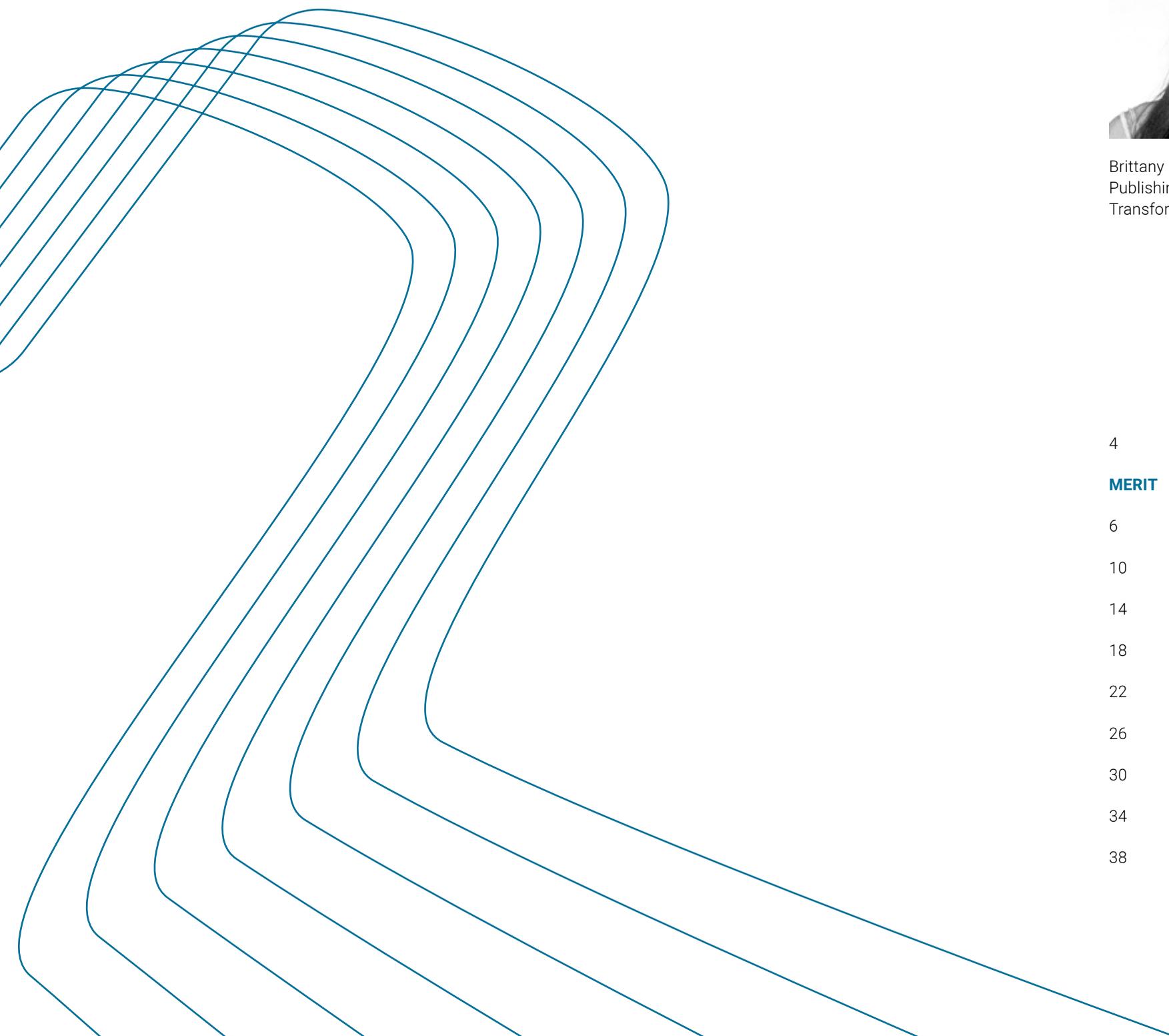




2018

transform  
young  
contenders



Brittany Golob  
Publishing editor  
Transform magazine

Transform magazine covers rebranding and brand development, strategy, design and creative across Europe's brand industry, and beyond. It's always rewarding to see the ways in which the industry is developing and maturing, proving with more confidence its value to businesses. It's even more exciting to celebrate some of the industry's leading lights.

The Young Contenders celebrated at this inaugural event are changing the branding industry for the better. They're making an impact on their own businesses while pushing for better creative communications more broadly. This year's 'Strategist of the year' and 'Creative of the year' are true shining stars. Louise Branth, of Interbrand, named 'Strategist of the year,' has exhibited a non-stop commitment to strategy and brand development that has helped Interbrand and its clients to achieve more. Emma Grecnis, Baxter & Bailey's designer and the 'Creative of the year,' has put a considered approach to design to work for clients, achieving contemporary, timeless and assertive work in the process.

To all of tonight's Young Contenders, congratulations on being recognised. But, this is only one step in your journey toward changing the brand industry for the better. Transform magazine is pleased to be able to join in celebrating with you.

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**CREATIVE OF THE YEAR**

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# Judges



**Emma Beckmann**  
President, CEEMEA, Landor

Emma is president, CEEMEA at Landor. She works out of London overseeing offices in Dubai, Istanbul and Moscow and is responsible for building the business across this region. Emma has been with Landor for 24 years and has worked across a number of markets, including Germany, where she was responsible for leading corporate branding programmes for DAX 50 companies, as well as Erste Bank across CEE, TNK-BP and S7 rebrands. In 2012 she moved to Moscow to set up Landor's Moscow office.



**Sholto Lindsay-Smith**  
Chief executive and founder, Industry

A founding partner of Industry, Sholto has over 25 years of consulting experience in branding and communications. He has worked extensively across Europe, the US, Asia Pacific and the Middle East. Sholto spent his early career in public relations working for global firm Citigate. He spent 10 years as a director of a global brand firm and then spent five years as managing director of one of the fastest-growing brand firms in the UK, before setting up Industry. Sholto holds a BA in social psychology and an MSc in public relations.



**Jon Marshall**  
Partner, Pentagram

Jon is an industrial designer whose work fuses product design with strategy, branding, packaging and digital experiences. He joined Pentagram as a partner in April 2018, after beginning his professional career working for Ross Lovegrove. In 2003 he joined Barber & Osgerby as Studio Director and developed some of the studio's iconic furniture and product designs such as the De La Warr Pavilion Chair, Tab Lamp and the London Olympic Torch. In 2012 he co-founded industrial design consultancy Map.



**Marie-Therese Cassidy**  
Executive creative director, FutureBrand

Marie-Therese has held leadership positions in design studios and branding consultancies for over 10 years. She has worked for Futurebrand for the past four years, having previously been creative director at Dragon Rouge. Marie-Therese holds a BA in graphic design from the Glasgow School of Art.



**Philip Davis**  
President, EMEA, Siegel+Gale

Philip leads the global strategic brand consultancy Siegel+Gale in EMEA. Based in London, he's behind the people, the work and the firm's belief that complex brand challenges can be solved through simple, unexpectedly fresh strategies, stories and experiences. His career combines a rich and varied background that spans journalism, advertising and brand consulting. Like everyone at Siegel+Gale, he believes that simple is smart.



**Duncan Shaw**  
Co-founder and executive creative director, Living Group

Duncan has over 20 years of brand and marketing experience. During this time, he has gained insight into many of the current communication challenges within the financial, professional services and technology sectors. Duncan is responsible for the development of new accounts and continued client relationships, strategic planning on large client projects, as well as the day-to-day management of Living Group's fast-paced businesses in New York, London and Hong Kong.



**Cathal Smyth**  
Executive director (digital), Superunion

With a background in international relations, Cathal has been a digital communicator since 2000, helping organisations in the UK, eastern Europe, North America and Middle East to develop fresh and authentic ways to engage with their stakeholders. Cathal leads Superunion's digital offer, trying to enable the widest range of audiences to truly experience brands, making sure that the agency continues to push the boundaries of digital experience, providing strategic advice to clients, and leading significant digital projects.

# Tyler Berry

Art director, Brand & Deliver

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Merit



**“Tyler is a huge asset to B&D. His ability to create exciting work while adhering to a brief has led clients to trust in him and allowed our independent agency to produce world-class work. He’s also a big influence at life at B&D, running our social committee and helping make it an appealing place to work so we can keep attracting top talent. His energy and enthusiasm are unparalleled and I am thrilled to see him win a Transform’s Young Contenders award.”**

Ben Gallop, CEO, Brand & Deliver

**Among his work over the last year, Tyler led the development of a new brand for computing company AMD, dubbed Radeon Rebellion. The campaign not only took home a Transform Award, but led to a 7.1% increase in market share for a once-ailing client. In addition to his work for AMD, Tyler was promoted to art director at Brand & Deliver earlier in 2018. Judges thought Tyler showed excellent communications and leadership skills. “Tyler is the sort of designer every team needs,” said one judge. They thought his leadership potential would be of value to the Brand & Deliver team in the future.**

**What do you consider your biggest accomplishment in your career to date?**

It’s an amazing feeling to create work for huge companies like AMD, LG and Samsung and know that it’s having a measurable affect on a product’s success. But I think my biggest accomplishment is being here in the first place! By that I mean it was a really big risk for me to move to the other side of the planet to pursue the career I wanted. To have it turn out as well as I’d hoped is a fantastic feeling. It makes all the work I’m involved in all the sweeter and makes dealing with, let’s say, demanding clients that bit easier....

