

WINNERS

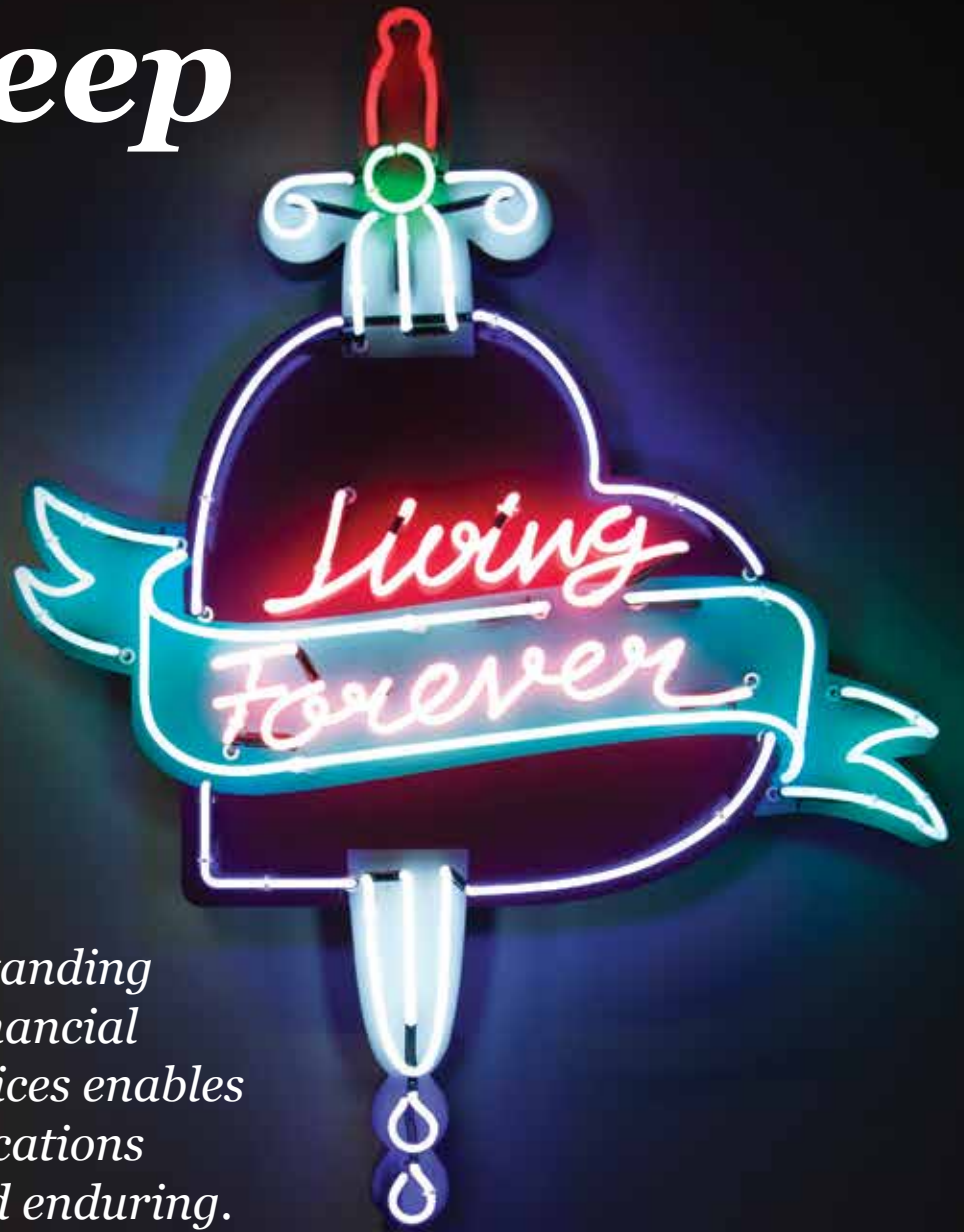


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Welcome

Some of the world's most influential brands come from North America – Apple, McDonald's, GE, TD, Corona, Coca-Cola – and many of the regional or national brands across the continent swiftly become global in nature. This prompts massive changes to the brand's strategy and often, visual identity. Even for those organizations addressing only a local community will have had to deal with the changing forces of digital.

The Transform Awards North America recognizes and celebrates those brands that most effectively and successfully address brand development, rebranding or brand repositioning. Those brands nominated this evening have all shown an adept understanding of their audiences, have taken a considered approach to brand strategy and have seen phenomenal results supporting their changes to the business.

Tonight we honor businesses large and small that have had to change the perceptions of their brand, public organizations that have raised awareness and brand equity and digital and traditional companies that have adapted to the changing needs of the digital world. Our special awards winners, Alchemix and CVS Health are two of these. The former brings together a bold, fashionable visual identity with a strong history in chemical processes. The latter takes a decades-old business into a new era with a rebrand to support a radical business decision.

The Transform Awards is proud to celebrate all of the winners' work tonight. Brand will only become more important and individual brands will become more influential. Ensuring an organization has a flexible, strong and authentic brand will only continue to become more valuable. Congratulations to all of tonight's winners, they are truly deserving of these honors.

Brittany Golob

Editor

Transform magazine

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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 globally. She is also the co-founder of Kliché 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.



Joe Braga, global head of brand and marcom, Telit

Joe has been global head of brand and marcom at Telit, a leading disruptive technology provider in the field of the Internet of Things, since 2013. Prior to Telit, Joe led the global marketing organization at Sony Ericsson Machine to Machine, Communications where he received brand training from the Sony brand shop. Joe was also part of Ericsson's prestigious and exclusive management program. He holds two engineering degrees from the University of Utah and an MBA from the University of North Carolina.



Deana Duffek, head of brand development & licensing, National Wildlife Federation

Deana is head of brand development and licensing at the National Wildlife Federation, with responsibility for the prominent Ranger Rick magazine. She has 15 years of experience supporting design initiatives, cultivating and maintaining licensing partnerships, directing brand positioning and strategic retail planning. She has worked with many prominent eco-visionaries and non-profits, among others, including: PBS, Disney Consumer Products, Mattel, Hilton, Wyland, Target, Anheuser Busch, SeaWorld, QVC, HSN and Scholastic.



