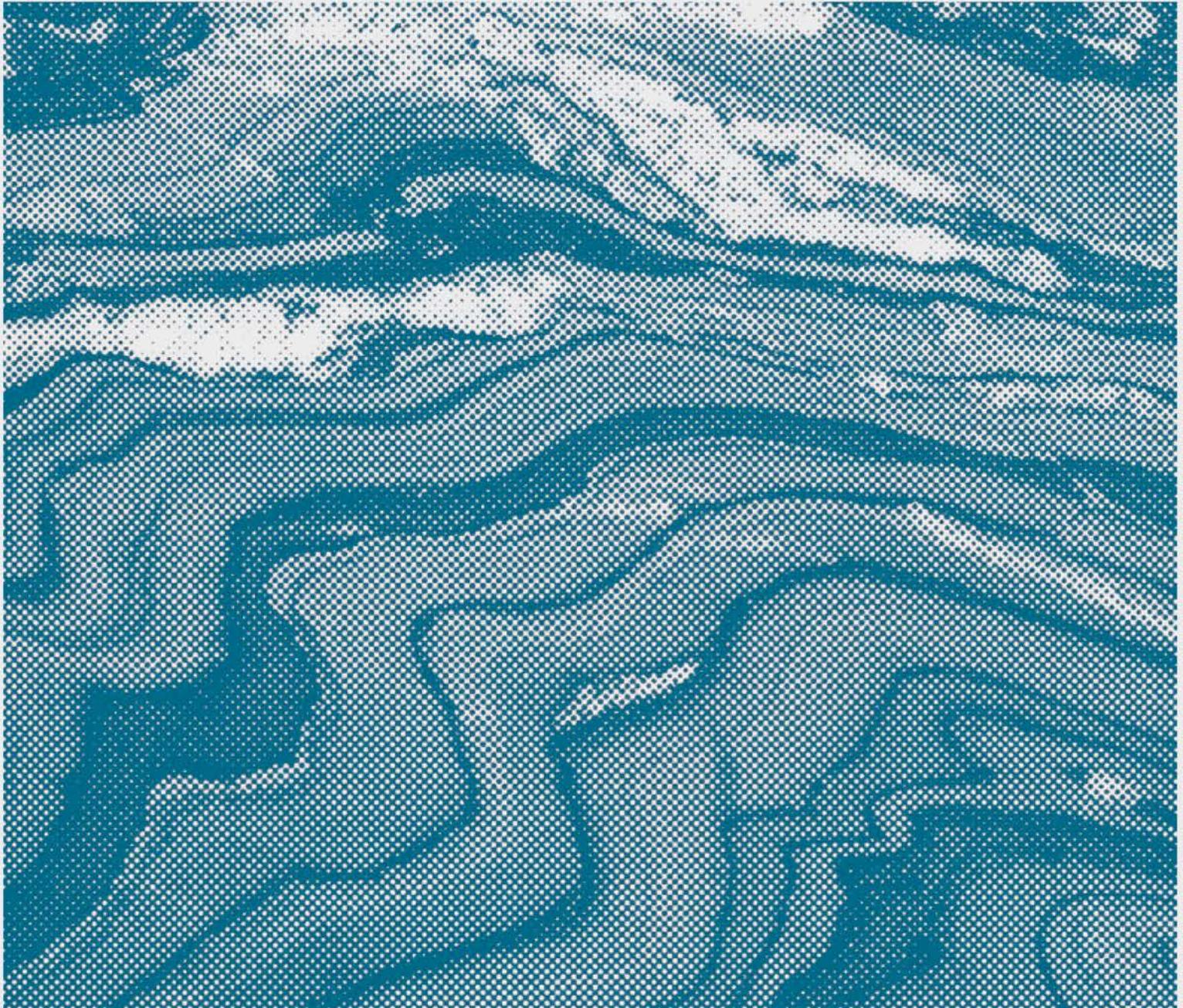


# TRANSFORM AWARDS MENA 2019



25  
YEARS  
ANNIVERSARY  
2019



 **markettiers**  
The Broadcast Specialist

**Trusted by media, trusted by brands**

[www.markettiers.com](http://www.markettiers.com) | [info@markettiers.com](mailto:info@markettiers.com) | +971 (0) 4 369 2709

# WELCOME



**Brittany Golob**

**Publishing editor, Transform magazine**

For six years, the Transform Awards Middle East and North Africa has celebrated rebranding and brand development across the region. Previous winners have exemplified best in class work in the field of brand strategy and have shown a consistent development of the brand industry across the MENA region.

This year was no different. The awards has benefited, too, from convening the judging panel in person, for the first time, allowing judges to debate the merits of every entry in person. Typically, this process had been carried out remotely. But, with the ability to meet in person, judges were able to further discuss each project, making this year's shortlist the most competitive yet.

That's why this year's winners should be proud of their achievements. Our 'Best overall visual identity' winner is a place brand with character, a point of view and a unique approach to copy style. Congratulations Azerbaijan Tourism and Landor. Well done as well to 'Grand prix' winner Omnia for its work with the National on a rebrand, corporate change and restructure. The work our judges have recognised has set the standard for excellence in rebranding and brand development across the Middle East and North Africa.

We are proud to congratulate all of this year's winners!

## CONTENT

- 9 Best use of a visual property
- 10 Best brand architecture solution
- 12 Best use of copy style or tone of voice
- 13 Best brand experience
- 14 Best use of packaging
- 14 Best use of audio branding
- 15 Best use of typography
- 16 Best place or nation brand

## PROCESS

- 18 Best internal communications during a brand development project
- 19 Best implementation of a brand development project

## STRATEGY

- 20 Best creative strategy
- 21 Best brand evolution
- 22 Best strategic or creative development of a new brand
- 23 Best development of a new brand within an existing brand portfolio
- 25 Best naming strategy

## TYPE

- 26 Best brand development project to reflect changed mission, values or positioning
- 27 Best brand consolidation
- 28 Best rebrand of a digital property

## SECTOR

- 29 Best visual identity by a charity, NGO or not-for-profit
- 31 Best visual identity from the education sector
- 31 Best visual identity from the energy and utilities sector
- 32 Best visual identity from the engineering and manufacturing sector
- 32 Best visual identity from the financial services sector
- 33 Best visual identity from the food and beverage sector
- 34 Best visual identity from the healthcare and pharmaceuticals sector
- 35 Best visual identity from the industrial and basic materials sector
- 35 Best visual identity from the mining and extractives sector
- 36 Best visual identity from the professional services sector
- 37 Best visual identity from the property, construction and facilities management sector
- 38 Best visual identity from the public sector
- 40 Best visual identity from the retail sector
- 41 Best visual identity from the technology, media and telecommunications sector
- 42 Best visual identity from the transport and logistics sector
- 43 Best visual identity from the travel, leisure and tourism sector

- 45 **Best overall visual identity**
- 46 **Grand prix**

# THE JUDGES



## **Mahdi Alhousseini, head of marketing & sales, Mayar Foods**

Mahdi joined Mayar Foods as the head of marketing in March 2017. He has 15 years of experience working in the FMCG sector, with work spanning most of the globe. He has worked with offline media as well as digital and has overseen marketing restructurings, corporate transformations and the development of creative strategies. Mahdi has a Bachelor's in marketing from King Fahd University of Petroleum and Minerals. He has experience with brand such as Lipton, Nido, Rabea, Oreo and Al Walimah, working across Saudi Arabia, Asia, Africa and eastern Europe.



## **Melissa Bayik, head of brand, KBW Investments/Arada**

Through KBW Investments, Melissa heads the brands at Arada, from both a design and strategic perspective. She is currently helping Aljada, Sharjah's 24bn AED mixed use development, redefine what it means to be a mass premium experiential brand for the people of UAE in 2019. Prior to Arada, Melissa worked with Meraas to develop the new corporate and destination brands of the holding group during its transformational brand change. Over the past 13 years, she worked in creative teams with global brand consultancies like Wolff Olins and Brand Union, delivering some of the largest regional brands.



## **Rania Biltagi, head of branding, marketing & PR, King Abdulaziz Center for World Culture, Ithra**

Rania is a marketing communications professional with two decades of experience at Saudi Aramco delivering results through effective corporate communications. Over her career with Saudi Aramco, she has held multiple positions including advertising, corporate identity, graphic design, corporate brand management, strategic communications and leading the development of Saudi Aramco's new corporate brand strategy. Rania joined the King Abdulaziz Center for World Culture, Ithra, in 2016 to lead the development of the center's brand strategy.



## **Leanne Foy, group marketing manager, markettiers4dc**

Leanne is the group marketing manager for markettiers4dc, providing strategy and implementation across the group of companies, including the specialist broadcast consultancy markettiers. Leanne is passionate about the PR and communications industry, and is on the board of Global Women in PR in the Middle East, and is an active member of the PRCA and the International Communications Consultancy Organisation (ICCO), championing the industry.



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

Yashodeep is currently marketing and communications manager at Sony Middle East & 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 experience managing multinational professional teams, collaborating with stakeholders, anchoring creative and management functions and delivering consistent results aligned to company goals and objectives.



## **Syed Mansoor Hussain, marketing manager, Nestle - Middle East**

Syed has worked across most leadership roles in commercial functions with FMCG and healthcare companies like Nestle, Pfizer, Mead Johnson and Sanofi-Aventis. He has 20 years of experience in marketing leadership roles in the Middle East, Africa, Levant, Iran, Iraq and Pakistan. Holding a Master's degree in business, Syed has been involved in multiple brand turnarounds, new product launches, expansion of geographical footprints. He has multifunction and cross-cultural exposure and hands-on experience of working with key stakeholders including consumers, healthcare professionals, media agencies, governments authorities, distribution and retail channels.



## **Russell James, creative director and founder, James Brand Strategy & Design Consultancy**

Russell is the founder of James, the independent international brand consultancy, with studios located in Dubai and London. Russell is a graduate of Glasgow School of Art and has three decades of experience in brand identity and strategy working across Europe, the Middle East and the US. With a wealth of experience, he has specialised in the development of exceptional identity and communication programmes, crossing all business areas including airlines, aerospace, luxury retail, financial services, heavy industries and healthcare.



## **Aleksandr Karapetyan, brand and operations manager, Aldo**

Aleksandr is a senior retail executive with over 13 years of experience in management, operations and branding. He is the author and creator of several business innovation projects. He is currently the brand and operations manager at Aldo.



**Steve Keller, Sonic Strategy Director, Pandora**

Steve is recognised as one of the world's leading experts in the field of audio branding, blending art and science into award winning audio strategies and creative content for a variety of global agencies and brands. With over 30 years of experiencing the music and advertising industries, Steve's work explores the ways music and sound impact consumer perception and behaviour. Recent experiments have examined the relationship between sound and taste, the existence of audio archetypes, and how bias impact the aesthetic judgements of advertising professionals. He is the recipient of the iHeartMedia Scholarship for Leadership in Audio Innovation and is currently completing an Executive MBA through the Berlin School of Creative Leadership.



