

# TRANSFORM AWARDS

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## WINNERS BOOK



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## WELCOME



It's been five years since we launched the Transform Awards MENA. Five years ago, the branding industry in the Middle East and North Africa was still finding its feet. There was quality work, but companies were only beginning to recognise the value of a strong brand and brand strategy. Since then, branding has reached its maturity point in the region. Organisations of all sizes and sectors are prioritising brand and communications to set a world-class standard of work.

It is within that context that we celebrate the Transform Awards winners for 2018, all of whom have achieved excellence in rebranding and brand development and help push the industry's overall standards ever higher. Our grand prix winner this year, Meraas and Wolff Olins, transformed an almost invisible B2B developer brand into one of Dubai's most prominent B2C brands. The 'Best overall visual identity' winner goes to an Emirati heritage brand, Abu Dhabi Ship Building, who worked with James Brand Strategy to forge a more successful business future through the power of brand.

It is these stories, and the rest recognised tonight, that keep the industry moving forward and improve on the impact a successful brand can have on a business. Congratulations to all of this year's winners!

**Brittany Golob**  
Publishing editor, Transform magazine

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## THE JUDGES



### **Komal Bajaj, marketing and communications director, UM MENA**

Komal heads up marketing and communication for UM MENA across 14 offices in 13 countries throughout the Middle East and north Africa. She is responsible for the development and implementation of communication strategies through PR, events, CSR, experiential activations and thought leadership activities to build the UM brand, create consumer awareness and drive customer preference. Komal oversees sponsorships, marketing effectiveness, social media, media, employee communication and collaborations with UM's clients and partners. Prior to this, Komal was a publisher for the Middle East edition of Fortune magazine, in charge of brand strategy and content management.



### **Ashish Banerjee, managing partner, Lighthouse**

Ash is a senior brand strategist in the MENA region and presently runs his own consulting practice advising corporates, consulting firms and communications companies on strategy, brand, marketing, experience and communications. Formerly, he was chief brand officer of Jawwy from STC, VP of brand development at du, senior partner at Lippincott and SVP EMEA at McCann Worldgroup in London. He is a founding board member of the Marketing Society Middle East, has been published in Advertising Age, Campaign ME, International Journal of Advertising and several books. He has also been profiled in Communicate (UK), and serves as a brand mentor to digital startups at in5.



### **Anis Bengiuma, managing and creative director, 28 Harf**

Anis is a Libyan creative director who has studied and worked in the UK and Italy. He now works in the gulf, leading a multicultural team of designers, passionately striving to create appropriate design solutions that harmonise global and Middle Eastern cultural sensitivities in terms of brand experience. With over 20 years in branding, he has acquired a multicultural, multilingual experience which helped him develop a deeper understanding of visual culture on a global level.



### **Ian Butlin, senior director, ZEENAH**

Ian has been working for leading agencies and brands throughout his career, both in the UK and the GCC. More recently, he has been instrumental in the development of ZEENAH from a local advertising agency to an award-winning multinational integrated brand consultancy. He works across a wide range of sectors, from financial services and tourism to logistics and FMCG. As a marketing director, Ian also worked with companies such as Hilton, Accor, Nissan and Ford.



### **Erika Clegg, co-founder, Spring**

Erika is co-founder of the strategic communications design business, Spring and is also a DBA board director and digital route panel adviser to the Institute for Apprenticeships. Her skill is the ability to get to grips with complicated challenges, simplifying them and bringing people on board to crack them. Known for developing creative strategies and leading a Spring team that delivers brand building, consultation, engagement and multichannel communications programmes, Erika works with clients including SMEs, corporates, cultural organisations, manufacturers, places and government.



### **Yashodeep Ghorpade, marketing communications manager, Sony Middle East and Africa**

Yashodeep is currently marketing and communications manager at Sony Middle East and Africa. He has experience in marketing communications, digital marketing, event management, advertising and promotions, branding, corporate communication, budget and cost management, with reputable organisations. Yashodeep has a proven track record of managing multinational professional teams, collaborating with stakeholders, anchoring creative and management functions and delivering consistent results aligned to company goals and objectives.



### **Jimmy Kmeid, design director, FITCH Design Consultants**

As design director at Fitch Dubai, Jimmy leads a team of creatives on a day-to-day basis delivering brand solutions across the MENA region. Having been in the creative industry for more than 15 years, Jimmy has gained extensive background knowledge and understanding of design and the important role it plays when applied to brands and businesses. He takes a special interest in cross-cultural design, developing creative solutions that blend global and local cultures into unique brand experiences. In his 12 years at Fitch, Jimmy has worked across different studios in the Fitch network including London and Delhi.



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## THE JUDGES



### **Walid Kotaich, marketing manager, Abu Dhabi Media**

Walid is a brand and marketing professional with over 15 years of experience working across GCC and lower Gulf fragmented markets. He currently holds the position of marketing manager at Abu Dhabi Media Company and is responsible for developing strategies, overseeing and launching brand and advertising campaigns for ADM's corporate, sports disciplines and digital. In his previous roles, he managed the regional marketing for HTC and the media planning and buying for Etisalat. Walid holds an MBA in marketing and communication and his B2B and B2C sector experience includes FMCG, industrial, telecommunication, IT, banking, government and health.



### **Stefanie Luppa, creative director, Grow**

Stefanie is creative director at Grow, leading through brand strategy, design development and implementation. She started her career in Germany as an art director in the advertising industry. After five years, she studied communication design at the University of Applied Sciences in Düsseldorf, where she focused on branding and graduated with first class honours. In 2010, Stefanie left Germany and worked for design studios and international agencies in London, Abu Dhabi and Dubai before she joined Grow in 2014.



### **Randa Modad, founder and brand strategy consultant, BrandAid**

Since 1996, Randa has been working in marketing and branding across different sectors, ranging from FMCG products and telecoms to life and science. She has been involved in the creation of the Omran brand in Oman, du telecoms in the UAE, TATA Docomo in India, and Fakhiv IVF Fertility Center in the UAE. Now the founder and brand strategy consultant at BrandAid, she focuses on helping businesses outperform their competitors.



### **Ian Paget, founder, Logo Geek**

Ian is lead creative designer for advansys, working on the design for projects which include e-commerce solutions, websites and logo designs for companies such as GSK, Yakult and Kuehne + Nagel. With a passion for branding and identity design, in his personal time he runs Logo Geek, working on identity designs for small- to medium-sized businesses. Through Logo Geek, Ian has a thriving social media following, reporting and tracking leading brand design trends and news to the creative community.



### **Hannah Powlesland, general manager, Middle East, Start Design**

Hannah is responsible for Start's operations in the Middle East. She leads key projects and works closely with clients to deliver award-winning brand, digital and retail solutions. She has worked with many of the region's leading brands on large scale transformation projects including Yas Island, Bank Dhofar, Dubai Airports, Jumeirah, Hamad International Airport, ADCB, Virgin Mobile, Mubadala, Emaar and Etisalat. Prior to Dubai, Hannah was based in east Africa and the UK working with hotels, real estate developers and businesses to help shape and deliver employee engagement programmes, brand strategy and rebrand projects.



### **Maria Salazar, production advisor, Shell**

Maria has worked in many areas of marketing and communications for different industries across the GCC. She has spent much of her career working for companies that include Farah Leisure, the Regency Group in Qatar and Ferrari World Abu Dhabi. Maria currently works within the Shell upstream international team. Maria also holds a professional diploma as a graphic designer in addition to years of experience in marketing and communications events.



### **Michael Wright, head of creative, North55**

As head of creative at North55, Michael is the driving force behind the agency's creative output, leading a talented team of print and online designers. With eight years of UK experience, followed by a stint in Bahrain, Michael moved to Dubai to join North55 in 2011. In the intervening years, he has overseen the creation of some of the region's most effective and memorable identity systems, for local and international brands including FIFA, One&Only, Bulgari, Islamic Museum of Australia, Siemens and the European Tour.

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## THE WINNERS

### Best use of a visual property

Gold – Meraas and Wolff Olins  
Silver – Emaar and Latitude  
Silver – Rest Republic and Latitude  
Bronze – Emirates National Oil Company (ENOC) and Brash Brands  
Bronze – Government Accelerators and Bellwether

### Best brand architecture solution

Gold – Jagal and Brand Lounge  
Silver – Abu Dhabi National Oil Company (ADNOC) and All About Brands

### Best brand experience

Gold – Virgin Mobile UAE and Start Design  
Silver – Piramal Group and Brash Brands  
Silver – Roxy Cinemas and Ochre  
Bronze – Abu Dhabi Sustainability Week Opening Ceremony: Masdar and TMH  
Bronze – Emaar and Latitude  
Bronze – Prime Minister's Office and FITCH Design Consultants  
Highly commended – Marriott International and JansenHarris

### Best use of packaging

Gold – Karmah and Unisono  
Silver – Feli's Kitchen and JPd  
Bronze – Lucas Bols, Henkes and Skyne

### Best use of wayfinding or signage

Gold – Dubai Design District and Endpoint

### Best use of typography

Gold – Spectra and Ochre  
Silver – Mubadala Investment Company and All About Brands  
Bronze – The Opus by Zaha Hadid, Omniyat and Fifth Estate  
Highly commended – Karmah and Unisono

### Best place or nation brand

Gold – Bimma Bay and Brand Lounge

## PROCESS

### Best external stakeholder relations during a brand development project

Silver – ENBD REIT and Instinctif Partners

### Best internal communication during a brand development project

Gold – Injazat and Bellwether  
Silver – Ras Al Khaimah Economic Zone

### Best implementation of a brand development project

Gold – Alawwal Bank and Landor  
Silver – OMANTEL and Bellwether  
Bronze – Cakers and Superunion  
Bronze – Virgin Mobile UAE and Start Design

### Best implementation of a brand development project across multiple markets

Gold – Careem and Bellwether  
Silver – Virgin Mobile UAE and Start Design  
Bronze – Ecobank Commercial Bank and BrandComms  
Highly commended – Ecobank Mobile App and BrandComms

### Best localisation of an international brand

Silver – Virgin Mobile UAE and Start Design

## STRATEGY

### Best creative strategy

Gold – Meraas and Wolff Olins  
Silver – Virgin Mobile UAE and Start Design  
Bronze – Gulf International Bank and Siegel+Gale  
Bronze – Roxy Cinemas and Ochre

### Best brand evolution

Gold – Injazat and Bellwether  
Silver – Cakers and Superunion  
Silver – OMANTEL and Bellwether  
Bronze – Dubai Police and Brash Brands  
Bronze – Network International Solutions and FITCH Design Consultants

