

Entry guide

Transform
Awards
MEA
2027

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

Now in its 14th year, the Transform Awards MEA continues to celebrate the very best in Middle East and Africa's corporate, product and global brand design and strategy

Key dates

13 November
Subscriber
early entry
deadline

Magazine subscribers: Enter by 13 November 2026 to receive \$150 USD off your total entry cost and fifth entry free

13 November
Early entry
deadline

Non-magazine subscribers: Enter by 13 November 2026 to receive \$100 USD off your total entry cost

11 December
Entry
deadline

5 February
Late entry
deadline

A late entry surcharge of \$125 USD will be applied to each entry submitted after 11 December 2026. No entries will be accepted after 5 February 2027

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

Categories

Content

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

Process

- Best External Stakeholder Relations During a Brand Development Project
- Best Internal Communications During a Brand Development Project
- Best Implementation of a Brand Development Project
- Best Localization of an International Brand
- Best Use of AI to Aid a Branding Project

Strategy

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

Type

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

Sector

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

Special Recognition

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

Previous winning brands

2025

7X
Abu Dhabi Comedy Week
Al-Qadisiyah
AROYA Cruises
EMSTEEL
Etihad Credit Bureau
Riyadh Air
Talabat

2023

ADNEC Group
Charles Zuber
Dubai Holding
FANN Media Discovery Platform
Hayat Biotech
Ministry of Culture
Morouj Commodities
Nakheel
Otto
Right Grain

2024

Accor + Katara Hospitality
Al Futtaim
Bapco Energies
Careem
Emaar
Expo City Dubai
King Abdulaziz Center for World Culture (ithra)
Saudi Arabian Football Federation
Saudia Group
Trojena

2022

Abu Dhabi Early Childhood Authority
AD Ports Group
Careem
COCO Logistics
Government of Dubai Media Office
KAUST
Oodi
Saudi German Health
Saudi National Bank
Solitaire

Previous winning agencies*

Accenture Song
Acorn Strategy
ADinB
Airborne Studio
All About Brands
Arada
Balcony8
Bellwether
Bladonmore
BOND
Brand Lounge
Brash Agency
chemistry
DE FALCON
Design Bridge and Partners
Epic Lion
Freedom.
Gene Branding
Genius Loci
Inovaline
Insignia Worldwide
Interbrand
Interstate Creative Partners
Jansen Harris
JPD

KEANE
KNOW Creative
Landor
Limefish Design
MassiveMusic
MBLM
OHI Leo Burnett
OMNIA
OMNI Creative Agency
PINK GREEN
PriestmanGoode
Prophet
Rogue
Siegel+Gale
Sixième Son
Skyne
TQ Branding
Unisono
Viola Communications
why do birds
Yellow
Zan Agency
Zeenah

*From a list of hundreds

Fees

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

Entrants can make use of the early entry discount.

Subscribers to the magazine will receive \$150 USD off their total entry cost and their fifth entry free when submitting by 13 November 2026.

Non-subscribers will receive \$100 USD discount off their total entry cost when submitting by 13 November 2026. Entries submitted after the entry deadline will be subject to a \$125 USD surcharge.

Entries will not be accepted after 5 February 2027.

