

2022

transformawards  
asia

## Entry and information guide

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

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



Super early entry deadline\*

**4 February 2022**

Early entry deadline\*\*

**17 June 2022**

Last chance to save\*\*\*

**15 July 2022**

Entry deadline

**29 July 2022**

Late entry deadline\*\*\*\*

**12 August 2022**

\* Enter three entries by 4 February 2022 and receive a thought leadership piece to run online on *Transform magazine*

\*\* Enter by 17 June 2022 to receive \$100 USD off your total entry cost

\*\*\* Enter by 15 July 2022 to receive your fifth entry free

\*\*\*\* A late entry surcharge of \$125 USD will be applied to entries submitted after 29 July 2022

# 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 wayfinding or signage  
Best use of audio branding  
Best use of typography  
Best place or nation brand  
Best expression of a brand on social media channels

## 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 localisation of an international brand

## STRATEGY

Best creative strategy  
Best brand evolution (business)  
Best brand evolution (consumer)  
Best brand evolution (corporate)  
Best strategic or creative development of a new brand  
Best development of a new brand within an existing brand portfolio  
Best naming strategy

## TYPE

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

## TRANSFORM WRAPPED

Best use of packaging (glass)  
Best use of packaging (print and card)  
Best use of packaging (other)  
Best use of sustainable packaging

## SECTOR

Charity, NGO or NFP  
Education  
Energy and utilities  
Engineering and manufacturing  
Farming and agricultural  
Financial services  
FMCG  
Food and beverage  
Healthcare and pharmaceutical  
Industrial and basic materials  
Lifestyle and wellness  
Mining and extractives  
Professional services  
Property, construction and facilities management  
Public  
Retail  
Sports and leisure  
Technology, media and telecommunications  
Transport and logistics  
Travel and tourism

## SPECIAL RECOGNITION

Brand strategist of the year  
Creative director of the year  
Young contender of the year

## Previous winning agencies\* include:

1HQ Brand Agency	Lippincott
ADBRAIN Inc.	LITETE Brand Design
Agoda	MerchantCantos
AKQA	Meta Design
Blumarlin	MetaDesign China Limited
Brand Intheblack	Onfire Design
Brand Provoke Consultants	PepsiCo
Bratus Agency	Pinbrand
BRU: D	Prophet
BY-ENJOY DESIGN	Re:brand
CHI-MU	Sedgwick Richardson
Design Bridge	Shift partners
Dragon Rouge	ShinyBay
Elmwood	Siegel+Gale
FutureBrand	Simplisis
GloryBrand	Superunion
Hauns branding design and strategy ltd.	The Contenders
Hulsbosch	The Orangeblowfish
JWDK	The Silk Initiative
Labbrand	Why do birds
Landor & Fitch	Ylab

\*From a list of hundreds

## Previous winning brands include:

### 2021

British Chamber of Commerce Shanghai  
Good Vibes  
Hopson Commercial  
Jing-A  
Moschino  
MyRepublic  
Shenergy  
Standard Chartered  
Syngenta Group  
World Table Tennis (WTT)

### 2019

9 Penang  
Beijing Aquarium  
Citi  
City University of Hong Kong  
Expression Australia  
Kickers Shanghai Ltd  
Origo Coffee  
Steelcase  
Stradegi  
The Coca-Cola Company

### 2020

AXA  
BOKE  
Great Eagle Holdings Limited  
Horizon Oil  
Néstle  
Nike (Japan)  
Tencent Music Entertainment  
Volkswagen Group China  
VOYAH Automobile Technology Company  
Walmart

### 2018

Chongqing Industrial Museum Development Co. Ltd.  
DiDi Chuxing  
Harneys  
Isuzu  
Jiahui, Inc  
MeWeWPP  
Ramrajya  
Shayher Group  
Unilever – OMO (China)

# Fees

The cost to enter the Transform Awards is \$395 USD for the first entry and only \$195 USD per subsequent entry.

Entries submitted after the entry deadline on 29 July 2022 will be subject to a \$125 USD 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!

If you would like additional guidance or any information please contact Melanie at [mhan@transformmagazine.net](mailto:mhan@transformmagazine.net) or call **+44 (0)20 3950 5356**.

For full details, head to:

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



# 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

*Note: There is no limit to the number of categories that can be entered. 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



## 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. Details of the category\* you are entering into
2. A synopsis of the work involved in completing the project
3. The project's relevance to the category it is being entered into.

*\*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.

Feel free to contact Melanie at **mhan@transformmagazine.net** or call **+44 (0)20 3950 5356** for any more information or help with your entry.



# HOW TO MAKE YOUR ENTRY SUCCESSFUL

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

What was the outcome?

Did you achieve what you set out to?

Did you exceed expectations?

# 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.*

# Entry checklist

## Special recognition

### 1. Entry statement

State why the candidate should be awarded Brand strategist/Creative director/Young contender of the year. If you are applying on behalf of a candidate, state why you are proposing this person. Why do they/you deserve to be announced as a winner? (200 words)

Please outline key achievements that will help you or the person you're proposing stand out against their peers. The judges will want to know how you/they have gone about your achievements. (200 words)

Please include any key endorsements or statements from clients or colleagues. Please note that we may use these comments in the winners' supplement. (maximum 400 words)

What do you think you or the candidate proposed would gain from being awarded a Transform special recognition award? (200 words)

What do you or does the candidate want to achieve in the future? Personal or career goals? (200 words)

### 2. Supporting materials

Please include a description of a project or evidence of your/their excellence written either as a short 200-word case study or submitted as supplementary material (i.e., imagery)

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

# 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 email Melanie at [mhan@transformmagazine.net](mailto:mhan@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 and 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.

Cravenhill Publishing, publisher of Transform magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.



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A global celebration of brand development, reputation management and rebranding. Transform magazine honours and rewards the most innovative, creative and successful brand work across the world. Each of the prestigious award programmes focuses on specific aspects of the branding process and provides a platform from which to benchmark and showcase excellence.

For more information contact Lauren Ditcher, Head of events, Transform: [lditcher@transformmagazine.net](mailto:lditcher@transformmagazine.net)







**ENTER NOW**

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