### Best strategic or creative development of a new brand

Gold – Jumble – Landmark Leisure and TMH  
Gold – Spectra and Ochre  
Silver – Afreximbank and BrandComms  
Silver – Kibo and Greenspace  
Bronze – DMCC and Landor  
Highly commended – AVIVO Group and Brand Lounge

### Best development of a new brand within an existing brand portfolio

Gold – swyp and Superunion  
Silver – Emaar and Latitude  
Bronze – Ecobank Commercial Bank and BrandComms  
Highly commended – evvoli and Brand Lounge

### Best naming strategy

Gold – Alawwal Bank and Landor  
Silver – Ras Al Khaimah Economic Zone and Brand Lounge  
Bronze – Bawabba and Fludium  
Bronze – ESO / #SPRINTforOMAN and OHI Leo Burnett  
Highly commended – SGRF / Rakiza and OHI Leo Burnett



## TYPE

### Best corporate rebrand following a merger or acquisition

Gold – Mubadala Investment Company and All About Brands

Silver – Ras Al Khaimah Economic Zone

Silver – Ras Al Khaimah Economic Zone and Brand Lounge

### Best brand development project to reflect changed mission, values or positioning

Gold – Meraas and Wolff Olins

Silver – Radisson Blu Hotel, Dubai Deira Creek and Havoc Creative

Bronze – DXB Entertainments and Landor

Bronze – Network International Solutions

and FITCH Design Consultants

### Best brand consolidation

Gold – Meraas and Wolff Olins

Silver – Abu Dhabi National Oil Company (ADNOC)

and All About Brands

Bronze – GFH and Unisono

### Best rebrand of a digital property

Gold – Ecobank Mobile App and BrandComms

Silver – Virgin Mobile UAE and Start Design

## SECTOR

### Best visual identity by a charity, NGO or not-for-profit

Gold – Special Olympics World Games Abu Dhabi 2019 and All About Brands

Silver – Government Accelerators and Bellwether

Bronze – ESO / #SPRINTforOMAN and OHI Leo Burnett

### Best visual identity from the education sector

Gold – Euro University of Bahrain and Brand Lounge

Silver – Emirates Flight Training Academy

and James Brand Strategy & Design Consultancy

### Best visual identity from the engineering and manufacturing sector

Gold – ADSB and James Brand Strategy & Design Consultancy

Silver – Centrifuge Equipment Services (CES) L.L.C and JPd

### Best visual identity from the financial services sector

Gold – Gulf International Bank and Siegel+Gale

Silver – Mubadala Investment Company and All About Brands

Silver – Network International Solutions

and FITCH Design Consultants

Bronze – Alawwal Bank and Landor

Bronze – Inovent and Unisono

Highly commended – Afreximbank and BrandComms

### Best visual identity from the food and beverage sector

Gold – Mexika and JansenHarris

Silver – dusitD2 kenz hotel Dubai and JPd

Silver – La Ville Hotel & Suites City Walk, Dubai,

Autograph Collection: Marriott and TMH

Bronze – Viceroy The Palm Jumeriah, Dubai and TMH

### Best visual identity from the healthcare and pharmaceuticals sector

Gold – AVIVO Clinics and Brand Lounge

Silver – DermaOne and Unisono

### Best visual identity from the mining and extractives sector

Gold – Emirates National Oil Company (ENOC) and Brash Brands

Silver – MINERALS DEVELOPMENT OMAN and OHI Leo Burnett

### Best visual identity from the professional services sector

Gold – Platinum VA (PVA) and JPd

Silver – Total Solutions and Skyne

Bronze – Ataraxia DMCC and Ellae Creative

### Best visual identity from the property, construction and facilities management sector

Gold – Meraas and Wolff Olins

Silver – Hayat Island, RAK Properties and Fifth Estate

Silver – The Opus by Zaha Hadid, Omniyat and Fifth Estate

Bronze – Bahrain Investment Wharf and Unisono

### Best visual identity from the public sector

Gold – Teleworks and Bellwether

Silver – Dubai Police and Brash Brands

Bronze – MINERALS DEVELOPMENT OMAN

and OHI Leo Burnett

Highly commended – SGRF / Rakiza

and OHI Leo Burnett

### Best visual identity from the retail sector

Gold – Safahat and Skyne

Silver – Wetin You Need? and Ellae Creative

Bronze – Al-Futtaim Motors (Toyota) and Greenspace

### Best visual identity from the technology, media and telecommunications sector

Gold – Spectra and Ochre

Gold – swyp and Superunion

Silver – Virgin Mobile UAE and Start Design

Bronze – Injazat and Bellwether

### Best visual identity from the travel, leisure and tourism sector

Gold – Rest Republic and Latitude

Silver – Emaar and Latitude

Silver – Roxy Cinemas and Ochre

Bronze – SalamAir and From6 Communications

### Best overall visual identity

Winner – ADSB and James Brand Strategy & Design Consultancy

### Grand Prix

Winner – Meraas and Wolff Olins



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## CONTENT

### BEST USE OF A VISUAL PROPERTY



#### Gold – Meraas and Wolff Olins

Meraas was an established developer in Dubai but the brand lacked public awareness. Wanting to become more consumer-facing and associated with active urbanism, Meraas worked with Wolff Olins to carry out an identity overhaul, complete with a new logo and custom symbols to correspond with individual neighbourhoods. Their plan worked. Appearing in an outdoor and print advertising campaign, the symbols appeared as cryptic formulas that equalled Meraas. Once revealed, these minimal, lively and heavy lined symbols are immediately recognisable as part of the wider Meraas identity system. In a matter of weeks, Meraas' brand recognition rose to 19% and brand misrecognition dropped by 50%. Going forward, its identity system will be used in all digital and print locations. By being visually prolific, Meraas has managed to move from being an almost solely B2B developer to strengthening its position in the market as a B2C brand.



#### Silver – Emaar and Latitude

Entertainment brand Emaar worked with Latitude to develop its visual identity and promote its virtual reality theme park, VR Park. Its strategy is to create materials that challenge reality. In print and digital, its logo and collateral enforce the idea of a 'glitch' so that viewers immediately associate the brand with VR.



#### Silver – Rest Republic and Latitude

For its global launch, new luxury hotelier Rest Republic commissioned Latitude to establish its branding. Latitude differentiated Rest Republic as a hotel for the wild and sophisticated. The dualism of its personality is evident in all of its print and digital elements, hence its tagline, 'Rebellious Perfection.'



#### Bronze – Emirates National Oil Company (ENOC) and Brash Brands

Brash Brands rebranded the Emirates National Oil Company (ENOC,) expanding the image of the brand beyond the energy sector. The B2C strategy humanised ENOC by designing an approachable lowercase wordmark for the logo, creating fluid and aspirational visuals for its collateral and showcasing the community, boosting ENOC's cross-sector impact through branded photo assets and videos.



#### Bronze – Government Accelerators and Bellwether

Bellwether produced visuals for the UAE's entrepreneurial programme, Government Accelerators. Needing to compliment the branding of the UAE's government, Bellwether designed a bold nine colour system of speed and motion style graphics that emphasises the efficiency and innovation of the Government Accelerator programme to be used in all of its collateral.



## CONTENT

### BEST BRAND ARCHITECTURE SOLUTION

#### Gold – Jagal and Brand Lounge

To better communicate with internal and external stakeholders, Brand Lounge helped Jagal Group, a leading Nigerian conglomerate, restructure its information architecture. The company is a leading energy holder in Nigeria but has a diverse portfolio. Doing a company-wide audit that accounted for all its subsidiaries, projects and services, Brand Lounge turned Jagal's existing flat structure into a communicative and hierarchical model, while still retaining the equity of the group's master brand.

The new model splits the business into Jagal Energy and Jagal Investments. With an updated architectural solution, Jagal has been able to cluster its brands without limiting its potential for further growth and diversification. The judges liked the elegant solution, along with the new visual identity that deploys colour and clear word marks alongside a diamond-like icon to help differentiate between the business' operations.



#### Silver – Abu Dhabi National Oil Company (ADNOC) and All About Brands

After commissioning All About Brands to restructure three of its merged companies under the Abu Dhabi National Oil Company (ADNOC) brand, the global energy producer realised it wanted all of its 14 companies to be structured as one brand. To do so, All About Brands restructured and relaunched each company to align with the streamlined brand's architecture and redesigned identity on a global scale.







## CONTENT

### BEST BRAND EXPERIENCE

#### Gold – Virgin Mobile UAE and Start Design

Start Design helped Virgin Mobile UAE launch itself as a fully digital, mobile service – a world first. In developing the user experience for this new platform, Start carried out a comprehensive brand analysis and gathered transactional, profitability, behavioural and attitudinal research to create a total Virgin brand experience for customers. To show that its mobile experience could be the ultimate customer service experience, Start introduced the service through a digital campaign and a variety of interactive promotions in Virgin Megastores, third party retailers and a fleet of pop-up trucks to bring the platform to users.

The new experience was a first for the UAE, as well. Notorious for its complicated telecommunications infrastructure, Virgin Mobile UAE is one of the few to put the customer first in terms of its service, and its brand design. The design-led and customer focused approach to its business model led to 235,000 pre-registrations for the service, prior to launch.



#### Silver – Piramal Group and Brash Brands

Piramal Group commissioned Brash Brands to promote luxury Mumbai condominium development, Piramal Aranya. Promoting the development's luxury amenities and activities, Brash's marketing suite was designed to create an authentic and immersive sense of the place through digital features, a promotional film, physical models and comprehensive pieces of print promotional material.



#### Silver – Roxy Cinemas and Ochre

Ochre was commissioned by Roxy Cinemas to make its existing Dubai cinemas more of a specialised experience. The agency provided a new interactive digital presence and a total redesign of the theatres from packaging to interiors, offering theatregoers a tiered choice of tickets that include different service options. Its new brand experience is one of old Hollywood glamour.



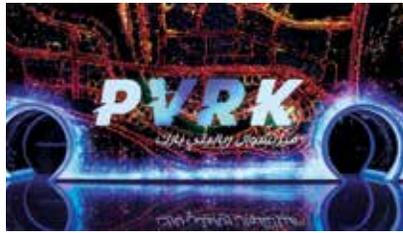


## CONTENT



### **Bronze – Abu Dhabi Sustainability Week Opening Ceremony: Masdar and TMH**

Abu Dhabi Sustainability Week (ADSW) and TMH used the theme of the 'butterfly effect' to design the awards ceremony for the 2018 Abu Dhabi Sustainability Week. Beginning the ceremony with a live social media event, featuring live video of audience members impacted by the winners, and releasing 1M paper butterflies into the audience in its finale, the ADSW awards provided an immersive experience for its attendees.



