

WINNERS



Welcome

Over the past six years, the Transform Awards Europe has witnessed a shift in corporate brand communications. Not long ago, the focus of Europe's creative industries lay with the visual identity. Yet the needs of businesses have changed. Digital communications has increased scrutiny upon these businesses, and in turn encouraged transparency in communications. As a result, the corporate brand has become the most valuable asset to reputation.

The companies shortlisted tonight are those that truly understand the need for a sustainable, viable and strategic brand. Those who have amazed the judging panel and merited a gold award represent a variety of sectors, regions and sizes. They come from both digital-first and traditional business models and they exhibit excellence in rebranding, brand development and brand communications. What they share is a commitment to creating the best brand for a company's stakeholders.

New areas have developed over the past six years that exemplify the shift in brand development. Audio branding, a new category this year, was one of the most popular with judges. Focus on the audio brand shows that companies are beginning to consider the entire sensory experience of the brand. Packaging, tone of voice and brand experience have also grown in focus as well as in importance.

This year's Grand Prix winner, Fitness First not only redefined its own brand but set out to redefine the public's relationship with fitness and wellbeing. Its incorporation of digital into the gym experience has paved the way for further developments to its own brand and to its sector.

The Transform Awards is proud to benchmark excellence in rebranding, brand development and brand strategy. We congratulate all of this year's winners.

Brittany Golob

Editor,
Transform magazine

Contents

04 Meet the judges

06 Who won what

The Awards

Content

09 Best use of a visual property

10 Best brand architecture solution

11 Best use of copy style/tone of voice

13 Best brand experience

14 Best use of packaging

16 Best use of audio branding

Process

17 Best external relations during a brand development project

18 Best implementation of a brand development project

19 Best implementation of a brand development project across multiple markets

Strategy

21 Best creative strategy

22 Best brand evolution

23 Best strategic/creative development of a new brand

Type

24 Best corporate rebrand following a merger or acquisition

25 Best brand development project to reflect changed mission/values/positioning

26 Best brand consolidation

27 Best rebrand of a digital property

Sector

28 Best visual identity from a charity, NGO or NFP

29 Best visual identity from the energy & extractives sector

30 Best visual identity from the financial services sector

33 Best visual identity from the healthcare sector

34 Best visual identity from the professional services sector

35 Best visual identity from the property sector

37 Best visual identity from the retail sector

38 Best visual identity from the technology, media & telecommunications sector

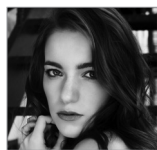
40 Best visual identity from the industrial & basic materials sector

Best visual identity from the travel & leisure sector

41 Best overall visual identity

42 Grand Prix

Meet the judges



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.



Nanne Bos, global branding management, ING

Nanne leads the global branding management at ING. In this role, Nanne is responsible for defining and executing the global branding strategy and the growth of the ING Brand which stretches across 40 countries. Prior to this role, Nanne was a member of the board of Nationale-Nederlanden and responsible for the brand and reputation for the insurance activities in the Benelux. Nanne has over 15 years of experience in various companies in finance and technology including positions with Siemens, CMG and Atos Worldline.



Stef Brown, consultant, On Pointe Marketing

After 15 years as a senior marketer for major branding agencies like Landor Associates and Blue Marlin Brand Design, Stef formed On Pointe Marketing – a consultancy aimed at the agency world. All her work is geared towards building agency reputation to drive the business development pipeline. Stef has particular expertise in writing winning awards entries on behalf of her clients. Stef also regularly speaks at events.



Petra Cadez, group brand and online director, Telekom Austria Group

Petra is the group brand and online director at Telekom Austria Group, one of the largest telecommunications groups in CEE. Prior to her current role, Petra held various marketing and branding positions within Telekom Austria Group in Slovenia, Serbia, Croatia and Austria. She has also worked in advertising and journalism. She has won awards at national and international festivals, including several Effie awards and IABC Gold Quill Award. Petra holds an MBA from IEDC-Bled School of Management.



Sam Diamond, senior marketer, Gumtree.com

Sam is a senior marketer at Gumtree.com, the UK's number one classifieds site and a part of the eBay Classifieds Group. With previous big brand experience at Nestlé, Sainsbury's and Sky Sports, he now directs advertising, PR and social channels for Gumtree as it continues to mature successfully.



Lorraine Dundon, head of group brand, TOMRA

Lorraine is vice president and head of group brand at TOMRA. She is responsible for TOMRA's brand positioning and brand strategy. Her role includes ensuring all communications reflect the brand's positioning while supporting the achievement of the company's sales and strategic goals. Lorraine has over 10 years of marketing experience representing many leading international B2C and B2B brands. She has a passion for learning, innovation and sustainable business which links to TOMRA's mission of 'Leading the resource revolution.'



Andrew Geldard, head of brand and communications, Willmott Dixon

Andrew is responsible for all areas of strategic communication and knowledge sharing at Willmott Dixon, one the UK's largest privately owned construction, development and support services companies. His role covers all forms of communication between the company and its stakeholders, including competitor analysis, digital media and technology, plus multi-platform employee communications, including one of the property sectors first in-house TV channels.



Russell Gillespie, global head of brand, customer experience and communications, Safmarine

Russell is global head of brand, customer experience and communications at Safmarine, part of the AP Moller Maersk Group. He has held senior positions across the commercial spectrum and is passionate about brand as a core element of strategy and the value of branded customer experience in the B2B world. At Safmarine, Russell has successfully leveraged culture and behaviour as vehicles for brand and customer experience management.



David Haigh, CEO, Brand Finance

David is the CEO and founder of Brand Finance. David qualified as a chartered accountant with Price Waterhouse in London. He worked in international financial management then moved into the marketing services sector. He set up a financial marketing consultancy, later acquired by Publicis. David moved to Interbrand in London as director of brand valuation, leaving in 1996 to launch Brand Finance.



Peter Koomen, managing director, Global Image Management (GLIMMA)

Heading up one of the world leaders in brand implementation, Peter is globally responsible for GLIMMA, offering insight and years of experience in helping blue chip companies such as HSBC, FedEx and Shell to transform their brands. With an in-depth understanding of how visual identity is consistently applied across all media globally, he has a wealth of practical experience in global rebrand programmes. Peter works out of the GLIMMA offices in the United Kingdom and the Netherlands.

**Frija Leunens, brand sponsorship manager, AG Insurance**

Frija's career began in sales for the former Generale Bank in Belgium. After the bank's merger with ASLK CGER to create Fortis, Frija was asked to lead the shift from written internal communications to an online-first approach. She took on the brand manager position in 2005 ahead of Fortis' launch in Belgium. She then took on the same role for BNP Paribas Group in Belgium. Frija currently works for AG Insurance as brand and sponsorship manager with the challenge of turning the market-leading company into a brand leader.

**Rose Liendl, lead brand strategy manager, Three**

Rose is a brand and marketing specialist with strengths in strategy and communications. She began her career in marketing roles from which she developed a passion for strategic brand communications. Having spent the last three years at Three, her current role as lead brand strategy manager sees her provide strategic direction on a variety of propositions, communications and partnerships. Rose is instrumental within the team transforming Three's business as it aims to change consumer perception of the mobile industry.

**Jessica Myers, head of brand strategy, RBS**

Jessica has over 12 years of financial services marketing experience, working with some of the world's leading financial brands. She recently returned to the UK after 10 years working for the Commonwealth Bank of Australia in Sydney, leading a number of teams across home loans, credit cards, personal loans and brand management – culminating in a total relaunch of the bank in 2012. Jessica is now leading the brand strategy, brand identity and brand engagement teams across all RBS Group brands.

**Fraser Norton, head of brand, No.1 Traveller**

Fraser has more than 10 years of branding experience, working for agencies Lippincott, Interbrand and FutureBrand. His experiences spans many sectors and his work on the British Gas bill won a DBA accolade. He joined award-winning airport hospitality specialist No.1 Traveller in Feb 2014, responsible for defining and delivering its brand positioning and architecture. Since joining he launched the innovative airport lounge concept, My Lounge, which provides an informal, loft-inspired environment available to all travellers.

**Ian Paget, founder, Logo Geek**

Ian is lead creative designer for advansys, working on the designs for projects including ecommerce solutions, websites and logo designs for companies such as GSK, Yakult, and Kuehne + Nagel. With a passion for branding and identity design, he runs Logo Geek in his personal time, working on identity designs for small- to medium-sized businesses. With Logo Geek, Ian has a thriving social media following, reporting and tracking leading brand design trends and news to the creative community.

**Regula Stricker, marketing manager Europe, Jupiter Asset Management Ltd**

Regula is an internationally experienced asset management marketing specialist with over eight years of industry experience. She joined Jupiter Asset Management in May 2013. As marketing manager Europe she is responsible for the group's marketing strategy, aiming for greater brand awareness, product penetration and expanded market share in the EMEA region. Prior to Jupiter, Regula served in senior marketing roles at both State Street Global Advisors and M&G Investments.

**Dan Tomlinson, head of brand, Baku 2015 European Games**

Dan is the head of brand at the Baku 2015 European Games. He is responsible for delivering a global brand across a multitude of major projects, from integrated campaigns to venue look. Dan was formally publications manager at the London 2012 Olympic Games where he led a team that designed and delivered more than 2,500 publications. His experience includes major global sporting events, professional and financial services and he has also mentored new businesses through building brand and marketing awareness.

**Beatrice Vears, head of brand marketing, Premier Inn**

Beatrice is head of brand marketing at Premier Inn, the UK's largest hotel chain which is part of Whitbread plc. She is responsible for marketing strategy, integrated campaigns and brand management. Prior to joining Premier Inn, Beatrice was head of client services at global brand agency Wolff Olins. She was part of the team that created EE and London 2012, and led rebrands of National Trust and Zenit St Petersburg FC.

**Oakley Walters, head of brand and insight, graze.com**

A strategic marketer with experience managing iconic brands such as Guinness, L'Oreal, Patak's and Bailey's, Oakley is now head of brand and insight at graze.com the rapidly-growing online snack business. He is also a non-executive director for the award winning startup Third Door workhub and nursery.

