

SOUND STRATEGY wins at the Transform Awards Europe 2016

After being distinguished with the international awards, Winner Red Dot Award 2014, Gold (Jury) and Gold (Audience) Audio Branding Award 2015, German Design Award 2016 follows now the Transform Awards Europe 2016.

London, 22 March 2016, SOUND STRATEGY's work with Wiener Linien on the Sound Branding was awarded GOLD at Transform Awards Europe. This achievement at the eighth annual awards recognises SOUND STRATEGY's excellence in rebranding and brand development. It was music to the ears of the judges too, who described the project as, „An exceptional piece of work.”

The implementation, positioning and creativity of the corporate brand is becoming an increasingly treasured business asset. The Transform Awards evaluate exemplary work in brand development, and acknowledge the growing significance of brand in strategic corporate communications – developing and sustaining a strong brand is imperative for success.

The 2016 Transform Europe awards celebrated entries from Austria to France, to Sweden and beyond - branding talent from charities, NGOs, corporate firms and agencies was all on display. Competition was fierce, with the calibre of entries unsurpassed by any previous event.

The awards ceremony, hosted by comedian and broadcaster Jon Holmes, was held in Moorgate, London, at The Brewery.

Transform magazine was launched in April 2014 as a companion to the Transform awards programme. The publication, which enjoys a global reach, is at the forefront of reporting on national and international agencies, companies and initiatives involved with both creative and strategic branding.

Andrew Thomas, publishing editor at Transform magazine, says, “We are proud to host an evening where all those in the branding community can celebrate and take pride in all that they have achieved and contributed.”

“Each brand that has been involved in this year's awards, global or local, has demonstrated outstanding creative ability and strategic thought while working closely and collaborating with their agencies.”

Alison Sanders, head of brand and creative at Macmillan Cancer Support, and Transform Awards judge, says, “Judging the Transform Awards was a fantastic experience. It was exciting to see so much ambitious and imaginative work across such a wide range of sectors and great to have an opportunity to debate it with seasoned brand experts.”

Follow #TransEuro to hear more from the Transform winners at The Brewery.

For further comment, please contact: contact@sound-strategy.com

