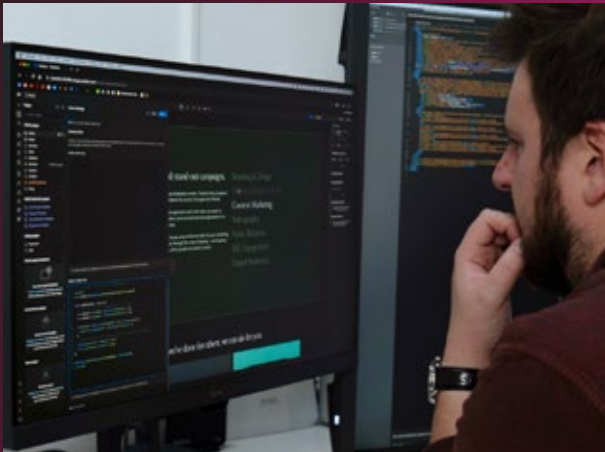


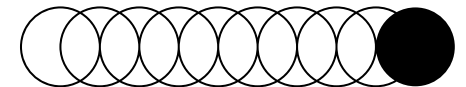
# Transform

We're not just a **marketing agency**.  
We're your agents of *change*.



## OUR FULL SERVICE OFFERING

- ➞ Branding & Design
- ➞ Website Design & Build
- ➞ Content Marketing
- ➞ Videography
- ➞ Public Relations
- ➞ ESG Engagement
- ➞ Digital Marketing



# WELCOME TO TRANSFORM

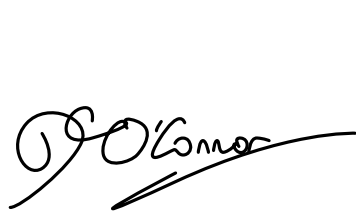
This portfolio showcases our expertise across communications and digital marketing campaigns aligned with environmental, social, and governance (ESG). Yet it's more than that.

At Transform, we believe engagement comes from a deep understanding of challenges and opportunities. And we address these with creativity, empathy and strategic insight. This philosophy is visible in our portfolio, where you'll find a carefully curated selection of our most impactful work.

To transform communications, we craft messages that are clear, compelling and perfectly aligned with our clients' objectives. We create narratives that inform, persuade and inspire action and change. Through digital marketing we leverage the latest technologies and platforms to amplify these messages. To reach the right audience at the right time. From social media to SEO, we make every click and connection count.

The ESG dimension of our work reflects our commitment to driving positive change in the world. We integrate ESG principles into our strategies to engage internal and external stakeholders. Aligning our client's values and beliefs with actions that demonstrate responsible business.

Through all our work, we do more than transform brands. We help shape a more conscious, connected and sustainable future for all. Join us on this journey of transformation where ambition, innovation and a commitment to enriching lives guides everything we do.



Daniel O'Connor



Veronica Hannon

Directors and co-founders of Transform



# WHO ARE WE?

## Transform is a strategic communications consultancy.

We transform businesses, brands and client reputations. We're more than a service provider. We're partners in business, driving our clients ambitions and enriching their lives.

We reach the audiences that are hard to find and difficult to engage. We do this by forging collaborations, working cross sector and sharing learning. We develop industry-leading best practices and inspire innovation.



We're not just a marketing agency. We're your agents of change. We're more than your communications consultancy. We're the people you turn to when you need us most.

We take you to where you want to be, in life and in business. Our campaigns create the impact your organisation needs. It all starts with your 'why' – your purpose and your ambitions.

We don't just 'get you', we've **got** you! Transform. It's all in the name.

Our clients become industry leaders. We deliver transformative change through integrated campaigns that demonstrate our client's expertise. We are a single unit forged out of three companies – Transform Communications, Transform Digital Marketing and Transform ESG.

Led by Veronica Hannon and Daniel O'Connor, Transform Comms takes your vision and transforms it into a workable strategy with actionable campaigns. Our team partners with business owners and internal teams to understand and deliver what they need to achieve. We have a broad consultancy background and decades of experiencing in creating results that deliver.







We are a multi award winning strategic communications consultancy.

We build businesses, brands and reputations on an international, national and regional scale.

# OUR VALUES

**We believe transformation happens when – and only when – there is trust.**

We create trust by living our values. These values are interconnected. If you're curious, collaborative and challenging, you're going to be creative.



## CREATIVE

**Your vision comes to life.** We start with your brief. We bring original ideas and develop a strategy that adds value to your organisation. We execute this strategy with the creativity you need to stand out in the marketplace.



## CHALLENGING

**We dare you to be your best.** We focus on what's best for you. We're not afraid to challenge or ask probing questions. We're honest in our guidance and advice.



## CURIOUS

**We get who you are and where you want to go.** We are always open to asking Why and How. In our quest for knowledge, questioning is constant. We are meticulous in our search for the answers. Because the difference between good and great is always in the detail.



## COLLABORATIVE

**We're by your side and we've got your back.** Teamwork is our core value. That's why we say we're truly collaborative. We are accountable and take our responsibilities seriously. We care deeply and we strive for clear communication.

# OUR PARTNERSHIPS



## HIGHLY QUALIFIED

We're a team of highly experienced marketing communications, design and digital professionals.

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## RESULTS DRIVEN

We are innovative, offering unique, compelling, results-based solutions for our clients.

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## OUR PROMISE

By working with our clients as partners we can get the best results for them.

# WORKING WITH US

## What can we do for you?

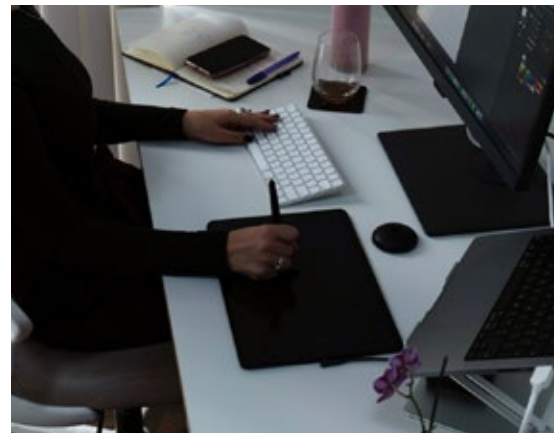
Everything we do is tailored to your objectives and ambitions. We listen, we care and we get to know you inside-out. We communicate your expertise to your audience and make you the 'go-to' business in your industry.

It's not just about what we do. It's about what we can do for you.

## Why work with us?

Our clients all say, "You just get us". We quickly get to grips with complex industries and sectors, adding creativity to specialist subjects.

Relationships are at the heart of everything we do. We are your confidant, sounding board, strategic partner, critical friend, and team member. We bring together an internal understanding of your business with an external perspective to transform your communications.





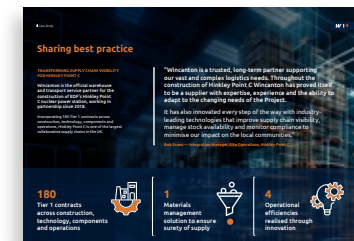
# Winning marketing & creative visuals for a truck load of content

**Wincanton is Britain's biggest provider of logistics and transport services, including specialist, high-capacity warehouses and supply chain management for businesses.**

Our work with Wincanton's marketing team has involved the research, writing, design, and supporting promotional material of multiple insights papers for a range of departments and sectors: infrastructure, defence, and retail to date. Planning for these have often been aligned with high-profile event deadlines where the papers are presented to industry professionals and potential new clients.

Additionally, the research and interviewing process with sector specialists has supported our creation of messaging documents and website landing pages, used by Wincanton's marketing and sales teams to win new, substantial clients.

- ➔ Branding & Design
- ➔ Content Marketing
- ➔ Videography
- ➔ Digital Marketing



Awards & nominations

**UK CONTENT AWARDS**

2024 Shortlisted  
Best Content Campaign

**UK CONTENT AWARDS**

2024 Shortlisted  
BRB Content Marketing

# The role of logistics in improving on-time delivery of infrastructure projects

Wincanton | accenture

Wincanton

## Powering agility in retail logistics

New research reveals how retailers flex and scale for success

## Share the road to sustainability

Exploring the role of digital to optimise and collaborate

### Introduction

The fact that global warming recently exceeded the year-long 1.5°C limit sends a stark message if net-zero targets aren't met. With no more time left on the clock, it's more vital than ever that we take action today with innovative and collaborative solutions to tackle CO<sub>2</sub> (carbon dioxide) emissions.

The transport sector has a fundamental part to play in achieving environmental targets. The statistics speak for themselves. Transport is responsible for 25% of the UK's greenhouse gas emissions. For heavy goods vehicles (HGVs), they account for 39% of domestic transport emissions.

The Government has set a target for the UK to become the first country in the world to phase out new, non-zero emission heavy goods vehicles weighing 3.5 tonnes and over by 2035. In addition, all new HGVs sold in the UK are likely to be zero-emission by 2040.

Yet, transportation also finds itself in a very challenging financial period. While we have initiatives that will make HGVs more fuel-efficient and environmentally friendly, there are still many ways from being commercially available and affordable for all.

Equally, we'll need the right infrastructure and support in place from the support of other sectors.

This guide includes the views of over 500 decision makers for supply chain, transport and logistics in the UK and their challenges around CO<sub>2</sub> reduction. Informed by these challenges, this guide takes a closer look at opportunities that exist through collaboration and digital optimisation to support:

1. optimising commercial fleets and reducing costs
2. establishing a community of providers
3. addressing the skills gaps in transportation
4. outsourcing versus insourcing

'Share the road to sustainability' examines what can be done today to make a leap forward in the reduction of CO<sub>2</sub> in commercial transportation.

### Closing the action gap

It's evident that sustainability remains a high priority for 81% of organisations. Looking sector by sector, 89% in the Waste and Construction sectors say reducing CO<sub>2</sub> emissions in their logistics fleet is a high priority, compared to 79% in the Retail and Manufacturing sectors.

But there's a gap emerging between priorities and action. In this difficult economic climate with increasing costs and competing pressures, organisations are increasingly having to deprioritise net-zero targets and goals, with 66% deprioritising environmental targets due to cost pressures.

It spotlights a rising tension between commercial and environmental priorities that puts CO<sub>2</sub> targets in jeopardy.

66% Have had to deprioritise net-zero targets due to cost pressures

81% of organisations say sustainability remains a high priority



The net-zero challenge

### Hard to hit net-zero targets

We all agree the time for urgent action is now. And yet evidence shows net-zero targets are not as pressing as they should be.

Over half surveyed predict that they will struggle to meet their targets. 59% of respondents want to reduce the environmental impact of their logistics, but simply don't know how. Plus, on average, organisations plan to focus on reducing their CO<sub>2</sub> emissions in their logistics fleet in the next two years.

The big problem is – the climate can't wait. These pressures will only increase and intensify, particularly as organisations start to miss their net-zero targets and goals. It might also explain why a high 84% expect government to play more of a role to support CO<sub>2</sub> reduction.

### DEADLINES AND TARGETS ARE AT RISK

54% Over half will struggle to meet their targets

45% Less than half are already making CO<sub>2</sub> reductions

30% Less than one third are planning to make reductions over the next 11 months

### The cost versus CO<sub>2</sub> reduction conundrum

One of the biggest barriers to CO<sub>2</sub> reduction is the perceived risk of what it will cost an organisation. 79% agree that all organisational decisions around logistics are driven purely by cost. And 66% believe that their organisation's net-zero targets were deprioritised due to cost pressures.

Looking longer term, two thirds think reducing CO<sub>2</sub> emissions will increase costs. And yet, significantly, 37% have proved that reducing CO<sub>2</sub> emissions also reduces costs. It shows a light on the critical difference between perception and proof when it comes to meeting environmental goals.

