

TRANSFORM AWARDS

ASIA-PACIFIC
2018

WINNERS BOOK



Hybrid of the best of different worlds.

BEAMY is made up of a professional international team of passionate talents. Award-winning designers and art directors, experienced brand managers, marketing consultants, new media geeks, retail experts and product development specialists.

We believe and have proven that aesthetic design and its commercial value must coexist. The consistent goal we have with our clients – to work together to effectively improve business performance.

Brand Creation
Business Strategy
Environment Design
Content Creation
Digital Marketing

WELCOME



One of the most rewarding things to see in Transform magazine is a brand project that takes into account all the various touchpoints, platforms and media that could contribute to a better communication of a brand's positioning and purpose. At this year's Transform Awards Asia-Pacific, that has been true of the majority of projects considered by the judges.

The premiere winners exhibit this in spades. The 'Best overall visual identity' winner for 2019, the Chongqing Industrial Museum, explored its positioning through a shift in tone of voice and the introduction of a beloved mascot that helps the brand communicate visually and physically. The 'Grand prix' winner Harneys put repositioning at the core of its brand update. Using a digital platform as the basis for a shift in positioning, the law firm was better able to represent itself to its key audiences. Indeed other brands, like DiDi Chuxing, ensure a holistic focus on brand by addressing everything from the visual identity to the audio brand system.

Every winner at the Transform Awards should be proud of their excellent work as they have truly set the benchmark for rebranding and brand development across the Asia-Pacific region. Congratulations!

Brittany Golob

Publishing editor, Transform magazine

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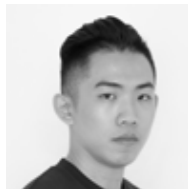
Andrew Begg, CEO, Traffic Brand Agency

With a career spanning almost three decades and experience transforming brands and businesses across five continents, Andrew is one of the industry's most accomplished brand transformation specialists. Having worked his way up through the world's preeminent branding, advertising and design agencies, Andrew has skills in a breadth of disciplines. A designer by trade, he has spent 25 years cultivating his strategic, creative and digital skillset. Now, with a client portfolio boasting some 300 brand transformations, it comes as no surprise that Andrew is a specialist in an extensive number of industries.



Maria Bourke, brand director, Steelcase

Maria is brand director, Asia-Pacific at Steelcase, the global leader in the office furniture and work life solutions industry. She is responsible for building brand awareness and engaging brand experiences while overseeing future direction of the brand. Maria has over 20 years of experience in brand, innovation and creative strategy with extensive multidisciplinary design experience from in-house, corporate and consultancy roles. She has covered the electronics, lifestyle entertainment, luxury, workspace and technology sectors and worked with leading global brands across Europe, US and Asia-Pacific.



Basil Cheung, senior manager, creative & branding, Bowtie Limited

Basil joined online insurance platform, Bowtie Limited as senior manager, creative & branding. Based in Hong Kong, he manages Bowtie's global branding and growth strategy. On a city level, he provides insights on marketing strategy, creatives and data analysis. With a Master's in advertising from the Chinese University of Hong Kong, Basil has always had an eye for inventive branding strategies. Prior to his role at Bowtie, Basil was the branding lead at Uber Eats and GoGoVan. He has a wealth of experience from international advertising agencies, including Leo Burnett, Ogilvy & Mather and McCann Erickson where he worked with a range of global clients such as Cathay Pacific, P&G, Pfizer and Kimberly Clark.



David Solzbacher, associate creative director, Elmwood

With dual French and German nationality, David's portfolio is eclectic spanning not only Europe but also Asia-Pacific and beyond. David has over 15 years of experience supporting global clients, regional powerhouse brands and boutique local influencers. Based in Singapore for the past 12 years, David has led the Elmwood Asia creative department for the past five years, working on a wide variety of projects from brand identity to packaging through to developing full 360 degree brand world activations.



Harsha Harjani, formerly corporate communications lead, Aviva

Based in London, Harsha is a global communications professional with over 14 years of experience managing PR campaigns in Asia, the Middle East, Europe and South America. She has spent a significant amount of time within the financial services and public sectors. Skilled at crafting the corporate narrative to help promote competitive advantage and navigate change, she is a passionate believer in the value of authentic communications to create a positive impact.



Adam Cowlshaw, head of marketing, Studio XII

Adam spent four years with retail giant Boots UK (part of Walgreens Boots Alliance, Inc.) where he delivered unprecedented growth for the online business. Relocating to Asia, he was charged with accelerating the delivery of growth targets for an equity-backed healthcare venture through the development and execution of a regional marketing strategy across Hong Kong, China and Singapore. Today, Adam runs Studio XII's personal care business across eight markets, helping international brands leverage local consumer insight to achieve competitive advantage. He is delivering ambitious plans to expand operations into the wider region.



Michael Friedberg, head of commercial marketing/market strategy, IBM Digital Business Group

With almost 20 years of experience in marketing, primarily focused on the tech sector, Michael has seen a huge amount of change. His experience has reflected the challenges that companies face as they digitally transform to meet the ever demanding needs of their customers, patients and citizens. At IBM, Michael runs two teams that identify the needs of the market, at a buyer level, and design marketing programmes. They also work to allow sellers to use the latest data analytics, digital and social tools plus digital content to build understanding around how IBM's capabilities can be used to solve business challenges.



Hillman Lam, general manager, Trip.com

Hillman is the general manager for Trip.com, Hong Kong and Taiwan, a member of Ctrip International Ltd. Prior to Trip.com, his marketing experience spans across companies such as Zuji, Plaza Premium Lounge and Hong Kong Airlines. Hillman has built an extensive network across the media and travel industries, focusing on online-to-offline marketing, sales-driven opportunities, partnerships and business development. His unique insight into travel, combined with his experience in e-commerce and passion for brand identity, drives his focus on delivering the most innovative, customer driven solutions.



Sean Lang, deputy program director, Greenpeace East Asia

Sean works for Greenpeace East Asia as deputy program director, responsible for the organisation's communications strategy, to build up a global team and implement more than 20 projects. He also leads the organisation's digital strategy design, driving Greenpeace to adapt to a digital world while maintaining its cutting edge position in the industry. Before Greenpeace, Sean worked across different international business sectors as a marketing specialist and marketing director. Sean graduated from Peking University with a political science degree.



Kris C.Y. Leung, associate director, corporate communications and client relations, Vigers Group

Kris is responsible for overall corporate communications, marketing, research and client relationship management for Vigers Group, a surveying firm headquartered in Hong Kong. He has worked in marketing for over 10 years after graduating from Northumbria University. Throughout his career, he has built brand awareness and enhanced companies' overall brand images. Kris is currently a professional member of the Chartered Institute of Marketing and the Hong Kong Public Relations Professionals' Association.



Josie Ling, art director, MDreams Global, Hong Kong

Josie is a design professional with over 12 years of experience working for award-winning agencies and in-house branding and communications teams. Starting her career in the London at Bibendum, she then moved to Hong Kong in 2009 working across a number of notable campaigns, including heading up art direction for Harper's Bazaar. Josie is currently art director at MDreams Global in Hong Kong. Prior to MDreams Global, she held the position of art director at MADE Creative.



Sharon Lun, head of corporate communications, HAECO

Sharon is head of corporate communications at Hong Kong Aircraft Engineering Company Limited (HAECO Group), a Swire Group company. An experienced communications professional, Sharon possesses extensive in-house and agency experience in advertising, branding, corporate communications and more. She works across a wide range of industries including aviation, healthcare, luxury brands, FMCG and telecommunication and led the rebranding for the HAECO Group. She holds a Bachelor's degree from Hong Kong Baptist University and an MBA from the University of Iowa.



Jen McCombie Burman, head of marketing, Indigo Living

Jen spearheads the marketing team for Indigo Living which encompasses both B2C and B2B operations across Asia-Pacific and the Middle East. She is a marketing and branding professional with over 12 years of extensive experience working in creative agencies and in-house for fashion and travel brands. Prior to Indigo Living, she worked as global marketing manager for Pacsafe. Adopted and raised in Hong Kong by British parents she has an international, multicultural background and has worked for TBWA, M&C Saatchi, Publicis and Pacsafe with clients such as, Mandarin Oriental, Marriott International, Anna Sui, adidas, Standard Chartered Bank and MGM Grand Macau.



Mei Mei Song, senior manager, branding, Plaza Premium Group

Mei Mei grew up in Hong Kong and was educated in Edinburgh. Her first love is economics and politics, but she pursued journalism. At the Hong Kong Tatler and Macau Tatler, she wrote about wine, fashion, architecture, jewellery, food and art, later becoming editor of AsiaTatler.com. With a penchant to immerse herself in different business cultures, she joined Plaza Premium Lounge, the world's leading independent lounge network. She has been instrumental in its global rebrand, introducing new premium services into major international airports through brands like Aerotel, Airport Dining, and Allways.



Bradley Wadsworth, VP training and internal communications, Global Cloud Exchange

Bradley is vice president of training and internal communications at Global Cloud Xchange, a subsidiary of Reliance Communications. With over 20 years of experience in Asia specialising in marketing and HR, he helps build brand awareness internally and externally through training and corporate branding efforts. Brad is a recipient of the 'Distinguished trainer award' from the Hong Kong Management Association. He holds a Bachelor's of business administration from the University of Texas at Austin, an MBA from Thunderbird School of Global Management and is currently working on a Doctorate in business administration degree at SBS Swiss Business School.



Bonnie Wu, corporate communications director, Anbang International

Bonnie is an accomplished communications leader with two decades of global experience helping multinational companies build success through strategic communications and brand management. She is currently corporate communications director at Anbang International, the global investment arm of Anbang Insurance Group, in charge of M&A communications, brand building strategy and employee engagement in all markets outside of China. Before that, she has held senior communications roles in leading financial institutions including AIA, Allianz Global Investors, BNP, Citigroup and Credit Suisse. Bonnie speaks and writes fluently in English, Mandarin and Cantonese.



Natalie Yuen, senior manager, public affairs and communications, FrieslandCampina

Natalie joined FrieslandCampina Limited (FCHK) in 2012, establishing its public affairs function. Natalie leads the strategic development and oversees the execution of FCHK CSR campaigns, external communications, crisis management and stakeholder engagement. Currently, she is the senior manager of public affairs and communications. Under Natalie's leadership, FCHK has received over 20 awards in the past three years at both the local and regional levels. Before joining FCHK, Natalie demonstrated extensive experience of public affairs, PR and communications in agency and in-house roles.