Who won what

Content

Best use of a visual property

Gold - Baku and SomeOne

Silver - Oryx Energies and Handsome Brands

Bronze - RNLI and Missouri Creative

Bronze - Wilfords and Ideas Factory

Highly commended - Antler and Mammal and The Cernis Collective

Highly commended - Aston University Careers and Placements and IE Design Consultancy

Highly commended - East Village and Small Back Room

Best brand architecture solution

Gold - Canary Wharf Group and Sutton Young

Silver - TT Electronics and Emperor

Bronze - Connect Group PLC and Creative Leap

Highly commended - IHTSDO and Nucleus

Best use of copy style/tone of voice

Gold - O₂ and The Writer

Silver - One Feeds Two and The Clearing

Silver - Schillings and Goosebumps Brand Consultancy

Bronze - Relish, UK Broadband and Turquoise Branding

Highly commended - Aston University Careers and Placements and IE Design Consultancy

Highly commended - Lend Lease and Small Back Room

Highly commended - The World's Strongest Man and Brand & Deliver

Best brand experience

Gold - Wellcome Collection and True North

Silver - Duke St. Emporium, Jigsaw Group and Dalziel and Pow Design Consultants

Bronze - Cluttons and Industry

Highly commended - Design Management Institute and Lippincott

Best use of packaging

Gold - Monty Bojangles and Springetts Brand Design Consultants

Silver - OPPO and Landor Associates

Highly commended - Gallina Blanca and Branward

Best use of audio branding

Gold - Burkhardtsmaier and why do birds

Silver - Deutsche Bahn AG and why do birds

Silver - Unibail-Rodamco, Nova Lund and Radja Sound Design Agency

Bronze - Ehrmann AG and iV2

Process

Best external relations during a brand development project

Gold - Sage

Silver - International Association of Oil & Gas Producers and Bisquit

Highly commended - Bluewater and Rocket Content Marketing

Best implementation of a brand development project

Gold - intu and Landor Associates

Gold - Sage

Silver - Fitness First and The Clearing

Bronze - University of Reading and Bell Integrated Communications

Highly commended - Cancer Research UK and SomeOne

Highly commended - Capsticks and David Carroll & Co

Best implementation of a brand development project across multiple markets

Gold - Oryx Energies and Handsome Brands

Silver - Oettinger Davidoff Group and DewGibbons + Partners and Johnny Fearless

Silver - Sage

Bronze - HealthcareUK and Appetite Consultancy

Highly commended - Bluewater and Rocket Content Marketing

Highly commended - Petainer and The House

Strategy

Best creative strategy

Gold - Airbnb and DesignStudio

Silver - Relish, UK Broadband and Turquoise Branding

Silver - Veyo and Industry

Bronze - University of Reading and Bell Integrated Communications

Highly commended - Murata and Living Group

Highly commended - Sage

Best brand evolution

Gold - Fitness First and The Clearing

Silver - Cambridge Literary Festival and Fishburn

Silver - One Feeds Two and The Clearing

Bronze - RNLI and Missouri Creative

Bronze - Southwest Airlines and Lippincott

Highly commended - Pearson English and Goosebumps Brand Consultancy

Highly commended - Sage

Best strategic/creative development of a new brand

Gold - Oettinger Davidoff Group and DewGibbons + Partners and Johnny Fearless

Silver - Pearson English and Goosebumps Brand Consultancy

Silver - Relish, UK Broadband and Turquoise Branding

Bronze - Balfour Beatty WorkSmart and The Workroom

Bronze - Halfords and Springetts Brand Design Consultants

Highly commended - Rapport Guest Service and FRASERS

Highly commended - Veyo and Industry

Type

Best corporate rebrand following a merger or acquisition

Gold - Pearson English and Goosebumps Brand Consultancy

Gold - Simplyco and Studio North

Silver - Connect Group PLC and Creative Leap

Bronze - DNVGL and Landor Associates

Highly commended - Bluewater and Rocket Content Marketing

Best brand development project to reflect changed mission/values/positioning

Gold - Fitness First and The Clearing

Silver - Capsticks and David Carroll & Co

Silver - Pearson English and Goosebumps Brand Consultancy

Bronze - Butlin's Firehouse and Mystery Ltd

Highly commended - Cluttons and Industry

Highly commended - YMCA and ArthurSteenHorneAdamson (ASHA)

Best brand consolidation

Gold - RNLI and Missouri Creative

Silver - Pearson English and Goosebumps Brand Consultancy

Bronze - WorldPay and SomeOne

Highly commended - Blue Matrix and Living Group

Highly commended - Deutsche Telekom AG

Highly commended - TT Electronics and Emperor

Best rebrand of a digital property

Gold - Wirtualna Polska and BNA

Silver - Fliks and Impero

Bronze - 1st CENTRAL

Highly commended - Design Management Institute and Lippincott

Highly commended - SmartFocus and Lab

Sector

Best visual identity from a charity, NGO or NFP

Gold - One Feeds Two and The Clearing

Silver - RNLI and Missouri Creative

Silver - University of Reading and Bell Integrated Communications

Bronze - Bury Council and Sport England and True North

Bronze - The Children's Society and SomeOne

Highly commended - NUS and Spencer du Bois

Highly commended - YMCA and ArthurSteenHorneAdamson (ASHA)

Best visual identity from the energy & extractives sector

Gold - Suncor and Appetite Consultancy

Silver - International Association of Oil & Gas Producers and Bisqit

Best visual identity from the financial services sector

Gold - Simplyco and Studio North

Silver - Scottish Widows and Rufus Leonard

Bronze - ERS and ArthurSteenHorneAdamson (ASHA)

Bronze - WorldPay and SomeOne

Highly commended - Currencies Direct and The Allotment

Highly commended - Wealth Horizon and Mytton Williams

Best visual identity from the healthcare sector

Gold - HealthcareUK and Appetite Consultancy

Gold - Prima Dental and The House

Bronze - Bachem and Branders

Best visual identity from the industrial & basic materials sector

Gold - Saelen TS Industrie and Brand Brothers

Silver - Petainer and The House

Best visual identity from the professional services sector

Gold - Marlin Hawk and The Allotment

Silver - Pearson English and Goosebumps Brand Consultancy

Bronze - Mitie and Luminous

Bronze - Veyo and Industry

Highly commended - Gün & Partners and Uffindell Group Limited

Highly commended - UbeeQo and Brand Brothers

Highly commended - Wilberforce Chambers and Studio Jo and Co

Best visual identity from the property sector

Gold - L&Q - The Schoolyard

Silver - East Village and Small Back Room

Silver - L&Q - The City Mills

Bronze - Veyo and Industry

Highly commended - Get Living London and Small Back Room

Highly commended - Wrenbridge, Legal & General and Ideas Factory

Best visual identity from the retail sector

Gold - intu and Landor Associates

Silver - Antler and Mammal and The Cernis Collective

Silver - Apothecary 87 and Attract

Bronze - Mr Boho and Baud

Highly commended - Cordello Home and Living Group

Best visual identity from the technology, media & telecommunications sector

Gold - Veyo and Industry

Silver - Relish, UK Broadband and Turquoise Branding

Bronze - Texthelp and Fishburn

Highly commended - Murata and Living Group

Highly commended - Wirtualna Polska and BNA

Best visual identity from the travel & leisure sector

Gold - Southwest Airlines and Lippincott

Silver - Airbnb and DesignStudio

Best overall visual identity

intu and Landor

Grand Prix

Fitness First and The Clearing



VIM
GROUP

Delivering your brand promise

HANDLE WITH CARE

ESPECIALLY WHEN YOUR BRAND IS EVERYWHERE



An organisation doesn't change or update its brand every day, but when it does, you want to manage every single aspect of that most important intangible asset.

With us, your brand implementation and management is in safe hands. Having executed over a thousand projects and programs over the last 24 years, the processes regarding execution and organisation have become a

speciality of ours. Managing creative processes can be challenging, but the execution will also have many implications across all your brand touchpoints.

Want to know more? Call us on +44 20 7947 4422

VIM GROUP

Warnford Court
29 Throgmorton Street
London
EC2N 2AT
United Kingdom

+44 020 7947 4422
contact@vim-group.com

FOLLOW US

www.twitter.com/vim_group
www.linkedin.com/company/vim-group
www.facebook.com/vimgroupltd
www.vim-group.com

Best use of a visual property



Baku and SomeOne

Gold

Looking to establish itself as the European Olympics, Baku 2015 needed a strategy that would showcase it as the world's first European Games. The branding not only had to be culturally relevant while upholding the world-famous Olympic values, but also adaptive. With 19 sports, 223 events, 19 venues and a plethora of marketing materials, what Baku needed was an evolving brand identity.

SomeOne met the brief by using the strategy of 'Celebrating elite sport in the amazing setting of Baku,' and by choosing a pomegranate fruit – a symbol of abundance and sustenance in the host country Azerbaijan – as the core brand concept. The impact of the European Games' Azerbaijani identity has been astonishing and launch of the Baku mascots was the most shared event in the history of Azerbaijani social media. Judges commented, "SomeOne took into consideration all aspects of the brand – heritage, values, strengths, vivacity, relevance – and translated them into aesthetically-endearing depictions of national and multicultural symbiosis."



Oryx Energies and Handsome Brands

Silver

Oryx Energies is one of Africa's longest-established independent gas and oil providers. For its first pan-African ATL advertising drive, Handsome Brands created a highly visual campaign that successfully reached people across sub-Saharan Africa's diverse language and cultural landscape. Judges praised the visual identity for "Responding to the multicultural and regional challenge" and for being "Simply beautiful overall."



RNLI and Missouri Creative

Bronze

Inspired by three core values – active, personal and reliable – Missouri Creative developed a flexible and contemporary new brand language for RNLI that engaged both new and existing supporters of this historic charity. "Powerful," said judges.



