

Entry guide

**Transform
Awards 2026**
Australia &
New Zealand

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

Now in its 7th year, the Transform Awards Australia and New Zealand celebrates the very best of ANZ's corporate, product and global brand design and strategy.

Key dates

8 May Subscriber early entry deadline

Magazine subscribers: Enter by 8 May 2026 to receive \$250 AUD off your total entry cost and fifth entry free

8 May Early entry deadline

Non-magazine subscribers: Enter by 8 May 2026 to receive \$175 AUD off your total entry cost

3 July Entry deadline

31 July Late entry deadline

A late entry surcharge of \$195 AUD will be applied to each entry submitted after 3 July 2026. No entries will be accepted after 31 July 2026

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

Categories

Content

Best Use of a Visual Property
Best Brand Architecture Solution
Best Use of Copy Style or Tone of Voice
Best Brand Experience
Best Use of Packaging
Best Wayfinding or Signage
Best Use of Audio Branding
Best Use of Typography
Best Place Brand
Best Expression of a Brand on Social Media Channels

Process

Best External Stakeholder Relations During a Brand Development Project
Best Internal Communications During a Brand Development Project
Best Implementation of a Brand Development Project
Best Localisation of an International Brand

Strategy

Best Creative Strategy
Best Brand Evolution (Business)
Best Brand Evolution (Consumer)
Best Brand Evolution (Corporate)
Best Strategic or Creative Development of a New Brand
Best Development of a New Brand Within an Existing Brand Portfolio
Best Naming Strategy (New Name)
Best Naming Strategy (Rename)
Best Naming Strategy (Naming System)

Type

Best Corporate Rebrand Following a Merger or Acquisition
Best Brand Development Project to Reflect a Change of Mission, Values or Positioning
Best Brand Consolidation
Best Digital Transformation
Best Employer Brand

Sector

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

Special Recognition

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

Grand Accolades

Best Overall Visual Identity
Grand Prix

Previous winning brands

2025

Allevia
Australian Wine
Brisbane Airport
GemLife
International Grammar School
Mai Lighthouse
Michael Hill
New Zealand Rugby
Priceline – iLLi
Solo by MYOB

2023

Canva
Coles Group
Funlab
Goodman Group
Landmark Orthopaedics Magentus
ReachOut Australia
Sydney Fish Market
Tax Management New Zealand
The Leukaemia Foundation

2024

ADF Careers
Allen's Lollies
Coles Group
Huon
Inner West Film Fest
Minor Hotels
NAB
New North Insights
Rio Tinto
Visit Victoria

2022

Afterpay
Allkem
Canva
Fonterra Brands (New Zealand) Fortis
NSW Government Nippon Paint
Holdings Sydney Children's Hospitals
Foundation Sydney Film Festival
Toyota Motor Asia Pacific

Previous winning agencies*

BEVIN Creative PTY Ltd
Block
Boxer & Co.
Brand Council
Brandwell
Clemenger BBDO
Collective Objective
Corlette Design
Creatik
Disegno
DSR Branding
ET Collective
Fuller
FutureBrand Australia
Houston Group
Hulsbosch
Interbrand
Landor
Lippincott
MassiveMusic

Principals
Re:brand
Re Design
Sodali & Co
Brand and Design
The Contenders
The Edison Agency
The Key Branding
Theola
the thrills™
Toben
Traffic
Universal Favourite
VML
Yonder Creative

*From a list of hundreds

Fees

The cost to enter the Transform Awards is \$595 AUD for the first entry and \$395 AUD per subsequent entry

Entrants can make use of the early entry discount.

Subscribers to the magazine will receive \$250 AUD off their total entry cost and their fifth entry free when submitting by 8 May 2026.

Non-subscribers will receive \$175 AUD discount off their total entry cost when submitting by 8 May 2026.

Entries submitted after the entry deadline will be subject to a \$195 AUD surcharge.

Entries will not be accepted after 31 July 2026.