WINNERS

CONTENT

Best use of a visual property

Gold – The Coca-Cola Company (City Cans Launch Communication) and Labbrand
Silver – Harneys and Living Group
Bronze – Hurst and Traffic Brand Agency
Bronze – Zalora and Superunion
Highly commended – Amber Aviation and Sedgwick Richardson
Highly commended – Targus ANZ and SomeOne

Best brand architecture solution

Gold – Ramrajya and Superunion
Silver – CLSA and Sedgwick Richardson

Best use of copy style/tone of voice

Gold – Excitel and Brands of Desire
Silver – MeWeWPP and Superunion

Best brand experience

Gold – NOC and Superunion
Silver – Keells Supermarket and Whippet
Bronze – Country Garden Australia and Traffic Brand Agency
Bronze – GDC Technology and QUECO STUDIO
Highly commended – DiDi Chuxing and MetaDesign Beijing
Highly commended – Din Tai Fung and BEAMY

Best use of packaging

Gold – O-I New Zealand and Voice Brand Agency
Silver – No Ugly and Culture&Theory
Bronze – Guangzhou Lonkey Enterprise and LPK
Highly commended – Unilever – OMO (China) and 1HQ Brand Agency

Best wayfinding or signage

Gold – Shayher Group and Corlette
Silver – William Inglis & Son and Corlette
Bronze – GF Securities and Labbrand

Best use of audio branding

Gold – Hyundai Motor Company and why do birds
Silver – DiDi Chuxing and MetaDesign Beijing with why do birds

Best use of typography

Gold – Reside and Voice Brand Agency
Gold – The Thavorn Beach Village Resort and Simplisis
Silver – Hurst and Traffic Brand Agency
Bronze – Chamber Music New Zealand and Voice Brand Agency
Highly commended – Hiakai and Voice Brand Agency

PROCESS

Best external stakeholder relations during a brand development project

Gold – Elderton Homes and Traffic Brand Agency
Silver – SATA Tools and Siegel+Gale Shanghai

Best internal communications during a brand development project

Gold – Westpac New Zealand and Culture&Theory
Silver – Mercy Hospice and Cluster Creative
Highly commended – Elderton Homes and Traffic Brand Agency

Best implementation of a brand development project

Gold – DiDi Chuxing and MetaDesign
Silver – Harneys and Living Group
Bronze – Hurst and Traffic Brand Agency
Bronze – The Coca-Cola Company (City Cans Launch Communication) and Labbrand
Highly commended – Cancer Council Australia and SomeOne

Best localisation of an international brand

Gold – Unilever – OMO (China) and 1HQ Brand Agency
Silver – Monde Nissin (Quorn) and Labbrand
Bronze – Isuzu and Superunion

STRATEGY

Best creative strategy

Gold – Sun Life Financial and Prophet
Silver – NOC and Superunion
Silver – NZC and Culture&Theory
Bronze – Collins and Superunion
Highly commended – Elderton Homes and Traffic Brand Agency
Highly commended – Zalora and Superunion

Best brand evolution

Gold – Collins and Superunion
Silver – NZC and Culture&Theory
Bronze – Air Tahiti Nui and FutureBrand
Bronze – Formula E and Prophet
Highly commended – Hsu Fu Chi and Labbrand
Highly commended – Property Brokers and Voice Brand Agency

Best strategic or creative development of a new brand

Gold – L'Escape and Prophet
Silver – equilo and Living Group
Silver – MeWeWPP and Superunion
Bronze – Hsu Fu Chi and Labbrand
Highly commended – Amber Aviation and Sedgwick Richardson

Best naming strategy

Gold – equilo and Living Group
Silver – Reside and Voice Brand Agency
Bronze – Byton and MetaDesign Beijing
Highly commended – Intra and Cluster Creative

TYPE

Best corporate rebrand following a merger or acquisition

Gold – CLSA and Sedgwick Richardson
Silver – YongHe Hair Transplant and Siegel+Gale Shanghai

Best brand development project to reflect changed mission, values or positioning

Gold – Harneys and Living Group
Silver – Furrion and Prophet
Bronze – Excitel and Brands of Desire
Bronze – NZC and Culture&Theory
Highly commended – Enrich Living Services and Traffic Brand Agency

Best brand consolidation

Gold – DiDi Chuxing and MetaDesign Beijing
Silver – CLSA and Sedgwick Richardson

Best rebrand of a digital property

Gold – Harneys and Living Group
Silver – FairPrice On and Superunion

SECTOR

Best visual identity by a charity, NGO or non-profit

Gold – MeWeWPP and Superunion
Silver – Mercy Hospice and Cluster Creative
Bronze – Cancer Council Australia and SomeOne

Best visual identity from the education sector

Gold – E Plus and FutureBrand

Best visual identity from the energy and utilities sector

Gold – Wison Group Holding Limited and Siegel+Gale Shanghai
Silver – YTL PowerSeraya and Brandient

Best visual identity from the financial services sector

Gold – Shanghai Baoding Investment Co. Ltd and JWDC
Silver – CLSA and Sedgwick Richardson

Best visual identity from the food and beverage sector

Gold – No Ugly and Culture&Theory
Silver – NOC and Superunion
Bronze – Nicepeople and JWDC

Best visual identity from the healthcare and pharmaceuticals sector

Gold – Intra and Cluster Creative
Silver – Jiahui, Inc and BEAMY
Bronze – YongHe Hair Transplant and Siegel+Gale Shanghai

Best visual identity from the professional services sector

Gold – Harneys and Living Group
Silver – Enrich Living Services and Traffic Brand Agency
Bronze – Yonyou Technology and Siegel+Gale Shanghai

Best visual identity from the property, construction and facilities management sector

Gold – Chongqing Industrial Museum Development Co. Ltd and JWDC
Silver – Joyer and Superunion
Silver – Shanghai Vanke Co. Ltd and JWDC
Bronze – Property Brokers and Voice Brand Agency
Bronze – Ramrajya and Superunion

Best visual identity from the retail sector

Gold – Activ8me and Traffic Brand Agency
Silver – Keells Supermarkets and Whippet
Bronze – FPON and Superunion
Highly commended – Winc and FutureBrand

Best visual identity from the technology, media and telecommunications sector

Gold – Furrion and Prophet
Silver – equilo and Living Group
Bronze – Excitel and Brands of Desire
Highly commended – Zhong Yun Xin Data Service Co. Ltd and Siegel+Gale Shanghai

Best visual identity from the transport and logistics sector

Gold – Isuzu and Superunion
Silver – DiDi Chuxing and MetaDesign Beijing
Bronze – Amber Aviation and Sedgwick Richardson
Highly commended – Brabham Automotive and SomeOne

Best visual identity from the travel, leisure and tourism sector

Gold – L'Escape and Prophet
Silver – Formula E and Prophet
Bronze – Air Tahiti Nui and FutureBrand

Best overall visual identity

Winner – Chongqing Industrial Museum Development Co. Ltd and JWDC

Grand prix

Winner – Harneys and Living Group

BEST USE OF A VISUAL PROPERTY

Gold – The Coca-Cola Company (City Cans Launch Communication) and Labbrand

For its 'Faces of the City' campaign, Coca-Cola partnered with the famous illustrator Noma Bar to create 23 sleek can designs which are a celebration of the people, their cities and the rich cultural landscapes of China. It also encapsulates the characteristics that make each city distinctive – an important factor for any brand trying to broaden its influence and win new customers in the highly competitive and fast-growing Chinese soft drinks market.

Through the creation of still images and motion-based narrative content, Labbrand's design team developed a toolkit of visual assets and engaging communications. The judges agreed that a clearly set challenge and clever strategic approach meant the use of visual design took the original campaign to the next level.

One judge said, "This campaign delivered an inspiring result that beautifully complements the limited edition design and expands the brand universe way beyond the can."



Silver – Harneys and Living Group

Living Group was tasked with humanising international offshore law firm Harneys, expressing its brand as fun and approachable, yet pragmatic. The judges thought this tough balancing act was beautifully executed. One said, "The new visual imagery style is approachable and quirky, yet communicates the necessary trust and credibility."



Bronze – Hurst and Traffic Brand Agency

Rebranding construction company Hurst involved retaining the Hurst name with a new logotype and brand identity proclaiming its purpose. Traffic developed the strapline, 'Create. Construct. Change.' to appeal to clients who want more than a bricks-and-mortar quotation. One judge said, "Traffic has developed a credible looking new identity and supporting materials, creating a strong visual language."



Bronze – Zalora and Superunion

Zalora was fading into the sea of generic online fashion brands until Superunion reinvigorated the brand, strategically and visually. "The newly introduced suite of graphic patterns provides a versatile canvas that allows Zalora to successfully flex and stretch brand communications to suit a variety of styles and messages," said one judge.



Highly commended – Amber Aviation and Sedgwick Richardson

Highly commended – Targus ANZ and SomeOne

BEST BRAND ARCHITECTURE SOLUTION



Gold – Ramrajya and Superunion

In a city of dreams, where owning a home can transform your life, Superunion wanted to democratise progress and ascension for more than 10,000 lower income Mumbai families. As the world's largest affordable housing project, the development was named Ramrajya, the mythical kingdom of Lord Ram where every soul was fearless, every head was held high and every dream was fulfilled.

The team defined a positioning, identity and brand experience that truly embodied its purpose – that of catalysing a new era of progress in the lives of its customers. The identity for Ramrajya symbolises a new dawn, where pure sunlight touches everyone, everything and every belief equally.

The identity needed to go beyond a logo and define a unique language. Superunion did this by translating the identity into eight visual renditions, one for each pillar of the brand. Each rendition of the Ramrajya logo for the brand pillars tells its own unique story.



Silver – CLSA and Sedgwick Richardson

Sedgwick helped CLSA redefine its brand positioning strategy and proposition after it was acquired by CITIC Securities. It then helped CLSA to restructure its brand architecture, bringing clarity and structure for future growth as part of a larger group, while also redesigning the brand's visual identity to signal change to the market.

BEST USE OF COPY STYLE OR TONE OF VOICE

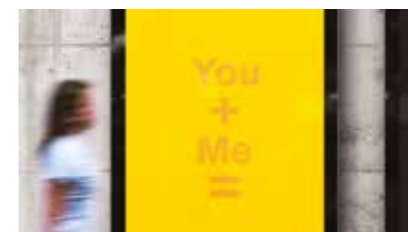


Gold – Excitel and Brands of Desire

Brands of Desire reevaluated Excitel's core values and reworked its mission, vision and brand offering, so that its messaging resonated with the tech-savvy teenagers and young adults of India. The objective was to redefine Excitel's brand personality and leverage it to communicate its uninterrupted and high-performance internet connectivity as the key offering for the Indian youth's home entertainment needs.

It began by reworking Excitel's copy style and tone of voice under a new verbal identity system, covering both internal communications as well as its external ones. Acknowledging that the younger generation isn't interested in the same old sales-pitch heavy language, Brands of Desire established a more conversational vocabulary, arriving at a copy style that is "bold, candid, and exciting," according to one judge.

Excitel, with its improved market-differentiated message and value proposition, is now better equipped to engage prospective customers, win their trust and steadily build its credibility.



