

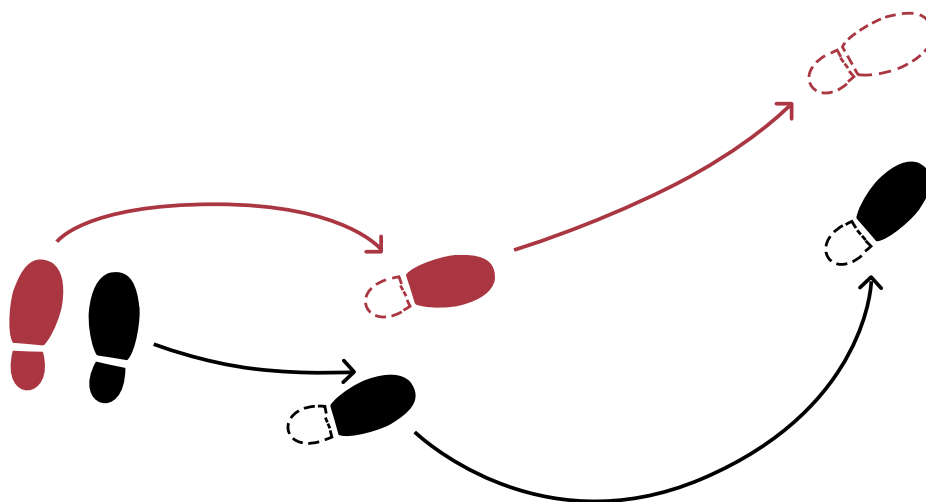
WINNERS



KAPOW!

2015

transform awards
asia pacific



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Welcome

The Asia-Pacific region is incredibly diverse, extending from Australia and the Pacific Islands to mainland China, through to the Mekong delta states in southeast Asia. Creating a brand that suits one or more of those audiences requires deft handling of touchpoints, an effective brand strategy and a clear idea of what those audiences want.

The winners at this year's Transform Awards Asia-Pacific have succeeded in all of these areas and delivered stunning visual assets that serve to differentiate brands in an ever-more crowded world. Tonight's big winners, the Hong Kong Ballet and MerchantCantos, who took home the 'Best overall visual identity' award and Pizza Hut and Brand Union, who grabbed the 'Grand Prix', demonstrate this most effectively. Pizza Hut took a standard asset – the pizza box – and built it into part of the brand story while delivering a unique digital and physical experience. MerchantCantos drew upon the grace, style and heritage of the Hong Kong Ballet to develop a new visual identity that would appeal to Chinese and international audiences alike.

All of the winners though, represent the best in brand development and rebranding in Asia-Pacific. Hoau was inspired by an acquisition to redefine its position as China's largest logistics and shipping company. Tiger Balm changed its stripes while retaining its unique character to ensure better visibility, without departing from its strong heritage.

From Sydney to Saigon, the best work in rebranding and brand development has shown a keen understanding of audience needs, a fastidious approach to design and a considered understanding of brand positioning and strategy. Congratulations to all the winners at the 2015 Transform Awards Asia-Pacific!

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.



Richard Birkby, head of brand & marketing, Mons Royale

Richard has almost 15 years of experience working in brand development and marketing for agencies and in-house teams. He joined marketing agency Wunderman in 2002 before moving on to Ogilvy. Richard was then a client services director at Sydney-based agency HOST before joining Colenso BBDO in Auckland. For the past year, Richard has been head of brand & marketing for New Zealand clothing company Mons Royale.



Carla Blatt, head of brand & communications, Make-A-Wish Australia

Carla is head of brand & communications at Make-A-Wish Australia, the foundation that makes the dreams of terminally-ill children come true. She has extensive experience in the non-profit sector having been head of marketing communications at the Prostate Cancer Charity and campaign manager for the Children's Society, both in London. Carla holds a BA in sociology, politics and visual arts from Monash University in Australia.



Maria Bourke, creative director, Gibson Innovations

Maria is creative director at Gibson Innovations, one of the fastest-growing consumer electronics companies in the world. Formerly known as WOOX Innovation, Gibson is a privately held company with a portfolio of music and audio brands for both consumers and professionals, across the full journey of music: creation, performance and experience. Maria has over 15 years of experience working in creative and design led roles. She studied visual communications at Waterford Institute of Technology in Ireland.



Allison Chew, head of brand & communications, HOOQ

Allison has overseen the development of the HOOQ brand, leading the charge of brand and communications in south and southeast Asia. She has worked to promote the message of HOOQ – Asia's largest video-on-demand service. Previously, Allison was associate director of integrated communications for Singtel where she oversaw an improvement in brand equity. Prior to Singtel, she had roles with Dentsu Singapore, Batey and McCann Worldgroup. Allison has a BA in communications from the University of South Australia.



Elizabeth Clerke, head of brand, BT Financial Group

Elizabeth is an experienced brand manager with a background in account management and strategy. She has worked with retail brands throughout her career, having run the MYER account for five years through traditional channels and online opportunities. Prior, she was the business director on the Iconic and ran the Telstra business for two years. She has experience in the financial market having worked on Westpac and St. George. She is a committee member of the Gender Diversity Working Group for Australia's Communications Council.



James Hodson, vice president, communications Asia, Swiss Reinsurance Company Ltd

A passionate communicator, James currently leads leadership and employee communications in Asia Pacific for Swiss Reinsurance Company Ltd and oversees their philanthropic efforts in the region through the Swiss Re Foundation. Over the past 12 years James has gained extensive experience in some of the world's largest companies, including IBM, PriceWaterhouseCoopers, Royal Bank of Scotland, Societe Generale, Standard Chartered Bank, across London, Singapore, and Hong Kong.



Laura Jennings, head of brand engagement, Australian Unity

Laura is head of brand engagement for Australian Unity. Prior to that role, she was a director of consulting and relationships at Forethought research where she led a team of over 30 consultants and worked with major domestic and international brands across a wide range of sectors. Laura was a brand strategy manager for the Ford Motor Company where she worked across B2B and B2C communications. She is president of the Collingwood Toy Library in Australia, which supports families in the city of Yarra area.



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.



Annika Payn, head of brand management APAC, Zurich Insurance Group

Annika is a Hong Kong-based branding and marketing professional and head of brand management for the Zurich Insurance Group in the Asia-Pacific region. She has over 14 years of experience in creative agency and in-house leadership roles. She has extensive category experience ranging from finance and insurance to cosmetics, health & wellness and luxury. Annika speaks English, Swedish, German, Finnish and French and has a master's degree in economics and business administration from the University of Turku in Finland.



Jac Phillips, head of brand & marketing, Bank of Melbourne

Jac has been head of brand & marketing at the Bank of Melbourne, since May 2014. Jac is seen as a marketing thought leader who has more than 20 years marketing and communications expertise in both traditional and online environments. She has extensive international experience across wealth management, banking, technology, FMCG and retail industries. Prior to joining the bank of Melbourne, Jac was owner of her own lingerie brand, which she marketed globally for an ecommerce model.



Jacinta Reddan, director, communications, Eastspring Investments

Jacinta is director of communications at Eastspring Investments, part of the Prudential Corporation Asia. In 2011 as Prudential's communications lead, Jacinta managed and launched the rebrand of Prudential's multi-billion dollar regional funds business (Eastspring Investments) in Asia. She ran simultaneous events across eight markets to more than 1500 staff, to clients, regulators, distribution partners and media. Prior to joining the Prudential Corporation Asia, she was deputy managing director at Golin Harris.



Kate Thomas, head of marketing & brand, Winning Appliances

Since 2013 Kate has been head of marketing & brand for Winning Appliances, the Sydney based kitchen and laundry specialist. Kate is responsible for branding, marketing, website and in-store touch points for this customer-centric national retail business. Kate worked on the rebrand of Winning Appliances, which was launched in April 2014 and has won a number of awards to date. Kate began her career in London before moving to Switzerland in 2012, before settling in Australia.