Wilfords and Ideas Factory

Bronze

Using eye-catching vintage Victorian imagery, Ideas Factory created an impressive series of adverts that gave boutique estate agency Wilfords valuable market presence. "The challenge of an enticing voice amidst bigger market players was certainly met," said judges.

Highly commended - Antler and Mammal and The Cernis Collective

Highly commended - Aston University Careers and Placements and IE Design Consultancy

Highly commended - East Village and Small Back Room

CONTENT

Best brand architecture solution

Canary Wharf Group and Sutton Young

Gold

Canary Wharf is globally renowned as Europe's leading financial and business district. As it continues to evolve as a unique working and living destination, Canary Wharf Group looked to establish a common unifying identity for itself and the sub-brands associated with the landmark London quarter.

To meet the brief, Sutton Young set the goal of devising a mark and type style which would resonate with Canary Wharf's core values of excellence, care and integrity. The design solution also needed to be timeless, luxurious and protectable.

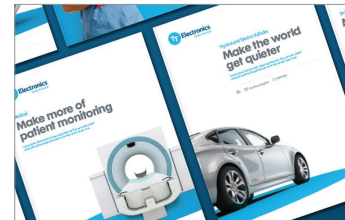
By creating a logo that was a symbolic representation of the iconic Canary Wharf skyline while also carrying the subliminal monogram, CWG, judges said the agency succeeded in creating a new brand which was, "Very smart and set Canary Wharf up for the next stage of their development." Launched last July, the bespoke logo and logotype has been well-received and embraced by all internal parties.



TT Electronics and Emperor

Silver

Global electronics company, TT Electronics, owns some of the best-in-class subsidiary company brands, but as a parent brand it had no identity. By creating a defined brand architecture that protected existing equity in company brands, Emperor succeeded in raising TT's brand profile with clients across all sectors. "A clear, strong master brand," said judges



Connect Group PLC and Creative Leap

Bronze

Creative Leap's full-scale corporate identity and communications rebrand of Connect Group was integral in showcasing a growth-oriented business, delivering best-in-class services. Judges praised it as a "Good example of brand evolution without losing heritage."



Highly commended - IHTSDO and Nucleus

Best use of copy style/tone of voice

O₂ Business

Before

A single provider for all your business communication and network needs.

Your customers and your competitors are communicating and working in radically different ways. Social media, smartphones and tablets, ingenious apps; they've made business communication faster and more powerful than ever before.

This is our world. We can help you make sense of it and flourish in an economy shaped by social networks, apps, flexible working, consumption and mobile technologies.

After

Want one partner for all your comms? Talk to O2 Business.

Smartphones. Tablets. Apps. Social media. Flexible working. Business has changed. And so has the way your customers and competitors work and communicate.

Technology is our world. We can help you make sense of it, and bring you what you need to get where you're going.

What's changed? We've

- made the reader care by putting the benefit up front
- kicked it with a question in the headline and some poetic one-word sentences
- headed off scepticism in the final line, by pointing out the benefit of being with O2 Business
- taken them there by painting a positive picture of technology ('our world') and how O2 can help
- kept it simple with natural language (instead of provider we say partner and instead of your business communication and network needs we say all your comms)

30 Before and after

Contents

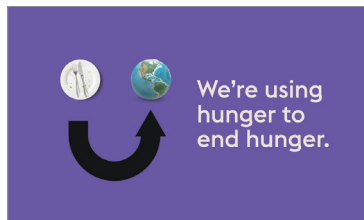
O₂ and The Writer

Gold

O₂ launched the 'Be More Dog' campaign to encourage customers to make the most of the technology available on their smartphones. However, a tone of voice was needed to ensure that the innovative campaign could be used consistently and effectively across the board, from targeting business customers to addressing complaints.

After consulting diverse team members, The Writer realised that rather than simply changing the way people wrote at O₂, it needed to change the way people thought about their readers. Thus, the 'Make Me Care' drive was developed in which writers were asked to plan messages with their readers in mind, asking themselves questions like, 'Who are they?' and 'What could make their lives easier?'

The result was, "The best strapline/creative in the UK in the last few years," according to judges. O₂'s head of brand was equally impressed, "You want to read on...because it's easy and interesting. For me it's a game changer."



One Feeds Two and The Clearing

Silver

One Feeds Two's aim is to create a new ethical standard within the food industry. Through a distinctive tone of voice and messaging The Clearing transformed the venture from a one-dimensional ethical endorsement into a charitable movement. It thereby attracted new commercial partnerships and improved customer engagement. "Shows the impact of words to great effect," praised judges.



Schillings and Goosebumps

Silver

By using a tone of voice and copy style free of legal jargon and management speak, Goosebumps helped Schillings transform from a defamation and privacy law firm into reputation defence specialists. Judges lauded the new copy for being "Smart" and using a "Deft lightness of touch."



Relish, UK Broadband and Turquoise Branding

Bronze

By focusing away from 'speed' clichés, Turquoise created a unique brand to launch superfast wireless service Relish in London. "The tone of voice is a good addition to this very exciting brand," said judges.

Highly commended - Aston University Careers and Placements and IE Design Consultancy

Highly commended - Lend Lease and Small Back Room

Highly commended - The World's Strongest Man and Brand & Deliver

More than skin deep

Understanding the specialist markets in which our clients operate, enables us to create brands and communications that are vibrant and engaging.

www.living-group.com



Specialists in integrated branding and communications

London | Hong Kong | New York

To find out more please contact

abigail.vyner@living-group.com or call
+44 (0) 20 7739 8899

living group 

WE CONNECT PEOPLE IN EUROPE

www.telekom.com/europe

20 YEARS OF
INVESTMENT
FOR EUROPE

T...

LIFE IS FOR SHARING.



Best brand experience



Wellcome Collection and True North

Gold

When the Wellcome Collection began a £17.5m redevelopment in 2013, the museum made the unusual decision to remain open to the public during construction. True North was appointed to develop a brand that allowed visitors to continue to engage with the much-loved London venue despite the disruption.

'Be Part of our Curious Journey' was the creative brand idea that invited visitors to join in and become part of the transformation. The challenge was to unify the range of messages and events and provide new and existing visitors with a branded experience in keeping with the existing Wellcome Collection brand.

Despite the venue reduction in size during development and the fact that it had no major exhibitions running, dialogue and engagement with visitors increased, as did Twitter followers. Additionally, the private view of the first exhibition hosted in the new space saw record numbers of accepted invitations and attendance. Judges said the project was a "Really positive approach to a challenging business scenario."



Duke St. Emporium, Jigsaw Group and Dalziel and Pow Design Consultants

Silver

Jigsaw approached Dalziel and Pow Design to create a new flagship store – the Duke Street Emporium. The aim was to bring excitement back into the Jigsaw brand by embracing the retailer's heritage and cutting-edge attitude. Judges loved the award-winning "excellent end-result" which they said was a place where people would want to meet and form a journey of their own.



Cluttons and Industry

Bronze

Cluttons, the longest serving firm of chartered surveyors worldwide, had plummeting brand awareness levels. A clear service-based proposition helped the firm reassert its position in the market. "Well-thought throughout," praised judges.

Highly commended - Design Management Institute and Lippincott

CONTENT

Best use of packaging

Monty Bojangles and Springetts Brand Design Consultants

Gold

The Monty Bojangles truffles brand was under threat from own-label products, with a generic identity that confused customers. Springetts' brief was to create a compelling intellectual property that brought to life the unique nature of the product and emotionally engaged with customers.

Springetts' centred the new positioning on the unusual truffle flavours: 'curiously moreish little taste adventures.' It developed the company's existing cat silhouette into a purveyor of those adventures, with an overarching philosophy, 'Curiosity thrills the cat.' Packaging featured Victorian and botanical etchings, hand-painted illustrations and a fresh, vibrant colour palette, complemented by unique product descriptors.

The new design has proven a unanimous success, resulting in a marked increase in buyer interest and enhanced seasonal and year round listings. It has also allowed for price repositioning that has contributed significantly to investment, promotional and marketing campaigns. Our judges' said, "Beautiful work, packaging that is a pleasure to touch, read and admire. Instantly screams premium – it's a winner."



OPPO and Landor Associates

Silver

OPPO needed a name and a brand that communicated its ice cream's healthy secret ingredients as well as its inherent qualities as a dessert. By aligning opposites to form one object, Landor brought to life this exciting mix of indulgent and healthy. "Good name and distinctive look; very on trend," said judges.



Highly commended - Gallina Blanca and Branward

Business



Capturing **your brand** story
through **video**
askus@world-television.com

CONTENT

Best use of audio branding

Burkhardtmaier and why do birds

Gold

The market for hi-fi audio-systems is a crowded one, so Burkhardtmaier decided to position itself at the top end, developing a new global benchmark in authentic music experience. It challenged why do birds to create a succinct audio logo that reveals 'The Essence of Sound.'

Why do birds interpreted 'The Essence of Sound' as what is concealed in a tone. It created a sound that represents Burkhardtmaier's uniqueness by focusing on overtones that are normally perceived subconsciously. Starting with the 'B' note on the piano, the logo successively amplifies different overtones, creating a musical motif.

The audio logo is played at product presentations as the opening sound and is a fixed component for all future image and product films. In addition, a Burkhardtmaier symphony consisting of different orchestral instruments "passing on" the 'B' note is used in the Burkhardtmaier phoneloop. One judge said, "Really clever interpretation of the strategy resulting in a beautiful sound. Great storytelling in the submission."



Deutsche Bahn AG and why do birds

Silver

Deutsche Bahn's market was becoming increasingly competitive, and the brand wanted a unique, simple and flexible audio concept. With 'rhythm' as its foundation, why do birds created a sequence of 'D' and 'B' notes that is "Catchy, mainstream, authoritative and totally on brand," according to judges. Crucially, it's easily incorporated into various music pieces as well.



Unibail-Rodamco, Nova Lund and Radja Sound Design Agency

Silver

Nova Lund shopping mall already had a unique character and wanted a sound identity to complement its visual brand, based on shapes. By using the three basic soundwave shapes, Radja created a "Memorable solution very much linked to strategy," judges said. It includes an inviting sound logotype and longer musical theme.



