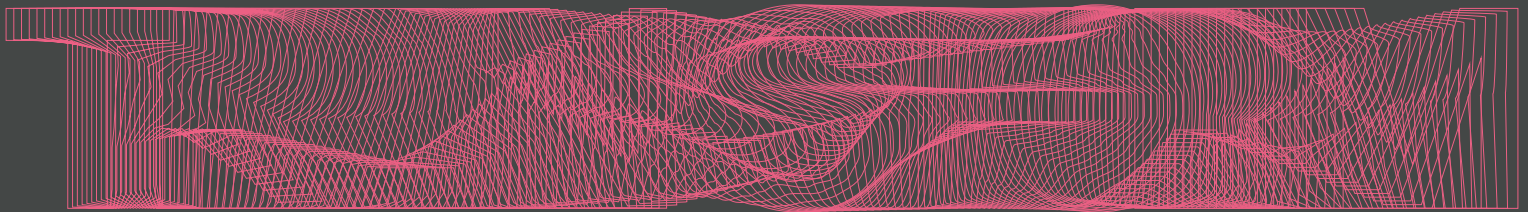


Transform Awards 2026 MEA



Winners book

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Note from the editor



Welcome to the Transform Awards Middle East and Africa 2026!

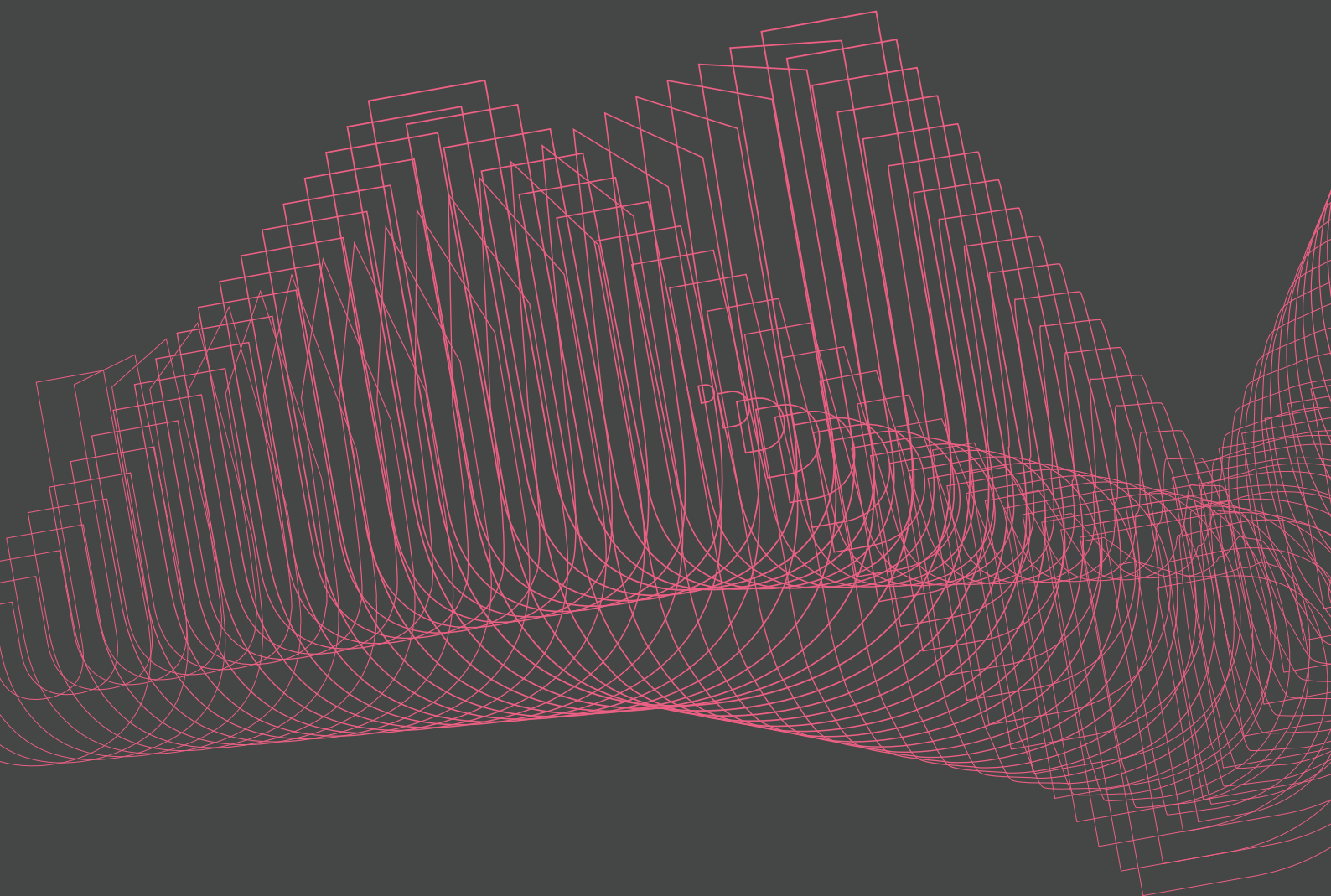
It might have been delayed due to the geopolitical climate, but we're confident tonight is worth the wait. After all, we weren't going to miss out on celebrating the transformative power of rebranding and brand development here in Dubai, which always delivers some of the very best projects on the planet.

Keeping to that theme of excellence, it would be remiss of me not to offer my congratulations to our big winner this year. Saudia Airlines and Landor provided a truly outstanding design solution that helped many pilgrims traveling to Mecca for Hajj. The Coolest Ihram was a phenomenon that reached more than 200 million online impressions, making it a deserving winner of the 'Grand Prix.' I know it was a popular project among judges, who I would like to thank for once again making the Transform Awards possible with their insight and dedication.

The caliber simply continues to rise year after year. Congratulations to you all; we hope you enjoy the celebrations and look forward to seeing you again in 2027.

Jack Cousins
Editor
Transform magazine

Meet the judges





Abdulaziz Alnashwan
Branding director
General Authority for Statistics

Abdulaziz has been the branding director at the General Authority for Statistics in the Kingdom of Saudi Arabia since 2021. He is also the acting director of communications Planning in the same authority since November 2022, a member of the advisory board at setup, sa and a communication consultant at Guidepoint in Dubai. He has also been a senior advisor at ADEC Development Consulting Company since February 2022. He has been a member of the Gerson Lerman Group in the US since October 2017 and a brand consultant at the Coleman Research Group in London since July 2018.



João Alvarez
Creative manager
Virgin Mobile UAE

João, a Brazilian creative leader with over two decades of experience, has built a career crafting bold, innovative content for global brands, agencies, studios and broadcast giants. Currently as the creative manager and brand guardian at Virgin Mobile UAE, João excels at blending strategy, storytelling and design to craft compelling content that not only inspires but also drives impactful results. His innovative approach ensures that every creative endeavor aligns seamlessly with the Virgin brand's identity and vision.



Rohit Banka
Brand and communication
strategy director
Accenture Song

Rohit is a passionate advocate for brand-led transformation - collaborating with leaders, global organizations, governments and SMEs. With over 14 years of experience across the Middle East, Europe and South Asia, he brings a global perspective and an instinct for navigating diverse brand and consumer landscapes. Having worked across agency, consultancy and client-side roles, Rohit delivers bold, high-impact strategies that are grounded and brand-defining. Rohit has earned over 30 global and regional awards, including the Grand Prix at the 2025 Transform Awards MEA.



Melissa Bayik
Chief Brand Officer
Arada

As chief brand officer, Melissa leads Arada's corporate identity, focusing on human-centered design and purpose-driven strategies. She joined Arada in 2017 and has developed and integrated the company's purpose and principles across its culture, design and communications. In addition, she has also played an important role in cementing many of Arada's corporate partnerships. Apart from work, she has served in various educational, mentorship, and social initiatives in the region, and is passionate about the intersection of education, design and sustainable urban development.



Emma Byford
Head of client growth
Father

JUDGE - AUDIO BRANDING

Emma is the head of client growth at Father, a sound design studio dedicated to the craft of sound, where she builds and grows partnerships across sonic branding, composition and immersive audio. With a background spanning brand music strategy, artist marketing and festival production, she brings a deep cultural understanding that informs her strategic approach. She previously led global music strategy and sonic identity projects at MassiveMusic and SixtyFour Music, working with brands including TikTok, Coca-Cola, National Trust and Wikipedia.



Mitin Chakraborty
Head of marketing, Babyshop
Landmark Group

Mitin is the head of brand and marketing at Babyshop, the leading omni-channel baby and kids retailer with a footprint across the Middle East, Africa and Asia. He oversees the brand's full marketing portfolio across these diverse markets, blending strategy with execution to shape consistent, insight-led experiences for millions of customers. With roots in both retail and FMCG marketing, Mitin is passionate about creating emotionally resonant brand journeys that drive engagement and business growth. His work spans creative storytelling, in-store experience, digital commerce and loyalty strategy.



Mona Elsayed
Global brand director
DP World

With over 17 years of experience in branding and communications, Mona has held senior roles at leading agencies such as Landor Associates, J. Walter Thompson and FP7 McCann. Currently, as global brand director at DP World, a global leader in logistics and supply chain solutions, Mona oversees the strategy, governance and implementation of the brand across all markets. Her career spans diverse industries, including hospitality, banking, airlines, telecom, luxury and technology. Her experience also includes serving as a special advisor to the Abu Dhabi Government in healthcare branding.



Marcia Johnston
Creative director
EY

Marcia is an award-winning creative director based in Dubai currently working at EY. She has a proven track record in developing impactful brand experiences. With extensive experience across advertising, branding, and marketing communications, her work has been recognized by prestigious international awards such as Cannes Lions, Dubai Lynx, The One Show and D&AD. Marcia's expertise spans a diverse range of clients, including global brands like Samsung, Virgin Mobile, and UNICEF, as well as regional players such as Mubadala, NEOM and Etihad Airways.



Leigh-Ann Judd
Head of marketing of global high growth regions
Honeywell

Leigh-Ann is the head of marketing for global high growth regions at Honeywell, the global industrial technology company. In this role, she leads marketing across the Middle East, Africa, India, Asia and Latin America. She is responsible for both building and activating the Honeywell brand and driving revenue growth through impactful and measurable campaigns. Her teams drive demand and brand preference and across a range of industries and control technologies for buildings and industry, to performance materials, logistics, retail and cyber security.



Francois Kanaan
Executive director
marketing communications
Kolaghassi Capital

Francois is a C-suite marketing and branding leader shaping brands at the intersection of strategy, creativity, and commercial impact. Specializing in brand transformation, placemaking and market-defining narratives, he has led the creation and evolution of complex brand ecosystems across real estate, luxury, and destination-led developments. As executive director of marketing communications at Kolaghassi Capital, Francois brings a global perspective grounded in creative leadership, strategic clarity and the continuous evolution of brands in an ever-changing marketplace.



Simon Killeen
Senior manager, marketing
Masdar (Abu Dhabi Future Energy Company)

Simon is a senior marketing and brand professional with more than 15 years of experience across Ireland, UK, GCC, North Africa and the US. His career spans advertising, experiential, branding, destination design and marketing consultancy. As senior manager, marketing at Masdar, Simon leads brand strategy, global marketing campaigns, creative production and sponsorship across international markets. He also supports marketing initiatives across Masdar's wider brand ecosystem and leads sponsorship and player recruitment for the Dubai Dragons rugby club.



Nithin Kuriakose
Senior director and head of UX,
Product and creative
Tamara

Nithin is senior director and head of UX, product and creative at Tamara, the leading fintech super-app in Saudi Arabia. With over a decade of experience across Dubai, Barcelona, India and SEA, he has built and scaled high-performing design organizations, led major product transformations and shaped award-winning brand experiences. Nithin's work sits at the intersection of design systems, product strategy and cultural storytelling bringing together craft, clarity and deep customer empathy. He has previously led design at companies including Glovo, OLX Group, Directi and InMobi.



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Hanisha Lalwani

Senior manager, development and residential marketing – EMEA
Marriott International

An award-winning marketer, Hanisha has over 16 years of B2B and B2C experience in the travel, hospitality and professional services sectors across Europe, Middle East, Africa, India and North America. Currently, Hanisha is responsible for driving awareness and demand of Marriott's portfolio of residential brands in the EMEA region. Her diligent, practical, strategic approach, and customer-centric mindset have made her excel across various roles in her career. It's no coincidence she hosts her podcast titled 'Making Things Happen'.



Paul Louis

Senior sound designer and creative director
paul-louis.design

JUDGE - AUDIO BRANDING

Paul is a seasoned creative director and UX/UI sound designer who brings innovative, emotionally engaging auditory experiences to life for visionary clients. Since 2016, he has developed sounds for leading automotive manufacturers, crafted distinctive sonic identities for global payment processors and luxury kitchen manufacturers and shaped immersive sound environments for prominent financial institutions, online retailers and cutting-edge software and technology companies.



Rana Mahmoud

Executive producer

Rana has spent over 20 years as an executive producer, turning creative ideas into powerful visual stories. Passionate about storytelling, she believes in the power of visuals to connect people and inspire new perspectives. Rana is driven by collaboration and loves working with talented teams to create content that leaves a lasting impression, both locally and globally.



Lara Mansour

Vice president of brand
ADNOC Group Communications

Lara is an experienced brand and marketing strategist who helps organizations across diverse industries develop distinctive positioning and drive growth in competitive markets. With extensive expertise spanning energy, aerospace, healthcare, real estate and financial services, she has partnered with family-run businesses, government entities and large corporations throughout the UAE to build strong brands. She currently serves as vice president of brand at ADNOC, where she leads brand strategy, positioning, and creative direction across the Group's portfolio of companies.



Yara Milbes

Senior vice president marketing and growth
Lucidya | ايدي سول

Yara is a global marketing leader with over two decades of experience driving brand transformation, demand generation and revenue growth for technology companies ranging from high growth scale ups to multinational organizations exceeding \$1 billion USD in revenue. Currently serving as senior vice president of marketing and growth at Lucidya, Yara leads brand, product marketing and go to market strategy, while overseeing the evolution of the company's inside sales engine across inbound and outbound motions.



Naval Paradkar

Creative strategic manager
Al Ghurair Investment

With over two decades of advertising, digital and branding experience, Naval brings a blend of strategic thinking, practical on-ground expertise led by human insights and emotions. He embodies a thought process that is led by insights, that always pushes his work to communicate the right message. Having worked on brands from various sectors, Naval brings a solid knowledge of communication design. In his current role as creative director and strategic manager at Al Ghurair Investment, he handles and oversees the design for social and day to day communication of the brand and its subsidiaries.



Howaida Rabee
VP, Marketing
Expo City Dubai

Howaida is an accomplished marketing leader with nearly 20 years of experience shaping high-impact strategies across city positioning, destination development, real estate, sports and major international events. As vice president of marketing at Expo City Dubai, she leads integrated, city-wide marketing initiatives that support the city's evolution into a sustainability-focused, innovation-driven and human-centric urban destination. Previously, she held senior leadership roles at Expo 2020 Dubai and was part of the original bid team, playing a key role across the bid phase, pre-event planning and event-time delivery.



Claudia Schmidt
Senior director brand and product design
Talabat

Claudia is a brand and product design leader with more than 20 years of experience shaping some of the region's most loved brands. She's worked across the Middle East, Australia and North America, leading brand strategy and management, product design, content and creative design for companies like Virgin Mobile, Vodafone and Marriott International. She's passionate about bringing ideas to life in ways that are both strategically smart and creatively bold, connecting brand vision to real business impact across multiple markets, from the UAE and Egypt to Oman and Qatar.



Saachi Sharma
Former VP, brand and creative
noon Group

Saachi is a senior brand and creative leader with over a decade of experience across technology, media and consumer brands. She most recently served as VP, brand and creative at noon Group, where she led brand, marketing and creative design for the super app and its new launches. Her experience spans brand strategy, creative leadership, digital, content and integrated marketing across India and the Middle East.



Manabu Shimada
Sound artist and audio director
Manabu Shimada Studio

JUDGE - AUDIO BRANDING

Manabu is a London-Tokyo-based psychoacoustic strategist and sound designer specializing in audio UX and sonic branding. For over a decade, he has translated brand identities into immersive systems for global icons including Nike and adidas. His portfolio features the Sony 'For the Music' sonic logo and GAC Motor's electric vehicle sound identity. Driven by neuroscience, he crafts multisensory experiences with long-lasting impact, transforming subtle cultural insights into tangible outputs.



Ashwini Sirur
Lead brand and marketing strategist, Communities
Modon

Ashwini is a senior brand and marketing expert with over a decade of experience. She is the lead brand and marketing strategist at Modon. Ashwini has shaped award-winning, purpose-driven and impactful brands across corporate and holding entities, destinations, healthcare, FMCG and public-sector-led developments in the Middle East and beyond. Operating at the intersection of strategic leadership and consultancy, her work focuses on building clear, scalable brand foundations that enable long-term growth, commercial performance and market relevance.



Hassan Tenawi
Art director
DAMAC Properties

Hassan is a seasoned art director at DAMAC Properties, bringing over 15 years of experience in directing creative teams and leading brand, content and campaign across the real estate, entertainment, and consumer industries. Throughout his career, he has held senior roles at major regional and global organizations including Emaar and FP7McCANN. Hassan has a proven track record of localizing global brand identities and delivering culturally relevant, high-impact storytelling. He is an expert in overseeing 360° campaigns from concept to execution, ensuring brand consistency while driving business growth.



Debbie Turner

Regional lead and craft lead for the content creative team
Canva

With over 16 years of experience in the design advertising world Debbie brings a wealth of digital experience. Debbie worked in the Digitas and Publicis groups for more than 12 years where she worked on multiple FMCG brands across the African continent. Debbie moved to Canva in 2021 where she has worked across multiple teams from trends to SEO and recently was the regional design lead for the MEA. She is now the design lead for creative education and is passionate about nurturing and inspiring young design talent.



Firas Wahbeh

Chief marketing officer
BEEAH Group

As the chief marketing officer at BEEAH Group, Firas is responsible for creating and executing strategic marketing plans and brand campaigns across all business units of the Group. Combining insights with innovation, Firas is part of the leadership team for the organization and has led all marketing functions, corporate communication programs and social responsibility initiatives to achieve the Group's vision for pioneering sustainable quality of life. With the transition of the organization into a holding group structure, he was instrumental in developing a strong brand image for the BEEAH Group.



Alka Winter

Vice president, marketing and communications
Ras Al Khaimah Tourism Development Authority

With an 18-year track record in strategic planning and delivery, Alka specializes brand marketing, media relations, reputation management and stakeholder communications. As vice president, marketing and communications for Ras Al Khaimah Tourism Development Authority, Alka is tasked with elevating the profile of the northern Emirate and driving the tourism board's vision of becoming a sustainable destination. A travel and hospitality expert, Alka's career has taken her from Fairmont, Raffles and Swissotel to Accor.



Mel Zagidullina

Creative lead
Bloomingdale's ME

As a lead designer at Bloomingdale's and Harvey Nichols, Mel's career path has been marked by success across award-winning agencies, e-commerce platforms and luxury retail. Her passion for creativity drives her to bring a wealth of experience and expertise to every project. Known for her skills in branding, campaign design and packaging, Mel consistently delivers impactful results. Committed to excellence, she leads with hands-on creativity, motivating teams to achieve exceptional outcomes. Mel believes that effective design and storytelling are crucial in building lasting connections between customers and brands.

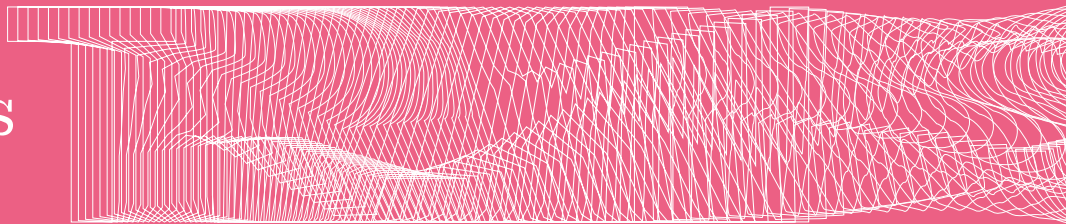


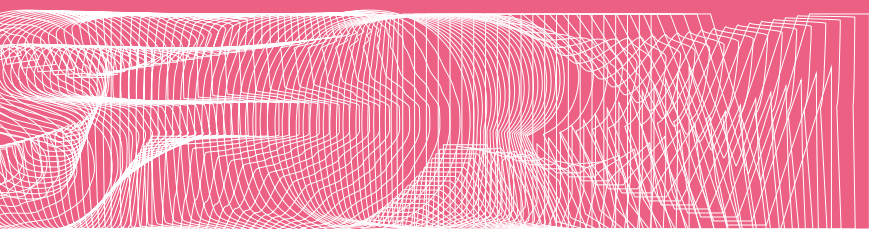
Mohannad Zorba

Founder and strategic advisor
Saudi Makers

Mohannad is a creative technologist and technical director working at the intersection of brand, technology and strategic transformation. Over the past decade, he has led creative and digital projects across Saudi Arabia and the GCC, partnering with government entities, corporate brands and organizations across defense, innovation and automotive. With a background in art direction and visual storytelling, Mohannad specializes in building scalable brand systems and experiences that bring design, digital platforms and emerging technologies together.

The Winners





Transform Awards 2026 MEA

Winners

Content

Best Use of a Visual Property (Business and Corporate)

- Gold – Saudi Tourism Authority and TQ Branding
- Silver – IMI Media and Wiedemann Lampe
- Bronze – Etihad Water and Electricity (EtihadWE)
- Bronze – Mubadala and Bellwether Brands

Best Use of a Visual Property (Consumer)

- Gold – Faena Residences and BRASH
- Gold – Vallé Advenature™ Park and Brand Lounge
- Silver – Fahid Island, Aldar Properties and M+C Saatchi Group Middle East
- Bronze – Asaan and Landor

Best Brand Architecture Solution

- Gold – du and Landor
- Silver – TAIBA and Brand Lounge
- Bronze – Beyon
- Bronze – Misk Foundation and Zan Agency

Best Use of Copy Style or Tone of Voice

- Gold – .Here and All About Brands
- Gold – Vallé Advenature™ Park and Brand Lounge
- Silver – Falcon and Landor
- Bronze – Zakat, Tax and Customs Authority

Best Brand Experience

- Gold – KSA Ministry of Culture and Interstate
- Gold – La Marzocco and House of Negroni
- Silver – Saudi Tourism Authority and TQ Branding
- Silver – Vallé Advenature™ Park and Brand Lounge
- Bronze – Qiddiya and BRASH

Best Use of Packaging

- Gold – Qadeem Fragrance and REBRDG Branding Agency
- Silver – Emirates Snack Foods: Feli's Kitchen – Feli's Fruitz and Jpd
- Silver – Nestlé – Tola and Karak
- Bronze – Americana Foods and Dragon Rouge Branding (Shanghai)
- Bronze – RAINBOW and Mr.Studio

Best Wayfinding or Signage

- Gold – Vallé Advenature™ Park and Brand Lounge
- Silver – Makarem and Brand Lounge

Best Use of Typography

- Gold – King Salman International Airport (KSIA) and TQ Branding
- Gold – Vallé Advenature™ Park and Brand Lounge
- Silver – Mics and Gene Branding
- Silver – TAIBA and Brand Lounge
- Bronze – Villa Hegra and Wiedemann Lampe

Best Audio Brand (Business and Corporate)

- Gold – Emirates NBD and amp
- Gold – Islamic Arts Biennale, Diriyah Biennale Foundation with .Pomelo and WithFeeling
- Silver – Qatar National Bank and Sixième Son
- Bronze – Alinma and amp

Best Audio Brand (Consumer)

- Gold – CEER and Sonicbrand
- Silver – Ministry of Tourism Saudi Arabia with Focus WPI and WithFeeling
- Bronze – Makarem and Sonicbrand
- Bronze – PetCentral and WithFeeling

Best Place Brand

- Gold – King Salman International Airport (KSIA) and TQ Branding
- Silver – Vallé Advenature™ Park and Brand Lounge
- Bronze – Fahid Island, Aldar Properties and M+C Saatchi Group Middle East

Best Expression of a Brand on Social Media Channels

- Gold – Mics and Gene Branding
- Silver – Thoub Saghiri and Blue Hat

Winners

Process

Best Implementation of a Brand Development Project

- Gold – Makarem and Brand Lounge
- Silver – Ominvest – Veltra and Bellwether Brands
- Bronze – Vallé Advenature™ Park and Brand Lounge

Best Localization of an International Brand

- Gold – Yammak and Gene Branding
- Silver – AXIAN Telecom – Yas and Landor

Strategy

Best Creative Strategy (Business)

- Gold – Protouch and Umbrella
- Silver – Mubadala and Bellwether Brands

Best Creative Strategy (Consumer)

- Gold – Saudia Airlines and Landor
- Silver – Nestlé – Tola and Karak
- Silver – Vallé Advenature™ Park and Brand Lounge
- Bronze – La Marzocco and House of Negroni
- Bronze – National Biscuit and OHI Leo Burnett

Best Creative Strategy (Corporate)

- Gold – TAIBA and Brand Lounge
- Silver – Alinma and Landor
- Bronze – IMI Media and Wiedemann Lampe
- Bronze – Ominvest – Veltra and Bellwether Brands

Best Brand Evolution (Business and Corporate)

- Gold – e& and Wiedemann Lampe
- Gold – NHC and Lippincott
- Silver – Alinma and Landor
- Bronze – Beyon
- Bronze – Inception and The Frameworks

Best Brand Evolution (Consumer)

- Gold – Nestlé – Tola and Karak
- Gold – Vallé Advenature™ Park and Brand Lounge
- Silver – Makarem and Brand Lounge
- Silver – Soum and Gene Branding
- Bronze – Al Jimi Mall and Balcony8
- Bronze – Bahrain Rugby Club and Interstate

