

TRANSFORM AWARDS MEA 2024



transform
awards

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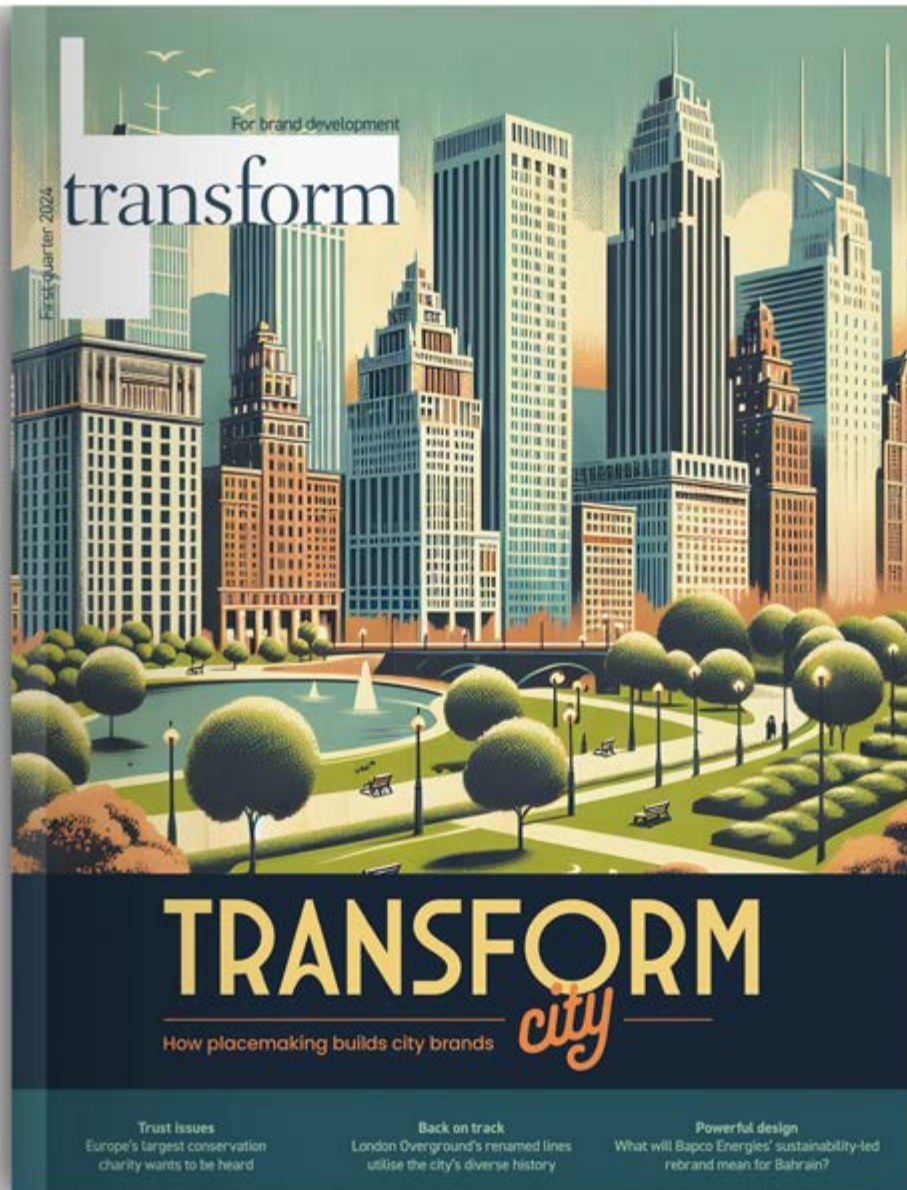
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JACK COUSINS
EDITOR
TRANSFORM MAGAZINE

Note from the editor

It has been another remarkable year for the Transform Awards MEA with the quantity of entries continuing to rise and rise. But really it's the quality of the work we're more interested in at Transform and we haven't been let down in the slightest.

A huge congratulations to this year's 'Grand prix' winner, Careem, whose excellent rebranding project really caught the imagination of our judges. Exemplifying creative and strategic excellence, the project also demonstrates what a brilliant in-house design agency can achieve.

And let us not forget about the Saudi Arabian Football Federation and Gene Branding, our 'Best overall visual identity winner.' With football going stratospheric in Saudi Arabia in recent years, the introduction of Giddam as its new national team name enthralled judges and united the nation for its ambitious future plans.

Even though these two projects set the bar for years to come, all our winners – from Gold to Highly commended – have contributed to flying the MEA brand design and strategy flag high tonight. Congratulations to you all!

MEET THE JUDGES



DONYA ABDULHADI
SENIOR ADVISOR, MARKETING
AND COMMUNICATIONS
MINISTRY OF CULTURE

Donya is a senior advisor to the Ministry of Culture in Saudi Arabia, where she oversees brand marketing and communications at the Diriyah Biennale Foundation. Italian-born and trilingual in English, Italian and Arabic, Donya's career in building brands spans almost two decades as a strategist across IPG, Omnicom, Publicis and WPP companies in North America, Europe and the Middle East. Across continents and disciplines, Donya has provided strategic counsel to C-suite leaders, senior government officials and international development organizations to help navigate times of intense transformation, supporting them in their efforts to spark meaningful connections with audiences across cultures.



AHMED SALAMA ABOUSHABAB
DEPUTY HEAD OF CREATIVE
SKY NEWS ARABIA

Ahmed is a media industry veteran with over 20 years of experience in the creative field. Currently serving as the deputy head of creative at Sky News Arabia, he has a proven track record of success in leading Arabic TV channels and brand transformations, such as Asharq Bloomberg, CNBC Arabia and MBC Group. Ahmed is an expert at launching and gathering big teams in branding, on-air graphics, TV promotion and digital/social media artists. He is also leading the way in the use of virtual reality and augmented reality (AR/VR) in storytelling.



AHMED ALABDULLATIF
CEO AND CREATIVE DIRECTOR
GENE BRANDING

Ahmed has been a passionate Saudi brand identity designer for over 15 years. He joined Aramco's brand management team where he was responsible for maintaining and expanding the visual identity of the company and its subsidiaries. He then co-founded Onsor Mosha as the director of strategy and design for branding and led the strategic and creative development for key branding projects in the government, private and not-for-profit sectors. After Onsor Mosha expanded into a holding 'Wahaj Group,' Ahmed is currently the CEO and creative director of Gene Branding, the group's specialized strategic branding and design consultancy.



MOHAMMED AL RAHMAH
CORPORATE BRANDING AND
DESIGN DIRECTOR
MINISTRY OF INDUSTRY AND
MINERAL RESOURCES

An art director with over a decade of industry experience, Mohammed brings a unique blend of creative intuition, strategic thinking and practical expertise to every project. He takes pride in his ability to push creative boundaries, maintaining a keen eye for design that elevates the visual narrative. Having led teams on numerous semi-governmental and governmental projects, his leadership style inspires creative excellence and fosters a shared vision. His proficiency spans an array of disciplines, from publications and editorial design to digital interactions UI/UX, branding and 3D design.



SALAM AL JISHI
DIRECTOR OF CORPORATE
COMMUNICATIONS AND CSR
NESMA & PARTNERS

Salam is the director of corporate communications and CSR at Nesma & Partners, the leading contracting company in Saudi Arabia. Before joining Nesma & Partners in 2022, Salam was the marketing and communications manager at Johns Hopkins Aramco Healthcare (JHAH,) a joint venture between Saudi Aramco and Johns Hopkins Medicine International. Salam loves art and creativity. While she loves to paint in her free time, she finds joy in handling graphic design projects at work. Salam was the corporate branding manager and the editor-in-chief of the Johns Hopkins Aramco Healthcare internal and external magazines from 2015 to 2019.



ABDULAZIZ ALNASHWAN
BRANDING DIRECTOR
GENERAL AUTHORITY
FOR STATISTICS

Abdulaziz is branding director at the General Authority for Statistics since December 2021 in the Kingdom of Saudi Arabia. He is also the acting director of communications planning in the same authority since November 2022, a member of the advisory board at setup since January 2023 and a communication consultant at Guidepoint in Dubai since October 2022. He is also a senior advisor at ADEC Development Consulting Company since February 2022 and has been a member of the Gerson Lerman Group in the US since October 2017 and a brand consultant at the Coleman Research Group in London since July 2018.

MEET THE JUDGES



MELISSA BAYIK
SENIOR CREATIVE DIRECTOR
ARADA

Melissa is the senior creative director at Arada, the UAE's fastest-growing property developer. As a member of the leadership team, Melissa has spearheaded the development and implementation of Arada's corporate brand and culture strategies, driving successful outcomes. With her expertise in brand development, she has also been instrumental in building the award-winning in-house brand, experience and creative department which she currently manages, alongside key corporate partnerships. In addition to her role at Arada, Melissa shares her industry knowledge as an occasional guest lecturer on brand marketing at the Emirates Academy of Hospitality Management.



HUDA BUHUMAI
CHIEF MARKETING OFFICER
DUBAI HOLDING

Huda is the chief marketing officer of Dubai Holding, responsible for driving impact through sustainable business practices throughout the group, including environmental and social, as well as overseeing Dubai Holding's branding, marketing and corporate communications functions. Since joining Dubai Holding in 2006, Huda has successfully launched several strategic and award-winning projects across Dubai Holding and its companies that operate within different key sectors, including real estate, hospitality, retail and entertainment. Huda is also currently a board member of the Higher Colleges of Technology, the Hamdan Bin Mohammed Smart University – School of Business and Quality Management.



GUILLAUME DEGROISSE
DIRECTOR, MARKETING
PUREHEALTH

Guillaume is the executive director of marketing and communications at PureHealth. Previously he was leading the brand team of Emirates NBD Group (brand experience, content and design) with an objective of evolving the brand function into a community of professionals, driving long-term benefits for the organization, building, protecting and nurturing the brand(s) across markets and channels. Alongside strong management and technical experience acquired in the software industry and in digital agencies, Guillaume brings more than 10 years of experience in innovation and brand from several roles across BNP Paribas in France and the USA.



HASAN FADLALLAH
FOUNDER AND CEO
BRAND LOUNGE

Hasan is a highly accomplished serial entrepreneur and founder of Brand Lounge. With nearly three decades of experience in management consulting, Hasan is a natural strategist and expert marketer who advises companies in the Gulf region, Africa and India on strategic decision-making and brand positioning. Through his strategic advice, he has successfully helped numerous companies maximize their brand value including AXA Gulf, Daman Insurance, Del Monte, Emaar and RTA, among others. Hasan received the Brand Leadership Award for Brand Excellence from the World Brand Congress in 2014.



RABAB FAISAL
CREATIVE SUPPORT MANAGER
DAL FOOD

As a creative support manager, Rabab has over 20 years of experience enhancing business branding, concept development and delivering creative solutions. She has significantly contributed to the success of major corporations in Sudan, such as DAL Group, the Sudan Government and TBWA Sudan, showcasing her ability to innovate within large corporate settings. Rabab has excelled in leading diverse campaigns and projects across telecommunications, food and beverage and government services. Dedicated to cultural social responsibility, Rabab has played a pivotal role in promoting Sudanese culture.



TIYA FAZELBHOJ
PMO
THE COCA-COLA COMPANY

Tiya is a dynamic force in the global marketing sphere, currently spearheading the creative marketing campaigns for The Coca-Cola Company. With a keen eye for creative excellence and a penchant for disruptive marketing strategies, her goal is to elevate the brand's digital and social media presence. Tiya's passion for pushing the boundaries of traditional marketing continues to inspire her team and captivate consumers across the globe.

MEET THE JUDGES



ROBERT FRITH
CREATIVE DIRECTOR
KING ABDULAZIZ CENTER
FOR WORLD CULTURE

A specialist in the creative and cultural sector, Robert is the creative director of ithra. He is also the lead curator of King Abdulaziz Center for World Culture's ithra's creativity season – 'Tanween,' a celebration of creativity which has had over 300,000 visitors since 2018. Robert directs the diverse creative programming that ithra offers to support talent development, creative production, community engagement and the recognition of ithra as a cultural landmark in Saudi Arabia and the region. Robert has 20 years of experience working on creative projects in culture, education, health and heritage.



SABINÉ HECKMANN
CREATIVE AND DESIGN
MARKETING MANAGER
PICK N PAY

Born and raised in Cape Town, Sabiné's love for creativity started at an early age. The world of advertising intrigues her every day. Her passion for creative excellence is driven by an endless curiosity. The relentless need for insights about people, and the world we live in, has been the driving force behind her 26-year career span. Her experience spans a range of focused communication from traditional ATL through to multiple BTL media channels, working at international agencies and having won and judged various awards along the way.



PATRICK HONEIN
FOUNDER
SPUTNIK FLOYD

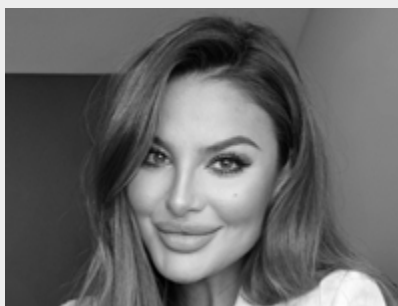
JUDGE – SPECIAL RECOGNITION

Through his 20 years in the advertising industry, Patrick has worked with multiple renowned regional and international brands and celebrated many successes and awards. Patrick founded Sputnik Floyd in Berlin in 2019, which is an integrated, creative, result-driven branding and media agency. In 2022, Sputnik Floyd launched its operation in the UAE. Last year, Patrick also founded Yonikorn and Mr. BChain, which will bring further capabilities to tackle Branded NFTs, AI for optimizing social media reach and automated influencer marketing.



MATTHEW HOROBIN
DESTINATION
DEVELOPMENT DIRECTOR
RED SEA GLOBAL

Matthew has over 20 years' experience designing and delivering leading-edge brand experiences as both consultant and client for some of the world's most significant businesses across Europe, Asia and the Middle East. Today, Matthew serves as destination development director for Red Sea Global, one of the world's largest tourism developers. In this capacity, Matthew curates partner opportunities that support and extend the world's greatest sustainable hospitality experiences for tomorrow's luxury traveller to enjoy.



DORA HRKAČ
HEAD OF MARKETING
AND COMMUNICATIONS
FORBES COMMUNICATIONS COUNCIL

Dora is a passionate, bold and innovative marketing and public relations professional with over 11 years of experience effectively managing marketing projects and leading communications strategies from conception to implementation. Her expertise spans various sectors, giving her a well-rounded understanding of industry dynamics applicable to B2C, B2B and G2B. Dora is an official member of the Forbes Communications Council – an invitation-only, professional organization for senior-level communications and public relations executives. This year, she won a prestigious Gold Stevie Award for The Most Innovative Communications Professional of the Year in MENA 2023.



LOUISE HUSSEIN
CREATIVE TEAM LEAD
BYBIT

Louise is an award-winning creative lead with over 15 years in the advertising industry, specializing in digital, social and branding. Her experience spans ATL, BTL and TTL communications, working with top agencies like Mullen Lowe, Ogilvy and TBWA. Louise has excelled in various sectors including automotive, beauty, fintech, FMCG, shopper marketing and Web3. Known for her 360 thinking, she integrates strategy with creative execution, combining digital, print and social media. Louise is passionate about creative solutions and helps to build brand for various organizations.

MEET THE JUDGES



GLEN IMPEY
BRAND MANAGER
AD PORTS GROUP

Glen is a highly adept, focused and hands-on brand manager, with over 20 years' experience in publishing, events, advertising and branding. Glen graduated from Central Saint Martins – University of the Arts London, with a distinction for his Masters in Communication Design. His studies made him acutely aware of the design process, from conceptualization to delivery. Above all, Glen believes in effective and emotive storytelling that connects the customer with the brand while facilitating the brand purpose through careful planning and knowledge of the end user.



JEANNA ISHAM
OWNER
DREAMR PRODUCTIONS

JUDGE – AUDIO BRANDING

Jeanna creates branded podcasts, sonic logos and consults with brands on their sound strategy. She and her company, Dreamr Productions, also produce the Sound In Marketing Podcast, a podcast that reflects on sound strategy in today's marketing as well as thoughts and ideas to come. She's also the editor and chief of Sound In Marketing Learning, a resource site for brands and individuals to learn more about sonic branding and sound strategy.



LEIGH-ANN JUDD
DIRECTOR OF MARKETING
HONEYWELL

Leigh-Ann is the director of marketing and communications for Honeywell, a Fortune-100 global technology company, for the Middle East and North Africa. In this role, she leads a team of marketers reaching customers across a broad range of industries – from energy and aerospace to infrastructure and control technologies for buildings and industry, to performance materials, logistics, retail, cyber security and software solutions for enterprise performance management. Leigh-Ann is responsible for both building and activating the Honeywell brand and driving revenue growth through impactful and measurable campaigns.



FRANCOIS KANAAN
SENIOR DIRECTOR –
MARKETING AND BRANDING
ARDARA

Francois is an innovative chief marketing and communications officer with a demonstrated track record working on quasi-governmental mega real estate destinations strategic development. He is the senior director of marketing and branding at ARDARA, a Public Investment Fund (PIF) project. His responsibilities include leading and managing the integrated marketing, communications, brand development and brand experience. Prior to roles at PIF, Francois worked at DDB, Fawaz Al Hokair Group, J. Walter Thompson Worldwide and Meraas, in senior roles leading creative and marketing.



EMAN KHAMIS
CREATIVE DIRECTOR AND
BRAND LEAD
ETHARA

Eman is an innovative and dynamic creative director who brings a deep-seated expertise with over 14 years of experience. She has worked at international advertising agencies, events and government entities within the UAE. Her journey from an intern graphic designer to a creative director underscores a career growth marked by strategic innovation, adaptive leadership, impactful campaign execution and a deep understanding of the culture. Eman has worked on multiple high-profile events such as Abu Dhabi Grand Prix After-Race Concerts, UAE National Day Official Celebration, Mother of the Nation Festival, Dua Lipa and Andrea Bocelli concerts.



THORSTEN KIRMES
FOUNDER AND CEO
KIRMES

JUDGE – AUDIO BRANDING

Thorsten is founder of boutique agency KIRMES, which specializes in corporate audio. For the past 20 years the audio experts have been advising and supporting companies and brands as well as celebrities in successful audio such as Hard Rock Cafe, Volkswagen, Coca-Cola. Thorsten also successfully managed the careers of national and international artists for more than 15 years. As manager, he was responsible for the development of Austrian singer Christina Stürmer. In addition to numerous Gold and Platinum awards, his successes also include prestigious awards such as the Bambi, ECHO and multiple Amadeus Awards.

BIRCH

Good luck to all finalists at this year's Transform Awards

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MEET THE JUDGES



KARSTEN KJEMS
CEO
SONIC MINDS

JUDGE – AUDIO BRANDING

Karsten believes that when we break the silence, it must create more meaning than the silence itself. Otherwise, we're just creating noise. At the helm of Sonic Minds, Karsten's expertise spans developing audio strategies and identities, conducting detailed audio audits and producing captivating sound designs and music for a diverse range of media brands and products. His work is not just about creating sounds; it's about orchestrating auditory journeys that resonate with audiences and amplify brand values. Karsten's journey in audio branding is more than a career – it's a crusade to transform how we experience sound, making every auditory interaction meaningful.



ALICE LEE
STRATEGY DIRECTOR
WORK & CO

JUDGE – SPECIAL RECOGNITION

Alice is a design researcher and strategist with expertise across user experience, content, branding and creative. She clarifies how digital products and services can create lasting value: for the humans who use them, for the businesses they drive and for the society they inevitably create. She has been doing this for over 10 years at agencies like AREA 17, Batten & Co, BBDO NY, Firstborn and Stink Studios. Currently, she is a strategy director at the award-winning digital product agency Work & Co, based in Brooklyn.



NATALIE LOWE
CEO AND FOUNDING PARTNER
THE ORANGEBLOWFISH

JUDGE – SPECIAL RECOGNITION

Natalie is the CEO and founding partner of The Orangeblowfish, an award-winning, independent creative and branding agency. Born and raised in Australia, Natalie moved to Singapore in the late 90s and since then has travelled the world and worked for legacy companies on the client and agency side. She leads a global team of talented storytellers, creatives and designers who deliver creative solutions that get client brands noticed and talked about. Brands who choose to work with The Orangeblowfish include Anta Sports, Arc'teryx, Cartier, Hilton, LinkedIn, L'Oréal Group, Marriott and more.



SIMON MANCHIPP
FOUNDER
SOMEONE

JUDGE – SPECIAL RECOGNITION

Simon is the founder of Someone, a 20 year old world-class design practice that launches, relaunches, manages and protects brands. He is based in London, and Someone also operates in Sydney, Berlin and New York. His career spans three decades, during which time he has worked on over 60 high profile brand launches and won over 100 industry accolades.



PAULA MCENTEE
CREATIVE DIRECTOR
RED DOG CREATIVE AGENCY

JUDGE – SPECIAL RECOGNITION

Paula has been with award-winning studio Red Dog Creative Agency for 20 years and creative director since 2012. She is an empathy-driven, accomplished professional with a passion for emotive and intelligent design that exceeds expectations. Paula has extensive experience and clients include ATA, B&A, Davy and NYCI. She is currently leading the Irish Cancer Society brand refresh. Paula has given talks and mentored graduates. She is on the 2024 Cannes Young Lions Irish Jury. A member of the Institute of Designers in Ireland (IDI) and the Institute of Creative Advertising and Design (ICAD), she served on the ICAD board from 2014 to 2016.



SARA MOHAMMAD SIDDIQUI
HEAD OF MARKETING –
PROPERTY MANAGEMENT
ALBAWANI HOLDING (ABH)

Sara is the head of marketing – property management at Albawani Holding (ABH.) She is a brand strategist and marketing communications leader with a decade-long experience in the UAE and Saudi Arabia. She has extensive expertise in developing and delivering on brand and marketing strategy and has led the transformation of some major regional brands. Sara has also worked on several employer branding and C-suite personal branding initiatives.

MEET THE JUDGES



ALEXANDER OLOO
HEAD OF DESIGN
ABSA GROUP

Alexander is currently the head of design at Absa Group, where he leads a team of 200 of the most awesome humans. Alexander has spent the last decade deeply involved in digital, as a software engineer, designer, international speaker and most recently in design leadership. He has been a key player in Absa Group's digital transformation over the last seven years and also has a passion for developing talent. He and a colleague started Absa Group's Design Graduate Program and he continues to mentor and coach the next generation of design leaders within Absa Group and in the broader design industry.



SABA OMAISH
HEAD OF MARKETING,
COMMUNICATIONS
AND DISTRIBUTION
AL MASHHAD

Saba is the head of marketing, communications and distribution at Al Mashhad, a position she has held since January 2022. Saba manages the brand and marketing presence of Al Mashhad across the local, regional and international media spectrum. Saba's experience spans over 17 years, where she has handled key portfolios across leading television and media houses in the region. Before Al Mashhad, Saba was associated with OSN for over six years handling important responsibilities, including the role of head of marketing. Between 2012 and 2015, Saba was the marketing manager for digital products at 'Shahid' video-on-demand platform.



WENDY ORHAN
GLOBAL HEAD OF
BRAND MARKETING
EUROCHEM

Wendy is an international marketing professional with proven experience leading brand strategy and integrated brand communications for top-tier brands including Shell and Starbucks. Adept in brand diagnosis and strategy, she helps organizations to build brand equity. She leads creative teams to produce world class ideas that are simple, original and memorable.



NAVAL PARADKAR
CREATIVE STRATEGIC MANAGER
ALGHURAIR INVESTMENT

With over two decades of advertising, digital and branding experience, Naval brings a blend of strategic thinking, practical on-ground expertise led by human insights and emotions. He embodies a thought process that is led by insights, that always pushes his work to communicate the right message. He has a keen eye for market trends, for innovative design thinking that helps to improve his creative output. Having worked on brands from various sectors, including FMCG, F&B, hospitality, property and retail, Naval brings a solid knowledge of communication design.



MOHAMED SABHA
GLOBAL HEAD OF CONTENT
AND CREATIVE
FOODICS

Mohamed, global head of content and creative at Foodics, is a seasoned professional boasting a decade-long journey in advertising, branding and digital media. Having worked with multinationals like OHI Leo Burnett and Havas Creative, he now drives growth in the fintech and POS sectors. His strategic creativity forges meaningful brands, accelerating companies' growth. His expertise in AI platforms and Adobe Creative Suite enable him to deliver captivating, globally resonating solutions.



POONAM SAINI
FOUNDER AND CREATIVE DIRECTOR
KISS BRANDING

JUDGE – SPECIAL RECOGNITION

Poonam, a young British South Asian Creative director, co-established KISS Branding, a design studio that transforms brands into immediate pleasure for old and new audiences. Poonam's approach is about ruffling a few feathers, questioning the norm and disrupting the old way of thinking for the better. Her studio is sector agnostic, meaning they bring a fresh perspective to a variety of brands, including viral projects like 'The Pink Ladoo Project,' social gaming venues like 'Lane 7' and revolutionary city developments reshaping urban landscapes in London and Leeds.

MEET THE JUDGES



JENN SZEKELY
PRESIDENT
COLEY PORTER BELL

JUDGE – SPECIAL RECOGNITION

Jenn leads Coley Porter Bell's US business. She brings over 20 years of branding and marketing experience across a variety of industries, working most recently with Halliburton, Martin Guitar, Merck, Nationwide and Pearson. Prior to joining Coley Porter Bell, Jenn was an executive director at FutureBrand and senior vice president at Siegel+Gale where she worked with clients such as Microsoft, MIT, Peloton, Sony, Target and the branding of Jeff Bezos' aerospace company, Blue Origin, where she had the opportunity to work with the Bezos family and learn about the amazing world of space travel.



FIRAS WAHBEH
CHIEF BRAND OFFICER
BEEAH GROUP

As the chief brand officer at BEEAH Group, Firas is responsible for creating and executing strategic marketing plans and brand campaigns across all business units of the Group. Combining insights with innovation, Firas is part of the leadership team for the organization and has led all marketing functions, corporate communication programs and social responsibility initiatives to accelerate brand recognition and achieve the Group's vision for pioneering sustainable quality of life. A consummate professional with a passion for all things creative, Firas has spearheaded marketing activities for several organizational milestones and ground-breaking projects.



MEL ZAGIDULLINA
CREATIVE LEAD
BLOOMINGDALE'S ME

As a lead designer at Bloomingdale's and Harvey Nichols, Mel's career path has been marked by success across award-winning agencies, e-commerce platforms and luxury retail. Her passion for creativity drives her to bring a wealth of experience and expertise to every project. Known for her skills in branding, campaign design and packaging, Mel consistently delivers impactful results. Committed to excellence, she leads with hands-on creativity, motivating teams to achieve exceptional outcomes. Mel believes that effective design and storytelling are crucial in building lasting connections between customers and brands.



THE WINNERS



BEST USE OF A VISUAL PROPERTY

Gold – Emaar and Genius Loci – AT.MOSPHERE

Gold – Trojena and Landor

Silver – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

Silver – iz app by Alinma Bank and Landor

Bronze – Seddiqi Holding and BOND

Highly commended – SIRO by Kerzner and Birch London

BEST BRAND ARCHITECTURE SOLUTION

Gold – Careem

Silver – Expo City Dubai and Bellwether

Bronze – NEOM and Landor

Bronze – Prince Talal bin Abdulaziz Al Saud Endowment and BOND

Bronze – Saudia Group and Landor

BEST USE OF COPY STYLE OR TONE OF VOICE

Gold – Otto and Fludium

Silver – Careem

Silver – Sindalah and Landor

Bronze – Mindset Media and Unisono

Bronze – Saudia and Landor

BEST BRAND EXPERIENCE

Gold – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

Silver – Ministry of Culture and Accenture Song Middle East BV

Silver – Play Playground and Rogue

Bronze – The Macallan and JansenHarris

Bronze – The National Academy for Childhood Development and ADinB

Highly commended – Modon / Surf Abu Dhabi and Bellwether

BEST USE OF PACKAGING

Gold – Accor + Katara Hospitality and BOND – Vaya!

