

TRANSFORM AWARDS INDIA 2022

Winners book



transform awards

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 held in seven regions including ANZ, Asia, Europe, India, MEA, Nordics and North America.

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The global publication for brand development and rebranding



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Andrew Thomas

Publisher

Transform magazine

The challenges of the past year have been immense, as companies of all sizes have worked to mitigate the impact of the Covid-19 pandemic. That's why this year's Transform Awards winners are incredibly deserving of their recognition. They have championed communications, design and strategic brand development in the most difficult of landscapes and they have achieved great things.

Our judges were amazed by the work crafted by organisations and their agencies across so many different sectors: from automotive to

the arts, financial services to the third sector. They were impressed with the quality of the design work as well as the thoroughness and effectiveness of the strategic processes.

Each and every one of this year's Transform Awards winners is helping to set the standard for excellence in rebranding and brand development. I'm proud to share the winners of the Transform Awards.

Congratulations to every winner, your success is well and truly deserved.

Judges



Deep Chhabria

Creative lead

Netflix

Deep is a creative director and comedian. In his career, he's worked at some fun agencies like BBH, R/GA, and Grey to name a few. He's created work for clients like Red Bull, Audi, Uniqlo, Tinder, Gillette, Tata, and many more. He is currently the creative lead for partnership marketing at Netflix India.



Hiren Dedhia

Design head

Diageo

Hiren Dedhia is the head of design for Diageo India and is responsible to inspire and lead a culture of creative excellence within the marketing team. He works cross-functionally between the marketing team and the innovation team on all things design. Prior to joining Diageo, he has worked extensively on the agency side with the likes of Landor and JWT, helping clients solve business problems through strategic design interventions. His experience pans across brand identity systems, packaging design, and experience and retail design.

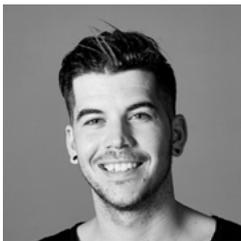


Vanessa Dsouza

Head of design

Retailio

Vanessa is head of design at Retailio, focussing on digital product design and creativity across Rio's B2B pharma marketplace. She has an overall experience span of 15+ years with a demonstrated history of working with Fortune 500 companies, successful dot-coms and inspired start-ups. To name a few are Voonik, Amazon, Deloitte, TutorVista, Flipkart, ADP & D E Shaw. She believes placing humans at the centre is the key to impactful business results at scale.



Victor Fontan

Global brand creative manager

Agoda

Victor started his career in Spain at advertising and PR agencies working with Fujitsu and MSD, soon enough he understood that advertising was the moving force to develop his career. Later on, he moved to Vietnam where he contributed to growing numerous start-ups and specialized in the digital marketing and creative space through working with international leading companies such as KFC, Viber, LG and Skyscanner. Victor is now leading the brand creative team globally at Agoda from Thailand.

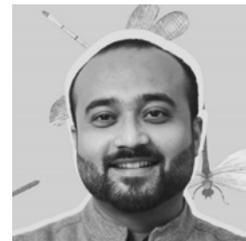


Jayesh Sali

Head of brand and digital marketing

Vodafone

Jayesh is the head of brands, marketing and digital at Vodafone South Pacific, driving brand expansion and digital innovation across the region. He has led the brand transformation of the multi-telecom acquisition spree to Vodafone and launched its global brand repositioning "Together we can" in the Pacific. He has over 15 years of experience building brands across various industries in many countries. Starting his career with JWT, he has worked across multiple facets of marketing, establishing himself as a leading marketer who is both a dreamer and a doer.



Somdutt Sarkar

Design director

Procter & Gamble

Somdutt has played a leadership role for over a decade at branding studios and advertising agencies famous for creative excellence. His prestigious clients include Airtel, Idea Cellular, HDFC, ITC & Raw Pressery. An alumnus of the prestigious National Institute of Design, Somdutt has worked in the fields of textile design, political advertising, branding, culture research and retail strategy. For P&G, Somdutt has led cutting edge design transformation for brands like Gillette, Pampers and Oral B, contributing to business growth.



Richa Sinha
Global creative director
 EY

Richa stumbled upon advertising soon after college and 20+ years hence she is still in love with brands, having spent time at agencies like JWT, Ogilvy, M&C Saatchi, DDB Mudra, and Contract (a WPP agency). Before joining EY's in-house agency, she independently handled communication for brands in Africa, India and ANZ markets. Prior to that, she was the executive creative director for advertising agencies, JWT and Scanad in Tanzania, Africa. She has worked on brands across industries and geographies – Vodafone, Airtel, Unicef, Toyota, USAID, and Adobe to name a few.



Tanu Sinha
Head of design
 PepsiCo India

Tanu Sinha joined PepsiCo in 2019 as head of design and innovation for India Business Unit. In her current role, she is integrating design thinking into PepsiCo's culture and using it as an effective tool to drive growth of business for both the Snacks and Beverages portfolio. Under her leadership, the design function's constant endeavour has been to create brands and experiences that consumers love. Prior to joining PepsiCo, Tanu served as the design director at Nestle Design Lab.



Akanksha Srivastava
Head, brand content
 PUMA Group

Akanksha is the head of content at PUMA India, with a background in design. She leads the creative team and is focused on building a unique presence for an international brand in an Indian setting. She has over a decade of experience in the industry ranging from copy to shoots to design. In the last four years at PUMA, her portfolio boasts of successful campaigns like Sockthem, Propah Lady, and the Launch of Rider to name a few.



Prashant Sukhwani
Head, brand and communications
 Burger King Corporation

Prashant is a marketer with demonstrated history of excelling in the consumer goods and food retail industry. Skilled in brand and marketing management, business strategy, brand launches, trade marketing, market research and innovations management. He has experience in handling both flagship and fledgling brands as well as teams and complex value chains.



Khundmir Syed
Marketing lead
 IBM

With over a decade of experience in marketing and advertising, Khundmir has worked with several global brands such as IBM, FreshMenu, Dove, Clinic Plus, Sunsilk, Ponds, Tresemme, Singapore Press Holdings, Lee Jeans, and Infosys. He's also delivered brand strategy for global IT and FMCG corporations and helped transform a young tech startup into a well-loved food brand. He also created successful campaigns in his first year of joining IBM in 2020, like #KeepOnLearning.



Tanya Tanveer
Brand manager
 Careem

Tanya is a start-up brand builder who enjoys using unique ideas and concepts to build brands from scratch. She has worked in various tech start-ups, including Careem (Uber Inc), where she leads the brand strategy for the Super App with mobility of people, things, and payments. Tanya is experienced in both digital and offline marketing campaigns and has worked on some ground-breaking campaigns for her brands.