Best Strategic or Creative Development of a New Brand

- Gold – BEEAH and Landor
- Gold – The Wilds, Aldar Properties and M+C Saatchi Group Middle East
- Silver – KORO and BRASH
- Bronze – Kafu and Bellwether Brands
- Bronze – Ominvest – Veltra and Bellwether Brands

Best Development of a New Brand Within an Existing Brand Portfolio

- Gold – .Here and All About Brands
- Gold – Mubadala and Bellwether Brands
- Silver – Emirates Snack Foods: Feli's Kitchen – Feli's Fruitz and Jpd
- Bronze – ENACT and All About Brands
- Bronze – Rawa and Zan Agency

Best Naming Strategy (New Name)

- Gold – ONGETEM and Balcony8
- Gold – Saudia Airlines and Landor
- Silver – Asaan and Landor
- Bronze – .Here and All About Brands
- Bronze – Lemonade and Yellow

Best Naming Strategy (Rename)

- Gold – Vallé Advenature™ Park and Brand Lounge
- Silver – Yammak and Gene Branding
- Bronze – LOTF and Zan Agency

Best Naming Strategy (Naming System)

- Gold – e& and Wiedemann Lampe
- Gold – ONGETEM and Balcony8
- Silver – EMSTEEL – TrueGreen and Bellwether Brands

Winners

Type

Sector

Best Corporate Rebrand Following a Merger or Acquisition

- Gold – TAIBA and Brand Lounge
- Bronze – Falcon and Landor

Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Business and Corporate)

- Gold – Kitopi and Freedom Studio
- Bronze – Insight Studios and By Driven

Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Consumer)

- Gold – Makarem and Brand Lounge
- Silver – Kitopi and Freedom Studio
- Silver – Vallé Advenature™ Park and Brand Lounge
- Bronze – Hemingways Collection and Greenspace

Best Brand Consolidation

- Gold – AXIAN Telecom – Yas and Landor
- Silver – IMI Media and Wiedemann Lampe

Best Digital Transformation

- Gold – Virtuzone and Yellow
- Bronze – Kafu and Bellwether Brands

Best Employer Brand

- Gold – Makarem and Brand Lounge
- Silver – TAIBA and Brand Lounge

Best Visual Identity by a Charity, NGO or Not-for-Profit

- Gold – Graphic Design Association (Graphiccyoon) and Gene Branding

Best Visual Identity from the Education Sector

- Gold – Asaan and Landor
- Silver – Villa Hegra and Wiedemann Lampe

Best Visual Identity from the Energy and Utilities Sector

- Gold – Miahona and Boxon
- Silver – ENEC and All About Brands

Best Visual Identity from the Financial Services Sector

- Gold – Alinma and Landor
- Silver – ISA Commodities and Jpd
- Bronze – Kafu and Bellwether Brands

Best Visual Identity from the FMCG Sector

- Gold – National Biscuit and OHI Leo Burnett
- Silver – Americana Foods and Dragon Rouge Branding (Shanghai)

Best Visual Identity from the Food and Beverage Sector

- Gold – ONGETEM and Balcony8
- Silver – INÁ and Balcony8
- Silver – La Marzocco and House of Negroni
- Bronze – Kitopi and Freedom Studio

Best Visual Identity from the Healthcare and Pharmaceutical Sector

- Gold – Mubadala and Bellwether Brands
- Silver – NhaFarma and Identidadi

Best Visual Identity from the Hospitality Sector

- Gold – TAIBA and Brand Lounge
- Silver – Makarem and Brand Lounge

Best Visual Identity from the Lifestyle and Wellbeing Sector

- Gold – Fahid Island, Aldar Properties and M+C Saatchi Group Middle East
- Silver – Qadeem Fragrance and REBRDG Branding Agency
- Bronze – BEEAH and Landor

Best Visual Identity from the Professional Services Sector

- Gold – Virtuzone and Yellow
- Silver – Kingsbury & Partners and Jpd
- Silver – Ominvest – Veltra and Bellwether Brands

Best Visual Identity from the Public Sector

- Gold – Made. Design Forum By Solid Design Studio
- Silver – Diplomatic Quarter Hoarding and Zan Agency
- Bronze – Zakat, Tax and Customs Authority

Winners

Sector

Best Visual Identity from the Retail, Property, and Construction Sector

- Gold – The Wilds, Aldar Properties and M+C Saatchi Group Middle East
- Silver – Al Jimi Mall and Balcony8
- Silver – Numa Reserve and Yellow
- Bronze – Maison Margiela and BRASH

Best Visual Identity from the Sports and Leisure Sector

- Gold – Super Duper Studio and Yellow
- Silver – Women's Championship – Sports for All, Ministry of Sport and Zan Agency
- Bronze – Open Masters Games Abu Dhabi 2026 and All About Brands

Best Visual Identity from a Startup

- Silver – Proclean and Epic Lion

Best Visual Identity from the Technology, Media and Telecommunications Sector

- Gold – AXIAN Telecom – Yas and Landor
- Gold – Mics and Gene Branding
- Silver – Doğuş Teknoloji and Monroe
- Silver – Saudi Tourism Authority and TQ Branding

Best Visual Identity from the Transport and Logistics Sector

- Gold – King Salman International Airport (KSIA) and TQ Branding
- Silver – Falcon and Landor

Best Visual Identity from the Travel and Tourism Sector

- Gold – Saudi Tourism Authority and TQ Branding
- Silver – Hemingways Collection and Greenspace
- Bronze – Saudia Airlines and Landor
- Bronze – Vallé Advenature™ Park and Brand Lounge

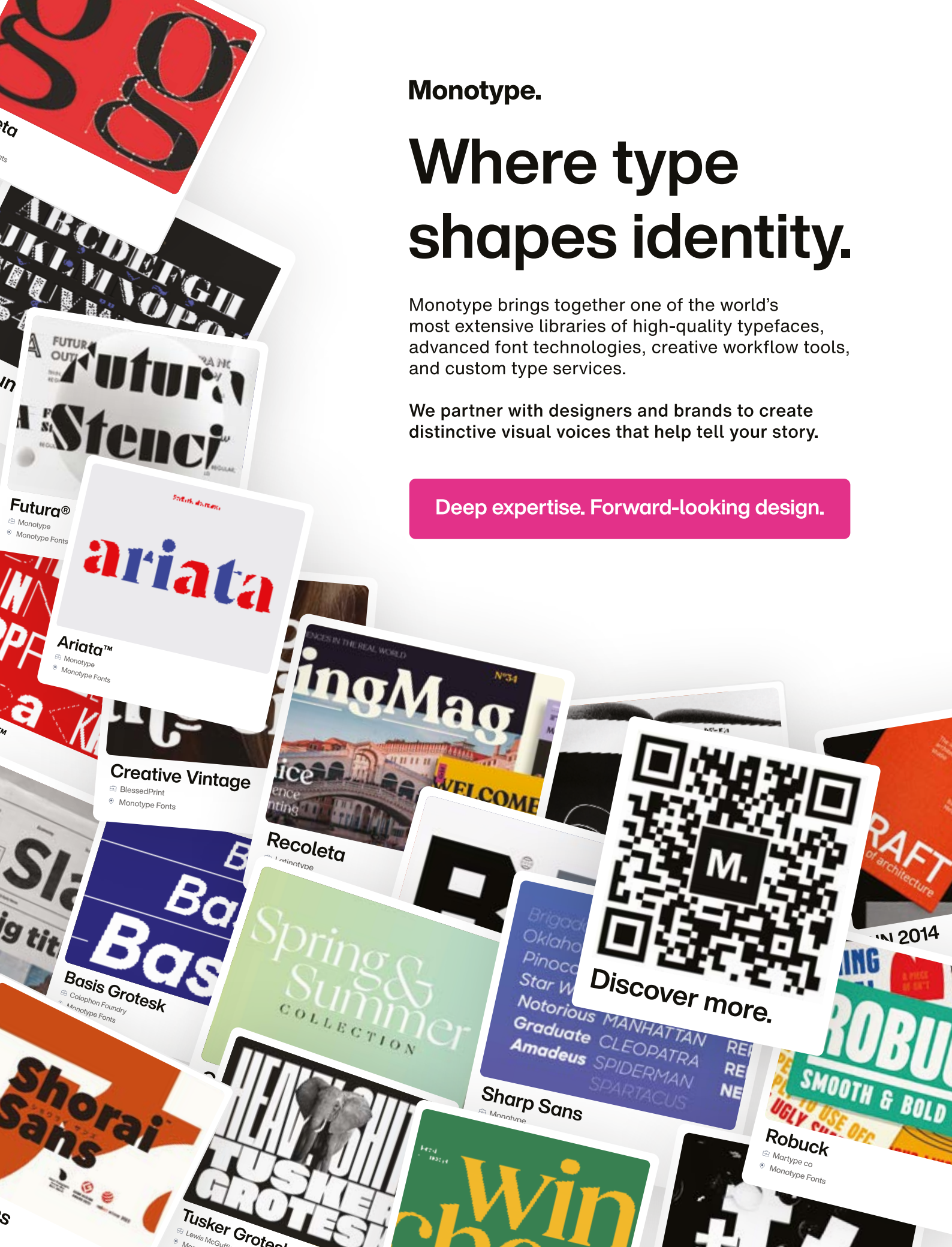
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Winners

Special Recognition

Brand Strategist of the Year

Rohit Banka,
Accenture Song

Young Contender of the Year

Gunjan Mathur,
Yellow Branding &
Digital Consultancy

Grand Accolades

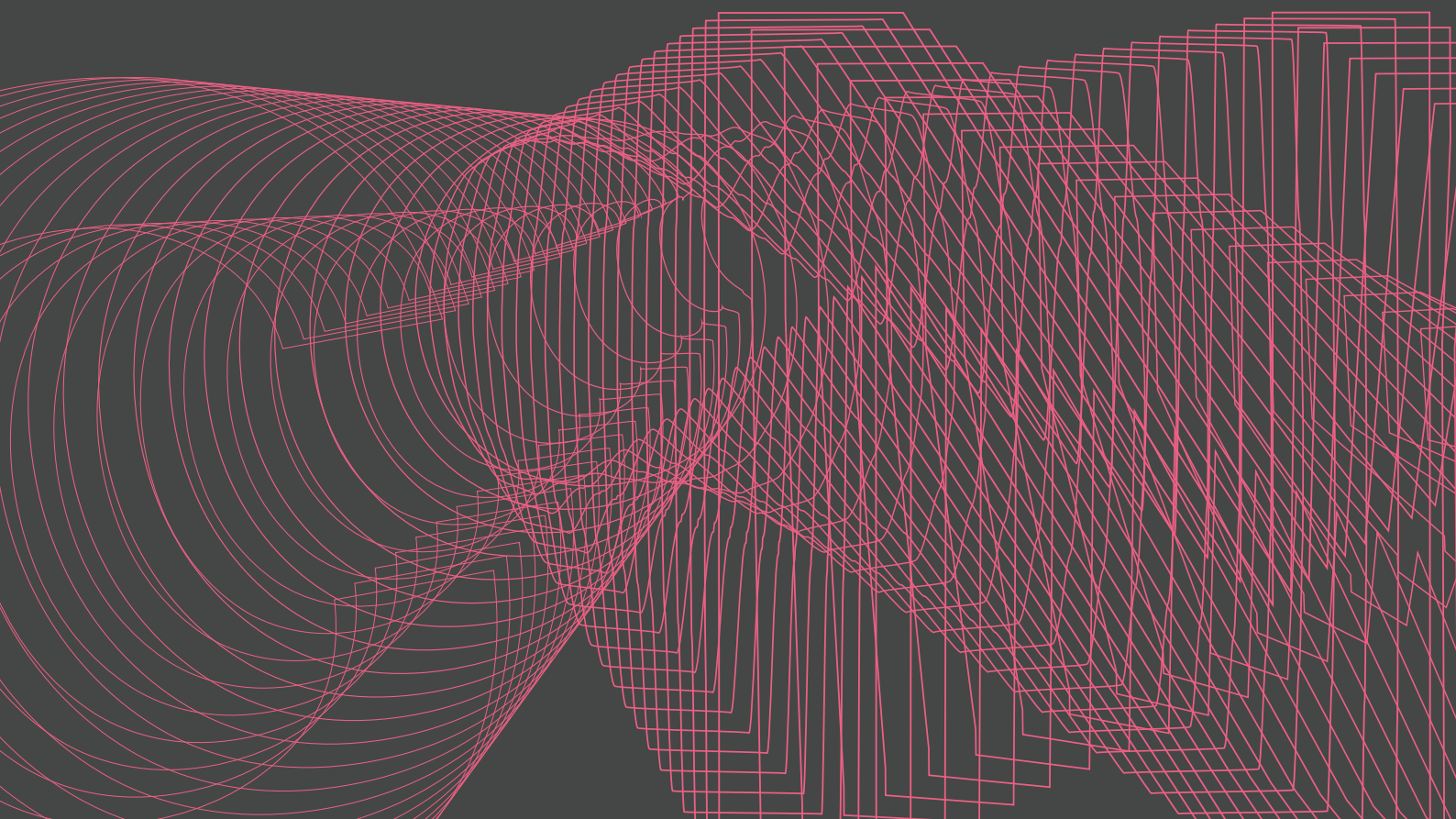
Best Overall Visual Identity

The Wilds,
Aldar Properties
and M+C Saatchi
Group Middle East

Grand Prix

Saudia Airlines
and Landor

Content





Saudi Tourism Authority and TQ Branding

Tourise is a new global tourism summit developed by the Saudi Tourism Authority to reshape the future of global tourism. The branding needed to work in an event format and bring together delegates from over 100 countries. To achieve standout and impact, TQ Branding developed an oval shape featuring 25 different graphic patterns. The wordmark was also designed to fit into this elliptical shape.

The result is a brilliantly bright, optimistic brand that has the flexibility to work across event formats and digital touchpoints. "The patterns and visual system was really clever here and really ownable," said one judge. Another praised the "engaging, dynamic visual language," and "beautiful brand experience and very memorable identity."

Best Use of a Visual Property (Business and Corporate)



IMI Media and Wiedemann Lampe

IMI Media is home to a number of massive, global news brands. It worked with Wiedemann Lampe to consolidate its brand and develop a wordmark-based visual device. The new identity can bracket key news, overlay impactful imagery and unify the company's many subsidiaries. "I loved the brand mark. It was really solid, and the typography was beautiful," said one judge. Another added that the "beautiful" new logo "has great impact."

Etihad Water and Electricity (EtihadWE)

To reinforce its position at the heart of the UAE's infrastructure, EtihadWE needed a strong, memorable logo. It developed a 'W' inspired by flowing water and an 'E' evocative of electric currents. This helps communicate the brand's purpose and embeds it well in the minds of its target audience. Judges thought this new brand helped demonstrate the future-readiness of EtihadWE to great effect.





Mubadala and Bellwether Brands

Mubadala's new biotech subsidiary, Bio, needed to make a big impact in the pharmaceuticals and life sciences sector while staying true to the Mubadala brand portfolio. Bellwether developed a linking device that uses a two-part 'O' to showcase the brand's impact in a subtle, but utterly impactful way. This was a "flexible identity across different touchpoints. It is easily recognizable and, at the same time, feels familiar," said one judge, praising the seamlessness with which Bio fits into the global biotech landscape.



Faena Residences and BRASH

The new Faena Residences at Wadi Safar in Saudi Arabia wanted to blend artistry with luxury living. Faena worked with BRASH on a bespoke illustrative style that evokes the natural beauty of the wadi's surrounds. The illustration would blend the natural world with traditional architectural motifs and Faena's brand iconography to create a housing style that was one with the art itself.

The illustration was deployed not just across marketing materials and products, but inspired the housing experience and decorative style as well. Judges loved that this approach allowed the Faena Residences to stand apart from competitors and offer something new to the market. One judge said this took a "very different approach to an identity for real estate. The execution created a very distinguished and eye-catching visual language that aligns with the brand's proposition to create soulful environments that are more than just homes."



Vallé Advenature™ Park and Brand Lounge

The Vallé Advenature Park in Mauritius had transformed from a tourism destination focusing on the natural world into a place for adventure and exploration. But its brand was still rooted in nature-based visual cues. It worked with Brand Lounge to implement a new brand with a 7% slope at its core. This gradient is the ideal slope for a zipline.

The slope device - along with a bright, bold color palette and exciting, adventure photography - helped introduce an element of motion and adrenaline to the identity. The new system is active, agile and ready for adventure. "What an unusual grid, how creative to pull it together and ensure the governance is there! Winner for sure!" said one judge. Another said it was an "overall amazing brand experience and total brand revamp that feels very fun and memorable for a consumer."

Best Use of a Visual Property (Consumer)

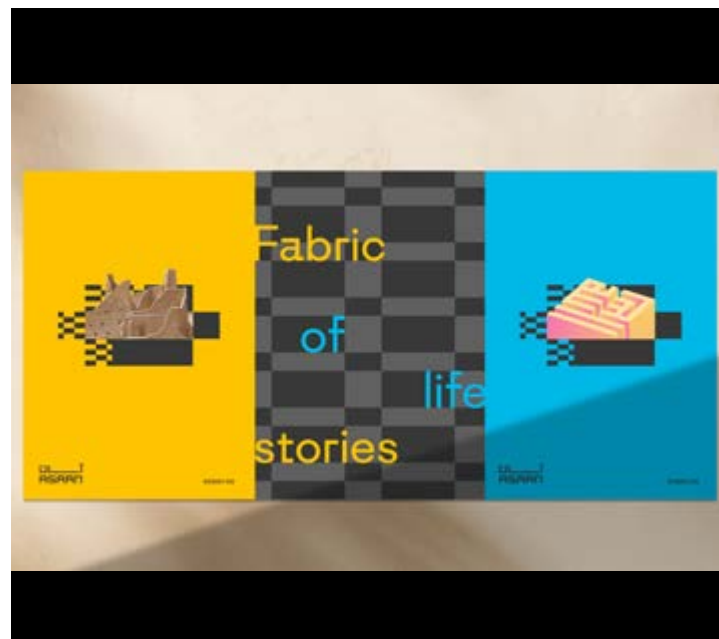


Fahid Island, Aldar Properties and M+C Saatchi Group Middle East

Instead of focusing on the diluted prospect of wellness, Fahid Island wanted to become the UAE's first island dedicated to wellbeing. It worked with M+C Saatchi on an identity inspired by the outdoor lifestyle and opportunities available on the island. It used a horizon motif to unify the brand and integrate a sense of balance into the visual identity. "I think the horizon motif was really clever I think the rollout looks really clean and the photography and assets look really elegant," said one judge.

Asaan and Landor

The Saudi heritage museum Asaan wanted to reframe heritage as a timeless prospect; something not just relegated to history but a living concept that informs today's culture. The museum worked with Landor on a tapestry-inspired device that bridges the gap between past and future. One judge said this was "an excellent use of tradition and modernity. The visual identity is excellent. Superb creative on the use of traditional tapestry and communication."





du and Landor

Telecoms provider du had been misunderstood and was perceived largely as a consumer service provider. Its sprawling and confusing brand architecture needed to be clarified in order to connect with the right customers. Landor worked with du to reframe its architecture. Instead of aligning it on what du sells, it aligned it based on the customers it serves.

This helped create a simple, easily understood architecture, identified by clear language, that could better connect with its target demographics. The resulting communications are empowering, action-oriented and easily understandable. "The move from product based to audience based architecture is a great progressive shift in du's brand and how it intends to operate. The creative that came out of the new architecture is clean and simple," said one judge.



TAIBA and Brand Lounge

The merger between TAIBA Investments and Dur Hospitality created a major hospitality player in Saudi Arabia. It worked with Brand Lounge to consolidate the brands' portfolios and create a clear architecture for use within the business and with its target audiences. "Solid post-acquisition brand integration work taking the opportunity to become a hospitality- and service-led brand from the brand architecture up," said one judge.

Beyon

When Beyon expanded beyond the confines of telecoms, its brand architecture was no longer fit for purpose. The Bahraini company used the 'by Beyon' marker to allow strong consumer brands to shine, while still building a consistent and memorable structure for its portfolio of sub-brands. One judge praised the fact that the "endorsement through the mother brand is distinct and the architectural structure is clean and achieves clarity."





Misk Foundation and Zan Agency

To support the Misk Foundation's expansion into education, culture, entrepreneurship and science, Zan Agency crafted a brand architecture solution that clarified the brand's mission. Using a comprehensive guide for brand classification, the organization is now equipped with a resilient tool for supporting its brand growth. "Good clean structure to keep everything in line with the corporate vision and enable brand laddering," one judge said.



.Here and All About Brands

For a new luxury resort located in the Maldives, the tone of voice had to appeal to luxury travelers disengaged by notions of exclusivity and excessive luxury. Instead, .Here identified that these tourists wanted to engage with authentic, memorable experiences and feel present in their holidays. It worked with All About Brands to speak with impactful restraint.

The new tone of voice is warm, calm and human. This is expressed through a unique copy style that features examples like 'write.here' and 'still.here.' One judge said, "The tone of voice in each category is excellent. This is a good simple approach in terms of wording." Another said the strategy "lends itself well to developing interesting and varied taglines for the brand."



Vallé Advenature™ Park and Brand Lounge

Instead of simply focusing on global tourists and developing a brand that would suit their needs, Vallé Advenature in Mauritius wanted to take a different approach. The park built its tone of voice as a core differentiator. It was designed not only to appeal to international visitors, but to be a place and a brand that Mauritians could be proud of. It wanted to be a homegrown brand that sounded just as powerful as it looked, while honoring and reflecting the island's local character.

Brand Lounge achieved this through warmth, adventure and harmony. The new tone of voice is authentic, passionate and simple, but it has a real flair and helps contribute to building the park's place brand. Because of the big, loud nature of the signage and visuals, the tone of voice had to hold its own. One judge said, "Beautiful work! It's just so visible how much has been put into creating this brand's tone of voice and its absolutely catchy, lively and very engaging."



Falcon and Lander

To stand out amid a crowded private aviation landscape, Falcon took inspiration from the concierge in 'The Grand Budapest Hotel.' It worked with Lander to craft a tone of voice that is precise, warm and classy, with a hint of aspiration behind it. In tandem with the sleek new visual identity, the tone of voice takes Falcon Aviation to new altitudes. "The new approach is elegant and raises the standard of the brand," said one judge.

Zakat, Tax and Customs Authority

After the merger that formed Zakat, Tax and Customs Authority, the Saudi organization needed a tone of voice that could deliver clear messaging and accessible communication. It deployed its new tone of voice across four key languages and ensured that its digital expressions were clear and understandable. An AI helpbot was developed to bring the brand's tone of voice to life and support users through their journeys.



FOR THE LATE NIGHTS,
AND EARLY MORNINGS
FOR THE IDEAS
THAT CHANGE EVERYTHING
AND THE COURAGE
TO KEEP CHASING THEM

FOR THE HUNDREDTH
FINAL—FINAL—V8
AND THE FOREST OF SKETCHES BEFORE IT

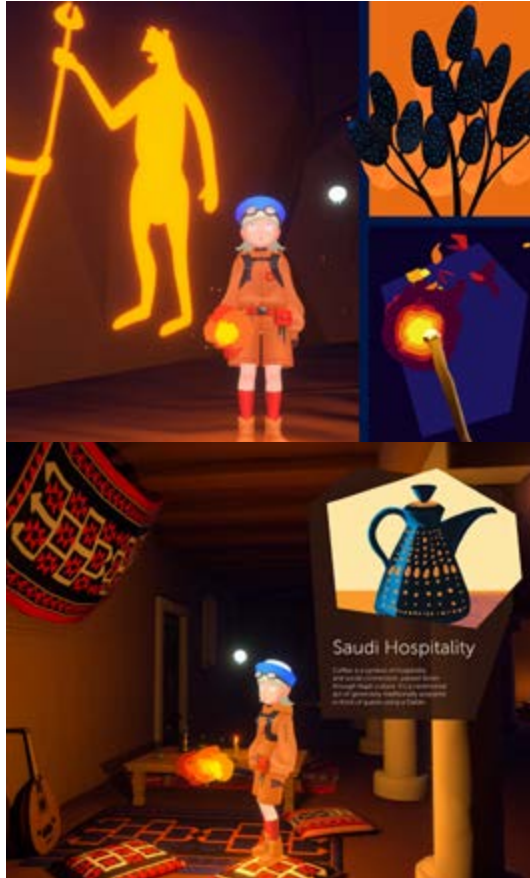
FOR THE CONVERSATIONS
THAT SHAPED THE WORK
AND THE DETAILS
YOU COULDN'T IGNORE

FOR THE COFFEE — THAT WENT COLD
AND THE PRESENTATIONS
REHEARSED IN PRIVATE

THANK YOU.

FOR CARING WHEN GOOD ENOUGH
WOULD HAVE BEEN EASIER.





KSA Ministry of Culture and Interstate

At Expo 2025 Osaka, the KSA Ministry wanted to present Saudi Arabia through a bold, immersive experience that redefined perceptions and inspired curiosity. It worked with Interstate to develop the National Treasure Hunt concept. This VR journey allowed explorers to journey through the kingdom's cultural and natural landscapes. Throughout, it told a refreshing story about the nation's character and its future.

Judges thought the use of a branded character to guide visitors through the experience was well-suited to the Osaka location. One judge said the experience "made KSA exploration culturally relevant through use of anime style and universally embraced 'treasure hunt' concept. Vibrant colors and detailing in element design invite the explorer in, however diverse their persona may be."



La Marzocco and House of Negroni

House of Negroni partnered with La Marzocco during Milan Design Week to bring together Italian icons across coffee, spirits and design. It developed a bespoke experience complete with an espresso-based Negroni cocktail. The experience was a true meeting of equals, with neither brand outshining the other. Instead of pulling too heavily on either company's brand icons, the duo drew on Italian heritage, nostalgia and design to create something that feels at once classic and modern.