69% believe reducing CO<sub>2</sub> emissions will increase costs in the long term

80% believe reducing CO<sub>2</sub> emissions will increase costs in the short term

37% have proved that reducing CO<sub>2</sub> emissions also reduces costs

66% believe that their organisation's net-zero targets were deprioritised due to cost pressures



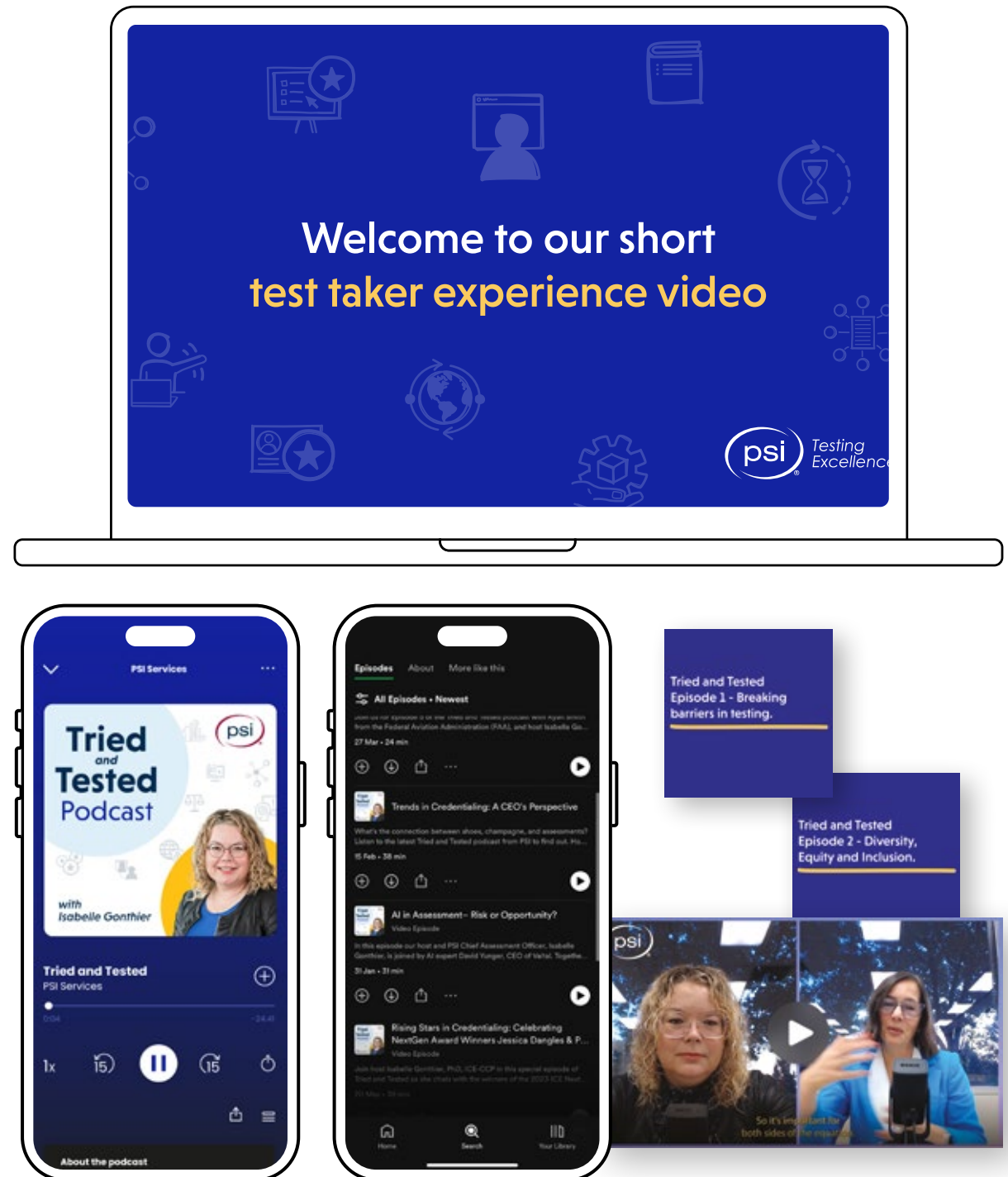


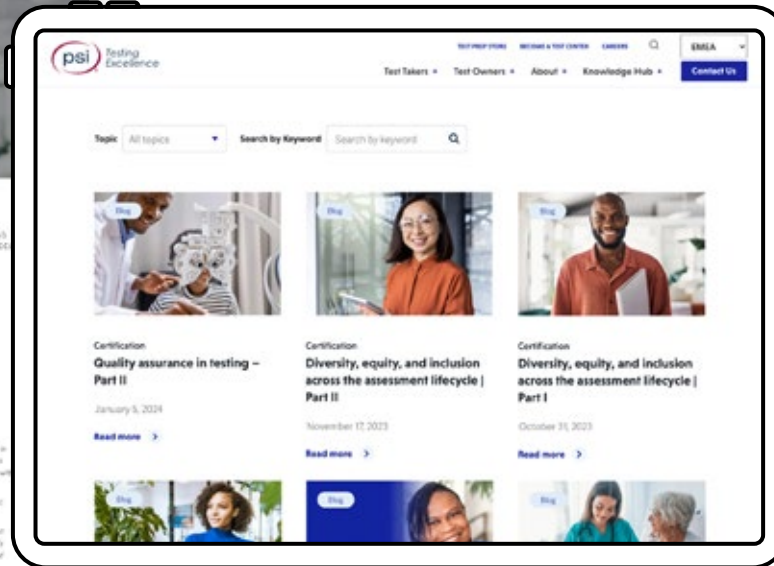
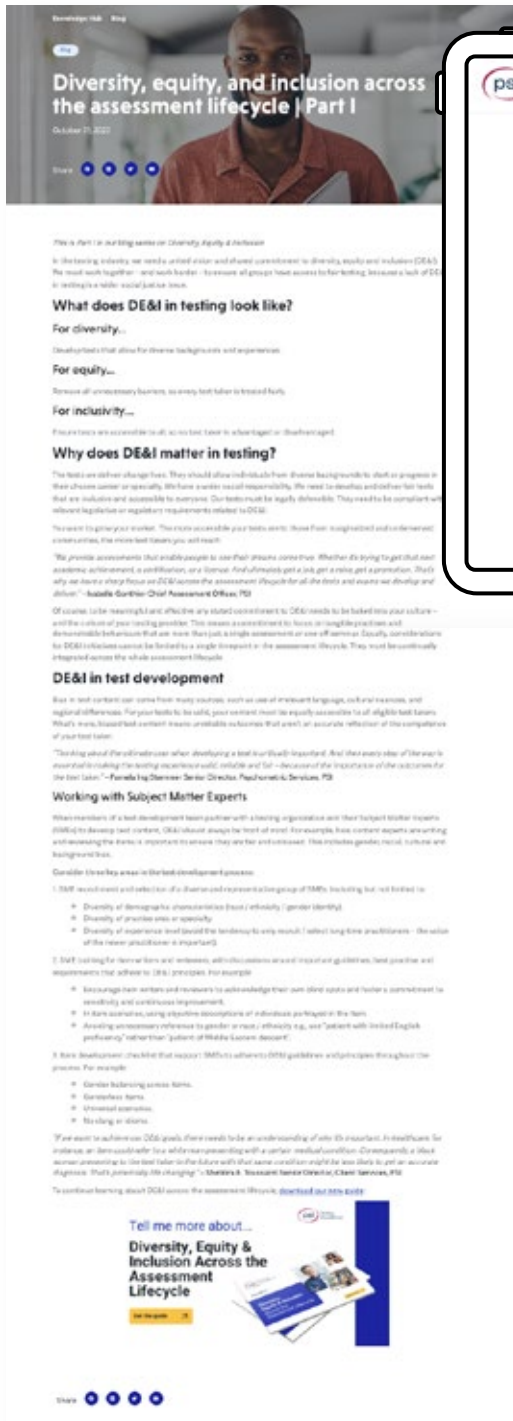
# Acing content marketing for a leading test developer

**PSI is a world-leading test developer and provider, with in-person test centres and online proctored test options that are backed by science.**

Our work with PSI started as a content marketing programme, writing all their thought leadership pieces. This led to us writing their new website, producing videos, animations, and podcasts, as well as writing their blog posts, social media content, case studies, and account-based marketing material. The 'Tell me more...' books we created are accessible to everyone, explaining the client journey and supporting multiple sectors.

- ➞ Branding & Design
- ➞ Content Marketing
- ➞ Videography
- ➞ Digital Marketing

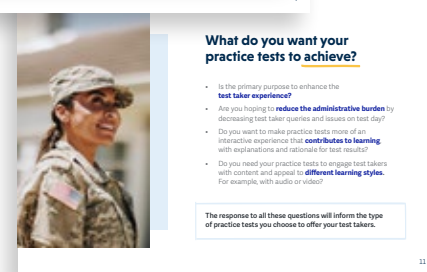
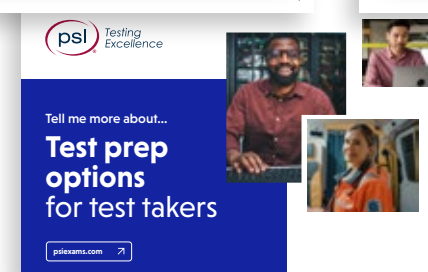
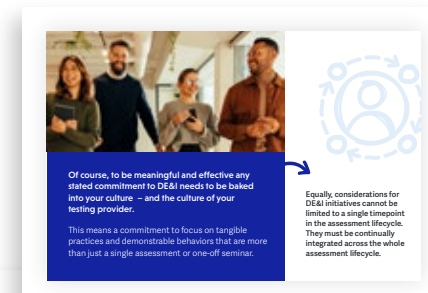
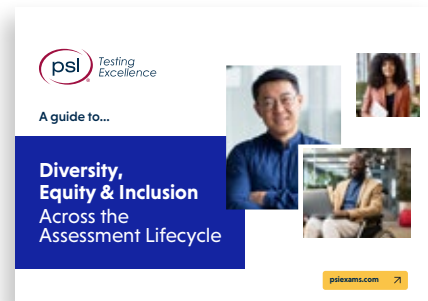




“We have worked with Transform for a number of years now. They are truly the best agency I have ever worked with.

They get into your business. They understand your needs. They get to know all the stakeholders. They work directly with people in each department across our business. It feels as if they're part of PSI and we don't know what we'd do without them.”

**Joscelyn Coles**  
Director of Global Marketing, B2B at PSI Services LLC



Awards & nominations

**UK CONTENT AWARDS**

2023 Shortlisted  
Integrated Content Campaign

**CIPR**

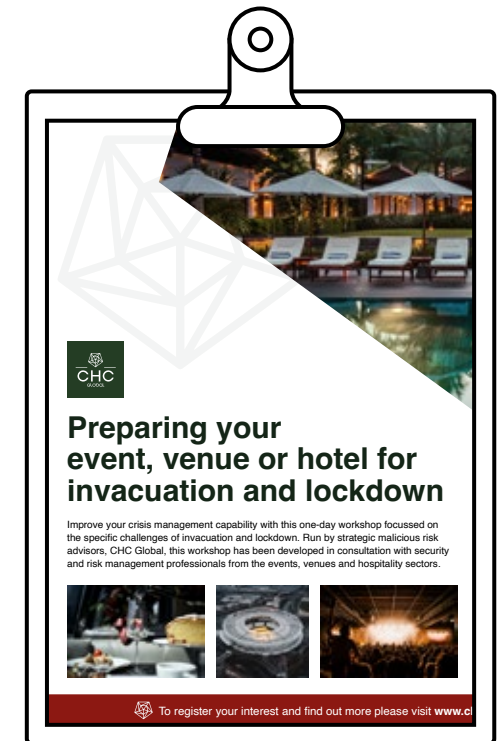
2023 Shortlisted  
Best Long Term Client Care

# How to market risky business

**CHC Global is a malicious risk insurance company and team of strategic advisors, supporting organisations and individuals to better understand and manage their risk.**

They were looking to diversify services and had brought onboard new senior management to strengthen advisory practice. We'd worked previously with their Head of Marketing, who brought us with her when she moved to CHC. Following work on proposition development, brand development, and the creation of key messages, this fed into our work to bring their new brand and website to life. Since then, we've supported flexibly on different projects, including further expansion on their branding, website design and maintenance, PR and comms, video projects, graphic design, SEO, and PPC.

- ➞ Branding & Design
- ➞ Content Marketing
- ➞ Videography
- ➞ Digital Marketing



Fantana Fern

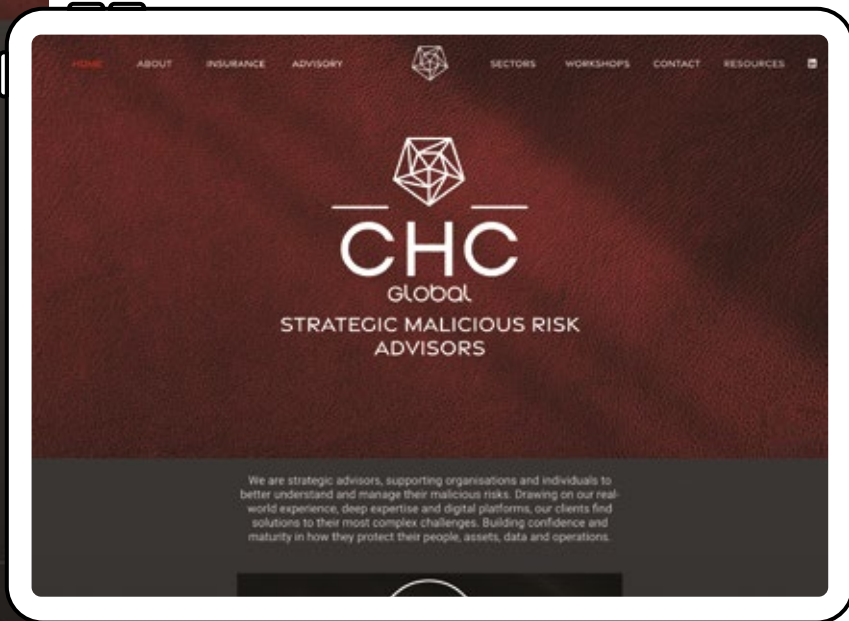
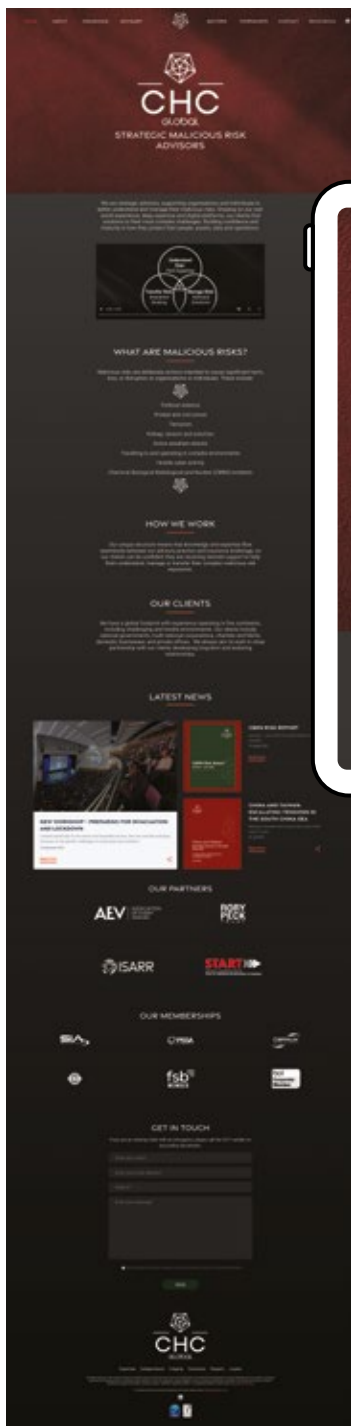
Baxter Sage

Rich Mahogany

Gun Show Pine

San Diego Light





“We are not an easy business to understand and the people we are talking to are very varied. Because Transform has a maturity as a business, they understand it.