**What do you want your role to be in the future of the brand industry?**

The creative industry is always changing. And while there are always trends that crop up, I think we need to change with it or get left behind. With that in mind I think that rather than having far-reaching blinkered ambitions about specific roles or positions that could be derailed, it’s much better to be micro-ambitious and keep your options much more open. That said, I always lean towards a role where I can help teach (even) younger designers and would one day love to run my own company.

**Who is your dream client? Why?**

It’s tempting to see design as solely your own work but in truth we need clients who want to create exciting work. I’ve never had a wish list with particular brands I’ve dreamt of working for. As long as I can work with clients who want to innovate and push boundaries I’ll be happy. But if you really have a gun to my head, I’d pick Diageo for the product perks I’m sure they’d give me!

**What will being named a ‘Young Contender’ mean for you and your career?**

I’ve never really thought about myself in terms of age or as being young. Ultimately it doesn’t matter to clients how old I am, so I’ve just worked as hard as possible to produce the best work. That should be the same whether I’m 28 or 58. However, it’s a brilliant feeling to have someone recognise me as a Young Contender. It’s a pivotal milestone in my career and I think it can act as a platform for new targets. It’s something I’ll always be able to look back on and, in an industry that’s always looking forward, that’s a rare thing to have!

**What kind of impact can young designers and strategists make on the brand industry?**

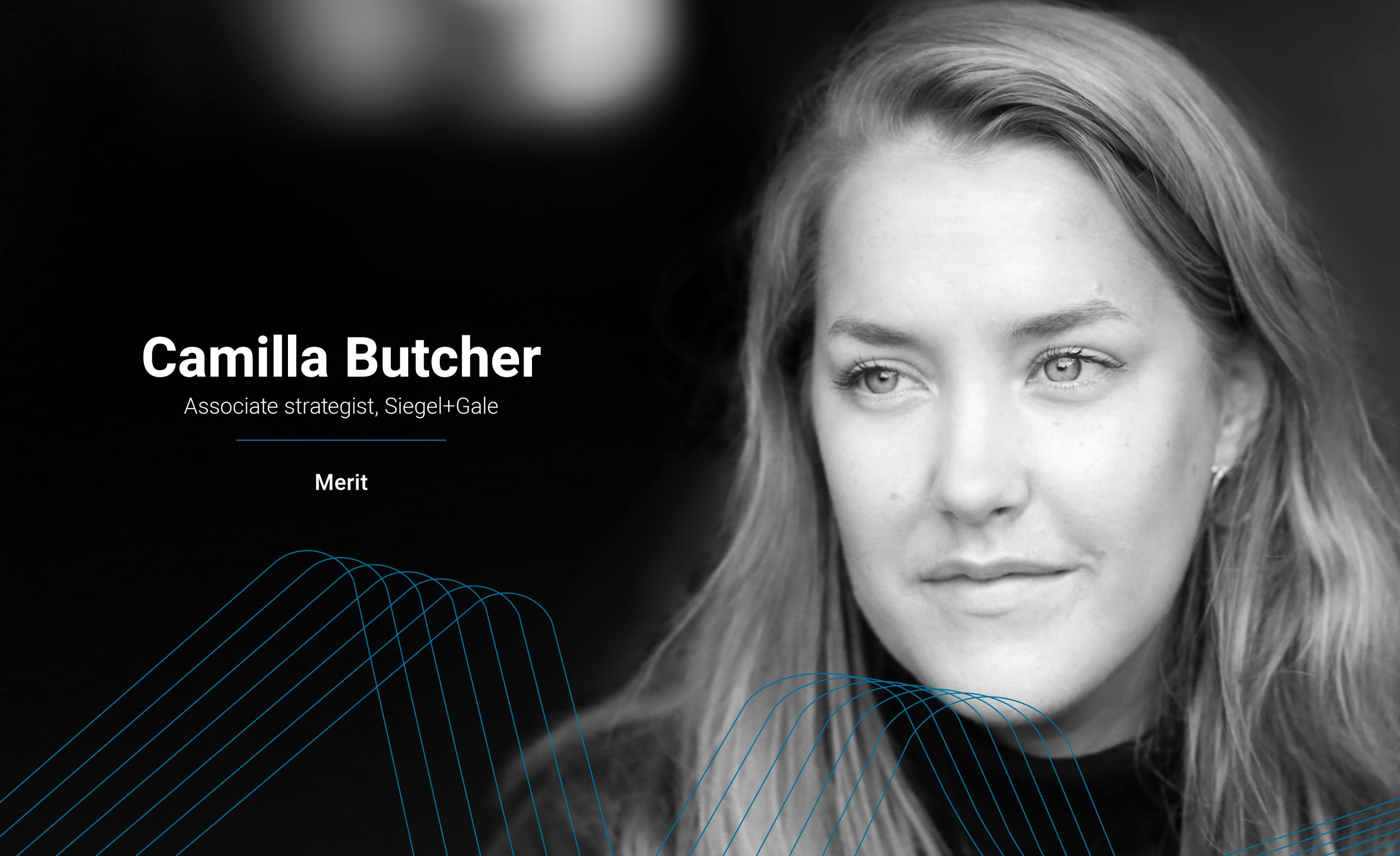
I think young designers have a few crucial advantages. We’ve not had years to get into habits and create rituals, which means we often come at things from a different angle simply because we haven’t done it before. I think broadly speaking, you’re less tied down with responsibility when you’re younger too. Sometimes we can just say ‘what the hell’ and try something totally new.

# Camilla Butcher

Associate strategist, Siegel+Gale

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Merit



**“Camilla is one to watch for the future and one to admire right now – a brilliant mind and talented artist – she combines an intuitive understanding of people with a business and brand-building acumen that’s impressive and impactful. No client challenge is insurmountable from the transformation of nations to the digital transformation of companies – and her clients feel this confidence when Camilla’s can-do spirit kicks in.”**

Liana Dinghile, executive strategy and development director, EMEA, Siegel+Gale

An inspiring young leader within the Omnicom organisation, Siegel+Gale’s Camilla Butcher has already made an impact within the company and for clients. “A bright young strategist with a lot to offer,” said one judge. “Camilla is someone who is going to be part of driving our industry forwards in coming years.” Camilla has been involved in the strategic development of a new name for one of her clients and is writing and leading on the strategy side for a new major client. One judge said Camilla is “an ambitious, fearless team player who wants to learn.”

#### **What do you consider your biggest accomplishment in your career to date?**

It’s something I contributed to rather than personally accomplished, but my work with Omniwomen, an internal initiative within the Omnicom network that drives gender parity in the workplace, has definitely been a highlight. The theme of this year’s summit was ‘take it on,’ with the goal being to get agencies to commit to making tangible and impactful changes. I supported the team in a workshop with members of senior management from across the different agencies, working to push ideas just that bit further. The responses speak for themselves – from the implementation of some of the most progressive maternity/paternity leave plans, to programmes that tackle unconscious bias head-on, like asking for blind CVs.

#### **What do you want your role to be in the future of the brand industry?**

First, I’d like to be someone that gives clients the confidence to really go for it when it comes to making bold decisions – whether that is through brilliant storytelling, delivering different experiences or even embracing new organisational models. There’s too much of what looks and sounds like the same stuff out there, when in reality so many businesses are built on remarkable, unique truths and have a genuine impact on people’s lives. Second, I want to support diversity in the workplace as much as I can. In my mind, it’s the only way truly inventive or creative thinking happens. Echo chambers are only going to get you so far. I’d like my role to be as someone who champions difference for clients and colleagues alike.

#### **Who is your dream client? Why?**

Tough question. I’m going to be difficult and say my dream client is probably someone I haven’t heard of yet. Getting to work with startups who are genuinely changing the game presents both a challenge and the reward of meaningful work. From technology, to fashion, to the charity sector there are so many great stories that need getting out there. I recently heard Kris Hallenga being interviewed, the founder of breast cancer awareness charity CoppaFeel! What she’s achieved is truly incredible. While her organisation is way beyond needing my help, I’d like to work with similarly passionate founders who are out there catering to unmet needs in new and imaginative ways.

#### **What will being named a ‘Young Contender’ mean for you and your career?**

It’s a bit surreal, but there’s no doubt it will grow my courage and conviction in the work I can do. It will be a great incentive to keep pushing myself to see what I can achieve in the coming years. I think it’s so important in this industry to avoid complacency and getting too comfortable. The landscape’s changing all the time, and so quickly, that you’re only able to continue to do good work if you can not only keep up, but also set the pace. I’d like to still hold the ‘Contender’ title even when the ‘Young’ bit’s long gone!

#### **What kind of impact can young designers and strategists make on the brand industry?**

Challenging conventional thinking is something young people have always done in any industry. It’s often up to the young designer or strategist in the room to ask ‘Why?’ or even ‘Why not?’ The generic labels we see all the time like ‘digital natives’ or ‘Generation Z’ really just illustrate how far removed the industry can feel from young people sometimes. The less we talk about them and the more we invite them into the conversation, the better.

