

# Theola Wins at 2020 Transform Awards ANZ

Brisbane, Australia, 3 December 2020, Theola has won six awards for a range of place branding, brand identity and copywriting projects at the 2020 Transform Awards ANZ announced earlier this week.

Theola won Silver awards for ‘Best use of Visual Assets’ for their client, Studio 276 and ‘Best Place Brand’ for Holm, for client HG Developments; they were also awarded three Bronze for; ‘Best Use of Type’ for Urbanity, ‘Best Identity in the Real Estate Sector’ also for Urbanity and ‘Best Place Brand’ for Studio 276. Theola also received a Highly Commended for ‘Best Use of Tone of Voice/Copy’ for Holm with HG Developments.

Mike Thompson, Theola Creative Director comments, “We value the Transform Awards so highly because they take into account more than just the design, it’s about the bigger picture, including the strategic approach and, most importantly, the results. The winning work has succeeded by standing out in a crowded market using bold thinking and compelling visuals.”

Theola founder and Director, Grey Rogers, commented, “We are especially delighted that our clients have been recognised at this year’s Transform Awards ANZ for their commitment to championing great work. We have a very talented team who have put an enormous amount of effort into delivering exceptional work across all of our clients. These awards affirm that our philosophy of delivering ‘Standout Place Appeal’ for ambitious clients has been not just well received by commercial audiences, but by our peers, too.”

The Transform Awards evaluate exemplary work in brand development and acknowledge the growing significance of brand in strategic communications – developing and sustaining a strong brand is imperative for success. The Transform Awards consistently set a high benchmark for work in brand development and its implementation, positioning and creativity. A strong differentiated brand has become one of the most valuable assets a business owns.

The winners were announced via a special virtual event hosted by Transform Magazine on Tuesday 1 December 2020.

## ABOUT THEOLA

THEOLA is a full-service creative marketing and design consultancy, with specialist expertise in property branding. We create award winning, results driven, end-to-end marketing solutions for the property industry, encompassing brand design, creative direction, digital development, motion and CGI, client service and project management, media and production.

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