Transform understands complexity and has intelligent people in their business who understand a very difficult market. We are able to come to Transform because they've got so many different skill sets. I can say I want to do PR this time, I want to try email campaigns, I want to try social media. Coming to Transform gives me real flexibility and that is really important.”

**Jenny Robertson**  
Partner & Head of Marketing, CHC Global

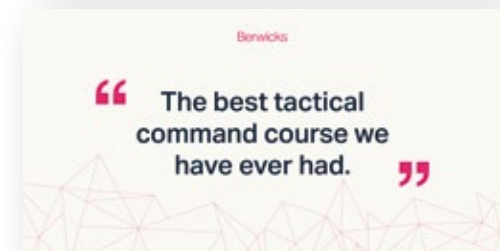
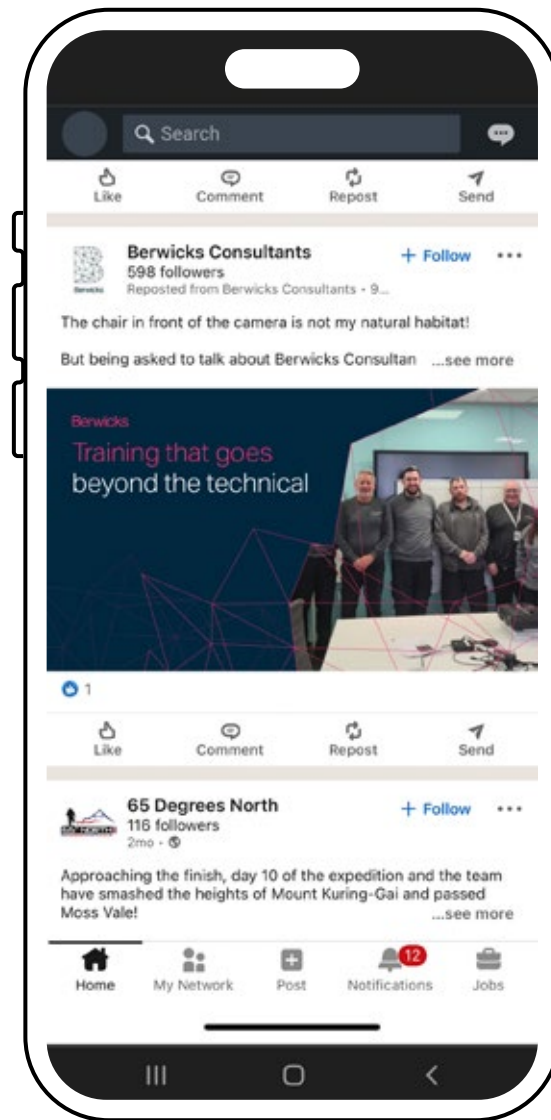


# Risk, refined and defined

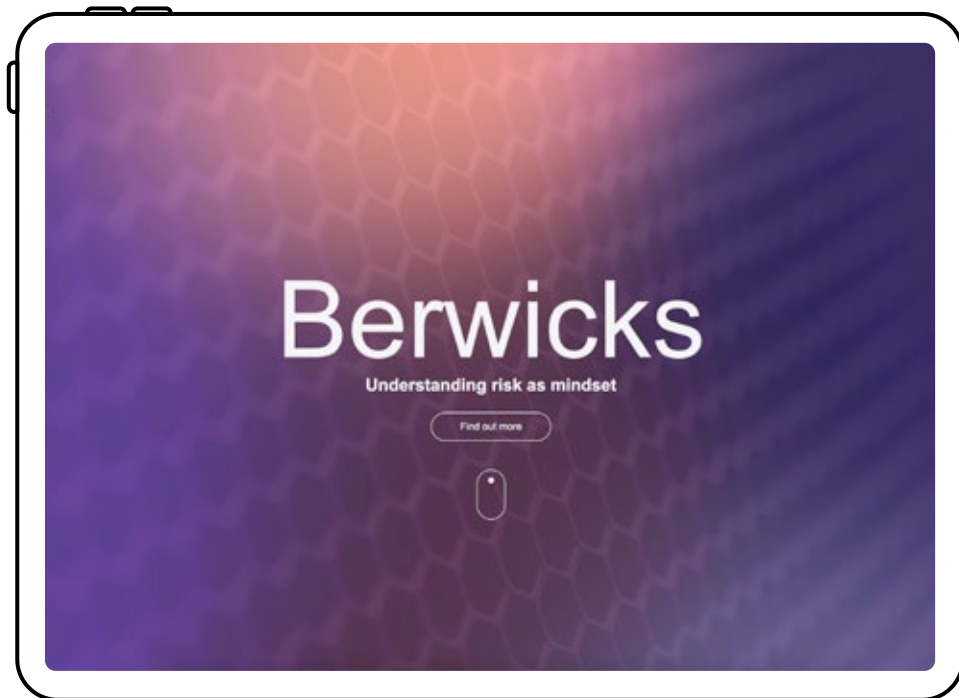
**Berwicks is risk management consultants who take a holistic view of risk, recognising that all elements are both interdependent and interconnected.**

Their team were struggling to define their service offer and wanted help reaching new audiences. They saw what we'd done for CHC and brought us on board for a broad range of work.

- ➔ Branding & Design
- ➔ Content Marketing
- ➔ Videography
- ➔ Digital Marketing







“ Transform is a pleasure to work with. They’re a brilliant team and we would recommend them to anyone looking for a marketing partner who will go above and beyond.

Creative and innovative, they have helped us to articulate what we’ve been unable to before. We felt supported throughout the process of refreshing and relaunching Berwicks’ messaging, photography, videography and website, and we are looking forward to continuing our working relationship with them.”

**Richard Youngs**  
Managing Director, Berwicks

**THE PIPELINE TO OPTIMISATION**

**THE CHALLENGE**

In the face of multiple challenges, the time had come to examine the organisation's longevity.

- Fast organic growth with minimal capability to evaluate and adapt to risks.
- Gas feedstock for the plants becoming more expensive and less plentiful.
- Business heavily reliant on a government-owned entity through which all gas feedstock contracts had to be negotiated.

**THE SOLUTION**

Each area we uncovered presented an individual risk to the business. But the long-term solution was not to address each risk as an isolated, one-time occurrence. Risks are inevitable and will continue to evolve alongside developments within organisations and the wider world.

By embedding confidence and capabilities, using crisis and risk management as the vehicle for optimisation, we created a mandate for ongoing improvement. Alongside a change in mindset as to how risks are approached and handled across the business.

**“ An immensely satisfying programme, with tangible value delivered from the outset.”**

*JO HAYES, CEO Berwicks*

**“ This was, and remains, a fascinating project. The CEO recognised that he needed to make a bold set of changes but didn't want to use a traditional consultancy's templated approach. He let us into his deepest thoughts, trusted us to delve into his organisation's culture and capability, and was happy to enter into robust debate over our assumptions and findings.”**

*JO HAYES, CEO Berwicks*

**Berwicks** [info@berwicksconsultants.com](mailto:info@berwicksconsultants.com) | +44 20 8988 3830 | [www.berwicksconsultants.com](http://www.berwicksconsultants.com)

**HOW DO YOU LOOK AT CYBER AS A RISK?**

**CASE STUDY OVERVIEW**

As the threat of cyber-attacks increases, the technical element is just one piece of the jigsaw. To be better protected, organisations need a more holistic approach to cyber resilience.

**INTERDEPENDENCIES OF CYBER RISK**

As technology becomes integral to every area of our business and personal lives, cyber security is no longer a niche. We are all vulnerable to attack. Whether it's the theft of personal information, a large-scale data breach, or a significant corporate hack for an individual or even state.

But why when almost every business and enterprise has protections in place, do successful cyber-attacks still take place? It comes down to what risk means for you as an organisation and how you address it. And technology is just one part of the story.

Of course, it's important to have firewalls, to secure your servers, to maintain Cloud security, and more. But technology is just one avenue of protection. The misconception that you're safe, because your IT team is across the technical side, could make you vulnerable. Cyber security goes beyond IT to the cultural, human and leadership traits of your business.

Organisations that recognise the importance of a holistic approach to cyber security come to Berwicks. We challenge traditional thinking around cyber, looking beyond the technical to enable a risk-based approach to decision making - across a whole organisation, from the top down.

**MISSION ACCOMPLISHED**

- Identify the cyber risks.
- Protect your organisation.
- Detect cyber-attacks.
- Effectively respond.
- Recover and learn.

**HAZARD VULNERABILITY EXPOSURE CYBER RISK**

**“ We have cyber experience across a wide range of industries and markets. We bring this exposure to help businesses understand their own risk profile, supporting cyber resilience as an important area of focus as the threat continues to grow.”**

*MINNIE PARRY, Director of Operations, Berwicks*

**Berwicks** [info@berwicksconsultants.com](mailto:info@berwicksconsultants.com) | +44 20 8988 3830 | [www.berwicksconsultants.com](http://www.berwicksconsultants.com)

**Success is impossible without risk**

Shaping risk mindsets to align organisations, communications, and people.

**Piper Alpha and why understanding risk matters**

Our organisation was born out of the 1988 Piper Alpha disaster. I remember it clearly. The images of the burning oil platform were horrific.

The Cullen report that followed the disaster was two volumes and over 400 pages long. It concluded that systemic failings had occurred at an institutional level, with decisions made for commercial gain against a backdrop of minimal regulation. Safety was allowed to be compromised in a desire to extract maximum profit.

There were multiple contributing factors but in the final analysis it all came down to human error and poor communication. An incoming shift manager didn't get a paper report from a departing shift manager about the state of a vital condensate pumping valve, which led to a sequence of events that resulted in 165 lives being lost.

It is still the UK's biggest offshore oil rig disaster and one of the world's largest insured man-made catastrophes.

Our founders saw this tragedy unfold and decided they wanted to prevent similar disasters. They used their experience as ex-Royal Marines to form a company to reduce risk in the oil and gas industry - by building emergency and crisis response capabilities and helping people and organisations perform when it matters.

Berwicks has grown since then. In size and scope. Our team is incredibly experienced. We've seen it all, working in disaster relief, the Armed Forces and emergency response across a wide range of sectors.

**“ The lack of awareness of the removal of the valve resulted from failures in communication of information at shift handover earlier in the evening and failure in the operation of the permit to work system in connection with the work which had entailed its removal.”**

*THE CULLEN REPORT: THE INVESTIGATION INTO THE DISASTER, Volume One, p.1*

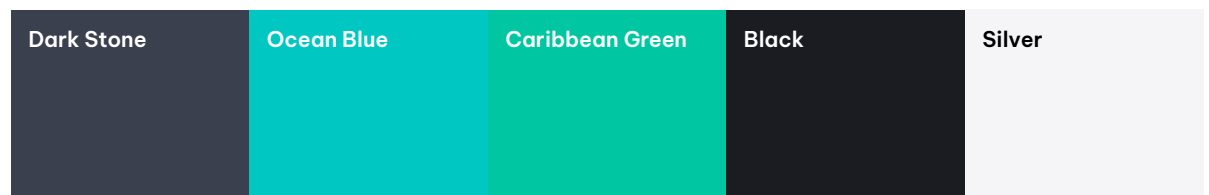
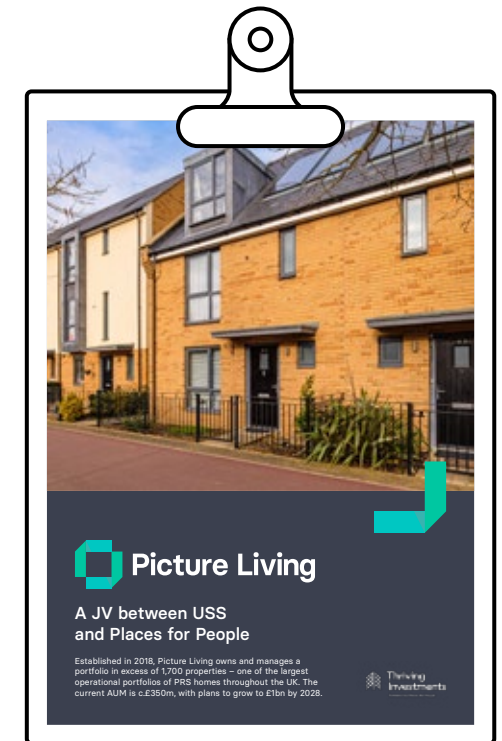
# Helping more renters turn their houses into homes

