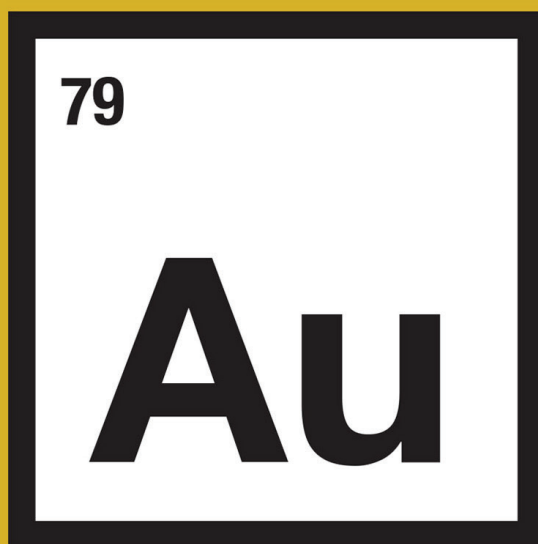


Creating Chemistry
Gold, silver & bronze



Welcome

Tonight we have celebrated excellence in rebranding and brand development. And there was much to celebrate. The standard of work coming out of the Middle East is as good as any from around the world and there is much for which brand practitioners and their agencies and counsel can feel proud.

As a journalist and publisher, I have run dozens of stories focusing on the repositioning of a company brand. It's one of my favourite areas of communications. Every rebrand that I've chronicled has its own narrative. There's a trigger – a new arrival in the competitive landscape, a decline in fortunes or the realisation that a new strategy is needed. Then there's a rite of passage – the journey of the brand. Once the organisation transforms itself, like a butterfly emerging from its chrysalis, there is an outcome. Almost formulaic in style, brand transformations yield themselves to compelling narratives, easily picked up by journalists in trade and mainstream press.

Yet in all the brand transformations I have covered no two stories have been similar, let alone alike. The tales that have captured my imagination have been of hard work, fabulous design and stunning intellectual and creative insight.

This is the framework for the stories that were honoured tonight at the inaugural Transform Awards MENA. Tonight is a chance to celebrate that success. Transform magazine is proud to be a footnote in these brand's stories by providing a platform from which to recognise the excellence of changing narratives

Congratulations to all, highly commended and trophy winners alike.

Andrew Thomas
Publishing editor, Transform magazine

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Meet the judges



Basil Habib Al-Arrayed, head of corporate communications, Telecommunications Regulatory Authority of the Kingdom of Bahrain.

Basil has made a career out of corporate branding and communications by working his way up from photographer to reporter and finally to features editor at the Bahrain Tribune. He then joined the Red House marketing team as a publishing executive. In 2000, Basil joined Bahrain Telecommunications Company (Batelco) as a public relations and marketing specialist, then in 2007, he began working for JWT as an account director. From there, Basil joined the Telecommunications Regulatory Authority of the Kingdom Bahrain as director of communications and consumer affairs and moved on to head the corporate communications and branding teams.



Nada Haddad, independent brand and communications specialist

Nada is a Middle East-based independent brand and communications specialist with 20 years of experience. She has advised blue chip companies and governments on the design and execution of their brand and communications strategies across MENA, working in Arabic, English and French. A specialist in corporate communications, public relations, strategic communications, Nada also has experience in building communications functions and training communicators. As an independent consultant in brand and communications, she serves clients in the aviation, luxury retail, IT, tourism, architecture, development sectors, design and real estate and. In addition, Nada is a board member of IABC's Europe and MENA chapter.



Patrick Lloyd-Bradley, brand & marketing communications director, averda International

Patrick is the brand & marketing communications director for averda International, working from the London and Dubai offices. Having joined averda in 2008, Patrick was the driving force behind the transformation of the company's vision and business objectives into a coherent brand strategy. Patrick rejoined averda in late 2013. During the interval, Patrick consulted on a number of brand projects. In mid-2012 he moved to Oman, where he took up the role of head of brand & marketing communications with Bank Dhofar to oversee the bank's rebrand. Patrick's experience in brand management is extensive, working with brands such as Qatar Telecom. Prior to this, he was the founder of BRAND iD International with clients across Europe, the Middle East and Asia.



Stephen McCallion, global head of marketing communications, TAQA (Abu Dhabi National Energy Company PJSC)

Stephen is Irish and studied management science in Scotland and in the United States before embarking on a career in marketing, corporate brand management and communications. Stephen has previously worked in the UK, Ireland, Australia, Switzerland and the Netherlands. Before joining TAQA, Stephen worked for Shell in global roles in corporate brand strategy and corporate communications.



Penelope Georgakis, head of brand management and communications, Swarovski Middle East

As head of brand management and communications for Swarovski Middle East, Penelope has played an instrumental role in the adoption of the Swarovski brand in the MENA region. Through branding and communications initiatives led in partnership with key players such as Henkel, Harvey Nichols Riyadh, Harper's Bazaar Arabia, Saks Dubai, Boutique 1, Cavalli Club and even rock band Duran Duran, Penelope has contributed to the success of this global luxury brand. With over seven years of branding and communications experience, Penelope drives the emancipation of global brands like Swarovski through innovative thinking and avant-garde activations.



