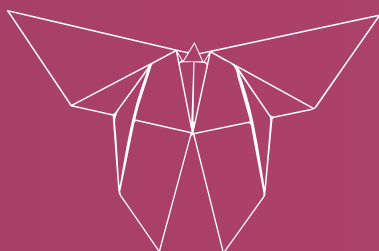


2016

transform awards
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Welcome

In the early days of brand development in the Middle East and North Africa, the pervading trend was to apply the brand name in an Arabic-esque script and implement a stylised version of the building architecture or brand logo as part of the wordmark. The industry has since developed to embrace a more diverse, modern and strategic approach to branding.

Winners at the Transform Awards MENA 2016 exemplify excellence in achieving this. The 'Best overall visual identity' award goes to DuBox and Latitude for a rebrand that not only shaped the future of the company itself, but took its cues from the modular design and construction techniques it employs. This allowed the brand to become more relevant to the audiences it is trying to reach. The Grand Prix winner, Jawwy from STC and Lippincott, is a fresh, young and stylish brand that has a defined tone of voice and visual style that differentiates it from its sector.

These are not the only two that set the standard for brand work in the region. The financial services sector is expanding its perspective and better defining its corporate brand, while the industrial and manufacturing sectors are realising that international competition requires a considered brand strategy and tourism brands are highlighting the heart and soul of the places in which they represent.

All of tonight's winners – gold, silver, bronze and highly commended alike – are the standard bearers in rebranding and brand development and we congratulate them on their many achievements.

Brittany Golob

Editor

Transform magazine

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Meet the judges



Marion Andrivet, founder, The Branding Journal

Marion is the founder of The Branding Journal, an independent website for worldwide news, insights and case studies about brand strategies. She also works for a global advertising agency with clients such as L'Oréal, MasterCard and Nestlé. Passionate about branding, she loves to search for the best brand strategies and case studies from all over the world, providing the Branding Journal's readers with a multicultural overview of the industry.



Komal Bajaj, marketing & communications director, UM MENA

Komal heads marketing and communications for UM MENA across 14 offices in 13 countries in the Middle East and North Africa. She is responsible for the development and implementation of communication strategies through PR, events, CSR, experiential activations and thought leadership activities to build the UM brand, create consumer awareness and drive customer preference. Komal oversees sponsorships, marketing effectiveness, social media, media and employee communication and collaborations with UM's clients and partners.



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.



Fadel Belmahdi, co-founder & CEO, S'wich

Prior to setting up S'wich, Fadel worked in the investment banking division of Merrill Lynch and Credit Suisse based in London and Dubai and specialising in M&A and the oil & gas sector. Fadel left banking in 2012 to set up s'wich, a customisable shawarma concept restaurant, which opened its doors in the Dubai Marina in May 2014. Upon the successful response of the market, s'wich now has three branches in Dubai and won two gold Transform awards in 2015 for 'Best use of copy style/tone of voice' and 'Best visual identity from the retail sector.'



Timothy Burnell, head of corporate affairs, brand & marketing, First Gulf Bank

Tim is currently head of corporate affairs, brand & marketing at First Gulf Bank, ranked third among UAE banks by Brand Finance 2016. He has built a full-service digitally-enabled marketing team and led the successful rebranding of the bank. He joined FGB after 15 years at Emirates Airline where he was vice president of corporate communications delivering global creative, communications and engagement. Prior to that, Tim worked at Lintas Advertising following seven years with BP.



Mohammed Dashti, senior manager – branding & marketing communications, DP

Mohammed is the senior manager – branding & marketing communications for Dubai Properties (DP). In this role, he oversees both corporate and development brand strategies and positioning as well as completing brand audits to ensure a consistent customer experience. He is also responsible for building the brand experience around DP's commercial and residential developments. Previously, Mohammed has held roles that include corporate communications and brand reputation management for Procter & Gamble and was a senior marketing manager for the Bahrain Telecommunications Company.



Syed Abdul Karim Tanveer, acting general manager – branding, Mobily

Abdul Karim has been a branding and advertising professional for over 15 years. His experience spans across marketing and communications disciplines to include everything from brand strategy to communication, content to activation, retail to digital. In his last role, he was overseeing the branding function for Mobily, a leading telecoms company in the Middle East. Prior to this, he led strategic planning for both DDB and Ogilvy across the Middle East and South Asia regions for over 10 years. Besides regularly publishing papers, articles and blog posts, Abdul Karim is an avid keynote speaker and trainer on topics related to marketing, technology and comms.



Walid Kotaich, marketing manager, Abu Dhabi Media

Walid is a brand and marketing professional with over 15 years of experience working across GCC and lower gulf fragmented markets. He is currently marketing manager of the Abu Dhabi Media Company and is responsible for developing strategies, digital comms and overseeing and launching brand and advertising campaigns for ADM's corporate and sports disciplines. In his previous roles, he managed the regional marketing for HTC and media planning and buying for Etisalat. Walid holds an MBA in marketing and communication.



Syed Mansoorh, marketing manager, Nestlé

Syed has 20 years of experience working in marketing leadership roles in the Middle East, North Africa, central Asia and Levant. He is a marketing expert with experience in FMCG and healthcare and has been involved in multiple rebrands, product launches and brand expansions. He holds a master's degree in business and has worked with companies like Nestlé, Pfizer, Mead Johnson and Sanofi-Aventis.



Kazi Mofrad Muntasir, blogger, Marketing on the Mark

Kazi holds a passion for brand and marketing and is owner of the blog Marketing on the Mark which holds a following of over 15,000 people. He is a keen marketer and currently holds the position of category manager for Berger Paints Bangladesh, a leader in this industry. His role entails the execution and analysis of packaging, promotional campaigns, pricing constructions and development. Prior to this he was a brand manager for the company where he had launched various campaigns to restructure product offerings and brand packaging. Kazi also holds an order of merit from the Marketing Awards Association Worldwide.



Maria Salazar, production advisor, Shell

Maria has worked in many areas of marketing and communications for different industries across the GGC. She has spent much of her career working for companies that include Farah Leisure, the Regency Group in Qatar and has also managed the marketing for Ferrari World Abu Dhabi. Maria currently works within the Shell Upstream International team. She also holds a professional diploma as a graphic designer in addition to years of experience in marketing and communications events.



Daniel Taylor, senior director – brand, du

Dan is currently the senior director – brand at du in Dubai. He is primarily responsible for delivering the day-to-day brand development needs of the business, from both a design and strategic perspective. Over the last 18 years, he has worked on many renowned global brands from both an agency and client perspective. Dan has spent a significant part of his life working in international environments and regional roles, having lived in Singapore, Los Angeles and London, though he currently calls the UAE home.

The winners

Content

Best use of a visual property

Gold – Abu Dhabi Sports Council and CBA Memac

Silver – Bank Muscat and OHI Leo Burnett

Bronze – Alef Group and Brand Union

Bronze – Borouge and MBLM

Highly commended – Seha and G Creative

Highly commended – Vodafone and Brand Union

Best brand architecture solution

Gold – AHC: Al Habtoor City and Ruya International

Bronze – Bank Muscat and TBWA\ZEENAH

Bronze – VOX Cinemas and Bellwether

Best use of copy style/tone of voice

Gold – General Motors Corporation and Grow

Silver – Jawwy from STC

Bronze – Jumeirah Restaurants and JansenHarris

Best brand experience

Gold – Jawwy from STC and Frog

Silver – Brown-Forman and JansenHarris

Bronze – Borouge and MBLM

Highly commended – Commercial Bank of Dubai and Industry

Highly commended – Dettol and G Creative

Best use of packaging

Gold – Brown-Forman and JansenHarris

Silver – MBRCGI (Mohammed bin Rashid Centre for Government Innovation) and Bellwether

Bronze – ADCB and StartJG

Bronze – du and Bellwether

Highly commended – Vodafone and Brand Union

Best use of audio branding

Gold – Al Aan and Turquoise Branding

Best use of typography

Gold – GFH and Unisono

Silver – Edara and Bellwether

Silver – Makarem and Landor

Bronze – AWASR and Bellwether

Highly commended – Ajman Tourism Development Department and MBLM

Best place or nation brand

Gold – Kenya Ministry of Tourism and G Creative

Silver – Moroccan National Tourism Office and Spring

Bronze – Ajman Tourism Development Department and MBLM

Highly commended – Alef Group and Brand Union

Highly commended – GFH and Unisono

Highly commended – King Abdullah Economic City and Turquoise Branding

Process

Best external stakeholder relations during a brand development project

Gold – MBRCGI (Mohammed bin Rashid Centre for Government Innovation) and Bellwether

