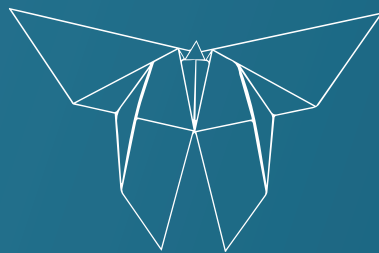


2016

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7



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BRONZE

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Welcome

It's encouraging to see the increase in companies that understand the importance of getting the corporate brand right. Brand is becoming a conversation had at the highest levels within a company and new ways of expressing, designing, positioning and experiencing brand are emerging as a result.

At this year's Transform Awards Europe, we are pleased to celebrate the best and brightest in corporate rebranding and brand development. This year's winners, as always, represent the benchmark in European brand communications. Those collecting Golden Butterflies come from companies of all sizes and type.

Transform also awards those who excel at specific areas of brand development – from copy style, to naming strategy, to use of visual property – and the variety of winners across these categories shows a keen understanding of the nuanced work and creative strategic planning that goes into every brand project.

Tonight's two overall winners – Logitech and DesignStudio and TSB and Joint – win their respective categories for different reasons. Logitech excelled at redefining a longstanding brand in a fast-paced sector. By renaming the consumer brand to simply Logi, the brand could become more versatile and encompass more of the company's work alongside its focus on technology. TSB, on the other hand, had to create a brand out of almost nothing. The bank's history pre-Lloyds TSB was called upon to inform the tone the new brand would take. But visually and strategically, the new TSB has become a fresh, unique voice in the British banking landscape.

We are proud of the brand development work being carried out across Europe and are pleased to honour each and every one of this year's Transform Awards winners. A hearty congratulations goes out to all of tonight's shortlisted companies and winners!

Brittany Golob

Editor

Transform magazine

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Meet the judges



Sarah Alspach, UK brand & communications, BNP Paribas

Currently working for BNP Paribas, Sarah has held numerous senior leadership roles heading brand and communications for major blue chip companies including American Express, Shell and Barclaycard. Throughout her career she has revitalised, developed and launched a wide range of new brands, products and services including Barclaycard Freedom, Shell's differentiated fuels portfolio and the American Express Blue Card. Sarah began her career working for Digitas and Ogilvy & Mather.



Adelise Ashdown, director of corporate communications, brand & content strategy, Iron Mountain

Adelise has 15 years of experience at creating and developing strategic communications and brand building programmes for global companies. She is passionate about integrating the disciplines of creative, content marketing, digital and PR to deliver compelling programmes for B2B audiences. Adelise started her career at an advertising agency before moving to BT where she spent seven years in a number of marketing and branding roles. At Iron Mountain, she has built a multi-award winning marketing and PR team that is responsible for brand building and generating demand.



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 KlichE Killers, which stands as an international creative hub for technological development, brand strategy and marketing execution. Her experience includes copywriting, editing, content management, creative strategy, marketing and public relations within the fields of media, technology and entertainment.



Jane Clancey, head of global brand, Amnesty International

Jane began her career in FMCG marketing with companies including Manor Bakeries and Asda. She spent 11 years working for the BBC in a variety of brand, content and insight roles before joining Amnesty International last year. As head of global brand, and through a recent secondment as director of global content, she is responsible for facilitating best practice with local country teams and leading the creation of initiatives and content materials that will deliver on the brand promise of inspiring people to take injustice personally, linking them up to campaigns they want to get involved in.



Graeme Craig, director of brewing & brands, Shepherd Neame

Graeme is brewing and brands director at Shepherd Neame, Britain's oldest brewer. He is responsible for sales, marketing, production and distribution. He joined Shepherd Neame in 2006 as sales and marketing director, developing core brands such as Spitfire, Bishops Finger and Whitstable Bay, and licensed partnerships with Sam Adams and Asahi. Previously, he spent 12 years with PepsiCo across a number of commercial roles, latterly as convenience director, developing the Walkers, Quaker and Tropicana brands.



Gilke Eeckhoudt, head of corporate communications, Ageas

Gilke is head of corporate communications at Ageas, one of Europe's largest insurance companies. She is responsible for the group's global communications strategy and the management of all aspects of the communications, including internal or external, crisis communications, issue tracking, media relations, social media, branding PR and sponsorship. Gilke has a background in marketing communications and prior to her role as head of corporate communications, she was brand manager and manager of internal communications at Ageas.



Gabriella Ekelund, vice president of corporate brand communications, SCA

At SCA, Gabriella is responsible for the corporate brand strategy and development including driving the awareness and perception of SCA as a global leading hygiene and forest products company. Before joining SCA in 2009, Gabriella was the communications director for Sapa, the world leader in aluminium solutions, for 10 years.



Sara Gentile, head of mass advertising and social media channels ITES, Amazon

Sara is head of mass advertising and social media for Amazon Italy and Spain. She has over nine years of experience working for several blue chip companies, including P&G and Kraft Foods, in various marketing roles at a national and international level. Her expertise spans from traditional to digital marketing, delivery of integrated campaigns and social media.

**Robert Haigh, marketing & communications director, Brand Finance**

Robert is Brand Finance's marketing and communications director, responsible for coordinating PR and marketing strategy for the Brand Finance group. He has over five years of PR, marketing and brand strategy experience across a variety of industry sectors and finance in particular. Robert regularly appears as a commentator in national and trade press and on networks such as Reuters, the BBC, CNBC and Al Jazeera. He is a graduate of the University of Oxford and a member of the European Association of Communications Directors.

**Saul Harris, head of marketing & corporate communications, The King's Fund**

Saul has a wealth of experience in strategic marketing across both the commercial and not-for-profit sectors. He is currently the head of marketing and corporate communications at the King's Fund, a leading healthcare think tank where he led the organisation's rebrand. Prior to this, he held a similar role at Business Link for London at which he was responsible for marketing, advertising, communications and events.

**Tracey Herald, head of community, Telefónica UK (O2)**

Tracey is head of community at Telefónica UK (O2). Tracey has worked in a range of public government and NGO settings to deliver local and national youth programmes and developing national youth policy. Tracey joined Telefónica UK in 2012 to deliver the organisation's Think Big programme which aims to support millions of young people to develop the entrepreneurial, digital and work skills to succeed in line with the Telefónica brand.

**Andrew Hogan, head of brand strategy, Barclaycard**

Andrew's career started as an account handler at Bainsfair Sharkey Trott on accounts such as Quaker, Red Stripe, UKTV, London Transport and Oddbins. He continued working in agencies such as TBWA, Bates and Euro RSCG, across a range of sectors on the Sun, Bulmers, Habitat, Sky, Citroen and Reckitt Benckiser. In 2007, he moved to British Gas where he was communications director and then brand director, developing the 'Looking After Your World' campaign and leading the 2011-2012 rebrand. Following this, Andrew moved to Barclaycard as head of brand, responsible for brand strategy, expression, engagement and communication.

**Rachel Levett, associator director of brand & marketing, Teach First**

Rachel is the associate director of brand and marketing at Teach First where she leads the charity's brand development, marketing and creative services to multiple stakeholders including schools and funders. Over six years at Teach First, Rachel has established a digital function, led a major rebrand and overseen a series of brand development projects including the creation of the charity's brand personality and brand narrative. She has also been involved in the planning and delivery of major external-facing projects and campaigns including the BBC series Tough Young Teachers and the book 'We need to talk about education.'

**Polly Lutter, global brand manager, LEO Pharma**

Currently global brand manager at LEO Pharma, Polly has over a decade of experience in pharmaceutical marketing, communications and branding. Her experience spans agency and in-house roles, having worked with a range of international pharmaceuticals companies, biotech firms, government bodies and patient associations. At LEO Pharma, Polly's focus is on launch excellence, working with regions and markets to launch new patient solutions into the market place. This includes a strong focus on global brand strategy, visual identity, positioning and promotional platforms to support category-leading launches.

**Simon Marshall**

Simon has a background in legal marketing and advising on communications and strategy. For the past three years, he has been head of brand and communications at Osborne Clarke, where he led the internal, external and digital communications for the law firm. Prior to this, he was senior corporate communications manager at Osborne Clarke and head of communications at Simmons & Simmons.

**Janice McKee, head of brand communications, AAT**

Janice is head of brand communications at AAT, the UK's leading professional body for vocational accountants. In this role, she leads the organisation's communications teams, helping AAT to engage with prospective students and members, and with employers and influencers. She drives her teams to develop compelling content and constantly measure engagement, ensuring continuous improvement. Prior to AAT, she worked for BT, PWC, Acorn and various technology companies. In Janice's early career she set up her own full service agency, working for a diverse range of clients, from banks to property developers to bookmakers.

Meet the judges



Sheona Michie, head of brand & marketing, Action for Children

Following 18 years as a brand specialist, working with international brands, from Diageo and Aeroflot to Nike and Vodafone, Sheona moved to the charity sector in 2011 to deliver the Cancer Research UK rebrand. Constantly curious about finding new ways for brands and people to connect, Sheona views branding as a tool to inspire and improve, from big ideas and beautiful creativity, to real brand engagement, inside and out.



