

transform

YOUNG ²⁰²¹ CONTENDERS

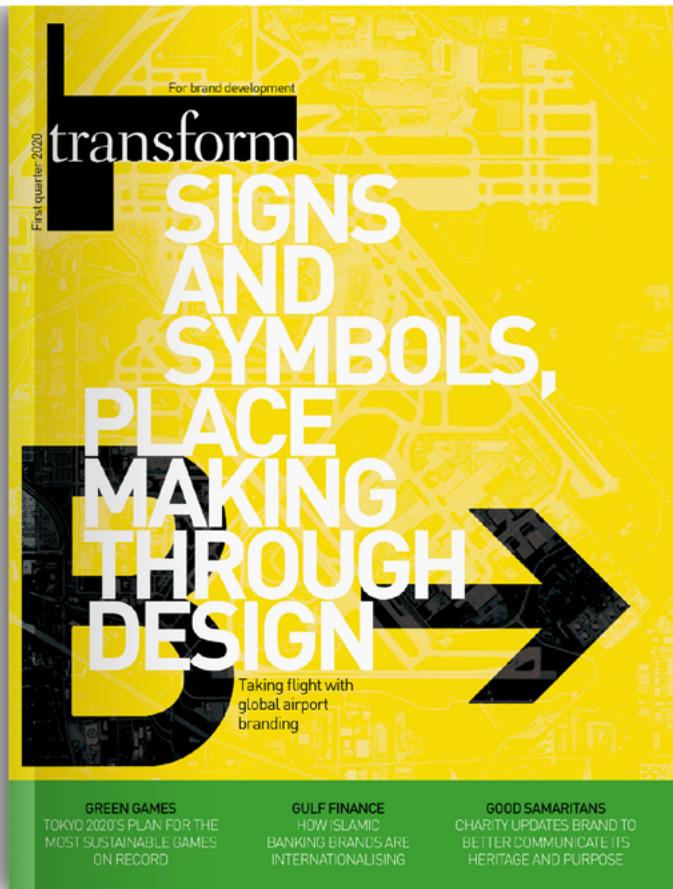


WINNERS



BOOK

The global publication for brand development and rebranding



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WELCOME



ANDREW THOMAS

Publishing editor
Transform magazine

There is no denying that the past eighteen months have been particularly hard on young people. Much has been written on the lack of opportunity for those starting out at the beginning of their working lives or the paucity of positions for those seeking to progress to the next stage in their careers. But equally difficult is the way this generation has missed the connections and the inspiration of working with talented people. The benefits of being surrounded by bright and creative colleagues, the lessons learned by having your work critiqued by those you admire, even the luxury of being allowed to make the occasional mistake can never be underestimated.

Which makes the achievements of those who made the grade in this year's Young Contenders programme even more impressive. All six of those whose achievements made them Young Contenders 2021 have demonstrated a deep understanding of the transformative power of brand strategy, creativity and design. However, the recipients of our two top accolades, MassiveMusic's Marijn Roozmond, (Strategist of the Year) and IE Brand's Josie Evans (Creative of the Year) really did stand out. We are delighted to celebrate their success and excited to see what their future holds.

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Marie-Thérèse Cassidy
VP design, Europe, PepsiCo

Marie-Thérèse is the newly appointed VP design, Europe at PepsiCo. Her role is to accelerate the growth and development of the design and innovation capability across Europe. Geordie by birth, the Glasgow School of Art graduate landed in London over 20 years ago to pursue her passion for brand experience. During her career Marie-Thérèse has established a track record for success and built an impressive portfolio, working with some of the world's leading brands.



Nigel Davies
Brand consultant, PIN Creative

Nigel, an independent brand consultant, helps businesses transform their vision into a brand. He combines his experience in strategy, creativity and business to help clients simplify the branding process and gain clarity. With over 25 years in the creative industry he has been employed by leading London design agencies (The Partners, now Superunion; creating the first global standard for Ford Motor Company), formed his own agency (300million; launching the world's first 4G telecoms brand in Russia) and now works directly with clients as PIN Creative.



Philip Davies
President, EMEA, Siegel+Gale

Philip leads the global strategic brand consultancy Siegel+Gale in EMEA. Based in London, he's behind the people, the work and the firm's belief that complex brand challenges can be solved through simple, unexpectedly fresh strategies, stories and experiences. His career combines a rich and varied background that spans journalism, advertising and brand consulting. Like everyone at Siegel+Gale, he believes that simple is smart.



