

The background features a complex, layered geometric design. It consists of several overlapping, angular shapes in various shades of teal and light blue. The shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to recede into the background while others come forward. The overall effect is a modern, abstract composition that complements the text.

**TRANSFORM
DIAMOND
AWARDS
2026**

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NOTE FROM THE EDITOR



JACK COUSINS
EDITOR
TRANSFORM MAGAZINE

The Transform Diamond Awards is a truly special awards programme. With all Gold winners from our five regions eligible to compete, it acts as the pinnacle of brand strategy and design.

Following the success of our inaugural Transform Diamond Awards last year, I was very keen to see who our amazing panel of global judges would crown Diamond winners this time around. I was unsurprised to see Yum! Brands and ROWE – a project that caught the imagination of judges at our North America Awards – perform so fantastically well. Many congratulations to them!

But it should also be remembered that simply getting shortlisted for the Transform Diamond Awards is a genuine achievement, particularly at a time when brand strategy and design are reaching new heights worldwide. To the client and agency teams who went all the way and won a Diamond Award, thank you for continuing to push the field of brand design forward.



MEET
THE
JUDGES



MEET THE JUDGES



Anthony Bonamassa
Director, global brand management
and activation
Citi

Anthony is a senior marketing executive leading global brand management and activation at Citi, where he shapes visual identity systems, brand governance and global integrated marketing campaigns. He brings deep expertise in global brand management, creative operations and multi-channel marketing from previous leadership roles at Estée Lauder, MetLife and Viacom. Throughout his career, Anthony has successfully aligned cross-functional teams to deliver cohesive, customer-centric brand experiences while also advancing organisational capabilities.



Olivia Butter
Global brand strategy
and direction
Klarna

Olivia is a global brand marketer with more than 15 years of experience across both agency and client-side roles in the US and Europe. She is the global brand strategy lead at Klarna, defining positioning and brand direction across more than 26 markets, with work that spans partnerships with Apple, Google and eBay, Klarna's first Super Bowl ad and multi-year sports deals with the Chicago Bulls and Angel City FC. Previously, Olivia worked with Fortune 500 clients at BBDO and Grey before joining Chobani, where she helped transform America's top-selling yogurt into a lifestyle leader.



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.



Fabian Faraone
Design and brand manager
Transport for NSW

Fabian is a design and brand leader with over 15 years of experience working across government and commercial sectors. He currently leads brand and design at Transport for NSW, where he supports multidisciplinary teams to deliver clear, accessible and audience centred communications at scale. Fabian is particularly interested in how strong systems, governance and human centred design help translate complex information into work that's easy to navigate and genuinely useful. His background spans brand, experiential, exhibition and print design, with multiple industry awards recognising his approach.



Patrick Gray
Head of global brand and creative
State Street

Patrick is an award-winning executive creative director and head of global brand and creative for State Street, leading the firm's brand research, strategy, creative expression, design systems and campaigns. Most recently, he led State Street's first global rebrand in more than 50 years. Patrick joined State Street in 2003 as a senior designer and later became design director and creative director before taking on leadership of global brand and creative in 2014. He previously worked at Selbert Perkins Design, building brands, identities, experiences and landmarks for clients in virtually every industry.



Melanie Hallett
Marketing lead, brand
Uniting NSW.ACT

Melanie is a senior brand strategist and marketing leader with more than 20 years of experience leading brand transformations and activations across government, not-for-profit, arts, healthcare and media sectors. She heads brand strategy at Uniting NSW.ACT, where she is driving the organisation's most significant masterbrand evolution to date. Her portfolio includes repositioning Vinnies Shops from a welfare-focused charity model to a contemporary thrift and sustainable retail brand and rolling out the NSW government masterbrand across departments.

MEET THE JUDGES



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.



Louis Hu
Creative director
KPMG Australia

A designer at heart, Louis is the creative director at KPMG Australia, leading a team of thinkers and makers to deliver brand-led campaigns, events and thought-leadership across sectors including government, financial services, healthcare and not-for-profit. Prior to going in-house, Louis held senior roles in advertising and design agencies where he built high-performing teams and fused creativity with commercial strategy. Louis' work has been recognised and awarded across categories spanning consumer goods, automotive, entertainment and social impact.



Hanisha Lalwani
Senior Manager, Development and Residential Marketing - EMEA
Marriott International

An award-winning marketer, Hanisha has 16 years of B2B and B2C experience in the travel, hospitality and professional services sectors across Africa, Europe, India, Middle East and North America. Currently, Hanisha is responsible for driving awareness and demand of Marriott's portfolio of residential brands in the EMEA region. She partners with residential development licensees to drive sales premiums and pace. Her diligent, practical, strategic approach, and customer-centric mindset have made her excel across various roles in her career.



Sarah Lawrey
Manager creative services
AustralianSuper

Sarah is a seasoned creative leader with 25 years of experience across design and brand agencies and in-house teams, in both Melbourne and London. Starting her career as a graphic designer and progressing to client service director, she now leads the multi-disciplinary creative services team at AustralianSuper. Sarah brings deep expertise in brand development, design and creative strategy, along with a passion for building strong, collaborative partnerships. Her strengths in team leadership and creative culture-building help drive impactful, high-performing outcomes.



Hoon Lee
Design director
Kimberly-Clark

Hoon is design director at Kimberly-Clark, responsible for overseeing brand design for Huggies, Sweetie, 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.



Zoe MacDonald
Senior manager, brand strategy
CommBank

As a brand strategist and brand manager, Zoe is a curious and highly conceptual thinker. Her experience runs from creative strategy through to rigorous corporate branding. Zoe has led and facilitated brand and research immersion projects across the UK, South America, Europe and Australia and believes that branding has a strong role to play in boardrooms everywhere. Zoe is the senior manager of brand strategy at CommBank, where she steers the strategic direction of Australia's most valuable brand and the 2020 refresh of the bank's iconic 30-year-old diamond logo.

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YONDER

We take brands to new places.

- Grand Accolade
Grand prix winner
(2023)
- Grand Accolade
Best overall visual identity
(2024)
- ◆ Diamond Award
Best use of copy style
or tone of voice
(2024)
- Gold
Best use of audio
branding
(2023)
- Gold
Best visual identity for
a Charity, NGO or NFP
(2023)
- Gold
Best use of copy style
or tone of voice
(2023)
- Gold
Best creative strategy
(2023)
- Gold
Best use of copy style
or tone of voice
(2024)
- Gold
Best visual identity from
the sports and leisure
sector
(2024)
- Gold
Best implementation
of a brand development
project
(2025)
- Silver
Best visual identity
for property,
construction and
facilities management
(2023)
- Silver
Best brand experience
(2023)
- Bronze
Best creative
development of
a new brand
(2024)

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MEET THE JUDGES



Ricardo Munoz
Executive creative director
Comcast

Ricardo is a globally minded creative director with more than 15 years of experience shaping campaigns across tech, media, food and beverage, automotive, financial services and consumer goods. At Comcast, he leads a multidisciplinary team, infusing storytelling, design and innovation into high-impact campaigns for one of the world's largest media and technology companies. Born in Ecuador, shaped in Japan and sharpened in New York, Ricardo brings a cross-cultural spark to everything he touches. He's passionate about mentoring talent and crafting work that resonates across industries.



Jess Page
Creative director
CBRE Asia Pacific

Jess is the creative director at CBRE, a global leader in real estate services and investments. With a background in branding and advertising, she brings experience in connecting strategy and design to her role, guiding a talented team in developing creative solutions that align with CBRE's global and local objectives. Jess oversees the creative direction for a wide range of projects, from digital media to large-scale marketing campaigns. Before joining CBRE, Jess served as Creative director at Uberbrand, where she played a critical role in shaping brand's identities and taking them to market.



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.



Dale-Anne Scogings
Creative lead
Canva

Dale-Anne is a creative lead at Canva with 10 years of experience both in-house and agency. She leads brand creative initiatives for Flourish, a Canva-owned company, driving brand growth and creative excellence. She has worked on global brands such as Canva, Cosmopolitan Magazine, Puma and Vodacom, delivering creative solutions that have reached millions worldwide. Her hands-on, performance-driven approach is complemented by her entrepreneurial spirit and values-led mindset.



THE WINNERS



THE WINNERS

CONTENT

BEST USE OF A VISUAL PROPERTY

Diamond Winner – Yum! Brands and ROWE

Gold Winner – International Grammar School and Collective Objective

BEST USE OF COPY STYLE OR TONE OF VOICE

Diamond Winner – Etihad Credit Bureau and Accenture Song

Gold Winner – Great Ormond Street Hospital Charity and Pentagram

Gold Winner – Tsingtao and Landor

BEST BRAND EXPERIENCE

Diamond Winner – Dalziel and Pow Design Consultants

Gold Winner – AZKO and Landor

Gold Winner – PUMA and SGK

Gold Winner – Yum! Brands and ROWE

BEST USE OF AUDIO BRANDING

Diamond Winner – Talabat and why do birds and DE FALCON

Gold Winner – AOK and why do birds

Gold Winner – BACARDÍ and RESISTER

BEST USE OF PACKAGING

Gold Winner – ANSA Coatings and Brandology Amsterdam

Gold Winner – Diageo India, Smirnoff and Bulletproof

Gold Winner – EIRA Water and Brand Lounge

Gold Winner – LUX and Lonsdale Design

Gold Winner – The Magnum Ice Cream Company and Principals

BEST WAYFINDING OR SIGNAGE

Gold Winner – 7X and Brand Lounge

BEST PLACE BRAND

Diamond Winner – Saudi Tourism Authority and TQ Branding

Gold Winner – A State Of Denmark and Copenhagen Capacity

Gold Winner – Shanghai Chengtuo Holding Co., Ltd.

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

Diamond Winner – Dairy Australia and the thrills™

Gold Winner – Aljada Skatepark and Arada

Gold Winner – Ascot Racecourse and sainthicks

PROCESS

BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT

Diamond Winner – International Grammar School and Collective Objective

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Diamond Winner – Qantas and Principals (XXVI)

Gold Winner – Ethara and Acorn Strategy

Gold Winner – New York Golf Club with Landor and The Preferred Lie

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Diamond Winner – Yum! Brands and ROWE

Gold Winner – Etihad Credit Bureau and Accenture Song

BEST LOCALISATION OF AN INTERNATIONAL BRAND

Diamond Winner – Diageo India, Smirnoff and Bulletproof

Gold Winner – Engagement Institute and Principals

Gold Winner – Nescafé and CBA Design

THE WINNERS

STRATEGY

BEST CREATIVE STRATEGY

Diamond Winner – Lobos 1707 and Landor

Gold Winner – 7X and Brand Lounge

Gold Winner – Automated Architecture and Ascend Studio

Gold Winner – Sydney Film Festival and Frost*collective

BEST BRAND EVOLUTION

Diamond Winner – Etihad Credit Bureau and Accenture Song

Gold Winner – 7X and Brand Lounge

Gold Winner – Bank of America and Lippincott

Gold Winner – ChaPanda and Landor

Gold Winner – IAG and FutureBrand

Gold Winner – Strike and FutureBrand

Gold Winner – Sumo and The Edison Agency

Gold Winner – Volkswagen AG and Landor

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Diamond Winner – Shanghai Juss Event Management Co., Ltd. and Jibe

Gold Winner – EMX and Brand Lounge

Gold Winner – Reclink Australia – Game Changer Games and the thrills™

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Diamond Winner – Yum! Brands and ROWE

Gold Winner – Diageo India, Smirnoff and Bulletproof

Gold Winner – EMX and Brand Lounge

BEST NAMING STRATEGY

Diamond Winner – Mai Lighthouse and Re:brand

Gold Winner – 7X and Brand Lounge

Gold Winner – Call Me Chunky and Landor

Gold Winner – GOLDEN UNION GROUP and J.W.D.K

Gold Winner – Yum! Brands and ROWE

TYPE

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold Winner – Vereen and Synsation Brand Design

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

Diamond Winner – Saudi Tourism Authority and TQ Branding

Gold Winner – 7X and Brand Lounge

Gold Winner – Etihad Credit Bureau and Accenture Song

Gold Winner – KPJ Healthcare and Deloitte Southeast Asia

Gold Winner – Percen and FutureBrand

Gold Winner – Treasury Wine Estates and Brand Council

Gold Winner – Volkswagen AG and Landor

BEST BRAND CONSOLIDATION

Diamond Winner – Allevia and Re:brand

BEST DIGITAL TRANSFORMATION

Gold Winner – 7X and Brand Lounge

Gold Winner – General Organization of Social Insurance and TQ Branding

BEST EMPLOYER BRAND

Diamond Winner – Chow Tai Fook Jewellery Group and Landor

Gold Winner – Aruma and Brand Council

SECTOR

BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR

Diamond Winner – Volkswagen AG and Landor

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

Diamond Winner – Humane World for Animals and Lippincott

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Diamond Winner – Numu and Yellow

Gold Winner – International Grammar School and Collective Objective

Gold Winner – ISB and Landor

Gold Winner – Pearson and Landor

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Diamond Winner – Greenlane and Lippincott

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Diamond Winner – Etihad Credit Bureau and Accenture Song

Gold Winner – Bank of America and Lippincott

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Diamond Winner – India Gate and Landor