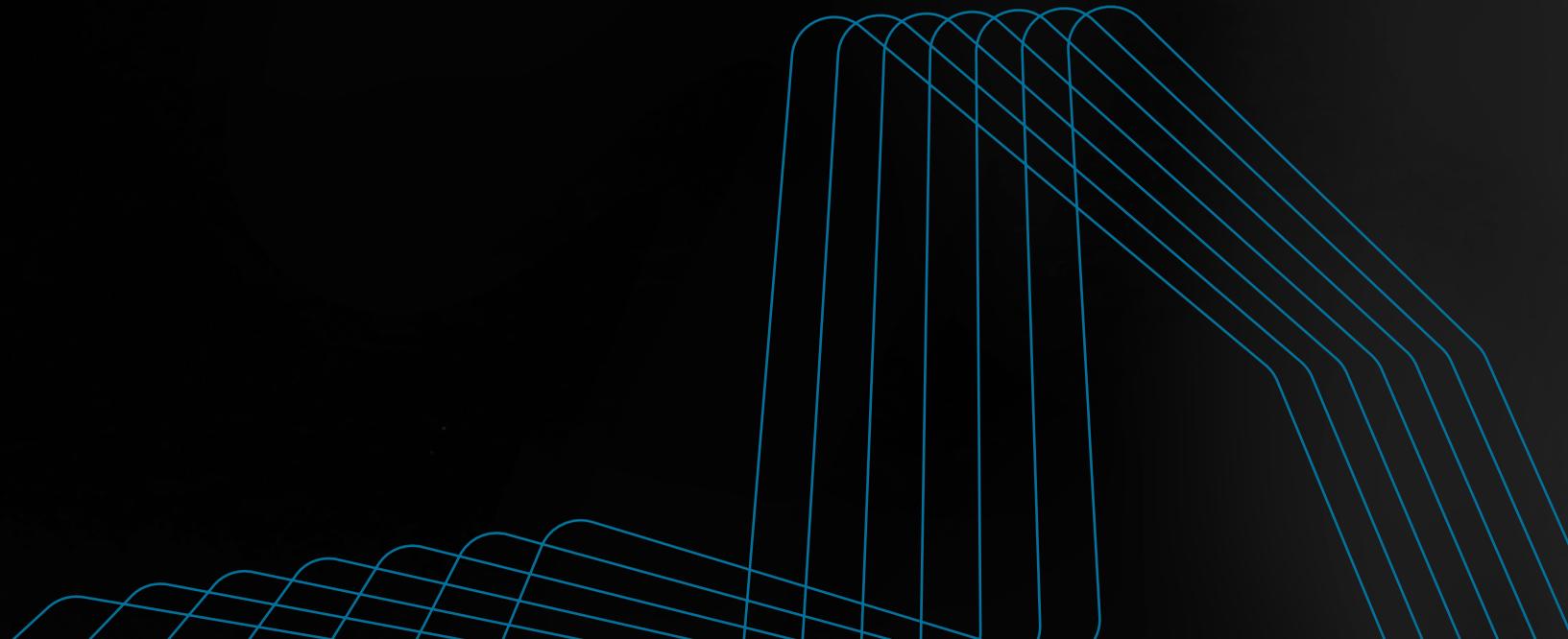


# Khristina Farrands

Senior designer, Coley Porter Bell

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Merit



**“Khrissie worked very closely with the Get Wonky team, becoming invested in our vision and vigilant in working to meet our requirements. She was quick to understand the concept behind our brand, and brought in our ethics of sustainability and reducing food waste. Khrissie took this to the next level, bringing fresh ideas to life such as reusing packaging for display units all whilst keeping a stylish outlook. Her passion for the project was evident throughout, and the Flawsome! brand allows our vision of reimaging the concepts of waste to shine through. Khrissie brought commercial and strategic awareness to the project, producing strong and bold designs that effectively communicate our brand identity. We couldn't be happier with her work!”**

Maciek Kacprzyk, co-founder of Flawsome!

**Following a recent promotion to senior designer at Coley Porter Bell, Khristina has worked on some of the agency's biggest accounts. However, her work on the brand development of a fruit juice manufacturer has seen her come into her own. But Khristina is not one to stop at the end of the working day. She has dedicated her time to pro bono work for the charity International Needs in support of those affected by the devastating 7.8 earthquake that hit Nepal in 2016. Her contributions wowed the judges. One said, “I love this designer's talent. Her pro-bono Nepal work is above and beyond.”**

**What do you consider your biggest accomplishment in your career to date?**

I would probably say winning this award is my biggest accomplishment. I remember being at university and just dreaming of being able to work in London in the hustle and bustle of the design industry, then with a lot of hard work and determination I made it to senior designer and now I get to work with great clients every day. I see all of these stepping stones as accomplishments, but being able to achieve something like this is amazing; it's going to take quite a lot to top it.

**What do you want your role to be in the future of the brand industry?**

The great thing about this industry is being able to have the opportunity to have a voice, to give opinions on current matters and to reach audiences that brands may have not been able to connect with before. I'd like to get to a place in my career where I can speak loud enough to bring those opinions to life through brands, and really make a difference to the future of brands; helping the industry to grow and evolve with the times.

**Who is your dream client? Why?**

For me, it's not about who the client is. It's the brand story that I'm interested in. Whether the brand is large or small, I have a passion for telling their stories and making a positive impact on the brand. I love giving brands the opportunities to bring their stories to life with real emotion and conviction (which, as we know, is an increasing demand from consumers). I'd love to work with a client that is willing to take a risk, try something out of their comfort zone and be prepared to invest a little to make that change happen.

**What will being named a 'Young Contender' mean for you and your career?**

The recognition for my hard work has given me the drive and confidence to keep pushing myself and my boundaries, and to see what I can achieve next. In this industry, it's easy to wonder if you're good enough, but now I know that my passion and determination can make my goals a reality, and who knows where it will take me. This award will act as a future reminder that I can achieve whatever I set my mind to, and that every set back is a lesson, not a failure. It will be my driving force as a designer.

**What kind of impact can young designers and strategists make on the brand industry?**

I believe improving the future of the branding industry is down to the young designers and strategists of today. We are continuously influenced and inspired by new technology, new ideas and new opinions. We have an increasing drive to learn multiple skillsets and push the boundaries of what is traditionally viewed as 'design.' This drive to make change and learn more is going to create a rich and diverse world of creativity, and I am extremely excited to be a part of that.

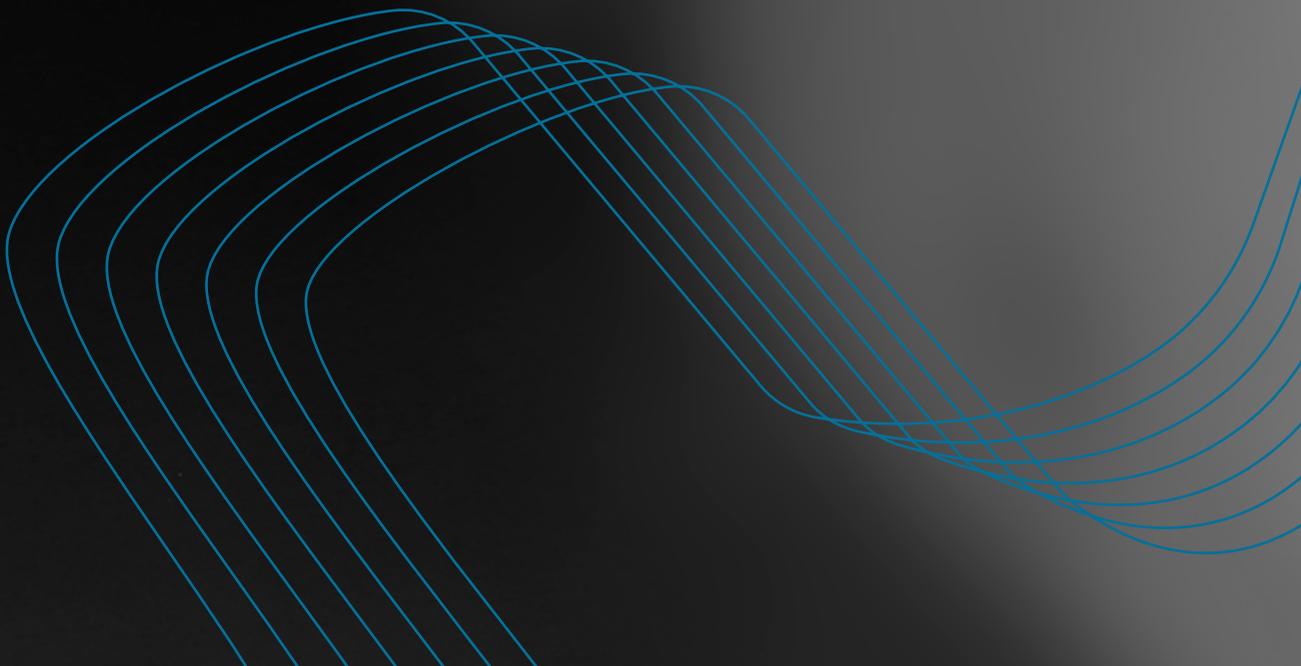


# Amber Hadley

Designer, Emperor

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Merit



**“Since joining Emperor almost a year ago she has firmly made her mark, not only with her clients, but with the studio and the wider Emperor teams. She flourishes in client meetings and a big part of her success is her infectious enthusiasm for what her clients are trying to achieve.”**

Tracy Gunn, creative director, Emperor

A promising young creative with a drive to become a leader in the industry, Amber was praised by judges for her ability to make a big impact with her clients and within the agencies for which she's worked. For four years at Salterbaxter she led, curated and developed the branding for an internal Innovation Day. Now at Emperor, Amber is applying her motivation to the agency's work with Channel 4 and other clients. Judges said Amber's motivation and enthusiasm for her work was infectious. “A passionate designer who is willing to take the lead on client projects and industry initiatives,” said one judge.

#### **What do you consider your biggest accomplishment in your career to date?**

It was being part of '4 All the UK', the biggest change to the structure of Channel 4 in its 35-year history, and helping kickstart the move from its London HQ to three other national locations. 'A Call 4 All' was born. It gave us the perfect creative platform to acknowledge the importance the whole of the UK would play in Channel 4's future. We produced a range of communications across print and digital, announcing the result with a short animation. Pressing that send button with the final locations was very nerve-racking, but also gratifying!