A beautiful, intricate design style completed the package and was used across the drink's cans as well as espresso machines and the physical site. "Beautifully done and well executed; a true showcase of bringing icons of a culture together," said one judge. Another praised it for being a "Design-led brand experience with really good results that highlight the success of the strategic implementation."



Saudi Tourism Authority and TQ Branding

Tourise wanted to create a brand for a tourism expo that would need to appeal to a massive global audience and unite tourism professionals behind a shared vision for future travel branding. TQ Branding delivered with a vibrant, multifaceted brand that was well-designed for the event setting and provided excellent flexibility across touchpoints. "Now that's experience," said judges, "vibrant, kinetic, inclusive."

Vallé Advenature™ Park and Brand Lounge

The Vallé Advenature Park is both a brand and an experience in and of itself. Brand Lounge worked carefully to create a brand that would be experiential in its own right, while also putting the new park firmly on the map. The result is a seamless blend of natural and adventure experiences, unified by a punchy, memorable visual identity. "In the full ecosystem of the brand, this definitely works. Everything has been well thought of and curated well here," said one judge.





Qiddiya and BRASH

Qiddiya is a destination that elevates play into a strategic framework shaping sport, esports, culture, and lifestyle. It worked with BRASH to create an immersive, future-facing and eye-catching brand and physical experience for Qiddiya City ahead of Riyadh's Esports World Cup. One judge said, "I love how they developed a visual language that is dynamic and very cyber-futuristic in its aesthetics."

rebrdg

We bridge the gap between
art — design, magic — logic



We are business designers.

REBRDG is a dynamic branding agency that blends strategy and creativity seamlessly to craft compelling brand identities and experiences.

Our approach is centered around bridging the gap between commercial objectives and creative solutions, ensuring that every aspect of your brand resonates with your target audience and drives business growth.



SCAN TO KNOW HOW WE CREATE
BRANDS PEOPLE BELIEVE IN

**Congratulations to all the
finalists and winners of the
Transform Awards MEA 2026.**



Qadeem Fragrance and REBRDG Branding Agency

The primary challenge for Qadeem Fragrance was to build its Gulf heritage into its visual identity without relying on clichés. It didn't want to just visually express Arabic culture visually, but use its products to evoke a specific feeling. It worked with REBRDG on a richly immersive brand inspired by Kuwait's architecture and culture.

The resulting packaging design is richly immersive, sensorially sensational and utterly unique. It provides a sense of texture and place, folding layers of cultural heritage together to create something desirable and new, all while delivering an understated luxury. "An elegant and culturally grounded identity that uses materiality to create a premium, calm presence in a loud market," said one judge. Another added, "Distinctive, culturally grounded, and impeccably crafted. An outstanding example of packaging as storytelling."



Emirates Snack Foods: Feli's Kitchen - Feli's Fruitz and Jpd

Emirates Snack Foods wanted to capitalize on a gap in the children's snack category for brands with Arabic heritage and a focus on family connections. It developed Feli's Kitchen alongside Jpd to blend global appeal with local authenticity. The packaging sits nicely alongside competitors, but adds Arabic messaging and warm, family-friendly designs. "A highly practical and friendly design that successfully built cross-border trust and delivered massive sales growth," said one judge.

Nestlé - Tola and Karak

Nestlé wanted its Tola candy bars to remain relevant to an audience aging out of childhood. It held on to its iconic yellow, but tasked Karak with crafting an identity that would bring a sense of nostalgic joy and modern relevance to bear. The resulting design is playful, exuberant and true to the brand's personality. "I love the wordmark. It feels retro and cool without playing into nostalgia conventions. I love the bright colors and I think it fulfils the brand objectives and stands out in the category," said one judge.





Americana Foods and Dragon Rouge Branding (Shanghai)

Americana Foods' pack design had become outdated, bland and was passed over by shoppers seeking exciting alternatives. It worked with Dragon Rouge to make its packaging a visual feast for the eyes. Every product had to instantaneously deliver personality, taste and flavorful appeal. Judges thought this was "a total transformation that turned 'invisible' pantry staples into active objects of desire through hyper-real imagery."

RAINBOW and Mr.Studio

RAINBOW perfumes wanted to capture the essence of elegance, modernity and luxury with its new packaging look. It worked with Mr.Studio to celebrate a modern, technological approach to perfume design. It used CGI imagery to conceptualize the end result, enabling the brand to craft a pack rooted in precision and detail. One judge said, "A vibrant and artistic entry that successfully crafts a luxury experience around the spirit of the brand."



MOST BRANDS EXIST.

FEW ACTUALLY **MATTER.**

Twenty years ago, we made a choice
... to build brands people believe in.





Vallé Adventure™ Park and Brand Lounge

Vallé Adventure wanted to inspire adventure travelers without becoming solely an adventure park. It needed to become a cultural icon and globally renowned tourist destination. It worked with Brand Lounge to bring a strong sense of active motion to bear in the identity. The signage system was inspired by the 7% grade used across the identity. Signs were developed at a 7% angle with bright, intensely bold colors standing out from the surroundings.

Floor graphics and exciting photography help bring the experience to life across the park. Not only has the rebrand resonated with tourists, but 20% more locals have also expressed an intent to visit the park. One judge called it “a colorful and highly distinguished wayfinding system that creates a beautiful, cohesive visual story across the park. The use of color, shapes, and iconography is playful yet disciplined, forming a memorable system that brings the brand to life and clearly sets it apart from the competition.”



Makarem and Brand Lounge

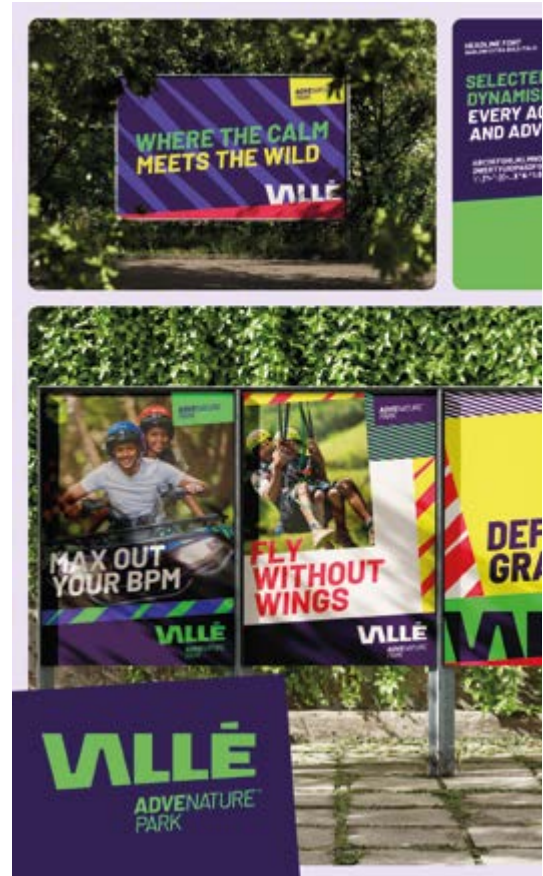
Because of its unique proposition as a hospitality brand for religious pilgrims, Makarem needed its signage system to not only be informative but to convey a sense of trust and gentle authority. Brand Lounge developed a system of clear, cohesive signage that was inspired by the architecture of the local heritage sites, and of the hotel itself. The result is a beautifully executed suite of signs that communicate effectively across cultural and language barriers.



King Salman International Airport (KSIA) and TQ Branding

The development of the King Salman International Airport in Riyadh intended to put the airport on the map not just as a piece of infrastructure but as a destination in its own right. It worked with TQ Branding to create a typographic style that would be the first welcome and last goodbye for every visitor. It had to engage global audiences while remaining rooted in Arabic language and local identity and ensure trust and authority in the airport environment.

The typography is inherently flexible, with a diamond cut device adding flavor to the letterforms, and providing essential support for Arabic diacritics. The result is both eminently functional and incredibly stylish. Judges called it “a well-crafted display typeface, built by leveraging cultural and architectural references, that is visually striking and serves as a strong, identifier for the brand,” and “Beautiful and stunning!”



Vallé Advenature™ Park and Brand Lounge

Mauritius' Vallé Advenature doesn't live by the established rules. Its unique blend of nature tourism and adventure offerings meant it could go off-script when it came to typography. Brand Lounge developed three typefaces: one to energize, one to guide and one to instruct. The type style was informed by the brand's positioning of moving upwards, represented visually through a slope device that runs across the visual identity.

Altogether, it's a brilliant melange of different forces that come together to create something unique, engaging and utterly compulsive. The slope device makes the park's communications instantly recognizable, while also allowing the letterforms to give shape to the visuals themselves. One judge said, “Beautiful work! It's just so visible how much has been put into creating typography for the brand that has so much character and is very distinguishable.”



Mics and Gene Branding

Media company Mics needed a type strategy that could carry high-end storytelling while remaining digitally native. It worked with Gene Branding and Almasbak Type Foundry to develop a type-driven brand based on the square Kufic style for instant visual appeal and intrigue. Judges thought this approach was entirely well suited to the brand's personality. One added, "Beautiful work. The font looks both modern and funky."

TAIBA and Brand Lounge

Taiba's evolution into a Saudi hospitality brand required a typeface that could inspire warmth, confidence and refinement. Brand Lounge crafted a strategy that blends power, prestige and charm to create a type strategy that is subtly elegant and ownable. "Beautiful work with typography in creating a distinguished brand look and feel that is both elegant and region-focused," said one judge.





Villa Hagra and Wiedemann Lampe

Villa Hagra is an institution dedicated to cross-cultural exchange, originating to support the links between Saudi Arabia and France. Wiedemann Lampe created a trilingual type strategy that blends the languages and locations to create a visual identity that is also a piece of art. "Simply beautiful and incredible; structurally sound and well implemented," said one judge.



Emirates NBD and amp

Emirates NBD worked with amp to craft an audio brand that could be as confident and premium as its visual brand, yet empathetic, inclusive, and unmistakably Emirati. It blends traditional instruments with contemporary techniques to create a flexible, ownable system usable across the bank's many touchpoints. The audio brand has key differentiations for the bank's different sub-brands, allowing each to speak with its own voice.

Amp also developed an AI tool, trained only on the music style created for Emirates NBD, to seamlessly and quickly create new iterations as needed. "The AI powered sonic hub makes this work particularly distinctive. Allowing brand teams to rapidly adapt the sonic identity for any context ensures much greater levels of creativity and consistency and highlights an exciting evolution for sonic branding," said one judge.



Islamic Arts Biennale, Diriyah Biennale Foundation with .Pomelo and WithFeeling

For the second iteration of the Islamic Arts Biennale, the festival worked with Pomelo and WithFeeling to bring to life its theme of 'All That Is In Between'. It wanted to provide a global stage for Islamic art and culture and needed an audio brand to support this. Using traditional instruments, global music was also integrated to reflect the festival's global outlook.

The result is a flexible system, rooted in the musical traditions of the Arabic world, but with a contemporary zing and global flair. One judge called it "a remarkably authentic and well-thought-out experience." Another said, "Islamic Arts Biennale's sonic identity strikes a distinctive, considered balance between its cultural heritage and international outlook. The modular approach ensures greater flexibility and will encourage adoption and long-term relevance of the sonic identity."

Best Audio Brand (Business and Corporate)



Silver

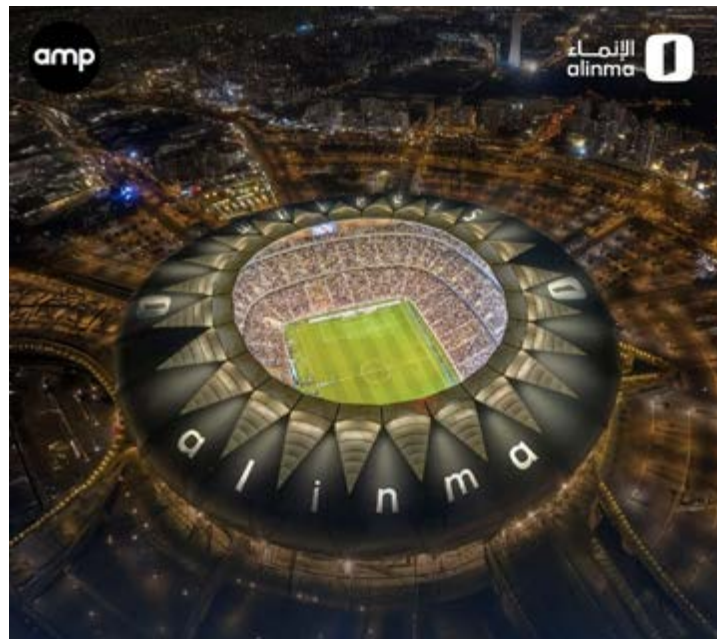


Qatar National Bank and Sixième Son

Qatar National Bank worked with Sixième Son on an audio brand that feels distinctly local yet globally relevant, honoring heritage while speaking a contemporary language. It is a global brand expression that ensures the audio brand resonates consistently across markets. “Assets have been thoughtfully adapted to each context, from UX and UI sounds to in-branch music and festive adaptations, reinforcing cohesion while allowing for cultural nuance,” said one judge.

Alinma and amp

To support Alinma’s transformation away from traditional banking norms, it worked with amp to develop a versatile sonic brand that could function across everything from digital applications to massive-scale event activations. Judges praised the way the “clear alignment with Saudi Vision 2030 strengthens the cultural relevance of the sound,” and said, “there is significant potential to be realized by integrating the rich cultural heritage of the Arabian region.”



Bronze



CEER and Sonicbrand

Saudi Arabia's first electric vehicle brand, CEER, launched its brand before its products were available. So it needed an audio brand that could deliver a powerful, emotive experience, without the backing an excellent product would eventually provide. Sonicbrand developed a sonic system inspired by the country's landscape. The audio brand had to establish CEER's positioning and credibility with no legacy or tradition to back it up.

So in drawing from the land itself, the audio brand became linked intrinsically to Saudi Arabia. Sonicbrand recorded ambient audio in sites around the kingdom, and then built an electric audio brand around it. "I thought this was great! energetic, modern, yet anchored in Saudi; leading the brand launch with the interactive sonic I thought was a creative way to engage and build hype before the product is revealed," said one judge.



Ministry of Tourism Saudi Arabia with Focus WPI and WithFeeling

The Ministry of Tourism Saudi Arabia wanted to translate its national brand promise, 'Endless Discovery,' into a holistic and diverse sonic identity. It worked with Focus WPI and WithFeeling on an identity that links the musical traditions of the kingdom with its modern energy and drive. One judge said, "The ability to seamlessly blend Arab authenticity with contemporary Western music production is commendable. The emotional resonance of adventure and travel is undoubtedly evoked."

Makarem and Sonicbrand

Makarem needed a sonic brand that could complement the pilgrimage journey millions make every year. It worked with Sonicbrand to craft a contemporary piece of music that would reflect the spiritual nature of Islam and provide a sense of peace and celebration. This, according to judges, "reflects a deeply considered approach to sonic branding, demonstrating how music can meaningfully enhance spiritual experiences and emotional connection."



Our usual table, please.



**Islamic Arts
Biennale**

(Best Audio Brand)



**Ministry
of Tourism KSA**

(Best Audio Brand)



PetCentral

(Best Audio Brand)

We're delighted to have been shortlisted again, following last year's success.



PetCentral and WithFeeling

PetCentral wanted to create a sonic identity based entirely around the sounds and voices of real pets. WithFeeling implemented a user-generation portal that allowed people to upload recordings of their pets. They then created a joyful, modern rendition of the Bingo song that brought cheer and recognition to the brand. One judge said this was “a joyful approach to sonic branding that captures people’s love of their pets and puts their customers at the heart of the sonic identity.”



King Salman International Airport (KSIA) and TQ Branding

Riyadh's King Salman International Airport (KSIA) wanted to transform its global positioning while also reinforcing the breadth of its offering in addition to its transportation links. It worked with TQ Branding to communicate efficiency, reliability and connectivity, while instantly delivering a sense of place rooted in Saudi heritage. It wanted to create a brand that grows with KSIA and firmly establishes it as a landmark destination and global gateway.

The new brand is inspired by Riyadh's signature sandstone and deploys subtle nods to Arabic culture and design heritage. The result is a brand that blends Riyadh's character seamlessly into the airport infrastructure. Judges were impressed with the way KSIA met the challenge of turning an airport into a destination. One judge said, "From offline to digital, it truly lives and moves and that's what I loved the most about this."

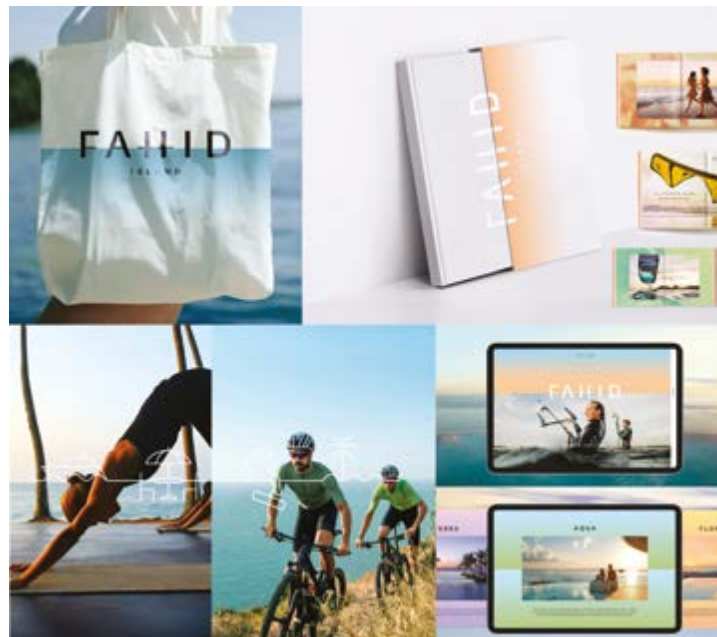


Vallé Adventure™ Park and Brand Lounge

Mauritius' Vallé Adventure Park wanted to reestablish its place on the map not just as a nature experience, but as a world-class tourist destination. It worked with Brand Lounge on a loud, punchy visual identity that is jam-packed with personality and momentum. The new identity puts the park on the map for its target audience of adventure tourists and curious locals. "It's fun, it's alive, and it really lives through in its physical space. It got me excited."

Fahid Island, Aldar Properties and M+C Saatchi Group Middle East

Fahid Island's place brand needed to encapsulate the feeling of the island, its hospitality offering and its natural beauty. M+C Saatchi differentiated the brand by focusing on a true sense of wellbeing, moving beyond wellness and toward an outdoor lifestyle inspired by the natural beauty of the setting. The visual identity's use of the horizon motif helps establish this as a premier destination. "The visuals and story make me want to be there," said one judge.





Mics and Gene Branding

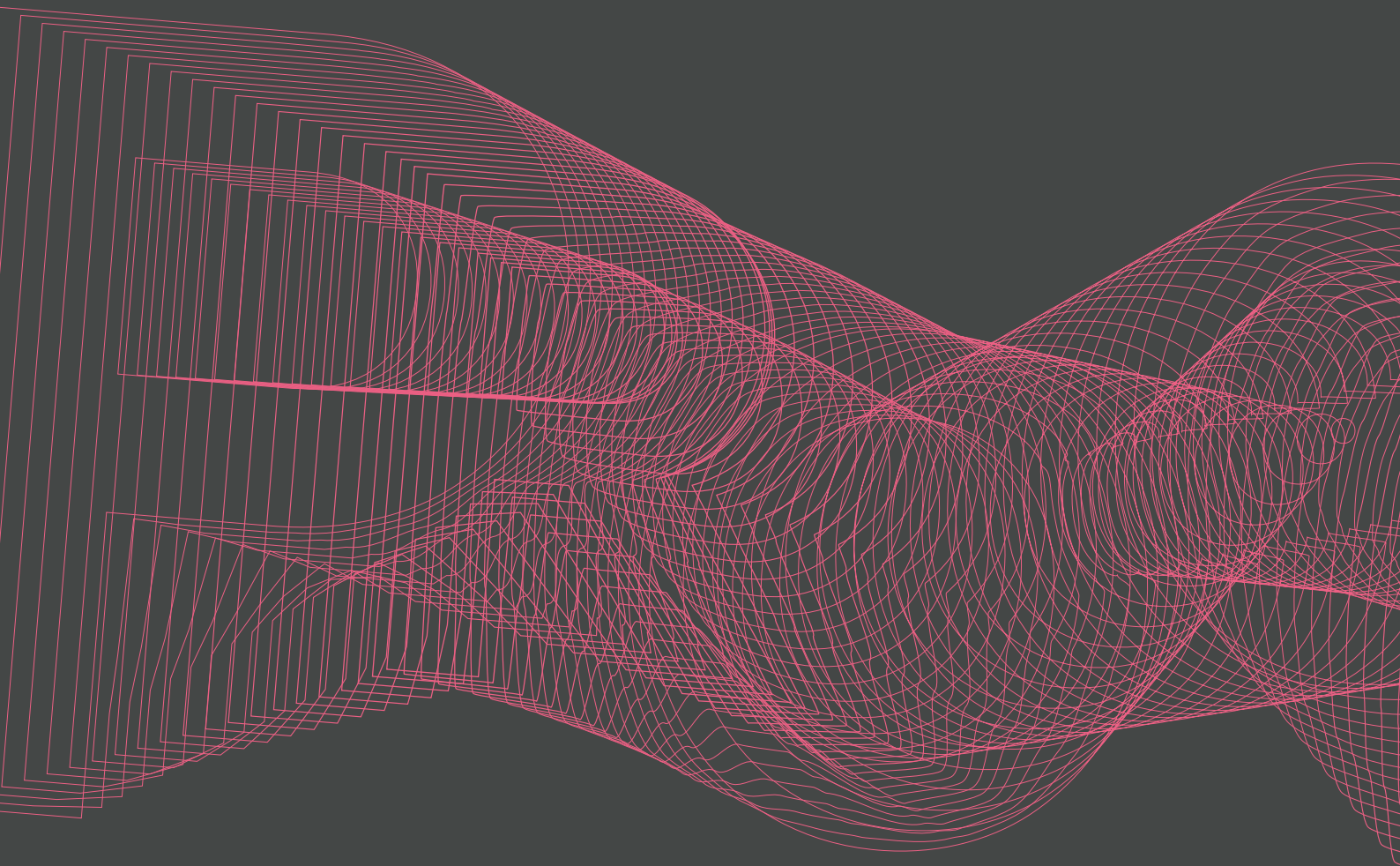
Media production company Mics had seen its many content products blend together on its social channels, with no differentiation benefiting either its products or its masterbrand. It needed a solution that would allow its corporate brand to stand out while also shining a light on its excellent work. It collaborated with Gene Branding on a social media brand strategy that was based on Lego-like building blocks.

Different colors and a clever approach to verbal signposting allowed for clarity across the masterbrand's social media communications and provided cohesion with its content products. This was especially prevalent in Mics' podcast portfolio. Each individual program has its own distinctive positioning and audience, but with clear social media brand guidelines, they were able to cater to their individual needs while linking back to the Mics brand itself.



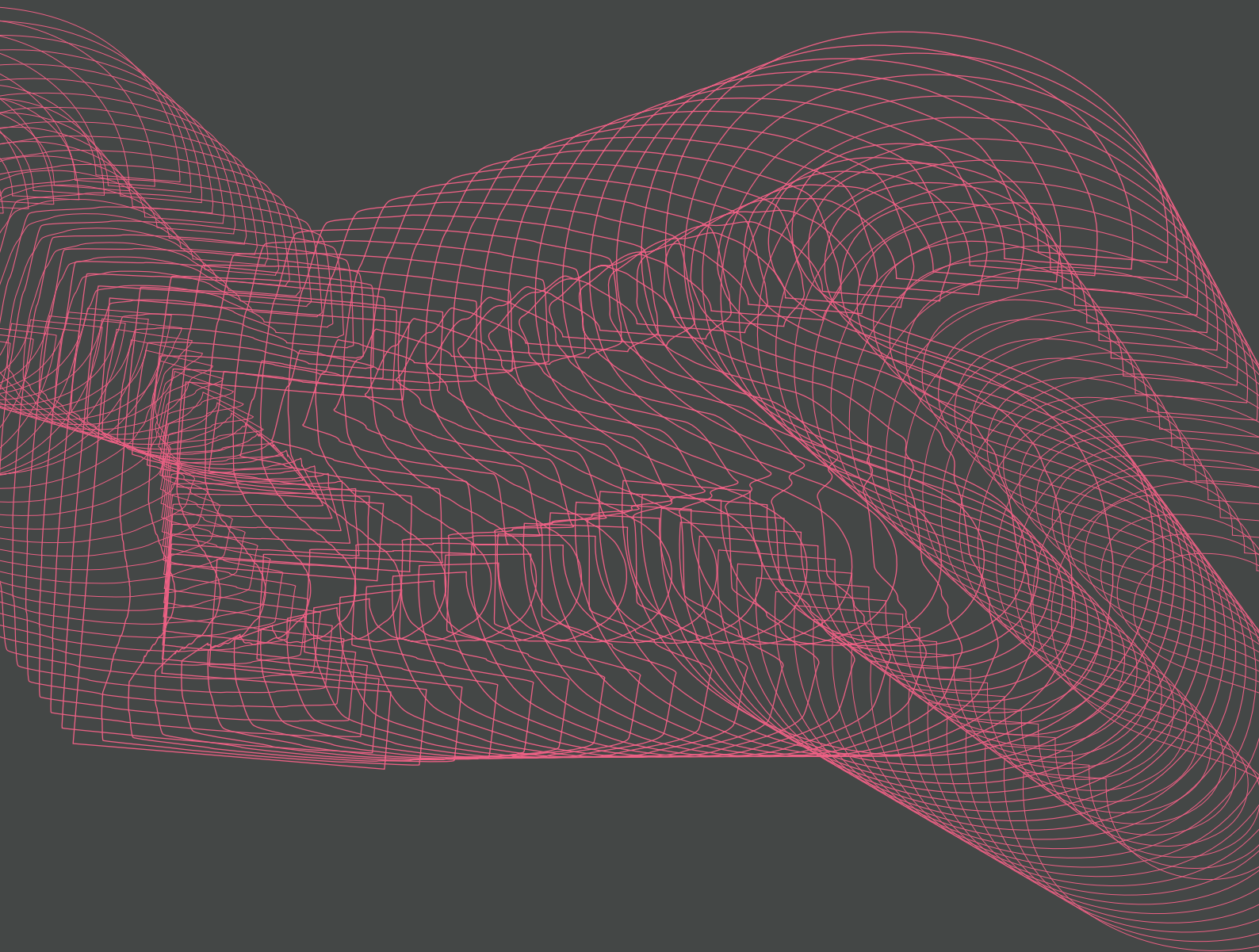
Thoub Saghiri and Blue Hat

Saudi children's fashion brand Thoub Saghiri wanted an editorial-led fifth anniversary campaign that would be playful, story-driven and impactful. Blue Hat crafted a campaign that put children at the heart of the content. It showed Saudi heritage through the eyes of children, delivering emotional, relevant and shareable content that brought the brand's story to life in an engaging way.