Gold Winner – Snackbrands – Kettle and The Edison Agency

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Diamond Winner – Yum! Brands and ROWE

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Diamond Winner – Invengene and Landor

Gold Winner – Allevia and Re:brand

THE WINNERS

SECTOR

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

Diamond Winner – Priceline – iLLi and the thrills™

Gold Winner – Dharana and Landor

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

Diamond Winner – Female Talent Agency (FTA) and Airborne Studio

Gold Winner – Milenia and DSR Branding

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

Diamond Winner – KOPE and YeahNice

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Diamond Winner – 7X and Brand Lounge

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold Winner – Chow Tai Fook Jewellery Group and Landor

Gold Winner – Voieur and Brand Lounge

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

Diamond Winner – Reclink Australia – Game Changer Games and the thrills™

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

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Diamond Winner – GameStop and WMH&I

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Diamond Winner – Korean Air and Lippincott

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

Diamond Winner – Korean Air and Lippincott

Gold Winner – Saudi Tourism Authority and TQ Branding



CONTENT



BEST USE OF A VISUAL PROPERTY



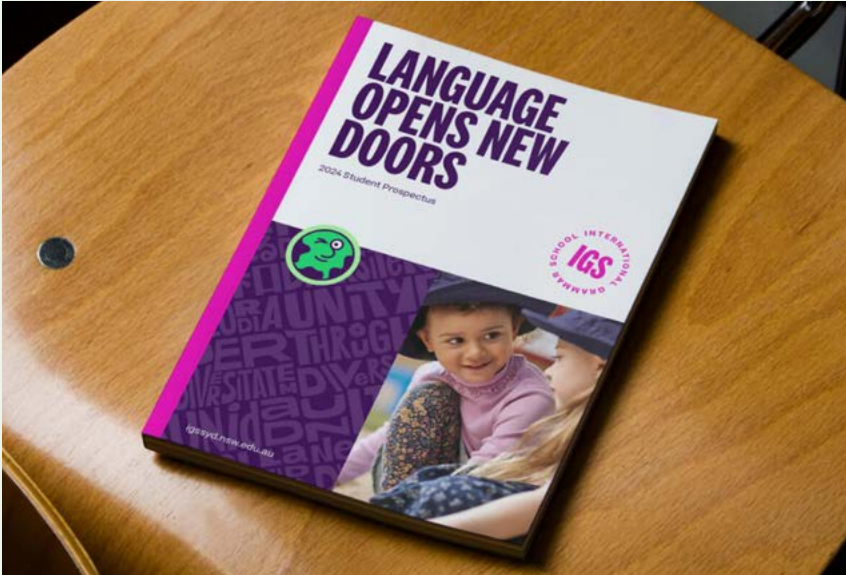
DIAMOND WINNER

YUM! BRANDS AND ROWE

Despite being a well-established brand, fast-food restaurant chain KFC was facing difficulty in attracting new guests. In order to connect with a Gen Z audience, Yum! Brands teamed up with ROWE to create Saucy, a new, chicken tenders-focused restaurant. Its 11 signature sauces - the stars of the menu - feature heavily throughout the brand's design, resulting in an extremely vibrant and enticing identity that tells the fledgling brand's story in a compelling way.

Aiming to create meaningful customer engagement and support long-term growth, the brand incorporates colourful pixels that comically censor the naughtily scrumptious chicken. Judges were full of praise for the "hip and fun" work, as one described it. Saucy has already proven its credentials as a true industry disruptor, leading another judge to praise the brand's "exciting" nature. "This feels relevant and on-trend," the judge added.

BEST USE OF A VISUAL PROPERTY

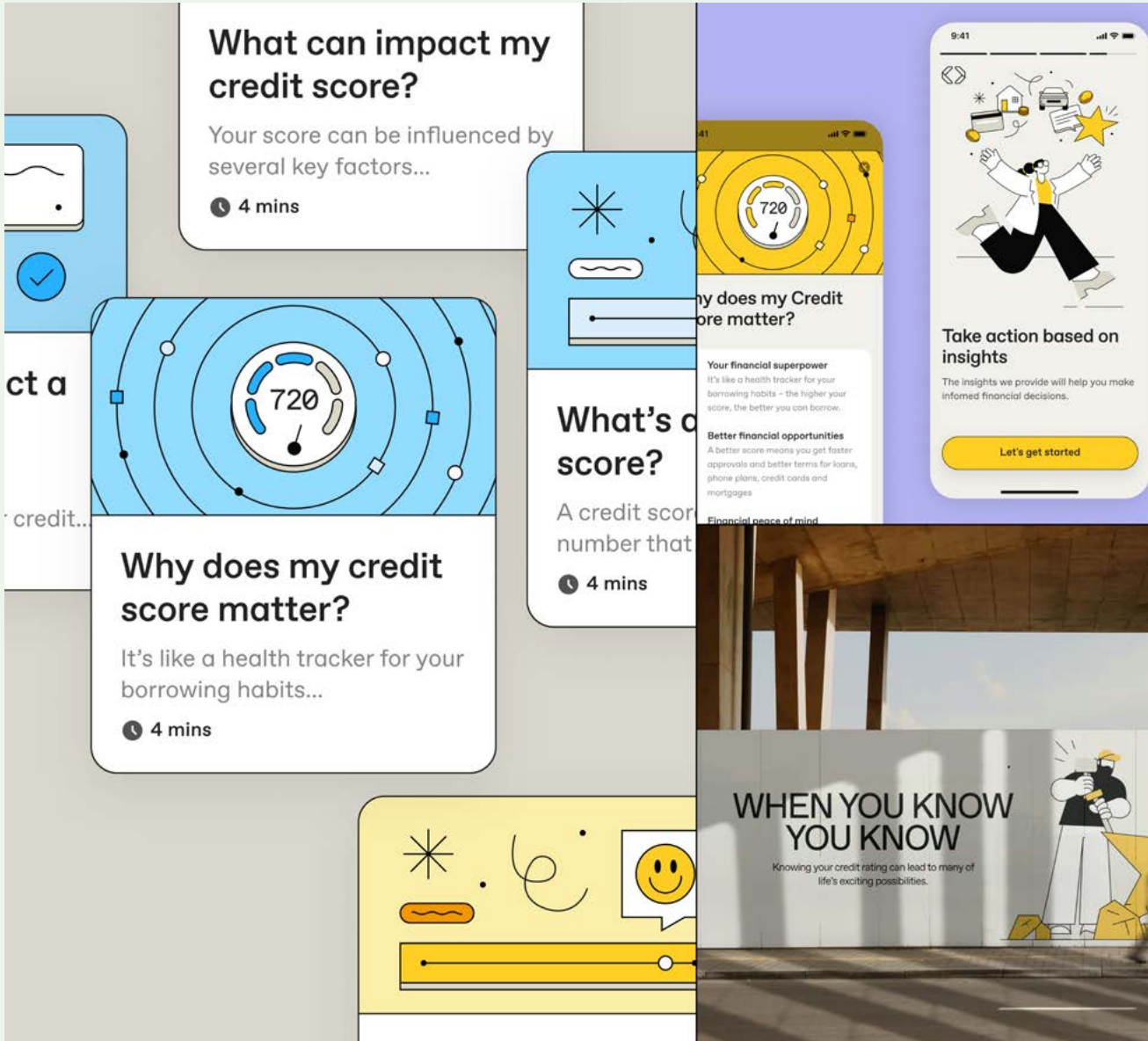


GOLD WINNER

INTERNATIONAL GRAMMAR SCHOOL AND COLLECTIVE OBJECTIVE

The International Grammar School's commitment to diversity as a unifying force became the focal point for its brand. Collective Objective developed a hero visual device, called the 'binding fabric' that is a collage of languages all depicting the word 'unity'. The use of varying type styles helps transform simple words into a piece of art. One judge called it "a rich and vibrant expression, bold and fun, while still coherent and ownable, the binding fabric is a strong concept." Another judge said it was "personality personified. Such a difficult balance to get right and they absolutely nailed it!"

BEST USE OF COPY STYLE OR TONE OF VOICE



DIAMOND WINNER

ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau is the foundation of nearly every loan or credit transaction in the UAE. But it wanted to step into the spotlight to become a trusted – and recognised – partner in financial wellbeing. To do so, it needed a tone of voice that would cut through the financial services industry jargon and build emotive connections with a young audience. Accenture Song developed four key tones of voice that allow the company to reach different audiences based on their financial needs and financial literacy.

This makes for a flexible but still cohesive tone of voice that is empowering, authentic and transparent. Judges loved the use of personas to achieve this result, with one saying: "I really loved how clear the strategy of this campaign was. The depth of research and development that went into this rebrand was enormous, yet they were able to take something quite complex and distil it into clear and engaging messaging."

BEST USE OF COPY STYLE OR TONE OF VOICE



GOLD WINNER

GREAT ORMOND STREET HOSPITAL CHARITY AND PENTAGRAM

Great Ormond Street Hospital (GOSH) wanted to show its modern audience and competitors that it stood for something bigger than itself. Pentagram channelled this to shape the brand's new strategy of putting childhood at the heart of the organisation. To express this tonally, the brand uses driving language to encapsulate its mission, simple verbiage to ensure its childhood messaging is clear and a warm tone of voice to express its purpose of caring for children. One said, "Superb work. It's a smart understanding of how to use brand to communicate."



GOLD WINNER

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. Judges praised the campaign as "simple genius".

BEST BRAND EXPERIENCE



DIAMOND WINNER

DALZIEL AND POW DESIGN CONSULTANTS

Dublin's Guinness Storehouse is a world-class landmark and attraction. Telling Guinness' brand story in an immersive setting that culminates in a glorious bar with views across Dublin, the experience is unparalleled. But the storehouse didn't want to stand still. It worked with Dalziel & Pow Design Consultants to infuse the experience with the latest in customer insights, future-proofing the attraction for new audiences. It infused the site with a multi-sensory story-based world on an epic scale.

A barley farm, massive water curtain and nature-inspired installations make for a refreshed experience ready-made for the social media generation. Since launch, there has been a 16% increase in consumer rating and a 4.5% increase in positive Google reviews. One judge said, "Everything is aligned with the brand, it delivers the heart and soul of Guinness. Beautiful work."

BEST BRAND EXPERIENCE



GOLD WINNER

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. 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. Judges commended the brand experience with one describing it as a "brilliant transformation".



GOLD WINNER

PUMA AND SGK

During the highly celebrated NBA All-Star Weekend, PUMA teamed up with SGK to create an interactive, high-energy Teenage Mutant Ninja Turtles activation. Despite San Francisco's spatial limitations, the project succeeded in creating Krang's Court - described as "a pop-a-shot on steroids" - with the activation merging the TV show's bold grit with 1990s-style arcades to promote the PUMA Hoops brand. The response - both on social media and in San Francisco - was incredible and is sure to live long in the minds of those who attended. "I absolutely loved the PUMA and SGK activation," said one judge.



GOLD WINNER

YUM! BRANDS ANDRÖWE

Built specifically for a Gen Z audience, Saucy is a restaurant that reimagines the chicken tender, one of KFC's most popular foods. The restaurant's brand experience - designed by ROWE on behalf of Yum! Brands - needed to extend far beyond traditional design by exuding main character energy. Built from napkin sketch to an open-door prototype in just nine months, Saucy cleverly delivered a tech-forward guest experience with enhanced drive-thru lanes for speed and convenience. Judges were highly impressed with the "fresh, new and fun" project. "This is a brand experience through and through," commented one judge.

BEST USE OF AUDIO BRANDING



DIAMOND WINNER

TALABAT AND WHY DO BIRDS AND DE FALCON

Delivery service Talabat is key to keeping customers happy across the Middle East. It plays an integral role in the lives of Gen Z across the region. Its audio brand had to consider that demographic's impatience, value for authenticity and diversity. why do birds and DE FALCON created an audio brand that was designed to embrace imperfection. As they wanted the audio brand to be interactive, they worked with local artists in each local region to co-create the sonic brand.

The audio brand uses a 'tala hook' to great effect, while remixes of traditional instruments offer a connection to the MENA region and sonic signatures add personality and a taste of the unexpected to the brand. Overall, it's comprehensive, extremely well targeted and eminently fun. One judge said, "The audio branding excels in every aspect. It is innovative, fresh, identitydriven, comprehensive and boasts top-notch production quality. This project is a prime example of what drives our industry forward and sets a standard for excellence. Bravo!"

BEST USE OF AUDIO BRANDING



GOLD WINNER

AOK AND WHY DO BIRDS

German health insurer AOK wanted to create an audio brand that would reflect its standard of care and create a pleasant and recognisable soundscape. Audio branding agency why do birds took inspiration from the AOK brand icon, the tree of life. It developed a musical concept focusing on growth, using three notes in reflection of the tree's three lives. A full range of sonic communications was developed to meet different customer needs. One judge said, "The brand's challenges were executed flawlessly and the results show this. The sonic identity and brand assets are powerful and fit perfectly with the personality of AOK."



