

TRANSFORM AWARDS ANZ 2024



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JACK COUSINS
EDITOR
TRANSFORM MAGAZINE

Note from the publisher

The Transform Awards ANZ has exploded into life over the past five years. While it's encouraging to see a far broader range of categories and a greater quantity of entries, it's the quality of the brand design that's most exciting.

This was evident with our 'Grand prix' winner, Huon and the thrills™, whose beautiful work was aptly recognised by judges as the best project on the night and a real tour de force of creativity. And let us not forget Inner West Film Fest and Yonder Creative, a 'Best overall visual identity' winner that elevated the brand to a world-class standard.

But every project shortlisted tonight, from education to energy, FMCG to farming, has brought something truly transformative to the table. And for that, we salute you. A massive congratulations to all our winners tonight. With the bar having once again been raised even higher, I wonder just how impressive brand design will be in the region in another five years' time.

MEET THE JUDGES



AMIT ANIL
DIRECTOR OF MARKETING,
BRANDING AND STRATEGY
BARCLAY PEARCE CAPITAL

Amit specialises in brand development and marketing strategy. He has more than 15 years' experience across a variety of industries, championing an integrated communications approach for start-ups and established brands. Amit helps clients fine-tune their communication strategy online and offline through brand copy, presentation, strategic partnerships and visual showcases. His strong background in UX, UI and design thinking enables him to tackle every hurdle and challenge with a methodical and efficient approach. Amit's network of creative and technical experts helps him stay at the forefront of technology and brand trends.



ALEXANDRA COOPER-CUTHBERT
HEAD OF BRAND AND MARKETING
NEW ZEALAND OLYMPIC COMMITTEE

As head of brand and marketing for the New Zealand Team, for eight years Alexandra has led brand campaigns that inspire New Zealanders to follow their team's journey to, and achievements during, Olympic and Commonwealth Games. Alexandra comes from an agency background, with experience at 99, Shine, Y&R and more in Auckland, and at Fitch and M Worldwide in London, where she managed the application of global design strategies to local markets. Alex is currently a project lead on the NZ Olympic Committee's Sustainability strategy and is passionate about amplifying athlete voice to protect and support the New Zealand Team, its communities and the environment.



GUI DE ANDRADE
DESIGN DIRECTOR
CANVA

Gui de Andrade is a Brazil-born, Sydney-based design director currently working at Canva. He was previously design director at Folk, a Sydney-based strategic design consultancy. He works with multidisciplinary teams to shape and create brands, experiences and digital products, striving for logic, clarity and craft.



FABIAN FARAONE
BRAND AND DESIGN MANAGER
TRANSPORT FOR NSW

Fabian is a seasoned senior-level designer with more than 14 years of expertise. Currently serving as design and brand manager at Transport for NSW, he excels in crafting strategic design solutions that ensure high-quality project collateral and brand coherence. Previously, as design director at Showtime Marketing/Mr Glasses, a boutique Sydney agency specializing in experiential activations, Fabian created immersive and innovative consumer experiences. His career includes leadership roles at Avant Card, where he managed creative campaigns and led a dynamic design team. Fabian is dedicated to delivering creative excellence and fostering collaborative environments, consistently exceeding client expectations across diverse industries.



EDWINA FOLEY
GLOBAL HEAD OF CREATIVE
MACQUARIE GROUP

Edwina is the global head of creative at Macquarie Group where she helps tell the firm's story visually. Her team's role is to protect Macquarie Group's reputation and promote the brand globally. With more than 25 years of experience, Edwina has in-depth knowledge across professional services and creative agencies.



BENJAMIN FUJITA-SUMMERS
EXECUTIVE CREATIVE DIRECTOR
LANDOR

JUDGE – SPECIAL RECOGNITION

Benjamin leads creative teams that define and deliver connected brands and branded experiences across the Middle East and Africa for Landor. Having previously worked in London, Benjamin moved to join Landor in Dubai in 2006. Since then, his specialism in both brand and experience design has placed him at the core of transformative programs across retail, destination, telco, financial services, corporate, healthcare and workplace projects. During his time with Landor, Benjamin has helped brands as diverse as Alinma, Amaala, BAT, Brand Oman, du, Elm, Emaar, Extra, NEOM, SNB and the Saudi Space Commission (now called the Saudi Space Agency).

MEET THE JUDGES



BEN GAY
CREATIVE DIRECTOR
YONDER CREATIVE

Co-founder and creative director of Yonder Creative, Ben is a compelling yet collaborative authority in art direction, design and conceptual thinking. His diverse career has seen him grow global fashion brands, program digital installations and deliver seamlessly integrated campaigns across private, government and not-for-profit sectors. Respected for his creative and intelligent perspectives, his work has featured in numerous local and international award shows. In 2023, Yonder Creative won the Transform Awards Grand prix for its work with ReachOut Australia.



AHMAD HAFFAR
MANAGING PARTNER
MINDLOOP STUDIOS

JUDGE – AUDIO BRANDING

Ahmad, also known as the Voice of Dubai, is the managing partner of Mindloop Studios. He has been featured on Forbes 30 under 30 list, thanks to his many great achievements during his lifetime. He creates the music for brands, giving them their signature sonic and identity in audio form. He also owns and teaches at his one-of-a-kind academy, teaching voiceovers and all things audio.



JEFF HARRIS
CREATIVE DIRECTOR
SKYCITY ENTERTAINMENT GROUP

Jeff is currently the creative director at SkyCity Entertainment Group. Originally from the UK, Jeff moved to New Zealand in 2005. He has worked on numerous brand, direct marketing and digital campaigns for a wide range of clients including BMW, Countdown, Genesis Energy, Mercury Energy and Westpac. He has also worked on the highly successful (and highly awarded) Ministry of Health Youth Depression campaign, 'The Lowdown'. Jeff has been the creative director at Affinity ID, DDB TRACK, DraftFCB and Saatchi & Saatchi.



DAN INGHAM
CREATIVE DIRECTOR
SYDNEY OPERA HOUSE

Dan is a designer and creative director with 16 years' experience. He currently leads Sydney Opera House's Creative Studio, which is responsible for brand design, campaigns and content. Prior to this, Dan worked for Interbrand on projects for Australian Design Centre, SKY TV New Zealand, Sydney Opera House, Telstra and World Vision. Dan has also spent time freelancing for brand agencies For The People and Re. Originally from Manchester (UK), Dan's career began at independent design studios MARK and Truth. His work has been recognised at industry award shows including AGDA and Cannes Lions.



KARSTEN KJEMS
CEO
SONIC MINDS

JUDGE – AUDIO BRANDING

Karsten believes that when we break the silence, it must create more meaning than the silence itself, otherwise, we're just creating noise. At the helm of Sonic Minds, Karsten's expertise spans developing audio strategies and identities, conducting detailed audio audits and producing captivating sound designs and music for a diverse range of media brands and products. His work is not just about creating sounds; it's also about orchestrating auditory journeys that resonate with audiences and amplify brand values. Karsten's journey in audio branding is a crusade to transform how we experience sound, making every auditory interaction meaningful.



TOM LOVE
CREATIVE DIRECTOR AND
CO-FOUNDER
LOVEGUNN

JUDGE – SPECIAL RECOGNITION

Tom is the creative director and co-founder of LoveGunn, a creative agency specialising in branding. With a passion for visual storytelling and crafting distinctive visual identities, Tom has worked with a wide range of established global brands such as Allianz, Chelsea Football Club, H&M and MG Motor. His expertise spans various design disciplines, including art direction and brand strategy. At LoveGunn, Tom is committed to delivering bold, innovative and impactful solutions that help brands communicate their unique stories and connect with their audiences on a deeper level.

MEET THE JUDGES



CONNIE MACLULICH
MARKETING MANAGER
FRUCOR SUNTORY

Connie is a skilled and self-starting marketing professional with experience in luxury cosmetics, health and beauty, brand strategy and event planning. She is driven in both work and personal life, striving for the best work and inspiring others to achieve theirs.



ASTRID MALLARD
HEAD OF MARKETING
PANKIND

With a robust background in strategic marketing, Astrid is currently head of marketing at PanKind, where she leverages her extensive experience to enhance the organisation's reach and engagement. Prior to joining PanKind, Astrid was the head of marketing and communications at the Australian Red Cross, where she led significant brand and digital transformation initiatives. At PanKind, Astrid is committed to raising awareness and increasing focus on pancreatic cancer, ensuring that the organisation's mission resonates with a broader audience. Her strategic vision and marketing acumen are key assets in PanKind's efforts to combat one of the most lethal cancers.



HENRI MARIASSON
WAYFINDING AND
GRAPHIC DESIGN MANAGER
SYDNEY AIRPORT

With more than 20 years of global experience across Asia, the Middle East and Australia, Henri is a wayfinding and industrial design specialist renowned for his ability to transform sketches into immersive spatial experiences. Henri is a member of the Sydney Airport planning and design team. As the wayfinding and graphic design manager at Sydney Airport, he integrates customer experience and brand identity into the airport's built environment, contributing to its evolution of serving its 2-billionth passenger. Internationally, Henri has consulted for prestigious hospitality brands, including Hyatt, InterContinental Hotel Group and Marriott, to implement their wayfinding systems and brand designs in new properties.



SHELLEY NORTON
DIRECTOR, HEAD OF BRAND
AND CLIENT EXPERIENCE
PWC

Shelley is a brand and marketing leader with experience in professional services, education, membership and recreational industries. With more than 20 years' experience in marketing, she specialises in and is most passionate about brand, whether it's revitalizing a brand, a complete rebrand or developing a successful brand positioning and strategy. Shelley has varied industry experience and expertise in brand measurement, brand architecture, visual and verbal identity, co-branding, developing brand governance systems and developing and delivering successful brand campaigns.



JESS PAGE
CREATIVE DIRECTOR
CBRE ASIA PACIFIC

Jess is the creative director at CBRE Australia, a global leader in real estate services and investments. With a background in branding and advertising, she brings experience in connecting strategy and design to her role, guiding a talented team in developing creative solutions that align with CBRE's global and local objectives. Jess oversees the creative direction for a wide range of projects, from digital media to large-scale marketing campaigns, ensuring that each project not only meets but exceeds client expectations. Before joining CBRE, Jess served as creative director at Uberbrand.



ANDREW RAE
LEAD BRAND AND
COMMUNICATIONS MANAGER
OWN BRANDS, FOODSTUFFS

Andrew's expertise lies in brand development, brand communications, experiential marketing and PR, enabling him to craft captivating brand stories and engage diverse audiences effectively across various channels. Currently serving as the brand and communications manager for Own Brands at Foodstuffs NZ, Andrew leads the brand and communications strategy for Own Brands and its private label brand Pams, New Zealand's most popular grocery brand, with a rich history spanning more than 85 years. Prior to joining Foodstuffs, Andrew made contributions to esteemed luxury brands such as Jaguar Land Rover NZ and Webb's, New Zealand's premier auction house.

MEET THE JUDGES



PAUL SILCOX
EXECUTIVE CREATIVE DIRECTOR,
BRAND EXPERIENCE
FUTUREBRAND

JUDGE – SPECIAL RECOGNITION

Paul thrives on transforming brands into living, breathing entities. His role at FutureBrand is to creatively lead the brand experience offer, working closely with clients to deliver unique and distinctive brand-led experiences. With a rich background in creating and bringing brands to life, Paul has left his mark through leading global agencies across global hubs, from Amsterdam and London to Mumbai and Sydney. His expertise has propelled ambitious brands like Air India, Puma and NXP to resonate authentically with their audiences.



ELYSHA STEPHENS
HEAD OF MARKETING, ANZ
FORMERLY ONEADVANCED

With more than 20 years of professional marketing experience, Elysha has worked in strategic executive roles for international companies across a variety of industries including both B2C and B2B. She's developed innovative brand strategies coupled with sales activations that have resulted in unrivalled results. Elysha currently leads the marketing function for the ANZ region for the third largest software company in the UK, where she guides the strategic business direction and developing innovative brand and marketing strategies that position the company as a thought leader and generate pipeline.



AMANDA SZYLO-DUNCAN
MANAGING DIRECTOR
INTERBRAND

Amanda is Interbrand's managing director and a brand strategist by craft. At Interbrand, she uses this experience to collaborate with teams and clients to develop brand strategies that support business objectives and position companies for growth through leadership, culture and change. As someone who lives and breathes brand, she's developed deep and considered strategies, from purpose and architecture to messaging and campaign strategy, across a diverse range of clients including Coles, Fed Square, NextSense, SBS, Sydney Fish Market and Westfield.



GEORGIA TAFT
SENIOR MANAGER, BRAND
TARGET

Georgia has worked professionally in the brand and marketing industries in both Melbourne and New York for the past 17 years. After 15 years working as head of client services at brand agencies in both cities, she had a career change, moving to an in-house role within the marketing team at Target Australia. In the last two years, Georgia went from a three-month contract at Target to a permanent role as the senior manager for the Target brand, building out the brand team and resetting the Target brand for 2024 and beyond.



BEN THOMPSON-STAR
SENIOR BRAND MANAGER
MONDELÉZ

Ben is a passionate FMCG marketer, currently working as senior brand manager on The Natural Confectionery Company brand at Mondelez. He began his FMCG marketing career at Nestlé and has since worked in both Australia and the UK across brands including Lavazza, Maggi, Nature Valley, Nescafe and Yoplait. Ben has also co-founded two organisations: CoFutures, a planning communication firm with expertise in strategic planning, community engagement and multimedia; and the Community Music Project, a not-for-profit with a mission to create a movement of community music sharing.



THE
WINNERS



BEST USE OF A VISUAL PROPERTY

Gold – Allen’s Lollies and The Edison Agency

Gold – The Dinner Ladies and Universal Favourite

Silver – Sydney Opera House

Bronze – Grumpy Bums and Depot Creative

BEST BRAND ARCHITECTURE SOLUTION

Gold – Minor Hotels and Interbrand

Silver – Bulla Dairy Foods and the thrills™

Bronze – Presbyterian Support Northern and Re:brand

BEST USE OF COPY STYLE OR TONE OF VOICE

Gold – Inner West Film Fest and Yonder Creative

Silver – Solstice and Principals

Bronze – Savage Cabbage, Cannim and The Key Branding

BEST BRAND EXPERIENCE

Gold – Kit by CommBank and Re (M&C Saatchi Group)

Silver – International Cricket Council and WiteKite

Bronze – Woollahra Collection and Fortis

BEST USE OF PACKAGING

Gold – Coles Simply and the thrills™

Silver – Bulla Dairy Foods and the thrills™

Bronze – Coles Group and Hulsbosch

Bronze – McCormick Foods Australia and BrandOpus (Australia)

BEST WAYFINDING OR SIGNAGE

Gold – W Sydney and Corlette Design

Bronze – SignManager Australia Pty Ltd

BEST USE OF AUDIO BRANDING

Gold – ADF Careers and MassiveMusic

Silver – McDonald’s Big Mac Sonic Branding and Smith & Western

BEST PLACE BRAND

Gold – Lendlease (Vic X) and Houston Group

Silver – Kimba District Council, South Australia and SGK

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

Silver – Sydney Opera House

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – NAB and Principals

Silver – Dorado and BEVIN Creative PTY Ltd

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Gold – Dorado and BEVIN Creative PTY Ltd

Silver – Gunlake Concrete NSW Pty Ltd and Made Agency

Silver – Infinity Constructions and Made Agency

Bronze – Soames Real Estate Pty Ltd and Made Agency

BEST LOCALISATION OF AN INTERNATIONAL BRAND

Gold – Chobani Australia and The Key Branding

Gold – Nomura Research Institute and Interbrand

Silver – Shopify and Chello

BEST CREATIVE STRATEGY

- Gold – Visit Victoria and Principals
- Silver – eBay and FutureBrand Australia
- Silver – Sydney Children’s Hospitals Foundation and SunnySideUp
- Bronze – Melbourne Convention with Exhibition Trust and The Contenders
- Bronze – Presbyterian Support Northern and Re:brand

BEST BRAND EVOLUTION (BUSINESS)

- Gold – Huon and the thrills™
- Gold – Team Global Express and Landor

BEST BRAND EVOLUTION (CONSUMER)

- Gold – Coles Group and Hulsbosch
- Gold – Grove Juice and Boxer & Co.
- Silver – OMGhee and BrandOpus (Australia)
- Bronze – Kāpiti, TipTop New Zealand and The Key Branding
- Bronze – nbn and Houston Group

BEST BRAND EVOLUTION (CORPORATE)

- Gold – Rio Tinto and VML
- Bronze – Alvarium and Creatik

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

- Gold – Keyton and Houston Group
- Silver – Adelaide University and Lippincott
- Silver – Pernod Ricard Winemakers and Nightjar
- Bronze – Inner West Film Fest and Yonder Creative
- Bronze – Noveco Surfaces and SOLVD Agency
- Highly commended – SoulPatts and Sodali & Co Brand and Design

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

- Gold – Allambie Heights Village and ET Collective
- Silver – Origin Home and Houston Group
- Bronze – Tandem Securities and Creatik

BEST NAMING STRATEGY (NEW NAME)

- Gold – Golf Australia – TeeMates and FutureBrand Australia
- Silver – New North Insights and Creatik
- Bronze – Solstice and Principals

BEST NAMING STRATEGY (RENAME)

- Gold – NIKO and Re:brand
- Silver – SoulPatts and Sodali & Co Brand and Design
- Bronze – Mettlesome and DSR Branding

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

- Gold – Adelaide University and Lippincott
- Silver – Keyton and Houston Group
- Bronze – Blackwood Advisory and ET Collective
- Bronze – Yarra Lane and ET Collective

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

- Gold – Huon and the thrills™
- Silver – Mettlesome and DSR Branding
- Silver – Team Global Express and Landor
- Bronze – OET and Interbrand
- Bronze – Rio Tinto and VML

BEST REBRAND OF A DIGITAL PROPERTY

- Gold – Andisor and The Contenders
- Silver – The Swaddle and Nightjar
- Bronze – Dorado and BEVIN Creative PTY Ltd

BEST EMPLOYER BRAND

- Gold – SBS and Hulsbosch
- Silver – Sydney Children’s Hospitals Foundation and SunnySideUp
- Bronze – NAB and Principals

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP

Gold – Bush Heritage Australia and FutureBrand Australia

Silver – ID. Know Yourself and Houston Group

Silver – McHappy Day and Interbrand

Bronze – Aspect (Autism Spectrum Australia) and ET Collective

Bronze – Women's Health Victoria and Cúpla

Highly commended – Presbyterian Support Northern and Re:brand

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – OET and Interbrand

Silver – Adelaide University and Lippincott

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Gold – NIKO and Re:brand

Silver – Solstice and Principals

Bronze – Synergy and VML

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR

Gold – Huon and the thrills™

Silver – AAM Investment and Principals

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Marble Money and Creatik

Gold – SoulPatts and Sodali & Co Brand and Design

Silver – Peachii Insurance and Future Proof Agency

Bronze – IFM Investors and FutureBrand Australia

Highly commended – Dorado and BEVIN Creative PTY Ltd

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – Damaged Goods Distilling Co. and Brandwell

Silver – Coles Group and Hulsbosch

Bronze – Coles Simply and the thrills™

Bronze – Nestlé and the thrills™

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – The Dinner Ladies and Universal Favourite

Silver – Coles Group and Hulsbosch

Bronze – Clementine & Castlerose and Fortis

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Silver – When Fertility and Universal Favourite

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

Gold – New North Insights and Creatik

Gold – Social Soup and The Edison Agency

Silver – Australian Marketing Institute and Hulsbosch

Bronze – Sprusons & Ferguson and Folk

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

Gold – McGrath and Toben

Gold – Stockland and Principals

Silver – Atlas, Rose Bay and Fortis

Silver – Woollahra Collection and Fortis

Bronze – InfraBuild and Cúpla

Highly commended – Vuvale and The Edison Agency

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Gold – State Library of Western Australia and Block

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold – BSR Group – Betta and DSR Branding

Silver – Liquorland and Hulsbosch

Bronze – Augmento and Re:brand

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

Gold – Inner West Film Fest and Yonder Creative

Silver – International Cricket Council and WiteKite

Bronze – Tennis Australia and Hulsbosch

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – knowble and DSR Branding

Silver – nbn and Houston Group

Bronze – StudioSpace and Houston Group

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

Gold – Poronui and Principals

Silver – Melbourne Convention with Exhibition Trust and The Contenders

SPECIAL RECOGNITION

BRAND STRATEGIST OF THE YEAR

Winner

Charlie Rose, *Principals*

Finalists

Frances Greig, *SunnySideUp*

Louise Thomas, *Creatik*

CREATIVE DIRECTOR OF THE YEAR

Winner

Dan Clark, *Creatik*

Finalists

Adam Errington, *Re:brand*

Frances Greig, *SunnySideUp*

YOUNG CONTENDER OF THE YEAR

Winner

Nick Mooney, *Hulsbosch*

Finalist

Eleanor Donley, *the thrills™*

**BEST OVERALL
VISUAL IDENTITY**

**Inner West Film Fest
and Yonder Creative**

GRAND PRIX

**Huon
and the thrills™**



CONTENT



BEST USE OF A VISUAL PROPERTY



GOLD

ALLEN'S LOLLIES AND THE EDISON AGENCY

Allen's, Australia's leading lolly brand for more than a century, felt it had failed to keep up to date with modern perceptions of fun. Risking losing touch with Australians, it therefore needed a brand update to infuse a new, authentic identity. To achieve this, it called on The Edison Agency, which realised that aside from an iconic logo and brand colours, Allen's didn't have any other distinct brand assets to leverage across touchpoints. The agency therefore crafted a 'fun side' ribbon, a dynamic visual property that can be used as a frame or cropped to create the signature 'A' for Allen's.

