



A N I M A L I S E D I T I O N

PRESS KIT

FOR THE WINNERS OF THE
WORLD BRANDING AWARDS



PLEASE NOTE: Press and social media embargo on World Branding Awards winners apply until 8pm (GMT), 27 July 2023.

CONGRATULATIONS ON WINNING A **WORLD BRANDING AWARD**

IMPORTANT: Supplementary notes accompany this Press Kit.

Please download these notes from <https://awards.brandingforum.org/winners-download-page-hp23/>. A password is required. Supplementary notes will only be available one or two days before the Awards Ceremony. Please check the web page mentioned for important updates.

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PRESS KIT – PRESS RELEASE

Guidelines

- The World Branding Forum (WBF) will be distributing a Press Release on the World Branding Awards, however, brands are highly encouraged to issue their own Press Release about their win.
- Press Releases should only be issued by the winning brand or company, or their agencies.
- All Press Releases mentioning the World Branding Awards or the World Branding Forum require approval before distribution. Please provide us with a copy of the final draft before distribution.
- Wherever possible, the World Branding Forum will assist in checking factual accuracy before approval. We do not check spelling, grammar and other linguistic issues.
- For approval, please email the final copy in Microsoft Word or PDF format to editorial@brandingforum.org.



PRESS KIT – BOILERPLATES

Boilerplates

Please add the following boilerplates to the bottom of your Press Release.

About the World Branding Forum

The World Branding Forum (WBF) is a global, non-profit organisation dedicated to advancing branding standards for the good of the branding community as well as consumers. This includes those who work in the branding, design, marketing, advertising, public relations and communications disciplines worldwide. The WBF produces, manages and supports a wide range of programmes covering research, development, education, recognition, networking and outreach. For more information, visit **brandingforum.org**.

About the World Branding Awards

The World Branding Awards is the premier awards of the World Branding Forum. The Awards recognises the achievements of some of the best brands in the world. Winners are selected based on brand valuation, market research, and online public voting. For more information, visit **awards.brandingforum.org**.

Media Contacts:

For media use only. Do not make public.

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PRESS KIT – QUOTABLE FACTS

- The prestigious World Branding Awards is organised by the World Branding Forum (WBF), a global non-profit organisation dedicated to advancing branding standards for the good of the branding community as well as consumers. It organises and sponsors a range of educational programmes, including collaborations with leading universities and museums.
- The Awards recognises and celebrates some of the best global, regional and national brands for their work and achievements.
- Uniquely, winners are judged through three streams: brand valuation, consumer market research, and public online voting.
- The 2023-2024 Animalis Edition of the World Branding Awards was the 16th ceremony organised by the World Branding Forum, held at the majestic Hofburg Palace, Vienna.
This was the third World Branding Awards ceremony dedicated to pet and animal brands globally. Previous ceremonies were held in London, New York, and Paris.
- The Awards ceremony saw each brand awarded the 'Brand of the Year' award in their respective categories.
- Each brand is named "Brand of the Year" in their respective categories.
- The World Branding Forum is headquartered in London.

PRESS KIT – QUOTABLE FACTS

- There are three tiers of awards. The Global Award is presented to truly international brands that have a presence in ten or more countries, on three or more continents. Winners of the Global Award are not eligible for the National Award. The National Award is presented to the very top brands in each participating country at the awards. These are brands that are household names in their home country that have been judged to be truly exceptional. The Regional Award is presented to winners who win in multiple countries in a particular geographic region.
- For a full list of previous winners, visit <https://awards.brandingforum.org>.
- Over 100,000 pet and animal lovers from around the world voted for their favourite brands, from 32 countries, across 5 continents.
- This year, 1,500 brands were nominated by the public, but only 100 were named “Brand of the Year”.
- It is extremely difficult to be named “Brand of the Year”, as not every category, and not every country is awarded. On average there are less than 4 winners per country this year.

Some facts are presented in past tense to help copywriting.

PRESS KIT – QUOTABLE QUOTES

Richard Rowles, Global Chairman, World Branding Forum

- As consumer votes constitute seventy percent of the final score, winners of the Awards must have strong brand recall, top-of-mind awareness and trust among their consumers. Those brands truly resonate with the public.
- The Awards are an acknowledgement to the tireless effort of the teams that build and maintain their brand presence in an ever-changing market.
- This is a celebration of the continuous efforts that is vital to building outstanding brands.
- The Animalis Edition of the Awards are an acknowledgement to the tireless effort of the teams that build and maintain their brand presence in an ever changing market. As winners, these brands have established strong brand recall, top-of-mind awareness, and trust among their consumers.

Danny Pek, Executive Director, World Branding Forum

- A good brand needs to offer a meaningful experience to their customers, whilst remaining relevant and distinctive. The world is full of brands, but a truly exceptional brand has to ensure that people know what they stand for.
- To be a winner at the Awards, a brand has shown that they have built themselves up to such a degree that they are placed amongst the best brands in the world.
- Factors that are considered as part of the brand evaluation in the judging process include financial performance, advertising, public relations, marketing and social media management.



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Select the World Branding Awards option when calling

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WBF.AC/AWARDS

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