Silver – LUFF and chemistry

Bronze – PepsiCo – Pepsi Big Football Event LTO

Bronze – Thryve, IFFCO Plant-Based Venture and WMH&I

Highly commended – Century Burger and chemistry

BEST WAYFINDING OR SIGNAGE

Gold – Emaar and Genius Loci – The Dubai Mall Zabeel Extension

Silver – Emaar and Genius Loci – AT.MOSPHERE

Bronze – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

Bronze – APG Kindergarten and inovaline

Bronze – The Ellinikon / LAMDA and Genius Loci

BEST USE OF AUDIO BRANDING

Gold – Careem and MassiveMusic

Silver – Aldar and Sixième Son

Silver – AROYA Cruises and MassiveMusic

Bronze – Saudia and Landor

Bronze – The Ministry Of Culture and Sonicbrand

BEST USE OF TYPOGRAPHY

Gold – King Abdulaziz Center for World Culture (ithra)

Silver – Saudia and Landor

Bronze – Accor + Katara Hospitality and BOND – Blue Cigar

Bronze – AROYA Cruises and Insignia Worldwide

Bronze – NEOM and Landor

BEST PLACE OR NATION BRAND

Gold – Expo City Dubai and Bellwether

Silver – Infracorp and Unisono

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

Gold – Seddiqi Holding and BOND

Silver – Otto and Fludium

Bronze – UCR Qatar and Fludium

Highly commended – Red Sea Int'l Airport and Brash Agency

PROCESS

BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – Dubai Health and Landor

Silver – Abu Dhabi Airports and Brash Agency

Bronze – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Gold – Seddiqi Holding and BOND

Silver – Expo City Dubai and Bellwether

Silver – Khaleeji Bank and Unisono

Bronze – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

Highly commended – Hassana Investment Company and Landor

Highly commended – Modon / Surf Abu Dhabi and Bellwether

BEST LOCALIZATION OF AN INTERNATIONAL BRAND

Gold – Safaricom Ethiopia and Landor

Silver – Innerspace Dubai

STRATEGY

BEST CREATIVE STRATEGY (BUSINESS)

Gold – Solutions+ and KNOW Creative

Silver – Al Futtaim and BOND

Bronze – Al Khozama Hotel and KEANE

BEST CREATIVE STRATEGY (CONSUMER)

Gold – Bahrain Tourism & Exhibition Authority and Limefish Design

Silver – iz app by Alinma Bank and Landor

Bronze – eyewa and Freedom.

Bronze – LikeCard and Hive Innovative Group

Bronze – SIRO by Kerzner and Birch London

Highly commended – King Abdulaziz Center for World Culture (ithra)

BEST CREATIVE STRATEGY (CORPORATE)

Gold – Saudia Group and Landor

Silver – Bapco Energies and Interstate Creative Partners

Silver – Expo City Dubai and Bellwether

Silver – NEOM Green Hydrogen Company and Landor

Bronze – Arabsat and OMNIA

BEST BRAND EVOLUTION (BUSINESS)

Gold – ADSS and PINK GREEN

Silver – FlyAkeed and Gene Branding

Silver – Solutions+ and KNOW Creative

Bronze – Al Futtaim and BOND

Bronze – Al Khozama Hotel and KEANE

Highly commended – IGC and OHI Leo Burnett

BEST BRAND EVOLUTION (CONSUMER)

Gold – Careem

Silver – Century Burger and chemistry

Bronze – National Finance and Zeenah LLC

Bronze – Nestle Hot Chocolate and CBA Design

BEST BRAND EVOLUTION (CORPORATE)

Gold – CATRION and Brash Agency

Silver – Abu Dhabi Airports and Brash Agency

Silver – Expo City Dubai and Bellwether

Bronze – Arabsat and OMNIA

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Gold – Designed In Saudi and Gene Branding

Silver – Accor + Katara Hospitality and BOND – Acoustic

Silver – iz app by Alinma Bank and Landor

Bronze – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

Bronze – Asteri and Dalziel & Pow Design Consultants

Bronze – SIRO by Kerzner and Birch London

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Gold – Seddiqi Holding and BOND

Silver – Al Futtaim and BOND

Silver – Kuwait Finance House / Tam and Bellwether

Bronze – Abu Dhabi Early Childhood Authority (ECA) and ADinB – DAA

Bronze – Heritage Commission

Bronze – NEOM Beach Games and Landor

BEST NAMING STRATEGY (NEW NAME)

Gold – Giddam and Gene Branding

Silver – Kuwait Finance House / Tam and Bellwether

Silver – Merwas and Tajalla Agency

Bronze – iz app by Alinma Bank and Landor

Bronze – Seddiqi Holding and BOND

Highly commended – Accor + Katara Hospitality and BOND – Vaya!

BEST NAMING STRATEGY (RENAME)

Gold – Masar and inovaline

Silver – NLGIC National Life & General Insurance Company / Liva and Bellwether

Bronze – Khaleeji Bank and Unisono

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold – Ethara

Silver – NLGIC National Life & General Insurance Company / Liva and Bellwether

Bronze – Nama and OHI Leo Burnett

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING

Gold – Bapco Energies and Interstate Creative Partners

Gold – CATRION and Brash Agency

Silver – Expo City Dubai and Bellwether

Silver – Solutions+ and KNOW Creative

Bronze – Khaleeji Bank and Unisono

Highly commended – eyewa and Freedom.

BEST BRAND CONSOLIDATION

Gold – Expo City Dubai and Bellwether

Silver – Bapco Energies and Interstate Creative Partners

Silver – Dubai Health and Landor

Bronze – Nama and OHI Leo Burnett

BEST REBRAND OF A DIGITAL PROPERTY

Gold – Careem

Silver – Ministry of Culture and Accenture Song Middle East BV

Bronze – LikeCard and Hive Innovative Group

BEST EMPLOYER BRAND

Gold – Hilti and Tonic

Silver – Hassana Investment Company and Landor

Bronze – GSK and Tonic

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP

Gold – Prince Talal bin Abdulaziz Al Saud Endowment and BOND

Silver – The Climate Tribe and BOND

Bronze – Saudi Heritage Preservation Society and Inssain Creative Group Co.

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Gold – Enowa.NEOM and Landor

Silver – Apsco with 33 Advisory and Ishara Design

Silver – NEOM Green Hydrogen Company and Landor

Bronze – Bapco Energies and Interstate Creative Partners

Bronze – indi and JansenHarris

BEST VISUAL IDENTITY FROM THE ENGINEERING, MANUFACTURING, INDUSTRIAL AND BASIC MATERIALS SECTOR

Gold – Al Futtaim and BOND

Silver – Masar and inovaline

Bronze – Big5 and Unisono

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – iz app by Alinma Bank and Landor

Gold – Kuwait Finance House / Tam and Bellwether

Silver – Hassana Investment Company and Landor

Bronze – Khaleeji Bank and Unisono

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – Thryve, IFFCO Plant-Based Venture and WMH&I

Silver – PepsiCo – Mirinda Plus Restage

Silver – PepsiCo – MTN Dew Oman National Day LTO

Bronze – PepsiCo – Chipsy Equity Joy 3.0

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – Accor + Katara Hospitality and BOND – Acoustic

Silver – Accor + Katara Hospitality and BOND – Vaya!

Bronze – Marriott Resort Palm Jumeirah and JansenHarris

Bronze – Shangri-La Jeddah and JansenHarris

Highly commended – 42 Midtown and KEANE

Highly commended – Century Burger and chemistry

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Care Medical – Riyadh and Skyné

Silver – Dubai Health and Landor

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

Gold – NLGIC National Life & General Insurance Company / Liva and Bellwether

Silver – King Abdulaziz Center for World Culture (ithra)

BEST VISUAL IDENTITY FROM THE OIL, GAS, MINING AND EXTRACTIVES SECTOR

Gold – NEOM Green Hydrogen Company and Landor

Silver – TGT DIAGNOSTICS

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

Gold – Merwas and Tajalla Agency

Silver – Solutions+ and KNOW Creative

BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

Gold – Lootah Real Estate and JansenHarris

Gold – Trojena and Landor

Silver – Pick Properties and Interstate Creative Partners

Bronze – Kooheji Contractors and Unisono

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Gold – Supreme Council for Motherhood and Childhood (SCMC) and Abu Dhabi Early Childhood Authority (ECA) with ADinB

Silver – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

Silver – Muslim Council of Elders (MCE) and ADinB

Bronze – Expo City Dubai and Bellwether

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold – Seddiqi Holding and BOND

Silver – eyewa and Freedom.

Bronze – Scent Lab (VIVI) and Epic Lion

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

Gold – Saudi Arabian Football Federation and Gene Branding

Silver – Modon / Surf Abu Dhabi and Bellwether

Silver – NEOM Beach Games and Landor

Bronze – Mindset Media and Unisono

Highly commended – Play Playground and Rogue

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – Lifecycle Software and OMNI Creative

Silver – Nine66 and Landor

Bronze – Dadabai Holding (Epix Cinema brand) and Unisono

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Saudia and Landor

Silver – DP World and DesignStudio

Bronze – Port of Duqm and OHI Leo Burnett

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

Gold – Trojena and Landor

Silver – Al Khozama Hotel and KEANE

Silver – Expo City Dhahbi Light Art Festival and OMNIA

Bronze – Abu Dhabi Airports and Brash Agency

Bronze – SIRO by Kerzner and Birch London

Highly commended – AROYA Cruises and Insignia Worldwide



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SPECIAL RECOGNITION

BRAND STRATEGIST OF THE YEAR

Winner

Ashish Banerjee, *Landor*

Highly commended

Ibrahim Lahoud, *Brand Lounge*

Finalist

Nina Seredai Udalova, *Ninth Space*

CREATIVE DIRECTOR OF THE YEAR

Winner

Mo Saad, *Brand Lounge*

Highly commended

Noel Tabb, *Bellwether*

Finalist

Hala Sabbagh, *ADinB*

YOUNG CONTENDER OF THE YEAR

Winner

Rasha Kawar, *Landor*

Finalists

Farah Ezz Eldin, *ADinB*

Zeinah Khaled, *Brand Lounge*

BEST OVERALL VISUAL IDENTITY

**Saudi Arabian Football Federation
and Gene Branding**

GRAND PRIX

Careem



CONTENT



EMAAR



GOLD

EMAAR AND GENIUS LOCI – AT.MOSPHERE

Orreries are humanity's way of depicting the movements of the heavens through intricate clockwork motions and meticulous artwork. Capturing the essence of the restaurant on the Burj Khalifa's 122nd floor, AT.MOSPHERE, required a blend of luxury, captivating glamour and distinctive ownability. It had to inspire diners, draw them 422 meters above the ground and create an experience unlike any other. Genius Loci connected the ground with the sky through a stunning, whimsical display of orreries and hidden treasures that have enriched the dining experience.

The visual splendor has made AT.MOSPHERE a socially desirable destination through a broad social media reach. Its stirring and emotive display is unlike any other in Dubai and made a mark on judges too. One called it an "incredible piece of work." Others praised the storytelling, connection to Emaar's objectives for the restaurant's brand and social media friendliness. Another judge called it "craftsmanship at its best."



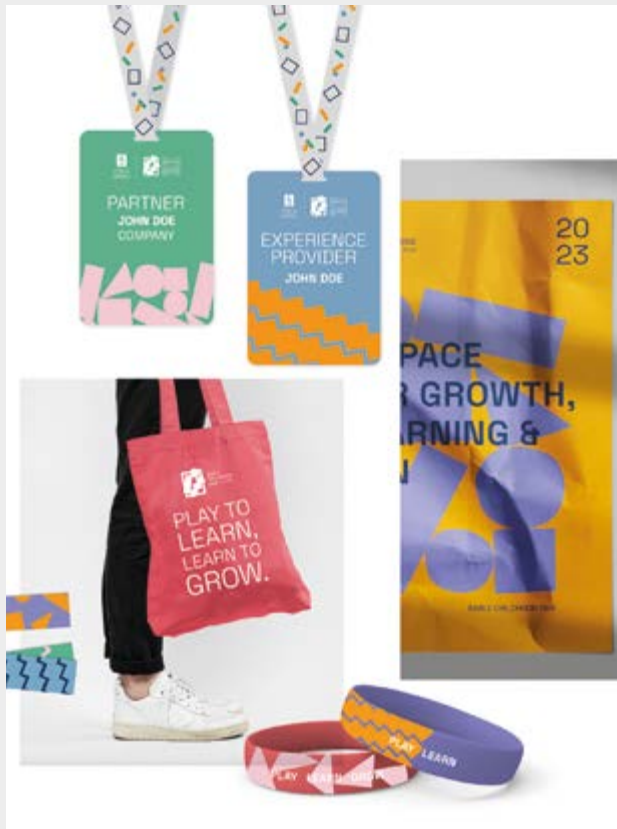
GOLD

TROJENA AND LANDOR

As part of the ambitious NEOM project aiming to transform the northwest corner of Saudi Arabia into a landmark destination, Trojena needed to defy the odds. It had to tell the unlikely story of snow in the desert, of ascending mountains and of transformative experiences. Landor crafted a ribbon-like loop design for NEOM's parent brand and teased out one strand of the ribbon to form a mountain-inspired logo for Trojena. The texture of the ribbon acts as a graphic device across the visual identity, seamlessly tying the brand together.

"Superb work on the brand mark," said one judge. "The synergy between the logo and the OOH billboard composition is excellent." Another praised the "dedication to delivering an exceptional experience." It's made an impact on the target market too, with over 3m click-throughs to the Trojena website and over 152m reached across social media.

BEST USE OF A VISUAL PROPERTY



SILVER

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

The Abu Dhabi Early Childhood Authority's ECD Fair needed to capture parents' attention while also remaining true to the needs and interests of children. ADiNB delivered an excellent blend of child-inspired design with mature brand development. Colorful patterns exemplifying play areas and libraries are deployed across clear brand communications to capture attention and tell a clear story about the fair's purpose. With over 17,000 attendees – both children and parents – the event brand was a clear success.



SILVER

IZ APP BY ALINMA BANK AND LANDOR

Alinma Bank worked with Landor to craft a digital-first banking brand for young people. The iz app is youth-oriented without relying on cliché. Its simple sense of fun is backed by credibility and appeals to young people's desire for independence. Judges loved the way the brand shifted the focus on banking from scary to fun, with one adding its "vibrant and playful identity...delivered real business value through registrations and app downloads."

BEST USE OF A VISUAL PROPERTY



BRONZE

SEDDIQI HOLDING AND BOND

Seddiqi Holding wanted to deliver a lifestyle watch retail brand with a big impact on a young demographic. BOND developed Edit, which communicated that the brand would curate only the cool, desirable and aspirational. The magazine-inspired visual style takes consumers on a journey and inspires them to trust Edit to find the best timepiece fit. Judges praised the clear understanding of the audience and their need for a curated, expertly developed collection.

HIGHLY COMMENDED

SIRO BY KERZNER AND BIRCH LONDON

Fitness hotel brand SIRO was launched by Kerzner and Birch London to create a sense of inspiration and awe, driving people to engage with the brand.



GOLD

CAREEM

Careem had evolved from a simple ride hailing app to offering services as wide ranging as delivering groceries and paying bills. Its acquisition by Uber hastened the need for a newly focused brand that would help users better navigate the array of services on offer. It first changed the way it talked about itself from being a 'super app' to 'the everything app.' That simple shift helped facilitate a change in perception around what Careem could provide.

The brand architecture was then simplified under four categories: go, eat, get and pay. An array of sub-brands and brand extensions sit comfortably beneath those banners. The brand architecture also inspired the visual direction of the brand, with four core colors representing each banner and an array of additional colors and icons representing each service or product. One judge called this "a shining example of customer-first brand architecture strategy and creative."

BEST BRAND ARCHITECTURE SOLUTION



SILVER

EXPO CITY DUBAI AND BELLWETHER

Expo City Dubai aimed to transform Dubai's Expo City venue from the home of the 2020 event to a permanent center for trade, culture and living. Bellwether simplified the hive-like brand into a more cohesive, recognizable whole. Sub-brands are still recognizably related to the masterbrand, but some still retain further space for brand creativity. Judges thought the way the brand strategy masterfully reined in a complex brand architecture to clarify the portfolio was well done.



BRONZE

NEOM AND LANDOR

NEOM's ambition to transform the northwest corner of Saudi Arabia relies in part on a strong, flexible brand. Landor crafted a brand architecture that allows for a strong master brand to guide the creation of countless institutional, location-based, commercial and promotional communications and sub-brands. Using NEOM as the guide allows for creative flexibility with a clear tie-in back to the umbrella brand.



BRONZE

PRINCE TALAL BIN ABDULAZIZ AL SAUD ENDOWMENT AND BOND

Saudi philanthropist Prince Talal bin Abdulaziz's Al Saud Endowment needed a brand that could flex from charity to investments. BOND delivered a brand rooted in Saudi culture. This allowed for a sense of unity to pervade across the brand architecture. Judges thought the design work was excellent and well-crafted across the brand portfolio.



BRONZE

SAUDIA GROUP AND LANDOR

Airline company Saudia Group's brand had suffered from fragmentation and brand dilution. Landor reshaped the brand from the inside by building a unifying masterbrand that could flex subtly, but distinctively across the brand family. The solution is cohesive, simple and adaptable, with space for the brand to grow further in the future.

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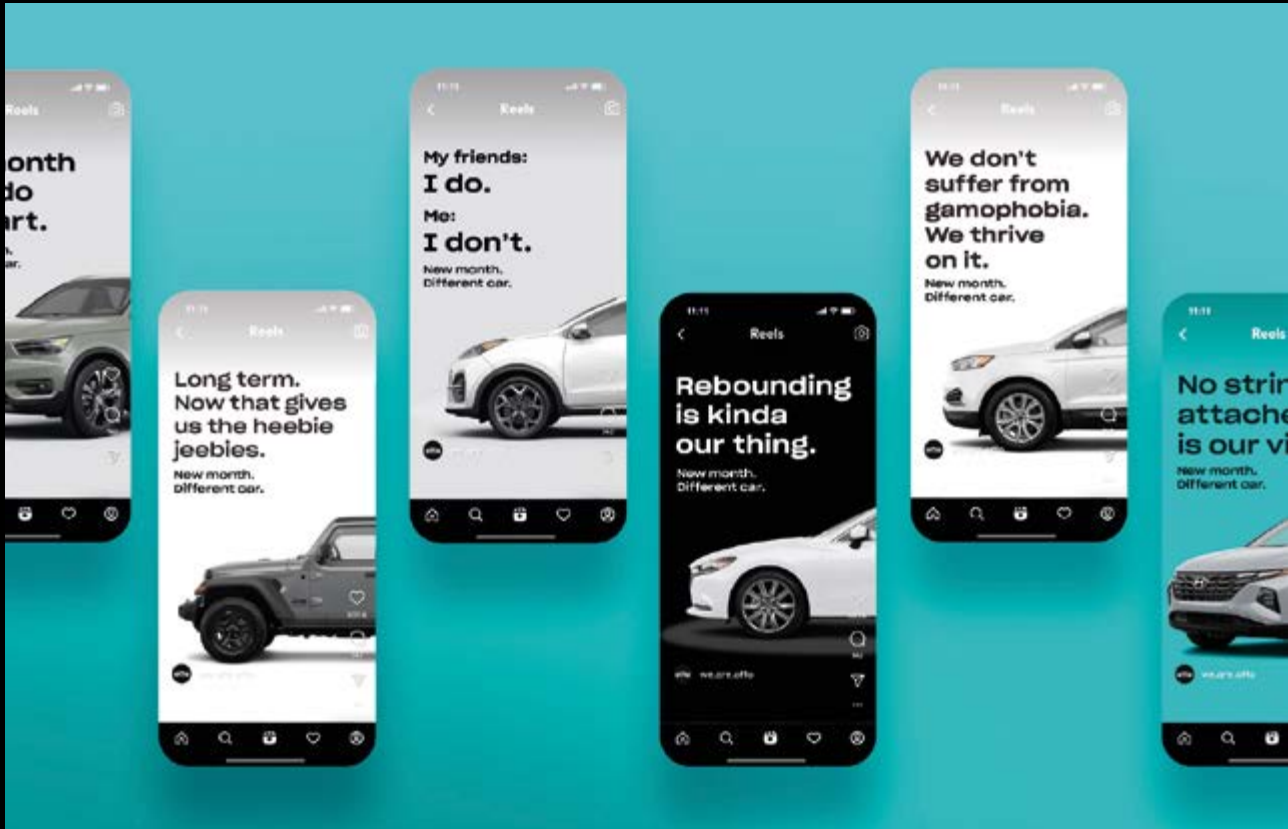
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BEST USE OF COPY STYLE OR TONE OF VOICE



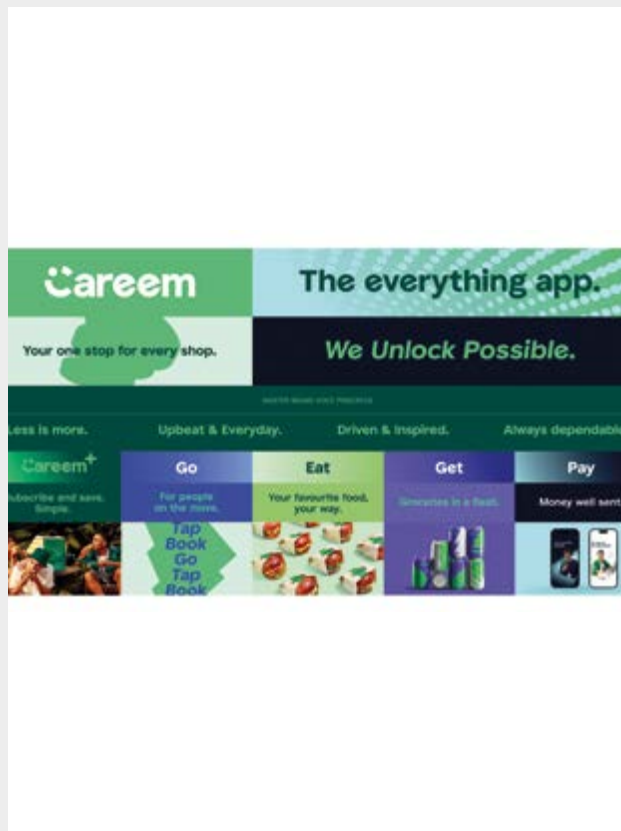
GOLD

OTTO AND FLUDIUM

Otto set out to pave a different road in car sharing and car hiring. It wanted to encapsulate its users' commitment to a commitment-free life through a spicy, relatable tone of voice. Fludium identified two main customer archetypes: the jester and the rebel. These informed the strategic direction for Otto's tone of voice. Blended together, this formed a conversational tone that allowed Otto to speak to customers as a friend, not through marketing jargon and clichés.

The result is relevant, of the moment and flexible. While it at times uses local jargon and in-jokes, the foundation for the tone of voice is so firmly established that communications can flex and adapt to new trends and speak to audience needs as they change. Judges thought the result is clever, ownable and serves to create a tribe of Otto users. One judge said, "Even without the visuals, the brand is recognizable with this tone of voice."

BEST USE OF COPY STYLE OR TONE OF VOICE



SILVER

CAREEM

Careem's expansion of services and clarification of its brand meant its tone of voice had to retain what users knew about the brand while paving the way for a more expansive future. An upbeat, warm energy suffuses the brand voice as it flexes across multiple services, locations and products. Judges thought the simplicity of Careem's tone of voice was well-crafted and served the needs of its audience while also staying true to the brand.



SILVER

SINDALAH AND LANDOR

Part of the vast NEOM development, Sindalah is an exclusive island retreat. To encapsulate its magic, Landor crafted a sophisticated, active and theatrical tone of voice that brings a sense of flair and wonder to bear in the brand's communications. Judges thought this approach helped Sindalah to stand out among competitors and was well suited to the brand's needs and objectives.



BRONZE

MINDSET MEDIA AND UNISONO

Bahraini nightlife mainstay, Propaganda, by Mindset Media, worked with Unisono to create a clear point of difference through its copy style. The brand inspires people to 'trust their ears' and recognize when authentic DJs are at work. Unisono built out a clever, cool 'Sovietech' brand and copy style that resonates well with the brand's target audience.



BRONZE

SAUDIA AND LANDOR

Saudia worked with Landor to capture its audiences' sense of adventure through its tone of voice. Exuding energy and optimism, the brand is at once worldly and firmly rooted in Saudi Arabian culture. The result is a mature brand voice that conveys a hint of magic; a perfect fit for an airline brand. Judges thought the way the tone of voice could flex to create personalized messages per audience segment was an excellent proof point for its effectiveness.



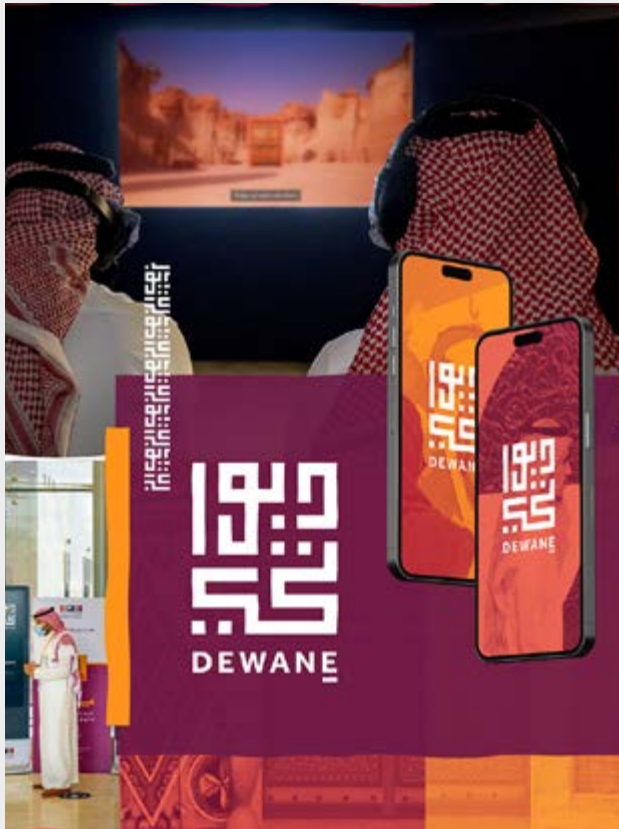
GOLD

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

The Abu Dhabi Early Childhood Authority has extensive reach across the Emirate's schools, but it wanted to bring together all its services and partners under one banner and communicate to parents its mission to foster behavior change and shape the next generation of children. To do so, it developed the Early Childhood Development Fair. But, to ensure engagement with thousands of parents, children and caregivers, the fair had to be easily navigable, easily understood and utterly captivating.

ADinB crafted a brand experience rooted in childhood play, imagination, health and fun. A cohesive visual identity helped unify the fairground while individual activations added variety and joy. Judges thought the experience was exceptional. One said, "I love the characters like Mr Courage and Ms Empathy. They ensured a continuous capture of children's attention." Another added, "Given the creative, I believe the experience must have been superb."

BEST BRAND EXPERIENCE



SILVER

MINISTRY OF CULTURE AND ACCENTURE SONG MIDDLE EAST BV

Saudi Arabia's Ministry of Culture worked with Accenture Song Middle East BV to develop a digital brand world that would unite the kingdom's cultural heritage with its modern, young population. The result is an engrossing visual identity that delivers a best-in-class digital experience. Judges thought the design and creation of the digital brand experience met the ministry's needs in providing a unifying voice for Saudi Arabia's culture.

