

TRANSFORM
AWARDS
ASIA **2025**
SHANGHAI

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NOTE FROM THE EDITOR



Jack Cousins
Editor
Transform magazine

For twelve years, the Transform Awards has celebrated the remarkable rise of branding on the Asian continent. The inaugural awards night – the Transform Awards Asia-Pacific – was a far smaller event hosted in Hong Kong that consisted of 22 categories and 59 shortlisted entries. Just compare that with tonight's event, at the luxurious Ritz Carlton here in Shanghai, where we have twice as many categories and nearly three times as many winners.

This monumental increase is not just a testament to the hard work of the Transform team behind the scenes, but also represents a new era of marketing in Asia; an era where brand has come to dominate. Looking at the fantastic array of work to be celebrated tonight – from the visually striking Korean Air and Lippincott to the energetic Smirnoff India and Bulletproof – I feel confident this rise will continue for years to come.

So, raise a glass to yourselves and your colleagues. Your success is thoroughly deserved.



MEET THE JUDGES





Nuno Alves
 Director, global brand design
 Restaurant Brands International

Nuno is a global brand design leader with a passion for crafting immersive brand experiences for some of the world's most iconic brands. With a career spanning agency and client-side leadership across Europe, Africa, the Middle East and Asia, he has continuously pushed the boundaries of design, shaping brands that resonate deeply with consumers. His journey began with the launch of a FMCG boutique design agency in Lisbon, which led him to Landor Associates, where he developed comprehensive brand identity systems for a diverse range of global clients.



Sally Anderson
 Group creative director
 MetaDesign China

Sally is the group creative director at MetaDesign China, specialising in corporate brand design. She focuses on building brands and their identities for both international and local businesses. Sally has more than 15 years of experience building brands across various industries in Australia, China, Hong Kong, South Korea and Macau. For the last eight years, she has been based in Beijing working with the largest brands in China such as Taobao, DiDi Chuxing and Volkswagen China, to name a few. Prior to Beijing, she led the brand transformation of the multi-award-winning Air Pacific to Fiji Airways.



Grace Astari
 Creative and culture director
 Diageo

Grace is an award-winning creative strategist behind some of the world's most recognisable consumer brands. As Diageo's first-ever creative and culture director for innovation, she leads ground-zero ideation across its global portfolio, from icons like Johnnie Walker to new-to-world brands. With nearly two decades of experience across Asia-Pacific and the US, Grace gets to invent what the world drinks next, shaping products, experiences and partnerships that fuse cultural relevance with commercial firepower.



Laura Bonamici
 SVP and global head of marketing
 Fujitsu

Dr Laura Bonamici is the global head of marketing at Fujitsu, where she leads a diverse, multi-cultural team across headquarters and regional markets. She is responsible for driving brand strategy, thought leadership, growth and demand generation, insights and analytics and regional marketing. Previously, Laura served as head of corporate marketing, spearheading the transformation of the Fujitsu brand, including the launch of Fujitsu Uvance. She was also the company's first vice president of corporate communications, leading global reputation management, media relations and corporate affairs.



Guiting Chan
 Head of creative, global
 ShopBack

Guiting is the global creative head at ShopBack, where she leads brand expression and creative operations across Asia-Pacific and Europe. With more than a decade of experience in creative direction, marketing design and branding strategy, Guiting has helped build campaigns and high-performing design teams across diverse markets. She is also an adjunct educator in digital commerce and design, contributing to curriculum development for the next generation of creatives. Guiting actively explores how AI and automation can enhance workflows, creative output and brand consistency at scale.



Ray Chan
 Global creative director
 Schneider Electric

Ray oversees creative work globally for Schneider Electric, an energy technology company that creates hardware, software and services, helping 40% of the Fortune 500 make the most of their energy and reduce carbon emissions. Time Magazine ranked it the number one most sustainable company in the world in 2024. Ray has previously led creative teams for Publicis, Saatchi & Saatchi, Wieden+Kennedy, DDB and Bates, in Hong Kong, Beijing, Shanghai and Singapore.



Neha Dantre
Head of brand and engagement
Save the Children, India

Neha is a senior marketing leader with more than 16 years of experience across advertising, corporate and non-profit sectors. She has shaped iconic brands including Vodafone, Yatra.com, VLCC and Bal Raksha Bharat, where she led the 2021 rebranding from Save the Children India, aligning a global legacy with India's identity. Her career began in advertising, where she created impactful campaigns for many iconic brands. Neha has scaled digital growth, led integrated marketing strategies and built high-performing teams – blending creativity, data and purpose to deliver measurable business and social impact.



Susan Theresa Davis
Senior brand design manager
Jio

Susan is the senior brand design manager at Jio, where she is shaping a unified, future-ready brand that positions Jio as a global powerhouse. A seasoned brand designer and strategist with more than a decade's experience, she has built impactful brands across digital products in FMCG, healthcare and on-demand services. She has led transformative rebrands, developed scalable brand design systems and delivered high-visibility campaigns for industry leaders including Gojek, Curefit and Flipkart. At Gojek, she drove the award-winning 2019 rebrand and GoPay branding, cementing the brand's design excellence.



Samya Deb
Head of creative, APAC and
global shopping
YouTube

Samya leads YouTube's creative studio across Asia-Pacific and the global creative mandate for YouTube Shopping. He runs a small but mighty in-house team for the world's biggest video-sharing platform, crafting ideas that go beyond advertising, rooted in truth, topicality and human connection. With more than 20 years of experience, Samya champions cultural storytelling that resonates across markets. Previously, he built Airbnb's creative studios in Singapore and Shanghai, and famously dreamt up the brand's most ambitious PR stunt: a sleepover at the Great Wall of China.



Eunice Ho
Global brand design manager
Kenvue

Eunice is the brand design manager at Kenvue, leading the global brand design for Neutrogena. With 15 years of creative experience from agencies like Design Bridge, Interbrand, Dragon Rouge and Landor, she drives design strategy and champions executional excellence in brand consistency. Eunice is passionate about bringing creative strategies to life and believes design is a powerful tool for solving problems.



Harshmeet Kohli
Creative lead
Lenskart

Harshmeet is a creative lead and art director with more than nine years in advertising. From Ogilvy and Grey to We Are Social, she's crafted campaigns for global brands like Samsung, WWF, Pond's and MAC Cosmetics. Harshmeet loves the power of art direction to turn complex messages into engaging stories and give brands a personality update. Now at Lenskart International, she leads global campaigns, showing people that eyewear can be more than just a medical necessity – it can be a tool for experimentation and self-expression.



Hoon Lee
Design director
Kimberly-Clark

Hoon is design director at Kimberly-Clark, responsible for overseeing brand design for Huggies, Sweety, Kotex, Intimus, Softex, Depend and Confidence across five key markets: Greater China, South Korea, Australia, Indonesia and Brazil. With more than 14 years of experience, Hoon has a deep understanding of the power of branding and a passion for storytelling, which he combines to develop visionary yet locally relevant design strategies. Prior to his current role, Hoon led the brand design and packaging team for Kimberly-Clark EMEA while based in London.



Darryl Ng
Senior design manager
Bayer Consumer Health

Darryl drives remarkable consumer experiences that transform everyday health. He leads design activities within Asia-Pacific, building holistic systems that deliver quality, effectiveness and consistency across brands and products. Prior to Bayer, Darryl was a part of PepsiCo's design and innovation team and spent time at a number of global brand and packaging agencies based in Singapore. Across multiple consumer categories, his experience both in-house and at agencies has seen him successfully collaborate with business stakeholders in delivering award-winning creative solutions.



Sanh Nguyen
Creative director
InSpace Creative

Sanh is the founder and creative director of InSpace Creative. Formerly an art director at TBWA Vietnam, he brings more than 10 years of experience in brand identity and creative design within the Vietnamese market. Under his leadership, InSpace has partnered with major clients such as Vingroup, FPT, Techcombank and SunLife. His work has been recognised with numerous prestigious awards, including Transform Awards Asia.



Imran Patel
Senior manager, associate
creative director
Target Corporation

Imran helps shape the design direction of Target's owned brands. With more than two decades of experience in brand strategy, retail and design, he is known for translating insights into thoughtful, scalable systems that resonate with both users and businesses. At Target, he partners with product designers, brand strategists and global teams to deliver cohesive, elevated design experiences. Prior to joining Target, Imran led multidisciplinary teams across global agencies and served as head of design for the JioWorld Centre in Mumbai.



Hsint Sanda
Head of product and
channel marketing
Prudential

Hsint is an award-winning marketing leader with 13 years of distinguished experience driving brand and business growth across Southeast Asia. Currently as head of marketing, product and channel at Prudential CLM Hub – covering Cambodia, Laos and Myanmar – she drives transformative campaigns, market-leading product launches and customer-centric strategies that deliver measurable impact. Armed with robust academic credentials in marketing and business, Hsint remains at the forefront of industry innovation.



Daniel Schougaard
CEO and co-founder
Unmute - Creative Sound Agency

Daniel is the CEO and co-founder of Unmute. He has more than 15 years of experience within the realm of sonic branding. After working as an independent composer for TV and commercials Daniel has built several sound and music departments specialised in sonic branding and has even had a stint as CEO for the danish division of a global creation agency, before he founded Unmute - Creative Sound Agency in 2018. Daniel has created an array of award-winning sonic identities for brands like IMAX, KONE, Novo Nordisk, Saudi Sports Company and UCL.



Eric Seay
Co-founder and CXO
Audio UX

Eric is co-founder and CXO of Audio UX, where he leads sonic branding research and innovation for global brands. As a UX sound designer, composer, multi-instrumentalist and voice developer, Eric has shaped how users engage with sound across multiple sectors, including the automotive, technology and healthcare industries. He is also known for introducing the term 'Audio UX', which has become foundational in how sound is discussed within user-centred design.



Sourajit Sengupta
Director of communication design
Razorpay

Sourajit is the director of communication design at Razorpay, where he shapes brand narratives at the intersection of design, technology and innovation. Formerly the global head of brand design at Lenskart, he has led transformative design journeys across high-growth tech brands. With a keen eye on the future, Sourajit explores how AI and emerging tech can elevate creative storytelling and design systems. His work blends strategic clarity with bold expression, crafting brands that are not just seen but also felt.



Mark Tipper
Global executive director,
brand strategy and creative
JLL

Mark has more than 30 years of industry experience spanning London, New York and Singapore. Beginning as an illustrator for Amiga, Sega and Nintendo, his passion for all things design led him to the path of becoming head of design at two renowned international media groups before returning to advertising agency life in 1999. Since then he has collaborated with some of the world's most beloved brands and charities, overseeing and nurturing creative talent to deliver innovative work and amassing more than 300 accolades.



Spark Xu
Senior creative manager
The Coca-Cola Company

Rooted in brand strategy and inspired by design thinking, Spark is a qualitative researcher and an energy giver. He is currently the senior creative manager at The Coca-Cola Company where he leverages the power of creative communication to inspire long-term brand growth. An international award-winning brand strategist, Spark is a frequent speaker at industry and university events. Prior to The Coca-Cola Company, he was brand strategy lead at the celebrated boutique design agency Jones Knowles Ritchie.

**WINNER
WINNER**



WINNER WINNER

CONTENT

BEST USE OF A VISUAL PROPERTY

Gold – Enoulite and Design Bridge and Partners

Silver – Diageo India, Smirnoff and Bulletproof

Silver – Shanghai Juss Event Management Co., Ltd. and Jibe

Bronze – in77 and FutureBrand

Bronze – Logitech and LABBRAND

Bronze – VUS and Line Collective

BEST BRAND ARCHITECTURE SOLUTION

Gold – Guizhou Tourism Industry Development Co. and LABBRAND

Silver – Weimob and Interbrand

BEST USE OF COPY STYLE OR TONE OF VOICE

Gold – Tsingtao and Landor

Silver – Logitech and LABBRAND

Bronze – Re'equil and BOD Consulting

BEST BRAND EXPERIENCE

Gold – AZKO and Landor

Gold – Marriott and LABBRAND

Silver – PepsiCo – WHATTHECUP!

Bronze – Clarins and Lonsdale Design

Bronze – VOCUIS Branding & Design

BEST WAYFINDING OR SIGNAGE

Gold – Sungrow and MetaThink Consulting

Silver – Wellington College International Shanghai and J.W.D.K

BEST AUDIO BRAND

Gold – Cathay and Sixième Son

Silver – SMBC Indonesia, Landor and amp

BEST USE OF TYPOGRAPHY

Gold – adidas and LABBRAND

Silver – BAFUNHUI and

Design Bridge and Partners

Bronze – International Cricket Council and WiteKite

BEST PLACE BRAND

Gold – Shanghai Chengtuo Holding Co., Ltd.

Silver – BAFUNHUI and

Design Bridge and Partners

Bronze – Ministry of National Development Planning of the Republic of Indonesia, Didit Hediprasetyo Foundation, and Celsius Creative Lab

PROCESS

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Gold – Lee Kong Chian School of Medicine, Nanyang Technological University, Singapore

Silver – AZKO and Landor

Bronze – BDMNTN-XL by Binomial Consulting and Rehla Design

Bronze – Weichuan and RedFern Digital

BEST LOCALISATION OF AN INTERNATIONAL BRAND

Gold – Diageo India, Smirnoff and Bulletproof

Gold – Nescafé and CBA Design

Silver – Atlantis and FutureBrand

Silver – Vita Coco and LABBRAND

Bronze – Nutella, Ferrero Trading (Shanghai) Co., Ltd. and Shiny Bay Design Consulting (Shanghai) Co., Ltd.

WINNER WINNER

STRATEGY

BEST CREATIVE STRATEGY

Gold – Audi and MetaDesign China

Gold – Cathay Cargo and Leo Hong Kong

Silver – Golden Union Group and J.W.D.K

Silver – India Gate and Landor

Bronze – P&G and NiCE Ltd.

Bronze – RPC and Living Group

BEST BRAND EVOLUTION (BUSINESS)

Gold – VUS and Line Collective

Silver – Weimob and Interbrand

Bronze – Digiwin and Siegel+Gale

Bronze – MINISO

BEST BRAND EVOLUTION (CONSUMER)

Gold – ChaPanda and Landor

Silver – India Gate and Landor

Silver – Moji Weather and Interbrand

Bronze – Churin Leader Foods and Dragon Rouge

Bronze – Jinhe and Siegel+Gale

Highly commended – Korean Air and Lippincott

BEST BRAND EVOLUTION (CORPORATE)

Gold – Hongkong Land and DNCO

Silver – Lancy Cosmetology and Dragon Rouge

Bronze – ISB and Landor

Bronze – Sime and

Deloitte Southeast Asia

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Gold – BAFUNHUI and Design Bridge and Partners

Gold – Shanghai Juss Event Management Co., Ltd. and Jibe

Silver – AZKO and Landor

Silver – CSCEC Huaxia (Beijing) Industrial Operation

Management Co., Ltd. and Jibe

Bronze – Call Me Chunky and Landor

Bronze – Guizhou Tourism Industry Development Co. and LABBRAND

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Gold – Diageo India, Smirnoff and Bulletproof

Gold – Sustainable Metal Cloud (SMC) and Your Creative Agency

Silver – Audi and MetaDesign China

Bronze – China Resources Land Limited and Dragon Rouge – MIXC Village

Bronze – Vitantonio and PROGLÉ.

BEST NAMING STRATEGY (NEW NAME)

Gold – Call Me Chunky and Landor

Silver – SHANGHAI JIAYUN INVESTMENT and J.W.D.K

Bronze – BAFUNHUI and Design Bridge and Partners

Bronze – Guizhou Tourism Industry Development Co. and LABBRAND

BEST NAMING STRATEGY (RENAME)

Gold – Golden Union Group and J.W.D.K

Silver – Kanadevia and Interbrand

TYPE

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold – Vistra and Prophet

Silver – ekpi, by AgencyX DKSH

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

Gold – KPJ Healthcare and Deloitte Southeast Asia

Gold – Percen and FutureBrand

Silver – Lancy Cosmetology and Dragon Rouge

Silver – SHIMAO STAR HOTELS GROUP and COMMON

Bronze – Digiwin and Siegel+Gale

Bronze – Reolink and Interbrand

BEST BRAND CONSOLIDATION

Silver – ANATTA and LABBRAND

BEST DIGITAL TRANSFORMATION

Gold – MoMo and M-N Associates

Silver – RPC and Living Group

Bronze – Hongkong Land and DNCO

BEST EMPLOYER BRAND

Gold – Chow Tai Fook Jewellery Group and Landor

Silver – DKSH

WINNER WINNER

WRAPPED

BEST USE OF PACKAGING (GLASS)

Gold – Diageo India, Smirnoff and Bulletproof

BEST USE OF PACKAGING (PRINT AND CARD)

Gold – Elevit Kids and Bayer PX

Gold – SOKO and Bracom Agency

Silver – MetaDesign China

Bronze – TalEoid with Bayer PX and Elmwood

BEST USE OF PACKAGING (OTHER)

Gold – Elevit Blisters and Bayer PX

Silver – Diageo India, Smirnoff and Bulletproof

Bronze – P&G and NICE Ltd.

BEST USE OF PACKAGING (LIMITED EDITION)

Gold – LUX and Lonsdale Design

Silver – MetaDesign China

Bronze – Mizone and Interbrand

Bronze – PepsiCo – Lay's Kite Multipack

SECTOR

BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR

Gold – AUDI and MetaDesign China

Silver – Horizon Robotics and Siegel+Gale

BEST VISUAL IDENTITY FROM THE AGRICULTURAL, ENGINEERING AND MANUFACTURING SECTOR

Gold – QDP and M-N Associates

Silver – Agibot and Pinbrand

Silver – Jinhe and Siegel+Gale

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT

Silver – Children's Cancer Run and Base Design

Bronze – Wisheye Charity and TAAS Sustainable Design Consulting Co., Ltd.

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – ISB and Landor

Silver – Lee Kong Chian School of Medicine, Nanyang Technological University, Singapore

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Silver – Sungrow and MetaThink Consulting

Bronze – Shanghai Electric and Interbrand

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – India Gate and Landor

Silver – Unilever Asia Pte Ltd and Cowan Asia Pty Ltd

Bronze – DoDo by Thong Siek Global (TSG) and ABrandADay

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – Tram Cream Coffee and Bracom Agency

Gold – Zhang Liang Group and LABBRAND

Silver – Diageo India, Smirnoff and Bulletproof

Bronze – ChaPanda and Landor

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – Invengene and Landor

Silver – Prime Medical Care and Line Collective

Bronze – Lancy Cosmetology and Dragon Rouge

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

Gold – Dharana and Landor

Silver – Moji Weather and Interbrand

Bronze – Biti's Hunter and M-N Associates

WINNER WINNER

SECTOR

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

Gold – Vistra and Prophet

Silver – RPC and Living Group

Bronze – Bracom Agency

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

Silver – China Resources Land Limited
and J.W.D.K

Bronze – in77 and FutureBrand

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold – Chow Tai Fook and Lippincott

Silver – BAFUNHUI and
Design Bridge and Partners

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

**Gold – Shanghai Juss Event
Management Co., Ltd. and Jibe**

Silver – CSCEC Huaxia (Beijing)
Industrial Operation Management Co.,
Ltd. and Jibe

Bronze – Asian Football Confederation
and Polymath

Bronze – adidas and LABBRAND

BEST VISUAL IDENTITY FROM A STARTUP

Silver – Sunseeker and FutureBrand

Bronze – Moocovan and
Demo Design Studio

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – Reolink and Interbrand

Silver – Weimob and Interbrand

Bronze – SM+ and Kilat Creative

Bronze – Digiwin and Siegel+Gale

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Gold – Korean Air and Lippincott

Bronze – Xanh SM – InSpace Creative

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

Gold – Korean Air and Lippincott

Silver – GOLDEN UNION GROUP
and J.W.D.K

Bronze – Guizhou Tourism Industry
Development Co. and LABBRAND

Bronze – China Resources Land Limited
and Dragon Rouge – MIXC Village



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**WINNER
WINNER**

**GRAND
ACCOLADES**

BEST OVERALL
VISUAL IDENTITY

**Korean Air
and Lippincott**

Winner

GRAND PRIX

**Diageo India, Smirnoff
and Bulletproof**

Winner

CONTENT



BEST USE OF A VISUAL PROPERTY



ENOULITE AND DESIGN BRIDGE AND PARTNERS

Design Bridge and Partners worked with Enoulite, China's leading baby food brand, to deliver an impressive strategic revitalisation. Facing market imitation and the need to support an expanding product range, Enoulite wanted to deepen its market leadership and reinforce the brand identity.

Design Bridge and Partners shifted away from the previous clinical focus on feeding stages to incorporate more warmth and energy to align with modern parenting ideals. Enoulite's existing structured feeding system was cleverly reimagined as a symbolic horizon beneath a playful and vibrant sky. The refreshed identity successfully enhanced shelf impact, drew widespread consumer praise for its warmth and further widened Enoulite's lead in the category. The judges praised the work as "a thoughtful and effective evolution of Enoulite's visual identity" with "a clear use of images to express the story."

BEST USE OF A VISUAL PROPERTY

DIAGEO INDIA, SMIRNOFF AND BULLETPROOF

Diageo India, Smirnoff and Bulletproof created a bold expression of cultural vibrancy and pride when creating Smirnoff Flavours packaging. The design fused Smirnoff's global identity with India's rich heritage, using intricate, hand-drawn motifs inspired by textiles and architecture for storytelling. The packaging acts as a badge of identity and proves great design creates deep cultural relevance. "Vibrant and distinctive," said the judges.



