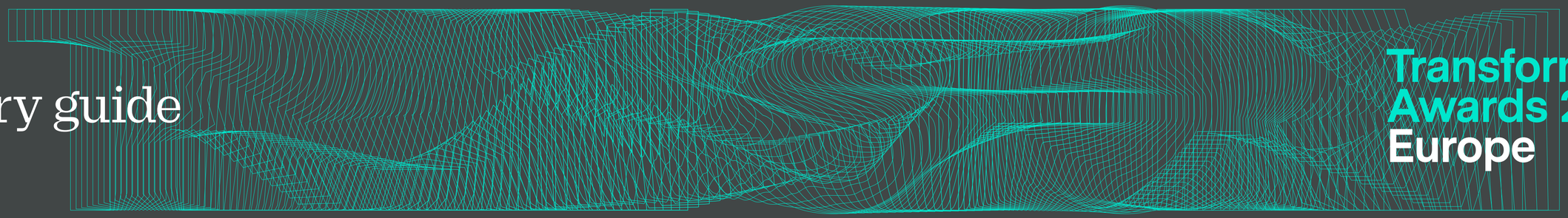
Entry guide



Transform
Awards 2027
Europe

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

Now in its 18th year, the Transform Awards Europe continues to celebrate the very best of Europe's corporate, product and global brand design and strategy

Key dates

28 August
Subscriber early entry deadline

Magazine subscribers: Enter by 28 August 2026 to receive £150 off your total entry cost and fifth entry free

28 August
Early entry deadline

Non-magazine subscribers: Enter by 28 August 2026 to receive £100 off your total entry cost

2 October
Entry deadline

6 November
Late entry deadline

A late entry surcharge of £165 will be applied to each entry submitted after 2 October 2026. No entries will be accepted after 6 November 2026

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

Best Use of Typography

Best Place Brand

Best Expression of a Brand on Social Media Channels

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)

Audio

Best Audio Brand

Best Sonic Brand Activation

Best Sonic Brand Evolution

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 (Advisors and Consultants)

Professional Services (Legal and Accountancy)

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

Process

Best External Stakeholder Relations During a Brand Development Project

Best Internal Communications During a Brand Development Project

Best Implementation of a Brand Development Project

Best Localisation of an International Brand

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

Wrapped

Best Use of Packaging (Glass)

Best Use of Packaging (Print and Card)

Best Use of Packaging (Other)

Best Use of Packaging (Limited Edition)

Best Use of Sustainable Packaging

Previous winning brands

2026

Arsenal Football Club
AXA
BAT
easyJet
IAG
MotoGP
Norwex
PepsiCo
Renault
Sound of Shell
The Very Collection

2025

Barnardo's
Bicycle Therapeutics
Cardiff University
Corona (Global)
EE
Great Ormond Street Hospital Charity
Leffe (ABInBev)
NHS
Sage
TNT Sports
Volkswagen AG

2024

Aston Villa
LeShuttle
Norfolk Coast, Protected Landscape
Oval Real Estate
Oxford University Press
Quarto
SLB
TikTok
Transport for London: Places for London
ZSL

2023

Carne Group
Diageo
Digital Isle of Man
Fedcom
Kellogg's
Renault
Starbucks® EMEA Ready-To-Drink
Stribe
Wings
Wirepas

Previous winning agencies*

1HQ Brand Agency
amp
Anagram
BANG Agency.
Baxter & Bailey
Be Dandy
Bell
BNA
Boundless Brand Design
Brandpie
BrandSilver
Clout
Coley Porter Bell
Curious
Design Bridge and Partners
Designhouse
DesignStudio
DixonBaxi
DNCO
Dragon Rouge
Dusted
Ellun Kanat
Elmwood
FutureBrand
Greenspace
GW+Co
Industry Partners
Interbrand
Landor
Living Group
LoveGunn
MassiveMusic
Missouri Creative
Mr B & Friends
mReaction
Nomen
OPX Studio
Pearlfisher
Pentagram
Prophet
Pull Brand + Creative
Reed Words
RichardsDee
Saboteur
Siegel+Gale
Sixième Son
SomeOne
Sonicbrand
The Space Creative
The Workroom
why do birds
WMH&I
WPA Pinfold

*From a list of hundreds

Fees

The cost to enter the Transform Awards Europe is £385 for the first entry and £285 per subsequent entry

Entrants can make use of the early entry discount.