CONTENT

Best use of a visual property

Gold – Full'r by Giga Foods and Landor & Fitch
 Silver – ezyCR8 by Asian Paints and Landor & Fitch
 Bronze – Apraava Energy and Landor & Fitch
 Bronze – Backstage Pass Institute Of Gaming And Technology and Almosh82

Best brand architecture solution

Silver – ABP Network and Saffron Brand Consultants

Best use of copy style or tone of voice

Gold – Rubicon Consumer Healthcare and Jigsaw Brand Consultants
 Silver – Apraava Energy and Landor & Fitch

Best brand experience

Gold – Firefox Bikes and Elephant Design
 Silver – Naseej and Landor & Fitch
 Silver – Tata Communications and Landor & Fitch
 Bronze – Diageo India and Design Bridge

Best use of packaging

Gold – Wellbeing Nutrition – Melts and ting
 Silver – ezyCR8 by Asian Paints and Landor & Fitch
 Silver – PepsiCo Design & Innovation – Lay's Kohl Campaign
 Bronze – Diageo India and Butterfly Cannon
 Bronze – PepsiCo Design & Innovation – 7UP Ramadan Bangladesh
 Highly commended – Rewynd Snacks and The Bold Creative

Best use of typography

Gold – MoiSoi by Ceres Foods and Landor & Fitch
 Silver – Doeraa and ting

PROCESS

Best internal communications during a brand development project

Gold – TCS Tata Consultancy Services and Brandpie

Best localisation of an international brand

Silver – OPI India and ting

STRATEGY

Best creative strategy

Gold – Full'r by Giga Foods and Landor & Fitch
 Silver – Apraava Energy and Landor & Fitch
 Bronze – TCS Tata Consultancy Services and Brandpie

Best brand evolution

Gold – Apraava Energy and Landor & Fitch
 Silver – Diageo India and Butterfly Cannon
 Silver – Naseej and Landor & Fitch
 Bronze – ABP Network and Saffron Brand Consultants
 Bronze – Diageo India and Design Bridge
 Highly commended – Bayer Consumer Health India and Design Bridge

Best strategic or creative development of a new brand

Gold – Full'r by Giga Foods and Landor & Fitch
Gold – Wellbeing Nutrition – Melts and ting
 Silver – Rubicon Consumer Healthcare and Jigsaw Brand Consultants
 Bronze – DIVAA and ting
 Highly commended – AyurVridhi and Vowels Branding Agency

Best development of a new brand within an existing brand portfolio

Silver – DIVAA and ting

Best naming strategy

Gold – Wellbeing Nutrition – Melts and ting
 Silver – Apraava Energy and Landor & Fitch
 Bronze – Zepto and Landor & Fitch

TYPE

Best brand development project to reflect a change of mission, values or positioning

Gold – Apraava Energy and Landor & Fitch
Gold – TCS Tata Consultancy Services and Brandpie
 Silver – ABP Network and Saffron Brand Consultants
 Bronze – SupplyThis and Pink Lemonade Communications Pvt. Ltd.

SECTOR

Best visual identity from the energy and utilities sector

Gold – Apravaa Energy and Landor & Fitch

Best visual identity from the FMCG sector

Silver – MoiSoi by Ceres Foods and Landor & Fitch

Best visual identity from the food and beverage sector

Gold – Full'r by Giga Foods and Landor & Fitch

Silver – PepsiCo Design & Innovation – 7UP

Ramadan Bangladesh

Bronze – Diageo India and Butterfly Cannon

Bronze – Rewynd Snacks and The Bold Creative

Best visual identity from the healthcare and pharmaceutical sector

Silver – SupplyThis and Pink Lemonade

Communications Pvt. Ltd.

Bronze – AyurVridhi and Vowels Branding Agency

Highly commended – Bayer Consumer Health India and Design Bridge

Best visual identity from the lifestyle and wellness sector

Gold – Skin Pot Co. and ting

Silver – Mirësi and Pink Lemonade

Communications Pvt. Ltd.

Bronze – DIVAA and ting

Best visual identity from the retail sector

Silver – Naseej and Landor & Fitch

Best visual identity from the technology, media and telecommunications sector

Silver – ABP Network and Saffron Brand Consultants

Bronze – Backstage Pass Institute Of Gaming And

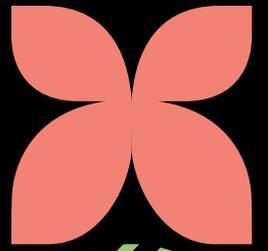
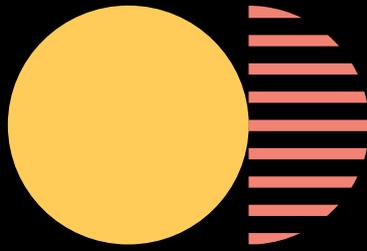
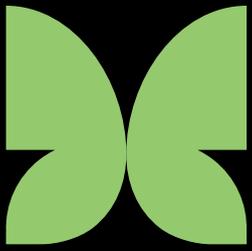
Technology and Almosh82

Best overall visual identity

Winner – Full'r by Giga Foods and Landor & Fitch

Grand prix

Winner – Wellbeing Nutrition – Melts and ting



CONTENT



Full'r by Giga Foods and Landor & Fitch

Gold

Full'r is a new Sri Lankan cloud kitchen burger brand created by Giga Foods. Operating in a crowded market in which they offer no retail footprint, Landor & Fitch had a unique challenge with Full'r when branding the product and creating a visual identity. The agency recognised the market is filled with ample small and large brands that offer mechanically produced burgers with uninspiring packaging. Creating a bright and vibrant visual identity, Landor & Fitch's brand idea focused on celebrating 'A Delicious Mess' that Full'r's burgers inevitably make. With over 14,000 impressions on social media, consumers were impressed by the "droolworthy" brand.

Judges were unanimously enthusiastic about the project, with one commenting on its "inspiring, colourful and energetic" nature. One judge believed a "beautiful brand identity" had been created, while another said, "it's just great to break the clutter."



ezyCR8 by Asian Paints and Landor & Fitch

Silver

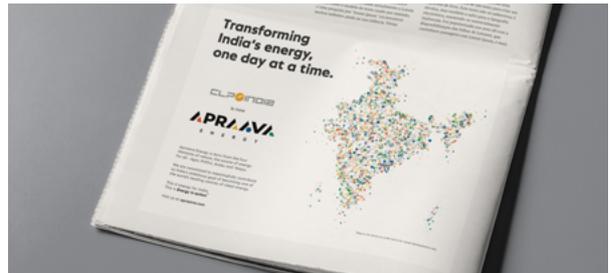
Asian Paints worked with Landor & Fitch to create an identity for ezyCR8, its new range of home DIY products. The visual designs were underpinned by the idea of 'taking things in your own hand', utilising simple visuals of a hand at work to illustrate the product's benefits. Judges praised the consistency and "beautiful" use of colours.



Apraava Energy and Landor & Fitch

Bronze

Attempting to move itself away from fossil fuel associations, Apraava Energy sought to become India's largest diversified energy company. Landor & Fitch created a generative design for the energy company in which real-time data was collected and used. One judge noted it was "a great idea which was well thought-through", while another praised its "beautiful identity".



Backstage Pass Institute Of Gaming And Technology and Almosh82

Bronze

Almosh82 cleverly combined the 'B' from Backstage Pass along with a ticket and joypad controller to form the new marque for the award-winning gaming college. It acts as a metaphor for the propelling of students along their journey, which judges praised for doing a "great job" of appropriately scaling the concept of gaming.



Best use of a visual property



ABP Network and Saffron Brand Consultants Silver

With hopes of becoming the avant-garde of Indian news broadcasting, ABP Network partnered with Saffron to develop a strategic and functional architecture solution. Seeking to become a fully-fledged media network, Saffron successfully moved ABP Network away from its old corporate brand in order to pursue new verticals. This move opened the door for capital markets to see the brand's huge potential.

Rubicon Consumer Healthcare and Jigsaw Brand Consultants

Gold

Entering the consumer healthcare segment with Bounce, a new nicotine replacement therapy (NRT), pharmaceutical brand Rubicon hired Jigsaw Brand Consultants in a bid to break down the prevalent barriers between smokers and NRT. The agency opted for an upbeat, positive tone of voice which offered smokers a call to action. The tagline 'Kick the Butt' impressed one judge who believed the copy was "smart, quirky and on-point."