#### **What do you want your role to be in the future of the brand industry?**

Strengthen and deepen my strategic understanding of brands, and the social impact they can have. Carry on working with high profile clients, such as Channel 4, that have great scale and influence among society.

#### **Who is your dream client? Why?**

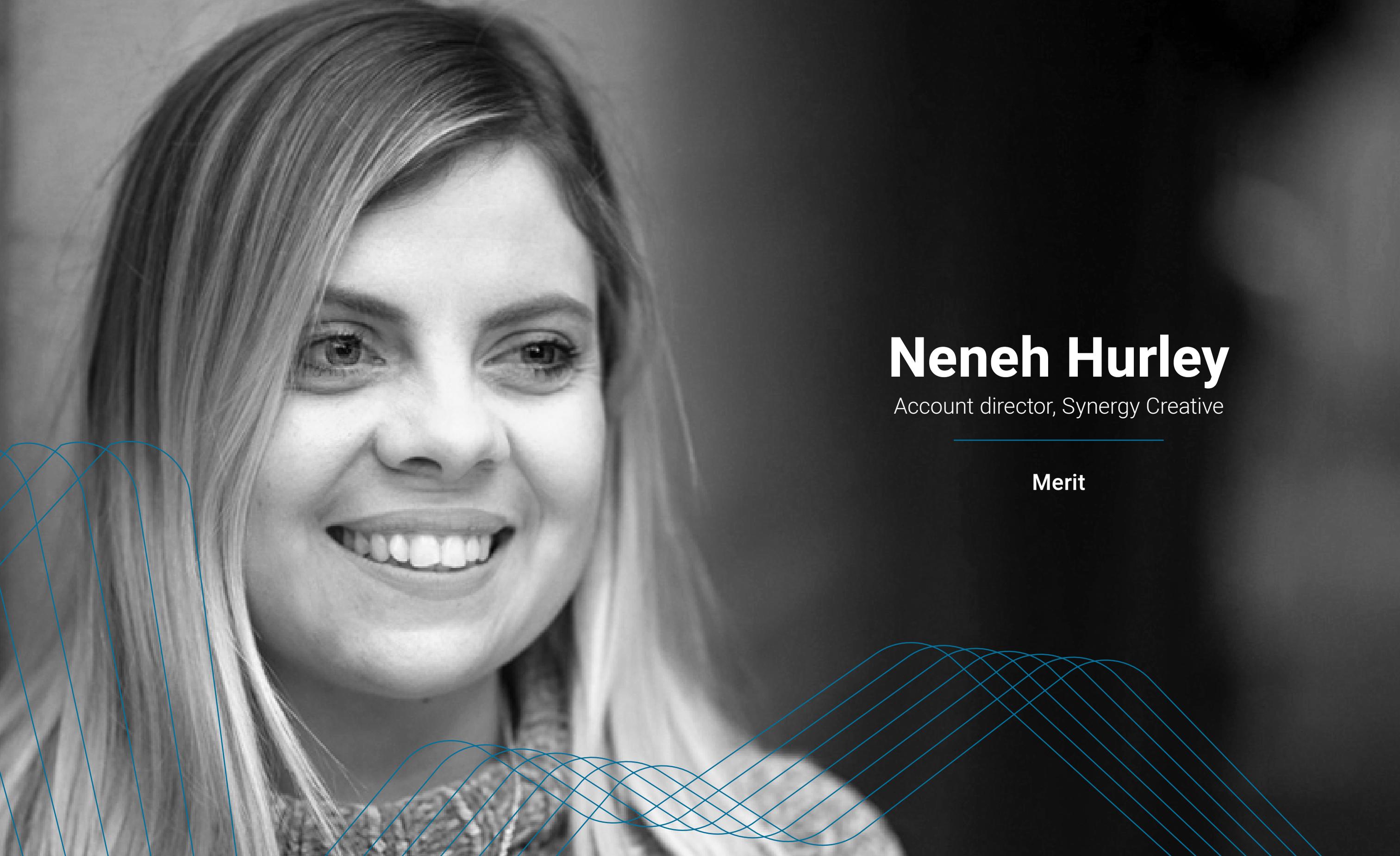
Tough question! I've always dreamt of rebranding a national newspaper, such as the Independent or the Guardian; an organisation that can make a tangible difference. Done well, it can engage an audience and have an huge impact on their lives and their outlook. I am also a huge fan of the craft involved in layout design, producing something effortlessly elegant. Creating something that's highly functional but needs to stand out from the crowd. I love the challenge and regimented process of working with a grid.

#### **What will being named a 'Young Contender' mean for you and your career?**

I'm keen to help Emperor step up our employee engagement initiative, and help deliver on one of our key commitments to 'give youth a chance.' Being named a Young Contender will enable me to not only achieve these aims, but help me guide and mentor some of the younger team members. A louder voice and increased confidence when working with current and new clients. Last, external recognition from well-respected industry peers providing a personal and professional boost to my career and skill development.

#### **What kind of impact can young designers and strategists make on the brand industry?**

More and more graduates want to work with organisations that are looking to solve critical environmental and social issues. They can bring ideas to the table that are relevant to today's challenges, and can shake up the traditional rules of engagement. Design now feels less elitist; young designers are ever more human-centred and multichannel in their approaches. Ultimately, design isn't about superstars, young or old. It's about teamwork, drawing on individual experiences, challenging each other for the greater good.



# Neneh Hurley

Account director, Synergy Creative

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Merit

**“Neneh is a talented and professional individual who always gives 100% to everything she does. She has really helped us to drive employee engagement at our company by coming up with innovative and creative ideas that test the boundaries, align with our brand, and deliver fantastic results. She ensures everything she does is delivered with excellence and gives 100% to everything she does. She has a very bright future ahead of her!”**

Laura Earle, senior internal comms manager, Experian

Account director at Synergy, Neneh has made a big impact in a short time with regards to Odeon's employer brand. Neneh's work for Odeon has won numerous awards including the 'Grand prix' title at the 2016 Employer Brand Management Awards. Judges were impressed with her work for Odeon. One called it, "inspiring and strategic." Judges also said Neneh's ability to deliver challenging, yet high quality work has allowed her to become a key member of the Synergy team. That sentiment is echoed by Emma Holland, client services director at Synergy, who said, "Neneh is one of the most tenacious and capable client services people I've met."

**What do you consider your biggest accomplishment in your career to date?**

Launching Odeon Cinemas Group's first ever internal vision and values. We'd never done anything like this with them before and it was amazing to see how much their people loved and embraced all of the activities and creative.

**What do you want your role to be in the future of the brand industry?**

To continue helping my clients to solve strategic challenges and engage and inspire their people.

**What will being named a 'Young Contender' mean for you and your career?**

It's lovely to be recognised as a Young Contender. In particular, it's great to shine a light on client service roles and show the impact we have on creative projects too!

**Who is your dream client? Why?**

John Lewis – Christmas is my favourite time of year and I'd love to work on their adverts!

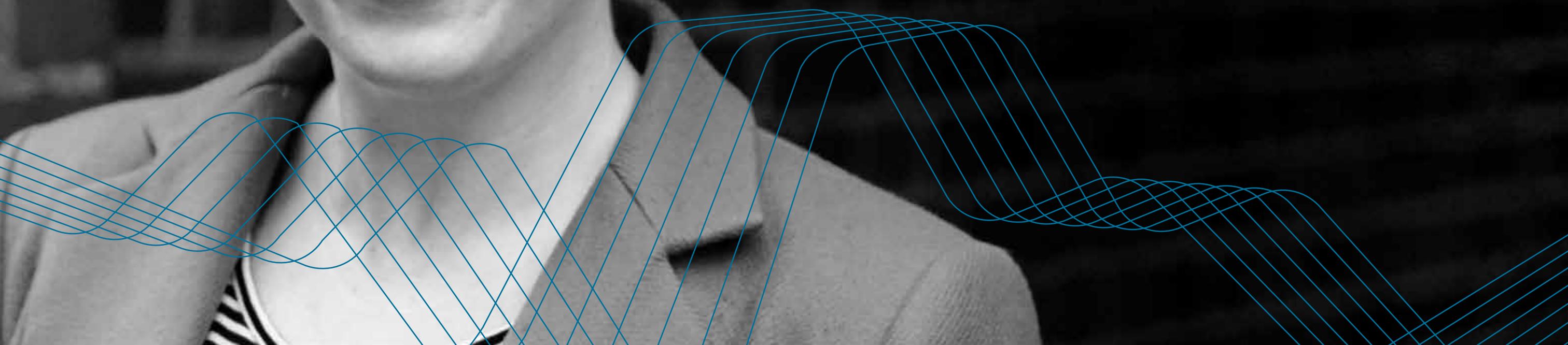


# Sarah Kelleher

Senior brand manager, Trustpilot

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Merit



**“I was a difficult and demanding stakeholder in our rebrand process. As the founder and CEO of the company, I was naturally quite emotionally attached to our old brand and feared the enormous work and resource to create something new might take resource away from other crucial priorities. I was honestly a little sceptical when Glenn [Manoff] told me he wanted to bring in Sarah to run the show. I knew her and liked her very much, but first thought she was too junior for the task and I only knew her as a customer marketing specialist. But I’m so glad he talked me into it! My vision for the rebrand was huge: to create a brand that defines the times we live in and that sets us up for a billion dollar valuation in the next two to three years. We’ve done exactly that and Sarah played an absolutely critical role in making it happen. It’s an impressive achievement that she should feel very proud of. I certainly feel very proud of her.”**

Peter Muhlmann, founder and CEO, Trustpilot

**In undertaking a massive rebrand for Trustpilot, Sarah was the crucial key to the project’s success. Trustpilot’s rebrand required Sarah to work across seven cities, with the leadership team and agency partner venturethree, and the external audience all with an indefatigable blend of enthusiasm, charm and positive energy. Judges were awed by Sarah’s achievements and the promise she shows as a brand strategist. One said, “I’m impressed with Sarah’s energy and determination. She has seen through a complex branding project as part of an in-house team and it sounds like her enthusiasm and passion has rubbed off on many colleagues and stakeholders at Trustpilot.”**

**What does Sarah consider her biggest career accomplishment to date?**

Sarah’s biggest career accomplishment has seen her transform her own career focus from customer marketing to brand strategy. Her passion for helping Trustpilot achieve its goals through a major rebrand has meant the project was a huge success. She helped the brand successfully retain 99% of its clients through the rebrand process.