Syed Abdul Karim Tanveer, director of brand experience, Mobily

Syed Abdul Karim Tanveer has been working in the advertising and branding industry for over 14 years with experience spanning multiple markets, particularly throughout the Middle East and south Asia. Syed has worked across disciplines including branding, activation, digital, retail and experiential and across multiple sectors – telecoms, beverages, snacks, foods, household, automotive and more. His career journey began with Ogilvy in Pakistan from 2000 and continued with DDB in the Middle East through 2013. Today, he is working as the director of brand experience for Mobily – a leading telecommunications company in Saudi Arabia. Besides building brands, he is an avid thought leader and a trainer focused on branding and the changing world of communications.



Mike Curtis, group CEO, StartJG

Inspired by a Muller-Brockman book at 18, Mike made the switch from civil engineering to graphic design. He has never looked back, leading the growth from start-up to international agency as group CEO of StartJG. Mike conceived of Start in 1995 with Darren Whittingham to target brand design for the internet, and extend the combined expertise they had accumulated to that point. Later, they added retail design expertise into the agency services to better meet the needs of clients. Mike has been involved in leading client work streams across Europe, Asia, Middle East and the US and has gained considerable experience in working with brands around the world.



Randa Modad, independent brand consultant

Randa is an independent brand consultant with over 15 years of advertising and branding experience. She has contributed to the development of the brand strategy and visual identity of some of the biggest names in the region such as Solidere, Omran, TATA Docomo, Fakhri IVF and others. Her main strength is in her ability to decode the customer's mindset and simplify communication, ensuring delivery of a brand that resonates with its stakeholders. Randa has worked in different industry sectors from FMCG products and telecoms to life and science, and has recently found her passion in medical brand consultancy.

**Zak McKinven, managing director, Brash Brands**

Zak is a hands on and personable individual who gets the best out of people. He is a team player with a drive for top-level strategic and creative ideas that break barriers, enabling brands to stand out. As a chartered marketer with 19 years' experience through world leading integrated agencies, he is a communications specialist across a variety of sectors. He intrinsically understands the increasingly fragmented world of communications (online and offline) and ensures consistency through creativity and finding the big idea – substantiated by winning industry awards. Zak has directed and overseen agency relationships with many leading brands and strives to ensure client satisfaction and efficiency levels, maximizing return on investment.

**Matthew Ranson, brand consultant, RANSON**

Over 20 years of real-world business experience, and countless hours spent launching, developing and refining brands around the world have enabled Matthew to build a solid reputation as a thought leader and transformational brand strategist. His real-life branding experience and practical, hands-on management style have allowed him to connect with individuals at an intimate, intense and personal level. Matthew has earned an excellent record of initiating and leading turnaround brand strategies in complex business environments, working with Fortune Global 500, global brands and listed companies, through to start-ups and non-profit organisations.

**Ammar Elkurdi, brand manager, Volvo Cars**

Ammar is a management professional with 17 plus years of experience in leveraging business growth through strategic sales and marketing. He is also responsible for business development initiatives. With a technical engineering background, he has enjoyed his work experience throughout his career. A highlight for him as been working with different cultures from all over the world. He also loves the combination of challenges his job offers him. Ammar also enjoys graphic, web design and programming.

**Flavia Barbat, editor-in-chief, Branding Magazine**

Flavia is the editor-in-chief of Branding Magazine, an independent, digital brand journal offering the latest updates, case studies and insights from branding leaders around the world. She is also the co-founder of Kliche Killers, which stands as an international creative hub for technological development, brand strategy and marketing execution. Her experience includes copywriting, editing, content management, creative strategy, marketing and public relations within the fields of media, technology, and entertainment.

**Lewis Naim, head of marketing & brand management, Dubai Airports**

Lewis joined Dubai Airports in 2009 as the head of marketing & brand management. He is responsible for formulating and developing integrated marketing branding and communication strategies in line with corporate objectives, individual business units and the brands within the Dubai Airports portfolio. Lewis also drives the development and management of brand development and strategy for corporate events. With a strong background in marketing and over 20 years of experience in advertising in the Middle East, Lewis has worked for some of the biggest and most respected agencies in the GCC. Fluent in three languages – English, Arabic and French – Lewis also holds a BA in business marketing.

**Bruno Maag, owner, Dalton Maag**

Bruno began his typographic career with an apprenticeship as a typesetter at the Tages-Anzeiger, Switzerland's largest daily newspaper. His education in typography and visual communications at the Basel School of Design, Switzerland allowed Bruno to expand his skills in design and identity development. After graduating, Bruno emigrated to England to work at Monotype. After 18 months Bruno was transferred to Monotype's Chicago office where he continued to work with clients to create brand specific fonts. He established Dalton Maag after returning to the UK. Since 1991 he has steadily built the company and its client base to become one of the world's leading typographic studios.