Process

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Makarem and Brand Lounge

Makarem, a luxury hotel brand operating in Makkah, Saudi Arabia, needed to cut through and resonate on an emotional level with religious pilgrims. Cognizant of the fact that pilgrims seek hospitality experiences that support their spiritual journeys, the brand had to be culturally sensitive and globally understood. Brand Lounge developed a visual identity inspired by the religious sites in the region and deployed it sensitively across many brand touchpoints.

The physical space within the hotel was designed to be peaceful and hospitable. Subtle signage, simple stationery and culturally aligned uniforms all contributed to an experience aligned with the needs of modern pilgrims. Judges said this was a “well-rounded brand implementation” and featured a “strong strategy with a well-thought through concept application.”

Best Implementation of a Brand Development Project



Ominvest - Veltra and Bellwether Brands

Investment company Ominvest worked with Bellwether to build the Veltra brand. Anchored around growth and ascension, the identity uses arrows within the wordmark to bring the brand to life in its applications. These symbols act as anchors across the physical touchpoints and inspire a sense of growth and forward-thinking. “The ‘structured accent’ is interesting and modern, clean, powerful. It creates a consistent look and feel with distinctive element usage,” said one judge.

Vallé Adventure™ Park and Brand Lounge

Brand Lounge's implementation of the Vallé Adventure branding is as loud, bold and exciting as the visual identity itself. It both draws visitors into the park in an exciting way, while also letting some of the site's elements of unique natural beauty to speak for themselves. This approach helps create a strong place brand for the park and ensure a memorable and immersive experience for visitors.



Best Localization of an International Brand



Yammak and Gene Branding

Home services brand Urban Company is a global player, but it found the Saudi Arabian market challenging because it was perceived as an outsider. Instead of translating its brand into Arabic, it worked with Gene Branding to develop Yammak, a local expression of the global masterbrand. It built its brand and brand experience with an Arabic-first mindset. This helped build local trust and connections.

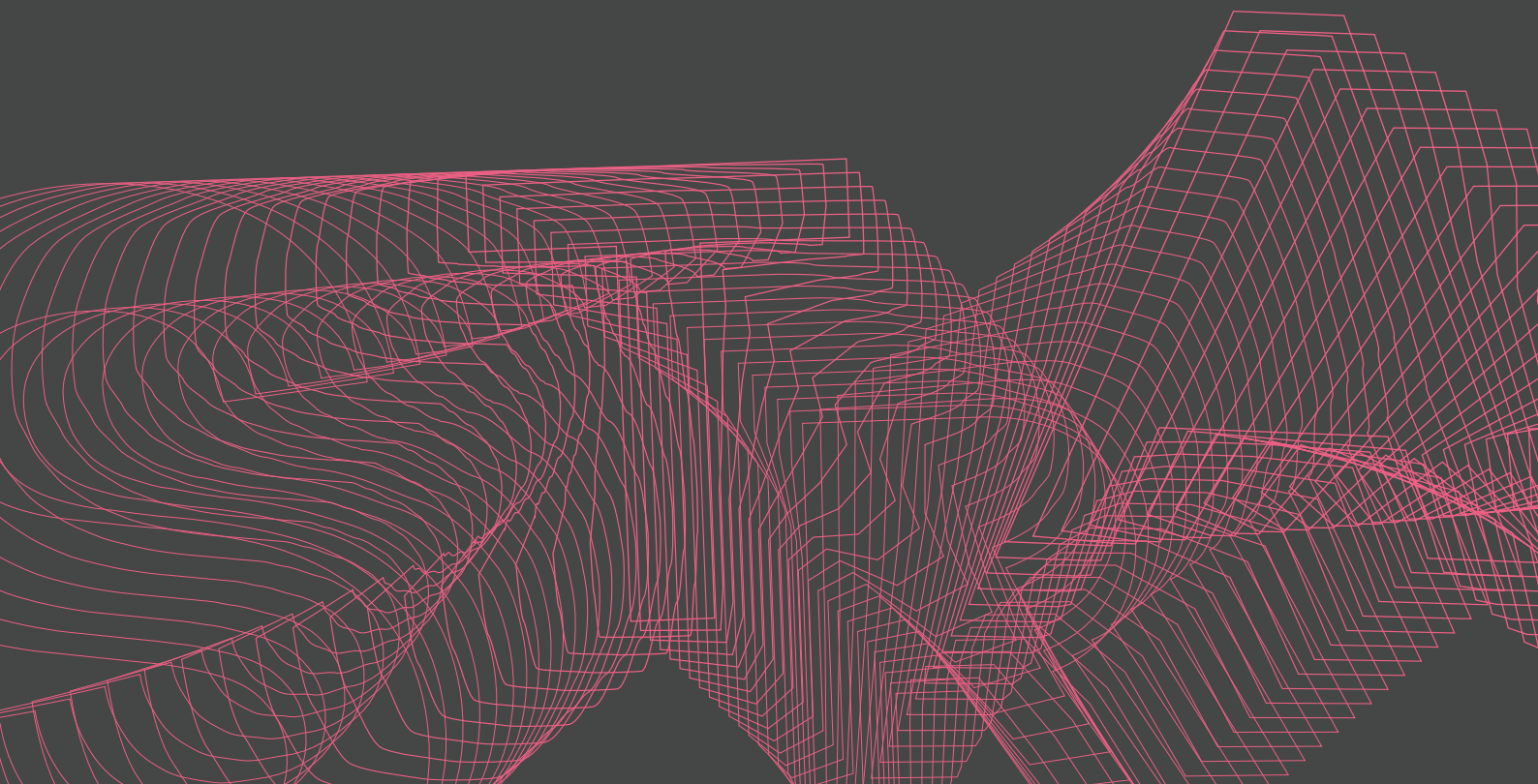
The new brand focuses on target personas to show Saudis that Yammak is a brand that understands their needs. The brand recorded a higher 'belonging' score among its target audiences, an indication that Yammak has become an integral part of the local community. This deft brand shift impressed judges who thought the localization was strategic, smart and full of personality.



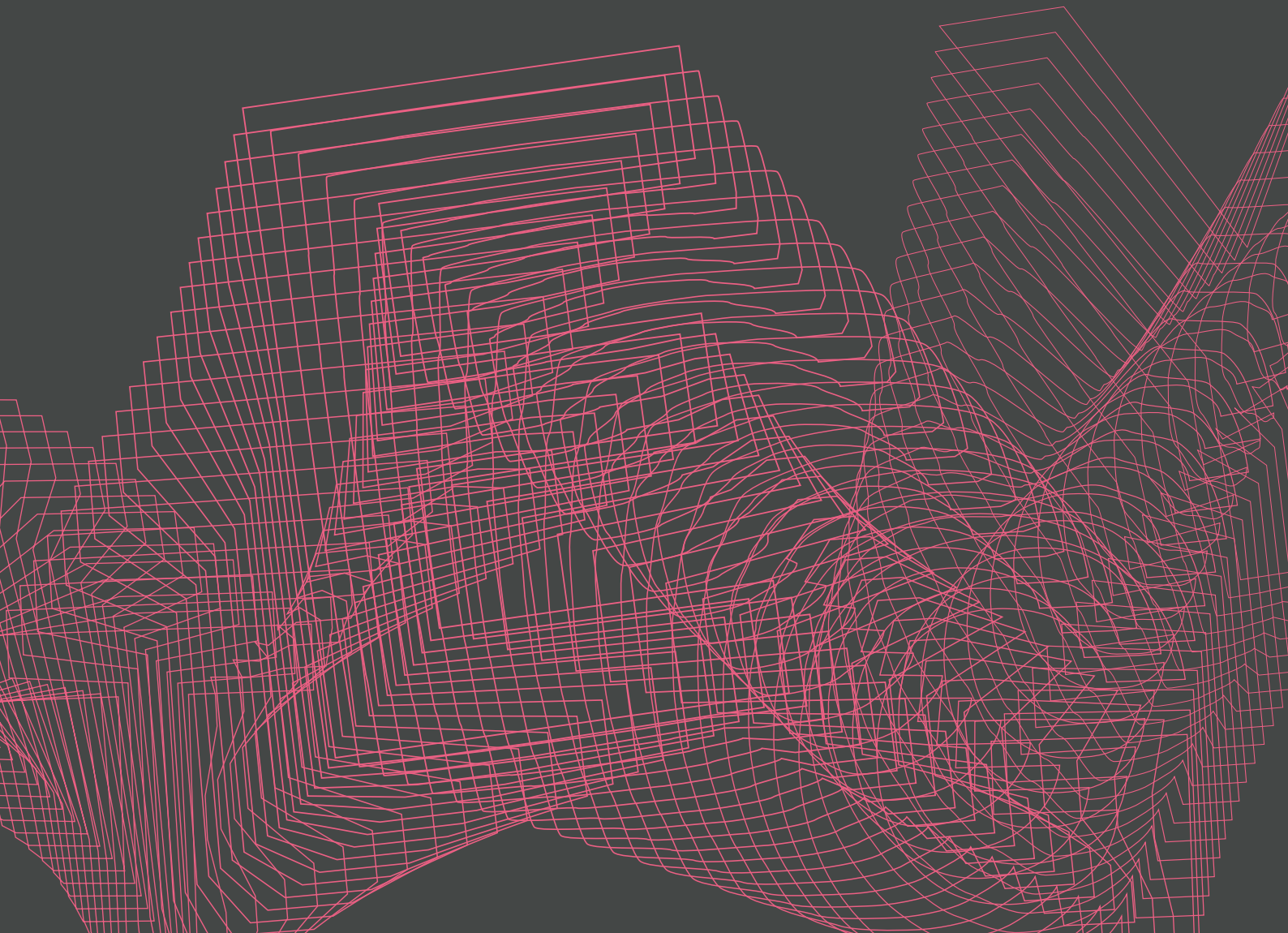
AXIAN Telecom – Yas and Landor

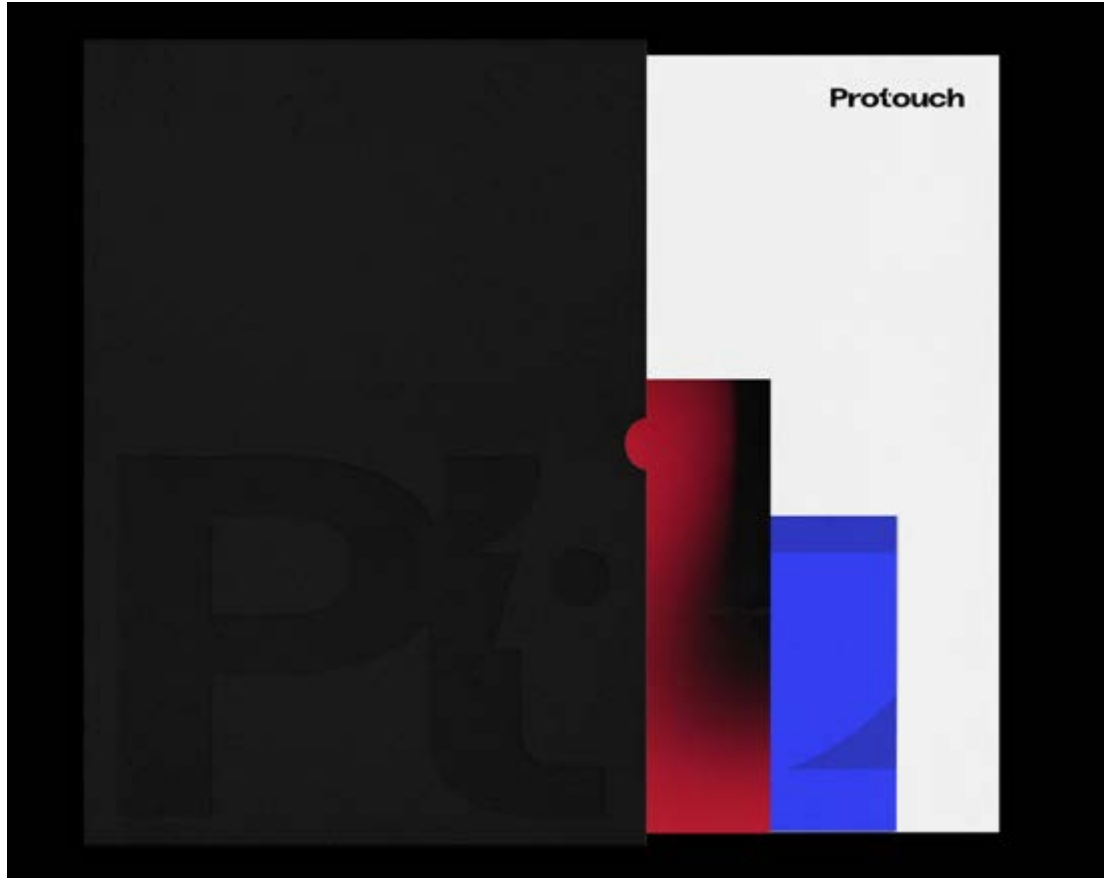
African telecom company AXIAN needed a brand expression that could adapt to the needs of different markets. It implemented Yas, a youth-oriented, Africa-first brand with the flexibility to work across different languages and cultures. Landor's cohesive visual identity allows Yas to flex in terms of its language, photography and personality.

Strategy



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Protouch and Umbrella

Events and experience brand Protouch had seen its brand diluted over time as fragmentation occurred between its Arabic and English brand expressions. It wanted to recapture the purpose of the brand and reestablish itself as an authority in the market. It worked with Umbrella on an English-first brand that reinforces a human-centered approach to professionalism.

The new brand architecture and visual identity are sleek, simple and authoritative. The brand communicates a sophistication and authority that helps build trust with its target audience. One judge called this “An outstanding creative strategy built on deep insight and clarity of purpose. The work successfully elevates Protouch from execution-led to a human-centered, future-ready brand. The strategy and creativity are seamlessly aligned, resulting in a confident, scalable, award-worthy brand system.”



Mubadala and Bellwether Brands

Mubadala Bio was designed to fast-track the UAE's life sciences sector and improve the nation's pharmaceutical development capabilities. It worked with Bellwether Brands to develop a future-facing, confident brand that could sit comfortably alongside global sector leaders while offering a new dynamism and innovative approach. The result sits comfortably within the Mubadala portfolio while also paving the way for future development in the UAE's biotech sector.



Saudia Airlines and Landor

Saudia Airlines diversified its product offering while also expanding the role it plays in the journeys of religious pilgrims. It embraced the spirit of Saudi's Vision 2030 and created a new brand designed to go beyond the aircraft. The Coolest Ihram is a specially developed garment that cools the skin by 2° C. The ihram was designed to be religiously compliant while also protecting pilgrims from the rising heat during their journeys.

Landor developed a brand based on the weaves within the textiles themselves. This blended traditional Arabic geometric design language with modern technology in a seamless, beautiful way. Judges were impressed with the way Saudia recognized a customer need and went about solving it in a sensitive, innovative way. One said, "The strength of the creative activation is that it went beyond Saudia and was endorsed by the hajj committee. It also solved a very relevant and practical problem."



Silver



Nestlé – Tola and Karak

Nestlé's Tola brand had stayed still while its audience had grown up. So it took the bold decision to reinvent itself. It worked with Karak on a strategy targeting young adults and new adults, pushing back against the pressure to conform and to 'grow up'. It promoted authenticity, quirky individuality and a brand that is still relevant, even if its audience is no longer reaching for their school lunchboxes. "It is a fresh take on chocolate brand identity. There's also some referencing with the new-age Arabic typography that's popular right now and they've used it well. It stands out in the space," said one judge.

Vallé Advenature™ Park and Brand Lounge

Mauritius' Vallé Advenature Park needed a strategy that would put it on the map as a place of natural beauty, adventure tourism and local exploration. It worked with Brand Lounge to do so in vibrant, intense color and active motion. The new identity sets the park apart from competitors and sets a marker in the sand for future tourism branding.



Silver



Bronze



La Marzocco and House of Negroni

House of Negroni partnered with La Marzocco during Milan Design Week to combine two traditional Italian rituals in a unique way. The partnership launched the Negroni Svegliato, a canned alcoholic drink infused with coffee. The creative strategy combined the best of both brands to create something inspired by Italian heritage and design. “It makes you want to find it, engage with it and talk about it,” said one judge.

National Biscuit and OHI Leo Burnett

Oman’s National Biscuit Industries – and its flagship brand Nabil – have been household names for generations. But remaining relevant and competitive required a refocusing on the company’s purpose and its mission to create good products that build meaningful experiences. OHI Leo Burnett created a new heart icon inspired by the brand’s logotype and introduced a warm, heartfelt color palette to complement the shift.



Bronze

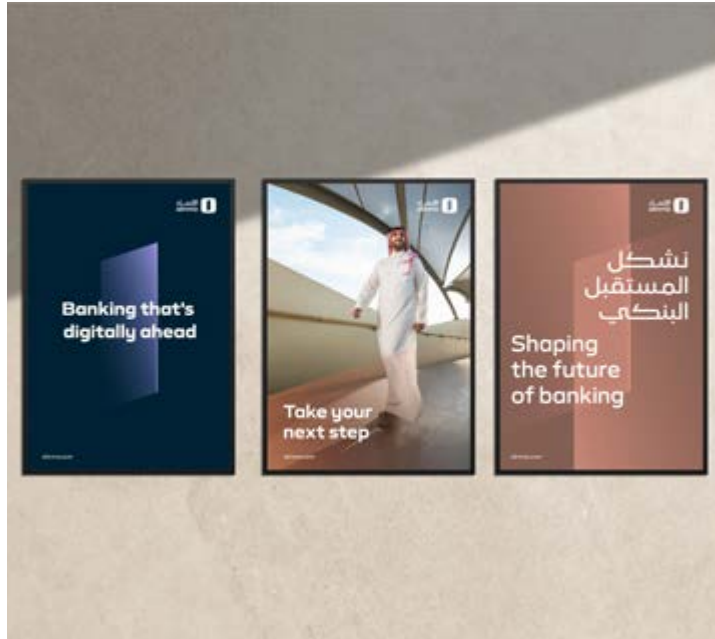


TAIBA and Brand Lounge

When Taiba transitioned from an investment company to a hospitality proposition, it needed a brand that could compete with the biggest and most prominent names in Gulf hospitality. Its new brand had to be elegant, refined and memorable. It worked with Brand Lounge to craft a confident brand that changed the corporate narrative and infused the company's communications with 'the charm of welcome.'

The new visual identity is ambitious, distinctive and beautiful. The typeface's unique slant device helps build recognition while the creative approach exudes warmth and radiance. Judges thought there was excellent storytelling and cultural awareness built into the new Taiba brand, with a well-founded strategy anchoring the visual identity, brand values and positioning.

Best Creative Strategy (Corporate)



Alinma and Landor

Saudi Arabia's Alinma Bank was seen as trustworthy, but not exciting. To change perceptions and catapult it into the modern finance era, Landor overhauled the brand, anchoring the new strategy around the concept of being 'one step ahead.' One judge said it "stands out in a crowded financial services sector. It is well crafted strategy with creative ambition."

IMI Media and Wiedemann Lampe

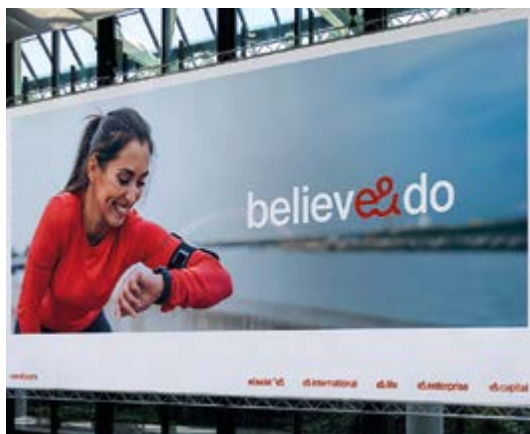
News owner IMI Media wanted to create a masterbrand that could elevate its corporate entity without alienating the strength of its portfolio of brands. Wiedemann Lampe implemented a brand that is designed to bring the world closer together by building connections across regions. Judges loved the new brand architecture and praised the way the new parent brand sits well alongside its sub-brands.





Ominvest - Veltra and Bellwether Brands

Veltra found that its growth was constrained by its Omani market setting. In order to grow, it needed to appeal to an international audience with an enticing, trustworthy brand. It worked with Bellwether to develop a brand that is focused on ascension, growth and performance. A judge called it “a strong and engaging brand identity with confident application across touchpoints.”



e& and Wiedemann Lampe

Etisalat is a longstanding telecoms provider in the UAE. But changing market needs has turned once-essential brands into challengers. The company needed to consolidate its portfolio, enhance its digital user experience and focus on technology beyond telecoms. It worked with Wiedemann Lampe to create e&. The new brand is much simpler and focuses on how it fits into the lives of its consumers.

The visual identity marks a radical departure, allowing e& to set out its ambitious roadmap for the future. One judge said this was “a benchmark brand evolution driven by real business transformation, not cosmetics. Clear strategic intent, disciplined execution, and strong evidence of long-term impact.” Another praised the “world-class transformation that turned a traditional phone company into a living, ‘limitless’ global tech icon that feels like the future.”



NHC and Lippincott

The NHC was founded as a vehicle to help more Saudis become homeowners. But since its inception in 2016, its mandate has changed as it has become one of the nation’s biggest urban planners and developers. But home buyers still perceived the organization as a provider of social housing. To change perceptions and usher in a new era for the NHC, it needed to redevelop its brand and positioning.

It worked with Lippincott to focus on communities and building developments to encourage warm, family lifestyles. One judge called this “a mature, purpose-led evolution that balances trust, national mandate, and modern relevance with credibility and restraint.” Another said, “This was a very successful shift that changed the company’s image from a basic housing provider into a high-end master planner of modern lifestyles.”

Best Brand Evolution (Business and Corporate)

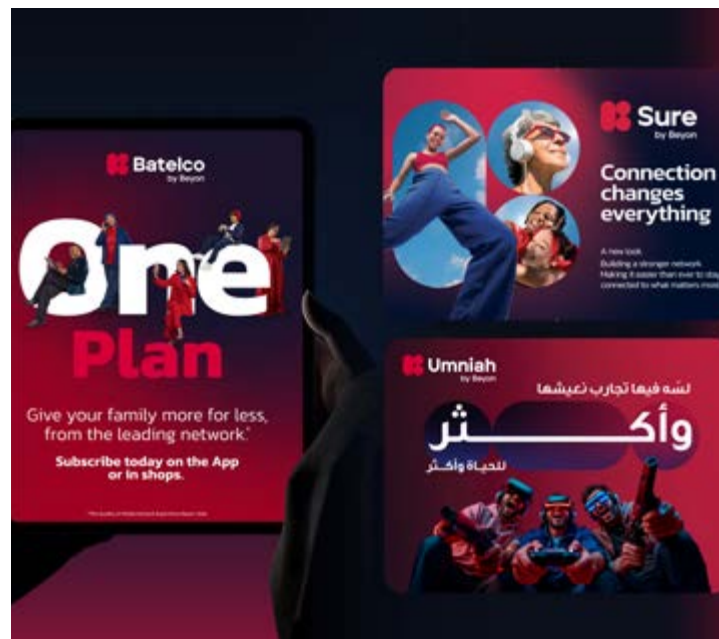


Alinma and Landor

Alinma needed to reposition in order to remain relevant in a rapidly changing financial services landscape in Saudi Arabia. It worked with Landor to reposition and drop the word 'bank' from its moniker. This seemingly simple change marked a dramatic evolution into a brand no longer tied to the formalities, traditions and stringent norms of the banking sector. "I loved that 'bank' was dropped from the brand to give it that edge and contemporary feel," one judge said.

Beyon

As Beyon expanded beyond telecommunications into digital services, fintech, and cybersecurity, the way its telecom brands were organized no longer reflected the Group's true scale or future ambition. It transformed its brand architecture, putting consumer-facing brands more firmly under the Beyon umbrella and clarifying the group's positioning in the process. One judge said, "I think this is a very smart and disciplined way to unify different companies under one group name while still keeping the local trust of each original brand."





Inception and The Frameworks

AI company Inception began life as a research and development institute, but soon became a commercial organization in response to market shifts. It worked with the Frameworks to build a vibrant, commercially savvy brand that puts intelligence at the heart of its strategy. "I love this," said one judge. "It's witty, smart and unconventional with strong branding and really different from what we are used to seeing."



Nestlé – Tola and Karak

Nestlé's Tola bar had retained its delicious flavor, but its brand had lost cultural traction. It was still acting and communicating like a brand for children, while its core audience had grown up. To maintain continued relevance, it needed to change its approach. It worked with Karak to infuse the Tola brand with a mix of nostalgia and modern visual cues. The result is both playful and childlike, and infused with Gen Z cool.