### **Bronze – Emaar and Latitude**

Emaar commissioned Latitude to establish a brand experience in the run up to the launch of its virtual reality theme park, VR Park. Connecting with universality, surprise and captivation through its multi-platform campaigns, Latitude created a 'Challenge Reality' campaign that incorporated everything from designed spaces, to films, signage and games.



### **Bronze – Prime Minister's Office and FITCH Design Consultants**

Recognising that using its Government Service Centres was unpleasant and bureaucratic, the Prime Minister's Office for the UAE commissioned Fitch to redesign its facilities. Offering bespoke in-person and digital registrations upon arrival in a newly welcoming space, Fitch was able to create a new experience that reflects the government's aim to have its citizens be 'Smart and Happy.'

### **Highly commended – Marriott International and JansenHarris**

## CONTENT

### BEST USE OF PACKAGING

#### Gold – Karmah and Unisono

With the need to create not just a new packaging system, but establish Karmah as a lifestyle brand, Unisono turned to recyclables and colourful patterns to get the job done. Working with Bahraini brand Bader on its lifestyle juice product, Unisono delivered a strategic framework for the newly renamed Karmah. The new name – ‘Karmah’ – means ‘the piece of ground which is used for growing flowers, fruits and vegetables’ in Arabic. The happy coincidence for the organic juice brand is that its name also sounds like ‘karma’ which has positive health and lifestyle connotations. The packaging is comprised of a monochrome pattern in charcoal and white with a complementary colour palette of cheery pinks and oranges. The result is a contrast between Karmah’s playful character and minimalism. The packaging is also fully recyclable – living up to the brand’s eco-friendly lifestyle objectives.



#### Silver – Feli’s Kitchen and JPd

Working in a sector rife with competition over brand recognition, JPd worked with Feli’s Kitchen on an adaptable, memorable brand and packaging system. Focusing first on frozen puff pastry, the brand introduced a character, Feli the Chef, onto the pack. Coupling his friendly, pastry smile with bright product packaging and a stylish white and red design, the brand quickly captured 25% of market share in its product segment.



#### Bronze – Lucas Bols, Henkes and Skyne

Longstanding spirits brand, J.H. Henkes, and its parent brand, Lucas Bols, worked with Skyne on consistent packaging to consolidate two brands, seven categories and four bottle shapes into one unified approach. The new system takes the best of the previous identity – tall bottles, a distinctive stork brand mark and elegant label design – and crafts a modern package for both whisky and gin products. The result has heritage, but is decidedly modern and consistent.





## CONTENT

### BEST USE OF WAYFINDING OR SIGNAGE



#### **Gold – Dubai Design District and Endpoint**

Wayfinding specialist Endpoint was commissioned to design physical graphics for the Dubai Design District, d3. The district is a hub for creatives and entrepreneurs but also a tourist destination, meaning that different stakeholders interact with its spaces in distinct ways. Endpoint designed place-making graphics to make it effortless for people to navigate the area through a clear zoning system, colour coded parking and digital location services. Its bold and modern design creates memorable reference points for the community.

The visual strategy incorporated Arabic numerals with westernised Arabic to craft a hybrid identity that spoke to both international and domestic audiences alike. The d3 mark is created from the Arabic number '3' and the westernised number '3' as a fully integrated solution. The clever approach has revolutionised the district, leading to a more vibrant visitor experience and a stronger local identity, complete with its own brand and wayfinding system.



## CONTENT

### BEST USE OF TYPOGRAPHY

#### Gold – Spectra and Ochre

Spectra isn't India's largest internet service provider but its broadband is the fastest, according to Netflix. To promote its quality, Spectra hired Ochre to redesign its identity. Ochre's priority was to brand Spectra as hip and futuristic, presenting itself as the David to India's Goliath internet providers. Together with Rick Banks from F37, Ochre designed a custom display typeface and typography system. Its youthful geometric typography is recognisable, scalable and lends itself to animation. One judge said, "Brilliant use of typography, and its use as the main visual language hero. This allows for the brand to stay consistent even with slight mistakes, as the forms and type work together seamlessly." The fresh approach allows Spectra to create a full brand system from its bespoke typography. The approach ensures consistency across the identity and allows for a sustainable, flexible approach to future developments and expansions of the brand.



#### Silver – Mubadala Investment Company and All About Brands

The Mubadala Investment Company (MIC) was formed from a merger of IPIC and the Mubadala Development Company. After the change, MIC commissioned All About Brands to update its identity. The new logo includes a calligraphic globe to indicate the brand's international ambitions, while the wordmark contrasts with precise modern characters forming 'Mubadala' in a generously tracked style.



#### Bronze – The Opus by Zaha Hadid, Omniyat and Fifth Estate

To promote the completion of Zaha Hadid's Opus building in Dubai, Fifth Estate created a typographic focused brochure. In tribute to Hadid's architectural style while remaining in-kind with the hotel's current manager, Melia, and developer, Omniyat, Fifth Estate used current-like curves and plays on negative space to create the characters forming 'Opus' throughout the brochure.



#### Highly commended – Karmah and Unisono



## CONTENT

### BEST PLACE OR NATION BRAND



#### Gold – Bimma Bay and Brand Lounge

Where the Gulf of Oman meets the Arabian Sea lies Bimma, a village 137km southeast of Muscat. The idyllic setting is home to a new development called Bimma Bay. Near a sinkhole that is a favourite of tourists and close to several lush wadis, Bimma Bay wanted to create an integrated brand story, place identity and visual system.

To do so, it worked with Brand Lounge, on a nature-inspired identity in which butterflies and the concept of metamorphosis took centre stage to describe the site's rejuvenating qualities. The wordmark uses a butterfly drawing to create intertwined hearts, deployed across a soothing palette of pale pink and charcoal. Imagery focuses on the beautiful natural environment and refreshing aspects offered by the resort. By taking a fresh approach to place branding in the gulf region, Bimma Bay focuses equally on the qualities offered by the natural site and by the development itself.



# Defining Brands of the Future

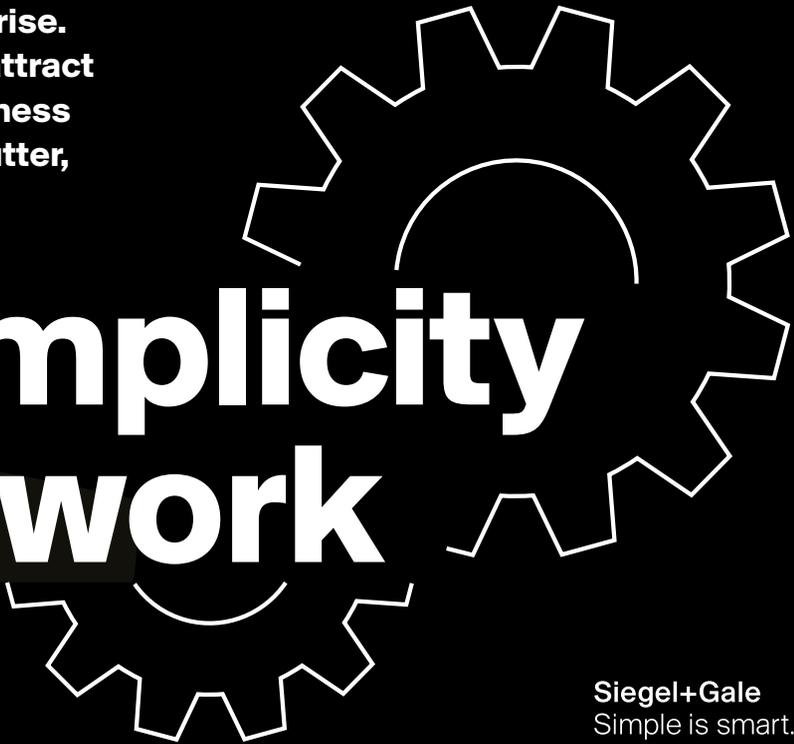
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## PROCESS

### BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT



#### Silver – ENBD REIT and Instinctif Partners

With an impending IPO on the NASDAQ Dubai index, the Emirates Real Estate Fund enlisted Instinctif Partners to generate increased brand awareness. Before listing, the fund was all but unknown in the media. Instinctif Partners developed a media strategy designed to ensure a successful IPO. The starting point for the communications campaign was a rebrand. Instinctif Partners renamed the fund to ENBD REIT (Emirates NBD Real Estate Investment Trust) and engaged in a high-impact media relations campaign. The IPO raised \$105m on the day of listing and a market cap of \$282.4m.

### BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



#### Gold – Injazat and Bellwether

After doing an internal audit of Injazat, Bellwether realised it needed to create an internal communications strategy for the company if its rebranding was to be successful. Employee shakeups and the familiarity of old processes had made the staff wary of changes within the organisation. To shift company culture into a performance-based and customer-facing model, Bellwether developed its 'Instigators of better' policy. Employees were empowered through communication initiatives to describe how the company could become better.

In this way, Injazat's employees were able to take ownership of the brand shift and identify themselves as the ones to instigate a change in the company's structure. As a result, employee pride in the business has increased by 12% and the internal culture is now more energised that it had been. Externally, the brand consistency has helped Injazat's customer conversion rate, boosting the bottom line.



#### Silver – Ras Al Khaimah Economic Zone

When the Ras Al Khaimah Economic Zone (RAKEZ) was announced, merging two free trade zones in the UAE, RAKEZ developed an internal strategy to ease the transition. The successful plan included town hall meetings, a rolling FAQ document, CEO breakfasts, a communications schedule, employee engagement survey, focus group sessions and a reiterative organisation-wide cultural audit.



