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Welcome

There has been a strong, promising brand and design community in the Middle East for some years now. Yet, this year has featured the consolidation of work into the de facto regional communications capital of Dubai, the impending launch of d3, the Dubai Design District, and the continuing awareness of Middle Eastern and North African businesses of the value of an effective brand. These trends have underlined the increasingly high standard of work generated throughout the region.

The Transform Awards MENA recognises excellence in brand development, rebranding and brand positioning in the Middle East and North Africa. This year has seen a growth in the variety of entries received and in the quality of their strategic and visual work. Winning entries derive from many sectors – though many are the extractives or telecoms companies – and from nearly every country in the region.

It's no surprise that the night's two overall winners – for 'Best visual identity' and our 'Grand Prix' winner – come from the telecommunications sector. Telecoms has always required a strong brand, relevant to a wide audience and applicable across countless brand touchpoints. The Middle East has seen a growing number of challenger brands recently, prompting it to address brand more thoroughly. Batelco and GO, which take home these auspicious prizes have excelled at repositioning their brands in this difficult market.

All of the winners of the Transform Awards MENA deserve the recognition they will receive tonight as they have succeeded in a competitive, rigorously-judged field. We are proud to announce the winners of the second annual Transform Awards MENA and wish all of the successful brands our congratulations.

Brittany Golob

Editor,
Transform magazine

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For the rough and the smooth
For the pushing and believing
For the late nights and latte meetings
For the agony and the ecstasy
For the debates and hand shakes
For the cheques and balances
For the standing out and being outstanding
For the business and the company
For the conviction and the courage
For the patience and the confidence
For the identity and the discovery
For the awards and daily rewards

Thank you. To our clients and team.

Here's to the future and building more bellwether brands.



BELLWETHER

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Meet the judges



Sherif Abdelkader

Sherif is brand director at Egyptian dairy and juice purveyor Juhayna Food. He has 20 years of experience in brand management in the food and drink and FMCG industries. He has worked as both the brand and marketing directors for Juhayna and was previously CMO at Gozour Dairy and brand manager for fine foods at Unilever Egypt. Sherif holds a master's in international marketing from the University of Strathclyde.



Ash Banerjee

After a successful turn launching the rebrand of the prominent USE-based telecom brand, du, Ash has taken up a post at a confidential new telecom company to be launched in the near future. His experience extends from the Middle East to Europe as he has taken roles both in-house and in agency leadership across the EMEA region. After over six years with McCann and two at Lippincott, he joined du ahead to oversee its rebrand and growth strategy. Ash is also a published author and university lecturer.



Linton Crockford-Moore

Born in the United Kingdom, Linton began his career in retail in London for Gap after completing his design studies in 1995. In 2000, Linton moved to the Middle East and joined the Chalhoub Group where he was responsible for the regional visual merchandising and brand development for a portfolio of over 20 luxury brands ranging from Paul Smith, Lanvin, Christian Lacroix, Kenzo, Christofle, S.T.Dupont. Today Linton leads the creation and guardianship of the Chalhoub Groups retail equity.



Nadine Fattaleh Al-Shaa

Nadine is the senior manager for corporate communications at Milaha. She is a strategy-minded and goal-driven marketing communications professional with more than 12 years of experience driving brand awareness and growth. She previously held the position of corporate marketing & communications manager at Salaam International and has experience in internal comms, CSR, event management, media relations and brand management.



Sharon Garrett

Sharon is an experienced marketing communications professional with early career experience in banking and venture capital. She has extensive experience with tourism brands and has been area director of marketing and communications for Anantara Hotels for almost four years. She previously worked for ANA, Voyages Hotels and Resorts and InterContinental Hotels Group, Shangri-La Hotels. She used to host talk-back radio shows on Dubai's premier station, 103.8FM.



Salma Hussain

Salma is the marketing manager for assets and digital channels at HSBC in Oman. She has more than 5 years of experience in fast moving consumer goods, financial services and luxury brand management. She has international experience in new product launches and rebrand campaigns having worked at Holiday Inn, IRam Jewelry and British American Tobacco.



Justin Jurd

Justin is brand communications and fashion styling manager for the Landmark Group with responsibility for brand and product strategy, marketing communications and supplier management. He has been involved in the fashion industry for over a decade with experience at John Brown Media in South Africa, Supernova Creative Management and Woolworths. Originally from South Africa, Justin now lives in the UAE.



Steve Keller

Steve is CEO/strategist of iV, an audio agency specialising in the strategy, creation, evaluation and management necessary for successful audio branding initiatives. Since its launch in 2005, Steve has grown the business beyond the confines of the US and into Europe, opening iV2 in Germany in 2009. iV has worked with a number of global agencies and brands, including Vodafone, Coca Cola, Burger King, Nike and Ehrmann. Steve holds a BA in psychology, with experience in research, statistics, and small group dynamics.



Daniel Taylor

Dan is senior director of brand development at du. He is well versed across a wide range of brand disciplines, from strategy to design and implementation. He has communications planning experience both on and offline. He has been with du since 2010, and oversaw the brand implementation and launch of du's rebrand last year. Before joining du, Dan looked after the corporate brand for Sama Dubai, the world's fifth largest development company. Prior work includes roles with MCN, APRAIS, McCann Erickson and others.



Dan Tomlinson

Dan is a brand and marketing professional with over 20 years of experience working across a variety of creative disciplines. He is currently head of brand for the Baku 2015 European Games, responsible for the look and design of games. He was formerly publications manager for the London 2012 Olympic and Paralympic Games and was responsible for creating and delivering over 2,500 publications. His sector experience includes major global sporting events, public relations, advertising and financial services.