SILVER

SILVER



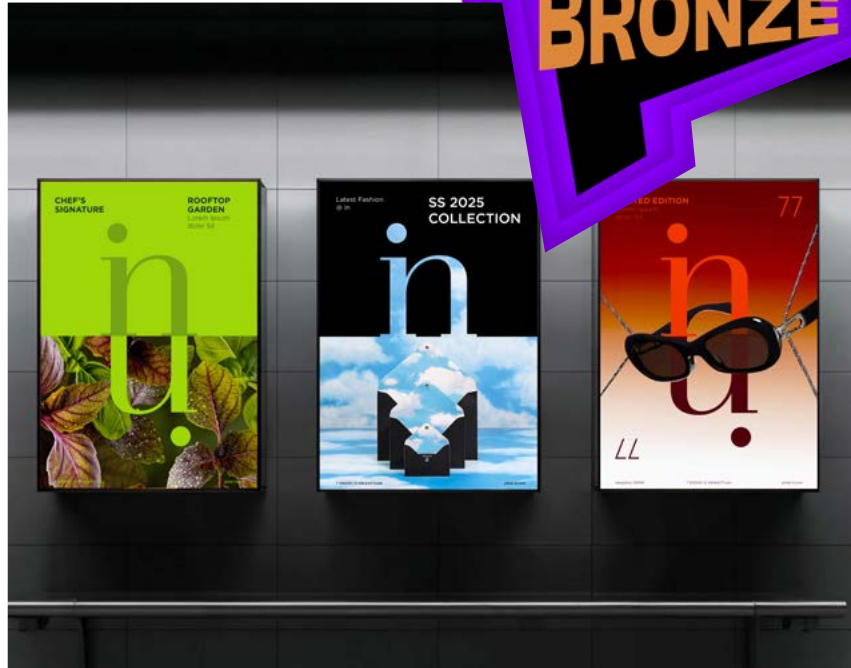
SHANGHAI JUSSEVENT MANAGEMENT CO., LTD. AND JIBE

The Tour of Shanghai cycling event's visual identity, designed by Jibe, transformed the race into a powerful movement using a singular, adaptable visual property. The core is the infinity cyclist icon, symbolising perpetual motion and connection. Drawing from streetwear and youth culture, this modular system united five distinct districts, generating significant media value and economic output. "Demonstrates creativity, cultural depth and measurable success," said one judge.

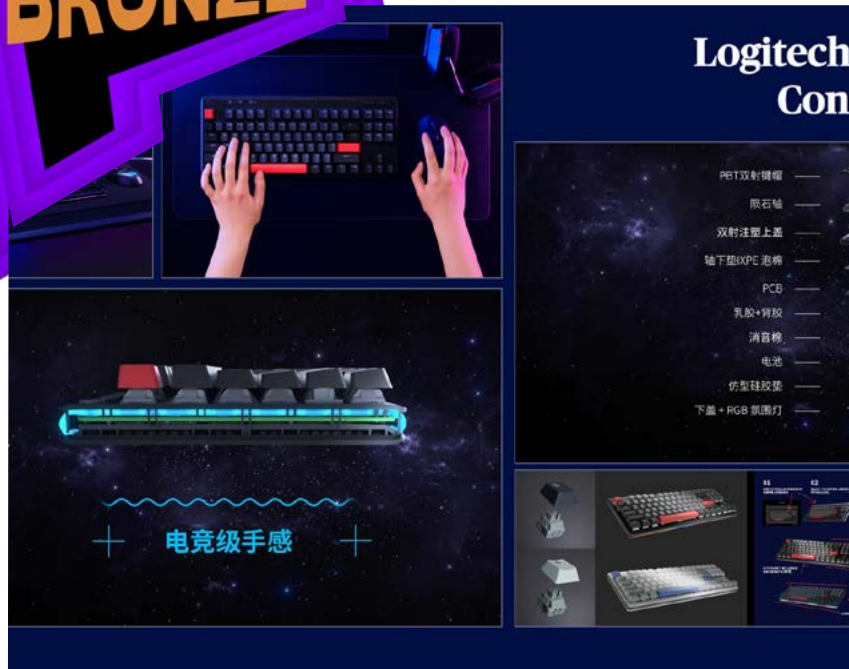
BEST USE OF A VISUAL PROPERTY

IN77 AND FUTUREBRAND

FutureBrand's creative team refreshed in77's visual identity to reinforce its position as a vibrant, upscale retail landmark. The rebrand introduces bold colours, modernised typography and a compelling new slogan designed to connect with younger audiences through striking aesthetics and emotional resonance. The visual system showcases strong coherence and purposeful design. One judge described the work as "clear, intentional and impactful."



BRONZE



LOGITECH AND LABBRAND

LABBRAND partnered with Logitech to craft strong creative assets for the G517 keyboard and capture the essence of next-generation gameplay. Assets featured futuristic and cosmic visuals and new product names to resonate with the spirit of exploration in gaming. The strategy impressed Chinese gamers, resulting in strong market performance and excellent feedback. "Immersive and polished," described one judge.

BEST USE OF A VISUAL PROPERTY

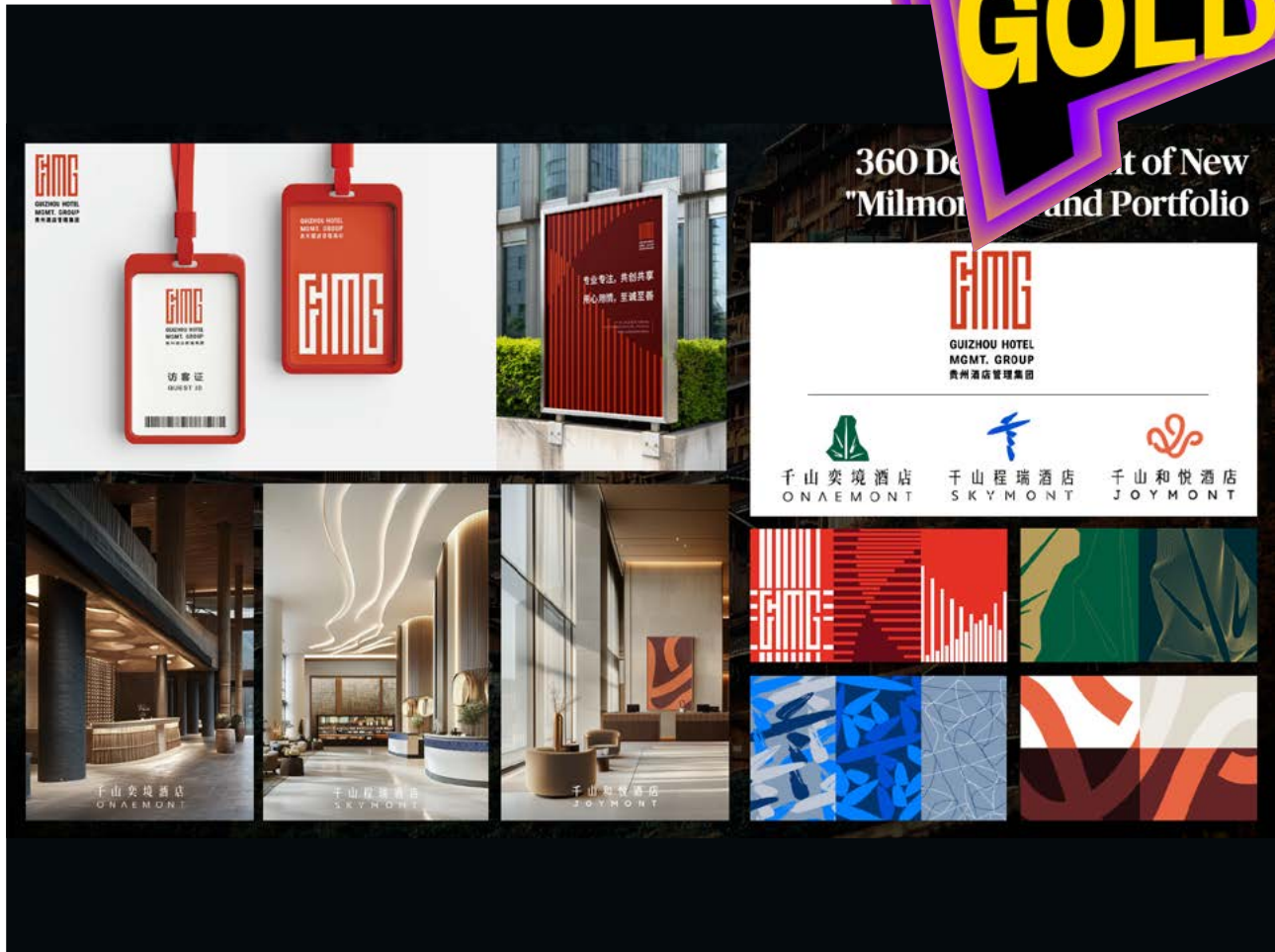
VUS AND LINE COLLECTIVE

Line Collective worked with VUS to help the brand stand out in Vietnam's competitive English language training market. The visual identity refocused on dynamic, fluid graphics inspired by the iconic VUS logo swoosh. This core visual anchor addressed brand fragmentation and boosted recognition across all touchpoints, including significant increase in impressions and reach. One judge praised it as "versatile and impactful."



BEST BRAND ARCHITECTURE SOLUTION

GOLD



GUIZHOU TOURISM INDUSTRY DEVELOPMENT CO. AND LABBRAND

Guizhou Tourism Industry Development Co. partnered with LABBRAND to create a distinctive hotel brand portfolio. The brand architecture solution for the Milmont portfolio centred on three core pillars: infinite exploration, connection and dialogue. Together, the partners developed three unique brands tailored to different market segments.

Focusing on what travellers seek to discover when visiting Guizhou, the design incorporated the region's stunning natural landscapes and rich cultural diversity to tell a compelling visual story that invites exploration. The new brand identity is both sophisticated and luxurious, while remaining inclusive and welcoming to a wide range of travellers visiting the Guizhou province. The judges were impressed by the "rigorous research and work processes" clearly displayed by this partnership. "A fantastic example of using brand architecture to achieve a mission-driven purpose," said one judge.

BEST BRAND ARCHITECTURE SOLUTION

WEIMOB AND INTERBRAND

Weimob, a leading cloud-based commercial and marketing solutions provider, partnered with Interbrand to revitalise its brand and strengthen business synergy. Guided by in-depth internal and external research, Interbrand developed a new brand architecture to support Weimob's expansion and diversification, resulting in a stronger, more cohesive brand presence across markets. The judges thought this entry was "clearly articulated" and "an empowering strategy."



BEST USE OF COPY STYLE OR TONE OF VOICE



TSINGTAO AND LANDOR

The "Hảo Good Times Taste" campaign tapped into Tsingtao's distinctive heritage as a beer brand shaped by the fusion of Chinese and German culture. In partnership with Landor, the campaign aimed to cut through a crowded and highly competitive market while realigning the brand with consumers' evolving lifestyles in a post-pandemic world.

The copy style and tone of voice were crafted to elevate Tsingtao beyond being just a beer brand, positioning it as a symbol of adventure, discovery and meaningful social connection. Central to the campaign was the carefully developed copy line "Hảo Good Times Taste", a phrase that unites the brand's eastern and western roots in a simple yet powerful expression. The line celebrates shared cross-cultural experiences and strengthens consumer affinity with the brand. Judges praised the campaign as "simple genius" and "a system that can deliver brand experience and recognition at scale."

BEST USE OF COPY STYLE OR TONE OF VOICE

LOGITECH AND LABBRAND

To support Logitech's evolution as a leading innovator in the gaming peripherals industry, LABBRAND developed a refined copy style for the G517 gaming keyboard. The language emphasised Logitech's vision of cosmic exploration and precise control. A creative, distinctive name was essential. The name 星巡, meaning "cruising among the stars", successfully embodies the ambition to push gaming beyond its limits. Judges praised the project for its "consistent and solid strategy and execution."



BRONZE

The joy of being who
You simply are'



A little selfcare today
goes a long way

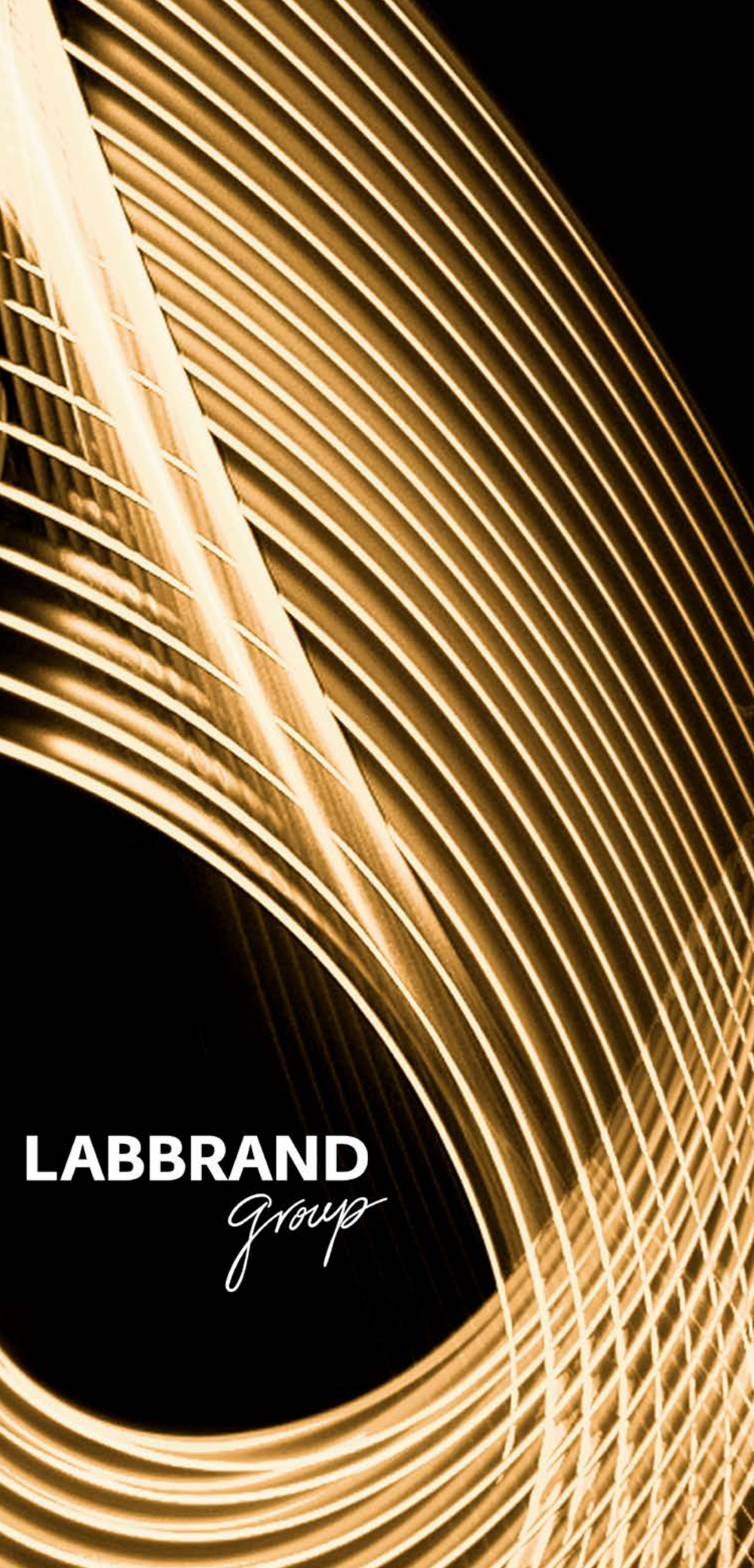


Real change feels slow
#giveittime



RE'EQUIL AND BOD CONSULTING

Re'equil partnered with BOD Consulting to transform its clinical copy style and tone to a more audience-focused, intelligent pharmaceutical brand. By identifying target consumers as ingredient-conscious and results-driven, BOD repositioned Re'equil as a science-based personal care brand. The new tagline, "You simply are", resonated with audiences, celebrating individuality and positive self-expression in the competitive Indian beauty industry. One judge praised the "strong starting point" and noted that the brand continues to get four-star consumer reviews.



LABBRAND
Group

**Your Brand is
Your Power**

BRAND INNOVATIONS

Market Research
Brand Strategy (Corporate,
Consumer, Product)
Verbal Strategy & Naming
Brand Design

BRAND EXPERIENCE

Experience Strategy &
Management
Brand Communication
Digital, Spatial & UX Design
Product & Service Innovation

BRAND MANAGEMENT

Innovation Organization
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BEST BRAND EXPERIENCE



AZKO AND LANDOR

Landor partnered with ACE Hardware to reimagine the brand as AZKO, a lifestyle-led identity built around inspiration and possibility. By focusing on creating a seamless brand experience, AZKO shifted its delivery of home improvements from a purely functional task to a deeply personal journey.

To connect with modern consumers, the new brand platform combined curated product storytelling with adaptable store environments and immersive experiences. A standout feature was the creation of interactive spaces inviting shoppers to visualise how products could transform everyday living, from an at-home wellness retreat to a kitchen designed to host gatherings. Digital platforms mirrored these in-store experiences with a curated design that was both practical and aspirational. Judges commended the brand experience, highlighting its "strong quantifiable results for sales, footfall and transactions." One judge described it simply as a "brilliant transformation".



MARRIOTT AND LABBRAND

In response to the growing demand for leisure travel in Greater China, Marriott collaborated with LABBRAND to design a family-focused brand experience that could engage a broader audience while standing out in an increasingly competitive hospitality market. The strategy carefully balanced playful, child-friendly visuals with Marriott's established identity of sophistication and luxury.

At the heart of the initiative was a group-wide, family-driven intellectual property featuring three animated animal mascots, each with a distinct personality. These characters were brought to life through themed rooms and identifiable design elements, creating immersive family experiences that complemented Marriott's premium brand tone. Crucially, the flexible system allowed each hotel to tailor the IP to suit its specific consumer base. Judges commended the approach as both comprehensive and memorable, with one describing it as "clever" in its use of a mascot-driven theme.

BEST BRAND EXPERIENCE

PEPSICO – WHATTHECUP!

PepsiCo delivered a futuristic brand experience with the creation of WHATTHECUP!, a brand vending machine powered by advanced robotics. Powered by technology from Tobin Thailand, the machine offered more than 300 customisable drinks and immediately captured attention with fluid animations in PepsiCo's signature colours. The innovative concept tapped into consumer curiosity and created viral intrigue. Following a successful prototype launch in Singapore and Dubai, the vending machine is now set for wider global expansion. Judges praised the work as a "refreshing approach" with "great execution".



BRONZE



CLARINS AND LONSDALE DESIGN

Clarins partnered with Lonsdale Design to create a culturally tuned brand experience that strengthened relevance among younger Chinese consumers. The immersive retail concept blended interactive zones, gamified education and digital personalisation to guide visitors through an emotional and informative journey. Multi-sensory pop-up experiences captured the attention of tech-savvy audiences in-store, encouraging exploration, product discovery and tailored recommendations. The approach extended beyond physical spaces, generating significant digital and social engagement. Judges praised the "great consumer journey" and "interactive experiential approach".

BEST BRAND EXPERIENCE

VOCUIS BRANDING & DESIGN

VOCUIS partnered with InterContinental Hotel Group on the development and visual design of Hotel Indigo. The brand experience was designed to immerse guests in the local Tibetan culture and natural landscapes. Every detail of the hotel, from soft furnishings and art pieces to operational elements, were carefully crafted to integrate local design influences. The result is a seamless fusion of traditional culture with contemporary hospitality. One judge described it as a "beautifully executed project".



Cultural Deco Elements

VOCUIS blends local influences with design innovation, collaborating with interior design, architecture, and art to craft meaningful, functional spaces. Indigo Juuzhai, elements like the Divine Eagle motif and Tibetan totems was immersive experience, where every detail echoes Juuzhai's breathtaking landscape and rich cultural heritage.

BEST WAYFINDING OR SIGNAGE



SUNGROW AND METATHINK CONSULTING

Sungrow, a leading Chinese energy equipment and solutions provider, aligned its operational and production spaces with a refreshed visual identity. Central to this transformation was a redesigned wayfinding system, developed with MetaThink Consulting, that delivers clear navigation while reflecting Sungrow's brand DNA.

Using signature colours and iconic motifs, the system infuses each space with a distinct identity, highlighting the company's commitment to environmental stewardship and renewable energy. The design process was human-centric, engaging space users to ensure a functional and welcoming environment. Beyond visual aesthetics, the project strategically integrated brand culture across Sungrow's facilities. The new wayfinding system exemplifies brand consistency, usability and sustainability, creating spaces that are both operationally efficient and visually compelling. One judge described it as "a clear winner for its holistic and strategic approach that went far beyond visual design to tackle the crucial issue of cultural integration."

BEST WAYFINDING OR SIGNAGE

WELLINGTON COLLEGE INTERNATIONAL SHANGHAI AND J.W.D.K

Wellington College International Shanghai introduced a holistic wayfinding system celebrating the school's heritage while enhancing campus navigation. Inspired by its Victorian-era architecture and founding by Queen Victoria in 1859, the college's sleek signage creates a cohesive and distinctive brand experience. Thoughtfully designed for clarity and elegance, it balances functionality with identity. One judge praised it as "fantastic inspiration and final execution with an ownable identity and clear signage, strategy and expression."



BEST AUDIO BRAND

GOLD



CATHAY AND SIXIÈME SON

Cathay Pacific, the flagship airline of premium travel lifestyle brand Cathay, worked with Sixième Son to create its first-ever sonic identity, designed to deliver a consistent and emotionally engaging consumer experience across its services. The audio brand takes listeners on a rhythmic journey inspired by the airline's culture and its origins in Hong Kong. The 'Song of Cathay' tells a distinctive brand story that customers can recognise throughout their journey, across digital platforms, in-store, at boarding gates, on aircrafts and beyond.

The audio brand launched with a unique and emotive performance of the song by the Asian Youth Orchestra. The judges praised the great attention to detail as a "simple core melody with well-thought-out executions across different usages and environments." One judge described the audio brand as "consistent, cohesive and made with a lot of love."

BEST AUDIO BRAND

SMBC INDONESIA, LANDOR AND AMP

Following the merger that formed Bank BTPN, SMBC Indonesia partnered with Landor to develop a sonic identity that preserved its legacy while expanding its capabilities and reflecting a modern, universal offering. Inspired by Indonesia's rich musical heritage, the melody is unique and recognisable. Judges praised its execution, highlighting the "layering with modern sound design" and the "specific use of instruments" that made the identity memorable and connected to the brand.