Amanda Jackson
Founder and creative director, Jackdaw Design

Amanda is the founder of Jackdaw Design, an independent creative studio specialising in branding and packaging. She works with both established businesses and a number of innovative food and drink brands, such as Urban Cordial, Cawston Press and Claudi & Fin. Alongside design work for clients, Amanda is passionate about nurturing young creative talent and is a regular speaker at Arts University Bournemouth.

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JULIE SIM

Brand strategist, Luminous



“Julie’s ‘local’ side comes through in more ways than one. Her intuition and perceptiveness means she can read situations and people and pose the right questions to gain understanding and instantly build rapport. Her kindness and empathy bring people together to share, learn and grow.”

Sheila Morrison, director of brand & culture, Luminous



Born in Singapore and brought up in Malaysia and Dubai, Julie Sim is passionate about using brand to drive positive change. At Luminous, she worked with different companies to establish their purpose and values, from commercial real estate and waste management to financial services and gambling. Julie led B2B Brightest Brands, Luminous' industry-first index focused on B2B brands, acting as a key lynchpin through the entire project, from establishing the initial objectives to presenting the panel at the launch webinar. Julie also aims to be a positive influence with her colleagues, by supporting and driving an agency's culture or helping others understand the power of brands. Julie's clients describe her as having 'great analytical and insight skills,' passion and positive energy, incisive strategies and robust logic.

What do you consider your biggest accomplishment in your career to date?

It's got to be B2B Brightest Brands. This was a massive piece of research, which the brand team at Luminous and I termed our 'COVID baby'. Many brand indices typically analyse B2C and B2B brands collectively, which in my opinion, isn't really a level playing field. We launched this study through a webinar back in February and it received highly positive feedback, but most importantly, it resonated with our key audiences and acted as an important milestone for driving the B2B branding industry forward.

What will being named a 'Young Contender' mean for you and your career?

I've always been a competitive individual, even as a child. While it drives my ambitious work ethic, the downside to that means I am often very critical of myself. Being named a 'Young Contender' would help me stand more firmly on my own two feet and be confident of my achievements. Additionally, I hope it will help to widen my network, opening up more opportunities to connect with talented, like-minded people in the industry.

What do you want your role to be in the future of the brand industry?

Firstly, I am super grateful for all those who have been my biggest advocates so far. Without them, I wouldn't be where I am today. So, at some point in my career, I hope to do the same for others. I want to be a mentor and role model, helping to influence and shape other young talent in the industry. Secondly, I have always believed that brands should be for the good of the world. Whatever I do in the short and long term, I am passionate about continuously making transformative changes.

What kind of impact can young designers and strategists make on the brand industry?

Young designers and strategists can bring fresh perspectives and a dynamic energy, not just for the industry as a whole, but also for the agency they represent. Us younglings have grown up in an environment where information is readily available at just a click of a button. Consequently, we are more curious, resourceful, purpose-driven and move at pace with the trends.

Who is your dream client? Why?

When I first started in the industry, I would have probably said the likes of someone like Unilever, a leading brand that is spearheading a more sustainable planet and society. However, after having the opportunity to work with a wide array of clients from financial services and technology to commercial real estate and even waste management, it made me realise that it's not just about cruising for the big guys that are already successful. Each project is unique and it's more about the positive impact I can bring to an organisation, no matter how big or small.



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KARINA STOLF
Designer, Someone



“Karina is exactly the type of next-gen designer our sector needs to celebrate. Behind her positive beaming demeanour lies a razor sharp mind and creative flair bursting with opportunity.”

Simon Manchipp, ECD & founder, SomeOne



A rising star at SomeOne, Karina Stolf is a concept-driven designer who is able to think like the client, understanding what is needed from a brief and what is the best way forward, both commercially and creatively. This allows her to be proactive and progressive and take charge of several different projects. Karina's work on the global rebrand of an international logistics organisation was described as 'unconventional, progressive and excitingly unsettling' by the CMO and led to the agency being retained for several new projects. Whether Karina takes on a new brief for a small local business or an international brand, like Fridays, she moves from concept stage into execution in a seamless manner, relishing all stages of the design process.

What do you consider your biggest accomplishment in your career to date?