Who won what

Content

Best use of a visual property

Gold - Batelco and Unisono

Gold - Enerya and Lander Associates

Silver - Saudi Arabian Basketball Company and Turquoise Branding

Bronze - Mohammed Bin Rashid Centre for Government Innovation and Bellwether

Highly commended - Rise Sports and Omnia

Best brand architecture solution

Gold - Enerya and Lander Associates

Silver - AlYum and Bellwether

Silver - Dubai Sports City and MBLM

Bronze - GFH and Unisono

Highly commended - Riyadh Bank and Brand Union

Best use of copy style/tone of voice

Gold - S'wich and Tonic International

Silver - GO Telecommunications and Bellwether

Silver - Rukn and Unisono

Bronze - Fakih IVF and BrandAid

Best brand experience

Gold - Etisalat and StartJG

Silver - du and Bellwether

Silver - GGICO Properties and MBLM

Bronze - Mohammed Bin Rashid Centre for Government Innovation and Bellwether

Bronze - Red Bull Bahrain and Lowe MENA

Highly commended - Waha Capital

Best use of packaging

Bronze - Al Fakher and CBA

Process

Best internal communications during a brand development programme

Gold - APM Terminals Bahrain and Miracle

Gold - Dubai Airports and StartJG

Silver - Ahlibank QSC and Brand Union

Bronze - Duqm Refinery and Omnia

Highly commended - Medeor Hospital and Omnia

Best implementation of a brand development programme

Gold - Men's handball and 28 Design Consultancy

Silver - Batelco and Unisono

Silver - GO Telecommunications and Bellwether

Bronze - DP and Brash Brands

Highly commended - Fakih IVF and BrandAid

Best implementation of a brand development project across multiple markets

Silver - Malabar Gold and Diamonds and Brand Union

Strategy

Best creative strategy

Gold - King Abdullah Economic City and Turquoise Branding

Silver - Horizons & Co and Bellwether

Bronze - Aseer Investment and Bellwether

Bronze - Red Bull Bahrain and Lowe MENA

Highly commended - GFH and Unisono

Best brand evolution

Gold - Horizons & Co and Bellwether

Silver - GO Telecommunications and Bellwether

Bronze - AlYum and Bellwether

Bronze - Asser Investment and Bellwether

Highly commended - Abdul Latif Jameel and Siegel+Gale

Highly commended - Batelco and Unisono

Best strategic/creative development of a new brand

Gold - Hamad International Airport and StartJG

Silver - datamena and Bellwether

Silver - Roshan and Tonic International

Bronze - Duqm Refinery and Omnia

Highly commended - Saudi Arabian Basketball Company and Turquoise Branding

Type

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

Gold - GO Telecommunications and Bellwether

Silver - GFH and Unisono

Silver - Saudi Arabian Basketball Company and Turquoise Branding

Bronze - Aseer Investment and Bellwether

Highly commended - Horizons & Co and Bellwether

Highly commended - Red Bull Bahrain and Lowe MENA

Best brand consolidation

Silver - AlYum and Bellwether

Best rebrand of a digital property

Gold - Careem and North 55

Silver - Dubai Sports City and MBLM

Silver - National Bank of Oman and Bellwether

Sector

Best visual identity from a charity, NGO or NFP

Gold - CDA (Community Development Authority), UAE and Tonic International

Silver - dnata and Brash Brands

Best visual identity from the energy & extractives sector

Gold - Enerya and Landor Associates

Silver - Duqm Refinery and Omnia

Silver - Setcore Petroleum and Bladonmore

Bronze - Enerji and Unisono

Best visual identity from the financial services sector

Gold - Aseer Investment and Bellwether

Bronze - GFH and Unisono

Highly commended - FGB and Brash Brands

Best visual identity from the healthcare & pharmaceuticals sector

Gold - Fakih IVF and BrandAid

Silver - Medeor Hospital and Omnia

Best visual identity from the industrial & basic materials sector

Gold - King Abdullah Economic City and Turquoise Branding

Bronze - Arkan and Brand Union

Best visual identity from the professional services sector

Gold - Horizons & Co and Bellwether

Silver - Streetlight and Unisono

Bronze - Keita and Omnia

Highly commended - The You Experience and 28 Design Consultancy

Best visual identity from the public sector

Gold - GCC-STAT and OHI Leo Burnett, Oman

Silver - Onwani and Brash Brands

Best visual identity from the retail sector

Gold - S'wich and Tonic International

Silver - Aldar and Mubadala and Latitude Agency

Best visual identity from the technology, media & telecommunications sector

Gold - Batelco and Unisono

Silver - datamena and Bellwether

Silver - GO Telecommunications and Bellwether

Bronze - Carma and Omnia

Bronze - Rukn and Unisono

Highly commended - Rinboo and Tagbrands

Highly commended - Roshan and Tonic International

Best visual identity from the travel & leisure sector

Gold - Saudi Arabian Basketball Company and Turquoise Branding

Gold - X Dubai and Start JG

Silver - Boca and North 55

Silver - Hilton Doha and FP7

Bronze - Voyoga and Brash Brands

Highly commended - QFA and FITCH

Best overall visual identity

Batelco and Unisono

Grand Prix

GO Telecommunications and Bellwether



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What the world thinks

Best use of a visual property



Batelco and Unisono

Gold

Bahraini telecoms brand Batelco had powerful associations for users but needed to fight consumer perception that it was a brand for older people and that it lacked a progressive attitude. This was complicated by the arrival of a new telecoms brand in the market, which strongly appealed to Bahraini youth.

The new identity, developed by Unisono, is warm and cool; it focuses on the brand's distinctive tab, allowing it to become Bahrain's first icon-only brand. This property retains the red and white colours of Batelco's previous identity, capitalising on its heritage and familiarity to users. Red and white are also the colours of the Bahraini flag, so it can still appeal to the more conservative core audience, but the rest of the brand identity steps away from just red and white to open up the possibilities of the visual property.



Enerya and Landor Associates

Gold

Creating a brand identity based on illustrations is a bold move, but one that has paid off for Turkish energy company Enerya and Landor Associates. The company's new visual property is colourful and simple, using illustrations that tell the story of how energy is transported around the country, from icons of wind turbines and pylons to Turkish icons, such as the Sultan Ahmed Mosque and the Bosphorus Bridge.

These icons are integrated into applications that help consumers understand where their energy comes from. The visual property is manipulated in a sophisticated way, such as through badges to appeal to young consumers and advertising that changes colour according to time of day.

The new identity is aligned with Enerya's positioning as 'Cleaner Smarter Simpler' energy, and reinforces its renaming from Energaz, which positioned the company as purely gas-based, to Enerya, which combines the Turkish words 'enerji' (energy) and 'dünya' (world).



Saudi Arabian Basketball Company and Turquoise Branding

Silver

The new brand identity, devised by Turquoise Branding, for SBL, the Saudi Basketball League, needed to inspire young Saudis to get excited about the sport. The visual property highlights the speed and dynamism of basketball, with a lightning bolt in the logotype. This is recreated in static and video advertising, which shows shards of light around the players.



Mohammed Bin Rashid Centre for Government Innovation and Bellwether

Bronze

Launched at the 2015 Government Summit in the UAE, the visual identity for the Mohammed Bin Rashid Centre for Government Innovation was inspired by origami. Bellwether's brand system uses orange, blue and grey and emphasizes the connections between ideas.

Highly Commended - Rise Sports and Omnia

CONTENT

Best brand architecture solution

Enerya and Landor Associates

Gold

The new brand for Enerya brings together 12 brands that were previously completely distinct – each providing energy to a different city in Turkey – and absolutely unconnected as far as consumers were concerned. Managing each brand separately was costly and inefficient, and didn't project Enerya as a global, modern company. Landor Associates brought each brand under the Enerya name, and the new brand architecture uses contemporary illustrations and a distinctive brand marque across all its markets, to bring the providers together and to educate consumers about their energy in a more meaningful way. The new branding exists across advertising, digital media, livery, internal materials and staff uniforms. Customers are now spending more time at the company's regional energy centres and engaging with the brand on social media, while brand awareness is up by 4%.