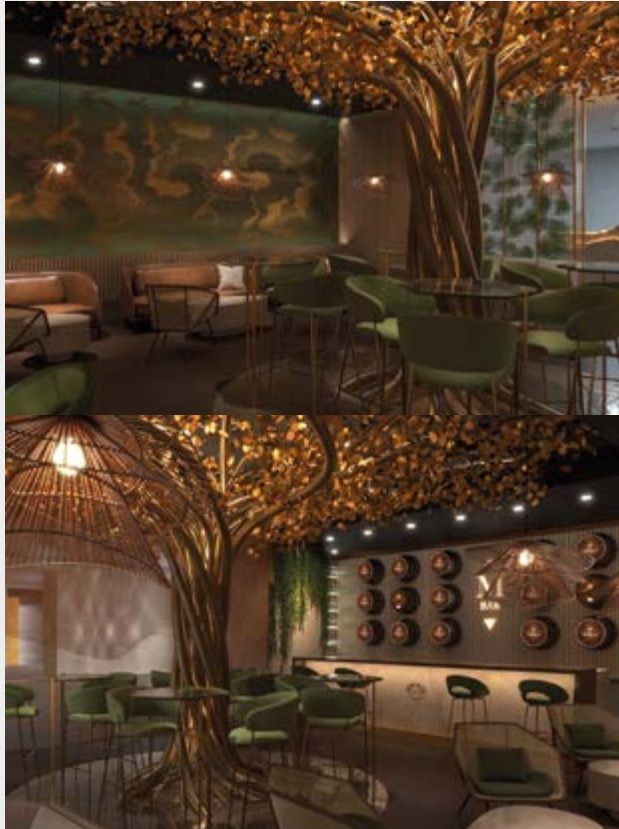


SILVER

PLAY PLAYGROUND AND ROGUE

Play Playground is an immersive, play-oriented experience for grown ups in Las Vegas' Luxor Hotel. The brand experience was crafted by Rogue to be interactive and immersive, bringing patrons back to a childlike sense of fun and joy. The result is an exciting, fun experience that brings an adult sensibility to childhood play palaces.

BEST BRAND EXPERIENCE



BRONZE

THE MACALLAN AND JANSENHARRIS

The Macallan launched a bespoke lounge, the M Bar, in the St Regis in Mumbai. JansenHarris wanted to encapsulate the brand's story and Scottish heritage within the luxury confines of the Indian hotel. The M Bar translates the natural wonder – including a show-stopping copper tree – of the Macallan Estate in Scotland to a luxury, fine dining setting. It is a beautiful, interesting experience that judges thought was well targeted to the key audience.



BRONZE

THE NATIONAL ACADEMY FOR CHILDHOOD DEVELOPMENT AND ADINB

The National Academy for Childhood Development wanted to foster a sense of Emirati culture and traditions among the UAE's young people. ADiNB worked on a National Day event that encapsulates the objectives and spirit of the organization in an elegant, communicative brand. Through national symbolism, the platform celebrates national pride and encourages engagement with the UAE's cultural heritage.

HIGHLY COMMENDED

MODON / SURF ABU DHABI AND BELLWETHER

Surf Abu Dhabi worked with Bellwether to create a wave facility that would enable visitors to learn to surf. The all-encompassing brand experience draws on the best of surfing's culture with a refined Emirati charm.



GOLD

ACCOR + KATARA HOSPITALITY AND BOND – VAYA!

Accor and Katara Hospitality wanted to build a global restaurant brand based on Latin American flavors in time for Qatar's hosting of the 2022 World Cup. The restaurant had to capture the joyful spirit of Latin American food and energy while sitting comfortably in a luxury Qatari setting. BOND created a sinuous, unique logo for Vaya! that is carried through its pack designs. Quality paper work and elegant typography elevates the packs while the unusual wordmark brings a verve and distinctiveness to bear.

The result is sophisticated without being pretentious, luxurious without being sparse. It's the perfect blend of spice and flavor, Latin America and the Middle East. One judge called it "brilliant! I loved it. It works and it's visually appealing." Another said the work is "wonderful, strong and very genuine."



SILVER

LUFF AND CHEMISTRY

LUFF's distinctive donuts were a hit with Saudi Arabian women. But, to expand its appeal, chemistry delved into the power of Instagrammable, youthful packaging design. It took inspiration from '90s hip hop artwork and graffiti to transform the brand from a girly aesthetic to a powerful cultural touchpoint. "They stayed true to the brand while elevating the design to work for a wider target audience," said one judge.



BRONZE

**PEPSICO – PEPSI BIG FOOTBALL
EVENT LTO**

Without being a sponsor of the World Cup, Pepsi (PepsiCo) still wanted to capitalize on Qatar's moment on the world stage. It delivered a limited run of cans featuring football fans with national flags rendered in virtual face paint across their visages. Judges called this "a very smart use of owned media to create something as universally unifying as football and the World Cup itself."



BRONZE

THRYVE, IFFCO PLANT-BASED VENTURE AND WMH&I

Thryve, IFFCO Plant-Based Venture, wanted to change the way plant-based food was marketed in the Middle East. It worked with WMH&I to create an Arabic-centric brand harnessing the power of local ingredients and familiar spices. The packaging doesn't shy away from traditional design work, instead championing recognizable patterns and ingredients to great effect.

HIGHLY COMMENDED

CENTURY BURGER AND CHEMISTRY

Century Burger worked with chemistry to radically reinvent its brand and packaging. The new visual identity is youthful, moreish and attractively aspirational.



GOLD

EMAAR AND GENIUS LOCI – THE DUBAI MALL ZABEEL EXTENSION

Emaar's Dubai Mall is a juggernaut in the Gulf. Its Zabeel Extension aimed to appeal to a young audience through the creation of an industrial-chic vibe and a distinctive character separate from the rest of the mall. To embrace this sense of urban cool, Genius Loci took inspiration from art installations, industrial signage and quirky youthfulness. The resulting signage is deployed directly onto concrete pillars, delivered in dot matrix-style signboards and illuminated simply and effectively.

The result is a brand world that stands apart from the Dubai Mall landscape, offering teens and young people their own space amid the sprawling retail behemoth. Judges liked the way the brand committed to a low-tech approach. This unexpected turn allowed it to create an eye-catching design that resonates well with the target audience. One judge added that "the system is very well-placed and helpful. The design language is excellent and solves the purpose."

BEST WAYFINDING OR SIGNAGE



SILVER

EMAAR AND GENIUS LOCI – AT.MOSPHERE

To create an aspirational world far above the ground, the Burj Khalifa's AT.MOSPHERE restaurant (Emaar) needed to make a big impact with its signage. Genius Loci embraced a whimsical, stunning opulence with Victorian flair. Judges thought this allowed the "wayfinding to become an installation," with one adding, "This is very relevant to the branding within the restaurant and really shows the true craft of the wayfinding."

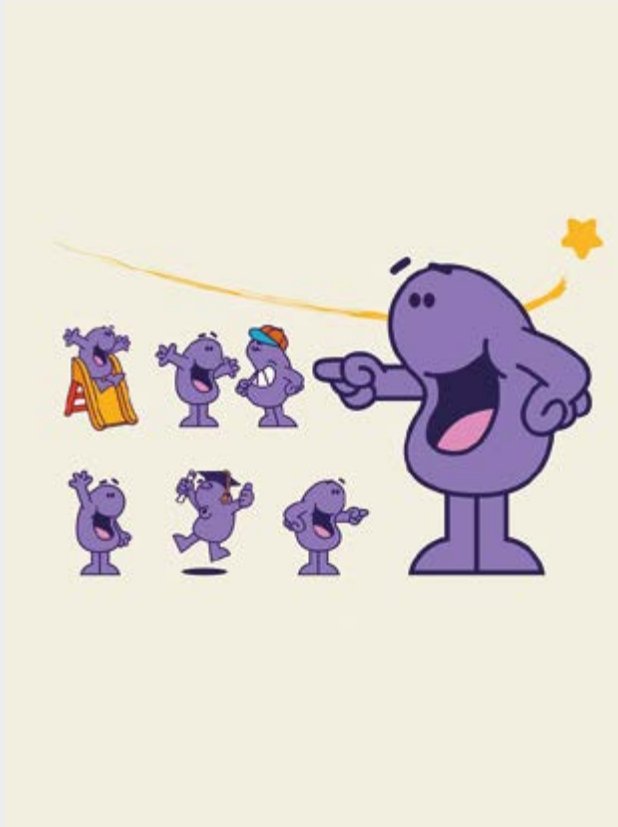


BRONZE

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

The Abu Dhabi Early Childhood Authority's ECD Fair was brought to life in a playful, inspiring way by ADinB. Child-inspired play elements are blended with mature, clear signage and easily-identifiable communications. This allowed the complex world of the fairground to be easily navigable by attendees. "The signage is engaging and unique," said one judge, another praised the "robust solution" to the challenge.

BEST WAYFINDING OR SIGNAGE



BRONZE

APG KINDERGARTEN AND INOVALINE

APG Kindergarten wanted to reflect the school's outstanding heritage through its wayfinding strategy. inovaline took inspiration from the brand name 'Arabian Pearl' and crafted a series of pearl-like characters that create a brand world within the school. Judges thought the creativity was excellent and commended the wayfinding system's suitability to children's needs.



BRONZE

THE ELLINIKON / LAMDA AND GENIUS LOCI

Athens' Ellinikon development worked with Genius Loci to develop the wayfinding system for its new public park. Originally an airport, the park designed by Eero Saarinen had also been home to the Olympic Games. Genius Loci crafted a wayfinding system that is well-suited to a park setting, but draws subtle inspiration from the site's rich history. Judges praised the "complex challenge with strong results, accessible design and a color palette that speaks to ancient Greece."

BEST USE OF AUDIO BRANDING



GOLD

CAREEM AND MASSIVEMUSIC

Careem's reinvention into 'the everything app' required it to address every one of its brand touchpoints, including its audio brand. The company's sound would have to appeal to audiences across the MENA region and beyond while also reflecting Careem's roots. MassiveMusic created a simple, fun sonic brand that could flex across Careem's many use cases while also allowing for future adaptation and growth. It touched lightly on local music heritage with the use of the sound of a riq drum.

The result is a modern, light touch that allows Careem to aurally engage with its consumers and allow them to navigate its growing empire with ease. One judge said, "Celebrating excellence in sonic branding, this exceptional entry has set a new benchmark with its meticulous process and distinctive use of sonic assets. From inception to execution, every aspect of the sonic identity was crafted with precision, seamlessly aligning with the brand's essence."



SILVER

ALDAR AND SIXIÈME SON

A UAE-based REIT, Aldar worked with Sixième Son to create a sonic brand that could unite its communities. The audio brand delivers a blend of khaliji music and international pop to reflect the mix of cultures and communities central to Aldar's identity. An all-female orchestra recorded a version of the audio brand creating an engaging, personal touch. One judge called this "a distinct sound logo with a story to tell." Another said, "I felt the heartbeat of the culture but still felt its modernity."



SILVER

AROYA CRUISES AND MASSIVEMUSIC

Saudi Arabia's cruise line, AROYA Cruises, was developed on the brand positioning of being 'remarkably Arabian.' MassiveMusic used this as the foundation for a flexible system that brought a sense of warmth and imagination to the high seas. One judge said, "The innovative use of sound elements not only captivated my senses but also left a lasting impression, showcasing the transformative power of sonic branding. It is truly a testament to the creativity and expertise of the team. Very well done."



BRONZE

SAUDIA AND LANDOR

Balancing nostalgia and modernity, Landor developed a future-facing sonic brand for Saudia with the ability to support the airline's ongoing growth. The result is aspirational and delivers a sense of soaring flight while allowing for flexibility across the airline's many touchpoints. Judges thought the sonic DNA was "used elegantly" across the audio brand.



BRONZE

THE MINISTRY OF CULTURE AND SONICBRAND

The Ministry of Culture worked with Sonicbrand to create a vivid sonic world indicative of the ministry's objectives. The audio brand was conceptualized to suit 11 key use cases across the Ministry of Culture's areas of operations. "Each facet of the sonic identity was meticulously crafted to harmonize seamlessly with the brand's essence," said one judge.



GOLD

KING ABDULAZIZ CENTER FOR WORLD CULTURE (ITHRA)

Cultural magazine Ithraeyat, by King Abdulaziz Center for World Culture (ithra,) acts as a nexus point between Saudi Arabian heritage and its contemporary culture. It wanted to reflect this in its magazine art direction and logo design. The design showcased the rich heritage of Arabic script by harmoniously blending traditional Arabic calligraphy with contemporary design elements. The result is a curving, flowing logo that defies type design conventions to create something almost artistic in its form.

This approach indicates to readers what to expect from Ithraeyat from the very first page of the magazine. One judge called this a "unique logotype that oozes graphic experimentation and cultural enrichment." Another praised the "strategic alignment of the typography with the brand's guidelines." Another loved the "beautiful work that stands out and innovates in the category."



SILVER

SAUDIA AND LANDOR

Part of Saudia's reinvention required it to use a distinctive, clear typography to stand out from competitors and assert its authority over the air. Landor included distinctive letterforms and symbols in the typeface while also creating a script that could be represented well across multiple alphabets and languages. The result is "consistent and beautifully delivered typography inspired by Arabic calligraphy with a modern twist," according to one judge.



BRONZE

ACCOR + KATARA HOSPITALITY AND BOND – BLUE CIGAR

For Katara Towers' new cigar bar, Blue Cigar, BOND had to create a brand with a meticulous attention to detail and oozing with luxury. The logo is both reminiscent of a plume of cigar smoke and an almost abstract rendering of the Arabic word for 'blue.' The use of a type-driven logo impressed judges who praised the elegant execution and creative blend of artistry and typography.



BRONZE

AROYA CRUISES AND INSIGNIA WORLDWIDE

Insignia Worldwide developed a type-driven brand for AROYA Cruises. The logo brings together the shape of a ship's prow, the curve of a breaking wave and a palimpsest-style 'O,' filled with calligraphy. The result is intriguing, inspiring and fit for the high seas. "It demonstrated a deep understanding of the target audience and showcased innovation, creativity and successful execution," said one judge.



BRONZE

NEOM AND LANDOR

NEOM had to build a place from scratch. To achieve this, Landor crafted a contemporary type system with fluidity across multiple languages. It took its cues from existing, effective type families to create something ownable, yet familiar. A unique kerning solution allows for further distinctiveness to seep through the brand. Judges praised the elegant, successful result as "simple, effective design."



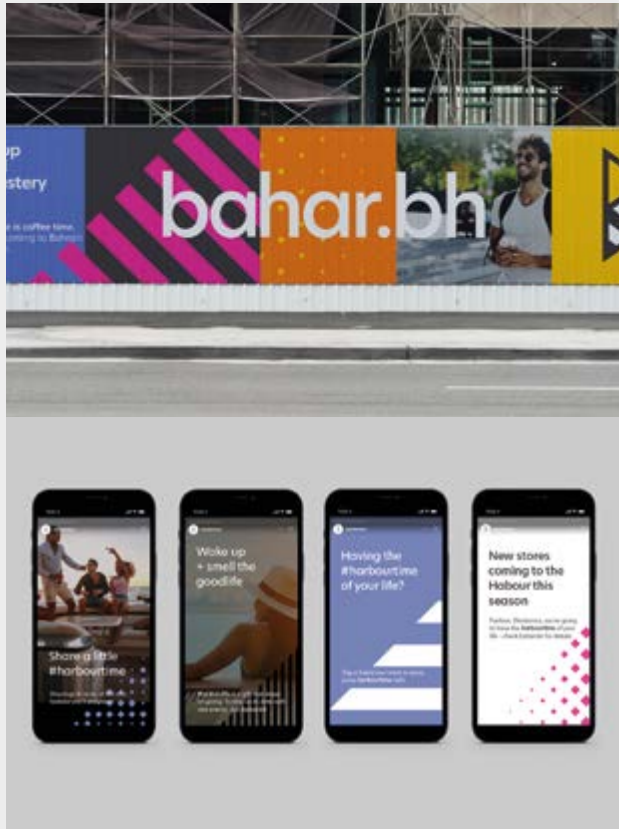
GOLD

EXPO CITY DUBAI AND BELLWETHER

Expo City didn't want its moment in the international spotlight during the Dubai 2020 exhibition to be the end of its story. Transitioning from an event space to a thriving quarter within the megacity, Expo City needed to shift its brand to focus on place-building. Bellwether answered the call by examining the brand's portfolio, consolidating elements related to the event and reshaping the narrative around Expo City.

The new brand, Expo City Dubai, is built on the purpose of harnessing the power of togetherness to shape a future city. The new brand is open and flexible enough to facilitate the area's growth. But it is also defined and cohesive to ensure consistency of communication across existing and future touchpoints. Judges thought the resulting design system and brand architecture were very successful. One said, "The strategy was excellently developed with a very thorough process."

BEST PLACE OR NATION BRAND

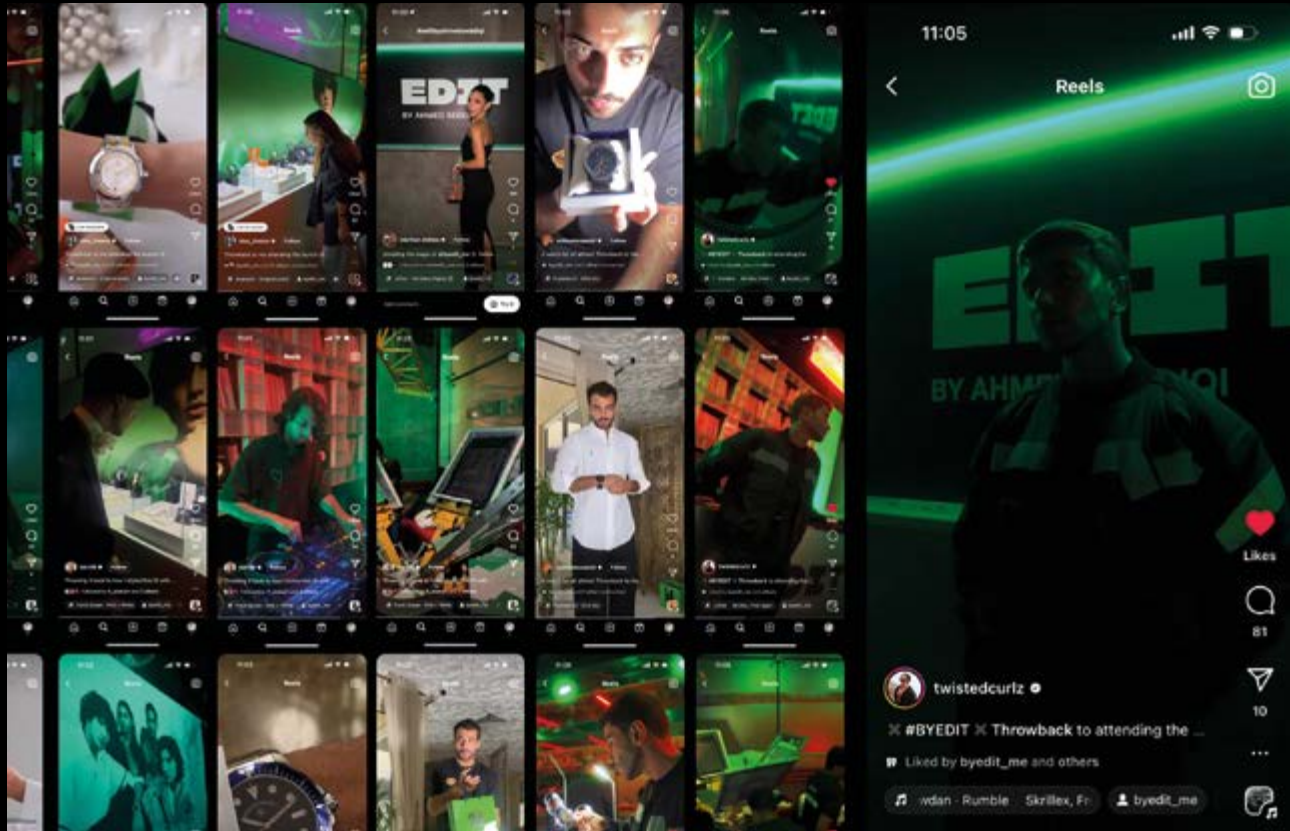


SILVER

INFRACORP AND UNISONO

Bahrain Financial Harbour (Infracorp) wanted to transform itself into the social beating heart of the nation. Unisono worked with the brand to drop the word 'financial' and introduce the #harbourtime platform. The new hashtag allows the harbor to communicate its role within the nation's social fabric. The subtle nautical touches in the visual identity and effective brand implementation help create a stronger sense of place around the harbor.

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



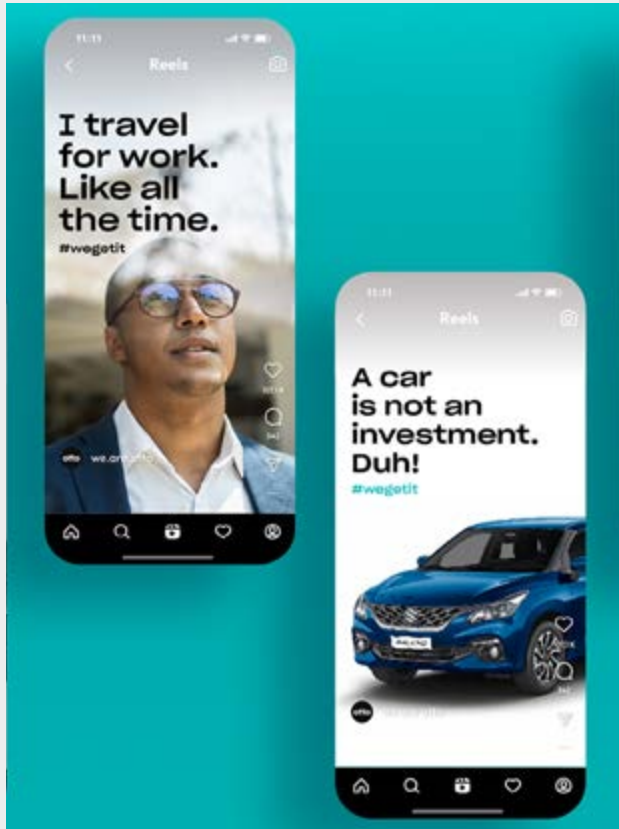
GOLD

SEDDIQI HOLDING AND BOND

Watch retailer Seddiqi Holding wanted to create a brand that would resonate with younger consumers. To get this new demographic excited about luxury and lifestyle timepieces, BOND shaped a social-first brand called Edit. With an editorial positioning, the brand was designed to curate the best pieces for every lifestyle. Content is crafted by experts and designed to form a relationship with consumers.

The brand platform 'own your moment,' helps create a sense of action and compulsion. It also allows content creators across social platforms to own their own moments, all tying back to the brand's core purpose of making time relevant. Judges praised "the amazing expansion of the visual identity, the flexible and interesting applications and themes, and the nice verbal expression."

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



SILVER

OTTO AND FLUDIUM

Otto's new brand expression was designed to build a tribe of people who sought a different approach to car hiring and leasing. Flodium developed a punchy, relatable tone of voice designed to inspire those who think a little bit differently to come together behind Otto. Judges liked the simple visual expression and the "excellent tone of voice with an interesting conversational style, cheeky tone and versatility."



BRONZE

UCR QATAR AND FLUDIUM

UCR Qatar wanted to be a no-hassle, streamlined car hire alternative. Flodium took this hyper-focus on simplicity and ran with it on social media, creating a juxtaposition between the images chosen and the overlaid text. Judges liked the copy style and use of language to bring the brand's personality to life on social.

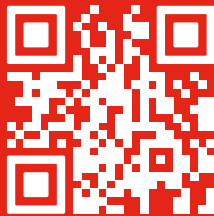
HIGHLY COMMENDED

RED SEA INT'L AIRPORT AND BRASH AGENCY

Red Sea Int'l Airport worked with Brash Agency to redefine tourism to its corner of Saudi Arabia through a blend of luxury, nature and culture.

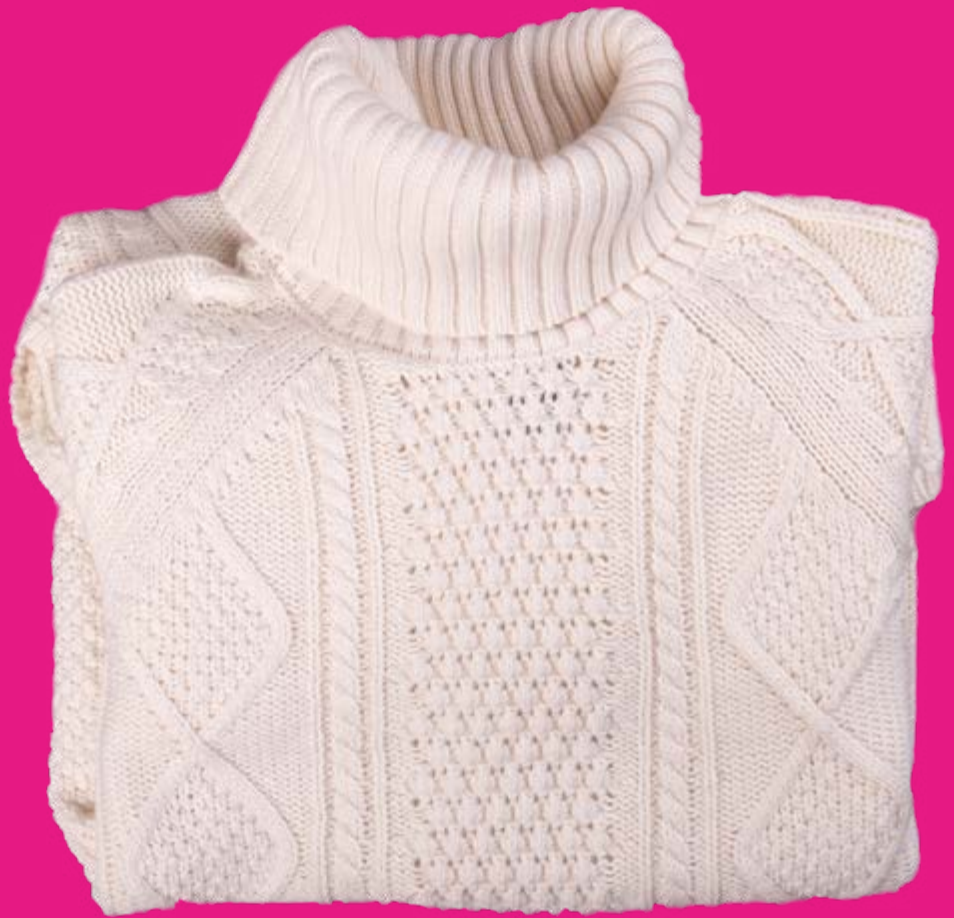
**ITS
A
R
B**

Brave. Sharp. Personal.





PROCESS





We are
creative
designers,
strategists,
& futurist
thinkers



Who are constantly inspired to find novel solutions. By envisioning and seeking true impact, we aim to design both effective and desirable concepts. **We design for change.**

**ABU DHABI EARLY CHILDHOOD
AUTHORITY (ECA) AND
ADINB – ECD FAIR**

The resulting brand is a dialogue between parents, children and the ECA. Key ECA messages, like 'play to learn, learn to grow' are communicated to the target audience. But, the lived experience of children and parents are integrated into the brand in a sensitive way. Characters like 'Mr Courage' and 'Mrs Empathy' help foster communications between all parties in an effective, successful way.



GOLD

DUBAI HEALTH AND LANDOR

Dubai Academic Health Corporation wanted to unify its sites across the Emirate behind a unified, recognizable brand. But, to enact this patient-first strategy, the brand first had to be built by putting employees first. Landor engaged 11,500 employees in significant brand research while developing the new Dubai Health brand. To embed the brand, Landor created an employee portal where staff members could discuss the changes, understand the new business strategy and boost their sense of belonging.