Finishing my degree at LCC and becoming a designer at one of the top branding agencies. I am from a small town called Kohtla-Jarve in Estonia and I never imagined I would be where I am now. So that in itself is a huge achievement for me. But my latest accomplishment would be working on a global rebrand for a huge tech company. It's still being rolled out so I can't give much away, but I am really proud of the way it turned out.

What will being named a 'Young Contender' mean for you and your career?

I think first and foremost, it will give me that boost of confidence I need. Being a female in such a male dominated industry can sometimes feel intimidating, so being named a 'Young Contender' will make me feel valued and appreciated.

What do you want your role to be in the future of the brand industry?

I don't necessarily have a plan for myself as I am more of a 'take each day as it comes' person, but my dream would be to start my own branding studio specialising in food and beverage.

What kind of impact can young designers and strategists make on the brand industry?

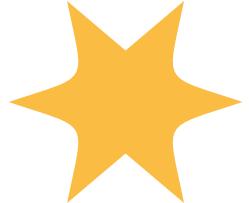
Our young designers and strategists will help shape the future of the brand industry and we should always remember that. I'd like to think that we are much more open-minded and that allows us to bring a fresh perspective, excitement and a whole load of unconventional ideas to the table.

Who is your dream client? Why?

Every brief can be made great and dreamy if you approach it the right way. But for me, anything to do with food and beverage is my dream. I am a massive foodie, so making something that I'm passionate about look great is the dream.

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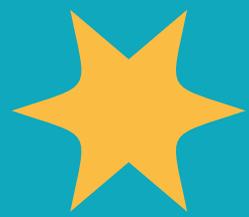


HANNI BATEMAN
Senior strategist, People-Made



“When I try to put my finger on what it is about her, she isn’t the loudest or the ‘big extrovert’ in the room. She’s the one thinking, jotting and scribbling, chewing this over. Quietly capturing, connecting and codifying to articulate what clients have been trying to say for years. That’s the Hanni magic.”

Brook Calverley, founding director, People-Made



Coming to People-Made with no previous strategy experience and the first of her family to attend university, Hanni Bateman has cracked 'big ideas' in just under three years, writing strategy for some of the agency's biggest accounts. Hanni won People-Made the pitch with the Funding Circle, defining a full brand and culture strategy for the UK unicorn. She also led the development of the 'Arsenal Way' to reboot the clubs' values and culture. She solo-led the translation of Burger King's new brand strategy into a detailed behaviors framework to drive performance from the fast food's HQ to every drive-thru. Hanni has been described as 'instantly credible,' 'exceptional,' 'positive disrupter,' and 'one to watch,' by the different clients she worked with.

What do you consider your biggest accomplishment in your career to date?

It has to be helping the BFI define their collective purpose and new culture drivers. I really admire them. As an organisation, as people and as artists. They do incredible work all across the UK and to play a small role in helping them with their brand and culture felt like a real 'pinch yourself' moment.

What will being named a 'Young Contender' mean for you and your career?

It would mean so much to me. Not just to help me spread my wings in the industry but also to help me build confidence in myself and (maybe) finally stop biting my nails.

What do you want your role to be in the future of the brand industry?

I'm in it for the long haul and I want to be at the forefront, helping brands find their voice and do it ways that feel new, different and exciting.

What kind of impact can young designers and strategists make on the brand industry?

A big one I hope! Each generation brings with it a new set of values and beliefs, new battles to fight and wars that they want to win. I think for us it's about helping to build a deep commitment to DE&I and sustainability for our clients and the agencies we work in.

Who is your dream client? Why?

Dream clients are always the unexpected ones. Not necessarily the biggest or the brightest names. The ones that sweep you up, ready to create a wave of change that will shake up things that haven't been shaken in a while and above all, to do it for good.

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KIERAN HAWES
Midweight designer, Mr B & Friends



“Kieran is one of those rare finds in a designer- absolute determination to excel in everything he does, to really understand the task at hand and exceed our expectations. His devotion to digital UX is really impressive, and his abundant confidence has seen him lead training sessions for creatives much more experienced than he. He teaches himself new things all the time, and shares that knowledge wide. We all benefit from his drive and he will go far in this business.”

