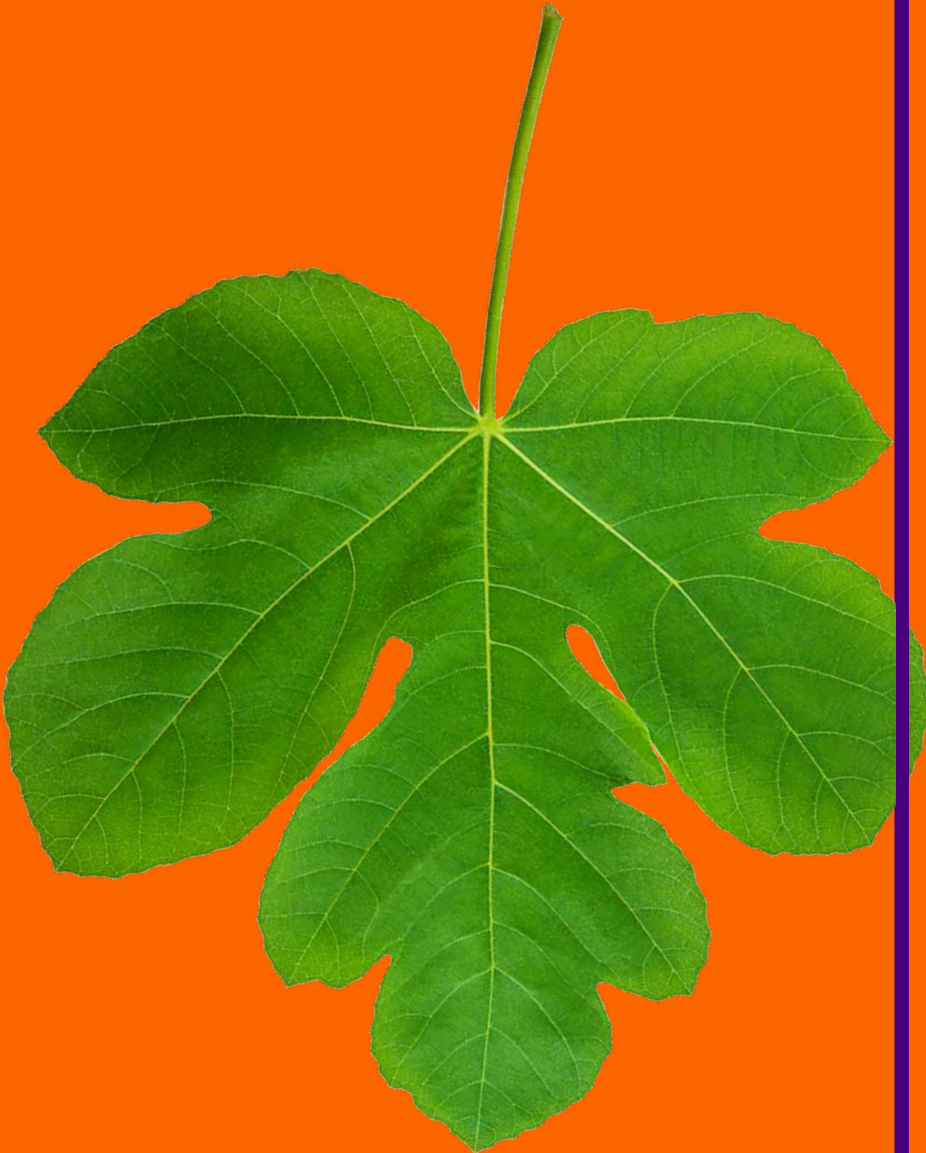
Mobil 1's 50th anniversary tin can design was crafted to replicate the original 1974 packaging. The original can features the iconic Mobil 1 logo with a retro printing style and a silver finish to give it a vintage feel. These design elements influenced Siegel+Gale's development of the black tin for the anniversary celebration. Mobil 1's mission for its 50th year is evoked in the 'ready for what's next' strapline. "I like how the packaging pays homage to the original pack in terms of shape and type," said one judge.



### BRONZE

#### DIAGEO INDIA AND DESIGN BRIDGE AND PARTNERS

McDowell's & Co Distiller's Batch Indian Single Malt bottle design marries the atmosphere of the Sahyadri mountain range that the distillery calls home with unique deep purple tones and a luxury gold finish. Judges loved the way this Diageo India limited edition bottle oozed class and exclusivity. "I love the touch of the golden map printed on the packaging; it expresses the way the whisky is locally distilled and establishes the brand's legacy," one judge said.

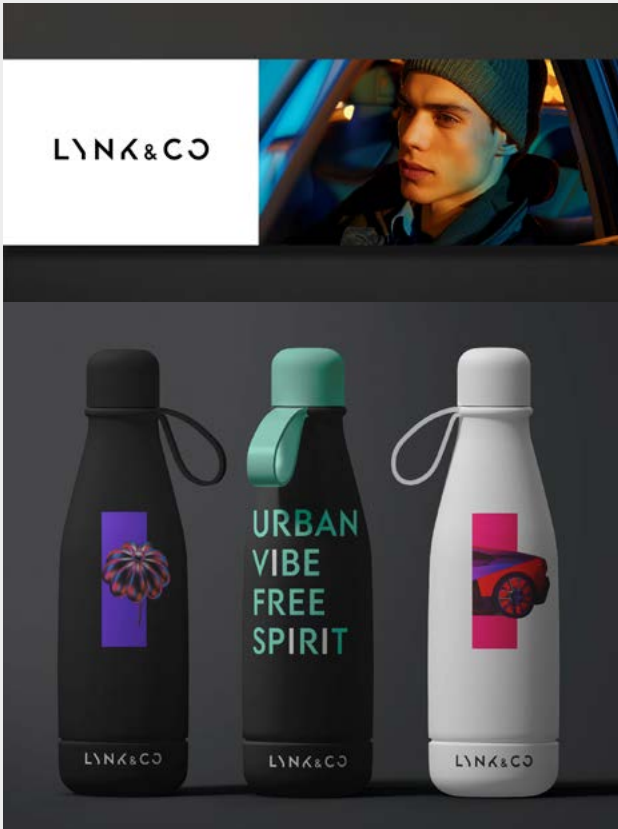




SECTOR



## BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR



### SILVER

#### LYNK&CO AND SIEGEL+GALE

Luxury electronic vehicle brand Lynk&Co worked with Siegel+Gale to bring a young, urban sensibility to the EV market. Its new logo is undeniably cool and is founded in an ethos of 'daring to be different'. Sleek photography and a colour-wash style help build an immersive, aspirational world for the brand. Judges thought the deconstructed logo and exciting new visuals have created a "distinctive identity".

## BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



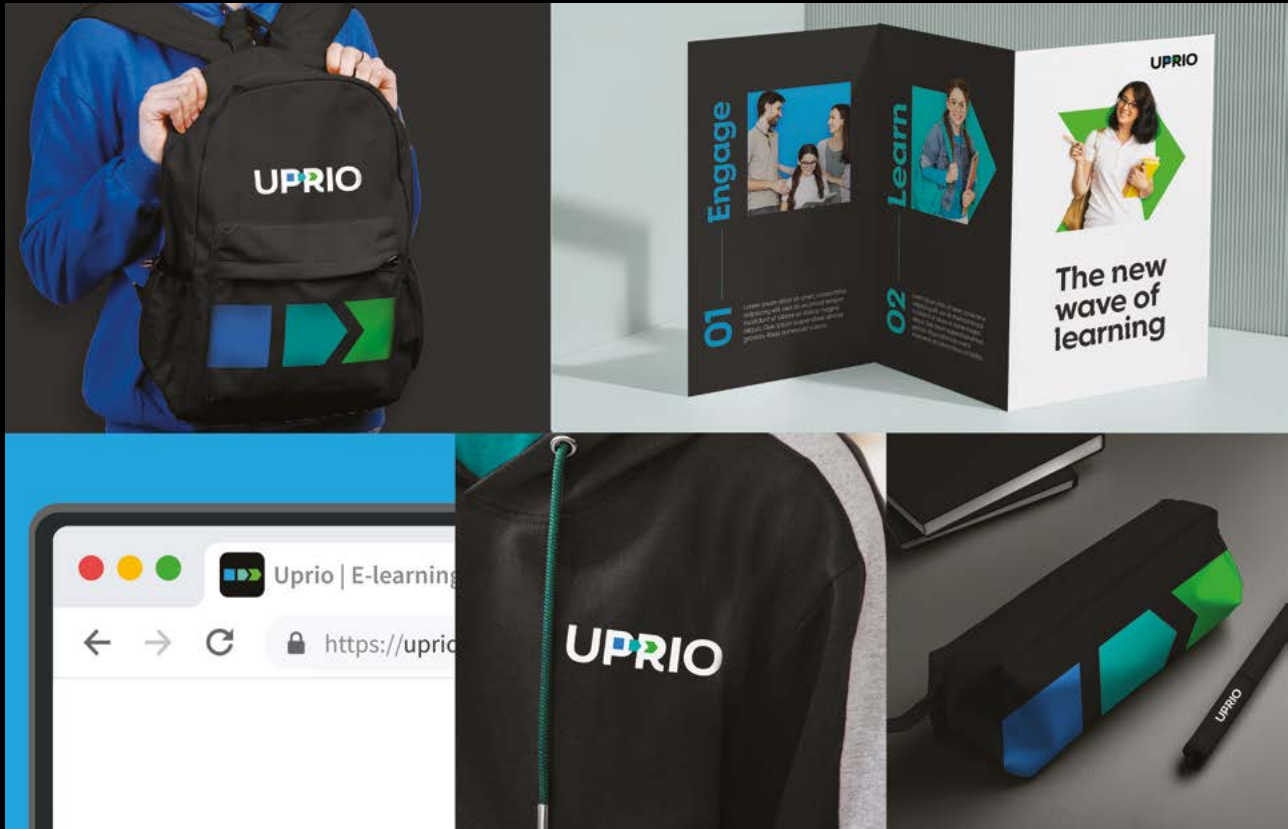
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### SILVER

#### ZIJIANG FOUNDATION AND TAAS SUSTAINABLE DESIGN CONSULTING CO.,LTD

Zijiang Foundation is the first foundation in China to provide public welfare training courses for university students. It worked with TAAS Sustainable Design Consulting Co.,Ltd to create a visual identity that is forward-thinking and innovative. Bright colours and low-saturation images convey youthfulness, while hand-drawn illustrations add a personal touch. Judges praised the way the foundation integrated its core values into the visual identity.

## BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



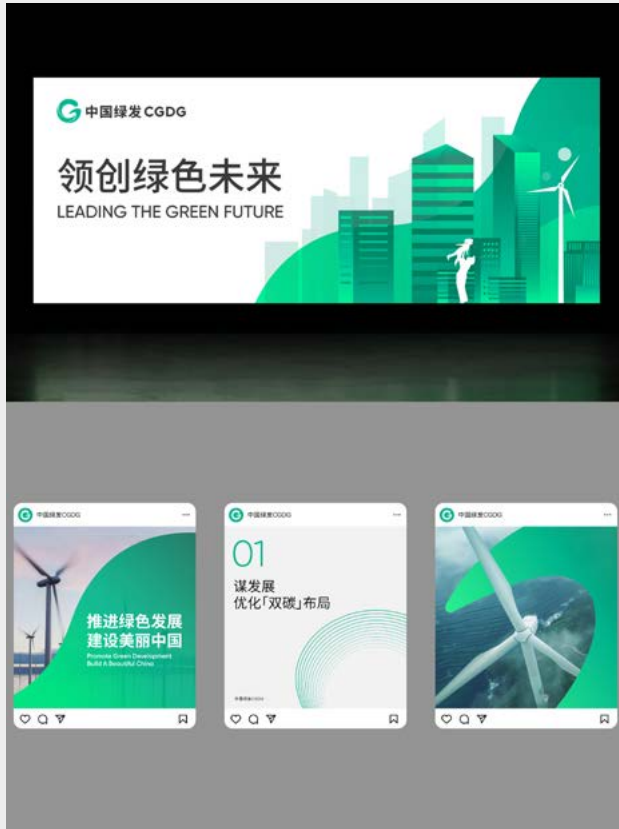
### GOLD

#### UPRIO AND CONRAN DESIGN GROUP

Indian education technology brand Uprio wanted to bring a human touch to its tech-based learning. The new visual identity is rooted in the three key steps in the learning process: 'engage', 'learn' and 'progress'. Conran Design Group cleverly built these three steps into simple graphics within the Uprio logo. The company's digital assets further simplify things by using those three icons as the app logo and browser tab identifier.

This simple, effective visual conceit works effectively across the entire brand, building a recognisable brand world, providing navigational aids across the website and infusing the brand with charisma. It helps to tell the brand story through a few effective brand assets that work well across the digital company's entire platform. One judge said, "The design drew inspiration from the student journey. It created a versatile brand world with a digital-first, industry-defying identity. Not bad at all, with a good use of symbols that look good on digital."

## BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



### SILVER

#### CGDG AND INTERBRAND

CGDG (China Green Development Investment Group) reaffirmed its commitment to green development and carbon neutrality with a confident, consistent new visual identity. Interbrand introduced a natural colour palette, warm photographic style and a simple visual language to help CGDG tell its story. Judges thought this was an effective way to facilitate clearer brand communications.