Another judge saw Jigsaw's work offering "a refreshing take on anti-smoking adverts". This was demonstrated with other pieces of copy informing smokers 'It's time to Bounce', which was designed to roll out across social media as well as digital billboards. One judge thought the success of the copy style was rooted in its clear appeal to millennials who want to quit cigarettes.



Apraava Energy and Landor & Fitch

Silver

Landor & Fitch's work with Apraava Energy impressed judges with the quality of its copy style, which was described by one judge as "very direct and informative." The agency capitalised on Apraava Energy's desire to change its direction after a new investor, who was unimpressed by the energy company's image, wanted to re-energise Apraava's employees.



Best use of copy style or tone of voice



Firefox Bikes and Elephant Design
Gold

Team Elephant’s project with premium cycling brand Firefox Bikes sought to deliver a ‘trendy, impactful’ retail brand experience for all levels of cycling enthusiasts. It was an ambitious task that Team Elephant set themselves, incorporating the use of VR and digital gamification in a bid to make the customer’s interaction with products and brands more meaningful. The agency added in nine new brand experiences, all of which tried to promote curiosity as well as build brand confidence in an environment which tried to be professional, sophisticated and memorable.

Judges felt the project had succeeded in creating a great end to end execution from strategy to in-store, in which there was a high quality of design layout. One judge described the project as “bringing the brand to the forefront of technology and experience.”



Naseej and Landor & Fitch
Silver

Naseej, a luxury Qatar-based thobe brand, sought the help of Landor & Fitch to differentiate itself from the local cluttered sector. Concerned by a passive buying experience, the agency created a retail experience for customers which saw the introduction of a ‘Naseej expert’ assist in the shopping journey. One judge praised the project for setting the right mood for the brand.



Tata Communications and Landor & Fitch
Silver

Tata Communications was challenged by the fact that it provided non-tangible solutions. Landor & Fitch created a customer-first brand experience called ‘The Summit’, where leaders came together to better understand the challenges they face and the solutions Tata Communications could offer. One judge praised the “great strategy and creativity”.



Diageo India and Design Bridge
Bronze

Along with designing a new marque, Design Bridge created a new store campaign for whisky brand McDowell’s No.1 on behalf of Diageo India. The agency’s work included combining progressive key visuals with an impactful tiling of products in the store, which successfully unlocked new growth for the brand. One judge described the product placement as “smart”.

Wellbeing Nutrition – Melts and ting Gold

With Wellbeing Nutrition launching a number of nutrition supplements in the form of Oral Thin Strips, ting was tasked with packaging this new category for the Indian audience. An additional challenge for the agency was that the product – subsequently branded 'Melts' – would also be sold to overseas markets like the USA and Singapore, meaning the packaging would have to meet international standards.

Ting opted for a colourful range of three-piece custom tin boxes which allowed for printing on all sides, simultaneously positioning the brand as premium. A small, product-specific booklet was smartly concealed in the packaging. With competitors frequently using cardboard boxes, judges were impressed by the “unique” packaging design used by ting. “This is a good use of packaging,” said one judge, “especially the detailing and content placement which are very well done.”



Best use of packaging

ezyCR8 by Asian Paints and Landor & Fitch

Silver

The packaging choice by Landor & Fitch for Asian Paints' new range of millennial-friendly DIY products, ezyCR8 focused on appealing to the target audience as well as clearly describing the products' key USPs. “There is a good use of colours,” said one judge, “and the step by step instructions were strong.”



PepsiCo Design & Innovation – Lay's Kohl Campaign

Silver

PepsiCo ambitiously collaborated with a telecom company in India to allow prepaid mobile users 1-2GB of free data when purchasing select packs of Lay's. 18 unique limited edition package designs were created. One judge described it as “an extremely smart use of packaging”, while another praised the good use of colours.





Diageo India and Butterfly Cannon

Bronze

Butterfly Cannon adopted a number of interesting techniques to create Black Dog Scotch Whisky's "new-age" packaging. The brand's bottle structure was enhanced with straight shoulders and tapered sides, giving the product a contemporary gravitas. The use of inviting, rich colours was also incorporated, rounding off a "classy and on-point" rebranding project, according to one judge.



PepsiCo Design & Innovation – 7UP Ramadan Bangladesh

Bronze

PepsiCo's design for its celebratory 7UP Ramadan product had a strong visual language using a luxe gold tone and a deep green colour on the packaging. It also included prayer mats, architecture, filigree and complex patterns. With a 48% sales growth, judges were impressed with how PepsiCo made use of the occasion, acknowledging the "great design."

Rewynd Snacks and The Bold Creative

Highly commended

The Bold Creative's work for Rewynd earned praise for its "good use of colours" from one judge, with another noticing a stark improvement.

MoiSoi by Ceres Foods and Landor & Fitch

Gold

MoiSoi is a D2C Asian foods brand with a wide variety of products from stir fry sauces to baos designed to improve your home cooking experience of Asian cuisine. Brought in by Ceres Foods, Landor & Fitch outshone the clutter of the market by creating 'My Asian Kitchen' – an ownable brand idea that uses typography to represent the 'magical transformation' of the cooking experience.

The two 'Os' in MoiSoi act as a window showing off the transformation from raw ingredients to a delicious meal. The success of Landor & Fitch's work was made obvious when monthly sales outpaced the industry standard by 33% following the August launch. One judge said, "This is a great example of the impactful usage of typography as part of the visual brand identity. Evident from the business figures, this is striking and appealing."



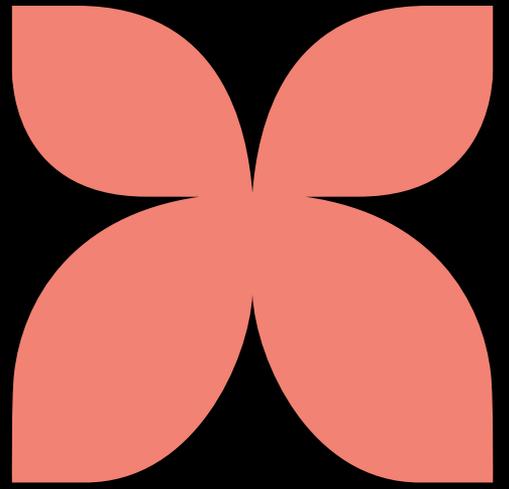
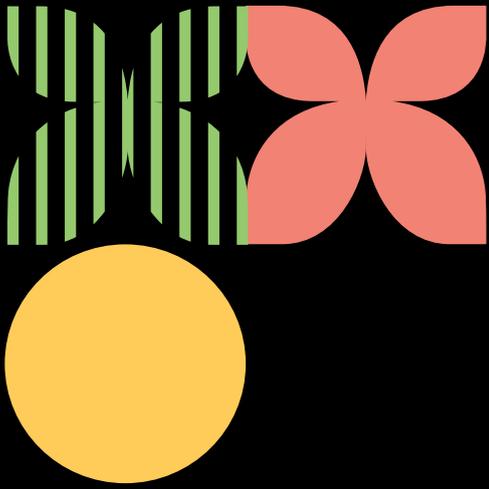
Doeraa and ting

Silver

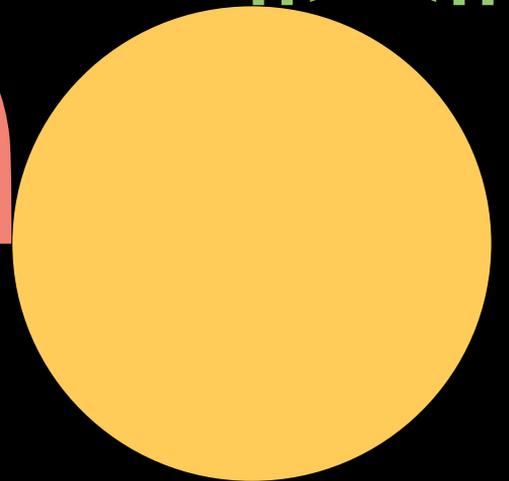
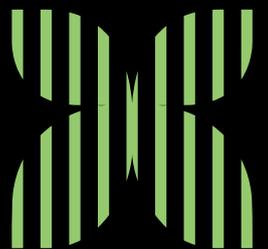
Ting's typography design for D2C clothing manufacturer Doeraa impressed judges. One said, "It looks beautiful", while others described it as "fluid", as well as "elegant". Ting opted for a soft, curvy and tractile typeface which made use of strong stems, much like threads which form a fabric. A deliberately muted palette successfully highlighted Doeraa's vibrant offerings.