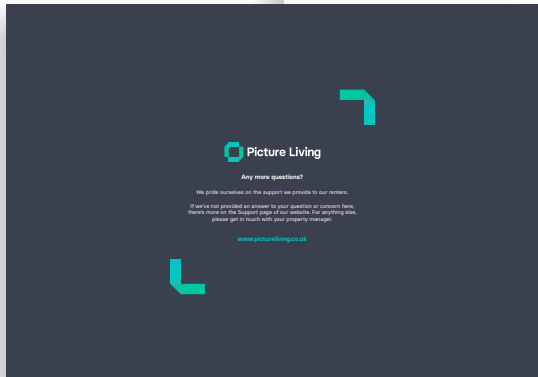
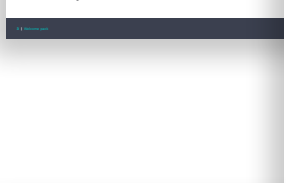
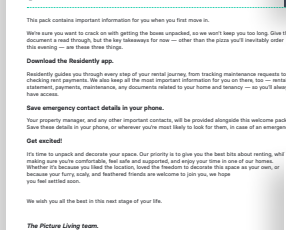
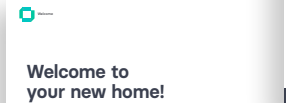
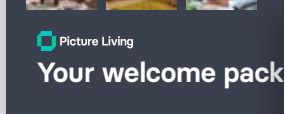
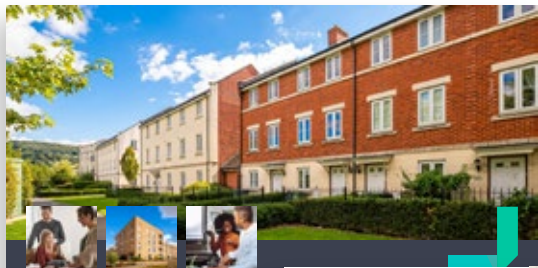
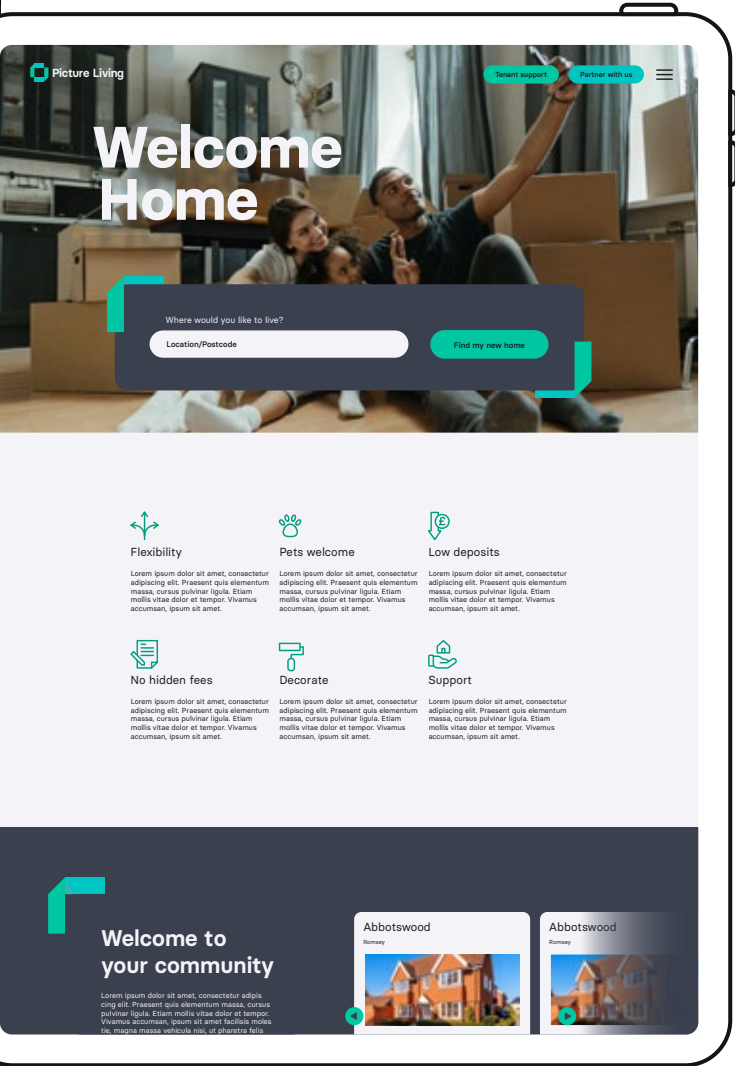
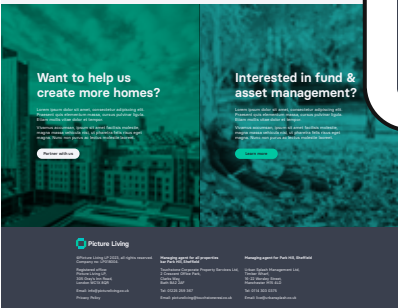
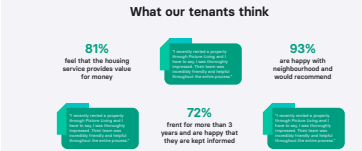
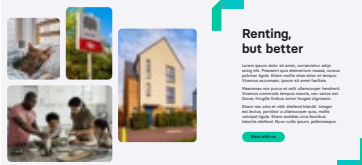
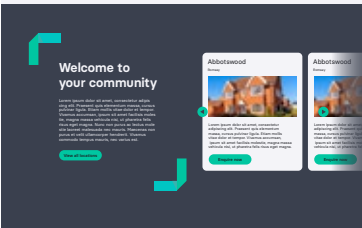
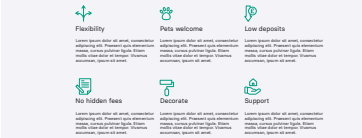
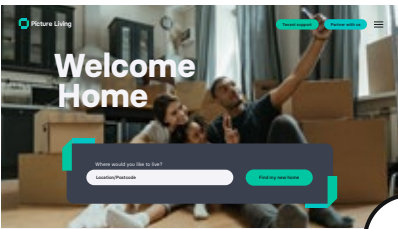
**Picture Living's mission is to transform the rental experience and provide exceptional service.**

We created a website with renters at its heart. We revised their user journey for a clearer path to find properties and renter information, made their tone of voice more approachable and friendly. Additional pillar pages and downloadable content were then created for housebuilders, developers, and investors.

It wasn't just the start of the renter's journey that needed to be considered. We also created a welcome pack to be shared with renters, outlining all the information they'll need throughout their stay.

- ➞ Branding & Design
- ➞ Website Design & Build
- ➞ Content Marketing
- ➞ Videography
- ➞ Digital Marketing



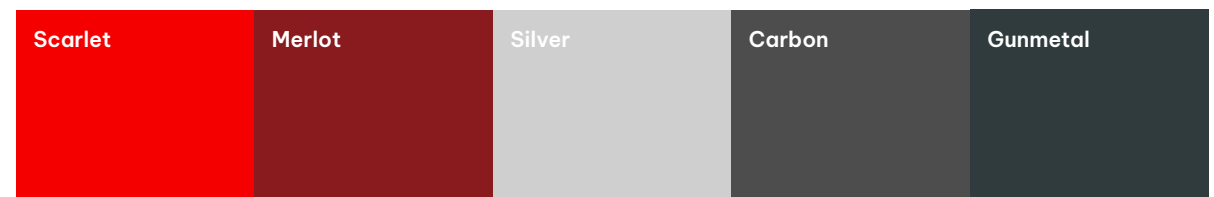
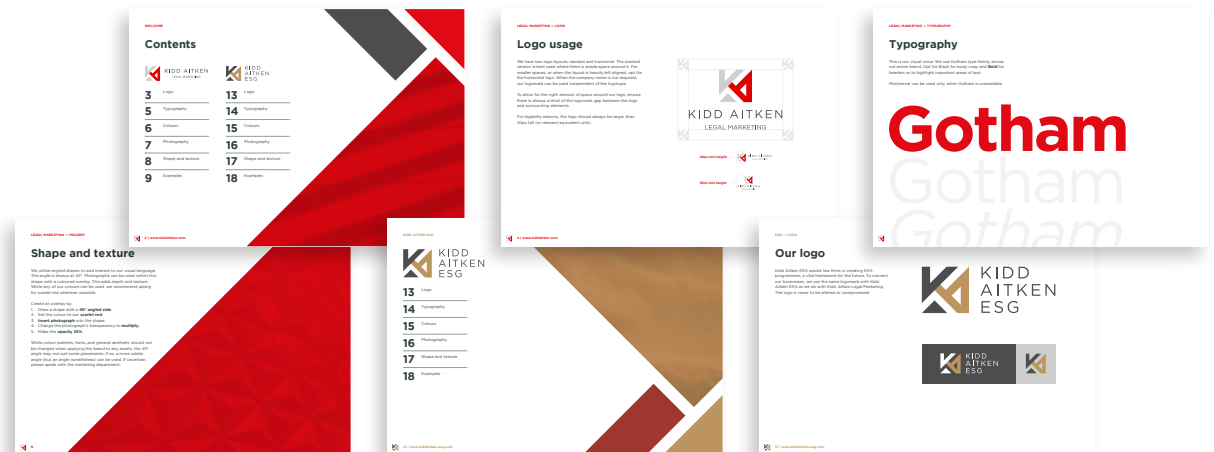
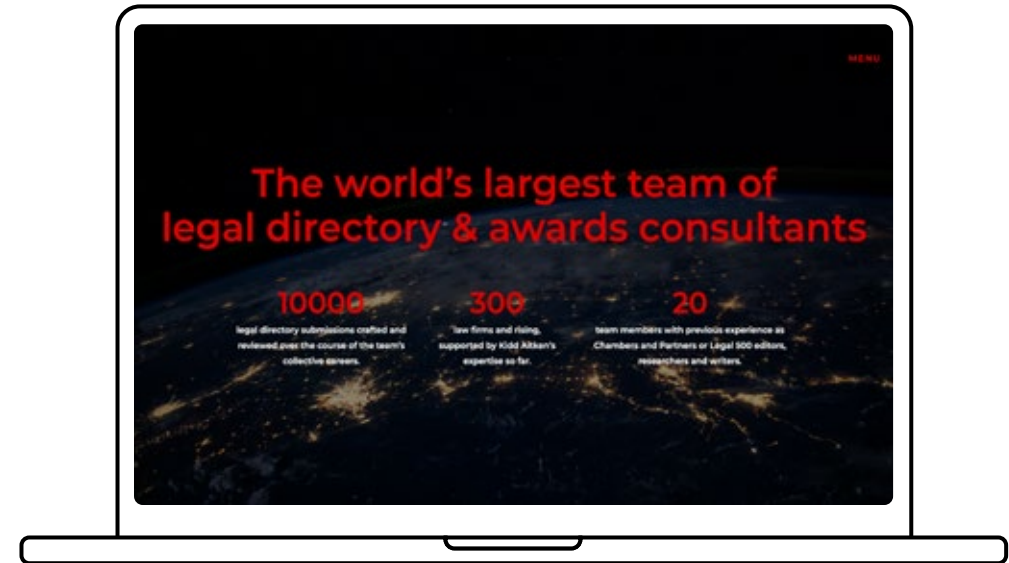


# A top-tier marcomms programme marketing to law firms

**Kidd Aitken is the world's largest team of legal directory and awards consultants, advising over 300 law firms across the globe to hit the top rankings.**

Working with the KA team has taken us to all corners of the marketing arena, from full marcomms programmes, rebuilding their website, and rebranding their core business offer to ad hoc event collateral and supporting their launch of two entirely new ventures: KA ESG and Legal Marketing World. We know the business so well, we even occasionally act as representatives of the business and, in 2023, CIPR PRide Awards gave us the Silver award for Best Integrated Campaign for our work with Kidd Aitken.

- ➔ Branding & Design
- ➔ Website Design & Build
- ➔ Content Marketing
- ➔ Videography
- ➔ Digital Marketing





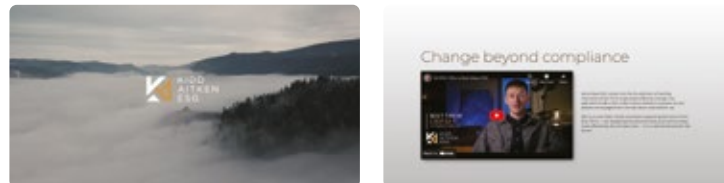
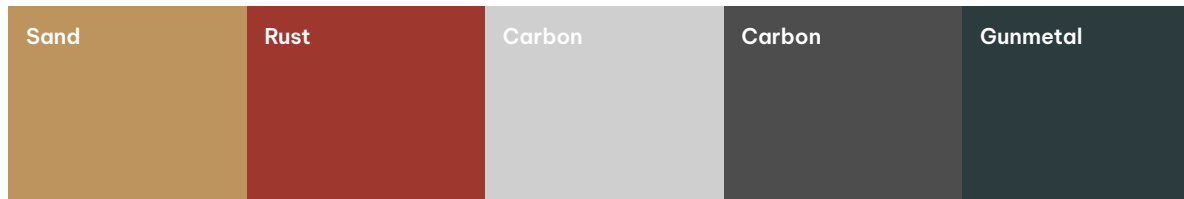


“Our marketing efforts were sporadic. We trialled doing it in-house and still found we were having to lead the initiatives and put forward ideas. We thought we should go to the experts to help with marcomms, BD and PR.

A key target for us was to increase our market visibility so that ours was the first name people thought of. Transform took that burden. They generate the ideas on a daily basis. A lot of the time all they ask for is sign-off. It's made our lives all the more easier.

We've seen incredible results. The figures are just remarkable. Within a year of working with Transform we've achieved more than in five years working alone. It's off the scale.”