Over half of the workforce was also engaged in a series of online and offline activations including a three-day workshop. The new brand has since become embraced by employees as a unified force for patient care across Dubai. Judges thought the intensive engagement program and feedback mechanisms were commendable and clearly contributed to the success of the new brand.

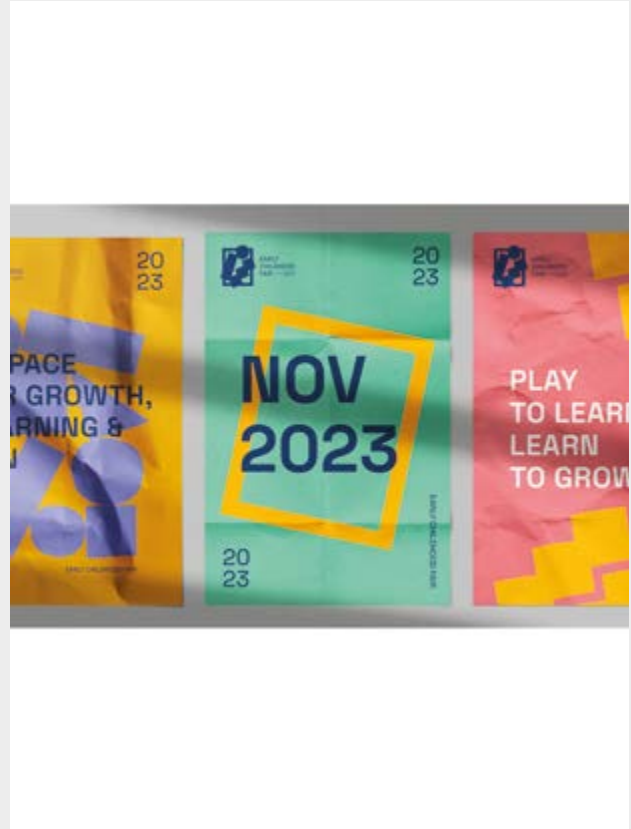
BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



SILVER

ABU DHABI AIRPORTS AND BRASH AGENCY

Integrating Abu Dhabi's airports and building a unified brand required a shift in the internal communications strategy. Brash Agency redeveloped the Abu Dhabi Airports brand mission, values and positioning while also updating its tone of voice, with a particular focus on communications with the internal audience. The result is an updated, impactful new direction for the Emirate's airports.



BRONZE

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

Employees across the Abu Dhabi Early Childhood Authority (ECA) had to come together to create the Early Childhood Development Fair. Workshops and communications with staff helped them embrace the fair's objectives and creative direction. As a result, ADInB and the ECA successfully engaged a massive audience of parents, carers and children across Abu Dhabi.



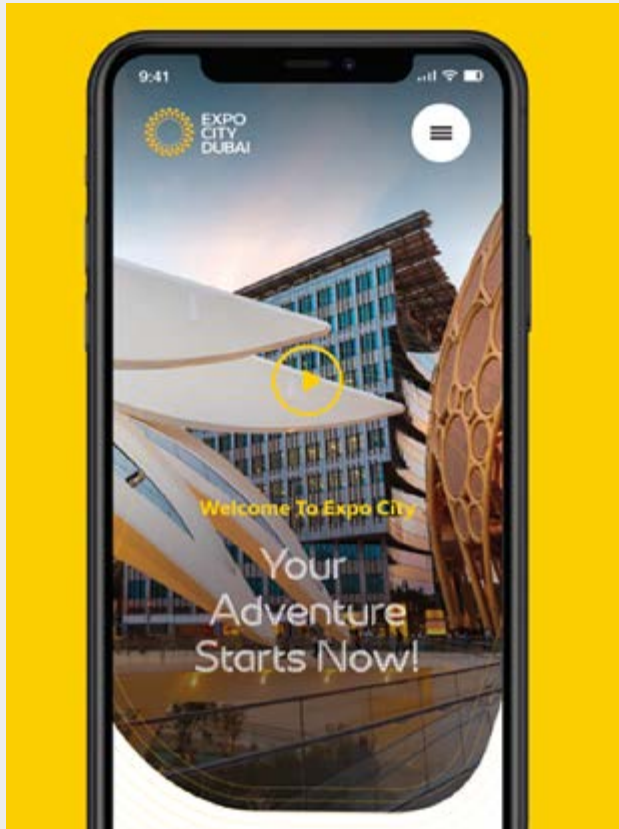
GOLD

SEDDIQI HOLDING AND BOND

Timepiece retailer Seddiqi Holding wanted to craft a brand for a younger demographic. The new company would deliver high-quality, curated lifestyle watches for those interested in a premium experience. This approach leant itself to a magazine-like lifestyle brand that could deliver timely trends and a personal experience. BOND developed the name Edit and built a periodical-inspired visual identity to help it come to life.

A chunky, sans serif typeface was implemented alongside portrait photography to inspire consumers to 'own their moment.' Judges thought the editorial brand "broke the category" to create something young, fresh and attractive to the target demographic. They thought the simple implementation helped deliver on the brand's objectives while remaining versatile and dynamic at the same time.

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



SILVER

EXPO CITY DUBAI AND BELLWETHER

Part of the development of the new Expo City Dubai had to account for the vast physical brand touchpoints owned by the brand. Bellwether applied the brand's signature ripple effect successfully across signage, vehicle wraps, digital applications and physical installations to create a cohesive, recognizable identity that creates a strong sense of place. Judges liked the way the brand was evolved and implemented to meet the many needs of Expo City's audiences.



SILVER

KHALEEJI BANK AND UNISONO

Khaleeji Bank's reinvention as a retail bank required a shift in strategy. But Unisono's implementation of the brand across its digital and physical touchpoints really sees the new approach shine. A sleek charcoal and white color palette delivers a sense of ambition, maturity and empowerment. Judges praised the creative bravery the brand took in developing a simple, sleek design and pared back graphic language.



UNLEASH THE POWER OF MUSIC & SOUND

Music creates authentic connections through the power of emotion. We use it to make your brand resonate like never before. Are you ready to turn up the volume on your brand?

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BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



BRONZE

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

Abu Dhabi Early Childhood Authority's Early Childhood Development Fair brings to life a range of joyful, childlike patterns, fun brand mascots and well-designed event signage to create an immersive brand experience. The way ADInB crafted a brand that could work seamlessly across event touchpoints and activations impressed judges who also praised the brand execution and design work.

HIGHLY COMMENDED

HASSANA INVESTMENT COMPANY AND LANDOR

Hassana Investment Company worked with Landor to create a professional, sleek new look that sits well across the brand's touchpoints.

MODON / SURF ABU DHABI AND BELLWETHER

Modon / Surf Abu Dhabi's brand was brought to life by Bellwether through an all-encompassing experience that deployed a blend of surfing charm and Gulf luxury across a vast attraction.



GOLD

SAFARICOM ETHIOPIA AND LANDOR

Ethiopia is one of the world's last telecoms markets to be deregulated. That shift prompted Scanad Kenya to launch a new brand for Ethiopian consumers. But the brand launch had to contend with ongoing conflict, the legacy of national infrastructure regulation and a challenging setting regarding the relationship between society and brands. The company wanted its telecoms provider to act as a national unifier.

Landor developed the Safaricom Ethiopia brand to be distinctively Ethiopian and the flag bearer for a unified future. In just six months after launch, Safaricom had 95% brand awareness across Ethiopia with 34% of people considering usage. After a year, 4.1 million customers are responsible for Safaricom's 85% voice penetration and 55% data penetration across the country.

BEST LOCALIZATION OF AN INTERNATIONAL BRAND



SILVER

INNERSPACE DUBAI

German luxury kitchen brand Innerspace wanted its Häcker brand to blend luxury products, inspirational design and a remarkable brand experience in its communications with Dubai consumers. The brand localized its imagery to shift from a European focus to depict authentic UAE kitchen spaces. Word of mouth referrals have increased by 100% since the brand's localization.



STRATEGY





GOLD

SOLUTIONS+ AND KNOW CREATIVE

Mubadala Business Services was a trusted brand for countless businesses, but its brand positioned it as a service provider, not a crucial partner for business success. KNOW Creative helped it facilitate this transformation while also expanding its capabilities into new areas. Similarly, breaking free from the Mubadala parent brand would help the company with both its employer brand and its brand positioning.

The development of Solutions+ achieved these objectives by clearly communicating the business' purpose, breaking free of the 'safety net' of the Mubadala umbrella and allowing a freedom of brand expression previously inaccessible to the company. The result is a modern, ambitious brand that communicates innovation, new ideas and strategic partnership. One judge called it a "great strategy to drive this new brand forward."

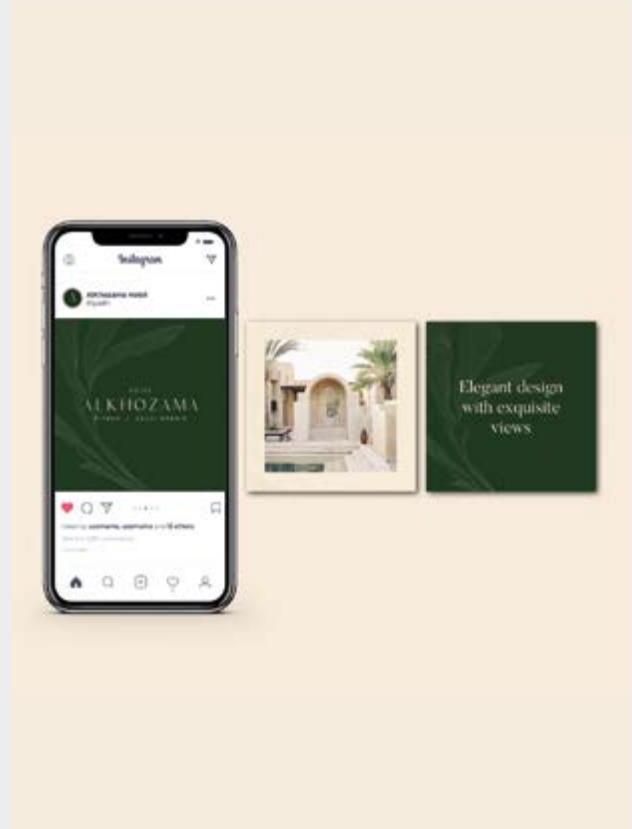
BEST CREATIVE STRATEGY (BUSINESS)



SILVER

AL FUTTAIM AND BOND

Part of the Al Futtai Group, Al Futtai Engineering and Technologies, needed to refocus on its customers to eliminate inefficiencies and fragmentation. It worked with BOND to redefine its creative strategy behind the 'creating value through partnership' mission. The new brand focus is simple and distinctive. One judge called it a "well thought-through strategy with targeted communications and a great creative style."



BRONZE

AL KHOZAMA HOTEL AND KEANE

Al Khozama Hotel took the opportunity offered by Saudi Arabia's Vision 2030 to redefine tourism within the kingdom. It worked with KEANE to shift away from pilgrimage-focused travel to luxury, elegance and cultural-driven tourism. The new brand is at home both within the wider world of international luxury hospitality brands and in Saudi Arabia's urban landscape.

BEST CREATIVE STRATEGY (CONSUMER)



GOLD

BAHRAIN TOURISM & EXHIBITION AUTHORITY AND LIMEFISH DESIGN

The Manama Gold festival, by Bahrain Tourism & Exhibition Authority, was designed to promote Souq al Manama as a premier tourist destination in Bahrain. With a long heritage in gold crafting, the festival was designed to appeal to the modern gold shopper. Limefish Design considered the decisions that lead to gold purchases as well as the cultural relationship Bahrainis have with gold and its historic importance to the country. The visual identity is richly rendered in shades from the Bahraini national flag and the lustre of gold itself.

Communications both before and during the event create a rich world of cultural relevance, aspirational beauty and accessible luxury. The result is distinctive and evocative for locals and tourists alike. Judges called this "clear and elegant. It's to the point and gets the identity right." One judge said, "It's authentic and deeply relevant, balancing the decisions around buying gold for its aesthetics and investment qualities."

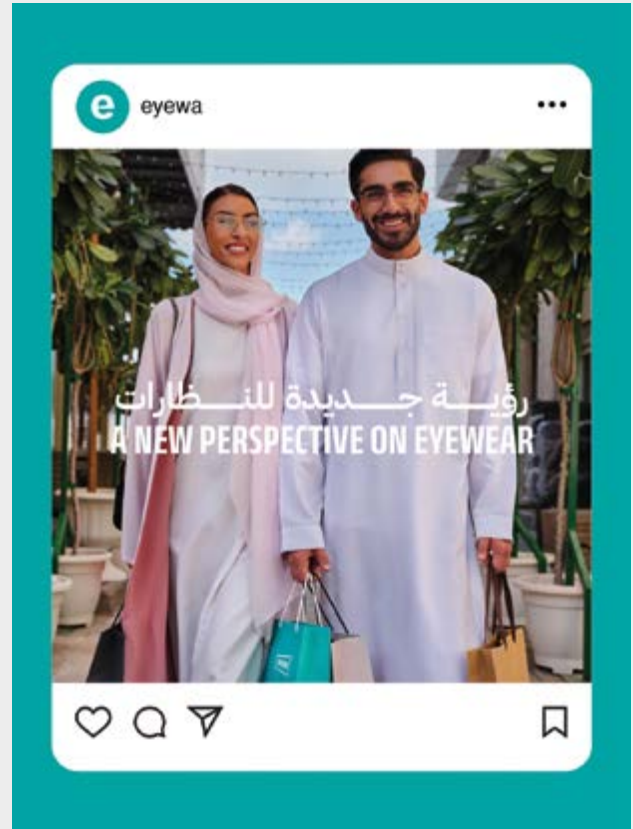
BEST CREATIVE STRATEGY (CONSUMER)



SILVER

IZ APP BY ALINMA BANK AND LANDOR

Alinma Bank wanted to change the narrative around money management and banking for a young audience. It launched iz app as a way to empower young people to engage with banking in a responsible, accessible way. Landor crafted a brand that is youthful and fun, but not patronizing and is backed by authority. Judges liked the way this brand balanced wittiness and maturity to create a successful launch.

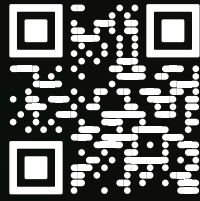


BRONZE

EYEWA AND FREEDOM.

Eyeglass company eyewa offers an alternative to luxury brands and low-cost alternatives. It worked with Freedom. to shape a multichannel brand that would empower the customer with choice. Judges liked the way this creative strategy focused on the concept of perspective, rather than a clinical look at vision. By shaping the brand around the notion of a fresh perspective, it became an eye-catching, credible disruptor to the marketplace.

//> We believe in MAGIC
with LOGIC >



Digit

Art



HIVE -
INNOVATIVE
GROUP

<body>
</html>
<Sameh Al Tawil/>
<sameh@hive-ad.com>

BEST CREATIVE STRATEGY (CONSUMER)



BRONZE

LIKECARD AND HIVE INNOVATIVE GROUP

Saudi digital gift card platform LikeCard challenged existing brand perceptions with a fun, humorous brand campaign. The monster mascot helped the brand drive market dominance up 5% and increase sales by 23%. Judges thought Hive Innovative Group's upbeat creative strategy was a fun, smart way to tackle a seemingly uninspiring topic.



BRONZE

SIRO BY KERZNER AND BIRCH LONDON

To create a new concept of a recovery and fitness hotel, Kerzner worked with Birch London to distil the concept of wellness. The SIRO brand draws inspiration from lifestyle branding, luxury hotels and contemporary art-driven branding to create a trailblazing new brand. Judges praised the way SIRO sat comfortably within the world of lifestyle and wellness brands but took a distinctive, communications-driven approach to its visual identity.

HIGHLY COMMENDED

KING ABDULAZIZ CENTER FOR WORLD CULTURE (ITHRA)

Ithraeyat, ithra's digital magazine crafted a blend of contemporary design sensibility with traditional art and craft.



GOLD

SAUDIA GROUP AND LANDOR

Saudia Group had a major challenge ahead of it. It had to reinvent itself to reflect the national vision for the future of Saudi Arabia while also standing out from a crowd of major global airlines that have sprung out of the Gulf region. Landor navigated this by creating a brand expression deeply rooted in Saudi culture but with a sharp eye toward progress and the future.

The resulting visual identity uses green to infuse the brand with a sense of progress and innovation alongside a trustworthy sky blue tone. The positioning statement 'welcome to our future' acts as a unifying call to action, rallying people behind the kingdom's Vision 2030. "Future proofing a legacy brand such as Saudia must have been challenging, especially considering the stakeholders and culture. The solution is elegant and refined," said one judge.

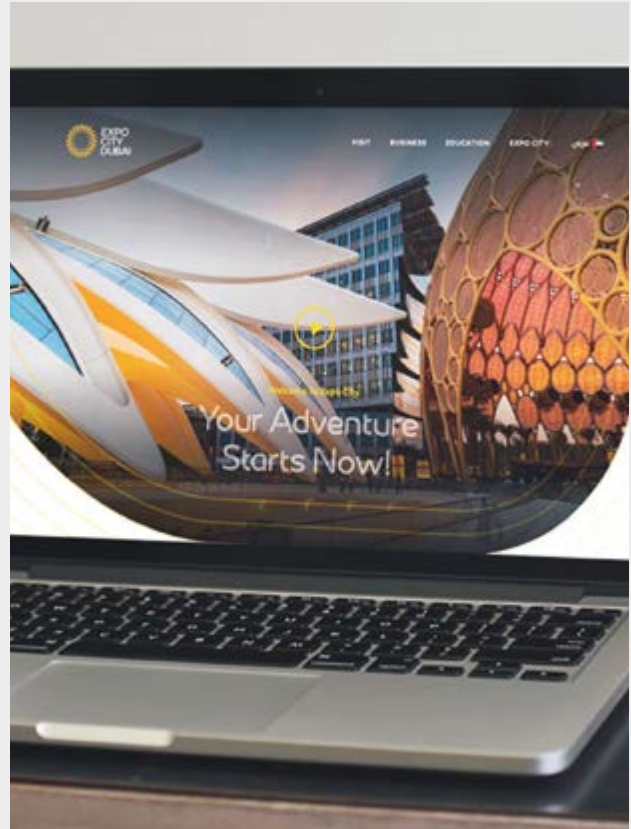
BEST CREATIVE STRATEGY (CORPORATE)



SILVER

BAPCO ENERGIES AND INTERSTATE CREATIVE PARTNERS

Bahrain's national energy business, Nogaholding wanted to set out a new strategy to ensure a sustainable energy future for the kingdom. It worked with Interstate Creative Partners to develop Bapco Energies, a progressive, empowering new brand focused on the future. One judge said, "The creative corporate strategy presented here demonstrates a commitment to pushing boundaries and exploring new possibilities, resulting in innovative solutions that inspire and disrupt the market."



SILVER

EXPO CITY DUBAI AND BELLWETHER

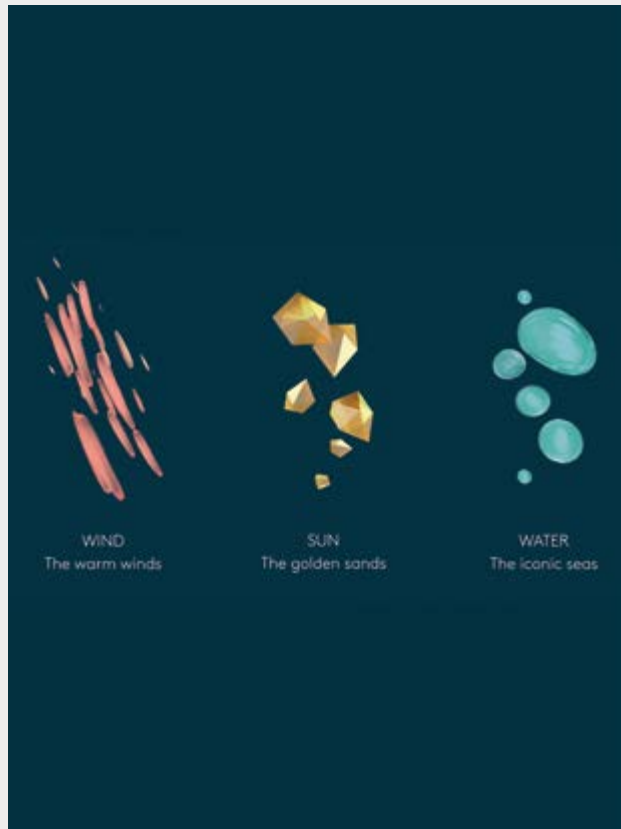
Expo City Dubai reshaped its event-based brand into one that could represent the interests of its corner of Dubai well into the future. Bellwether focused on a sense of unity and cohesion to create a singular brand that could flex capably across countless brand touchpoints and sub-brands. "The creative corporate strategy demonstrates a clear alignment with overarching business goals, leveraging innovative approaches to drive sustainable growth and competitive advantage," said one judge.



Connecting Experiences

OUR RESUME
ROYAL BANK OF CANADA
NEOM
MUBADALA ENERGY
RIYADH ART
ARABSAT
ADQ

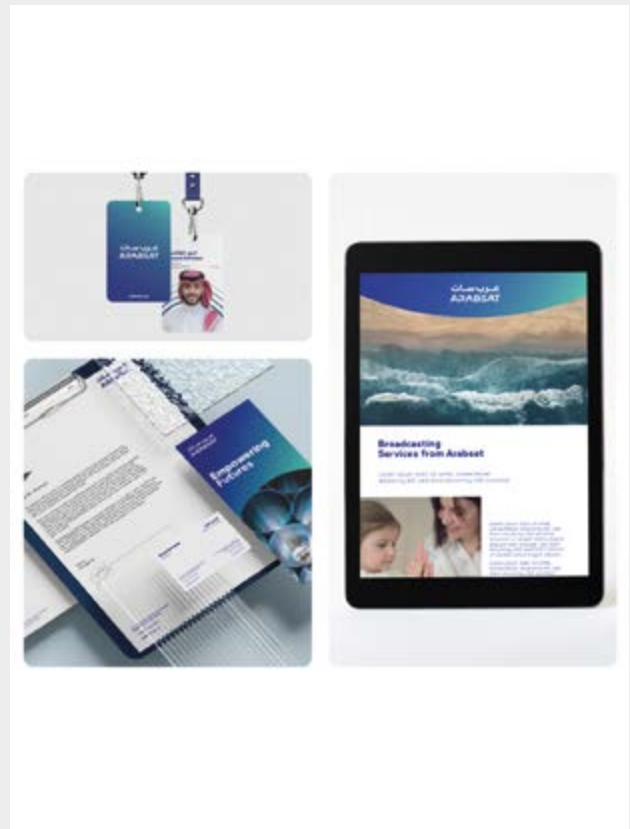
BEST CREATIVE STRATEGY (CORPORATE)



SILVER

NEOM GREEN HYDROGEN COMPANY AND LANDOR

With a circular ambition at the heart of the NEOM development, the Green Hydrogen Company had to tell a story of circular energy production while also sitting comfortably under the NEOM banner. Landor's strategy harnessed the power of natural elements to create carbon-free energy. Judges thought the creative expression of the visual identity was developed hand-in-hand with the strategy, resulting in a seamless, effective brand.

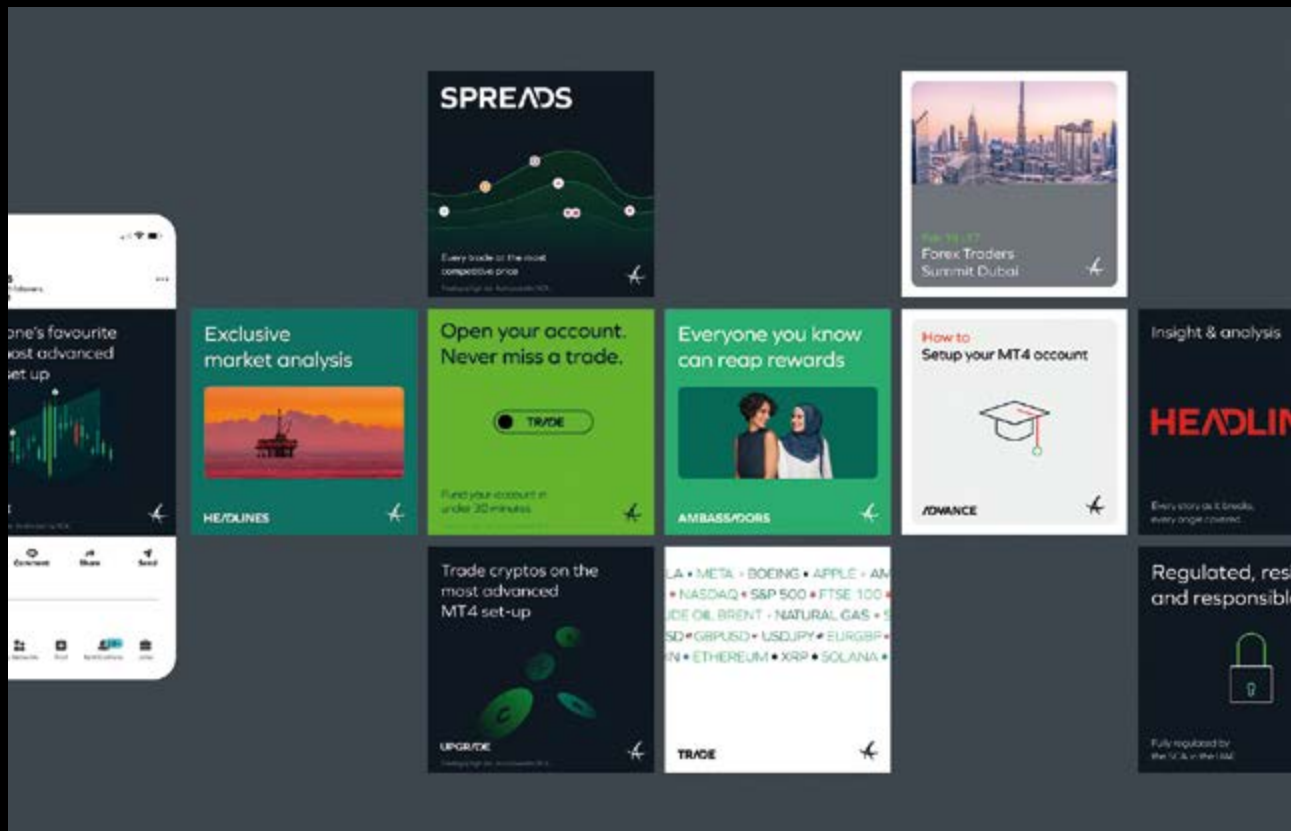


BRONZE

ARABSAT AND OMNIA

OMNIA worked with Arabsat to transform it from a satellite service provider into an empowering technological and engineering expert. One judge praised the effectiveness of the creative strategy, adding, "The successful launch of Arabsat's new brand identity marks a significant achievement, signalling the organization's growth and evolution in the industry."

BEST BRAND EVOLUTION (BUSINESS)



GOLD

ADSS AND PINK GREEN

Brokerage firm ADSS wanted to expand beyond its home in Abu Dhabi and build an international brand capable of competing with the biggest names in the business. It worked with PINK GREEN to capitalize on its brand strengths, but put a global focus on its business. The result is a sophisticated blend of modern, digital-first design work, a sensitive conversation between English and Arabic, and a confident, ambitious brand expression.

“The branding process successfully balanced modernization with maintaining the brand’s history,” commented one judge. Another added, “The collaboration between ADSS and PINK GREEN was a clear success. They tackled the challenges ADSS faced in a competitive market by blending tradition with innovation. PINK GREEN’s creative updates, like refreshing the brand’s colors and typography, paid off with a significant increase in active traders and greater brand recognition.”