Silver – MeWeWPP and Superunion

MeWeWPP was born as an internal movement, to invite like-minded individuals to come together and champion equality and diversity across the WPP Singapore business. The name is inspired by the world's shortest poem, by Muhammed Ali, and perfectly reflects the desire to strip jargon and superlatives from this important topic.

CONTENT

BEST BRAND EXPERIENCE

Gold – NOC and Superunion

With a philosophy rooted in minimalism and curation, coffee company NOC aspires to deliver a brand experience that offers customers moments of calm and reflection, to appreciate and connect with the things that matter.

Superunion bought this experience to life – starting with a brand positioning of curated simplicity, told through a contemporary visual identity and retail journey designed to offer moments of calm in the chaos of the city. It created a bespoke art direction style, and shot an image library for social media, print and promotional use – all with a focus on curation.

The judges agreed the brand delivered on serving customers. One said, "A very much needed new brand in Hong Kong." Another judge added, "Simple, yet effective design that, even in a market saturated with similar brand experience offerings, holds its own, through clever use of white and minimalist branding with a distinct personality."



Silver – Keells Supermarkets and Whippet

Whippet's rebranding of Sri Lankan retailer Keells saw vivid green exteriors added to its shops, with new lighting and signage designed to give new customers a first impression of 'freshness.' One judge said, "Good for the 'Colombo Pop' colour scheme used in-store." Another judge added, "Very impressive new shopping experience."



Bronze – Country Garden Australia and Traffic Brand Agency

It was at the sales centre where Traffic's rebranding of property developer Country Garden truly came to life. Including touch-screen technology and an immersive brand zone to enhance the overall customer experience, the change wowed judges. One said, "The 'smart move' concept is one that enriches the mind, body and soul."



Bronze – GDC Technology and QUECO STUDIO

By replicating a cinema projectionist's work routine and demonstrating how the technology helps operators to cut costs, QUECO STUDIO enabled visitors to engage and learn about GDC Technology. As one judge said, "A clear approach and bold and scaleable design solution that clearly expresses the brand and explains the technology behind it."



Highly commended – DiDi Chuxing and MetaDesign Beijing

Highly commended – Din Tai Fung and BEAMY

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BEST USE OF PACKAGING

Gold – O-I New Zealand and Voice Brand Agency

The New Zealand arm of glass bottle manufacturer O-I Glass saw an opportunity to help antipodean craft beer makers launch their brands into the growing Asian markets. Together with Voice and students from Unitec, a technology and design university based in Auckland, they developed 'The Provider.'

A key consideration was Chinese consumers' love of numbers and their meanings. So O-I Glass used unique bottle liquid measurements to express luck and prosperity, which completely redefined measurements in the sector. The 888ml bottle is big enough to share – sharing a drink being an important part of the social experience in Asian culture – while the 258ml bottle is small enough for tasting.

"Interesting project, and a beautiful result, a distinctive bottle shape that certainly looks spot on for the craft beer market," said one judge. "The beer bottle design is really stand out, and all the details are specific for the Asian draft beer market," added another.



Silver – No Ugly and Culture&Theory

For New Zealand beverage company No Ugly, Culture&Theory striped away all unnecessary details from its packaging. The product itself contains 'no ugly' ingredients – meaning preservatives and sugars. One judge described it as a bold, "ultra simplistic design that seems to have delivered the right results for the brand."



Bronze – Guangzhou Lonkey Enterprise and LPK

To help Lonkey Enterprise disrupt its market, LPK tapped into the desires of Chinese Millennials and the feeling of shopping for fashion when in the laundry care aisle. "Quirky pastel packaging that tells a relevant story for its Millennial target audience – disruptive and differentiated...standout on shelf," said one judge.



Highly commended – Unilever – OMO (China) and 1HQ Brand Agency

BEST WAYFINDING OR SIGNAGE



Gold – Shayher Group and Corlette

Corlette captures a unique sense of place through a Brisbane-centric, hotel narrative of a 'river dreaming.' Large W sculptures set the tone for the Shayher Group hotel – combining Brisvegas glitz with the vibrant colour of the jacaranda trees surrounding the site.

Different qualities of water are explored through materiality, from highly reflective lettering like still water, to letters that appear like tumble-worn river stones. Signage made of water droplet-like discs and dichroic surfaces shift and change as guests travel past them.

"The visual system is actually highly organised," said one of the judges. "The petal motifs, angular and serif typographies are well choreographed to give a sense of fun, encouraging the eye to explore at every turn." Another commended the articulation of the challenge and strategy in this submission. "The signage proposed is hip, trendy and youthful reflecting the W brand...Overall, this submission met the challenges and delivered a creative solution."



Silver – William Inglis & Son and Corlette

The details in the Corlette-designed signage of 100 year-old brand William Inglis & Son celebrated its passion for equine culture, from rural cues in replica rooftop typography to barn bracket exteriors. One judge said, "The team has created a modern classic and it is a delight to look upon this heritage brand's new clothes."



Bronze – GF Securities and Labbrand

Redefining the existing graphic element of GF Securities to be more dynamic and sophisticated, Labbrand incorporated a new visual language into the design of the iconography system. "The ambient signage internally is understated but identifiable, and there is a calm that comes across, which is quite appealing," said one judge.

BEST USE OF AUDIO BRANDING

Gold – Hyundai Motor Company and why do birds

In 2017, Hyundai's embarked on a 360 degree audio branding project to make the Hyundai brand come alive acoustically in the audio and audio-visual media surrounding the Genesis model launch.

Spherical instrumental arrangements mirror the 'understated elegance' present in the auto branding. Meanwhile, its Korean heritage is conveyed by a distinct rhythm, inspired by the sound of the jangudrum, which is also picked up in the five-note leitmotif and the sonic logo. The rhythm is unusual, dynamic and reflects the independent-minded character of the brand.

Explicit guidelines were developed by why do birds to support Hyundai's marketing departments and agencies in implementing the new sound, ensuring consistency globally while reducing costs to create new music. With films grounded in the new Genesis sound and showrooms filled with the subtle soundscape as well, the new audio branding has built a strong, consistent Genesis brand experience.



Silver – DiDi Chuxing and MetaDesign Beijing with why do birds

Ride-hailing business DiDi Chuxing discovered its in-app sound signature lacked the emotion, friendliness and international appeal of its brand. Inspired by desired associations like 'the city,' 'international,' and 'energy,' it worked with MetaDesign and why do birds to create a new sound signature that captured both the rhythm of urban life and the upbeat character of its brand.



BEST USE OF TYPOGRAPHY

Gold – Reside and Voice Brand Agency

Commercial property developer Location Group wanted to change the trust dynamics of the residential property market in Auckland by developing a brand that would communicate care, openness and durability. Voice Brand Agency created 'Reside' to contrast with the 'revolving door' mentality of other property developers.

The typography of the logo aligned directly with luxury apartments and with the city of Auckland. The use of a serif typeface assured the empty nester market that this was a brand they could depend on. It helped set the tone for all other communications.

"The design is luxury, elegant and lifestyle, which is a very good starting point," highlighted one judge. Another added, "Clear direction and strategy from the client led to a very effective logo and typography that helped to position the Location Group right where it wanted to be."



Gold – The Thavorn Beach Village Resort and Simplis

Simplis was tasked with retaining the identity and traditional Thai style of the Thavorn Beach Village Resort while, at the same time, continuing to communicate the value of traditional Thai arts to guests. Thus, the process of typography design needed to represent the value of the brand's appearance.

Simplis characterised a handwritten Thai alphabet and blended it lightly with the English alphabet to evoke a sense of multiculturalism. The typography thus represents the Thai nature of the resort, while conveying its value to international visitors and clients. The new brand is one that will help inspire other Thai businesses to take pride in the country's primitive art.

"A good example of brand localisation via typography – it uplifts the image of the resort," said one judge. "Clear understanding of the market, industry and challenges faced," added another. "The outcome was a strong response to the strategy."



Silver – Hurst and Traffic Brand Agency

Rebranding construction company Hurst involved retaining the Hurst name while implementing a new logotype and brand identity that could appeal to clients who want more than a bricks-and-mortar quotation. One judge said, "The choice of 'H' is smart and the typography builds a good foundation for the entire business."



Bronze – Chamber Music New Zealand and Voice Brand Agency

Starting with a traditional serif typeface for both the English and Maori wordmarks of Chamber Music New Zealand's brand, Voice identified a bespoke typeface that could align with the classical music offered by the chamber orchestra while also shifting the perceptions of stakeholders. "Nicely crafted typography which is well matched with the circular grid and graphic," said one judge.



Highly commended – Hiakai and Voice Brand Agency

Fortune favours the brave



We appear to be living in mercurial times. What worked before no longer does and our appetite for fresh experiences is seemingly insatiable. Trends still pervade our daily lives and often dissipate as swiftly as they emerged but new methods in which we interact with our world are changing the paradigm of 21st century life. How people think and what they want from brands is more important than ever, this cannot be underestimated in a highly competitive brand landscape.

Working with professional service brands we've observed a sort of paralysis of conformity. Many clients promote the same values and personalities which results in homogeneity in corporate brand identity. Audiences have no real discernible choice and brands have no distinctly identifiable voice. Law firms in particular, typically display superficial differences in brand image and voice. Of course firms can still maintain a healthy balance sheet without a particularly engaging brand, but it only takes a bold move from one firm to capture the imagination of the legal landscape and seriously shift the balance of power.

There are of course barriers in firms that restrain them from standing out from the crowd. Being a partnership means they need a solid consensus to enable change and as many of us know whether its five or 250 people, it's no mean feat to get them to agree to significant change. Lack of resource can also go against a brand effort. Firms often have small marketing and communications teams who are already inundated with the daily stream of work to support pitches. Then of course, there's the big fear of what their clients will think.

We have strategies in place to help mitigate these issues. For instance, establishing steering committees to help guide the partners, deployment approaches, providing internal teams with all the assets and guidance they need to activate the new brand and on boarding processes that help the firm communicate why things have changed.

But without a genuine enthusiasm for change internally, brands can find themselves regressing into a safe and ineffective position that blends into the sameness of the competitor landscape.

In our experience, it takes a confident, unified vision to affect change. We encountered this in our recent relationship with Kasowitz. A law firm that back in 2017 had a brand identity that was worlds apart from who they really were. Our research unearthed a culture that embraced creative thinking, had a relentless commitment to clients' success and a calculated aggressive drive that led to most cases being settled out of court. This ethos was palpable among all the partners we interviewed, in fact in the four films we produced for Kasowitz, none of the lawyers were briefed on what to expect, yet all of them had the same attitude and the same conviction.

Kasowitz were unapologetic but sincere about who they were and fully embraced the creative journey we took them on. We were astounded by their appetite for bolder, more challenging expressions which put them in an unprecedented brand position for a law firm. For us, the power behind this transformation was a firm culture that believed in being different and had no fear in being seen as such.