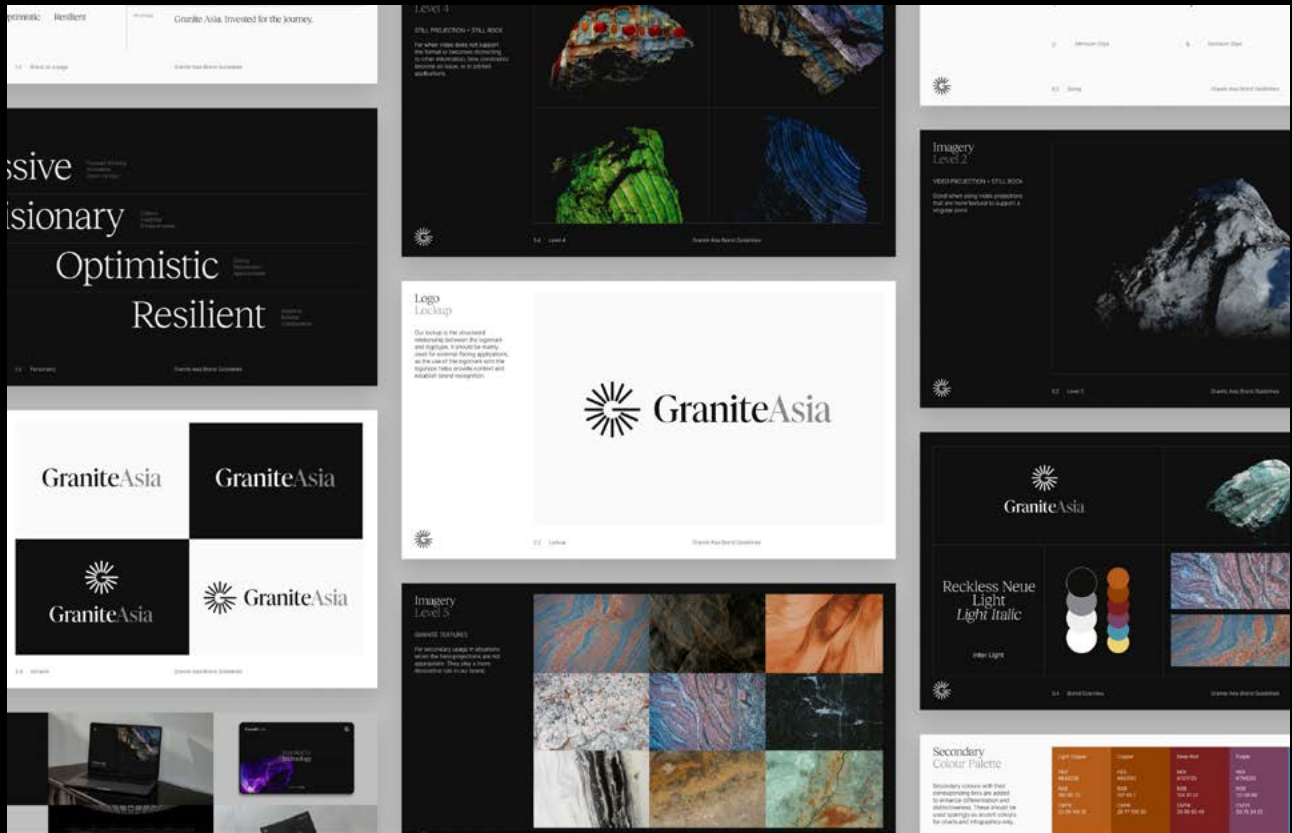


### BRONZE

#### SIGENERGY AND PINBRAND

Energy development company SIGENERGY worked with Pinbrand on an elegant and visually aligned new identity that communicates the company's commitment to a future of green energy. The red and white colour palette was introduced to represent enthusiasm, positivity and continuous progress. Brand touchpoints ranging from corporate communications to consumer apps are all nicely integrated with a signature typeface and future-facing brand icon.

# BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



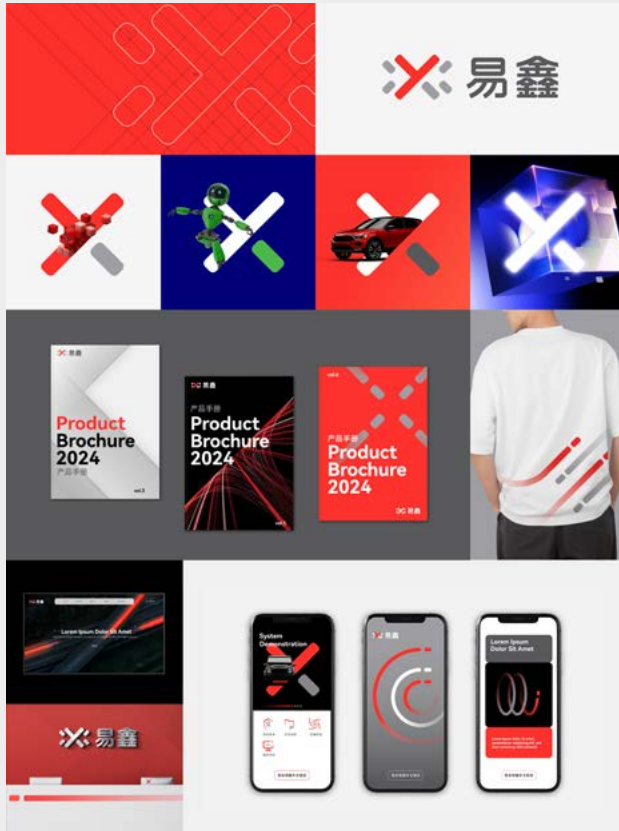
## GOLD

### GRANITE ASIA AND STUDIO EVERYWHERE

GGV Capital wanted to offer Asian companies new opportunities for funding and investment, to inspire the best businesses to achieve more. But it needed a brand that would reflect that inspiration and aspiration. Studio Everywhere took the 'Granite' from the brand's acronymic name and created Granite Asia. This simple shift inspired the strategy for the visual identity.

The logo is designed to evoke the shape and strength of slabs of granite. The visual identity deploys appealing images of granite, rocks and natural forms across a monochrome palette to reflect the brand's strategy and commitment to its customers. The result is atmospheric and immersive. Judges thought this was a fresh take on the investment sector and a very well-executed rebrand, with one adding, "The identity features a distinctive image style combined with an overall sophisticated design look to bring Granite Asia into a new era."

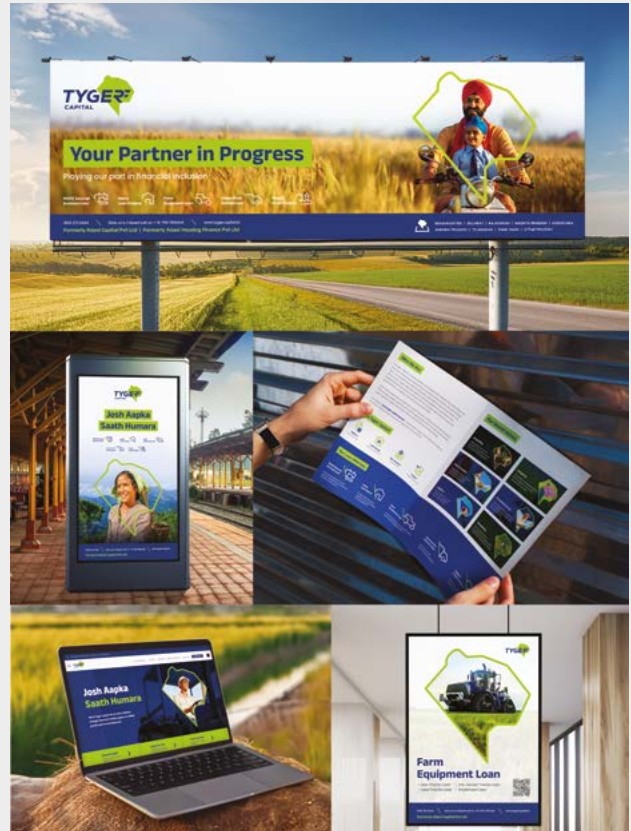
## BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



### SILVER

#### YIXIN AND SIEGEL+GALE

YIXIN's ambition is to revolutionise automobile finance transactions in China by fulfilling every Chinese consumer's dream of driving home in their dream car. Siegel+Gale updated and refreshed the brand by simplifying the colour palette and graphic expression. It introduced an 'X' icon that acts as a connecting device, a windowpane and a communicator. Judges thought the addition of this symbol to the visual identity brought the whole thing together in a consistent and seamless way.



### BRONZE

#### TYGER CAPITAL AND CONRAN DESIGN GROUP

Tyger Capital's non-banking financial model meant it had to connect with its customers and communicate its commitment to helping them achieve their dreams. Conran Design Group supported this with the introduction of a warm, customer-centred visual identity that expresses progress, people and the concept of dreaming. Judges liked the way the brand linked trust to financial services in an empowering and forward-thinking way.