AlYaum and Bellwether

Silver

AlYaum, a media company in Saudi Arabia, has started to diversify its portfolio of companies, venturing into real estate and education. It's also preparing for the growth of online media. The new brand architecture, conceived with Bellwether, brings the real estate section of the business under the AlYaum umbrella and renamed its printing press, giving it a distinct identity of its own.



Dubai Sports City and MBLM

Silver

Dubai Sports City is a development over of 50m square feet in Dubai that is themed around sports, but the brand needed to communicate in both a corporate, business to business environment and to consumers. Working with MBLM, the new architecture deployed separates the two sides of the business by using different colours applied to the same logotype, and allows plenty of room for growth from new subsidiaries.



GFH and Unisono

Bronze

GFH, formerly known as Gulf Finance House, created a new brand architecture last year with Unisono that brings together the multiple entities of the company under one name and logo, while creating transparency and prioritising clear communications with consumers.



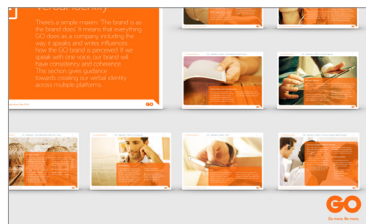
Highly Commended - Riyadh Bank and Brand Union

Best use of copy style/tone of voice

S'wich and Tonic International

Gold

Writing copy for an audience in Dubai is challenging – there are residents from over 200 nationalities, with equally baffling numbers of dialects and languages spoken. Tonic International, which worked on the copy for shawarma company S'wich, however, decided it could still communicate with customers in a funny, irreverent and lighthearted way, matching S'wich's promise of bringing this ancient street food completely up to date. Written in English, the S'wich personality reflects the brand values of delivering food that is convenient, personal, innovative and fresh, and the copy relies on a healthy amount of puns. The tone of voice and style of communication translates well across all of the brand's applications, from marketing to the app, promotional materials and packaging. It has definitely had a hand in the brand's success, and the company is a hit with expats and Dubai natives alike.



GO Telecommunications and Bellwether

Silver

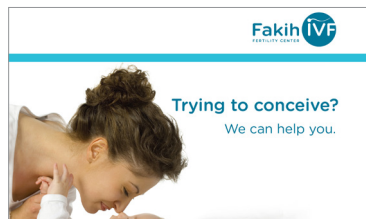
The Maltese telecoms operators GO had a history of state ownership. In creating the company's first tone of voice strategy, Bellwether decided the tone should stem from the brand's newly defined values of being bold, curious, caring and simple. This translated into a tone of voice that is proud of its heritage, but uses English to address multicultural audiences; a style of communication that is less corporate, more human and less formal.



Rukn and Unisono

Silver

The Unisono-designed tone of voice for Rukn, an ICT incubator created in Bahrain to fuel growth, create jobs and build up the information technology sector, reflects the brand's values of supporting entrepreneurs. 'Start IT up,' the brand's slogan, plays on IT/it, a tone that is repeated across marketing materials. The copy style is always upbeat, appealing to the young, bright minds that Rukn wants to attract.



Fakih IVF and BrandAid

Bronze

The tone of voice developed by Dubai fertility clinic Fakih IVF and BrandAid communicates in a way that is appealing, relatable and draws on the clinic's years of expertise in a sensitive way by being confident, not arrogant.

Best use of packaging

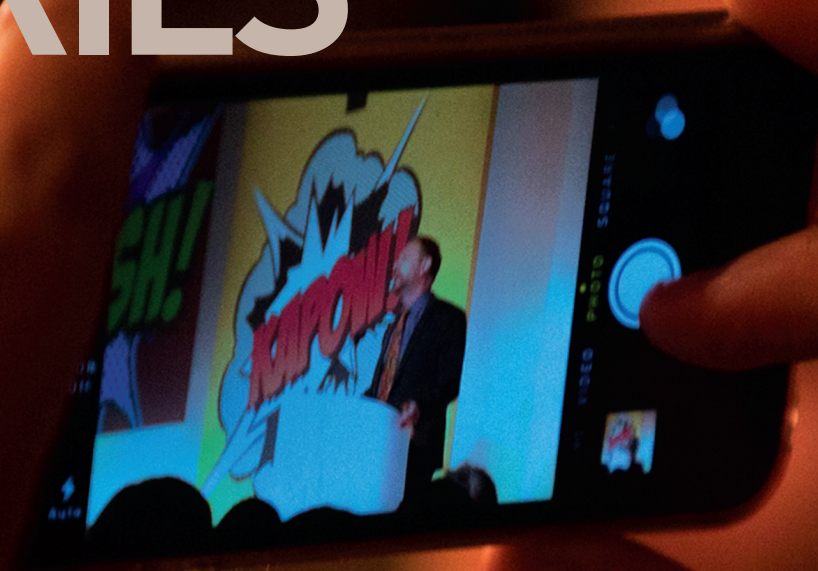
Al Fakher and CBA

Bronze

Shisha brand Al Fakher needed to appeal to a new generation of consumers as research showed that the culture of smoking shisha and the opportunity to slow down appealed to users. The new packaging, designed by CBA, is vibrant with custom designs that emphasise the social nature of shisha.



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Best brand experience



Etisalat and StartJG

Gold

Etisalat is one of the top telecoms companies in the UAE, and the world's 12th largest mobile network operator. The retail experience provided by the brand, however, didn't align with the company's identity: from small kiosks to large stores, Etisalat outlets existed to deal with subscribers, rather than appeal to new customers.

This meant the company was at risk of losing market share and potential new users. The new brand experience, developed with StartJG, takes the company's messaging of providing services that let people live a connected life and materialising that. Interactive architecture, sociable seating and a more efficient delivery of service have optimised the customer experience. The design is flexible and scalable and brings together digital and physical elements to deliver a brand experience that matches the company's vision. Visitors now wait for less time and spend more time with staff, reaffirming Etisalat's position as an innovative brand in the market.



du and Bellwether

Silver

The uniforms worn by du staff across the telecom brand's retail and technical outlets across the UAE weren't doing the job of helping staff and customers or representing the du brand. The new uniforms, created by Bellwether, for 1,000 frontline staff and promoters, have subtle brand cues and are made from wearable materials that are well-suited for the company's different job functions.



GGICO Properties and MBLM

Silver

The real estate market in Dubai is saturated with companies seeking to differentiate themselves. GGICO Properties and MBLM were able to do just that with a new showroom, which brings the GGICO brand to life through a multiscreen, user-friendly sales tool that is connected to the company's property database. The same approach is replicated on the company's website.