We believe that organisations achieve stand out not just because they want to be different but because they are different. Brands that embrace their unique sense of self have the opportunity to capture imagination and inspire audiences to believe in them and with belief, comes the power to transform perceptions.

Andy Richards is creative director at Living Group

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BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – Elderton Homes and Traffic Brand Agency

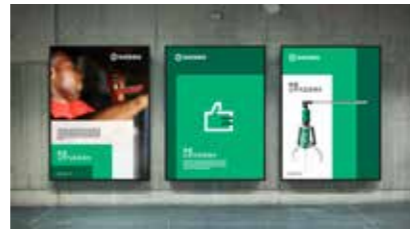
Elderton Homes in the north west of Sydney’s metropolitan area has been offering Sydneysiders reliable and honest customer service in the property market since 2009. But, a weak brand was inhibiting Elderton’s ability to compete in a competitive and price-conscious market. The brand turned to Traffic to develop a new mission based on individuality, craft, service and affordability.

The result is a digital-ready brand complete with a slightly offbeat typeface, replacing a bland corporate slab serif. The new brand is a departure from the old, but not so much so that there is no link between the two. The new wordmark, for example, still uses green, as with its predecessor. And yet, this green is electric. It helps the company communicate with its audience, tailoring the brand to potential residents with a friendly tone of voice and a refreshing digital presence. Judges were impressed with the range of communications enabled by this rebrand as well as Elderton’s breaking with tradition in the property sector.



Silver – SATA Tools and Siegel+Gale Shanghai

Rebranding professional tools and solutions services provider SATA required Siegel+Gale to approach both the internal and external stakeholder audiences in a new way. The resulting brand is representative of the internal culture while offering a fresh visual identity and positioning to clients, prospective clients and other stakeholders.

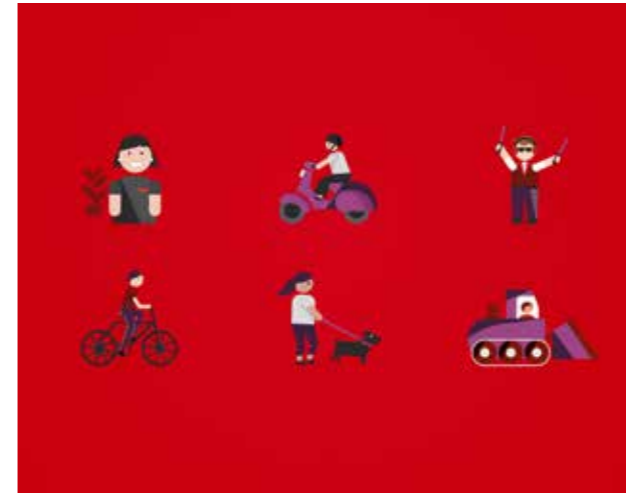


BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – Westpac New Zealand and Culture&Theory

Westpac had recognised that the successful evolution of a brand can live or die by its levels of stakeholder engagement, buy-in and collaboration. Westpac kept that in mind when working with Culture&Theory on a major brand evolution for the banking brand comprising over 5,000 employees. The previous rebrand had almost zero stakeholder communication and engagement resulting in a culture of scepticism. Digging beneath the surface, Westpac realised it failed to communicate with its employees throughout those processes, thus creating a culture in which ‘brand’ was viewed as complicated, expensive and unnecessary.

Ramping up the level of stakeholder engagement was therefore the only way to ensure that the true meaning of its brand purpose would not only be understood across the business, but also stick for the long term. “The team really understood the inherent cultural challenges of the organisation and developed the project around the need to bring employees on the journey,” said one judge.



Silver – Mercy Hospice and Cluster Creative

Cluster Creative worked strategically with everyone at Mercy Hospice to turn the insights it had gathered during the research phase of a rebrand into a strategic direction for the company. One judge said, “Incorporating language used by staff themselves shows a real commitment to listening and building something that is genuine.”



Highly commended – Elderton Homes and Traffic Brand Agency

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Gold – DiDi Chuxing and MetaDesign

Last year, taxi-hailing app DiDi Chuxing was faced with inconsistent brand communications and the pressures of global expansion and continued development. It needed a refreshed design language – one that would not only reflect its global ambitions, but also one that would speak to users all over the world as one brand. MetaDesign helped it create a bold, new creative concept founded upon a new signature graphic, giving the brand greater flexibility, confidence and consistency.

Judges agreed that it was a modern refresh, simple and effective enough to work across multiple mediums and a wide target group. "Excellent use of a very simple icon, partnered with creative execution results in something world class," said one. Another added, "Great development work to show a new brand – simple, yet the circle manages to deliver the focal point with movement and motion. It all works really well."



Silver – Harneys and Living Group

Living Group's aim was to humanise the Harneys brand and express it as a fun, friendly and approachable law firm with a commercial and pragmatic mindset. One of the judges said it was "eye-catching, human and fresh," while another loved the use of illustrations and thought they helped "bring everything to life."



Bronze – Hurst and Traffic Brand Agency

Developing the rebrand of construction company Hurst required Traffic to implement a new logo and visual identity that would help inspire clients to think beyond the traditional bricks-and-mortar option. One judge praised the "challenging market and brief," adding that the project was an "excellent rebranding and multi-touchpoint execution leading to direct business results."



Bronze – The Coca-Cola Company (City Cans Launch Communication) and Labbrand

Labbrand created still images and motion-based narrative content as part of a toolkit of visual assets and engaging communications for Coca-Cola's 'Faces of the City' Chinese campaign. One judge said, "People of all ages can relate to the illustrations based on the city. Really creative, engaging and fun brand campaign."



Highly commended – Cancer Council Australia and SomeOne

BEST LOCALISATION OF AN INTERNATIONAL BRAND

Gold – Unilever – OMO (China) and 1HQ Brand Agency

The existing packaging for OMO's 'Dirt is Good' didn't communicate the product's natural qualities to shoppers and consumers. Global strategic brand agency 1HQ was thus tasked with designing a new natural proposition. With the additional offering of sensitive colour care, consumer research validated OMO as being suitably different to the usual powder detergent available in this market.

Following its successful market introduction, the brand is now considered by Chinese shoppers and consumers to be more natural, made with natural ingredients, gentle on skin and easier to rinse away. One judge said, "Nicely executed campaign to suit the market with product adaptation and a packaging update that reflected the consumer and market preference." Another added, "Nice use of floral water colours. It really helps to reinforce the nature ingredients of the brand. Floral styling is very different to competitors and helps tell more of a story."



Silver – Monde Nissin (Quorn) and Labbrand

Labbrand worked with Quorn and Monde Nissin to develop an insights-driven localisation strategy targeting the Philippines, Thailand, Hong Kong and Singapore. "Love that the agency has really focused on food, which seems to be the topic of conversation for people of all ages and demographics in Asia," said one of the judges.

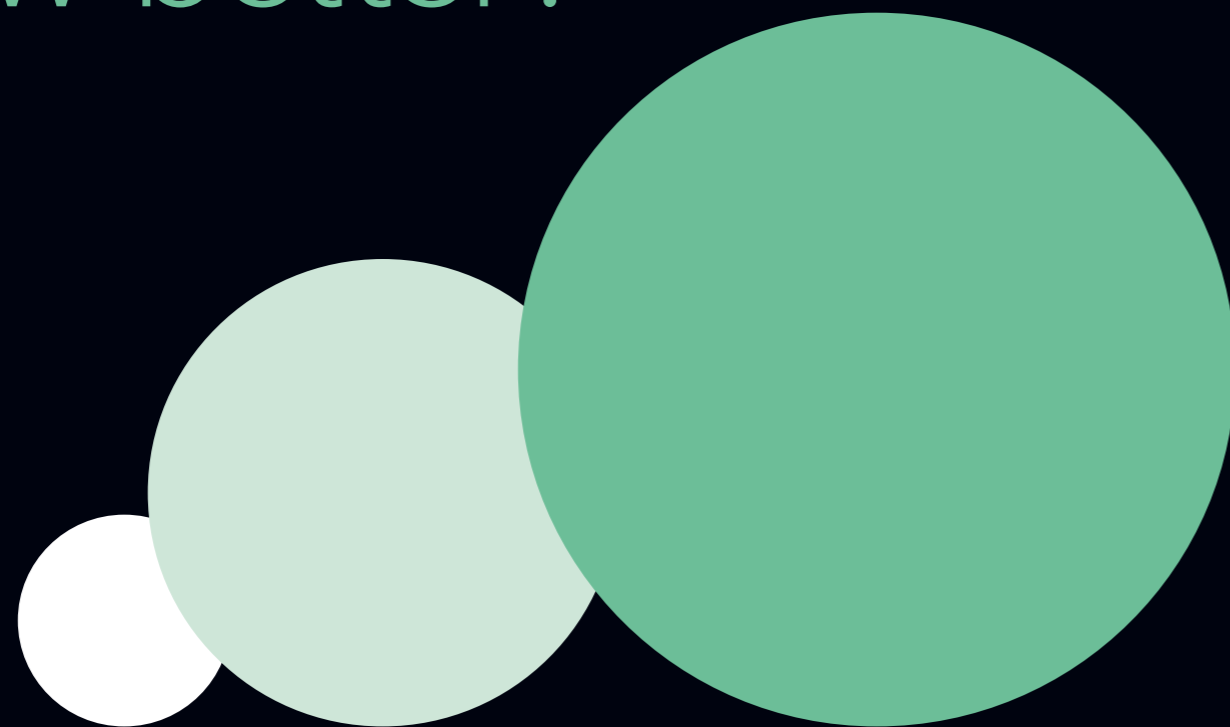


Bronze – Isuzu and Superunion

The brand positioning for Isuzu in the Indonesian market was based around grabbing opportunity, which included defining a distinctive photography style and visual identity that added consistency and authenticity. One judge said, "Great to reinforce the brand name and also create a sense of journey and movement to the brand."



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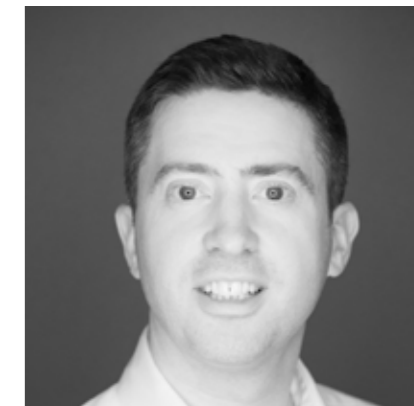
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Charlotte Zhang, Marketing Manager Asia
 czhang@prophet.com

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Localisation is the key to unlocking relevance and driving growth



In today's economy, nothing matters more than a 'customer first' mindset. But even the most customer-obsessed companies falter when they fail to translate their global purpose into localised efforts.

At Prophet, we have identified this obsessive focus on customers and their needs as one of the key pillars of building brand relevance and driving growth. Our research shows that the strongest brands around the world are those that manage to be relentlessly relevant. Everything these brands invest in, create and bring to market is designed to meet important needs in people's lives. That's what makes them indispensable.

