

Entry guide

Transform
Awards 2026
Asia

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

Now in its 13th year, the Transform Awards Asia celebrates the very best of Asia's corporate, product and global brand design and strategy.

Key dates

10 April
Subscriber
early entry
deadline

Magazine subscribers: Enter by 10 April 2026 to receive \$150 USD off your total entry cost and fifth entry free

10 April
Early entry
deadline

Non-magazine subscribers: Enter by 10 April 2026 to receive \$100 USD off your total entry cost

29 May
Entry
deadline

21 August
Late entry
deadline

A late entry surcharge of \$125 USD will be applied to each entry submitted after 29 May 2026. No entries will be accepted after 21 August 2026

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

Categories

Content	Strategy	Type	Sector	Special Recognition
Best use of a Visual Property	Best Creative Strategy	Best Corporate Rebrand Following a Merger or Acquisition	Automotive	Brand Strategist of the Year
Best Brand Architecture Solution	Best Brand Evolution (Business)	Best Brand Development Project to Reflect a Change of Mission, Values or Positioning	Charity, NGO or NFP	Creative Director of the Year
Best Use of Copy Style or Tone of Voice	Best Brand Evolution (Consumer)	Best Digital Transformation	Education	Young Contender of the Year
Best Brand Experience	Best Brand Evolution (Corporate)	Best Employer Brand	Energy and Utilities	
Best Wayfinding or Signage	Best Strategic or Creative Development of a New Brand		Engineering and Manufacturing	
Best Use of Audio Branding	Best Development of a New Brand Within an Existing Brand Portfolio		Farming and Agricultural	
Best Use of Typography	Best Naming Strategy (New Name)		Financial Services	
Best Place Brand	Best Naming Strategy (Rename)		FMCG	
Best Expression of a Brand on Social Media Channels	Best Naming Strategy (Naming System)		Food and Beverage	
			Healthcare and Pharmaceutical	
			Hospitality	
			Industrial and Basic Materials	
			Lifestyle and Wellbeing	
			Oil, Gas, Mining and Extractives	
			Professional Services	
			Property, Construction and Facilities Management	
			Public	
			Retail	
			Sports and Leisure	
			Startup	
			Technology, Media and Telecommunications	
			Transport and Logistics	
			Travel and Tourism	

Process

- Best Internal Communications During a Brand Development Project
- Best Implementation of a Brand Development Project
- Best Localisation of an International Brand

Wrapped

- Best Use of Packaging (Glass)
- Best Use of Packaging (Print and Card)
- Best Use of Packaging (Other)
- Best Use of Packaging (Limited Edition)

Previous winning brands

2025

adidas
AUDI
BAFUNHUI
Chow Tai Fook
Enoulite
India Gate
Korean Air
Nescafé
Smirnoff
Sungrow

2023

ASUS
Beijing Xin Long Fu Cultural Investment Co. Ltd.
Coffee Commune
Diageo India
Harappa Education
INFINITI
MEIZU
Minh Tien Group
Rissai Valley, a Ritz-Carlton Reserve
The Coca-Cola Company

2024

Ban Mai Theater
DFS
DTDC
GIAO HÀNG TIẾT KIÊM (GHTK)
International Cricket Council
MTR Corporation
Pernod Ricard
Tanglin Cacao Gin
TATA.ev
Vaseline®
Yeo’s

2022

ams OSRAM
Asian Football Confederation
BOE
Bytedance
China Duty Free Group
Colgate Palmolive Asia
Lanvin Group
Stella Pharm
Timberland
Volkswagen China

Previous winning agencies*

1HQ
Bayer PX
Brand Agency
BOD Consulting
Bracom Agency
BRU: D
Brunswick
Bulletproof
Butterfly Cannon
CBA Design
Conran Design Group
Cowan Asia Pty Ltd
des:glory
Design Bridge and Partners
DNCO
Dragon Rouge
Elmwood
FutureBrand
GloryBrand
Interbrand
JDO
Jibe
Jigsaw Brand Consultants
J.W.D.K
Kiilat Creative

Kith&Kin
LABBRAND
Landor
Line Collective
Lippincott
Lonsdale Design
M — N Associates
MetaDesign
MetaThink Consulting
China Limited
PepsiCo
Pinbrand
Prophet
Sedgwick Richardson
SGK Inc
Shift partners
Siegel+Gale
Sixième Son
Tomorrow Pte Ltd
The Orangeblowfish
The Silk Initiative
why do birds
WiteKite
Ylab

*From a list of hundreds

Fees

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

Entrants can make use of the early entry discount.

