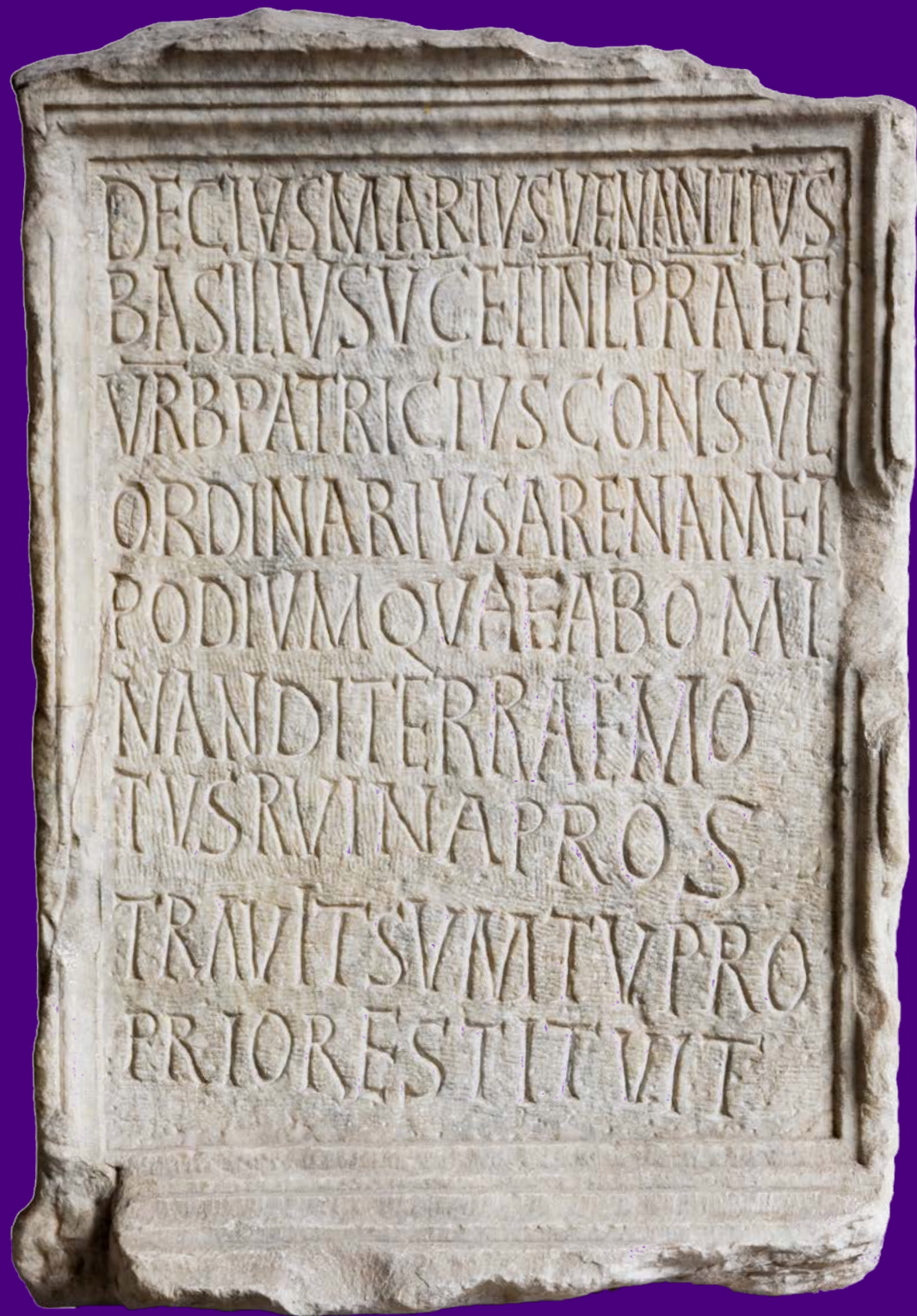


TRANSFORM AWARDS MEA 2025



ENTRY AND INFORMATION GUIDE

2 THE LAWS OF TABLE TENNIS	
2.1	THE TABLE
2.1.1	The upper surface of the table, known as the playing surface, shall be rectangular, 2.74m long and 1.525m wide, and shall lie in a horizontal plane 76cm above the floor.
2.1.2	The playing surface shall not include the vertical sides of the tabletop.
2.1.3	The playing surface may be of any material and shall yield a uniform bounce of about 23cm when a standard ball is dropped on to it from a height of 30cm.
2.1.4	The playing surface shall be uniformly dark coloured and matt, but with a white side line, 2cm wide, along each 2.74m edge and a white end line, 2cm wide, along each 1.525m edge.
2.1.5	The playing surface shall be divided into 2 equal courts by a vertical net running parallel with the end lines, and shall be continuous over the whole area of each court.
2.1.6	For doubles, each court shall be divided into 2 equal half-courts by a white centre line, 3mm wide, running parallel with the side lines; the centre line shall be regarded as part of each right half-court.
2.2	THE NET ASSEMBLY
2.2.1	The net assembly shall consist of the net, its suspension and the supporting posts, including the clamps attaching them to the table.
2.2.2	The net shall be suspended by a cord attached at each end to an upright post 15.25cm high, the outside limits of the post being 15.25cm outside the side line.
2.2.3	The top of the net, along its whole length, shall be 15.25cm above the playing surface.
2.2.4	The bottom of the net, along its whole length, shall be as close as possible to the playing surface and the ends of the net shall be as close as possible to the supporting posts.
2.3	THE BALL
2.3.1	The ball shall be spherical, with a diameter of 40mm.
2.3.2	The ball shall weigh 2.7g.
2.3.3	The ball shall be made of celluloid or similar plastics material and shall be white or orange, and matt.
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INTRODUCTION:

THE **ONLY** AWARDS
PROGRAM TO
BENCHMARK
EXCELLENCE IN
REBRANDING AND
BRAND
DEVELOPMENT

Now in its 12th year, the Transform Awards MEA celebrates the very best in Middle East and Africa's corporate, product and global brand design and strategy.

KEY DATES:

ENTRY SUMMARY