While localisation has the potential to increase brand relevance and accelerate growth, the best approach will look different for every company and every market. Here are the four essential questions senior management and marketers need to ask:

Do I need to localise my brand?

Often the culture, value system or competitive landscape mean that the benefits you want to stand for are not relevant or even have different meaning. For example, investment company T. Rowe Price uses the tagline 'Invest with Confidence' around the world. But the meaning of confidence varies: In Japan, people feel confident when reassured everything is as it should be, while in Hong Kong, confidence comes from access to exclusive information. So how the company communicates and delivers on the same brand promise is tailored in these markets.

Who should I localise for?

In an ideal world, companies might localize certain aspects in all markets, but that's often not practical. Prioritising which specific markets, and which consumer segments within those markets, warrant a localized approach is vital. But, are you clear on who you are targeting in different regions? Do you fully understand the attitudinal differences across markets and the implications for your brand? Developing a robust database about the consumer to identify any potential differences is critical.

Budweiser is one example of a global brand that has managed to use a similar brand positioning but targeting a different audience in a way that fits their lifestyle. Their target in China is younger and more premium, so they have devised fresh retail and digital activations tailored to this audience to draw them into the brand experience beyond the product itself.

To what extent do I localise?

There are so many elements that make up your brand strategy and marketing mix. It is hard for companies to know how much change is right. Should you alter your brand promise, product names and logos, the product itself, distribution channels, or simply modify the messaging or visuals? The key is to identify the levers that most impact relevance in the category and market.

How can I deliver?

Finally, it's important to be realistic about the capabilities you have both in-house and through your network of partners, to bring a localised strategy to life in an authentic way. "Having a management team that understands the value of both cultures is very important," says John Kim, CEO at Burger King Japan.

Final thoughts

The key to success, after considering all four questions, is finding the mix that best suits your firm, striking a balance between global brand positioning and local elements. For this, you need true consumer insights and an empowered local team to help tailor your approach in meaningful ways. Done right, localisation won't dilute what makes you special as a global player. In each market, it will augment your strengths and bring the brand to life in the most relevant and credible way possible.

Alan Casey is a partner at Prophet

BEST CREATIVE STRATEGY

Gold – Sun Life Financial and Prophet

Sun Life Financial, a Canadian financial services company primarily known for life insurance, has been operating in Hong Kong for more than 125 years. But it realised the potential for growth was limited by low awareness among potential customers as well as an uninspiring brand story.

Through a series of conversations with groups of customers and agents, Sun Life and Prophet were able to explore what really drives customers and which messages agents could use to engage them. While others in the space were talking about their brands and their expertise, Sun Life focused its campaign around customers' desire to dream bigger and live brighter lives. Customers found this engaging and refreshing. "Very competitive market and sector," empathised one of the judges. "Excellent research and understand of brand value translated to not only a strong brand but a vehicle to really engage the target audience."



Silver – NOC and Superunion

Coffee company NOC aspires to deliver a brand experience that offers customers moments of calm and reflection. Superunion bought this experience to life by creating a bespoke art direction style, and shot an image library for social media, print and promotional use. "Clean and classy," one judge said.



Silver – NZC and Culture&Theory

Culture&Theory helped New Zealand Cricket rally around a single, powerful question: Why? This helped connect New Zealand through the spirit of cricket. One judge said, "Instead of just revamping and modernising the brand assets, it is an enterprise-wide cultural change to revitalise the brand DNA and bring it to life."



Bronze – Collins and Superunion

Part of Scottish stationer Collins' strategy for expanding into Asia was to inject a biting Scottish directness and knowing humour into its tone of voice, which was based on cues uncovered in consumer research. It worked with Superunion to approach the challenge of expansion with clear insights into the Asian market and a successful strategic approach.



Highly commended – Elderton Homes and Traffic Brand Agency

Highly commended – Zalora and Superunion

BEST BRAND EVOLUTION

Gold – Collins and Superunion

Research had underlined that brands with European credentials carry weight around the world. Taking further cues uncovered in consumer research, Scottish stationer Collins injected biting Scottish directness and knowing humour into its tone of voice. Superunion drew a collection of typefaces and updated the brand's visual language from Collins' extensive archives. The new identity embraced collaborations with favourite Scottish brands, illustrators and makers.

"A brilliant example of retracing the roots of a heritage brand to recapture the magic and develop a new visual language that is endearing, familiar but wholly new," said one judge. "The time taken to research the brand's origin is plain to see and is paying dividends for the brand, as mentioned by the CMO. The team have, in my opinion, created a 'modern classic' here." Another judge was equally impressed, praising the way Superunion and Collins dug through the company's roots to find inspiration for the brand's expansion.



Silver – NZC and Culture&Theory

For New Zealand Cricket, "The fact that the organisation itself has experienced changes beyond the project's scope is tantamount to the power of branding in itself," said one judge. Judges praised the cricket club's work with Culture&Theory to unite the nation behind the spirit of the sport and the core brand message of the club itself.



Bronze – Air Tahiti Nui and FutureBrand

FutureBrand worked with local artist Alexander Lee and collaborated with a wide range of stakeholders to ensure that cultural authenticity was at the focus of the Air Tahiti Nui brand redesign. One judge said, "The work reflects exactly what they set out to do and is equally modern and traditionally Tahitian in spirit."



Bronze – Formula E and Prophet

Prophet creatively reframed the fully electric racing championship Formula E in order to create a more original and differentiated proposition – one that stopped trying to compete with Formula 1 and moved the goalposts completely. "The brand design and elements are engaging and match the intended direction of the brand restructuring," said one judge.



Highly commended – Hsu Fu Chi and Labbrand

Highly commended – Property Brokers and Voice Brand Agency

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Gold – L’Escape and Prophet

Prophet worked with Shinsegae Hospitality Group in Seoul to develop a one-of-a-kind boutique hotel brand in a French style, called L’Escape. First, Prophet conducted an audit of competitors, carrying out extensive research with consumers and a deep dive into what makes French boutique hotels so engaging. Having identified its target consumers, it created a boutique lifestyle hotel brand with a unique positioning in the market, ‘A Parisian Escape in the Heart of Seoul.’ This needed to be an exquisite, sensual and literal escape from the buzzing shopping centre on which the hotel is built.

The judges were unanimous in their praise. “An excellent creative concept to stand out in a crowded market. Excellent execution and sophisticated attention to detail,” said one. “Love the style and the creative development that has taken place. The brand identity is rich with luxury and really makes me want to take a trip there,” added another.



Silver – equilo and Living Group

Living Group worked with equilo to create an energetic new brand that would attract investment for its app providing customised gender analysis. One judge said the project was successful because “the illustrations and tone are well developed to show the brand product as approachable, easy to use, yet informative.”



Silver – MeWeWPP and Superunion

MeWeWPP was born as an internal movement, to invite like-minded individuals to come together to champion equality and diversity across the WPP Singapore business. Superunion developed the brand to mobilise all employees. “The MeWe logo gives a sense of unity to the brand – very inspiring and empowering,” said one judge.



Bronze – Hsu Fu Chi and Labbrand

Labbrand worked with confectionary distributor HFC to conduct a comprehensive brand strategy project. It helped to rejuvenate the master brand, develop the Chinese verbal identity for the new boutique brand, while providing suggestions for further interpretation across different touchpoints, including integrating the modern and fashion-forward peculiarities of the younger generation.



Highly commended – Amber Aviation and Sedgwick Richardson

BEST NAMING STRATEGY



Gold – equilo and Living Group

Disruptive gender technology startup equilo aims to improve the lives of people in Asia, Africa and the Americas through transformative analysis for global development projects and in emergency relief situations. Aiming to attract investment for its app providing customised gender analysis and action plans, equilo approached Living Group to create an energetic new brand.

Following a discovery session with key stakeholders, the establishment of a positioning statement and five core values, Living Group came up with a name equilo found unique, authentic and approachable, while also having a contemporary, tech-related feel to it to support the disruptive positioning in the gender analysis arena.

One judge said, “The naming helps equilo express its analytical intelligence and enthusiasm to make a difference to people’s lives in challenging environments.” Another added that the project had “a clear strategic approach that has resulted in a fresh and original name that embodies the company values.”

Silver – Reside and Voice Brand Agency

Voice created ‘Reside’ to contrast with the ‘revolving door’ mentality of other property developers in Auckland and develop a brand that would communicate care, openness and durability. As one judge said, “It’s very smart that the new name is considered and delivered with integrity as the basis to develop five naming territories.”



Bronze – Byton and MetaDesign Beijing

Byton is a new premium automotive brand focused on creating the connected car of the future. Already in possession of a strong Latin name, MetaDesign developed an equally strong Chinese one to reflect its design philosophy. “A clear solution to a clear brand challenge,” said one judge simply.



Highly commended – Intra and Cluster Creative

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold – CLSA and Sedgwick Richardson

Sedgwick helped CLSA redefine its brand positioning strategy and proposition after it was acquired by CITIC Securities. It then helped CLSA to restructure its brand architecture, bringing clarity and structure for future growth as part of a larger group, and redesigned the brand identity to signal change to the market.

Key to the success of this rebrand was to ensure cohesion and alignment in the brand portfolio, bringing greater clarity between CLSA and its parent brand, CITIC Securities, while maximising the brand equity found in both entities. Research revealed the new brand also needed to communicate CLSA's independent insights by shining a light on issues and themes driving Asia.

One judge described it as "a simple but strategic and effective brand update implemented well to both internal and external stakeholders." Another added, "More personality and approachable brand identity has been achieved, coming across much more professional and insightful."



Silver – YongHe Hair Transplant and Siegel+Gale Shanghai

Greater access to transplant technology makes clinical services brands more homogeneous. Without a unique point of differentiation, YongHe found it difficult to separate itself from its competitors, which created a lack of customer trust and loyalty. To change this, YongHe engaged Siegel+Gale to establish a clear and compelling brand proposition and unlock its true power.



BEST BRAND DEVELOPMENT PROJECT TO REFLECT CHANGED MISSION, VALUES OR POSITIONING

Gold – Harneys and Living Group

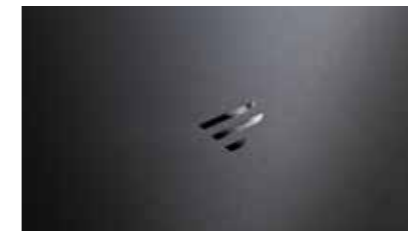
Established in 1960, Harneys was struggling to remain relevant and engage its core Asian markets of Hong Kong, Shanghai and Singapore. Living Group's aim was to humanise the Harneys brand and express it as a fun, friendly and approachable law firm with a commercial and pragmatic mindset. The creative concept, which was based on the work of illustrator Matt Blease, particularly impressed the judges. It included a reinforcement of the sentiment 'more than meets the eye,' communicating that Harneys looks at things from a different perspective.