Mohammed Bin Rashid Centre for Government Innovation and Bellwether

Bronze

Launched at the 2015 Government Summit in the UAE, the new brand experience for the MBR Centre for Government Innovation took place in a large scale pavilion that allowed people to learn more about the organisation through educational displays, talks and mini-labs.



Red Bull Bahrain and Lowe MENA

Bronze

Supporting young local talent is at the heart of Malja, a physical space that brings to life Red Bull's desire to help artists, musicians, fashion designers and other talented individuals. Lowe MENA approached artists from within the company's opinion leader network to help bring the space to life.

Highly Commended - Waha Capital

PROCESS

Best internal communications during a brand development programme

APM Terminals Bahrain and Miracle

Gold

Miracle helped APM Terminals Bahrain showcase its people through the power of storytelling. The Bahrain-based design agency's experience in publishing led it to create a photography book that portrayed a day in the life of the workers at the APM shipping port.

On APM Terminal Bahrain's five year anniversary, the book was given out to all employees and the company's global network, thus placing the company's employees at the heart of its brand communications. The photographic documentary book was presented to the employees by the Bahraini minister of transport.

The initial quantity of 2,000 books had to be doubled in order to meet demand. The book was well received and allowed for APM Terminal employees to feel true ownership of the brand.



Dubai Airports and StartJG

Gold

Dubai Airport is the busiest international airport in the world, with numbers of passengers increasing every day. The operating company, Dubai Airports, is planning to transform the travel experience over the coming years and create airports that feature a radically different experience from that of the current airports. In order to involve its employees in this change programme, StartJG created an internal engagement programme, DubaiNX. The NX is the nexus of the brand, and the X is visualised throughout brand materials as the centre of different change sections, all connecting to the future.

Clear typography and bright graphics underline the programme's futuristic focus. The slogan, 'Always Further,' urges employees to be dynamic and forward-thinking. It was introduced to 4,000 members of staff and is now being adopted for all internal communications.



Ahlibank QSC and Brand Union

Silver

This traditional bank, with 12 branches in Doha, had recently become 100% Qatari owned. The new strategy, developed with Brand Union, differentiated ahlibank from the multinational financial competitors moving into the Qatar network. It presented the company as an ultramodern community bank.

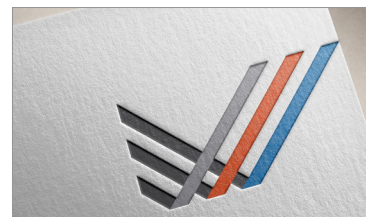
Staff were reinvigorated by feeling a crucial part of this community.



Duqm Refinery and Omnia

Bronze

Strong internal communication was crucial to the branding of this petroleum refinery, which is the cornerstone of the Duqm Special Economic Zone in Oman. Omnia interviewed staff and held an all-company workshop to bring employees on board with the new brand.



Highly Commended - Medeor Hospital and Omnia

Best implementation of a brand development programme

Men's handball and 28 Design Consultancy

Gold

The second-most watched sport in the Arab world is handball; so when Qatar held the 24th Men's World Handball Championship in January 2015, the brand identity needed to be on point.

28 Design Consultancy Silver's visual communications captured the speed and excitement of the game, breaking it down into three core properties: fast, fierce and dynamic. The language of the identity was built knowing that it might not always be applied perfectly, and with a certain forgiveness in mind. The brand was implemented across many visible platforms, including fully branded venues, fan zones, uniforms for workers and volunteers, corporate and communications collateral, livery, merchandise and even country flags – reimagined using the pixellated core properties.

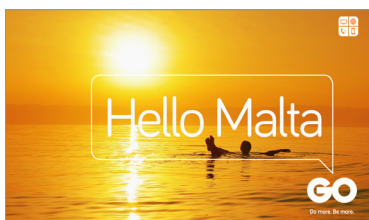
During the championship, which drew 200,000 live spectators, 5,000 street banners across Doha were erected in streets, parks and the venues themselves. The brand even extended to the tournament ball, medals and the grand prize – the gold trophy.



GO Telecommunications and Bellwether

Silver

Four separate companies came together to form GO Telecommunications in Malta several years ago, including the government telecoms provider. The new brand enabled the company to 'Do More & Be More'; the brand marque, designed by Bellwether, changed its colour, but the visual system was completely redesigned, changing how the brand was implemented across all touch points.



DP and Brash Brands

Bronze

The brand development programme implemented by Brash Brands was crucial to establishing DP, the new development arm of Dubai Properties Group. The distinguished and elegant new brand was implemented across touch points including the central sales centre and individual projects.



Highly Commended - Fakh IVF and BrandAid

Best implementation of a brand development project across multiple markets

Malabar Gold and Diamonds and Brand Union

Silver

Malabar Gold and Diamonds, a successful jewellery brand, has transitioned from a local brand in Kerala – with a local identity – into a brand that can be fluidly adapted to new markets. Malabar now has locations across some of the world's most demanding markets, including Qatar, Oman, Bahrain, Saudi Arabia and Kuwait. The rebrand, carried out by Brand Union, can be adapted to any language and tells the same story, online and offline, in all its spaces.



STRATEGY

Best creative strategy

King Abdullah Economic City and Turquoise Branding

Gold

The Industrial Valley (IV) is at the heart of King Abdullah Economic City (KAEC), a city-state that was founded in 2006 on the shores of the Red Sea in Saudi Arabia. A creative strategy for the Industrial Valley needed to place it within the overall brand of KAEC, while still giving the IV points of differentiation and emphasising key qualities.

The IV is trying to attract world-class companies to join those which are already in place, like Pfizer, Mars, Danone and Toys R Us. The strategy, devised alongside Turquoise Branding, was to focus on the three main draws of the IV for companies: the valley's strategic location, which gives companies access to the largest market in the region, direct access to 50m people and bespoke business solutions for client-tenants.

The triangle brand marque which pulls together the strategy reflects these threefold attractions. The creative strategy behind all communications was to communicate by showing the projects already in development, as well as the strong potential for further growth.



Horizons & Co and Bellwether

Silver

The legal system in the UAE requires that all cases be represented by local law firms – meaning that a recent shift in the market has seen many local firms try to imitate the international businesses they partner with. Instead, the creative strategy for Horizons & Co, developed with Bellwether, focuses on the firm's ability to concentrate on the things it does well, summarised by the brand positioning of 'Thinking Forward.'



Aseer Investment and Bellwether

Bronze

Aseer, a private investment company in Saudi Arabia, was rebranding after 40 years of operation under the same marque. The new positioning comes from insight that Aseer focuses on building partnerships and creating long-term value.