**What does Sarah want her role to be in the future of the brand industry?**

Sarah hasn’t stopped since the rebrand went live. She is now working on a brand guardianship process that will help Trustpilot explore new horizons. She is instituting a collaborative brand management approach across the business and continues to rally people behind her indefatigable drive and energy.

**What will being named a ‘Young Contender’ mean for Sarah and her career?**

For Sarah, being a Young Contender is a recognition of her impact on the Trustpilot business. But it also gives her a foundation from which to build a successful career in the brand industry. Having begun in marketing, Sarah now has proved she knows her way around a brand development process as well.

**What kind of impact can young designers and strategists make on the brand industry?**

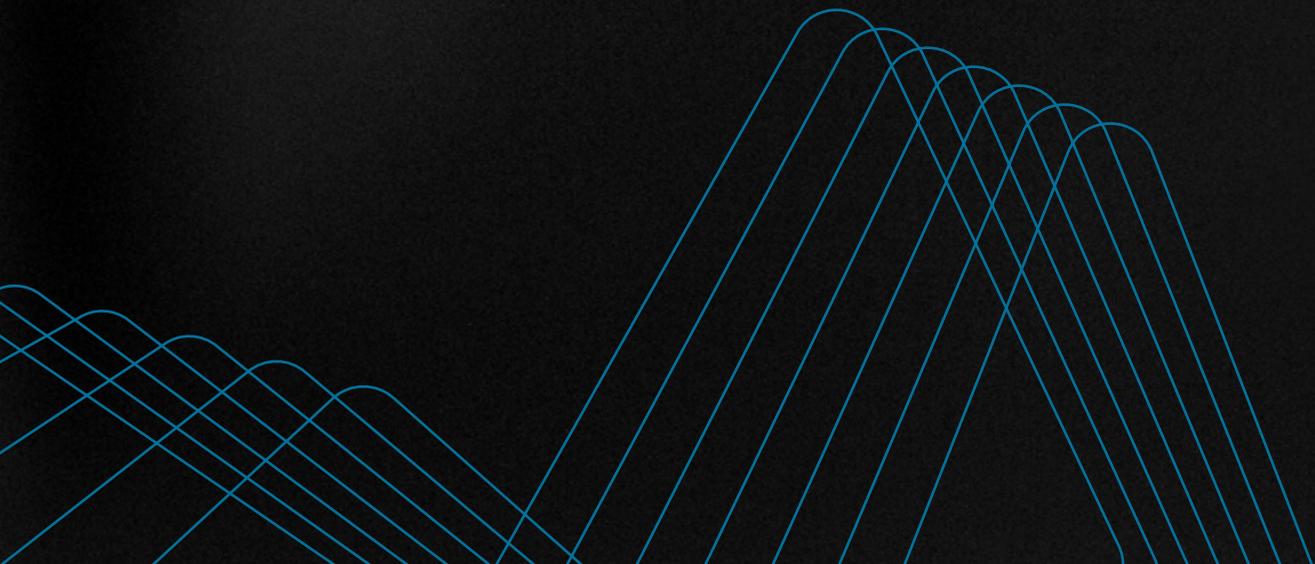
Sarah is proof that young designers are crucial to the brand industry. Her tireless enthusiasm and her ability to galvanise stakeholders across the business were crucial to Trustpilot’s success in rebranding. Young brand professionals can truly shape the way the brand industry will work in the future.

# Alessandra Mariani

Strategist, Fitch

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Merit



**“Alessandra’s energy is unbounded. She brings a fire hose of ideas to every meeting and takes an extraordinary amount of responsibility for someone also so focused on her work. Most impressive is how she conceived and took on the intern programme, recruiting and managing the new thinkers in our business. Her enthusiasm is infectious, internally and with clients, and I have great hopes for her future progress at Fitch.”**

Morgan Holt, chief strategy officer, Fitch

“Creative, strategic, hardworking...what else do you need?” said one judge about Alessandra. She impressed the judging panel with her seemingly boundless energy and passion for building a better world through branding. That drive has led her to implement changes at Fitch that will see the agency succeed in the future. One of those changes has been working more closely with Fitch’s interns. One judge said, “Its great that despite being young herself, she is also encouraging the generation below her by setting up an internship programme at Fitch.” Her enthusiasm for improving the branding industry as a whole makes her a worthy recipient of a Young Contender title.

#### **What do you consider your biggest accomplishment in your career to date?**

The success of a company is based on its ability to attract and select talents. An achievement I’m proud of is the creation of a global programme to ease the introduction of high potentials to my company. Its three step selection process includes:

- A face-to-face interview with each candidate
- A written assignment on changing consumer trends
- A final session to test the shortlisted candidates on a live project.

The process provides individual written feedback, so that everyone can take something away. On top of diving head first into client projects, successful candidates can also test their pitching skills to our senior management.

#### **What do you want your role to be in the future of the brand industry?**

I’m proud of being Italian. However, nowadays our country image is nowhere near the best of what we can offer. Think of all the high quality goods, destinations and companies that branding could revive and reevaluate. Italy abounds in excellence, but struggles to enhance its value. I chose to work in this field driven by the ambition and deep belief that branding could be a way to raise my motherland. My goal is to one day be in a position to drive change on a strategic commercial and social brand level – and, to borrow someone’s words, make Italy great again.

#### **Who is your dream client? Why?**

Ah, this one is tricky. My dream client has always been Dolce & Gabbana. But even brands with stellar global awareness can make missteps. What is perfect from the outside – like its products – might not reflect positively on the inside. D&G’s history of politically incorrect shortfalls can pose a threat to the brand’s success in some markets. It would be a challenge – and a pleasure – to work to refresh and restructure D&G’s internal culture so not to lose its staple Italian attitude, but to rid it of some cultural traits that periodically fail the industry, its employees and – most importantly – consumers.

#### **What will being named a ‘Young Contender’ mean for you and your career?**

This nomination allows me to enlarge my network, connect with key industry players and, more importantly, engage with energetic, like-minded young talents. Energy self-fuels, and energetic people benefit from boosts of it. I’m honoured to be part of such an exciting community. It renews my confidence that the creativity, determination and hard work of young professionals matter in this industry. And that, even if we have just started, we can make big things happen. Needless to add, nothing would make me happier than knowing that my energy has inspired and empowered others.

#### **What kind of impact can young designers and strategists make on the brand industry?**

The brand industry is often old fashioned. Ingrained processes and unwritten rules can pressure people to work in an inefficient manner. The outcome might suffer. New players are constantly rewriting industry rules (think of the most successful startups). Branding can change, too. The way young professionals naturally engage with the working environment can be a reference to help positively transform industry structures. Mental and physical health must go hand in hand with workload. Wellness is key to empower minds to capture fast-evolving trends, think elastically and share relevant insights with the various stakeholders of the creation process.



# Rhiannon Stroud

Strategy lead, Synergy Creative

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Merit



**“Rhiannon is fantastic. We’re currently working with Synergy Creative on a number of business-critical projects including our employer brand and I’ve found her strategic brain and communication skills to be excellent. She’s bright, engaging and highly capable.”**

Ailsa Firth, director of human resources, Arval

Called a ‘phenomenon’ by her colleagues, Rhiannon has become an integral part of the Synergy team at a young age. Because of her ability to bridge creative and strategy, Rhiannon’s work has made an impact for clients like IHG, Vodafone and BNP Paribas. Her position as strategy lead and her ability to make the most of her role, has also helped Rhiannon to become a member of Synergy’s senior leadership team. Judges were awed by all Rhiannon has achieved at the young age of 26. One said, “Rhiannon has all the attributes required to take her to the top.”

**What does Rhiannon consider her career biggest accomplishment to date?**

Rhiannon has been promoted to strategy lead at Synergy, making her part of the agency’s senior leadership team. At a young age, she is well-placed to make a big impact on her company and for her clients.

**What will being named a ‘Young Contender’ mean for Rhiannon and her career?**

For Rhiannon, being named a Young Contender will allow her to demonstrate the importance of strategy and insight in the brand development process. Recognising Rhiannon for this award means a validation of the value strategic planning lends to a brand.

**What does Rhiannon want her role to be in the future of the brand industry?**

Rhiannon has already worked on a number of business-critical projects for global clients. But she also wants to transform the UK’s workplaces, more broadly, into happier, more productive places. Rhiannon wants to create working environments in which personal and professional lives can coexist with neither being compromised.

**What kind of impact can young designers and strategists make on the brand industry?**

Rhiannon’s work has been fresh, vibrant and fun, making clients look at their employer brands in a new way. She, and other young designers can bring a new perspective to the conversation about employer brand, driving change and helping companies succeed.