How to enter

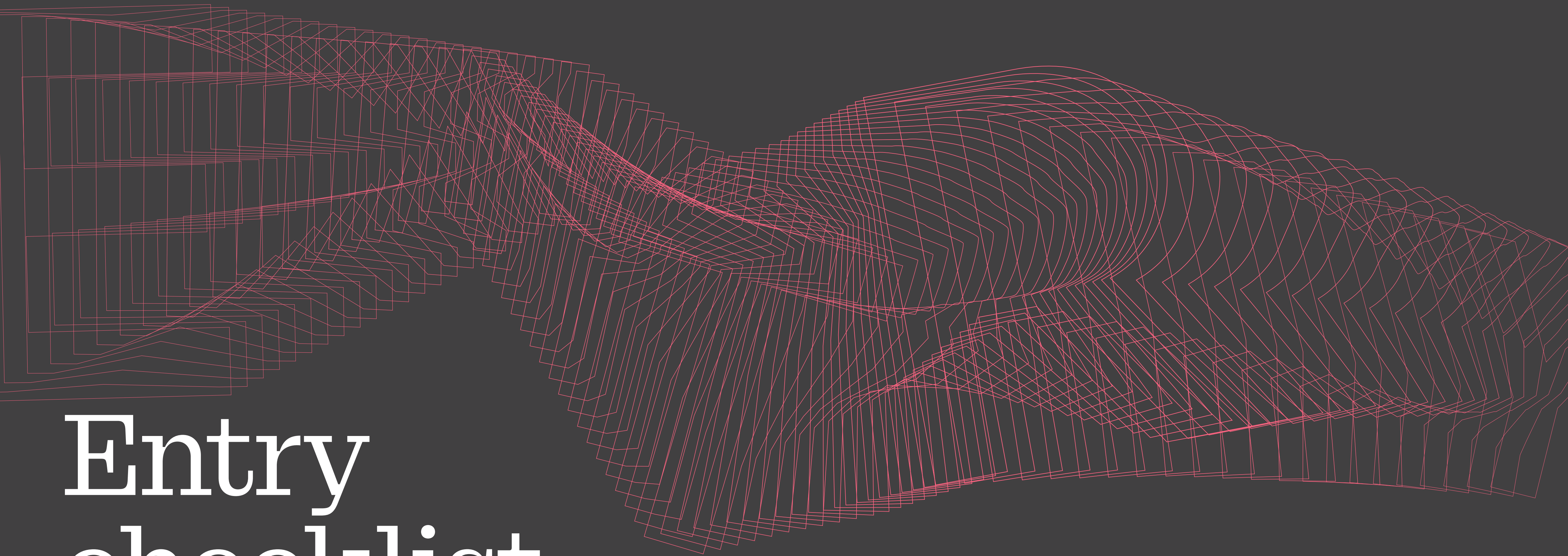
Entering couldn't be easier

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

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

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

George at gramsay@transformmagazine.net or call +44 (0)20 3950 5356



Entry checklist

Entry Checklist

Entry form
Correct
spelling and
format of
company
names

One PDF per entry, 10MB or less

Entry
summary
300 words
maximum

Entry
statement
800 words
maximum

Supporting
materials
Passwords
to restricted
content

Remember, if you are submitting the same project in multiple categories, make sure each entry is tailored to suit the specific category.

Entry Form

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

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

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

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

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

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

Entry Summary

Your entry summary is used to brief the judges

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

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

01

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

02

Budget (optional, but judges have found it useful in previous programmes to determine the scale of the project)

Entry Statement

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

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

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

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

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

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

Industry context

Challenges

Strategy

Creativity

Results

How to make your entry statement successful

Industry context

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

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

Challenges

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

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

Strategy

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

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

Creativity & Innovation

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

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

Results

Indicate how the results met the business objectives.