## GOLD

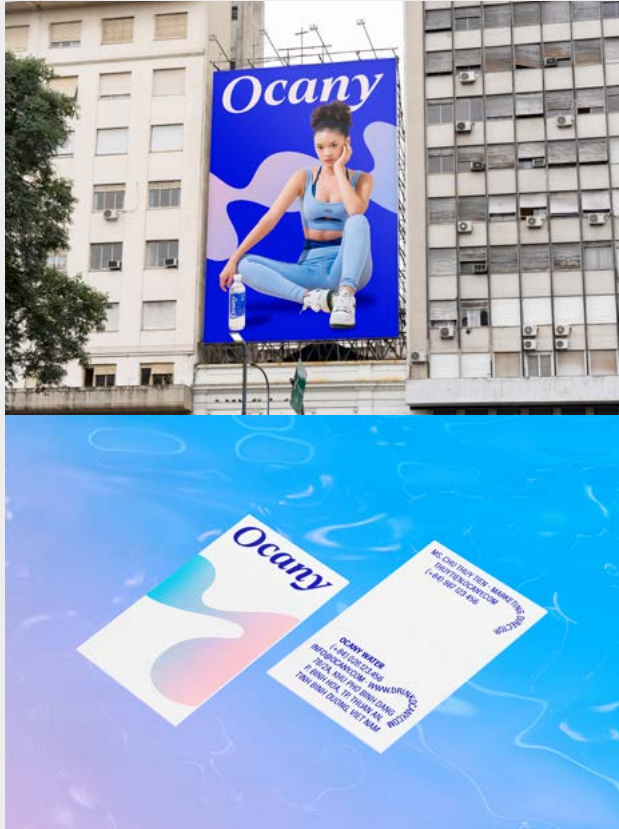
### NAFOODS AND BRATUS AGENCY

Vietnamese agricultural conglomerate NAFOODS restructured its brand and operations to allow for expansion into the consumer market. In doing so, it wanted to ensure that it communicated the connection between growers and consumers. Bratus Agency created a corporate brand using fruit-based colours. It used actual fruits as wood-block-like printmaking tools to create key visuals that are instantly identifiable and ownable. The logo can be rendered in simple lines or with depictions of fruit rinds and peels.

The new consumer brand features a packaging system that uses postal cues to communicate the products as being a 'gift from the farmer'. The stunning fruit illustrations are married with postal designs to create something entirely standout in the category. The whole brand is a tour de force in the FMCG sector. Judges liked the way the brand committed to its strategy and carried that through the visual execution. One judge said it was "simply my favourite submission of the year."



## BEST VISUAL IDENTITY FROM THE FMCG SECTOR



SILVER

### OCANY AND BRATUS AGENCY

OCANY alkaline water is designed for young people who love being active and care for their physical and mental wellbeing. Putting this into practice in terms of the visual identity required Bratus Agency to introduce the 'life rhythm' positioning and transform the company into a lifestyle brand. A cheerful social media expression and apt brand partnerships achieve the brand's transformational objectives. "I loved this," said one judge, while others praised the introduction of movement into the visuals and typography.



SILVER

### YUTANG AND DUOOOBRAND

The paradox of sugar is that it both brings people joy and is something consumers try to limit. It's a necessity and something consumed in limited quantities. To break free from this, YUTANG had to reframe sugar as a consumer product. It worked with Duooobrand to tap into healthy-eating lifestyles while still offering the happiness and flavour that come with sugar products. Judges thought this was a significant challenge that was well met with the strategic development of the brand.

## BEST VISUAL IDENTITY FROM THE FMCG SECTOR



### BRONZE

#### LAKMĒ BY UNILEVER INDIA AND JDO GLOBAL

Lakmē By Unilever India is an influential and well-established brand in India. But it wanted to ensure its continued relevance with millennials. It worked with JDO Global on the 'Showstopper Collection' to create a 'fashion drama'. The result is a luxurious, ultra-sophisticated and eye-catching collection of products that ooze style and aspirational beauty. Judges liked the way the new brand capitalised on industry cues while still bringing a sense of Lakmē's signature style to bear for a new demographic.



### BRONZE

#### UNILEVER POND'S AND 1HQ BRAND AGENCY SINGAPORE

Unilever POND'S needed to redevelop its brand to reconnect with its audience and more effectively tell its brand story. 1HQ Brand Agency Singapore amped up the scientific foundations behind the beauty products themselves without overwhelming the packaging. It introduced stylish pack designs and a streamlined typographical style. Judges liked the 'where science meets desire' positioning and thought it was distinctive, brave and effective.

## BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



**GOLD**

### PERNOD RICARD AND METADESIGN CHINA LIMITED

Japan's leadership in the new world of whiskies is set to be challenged by the Chinese distillers rapidly making a name for themselves in world-class whisky production. One of them, the Chuan, was launched by Pernod Ricard. Set in the stunning foothills of the Emei Mountains, the brand's visual expression is an ode to its landscape. A gorgeous combination of whisky distilling and Chinese craftsmanship, this visual identity leaves nothing to be desired. It's a sumptuous feast of well-considered brand assets and quality design work.

MetaDesign China Limited composed a visual identity around the unification of two elements, creating a symphony for the senses. Local stone is set into a distinctive brick pattern on the site of the distillery, a visual element that is reflected in the bottle design as well. This unity across brand touchpoints is elegant, timeless and evocative. One judge said the "execution is stunning and tells a lovely story." Another said, "I love the creation of a brand emblem from its architecture. The simplicity of this is a winner for me."



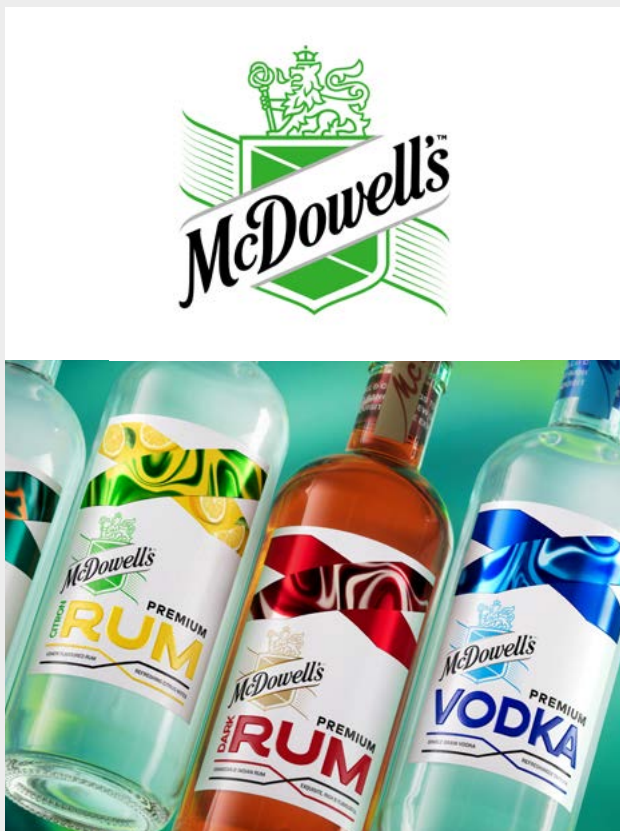
**GOLD**

### YEO'S AND DRAGON ROUGE

Yeo's is a standout in its category. It is a beloved brand, but one that had lost its way a bit in terms of branding coherence. A wealth of brand expressions led to a dilution of its message and confusion among consumers. Dragon Rouge recentred the brand, drawing elements from its heritage to infuse it with distinctiveness, without relying too much on the past to inform the future. The resulting visual identity is consistent, lively and joyous with clear, quirky heritage elements to keep things interesting.

The new product ranges are united by clear product flags and a more cohesive colour palette. Judges loved the way Yeo's bridged the old and the new. One judge said, "It pays homage to the heritage of the flavours and taste. It manages to maintain the essence of the brand with its colours and visual identity. It's unmistakably Yeo's." Another judge praised the "excellent execution across applications including the drinks cart badge. A standout comprehensive rebrand for this tough sector."

## BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



SILVER

### DIAGEO INDIA AND DESIGN BRIDGE AND PARTNERS

Diageo India created a world of brand extensions to support its foray into other spirits besides whisky. Design Bridge and Partners used a collab-inspired system, with the 'X' acting as a way of supporting McDowell's extensions into other categories. A consistent graphic lockup and bottle shape help build consistency across the brand's portfolio. Judges thought this was a really strong strategy that allowed McDowell's and Co to refresh its brand image and "convey a sense of youthfulness and energy."