Best internal communication during a brand development project

Gold – Boubyan Bank and MBLM

Bronze – DP World and Brand Union

Best implementation of a brand development project

Gold – VOX Cinemas and Bellwether

Silver – AZM University and Tagbrands

Bronze – AIBA International Boxing Association and Grow

Bronze – Kaya and Bellwether

Highly commended – DP World and Brand Union

Highly commended – Grayling and G Creative

Strategy

Best creative strategy

Gold – Moroccan National Tourism Office and Spring

Silver – Kaya and Bellwether

Silver – VOX Cinemas and Bellwether

Bronze – GSA and Bladonmore

Bronze – King Abdullah Economic City and Turquoise Branding

Highly commended – Arkad and Unisono

Best brand evolution

Gold – Kaya and Bellwether

Silver – Al Aan and Turquoise Branding

Silver – DP World and Brand Union

Silver – Makarem and Landor

Bronze – GSA and Bladonmore

Bronze – VOX Cinemas and Bellwether

Best strategic/creative development of a new brand

Gold – Jawwy from STC and Lippincott

Silver – AZM University and Tagbrands

Silver – Edara and Bellwether

Silver – nawah and Brand Lounge

Bronze – Abu Dhabi Sports Council and CBA Memac

Bronze – Sharjah Book Authority and Brand Union

Best naming strategy

Gold – Jawwy from STC and Lippincott

Silver – Arkad and Unisono

Bronze – AWASR and Bellwether

Highly commended – Edara and Bellwether

Highly commended – MAF Finance and Unisono

Type

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

Gold – Union Bank and Landor

Silver – Bahrain Finance Company and From6 Communications

Silver – Gürallar and Landor

Bronze – ALO and Bellwether

Bronze – Commercial Bank of Dubai and Industry

Bronze – Gulf Finance and StartJG

Bronze – VOX Cinemas and Bellwether

Highly commended – Abu Dhabi Sports Council and CBA Memac

Highly commended – Bank Al Bilad and Brand Union

Best brand consolidation

Gold – Bank Muscat and TBWA\ZEENAH

Bronze – VOX Cinemas and Bellwether

Best rebrand of a digital property

Gold – Red Bull Malja and Unisono

Silver – VOX Cinemas and Bellwether

Bronze – Commercial Bank of Dubai and Industry

Bronze – MAF Finance and Unisono

Highly commended – Entrepreneurs' Organisation (Bahrain Chapter) and Unisono

Highly commended – QADIC and Industry

Sector

Best visual identity from the education sector

Gold – Layton Preparatory School and Ellae Creative Design Agency

Silver – King Abdullah Economic City and Turquoise Branding

Bronze – AZM University and Tagbrands

Bronze – Jebel Ali School and Bellwether

Highly commended – Sharjah Book Authority and Brand Union

Best visual identity from the energy & extractives sector

Gold – The Bahrain Petroleum Company (Bapco) and Siegel+Gale

Silver – NPCC: National Petroleum Construction Company and Ruya International

Best visual identity from the financial services sector

Gold – Union Bank and Landor

Silver – Bank ABC and Brand Union

Silver – MAF Finance and Unisono

Bronze – ADCB and StartJG

Bronze – Commercial Bank of Dubai and Industry

Bronze – Gulf Finance and StartJG

Best visual identity from the healthcare & pharmaceuticals sector

Gold – Kaya and Bellwether

Silver – HealthBay and Omnia

Best visual identity from the industrial & basic materials sector

Gold – DuBox and Latitude

Silver – Arkad and Unisono

Bronze – CBG and Omnia

Best visual identity from the professional services sector

Gold – Qudrat and Unisono

Silver – Edara and Bellwether

Bronze – JLA Architecture and Omnia

Best visual identity from the property sector

Gold – Texture and Ruya International

Silver – GFH and Unisono

Bronze – AHC: Al Habtoor City and Ruya International

Highly commended – Alef Group and Brand Union

Highly commended – King Abdullah Economic City and Turquoise Branding

Best visual identity from the public sector

Gold – Abu Dhabi Sports Council and CBA Memac

Best visual identity from the retail sector

Gold – Yamanote Atelier and Ruya International

Silver – PRECISE Group and MBLM

Silver – Provedore and Ruya International

Best visual identity from the technology, media & telecommunications sector

Gold – Jawwy from STC and Lippincott

Silver – Al Aan and Turquoise Branding

Silver – Cognit and Omnia

Bronze – ALO and Bellwether

Highly commended – AWASR and Bellwether

Best visual identity from the travel & leisure sector

Gold – VOX Cinemas and Bellwether

Silver – Moroccan National Tourism Office and Spring

Bronze – Makarem and Landor

Highly commended – dans and StartJG

Highly commended – King Abdullah Economic City and Turquoise Branding

Highly commended – Shurooq (Al Noor Island) and Omnia

Best overall visual identity

DuBox and Latitude

Grand Prix

Jawwy from STC and Lippincott



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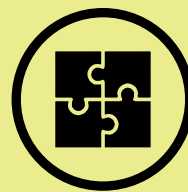
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Best use of a visual property



Abu Dhabi Sports Council and CBA Memac

Gold

With a gold ribbon visual device, CBA Memac is able to unite the Abu Dhabi Sports Council's areas of activity, the sports it supports and the spirit of athleticism in the Middle East. The design is graceful and photography is vividly deployed. Single athletes' images are integrated into the ribbon in a flexible way to best depict each particular sport.

Because the council focuses not only on the growing professional and international sports that are proliferating in the UAE, but on the development of amateur and community sports, it was important that the design was elegant, corporate and approachable at once. One judge says, "The strategy and creativity was very well thought of. The ribbon development is not only very original but it complements the positioning and awareness extremely well."

The ribbon device sits alongside larger-scale patterns for communications with the council's various audiences.



Bank Muscat and OHI Leo Burnett

Silver

Working on a new service for Meethaq Islamic Banking, within the Bank Muscat group, OHI Leo Burnett focused on creating a holistic brand experience by developing a brand system that not only reflected the parent brand but contemporary traditional Arabic symbols and created a unique visual texture. The sub-brand was then applied across digital and physical touchpoints.



Alef Group and Brand Union

Bronze

Developing the brand for a new Alef Group retail concept in Sharjah, UAE, Brand Union took inspiration from the dialing code for the region – 06 – and named the brand Zero 6. It then used photography to bring the brand to life by employing portraits of locals, not models, as they will be the future audience of the brand.



Borouge and MBLM

Bronze

In a bid to build competitive advantage for plastics manufacturer Borouge, MBLM used a series of beautiful, technically accurate 3D animations that brought the manufacturing process to life for digital. MBLM also developed a 3D animation of the Borouge logo, all within the company's new Innovation Centre. Judges commended the strategic thought and difficult challenge presented in the manufacturing sector.

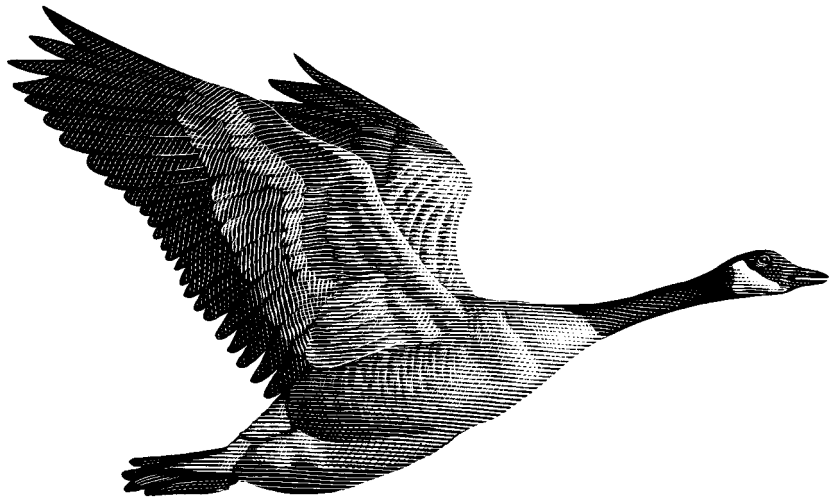
Highly commended – Seha and G Creative

Highly commended – Vodafone and Brand Union

Ruffling

There is never flight with

At Bellwether, our strategy, design and technology



feathers.

out ruffling a few feathers.

y teams are always pushing each other off a ledge.



BELLWETHER

CONTENT

Best brand architecture solution

AHC: Al Habtoor City and Ruya International

Gold

For longtime UAE developer, Al Habtoor Group, the opportunity to create a development along Dubai's canal was appealing. But the new complex needed a brand that both communicated the luxury of the city and the reputation and heritage of the group itself. Ruya International focused on the brand architecture, when defining the strategy and design for the new brand.

The agency created a medallion-style logo to act as the parent brand logo for Al Habtoor City. From there, the architecture split into three categories: leisure, residential and hospitality, with various sub-brands under each. For all of the individual sub-brands, a derivation of the medallion was created using the AHC monogram and a different style of geometric design to unify the brand.

Judges commended the approach to brand architecture and the ability of the brand system to coherently incorporate all of Al Habtoor City's sub-brands.