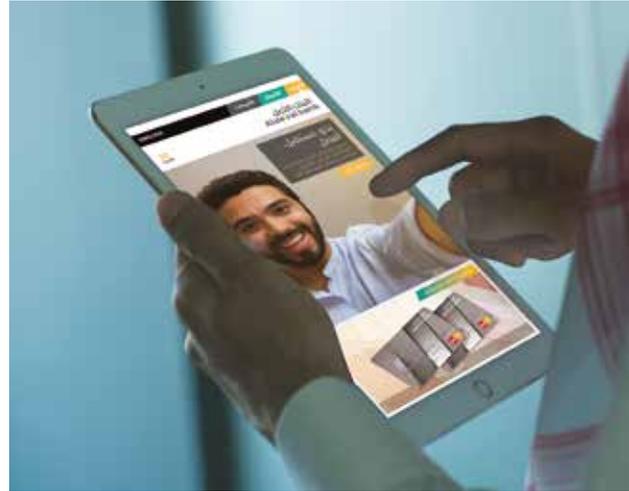
## PROCESS

### BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

#### Gold – Alawwal Bank and Landor

Landor was given six months to rebrand and relaunch the Saudi Hollandi Bank (SHB) as the Alawwal Bank. The bank wanted a refresh to mark its 90th anniversary but also to reposition itself as a bank for savvy Millennials without frightening the market with its name change. Besides the logistical challenges of replacing all of the bank's physical and digital pieces of collateral, the agency had to replace them all at the same time, overnight, for the launch. Landor achieved its goal, producing a TV commercial, print and outdoor advertising, and PR and social media campaigns, on schedule.

The result is a modern approach that updates the bank without losing the previous brand's equity. SHB's yellow and green palette remains, though it is deployed across modern signage, personable and friendly digital platforms and a sleek new interior design. By focusing on the user experience and customer perception, Alawwal and Landor were able to transform SHB's brand, creating a modern bank for a more carefully targeted audience.



#### Silver – OMANTEL and Bellwether

Omantel has been the largest telecoms company in Oman for years, but it was losing market share. Bellwether streamlined its visual identity by changing everything except its logo to appear more youthful, designing new digital spaces and conducting internal and external workshops to ensure the new brand message was consistently enforcing its brand identity.



#### Bronze – Cakers and Superunion

The Cakers brand needed a boost to its reputation in order to increase the reach of its long-life baked goods. Superunion rebranded and repackaged the cake company as an accessible indulgence. After the rebrand, Cakers saw an 87% increase in sales and established itself in six new markets.



#### Bronze – Virgin Mobile UAE and Start Design

In launching Virgin Mobile UAE, a completely digital mobile platform, Start Design created digital user experiences, customer building initiatives in Virgin Megastores and other retailers, and pop-up events. Before launching, a beta version was released to prioritise quality over deadlines, during which time 235,000 people pre-registered for the mobile service.





## PROCESS

### BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT ACROSS MULTIPLE MARKETS



#### Gold – Careem and Bellwether

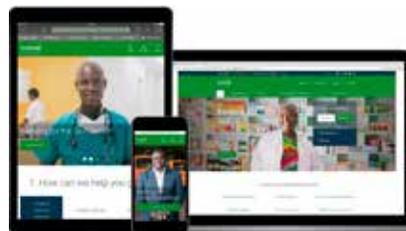
The rapidly growing car-hailing company Careem was operating across the Middle East, north Africa and south Asia but its branding was inconsistent and inflexible in different markets. To unify the brand, Bellwether played to its strengths as a personal, entrepreneurial, bold and trusted company to create a brand sense that has movement, variety, authenticity and confidence. Its updated identity was launched across all territories with a new logo and visual system of colourful flat 'swooshes' to be used alongside media images from any region and a comprehensive brand and photography guide.

By promoting a consistent approach across Careem's many touchpoints and territories, the brand is primed for better recognition and a stronger internal culture. The judges thought the exhaustive, comprehensive brand guidelines set this project apart. One said, "Really good work to brighten up the brand and add coherence across expression and markets."



#### Silver – Virgin Mobile UAE and Start Design

Start has been collaborating with Virgin since 1999, particularly with its Virgin Mobile brand. During that time, Start has helped launched Virgin Mobile in 12 countries, most recently with Virgin Mobile UAE. In all Virgin Mobile territories, Start has provided everything from asset supervision to complete design development and integration. In 2003, Start redesigned the Virgin masterbrand globally.



#### Bronze – Ecobank Commercial Bank and BrandComms

BrandComms created a campaign to promote Ecobank Commercial Bank. The strategy focused on educating and energising Ecobank's staff and developing a new advertising campaign behind the strapline, 'Share the vision.' The launch created a consistent, user-friendly visual identity that allowed for better communication and navigation across all of Ecobank's touchpoints.

#### Highly commended – Ecobank Mobile App and BrandComms



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## PROCESS

### BEST LOCALISATION OF AN INTERNATIONAL BRAND



#### **Silver – Virgin Mobile UAE and Start Design**

One of the world's biggest brands was faced with the challenge of launching a new mobile provider in one of the world's most complex telecoms environments. Virgin Mobile tasked Start Design, its longtime brand partner, to assist in developing a simple, customer-centric approach to its new UAE-based brand. Start worked within Virgin's existing brand values but ensured the new positioning would resonate with a UAE-based audience.





## STRATEGY

### BEST CREATIVE STRATEGY

#### Gold – Meraas and Wolff Olins

Though prolific throughout Dubai, Meraas didn't have the brand awareness of other developers. To shift this perception, Meraas commissioned Wolff Olins to develop a new internal and external branding strategy. In order for Meraas to become more of a B2C brand, Wolff Olins wanted to reposition the brand as a builder of interactive spaces that encourage healthy living and value inclusion and innovation. It created a new identity system, logo, brand events and launch campaigns, established partnerships and set up internal brand engagement sessions. In doing so, Wolff Olins was able to relaunch Meraas as an internally and externally clear brand, now fully engaging with the public.

Our judges called this rebrand "amazing," and said that it was, "Well structured, well executed and well tracked!" The result has made a difference to Meraas, allowing it to better express itself as a company and to better incorporate its developments into its master brand.



#### Silver – Virgin Mobile UAE and Start Design

In launching Virgin Mobile UAE, Start focused on the trust and convenience that would come from its totally mobile app. Start Design positioned Virgin Mobile as the antidote to the constant issues customers of other mobile services in the UAE faced, maintaining the Virgin brand through transparency, simplicity and customer inclusion.



#### Bronze – Gulf International Bank and Siegel+Gale

Gulf International Bank (GIB) has an established B2B presence in the GCC but lacked a strong brand identity. Siegel+Gale stepped in to grow GIB's stature as the only bank with a pan-GCC footprint. Its new identity materials, logo and website have refreshed and unified the brand, internally and externally.



#### Bronze – Roxy Cinemas and Ochre

To reframe cinemas as part of a glamorous experience, Roxy Cinemas teamed up with Ochre to create signature moments for the boutique cinema chain. Ochre created a new identity for cinemas that included digital and physical assets, interior renovations and bespoke dining experiences to invoke old Hollywood magic for cinema attendees.





## STRATEGY

### BEST BRAND EVOLUTION



#### Gold – Injazat and Bellwether

Injazat was created as a government technology service provider in Abu Dhabi, but had grown beyond its government remit. To expand the brand beyond its government associations, Bellwether realised that Injazat needed to be rebranded as a customer-facing company with a focus on performance and productivity. Changing this focus required a shift in internal and external perceptions. Bellwether summarised this new mindset by describing Injazat as 'Instigators of better,' a solutions based company that solves problems by asking 'Is there a better way?'

This brand evolution took the form of a new logo, website, mobile app, internal brand guide, simplified company architecture and company-wide brand workshops.

By focusing on every touchpoint, Injazat and Bellwether created a successful brand evolution. The new brand does not radically veer from the original, but updates it, allowing for a more flexible visual identity and a more modern use of imagery, digital and language. One judge said, "I love the internal focus of this strategy, recognising that the brand change can't happen if performance isn't addressed."



#### Silver – Cakers and Superunion

With Superunion, Cakers transformed its reputation from that of a low-market snack food to an 'everyday luxury.' It created a hierarchical approach to its offerings through a new personalised system for its product families that collectively enforced the identity of the Cakers masterbrand. A year on, Cakers' sales have increased by 87% and it has expanded into six countries.



#### Silver – OMANTEL and Bellwether

To enforce its market dominance, Oman-based telecoms company OMANTEL effectively worked with Bellwether to reestablish its brand. To do so, Bellwether developed an internal and external strategy that communicated relevance and youth through a unified visual and verbal identity, new user experience design for its website and app, and internal brand guidelines and workshops for its employees.



#### Bronze – Dubai Police and Brash Brands

To present itself as a progressive reflection of the government, Brash Brands was commissioned by the Dubai Police to rebrand its force. Conveying the police force as integral to the city's fabric, stability and connectivity, the new wordmark was designed to be minimal, approachable and flexible. Since its launch, the social media popularity of the Dubai Police has increased dramatically.



#### Bronze – Network International Solutions and FITCH Design Consultants

Network International, a leading payment solutions firm, commissioned Fitch to rebrand it as an innovative customer-facing provider. Fitch successfully repositioned Network International Solutions as dynamic and socially integrated by creating new identity assets and commissioning a different artist to display his or her work on the facade of Network's headquarters every three months.





## STRATEGY

### BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

#### Gold – Jumble – Landmark Leisure and TMH

Landmark Leisure commissioned TMH to develop Jumble, its immersive team game room company, as a distinct leisure offering in Dubai's saturated entertainment industry. TMH did a brand audit for the company, extensive research on its competitors and customer profiling to develop its strategy. Evoking curiosity and mystery, 'The Only Way Out Is In' became Jumble's tagline. New pieces of identity collateral amplified the brand through multimedia outdoor, digital and print experiences targeting the company's Millennial market into experiencing a real-world version of the virtual gaming experiences so many of them are familiar with. After two months, the return visitation rate of Jumble's site was up to 20%.

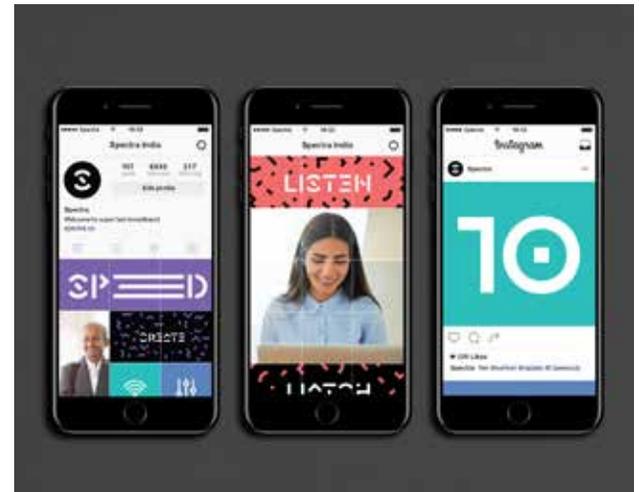
Our judges were bowled over by the new brand. One said, "Great stuff. And what a challenge! Super work," with another adding, "Great back-end work on the brand strategy and process to answer the challenge that brand poses."