Sabrina Dupre, global head of brand strategy, Acumen Fund

Sabrina is the global head of brand strategy at the Acumen Fund where she oversees marketing, communications and digital. She has 16 years of expertise in mobilizing audiences, developing and implementing cutting-edge digital initiatives and driving change. Sabrina has worked for start-ups, corporations and non-profits, including Estée Lauder Companies Inc., Puma, the US Fund for UNICEF and Christy Turlington Burns.



Allie Ello, brand marketing, Corbis

Allie is head of brand marketing for image licensing organisation Corbis. From traditional advertising to digital and direct marketing, Allie has a long history of delivering brand initiatives for major companies like the BBC, Bombay-Sapphire, Burger King, Colgate-Palmolive, Dell, Johnson & Johnson, Microsoft and Verizon. Honors and awards include a Bronze Sony Radio Academy Award, British Museum Arts Fund, Blade, Golden Stiletto and more.



Iain Hamilton, manager, international brand communications, Foresters

Iain is an experienced creative professional with over 20 years of work building brands across an integrated platform spanning traditional media and new technology. He is currently the manager of international brand communications at financial services group Foresters. He was the business lead on the company's 2012 international rebrand, charged with aligning brand architecture and strategy across multiple business lines in Canada, US and UK.



Michelle Hayden, digital marketing and communications, The Economist

Michelle is a brand communications professional who is passionate about inspiring admiration between a user and a brand by building authentic relationships. She enjoys experimenting and testing new technologies that allow her to bring brands to life. As the communications manager at the Economist, she has helped launch campaigns such as Economist Espresso and Economist Films with a global audience across multiple platforms. Her specialties include digital marketing, communications and community outreach.



Marie Langhout-Franklin, global head, retention marketing, Fluke

Marie has been involved in the digital and social landscape for 12 years. She has helped companies to conceive, develop and execute multi-channel paid and organic digital content strategies. She works with organizations to build and nurture communities and movements around shared purpose, with the help of storytelling and grassroots engagement. She currently leads the global inbound, digital and social practices at Fluke Corporation (Danaher) and helps create new insights and innovation offerings.

**Laura Lewis, director of marketing, brand & digital strategy, National Association of Collegiate Women Athletics Administrators**

Laura has 13 years of marketing communications experience. Her areas of responsibility at NACWAA include branding, social and digital media, creative initiatives and corporate sponsorship, as well as the NACWAA Career Center. Before joining NACWAA, Laura was an account manager at Global Prairie, where she managed client projects and campaigns in the consumer packaged goods, nonprofit, financial services and bioscience sectors. Laura has also served as assistant director of media relations at the University of Kansas.

**Rob Meyerson, head of naming, HP**

Rob works with business leaders to build identities for their organizations, products, and services. More than just a name or logo, Rob believes an identity is defined by clear, focused beliefs, expressed through compelling words, and substantiated by consistent actions. Rob previously held director-level roles at multiple international brand consulting firms: Interbrand in San Francisco, FutureBrand in Southeast Asia, and Labbrand in Shanghai. He holds an MS from the UC Berkeley and a BA from Indiana University in Bloomington.

**Rebecca Mooney, head of brand and marketing, RBC Wealth**

Rebecca is head of brand and marketing for major Canadian and international financial services firm RBC Wealth. She has been with RBC for five years and previously held the post of vice-president of global marketing and communications for RBC Global Asset Management. She was previously at CIBC as executive director of marketing and was a management consultant with Cap Gemini Ernst & Young. Rebecca holds an MBA from the University of Calgary and is the board director of Canada's National Ballet School.

**Ian Paget, founder, Logo Geek**

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

**Niharika Shah, VP, head of brand marketing & advertising, Prudential**

Niharika has 15 years of experience driving brand and customer engagement. She is head of brand at Prudential and has extensive experience in brand strategy, digital marketing, e-commerce and communications. Niharika worked for interactive marketing agency imc2 for just under six years before joining Prudential as the VP of brand strategy & planning at Prudential Advertising. She holds an MBA from Rutgers in marketing and entrepreneurship.

**Timothy Simpson, director, head of integrated marketing, Maersk**

Timothy is the head of integrated marketing & communications for Maersk. He influences the strategic direction of two distinct product lines: Maersk Line and the recently relaunched SeaLand. He is a member of the Maersk leadership team and works on marketing, internal and external communications. He joined Maersk as change manager on its North American SAP implementation before becoming manager of marketing communications. Timothy is a volunteer supervisor for Houses for Humanity.

**Karen Starns, SVP brand, insights and social impact, Pearson**

Karen has over 20 years' experience as a marketing leader. She has worked on emerging and established brands including Microsoft, Bing, MSN, Office, Windows Phone and Great Plains. In her current role as SVP of brand, insights and social impact at Pearson she oversees Amazon and its portfolio of devices and services. She has an interest in developing female leaders and mentoring women in all stages of their careers. Karen is a success partner at the University of Washington, Bothell's BOLD Women's Leadership Camp.