Red Bull Bahrain and Lowe MENA

Bronze

Malja, a space for young artists, was created by Red Bull Bahrain to express its purpose of 'vitalizing the mind.' The strategy by Lowe MENA was focused on reaching out to opinion leaders and influencers at all levels of the Red Bull network.



Highly Commended - GFH and Unisono

Best brand evolution



Horizons & Co and Bellwether

Gold

The complexities of the legal system in the UAE require all legal cases brought to the courts to be represented by local firms. This has often led to situations in which international law firms partner with local firms to represent cases, and, more recently, local firms diversifying into other legal areas in order to compete with the internationals. Celebrated UAE firm Horizons & Co, however, took the decision not to diversify but rather to focus on what they do best: litigation and arbitration.

The brand that represented this needed to show how Horizons & Co was different from its local competitors, and how it had evolved into the best version of a local firm. Working with Bellwether, it developed 'Thinking Forward' as the new brand positioning, and the marque evolved by retaining the distinctive font and ampersand of the old branding but bringing the visual identity strongly into the 21st century.



GO Telecommunications and Bellwether

Silver

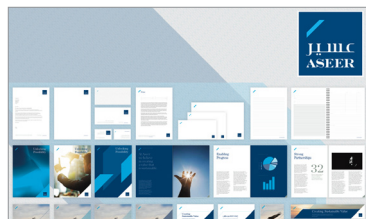
Maltese telecoms company GO had a brand that had to evolve from perceptions that it was a state-owned telephony brand into a brand that would appeal to young users. Alongside Bellwether, it achieved this by keeping the brand marque closely linked to the previously identity, and overhauling the way the brand was implemented across all other touch points.



AlYum and Bellwether

Bronze

Media company AlYum has moved into spaces beyond traditional media and is positioning itself for a growth in online media. Bellwether worked to evolve the brand in order to be better-positioned for the future without neglecting its heritage.



Aseer Investment and Bellwether

Bronze

Aseer, a unique investment group in Saudi Arabia, has evolved from its positioning of consistency and reliability into an identity that is forward-thinking and clearly pulls all the elements of the brand together.

Highly Commended - Abdul Latif Jameel and Siegel+Gale

Highly Commended - Batelco and Unisono

STRATEGY

Best strategic/creative development of a new brand

Hamad International Airport and StartJG

Gold

The brand for Hamad International Airport was created in 2014 to mark the opening of the project previously known as New Doha International Airport. The airport was created in response to the dramatic growth of Qatar's national carrier, Qatar Airways. Increased aviation competition across the region and operational requirements also prompted the creation of the airport. StartJG developed the strategic brand positioning, placing Qatar as a global crossroads, with one of the world's largest airports – a point of national pride. The strategic phase concluded that the new brand should underline that Hamad International Airport is focused on anticipatory, reassuring and friendly service in a world class environment providing the luxurious touches passengers expect without being opulent.

The strategic development of the brand delivered a full programme including naming, identity design, photography, print advertising, mobile apps and signage; all aligned to the underlying messaging that Hamad International Airport is 'Your Gateway to the World.'



Roshan and Tonic International

Silver

Roshan is one of the leading players in the uniquely challenging telecoms market in Afghanistan. Yaraan, a SIM card aimed at 18 to 25 year-olds, has worked with Tonic International to develop its brand based on the passion and energy of young people across the country, who approach the difficulties of life in Afghanistan undaunted. The strapline, 'Make Your Mark,' encourages positivity and action.



datamena and Bellwether

Silver

The data needs – storage, security and service provision – of the Middle East and North Africa region have historically been met by data centres in Europe or Asia. Bellwether's strategic development of datamena, which takes the second half of its name from the Arabic for safe haven, focused on creating a data centre within the region that was secure, open and helpful.



Duqm Refinery and Omnia

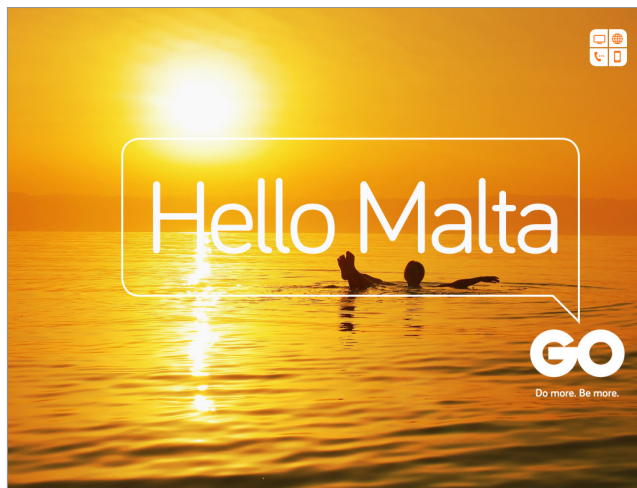
Bronze

Strong strategic development was crucial to the branding of this petroleum refinery, which is the cornerstone of the Duqm Special Economic Zone in Oman. Omnia worked to demonstrate Duqm Refinery's position as the link between the land and the Arabian Sea.



Highly Commended - Saudi Arabian Basketball Company and
Turquoise Branding

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



GO Telecommunications and Bellwether

Gold

The Maltese mobile operator GO had a history of state ownership and brought together four separate brands in 2006. The new brand personality, designed by Bellwether, had to overcome the perception that GO was still state-owned and reflect its newly defined values of being bold, curious, caring and simple. This translated into a tone of voice that communicates pride in its heritage, but uses English to address multicultural audiences; a style of communication that is less corporate, more human, less formal, more conversational. The brand development grew naturally out of corporate strategy that was implemented to increase productivity, profitability and market share; the organisation needed to communicate better with both its customers and its employees. GO is now positioned as proudly Maltese, but with a strong ability to engage with multicultural audiences. The brand development retained the heritage aspects of the old brand, such as the name and brand marque, but reflected the updated values of the brand through a complete redesign of the retail experience, visual communications and tone of voice.



GFH and Unisono

Silver

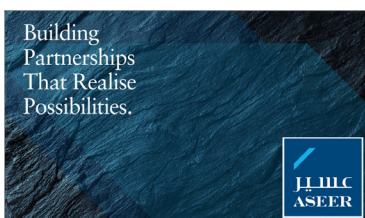
GFH, formerly known as Gulf Finance House, had to overcome the reputation developed during the global financial crisis of a bank that didn't prize transparency or communication. Its new brand identity, designed by Unisono, brings together the multiple entities of the company under one name and logo, while creating transparency and prioritising clear communications with consumers.



Saudi Arabian Basketball Company and Turquoise Branding

Silver

The new brand identity for SBL, the Saudi Basketball League, needed to inspire young Saudis to get excited about the sport and to raise the profile of the league. The brand development by Turquoise Branding highlights the speed and dynamism of basketball, with a lightning bolt in the logotype. This is recreated in static and video advertising, which show shards of light around the players.