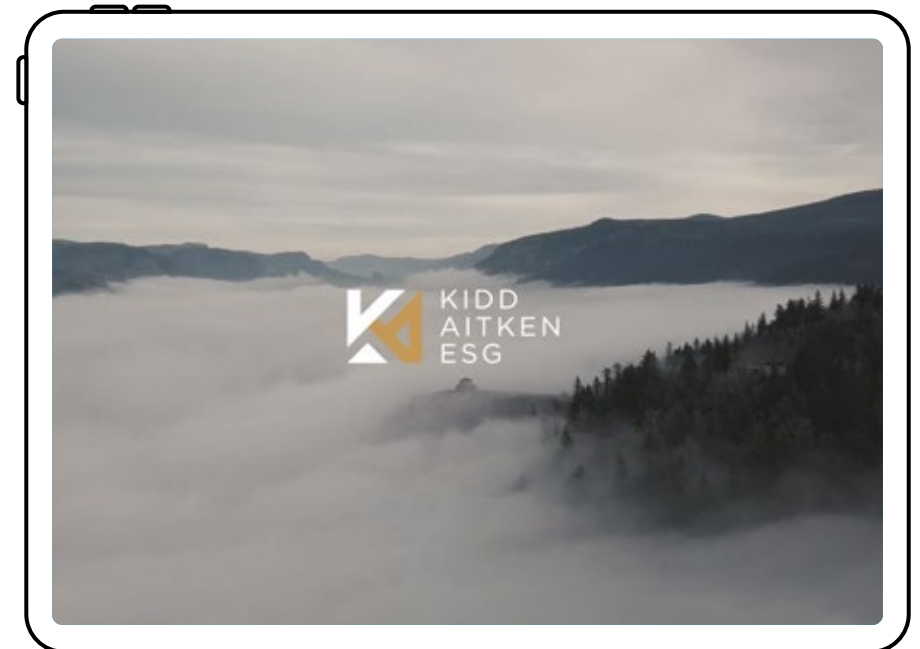
**Jacob Aitken**  
Co-founder & Director of Kidd Aitken Legal Marketing



Awards & nominations

**CIPR**  
2023 Silver Winner  
Best Integrated Campaign

**CIPR**  
2022 Silver Winner  
Best Use Of Content



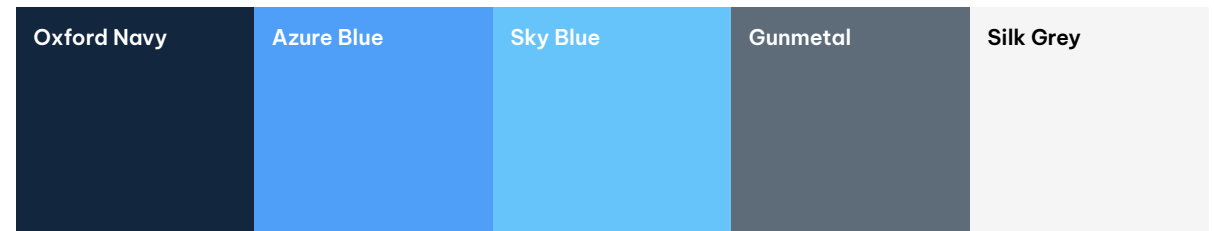


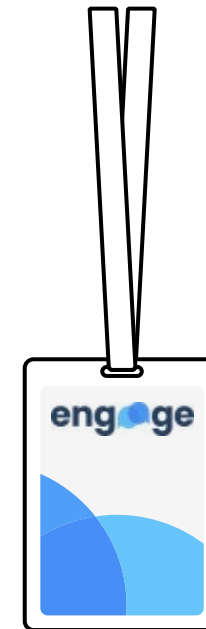
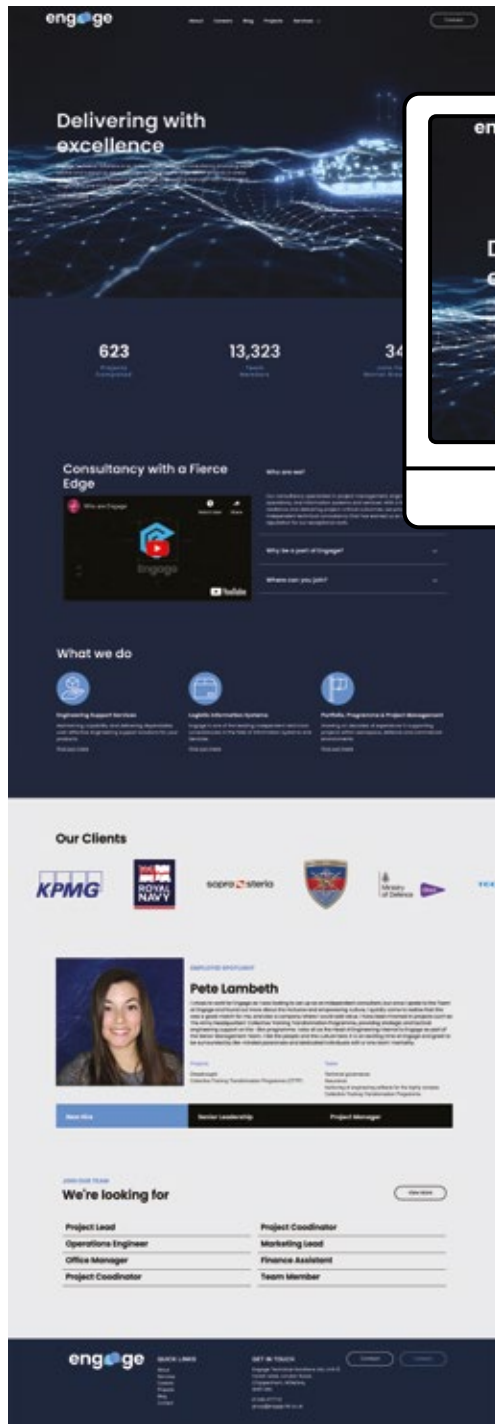
# Engaging with employees in both real life and the digital space

**Engage is an independent technical consultancy offering solutions and project management to the defence, security, and energy sectors.**

Having become an employee-owned business in March 2022, the Engage team asked for our help to communicate that to employees – both existing and potential new recruits. We are now working with them on a recruitment campaign, starting with a full redesign of their website.

- ➞ Branding & Design
- ➞ Website Design & Build
- ➞ Content Marketing
- ➞ Videography
- ➞ Digital Marketing



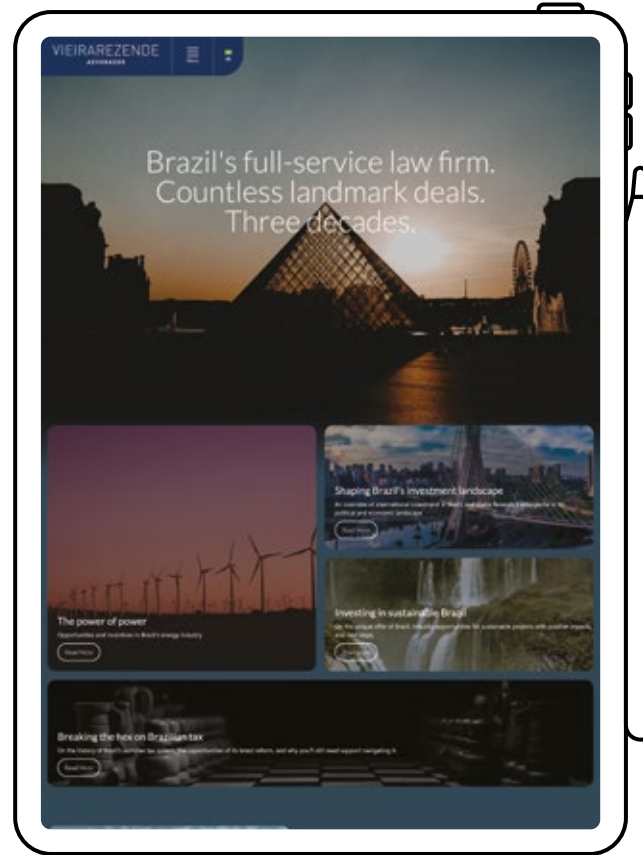


# Presenting Brazilian law to Europe

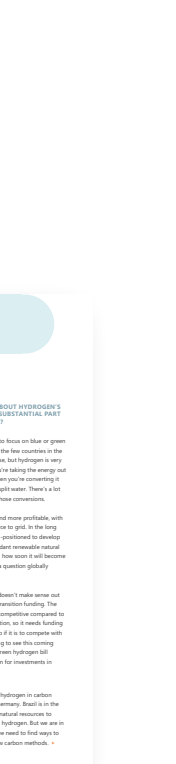
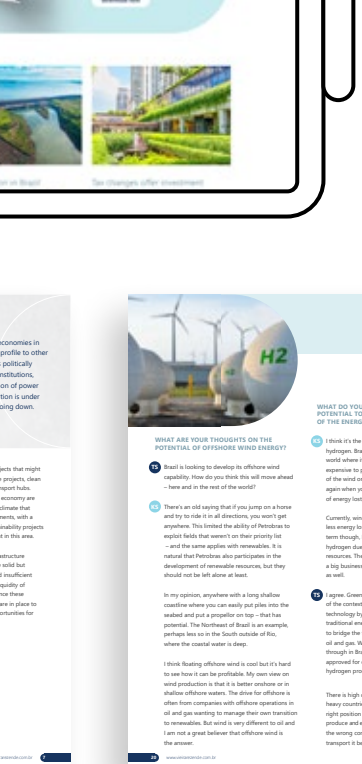
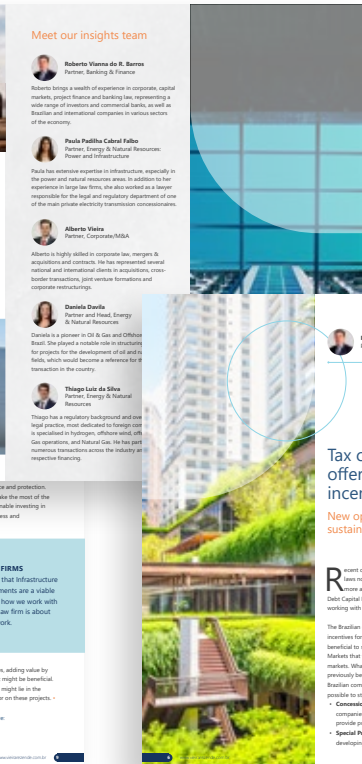
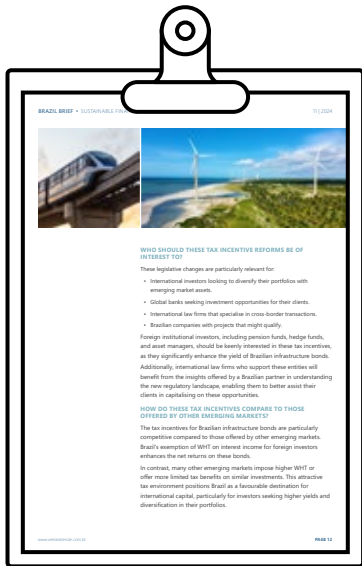
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TAX CHANGES OFFER INVESTMENT INCENTIVES IN BRAZIL. THE CONNECTION BETWEEN ENERGY & INFRASTRUCTURE ROUNDTABLE WITH MAHA ENERGY

2024 IBA ANNUAL CONFERENCE ESPECIAL

used to fund projects with a positive social impact. This might include vaccine research for endemic diseases such as Covid and the mosquito *Aedes Aegypti*, for example.

- Projects that contribute to Brazil's sustainable development can be funded by Sustainability Bonds. To qualify, projects must deliver on both green and social objectives. This instrument allows investors to meaningfully align their own allocation and sustainability goals.



**Sustainable agriculture and reforestation**

Sustainable agriculture and reforestation are fundamental to Brazil's green growth strategy. With an energy matrix that is already green, reforestation of degraded areas is needed to reach these targets. This reforestation needs to happen in tandem with a reduction in activities causing emissions, such as the burning of tropical forests for cattle farming and soy production.

**Research and development projects**

Research & development (RD&D) projects can also be classified as priority projects to qualify for tax incentives. These include scientific research, such as medical research or technology development in general.

The Brazilian government is highly supportive of RD&D that will help Brazil keep pace with technological advancements in other BRICS countries - Russia and India in particular, where Brazil is lagging behind. >

opportunities that Brazil presents.

While investing in priority projects removes the challenges of complex Brazilian tax law, making it simple for investors, a local firm will help all parties negotiate the process.

1. **Education and selection** - identifying priority project applications to the relevant Brazilian ministry and addressing any gaps, queries or hurdles.
2. **Financing** - structuring the best possible security package and finance agreement for the deal, while ensuring a package that does not negatively impact the project going forward.
3. **Management of proceeds and impact reporting** - ensuring all finance and impact reporting is accurate and compliant to retain priority project status.
4. **Legal review** - if there is a problem, agreements must be enforced in a Brazilian court. This can be bureaucratic and time consuming and is one of the challenges of doing business in Brazil. Working with a local law firm offers specific support should it be needed.

or challenges, provides reassurance and protection. So investors and their partners make the most of the opportunities presented by sustainable investing in Brazil, while ensuring the process is efficient and mitigating risks.

**GROWING ROLE OF LAW FIRMS**

VR wants to raise awareness that Infrastructure Bonds and other ESG investments are a viable option in Brazil. This reflects how we work with all our clients. Our role as a law firm is about more than doing the legal work.