**Mahmoud El-Gazzar, brand marketing manager, Samsung Mobiles, Tablets and Accessories**

Mahmoud has 13 plus years of experience in marketing and seven plus years in leadership roles. He has proven success in developing marketing campaigns, strategies, solutions and generating growth momentum. He is a skilled negotiator and strategist and has a talent for forging strong relationship with high-level personnel. Principal sectors of experience include: business services, FMCG, durable products, mining and metal, medical and industrial gases, automotive, mobile, and telecommunications. Mahmoud believes that each brand has its own meaningful story.

Who won what

Content

Best use of a visual property

Gold - Seef Mall and Unisono

Silver - Al Alan TV and Turquoise Branding

Bronze - dnata and Brash Brands

Bronze - King Abdullah Economic City and Turquoise Branding

Highly commended - Commercial Bank of Qatar and Industry

Process

Best external stakeholder relations during a rebrand

Gold - Abu Dhabi Commercial Bank and StartJG

Best implementation of a rebrand

Gold - Gama Aviation and Brash Brands

Silver - Abu Dhabi Airports and Face to Face

Bronze - Emirates Islamic and Endpoint

Best internal communication during a rebrand

Gold - Dubai Airports and StartJG

Gold - EQUATE Petrochemical Company and Fresh Insight Associates

Silver - dnata and Brash Brands

Bronze - Milaha and Bellwether

Highly commended - Cluttons and Industry

Strategy

Best creative strategy

Gold - Milaha and Bellwether

Silver - Al Nahdi Medical Company and Landor Associates

Bronze - Gürallar Artcraft (Turkey) and Landor Associates

Bronze - Qatar Museums Authority and Landor Associates

Highly commended - Cluttons and Industry

Highly commended - dnata and Brash Brands

Best brand evolution

Gold - du

Silver - Mey İçki (Turkey) and Landor Associates

Silver - Toyota (Al-Futtaim Motors) and Bellwether

Bronze - Commercial Bank of Qatar and Industry

Best strategic/creative development of a new brand

Gold - Mubadala Petroleum and Omnia

Silver - ARN and Brash Brands

Bronze - Abu Dhabi Technology Development Committee and Brand Union

Bronze - The Supreme Council of Health and Agency222

Highly commended - Al Mutawakel and Omnia

Highly commended - Fundo Soberano de Angola and Grayling

Type

Best rebrand to reflect changed mission/values/positioning

Gold - Intel and Red Peak

Silver - Abu Dhabi Commercial Bank and StartJG

Bronze - Commercial Bank of Qatar and Industry

Highly commended - Doha Film Institute

Highly commended - Pace and Garden

Best brand consolidation

Gold - Toyota (Al-Futtaim Motors) and Bellwether

Silver - Albatha and Bellwether

Bronze - dnata and Brash Brands

Best rebrand of a digital property

Gold - .Xplored for GardaWorld and Bladonmore (Middle East)

Sector

Best visual identity from a charity/NGO/NFP

Gold - Doha Film Institute

Best visual identity from the technology, media & telecommunications sector

Gold - MixFM and Turquoise Branding

Best visual identity from the financial services sector

Gold - Emirates RE and Omnia

Gold - alizz islamic bank, Oman and OHI Leo Burnett, Oman

Silver - Arab Link and Unisono

Bronze - Commercial Bank of Qatar and Industry

Best visual identity from the industrial and basic materials sector

Gold - Milaha and Bellwether

Best visual identity from the property sector

Gold - Mubadala and Brash Brands

Silver - Amlak and Unisono

Bronze - Cluttons and Industry

Bronze - Dilmunia and Unisono

Highly commended - Al Wa'ab City and Unisono

Highly commended - Blackstone and Brash Brands

Best visual identity from the retail sector

Gold - 1915 by Seddiqi and Brash Brands

Silver - The Galleria and Brash Brands

Best overall visual identity

Milaha and Bellwether

Grand Prix

du

HERE'S TO TRANSFORM



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Content

Best use of a visual property

Gold - Seef Mall and Unisono

Silver - Al Alan TV and Turquoise Branding

Bronze - dnata and Brash Brands

Bronze - King Abdullah Economic City and Turquoise Branding

Highly commended - Commercial Bank of Qatar and Industry

Bahrain's first and oldest shopping centre, Seef Mall, needed to outpace its expanding field of competitors. Working with Unisono, the challenge was to unify Seef Mall's two shopping complexes and create a marketing strategy to change the perception that the mall was outdated.

Unisono's strategy was to promote the mall as a place of "Excitement and wonder." Through market research, Unisono devised a plan to target the family segment, setting it apart from its competition.

A new graphic language featuring looping icons and a simple brand mark were created to unify Seef's two shopping malls. The looping is used to represent the closeness of family, ideal for the new target audience. Unisono also created a brightly coloured icon system for wayfinding throughout the mall which mirrored the overall visual identity.

The weekend of the brand launch saw footfall rise by 20%. The new brand is now being implemented across Seef Mall's existing centres and into the newest outpost which is still under construction.