**Walid Kotaich, head of section - marketing, Abu Dhabi Media**

Walid is a strategic, meticulous and innovative marketing, communications, digital media and PR specialist, with over 15 years of experience in the media, entertainment and telecom industries. His role at Abu Dhabi Media includes marketing strategy, orchestrating the launch and rebranding of multiple brands, TV stations, nationwide government initiatives – such as the UAE National Sports Day and the Global Sports Media Pearl Awards. Walid is also a digital and social media expert and has helped B2B and B2C organisations leverage digital platforms and outlets to meet their business objectives.



**Antony Lawrence, executive director - marketing, Dubai Holding**

Antony has had a career in branding spanning three decades from both the service and client side. After graduating from St Martins School of Art in London, he worked for a number of advertising and design agencies before establishing his own boutique branding consultancy that specialised in luxury, lifestyle, travel and hospitality. He arrived in Dubai in 2005 as the group director of marketing with Jumeirah and was formative in the rebrand of the hospitality group. In 2009, he transferred to Abu Dhabi, and TDIC, helping develop the island of Saadiyat. After a six-year stint at the helm of the Latitude Agency, a Transform Award winner, he has returned to Dubai Holding.



**Stephen McGilvray, creative director, Wolff Olins**

As a creative director at Wolff Olins, Stephen challenges and inspires creative teams to think about all dimensions of a brand, in order for it to truly connect with customers. Since joining Wolff Olins in 2010, he has worked with Qatar Museums in defining the cultural vision for a whole country and region, and led the team that created Genesis Beijing – a brand and experience for every mood. He set the National Lottery on the way to changing another generation of lives and brought new life into a British icon with Triumph Motorcycles.



**Helen Mellor-Mitchell, VP brand engagement & communications, Dubai Airports**

Helen is an award-winning marketing leader with over 16 years of experience in global organisations. She has been based in Dubai for three years, working as VP of brand engagement & communications for the world's busiest airport. Prior to that, she spent 13 years in the entertainment industry in London, working for studios such as Paramount, Sony, Universal and Lionsgate. Helen has acted as a catalyst for change throughout her career – from redefining marketing strategy through challenging times in home entertainment to transforming the brand story at Dubai Airports. Helen is one of the founding members of the Marketing Society Middle East and was on the British Association Screen Entertainment Marketing Committee.



**Ian Pate, head of global brand, Careem**

Ian is currently based in Dubai where he serves as vice president of global brand marketing at Careem. Previously, Ian spent nearly a decade in multiple marketing roles at PepsiCo working across a wide variety of brands including Lay's, Doritos, Quaker Oats, Tropicana, Naked Juice, Pepsi and Mountain Dew at a sector and local level – primarily based in London and Johannesburg. He has experience working across all elements of the marketing mix, with a core focus on brand equity and communications strategy. Ian holds an MBA in marketing management from the Kellogg School of Management at Northwestern University and an undergraduate degree in business from the University of Cape Town.



**Maria Salazar, marketing and communications manager, TGT**

Maria is starting a new role in marketing and communications for the oilfield services company, TGT. Maria first joined the judging panel for the Transform Awards MENA four years ago when working as a brand and communications advisor for Shell. It is an experience she has thoroughly enjoyed and finds enriching for her career. She has also worked in brand and marketing for the Regency Group Holding in Qatar, Ferrari World Abu Dhabi and Dreamscreative.



**Henry Windridge, head of brand, Discovery Communications**

The chance to run all things brand for the world's biggest real-life entertainment company saw Henry move to Dubai in 2017 to join Discovery's Middle East and Africa team. He now manages marketing, ad sales, digital, PR and research for Discovery's 64 markets and 30 plus channels in the region, including Discovery Channel, Food Network, TLC, Animal Planet and Fatafeat. Before that, he was London-based as head of marketing at Global, one of the UK's largest media and entertainment groups with over 24m weekly listeners across its radio portfolio including Heart, Capital FM, LBC and Classic FM. He completed a PhD in American foreign policy at UCL in London.



**Alexander Wodrich, managing director and founder, why do birds**

Alexander founded audio branding agency why do birds in 2010. Located in Berlin, it employs 15 people working in music production, brand consulting, graphic and motion design. Clients include such brands as Siemens, Hyundai, German Rail or Gore-Tex. Alexander has a degree in business and has also been a successful musician for most of his life. Before founding why do birds, he was a member of the MetaDesign Berlin management board, responsible for the audio branding and motion graphics departments.

# THE WINNERS

## CONTENT

### Best use of a visual property

#### Gold - Joali and Landor

Silver - Ellaycom and BOND

Bronze - Azerbaijan Tourism and Landor

Bronze - Evercare and FITCH

Highly commended - Cryosave Arabia and Eleven Creative Strategy

### Best brand architecture solution

#### Gold - Hikma and Prophet

#### Gold - Lapita and RUYA

Silver - AIMS - Abdullah Ibrahim Mohammed AlSubeaei and Brand Lounge

Bronze - ADK - Al Dahra Kohinoor and Brand Lounge

### Best use of copy style or tone of voice

#### Gold - Azerbaijan Tourism and Landor

Silver - Joali and Landor

Bronze - Arada

### Best brand experience

#### Gold - JustKidding Middle East and Skyne

Silver - Joali and Landor

Bronze - Jack Daniel's and JansenHarris

Highly commended - SIG Combibloc Obeikan and Brand Lounge

Highly commended - STC Pay and Bellwether

### Best use of packaging

#### Gold - Usturah and Brand Lounge

Silver - Al Hosn and Brand Lounge

Bronze - Meethaq Islamic Banking and OHI Leo Burnett

### Best use of audio branding

#### Gold - King Abdulaziz for World Culture (Ithra) and MassiveMusic

### Best use of typography

#### Gold - Blends and FITCH

Silver - TAWAL and Bellwether

Bronze - Nareel's Cookies and BOND

Highly commended - Private Residences managed by Dorchester Collection and Fifth Estate

### Best place or nation brand

#### Gold - Azerbaijan Tourism and Landor

Silver - Cairo111 and FITCH

## PROCESS

### Best internal communications during a brand development project

#### Gold - Khalifa University and BOND

Silver - STC and Bellwether

### Best implementation of a brand development project

#### Gold - MUVI Cinemas and Bellwether

Silver - SHUROOQ and Bellwether

Bronze - Roads & Transport Authority, Dubai

Highly commended - Azerbaijan Tourism and Landor

Highly commended - TAWAL and Bellwether

## STRATEGY

### Best creative strategy

#### Gold - Joali and Landor

Silver - Hikma and Prophet

Bronze - Saudi Aramco/King Abdulaziz Center and Prophet

Highly commended - Evercare and FITCH

Highly commended - MUVI Cinemas and Bellwether

### Best brand evolution

#### Gold - The National and Omnia

Silver - Hikma and Prophet

Bronze - Euro Mechanical and Jpd

Bronze - SHUROOQ and Bellwether

Highly commended - Jabal Omar and Landor

Highly commended - Khalifa University and BOND

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

#### Gold - Joali and Landor

#### Gold - Roads & Transport Authority, Dubai

Silver - Evercare and FITCH

Silver - Sharjah Media Corporation and Tonic International

Bronze - Cairo111 and FITCH

Highly commended - Al Mubarakah Foundation and Punch

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

#### Gold - STC Pay and Bellwether

Silver - TAWAL and Bellwether

Bronze - Casa Oyla and Brand Lounge

Highly commended - Meethaq Islamic Banking and OHI Leo Burnett

Highly commended - Saudi Aramco/King Abdulaziz Center and Prophet

### Best naming strategy

#### Gold - Ellaycom and BOND

Silver - Dusoul and FITCH

Bronze - Joali and Landor

Bronze - Quro Obesity Center and Skyne

Highly commended - Evercare and FITCH

## TYPE

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

#### Gold - The National and Omnia

Silver - Jabal Omar and Landor

Silver - Marjan and Landor

Bronze - SHUROOQ and Bellwether

Highly commended - Al Foah Dates Company and Brand Lounge

Highly commended - EHS - Emitac Healthcare Solutions and Brand Lounge

### Best brand consolidation

#### Gold - Hikma and Prophet

### Best rebrand of a digital property

#### Gold - Roads & Transport Authority, Dubai

Silver - STC Pay and Bellwether

Bronze - New Shababiah - Ooredoo Oman

# THE WINNERS

## SECTOR

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

#### Gold - Queen Rania Foundation and Landor

Silver - Al Mubarakah Foundation and Punch

Bronze - Holy Quran Academy and Brand Lounge

### Best visual identity from the education sector

#### Gold - Khalifa University and BOND

Silver - Saudi Aramco/King Abdulaziz Center and Prophet

### Best visual identity from the energy and utilities sector

#### Gold - Musandam Power and OHI Leo Burnett

Silver - TAWAL and Bellwether

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

#### Gold - Euro Mechanical and Jpd

### Best visual identity from the financial services sector

#### Gold - STC Pay and Bellwether

Silver - Meethaq Islamic Banking and OHI Leo Burnett

Bronze - VATPRO and Brand Lounge

Highly commended - Emirates NBD and Omnia

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

#### Gold - London Slide and JansenHarris

Silver - Bâoli and JansenHarris

Bronze - Grand Hyatt Abu Dhabi and Fludium

Bronze - Usturah and Brand Lounge

Highly commended - Jumeirah - Al Mabeet Desert Camp and Latitude

Highly commended - Grand Hyatt Abu Dhabi and Fludium

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

#### Gold - Evercare and FITCH

#### Gold - Hikma and Prophet

Silver - Cryosave Arabia and Eleven Creative Strategy

Bronze - Quro Obesity Center and Skyne

Highly commended - EHS - Emitac Healthcare Solutions and Brand Lounge

### Best visual identity from the industrial and basic materials sector

#### Gold - ALIF - AIMS Leading Industrial Factory and Brand Lounge

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

#### Silver - Dragon Oil and Jpd

### Best visual identity from the professional services sector

#### Gold - The Y Collective and Latitude

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

#### Gold - Piramal Mahalaxmi and RUYA

Silver - Cairo111 and FITCH

Bronze - SLS Dubai and Fifth Estate

Highly commended - Jabal Omar and Landor

Highly commended - Private Residences managed by Dorchester Collection and Fifth Estate

Highly commended - The Fields and RUYA

Highly commended - The Residences and Latitude

### Best visual identity from the public sector

#### Gold - Musandam Power and OHI Leo Burnett

Silver - SHUROOQ and Bellwether

Bronze - Ras Al Khaimah Public Services Department and Omnia

### Best visual identity from the retail sector

#### Gold - Nostalgia and RUYA

Silver - Dusoul and FITCH

Bronze - Ellaycom and BOND

Highly commended - Blends and FITCH

Highly commended - Leem and Public

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

#### Gold - The National and Omnia

Silver - Fusion5 and Brand Lounge

Bronze - NgageU and Fludium

Bronze - Sharjah Media Corporation and Tonic International

### Best visual identity from the transport and logistics sector

#### Gold - Roads & Transport Authority, Dubai

Silver - RTA - Road & Transport Authority and Brand Lounge

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

#### Gold - Azerbaijan Tourism and Landor

Silver - Joali and Landor

Silver - Lapita and RUYA

Bronze - Hameni and RUYA

Highly commended - MUVI Cinemas and Bellwether

### Best overall visual identity

Azerbaijan Tourism and Landor

### Grand prix

The National and Omnia

1 OPEN THE CAMERA

2 SCAN THE QR CODE



3 DIFFERENTIATE

4 SUBMIT & SHARE

# CONNECT & DIFFERENTIATE



An Award Winning Branding Consultancy

Dubai Design District, Bldg 6, 209B | P.O. Box 282379 Dubai, UAE  
T +971 4 434 7152 | [info@brandlounge.com](mailto:info@brandlounge.com) | [brandlounge.com](http://brandlounge.com)

**BEST USE OF A VISUAL PROPERTY**



**Gold - Joali and Landor**

Landor was tasked with building a strategy that would reinterpret the concept of luxury for Joali, a new player in the well-established premium luxury hotel sector in the Maldives. It concluded that an idea based around the emotion of joy would allow the brand to take advantage of a differentiated styling inspiration.