The idea went down well with judges, with one describing the ribbon asset at "distinctive". Another said, "It feels like an evolution of the brand rather than a revolution approach, which I think is appropriate to retain the heritage."



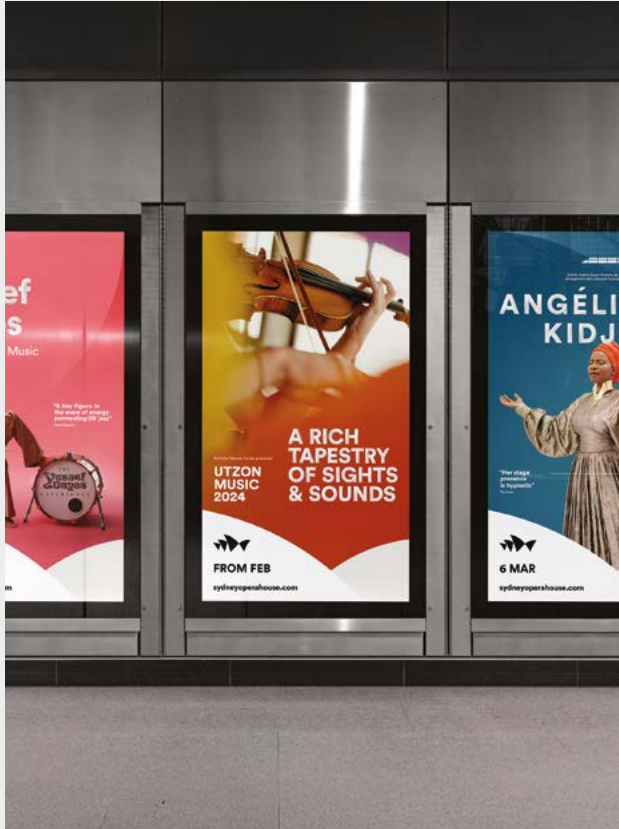
GOLD

THE DINNER LADIES AND UNIVERSAL FAVOURITE

Over nearly two decades, Sydney-based frozen-meal delivery service The Dinner Ladies had started to lose the shine in its brand. With its counter-'mumsy' attitude failing to stand out in a category dogged by same-same messaging, the company turned to Universal Favourite to reignite its brand essence. Opting to embrace the brand's rich heritage while also adding a contemporary feel, the project focused on its 'Sailor Jerry' aesthetic. It then called on illustrator Jake Foreman to design a new set of these assets, therefore giving the brand the modern twist it needed to compete.

Injecting humour into the brand identity went down a treat with judges, with one describing the project as "really compelling". Another added, "What a feast of a visual property! It's so distinct and disruptive."

BEST USE OF A VISUAL PROPERTY



SILVER

SYDNEY OPERA HOUSE

Sydney Opera House may be one of the world's most recognisable buildings, but its indoor events are less well known. The organisation's in-house team evolved its brand by crafting a flexible 'sails footer' graphic device as a means of achieving cut-through in outdoor advertising. Well-received by stakeholders and promoters, one judge appreciated the way the visual device clearly linked back to the existing brand.



BRONZE

GRUMPY BUMS AND DEPOT CREATIVE

Depot Creative needed to craft a brand narrative for Grumpy Bums, a first-to-market baking kit for children. From the brand proposition 'Sweet Victory', the creative studio fostered an optimistic and energetic visual identity appropriate for a younger audience. Simple yet effective muffin mascot illustrations on the brand's packaging underscored its delightful nature, with one judge feeling the cheerful design successfully met the brief.

MINOR HOTELS

GOLD

MINOR HOTELS AND INTERBRAND

Hoping to become a major force on the global stage, Minor Hotels had the opportunity to increase its brand presence following the acquisition of NH Group. But, multiple brands, ownership structures and markets meant there was the problem of complexity to contend with. It therefore called on Interbrand, which went about creating a brand architecture solution that would honour the strength and independence of each hotel brand. The agency took a more holistic lens, refining the masterbrand and optimising the portfolio in a manner that allowed the uniquely Minor customer experience to be translated anywhere in the world.

“Extremely well-articulated challenge, and clearly a considerable hill to climb with a complex system of brands, difficult category and market environment,” one judge said. “I appreciate the solution and strategy behind mapping the partner brands and identifying gaps for growth.”

BEST
BRAND ARCHITECTURE SOLUTION



SILVER

BULLA DAIRY FOODS AND THE THRILLS™

One of Australia's oldest and largest family dairy companies, Bulla Dairy Foods' portfolio of brands had become fragmented over time. It called on the Thrills™ to transform its masterbrand, which was achieved by refining the assets that make up its design system. "A clear improvement," said one judge, while another described the new brand architecture system as "clean and simple".



BRONZE

PRESBYTERIAN SUPPORT NORTHERN AND RE:BRAND

Presbyterian Support Northern offers social, health and disability services in New Zealand through its five different organisations/brands. But, their identities were all perceived as outdated, prompting Re:brand to redesign the sub-brands' logos and create a greater sense of unity. Each sub-brand adopted a Maori-inspired pattern, which one judge praised for its "strong cultural relevance". The judges agreed the project resulted in a more cohesive brand hierarchy.

BEST USE OF COPY STYLE OR TONE OF VOICE



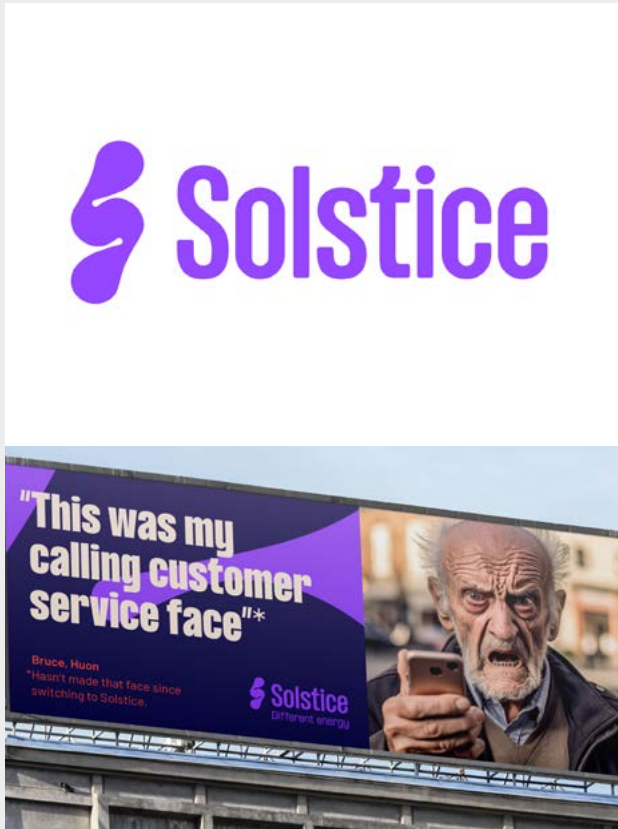
GOLD

INNER WEST FILM FEST AND YONDER CREATIVE

With the rampant success of streaming services, film festivals have to work harder than ever to get movie-goers out of the house. Sydney-based Inner West Film Fest, which prides itself as an inclusive celebration of filmmaking, was also facing these issues. It turned to Yonder Creative to devise a recognisable, compelling and consistent brand experience. This was partially achieved through a clever and witty tone of voice, underpinned by three verbal brand codes: Original, Welcoming and I'm in. This added a quirky element to the brand, which was entirely appropriate for a film festival that prioritises comedy.

The project's results were breathtaking, and included a 258% increase in ticket sales. One judge commented, "I think the challenge of branding a film festival is a daunting one, and making it sound like a specific and distinct area is even harder. But this hits the nail on the head!"

BEST USE OF
COPY STYLE OR TONE OF VOICE



SILVER

SOLSTICE AND PRINCIPALS

Principals sought to inject the spirit and character of Tasmania into Solstice, a new electricity retailer owned by Tas Gas. From the brand idea 'Different Energy', Principals introduced Sol and Stace, characters based on real Tasmanians who would bring its tone of voice to life. Described as a "fun and playful" idea by judges, the project resulted in positive media coverage.

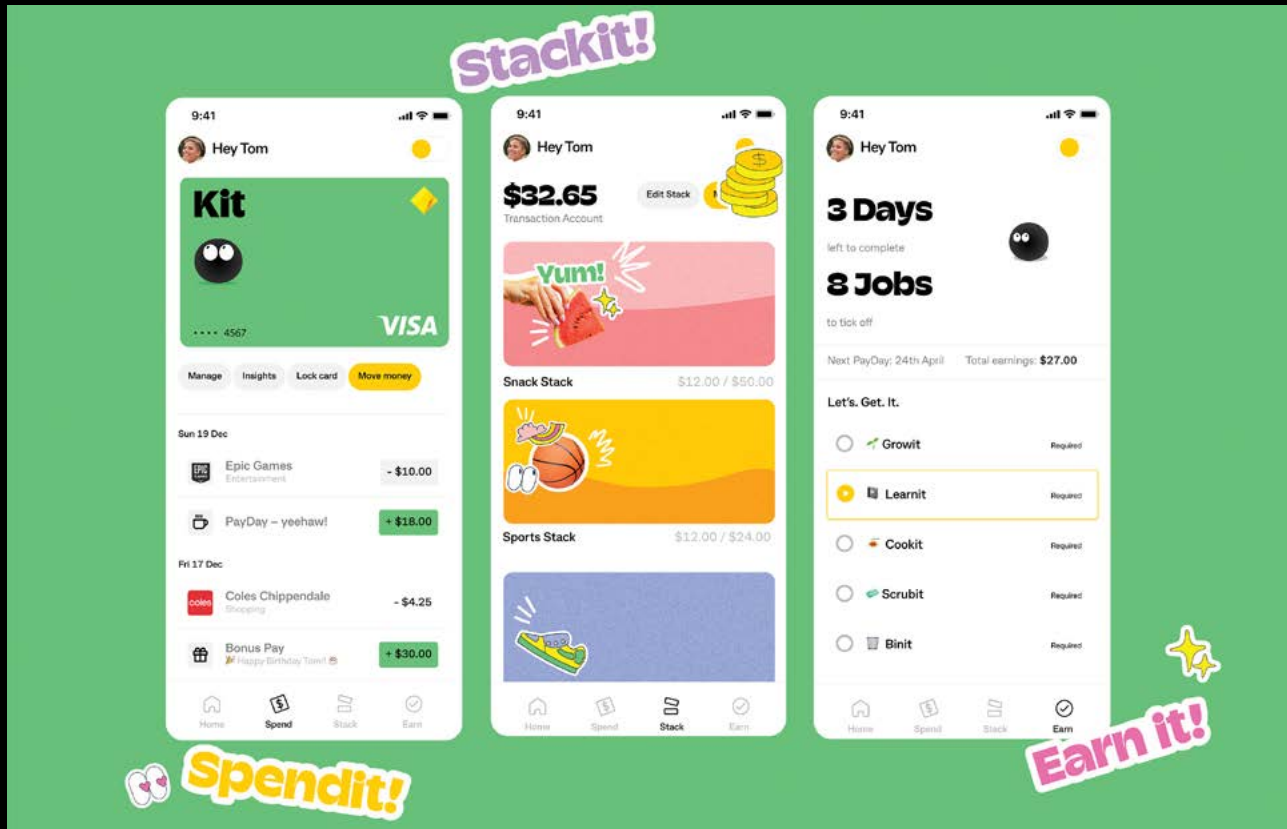


BRONZE

SAVAGE CABBAGE, CANNIM AND
THE KEY BRANDING

Savage Cabbage, Cannim, a CBD oil brand looking to break category norms, required a tone of voice that could connect with people whose lives are profoundly disrupted by their medical conditions. The Key Branding opted to craft a straightforward and caring brand voice, which highlighted the challenges people face and the benefits of CBD oil to them. "Awesome standout against competitors," noted one judge.

BEST BRAND EXPERIENCE



GOLD

KIT BY COMMBANK AND RE (M&C SAATCHI GROUP)

Noticing that financial literacy was low among all age groups in Australia, The Commonwealth Bank of Australia wanted to do something about it. With the help of Re (M&C Saatchi Group) it devised Kit, a digital-first solution hoping to equip 5-16 year-olds with the confidence and agency to shape their own future in a cashless society. By fusing characters and storytelling with engaging game mechanics, the Kit app acts as a highly visual and interactive kid-first experience that tees youngsters up for managing their own finances. Kit Money Quests, an in-app game, added to the experience, allowing its users to learn about setting up a savings goal and identifying scam emails and text messages.

Marked by a 251% increase in children transferring money to a savings account, judges were highly impressed, with one describing the project as a "great use of gamification". Another added, "Overall, a very strong brand experience throughout."

BEST BRAND EXPERIENCE



SILVER

INTERNATIONAL CRICKET COUNCIL AND WITEKITE

The ICC Men's Cricket World Cup India 2023 was a major sporting event held across 10 cities and broadcast globally. The International Cricket Council therefore turned to WiteKite to devise an appropriate brand identity, which it achieved by infusing India's concept of the Navarasa (the nine emotions of the performing arts) into it. "Bright and innovative branding," praised one judge.



BRONZE

WOOLLAHRA COLLECTION AND FORTIS

Fortis' Woollahra Collection features six refurbished terrace homes, 14 new apartments and a heritage-rich warehouse conversion. It required an immersive and engaging display gallery capable of captivating buyers and reflecting sophistication, which the Fortis team delivered by designing an overarching theme to tie its three distinct product offerings together. "A great, diverse brand experience to take the viewer on a journey," said one judge.

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coles

HUON



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Melanie at melanie.han@cravenhillpublishing.com

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GOLD

COLES SIMPLY AND THE THRILLS™

With a cost-of-living crisis impacting Australians, a change in their consumer behaviour had meant they were exploring more affordable brands. Coles Simply products therefore felt it needed to inject greater optimism into its creative strategy and design system, so turned to the Thrills™ to help achieve this. The creative agency crafted a bright, cheerful and consistent identity that unites Coles' entire offering across categories. A curvy, contemporary font added personality, while free-hand illustrations added excitement and simplicity. The result is a strong identity, brimming with positivity.

Judges were unanimous in their praise for the project, with one judge saying, "Bang on tone, bang on execution. Perfectly handles the shift from value to fun." Another added, "It was perfectly executed for what it was trying to achieve."

BEST USE OF PACKAGING



SILVER

BULLA DAIRY FOODS AND THE THRILLS™

Despite 114 years of history and more than 150 dairy products to its name, Bulla Dairy Foods felt its brand failed to live up to its unique status. It collaborated with the thrills™ to devise a design system capable of flexing across categories. With excitement injected into the brand, there were increases in recognisability and ice cream market share. “I like the simplicity and visual impact,” praised one judge.



BRONZE

COLES GROUP AND HULSBOSCH

Australia's largest premium own brand range, Coles Finest required an overarching agile design and packaging system. Identifying that consumers were highly cost-conscious, Hulsbosch adopted a strategy of celebrating the joy of food. This was partially achieved with striking, modern photography that elevated the food on packaging. “Really well executed and challenge well addressed,” noted one judge.

BEST USE OF PACKAGING



BRONZE

MCCORMICK FOODS AUSTRALIA AND BRANDOPUS (AUSTRALIA)

With McCormick Foods Australia's Gourmet Garden range of herb pastes due for a refresh, the company turned to BrandOpus (Australia) to craft a new packaging identity that speaks to product freshness and price. The updated design features vibrant graphical patterns created by a kaleidoscope, which resulted in significantly better performance based on the key metric of perceptions of freshness.

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BEST WAYFINDING OR SIGNAGE



GOLD

W SYDNEY AND CORLETTE DESIGN

The W Hotel Sydney is a true beacon of luxury at the heart of Sydney's Darling Harbour, and is even nicknamed 'The Ribbon' for its wave-like silhouette. In short, it's more than a hotel, it's an experience. But, the W Sydney felt its signage wasn't up to scratch. Needing a wayfinding system that could elevate the guest's journey, it called on Corlette Design, which sought to create signage that was more than merely functional. This was achieved by transforming functional elements into interactive, artful experiences, such as conceptualising the hotel's lobby as a futuristic extension of an urban jungle and evolving other spaces to reflect Sydney's vibrant street art scene.

The wayfinding redesign was a hit, with guest satisfaction soaring and all expectations being surpassed. Judges agreed, with one describing the work as "visually stunning".

BEST WAYFINDING OR SIGNAGE



BRONZE

SIGNMANAGER AUSTRALIA PTY LTD

SignManager is committed to addressing the brand consistency gap between physical and virtual experiences. The company uploads on-brand virtual signage to clients' Google profiles, thereby helping customers find their way. This work has seen a substantial footfall increase for clients including Australia Post and Great Southern Bank. "This is a great idea!" one judge said.



GOLD

ADF CAREERS AND MASSIVEMUSIC

ADF Careers – responsible for driving recruitment for the Australian Defence Force – turned to MassiveMusic to help galvanise its communications. With the organisation requiring a single overarching tag for all recruitment initiatives, MassiveMusic crafted a sonic brand capable of supporting its full range of content and resonating with a young target market. The audio logo conceptualises the three forces (Army, Air Force and Navy) as three elements (earth, air and water), which can be respectively heard in the piece from the use of an earthen drum, an Aeolian instrument and a hydraulophone.

Judges were impressed by the fact the project involved musicians from the three forces' bands, resulting in a "high-quality production", as one judge described it. Another judge added, "On the creativity front, I am very pleased overall. It sounds right, it feels right and it will last a long time."

BEST USE OF AUDIO BRANDING



SILVER

MCDONALD'S BIG MAC SONIC BRANDING AND SMITH & WESTERN

Ahead of the 50-year anniversary of the Big Mac for McDonald's, DDB Australia called on Smith & Western to celebrate the legacy of the brand's iconic audio asset burger chant, 'Two All Beef Patties' to reinvigorate past consumers. Smith & Western also updated it for a modern audience, leading to the chant becoming a viral sensation. "The result is good with a high-quality production and solution," said one judge.

BEST PLACE BRAND



GOLD

LENLEASE (VIC X) AND HOUSTON GROUP

North Sydney was to undergo a major transformation following the development of the Victoria Cross Metro Station, meaning the area could become a powerhouse of commercial, retail and residential activity. Lendlease, responsible for developing the mixed-use precinct, called on Houston Group to craft a brand identity that would inspire people. Needing to evoke a sense of place, a central brand idea was developed: 'X marks the spot'. This was then backed up by a flexible design system featuring an 'X' as the centrepiece, while images and colours were cleverly combined to elicit a contemporary and compelling feeling.