GOLD WINNER

BACARDÍ AND RESISTER

While BACARDÍ had for a long time been heavily associated with music - such as its BACARDÍ House Party Session experimental campaigns - it lacked a wider sonic strategy. RESISTER aimed to change this without going down the corporate route of using traditional mnemonics or sonic logos. Instead, the project used AI technology to discover recurring BACARDÍ audio elements, which then allowed it to find emerging artists who were already releasing music with this signature sound. With the second track amassing 70,000 Spotify streams in under three months, BACARDÍ and RESISTER might just have succeeded. One judge praised the project as "a very clever approach to designing a sonic ecosystem".

BEST USE OF PACKAGING

GOLD WINNER

ANSA COATINGS AND BRANDOLOGY AMSTERDAM

ANSA Coatings turned to Brandology Amsterdam to craft a timeless, modern-classic packaging identity for its Penta paint brand. Hoping to reposition Penta as the go-to mainstream brand in home decoration, Brandology incorporated a coloured pentagram as a unique and ownable logo that represents Penta adding colour to customers' lives. Judges were enthusiastic about the "refined" outcome, as one described it. "It fits well for more professional or commercial users' needs and expectations now," added one judge.



GOLD WINNER

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 were designed to appeal to affluent, socially active consumers and 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. Judges were impressed by the execution and "positioning of the visual language and design to serve consumer needs."



GOLD WINNER

EIRA WATER AND BRAND LOUNGE

EIRA Water aimed to become a leading product range in the Gulf region, bringing the crisp taste of the Norwegian fjords to the deserts of the MENA region. Its packaging had to express a purity and premium quality to elevate bottled water from a commodity to a desirable product. Brand Lounge developed a packaging range that uses the same shape - with a distinctive chunky, tapered cap - across PET, aluminum and glass bottles. Judges loved the way this was a "complete creative packaging exercise that successfully developed a full experience around the product."



BEST USE OF PACKAGING



GOLD WINNER

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. The design-led series honoured the brand's legacy, inspired pride and engaged a new generation of consumers by turning products into collectible experiences. "A masterclass in turning heritage into contemporary storytelling," said one judge.



GOLD WINNER

THE MAGNUM ICE CREAM COMPANY AND PRINCIPALS

Despite Australia's national love affair with ice cream, tastes have shifted to healthier choices and natural ingredient brands, leaving the Magnum Ice Cream Company's once-favourite Weis brand behind the competition. Principals stripped down the busy packaging, focusing on the real fruit in each bite. The new packaging tells a stronger story of the brand's commitment to natural ingredients and family-friendliness. The new strapline – 'a tonne of sunshine in every bite' – brings a sense of joy and wholesomeness to bear as well. One judge said that this was "distinctive, simple and contemporary."



Design agency and butterfly collector

kimpton

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BEST WAYFINDING OR SIGNAGE



DIAMOND WINNER

7X AND BRAND LOUNGE

7X is a transport and logistics brand derived from Emirates Post Group. Its new wayfinding and signage system had to espouse its commitment to progress, innovation and momentum. But the complexity of the postal system's operations required a wayfinding system that could communicate clearly and authoritatively across a variety of spaces. Brand Lounge used an angular displacement in the wordmark's 'X' to communicate a sense of motion.

This same design effect was applied to the brand's signage. This allowed simple, effective communicative signage to also retain a strong link to the brand's ethos and ambitions. It's an effective, elegant solution for a complex project. One judge said, "The execution appears precise, clean and adaptable, ensuring brand consistency across different touchpoints."

BEST PLACE BRAND



DIAMOND WINNER

SAUDI TOURISM AUTHORITY AND TQ BRANDING

The Saudi Tourism Authority is on a mission to change perceptions of travel to Saudi Arabia and make it a place known for natural beauty, a unique heritage, modern urban buzz and ancient splendors. The new brand showcases the kingdom's vibrancy, welcoming nature and diverse offering. To achieve this, TQ Branding grounded the brand in the strapline, 'Heart of Arabia'. This provided a sense of cohesion across the authority's many touchpoints.

A new colour palette and pattern motif make the brand more flexible, eye-catching and social media-friendly. It also allows for versatility across different sub-brands and place brands. A record high number of tourists visited Saudi Arabia as a result of the new brand's implementation. One judge said, "It redefined Saudi Arabia's tourism industry, shattered global records and transformed economic contributions. The execution was bold, immersive and globally resonant."

BEST PLACE BRAND



GOLD WINNER

A STATE OF DENMARK AND COPENHAGEN CAPACITY

To reinvigorate Denmark's appeal for international talent, the country needed a stronger place brand proposition. Copenhagen Capacity founded the place brand strategy in the concept of 'A State of Denmark'. This phrasing allows for flexible communications like 'A State of Balance' and 'A State of Trust'. A series of videos tell stories about family life, career opportunities, Danish community values and cultural capital. One judge said, "The strategy - focused on inclusivity, authenticity and humour - is well executed and aligns with the audience's needs."



GOLD WINNER

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 一露香传, conveying modern charm. 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 EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



DIAMOND WINNER

DAIRY AUSTRALIA AND THE THRILLS™

Dairy Australia developed the 'Simple Greatness' campaign to redefine dairy for Gen Z and millennials. It wanted to reconnect with young Australians and emphasise the everyday health benefits of dairy. It reframed milk, cheese and yoghurt as the original, no-fuss superfoods. Creative agency the thrills™ developed a colour code for the different products to inspire instant recognition and brand cohesion.

The eye-catching graphics and bold colours are designed to stop the scroll. Assets were developed for different platforms but a consistent expression was delivered across the campaign. It inspired behaviour change with 23% more dairy being incorporated into consumer diets as a result. One judge said, "The brand identity came through strongly on every touchpoint. Beautifully made. Great craft."

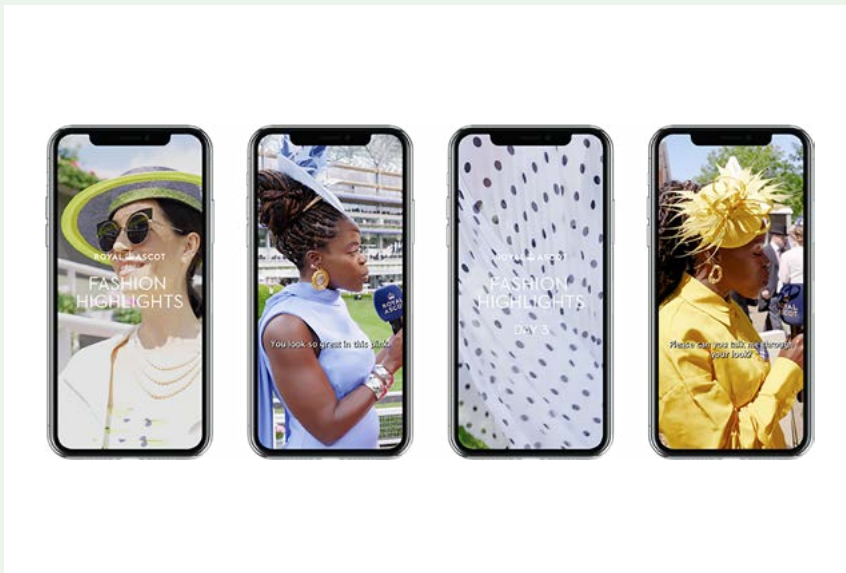
BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



GOLD WINNER

ALJADA SKATEPARK AND ARADA

The new Aljada Skatepark brand captures the vibrant energy and dynamism expected of a global skating brand while being locally relevant and authentic. Arada brought together artwork and insights from both 19 year-old Olympic gold medalist Keegan Palmer and renowned graphic designer David Carson to create something entirely unique. The resulting visual identity and social media expression is full of colour, exciting graphics, explosive mixed media and an energetic collage style. The result is impactful, unique and entirely place-making.



GOLD WINNER

ASCOT RACECOURSE AND SAINTNICKS

Ascot Racecourse's brand is partially built on its luxuriousness – its ability to hold itself apart from the masses. But that is the exact audience it needed to appeal to on social media in order to remain relevant for younger demographics. saintnicks introduced a brand character called The Dandy who could act as a kind of stand-in for the brand's tone of voice. This would allow for consistency and unity across Ascot's social channels. Not only has the brand's reach exploded, but its followers have also increased. Judges called this a "structured and thoughtful strategy tied together through a consistent voice."



PROCESS



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BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT



DIAMOND WINNER

INTERNATIONAL GRAMMAR SCHOOL AND COLLECTIVE OBJECTIVE

The International Grammar School needed to engage its stakeholders in order to create a brand reflective of the community itself. Collective Objective prioritised stakeholder research as a starting point for the rebrand. Not only did workshops and community sessions help inform the work, but they also put people at ease about the changes and kept them informed throughout the process. The result is a completely community-owned and community-shaped brand.

The visual identity embraces the spirit of diversity, educational brilliance and the fun of being a kid. The continued bilingual language use is complemented by a tapestry of languages representing the global community that is the school's audience. "Absolutely nailed it! I can tell there's true depth and breadth in the outcome and it encompasses the stakeholder insights gained," said one judge.

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



DIAMOND WINNER

QANTAS AND PRINCIPALS (XXVI)

Qantas had suffered through a few years of uncertainty and public scrutiny, putting distrust in the brand at an all-time high. It wanted to rebuild the emotional connection it had with employees and with Australians. It worked with Principals on a cultural reset, to reinspire the company behind the 'spirit of Australia'. Workshops across the business helped inform the brand's direction while also building a sense of collaboration between Qantas and its staff.

Honest conversations and a clear sense of the new direction for the brand helped employees regain their faith in Qantas. This programme helped Qantas embed its brand voice throughout the company and deliver a stronger employee – and customer – experience as a result. Judges were in awe of the massive challenge the brand faced and the strategic way in which it was tackled. One said, "I commend them on the delivery of such a large-scale initiative and the NPS results achieved."

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



GOLD WINNER

ETHARA AND ACORN STRATEGY

When Abu Dhabi Motorsports Management and Flash Entertainment merged to become Ethara, the new company needed to ensure that every employee felt invested in the brand's new story. It worked with Acorn Strategy to align the two cultures. The 'Making moments that matter' campaign created a shared language, a clear vision for the company's future and engaged employees in the business' success. Judges thought this was a compelling example of an internal culture transformation with "strong storytelling and digital interaction that made employees truly live the brand."



GOLD WINNER

NEW YORK GOLF CLUB WITH LANDOR AND THE PREFERRED LIE

Competing as one of the six teams in the inaugural season of the Tomorrow's Golf League, New York Golf Club needed to merge the city's confidence and wit with the sport itself. Its identity, conceived by Landor, cleverly played on New York's state bird, the eastern bluebird, and golf terminology such as birdie. A stark blue was incorporated that references the bird, the typography speaks to classic NYC fonts and the circle icon references the city's subway system. One judge describing the New York Golf Club identity as "clever, cute and well designed".

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



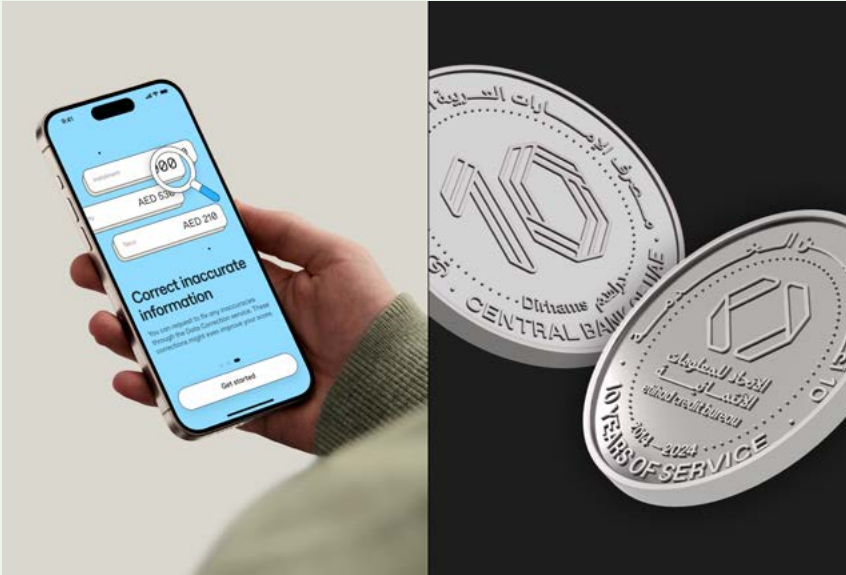
DIAMOND WINNER

YUM! BRANDS AND ROWE

ROWE was tasked with creating a brand identity for Saucy, Yum! Brands' restaurant concept, to place KFC's iconic chicken tenders and 11 signature sauces front and center. The restaurant's design needed to bring the brand to life in a way that tells a compelling story and creates meaningful customer engagement.

Despite having just nine months before the first location's grand opening, the project delivered in creating a branded space that delivered maximum impact while staying resourceconscious. This involved the implementation of enhanced drive-thru lanes, in-store touchscreen kiosks and a fully integrated mobile app, which resulted in a fantastic guest experience. Judges were highly impressed that it took just 322 days for the project to go from concept to opening its first store. One judge commented, "A saucy implementation of a saucy brand. Yum!"