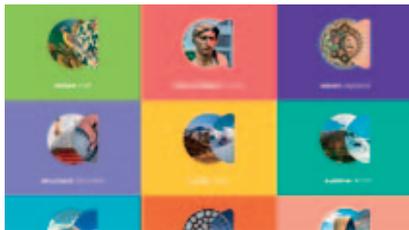
The brand was created from the perspective of a fictitious patron and host, who's passion in life was to share joy with her guests. Landor defined a specific personality from which the entire brand journey would be influenced and assigned specific character traits, including being a travel journalist, originating from a wine producing family, and so on.

"All branding relates back to the story - I didn't think I'd feel as much emotion to the branding as I did," mused one of the judges. Another judge added, "Beautiful visuals, clearly the strongest brand creative of all the entries."



**Silver - Ellaycom and BOND**

The creative concept Ellaycom, the international shopping network targeting Saudi women, was crafted around an iconic Arabic landmark. Bond brought the brand to life through TV idents and other digital assets. "Amazing work by Ellaycom - the bilingual logo, the idents and how they incorporated the various store items," praised one judge.



**Bronze - Azerbaijan Tourism and Landor**

To market Azerbaijan's appeal, Landor created a visual identity - a 'reveal lens' - which enables two contrasting views of the country to come together to expose an intriguing new perspective on the place and its culture. It was a "strong creative device," according to one of the judges.



**Bronze - Evercare and FITCH**

For healthcare brand Evercare, Fitch used illustration to allow the brand language to cross over the varied cultural borders in a manner that was unique, ownable and cost efficient. "Illustrative style enables the brand to cross borders, cultures and languages. Overall it fits well with the brand positioning," said one judge.

**Highly commended - Cryosave Arabia and Eleven Creative Strategy**

# CONTENT

## BEST BRAND ARCHITECTURE SOLUTION

### Gold – Hikma and Prophet

Following years of tremendous growth, the region's principal multinational generics pharmaceutical player Hikma soon realised the scale of its business had become far greater than the scale of its brand. Wedded to this was the added complexity of multiple acquired corporate brands. Prophet was engaged to develop a brand architecture solution for Hikma to pave the way for its next chapter, as the company set its sights on further broadening its long-standing business in the Middle East and North Africa.

As one judge said, "Strong branding – simple but very bold and memorable. Business cards are very cool, and the strategy of natural looking people is welcomed." Another judge added, "The agency demonstrated thorough research into the culture and ambition of the organisation and developed an architecture that transformed the brand from a diluted and dated one, to a fresh and bold one that can get both the internal and external stakeholders engaged."

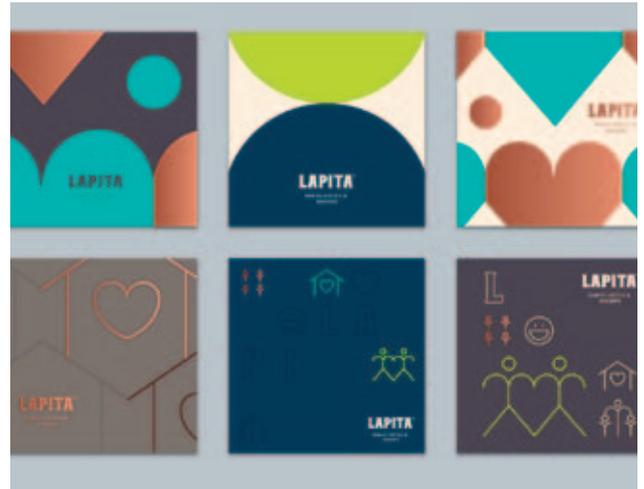


### Gold – Lapita and RUYA

In the gulf region, there was no project, competitor or even idea of themed hotels and resorts. The new Lapita Hotel brand did not only demand a unique positioning and identity system, but also a strategic architectural system that would connect its future themed parks and resorts with the original idea.

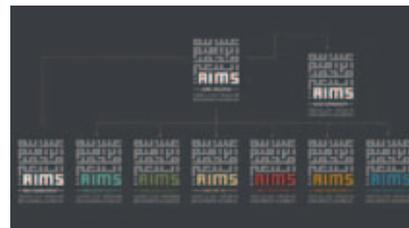
Ruya developed a global brand with opportunities for geographic expansion through distinguished themes, structured brand architecture and universal attributes. And all the judges were impressed. "Nicely executed – good thought process to icons, beautiful type," said one. "Nice graphic symbols and a creative solution that had heritage in the brand meaning," said another.

One judge said, "The agency identified its objective, USP, target audience and desired behaviour and based on that, set out a brand personality that comes to life via a unique and creative visual system and personality. The architecture is scalable and flexible, demonstrating vision and strategic thinking."



### Silver – AIMS – Abdullah Ibrahim Mohammed AISubeaei and Brand Lounge

AIMS is a family-run investment holding company. Its management worked with Brand Lounge to create synergy in its corporate structure to create clarity of purpose for external partners and stakeholders. One judge said, "Thorough brand architecture taking into consideration the short- and long-term aspirations for the brand. Solid strategy and clear hierarchy; the decision tree tool was well thought out."



### Bronze – ADK – Al Dahra Kohinoor and Brand Lounge

ADK is a government-owned food group in Al Ain. Building ADK's brand architecture involved an architecture that could integrate different B2B segments, which were divided into three: consumer, rice and human. The Brand Lounge team created an organised portfolio for each segment that be can extended if and when the business expands.





# MARKITECTS CREATING DESTINATIONS

FIFTH ESTATE  
FIFTHESTATENYC.COM

STRATEGY - CREATIVITY = ACADEMIC  
CREATIVITY - STRATEGY = ART  
STRATEGY + CREATIVITY = SOLUTION

**We formulate brand-led business solutions.**  
Need an answer to a tricky branding problem? Call us.

[www.fludium.com](http://www.fludium.com) | [hello@fludium.com](mailto:hello@fludium.com) | Call us on +971 50 469 4920

**Fludium**  
THE BRAND CATALYST

# CONTENT

## BEST USE OF COPY STYLE OR TONE OF VOICE

### Gold - Azerbaijan Tourism and Landor

'Discover/retreat,' 'Lost treasures/hidden gems,' 'Colourful glass/scorched hills.' These are all examples of Azerbaijan Tourism's new place brand in action. The organisation recognised that Azerbaijan's external - and to an extent, internal - brand suffered from a diffuse visual identity and poor understanding.

It turned to Landor to develop a new brand that would successfully reposition the country to all its audiences. The resulting visual identity is vibrant and unique, but the brand's tone of voice helps bring the positioning to life. It focuses on the juxtaposition of two seemingly conflicting ideas, uniting them through a signature visual device and corresponding imagery.

The result has impact. It is not only informative and educational about Azerbaijan's culture, heritage and modern positioning, but intriguing, relevant and distinctively modern. Judges thought the copy style was a key part of Landor's strategy to transform perceptions of the Caucasian nation.



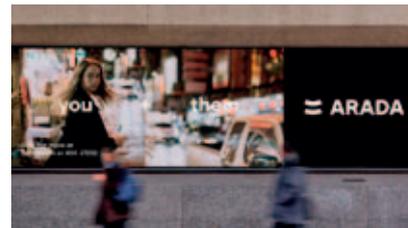
### Silver - Joali and Landor

Joali's brand is built on storytelling and a brand character's profession as a travel writer. Landor developed this concept, but with such a brand, the tone of voice for the resort was equally important, and challenging to get right. The result is helping Joali redefine modern luxury, uniting authentic, human phrases with notions of luxury and a sense of place.



### Bronze - Arada

UAE-based developer Arada is playing a key role in the transformation of Sharjah into a lifestyle destination. To support that positioning, the brand introduced a messaging concept focusing on people, service and community, rather than buildings, purchases and infrastructure. It's a unique strategy for the region's developers and is complemented by punchy social applications and strong visual assets.



## BEST BRAND EXPERIENCE



### Gold - JustKidding Middle East and Skyne

For its stroller offering, baby product retailer JustKidding was in need of a unique shop-in-shop concept that not only provided the ultimate store experience to customers, but also aligned multiple stroller brands into one overarching brand concept. Skyne came up with 'StrollerPark:' a roller coaster that displays the strollers. It created business cards in the shape of amusement park tickets and provided digital screens to enable customers to browse models and prices online.

Overall, the judges enjoyed the playfulness of the brand experience and thought it was a smart, creative way to let customers experience products. One judge said, "Great experience that is inviting and practical. Just what any parent would want. The choice of colours and display are wonderful." Another judge added, "Innovative idea - especially where parents can road test different surfaces and be part of the interaction of physical purchase... [it] felt a genuine customer experience."



### Silver - Joali and Landor

Landor was tasked with building a strategy that would reinterpret the concept of luxury for a new player in the well-established premium luxury hotel sector in the Maldives. Joali was a "beautifully told story, which comes across in the experience through some of the unique features," said one of the judges.



### Bronze - Jack Daniel's and JansenHarris

The brief for the new Jack Daniel's product included large and small spaces, tasting areas and interactive stations, designed by JansenHarris. As one of the judges said, "Smart use of the safe to communicate trust and value in a brand that some may have taken for granted. It has a show-stopping feel to it."