Best use of typography



PROCESS

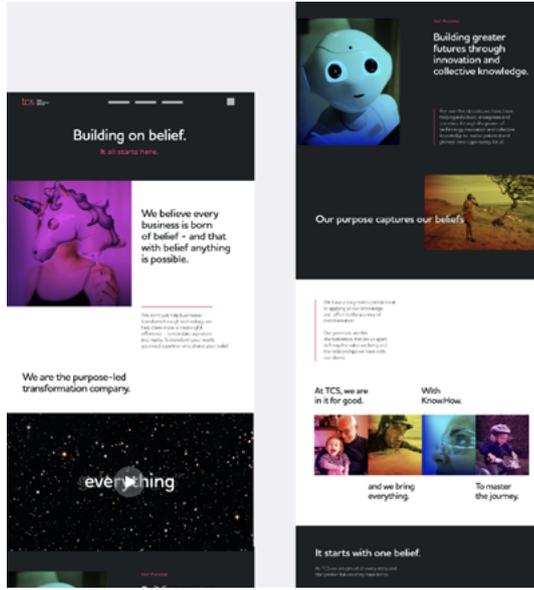


TCS Tata Consultancy Services and Brandpie

Gold

Being the second largest Indian company in the world, communicating a new purpose, positioning and brand strategy to Tata Consultancy Services (TCS) employees would not be easy. Brandpie took on the sizeable task of connecting TCS with the needs of CEOs – the project’s primary target – with the added challenge that its new message had to be communicated to its 500,000+ employees, across 46 countries.

Brandpie discovered major opportunities for TCS should the firm reposition itself as a business transformation partner. The agency equipped TCS teams and leadership with tools to make this an organising idea at the heart of the company. The agency developed ‘The little book of big belief’ which informed employees about TCS’ new positioning, resulting in a marked increase in the number of growth and transformation clients.



Best internal communications during a brand development project

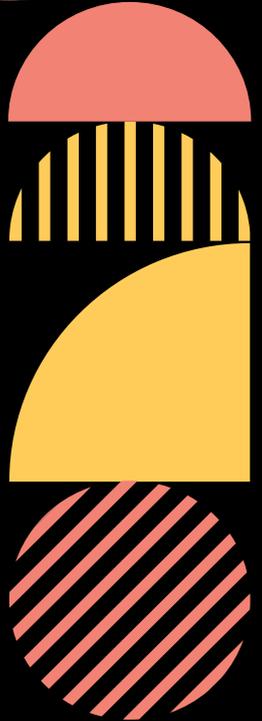
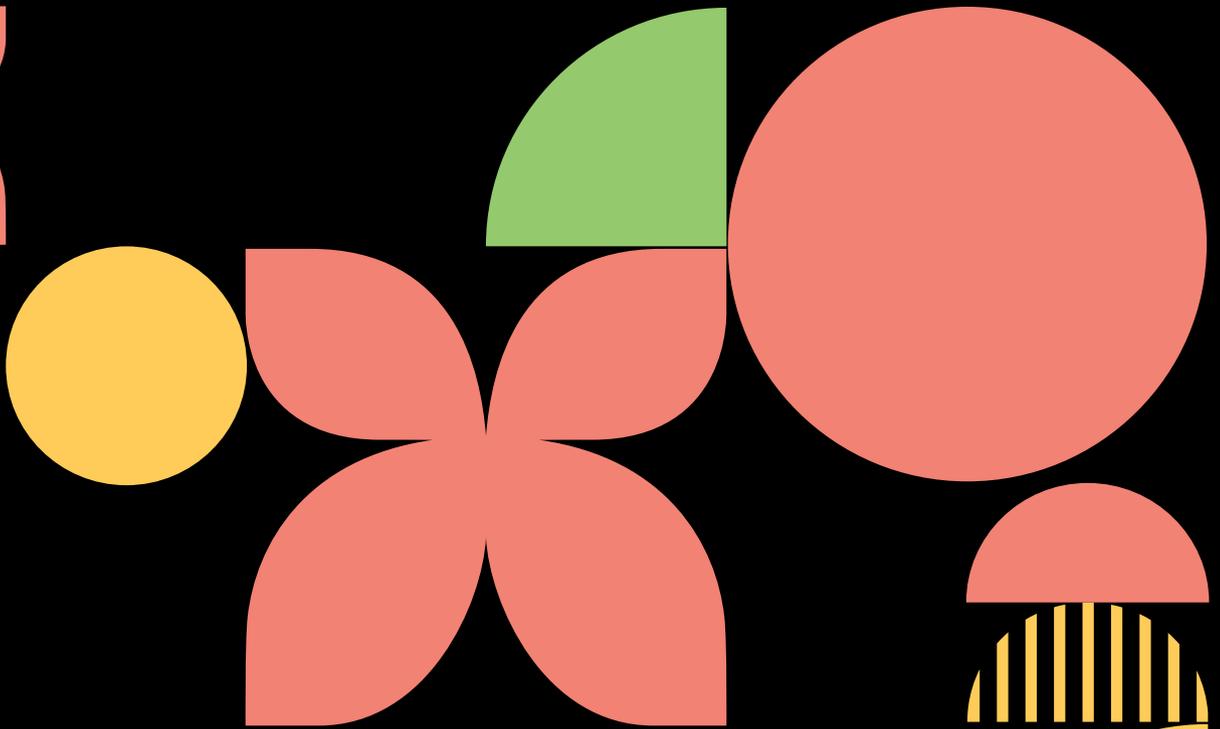
OPI India and ting

Silver

OPI, a leading international nail brand, worked with ting to roll out its first entirely localised campaign. Inspired by the palette of India, ting focused on food, weddings and festivals, Bollywood, travel and culture when designing the packs to be sold. The agency created a distinctively Indian look for the brand, which was apparent in each of the five products.



Best localisation of an international brand



STRATEGY



Full'r by Giga Foods and Landor & Fitch

Gold

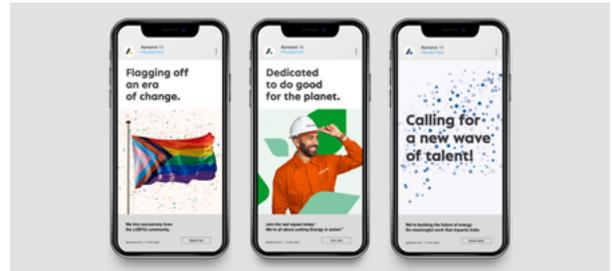
Landor & Fitch brought Giga Foods' new Sri Lankan cloud kitchen burger brand, Full'r, to life by creating a colourful strategy underpinned by one key message to differentiate itself in a dull, grey, homogenous market: it's okay to make a mess! Landor & Fitch used clever messaging, such as 'Eat like no one's watching' and 'If you're messy and you like it send a snap', to inject character into the brand. From the get-go, Full'r had been invigorated with memorable, humorous messaging reflecting a coherent creative strategy which understood the market it served. Resulting in gaining impressive traction on social media, as well as big sales numbers on opening night, one judge considered Landor & Fitch's work to be a "clutter-breaking creative strategy", while another believed Full'r could "easily become a lifestyle brand with that strategy."



