

Communicate magazine  
**Transform 2010**  
The UK's rebranding awards

#### ENTRY FORM

Congratulations on deciding to enter Transform 2010, the UK's only dedicated awards programme for brand transformation, rebuilding and redesign.

Please read this document carefully, fill in the form clearly and ensure that you've ticked off every item on the checklist.

#### ELIGIBILITY

Any rebrand launched between January 2008 and September 2009 is eligible.

We welcome entries from anyone involved in a rebrand including in-house professionals, branding consultants, design firms, ad agencies, not-for-profit organisations, and government.

A UK agency or consultancy can enter work that they have completed on behalf of an overseas client.

A single organisation can enter multiple rebrands.

Entry deadline is 30 November 2009. Late entry, with late fee, is 14 December 2009.

Please fill in one form per entry.

#### REQUIREMENTS

Submit 'before' images for each rebrand. You must include four images representing the 'before' state of the rebrand project, ideally corresponding to some of the 'after' images submitted. Images must be high resolution (a minimum of 300dpi).

Submit 'after' images for each rebrand. Each project entry may include up to 10 images of the completed rebrand.

Write down project credits. Names, titles and roles of individuals, and organisations that worked on the rebrand with web URLs.

Complete one entry form for each project entry. Then sign the entry form before making two copies for Transform 2010.

Compile all images and files on to a CD or memory stick. Please include a page titled Contents that lists all materials submitted

Each entry for a different rebrand project must be submitted on a separate CD or memory stick. Submit that entry with a separate fee, and print-outs of the images, files of summary, credits, contents, captions.

Remember to include

1. Entry form (2 copies) and payment
2. Content list – a reference list that tells us what is included in the package
3. Summary - 500 words total maximum - (2 copies)
4. Samples of BEFORE images with titles
5. Samples of AFTER images with titles
6. Print-outs of images, files of summary, contents, captions, credits

Post your completed entry (or entries) on or before the following dates:

Deadline: Monday 30 November 2009

Late entry: Monday 14 December 2009 with late fee of £100

Post entry to: Transform 2010, Cravenhill Publishing, 26-32 Voltaire Road, London SW4 6DH,

For queries call: +44 (0) 20 7498 7008

## ENTRY FORM

NAME: .....

POSITION: .....

COMPANY/ORGANISATION: .....

BRAND OWNER: .....

AWARD CATEGORY: .....

The full list of categories can be found at [www.transformawards.com](http://www.transformawards.com)

IF PRODUCT REBRAND, PLEASE STATE PRODUCT: .....

IF 'BEST-IN-SECTOR REBRAND', PLEASE STATE SECTOR: .....

NB: Entrants in every category will have their rebrand entered into the Grand Prix for best overall rebrand, free of charge. Please note we may amalgamate sectors.

### PROJECT SUMMARY:

A brief description (up to 500 words) that outlines the industry context; the challenges that prompted the rebrand; the strategy behind the solution; the execution; how the rebrand helped meet the organisational objectives. This may be an attachment.

**PROJECT CREDITS:**

In the space below, include names, titles and roles of individuals, and organisations that worked on the rebrand.

**PROJECT MATERIALS**

BEFORE images. Title or description of images. Maximum of 4.

- 1. ....
- 2. ....
- 3. ....
- 4. ....

AFTER images. Title or description of images. Maximum of 10.

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....
- 7. ....
- 8. ....
- 9. ....
- 10. ....

**ENTRY FEE**

All entries must include the entry fee. Cheques and money orders must be in Sterling, drawn on a UK bank and be made payable to Cravenhill Publishing. One payment may be used to cover multiple entries if all entries are submitted in the same package.

£180 for the first category entry for each project.

£100 for each subsequent category entry for each project.

£100 for any entry from or on behalf of a charity, NGO or pressure group.

Late entry fee: Each entry received between Tuesday 1 December and Monday 14th December must include a late entry fee of £100.

Note: - Entries sent after 14th December 2009 will not be reviewed by judges.

Total number of categories entered:

Total cost:

Payment method: cheque or credit card

## AGREEMENT

I have read and accept the complete entry guidelines, and my payment (or proof of payment) is enclosed. I have secured appropriate permissions to submit all materials submitted, and that they are free of copyright infringement. If the project submitted is a winner, I hereby convey permission for digital, online and print publication to Transform for the promotion of the winning projects, and marketing purposes.

Signature: .....

Print name: .....

Date: .....

Company/Organisation: .....

## ENTRY CHECKLIST

Have you:

- Filled in the entry details?
- Entered your details?
- Included your project summary?
- Included project credits?
- Enclosed before and after images on CD/memory stick?
- Enclosed print-out of images?
- Completed contents list?
- Calculated entry fee?
- Enclosed payment?

Send your entry to: Transform 2010, Cravenhill Publishing, 26-32 Voltaire Road, London, SW4 6DH  
Any questions? Please call +44 (0) 20 7498 7008