"Brilliant rebranding for a complex message, tailored to the needs of the industry and the firm, bold and innovative, and well-executed with solid attention to detail," said one judge. Another added, "Living Group has done exceptionally well to make the brand approachable but also witty, making it instantly likeable. The illustrations show what the company can do. Everything appears so simple, yet so well crafted."



Silver – Furrion and Prophet

Having dominated the AV market in luxury RVs and specialty vehicles for over a decade, Furrion needed to appeal to a younger, affluent adventurer – someone who wanted an A-to-B luxury experience. "I really like the 'F' sign and pattern. It's simple, yet very effective with its flexibility for application," said one judge.



Bronze – Excitel and Brands of Desire

Brands of Desire reevaluated Excitel's core values and reworked its mission, vision and brand offering, so that its messaging resonated with the tech-savvy teenagers and young adults of India. One judge said it had "made a brand in a difficult industry more exciting, youthful and relevant for today's multimedia generation."



Bronze – NZC and Culture&Theory

Culture&Theory helped New Zealand Cricket rally around a single, powerful movement to connect New Zealanders through the spirit of cricket. One judge says, "The agency has formed an invigorating identity, which oozes passion and energy through all its touchpoints."



Highly commended – Enrich Living Services and Traffic Brand Agency

BEST BRAND CONSOLIDATION

Gold – DiDi Chuxing and MetaDesign Beijing

Last year, taxi-hailing app DiDi Chuxing was faced with inconsistent brand communications and the pressures of global expansion and continued development. It needed a refreshed design language – one that would not only reflect its global ambitions, but would also speak to users all over the world as one brand. MetaDesign helped it create a bold, new creative concept founded upon a signature graphic, giving the brand greater flexibility, confidence and consistency.

The judges agreed that the refresh was modern, simple and effective enough to work across multiple media and target a wide group. "Excellent use of a very simple icon, partnered with creative execution results in something world class," said one judge. Another added, "Great development work to show new brand development – simple, yet the circle manages to deliver the focal point, movement and motion. It all works really well."



Silver – CLSA and Sedgwick Richardson

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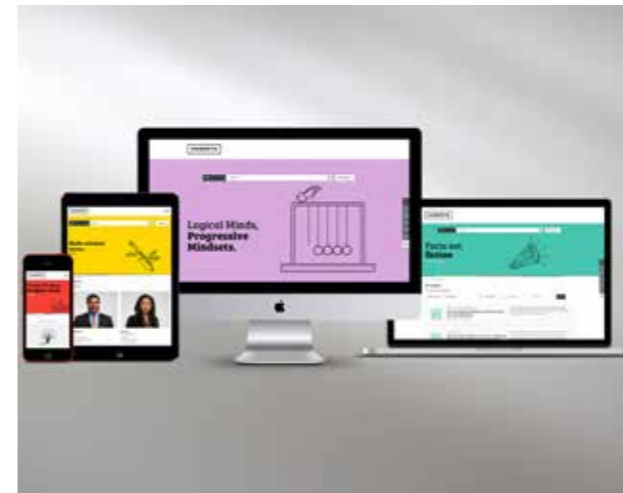
BEST REBRAND OF A DIGITAL PROPERTY

Gold – Harneys and Living Group

Harneys wanted to transform perceptions of itself to address the gulf between being an established legal firm and a challenger brand in newer territories. It was clearly time for a bold change.

The creative concept, which was based on the work of illustrator Matt Blease, particularly impressed the judges. The animated illustrations that helped build the web platform and revamp the site offered a new perspective. The gifs and images help Harneys to more clearly communicate its products and services to users while bringing the brand to life online. The fun, friendly and approachable rebrand helps differentiate Harneys while also offering a clear evolution from a staid, cluttered web presence to a clearer, simpler and more vivid one.

One judge said "The creative was done very nicely balancing the trusted, yet open mentality." Another added, "Impressive illustration design which fully displayed the whole identity system and shows the value of brand."



Silver – FairPrice On and Superunion

FairPrice was struggling to make an impact in the digital world, as its e-commerce platform suffered under intense competition from new, digitally native supermarket brands. Superunion's rebrand, resulting in FairPrice On, is reflective of the attitude of a new generation of Singaporeans; a customer base that prioritises heritage and modernity, and, community and convenience.



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BEST VISUAL IDENTITY BY A CHARITY, NGO OR NON-PROFIT

Gold – MeWeWPP and Superunion



MeWeWPP was born as an internal movement, to invite like-minded individuals to come together to champion equality and diversity across the WPP Singapore business. The name is inspired by the world's shortest poem by Muhammed Ali, and perfectly reflects the desire to strip jargon and superlatives from this important topic.

At the heart of the brand identity is the equals symbol. Yellow was a strong choice for the brand colour as it conveys an unmistakable sense of optimism, which makes the brand stand out from other HR initiatives. Simple humanist animations demonstrated that the problems people may face at work were well understood.

"A bold and fresh identity to support an optimistic initiative," said one judge. "The initiative is very outstanding and engaging," added another. "The design is very simple, bold and clear. It successfully shows the objective of the campaign and the result is impressive."

Silver – Mercy Hospice and Cluster Creative



Cluster Creative worked with Mercy Hospice to turn the insights gathered in researching the brand and its market into a strategic direction for the organisation. One judge praised the brand consolidation as it helped develop a visual identity with a more personal and community feel to it.

Bronze – Cancer Council Australia and SomeOne



The challenge for Cancer Council Australia and SomeOne was to drive brand awareness, change perceptions and build tools to help share what Cancer Council does with those who need those services most. One judge said, "The brand is designed to better communicate and connect with people. It informs an ownable and coherent theme that frames the content."

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – E Plus and FutureBrand

E Plus English is an educational service provider established by the Beijing Foreign Studies University (BFSU) and the Foreign Language Teaching and Research Press (FLTRP) in July 2010. FutureBrand China worked closely with E Plus to reinvent its brand identity and develop the new visual identity system including its brand logo and extensive visual applications.

The visual identity system has been applied to a broad range of internal and external touchpoints to support parents and children at every stage of the process. Moreover, E Plus has successfully developed a brand experience commensurate with its service experience – recognised as one of the leading educational institutions for children in China.

This project provides a comprehensive visual identity system which can reflect the new brand positioning and personality. FutureBrand created a lively and attractive visual identity that brought the client’s vision to life.



BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Gold – Wison Group Holding Limited and Siegel+Gale Shanghai

Energy engineering and services firm Wison hired Siegel+Gale Shanghai to help it evolve its corporate strategy through digital transformation. Siegel+Gale worked to simplify the company’s digital brand while crafting a simpler brand architecture.

The new brand motivated people within the company, clearly defined Wison’s commitment to the public, and paved the path for Wison’s future. Wison, known for its engineering services, has also developed expertise in areas related to technological development in materials science and marine engineering. To bring those services to life, Siegel+Gale implemented an identity that is dynamic, simple and vivid.

In doing so, Wison has broken with tradition in order to innovate. It has used digitalisation and capital to continuously improve the industry, and the brand itself.



Silver – YTL PowerSeraya and Brandient

Geneco’s visual identity was designed to express the state of the art engineering arising from its lineage (Power Seraya and YTL Power) and its commitment to a better, cleaner future. Devised by Brandient, the ‘G-Arrow’ symbol, the ‘eco’ emphasis and the colour palette were updated and expressed as a nod to the brand’s sustainable roots.



BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Shanghai Baoding Investment Co. Ltd and JWDC

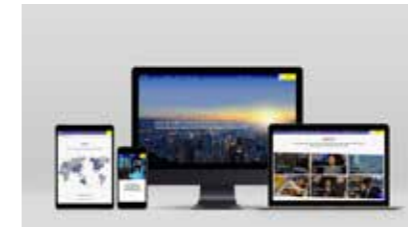
The Baoding project is one of the first major corporate rebrands in the financial sector in China. JWDC’s research involved benchmarking, desk research and a series of interviews with senior management team of Baoding to uncover the values of the firm and its future direction. It discovered the value of the ‘ding’ in Chinese and its significance to the firm and its name – representing power, strength, stability and reliability – and reflected these key attributes in the logo.

The logo uses a powerful orange colour to bring warmth to the brand and to represent the bronze from which dings were made. It is created in two versions, Chinese and English (pinyin). This enables the international audience to work across global platforms and is supported with a pattern and secondary colours. The ancient Chinese coin shape can be seen in the pattern as a nod to the wealth creation aspects of investment.



Silver – CLSA and Sedgwick Richardson

Sedgwick Richardson helped CLSA to restructure its brand architecture, bringing clarity and structure for future growth as part of a larger group. Key to its success was to ensure cohesion and alignment in the brand portfolio, while making sure the new brand communicated CLSA’s independent insights by shining a light on issues and themes driving Asia.



BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – No Ugly and Culture&Theory

For New Zealand beverage company, No Ugly, Culture&Theory stripped away all unnecessary details from its packaging. The product itself contains ‘no ugly’ ingredients – meaning no preservatives and no sugar. Taking cues from alcohol, fashion and cosmetics branding, Culture&Theory developed a visual identity that strips away all the unnecessary details. The result is a purely typographic execution that is bold, distinctive, flexible and has a highly effective shelf presence.

The judges said Culture&Theory responded well to a challenging brief. “Really clear and well thought out strategy, right down to ‘green’ aspects,” said one judge. “While the visuals are very simple, [they] work well when placed against loud plastic alternatives.” Another added, “Nice clean design and typography with effective creative and brand strategy. The logo and brand name are definitely head-turning and show all the signs for a successful viral digital campaign into the future.”



Silver – NOC and Superunion

Coffee company NOC aspires to deliver a brand experience that offers customers moments of calm and reflection. Superunion bought this experience to life by creating a bespoke art direction style, and shot an image library for social media, print and promotional use. “Clean and classy,” one judge said.



Bronze – Nicepeople and JWDC

“The design is bold and memorable,” said one judge, of this new brand of bar and dining room located in the Huangpu district of Shanghai. Another judge added, “Love the co-creation aspect with customers. Great example of knowing your customer and responding with a visual identity that fully meets the outcomes sought.”



BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICALS SECTOR

Gold – Intra and Cluster Creative

Intra was previously called Mercy Angiography. Its world-leading image-guided services are operated via a small incision and catheter within the body and use imaging to guide the diagnosis and intervention. This led Cluster Creative to come up with the new name, Intra – which means ‘within.’

The ‘within’ theme was then used across the visual identity. Cluster achieved this by using a gradient colour – representing sickness to wellbeing, ‘bad’ blood to good blood and blockages to flowing – within the letters of the logo and using imagery within the silhouettes of people. This created a unique brand that differentiated Intra from the competition.