SILVER

### PEPSICO – LAY'S SMILES THAILAND 2024

PepsiCo introduced Lay's Smiles Thailand 2024, a collection of limited edition packs, each with a different smile illustration. The cartoon and illustrated smile designs were part of a wider social media campaign that saw people put their own smiles into the picture and share the designs widely with friends. This fun campaign was a great way to add a dash of the unexpected to a well-known brand. Judges liked the way the packaging was interactive and shareable, allowing consumers to get involved in the brand story.

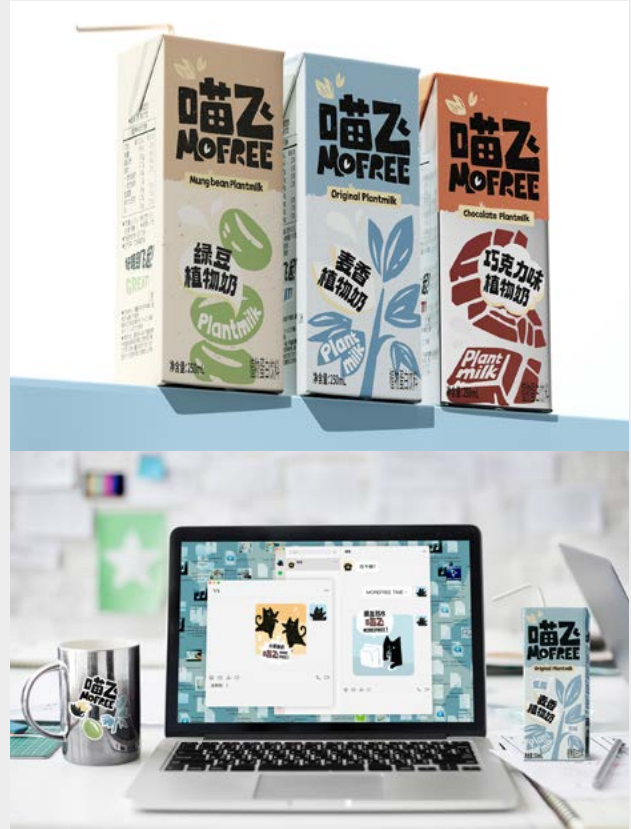
## BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



### BRONZE

HINDUSTAN UNILEVER AND  
ELMWOOD BRAND  
CONSULTANCY SINGAPORE

Hindustan Unilever's heritage brand Horlicks needed to connect with younger audiences. It worked with Elmwood Brand Consultancy Singapore to introduce an arrow graphic into its packaging to communicate how Horlicks helps kids grow up strong. The family-friendly design and language create a clear call to action for the brand. Judges thought this showed excellent insight into the motivations behind the main consumer groups. Its effective execution and clear positioning helped deliver successful results.



### BRONZE

MOFREE BY DALI FOOD GROUP AND  
JDO GLOBAL

Dali Food Group introduced a plant-based milk, MoFree, to the Chinese market. JDO Global sought cut-through among young demographics in higher-tier Chinese cities. Inspired by a direct translation of the brand name 'flying cats', the brand uses a playful cat as the primary storyteller. The result is approachable and likeable with an assured sense of cool. Judges loved the whimsical approach, packaging execution and personable illustrative style.

# eba

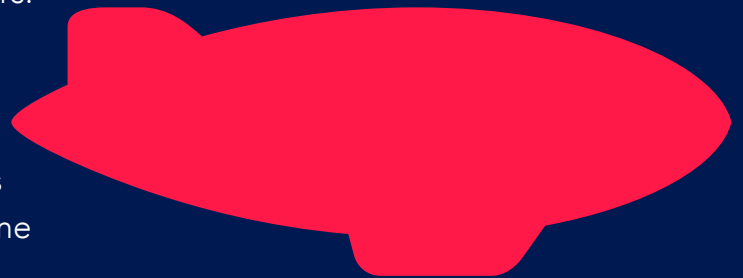
## We believe in design as a

# *Trasformative tool*

For us, it's always a force for good that'll make a lasting positive impact.

Our international crew shares a passion to create cutting edge design, enabling it to work its magic and transform brands into forces which empower consumers.

As designers, we use our craft strategically to give brands extra value. We do this by defining and creating unique expressions and experiences, positioning them to become drivers of change.



### WHAT WE DO

#### BRAND IDENTITY

- / Brand Strategy
- / Brand Language
- / Brand Ecosystem

#### PRODUCTS & SERVICES

- / Packaging
- / Innovation
- / Value Proposition

#### BRAND EXPERIENCE

- / Retail & Architecture
- / Activation
- / Digital
- / Communication Strategy

#### CONTACT US

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 <https://cba-design.com/>

## BEST VISUAL IDENTITY FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR



### BRONZE

#### CUMIC AND DUOOOBRAND

CUMIC provides value-added steel supply chain services worldwide. It worked with DuoooBrand to construct a future-facing brand that would allow CUMIC to remain competitive in a changing industry landscape. Steel forms are combined with cool gradients, lending CUMIC an ownable, distinctive visual style. The result is authoritative and professional while also allowing CUMIC room to expand its brand footprint in the future.

## BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



### GOLD

#### RESET, VENUS REMEDIES AND LANDOR

Reset, by Venus Remedies, found that the market for healthcare products bifurcated into two streams, one driven by science and one by natural remedies. Instead of following these same tired trends, it pursued a strategy based on the way wellbeing makes people feel. Landor developed the strategy based in 'a dose of goodness'. This unique approach allows Reset to transcend categories and speak to the needs of its audience on an emotive basis.

A loving, warm visual identity delivers a premium feel and attractive pack design. Illustrations bring liveliness and joy to the brand. But their positioning onto white backdrops helps keep the look and feel uncluttered, as if the brand is leaving space for mindful wellbeing. One judge said, "There's a clear intention and strategy that translates well into the creation of its visual identity. In the category it's in, it's hard to build emotional resonance with the product. Well executed."



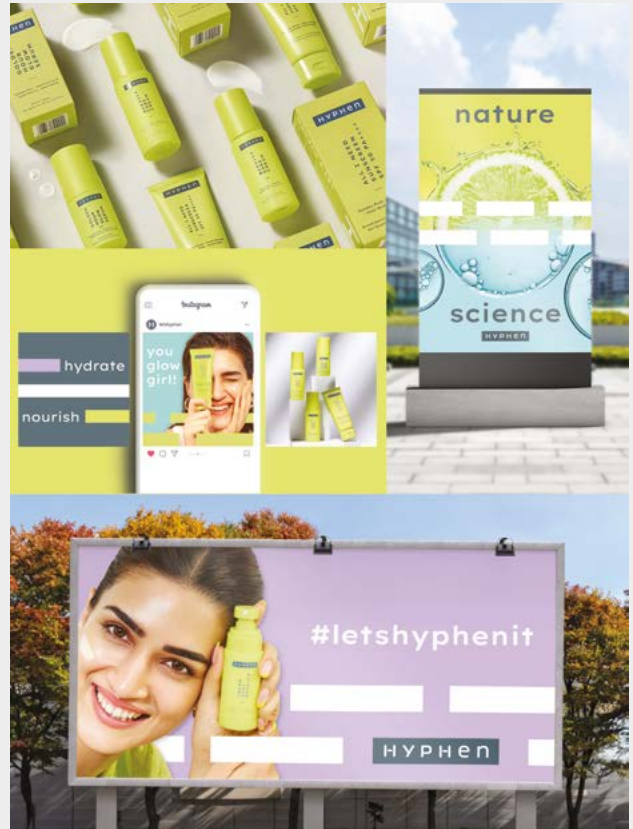
**BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR**



**SILVER**

**MIDEA AND INTERBRAND**

Household appliances brand Midea worked with Interbrand to infuse its lifestyle visual identity with a stronger sense of its technological acumen. The new brand moves away from a typical white goods look and feel to something sleek and aspirational. Judges thought the sophisticated, empowering new visual identity does an excellent job of transforming the image of the brand.