Kate Gorrigne, creative director, Mr B & Friends



Thanks to his commitment, confidence and maturity, Kieran Hawes achieved the status of middleweight designer at 23 years old, well ahead of the average age. A self-starter who bought his first Mac by saving up from a paper round and taught himself how to use Photoshop and Adobe Illustrator, Kieran is on the pulse with the latest digital design advances. This enables him to create better-connected brand experiences, like he did with Accoya, where he used his skills in UI/UX and digital design to help the project develop seamlessly. Working to produce three unique websites for three different brands within the Active Learning Group, Kieran developed a streamlined user-centric experience that resulted in a reduced bounce-rate and higher lead uptake. Kieran's confidence, eagerness to learn, versatility and positive energy have made him a loved team member and a pillar of Mr B & Friends.

What do you consider your biggest accomplishment in your career to date?

This? Becoming a midweight at 23 and working on an integrated campaign for an educational institution that rejected me just two years earlier. Becoming part of an agency I'd dreamed of working for from the moment I met the team back in 2017.

But if I'm being totally honest, my biggest accomplishment, was not giving in. I spent years being told, and even telling myself, that I didn't have what it takes to succeed in this industry and that my dream job would never be more than just that, a dream. It seems that couldn't have been more wrong.

What will being named a 'Young Contender' mean for you and your career?

It will be a huge deal for me on a personal level – after years of nagging self-doubt the recognition is helping to solidify my confidence that clients and colleagues have in me. It will also provide incredible opportunity to connect with some seriously killer creatives across the country.

Most importantly I hope it'll offer the opportunity to represent the rejects. Showing that, you don't need study in the 'right' places to make it in this industry anymore. Hopefully instilling the confidence in young creatives that feel like they don't fit that mould, that I wish I'd had when I were in their shoes just a short time ago.

What do you want your role to be in the future of the brand industry?

The short-term goal is to be an art director before I turn 30. In the long run my plan has always been to lead my own agency. In my short time so far in the industry the little idyllic picture of it my head

has grown dramatically in tandem with my ambition, from a cosy little studio, into a digitally driven full service agency that's anchored around authentic, user-centric brand experiences.

Aside from the day to day I'd like to spend time giving back. My path into the industry was an atypical one for sure and it hasn't hindered my career in any way, instead it's enhanced it beyond any measure I could've ever have possibly hoped for. I'm going to do that for the next generation of uni-rejects and build a programme that will help streamline their pathways into the industry.

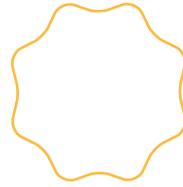
What kind of impact can young designers and strategists make on the brand industry?

Young creatives and those from more diverse backgrounds are integral to the advancement of our industry. There's no two ways around it. Fresh faces, opinions, viewpoints and an ever-strong drive to stick it to the status quo will continue to propel the industry forward on the global stage.

Who is your dream client? Why?

Any client that simply has the guts to do something different.

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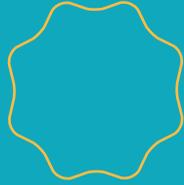
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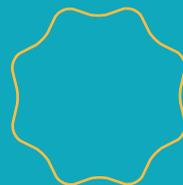
MARIJN ROOZEMOND

Senior creative strategist, MassiveMusic Amsterdam



“Marijn always digs deep to come up with the strategic and creative approach for a project. For Philips, the sound ended up being created by him and the team testing out breaking light bulbs, and seeing how this could be used for making music. In addition to that, Marijn is always trying to push for the good that music can bring to people. This makes him a real advocate for focusing on the social and emotional benefits of music.”

Meghan Gill, account director, MassiveMusic



Marijn Roozmond has been part of the musical world since he was a child; he began playing the piano at just five years of age, and after seeing 'The Blues Brothers,' he picked up the saxophone as well. The combination of musical expertise and inspiration, and a drive to help brands find and develop their sound, has allowed Marijn to stand out within the industry. From committing to MassiveMusic's 'Music x Mind' social initiatives, to reading music samples out of traditional instruments to developing bespoke playlists to trigger meaningful memories for elderly people with mental disabilities, Marijn has almost done it all. He also worked with various global brands, including Philips, ING, Randstad and UBS, applying his holistic approach and thorough understanding of the science behind sonic branding to every project, achieving the best possible outcome.

What do you consider your biggest accomplishment in your career to date?

Combining the learnings and being a witness to the power of music – both when it comes to producing sonic identities for some of the biggest brands (Philips, UBS, ING) as well as for good causes and projects (Amsta, Instruments for Change) where music is a force for good.

What will being named a 'Young Contender' mean for you and your career?

It's a great honour that also acknowledges the role I have within the field of sonic branding.