# Trevor Thompson

Designer, Kimpton Creative

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Merit



**"Trevor brings not only a huge design talent to the job but also a clarity and thoroughness to the role that is really appreciated by his clients. He has a particular skill in translating the desired attributes of a brand into the graphic design, doing so in a way that cuts through what can sometimes be a meandering process. Trevor's design skills and communications abilities sets him apart from the vast majority of young designers and points to a very successful future in corporate graphic design."**

Julian Tanner, chief marketing officer, Innolith

**Trevor wants to make the world a better place. That extends from his personal life to solving social dilemmas to giving brands a stronger voice. In just five years with Kimpton Creative, he is well on his way to achieving that. Wherever Trevor's work takes him, the results are positive for clients and their objectives. Judges said Trevor's maturity and his dedication made him stand out. "Trevor seems to know his craft very well and it sounds like his attention to detail and capability to work under pressure are unusual in someone his age," one said.**

**What do you consider your biggest accomplishment in your career to date?**

Initially, I was led to think of awards, but for me it's about the smaller things. Recently, I worked on a project and we only showed one route (nerve-racking but the right thing to do in this instance). At the end of the presentation the client, straight-faced throughout, smiled and said, 'I love it! You've nailed it.' Coming up with a creative solution that you believe in and then the client agrees, that's one of my biggest achievements. Besides this has to come first, before you have any chance of winning an award.

**What do you want your role to be in the future of the brand industry?**

Like most people in the industry, I undertook a series of placements before getting a job. These were instrumental in teaching me about working professionally and pushing to create the best work. I owe a lot to the people I worked with and was mentored by. In some capacity, I'd like to be available to do the same. I'll always want to be in the thick of it, producing work that give brands a clear distinctive voice. If those brands are companies that aren't arms dealers and make a positive difference in the world, I'll be happy with whatever else my role entails.

**Who is your dream client? Why?**

I'm afraid I'm going to disappoint if you want my answer to be an actual brand like Google or Coke. In terms of that kind of 'dream client,' I don't have one. (Though if either of you are reading, please do call). For me it's not about who they are or even all that much about what they do (to an extent), but instead about how they do it. I want to work with people who are interested in change, not just their brand, but transforming a sector. People who are doing incredible things to shape an industry in a positive way.

**What will being named a 'Young Contender' mean for you and your career?**

Awards are always nice to win so to win a Transform Award and to do so on personal merit is a huge honour and confidence boost. This will be useful when I next have to fight off another round of imposter syndrome. However, it will mean very little if I bask in my new found glory and fame (tongue placed firmly in cheek), sit on my laurels and don't try to become the best designer/person I can be. It's a great milestone to push on from.

**What kind of impact can young designers and strategists make on the brand industry?**

I think if we aim to make the next project our best, work hard, take on feedback, never stop learning, push ideas, then push them further, craft that type, make things beautiful and try to be decent people then we've got an opportunity to produce work we're proud of, have ideas that push the boundaries of what is possible and ultimately making the industry a better place than when we first entered it.

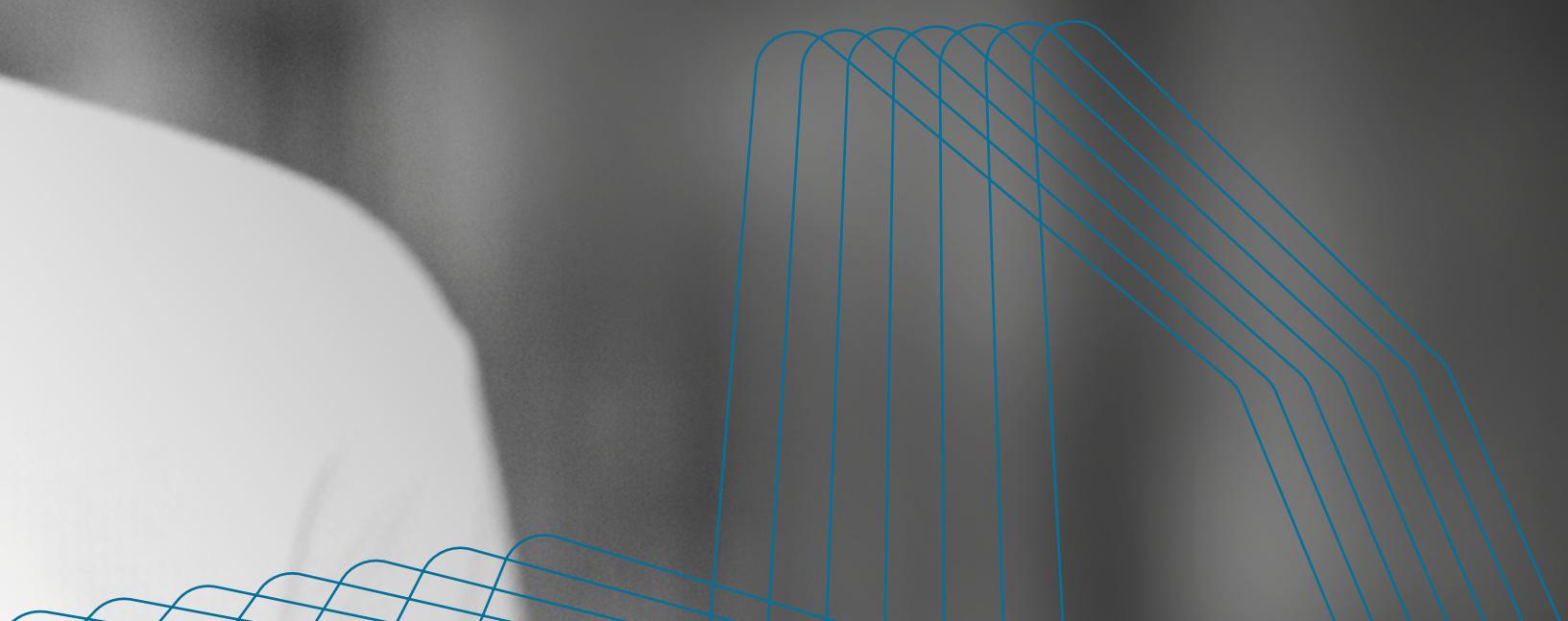


# Billie Croucher

Creative strategist, Taxi Studio

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**Distinction**



**“Billie is a huge asset to this team. She is fearless when it comes to new projects and challenges she hasn’t done in the past and jumps in feet-first and asks the right questions to ensure that work is done to the highest standard. She is so positive and is willing to jump in and help out wherever she can. She approached the Adidas silhouette catalogue project with a strategic approach and challenged the client in the right ways to create amazing copy. Not only did she deliver on the fantastic work, she also ran this project solo and met all client deliverables, provided frequent updates, and blew our socks off!”**

Natalie Martti, account director, Taxi Studio

At Taxi Studio, Billie has distinguished herself in ways that extend far beyond her experience and her pay grade. Matt Oakley, associate strategy director said, “I cannot think of anyone in [15 years] who has consistently embraced what is thrown at them and delivered beyond expectation.” That glowing praise for Billie is echoed by her colleagues and her clients alike. Her creative work wowed judges, as well. “Billie constantly punches above her weight and is so obviously admired and respected by her colleagues,” said one judge. Another added, “One to watch for sure. Talented, creative and strategic!”

#### **What do you consider your biggest accomplishment in your career to date?**

Leading the creative strategy for UP! , an initiative to advance and inspire women in design in the west of England, was a massive thing for me. It’s a cause really close to my heart, so it meant a lot to see the whole thing come to fruition. I also got the chance to launch the initiative to a 200-strong audience at a south west design event earlier this year. It was amazing to see the immediate impact of the work within our creative community here in Bristol, so I’m really proud of that.

#### **What do you want your role to be in the future of the brand industry?**

That’s a really big question! I don’t expect to change the world or anything like that! But I guess at a time when people seem to be gravitating towards ‘brandless’ brands (whether you see that as a paradox or not), I’d like to play a role in drawing out the genuine value and deep meaning brands can bring to people’s lives.

#### **Who is your dream client? Why?**

Being the big kid that I am, I’d absolutely love to work with Lego. There are few brands whose appeal crosses generations, genders and cultures in the same way, or that are so consistently innovative in their approach. And to work on a brand predicated on bringing out kids’ imaginations would obviously be an incredible creative opportunity.

#### **What will being named a ‘Young Contender’ mean for you and your career?**

For me, it’s all about continuing to grow as a person, as well as a creative strategist, and I’m hoping being named a Young Contender will propel me into situations that will enable me to do just that. Opening up opportunities to challenge myself – through new briefs, projects, experiences etc. – is really important, but I also hope it will give me the confidence to keep challenging our clients and creative studio with provocative perspectives and fresh ideas.