The winners

Content

Best use of a visual property

Gold – Azur Global and Brand Diet

Bronze – Crave It Restaurant Group and Jump Branding & Design Inc

Bronze – Nomura and Living Group

Best brand experience

Gold – DeviantArt and Moving Brands

Silver – Ferrero de Mexico and 121

Silver – PIRCH and FITCH

Bronze – Nike Western Europe and SET

Best use of packaging

Gold – GlaxoSmithKline and Brand Union

Silver – Heineken International and VBAT

Bronze – Patrón and Pearlfisher

Highly commended – Anheuser-Busch InBev and Pearlfisher

Process

Best external stakeholder relations during a brand development project

Gold – Meals on Wheels America

Silver – Greenbrier Companies and MerchantCantos

Best internal communications during a brand development project

Gold – TransUnion and Avenue

Silver – CVS Health and Siegel+Gale

Highly commended – CH2M and FutureBrand

Strategy

Best creative strategy

Gold – Airbnb and DesignStudio

Silver – Murata and Living Group

Silver – Nomura and Living Group

Highly commended – Wolfgang Puck and Pearlfisher

Best brand evolution

Gold – CVS Health and Siegel+Gale

Silver – Pitney Bowes and FutureBrand

Bronze – Volta and Butchershop

Highly commended – Equinox and The Partners

Highly commended – TransUnion and Avenue

Best strategic/creative development of a new brand

Gold – City of Mississauga and Trajectory

Gold – Crave It Restaurant Group and Jump Branding & Design Inc

Silver – CVS Health and Siegel+Gale

Type

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

Gold – CVS Health and Siegel+Gale

Silver – Suncor and Appetite Consultancy

Bronze – Wesgroup Equipment and Rex Image

Best rebrand of a digital property

Gold – DeviantArt and Moving Brands

Silver – The Canadian Olympic Committee and Zync Agency

Bronze – Vinson & Elkins and Living Group

Sector

Best visual identity from the education sector

Gold – Penn State and Jerry Kuyper Partners

Best visual identity from the energy & extractives sector

Gold – Suncor and Appetite Consultancy

Best visual identity from the engineering & manufacturing sector

Gold – Alchemix and Scholle IPN

Silver – Oplite Technologies and Grant Marketing

Best visual identity from the financial services sector

Gold – Gottex and Living Group

Bronze – Blue Matrix and Living Group

Best visual identity from the healthcare & pharmaceuticals sector

Gold – Alchemix and Scholle IPN

Silver – iMedicare and Storience

Best visual identity from the industrial & basic materials sector

Gold – Alchemix and Scholle IPN

Silver – Chemours and Brand Union

Silver – Wesgroup Equipment and Rex Image

Best visual identity from the professional services sector

Gold – ICR and Thackway McCord

Silver – Vinson & Elkins and Living Group

Bronze – CH2M and FutureBrand

Best visual identity from the property sector

Gold – CBRE and Brand Union

Best visual identity from the technology, media & telecommunications sector

Gold – Pitney Bowes and FutureBrand

Silver – DeviantArt and Moving Brands

Bronze – Murata and Living Group

Bronze – Tegna and Siegel+Gale

Highly commended – Azur Global and Brand Diet

Highly commended – Blue Matrix and Living Group

Best visual identity from the travel & leisure sector

Gold – Portland Streetcar Inc and Spoke

Silver – Airbnb and DesignStudio

Best overall visual identity

Alchemix and Scholle IPN

Grand Prix

CVS Health and Siegel+Gale

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a**

International
Typeface
Designers

Best use of a visual property



Azur Global and Brand Diet

Gold

Entering the crowded worldwide IT services market, Azur Global sought to distinguish itself with character. The challenge was to introduce a 'white glove service' offering a nimble personal touch alongside bold, innovative creativity that was widely lacking in the fiercely competitive, bottom line-driven sector. In meeting the challenge, Brand Diet ventured even further.

Along with an inspired identity conveying the passion and curiosity that drives Azur Global's unique approach, Brand Diet gave it characters – namely, a whole family of Azur Global Avatars, each one representing a value essential to how Azur delivers for customers. Rendered with playful simplicity, and names like 'Ynot' and 'Adoable,' these characters feature across every communication touch-point internally as well as externally.

In addition to being an effective brand differentiator, this inventive element ties together an entire visual language. The little charmers quickly made a positive impression on prospective clients, helping pave the way for Azur Global to open dialogues and close deals.



Crave It Restaurant Group and Jump Branding & Design Inc

Bronze

With locations in Toronto and Calgary, burgeoning fast-casual restaurant chain Via Cabo (literally "street food" in Italian) sought artwork that could authentically express contemporary Italian street culture. Jump Branding & Design Inc. immersed its team in the authentic – exploring the life, food, and culture of numerous Emilia-Romagna region cities for insights and inspiration. Freshly inviting work resulted.



Nomura and Living Group

Bronze

Founded in 1925, Japanese investment bank Nomura specializes in helping international clients navigate Asia's historic economic expansion. Today's challenge is framing its strengths in terms of tomorrow's opportunities. With a winning suite of online corporate videos, Living Group highlighted Nomura's intellectual capital, drawing views that were 162% above target in the process.

CONTENT

Best brand experience

DeviantArt and Moving Brands

Gold

DeviantArt, one of the world's largest social networks, has over 32m registered members and shares 160,000 new works of art with an audience of over 2m unique visitors every day. Working on a rebrand that included the development of a game-changing new app, Moving Brands helped DeviantArt focus on enhancing overall user experience and growing community engagement. The new app and website now grants millions of members access to a stronger set of unique tools for creative expression and interaction.

There have been over 1m downloads since the app's launch and members are signing up at a rate of 5,000 new users per day. In order to create the app, Moving Brands interviewed DeviantArt staff and coordinated rapid prototyping with their in-house development team to push the effort out seamlessly. Following the launch, many lapsed members reconsidered their departure and returned to the community. Additionally, thousands of artists have created and shared artwork featuring the new brand.



Ferrero de Mexico and 121

Silver

The Ferrero Rocher Christmas display is an excellent example of 121's ability to fortify successful brands through packaging that makes products stand out beautifully from the rest. The creative objective behind these boutique-like in-store displays was to provide a memorable customer experience during the Christmas season, which represents 60% of Ferrero de Mexico's annual sales.



PIRCH and FITCH

Silver

Exemplifying savvy brand-enhancing outreach, FITCH helped PIRCH create a luxurious retail experience in which its guests are welcomed with complimentary coffee then invited to explore a fully activated showroom to try out the equipment. This immersive brand experience is now up and running at PIRCH's pilot Costa Mesa location along with eight other locations, including PIRCH Atlanta.



Nike Western Europe and SET

Bronze

At Palais 23, consumers enjoyed a vivid journey through Michael Jordan's storied career that both celebrated the 30th anniversary of the iconic athlete's debut in the NBA and aligns Nike with Quai 54 – a popular street basketball championship in Paris.



Best use of packaging



GlaxoSmithKline and Brand Union

Gold

Pharmaceutical giant GlaxoSmithKline partnered with Brand Union to reinvigorate the Flonase brand with the objective of improving the product's awareness and gaining a greater market share among over-the-counter allergy medications. In order to communicate Flonase's functional superiority, Brand Union created a unique system of iconography called 'Flixogons' that cleverly represents common triggers and symptoms suffered by consumers. Flixogons make it easier for afflicted individuals to quickly identify the specific allergies most likely responsible for their condition.