Subscribers to the magazine will receive £150 off their total entry cost and their fifth entry free when submitting by 28 August 2026.

Non-subscribers will receive £100 discount off their total entry cost when submitting by 28 August 2026. Entries submitted after the entry deadline will be subject to a £165 surcharge.

Entries will not be accepted after 6 November 2026.

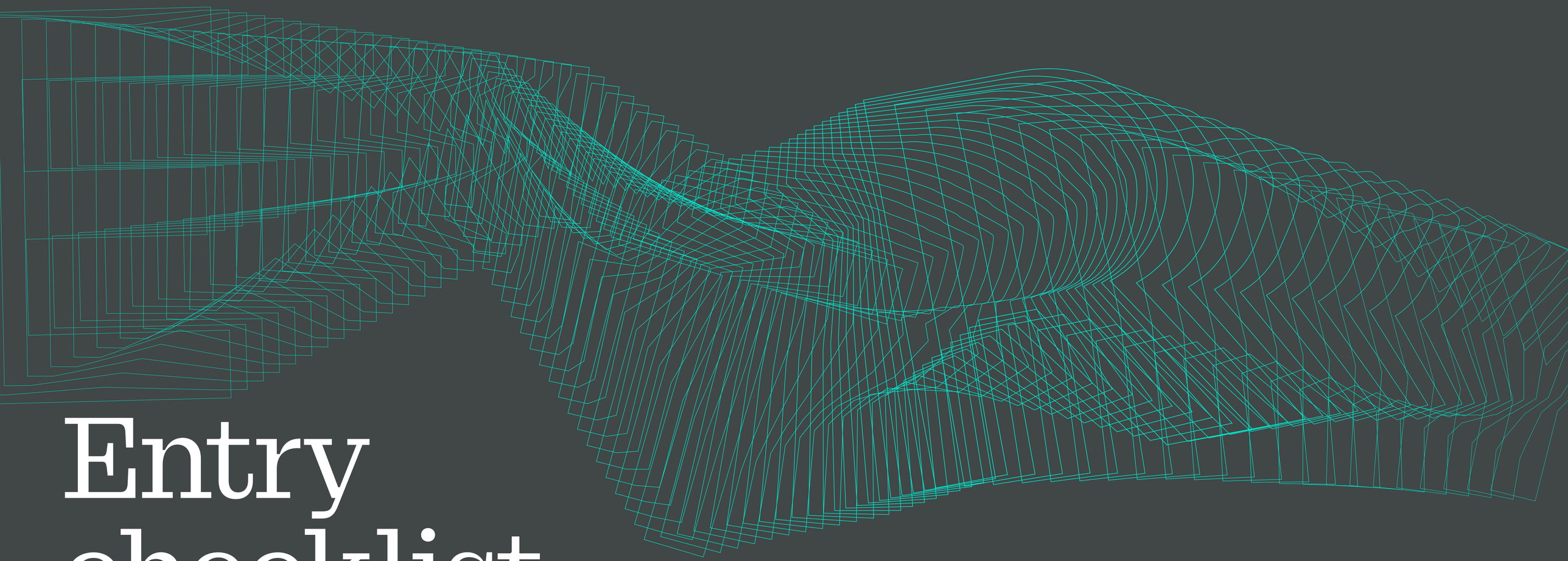
How to enter

Entering couldn't be easier

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

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

If you would like additional guidance with your entries or any information please feel free to contact:
George at gramsay@transformmagazine.net
Cynthia at cchen@transformmagazine.net
or call +44 (0)20 3950 5356



Entry checklist

Entry Checklist

Entry form
Correct spelling and format of company names

One PDF per entry, 10MB or less

Entry 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.

