

2019

transform  
young  
contenders

**Entry deadline:  
31 July**

[www.transformmagazine.net/awards/transforms-young-contenders/](http://www.transformmagazine.net/awards/transforms-young-contenders/)



## About the awards

The branding world is brimming with excellent young talent. Now, Transform's Young Contenders will recognise those making an outstanding contribution to the industry. Identifying the next generation of strategic, creative and innovative brand specialists, the awards will celebrate those people who are shaping the branding industry of tomorrow.

Each nominee receives a complimentary ticket to November's awards presentation, should they be shortlisted. (Tickets will be available to purchase for guests attending the awards).

Entry fee £145

Entries close on 31 July

Any questions, please Jess or Andrew on +44 (0)20 3950 5356  
or email [jdunmall@transformmagazine.net](mailto:jdunmall@transformmagazine.net)

# Why should I enter?

Only the trailblazing strategic, creative and client-facing brand specialists will be named one of Transform's Young Contenders. Those who make it have challenged existing best practice or conventional thinking and have crafted new solutions in rebranding and brand development. Those selected for this prestigious list stand out as the most promising of their generation of creative and strategic thinkers. Entrants can be based in-house or in an agency.

All shortlisted nominees are invited to celebrate at the awards presentation in November 2019.

But why enter?

## Nominee benefits

- It's a sure-fire way to give your career a boost. Being named as one of Transform's Young Contenders, could lead to a promotion or new opportunities.
- Your success will inspire others to achieve and you'll be seen as a role model.
- It's a great achievement to include on your CV and LinkedIn profile.
- It is a huge recognition of your personal achievements
- You'll meet your peers at the presentation and make industry connections
- You are being acknowledged by those you admire - and the accolade you receive is voted for by those whose work you probably most admire
- Inclusion in a press release sent out by Transform magazine announcing the winners.
- You will gain fantastic PR opportunities.
- Editorial coverage in Transform magazine.
- Raise your company or individual profile.
- Social media interaction
- A trophy to display with pride
- Winners are provided with a winners logo to use.

## Organisation benefits

- Your employees will feel valued, appreciated and rewarded
- Making employees feel recognised and appreciated is one of the best ways to boost morale and keep your workplace environment positive and productive.
- Your organisation will be viewed as one that promotes talent from within
- Your organisation will have the status of employing a Young Contender
- Gain the reputation of being a company recruiting and investing in the best young talent in business
- Raise your organisation's profile
- Improve your employer brand - you'll stand out in a competitive market place.
- Gain fantastic PR opportunities.
- Inclusions in a press release sent out by Transform magazine announcing the winners.
- Editorial coverage in Transform magazine.
- Social media interaction

# How to enter

Your entry into Transform's Young Contenders can be written and designed in a way you feel most appropriate. However, we ask you to incorporate the questions below within your submission. Our judges will also look for evidence or tangible examples of where an individual has been strategic or creative within their role.

Any videos, imagery and design work need to be included within the entry. You may include links to file sharing sites, Vimeo, YouTube links etc. Your final submission should be a PDF and submitted via the website.

## Please ensure the following are included in your entry:

- Name
- Job Title
- Company
- Email
- Telephone number

## Mandatory questions

- State why you should be included within the Young Contenders Programme. If you are applying on behalf of a candidate, state why you are proposing this person. Why do they/you deserve to be on the list (200 words)
- We are looking for outstanding candidates to join the Young Contenders. Please outline key achievements that will help you or the person you're proposing stand out from the crowd. The judges will want to know how you/they have gone about your achievements. (200 words)
- Please include any key endorsements or statements from clients or colleagues. Please note that we may use these comments in the winners' supplement. (max 500 words)
- What do you think you or the candidate proposed would gain from being included in Transform's Young Contenders in 2019?
- What do you or does the candidate want to achieve in the future? Personal or career goals? (200 words)
- Please include a description of a project or evidence of your/their excellence written either as a short 200-word case study or submitted as supplementary material (i.e. imagery)

## Collateral

Don't forget to support the entry with links, blogs, pictures and videos. Please note your entry file should be 10MB max. Do note, 'judge-friendly' entries are not excessive in length - succinctly express your story and case.



# FAQ

## **What is the age requirement for Transform's Young Contenders candidates?**

To be eligible for consideration in Transform's Young Contenders nominees must be aged 30 or under on 31 December 2019.

## **How do I nominate someone for Transform's Young Contenders?**

To nominate someone click the 'nominate' tab in the menu bar above, from this page you will be directed to a form where you are to complete the details and attach your PDF submission. As a nominator, we require your nominee's name, job title, phone number, e-mail address and an explanation as to why you think they are a suitable candidate for Transform's Young Contenders.

## **Who can nominate a candidate?**

Anyone can nominate a candidate who they feel is eligible for Young Contender status.

## **Can I nominate myself?**

Yes, you can. However you will need to provide a testimonial from your line manager, client etc

## **Can I nominate more than one person?**

You can nominate as many people as you'd like.

## **Can I nominate a group or a pair of people as co-nominees?**

Sadly not. This awards programme recognises an individuals achievements, merits and successes.

## **What makes someone a good candidate for Transform's Young Contenders?**

Candidates should be passionate about brand and brand development and display exceptional talent and potential and have demonstrable achievements in the field. They can be based in-house or at an agency and in a strategic or creative role.

## **Will the nominees be told who nominated them?**

Yes. The nominees will be told that they were nominated.

## **Does being nominated multiple times help my nominee?**

No, it will not benefit the nominee or strengthen their case.

## **Are there any geographical restrictions?**

Entrants must be from European region. Please see the eligibility and rules section for eligible countries.

## **How are Transform's Young Contenders selected?**

A judging panel including senior branding professionals will convene in September to assess all the entrants. This gathering debates the merits of the candidates, weighing their achievements until they find this year's outstanding candidates.

## **Who are the judges?**

The Young Contenders selection panel will be announced in due course and details are available on the website, on the judges' page.

## **When will I find out if I have been selected as a Young Contender?**

Those who are selected for this years Young Contenders will be contacted in September 2019.

## **What happens next?**

Candidates are invited to join their industry peers at the awards presentation hosted by Transform magazine in October 2018. Those who are entered (the nominee) into the awards will receive a complimentary ticket to the awards ceremony. Additional tickets are available to purchase for colleagues, family and friends to join their nominee on the night.

## **Will I get a trophy?**

Yes. Successful candidates will be presented with a trophy at Transform's Young Contenders Awards.