#### Gold – Spectra and Ochre

Relatively new Indian-based internet provider Spectranet commissioned Ochre to develop its brand. Although Netflix reported that Spectranet has the fastest fibre connection in India, the company was not considered a major internet provider. Ochre did extensive company wide ethnographic research to understand what Spectranet could do internally to differentiate itself and better meet the needs of Indian internet users.

The company was renamed Spectra. It rebranded, partnered with content providers, provided wifi hot spots, extended its cloud service and improved its data security. Its new brand identity is usable, youthful and identifiable, finally matching Spectra's capabilities with its appearance and the qualities its users want. From the judges' perspective, Spectra was a winner due to the innovative and creative approach taken by Ochre and the brand's exciting and unusual, typographically driven visual identity. One judge said, "Love, love, LOVE the design. Really super. Well done."





## STRATEGY



### **Silver – Afreximbank and BrandComms**

Afreximbank has been a mainstay in financing across Africa for 25 years, but has never been customer facing. To revitalise its brand image, BrandComms positioned Afreximbank as vital and committed to 'Transforming Africa's Trade.' A new logo and brand assets were launched to emphasise the powerful by-Africa, for-Africa USP of the bank to large acclaim.



### **Silver – Kibo and Greenspace**

Kenya-based Kibo commissioned Greenspace to develop its brand strategy. Aiming to provide safe and reliable transportation for people, Greenspace developed a 'Go Do' plan for Kibo that appealed to the Kenyan desire to get things done and succeed. Its new assets include a brand formulation, website, advertising and retail units, all receiving positive feedback and professional acclaim.



### **Bronze – DMCC and Landor**

New Dubai district Uptown Dubai wanted to set itself apart as a 24/7 destination for businesses, residents and investors. Landor promoted the development's vision by creating a visual identity that evokes an energising force through blended, highlighted, colourful assets that seem to be growing, pulsing and emerging. Thus far, brand awareness has been strong.

### **Highly commended – AVIVO Group and Brand Lounge**



## STRATEGY

### BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

#### Gold – swyp and Superunion

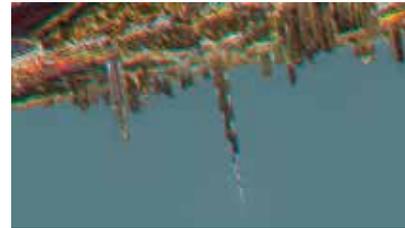
UAE-based telecom company Etisalat was an industry leader, but wasn't successfully targeting Millennials. Together with Superunion, Etisalat developed a new brand that connected with the lifestyles of 15-29 year olds. Superunion used its research to develop a new friendly, extroverted, adventurous and stylish brand, dubbing it 'swyp,' short for, 'So what's your plan?' swyp is identifiable as a tagline and also as a visual system of graphic swipes reminiscent of smartphone swiping across the brand's collateral. Since its digital and outdoor launch, swyp has become a preferred digital provider for Generation Y consumers in the UAE.

The judges thought Superunion's brand strategy for swyp was world-class and contributed to a well-executed campaign and approach to media relations. One judge said it was "a fantastic strategy with a very clever choice of name. The brand assets created around the brand work very nicely to extend on the name. The final results, which are incredibly positive, have proven that the campaign has worked very well."



#### Silver – Emaar and Latitude

Dubai-based entertainment leader Emaar wanted to reinforce its market position while promoting its new VR Park. Latitude created a 'double take' campaign for VR Park that evokes a physical and emotional response in consumers akin to the VR experience, all while maintaining Emaar's entertainment values of 'universality, surprise and captivation.' Initial response to the campaign has been widely positive.



#### Bronze – Ecobank Commercial Bank and BrandComms

To leverage its reach and cement its position in the hugely competitive African banking sector, Ecobank looked to BrandComms to promote its Ecobank Commercial Banking brand. BrandComms created an internal and external strategy to make the commercial brand distinct from Ecobank's retail-facing brand, promoting it in a print, outdoor and digital campaign. Early regional feedback of the rebrand has indicated high engagement.



#### Highly commended – evvoli and Brand Lounge



## STRATEGY

### BEST NAMING STRATEGY



#### Gold – Alawwal Bank and Landor

The Saudi Hollandi Bank is the oldest in the region but its name was outdated, harkening to a past in which it was heavily involved with the Dutch bank ABN-AMRO. Together with Landor, the bank renamed itself to reflect the current economic and social climate of Saudi Arabia. With over 70% of the Saudi population being under thirty, it made sense for its new incarnation to target Millennials, while linking itself with its original identity and presenting itself as truly Saudi focused.

Landor achieved SHB's goals by renaming it as Alawwal, meaning 'first' in Arabic, retaining the colours of SHB, and presenting its logotype using sleek, modern characters. The judges thought this was the right approach because of Millennials' individuality. One judge said, "A good strategic naming process that transforms the bank to serve Millennials and works well in marrying two languages."



#### Silver – Ras Al Khaimah Economic Zone and Brand Lounge

The Ras Al Khaimah-based government entity Ras Al Khaimah Free Trade Zone known as RAKFTZ was rebranded by Brand Lounge to be recognisable, distinct and open to an expanded remit. Its simplified new name RAKEZ is tied to its culture and geography, with RAKEZ meaning 'stable' in Arabic but also combining RAK, the acronym for Ras Al Khaimah and EZ, short for 'economic zone.'



#### Bronze – Bawabba and Fludium

Fludium rebranded Rookie Ninja to resonate more with its customers, as users didn't understand what the name meant. The company is an online portal connecting service providers with customers in India and the UAE. With its new name, Bawabba, it succeeds in describing the service simply – as Bawabba means 'portal' in Arabic – while reflecting the regional origins of the brand.



#### Bronze – ESO / #SPRINTforOMAN and OHI Leo Burnett

OHI Leo Burnett created an unconventional crowd-funded brand for the Environment Society of Oman. Designed to increase a regional interest in fitness, the brand had to have purpose, evoke action and earn its reputation online. The branding of #SPRINTforOMAN attracted 1,500 fans and \$40k in six weeks and has sustained itself as a presence in the region.

#### Highly commended – SGRF / Rakiza and OHI Leo Burnett



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## BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



### Gold – Mubadala Investment Company and All About Brands

All About Brands was commissioned to develop a unique new identity for Mubadala Investment Company after the announcement of the company merging with IPIC. The new identity is bilingual so that it reaches both local and international audiences alike, introducing a new era for Mubadala. All About Brands designed guidelines in order for consistency to be achieved across the brand, applying the new identity to stationery, websites, advertising and sponsorships, among others. The creative communications agency also created an innovative logo that became instantly popular. The wordmark reflects the seriousness of the financial industry in which Mubadala operates, while at the same time, displaying its unconventional approach to partnerships and business.

According to one judge, Mubadala's rebrand had "a nice and refined execution which clearly has an international appeal with a subtle Arabic reference. A challenge in this region is to combine both English and Arabic languages cleanly, and this identity achieves it."



### Silver – Ras Al Khaimah Economic Zone

UAE free trade zones Ras Al Khaimah Free Trade Zone (RAKFTZ) and Ras Al Khaimah Investment Authority (RAKIA) merged to become RAKEZ. After doing an extensive brand audit, RAKEZ's newly developed identity was successfully rolled out in an internal communications strategy and external print, digital, outdoor, radio and PR campaign, gathering extensive media and social media coverage.



### Silver – Ras Al Khaimah Economic Zone and Brand Lounge

The Ras Al Khaimah Free Trade Zone (RAKFTZ) and Ras Al Khaimah Investment Authority (RAKIA) overlapped in objective and location, often confusing investors. Together with Brand Lounge RAKFTZ and RAKIA merged as the Ras Al Khaimah Economic Zone (RAKEZ). The merger made for a stronger investor proposition without cannibalising either organisation.



## TYPE

# BEST BRAND DEVELOPMENT PROJECT TO REFLECT CHANGED MISSION, VALUES OR POSITIONING

### Gold – Meraas and Wolff Olins

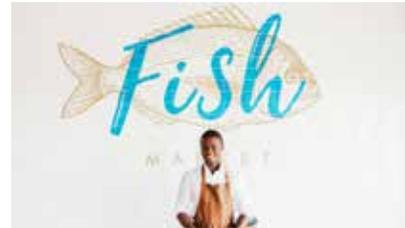
Meraas, a Dubai-based developer, found that Dubai's residents were looking for more places to gather and feel a sense of the city's collective community. Most weren't familiar with Meraas, so to capitalise on this trend, it decided to reposition itself as a B2C brand. With Wolff Olins, a signature set of identities was created as place-makers for Meraas' neighbourhoods with a unifying style that clearly conveys their place within a wider brand.

The rebrand consisted of everything from a modern new logo to a vibrant photography style to a positive sonic identity. Through participation, diversity and creativity, Meraas established itself within the industry while maintaining its own distinctive identity. The judges agreed that Meraas' change was remarkable; one said, "Clever branding, simple yet effective, modern yet maintaining the prestige of the brand." Since the brand launch, public awareness of Meraas has gone up 19.1%, its website traffic increased by 290% and its neighbourhood foot traffic has increased by 21.2%.



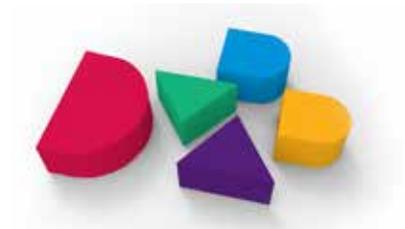
### Silver – Radisson Blu Hotel, Dubai Deira Creek and Havoc Creative

Radisson's 25-year-old Fish Market restaurant hadn't been updated since opening and its revenues were sharply decreasing. Havoc rebranded the restaurant, while maintaining its legacy, to appeal to new customers. The restaurant's original colour palette was retained but more blues and greys were added throughout the visual identity. Since relaunching, the restaurant's revenue has increased by 23%.



### Bronze – DXB Entertainments and Landor

DXB Entertainments is an investment company specialising in entertainment. It wanted to convey its expertise and eagerness to pursue new profitable ventures. Under the mantras 'entertainment is serious business' and 'seriously entertaining,' Landor created a fun new brand that can be taken apart and used in a variety of applications, appealing to external and internal stakeholders alike.



### Bronze – Network International Solutions and FITCH Design Consultants

UAE-based Network International is a leading payment solutions provider in the Middle East and Africa with global ambitions. To expand as a B2B and B2C brand, Fitch successfully developed an awareness campaign for the company including a new brand identity and a programme to engage local artists by displaying their work on the front facade of Network's headquarters.