Tommy Tse, regional PR & brand communications manager, Treasury Wine Estates

As regional PR manager for Australian fine wine brand Penfolds, Tommy leads brand communications across greater China including media relations, digital communications and regional coordination with marketing and sales teams. Prior to joining Penfolds, he was an account director at Cohn & Wolfe-impactasia where he designed and implemented multi-phase marketing and communications programs for a variety of fashion, beauty and FMCG brands. Tommy's experience also includes serving several global PR consultancies.

The winners

Content

Best use of a visual property

Gold – HSBC NOW and MerchantCantos

Silver – M&G Stationary and Landor Associates

Silver – Pizza Hut and Brand Union

Bronze – Hong Kong Ballet and MerchantCantos

Highly commended – Blackfish and MADE Creative

Highly commended – Cali-Mex and StartJG

Best brand architecture solution

Gold – HAECO and Sedgwick Richardson

Silver – Tiger Balm and NiCE

Bronze – Nord Anglia Education and StartJG

Highly commended – Impulse and Labbrand

Best brand experience

Gold – Pizza Hut and Brand Union

Gold – Qkuts and Creativoo Creative Consultancy

Silver – Alibaba and FutureBrand

Silver – sáv Hospitality and FutureBrand

Bronze – Aimer and Creative Capital

Bronze – Khmer Brewery Limited and ComZone

Best use of packaging

Gold – Pizza Hut and Brand Union

Silver – Arla Foods and Shift.

Bronze – Tiger Balm and NiCE

Highly commended – Blackstone and Brash Brands

Process

Best stakeholder relations during a brand development project

Gold – Blackstone and Brash Brands

Silver – HSBC NOW and MerchantCantos

Best implementation of a brand development project

Gold – Meliá Hotels International and Labbrand

Silver – M&G Stationary and Landor Associates

Silver – Tiger Balm and NiCE

Bronze – Tatts Group and Hulsbosch

Best implementation of a brand development project across multiple markets

Gold – Nord Anglia Education and StartJG

Strategy

Best creative strategy

Gold – Nomura and Living Group

Silver – Murata and Living Group

Bronze – Meliá Hotels International and Labbrand

Bronze – sáv Hospitality and FutureBrand

Highly commended – Tiger Balm and NiCE

Best brand evolution

Gold – Hong Kong Ballet and MerchantCantos

Gold – Zhao Liang Jewellery and Creative Capital

Silver – Prudential Financial and Brand Union

Bronze – Gramedia and MakkiMakki

Highly commended – Molsion and Landor Associates

Best strategic/creative development of a new brand

Gold – Cali-Mex and StartJG

Silver – Neqta Hotels and Labbrand

Bronze – Wanda Ridong Group and Brash Brands

Highly commended – Aura and Brand Union

Highly commended – Blackstone and Brash Brands

Highly commended – V8 Supercars and Hulsbosch

Type

Best corporate rebrand following a merger or acquisition

Gold – Hoau and FutureBrand

Silver – Jellis Craig and Traffic

Silver – Prudential Financial and Brand Union

Bronze – POSH and StartJG

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

Gold – BOE and Shift.

Silver – Proactive and Cluster Creative

Bronze – Hoau and FutureBrand

Best rebrand of a digital property

Gold – Murata and Living Group

Silver – Vinson & Elkins and Living Group

Bronze – Black Crane Capital and Living Group

Sector

Best visual identity from a charity or NGO or NFP

Gold – Hong Kong Ballet and MerchantCantos

Best visual identity from the education sector

Gold – British Council and FutureBrand

Silver – Nord Anglia Education and StartJG

Best visual identity from the energy & extractives sector

Gold – sosoon and JungleFish

Silver – EMP and MakkiMakki

Best visual identity from the engineering & manufacturing sector

Gold – HAECO and Sedgwick Richardson

Silver – Midea SteamCube and MetaDesign China

Best visual identity from the financial services sector

Gold – Alibaba and FutureBrand

Silver – Prudential Financial and Brand Union

Highly commended – Black Crane Capital and Living Group

Best visual identity from the healthcare & pharmaceuticals sector

Gold – Proactive and Cluster Creative

Silver – Mitra Keluarga and MakkiMakki

Best visual identity from the professional services sector

Gold – McGrathNicol and Hulsbosch

Silver – Vinson & Elkins and Living Group

Bronze – CDP and FutureBrand

Best visual identity from the property sector

Gold – Dongguan Minying and Brand Union

Silver – Blackfish and MADE Creative

Silver – Blackstone and Brash Brands

Bronze – Wanda Ridong Group and Brash Brands

Best visual identity from the retail sector

Gold – Molsion and Landor Associates

Silver – M&G Stationary and Landor Associates

Bronze – Tatts Group and Hulsbosch

Highly commended – Century Wellness Centre and MakkiMakki

Highly commended – Qkuts and Creativoo Creative Consultancy

Highly commended – Yintai and FutureBrand

Best visual identity from the technology, media & telecommunications

Gold – vivo and MetaDesign China

Silver – Murata and Living Group

Best visual identity from the travel & leisure sector

Gold – Neqta Hotels and Labbrand

Silver – sáv Hospitality and FutureBrand

Best overall visual identity

Hong Kong Ballet and MerchantCantos

Grand Prix

Pizza Hut and Brand Union

CONTENT

Best use of a visual property

HSBC NOW and MerchantCantos

Gold

HSBC NOW Asia is a special regional edition of HSBC's regular TV programme for all employees. As strategic focus in the brand's second year shifted from building viewership to honing content relevance, the bank aimed to incorporate greater coverage of external current events while introducing new distribution channels.

Tight production coordination and editorial selection between MerchantCantos and HSBC communications staff helped to significantly improve content relevance while supporting the bank's global internal communication goals. The team also developed an app that worked within HSBC's strict security protocols to allow video file sharing.

HSBC most notably used the platform to call for blood donations for a staff member who was diagnosed with acute myeloid leukaemia, prompting judges to note, "A great story, a force for good. This submission showed a strong understanding of the key areas to address in a world of content... Good creative use of visual properties and multimedia to meet internal communications and HR objectives."



M&G Stationary and Landor Associates

Silver

Directly appealing to younger Chinese audiences hungry for channels to express themselves, M&G Stationary and Landor Associates held customer illustration workshops to design exceptional visual touchpoints as part of the 'Made by the people' campaign. One judge commented, "This is the kind of co-creation we want to see more of!"



Pizza Hut and Brand Union

Silver

Brand Union helped Pizza Hut to create innovative packaging for a new meal deal product, 'double pizza'. The Blockbuster Box, which also functioned as a movie projector, stemmed from the idea that pizzas and movies are a natural pairing, bringing people together. For the box design, Brand Union commissioned illustrations from four local artists. The artistic illustrations portrayed major movie genres.



Hong Kong Ballet and MerchantCantos

Bronze

The Hong Kong Ballet's striking collaboration of graphics and photography highlighted the dynamics of movement. Judges praised the campaign's "strong strategic work" that effectively employed visual language to illustrate the heritage of the brand.



Highly commended - Blackfish and MADE Creative

Highly commended - Cali-Mex and StartJG

Best brand architecture solution

HAECO and Sedgwick Richardson

Gold

Over 60 years, HAECO's portfolio of aircraft engineering and maintenance businesses has grown to include nearly 20 international subsidiaries and joint venture companies, and over 13,000 employees. However, this growth had made it increasingly difficult for global customers to understand HAECO's depth of capabilities, the breadth of its international network and the strength of its integrated services.

Sedgwick Richardson was responsible for rebranding the leading aircraft engineering and maintenance group, presenting a new strategic vision to engage customers and unify staff under one name: HAECO. Following a comprehensive peer review, as well as internal and external stakeholder interviews, the group launched a monolithic brand architecture that locked up service descriptors with the HAECO identity while highlighting key geographic locations.

Judges commented, "The results show a strong improvement in identity," and "The brand is stronger and more consistent across the board, which is a testament to the strength of the strategy."



Tiger Balm and NiCE

Silver

Judges lauded this submission for delivering, "A very strong example of effective brand architecture." Mindful of the brand's heritage, NiCE created an intuitive design system for Tiger Balm that effectively improved consumer recognition of genuine Tiger Balm products amongst a sea of copycat competitors.