BEST BRAND EVOLUTION (BUSINESS)



SILVER

FLYAKEED AND GENE BRANDING

Transitioning from a last minute flight bookings app to a corporate travel service provider required FlyAkeed to redefine its brand as a trusted partner in Saudi travel. Gene Branding created a sophisticated, personable visual identity that allowed for simple, confident communications. One judge said, "The creativity shines through, exceeding expectations and connecting with the audience across platforms."

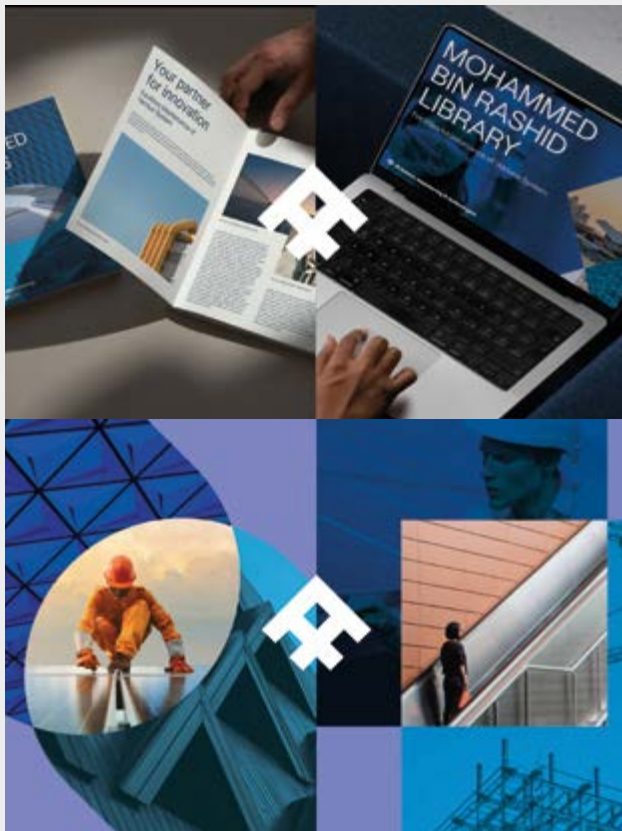


SILVER

SOLUTIONS+ AND KNOW CREATIVE

To transition itself from just one of many Mubadala Group brands into an international business consultancy, Solutions+ worked with KNOW Creative to focus on its expertise and ability to solve crucial corporate problems. One judge said, "Solutions+ achieved its goals, closely aligning with the initial concept and delivering tangible improvements in performance and brand perception."

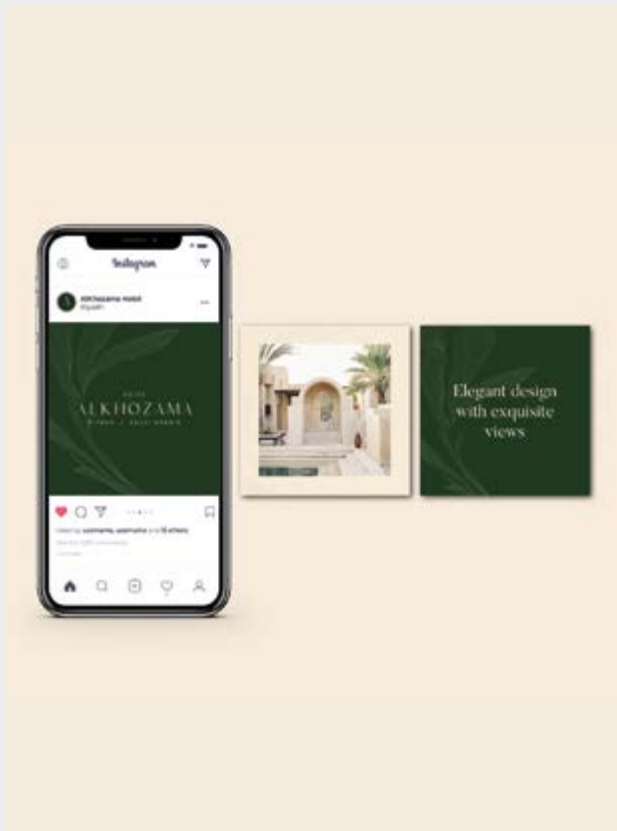
BEST BRAND EVOLUTION (BUSINESS)



BRONZE

AL FUTTAIM AND BOND

Al Futtai Engineering and Technologies (AFET) worked with BOND to create a brand built on partnership with customers. A visually compelling uplift is complemented by human-centric communications and a clearer brand positioning. "I'm impressed," praised one judge. "The strategic approach was both effective and innovative. The creative branding efforts resulted in a clear, customer-focused identity that sets AFET apart in its industry."



BRONZE

AL KHOZAMA HOTEL AND KEANE

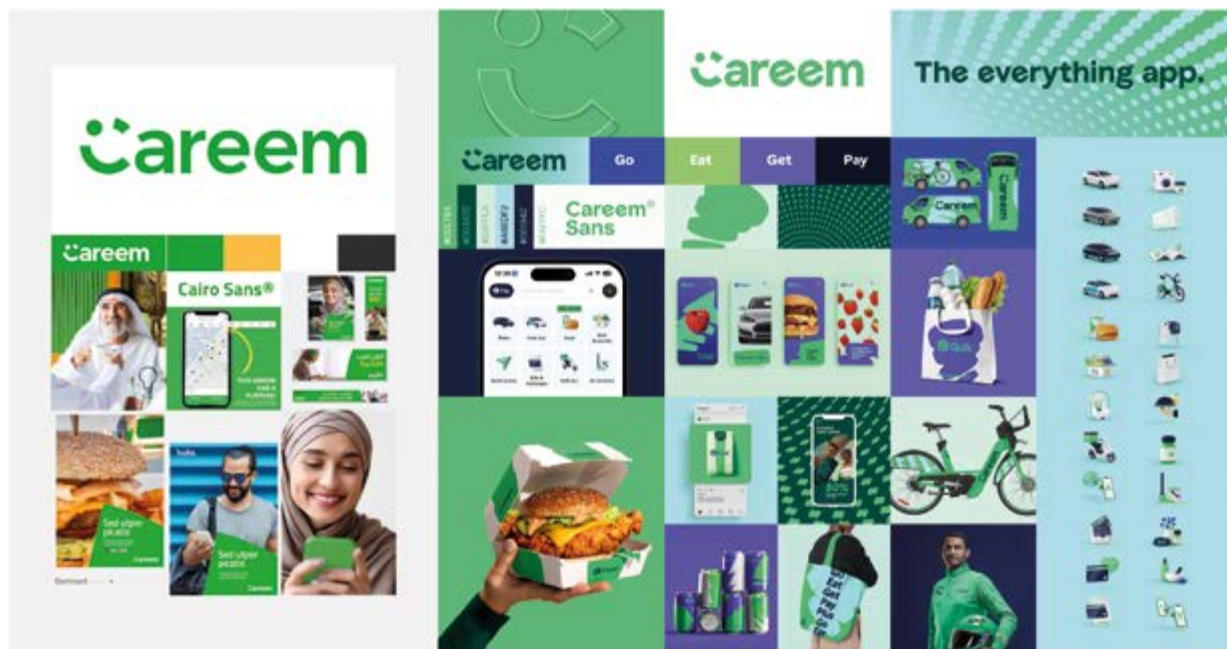
Saudi's Vision 2030 set the foundations for a shift in tourism to the kingdom from religious pilgrimage to cultural tourism. KEANE worked with Al Khozama Hotel to create an elegant, luxurious brand that capably communicated Saudi Arabia's cultural heritage. "The execution was impactful, with the brand positioned strongly in the evolving Saudi hospitality landscape," one judge said.

HIGHLY COMMENDED

IGC AND OHI LEO BURNETT

IGC worked with OHI Leo Burnett to reshape the future of Oman's gas infrastructure. The new brand is colorful, memorable and effective.

BEST BRAND EVOLUTION (CONSUMER)



GOLD

CAREEM

Careem's transition from a 'super app' to 'the everything app' has given it an excellent foundation from which to grow. Not only is the new brand more cohesive, simple and user-friendly, but its purpose is clearer. Instead of a ride-hailing app that also offered a plethora of other services, it has repositioned itself as the go-to brand for every aspect of modern life in the MENA region.

The visual identity has been updated too, to simplify the Careem world and provide clearer navigation around its app. The brand evolution has resulted in a 70% increase in consumer understanding that Careem offers more than one service. It also gained almost 2m new customers. Judges praised the way Careem "kept the brand essence," but "owned its brand space and elevated it" creating "stellar market results."

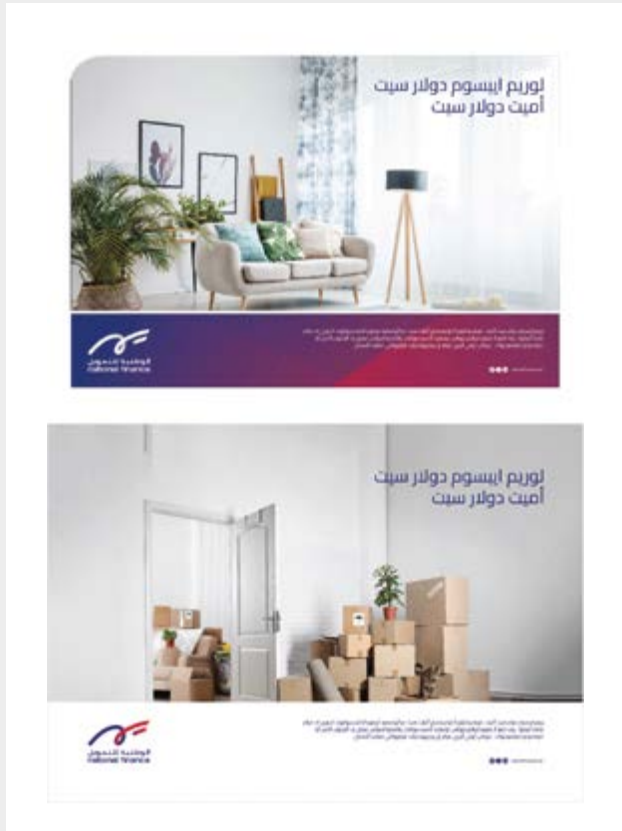
BEST BRAND EVOLUTION (CONSUMER)



SILVER

CENTURY BURGER AND CHEMISTRY

Century Burger took a serviceable brand and utterly transformed it into a culinary home for customization, cool and craft. chemistry's brand strategy honed in on the best of the brand – its customisable offer, it's excellent quality and its brand experience – when building the new visual identity. The result is strategic, carefully crafted and eminently fun.



BRONZE

NATIONAL FINANCE AND ZEENAH LLC

Oman's National Finance worked with Zeenah LLC to double down on its commitment to making finance easier and less complicated than traditional banks do. By focusing on its work with customers in partnership, the brand exudes warmth and simplicity. Judges praised the way the updated visual identity moves away from legacy branding and toward a digital-first future.

BEST
BRAND EVOLUTION (CONSUMER)



BRONZE

NESTLÉ HOT CHOCOLATE AND
CBA DESIGN

Nestlé Hot Chocolate repositioned itself as a product designed to help Millennial women in moments of self-care. CBA Design delivered this 'me-time' treat through the 'Your time, your moment' strapline. The visual identity was modernized and a focus on loving, self-care pervades across the brand. "The design elements are strategically aligned to support the brand's initiatives and drive its long-term growth and success," said one judge.

ABOUT PRCA MENA



The PRCA was founded in London in 1969 and launched PRCA MENA in 2016 with the aim of raising standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice, and creating networking opportunities.

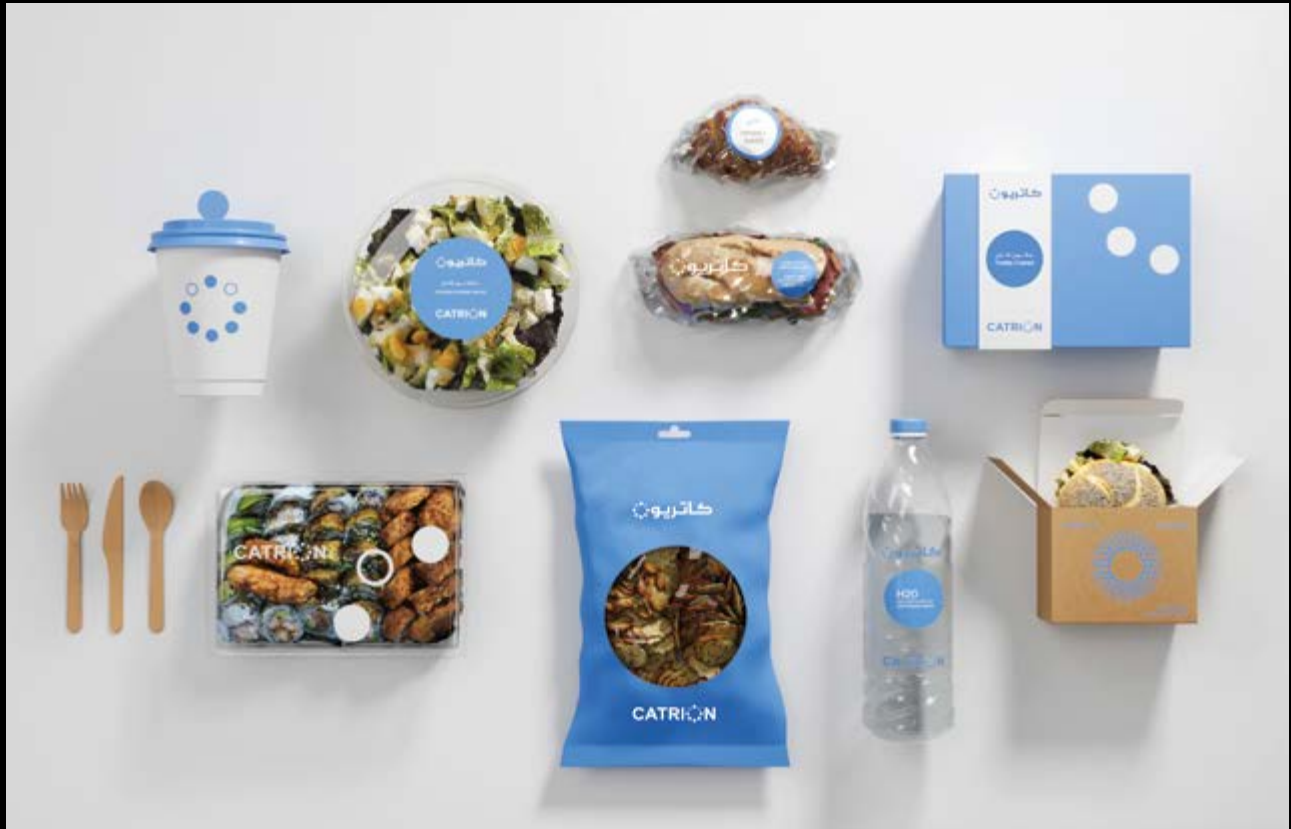
prca.mena.global

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 @prca_mena

2025
transform awards
mea

LAUNCHING
JUNE 2024

BEST BRAND EVOLUTION (CORPORATE)



GOLD

CATRION AND BRASH AGENCY

Saudia Airlines Catering Company was facing several changes to its business: privatization, a shifting tourism landscape to Saudi Arabia and Vision 2030's ambitious goals. To diversify its business beyond Saudia Airlines, it needed a brand that could allow for expansion, growth and change. Brash Agency crafted the new name CATRION as a blend of 'catering' and 'onward.' A rich brand world was created and a set of smartly differentiated English and Arabic logo variations was developed.

The new brand is simple, yet ownable with a warm, professional manner. One judge called this a "very clean and consistent brand execution. There was a clever implementation of the brand identity in touchpoints such as gifting and venue design that serve to reinforce the design strategy." The new approach has already won CATRION new business as it seeks to build a leading role in Saudi's Vision 2030.

BEST BRAND EVOLUTION (CORPORATE)



SILVER

ABU DHABI AIRPORTS AND BRASH AGENCY

For years, Abu Dhabi Airports had regional prominence, but was served by a functional, corporate brand. Brash Agency drew inspiration from the iconic, flowing shape of the airport's main terminal to create a bold, attractive logo and simple, impactful visual identity. Judges thought the new approach was the start of a successful new era for the airport group that includes portfolio expansion, redevelopment and increasing global dominance.

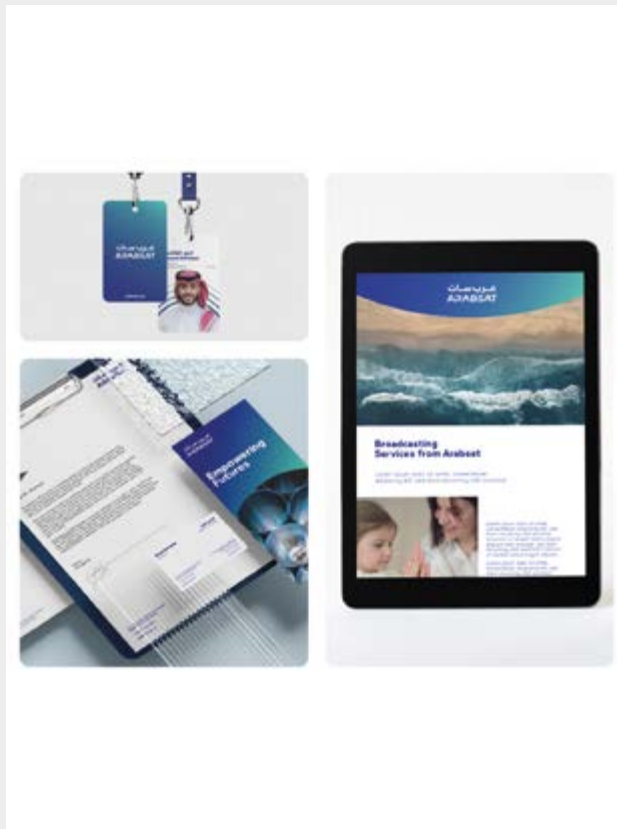


SILVER

EXPO CITY DUBAI AND BELLWETHER

Expo City played a crucial role in Dubai's hosting of the Expo 2020. Its brand had to inspire investment, tourism, business and local engagement before and during the event. But transitioning this to a long-term development within the Emirate required Bellwether to shift the brand strategy to a focus on engagement, opportunity and cultural relevance. Judges called this a "clever brand" that resonates with the target audiences and delivers on the new strategy.

BEST BRAND EVOLUTION (CORPORATE)

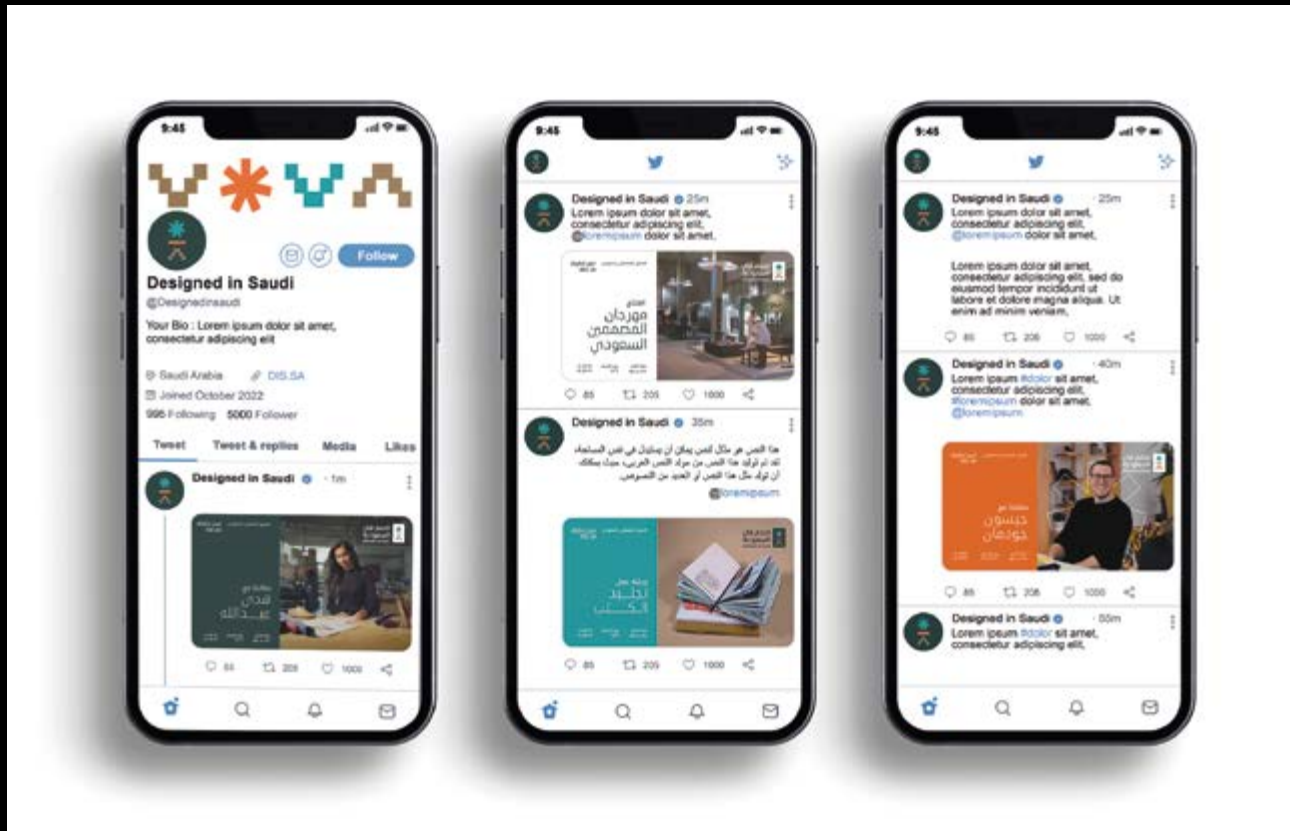


BRONZE

ARABSAT AND OMNIA

Arabsat needed a brand that would support its shift from a satellite operator to a communications and services provider. It worked with OMNIA to infuse possibility and 'empowering futures' into its brand. The result is positive, future-facing and inspiring. Judges liked the way the logo was developed through letterforms that work in concert with each other across English and Arabic.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



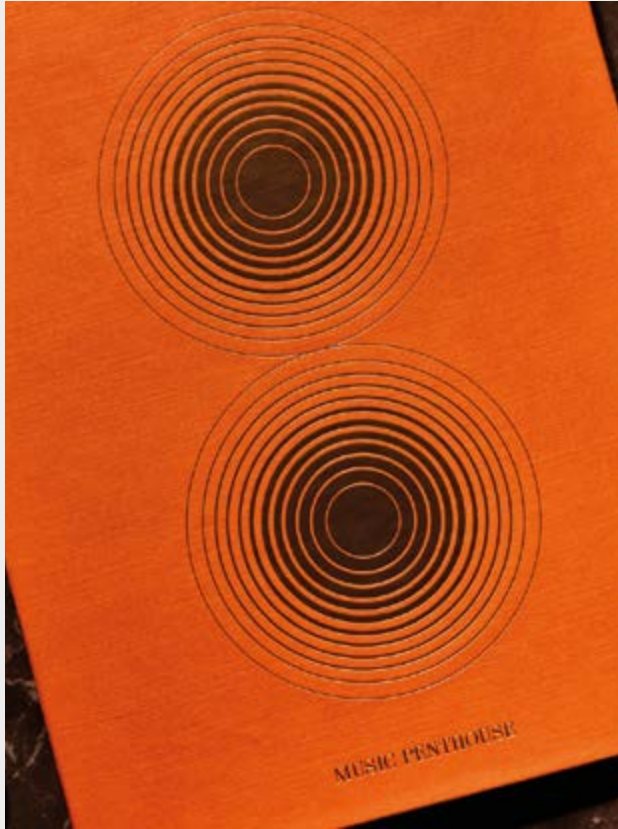
GOLD

DESIGNED IN SAUDI AND GENE BRANDING

To elevate the visibility of products developed in Saudi Arabia for a global audience, the Designed In Saudi brand had to capture the spirit, quality and provenance of a vast array of goods. Gene Branding wanted the new brand to inspire trust and creativity while also letting the products themselves be the stars of the show. The result is a simple graphic system that represents textile-like patterns and the Saudi national symbols of the palm tree and dual swords.

The Designed In Saudi badge is simple in execution, but deeply rooted in the brand's objectives and Saudi Arabia's design heritage. "I absolutely love it," said one judge. "It's smart and culturally relevant. It took heritage to a different level and reflected the modern Saudi Arabia that is being built." Another judge added that it is "a role model of a brand that combines heritage and modern design on behalf of Saudi Arabia's designers."

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



SILVER

ACCOR + KATARA HOSPITALITY AND BOND – ACOUSTIC

BOND developed the brand for Katara Towers' lounge, Acoustic, a cosy yet sophisticated setting that celebrates music via an enhanced sensory journey. The brand presents a refined, intricately crafted, music-centred restaurant experience. Judges thought the blend of motifs from the golden age of jazz and modern luxury standards resulted in a compelling proposition.

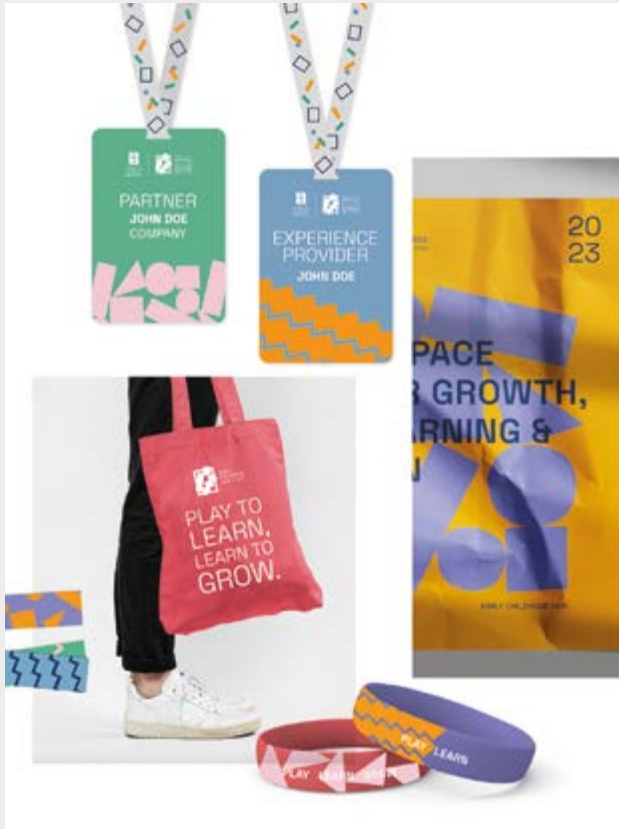


SILVER

IZ APP BY ALINMA BANK AND LANDOR

iz app had to capture the attention of Saudi's youth and offer a brand that would reflect their desire for financial independence. The result is an ownable, appealing digital bank that embraces diversity of thought and inspires fiscal empowerment. Judges loved the way Landor balanced a wittiness and youthfulness without straying into immaturity.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



BRONZE

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

Abu Dhabi Early Childhood Authority's Early Childhood Development Fair captured the attention of thousands of Abu Dhabi's families with its immersive event brand, engaging characters and play-inspired tone of voice. ADINB successfully delivered a brand that speaks to adults, but retains a childlike sense of fun and joy at its heart. One judge called it "a brand that feels genuine and looks modern and inclusive."



BRONZE

ASTERI AND DALZIEL & POW DESIGN CONSULTANTS

Cosmetics brand Asteri built meaning into every single brand touchpoint. It worked with Dalziel & Pow Design Consultants to empower a modern tribe of women and represent Arab beauty on the global stage. The brand is expertly targeted to the Saudi market and visually rich with stories, meaning and pride. Judges thought this brand strategy was well-developed and supported by lovely, intriguing design work.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



BRONZE

SIRO BY KERZNER AND BIRCH LONDON

To launch the new concept of a health and recovery hotel, Kerzner would have to set out the branding standard for an entire sector. It worked with Birch London to blend lifestyle, performance and health cues into SIRO, a contemporary, storytelling brand. Judges thought the significant challenge Kerzner was presented with was well met with a well-considered strategy and an effective, type-driven visual identity.

