

ENTRY GUIDE

TRANSFORM
AWARDS
MEA 2026

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



Now in its 13th 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

- * Magazine subscribers:
Enter by 25 September 2025 to receive \$150 USD off your total entry cost and fifth entry free
- ** Non-magazine subscribers:
Enter by 25 September 2025 to receive \$100 USD off your total entry cost
- *** A late entry surcharge of \$125 USD will be applied to each entry submitted after 13 November 2025. No entries will be accepted after 8 January 2026

25 Sep <hr/> Subscriber early entry deadline*	25 Sep <hr/> Early entry deadline**
13 Nov <hr/> Entry deadline	8 Jan <hr/> 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 Audio Brand
- Best Place Brand
- Best Expression of a Brand on Social Media Channels

PROCESS

- Best External Stakeholder Relations During a Brand Development Project
- Best Internal Communications During a Brand Development Project
- Best Implementation of a Brand Development Project
- Best Localization of an International Brand
- Best Use of AI to Aid a Branding Project

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 (Consumer)
- Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Corporate)
- Best Brand Consolidation
- Best Digital Transformation
- Best Employer Brand

SPECIAL RECOGNITION

- Brand Strategist of the Year
- Creative Director of the Year
- Young Contender of the Year

SECTOR

- Automotive
- Charity, NGO or Not-For-Profit
- Education
- Energy and Utilities
- Engineering and Manufacturing
- Farming and Agricultural
- Financial Services
- FMCG
- Food and Beverage
- Healthcare and Pharmaceutical
- Hospitality
- Industrial and Basic Materials
- Lifestyle and Wellbeing
- Oil, Gas, Mining and Extractives
- Professional Services
- Property, Construction and Facilities Management
- Public
- Retail
- Sports and Leisure
- Startup
- Technology, Media and Telecommunications
- Transport and Logistics
- Travel and Tourism

PREVIOUS **WINNING BRANDS** INCLUDE

2025	2024
7X	Accor + Katara Hospitality
Abu Dhabi Comedy Week	Al Futtaim
Al-Qadisiyah	Bapco Energies
AROYA Cruises	Careem
EMSTEEL	Emaar
Etihad Credit Bureau	Expo City Dubai
Riyadh Air	King Abdulaziz Center for World Culture (ithra)
Talabat	Saudi Arabian Football Federation
	Saudia Group
	Trojena
2023	2022
ADNEC Group	Abu Dhabi Early Childhood Authority
Charles Zuber	AD Ports Group
Dubai Holding	Careem
FANN Media Discovery Platform	COCO Logistics
Hayat Biotech	Government of Dubai Media Office
Ministry of Culture	KAUST
Morouj Commodities	Oodi
Nakheel	Saudi German Health
Otto	Saudi National Bank
Right Grain	Solitaire

PREVIOUS **WINNING AGENCIES** INCLUDE*

Accenture Song	JPD
Acorn Strategy	KEANE
ADinB	KNOW Creative
Airborne Studio	Landor
All About Brands	Limefish Design
Arada	MassiveMusic
Balcony8	MBLM
Bellwether	OHI Leo Burnett
Bladonmore	OMNIA
BOND	OMNI Creative Agency
Brand Lounge	PINK GREEN
Brash Agency	PriestmanGoode
chemistry	Prophet
DE FALCON	Rogue
Design Bridge and Partners	Siegel+Gale
Epic Lion	Sixième Son
Freedom.	Skyne
Gene Branding	TQ Branding
Genius Loci	Unisono
Inovaline	Viola Communications
Insignia Worldwide	why do birds
Interbrand	Yellow
Interstate Creative Partners	Zan Agency
Jansen Harris	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 25 September 2025.

Non-subscribers will receive \$100 USD discount off their total entry cost when submitting by 25 September 2025.

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

Entries will not be accepted after 8 January 2026.

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
Paige at pdavies@transformmagazine.net or
call +44 (0)20 3950 5356.

ENTRY CHECKLIST



ENTRY CHECKLIST

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

NB

Remember: If you are submitting the same project in multiple categories, make sure each entry is tailored to suit the specific category.

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 judges often prefer entries where text and images are well-balanced on each page, as this makes them more engaging and easier to read.

Once your entry is complete, please upload it as a single 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, ensure you tailor your entry to fit each category.

On the cover page of each entry, please include the details shown on the right to ensure the judges can clearly identify the category you are entering and the client associated with the entry.

NAME	JOB TITLE	COMPANY
John Smith	Account Manager	Transform Awards
EMAIL	PHONE	ENTERING COMPANY
j.smith@transform.com	+44 20 1234 4321	Transform Awards
INVOICE ADDRESS	CLIENT NAME	CATEGORY ENTERED
Transform Awards London Street London SW4 6DH	Transform Awards' client	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 entries to the Transform Awards present a clear and compelling narrative

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 communication aspects of the brand and how these were effectively executed.

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

INDUSTRY CONTEXT

CHALLENGES

STRATEGY

CREATIVITY

RESULTS

NB

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

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 the project?
- What were the objectives for the project?
- What did you want to achieve from the 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.

01

REVIEWS

02

TESTIMONIALS

03

MEDIA COVERAGE

04

ADDITIONAL PROJECT CREDITS
OR THIRD PARTY CONTRIBUTION

05

GRAPHS AND TABLE

Include details of the results and why they're relevant.

06

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.

07

LINKS

You can supply up to three relevant URLs in addition to any video links. Please provide passwords where access to links is restricted.

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

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

FAQs



FAQs

What is the time frame for eligible work? Can I enter work from last year?

The time frame for eligible work is ordinarily 18 months previous to the final deadline. Please refer to the eligibility and rules section on the Transform magazine website for more details and specific dates.

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

Yes.

My client is based outside of the awards region. Am I still eligible to participate?

Yes – providing you have an office or are based in the region in which the awards is being held, the location of the project's focus can be anywhere in the world.

Can I enter more than one category? If so, do I need to submit more than one PDF?

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

I'm not sure which category to enter. How shall I decide?

If you are struggling to categorise your project, please contact the events team on +44 (0)20 3950 5356, or email Gemma at gcadden@transformmagazine.net or Paige at pdavies@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 penalized. However, considering the volume of material read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

How should I include my supporting materials?

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

FAQs

Can I only include images in the supporting materials section?

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

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

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

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

Why won't my entry send?

If you are receiving an error message telling you that supporting materials are required, perhaps you have exceeded the 10MB, 20 pages 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 and one of our team can explain other payment options.

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

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

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NOW