Ehrmann AG and iV2

Bronze

Ehrmann customers were more familiar with individual products than with the brand itself so iV2 was tasked with creating a sonic signature to unite those products. The new mnemonic is being implemented globally across multiple touchpoints and has proven to aid recall and have a significant impact on purchase intent. "Well outlined strategy, tough industry, likeable result," said judges.



Best external relations during a brand development project

Sage

Gold

A new focus on organic growth led to Sage taking on a brand transformation and cultural journey, resulting in a globally integrated campaign for the first time ever. Sage intended to increase brand awareness levels among prospective customers, which it achieved through a more consistent online user experience and a worldwide brand immersion programme.

Judges said, "Seeing hundreds of touch points fall into line with the mother brand is no mean feat. Doing it globally, trying new channels and bringing along the organisation too, is even more impressive. Beautiful web homepages. Awesome results."

The Sage global brand is now completely connected to its business strategy through one unified story and message. Click-through bettered the target by 70% and there was a 42% increase in spontaneous, unprompted brand awareness, putting Sage on the road to becoming the most valuable supporter of small and medium sized companies.



International Association of Oil & Gas Producers and Bisqit

Silver

The International Association of Oil & Gas Producers (IOGP) sought to become a modern, credible advocate for the industry with a brand that engaged all its stakeholder groups. A refreshed personality and identity was developed by Bisqit which validated the vision, mission and values which resulted in, "Seamless integration and vibrant positioning within the competitor landscape," according to one judge.

Highly commended - Bluewater and Rocket Content Marketing

PROCESS

Best implementation of a brand development project

intu and Landor Associates

Gold

Capital Shopping Centres (CSC), one the UK's largest real estate investment of companies, sought to elevate themselves above the competition and create a consumer-facing brand that was nationally recognised and locally loved.

Landor Associates helped them rebrand as intu and take the first steps into the limelight. Landor transformed the business by redefining the company's values, beliefs and processes, helping intu speak directly to its millions of shoppers. Within intu's centres, design, layout and architecture were used to meet customers needs. intu hosted distinctive events to leverage its unmatched scale. Landor also developed a leading online experience with quality editorial content and an e-commerce platform.

The results were outstanding – annual footfall increased by 25% compared to 2012, while long-leases increased 19% and profit rose by 129% from 2013. One judge praised the brand as "Beautifully designed with stand-out implementation," while another recognised Landor Associates' "Customer and market insight, strategic detail and creative implementation in a tough market."



Sage

Gold

Much of Sage's international growth over the last 30 years has been through acquisition. This meant the company – a leading provider of business management software and services – lacked a strong master brand.

A renewed business focus on organic growth led Sage to embark on a brand transformation process to increase its brand and offering awareness among prospective customers. Having redefined its brand strategy and achieved engagement and alignment from everyone within the business, the next step was to conduct a global integrated campaign.

Rolled out in seven countries, Sage's year-long campaign was a resounding success. All objectives were surpassed and the results are all the more remarkable as Sage had no centralised brand marketing function and no global budget at the outset. One judge said this was, "An extremely strong case study with fantastic global implementation," while another said it was, "B2B branding at its best."



Fitness First and The Clearing

Silver

Fitness First needed to return to profit and thus hired The Clearing to refresh its brand. Through a new brand promise, redesigned interiors, social media collateral and a multi-platform launch campaign, UK membership grew for the first time since 2009. The judges said this was "A very strong entry overall [with] highly effective branding in a cluttered market."



University of Reading and Bell Integrated Communications

Bronze

Bell Integrated Communications redesigned the University of Reading's brand and communications to strengthen its profile. Consequently, 2015-2016 applications are projected to increase 23%. One judge said these are "Impressive results [that] speak for themselves."



Highly commended - Cancer Research UK and SomeOne

Highly commended - Capsticks and David Carroll & Co

Best implementation of a brand development project across multiple markets



Oryx Energies and Handsome Brands

Gold

Following an initial rebrand in 2013, Oryx Energies re-enlisted Handsome Brands in a bid to become the preferred energy brand in sub-Saharan Africa. Launched in Benin and Tanzania, Oryx ran its first pan-African ATL advertising initiative, eventually rolling it out across 12 selected markets in sub-Saharan Africa. Under the strapline 'Oryx Energies. With you every day,' the campaign is raising brand awareness in target markets.

To overcome the challenges posed by Africa's language diversity, Handsome Brands developed a highly visual campaign carefully considering an inclusive approach to different customs, locations, rituals, dress and food. Using the 'O' from Oryx Energies, Handsome Brands told a story about fuel, lubricants and gas in people's everyday lives, all represented through a circle form.

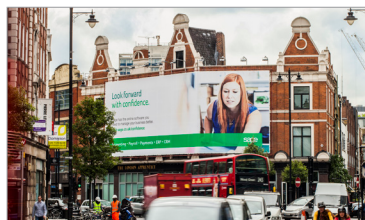
The judges said this was an "Amazing case that delivers well thought-through execution," and praised the "Excellent use of very simple slogans to get the message across."



Oettinger Davidoff Group and DewGibbons + Partners and Johnny Fearless

Silver

DewGibbons + Partners teamed up with Johnny Fearless who developed the global launch of a brand identity, packaging design and an integrated communications campaign for Davidoff's new Nicaragua cigars range. Within 10 months, sales volumes exceeded forecasts by 187%. "Very memorable product design, packaging and branding," said one judge, while another commended the "Excellent execution and results to match."



Sage

Silver

Sage embarked on a brand transformation process, redesigning its brand and implementing an integrated campaign across seven countries. Spontaneous, unprompted brand awareness among prospects increased 42%, 15% more than targeted. "Classy work with a really coherent approach to global implementation," was the judges verdict.



HealthcareUK and Appetite Consultancy

Bronze

Appetite Consultancy redesigned HealthcareUK's brand, helping the UK market and export British healthcare expertise around the world. One judge described it as, "A very demanding case well executed," while another praised the "Very nice use of infographics."

Highly commended - Petainer and The House

Highly commended - Bluewater and Rocket Content Marketing



THE
SCHOOLYARD
WANDSWORTH

Stunning new 1, 2 and 3 bedroom apartments

SELLING FAST.

Don't miss out. To book a viewing
at our marketing suite
call **0844 406 9288** or visit
www.theschoolyardsw18.com

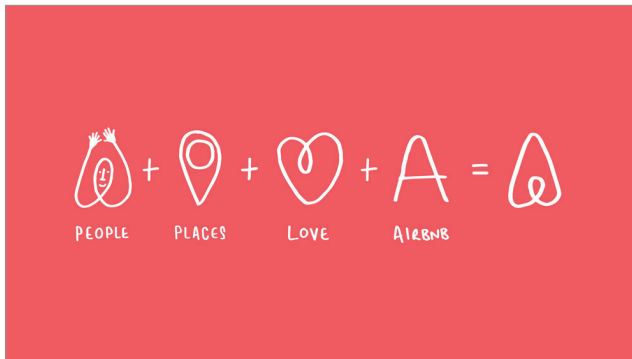


Simplify, amplify.

Handsome®

handsomebrands.co.uk

Best creative strategy



Airbnb and DesignStudio

Gold

After phenomenal growth, Airbnb had outgrown its original branding. DesignStudio was therefore challenged with designing the future of Airbnb's visual identity. Collaborating with multiple Airbnb stakeholders, DesignStudio set about reimagining the brand on every level – from the logo and guidelines to the website interface and app. Following an in-depth brand immersion period, the new proposition, 'Belong Anywhere' was developed. It encompassed Airbnb's core values: people, places, love and Airbnb.

When the rebrand was launched, it triggered a rare, amplified public reaction. Airbnb trended on Twitter for over 12 hours, with a score of creative, marketing and news publications commenting on the work. The company also received one million page views and experienced an 18% increase in bookings on launch day – making the launch of the rebrand Airbnb's most successful day ever.

The judges called this "An extremely clear submission, producing an incredible rebrand with impressive results. Excellent work!"



Relish, UK Broadband and Turquoise Branding

Silver

UK Broadband tasked Turquoise Branding with naming, positioning and creating the new brand identity for its broadband service for London. Focusing on the tangible benefits of the product and service, Turquoise developed the brand proposition of 'Liberating Londoners to do more' and focused its strategic and creative work around this. The judges said this was "A very strong case study."



Veyo and Industry

Silver

Veyo, an online conveyancing company, had nine months to create a brand, build demand and get the professional community on board. Industry helped develop a brand name, identity, proposition and integrated marketing strategy that led to 1,169 conveyancers, representing over 900 firms, registering their interest in the company. "A bold identity for an innovative product," said the judges.



University of Reading and Bell Integrated Communications

Bronze

Bell Integrated Communications developed a profile-boosting campaign for Reading University which resulted in it rocketing into the top 10 universities in the Youth 100. The judges recognised the campaign as "A wonderful case study" and a "Refreshing identity."

Highly commended - Murata and Living Group

Highly commended - Sage

STRATEGY

Best brand evolution

Fitness First and The Clearing

Gold

Fitness First appointed The Clearing to develop and roll out a global rebrand. Its aim was to create a valuably different branded experience capable of redefining the category, driving preference and addressing retention. Fitness First targeted both existing and new customers, with the goal of achieving high levels of retention and new memberships.

The Clearing approached this by addressing negative consumer perceptions through an added value branded experience. It created a brand that stopped focusing on fitness goals and introduced a more personal conversation with members that focused on their aspirations in life. It then implemented this new approach through a visual rebrand, a new fitness philosophy, redesigned interiors and employee uniforms, new technologies and member-driven social media collateral.

Deployed in 155 clubs internationally, the rebrand attracted 16,000 new members in eight months. Additionally, revenue at rebranded UK clubs grew for the first time since 2009. One judge said this is, "A clear transformation with strong, demonstrable results."



