

## **GFH Wins Various International Branding Accolades at the 2015 Transform Awards MENA**



Manama, Bahrain, June 16<sup>th</sup> 2015 – GFH, the Bahrain based financial group, was recognized in the 2015 Transform Awards MENA for the Group’s recent successful rebranding work undertaken with Unisono, the multi-award winning strategic branding and communications consultancy, headquartered in Bahrain. The Transform Awards have been running for the past six years in Europe and was established in the Middle East North Africa and Asia-Pacific regions last year.

The awards ceremony, which took place in Dubai, UAE, saw GFH awarded with a prestigious accolade. In addition, the rebranding project was recognized with an award for the ‘Best brand architecture solution’ and the ‘Best visual identity from the financial services sector’, which was rounded off by a ‘Highly Commended’ win for ‘Best creative strategy’.

These awards came following GFH’s rebranding which was undertaken in order to reflect a new mission, changed values and a new positioning of a diversified financial group.

Hazim Abdulkarim, Head of Fund Administration, said, "Our commitment to excellence begins with selecting the right partners for GFH. We are extremely delighted with the rebranding strategy produced in partnership with Unisono and we are continuing our efforts to build the GFH brand’s recognition as a leading regional financial group."

Liam Farrell, Unisono’s founding partner and executive creating director, added, "Those awards celebrate our ongoing and highly successful partnership with GFH. It recognizes the international quality of Unisono’s brand development process and honors the highly collaborative approach we take with our clients. These awards show what is possible when two teams join together with the mutual purpose of achieving brilliance".



#### **About GFH Financial Group:**

GFH is one of the most recognized financial groups in the Gulf region that includes: Asset Management, Wealth Management, Commercial Banking and Real Estate Development. The group operations are focused in the GCC, North Africa and India. GFH is listed in Bahrain Bourse, Kuwait Stock Exchange and Dubai Financial Market.

#### **About Unisono**

Unisono is a GCC based integrated creative agency with offices in Bahrain and Dubai. The firm is widely renowned for its strategic approach to creative work which has helped make it the region's most highly awarded independent brand development and communications consultancy. Since its inception in 2006, Unisono has won five top international REBRAND 100 and 17 Transform Awards for excellence in brand strategy as well as creativity.

Unisono client experience includes leading regional names such as Batelco, TRA (Bahrain), Bapco, Kingdom Holding, Nissan, Citroen, Lexus, Toyota, STC, VIVA, Gulf Monetary Council, GFH and Cityscape. Using its unique strategic brand building methodology the agency develops highly successful brands and helps promote them via integrated campaigns and communications. Their work has proven to capture audience mindshare, achieve sales objectives and increase brand equity. In addition to its multiple wins from REBRAND 100 and Transform, Unisono has received recognition from leading award shows such as WOLDA (Best of Nation, BNI) as well as shortlists at MENA Crystal (Batelco, BFC, VIVA), the Effies (Batelco) and Leories (Batelco).

#### **About the Transform Awards**

The Transform Awards has been running for the past six years in Europe, establishing itself last year in the Middle East North Africa and Asia-Pacific regions. The launch of the MENA and APAC awards came together with the launch of Transform magazine, a global publication on brand development and rebranding. This year the awards have reached more countries than ever before in the MENA region, and has become a prestigious benchmark of those leading the way in both creative and strategic branding.

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