### Highly commended - SIG Combibloc Obeikan and Brand Lounge

### Highly commended - STC Pay and Bellwether

# CONTENT

## BEST USE OF PACKAGING

### Gold - Usturah and Brand Lounge

Usturah is positioned as the only packaged food brand that allows the consumer to experience authentic Lebanese products, and it aims to introduce the customer to the inspiring culture of Lebanon. Indeed, the name 'Usturah' itself has two meanings in Arabic: 'the legend,' which refers to Lebanese icons of the past, and 'the story,' which refers to stories that inspire Lebanon's past.

Brand Lounge understood the behaviour of people buying products of this kind in the supermarket and grocery stores. It developed a positioning strategy that connects with consumers on a personal and emotional level. It wanted the brand to trigger a positive memory for Lebanese expats and other Levantine people who love Lebanese food. It's an interactive packaging experience that give the consumer an insight into Lebanese culture through its food.



### Silver - Al Hosn and Brand Lounge

Government-owned ADK is a major food brand. Following the successful launch of its rice brand, Al Hosn, ADK launched a new product using the brand equity of its name. Al Hosn Flour, developed by Brand Lounge, targets the health conscious looking for a creative product brand that excites their passion for baking.



### Bronze - Meethaq Islamic Banking and OHI Leo Burnett

Women play a critical role in the Omani community, yet there lacked a focused savings product that addressed the unique needs of Omani women. OHI Leo Burnett created a unique brand concept for Meethaq Neswa and introduced imagery that showcases some of the roles women play in everyday life.



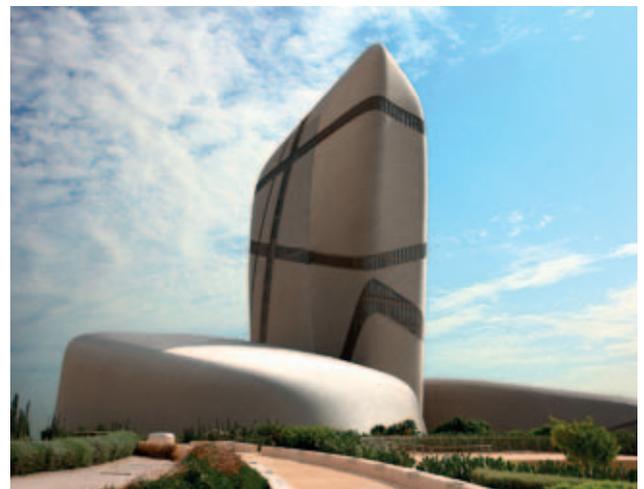
## BEST USE OF AUDIO BRANDING

### Gold - King Abdulaziz Center for World Culture (Ithra) and MassiveMusic

The King Abdulaziz Center for World Culture (known as 'Ithra') was inaugurated on 1 December 2017 and serves as a convergence point between the Kingdom of Saudi Arabia and the world. MassiveMusic was tasked with bringing the sound of this national icon to life.

Taking inspiration from both the organic and pioneering new materials used in the design and build of the centre, it took field recordings of the building being tapped, knocked and brushed by human hands. By fusing the Ithra sample library with traditional sounds of live Middle Eastern musicians with international production talent, an original Ithra brand theme and sonic logo was born.

Over 22 short- and long-form adaptations have been created for the centre itself, as well as across all of Ithra's online content platforms. Since launch, the Ithra team has played this continuously through the building, hungrily requested ever more adaptations and even embraced the branded ringtones.



**BEST USE OF TYPOGRAPHY****Gold - Blends and FITCH**

The vision for home furnishings brand Blends is to be an ever-evolving independent design space, offering a unique opportunity to discover contemporary and upcoming designers as well as established brands. This insight drove Fitch's concept – a brand that behaves like a curator and talks like a narrator. It created an identity that would appeal to the modern, well-travelled Saudi buyer that is globally influenced, who has a worldview but also takes great pride in their Saudi roots.

This was a key driver for its thinking – the blending of established and upcoming; global and Arabic. Most pertinently this was reflected in the icon Fitch created, blending the Arabic and Latin alphabets. The judges were impressed with the "clever 'B' wordmark," with one commenting, "bold, reliable, and great implementation of English and Arabic." Another judge agreed, "The blend of English and Arabic works well and the 'B' works well as a distinctive standalone logo."

**Silver - TAWAL and Bellwether**

For Tawal, a new infrastructure brand operated by Saudi Telecom (STC), the main challenge was to introduce a brand that reinforced the symbiotic relationships facilitated by telecoms infrastructure. Bellwether turned to a typographic approach that united the 'T' of Tawal with the universal symbol for mobile service. The result is a comprehensive, rich visual identity, according to our judges.

**Bronze - Nareel's Cookies and BOND**

Inspired by the craft of making and baking, Bond combined both Arabic and English into one for Nareel's Cookies by using the 'L' shape to link them together. "A really nice brand idea, using the Arabic word for coconut, plus it's a clever blend of both languages in the logo," said one of the judges.

**Highly commended - Private Residences managed by  
Dorchester Collection and Fifth Estate**

# CONTENT

## BEST PLACE OR NATION BRAND

### Gold - Azerbaijan Tourism and Landor

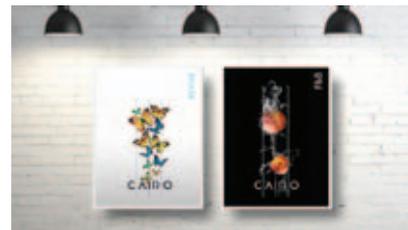
To promote Azerbaijan's appeal, Landor created a visual identity - a 'reveal lens' - which enables two contrasting views of the country to come together to expose an intriguing new perspective on the place and its culture. A public competition on Instagram to create the best 'reveal lens' captured the local imagination, while at the London launch, VR allowed a fully immersive brand experience.

The judges found this to be the standout entry. "A great and bold solution, and I'm liking the yin and yang idea which connects well with all applications," said one. "This beautifully brings together the richness of Azerbaijan's culture and craft with the simplicity of a modern design system to make a memorable and scalable brand," added another. The identity's ability to reveal the rich layers and offerings available in Azerbaijan adds a sense of scalability and joy to its place brand, said judges.



### Silver - Cairo111 and FITCH

Cairo111 is a new mixed-use development in the Al Nasir district of Cairo. Fitch's brand development included the 111 name - the icon of which extends at the top, promoting elevated city living and creating space for inspiration, innovation and storytelling. One judge said, "Results show a well-prepared strategy and reflect the target audiences' style."



AWARD-WINNING  
Building Brave Brands™

We're an independent consultancy specialising in strategy, brand, environment and digital design.

For the past eight years, we've been building brands across Africa, Asia and the Middle East.

From Marriott to Jack Daniel's, Siemens to Heineken, we foster partnerships with ambitious clients.

Find out more about us, or tell us about you.  
[jansenharris.com](http://jansenharris.com), [hello@jansenharris.com](mailto:hello@jansenharris.com)

**JansenHarris**



**SKYNE**

We are Skyne, your **award-winning partner** in **branding & design**. We develop distinctive **brand strategies**, inspiring **brand identities** and memorable **brand experiences**.  
Because brands build better businesses.

**Skyne, creative visionaries**

UAE | The Netherlands | Lebanon | Singapore | USA  
[skyne.com](http://skyne.com) | [dubai@skyne.com](mailto:dubai@skyne.com) | +971 44 30 94 11

# PROCESS

## BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

### Gold - Khalifa University and BOND

In 2017, the Abu Dhabi Executive Council decided to bring together Khalifa University of Science, Technology and Research (Kustar), Masdar Institute and Petroleum Institute under one brand - Khalifa University. Bond developed the brand idea - 'Perpetual Creation' - a concept driving a science and technology university with many moving parts and partnerships into the future.

This was a politically sensitive project that required careful communication with internal audiences across the project. Bond asked the opinions of and communicated with students, faculty and alumni at various stages of the process to move them from sceptics to advocates. It spent time with government ministers and business leaders to ensure their recommendations were appropriate.

Following a lengthy creative development process, it was decided to again test the opinions of the university students and faculty to incorporate into their final decision. Two routes were presented to the chairman and board of trustees for the final decision.



### Silver - STC and Bellwether

STC was faced with the challenge of engaging with its employees during a period of corporate change. It enlisted Bellwether to support the introduction of a new EVP and employer brand. The result was a comprehensive brand targeted at the internal audience with clear messaging, consistent visuals and an integration with the corporate strategy.



**BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT**



**Gold - MUVI Cinemas and Bellwether**

In 2018, crown prince Mohamed Bin Salman authorised cinemas to operate in the Kingdom of Saudi Arabia. Muvi, which is owned by retail giant Fawaz Al Hokair, was granted a license. The central challenge it faced was in creating an inspiring philosophy for Muvi that could ground the brand in its Saudi roots, yet communicate its ambition to create a best in class cinema experience.

Using the brand philosophy of '(un)ordinary' as a lens, Bellwether tailored the customer experience to deliver experiences along the journey that were "uncommon, uncomplicated, unexpected and uncompromising." Meanwhile, the premier ticket echoed a first class airline experience from arrival to departure. "Their work is fantastic," said one of the judges. "Detail-oriented and creative across all their implementations." Another judge added, "Strong brand strategy and creative route. Nice brand experience ideas - likeable, memorable."



**Silver - SHUROOQ and Bellwether**

Sharjah Investment and Development Authority (Shurooq) is an independent government entity. Bellwether was tasked with visually distinguishing Shurooq from Sharjah Investment & Development Authority, while retaining its existing brand equity. "Strong brand evolution, the new logo lends itself well to creative implementation with distinctive assets," said one judge. "Tight piece of work," added another.



**Bronze - Roads & Transport Authority, Dubai**

With more than 200 services, eight modes, numerous ongoing infrastructure projects, hundreds of touchpoints and millions of customers, Dubai's Road & Transport Authority's brand change was planned over a period of three years. Implementing its new identity required clear objectives and facilitated excellent results, according to our judges.

**Highly commended - Azerbaijan Tourism and Landor**  
**Highly commended - TAWAL and Bellwether**

# STRATEGY

## BEST CREATIVE STRATEGY

### Gold - Joali and Landor

In a competitive category, the gold award for creative strategy goes to a new brand that transforms both the concept of luxury and the hotel sector itself. Joali, a resort in the Maldives turned to Landor to introduce a brand that would gain cut-through in a crowded market.

The result is an interpretation of modern luxury that focuses on simplicity and storytelling. By crafting a brand character whose background and travels inspire the visual identity, Joali comes to life in a unique way. Using sketches, authentic photographs and an understated colour palette, Joali breaks through the clichés inherent in the luxury travel sector.

The brand redefined luxury, according to one judge. "Really innovative strategy of creating an actual persona. It's a great brand story and allows for a fresh, unexpected, unpredictable creative route and feels like a very personal style of luxury with invites the consumer in to her world." Another judge said simply, "I'm in love with their work and the story they've put behind it."