BEST DEVELOPMENT OF A NEW BRAND
WITHIN AN EXISTING BRAND PORTFOLIO



GOLD

SEDDIQI HOLDING AND BOND

Luxury timepiece purveyor Seddiqui Holding wanted to reach a younger audience, engaging premium consumers around quality lifestyle watches. It wanted to create not just a retail brand, but a company that could reach people emotively and help them curate their own sense of style. BOND created Edit, an editorial lifestyle brand that delivers a curated shopping experience for watch buyers.

The new brand successfully harnesses the expertise and heritage of the Seddiqui brand while modernizing it and focusing on a new demographic. The result is well-suited to the target audience, authentic and rooted in a deep knowledge and love of watchmaking. One judge called it “A strong strategic idea connecting into a powerful brand purpose and point of view brought to life very artfully.”

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



SILVER

AL FUTTAIM AND BOND

Al Futtaim Engineering and Technologies wanted to rebuild its brand to inspire internal cohesion and a sense of partnership and trust with its clients. BOND developed a brand that focuses on the human expertise at the heart of the business. The result is a well developed identity that harnesses the power of the Al Futtaim name while allowing “space for creativity in the mother brand system,” according to one judge.



SILVER

KUWAIT FINANCE HOUSE / TAM AND BELLWETHER

Kuwait Finance House worked with Bellwether to create Tam, a youth-oriented banking brand that would appeal to the needs of a digital-first audience while also carving out a clear space for itself among Kuwait's banking landscape. Judges thought the strategic foundation for the new brand, which focused on the unmet banking needs of Kuwait's youth, was well developed and complemented the masterbrand's objectives effectively.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



BRONZE

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – DAA

Child safety and protection brand Dama Al Aman (DAA) was introduced under the Abu Dhabi Early Childhood Authority (ECA) umbrella. ADinB used visual cues aligned to the ECA masterbrand including childlike patterns and colors, but delivered a distinctive tone of voice and positioning for DAA that started a conversation about challenging topics like child abuse and violence.



BRONZE

HERITAGE COMMISSION

Heritage Commission used Saudi Arabia's iconic textile craftsmanship as the inspiration for a brand that champions Saudi craft and design. Patterns are built from regional textile shapes and a clean, warm brand architecture helps the Heritage Commission tell its story effectively.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



BRONZE

NEOM BEACH GAMES AND LANDOR

The NEOM Beach Games event brand used NEOM's signature ribbon design to create a flowing, seamless thread that connects its many touchpoints. Landor cleverly unites the games' many sports, athletes, venues and communications through this unifying visual device. Judges thought this was an interesting, creative and well-crafted brand.



GOLD

GIDDAM AND GENE BRANDING

England's Lions, France's Les Bleus, Croatia's Vatreni, even Australia's Socceroos are all examples of impactful, memorable national football team naming. Saudi Arabia wanted its rich football heritage to have a similar place in the hall of greats ahead of the 2022 World Cup. The name needed to be more than a word; it had to be a battle cry, a promise and a representation of the nation's soul.

Gene Branding deployed the word 'Giddam,' which means 'let's go' or 'never back down.' It acts as an expression of optimism, pride and unity. Judges loved the energy Giddam provided to the Saudi national team. Judges called it "creative," and "culturally relevant." One said, "This is an example of a name that gets it right. It's a powerful word that has clearly been embraced as a brand and a rallying cry."

BEST NAMING STRATEGY (NEW NAME)



SILVER

KUWAIT FINANCE HOUSE / TAM AND BELLWETHER

Kuwait Finance House suffered from a brand associated with the older generation. To attract young people, it needed a brand that spoke their language while also differentiating from competitors in the space. Bellwether developed the name Tam, meaning a snap of the fingers and 'its done' or 'my promise or my word.' This not only provided a memorable name, but a brand ethos and point of differentiation. Judges thought this was clever, memorable and praised the way its descriptive nature makes it easy for consumers to understand and support.



SILVER

MERWAS AND TAJALLA AGENCY

Tajalla Agency crafted the name Merwas for the music entertainment hub in Riyadh. Merwas, which is a traditional hand drum, also serves as a call to action and an inspiration to artists across the region. The name is supported by a stunning range of icons, including the namesake merwas drum. Judges loved the way the name represents Arabic cultural heritage through a single pronounceable, memorable word.

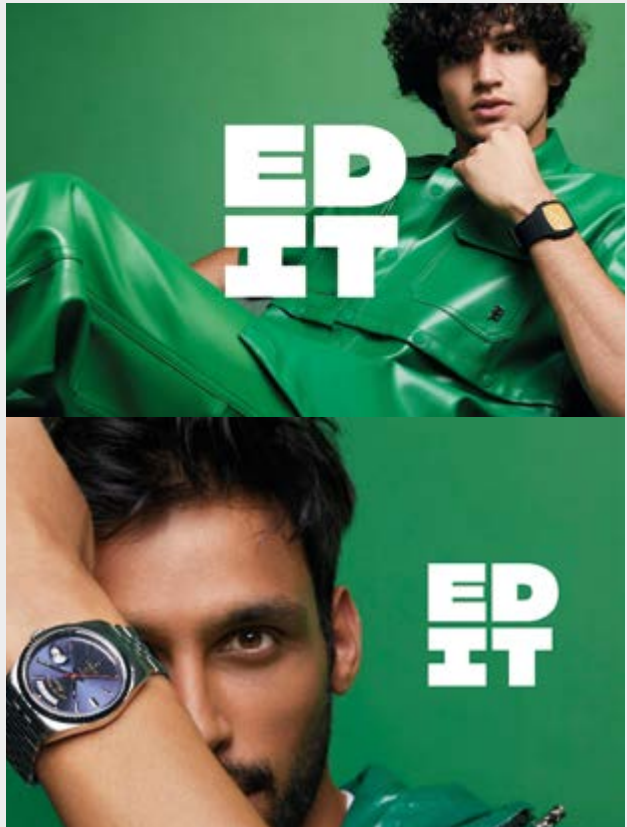
BEST NAMING STRATEGY (NEW NAME)



BRONZE

IZ APP BY ALINMA BANK AND LANDOR

With ties to the words 'pride' and 'glory' as well as to Crown Prince Mohammed bin Salman Al Saud's speech lauding Saudi youth, the name 'iz' effectively taps into the spirit of Saudi's young people. Landor imbued the brand with pride, dynamism and a sense of ownership for iz app's users. One judge called it "creative and culturally relevant."



BRONZE

SEDDIQI HOLDING AND BOND

Seddiqi Holding worked with BOND to launch an editorial watch brand that would curate the best lifestyle choices for young consumers. The name 'Edit' was the natural choice for a brand founded in editorial communications and sector expertise. "I love this naming approach," said one judge. "It's easy, simple and trendy. Bang on!"

HIGHLY COMMENDED

ACCOR + KATARA HOSPITALITY AND BOND – VAYA!

BOND introduced a dynamic, fun and compelling name for Accor and Katara Hospitality's Latin American restaurant brand. Vaya!, meaning 'let's go' is "easy to remember, creative, authentic and energetic," according to judges.



GOLD

MASAR AND INOVALINE

The merger of Bahrain Contract Cleaning and the Almajid Plastic and Metal Recycling Factory prompted a reevaluation of the way Bahrain perceives waste management. To change the national conception of recycling and sustainability, the new company had to communicate more effectively about its operations in a consumer-friendly way. It worked with inovaline to introduce the name 'Masar,' meaning 'path.' Setting out the path to a brighter future, Masar is confident, people-oriented and clear.

The name effectively tells the story of the brand's ambitions and the call to action it inspires in Bahrainis. Judges thought this was a "creative take on recycling and destiny," with one praising the name as an effective foundation for changing behavior and sustainable waste management practices across the country.



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BEST NAMING STRATEGY (RENAME)



SILVER

NLGIC NATIONAL LIFE & GENERAL INSURANCE COMPANY / LIVA AND BELLWETHER

Liva was born with the intention to reshape Omanis perceptions of life insurance. Instead of focusing on emotion or need, Liva was built to capture the spirit of a life lived well. Bellwether built a brand that contributes to people's lives, rather than simply providing a service they don't benefit from. The name is simple, memorable and provides an excellent foundation for future development, according to judges.



BRONZE

KHALEEJI BANK AND UNISONO

Khaleeji Commercial Bank repositioned to a retail bank, dropping the 'commercial bank' and infusing a sense of ambition throughout its brand. Unisono simplified the Khaleeji Bank brand expression as a way to communicate a sense of ambition, modernity and empowerment to the people of the Gulf. The new identity is "brave and unifying," according to one judge, who added, "it's refreshing to see a brand connecting at a regional level."



TYPE





GOLD

ETHARA

The merger between Abu Dhabi Motorsports Management and Flash Entertainment created a unified powerhouse in the UAE events and leisure industries. Instead of creating a brand that was effectively the sum of its parts, the company wanted to move forward as a single entity. Thus, Ethara was born. The word 'ethara' means thrill in Arabic, but is easily pronounceable in English and it evokes the brand's core mission to provoke excitement, fun and a thrill in its audiences.

Because of its focus on live event spaces, the brand is rooted in a sense of motion, with patterns giving it a strong sense of visual momentum. The brand's touchpoints are a highly successful patchwork of pattern, color, photography and typography. It's a result that makes Ethara visually and effectually "stronger than it was before," according to judges.

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



SILVER

NLGIC NATIONAL LIFE & GENERAL INSURANCE COMPANY / LIVA AND BELLWETHER

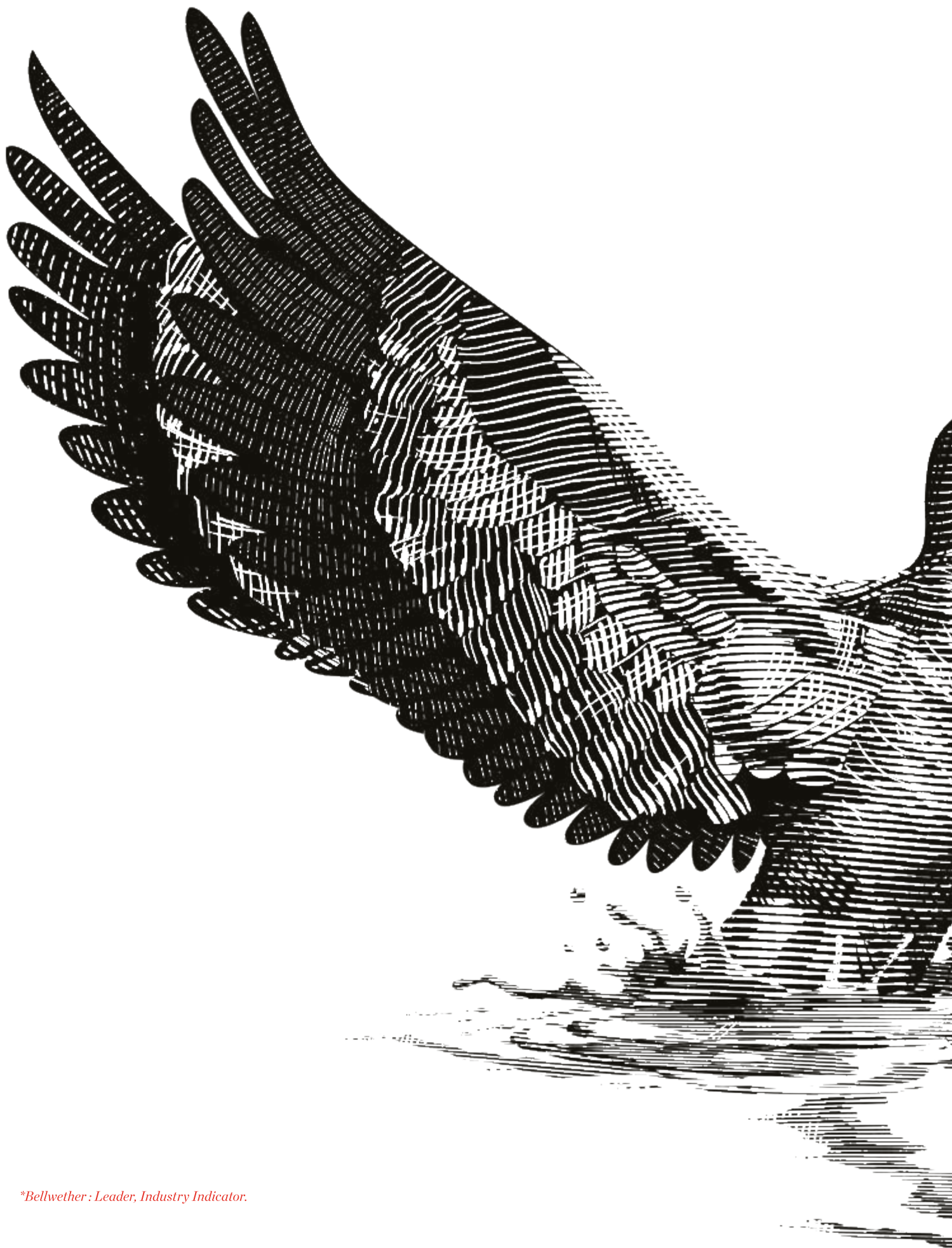
After NLGIC National Life & General Insurance Company purchased RSA's Middle Eastern business, it worked with Bellwether to create the new brand, Liva. Focusing on the way life insurance plays a crucial benefit to society, Liva took the opportunity to disrupt the staid, rational nature of the industry and deliver a vibrant, lively brand. The result is a well-defined brand with excellent foundations and a distinctive visual identity.



BRONZE

NAMA AND OHI LEO BURNETT

Nama worked with OHI Leo Burnett to consolidate its sprawling portfolio of utilities brands behind a single, impactful master brand. The new brand architecture emphasizes the Nama name and delivers visual consistency to a once-complicated brand portfolio.



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Congratulations to all the incredible nominees and winners at this year's Awards. Here's to the goosebumps that remind us why we do what we do, and the butterflies that make it all worthwhile.

Bellwetherbrands.com

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING

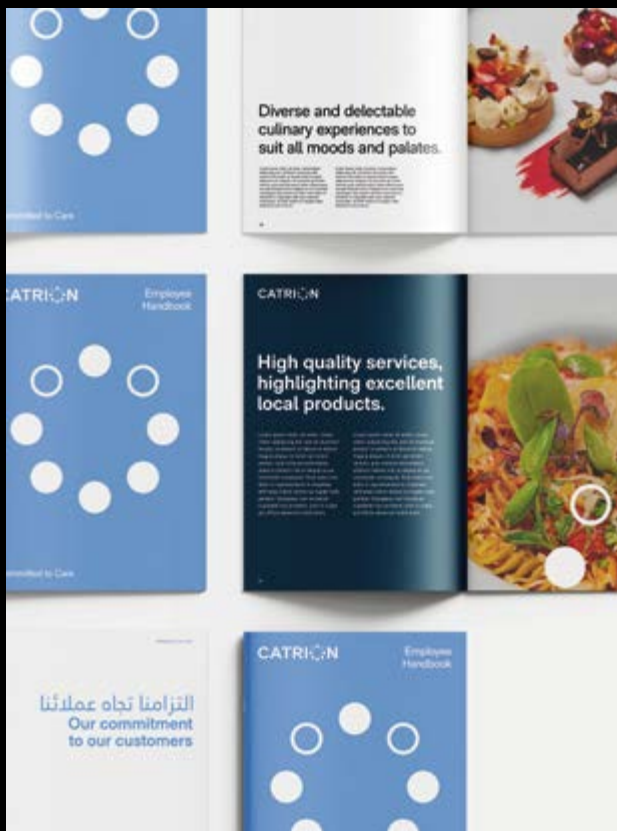


GOLD

BAPCO ENERGIES AND INTERSTATE CREATIVE PARTNERS

Nogaholding was a holding company responsible for Bahrain's publicly owned energy companies. But, consolidating them under one brand required an examination of the corporate strategy as well as the brand positioning. Faced with a changing energy landscape, the new brand would be founded in the ethos, 'to power the next generation.'

The identity had to be proudly Bahraini while also able to compete on a global scale. Interstate Creative Partners developed an empowering, progressive brand for Bapco Energies. A focus on agility and the achievement of a bright future helps position the brand as the guardian of Bahrain's energy outlook. Judges thought the evolution was strategically sound. The need to examine the energy landscape required a tough look at the business' operations. The result impressed judges both creatively and strategically.



GOLD

CATRION AND BRASH AGENCY

Once the sole provider of catering services to Saudia Airlines, the Saudia Airlines Catering Company was facing change. Privatization, a changing national tourism strategy and the kingdom's Vision 2030 all presented opportunities for change. The catering brand worked with Brash Agency to redevelop itself into a global hospitality brand with Saudi roots.

Brash Agency developed CATRION, a hospitality company with a progressive outlook. The brand is rooted in customer care and care for the planet. The visual identity effuses warmth, passion and reliability. The new brand is consistent in its communications and primed for growth. Judges thought this was a difficult challenge both strategically and creatively, but was one that Brash Agency solved admirably to create an excellent foundation for the future of CATRION.

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



SILVER

EXPO CITY DUBAI AND BELLWETHER

Expo City Dubai's shift from an event brand to a permanent development required a change in its focus. Bellwether focused on the power of unity to create a brand that could inspire participation, emotive connection and reflect the needs of Expo City's tenants, businesses and visitors going forward. Judges praised the brand consolidation and adept shift in brand strategy following the end of the Expo 2020.



SILVER

SOLUTIONS+ AND KNOW CREATIVE

Solutions+ was born from Mubadala Business Services as the company sought to distinguish itself from its parent brand and provide a stronger sense of partnership with its customers. KNOW Creative managed the shift by changing the brand's focus from 'services' to 'solutions.' One judge said, "The rebrand is fresh, modern, trustworthy and visually well curated."

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



BRONZE

KHALEEJI BANK AND UNISONO

Khaleeji Bank's transformation into a retail bank saw it double down on its commitment to the Gulf region and its lofty aspirations. Unisono tapped into this sense of ambition to build an elegant, professional brand that can act as a strong supporting force in the Gulf's financial future. One judge liked how the new strategy instantly captivated the target audience and delivered a big impact with its visual expression.

HIGHLY COMMENDED

EYewa AND FREEDOM.

eyewa worked with Freedom. to develop its brand after a shift from digital-only retail to omnichannel retail. Judges thought this bold move was supported by a clear, emotive brand strategy.



GOLD

EXPO CITY DUBAI AND BELLWETHER

The Expo City brand in Dubai was a sprawling, complex web of event communications, infrastructure branding and cultural programming. But, after the Expo itself, the site wanted to transition its brand to support the needs of the site's permanent residents, tenants and customers. Bellwether's brand consolidation not only streamlined the brand architecture, but focused the communications around connectivity, resilience and strength. The new Expo City connects Dubai's past to its future.

Bellwether met the enormous challenge of transforming a temporary brand into a permanent one by creating an 'orchestra' of brands and sub-brands that are all interrelated and cohesive. Judges thought this challenge was met with "a simple but highly effective solution," that set Expo City Dubai on the path to becoming a major destination in the city's landscape.

BEST BRAND CONSOLIDATION



SILVER

BAPCO ENERGIES AND INTERSTATE CREATIVE PARTNERS

Nogaholding, the holding company for Bahrain's state-owned energy companies, wanted to consolidate its assets to create a strategic plan for the future of energy. It worked with Interstate Creative Partners to create Bapco Energies, a brand with a focus on the future. It "successfully unified diverse energy assets under a clear, purpose-driven strategy," said one judge. "This exemplifies effective brand transformation, strategic thinking and creativity."



SILVER

DUBAI HEALTH AND LANDOR

Unifying Dubai's academic health institutions under a single banner required a rebrand, consolidation of the brand architecture and connected communications strategy. Landor developed Dubai Health, a brand focused on unity, connection and a dedication to healthcare. "The consolidation really helps in differentiating Dubai Health from other medical chains in Dubai," said one judge.

BEST BRAND CONSOLIDATION



BRONZE

NAMA AND OHI LEO BURNETT

Oman's utility infrastructure was consolidated under the Nama banner to create a memorable, navigable brand that could be deployed across the country. OHI Leo Burnett created a "simple, effective solution" through a clear, simple graphic language and an easily identifiable typeface in both English and Arabic.



GOLD

CAREEM

Careem's rebrand was not just a communications effort. Its success would define the company's future strategic decision making and objectives. Its ambition to become 'the everything app' and inspire customer engagement beyond its traditional home of ride hailing meant that a successful rebrand was critical. The app itself was redesigned to offer key actions and access to products and services alongside levers driving deeper brand engagement and more complex customer journeys.

The new app deployed Careem's updated brand architecture – with its 'go, eat, play and get' categories – and ensured simple navigation, clear communications and an appealing user experience across countless sub-brands and actions. Judges loved the well-considered user journeys as well as the user-friendliness of the newly designed app. "I loved the brand evolution," said one judge. "Careem integrated design and the brand language into animations and the user experience seamlessly without losing its youthful feel." Another added, "The attention to detail in creating this visual identity is immaculate."

BEST REBRAND OF A DIGITAL PROPERTY



SILVER

MINISTRY OF CULTURE AND ACCENTURE SONG MIDDLE EAST BV

To support the integration of 11 separate cultural offices into the Saudi Ministry of Culture, a digital hub was crafted, fostering a sense of unity and shared purpose. Accenture Song Middle East BV created DewanE to modernize cultural work in the kingdom. The new brand is youthful and an evocative expression of Saudi Arabia's modern culture. Judges thought the visual identity was well-developed and richly rendered.



BRONZE

LIKECARD AND HIVE INNOVATIVE GROUP

LikeCard worked with Hive Innovative Group to take a simple transactional relationship – that of purchasing gift cards – and transform it into a brand world replete with enigmatic characters, eye-catching graphics and a clear call to action. Judges thought the campaign was well-designed and told a compelling story about the brand.



GOLD

HILTI AND TONIC

Construction company Hilti had a well-known consumer brand but was failing to make a mark on its target recruitment audience. It worked with Tonic to create an employer brand that focused on diversity, opportunity and career development. With a global scope and different cultural needs to consider, the employer brand had to represent the heart of Hilti while also being able to flex to different local needs.

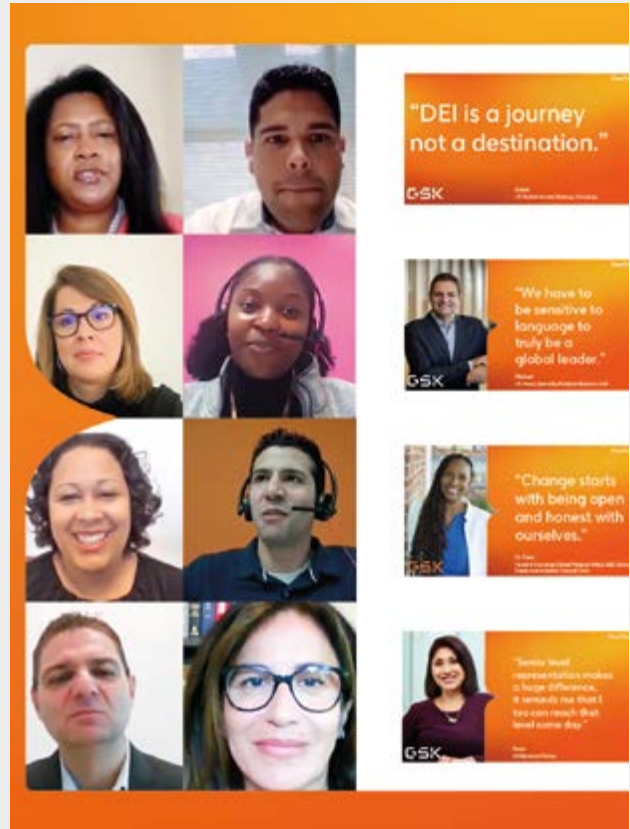
Since launch, the new employer brand is responsible for a 10% increase in applications and recognition in the top 20 of the 'Best Workplaces,' 'Best Workplaces for Wellbeing' and 'Best Workplaces for Women' lists. Judges praised the "clear and focused strategy," and the "well-established EVP that inspired some powerful activities and outcomes." One judge said simply that this was "how to leverage the brand to change perception."



SILVER

HASSANA INVESTMENT COMPANY AND LANDOR

Hassana Investment Company, the investment manager for Saudi Arabia's social security fund, wanted to attract the best in investing talent. It worked with Landor to better communicate its ambitious nature and unified culture to candidates throughout the recruitment process, while also better defining the employee experience in the process. Judges praised the "clear culture framework" for its ability to shape not just perception, but the lived experience of the brand.



BRONZE

GSK AND TONIC

GSK worked with Tonic on a campaign for its MEA audience that would change the conversation around the pharmaceutical company's culture. The focus on diversity improved staff morale and productivity while also introducing a long-term focus on improving employees' ability to express their diversity at work. Judges praised the employee engagement this campaign engendered as well as the focus on building a stronger future workplace.



SECTOR



BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



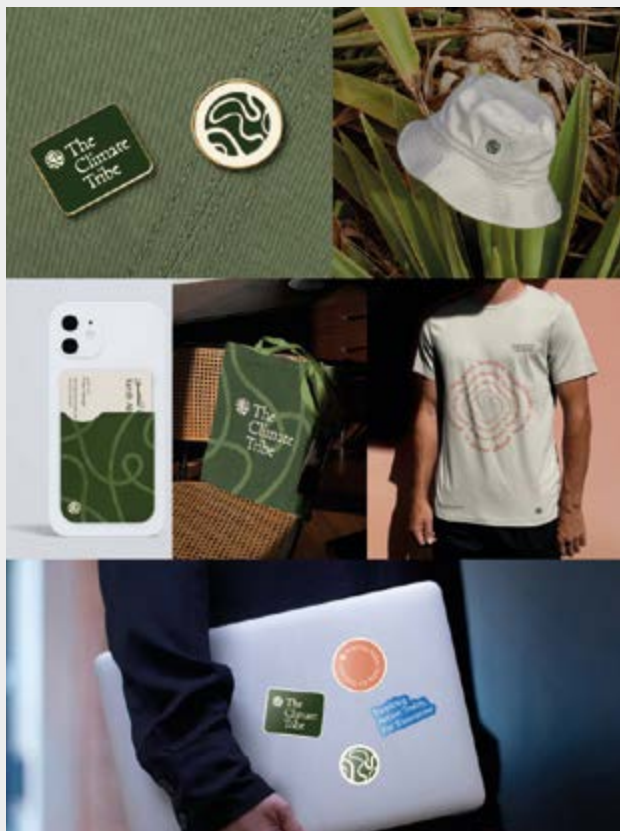
GOLD

PRINCE TALAL BIN ABDULAZIZ AL SAUD ENDOWMENT AND BOND

Prince Talal bin Abdulaziz Al Saud was a renowned philanthropist in Saudi Arabia. As part of his legacy, his children wanted to create a brand that would focus on motherhood and childhood. The Talal Foundation wanted to set the benchmark in the modern philanthropic sector. BOND focused on the strapline 'a legacy of impact' as a driving force for the brand.

The visual identity thus was rooted in Saudi culture, with elegant calligraphy and bronze and blue colors. But, the brand is forward-looking with a flexible portfolio of brand touchpoints and communications including modern photography, simple messaging and a human touch. Despite the difficult challenge of distilling a life and legacy down into a single brand, one judge said, "When I see the brand applications, I know the personality and legacy of Prince Talal."