A Transform judge says, "This is a refreshing use of visual property, one that understands the target audience and its needs. [It's] good to see that a mall is brave enough to get away from the usual corporate look and feel with out losing the professional feel."



Process

Best external stakeholder relations during a rebrand

Gold - Abu Dhabi Commercial Bank and Start JG

Abu Dhabi Commercial Bank's (ADBC) rebrand by Start JG began in February 2013. ADBC had built its offer around outstanding customer service, thus its rebrand centred on a new consultative approach that would echo this attention to service

The new strategy would turn that vision into reality. Start JG also redesigned ADBC's branches to project a more open and welcoming experience. The rebrand centred around improving the external stakeholder's experiences within ADBC.

New communications plans and marketing strategies were devised to reach out to ADBC's diverse audience by introducing a new tone of voice that used friendly and simplified terminology.

To make banking easier for its customers, ADBC side-lined the wall of self-service machines that had previously been at the entrance of branches and emphasised the bank's staff. The branches' new layouts improve accessibility and flow throughout the bank.

The refreshed ADBC branches were introduced in November 2013 and have been well received with the focus on external stakeholders also positively impacting the internal audience. Executive vice president and head of consumer banking, Arup Mukhopadhyay, says, "With StartJG's help, we were able to recast our core values into an innovative and refreshing customer experience."



Best implementation of a rebrand

Gold - Gama Aviation and Brash Brands

Silver - Abu Dhabi Airports and Face to Face

Bronze - Emirates Islamic and Endpoint

Gama Aviation is a globally recognised brand with a presence in China, the U.S., Europe and the Middle East. As it is neither a larger jet company nor a smaller independent operator, Gama Aviation is often hamstrung by its positioning in the market.

Working with Brash Brands, the challenge was to set a new vision for Gama Aviation as a combined, global aviation services company. As an aviation company, its liveried presence was an ideal way with which to portray its brand. Working across many brand assets, however, the challenge lay in the implementation.

The main objective was to earn trust in three sectors of aviation: air charter, aircraft management and engineering. Brash Brands used a challenger strategy to redesign Gama Aviation's visual identity and communication services to align those services behind unified brand values that would improve the perception of the company, internally and externally.

The rebrand involved a reworking of the company's brand assets. The new wordmark is minimalist in style and colour, using a steel grey typeface with a splash of red. The new rebrand was applied to Gama's planes, vehicles, uniforms and advertising. The implementation of the visual identity also extended to the company's signage in its offices and in airports, allowing for more effective wayfinding.

The rebranded Gama Aviation launched successfully in August 2013. One Transform judge says, "The creative delivered on the WOW factor repositioning the brand as a leading player."



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Best internal communication during a rebrand

Dubai Airports' ambition is to become the world's hub. With the company's rapid growth and expansion, a new identity was needed to continue Dubai Airports forward motion. The eventual rebrand focused on the company's quality and high standards.

Working with StartJG, the rebrand had included a refreshed visual identity and a new brand strategy. What was needed was an internal campaign to ensure employees were completely engaged with the brand values.

Two publications were created for managers and employees in over 50 countries to express the aims of the rebrand and the business' expectations of and objectives for employees.

The rebrand has also been designed to improve work-life for employees, revamping the work environment and focusing on internal communication. In 2014, offices were redesigned to become more open and a new learning and development centre was opened to inspire and communicate with employees. Compared to previous learning facilities, the new, upgraded area for employees was dramatic and impressive; the centre acted as a clear demonstration of the importance placed on their personal growth.

Jill Nealon, senior vice president of HR for Dubai Airports says, "StartJG has really picked up on the things that matter to our employees. The creativity is light years on from where we used to be."

One Transform judge says, "The visual implementation is beautifully executed and instils a sense of value to the internal audience."

Gold - Dubai Airports and StartJG
Gold - EQUATE Petrochemical Company and
Fresh Insight Associates
Silver - dnata and Brash Brands
Bronze - Milaha and Bellwether
Highly commended - Cluttons and Industry



Best internal communication during a rebrand

EQUATE Petrochemical Company is the operator of a Kuwait-based manufacturing organisation employing over 1,500 across a number of Kuwaiti and international sites.

Having already released a new brand message, "Partners in Success," EQUATE went to Fresh Insight with the challenge of building employee awareness of and engagement with its new core brand message and the behaviours that it had identified across the company.

Fresh Insight developed a communications programme, "EQUATE Qualities," that highlighted 10 employees who embodied the "Partners in Success" message. Fresh Insight launched an internal campaign to have employees nominate their peers to be recognised by the company and to garner their opinions on the new internal comms programme. This strategy engaged the employees and made them feel part of the campaign.

With past employee programmes only reaching 60% participation, the Fresh Insight qualities campaign achieved over 70% employee participation, with 72% of those willing to take part in future programmes. Out of the 140 comments made, 90% were positive from senior to junior staff.

One Transform judge says, "The diversity of the potential nominees requires a communications concept that is broad and inclusive. I like how all the incentives are based on experience, designed to make them an even better partner."



