



2021  
transform awards  
europe

The only awards programme  
to benchmark excellence in  
rebranding and brand development

It's now the twelfth year for the Transform Awards,  
celebrating the very best in Europe's corporate,  
product and global brand design and strategy.

Special offer early entry deadline\*:

**3 July 2020**

Early entry deadline\*\*:

**11 September 2020**

Last chance to save\*\*\*:

**9 October 2020**

Entry deadline:

**23 October 2020**

Late entry deadline\*\*\*\*:

**6 November 2020**

Awards ceremony and gala dinner:

**March 2021**

\* Enter three entries by 3 July 2020 and receive a thought leadership piece to run online on Transform magazine

\*\* Enter by 11 September 2020 to receive £100 off your total entry cost starting from the first entry paid for

\*\*\* Enter by 9 October 2020 to receive the fifth entry free

\*\*\*\* A late entry surcharge of £125 will be applied to every entry submitted after 23 October 2020

For more information on entry fees, visit the **Fees and Payment** section at [www.transformmagazine.net/awards/europe/how-to-enter/fees-and-payments/](http://www.transformmagazine.net/awards/europe/how-to-enter/fees-and-payments/)

# Categories

## CONTENT

- Best use of a visual property
- Best brand architecture solution
- Best use of copy style or tone of voice
- Best brand experience
- Best use of packaging
- Best wayfinding or signage
- Best use of audio branding
- Best use of typography
- Best place or nation brand

## TYPE

- Best corporate rebrand following a merger or acquisition
- Best brand development project to reflect changed mission, values or positioning
- Best brand consolidation
- Best rebrand of a digital property

## PROCESS

- Best external stakeholder relations during a brand development project
- Best internal communications during a brand development project
- Best implementation of a brand development project
- Best implementation of a brand development project across multiple markets
- Best localisation of an international brand

## SECTOR

- Charity, NGO or not-for-profit
- Education
- Energy and utilities
- Engineering and manufacturing
- Farming and agriculture
- Financial services
- FMCG
- Food and beverage
- Healthcare and pharmaceuticals
- Industrial and basic materials

## STRATEGY

- Best creative strategy
- Best brand evolution
- Best strategic or creative development of a new brand
- Best development of a new brand within an existing brand portfolio
- Best naming strategy

- Lifestyle and wellbeing
- Mining and extractives
- Professional services
- Property, construction and facilities management
- Public services
- Retail
- Technology, media and telecommunications
- Transport and logistics
- Travel, leisure and tourism

## Previous winning agencies\* include:

Anatomy	McCann Enterprise
Brandpie	Moving Brands
BrandSilver	Mr B & Friends
Brand Brothers	Only
Brand Opus	OPX
B&B Studio	Pearlfisher
Clout Branding	Prophet
Coley Porter Bell	Pollitt & Partners
DesignStudio	Publicis Sapient
Dragon Rouge	Rufus Leonard
Elmwood	Ragged Edge
Endpoint	Siegel+Gale
Essen International	SomeOne
FutureBrand	Spencer du Bois
Handsome Brands	Start Design
Jackdaw Design	Superunion
Joint	Supple Studio
Landor	Taxi Studio
Lantern	Thinkfarm
Living Group	VBAT
M Worldwide	why do birds
Matter Of Form	1HQ Brand Agency
MassiveMusic	2LK

\*From a list of hundreds

## Previous winning brands include:

### 2020

Aktuel  
Axel Springer  
Bang & Olufsen  
Coutts Bank  
Digiplex  
ESL  
Frontline AIDS  
Lush  
Scala Radio  
Urban Cordial

### 2018

Carlsberg  
Deliveroo  
Depop  
Harrods  
Intel Corporation  
LEVEL  
Moonpig  
Nuffield Health  
PizzaExpress  
University of Greenwich

### 2019

BP  
Barclays  
Canon Europe  
Department for Transport  
Hikma  
FOX Sports  
Natural History Museum  
Royal Museums Greenwich  
Unilever  
Waitrose & Partners

### 2017

British Steel  
Great Western Railways  
Lloyds Banking Group  
NatWest  
Premiere League  
Serco  
St Andrew's Hospice  
St Johns Ambulance  
WWF-UK

# Fees

The cost to enter the Transform Awards is £295 for the first entry and only £195 per subsequent entry.