We identify potential opportunities, adding value by bringing projects to the table that might be overlooked. We highlight where opportunities might be in the market and act as a trusted advisor on these projects. >

Go to our website to find out more [www.vieirarezende.com.br/en](http://www.vieirarezende.com.br/en)

**Meet our insights team**

**Roberto Vianco do R. Barros**  
Partner, Banking & Finance

Roberto brings a wealth of experience in corporate, capital markets, project finance and banking law, representing a wide range of investors and commercial banks, as well as Brazilian and international companies in various sectors of the economy.

**Paula Padilha Cabral Felles**  
Partner, Energy & Natural Resources, Power and Infrastructure

Paula has extensive experience in infrastructure, especially in the power and natural resources area. In addition to her experience in legal firms, she also worked as a lawyer responsible for the legal and regulatory department of one of the main power electricity transmission concessionaires.

**Alberto Vieira**  
Partner, Corporate/NGOs

Alberto is a highly skilled corporate law, mergers & acquisitions and contracts. He has represented several national and international clients in acquisitions, cross-border transactions, joint venture formations and corporate restructurings.

**Daniela Dória**  
Partner and Head, Energy & Natural Resources

Daniela is a pioneer in Oil & Gas and Offshore Brazil. She played a valuable role in structuring projects for the development of oil and gas fields, which would become a reference for oil transactions in the country.

**Thiago Leite & Silva**  
Partner, Energy & Natural Resources

Thiago has a regulatory background and an oil and gas practice, most dedicated to foreign oil and gas operations, and natural gas. He has led numerous transactions across the industry at the regulatory level.

**Roberto Vianco do R. Barros**  
Partner, Banking & Finance



**Thiago Leite & Silva**  
Partner, Energy & Natural Resources

**Tax changes offer investment incentives in Brazil**

**New opportunities in sustainable finance**

**WHY INVEST IN BRAZIL?**

Brazil is one of the ten largest economies in the world, with a very different profile to other countries in the region. Brazil is politically stable with strong democratic institutions, as demonstrated by the transition of power following the last election. Inflation is under control and interest rates are going down.

**INVESTMENT INCENTIVES**

Changes related to Infrastructure Bonds will be of particular interest to all those groups, where new tax incentives are favourable for investors and secure all projects.

When Infrastructure Bonds are issued for projects that qualify as 'priority projects' with the Brazilian government, there isn't the usual Withholding Tax (WHT) on interest payments made by Brazilian resident bond issuers to non-resident bondholders. This decreases the cost by 15% for the investor and issuer, where gross-up provisions would apply an additional amount added to an interest payment to cover income taxes the recipient owes).

These incentives make Brazilian Infrastructure Bonds a viable option to finance qualifying projects in both the international and local markets. So it's important that international investors are aware of this opportunity.

The Brazilian government has created new tax incentives for debt transactions, making it more beneficial to structure deals in International Capital Markets that were previously limited to local capital markets. What's more, where bond issues have previously been limited to frequent issuers and large Brazilian companies, these new tax incentives make it possible to structure deals that are more available to

**Concessionaires of public services** (private companies with government authorisation to provide public services).

**Special Purpose Companies (SPCs)** that are developing infrastructure projects in Brazil. >

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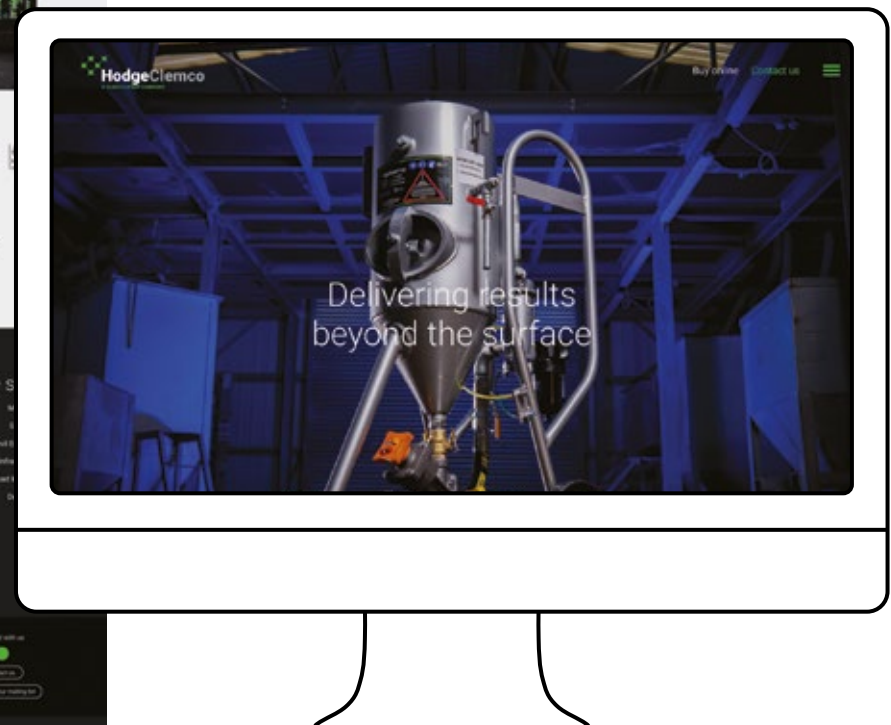
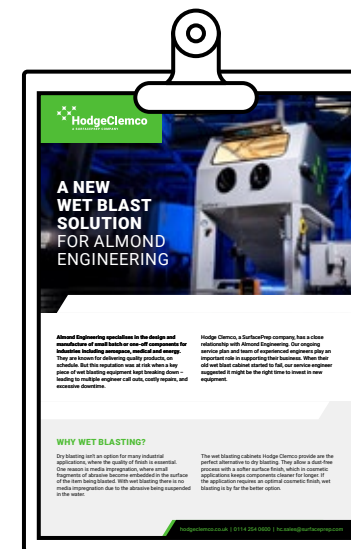
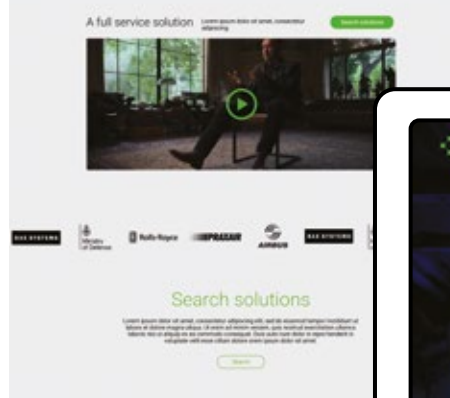
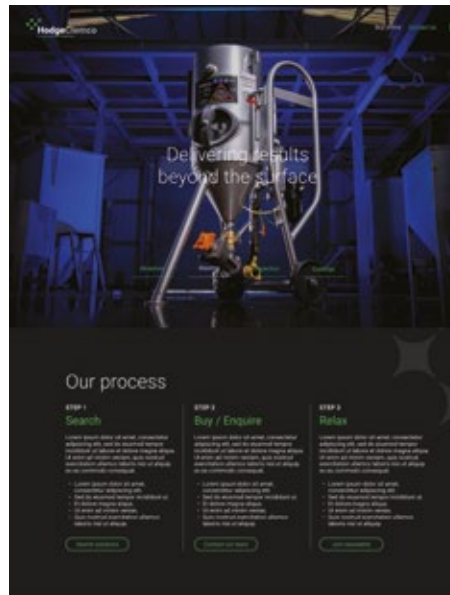
# Blasting the digital rust off an industry leader

Since 1959, Hodge Clemco has been the leading manufacturer and supplier of abrasive blasting and surface treatment equipment.

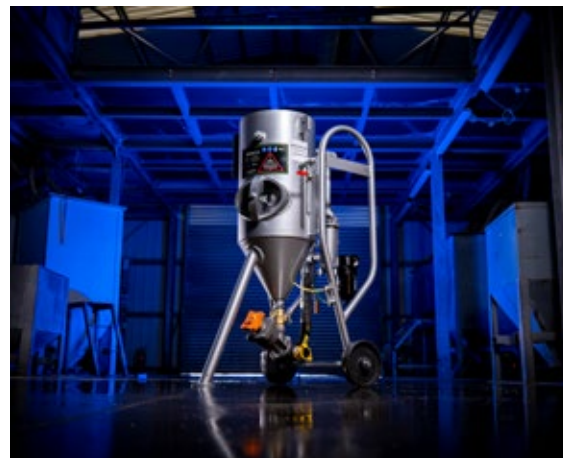
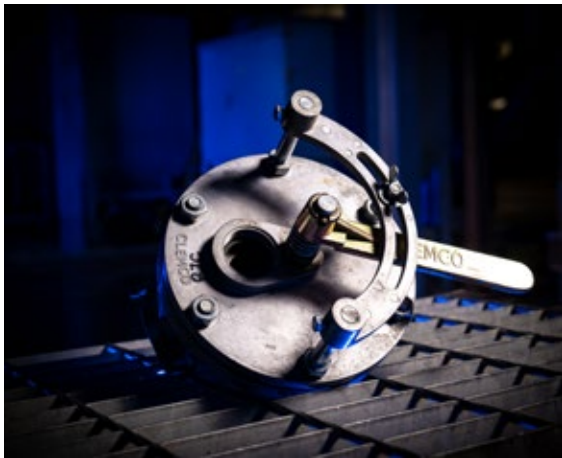
They had appointed a new marketing manager who had lots of ideas – but they were in need of some support in actioning and prioritising, as well as aligning their sales and marketing.

We revised the user journey to enhance the way people search and engage. Elevating the photography, paired with emotive and engaging videography added a dynamic point of difference to their competitors. Showcasing the machinery and equipment in a new light was key to standing out.

- ➞ Branding & Design
- ➞ Website Design & Build
- ➞ Videography
- ➞ Content Marketing
- ➞ Digital Marketing







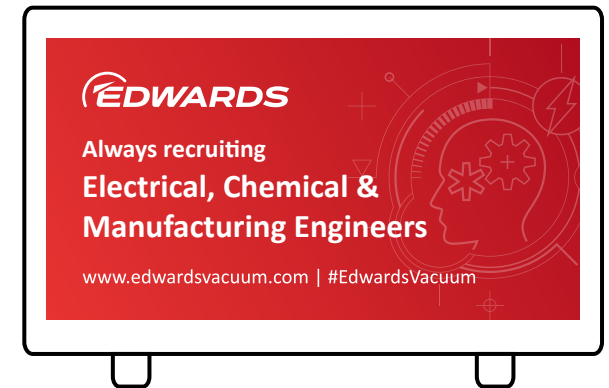
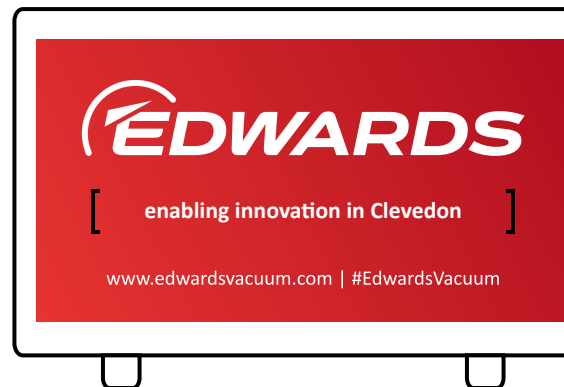
# Recruiting talent in a vacuum