Strategy

Best creative strategy

Milaha (formerly Qatar Navigation) began its rebrand in 2012 with Bellwether who devised a strategy to enable the company expansion globally. The strategy was designed to not only synchronise Milaha's extensive brand divisions but to introduce a more customer-centric outlook.

The vision was to become globally recognised in the shipping and maritime sector, where internal and external research had found the company to be "Expensive, slow-moving and [have] no service culture." Bellwether sought to align all aspects of the company in order for Milaha to create greater synergies, build stronger relationships with its clients and unlock greater revenue through more synchronised supply chain solutions and provide its clients with more complete logistics solutions.

Bellwether's regional mapping of Milaha created a starting point for developing the experience offered to customers with a "What we have and what we do" philosophy.

By unifying the brand visually and setting guidelines to create a 'Milaha way,' the brand was able to synchronise business across all division in order to better communicate with its stakeholders.

A Transform judge says Bellwether's strategy for Milaha was an "Excellent and ideal piece of work [with] very strategic execution, which required a bit [of] time to accomplish its goals."

Gold - Milaha and Bellwether

Silver - Al Nahdi Medical Company and Landor Associates

Bronze - Gürallar Artcraft (Turkey) and Landor Associates

Bronze - Qatar Museums Authority and Landor Associates

Highly commended - Cluttons and Industry

Highly commended - dnata and Brash Brands



Best brand evolution

Launched in 2006, du has grown from being a simple telecommunications company to the leading provider to the UAE in telephone and mobile, broadband and IPTV services, including music festivals and sport sponsorship. With the added divisions and platforms to the brand, du recognised the need to evolve and unify its brand identity to maintain growth.

Over the last six years, du's main challenge has been to develop its brand internationally to appeal to the vast range of nationalities within the UAE. As the company has evolved, a new and simpler brand identity was created to strengthen and unify the growing divisions of du.

Visually, this meant introducing a consistent colour scheme and wordmark across all customer communications, including bills, forms and stationery to eliminate brand confusion. This also extended to retail spaces, where a unified design aesthetic across workplaces, stores, exhibitions and events simplified customer experience.

Explicit brand guidelines have improved the ways in which employees and business leaders both relate to the brand internally and communicate with customers.

From the start of the brand development programme in 2009 to 2013, du's financial value grew more than any other telecoms company in the UAE, tripling in value from 2009 to \$892m.

Gold - du

Silver - Mey İçki (Turkey) and Landor Associates

Silver - Toyota (Al-Futtaim Motors) and Bellwether

Bronze - Commercial Bank of Qatar and Industry



A black and white dog, possibly a pointer mix, stands on a green lawn. It has two yellow tennis balls balanced in its mouth. The dog is looking upwards and to the right. In the background, there is a white house and a blue sky with clouds.

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Best strategic/creative development of a new brand

Mubadala Oil and Gas collaborated with Omnia to rebrand and create a visual identity for Mubadala Petroleum as a stand-alone international oil and gas brand.

By focusing on partnership as the core brand value, Omnia designed the Mubadala Petroleum logo to symbolise the drilling rig, reflecting the partnership between oil and gas extraction. The key to the brand strategy was creating a design and identity that would display Mubadala Petroleum strong partnerships and upstream capabilities.

By introducing new brand values to the internal audience, the company sought to improve its staff's standard and performance. Through the values of "Collaborative, confident, agile and decisive," the company has seen its employees support the rebrand and begin to deliver bespoke brand collateral.

The new brand, which features a modern wordmark and a simple, beautifully designed website, has been well received by Mubadala's customers and stakeholders. The company will be using the rebrand as the jumping off point for a potential global expansion.

One Transform Judge says Mubadala Petroleum was, "A very meaningful brand with excellent execution programs that focused to deliver the essence of such brand in such industry."

Gold - Mubadala Petroleum and Omnia

Silver - ARN and Brash Brands

Bronze - Abu Dhabi Technology Development Committee and Brand Union

Bronze – The Supreme Council of Health and Agency222

Highly commended - Al Mutawakelah and Omnia

Highly commended - Fundo Soberano de Angola and Grayling



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Type

Best rebrand to reflect changed mission/values/ positioning

The average person spends nine hours a day in front of a screen Red Peak Branding and Intel have designed a proprietary, global font to be used across all communications to enhance Intel's digital experience. Intel Clear is exclusive to Intel and will be the company's official typeface from April 2014.

The use of multiple fonts across its worldwide communications resulted in a loss of brand recognition and caused complexities with regards to licensing fees and monitoring usage agreements. As Intel has many brand communications – from billboards to mobile phones – a new font would have to transfer across the sizes and translate globally.

Red Peak partnered with leading-edge font design firm, Dalton Maag, to see the project through from its initial design stages to implementation.

The design of Intel Clear is taken from the Intel logo and engineered to not only provide optimal communication in digital, but also to outperform other fonts across the globe. The aesthetic of Intel Clear is inspired by details of the Intel logo while still remaining true to traditional font design standards.