- * Subscribed to Transform magazine: enter by 5 September 2024 to receive \$150 USD off your total entry cost and fifth entry free
- ** Not subscribed to Transform magazine: enter by 5 September 2024 to receive \$100 USD off your total entry cost
- *** A late entry surcharge of \$125 USD will be applied to each entry submitted after 7 November 2024. No entries will be accepted after 5 December 2024

05.09	05.09
Subscriber early entry deadline*	Early entry deadline**
7.11	5.12
Entry deadline	Late entry deadline

NB

For more information on entry fees, visit the fees and payments section at: www.transformmagazine.net/awards/mea/how-to-enter/fees-and-payments/

CATEGORIES:

CONTENT

Best use of a visual property
Best brand architecture solution
Best use of copy style or tone of voice
Best brand experience
Best use of packaging
Best wayfinding or signage
Best use of typography
Best place or nation brand
Best expression of a brand on social media channels

PROCESS

Best internal communications during a brand development project
Best implementation of a brand development project
Best localization of an international brand

STRATEGY

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

TYPE

Best corporate rebrand following a merger or acquisition
Best brand development project to reflect a change of mission, values or positioning (business)
Best brand development project to reflect a change of mission, values or positioning (corporate)
Best brand development project to reflect a change of mission, values or positioning (consumer)
Best brand consolidation
Best digital transformation
Best employer brand

AUDIO

Best audio brand
Best sonic brand activation
Best sonic brand evolution

SPECIAL RECOGNITION

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

SECTOR

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

PREVIOUS WINNING BRANDS INCLUDE:

2024

Accor + Katara Hospitality
Al Futtaim
Bapco Energies
Careem
Emaar
Expo City Dubai
King Abdulaziz Center for
World Culture (ithra)
Saudi Arabian Football Federation
Saudia Group
Trojena

2022

Abu Dhabi Early
Childhood Authority
AD Ports Group
Careem
COCO Logistics
Government of Dubai Media Office
KAUST
Oodi
Saudi German Health
Saudi National Bank
Solitaire

2023

ADNEC Group
Charles Zuber
Dubai Holding
FANN Media Discovery Platform
Hayat Biotech
Ministry of Culture
Morouj Commodities
Nakheel
Otto
Right Grain