BEST USE OF TYPOGRAPHY

GOLD

adidas
Future of Style

潮前站



ADIDAS AND LABBRAND

The 'Future of Style' brand space from adidas is a retail concept designed to give consumers in tier-one cities the opportunity to express their personal style. In collaboration with LABBRAND, adidas developed a bespoke sans-serif typeface that reflects Gen Z's fluid and diverse approach to lifestyle and fashion. The collection fuses sports and fashion through an avant-garde design language and futuristic aesthetic, injecting fresh energy into the brand while ensuring clarity and consistency across multiple media touchpoints.

Every element of the typography was carefully considered, from the precise kerning that conveys harmony to the variation in font weights that creates bold contrasts. Judges praised the work, with one saying the typography "captures the vibrant energy of Gen Z through its futuristic aesthetic and distinctive style design." Another summed it up as "strong, intuitive and effective".

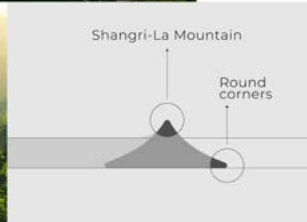
BEST USE OF TYPOGRAPHY

BAFUNHUI AND DESIGN BRIDGE AND PARTNERS

Shangri-La's BAFUNHUI reimagined the Fuzhou mall as a cultural hub, working with Design Bridge and Partners to transform the space into an 'urban living room'. The bespoke typography was designed to reflect the silhouette of Fuzhou's Sanheyuan, a traditional Chinese courtyard, and was enhanced with modern touches and calligraphy-inspired serifs. Judges praised the design as "a brilliant fusion of traditional Chinese culture and modern retail."



八邑
BAFUNHUI



INTERNATIONAL CRICKET COUNCIL AND WITEKITE

The International Cricket Council worked with WiteKite to design a bold new typographic style for the Men's Champions Trophy 2025, after an eight-year hiatus. At the core of the brand toolkit was a bespoke font available in English, Hindi and Arabic, ensuring a consistent presence across global markets. The multidimensional and dynamic typography injected energy and emotion into the brand, keeping fans immersed and engaged throughout the tournament.

BEST PLACE BRAND

GOLD



SHANGHAI CHENGTOU HOLDING CO., LTD.

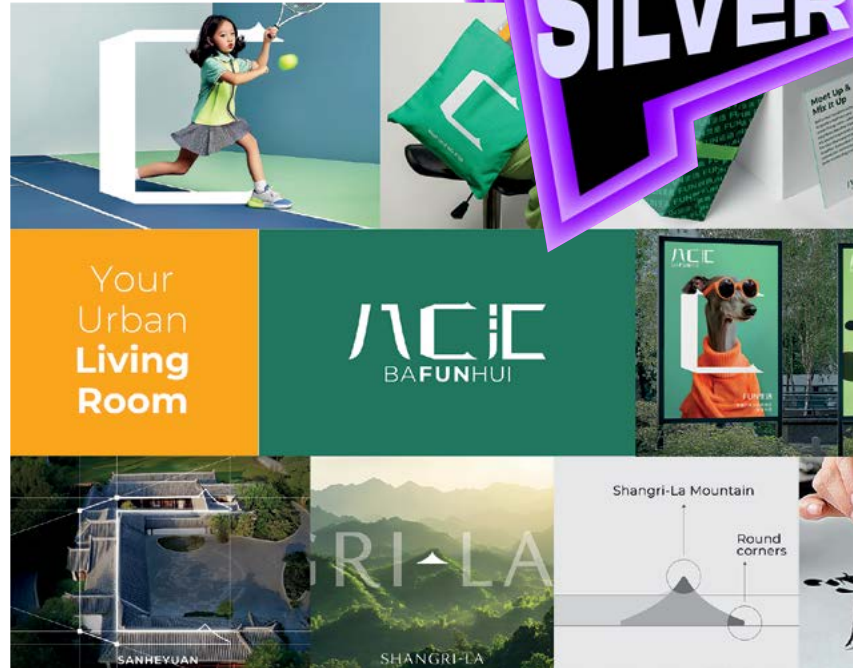
Shanghai Municipal Investment Group partnered with J.W.D.K to revitalise Aroma Garden, an urban renewal and heritage preservation project in Shanghai's Old Town. The new brand was designed to embody Shanghai's cultural values while standing apart from neighbouring developments. Research into the site's cultural origins and artistic achievements informed the brand strategy, leading to the English slogan 'Unfolding Legacy', inspired by the city's hidden stories, and the Chinese tagline 露香传, conveying modern charm.

The brand logo pays homage to the site's history, reimagining a family crest that is distinctive, symbolic and intriguing. The modernised residential district successfully enhanced brand value through heritage and innovation while strengthening human connection. Judges praised the project as having "a clear challenge, well-defined strategy and sharp execution". Others commended its "beautiful storytelling" and "strong connection to heritage".

BEST PLACE BRAND

BAFUNHUI AND DESIGN BRIDGE AND PARTNERS

BAFUNHUI partnered with Design Bridge and Partners to revitalise Fuzhou's central mall with a bold new identity. Repositioned as an 'urban living room', the space drew inspiration from the Sanheyuan, traditional courtyards that fostered community. Transformed into a modern retail hub with organic zones for shared experiences, the place brand was praised by judges as "distinctive" and for blending "Shangri-La's hospitality DNA with local cultural resonance."



SILVER

BRONZE



MINISTRY OF NATIONAL DEVELOPMENT PLANNING OF THE REPUBLIC OF INDONESIA, DIDIT HEDIPRASETYO FOUNDATION AND CELSIUS CREATIVE LAB

The Indonesian Pavilion was created to showcase the nation's vision and strengths at World Expo Osaka 2025, with Celsius Creative Lab developing a distinctive and impactful place brand that celebrated Indonesia's rich cultural heritage in a contemporary style. The design subtly referenced a boat, an enduring national symbol, while leading visitors on a journey toward the country's future vision for 2045. Judges praised the project as a "beautiful piece of work detailing the link between story and design."



PROCESS



BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



LEE KONG CHIAN SCHOOL OF MEDICINE, NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE

The Lee Kong Chian School of Medicine was founded through a partnership between Nanyang Technological University in Singapore and Imperial College London. Having built a strong reputation since inception, the partners agreed the brand would branch out independently, prompting a rebrand to position LKCMedicine as Singapore's medical school of choice for research, education and partnerships.

Guided by a brand audit, research and stakeholder insights, the new narrative positioned LKCMedicine as a forward-thinking institution with a refreshed mission. A dual identity was adopted for the years leading up to its independence in 2028, balancing heritage with future ambitions. Retaining its distinctive purple while introducing bold visuals, an updated logo and sleek digital platforms, the rebrand was celebrated by judges as "a meticulous, phased approach to a delicate internal and external rollout." Judges also highlighted the "strong internal engagement and results".

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

AZKO AND LANDOR

AZKO partnered with Landor to rebrand from a traditional hardware retailer into a modern, lifestyle-focused home improvement brand. The transformation introduced a vibrant visual identity, immersive storytelling zones and a cohesive design across marketing and digital platforms. By blending creativity with strategy, the rebrand refreshed perceptions and inspired audiences, with judges calling it "a masterclass in managing a complex, large-scale rebrand."



BRONZE



BDMNTN-XL BY BINOMIAL CONSULTING AND REHLA DESIGN

Binomial Consulting and Rehla Design developed BDMNTN-XL, a new fast-paced badminton tournament series for SPOTV Asia. The energetic brand was targeted at Gen Z audiences across Southeast Asia and featured team names, logos and jersey designs that blended style with cultural relevance. The brand successfully reinvigorated interest in badminton, with judges praising its creativity and "clear challenge articulation".

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

WEICHUAN AND REDFERN DIGITAL

Weichuan sought to expand its brand into the B2B food service sector. In partnership with RedFern, the dairy and juice supplier crafted an impactful brand presence tailored to business clients in China's tea and coffee beverage market. A suite of creative assets and an informative feature film showcased the brand's pastures and manufacturing facilities, directly engaging audiences with quality and process transparency. Judges noted the "clear challenge and insightful strategy".



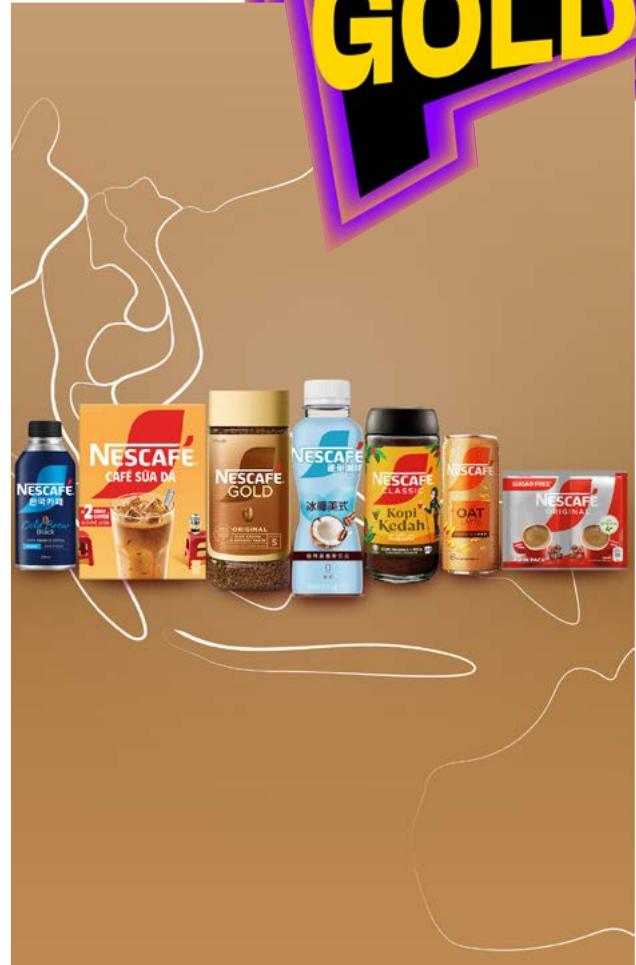
BEST LOCALISATION OF AN INTERNATIONAL BRAND



DIAGEO INDIA, SMIRNOFF AND BULLETPROOF

Diageo India, Smirnoff worked with Bulletproof to create a structured design system that reflected the vibrancy of Indian culture while retaining the iconic brand identity. Each flavour in the series told a unique story. For example, the Mirchi Mango flavour embraced India's love of mangoes, while the Minty Jamun flavour evoked memories of salted jamuns from childhood summers. The corresponding motifs amplified flavour cues with vibrant colours to stand out against competitors in store.

The packaging also evolved to enhance sustainability, which challenged the team to think creatively and ensure the design retained impact. The result was a powerful brand expression and excellent showcase of Smirnoff's international identity. "Shows a lot of spirit!" said one judge. Others were impressed that the international brand "managed local resonance through naming, typography, colours and devices while retaining Smirnoff's brand equity."



NESCAFÉ AND CBA DESIGN

Nescafé required a brand redesign that was both globally consistent and locally adaptable in the Asia-Pacific. CBA Design led projects tailored to regional markets and consumers. Using the iconic Nescafé wordmark and accent, a modular and flexible packaging system was created to balance international brand consistency with local relevance. In Australia and New Zealand, product ranges were refined to improve shopper navigation and reflect local preferences, while in the Philippines, the Classic range was adapted to suit local consumption habits.

In Hong Kong, a "Korean Café Collection" was created to attract Gen Z audiences, while in Vietnam the "Café Việt" products were refreshed with designs rooted in local culture and Nescafé's modern identity. One judge described the work as "a masterclass in understanding the relationship between a master brand and a market's cultural nuances."

BEST LOCALISATION OF AN INTERNATIONAL BRAND

ATLANTIS AND FUTUREBRAND

The Atlantis hotel group aimed to stay true to its global audience while resonating with the cultural context of each location. FutureBrand created a flexible localisation system rooted in the Atlantis ethos. For the Atlantis Sanya, the logo retained distinctive brand elements while establishing a unique identity for China. A refreshed colour palette, typography, photography and graphics ensured global consistency. Judges praised the result as "delicate and well crafted" with "strong art direction and application".



VITA COCO AND LABBRAND

Vita Coco partnered with LABBRAND to launch a comprehensive, insight-driven localisation programme. After entering the Chinese market in 2015, the brand needed to strengthen its differentiation in a competitive landscape. By mapping China's digital ecosystem and tailoring visual tools and assets, LABBRAND created a consistent and impactful brand expression across platforms. "A smart and well-executed solution that balances the brand's core signals with high impact and a strong understanding of the market," noted one judge.

BEST LOCALISATION OF AN INTERNATIONAL BRAND

NUTELLA, FERRERO TRADING (SHANGHAI) CO., LTD. AND SHINY BAY DESIGN CONSULTING (SHANGHAI) CO., LTD.

Nutella expanded its global product range by introducing four core offerings to the Chinese market. To strengthen its connection with local consumers, the brand partnered with Shiny Bay Design to develop impactful Chinese logos that reflected cultural preferences while preserving Nutella's distinctive international identity. The outcome was a cohesive and flexible brand system that clearly differentiated the subranges yet remained visually interconnected. "Very good design execution" with "clever and smart graphic design," remarked the judges.

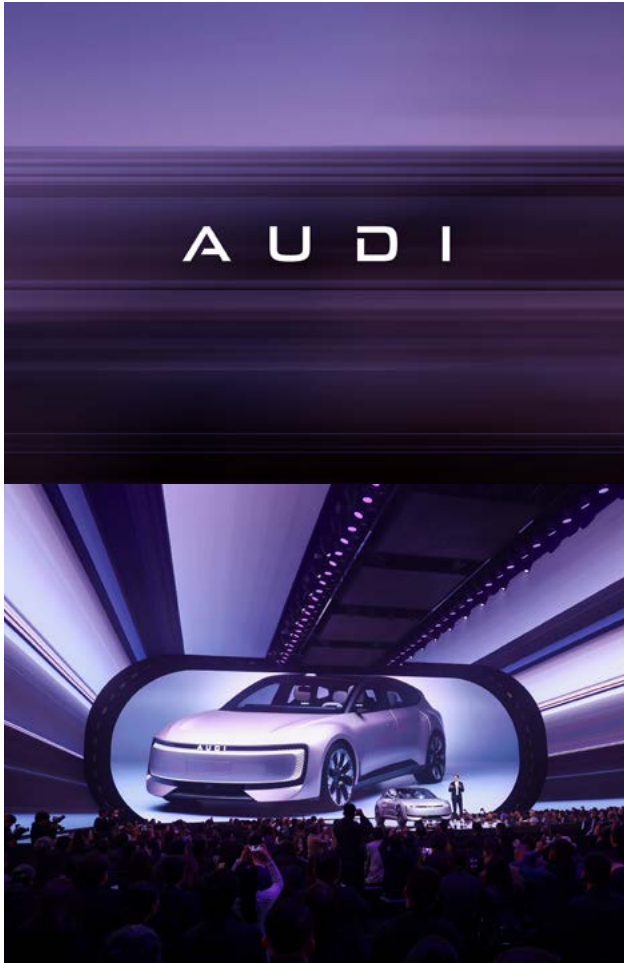




STRATEGY



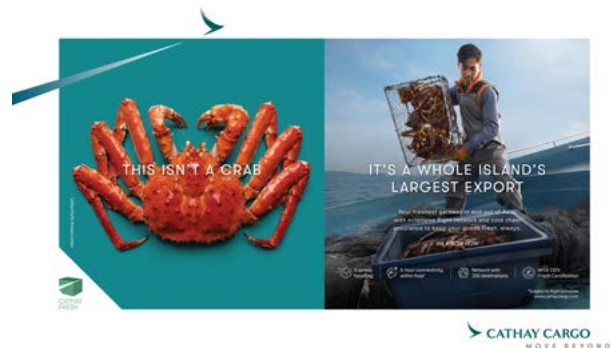
BEST CREATIVE STRATEGY



AUDI AND METADESIGN CHINA

Audi worked with MetaDesign China to introduce its new all-electric brand, AUDI. The creative strategy was tailored to a new generation of consumers who prioritise authentic self-expression and seamless, digitally integrated experiences over traditional notions of brand prestige. The visual identity conveys a bold, forward-thinking sense of luxury through a timeless and elegant design. Audi's iconic four-ring logo was retained to ensure brand recognition, while sleek typography adds a progressive edge.

The AUDI brand embodies the concept 'where motion meets emotion', with futuristic lines and colours that reflect the sense of movement and innovation within China's electric vehicle market. On the brand's digital platforms, consumers can choose between the established four-ring Audi identity and the new AUDI brand, ensuring the design resonates emotionally with audiences. "Smart strategy, creating a youthful sub-brand while preserving Audi's legacy," said one judge.



CATHAY CARGO AND LEO HONG KONG

Cathay Cargo's 'Solution Campaigns' set out to connect with audiences while redefining the brand's B2B communications and air cargo marketing strategy. Leo Burnett developed a creative approach that tapped into emotional triggers to humanise the brand. Each of Cathay Cargo's services was showcased through a compelling human narrative, brought to life with storytelling and video. By highlighting how air cargo connects the world, from delivering a schoolchild's first laptop to transporting life-saving machines, the brand positioned itself as a vital partner in global trade.

The campaign was supported by an omnichannel, online-to-offline strategy that included partnerships, events and hypertargeting. This comprehensive approach ensured relevance across the sales funnel while providing sales teams with emotionally primed leads. Judges praised the campaign for its "exceptional creativity in a conservative sector, omnichannel execution and strong measurable growth."

BEST CREATIVE STRATEGY

GOLDEN UNION GROUP AND J.W.D.K

J.W.D.K partnered with GOLDEN UNION GROUP to unify three resort destinations in the Zhejiang province under a single signature brand tailored for affluent Chinese travellers. The creative strategy embraced the essence of Chinese culture, presenting a portfolio that was both warm and elegant while also celebrating the uniqueness of each destination. "Strong cultural insight with the 'Joy of Hosting' concept, tailored for Chinese travellers," said one judge.



INDIA GATE AND LANDOR

India Gate partnered with Landor to reimagine how audiences connect with its products, aiming to guide and inform consumers when purchasing rice. By shifting the focus from price to value, the brand delivered a personal and intuitive creative strategy. The packaging design highlights product features and descriptors, while remaining modern and inclusive. "Clear challenge and consumer insight with a vibrant creative system and measurable results," said the judges.

BEST CREATIVE STRATEGY

P&G AND NICE LTD.

The creative strategy for the SK-II LXP luxury skincare series, developed with NICE and P&G, focused on cultural authenticity and emotional resonance. Inspired by Kintsugi, the Japanese art of repairing pottery with gold, the packaging, experience and product ritual connected with consumers through stories of strength and renewal. "A culturally rich concept that redefines luxury skincare with authenticity," commented one judge.



RPC AND LIVING GROUP

RPC partnered with Living Group to deliver a unified brand and creative strategy. The refreshed visual identity retained the equity of the firm's logo while introducing a distinctive design that reflects its values and personality. Enhanced communications improved discoverability and consistency across digital touchpoints, creating a cohesive brand presence. Judges praised it as an "effective brand refresh with clarity in positioning and digital transformation."

BEST BRAND EVOLUTION (BUSINESS)



VUS AND LINE COLLECTIVE

Line Collective and VUS built a cohesive brand world to express VUS' personality and story. To stand out in Vietnam's crowded English language training market, VUS underwent a bold brand evolution that not only differentiated its external brand to customers but also addressed internal inconsistencies across the business.

The existing static logo was transformed into a dynamic, fluid graphic representing the 'path', symbolising learners' ability to unlock potential and imagination through language. This flexible path design, combined with unique illustrations, vibrant colours and playful typography, created a cohesive yet adaptable brand identity. The brand was modernised to engage audiences of all ages and convey VUS' future-facing identity. Judges described the brand evolution as having "exuberance and vibrancy" with a "strong visual identity". One judge praised the bold creative choices and the confident shift in direction.

BEST BRAND EVOLUTION (BUSINESS)

WEIMOB AND INTERBRAND

Weimob provides SaaS tools and cloud-based commercial and marketing solutions to businesses. Following its strategic transformation from an SaaS tool provider to an ecosystem enabler, Weimob partnered with Interbrand to refresh its visual system, reflecting its foundation in technology, synergy and growth. Informed by an in-depth research phase, the brand highlights Weimob's commitment to co-creating value and enabling long-term sustainable growth. Judges praised the "great execution" and "well-presented challenge".



DIGIWIN AND SIEGEL+GALE

Digiwin transitioned from a traditional enterprise resource planning provider to a platform-oriented enterprise powered by data and intelligence. Siegel+Gale reshaped Digiwin's brand identity to reflect its technological core while cultivating a more global perception for future growth. The evolution included a revitalised brand platform, innovative visuals and clear guidelines to ensure cohesive implementation. "Clear and compelling proposition that sets the company up for future success," said the judges.

BEST BRAND EVOLUTION (BUSINESS)

MINISO

MINISO reimagined its consumer journey to create emotionally engaging, immersive and globally scalable spaces while retaining its fun and affordable brand identity. Edelman China delivered MINISO Land, a concept blending IP storytelling, immersive zones and interactive designs. Flagship stores and pop-ups sparked interest and social sharing, evolving MINISO into an emotional lifestyle brand offering joyful experiences. Judges praised it as a "clever transformation with strong performance and results."



LANDOR

**MAKING
BRANDS
MORE
VALUABLE,
LESS
VULNERABLE.**

We are world-leading brand experts, underpinned by the most expansive strategic and creative capabilities in our category. We are part of WPP, the creative transformation company.



BEST BRAND EVOLUTION (CONSUMER)



CHAPANDA AND LANDOR

In China's competitive milk tea market, ChaPanda faced a lost brand image and limited connection with Gen Z consumers. Landor transformed ChaPanda's passion for flavour into a compelling narrative and visual identity that honoured its heritage while propelling the brand into the modern era.

The existing ChaPanda logo was reimagined as a dynamic brand ambassador embodying a playful and authentic personality. A signature set of hand-drawn illustrations drew inspiration from Chengdu's heritage and landscapes. A vibrant colour palette emphasised freshness and quality, creating a memorable and distinctive visual system. The brand evolution drove significant membership growth, new product launches and increased revenue. Judges recognised the team's deep understanding of the social and community aspects of its audience. "A brilliant execution of modern branding" with "a versatile design to work in different formats," said one judge.