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



GOLD WINNER

ETIHAD CREDIT BUREAU AND ACCENTURE SONG

In the Etihad Credit Bureau's mission to achieve consumer recognition and understanding, brand simplicity and clarity were key. A friendly, illustration-driven visual identity was introduced and a social media presence developed for the brand. Accenture Song crafted a personable tone of voice focusing on education and helpfulness. Implementing this full-scale rebrand across the company's existing assets, plus its new modes of communication, was a feat. Judges thought that the new brand was rolled out effectively, with one adding, "The visual identity is rich in terms of brand assets that give the brand a huge space for effective implementation."

BEST LOCALISATION OF AN INTERNATIONAL BRAND



DIAMOND WINNER

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."

BEST LOCALISATION OF AN INTERNATIONAL BRAND



GOLD WINNER

ENGAGEMENT INSTITUTE AND PRINCIPALS

The International Association of Public Participation was failing to communicate its commitment to community engagement. It worked with Principals to develop a local brand. The Engagement Institute is the 'home of engagement professionals' and showcases the credibility of community engagement in infrastructure and planning projects. The visual identity is warm, authoritative and distinctively Australian. One judge said that this was a clear example in which the localised brand was needed as an entity distinct from the global parent brand.



GOLD WINNER

NESCAFÉ AND CBA DESIGN

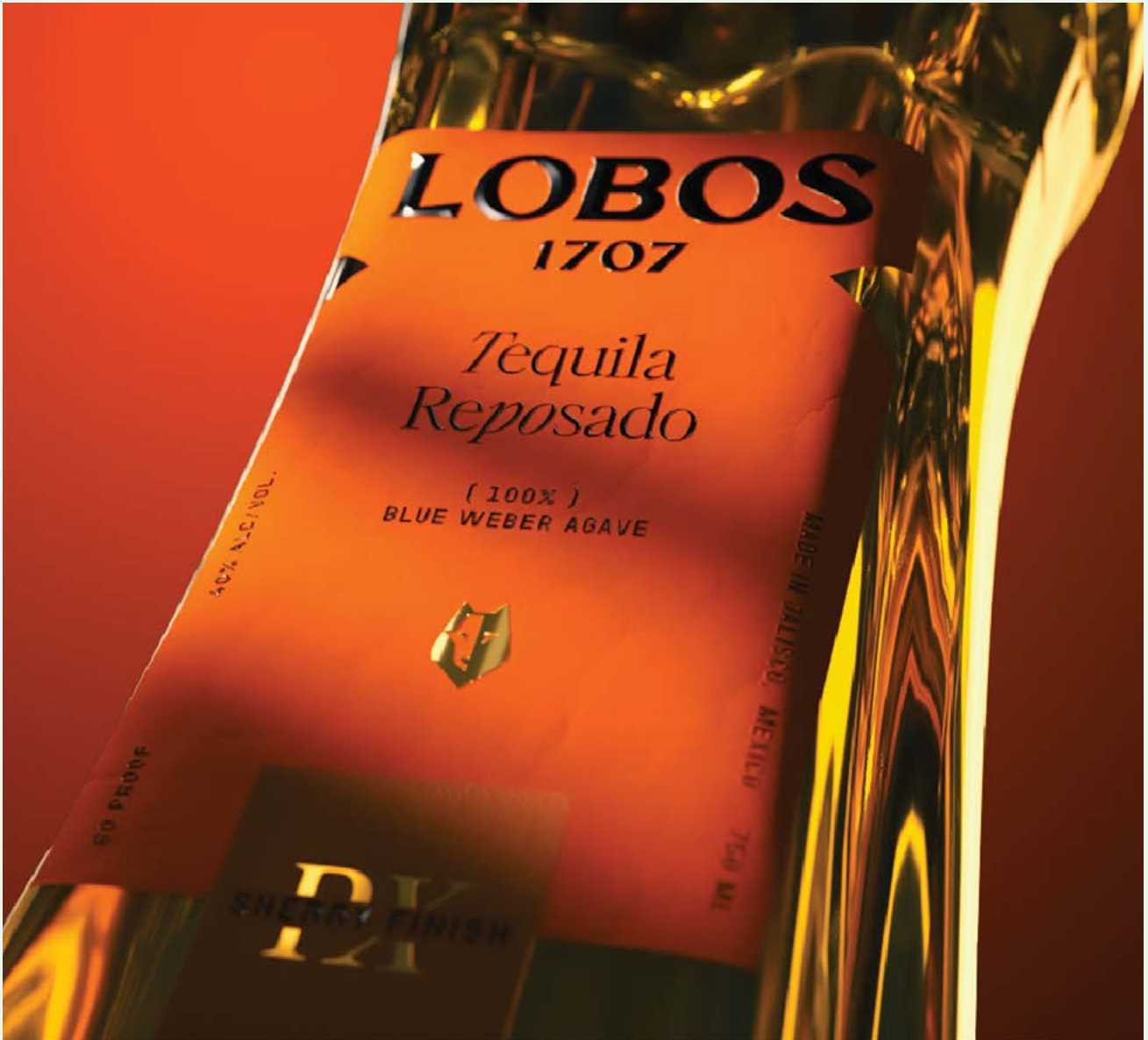
Nescafé required a brand redesign that was both globally consistent and locally adaptable in the Asia-Pacific. CBA Design led projects tailored to regional markets and consumers. Using the iconic Nescafé wordmark and accent, a modular and flexible packaging system was created to balance international 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. One judge described the work as "a masterclass in understanding the relationship between a master brand and a market's cultural nuances."



STRATEGY



BEST CREATIVE STRATEGY



DIAMOND WINNER

LOBOS 1707 AND LANDOR

Tequila brand Lobos 1707 is used to defying expectations – a trend that dates right back to its founder, Diego Osorio, who came from a family that made Spanish wines, not Mexican spirits. Landor was called on to set this untamed spirit free in a bid to stave off intense competition and reinforce its authenticity to attract new customers.

The agency focused on the idea of a wolf as a good metaphor for claiming its territory. Its visual identity is now full of lively, independent cues, such as a vibrant orange bottle label and small details that celebrate Lobos' craftsmanship and quality. The judges were just as full of praise for the project as the client was, with one commenting: "This is an excellent creative strategy exercise and execution by Landor. Job well done! It looks fabulous and they knocked it out of the park."

BEST CREATIVE STRATEGY



GOLD WINNER

7X AND BRAND LOUNGE

Shifting from a traditional postal provider to a world-class logistics company was a big challenge for Emirates Post Group. It worked with Brand Lounge to craft the positioning statement that the group would 'enable a world in motion'. The strategy was designed to be ambitious, driven by momentum and future-facing – and 7X was created to bring this dream to life. The new brand is unique, disruptive and entirely ownable. "The creative strategy behind 7X is super-convincing in terms of solving the challenges of transforming the brand and keeping the Emirati legacy at the heart of it," said one judge.



GOLD WINNER

AUTOMATED ARCHITECTURE AND ASCEND STUDIO

Automated Architecture (AUAR) aims to shake up the building industry by using robotics and AI to create sustainable, affordable homes at scale. It worked with Ascend Studio to create a positioning as a pioneer rethinking the future of construction. The brand is simple and message-driven, relying on impactful facts and subtly inspiring messaging to communicate its positioning. "Well conceptualised and thorough with a beautiful, dynamic logo. The type and layout are strong and memorable," said one judge.

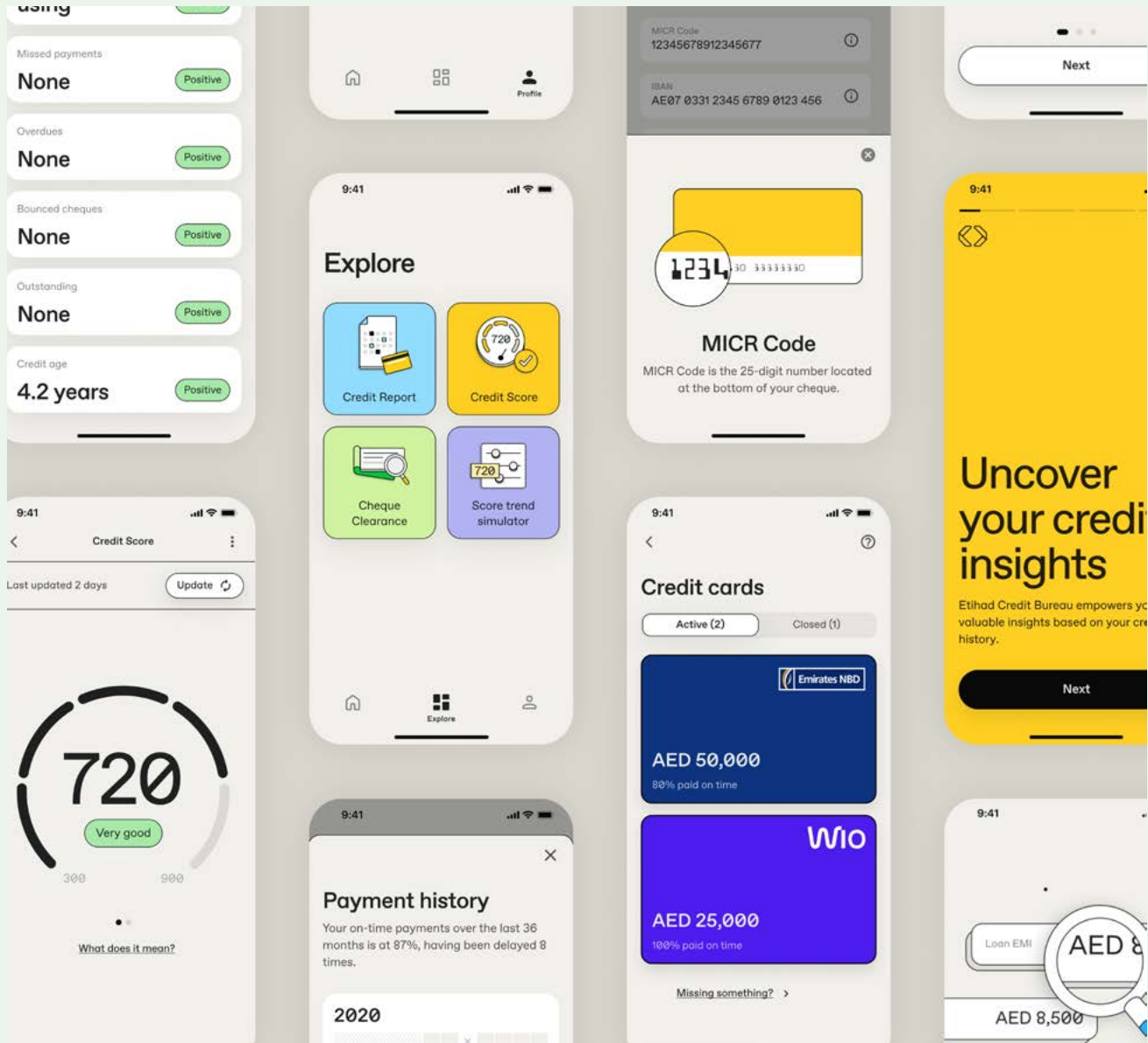


GOLD WINNER

SYDNEY FILM FESTIVAL AND FROST*COLLECTIVE

The Sydney Film Festival wanted to reconnect with its audiences and provoke more excitement about the cinema experience. It worked with Frost*collective on a brand tagline: 'See it all'. The 'see' was then visually transmuted into the acronym 'SFF'. This clever brand icon helped build a sense of cohesion across the identity. It's sophisticated, sleek and flexible. Judges loved the way the subtle playfulness and emotion in the language took people on a journey. "It's a great example of strategy that's grounded in insight, delivers measurable impact and moves the needle," said one judge.

BEST BRAND EVOLUTION



DIAMOND WINNER

ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau was once an all-but-invisible financial services brand that facilitated transactions. Realising it sat at the heart of the UAE's financial ecosystem, however, prompted it to re-evaluate the impact it could have on consumers' lives. It worked with Accenture Song to develop a consumer-facing brand and build a stronger understanding around financial literacy.

Accenture Song introduced four personas that represented the different types of users the bureau might need to reach. This segmentation allowed it to shape its communications style, tone of voice and copy to suit the needs of the entire target audience. One judge praised the "seamless transition from a bureaucratic entity to a customer-first financial companion." Another said the "execution was great at taking the brand to a new place of approachability."

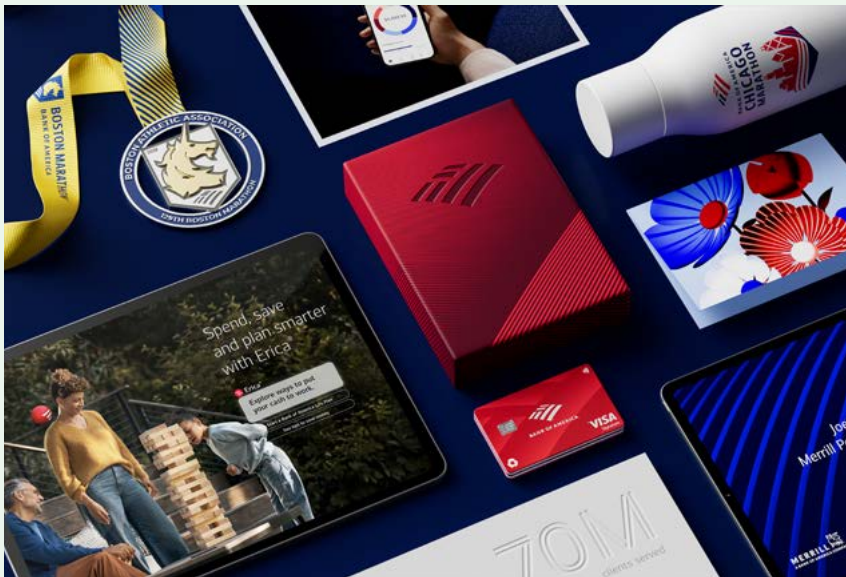
BEST BRAND EVOLUTION



GOLD WINNER

7X AND BRAND LOUNGE

Formerly the Emirates Post Group, 7X was created to build a new network of global connectivity and lead the logistics industry. The new identity, developed by Brand Lounge, symbolises momentum and disruption and has strong ties to the UAE's pioneering spirit. A displaced typeface and wordmark give a sense of motion and momentum, while a punchy strapline - 'For a world in motion' - tells an evocative story in a simple way. One judge said, "I love the new bold and techy logo that transports the brand into a new era of business. I especially love how the brand signature, 'For a world in motion', is executed with typographic motion details."