By unifying the company's font globally, Intel has not only been able to consolidate its expression around the globe but also gain management of this brand element.

Gold - Intel and Red Peak

Silver - Abu Dhabi Commercial Bank and StartJG

Bronze - Commercial Bank of Qatar and Industry

Highly commended - Doha Film Institute

Highly commended - Pace and Garden



Best brand consolidation

Known for its dependability and reliability, Toyota is the UAE's leading car brand. Al-Futtaim Motors has been Toyota's brand custodian in the UAE for 50 years. In 2012, when a brand equity research study showed preference for Toyota was declining in favour of other Asian competitors, Al-Futtaim approached Bellwether to consider a rebrand.

In conjunction with the RAV4 launch in January 2013, Bellwether's aim was to improve Toyota's relevance by creating a strategy to visually integrate the Toyota brand across all of Al-Futtaim's dealerships.

By enhancing the visual and verbal identity, brand unity has been achieved through a consistent tone of voice and a custom Arabic wordmark. Incorporated into this brand portfolio were key values such as innovation, design and fun. Brand guidelines were introduced to align marketing communications and product launches to the spirit of the rebrand.

These strategies have had a successful impact on audiences as Toyota has jumped from 41% to 43% market growth against competitors.

One Transform judge says, "Bellwether has done a fantastic job at presenting what a rebrand should look like. Not only are the challenging targets achieved, but the rebrand also showcases an extraordinarily, well-founded strategy."

Gold - Toyota (Al-Futtaim Motors) and Bellwether

Silver - Albatha and Bellwether

Bronze - dnata and Brash Brands

VISUAL SYSTEM BASIC ELEMENTS



GardaWorld International Protective Services (GW IPS) provides risk mitigation services to a range of clients from the defence, diplomatic, development, oil and gas and infrastructure sectors. GardaWorld worked with Bladonmore on a global rebrand, of which its IPS arm was a part. The IPS employee and client portal, .Xplored, was a focus of the rebrand in the Middle East.

.Xplored provides bespoke global threat monitoring and reporting to help its employees, partners and customers identify risks of conflict and unrest in the regions in which they operate.

One of the challenges facing Bladonmore was to align the .Xplored site with the rest of the GardaWorld brand. It also had to rebuild the website in order to make it simplify ease of use and update from a PDF-based interface.

The website rebuild also incorporated new features to ease usage, such as improving the search and filtering tools, a simplified layout for critical information to be better displayed and subscription management for users to tailor how and when they receive .Xplored updates.

Through the new site, GW IPS can now monitor how many users it has and what content is being viewed. Over the past 12 months there has been a 20% increase in subscriptions to .Xplored updates and over a typical 30 day period, 98,500 emails are delivered to users.



Over the last 7 years, we've built a billion-dollar brand with the help of our people and our partners.

So take a bow Action Impact, Al Sayegh Media, Bellwether, Bell Pottinger, Brand Finance, Capital MS&L, Cheil, Cleartag, Fitch, Hug, JWT, JiWin, Keyade, Landor, Leo Burnett, Leocomm, Lippincott, Millward-Brown, Nielsen, OMD, Omnia, Prototype, Starcom, TBWA/Integer and Turquoise for being part of our journey, especially now.



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Best visual identity from a charity/NGO/NFP

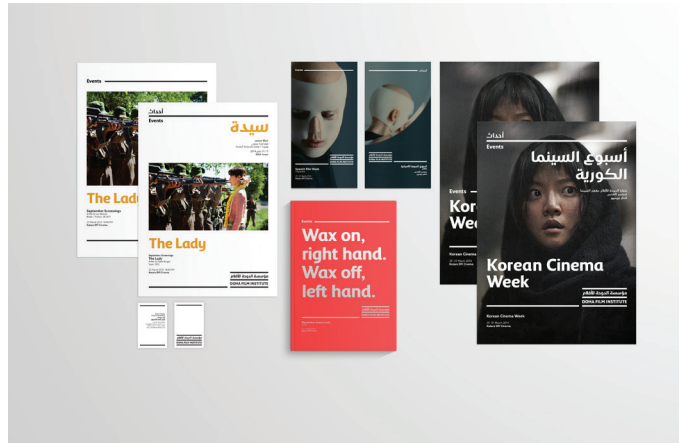
Gold - Doha Film Institute

The Doha Film Institute's rebrand incited a shift from the previous, Western-style identity to incorporate the personality and heritage of Qatar and the Middle East. The institute also redefined its brand strategy to reflect the changes and refine its festival platform and target audience. The objective was to position the organisation as an authentic Arab institution built on local traditions and aesthetics with its own distinctive voice.

The new typeface and visual identity were created alongside international branding agency Saffron, Dutch typeface designer Fred Smeijers and Arabic typeface designer Lara Assouad-Khoury. The typeface, Fresco DFI, was crafted in both English and Arabic alphabets so that it is both bilingual and balanced without relying on western style tropes.

A brand narrative was created to reflect the institute's role as a platform that provides the tools and support for people from Qatar to tell stories in independent cinema or through international filmmaking.