The new identity is approachable, quirky and witty. The creative lives up to the brand promise of being 'unusually delightful' with vintage cues and chunky block type. It has "exceptional clarity of thinking from context and challenge through to insight, brand platform and creative execution," according to one judge. "This is a very strong and well-resolved piece of work."



Vallé Adventure™ Park and Brand Lounge

The previous iteration of the Vallé Adventure Park was a site visitors stumbled upon while in Mauritius. In building a new brand, it wanted to become a national symbol of lively adventure, stunning nature tourism and exploration. It worked with Brand Lounge to develop a clear brand proposition that would set the park apart from the other big tourism destinations in Mauritius. In doing so, it not only revived its reputation, but ensured its continued relevance.

The new visual identity is full of adrenaline, punchy colors and a fun, adventurous spirit. "The creation of a distinct 'Adventure' category is a confident strategic move that aligns well with evolving travel behaviors, particularly among younger audiences," said one judge. Another praised the "move from a descriptive, location-based identity to a distinctive, behavior-led brand."



Makarem and Brand Lounge

Makarem wanted to transform its hospitality proposition to be a destination of choice for those making their pilgrimage. It worked with Brand Lounge to create a calming, reflective brand that is respectful of religious and cultural needs. "The identity is particularly well crafted, translating the strategic idea into a distinctive visual language through lines and frames that elegantly express the notion of journey and place," said one judge.

Soum and Gene Branding

Transforming from a tech classified site into a more trusted broker in the technology marketplace, Soum reconnected with young Saudi consumers. Gene Branding built a warm, reassuring brand with an Arabic-first sensibility. This infused the brand with more soul and personality, allowing it to connect more emotively than ever before. "This is a well-considered and strategically grounded brand evolution that smartly reframes Soum," one judge said.





Al Jimi Mall and Balcony8

Al Ain's Al Jimi Mall was fading in prominence. It worked with Balcony8 on a massive redevelopment project that saw it update its physical architecture and its brand proposition. It became a more welcoming space, and espoused a positioning as an everyday anchor in the life of the emirate. "I loved the inspiration from mangroves and palm trees – so local, so rooted," said one judge of the Al Ain-inspired visual identity and architecture.

Bahrain Rugby Club and Interstate

The Bahrain Rugby Club had been a cornerstone of the nation's sporting life since 1971. But it needed to update its presence to remain relevant. Interstate crafted a modern, spirited identity that champions the brand's heritage without relying too heavily on outdated icons. The result is an elegant evolution that delivers a "stunning" new identity to revive a famed local institution.



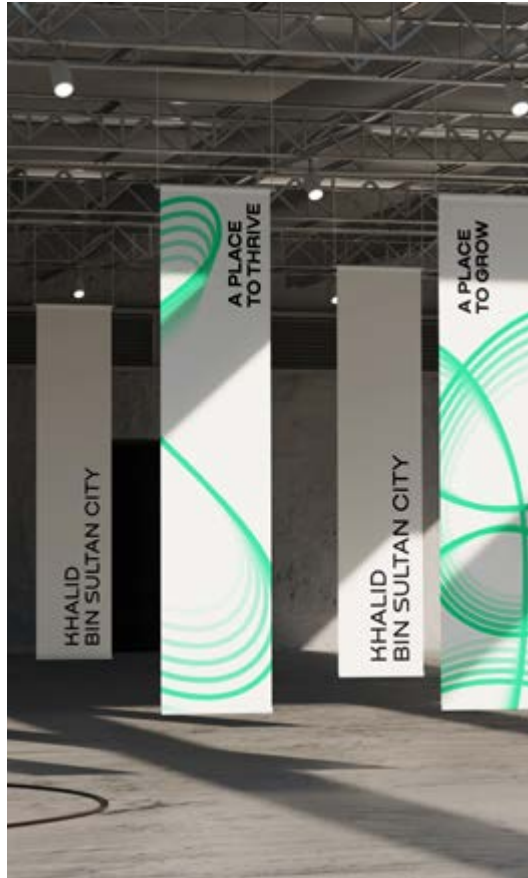
Flocking



Brilliant

/ Brilliant rarely happens alone. It takes brave people with shared ambition coming together. Here's to the flock. **Open Potential.**

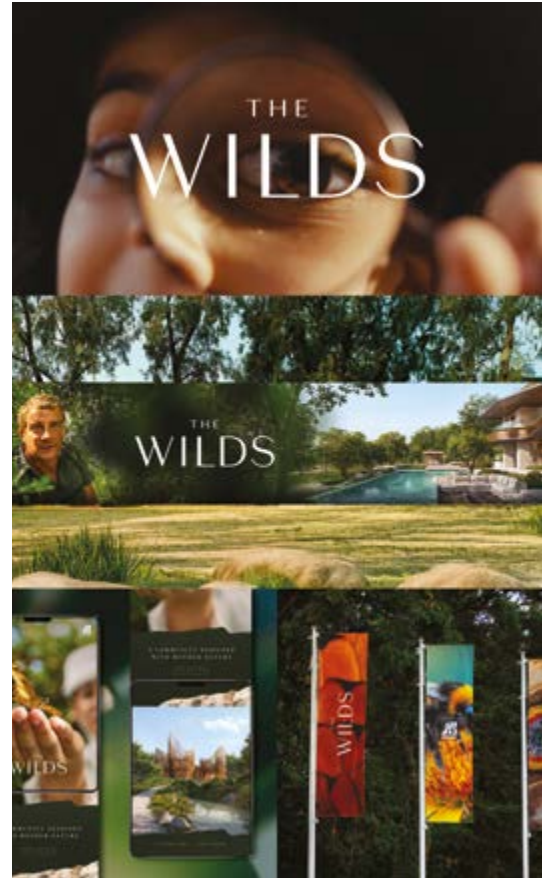
Bellwether 



BEEAH and Landor

Beeah's first real estate development at Khalid Bin Sultan City (KSC) needed to set a marker in the sand for future development propositions while also standing out from the crowd in UAE real estate. It wanted to ensure that it was delivering a good quality of life to its residents, not as defined by the amount of amenities, but by the sense of community, identity and living experience on offer within the subdivision.

It worked with Landor to turn KSC into a future-facing, future-minded city within Sharjah. The resulting identity is indeed futuristic, using a ripple-like brand icon to exude energy, momentum and action. With this brand development, "Beeah successfully owns an entire category, not just a brand," according to one judge. "A strong, well-defined strategy brought to life through a distinctive color system and confident creative execution, resulting in a clear, ownable and future-ready brand world."



The Wilds, Aldar Properties and M+C Saatchi Group Middle East

The Wilds intended to do something no other brand had done in Dubai, create a living environment not just with sustainability in mind, but with the intention to set people within a natural, thriving ecosystem. Aldar Properties hoped to provide a haven for local flora and fauna alongside a nature-led living environment.

M+C Saatchi crafted a brand derived from the natural world within the emirate. It used wildlife photography to bring the brand to life. The site's architecture was developed with natural movement and structures in mind. The result is a "very strong and distinctive visual identity that clearly reflects the brand's purpose and positioning. The strategic challenge is well addressed, resulting in a confident, memorable identity that stands out within its category," according to one judge.



KORO and BRASH

Alta Real Estate Development partnered with BRASH to create Koro, a bold new luxury developer brand designed to diversify Alta's portfolio while staying true to the parent brand's legacy of design excellence and innovation. Designed for digital nomads between 25 and 35, the new brand is "beautifully executed, clearly expressing a luxury, high-end real estate brand," according to one judge.

Kafu and Bellwether Brands

Kafu needed to connect with Oman's young people in order to diversify Bank Nizwa's product offering and attract a new demographic into the business. Bellwether crafted a brand designed to support young people throughout their financial maturity journeys, focusing on financial literacy and control over their own destinies. Judges thought this was well-targeted to the intended audience through its use of neon colors and an excellent digital UX.





Ominvest – Veltra and Bellwether Brands

Veltra wanted to go a step beyond investment and inspire global customers to achieve growth and take advantage of opportunities. It worked with Bellwether on a brand that is forward thinking, and “a strong and engaging brand identity with confident application across touchpoints,” as per one judge. “Simple yet sophisticated, clearly communicating credibility while remaining modern and distinctive.”

Best Development of a New Brand Within an Existing Brand Portfolio



.Here and All About Brands

.Here wanted to create a new luxury resort in the Maldives that responded to what luxury tourists actually sought from their holidays. Instead of simply going all out on luxury cues, .Here was inspired to blend fun with refinement, allowing visitors to shape their stays to suit their needs. The brand inspires people to ‘embrace the now’ and thereby redefines contemporary luxury travel.

The visual identity is accessible, yet refined, with clear visual ties back to the atoll’s natural landscape and setting. “Premium, distinctive, and philosophically coherent; a standout concept with strong craft,” said one judge. Another added, “A highly sophisticated entry that cleverly breaks Maldives luxury clichés by focusing on ‘the power of choice’ through a minimalist and premium visual identity.”



Mubadala and Bellwether Brands

Mubadala launched Mubadala Bio not only to create a healthcare and pharmaceutical brand under its umbrella, but to strengthen national drug security within the UAE and foster innovation in life sciences within the Gulf. The new brand would set the benchmark for future life sciences propositions, so it needed to be clear, proud and authoritative.

Bellwether delivered a brand that is global in feel, with a capsule-inspired brand icon and a visual identity that sits well within the global pharmaceuticals landscape. Judges thought this was an excellent way to leverage the authority and credibility of the Mubadala name while setting out a strong intention for something new within its portfolio. One judge said the identity, “perfectly balances innovation with the prestige of the Mubadala name.”

Best Development of a New Brand Within an Existing Brand Portfolio



Silver



Emirates Snack Foods: Feli's Kitchen - Feli's Fruitz and Jpd

Feli's Fruitz wanted to create a local, Arabic option amid a sea of global kids snack offerings. It worked with Jpd to create a brand that would inspire parents' trust and excite kids' palettes. "A warm and approachable brand extension that feels true to the parent brand's personality. Simple, fresh, and friendly in execution," said one judge.

ENACT and All About Brands

ENACT operates within the ADNOC portfolio with the intention of powering the rapid growth of artificial intelligence sustainably, reliably and at scale. It worked with All About Brands to create a brand system that is modular, adaptable and topic-agnostic as it paves the way for future growth. A "smart and credible brand extension that leverages ADNOC's equity while signaling innovation and future focus; clear in intent and positioning," said one judge.



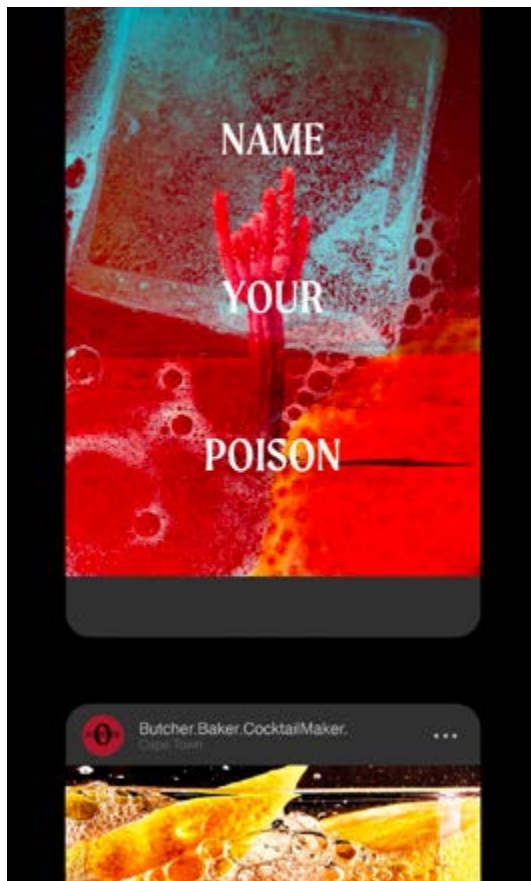
Bronze

Best Development of a New Brand Within an Existing Brand Portfolio



Rawa and Zan Agency

A specialty platform for AV and written storytelling within the Amd portfolio, Rawa needed to put stories at the heart of its brand. It worked with Zan Agency to build an uncluttered identity that has room to let the brand's storytelling prowess shine through. "A well-conceived and clearly articulated brand strategy that successfully creates a distinct identity within a broader portfolio," said one judge.



ONGETEM and Balcony8

Hilton wanted its new restaurant outlet in Cape Town to feel local and authentic while also building a foundation for global growth across the hotel chain. The prototype concept was dubbed Butcher Baker Cocktail Maker, but Hilton realized that this wouldn't reflect the local surroundings, nor would it allow the restaurant to build an identity of its own in the Cape.

Instead, Balcony8 developed the name Ongetem, meaning 'untamed' in Afrikaans. The name acted as a bridge between the city's spirit, the global ambitions of the hospitality concept and the premier chef's personality. Across different global cities, the name will adapt to other languages by evoking a similar spirit – for example, France's 'Sauvage.' "Absolutely love the rawness and the impact it had - it evoked an emotion and I felt there was a reaction," said one judge. "It's full of storytelling opportunities!"



Saudia Airlines and Landor

Saudia Airlines wanted to expand its presence in its customers' journeys beyond the aircraft. It recognized a challenge Muslim pilgrims faced when going to holy sites in Saudi Arabia – the increasing heat. To help its passengers, it developed a groundbreaking garment designed with cooling textile technology to reduce the impact of the oppressive heat. It worked with Landor on a restrained and respectful brand.

The product's name, the Coolest Ihram, is both modern and traditional. The garment itself is called an ihram, thus ensuring the religious nature is preserved. The word 'coolest' functions on both a literal and figurative level. One judge called it an "awesome creative idea, and the name helps to modernize something which is sacred, and here Saudia's connection to Hajj and its pilgrims."



Asaan and Landor

Saudi Arabia's Misk Heritage museum wanted to make cultural heritage relevant to the next generation. Instead of focusing on the past, Landor wanted the new name to be future-facing. 'Asaan' is the plural of 'usun' (meaning ancient monuments) and is used in Arabic to describe a person's character or lineage; the thing they carry forward from the past. "I love the cultural significance and research, as well as the duality of the name. Connecting the past with present purpose. Connects with local audiences of all ages, and adds a personal touch."

.Here and All About Brands

Researching luxury traveler preferences, All About Brands discovered that Maldives tourists had a strong desire for presence, stillness, and authenticity, coupled with an appreciation for meaningful experiences and playful sophistication. It developed the masterbrand .Here and sub-brands Somewhere and Nowhere to meet the needs of explorative travelers and those seeking peace and serenity. One judge called this "exceptionally distinctive and ownable; a rare naming idea with real premium elasticity."



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Lemonade and Yellow

In developing a play space that appeals to both children and their caregivers, Lemonade wanted to create something that was at once engaging and playful as well as peaceful and not over-stimulating. The resulting brand – and name – evoke a sense of freshness, vitality and joy. Yellow built this ‘fresh take on play’ through fun colors, a clean visual backdrop and a play space without all the sensorial noise. “A joyful and nostalgic name that perfectly balances childhood innocence with a sophisticated feel for parents,” said one judge.



Vallée Advenature™ Park and Brand Lounge

Once called La Vallée des Couleurs Nature Park, the site wanted to change perceptions, encourage new tourism and build a stronger place brand for itself with locals and visitors alike. It worked with Brand Lounge to develop a name that combined its existing brand equity, and added in both adrenaline and nature. The result was Vallée Advenature Park, a destination for both natural wonders and adventure tourism.

The new name did what other sites in Mauritius failed to achieve: it united natural wonder with exploration. This helped improve perceptions of the park and allowed it to communicate more effectively about all of the opportunities it had to offer. Judges were amazed by the solution, with one saying, “A brilliant evolution that uses a local colloquialism to build intimacy while inventing the ‘Advenature’ category to define a new market. It perfectly aligns the name with the park’s high-energy reality.”



Yammak and Gene Branding

Urban Company's entrance into the Saudi market left it at odds with the local population. To become more embedded in Saudi culture, it worked with Gene Branding to develop Yammak, meaning 'beside you.' This led to an expert localization that allowed Yammak to connect with Saudi customers and build a stronger growth strategy within the kingdom. "Replacing a global corporate name with a hyper-local term meaning 'beside you' was a masterstroke for building trust in Saudi homes," said one judge.

LOTF and Zan Agency

Marketing agency Zan's gifting partner Lots of Zan needed a name of its own in order to stand apart from Zan and scale in growth. Lotf reflects the original 'lots of' concept but also reflects the Arabic word for 'kindness.' One judge said, "This is a beautiful linguistic shift that turns a clunky name into a word representing kindness."

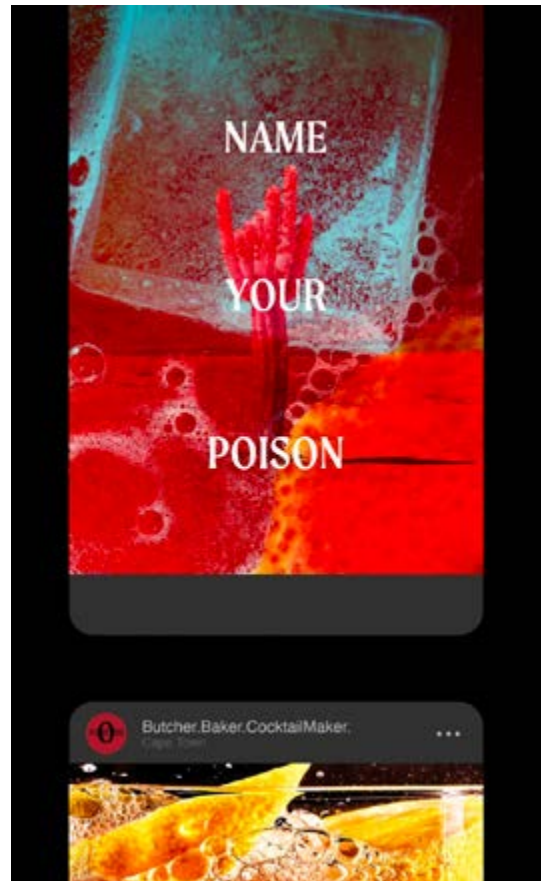




e& and Wiedemann Lampe

Etisalat was once at the vanguard of global technology development from within the UAE. But slowly, it became simply another utility brand. To revitalize its sense of striving purpose, it worked with Wiedemann Lampe to shape a new future. Part of the rebrand entailed a new naming system. Now called e&, the ampersand became a key signifier of perpetual growth, partnership and expansion.

Sub-brands like e& International or e& Enterprise provided an excellent brand architecture that is clear, full of purpose and easily understood. The brand world was built out with empowering language that combines well with the new naming convention. One judge called this “a very strong brand challenge, clearly defined and well executed creatively. The shift to e& successfully enables the brand to expand beyond a local telecom into a future-ready, global digital platform.”



ONGETEM and Balcony8

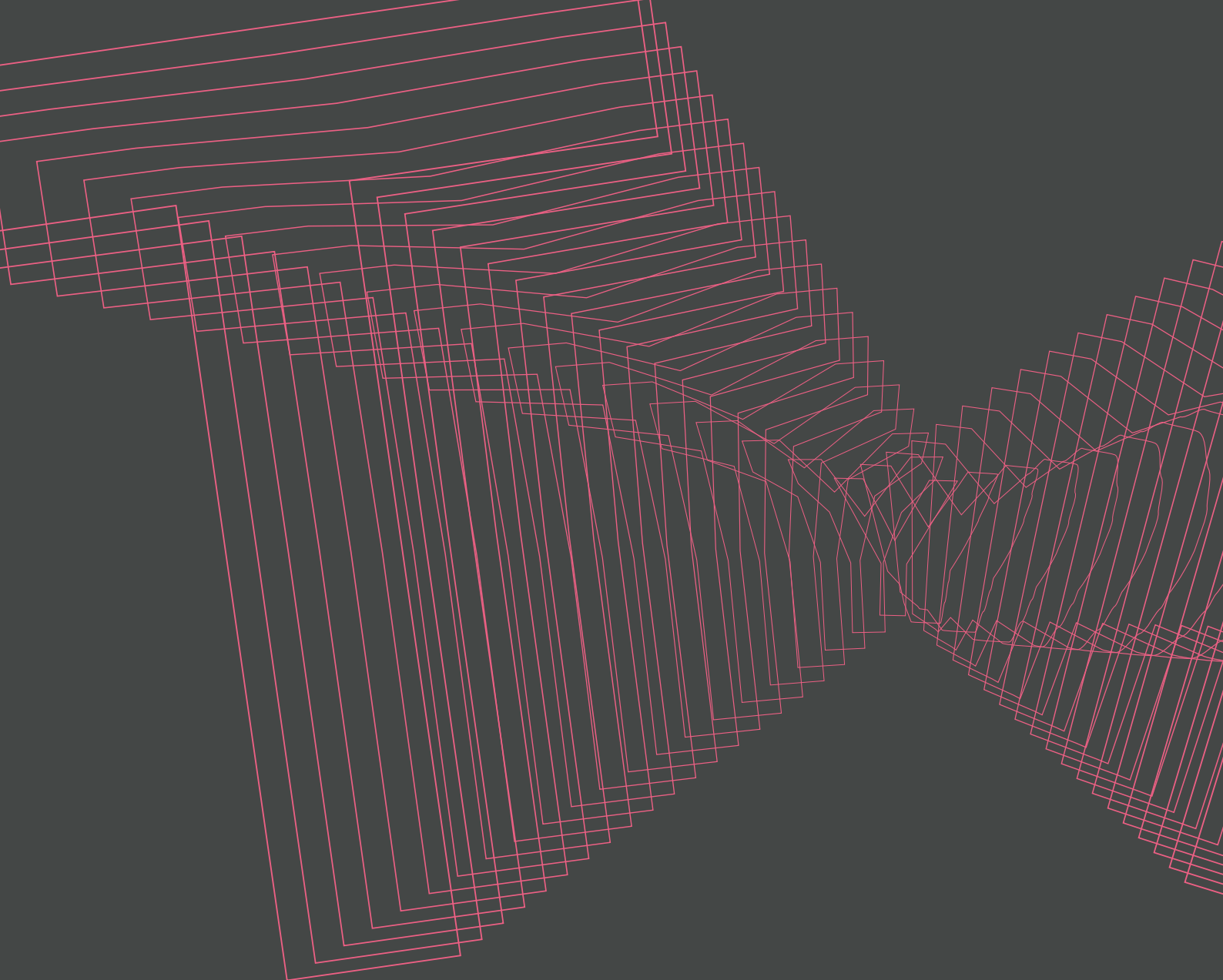
Hilton Global wanted to launch a new hospitality concept that could bring to life its internally-titled Butcher Baker Cocktail Maker proposition. It worked with Balcony8 to create a naming system that defies convention. The first restaurant, ONGETEM, is named for the Afrikaans word meaning ‘untamed.’ This name inspired the spirit of the new outlet, allowing it to provide a bold, striving new concept to the streets of Cape Town.

The name was developed with international cousins in mind. Future sites in France, Germany and beyond have been planned, with names that emulate the spirit - not the actual letter - of ONGETEM’s meaning. This is a brilliant masterstroke in brand development, allowing for localization across the Hilton portfolio. One judge said of the naming system, “Different and standout, and I can see how it influences the vibe and experience of the place itself. The name isn’t just a badge.”



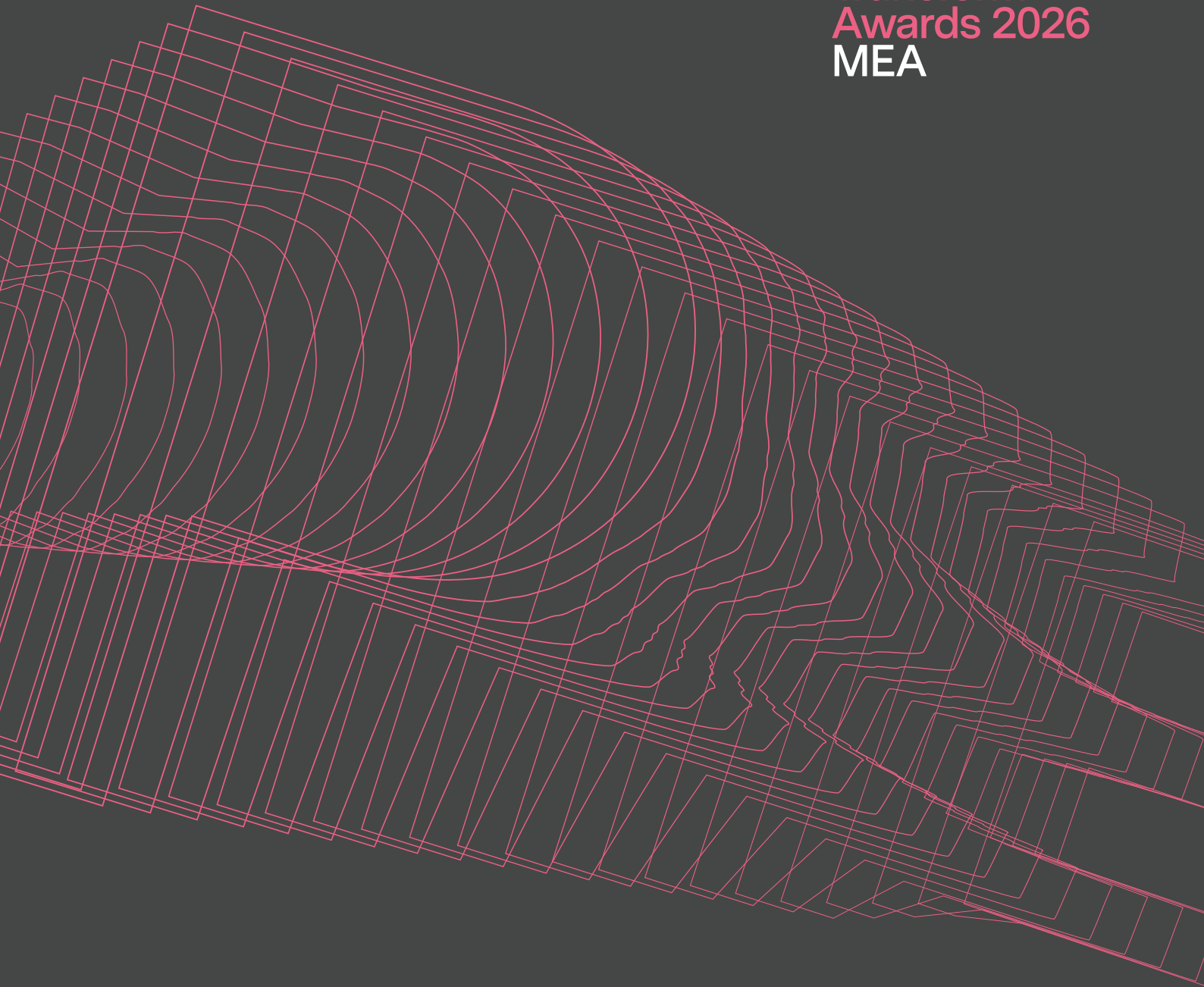
EMSTEEL – TrueGreen and Bellwether Brands

EMSTEEL's TrueGreen was designed to become the industry standard brand mark for excellence in the circular economy of steel and building materials. Bellwether wanted to infuse the name with strength, credibility and longevity. One judge said this was a "very interesting and strong sustainability strategy."