BEST BRAND EVOLUTION (CONSUMER)

INDIA GATE AND LANDOR

India Gate worked with Landor to deliver an impactful brand evolution that transformed rice shopping from a habitual task into an intuitive and empowering experience. The packaging was redesigned to provide clear, informative signposts, helping consumers select the right product for their individual needs. Judges described this as a "beautiful project and execution" noting the "clear understanding and segmentation of the target audience."



SILVER

SILVER

MOJI WEATHER AND INTERBRAND

Since 2010, Moji Weather has grown into a provider of professional meteorological services for individuals and businesses. Developed in collaboration with Interbrand, the brand evolution highlighted Moji Weather's intelligent and professional identity as a weather companion, while introducing a distinctive symbol that blends technological sophistication with warmth to appeal to consumers. Judges praised the work for its "clear articulation of challenge" and its "modern, fresh and relevant design".



MOJI

BEST BRAND EVOLUTION (CONSUMER)

CHURIN LEADER FOODS AND DRAGON ROUGE

Dragon Rouge supported Churin Leader Foods in delivering a strategic brand evolution, transforming it from a regional specialty into a nationally recognised name that drives consumer engagement and sales. The strategy focused on rediscovering Churin's origins, modernising its visual identity and enhancing the packaging of its traditionally made sausages to resonate with modern consumers. "Love the clarity, simplicity and evolution," said one judge.



BRONZE

BRONZE



JINHE AND SIEGEL+GALE

Premium rice brand Jinhe partnered with Siegel+Gale to enhance brand recognition through a comprehensive brand evolution. By highlighting the brand's commitment to nature and quality, the design conveys the simple joys rice can bring to everyday life. The refresh also laid the groundwork for Jinhe's future growth as a broader, more diversified agricultural brand. "Inspiring brand evolution," praised one judge.

BEST BRAND EVOLUTION (CONSUMER)

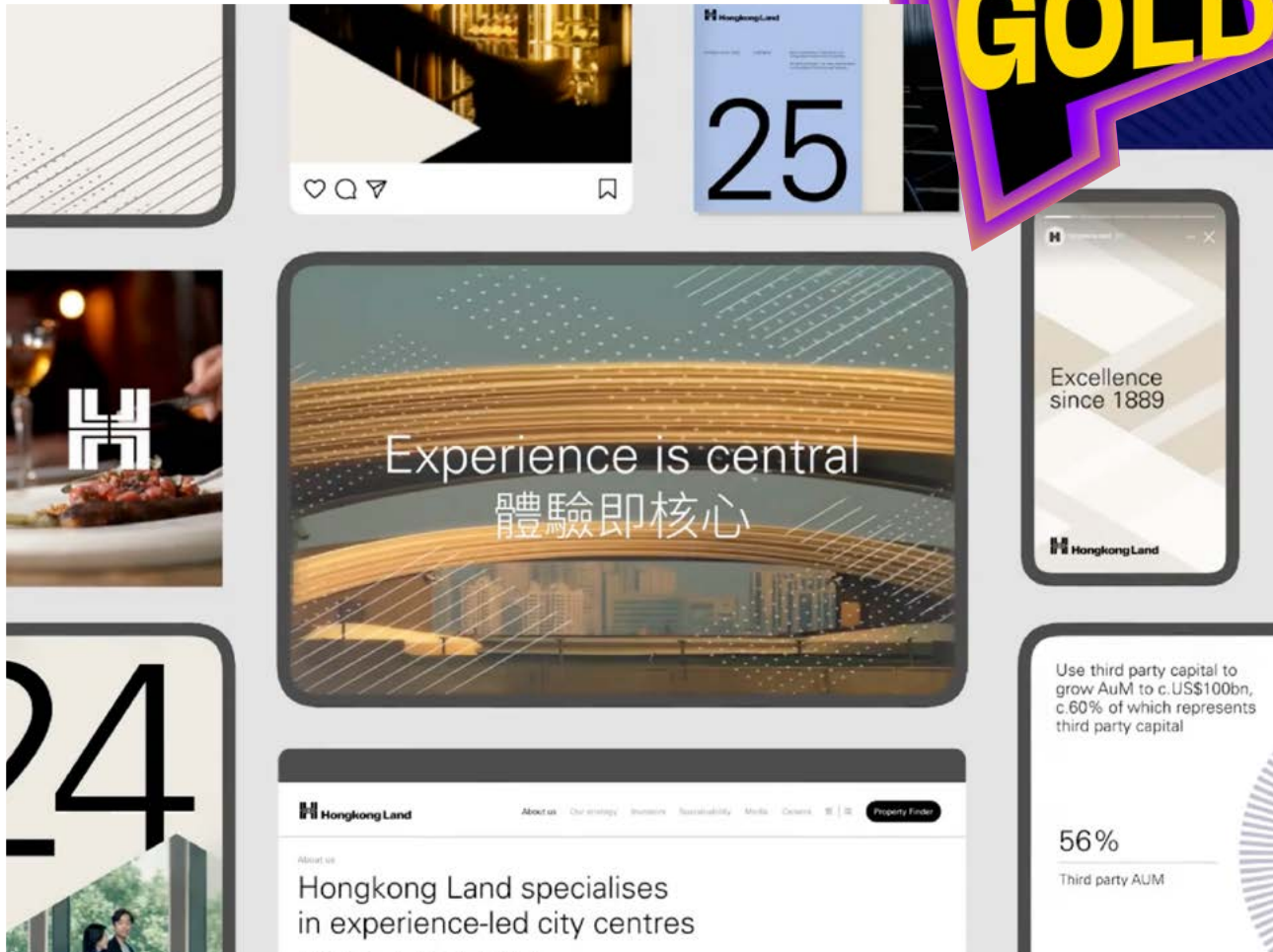
KOREAN AIR AND LIPPINCOTT

Korean Air partnered with Lippincott to modernise and elevate its brand identity. "Great work, great execution," said one judge



HIGHLY
COMMENDED

BEST BRAND EVOLUTION (CORPORATE)

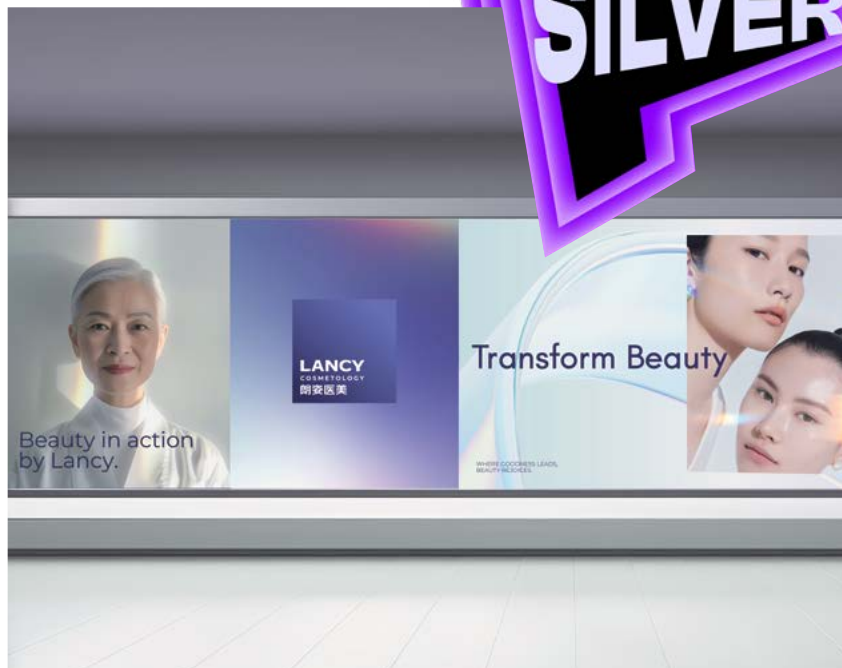


HONGKONG LAND AND DNCO

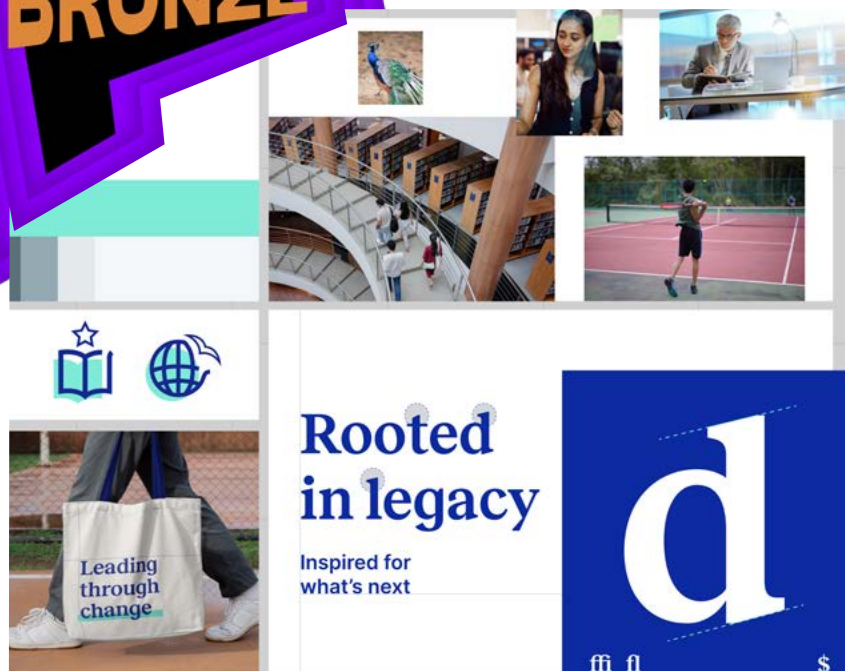
Hongkong Land partnered with DNCO to deliver a brand evolution that modernised the real estate developer and showcased its capabilities as an innovative business. At the heart of the new identity is the brand's distinctive 'H' symbol, inspired by the ancient Chinese character for longevity, which adds depth and dimension to the design.

DNCO also developed a new brand story celebrating Hongkong Land's core strengths and helping the brand stand out in the digital age. The evolution created a more cohesive visual identity and contributed to commercial success, including share price uplift and market capital growth. To ensure consistent implementation across markets, more than 800 employees participated in brand masterclasses. Judges praised the impact and clarity of the work, noting the powerful CEO testimonial. "Subtle and nicely crafted evolution," said one judge.

Medical aesthetics provider Lancy Cosmetology worked with Dragon Rouge on its brand evolution to redefine safety as the new luxury, bridging clinical excellence with emotional resonance. The design features a dynamic 3D prism symbolising transformation, a refined colour palette and authentic photography that replaces artificial perfection. "The identity and visual design make complete sense for the repositioning of the brand," commented one judge.



BRONZE



The Indian School of Business partnered with Landor to redefine its identity as a cutting-edge, research-led institution shaping future leaders. The new positioning, 'Knowledge as Empowerment', aligned with stakeholders' shared vision for the future. The evolution also included a refreshed visual identity, redesigned website and cohesive rollout across platforms. Judges praised the work as "great design" and "effective repositioning".

BEST BRAND EVOLUTION (CORPORATE)

SIME AND DELOITTE SOUTHEAST ASIA

Sime Darby and Deloitte Southeast Asia modernised its brand to reflect its role in infrastructure, mobility and sustainable development. The brand evolution introduced human storytelling and fluid graphics with bold typography and colour palettes to balance its heritage with a new forward-facing energy. The result was increased pride, cohesion and commercial momentum among principals, investors and consumers. "Showcases the intricacy of design at the pixel level," said one judge.



We design brands with the power to move people

Design bridge
and partners



BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



BAFUNHUI AND DESIGN BRIDGE AND PARTNERS

BAFUNHUI was created in partnership between Shangri-La and Design Bridge and Partners to address the risk of shopping malls becoming obsolete in the digital age. The brand redefined the shopping mall as the cultural heartbeat of Fuzhou and a modern community hub.

The creative concept was inspired by traditional courtyard homes, with three buildings surrounding a central open space. The brand name reflects this layered design, with each part representing a distinct element of the identity. The primary green colour pays homage to nature and aligns with Shangri-La's hospitality philosophy. The strategic creative development transformed BAFUNHUI into a vibrant cultural destination, earning positive media coverage and enthusiastic social media reviews from visitors. Judges praised the work, noting it as a "beautiful design system leveraging the cultural elements of the logo."



SHANGHAI JUSSEVENT MANAGEMENT CO., LTD. AND JIBE

The Tour of Shanghai created a sporting event that combined powerful storytelling, lifestyle branding and regional ambition. It was the first race to connect Shanghai's 'five new towns' through a singular, narrative-driven route. Jibe led the full development of the new brand, including strategic positioning, visual identity, slogan creation, leader jerseys and the 2024 trophy.

To elevate cycling beyond sport and foster a cultural movement, Jibe positioned it as a mindset rather than just a competition. The infinity-style logo embodies perpetual motion and progress, while the modular visual system allows each district to express its own story under the master identity. The brand united stakeholders and engaged diverse audiences, from athletes to international sports bodies and local communities. Judges described it as "a cultural movement beyond cycling", successfully "elevating a cycling race into a civic and cultural platform."

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

AZKO AND LANDOR

AZKO was created to replace trusted retailer ACE Hardware, transforming it into a modern lifestyle brand centred on relationship-driven experiences. The new brand design, created with Landor, preserved loyalty among existing customers while using bold contemporary visuals to attract new audiences. The result was an approachable yet aspirational brand, launched at a New Year's Eve event with more than 200,000 attendees. Judges praised its "seamless transformation" and "vibrant visual identity".



CSCEC HUAXIA (BEIJING) INDUSTRIAL OPERATION MANAGEMENT CO., LTD. AND JIBE

The Olympic Youth Center is a pioneering national initiative uniting sport, education and culture to engage China's next generation. Jibe developed the OYC brand using a flexible yet cohesive design system. From signage and uniforms to sporting activations, tourism experiences and digital content, every touchpoint was designed to inspire participation and pride. Judges called it "a highly ambitious national project with a clear strategy and scalable system."

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

CALL ME CHUNKY AND LANDOR

Kamath Ourtimes partnered with Landor to launch a bold new ice cream brand with a playful identity, Call me Chunky. A carefully curated visual language, distinctive typography and supersized ingredients created a striking and memorable look. Creative storytelling and an animated rabbit mascot brought the brand to life through a design centred on magic and wizardry. One judge described it as "fun, cheeky and distinctive in a saturated market."



BRONZE



360 Development of New "Milmont" Brand Portfolio



GUIZHOU HOTEL
MGMT. GROUP
贵州酒店管理集团



千山奕境酒店
ONAEMONT



千山程瑞酒店
SKYEMONT



千山和悦酒店
JOYEMONT



千山和悦酒店
JOYEMONT



GUIZHOU TOURISM INDUSTRY DEVELOPMENT CO. AND LABBRAND

Guizhou Tourism Industry Development Co. partnered with LABBRAND to create a distinctive new hotel brand portfolio. Grounded in cultural and traveller insights, the Milmont portfolio was built around three design pillars inspired by the Guizhou region. Each brand was carefully crafted to fulfil travellers' emotional needs and desires. Judges praised the work for its "highly authentic execution, clear portfolio system and creative storytelling."

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



DIAGEO INDIA, SMIRNOFF AND BULLETPROOF

Smirnoff Flavours was developed within Diageo India, Smirnoff's structured design system, infused with the vibrancy and diversity of Indian culture. The range created with Bulletproof retained key elements of the brand's global identity while embracing a distinctly Indian creative expression. Each flavour was thoughtfully designed to reflect elements of local culture and tell a story that resonated with audiences. The Mirchi Mango flavour captured India's love for mangoes and the Zesty Lime flavour was inspired by street-side stalls.

Created with India's vibrant drinking culture in mind, the brand identity focused on connection, self-expression and celebration. The packaging design then used vivid colours to enhance each flavour's personality. Judges praised the work for its "excellence in global localisation with local relevance and global brand DNA" and its "outstanding creativity and clear market results."



SUSTAINABLE METAL CLOUD (SMC) AND YOUR CREATIVE AGENCY

A sub-brand of Firmus, Sustainable Metal Cloud worked with Your Creative Agency to convey the brand's unique selling point as a high-performance AI computing provider with dramatically reduced energy consumption. The brand strategy was built on radical transparency and featured an innovative brand video that brought the world of AI computing to life. Footage was filmed inside the brand's supercomputer and then combined with a motion-first marketing strategy, blending live-action storytelling, animated graphics and interactive digital content.

The team also created a branded online carbon calculator, which engaged customers and allowed them to compare the impact of AI models, demonstrating the measurable efficiency of SMC. Judges were impressed by the innovative approach, clear sustainability narrative and strong results. "Shows infrastructure and sustainability in ways no other cloud provider has done," said one judge.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

AUDI AND METADESIGN CHINA

AUDI, the new all-electric brand within the Audi portfolio, was tailored for the Chinese market. MetaDesign China helped to redefine the idea of luxury, aligning with the forward-thinking electric vehicle market. The design established a signature visual language based on 'kinetic shift', ensuring the ethos 'when motion meets emotion' was consistently reflected. "Successfully balanced its German heritage with a youthful, localised identity in China," said one judge.



SILVER

BRONZE



CHINA RESOURCES LAND LIMITED AND DRAGON ROUGE – MIXC VILLAGE

MIXC Village was created as a new brand within the MIXC Lifestyle portfolio. China Resources Land Limited in collaboration with Dragon Rouge, the distinct brand identity captured the growing demand for leisure-driven shopping in China's Greater Bay Area. The project integrated natural landscapes into the shopping journey, merging high-end retail with a serene, resort-like atmosphere. Judges praised its "unique creativity in retail and tourism" that "offers escapism and lifestyle storytelling."

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

VITANTONIO AND PROGLÉ.

Vitantonio worked with PROGLÉ. to reposition the kitchen appliance brand within its parent company's portfolio, rebuilding its identity around a narrative that resonates with modern families. The target audience was defined and the brand identity was shaped around their interests and lifestyle. The iconic red was also redefined to convey emotional warmth while still honouring its heritage. Judges noted it "balanced tradition with contemporary calm."



BEST NAMING STRATEGY (NEW NAME)



CALL ME CHUNKY AND LANDOR

Kamath Ourtimes partnered with Landor to create a bold new ice cream brand with a cheeky personality designed to stand out in the Indian market. To capture the brand's essence, the team sought a name that would connect with audiences on an emotional level. The result, Call Me Chunky, instantly grabs attention, reframing 'chunky' as something impressive and loaded rather than heavy.

Landor identified the brand's defining feature – the generous chunks – and placed it front and centre. The playful statement is disarmingly casual and sassy, giving the brand a confident voice and positioning it as a vibrant contender in the category. Unlike most ice cream names that describe what's inside the tub, Call Me Chunky defines the personality of the brand itself. Judges praised the name as "fun and memorable" with "great execution and conversational naming."

BEST NAMING STRATEGY (NEW NAME)

SHANGHAI JIAYUN INVESTMENT AND J.W.D.K

Shanghai Jiayun Investment's EKA Tianwu is a modern urban cultural destination for Shanghai's creative community. Developed on an industrial heritage site, the name blends EKA -Sanskrit for 'one' and 'unknown element' - with Tianwu which is derived from 天工开物, meaning 'the exploitation of the work of nature'. The name crafted by J.W.D.K symbolises the reinvention of architecture and space and celebrates creativity. Judges called it "beautifully built".



BRONZE



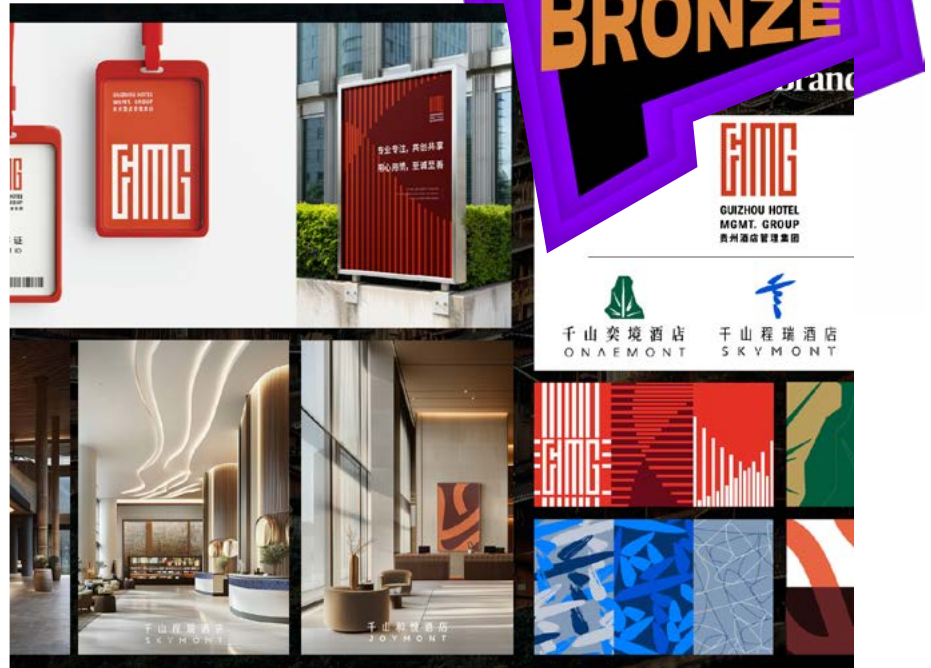
BAFUNHUI AND DESIGN BRIDGE AND PARTNERS

Shangri-La's BAFUNHUI development reimagined the mall as Fuzhou's cultural hub. Design Bridge and Partners helped create a name that reflected the transformation of the mall into a space for meaningful human connection. The name 八方汇 was crafted with layered meaning to mirror the architecture, hint at inclusivity and reflect cultural crossroads. Meanwhile the English name, Bā Fāng Huì, conveys fun and communal joy. Judges called it an "interesting project with a solid strategy and execution."