Ian Paget, founder, Logo Geek

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



Mario Rauter

Mario is a brand specialist across multiple disciplines and industries, who had recently been working as a brand and customer strategist for Lloyds Banking Group, looking after its portfolio of 16 brands and setting the strategy for the Halifax. A rebrand and repositioning specialist, he worked on launching the EE brand in the UK after having spent a number of years in Orange's global brand team and launched the Orange brand in his native Austria. He has a keen interest in purposeful brand positioning and how brands are expressed visually and through experiences.



Ali Sanders, head of brand and creative, Macmillan Cancer Support

Ali leads Macmillan Cancer Support's 40-strong brand and creative department and is responsible for Macmillan's award-winning brand and high-profile 'Not Alone' campaign. Prior to this, Ali worked for a creative communications agency on a wide range of causes from human rights to overseas development to wildlife. She is passionate about unlocking the power of charity brands through compelling storytelling and exceptional creative work.



Jacqui White, head of marketing and product innovation, Care UK

Jacqui is head of marketing and product innovation, residential care services at Care UK and held the role of head of digital and brand strategy for over three years prior. Since 2014, she has provided digital and brand support to Care UK to help drive the company's commercial growth through brand development, design and online positioning.



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As a result of working together on many client-driven global rebrands an alliance was formed between The Pearce Group, Philadelphia Sign, and Riemer Associates to provide our clients with a single source global partner.

We build ongoing relationships with the most prominent corporations throughout multiple countries, and our dedication to afford specific, and often times highly unique brand solutions to our clients sets our team apart from any of our global competitors.

Value, precision, collaboration, effective communication, solid process and consistent program success sets TISA as the preeminent brand solution partner. We provide products and services to literally every business sector including technology, automotive, manufacturing, finance, investments, government,

telecommunications, media, logistics, research and development, shipping, textiles, professional sports and many more.

Virtually every major city in the world has been served by our products and services and between the collaborative teams we've developed partnerships with multiple Fortune 100 companies across six continents. Corporations such as Bank of America, Merrill Lynch, The Royal Bank of Scotland, and many others have benefitted from our expertise.

We understand cultural uniqueness; the combined experience of our organizations spans over 360 years with satisfied clients and ongoing customer relationships from Singapore to London to New York City. Because of our reputation and experience, we're also to operate with extremely competitive pricing (we have production, logistics, project management, and post program services well established on every continent). Ultimately, TISA provides the best value, the most comprehensive, highest quality products, and seamless service for our global clients worldwide.

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The winners

Content

Best use of a visual property

Gold – [UEFA/TEAM Marketing and Radiant Studios](#)

Silver – Breast Cancer Now and The Clearing

Silver – European Flavours & Fragrances and Frank, Bright & Abel

Bronze – Christ Church Primary School and Living Group

Highly commended – AQA and Bell

Highly commended – Regent Street and Small Back Room

Best brand architecture solution

Bronze – Nuffield Health and Handsome Brands

Highly commended – Lorton Entertainment and Brand & Deliver

Best use of copy style/tone of voice

Gold – [eir and Moving Brands](#)

Silver – Hft and Clout Branding

Silver – Tesco and The Clearing

Bronze – Carbon Law Partners and Writers

Bronze – UBS and The Writer

Highly commended – Schillings and Goosebumps Brand Consultancy

Best brand experience

Silver – Morrisons and M Worldwide

Bronze – DanceEast and Spring

Bronze – eir and Moving Brands

Bronze – Tata Consultancy Services

Highly commended – Commvault and McMillan

Best use of packaging

Gold – [RB and Brand Union](#)

Silver – Marks & Spencer and DewGibbons + Partners

Silver – Merck and Creative Leap

Highly commended – Lindt & Sprüngli and DewGibbons + Partners

Best wayfinding or signage

Gold – [Green Park – Oxford Properties and Endpoint](#)

Silver – DanceEast and Spring

Bronze – Embassy Gardens – Ballymore and Endpoint

Best use of audio branding

Gold – [Wiener Linien and SOUND STRATEGY](#)

Silver – Ähléns City and Lexter Sound Design

Best use of typography

Gold – [S Evans & Sons and Studio Jo and Co](#)

Silver – MOL Group and GW+Co

Bronze – Eastwick and McMillan

Bronze – Nuffield Health and Handsome Brands

Highly commended – Lush Cosmetics and Dalton Maag

Best place or nation brand

Silver – Moroccan National Tourism Office and Spring

Process

Best external stakeholder relations during a brand development project

Gold – [Outsmart and Goosebumps Brand Consultancy](#)

Silver – Tata Consultancy Services

Bronze – OneFamily and Goosebumps Brand Consultancy

Highly commended – BBC Newsbeat and Moving Brands

Highly commended – SapientNitro

Highly commended – Tata Consultancy Services

Best internal communication during a brand development project

Gold – [Clarity Travel Management and Row-A](#)

Silver – Lloyds Banking Group and Rufus Leonard

Highly commended – Atkins and Appetite

Highly commended – Fusion and Bell

Best implementation of a brand development project

Gold – [io oil & gas consulting and Bisqit](#)

Silver – eir and Moving Brands

Silver – Outsmart and Goosebumps Brand Consultancy

Bronze – Lloyds Banking Group and Rufus Leonard

Bronze – Natilik and Rufus Leonard

Bronze – OneFamily and Goosebumps Brand Consultancy

Bronze – Tata Consultancy Services

Best implementation of a brand development project across multiple markets

Gold – [Suez Environnement and GLIMMA](#)

Bronze – Le Boat and SomeOne

Strategy

Best creative strategy

Gold – [Outsmart and Goosebumps Brand Consultancy](#)

Silver – SafeLives and PIN Creative

Silver – TSB and Joint

Bronze – eir and Moving Brands

Highly commended – Breast Cancer Now and The Clearing

Highly commended – Moroccan National Tourism Office and Spring

Best brand evolution

Gold – [TSB and Joint](#)

Silver – Jardiland and WIPbrands

Bronze – GAM and Siegel+Gale

Bronze – Merck and Creative Leap

Highly commended – Ashurst and Living Group

Best strategic/creative development of a new brand

Gold – [Barkers and Handsome Brands](#)

Silver – Dogs for Good and FleishmanHillard Fishburn

Bronze – Caledonian Sleeper and Weber Shandwick

Highly commended – Bridge Partnership and The House

Best naming strategy

Gold – [Outsmart and Goosebumps Brand Consultancy](#)