"Solid central brand and hierarchy with clear messaging. It grabs visitors' attention and draws them in," noted one judge. Another added, "This makes 'boring' North Sydney feel exciting!"

BEST PLACE BRAND



SILVER

KIMBA DISTRICT COUNCIL, SOUTH AUSTRALIA AND SGK

Where the heck is Kimba? That's the question SGK sought to answer on behalf of the Kimba District Council. The small South Australian town needed a unique identity to attract external interest, which was achieved through the use of bold, landscape-inspired colours and proud local profiles. The result was a distinctive identity that resonates with diverse audiences, which one judge felt "injected pride" back into the town.

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



SILVER

SYDNEY OPERA HOUSE

The Sydney Opera House plays host to a remarkably diverse range of world-class artists, from opera to heavy metal. Needing to revise its social media strategy to speak to many different audiences while maintaining brand consistency, its in-house team conceptualised three content pillars: 'Extraordinary People', 'Extraordinary Place' and 'Extraordinary Performance'. These then fed into a design framework that reinforces the unique identity of the Sydney Opera House. One judge felt the project was grounded in "excellent insight".



PROCESS





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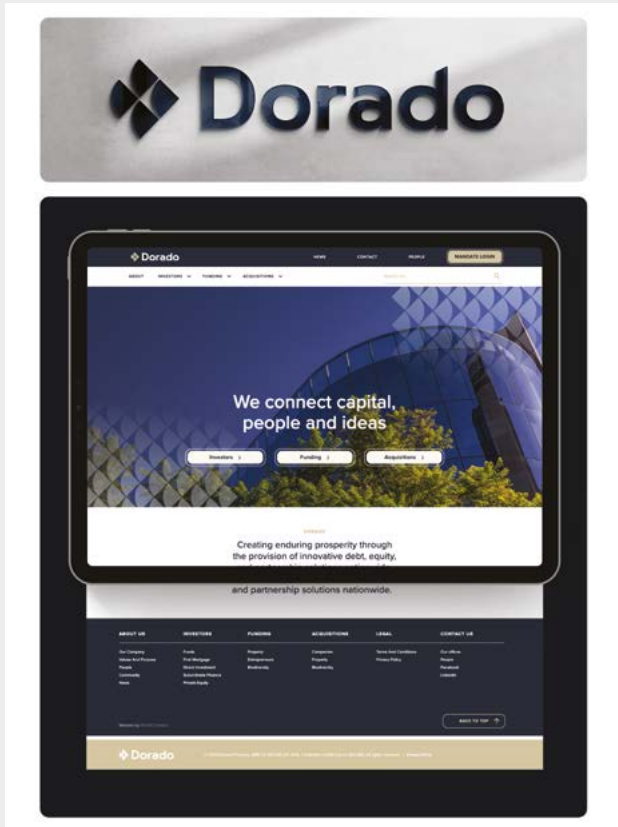
GOLD

NAB AND PRINCIPALS

Large Australian financial institution NAB felt the need to heighten its internal engagement among employees in order for them to have the tools and understanding to deliver NAB's brand expression in their own roles. Targeting NAB's brand education programme (Brand EdX, 2024), Principals strived to spark genuine interest and educate as to why brand consistency is important. Following an analysis of last year's training programme, the agency created an environment where the team could focus on sharing its strategic expertise rather than worrying about answering routine questions and basic FAQs.

Results included a 7% increase in session attendance and a 3% increase in post-session knowledge-retention questionnaire scores, which impressed judges. One commented, "A really strong project that highlights NAB's dedication to brand consistency. It was also backed up by decent results."

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

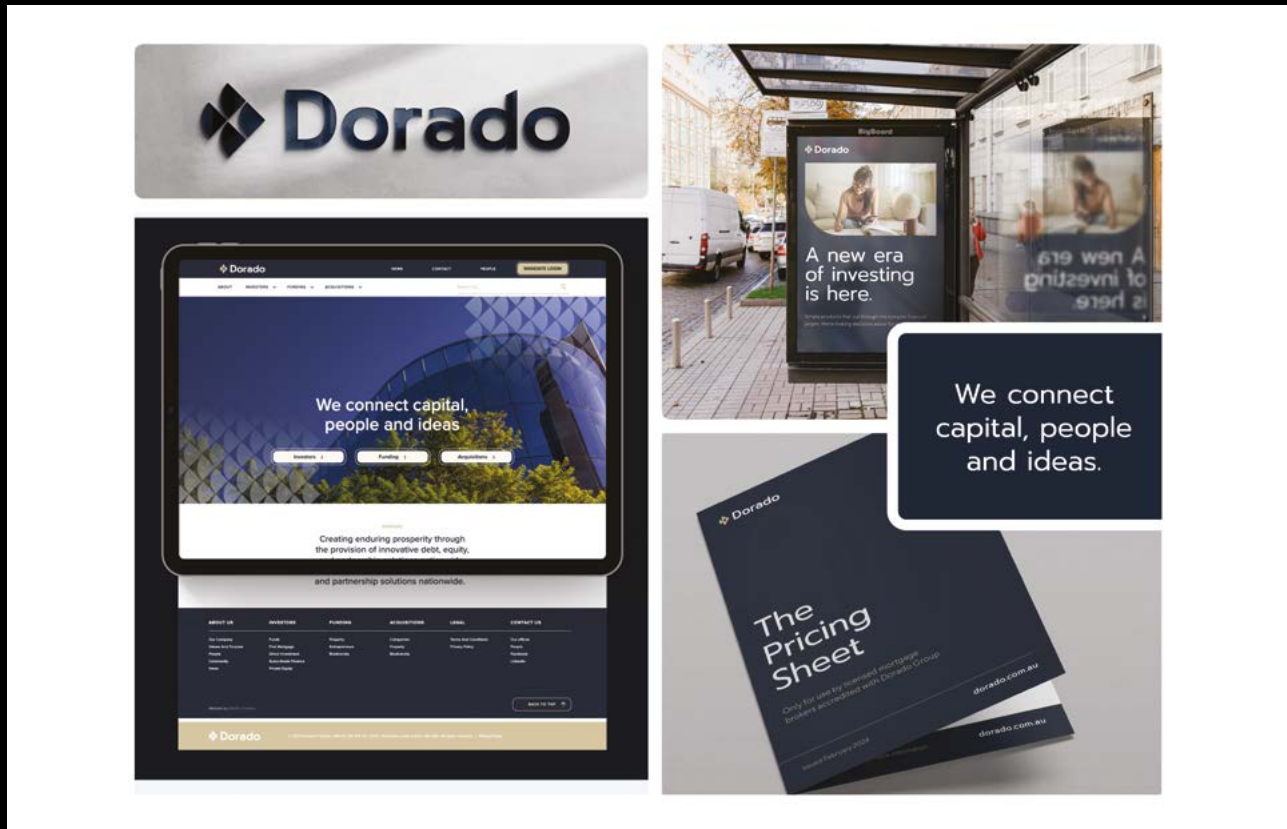


SILVER

DORADO AND BEVIN CREATIVE PTY LTD

BEVIN Creative PTY Ltd sought to redefine the brand, website and collateral of Dorado, which was achieved by conducting private interviews and collaborative workshops. This focus on internal communications resulted in a greater understanding of the company and ultimately resulted in a new identity that aligns well with Dorado's strategic goals. "A really good example of internal communications in a brand project," noted one judge.

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



GOLD

DORADO AND BEVIN CREATIVE PTY LTD

Dorado operates in the highly competitive financial sector, meaning a robust brand identity was non-negotiable. It hired BEVIN Creative PTY Ltd to design that identity, with a particular focus on enhancing market presence and improving investor relationships. Having crafted an identity that reflected these themes, BEVIN Creative then undertook a sophisticated rollout of the revised brand, beginning with an internal launch to Dorado's staff to foster brand ownership and enthusiasm. The public launch was then timed perfectly to maximise exposure.

The goals of improving investor relationships and supporting Dorado's growth strategy on the Australian East Coast were met, leaving judges impressed. One commented, "It solved the challenge elegantly and elevated the experience for its audiences in a lovely way." Another added, "Good example of implementation!"

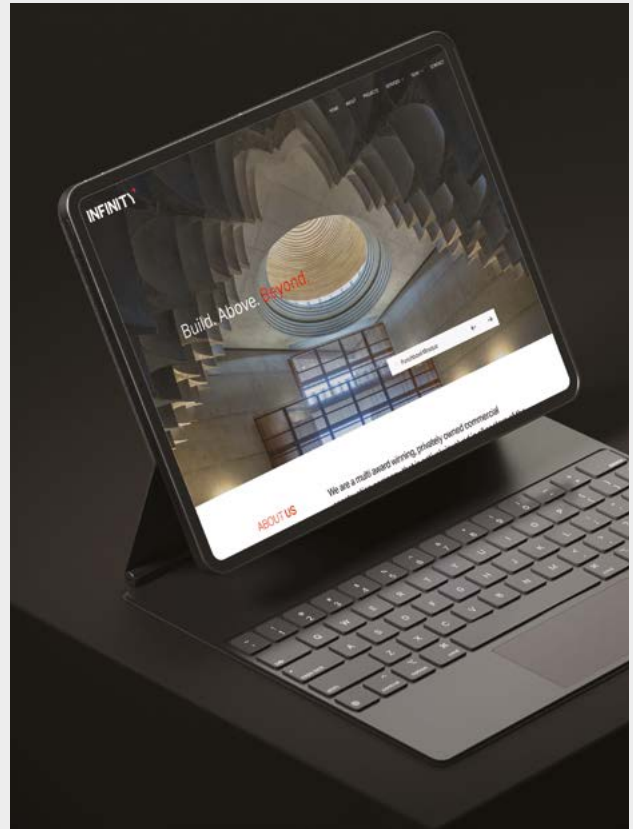
BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



SILVER

GUNLAKE CONCRETE NSW PTY LTD AND MADE AGENCY

Construction material suppliers Gunlake Concrete NSW Pty Ltd called on Made Agency to update its inconsistent brand identity. Reflecting the progressive, forward-thinking nature of the business, Made Agency then carefully rolled out the brand in a manner that maximised impact and engagement. Not only is the end result more appealing visually, but it also resulted in an uptick in customer enquiries.



SILVER

INFINITY CONSTRUCTIONS AND MADE AGENCY

With a dated brand identity that lacked consistency, Infinity Constructions required the help of Made Agency to remedy these issues. The agency crafted a strong and memorable brand identity capable of propelling the company into the future with confidence. The brand was launched and rolled out in such a way that recognition and market presence also improved, driving higher sales and revenue. "The challenge and creative rationale got me excited," noted one judge.



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BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



BRONZE

SOAMES REAL ESTATE PTY LTD AND MADE AGENCY

Made Agency's efforts to enhance the brand awareness of Soames Real Estate Pty Ltd resulted in a new identity that was "simple and sophisticated," according to one judge. The work was underpinned by a strategic launch campaign that reinforced brand integrity and improved visibility. The result was increased customer engagement both online and offline, as well as a notable rise in customer enquiries.

BEST LOCALISATION OF AN INTERNATIONAL BRAND



GOLD

CHOBANI AUSTRALIA AND THE KEY BRANDING

US-based Chobani needed a new identity for its range of Oat Milks set to be launched in the Australian market. The need to expand distribution beyond grocery into cafés and coffee outlets provided an extra challenge for The Key Branding. The independent design group set about crafting an identity that could appeal to the 20-something, hipster coffee crowd. It therefore adopted an attitude of simplicity, utilising patterns that screamed premium. Bold and unmissable, the identity was aptly tailored to be accepted by café owners, to fit well within the space and to also break the purchasing habits of its target audience.

“By stripping back all the noise, it really stands out in a market that is crowded and cliquy, while leveraging its brand and keeping its essence,” praised one judge. “Lovely work!” added another.

GOLD

NOMURA RESEARCH INSTITUTE AND INTERBRAND

Japanese IT consultancy Nomura Research Institute (NRI) required a global strategy and identity in order to unify the business after entering Australia in 2016. Also set to move into New Zealand, NRI challenged Interbrand with crafting a localised strategy capable of honouring and reflecting the strength of the local offer in a way that aligned with the global direction. Interbrand opted to create a new mission based around the idea of NRI being a trusted and nimble partner in the ANZ region. The resulting visual identity was therefore a careful balance of the global brand’s credibility and the local brand’s humanity. The Australian landscape was infused into the identity, while showcasing outcomes were chosen over processes.

The project resulted in a marked increase in organic website searches and LinkedIn engagement. One judge said, “Strong and well-thought-out localisation. The fact that NRI continued to engage with Interbrand made this a hit, in my opinion.”

BEST LOCALISATION OF AN INTERNATIONAL BRAND



SILVER

SHOPIFY AND CHELLO

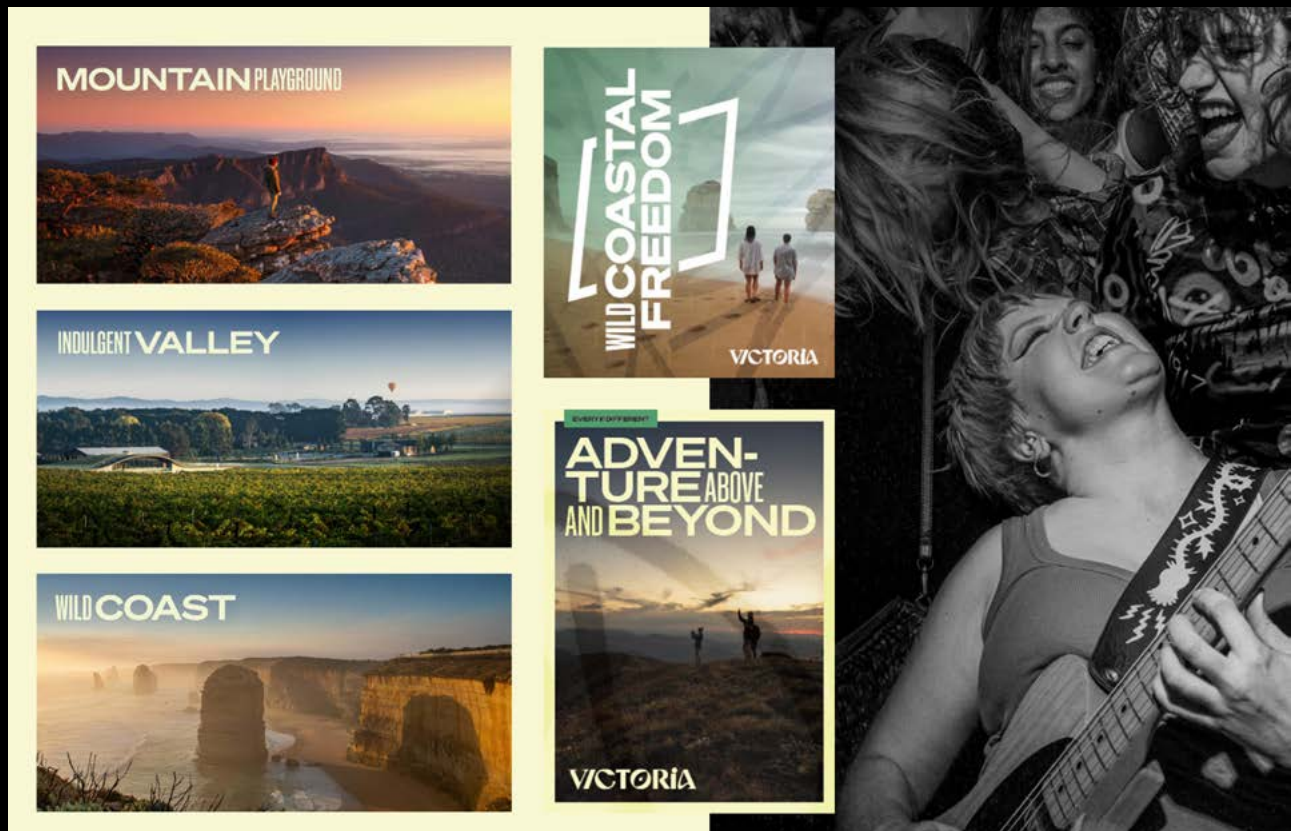
Global e-commerce platform Shopify wanted to be seen as a long-term partner for enterprise commerce. Chello therefore crafted a multi-level platform for showcasing that the most successful Australian brands are powered by Shopify. The project, through the incorporation of a kaleidoscopic visual language that represents the chaotic elements of commerce challenges, led to a 10% increase in brand recall. "Well-articulated challenge and strategy," said one judge.



STRATEGY



BEST CREATIVE STRATEGY



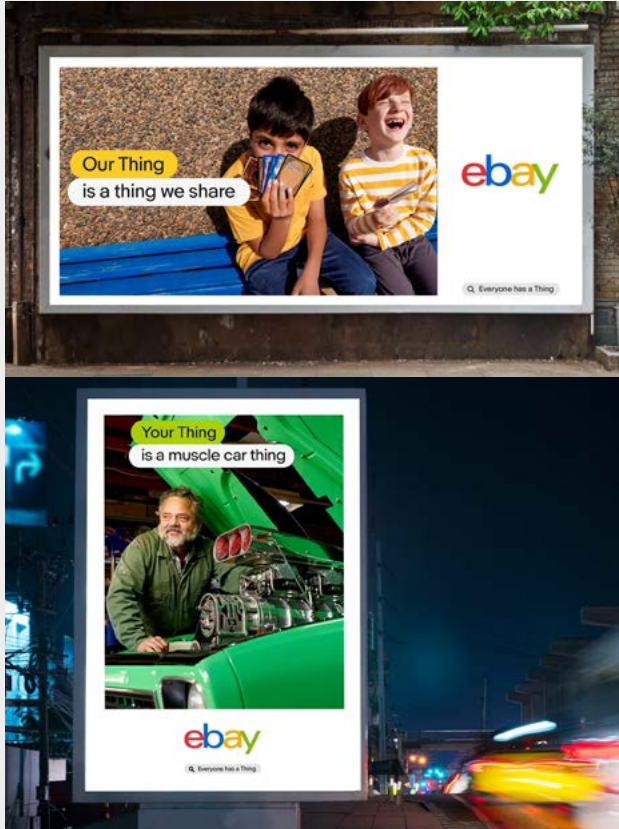
GOLD

VISIT VICTORIA AND PRINCIPALS

Following the twin disasters of bushfires and a pandemic, Victoria's visitor economy was in trouble. It needed the help of Principals to craft a state-wide destination masterbrand strategy, which the agency delivered by first devising the campaign line 'Every Bit Different'. This allowed the state's identity to be redefined by highlighting its vibrancy, distinctiveness and unique offerings. Additionally, 12 distinct regional frameworks were developed that distilled the best of each destination.

The end result was mightily impressive, with a record-high tourism expenditure of \$36.9 billion recorded for 2023. Elsewhere, there were also improvements to brand recognition and a growth in both domestic and international visitors. "Fantastic!" praised one judge. "A great way of developing a universal look that can be applied to so many regions yet still speak to the same thing."

BEST
CREATIVE STRATEGY



SILVER

**EBAY AND
FUTUREBRAND AUSTRALIA**

With competitors starting to catch eBay up in Australia, it sought the help of FutureBrand to redefine what the brand stands for. Realising eBay is shaped predominantly by its vibrant and diverse community of buyers and sellers, the new strategy focuses on celebrating their passions, positioning the brand as a destination for finding all the products they love. "A beautiful solution that is so on-brand for eBay," praised one judge.



SILVER

**SYDNEY CHILDREN'S HOSPITALS
FOUNDATION AND SUNNYSIDEUP**

The forward-looking Sydney Children's Hospitals Foundation (SCHF) needed a strong employer brand and employee value proposition to help strengthen its team following the height of the Covid-19 pandemic. SunnySideUp undertook extensive internal research along with robust industry analysis to determine changes to employee expectations. Leading to a powerful new SCHF employer brand, judges considered the strategy "fantastic" and "amazing".