BEST NAMING STRATEGY (NEW NAME)

**GUIZHOU TOURISM
INDUSTRY DEVELOPMENT
CO. AND LABBRAND**

Guizhou Tourism Industry Development Co. partnered with LABBRAND to craft a compelling brand identity that reflects Guizhou's natural beauty and cultural richness. Each hotel within the Millmont portfolio was thoughtfully named. The five-star Onaemont resort, for example, features a simple, memorable name in both Chinese and English, drawing inspiration from classical literature and poetry. The name offers guests an ethereal and dreamlike experience. "Strong story through the name," said one judge.



BEST NAMING STRATEGY (RENAME)



GOLDEN UNION GROUP AND J.W.D.K

GOLDEN UNION GROUP acquired full ownership of three luxury properties located in the natural landscapes of Zhejiang. J.W.D.K worked to unify the resorts under a single brand identity. Targeting affluent Chinese travellers, the rebrand needed to reflect the resorts' refined ethos while evoking emotion and elegance. The hotel name Ahn Lan captures the tranquillity of Zhejiang with its meaning 'a place where the soul and body can rest and enjoy the beauty of nature'. Its Chinese name, 安嵐, continues the established luxury identity, while the English name, based on Chinese pinyin, incorporates the creative spelling Ahn.

This subtle twist conveys the brand's high-end, mysterious identity while ensuring global audience recognition. Judges praised the name for its "balance of heritage, phonetics and readability, with a creative twist that elevates it into the luxury space."

BEST NAMING STRATEGY (RENAME)

KANADEVIA AND INTERBRAND

The Kanadevia brand has undergone several phases of evolution since being founded in 1881. Interbrand supported the latest phase of this evolution, providing the brand rename in both English and Chinese. The new name Kanadevia or 科纳维 enables audiences to understand its evolution and conveys the ethos of breaking through technologies for people and the planet. Judges thought the rename clearly "aligns with the brand value."



The background is composed of several overlapping geometric shapes. A large, dark purple shape occupies the top half of the frame. Below it, a large, bright pink shape covers the middle and bottom sections. A smaller, darker purple shape is located in the bottom right corner. A thin white line runs diagonally across the top of the dark purple shape.

TYPE



BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



VISTRA AND PROPHET

EQT Private Capital Asia, the Asian private equity arm of EQT, invested to merge Vistra and Tricor, creating a single unified professional services brand. The rebrand combined two legacies into one purpose-led global identity. Retaining the Vistra name, Prophet redefined the brand's positioning, identity and culture under the new platform 'The Progressive Ally', positioning Vistra as the global authority in enabling business growth.

The reimagined brand is bold, confident and purposefully simple, with a distinctive logotype featuring a leading-edge V and rounded angles for resilience. Prophet developed a full visual system, brand book and design guidelines to ensure consistency and impact across digital platforms. Launched in March 2024, the rebrand received an overwhelmingly positive response. Judges called it "a clear winner for its holistic, strategic approach" and "a masterclass in corporate rebranding after a merger."

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

EKPI, BY AGENCYX DKSH

DKSH-owned food-blending expert ekpi underwent a full corporate rebrand to support its global ambitions. Led by DKSH's in-house AgencyX, the rebrand fused the brand heritage with modern creativity, introducing a vibrant, fluid identity that celebrates ekpi's expertise in customised ingredient solutions and united teams for future global growth. "A solid and well-executed rebrand that demonstrates resourcefulness and a clear creative vision," commented one judge.



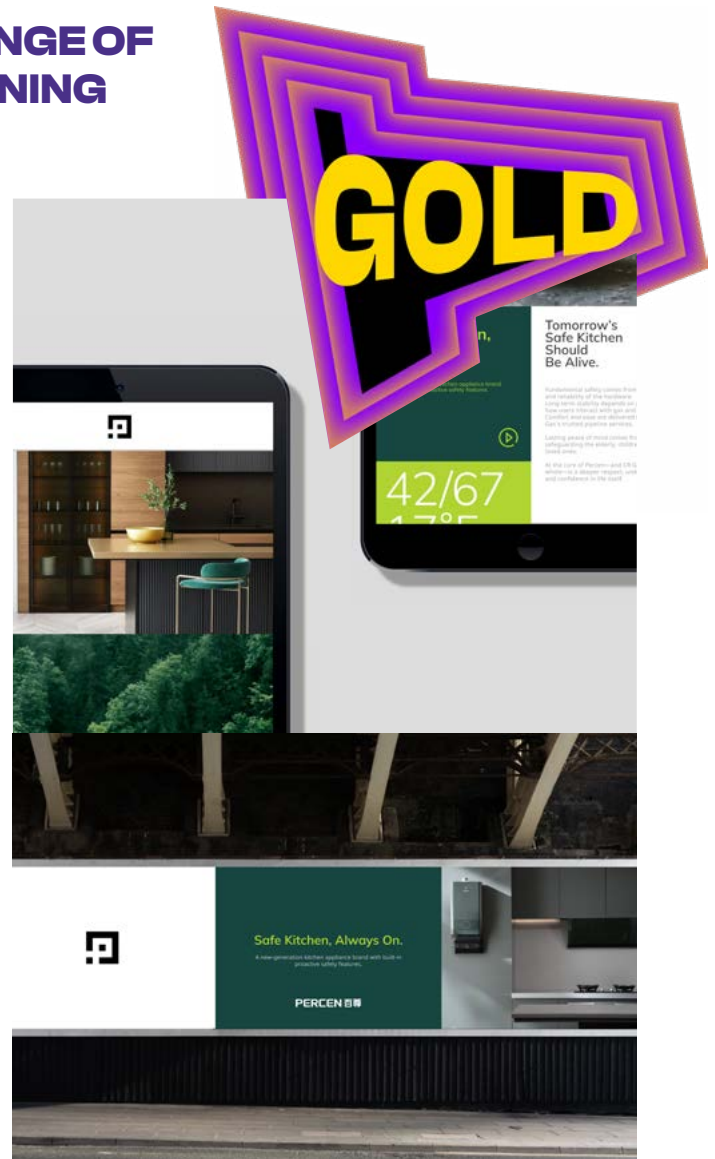
BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



KPJ HEALTHCARE AND DELOITTE SOUTHEAST ASIA

Malaysia's healthcare industry is rapidly evolving, driven by rising patient expectations and growing competition. KPJ Healthcare, operating 30 specialist hospitals, had the scale to lead but lacked a unified brand vision. KPJ sought to reposition itself as a trusted, integrated healthcare partner embracing education, research and innovation.

Deloitte Consulting led a full transformation, mapping experiences, defining a future-ready positioning and introducing Malaysia's first academic health system narrative. The new brand, KPJ Healthcare, reflects the focus on person-centred care. The holistic brand identity and unifying supergraphics were supported by digital assets and campaigns. KPJ has successfully repositioned itself in the Malaysian healthcare industry, while also achieving a rise in share price. "Deloitte delivered both strategic rigour and creative clarity, turning the brand into a national benchmark for healthcare," said one judge.



PERCEN AND FUTUREBRAND

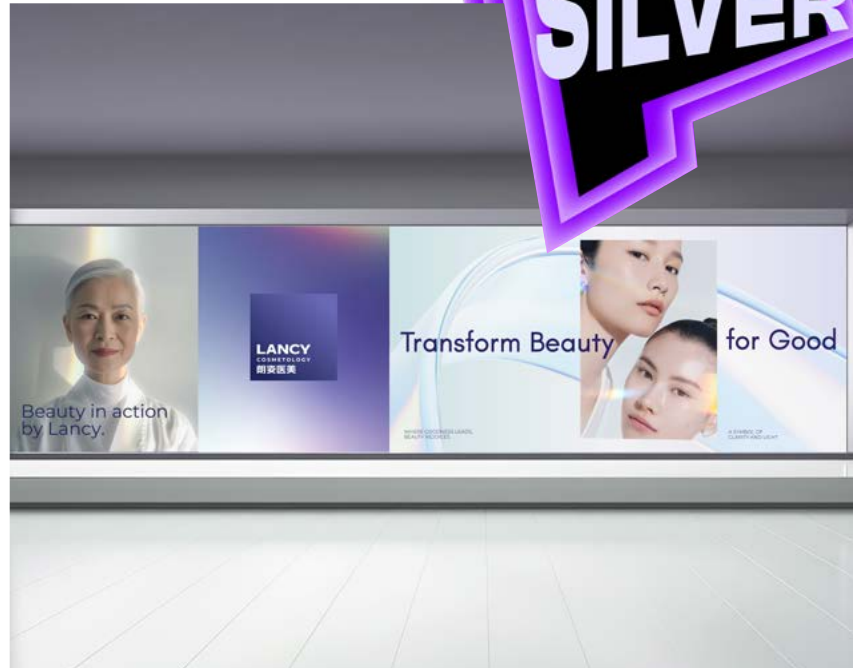
Percen is owned by CR Gas, China's largest gas company, but the brand faced challenges when competing in the kitchen appliance market, which is dominated by independent manufacturers. Partnering with FutureBrand, Percen sought to strengthen its position by moving beyond safety as a functional claim to make it an intrinsic part of its brand identity after research revealed that safety was a basic hygiene factor, not a differentiator.

The rebrand integrated CR Gas' intelligent pipeline safety system, creating a connected safe kitchen model that combined appliances, smart software and proactive safety control. This evolution elevated safety into a broader promise of human wellbeing. The new slogan, 'Always On', embodies continuous energy, reliability and vitality. Judges praised the project for its "strategic sophistication and creative imagination", calling it "a beautiful, well-considered execution that makes both brand and consumer feel safe."

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

LANCY COSMETOLOGY AND DRAGONROUGE

Lancy Cosmetology partnered with Dragon Rouge to reposition the brand around 'The Reflection of Real Beauty', redefining it as an industry mirror rather than merely a service provider. A dynamic 3D crystalline supergraphic, symbolising transformation and transparency, served as the visual anchor. The rebrand strengthened consumer trust and redefined Lancy Cosmetology's mission, values and positioning. Judges described the project as "human-centred" and "beautifully executed".



BRONZE



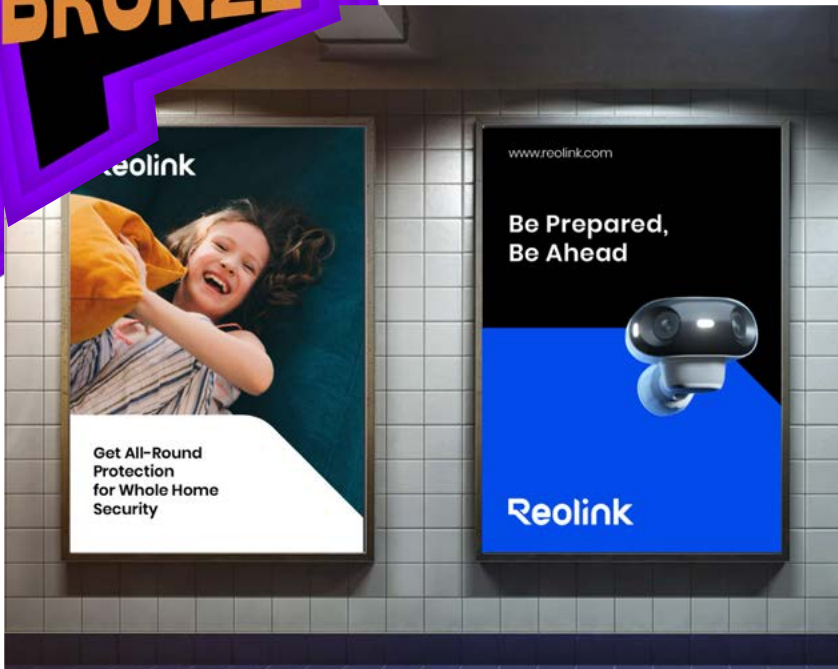
SHIMAO STAR HOTELS GROUP AND COMMON

YU Hotels & Resorts, a premium brand under Shimao Group operating seven culturally rooted landmark hotels across China, developed a new brand strategy to unify its identity. COMMON created the brand identity, selecting the window as its core cultural symbol, reflecting discovery and introspection in Chinese culture while inviting guests into story-rich environments. "This is a strong revitalisation project, marked by cultural sensitivity, clear symbolism and tangible outcomes," said one judge.

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

DIGIWIN AND SIEGEL+GALE

Digiwin worked with Siegel+Gale to deliver a thoughtful brand development strategy deeply rooted in Digiwin's new business direction and its pursuit of innovation through the integration of data and intelligence technologies. By aligning brand identity with corporate transformation, the project strengthened Digiwin's perception as an intelligent, future-focused brand. "Siegel+Gale's disciplined approach ensured strategic rigour and strong design execution," praised one judge.



REOLINK AND INTERBRAND

Reolink, a home visual technology company, wanted to evolve from a young, adventure-seeking brand into a leader in intelligent visual technology. To bring this vision to life, Reolink partnered with Interbrand for a complete brand overhaul. Comprehensive research and thorough visual identity audits informed the refreshed brand positioning that successfully balanced consistency with innovative differentiation. "A simple, elegant solution that really answered the brief," said one judge.

BEST BRAND CONSOLIDATION

ANATTA AND LABBRAND

LABBRAND partnered with ANATTA to unify and elevate the culinary brand's portfolio and identity. Through a refined visual and verbal strategy, the collaboration clarified how ANATTA and its sub-brands connect under one cohesive vision. Anchored in its founding philosophy of clean, nourishing food experiences, the result was a compelling, on-brand ecosystem that celebrates ANATTA's multifaceted culinary offerings with clarity and purpose.



BEST DIGITAL TRANSFORMATION



MOMO AND M-N ASSOCIATES

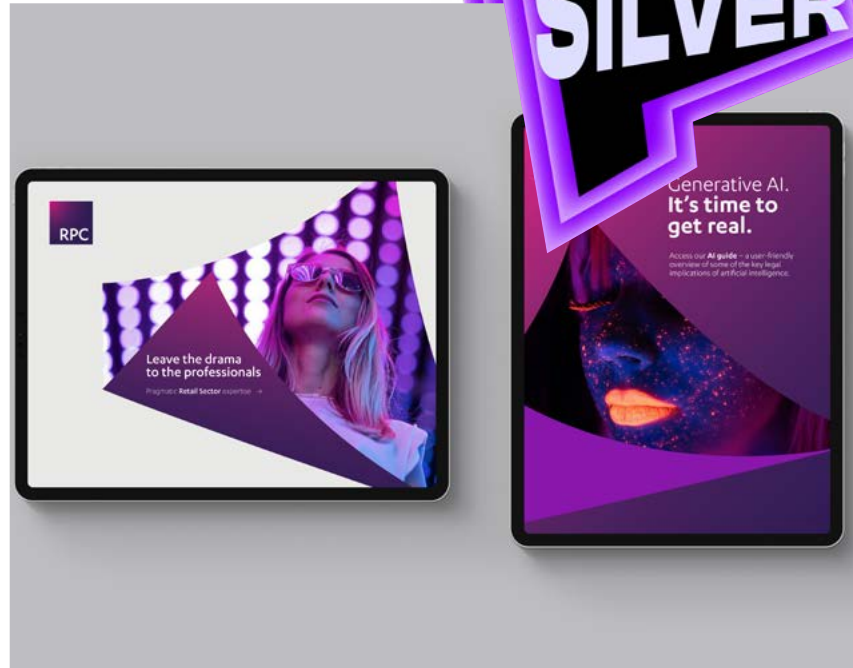
MoMo provides e-wallet services to more than 30 million people in Vietnam. As the brand evolved from a convenient service to a wider super-app, it needed a digital refresh to maintain its momentum while preserving brand trust. The transformation, created in partnership with M-N Associates, drew inspiration from Vietnam's banknotes.

By deconstructing their layers, the design incorporated textures and memorable patterns, which were reworked into a digital-first brand identity that better reflected MoMo's offering. A new typeface family enhanced the brand's human-centric and user-focused identity, inspired by handwritten signatures to convey a personal, warm touch. Original illustrations further established a distinctive identity, adding cultural depth and a human element rarely seen in the fintech industry. The judges described this as "a very brave and solid piece of work" with "interesting visual language and design."

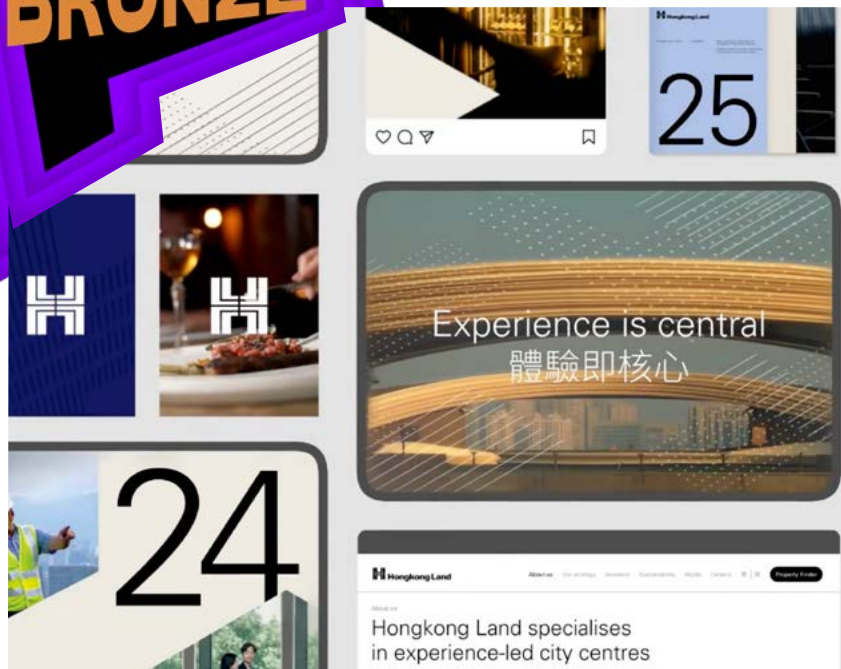
BEST DIGITAL TRANSFORMATION

RPC AND LIVING GROUP

Living Group's Hong Kong-based team collaborated with RPC to deliver a digital transformation that better reflected the brand's expertise and commitment as a responsible business. This involved a comprehensive redesign of the firm's website and social media channels, positioning RPC as a leader in the legal sector and ensuring a cohesive, unified experience that brought all aspects of the firm together under a single identity.



BRONZE



HONGKONG LAND AND DNCO

As real estate developer Hongkong Land continued to redefine city centres across Asia, its corporate brand required a modern refresh to match. DNCO revitalised the legacy identity to reflect the developer's innovative spirit, creating a brand that is both functional and engaging. The transformation included a refreshed website, digital takeovers across four cities and a dedicated brand-guidelines microsite. Judges praised its "good use of digital craft" and "intelligent evolution".

BEST EMPLOYER BRAND

GOLD



CHOW TAI FOOK JEWELLERY GROUP AND LANDOR

Chow Tai Fook, a historic jeweller, embarked on an ambitious market repositioning to become 'the Chinese house of timeless craft and beauty'. While the external rebrand introduced a new vision, mission and values, an equally profound internal transformation was needed to drive success. In partnership with Landor, the company created an innovative employer brand that engaged its diverse workforce across 11 Asian markets. The strategy recognised that each employee is a 'jewel' of a different kind, with a unique spark contributing to Chow Tai Fook's future.

The 'Ignite Your Spark' campaign empowered more than 67,000 employees across generations and geographies to embody the brand's new purpose and uphold its enduring legacy. The internal communications strategy educated and inspired employees, bringing their role within the company to life. As one judge noted, "This was not just communication but also cultural craftsmanship."

BEST EMPLOYER BRAND

DKSH

DKSH harnessed its internal team of marketers and designers to reimagine the brand from the ground up, creating a digital-first identity that honoured its legacy while embracing the future. To complete the employer brand transformation, this refresh extended to the physical workplace, with more than 20 global offices redesigned into flexible, collaborative environments. Judges praised its "balance of strategy, creativity and clear results."





WRAPPED



BEST USE OF PACKAGING (GLASS)



DIAGEO INDIA, SMIRNOFF AND BULLETPROOF

In the evolving Indian spirits market, Diageo India, Smirnoff partnered with Bulletproof to create Smirnoff Flavours. The flavoured vodka range was designed to appeal to affluent, socially active consumers and therefore required packaging that would not only stand out but also transform casual moments into vibrant social rituals. Targeting Gen Z, the glass packaging became a proud visual centrepiece that was premium, sustainable and crafted to be displayed rather than discarded.

The design fused Smirnoff's global identity with locally inspired storytelling, using bold colour blocking and intricate motifs to celebrate Indian culture. Flavours such as Minty Jamun, Mirchi Mango and Zesty Lime each embody an expressive aesthetic that is recognisable and emotive. Judges were impressed by the execution and "positioning of the visual language and design to serve consumer needs." One judge described the packaging as a "fantastic feast for the senses".

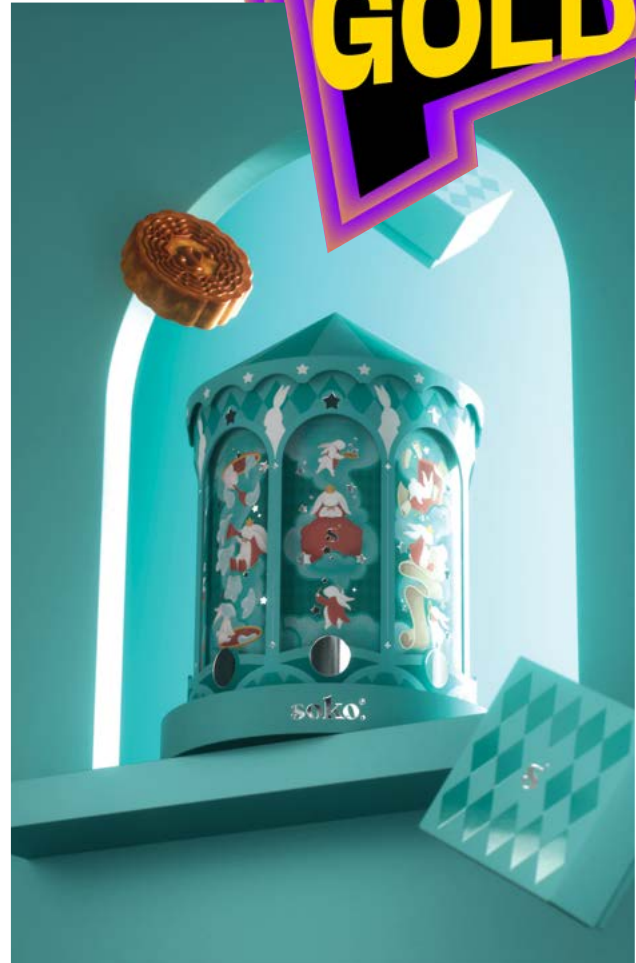
BEST USE OF PACKAGING (PRINT AND CARD)



ELEVIT KIDS AND BAYER PX

To launch its kids' range, Elevit worked with Bayer PX to reimagine its packaging as a platform for storytelling, interaction and brand-building. Known for its prenatal products, Elevit needed a new and memorable design to enter the children's health market. The packaging visuals are fun, engaging and appeal to both parents and kids. Each product in the range features a unique animal character aligned with its health benefit, such as a giraffe for growing up, creating a cohesive visual narrative.