Silver – British Gas and The Writer

Silver – Givergy and Living Group

Bronze – eir and Moving Brands

Highly commended – OneFamily and Goosebumps Brand Consultancy

Highly commended – SafeLives and PIN Creative

Type

Best corporate rebrand following a merger or acquisition

Gold – OneFamily and Goosebumps Brand Consultancy

Silver – Breast Cancer Now and The Clearing

Silver – Wren Sterling and Living Group

Bronze – Amec Foster Wheeler

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

Gold – bigHead and Clout Branding

Gold – Christ Church Primary School and Living Group

Silver – S Evans & Sons and Studio Jo and Co

Bronze – Rowcroft and The House

Highly commended – DPD and Lippincott

Highly commended – Vistra and Lippincott

Best brand consolidation

Gold – Bauer Media Group and The Allotment

Silver – DPD and Lippincott

Bronze – Premier Inn and Rufus Leonard

Bronze – TH White and The House

Highly commended – Doxense and Brand Brothers

Highly commended – ODEON and Rufus Leonard

Best rebrand of a digital property

Gold – Outsmart and Goosebumps Brand Consultancy

Silver – Telenor Group and Pajama Limited

Bronze – NTT DATA Digital and Pajama Limited

Highly commended – Airbus Group and Aperto AG

Highly commended – Grupa Wirtualna Polska and BNA

Sector

Best visual identity from the charity/NGO/non-profit sector

Silver – Dogs for Good and FleishmanHillard Fishburn

Silver – Cycle Enfield and Bell

Bronze – DanceEast and Spring

Bronze – Fight for Sight and Rufus Leonard

Highly commended – Royal Albert Hall and BrandPie

Highly commended – Stand Against Violence and The Cernis Collective

Best visual identity from the education sector

Gold – Christ Church Primary School and Living Group

Bronze – Imperial College Business School and OPX

Highly commended – University of Warwick and Frank, Bright & Abel

Best visual identity from the energy & extractives sector

Silver – io oil & gas consulting and Bisqit

Bronze – MOL Group and GW+Co

Highly commended – Puma Energy and MerchantCantos

Best visual identity from the financial services sector

Silver – Wren Sterling and Living Group

Bronze – OneFamily and Goosebumps Brand Consultancy

Highly commended – CFM and Living Group

Highly commended – Pariti Finance and Brand & Deliver

Highly commended – Treuco and Branders Group AG

Best visual identity from the healthcare & pharmaceuticals sector

Gold – Merck and FutureBrand

Bronze – Independent Midwives UK and Nalla Design

Bronze – Nuffield Health and Handsome Brands

Best visual identity from the industrial & basic materials sector

Gold – S Evans & Sons and Studio Jo and Co

Silver – European Flavours & Fragrances and Frank, Bright & Abel

Bronze – bigHead and Clout Branding

Highly commended – BJS Storage & Distribution and Moirae Creative Agency

Highly commended – TH White and The House

Best visual identity from the professional services sector

Gold – Purcell and Kimpton Creative

Silver – Doxense and Brand Brothers

Bronze – NTT DATA Digital and Pajama Limited

Highly commended – Atkins and Appetite

Highly commended – CII Insurance Made Simple and Rare Breed

Best visual identity from the property sector

Silver – Liberty Living and Bisqit

Highly commended – Regent Street and Small Back Room

Best visual identity from the retail sector

Gold – Barkers and Handsome Brands

Silver – Jardiland and WIPbrands

Silver – Land Rover and Brand Union

Bronze – Revelation! and Mammal & The Cernis Collective

Highly commended – Breville and FleishmanHillard Fishburn

Highly commended – Sottini (Ideal Standard) and Conran Design Group

Best visual identity from the technology, media & telecommunications sector

Gold – Logitech and DesignStudio

Silver – Outsmart and Goosebumps Brand Consultancy

Bronze – eir and Moving Brands

Highly commended – .tickets and Nalla Design

Highly commended – Datum and GW+Co

Highly commended – Givergy and Living Group

Best visual identity from the travel & leisure sector

Gold – Moroccan National Tourism Office and Spring

Silver – Clarity Travel Management and Row-A

Bronze – Etihad and Landor Associates

Bronze – Shangri-La Hotel and Brand Union

Best overall visual identity

Logitech and DesignStudio

Grand Prix

TSB and Joint



ART & GRAFT

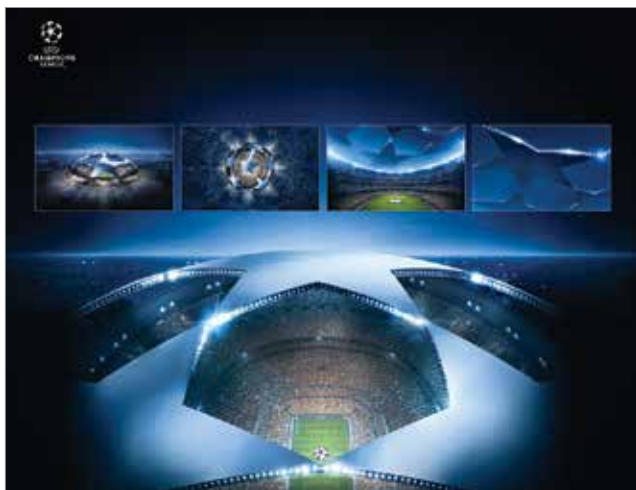
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Best use of a visual property



UEFA/TEAM Marketing and Radiant Studios

Gold

Nifty teamwork between the UEFA Champions League and Radiant Studios has delivered a striking visual identity worthy of football's most prestigious club tournament. UEFA's mission to provide the 'Ultimate Stage' inspired Radiant to fuse an epic, starball-domed stadium with the league's iconic logo for a stunning visual centrepiece. Set against a midnight blue sky to reflect the league's evening matches, it was transformed into a dynamic CGI model, complete with a million-strong crowd. High quality visuals for use by the media were also part of the winning line-up. Widespread use of the identity – fuelled by voluntary uptake on a colossal scale across broadcasters, sponsors and clubs – has created a consistent global branding, instantly recognised by fans across the globe. Small wonder it's become the industry benchmark for sports event branding and design, and won over our judges for, "Conveying the excitement of the tournament."



Breast Cancer Now and The Clearing

Silver

Creating a brand that unites the two largest breast cancer charities to become Breast Cancer Now was all about heart. Using the simple shape of the heart, the Clearing has created a mark that's overwhelmingly positive, inclusive and relatable, as well as memorable. In research, almost 20% of respondents attributed the logo to the new charity.



European Flavours & Fragrances and Frank, Bright & Abel

Silver

Bringing the intangible to vibrant life, EFF's new brand captures the essence of its fragrance and perfume artistry. Frank, Bright & Abel has helped EFF cut through at international trade fairs by defining the company on its own terms. In a market dominated by a few leading players, the brand succeeds by effusing EFF's individuality and creative spirit.



Christ Church Primary School and Living Group

Bronze

Christ Church Primary School's new brand has redefined it as a fun and exciting place for local children to learn. As playful as it is practical, the brand, working with Living Group has also inspired interaction across the entire school community.

Highly commended – AQA and Bell

Highly commended – Regent Street and Small Back Room

CONTENT

Best brand architecture solution

Nuffield Health and Handsome Brands

Bronze

With the clear goal to 'simplify and amplify' the brand, Nuffield Health and Handsome Brands have transformed the organisation into a complete health and wellbeing provider using, "Beautifully simple logic" that it is, "Proud to shout about," according to judges.



Highly commended – Lorton Entertainment and Brand & Deliver

Best use of copy style/tone of voice



eir and Moving Brands

Gold

Ireland's largest telecoms business has been walking on 'eir' through a life-affirming brand story that's taken the company to new heights. Launched as part of the country's largest brand transformation in over 20 years, eir's dynamic tone of voice is as striking, spirited and playful as it is bold, clear and straightforward. Partnering with Moving Brands, the springboard for change was a message board created from idioms associated with the word air – which also underlined the telecom giant's essential role in its customer's lives. From this, the 'Live life on eir' strapline was born, which set the tone for a series of resonating messages. These included 'change is in the eir,' for a teaser campaign launch, and 'businesses rise on eir,' to engage with corporate customers. As well as a voice for change and boundless ambition at eir, the message also resonated with our judges as, "Very playful, characterful and full of possibility."



Hft and Clout Branding

Silver

Propelling Hft beyond 'the biggest charity no-one has ever heard of' was all about uniting teams through a passionate and consistent message. Clout Branding helped Hft to reinforce its core purpose; to give people with learning disabilities the best possible life, and communicate this effectively at every touchpoint.



Tesco and The Clearing

Silver

Serving up some fresh, on-pack copy for Tesco, the Clearing created a healthy appetite for the supermarket's own label offering. A simple, honest and human tone, anchored around a life lived well, delivered impressive growth across Tesco's own label fresh produce business during the crucial Christmas period.



Carbon Law Partners and Writers

Bronze

Capturing the pioneering spirit of law firm Carbon Law Partners, to position it as a rising challenger brand, the Writer refused to play it safe with language. The result is powerful content that epitomises the brand's ambition.



UBS and The Writer

Bronze

From Frankfurt to Beijing, UBS is building greater engagement and trust through the power of clear and convincing copy, delivered with charm. The Writer has helped the global bank to boost brand perception and employee pride.

Highly commended – Schillings and Goosebumps Brand Consultancy

We gave Coca-Cola its ribbon, DURACELL its  top and British Gas a friendly . We helped  achieve new HEIGHTS and made  ICONIC. We named  and gave Walmart its . We're UNITING  to deliver better and helping NOKIA move beyond phones. We worked with  to go beyond COFFEE and  to redefine the FAST FOOD experience. We're a creative consultancy that believes  is possibility.

LIPPINCOTT



KERRIDGE



Fitness First



TESCO

CLEAR DEFENDABLE TERRITORY
FOR BRANDS



ASCOT

We've helped them find theirs. Have you found yours?

McLaren

THE CLEARING

theclearing.co.uk

ocado

breast cancer
now

e EUROSTAR™

Best brand experience



Morrisons and M Worldwide

Silver

Supermarkets strive to achieve the holy grail of retail – a distinctive local personality – but Morrisons Weybridge stands out as a rising community star. M Worldwide's warm and inviting design features, coupled with a strong emphasis on fresh foods, has helped the store to stand out from the crowd and entice local shoppers.



DanceEast and Spring

Bronze

An infectious brand, running through everything from dance training and performance to a successful community festival, has helped DanceEast grow its audience year on year. Spring has also positioned the Ipswich-based group as a proud regional asset and major cultural force on the world stage.



eir and Moving Brands

Bronze

Flying with its new name 'eir,' and working with Moving Brands, the company built a bold identity based on the values of optimism and vibrancy. Ireland's premier telecoms company is winning over hearts and minds with a powerful brand transformation.



Tata Consultancy Services

Bronze

Tata Consultancy Services' penchant for putting runners centre stage and championing them as superheroes created engagement and interaction with the Amsterdam Marathon that was out of this world, and underlined by 100% positive sentiment across all social channels.

Highly commended – Commvault and McMillan

CONTENT

Best use of packaging

RB and Brand Union

Gold

Discreet yet desirable packaging is helping to transform Durex beyond a byword for condoms, and into a global sexual wellbeing brand. With the brief to elevate Durex's new range of toys and devices to a more premium positioning, the packaging marries discretion and emotion with designs that are as confident and playful as they are classy and approachable. Packaging partner Brand Union worked to move beyond simply functional cues with its 'Pulse' design that's more about the experience. Product shapes radiate movement and vibration, while evoking a sensorial, evocative and tantalising mood. Challenging product marketing conventions, Pulse has succeeded in getting the whole world equally excited and curious about products that are assuredly aimed at mass market appeal. Our judges agreed and praised Pulse for, "Challenging category norms," with a, "Creative solution that expertly matches the brief and looks both premium and discreet."



Marks & Spencer and DewGibbons + Partners

Silver

With DewGibbons + Partners delivering a return on design investment in just two weeks, an exclusive range of haircare products from acclaimed stylist Josh Wood had the perfect packaging, tagline and product name to match. Together, they helped the Marks & Spencer 'guardian of colour' range to smash its first year sales targets by a stylish 222%.