Bank Muscat and TBWA\ZEENAH

Bronze

Bank Muscat was falling behind competitors who were creating sub-brands at a rapid pace. To reassert its position, TBWA\ZEENAH created a stronger corporate brand for Bank Muscat and drew its sub-brands under that umbrella, thus simplifying the visual identity within the group and its brand architecture. The rebrand resulted in more consistency and a more recognisable corporate brand.



VOX Cinemas and Bellwether

Bronze

VOX Cinemas came to life after the Majid Al Futtaim company purchased the prominent Cinestar chain. To reinvigorate the brand, Bellwether developed a new parent brand for VOX that could accommodate existing sub-brands and easily embrace future developments. One judge says, "VOX brand demonstrated a strategic approach how to segment their business categories."



Best use of copy style/tone of voice



General Motors Corporation and Grow

Gold

General Motors (GMC) has been operating in Qatar for over 50 years. Its roots are strong as it is one of the most popular automotive brands in the country. For Qatari National day, GMC tasked Grow with developing a print and digital campaign to celebrate the brand's presence in the region and its affinity to local culture.

Grow developed the strapline, 'Roots of the past are still growing,' as the centrepiece of the campaign. That focus allowed the heritage-inspired visuals to connect emotionally with Qatari people on an important day of national celebration.

Judges commended the campaign's tone of voice. One judge says, "National Day campaigns are not easy to crack...However the creative team went the extra mile to make the strategy work both visually and through its emotive messaging."



Jawwy from STC

Silver

In a competitive Saudi Arabian mobile market, newcomer Jawwy from STC positioned itself for the 65% of Saudis between 15 and 34 years of age. Working with Lippincott, Jawwy built language into the brand by ensuring it would use approachable language when speaking with young people online, on social media and in marketing. One judge says, "Simple and effective – given the target audience – [it has a] tone of voice can be related to."



Jumeirah Restaurants and JansenHarris

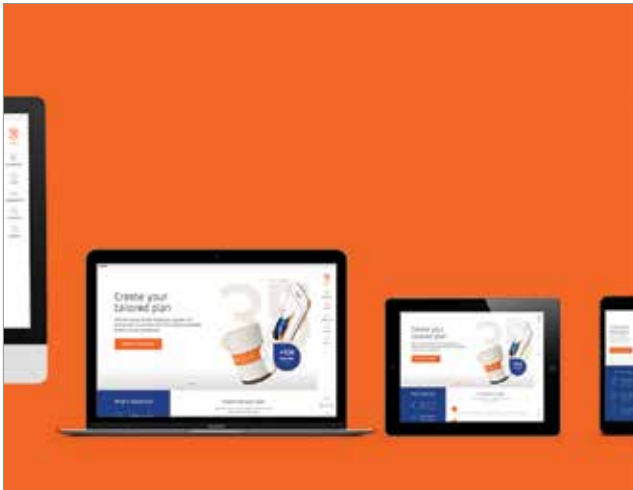
Bronze

Jumeirah Restaurant's new Perry & Blackwelder's smokehouse brand had to stand out among competition in the Dubai Madinat. JansenHarris created a strong brand for the restaurant and imbued the brand language with slang and jargon from the southern United States – from whence its food offerings have come. The language was applied to the built environment, menu, products and other touchpoints.

#growqatar



Best brand experience



Jawwy from STC and Frog

Gold

A new telecoms brand appealing to the Saudi Arabian youth market, Jawwy from STC, took the opportunity during its brand development, to ensure its brand was an experiential one. Working with Frog, Jawwy from STC created an online platform that was informative, useful and intelligent in design. The responsive design was especially relevant in a society in which mobile and tablet use far outweighs desktop computing. The online support function offers personal advice and help in choosing the right mobile plan and integrates well into the site's e-commerce functions.

The digital experience was effective because it allowed customers to engage with the brand at their leisure without having to go into a branch. Judges say this was a successful response to the challenging context in which the Saudi telecoms market exists. Initial user responses have been positive in terms of trust in the brand and in the design and experience offered by Jawwy from STC.



Brown-Forman and JansenHarris

Silver

Whisky brands are often the purveyors of unique brand experiences. JansenHarris' experiential work for Brown-Forman brought the Jack Daniels brand to life through a pop-up bar in Dubai that sought to educate consumers about the brand and the whisky distilling process as well as provide a memorable social experience. One judge says this was an, "Interesting idea and cleverly delivered with clear and strong results."



Borouge and MBLM

Bronze

Using a new Innovation Centre designed to uncover the inner workings of the plastics manufacturing process, MBLM created a digital brand experience unique to Borouge. The centre uses numerous different media to convey the science and engineering behind the brand to the visitor. It was a difficult task, one judge notes, but adds that it was, "Well approached and delivered."

Highly commended – Commercial Bank of Dubai and Industry

Highly commended – Dettol and G Creative

CONTENT

Best use of packaging

Brown-Forman and JansenHarris

Gold

Whisky is a competitive market internationally, let alone in the Middle East where local restrictions can inhibit consumption and choice. For Brown-Forman, the launch of Jack Daniel's Tennessee Honey was an opportunity to lead the market in flavoured whisky. Brown-Forman worked with JansenHarris to integrate the concept of a hive into the brand in the Middle East, while adhering to Jack Daniel's brand guidelines.

To accompany the launch, 100 physical 'hives' were produced that contained the whisky itself, limited edition glasses, recipe guides and other relevant brand information. As a result, 90% of recipients placed an order for the new whisky, restaurant take-up was almost instant and social media was abuzz with Tennessee Honey.

Judges lauded the packaging design, and its educational qualities. One judge says, "The work done for Jack Daniel's is very high quality. The challenge was well articulated. The thinking behind the idea is sound. The creative execution delivers on the strategy and the results are extremely good."



MBRCGI (Mohammed bin Rashid Centre for Government Innovation) and Bellwether

Silver

Bellwether was tasked with developing a packaging system to educate government employees about the MBRCGI and to inspire innovation in their work. The starter kit had a simple and lovely graphic brand and a playful layout that encouraged interaction. One judge says, "A very challenging brief. The thinking behind the packaging was nicely articulated and tackled."



ADCB and StartJG

Bronze

To support the launch of a luxury offer by the Abu Dhabi Commercial Bank, StartJG created a welcome package that conveyed prestige and exclusivity while introducing potential customers to the bank. The banking information was delivered in a lockable plush box with a removable lining that converted it into a jewellery or valuable keepsake box. Judges commended the audience insights and packaging design.



du and Bellwether

Bronze

In creating new packaging for mobile provider du, Bellwether sought to understand the needs for and usage of packaging. The results departed from the over packaging typical of the telecoms sector, a practice both more sustainable and more efficient. The result reduced the consumer package size by 59% and business pack by 90%, saving 70% of the costs.



Highly commended – Vodafone and Brand Union

Best use of audio branding



Al Aan and Turquoise Branding

Gold

For a broadcaster with ambitious objectives, an audio brand is a key part of the overall brand strategy. Al Aan, an existing organisation hoping to appeal to a wider audience, underwent a rebrand alongside Turquoise Branding. As part of the process, it developed a strong audio brand that will help build brand awareness and allow the brand to grow organically in the future.

A core audio brand reflects Al Aan's values of immediacy and reality – core components of broadcast news – and thus effectively identifies its serious programming. Yet further iterations have been deployed for different kinds of broadcasts, creating a comprehensive audio brand system.

Alongside the audio brand, Turquoise created idents, comprised of 3D-like shapes bearing the Al Aan logo that respond to the audio itself. This integration makes the audio component a core element in the new Al Aan brand.

CONTENT

Best use of typography

GFH and Unisono

Gold

In Bahrain's financial district, the Waterfront development was not gaining enough awareness among GFH's core audience of young and affluent visitors and tenants. Rebranding as the Harbour Row helped refocus the brand and differentiate it from competitors. But visually, the development needed to be reconsidered.

Unisono wanted its design to stand out from the plethora of architectural brand icons in the Middle East that either use traditional Arabic symbols and designs or those that feature an abstract rendering of the structure itself. It focused on the words Harbour Row and on the implementation of a distinctive typography.

Using a stencil-based typography reminiscent of old-fashioned shipping container markings and of Morse code, the Harbour Row was suddenly brought afloat. One judge says the choice in typography gives the brand a spacious, clean feel – one that is appealing to GFH's target audience.



Edara and Bellwether

Silver

To develop an outsourcing company in the service industries, Dubai Holding and du created Edara, a brand that would appeal to both an Arabic and international audience. The typeface had to convey friendliness and the brand's position of building meaningful connections while maintaining clarity in two languages. One judge called the result an, "Excellent use of the shapes. Resourceful and original."



Makarem and Landor

Silver

Makarem Hotels in Mecca and Medina have the goal of providing a hospitable helping hand along the way for pilgrims making the hajj. In this most classic objective, Landor was able to draw from the expressive, simple beauty of traditional Arabic calligraphy. The Rihalti typeface exudes luxury while avoiding looking too traditional or ornate. One judge says, "Great solution to the needs of the brand. Excellent integration to the overall look."