## TYPE

### BEST BRAND CONSOLIDATION



#### Gold – Meraas and Wolff Olins

Despite its huge development footprint and successful neighbourhood creation, Meraas suffered from poor brand awareness. To enter the conversation in which its louder competitors were dominating, Meraas enlisted Wolff Olins to create a more prominent brand. Worse than losing out on awareness though, Meraas also suffered from misattribution of some of its neighbourhoods to other developers. A new approach to its brand portfolio was necessary.

The diverse portfolio of brands – successful and prominent in their own right – were consolidated under the redesigned Meraas master brand. The brand strategy revolved around Meraas' role as a developer of connections between people, places and possibilities. Uniting the brands behind a black and white mark, each logo was comprised of the development name and a unique icon. The result is a more carefully aligned brand with each development expressing its distinctive character.

Brand awareness increased by 19% as a result of the change and the fresh visual identity has been expertly deployed across Meraas' developments.



#### Silver – Abu Dhabi National Oil Company (ADNOC) and All About Brands

After a merger of its three operating companies, the Abu Dhabi National Oil Company (ADNOC) commissioned All About Brands to develop a more cohesive master brand. Uniting the sprawling business behind one brand and one culture required an evolution of the company's existing brand equity alongside the introduction of a stronger, unified strategy. The resulting ADNOC visual identity has increased the brand value by an estimated \$3m and aligned the internal culture across the group.



#### Bronze – GFH and Unisono

Bahraini real estate developer GFH turned to Unisono to reconsider its internal brand structure after the initial group rebrand. A new brand vision helped set the tone for the system, which needed to both leverage the core brand, but also provide unique identities for sub-brands. The result is a flexible system that relies on a core colour palette of red, black, white and charcoal, as well as the GFH wordmark, to tell a consistent story about the brand.

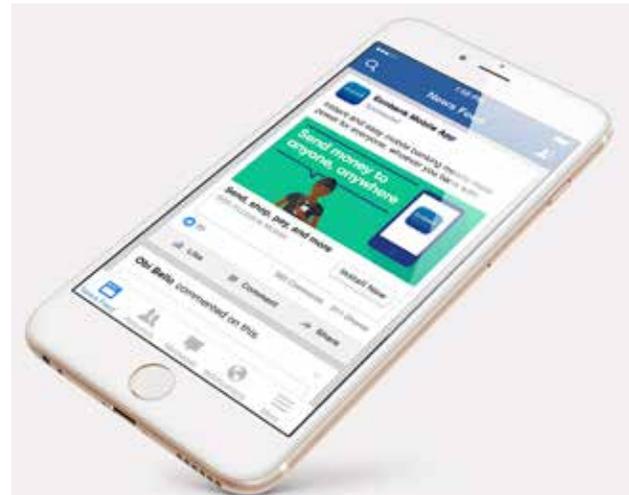
## TYPE

### BEST REBRAND OF A DIGITAL PROPERTY

#### Gold – Ecobank Mobile App and BrandComms

Ecobank collaborated with BrandComms to rebrand Ecobank's mobile app, a shift that has been key to substantially boosting both downloads and usage. With the digital age taking over every industry, mobile banking has become the major concern of every bank, making competition exceptionally hard.

After the successful app launch, BrandComms took the opportunity to inform the customer about the app's full range of old and new features and benefits, via a social media campaign using tutorials and illustrated digital assets. BrandComms highlighted Ecobank's app functionality by showcasing the option of opening an Xpress account on the app and the ability to link Mastercard and Visa cards from other banks. BrandComms' goal was to humanise the app, produce a 'testimonial' feel, and put straightforward banking first. Following the push, Ecobank has nearly doubled its number of app downloads to date.



#### Silver – Virgin Mobile UAE and Start Design

Longtime Virgin collaborator Start Design developed a visual identity system for Virgin's new Virgin Mobile UAE platform. The new brand stays true to Virgin's master brand values of relevance and customer centricity, while conveying the total usability of the Virgin Mobile UAE platform. Promoting its launch in stores, pop-ups and online, the new brand acquired 235,000 registrations before launch.



# Purple & Gold\*

## Our two favorite colours

\* Unisono's strategic branding work has won **10 Gold, 15 Silver & 7 Bronze** awards at Transform Euro & Mena

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## SECTOR

### BEST VISUAL IDENTITY BY A CHARITY, NGO OR NON-PROFIT

#### Gold – Special Olympics World Games Abu Dhabi 2019 and All About Brands

Recently, Abu Dhabi has made an increasingly greater name for itself as a global sports hub. One of its next major international events will be the Special Olympics World Games Abu Dhabi 2019. To capture the excitement, passion and character of the event, the Special Olympics LOC tasked All About Brands with its brand development.

The identity began with inspiration from traditional Emirati culture. Khoos – or palm basket – weaving provided the starting point for the patterns used in the World Games and the 2018 Special Olympics MENA Games. The logos incorporate the Special Olympics symbol, but also lend a sense of place to the event brands. With an external communications strategy designed to boost brand awareness, the flexible, authentic identity has already caused a stir. Its vibrant, colourful and human approach will provide a successful backdrop for the World Games in 2019.



#### Silver – Government Accelerators and Bellwether

With an ambitious national agenda for 2021, the UAE has tasked its newly developed Government Accelerators platform with carrying out its vision for the future. The organisation turned to Bellwether to implement a graphic, spirited and dynamic identity that would help propel the Government Accelerators to success. The result is a 3D-feeling identity that combines personality with modern professionalism.



#### Bronze – ESO / #SPRINTforOMAN and OHI Leo Burnett

A crowdfunded platform supporting the Environmental Society of Oman, #SPRINTforOMAN, wanted to increase participation and establish a people-centric identity. OHI Leo Burnett worked with the movement on a social-ready, shareable and eye-catching visual system that unites participants with the environmental causes supported through their efforts.





## BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



### Gold – Euro University of Bahrain and Brand Lounge

Brand Lounge was tasked with branding the township around the Euro University of Bahrain (EUB) and the university, all to be launched in 2020. Brand Lounge needed to balance the vision of growing a uniquely European staffed and styled university with promoting its Bahraini heritage and place within the GCC. To accomplish its task, Brand Lounge combined an homage to the 'Euro' symbol and colours of the Bahraini flag into the EUB logo and continued the Bahraini flag colours into all the identity visuals for the towns.

Brand Lounge painted a picture that showcased the township as a community that brings people together. The brand reflects the university's high educational standards, while at the same time promoting its proximity to home for a large part of the target audience. The new identity celebrates Bahrain's heritage by using the red from the nation's flag, while featuring a standard 'E' to evoke images of the 'Euro' symbol to create a simple, yet inspiring, visual identity.



### Silver – Emirates Flight Training Academy and James Brand Strategy & Design Consultancy

With a global pilot shortage, Emirates launched its own flight academy. To brand the Emirates Flight Training Academy (EFTA), James Brand Strategy & Design Consultancy did an audit of the Emirates brand, strategised and conducted workshops to successfully create a comprehensive brand including identity visuals and guides on tone and language.



## SECTOR

### BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR

#### Gold – ADSB and James Brand Strategy & Design Consultancy

For more than two decades, Abu Dhabi Ship Building has played a major role in enhancing UAE's maritime security abilities and building supply vessels. Due to the major worldwide alteration of the shipbuilding industry and increased competition within the market, Abu Dhabi Ship Building partnered with James Brand Strategy & Design Consultancy to reinvent its business strategy and expand its business. Abu Dhabi Ship Building's portfolio now includes oil and gas services, commercial shipbuilding and maintenance, repair and overhaul and consulting services.

With the company moving forward, its identity could not be left behind. James Brand Strategy focused on the brand and market to revamp the business and position it more successfully within the changed market. The result is a brand positioning that makes the company personable and reflects what Abu Dhabi Ship Building stands for: 'Driving maritime excellence together.'



#### Silver – Centrifuge Equipment Services (CES) L.L.C and JPd

Centrifuge Equipment Services (CES) worked with JPd to create a comprehensive brand identity that would be independent from its parent company. The new brand identity showcases the quality of service the company provides, as well as the advantage of decreasing internal outflow, allowing for future development.



## SECTOR

# BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



### Gold – Gulf International Bank and Siegel+Gale

A longstanding, yet small player in the financial services market in the GCC, Gulf International Bank (GIB) needed to up its brand game to inspire confidence and redefine its identity. Siegel+Gale decided to use those seeming weaknesses as strengths in the brand's new strategy. Instead of seeing the small stature as a negative, it determined that the bank was the only player present in all six GCC nations. Instead of falling into the traditional financial services stereotype of being bureaucratic and slow-moving, it found GIB was agile and fresh thinking.

The resulting identity is exciting, yet trustworthy. Eschewing the traditional reds and blues of the sector, Siegel+Gale deployed a golden yellow colour alongside grey in the wordmark. That, coupled with a bias-cut 'i' letterform, craft the basis of the wider system, with slanted yellow shapes breathing life into the brand's touchpoints. The judges loved the rebrand. One said, "A beautiful redesign. Clean, clear and original. Excellently executed."



### Silver – Mubadala Investment Company and All About Brands

When Mubadala Development Company and IPIC merged to create Mubadala Investment Company, key stakeholders determined the need for a brand refresh. Enlisting All About Brands, the newly renamed Mubadala Investment Company implemented a turquoise, science-inspired identity that brings to life the company's outside the box thinking. One judge said, "A nice use of typography for the wordmark and understated use of calligraphy."



### Silver – Network International Solutions and FITCH Design Consultants

Payment solutions provider, Network International Solutions, worked with Fitch to create a young, energetic new brand to replace its staid and outdated system. The new wordmark is forward-moving and uses beautiful imagery of people, animals and graphic devices to make the brand more relatable. Our judges loved the modernity and successful brand update. One called it "an effective overall redesign."



### Bronze – Alawwal Bank and Landor

A spinoff from the well-established Saudi Hollandi Bank, Alawwal Bank targets mobile-savvy Saudi Millennials. Landor was called in to develop a name and brand that would feel premium but speak to a digitally savvy, young audience. The judges thought the naming strategy was a strong one as 'alawwal' means 'the first' in Arabic.



### Bronze – Inovent and Unisono

Bahraini investment firm Inovent had undergone internal changes that drove a new focus on brand. Unisono rebuilt the brand to improve the relevance of the legacy firm while also better embodying Inovent's culture and business strategy. The new identity is fresh, clean and simple. The judges called it "smart" and a "good evolution."