The aim of the campaign was to develop a globally-viable visual brand language and to come up with compelling new packaging that could strongly differentiate Flonase from competitors. The business dividends realized since the U.S. launch have been striking, with the 11.3% market share far surpassing the 7.3% target. And, in only 16 weeks on the shelf, Flonase generated nearly \$100m in sales. Today, it is the U.S.' best-selling allergy liquid brand.



Heineken International and VBAT

Silver

At the request of Heineken International, VBAT designed a new bottle for classic Mexican beer Sol. Its inventive design targeted the contemporary tastes of the international premium pilsner market while also striving to artfully incorporate the brand's history. The well-received results are strikingly singular, yet authentically Mexican all at once.



Patrón and Pearlfisher

Bronze

Patrón wanted to create a new bottle that would introduce three ultra-premium artisanal tequilas. Pearlfisher successfully crafted a fresh design enhancing the classic bottle with a rope and medallion to signify the traditional Tahona process of grounding the agave.

Highly Commended - Anheuser-Busch InBev and Pearlfisher

A decorative border composed of small, colorful dots (teal, red, purple, yellow, and dark blue) connected by thin red lines, forming a network-like pattern that frames the central text.

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Best external stakeholder relations during a brand development project



Meals on Wheels America

Gold

Thanks to local Meals on Wheels programs across the United States, millions of senior citizens can remain safe and healthy in their own homes. Keeping this powerful community service up and running every day are its dedicated volunteers, 2m strong. Yet while the country's elderly population is set to double by 2050, requiring a greater level of engagement and support, national research made it plain that the public viewed the Meals on Wheels' brand as outdated. It lacked engagement among Millennials due to the perception that it was successful and thus didn't require additional support.

The time had come to forge an effective new national brand identity for this vital movement. Managing stakeholder relations would be key. The organization's leadership took exceptional care to see that independently-operated local programs were included in the process via town hall updates and other outreach efforts. With limited resources but abundant ingenuity, the in-house team implemented a new identity compelling enough that the disparate, largely autonomous membership is actively buying in – while the philanthropic community is duly applauding.



Greenbrier Companies and MerchantCantos

Silver

Last May, the U.S. Department of Transportation adopted safer standards sought by tank car manufacturer Greenbrier Companies. This victory of public policy, designed to reduce the grave risks of transporting hazardous materials by rail, was realized primarily through MerchantCantos' keenly persuasive integrated public affairs campaign, 'Safer Tank Cars Now' – an effort selected for preservation by the United States Library of Congress.

Best internal communications during a brand development project



TransUnion and Avenue Group

Gold

Inspiration; when an organization's employees lose their passion and sense of purpose, that vital motivating element becomes more essential than ever. Credit bureau TransUnion was on the rise and primed for a rebrand, but no matter how successful its overall business strategy, thousands of individual associates still remained the front line for delivering that brand experience.

With this internal disconnect pinpointed, Avenue set out to bridge it through a strategy designed to put TransUnion employees in touch with how their efforts directly, "Help people around the world access opportunities that lead to a higher quality of life." The rallying mantra became: "Information for good."

The remarkable creativity that ensued included a rousingly festive New Orleans-style funeral party for the old brand, replete with a marching band that led executives from six international regions into a room that presented the new brand colors and messaging. The inspiration was infectious. As the transformative new TransUnion story reached the rank and file employees, its positive impact was palpable, driving the entire company forward.



CVS Health and Siegel+Gale

Silver

Without flinching, CVS forfeited \$2bn in sales annually via the decision to no longer carry cigarettes. Stepping up to simultaneously help America's largest pharmacy provider, CVS Caremark, evolve into CVS Health, Siegel+Gale led vital employee engagement around the innovative role the company stands to play in the future of healthcare. A 5.5% annual bump in same-store sales proves this strategy was also healthy for the bottom line.

Highly Commended - CH2M and FutureBrand

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Best creative strategy



Airbnb and DesignStudio

Gold

Airbnb has reimagined the travel and hospitality industry by creating a model in which owners rent out their property and space to global travelers. The company is part of an ascendant class of brands transforming the status quo and empowering the individual by ushering in a brave new sharing economy.

DesignStudio was tapped with the critical task of redesigning Airbnb's visual brand on every level, from the logo to the app. Working in close collaboration with multiple stakeholders across Airbnb, DesignStudio was able to grasp the brand on an emotional level. The public response to its work has been stellar, with Airbnb trending on Twitter for over 12 hours immediately following the launch. Its new creative strategy included a bespoke color named 'Rausch' in honor of the street on which Airbnb started and a redesigned website that uses genuine video and photography from Airbnb listings. The rebrand also features a new marque named 'Bélo' and is simple enough that anyone can draw it – reflecting the DIY spirit of Airbnb's brand.



Murata and Living Group

Silver

Japanese electronics manufacturer Murata, an innovative provider of tech components used in computers, mobile phones, TVs and appliances, was ready to step out more prominently from behind the scenes. A key priority for Living Group's rebrand effort was updating and improving the company's web presence. By emphasizing a history of innovation, Living Group deftly succeeded in positioning Murata for an even more productive future.



Nomura and Living Group

Silver

Seeking to distinguish itself as a leading Asian investment bank, Nomura enlisted Living Group to increase its brand awareness and impact. In particular, Nomura wanted to highlight its ability to connect eastern and western markets. Living Group's thoughtful global campaign exceeded performance goals, with visits to the new Nomura website hitting 284% above the target number.



Wolfgang Puck and Pearlfisher

Bronze

Pearlfisher partnered closely with Wolfgang Puck to reconstruct his brand in a way that could emphasize the legendary celebrity chef's personal charms alongside his acclaimed culinary talents. The aim was to regain some of the focus lost over the course of Puck's culinary empire's storied expansion.

STRATEGY

Best brand evolution

CVS Health and Siegel+Gale

Gold

Some might argue that the change from CVS Caremark to CVS Health constitutes a brand revolution. Overthrown from the shelves were all cigarettes and nicotine products, representing billions in annual revenue. At stake was the opportunity for America's largest pharmacy provider to play an even larger, more active role in the future of healthcare.

Engaged to support this transformative new positioning with a substantial brand redefinition, Siegel+Gale developed a fresh visual and narrative identity that could compellingly communicate CVS' adopted strategy. Along with devising a library of icons to help simplify complex ideas, the agency created a heart-shaped 'Care Mark' logo that perfectly compliments the brand's newly-defined philosophy, 'Leading with heart.'