Entries submitted after the final entry deadline will be subject to a £125 surcharge.

# How to enter

Entering couldn't be easier. There is an entry template provided in this document to make the entry process smoother. If you can write a 300 word synopsis of your work, you're halfway to winning a Transform Award!

For full details, head to

**[www.transformmagazine.net/awards/europe/](http://www.transformmagazine.net/awards/europe/)**

If you would like additional guidance with your entries or any information please feel free to contact Catherine at **[cpersson@transformmagazine.net](mailto:cpersson@transformmagazine.net)** or call **+44 (0)20 3950 5356**.



# Entry checklist

1

## Entry form

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Correct spelling and format of company names

One PDF per entry

PDF 10MB or less

2

## Entry summary

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300 words maximum

3

## Entry statement

---

800 words maximum

4

## Supporting materials

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Passwords to restricted content

*Remember: If you are entering the same project into more than one category, it should be tailored accordingly.*

*Judges will mark down entries that are exactly the same and haven't been tailored.*

# 1. Entry form

This template is a guide for what to include in your entry. You may design and brand the entry and its layout however you like. It is worth noting however, that the judges often like entries that don't have too much text on one page as it makes them easier to read.

Once your entry is complete please upload this as one PDF document (up to 10MB), including any supporting materials and URLs to the website.

If you are entering one project into multiple categories make sure you tailor your entry to fit each category.

On the cover page for each entry you should include the details shown on the right to ensure our judges can clearly see which category you are entering and with which client.

*NB : The names provided on your submission will be used on all written references – the shortlist, winners book, trophies etc. Please check spelling, capitalisation and any punctuation are all correct.*

**Name:** John Smith

**Job title:** Account manager

**Company:** Cravenhill Publishing

**Email:** John.Smith@TransformAwards.com

**Phone number:** +44 20 1234 4321

**Entering company:** Transform Awards

**Invoice address:**

Transform Awards,  
London Street,  
London SW4 6DH

**Client's name:** Transform Awards' client

**Category entered:**

Best use of a visual property  
Photography/illustration/digital

## 2. Entry summary

Your entry summary is used to brief the judges. It should be a concise 300 word synopsis of your work, the category entered and why.

Your summary should include:

1. The project's relevance to the category\* it is being entered into.
2. Budget – this is optional. Judges have found it useful in previous programmes to determine the scale of the project.

*\*If you feel your work is a perfect candidate and strong contender for more than one category, the summary should be tailored accordingly.*

## 3. Entry statement

Your entry statement should be written in 800 words or less. The most successful companies entering the Transform Awards have a clear narrative in their entry statement.

Your entry should clearly tell your story with details of why the brand work was needed, how the strategy was developed and implemented and how the results fit the initial objectives.

Entries for the creative categories should include details, analysis or background on how the visual components of the work were developed and why they were used. Entries for the strategic led categories should focus on the communications of the brand.



# HOW TO MAKE YOUR ENTRY SUCESSFUL

We advise that your entry statement should cover the following sections:

## Industry Context

Describe the market or industry context and where your brand/organisation fits into the given environment. This helps the judges put the work into context.

## Challenge

Setting out the challenges and objectives for the judges helps them understand the way the project developed.

What prompted the work?

What brief and criteria did it need to fill?

What other factors and issues led to it?

What were the objectives for the project?

What did you want to achieve from development of the brand?

## Strategy

Explaining the strategy helps the judges understand how the project and brand were developed. The narrative for your strategy should link to your brand's objectives and goals.