What do you want your role to be in the future of the brand industry?

I would love to see the future of the brand industry even more connected within the different disciplines. The separate elements of brand identities created simultaneously - generating even more cohesiveness and synergy.

What kind of impact can young designers and strategists make on the brand industry?

The brand experience is shifting from a traditional approach to the latest tech and platforms - young designers and strategists can always keep challenging to push boundaries and seek the early adaptors.

Who is your dream client? Why?

Google, especially for the power of home automation; or Unilever, to give consumers direction with in-store purchases on what they are buying - both will be forming the soundscapes of so many daily moments of the near and far future. Both brands have immense global potential when it comes to the impact they can have through sound. When used right, it can shape experiences. Another one I'd like to work with is Greenpeace. I would love to create a sound that can serve as an audio mark/indicator, next to visuals, on how eco-friendly the purchase of certain products is. People would set their own goals, but would be alerted through sound when certain products do not meet their requirement. It would be great to be part of the change through music, especially considering the climate and environmental crisis we're facing.

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JOSIE EVANS

Senior designer, IE Brand & IE Digital



“Josie is amongst the most talented, energetic and dedicated designers I’ve had the pleasure of working with, over my twenty-year career. There’s lots to say about Josie: she’s got a versatile talent, and is as skilled at designing visual identities and design for print, as she is turning wireframes into user-friendly digital designs. But ultimately, I believe her work speaks for itself, creating dynamic, responsive brands. If the future of the design industry is led by people like Josie, the industry is in very good hands indeed.”

David Crichton, Creative director and brand consultant, IE Brand

For Josie Evans, the most important aspect of design is to have fun and always strive to create something that tells a story and provokes an emotion. Before joining IE, Josie had worked with a wide range of clients, from blue chips and luxury hotel brands to charities and art museums. In less than three years at IE, she has led over ten top-level brand identities for clients. She has also designed over a dozen websites and has led on various social campaigns, demonstrating her skills for both online and offline. Team members and clients alike recognise her ability to take feedback constructively and, most importantly, her ability to understand that the needs of the client and the audience. Moving forwards, Josie would like to start passing her knowledge to younger designers. She is keen to work with design students, whether it's to give feedback on a portfolio, showing someone the ropes on a work experience placement, or chatting to aspiring designers at career fairs.

What do you consider your biggest accomplishment in your career to date?

I don't know if I can name one but it's always great when you work for big brands and see your work when you are out and about, and thinking 'I did that!' But for me, I think my biggest accomplishment is progressing to senior designer where I get to own and deliver all my projects, working closely with the client to ensure we are producing exactly what they need to be most successful. Being trusted to lead on creative projects and knowing my colleagues have faith in me is amazing.

What will being named a 'Young Contender' mean for you and your career?

After years of suffering a lot of anxiety when it came to my job, to the point I was prepared to quit and pursue a different career, it's absolutely amazing to be nominated for Young Contender. It has already given me a huge confidence boost and helped me to believe in myself. I've always been quite self deprecating but this will be a reminder of how far I have come and what I can achieve, and hopefully, it will help me to inspire others too.

What do you want your role to be in the future of the brand industry?

I would love to continue to design brands for non profit organisations and to help clients that help others. I would also love to give back to the design community through lectures, workshops and mentoring students. I loved my experience at university, I think it's a big reason why I am where I am today. I have been back to Falmouth University a few times to speak to the students and run a workshop and I would love to do more of this.

What kind of impact can young designers and strategists make on the brand industry?

We can make a huge impact! We don't yet have the ultimate responsibility for keeping clients happy, so we can just take advantage of our enthusiasm and freedom to explore creative ideas. Young members of the team should be encouraged to have fun with their work, do things differently and push their own boundaries, and if that doesn't work, they've probably learnt something new in the process.

Who is your dream client? Why?

I've been lucky enough to work with a few of my dream clients already, from huge names like London Fashion Week to Anawim- a small local charity helping women who don't know where to turn. But I'm a huge sports fan so anything to do with the Olympics or the Tour De France would be amazing. Imagine designing the GB kit and then being able to claim that your work won Olympic gold!

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Transform Awards recognises the best practice in corporate, product and brand development, with categories focusing on strategy, execution, content and evaluation. From big global agencies to small local work, the awards reward excellence and innovation in branding across Europe. The awards are also held in ANZ, Asia, India, MEA, Nordics and North America.

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