The design appealed to children's creative imaginations, while reassuring parents through clear, trustworthy messaging. Playful illustrations and a warm tone of voice successfully turned supplement-taking into a moment of joy, helping Elevit evolve into a family wellness brand. One judge described this as "a brilliant example of using packaging to solve a real-world consumer problem and drive brand talkability."



SOKO AND BRACOM AGENCY

SOKO collaborated with Bracom Agency to create a seasonal packaging design that reimaged traditional mooncake boxes as a celebration of craftsmanship and storytelling. Inspired by the East Asian legend of the moon rabbits, the 'Over the Moon' concept portrays the mythical creatures as joyful artisans crafting mooncakes from clouds and stardust beneath a glowing full moon. The carousel-inspired structure features intricate layering and printing techniques, creating an interactive experience where the rotating layers mimic the moon's cycle and invite users to keep the box as a cherished keepsake.

Through thoughtful design, 'Over the Moon' transforms seasonal packaging into a meaningful, collectible object. Judges called it a "clear winner for unparalleled creativity and innovation in design and paper engineering", praising its ability to build an emotional connection and elevate the product into a strategic brand asset.

BEST USE OF PACKAGING (PRINT AND CARD)

METADESIGN CHINA

For Chinese New Year, MetaDesign China reimagined the hongbao tradition with a 'fang-tastically' creative packaging design. Inspired by the zodiac snake, a coiling outer package revealed eight red envelopes through a surprise concertina opening and ribbon tongue. Blending craft, culture and playfulness, more than 7,000 hongbao sets were shared with clients and partners. "Brilliant execution of design" and "visually stunning", commented the judges.



BRONZE



TALECID WITH BAYER PX AND ELMWOOD

TalEcid's probiotic packaging redesign responded to China's growing demand for health products that blend science with lifestyle appeal. Inspired by pharmaceutical cues yet reimagined through a modern wellness lens, DPX and Elmwood created an intelligent, aspirational identity. The minimalist packaging design features a confident brandmark and precise layout, with a tone that's clinical and trustworthy yet human. "Strong redesign, efficacious and empowering," said one judge.

BEST USE OF PACKAGING (OTHER)

GOLD



ELEVIT BLISTERS AND BAYER PX

As part of Elevit's new global identity launch in China, DPX reimagined the brand's blister packaging, transforming a purely functional format into a user-centric, emotionally engaging experience. Traditional supplement packs often feel clinical and inconvenient, so DPX designed a system that balances practicality with empathy.

Centred on Elevit's distinctive pink and blue heart, the new blister features softened corners and a tactile heart tab for easier grip and removal. The heart image appeals to the love and connection between mothers during pregnancy. Clear, logical cues across both sides of the packaging guide dosage throughout the consumer journey. The thoughtful redesign enhances accessibility and emotional connection, simplifying the blister packaging design while reinforcing Elevit's care for mothers' wellbeing. Judges praised it as "an identity that goes beyond graphic design to understand the consumer's journey and experience at an important time of life."

BEST USE OF PACKAGING (OTHER)

DIAGEO INDIA, SMIRNOFF AND BULLETPROOF

Diageo India's Smirnoff Flavours' packaging redefined the brand's presence in India by blending global identity with local cultural expression. Designed for Gen Z's vibrant, social energy, each bottle celebrates India's flavours through bold patterns, vivid colour blocking and ingredient-led illustrations. The packaging by Bulletproof transformed casual moments into lively, shared celebrations of modern Indian identity. "Beautiful and vibrant articulation of the Smirnoff brand's personality with a delicate touch," said one judge.



BRONZE



P&G AND NICELTD.

NICE collaborated with P&G to create a luxury skincare packaging inspired by Kintsugi, the Japanese art of repair with gold. Flowing gold lines, embossed caps and tactile detailing turned the packaging into a metaphor for transformation and resilience, elevating the SK-II range beyond beauty into emotional storytelling. "Excellent example of an elegant application of core master brand values working in harmony with product positioning," said one judge.

BEST USE OF PACKAGING (LIMITED EDITION)

GOLD



LUX AND LONSDALE DESIGN

Lonsdale Design worked with LUX to create limited-edition packaging for the brand's 100th anniversary. The design transformed a century of beauty and empowerment into four collectible, art-inspired bottles. Each packaging design reflected a pivotal decade in the brand's history, from 1920s Art Deco boldness to 2000s minimalist confidence.

Using symbolism, contrasting textures and vibrant colours, the packaging celebrated the brand's heritage while appealing to the modern beauty market. The design-led series honoured the brand's legacy, inspired pride and engaged a new generation of consumers by turning products into collectible experiences. Each bottle stands alone as a piece of art while forming a cohesive, collectible set. "A masterclass in turning heritage into contemporary storytelling," said one judge. Another highlighted the "brilliant integration of brand heritage and women's empowerment into packaging."

BEST USE OF PACKAGING (LIMITED EDITION)

METADESIGN CHINA

MetaDesign China reimaged the hongbao tradition with a playful limited-edition design for Chinese New Year. Each envelope was specifically designed, including an envelope hiding the number '2025' in phone battery bars to symbolise a time to recharge, and reimagining a coin string as a snake to attract fortune and prosperity. "Excellent execution with premium techniques and roots in cultural storytelling," said the judges.



BRONZE



MIZONE AND INTERBRAND

Mizone partnered with Interbrand to design packaging for a limited-edition grass-flavoured vitamin beverage. The packaging visually captured springtime vitality, using a green-and-white palette and lush greenery motifs to convey freshness and energy. The nature-inspired design enhanced brand distinctiveness, creating an emotionally engaging experience and strong shelf impact. Judges praised it as "an effective design strategy that stood out and created strong social buzz."

BEST USE OF PACKAGING (LIMITED EDITION)

PEPSICO – LAY'S KITE MULTIPACK

Lay's Kite Multipack was created by the PepsiCo Greater China regional team. The reusable limited edition design transformed the brand's functional snack packaging into a vibrant limited-edition kite. Bold colours, whimsical characters and floral motifs complemented Lay's iconic yellow. The design extended beyond the product to create an immersive brand experience while promoting creative reuse. Judges called it "highly innovative" and "a statement on creative reuse".



The background consists of several overlapping geometric shapes. A large, dark purple shape occupies the top half of the image. Below it, a large, light pink shape covers the middle and bottom sections. A smaller, darker purple shape is located in the bottom right corner. A thin white line runs diagonally across the top of the dark purple shape.

SECTOR



BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR

GOLD



AUDI AND METADESIGN CHINA

Audi launched AUDI, its all-electric brand for the Chinese market, in collaboration with MetaDesign China. Targeting consumers who value authentic identity and digital integration over traditional brand prestige, the visual identity reimagined the iconic rings to balance heritage and innovation. The design concept of kinetic shift – 'when motion meets emotion' – defines the brand's visual language.

Capturing both the electrified drive of EV technology and the joy of driving, the visual identity reflects engineering excellence and progress. The China brand website features a dual portal for seamless brand exploration, complemented by a mobile app with intuitive access to both worlds. The launch included an auto show and collaborations with a tennis star and fragrance brand. "Very detailed and luxurious approach" that "successfully achieved its objective of creating a youthful and cutting-edge look through a clever, typeface-focused approach," said the judges.

BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR

HORIZON ROBOTICS AND SIEGEL+GALE

Horizon Robotics partnered with Siegel+Gale to refresh its visual identity, creating a visual language that balanced technological innovation with human warmth. The redesign successfully built trust and differentiation within the competitive automotive tech landscape. Judges praised it as "a strong case for how a visual identity can successfully humanise a complex B2B technology brand", highlighting its clarity and impact.



BEST VISUAL IDENTITY FROM THE AGRICULTURAL, ENGINEERING AND MANUFACTURING SECTOR



QDP AND M-N ASSOCIATES

M-N Associates redefined Quân Đạt's visual identity, transforming it into QDP with a bold creative strategy that reflected its new global ambition and technological advancement. QDP's refreshed identity successfully united engineering precision with human connection through its new direction, "Crafting Excellence Together." The custom QDP type system captured both precision and modernity through two complementary fonts, with QDP Display being bold and angular and QDP Sans being refined and legible.

Together they formed a flexible and visually striking brand language. M-N Associates extended this identity across all digital touchpoints, from wayfinding to imagery, ensuring consistency, clarity, and impact. Digital brand experiences highlighted the brand's architectural craftsmanship, guided by the belief that people build everything that matters. One judge praised it as "an adaptable and timeless visual design."

BEST VISUAL IDENTITY FROM THE AGRICULTURAL, ENGINEERING AND MANUFACTURING SECTOR

AGIBOT AND PINBRAND

Agibot, a domestic robot brand dedicated to advancing AI and robotics, partnered with Pinbrand to create a distinctive identity that redefined robotics as intelligent, caring, and human-focused. Blending precision with warmth, the design features a blue gradient and minimalist typography, reflecting innovation and connection. The refreshed identity strengthened Agibot's global presence and recognition in humanoid robotics. "Cutting edge technology," praised the judges.



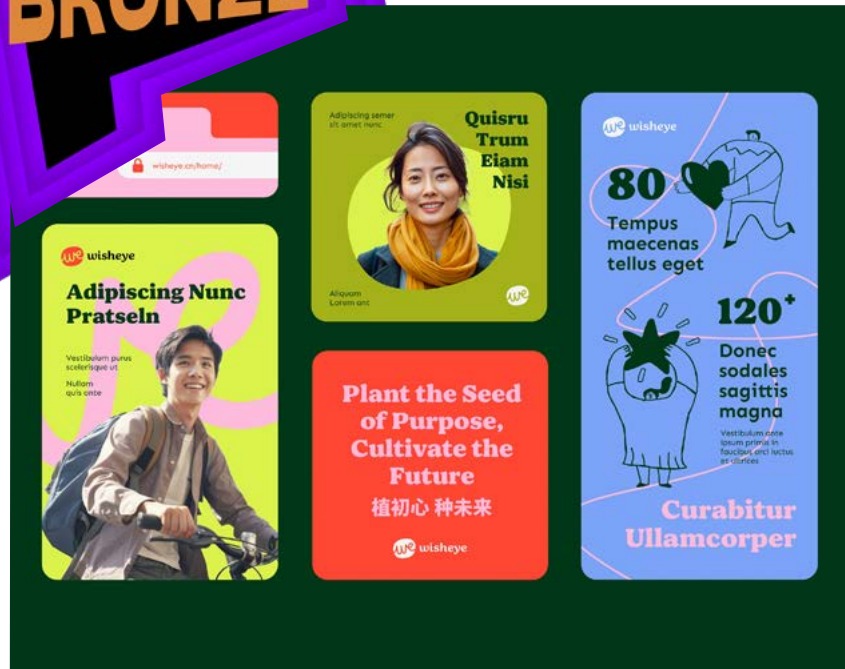
JINHE AND SIEGEL+GALE

Premium rice brand Jinhe partnered with Siegel+Gale to create a distinctive visual identity that enhanced recognition in the agricultural industry. The revitalised logo highlighted Jinhe's expertise in producing high-quality rice grown at 47°N of the golden latitude belt. At its centre, a crane symbolised the brand's pursuit of excellence and ambition. A refined creative suite and visual guidelines reinforced Jinhe's premium, luxurious positioning across all touchpoints.

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT

CHILDREN'S CANCER RUN AND BASE DESIGN

Base Design created the visual identity for the Children's Cancer Run in Vietnam, built around the idea of 'Let's run together to strike out cancer'. Using typographic tools such as strikethroughs, underlines and highlights, the design system increased visibility across all touchpoints and provided a clear narrative to engage partners and sponsors. The recognisable design unified communications and boosted visibility across digital, print and event materials. "Well done!" said one of the judges.



WISHEYE CHARITY AND TAAS SUSTAINABLE DESIGN CONSULTING CO., LTD.

Wisheye Charity partnered with TAAS Sustainable Design for a complete visual identity transformation anchored in the concept of 'we', symbolising unity, co-creation and collective action. The new single-stroke 'we' mark embodies movement, connection and progress. The use of warm colour palettes and playful, human-centred illustrations enhance visibility and strengthen Wisheye's identity and core values across all platforms. Judges said they "liked the visual design" and thought the "overall extension looked cohesive".

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



ISB AND LANDOR

ISB partnered with Landor to create a bold new visual identity to address fragmented messaging and inconsistent brand expression. The refreshed system unified ISB's offerings under a cohesive masterbrand while reflecting its research-driven ethos. Inspired by a dynamic whiteboard symbolising ideation and collaboration, the identity featured a modernised logo with forward-leaning motion, vibrant blues and a clean sans-serif wordmark. Editorial typography and dynamic photography conveyed progress and excellence, while the sonic branding and motion graphics extended the system across touchpoints.

A revamped website brought the identity to life, enhancing engagement and appeal. The refresh strengthened ISB's global presence, boosted social media interaction and student inquiries, and reignited alumni pride. One judge said, "Amazing execution of brand language across different touchpoints". Other judges described this visual identity as "a strategic shift that feels both timely and impactful."

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

LEE KONG CHIAN SCHOOL OF MEDICINE, NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE

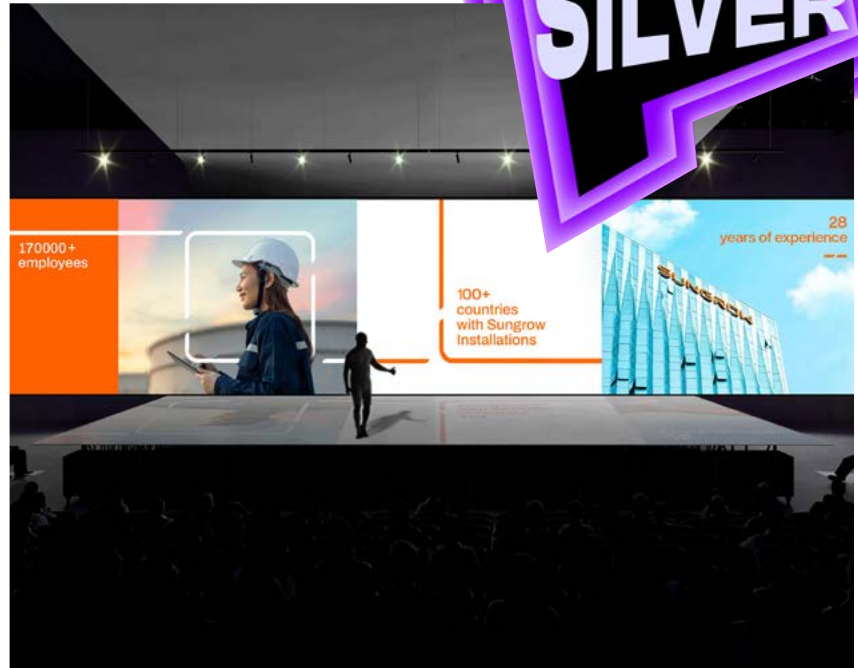
LKCMedicine's partnership with NTU-Imperial was set to conclude in 2028, prompting the medical school to undertake a visual rebrand that reflected its future-ready identity. The new logo combined the original purple identity with a forward slash, a coding character synonymous with technology, representing dynamism, drive and progress. The refreshed branding was rolled out across all platforms and materials, including social media, the website, posters, backdrops and merchandise. Judges described the result as "vibrant, powerful and engaging, with amazing results."



BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

SUNGROW AND METATHINK CONSULTING

Sungrow, a global energy solutions provider, partnered with MetaThink Consulting to create a unified visual identity reflecting its diversified business and global ambitions. Guided by research and interviews, the new concept of 'conversion' captured Sungrow's technical strength and broader societal value. The modern, fluid system of clean lines conveyed inclusivity, connection and energy potential. "Beautiful and well articulated," said one judge.



BRONZE



SHANGHAI ELECTRIC AND INTERBRAND

Shanghai Electric worked with Interbrand to enhance brand differentiation in the energy and industrial solutions sector. Interbrand crafted a compelling visual system to project a technological and sustainable brand image and developed visual guidelines for implementing the new identity. The project integrated technological futurism with sustainable development, reinforcing brand recognition and paving the way for long-term growth in the energy and utilities sector.

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

GOLD



INDIA GATE AND LANDOR

India Gate partnered with Landor to create a new visual identity that redefined rice shopping in India. The bold, refreshed packaging shifted the experience from a transactional purchase to an intuitive, empowering interaction. By simplifying the design, the packaging acted as a visual guide, eliminating confusion and helping consumers make informed choices.

Landor identified distinct consumer segments to ensure the visual identity directly addressed their needs and preferences. Beyond functionality, the packaging introduced an interactive element where consumers could scan and unlock a personalised digital journey revealing what their rice choice says about them. As a result, 93% of consumers found the new packaging visually appealing, driving stronger brand engagement and increased market share. "Great brand identity evolution, vibrant and colourful design" with "gorgeous and emotional illustrations," said the judges.

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

UNILEVER ASIA PTE LTD AND COWAN ASIA PTY LTD

Unilever Asia worked with Cowan Asia to launch a breakthrough range that bridged the credibility of premium skincare with mass accessibility. The approach combined deep consumer insight with a strategic reappraisal of the brand's elasticity across tiers. The creative strategy balanced aspiration with authority, infusing dermatological precision into the brand's DNA. "Very clever tapping into the target audience with a modern, minimal, clean and intelligent design approach," said one judge.



BRONZE



DODO BY THONG SIEK GLOBAL (TSG) AND ABRANDADAY

To reignite relevance with a new generation, DoDo partnered with ABrandADay to clarify its purpose and modernise its identity. The DoDo Boy mascot was reimagined as a trusted ambassador, while streamlined packaging highlighted nutritional benefits and ethical sourcing, using production imagery to tell the brand story. "A great modernised identity that maintained heritage for a new generation," noted one judge.

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



TRAM CREAM COFFEE AND BRACOM AGENCY

Tram Cream Coffee partnered with Bracom Agency to create a tightly woven visual system that brings the 'station' concept to life. Architectural cues from railway shelters, signage and track geometry informed grids, iconography and wayfinding typography, while the Vietnamese coffee-filter mascot added warmth and cultural resonance.

The new identity was rolled out across packaging, uniforms, store interiors and digital platforms, delivering a visually cohesive and emotionally engaging experience. The logo, inspired by a station roof silhouette, reinforces Tram as a 'mental station' for consumers. Distinctive yet flexible, the new visual system delivered a strong foundation for future expansion. Judges praised the design for standing out in a busy category. "The identity captures the culture of Vietnamese coffee while introducing a new visual language through patterns, colour and typography," said one judge.



ZHANG LIANG GROUP AND LABBRAND

Zhang Liang Malatang partnered with LABBRAND to deliver a comprehensive visual brand identity upgrade. The refreshed identity, visual system and in-store applications created a younger, more energetic image for the Chinese restaurant chain. LABBRAND translated the business vision into a multi-dimensional system. The logo emphasises "亮" (Liang), the brand's most distinctive character, and was inspired by the texture and flow of boiling soup, the brand's core differentiator. The bold, layered design successfully evokes richness and warmth while enhancing consumer recognition.

The result is a symbolic mark that captures both the brand's essence and its unforgettable flavour experience. In praising the work, the judges said, "The colours, patterns and flavour combine to create a strong and impactful identity across digital, print and store environments. It's a big move forward!"

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

DIAGEO INDIA, SMIRNOFF AND BULLETPROOF

Smirnoff partnered with Bulletproof to create a structured design system for the Smirnoff Flavours range that captured India's vibrancy. The packaging remained unmistakably Smirnoff while celebrating Indian culture, with intricate motifs balancing heritage and modernity. Originally full-bottle sleeves, the design evolved into sustainable label formats without losing its storytelling impact. "A smart and well-executed solution that balanced the brand's heritage and values with high impact," said one judge.