Cambridge Literary Festival and Fishburn

Silver

Fishburn was challenged with transforming a book festival into a landmark cultural event. To appeal to new groups of book lovers and secure sponsorship, Fishburn renamed the event and developed a stunning visual identity. Ticket sales increased by 20% and the event scored a five-year sponsorship deal. The rebrand featured an "Extremely good strategy and results to match," said judges.



One Feeds Two and The Clearing

Silver

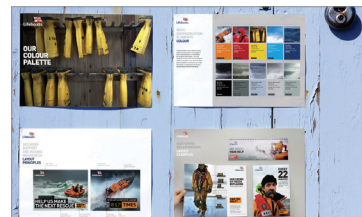
The Clearing was asked to reposition One Feeds Two's existing brand and create a new, enhanced visual and verbal identity. By implementing a cohesive approach, the Clearing evolved the brand, increased stakeholder engagement, attracted new commercial partnerships and raised awareness and coverage of One Feeds Two's cause. "An incredibly simple, yet powerful identity," said the judges.



RNLI and Missouri Creative

Bronze

As RNLI expanded, its brand communications became increasingly disparate. Missouri Creative worked with RNLI's creative services team to develop a consistent, powerful new visual and verbal brand language. The new brand marked a "A huge improvement with superb results," said one judge.



Southwest Airlines and Lippincott

Bronze

Southwest Airlines asked Lippincott to develop a design that helped it stand out from competitors. Lippincott created a vibrant heart logo to convey the company's prioritisation of its people. Judges labelled this, "A fantastic visual evolution."



Highly commended - Pearson English and Goosebumps Brand Consultancy
Highly commended - Sage

Best strategic/creative development of a new brand



Oettinger Davidoff Group and DewGibbons + Partners and Johnny Fearless

Gold

Facing a declining global cigar market with a brand that was viewed as old-fashioned and expensive, Davidoff Cigars lacked relevance in the modern world of cigar aficionados.

In partnership with DewGibbons + Partners and Johnny Fearless, the in-house design team turned things around by establishing Davidoff Nicaragua. A new global brand identity that focused on exploration, adventure and discovery and featured fresh packaging and an integrated communications campaign.

Judges agreed that it was a challenge to grow sales in a declining market but as one said, "The brand implementation for this showed class, strength and thoughtfulness in what can be a controversial market." The results speak for themselves, with sales value running at a remarkable 190% above forecast and sales volume outperforming the forecast by 187%. The Davidoff brand as a whole has grown by 27% and the market share losses have been reversed.



Pearson English and Goosebumps Brand Consultancy

Silver

Pearson tasked Goosebumps with a way to consolidate its disparate brand and rationalise its English language learning deck. Ninety-six percent of learners and teachers found the resulting rebrand appealing, with clear demand for a global roll-out. The judges found this to be "A very strong brand and identity toolkit [with] a convincing approach



Relish, UK Broadband and Turquoise Branding

Silver

Turquoise Branding was asked to design the brand identity for UK Broadband's London offering. Choosing the name Relish and targeting 'London's productive people,' Turquoise developed a strategic and creative campaign that resulted in rapid and successful brand awareness. "Very differentiating in a market of bits and bytes," was the judges' verdict.



Balfour Beatty WorkSmart and The Workroom

Bronze

The Workroom helped Balfour Beatty WorkSmart become a preferred outsourced business service for its network by creating a compelling brand platform and visual identity – leading to a 10-fold revenue increase in the first year. "Fabulous strategy and creative," concluded one judge.



Balfour Beatty WorkSmart and The Workroom

Bronze

The Workroom helped Balfour Beatty WorkSmart become a preferred outsourced business service for its network by creating a compelling brand platform and visual identity – leading to a 10-fold revenue increase in the first year. "Fabulous strategy and creative," concluded one judge.

Highly commended – Rapport Guest Service and FRASERS

Highly commended – Veyo and Industry

TYPE

Best corporate rebrand following a merger or acquisition

Pearson English and Goosebumps Brand Consultancy Gold

English language learning is one of the richest, yet most fragmented sectors in education, which is why Pearson wanted to de-clutter its offering and become a stand-out global leader. Working with Goosebumps, it decided to focus on the learning process itself, rather than the benefit-led clichés that normally surround language learning.

Judges said, "Beautiful work that hits the 'global' brief as well as the 'love me more' brief - not an easy thing to do. It looks great both in store and online, and the positive qualitative results show that clients around the world are suitably impressed."

The new brand has broken down language barriers and enabled Pearson to provide answers to everyday challenges that learners face through a new philosophy. Qualitative research has concluded that the brand is firmly on the right track, with rising demand for a worldwide roll-out.



Simplyco and Studio North Gold

Despite its 30 year heritage, the NRL Group suffered from poor brand awareness and a limited external perception of the company's three sub-brands. The goal of the rebrand was to merge the sub-brands into one clear package, thereby repositioning the business as a fresh, progressive new company.

As a result, Simplyco was established as a straightforward accountancy company offering jargon-free, simple support for contractors, freelancers and the self-employed. The brand strategy devised by Studio North funnelled the creative direction of the business.

Business-wide staff engagement and vastly improved customer service has seen the rebrand increase turnover from £1.1m in 2012 to £3.7m and impact the bottom line significantly. One judge heaped praise on the changes, "Much needed update for the brand and one which will definitely appeal to new and existing contacts alike. Fresh, clean and very mature for a small player in the market."



Connect Group PLC and Creative Leap Silver

Connect Group PLC has evolved considerably since rebranding from Smiths News PLC, diversifying from the news and magazine sectors into education and care. Creative Leap set out to help it become a best in class, growth-orientated business. A collective sense of group purpose has been achieved. Judges said, "Good example of brand evolution without losing heritage."



DNVGL and Landor Associates Bronze

When DNV Group merged with GL Group it faced cultural and logistical difficulties. The 'Broader view' concept designed by Landor Associates highlighted its services and helped employee engagement. Judges agreed, "The employee journey is very inspirational."



Highly commended - Bluewater and Rocket Content Marketing

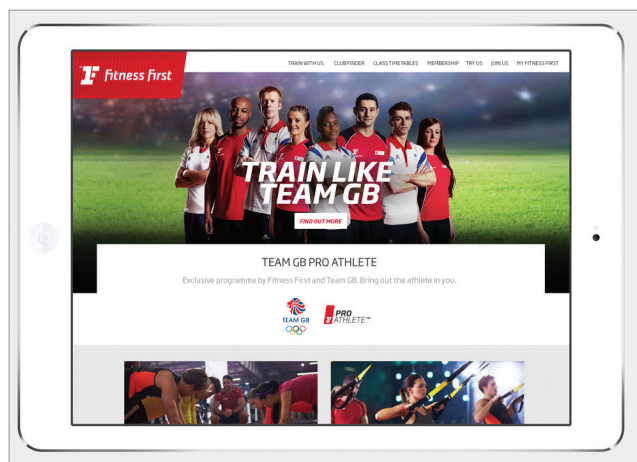
Best brand development project to reflect changed mission/values/positioning

Fitness First and The Clearing

Gold

In 2012, Fitness First was taken over by Oaktree Capital Management, which had a mission to make the business profitable again. The potential to become a global leader in the health and fitness field was huge, and the ambition was to create a brand that focused on people's individual life aspirations. The launch of the 'Go further in life' campaign was designed to help people embrace the confidence that comes with physical fitness.

Having now launched in more than 155 clubs across the world, the first 19 rebranded clubs in the UK saw 16,000 new members sign on in just eight months. New joiner rates rose by 10% year-on-year in the first six months and crucially, those who had become disengaged with the brand returned, with rejoiner rates up 6%. Judges said, "Truly superb work, which has made a dull, miserable brand leap out ahead of its competition, to look like an exciting place to be."



Capsticks and David Carroll & Co

Silver

Capsticks is the number one company for healthcare law in the UK, and the firm's rebrand in 2007 was designed to signal a change in leadership and legal structure. The result has been a "Wonderful brand evolution story," said judges, with year-on-year growth nearly doubling from £19.4m in 2007 to £37.7m in 2013-2014.



Pearson English and Goosebumps Brand Consultancy

Silver

Pearson English set out to break down language barriers by encouraging everybody to learn a second language. Alongside Goosebumps Brand Consultancy it developed a new brand which engaged with the world's media and provided answers to everyday challenges that learners face. Judges felt that it was "Well executed across all channels," and "Memorable."



Butlin's Firehouse and Mystery Ltd

Bronze

"A very original design that clearly differentiates Firehouse and attracts customers," was the conclusion the judges came to regarding Butlin's refocus of its restaurant offerings, which has seen it become more family-orientated.



Highly commended - Cluttons and Industry

Highly commended - YMCA and ArthurSteenHorneAdamson (ASHA)

TYPE

Best brand consolidation

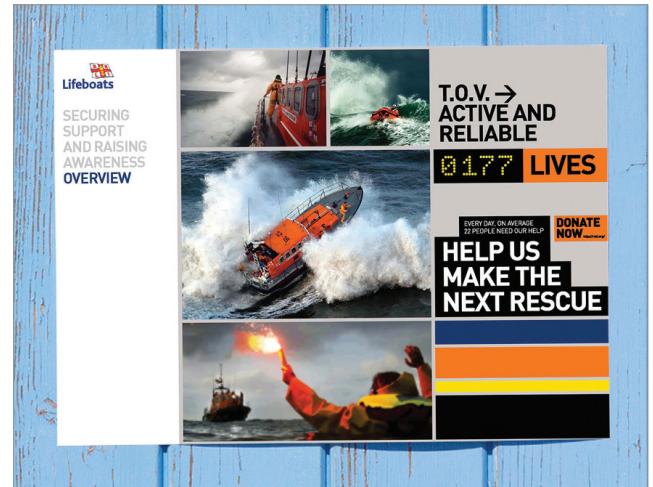
RNLI and Missouri Creative

Gold

The RNLI is tasked with the incredibly important job of saving lives at sea, but it also provides a huge amount of other services. In recent years, education and prevention have become as important as rescue. Through this expansion, however, the brand communications and marketing campaigns lacked consistency and impact.