Merck and Creative Leap

Silver

Boosting market share by 38% within three months of relaunch in Germany, fresh packaging by Creative Leap for the Kytta muscle, joint and back pain ointment has brought soothing comfort for the brand. It has also helped Merck to grow Kytta's year-on-year sales by more than 18%, the only established German brand to achieve this in 2015.



Highly commended – Lindt & Sprüngli and DewGibbons + Partners

Best wayfinding or signage



Green Park - Oxford Properties and Endpoint

Gold

With a user-centred approach at its heart, the Green Park wayfinding scheme leads the way to nurture a real sense of community and interaction with the environment. Located in the Thames Valley and home to a 5,500-strong tech community, Green Park features 195 acres of stunning parkland, including a freshwater lake and a 120-metre wind turbine. Working in partnership with the park's custodians Oxford Properties, Endpoint looked to connect business more actively with nature. The wayfinding not only makes it clear and easy to navigate the site by vehicle, but provides visual cues to encourage people to leave their offices and enjoy the fantastic environment. The signage also draws on the environment, featuring glass fins that take inspiration from the gleaming architecture and more rugged landscape. It's this combination of vision, execution and attention to detail that showed the way for our judges, who described the scheme as, "Beautiful, simple, gold standard design work."



DanceEast and Spring

Silver

Capturing the fluid, dance-inspired spirit of DanceEast across its wayfinding was, for Spring, about fusing clarity with a powerful sense of character. From the boldness of painting directly onto concrete to using dance-related puns to name areas, the route to DanceEast is as clear as it is inspiring.



Embassy Gardens – Ballymore Group and Endpoint

Bronze

Embassy Gardens' wayfinding – designed by Endpoint – blends heritage and architecture to foster a sense of place and define a whole new area of London; one of the capital's largest mixed use and residential developments.

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Best use of audio branding



Wiener Linien and SOUND STRATEGY

Gold

The sounds as well as the sights of Vienna share equal billing on the Wiener Linien public transportation service, thanks to a resonating project to inform passengers in a more pleasant, clear and distinctive way. The sound branding project's broad implementation and wide variety of sounds is unique among worldwide public transportation systems. A creative partnership between Wiener Linien, SOUND STRATEGY and supporting agency, why do birds, harnessed the city's defining audio motif, the Vienna Waltz. From a public vote to find the perfect announcement voice, to music that signposts different stages of the journey – including a gentle fade-out to represent a relaxed arrival – the project has brought clarity and originality to the fore. The new sound branding hasn't gone unnoticed by Vienna's travelling public either. A resounding 79% of passengers are now satisfied or very satisfied with the announcements, an increase of 13%. It was music to the ears of our judges too, who described the project as, "An exceptional piece of work."



Åhléns City and Lexter Sound Design

Silver

A multisensory experience, inspired by Swedish forest animals, fires the imagination of young and old alike when they visit the new children's department at the flagship Åhléns City department store. Through Lexter Sound Design's work, engagement is assured, with the average time now spent in the new look store increased from seven to 11 minutes.

CONTENT

Best use of typography

S Evans & Sons and Studio Jo and Co

Gold

Moving from scrap metal to demolition brought more to S Evans & Sons than a change in market positioning. As the new kid on the block in an ultra-competitive and increasingly overcrowded market, the company had to move quickly or risk being left in the rubble. Studio Jo and Co stepped up to the challenge by developing game-changing, bespoke typography that turns the concept of demolition on its head. Built around wire trellising, meshing and chipped concrete, the distinctive new typeface is more than just a simple visual statement. It's an ode to the beauty of destruction. The company has seen a direct correlation between its new imagery and the growth of its business. Studio Jo and Co has effectively bulldozed a brand into life. The judges were equally captivated by the, "Very bold" new identity and hailed it as a, "Huge, visual leap forward."



MOL Group and GW+Co

Silver

To step up from regional leader to global challenger, MOL needed to make communication with its increasingly international staff and client base more flexible. The new typeface, developed by GW+Co, inspired by the brand's commitment to positive change, is bold and elegant. It also got rave reviews from the company's communications team.



Eastwick and McMillan

Bronze

Capturing Eastwick's dynamism and spirit of innovation required a series of logos from McMillan. They're quirky, they're colourful and they can adapt to suit any medium; digital or print.



Nuffield Health and Handsome Brands

Bronze

By replacing disparate sub-logos with one simple, bespoke typeface, Handsome Brands tied Nuffield Health's assets together in a complete, consistent and instantly recognisable package.



Highly commended – Lush Cosmetics and Dalton Maag

Best place or nation brand



Moroccan National Tourism Office and Spring

Silver

Spirited communications are realising Morocco's goal to double its tourism sector and become one of the world's top 20 holiday destinations. Spring's campaign has already delivered a 27-fold increase in social media traction and won praise for capturing the warm, vibrant, friendly, accessible and stylish essence of the country.



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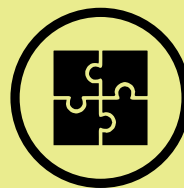
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Best external stakeholder relations during brand development

Outsmart and Goosebumps Brand Consultancy

Gold

To meet the considerable challenge of revitalising out of home advertising for the digital age, The Outdoor Media Centre formed a productive partnership with Goosebumps Brand Consultancy. Rebranding itself as Outsmart, the media master and its agency ally developed a bold new strategy to promote out of home as an effective tool to engage with an ever more digitally connected audience. The key to Outsmart's approach was to successfully demonstrate the power of out of home advertising to media owners in Goosebumps-run briefing sessions. These sessions, focusing on the permanence of out of home advertisements, especially in the face of increasingly elusive opportunities to reach consumers, effectively highlighted the potency of Outsmart's new approach. Since launch, Outsmart's new website has seen a 36% increase in unique visitors and a staggering 385% increase in social referrals. Described by our judges as, "Bold, energetic and inspiring" and, "As smart as its name would suggest," this partnership proves that there's more than a little life in out of home ads yet.



Tata Consultancy Services

Silver

Adopting the theme of 'Youth and Technology,' Tata Consultancy Services undertook an ambitious study to investigate young people's attitudes towards work, education and technology. In doing so, Tata not only demonstrated mastery of its industry but also established itself as an important thought leader, making valuable connections with a huge range of stakeholders.



OneFamily and Goosebumps Brand Consultancy

Bronze

When two mutual assurance companies proposed a merger, Goosebumps Brand Consultancy was tasked with the challenging job of convincing stakeholders that they were onto a winner. By carefully managing the rebrand, Goosebumps leveraged overwhelming support for the merger before the logo for the new company was even finalised.



Highly commended – BBC Newsbeat and Moving Brands

Highly commended – SapientNitro

Highly commended – Tata Consultancy Services

PROCESS

Best internal communications during a brand development project

Clarity Travel Management and Row-A

Gold

Following a change in ownership, Co-operative Travel Management rebranded itself Clarity Travel Management with the aid of brand consultancy and creative communications company Row-A. The partnership forged a new identity for the travel purveyors, perfectly designed to disrupt a UK travel market plagued by stagnation and an oversupply of providers. A major challenge for Clarity was reinvigorating a dispirited and unsure workforce after years of uncertainty about the direction of the business. A series of workshops and focus groups supported by a range of colleague-focused content quickly helped to turn things around, inspiring confidence and firing-up engagement. The campaign also saw Clarity move away from its more staid and traditional identity, transforming to become a much more dynamic, vibrant and distinctive organisation and strongly differentiating itself in the market. Ultimately, the renewed sense of direction and purpose proved to be the catalyst for Clarity's success, capturing more than £130m of new business within just six months.



Lloyds Banking Group and Rufus Leonard

Silver

Rufus Leonard harnessed the power of history to help Lloyds Banking Group celebrate the 200th anniversary of Scottish Widows. Drawing on the brand's rich heritage, the campaign tracked the descendants of Scottish Widow's earliest customers to build a powerful narrative arc that fostered a deep sense of professional pride among the team.



Highly commended – Atkins and Appetite

Highly commended – Fusion and Bell

Best implementation of a brand development project

io oil & gas consulting and Bisqit

Gold

With the offshore oil and gas industry facing serious challenges in completing projects on time and in budget, io oil & gas consulting has emerged as a powerful new player on the scene, ready to disrupt and transform the struggling sector. To meet the difficulties inherent in establishing a brand that was both innovative and dynamic and accepted by industry stalwarts, io oil & gas partnered with agency Bisqit to devise and implement a winning launch strategy. An integrated campaign featuring stand-out branding, engaging social channels, eye-catching design work and bold, memorable messaging led to great success for the industry newcomer: io quickly found itself attracting almost unheard of levels of engagement for a B2B brand. It received more than 500 requests for more information on launch day alone, then maintained its momentum with flurries of vibrant branded content. Described by our judges as an, "Impressive achievement given tight deadlines," and deserving applause for its ambition within the sector, io's launch campaign has proved the consultancy's credentials beyond all doubt.





eir and Moving Brands

Silver

Eircom, Ireland's largest telecoms business, engaged creative agency Moving Brands for a dynamic brand shakeup, revitalising its identity, enhancing customer experience and reaching new audiences in the face of rigorous competition. Successfully rebranded as eir, the telecom giant's campaign marks the largest brand transformation in Ireland in over 20 years.