### Silver - Hikma and Prophet

Prophet was engaged to develop a strategy for Hikma that would enable the company to set its sights on further broadening its longstanding business in the Middle East and North Africa. As one judge said, "Compelling strategy and execution which feels quite groundbreaking within what is a rather generic drugs industry."



### Bronze - Saudi Aramco/King Abdulaziz Center and Prophet

Prophet was tasked to develop a creative strategy, defining a relevant positioning, name and visual identity, for the official inauguration and festival for the educational programme at the Saudi Aramco/King Abdulaziz Center. One judge commented, "It's consistent, on brand, and it delivers on all aspects of their strategy."



### Highly commended - Evercare and FITCH

### Highly commended - MUVI Cinemas and Bellwether

**BEST BRAND EVOLUTION**

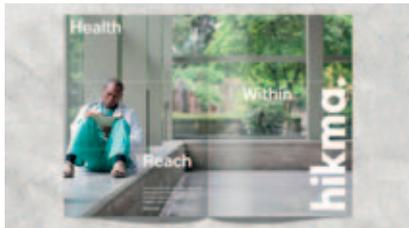


**Gold - The National and Omnia**

The National is a daily, English-language newspaper based in Abu Dhabi. As part of its ongoing business adaptation, a new editorial team and strategy were implemented and a decision was made to relaunch the National across new print and digital formats in July 2017.

Over a four month period, Omnia deployed a rigorous but pragmatic brand development process spanning research and discovery, brand, identity and guidelines. It also supported the rollout of collateral, worked collaboratively with the National's designers on the newspaper's layouts and assets, and supported architects on designs for the newsroom's innovative renovation.

The result was a bold positioning and identity that now actively supports the delivery of the National's business and editorial ambitions, regionally and internationally. One judge said, "Clear and concise strategy with a real understanding of the brand. Moves the brand's identity boldly into the future." Another judge agreed, "An interesting refresh and arguably a big step forward."



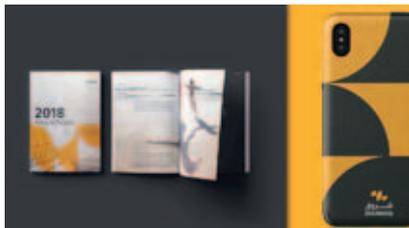
**Silver - Hikma and Prophet**

Prophet developed a strategy for Hikma to enable it to set its sights on further broadening its long-standing business in the Middle East and North Africa. "Clear, concise messaging," said one judge. Another added, "Clear challenge and strategic thinking, although it is a total rebrand - there is no link to old brand equity."



**Bronze - Euro Mechanical and Jpd**

Under a new CEO's leadership, Euro Mechanical approached Jpd to reestablish its identity, modernise and align its brand. "It kept the core essence and heritage of the brand with elements of the established visual in refreshed way," said one judge. "A big step forward for an established B2B brand," said another.



**Bronze - SHUROOQ and Bellwether**

Bellwether was tasked with visually differentiating Shurooq from Sharjah Investment & Development Authority, while retaining any existing brand equity. As one of the judges put it, the strength of Bellwether's work means the brand is "instantly recognisable as Shurooq, but modern and flexible... the brand pattern works well as a distinctive graphic device."

**Highly commended - Jabal Omar and Landor**

**Highly commended - Khalifa University and BOND**

## STRATEGY

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

#### Gold – Joali and Landor

Building a brand based around the concept of joy in luxury is a unique proposition for tropical resorts. Joali, a property in the Maldives, enlisted Landor to craft a new brand that would differentiate it from the countless other luxury hotels fighting over the same audience.

The result is a new brand that is transforming hotel storytelling. Using a brand character and storytelling approach, alongside refined, yet casual imagery and illustrations, Joali is able to offer a modern kind of luxury experience to prospective guests.

And the judges were unanimous in praise. "Original, creative, fresh – the agency delivered on the promise of joy across all touchpoints and spectrums," said one. "Building the story around a fictitious persona and developing visual and emotional collateral to support the persona was clearly communicated by the final brand."



#### Gold – Roads & Transport Authority, Dubai

Using its comprehensive data on the local market, detailed review of global mobility trends and benchmarking of key global players in the 'integrated mobility space', Dubai's Road & Transport Authority (RTA) developed a new strategic platform, identity, UX and UI.

The result was S'hail a new integrated mobility platform. For travellers, the brand proposition positions S'hail as the necessary tool for clearer information on Dubai's complex travel infrastructure. Aiming to cut down commuting times and encourage public transport use, S'hail's user experience was crafted to be intuitive and supportive.

One judge said, "The pain point was identified and the brand strategy was designed seamlessly, addressing the issue with an identity that was simple yet strong. It's a human brand that connects very well on-site."



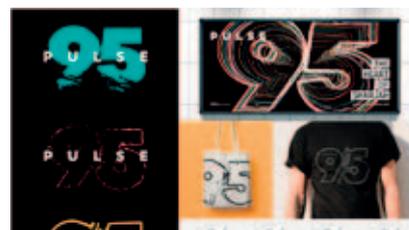
#### Silver – Evercare and FITCH

For Healthcare brand Evercare, Fitch used illustration to allow the brand language to cross over various cultural borders in a manner that was unique, ownable and cost-efficient. As one of the judges said, "The cultural challenge was upfront and driving the brand strategy. Smart use of iconography and illustrations to cut through demographic barriers."



#### Silver – Sharjah Media Corporation and Tonic International

Pulse 95, Sharjah's first English-speaking radio station, aims to change the perception of Sharjah in the region. Tonic allowed the audience to personalise the new logo with their own music. "Great use of creative, reviving a retro MTV feel, and expanded to all touchpoints," said one judge.





## Bronze - Cairo111 and FITCH

Cairo111 is a new mixed-use development in the Al Nasir district of Cairo. Fitch's brand development included the 111 name - the icon of which extends at the top, promoting elevated city living and creating space for inspiration, innovation and storytelling. One judge commented: "Results showing well prepared strategy and reflecting targeted audiences' style."

## Highly commended - Al Mubarakah Foundation and Punch

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



## Gold - STC Pay and Bellwether

In Saudi Arabia, digital payments represent only a tiny proportion of the market. STC saw this as an opportunity to launch a fintech company to spearhead the shift from cash to digital payments, providing a mobile wallet solution for the large percentage of unbanked citizens.

Bellwether created a new name, STC Pay, to leverage the brand equity of STC while aligning with category norms, such as Apple Pay. The app empowers individuals to take full control of their finances - sending, receiving, spending, and managing money simply through their phones. Each screen has clear instructional content to guide the user to their end goal quickly.

"It's fantastic work, on brand, and looks part of a bigger family," said one of the judges. "Retains STC brand equity with a fresh use of brand colours and logo, and it leverages the familiarity of existing category naming conventions - it complements the master brand perfectly," said another judge.



## Silver - TAWAL and Bellwether

Through its assessment workshops and interviews with the audience for STC's new infrastructure offer, Bellwether knew it needed to create a brand that enabled and promoted symbiotic relationships. Tawal, an Arabic name, means 'sequencing and succession' - continuing and everlasting sequence representing the ongoing advancement of technology and communications. As one judge said, it was "a comprehensive entry that exhibits a very rich visual identity."



## Bronze - Casa Oyla and Brand Lounge

Government-owned ADK is a major food brand. Following the successful launch of its rice brand, it worked with Brand Lounge to launch a new name in olive oil. Oyla is the name of a homegrown olive tree, while 'casa' derives from 'home' in Spanish. "Creative use of name and new brand into the portfolio," praised one of the judges.

## Highly commended - Meethaq Islamic Banking and OHI Leo Burnett

## Highly commended - Saudi Aramco/King Abdulaziz Center and Prophet

OMNIA™

omnia.ae

We build brands and connect your business to your customers through creativity and innovative digital communication

G2-G5  
DSC Tower

# Branding Creative Digital

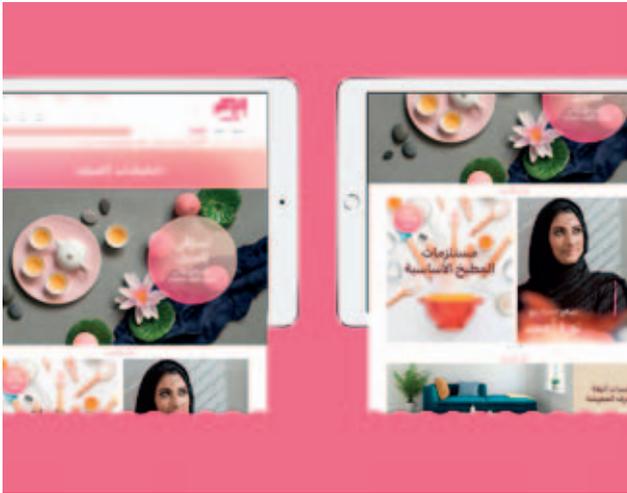


The global publication  
for brand development  
and rebranding

Take out a print subscription for only \$90.  
Available quarterly.

[www.transformmagazine.net](http://www.transformmagazine.net)

**BEST NAMING STRATEGY**



**Gold - Ellaycom and BOND**

In launching a shopping network for women in Saudi Arabia, Bond worked with HSE24 to craft a company that would inspire happiness and be accessible in both Arabic and English. It had to be an Arabic name that was phonetically strong in English and, importantly, for which it could purchase the .com. The Ellaycom name was born out of a lengthy, well-thought out naming process that not only resulted in a name that resonated with the target audience in both Arabic and English, but also cleverly combined the URL.

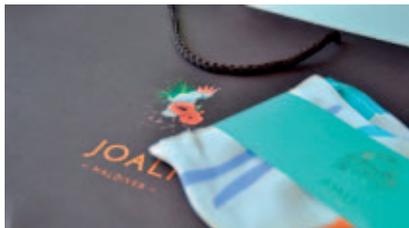
The resulting name avoids the challenges posed to acronyms in Arabic while also using characters that translate easily into English. The name then had to be rendered into a wordmark that would be legible in Arabic, combined with a distinctive pink, the new Ellaycom was born.

Judges thought the approach was creative and worked well for the audience with one saying, "Amazing work by Ellaycom – the bilingual logo, the idents and how they incorporated the various store items."



**Silver - Dusoul and FITCH**

Dhamani Jewels, a gulf brand with heritage, had introduced a secondary brand, Dhamani 1969 in 2014, causing confusion among target customers. To clarify the distinction between its master brand and premium offer, it worked with Fitch to rebrand Dhamani Jewels. Crafting the new name from the concept of 'the soul of Dubai,' Fitch was able to anchor the brand in its home city and differentiate it from Dhamani 1969 with ease. Judges thought the name "convey[ed] luxury and accessibility."



**Bronze - Joali and Landor**

Though it sounds exotic, the Joali name derives from a local word for a suspended chair, often found on the beach. Landor opted for a name that firmly associated the brand with its setting while conveying restfulness and comfort. The resulting name is supported by a storytelling approach to the brand strategy.