To counteract this, a new verbal and brand language was designed with the help of Missouri Creative which focused on three core values: active, personal and reliable. One judge concluded that the project was, "Beautiful, powerful work, befitting of an organisation that makes such an important impact on people's lives and which is so desperate for funding."

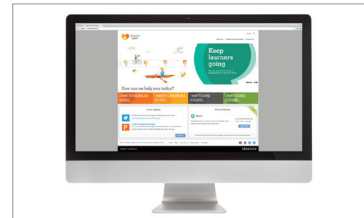
The 'active' tone meets new audiences with vibrant colours and the 'reliable' values are focused on loyal supporters, concentrating on more familiar copy and personal photography. As a result, the historic RNLI charity has maintained its identity but developed a contemporary brand language, engaging new as well as existing supporters.



Pearson English and Goosebumps Brand Consultancy

Silver

Setting out to de-clutter its offering, Pearson sought to become a global leader in the education sector. A key focus was to encourage people to stay the distance whenever they attempted to learn the English language. The results have seen 96% find the new approach 'quite appealing' or 'very appealing,' and judges said it was a, "Nice analysis of the challenge."



WorldPay and SomeOne

Bronze

Since SomeOne's work rebranding WorldPay, the payments provider has welcomed 450 new customers per day and profits have increased 9.5% in three months. One judge said, "[I] love the newly designed logo – it's fresh, modern, contemporary and swift."

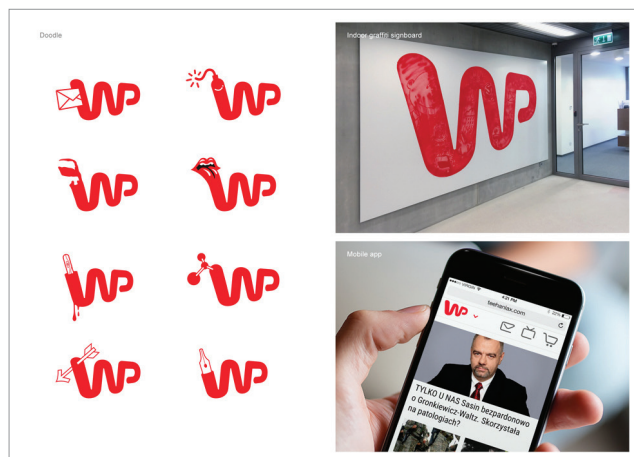


Highly commended - Blue Matrix and Living Group

Highly commended - Deutsche Telekom AG

Highly commended - TT Electronics and Emperor

Best rebrand of a digital property



Wirtualna Polska and BNA

Gold

Wirtualna Polska is one of Poland's largest internet portals, but its brand and logo was stuck in the last century. It needed to translate its evolution and new mission with a complete rebrand, without alienating loyal customers.

The strategy involved creating and developing a brand that would facilitate the move from the old world of PCs to new mobile screens. The redesigned logotype maintained the core values of the brand but also enhanced the image-related characteristics: modern, open to change, innovative and bold. The experts liked what they saw. One judge said the project was a "Perfect example of modern branding, it looks fresh, alive and ready for anything. Great on mobile devices, on walls, alongside serious or funny content – it's a great response to brief."

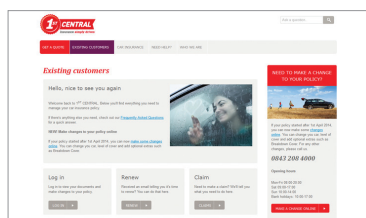
The number of visits year-on-year increased by 12% and there has been a record-breaking 9.2m real users of the wp.pl homepage.



Fliks and Impero

Silver

A cinema guide site from New Zealand, Fliks had grown remarkably quickly and wanted to make an impact in the UK. Impero was commissioned to create a fresh, modern site that used the site's already extensive data and assets. As judges concluded, the result "Heroes the content really well."



1ST CENTRAL

Bronze

The rebuilt 1ST CENTRAL website clearly reflects its new brand values and represents the company's desire to be 'Simply Driven' in every respect. One judge summarised, "Clear brief, strategy and some good results."

Highly commended - Design Management Institute and Lippincott

Highly commended - SmartFocus and Lab

SECTOR

Best visual identity from a charity, NGO or NFP

One Feeds Two and The Clearing

Gold

One Feeds Two aims to create new ethical standards within the food industry. It unites food companies, charities and consumers in delivering nutritious school meals to some of the poorest children in the world. In the early days, though, its brand lacked a coherent identity, which was undermining its admirable vision.

Consumer awareness needed to be raised, and with a new visual identity and brand strategy developed by The Clearing, the brand was transformed from a one-dimensional ethical endorsement into a fully-fledged charitable movement, resulting in new commercial partnerships and more customer engagement. The judges said, "Brilliant entry – shows the impact of words to great effect!"

Focusing on 'Feeding imagination,' the new brand brings the model to life in a simple yet highly effective way. Since the relaunch in 2014, it has won two national partners and featured in the national press. Visitors to the website have tripled, while the launch video has been viewed thousands of times on YouTube.



RNLI and Missouri Creative

Silver

The RNLI wanted to be more contemporary and consistent in its marketing in order to carry out more effective fundraising. Through colour, tone of voice, photography and typography the design team, alongside Missouri Creative, set out to create a powerful new brand language. The result is, "A contemporary feel, bringing with it a new audience of subscribers," according to judges.



University of Reading and Bell Integrated Communications

Silver

The University of Reading needed to transform its image from the safe, second choice for students to an attractive first choice university. Enlisting Bell Integrated Communications to launch the new LIMITLESS identity enabled the university to explain what makes Reading distinctive. As a result, applications for 2015-2016 have increased by 23%, which judges thought especially strong given the decline in university applicants.



Bury Council and Sport England and True North

Bronze

'I Will If You Will' was launched by True North on behalf of Bury Council and Sport England to encourage women and girls to get active and play more sport. "Inclusive, collaborative and demonstrative of a true partnership amongst friendship," judges concluded.



The Children's Society and SomeOne

Bronze

"Bold and thought provoking," judges said about the rebrand of the Children's Society by SomeOne. The rebrand aimed to expose the hard truths behind child poverty. Awareness of the organisation's work has increased significantly, with an 11% rise in net income.



Highly commended – NUS and Spencer du Bois

Highly commended – YMCA and ArthurSteenHorneAdamson (ASHA)

Best visual identity from the energy & extractives sector

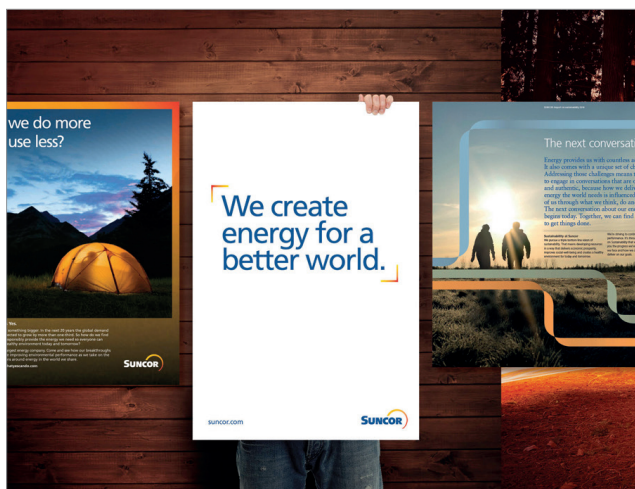
Suncor and Appetite Consultancy

Gold

Commissioned to reposition the Suncor brand following a merger, Appetite Consultancy faced a tough task. Suncor's updated identity needed to reflect its new strategy to unify the workforce around one common purpose. A story needed to be told that reflected core values, build awareness and attracted stakeholder support.

To achieve this success they started by carrying out hundreds of interviews and workshops with employees and stakeholders. A mission statement of 'We create energy for a better world,' was then crafted, which is now at the heart of everything that Suncor does. "Excellent at every level. Highly appropriate engagement with all stakeholders. Clean, creative, strong positioning of the brand," was the view of one judge.

The extractives firm is now viewed as one of the most valuable brands in Canada, and as another judge concluded, "The new brand mission sets them up well for growth in the face of strong rejection from the environmental left."



International Association of Oil & Gas Producers and Bisqit

Silver

The International Association of Oil & Gas Producers (IOGP) represents 80% of the world's oil and gas producers, but the brand was perceived as old-fashioned and passive. Through an engaging brand toolkit developed by Bisqit, it has now created, "An organisation to be proud of," according to judges, thus developing and validating its existing vision and values.

SECTOR

Best visual identity from the financial services sector

Simplyco and Studio North

Gold

The NRL group used to operate under three separate trading businesses, which was causing confusion and limiting growth, resulting in low staff morale. It enlisted Studio North to help merge its three sub-brands into one clearly packaged brand, which would become the identity of choice for contractors, freelancers and self-employed professionals.

Expert, jargon-free advice was the central message to get across. Keeping it simple and straightforward would allow people to trust in its expertise and so Simplyco was born, for a life less complicated. Judges have echoed their approval. One said, "Well executed across all touch points. The overall identity feels right for the target audience and stand out in this sector."

The result of the rebrand has been exceptional commercial performance, led by business-wide staff engagement and hugely improved customer service. Turnover has risen from £1.1m in 2012 to £3.7m, and as a result the bottom line has been boosted significantly.



Scottish Widows and Rufus Leonard

Silver

On the cusp of its 200th anniversary, Scottish Widows relaunched its brand, with the assistance of Rufus Leonard, to make it relevant to a contemporary audience. Judges said it featured, "Really great photography of the widow. The brand seems to resonate well with a younger audience." The results are clear – 75% of 18 to 34 year olds said the campaign made them think differently about Scottish Widows.



ERS and ArthurSteenHorneAdamson (ASHA)

Bronze

With a focus on the firm's core offering plus themes of heritage and value, Equity Red Star's (ERS) rebrand by ArthurSteenHorneAdamson resulted in the company turning a profit for the first time in five years. Judges praised the work as, "Elegant and thought through."