With Siegel+Gale's help, CVS Health's commitment to placing wellness at the forefront of every business practice and priority has already proven healthy for more than just customers. Despite the lost tobacco revenue, there has been a 5.5% year-on-year bump in same-store sales and a 22% increase in pharmacy services following the rebrand.



Pitney Bowes and FutureBrand

Silver

Decades ago, Pitney Bowes redefined the global postal delivery sector with the advent of office-based franking machines. In 2015, that brand positioning was no longer broad enough to support the wide range of work the company did in business and technology services. FutureBrand was enlisted to create a brand strategy that would successfully evolve the business and allow it to adapt to serve even more business needs in future.



Volta and Butchershop

Bronze

With an inventive 'Voltaverse' concept, Butchershop succeeded in telling the complicated but inspiring story behind Volta's groundbreaking free electric car charging stations to the disparate audiences that it had to convert into enthusiastic partners for its business model to thrive.



Highly Commended - Equinox and The Partners

Highly Commended - TransUnion and Avenue

Best strategic/creative development of a new brand



City of Mississauga and Trajectory

Gold

The Canadian city of Mississauga wanted to refresh its brand story in order to better communicate to current residents and prospective city-dwellers seeking out Mississauga's diverse and vibrant community. A brand research project entailed a meticulous process involving the input of residents and other community stakeholders, as well as in-depth quantitative and qualitative research.

The main challenge was to develop a strong, unified brand rooted in a sound strategic vision. Besides being the sixth-largest city in Canada, Mississauga is also a culturally diverse and economically prosperous metropolis. Surrounded by natural beauty and on the cusp of exciting new opportunities for growth, Mississauga is also an ideal place to raise a family.

Hence, three essential brand story ingredients emerged: Welcoming World Culture, Naturally Enriching, and Inspiring Possibilities. Through well-executed creative, these three elements combined to create a clear and compelling story about the city's unique appeal and potential.



Crave It Restaurant Group and Jump Branding & Design Inc

Gold

Jump Branding helped shape Italian fast-casual restaurant chain Via Cibo from the beginning, developing everything from the name to the logo. With locations in Toronto and Calgary and several others in development, Via Cibo's visual identity was inspired by visits to several cities in the Emilia-Romagna region of Italy, including Parma and Bologna.

Using local ingredients and refined cooking techniques, the chain's fast-casual idea is to provide full-service restaurant quality without the full-service. To reflect this in the visual identity, photographs throughout the restaurant depict sensuous Italian street scenes, grounding the brand in its authentic roots. Jump used such images to great effect while developing signage, interior design and a website to reflect the brand's desired feel.

The end results richly relay the essence of Via Cibo's mission – affordable yet authentic quality. Via Cibo is inspired by the streets that are the lifeblood of the Italian social scene and Jump has brilliantly brought that positioning to life.



CVS Health and Siegel+Gale

Silver

After announcing in March 2014 that it would stop selling cigarettes and nicotine products by the end of the year, CVS Caremark enlisted Siegel+Gale to develop an identity and brand story that would create new relevancy for its customers. As a result, CVS Caremark transitioned to CVS Health, embarking on a new brand journey to provide further healthcare services and 360-degree wellness for consumers.

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



CVS Health and Siegel+Gale

Gold

When CVS enlisted Siegel+Gale to redefine its brand beyond retail and advance directly into the rapidly changing future of healthcare services – evolving overnight from CVS Caremark to CVS Health – the new mission could hardly have been more significant or substantial. Abandoning tobacco products to the tune of billions in revenue alone demonstrated that this was not about superficial window dressing, but a deeply sincere and strategically bold transformation of the company's focus on every internal and consumer-facing level.

To communicate clearly and persuasively with the individuals, businesses and communities, CVS Health aimed to serve. Siegel+Gale crafted an inspiring brand story and fresh architecture that united the company's four business units for the first time under a single, clear purpose. It was an opportunity to almost completely recast the identity of America's largest pharmacy provider. Across all visual and verbal assets, the powerful message is about how CVS Health can help millions of people manage their health every day.



Suncor and Appetite Consultancy

Silver

A large Canadian oil company that had recently expanded, Suncor badly needed a new positioning that could emphasize its integrity, unify its workforce and build trust with a public justifiably concerned about the delicate balance between energy needs and environmental consequences. Appetite identified the calling to "Create energy for a better world" and crafted a vital new vision that has elevated the brand considerably.



Wesgroup Equipment and Rex Image

Bronze

When Wesgroup Equipment charged an internal marketing team and Rex Image with integrating recent acquisitions Williams Machinery and Westerra Equipment, all three were cleverly branded into 'A Family of Companies' with the tagline, 'BC's Preferred Equipment Dealer' and an original customer service pledge.

TYPE

Best rebrand of a digital property

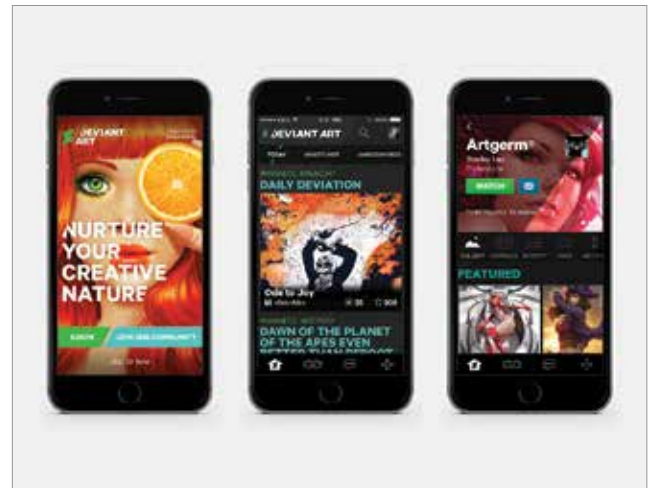
DeviantArt and Moving Brands

Gold

DIY values run deep at DeviantArt, driven by a passionate community spanning 200 countries that connects through creativity. Now 32m strong, that active user base has made DeviantArt the world's largest social network for art – and any change to the brand would have to be designed around the quality of the user's experience and serve to bolster their loyalty.