The judges agreed the overall visual impact was professional yet creative. “The new brand name and identity clearly communicate the nature of services offered, distinctive colour scheme and use of silhouettes,” said one judge. “The whole visual design illustrates the change,” added another.



Silver – Jiahui, Inc and BEAMY

With the rapid expansion of Jiahui Health, the original brand image needed refreshing. BEAMY developed a new wordmark and logotype in the brand’s colours. One judge was suitably impressed, saying the “iconography in particular is beautifully complementary to the brand identity. It is friendly yet with a balanced medical reassuring quality.”



Bronze – YongHe Hair Transplant and Siegel+Gale Shanghai

YongHe was difficult to differentiate from its competitors. Siegel+Gale was tasked with establishing a clear and compelling brand proposition to unlock its true power. “Crisp and clean identity,” said one judge. “And the introduction of line graphics to represent hair growth provides an interesting enrichment to the suite of graphic assets.”



BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

Gold – Harneys and Living Group

Harneys' visual brand was not doing its part to represent the firm or its points of differentiation effectively. In approaching a change, it worked with Living Group. The agency's aim was to humanise the Harneys brand and express the firm as fun, friendly and approachable, while still being commercial and pragmatic. One judge praised the differentiated style that helps Harneys stand out from its competition, saying the visual identity sets a new standard for the professionals services sector.

The creative concept, which was based on the work of illustrator Matt Blease, particularly impressed the judges. Coupling illustrations with animations made the web portal – often a prospective client's first port of call – more lively, representative and characterful. It helped communicate that Harneys has a different perspective from other firms. One judge said, "This is a brand with a unique personality. The team turned to sketches and found gold."



Silver – Enrich Living Services and Traffic Brand Agency

The challenge for the new Enrich Living Services brand was to break the barriers of the senior care category and appeal to modern Australians who required support beyond traditional home care. "Really clean and clear creative," said one judge of the Traffic-designed visual identity. "It has a feeling of having been around for years, but still looks contemporary."



Bronze – Yonyou Technology and Siegel+Gale Shanghai

Incorporating dot elements that echo the internet era, Siegel+Gale Shanghai sought to reflect Yonyou Technology's digital essence while representing connection, synchronicity and sharing. Rotational and moving dynamics also portray Yonyou as a company that continuously seeks to innovate. "The connected dots show the modernisation of the brand identity, which matches the company's values," said one judge.



BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

Gold – Chongqing Industrial Museum Development Co. Ltd and JWDC

Chongqing Iron and Steel Factory was once the largest iron and steel manufacturing plant in China. JWDC's logo design contains a visionary start at its heart surrounded by shapes portraying a spark, which represents the human effort behind the industry of the original steel factory.

But JWDC also developed a sub-brand identity for the Chongqing Museum of Industry, including a mascot called Gango (similar to 'gang ge' in Chinese, meaning 'steel brother'). Gango stands as a steel warrior guarding the site in honour of the factory workers who stayed to protect the factory during wartime. It features in the logo, signage and across merchandising items for the museum shop.

The judges were mightily impressed. "Definitely unexpected," said one. "A slice of urban utilitarianism with functional design inspires and works in equal measure." Another added, "The images look hip and modern, yet reflective of the steel industry past."



Silver – Joyer and Superunion

The 'O' character takes centre stage in Superunion's rebrand of Joyer, expressing an attitude of optimistic living. Fun and engaging imagery coupled with a youthful palette ensure Joyer stands out. "The new identity now brings out the brand essence," said one judge. "And the character O is definitely a very creative channel to raise the brand awareness."



Silver – Shanghai Vanke Co. Ltd and JWDC

The logo for Shanghai Vanke takes inspiration from the company's site's preceding occupant, the Columbia Country Club's crest discovered on the clubhouse fireplace. The simplified emblem designed by JWDC features a visionary star, representing the connection between the site's American past and its Chinese future. "The brand identity speaks for the history and the future of the historical building," said one of the judges.



Bronze – Property Brokers and Voice Brand Agency

Care was needed when updating a brand with many positive attributes. Evolution, not revolution, was the approach Voice Brand Agency took with the Property Brokers visual identity. The colour palette, iconic flag shape and handshake icon were all kept. One judge said, "The client was looking for a refresh and modernisation of an existing brand, and the agency delivered."



Bronze – Ramrajya and Superunion

The identity for Mumbai housing development Ramrajya needed to go beyond a logo. Superunion translated the brand portfolio into eight visual renditions, one for each pillar of the project. "The need to communicate across a huge audience and use cultural cues that convey further meaning give this work integrity and relevance," said one of the judges.



The prevalence of purpose



Purpose is prevalent and purpose-led branding is everywhere. Why? Where did this recent preoccupation with purpose come from? Look around.

At present rates of material consumption our planet can support only a fraction of the world's 7.6bn population. Not encouraging, considering the UN's forecast that the population will grow to 8.6bn by 2030.

Increasing consumer demand is coming from the rapidly growing middle classes in Asia. While that's good for gross domestic product (GDP) – a rather myopic performance metric – the stress on the ecosphere due to human development is driving global warming and climate change. In its latest report, the Intergovernmental Panel on Climate Change says we have to change our profligate ways immediately before the unfurling ecological disaster becomes unstoppable.

Some believe we are already past the tipping point. While the debate simmers, mother Earth broils. Recently we experienced a super typhoon in Hong Kong – the most powerful to ever hit the territory. We are warned to expect frequent and harsher punishment in the future.

Meanwhile, advances in biotech and infotech mean we will be living longer and working less. Rapid, employment-wrenching change is afoot with 28m jobs in ASEAN at risk to automation by 2028 according to a study by Cisco and Oxford Economics. New ones will be created but in the struggle to adapt to a fast-changing habitat not everyone will thrive.

There are plenty of reasons, then, why purpose has made a comeback as people seek more meaning in their lives and more from their work than a paycheck. Equally, people now expect more from the brands they associate themselves with and increasingly make decisions based on these same values.

Purpose-led branding is the offspring of purpose. Sometimes misguided, often misunderstood, it nevertheless holds great promise.

Sometimes its presence is obvious, especially in 'green' or social brands built from the ground up. But

as humanity tries to extract itself from a fossil-fuelled economic web, fostering a meaningful brand purpose can be challenging. How on Earth, for example, do we articulate brand purpose for aviation brands – from national flag carriers to startups – when the industry is a prime contributor to greenhouse gas emissions?

Importantly, brand purpose isn't concerned with saving the world, but it is concerned with how people relate to your brand in the context of environmental, economic and social challenges. And while vision and mission provide direction, they don't deliver the drive, energy and emotional engagement of a distinctive brand purpose.

Beginning with input from across the organisation, ultimately leaders need to wrap their arms around the brand's purpose, take it to heart and act on it. By sharing their personal connections with the brand purpose and nurturing it daily, it will be embraced by the organisation and ultimately be valued by customers. There's no need and no place for the terrible twins of purpose-washing and green-washing.

Which brings us to sustainability, the sibling of brand purpose. Gentle and disarming on the surface, she's farsighted and resilient once you get to know her. Most clients appreciate the integration of sustainability's unpreachy critical thinking.

And then there's the precocious new kid in the branding playground, artificial intelligence. AI goes by many pseudonyms: advanced intelligence, alternative intelligence, or (cheekily) actual intelligence. Smart and growing fast, AI has already beaten the grownups at their own game. But like all infants, if AI doesn't acquire our values at an early age, it will never share a human-centric purpose. Opinion is divided on how AI will turn out.

As we enjoy our celebratory evening we may wish to ponder on what we need to truly transform to ensure that purpose prospers. .

Gareth Richardson is group CEO at Sedgwick Richardson



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BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold – Activ8me and Traffic Brand Agency

The challenge was to equip a local 'David' in telecommunications with the tools to successfully take on the 'Goliaths' in the category. Activ8me was a success story, but it needed help defining its point of difference and modernising its visual identity.

Traffic created a new logo and visual identity that stretched across all brand and communications materials, as well as a new brand spokesperson – an animated character called M8 who features across all brand touchpoints. One judge said it was "a relatable, modern visual identity," and the addition of an approachable character to update this brand "resonated with its audiences."

Another added, "Impressive use of taking the '8' from the logo and modifying it to many different elements in the branding, from mascot to speech bubbles. Traffic has successfully created a friendly 'mate' identity to the brand, from colours, fonts and graphics."



Silver – Keells Supermarkets and Whippet

Whippet's rebrand of Sri Lankan retailer Keells focused on the brand experience. Implementing fresh, green signage and a revamped lighting strategy helped communicate the new brand concept to customers. One judge said, "Fresh, attractive and modern visuals to reflect the objectives that works throughout POS, in-store and on collateral."



Bronze – FairPrice On and Superunion

FairPrice was struggling to make an impact in the digital world. Superunion's rebrand and the launch of FairPrice On reflect the attitude of a new generation of Singaporeans that values heritage and modernity, community and convenience. "Excellent visuals to revitalise a tired brand and relaunch into the market with a sensitivity to local requirements," said one judge.



Highly commended – Winc and FutureBrand

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – Furrion and Prophet

Having dominated the AV market in luxury RVs and specialty vehicles for over a decade, Furrion needed to appeal to a younger, affluent adventurer who expected a luxury experience. Prophet came up with the purpose 'Future Perfect' and gave Furrion principles and personality traits including 'visionary,' 'precise,' 'idealistic' and 'inclusive' – to bring the purpose to life through the experience. This helped to inform where the visual language needed to go.

The wordmark embodies the spirit and drive to make the future perfect. The use of future-facing typefaces Termina and Din exude confidence and precision through their wide letterforms and geometric shapes. The restless momentum can be seen on Prophet's flexible graphic pattern that conveys movement and energy. "Modern, luxurious, distinctive and futuristic in delivery, this entry appears to have captured all elements of the brief from typography through to photographs and activation," said one of the judges.



Silver – equilo and Living Group

Living Group worked with equilo on a new brand, name and visual identity that would help encourage investment and awareness about its customised gender analysis app. One judge lauded the project's success, "The illustrations and tone are well developed to show the brand product as approachable, easy to use, yet informative."



Bronze – Excitel and Brands of Desire

Excitel changed the game in the Indian telecommunications market by working with Brands of Desire on a visual identity and copy style that is young, exciting and alternative. This helped Excitel's messaging resonate with the tech-savvy teenagers and young adults of India. One judge said the work "made a brand in a difficult industry more exciting, youthful and relevant for today's multimedia generation."



Highly commended – Zhong Yun Xin Data Service Co. Ltd and Siegel+Gale Shanghai

**Drum roll, please.
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Why simplicity pays when brand building for tomorrow



This month, Siegel+Gale named Netflix, Aldi and Google as the top three 'World's Simplest Brands.' The 2018 top-ranked companies consistently deliver on their brand promise with simple, clear, intuitive experiences.