**BRONZE**

**HYPHEN (PEP TECHNOLOGIES) AND CONRAN DESIGN GROUP**

Hyphen (PEP Technologies) worked with Conran Design Group to make its unique approach to skincare and cosmetics approachable and easily understood. The visual identity blends science and nature while staying true to the needs of the consumer. Judges liked the way the hyphen forms a visual divider, juxtaposing two ideas to great effect. "The visual identity is strong, clean and simple (which brands sometimes shy away from) and the colour-based branding helps the packaging stand out from others in the category," said one judge.

## BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



### GOLD

#### BAN MAI THEATER AND INSPACE CREATIVE

Ban Mai Theater aims to inspire children and their families through innovative productions and interactive activities that complement the stage shows. Vietnamese children's theatre is a national tradition, making it important to get Ban Mai's brand right. InSpace Creative brought this purpose to life by anchoring the visual identity in curiosity. The logo itself contains two eye icons that express curiosity. A family of eye designs was developed to communicate other emotions too.

Bright, family-friendly colours and a fun, bespoke typeface allow the brand to carefully balance whimsical joy and effective communications. The type design draws inspiration from Vietnamese glyphs and prioritises accessibility and readability. The resulting visual identity is fun, ownable and attractive for the target audience. One judge said, "I simply love the font. It has so much personality. It's almost like it's talking to you." Another said, "The risk of creating a custom typeface and having a real idea behind the work is something that should be rewarded."

## BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



### BRONZE

#### HIMEX AND DUOOOBRAND

Chinese performance equipment brand Toread developed HIMEX for expeditions to some of the harshest environments in the world. It worked with DuoooBrand to infuse the brand with visual cues relating to performance engineering, the extreme environments of the poles and the Himalayas, and Toread's signature commitment to craftsmanship and design. Judges thought the visual identity spoke well to the target audience and its needs.



### BRONZE

#### INTERNATIONAL CRICKET COUNCIL AND WITEKITE

The International Cricket Council's ICC Men's Cricket World Cup in India in 2023 created a brand designed to celebrate the emotions cricket evokes. WiteKite used colourful icons to express things like 'wonder' and 'zeal'. The result is highly effective at drawing the world together and creating a distinctive identity for the event. One judge praised the way theatre-like emotions were translated into a sporting context, lending a truly Indian flair to the World Cup.

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



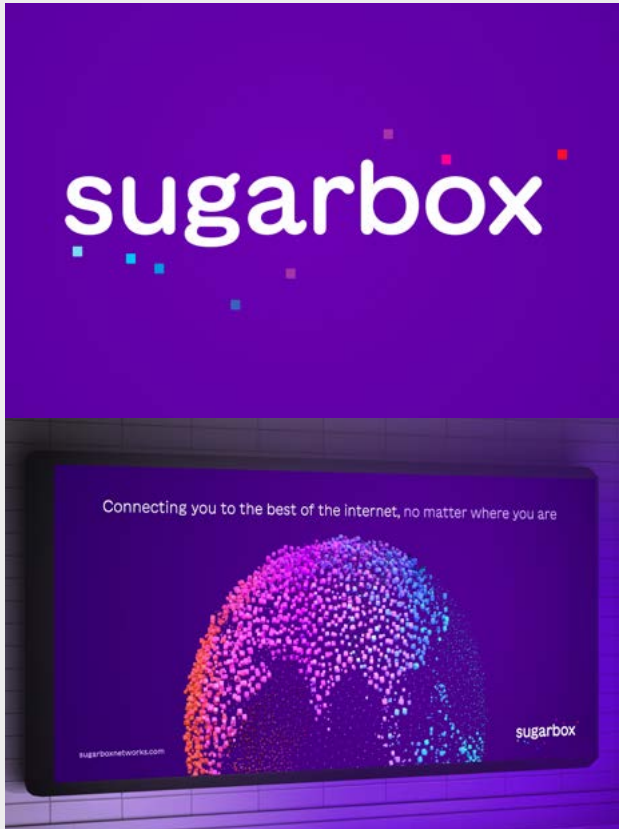
### GOLD

#### DIGITAL NASIONAL BERHAD AND DRAGON ROUGE

Digital Nasional Berhad was tasked by the Malaysian government to roll out the national 5G telecommunications network. The brand had to serve the needs of government organisations, telecoms companies, the media, industry analysts and regular consumers. Dragon Rouge also had to ensure that the new brand encouraged an adoption of 5G services and promoted understanding of 5G's potential for the Malaysian business community.

The visual identity achieved this by framing 5G as a portal, opening up the possibilities of the world of tomorrow. An abstract graphic language helped avoid boxing the brand in and reinforced its positioning around opportunities and future growth. One judge said, "The vision and aspiration both match with the design universe, the materials and use of hexagonal layers translate well from the start to showcase a portal and when stacked together for resemblance to the bandwidth/cables."

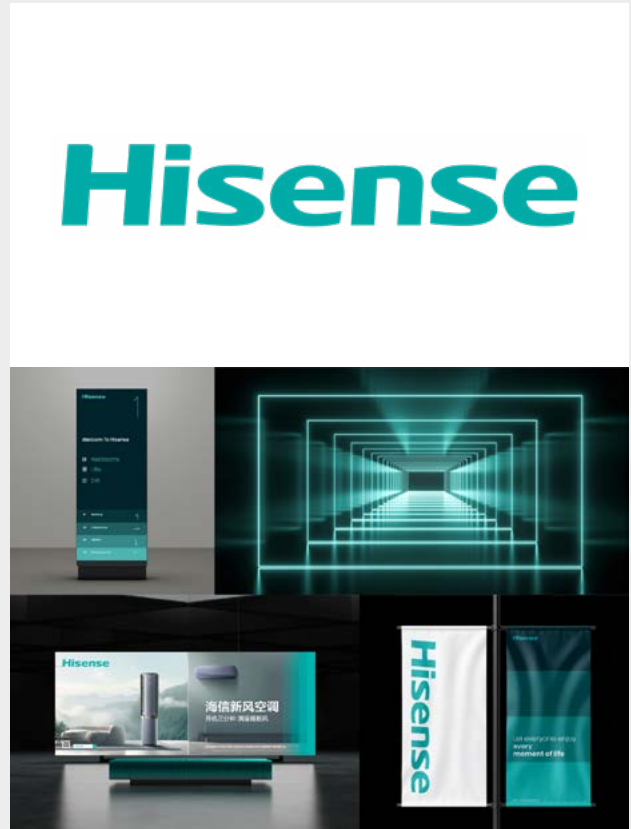
BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



SILVER

SUGARBOX AND LANDOR

Indian tech brand Sugarbox wanted to enable connectivity for millions of Indian consumers. Landor crafted a brand that was at once disruptive and upstart-like as it was credible and confident. Focusing on local needs and a commitment to rural communities, Sugarbox is well on its way to achieving its goals. Judges liked the way the visual identity deployed digital sugar cube graphics to allow for flexibility of communications.