Outsmart and Goosebumps Brand Consultancy

Silver

Outsmart partnered with Goosebumps Brand Consultancy to revitalise out of home advertising as a medium to great success. Following comprehensive stakeholder consultation, the campaign was launched to wide acclaim, drawing remarkable interest from media managers and ushering in a new digital age for the out of home advertising arena.



Lloyds Banking Group and Rufus Leonard

Bronze

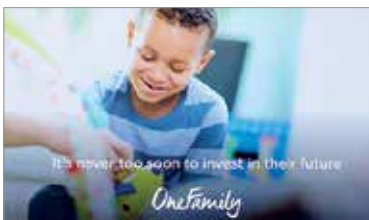
Rufus Leonard took charge of a transformative rebrand for Lloyds Banking Group subsidiary, Bank of Scotland. By revitalising the bank's core assets, Rufus Leonard was able to highlight and promote the leadership, dynamism and confidence that live at the core of the business.



Natilik and Rufus Leonard

Bronze

Rufus Leonard masterminded the creation of a new brand identity for IT and communications technology specialists Natilik. A responsive website, digital app, brand film and fresh design work all featured in the rebrand, leading to a launch that exceeded all expectations.



OneFamily and Goosebumps Brand Consultancy

Bronze

When two highly-respected mutual assurance companies merged to become OneFamily, Goosebumps was on hand to build the new brand. Establishing OneFamily as an independent money manager with a strong identity and vision, Goosebumps provided a powerful focus for the budding business.



Tata Consultancy Services

Bronze

For its sponsorship of the Amsterdam Marathon, Tata Consultancy Services built a powerful campaign pitching the runners as superheroes. Underpinned by strong corporate support, social content and emotional hooks, the campaign gained tremendous traction with Dutch and global audiences.

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Suez Environnement and GLIMMA

Gold

When distinguished industrial services and solutions group Suez Environnement sought to combine its 40 companies under one single brand identity, it called on expert agency GLIMMA to help. The project faced two challenges to its success: a deadline of mere weeks and a confidential 'big bang' approach that meant that the rebrand would be rolled out in secret, hidden even from staff. Fortunately, GLIMMA was up to the task. Close cooperation between Suez's core communications staff and GLIMMA's central project team allowed for streamlined collaboration, facilitated by a single point of contact. At the same time, meticulous planning ensured that the rebrand was delivered on schedule. Following a comprehensive brand audit – no mean feat given the number of companies involved – GLIMMA and Suez prioritised 187 facilities for a simultaneous rebrand, with the rest to follow shortly after. The project found tremendous success despite the tight deadlines, positioning Suez Environnement as a global leader in the 'resource revolution' and proving the value of an integrated, collaborative and precisely planned approach.



Le Boat and SomeOne

Bronze

Le Boat, the first choice for European leisure boating, mustered SomeOne to perform its first rebrand in over a decade. SomeOne cleverly tailored the rebrand to simultaneously demonstrate the variety of activities offered to Le Boat customers while unifying its identity with a vibrant, distinctive design.

STRATEGY

Best creative strategy

Outsmart and Goosebumps Brand Consultancy

Gold

You can skip an online ad, or even block it out completely. But unless you plan to live out the rest of your days a recluse, it's impossible to avoid out of home advertising. This intrinsic characteristic informed the birth of a new strategy that saw Outdoor Media Centre change its name to Outsmart. The name reflects how out of home advertising has stood the test of time and become the last true broadcast medium of the digital age. In partnership with Goosebumps, Outsmart embarked on a mission to spread its message of permanence to media owners. The completely revamped brand identity reaffirms Outsmart's commitment to informing and educating stakeholders about the opportunities only out of home advertising can offer. The new strategy has made staggering inroads, including a 385% increase in social referrals. Judges were dazzled by the, "Visually very strong" strategy and the, "Impressive results in traffic and social referrals."



SafeLives and PIN Creative

Silver

Armed with a five-year-plan to end domestic abuse, charity, Co-ordinated Action Against Domestic Abuse (CAADA), worked with PIN Creative to realign its brand strategy to better suit its compelling message. A mere year after its rebrand as SafeLives, national media coverage has more than doubled. Meanwhile, social media engagement keeps growing and growing, significantly expanding the charity's reach.



TSB and Joint

Silver

Tasked with rebuilding TSB's brand after a forced separation from Lloyds in 2013, Joint dug deep into the bank's roots as a force for good in local communities. With a focus on employees and honesty in its communications with customers, TSB quickly cemented its status as a challenger bank.



eir and Moving Brands

Bronze

eir breathes life into Ireland's sense of community with a strategy to make broadband open and accessible to all. Whether it's business or pleasure, near or far, the strategy, developed by Moving Brands, is rooted in bringing people together.



Highly commended – Breast Cancer Now and The Clearing

Highly commended – Moroccan National Tourism Office and Spring

Best brand evolution



TSB and Joint

Gold

A forced separation from Lloyds in 2013 put TSB in the unenviable position of having to keep five million 'accidental' customers happy. At the same time, it also created an exciting opportunity; the chance to build a brand that embodied a different way of banking. Tasked with helping make this vision a reality, Joint based its work on the insight that, even though people might not trust banks, they do trust the people who work in them. The ensuing strategy showcases TSB's employees for who they truly are; everyday people striving to help their local community. This approach, coupled with a radical honesty previously unheard of in the banking sector, has made TSB a resounding success. In March 2015, TSB's ROI was a staggering £9.10 for every £1 spent. TSB also routinely outperforms its competitors in current account sales, despite being a relative newcomer. Unsurprisingly, the judges praised the bank's strong strategy and impressive results.



Jardiland and WIPbrands

Silver

Having changed from a general store to a multi-specialist store model, Jardiland sought to create a new identity to reflect its newfound status as a place of discovery, services, experience and trade. The new brand identity, produced by WIPbrands with the support of Intangibles, included a comprehensive store redesign. This significantly increased turnover in both pilot stores where it was tested.



GAM and Siegel+Gale

Bronze

GAM's new visual identity, by Siegel+Gale, showcases the firm's expertise, fresh ideas and thought leadership. It has also significantly increased engagement; 75% of website visitors watch the brand video in its entirety.



Merck and Creative Leap

Bronze

New branding and redesigned packaging helped Merck's natural product Kytta grow sales by 18.6% in Q1 2015. Significantly, it was the only pain ointment on the German market to grow its sales during that period.

Highly commended – Ashurst and Living Group

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"In order to be irreplaceable, one must always be different."
Coco Chanel

Best strategic/creative development of a new brand

Barkers and Handsome Brands

Gold

Thanks to local Meals on Wheels programs across the United States, When Pets at Home decided to move to the high street, it was determined to do things differently. Its goal was simple – to cut out the middleman and speak directly to its end users; dogs. Working closely with interior design consultancy Path Design, Handsome Brands developed an all-encompassing experience that tantalises the heightened senses of even the most discerning of dogs. The result feels less like a pet shop and more like a place for dogs to hang out with their favourite two-legged friends. The pilot Barkers store exceeded even the wildest of expectations, and plans are now underway for the brand's national roll out. The judges were captivated by the store's concept and the brand's, "Beautiful, beautiful design." Indeed, one judge's comment that, "I love this brand, and I'm not even a dog owner!" speaks – or rather, barks – volumes about Barkers' success.



Dogs for Good and FleishmanHillard Fishburn

Silver

Extending the reach of Dogs for Good's life-affirming message called for a deceptively simple solution. FleishmanHillard Fishburn designed a celebration of the extraordinary things that dogs do for us every day. The strategy has resonated deeply with supporters old and new. An email announcing the new brand even prompted unsolicited donations totalling £12,000.



Caledonian Sleeper and Weber Shandwick

Bronze

Despite increasingly stiff competition, the Caledonian Sleeper stands apart. Weber Shandwick has positioned it as not just a refreshingly hospitable alternative to airlines and other rail providers, but as a true Scottish icon.



Highly commended – Bridge Partnership and The House



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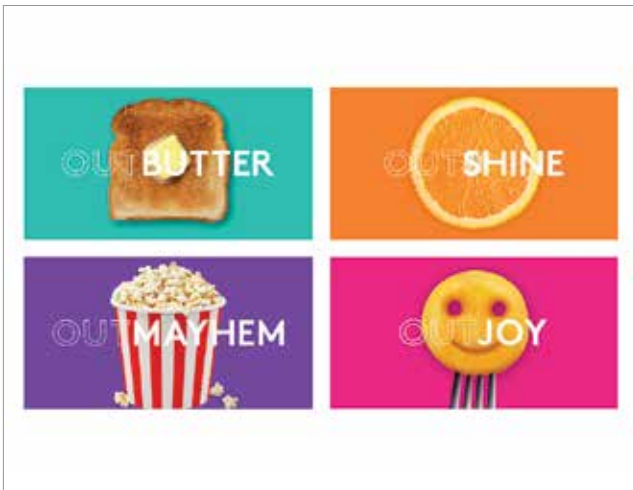
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Best naming strategy

Outsmart and Goosebumps Brand Consultancy

Gold

In an age where media owners are turning most of their focus to the digital realm, growing the appeal of out of home advertising is a tough challenge. Yet, Outsmart's bold new strategy, devised in partnership with Goosebumps Brand Consultancy, has managed to do just that. Goosebumps' approach is rooted in out of home advertising's intrinsic qualities. Advances in technology have made it easier for consumers to ignore, or even avoid advertisements altogether. Out of home advertising, however, reaches an essentially captive audience because of its inherently unavoidable nature. This allows it to outperform, or Outsmart, the competition. Outsmart's new brand strategy has been an incredible success. Since its launch in September 2015, the number of unique visitors on the new website jumped by 36%, while social referrals increased by an astonishing 385%. Unsurprisingly, the judges hailed Goosebumps', "Intelligent response to a big challenge," and the, "Impressive results in traffic and social referrals."