AWASR and Bellwether

Bronze

For challenger telecoms brand AWASR, speed, nimbleness and fluidity were key brand objectives. Bellwether used an all caps, sans serif typeface to express agility, friendliness and speed. The wordmark itself has semi-joined letters that reflect this outlook. Judges lauded the wordmark and bold use of capitals across titles, signage and other materials.



Highly commended – Ajman Tourism Development Department and MBLM

Best place or nation brand



Kenya Ministry of Tourism and G Creative

Gold

Misconceptions about the Ebola virus, among other issues, have hurt international tourism and investment in Kenya. To combat this and to inspire visitors to reconsider their notions about the east African nation, Kenya's Ministry of Tourism worked with G Creative to develop a new nation brand for tourism and investment.

The new brand was to inspire national pride in Kenyan citizens and contain a clear call to action for businesses interested in Kenya while also providing tourists with an engaging selection of branded content.

The resulting visual identity represents Kenya speaking with one voice and the 'Make it Kenya' strapline allows for a variety of applications. The new brand was launched at the 2015 Expo Milan. Judges unanimously loved the Make it Kenya brand. One says, "This was a very well-executed project. What stood out the most was not just the fact that it effectively met the challenge at hand or had a nice logo, but rather that the strategy was very comprehensive. The branding translated well across all channels and really does the job that the team intended. Well done."



Moroccan National Tourism Office and Spring

Silver

In a bid to reposition Morocco's tourism offer to the British, Irish and North American markets, Spring worked with the Moroccan National Tourism Office on a vivid, visually stunning rebrand. Photography is the centrepiece of the work with a clever use of the 'Mor' in Morocco to comprise multiple straplines. Judges felt the rebrand was unique, fresh and visually beautiful. Marrakesh has since been named TripAdvisor's number one destination.



Ajman Tourism Development Department and MBLM

Bronze

Ajman, the smallest of the UAE's emirates, had poor brand awareness and partnered with MBLM to change its brand positioning. The positioning focused on travel as a means of seeking human interaction and experiences, rather than sightseeing. Judges say the result was beautiful and built a successful narrative for the emirate. One judge says, "It is extremely bold to communicate the real essence of the place."

Highly commended – Alef Group and Brand Union

Highly commended – GFH and Unisono

Highly commended – King Abdullah Economic City and Turquoise Branding

PROCESS

Best external stakeholder relations during a brand development project

MBRCGI (Mohammed bin Rashid Centre for Government Innovation) and Bellwether

Gold

The Mohammed bin Rashid Centre for Government Innovation was tasked with the difficult job of inspiring innovation in all areas of the UAE's government. With 80,000 employees across countless departments to reach, it partnered with Bellwether to create a brand and communications strategy that would achieve its objectives.

Building an online brainstorming portal, instituting a leader programme and founding a diploma qualification with the University of Cambridge were some of the new initiatives. The main communications piece, though, was an innovation kit distributed to all federal and local government employees. The kit was craftily designed and packaged and was complemented with digital communications and social media promotion. One judge says, "This is really well thought out, nicely designed and effective work. Great project and great response to the challenge." Another judge adds, "A great and engaging strategy that included an innovative 'starter pack' concept that was a great fit for the mission at hand."



Best internal communication during a brand development project

Boubyan Bank and MBLM

Gold

Following organisational change and an external repositioning, Boubyan Bank wanted to engage its employees in the brand and its new direction. It partnered with MBLM to reinforce the bank's customer service reputation, digital-first strategy and positioning as a leading Islamic bank among employees.

MBLM designed a new intranet that offered assistance to employees, acted as an online hub for information from the bank's leadership and discussed the brand's new positioning and strategy. Available online and as an app, the BankOS intranet allowed employees to consume content at their own pace to ensure they fully understood the changes Boubyan had undergone. Judges appreciated the focus placed on employees in a moment of corporate transition. One judge says, "By deeming their employees equally important to their customers, Boubyan has done an excellent job in keeping them informed and making them feel valued. If every company did this, more employees would be happier around the Middle East. Excellent initiative."



DP World and Brand Union

Bronze

Port operating company, DP World, has 65 terminals and 36,000 employees across the globe. However, the DP brand had been neglected, and its staff failed to understand the company's significant role as an enabler of global trade. With Brand Union, DP hosted focus groups and held interviews with management before conducting a comprehensive rebrand.



Best implementation of a brand development project



VOX Cinemas and Bellwether

Gold

VOX Cinemas is the largest regional cinema brand in the Middle East. Previously known as Cinestar, it was bought by Dubai-based company Majid Al Futtaim in 2012. By 2014, it had expanded from 50 screens in five locations to 120 screens in 11 locations.

With an already large regional presence, successful implementation was thus a priority for Bellwether, which based its brand strategy on both VOX's Arabic heritage, and the willingness of its staff to personify the new brand experience – an innovative approach to an industry sector where customer experience determines its success.

By developing ideas such as 'floating ushers' and specially-trained chefs for the new culinary aspects of the cinema experience, Bellwether ensured VOX's staff became the embodiment of its brand. 'Simple + Amazing = Simply Amazing' is the equation now known as the VOX's lens, governing its brand positioning and providing the basis on which Bellwether could apply the brand across its regional touchpoints.



AZM University and Tagbrands

Silver

The new identity for AZM University by TAGbrands agency was conceived around the notion of a blossoming tree with deep roots, which represented an educational institution devoted to the education of its students, encouraging them to grow beyond their roots. The new branding – which included a wide portfolio of graphical elements – was applied across signage, stationary, flags, clothing and posters.



AIBA International Boxing Association and Grow

Bronze

In 2015, Qatar hosted one of the biggest boxing events in the Arabian Gulf region, AIBA World Boxing Championships Doha. With a dramatic brand that celebrates Qatar's hospitality, Grow made a lasting impression among visitors. Digital application of the comprehensive rebrand was paramount, but the unique pattern design coined was just as well suited toward offline collateral.



Kaya and Bellwether

Bronze

Kaya, the largest skincare clinic in the Middle East, needed to stand-out amid an influx of competitors. Bellwether helped to create a new brand based on experience, rather than sales. In line with a customer journey focus, the new brand is more prominent and consistent across clinics. Kaya Skin Clinic was reduced to, simply, Kaya to better suit signage applications.

Highly commended – DP World and Brand Union

Highly commended – Grayling and G Creative



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Best creative strategy



Moroccan National Tourism Office and Spring

Gold

Taking inspiration from the wealthy of gorgeous imagery available, the variety of experience on offer and the practical appeal of Morocco, the Moroccan National Tourism Office and Spring created a commendable creative strategy for the country's new nation brand. The 'Much Morocco' brand was designed for the British, Irish and North American markets as a means of repositioning and raising awareness for tourism to Morocco.

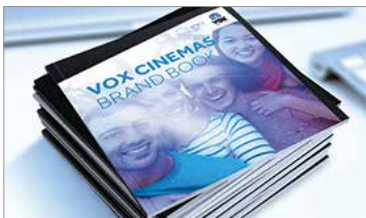
One judge says, "It's a big challenge to get noticed in the highly competitive market of tourism. The 'Much Morocco' campaign has the potential to do just that. Its clever wordplay in the tagline and vivid images are likely to generate interest among potential visitors. It's a very strong campaign which once again proves that less is more in advertising." Others note the agency's intensive research into the current perceptions of Morocco and the objectives of the tourism office itself. The strategy was brought to life with stunning visuals and a defined tone of voice.



Kaya and Bellwether

Silver

To differentiate itself from an increasingly crowded market and to refine its positioning and visual identity, skincare brand Kaya worked with Bellwether. The strategy focused on the personalised experience offered by Kaya to counteract the sales-focused rhetoric common in the sector. One judge says, "Great creative strategy. The new brand looks professional. The visual identity perfectly represents the cosmetic and clinical aspects of the brand."



VOX Cinemas and Bellwether

Silver

Bellwether found, when working with VOX Cinemas, that the main point of attraction for cinemas in the Middle East is the type of screen experience on offer. This became the centrepiece to the brand's creative strategy which saw a redefinition of the brand architecture with a focus on integrating the many types of screens into the parent brand.



GSA and Bladonmore

Bronze

Major international student accommodation provider GSA has transformed its sector. Bladonmore worked with GSA to put community at the heart of the brand. The company believes students should be made to feel welcome, safe and secure – values that have formed the core of the new brand positioning. One judge says, "Great creative strategy. The new brand looks strong and inspiring, with a very unique visual identity."



King Abdullah Economic City and Turquoise Branding

Bronze

Using a patchwork motif and bright colour palette, Turquoise Branding brought the creative strategy for the King Abdullah Economic City to life. Judges liked the new Saudi city's colourful approach and interesting strategy of bringing the coastal communities to life in a vibrant, unique way.