Nord Anglia Education and StartJG

Bronze

Nord Anglia Education successfully refocused its brand strategy to synergise its global network of over 40 sites. Judges were impressed by the clear positioning and unified execution devised by StartJG, saying it, "Created human connections with a feeling of warmth."



Highly commended - Impulse and Labbrand

CONTENT

Best brand experience

Pizza Hut and Brand Union

Gold

The Pizza Hut brand embraces three core values – the Joy of Sharing, the Joy of Freedom and the Joy of Togetherness – believing that when all three are expressed, the customer truly experiences the brand.

To launch Pizza Hut's new double pizza meal deal, Brand Union created the Blockbuster Box, transforming the humble pizza box into a movie projector. The Blockbuster Box literally transported the brand experience of sharing, togetherness and freedom into each customer's home.

Pizza Hut collaborated with four local artists to design custom illustrations for the boxes, incorporating tongue-in-cheek pizza references to four different movie genres: romance, action, sci-fi and horror.

The Blockbuster Box was a blockbuster success – with the initial supply of boxes selling out within two days. The box has since been featured on hundreds of news sites and blogs, from Time Magazine and USA Today to Design Boom and the Verge.



Qkuts and Creativoo Creative Consultancy

Gold

Launched in 2012, Qkuts set out to become China's leading chain of hair and nail salons for children. After experimenting with a number of different interior design approaches and logos, Qkuts approached Creativoo in 2014 to assist with a complete rebrand and repositioning.

The team set to work designing a new logo for Qkuts, simultaneously creating a new brand with a more international look and feel, intended to portray a premium image while remaining playful, simple and accessible. Creativoo dreamed up a fantasy world full of colourful, hand-drawn characters, animals and objects, which were applied to all customer touchpoints for a consistently appealing brand experience.

Response to the redesigned stores and marketing materials has been phenomenal, and customers have perceived Qkuts as an international brand, leading to strong (and unexpected) growth in customers from China's expat community.



Alibaba and FutureBrand

Silver

Alibaba and FutureBrand developed Ant Financial as a strong, distinctive new brand to establish an emotional connection with Alibaba's tech-savvy audience. The visual identity, logo and applications were developed to strike the perfect balance between traditional finance and the modern internet spirit, providing a platform for the company's innovative developments in online finance.



sáv Hospitality and FutureBrand

Silver

sáv Hospitality and FutureBrand created a master brand aimed at Millennial travellers driven by culture, curiosity and experience – with a visual system and language focused around the theme 'Explore more.' Futurebrand delivered a fresh multi-sensory approach to communicating sáv Hospitality's dynamic and sophisticated offerings, and the distinctive hotel brand has since attracted visitors from around the world.





Aimer and Creative Capital

Bronze

Aimer worked with Creative Capital to build a brand experience around the concept of love. Striking an emotional chord with audiences through interactive videos, app-based quizzes and crafted wishes, they achieved a fantastic response.



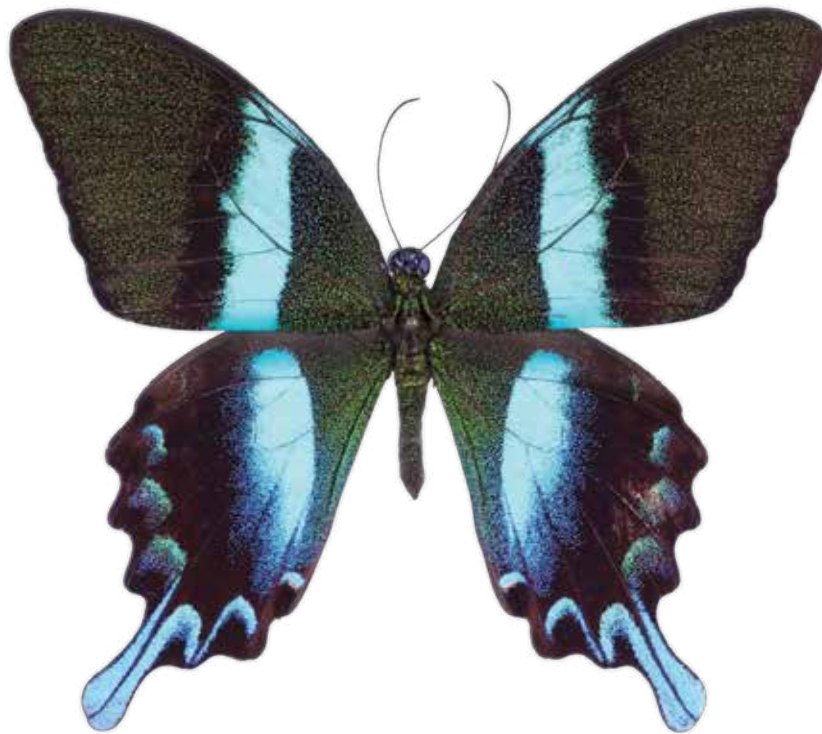
Khmer Brewery Limited and ComZone

Bronze

Cambodia Beer's 'Let your feelings play' campaign focused on a fresh approach to differentiate its positioning from competitors. Khmer Brewery and ComZone drove sales and awareness with a fun and playful brand experience.

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Congratulations to all the winners
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Best use of packaging



Pizza Hut and Brand Union

Gold

Pizza Hut has always been a leading innovator in every aspect of its business – from its menu, ordering channels, delivery methods and interior design to packaging technology. When the restaurant chain launched a new double pizza meal deal, Brand Union helped it create an innovative packaging solution.

Capable of holding two pizzas and featuring a plastic 'pizza saver' that doubled as a lens holder and mobile phone stand, the Blockbuster Box turned the humble pizza box into a movie projector – allowing customers to project movies on any surface by simply scanning a QR code and positioning their mobile phones inside the box.

Judges lauded the concept, remarking, "The Blockbuster Box has brought fun back to pizza. The execution is excellent with the application of a bold custom designed logo...A very successful and memorable way to create noise and a memorable experience for the launch of Pizza Hut's new lineup."



Arla Foods and Shift.

Silver

Arla Foods and Shift. developed a unique design for a sub-brand, Dairy Tales, specifically addressing children – creating packaging that stood out in an overcrowded marketplace, engaged children without alienating parents and built on the mother brand's equity without fragmenting or diluting it. Judges complimented the entry's "Very well thought out direction from strategy to execution."



Tiger Balm and NiCE

Bronze

Working hand-in-hand with NiCE, Tiger Balm rejuvenated its packaging and reinforced its brand. Judges noted a "Cleaner and more disciplined approach," that appealed to global consumers.

Highly commended - Blackstone and Brash Brands

PROCESS

Best stakeholder relations during a brand development project

Blackstone and Brash Brands

Gold

No.1 Sydney is one of just three major north-facing buildings on Sydney's circular quay. Owner Blackstone realised this commercial building had more to offer as the city's premier residential address and an upscale retail destination.

Working with Brash Brands, Blackstone embarked on a mission to realise the untapped potential of this waterfront commercial property, transforming it into Australia's first super-prime development. The challenge was to create a world-class brand that elevated the property above and beyond other luxury developments, driving sales among domestic and international buyers.

The team created a brand that communicated the project's magnitude through a simple, compelling wordmark and laid out strict guidelines about how the brand would be applied across every touchpoint. Appealing to both local and Asian buyers, No.1 Sydney raised the international profile of Sydney's property market and firmly established Australia's largest metropolis as one of the world's most valued destinations.



HSBC NOW and MerchantCantos

Silver

Leveraging its internal communications platform for employees worldwide, HSBC worked with four of MerchantCantos' international offices to bring together its three different NOW platforms (NOW Global, NOW Asia and NOW UK). Engaging audiences and encouraging submission of user-generated content, NOW's diversified offerings have aligned content with business priorities and engaged staff around the world.