How to enter

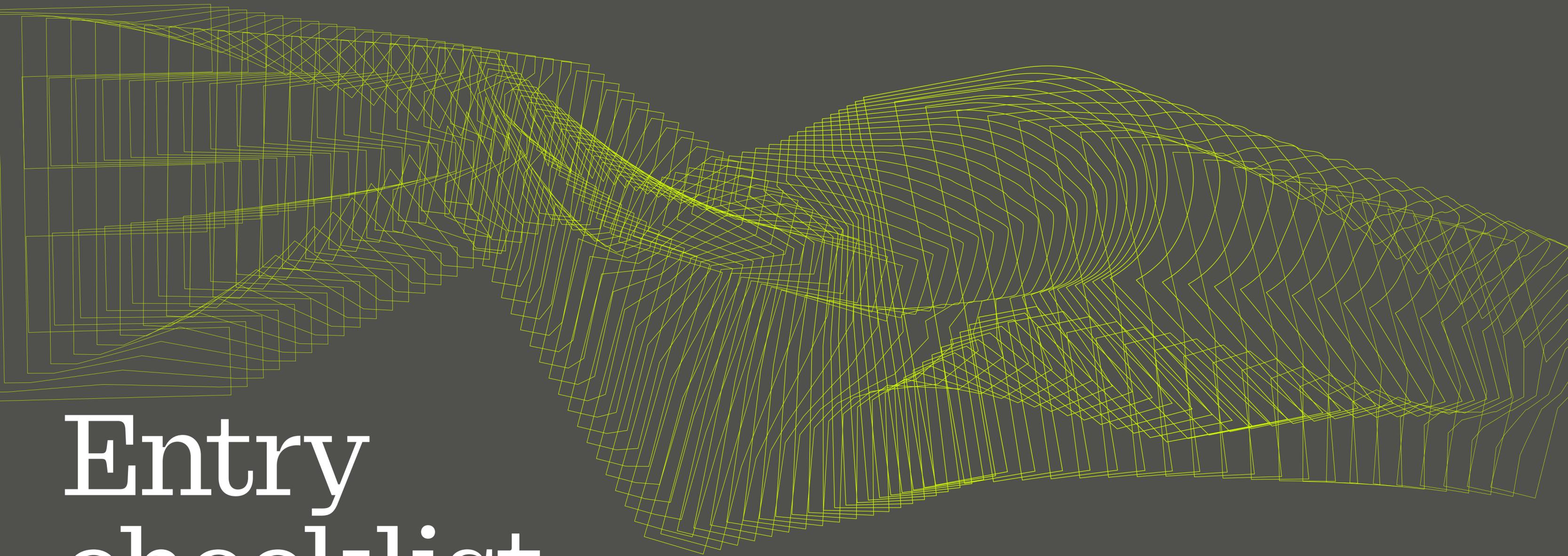
Entering couldn't be easier

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

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

If you would like additional guidance with your entries or any information please feel free to contact:

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



Entry checklist

Entry checklist

Entry form

Correct spelling and format of company names

Entry summary
300 words maximum

Entry statement
800 words maximum

Supporting materials
Passwords to restricted content

One PDF per entry, 10MB or less.

Remember, if you are submitting the same project in multiple categories, make sure each entry is tailored to suit the specific category. Judges will mark down entries that are exactly the same and haven't been tailored.

Entry form

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

You may design and brand the entry and its layout however you like. It is worth noting, however, that judges often prefer entries where text and images are well-balanced on each page, as this makes them more engaging and easier to read.

Once your entry is complete, please upload it as a single PDF document (up to 10MB, 20 pages), including any supporting materials and URLs to the website. If you are entering one project into multiple categories, ensure you tailor your entry to fit each category.

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

The names provided on your submission will be used on all written references – the shortlist, winners book, trophies etc. Please check spelling, capitalisation and any punctuation are all correct.

Name	Job title	Company
John Smith	Account Manager	Transform Awards
Email	Phone	Entering company
jsmith@transform.com	+44 20 1234 4321	Transform Awards
Invoice address	Client name	Category entered
Transform Awards London Street London SW4 6DH	Awards' Client	Best Use of a Visual Property

Entry summary

Your entry summary is used to brief the judges

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

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

01

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

02

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

Entry statement

The most successful entries to the Transform Awards present a clear and compelling narrative

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

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

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

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

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

Industry context

Challenges

Strategy

Creativity

Results

How to make your entry statement successful

Industry context

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

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

Challenges

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

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

Strategy

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

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

Creativity & Innovation

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

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

Results

Indicate how the results met the business objectives.

- What was the outcome?
- Did you achieve what you set out to?
- Did you exceed expectations?
- Results can be quantitative or qualitative. Where relevant, judges find the ROI on the work useful.

Supporting materials

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

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

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

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

01 Reviews

02 Testimonials

03 Media coverage

04 Additional project credits or third party contribution

05 Graphs & table

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

06 Videos

If possible, please provide a link to view the video content online. Please note, videos that exceed the recommended length of three minutes may not be viewed in their entirety.

07 Links

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

Supporting materials - Special Recognition

State why the candidate should be awarded Brand Strategist / Creative Director / Young Contender of the year.