Type

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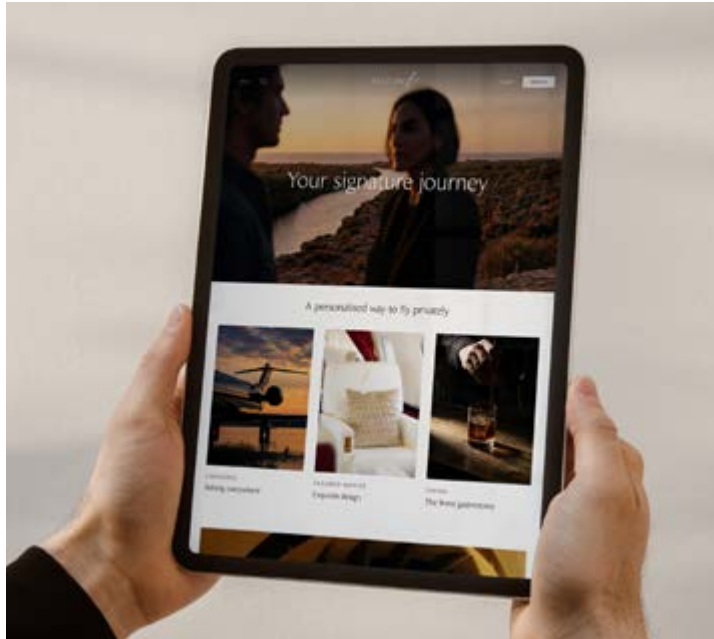


TAIBA and Brand Lounge

The coalition between TAIBA Investments and Dur Hospitality transformed TAIBA from an investment proposition into a massive, consumer-facing brand. It needed a brand that could support this transition. Brand Lounge developed a new brand capable of leading a diverse portfolio and providing clarity for investors and the brand's target audiences alike.

The new identity is richly rendered, drawing visual cues from across Saudi Arabia to create something with texture, depth and personality. Judges thought the brand was anchored in an excellent strategy that allowed for flexibility and clear communications in the execution. One judge added, "They tackled the challenge very well in blending two brands together and building a very thoughtful visual architecture around this."

Best Corporate Rebrand Following a Merger or Acquisition



Falcon and Lander

When private air company Falcon was bought by AIG, it was rebranded to create a more personalized approach to luxury travel. Lander shaped the brand with the customer in mind, building a striking falcon logo and an elegant visual style. "Definitely created a newfound sense of elegance, and elevated the sense of luxury versus the category," said one judge.

Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Business and Corporate)



Kitopi and Freedom Studio

Cloud kitchen brand Kitopi had lost its competitive advantage to other players and changing market needs. It needed to shift its business plan to provide services beyond convenient access to food. It worked with Freedom Studio to reshape itself into a company that connects emotionally with consumers, bringing them closer to the best food choices, as opposed to providing a digital home on a B2B level for hospitality service providers.

This shift allowed the brand to thrive, with more magic, fun and joy built into it. "They built emotional equity with partners and consumers alike. They had a big challenge with relevancy - from cloud kitchens to logistics to acquiring restaurant brands. They became a very complex organization and needed to unify fast and effectively," said one judge.

Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Business and Corporate)



Insight Studios and By Driven

Saudi film production company Insight Studios wanted to reposition itself as a storytelling partner, capable of meeting the needs of every type of creative project. It worked with By Driven on a cohesive brand that delivers a strong sense of credibility, industry caché and creative expertise. Judges thought the new visual identity was strong and well-crafted for the target audience.

Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Consumer)



Makarem and Brand Lounge

Makarem has long been a trusted hospitality brand in Saudi Arabia. But its location in the nation's holiest of places required it to rethink its purpose in the global tourism landscape. It worked with Brand Lounge to pioneer a new category of travel: spiritual hospitality. This gave Makarem a renewed purpose, anchoring all brand conception around the needs of religious pilgrims.

The visual identity was shaped to respect cultural and religious needs, communicate with a global audience and provide for a variety of different individual pilgrimage journeys. Judges thought the depth of the strategy, and the understanding of the target consumer was excellent. They praised the simple, classic visual approach and said the integration of the brand into the context of the spiritual journey was well done.

Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Consumer)



Silver



Kitopi and Freedom Studio

Once a B2B-focused cloud kitchen model, Kitopi was changing to a more consumer-facing proposition. It worked with Freedom Studio to conceive of a brand that would satisfy appetites and create joy. It built in a sense of wonder and exploration around food, encouraging users to taste the world's diverse cuisines through its platform. Another judge praised the brand storytelling and the fun, dynamic brand persona.

Vallé Advenature™ Park and Brand Lounge

Vallé Advenature shifted its positioning from a nature tourism location, with some adventure offerings, to a blended adventure/nature park that is primed to excite and inspire visitors. Brand Lounge brought this to life with a punchy, bold identity that highlights both the exhilarating experiences and the unparalleled natural wonders available on site.



Silver

EtihadWE
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Best Brand Development Project to Reflect a Change of Mission, Values or Positioning (Consumer)



Hemingways Collection and Greenspace

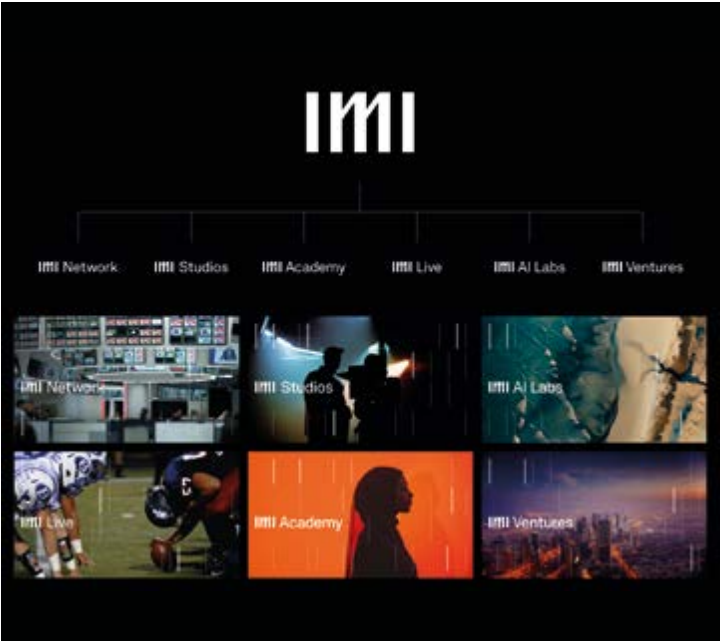
Hemingways Collection wanted to redefine luxury travel in east Africa. It worked with Greenspace to appeal to travel intermediaries and set the sites apart from competitors. It developed a three-pronged brand system allowing the city, safari and coastal properties to communicate to different audiences. Judges called this “subtle and authentic” and praised the natural, authentic imagery style used to bring the brand – and its setting – to life.



AXIAN Telecom – Yas and Lander

African telecoms provider AXIAN needed to create a new brand that could transcend borders while preserving the equity of the legacy brands in each market, shifting perceptions from a functional utility to an emotional ally, and compete effectively against strong multinational brands like Vodacom and Orange. Lander implemented Yas to achieve this. The new brand was designed to work in tandem with legacy brands across different markets, while providing cohesion to the whole portfolio.

The strapline 'united in possibilities' expressed this approach seamlessly. This incredibly impactful shift allowed different markets to deploy the brand in unique ways to engage with different cultural needs. Judges thought this was an excellent example of a brand consolidation project that has the potential to make a huge impact on a vast target market.



IMI Media and Wiedemann Lampe

News organization IMI Media is the home to many renowned media brands. But, it needed a masterbrand that could unite them, without overpowering their individual assets. Wiedemann Lampe created a parent brand that sits comfortably alongside the world's biggest media brands, while still allowing space for its sub-brands to operate.



Virtuzone and Yellow

Virtuzone has been at the heart of the UAE's entrepreneurial ecosystem since 2009. It has helped tens of thousands of small businesses establish themselves in the Gulf. But, its offering had evolved from business setup to a complete support system for founders, providing everything from accounting to legal services. It commissioned Yellow to help it rebrand as an enabler of business success, conveying a sense of credibility, modernity and empowerment.

The new brand blends the best of consultancy and agile startup visual cues, to create something that exudes both reliability and dynamism. After the rebrand, Virtuzone was acquired by Ascentium, a proof positive of the new positioning's impact. Judges thought this was an expertly handled repositioning and digital shift. The new brand "conveys freedom" and "feels expansive and inclusive," they said.



Kafu and Bellwether Brands

Omani youth-oriented finance company Kafu wanted to distance itself positioning-wise from parent brand Bank Nizwa, while still borrowing its credibility and Sharia foundations. Bellwether helped it achieve this by focusing on financial literacy and a simple, eye-catching digital design. The digital brand expression is friendly, easy to use and focused on building strong financial futures.



Makarem and Brand Lounge

To support Makarem's brand shift to becoming a spiritual hospitality company, its employer brand needed to update in order to bring staff along on the transformation journey. Corporate values were replaced with five virtues: compassion, humility, guardianship, connection and authenticity. Brand Lounge created the concept of the guardian archetype, inspiring employees to act as stewards of the sacred journeys Makarem's visitors were taking.

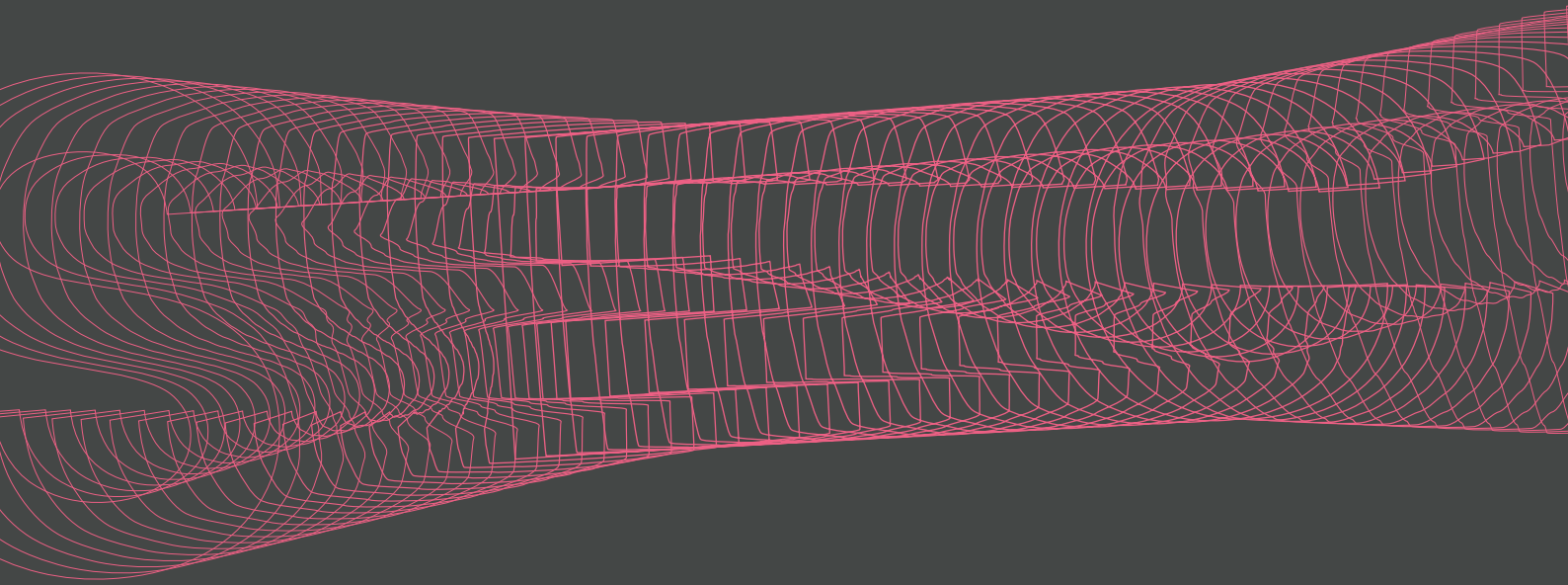
The employer brand was designed to empower staff to promote spirituality, comfort and a peaceful experience. The guardian archetype and connection to the five virtues tied the employer brand seamlessly into the external brand's expression and alignment with the five pillars of Islam. One judge said simply, "This was a well-thought-out and articulated employer brand."



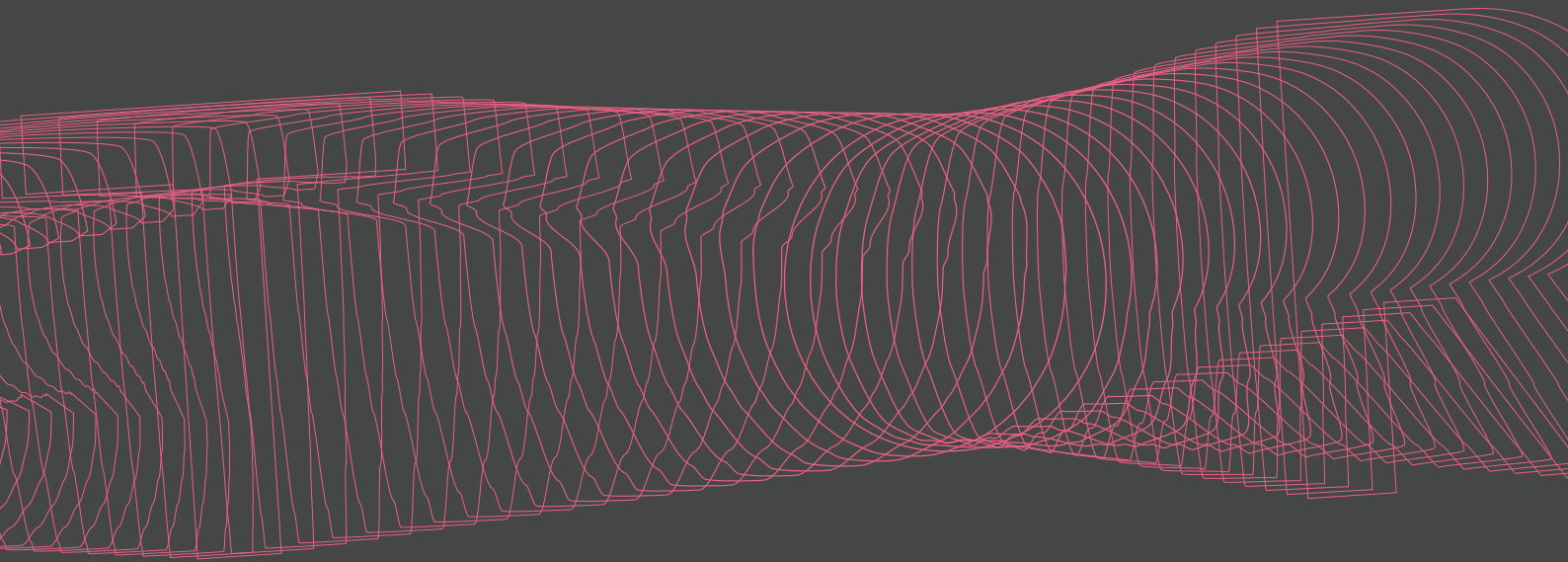
TAIBA and Brand Lounge

TAIBA's transformation into a hospitality company required a vast transition in its employer brand. Brand Lounge galvanized the staff to embrace the change and understand the company's new role as a premier hospitality provider. Judges thought this was extremely well-conceived, with one praising the "depth of process and injection of meaningfulness that comes through in the brand's value creation."

Sector



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- 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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Graphic Design Association (Graphicicyoon) and Gene Branding

Graphicicyoon is the Saudi Graphic Design Association, established in 2025 by the Saudi Ministry of Culture to empower designers, develop the profession, and provide a unified institutional voice for the creative community. It worked with Gene Branding on an identity that reflected the organization's role and its key audience of designers.

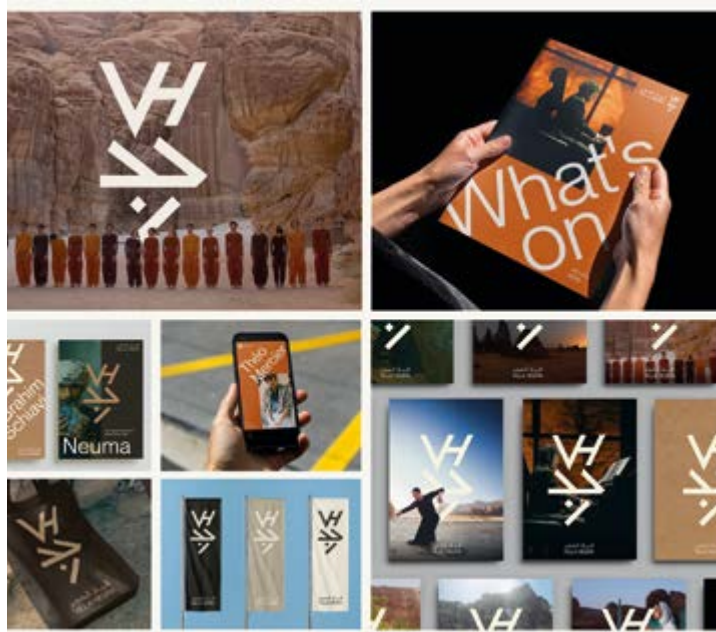
The visual identity is modular and scalable, designed to flex across different programs, campaigns and collaborations. It is simple, yet visually intriguing, allowing space for the imagination to grow and the organization's work to shine. Since launch, Graphicicyoon has racked up almost 2,000 Instagram followers, as the design community begins to engage with the organization's purpose.



Asaan and Lander

The Misk Heritage Museum in Saudi Arabia wanted to transform not just its own positioning, but the perception of cultural heritage itself. It worked with Lander to create Asaan, not as a museum of the past, but as a platform for educating, storytelling and cultural continuity, where heritage is actively lived. To reflect this visually, the new identity celebrates the richness of the tapestry tradition and the continued contemporary expression of textiles in the Arabic world.

This led to a concept of 'interweaving' as a central brand idea. The resulting identity seamlessly weaves together the past and the future with great visual impact. "An excellent use of tradition and modernity. The visual identity is excellent. Superb creative on use of traditional tapestry and communication," said one judge.



Villa Hegra and Wiedemann Lampe

Contemporary art institution in AlUla, Saudi Arabia, Villa Hegra needed to represent the collaboration between Saudi and French cultures while encouraging cultural dialogue across borders. Wiedemann Lampe developed a gorgeous visual identity that is almost a piece of art in and of itself. One judge said, “Simply beautiful and incredible; structurally sound and well implemented.”



Miahona and Boxon

Water and wastewater infrastructure brand Miahona needed to redevelop its brand to prepare for growth and greater global recognition. It worked with Boxon on an identity that eschews the traditional, staid corporate look of the past in favor of something inspired by its purpose. The logo and design system are built on the concept of flowing water. The letter meem was transformed into an infinity symbol, expressing Miahona's commitment to the future of water sustainability in Saudi Arabia.

The new look has already made an impact on the company's audience and inspired greater digital engagement as well as stakeholder relationships. "The revolution of the identity was actually great," said one judge. "I loved the geometry part and how it was included as part of the identity strategy." Another said, "Miahona's rebrand is a confident and well-crafted step forward, transforming what could have been a conventional utilities identity into something far more distinctive, human, and expressive while still feeling grounded in technical credibility."



ENEC and All About Brands

ENEC needed to transition from a construction brand to a business expanding into national and international clean energy investment. Its visual identity needed to reflect this evolution while retaining existing brand equity. All About Brands crafted an identity that “demonstrates strong professionalism, clarity, and usability, supported by comprehensive guidelines and thoughtful real-world application,” according to one judge. “This is a robust, technically accomplished visual identity that delivers coherence and credibility at scale.”

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Alinma and Landor

Alinma had relied for too long on a tired identity that was failing to inspire a younger generation of Saudi customers. It needed to redevelop its brand to stay relevant and showcase its digital ecosystem. It worked with Landor to stay 'one step ahead.' This future-facing strategy included the dramatic shift of dropping the word 'bank' from the brand's moniker. This indicated a shift away from traditional banking models and toward a future of seamless financial solutions that work for businesses and everyday consumers.

The new visual identity is sleek, simple and clear. It brings a sense of transparency and warmth to the brand. One judge said simply, "Excellent. Well done!" Others praised the way this new identity helped differentiate Alinma from its competitors and infused its brand with a sense of growth and forward momentum.

Best Visual Identity from the Financial Services Sector



ISA Commodities and Jpd

ISA Commodities wanted to create a unified identity for the group and its sub-brands, strengthen credibility in the financial sector, and bring clarity to a complex product portfolio. It worked with Jpd on a visual identity that uses simple graphic icons to great communicative effect. The new architecture uses circle and square graphics and different colors to clearly showcase different parts of the brand portfolio.

Kafu and Bellwether Brands

Aiming to be Oman's premier youth bank of choice, Kafu needed a brand that could connect with young people and support them in their financial maturation journeys. Bellwether created a striking identity that is fresh, bright and digital-first. The result is something that puts young people at the heart of the brand, in a way that differentiates Kafu from traditional and more established brands.





National Biscuit and OHI Leo Burnett

National Biscuit wanted to elevate its brand from a corporate FMCG organization into a trusted, emotionally engaging umbrella brand for products made with heart and goodness. It worked with OHI Leo Burnett to take its existing brand assets and transform them into an identity that would allow the company to compete internationally and remain well-loved across Oman.

The new identity uses a heart monogram as its central visual device. The heart symbol clearly communicates the brand's positioning and lends it an appealing icon for use across its many touchpoints. The whole corporate identity is developed with a sense of professionalism and warmth that allows the company room to grow. "The monogram is excellent and the use of logo is nice," said one judge, while another praised the use of a simple color palette with many shades of red and yellow to maintain consistency across the sprawling conglomerate.



Americana Foods and Dragon Rouge Branding (Shanghai)

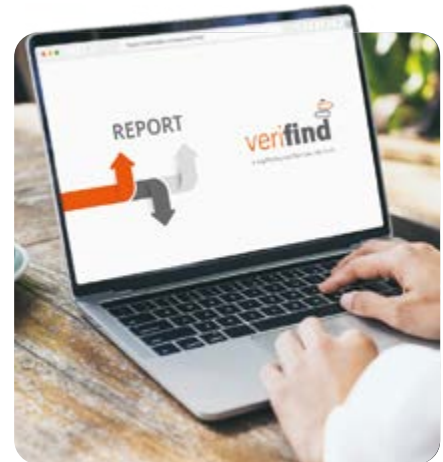
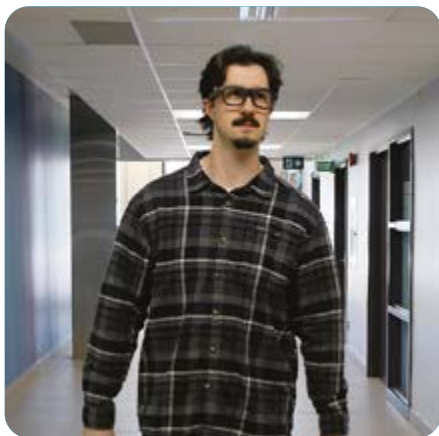
Americana Foods' product packaging had grown stale in an aisle meant to excite and stimulate the palate. It worked with Dragon Rouge to amp up the volume on the pack design. The new identity is louder, more fun and bolder. It speaks with confidence and allows its products' flavor and joy to shine through. One judge added that there was a "smart rekindling of the master baker seal - showcasing trust, quality, legacy and taste."