BRONZE

MELBOURNE CONVENTION WITH EXHIBITION TRUST AND THE CONTENDERS

The Nyaal Banyul Geelong Convention and Events Centre – set to open in 2026 – wanted an identity that could subvert category expectations. It called on The Contenders, which achieved this feat by collaborating deeply with the Wadawurrung people (Aboriginals who live near Melbourne). A creative strategy was then devised, ‘Gather round to experience a new perspective’, which judges considered “great” and “distinctive”.



BRONZE

PRESBYTERIAN SUPPORT NORTHERN AND RE:BRAND

Aiming to bring about greater cultural relevance for its audiences, social, health and disability service Presbyterian Support Northern sought the help of Re:brand. The brand agency's creative strategy was centered around ‘unification’, allowing the sub-brands’ identity to be clearly connected with the masterbrand. One judge was impressed with the amount of thought that had gone into the project.

BEST BRAND EVOLUTION (BUSINESS)

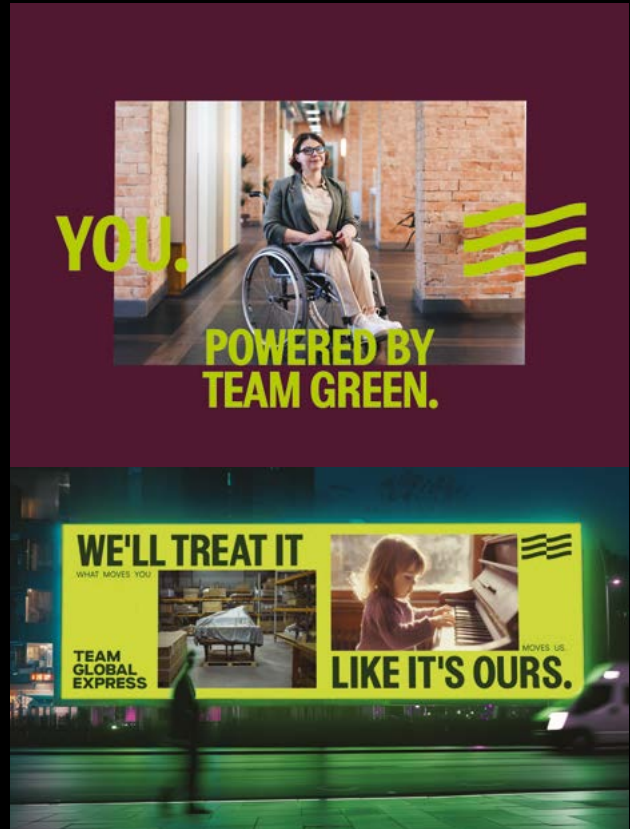


GOLD

HUON AND THE THRILLS™

Despite being an industry leader in sustainable aquaculture and one of Australia's largest salmon producers, Huon's brand had very low awareness. Tasked with increasing both global and local recognition, the thrills™ positioned the brand on the basis that it simply has a better, industry-leading way of operating. This was summed up in 'Oceans ahead. Always', which then informed its brand values: pursuit of excellence, meticulous care and passionate expertise. This powerful reimagining of the brand was also reflected in the identity, with the new landmark – featuring the updated Huon fish – acting as a symbol of positivity, possibility and the brand's potential to leap forward.

Judges were blown away by how far forward the project took the brand. "This is a beautiful, contemporary and authentic evolution of the Huon brand," one judge commented. "The thrills™ has cleverly brought the brand pillars and messages through everything it developed."



GOLD

TEAM GLOBAL EXPRESS AND LANDOR

Low levels of industry trust was a big issue for logistics company Team Global Express, but it also meant there was an opportunity to emerge as a field leader in the ANZ region. The rebrand by Landor, which included a name change to 'Team Global Express', sought to focus on the needs of customers. New brand strategy 'Do Good Great' helped achieve this, leading to the creation of a flag logo that acts as a rally cry for momentum. Elsewhere, the colour palette was freshened up while still remaining clearly linked to the brand's heritage.

Evolving the brand was a demonstrably successful move, with revenues up 16% for Team Global Express' first year of operations. "A clever addition of the word 'Team' in the naming," noted one judge. Another described the work as a "great brand solution."

BEST BRAND EVOLUTION (CONSUMER)



GOLD

COLES GROUP AND HULSBOSCH

Hoping to remain competitive, strong and relevant, Coles Group felt its premium Own Brand product range, Coles Finest, needed an evolved proposition. Needing to leverage a competitive edge, Hulsbosch opted to celebrate the joy of food by crafting attractive visual variants for an elevated experience. This was demonstrated by the updated masterbrand logo – now featuring a distinctive signature style for the 'Finest' wordmark. Evoking quality and craftsmanship were key, and this was also achieved by the use of bespoke photography on packaging.

An impressive revised visual identity led to impressive results, with a 20.4% increase in Coles Finest sales. "Definitely a strong evolution with a clear connection to the original brand," said one judge. Other judges added that the project was "well executed", "impressive" and "a good demonstration of brand guardianship."



GOLD

GROVE JUICE AND BOXER & CO.

In addition to delivering a promise of exceptional taste and quality, Boxer & Co. needed the packaging design for its client, Grove Juice, to reflect the juice brand's history of family values. The difficulty of the project would be doing this in such a manner that the new packaging could instantly capture attention on shelf. By using custom illustrations to depict three generations of the family business' owners, Boxer & Co. crafted a redesign grounded in modern heritage. Elsewhere, the new logo uses clever letterforms where the 'R' appears to be hugging the orange-like 'O'.

Judges were impressed by the project's results, which included a 23% sales uplift since the redesign launched. "Beautiful and distinctive new identity. What a transformation!" praised one judge. Another added, "I love the touch of the three family generations in the logo and the hand illustrations."

BEST
BRAND EVOLUTION (CONSUMER)



SILVER

OMGHEE AND
BRANDOPUS (AUSTRALIA)

OMGhee, a healthier alternative to butter and oil, had become a brand with competing and often contradictory narratives. It turned to BrandOpus to create distinctive brand assets that could propel the brand towards growth. The new brand idea, 'Unleash The Glow', does just this, showing that OMGhee is made with heart. One judge praised the "lovely insight" and "great tone of voice."



BRONZE

KĀPITI, TIPTOP NEW ZEALAND AND
THE KEY BRANDING

Kāpiti ice cream had big ambitions of transforming from a niche brand to the top indulgence brand, so called on The Key Branding to realise this vision. Altering the logo to feature the silhouette of Kāpiti Island, along with incorporating an artistic rendition of the Island's map, helped achieve this. A marked increase in brand value followed the redesign, prompting one judge to describe the work as "beautiful".

BEST
BRAND EVOLUTION (CONSUMER)

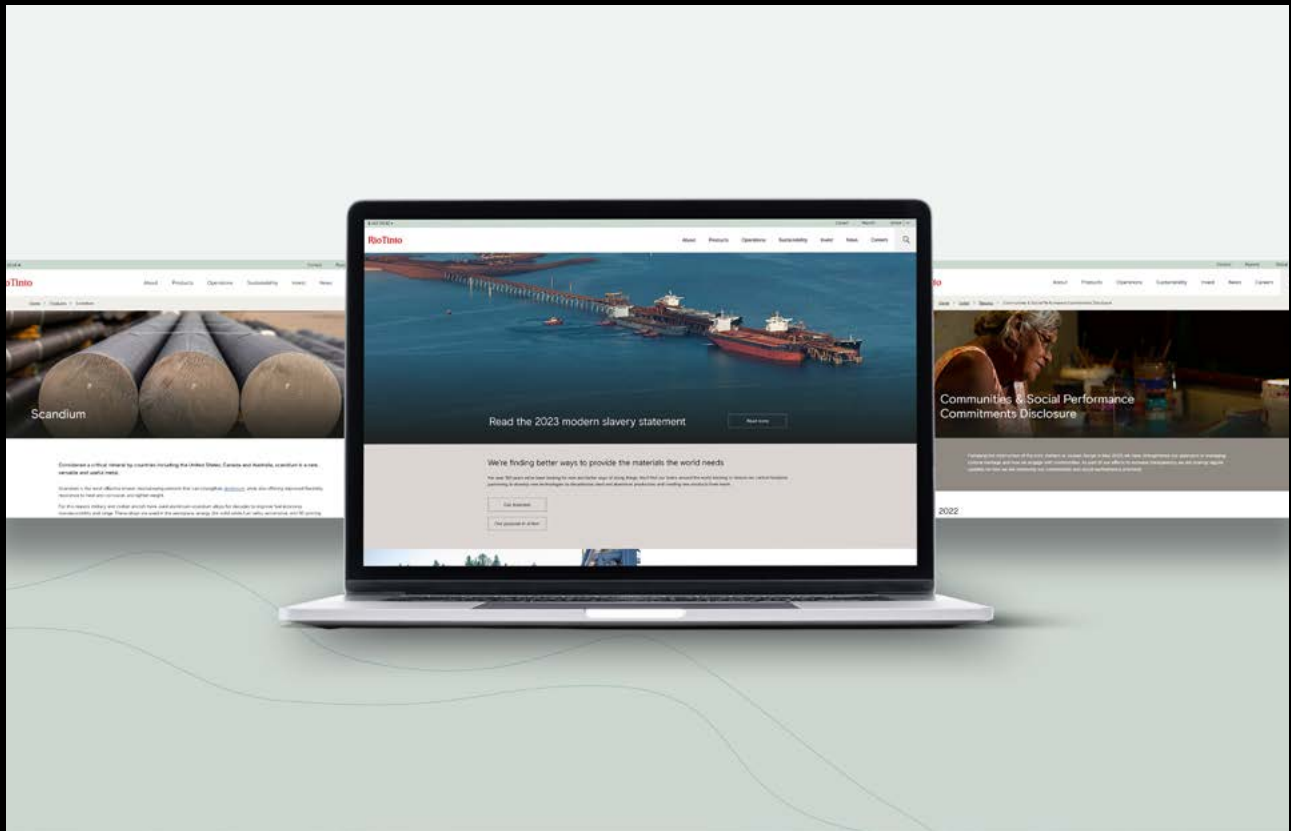


BRONZE

NBN AND HOUSTON GROUP

With more choices than ever for consumers, Australia's National Broadband Network needed to change the way its brand is perceived. Houston Group opted to reposition the brand towards evoking a deeper sense of pride and a more emotional connection. Key to this was a core graphic device – a circle – that symbolises empowerment, while an extensive and expressive colour palette reflects the diversity of Australians.

BEST BRAND EVOLUTION (CORPORATE)



GOLD

RIO TINTO AND VML

Global mining group Rio Tinto teamed up with VML to develop an authentic, accessible and transparent brand to help support organisational change. This came off the back of a severe hit to brand reputation following the destruction of sacred Aboriginal rock shelters at Juukan Gorge in Western Australia, so a successful identity update would be key to future prospects. The revised visual identity included an update to its static, one-dimensional logo, which is now far more flexible. Paired with bespoke audio assets, the logo is now also far more ownable.

Judges were positive about the direction of travel Rio Tinto had undergone, and the new identity that matched this change. "The new colour palette and updated logo create a subtle change to the brand, creating a more modern look and feel," noted one judge.

Alvarium 

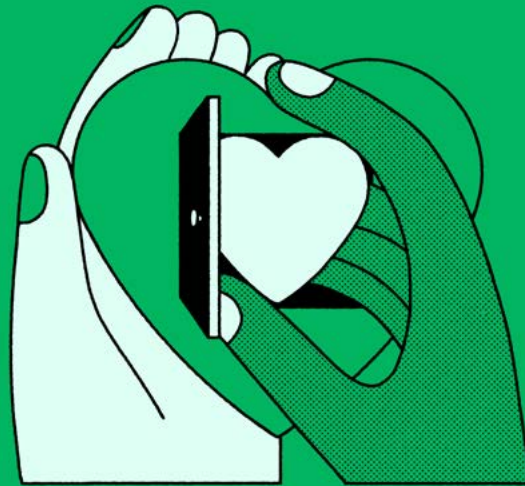


BRONZE

ALVARIUM AND CREATIK

UK-based interior design firm Alvarium sought the help of Creatik Design to evolve its brand into something more relevant and meaningful, and therefore shift the brand into the future. Its new brand essence, 'People Powered Design,' informed the revised identity, which incorporates a new graphic device structured from nine squares. "The treatments of the logo with images are stunning," said one judge.

We lead with heart



GOLD

KEYTON AND HOUSTON GROUP

With Lendlease Retirement Living opting to become a stand-alone business entity, it turned to Houston Group to craft a new brand identity that reaffirms its commitment to delivering exceptional retirement-living experiences. The project had to navigate a number of complexities and ultimately position the brand as a market leader.

Houston Group therefore created a new brand positioning, 'A confident choice', based on these needs, while the new name, Keyton, was devised to evoke a sense of establishment. The name was accompanied by a modern and fresh visual identity that set the new brand apart from competitors.

Positive results followed the rebrand, including a 7.6% increase in website users and a boost to final sales. One judge commented, "Results were communicated clearly, and the new brand's visual identity answers the challenge of standing out and doing things differently."

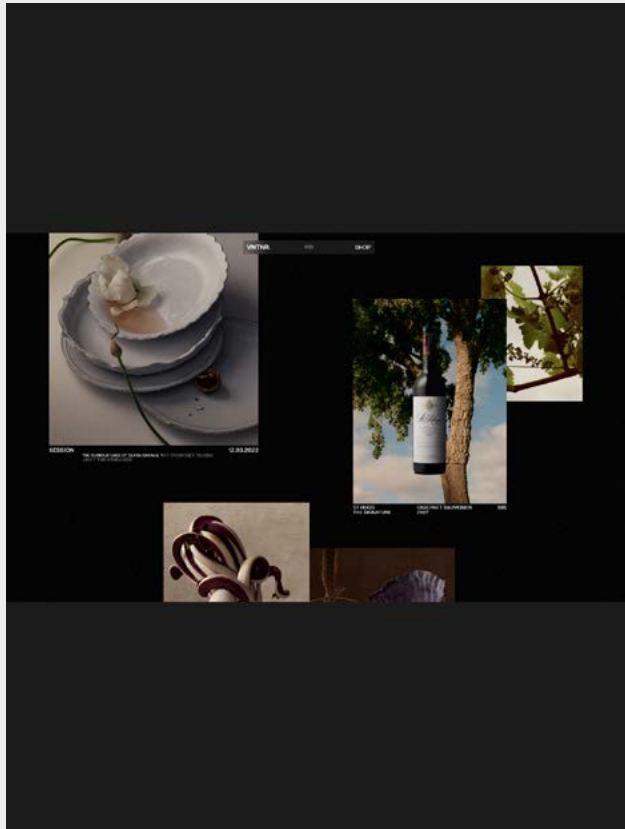
BEST STRATEGIC OR CREATIVE DEVELOPMENT
OF A NEW BRAND



SILVER

ADELAIDE UNIVERSITY
AND LIPPINCOTT

Newly formed Adelaide University turned to Lippincott to help craft a compelling brand that drives meaningful connections with its audiences. A new brand idea – ‘a Force for Firsts’ – was devised, which informed all elements and touchpoints. This was combined with a name-first design strategy that elevated Adelaide as a destination. “The creative execution to address the challenges was good and modern,” noted one judge.



SILVER

PERNOD RICARD WINEMAKERS
AND NIGHTJAR

Pernod Ricard Winemakers called on Nightjar to help create a D2C offering for its fine wines portfolio. Hoping to educate and inspire, the brand name VNTNR was chosen, which plays on the old English word ‘vintner’, meaning ‘merchant of wine’. Meanwhile, brand photography impressed judges with its sense of vibrancy, movement and rhythm. “This looks beautiful,” said one judge.

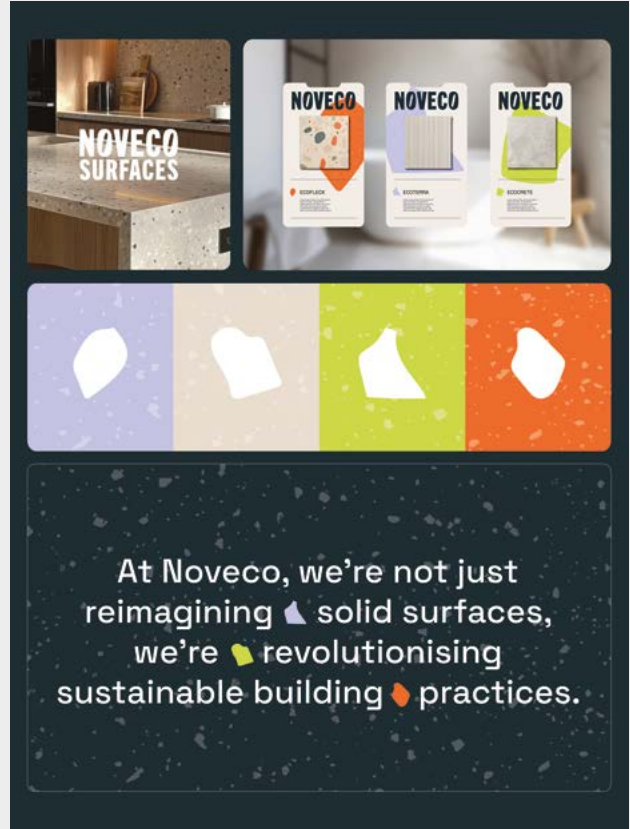
BEST STRATEGIC OR CREATIVE DEVELOPMENT
OF A NEW BRAND



BRONZE

INNER WEST FILM FEST AND
YONDER CREATIVE

With streaming services causing tremendous difficulties for the film industry, Inner West Film Fest needed a strong brand to get movie fans off the couch. Yonder Creative implemented a strong positioning, 'A bit west of the usual film fest', that allowed for the creation of a bold visual identity and witty tone of voice. "It has done a great job," commented one judge.



BRONZE

NOVECO SURFACES AND
SOLVD AGENCY

Noveco Surfaces is on a mission to revolutionise the building industry with its silica-free engineered stone alternative. The brand needed to educate its audience about the product benefits, which SOLVD Agency achieved by incorporating thought-provoking copy and a fearless colour palette. Some positive early results have included 120 high-value online enquiries. One judge commented, "Clear challenge and a great strategic direction."

HIGHLY COMMENDED

SOULPATTS AND
SODALI & CO BRAND AND DESIGN

The Soul Patts brand had come to be defined by its past, so Sodali & Co Brand and Design undertook workshops and interviews that allowed the organisation to discover its unique and differentiating attributes.

•Bellburra

•B



Your sanctuary in nature.
Your community on the
Beaches. Your home,
your haven, for today
and tomorrow.

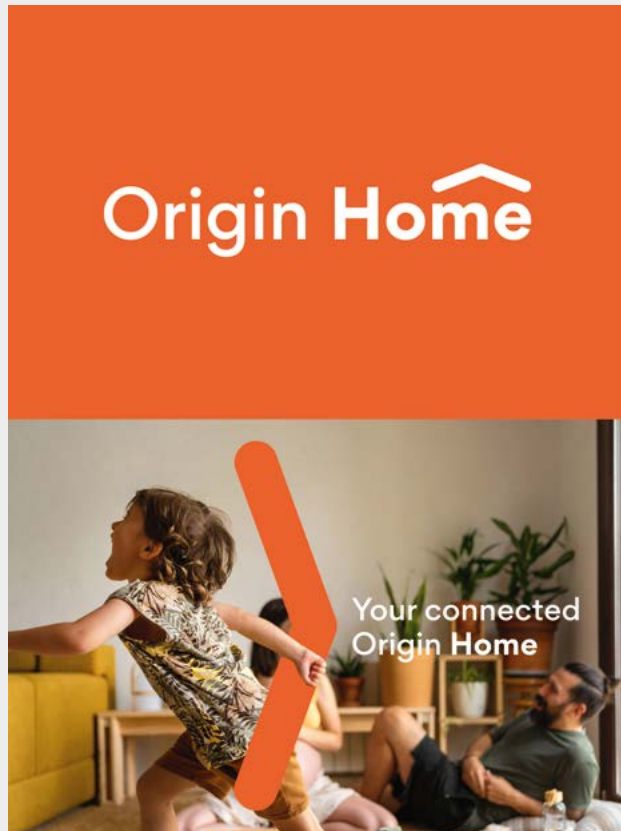
GOLD

ALLAMBIE HEIGHTS VILLAGE AND ET COLLECTIVE

Allambie Heights Village turned to ET Collective to help brand its new luxury retirement-living development. It was decided the new property portfolio, which offers a higher level of luxury and style compared to existing facilities, would have a clear identity link to the parent brand. The new name, Bellburra, cleverly combines the names of the crested bellbird and the kookaburra, two iconic Australian birds, while the colour palette also draws inspiration from the natural environment. Meanwhile, supporting imagery underlines the freedom of retirement living in a perfect location.