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

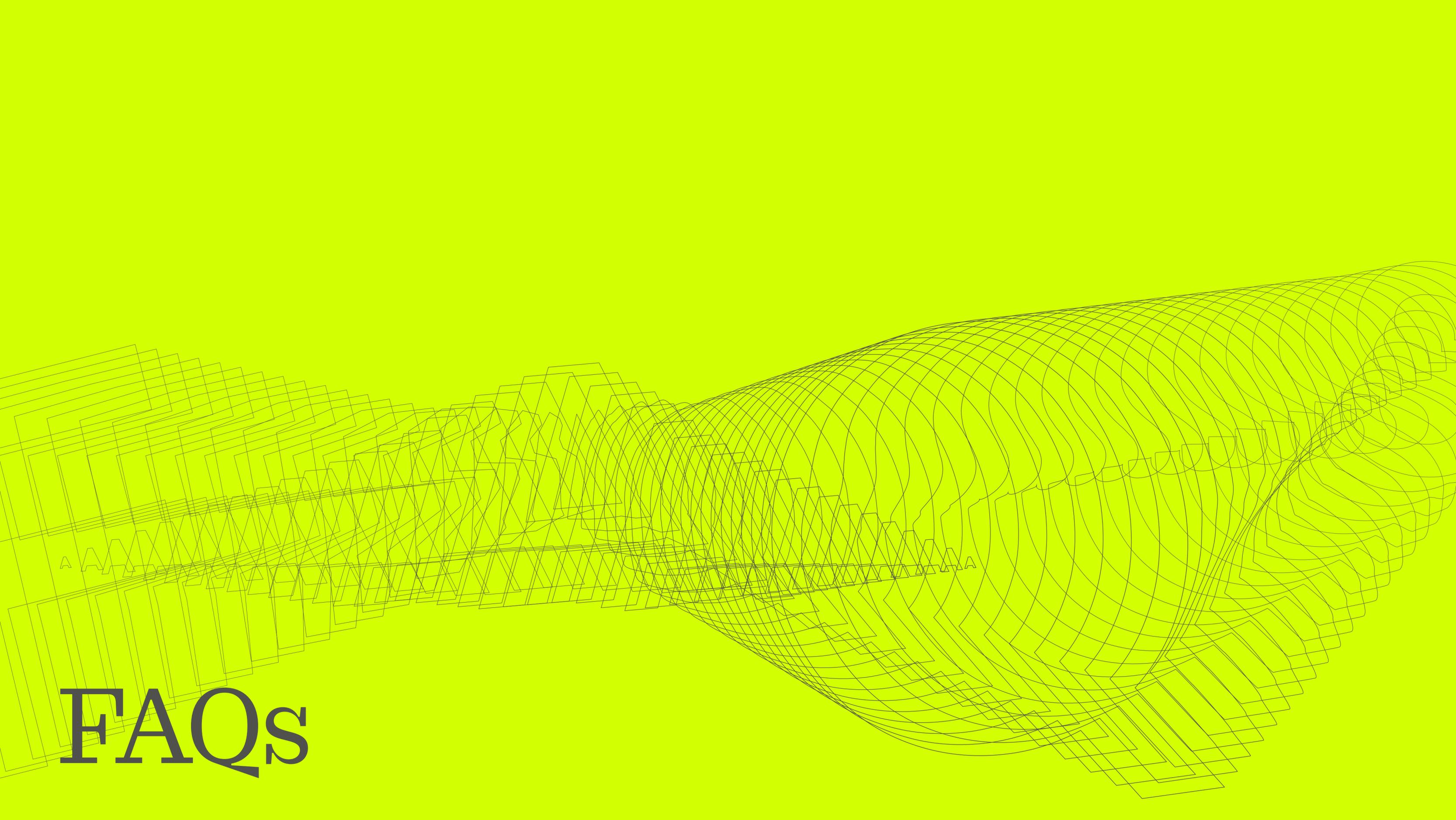
For any more information or help with your entry feel free to contact: Paige at pdavies@transformmagazine.net or call +44 (0)20 3950 5356

Entry Statement

Supporting Materials

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

Case Study



FAQs

FAQs

On the ‘Enter Now’ section of the website, what is the difference between the fields ‘company’ and ‘entering company?’

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

Is there a cost to enter?

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

Can I only include images in the supporting materials section?

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

How do I pay for my entries?

After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 and one of our team can explain other payment options.

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

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

Why won't my entry send?

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

Can previous entries be sent to potential entrants?

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



Enter Now

Instagram: Transform_Magazine
YouTube: TransformMagazine
Facebook: TransformMagazine
transformmagazine.net