

MBLM CONTINUES REGIONAL WINNING STREAK AT THE 2017 TRANSFORM AWARDS MENA

Brand Intimacy Agency collects five awards across a range of categories

Dubai UAE, May 15 2017 — MBLM, the Brand Intimacy Agency focused on creating greater intimacy between people, brands and technology, won five prestigious awards at the 2017 Transform Awards MENA. In its fourth edition this year, the annual awards ceremony recognizes the best in rebranding, brand strategy and brand development in the region.

MBLM received three awards for its extensive work with Abu Dhabi National Oil Company (ADNOC), including the top gold award for Best Wayfinding or Signage, silver for Best Internal Communication during a Brand Development Project and bronze for Best Visual Identity in the Energy and Extractives Sector.

The agency also won silver for Best Visual Identity in the Retail Sector for its work with The Yoghurt Lab and a bronze for Best Visual Identity in the Property Sector with Dubai World Trade Centre's One Central mixed-use development.

"Having launched the 2017 Brand Intimacy UAE Study at the beginning of this year, the Transform MENA awards are a complementary acknowledgement of that in-depth research," said Jae Hwang, Partner, MBLM. "The largest study on brands and emotions shows us that stronger emotional bonds between brands and people are key to a brand's success — and this is central to MBLM's philosophy and work."

This year's Transform MENA awards included a diverse roster of brand agencies from Dubai and across the region, from Bahrain to Lebanon. 2017 marks MBLM's third year participating in Transform MENA, and the second year in a row the agency has taken home five awards.

William Shintani, Partner, MBLM, added, "It's good to be back at Transform MENA for the fourth time. After another year of a broad range of projects and great clients, it's very gratifying to have the work done by our team result in this regional recognition. We look forward to next year."

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. Visit mblm.com to learn more.

Read the 2017 Brand Intimacy Study at mblm.com/brandintimacy.

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