Highly commended – Arkad and Unisono

STRATEGY

Best brand evolution

Kaya and Bellwether

Gold

What was once a disjointed, visually unappealing and muddled brand, skin care clinic Kaya's rebrand was enough to position itself as a market leader. Working with Bellwether, Kaya fully examined its visual and verbal identities, branding, packaging, in-clinic experience, sector environment and logo. To better position itself as an expert, skin care clinic with a medical basis and personal approach, Bellwether used a thumb print icon and a colour palette derived from the Northern Lights.

The clinic's brand touchpoints were considered too, and everything from new vehicles to embossed packaging and digital assets were redeveloped. One judge says, "Kaya shows a brilliant change in brand elements. Its new elements are strongly connected with its target market. The most potent change is the introduction of the Kaya Brand Aura. This particular element might become one of the major brand recall generators for Kaya."



Al Aan and Turquoise Branding

Silver

Broadcaster Al Aan had a growing viewership and defined position when it began working with Turquoise Branding to further engage with its target audiences. In addition to a brand refresh that unified the company's architecture, a new audio brand was developed to help increase awareness. "Great rebrand that clearly reflects the new positioning. The visual identity is fresh and a perfect fit for a modern TV channel," says one Transform judge.



DP World and Brand Union

Silver

For one of the world's biggest logistics companies and \$4bn organisation, DP World's brand was not a huge priority. That changed when it began a brand evolution project with Brand Union to transform its disjointed and unimaginative brand into something reflective of its role in the world. The new brand retains the company's icon but transforms most other touchpoints in a way judges called an amazing evolution.



Makarem and Landor

Silver

Makarem Hotels' Mecca and Medina locations were popular with Muslims making the hajj. But, the brand did not reflect the refined comfort provided. With Landor, Makarem used an uplifting and humble tone of voice, elegant new visual identity and 'hajj kit' with essentials for travellers. One judge says the brand had a, "Clever strategy. The new identity perfectly meets the objectives. The kit is also a very good idea that makes the brand unique."



GSA and Bladonmore

Bronze

"The new brand looks strong, creative with beautiful communications," says one judge of the GSA's new brand. Bladonmore worked with the student accommodation specialist to set the tone for global, community-based student living. Using a strong narrative focusing on that positioning as the centrepiece for the visual system allowed GSA to better represent itself to a competitive market and better reflect its brand values.





VOX Cinemas and Bellwether

Bronze

VOX Cinemas was once Cinestar, which had an outdated visual identity. VOX, alongside Bellwether, focused on experience in its new brand positioning. One judge says it was a, "Good solution to the challenge." Another adds, "VOX's transformation is the result of a detailed plan. It has used the inherent qualities of the brand's offerings in its new elements. By keeping the connection with its roots intact, VOX has added to its strength."

STRATEGY

Best strategic/creative development of a new brand

Jawwy from STC and Lippincott

Gold

A new brand by Sapphire – the company founded by the Saudi Telecom Company (STC) – and brand consultancy Lippincott, Jawwy from STC shook up the Saudi Arabian telecoms industry. With a research-led and inclusive approach, Lippincott put Saudi youth at the heart of the Jawwy from STC brand, and created a digital-first identity.

The comprehensive research included an ethnographic study of Saudi youth. As well as pinpointing where current telecoms companies were failing to engage with the youth, the study also found ways in which Jawwy from STC could fulfil that need, speaking to young people in a way that felt inclusive and reaching them where they were: online.

The entire rebrand was digital-first and the visual identity supports that. The new logo is suitable for icon applications, as are the minimal colour palette and simple shapes.



AZM University and Tagbrands

Silver

Establishing a new, high-profile university is no easy feat. Tagbrands was thus tasked with developing the brand for the new Tripoli, Lebanon-based AZM University. The basis for the new visual identity would be a blossoming tree with deep roots. Combining that with a youthful and authoritative orange and purple colour palette, the new shield speaks to AZM's culture-focused and open-minded positioning.



Edara and Bellwether

Silver

A joint venture with Dubai Holding and du, Edara is designed as an outsourcer providing employees to hospitality, banks and telecoms. To launch the brand, Bellwether had to ensure Edara appealed to a multicultural audience for recruitment and partnership purposes. The system is simple, eye-catching and is implemented in English and Arabic. One judge says, "The creative work behind the brand identity is brilliant!"



nawah and Brand Lounge

Silver

To provide a more well-rounded, consistent and beneficial service to its customers, medical supplies business AMCO needed to change its brand. It worked with Brand Lounge to create nawah. The rebrand refines the company's offer into four main areas: quality products, service excellence, corporate culture and values, and reputation and heritage.



Abu Dhabi Sports Council and CBA Memac

Bronze

With international sports streaming into the UAE and local leagues being built at a rapid pace, Abu Dhabi needed a regulatory and promotional body to support this growing sector. The Abu Dhabi Sports Council was thus born. Its brand, designed by CBA Memac, focuses on a flexible gold ribbon design. One judge says, "Clever graphic syntax. Very good use of the tool and filters. Manages to be active and vibrant."





Sharjah Book Authority and Brand Union

Bronze

To act as a hub for the publishing sector in the Middle East, the new Sharjah Book Authority seeks to promote the region's potential and support its growing industry. Brand Union worked with the authority to create a unique brand mark and dual-toned visual identity. One judge says it has clearly asserted meanings and is original.

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LIPPINCOTT

Best naming strategy



Jawwy from STC and Lippincott

Gold

Naming a brand is one of the most important touchpoints when creating a new product. It has to satisfy the universal criteria of being unique, protectable, simple and memorable. In addition to this, it has to also be easily understood, pronounceable and, more importantly, have relevance to the audience. Saudi telecoms company Sapphire worked with Lippincott to launch the Jawwy from STC brand.

They started with a broader approach and explored both Arabic and English options in order to create a contemporary brand name. With the brand's target audience of young and more digitally-savvy users, the proposition had to live alongside apps such as Viber and WhatsApp whose names were meaning-free. Ultimately though, if the brand was to be local and for the local people, it needed an Arabic name.

Judges agreed that the, "Thinking behind the new brand naming is thorough and has been explained well, with a name developed for the new service that stands out and is relevant to the target audience."



Arkad and Unisono

Silver

Saudi KAD's name was a legacy of its membership in the larger KAD group. To forge its own path in the oil & gas sector, the company turned to Unisono to redefine its naming strategy. Arkad is a portmanteau of 'Arabic' and 'KAD' to both reflect the brand's history and prepare it for the future. One judge says, "Great renaming effort to build on the roots of the original. The strategy and creative work are sound. The results shared are promising."



AWASR and Bellwether

Bronze

In a saturated Omani telecom market, Bellwether had the challenge of creating a brand name for a new challenger. The result – Awasr – means 'bonds' or 'family relations' in Arabic, thus emphasising the company's ability to build relationships through communications. The name is intended to feel refreshing and modern as well as stand out from competitors.

Highly commended – Edara and Bellwether

Highly commended – MAF Finance and Unisono

TYPE

Best brand development to reflect changed mission/values/positioning

Union Bank and Landor

Gold

A heritage brand, Union Bank was perceived to be outdated by the emerging middle class and by young entrepreneurs. The Nigerian bank engaged Landor brand consultancy to create a simple and efficient new brand that would resonate with these groups, without turning its back on its 100 years of heritage.

Landor's research showed that Nigerians found most banks to be overcomplicated and difficult to work with. Union Bank's new brand capitalizes on the bank's trust equity, reinforces its appeal and relevance to a younger target audience and presents Union Bank as a company that is easy to do business with.

Union Bank's new positioning is, 'Less time banking, more time achieving,' emphasising the ease for the customer, and giving people more time to succeed in their own personal careers. This evolved into the strapline, 'Simple is Smarter.'



Bahrain Finance Company and From6 Communications

Silver

Research conducted by From6 Communications found that lack of staff engagement at the Bahrain Financing Company (BFC) was affecting customer service. A new brand was conceived that would help employees to both understand and connect with brand values. A training and development programme reinforcing brand values was led by a new character, Bobby the BFC Buddy, was also implemented.



Gürallar and Landor

Silver

Lâv – pronounced 'love' in Turkish – a glassware brand owned by Gürallar, changed its brand from a domestic commodity into a desirable lifestyle choice with the help of Landor. The new strategy, 'Your Cool Best Friend,' is targeted at women. "Developing an emotional connection through the name for the new line is a great idea to target the main market for their merchandise," says one Transform judge.



ALO and Bellwether

Bronze

ALO, a telecom sub-brand of du, was originally set-up to provide labourers with affordable rates that allowed them to stay in touch with families based overseas, faced new challenges in recent years. By providing ALO with a refreshed brand identity, Bellwether helped ALO to assert itself in a market that had become crowded. Value is key to the new brand offering, but the premium nature of parent brand, du, remains intact.