Best implementation of a brand development project

Meliá Hotels International and Labbrand

Gold

Meliá Hotels International (MHI) is a leading Spanish luxury hotel chain with over 350 hotels in 35 countries. When the company decided to enter the Asia-Pacific market by adding 20 new hotels in the region by 2020, it chose to work with Labbrand to localise its brand narrative and position itself for a strong entrance into the market.

The team embraced the project with a three-pronged approach: assessing the global positioning of MHI's three brands, identifying target consumers in APAC markets and generating a new brand strategy to address the specific needs of Asian consumers.

Labbrand developed a new brand positioning that reflected the concepts of 'depth' and 'breadth' through frames and doors – effectively implemented in key visuals – as well as verbal identity cues including Chinese taglines and copy. Armed with its localised positioning strategy, MHI is poised to bring its unique brand of hospitality to consumers throughout the Asia-Pacific region.



M&G Stationary and Landor Associates

Silver

M&G Stationary and Landor achieved great success with in-store illustration workshops, promoting the stationary brand on a global platform. Offering an exciting new experience for customers to express their creativity, the workshops spurred customer engagement and drove significant improvement in revenue – the hallmarks of a brand “made by the people.”



Tiger Balm and NiCE

Silver

Tiger Balm and NiCE overcame significant challenges to unify the FMCG brand's portfolio and reinforce brand equity. Using fresh and creative rebranding techniques that appealed to a global audience, NiCE fine-tuned graphic design and packaging across the product line to successfully position Tiger Balm's iconic and universally recognisable brand.



Tatts Group and Hulsbosch

Bronze

Tatts Group and Hulsbosch demonstrated that “There is more to punting than just winning,” by creating a local arena environment in retail stores that merged racing, sport and entertainment under one roof.



PROCESS

Best implementation of a brand development project across multiple markets

Nord Anglia Education and StartJG

Gold

A global business headquartered in Hong Kong, Nord Anglia Education is the world's leading provider of international school education – operating a network of 41 international schools across 14 countries with over 4,300 employees. As its business grew, Nord Anglia identified the need to create synergy from its global network – leveraging the combined power of the organisation's brand to attract and empower the best teachers to provide the best education to students.

StartJG was commissioned to tackle the challenge of uniting staff and parents around the world behind a singular brand vision, while simultaneously ensuring each school retained the flexibility needed to meet individual market conditions.

After developing a new naming system and logo, a refreshed look and feel and a branded educational approach, the team set about applying the new guidelines to communications materials including corporate brochures, academic results, advertising and sales and marketing collateral – generating rave reviews from parents, teachers and students.



Best creative strategy



Nomura and Living Group

Gold

A global investment bank headquartered in Japan with a network spanning 30 countries, Nomura worked hand-in-hand with Living Group to launch an integrated campaign to increase brand awareness and recognition as a global Asian investment bank.

Building on an intensive competitor review, the bank's research revealed that clients especially valued Nomura's intellectual capital as a highly-regarded differentiator.

Nomura and Living Group created a dedicated campaign microsite rich in content and infographics to visualise the bank's cross-border deals and highlight its intellectual capital. The site made use of extensive online video content, which featured in-house experts describing the bank's capabilities and strengths.

The microsite's effectiveness quickly blew past initial projections, registering visits 784% above target for the first eight weeks of the campaign. A judge commended the gold award winner for its, "Creative solution that successfully communicates Nomura's positioning."



Murata and Living Group

Silver

Japanese electronics manufacturer Murata engaged Living Group when rebranding themselves as a tech solutions and applications provider for the automotive, healthcare and environment sectors. Working together, they created a digital rebrand that emphasised Murata's heritage, differentiated it from competitors and increased sales leads. Judges praised the rebrand's "clever strategic approach" and "excellent results."



Meliá Hotels International and Labbrand

Bronze

Meliá Hotels International worked with Labbrand to localise its brand narrative and develop a stronger presence in southeast Asian markets. The judging team lauded the entry's "Uniquely creative outcome."



sáv Hospitality and FutureBrand

Bronze

sáv Hospitality and FutureBrand took on the challenge of creating a unique travel brand experience. Judges felt the entry "lives up to the challenge of creating a holistic experience."

Highly commended - Tiger Balm and NiCE

STRATEGY

Best brand evolution

Hong Kong Ballet and MerchantCantos

Gold

Faced with the challenge of an underwhelming public perception, the Hong Kong Ballet sought to update its brand identity to reflect the company's new vision, "To be the pre-eminent Ballet Company, treasured in Hong Kong and lauded abroad for our ambitious productions, vibrancy and glamour."

Following an intensive brand and perception audit, MerchantCantos developed a new brand strategy expressed externally as 'Never Standing Still.' The logo, typography, colour palette, movement graphic and photography capture the energy of Hong Kong, with the fluid, dynamic movement of dance giving the Hong Kong Ballet a distinctive visual language rooted in its heritage.

The new brand identity was launched in August 2015 at the season opening of Pinocchio at the Cultural Centre – supporting Hong Kong Ballet's position as Asia's foremost professional ballet company. The refreshed visual identity also provides a strong platform to focus the company's medium and long-term strategic ambitions.



Zhao Liang Jewellery and Creative Capital

Gold

Chinese jewellery company Zhao Liang sought to modernise its image, turning to Creative Capital to help breathe new life into the brand.

Adopting a strategic approach based on extensive research, the team reconceived the brand to appeal to Zhao Liang's largest customer demographic: 25-30 year old females, traditionally the decision makers for wedding and engagement ring purchases in China.

Creative Capital introduced a brand concept based on a wedding proposal in a classical French garden (seen as a romantic ideal among Chinese women), and created a holistic 360 degree experience incorporating retail, service and packaging design. A special 'brand ritual' completed the immersive experience – creating a unique multi-sensory exploration in branded theatre.

The judging panel praised the brand refresh for its intent and brand strategy as well as its "Understanding of the customer and market context [which] translated directly to the holistic creative execution."



Prudential Financial and Brand Union

Silver

When evolving its brand to target the Asian market, Prudential Financial worked with Brand Union to create a holistic visual identity based on the theme of simplicity that maintained strong links to the Prudential brand while resonating with modern Asia audiences. Panel judges described the entry as "Strategically solid" with "Great localisation."



Gramedia and MakkiMakki

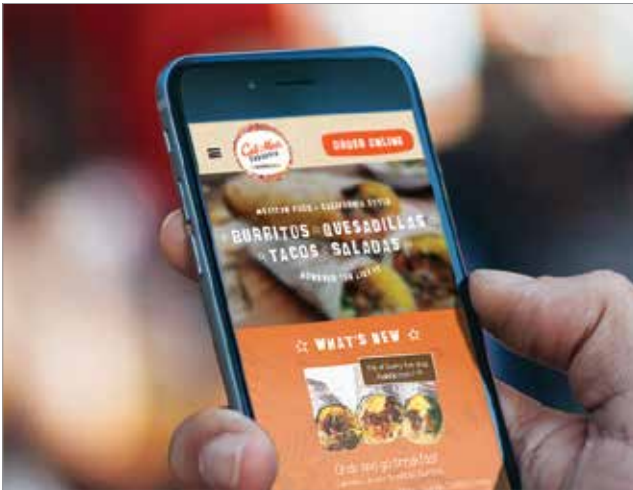
Bronze

Appealing to digital age consumers, Gramedia and MakkiMakki introduced a new diversification strategy that transformed Gramedia's brand. Judges commended the, "Great strategic ideas and insights in product development."



Highly commended – Molsion and Landor Associates

Best strategic/creative development of a new brand



Cali-Mex and StartJG

Gold

Cali-Mex is a new, gourmet Mexican fast food business that launched in Hong Kong in 2014. Although the city is famous for the variety and quality of its food outlets, many businesses operating at the lower end of the market offer poor quality ingredients and unimaginative me-too products. Cali-Mex aimed to create a business that would become known for delicious food with healthy options, made from only the best quality ingredients by highly-trained staff – and delivered at a sensible price.

Supporting these ambitions, StartJG developed a distinctive illustration style that worked across all brand touchpoints – from the hoardings that promoted new openings to the outlet environments, packaging, uniforms, delivery vehicles, website, advertising, social media sites and more.

