**News Release**

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**Konica Minolta’s Workplace Hub Wins Brand Communication Accolades**

*Workplace Hub brand receives 2 ‘GOLD’ and 1 ‘BRONZE’ award from Transform Magazine; also awarded “B2B experiential brand campaign / event of the year” at The Drum UK Event Awards*

**Mississauga, Ontario - December 14, 2017** – After announcing earlier this year [Workplace Hub](http://www.workplacehub.konicaminolta.com), an innovative new enterprise IT solution that unifies all of an organization’s technology via a single centralized platform, Konica Minolta, Inc. ([Konica Minolta](http://www.konicaminolta.ca/)) has received [four awards](http://www.reshapework.ca/) for its brand communication and activation approach. In accordance with its corporate strategy, SHINKA 2019, to become a leading IT services and IoT provider, these accolades confirm the technology leader is indeed having positive impact in transforming its brand reputation.

The new brand communication strategy for Workplace Hub was recognized at the Transform Awards Asia last week. Konica Minolta, alongside its strategic communications and brand agency, Frank, Bright & Abel (FB&A), was awarded:

* Gold Prize – ‘Best development of a new brand within an existing brand portfolio’
* Gold Prize – ‘Best visual identity in the technology, media, and telecommunications sector’
* Bronze Prize – ‘Best use of copy style / tone of voice’

The disruptive new brand was also highly commended by Transform Magazine for ‘Best use of a visual property’.

“We’re delighted to have created a brand identity for Workplace Hub that stands out in a highly competitive market and are thankful that Transform Magazine has recognized this across a range of categories,” said Stacey Sujeebun, Director of Marketing Communications for Workplace Hub and North America, Konica Minolta. “The new brand has been highly successful in signalling a real step-change for Konica Minolta, while still adhering to our global guidelines. By creatively exploring where the incumbent brand could be stretched, without breaking it, FB&A have developed a solution that is being heralded by all and is helping reposition us for the future.”

Konica Minolta partnered with FB&A to understand the brand challenges they faced in bringing the new and disruptive Workplace Hub product portfolio to market so that it would fit seamlessly in the company’s Workplace of the Future portfolio and managed services focus. Global stakeholder and customer research revealed that the bold ambition for the Workplace Hub brand needed to be tempered by the credibility of the master brand. Yet it needed to connect and engage with CEOs globally and knowledgeable IT leaders, reshaping their expectation of Konica Minolta. As such, the team devised ‘IT on Your Terms’, a new tagline for the categoryin tune with the master-brand positioning of ‘Giving Shape to Ideas’, to infer Konica Minolta’s intended market leadership with the category. To bring this positioning to life, the team created a new brand identity for Workplace Hub. Adhering to the corporate brand, it pushes the boundaries, breathing new life through its unique creative ecosystem made of a distinctive graphic approach / logo, rich imagery and human tone of voice.

Norihisa Takayama, General Manager of the Workplace Hub Business Unit, Konica Minolta, added, “By having a strong strategic communications approach, the Workplace Hub brand has enabled us to reflect a game-changing moment supporting our corporate transformation vision.”

Supporting this market engagement, Konica Minolta partnered with the leading brand experience agency, Jack Morton Worldwide, to develop a multi-channel, content led campaign – called “Spotlight” – to address the challenges and opportunities IT decision-makers associate with the future workplace.

As part of the campaign, Konica Minolta hosted a press preview of Workplace Hub in Berlin (March 2017). Known as Spotlight Live, a TED-style event for a global audience attending in-person and online, the event was headlined by Douglas Coupland and included a dramatic reveal of Workplace Hub to the world for the first time. A well-received event, with around 170 members of the press and IT influencers present, it positioned Workplace Hub and Konica Minolta as a leading innovator across the Workplace of the Future. The campaign and event has gone on to receive the ‘B2B experiential brand campaign / event of the year’ at The Drum UK Event Awards.

“The Workplace Hub platform represents an exciting point in Konica Minolta’s history, paving the way for future work technologies to evolve. It goes without saying that having a strong brand and communications approach is important to help transform our organization to become a leading digital company,” stated Dennis Curry, Executive Director and Deputy Chief Technology Officer, Konica Minolta. “We’re delighted that our work is being positively recognized and awarded by external bodies.”

For more information about Workplace Hub and how these activities have come to life, please visit: **[workplacehub.konicaminolta.com](http://www.workplacehub.konicaminolta.com)**.

**[About Konica Minolta](https://www.konicaminolta.com/ca-en/index.html)**

Konica Minolta Business Solutions (Canada) Ltd. is reshaping and revolutionizing the Workplace of the Future™([www.reshapework.ca](http://www.reshapework.ca/)). With our comprehensive portfolio, we deliver solutions to leverage mobility, cloud services and optimize business processes with workflow automation. Konica Minolta's IT services division [IT Weapons](http://www.itweapons.com/) offers a range of IT strategy, support, and network security solutions across all verticals. Konica Minolta has been recognized as the [#1 Brand for Customer Loyalty](http://konicaminolta.ca/en/business/about/news-releases/news/brand-keys-names-konica-minolta-1-in-customer-loyalty-for-tenth-consecutive-year) in the MFP Office Copier Market by Brand Keys for ten consecutive years. Konica Minolta, Inc. has been named to the Dow Jones Sustainability World Index for five years in a row. We partner with our customers to give shape to ideas and work to bring value to our society. For more information, please visit: [www.konicaminolta.ca](http://konicaminolta.ca/en/business) and follow Konica Minolta on [LinkedIn](http://linkedin.com/company/konica-minolta-business-solutions-canada),[YouTube](https://www.youtube.com/user/KonicaMinoltaCanada), [Facebook](https://www.facebook.com/konicaminoltacanada/) and [Twitter @KonicaMinoltaCA](https://twitter.com/KonicaMinoltaCA).

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