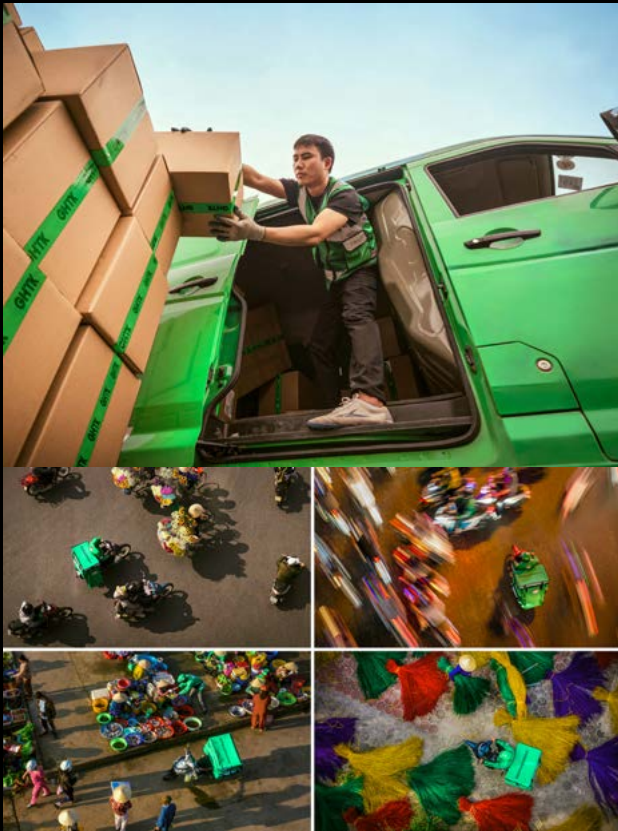


BRONZE

HISENSE AND INTERBRAND

Hisense worked with Interbrand to reign in its unruly brand and provide consistency and authority on par with its brand heritage. The new brand exudes style and quality while positioning Hisense as a natural competitor to some of Europe's most luxurious technology and white goods brands. Judges thought this update was impressive in terms of the new consistency Interbrand was able to build into the system to create a "modern, clean and clear visual universe."

## BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



### GOLD

#### GIAO HÀNG TIẾT KIỆM (GHTK) AND M — N ASSOCIATES

GIAO HÀNG TIẾT KIỆM (GHTK)'s sprawling brand had to work across delivery vehicles, uniforms, distribution networks, vehicle fleets, digital applications and marketing materials. Its massive footprint across Vietnam meant that any brand update would have to connect with people, retain elements of its past and provide the flexibility to grow. M — N Associates tackled each of these challenges with seaming ease.

It developed a bespoke typeface based on the country's transport infrastructure, a logo that acted as an emoji and brand architecture device, and a stylish visual identity that unified the company's countless brand touchpoints. The result is effective both in terms of its implementation across the GHTK network and for building stronger connections with consumers through brand communications. "This brand stands out in the environment," said one judge. "I love the different emoji icons and the colours really stand out in the city." Another judge added, "I love the use of the typography and how it was designed. It adds a lot of character to the larger brand persona."



### GOLD

#### INJA AND SIEGEL+GALE

INJA, a supply chain logistics company in Yunnan province, aimed to become a leading international ecological operation platform for supply chain management. Its foray into consumer goods meant that its brand needed to bridge the corporate and consumer worlds while communicating both credibility in the former and authenticity in the latter. Siegel+Gale achieved this by focusing on how INJA can improve the quality of people's lives. This firm strategic foundation allowed for the development of a bright, warm visual identity that has the capacity to flex across different use cases and audiences.

The result is future-proofed, sophisticated and entirely ownable. It's a brand that will serve INJA well into the future and as it expands its portfolio further. One judge said, "INJA's visual identity refresh by Siegel+Gale successfully modernises the brand's image to reflect its expanded business scope and human-centric approach." Another judge said, "The design output is really good and versatile, allowing it to visually capture a lot of different elements that the brand wants to achieve."

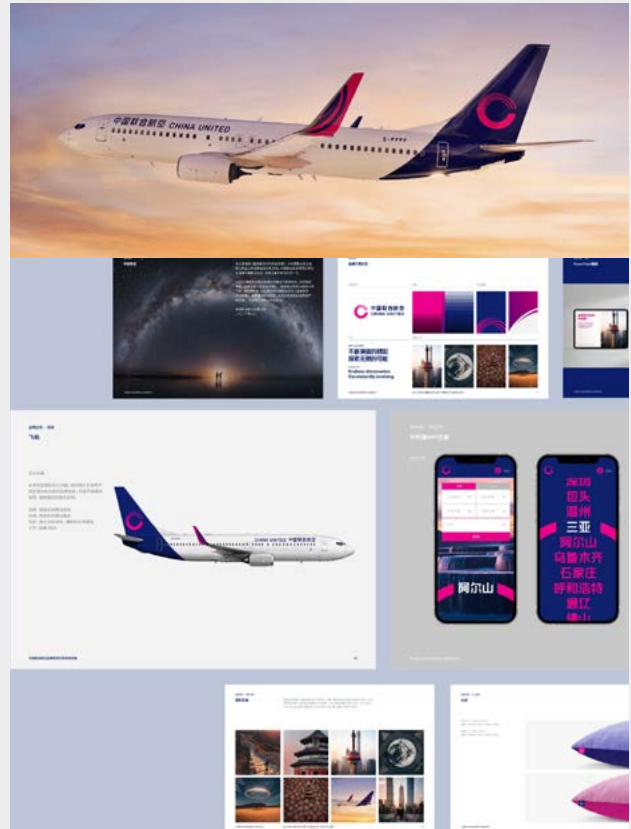
## BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



### SILVER

#### DESTIN-LINK SUPPLY CHAIN MANAGEMENT (BEIJING) CO., LTD AND METADESIGN CHINA LIMITED

Destin-Link Supply Chain Management (Beijing) Co., Ltd is the supply chain and logistics firm underpinning Volkswagen Group China's operations. MetaDesign China Limited infused the brand with sustainability cues in order to position Destin-Link as a major competitor in China's automotive market. The visual identity uses colour and form to great effect in creating a simple, communicative brand. Judges loved this "simple, beautiful visual identity that successfully positions the company as a leader in sustainable logistics."