Apraava Energy and Landor & Fitch

Silver

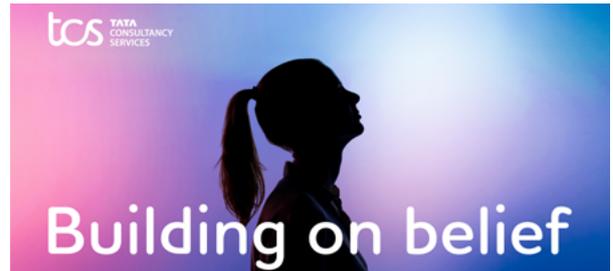
Seeking to move away from being associated with fossil fuels, Landor & Fitch designed a new name for China Light & Power India. 'Apraava' takes letters from the local translations of fire, earth, water and air, successfully showing the world its intentions to diversify the energy company. One judge praised the strategy for being clearly aligned to the challenge.



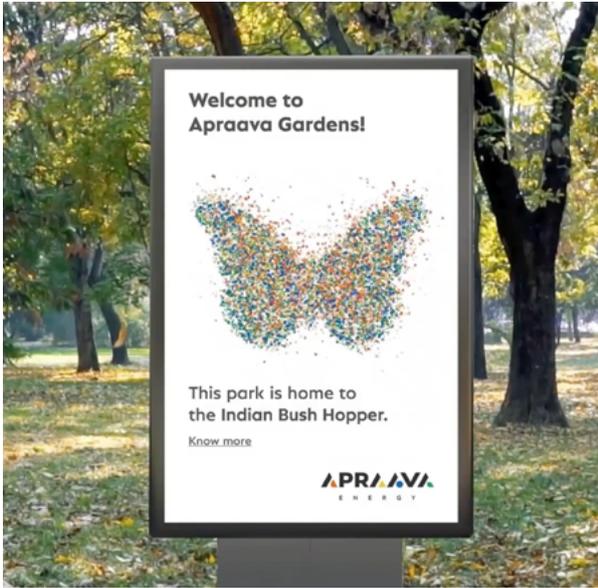
TCS Tata Consultancy Services and Brandpie

Bronze

The world's largest IT services company, Tata Consultancy Services turned to Brandpie to grow and stay relevant in an age of digital transformation. Quickly learning TCS had to be bolder, Brandpie helped reposition the firm as a business transformation partner. The subsequent internal launch video was viewed over 400,000 times, inspiring employees with the newly adopted strategy.



Best creative strategy



Aprava Energy and Landor & Fitch Gold

20-year-old energy company China Light & Power India (CLPI) turned to Landor & Fitch at a time of crisis. Hampered by negative perceptions and keen to be perceived as a more global firm, the coal energy brand aimed to decarbonise the business and re-energise its people. Speed was of the essence.

With the brief of creating a new name which spoke to those concerns, Landor & Fitch settled on 'Aprava'. Diversification became the central theme of the new brand story, so letters from the Sanskrit spellings of fire, earth, water and wind were integrated together to form the "beautiful name", as one judge described it. "I especially like the evolution that the brand has taken by adopting a new design system integrated with the brand values," added another judge.



Diageo India and Butterfly Cannon Silver

Diageo India sought the help of Butterfly Cannon to re-establish Black Dog Scotch Whiskey as a category leader. The agency's transformational redesign helped make the brand's founder, Sir Walter Millard relevant to young Indians. One judge praised Butterfly Cannon's "great strategic approach and robust execution in line with the brand image."



Naseej and Landor & Fitch Silver

Naseej, a luxury Thobe brand, worked with Landor & Fitch to help differentiate itself from a cluttered local market. With a core idea of pursuing perfection in mind, the agency created a luxurious flagship retail store, equipped with a thoughtfully designed customer journey. "The evolution of the brand is clear and the strategy is solid," said one judge.

ABP Network and Saffron Brand Consultants

Bronze

With ABP Network evolving from news broadcaster to media network, Saffron was challenged with increasing the news channel's reach in an overcrowded market. Detaching ABP Network from its corporate brand, the agency's work allowed the network to pursue new verticals. One judge said, "Good move to a modern, minimal and global brand,"



Diageo India and Design Bridge

Bronze

Tasked with making McDowell's No1 whisky brand look younger as well as communicating a new taste experience, Design Bridge created a new, modern packaging design. The subtle alterations to the bottle design saw it simplified and modernised specifically for the next generation of drinkers. "The idea of a subtle redesign was great," said one judge, adding further praise for the "cleaner branding."



Bayer Consumer Health India and Design Bridge

Highly commended

Design Bridge's work for Bayer Consumer Health India resulted in a "more impactful packaging design," according to one judge.



Full'r by Giga Foods and Landor & Fitch

Gold

Landor & Fitch instantly recognised the invariably dull, grey landscape of the Sri Lankan burger brand market where competitors all looked and spoke alike. They were determined that Giga Foods' new cloud kitchen burger brand, Full'r, would not be the same. Competitors were neglecting to talk to their audience about the joys of eating a burger, so Landor & Fitch hit home that it was okay for burgers to be an "oozing, falling, delicious mess" at every available opportunity.

Judges were unanimously captivated by the new brand's powerful strategy, with one saying it "Builds on real emotional value and lets you be who you are while binging on burgers. It brings a smile and is well executed." Another judge deemed the work good enough to "make a local burger joint feel both premium and fun."



Wellbeing Nutrition – Melts and ting

Gold

Ting created a lively, coherent strategy for Wellbeing Nutrition's new Oral Thin Strip (OTS) brand, Melts. India's leading organic nutrition company challenged the agency with educating the consumers of the OTS format, while also communicating each product's specific health benefits. Ting added a small booklet to Melts' custom tin boxes that educated the audience about the ingredients and its origin. Each booklet was tailored to the specific brand. For instance, the 'Melts into a restful sleep' product booklet greets customers with "Hey there, sleepyhead" and talks directly to the customer about when the product should be consumed.

"So, so smart - the team deserves a gold for this one!" said one judge. "The strategy is on-point, the final product is on-point - extremely well done. Looking forward to seeing Melts become a successful household brand."

Rubicon Consumer Healthcare and Jigsaw Brand Consultants Silver

Rubicon's new nicotine replacement therapy (NRT), Bounce challenged Jigsaw Brand Consultants as NRT was rejected by smokers. The agency produced a quirky, fun cigarette pack-shaped packaging accompanied by the tagline 'Kick The Butt'. One judge "loved" the colours and noted how well it was positioned for millennials.



DIVAA and ting Bronze

Introducing the concept of lab grown diamonds into the Indian market, Oraa worked with ting to create a luxury jewellery brand which embraced this newfound demand amongst modern consumers. Naming the gender-neutral brand 'Divaa', the agency targeted ethically conscious millennial consumers, which earned praise from one judge for an "impressive" concept behind the brand.

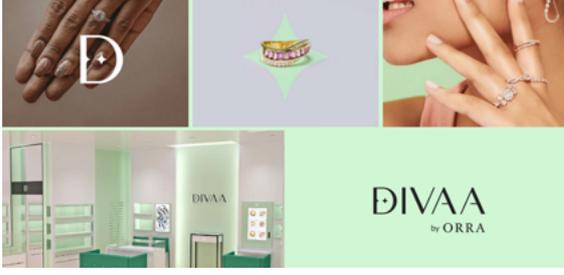


AyurVridhi and Vowels Branding Agency Highly commended

Wellness supplement brand AyurVridhi underwent a lively redesign by Vowels Branding Agency, which resulted in a more meaningful and unique packaging design.