### Highly commended – Afreximbank and BrandComms

## SECTOR

# BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

### Gold – Mexika and JansenHarris

In creating the first authentic Mexican taqueria in Riyadh, JansenHarris had a blank slate in terms of design. And it filled that slate with colour. Our judges commended the Mexika brand, with one judge saying, "Really love this! The logo is so nicely done with the intricate detail giving a real Mexican feel in an effective, simple way. The vibrant use of illustration and bold colours work really well. Such a fantastic, fun solution!"

The brand concept revolved around the idea of a pick 'n' mix menu, an idea that extended throughout the visual identity. The hand drawn wordmark is instantly indicative of fun. Its playful letterforms draw on chilis, piñatas, skulls and other Mexican designs to bring the brand to life. The takeaway packaging and menu development expanded these drawings into a full system of patterns and typographically driven touchpoints. Staff uniforms are a sophisticated mix of modern, hipster-inspired design and only subtly indicative of traditional Mexican dress.



### Silver – dusicD2 kenz hotel Dubai and JPd

JPd developed the idea of an 'urban escape' for dusicD2 kenz hotel and its Mediterranean restaurant, Ostro. The elegant wordmark, restaurant interiors and handcrafted menus contribute to this feeling of escape.

With the goal of creating a loyal base of customers, the launch received attention from Dubai-based influencers, ensuring it had a strong initial social media following.



### Silver – La Ville Hotel and Suites City Walk, Dubai, Autograph Collection: Marriott and TMH

Dubai wine bar Grapeskin opened in Dubai's City Walk after working with TMH on a newsprint-inspired, fresh approach to branding. Belying the traditional wine bar tropes, Grapeskin boasts retro imagery, a loft-like yet rustic interior and wordmark, and a cohesive tone of voice. One judge called it, "One of the most beautiful identities I have seen in a long time."



### Bronze – Viceroy The Palm Jumeriah, Dubai and TMH

Using its striking location on the 13th floor of the Viceroy on the Palm in Dubai, TMH's brand development for wine bar Elevate used typography to influence design. The 'a' and 'v' in the brand name became the central brand devices, along with a luxe colour palette and asset design. The judges lauded the elegant, simple and luxurious approach.





## SECTOR

### BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICALS SECTOR



#### Gold – AVIVO Clinics and Brand Lounge

With a name that derives from the word 'avivar,' meaning 'to brighten lives,' Avivo Clinics is a newly established premium brand that aims to do just that. Brand Lounge took the new name as the source of inspiration for the company's overall branding, promoting bees and honey as the source of life and developing a honeycomb-inspired logo. The honeycomb references the connection between the teamwork and dedication bees put into making honey and the role of doctors, nurses and stakeholders who are 'care-bees,' striving for excellent care for patients around the world. The logo's hexagon shape shows change and connectivity, while the teal colour palette inspires comfort and tranquility. Avivo Clinics' new brand identity focuses on creating cultural and visual coordination. The company's new brand is tangible proof of a simple idea turning into a purposeful, yet aspirational story, becoming an instant success within the industry.



#### Silver – DermaOne and Unisono

DermaOne is a Bahrain-based dermatological firm considered as 'the Bentley of skin beauty and care.' With the help of Unisono, DermaOne has built a culture that supports its vision and showcases its personality. By choosing a simple typographic approach, an uplifting colour palette and a whorl pattern, the brand inspires sophistication and simplicity.





## SECTOR

# BEST VISUAL IDENTITY FROM THE MINING AND EXTRACTIVES SECTOR

### Gold – Emirates National Oil Company (ENOC) and Brash Brands

The Emirates National Oil Company (ENOC) is one of UAE's largest and most significant organisations which influences numerous industries, daily. With that in mind, Brash Brands designed a brand identity to unite the business, integrate its services and shed light on the nature of the brand for potential partnerships. ENOC is much more than just a petrol station and Brash Brands' goal was to showcase that, changing its reputation along with people's perceptions.

After intensive research to measure the brand's equity, Brash Brands determined that the rebrand would have to avoid estranging the company's audience while still evolving its identity. Thus the brand's image and message were overhauled, while honouring the company's heritage. The new visual identity was evolved to reflect the idea of 'more.' Graphic devices showcase motivation and evolution, while the secondary features are added with a minimalist approach.



### Silver – MINERALS DEVELOPMENT OMAN and OHI Leo Burnett

Mineral Development Oman (MDO) is a major contributor to the mining industry in Oman, but its identity was dated. It worked with OHI Leo Burnett on a new visual identity that features a blend of the geometric patterns found in Oman's minerals and a colour palette inspired by the captivating hues that give minerals their texture and beauty, thereby connecting the brand with the natural resources of Oman.





## SECTOR

### BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR



#### Gold – Platinum VA (PVA) and JPd

Platinum VA (PVA) is a virtual assistance company that has pioneered the offering of outsourced professional admin services for the corporate consulting companies in the UAE. In order to overcome challenges that held the company back from further development, PVA collaborated with JPd to reinvent its brand identity.

JPd executed a thorough industry study, which gave insight into the competition and the target audience. The analysis helped with the establishment of a brand positioning that addressed key areas of concern. One main focus of the rebrand was to clarify the nature of virtual assistance services to its potential customers. The rebrand also aimed to create a distinct identity that would promote the company's evolution and growth. PVA's rebrand has received an incredibly positive response from the industry, making the company's vision a reality.



#### Silver – Total Solutions and Skyne

Due to its quick expansion, Total Solutions Middle East (TSME) – a compliance, corporate governance and HR services provider – suffered from an overly complicated product and service portfolio. Skyne was tasked with organising and simplifying its portfolio, to design a strong brand strategy, and to come up with a consistent visual identity.



#### Bronze – Ataraxia DMCC and Ellae Creative

Global energy company Ataraxia tasked Ellae Creative to reestablish its positioning and reinvent its identity. Ellae Creative designed a visual identity that reflects the brand's core values. The new identity promotes Ataraxia's reputation as an accomplished and trusted brand in the oil and gas industry.

## SECTOR

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

### Gold – Meraas and Wolff Olins

In the UAE, property development is a booming industry. But, that industry relies on brand awareness and perception in order to thrive. For Meraas, a major developer, its brand wasn't strong enough to represent its work and its visual identity was getting drowned out by competitors and its own sub-brands.

Wolff Olins stepped in to offer a solution. Radically changing the company's approach to brand, the new system uses a monochrome palette and individual icons to designate the master brand and sub-brands. It means that every Meraas development now looks and feels like a Meraas development. The judges thought this solution was excellent. One said, "Brilliant piece of work, bold, confident and disruptive." Another added, "A great example of how the form of the master brand works for all the sub brands within the portfolio creating a unique, yet collective visual style."



### Silver – Hayat Island, RAK Properties and Fifth Estate

With the aim of bringing a modern brand to a traditional area and attracting an Emirati audience, Hayat Island had to deliver on its brand. Working with Fifth Estate, RAK Properties – a developer in Ras Al-Khaimah – developed a 'magical moments' inspired visual identity. The result is a sophisticated, modern approach targeted at the local audience. Our judges thought the use of bright colours helped this work stand out. One added that this was "a nice fresh, youthful approach to a tourism brand."



### Silver – The Opus by Zaha Hadid, Omniyat and Fifth Estate

Integrating three distinct brands under a new umbrella proved an apt challenge for the Fifth Estate, when working with the Opus by Zaha Hadid. Using typography as a connecting thread – and using thread-like patterns throughout the typography – the brand has a luxurious, chic feel. Our judges thought the typography and use of imagery made this rebrand a success.



### Bronze – Bahrain Investment Wharf and Unisono

The Bahrain Investment Wharf needed to woo businesses, but was being let down by a brand that didn't have relevance with an international audience. The resulting rebrand, developed by Unisono, caught the judges' eyes for its clean presentation, credible implementation and positive improvement.



## BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



### Gold – Teleworks and Bellwether

The Saudi Arabian government recognised that its economy was not making full use of the country's talented people. To encourage more effective – and flexible – employment, it implemented a programme called Teleworks which provides Saudis with remote working opportunities. But, the organisation's original brand looked too similar to another government initiative, Freelancer. Teleworks then worked with Bellwether to redevelop its brand.

The new brand deployed a three layered icon to represent three segments of jobseekers: males, females and persons with disabilities. The system is completed with a colour palette of blues and greens and a consistent series of applications. The judges thought the approach successfully achieved the brand's goals and made for consistent, strong touchpoints. The design has also been made ready for physical and digital application as the logo works particularly well, both as an app icon and in wayfinding and signage.



### Silver – Dubai Police and Brash Brands

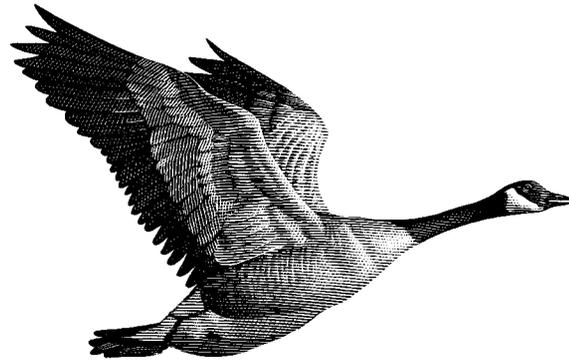
Since the 1970s – when Dubai Police's brand and cultural guidelines were implemented – Dubai has transformed from a nascent city in a windswept stretch of desert. Now, its police force is responsible for a massive, thriving, global city. It turned to Brash Brands to develop a new brand, culture strategy and ethos. The resulting visual identity is aptly Emirati, but well-suited to operation in one of the world's urban hubs.



### Bronze – MINERALS DEVELOPMENT OMAN and OHI Leo Burnett

Oman's natural resources are a national treasure – for industry and tourism. Using that asset to the benefit of Minerals Development Oman, OHI Leo Burnett crafted a mineral-banded identity that unified the company's current role and its future in industry. One judge said it was a "clever and sophisticated representation of minerals in the logos and brand identity."

### Highly commended – SGRF / Rakiza and OHI Leo Burnett



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## SECTOR

### BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



#### Gold – Safahat and Skyne

Safahat, the UAE's new retail destination for Japanese stationery, gift items and paper products, appointed Skyne for the development of its brand strategy and identity. Following research about Safahat's objectives, competitors and potential customers, Skyne realised that despite Safahat's success, the company lacked a clear brand positioning and customer engagement. To combat that, Skyne used a distinct Japanese aesthetic, brush calligraphy, in communication and identity design, catering to Safahat's target audiences. The brush stroke of this iconic form of art is expressive and fascinating, and could even be considered poetic, which enhances Safahat's creative expression. The circle, a shape that reflects perfection, strength and elegance in Japan, was also featured, enclosing the company's name written in Arabic calligraphy. To establish a genuine connection between Safahat and its UAE-based audience, Skyne focused on their needs and wishes, creating customer personas for families, art and design lovers, students, and the corporate buyer.