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

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

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

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

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

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

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:

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)

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

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 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).

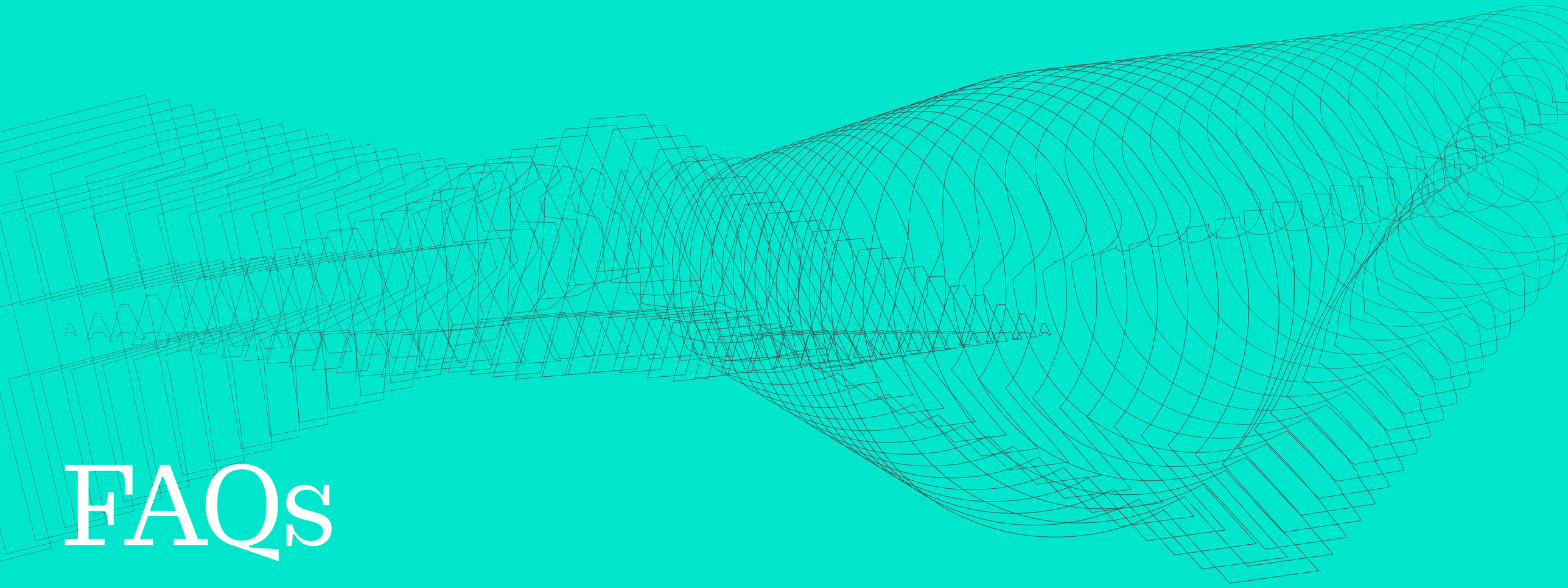
For any more information or help with your entry feel free to contact:
George at gramsay@transformmagazine.net or call +44 (0)20 3950 5356

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
Cynthia at cchen@transformmagazine.net

Is it ok if the word count is exceeded?

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

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

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

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

Yes.

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

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

How should I include my supporting materials?

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

FAQs

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

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

Can I only include images in the supporting materials section?

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

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

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

Can previous entries be sent to potential entrants?

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

Is there a cost to enter?

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

How do I pay for my entries?

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

Why won’t my entry send?

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

















Enter Now

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