The design language is fun, emphasising the quality and origin of the ingredients in a fun, engaging yet simple style that has become an icon of this highly successful brand.



Neqta Hotels and Labbrand

Silver

Introducing a new mid-tier hotel in China, Neqta Hotels enlisted the help of Labbrand to create a modern brand targeted at young and sophisticated Chinese consumers. The resulting design channels energy while emphasising growth, community, dynamics and connectedness. In their comments, judges observed "A clearly defined brand experience," and a "Memorable brand image."



Wanda Ridong Group and Brash Brands

Bronze

Brash Brands developed Wanda Ridong Group's 'Jewel' branding to reflect the crystalline-inspired architecture of its luxury property development on Australia's Gold Coast. Judges said the entry was an impressive solution that had a "Strong rationale" behind it.

Highly commended - Aura and Brand Union

Highly commended - Blackstone and Brash Brands

Highly commended - V8 Supercars and Hulsbosch



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Best corporate rebrand following a merger or acquisition



Hoau and FutureBrand

Gold

China's largest highway logistics company, Hoau operates more than 1,500 outlets and 65 transportation hubs in over 600 cities throughout the country. Established in 1995, Hoau was a successful trailblazer in its early days, but had since seen competitors gain traction as the company suffered from unstable ownership, management changes and deteriorating employee morale.

In 2013, Hoau was sold to the private equity arm of CITIC Group, China's state-owned investment company, which enlisted the help of FutureBrand to breathe new life into the tired Hoau brand. Creating a new brand strategy, the team designed a strong and distinct visual identity that embraced the company's proud heritage while marking a positive break from the past.

Unified under a new concept, 'Committed to deliver,' the rebrand embodied the company's focus on service excellence and reignited the passion of management and staff behind a bold and energetic new visual identity.



Jellis Craig and Traffic

Silver

Following a strategic merger, Jellis Craig and Traffic developed a new brand that amalgamated the essence of both companies. They created a suite of marketing materials that introduced the new brand with energetic and innovative flourishes across every touchpoint.



Prudential Financial and Brand Union

Silver

After Prudential's merger with Malaysia's largest bank, BSN, it developed a positioning platform built around the concept of simplicity that would appeal to local audiences. Brand Union devised a strategy focused on Gibraltar, a brand that combined innovative visual language, illustrations, heritage and iconography to create a straightforward solution to brand integration.



POSH and StartJG

Bronze

Asian furniture brand POSH developed a clear new positioning strategy along the theme of 'Better Work – Better Life.' Its rebranding reflected an optimistic, entrepreneurial and youthful spirit that achieved impressive results.

TYPE

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

BOE and Shift.

Gold

Over its first 20 years, BOE established itself as a leading B2B manufacturer of LCD panels, supplying some of the world's best-known consumer electronics brands. However, its visionary chairman held a bigger ambition – to evolve the mark into a premium consumer brand.

The company partnered with Shift. to position the brand for the next phase of its growth, developing a revised brand strategy, consumer experience and implementation plan for the future. Together, the team defined their new consumer targets, identified unmet needs, and created a differentiated positioning platform based on the idea of 'Purity by Design.'

Based on this positioning, the team created a comprehensive visual identity system to bring the brand to life – including a completely redesigned logo, a suite of corporate and consumer touchpoints, as well as a photo library and a product naming system. The BOE brand has now been successfully launched internally and to the consumer market.



Proactive and Cluster Creative

Silver

Through a process of brand self-assessment, market analysis and understanding of the core business structure, Cluster Creative isolated Proactive's distinctive approach to treating the 'Four Corners of Health' – function, mindset, nutrition and sleep. The team aligned the company's customer experience under the unique concept of 'Branding that heals people.'



Hoau and FutureBrand

Bronze

Hoau worked with FutureBrand to revolutionise its corporate identity and branding while embracing its reputation as China's largest highway logistics company. Judges said the brand redevelopment was strong, distinctive and consistent.



Best rebrand of a digital property



Murata and Living Group

Gold

One of Japan's largest corporations, Murata is an electronics manufacturer that traces its history back to the 1940s. Faced with an increasingly competitive environment, the company turned to Living Group to help rebrand the company as a manufacturer of innovative electronic components in the automotive, healthcare, energy and environment sectors.

Living Group developed a new website that emphasises the company's history and differentiates it from its key competitors, while contributing to increased sales leads. Mindful of the existing logo's huge awareness in Japan, Murata requested to keep its iconic brand mark as part of the refreshed visual identity.

Living Group created a clean and highly-effective site that delivers key information succinctly and communicates Murata's new positioning and enhanced user experience. The rebranded website was launched in October 2014, positioning Murata as an innovator in the field while helping to drive sales revenue from components by an impressive 21%.



Vinson & Elkins and Living Group

Silver

International law firm Vinson & Elkins commissioned Living Group to design a complete digital rebrand that promoted a confident, client-centric positioning. Viewing the property as a digital shop window, Living Group created a website that relayed the firm's depth of expertise, informed thought leadership and its breadth of practices and capabilities.



Black Crane Capital and Living Group

Bronze

Formerly known as Artis Capital Partners, Black Crane Capital is a Hong Kong based boutique investment manager specialising in capturing value from corporate financial activity. The refreshed brand presents a unique firm with deep roots in Asia and a strong focus on research. Judges recognised the new property's focus on leadership as a strength of the rebrand.

SECTOR

Best visual identity from a charity or NGO or NFP

Hong Kong Ballet and MerchantCantos

Gold

The Hong Kong Ballet raised the bar by developing a distinctive visual identity that touched the hearts of new enthusiasts, artists and the ballet community.

With the help of MerchantCantos it conducted a brand audit among key stakeholders, developing a strategy and platform based on real insights and the gap between current and desired perception. The resulting brand strategy, encapsulated as 'Entertaining New Heights' and expressed externally as 'Never Standing Still,' captured the energy of Hong Kong and the fluid, dynamic movement of dance.

Working together, the team created a visual language that speaks of vibrancy and glamour. The wordmark, typography, colour palette and photography encapsulate kinetic beauty while positioning Hong Kong Ballet as Asia's foremost professional company.

Inspired and energised by the rebranding process, the company's leadership and team are increasing community engagement through outreach activities and overseas tours.



Best visual identity from the education sector

British Council and FutureBrand

Gold

The British Council sought to distinguish Primary Plus, its new young learner programme in Asia, by creating a visual identity to champion the learning revolution.

With the help of FutureBrand, the British Council targeted young students and their parents by developing a brand experience that focused on teaching applied life skills (creativity, critical thinking communication and collaboration), reinforcing its positioning as a premium education provider.

The British Council's narrative concept of Primary Plus is simple, distinctive and memorable, developing a storytelling theme that speaks to its holistic approach to education.

Implementing colourful collages across environmental, print and digital applications, the visual identity works to enhance brand awareness and positive associations.

The visual identity and bold iconography successfully differentiate Primary Plus from competitors, encouraging strong emotional connections.



Nord Anglia Education and StartJG

Silver

In a sector in which differentiation is difficult to convey, Nord Anglia Education and StartJG sought to streamline the education leader's visual language to bring clarity, consistency and personality to both their corporate and individual school brands. Their new strategic approach illustrated a clear, distinctive communicative style coupled with a unique educational philosophy.



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Hong Kong London Shanghai Singapore Yangon

SECTOR

Best visual identity from the energy & extractives sector

sosoon and JungleFish

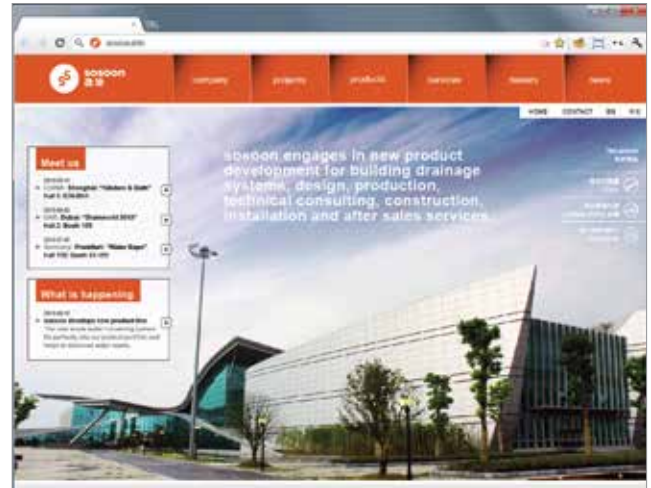
Gold

Identifying an opportunity for improvement, construction materials manufacturer sosoon transformed its previously inconsistent visual identity with a clear design framework that complimented its corporate culture and strengthened its brand communications.