Judges were full of praise for the “beautiful, calming and tranquil new visual identity,” as one judge phrased it. Another added, “A solid entry and the challenge was clear. The creative execution aligns to the objective and nods back to the parent brand.”

BEST DEVELOPMENT OF A NEW BRAND
WITHIN AN EXISTING BRAND PORTFOLIO



SILVER

ORIGIN HOME AND HOUSTON GROUP

The Origin Home brand was designed by Houston Group to act as a simplified and streamlined platform that could tell the energy provider's complex story. The project opted for a flexible brand approach that leverages a design language built around the home. The visual identity, for instance, is built from shapes that form the angled roof of a home, which one judge considered "clean and modern".



BRONZE

TANDEM SECURITIES AND CREATIK

ASX-listed financial services group Bell Financial Group wanted to distinguish two of its brands. This meant calling on Creatik Design to devise a new identity for Bell Potter Capital, now known as Tandem Securities, which it achieved by crafting a design concept based around the 'T' from Tandem. "It's a really sophisticated outcome," praised one judge.

BEST
NAMING STRATEGY (NEW NAME)



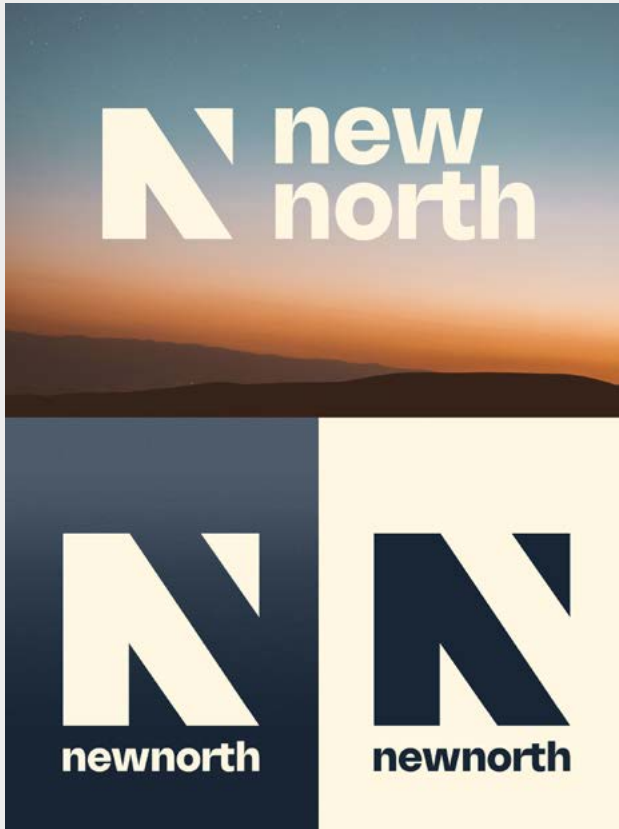
GOLD

**GOLF AUSTRALIA – TEEMATES AND
FUTUREBRAND AUSTRALIA**

Fighting back against perceptions that golf is difficult to play and that it has to be exclusive, Golf Australia needed a brand identity for its new junior golf offer that would encourage more kids to play the sport. FutureBrand initially strategised naming considerations, including the need to communicate 'Go Play', before choosing 'TeeMates' as a playful, fun and friendly name that evokes participation and a sense of community.

Comfortably smashing the target set of 1,000 new members in the first year, the project was heralded as a big success by the judges. "What a great story, as well as outcome. The name also really makes sense against the criteria created," said one judge. Other judges praised the "very sound reasoning" and "great results" the project cited.

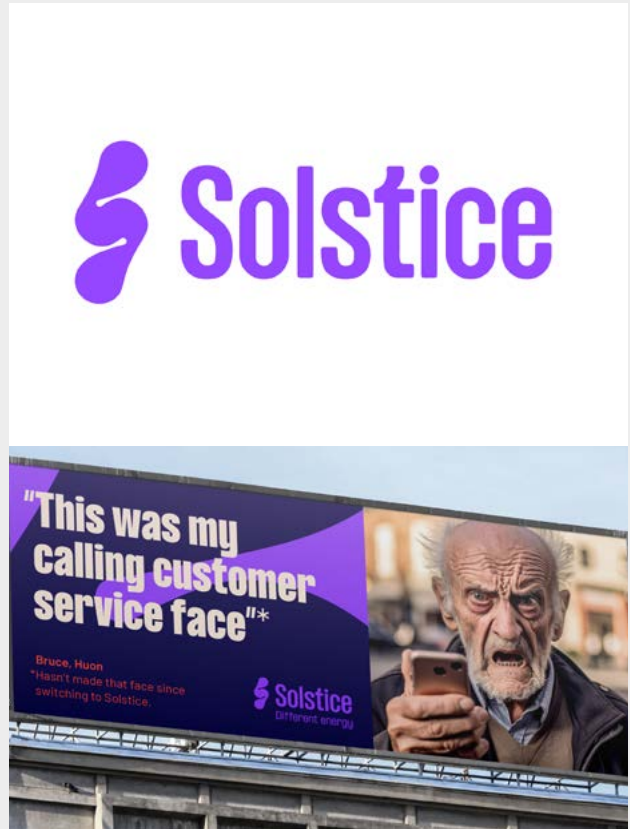
BEST
NAMING STRATEGY (NEW NAME)



SILVER

NEW NORTH INSIGHTS AND CREATIK

Tasked with finding a name to position a new specialist economic consulting firm as contemporary, intelligent, open, progressive and engaging, Creatik looked up to the sky. The name chosen, New North, takes inspiration from the North Star as a means of underlining the brand's constant, reliable source of trust and expertise. "Smart and well thought out," said one judge.



BRONZE

SOLSTICE AND PRINCIPALS

Tas Gas Retail's new Tasmanian energy provider needed a brand capable of holding the community at heart. It turned to Principals to create a name that 'hits different in the category', which the design agency achieved by crafting 'Solstice'. The "really cool" name, as one judge described it, speaks to the Tasmanian tradition of celebrating the winter solstice with a naked swim.

BEST NAMING STRATEGY (RENAME)



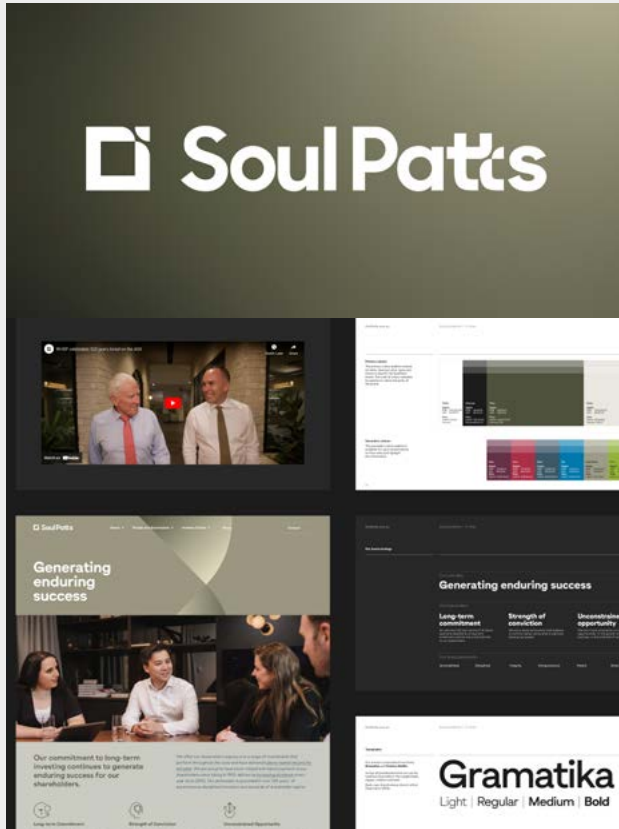
GOLD

NIKO AND RE:BRAND

Formerly known as Tesla Consultants, electric power design firm NIKO required a new name in order to alleviate any confusion with the company owned by Elon Musk. Re:brand needed to simultaneously honour the company's legacy while distinguishing its identity. This was achieved by crafting the name NIKO, which is clearly linked to Nikola Tesla's name, therefore retaining the company's legacy. The move also allowed NIKO to refresh its visual identity for the next era.

Received well by staff and clients, the new brand new was also appreciated by judges. One described NIKO as a "strong and simple name that connects with audience and business alike." Other judges appreciated the "clever evolution of the name" as well as how it had the ability to "solve the problem" presented to the firm.

BEST NAMING STRATEGY (RENAME)



SILVER

SOULPATT'S AND SODALI & CO BRAND AND DESIGN

With a rich family history and strong track record of delivering consistent returns to shareholders, diversified investment house Washington H Soul Patterson turned to Sodali & Co Brand and Design to craft a new identity so the brand would no longer be defined by its past. 'SoulPatts' was just the solution, a colloquial and endearing answer that was well received by the market. One described the new name as a "big improvement".



BRONZE

METTLESOME AND DSR BRANDING

Needing a new brand name to reflect the extensive nature of its brand scope, Spur called on DSR Branding. The new identity had to communicate its commitment to tackling major social problems, so the name 'Mettlesome' was settled on. Aptly evoking spirit and courage, one judge praised the "meaningful name that encompasses the breadth of what it does."



TYPE



BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



GOLD

ADELAIDE UNIVERSITY AND LIPPINCOTT

Following the merger of the University of Adelaide and the University of South Australia, Lippincott was called on to craft an identity for the newly formed higher education institution. With the new university hoping to drive equity and inclusion, the brand idea 'a Force for First' was created, which reinforces the role of the university as a driving force and catalyst of positive change. In addition to crafting an abstract monogram logo that is inspired by the iconic Adelaide Festival Theatre, Lippincott also chose a colour palette that echoes the navy blue used by both founding institutions.

The very flexible brand identity impressed judges, with one describing the work as "really beautiful". Another judge added, "I think this is a brand that will endure a long time. Creating a new education brand in a crowded market is hard but this brand has the foundations to grow and evolve as needed."

BEST CORPORATE REBRAND
FOLLOWING A MERGER OR ACQUISITION



SILVER

KEYTON AND HOUSTON GROUP

Aware Super, APG Asset Management and Lendlease pooled resources to form Keyton with the help of Houston Group. The new retirement-living brand required an identity that could resonate deeply with existing audiences but also position the brand as a category leader, so Houston Group crafted modern and fresh visuals to help achieve this. Strong results, including marked increases in website users and final sales, led to one judge saying: "I loved the work."



BRONZE

BLACKWOOD ADVISORY AND ET COLLECTIVE

Following the merger of Victoria-based accounting and advisory firms Harvest Wealth and Sage Business Group, ET Collective was brought onboard to unite and transition clients, staff and potential partners to a new brand, which it named Blackwood Advisory. The new brand idea, 'locals backing locals', helped achieve this, leading to a visual expression that celebrates regional pride. "I like the new design," commented one judge.

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



BRONZE

YARRA LANE AND ET COLLECTIVE

The merger of accounting and taxation specialist JPH Group and Avant-Garde Financial Services resulted in confusion for staff and clients. ET Collective was tasked with uniting the seven umbrella brands into one coherent identity. In designing the new brand, named Yarra Lane, ET Collective aptly reflected the organisations' Victorian roots. Judges praised the new visual identity, with one referring to it as "nice work".

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



GOLD

HUON AND THE THRILLS™

From family business to industry leaders in sustainable aquaculture and one of Australia's largest salmon producers, Huon needed a brand update to reflect the business, its people and the way it operates. The thrills™ opted to focus on the company's leadership in sustainability, its passionate people, product excellence and care for the environment. The new visual identity underpins these virtues, with a design that exudes premium quality and positions Huon as a market leader. For instance, new brand photography captures excellence, while glimpses of Huon Orange are incorporated to mark optimism.

Judges were full of praise for the “visually appealing” work, as one described it. Another judge added, “I loved the challenge and solution. The new design really reflects [Huon's status as] leader in a number of areas. Beautiful work!”

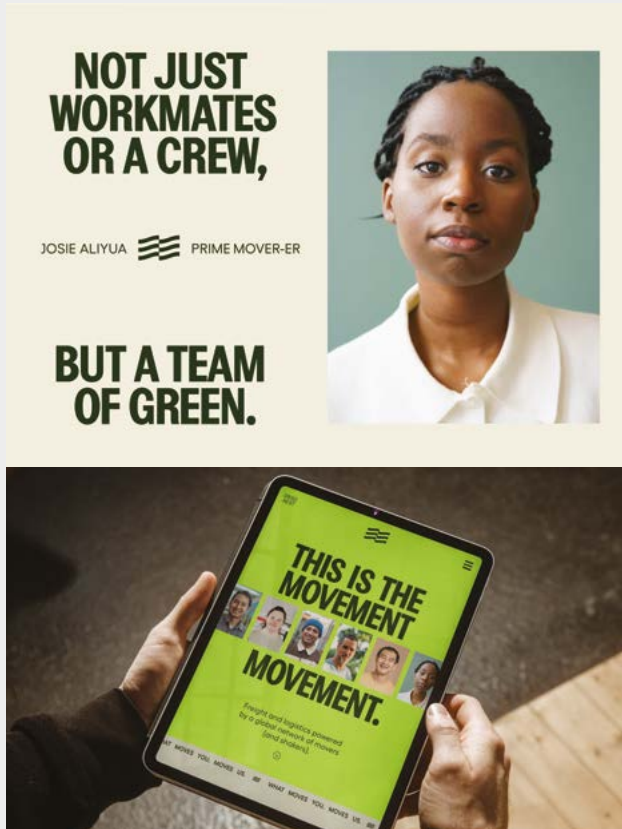
BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



SILVER

METTLESOME AND DSR BRANDING

Spur tasked DSR Branding with crafting a brand identity that reflects the breadth of its work tackling societal challenges. Renaming the organisation 'Mettle' to reflect spirit and courage, DSR Branding also devised a visual identity ready to challenge and create positive change. Elsewhere, the new wordmark adds gravitas and credibility. "Really strong creative and design," said one judge.

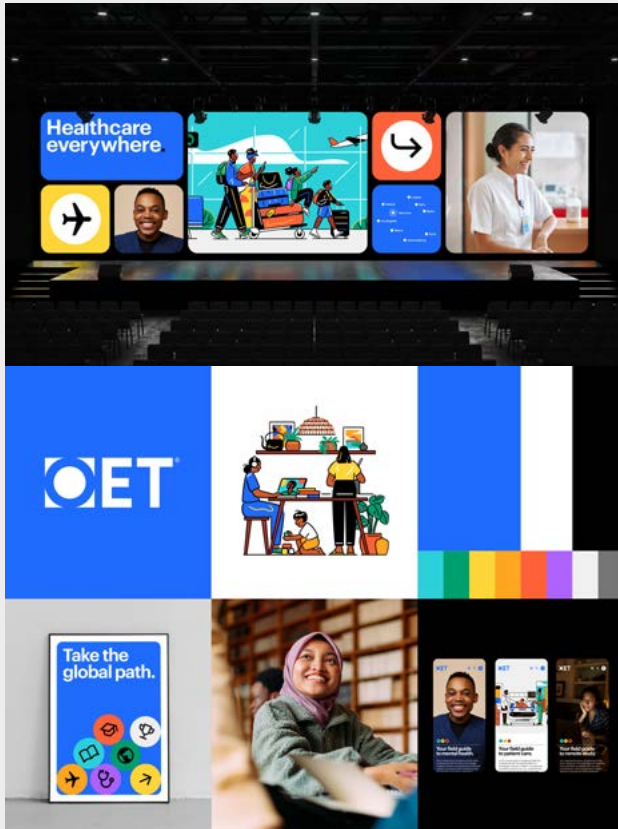


SILVER

TEAM GLOBAL EXPRESS AND LANDOR

Hoping to challenge the status quo of the logistics industry in Australia and New Zealand, Team Global Express turned to Landor. The global consultancy sought to refocus the company towards the needs of customers, which it achieved by using the new brand identity, 'Do Good Great', to conjure up an improved brand name and energetic tone of voice. "A really strong new design," praised one judge.

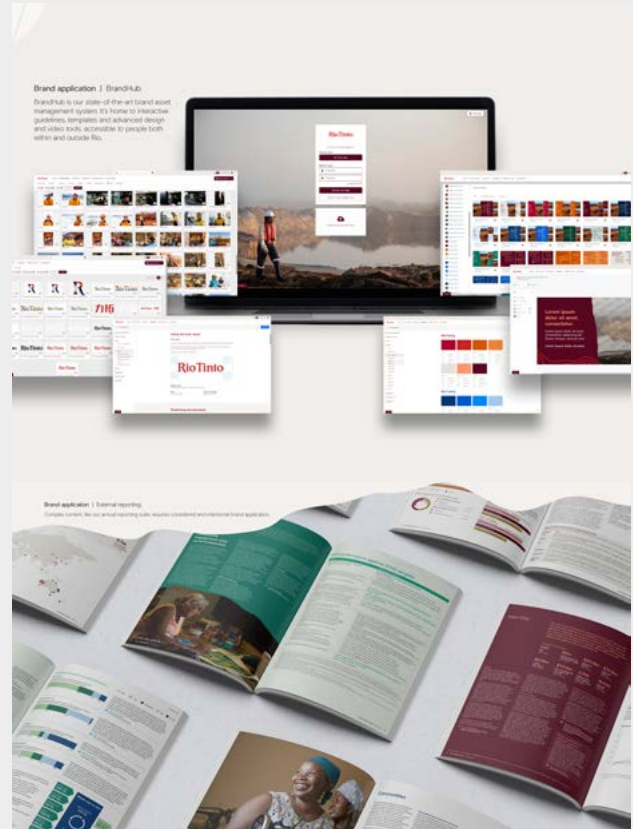
BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



BRONZE

OET AND INTERBRAND

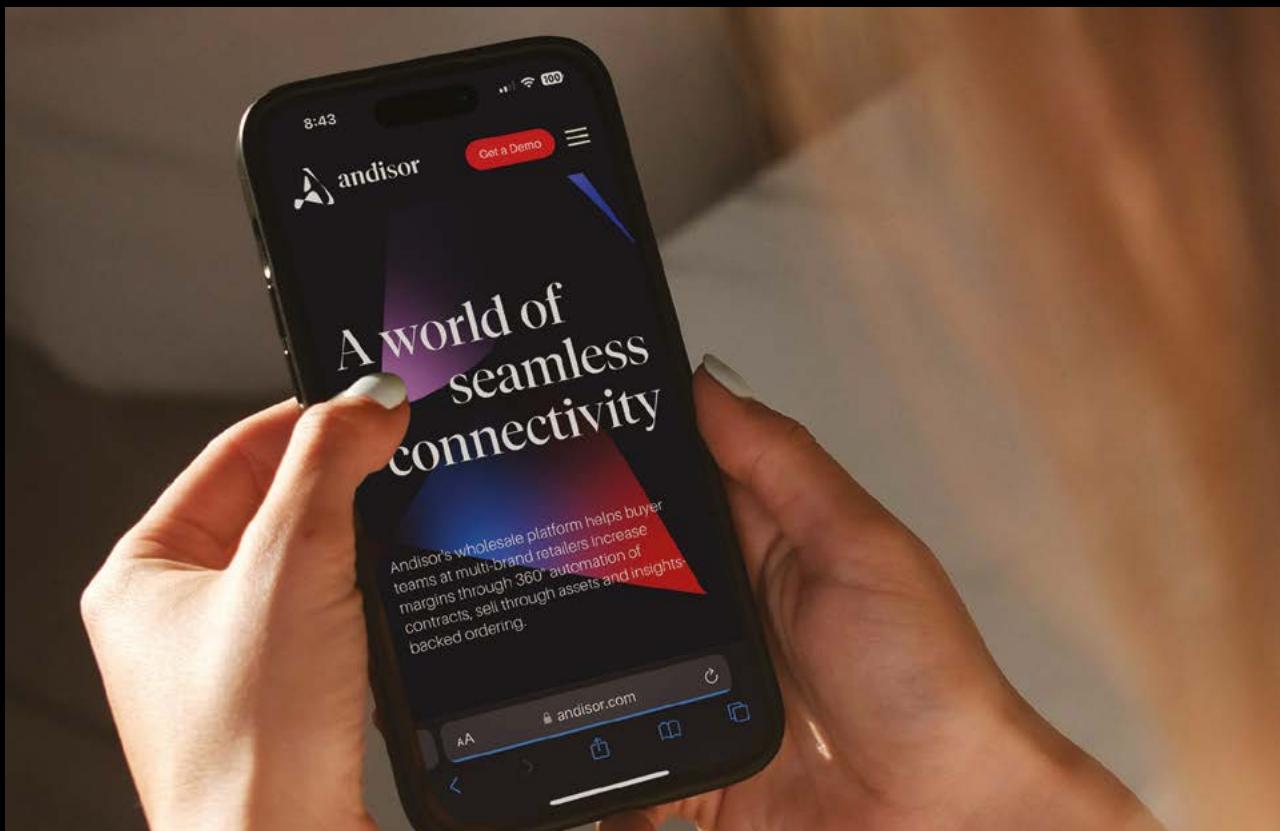
OET (Occupational English Test) decided it was the right time to transform itself from a single test to a platform ecosystem for healthcare professionals. Interbrand was responsible for developing the brand, which it achieved by leveraging the new brand concept, 'Universal Language', to craft an identity system that would inspire and encourage. "Really nice piece of work," noted one judge.