For this year's study, Siegel+Gale asked more than 15,000 people across nine countries in the US, Europe, Asia, India, and the Middle East to evaluate brands and industries on their simplicity. Key findings include:

- 55% of people are willing to pay more for simpler experiences.

- 64% of people are more likely to recommend a brand that delivers simple experiences.

- A stock portfolio of the simplest global brands has outperformed the average of the major indexes by 679% since 2009.

- Companies that fail to provide simple experiences leave an estimated share of \$98bn on the table.

It is apparent we are living in a unique era; an age where we are constantly bombarded with information. As a result, a higher value is placed on clarity and ease.

As part of our 'World's Simplest Brands' study we examined 25 industries. Electronics ranks second among all industries. Global brands like Apple, acquire value through the continuous simplification of their products, communication, employee behaviour and retail experience. In 2018, Apple's score rose seven places compared with its ranking from the year prior, When

consumers in China mention Apple, their comments hover around keywords including, 'simple, easy-to-use, good and smooth experiences and communication.'

Chinese consumers have greater expectation of simplicity in electronics brands. This is closely related to the rapid development of the electronics industry in China. Chinese consumers pay much attention to the performance and the core strengths of electronic products. For Chinese electronics brands, intention is required to conquer complexity. Some brands expand their product lines unduly, which results in extremely complicated product categories and naming schemes. On the contrary, focusing too much on the transmission of advanced technical terms dilutes related core benefits, and even arouses competitions between different models from the same brand. For the brand itself, the disadvantages far outweigh the advantages.

Simplicity is an imperative when it comes to building brand loyalty. Consumers desire a more transparent, direct and simpler experience that delivers convenience. Simplicity generates trust. We found that 55% of consumers are willing to pay more for simpler experiences, while employees become more engaged brand champions when they clearly understand their organisation's purpose. Simplifying your brand from the inside out ultimately reduces the risk of leaving revenue on the table.

Johnson Gu is general manager and executive creative director at Siegel+Gale, China

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Isuzu and Superunion

As one of the biggest automotive companies in the world, Isuzu is a household name in many countries – but in Indonesia, it is less prominent. Faced with mounting pressures from competitors, the brand need strengthening to better confront the future.

The brand repositioning for the Indonesian market was based around grabbing opportunity. Superunion created a dynamic graphic that could flex between Isuzu’s commercial and passenger vehicles business. And it included defining a distinctive photography style and visual identity that added consistency and authenticity.

“The photography is nicely crafted to reinforce its boldness,” said one judge. “Strong understanding of the market, the challenge and the inherent values of the target audience,” observed another. “Great to see that they have taken an element of the logo and incorporated it into the graphic design system. Typography is modern, layout is clean.”



Silver – DiDi Chuxing and MetaDesign Beijing

Ride-hailing business DiDi Chuxing discovered its in-app sound signature lacked the emotion, friendliness and international appeal of its brand. Inspired by desired associations like ‘the city,’ ‘international,’ and ‘energy,’ MetaDesign Beijing created a new sound signature that captured both the rhythm of urban life and the upbeat character of its brand.



Bronze – Amber Aviation and Sedgwick Richardson

The goal for Amber Aviation was to craft and communicate its unique brand story and personality with impact, but also to clearly convey a unique and compelling customer proposition. One judge says Sedgwick Richardson “clearly understood the target audience and market they are competing in.”



Highly commended – Brabham Automotive and SomeOne

BEST VISUAL IDENTITY FROM THE TRAVEL, LEISURE AND TOURISM SECTOR

Gold – L’Escape and Prophet

L’Escape, a development in Seoul led by Sinsega Hospitality Group was designed to offer a boutique hotel experience in the heart of the urban environment. The company worked with Prophet to embrace a French style. The agency first conducted an audit of competitors, extensive research with consumers and a deep dive into what makes French boutique hotels so engaging. Having identified its target consumers, it created a boutique lifestyle hotel brand with a unique positioning in the market, ‘A Parisian Escape in the Heart of Seoul.’ This needed to be an exquisite, sensual and literal escape from the buzzing shopping centre on which the hotel was built.

Judges praised the creative concept and its ability to stand out from competitors as well as the sophistication and attention to detail offered by Prophet. One judge added, “I love the style and the creative development that has taken place. The brand identity is rich with luxury and really makes me want to take a trip there.”



Silver – Formula E and Prophet

Prophet worked to creatively reframe fully electric racing championship Formula E to create a more original and differentiated proposition. The brand had to stop competing with Formula 1 and shift the brand story in its entirety. “Brand design and elements are engaging and match the intended direction of the brand restructuring,” said one judge.



Bronze – Air Tahiti Nui and FutureBrand

FutureBrand worked with local artist Alexander Lee and collaborated with a wide range of stakeholders to ensure that cultural authenticity was at the focus of all brand redesign. One judge said, “The work reflects exactly what they set out to do and is equally modern and traditionally Tahitian in spirit.”

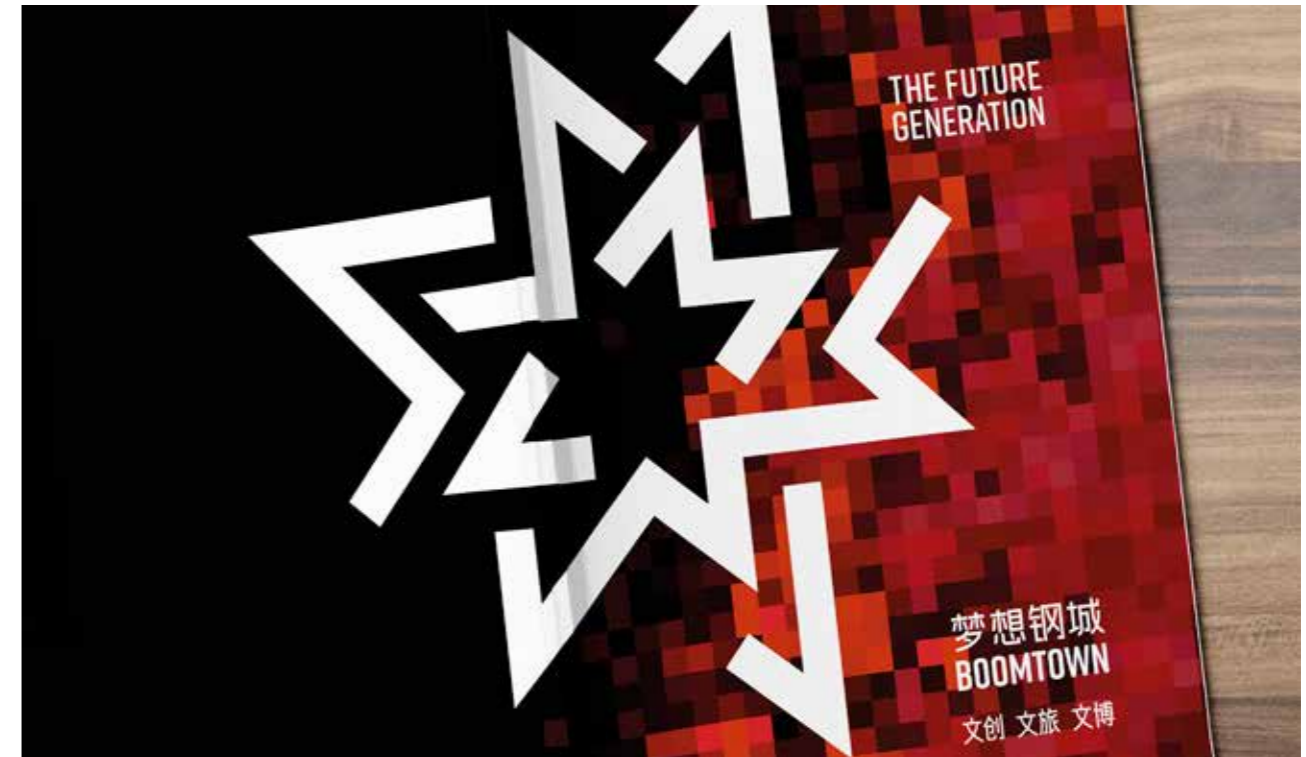


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BEST OVERALL VISUAL IDENTITY



Winner – Chongqing Industrial Museum Development Co. Ltd and JWDK

The redevelopment of abandoned industrial sites into startup, tech or small business hubs is a growing trend throughout the developed world. Yet for the former Chongqing Iron and Steel Factory, a new development by Yufu Group has meant a return to past glory while embracing a new future.

The developers worked with JWDK on the Boomtown brand to promote the hub's opportunities for businesses. The brand also had to meet the needs of local residents, government officials and tourists. To do so, JWDK developed a bilingual naming strategy and a visual icon that could represent Boomtown across all platforms.

The visual flexibility and confidence captivated judges, while an extensive wayfinding system and brand architecture landed the brand the versatility and fresh voice it would need. But what really struck Transform's judges was the inclusion of a museum that acted as an ode to the past. The Chongqing Museum of Industry embraced the site's heritage while offering tourists an opportunity to engage. The museum was also represented by a mascot dubbed Gango whose jaunty pose allows him to represent a warrior guarding the site. This was a tribute to the factory workers who remained on-site to protect the factory during wartime.

JWDK's work for Boomtown was comprehensive, confident and contemporary and it was the full visual system that helped it achieve a gold award for the 'Best visual identity from the property sector' category. But it was the brand's ability to embrace the past while preparing for the future that have propelled it to one of this year's premiere awards as the recipient of the 'Best overall visual identity' title.

GRAND PRIX



Winner – Harneys and Living Group

Legal firm Harneys occupies the unusual position of being an established player in some markets and a challenger brand in Asian markets. Its existing brand failed to communicate this positioning effectively to new markets and failed to visually differentiate the firm from its competitors. With a blue and green colour palette and impersonal stock imagery filling out a copy-heavy website, the time for change was nigh.

Enter Living Group, which was tasked with making the brand more relevant and contemporary while positioning the firm as a challenger brand with expertise in the offshore energy market. Living Group also had the objective of turning Harneys into a digital first brand.

For these reasons, the core focus of the work was on the firm's digital platform. Living Group undertook extensive research into the brand and the sector, identifying brand values that could best communicate Harneys' positioning. The resulting wordmark is classic, but fresh, using an updated navy and a clean sans serif, all caps typeface.

It's online that the brand really comes to life. Living Group worked with London-based illustrator Matt Blease to develop a suite of ownable visual assets for Harneys' digital and social channels. The illustrations and animations are playful and unique in a sector dominated by dull imagery. The website development was complemented with a suite of new partner headshots that offer a friendlier tone than most legal corporate photography.

Judges were awed by the projects bravery, its distinctive creative strategy and its digital-first commitment. It didn't hurt that web statistics show a 27% increase in visitors compared to the same period in 2017. For the projects comprehensive redevelopment of the Harneys brand and its ability to challenge the conventions in the professional services sector, Harneys and Living Group are this year's 'Grand prix' winners.

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