



THE HOUSE

Bath brand agency The House scoops three European branding awards

The House's purpose-led branding picks up Gold, Silver and Highly Commended at Transform Awards Europe

23 April 2015, Bath – Brand agency The House has won three rebranding awards from *Transform*, a leading global branding magazine, based on its work with two international clients.

The House's rebrand of Gloucester-based precision dental product manufacturer Prima Dental won a Gold award for best visual identity in the healthcare sector. Its work with global sustainable packaging company Petainer won a Silver award for best visual identity in the industrials and basic materials sector and was Highly Commended in the category of best multi-market implementation of a brand development project.

"It's fantastic to have our branding work recognized on a European level. This is further proof that brands built on a clear sense of purpose deliver business results and build reputation across the globe," said Steve Fuller, Creative Head, The House.

The awards attracted 10,000 entries. Brittany Golob, editor of *Transform* magazine, said, "The companies shortlisted are those that truly understand the need for a sustainable, viable and strategic brand."

Last year, The House picked up Bronze and Silver Transform Awards for its work with Norton Radstock College and Special Olympics GB respectively. At this year's awards, The House and its clients competed alongside global brands such as O2, Airbnb, Scottish Widows and YMCA.

Clients welcomed The House's success. Annemieke Hartman-Jemmett, Group Commercial Strategy Director, Petainer, said:

"By focusing on our purpose as a zero waste, sustainable packaging company, The House switched Petainer's communications to focus on the economics and problem-solving features of our innovative products, as opposed to their technical specifications."

Richard Muller, Managing Director, Prima Dental, said:

"Our new brand is already generating new business opportunities for us. The House really got to the heart of what makes Prima Dental special and how our sense of purpose can be used to deliver commercial advantage."

The Transform Awards Europe took place at the Brewery in London on April 21. The awards celebrate excellence in rebranding, including strategy, execution, content and evaluation.