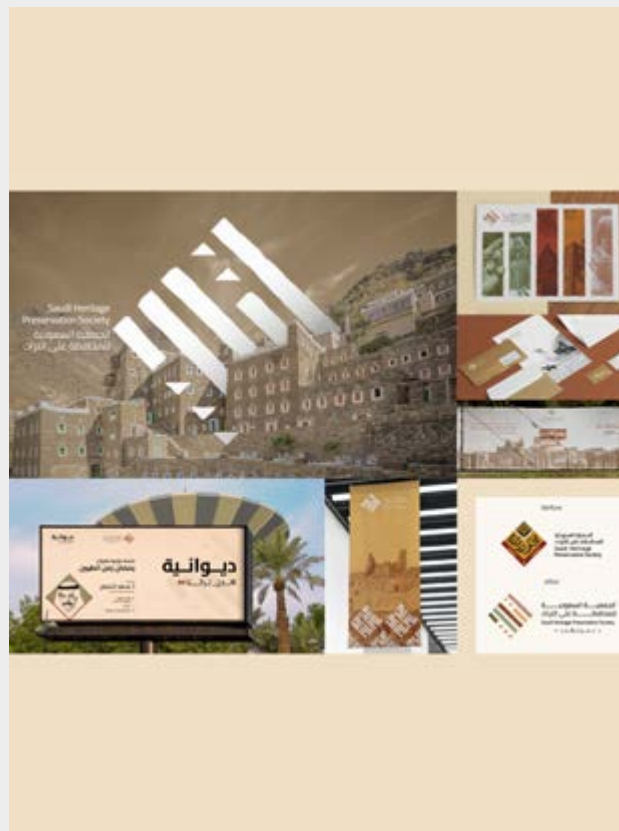
BEST VISUAL IDENTITY BY A CHARITY, NGO OR NFP



SILVER

THE CLIMATE TRIBE AND BOND

The Climate Tribe set out to create an outlet for storytelling about the impact of climate change on the Gulf region. It wanted to inspire community engagement and action by starting powerful conversations. BOND's development of the Climate Tribe brand unites individuals with their wider community and landscapes, both visually and verbally. The effect is global in scope, powerful and emotive.



BRONZE

SAUDI HERITAGE PRESERVATION SOCIETY AND INSSAIN CREATIVE GROUP CO.

To both uphold its mission to protect and preserve Saudi Arabian heritage and inspire accessibility and inclusivity, the Saudi Heritage Preservation Society worked with Inssain Creative Group Co. on a new brand. The logo is built from a conceptualization of the kingdom's five geographical regions and the word 'heritage' in Arabic script. This lovingly crafted brand builds a contemporary platform for the future of Saudi Arabian culture.



GOLD

ENOWA.NEOM AND LANDOR

The NEOM development in Saudi Arabia aspires to change urban development to embrace a sustainable, circular consumption model. Its energy, water and hydrogen subsidiary was designed to be a 'partner of possibility.' The Enowa.NEOM brand uses a circle device in its wordmark to express this positioning. The circle acts as a window into different elements and energies, allowing the logo to tell the brand's story.

Landor built a simple, striking graphic language which allows the circular storytelling device to shine. The concepts 'brine' and 'earth' are rendered in vivid color with a sense of motion. This communicates the brand's positioning and its use of sustainable natural resources to power human development. Judges called this a "beautiful, fluid language," that "demonstrated creativity and achieved a powerful and resonant brand identity." One judge added, "The smart, enriching brand identity expresses the partnership between technology and nature."

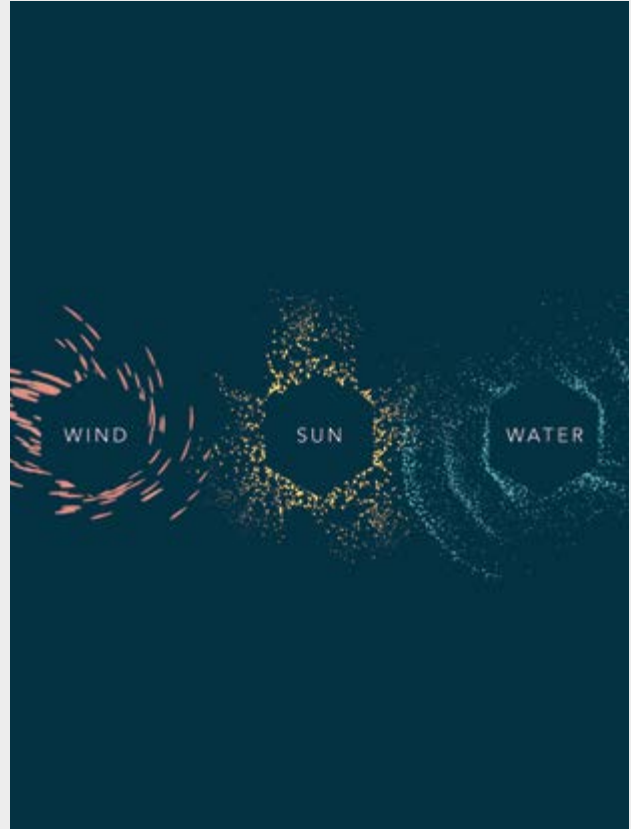
BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



SILVER

APSCO WITH 33 ADVISORY AND ISHARA DESIGN

Energy logistics provider Apsco wanted to reinvigorate its internal culture and reaffirm its positioning as an industry leader. It worked with 33 Advisory and Ishara Design to develop a powerful, simple new visual identity that transforms key graphic elements from its heritage into a future-facing, aspirational brand. Judges were impressed with the new visual identity, particularly its ambition, momentum and ability to meet the brand's strategic needs.



SILVER

NEOM GREEN HYDROGEN COMPANY AND LANDOR

The NEOM Green Hydrogen Company is a renewable hydrogen energy utility for the NEOM development in northwest Saudi Arabia. Landor took inspiration from the shape of two bonded hydrogen atoms to create an inspiring visual identity grounded in nature. "Their creative strategy effectively communicates the project's ambitious vision for sustainable energy production, while the innovative branding sets it apart in the industry," said one judge.

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BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



BRONZE

BAPCO ENERGIES AND INTERSTATE CREATIVE PARTNERS

Bapco Energies wanted to transform Bahrain's energy landscape to ensure the energy needs of the future are being safeguarded today. Interstate Creative Partners developed a powerful brand that simplifies the previous Nogaholding brand and gives it a bright new future. "This project exemplifies effective brand transformation through strategic thinking and creativity," said one judge.



BRONZE

INDI AND JANSENHARRIS

Liquefied-compressed natural gas provider filling station chain indi was designed to communicate trust, energy and sustainability in a crowded marketplace. JansenHarris developed the brand positioning 'powering the community' as a way to ground the forecourts in their localities. "It's a strong example of strategic thinking and impactful execution in addressing India's energy challenge," one judge said.

BEST VISUAL IDENTITY FROM THE ENGINEERING, MANUFACTURING, INDUSTRIAL AND BASIC MATERIALS SECTOR



GOLD

AL FUTTAIM AND BOND

Al Futtai Engineering and Technologies (AFET) had become fragmented, inefficient and unfocused on its audiences. To consolidate its business and build a stronger customer-focused offer, it worked with BOND on a brand redevelopment. BOND retained the brand's strengths to capitalize on its industry-leading position. But it refocused the brand's positioning toward building trusted partnerships with customers.

The visual identity reflects this with a focus on the company's people. Magazine-style photography replaces product images and a warm, personable brand takes the place of a staid, corporate graphic system. Judges loved the way BOND managed to retain the brand's iconic nature and stay true to the Al Futtai Group while redeveloping its creative and brand proposition. "Its well-crafted design has effectively communicated the brand's message," said one judge.

BEST VISUAL IDENTITY FROM THE ENGINEERING, MANUFACTURING, INDUSTRIAL AND BASIC MATERIALS SECTOR



SILVER

MASAR AND INOVALINE

Merging two recycling giants in Bahrain into one required a brand that could turn the risks inherent in waste disposal into an opportunity for sustainable waste management. inovaline's development of the Masar brand uses contemporary, friendly colors to build an emotional connection with the company and its purpose. "It breaks through the clutter of the sector," said one judge, with others praising the color palette and design simplicity.



BRONZE

BIG5 AND UNISONO

Construction event Big5 wanted to stand out as a world-leading event for the construction industry. Unisono simplified the crowded logo and infused the brand with the word 'build,' a clever shift that enabled it to communicate its purpose clearly. The result is eye-catching and memorable, but leaves the visual space needed by massive event and expo brands within which to accommodate partner, exhibitor and speaker brands.

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

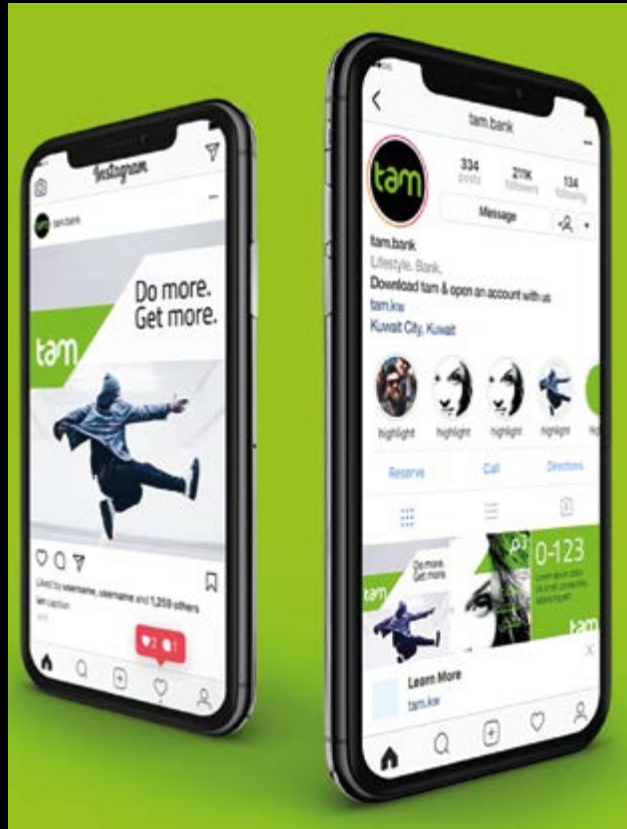


GOLD

IZ APP BY ALINMA BANK AND LANDOR

Saudi Arabia's Alinma Bank recognized the changing needs of young people when it came to their financial futures. An uncertain economy coupled with multiple sources of income and an international workforce means young people want more ownership of their financial situations. To facilitate this, Alinma launched iz app, the digital bank for Saudi's youth.

Landor built a brand that was capable of communicating with young people in an authentic, but not patronizing way. The tone of voice expertly balances a youthful freshness with an empowering credibility. Judges called this "a powerful insight that is strategically well-executed," and praised the colorful, playful visual identity as a suitable approach for the target audience. One said, "Great use of bold graphics and colors and reinventing a brand that could stand out within this sector."



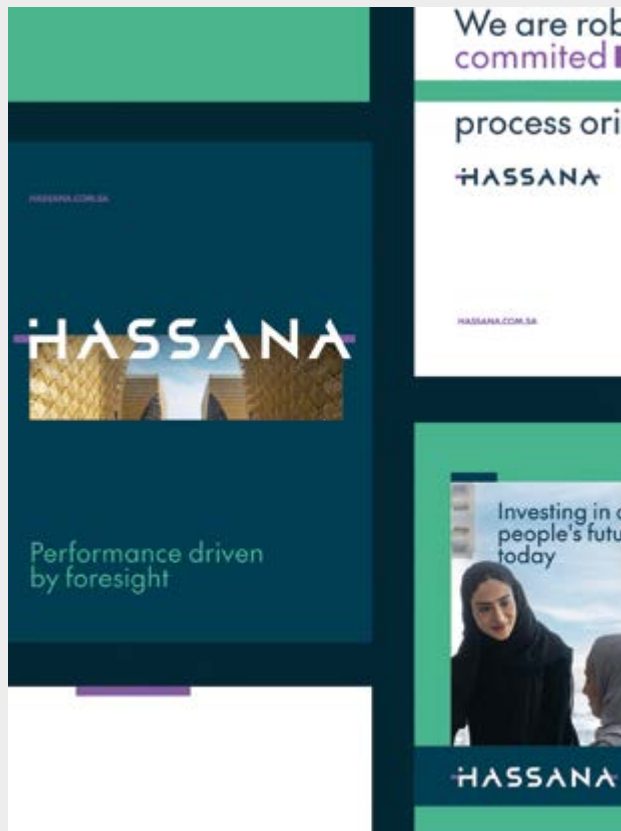
GOLD

KUWAIT FINANCE HOUSE / TAM AND BELLWETHER

Kuwait's banks had been neglecting its young people, offering them standard products with youth-oriented advertising campaigns. But, to authentically engage this demographic, Kuwait Finance House (KFH) wanted to do something different. It worked with Bellwether to build Tam, a sharia-compliant digital bank with a focus on the future of Kuwait's financial landscape.

The visual identity is striking and authentic. Subtle cuts in the wordmark reflect the brand positioning to 'empower the shapers of tomorrow.' The new brand strategy has also helped shift perceptions of the KFH masterbrand as a modern, relevant banking partner for all ages. Judges thought the name, meaning 'it's done,' or 'my promise,' was well developed. One judge added, "Banking is complicated and trust needs to be high. Tam makes this easy."

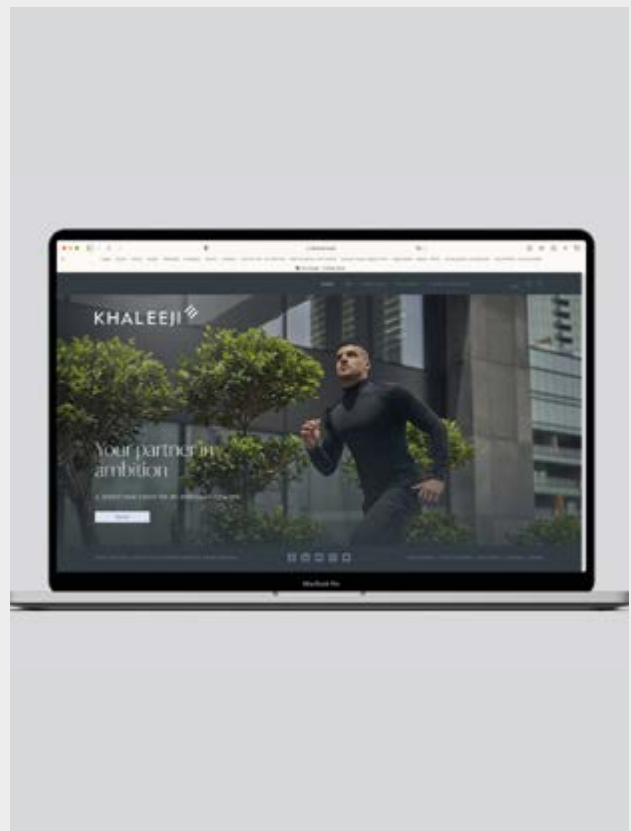
BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



SILVER

HASSANA INVESTMENT COMPANY AND LANDOR

Hassana Investment Company worked with Landor to amp up its ability to operate on the global scale. Its brand refresh created a sense of coherence and unity after the confusion of a recent merger. Visually, Hassana is simply designed but full of personality. One judge said, "The design is elevated from what you would expect from a financial institution but still relevant."



BRONZE

KHALEEJI BANK AND UNISONO

Khaleeji Bank's transformation to a retail bank allowed it to tap into the Gulf region's ambitious nature. The brand carefully balanced aspiration with the desire of individuals to be in control of their financial futures. Unisono's design work encapsulates this beautifully with a sleek authority and eye-catching simplicity.



Building *Iconic* Saudi Brands

brandship



GOLD

THRYVE, IFFCO PLANT-BASED VENTURE AND WMH&I

The global trend toward plant-based eating has taken hold across the Middle East, but the region lacked a meat alternative brand that connected with its culinary culture. Thryve, IFFCO Plant-Based Venture, sought to merge Arabic food culture with vegan healthfulness. Instead of replicating European or American processes and flavors, Thryve uses fava beans – a key ingredient across the Middle East – and local spice mixes to create something culturally distinctive and relevant.

WMH&I developed a packaging design that is recognizably Arabic, championing flavor and the humble fava bean. With shawarma, kofta and shish taouk on offer, Thryve is primed to lead the way in Arabic plant-based eating. Judges praised the approach to the brand's positioning and its excellent understanding of audience needs and behaviors.

BEST VISUAL IDENTITY FROM THE FMCG SECTOR



SILVER

PEPSICO – MIRINDA PLUS RESTAGE

To shake up the social soda-drinking options in Egypt, PepsiCo revamped its Mirinda Plus range. A focus on nightlife sees the pack design delivered with sophistication, minimalist appeal and maturity. Judges called this “a complete transformation of the brand to a sophisticated fruit drink.” They thought the way PepsiCo transitioned the soda to a new setting – namely for nightlife – was done cleverly and creatively.



SILVER

PEPSICO – MTN DEW OMAN NATIONAL DAY LTO

To celebrate Oman National Day, MTN Dew (PepsiCo) launched three limited edition can designs. The designs celebrated Omani national pastimes, the country's landscapes and MTN Dew's signature cool. Judges liked how the pop art style was well-aligned to the brand colors and the objective to make an eye-catching splash around a busy holiday.



BRONZE

PEPSICO – CHIPSY EQUITY JOY 3.0

Chipsy (PepsiCo) wanted to inspire a spirit of joyfulness in its Egyptian audience in a challenging economic landscape. A range of fun packs were developed alongside a digital campaign in which consumers could sing their own version of the campaign song. The nicely integrated campaign brought a fun, bright and interactive element to the Chipsy brand.

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



GOLD

ACCOR + KATARA HOSPITALITY AND BOND – ACOUSTIC

Accor and Katara Hospitality's Katara Towers are a stunning Doha development designed to capture the imaginations of consumers who have seen the heights of ambition and luxury. Its restaurant offer had to create not just an attractive setting, but a memorable experience. BOND delivered with a lush, richly rendered brand for Acoustic, a jazz era music lounge-inspired venue.

The shape and feel of vinyl records are integrated into menus and coasters while a sound wave visual device creates a textured brand icon. Judges thought the brand excelled in its commitment to creating a fully branded experience, with every touchpoint considered carefully and rendered within the brand experience's concept. One called it "a wonderful example of tying in the offer with the visual identity and experience of the brand."

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



SILVER

ACCOR + KATARA HOSPITALITY AND BOND – VAYA!

Katara Towers' restaurant Vaya! brought a sense of Gulf luxury to bear alongside Latin American joy and color. The resulting brand developed by BOND is an unexpected, yet moreish brand that flexes from the aspirational restaurant experience to the charmingly packaged products on offer. One judge praised the "brilliant, dynamic logo" design while others liked the way the brand remained authentic to its Latin American inspiration.



BRONZE

MARRIOTT RESORT PALM JUMEIRAH AND JANSENHARRIS

Smoki Moto, a Korean steakhouse at the Marriott Resort Palm Jumeirah had to tell the story of Korean cuisine while also standing out from Dubai's crowded food landscape. JansenHarris blended street art, traditional paintings and a punky, modern neon pink to create something entirely unique. The result is a social media-ready brand that lends itself to an immersive restaurant experience.



BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



BRONZE

SHANGRI-LA JEDDAH AND JANSENHARRIS

Niyali had to differentiate its take on high-end Lebanese cuisine while also putting Jeddah's new Shangri-La hotel on the map. JansenHarris took inspiration from the cosmos, sprinkling the brand with space dust to create a luminous, dreamy visual identity. Judges loved the "beautiful storytelling" and strategic approach to differentiating the brand.

HIGHLY COMMENDED

42 MIDTOWN AND KEANE

KEANE harnessed New York's signature art deco style to bring a sense of Manhattan to Dubai with the 42 Midtown restobar.

CENTURY BURGER AND CHEMISTRY

Century Burger's rebrand by chemistry is a refreshing, differentiated update that sees it engage with consumers with a visually compelling new brand expression.

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



GOLD

CARE MEDICAL – RIYADH AND SKYNE

Care Medical – Riyadh shifted from government ownership to a semi-private hospital, making its positioning of people-focused medical care all the more important. It champions patients and ensures they feel heard and cared for throughout the hospital experience. To express this visually, Skyne wanted to create a warm, comforting brand that could put patients at ease. It developed a brand mark that blends a heart shape with an abstract rendering of the medical symbol for life.

Skyne developed a visual identity system that delivers a calming, reassuring brand experience. Signage is subtle, but effective, with clear guidance around the hospital and a loving heart at the literal and figurative center of every brand communication.

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



SILVER

DUBAI HEALTH AND LANDOR

Dubai Health unified all of Dubai's academic hospitals under one banner, creating a powerful new home for healthcare in the Emirate. Landor developed a clean, effective brand that boosted credibility while also offering a reassuring, trusting feeling to patients and their families. Judges thought the result was well designed and helped differentiate Dubai Health from other providers in the area.

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



GOLD

NLGIC NATIONAL LIFE & GENERAL INSURANCE COMPANY / LIVA AND BELLWETHER

Life insurance is an uninspiring proposition. It's something seen as a must have, without adding any benefits to the payee's lifestyle. NLGIC National Life & General Insurance Company wanted to change that after its merger. Its new brand, Liva, would espouse a sense of confidence and inspire people to live their best lives. It would communicate protection, but in a positive, life-affirming way and avoid the emotional or fear-mongering tactics competitors use.

Bellwether developed a lively, upbeat brand with a bouncy wordmark, a jaunty orange signature color and motion-filled graphic language. The result is resoundingly upbeat and inspiring as it seeks to change perceptions of life insurance across the Middle East. Judges praised the distinctive visual identity, capable strategic foundation and brave path after a merger.

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



SILVER

KING ABDULAZIZ CENTER FOR WORLD CULTURE (ITHRA)

King Abdulaziz Center for World Culture (ithra)'s culture-focused magazine, Ithraeyat intertwines the rich tapestry of Saudi art and culture with a global perspective. The design is a visually stunning masthead and logo design, compelling art direction and subtle, but relevant visual ties back to Saudi culture. One judge said, "Great work. I loved every part of it."



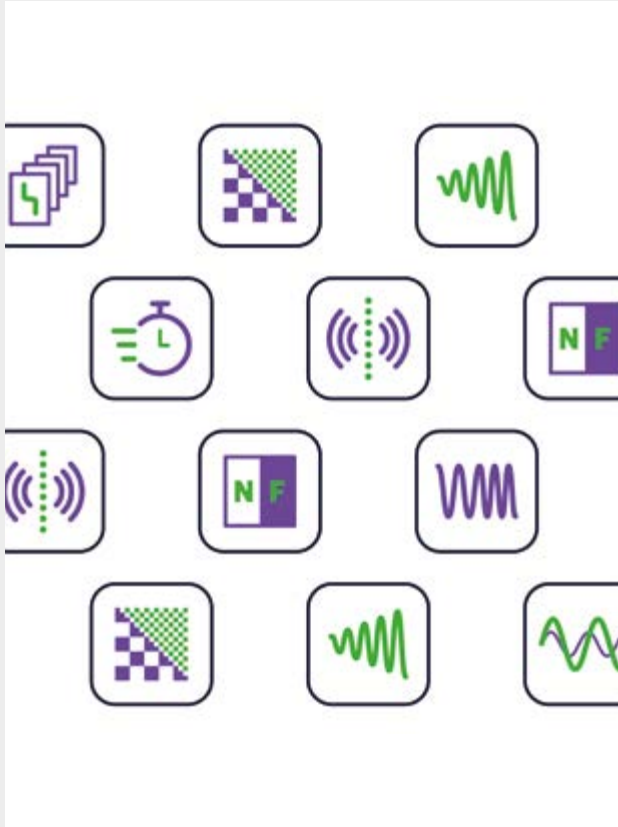
GOLD

NEOM GREEN HYDROGEN COMPANY AND LANDOR

Saudi Arabia's ambitious NEOM development needed a brand for its energy arm that would reflect its sustainability objectives. Landor developed the NEOM Green Hydrogen Company brand to integrate the natural elements of NEOM's landscapes within the unique context of the mining and extractives sector. The brand harnesses the power of nature by developing patterns representing wind, water and the sun. They are arranged in a hexagon shape inspired by the bonding of two hydrogen atoms.

The excellent brand strategy provides a sturdy foundation upon which the delicate visual patterns shine. This "showcased creativity and a deep connection to the project's geographical context. It added aesthetic appeal but also reinforced the project's commitment to harnessing renewable energy sources," said one judge.

BEST VISUAL IDENTITY FROM THE OIL, GAS, MINING AND EXTRACTIVES SECTOR



SILVER

TGT DIAGNOSTICS

Energy sector diagnostics brand, TGT DIAGNOSTICS, created ChorusX as a crucial technology for diagnostics in oil and gas wells. The brand is crafted using the technology's acoustic diagnostics system and its purpose of diagnosing oil and gas flow. This led to the creation of a flowing visual pattern of circles and squares that cleverly depicts ChorusX's purpose and its points of differentiation.



We Transform the Ordinary
Into Extraordinary

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR



GOLD

MERWAS AND TAJALLA AGENCY

Merwas was designed to foster Saudi Arabian entertainment talent and attract A-list artists from around the world. Its goal of being the world's first 'entertainment factory' relied on a strong, global brand that could successfully produce and foster world-class content. Tajalla Agency took inspiration from the merwas drum to shape a brand focusing on craft.

The almost DIY, retro look to the brand is unexpected, organic and expressive. Judges thought this approach was not only visually attractive, but clever in that it will appeal to the brand's target audience and allow for digital growth. The clever use of Arabic lettering shaped to look like musical notes blends Merwas' heritage with its purpose. One judge called this "catchy, consistent and unique. It combines heritage and culture with modernity."

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR



SILVER

SOLUTIONS+ AND KNOW CREATIVE

Solutions+ was created to shift perceptions around Mubadala Business Services. KNOW Creative shaped the brand as a distinctive entity, giving it the freedom to stand on its own outside of the Mubadala umbrella. The bold decision has paid off with a fresh, modern and trustworthy visual identity that sets the brand up for a strong future.

BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



GOLD

LOOTAH REAL ESTATE AND JANSENHARRIS

Lootah Real Estate introduced the Loci development for first-time buyers in Dubai. With a focus on digital nomads and young professionals, the new brand had to stand out from the wealth of property developments on offer in Dubai while also delivering good value for cost. Instead of focusing on bland luxury, JansenHarris differentiated Loci by taking the best of global cities and applying it to a Gulf setting.

The brand could then flex to appeal to the design sensibilities and housing needs of the target audience. This offer of individuality and personal expression helped Loci create a new standard for housing aspirations in Dubai. Judges thought the strategy was well developed and praised the young, fresh design of the Loci visual identity. The way it differentiates the development from competitors resonated with judges.



GOLD

TROJENA AND LANDOR

Trojena had a mountain of a task. It had to create an alpine wonderland in the middle of the Saudi desert. With a dose of NEOM's magic and Landor's branding acumen, the Trojena brand was built to inspire awe, wonder and attainable aspiration. The visual identity teases out one of the ribbons from the NEOM masterbrand to create a mountainous logo form. The texture of the ribbon inspires the graphic language used across the brand's communications.

The result is infused with energy, ambition and a strong sense of place. One judge said, "This success solidified Trojena's status as a premier luxury destination and enhanced NEOM's reputation as a pioneering initiative. Overall, the project's performance was outstanding, reflecting its significant impact and effectiveness."