Subscribers to the magazine will receive \$150 USD off their total entry cost and their fifth entry free when submitting by 10 April 2026.

Non-subscribers will receive \$100 USD discount off their total entry cost when submitting by 10 April 2026. Entries submitted after the entry deadline will be subject to a \$125 USD surcharge.

Entries will not be accepted after 21 August 2026.

How to enter

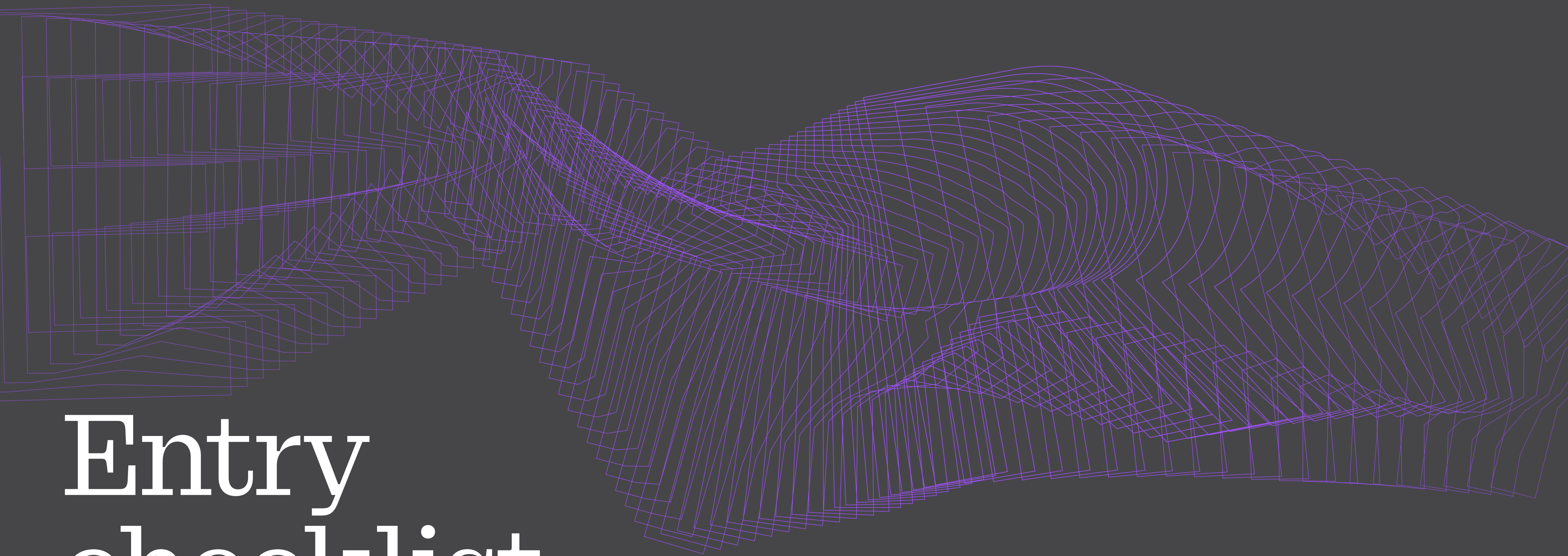
Entering couldn't be easier

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

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

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

Cynthia at cchen@transformmagazine.net
or call +44 (0)20 3950 5356.



Entry checklist

Entry Checklist

Entry form
Correct spelling and format of company names

One PDF per entry, 10MB or less

Entry statement
800 words maximum

Entry summary
300 words maximum

Supporting materials
Passwords to restricted content

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

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

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

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

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

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

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

Entry Summary

Your entry summary is used to brief the judges

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

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

01

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

02

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

Entry Statement

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

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

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

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

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

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

Industry context

Challenges

Strategy

Creativity

Results

How to make your entry statement successful

Industry context

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

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

Challenges

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

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

Strategy

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

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

Creativity & Innovation

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

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

Results

Indicate how the results met the business objectives.