What is the target audience?

Where did the idea/concept come from?

What research did you conduct and incorporate?

What led to the design approach?

Were there any unforeseen problems? If so, how did you overcome them? How did you implement the strategy?

## Creativity/Innovation

Explain how the work met or exceeded the client's expectations

Did it trigger a reaction from/connection to the target audience?

Was the work comprehensive – did it work across all the relevant platforms?

Did it display innovation and originality in its looks and feel, tone of voice, or method of distribution?

## Results

Indicate how the results met the business objectives.

What was the outcome?

Did you achieve what you set out to?

Did you exceed expectations?

Results can be quantitative or qualitative. Where relevant, judges find the ROI on the work useful.

# 4. Supporting materials

Supporting materials may be included within your submission to help the judges evaluate your entry. For all rebrand projects ensure you include examples from before and after for the judges to see how the brand has developed. All materials should be accompanied by a brief caption explaining them.

The supporting materials are limited to two pages of written materials and three pages of images. Materials may include:

1. Reviews
2. Testimonials
3. Media coverage
4. Additional project credits or third party contribution.
5. Graphs and tables - include details of the results and why they're relevant.
6. Videos - If possible, please provide a link to view the video content online. Please note, videos that exceed the recommended length of three minutes may not be viewed in their entirety.
7. Links - You can supply up to three relevant URLs in addition to any video links. Please provide passwords where access to links is restricted.

*Although including supporting material is not compulsory, if it is included effectively it can make the merits of the entry more immediately apparent to the judging panel. Supplying links can help you remain within the file size limit.*

# FAQs

## **What is the time frame for eligible work? Can I enter work from last year?**

The time frame for eligible work is ordinarily 18 months previous to the final deadline. Please refer to the eligibility and rules section on the Transform magazine website for more details and specific dates.

## **The project I am entering was completed in-house. Can I still enter?**

Yes.

## **My client is based outside of the awards region. Am I still eligible to participate?**

Yes – providing you have an office or are based in the region in which the awards is being held, the location of the project's focus can be anywhere in the world.

## **Can I enter more than one category? If so, do I need to submit more than one PDF?**

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

## **I'm not sure which category to enter. How shall I decide?**

If you are struggling to categorise your project, please contact the events team on +44 (0)20 3950 5356, or email Catherine at [cpersson@transformmagazine.net](mailto:cpersson@transformmagazine.net)

## **How can I ensure that budgets disclosed on the entry will remain confidential?**

Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

## **Is it ok if the word count is exceeded?**

The word count is set as a guide – exceeding it slightly will not be penalised. However, considering the volume of material read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

## **How should I include my supporting materials?**

All supporting materials should be included within the document. If you wish to include videos, please add a hyperlink to it in your PDF entry, rather than embedding the video itself. Embedded videos can often increase the size of your entry so that it is over the 10mb limit.

Besides the supporting materials included within your PDF entry, no other separate materials are required.

# FAQs

## **Can I only include images in the supporting materials section?**

Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

## **On the 'Enter Now' section of the website, what is the difference between the fields 'company' and 'entering company?'**

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

## **Can previous entries be sent to potential entrants?**

As per our rules section on the Transform magazine website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

## **Is there a cost to enter?**

Yes. Rates are available on the Fees & Payments page on the Transform magazine website. There are also discount rates available for charities and early entry discount for those who enter before a certain date.

## **Why won't my entry send?**

If you are receiving an error message telling you that supporting materials are required, perhaps you have exceeded the 10mb size limit or your file is not a PDF. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

## **How do I pay for my entries?**

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356, where one of our team can explain other payment options.

## **I want to enter more entries at a later date, how do I get the reduced entry cost?**

Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.



Feel free to contact Catherine at [cpersson@transformmagazine.net](mailto:cpersson@transformmagazine.net) or call **+44 (0)20 3950 5356** for any more information or help with your entry.