Commercial Bank of Dubai and Industry

Bronze

Industry and the Commercial Bank of Dubai (CBD), aimed to reach a younger demographic through the use of digital solutions in branch. Though CPD had successfully redeveloped its online banking offer, its in-branch experience lagged behind. The bank successfully turned this around to become a market leader in the use of modern technology, thus attracting a younger audience.





Gulf Finance and StartJG

Bronze

A provider of growth finance for SMEs in the UAE region, Gulf Finance faced competition in its space. StartJG developed a streamlined new brand with the guiding values, 'Fast, Simple, Smart.' A new positioning, 'Small Business is our Business,' came from the core of the Gulf Finance brand, a growing business in itself. Judges say the result was attractive and stylish.



VOX Cinemas and Bellwether

Bronze

The VOX Cinemas rebrand is vibrant, according to one judge. It deploys the Majid Al Futtaim M mark as the main logo alongside a sharp, sans serif wordmark spelling out VOX. The brand system is comprised of multiple applications, sub-brands and brand touchpoints that had to be incorporated into the visual identity by Bellwether.

Highly commended – Abu Dhabi Sports Council and CBA Memac

Highly commended – Bank Al Bilad and Brand Union

TYPE

Best brand consolidation

Bank Muscat and TBWA\ZEENAH

Gold

The banking sector in Oman has developed dramatically over the years, with many banks developing sub national and international brands. Proper brand consolidation is important, though as banks can lose their original identities in the mix. Bank Muscat is the largest bank in Oman and used to be the leader in the market made of several regional, national and international competitors until 2014 when it began to lose its voice. Although new products and services were being launched on a regular basis, the sub-brands began to supersede the mother brand. In collaboration with TBWA\ZEENAH, there was a complete restructure of the brand architecture in order to clarify the brand priorities and establish clear brand parameters that made Bank Muscat a focus once more. Merging of the new product name and main Bank Muscat brand, it regained its core identity.

Judges have confirmed the success by saying, "It is an extremely difficult and tiresome task to consolidate several brands under a single entity especially in a market like Oman. This is great. A considered, simple approach to solving a real brand problem."



VOX Cinemas and Bellwether

Bronze

With a number of experiences and sub-brands, the core VOX Cinemas brand was not always apparent visually or by means of brand awareness. The company worked with Bellwether to create a stronger parent brand and bring all of its associated marques under one system. The result is a, "Simple and elegant integration of the parent company, brand and sub-brands, according to one judge.



Best rebrand of a digital property



Red Bull Malja and Unisono

Gold

A brand's identity must stay consistent throughout both physical space and online. With Red Bull Malja's creative space filled with vibrant energy, Unisono was hired to develop a similar feel to its online presence that was currently lacking relevance and was misinterpreted to its audience.

The creative concept was to develop a lively, online portal into the world of Malja's artists – providing them with a suitable online platform as a counter to their offline, real-world space. The new digital presence features a dark form to enable the colourful artists to 'pop out,' it has a highly structured interface to counter the often dynamic and typically wild creative expressions that it houses, contrary to the hard-to-navigate previous site.

The rebrand needed to heighten user engagement, showcase the dynamic talents of the artists and performers, and put the content at the centre of the experience. Judges say it was, "All around, exemplary rebrand work. It offers utility and creativity, while being built on a comprehensive strategy."



VOX Cinemas and Bellwether

Silver

For VOX Cinemas, experience was key to its rebrand. That meant Bellwether had to design a web portal that was representative of the new focus. Design and usability were important as was the simplicity of apps. The digital brand focuses on film itself with two simple drop down menus prompting online booking. One judge says, "Interesting work and a great overhaul of both a digital element to a brand and user experience driven focus."



Commercial Bank of Dubai and Industry

Bronze

Not only did the Commercial Bank of Dubai need to encourage users to engage with the brand online, it had to educate its customers about the security and facility of online banking. Industry created an in-branch digital world to streamline the branch experience and encourage digital banking. "This is certainly a rebrand worth applauding. From the research-supported strategy to the beautiful aesthetics, this is great work overall," a judge says.



MAF Finance and Unisono

Bronze

Beginning life as the uninspiring 'Mall Gift Card,' Majid al Futtaim Finance had no flexibility to offer any further services. By rebranding as Premo, the company was able to be more agile. Unisono developed an e-commerce-friendly website that reflected the change in direction of the entire group's brand. Judges lauded the research and took care to create a good user experience and identifiable online brand language.

Highly commended – Entrepreneurs' Organisation (Bahrain Chapter) and Unisono

Highly commended – QADIC and Industry



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Best visual identity from the education sector



Layton Preparatory School and Ellae Creative Design Agency Gold

In an attempt to differentiate itself from over 900 elementary schools in the city of Lagos, Layton Preparatory School – for children between the ages of three months and two years – worked with Ellae Creative Design Agency to ensure its visual identity and brand consistency stood out.

Amid a competitive educational sector in Lagos, it wanted to emphasise its unique position in the niche crèche and preschool category by focusing on its fun, warm and playful brand ethos, and the promise to nurture children's development through the early, formative years. Use of illustrations of animals, trees and flowers created an ambience of life and energy.

Judges say the, "Beautiful visual identity perfectly answers the challenge faced by the school, a good job in keeping it simple yet appealing despite low investment."



King Abdullah Economic City and Turquoise Branding Silver

The King Abdullah Economic City has been dubbed 'City of Imagination.' It seeks to offer educational opportunities to Saudi Arabia's Red Sea region. The brand work, developed by Turquoise Branding, focuses on young people and implements an orange, pink and grey colour palette in a variety of fun, child-friendly pictograms. One judge says, "Nice visual identity that reflects the idea of imagination and creativity."



AZM University and Tagbrands

Bronze

To create a new university brand in Tripoli, Lebanon, Tagbrands deployed the concept of a growing tree with strong roots to emphasise the institution's positioning. AZM University's crest is complemented by a flexible visual identity system that allows it to apply patterns, photography and bold colours across its many touchpoints. Judges thought the brand was a good fit for the university's position and that the colour palette was unique.



Jebel Ali School and Bellwether

Bronze

Dubai's British-style Jebel Ali School, needed to modernise to promote its high standards to a new audience of parents. The new brand complements the architectural design of the school's modern campus and is variable enough to appeal to both students and their parents. One judge says, "Nice visual identity evolution, with strong colours and symbols which are well implemented across the school and communication materials."

Highly commended – Sharjah Book Authority and Brand Union


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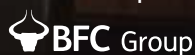
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Best visual identity from the energy & extractives sector

The Bahrain Petroleum Company (Bapco) and Siegel+Gale **Gold**

Since its start in the 1930s, Bapco has always been keen to develop with the times. In cooperation with Siegel+Gale, it has crafted a new purpose, story and transformative identity to ensure it keeps moving forward as the energy sector continues to dominate the Middle East.

As the region's original oil refinery, Bapco needed to uphold its legacy while proving it is still up to industry standards. Siegel+Gale's task was to help Bapco retell its story in an engaging way, highlighting the company's contribution to the national economy and global energy market. This evolution strategy was a key component to a broader modernisation programme for the business.

With changes to the logo, the creation of a stronger brand story, and a brighter, more open and substantial visual design, its success was inevitable. Judges say, "Incredibly innovative and localised, with an approach to the problem that was straightforward and successful."



NPCC: National Petroleum Construction Company and Ruya International **Silver**

To transform NPCC from a tired-looking government-owned petrol giant into a modern competitor with a clear brand positioning, Ruya International re-imagined the brand. With a future-facing wordmark, the brand could be implemented across touchpoints large and small. One judge says, "It's really the approach to the challenge and the brand applications that shine here."

SECTOR

Best visual identity from the financial services sector

Union Bank and Landor

Gold

A heritage bank with almost 100 years of service, Union Bank, in Nigeria, started to lose its consumers to newer and updated banks. In cooperation with Landor, it embarks on a transformation process to develop a broad turnaround strategy, making the bank more efficient, competitive and relevant in the market. With updates to the technological infrastructure, improvement to the customer care channels, upgrades of branches and the launch of teller-free banks, it repositioned its visual identity to match this new business strategy.

The positioning of 'less time banking, more time achieving' allows customers to focus more on their lives because banking with Union has become simpler and more efficient. The visual identity, with its monochromatic geometric designs in contrast to the bright blue main colour, made the overall brand much more dynamic, modern and energetic. Judges say, "Flawless, dynamic, young, highly creative, cutting edge and clean."



Bank ABC and Brand Union

Silver

Brand Union and Bahrain-based bank, Bank ABC, created a globally relevant brand that stemmed from extensive research. An evolution saw Arab Banking Corporation become Bank ABC, and the capitalised letters in the new name became the basis for the semi-abstract geometry of the new logo. This geometry expands into a distinctive visual language that gives the bank a clear identity.