British Gas and The Writer

Silver

More functional and easy to understand product names are helping British Gas to enhance its user experience across a vast audience, as the largest heating and energy provider in the UK. The Writer's solution was to approach product naming from the customer's point of view. The result – a staggering 767% improvement in user experience – speaks for itself.



Givergy and Living Group

Silver

Tasked with creating a unified brand identity for one of the largest online and silent auction technology platforms in the UK and North America, Living Group drew inspiration from the company's core values. The ensuing brand, Givergy, embodies the company's commitment to the facilitation of charitable giving, while capturing the excitement of bidding at auction.



eir and Moving Brands

Bronze

Charged with leading Ireland's biggest brand transformation in over 20 years, Moving Brands delivered a modern, dynamic brand identity that reflects eir's contribution to Irish life and its bold ambitions.

Highly commended – OneFamily and Goosebumps Brand Consultancy

Highly commended – SafeLives and PIN Creative



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*Creating
Difference*

Best corporate rebrand following a merger or acquisition

OneFamily and Goosebumps Brand Consultancy

Gold

Before they merged, Family Investments and Engage Mutual were niche firms positioned at the opposite ends of life's journey. Family Investments was primarily in the business of Junior ISAs and Child Trust Funds, while Engage Mutual mainly sold Life Assurance and Funeral Cover. This presented Goosebumps with a unique challenge – uniting two seemingly disparate organisations into a cohesive and compelling whole. Goosebumps found inspiration in the two firms' shared heritage as mutual societies. The ensuing brand, aptly called OneFamily, eschews the hyperboles preferred by many high street financial firms in favour of an unassuming, stripped down approach. The logo, photography and illustrations all echo everyday life and reinforce the brand's commitment to traditional British family values. The new identity has been instrumental in rallying the staff around the firm. This isn't surprising. Indeed, the judges had high praise for the, "Great use of imagery, type and messaging," and said the new brand was excellent.



Breast Cancer Now and The Clearing

Silver

When Breast Cancer Campaign and Breakthrough Breast Cancer joined forces, they faced the challenge of creating a unified brand identity that would set them apart as a new, exciting and modern organisation. The Clearing created an iconic yet extremely personal logo, and a name – Breast Cancer Now – that is also a bold call to action.



Wren Sterling and Living Group

Silver

Faced with tighter regulation and an increasingly competitive marketplace, Towergate Financial sought to reposition itself without alienating its core clientele. The new brand identity by Living Group, Wren Sterling, communicates trust, stability and a sense of familiarity. The logo, inspired by the four points of the compass, further reinforces the brand's positive message.



Amec Foster Wheeler

Bronze

Uniting two engineering brands as Amec Foster Wheeler resulted in a 71% employee engagement score, their highest in almost two years. More significantly, they quadrupled traffic on LinkedIn, gained 2,500 Twitter followers and boosted website traffic by more than 55%.



TYPE

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

bigHead and Clout Branding

Gold

Despite being a trusted supplier of specialist fasteners for 50 years, bigHead's brand narrative wasn't connecting with the opportunity-rich automotive industry, or engaging its mainstream design engineers. Tasked with helping bigHead reposition itself as a credible engineering and design partner to this market, Clout Branding found inspiration in bigHead's history as innovators. bigHead products have long been used to achieve trailblazing results, including a successful attempt to surf the world's largest wave and the Lamborghini Aventador's 2016 land speed record challenge. The ensuing strategy used a distinctive series of 'hero' images and stories that highlight how bigHead partnered with design engineers to unlock the potential in their products. And while it's too early to measure results, it's clear the new brand strategy is already paying off. bigHead now speak to mainstream car manufacturers with confidence, as partners. Indeed, judges called the strategy, "Inspiring and appropriate."



Christ Church Primary School and Living Group

Gold

Christ Church Primary School has been serving the Brick Lane and Tower Hamlets area since the 19th century. But even though the teaching staff's efforts raised the school's Ofsted rating to 'Good' in 2012, attracting local pupils remained a challenge. Several children were travelling a distance just to make up numbers. Helping Christ Church on a pro-bono basis, Living Group used geometric forms inspired by Brick Lane's culturally diverse history and reputation as an artistic hub to create a colourful and exciting brand identity that deliberately challenges tradition. The new strategy redefined the school as a fun and exciting place for local children to learn and helped it achieve all of its objectives. In fact, as of November 2015, no children travel in to support the school's roll. The judges praised Living Group's work for being, "Bold and imaginative," and noted how it has had, "The desired impact on life at the school."



S Evans & Sons and Studio Jo and Co

Silver

Having moved from dealing scrap metal to demolition, S Evans & Sons needed its brand to reflect its changed market positioning. Using the destructive nature of the demolition business as a starting point, Studio Jo and Co created a distinctive brand identity that reframes demolition by giving it an eye-catching aesthetic.



Rowcroft and The House

Bronze

Rowcroft's new, life-affirming brand strategy, by the House led to coverage on BBC Spotlight and brought over 60 attendees to its first ever corporate networking event.



Highly commended – DPD and Lippincott

Highly commended – Vistra and Lippincott

Best brand consolidation



Bauer Media Group and The Allotment

Gold

Through its network of more than 43 local radio stations, the Bauer City Network reaches over 7.3m listeners every week, uniting communities through relevant regional programming. To meet the formidable challenge of bringing all of these stations into one consistent brand without losing their individual audience appeal, Bauer turned to the Allotment for help. Hitting upon the tagline 'Closer to you,' the partnership's creative strategy hinged on creating an easily customisable, personalised brand. By using 'YOUR' as a common element across the stations, Bauer allowed each to keep its personality while still remaining consistent within the global architecture. The results of this simple yet flexible and dynamic rebrand were immediately positive. The BCN weekly audience grew by over 4% in one quarter and since the rebrand, the overall audience of web users for BCN1 has grown by 42%.



DPD and Lippincott

Silver

Lippincott helped unite 46,000 staff and 22 business units across 20 countries under one vision for delivery experts DPD. By developing a brand that highlighted DPD's strengths and then integrating it across all aspects of the business, Lippincott crafted an identity that now informs every aspect of DPD's work.



Premier Inn and Rufus Leonard

Bronze

In an inspiring partnership, Premier Inn and Rufus Leonard built a unifying architecture to fit across Premier Inn's myriad business assets. They crafted a flexible but consistent structure, both immediately engaging and transferable across audiences.



TH White and The House

Bronze

Uniting TH White's business, which spans solar panels to grain storage, under one brand was a welcome challenge for agency expert, the House. The consolidated, purpose-driven brand architecture proved to be a hit, inspiring staff and reinvigorating internal and external communications.

Highly commended – Doxense and Brand Brothers

Highly commended – ODEON and Rufus Leonard

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Best rebrand of a digital property

Outsmart and Goosebumps Brand Consultancy

Gold

Goosebumps Brand Consultancy helped Outsmart bring out of home advertising into the digital age with an impressive rebranding effort. Culminating in a new name, a new website and a new way of doing business, the rebrand campaign was both transformative in its scope and revolutionary in its ambition. The focus of the rebrand centred around promoting out of home advertising as not just one of the bells and whistles of the marketing world, but one of its most powerful tools. This meant that Outsmart couldn't just be another voice in the crowd; it had to be a leader. Goosebumps ruthlessly streamlined the content on Outsmart's website, making it the perfect home for its portfolio of projects. Messaging and content were also refocused, positioning Outsmart as a forward-thinking, dynamic business that offered real and effective advertising opportunities. The strategy paid off handsomely, with a 36% increase in unique visitors and a 385% increase in social referrals.



Telenor Group and Pajama Limited

Silver

Tasked with revitalising Telenor Group's online brand, Pajama undertook the truly monumental task of completely redesigning all of Telenor's primary websites. Improved navigation, functionality and visual appeal all succeeded in boosting Telenor's online profile, improving traffic, conversion and sign-in on the sites, while noticeably reducing bounce rates.



NTT DATA Digital and Pajama Limited

Bronze

When NTT DATA needed a microsite for its newest UK business unit, it turned to agency experts, Pajama. The partnership created an engaging site with its own brand and a genuine tone of voice, energising internal staff and building buzz without buzzwords.



Highly commended – Airbus Group and Aperto AG

Highly commended – Grupa Wirtualna Polska and BNA

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Best visual identity from the charity/NGO/non-profit sector



Dogs for Good and FleishmanHillard Fishburn

Silver

Dogs for Good found itself barking up the right tree when it contracted FleishmanHillard Fishburn to help with a dynamic rebrand. The partnership led to a new, more inclusive brand identity for the charity, launching a fresh communications platform, 'My good is...' This led to a visual identity that highlights the essential community work performed by the organisation.