Best strategic or creative development of a new brand

Best development of a new brand within an existing brand portfolio



DIVAA and ting Silver

Divaa, a new lab grown diamond jewellery brand, hired ting to build the brand's identity without disrupting the reputation of its mined diamond sister company, Oraa. With wealthy, environmentally conscious millennials being targeted, the agency impressed one judge for creating a new brand which "used an appropriate colour scheme" as well as a "strong logo which successfully meets the challenges."

Wellbeing Nutrition – Melts and ting **Gold**

With a sizeable increase in the number of nutraceutical firms operating within the Indian market over the past five years, ting was challenged with differentiating Wellbeing Nutrition's new Oral Thin Strip brand. Naming it 'Melts', ting sought for the product not only to compete with fellow Oral Thin Strip products, but also products available in different formats, such as sleep gummies. Ting successfully produced a naming system which simultaneously described the product as well as its benefits, such as 'Melts into instant energy', or 'Melts into a restful sleep'.

"This one melts our hearts!" said one judge. "It's an extremely smart, creative approach, superbly done on all fronts." The brand name was unanimously praised, with another judge saying, "I've actually come across this as a consumer and thought it was interesting. The design does the job of both conveying the product benefits and being catchy."



Apraava Energy and Landor & Fitch **Silver**

The name 'Apraava Energy' was appreciated by judges for being "clear and subtle" – which one judge thought was particularly appropriate for a category like power. Landor & Fitch was tasked with reimagining China Light & Power India's name following a decision by the energy company to diversify and move towards a more international positioning.



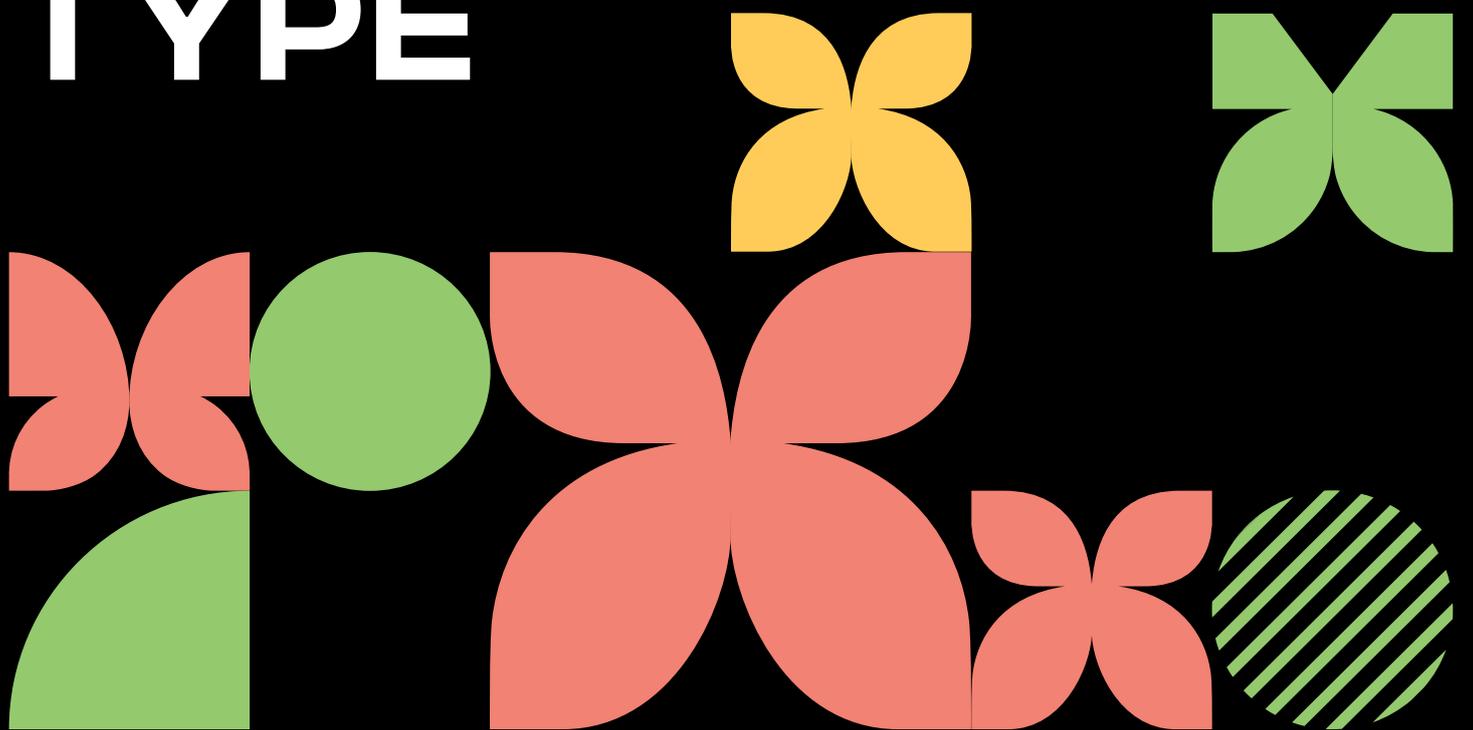
Zepto and Landor & Fitch **Bronze**

Landor & Fitch created the name 'Zepto' for the grocery delivery company formerly known as KiranaKart after research told them a zeptosecond was the smallest measurable unit of time on Earth. "Zepto is smart. Great strategy and good conceptualization with the name: short, sweet, and fun!" said one judge. Judges also described the agency's work as "young and vibrant".





TYPE

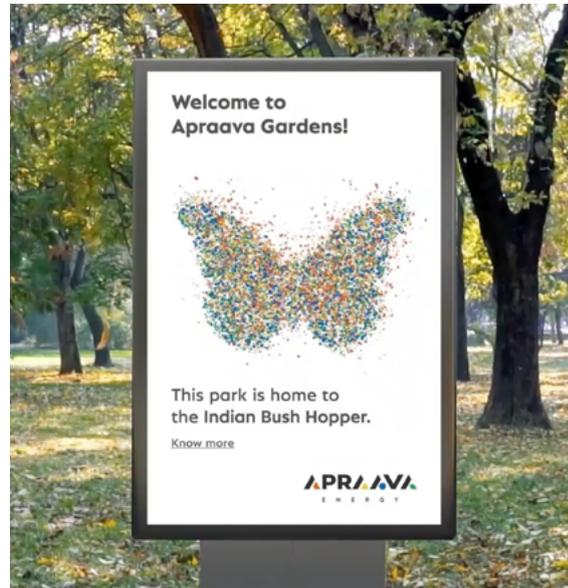


Apraava Energy and Landor & Fitch

Gold

Operating in a complex and coal-powered energy sector, China Light & Power India (CLPI) was desperate for its brand identity to be reimagined. Landor & Fitch was challenged with rebranding the firm which desired to become India's largest diversified energy company. In creating the strapline 'Energy in Action', with a rebranded name of 'Apraava', Landor & Fitch tried to shift the focus from energy production to the useful outcomes energy produces while a new age of sustainable growth is ushered in. Neat, coloured symbols which represent the four areas of diversification within the business made up the distinctive, new marquee.

The project was considered "great transformational work" by one judge, with another commenting that "the rebranding exercise allowed Apraava to become a brand that speaks through its design system."

