

Heard Agency take home Gold and Silver awards at the 2017 Transform Awards

Heard Agency is thrilled to announce it has been awarded two accolades as part of the celebrated Transform Awards Asia-Pacific 2017, held at the Harbour Grand in Kowloon in Hong Kong last night, which honours the best in brand work across the region. Recognising agencies and companies alike for the creative and strategic approach to brand development, Heard Agency was honoured in two categories. They took home the Gold Award in the competitive field of Best Visual Identity in the Engineering and Manufacturing Sector for CCA Winslow; and the Silver Award for Best Visual Identity in the Property Sector for Deicorp's South Village, Kirrawee. Speaking after the ceremony last night, Paul Heard, Managing Director and co-owner of Heard Agency, said: "This fantastic industry recognition highlights our team's commitment to changing conventions to deliver exceptional creative for our clients. "I am particularly honoured as the Gold Winner in the Best Infrastructure Branding category. Just to be shortlisted amongst such world-renowned agencies and excellent work is an achievement, and I'm delighted to be able share this news with the agency back in Sydney. This recognition further fuels our ambitions for 2018, which is set to be our best year yet – especially with a highly-awarded senior ad executive we are excited to announce in January," he said. Gold Winner Infrastructure Branding, CCA Winslow - Following the merger of Civil Contractors Australia (CCA) and Winslow, Heard Agency delivered a full rebrand that recognised the heritage and reputation of both companies yet showcased their progression into one modern, unified identity. This branding successfully communicated the strength and stability of the CCA Winslow partnership to employees, clients, customers, and the wider market. Silver Winner Best Property Branding, South Village Kirrawee - To brand a massive development of 749 apartments and retail spaces that will be embraced by the existing neighbourhood it's integrating into, Heard Agency went against the conventional hard-sell approach. Instead they designed a holistic customer journey that reflected South Village's sense of humanity and community at every step. The warm, welcoming brand resonated, with Stage 1 selling out on launch.

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1. Paul Heard, Managing Director and co-owner of Heard Agency 2. Creative Execution for CCA Winslow 3. Creative Execution of South Village, Kirrawee About Heard Agency Heard Agency is an integrated collective of 22 (and growing) skilled specialists who deliver the branding, packaging, digital, 3D, PR and creative campaign solutions that make brand transformation possible. We are focused on effectively engaging industry audiences at every touchpoint for maximum reach and results. Heard Agency is agile and we change conventions.

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