Acutely aware of those factors, and additionally focused on activating new users, Moving Brands articulated the binding fabric of the community's story, 'Bleed and Breed Art.' This rallying cry guided every subsequent brand initiative, the most significant of which was the app developed to give DeviantArt members the ideal mobile resource for creating, enjoying and sharing art wherever they go.

To date, this app has garnered over a million downloads, with 5,000 new users added every day. Whereas previous attempts to move the brand forward had been rejected by the core DeviantArt membership, Moving Brands' process not only pulled them along, it got them out there pushing. And that's what the power of social media is all about.



The Canadian Olympic Committee and Zync Agency

Silver

The 400% increase in traffic is but one testament to Zync's successful efforts in creating a brand new digital presence for the Canadian Olympic Committee. The site's intuitive, attractively simple modular and mobile-first approach delivers an accessible digital stadium for anyone who seeks a more connected experience with Team Canada. A system for detailed reporting of fan metrics generates valuable insights for the committee.



Vinson & Elkins and Living Group

Bronze

Enlisted to deliver a rebrand of international law firm Vinson & Elkins' firm-wide website, Living Group not only elevated the design, content and user experience, it leveraged the opportunity to better communicate Vinson & Elkin's unique strengths.



Best visual identity from the education sector



Penn State and Jerry Kuyper Partners

Gold

When Penn State, one of the largest universities in America, sought to refresh its visual identity and brand architecture, Jerry Kuyper Partners landed the formidable challenge of uniting 24 campuses, 17,000 faculty and staff, 100,000 students and over 600,000 active alumni under a new mark. On small screens in particular, the existing Penn State logo, created in the late 1980s, was not translating. In addition, the university's overall brand architecture had come to lack clarity and a coherent hierarchy, with many entities having adopted their own visual standards.

It's never easy to be iconic on demand, particularly when there are many passionate stakeholders deeply invested in the outcome. Any new academic mark would have to live in aesthetic communion with the Penn State University seal and intercollegiate athletics logo. Jerry Kuyper Partners zeroed in on the Nittany Lion statue, a symbol for Penn State since 1907. Artfully aligning simplicity with tradition, its depiction of the dignified feline within a bold shield became the cornerstone of an inspired new identity – launched on the first day of the 2015-2016 school year.

Best visual identity from the energy & extractives sector



Suncor and Appetite Consultancy

Gold

The oil-sands industry attracts more than its share of controversy. Connecting effectively with the public is a thorny challenge for any leader in the field. Fresh off a major merger, Canadian extractives company Suncor needed to engage directly in Canada's energy conversation. Emphasizing its commitment to responsible stewardship of natural resources would be imperative, but it also needed to be factually substantive to be credible.

The company was not getting credit for its focus on sustainable business practices and other aspects of its mission were commonly misunderstood. First, Appetite stepped up with a forthright statement of principle, 'We create energy for a better world.' That was a brand proposition that could build trust and frame Suncor's story on a larger canvas. From there, the accompanying campaign's informative content spanned documentary modules, TV commercials, print and a new online brand portal.

The positive impact of this new positioning resonated quickly. Suncor is now recognized as the 15th most-valuable brand in Canada by the Canadian Brands league table.

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Best visual identity from the engineering & manufacturing sector

Alchemix and Scholle IPN

Gold

With a mere nine months, \$75,000 budget and four-person team, the in-house marketing team at Scholle IPN was tasked with creating an entirely new brand for the company's original entity, Scholle Chemical.

Evolving market factors necessitated jettisoning the unit's longstanding association with electrolyte-grade sulfuric acid and repositioning it for promising new opportunities in the personal care and beauty space. Moreover, Scholle Packaging was now a powerhouse division all its own. Creating brand distance between the two entities made sense.

Enter Alchemix, a clever compound of 'alchemy,' as in a "Seemingly magical process of transforming something common into something special," 'chem' as in the unit's heritage and expertise, and 'mix,' the essence of its process. With the tagline, 'Seemingly Simple Solutions,' and an attractive new logo, this fresh take was primed to engage a new audience. And within two weeks of launch, the Alchemix website landed a business lead that yielded a 100% return on the rebrand investment.



Oplite Technologies and Grant Marketing

Silver

Mid-Sota Aircraft Technologies established a niche market producing high-quality LED precision lighting for airplanes. What it lacked was a commensurately precise and capable brand. New owners enlisted Grant Marketing to devise an identity capable of delivering lift-off in markets beyond aviation. The resulting brand, Oplite, with its clean, striking new logo, succeeds in communicating a broader contemporary relevance.

Best visual identity from the financial services sector

Gottex and Living Group

Gold

Gottex Fund Management, an award-winning independent global provider of alternative investment solutions and advisory services, sought a new visual identity that could effectively reflect its current stature and strategic spirit while uniting its sub-companies under a consistent look-and-feel. The founders expressly wanted its firm's 'vibrant, fresh and engaging' nature expressed through the brand.

Working closely with co-founder Max Gottschalk – and, in fact, directly inspired by his charismatic personality – Living Group represented the rigorous processes and service philosophy that have propelled Gottex into a thriving financial powerhouse. Not only did it devise a new suite of logos, it also generated a series of colorful illustrations to inject some "breadth and longevity." Orange and yellow hues speak to the partners' "passion and dynamism" while also marking a distinctive break from the standard dark blue palette that dominates the financial services sector. Dignified yet accessible, the cohesively eye-catching results perfectly suit a global leader in alternative financial strategies positioned for an even brighter future.



BlueMatrix and Living Group

Bronze

Tech solutions brand BlueMatrix, was at the forefront of its sector, but had a brand that was flagging behind. Serving both large international investment banks and smaller research boutiques, BlueMatrix needed to better represent both its high-tech solutions and high status in the market. Boosted sales prove Living Group, enlisted to reimagine the visual identity and digital platform, hit both targets.