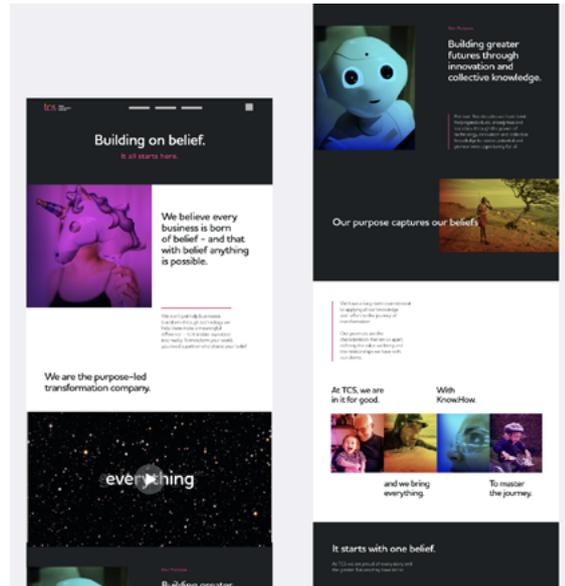


TCS Tata Consultancy Services and Brandpie

Gold

For Tata Consultancy Services (TCS), attempting a change of values while being the largest IT services company in the world with a 500,000-strong workforce is a tough ask. Brandpie took on the responsibility of helping realign the firm as an essential growth and transformation partner, shedding its old values of being a technical delivery supplier.

Following in-depth research, the agency set out TCS' new purpose and positioning, and implemented the idea, 'Building on Belief'. From carefully curated social media posts to a highly viewed launch video, Brandpie allowed TCS employees to imbibe the company's new values. This led to a 2.7% increase in quarterly revenue as well as a 21% increase in stock price. "This is a true testimony of how purpose and culture drive performance," said one judge, with another adding there was a "clear alignment from strategy to execution".



ABP Network and Saffron Brand Consultants

Silver

Saffron Brand Consultants helped ABP Network chase its target of becoming a fully-fledged media network, operating at the time simply as a news broadcaster, with its brand development solution. Ditching the corporate brand, Saffron gave ABP Network a new lease of life to focus on verticals other than 'news'.



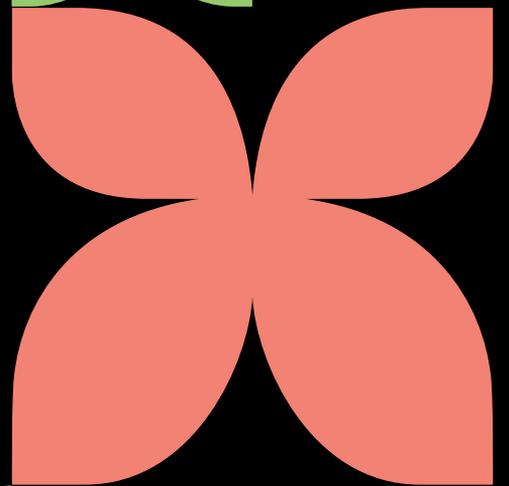
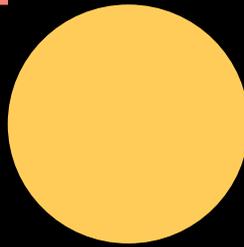
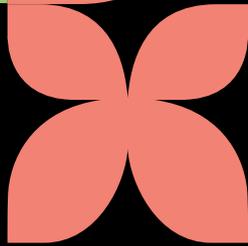
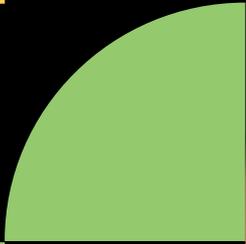
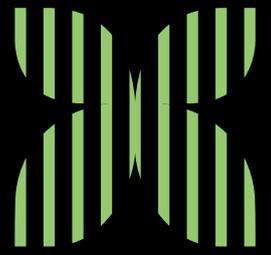
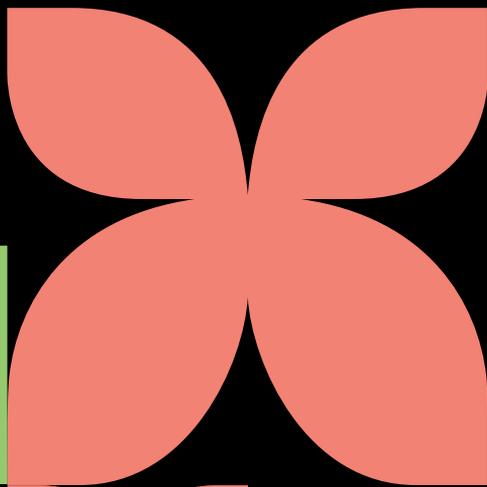
SupplyThis and Pink Lemonade Communications Pvt. Ltd.

Bronze

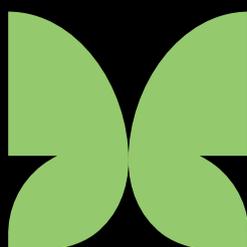
Pink Lemonade's repositioning and rebranding of SupplyThis revolved around notions of creating a simpler, smarter and surer service than what the market offered. Pink Lemonade used four colours to represent how the business meets the need of clients, leaving one judge impressed by the intention and strategy.



Best brand development project to reflect a change of mission, values or positioning



SECTOR

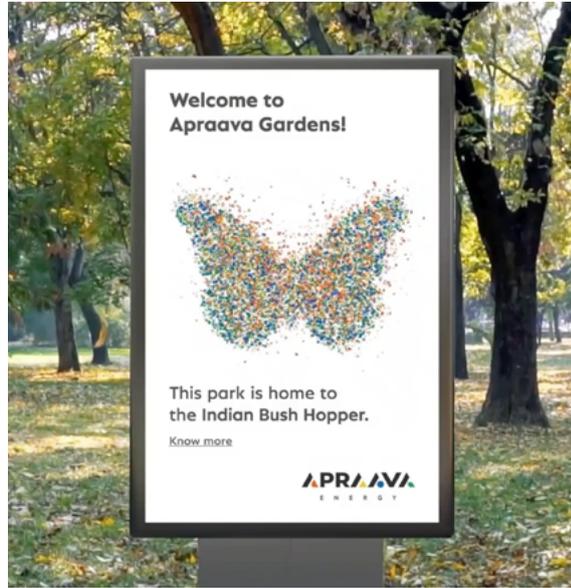


Apravaa Energy and Landor & Fitch

Gold

Seeking a new visual identity following the decision to re-energise the firm by becoming India's largest diversified energy company, China Light & Power India (CLPI) turned to Landor & Fitch. The agency faced big challenges to change the perceptions of a firm which operated in a bureaucratic sector.

Landor & Fitch created a generative design for the newly branded Apravaa, making them the first corporate brand to do this. Matched with the colour-coded symbols found in Apravaa's marquee, a coherent and unique identity system was formed which visualises Apravaa's energy types. It was considered a "nice, crisp visual identity" by one judge, while another added, "Great initiative and definitely a challenging one. Great use of design and visual cues to crack the new identity."



Best visual identity from the energy and utilities sector

MoiSoi by Ceres Foods and Landor & Fitch

Silver

Landor & Fitch created the ownable brand idea 'My Asian Kitchen' for Ceres Foods' D2C Asian foods brand MoiSoi. Creating a bold and clutter-breaking packaging design, the agency earned praise from judges for an identity which was visually "perfect", according to one judge. Another judge believed the work "differentiated the brand on the shelf".