Over a period of two years, sosoon worked with JungleFish to develop a brand strategy and implement a memorable, easy-to-use identity system that serves as a solid framework for all domestic and international marketing material. After extensive research and interactive workshops, the team developed a clear direction for communication that highlighted competitive advantages, as well as systemic and service differentiators.

The new visual brand standardises design elements across domestic and international markets with specific emphasis on the construction company's innovative green technology and strategic five-year plan.

As a result of the rebrand, sosoon's export business is thriving in India, Australia and the Philippines – and the brand has become the leading industry supplier in China.



EMP and MakkiMakki

Silver

EMP and MakkiMakki sought to humanise the energy company's brand through empowering communities. Building on in-depth analysis and research, they created a brand platform that transformed EMP's image through distinctive visual symbols and positive colour associations. This allowed EMP to successfully apply its new visual identity across multiple touchpoints to reach internal and external audiences.



Best visual identity from the engineering & manufacturing sector

HAECO and Sedgwick Richardson

Gold

Over 60 years of growth, independent aircraft engineering and maintenance group HAECO had developed a leading portfolio of international subsidiaries and joint venture companies with over 13,000 employees. However, in an sector in which competitors are increasingly offering nose-to-tail solutions, customers were finding it difficult to understand the breadth and depth of HAECO's services and capabilities.

Calling upon the services of Sedgwick Richardson, HAECO embarked on a journey to develop a visual identity system that communicated its mission, promise and value attributes while differentiating itself from competitors.

Following a comprehensive peer group review, communications audit, internal and external interviews and a brand workshop, the team developed visual identity concepts, as well as a refreshed brand architecture and brand performance platform.

The resulting visual identity captures the spirit of aviation – evocative of aircraft tails and wings – while communicating HAECO's commitment to excellence in aviation services.



Midea SteamCube and MetaDesign China

Silver

Midea and MetaDesign China developed a bold brand strategy for Midea's high-end microwave brand, SteamCube, which offers advanced steaming technology. MetaDesign completely redefined Midea's positioning strategy by creating a fresh visual identity that appeals directly to style-conscious consumers. SteamCube's strong and distinctive brand image proved to be a steaming success.



Best visual identity from the financial services sector



Alibaba and FutureBrand

Gold

Helping e-commerce giant Alibaba take the lead in China's internet payment and financial services segment with its Ant Financial brand, FutureBrand's challenge was to create a strong and distinctive brand experience that gave a solid voice to the company's strategic and innovative breakthroughs.

Working together, the team created a new master financial brand, "To bring about small but positive changes to the world." The resulting visual identity combined the ease and convenience of online services with the disciplined rigour expected of financial products, while establishing an emotional connection with Alibaba's tech-savvy audience.

FutureBrand developed a bold new brand experience for Ant Financial, creating bright and unique characters that reflected the brand's drive and positivity with a multicoloured palette designed to adapt to different audience segments.

Since its launch, Ant Financial has attracted strong support from the investment community and is currently valued at \$35bn.



Prudential Financial and Brand Union

Silver

Brand Union helped to transform Prudential Financial's brand in Asia by using creative visuals and distinctive iconography, aiming to strike a balance between the heritage of the American brand while appealing to Asian audiences. Developing a fresh brand platform around the concept of simplicity, the team successfully differentiated Prudential Financial's positioning in a fiercely competitive and brand-conscious market.

Highly commended - Black Crane Capital and Living Group

SECTOR

Best visual identity from the healthcare & pharmaceuticals sector

Proactive and Cluster Creative

Gold

When physiotherapy rehabilitation provider Proactive wanted an updated visual identity to capture the new direction of its brand, it ended up with something much better – a brand that heals people.

Proactive gave Cluster Creative the mandate to evolve the brand by demonstrating the company's breadth of services, establishing it as New Zealand's leader in rehabilitation and healthcare services and clearly differentiating the brand in a cluttered market to future-proof its service offering.

After a brand assessment, staff surveys and extensive nationwide, international market and competitor analysis, the team created a new brand proposition based around what Proactive does, namely transformative rehabilitation, how it works – addressing the 'Four Corners of Health': function, mindset, nutrition and sleep – and why – to help clients achieve wellbeing.

The rebrand elicited a tremendous response, with a 194% increase in the daily number of clients and a 400% improvement in website traffic.



Mitra Keluarga and MakkiMakki

Silver

Mitra Keluarga's creative visual strategy stood out with a bold new brand. MakkiMakki transformed more than just its logo by stressing the importance of providing preventative, curative and rehabilitative treatments for Indonesians. Mitra Keluraga's visual collateral demonstrates how it goes 'Beyond hospital care' to heal through life, love and laughter.



Best visual identity from the professional services sector

McGrathNicol and Hulsbosch

Gold

Celebrating its 10th anniversary, McGrathNicol wanted to make a statement to the Australian and New Zealand business community that it was there to stay. Working with Hulsbosch, the firm developed a new brand and strategic positioning that reflects its dynamic and innovative position within the corporate advisory world.

Looking to build brand awareness among blue chip businesses and develop a stronger brand to cement its identity and reputation, the team created a strategic direction that positioned McGrathNicol as the go to firm for tackling a diverse range of business challenges and opportunities.

Brought to life across multiple touchpoints, the visual identity is a bold monogram of the letters M and N that provides a bold presence representing the firm. The resulting contemporary brand has been rolled out across the firm and stands as a visual testament to McGrathNicol's business capabilities and ability to adapt to a changing marketplace.



Vinson & Elkins and Living Group

Silver

International law firm Vinson & Elkins worked with Living Group to create a new visual identity that communicated the firm's strengths in a confident and conversational tone. The resulting website clearly engages readers while connecting specific audiences with relevant content – leading judges to note, "A clean, responsive and more user friendly website."



CDP and FutureBrand

Bronze

In developing a new visual identity, leading Chinese HR service vendor CDP briefed FutureBrand to refresh its image as a more caring, human brand – resulting in a clean, crisp and contemporary look.

SECTOR

Best visual identity from the property sector

Dongguan Minying and Brand Union

Gold

Dongguan is a city of approximately seven million people in southern China with a rather unsavoury reputation for prostitution and organised crime. A group of young entrepreneurs sought to change that perception, beginning with the creation of a large-scale mixed-use development in the heart of the city that combined retail, residential and office space in a radical regeneration project.

Brand Union was called in to create a visual identity that uplifted the city's image with a graphic design solution that was both contemporary and progressive. Crafting the new positioning around the concept of 'Building for the future,' Brand Union aimed to articulate an uplifting and positive visual tone, as well as express the development's unique architecture, which incorporated a blocky, modular approach.

The resulting brand generated warm praise from the local government for its bright visual theme, and helped to spur higher-than-expected tenant occupancy rates.



Blackfish and MADE Creative

Silver

Aiming to stand out in Hong Kong's competitive real estate market, Blackfish teamed up with MADE Creative to develop a strong brand identity befitting the trend-setting real estate firm. Judges noted the partners "Clearly identified the challenge and created a highly differentiated creative strategy," and the result was something, "Unique, humorous and different."



Blackstone and Brash Brands

Silver

Positioning its luxurious No.1 Sydney development as a rare opportunity for Australian and international buyers, Blackstone called upon the creative minds at Brash Brands to develop a seamless, world class brand experience. Based on an elegant word mark, the visual identity celebrates the development's unparalleled views of Sydney Harbour and the iconic Opera House.