**Bronze - Quro Obesity Center and Skyne**

With a complicated, long name, the Dutch Obesity Clinic needed something simpler to support its expansion into the Middle East. It worked with Skyne to develop a name that was punchier, more easily translatable into Arabic and with better flexibility across visual applications. One of the judges lauded the "clever use of typography with 'weight' to depict weight loss."

**Highly commended - Evercare and FITCH**

## TYPE

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

### Gold - The National and Omnia

Ahead of its 10th year of operation, Abu Dhabi-based English-language newspaper the National underwent a change in ownership and editorial leadership. It also used the 2017-2018 year to rollout new platforms and embrace a digital future.

Supporting that change was a rebrand carried out by Omnia. The result was a bold positioning and identity that is now actively supporting the delivery of the National's business and editorial ambitions, regionally and internationally.

The judges praised the use of logotype and the overall simplicity. "Positive translation of the local, regional, global as pillars, and a strong regional solution - memorable and intelligent," said one. Another added, "A stand-out winner in this category."



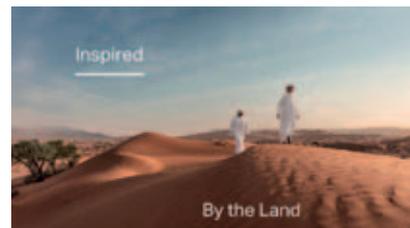
### Silver - Jabal Omar and Landor

Inspired by the street life and the stories of Islam's holiest city, Landor developed a new brand for the Jabal Omar Development Company that was deeply rooted in the people and culture of Mecca. As one judge said, "Quite a unique approach to create a brand, considering the sensitive side of the project and location."



### Silver - Marjan and Landor

Landor created a new brand, 'Built to last,' for Al Marjan Island, a tourist destination in Ras Al Khaimah, reflecting the perception of the developer in the industry as being thoughtful, measured, meticulous and always in it for the long term. "Great transition to a corporate brand. It feels corporate as well as lively with the strong coral colour," said one judge.



### Bronze - SHUROOQ and Bellwether

The Sharjah Investment and Development Authority, which exists to promote tourism and investment into the emirate, devolved its brand into the master brand and Shurooq, the commercial holding company. It worked with Bellwether on a lively, human brand for the new organisation. Judges praised Bellwether's problem solving and research that went into the brand's development.



### Highly commended - Al Foah Dates Company and Brand Lounge

### Highly commended - EHS - Emitac Healthcare Solutions and Brand Lounge

## BEST BRAND CONSOLIDATION



### Gold - Hikma and Prophet

Despite a market-leading proposition and a strong master brand, Hikma pharmaceuticals faced a major brand challenge. It had grown through acquisition, leaving it with a convoluted, complex brand architecture that lacked any kind of consistency or unification.

It turned to Prophet to develop an overarching brand, with a more clarified, easily understood solar system of sub-brands. The resulting brand retains Hikma's reddish brand colour, but focuses on its wordmark as the key unifying device. Rolled out expertly across packaging applications, the judges thought the update was a creative one.

One judge said, "The choice in corporate brand colour stays true to the origins of the brand, while being updated to a more energetic and contemporary range." Another added, "The agency demonstrated thorough research into the culture and ambition of the organisation and developed an architecture that transformed the brand from a diluted and dated one, to a fresh and bold one that can get both the internal and external stakeholders engaged."

# TYPE

## BEST REBRAND OF A DIGITAL PROPERTY

### Gold – Roads & Transport Authority, Dubai

With over 200 individual services across a sprawling city catering to a multicultural, multilingual audience, the Dubai Road & Transport Authority (RTA) fulfilled a daunting role. However, its brand was governmental in tone and was unable to flex across the digital applications necessary to communicate with a city such as Dubai.

It developed a new identity that focused on a simpler, more user-friendly website. The update is far simpler, as icons convey what were once text-heavy communications. The intranet update reflected the external, with a simplification across the organisation. The RTA's social media and apps were also updated, completing the digital rebrand.

"RTA already had strong branding, but after the changes it got even better – it's just simpler, which makes it more accessible and user friendly," said one of the judges. "Strong and highly appropriate for the market," added another.



### Silver – STC Pay and Bellwether

Bellwether created a new name, STC Pay, to leverage the brand equity of STC while aligning with category norms, such as Apple Pay, and an app that empowers individuals to take full control of their finances simply through their phones. Judges thought the consistency of the application was laudable as was the flexibility of the visual identity.



### Bronze – New Shababiah – Ooredoo Oman

Ooredoo Oman took the step of transforming its fundamental prepaid value proposition by converting it into a fully online experience. The launch of 'New Shababiah,' a customisable and flexible mobile plan, welcomed customers into a new digital world where they could mix, match, blend and build their own plans. The judges praised this submission for its "ambitious strategy."



## BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT



### Gold - Queen Rania Foundation and Landor

The Queen Rania Foundation is fighting for a brighter future by boldly addressing educational issues in Jordan. Targeting students between three and 15 years of age, it helps improve their social and emotional skills, numeracy and literacy.

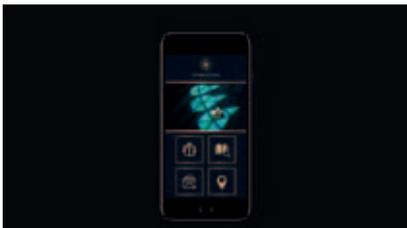
The foundation worked with Landor to help differentiate the brand and craft a strong statement for the necessity of better education. The branding focuses on the notion of support for education as equally important as famine, poverty and disaster relief. The core element of time and urgency drives home this message.

Inspired by the close affinity that Jordan has with the desert, Landor created a sand timer device in the form of the letter 'Q,' for Queen Rania's title. It also represents a stop watch that rotates its 'Q' stem after every minute of sand fills the circular watch. The device reflects the insight that a child left behind in the classroom for three years will never regain that lost time.



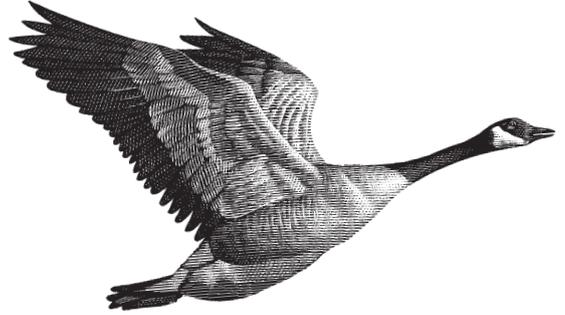
### Silver - Al Mubarakah Foundation and Punch

Al Mubarakah Foundation, a non-profit organisation based in Abu Dhabi, engaged Punch to develop a new brand for its youth initiative. The Arabic letter 'Meem' is used as a central element to highlight the hero of the brand: the teens. Its youth focus lends the brand a sense authenticity and its colourful, social-ready visual identity encourages takeup among its target audience.



### Bronze - Holy Quran Academy and Brand Lounge

Brand Lounge's challenge when working with the Holy Quran Academy was to develop a differentiated brand with the flare of Islam and the essence of Islamic culture. The brand concept was built around the iconic architectural shape of the academy that consists of eight squarish sections, each dedicated to specific practices.



# Soar

There is never flight without ruffling a few feathers. We believe that true potential is realized when we shake off the familiar and chase the uncommon, creating *Bellwether*\* brands.

*\*Bellwether: Leader, Industry Indicator.*

[Bellwetherbrands.com](http://Bellwetherbrands.com)

## BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



### Gold - Khalifa University and BOND

When uniting three educational institutions behind a single, new brand, Khalifa University, the various stakeholders had to be brought on the brand development journey. Bond Creative Agency used a unifying mission, 'perpetual creation,' to give the new university a sense of purpose and tell the brand story to stakeholders.

The resulting visual identity is deceptively simple, allowing for Khalifa University to stand out in outdoor implementations. But throughout the brand, there lies a consistent architecture and brand system that retains elements of the university's predecessors and inspires possibility and creation through study.

Judges thought the rebrand had an effective approach to internal communications and deployed a single, unifying idea well to bring Khalifa University to life.



### Silver - Saudi Aramco/King Abdulaziz Center and Prophet

The King Abdulaziz Center for World Culture unveiled an educational programme designed to spark a cultural dialogue. It worked with Prophet to craft a supporting visual identity for the Tanween brand that uses colour and patterns to connect with its audience. One judge said the work is fantastic, it's consistent, on brand, and it delivers on all aspects of the strategy."

## BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



### Gold - Musandam Power and OHI Leo Burnett

Musandam Power was established as the primary power provider for the Musandam region of Oman, replacing a number of smaller diesel plants. Owned by the government's Oman Oil Company, the power station sits at the tip of the Arabian peninsula, just northeast of the emirate of Ras Al Khaimah, the highway for the global oil trade.

OHI Leo Burnett was enlisted to craft a new identity for the company. It drew inspiration from the region's defining landscapes of sand, sea and sky, developing an orange and turquoise identity that differentiates Musandam Power from competing brands.

Judges lauded the project's creativity. "This is a beautiful response from OHI Leo Burnett," said one judge. "It's incredibly smart to have brought together the key symbols that matter so much in the MENA region - such as the map of Musadam - and to have made them feel so very au courant. The colours reflecting the local region, and the brilliant adaptation of the dotted symbols across everything from office signage to business cards is genius. A fantastic piece of work."



### Silver - TAWAL and Bellwether

Developing a new brand within the STC family for a massive telecoms infrastructure project, Bellwether examined the notions of connectivity, succession and symbiotic relationships. Tawal uses a 'T' icon that unites the telecoms tower shape with the universal symbol for mobile connectivity in a clever way.

## SECTOR

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

#### Gold - Euro Mechanical and Jpd

A more than 40 year-old brand based in Abu Dhabi, Euro Mechanical was faced with an ageing visual identity and a new CEO. To remain a leading brand in the petrochemicals services industry, it needed to refocus on its brand.

Euro Mechanical turned to Jpd to complete a full-scale rebrand. Using the findings of a massive research project, Jpd was able to identify the company's values and develop a new brand positioning. 'Aligning with the vision of the nation.'

The new visual identity replaces a serviceable logo and dual colour-palette with a professional wordmark, a set of guidelines and a new suite of photography. The new brand keeps the company's core essence and heritage at the forefront while preparing for a more robust future.



### BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

#### Gold - STC Pay and Bellwether

Major Saudi telecoms player STC recognised that the percentage of the Saudi Arabian population without access to traditional banking was high - around 46%. It decided to introduce a product that would allow this group access to mobile payments and salary management in a non-cash environment.

The resulting brand, STC Pay was designed to empower the unbanked to take control of their finances and purchasing abilities. The visual identity uses an Instagram-esque purple and orange gradient alongside human-centric, happy imagery to achieve standout.