SECTOR

Best visual identity from the healthcare & pharmaceuticals sector

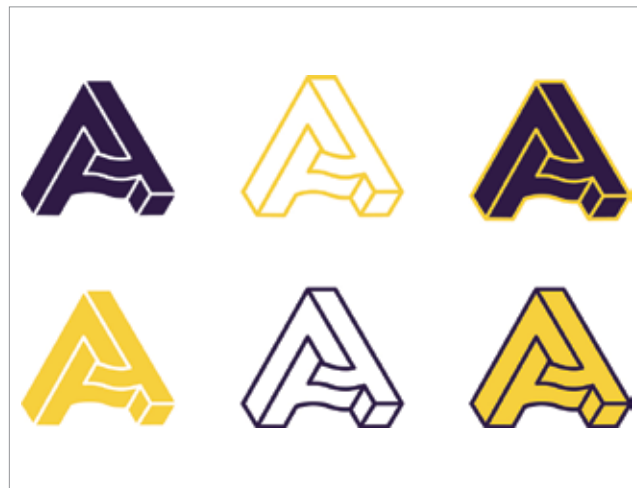
Alchemix and Scholle IPN

Gold

When a company changes course after many years, shifting strategy to target an entirely new market, its visual identity needs to keep pace – and as audiences go, the move from electrolyte-grade sulfuric acid to personal care and beauty products is hardly slight. In brand terms, Scholle Chemical needed to evolve from that of a hardware store to a pharmacy cosmetics counter.

With limited resources the in-house team at Scholle IPN developed and introduced Alchemix with its tagline, 'Seemingly Simple Solutions.' Yes, it were still delivering complex, proprietary chemical solutions for customers, but now those customers would primarily be nail polish and lacquer brands, looking to outsource the complicated production.

Beauty and modern flair, not exactly essential attributes in terms of the sulfuric acid market, now mattered to Alchemix's positioning. And with a beautifully modern, somewhat MC Escher-inspired logo, Alchemix achieves the magical process of brand transformation and creation referenced within its new name: alchemy.



iMedicare and Storience

Silver

When Storience came aboard to craft a new brand strategy and visual identity for iMedicare, it recognized the app's core value as a tool that can empower small, independent pharmacies across America in their fight against national chains. Guided by this inspiring David vs. Goliath framing, the rebrand boosted web inquiries by 30% and sales by 10% in only three months.



Best visual identity from the industrial & basic materials sector

Alchemix and Scholle IPN

Gold

The phrase 'brand makeover' has perhaps never been more apt. After all, the strategic objective at work here was to shift from an industrial market to the world of beauty and personal care. Knowing a dramatically different yet credible new positioning was necessary, Scholle IPN's board of directors tasked the marketing team to rebrand its legacy division, Scholle Chemical.

Dating back to its inception in 1947 as Scholle IPN's first business, the division became more or less synonymous with electrolyte-grade sulfuric acid, a key ingredient in coatings, varnishes and motor batteries. Now that far more opportunities existed to supply essential chemicals to makers of nail polish, and since the Scholle name was prominently carried by another thriving division, Scholle Packaging, something distinct was required.

The Alchemix brand was born, with the tagline, 'Seemingly Simple Solutions.' Some key challenges were the short nine-month timeline, a team of only four people, and a modest budget.



Chemours and Brand Union

Silver

Starting out as an unnamed spin-off of DuPont, Chemours has grown into a dynamic twenty-first century brand. Brand Union's mission was to create a visual identity that reinforced industry leadership and stressed the company's modern outlook. A revamped color palette and new typeface have made Chemours appear more relatable and approachable.



Wesgroup Equipment and Rex Image

Silver

After acquiring two heavy equipment companies, Wesgroup Equipment sought to align the businesses behind a shared vision. Its internal marketing team and Rex image were given the task of unifying the three brands – Wesgroup Equipment, Williams Machinery and Westerra Equipment. The rebrand aimed to leverage the company's heritage while creating cohesive messaging, and has done so strongly.

SECTOR

Best visual identity from the professional services sector

ICR and Thackway McCord

Gold

ICR, a strategic communications and advisory firm, brought Thackway McCord on board to do a complete rebrand, including a full suite of branded promotional materials. Though ICR has seen rapid growth recently with several competitive wins, the CEO had an exciting vision for a new brand identity.

ICR's main problem was that its brand perception did not align with the firm's full range of offerings, from IR to PR. Long seen as an IR firm, the company was finding it difficult to communicate its capital markets focus and, as a result, was losing a crucial opportunity to cross-sell integrated offerings. The main goal of the rebrand was to alter perceptions of ICR so that it could be seen as more than simply an IR communications specialist. With the aim of conveying ICR's powerful approach to strategic communications, Thackway McCord changed the tagline from 'Redefining Strategic Communications' to, 'ICR: When You Mean Business.'



Vinson & Elkins and Living Group

Silver

International law firm Vinson & Elkins sought a new global visual identity, so it enlisted Living Group to expertly highlight its strengths while creating a significant change in its online content and user experience. In the process, Living Group turned a convoluted website into one that is clear, crisp, and contemporary



CH2M and FutureBrand

Bronze

CH2M is one of the biggest engineering firms in the world, but it needed a brand that could keep up with the accelerating pace of its business. FutureBrand helped CH2M set itself apart from the pack in a clear and compelling fashion that positions it strongly for future growth.



Best visual identity from the property sector

CBRE and Brand Union

Gold

Already established as the world's largest real estate investment manager, Fortune 500 firm CBRE Group, Inc. sought to transcend that category and gain recognition along with new opportunities as a top-drawer professional services provider. Achieving this objective, however, would first necessitate a significant investment in a large, but neglected piece of property it owned outright – the CBRE brand. Beyond simply transforming the company's visual identity, Brand Union delivered an inspirational brand premise that could galvanize over 55,000 employees and serve as a strategic differentiator in an increasingly competitive space. After six rigorous months of research, a positioning emerged based on the insight that CBRE's greatest strength is its unique capacity to "Transform real estate into real advantage."

The global print, digital, social and PR campaign delivered over 10m impressions on the day of launch alone. The creative strength of the rebrand continues to propel CBRE steadily towards its top business goal, to be the globally-integrated commercial real estate and investment services company most trusted to produce results.



Best visual identity from the technology, media & telecommunications sector



Pitney Bowes and FutureBrand

Gold

With a new leadership team on board, an abundance of momentum and a powerhouse of technology, Pitney Bowes was ready to take on the challenge of transforming its brand. FutureBrand worked with the technology firm to transform its brand into one of the organization's most valuable assets. It worked to improve sales and productivity, guide business decisions in a broader market and improve the Pitney Bowes employer brand.

