



INFORMATION PACK

HOW THE **WORLD BRANDING AWARDS**
BENEFITS PARTICIPATING BRANDS



WORLD BRANDING AWARDS



"To have our consumers vote for us and name us as **Brand of the Year**, really does mean the work we're doing in connecting with them and making sense to their lives, and puts us in good stead for the year ahead"

Colin O'Toole, Equity Lead, Cadbury



"Our industry is going through a lot of change and disruption, so it means a lot to know we have the trust and respect of our consumers. Its not just about having a great product though, you need a strong brand too."

Paul Ferraido, Marketing Director BMW



"It's a great honour for us to be recognised as Brand of the Year, and at Spotify we recognised how important brand love is. We pride ourselves on building special connections with our creators and fans, but ultimately, this award is for our fans because they are the core of everything we do."

Olga Puzanova, UK Head of Marketing, Spotify



"Anyone who recognises us for our marketing, products or services, is something we all feel humbled by but also extremely proud. And as an organisation, it's great to be here... to receive the award."

Chris Clark, Global Head of Marketing, HSBC



"To be named Brand of the Year is very important to us and is the best recognition and testimony to our hard work and dedication, every day."

Fabrizio Campanella, Chief Marketing Officer, De'Longhi



"Its rewarding and humbling to be recognised and named as the **Brand of the Year** in the Global Tier"

Cristina Liquori, Brand Director LEGO UK & Ireland



"For us to be here tonight and win the Brand of the Year Award is a huge confirmation of the hard work we've put into our brand."

Chris Brown, Brand Experience Manager, British Airways

ABOUT THE AWARDS

The World Branding Awards is the premier awards recognition programme of the World Branding Forum. The Awards sees some of the world's best brands recognised for their work and achievements, and is one of the few truly global recognition awards that is dedicated to brands.

How are Brands Nominated?

Brand owners, custodians, agencies, and the general public can nominate a brand for the World Branding Awards. There is no cost to nominate a brand on the public voting platform. Brands and agencies pay an evaluation fee if they enter a brand through the Awards website.



Types of Awards – Award Tiers

Global Award: Presented to truly international brands that have a presence in ten or more countries, on three or more continents. These are truly global household names, and the award is limited to the top 100 global brands in any particular year.

Regional Award: Presented to brands who are top in several countries in a particular geographic region.

National Award: 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. For each product/service category, only one brand will be awarded for each country. *Global and Regional winners are not eligible for the national tier award.*

VOTING & JUDGING

Voting and Judging Process – Public Participation of 70%

The judging and voting processes of the World Branding Awards are unique as points are awarded through three streams, with each stream contributing a set percentage to the total score in evaluating a brand.

BRAND VALUATION – 30%

The World Branding Forum's research department conducts a financial valuation of a brand based on an income approach model, which also takes into account a projection period. For public companies, data is gathered from available published sources, while for non-public companies, audited financial data is provided by the companies for evaluation or from publicly available sources.

PUBLIC ONLINE VOTING – 30%

The World Branding Forum runs an ongoing online nomination and voting platform designed specifically for online research. Although this may be considered as a populist or peoples' choice vote, the scores for this stream only contributes to one part of the judging process, so the popularity aspect of a brand alone may not result in a brand winning.

CONSUMER MARKET RESEARCH – 40%

The World Branding Forums' research center conduct targeted consumer market research in all countries that are selected for the Awards. The results from this survey contribute to the market research score for that brand both globally and also for a particular country.



WHY PARTICIPATE?

Participation at the World Branding Awards provides your brand with a comprehensive suite of benefits, designed to help maximise the news of your win.

EXCLUSIVE INVITATIONS TO THE AWARD CEREMONY

All participating Brand of the Year winners receive 2 tickets to the Gala Dinner and Ceremony at Kensington Palace, London.

WINNERS TROPHY

Winners will be presented with personalised certificate, and 24-karat gold plated bespoke trophy, engraved with the brands logo to commemorate the win. A replica of this trophy will be showcased at the Museum of Brands, Packaging and Advertising in London.

NETWORKING

Brands will be able to meet and network with other representatives from some of the largest brands in the world.

VIDEO INTERVIEW

Brands are invited to participate in the Video interviews, which are recorded live at the ceremony. These videos will be shared across our social media platforms globally and will be featured on brandingforum.org, which receives more than 2.5 million visitors annually

INTERNATIONAL RECOGNITION

The World Branding Forum will distribute a Press Release about your brand's win at the Awards globally and in your own country (valued at £8,000). These stories are shared across some of the world's largest news and media outlets.

In addition to these PR opportunities, our dedicated Media Team will work with you to create featured posts to be shared across social media. This will include footage of your representative receiving the award at Kensington Palace.

All event media and promotional material will be available for your brand to use in your own marketing and PR campaigns.

MARKETING ADVANTAGE

The licensing programme means you can use the "World Branding Awards" and "Brand of the Year" registered trademark logo on all your branding, marketing packaging, PR, corporate and social media assets. The licensing fee covers a period of 12 months from the date of the awards.