#### **What kind of impact can young designers and strategists make on the brand industry?**

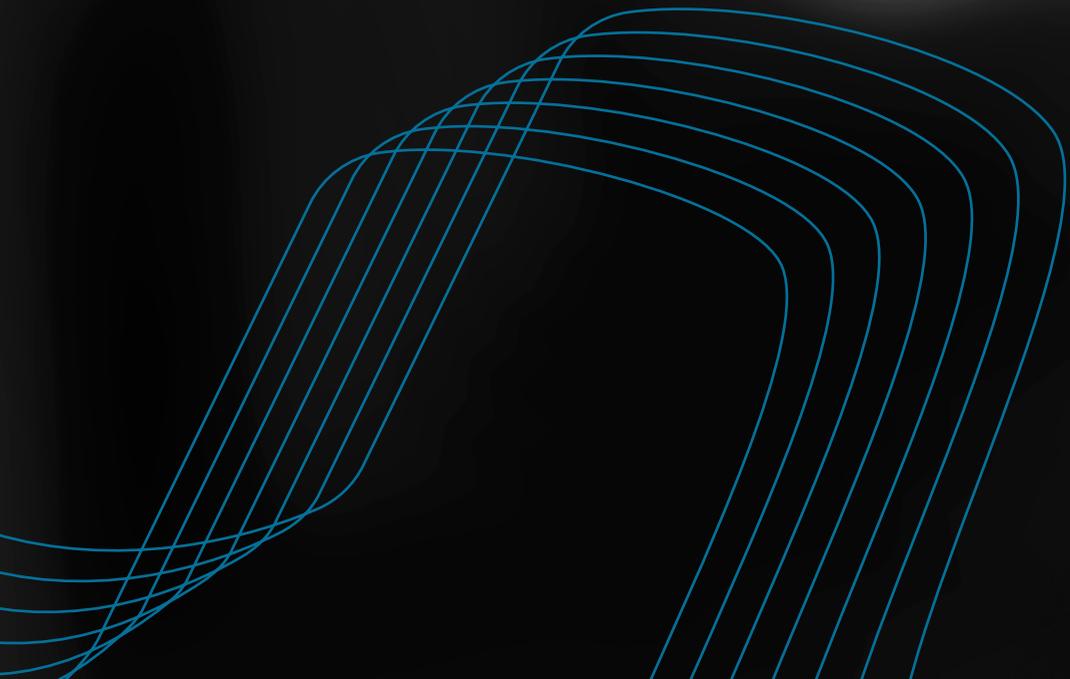
Naiveté is often talked about in a negative way, but I think one of the most important things young designers and strategists can bring to the industry is a lack of preconceptions. Not knowing what we ‘should’ know, and perhaps having a healthy dose of scepticism means we can offer a different take on the challenges we’re presented with and hopefully inspire a completely different approach.

# Briony Stokes

Designer, Dragon Rouge

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Distinction



**“Briony combines intelligence with imagination to look at challenges in a fresh way. She's been playing a key role in ensuring that the design team is well informed and inspired to build in sustainability and circularity thinking into all our work, as part of the agency 'circular' team. She's been proactively presenting clients with sustainable solutions that support brand values and will have high consumer appeal. For a brand leader in Finland, she created a powerful new identity for a range of 'basic' food products, telling a compelling story about sustainable farming in a simple way that is highly accessible to consumers. She's articulate and happy to argue for her ideas.”**

Dorothy Mackenzie, founder & chairman,  
Dragon Rouge London

In Briony's work with Dragon Rouge, she's been able to develop some of the most prominent rebrands in the food and drink sector in recent years. Her work for Danone's Light & Free range was creatively disruptive and positioned the brand as a leader in a competitive market. Her Organix designs are playful, exciting and contribute to a clear brand architecture and visual system. Judges thought Briony's successes were noteworthy, with one saying, “Briony's design work is of a very high standard, not only from a design perspective, but also in having a positive impact on client businesses. Her attention to detail will serve her well in her career.”

**What do you consider your biggest accomplishment in your career to date?**

My recent exchange to our New York office was something that I'm really proud to have done. After graduating, I was initially reluctant to even move to London, so living and working in New York was a daunting but exciting opportunity that I just couldn't turn down. To work with the Dragon Rouge New York team was a brilliant experience that gave me a wider perspective on our industry while really pushing me out of my comfort zone. I was able to get involved in a wide variety of projects which helped me appreciate cultural nuances and give me extra insights that I've brought back to London with me.

**What do you want your role to be in the future of the brand industry?**

That's a big question! I'd like to think that I'll be perceived as someone who contributes in a positive way to the growth and reputation of our industry. I'm so passionate and excited by what our industry is capable of and I'd like to be able to harness this and use design for good causes. Issues such as plastic waste are really important to me so I'd like to play a part in making positive steps using smart design solutions to address them. I'm also keen to help nurture the next generation of young designers, encouraging them to trust themselves and continually question and provoke in order to find meaningful solutions to creative challenges.

**Who is your dream client? Why?**

Packaging wise, I'd love to design for a well-loved classic brand like Cadbury's or Tunnocks; reimagining them for today's audience. I'd also love to get my hands on Holland & Barrett, I think the brand has a real opportunity to reassert its position on our high streets and keep up with current food trends.

**What will being named a 'Young Contender' mean for you and your career?**

Being considered a Young Contender means a lot, I'm proud to have even been nominated, so getting shortlisted alongside other young creatives was a real honour. Being recognised as a Young Contender encourages me to be ambitious and have more confidence in my abilities as a designer, which I'm sure will in turn open up more opportunities for me in the future. I'm excited to see where it takes me.

**What kind of impact can young designers and strategists make on the brand industry?**

I think that young designers and strategists have a real opportunity to influence the industry for the better. By bringing in fresh perspectives on subjects such as sustainability and the circular economy and a new voice on social issues such as gender equality, we have the power and the responsibility to drive change and ensure the brand industry continues to challenge and inspire the wider world around us.

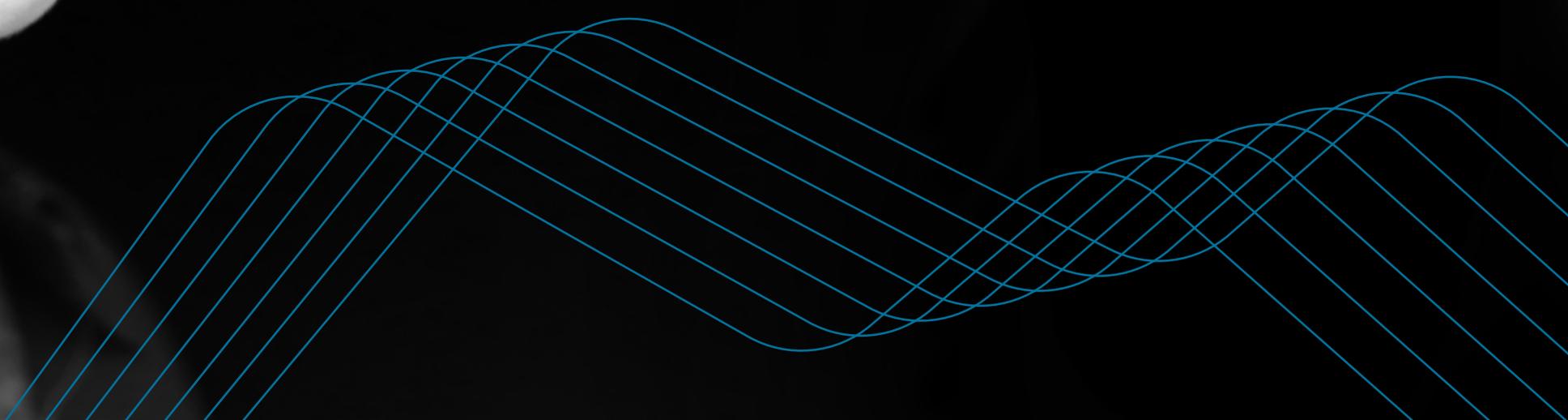


# Louise Branth

Consultant, Interbrand

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Strategic Young Contender of the year



**“Lou has been a key part of our brand evolution story throughout the last 18 months. Lou combines great intellect with a quirky and characterful energy. This makes her effortlessly engaging and infectious positive to be around. I’d have her back here in a heartbeat if her boss would let me!”**

Cecilia Dahlstrom, global head of brand, Ericsson

Louise is a born strategist. Her quirky fashion sense and thoughtfully considered opinions support her work crafting ‘lyrical pictures’ that set out branding strategies for clients. Her confidence, charm and care for her work have led her to success at Interbrand. Louise has led some of the biggest projects in Interbrand’s roster and worked with some of the world’s most well-known brands.

She embedded with the Ericsson team in Sweden to guide the company through a rebrand. The result was an eloquent tone of voice and a simple statement supporting the brand’s repositioning. Her work for a major FMCG company and for Dr Martens shows a maturity of understanding about the role a brand plays in society. Louise’s work has helped strengthen client relationships on Interbrand’s behalf, as well.

Judges had no end of praise for Louise. They found her ability to embed with Ericsson, and craft a successful strategy for a heritage brand inspirational. Her capability shone through in the presentation of her work “Louise’s energy, personality and talent jumped out from the entry and impressed us all immediately,” one said. Another added, “It’s rare to see so much confidence at any age! Louise breaks the strategist mould.”

**What do you consider your biggest accomplishment in your career to date?**

Probably this! And persuading Interbrand’s head of strategy to transfer me over from client services based on a ‘disenfranchised banana’ pitch.

**What do you want your role to be in the future of the brand industry?**

I would like to erode the idea that brand strategy is something separate to business strategy. It’s just strategy.

**Who is your dream client? Why?**

Google DeepMind because it is dealing with many unanswered questions and how we frame these topics, and the company, will be crucial to the debate. Working with it would also be a pretty exciting way to get to grips with what the future holds.

**What will being named a ‘Young Contender’ mean for you and your career?**

It’s great to be recognised, so thank you. To be honest, I find it hard to ever be truly satisfied with my performance but this award spurs me on and tells me that at least I’m heading in the right direction!

**What kind of impact can young designers and strategists make on the brand industry?**

Push harder to close the gap between brand theory and reality.