Cycle Enfield and Bell

Silver

Cycle Enfield rode tandem with Bell to help transform the north London borough into a 'Mini Holland' after it was awarded £30m in Mayor of London funding. A new website, supported by a targeted content strategy, helped the initiative significantly increase the number of cyclists while also winning widespread public approval.



DanceEast and Spring

Bronze

Proving that it takes two to tango, Spring's collaboration with DanceEast has delivered inspiring results, boosting awareness and drawing new crowds to the Ipswich arts scene. The campaign successfully tapped into local support to promote the importance of dance to local communities.



Fight for Sight and Rufus Leonard

Bronze

Fight for Sight teamed up with Rufus Leonard to redefine its brand and raise awareness of its status as the UK's largest eye health research charity. Finding inspiration in its own name, the charity's new campaign developed a fresh brand that captures its clear, bold voice and pioneering spirit.

Highly commended – Royal Albert Hall and BrandPie

Highly commended – Stand Against Violence and The Cernis Collective

SECTOR

Best visual identity from the education sector

Christ Church Primary School and Living Group

Gold

While Christ Church Primary has served London's Brick Lane community with pride and distinction since the nineteenth century, recent struggles with student recruitment were taking a toll on the school. Despite its current 'good' Ofsted rating and recent improvements made to the school environment, local parents were still unaware of the tremendous educational opportunities on offer. To meet this formidable challenge, Christ Church Primary began working with Living Group to renew its brand and establish a confident, progressive and vibrant identity that matched its high standards. Along with a bold, geometric brand marque, the partnership also produced a range of new collateral for the school including bulletins, newsletters, flyers and a prospectus. The highlight of the rebrand was a 30m mural created within the main playground, painted by Living Group and Christ Church Primary volunteers. As our judges said, "The excellent results demonstrate the effectiveness of this project," calling the campaign a, "Fantastic response to a very clearly laid out challenge."



Imperial College Business School and OPX

Bronze

OPX's 'digital first' approach won strong results for London's Imperial College Business School during a recent rebrand. A new graphic, demonstrating the college's fusion of business and technology, along with an updated colour palette and a raft of imagery, has created a powerful, dynamic identity for the business educators.



Highly commended – University of Warwick and Frank, Bright & Abel

Best visual identity from the energy & extractives sector



io oil & gas consulting and Bisqit

Silver

io oil & gas and Bisqit combined forces to build a bold and disruptive visual identity for the offshore oil and gas innovators. The split hemispheres of the logo represent the left and right brain thinking that power the brand, creating a fresh identity designed to stimulate eyes, hearts and minds.



MOL Group and Gw+Co

Bronze

GW+Co helped to revitalise MOL Group's brand identity, creating a distinctive visual language designed to evoke the energy company's rich legacy and inspire its global, 30,000-strong team.

Highly commended – Puma Energy and MerchantCantos



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Best visual identity from the financial services sector



Wren Sterling and Living Group

Silver

Following a successful management buyout, Towergate Financial contracted Living Group to transform its brand without alienating existing clients. Emerging as Wren Sterling, the financial services firm revealed an engaging new visual identity, highlighting its corporate credentials while differentiating itself in the market.



OneFamily and Goosebumps Brand Consultancy

Bronze

OneFamily harnessed its down-to-earth, authentic values to inspire an engaging rebrand with help from Goosebumps Brand Consultancy. Evocatively capturing its 'family finance' offering, OneFamily's new identity has already succeeded in motivating staff and attracting new business.

Highly commended – CFM and Living Group

Highly commended – Pariti Finance and Brand & Deliver

Highly commended – Treuco and Branders Group AG

SECTOR

Best visual identity from the healthcare & pharmaceuticals sector

Merck and FutureBrand

Gold

Merck is a truly remarkable brand; founded in 1668, it is now the world's oldest chemical and pharmaceutical company. From researching cancer treatments and IVF to supporting the 1969 Apollo 11 mission, Merck has a rich legacy to be proud of. With so many colourful stories to tell, Merck needed an equally colourful way to tell them. Thanks to the aid of FutureBrand, it now has just that. In a move away from the stark and sterile images of labs and test tubes that are ubiquitous in the pharmaceutical sector, Merck has adopted a bold, vibrant and imaginative new visual identity that immediately sets it apart. The rebrand has established Merck as an innovator, eager to make a positive difference through new and ingenious thinking, and the results speak for themselves. As one of our judges so succinctly expressed it, "This identity is a powerhouse."



Independent Midwives UK and Nalla Design

Bronze

As the UK's largest self-employed midwifery network, IMUK represents a wide range of stakeholders. The rebrand, masterminded by Nalla Design, demonstrated the power of visual identity in enhancing public perception, impressively increasing ROI, SEO and social awareness.



Nuffield Health and Handsome Brands

Bronze

Handsome Brands helped Nuffield Health become one, skilfully incorporating a wide range of logos and channels to forge a single, distinctive identity. The new brand more fully represents Nuffield Health's comprehensive health interests, instilling consistency and confidence across its many services.



Best visual identity from the industrial & basic materials sector

S Evans & Sons and Studio Jo and Co

Gold

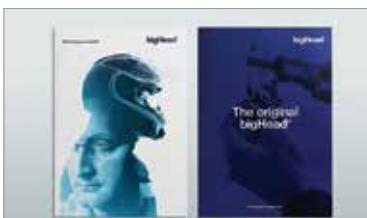
To signal its shift in focus from scrap metal to demolition, S Evans & Sons brought in Studio Jo and Co to set the company apart in a new, ultra-competitive arena. The agency bulldozed its client's expectations, developing a dynamic visual identity that not only captured the destructive nature of the work but instilled it with a rugged aesthetic appeal. Bespoke typography, vibrant imagery, a distinctive marketing brochure and print layouts were all part of the rebrand, combining to create an impactful visual backdrop that evokes the mesmerising spectacle of demolition. The rebrand was a smashing success, ushering S Evans & Sons into the 21st century with a clearly established identity, new avenues for promotion and an uplift in business profile and growth. Our judges were also impressed, and said the rebrand was bold and, "A huge visual leap forward."



European Flavours & Fragrances and Frank, Bright and Abel

Silver

When it came to rebranding the ephemeral offering of European Flavours & Fragrances, the challenge for Frank, Bright and Abel was to successfully advertise the invisible. Evocative imagery, fresh web content and a stylish logo proved to be the key, with the rebrand launching to acclaim at a major international trade fair.



bigHead and Clout Branding

Bronze

Clout Branding brought bigHead's expertise to new audiences with a transformative rebrand. By repositioning the specialist fastener manufacturer with a fresh narrative and visual identity, Clout helped bigHead expand its market, attract the attention of design engineers and inspire staff.

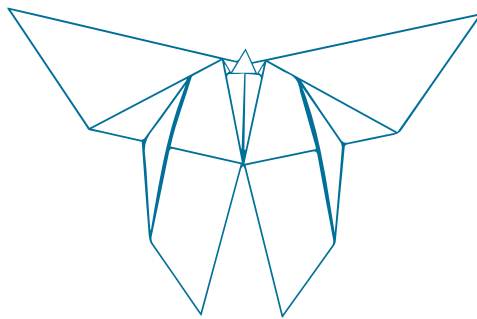
Highly commended – BJS Storage & Distribution and Moirae Creative Agency

Highly commended – TH White and The House



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Best visual identity from the professional services sector

Purcell and Kimpton Creative

Gold

Purcell, once Purcell Miller Triton, has a proud history as one of the UK's leading architecture firms, working on iconic buildings such as The National Gallery London, Tower Bridge and Westminster Abbey. But this success has meant that it has rarely had the opportunity to exercise its broader architectural expertise. Thanks to Kimpton Creative, Purcell has shrugged off its old, more conservative brand to adopt an identity that better fits its ambitious philosophy. This refocus is embodied by a new, contemporarily-styled logo, updated bid submission templates with bolder imagery and new guidelines for graphics. The rebrand, praised by our judges for its, "Elegant execution which builds beautifully on brand legacy," was a resounding success. Along with raising its profile dramatically, Purcell has seen a 29.5% increase in turnover in just two years and achieved its goal of winning a substantial number of larger projects, further establishing its credentials.



Doxense and Brand Brothers

Silver

When it came time to revitalise its brand, print management software expert Doxense turned to Brand Brothers for help. Both sides of the partnership quickly found that they were on the same page, embarking on a bold strategy to refocus and clarify Doxense's positioning through bold visual cues and fresh brand architecture.



NTT DATA Digital and Pajama Limited

Bronze

To differentiate itself in the field of digital consulting, NTT DATA Digital called on Pajama to develop a clear, concise brand that would cut through the competition. The result was simple, straight-shooting messaging with a disruptive edge – perfect for staking out NTT DATA Digital's market position.

Highly commended – Atkins and Appetite

Highly commended – Chartered Insurance Institute and Rare Breed

SECTOR

Best visual identity from the property sector

Liberty Living and Bisqit

Silver

Despite being the second largest provider of student accommodation in the UK, respected by peers and loved by tenants, Liberty Living found itself increasingly less visible in a crowded, competitive market. A new logo and refined tagline, student-focused marketing assets and a revamped website from Bisqit have already helped Liberty Living stand out.