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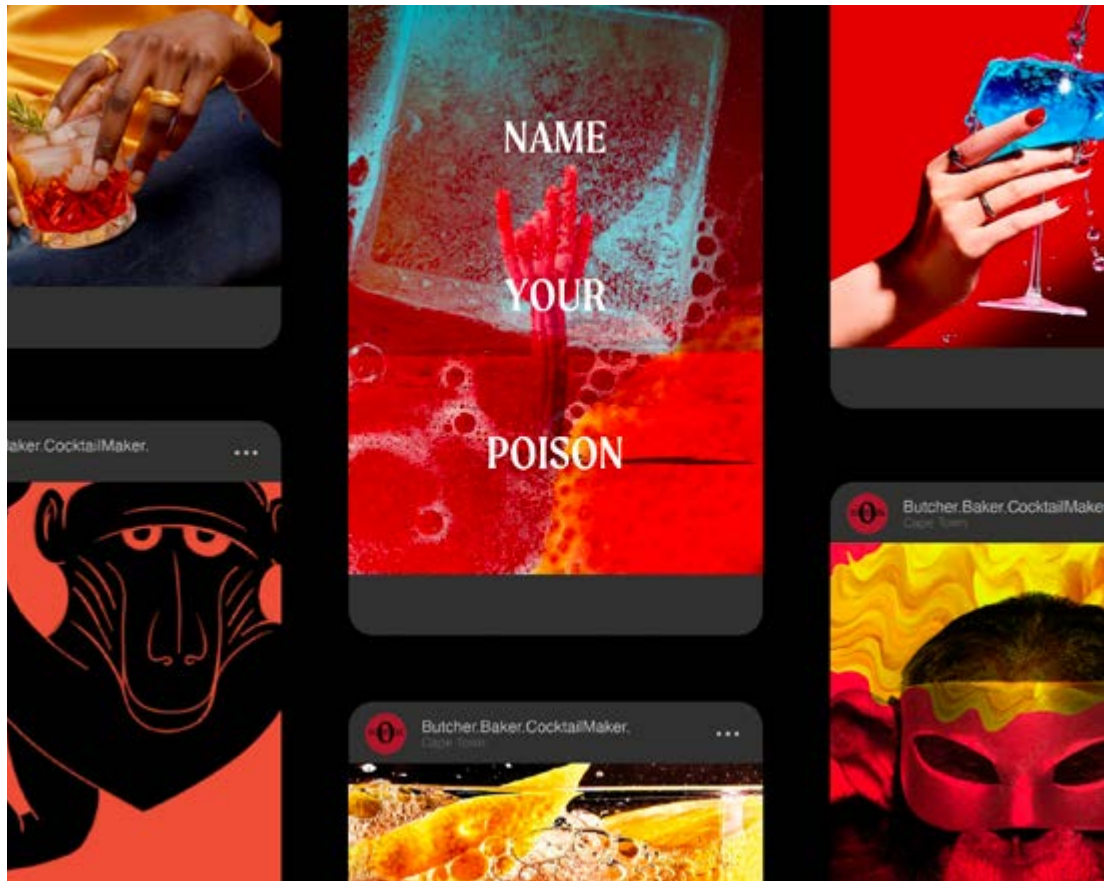


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Best Visual Identity from the Food and Beverage Sector



ONGETEM and Balcony8

ONGETEM is a restaurant concept developed locally, for Cape Town, but with a mind to expand globally using different local flavors across the Hilton portfolio. Hilton wanted the concept to be authentic, built into the city's cultural landscape and reflect the personality of the urban centre. In Cape Town, Balcony8 crafted the name meaning 'untamed' and a fiery spirit that espouses independence, rawness and individuality.

The visual identity takes its cues from celebrity personas to communicate different aspects of the brand's expression. This archetype system allows for the concept to be translated into different locations around the world without cookie-cutter replication. The brand characters, the butcher, baker and cocktail maker, are bold, loud, and proud. Judges thought this was a strategically impressive foundation for what will be a global offering. One said simply, "Amazing, daring, beautiful!"

Best Visual Identity from the Food and Beverage Sector



INÁ and Balcony8

INÁ, a new dinner-only restaurant on J1 Beach in Dubai was intended to transition into a high-energy, late-night destination. Balcony8 focused on the concept of warmth and fieriness. This translated into an open flame device that feels passionate, mysterious and expressive. One judge called this a "very creative strategy that is well positioned to differentiate the brand."

La Marzocco and House of Negroni

The collaboration between La Marzocco and the House of Negroni brought together two Italian icons in a classy, eye-catching way. The visual identity unites both brands without compromising either. It offers a stunning illustrated icon and appealing, utterly Italian, pattern that flexes across brand touchpoints. "Fantastic. It came across as a very cool and niche brand," said one judge. "They managed to make both worlds meet equally. I loved it."





Kitopi and Freedom Studio

Middle Eastern cloud kitchen brand Kitopi needed to rebuild the emotional connection between its brand and its customers. It worked with Freedom Studio to infuse the brand with magic. It highlighted the collaborative aspect of Kitopi's offering by spotlighting restaurant brands and showcasing the food itself. Judges liked the bold, visual and colorful new brand expression.

Best Visual Identity from the Healthcare and Pharmaceutical Sector



Mubadala and Bellwether Brands

As part of the Mubadala portfolio, Mubadala Bio needed to be reflective of the conglomerate's brand and values while helping put the Gulf biosciences industry on the map. Not only does the Abu Dhabi-based company aim to be a global player, but it intends to be a pioneer in the region's life sciences industry, setting the standard for excellence and encouraging growth and investment in the sector. Bellwether had to create a visual identity that was proud, ambitious and well-suited to the sector.

The resulting visual identity looks and acts the part. It feels as if it has always been there, in the best possible way. The 'O' in 'Bio' is a linked capsule shape, communicating the way the company bridges gaps in life sciences. A clean blue and green color palette leaves room for growth. One judge said this was a great example of a brand "operating as a strategic business enabler," that has worked incredibly effectively to set up a life sciences juggernaut within the UAE.

Best Visual Identity from the Healthcare and Pharmaceutical Sector



NhaFarma and Identidadi

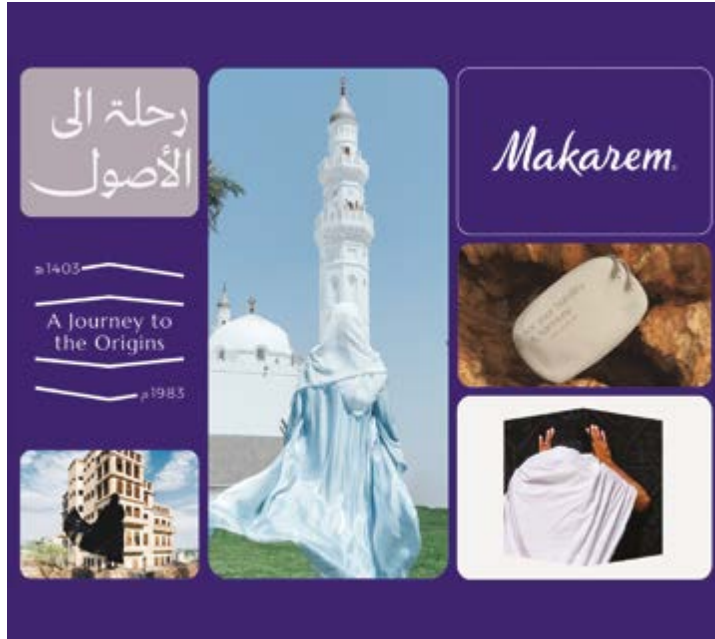
Cape Verde's NhaFarma helps users find duty pharmacies and needed its brand to communicate trust, clarity and simplicity. It worked with Identidadi on a simple, digital-first visual identity that doesn't overload the user with detail. It leaves space for communications while also delivering a memorable brand mark and comforting color palette. Judges thought this was an excellent foundation upon which the brand can continue to grow well into the future.



TAIBA and Brand Lounge

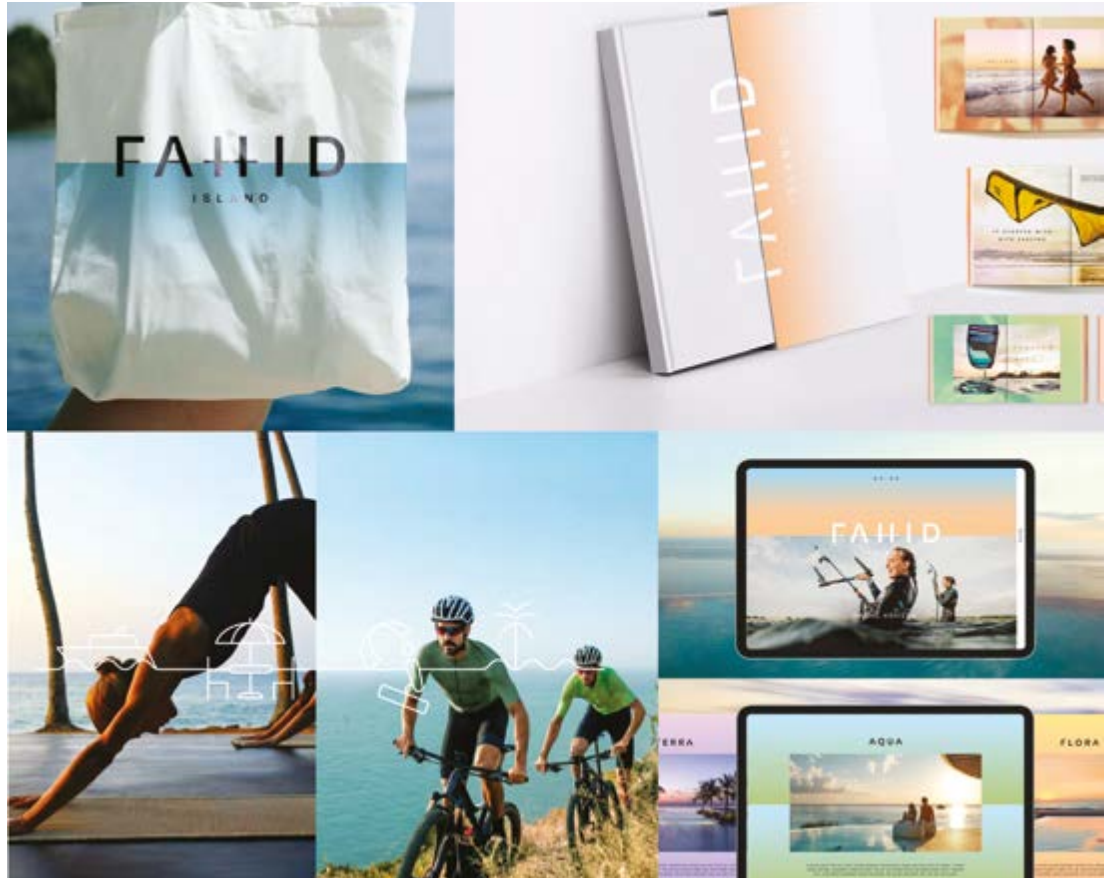
TAIBA's objective in becoming a major hospitality powerhouse was to create a visual language that reflects the company's role as an authentically Saudi hospitality institution with refined standards and a clear point of view. Brand Lounge took up this challenge with gusto, turning to Saudi's culture, its tradition of hospitality and its graphic language to inspire the visual identity.

The result is not just reflective of the Saudi spirit of hospitality, but it has a subtle, impactful sense of personality that sets it apart. The use of a slanted visual device adds a charming sense of intrigue to the visual identity and allows communications to stand out memorably from the crowd. Judges called this a "Beautifully crafted branding that unified two hospitality brands" and praised the, "very strong creative and strategy."



Makarem and Brand Lounge

Makarem's approach to hospitality shifted as it embraced a new role at the heart of the spiritual journeys its customers were making. Brand Lounge brought this to life by aligning the tourism experience with the nature of religious pilgrimage in a respectful, characterful way. One judge said the brand "held true to its roots with a very well-defined cultural and religious icon."



Fahid Island, Aldar Properties and M+C Saatchi Group Middle East

Luxury wellness brands have proliferated in the UAE over the last two decades, diluting the impact of such a positioning and making it difficult for the target audience to make effective decisions. Fahid Island wanted to change this by creating a positioning around well-being, outdoor experiences, active luxury and a positive brand experience.

It worked with M+C Saatchi to bring Fahid Island to life visually with a horizon device that provides balance between images and encourages exploration. The horizon is extremely effective across countless touchpoints, allowing the brand to flex from sports to quiet elegance without losing the heart of its meaning. "Fahid Island's brand was well crafted to deliver the lifestyle people will have when they live in the island," said one judge. Others praised the "simplicity of the elements" within the visual identity as a means of communicating the island's feel-good nature.

Best Visual Identity from the Lifestyle and Wellbeing Sector

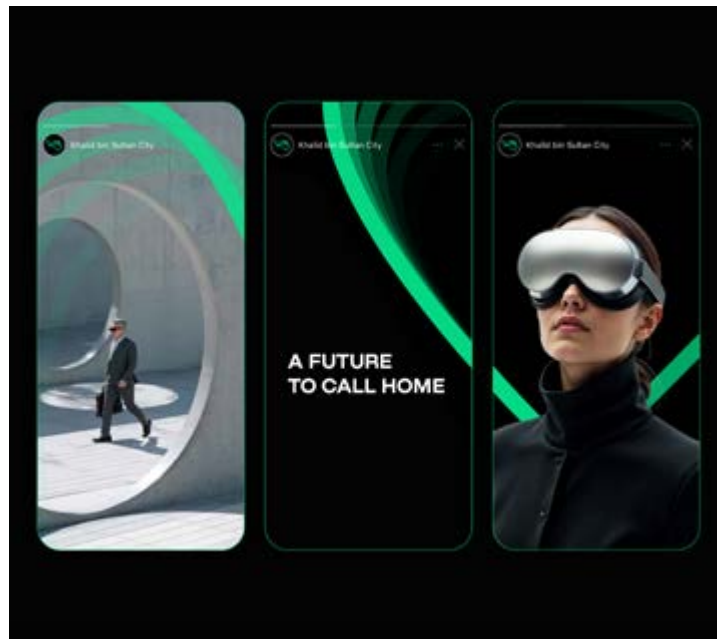


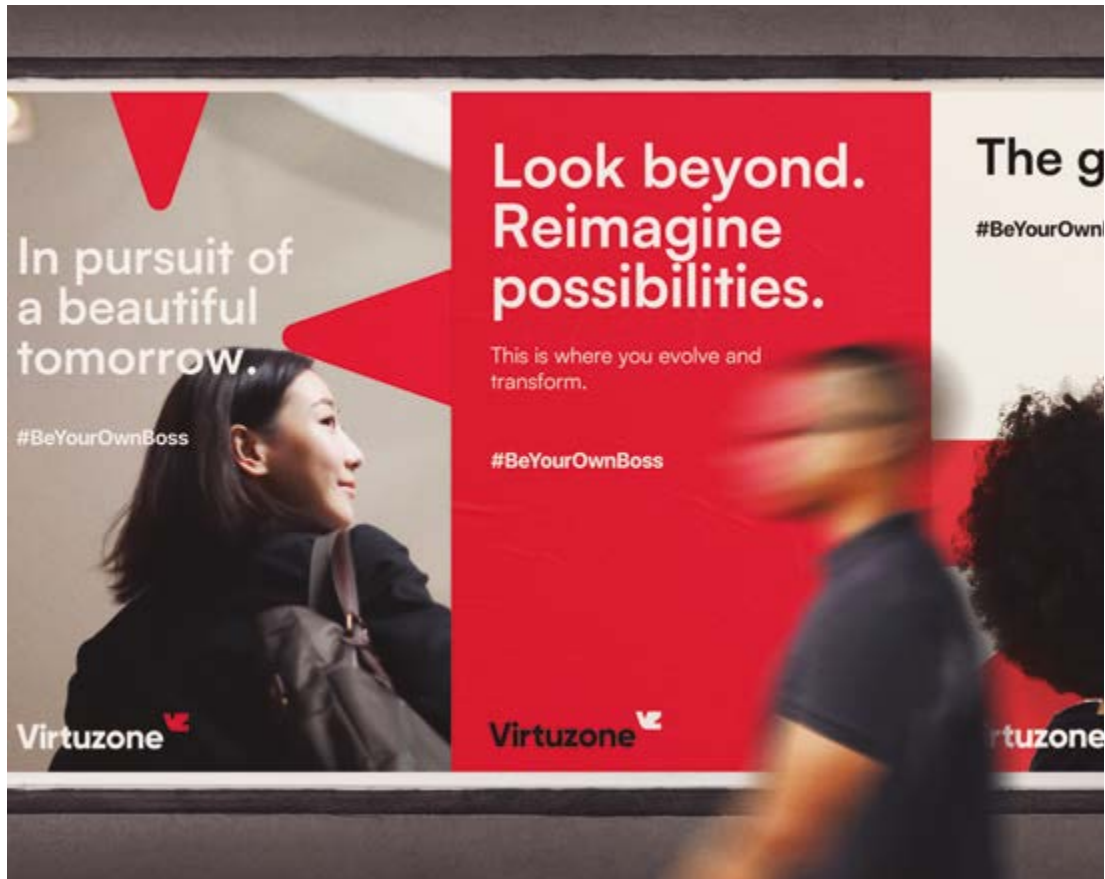
Qadeem Fragrance and REBRDG Branding Agency

Qadeem Fragrance worked with REBRDG to create a new identity that is incredibly intricate, elegant and well-rooted in its cultural heritage. The new brand is at once incredibly tied to the Arabic culture, but also departs from sector norms and clichés. It is richly styled and beautifully textured. Judges loved the care and thought that went into the artistic work and said that it was an authentic approach for the brand.

BEEAH and Landor

BEEAH's Khalid Bin Sultan City is a walkable subdivision that encourages a lifestyle anchored around physical, social and emotional wellbeing. Landor crafted a futuristic visual identity that links the concept of home with the possibilities BEEAH is creating for the future. One judge said the visual identity had a "distinctive color system and confident creative execution," that led to an ownable and memorable system.





Virtuzone and Yellow

Virtuzone has been at the heart of the UAE's entrepreneurial business operations since 2009. But its initial role as a business setup provider had changed, requiring a brand that could support its growth in services and reshape perceptions of its value. It worked with Yellow to build a brand focused on enabling business success.

This shift resulted in a visual identity that is consumer-friendly, contemporary and full of clarity. The cutout device enables Virtuzone's positioning to shine through visually while simple, transparent messaging delivers uncluttered communications. "A bold and highly interesting new brand identity that marks a major shift for Virtuzone. The rebrand signals maturity and ambition, moving the brand beyond its functional roots toward a more confident, contemporary, and scalable proposition," said one judge.

Best Visual Identity from the Professional Services Sector



Kingsbury & Partners and Jpd

Kingsbury & Partners wanted to convey its British heritage and UAE presence in a way that inspired trust, confidence and longevity. It worked with Jpd to draw on British icons in a modern way, combining strong visual tropes with a razor-sharp modernity to great effect. "The execution is clean, consistent, and considered, with strong attention to detail across applications, reinforcing a confident and credible premium positioning," said one judge.

Ominvest - Veltra and Bellwether Brands

To inspire a global audience, Ominvest wanted its Veltra brand to go beyond its Omani borders and tap into the needs at the heart of the global investment community. Bellwether built a brand around momentum, aspiration and growth. A clean visual system is complemented by an arrow device that clearly communicates this brand positioning. "A well-executed brand with clear intent. Clean, consistent and confidently delivered," said one judge.





Made. Design Forum By Solid Design Studio

The Diriyah Contemporary Art Biennale featured a four-day design forum, called Made, bringing together artists and creators from across the Arab world. Solid Design Studio crafted a brand that needed to provide excellent event infrastructure as well as gallery space, wayfinding and merchandise. It built a brand that was not only complementary to the world of design and allowed space for the work to shine through, but was a work of art in its own right.

The concept focused on the process of making. Striking, simple visuals created an appealing, immersive brand world in an utterly uncluttered and brilliantly simple way. The result is something that not only respects the work of artists and designers, but complements it in a way that builds something more than the sum of its parts. One judge said, "Design systems belong to the space they live in. I thought that was very deeply thought about and then brought to life."



Diplomatic Quarter Hoarding and Zan Agency

The Diplomatic Quarter Hoarding project redefined 13,000 square meters of hoardings in Riyadh, transforming what was once a purely functional barrier into a cultural and diplomatic statement. Zan Agency highlighted Saudi and global heritage and natural sites to communicate the nature of global diplomacy in a visual way. "The merging of international and Saudi themes was done very well. It turned the hoarding execution into a narrative," said one judge.

Zakat, Tax and Customs Authority

The Zakat, Tax and Customs Authority (Zatca) wanted to make the user experience clearer and better communicate with Saudi citizens about their tax obligations. The new visual identity is uncluttered and focused on clarity of messaging and an improved digital experience. Judges thought this modern update to the Zatca brand was a huge step forward for the organization.



Best Visual Identity from the Retail, Property and Construction Sector



The Wilds, Aldar Properties and M+C Saatchi Group Middle East

The Wilds is the first of its kind in Dubai: a nature-integrated residential community that is dedicated to attracting and retaining wildlife. Instead of just sustainable living, the Wilds has put nature at the heart of its purpose. M+C Saatchi wanted to create a brand that could support this unique proposition without resorting to greenwashing or visual clichés.

The resulting brand uses wildlife photography, natural textures and lovingly crafted tactile experiences. The site's first phase of housing sold out within hours. Judges were impressed by the incredible effectiveness of the brand and its positioning. They praised the photography, theme and naming strategies while one also praised the use of “imagery to bring the identity to life.”

Best Visual Identity from the Retail, Property and Construction Sector



Silver



Al Jimi Mall and Balcony8

The Al Jimi Mall wanted to provide a counterpoint to the loud, cluttered spaces of other malls in the UAE. It worked with Balcony8 to reflect Al Ain's cultural characteristics in the mall's branding and architecture. It was designed to be calming, modern, chic and warm. Judges particularly loved the use of the 'Emirati Bauhaus' design language crafted for the mall's visual identity and physical experience.

Numa Reserve and Yellow

Numa Reserve wanted to express a sense of fluidity between indoor and outdoor living, using the architecture of the site to become an extension of the natural surrounds. Yellow developed an elegant brand that captured this spirit and inspired potential residents with quiet luxury, serenity and peacefulness. One judge called it "elegant and really achieved the quiet luxury aesthetic well."



Silver

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Best Visual Identity from the Retail, Property and Construction Sector



Maison Margiela and BRASH

The Maison Margiela residences in Dubai wanted to bridge avant-garde couture with architectural design. The development worked with BRASH on a prestigious, luxury-driven brand that is also carefully focused on the lifestyle experience on site. The quiet, yet intensely elegant brand took inspiration from Maison Margiela’s work to create a visual identity that “looks like a beautiful fashion magazine,” according to judges.



Super Duper Studio and Yellow

Super Duper Studio is a children's play offering designed to explore self-expression and build their confidence through arts and experiences. Yellow had to communicate this unique positioning to a UAE audience while also building an identity that engaged with children and their needs. The new brand is full of energy and joy, with childlike touches and a super fun set of patterns and colors.

The site itself is brought to life with patterns inspired by children's doodles, fun, tactile materials and space to create. In just a few months, Super Duper Studio has become a beloved mainstay of the Dubai parenting landscape. It has played host to nearly 100 birthday parties in only a short period of time. Judges loved the "playful, fun brand" that is "very fresh and playful, fitting for a children's leisure studio."



Silver



Women's Championship – Sports for All, Ministry of Sport and Zan Agency

The challenge in launching the Women's Championship in Saudi Arabia lay in representing female athletes in sporting attire. But Zan Agency developed a strategy focusing on the incredible world of imagination and opportunities that exists in women's sport, instead of being hemmed in by what could not be depicted. The resulting identity is empowering, exciting and inclusive. The central brand character is rendered in vivid, exciting colors and is full of motion across the identity.

Open Masters Games Abu Dhabi 2026 and All About Brands

The Open Masters Games Abu Dhabi 2026 was a tournament of over 30 sports for athletes of all generations. All About Brands drew on the emirate's landscape and culture to create a visual identity that symbolizes unity, diversity and movement. The clean design language and memorable color palette help the tournament sit nicely within the broader world of global sports while engaging the local athletic audience effectively.



Bronze



Proclean and Epic Lion

Woman-owned cleaning business Proclean had transformed the way professional cleaning was done in Zimbabwe. It worked with Epic Lion on a fun, personality-filled visual identity that showcases the care and love the women behind the brand put into every space they work in. The identity uses charming icons to great effect alongside clear, strong messaging and a modern, fun design.

Best Visual Identity from the Technology, Media and Telecommunications Sector



AXIAN Telecom – Yas and Landor

AXIAN Telecom is a major player across the African telecoms landscape. But expansion had let its core brand drift from center. It needed a way to unite its portfolio, without losing the essential equity it had built in different regional telecoms providers. It implemented Yas, a pan-African brand that had the ability to flex across different countries, leave space for existing brand expressions and provide a unifying sense of coherence across the portfolio.

Landor used a cheerful yellow and bright, upbeat photography style to bring the possibilities inherent in Yas to life. “The choice of colors and play button in the logo lends itself generously for the brand to accomplish its mission to power the African future,” said one judge. Another judge said, “It was an uphill task to unite the brands together. But it was a great strategy to create the mnemonic Yas.”

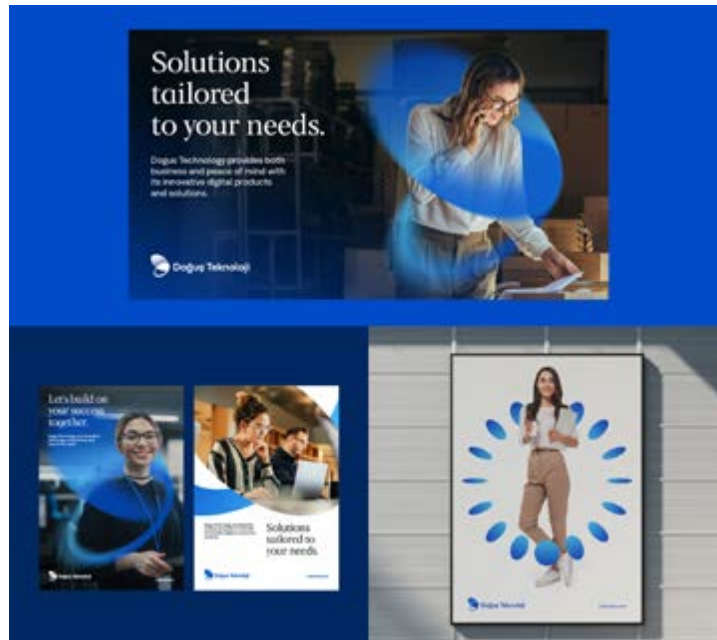


Mics and Gene Branding

Podcasting company Mics wanted to shift from a background provider of podcasting infrastructure to a powerhouse media brand in its own right. To do so it needed a consumer-facing brand that could tell its story, while leaving space for its podcasts to share stories of their own. Gene Branding developed a flexible brand system that used the square Kufic style of Arabic type to great effect.