GOLD WINNER

BANK OF AMERICA AND LIPPINCOTT

Despite its undeniable size and scale, Bank of America was struggling to stand out in one of the US' most competitive categories. Lippincott crafted clear design principles and a visual toolkit derived from the bank's most visible and recognised brand asset: the Flagscape symbol. Acting as the essence of the new visual language, it can be deconstructed and then recombined for endless expressive possibilities. The new identity's success can be found in its flexibility, such as the way the system was used by Bank of America as part of its involvement in the 2025 Boston Marathon.



GOLD WINNER

CHAPANDA AND LANDOR

In China's competitive milk tea market, ChaPanda faced a lost brand image. Landor transformed ChaPanda's passion for flavour into a compelling narrative. 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 and increased revenue. Judges recognised the team's understanding of the social and community aspects of its audience. "A brilliant execution of modern branding," said one judge.

BEST BRAND EVOLUTION

GOLD WINNER

IAG AND FUTUREBRAND

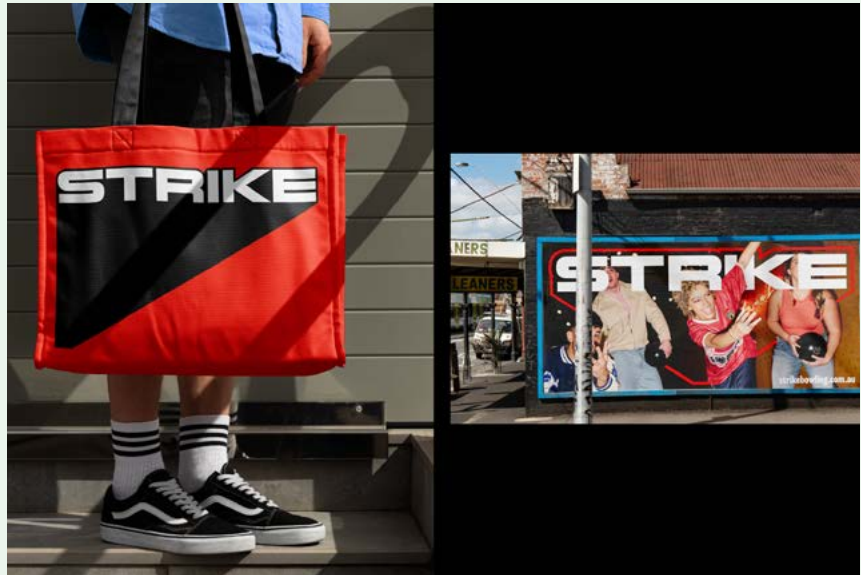
Insurance Australia Group (IAG) is the biggest insurer in Australia and New Zealand. IAG worked with FutureBrand to develop a strategic foundation for the brand's emergence into the consumer scene. It worked to ensure its consumer-facing pillars were well established, its relationship with its sub-brands was clear and its commitment to making the world safer was clear across every touchpoint. The result is a newly cohesive corporate brand that weaves a purple thread through every aspect of IAG's communications. One judge said, "It feels very strong, cohesive and powerful in execution."



GOLD WINNER

STRIKE AND FUTUREBRAND

Strike began life as a bowling venue and had grown to offer many different types of entertainment. FutureBrand worked with Strike to build a stronger emotional connection to the brand, infuse it with energy and create something that could flex across its many locations and offerings. The new identity captures a sense of kinetic energy and wonder-filled immersion based on the Strike brand experience. A bright colour palette and engaging graphic lockup modernise the identity and create a flexible, aspirational brand world. "This evolution transforms Strike from just a bowling alley into a complete entertainment brand," one judge said.



GOLD WINNER

SUMO AND THE EDISON AGENCY

Australian energy provider Sumo had a disruptor spirit, but the market had matured and consumers began expecting more from their utilities. It worked with The Edison Agency to redefine what it means to be Sumo. The resulting brand is recharged with fun, personality, warmth and sunniness. It focuses on delivering long-term care to consumers and uses a distinctively Australian graphic language to connect with consumers. "Aussie. Aussie. Aussie," said one judge. Another added, "Insights-led and impactful creative that built effectively on the challenge and strategy."



BEST BRANDEVOLUTION



GOLD WINNER

VOLKSWAGEN AG AND LANDOR

Volkswagen Group's sub-brands are globally renowned but its umbrella brand was failing to communicate its sustainability initiative and tech-driven strategy. Its 2020 rebrand was refined and mature, communicating authoritatively to a corporate audience. Landor worked on a brand that would enable Volkswagen Group to leverage its collaborative approach and team spirit, while communicating its commitment to a digital, sustainable future in automotive design. The new brand is progressive and has an internal momentum that carries through the imagery and graphics used across the visual identity. One judge said it "showed thoughtfulness and alignment across all design elements" leading to a harmony across the brand's positioning and visual identity.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



DIAMOND WINNER

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



GOLD WINNER

EMX AND BRAND LOUNGE

EMX, a subsidiary of the 7X Group, was created to lead the courier, express and parcel sector with innovation and advanced logistics solutions. Evolving from Emirates Post, EMX represents a strategic move to offer specialised and cutting-edge logistics experiences. Brand Lounge developed a visual strategy that uses squares to evoke the shape of boxes and differentiates from competitors with a blue colour palette. The new positioning, 'Within reach', is a simple and emotive way to communicate the brand's commitment. One judge said the brand strategy was well thought and that the new identity fit comfortably within the 7X portfolio.



GOLD WINNER

RECLINK AUSTRALIA – GAME CHANGER GAMES AND THE THRILLS™

Reclink wanted to inspire Australians to come together for one epic day of sports, music, food and fundraising. It worked with the thrills™ to create the Gamechanger Games. The tagline, 'Play Sports. Change Lives. Game On.' is simple, impactful and communicates the Games' purpose. The identity is incredibly playful and sport-agnostic. It focuses not on competitiveness and elite athleticism but fun, celebration and equal inclusivity. "What a fantastic job. The design makes the event unmissable. It's no wonder it sold out. Well done all involved," said one judge.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



DIAMOND WINNER

YUM! BRANDS AND ROWE

With iconic fast-food brand KFC struggling to appeal to the younger generations, Yum! Brands and ROWE came together to craft Saucy, a restaurant concept brimming with the spirit of flavor exploration. Turning traditional restaurant design on its head, Saucy was designed in a manner that bears in mind complex architectural details as well as the quirky, flamboyant visual identity. Not only that, but the new brand was developed with advanced back-of-house systems to deliver a streamlined, enjoyable experience.

One judge lauded Saucy for its "refreshing, exciting and engaging" nature and undoubted potential to speak to the targeted Gen Z audience. Another judge commented, "This is a standout brand in a crowded category. It's on target for the demographic, with the potential to grow into a major brand in its own right."

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



GOLD WINNER

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. 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."



GOLD WINNER

EMX AND BRAND LOUNGE

The 7X group's sub-brand EMX was designed to provide world-class parcel delivery and handling. But the competitive landscape was crowded with massive global players. By focusing on bringing the world within reach, the brand was able to showcase its purpose and value proposition clearly. The visual identity by Brand Lounge ties into the 7X masterbrand through the use of an off-center 'X' that indicates a sense of forward motion and disruption. The three-character EMX logo symbolises the key stages of logistics: origin, journey and destination. The result is disruptive, ambitious and well aligned with the masterbrand while still retaining its own USP.

BEST NAMING STRATEGY



DIAMOND WINNER

MAILIGHTHOUSE AND RE:BRAND

The transformation from Franklin Family Support Services to Mai Lighthouse required a naming strategy that would ensure the community would retain the trust it placed in the organisation. But it also had to create a sense of clarity and deliver a strong meaning for the future of the organisation. The word 'Mai' in the Te Reo Māori language means 'toward'. Combined with the concept of a lighthouse – stalwart, shining and secure – the name has strong, evocative meaning. Re:brand also developed a new identity to support the name, which uses traditional patterns to form a lighthouse lamp-like shape.

The result is a seamless blend of the organisation's future purpose and its heritage. "Winning on so many levels. A true success in renaming a historic brand. The meaning and concept behind it speaks directly to the target demographic sentiment when seeking help for their family," said one judge.

BEST NAMING STRATEGY



GOLD WINNER

7X AND BRAND LOUNGE

With a deep-rooted history in postal services, Emirates Post Group needed to move beyond its origins in order to become a full-scale trade, transport and logistics provider. It worked with Brand Lounge to develop the name 7X, which embodies the scale of its global ambitions. The name 7X symbolises the group's expansive vision of connecting the seven emirates to the seven continents across the seven seas. The use of the 'X' also allows the company to signify its disruptive aims and its commitment to change. One judge said, "It is always quite a challenge to rename a very established brand and 7X did an amazing job!"



GOLD WINNER

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. Judges praised the name as "fun and memorable" with "great execution."



GOLD WINNER

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. 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, 安岚, continues the established luxury identity, while the English name incorporates the creative spelling Ahn. Judges praised the name for its "balance of heritage, phonetics and readability, with a creative twist that elevates it into the luxury space."

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BEST NAMING STRATEGY



GOLD WINNER

YUM! BRANDS AND ROWE

Saucy by name, saucy by nature. Yum! Brands' answer to KFC's inability to attract new guests led to the creation of a new restaurant concept based around one of the iconic brand's most loved foods: chicken tenders. With its 11 signature sauces being key to the menu, it made perfect sense for Yum! Brands and ROWE to play on that theme when crafting the brand's name. Bold and cheeky, Saucy represents the spirit of flavor exploration that is so important to its targeted Gen Z audience. Judges were unanimously impressed by the brand's name, specifically praising Saucy for being "bold, strong and fun". One judge was roused by the 2.4 billion media impressions that Saucy had earned since launch, stating that the project delivered "very strong results" and that the name "perfectly connects to the target audience".



TYPE



BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

GOLD WINNER

VEREEN AND SYNSTATION BRAND DESIGN

Two Dutch elderly care organisations, Driezorg and Zonnehuisgroep IJssel-Vecht, merged to meet the needs of an ageing population. The new company, called Vereen, or 'unite', was designed with the interests of its target audience in mind. Synsation Brand Design created a simple visual identity that mutes the loud colours of the previous brands, allowing friendly, people-focused photography and clear communications to tell a strong story about the organisation. One judge said this was a "good example of how a merger can be leveraged to create a meaningful and united identity in a sector addressing critical societal challenges."



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



DIAMOND WINNER

SAUDI TOURISM AUTHORITY AND TQ BRANDING

The Saudi Tourism Authority launched a new tourism brand designed to reframe perceptions of the nation and inspire a new understanding of 'the Heart of Arabia'. Its existing approach successfully positioned Saudi Arabia as a place that blends modern luxury with cultural exploration. But it needed to attract a broader audience to remain competitive in a rapidly changing market. The 'Heart of Arabia' branding, developed by TQ Branding, brings to life the kingdom's joy, generosity and openness.

A modern colour palette brings to life traditional patterns and a bespoke typeface seamlessly bridges the gap between tradition and modernity. One judge called this "a textbook example of nation-branding done right - strategically repositioning a country's identity to drive economic growth while staying authentic to cultural heritage."

