

## **MBLM wins triple-Silver at the Transform Awards MENA**

DUBAI — Jun. 4, 2015 — MBLM, the Brand Intimacy Agency, won triple-Silver at the Transform Awards MENA 2015. The awards recognized MBLM's work with Dubai Sports City and GGICO Properties in the areas of Best Brand Architecture Solution, Best Brand Experience and Best Rebrand of a Digital Property. In its second year in the region, the Transform Awards recognizes excellence in branding and brand development.

“This being the first year we have participated in the Transform Awards MENA, we are pleased with the recognition,” said William Shintani, Partner, MBLM Dubai. “We look to partner with our clients to ideate and implement solutions that address real business challenges. And when that work results in awards, it is always gratifying.”

Dubai Sports City and GGICO Properties exemplify the comprehensive branding and marketing assignments that integrate the different disciplines within MBLM. In the case of Dubai Sports City, MBLM developed a rebranding program that leveraged the brand's existing equities while expanding its value proposition to be more inclusive and relevant to a wider demographic. Centered around the concept of “Live life, the ultimate sport,” MBLM developed a robust branding platform, brand architecture framework, and updated identity and design system.

For GGICO Properties, a new real estate brokerage firm of the Gulf General Investment Company, MBLM ideated and developed a digital solution that helps to match the right investment opportunities with the right customers in an efficient and intuitive manner. A central digital core powered a state-of-the-art property website and an innovative in-showroom sales tool, enhancing the natural sales progression.

Jae Hwang, Partner, MBLM Dubai, noted, “In both cases, we were able to seamlessly integrate strategy, design, creative and technology to deliver unique solutions for our clients that tangibly contributed to achieving their business objectives.”

### **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](http://mblm.com).