BRONZE

RIO TINTO AND VML

Following a PR disaster, global resources company Rio Tinto called on VML to devise a new purpose and core values. Settling on 'care, courage and curiosity', the new visual identity is far more flexible and dynamic, allowing the brand to express things it supports and cares about. "A considered and smart entry," praised one judge.



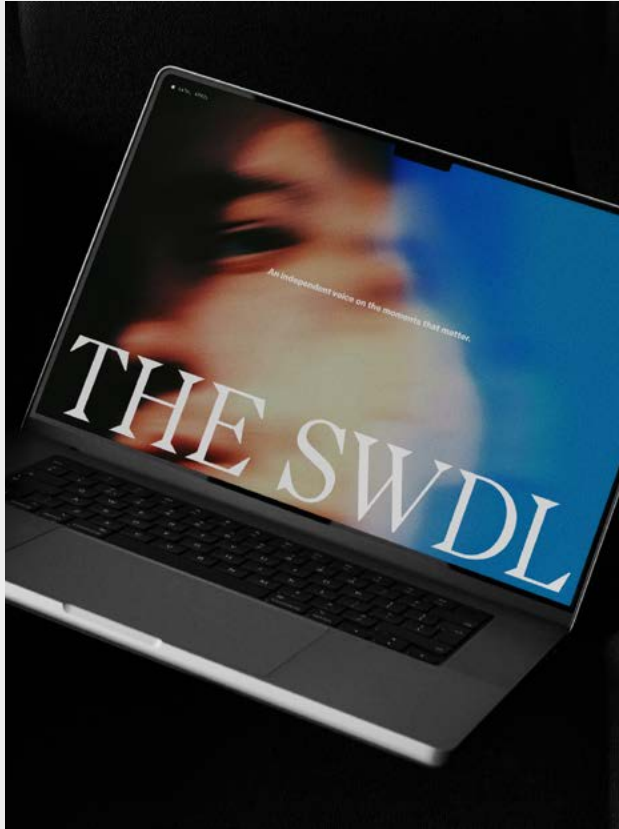
GOLD

ANDISOR AND THE CONTENDERS

Andisor, a digital wholesale marketplace, wanted to disrupt the dull and utilitarian world of B2B retail. It called on The Contenders, which needed to craft a brand that simultaneously captured the thrill of consumer retail while remaining anchored in B2B buying. This was achieved by creating a brand proposition that recognises Andisor as an entity powered by human curation: 'Discerningly Curated for Riskless Growth.' The new visual identity brought this to life, with a wordmark representing deep analysis embedded within a connected world of partnerships and possibilities. Elsewhere, digital accessibility was catered for by crafting a colour palette comprising midnight blue and white words with pastel hues.

"Such a beautiful rebrand that helped to reposition Andisor," noted one judge. Another added, "I love the out-of-category thinking and implementation."

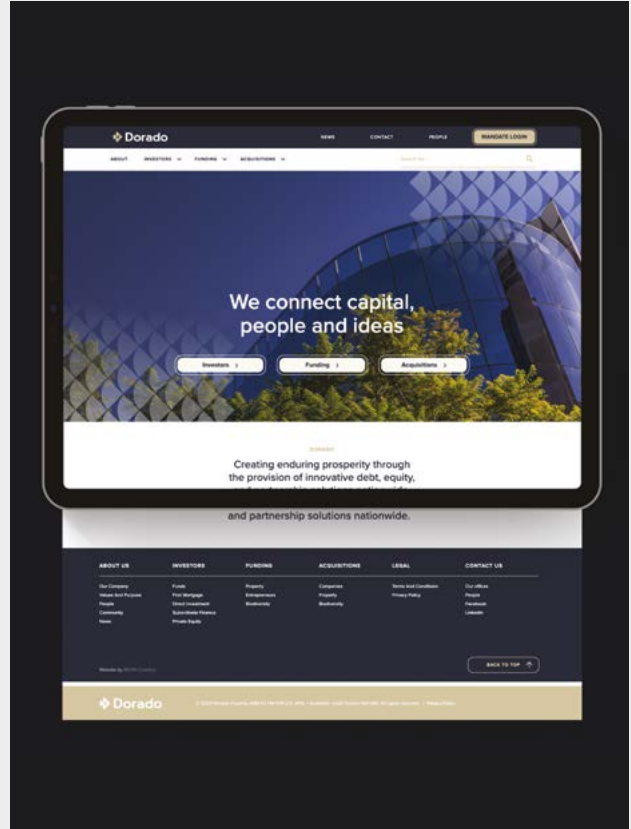
BEST REBRAND OF A DIGITAL PROPERTY



SILVER

THE SWADDLE AND NIGHTJAR

India's largest independent media publication, The Swaddle, turned to Nightjar to craft a new brand identity that signifies its evolution from publisher to production house. The revised website is now easier to navigate and aptly aligned with the new brand, acting as a touchstone for Indian youth searching for insight. "A huge transformation that is very dramatic and distinctive," noted one judge.



BRONZE

DORADO AND BEVIN CREATIVE PTY LTD

Dorado Group had a fragmentation presence across its multiple websites, severely inhibiting the user experience. BEVIN Creative Pty Ltd addressed this issue by merging three digital platforms into a single website and crafting a seamless user experience. The project, which resulted in increased engagement, was considered "consistent", "simplified" and "a fantastic improvement" by the judges.

BEST EMPLOYER BRAND



GOLD

SBS AND HULSBOSCH

With SBS believing itself to be Australia's most diverse broadcaster, it called on Hulsbosch to articulate the network's purpose as well as communicating its credentials as a healthy and productive workplace for current and future employees. Hulsbosch therefore opted to showcase actual SBS employees as part of the 'Be the Difference' campaign. This included well-known, on-air talents like Walkley award-winning journalist and presenter Karla Grant, but also people working behind the scenes.

The campaign, which secured strong engagement and awareness, was a hit. This was achieved all while building on SBS's reputation as the holder of a unique culture that is driven by passion and its purpose. One judge commented, "This is strong work in the context of this category. What a fantastic call to action and cohesive campaign built around it."

BEST
EMPLOYER BRAND



SILVER

**SYDNEY CHILDREN'S HOSPITALS
FOUNDATION AND SUNNYSIDEUP**

With the Sydney Children's Hospitals Foundation requiring an updated employer brand to paint the future ambitions of the organisation, it called on SunnySideUp. The brand agency undertook extensive research before deciding to cast a wider net and attract talent not solely within the charity sector. A tone of voice was crafted that is ambitious and aspirational yet down to earth and inclusive, which one judge considered to be "really strong".



BRONZE

NAB AND PRINCIPALS

Following the launch and expansion of NAB's Innovation Centres in India and Vietnam, Principals sought to create a visual identity that reflects the company's innovative spirit. The agency therefore created a visual and language brand playbook that brought the brand's employee value proposition to life. The resulting identity ensured brand cohesion across all global branches. "A good extension of the NAB brand in a local setting," praised one judge.



SECTOR





GOLD

BUSH HERITAGE AUSTRALIA AND FUTUREBRAND AUSTRALIA

Leading not-for-profit conservation organisation Bush Heritage Australia protects vitally important ecosystems and wildlife in the country. Having announced its 2030 strategy that aims to deepen and double its impact before the end of the decade, Bush Heritage Australia called on FutureBrand to transform its brand into an even more ambitious one. The revised creative expression, which positions Bush Heritage as a united force for nature, builds on the best of Bush Heritage's past, and points to the next chapter in the brand's future. The updated logo is far more legible and inviting, brushstroke designs tell a story of many rich and diverse layers and a new colour palette is inspired by striking landscapes and magnificent flora.

Judges were highly impressed by the new identity. One said, "The feeling of beauty and action really comes through in the visuals and language." Another judge added, "It is bold, brave and creative."

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



SILVER

ID. KNOW YOURSELF AND HOUSTON GROUP

ID. Know Yourself (IDKY), which supports Aboriginal children living in out-of-home care and within the child protection system, needed a more flexible design system that could better tell the brand's story. Houston Group focused on indigenous art as a way of reflecting IDKY's roots, and collaborated with artist Yukupin (Toby Bishop) to achieve this. "Strong and powerful design," praised one judge.



SILVER

MCHAPPY DAY AND INTERBRAND

With annual fundraising day McHappy Day failing to make the impact it used to, McDonald's turned to Interbrand to create greater brand clarity and enthusiasm. Interbrand designed a new system wholly inspired by happiness – as demonstrated by the use of the iconic red smile in the logo. Fantastic results followed, including McHappy Day 2023 being the most successful to date. "This is wonderful work," said one judge.

It's nights like
these that remind
us why we love
what we do.

To the incredibly talented people around us
—clients, creatives, Transform Awards ANZ,
and the judging panel—cheers to you, the wins,
the hard work, the relentless pursuit, and the
opportunity to keep doing what we love.

Congratulations to our finalists:

Alvarium

Best Brand Evolution (Corporate)

Marble Money

Best Visual Identity from the
Financial Services Sector

New North

Best Visual Identity from the
Professional Services Sector
Best Naming Strategy (New Name)

Tandem Securities

Best Development of a New Brand
Within an Existing Brand Portfolio

Louise Thomas

Brand Strategist of the Year

Dan Clark

Creative Director of the Year

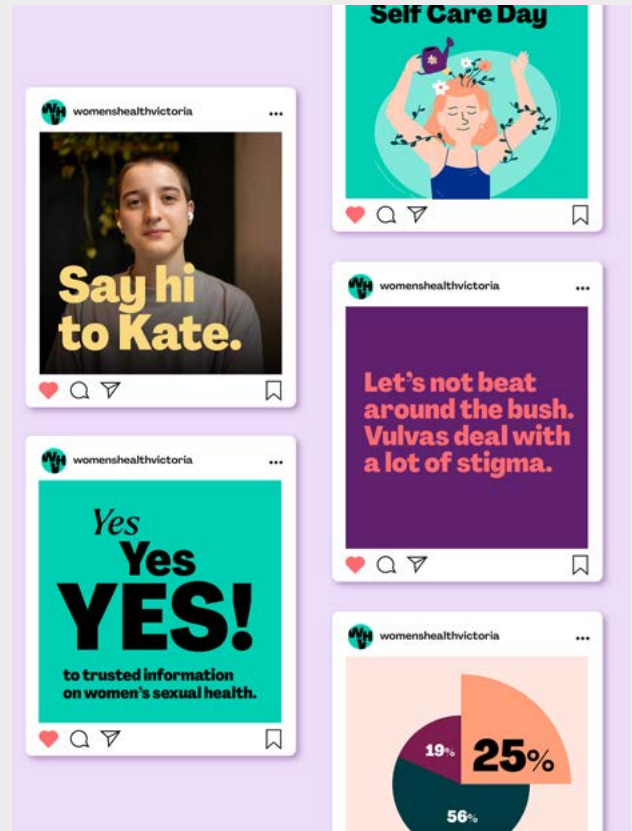
BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



BRONZE

ASPECT (AUTISM SPECTRUM AUSTRALIA) AND ET COLLECTIVE

Autism Spectrum Australia, one of the country's leading providers of autism-specific services and education, had started to be perceived as overly corporate. ET Collective rebranded the organisation 'Aspect' as a means of shifting the brand towards perceptions of community. A softer colour palette was also chosen for its calming effect, which impressed judges. "A fantastic outcome," noted one judge.



BRONZE

WOMEN'S HEALTH VICTORIA AND CÚPLA

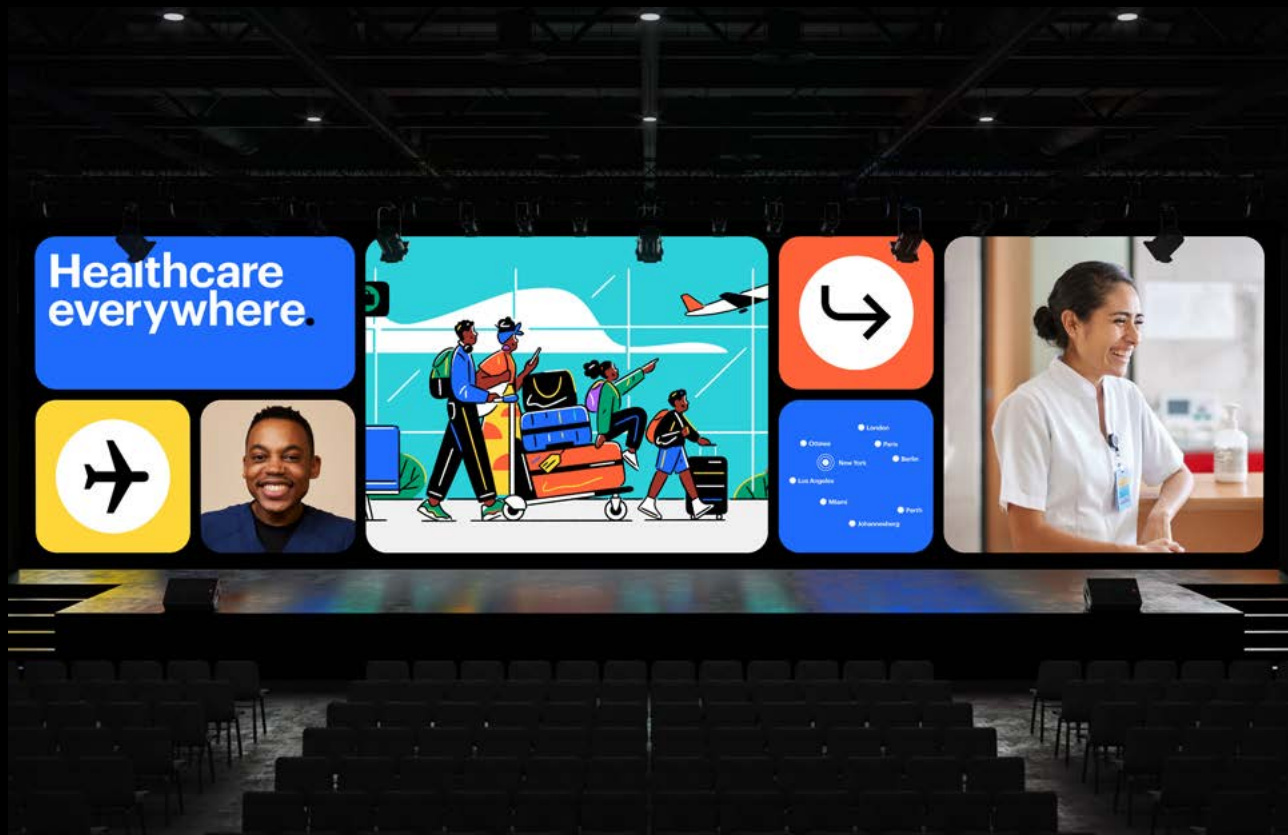
Always looking to improve health outcomes for women, Women's Health Victoria needed a revised brand identity that symbolises the organisation's renewed and expanded pursuit of 'gender equity in health'. Cúpla built an actionable identity that includes photography of a diverse range of women, as well as a colour palette that stands out in the sector. "Strong and powerful design," said one judge.

HIGHLY COMMENDED

PRESBYTERIAN SUPPORT NORTHERN AND RE:BRAND

Presbyterian Support Northern turned to Re:brand to unite the brand's services with a cohesive identity. "The way culture has been incorporated is great," said one judge.

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



GOLD

OET AND INTERBRAND

OET (Occupational English Test), a world-leading English test for healthcare professionals, approached Interbrand after deciding the time was right to expand beyond its category. Hoping to evolve from a single test into a platform ecosystem, Interbrand opted to craft a visual identity that would reflect the world of possibilities OET was about to open to healthcare professionals. The new brand concept, 'Universal Language', was represented through the implementation of symbols understood worldwide as a means of inspiring and encouraging. This was complemented by a colour palette inspired by the rainbow of colours present on flags around the world, while photography put the brand's audience front and centre.

Judges were highly impressed by the new visual identity, with one describing the project as a "great achievement". Another judge praised it as a "great design system".

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



SILVER

ADELAIDE UNIVERSITY AND LIPPINCOTT

Following the merger of two universities, Adelaide University required a new brand that could forge meaningful connections. Lippincott's answer to this was to craft visual expressions that pushed category conventions. For instance, the new logo is an abstract monogram inspired by the architecture of the iconic Adelaide Festival Theatre. "Each element of the design system felt really considered," said one judge.



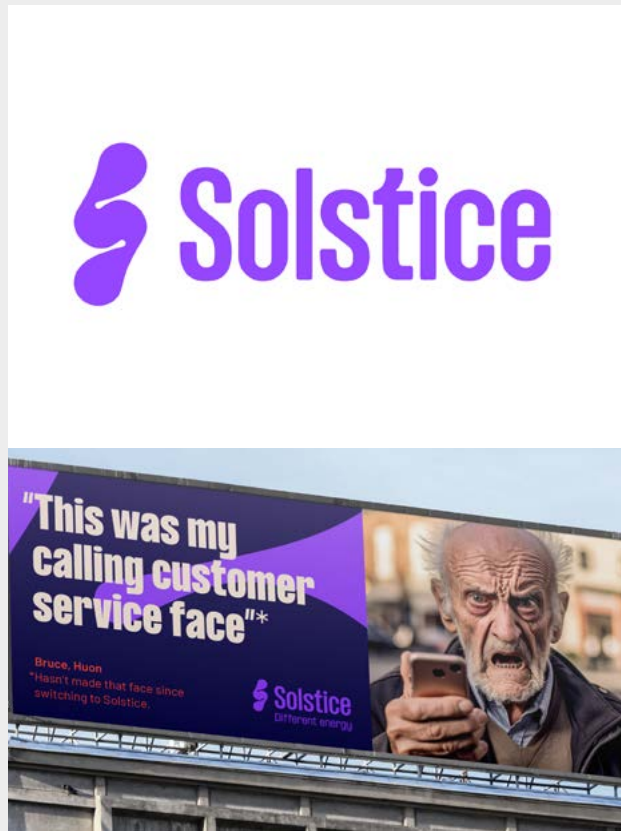
GOLD

NIKO AND RE:BRAND

Rebranding in order to eliminate confusion with Elon Musk's company of a similar name, Tesla Consultants transformed into NIKO with the help of Re:brand. This also presented the opportunity to revise the visual identity in a manner that retained the brand's strong equity while also differentiating it from competitors. Symbolising innovation and energy, the bold and dynamic new logo draws direct inspiration from the AC sine wave.