Aseer Investment and Bellwether

Bronze

Aseer, a private investment company in Saudi Arabia, worked with Bellwether to rebrand after 40 years of operation under the same marque. Aseer's new positioning, which the brand development reflected, focuses on building partnerships and creating long-term value.

Highly Commended - Horizons & Co and Bellwether

Highly Commended - Red Bull Bahrain and Lowe MENA

TYPE

Best brand consolidation

AlYaum and Bellwether

Silver

AlYaum, a media company in Saudi Arabia, has started to diversify its portfolio of companies, venturing into real estate and education. It's also preparing for the growth of online media. Working with Bellwether to consolidate its brand brings the real estate section of the business under the AlYaum umbrella and renames the company's printing press, giving it a distinct identity of its own.



Best rebrand of a digital property

Careem and North 55

Gold

Soon after Careem, a mobile app-based transportation network, was launched in Saudi Arabia, it became apparent that the initial identity wasn't suited to the company's evolving needs. An international competitor was expanding into the region and Careem needed to differentiate itself.

North 55 created a simple new design inspired by digital iconography so that the new identity is well-suited to mobile touchpoints.

The new brand equips Careem for major regional expansion. The revamped brand is designed to operate in a multilingual, multicultural environment, but it is, first and foremost, a home grown, Middle Eastern brand. Careem has adopted a friendly and local face.

Since the brand launch, Careem has launched in 14 Middle Eastern cities. Careem also secured 10mUSD worth of investment, capital that the company plans to use to fund further expansion in the region and into North Africa.



Dubai Sports City and MBLM

Silver

Dubai Sports City needed to bring its digital offering up-to-date with the rest of its development. The website is a major point of contact with potential investors so it was crucial the new site would contain relevant information and a smooth user experience. MBLM created a website portraying Dubai Sports City as a present destination, rather than a stalled project. Photos, videos and interactive features convey liveliness within the community.



National Bank of Oman and Bellwether

Silver

Historically a local bank, National Bank of Oman (NBO) needed to rediscover the essence of its brand, which had been lost over the years. This new identity would be communicated over a digital platform allowing for personalised communication. The website, mobile app and online banking portals were all redesigned by Bellwether, who also developed a banner template for the cross-selling of products within the channels of NBO.



Best visual identity from a charity, NGO or NFP



CDA (Community Development Authority), UAE and Tonic International

Gold

As the most populous city in the UAE, Dubai has plenty of national pride and a strong sense of community. The Dubai Volunteering Center was set up by the Community Development Authority, an arm of the UAE government, to get young people excited about and inspired to take part in volunteering. Giving to charity is entrenched in local culture in the UAE, but is often confined to monetary contributions, so this visual identity needed to emphasise the rewards of donating your time and help.

The brand, developed by Tonic International, displays UAE's national colours proudly, but doesn't fall into the usual trap of federal branding, which can project a staid sensibility. Instead, the Dubai Volunteering Center's identity focuses on actual volunteers, and keeps youth front and centre. It demonstrates that volunteering can be a source of both personal and national pride and makes it incredibly easy to get involved by leaving a distinctive impression on young people.



dnata and Brash Brands

Silver

A playful, optimistic identity with a strong sense of possibility – that's what Brash Brands created for dnata4good, a corporate giving initiative from the Dubai-based air travel service provider dnata. dnata4good works with Dubai Cares – an organisation that strives to break the cycle of poverty by providing children in need with access to education – and South African volunteer organisations that are trying to save endangered species.

Best visual identity from the healthcare & pharmaceuticals sector



Fakih IVF and BrandAid

Gold

Fertility issues are often not discussed in public, for reasons of propriety or embarrassment, so the new visual identity for the Fakih IVF fertility clinic in Dubai needed to be sensitive but also clearly communicate the possibilities fertility treatment opens up.

BrandAid used visual imagery of children and small animals throughout the new identity, which has been rolled out in clinics, online and across marketing collateral. The new identity communicates in a way that is appealing, relatable and draws on the clinic's years of expertise in a sensitive way by being confident but not arrogant.

The new logo smartly hints at the clinic's speciality, creating a definite talking point. The brand's primary colours, a dark blue and a lighter aqua shade, present the brand as dependable, trustworthy, committed and creating peace of mind for clients.



Medeor Hospital and Omnia

Silver

Medeor, a new family hospital in Abu Dhabi, needed a visual identity that would communicate its two core values – that the hospital would nurture and care for its patients and provide emotional support. Omnia used the brand's unique marque, which invokes a flower and a heart, to complement the hospital's name, which means 'I heal' in Latin.

BRIDGING GAPS BUILDING OPPORTUNITIES

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Best visual identity from the energy & extractives sector

Enerya and Landor Associates

Gold

Creating a visual identity based on illustrations is a bold move, but one that has paid off for Turkish energy company Enerya. The new visual identity, designed by Landor Associates, is colourful and simple, using illustrations that tell the story of how energy is transported around the country, from imagery of wind turbines and pylons to Turkish icons, such as the Sultan Ahmed Mosque and the Bosphorus Bridge.

These icons are integrated into applications that help consumers understand where their energy comes from. The visuals are manipulated in a sophisticated way, such as through badges that appeal to young consumers and advertising that changes colour according to time of day. The new identity is aligned with Enerya's positioning as 'Cleaner Smarter Simpler' energy, and complements its renaming from Energaz, which positioned the company as purely gas-based, to Enerya, which combines the Turkish words 'enerji' (energy) and 'dünya' (world).



Setcore Petroleum and Bladonmore

Silver

Setcore Petroleum, which has provided inspection and wireline logging services to major oil and gas companies across the Middle East and North Africa since 1999, needed a new brand. Working with Bladonmore, its visual identity now prioritises clean, timeless visuals and is applied across multiple digital and physical touchpoints.



Duqm Refinery and Omnia

Silver

This petroleum refinery, which is the cornerstone of the Duqm Special Economic Zone in Oman, now has a visual brand, designed by Omnia, that represents the refinery's capability to receive crude oil by both land and sea, through bold colours and strong typography.



Enerji and Unisono

Bronze

The new Enerji brand by Unisono represents the friendly face of the new energy sector, as eco-consciousness becomes more important to consumers. The visual identity combines corporate cues and humanistic features.

SECTOR

Best visual identity from the financial services sector

Aseer Investment and Bellwether

Gold

Aseer Investment, a private investment company in Saudi Arabia, has a unique history. Named after a fertile area of Saudi Arabia, the company was provided with a trading license in the 1970s that allowed it to venture into any industry it wanted to.

Now, after 40 years of operation under the same marque, the company deployed Bellwether to update its visual identity. The new positioning comes from insight that Aseer focuses on building partnerships and creating long-term value.