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

Supporting materials

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

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

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

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

01
Reviews

02
Testimonials

03
Media coverage

04
Additional project credits or third party contribution

05
Graphs & table

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

06
Videos

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

07
Links

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

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

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

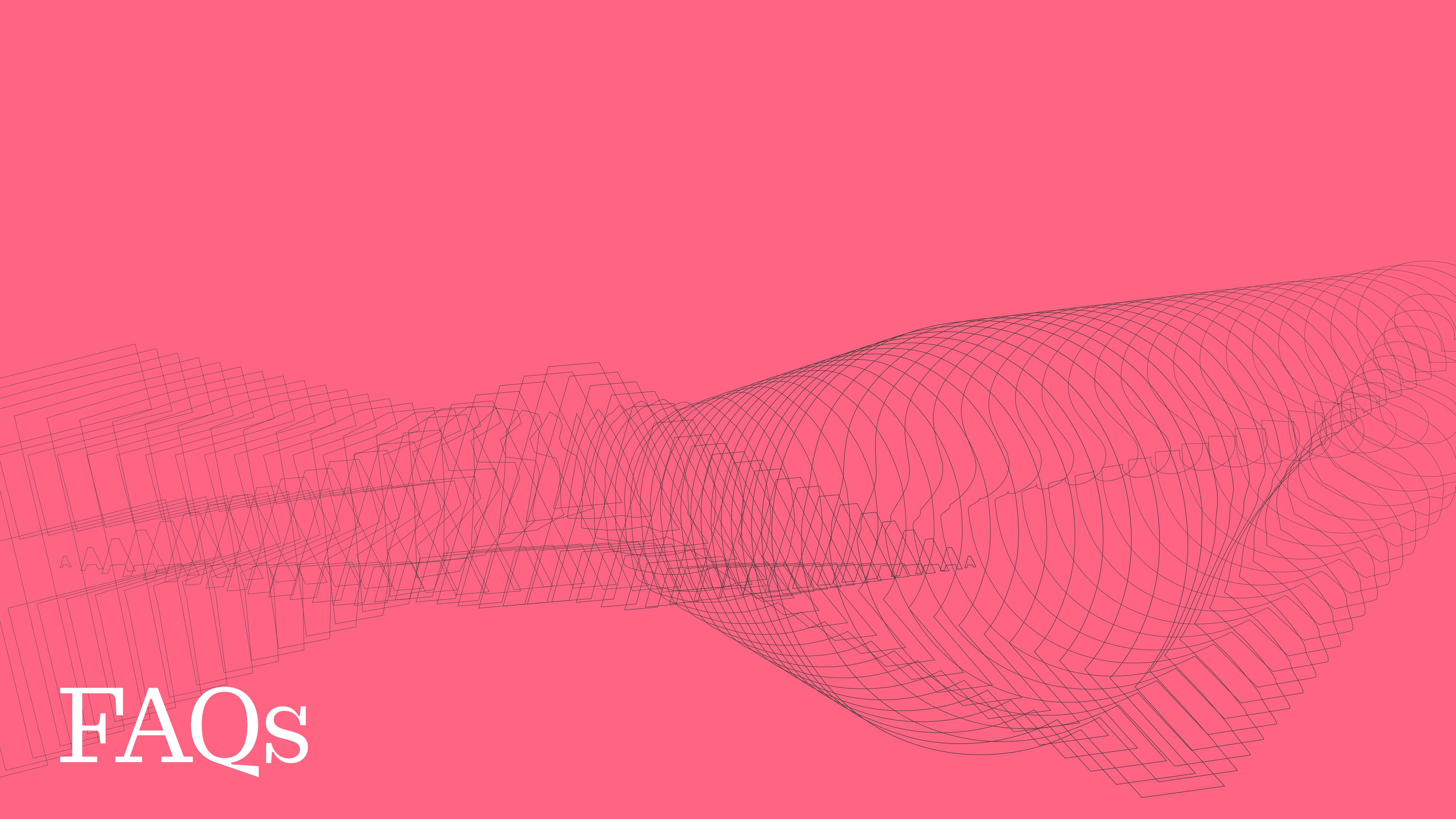
For any more information or help with your entry feel free to contact:
George at gramsay@transformmagazine.net or call +44 (0)20 3950 5356

Entry Statement

Supporting Materials

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

Case Study



FAQs

FAQs

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

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

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

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

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

If you are struggling to categorise your project, please contact the events team on +44 (0)20 3950 5356 or email: George at gramsay@transformmagazine.net

Is it ok if the word count is exceeded?

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

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

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

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

Yes.

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

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

How should I include my supporting materials?

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

FAQs

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

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

Can I only include images in the supporting materials section?

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

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

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

Can previous entries be sent to potential entrants?

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

Is there a cost to enter?

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

How do I pay for my entries?

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

Why won't my entry send?

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



Enter Now

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LinkedIn Transform Magazine
Facebook Transform Magazine
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