**One of the largest employers in the South West – but no one knew who they were.**

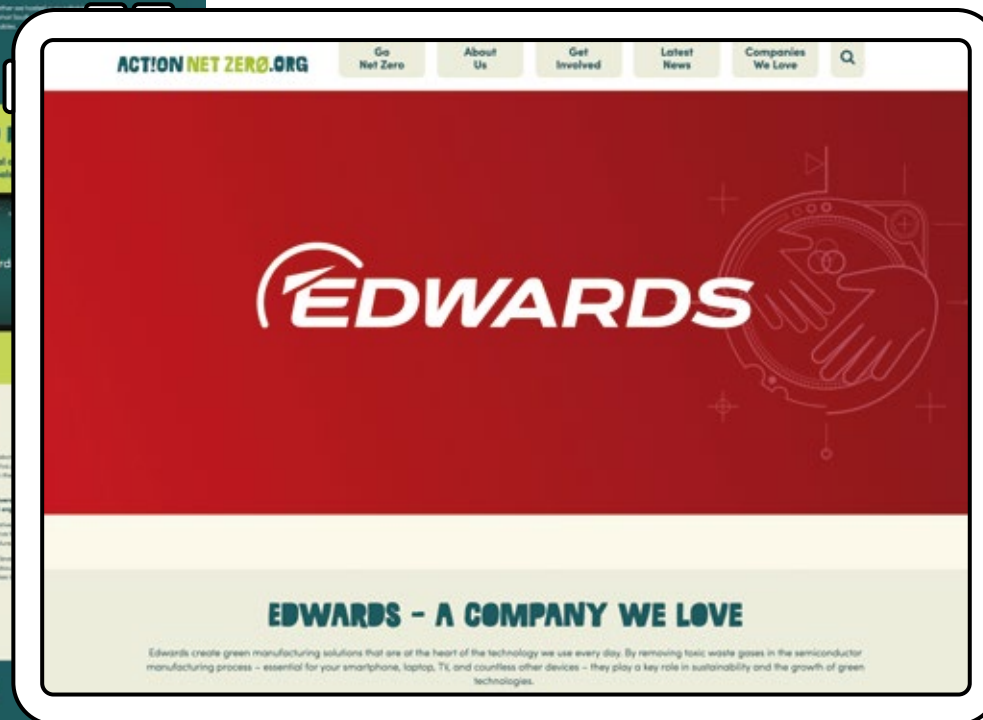
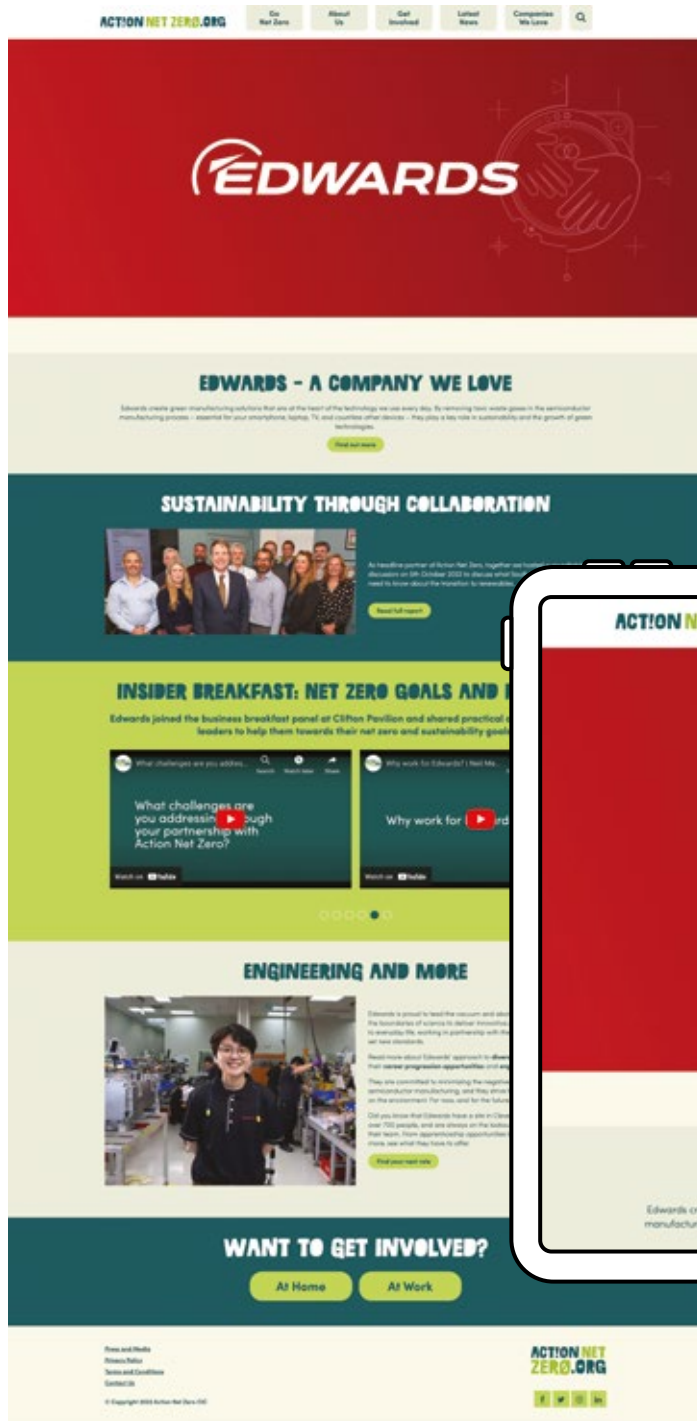
Edwards Vacuum provides vacuum and abatement systems and services for the semi-conductor industry. Based just outside of Bristol, Edwards was competing for talent especially in the competitive engineering field. They needed to get their message out there, build their reputation and recruit the best talent.

Edwards places sustainability at the heart of its business. We brought this to life through a careers microsite that demonstrated the company's commitments and provided a link for all PR and advertising activities. We brought the culture of Edwards to life interviewing people in all different roles and creating videos and case studies to support our reputation campaign.

- ➔ Branding & Design
- ➔ Website Design & Build
- ➔ Videography
- ➔ Public Relations
- ➔ Digital Marketing









# Award winning publications giving a voice to legal marketers

Our client Kidd Aitken's ambition was to grow, not just their legal directories service but also to diversify their offer. However, marketing departments in law firms – their target market – are some of the most adverse audiences to overt selling.

We pitched the concept of launching a publication devoted to profiling the great work of legal marketers globally. This wasn't just an opportunity to build recognition for a department often lacking the attention it deserves in high-pressure law firms, but also a place for Kidd Aitken to share their expertise and insight. In 2023, we were awarded the Best Use of Content award from CIPR at their PRide awards ceremony, as well as a London Design Award and CMA award (Editorial – Best New Publication).

- ➔ Branding & Design
- ➔ Website Design & Build
- ➔ Content Marketing
- ➔ Digital Marketing

## Awards & nominations



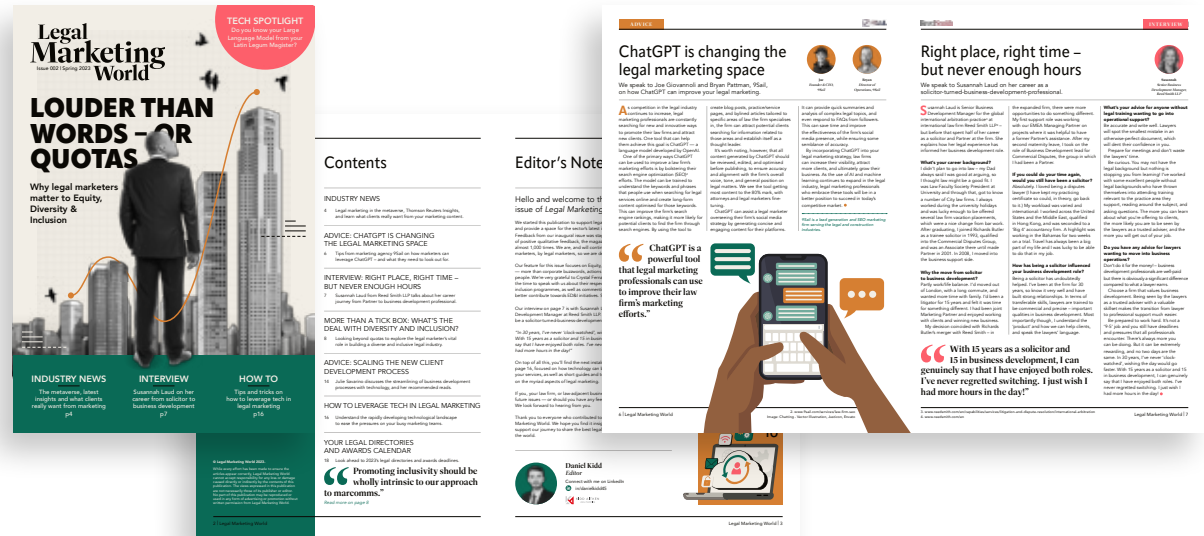
2023 Winner  
Best New Publication



2023 Gold Winner  
Communication Design



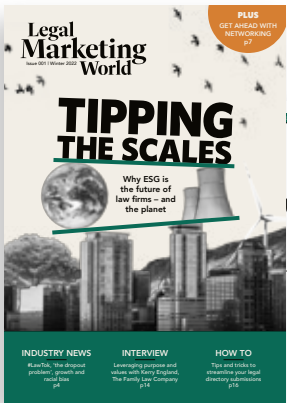
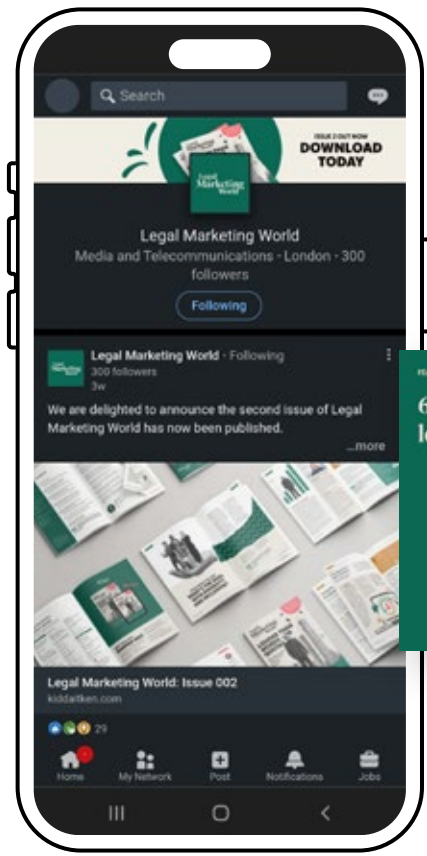
2023 Silver Winner  
Best Use of Content



Transform came up with the idea of Legal Marketing World. We really loved it because they had discovered a gap in the market for free to access legal marketing publications.

We were worried about the potential demands on our time. What went well was the ease in which Transform helped us with the entire process. Leaving us with as little to do as possible. It's created a huge amount of interest internally and externally. Creative, innovative... and shoring up our brand in front of potential key clients."

**Daniel Kid**  
Founder of Kidd Aitken Legal Marketing

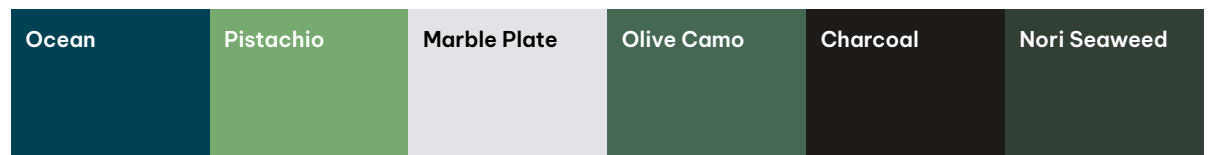
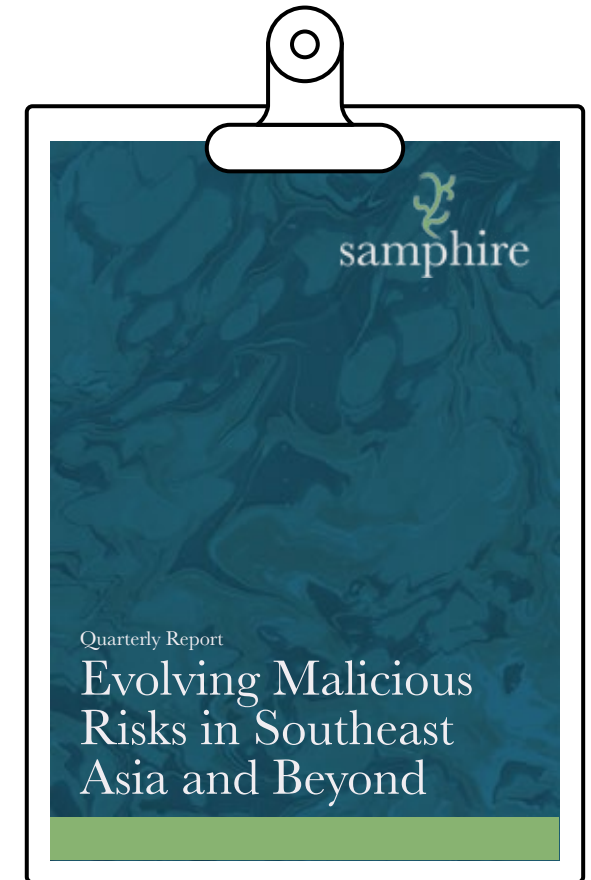