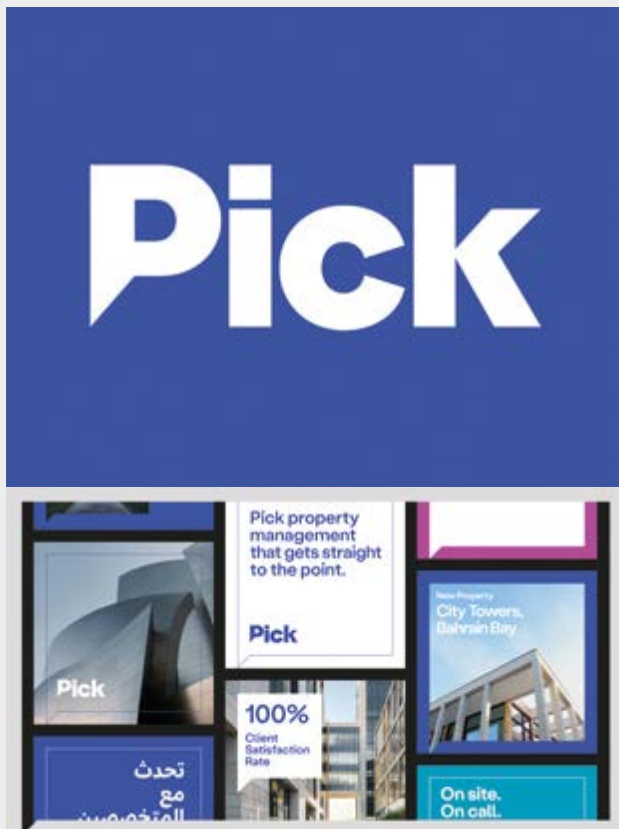
inspiring change



kimpton

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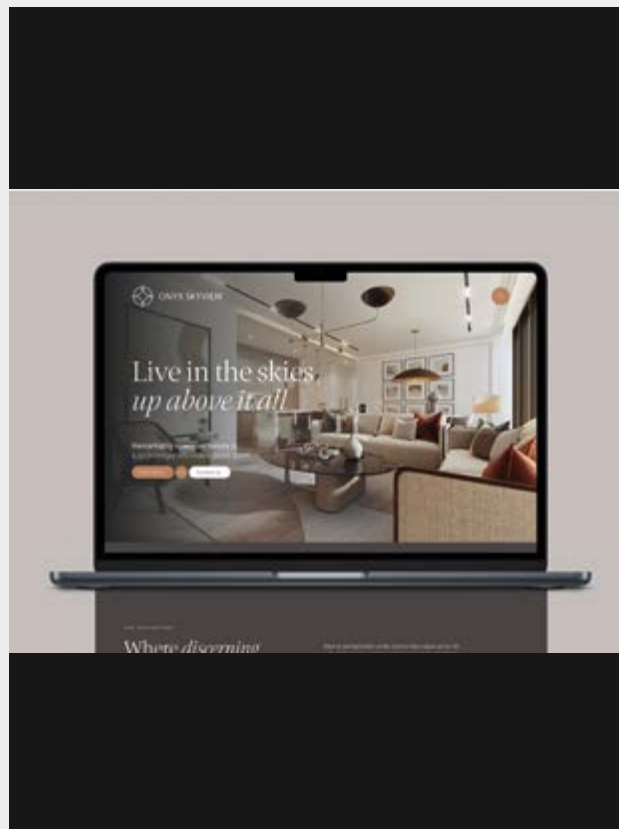
BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR



SILVER

PICK PROPERTIES AND INTERSTATE CREATIVE PARTNERS

Pick Properties' goal of professionalizing property management in Bahrain was reinforced with a new visual identity by Interstate Creative Partners. The new identity adds the 'k' back onto what was once called 'Pic' and delivers an open, professional graphic language. One judge praised the "direct brand that is clear, simple and easy to understand. I admire it for its colorful, dynamic identity."



BRONZE

KOOHEJI CONTRACTORS AND UNISONO

The Onyx Skyview development in Bahrain, by Kooheji Contractors, wanted to avoid luxury development clichés. It worked with Unisono to focus on the tower's key point of differentiation: its sky view. An elegant visual identity is aesthetically pleasing and allows the brand messaging to shine through. One judge called it an "elegant approach to the otherwise 'chest pounding' real estate development brands we often see from the region."

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



GOLD

SUPREME COUNCIL FOR MOTHERHOOD AND CHILDHOOD (SCMC) AND ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) WITH ADINB

A conference of child development and protection agencies across the Gulf region (Supreme Council for Motherhood and Childhood and Abu Dhabi Early Childhood Authority) met to discuss investment and coordination in child protection systems. ADinB developed the brand for the event, which was a crucial part of generating awareness of and participation in the conference. The identity had to be simple, but clearly delineate the serious issue at hand while also representing the nations involved in the event.

ADinB introduced a set of icons and illustrations that covered the three key streams of conversation at the conference. It delivered a safe, warm feeling that put the welfare of children at the heart of the communications. Clear wayfinding and on-site collateral helped build an immersive brand world for the conference as well.

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



SILVER

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

The Abu Dhabi Early Childhood Authority Early Childhood Development Fair put childlike joy and play at the heart of its brand. Lovable mascots delivered a sense of fun, while playful patterns helped communicate the fair's aims to its audience of parents and caregivers. Judges loved ADinB's work, with one saying, "It stands out and pushes what you expect from the public sector."

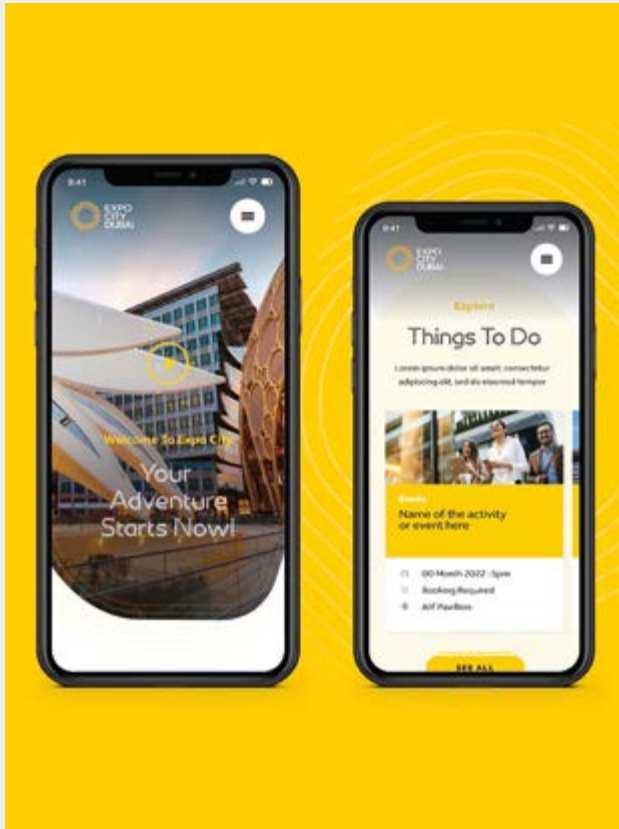


SILVER

MUSLIM COUNCIL OF ELDERS (MCE) AND ADINB

The Global Faith Leaders' Summit brought together religious leaders from diverse faiths to align behind the need for positive global change. ADinB developed the 'Confluence of Conscience' conference brand on behalf of the Muslim Council of Elders. Judges thought the contemplative, connection-driven brand was sensitive and meaningful, with clear messaging and intention.

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



BRONZE

EXPO CITY DUBAI AND BELLWETHER

Expo City Dubai worked with Bellwether to reframe its brand after the end of Expo 2020. The new approach focuses on the power of connection and unity as it knits together the development's many stakeholders. The strategy helps create a consolidated, modern brand that is capable of growing and flexing with the site as it settles into its new purpose.



GOLD

SEDDIQI HOLDING AND BOND

Seddiqi Holding worked with BOND to build a brand that would become a new, major player in the watch and accessory industry. The company wanted to create a curative brand that could help young consumers reach that 'aha' moment when they find the perfect watch to suit their styles. The result is Edit, an editorial-driven brand that puts personalized choice and lifestyle-based shopping at its heart.

The visual identity is bold, graphic and magazine-like. "It stands out as a very consumer-centric brand and is carefully applied across digital, outdoor and social media platforms," said one judge. Another added, "There is a strong strategic idea connecting to a powerful brand purpose and a point of view brought to life very artfully."

UNFORTUNATELY FOR US A LOT OF PEOPLE DON'T WANT TO WORK ON THEIR BRAND

...and it's easy to understand why.

It can give the feeling that you are starting all over again,
or you're spending money to fix something that isn't broken.

But worst of all, it can question your existence.

By transporting your organisation into uncharted territory
and asking absurd questions from the future that put your
business strategy to the test.

All the while working its way across your entire organisation,
combining stakeholders that rarely mix and getting them to
sign off on the same idea.

And who are we to do all that?



BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



SILVER

EYEWEA AND FREEDOM.

eyewa worked with Freedom. to change perceptions of the eyewear category and give consumers an alternative to the major luxury brands or budget options in the market. The visual identity – shaped around the concept of perspective – was built to foster an interactive brand that judges thought made a real difference to the in-store shopping experience.



BRONZE

SCENT LAB (VIVI) AND EPIC LION

Scent Lab (VIVI) uses technology to craft fragrance oils that bring everyday luxury together with unique, curated scents. Epic Lion created a visual identity that infuses the brand with color and elegance. The juxtaposition between the luxe packaging and stunning artwork capably tells the story of Scent Lab's unique positioning in the marketplace.

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



GOLD

SAUDI ARABIAN FOOTBALL FEDERATION AND GENE BRANDING

Ahead of the 2022 World Cup, the Saudi Arabian national football team was seeking a brand that would encapsulate the kingdom's national spirit. It wanted to tap into football culture and the passion of fans while offering a unifying rallying, evocative of the new vision for Saudi Arabia. Gene Branding took up the charge by developing the Giddam brand.

The name is complemented by the 'Giddam falcon' brand icon. This abstractly rendered bird is expertly built from national and footballing icons to create a distinct, uniquely Saudi visual identity. Judges loved the way the brand was ownable and reflected the Saudi national team's commitment to its fans. "Inspired," said one judge simply. "It draws from the national culture and evokes a sense of pride. A clear winner."

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



SILVER

MODON / SURF ABU DHABI AND BELLWETHER

Modon / Surf Abu Dhabi creates an immersive escape that expertly blends a man-made wave pool with the UAE's signature casual luxury and surfing culture's laid-back cool. Bellwether designed a simple design language with a memorable logo and "comprehensive and consistent applications" that impressed judges for their ability to easily communicate the brand's experience.



SILVER

NEOM BEACH GAMES AND LANDOR

NEOM Beach Games worked with Landor to shape an event brand within the construct of the wider NEOM brand umbrella. The result is a vibrant, colorful identity that flexes ably across the countless touchpoints required of a major international sporting event while still remaining cohesive within the NEOM system. Judges called this "interesting, creative and distinct."

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



BRONZE

MINDSET MEDIA AND UNISONO

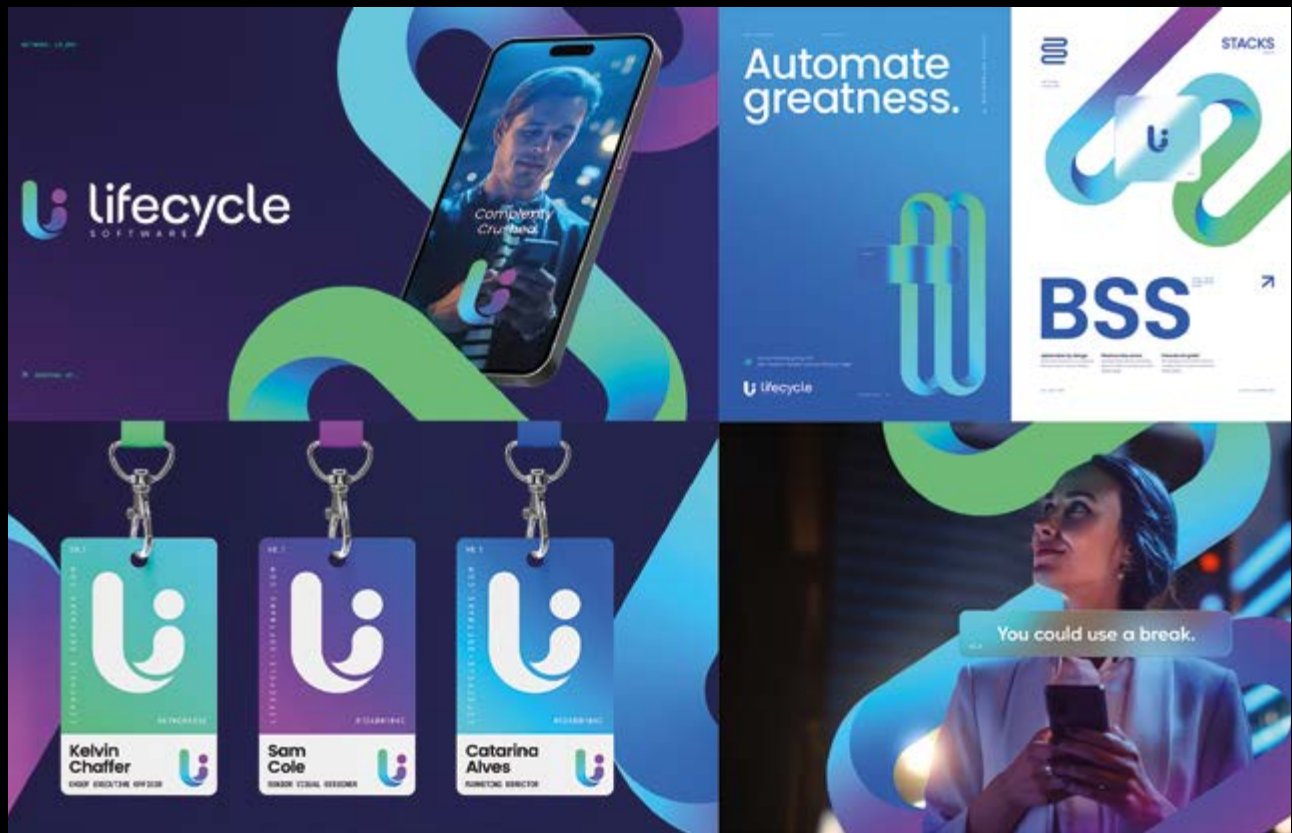
Unisono developed the Propaganda brand for Mindset Media, bringing a sense of communist chic to the Bahraini club scene. The brand champions DJs and communicates the authenticity of its experience as a distinctive point of differentiation. Judges thought this cool, urban identity was edgy, well-crafted and well-suited to the needs of the target audience.

HIGHLY COMMENDED

PLAY PLAYGROUND AND ROGUE

Play Playground's adult soft play offer was built by Rogue to unite childlike fun and wonder with grown up socializing habits.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



GOLD

LIFECYCLE SOFTWARE AND OMNI CREATIVE

Lifecycle Software was getting lost in a sea of blue software brands. As part of its shift to the telecoms space, it worked with OMNI Creative to redevelop its brand. Designed to be approachable, friendly and contemporary, the new brand is founded on imagination and creativity.

The visual identity uses simple, effective graphic devices to create memorable communications. The logo uses a shortened 'Li' mark to function effectively across digital applications. A curving gradient line with bright purple, green and blue complements the brand's written communications well. With its simple expression, the new brand effectively achieves the goals of 'conquering complexity' and 'bridging imagination and connectivity.' One judge said this was an "excellent piece of work." Others praised the "brand that can live for today and evolve in the future. The brand that has been created has the potential to endure for decades."



World-leading brand specialists.

LANDOR

The background of the entire page is a deep blue color. It features large, abstract, organic shapes that resemble flowing liquid or soft, sculptural forms. These shapes are layered, creating a sense of depth and movement. The lighting is soft, with subtle gradients and shadows that define the contours of the forms.

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BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



SILVER

NINE66 AND LANDOR

Nine66's integrated ecosystem for video game developers wanted its brand to reflect gaming culture, attract talent and inspire creativity. Landor focused on the power of connectedness and conversation, using a speech bubble device flexibly across the brand's communications. The icon is at once the brand's logo, the basis for avatar designs and a space in which to speak. It's an effective, attractive approach that allows the brand to exist within the gaming space in a mature way.



BRONZE

DADABAI HOLDING (EPIX CINEMA BRAND) AND UNISONO

Dadabai Holding's Epix Cinema brand was intended from the outset to be just that: cinema on an epic scale. To bring this to life visually, Unisono plays with the concept of scale throughout the brand's identity. Supersized headlines, macro photos of cinema staples and a giant movie screen-turned brand icon make for an engaging experience. Judges liked the clear sense of identity that helped Epix Cinema to stand out in a crowded space.



GOLD

SAUDIA AND LANDOR

Saudia took inspiration from Saudi Arabia's Vision 2030 as a means to reinvent itself and become an industry leader for Gulf and international travel. Landor focused on the brand's experience when creating the new strategy. As an airplane is a complete sensory experience, Landor developed brand sounds, scents, textures and visuals. The identity harnesses the Saudi spirit to tell the story of the nation and its objectives, while also delivering a renewed in-flight and total brand experience.

The result is cohesive, aspirational and future-facing. One judge called this rebrand "a progressive and transformative journey." Another praised the way Landor "maintained the legacy of the brand while evolving and modernizing it in a way that respects its heritage." Others added, "It's hard to fault. It's well designed. The custom typography has a harmony with the visual identity and strategy."

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



SILVER

DP WORLD AND DESIGNSTUDIO

End-to-end supply chain giant DP World wanted to broaden its reach beyond the industry it serves to ensure more business opportunities and partnerships in the future. It worked with DesignStudio on an evocative brand that blends supply chain logistics with a sense of dreaminess and aspiration. Judges loved the way the brand journey was revolutionized as a result of the new visual identity.



BRONZE

PORT OF DUQM AND OHI LEO BURNETT

Oman's Port of Duqm wanted to reinforce its positioning as a point of connection for people, services and sustainability. OHI Leo Burnett captured this visually with a community-driven brand rooted in the port's sustainable objectives. Judges praised the strategic direction, well-defined brand story and consistent, mature design language.



GOLD

TROJENA AND LANDOR

Trojena needed to not only craft a new brand, but establish an entirely new place within the alpine deserts of northwest Saudi Arabia. Part of the ambitious NEOM project, Trojena will be a ski resort and mountain retreat for the adventurous. Landor needed to encapsulate a spirit of daring while maintaining the luxe sophistication of the NEOM masterbrand.

To achieve this, it teased out a single strand of the NEOM brand's signature ribbon device to create a mountain-like logo. The textured pattern is used to create a graphic language that provides consistency across the brand's communications. Judges called this "inspiring, creative and impactful work." One said, "Superb work on the brand mark. The synergy between the logo and the billboard composition is excellent." Another praised the use of elevation, ascension and other altitude-related themes to create a distinctive, memorable brand.

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



SILVER

AL KHOZAMA HOTEL AND KEANE

Al Khozama Hotel wanted to work within Saudi Arabia's Vision 2030 to create a new type of tourism to the kingdom. Shifting from a focus on pilgrimage toward cultural exploration, the hotel worked with KEANE to create a contemporary luxury brand at home alongside the most elegant of the world's premier hotels. Judges loved the visual identity, praising its color palette, patterns, creativity and brand experience.



SILVER

EXPO CITY DHAHRAH DUBAI LIGHT ART FESTIVAL AND OMNIA

As part of the Expo City brand, the Dhahran Dubai Light Art Festival wanted to combine its commitment to light and reflection with traditional Arabic geometric art. OMNIA took inspiration from the way mashrabiyas allow fractured light into a space to build a series of neon patterns. The result is something entirely fresh and well-suited to the festival's needs while still retaining its ties to local artistic culture. "Inspiring," said one judge.

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



BRONZE

ABU DHABI AIRPORTS AND BRASH AGENCY

Abu Dhabi Airports worked with Brash Agency to do away with its uninspiring, corporate look and embrace the spirit of flight. The new brand draws inspiration from the shape of the airport itself and lends the company an ownable, distinctive visual communication device in the 'A' of the logo.



BRONZE

SIRO BY KERZNER AND BIRCH LONDON

SIRO by Kerzner is the world's first fully integrated fitness and recovery hotel. Its brand had to communicate this positioning while also sitting comfortably alongside global luxury and lifestyle brands. Birch London delivered a simple wordmark with a clear, type-driven brand deployed alongside ethereal, intriguing photography to create an ownable brand world.

HIGHLY COMMENDED

AROYA CRUISES AND INSIGNIA WORLDWIDE

Insignia Worldwide crafted the new visual identity for AROYA Cruises, bringing a sense of Saudi Arabia's cultural heritage to the cruising world.



SPECIAL RECOGNITION





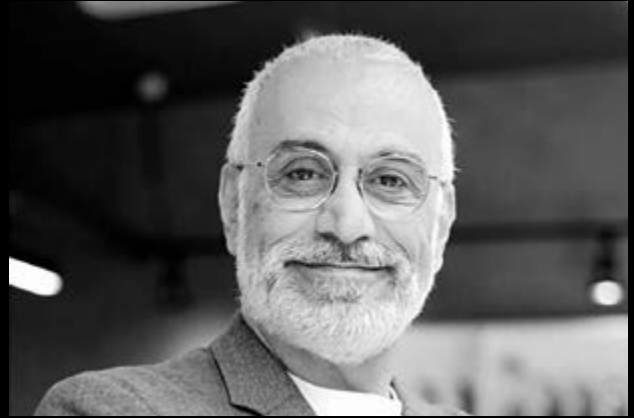
WINNER

ASHISH BANERJEE LANDOR

Ashish Banerjee has been one of the leading brand strategists in the MEA region for several years. At Landor, he has helped create some of the region's most impactful, memorable brands. His commitment to elevating the branding profession across the Middle East and Africa has made him a steward of excellence. He has contributed to the maturation and development of the branding industry in the region.

But this year, Banerjee has outdone himself, particularly with his work on the NEOM project. The ambitious Saudi Arabian development has required a bulletproof brand strategy. It has to at once be intensely local and eminently global. It has to span from practical energy companies to inspirational tourism brands to appealing lifestyle entities. By harnessing the power of 'change,' the NEOM brand has been built to flex across its countless audiences and touchpoints.

As a leader and brand guardian, Banerjee is best-in-class. Landor's executive director said, "His strategic prowess and unwavering commitment have not only elevated numerous brands but have also set a benchmark for excellence for our team and our clients in the ever-evolving landscape of regional and global brand transformation."



HIGHLY COMMENDED

IBRAHIM LAHOUD BRAND LOUNGE

Ibrahim Lahoud is a titan in MEA branding. A teacher, author and experienced strategist, Lahoud is a brand champion with an innate ability to understand a company's needs and translate them into a brand strategy. Judges thought Lahoud's exemplary career helped elevate the branding industry in the Middle East and contributed to the long-term success of countless clients throughout his storied career.

FINALIST

NINA SEREDAI UDALOVA NINTH SPACE



WINNER

MO SAAD BRAND LOUNGE

Mo Saad is a design devotee. He seeks to render the quintessential nature of a brand in its visual expression. By focusing his design work on brand strategy, Saad ensures every project he works on is distinct and impactful. At Brand Lounge he is the head of design and creative impact, but his influence extends across the brand guardianship and design and creative teams. He has infused Brand Lounge with design nous and branding expertise.

His work for clients transforms them into modern brand powerhouses. Working with the likes of 7X, Charles Zuber and Saudi Telecom, has seen Saad flex his style to push the boundaries of modern design work.

"He has a strong point-of-view about his creative approach, with continuous improvement and attention to the zeitgeist, sensitive to trends and cultural shifts," said one judge, adding that Saad's objectives to develop mentorship and education across the branding industry were commendable. Another judge said, "Mo is clearly a creative leader in the market, with the ability to translate ideas across media but also implement them with needed brand governance. Leading and engaging people is a critical creative director skill and is one that he seems to have mastered."



HIGHLY COMMENDED

NOEL TABB BELLWETHER

Bellwether's Noel Tabb is committed to crafting the perfect brand solution for every client. He spearheads the agency's thorough, strategic approach and has delivered some of the MEA region's most impactful design work of recent years. His development of the Liva, Tam and Surf Abu Dhabi brands stand out as both visually engaging and elegant and aptly suited to the needs of each brand's target audience. "Across every brand touchpoint, it is easy to imagine how his brands will come to life. Noel's abilities are really strong when it comes to photography style and he has strong conceptual ideas for his work," said one judge.

FINALIST

HALA SABBAGH ADINB



WINNER

RASHA KAWAR LANDOR

Landor's senior brand strategist Rasha Kawar already has the distinction of being sought out by colleagues to work on their client projects. But beyond being an excellent team player, Kawar is also a keen strategist. She has helped Landor deliver one of its biggest, most ambitious projects: the branding for NEOM and its subsidiaries. NEOM's branding required careful strategic thought and the consideration of several different stakeholders and audiences. Kawar worked on the Topian sub-brand to craft an ownable brand positioning for the food business.

Kawar excels at distilling a business down to its most imperative, essential nature. Video game developer platform Nine66, for example, is founded on the brand idea of 'unlocking the next level.' This incisive strategy communicates the brand's commitment to knowledge-sharing, talent development and the gaming community.

Beyond her client work, Kawar has been an advocate for women in branding, both at Landor and across the wider industry. One judge said, "Her contributions to company culture and advocacy for equity and inclusion were the winning factors for me. Her colleague testimonials were also very favorable and her work was strong and well-explained." Kawar is an excellent ambassador for the future of strategic brand-building.

FINALISTS

FARAH EZZ ELDIN
ADINB

ZEINAH KHALED
BRAND LOUNGE



GRAND ACCOLADES





WINNER

SAUDI ARABIAN FOOTBALL FEDERATION AND GENE BRANDING

The greatest teams have names that inspire their fans and players. They have names that evoke emotional connections. They have names that mean something to those who believe in them. The Saudi Arabian Football Federation wanted a name for its national team that could achieve all of that. The team's name intended to unite the nation, reflect its sporting culture and speak to the nation's ambitious plans for the future.

Developing the name and brand was a tall order that fell to Gene Branding. The name Giddam was introduced, meaning 'let's go' or 'never back down.' This persistence and optimism was reflected in a visual identity that unites visual cues from the world of sport with national icons and a youthful, social-media friendly brand expression. The resulting visual identity is undoubtedly football-related, undeniably Saudi and inexorably cool.

"I really liked how this created a visual language that was ownable, honored Saudi culture and created a unique language," said one judge. Another loved the brilliant integration of sporting language with on-point brand execution and strong ties to Saudi culture. "I love this brand approach," said one judge, with another adding, "They crafted a strategy where the brand platform and personality traits – enthusiasm, sportiness, optimism, challenge, confidence and dynamism – were paramount. It's a call to action for sport fans." This ambitious team brand is a deserving winner of this year's 'Best overall visual identity' award.

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WINNER

CAREEM

Careem can't be denied. Its ambitious growth plan would have seen lesser companies falter. Careem aimed to be the 'everything app' and touch consumers' lives across banking, food, transport and beyond. This incredibly complex app needed a simple, easily navigable user experience and a clearly signposted brand architecture if it was to succeed.

Not only did Careem deliver, but it did so in style. The brand strategy considers the needs of users across the MENA region, without localizing too deeply to allow for future growth. The new Careem uses four sub-brands – go, eat, get and pay – to create a visual and strategic delineation between its many services. A clever color palette delivers visual consistency and clarity by distinguishing the sub-brands while still sitting comfortably together as one.

And it was a hit with the audience too. Multi-service use quadrupled and subscriptions grew by 130%. Moreover, Careem became more aligned with its region and customers as it increased perception levels as a local brand. Judges loved this work. They awarded it for its ability to deliver a consistent brand experience, its careful balance of youth and maturity, its clean, simple design and its strategic foundations. "One judge called it a "fantastically polished rebrand with tangible results. Dynamic visual language supported by a fun bespoke typeface that compliments the brand." It also earned four Gold awards and one Silver award tonight. Careem is the undoubting winner of the Transform's 2024 'Grand prix' award.

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