Best visual identity from the FMCG sector



Full'r by Giga Foods and Landor & Fitch

Gold

Seeking to differentiate itself from a crowded market of homogenous, boring burger brands, Giga Foods' new cloud kitchen burger brand was branded by Landor & Fitch. Naming it 'Full'r', the agency created an interesting marque which depicts a large, messy burger being held by a customer. The white marque stands out on colourful backgrounds seen across social media and billboards, often accompanied by a satisfied customer with burger sauce messily dripping down their chins. The identity remains as consistently vibrant across packaging, including its plastic cups, which tells the customers that it's okay to 'spill the joy'.

"Full'r works on all levels," said one judge, "there's a good use of brand colours, as well as a good use of elements of food." Another judge considered the project "Fun, quirky, young, fresh and eye-catching."



PepsiCo Design & Innovation – 7UP Ramadan Bangladesh

Silver

PepsiCo created a special visual identity for its drinks brand 7UP to celebrate Ramadan. It used "nice visual cues" and generated "good packaging", according to one judge. PepsiCo utilised a luxe gold tone and a deep green colour on the packaging, adding prayer mats, architectural filigree and continuous patterns to pay homage to the celebrations.



Diageo India and Butterfly Cannon

Bronze

Butterfly Cannon's update of Diageo India's Black Dog Scotch Whisky revolved around modernising the brand to appeal to the next generation of affluent Indians. The agency created a bespoke reinterpretation of the brand's wordmark which represented its evolution. One judge said, "The rebrand respects the style and legacy of the brand while giving it a slightly modern look – well done!"



Rewynd Snacks and The Bold Creative

Bronze

The Bold Creative ensured healthy snack brand Rewynd had an authentically Indian feel following its complete rebranding. The agency's colourful and loud new packaging design included a distinct new marque inspired by old Bollywood typography. Judges commented on the stark difference between the old and new brand, with one judge describing Rewynd as having "good, clean packaging."

SupplyThis and Pink Lemonade Communications Pvt. Ltd.

Silver

Seeking to reposition and rebrand SupplyThis as a reliable platform for the procurement of medical supplies, Pink Lemonade utilised new brand colours to represent the innovation of healthcare. “The strategy and visual identity are well-thought-out, such as the colour code for each category or the dots,” said one judge.



AyurVridhi and Vowels Branding Agency

Bronze

Vowels’ work for AyurVridhi broke through the clutter by focusing on its culturally rich roots and adding a modern twist. Simple illustrations of the plants or seeds used in each product were incorporated onto the packaging, which overall told a “great story”, according to one judge.



Bayer Consumer Health India and Design Bridge

Highly commended

Design Bridge’s work for Bayer Consumer Health focused on modernising and preimmunising the identity of its headache specialist brand, Saridon.

Best visual identity from the healthcare and pharmaceutical sector

Best visual identity from the lifestyle and wellness sector



Skin Pot Co. and ting Gold

Ting was brought in by personal care brand Skin Pot Co. to position the brand, develop a distinguished brand narrative and create a visual identity system. Considered a high-science brand, the challenge for ting was to reflect this to Skin Pot Co.'s audience without being mistaken as a product riddled with chemicals. In an attempt to create a distinct aesthetic for the brand, ting's new black and white marquee for Skin Pot Co. sought to resonate with the precision and openness of science. Meanwhile, the agency opted for a clean design aesthetic, steering clear of everything considered unnecessary.

One judge commented, "Beautiful story and strategy. Overall, it brings alive the story of a brand which sits at an intersection of science and the softer aspects of beauty." Another judge praised what they saw as a "Clean and clinical visual identity aligning with their brand positioning."



Mirësi and Pink Lemonade Communications Pvt. Ltd. Silver

Pink Lemonade helped Mirësi to adequately differentiate itself in what is a crowded category. In its work with Mirësi, the agency designed a logo with a hand-drawn typeface and a pastel colour palette to create a visual tone which was warm and embracing of nature and people. "Refreshing and well-crafted," said one judge.



DIVAA and ting Bronze

Orra and ting's project launching lab grown diamond brand Divaa focused on appealing to millennial consumers who are concerned about humanitarian and environmental causes. The agency designed a clever, type-based logo with a star at the centre of the 'D' representing 'the glitz' of the new brand. A fresh and unconventional colour palette was used to represent a shift in the industry.

Naseej and Landor & Fitch Silver

Landor & Fitch's project with luxury Thobe brand Naseej was described by one judge as "Luxury done right," while another said the agency "used the visual identity in every aspect of the brand experience which helped it stand out." Amongst many changes, Naseej now has an ownable brand toolkit which unifies the brand and creates a differentiated look within the category.



Best visual
identity from the
retail sector

ABP Network and Saffron Brand Consultants Silver

Tasked with conveying a new strategic position for ABP Network – moving from news broadcaster to a media network – Saffron engineered a visual identity which gives the brand coherence and consistency. The new, simpler marquee design depicts the liberation of the network while retaining the brand's distinct arrow.



Best visual identity from
the technology, media and
telecommunications sector

Backstage Pass Institute Of Gaming And Technology and Almosh82 Bronze

Backstage Pass Institute of Gaming and Technology turned to Almosh82 to create a new logo to help them stand out in the emerging gaming education market. The smartly executed solution found was combining the letter 'B' with a ticket and joypad controller; a metaphor for propelling students forward on their journey.





Full'r by Giga Foods and Landor & Fitch

Winner

Giga Foods' new cloud kitchen burger venture may have gone the same way as the rest of burger brands in Sri Lanka: homogenous tasting food paired with uninteresting packaging. Bringing in Landor & Fitch to offer a new lease of life to the burger brand market, the agency came to a quick realisation that the existing brands looked and spoke the same. The challenges were ample, however, including the fact that Giga Foods was entering a category dominated by local and international giants. Oh, and they had no retail footprint.

Landor & Fitch's mission was to underline the joys of eating a burger – something no other burger brand was successfully doing in this category. Paying homage to the generous size of the burgers, the agency came to the decision of naming the brand 'Full'r'. The marque depicts two hands wrapped around a large, sauce-dripping burger, playing directly into the brand idea of 'A delicious mess'. The consistency of Full'r's visual appearance was apparent throughout social media and billboards, shouting to its audience 'It's okay to make a mess!'. Messages like "It's not fine dining. It's fun dining!", and 'Eat like no one's watching' were used on top of colourful illustrations of its burger ingredients. Instant impressions are that of fun and excitement.

Resulting in strong opening night sales and excellent social media engagement, judges were unanimously impressed with a project which clearly outshone the clutter-filled category. Picking up gold awards across four categories, Landor & Fitch's work for Giga Foods was a clear winner for Best overall visual identity.



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Wellbeing Nutrition – Melts and ting Winner

With plans to introduce a new nutrition supplements category to the Indian audience, ting was tasked with creating an identity and packaging system for the Oral Thin Strips (OTS) brand. The project offered a unique challenge for the agency who had to overcome the fact that the range of eight products was also to be distributed to developed markets such as the USA and Singapore.

Ting therefore had to produce clear packaging which established the new format and the benefit of each product, all while ensuring the OTS brand kept to international standards.

Adopting the strategy of engineering a brand name which would become synonymous with the category, ting named the brand 'Melts'. It was a clever move as it gave the brand a creative licence when naming each of the products, such as 'Melts into instant energy' and 'Melts into a restful sleep'.

A three-piece tin custom box was used as packaging, allowing for printing on all sides as well as feeding into the premium brand positioning target. Concealed within it was a small booklet which educates the audience about the product's ingredients and origins. This gave the brand an opportunity to speak directly to the customers.

With three golds to its name across this year's Transform Awards India, Wellbeing Nutrition and ting's project was a favourite amongst judges, lauded for its "extremely smart, creative approach". A very deserving winner for this year's Grand prix.

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