BRONZE



茶百道 ChaPanda



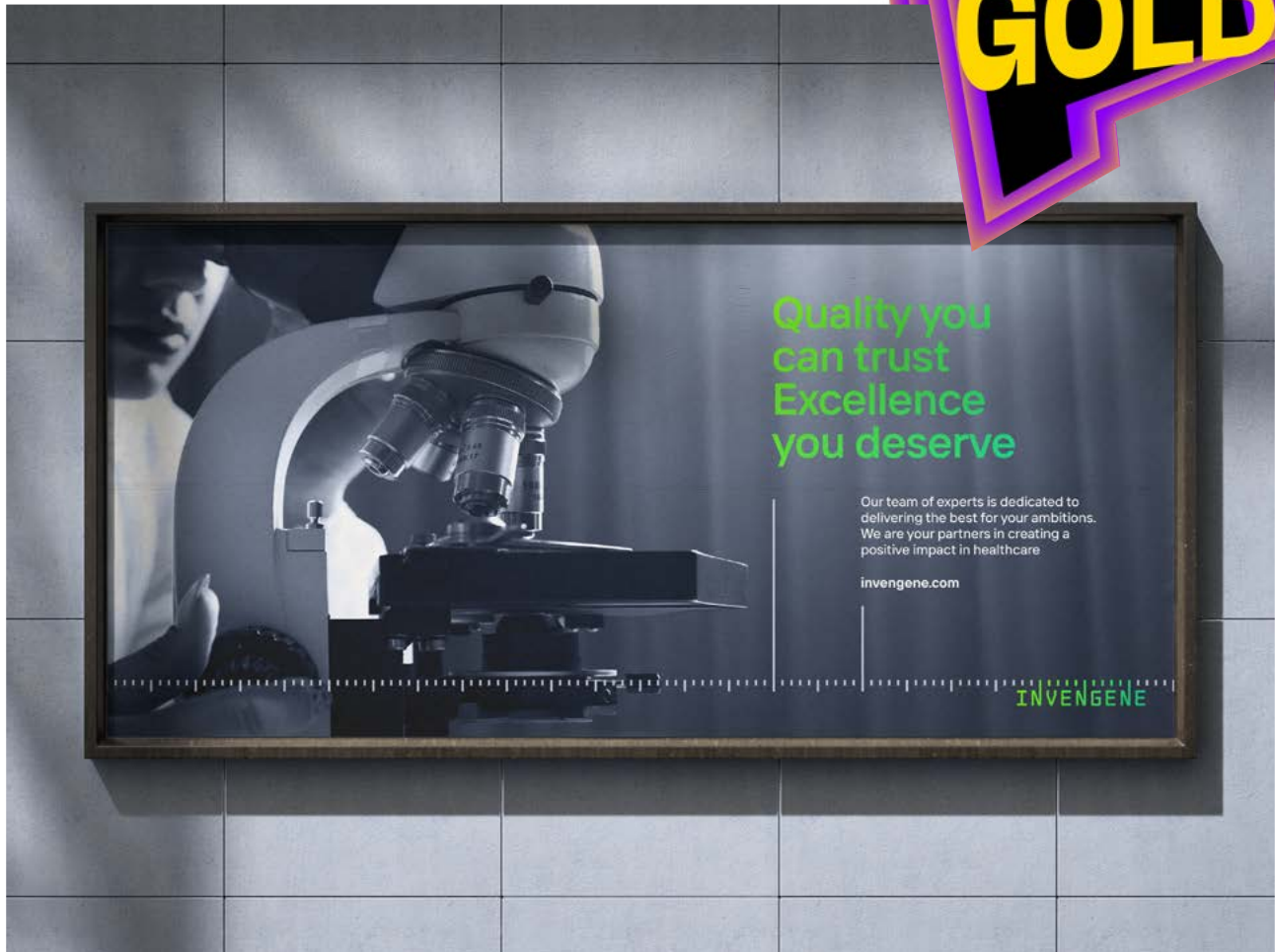
CHAPANDA AND LANDOR

ChaPanda aimed to connect with Gen Z consumers in China's competitive milk tea market. Landor transformed ChaPanda's visual identity to reflect the brand's passion for flavour. The distinctive new visual system features a dynamic ambassador, a vibrant colour palette and hand-drawn illustrations. "Beautiful, fun and audience-appropriate art direction and execution that intentionally sets out to stand for something different in a crowded market," said one judge.



BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

GOLD



INVENGENE AND LANDOR

Invengene partnered with Landor to break free from functional sameness in the high-barrier injectables space and create a brand that resonated emotionally with consumers. The visual identity was inspired by CalMarks, a graphic device based on syringe calibration marks. The design conveyed reliability and the fluid layouts represented agility. The visual identity contrasted conventional muted greys with a bold electric green. A structural feature in the name, three evenly spaced N's, formed the basis of a distinctive wordmark.

Together with a versatile neutral typeface and unconventional layouts, Landor delivered a standout brand expression in the healthcare and pharmaceutical sector. Judges described it as "a smart and well-executed solution that balanced the brand's core values with high impact and strong understanding of the market." One judge said, "Smart, simple and beautiful!"

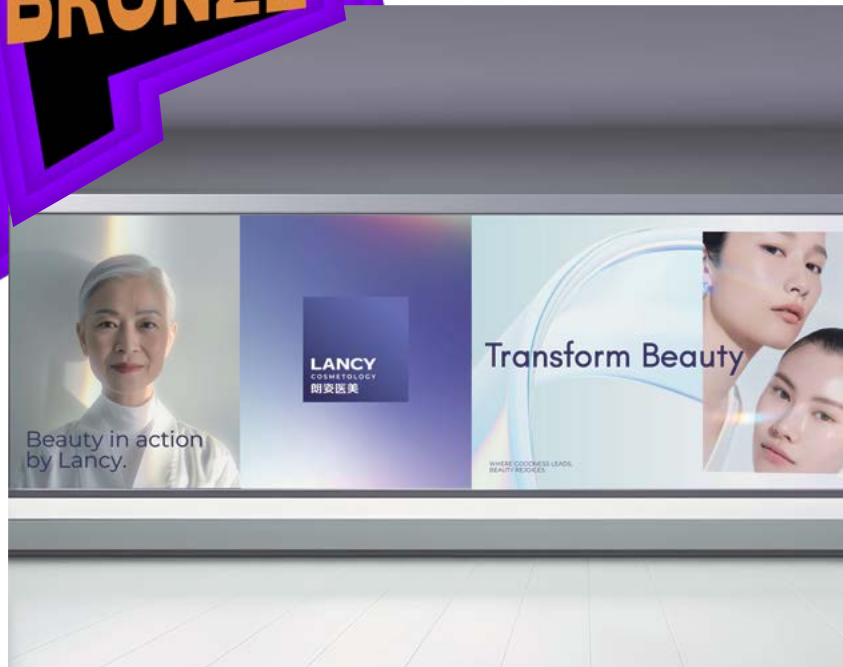
BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

PRIME MEDICAL CARE AND LINE COLLECTIVE

Prime Medical Care reimagined healthcare in Vietnam as a wellness club fostering ongoing patient relationships. Line Collective created a brand identity conveying continuity, warmth and presence. Circular rhythms in design and a biomorphic illustration system with soft gradients and fine strokes reinforced a human, approachable and holistic brand experience. The judges thought the visual identity provided "a high-quality prime feeling".



BRONZE



LANCY COSMETOLOGY AND DRAGON ROUGE

Lancy Cosmetology partnered with Dragon Rouge to transform its visual design into a modern, cohesive brand identity. Guided by the concept 'The Reflection of Beauty', the new design combined a clean sans-serif wordmark with a 3D crystalline super-symbol, tech-forward colours and authentic imagery. The refreshed identity positioned Lancy as a trusted and innovative medical aesthetics brand. "Strong and consistent art direction," said the judges.

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



DHARANA AND LANDOR

After stepping away from its partnership with Hilton, Dharana sought a new visual identity that could reflect both its autonomy as a luxury wellbeing retreat and its unique location in the Western Ghats. The visual identity was inspired by the untouched hills and the idea of returning to oneself, rather than escaping from the world. The new brand purpose was articulated as a 'journey to conscious being', with a design system grounded in the philosophy that everything vibrates.

The creative process was informed by cymatics, the science of making sound visible. Every form, pattern and letter mirror harmonic frequencies to create a sense of coherence and calm. One judge said, "Both conceptual and meaningful, Dharana and Landor have taken something abstract and applied it with purpose." Another described it as "beautiful and well crafted".

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

MOJIWEATHER AND INTERBRAND

As Moji Weather expanded into B2B markets and pursued international growth, the brand required a refreshed visual identity. Interbrand delivered a design system that combined the precision of professional weather services with a warm, approachable user experience. One judge praised the result, calling it "a smart, well-executed solution that balances the brand's core values and target audiences with high-impact art direction."



SILVER

BRONZE



BITI'S HUNTER AND M-N ASSOCIATES

M-N Associates developed a comprehensive rebrand for Vietnamese sneaker brand Biti's Hunter. The design was anchored in the spirit of 'Step Forward', featuring a forward-leaning monogram and a custom typeface inspired by national icons. The system extended across product, packaging, digital and campaign assets, creating a unified and emotionally resonant brand experience. One judge described it as "energetic, youthful and graphic".

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR



VISTRA AND PROPHET

Following the merger of Vistra and Tricor under EQT Private Capital Asia, Prophet partnered with Vistra to craft a unified, purpose-led visual identity. The new positioning as 'The Progressive Ally' guided the creation of four creative principles, shaping all brand expressions. At the heart of the transformation was a distinctive logotype with a sharp 'V' and rounded angles, conveying precision, resilience and confidence, while additional supergraphic elements embodied vision and strategy.

Prophet developed a complete visual system, including a full brand book and web design guidelines, to bring the new brand to life. The identity was applied across digital and physical touchpoints, supported by scalable design systems, detailed guidance and comprehensive documentation to ensure clarity and consistency. Every visual expression reflects progression, boldness and Vistra's mission as a global, forward-thinking ally. Judges praised it as a "smart and well-executed visual identity with great art direction."

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

RPC AND LIVING GROUP

Living Group's Hong Kong team partnered with RPC to transform its brand identity, elevating the firm's profile as a leader in the legal sector and creating a cohesive, unified experience through a single visual language. "Balances the brand's desire to step out of the box with high-impact art direction and a clear understanding of its market position," said one judge.



BRONZE



BRACOM AGENCY

Bracom undertook a strategic transformation to strengthen its position within Vietnam's creative industry. The refreshed identity reaffirms its expertise in brand design and creative strategy. A redesigned 'B' logo with three dynamic lines symbolises endless creativity, while the colour palette and proprietary typeface bridge heritage with innovation. One judge praised it as "a nice dynamic system reflecting the new brand design and logotype."

TRANSFORMING TRANSFORM

In 2025, we reshaped the lens through which transformation is seen, because meaning begins with how we choose to look.

When perspective shifts, so does everything else.

**BRAND
LOUNGE®**

Differentiation =
Maximized Brand Value.



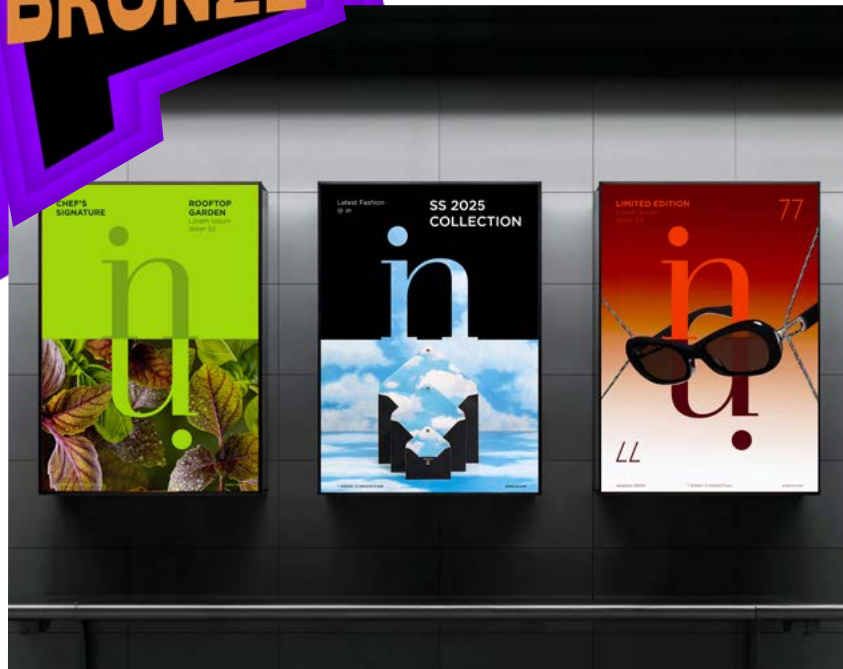
BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

CHINA RESOURCES LAND LIMITED AND J.W.D.K

China Resources Land Limited developed a new open-block commercial district in Xiuhu's central business area and partnered with J.W.D.K to create a vibrant visual identity that celebrated exchange, connection and shared experiences. The new brand philosophy inspired the slogan, typography, logo and launch campaign. One judge praised it as a "beautiful and vibrant articulation of the property's personality with gorgeous art direction."



BRONZE



IN77 AND FUTUREBRAND

Positioned as a landmark upscale commercial complex under Intime Commercial Management Group, in77 worked with FutureBrand to deliver a comprehensive visual system redesign. The refreshed identity aligns more closely with younger generations, strengthening emotional connections with modern consumers. A refined logo achieved a more refined aesthetic, and a mirroring effect conveyed the idea of self-reflection and inner truth. One judge described the result as "smart and well executed".

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



CHOW TAI FOOK AND LIPPINCOTT

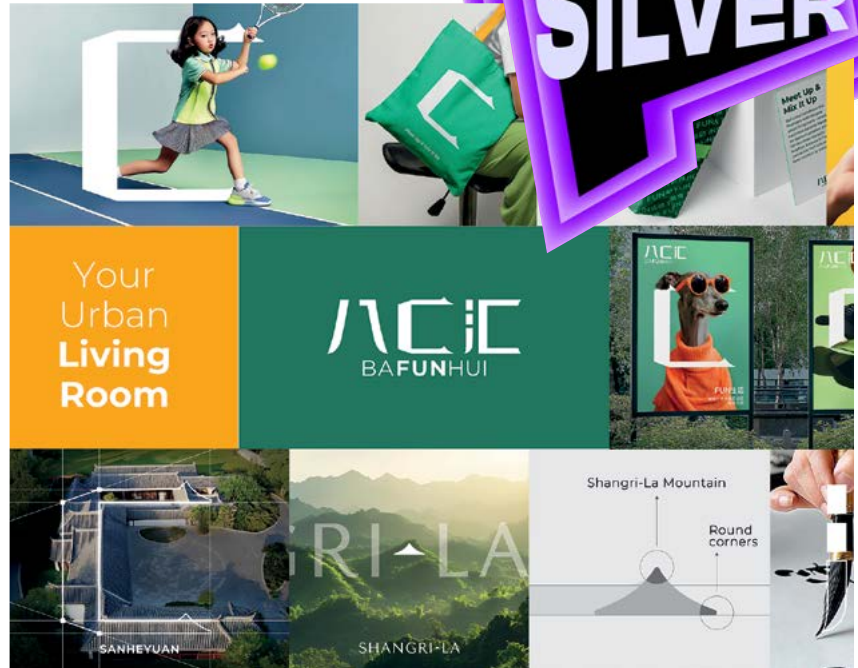
In celebration of its 95th anniversary, heritage jeweller Chow Tai Fook embarked on a journey to rejuvenate its visual identity. Lippincott partnered with the brand to elevate its image, blending tradition and modernity by balancing Chinese heritage with a global outlook. As part of the transformation, the portfolio was streamlined to clarify each brand's role, store type and customer experience. Each was given a distinctive visual system, suggested product assortment and tailored experience.

Lippincott unified defining equities under the core brand concept, 'The Chinese house of timeless craft and beauty', led by a new English logotype, while the heritage logo was retained to honour its legacy. Judges praised the work for its "exceptional craft that retains the spirit of a heritage brand while achieving wide-reaching impact given the scale of the business."

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

BAFUNHUI AND DESIGN BRIDGE AND PARTNERS

Shangri-La's BAFUNHUI reimagined the mall as Fuzhou's cultural hub. In partnership with Design Bridge and Partners, the BAFUNHUI was transformed into a modern 'urban living room'. The logo and name were carefully designed to symbolise gathering and community, while strategic green colours reflected nature and complemented Shangri-La's hospitality philosophy. One judge described the visual identity as "beautiful and culturally on-point art".



A high-contrast, black and white close-up photograph of a person's face. The focus is on the lower half, showing the nose and full, glossy lips. The skin has a fine, textured appearance. The lighting creates strong highlights and shadows, emphasizing the contours of the face.

In a World Obsessed with More...

We build what endures.

Because *real brands*, like *real beauty*, don't need *fillers*.



jibeglobal.com

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

GOLD



SHANGHAI JUSSEVENT MANAGEMENT CO., LTD. AND JIBE

The 2024 Tour of Shanghai set a new benchmark for how sport can serve as a strategic platform for city branding, civic engagement and regional storytelling. Developed in partnership with Jibe, the visual identity elevated the elite road race onto the global cycling stage while uniting the city's broader urban ambitions. Commissioned by Juss Sports with the Shanghai Municipal Sports Bureau, Jibe created the complete brand from logo, colour palette and type system to leader jerseys, signage and the race trophy.

At its core, the infinity cyclist icon symbolises limitless energy and motion, anchoring a scalable visual system that fuses global sporting aesthetics with local culture. Visually bold and culturally rooted, the brand inspired civic pride, drove tourism and strengthened Shanghai's sporting identity. Judges praised it as a "clear capture of approach and rationale" with a "fabulous logo and impactful results."

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

CSCEC HUAXIA (BEIJING) INDUSTRIAL OPERATION MANAGEMENT CO., LTD. AND JIBE

The Olympic Youth Center redefined how cities can harness Olympic values to inspire youth engagement and urban revitalisation. Created in partnership with Jibe, the brand united strategy, identity and environmental design. The 'OYC' monogram symbolises unity and energy, blending Olympic heritage with local character to build a future-proof, youth-driven sports movement. One judge said, "Strong identity, system and results."



BRONZE



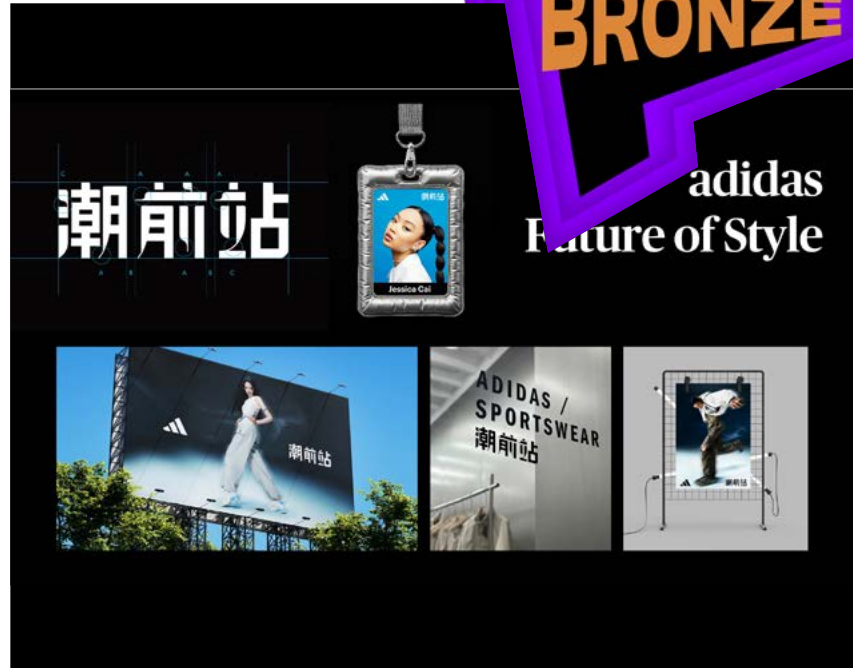
ASIAN FOOTBALL CONFEDERATION AND POLYMATH

The Asian Football Confederation partnered with Polymath to launch a new era of club competitions through four interconnected identities. Rooted in the idea of 'Unlimited Asia', the unified system celebrates ambition, unity, progress and pride in Asia's cultural and geographic diversity. Each competition stands alone in purpose yet reinforces shared values. Judges praised the design as "bold, confident and future-oriented".

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

ADIDAS AND LABBRAND

adidas partnered with LABBRAND to create adidas Future of Style, a retail concept for China's modern cities that merges sport and fashion. Featuring immersive, style-driven experiences and a custom logotype, the future-facing visual identity blends adidas' sports heritage with contemporary design to engage Gen Z consumers. One judge praised it for "capturing the vibrant energy of Gen Z through its futuristic aesthetic and distinctive design details."





卓更是一家 全球品牌策略与 创意设计公司



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300

300余位充满创意的卓更人



既能开展全球合作
也能聚焦当地市场

8

全球拥有8家办公室

全案服务能力

前瞻

洞察

策略

品牌识别

品牌设计

品牌体验

我们的客户



青島啤酒



DRAGON ROUGE

汉堡 · 伦敦 · 纽约 · 巴黎 · 圣保罗 · 上海 · 新加坡 · 华沙

BEST VISUAL IDENTITY FROM A STARTUP

SUNSEEKER AND FUTUREBRAND

Sunseeker partnered with FutureBrand to create a new visual identity that honours its legacy of leadership while positioning it for future growth. Centred on the 'un' motif, the design reflects 360-degree obstacle avoidance and flexible path-setting in robotic lawn care. The result is a sleek, modern identity suited to global markets and diverse product lines. "Beautiful art direction and a highly eye-catching visual identity," said the judges.