MAF Finance and Unisono

Silver

Unisono developed the brand strategy for Premo, an MAF sub-brand eager to grow its presence in the prepaid card market. It was stipulated that the 'M' of MAF be applied to all of Premo's properties. As well as the unique 'M' mark, the new visual identity includes an Arabic mark, a new colour scheme and a visual device – the flow of prepaid.



ADCB and StartJG

Bronze

In 2015, Abu Dhabi Commercial Bank created a new service for its high-earning and most elite clients. From the name to its brochure, StartJG ensured everything about the brand was premium – a nuanced and elegant colour palette suggests wealth while emphasising the reciprocal value ADCB places on its customers. Judges praised the audience targeting in this rebrand.



Commercial Bank of Dubai and Industry

Bronze

Industry collaborated with the Commercial Bank of Dubai, to reposition its brand for a younger demographic, while optimising its digital platform. A distinct rollout strategy, an immersive and high-energy customer experience was created – an innovative move away from traditional concepts of banking and finance. A judges says, "Clear strategy, customer oriented, visually adaptable."



**Gulf Finance and StartJG****Bronze**

Based on providing growth finance for SMEs, Gulf Finance rebranded to distinguish itself from the growing competition of Dubai's financial sector. Using notions of intrinsic customer understanding and quicker solutions, StartJG used a contrasting, yet complementary colour scheme to highlight its commitment to small businesses, while establishing itself a unique alternative to traditional finance solutions.

SECTOR

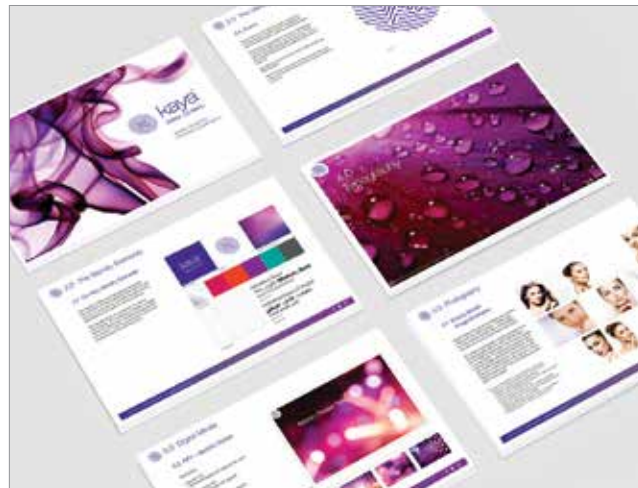
Best visual identity from the healthcare & pharmaceuticals sector

Kaya and Bellwether

Gold

As the original leading skin care clinic in the Middle East, Kaya has brought together the best of both worlds where dermatologists and medical experts staff a luxurious, relaxing and spa-like environment to provide skin solutions. Along with the need to stay competitive within the market, the brand had to go through an overall rebrand that changed the focus culture of the brand completely from sales to experience with a brand promise of "With Kaya its you, but you at your best".

The redesign of the customer journey became much more personalised, with design upgrades on the logo to the 'K Print' thumbprint device following the idea that everyone's finger print is unique, and colour-scheme choice with the Aurora Borealis to bring vibrancy to the 'Kaya Brand Aura.' Judges say it, "Encompasses every aspect of visual identity in a way that is rooted in a strategic approach, and the objectives behind visual identity shines through most effectively in application."



HealthBay and Omnia

Silver

Private medical clinic HealthBay operates in Dubai, providing quality services to its patients. Omnia has created a new visual identity for the clinic, aiming to recreate the affinity doctors feel with their patients, between patients and the brand itself. Various iterations of circles make up the brand image, its shape reflecting unity and collaboration patients can expect from HealthBay's care.



Best visual identity from the industrial & basic materials sector



DuBox and Latitude

Gold

Amana Investments had been operating in a modular design and construction business in the UAE, it saw an opportunity to create an innovative brand vision that would not only elevate the business as a market leader, but also change attitudes toward sustainable buildings, greener processes and integrated off-site design with superior quality. In cooperation with Latitude, it launched DuBox – an inventive design and offsite construction company that challenges conventions and brings a real human dimension to the whole method of designing and engineering.

The brand language, both in visual and verbal form, embraces simplicity and expresses its messages through geometric graphics. Additional detailed photography pulls together the visual identity. It was a, “Well-thought out and complex brand identity that effectively communicates a worthy proposition,” according to judges.



Arkad and Unisono

Silver

With Arkad, as it is now known, established as a leading player in the EPC sector, Unisono's successful rebrand captures a renewed, energetic business spirit while clarifying Arkad's market position. Fresh colours and innovative visuals amount to a successful brand overhaul, while ensuring the original brand still pays testament to its Arabic heritage.



CBG and Omnia

Bronze

The Arabian Oryx is the national symbol of Qatar, thus forming the basis of the visual collaboration between CBG and Omnia. CBG provides service and products to private and government clients; competence and knowledge are on what the brand is based. Omnia emphasises CBG's international credentials through a crisp colour scheme and emphasis on its diverse industry offerings. Judges loved the oryx logo and brand evolution.

SECTOR

Best visual identity from the professional services sector

Qudrat and Unisono

Gold

In the Middle East, employment rates often depend on the strength of recruitment brands. For the company previously known as Kawader, a vast change was needed, beginning with the name. The newly-minted Qudrat conveys strategic intent, while allowing scope for Unisono to develop a fresh colour palette and brand direction. Based on the business plan of the previous brand, Unisono gave the firm a strategic direction from which it could begin to tackle the issue of underemployment in Saudi Arabia.

Its unique sans serif typeface clarifies the brand mission, building on the previous identity which was confined solely to a logotype. A bright yet subtle colour palette is a reflection of the industrial sector represented by Qudrat, with the visual identity influenced by the aptitude tests used by the company for potential recruits. As a result, the company secured new contracts with several top Saudi companies.



Edara and Bellwether

Silver

Edara recruits outsourced staff to frontline customer services in Dubai, such as hotels and banks. For Bellwether, the task was to develop a visual identity for the brand which emphasised the unity on which its core service values are based – the variety of backgrounds it relies on is emphasised in the brand mark, which has both Arabic and Latin influences.



JLA Architecture and Omnia

Bronze

Space and place are behind JLA Architecture's brand visuals, instrumented by Omnia, which aim to refresh the firm's identity after 30 years, while acknowledging the vast array of projects under its remit. Dynamism and heritage are the base of JLA Architecture; the techniques informing the company's creative process is reflected in Omnia's innovative, yet measured visual identity.



Best visual identity from the property sector



Texture and Ruya International

Gold

A nascent brand with little market recognition and competition from over 600 other real estate firms, Ruya International set out to create a unique identity and market position for UAE-based holdings group, Texture. The brand could be developed on the strength of its name, with Ruya taking the associated notions of appearance and composition on which to build its image. Ideas of attention to detail are reflected in the brand logotype, which includes a four-point star set among a series of interconnected lines –the Texture brand identity is based on connectivity, with a gold and grey colour palette emphasising the premium in UAE's real estate market. With the new identity now implemented across its wealth of communications channels, Ruya has oriented the Texture brand toward its target audience of UAE-based mid-income consumers, and foreign investors seeking opportunity to invest. An elegant yet corporate image cements it as a key market player; yet Ruya ensures Texture's core brand values, such as reliability, remain intact.



GFH and Unisono

Silver

Innovative visuals underpin the identity of GFH's Harbour Row, differentiating it from similar waterfront developments. Using nautical tropes such as Morse code, as well as visual devices such as stencils, Unisono's work is carried by its typography, which aims to drive customer and investor engagement while communicating its contemporary aesthetic.



AHC: Al Habtoor City and Ruya International

Bronze

This partnership between Al Habtoor City (AHC) and Ruya International, uses the heritage of the AHC's parent brand to emphasise the development's credentials. Its visual identity also relies heavily on the prime location of AHC and the 'My City, My Legacy' brand position – Ruya hopes to encourage visitors to make their mark on this part of the Middle East, much like the city itself.

Highly commended – Alef Group and Brand Union

Highly commended – King Abdullah Economic City and Turquoise Branding

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Best visual identity from the public sector



Abu Dhabi Sports Council and CBA Memac

Gold

The remit of Abu Dhabi Sports Council (ADSC) extends far, encompassing the entire city and governing all of its sporting events. As such, CBA Memac was tasked with developing a visual identity to unite all events into one sporting culture, emphasising the city's sporting agenda and setting a precedent for the expected quality of its events.

CBA Memac's collaborative approach included a series of workshops where delegates from ADSC could be involved in rebrand ideas. From this, CBA Memac was able to create a visual identity which focused on encouraging people to change from a sedentary lifestyle, to one characterised by engagement and participation. Female sport and competitions were also high on the agenda. Building on the idea of ADSC's four brand pillars: 'A global leader,' 'Patrons of sport,' 'Elevating sports,' and 'Supporting Abu Dhabi's vision,' CBA Memac developed a ribbon design with four entwined strands. The ADSC ribbon extends across all of its brand architecture, successfully encompassing its offerings into one empowering identity.