The new visual identity tells the story of Aseer by combining dark blue and light blue, to demonstrate the company's foresight and dependability. The name is represented in both Arabic and English, and the company's marque can be applied across all different platforms, from promotional items to marketing collateral.



GFH and Unisono

Bronze

GFH, formerly known as Gulf Finance House, created a new visual identity with Unisono that brings together the multiple entities of the company under one name and logo, while creating transparency and prioritising clear communications with customers.



Highly Commended - FGB and Brash Brands

Best visual identity from the industrial and basic materials sector

King Abdullah Economic City and Turquoise Branding

Gold

The visual identity for this brand by Turquoise Branding needed to accomplish several key elements. The Industrial Valley (IV) is at the heart of King Abdullah Economic City (KAEC), a city-state that was founded in 2006 on the shores of the Red Sea in Saudi Arabia. Its identity needed to place it within the overall brand of KAEC, while still giving the IV points of differentiation and emphasising key qualities.

The IV is trying to attract world-class companies to join those that are already in place, including Pfizer, Mars, Danone and Toys R Us. The strategy was to focus on the three main draws of the IV for companies: the Valley's strategic location, which gives companies access to the largest market in the region, direct access to 50m people, and bespoke business solutions for client-tenants. The triangle brand marque which pulls together the strategy reflects these threefold attractions and the creative strategy behind all communications communicates with investors by showing the projects already in development, as well as the strong potential for further growth.



Arkan and Brand Union

Bronze

Arkan owns and manages several construction material companies in the UAE and needed a visual identity to improve brand awareness and strategic capability. Brand Union's new identity conveys the dynamic and bold nature of the business through clear graphics and strong colours.



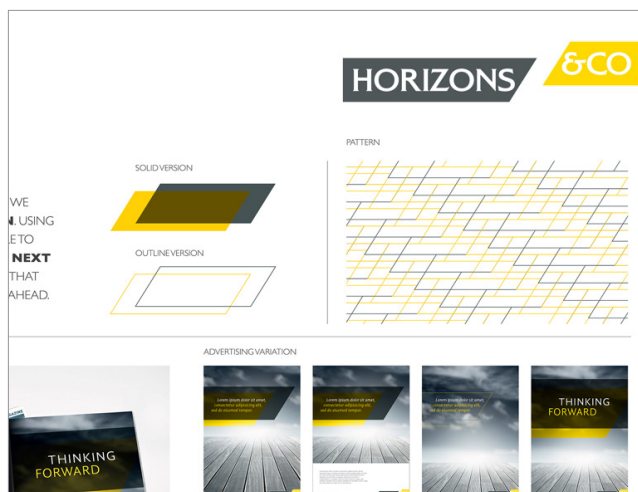
Best visual identity from the professional services sector

Horizons & Co and Bellwether

Gold

The visual identity for the Horizons & Co legal firm in the UAE stemmed from a brand positioning that works within the complex local legal system. All cases brought in the UAE must be represented by local firms.

This has often led to situations where international law firms partner up with local firms to represent cases, and, more recently, local firms diversifying into other legal areas in order to compete with the internationals. Celebrated UAE firm Horizons & Co, however, took the decision not to diversify but rather to focus on what it does best: litigation and arbitration. The brand that represented this needed to show how Horizons & Co was different from its local competitors, and how it had evolved into the best version of a local firm. Bellwether instituted 'Thinking Forward' as the new brand positioning, and the marque evolved by retaining the distinctive font and ampersand of the old branding but bringing the visual identity squarely into the 21st century.



Streetlight and Unisono

Silver

Streetlight, a Bahrain-based photographic services agency, focuses on authenticity in its messaging. It worked with Unisono to communicate that authentic voice and capture its personality through its brand. The visual identity achieves this through consistently applied graphics and typography.



Keita and Omnia

Bronze

Keita, a catering company that provides food services to many different industries, worked with Omnia to create a visual identity that is fun, fresh and positions the company as an expert in its field.



Highly Commended - The You Experience and 28 Design Consultancy

SECTOR

Best visual identity from the public sector

GCC-STAT and OHI Leo Burnett, Oman

Gold

The Gulf Cooperation Council represents the interests of the 42m people who live in the UAE, Bahrain, Kuwait, Oman, Qatar and Saudi Arabia. GCC-STAT is the arm of the council that collects, analyses and disseminates official data on member states. It is currently driven from Oman but owned by the council and strives to compete with similar entities, such as Eurostat and the Office of National Statistics, around the globe. Official data is key to the robust development of the region represented by the GCC, and the visual identity of GCC-STAT needed to represent the values of the office: integrity, collaboration, excellence, relevance and professionalism. OHI Leo Burnett, inspired by the shape of the dhow, a traditional sailing vessel from the region, created a logo representing the state colours of all six members in an elegant design that translates powerfully across applications.



Onwani and Brash Brands

Silver

Changing behaviour on a city-wide scale is the challenging task set to Brash Brands in Abu Dhabi. It helped create the Onwani – meaning ‘my address’ in Arabic – brand to serve as the public face for the city’s new street addressing system. The brand’s drivers, signs, website and advertising have brought it to life and allowed the infrastructure project to gain support across Abu Dhabi.



Best visual identity from the retail sector

S'wich and Tonic International

Gold

Communicating with the multicultural audience in Dubai is challenging – there are over 202 nationalities in residence, with equally baffling numbers of dialects and languages spoken. Modern shawarma company S'wich, however, decided it could still communicate with customers in a funny, irreverent and lighthearted way, matching S'wich's promise of bringing this ancient street food completely up to date. The visual identity for S'wich, developed by Tonic International, reflects the brand values of delivering food that is convenient, personal, innovative and fresh, and the copy relies on a healthy amount of puns. The tone of voice and style of communication translates well across all of the brand's applications, from marketing to the app, promotional materials and packaging. The company's strong visuals have been key to making it a hit with expats and Dubai natives alike.



Aldar and Mubadala and Latitude Agency

Silver

The Yas Mall in Abu Dhabi was created by Mubadala Development Company and real estate developer Aldar. Latitude Agency has positioned it as the home of luxury through its visual identity, while maintaining a sense of cultural understanding and an authentically Arabic sensitivity. The generous space and natural light present in the mall is reflected in its brand identity.



Best visual identity from the technology, media & telecommunications sector

Batelco and Unisono

Gold

The new visual identity of this Bahraini telecoms brand is warm and cool; it focuses on the brand's distinctive tab, allowing it to become Bahrain's first icon-only brand. Batelco had powerful associations for users but needed to fight consumer perception that it was a brand for older people and that it lacked progressive attitude.