WorldPay and SomeOne

Bronze

In late 2013, WorldPay's new owners approached SomeOne to raise the brand's public profile. A new identity was formed and communicated across a wide range of applications, attracting praise from judges for its "Modern and fluid design."



Highly commended - Currencies Direct and The Allotment

Highly commended - Wealth Horizon and Mytton Williams



BRAND EXCHANGE

WHERE BRANDS MEET FINANCE



A new members club and event space in the heart of
The City of London





BRAND EVOLUTION

As technology evolves, so must brands. Establishing a relationship with your audience has never been more difficult. Consumers now have the power to choose how they interact with your brand, and share their thoughts with a single click.

For more than 25 years we've helped brands to keep their language in touch with their customers. Our team comprises some of the UK's top copywriters – from national journalists to advertising creatives and tone of voice consultants.

Get in touch to learn how we can develop your voice, and make it stand out across all communication channels.

*Congratulations to
all the winners.*

Stratton
Craig

WRITTEN
COMMUNICATIONS
AGENCY

IT'S ALL IN THE DETAIL®

t. 020 7593 4014
www.strattoncraig.co.uk

Best visual identity from the healthcare sector



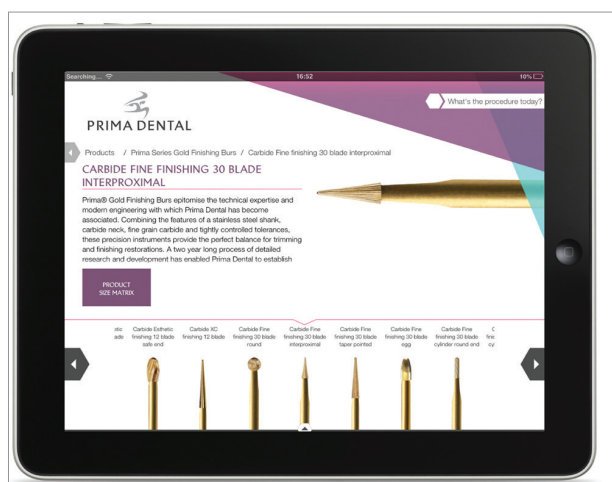
Healthcare UK and Appetite Consultancy

Gold

HealthcareUK was established in 2012 to foster partnerships between British organisations and healthcare providers around the world, which compete against other exporting nations. Creating and delivering a completely new brand to allow the whole of the UK's healthcare sector to sell its expertise around the world was the brief assigned to Appetite Consultancy.

A communication strategy that broadcasted consistent messaging across all channels in various languages was required. The new brand also needed to highlight the UK's status as a global leader in the industry. The proposal, 'HealthcareUK, the vital partner in global health,' was established, and became internationally-recognisable after being broadcast across every key channel that had been identified.

HealthcareUK supported 24 major events around the world in its first year, with more than £550m secured from new contracts. Lavish praise from one judge included, "Amazing strategy, a very demanding case well executed."



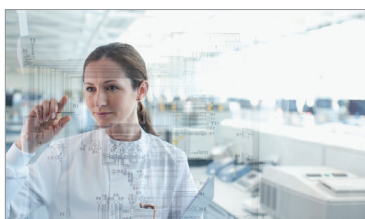
Prima Dental and The House

Gold

Prima Dental, the fastest growing manufacturer of dental burs, recognised the need for a brand development programme that would create high-value digital assets. The result would mean market-leading sales figures, and a boost to the firm's reputation across the industry. A significant gap in the market was identified as a target, but changes were needed in order to allow Prima Dental to fill it.

The House developed a new corporate icon, bespoke typeface and colour palette to meet the brief. The rebrand and repositioning has resulted in substantial growth in overseas trade as well as the launch of a separate business for the Asian market, plus new multi-million dollar partnerships in the Americas.

The 2015 production capacity for the Asian market sold out, as did the 2015 UK production capacity for the entire bur range. Judges concluded, "They have managed to evolve the brand, mix it up with some fresh colours yet retain the icon. It also works well on digital touch points."



Bachem and Branders

Bronze

Peptide manufacturer Bachem commissioned Branders for its new branding strategy and visual identity overhaul. The outcome underlined the benefits of this market leader, with the "Simple and bright" new visual attracting praise from judges.

SECTOR

Best visual identity from the professional services sector

Marlin Hawk and The Allotment

Gold

Leadership advisory and executive search firm Marlin Hawk had a compelling story to tell, but it needed help. Brilliant people and inspiring futures are at the forefront of what the company does. Thus, The Allotment used these themes to lead the transformation of the business' identity and communications touchpoints.

To achieve this, a unique approach to telling the brand story was deployed. A captivating printed book featuring beautiful illustrations alongside an engaging, responsive website were developed. The reader is led through the firm's challenges, processes and achievements helping to fully understand the lengths Marlin Hawk will to go for its clients.

The project was well-received from the start, attracting praise from Marlin Hawk's blue chip clients and leadership candidates who applauded such a brave and innovative approach. "Truly stunning," was the verdict of one judge, with another stating that the creative succeeded in "Elevating the company into the upper echelons of their industry."



Pearson English and Goosebumps Brand Consultancy

Silver

Pearson English recognised the opportunity to become an English Language learning leader, and enlisted Goosebumps Brand Consultancy to help along that journey. The agency decluttered the firm's offering and communicated its simple, motivating methodology; distancing Pearson English from the clichés of its competitors. "Flawless execution," was the verdict of one impressed judge.



Mitie and Luminous

Bronze

Strategic outsourcing firm Mitie needed to reposition its brand after changing rapidly in recent years. Luminous took on the challenge, creating an identity that was, "Beautifully executed, and distinctly recognisable," according to judges.



Veyo and Industry

Bronze

Industry helped Veyo create a brand, identity, proposition and integrated marketing strategy to promote its new conveyancing portal for property buyers and sellers. An "Excellent overall identity" was the verdict of the judges.



Highly commended - Gün & Partners and Uffindell Group Limited

Highly commended - Ubeego and Brand Brothers

Highly commended - Wilberforce Chambers and Studio Jo and Co

Best visual identity from the property sector



L&Q - The Schoolyard

Gold

One of London's leading residential housing developers, L&Q, was launching a new collection of properties in the saturated Wandsworth housing market, and needed a unique visual identity to stand out from competitors.

Uffindell was brought in to make this happen. The brand strategy focused on a USP rather than on the lifestyle and location benefits typical of property marketing. Through a brochure and microsite L&Q told the story of the housing site's history and paid homage to its educational links, as the development's name – the Schoolyard – shows. Buyers already living in Wandsworth were targeted through an innovative, localised campaign including a mix of outdoor, print, display banners and social media.

The project achieved its goal, with the vast majority of buyers already living in the area. The judges were clearly impressed, highlighting the project as, "A great example of aligning strategy, context, execution, carried through to effective results against the targets set."



East Village and Small Back Room

Silver

The East Village redevelopment of the London 2012 Olympics athlete's village needed a distinctive, long-term promotional campaign to build demand. Small Back Room was appointed to create a brand strategy and to overcome the challenge of potential buyers being unable to visit the site. Judges praised the identity's "Beautiful use of vibrant illustration and uplifting photography."



L&Q - The City Mills

Silver

L&Q partnered with Underscore to develop the visual identity for the City Mills, a new property development in Hackney. Changing public perception was the main challenge, and consultation with existing residents helped to present the area as an attractive place to live. Judges said the, "Bright and confident branding," was a particular highlight.



Veyo and Industry

Bronze

Industry was commissioned to brand, build demand and generate support for Veyo's revolutionary home conveyancing portal. One judge's feedback explains the agency's success, "Excellent case, well defined strategy and amazing execution."

Highly commended - Get Living London and Small Back Room

Highly commended - Wrenbridge, Legal & General and Ideas Factory

small back room



shortlisted
transform awards
europe

SINCE 1977, WE HAVE COMBINED **LOGIC** AND **MAGIC** TO BUILD POWERFUL AND CONNECTED BRANDS, COMMUNICATIONS AND EXPERIENCES. TO FIND OUT MORE VISIT **SMALLBACKROOM.COM**

WE HAVE A PROVEN
TRACK RECORD OF
CREATING INNOVATIVE
SIGNAGE SOLUTIONS
AND WE CAN HELP YOU
COMMUNICATE YOUR
BRAND WITH EFFECTIVE
SIGNS AND GRAPHICS

getintouch@signlex.com

COMMUNICATE //

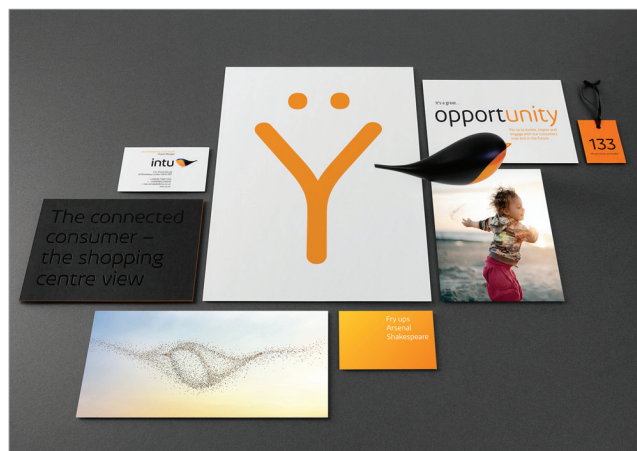
**YOUR
BRAND**

Signlex Limited | Broad Gate | The Headrow | Leeds LS1 8EQ
t: 0113 350 7445 | e: info@signlex.com | w: signlex.com

 @Signlex  /SignlexLimited  /Signlex  blog.signlex.com

SignlexTM
We make your **mark!**

Best visual identity in the retail sector



intu and Landor Associates

Gold

Capital Shopping Centres (CSC) survived a turbulent period for British retail and emerged needing to better connect with its shareholders and stakeholders. It sought a consumer-facing approach that fully embraced the digital technologies that now dominate modern lives.