BRONZE

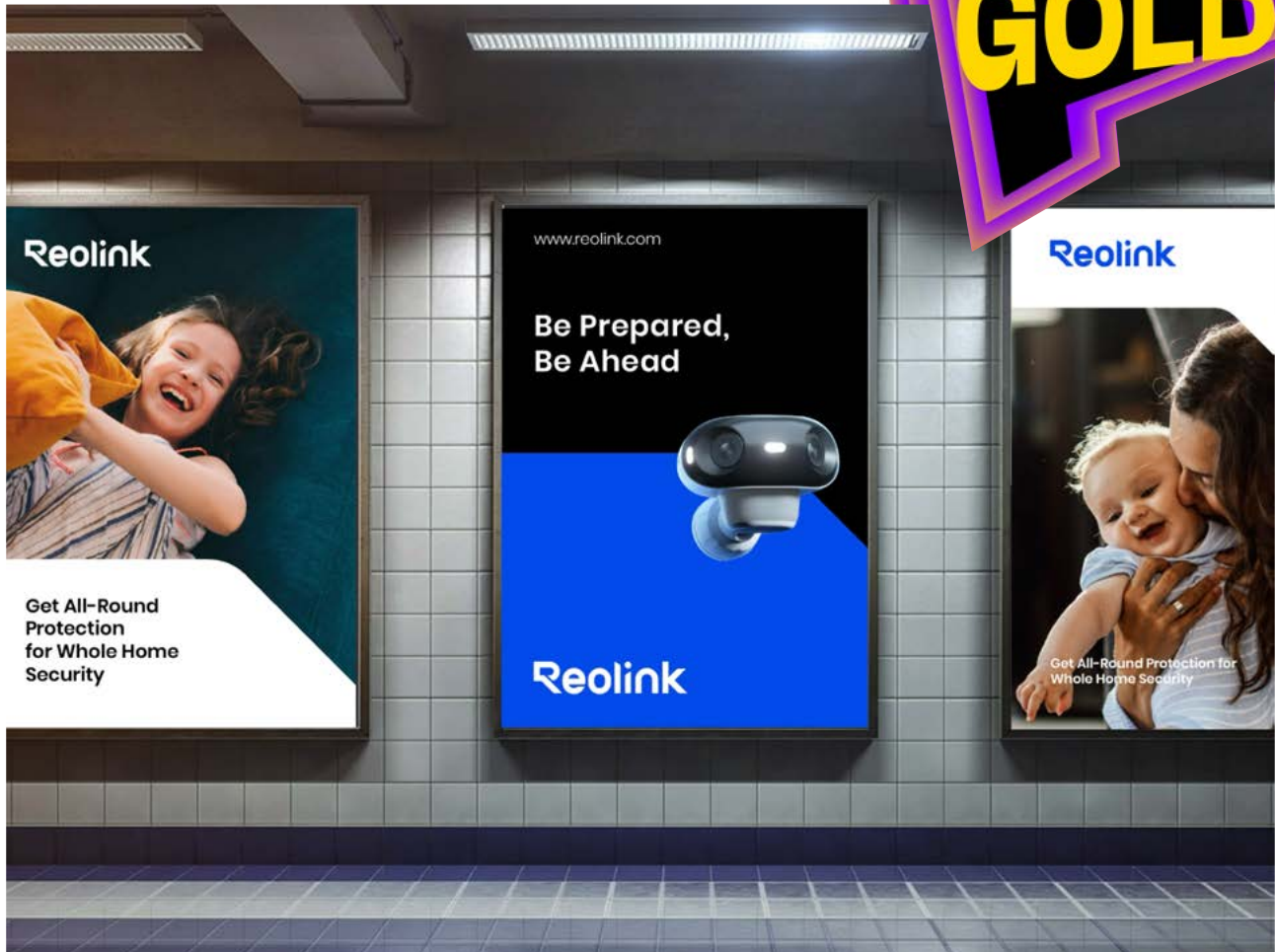


MOOCO VAN AND DEMO DESIGN STUDIO

Demo Design Studio developed a new visual identity for curtain brand Moocovan to engage a younger generation of Chinese consumers. Shifting from luxury to minimalism, the redesign emphasised flexibility and personal freedom. A matrix-based system rooted in unbounded simplicity, paired with dynamic colours and minimalist typography, created a fresh, modern visual language for the evolving home-furnishing market. "Nicely executed visual identity with great art direction," commented the judges.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

GOLD



REOLINK AND INTERBRAND

Reolink partnered with Interbrand to create a new visual identity that reflected its evolution from a youthful brand to a cutting-edge technology innovator. The refreshed system was guided by four principles, and included logo application guidelines, an enriched colour palette, defined image styles and new auxiliary graphics.

Inspired by its core product, the new logo featured the letter 'R' shaped like a camera's side profile, reinforcing Reolink's focus as a home intelligent visual technology brand. The auxiliary graphics echoed the angular motion of a camera lens, mirroring the 'R' tilt, creating a cohesive and professional visual system that positioned Reolink as a forward-thinking brand. Judges praised the work, saying it had "strong storytelling and a product-inspired logo that creates instant recognition." Another highlighted the "modern and cohesive roll-out across touchpoints".

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

WEIMOB AND INTERBRAND

Weimob, a cloud-based commercial and marketing solutions provider in China, needed a visual identity to support its evolution from an SaaS tool provider to a collaborative ecosystem platform. Interbrand delivered a refreshed logo, visual system and comprehensive guidelines, retaining professionalism and trust while highlighting co-creation and shared success. Judges praised it as "clean, modern and impactful".



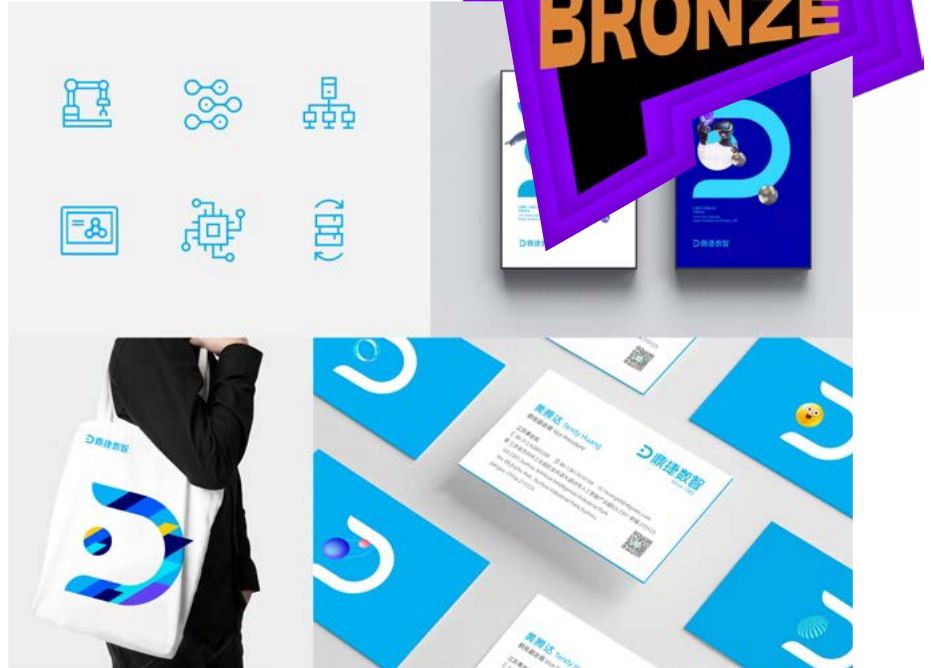
SM+ AND KIILAT CREATIVE

SM+ partnered with Kiilat Creative to develop a new brand identity that was reliable yet modern, scalable yet distinctive. The comprehensive system included a bold logo, visual language, digital and physical applications and the tagline 'Powering the Digital Future', reflecting SM+'s dual nature as a tech-forward and trustworthy brand. Judges praised its "forward-slanted logo, bold gradients and structured iconography".

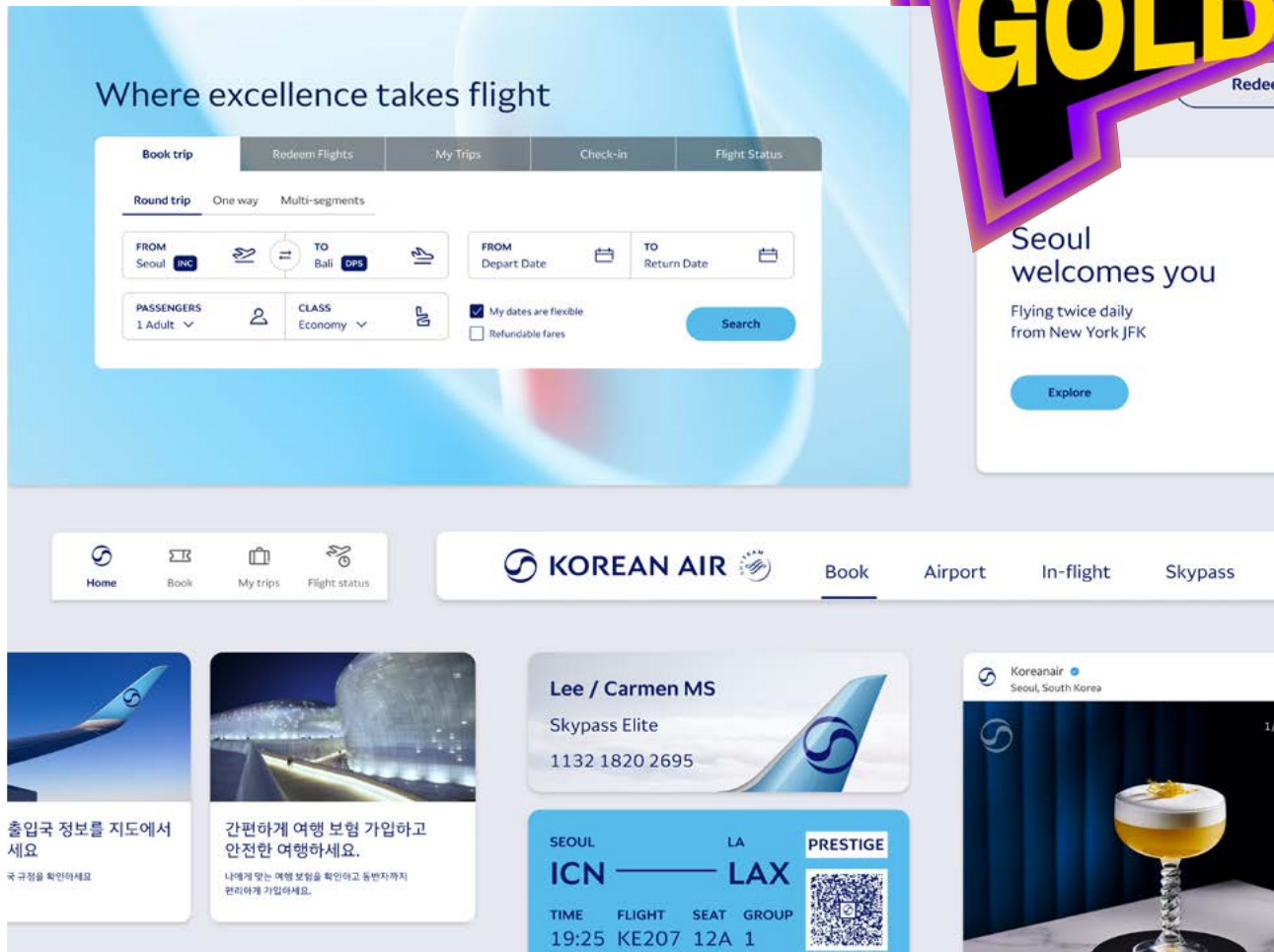
BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

DIGIWIN AND SIEGEL+GALE

Digiwin partnered with Siegel+Gale to create a new visual identity reflecting its strategic transformation. Moving beyond the legacy image of a traditional software vendor, the design highlighted Digiwin's strengths in data and intelligent technology. The renewed identity positioned the company as a distinctive digital intelligence ecosystem partner, with judges praising it as "impactful and clear" with "an effective and coherent design".



BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



KOREAN AIR AND LIPPINCOTT

Korean Air embarked on a transformative journey timed with its acquisition of Asiana Airlines. Alongside a complete overhaul of the passenger experience and renewed focus on premium offerings, the airline engaged Lippincott to modernise its iconic identity and livery. After remaining unchanged for more than 40 years, the logo and livery were refreshed to be more distinctive, premium and digitally adaptable.

Lippincott developed a comprehensive rebrand programme that balanced transformation with brand recognition, ensuring the identity translated across aircraft, digital platforms and passenger touchpoints. At the heart of the new identity is a reimagined Taegeuk, inspired by the South Korean flag, combining the strength of the original design with the elegance and energy of Sangmo Nori, a folkloric Korean dance symbolising prosperity and abundance. Judges praised the work as a "beautiful and amazing challenge" with "great design and great execution".

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

XANH SM – INSPACE CREATIVE

Xanh SM partnered with InSpace Creative to create a distinct brand identity across its diverse services. The refined logo conveyed balance and modernity, complemented by a brighter, more dynamic colour palette. A modular grid ensured visual consistency, while a custom typeface supported local language expression. The new identity strengthened Xanh SM's service connection and enhanced its international scalability.



BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

GOLD



KOREAN AIR AND LIPPINCOTT

Korean Air partnered with Lippincott to transform its visual identity alongside a complete overhaul of the passenger experience and renewed focus on premium offerings. After more than 40 years without change, the airline's logo and livery were refreshed to create a more distinctive, premium and digitally adaptable brand. The comprehensive rebrand programme balanced transformation with brand recognition, ensuring the identity translated seamlessly across aircraft, digital platforms and passenger touchpoints.

Retaining the signature blue for recognition, subtle accents enhanced cabin environments and dark neutral tones, while a digital toolkit unified the brand across channels with icons and abstract visuals inspired by the Taegeuk. Debuting globally in March 2025, the refreshed identity embodies the dynamic, modern spirit of South Korea. Judges praised the redesign for "modernising the Taegeuk while retaining national pride" and noted the "amazing commitment" to execution.

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

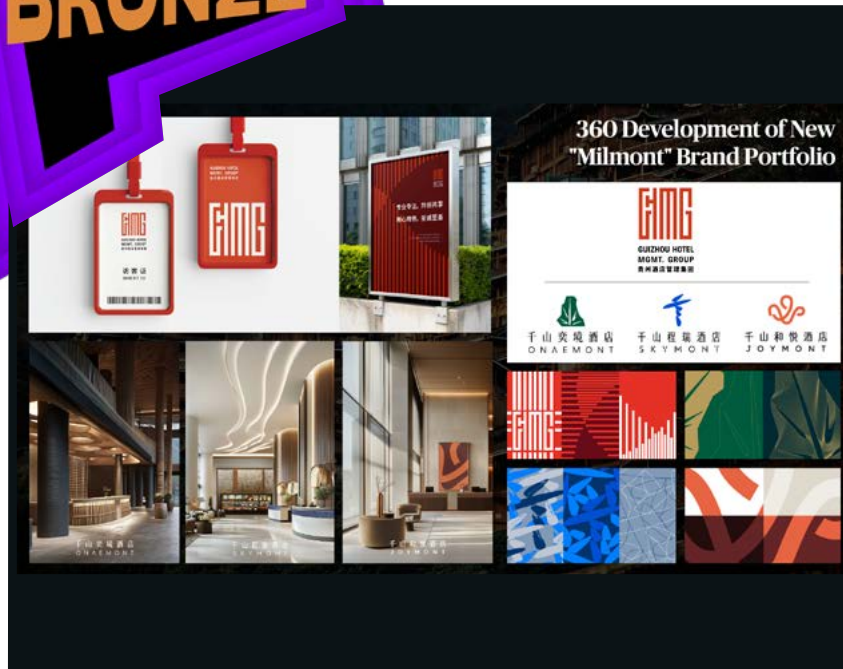
GOLDEN UNION GROUP AND J.W.D.K

GOLDEN UNION GROUP partnered with J.W.D.K to create a visual identity reflecting the brand's mission to embrace the 'Joy of Hosting'. The two-tier model suited villa-style resorts popular with Chinese families and groups. The brand positioned the resort as a place to escape to gather, blending nature, cultural traditions and shared luxury. Judges praised it for "fusing cultural storytelling with refined visual design" that was "elegant and fitting".

SILVER



BRONZE



GUIZHOU TOURISM INDUSTRY DEVELOPMENT CO. AND LABBRAND

Guizhou Tourism Industry Development Co. partnered with LABBRAND to create a distinctive hotel brand portfolio that reflected the region's cultural and economic mission. The designs merged traditional motifs with bold, modern aesthetics, transforming mountains, rocks and village squares into engaging patterns and spaces. Judges praised the work for its "powerful storytelling, authentic cultural embedding and strong expansion roadmap."

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

CHINA RESOURCES LAND LIMITED AND DRAGON ROUGE – MIXC VILLAGE

China Resources Land Limited's MIXC Village redefined the outlet experience by merging high-end retail with a French-inspired resort atmosphere. Dragon Rouge created a visually immersive identity that captured both French elegance and natural relaxation, extending seamlessly across all brand applications, from promotional materials to environmental design. The cohesive system ensured a consistent and engaging consumer experience. Judges praised it for "unique creativity in the travel and tourism sector".

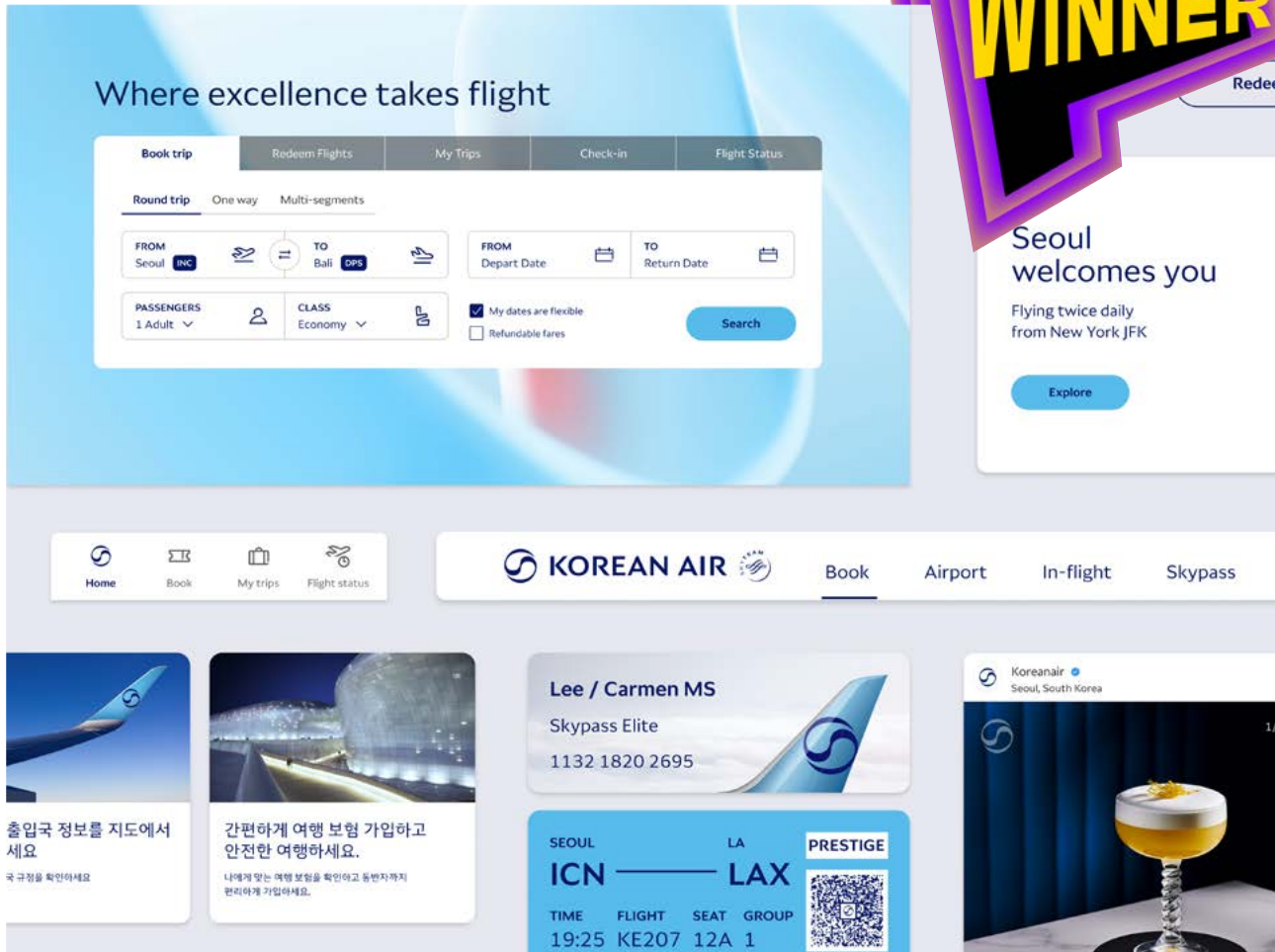




GRAND ACCOLADES



BEST OVERALL VISUAL IDENTITY



KOREAN AIR AND LIPPINCOTT

The partnership between Korean Air and Lippincott demonstrated consistent creativity and innovation, earning them the Best Overall Visual Identity award. Lippincott approached the redesign with deep respect for Korean Air's heritage, recognising the significance of its logo and livery, which had remained largely unchanged since its last iteration in 1984. At the heart of the redesign, Lippincott understood that reinterpreting the iconic Taegeuk was crucial for Korean Air to assert its status as a leading global carrier while distinguishing itself from competitors. The timeless icon was thoughtfully modernised to remain relevant and align with a broader transformation of the passenger experience.

Judges praised the "amazing commitment" to creating a visual identity that stood out across multiple categories. The redesign set a gold standard in both the travel and tourism sector and the transport and logistics sector. Lippincott delivered a modern, elegant, and globally resonant identity,

enhancing every aspect of the brand across physical and digital touchpoints. From the refined logo and typeface to the cohesive design system and vibrant colour palette, every element reflects sophistication and precision. Judges commended the results, noting that "the logo, typeface, design system, and colour are all perfect." The collaboration between Korean Air and Lippincott demonstrates how strategic, culturally aware design can transform an iconic brand, creating a unified, premium, and enduring visual identity that resonates with travellers worldwide.

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GRAND PRIX



DIAGEO INDIA, SMIRNOFF AND BULLETPROOF

Smirnoff Flavours by Diageo India and Bulletproof has been awarded the Grand Prix award, recognising its outstanding work across design, brand engagement, and market impact. The packaging redefined the brand's presence in India by blending Smirnoff's global identity with a vibrant, locally inspired expression. Designed for Gen Z's energetic and social lifestyle, each bottle celebrated India's flavours through bold patterns, vivid colour blocking, and ingredient-led illustrations. Developed as a new brand within an existing brand portfolio, Smirnoff Flavours cleverly retained key elements of the global brand while embracing India's rich cultural diversity. Each flavour told a story that resonated locally, putting emotional resonance with consumers at the forefront of the design. The packaging used beautiful and intricate motifs to enhance each flavour's personality and stand out on shelf, while sustainability considerations

ensured that impact and expression were retained without compromise.

The work achieved Gold awards in the Best Localisation of an International Brand and Best Glass Packaging categories, recognising Bulletproof's excellence in combining global brand DNA with culturally resonant storytelling, premium design, and shelf standout. Judges praised the "beautiful articulation of Smirnoff brand's personality with a delicate touch," the "vibrant localised design system," and the "true understanding of cultural nuance." Smirnoff Flavours' innovative design demonstrates how a global brand can authentically connect with local audiences, delivering a visually striking, culturally resonant, and commercially successful identity.

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