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Best visual identity from the retail sector



Yamanote Atelier and Ruya

Gold

To establish itself in a Middle Eastern market, where it had little in the way of brand recognition, Yamanote Atelier brought in Ruya International to create a visual identity for the purveyor of luxury Japanese-influenced baked goods. Creating awareness of Yamanote Atelier's high-quality products was the first challenge for Ruya, which used notions of traditional Japanese aesthetics to create brand recognition.

Targeted towards the mid- to upper-end of the Dubai population, its sophisticated bakery produce is a key touchpoint and pastel colours are used to emphasise the approachability yet exclusivity of Yamanote's offerings. Wabi sabi (impermanence), shibusa (simplicity), miyabi (elegance), enso (Zen circle) and iki (originality) are the five terms chosen to signify Yamanote Atelier's brand proposition, successfully implemented by Ruya across its brand architecture. Since its launch Yamanote Atelier has opened a second bakery in the Dubai Mall and has reached nearly 25,000 followers on Instagram.



PRECISE Group and MBLM

Silver

The3DBee is the outcome of this collaboration between PRECISE Group and MBLM, a brand whose personality and mascot-like attributes combine to emphasise its customer credentials. PRECISE Group has created a colourful icon which combines technicality with approachability. One judge says, "Very nice visual brand identity, that makes the brand approachable although very technical and easy to identify."



Provedore and Ruya International

Silver

The development of Dubai's lucrative service sector has brought with it an influx of artisan eateries, with Provedore one of the latest additions. RUYA worked with Provedore to create an accessible yet high-quality eating experience. Based on brand pillars, including innovation, credibility, loyalty, and timelessness, alongside the French phrase 'Bon Vivre', RUYA developed a dining concept unique to the MENA region.

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Typeface
Designers

Best visual identity from the technology, media & telecommunications sector



Jawwy from STC and Lippincott

Gold

With the Middle Eastern telecommunications market under increasing pressure from saturation, changing population demographics and an always-developing communications landscape, carving a niche in which to make new brands viable poses difficulties. Jawwy from STC, a Saudi-based mobile provider, took these challenges on board and charged Lippincott with creating a simple, fresh brand to contrast with the patriarchal and traditional designs on the mobile landscape.

With its brand name meaning 'My way' in Arabic, Jawwy from STC already had a brand proposition – Lippincott focus on bright oranges and yellows to reinforce its modern credentials, while ensuring its compatibility with mobile and digital platforms. This need is also noted in the logotype design, built around vertical Arabic letterforms – the 'shadda' accent has been dropped to complement its visual and digital implementation. It is these touches, such as the use of co-created photography across Jawwy from STC's brand architecture, that sees Lippincott create a personal brand in an increasingly informal and similar market.



Al Aan and Turquoise Branding

Silver

With a target audience of modern and dynamic Arab women, Al Aan are an example of an infotainment channel challenging traditional conceptions of Middle East broadcasting. Turquoise Branding has taken this key proposition, with its visual design relying on bold, bright visuals alongside a mnemonic soundscape, to cement Al-Aan's place as a frontrunner of innovative media.



Cognit and Omnia

Silver

The cognitive computing concept is the theory behind the design of Cognit, a system to supply IBM's Watson computing capabilities to a more local audience. The direct and independent nature of the company drives its brand proposition, while the complex nature of the data it deals with leads its visual identity. Judges found the positioning easy to understand and the brand colourful.



ALO and Bellwether

Bronze

With an uptake of 200%, Bellwether has helped ALO become a serious contender in the telecommunications market. By developing a wordmark focused on the colour orange, Bellwether helped ALO establish itself in Dubai, offering a clear strategy through which ALO can communicate its vision across multiple brand touchpoints. Judges liked the clarity and use of photography in this rebrand.

Highly commended – AWASR and Bellwether

SECTOR

Best visual identity from the travel & leisure sector

VOX Cinemas and Bellwether

Gold

VOX Cinemas, previously known as Cinestar before a takeover by holding company Majid Al Futtaim, is the largest regional cinema brand in the Middle East. The company aims to capitalise on the increasing popularity of cinema visits in the region, with plans to expand another 450 screens across 10 countries by 2020. For VOX cinema customers, location is a much higher priority than the brand of cinema visited. Using the expertise of Bellwether, VOX has been able to focus on this crucial touchpoint while implementing a brand strategy to expand the VOX audience beyond the usual cinema demographic. Differentiating VOX from its competitors relied on adhering to the Majid Al Futtaim mission statement, 'To create great moments for everyone everyday.'

The work by Bellwether, rolled out across VOX's brand architecture, advertising, and other key touchpoints, thus retains its unified appearance. Yet, a focus on cinematic tropes such as action and colour highlight the quality of leisure time offered by this forward-thinking brand.



Moroccan National Tourism Office and Spring

Silver

Culture and character were two of the main aspects behind the new visual brand for the Moroccan National Tourism Office, implemented by Spring. Focusing on the needs of its UK audience, Spring focused particularly on the brand's digital application – the colour palette invokes a traditional Moroccan atmosphere, while optimised for all platforms. Judges commended it for a, "Fresh approach in this difficult and cluttered sector."



Makarem and Landor

Bronze

How best to reflect the fulfilling travel experience for religious visitors was at the heart of this partnership between Makarem and Landor. A net profit of \$10.7m was recorded for the third quarter of 2016. The new visual identity focused on its Arabic heritage, while emphasising the luxury of the Makarem hotels brand. One judge says this was an, "Excellent idea, beautifully crafted."



Highly commended – dans and StartJG

Highly commended – King Abdullah Economic City and Turquoise Branding

Highly commended – Shurooq (Al Noor Island) and Omnia

Best overall visual identity



Dubox and Latitude

Winner

The rebrand of DuBox by integrated agency, Latitude, shows how a brand can heighten and compliment a business' unique qualities and goals. DuBox is one of few construction companies operating in the Middle East that is looking to approach its business in an innovative way, with the potential to impact upon the sector and the wider environment.

The new visual identity helps to define DuBox's modular style of building, while creating a unique look that will make it stand out from its competitors. The DuBox wordmark employs the textures and shapes of the building modules, and inspires a graphic language that also takes its form from architectural draft paper. The graphic language is geometric and makes a solid square.

The colour palette chosen largely relies on tonal greys, offset by yellow accents. Variants in the shade of grey help to add depth to brand imagery, supplementing the perception of perspective present in DuBox's online and offline materials.

Photography is a key visual asset of the new brand identity; it captures the unique angles, colours, materials and the logo of DuBox, in construction site settings. Depth of focus and sharp, angular lines make the creative work striking, and set DuBox well apart from other construction companies operating in the region. Much of the photography also includes the people who work for DuBox – they offer contrast to the harsh angular lines and are always shot in a candid and un-staged manner.

The new brand lent itself to a wide range of applications, from stationary and paper-based materials, to the website and on-site applications such as site signage, uniforms and access cards. Latitude's rigorous set of brand guidelines ensures that DuBox's visual identity will remain vivid and consistent well into the future. It supports and enhances DuBox's vision, 'To challenge and change the way we build.'

Grand Prix

Jawwy from STC and Lippincott

Winner

Saudi Telecom Company-owned Sapphire and brand consultancy Lippincott created a brand for an app-based mobile service targeted at digitally-savvy Saudi youth. Around 65% of Saudi Arabia's population is between the ages of 15 and 34 and, as a group, they are active across social media and digital channels. Existing mobile telecoms companies failed to deliver on the needs of the region's youth, and Sapphire's new brand, Jawwy from STC, aimed to fill that gap.

The audience-led rebrand went beyond traditional research techniques and commissioned an ethnographic study of Saudi youth, led by one of the world's foremost ethnographic researchers, Jan Chipchase. The study provided Sapphire and Lippincott with invaluable insight into the priorities of contemporary Saudi youth, particularly with regards to mobile, digital and telecoms providers.

Jawwy from STC bucks the traditional and patriarchal perceptions associated with existing telecoms providers, instead, it aims to be inclusive and approachable. The new brand positioning includes the purpose, 'Shine your way: Helping you travel your life's journey on your terms.'

The name Jawwy from STC is a contemporary, colloquial Saudi word for 'my atmosphere,' 'my space,' or 'my vibe,' a fitting choice for the new brand's approach.

The digital-first design process began with the creation of the wordmark, and the contours of the Arabic letterforms influenced the core design language. The simple logo is suitable in shape for use as an icon on mobile devices, and was simplified yet further into a set of geometric shapes that were flexible enough to be used across a range of applications, including signage and wayfinding.

By addressing the public's issues with traditional telecoms brands, Sapphire and Lippincott were able to create an efficient, profitable and hi-tech brand for Saudi's next generation.





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