Wanda Ridong Group and Brash Brands

Bronze

Wanda Ridong Group teamed up with Brash Brands to reignite the glory of Australia's Gold Coast with its 'Shine on' campaign. Judges commended the entry's solid results and, "Well implemented brand concept."



Best visual identity from the retail sector

Molsion and Landor Associates

Gold

Molsion eyewear sought to redefine its sunglasses brand, focusing on increasing appeal within the evolving youth market. With assistance from Landor Associates, it created a visual identity that found inspiration and artistic expression in the more rebellious sectors of Chinese society.

Landor Associates captured the essence of Chinese rebels by conveying Molsion's individuality while highlighting its collective nature. This philosophy echoed through Molsion's motto: 'Stand out, fit in.'

Building on a strong, bold and distinctive colour palette, the M-shaped logo transformed Molsion's marketing collateral on digital and in-store platforms by creating a unique and artistic experience for younger generations. Steering clear of the safe (and mundane) approach, Molsion's hard hitting visuals are instantly recognisable.

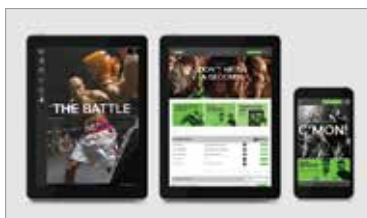
A test launch of the new visual identity on China's largest B2C online retail platform and TVCs resulted in a significant spike in sales – a testament to the effectiveness of the new brand.



M&G Stationary and Landor Associates

Silver

Leveraging its huge retail footprint, M&G Stationary partnered with Landor Associates to launch a series of dynamic illustration workshops and encourage customers' creativity through their own, unique personal designs. One judge said the, "Inclusive and innovative approach not only meets the needs of the audience, but puts the audience at the heart of the strategy."



Tatts Group and Hulsbosch

Bronze

Australia's largest race and sports betting provider, Tatts Group, worked with Hulsbosch to revolutionise its punting experience under the new UBET brand. Judges noted its "Truly holistic look and feel across touchpoints."

Highly commended - Century Wellness Centre and MakkiMakki

Highly commended - Qkuts and Creativoo Creative Consultancy

Highly commended - Yintai and FutureBrand

SECTOR

Best visual identity from the technology, media & telecommunications

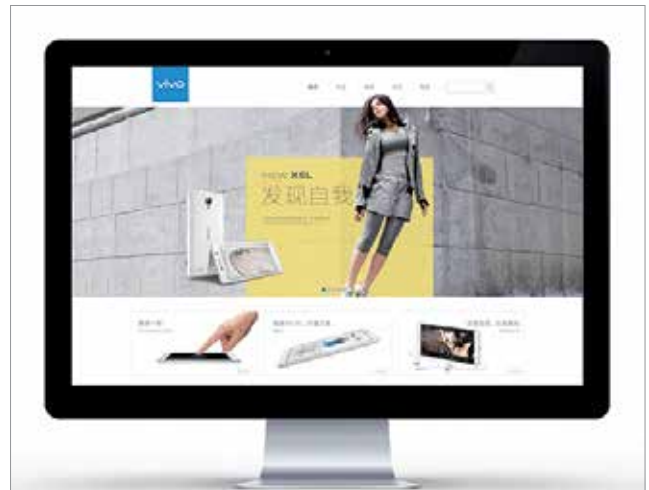
vivo and MetaDesign China

Gold

vivo needed a clear, distinctive brand positioning and visual identity to stand out in China's crowded and competitive smartphone market. Building on extensive consumer and market analysis, MetaDesign China developed a locally and globally relevant brand positioning and a new visual identity system built on the concept of vivo being more than just a smartphone, but a portal into another dimension – a 'vivo space.' Leveraging a colourful square key as the visual expression of this idea, the brand employs a strong and memorable graphic language across a range of applications.

MetaDesign also developed comprehensive brand guidelines to define the brand's purpose, essence and application – which were used to roll out the new brand across hundreds of retail outlets, as well as vivo's complementary online presence.

Following the rebrand, vivo's market share jumped from 4% to 8% by June 2015, making it the fourth-most popular smartphone brand in China.



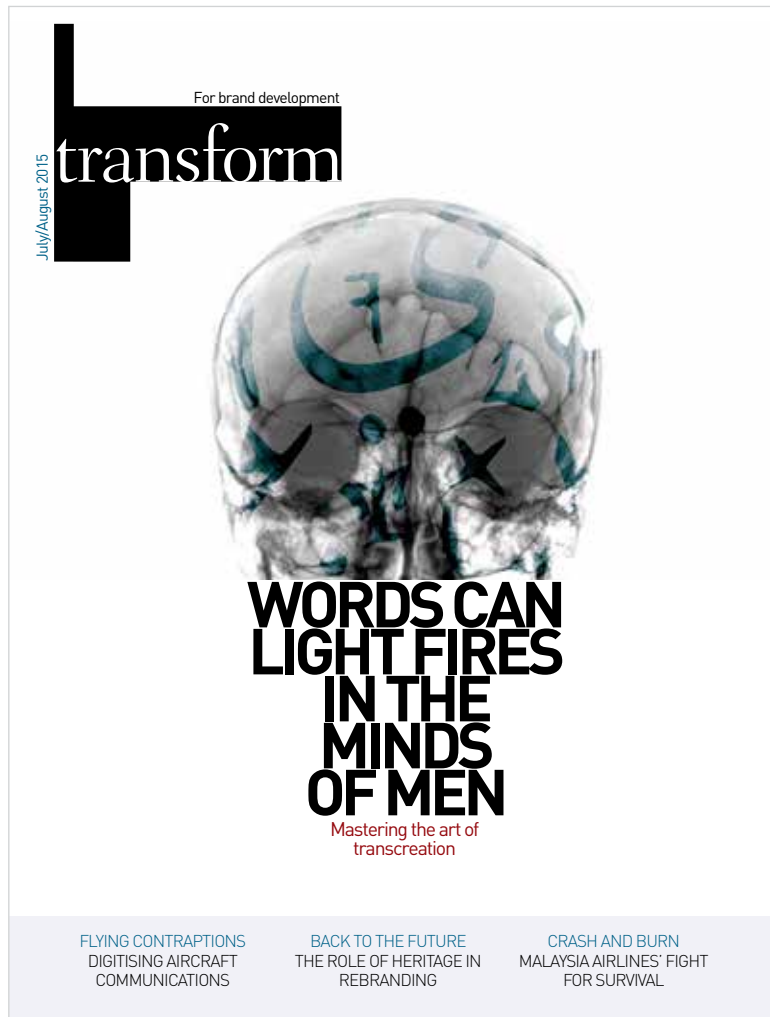
Murata and Living Group

Silver

Technology solutions provider and electronic manufacturer Murata sought a new visual identity to complement its innovative history and competitive advantages. Based on market research, Living Group developed sleek, digital, crystalline images that visually conveyed Murata's pioneering strategy. The typography, new logo and striking imagery have helped to enrich the company's overall brand perception and user experience.



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Best visual identity from the travel & leisure sector



Neqta Hotels and Labbrand

Gold

Introducing a new hotel brand, hospitality group Fairmount Raffles Hotels International (FRHI) and Chinese Real Estate giant Golden Land Group joined forces to build the new brand, Neqta, in an underserved sector of the Chinese tourism market.

Aiming to make Neqta the number one choice for young, trendy tech-savvy business travellers, Labbrand promoted a visual strategy that focused on consistency of service with a unique customer experience.

In creating the hotel's visual identity, Labbrand seamlessly integrated infographics and digital applications, providing an essential link between online and offline strategies. The resulting logo conveys modern, refined simplicity – with an amplified letter Q in honey yellow, symbolising intuitive intelligence, habitat and a culture of hospitality.