Landor Associates took on the challenge, working closely with CSC to give the firm a facelift that reflected the new direction. Rebranding to intu was the first step. intu allowed its world class service to underpin the identity refresh. The unique aspects of each individual site were leveraged to create features that entertained consumers. Complete digital connectivity on-site alongside an e-commerce platform and editorial content contributed a first-class shopping experience for visitors.

The outcome saw warm, engaging and functional shopping centres draw increased footfall, customer satisfaction and group profit. "Stand out design," was the verdict of one judge, "Very strong submission with clear strategic insight partnered with a brand that surprises and delights at every turn."



Antler and Mammal and The Cernis Collective

Silver

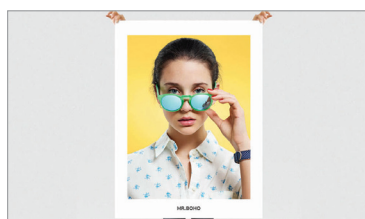
Globally-recognised British luggage brand Antler had lost its way, surrendering market share in the face of customer disconnect and tumbling profits. New management enlisted Mammal and the Cernis Collective for a shake-up, and the duo delivered positive results. "Fantastic – I loved this reinvigoration of the brand," stated one judge.



Apothecary 87 and Attract

Silver

Within six months of the launch of its visual identity, Apothecary 87 became the leader in the male grooming market. A strategy which aimed to make beard and moustache sector of the manliest brand on the planet led the way. "Remarkable results considering the budget," was one judge's verdict.



Mr BOHO and Baud

Bronze

Evolving accessories brand Mr BOHO needed a repositioning to grab the attention of all stakeholders. Baud stepped up to meet the brief, delivering a strategy that impressed the judges, "Fantastic results for this niche brand."

Highly commended - Cordello Home and Living Group

SECTOR

Best visual identity from the technology, media & telecommunications sector

Veyo and Industry

Gold

Conveyancing – the legal transfer of a home from seller to buyer – needed to step into the 21st century, and the Law Society in partnership with technology firm Mastek strove to achieve this advancement. The duo pioneered the creation of an online conveyancing portal but needed the right identity to support it that would create strong demand for the service.

Industry was challenged with meeting the brief in just nine months. In such little time, the branding was devised and signed off before a strategy that set the portal up as the 'future of conveyancing' was launched. Before the launch, Veyo had to get most of the industry on board in order for the product to even be viable, a goal which was achieved with time to spare. Veyo also became the home of conveyancing, something all industry professionals could benefit from. "[A] standout in category," was the opinion of one judge, while another highlighted the, "Really strong memorable visuals, which are applied beautifully across all platforms."



Relish, UK Broadband and Turquoise Branding

Silver

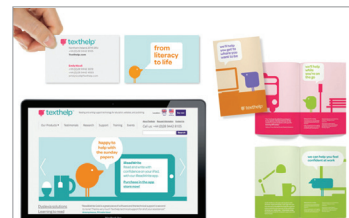
Relish and UK Broadband strive to supply London with superfast wireless connectivity and a service that puts the user in complete control. They needed a unique and distinctive visual identity to do so, which Turquoise Branding provided. According to judges, the successful creative, "humanises the invisible and has buckets of charm."



Texthelp and Fishburn

Bronze

Texthelp provides mobile software to help people achieve literacy. The company wanted an identity that reflected its role in the community. Fishburn put end-users at the heart of the brand strategy, producing a "Very clean identity" and approach, according to judges.



Highly commended - Murata and Living Group

Highly commended - Wirtualna Polska and BNA

**We help
organisations
build a brand
advantage**

SECTOR

Best visual identity from the industrial & basic materials sector

Saelen TS Industrie and Brand Brothers

Gold

Saelen/TS Industrie is one of the largest manufacturers of wood chippers and chipper-shredders in Europe. The market has become increasingly competitive in recent years. With a series of takeovers diluting the company image plus a dispersion of corporate brands, a full repositioning of the group's visual identity was needed.

To meet the brief, Brand Brothers created a new personality that effectively communicated the firm's century-old expertise, the robustness of its products and its commitment to quality of service. These messages featured across a variety of applications to strengthen their effectiveness, including the highly identifiable typographic logo, the renaming of the product range and a cohesive print strategy.

It took just eight months to reinvent Saelen in the market and the outcome received widespread approval across the group when showcased at two major trade shows. The judges were equally complimentary, "The visual identity gives the brand a new lease of life."



Petainer and The House

Silver

Petainer needed a new brand position and fresh brand assets to support its global growth ambitions. Through a clear purpose and bold vision that matched Petainer's aim, The House helped inspire confidence, attract investment and meet sales targets. Judges lauded the creative for its, "Strong visual identity."



Best visual identity from the travel & leisure sector

Southwest Airlines and Lippincott

Gold

Southwest Airlines may have enjoyed 40 years of profitability, but it isn't immune from the pressures of competition. With the airline industry suffering from turbulence, the American brand wanted a new visual identity to modernise its look, reach new audiences and set the airline up for a bright future.

Lippincott was commissioned to make the brief a reality and chose to align the company's ambitious vision with its tremendous history. Research found that a focus on people made the airline great, while the heart device was a major symbolic asset which reflected the brand's desire to be well-loved. The heart became a focal point of the new identity, featuring during moments of connection with customers to establish it as a symbol of the airline's people-centric approach.

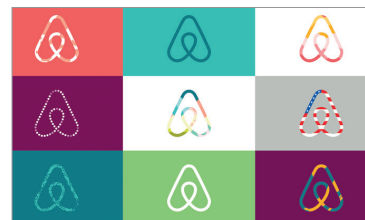
Judges agreed that the "Strong colourful visual identity and logo" was a success, and studies already show that more than 90% of general market fliers find the new personality appealing.



Airbnb and DesignStudio

Silver

Becoming a multi-billion dollar company meant Airbnb had outgrown its original visual identity, so DesignStudio was brought in to refresh the brand for future success. The approach was a "Stand-out entry" moving the firm away from a typical Silicon Valley brand to become a more approachable community and lifestyle brand.



Best overall visual identity



intu and Landor Associates

The British retail industry has experienced profitable ups and worrying downs over the past decade. This is especially true for brick-and-mortar stores, which rely on shopping centres to thrive and face stiff competition from e-commerce sites capitalising on the shift to the digital world. As one of the UK's largest real estate investment companies and owner of 15 shopping centres, Capital Shopping Centres (CSC) shared the concerns of its retail partners while facing its own challenges.

Shoppers, shareholders, communities and partners expected more from CSC and the firm knew it needed to deliver to step beyond the expectations of the sector. Landor Associates was commissioned to achieve this and to help CSC remain relevant by embracing the digital and social changes its stakeholders were embracing. The brand needed to become more consumer-facing to engage with visitors and exceed expectations, making every encounter a surprising and exciting experience.

To meet the brief, Landor Associates and CSC worked together to give the brand a facelift. They created the newly-dubbed intu in the process. The refreshed identity was more than a new look, it established the firm on a new path. World class service became synonymous with the intu name by bringing retail service staff in-house, updating their uniforms and teaching them a new approach. For the centres themselves, the design and layout of each individual site was leveraged to create a memorable and entertaining environment. Eye-catching signs, humorous messages and splashes of colour helped to engross shoppers with every visit.

Complete digital connectivity became another key characteristic of intu's sites, allowing shoppers and retailers to remain in touch with the people and networks that mattered. Intu.co.uk was launched in 2013 to provide quality editorial content and an e-commerce platform that merged the online and offline shopping worlds. Meanwhile, free Wi-Fi and 4G connectivity were also enabled. A click-and-collect service and customer lounges allow intu to offer a personalised, multichannel experience. To attract footfall and further cement intu's position as more than a retail premises owner, unique events were introduced including live fashion shows and festivals.

The outcome of CSC's vision and Landor Associates' creativity was an undeniable success, judges agreed. One said it was a, "Beautifully designed brand that has stand out implementation. So many nice touches from a brand that clearly likes to exceed expectation." Customer satisfaction rose to 88% and the average staff rating to 94%. Since 2012, footfall has increased by 25% and profit for the year has soared by 129%.

Grand Prix

Fitness First and The Clearing

When Fitness First was acquired by Oaktree Capital Management in 2012, the mission was to return the business to profit. Through the use of bold and ambitious branding it sought to redefine the category across the 436 clubs it operates in 16 countries.

Industry research revealed that visitation levels were negatively affected without a motivating service experience. With dropping visitation, retention rates also diminished. A brand that focused on personal relationships was required from The Clearing, placing the focus on the aspirations of members and built around the idea that fitness provides confidence. The Clearing set to work on building a revolutionary gym experience inspired by the brand promise, 'Go further in life.'

The three core objectives – proof of concept, drive new member acquisition and consideration and demand reappraisal from lapsed and former members – informed the new brand strategy which required several key actions to create a brand and creative vision that reached every internal and external touchpoint. This was implemented through interior designs that reflected the new philosophy, new uniforms that staff actually wanted to wear, small group training classes designed to encourage personal interaction and a digitally-smart fitness outlook allowing for an individualised experience.

As the brand refresh deployed to 155 clubs across the world, the first 19 rebranded clubs attracted 16,000 new members in just eight months. There was also membership growth in the UK for the first time since 2009, with revenue at the 19 rebranded clubs up between 5% and 15%.

New joiner rates have also risen by 10% year-on-year in the first six months and member retention has increased by 5.1%. Rejoiner rates have increased by 6% since the process began.

The general consensus of the judges was that the original, dull brand was replaced by a vibrant new positioning that allows Fitness First to leap ahead of the competition. One judge said, "The project really got under the skin of the challenge and what the business needed to regain – profit. Comprehensive and cohesive across all touch points. Strong design idea and pervasive design – without just putting the logo everywhere. A clear winner in my mind."

Another was particularly impressed by the business implications that were made possible by the fresh design, "Redefining a category, and saving a company from administration, is a challenge. Through an excellent strategy, and outstanding design work, the team at The Clearing has done what it set out to achieve."