# Insuring risk through thought leadership and engaging content

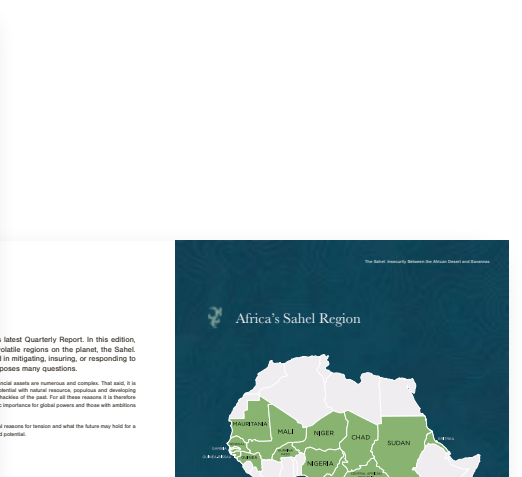
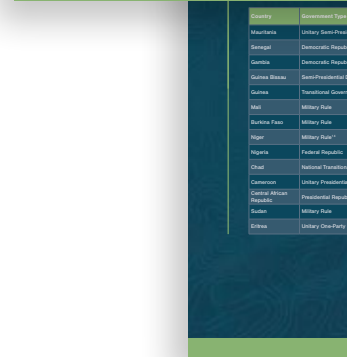
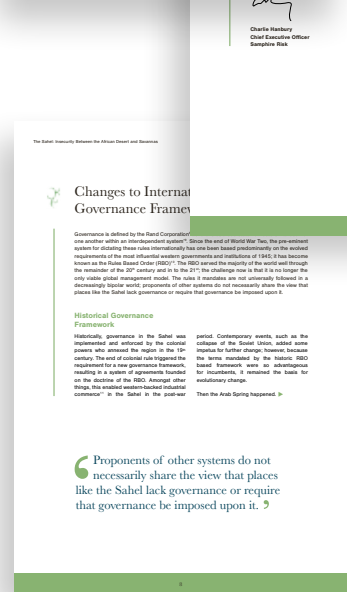
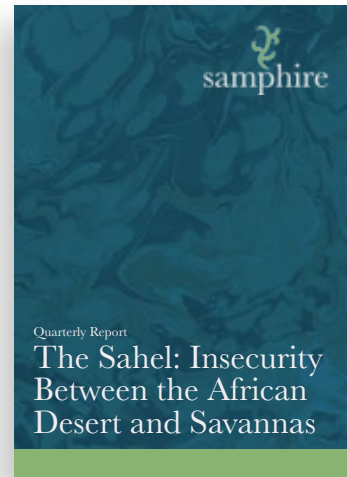
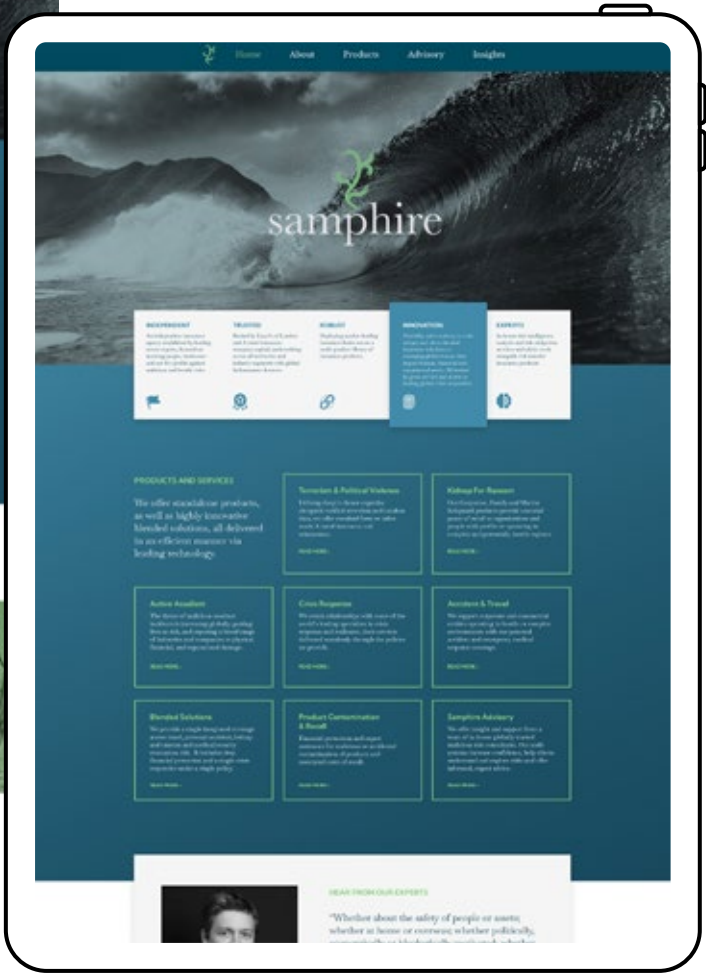
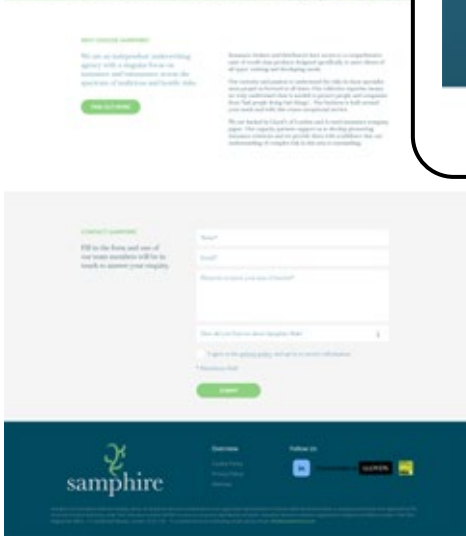
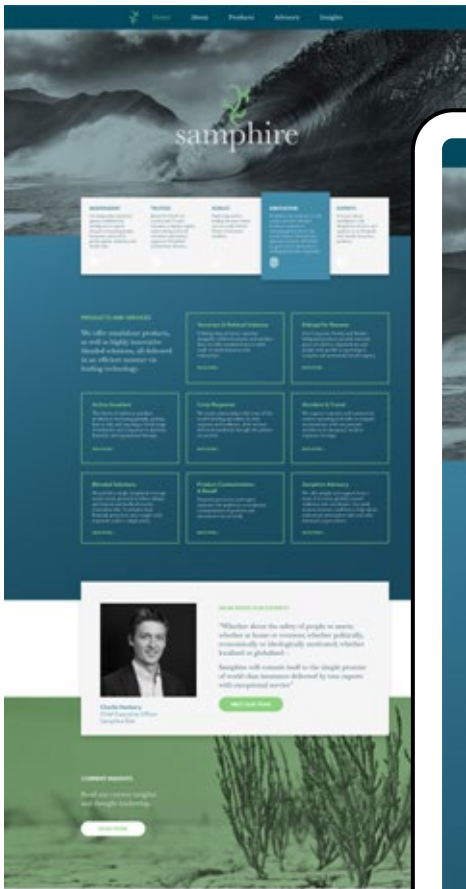
**Samphire was a new business launch by CHC Global. They provide world-class insurance in the complex world of risk.**

We received a clear brief that the company needed to be distinctive, totally separate from CHC, while still infused with the same values that built its foundation. A similar brand workshop was held to identify what makes Samphire unique in the market, bring that message to life, and make it relevant to a market that was typically bland and corporate. After our work with Samphire, CHC were so impressed they asked us to do the same.

- ➞ Branding & Design
- ➞ Website Design & Build
- ➞ Content Marketing
- ➞ Digital Marketing







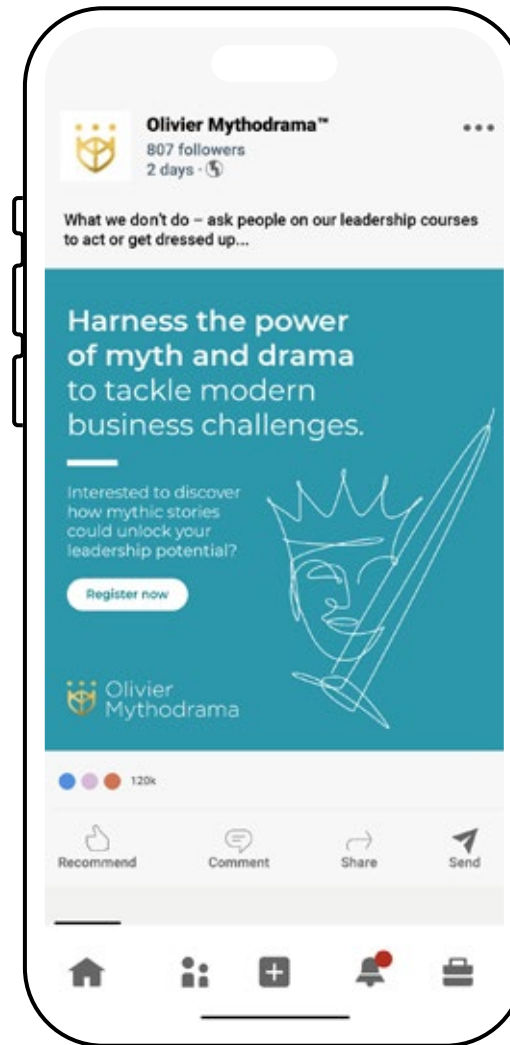
# Providing world-class training to teams across the world

**Olivier Mythodrama is a global leadership development consultancy providing world-class training to teams across the world.**

We worked with their team to develop both their central messaging and the methods through which it was delivered ahead of two high-profile events in the US – particularly video, social media, engaging with the press, and thought leadership content.

Utilising messaging we devised and videos we created, our LinkedIn ads brought Olivier Mythodrama's unique training to life. Clearly communicating the benefits of attending an in-person event.

- ➔ Content Marketing
- ➔ Branding & Design
- ➔ Website Design & Build
- ➔ Videography
- ➔ Digital Marketing
- ➔ Public Relations





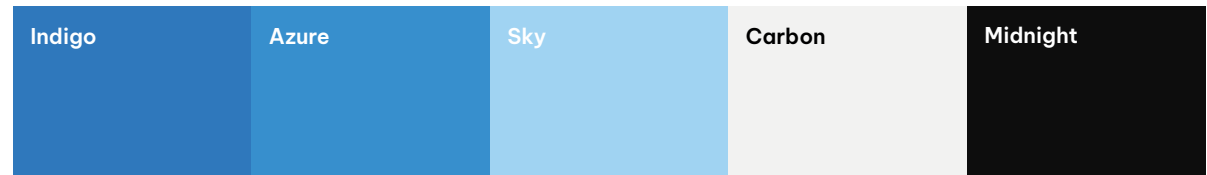
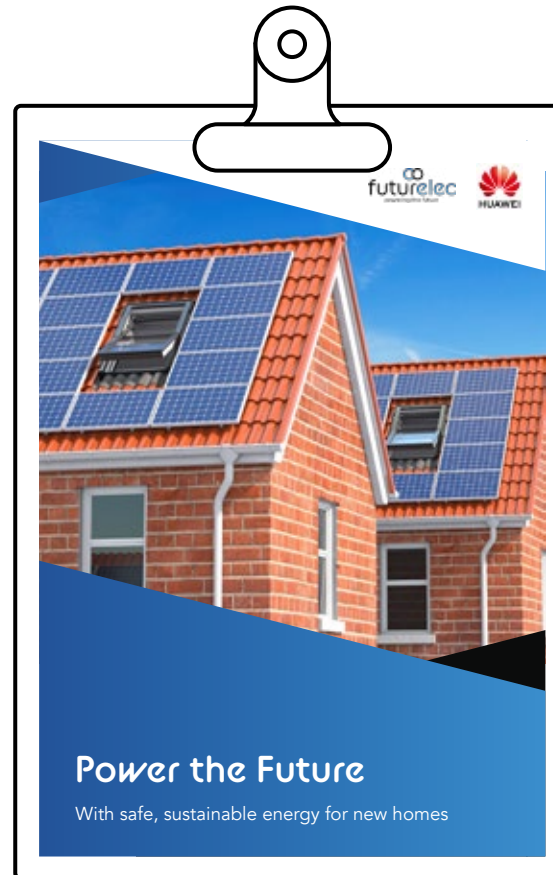


# Rising to the challenge

**Futurelec partnered with leading construction and technology companies to ensure that everyone has access to safe, green technologies, particularly Solar PV.**

Lee came to us originally for a thought leadership paper, which soon developed on our recommendation into a new website, event videos, drone footage of solar panels in situ, and social media campaigns. The success of this work led to Futurelec being sold to Clarkson Evans shortly after.

- ➞ Content Marketing
- ➞ Branding & Design
- ➞ Website Design & Build
- ➞ Videography
- ➞ Digital Marketing
- ➞ Public Relations





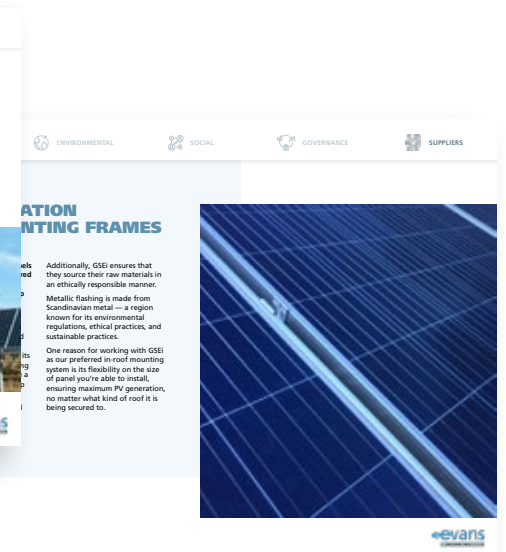
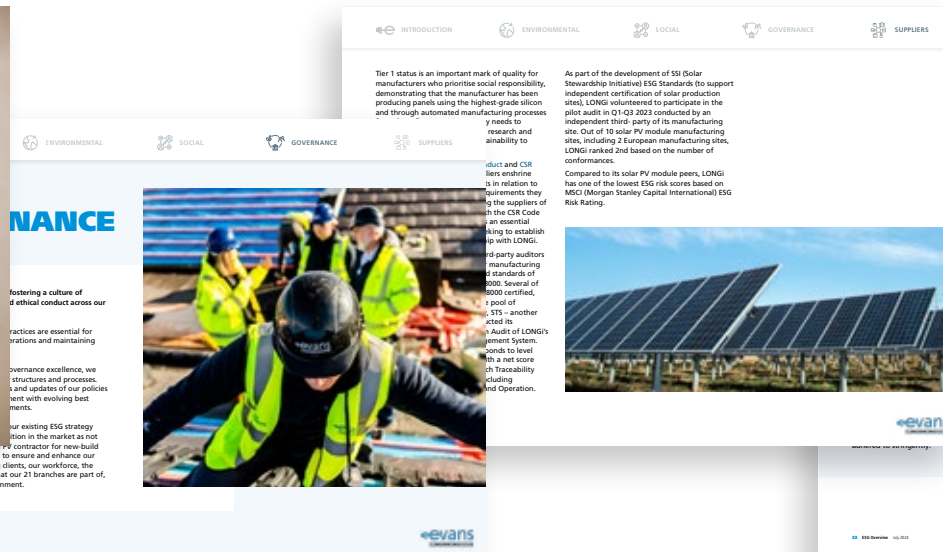
From the 1st day I met the Transform team there was an instant synergy between us and over the last 12 months of working together, we have created a wonderful working and personal relationship.

Transform provides such an accommodating and dynamic service and have supported me endlessly, night and day. We really wouldn't be where we are today without the help and support of Transform.

They've built our brand from the ground up. Advising me on all aspects of marketing and delivering amazing results.

They're a trusted partner and have ensured the success of Futurelec. And there's exciting things to come."

**Lee Chadwick**  
**Founder of Futurelec**



Let's work together

**VERONICA HANNON**

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