The redesign was well received internally, with no members of staff reporting negative feedback. One judge commented, "Good evolution story with a simple and smart execution." Another added, "Great design approach in reaching out to external clients to really understand the brand."

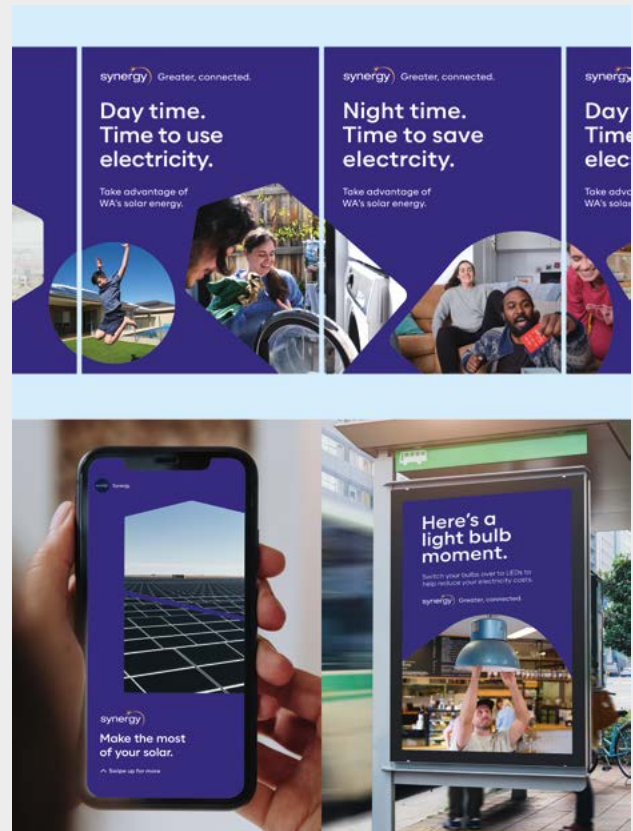
BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



SILVER

SOLSTICE AND PRINCIPALS

Solstice is a new proudly Tasmanian energy challenger designed by Principals with a refreshing proposition. By reimagining the iconic symbol for energy, the 'S' in the brand's logo cleverly plays on the 23.45° angle of the earth's axis during a solstice. One judge praised the project's "great insights into Tasmania and the competitive opportunity spaces."



BRONZE

SYNERGY AND VML

Western Australia's state-owned electricity retailer, Synergy, wanted to reposition itself so its audience would acknowledge the rise of the customer's role in energy change. VML evolved the brand around the idea of Synergy being a facilitator of the energy transition, and this was evident in the building block-like visual identity that also allows for greater flexibility. One judge praised the "strong" concept.



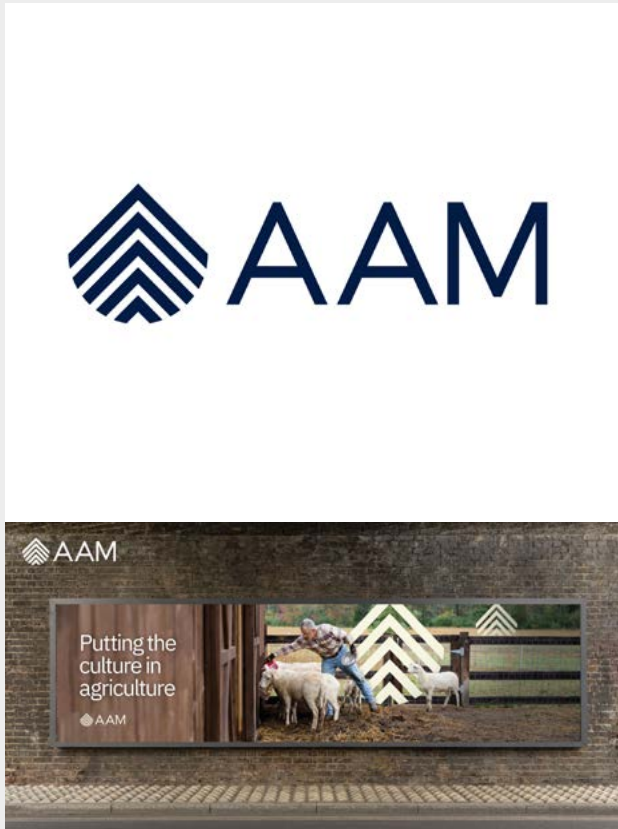
GOLD

HUON AND THE THRILLS™

The revised visual identity for sustainable aquaculture industry leader Huon was underpinned by a new brand positioning crafted by the thrills™: 'Oceans ahead. Always'. The project needed to communicate the premium nature of Huon as well as increase recognition in both local and global markets. This was achieved by clever visual updates including an alteration to the brandmark, which now features a salmon leaping forward to represent the company's forward motion. Elsewhere, simple icons were introduced to communicate Huon's transparency and approachability, while packaging now includes the brand's 'line of excellence' – a clever visual device that acts as an element of continuous storytelling.

Praise from judges couldn't have been much higher. "A stunning brand visual identity, so well executed and cohesive," one judge noted. Another added, "A true standout of the day, this brand has been so thoughtfully created and brought to life."

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



SILVER

AAM INVESTMENT AND PRINCIPALS

AAM Investment, which provides capital and acts as an owner-operator of agricultural assets, wanted to capture the interest of large institutional investors, as well as high net-worth individuals. From the brand idea 'It's in our blood', Principals devised a powerful story as represented in its 'fingerprint' landmark that represents history and growth. "The identity is down to earth, and I can see it resonating well with the company's audiences," said one judge.

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

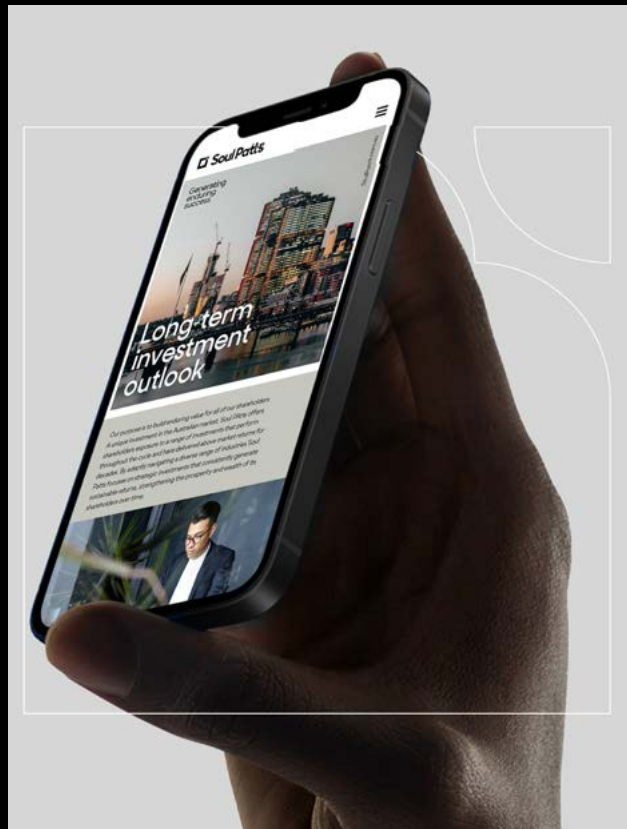


GOLD

MARBLE MONEY AND CREATIK

Australian-based asset management company Remara had an exciting new business offering bridging loans, named Marble Money, but required a bold brand identity to launch it. In addition to ensuring the brand could stretch and grow to accommodate its business development, Creatik Design had to establish a competitive edge. The new identity is underlined by the friendly and approachable sans-serif wordmark, which incorporates flowing, rounded shapes and curves. The graphic device, formed by two 'm' glyphs, allows for greater flexibility, while a vibrant and sophisticated colour palette reinforces the brand's energetic and forward-looking ethos.

The brand was as well embraced by judges as it was by clients and internal stakeholders, with one commenting, "It feels simple and engaging." Another judge added, "The design update feels appropriate to the category."



GOLD

SOULPATTS AND SODALI & CO BRAND AND DESIGN

Formerly Washington H Soul Patterson, SoulPatts had become a truly diversified investment house but needed a rebrand so it was no longer defined by its past. It turned to Sodali & Co Brand and Design to reimagine the brand identity such that it would also no longer be misunderstood. The project saw the introduction of a square icon that speaks to the brand's enduring strength and stability, while the use of a breakout arrow references the idea of unconstrained opportunity.

The revised brand was a hit with investors, who now consider SoulPatts as a reliable and successful investment partner. Judges were also full of praise for the project, with one citing a "strong differentiation from previous visual identity." Another judge added, "A nice brandmark refresh and clever use of iconography to quickly communicate the brand direction."

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



SILVER

PEACHII INSURANCE AND FUTURE PROOF AGENCY

Peachii Insurance exists to protect the lifestyle assets and investment pieces of Gen Z and Millennials. Future Proof Agency was tasked with producing a disruptive brand with deep cut-through, which was achieved by creating an innovative and energetic identity capable of sparking curiosity across all touchpoints. “The visual identity is appropriate for the target audience,” commented one judge.



BRONZE

IFM INVESTORS AND FUTUREBRAND AUSTRALIA

Leading global institutional investment manager IFM Investors hoped for a new brand to match its growing and evolving business needs. Learning that responsible and sustainable investment was part of the brand's DNA, FutureBrand crafted the 'Positively Different' brand idea. This then informed its strong and robust new logo, which was inspired by Australia's natural beauty. “Nicely executed design,” said one judge.

HIGHLY COMMENDED

DORADO AND BEVIN CREATIVE PTY LTD

BEVIN Creative PTY Ltd's reimagining of Dorado Group's visual identity “appropriately” reflected the brand's core values, according to one judge.

BEST VISUAL IDENTITY FROM THE FMCG SECTOR



GOLD

DAMAGED GOODS DISTILLING CO. AND BRANDWELL

Damaged Goods Distilling Co. does things differently in the alcoholic spirits industry, challenging norms with its 'zero waste' products and utilising ingredients that would otherwise be put to waste. It turned to Brandwell to craft an identity that made its primary audience of 25 to 50-year-old women sit up and take notice. Positioning food waste as the hero led Brandwell to the tagline 'Get Unwasted'. This then informed its products' visual identities with abstractly drawn custom illustrations featured on bottles.

It's safe to say judges were highly impressed by the project, with one describing the resulting identity as "incredible". Another judge added, "Nicely built out from the name into a fully fledged identity. It has a great amount of personality and energy, and it feels like this will stand out in the category."

BEST VISUAL IDENTITY FROM THE FMCG SECTOR



SILVER

COLES GROUP AND HULSBOSCH

The most exclusive of Coles' Own Brand range, Coles Finest, needed a brand update to leverage a competitive edge. The supermarket turned to Hulsbosch, which crafted a visual identity that would allow customers to rediscover indulgent eating experiences. Quality was emphasised in the new master brand logo, which now showcases a distinctive signature style. Judges appreciated the work, with one describing the project as an "amazing entry".



BRONZE

COLES SIMPLY AND THE THRILLS™

Turning its attention to the company's entry price products, supermarket Coles teamed up with the Thrills™ to develop an identity for its Simply range. The creative agency crafted honest and light-hearted illustrations in order to add excitement to the sub-brand. The judges agreed it did just that, with one saying: "Great response to the brief. Simple, but strong and bold."

BEST VISUAL IDENTITY FROM THE FMCG SECTOR



BRONZE

NESTLÉ AND THE THRILLS™

Nestlé-owned lolly brand Allen's wanted its identity to be modernised and optimised. Hoping to put a smile on Aussie faces, the thrills™ designed characters inspired by the lollies inside the pack, adding a quirkiness of the brand. Meanwhile, a custom typography was used to add further personality. "There's such a strong, cohesive look across the entire range," said one judge.

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



SILVER

COLES GROUP AND HULSBOSCH

Judges were impressed by the “solid brand evolution” Hulsbosch designed on behalf of Coles Finest, Coles Group’s premium Own Brand range. The project saw the strategic branding and design agency refresh its packaging identity by underlining quality and craftsmanship. Further bolstered by strong brand photography, the redesign resulted in a 20.4% sales growth for Coles Finest.



BRONZE

CLEMENTINE & CASTLEROSE AND FORTIS

Fortis was responsible for branding daytime café Clementine and subterranean supper club Castlerose; two distinct venues within the same location. For Clementine, Fortis incorporated a lighter design with a soft serif typeface and welcoming photography, while Castlerose utilised deep colours and a modern twist on traditional elements to evoke a luxurious feel. One judge described the respective identities as “smart and stylish”.

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



SILVER

WHEN FERTILITY AND UNIVERSAL FAVOURITE

Universal Favourite was brought onboard to conceptualise a brand that strikes a delicate balance between medical credibility and compassionate support on behalf of When Fertility. The design studio balanced emotion with design by embracing real stories, thoughts and feelings. The new **WHEN** wordmark, for instance, exudes clarity and confidence, which one judge praised as “spot-on” for the brand.

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR



GOLD

NEW NORTH INSIGHTS AND CREATIK

Newly formed New North needed a visual identity to reflect the fact it offers hands-on, detailed and close to the action regulatory economics advice. The new identity, crafted by Creatik Design, also needed to compete against the well-established 'Big 4' consulting firms. It was decided the best way to stand out would involve creating a unique New North style of imagery by showcasing the results and end benefits of the work it does. This involved imagery of new horizons that showed the vastness of the sky, while the muted and calm colour palette is also derived from the sky. Creatik Design further utilised a clever 'N' device that incorporated an aspirational arrow.

Judges were enthusiastic about the brand design, with one believing the new identity "trumps its main competitors". Another judge added, "Great use of colours and the 'N' device."



GOLD

SOCIAL SOUP AND THE EDISON AGENCY

Influencer marketing agency Social Soup had been at the forefront of its industry for 16 years. Despite this, it needed an updated identity capable of conveying the brand's authority and sophistication. The Edison Agency therefore had to create a distinct new identity that evolved from a playful, start-up look and feel. Social Soup was reimagined as 'the science behind creativity', leading to a new visual identity derived from the Fibonacci sequence that evokes expertise and oozes mature confidence.

Repositioning the company as more polished and creative led to a happy internal team. Judges were also pleased, with one commenting, "The new creative territory aligned the fun and creativity of the start-up and the new direction of the brand with a more mature and professional lens. A difficult balance to achieve but The Edison Agency did it."

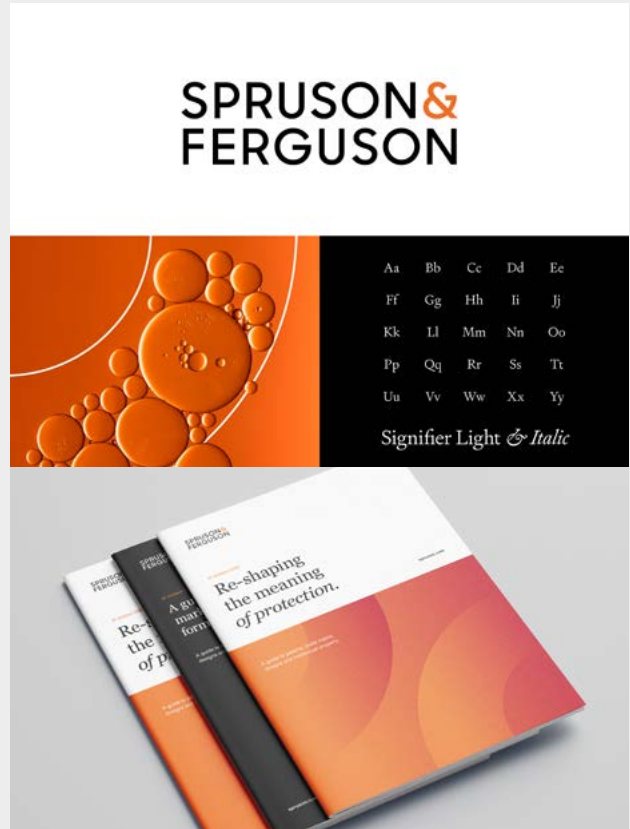
BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR



SILVER

AUSTRALIAN MARKETING INSTITUTE AND HULSBOSCH

Coinciding with the organisation's 90th birthday, the Australian Marketing Institute (AMI) wanted a new identity to reflect a step-change in the institute's approach in advancing the marketing profession. Hulsbosch redesigned the AMI's logo by crafting a diamond shape to evoke brilliance and energy. The result was an increase in membership as well as impressed judges. "Dynamic creative output," noted one judge.



BRONZE

SPRUSONS & FERGUSON AND FOLK

Folk designed "a dynamic visual identity", according to one judge, on behalf of intellectual property service providers Sprusons & Ferguson. Aiming for its brand to be reinvigorated, a striking and dynamic new visual expression was leveraged to differentiate the brand from its competitors. A bold, vibrant and high-contrast palette was brought in as part of a shift away from the previously cold and corporate identity.

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

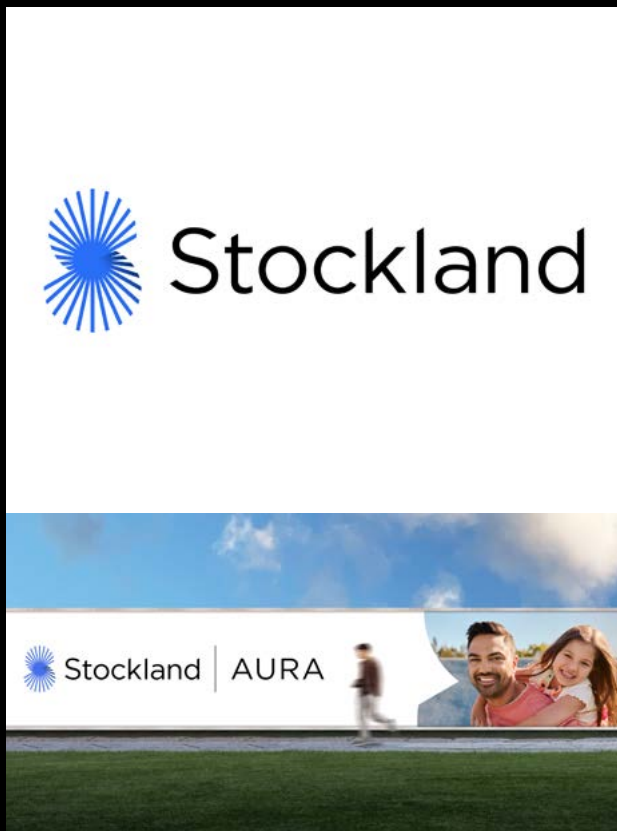


GOLD

MCGRATH AND TOBEN

Following company decline, Australian real estate agency McGrath required a brand redesign in order to reclaim its position as an industry leader. Toben began the project by conducting interviews with stakeholders and analysing the market, which led to the understanding that real estate companies are often perceived as cold, transactional and self-serving. This resulted in a new strapline, 'Guiding you home', which emphasises a determination to establish long-term, client-centric relationships. Now more inspiring than impressive, the visual identity is warm, human and life-inspired, and incorporates a bold new typography and authentic brand photography.

Now with eyes on attaining the number one spot in Australia, McGrath has a brand commensurate with that position. "A beautiful visual identity that has helped to put the heart back into the brand," said one judge.



GOLD

STOCKLAND AND PRINCIPALS

Principals was faced with a tricky task creating a brand design on behalf of Stockland for mixed-use residential, commercial and civic development Cloverton in Melbourne, Victoria. The scale of the project is enormous, and it isn't scheduled to be fully completed until the mid-2040s. Principals therefore had to build a compelling picture of Cloverton in order to create fresh momentum behind the development. The organising idea, 'An inspiring city, in the making', spoke to the project's idealistic vision without short-term overpromising.

By incorporating the needs and aspirations of local people, the project resulted in renewed purpose and enthusiasm internally. Judges were also impressed, with one commenting, "I like the design and use of the Stockland logo. The visual identity also breaks some traditional rules to innovate and create an even stronger visual identity." Other judges described the work as "creative", "playful" and "amazing".