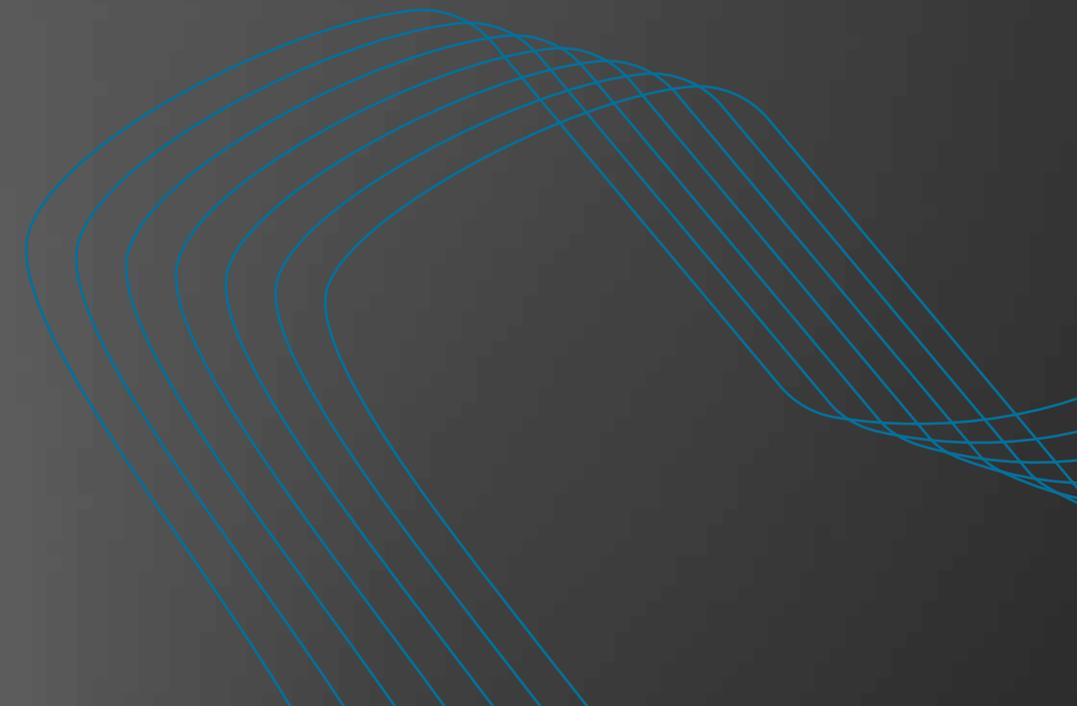


# Emma Grencis

Designer, Baxter & Bailey

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Creative Young Contender of the year



**“Emma joined us as a graduate designer, with six months of industry placement experience and a can-do attitude under her belt. Since then, it has been a pleasure to see her progress from inexperienced but committed junior designer to the creative and purposeful designer who works with us today. Perhaps the most impressive aspect of Emma’s career development is the way in which she has addressed obstacles – a nervousness about public speaking, for example – and actively sought out ways to tackle them. That tenacity and self-initiative has made her a cornerstone in our small and closely-knit team.”**

Matt Baxter, creative director, Baxter & Bailey

Joining the small team of Baxter & Bailey, as the founding duo’s first employee in 2014, Emma has since become integral to the agency. Her role spans design, client services, strategy and account management as the studio takes on bigger and broader clients. For that reason, Emma was thrown into the deep end upon joining the team, and she has since emerged as a design leader. Her work for the Brighton Women’s Centre is not only award-winning, but thoughtful, contemporary and punchy. She has clearly made a real difference to the client and to the women it helps each day.

Judges named Emma ‘Creative of the year’ because of her exceptional design work, her clear voice and her ambition to set the benchmark for design in the branding industry. That wider awareness of her role within communications has helped elevate her work, and ensure judges called her, “One to watch.”

One judge said, “Emma’s work is intelligent, with and full of ideas.” Another added that her personality-filled submission indicated “an individual who will lead by inspiring others.” But it was Emma’s work that ultimately made the decision for the judges, with one saying, “A breadth and depth of quality creative work that is fantastic to see from a young designer.”

#### **What do you consider your biggest accomplishment in your career to date?**

I recently invited myself to my old university, Nottingham Trent, to deliver a lecture. As someone who had a great fear of public speaking (which is slowly disappearing), this felt like a huge accomplishment. But, first place goes to getting a piece of my work in a new volume of my favourite design book, A Smile In The Mind. A project I’d conceived, co-written and designed at Baxter and Bailey captured forever in the pages of my favourite design book – to date, probably my proudest career moment.

#### **What do you want your role to be in the future of the brand industry?**

Right now, I’d like my role to be more of the same. More new projects, more talks at universities, more press features, more industry recognition, more work with impact and integrity. Then, when I am ready, I would love to set up my own agency. This is what I told Matt Baxter and Dom Bailey in my very first interview and it hasn’t changed. I want a values-driven agency – like the one I work for now – with impact, integrity and purpose at its core.

#### **Who is your dream client? Why?**

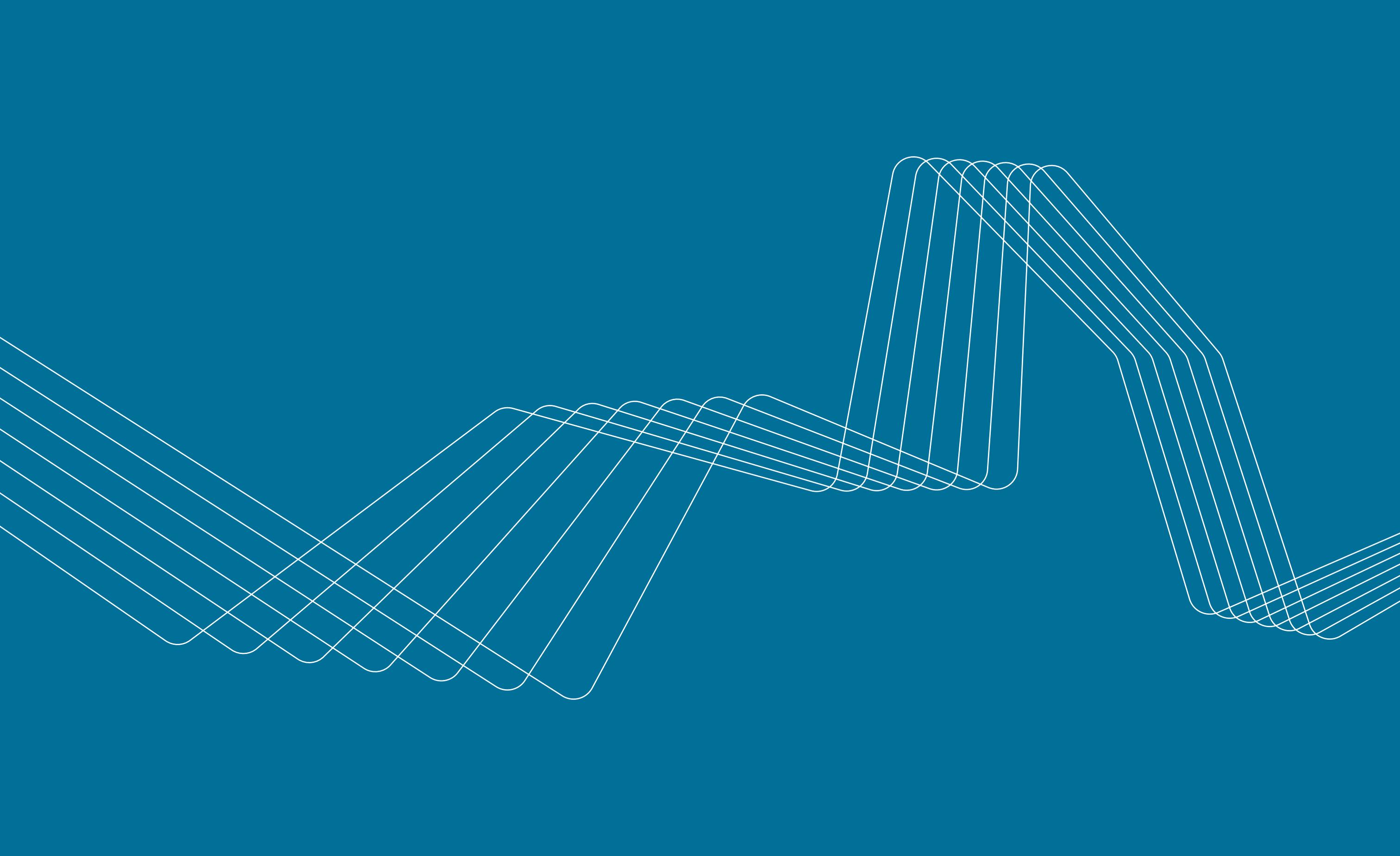
This might sound like a cliché, but I don’t have a specific dream client. Quite often ‘dream clients’ already have a great brand identity, it’s often the ones that no one talks about that you can do something really interesting with. We recently created a new identity for Brighton Women’s Centre. Before starting the project I hadn’t heard of it, but as soon as I got to know it, it became my dream client. I’m sure there will be many more to come.

#### **What will being named a ‘Young Contender’ mean for you and your career?**

At times of self doubt, it’s good to remind ourselves of our successes. Being named a Young Contender is a huge source of encouragement and a reminder from the wider industry that I’m heading in the right direction. Moreover – and as I’ve discovered through my university talks – the prospect of being a role model for other young designers and undergraduates through the Young Contender awards is hugely exciting.

#### **What kind of impact can young designers and strategists make on the brand industry?**

I’d like to think a big one! Being younger might mean that you aren’t always invited to the big presentations or pitches. It might mean that you feel a bit out of your depth standing up on the stage to present a lecture to students. But, I think young designers often have a great enthusiasm and fresh perspectives that are sometimes lost within people a little older. I recently met a student who applied to do a placement with Baxter and Bailey. She had such an energy and passion for design and was so excited that she found it difficult to sit still. It’s that type of excitement that makes an impact.





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