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

GOLD WINNER

7X AND BRAND LOUNGE

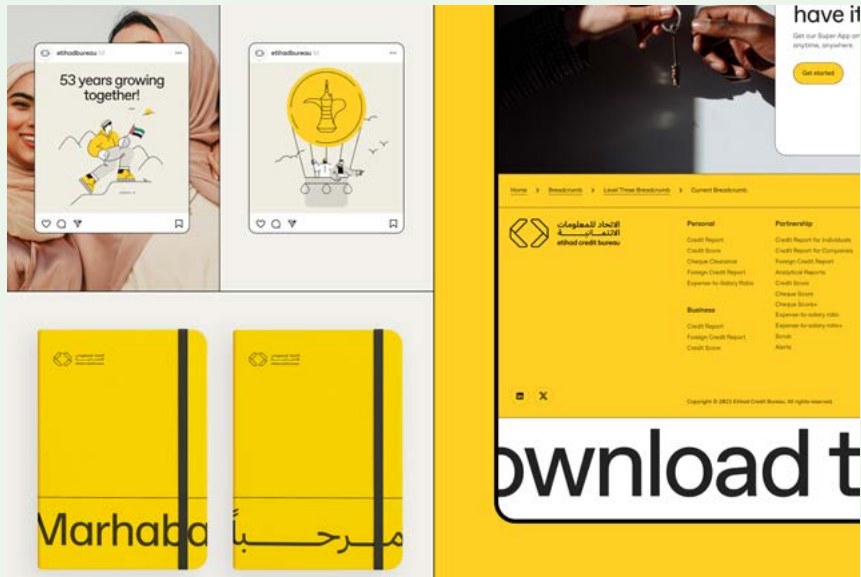
The global delivery, transport and logistics landscape is rapidly evolving, with competition from technology and global and local firms alike. To ensure its continued relevance, Emirates Post Group decided to make a change. It worked with Brand Lounge to create 7X, a brand dedicated to forward motion and change. The visual identity supports this through a displaced typeface that evokes a sense of perpetual movement. Judges thought the stakeholder research was an excellent basis for this rebrand. One judge added that this was an "excellent, bold change for the brand, breaking the category of regular brand work."



GOLD WINNER

ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau is foundational to the financial landscape of the UAE. It worked with Accenture Song to transform into a consumer-facing brand with an approachable identity. The new brand is designed to become a digital-first financial partner that will empower consumers to address their aspirations, fears and concerns. The new brand is set up well to achieve this with a warm, personable copy style and a friendly visual identity and simple user experience. Judges thought the strategic foundations of this brand were realised effectively in the visual identity.



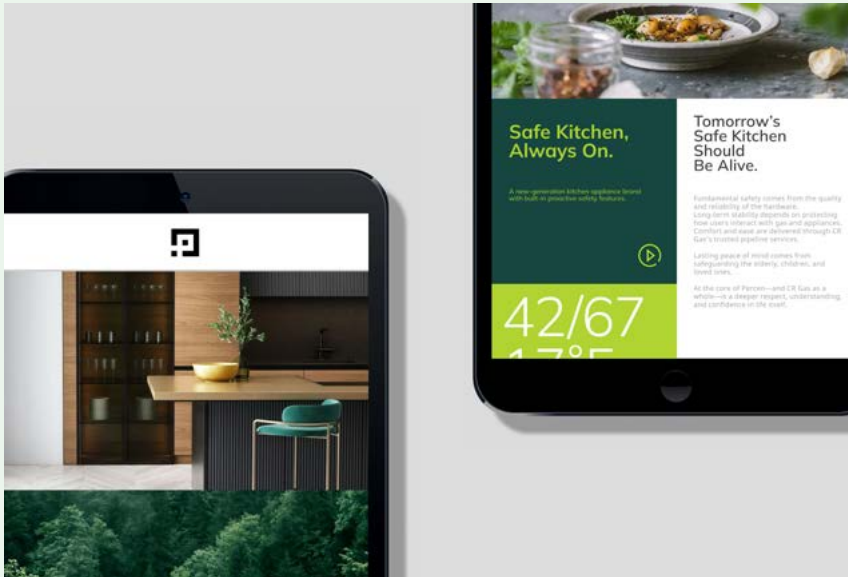
GOLD WINNER

KPJ HEALTHCARE AND DELOITTE SOUTHEAST ASIA

Malaysia's healthcare industry is rapidly evolving and KPJ Healthcare, operating 30 specialist hospitals, had the scale to lead but lacked a unified brand vision. Deloitte 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. "Deloitte delivered both strategic rigour and creative clarity, turning the brand into a national benchmark for healthcare," said one judge.



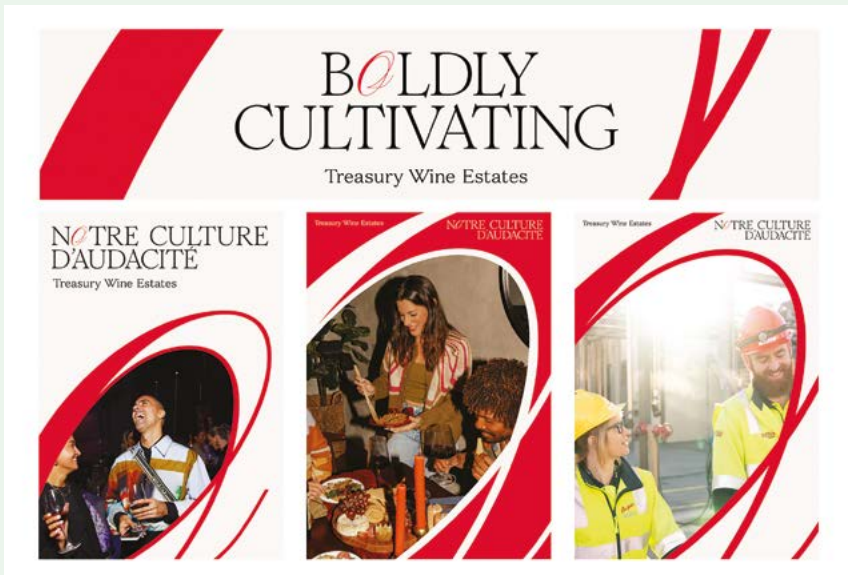
BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



GOLD WINNER

PERCEN AND FUTUREBRAND

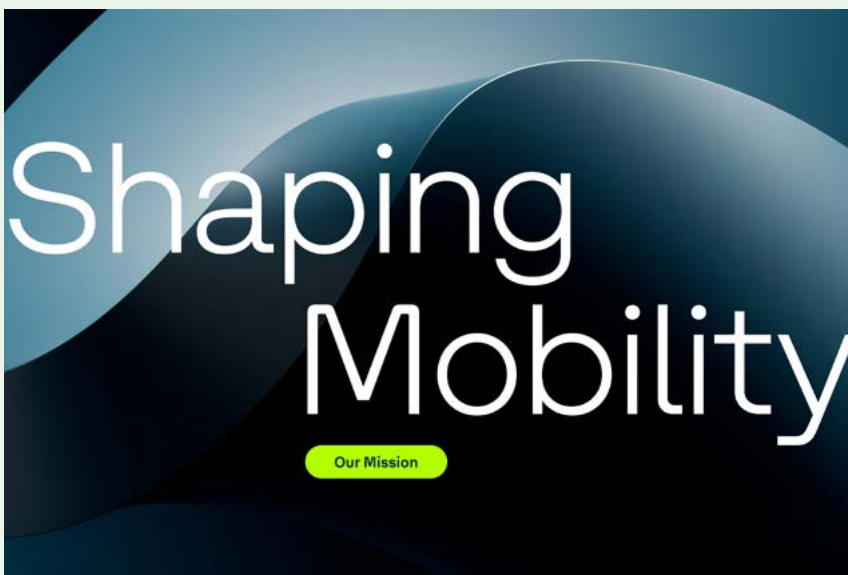
Percen is owned by CR Gas, China's largest gas company, but the brand faced challenges when competing in the kitchen appliance market. Partnering with FutureBrand, Percen sought to strengthen its position by moving beyond safety as a functional claim to make it an intrinsic part of its brand identity. 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."



GOLD WINNER

TREASURY WINE ESTATES AND BRAND COUNCIL

Treasury Wine Estates' massive portfolio was a brand asset, no doubt, but it also presented challenges. Brand Council created a new brand from the inside out. It defined the brand's purpose as 'boldly cultivating'. This was reflected in the visual identity, which showcased the people, science and craftsmanship at the heart of the brand. "This project brilliantly shifted the company from a corporate name to a house of brands. The elegant new identity, with a design that feels like a quality seal, a globe, better reflects the new mission to be a leader in the world of fine wine," one judge said.



GOLD WINNER

VOLKSWAGEN AG AND LANDOR

Volkswagen Group's future is one of sustainable automotive transport. Its brand needed to be flexible enough to communicate for the group as a whole, but distinctive enough to stand on its own. Landor's solution is infused with visual cues tying Volkswagen to both sustainable innovation and digitally enhanced manufacturing. The strategy of 'progressive movement' encapsulates this positioning. "This solution has given life and determination to a brand most know about while bringing a group perspective that is hopeful and positive," noted one judge.

BEST BRAND CONSOLIDATION



DIAMOND WINNER

ALLEVIA AND RE:BRAND

New Zealand's largest private healthcare group Allevia needed to consolidate its brand to move away from its heritage under the Sisters of Mercy banner. A range of seven healthcare services had disjointed names and brands. Re:brand needed to unify the estate, transition the deep, sentimental ties of the Mercy name to Allevia, develop a flexible system primed for growth and deliver warmth and clarity to all stakeholders.

The new brand uses Māori symbols to create a strong sense of cohesion and link to the community. The brand is simple, effective and memorable. A clear naming system instills a simplicity across the existing portfolio and allows room for growth. Judges thought this was a "sensitive and complex task" that used "a bright, fresh, modern and clean typeface with a soft cultural element to function well across the brand's full ecosystem."

BEST DIGITAL TRANSFORMATION



GOLD WINNER

7X AND BRAND LOUNGE

7X's digital transformation was part of its shift from a traditional operations company into a future-facing logistics brand committed to technology and innovation. As part of its evolution from Emirates Post Group, 7X embraced digital-first strategies that reflect its purpose of 'Enabling a World in Motion'. Brand Lounge had to complete a digital transformation that required the embedding of technology into the organisation's core operations. Judges thought this was an excellent example of a company that not only reshaped its entire business but also reflected that change in its digital touchpoints, while staying true to its brand strategy.



GOLD WINNER

GENERAL ORGANIZATION OF SOCIAL INSURANCE AND TQ BRANDING

The General Organization of Social Insurance (GOSI) redefined its digital presence, transforming into a modern, user-centric institution. It worked with TQ Branding on a digital-first rebrand that included a complete overhaul of GOSI's online and digital assets, reflecting its commitment to innovation, accessibility and customer-focused solutions. The new user experience is a revelation, allowing Saudi Arabians who need social insurance and financial security services to more simply and effectively access their accounts and resources. One judge said simply, "It nailed the digital transformation."

BEST EMPLOYER BRAND



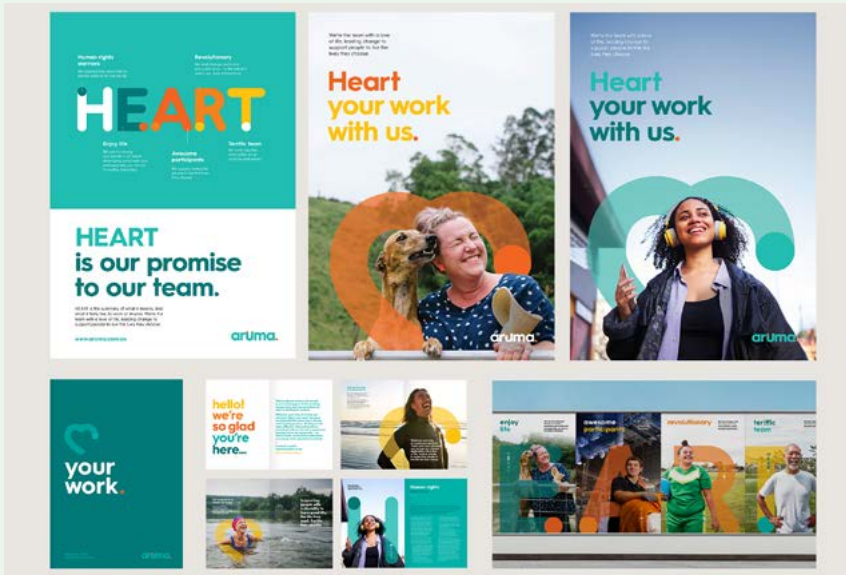
DIAMOND WINNER

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. As one judge noted, "This was not just communication but also cultural craftsmanship."