The new strategy is helping the institute communicate what it is, what it does and demonstrate its cultural relationship to its home nation. The clear strategy, vision and brand communicates the institute's desire to develop local and international film culture and build a film industry close to home while establishing a cultural platform for the voices of the Arab world.



Best visual identity from the technology, media & telecommunications sector

Gold - MixFM and Turquoise Branding

Turquoise Branding was asked to create and define a new radio show by Creative Edge International in Saudi Arabia. MixFM was designed to attract and retain influential youth audiences.

The challenge was to introduce a new station that engages with Saudi Arabia's modern youth audience youth while promoting the already-strong Saudi Arabian entertainment market.

Driven by the concept "It's All in the Mix," the broadcast was named MixFM to highlight the inclusivity of the new broadcaster as well as the mixture of music, competitions and lively personalities.

Turquoise Branding's strategy was to reflect the modern lifestyle of Saudi youth culture by engaging with new media and online entertainment. The wordmark is bold and brightly coloured and reflects the youthful nature of the audience and the liveliness of the brand.

MixFM's new website allows listeners to tune in live, catch up on missed shows and interact with the studios. An app was developed through which podcasts can be downloaded, allowing for all-around mobile access to MixFM's content.

Mix FM was a hit with target audiences throughout Saudi Arabia. The station has achieved a large and loyal fan base of over 150,000 fans across Facebook and Twitter. It is now preparing to launch in the United Arab Emirates.





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Best visual identity from the financial services sector

Gold - Emirates RE and Omnia

Gold - alizz islamic bank, Oman and OHI Leo Burnett, Oman

Silver - Arab Link and Unisono

Bronze - Commercial Bank of Qatar and Industry

Emirates RE, formerly Al Fager RE and part of the Takaful Reinsurance group, rebranded in order to further expand its brand and enhance its reputation in the UAE.

Working with Omnia, the challenge was to develop Emirates RE as the confident and modern industry benchmark in design and brand strategy. Omnia focused on Emirates' three themes of "Mirroring success, placing the correct tools in place and teamwork."

The visual identity was redesigned to incorporate these three themes in order to reflect the brand's global outlook. Within the company, a Shariah approach was introduced for clients and stakeholders to promote the bank's service excellence. From a client perspective, the rebrand successfully epitomised the essence of how the business must speak visually and strategically.

The logo is comprised of four triangular elements that radiate outwards to illustrate the bank's global-minded plans for future growth. The remaining inward facing, conjoined elements represent the idea of local successes being mirrored globally.

A Transform judge says, "A good challenge and solid renaming has set up a confident new reinsurance brand. As a B2B brand the work is well targeted and nicely resolved from a design perspective...there is clear intent and the brand solution has been created with genuine purpose."



Best visual identity from the financial services sector

To reach a global market, alizz islamic bank, Oman turned to OHI Leo Barnett to devise a strategy that would offer a portfolio of products and services with strict compliance to Islamic banking laws.

The origins of alizz were rooted in Shariah practices so the new strategy was to develop a brand architecture that would capture the promise of the organisation in catering to an unmet emotional need and offering functional everyday banking solutions.

OHI decided to avoid reliance on religious sentiment and instead pursue a route that allowed it to emphasise the importance of Islamic banking while providing a leading edge of conventional banking.

The logo was inspired by a traditional pattern that radiates outwards, depicting the bank's influence and commitment to the larger community. This visual identity was incorporated into marketing and communications as well as retail design to unify all of the bank's brand assets.

A brand narrative, in Arabic and English, was used to promote a perspective of the bank's visions on a global scale. Internal communications, such as newsletters, were provided to increase employee engagement.

Within the first week of the launch, the return on investment in the pipeline of individual assets was 1.2m and for business was 2.6m. Over 140 accounts were opened in five days. Out of the 450 walk-ins, 80% were interested in the facilities offered.



Best visual identity from the industrial and basic materials sector

Gold - Milaha and Bellwether

Qatar Navigation's visual rebrand into Milaha was created to refocus the business on delivering greater value for all.

Research into Milaha's market position found that its use of a brand system comprised of various sub-brands was confusing and should be addressed. Bellwether thus created a visual identity to engage the business, its management, employees and customers around a new emphasis on service and integrated solutions.

Rebranding the company as Milaha eliminated the confusing structure of sub-brands and different business divisions. In synchronising all business assets under a single brand, Bellwether also introduced a new visual identity system for use across the company.

The new wordmark resembles a shoal of fish that represents the company moving together as one. This reflects Milaha's internal restructuring and new positioning. The brand marque remains the same within divisions, completing Milaha's synchronisation of the brand.

The purple branding has also been applied to Milaha's full vehicle livery, including its cars, lorries and ships, even extending to staff uniforms and stationery. These changes have allowed Milaha to focus on its customers and service proposition, without the disadvantage of brand confusion.