2021

AMAALA
Black Stripe
Click Learning
Dubai Culture & Arts Authority
National Commercial Bank (NCB)
OSN
PepsiCo
SARVEST by Waqf Sulaiman AlRajhi
Saudi Sports for All Federation
Shahid
Yelo

PREVIOUS WINNING AGENCIES INCLUDE*:

Accenture Song
ADinB
All About Brands
Balcony8
Bellwether
Birch London
Bladonmore
BOND
Brand Lounge
Brash Agency
chemistry
Design Bridge and Partners
Epic Lion
Fludium
Freedom.
Gene Branding
Genius Loci
Hill & Knowlton
Inovaline
Insignia Worldwide
Interbrand
Interstate Creative Partners
Jansen Harris
JPD

KEANE
KNOW Creative
Landor
Limefish Design
Livingroom Communications
MassiveMusic
MBLM
OHI Leo Burnett
OMNIA
PINK GREEN
Principal Global
Prophet
Rogue
Saffron Brand Consultants
Siegel+Gale
Sixième Son
Skyne
Sputnik Floyd
Start Design
Tagbrands
The Creative Union
Turquoise
Unisono
Zeenah

*From a list of hundreds

FEES:

The cost to enter the Transform Awards is \$395 USD for the first entry and \$295 USD per subsequent entry.

Entrants can make use of early entry discount.

Subscribers to the magazine will receive \$150 USD off their total entry cost and their fifth entry free when submitting by 5 September 2024.

Non-subscribers will receive \$100 USD discount off their total entry cost when submitting by 5 September 2024.

Entries submitted after the final entry deadline will be subject to a \$125 USD surcharge.

Entries will not be accepted after 5 December 2024.

HOW TO ENTER:

Entering couldn't be easier.

There is an entry template provided in this document to make the entry process smoother. If you can write a 300 word synopsis of your work, you're halfway to winning a Transform Award!

For full details, head to:
transformmagazine.net/awards/mea/

If you would like additional guidance with your entries or any information please feel free to contact Gemma at gcadden@transformmagazine.net or call +44 (0)20 3950 5356.

ENTRY CHECKLIST:

<div><div>ENTRY FORM</div><div>Correct spelling and format of company names</div><div>One PDF per entry PDF 10MB or less</div></div>	<div><div>ENTRY SUMMARY</div><div>300 words maximum</div></div>
<div><div>ENTRY STATEMENT</div><div>800 words maximum</div></div>	<div><div>SUPPORTING MATERIALS</div><div>Passwords to restricted content</div></div>

NB

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

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

ENTRY CHECKLIST:

ENTRY FORM

This template is a guide for what to include in your entry.

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

Once your entry is complete, please upload this as one PDF document (up to 10MB, 20 pages), including any supporting materials and URLs to the website.

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

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

NAME John Smith	JOB TITLE Account Manager	COMPANY Transform Awards
E MAIL j.smith@transform.com	PHONE +44 20 1234 4321	ENTERING COMPANY Transform Awards
INVOICE ADDRESS Transform Awards London Street London SW4 6DH	CLIENT NAME Transform Awards's client	CATEGORY ENTERED Best use of a visual property

NB

The names provided on your submission will be used on all written references – the shortlist, winners book, trophies etc.

Please check spelling, capitalization and any punctuation are all correct.

ENTRY CHECKLIST:

ENTRY SUMMARY

Your entry summary is used to brief the judges.

It should be a concise 300 word synopsis of your work, the category entered and why.

Your summary should include:

01

The project’s relevance to the category* it is being entered into.

02

Budget if possible – this is optional, but judges have found it useful in previous programs to determine the scale of the project.

NB

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

ENTRY CHECKLIST:

ENTRY STATEMENT

The most successful companies entering the Transform Awards have a clear narrative in their entry statement.

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

Your entry statement should be written in 800 words or less.

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

On the next page we have listed some points on how to expand on each area.