This square concept expanded beyond calligraphy to create a world of modular squares that could adapt to different communications styles and touchpoints. It also enabled a layering of stories upon the brand's core visual touchpoint – the square – without losing a sense of cohesion across the brand. “An identity that is based on typography and color is just so powerful for the digital world. The really beautifully crafted typography distinguishes Mics from other similar brands in the industry. Such a beautiful and strong brand development journey,” said one judge.

Best Visual Identity from the Technology, Media and Telecommunications Sector



Doğuş Teknoloji and Monroe

Turkish tech company Doğuş Teknoloji worked with Monroe to focus on a more human-centric approach to innovation. An editorial photography style coupled with clear, understandable messaging helped bring the brand to life. "A very clean and tech graphic identity. Great communication design. A great visual communication for the category," said one judge.

Saudi Tourism Authority and TQ Branding

To bring Tourise - a major tourism event proposition to life - the Saudi Tourism Authority and TQ Branding had to consider both the global audience and the nature of events branding. The resulting visual identity is a vibrant patchwork of colors that is brought together with a cohesive oval shape. "This is an excellent visual identity and design. The brand is visually appealing and the design language is excellent," said one judge.





King Salman International Airport (KSIA) and TQ Branding

Saudi Arabia's infrastructure, by its very nature, has to play a key role in the ambitious national strategy for the future. Riyadh's King Salman International Airport aimed to embrace its role in the kingdom's Vision 2030 by establishing itself not just as a global travel hub, but as a destination in its own right. Its brand had to support both the functional needs of travelers and set itself up as a strong place brand.

TQ Branding met this challenge with a memorable visual identity that uses a simple diamond cutout device in the typography to build personality into the brand. The idea of creating connections helps anchor the brand strategy and provides a strong foundation for both the airport's ambitions. One judge called it "traditional, yet timeless. It naturally embeds itself into the experience and aesthetic of the airport itself."



Falcon and Landor

Private aviation company Falcon wanted to differentiate itself from a sky full of opulence and luxury cues. It worked with Landor to personalize the private flying experience. The new visual identity encourages customers to 'fly your way.' A gorgeous falcon icon flexes across the identity's touchpoints well. "Definitely created a newfound sense of elegance, and elevated the sense of luxury versus the category," said one judge.



Saudi Tourism Authority and TQ Branding

Tourise is a global travel and tourism expo that brought together industry professionals from around the world to set the tone for the next stages in global tourism and place branding. To enable this global conversation to take place, the Saudi Tourism Authority had to create a brand that was inclusive, inspiring and authentic.

TQ Branding delivered a brand that is full of color and joy, fused through a cohesive visual device and primed for a big impact. The result is both undeniably linked to the Tourise agenda and also open enough to allow for inspiring new ideas to arise. One judge said, "Absolutely floored by this! So powerful, and really a great way to convene leaders and industry experts on a global stage to discuss all things tourism. This is such an amazing initiative and a really powerful brand in every way! The brand is as bold as the ambition, absolutely love it!"

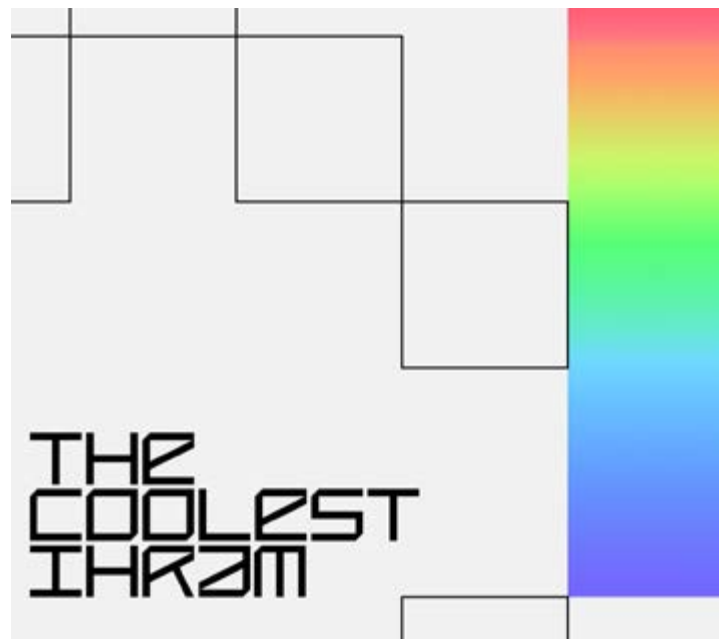


Hemingways Collection and Greenspace

The Hemingways Collection of luxury hotels in East Africa wanted to inspire travel organizations and intermediaries by providing a strong sense of place and local flavor in its offering. It worked with Greenspace to deliver authentic photography, a clear positioning and an undeniably East African sense of character. "A very nicely executed destination brand with a clear sense of place and character. Refined, cohesive, and authentic, successfully translating the experience into a strong and memorable brand world," said one judge.

Saudia Airlines and Landor

The Coolest Ihram is an unexpected brand extension and a world-first garment design. It was developed to enhance the pilgrimage experience of people flying with Saudia Airlines by providing a cooling garment to help them combat the rising heat levels in holy cities. Judges loved the way this broke category boundaries and praised the "balance of tradition and contemporary design, making it relevant and appealing to a younger generation without compromising its values."





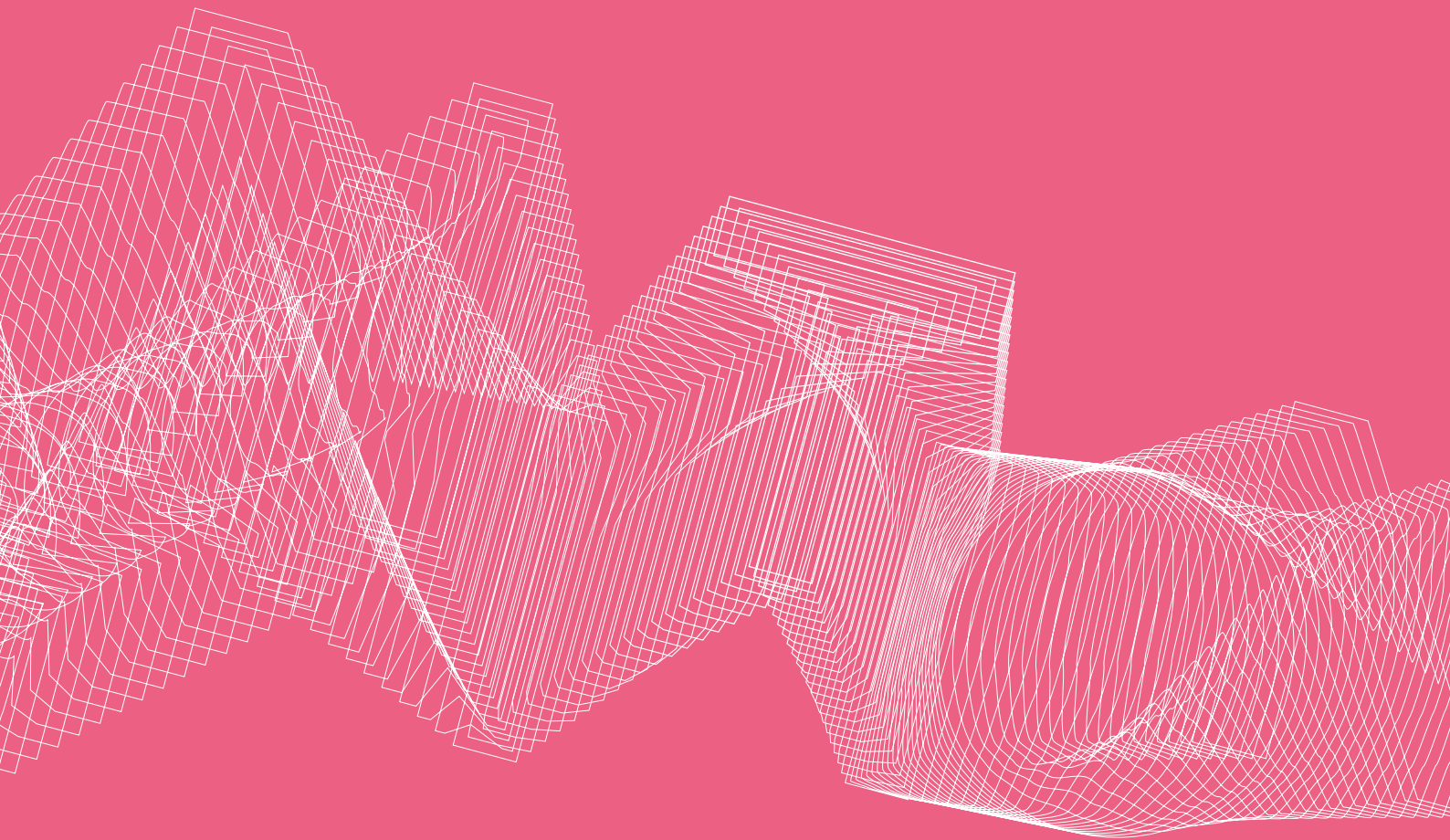
Vallé Adventure™ Park and Brand Lounge

Brand Lounge's work for Vallé Adventure is multilayered, well-founded and based in a strong understanding of the target audience. The use of a slant device across the visual identity helps infuse the brand with a sense of momentum, aspiration and adventure. Judges thought it was incredibly well-suited to its Mauritian home, with one adding, "it really reflects the pulse or energy of the space they want to create."



Special Recognition

Transform Awards 2026 MEA





Rohit Banka Accenture Song

As a passionate advocate for brand-led transformation, Accenture Song's Rohit Banka is no stranger to delivering bold, high-impact strategies that are grounded, actionable and brand-defining. Take his work for Etihad Credit Bureau, an organization that faced low awareness, limited relevance and fragmented digital services. Through Banka's fresh thinking, the Bureau adopted a modern identity, which was richly rewarded at last year's Transform Awards MEA. Winning nine trophies in all, the project also scooped up the illustrious 'Grand Prix.' Though this is just one example of his work, it aptly demonstrates his approach for delivering growth.

Aside from transforming exciting organizations like Qatar's MCIT, Saudi Arabia's SEC and the UAE's Jumble, Banka is also keen to promote purpose-led social impact. Helping Masarat-Taqueen resulted in the advancement of people with disabilities, while

his efforts for Al Nahda's women's empowerment programs are also of note. It is this dedication to inclusion that led to Banka being awarded the National Creative Excellence Award for Social Change.

Banka is a true strategist by nature, and judges were intrigued by his meticulous approach to working with clients. As someone who leverages technology, data and AI, Banka was seen by judges as a forward-thinking individual. One commented, "Rohit's approach to brand strategy is certainly thorough, and that is evidenced by his fantastic, award-winning work." Another judge added, "His clients are in good hands. This award is well-deserved!"



Gunjan Mathur Yellow Branding & Digital Consultancy

Gunjan Mathur is inherently cautious of design trends. Instead, the 25-year-old designer's approach to branding revolves around aligning business goals, cultural context and real human insight. Having spent the past three years at Yellow Branding & Digital Consultancy in Dubai, Mathur has learned to apply that philosophy to brands across the Middle East, balancing empathy, logic and craft. This is demonstrated across a wide variety of categories, including retail, hospitality and pet care.

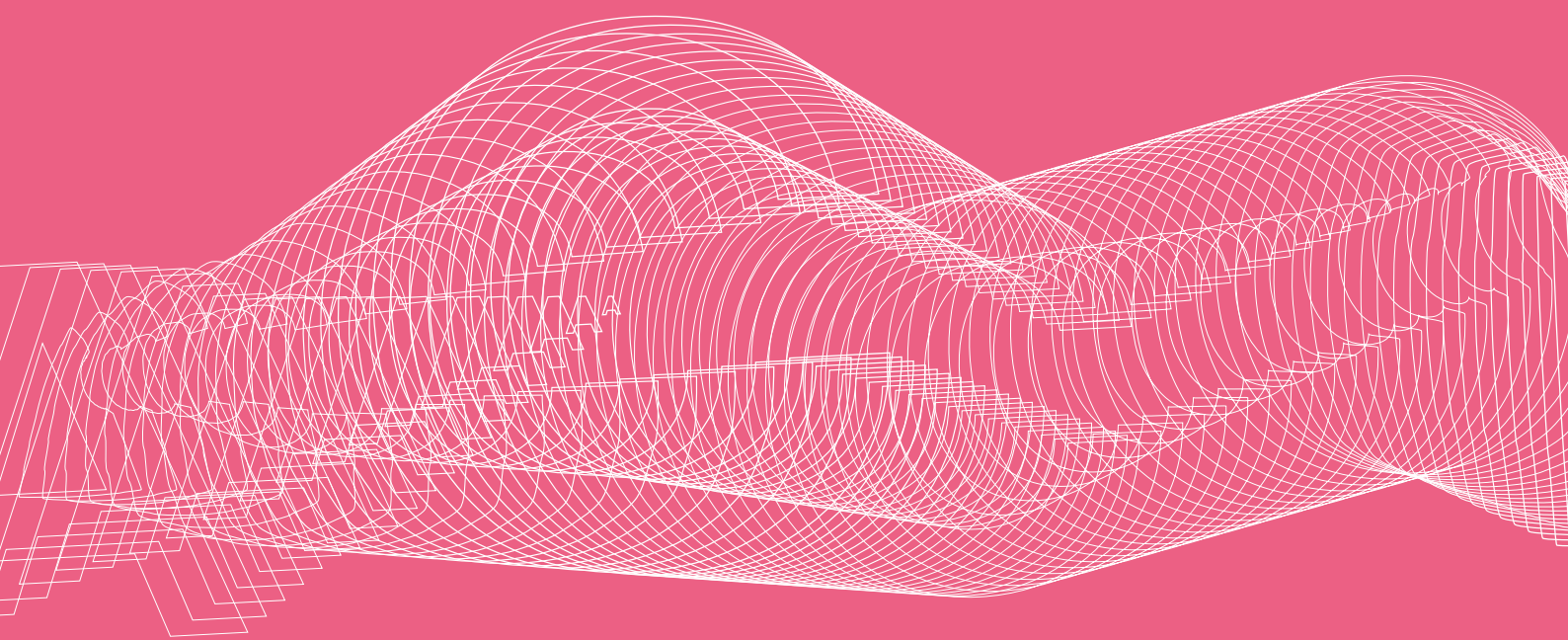
When working on Twine, a restaurant at ibis World Trade Centre, Mathur deftly brought a feeling of Mediterranean summer evenings to life in its design. The combination of textures inspired by natural ingredients and a sun-washed color palette led to a visceral identity that no doubt contributed to Twine winning the 'Hotel Restaurant of the Year Award (2025)'. Other projects, such as designing a 360-degree

packaging system for Barakat Mocktails and crafting a culturally respectful identity for Gonio Yachts & Marina, underline the fact that Mathur is operating at a level beyond her years.

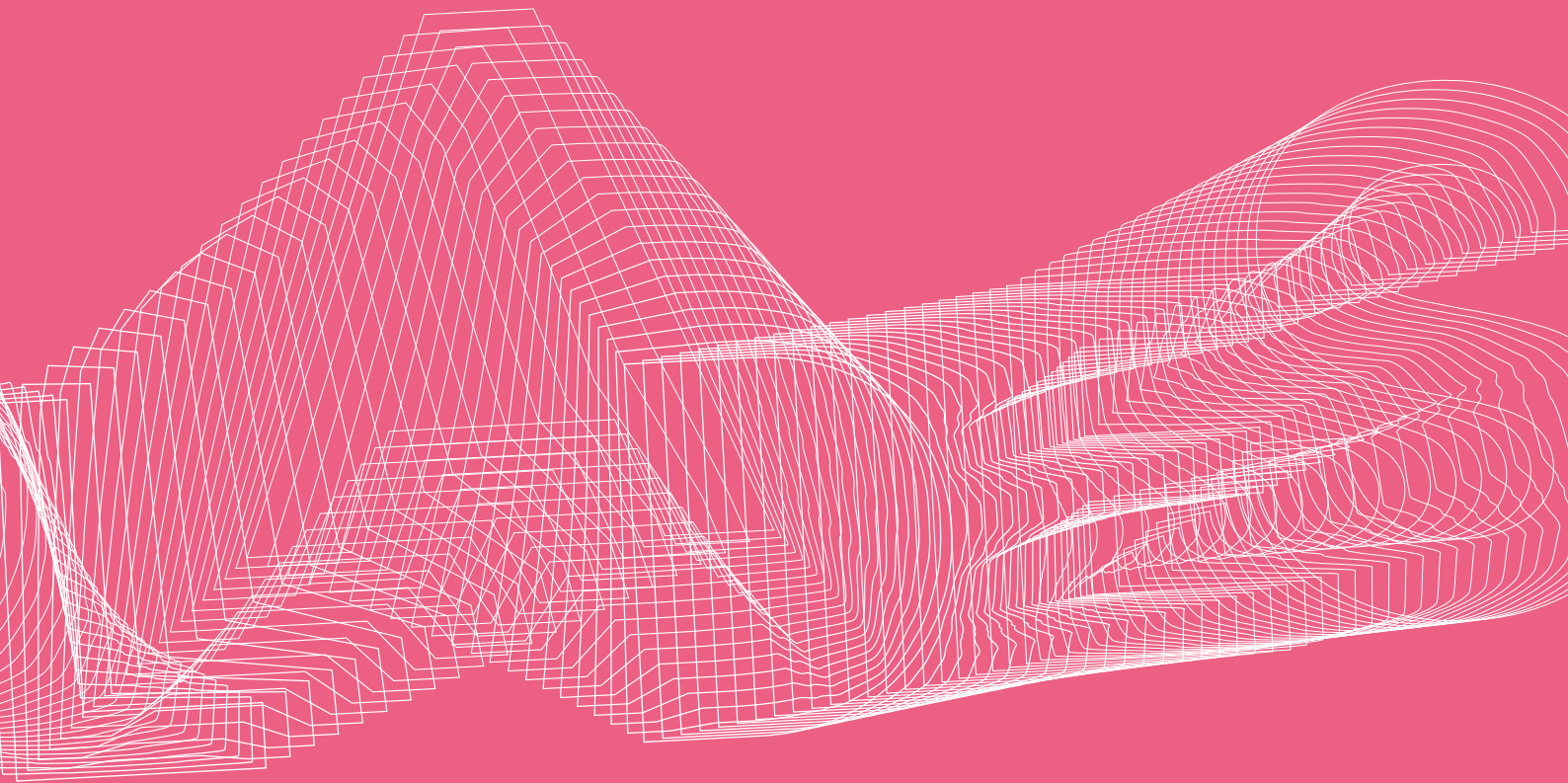
"Gunjan may be young, but she is an extremely mature designer," commented Yellow's general manager, Mamta Varerkar. "Her work is always rooted in strategy and human insight, and she dives deep into understanding what resonates with the target audience."

This sentiment resonated with judges, who agreed Mathur was a worthy winner of this year's 'Young Contender of the Year.' "What impresses me most is how she places people at the heart of her designs," said one judge. "I look forward to seeing Gunjan's career progress and the brands she transforms for the better."

Grand Accolades



Transform Awards 2026 MEA





The Wilds, Aldar Properties and M+C Saatchi Group Middle East

Well-known for its premium, lifestyle-led communities across Abu Dhabi, Aldar ventured into Dubai. It called on M+C Saatchi to devise an identity for its most ambitious project to date: a first-of-its-kind, 1,600-unit community that features over 1,000 native species of flora and fauna. Recognizing that most 'green' developments curate nature for appearance rather than lived experience, the agency sought a different path. It let nature lead, creating environments that encouraged interaction, exploration and discovery.

Enter The Wilds, a brand that celebrates nature at its most authentic. Avoiding visual clichés and built for instant credibility, the design adopted a palette extracted directly from the colors and textures of over 1,000 indigenous and migratory species. In addition, native biodiversity was photographed by local nature custodians such as Emirati wildlife photographer Khalid Alastad. The project also included an incredible sales launch, which allowed prospective buyers the

opportunity to be immersed in the environment. Coca-Cola Arena was transformed into a living extension of the brand, allowing visitors to see, touch and move through the environment. It was therefore no surprise that the project enjoyed outstanding results, with The Wilds' first phase seeing over 700 properties selling out in hours.

"A very strong and distinctive visual identity that clearly reflects the brand's purpose and positioning," said one judge. "The strategic challenge is well addressed, resulting in a confident, memorable identity that stands out within its category." Another judge added, "The photography works really well with the overarching theme of The Wilds."

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Saudia Airlines and Landor

With Vision 2030 raising expectations for national brands in Saudi Arabia to play a more human role in shaping experiences, Saudia Airlines turned its attention to the millions of pilgrims who travel to Mecca for Hajj. Rising temperatures posed serious health risks from dehydration, so the airline teamed up with Landor to create a visual identity for ‘The Coolest Ihram’, the world’s first religiously compliant cooling ihram.

This was a tricky project because its identity needed to convey the product with clarity while communicating to millions of Muslims who speak different languages. The design also had to respect the sacred ritual, so Landor crafted an identity defined by restraint. Rather than seeking attention, The Coolest Ihram would instead focus on integration.

This thinking extended to the visual identity, which is distinctly pilgrim-first. Drawing directly from the visual language of Hajj, the geometry of the Kaaba became its foundation. Across the logo, typography,

layout grid, packaging and motion principles, there is little doubt that the identity feels native to the pilgrimage environment. The clever combination of a black-and-white palette and a subtle heat-map gradient allows the product to be understood instantly across cultures.

The impact was sensational, securing The Coolest Ihram’s place as a worthy ‘Grand Prix’ winner. Along with reaching over 200 million people through online impressions, Saudia was embedded directly into the pilgrimage experience, as the Saudi authorities decided to include the product in official Hajj packages. “A great creative outcome with purpose that keeps the customer at heart,” noted one judge.

MORE CHANCES TO WIN GLOBALLY

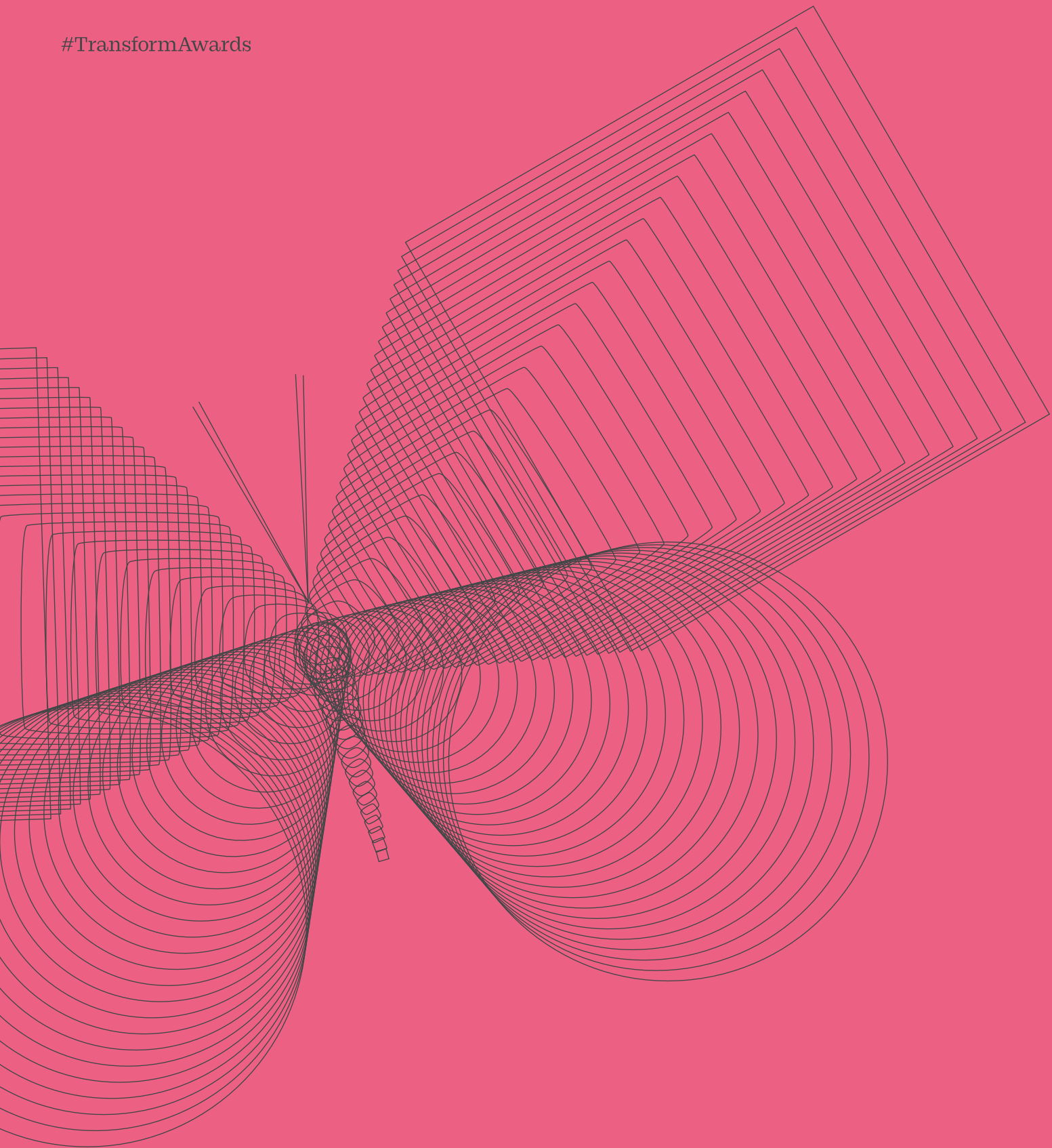


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