Best visual identity from the property sector

Gold - Mubadala and Brash Brands

Silver - Amlak and Unisono

Bronze - Cluttons and Industry

Bronze - Dilmunia and Unisono

Highly commended - Al Wa'ab City and Unisono

Highly commended - Blackstone and Brash Brands

Mubadala Real Estate Investments invited Brash Brands to develop a new brand for Al Maryah, Abu Dhabi's new commercial building district. The area will be responsible for over 7% of the emirate's GDP within the next 20 years.

Using a strategy dubbed SPAR – sales, people, asset, reputation – Brash Brands was able to build Mubadala's reputation by positioning the Al Maryah Island – where construction will take place – as fundamental to United Arab Emirate, capital. It called the island the UAE's future Manhattan and introduced key drivers to garner web traffic and investment during the first phase of development. Brash Brands also sought to project a salient purpose for the central business district as a core part of Abu Dhabi itself.

The Mubadala wordmark was created from the letter M, representing the connectivity, fluidity, structure and unity that the Al Maryah Island would bring to the business district. The new brand was launched in January 2014. Since that time, awareness of the Al Maryah Island development project has increased by 22%.

A Transform judge says, "This was well executed and the rebrand definitely marks the desired concepts behind the brand. It is also integrated nicely into all of the materials and showcases the future potential of the brand. Well done."



Best visual identity from the retail sector

Ahmed Seddiqui & Sons asked Brash Brands to help create a new fashion retail brand targeting a wide-ranging demographic centred on quality accessories and timepieces. As a solely high-end luxury watch dealer, Seddiqui's new range had to resonate on an emotional level with customers to reflect that positioning while also remain accessible and affordable.

Brash conducted market research and reviewed competitors to pinpoint an opening in the market so that Seddiqui's positioning could be differentiated from the rest of the sector.

A new brand space was introduced, taking on the name 1915 Seddiqui to honour the birth of the company's founder and to prepare for the next generation of the Seqqiqi family's involvement with the brand.

The 1915 brand was applied to shop fronts and luxury bags using large, blue numbers. The wordmark symbolises a looking glass spotting the latest fashions and trends, as trend spotting is an essential part of luxury fashion retail.

The seven new physical stores across the UAE were designed with openness in mind to deliver high quality fashion pieces from well-known brands at middle-to-upper level price ranges.

Gold - 1915 by Seddiqui and Brash Brands

Silver - The Galleria and Brash Brands



Best overall visual identity

Milaha and Bellwether

Formally known as Qatar Navigation, the maritime and logistics company alongside Bellwether, developed a new business strategy and corporate structure to incorporate the brand's growth and better integrate its sub-brands

At the core of the new brand, which included a new wordmark, typeface and visual identity, was the strategy of synchronisation.

With clients and divisions ranging in oil and gas, offshore services, shipping and logistics, Milaha needed a brand architecture that would allow for brand awareness and instant identification in the marketplace and would create a visual system to encompass the company's ambition to enhance its customer offering.

During an internal and external brand assessment, Bellwether found that the company was known by a multitude of different names. As the organisation wished to increase its global expansion, Bellwether moved away from the word 'Qatar' and put forward 'Milaha' as a potential brand name, as it could be verbalised by non-Arab speakers.

By synchronising the company and its many sub-brands under one name, brand confusion would be at a minimum.

The visual identity represented the idea of "Everyone and everything working together in one fluid group." Along with a fluid, purple typeface, the new logo resembles a shoal of fish moving together as one. The brand remains the same across Milaha's divisions, with divisional descriptors written in orange under the bold name to denote sub-brands.

The new identity and the Milaha colours were added to the company's fleet of cars, lorries and ships. The implementation of the new brand extended to uniforms, the interiors of offices, signage and wayfinding.



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"This multi-agency submission driven by the clients relentless commitment to do things better has some standout work...an undeniably successful commitment to the role of branding and the results are outstanding," says one Transform Judge.

Over the last six years, telecommunication company du has been working with a number of agencies to build an international brand that would allow for expansion without alienating its Emirati users or heritage.

As a relatively new brand, having launched in 2006, du needed to develop its awareness and trust as well as build up its market share and revenues. Its eventual rebranding strategy was designed in collaboration with Turquoise and Landor, and included defining the brand identity, giving guidance to employees and communications partners to optimally express the brand and creating engaging platforms to continue driving brand relevance and appeal among customers and prospects.

Over the course of the six-year evolution, monthly, quarterly and annual research was conducted to ensure that the programme stayed on track and to allow changes to be made to improve performance.

The company's blue visual identity was highlighted by Bellwether and implemented across all external and internal corporate communications including billing, customer communications, advertising, promotions and website design.

du also redeveloped its physical outlets to incorporate the new branding. Working with Fitch, the retail locations were given a fresh and spacious overhaul that created a more inviting atmosphere to new and existing customers.

To drive audience engagement and increase brand awareness, du used a number of platforms, such as music festivals, cinema deals and B2B content programming.

From 2009-2013, the financial value of the du brand tripled and by April 2014, its brand value had increased by \$490m.

The execution of du's brand strategy and its exemplary results contribute to its selection as the Grand Prix winner of the 2014 Transform Awards. MENA programme.