#### Silver – Wetin You Need? and Ellae Creative

Online store Wetin-U-Need collaborated with Ellae Creative to support its vision, progress and evolution. The 'Wetin you Need?' brand platform was built by incorporating the brand's promise, value plan and shared values, creating a comprehensive brand strategy that reflected the brand's contribution to improved sales and overall business profits.



#### Bronze – Al-Futtaim Motors (Toyota) and Greenspace

Greenspace's long-lasting working relationship with Al-Futtaim Motors, along with the agency's experience benefited Greenspace's production of distinctive branding for the auto retailer. The tagline 'Passion for Better' became the inspiration for the interior architecture and the new touchpoints for both human and digital engagement.

## SECTOR

# BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

### Gold – Spectra and Ochre

Spectra has young and determined owners who aspire to bring a new kind of broadband service to India. They tasked Ochre with the development of a new visual identity. As part of this strategy and brand redevelopment, Ochre shaped a new identity for the company that is both elegant and trendy without sacrificing functionality.

Apart from its effort to comprehend not only the business, but the whole industry as well, Ochre used design-thinking and ethnographic research techniques to get an insight into the Indian target audience and the place the internet has in their lives. An innovative brand, with a custom-built typeface, – designed by Ochre in collaboration with Rick Banks of F37 – created the foundation of a system where typography is the focal point. This has helped the brand to differentiate itself, catch people's attention and become recognisable.



### Gold – swyp and Superunion

Recognising the UAE's transition into a youth-driven country, telecommunications company Etisalat tasked Superunion with the development of a brand addressed specifically at those aged 15-29. Superunion assigned its 'Youth Brand Generation Committee' to lead the project, which consisted of designers, strategists and project managers aged between 22-27. Using technology, the new visual identity relies on a strong digital experience, achieving Etisalat's goal of attracting a young audience and becoming an appealing lifestyle brand.

Superunion created the name 'swyp,' an acronym for the new tagline, 'So, what's your plan?' showcasing the way customers interact with the product. 'swyp' was also inspired by the spontaneous hand gesture used to interact with devices. Reaching the 'now generation,' Etisalat offers a modern, vibrant and current digital positioning, brand strategy, tagline, name, identity and visual language.



### Silver – Virgin Mobile UAE and Start Design

Start Design partnered with telecommunications company Virgin Mobile UAE to create a 'new VM platform' and establish the company's positioning in the market. Start kept in mind the company's promise to 'make mobile simply better' and built that ethos into the design of all customer touchpoints.



### Bronze – Injazat and Bellwether

Injazat was created to provide IT support and services to the Abu Dhabi government. As the importance of technology has grown, so has the role of Injazat, making rebranding essential. Bellwether presented the new face of the brand, created synergy and enabled it to shift perceptions.





## SECTOR

### BEST VISUAL IDENTITY IN THE TRAVEL, LEISURE AND TOURISM SECTOR



#### Gold – Rest Republic and Latitude

Offering a new kind of luxury experience focusing on accessibility, ease of use and great service, Rest Republic needed a brand strategy that would reflect its novel thinking. It worked with Latitude to craft a brand that would stand out from the crowd in Dubai and be as rebellious as its intended audience. The resulting 'Rebellious perfection' strategy aptly describes a luxury experience for a different kind of traveller.

Coupled with that strategy, Latitude implemented a logo that is, in itself, rebellious. In the 'RestRepublic' wordmark, the 'Rest' is upside down. With built-in flexibility for application around the world, the new visual identity has heaps of personality. Social applications and digital implementation make use of the brand's quirky, beautiful image library. The tone of voice similarly features a cheeky, yet not patronising approach. As a luxury hospitality disruptor, the rebellious brand strategy equips Rest Republic to take on the world, one 'legally stolen' coffee mug at a time.



#### Silver – Emaar and Latitude

Upping the entertainment game in Dubai, Emaar launched the VR Park – an indoor virtual reality experience in the Dubai Mall. Emaar worked with Latitude to create a visual identity that wouldn't be too tech-focused, but would still generate enthusiasm for the concession. The result is an unusual wordmark comprised of a colour pattern and cut-out letters. Applications use the effect that 3D imagery has when viewed in 2D to evoke a sense of immersion.



#### Silver – Roxy Cinemas and Ochre

In Dubai, everything is an experience. Thus, cinemas had to offer more than just the opportunity to watch a film. Roxy Cinemas, and developer Meraas, worked with Ochre to create an experience-driven brand for the theatre chain. The visual identity harkens back to the art deco period of cinema design, but ensures a modern approach to experience development and implementation.



#### Bronze – SalamAir and From6 Communications

For the development of Oman's first budget airline, From6 Communications worked with SalamAir on a brand that would resonate with Omanis and an international audience alike. The visual identity draws on colours found in Oman's natural environment and patterns inspired by local art and architecture to create a distinctly Omani brand.



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**BEST OVERALL VISUAL IDENTITY**



**Winner – ADSB and James Brand Strategy & Design Consultancy**

After 22 years of successful operations in the UAE’s capital, Abu Dhabi Ship Building (ADSB) recognised the need for change. A shift in shipbuilding away from the Middle East, new opportunities in shipping services and a more international client base, proved the company’s existing brand not fit for purpose. The ADSB’s previous visual identity featured a staid navy and gold colour palette, a rigorous typeface and poor digital flexibility.

The ADSB tasked James Brand Strategy to help develop a new approach. The first step was to minimise the association simply with shipbuilding, thus the ADSB was born and the strapline ‘Beyond shipbuilding’ introduced. The consultancy focused on simplicity in its design of the new ADSB logo – rendered in two formats including a wordmark and a brand icon.

That simplified approach helped reshape the business from the inside. In the wordmark, the ‘B’ can be replaced with various icons depicting the ADSB’s other services. The system is further developed to include a pattern that is drawn from the lines of various ship designs. A new library of photography and video helps bring the brand to life as the imagery replaces tired photos of ship cutouts. The new website is simple, easy to navigate and differentiates between the ADSB’s various services with ease.

Between the updated brand architecture, the flexible visual identity and the introduction of a new brand ethos, the ADSB is now prepared to engage with a broader, internationally focused future. This impactful and bold rebrand wowed judges and is a worthy recipient of the 2018 ‘Best overall visual identity’ award.





## GRAND PRIX



### Winner – Meraas and Wolff Olins

Despite its portfolio of prominent developments, Meraas had stayed out of the spotlight, unlike its competitors. That meant it was all but invisible to customers, investors and visitors. The cohesive rebrand developed by Wolff Olins included the introduction of new brand principles, a comprehensive internal communications campaign and a brand architecture solution that provided consistency, which to that point had been missing from the brand system.

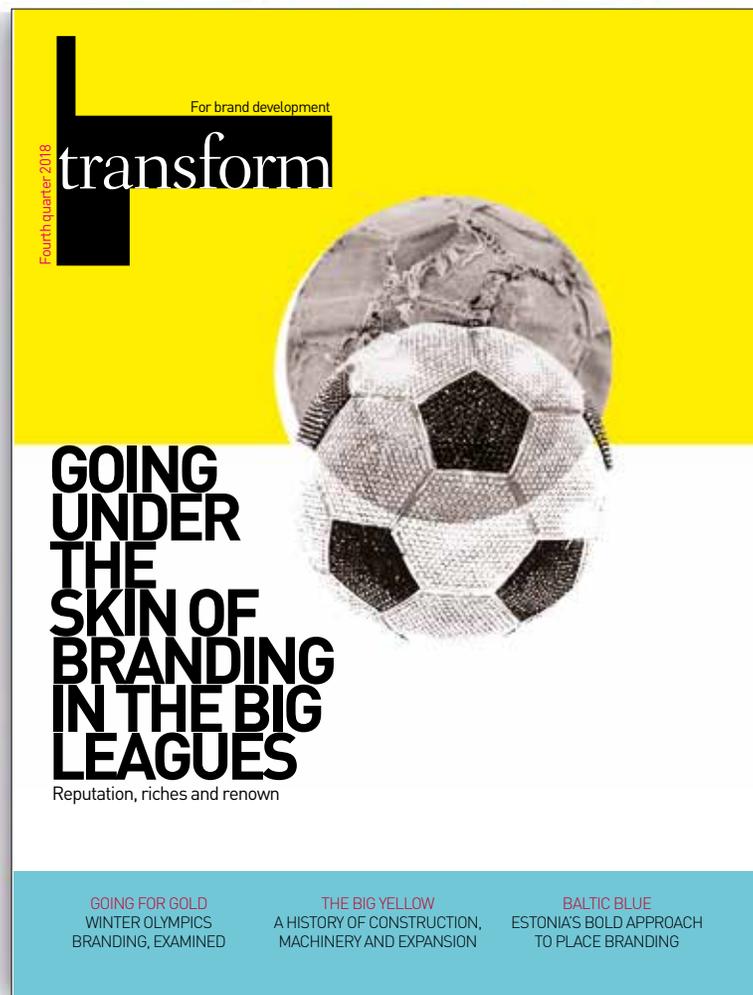
The new approach focused on Meraas as a connector – of people, places and ideas. Not only did that give Meraas the opportunity to engage in creative new projects, but it also allowed the brand to talk about itself with confidence for maybe the first time. The core of the rebrand was a new brand architecture that redefined the internal structure of the business, and resulted in a visual identity change that helps to differentiate Meraas from the rest of the market. A vibrant photo library, coupled with a distinctive monochrome system helps the brand stand out. But its true success lies in the implementation of unique icons for each development, and for the Meraas masterbrand. That has given Meraas a stronger identity and raised its brand awareness.

The business has since experienced a 19% increase in brand awareness and a 21% increase in footfall. The brand website has also seen a boost – not just in viewers, but in clicks through to the careers page. This comprehensive rebrand exemplifies the impact an effective brand can have on a business' success.

"I'm very impressed with Meraas' work," one judge said, "What's amazing about it [is] that they made sure their brand strategy, look and feel have been translated in the execution, that is the most important factor for me." The rebrand of property developer Meraas by Wolff Olins is a deserving winner of this year's 'Grand prix' award.



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