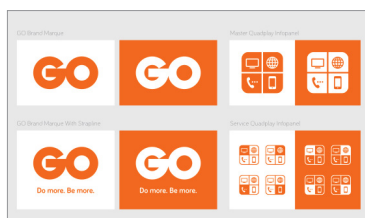
This was complicated by the arrival of a new telecoms brand in the market, which strongly appealed to Bahraini youth. The new identity, created by Unisono, retains the red and white colours of Batelco's previous identity, capitalising on its heritage and familiarity to users. Red and white are also the colours of the Bahraini flag, so it can still appeal to the more conservative core audience. But the rest of the brand identity steps away from the limiting colour palette to open up the possibilities of the visual identity.



datamena and Bellwether

Silver

The data needs of the Middle East and North Africa regions have historically been met by data centres in Europe or Asia. The Bellwether-designed visual identity of datamena, which takes the second half of its name from the Arabic for safe haven, focuses on creating a data centre within the region that is secure, open, and helpful. At its centre is a marque that is modern, fresh, and reassuring.



GO Telecommunications and Bellwether

Silver

Maltese telecoms company GO had a brand that had to evolve from perceptions that it was a state-owned telephony brand into a brand that would appeal to young users. Bellwether created a new visual identity that retains the old brand marque, linking it closely to the previous identity, but it overhauled the rest of the brand to look youthful and caring.



Rukn and Unisono

Bronze

The visual identity for Rukn, an ICT incubator created in Bahrain to fuel growth, create jobs and build up the information technology sector, reflects the brand's values of supporting entrepreneurs. The Unisono-created identity is playful, upbeat and appeals to young people.

Highly Commended - Rinboo and Tagbrands

Highly Commended - Roshan and Tonic International

SECTOR

Best visual identity from the travel & leisure sector

X Dubai and Start JG

Gold

Previously known as SkyDive Dubai, this visual identity had to take centre stage as the company rebranded to X Dubai, an all-action sports brand. The defining marque takes the Arabic script from Dubai and transforms it into an X, which places the brand within the category of other recognisable action sports brands but keeps its individuality. The visual identity, developed by StartJG, also needed to work as well in motion as it did in static applications, since so much of X Dubai's branding is on the clothing and equipment of athletes who are perpetually in motion, like skateboarders and hang-gliders. The concept of the brand, 'Defy Everything,' is translated across every manifestation of the company's visual property.

Black and yellow became the key colours of the identity, accompanied by punchy typography and imagery that captures the adrenaline and thrill of extreme sports.



Saudi Arabian Basketball Company and Turquoise Branding

Gold

The new brand identity for SBL, the Saudi Basketball League, needed to inspire young Saudis to get excited about the sport, as well as empower Saudi Arabian basketball teams to achieve international success.

The visual identity, implemented by Turquoise Branding, highlights the speed and dynamism of basketball, with a lightning bolt in the logotype; this is recreated in static and video advertising, which shows shards of light around the players.

Players were filmed in ultra slow motion, at 1,000 fps, to capture the trails their movements leave in the air around them, and these arresting visuals are the cornerstone of the visual identity. The new brand has resulted in attendance increasing by 55%, with the first televised match of the SBL season drawing over 1.6m viewers, as many as some football games.



Boca and North 55

Silver

Boca, a Mediterranean restaurant in the heart of Dubai's financial and business hub, is a premium casual dining experience that draws on its French, Spanish and Italian inspiration for its visual identity. North 55's strong branding system represents the key emotions of the brand experience, such as relaxation, love and enjoy.



Hilton Doha and FP7

Silver

The Hilton Doha Hotel, in the heart of Qatar's capital, launched High Heels this year, an entertainment destination aimed at Arab and Western women. The logo, designed by FP7, is shapely and dynamic, representing both a pair of wine glasses and a pair of high heels.



Voyoga and Brash Brands

Bronze

The first yoga centre to open in Dubai, Voyoga, has a clean, simple visual identity – designed by Brash Brands – that draws on the pure values of yoga to attract seasoned yogis and newcomers alike.



Highly Commended - QFA and FITCH



Best overall visual identity

Batelco and Unisono

Up-against heavy competition for the first time, Batelco needed to reassess its brand and reconnect with the valuable youth market. It needed to position itself as a champion for the advancement of technology, which, it was felt, it was. It also had to deliver this message in a way that was quintessentially Bahraini, all without isolating either the youth market or its existing, conservative market.

A Transform Awards judge said of this entry, "It's the flexible, innovative, unexpected uses of the visual property that puts this one over the top - along with very clear, objective, measurable results. Well done."

To appear progressive and appeal to the youth, Batelco and Unisono created an icon-only brand, something they were able to do due to the strong brand awareness in the region. The new visual identity keeps the red and white, which are associated with the Bahraini flag, but frees itself up to a wider colour palette of softer, multi-tonal greys. The brand became more approachable and modern but without losing the traditional attributes that made it a trustworthy brand.

Since the rebrand Batelco has seen a 13-20% increase in sales and youth marketing has seen a huge increase in subscribers. The University of Bahrain microstore was forced to undertake expansion to deal with the increase of demand.

This brand refresh demonstrates innovation regarding its brand icon, and the modernity that represents, while the attention to strategy throughout the rebrand project means that the elements of the brand that were tied-up with national identity were not lost. Because of this, existing stakeholders were not isolated but the telecoms brand managed to engage with new markets. A Transform judge said, "The intent and refresh is very interesting and evidently delivered on the challenge very well. It is not often that you can see visible directional change so evidently, and see how it has become relevant through hard results."

Grand Prix

GO Telecommunications and Bellwether

A Transform Awards judge said of this entry, "Shows an excellent understanding of the problem, a clear strategy to address the issues, robust creative solutions that cover a wide range of implementation and consumer touch points and research that gives a quantifiable measurement of the impact."

Following a merger, GO Telecom was faced with a specific challenge, merging four organisations into one. In 2013, new management wanted to revamp the brand identity to reflect various changes to corporate strategy. This would help propel the company in the new direction that the team wanted it to take.

There is strong awareness of GO in Malta, where it operates, but the brand suffered from misconceptions regarding its customer service and its function. There was also inconsistency in brand and messaging and the feeling that it wasn't a service for younger people.

Bellwether chose 'Do More & Be More' as the new brand strategy, a phrase which, it hoped, would engage with the Maltese people. Only the colour was changed on the brand marque since it was seen to still have equity, but the visual system underwent an entire overhaul.

The new visual identity is fresh and bright – dominated by the colour orange it represents youth, vitality and the Maltese people. Since the brand launch, brand preference scores have risen, particularly among the youth market.

This entry was outstanding for the comprehensive nature of its brand overhaul, resulting in better engagement with both employees and customers. The new mantra inspires energy and associates the brand with a go-getting lifestyle and the great outdoors. A Transform judge said, "Very strong strategy with an execution to match. Flexible and robust application of tone of voice over a variety of consumer touch points."





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