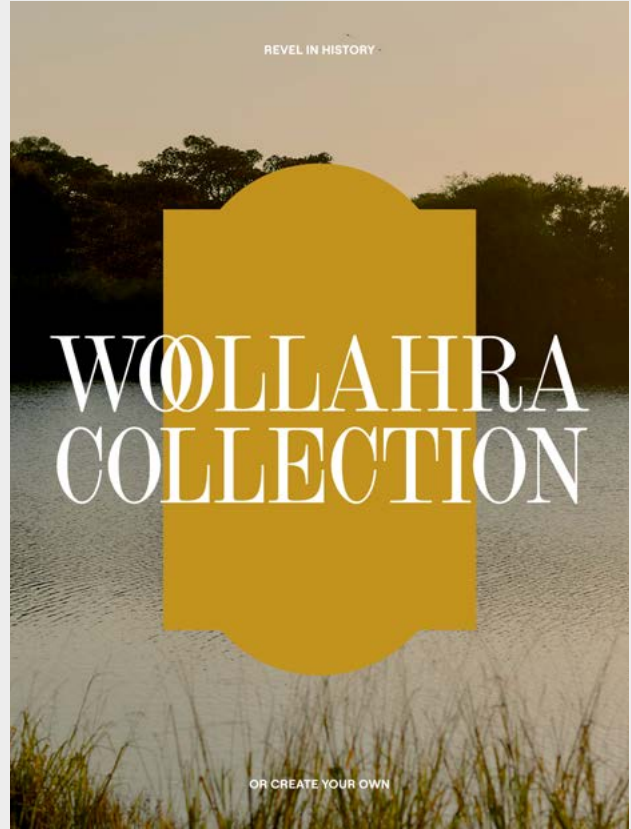
BEST VISUAL IDENTITY FROM THE
PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



SILVER

ATLAS, ROSE BAY AND FORTIS

Fortis needed to craft a compelling brand identity to launch Atlas, an off-the-plan development of 12 luxury residences in Rose Bay, Sydney. The project employed warm colour palettes, generous negative space and flowing typesetting to create a sense of movement and continuity. The result was Atlas becoming the most viewed and lead-generating REA project in Rose Bay. “Unexpected and divine,” praised one judge.



SILVER

**WOOLLAHRA COLLECTION
AND FORTIS**

The Fortis team devised a visual identity that harmonised historical charm with modern luxury for the Woollahra Collection, a development of properties in Sydney's prestigious Woollahra suburb. From the brand idea 'A modern classic', Fortis successfully blended past and present, encapsulating the area's cosmopolitan lifestyle. “A tricky challenge that was well resolved in a tasteful and appropriate manner,” said one judge.

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



BRONZE

INFRABUILD AND CÚPLA

Vertically integrated steel manufacture InfraBuild called on Cúpla to craft a visual identity for its new sustainable steel solution, SENSE Solutions®. Aiming to cement its position as the leader and definer of the category, the project saw the use of a stylised landmark, a fresh and category-challenging colour palette and custom icons. Judges described the new identity as “smart”, “distinctive” and “innovative”.

HIGHLY COMMENDED

VUVALE AND THE EDISON AGENCY

Judges praised the revamped brand identity of Vuvale by The Edison Agency for its “interesting concept and approach.”

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



GOLD

STATE LIBRARY OF WESTERN AUSTRALIA AND BLOCK

The State Library of Western Australia had been overlooked for some time, meaning a rebrand was the perfect opportunity to correct its outdated perception and reflect the reality of what the State Library is today and will be in the future. Opting to move away from nostalgic notions of libraries as soft and quiet places, Block Branding chose a far more engaging strategy: “Where will the State Library take you?” This concept was then expressed through a straight, bold and sharp black line that connects everything. The new design system is therefore highly flexible across all owned media and applications and, crucially, can appeal to everyone.

Aptly underlining the change that the State Library has been going through, the project impressed judges. One commented, “The new identity is clean and will serve its community well.”



GOLD

BSR GROUP – BETTA AND DSR BRANDING

Leading Australian independent retail franchise Betta required a modern brand update in order to leverage a competitive advantage against corporate-owned stores. It turned to DSR Branding, which introduced the tagline 'Making life better', which speaks to how Betta's diverse range of products has the potential to impact all aspects of its customers' lives. This led to the creation of a confident and friendly new custom-crafted wordmark, while its iconic blue and yellow colours were retained to ensure strong regional awareness wasn't lost.

The rebrand resulted in a significant boost to Betta's market presence, impressing judges. "A hard nut to crack," said one judge. "With an iconic brand like Betta that has an evergreen pedigree, this project is tough to judge but it was a great application of the tagline."

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



SILVER

LIQUORLAND AND HULSBOSCH

Rebranding for the first time in three decades, Australian liquor retailer Liquorland called on Hulsbosch, which crafted a big and bold modern logo. The work simplified the name and typography to maximise legibility and attract new customers in a very competitive market. The project resulted in a sales increase of 18%, prompting one judge to describe the work as “brilliant”.



BRONZE

AUGMENTO AND RE:BRAND

With an ambitious growth trajectory, large office products distributor Fresh Office turned to Re:brand for a complete identity overhaul. The revised name, ‘Augmento’, was chosen to convey its businesses expansion, while the updated visual identity expresses the fact it is a modern company and an industry leader. One judge praised the “strong” strategy, while another was fond of the “great typography treatment”.

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



GOLD

INNER WEST FILM FEST AND YONDER CREATIVE

Inner West Film Fest needed a strong identity to compete with Sydney's 15 other prominent film festivals. Yonder Creative sought to create an identity for the fledgling brand that was distinctly 'Inner West'. The creative studio built the visual identity around its new positioning, 'A bit west of the usual film fest', and incorporated visual elements that tap into the origins of the film category. Intense colours were also utilised throughout the identity to pay homage to Inner West's diversity. This was combined with a strong use of black, mirroring old school hand-made film posters.

"A great approach that shows its understanding of the Inner West audience," praised one judge. "It creates cut-through by using a bold and playful design approach," added another.

BEST VISUAL IDENTITY FROM THE
SPORTS AND LEISURE SECTOR



SILVER

INTERNATIONAL CRICKET COUNCIL
AND WITEKITE

The ICC Men's Cricket World Cup India 2023 needed an identity that was representative of the host nation. WiteKite crafted a dynamic branding system inspired by traditional wood block printing that captured Navarasa – the nine emotions of the performing arts. It was the most watched and attended Cricket World Cup in history, and one judge hailed the project as a “truly huge achievement”.



BRONZE

TENNIS AUSTRALIA AND HULSBOSCH

Tennis Australia called on Hulsbosch to improve the image of the sport at a grassroots level, as well as forge a greater connection between tennis fans and the Australian Open. One judge was impressed with the “energetic and playful” new visual identity, as underpinned by the refresh masterbrand. The clever new system allowed for all Tennis brands and products to be unified as ‘one sport’.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



GOLD

KNOWBLE AND DSR BRANDING

DSR Branding was tasked with evolving the identity of Sustainable ICT, a software and infrastructure solutions firm, and reflecting its shift to a product-led, service-backed model. Crafting a new name, 'knowble', did just that, and demonstrates the company's 'no bullshit' approach. The updated visual design also plays on this theme, with iconography inspired by Robin Hood that symbolises precision and truth. Elsewhere, trustworthiness is also conveyed through the use of a navy and electric blue colour palette.

The apt identity was accompanied by excellent results including a massive increase in recruitment numbers and a marked decrease in recruitment expenses. "Brilliant brand," praised one judge. "This is a fantastic example of the power of a strong brand idea born from strategic thinking and brought to life in a considered yet impactful way."

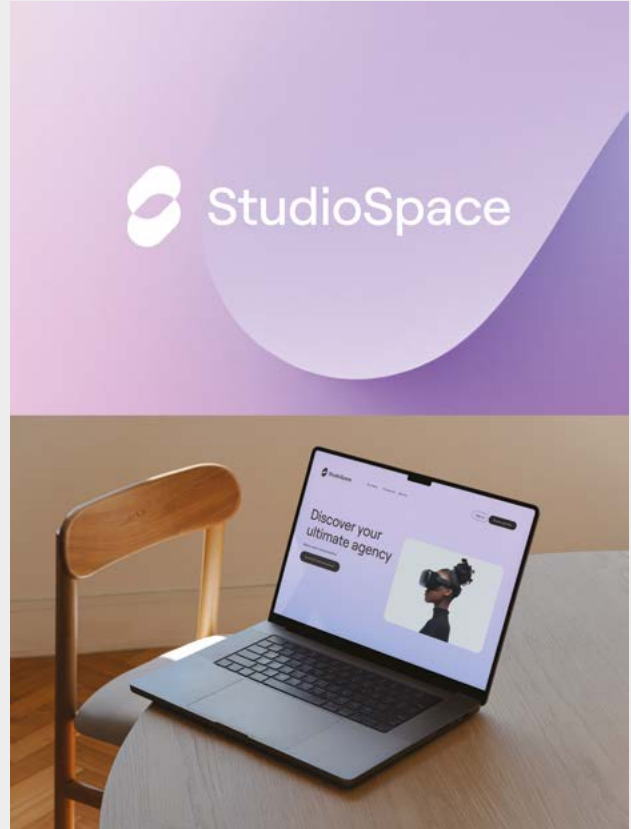
BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



SILVER

NBN AND HOUSTON GROUP

National Broadband Network wanted its visual identity to feel bolder, more aspirational and more purpose-led. Houston Group's remedy for this was to craft a new core graphic device of a single circle that represents the individual and the many, and authentic photography that captures real moments of freedom and positivity. "A strong visual identity system designed for application at scale," said one judge.



BRONZE

STUDIOSPACE AND HOUSTON GROUP

StudioSpace needed a single-minded, clear and compelling proposition to convey its new way of connecting brands and design agencies. The technology platform called on Houston Group, which achieved just that through the incorporation of a sophisticated and seamless brand identity. This was underpinned by a sleek suite of colours that help reflect its revised message. One judge praised the new visual identity as "fresh and clean".

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



GOLD

PORONU I AND PRINCIPALS

Principals was tasked with conveying the Māori heritage of Poronui, a luxury sporting lodge, sustainable farm and forestry station in Taharua Valley, Taupō, throughout its visual identity. With the brand name meaning 'part of something bigger', this gave Principals the opportunity to extend this theme to guests. The nature-inspired brand assets combine hand-drawn textural patterns and illustrations with a rich kōkōwai (red ochre), therefore showing off the brand's commitment to luxury, heritage and sustainability. Meanwhile, the typography was cleverly inspired by heritage carvings in the land's 'Red Hut'.

Judges were highly impressed. "I love the creative execution and colour palette, and the logo mark was crafted beautifully," said one. Another judge added, "Luxury, heritage and sustainability were clearly translated in the visual identity."

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



SILVER

MELBOURNE CONVENTION WITH EXHIBITION TRUST AND THE CONTENDERS

Once opened, the Nyaal Banyul Geelong Convention and Events Centre will symbolise the economic evolution of Geelong, Australia. The Contenders was responsible for crafting a subversive visual identity, which it achieved by featuring a central circle in its design that acts as a window into diverse perspectives. Its landmark, meanwhile, includes an 'eye' representing an inclusive point of view. "Contemporary and engaging," said one judge.



SPECIAL RECOGNITION





WINNER

CHARLIE ROSE – PRINCIPALS

In order to make it at a brand design agency like Principals – an agency that tonight won as many as nine trophies at the Transform Awards across a wide variety of sectors and industries – you need to have something about you. Fortunately, Charlie Rose has everything a world class brand strategist would need, and has completely transformed the agency's Melbourne office into a leading hub of brand excellence.

Entering his second year as a strategy director, Rose pushed himself up a gear, with the fruit of his labours being on full show tonight. His work has the ability to cut through in a practical yet positive manner, and this was demonstrated in his gold-winning work for Visit Victoria. Taking a strategic lead, Rose devised the game-changing 'Enrich Every Moment' brand idea, helping the Australian state's economy to be reignited, leading to record-high tourism expenditure in 2023. This truly phenomenal feat prompted the client to describe Rose's input as "invaluable". Meanwhile, his work for Solstice Energy was also well received by judges, scooping up three trophies. Creating a new purpose for the challenger brand, Rose's evocative work helped break category norms.

But for the judges, it was Rose's personality that shone through the most. "He's credible, confident and a good team player who is an asset to Principals," praised one judge. Another judge added, "You really get a sense of who Charlie is. Great creative case studies that included challenging clients and industries."

FINALISTS

FRANCES GREIG – SUNNYSIDEUP

Frances Greig is a for-purpose branding specialist with a mission: to create work that works, work that lasts and work that has an impact. In her hybrid role as creative director and brand strategist at SunnySideUp, she does just that. Take her excellent Transform Awards-winning work for Sydney Children's Hospital, for instance. Tasked with crafting a new employer brand and employee value proposition, Greig cleverly guided the brand strategy such that it would perform with new sectors and industries outside of the charity space, leading to a massive increase in the number of job views per ad. Judges found Greig to be a credible candidate, citing her impact in the healthcare industry.

LOUISE THOMAS – CREATIK

Creatik Design's strategy director, Louise Thomas, is at her best when helping clients to see the value of branding and how the brand strategy process can motivate, inspire and align an organisation. Clients are full of praise for Thomas, describing her work as "sensational", "outstanding" and "very helpful", while Creatik colleagues respect her as an individual who works wonders. Thomas also impressed Transform judges, with one describing her as "very much somebody going places." Another judge praised her contributions to helping Creatik Design to grow.

CREATIVE DIRECTOR OF THE YEAR



WINNER

DAN CLARK – CREATIK

It's not easy to move abroad and establish yourself as a star in another country's design community, but Britain-born Dan Clark has done just that. Joining Australia-based Creatik Design in 2019, Clark has completely revolutionised the company, transforming it from specialists in presentation design to a brand design agency at the peak of its powers. For context, Creatik had won just two design awards prior to Clark's hiring, a figure that has rocketed to more than 50 following another successful evening at the Transform Awards ANZ 2024.

Take his gold-winning work for Remara's new business offering bridging loans as just one example. Clark crafted a bold brand identity for Marble Money that allowed it to be successfully launched into the world. The warm and welcoming design included a stroke of genius: a graphic device formed by combining two 'm' glyphs that serve as a versatile design element. The level of thought put into this project is typical of Clark, meaning he has distinguished himself as someone capable of creating truly enticing and memorable brands. It's not just clients that appreciate him, however. Creatik colleagues admire his "beautiful craftsmanship" and "knack for unique ideas."

Judges also considered Clark a worthy winner of the 'Creative director of the year' award, mainly due to how he vastly improved the fortunes of his agency. One judge said, "It appears Dan has not only created transformative work for high-profile clients but has also had a transformative impact on the agency itself. His work clearly shows a flare for big ideas, beautifully executed within the confines of larger brand guidelines and restrictions."

FINALISTS

ADAM ERRINGTON – RE:BRAND

For the past 25 years, Adam Errington has been crucial to the success of Re:brand. Now a creative director, the 54-year-old's wealth of experience has helped place his agency among the very best in New Zealand. With a keen understanding of business dynamics and brand value creation, Errington crafts brands that truly meet the client's needs. This is evidenced by his work of transforming the fortunes of engineering consultancy NIKO – a project that scooped up two highly impressive gold awards tonight. Judges were very appreciative of Errington and his "solid and successful design career," as one judge described it.

FRANCES GREIG – SUNNYSIDEUP

Frances Greig's ability to craft enticing brands in a manner that's solutions-orientated leads to perhaps the most positive outcome possible: impact. It's this results-driven attitude that has allowed Greig to distinguish herself in the creative industry while at SunnySideUp, and has meant she can boast a strong roster of happy clients along the way, including SUCCEED Child Feeding Alliance Limited and Sydney Children's Hospitals Foundation. Clients are quick to praise Greig's "work ethic and positive culture", while judges found her to have a "clear focus on driving sector change."



WINNER

NICK MOONEY – HULSBOSCH

It's not often you find a Transform Awards 'Young contender of the year' who is already competent and confident enough to teach and mentor. But Hulsbosch brand designer Nick Mooney does just that as a guest speaker at universities and design colleges. If that wasn't enough, he also co-ordinates and manages his agency's highly regarded internship programme for students and graduates. Mooney is a clear leader and people person with a remarkable inner passion for the creative industry – and indeed the creatives themselves – that allows him to motivate and inspire others.

This uniquely caring behaviour may be traced back to his time at Australian public service broadcaster SBS, where Mooney helped share the stories of real people with diverse backgrounds in his role as in-house brand and motion designer. But it has been at Hulsbosch where he has honed his brand design skills – working with creatives, strategists, account managers, photographers and videographers all at the top of their game. His impressive roster of clients includes the likes of SBS and Tennis Australia – winners at this year's Transform Awards.

Unsurprisingly, Mooney has left a strong impression on the people around him. Hulsbosch creative director Marcel Wijnen described him as "mature beyond his years". Judges also appreciated Mooney as a young contender candidate. One commented, "Nick's entry is really strong, and there's no doubt he has a bright career ahead of him. I like that he's approaching his creative career with purpose and a mission."

FINALIST

ELEANOR DONLEY – THE THRILLS™

Eleanor Donley is a creative through and through. From a young age she demonstrated a passion for creativity that now serves her in her role as junior designer at the thrills™. Fearless and brimming with ideas, Donley's work to date includes creating brand rules for iLLi, a Priceline Pharmacy's range of beauty tools and accessories, where it was her sheer enthusiasm and eye for detail that shone through. One judge described Donley as "a strong, bold, creative with a clear flare for typography", going on to say, "It feels Eleanor is already able to understand what is on trend. She is able to move her work forward into an original space while staying relevant."



GRAND ACCOLADES



BEST OVERALL VISUAL IDENTITY



WINNER

INNER WEST FILM FEST AND YONDER CREATIVE

It's a tough time for film festivals given the enormous success of streaming services, but it's especially tricky to be a new one with 15 competitors in the same city. If Sydney-based Inner West Film Fest was to survive, it would require a compelling brand identity capable of inducing excitement among movie goers.

It therefore called on Yonder Creative to elevate the brand and reflect the world-class calibre of the festival. From the starting point of adopting a new positioning, "A bit west of the usual filmfest", the creative studio then designed a strong wordmark that acts as a modern interpretation of film strip negatives. The overall identity is abundant with colours, reflecting the diverse nature of the Inner West area, while an aptly humorous tone of voice speaks to the brand's connection with the comedic genre of film.

Judges felt the identity was perfect for the fledgling brand and were mightily impressed with how the design so effortlessly harks back to Inner West itself. "Comprehensive design work that provides a strong visual connection to the locality," noted one judge. If the clever visual and verbal identity weren't enough to sway the judges, then the outstanding results must have done the trick. The project not only resulted in a 258% increase in ticket sales but also a mammoth 740% uptick in Facebook followers. "What a terrific entry across the board. I love the typography and the strategic thinking to support such great results," concluded one judge.

inspiring change



kimpton

kimptoncreative.com



WINNER

HUON AND THE THRILLS™

Huon, an Australian salmon producer and industry leader in sustainable aquaculture, had seen enormous success as a business since its founding in 1986. But, the time had come to recognise that its brand failed to live up to the mark, and if the company was to continue its growth – both locally and globally – then it would need to better communicate its business, people and operations to the world.

It therefore called on the Thrills™, which realised that the optimal strategy was to highlight the fact that Huon simply has a better, industry-leading way of doing things. A new brand positioning, 'Oceans ahead. Always', acted as a clear and confident way to tee up the creation of a revised identity, allowing for honest and authentic storytelling. The beautiful, premium visual identity features a revised landmark, which now embodies the company's pursuit of excellence and is represented by a salmon leaping in a forward motion. The addition of the 'line of excellence' – seen throughout the new identity – cleverly flows across the horizon, creating a sense of place and openness of space. Simple but effective icons also help communicate Huon's transparency and approachability.

Judges were stunned by the project, making it a worthy winner of this year's 'Grand prix' trophy. "My favourite entry!" one judge exclaimed. "Its great brand strategy and expression translated into an impactful visual identity." Another judge added, "The new solution is beautiful and really positions Huon as a premium offering. It's also super-cohesive across multiple touchpoints."

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