BEST EMPLOYER BRAND



GOLD WINNER

ARUMA AND BRAND COUNCIL

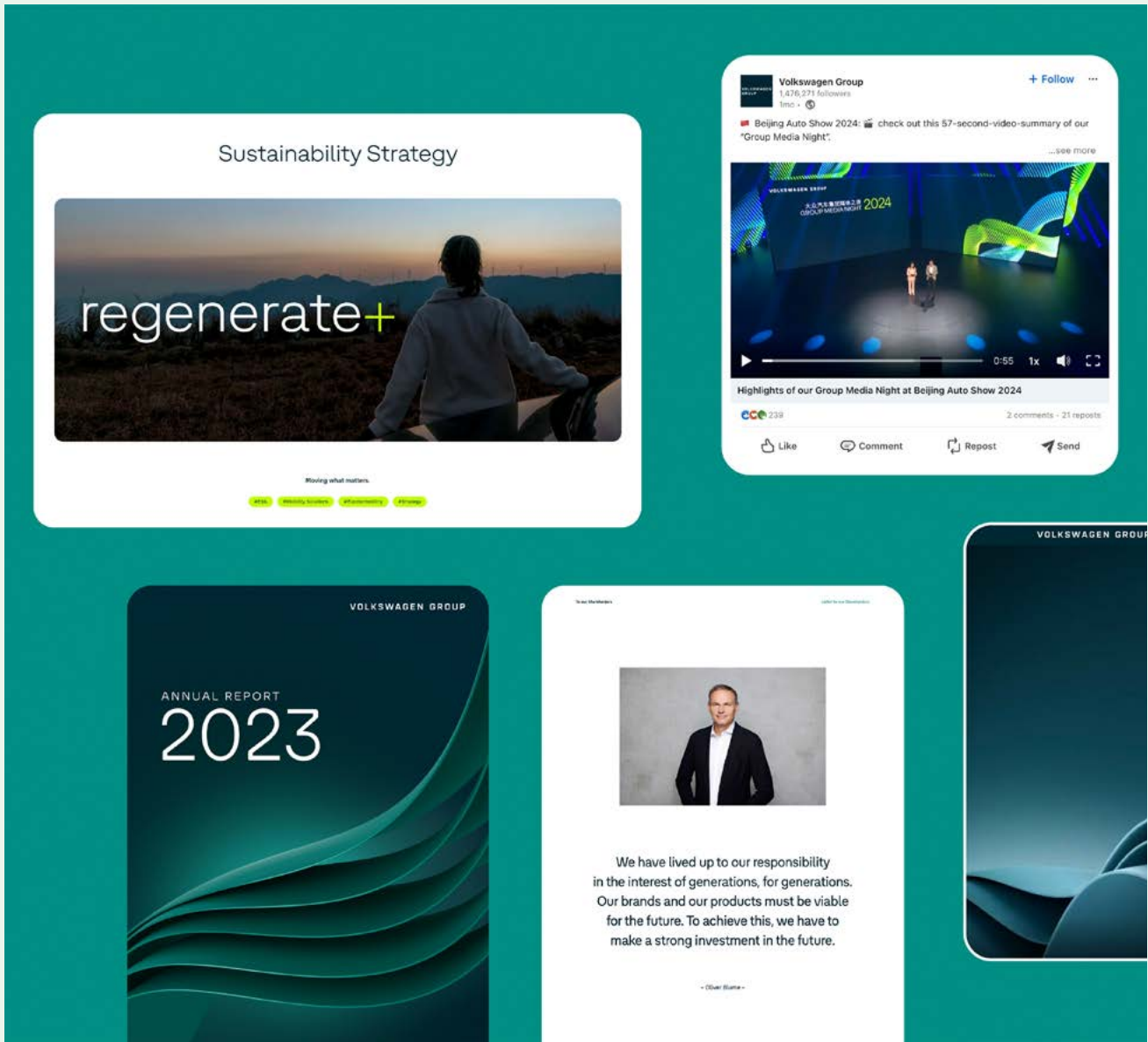
Australian disability care provider Aruma is in stiff competition to find and retain the best staff. It needed to create a brand that could build connections with its employees to create lasting relationships. To achieve this it worked with Brand Council to audit its internal comms, reshape its employee value proposition and leverage staff research to build a stronger employer brand. It brought this to life through the word 'Heart' and a warm, heart-filled visual identity designed. "The creative strategy and execution were warm, clear and aligned with both the strategy and the challenge," said one judge.



SECTOR



BEST VISUAL IDENTITY FROM THE AUTOMOTIVE SECTOR



DIAMOND WINNER

VOLKSWAGEN AG AND LANDOR

Volkswagen Group's 2020 rebrand came at a time when the company needed an authoritative, unified corporate brand that could help it speak to a global business audience. But the automotive industry has changed rapidly in the years since, as parent companies have led the charge toward an electric future. Volkswagen Group's brand needed to be more visible in order to communicate its innovation, technological advancements and sustainability commitments.

It worked with Landor to inspire a green, digital revolution in its corporate masterbrand. The result is a strong blend of visual cues from both sectors, using a bespoke typeface to clearly indicate this balance. Movement, progress and future-facing copy are all reinforced with dynamic imagery and a more human persona. The result is well crafted, coherent and effective. It has "given life and determination" to the global brand while infusing it with a stronger, more ownable positioning.

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



DIAMOND WINNER

HUMANE WORLD FOR ANIMALS AND LIPPINCOTT

Hoping to create a brand that would match its unparalleled global scope, The Humane Society of the United States teamed up with Lippincott. The animal protection organisation needed to reach new members by breaking through in the crowded market of global animal charities. Lippincott recognised the brand was simply failing to communicate its impact, with many people mistaking the charity to be a purely US-based humanitarian organisation. The new design by Lippincott stays true to the Humane Society's heritage in order to retain brand equity.

The answer was to rename the organisation to the Humane World for Animals, which allowed a new globe icon to be created that celebrates impact across the sky, land and sea. Elsewhere, emotional photography and a bold typeface bring the overall identity to life. The end result was the generation of 329 million earned social impressions in the launch month alone. One judge said, "This does a great job in making the visual definition universal, thereby eliminating any translation issues. As a result, the new brand is more flexible with its message."

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



DIAMOND WINNER

NUMU AND YELLOW

Early education provider Numu wanted to provide parents with a sophisticated, comforting and warm brand. The word Numu – which means 'growth' – clearly spouses this ethos, while a growing wordmark represents it visually. A colourful palette was designed to inspire children, but without the over-saturated hues that often pervade and lead to overstimulation of both parents and children. A series of child-like characters represent different traits and personalities, communicating Numu's diversity. Parents have responded, taking up spaces in nurseries quickly since the brand launch.

Judges thought the brand had an impressive sense of cohesion and visual consistency across touchpoints. One judge added, "I loved this! It immediately emotionally resonates with the target audience (parents), and is a great way to take us on the brand journey, starting with the Arabic smart yet easy-to-pronounce name, all the way to the individual characters – a visually engaging and fun brand application."

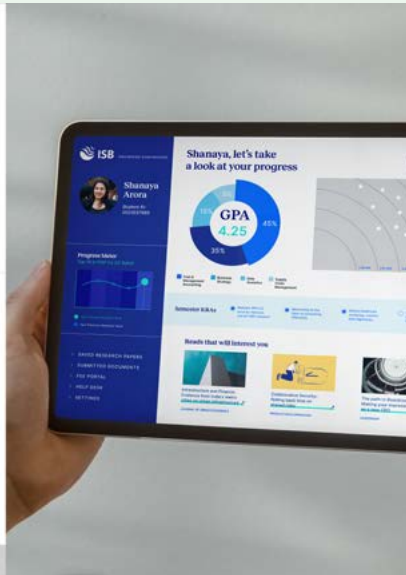
BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



GOLD WINNER

INTERNATIONAL GRAMMAR SCHOOL AND COLLECTIVE OBJECTIVE

The International Grammar School was Australia's first bilingual school, which imbued it with a culture of unity and inclusivity. In its recent rebrand, it wanted to ensure that these values were front and centre. It worked with Collective Objective to create a visual identity that was as inspirational and vibrant as the school itself. One of the key visual assets is a 'binding fabric' comprising the word 'unity' in different languages. "Nailed the brief! Never have I seen a school truly capture and communicate the essence of education in diversity," said one judge.



GOLD WINNER

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. One judge said, "Amazing execution of brand language across different touchpoints". Other judges described it as "a shift that feels both timely and impactful."

GOLD WINNER

PEARSON AND LANDOR

A classic example of a strong legacy brand with a limited digital presence, Pearson felt its identity no longer reflected the diversity of learners in the modern world. Landor set about building a bold new brand identity anchored in movement and meaning. Visually speaking, the new brand is heroed by the 'Ripple', the centerpiece that signals the power of learning to create change. Now positioned as a movement in learning for the digital era, Pearson still retains its core belief that humans are born to learn. "Good solution to modernise the brand," noted one judge. "It's distinctive and has ownable elements."



BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



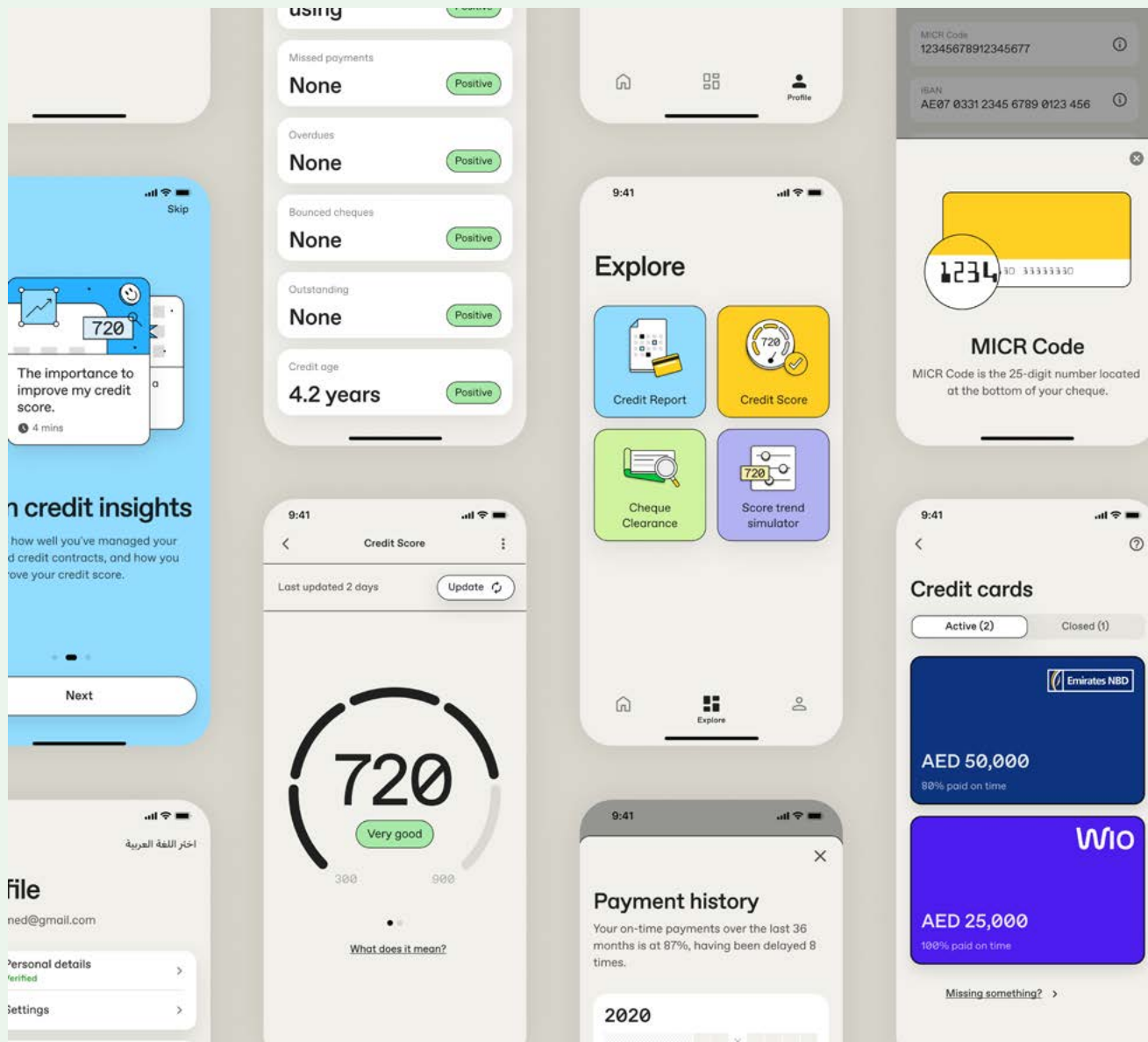
DIAMOND WINNER

GREENLANE AND LIPPINCOTT

Greenlane builds critical EV infrastructure for commercial trucking and faced a general lack of confidence regarding its electric charging and refueling infrastructure, which was perceived as unreliable. The new identity by Lippincott therefore needed to be anchored in unique, tangible benefits. Hoping to drive the entire Greenlane experience, its new visual identity includes a logo that is embedded in every touchpoint, from wayfinding to digital apps and beyond. Featuring a mark that serves as a roadside beacon and a visual shorthand of the brand name, the identity and signage system presents the path to a driver's destination.

Now aspirational and confident, Greenlane is poised to set the commercial trucking industry on a better, more confident path. "It takes a simple set of graphic elements and really uses them well throughout many different executions. Great work!" said one judge.

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



DIAMOND WINNER

ETIHAD CREDIT BUREAU AND ACCENTURE SONG

The Etihad Credit Bureau's rebranding targeted a diverse audience of businesses, consumers and government entities – including the digitally adept users that form a significant portion of the UAE's population. The rebrand would need to ensure that accessible tools and guidance were built into a digital-first brand in order to help users confidently navigate financial complexities. Accenture Song achieved this by creating four personas that helped tailor the brand's communications to different segments.

Visually, this resulted in four different illustrations – all crafted in the same style – that would speak to the needs of different demographics. The new identity is playful, clear and utterly engaging. Judges praised the "clean and modern look and feel of the very cohesive identity application across touchpoints. This was a creative and innovative approach to branding in the financial services sector."

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

GOLD WINNER

BANK OF AMERICA AND LIPPINCOTT

Lippincott opted to double down on what makes Bank of America distinctive when reimagining its visual identity. The bank operates in a highly competitive industry that has ever-evolving customer expectations, so if it wanted to stand apart it needed to offer a refreshed expression that shows off its credentials. Lippincott therefore focused on its Flagscape symbol, which allowed clear design principles and a visual toolkit to be crafted based on movement and dynamism. Judges were impressed by the thinking behind the project, with one describing the outcome as "beautiful". Another judge added, "It's impressive how the Flagscape was able to be leveraged so extensively across the system. It feels distinct, but broad enough to appeal to a variety of audiences."



