

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

It's now the eleventh year for the Transform Awards, celebrating the very best in Europe's corporate, product and global brand design and strategy.

Last chance to save*:

27 September 2019

Entry deadline:

18 October 2019

Late entry deadline**:

28 October 2019

Judging:

December 2019

Shortlist announced:

December 2019

Awards ceremony and gala dinner:

March 2020

*Enter by 27 September to receive the fifth entry for free

**A late entry surcharge of £125 will be applied to each entry submitted after 28 October

For more information on entry fees, visit the **Fees and Payment** section at
www.transformmagazine.net/awards/europe/how-to-enter/fees-and-payments/

Categories

CONTENT

Best use of a visual property
Best brand architecture solution
Best use of copy style or tone of voice
Best brand experience
Best use of packaging
Best wayfinding or signage
Best use of audio branding
Best use of typography
Best place or nation brand

TYPE

Best corporate rebrand following a merger or acquisition
Best brand development project to reflect changed mission, values or positioning
Best brand consolidation
Best rebrand of a digital property

PROCESS

Best external stakeholder relations during a brand development project
Best internal communications during a brand development project
Best implementation of a brand development project
Best implementation of a brand development project across multiple markets
Best localisation of an international brand

SECTOR

- Charity, NGO or not-for-profit
- Education
- Energy and utilities
- Engineering and manufacturing
- Farming and agriculture
- Financial services
- FMCG
- Food and beverage
- Healthcare and pharmaceuticals
- Industrial and basic materials

STRATEGY

Best creative strategy
Best brand evolution
Best strategic or creative development of a new brand
Best development of a new brand within an existing brand portfolio
Best naming strategy

- Lifestyle and wellbeing
- Mining and extractives
- Professional services
- Property, construction and facilities management
- Public services
- Retail
- Technology, media and telecommunications
- Transport and logistics
- Travel, leisure and tourism

Previous winning agencies* include:

Prophet

**McCann
Enterprise**

Superunion

Dragon Rouge

Living Group

SomeOne

Supple Studio

DesignStudio

Only

Moirae Creative

Coley Porter Bell

FutureBrand

Taxi Studio

Joint

The Pull Agency

Elmwood

Moving Brands

IE Digital

M Worldwide

MassiveMusic

Endpoint

The Allotment

CCD

**Handsome
Brands**

Lantern

Clout Branding

Rufus Leonard

Ragged Edge

**Pollitt &
Partners**

Pearlfisher

why do birds

**Essen
International**

2LK

Mr B & Friends

B&B Studio

OPX

Interbrand

Landor

Brand Opus

Previous winning brands include:

2019

Natural History
Museum

BP

Barclays

Department for
Transport

FOX Sports

Unilever

Waitrose & Partners

Royal Museums
Greenwich

2017

Great Western
Railways

Lloyds Banking
Group

Premiere League

WWF-UK

St Andrew's Hospice

St Johns Ambulance

NatWest

Serco

2018

Depop

PizzaExpress

Harrods

Moonpig

Nuffield Health

University of
Greenwich

Carlsberg

Deliveroo

Intel Corporation

2016

AQA

Tesco

BBC Newsbeat

Shangri-La Hotel

British Gas

ODEON

Royal Albert Hall

Fight for Sight

Lush Cosmetics

*From a list of hundreds

Fees

The cost to enter the Transform Awards is £100 to register and only £195 per entry. Subject to category, late entries may be accepted after the deadline and a late entry surcharge of £125 per entry will be applied.

How to enter

Entering couldn't be easier. There is even a template to make the entry process smoother. If you can write a 300 word synopsis of your great work, you're halfway to winning at the Transform Awards!

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

If you would like additional guidance with your entries, don't hesitate to contact us.





Feel free to contact Jess at jdunmall@transformmagazine.net or call **+44 (0)20 3950 5356** for any more information or help with your entry