Highly commended – Regent Street and Small Back Room

Best visual identity from the retail sector



Barkers and Handsome Brands

Gold

Longtime stalwart in out-of-town shopping centres, Pets At Home has expanded to ensure every dog can have its day with Barkers, a new canine-focused high street store. Bringing in agency Handsome Brands to support, the partnership unleashed its creativity to craft a brand identity that positively howls with poochy personality. The result, 'We're Barkers for dogs,' turned out to be right on target. Personal, casual and welcoming, Barkers' brand is as much coffee shop as dog parlour. Fetching copy and bold designs help the store stand out, while a playful atmosphere and relaxed, conversational tone ensures Barkers is more than just another faceless high street store. After an expectation-exceeding pilot opening in Wilmslow, Barkers has now expanded to four stores with a fifth coming soon. This petcare purveyor has truly established a winning new brand – one that's already getting tails wagging.



Jardiland and WIPbrands

Silver

Garden and pet care retailers Jardiland planted the seed for future success with a transformative rebranding from WIPbrands and support agency Intangibles. A refreshed logo and branded packaging, in-store digital aids and a store redesign were all part of the package, harvesting a hefty increase in turnover for the French garden experts.



Land Rover and Brand Union

Silver

Land Rover has motored back into pole position as the purveyor of premium SUVs with an all-cylinders-firing rebrand from Brand Union. By reworking its branding with the same craftsmanship that goes into its vehicles, Land Rover was able to leverage its legacy into an impressive visual identity that ticks all the boxes for staff and customers.



Revelation! and Mammal and The Cernis Collective

Bronze

The Cernis Collective and Mammal unpacked the secrets to branding success for luggage retailer, Revelation! luggage. A cheeky, fun personality and timelessly styled branding helped Revelation! find itself and its customers.

Highly commended – Breville and FleishmanHillard Fishburn

Highly commended – Sottini (Ideal Standard) and Conran Design Group

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Best visual identity from the technology, media & telecommunications sector

Logitech and DesignStudio

Gold

In 2013, Logitech began the largest transformation in its 30-year history. Moving away from the PC peripherals that had made it a household name, Logitech's goal was to expand even further, creating technology that could touch every part of its customers' lives. In 2015, Logitech's efforts culminated in the form of a sweeping rebrand, spearheaded by DesignStudio. Crafted to herald Logitech's shift in focus, the rebrand was a bold evolution designed to face the future and attract a new generation of consumers. Following consultation, interviews, retail safaris and workshops, Logitech and DesignStudio settled on four core values: vibrancy, simplicity, youthfulness and confidence. These values informed every aspect of Logitech's new visual identity, from the standout colour scheme to the revitalised yet still classic logo. Described by our judges as, "A bold rebrand, and brilliantly executed from beginning to end," the rebrand was dynamic and transformative. Results have already been impressive, with Logitech garnering more than 720 articles in the press and 1.3m-strong social media reach.



Outsmart and Goosebumps Brand Consultancy

Silver

Goosebumps Brand Consultancy helped Outsmart reimagine its out of home advertising offering with a powerful, digitally-focused rebrand. With a new name, new website and new assets, all based around the slogan, 'Wow, here and now,' the partnership propelled Outsmart to new heights and reaffirmed the relevance of out of home media.



eir and Moving Brands

Bronze

Telecoms giant Eircom became eir in Ireland's largest rebrand in 20 years. In a historic campaign supported by Moving Brands, eir transformed its identity with a warm and human approach, while also achieving consistency across the entirety of its brand architecture.

Highly commended – .tickets and Nalla Design

Highly commended – Datum and GW+Co

Highly commended – Givergy and Living Group

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Best visual identity from the travel & leisure sector



Moroccan National Tourism Office and Spring **Gold**

In an effort to woo UK holidaymakers, the Moroccan National Tourism Office recently partnered with Spring to launch its new brand and campaign, MuchMorocco. To cut through the crowded destination marketing space, the partnership embarked on the MNTTO's most substantive rebrand since 1990 to support its rich, compelling campaign. In a short time, MuchMorocco has established itself as a dynamic, engaging and enticing brand, built around a core of magical, authentic and welcoming messaging. A striking logo, vibrant colour palette and inspiring imagery form the foundation of the rebrand, capturing the pleasure and excitement of a Moroccan holiday. Described by our judges as, "Simple, but visually appealing," the MuchMorocco campaign highlights the power of imagery to sell not just products, but dreams and destinations as well. The rebrand has already provided big wins for the partnership, with Marrakech and Morocco winning a slew of travel awards and a host of new visitors.



Clarity Travel Management and Row-A **Silver**

After a change in ownership, The Co-operative Travel Management brought in Row-A to rebrand itself as Clarity Travel Management. The successful rebrand saw Clarity reinvigorate its staff, reposition itself as a strategic business partner and win over £130m in new business within six months – all without losing a single previous client.



Etihad and Landor Associates **Bronze**

In an effort to combat budget airline race-to-the-bottom pricing tactics, Etihad collaborated with Landor Associates to launch its new brand; a fusion of traditional hospitality and cultural heritage with a modern style underlined by luxury and comfort.



Shangri-La Hotel and Brand Union **Bronze**

To stand out in a crowded marketplace, Shangri-La Hotel and Brand Union teamed up to promote the Mauritian retreat in a convention-breaking rebrand. A series of launch events built around the mantra 'less specification, more imagination,' and backed up by a brand new visual and verbal identity, helped the hotel cut through, with bookings exceeding all expectations.



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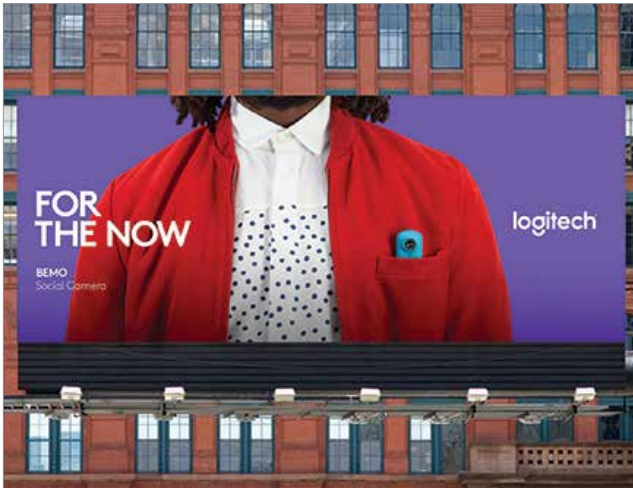
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Best overall visual identity



Logitech and DesignStudio

Winner

Drawing on Logitech's history as a technology company, DesignStudio helped it to construct a brand that transcends PC peripherals, instead offering transformative, everyday tech. The new, design-led identity positions Logitech as a lifestyle brand, targeting a new and youthful audience. The biggest transformation in its 30-year history, the rebrand breaks away from all preconceived notions surrounding Logitech. The visual identity communicates its four new brand values; vibrant, youthful, simple and confident.

The bright new colour palette signals Logitech's ambition to become design-led and future-facing. It also stands out in a market saturated by grey, steely shades and monochrome palettes. The overall effect is human, relatable and desirable. The lowercase logo makes the brand appear more friendly and approachable, the formation of the 'g' is playful and the 'tech' in Logitech can be dropped – preparing the brand for future application in a constantly shifting industry.

However, Logitech also stays connected to its roots through a logotype that utilises a Swiss font, Brown Pro. Logitech originated from Lausanne, Switzerland, where its head offices are still based, and DesignStudio conducted research in the region so as to fully immerse itself in the brand.

The Logitech rebrand received global coverage on social media, and became a top trending topic on Facebook on the day of its launch. Overall, it generated nearly 5,000 engagements on its own social media channels, totalling 1.3m reach. In addition, 3,000 people visited the Logitech blog to read the story of its rebrand.

Described by our judges as, "progressive, fun, youthful and vibrant", Logitech's new visual identity, strategy and product range allows it to compete in an industry dominated by mobile devices and always-on connection, without losing the value of its heritage and high brand awareness.

Grand Prix

TSB and Joint

Winner

With the help of Joint, TSB successfully positioned itself as a real alternative in the challenging banking sector. Described by one of our judges as, “A textbook model of how to build a business, never mind a brand”, TSB found that a strong emphasis on locality and transparency successfully grew trust in the business.

In 2013, TSB was created by the EU to bring more competition to UK banking. Starting out with more than five million customers who hadn't chosen to be with the bank provided a significant challenge. Beyond engaging these customers, TSB used a brand-led approach to attract more valuable customers who weren't incentive chasers, and who would be more likely to becoming advocates for the business.

Joint identified that, while people don't trust banks, they do trust the people who work in banks. The purpose and values of traditional, local banking – upon which the original Trustee Savings Bank movement was originally founded 200 years ago – still held strong appeal.

TSB brought these values into its modern brand proposition by demonstrating that its staff represent the people they serve. It also made its staff partners in the business, incentivising them to serve, not sell. Local branches chose their own customised logos, helping to differentiate them from their more corporate competition, and were encouraged to engage more openly with their customers.

The new brand drove significant business value; in July 2012, the market valued TSB around £665m. When the bank went public in June 2014, its value had increased by £610m, to £1.275bn. Since its purchase by finance giant, Banco Sabadell, TSB has continued to increase in value. In 2014, the bank experienced the highest growth of any UK banking brand.



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