The judges agreed that Bellwether had created a comprehensive new identity and that this was the clear winner in the category. They thought STC Pay did well to leverage the existing STC brand and deploy it in a new proposition across multiple formats. "Great execution of strategy with attractive visuals," said one. "Amazing work across all touch points," added another.



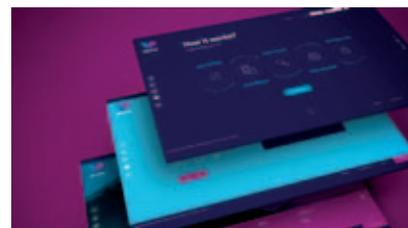
#### Silver - Meethaq Islamic Banking and OHI Leo Burnett

OHI Leo Burnett created a unique brand concept for a focused savings product, Meethaq Neswa, that addressed the unique needs of Omani women, using imagery that showcases some of the roles women play in everyday life. "Design visuals reflect beautifully the target audience," said one judge. "Strong identity to complement the master brand," added another.



#### Bronze - VATPRO and Brand Lounge

Vatpro is an online platform in a market that is relatively inexperienced in VAT systems. It is accessible and able to offer SMEs the support they need to achieve their business tax management needs. "Smart, simple and savvy visuals to go with brand message," said one judge.



#### Highly commended - Emirates NBD and Omnia

**BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR**



**Gold - London Slide and JansenHarris**

London Slide reimagines the humble burger and shake concept. An extensive research and immersion process saw JansenHarris delve deep into the world of street art and fashion, discovering valuable insights that became central in shaping and positioning the brand. The brand mark is a collection of culture inspired type. The word 'slide' differs across executions and the type mimics famous fonts used in fashion and music brands, like Elle magazine, by AC/DC, in Broadway signage, street art graffiti and neon strip lights.

The judges were impressed. "Great understanding of the Dubai market and the need for the cool and different," said one. "The identity stands out as urban and western. The variation of the logos are interesting. And the concept of commissioning new designs every six months promises to keep the brand fresh and exciting," another added.



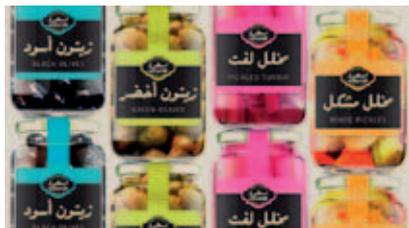
**Silver - Bâoli and JansenHarris**

The combination of a unique Japanese-French fusion concept and club offering is the main USP of the Bâoli brand - a perfect fit for the Dubai fine dining and nightlife scene. "Beautiful and scalable identity," said one judge. "Choice of colours and graphical elements embody the Asian feel that the brief called for."



**Bronze - Grand Hyatt Abu Dhabi and Fluidium**

The aim for Verso, the new Italian restaurant in the Grand Hyatt Abu Dhabi was to create a photography style that wasn't modern or contemporary but that looks like a Polaroid pulled out of an Italian nonna's purse, full of her favourite people and moments. Fluidium delivered with a brand judges called fun and warm with a sense of friendliness.



**Bronze - Usturah and Brand Lounge**

Usturah, a leading Lebanese food brand worked with Brand Lounge to craft a retro pop-inspired identity for its jarred ranges. The result is a brand that harks back to the golden age of Lebanese culture, while inspiring a modern audience through storytelling. One judge said, "The direction of a retro visual look and feel completely matches the brand name and the feelings of nostalgia and homesickness it intended to evoke."

**Highly commended - Jumeirah - Al Mabeet Desert Camp and Latitude**

**Highly commended - Grand Hyatt Abu Dhabi and Fluidium**

## SECTOR

# BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICALS SECTOR

### Gold - Evercare and FITCH

For Healthcare brand Evercare, Fitch used illustration to allow the brand language to cross over the varied cultural borders across the Middle East in a manner that was unique, ownable and cost efficient. It also allowed the brand to portray medical environments in a sympathetic manner which, along with the positive message of the home environment illustrations, reinforced the preventative medicine narrative. One of the standout features is the logo's sun shape. The use of the letter 'e' positioned at its heart allows the icon to stand on its own, providing immediate visual recognition for an audience that may have low literacy levels.

The judges agreed Fitch's approach included both a strong strategy and excellent execution. "It is appealing, relatable and easily legible, especially across developing markets," said one. "Visually trustworthy, simple effective communications beautiful illustrative style," said another. One of the judges added, "It does a great job of understanding the target audience demographic and behaviour. Very human."

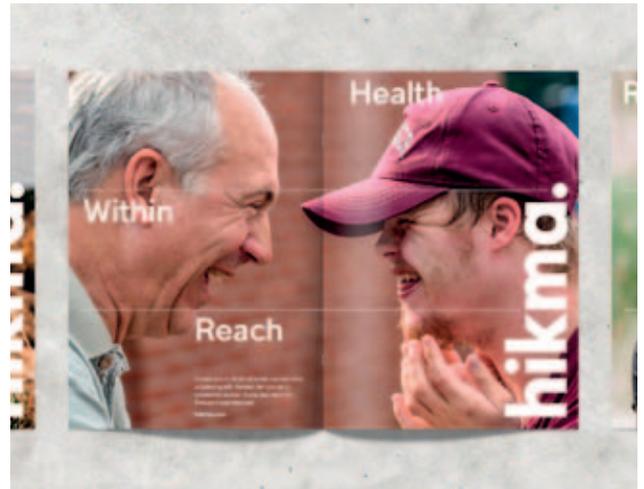


### Gold - Hikma and Prophet

With a brand that had grown by acquisition and a confused hierarchy of sub-brands, Hikma needed a change. It had only two moderately ownable brand assets and thus turned to Prophet for a rebrand. The result was a modern visual identity centred around the Hikma wordmark and a signature coral colour.

Prophet's brand architecture solution paved the way for Hikma's next chapter, as the company set its sights on further broadening its long-standing business in the Middle East and North Africa. "Vibrant and bold colour palette and typography," said one judge. All agreed on the quality of the execution, with one adding: "Standout wordmark in terms of colour, which looked great on shelf, on bottle and building. Brings modernity and style to the brand."

Another added, "The choice in corporate brand colour stays true to the origins of the brand, while being updated to a more energetic and contemporary range. Very clean brand architecture and application across touchpoints."



### Silver - Cryosave Arabia and Eleven Creative Strategy

Eleven Creative Strategy partnered with Cryosave to help inspire a new generation of young parents in the UAE to reimagine the benefits of stem cell storage to safeguard their child's health now and into the future. "Clean identity and logo," said one judge. "The iconography is scalable, fresh and human."



### Bronze - Quro Obesity Center and Skyne

Skyne worked with the Dutch Obesity Clinic to launch Quro, its new brand, in the Middle East. The visual identity was designed to raise awareness of the complexity of obesity as a disease among the target audience and the importance of a thorough, multidisciplinary approach in addressing it. As one of the judges said this was a "clever use of typography with 'weight' to depict weight loss."



### Highly commended - EHS and Brand Lounge

**BEST VISUAL IDENTITY FROM THE INDUSTRIAL AND BASIC MATERIALS SECTOR**



**Gold - ALIF - AIMS Leading Industrial Factory and Brand Lounge**

ALIF is AIMS Industrial's manufacturing unit, which was established in 1999 to cater for the booming construction sector by manufacturing nails, rivets and expanded metal products. ALIF was previously known as UBMF and needed to reposition around the future expansion of its categories.

It needed a name that was more universally flexible and relevant to its core business since it ceased its traditional involvement in the production of building materials. The name ALIF is itself the first letter in the Arabic alphabet – and also number one in Arabic numerology. In the context of the visual identity and rebrand, ALIF is an abbreviation of AIMS Leading Industrial Factory.

One of the standout flourishes in Brand Lounge's visual identity was to incorporate the core product into the name ALIF, by replacing the letter 'l' with a nail. It built on the inspiration from metalworks and products, all rendered in monotones – with just a hint of excitement.

**BEST VISUAL IDENTITY FROM THE MINING AND EXTRACTIVES SECTOR**



**Silver - Dragon Oil and Jpd**

With roots dating back to the 19th century, Dragon Oil is Dubai's only upstream oil and gas exploration, development and production company. However, the brand mark was its only distinctive asset. It turned to Jpd to craft a stronger brand built on competitive market analysis, stakeholder research and a new approach to brand architecture. The result is a brand that uses a strong, dynamic visual language for the first time.

## SECTOR

### BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR

#### Gold - The Y Collective and Latitude

As a new entrant into the highly competitive digital consultancy market, Y had to differentiate and communicate its offering in a compelling way. Combined specialisms in brand experience, customer journey and tech led to 'the Y Collective' - the collection of best-in-breed partners.

A brand strategy and identity had to be created at the speed of the opportunity. The brand platform, 'Never stand still,' was reflective of this and summed up the energy that the business would exude.

This has multiple positive meanings. First, as a calling to businesses to continually innovate, adapt and transform. Second, to Y as a business that never stands still and is curious, agile and flexible. Third, it is reflective of the nature of digital communications and the brand's target audience's journeys. It's an ethos and brand positioning that captured the digital experiences Y would create to help accelerate growth within organisational digital transformations



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



**Gold - Piramal Mahalaxmi and RUYA**

Piramal Mahalaxmi is a luxurious residential development that comprises of exquisite high-rise towers offering breathtaking views of Mahalaxmi Racecourse and the Arabian Sea in south Mumbai. The key challenge for Ruya was to allay the target audience's fear that the new Piramal project's views would be impeded by future development.

Ruya also had to educate the audience about Piramal Realty's philosophy of integrating the principles of biophilia to promote wellbeing. Promoting a positive quality of life, the brand is elegant and lifestyle-focused.

The judges agree that the work was perfectly tailored for the market. They thought Ruya's decision to draw inspiration from the racing track allowed the brand to stand out by taking cues from its heritage. One said simply, "Creative naming and heritage throughout. Great results!"



**Silver - Cairo111 and FITCH**

Cairo111 is a new mixed-use development in the Al Nasir district of Cairo. Fitch's brand development included the 111 name - the icon of which extends at the top, promoting elevated city living and creating space for inspiration, innovation and storytelling. "Striking, memorable, urban and modern," praised one of the judges. "Nice execution in showcasing lifestyle elements."



**Bronze - SLS Dubai and Fifth Estate**

While SLS is famous for its partnerships with designer Phillippe Starck and creative Lenny Kravitz, it is new to Dubai. Fifth Estate uses SLS assets but in bolder ways, tailoring the tone of voice, fresh imagery and design to the regional context. "Quirky, fun, fashionable brand," said one of the judges.