### BRONZE

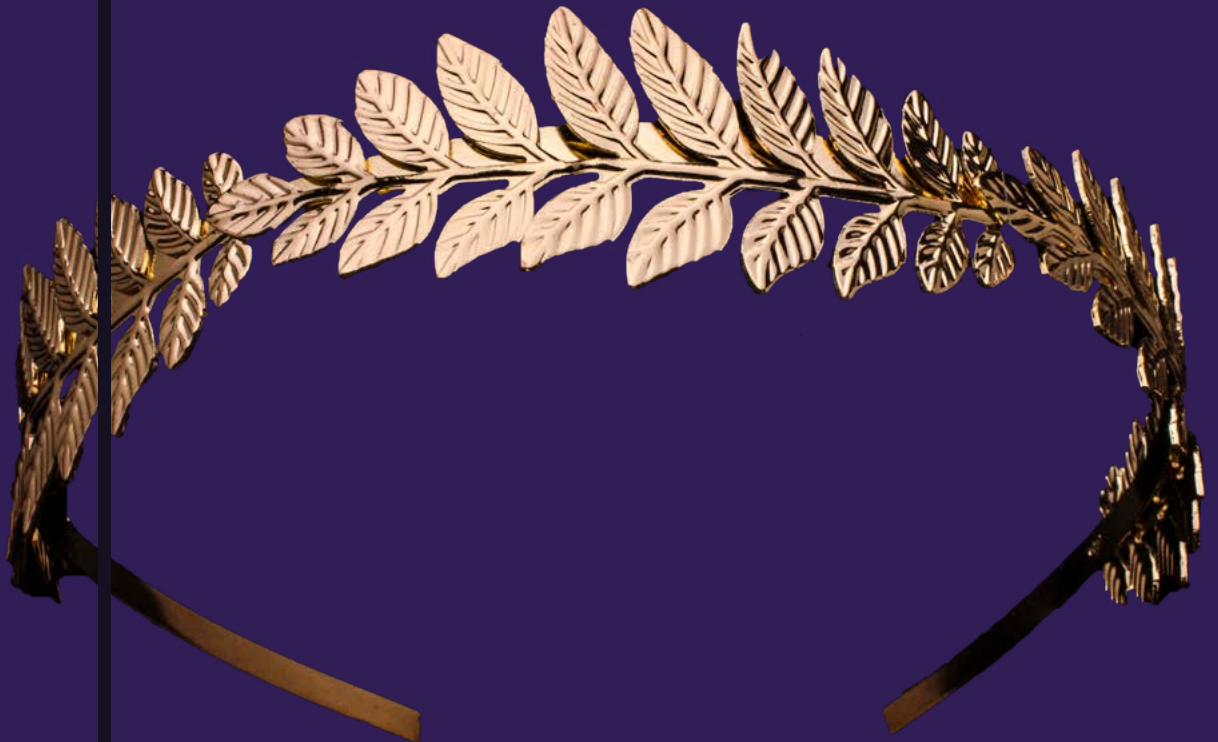
#### CHINA UNITED AIRLINES AND PROPHET

China United Airlines worked with Prophet on a major rebrand to contemporise its image and connect with a new generation of travellers. The new visual identity is based on the concept of 'evolving travels', a deft positioning that allows for the introduction of an immersive, youthful, but not too trendy visual identity. The new look will resonate with customers today and well into the future. Judges thought this was an excellent update that brings China United Airlines into step with its sector.





# SPECIAL RECOGNITION





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**WINNER**

**RUTU MODY-KAMDAR  
JIGSAW BRAND CONSULTANTS**

Dr Rutu Mody-Kamdar is not only an expert in advertising, but also a PhD in branding and consumer behaviour. Her academic background coupled with her professional experience has made her a powerhouse brand consultant. She has shaped the way Jigsaw Brand Consultants serves its customers. It prioritises consumers on the sociological, anthropological and cultural levels. This deep understanding of the consumer has allowed Jigsaw to successfully introduce new brands, redevelop brand architectures and reposition tired brands to great success.

Mody-Kamdar is also a thought leader in the branding industry. Her design and brand teaching work has seen her reach students around the world. In addition, she hosts a podcast called 'The Great Indian BrandWagon', which explores Indian branding in detail, focusing on behavioural change, consumer insights and trends analysis. Mody-Kamdar's excellent work at Jigsaw and beyond has already sparked change in the Indian brand community and will surely inspire a shift to thinking about branding in a more holistic way in the future.

## CREATIVE DIRECTOR OF THE YEAR



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### WINNER

#### MAYURI NIKUMBH CONRAN DESIGN GROUP

Mayuri Nikumbh launched Conran Design Group Mumbai in the midst of the pandemic. She has since built the agency into a powerhouse in the region in just a few years. Nikumbh blends an empathy for her clients with a focus on growing and developing her team as a recipe for creating successful work. The agency has won 18 awards since its inception, a clear marker of Nikumbh's achievements thus far.

Conran Design Group Mumbai's clients include some of the world's biggest names – the likes of Nestlé and Coca-Cola – along with Indian powerhouses. Nikumbh's strength lies in her ability to turn complicated, confused brands into elegant, simple solutions that achieve greater communications and more effective brand impact for her customers. This year, Hyphen (PEP Technologies) has impressed judges for its category-busting positioning and well-targeted visual style. Uprio also provided a fresh take on the edtech market.

Nikumbh's work always ensures the needs of the client are met through brand designs that are first and foremost communicators. Her brands tell clear stories about who they are and what they are trying to achieve. She is an inspiring winner of this year's 'Creative director of the year' award.

# inspiring change



kimpton

[kimptoncreative.com](http://kimptoncreative.com)

## YOUNG CONTENDER OF THE YEAR



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### WINNER

#### SREERAG PRAFUL CONRAN DESIGN GROUP

Sreerag Praful is one of the young talents helping to redefine India's branding and design landscape. His bold creativity builds brands that break boundaries. Praful's use of storytelling in his brand development has helped craft impactful and successful work for the likes of Tyger Capital, Shazé and PayU. Conran Design Group's MD said, "Sreerag's innovative approach and multidisciplinary abilities make him a remarkable young designer. His talent for blending creativity with functionality results in impactful, captivating design solutions, which shine through."

His commitment to design also sees him explore media beyond branding. Praful uses his artistic sensibilities to craft standout, memorable brands. Tyger Capital is a good example of Praful's approach. The brand breaks traditional category moulds and aims to become a partner in customers' financial journeys. To build the brand, Praful focused on the target audience, crafting a visual identity, photographic style and copy style to suit its needs. The results are authentic and recognisable. Praful is a remarkable young talent and a worthy recipient of the 'Young contender of the year' honour.



# GRAND ACCOLADES



BEST  
OVERALL VISUAL IDENTITY



WINNER

BAN MAI THEATER AND INSPACE CREATIVE

The Ban Mai Theater has a clear purpose and positioning in Vietnam: to provide progressive, engaging and rich children's theatre and arts programming to the nation. To do so, it needed a brand that could connect with families and incite play while acting as a credible force to inspire creatives to join the theater. It also had to appeal to both children and their families, creating an environment with something for every parent and every child.

This tall order was capably and wonderfully met by InSpace Creative. It focused on the concept of curiosity, using this as the beacon around which the entire brand was built. A family of icons was introduced depicting different emotions through the lens of eyes and eyebrows. This simple device cleverly and clearly communicates its purpose. A custom typeface integrates childlike illustrations with Vietnamese glyphs and accents. The result is a stunning union of play, wonder and family-friendly entertainment.

Judges loved it too. They praised the "bold and playful" colours, typography and logo design. One judge said, "It has so much personality. It's almost like it's talking to you." Others praised the way this met the needs of the target audience with impressive style, innovative branding and bold risk-taking. It won the Gold award in the 'Best visual identity from the sports and leisure sector' category. This colourful, eye-catching and extremely well-suited brand is a worthy winner of the 'Best overall visual identity' prize.



# MORE CHANCES TO WIN GLOBALLY



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[transformmagazine.net/awards](http://transformmagazine.net/awards)



## WINNER

### PERNOD RICARD AND METADESIGN CHINA LIMITED

It's hard to overstate the impact, style and strategic success of Pernod Ricard's Chinese whisky brand, the Chuan. It set out to define Chinese whisky distilling and ensure it didn't rely on international branding standards or traditions when developing what is sure to become a national icon. And it undoubtedly achieved that.

MetaDesign married Chinese philosophy with the art of whisky making to craft something entirely new. The visual identity juxtaposes two ideas to encourage imaginations to thrive in the space at which the two meet. More practically, the visual identity takes its cues from the natural world surrounding the distillery. Sichuan province's Emei Mountains lend an atmospheric tone to the Chuan brand. A barley brush was used to create the Chinese calligraphy for the brand's name and logo. The distillery's brickwork also forms a textured pattern used across the visual identity, linking the whisky to its place of origin.

This is a world-class branding project that exudes timeless class, intriguing visual design and a masterful understanding of the whisky category. Judges were impressed by every aspect of this brand. One judge said, "I love the way the architecture ties in with the bottle and packaging for consistency. The brand seems to have successfully established itself as a new cultural icon in the whisky market." Another judge said, "All aspects of this visual identity are beautifully crafted and create a desirable aura for the brand. The creative output is splendid and takes the consumer on a journey." With three Gold awards across the programme, it's a clear and well-deserving winner of this year's 'Grand prix'.



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