Strategically positioning the new hotel brand as an 'Inspirational Urban Hub,' Labbrand created a brand identity based on the concept of a hive that conveys high energy and excellence, as well as growth, community, dynamics and connectedness.



sáv Hospitality and FutureBrand

Silver

sáv Hospitality and FutureBrand promoted the hotel's flagship restaurant, Palette, with a strong emphasis on fresh, locally-sourced dishes. A focus on vibrant watercolour motifs reflected the creative nature of the brand, while the visual identity combined environmental graphics and photography to showcase the restaurant's wide variety of international cuisines.

Best overall visual identity

Hong Kong Ballet and MerchantCantos

Winner

This year's 'Best overall visual identity' winner seamlessly blended photography and graphics with the dynamics of kinetic movement to create a unique and distinctive visual language rooted in the heritage of the brand.

Since its inception in 1979, the Hong Kong Ballet has grown to become Asia's premier classical ballet company – internationally recognised and lauded for its creativity, talent and artistry. Under the strong leadership of artistic director Madeleine Onne, the company has shifted focus in recent years to emphasise internationalism and innovation, as well as technical and artistic leadership. The time was right to bring the brand identity in line with the company's new direction, while making it more accessible to the general public.

Working to achieve the Hong Kong Ballet's vision, "To be the pre-eminent ballet company, treasured in Hong Kong and lauded abroad for ambitious productions, vibrancy and glamour," MerchantCantos initiated the brand evolution process with a perception audit amongst key stakeholders including the board, management, staff members, the government (which provides the majority of funding), local and international arts media, as well as the general public.

Based on the findings, MerchantCantos developed a strong, clear brand strategy around the central theme 'Entertaining new heights – A brand of quality, for people, to inspire,' which was reflected through the external expression 'Never Standing Still.'

Building on the new strategy, MerchantCantos developed a series of brand identity elements including a logo mark, typography, colour palette, a movement graphic, photography and a distinctive editorial tone and style that delivered messages in an engaging, approachable, confident and fresh voice. Visually striking, the new movement graphic combined the energy of Hong Kong with the fluid, dynamic movement of ballet to create a distinct visual language that embodied the essence of the brand.

The new brand identity was launched at the season opening of Pinocchio at the Hong Kong Cultural Centre in August 2015 to enthusiastic response – further solidifying Hong Kong Ballet's position as Asia's foremost professional ballet company.

Judges commended the entry for its, "Strong strategic work, with great care taken to get a 360 degree view of where the brand currently sits before defining where it should go," also noting, "The creative work is simple, modern and elegant. Not only is Hong Kong Ballet its own brand, but it is an extension of the city of Hong Kong's brand."



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Grand Prix

Pizza Hut and Brand Union

Winner

This year's 'Grand Prix' winner brought brand to life through creative packaging design – transforming pizza boxes into movie projectors, and customers' living rooms into personal brand experiences.

Pizza Hut has always been a leading innovator in every aspect of its business, from its menu, ordering and delivery methods to its interior design, customer experience and packaging technology. When the restaurant chain launched a new double pizza meal deal, it turned to Brand Union to help design a 'brand experience in a box,' which took the form of the Blockbuster Box.

The Blockbuster Box repurposed the humble pizza box into a movie projector, celebrating the idea that pizza and movies bring people together. Creative use of packaging helped Pizza Hut to deliver its brand experience straight to customers' homes, emphasising the brand's three core values: the Joy of Sharing, the Joy of Freedom and the Joy of Togetherness.

Brand Union's custom-designed box holds two pizzas along with a plastic moulded 'pizza saver' that doubles as a lens holder and a mobile phone stand. By affixing the lens on the box, scanning a QR code and positioning their mobile phones inside, customers can easily transform their living rooms into virtual cinemas – with branded short film content, pizza and other delicious treats served piping hot, courtesy of Pizza Hut.

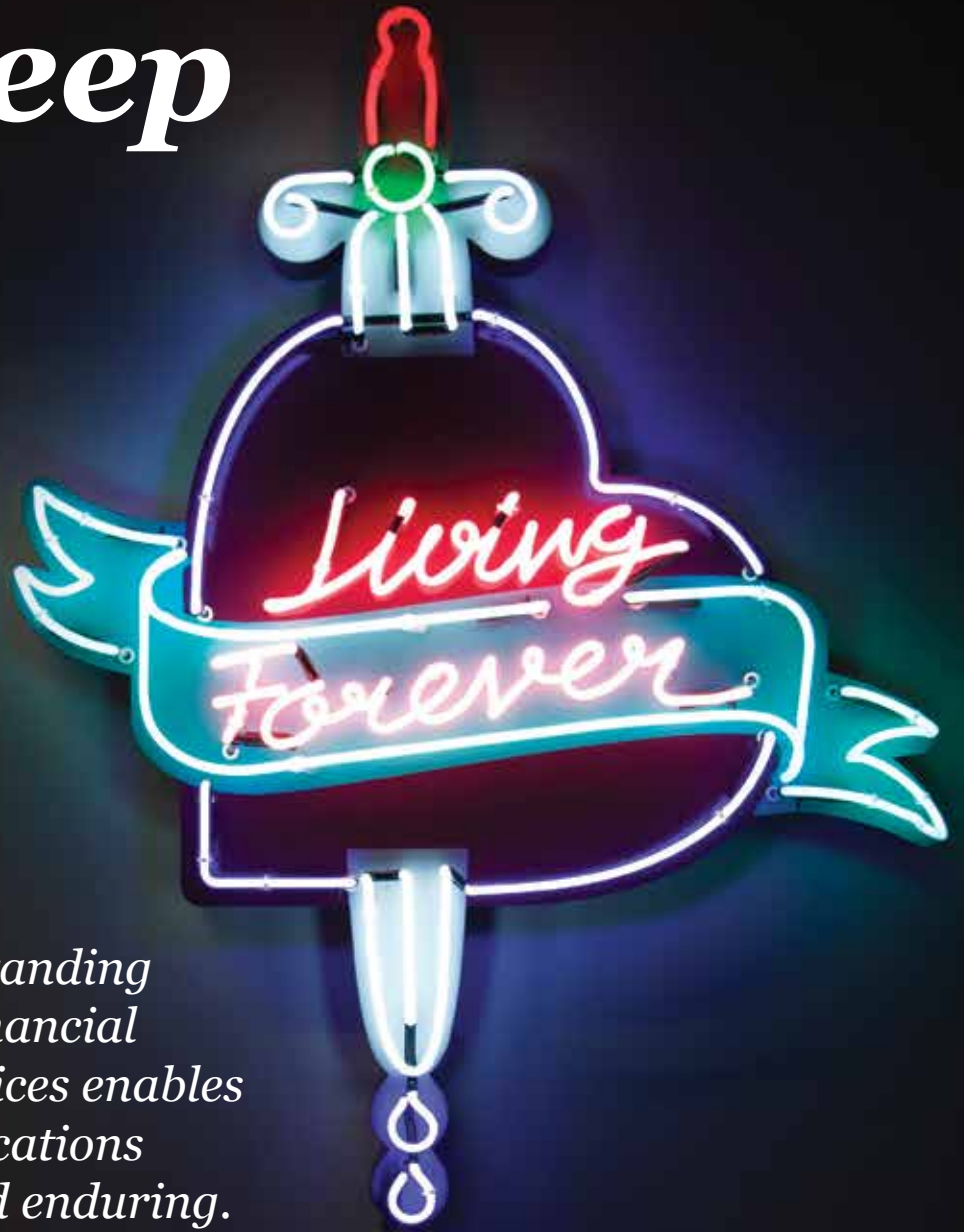
The team collaborated with four local artists to create whimsical, pizza-themed illustrations based on four popular movie genres: romance, action, sci-fi and horror. The illustrations, along with a bold and contemporary logo, set the foundation for the brand's visual language – which was also applied to the film content and in-store promotional items.

Selling out within the first two days of launch, the Blockbuster Box was featured on hundreds of news sites and blogs – from Time Magazine and USA Today to Design Boom and the Verge – generating thousands of media impressions and prompting Time to remark, "Movie night is becoming even more effortless, thanks to the Blockbuster Box."

Following its initial success in Hong Kong, the Blockbuster Box is now being rolled out to other Pizza Hut franchisees across Asia.



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