**Highly commended - Jabal Omar and Landor**

**Highly commended - Private Residences managed by Dorchester Collection and Fifth Estate**

**Highly commended - The Fields and RUYA**

**Highly commended - The Residences and Latitude**

# SECTOR

## BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

### Gold - Musandam Power and OHI Leo Burnett

OHI Leo Burnett was tasked with positioning Musandam Power as the new energy provider for Oman, contributing to the growth of the Musandam region's infrastructure, businesses and communities. Musandam Power created a brand identity that resonated with its technological and geographical advantages, balanced with its responsibility of operating in a strategic location.

The judges said that the creativity of the work really made it stand out against the competition. "This is a beautiful response from OHI Leo Burnett," began one judge. "It's incredibly smart to have brought together the key symbols that matter so much in the MENA region - such as the map of Musadam - and to have made them feel so very au courant."

"The colours reflecting the local region, and the brilliant adaptation of the dotted symbols across everything from office signage to business cards is genius. A fantastic piece of work."



### Silver - SHUROOQ and Bellwether

When Shurooq was created as an offshoot of the Sharjah Investment & Development Authority, it turned to Bellwether to craft a brand that would build awareness for its commercial mission, while still capitalising on existing brand equity. The result is a brand that judges called "smart" and "capable."



### Bronze - Ras Al Khaimah Public Services Department and Omnia

RAK PSD is far from the most glamorous of organisations, as it operates in the construction sector. However, its brand development by Omnia is a major evolution, transforming its traditional governmental visual identity into a brand that is more exciting and relevant. One judge said, "This is fresh, modern and efficient - all the key sentiments the RAK government wants to be seen extolling."



# Great talent wants to work at great companies.

Use content from your employees  
to attract the best talent.



**TINT**  
BY FILESTACK

Boost employee engagement and advocacy  
with TINT. Get started today!

# SECTOR

## BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

### Gold - Nostalgia and RUYA

Nostalgia is a homegrown and award-winning coffee chain in Dubai, known for its Instagramable coffee, gelato boxes, artisan chocolates and mouth-watering cakes. Ruya was brought in for a rebranding exercise that focused on a luxurious visual identity and distinctive packaging. To strengthen the brand presence and image in the eyes of the audience, Ruya designed a stylish and elegant bilingual logo with subtle and warm colour palette and typography. It also preserved the brand essence of 'revisiting old memories' when updating the brand.

The judges agreed that the brand certainly conveys luxury. "I liked the richness of this submission, and its use of patterns and colour," said one of the judges. "I liked the driving thought sub-brand architecture and graphical language patterns," added another. "It is brave typography - a welcome visual change in a cluttered market."



### Silver - Dusoul and FITCH

Fitch was tasked with creating a new name and identity for the original Dhamani Jewels brand that would be discrete from the Dhamani name and appeal to the emerging younger and less conservative consumer in the GCC. Dusoul was born alongside a visual identity that judges said conveys luxury and accessibility through its colour, design and use of iconography.



### Bronze - Ellaycom and BOND

The creative concept for Ellaycom, an international shopping network targeting Saudi Arabian women was crafted around an iconic Arabic landmark. Bond brought the brand to life through TV idents and other digital assets. As one judge said, "The name selection is quite creative and nice. For local women, the printed brand has strong identity."



### Highly commended - Blends and FITCH

### Highly commended - Leem and Public

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



**Gold - The National and Omnia**

With a logo that failed to distinguish the National's brand positioning and a positioning that prohibited growth, the National needed a new strategy. With a change in ownership and leadership the English-language newspaper based in Abu Dhabi turned to Omnia for a rebrand.

Omnia focused on the paper's proposition of covering local, regional and global news within the context of the Middle East. Using that, it derived a new brand mark based on quotation marks, graphics and the three positioning pillars. The elements unite to form an 'N' in the negative space.

Judges loved it. One said, "Publishing is under pressure globally trying to maintain audiences and revenue. This transformation of The National works hard to encapsulate its modern and dynamic output whilst also respecting its history and pedigree. The development of its unique symbol also helps it stand out in cluttered environments such as online and at events."



**Silver - Fusion5 and Brand Lounge**

Media planning agency Fusion5 faced the need to update its positioning and visual identity. It worked with Brand Lounge to create a challenger brand with proven business acumen and results. The visual identity worked well across static and digital applications and infused the brand with a sense of excitement. "With this rebrand, Brand Lounge has ensured Fusion5 will resonate with the customers and across all B2B platforms," said one judge.



**Bronze - NgageU and Fludium**

Smart IT company NgageU lacked a clear brand identity. As one of the judges said, "Fludium had a difficult task on its hands to get its client to see the benefit of doing a brand refresh. Where it has excelled is in their delivery of brand strategy and positioning."



**Bronze - Sharjah Media Corporation and Tonic International**

The Sharjah Media Corporation took the bold step of launching Pulse 95, the Sharjah's first English-speaking radio station. It worked with Tonic International to develop a brand that would resonate with English and Arabic speakers while remaining true to Sharjah's development commitments. "Great use of creative, reviving a retro MTV feel, and expanded to all touchpoints," said one judge.

## SECTOR

# BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

### Gold - Roads & Transport Authority, Dubai

Dubai's roads and transport systems were built for purpose, but now host massive amounts of traffic every day across the network. The Roads & Transport Authority (RTA) recognised that clearer communications could facilitate simpler transport.

The full-scale digital and physical rebrand focused on simplifying the RTA's brand while communicating with the international and often-changing population of Dubai about the options available to them. It launched S'hail, a mobility platform designed to improve clarity around multiple modes of transport across the emirate.

"Good campaign and easy to use," said one judge. Another added, "The pain point was identified and the brand strategy was designed seamlessly, addressing the issue with an identity that was simple yet strong. It's a human brand that connects very well on-site."



### Silver - RTA - Road & Transport Authority and Brand Lounge

In the transport sector, companies are often faced with challenging stakeholder environments, complex communications and clumsy visual identities. That was the case for the Roads & Transport Authority for Dubai. However, its brand update - focusing on a refreshed digital platform for all audiences, a new mobility app and a full-scale rebrand - has addressed all of those problems deftly. The updated visual identity is clean, clear and simplified.



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



**Gold - Azerbaijan Tourism and Landor**

Azerbaijan suffered from poor perceptions, a lack of understanding and a nonexistent place brand. It turned to Landor to revolutionise its offering not just in terms of tourism, but in crafting its positioning as a country.

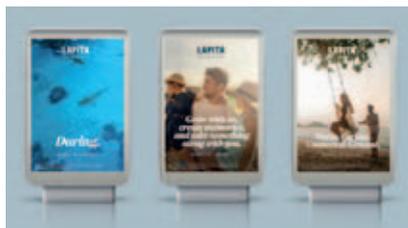
The results are stunning. Using a 'reveal lens' device that combines two often conflicting notions – like 'decoration' and 'nutrition' – the visual identity comes to life through vibrant, overlapping images. The positioning, 'Take another look' reinforces the notion of examining the country in more detail. A tone of voice built on similar conflicting concepts brings to life a unique place that has been wrongly overlooked.

Judges loved the visual identity, saying it unites the richness of the country's culture with the simplicity of modern brand design. Using rich layers and a sense of joy, Landor and Azerbaijan Tourism have introduced a new way of perceiving the country and all it has to offer.



**Silver - Joali and Landor**

In travel and leisure, Joali stands out for its work with Landor on the development of a storytelling-inspired, refreshingly unique brand for a Maldives resort. The expertly crafted visual identity transforms the notion of luxury and begins to influence the positioning not just of the resort, but of the Maldives itself.



**Silver - Lapita and RUYA**

Working with Ruya, Dubai-based, but Polynesian-inspired Lapita Hotel & Resorts introduced a friendly and elegant new visual identity. Inspired by the brand's island theme, Ruya avoids some of the clichés often associated with Polynesian design. Judges thought the result was fantastic, with one saying, "Great use of icons to take a customer in Polynesian vibes and to keep that feeling – strong brand identity."



**Bronze - Hameni and RUYA**

Ruya built the brand story for modern Dubai living with the Hameni brand. Centring the identity around the significance of light, sound, water, air, sleep and nutrition the result was a standout for judges. They said the brand is easily recognisable, with strong connections to nature and a clear, effective strategy.

**Highly commended - MUVI Cinemas and Bellwether**



# VOICING OUT BRANDS OF THE MIDDLE EAST



**@thebrandberries**



**@thebrandberriesme**



**@thebrandberries**



**@thebrandberries**

## BEST OVERALL VISUAL IDENTITY



### Winner – Azerbaijan Tourism and Landor

For many former Soviet Republics, the 21st century thus far has been a period of change, not just in economic terms, but in the ways in which the individual countries are perceived around the world. The Caucasian state of Azerbaijan is no different. It has hosted such events as the Eurovision song competition and the 2015 European Games in Baku. However, it had no unified identity and was failing to position itself in a clear way to tourist, investment and business audiences.

Azerbaijan Tourism turned to Landor to address this. Launching the 'Take another look' brand platform, Landor has revolutionised the country's place brand. It has developed a signature device that unites seemingly conflicting ideas – like fortresses and corporate buildings – to create a visual identity that unites the nation's many offerings for all its audiences.

The hyperflexible visual identity excels in applications from food products and souvenirs to investment plans and tourism campaigns. The judges found this to be the standout entry. "This beautifully brings together the richness of Azerbaijan's culture and craft with the simplicity of a modern design system to make a memorable and scalable brand," said one judge. Another lauded the use of a new brand that was able to unveil the rich layers and offerings of Azerbaijan with scalability and a sense of joy. The new brand is a true winner of this year's 'Best overall visual identity' award.

## GRAND PRIX

### Winner – The National and Omnia

It's no surprise that print media and newspapers are struggling worldwide. However, with a new leadership and owner and a clear sense of purpose, the Abu Dhabi-based, English-language paper the National was primed for success.

But to achieve that – and become this year's 'Grand prix' winner – it had to reexamine its brand, positioning and internal capabilities. It turned to Omnia to support it through this period of change. The National launched new print and digital formats in July 2017, deployed a research programme to examine its brand and reinvigorated its newsroom with a modern renovation.

Supporting these changes was the bold repositioning and iconic identity that could support the delivery of the National's business and editorial ambitions, regionally and internationally. "Publishing is under pressure globally trying to maintain audiences and revenue. This transformation of the National works hard to encapsulate its modern and dynamic output whilst also respecting its history and pedigree. The development of its unique symbol also helps it stand out in cluttered environments such as online and at events," said one judge.

The judging panel loved the brand development, praising the innovative and meaningful new logo and the simplicity of the brand. They said the new brand had a clear, concise strategy that will help the National move, "boldly into the future."



**“Go  
ahead,  
make  
my ad”**

**@TONIC**

**We do better, better**  
[www.tonicinternational.com](http://www.tonicinternational.com)



**#TransformMENA**

 transform\_magazine

 transformsays

 @transformevents

Transform magazine

+44 (0)20 3950 5356

[www.transformmagazine.net](http://www.transformmagazine.net)