

MBLM makes a strong showing at the Transform Awards MENA 2016

Brand Intimacy Agency collects five awards across a range of categories

Dubai, UAE, - 31 May 2016 - MBLM, the Brand Intimacy Agency focused on strategy, design, creative and technology, has received five prestigious awards at this year's edition of the Transform Awards MENA. The annual awards program recognizes excellence in branding and is in its third edition within the region. MBLM won gold award for Best Internal Communications for its client, Boubyan Bank; silver for Best Brand Identity in Retail for 3DBee; two bronze for Best Use of Visual Property and Best Brand Experience for Borouge; and Best Place or Nation Brand for Ajman.

Jae Hwang, Partner, MBLM, said: "From crafting a compelling destination strategy and identity for Ajman to creating an immersive experience for the Borouge Innovation Centre, the awards reflect MBLM's ability to create solutions that best meet our clients' diverse needs."

The 5 awards follow on from MBLM's triple silver awards in 2015. This year, the Transform MENA has received a significant increase in entries from the UAE, Lebanon, Saudi Arabia, and Nigeria, among other countries for the oil and gas, finance, tourism and education sectors.

"Our approach of integrating strategic, creative and technology thinking is key to developing brand solutions that have an ultimate business impact. We strive to create and increase value to every brand and assignment we undertake and are looking forward to continuing the winning tradition next year." William Shintani, Partner, MBLM, concluded.

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About MBLM

MBLM is the Brand Intimacy Agency, dedicated to creating greater intimacy between people, brands and technology. With offices in seven countries, our multidisciplinary teams help clients deliver stronger marketing outcomes and returns for the long term. To learn more about how we can help you create and sustain ultimate brand relationships, visit mblm.com.

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