The journey involved a repositioning of the heritage brand from one that was perceived to deal solely with physical mail into an acknowledgement of its role in the global technology industry. Awareness and understanding of the brand, both internally and externally, lagged behind the reality. The new brand and brand language would have to differentiate Pitney Bowes and create a distinct personality. Thus, FutureBrand's work allowed Pitney Bowes to successfully reposition itself to the wider tech and business services market. It clarified its services – from data management to parcels and payments. Alongside these changes, the internal audience was engaged throughout the process to ensure support for the new brand.



DeviantArt and Moving Brands

Silver

With more than 32m registered members, DeviantArt is the world's largest social network for artists. The company collaborated with Moving Brands to identify and communicate DeviantArt's core story, 'Bleed and Breed Art.' The accompanying rebrand has resulted in over 1m app downloads and more than 5,000 new users every day.



Murata and Living Group

Bronze

When Murata, one of Japan's largest corporations, wanted to strengthen its profile globally, it tasked Living Group with designing a new visual identity. Among other attributes, this inspired rebrand adeptly leveraged Murata's impressive history to differentiate it from competitors in the electronics field.



Tegna and Siegel+Gale

Bronze

Along with a striking visual identity, Siegel+Gale endowed Tegna, a new company formed from Gannett's digital and broadcast divisions, with its name. Then Siegel+Gale made sure that every creative decision soundly supported the strategic platform of the ambitious venture.

Highly Commended - Azur Global and Brand Diet

Highly Commended - Blue Matrix and Living Group

SECTOR

Best visual identity from the travel & leisure sector

Portland Streetcar Inc. and Spoke

Gold

Enlisted to update the Portland Streetcar brand – including its logo, taglines, colors and station presence — Spoke aimed to celebrate the many virtues of that efficient, reliable, affordable mode of transportation. With the imminent ‘closing of the Loop’ (the completion of the Central Loop service, seeing the first new bridge built across the Willamette River in downtown Portland since 1973), it was an ideal time to introduce riders to a fresh visual and verbal voice that could work well in physical and digital contexts.

Providing more than mere transportation, the Portland Streetcar is a catalyst for sustainable development and civic pride in the broader community, the first new streetcar system in the United States since World War II to use modern vehicles. Accordingly, Spoke aimed to imbue this transportation resource’s visual identity with a sense of tradition while still speaking to a brighter future. It also took great care to creatively integrate Portland State University (one of the brand’s main customers) and TriMet (which operate the cars) within the rebranding effort, reflecting the spirit of connectivity and community that the streetcar system exemplifies.



Airbnb and DesignStudio

Silver

Airbnb was primed for an updated brand identity that could suit its stature and shape its future. Challenged to reimagine Airbnb visually, from its logo and guidelines to its website interface and app, DesignStudio tapped directly into the intimate emotional connection community members form with Airbnb. What emerged is a brand flexible enough to grow with the diverse and dynamic Airbnb community.



Best overall visual identity



Alchemix and Scholle IPN

Winner

Throughout history, scientists, philosophers, religious figures, writers, astronomers and countless others have attempted to discern the great unknowns of the universe by distilling the classical four elements – earth, air, fire, water – into chemically-valuable properties. Technology and thinking has evolved and these questions are now largely solved through science. Alchemix, one of the many modern descendants of the alchemists of the past, adopted its new moniker in reflection of the notions of alchemy still alive in the science of chemistry.

The brand, part of performance packaging firm Scholle IPN, was once simply Scholle Chemical. But a need to differentiate it from Scholle's packaging portfolio, and a change to its product market called for a repositioning. Transforming its business from the U.S.' major producer of chemical solutions and acid, it now primarily deals in the beauty and healthcare markets. These vision and values-focused sectors required a different approach to branding.

Alchemix was born and given a visual update that helps Alchemix stand out from the competition. Its new purple and gold Escher-inspired logo reflects the alchemic nature of chemistry and the many facets of its business. The brand system is complemented by icons that don't stray too far from the Alchemix's science background, but present its services and products in a clear way for its varied audiences. A straightforward approach to language helps the visual identity hit home with stakeholders. Visually, things are kept deliberately simple, with purple and gold leading the way online with graphics and simple, descriptive photography. Alchemix's new strapline, 'Seemingly Simple Solutions' says it all.

The visual identity and considered repositioning wowed Transform judges who awarded it the gold award winner for best visual identity in the engineering & manufacturing, healthcare & pharmaceuticals, and industrial & basic materials sectors, the most gold awards for any company. That success is not only laudable but makes Alchemix the winner of the Transform Awards North America 2015 'Best overall visual identity' award as well.

Grand Prix

CVS Health and Siegel+Gale

Winner

Major business decisions often force a decision on brand strategy, one that can go wrong if approached in the wrong way. That was not the case for CVS. The launch of the new CVS Health brand, the clarification of its brand architecture, and its internal and external communications have been a huge success.

The company, formerly CVS Caremark, decided that its commitment to health and wellbeing no longer supported the sales of cigarettes and tobacco products. CVS removed the category from its stores, forfeiting an annual revenue of \$2bn. The new brand strategy, devised by Siegel+Gale, focused on clarity and simplicity. The brand team created a new CVS 'Care Mark' – a graphic heart – that is now used to represent the company across all platforms, but is particularly useful for digital applications.

That was complemented by a new strapline, 'Leading with the heart,' and a better-defined brand architecture. This simplification took a series of CVS sub-brands that used a variety of visual cues from across CVS' once-sprawling brand and aligned them all under the CVS Health brand. The resulting system comprised of four sub-brands under one single parent brand. This system is more understandable for customers and employees alike.

The project has defined CVS Health's position in the market and differentiated it from competitors. But it has also had an impact on the company's internal culture. A new employee magazine was devised as a central part of the internal brand rollout. Digital and packaging changes feature further applications of the new heart icon. Following the launch and the decision to remove tobacco products from stores, CVS Health's brand equity score increased by over 2%, a significant increase. Trust, pride and preference also rose accordingly.

Judges bestowed the silver award for 'Best internal communications during a brand development project,' the gold for 'Best brand evolution,' a silver for 'Best strategic/creative development of a new brand' and the gold for 'Best brand development project to reflect changed mission/values/positioning.' It is also the well-earned Grand Prix winner of the 2015 Transform Awards North America.





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