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

Supporting materials

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

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

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

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

01
Reviews

02
Testimonials

03
Media coverage

04
Additional project credits or third party contribution

05
Graphs & table

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

06
Videos

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

07
Links

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

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

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

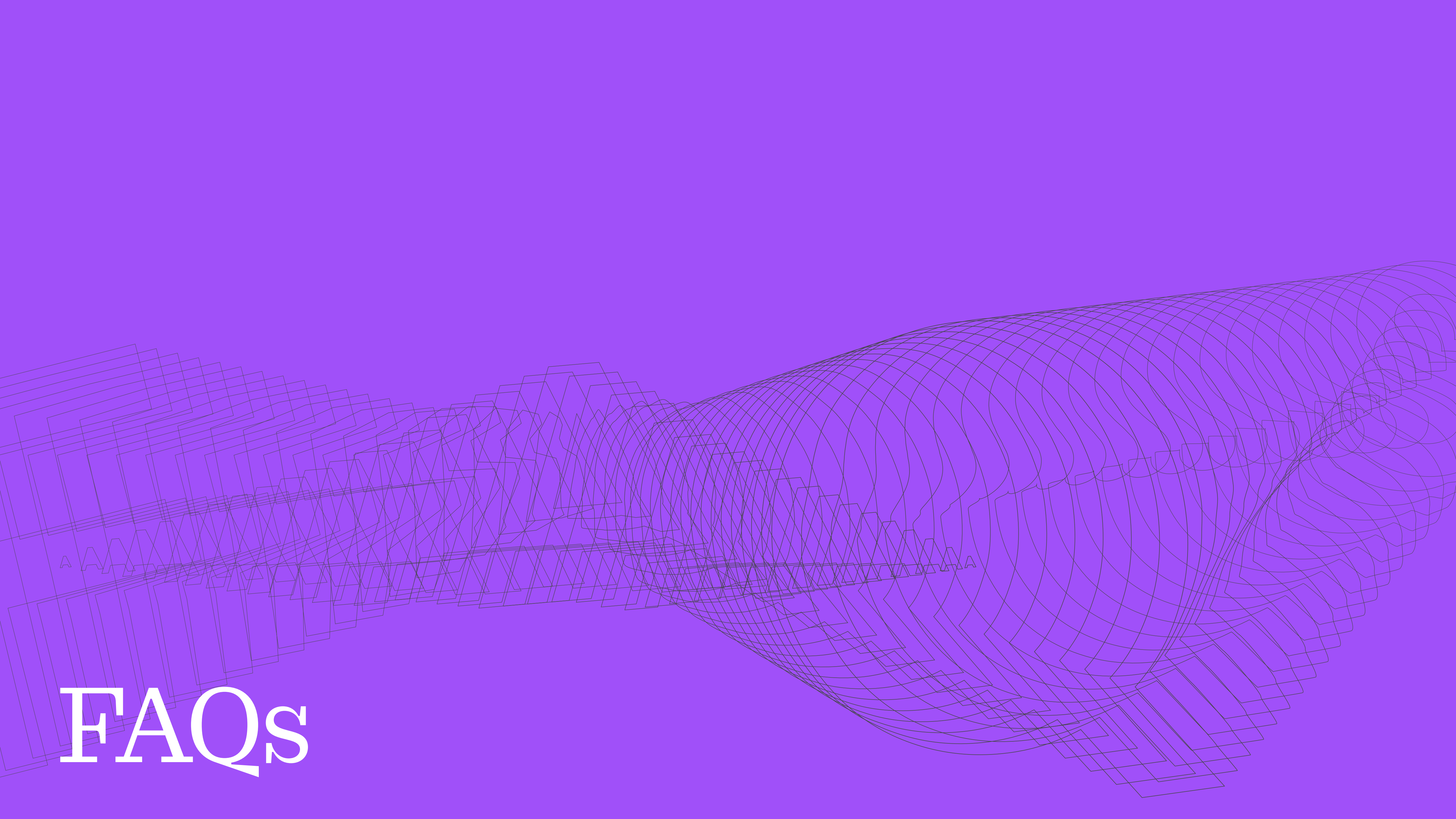
For any more information or help with your entry feel free to contact: Cynthia at cchen@transformmagazine.net or call +44 (0)20 3950 5356

Entry Statement

Supporting Materials

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

Case Study



FAQs

FAQs

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

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

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

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

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

If you are struggling to categorise your project, please contact the events team on:

+44 (0)20 3950 5356

or email Cynthia at cchen@transformmagazine.net

Is it ok if the word count is exceeded?

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

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

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

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

Yes.

How can I ensure that budgets disclosed on the entry will remain confidential?

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

How should I include my supporting materials?

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

FAQs

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

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

Can I only include images in the supporting materials section?

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

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

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

Can previous entries be sent to potential entrants?

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

Is there a cost to enter?

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

How do I pay for my entries?

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

Why won't my entry send?

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



Enter Now

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