INDUSTRY CONTEXT

CHALLENGES

STRATEGY

CREATIVITY

RESULTS

NB

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

ENTRY CHECKLIST:

ENTRY STATEMENT

How to make your entry statement successful

INDUSTRY CONTEXT

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

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

CHALLENGES

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

- What prompted the work?
- What brief and criteria did it need to fill?
- What other factors and issues led to it?
- What were the objectives for the project?
- What did you want to achieve from development of the brand?

STRATEGY

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

- What is the target audience?
- Where did the idea/concept come from?
- What research did you conduct and incorporate?
- What led to the design approach?
- Were there any unforeseen problems?
- If so, how did you overcome them?
- How did you implement the strategy?

CREATIVITY & INNOVATION

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

- Did it trigger a reaction from/ connection to the target audience?
- Was the work comprehensive – did it work across all the relevant platforms?
- Did it display innovation and originality in its looks and feel, tone of voice, or method of distribution?

RESULTS

Indicate how the results met the business objectives.

- What was the outcome?
- Did you achieve what you set out to?
- Did you exceed expectations?

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

ENTRY CHECKLIST:

SUPPORTING MATERIALS

Supporting materials may be included within your submission to help the judges evaluate your entry.

For all rebrand projects ensure you include examples from before and after for the judges to see how the brand has developed. All materials should be accompanied by a brief caption explaining them.

The supporting materials are limited to two pages of written materials and three pages of images.

<div>01</div> <div>Reviews</div>	<div>05</div> <div>Graphs and tables – include details of the results and why they’re relevant.</div>
<div>02</div> <div>Testimonials</div>	<div>06</div> <div>Videos – If possible, please provide a link to view the video content online. Please note, videos that exceed the recommended length of three minutes may not be viewed in their entirety.</div>
<div>03</div> <div>Media coverage</div>	
<div>04</div> <div>Additional project credits or third party contribution.</div>	<div>07</div> <div>Links – You can supply up to three relevant URLs in addition to any video links. Please provide passwords where access to links is restricted.</div>

NB

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

ENTRY CHECKLIST:

SPECIAL RECOGNITION

State why the candidate should be awarded Brand strategist/Creative director/ Young contender of the year.

- If you are applying on behalf of a candidate, state why you are proposing this person. Why do you/ they deserve to be announced as a winner? *(200 words)*
- Please outline key achievements that will help you/them stand out against their peers. The judges will want to know how you/they have gone about your/their achievements. *(200 words)*
- Please include any key endorsements or statements from clients or colleagues. Please note that we may use these comments in the winners' supplement. *(Maximum 400 words)*
- What do you think you/they would gain from being awarded a Transform special recognition award? *(200 words)*
- What do you/they want to achieve in the future? Personal or career goals? *(200 words)*

ENTRY STATEMENT

SUPPORTING MATERIALS

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

CASE STUDY

NB

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

FAQs:

What is the time frame for eligible work? Can I enter work from last year? The time frame for eligible work is ordinarily 18 months previous to the final deadline. Please refer to the eligibility and rules section on the Transform magazine website for more details and specific dates.

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

My client is based outside of the awards region. Am I still eligible to participate? Yes – providing you have an office or are based in the region in which the awards is being held, the location of the project's focus can be anywhere in the world.

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

I'm not sure which category to enter. How shall I decide? If you are struggling to categorize your project, please contact the events team on +44 (0)20 3950 5356, or email Gemma at gcadden@transformmagazine.net

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

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

How should I include my supporting materials? All supporting materials should be included within the document. If you wish to include videos, please add a hyperlink to it in your PDF entry, rather than embedding the video itself. Embedded videos can often increase the size of your entry so that it is over the 10MB, 20 pages limit. Besides the supporting materials included within your PDF entry, no other separate materials are required.

FAQs:

Can I only include images in the supporting materials section?

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

On the ‘Enter Now’ section of the website, what is the difference between the fields ‘company’ and ‘entering company?’ Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

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

Is there a cost to enter? Yes. Rates are available on the Fees and payments page on the Transform magazine website. There are also discount rates available for charities and early entry discount for those who enter before a certain date.

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

How do I pay for my entries?

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment).

If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 of our team can explain other payment options.

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

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

X @TRANSFORMEVENTS
@ TRANSFORM_MAGAZINE
in TRANSFORM MAGAZINE
f TRANSFORM MAGAZINE



ENTER
NOW