BEST VISUAL IDENTITY FROM THE FMCG SECTOR



DIAMOND WINNER

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

GOLD WINNER

SNACKBRANDS – KETTLE AND THE EDISON AGENCY

Kettle's small batch chips are 'crafted for flavour' and had a strong presence in Australia as its original kettle-cooked chip brand. But increased competition and market changes meant that it was being outpaced in terms of cultural relevance. It worked with The Edison Agency to revive the spirit of Kettle. The new identity moves on from outdated notions of 'craft' and visual expressions related to hand-crafted snack products. It infuses the brand with a gastropub-style sense of cool and refinement. "The creative execution respected the brand's heritage while elevating the original design to effectively deliver on the challenge," said one judge.



BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



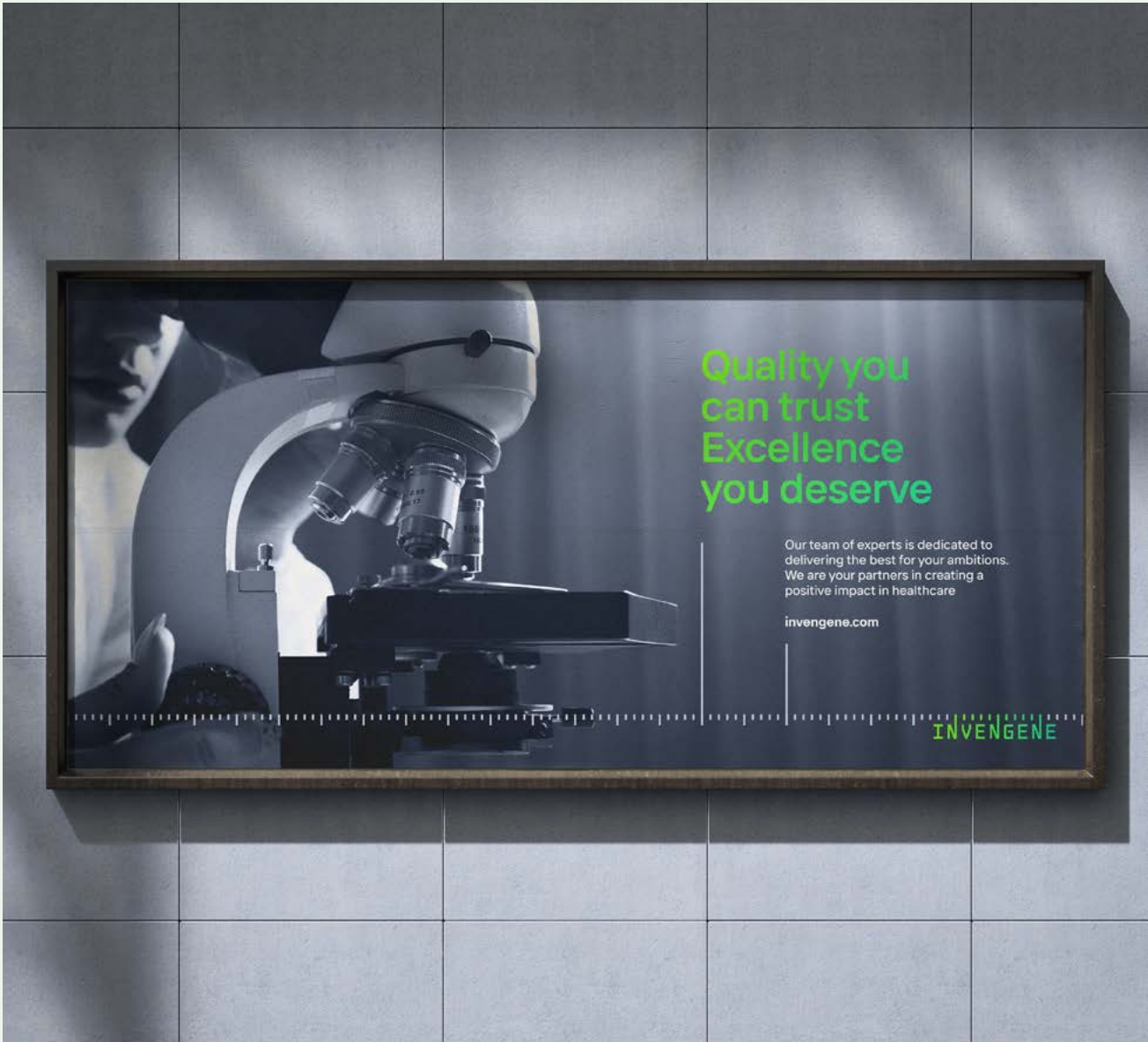
DIAMOND WINNER

YUM! BRANDS AND ROWE

Yum! Brands and ROWE crafted an unapologetically bold visual language for Saucy, a new restaurant concept by KFC that aims to appeal to Gen Z. Its visual identity was created in tandem with the physical store environment, meaning the brand needed to tell a compelling story while also supporting long-term growth. The end result is a brand that places the restaurant's 11 signature sauces at its heart and unapologetically teems with main character energy.

Bold, hip and highly energetic, Saucy has the potential to take the fast food industry by storm, and has already racked up 2.4 billion earned media impressions. Judges were in awe of its "strong, fun and engaging" identity, as one described it. Another judge praised it as "a saucy visual identity that looks so good you can taste it!"

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



DIAMOND WINNER

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



GOLD WINNER

ALLEVIA AND RE:BRAND

The Sisters of Mercy hospital brand was a well-loved and respected brand across New Zealand so anything replacing it needed to connect emotionally, as well as logically. Re:brand undertook research into the company's internal audience, its patient community and its target audience to understand the foundations underpinning the company. It developed the Allevia brand with a logo inspired by Māori symbols and a name that inspires a sense of care and confidence. Judges thought this was an excellent brand development, with one saying, "A huge, sensitive and complex rebrand, retiring the Mercy name after 140 years, uniting seven services and meeting real expectations around bicultural relevance."

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



DIAMOND WINNER

PRICELINE – ILLI AND THE THRILLS™

Beauty accessories tend toward outdated concepts of femininity or are the purview of pharmacy white-goods lines. Priceline wanted to do something different with its accessories and tap into the way modern women see themselves and their cosmetics. The new brand, iLLi, speaks with an honest, no-nonsense tone that retains a sense of empathy and warmth.

The colour palette is bold and striking while the palindromic name allowed the thrills™ to create a mirror effect. On one side is a strong, proud, put together 'il' while on the flip side is the real person behind the look, 'niggly bits' and all. One judge said, "Unexpected but with life and energy. Bold and purposefully differentiated. Confident expression."

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



GOLD WINNER

DHARANA AND LANDOR

After stepping away from its partnership with Hilton, Dharana sought a new visual identity that could reflect its autonomy as a luxury wellbeing retreat and its unique location. The new brand purpose was articulated as a 'journey to conscious being', with a design system grounded in the philosophy that everything vibrates. 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 PROFESSIONAL SERVICES SECTOR



DIAMOND WINNER

FEMALE TALENT AGENCY (FTA) AND AIRBORNE STUDIO

The Female Talent Agency (FTA) is the Middle East's first dedicated female music talent agency. Its identity had to balance authority and professional services sector credibility with an energy and cultural resonance that would communicate its USP. Airborne Studio created the brand positioning, 'In her power', which allowed FTA to challenge traditional notions of 'feminine' branding and establish FTA as a serious player in the market. The visual identity is bold and simple, but it has a definite sense of strength and implies FTA is holding nothing back. It uses black, white and yellow to great effect alongside portrait photography that allows each client to own the brand in their own way. One judge said this brand "pioneered a new category", adding: "The brutalist typography and structured layout give a strong, corporate feel, while the photographic treatment maintains authenticity for artists." Another said: "I thought this had a bold timelessness to it."

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR



GOLD WINNER

MILENIA AND DSR BRANDING

New financial services company Milenia wanted to create a brand that would have the right roots for future growth. It worked with DSR Branding to create a brand that would evoke the concept of planting a tree. That simple action can create security for generations to come. That ethos was reflected in the symbol of the wollemi pine tree, which is a symbol of resilience and foresight. The colour palette is similarly inspired by the tree's natural colours. One judge called it "a fine balance between heritage, trust, story and wealth in a sector of sameness." Another said, "The Milenia brand elegantly balances credibility and empathy, using symbolic visuals and a refined palette to differentiate in a crowded market while conveying multigenerational legacy."

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



DIAMOND WINNER

KOPE AND YEAHNICE

KOPE provides software to support offsite construction of prefabricated products to allow designers to apply these products to digital design models. To communicate its solutions and innovation, KOPE needed a brand that would visually reflect both prefab construction and software technology. YeahNice streamlined the brand architecture and focused on presenting a cohesive, simple solution to potential clients, making KOPE easier to understand in the process.

The visual identity celebrates the materials and physical elements that make construction possible, alongside the possibilities offered by digital design and technological innovation. The blend of materials, building solutions and software possibilities is elegantly managed, creating something ownable and distinctive in the process. One judge praised the use of 3D in the identity as well as the focus on materials, saying: "It's a tough, techy vibe that appealed to me and felt almost like a fashion brand rather than a construction one."

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



DIAMOND WINNER

7X AND BRAND LOUNGE

For Emirates Post Group, transitioning to 7X required a visual identity that could resonate with public-sector stakeholders while inspiring confidence in its broader mission of enabling trade, transport and logistics. It had to simultaneously reflect its commitment to becoming a world-class logistics business while delivering a modern design. Brand Lounge met this challenge by focusing on a sense of momentum, disruption and forward motion. It uses a displaced 'X' to symbolise this brand ethos.

The brand's typography is similarly displaced and dynamic, indicative of a brand that is constantly on the move. This massive sea change in brand strategy, visual identity and purpose ushers in a new era of purpose and operations for the organisation. One judge called this, "One of the best rebranding projects I have ever seen, from the strategic thinking to the creative execution, it's definitely what rebranding should look like."

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

GOLD WINNER

CHOW TAI FOOK JEWELLERY GROUP AND LANDOR

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. They 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."



GOLD WINNER

VOIEUR AND BRAND LOUNGE

The creation of luxury lingerie brand Voieur was intended to be a meeting point of fantasy and desire. To express this, the brand uses six female archetypes that tap into different fantasies – each of which is represented in a unique fantasy world product range and experience. Brand Lounge had to craft a brand that was evocative of this while also standing out in a crowded landscape. The visual identity is bold, spicy and sensual. One judge said, "The branding is super-tasty. I love the thinking behind how a very communicative strategic approach gets reflected in all the brand assets."



BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



DIAMOND WINNER

RECLINK AUSTRALIA – GAME CHANGER GAMES AND THE THRILLS™

Reclink Australia wanted to inspire communities across the country to come together for a festival of sport, music and food as a means of building participation in sports and inspiring fundraising. The Game Changer Games launched across Melbourne, Sydney and Perth with massive impact. The visual identity is eminently fun. It blends street art-like graphics with gorgeous sports illustrations and a bright, primary colour palette. The result is a brand that focuses more on community engagement, fun and participation than competitiveness.

That resonated with the target audience, who supported the Games in droves. "Excellent that it's called 'Gamechanger' because that's exactly what this identity represents: a brilliant idea that had a perfectly crafted identity, making it hard to see this event looking like anything else," said one judge.

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

GOLD WINNER

SHANGHAI JUSS EVENT 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. Judges praised it as a "clear capture of approach and rationale" with a "fabulous logo and impactful results."



BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



DIAMOND WINNER

GAMESTOP AND WMH&I

The world's largest gaming retailer, GameStop, sought the help of WMH&I to craft a new customisable controller brand that could appeal to a younger audience. Enter Candy Con, a bold and joyful gaming accessory designed to deliver fun. Informed by the emotional truths of multiplayer gaming, WMH&I positioned the brand as the ultimate second controller, rather than as a rival to 'elite' controllers. Allowing the project to therefore move away from gamer tropes, the controller takes cues from pick 'n' mix counters, featuring a bold and bubbly logo.

This is added to with layered candy textures, vibrant gradients and dynamic 3D renders to highlight mix-and-match capabilities. Selling out across the US and Canada within the first month, Candy Con instantly became GameStop's most successful controller launch ever. "I absolutely love this branding!" praised one judge. "It's super-youthful, fresh, innovative and creative, yet modern and clean."

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



DIAMOND WINNER

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 TRAVEL AND TOURISM SECTOR



DIAMOND WINNER

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

GOLD WINNER

SAUDI TOURISM AUTHORITY AND TQ BRANDING

The Saudi Tourism Authority wanted to reframe perceptions of travel to Saudi Arabia and infuse its brand with a stronger sense of cultural adventure, family-friendly travel and natural wonder. The positioning, 'The Heart of Arabia', helped clarify the brand's personality. TQ Branding developed a visual identity that brings to life a vibrant culture, full of opportunity, exploration and aspirational modern tourism. One judge praised the way the brand "overcame the challenge of changing people's perspective of what Saudi is with amazing, bright colour palettes and brand storytelling."





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