CELEBRATING THE 17TH EDITION OF THE WORLD BRANDING AWARDS

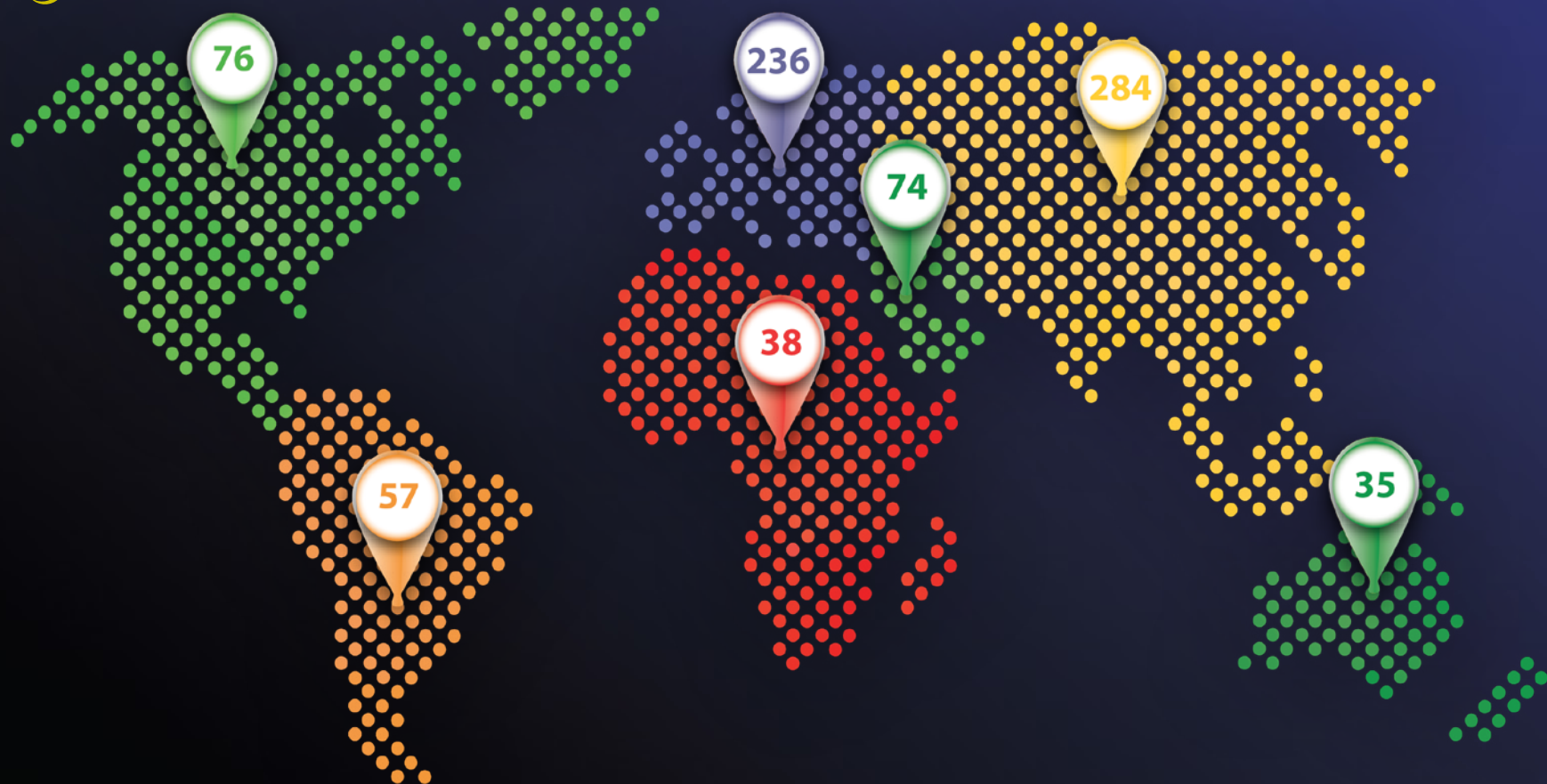


1.5 Million
Consumers

800
Brands

66
Countries

7
Regions



PREVIOUS CEREMONIES

“Certainly this Award will help to drive our passion forward so we’re delighted to receive it (Brand of the Year)”.
Mark Crane, General Manager – Beauty Care, Schwarzkopf.



Javier Sanchez Lamelas, Group Marketing Director Europe Group, Coca-Cola Europe, and Richard Rowles, Global Chairman, World Branding Forum.



David Wheldon, Director - Brand, Reputation, Citizenship and Marketing, and Emma Isaac, Group Brand and Marketing Director, Barclays.



Paul Ferraiolo, Marketing Director, BMW UK. The German car maker was a Global Winner in the Automotive category, coming at number one in multiple countries.



Ana Fernandez Zurron, Consumer Insight Manager, Nescafé. A global brand, owned by the world's largest food company, Nestlé.



Catherine Parlane and Pamela Uddin, Brand Managers, Robinsons. With a royal warrant from Queen Elizabeth II, the brand is also long running sponsor of Wimbledon.



Robert Opie, Founder, Museum of Brands, Packaging and Advertising. A replica of the World Branding Awards trophy is on display at the Museum.

PREVIOUS CEREMONIES

“Being named Brand of the Year means a lot to the Nescafé brand. It means we are continuing to be relevant to our consumers so it’s a massive symbol of achievement for us.” **Rachel Gough, Assistant Brand Manager, Nescafé.**



Hiroaki Yoshimura, Managing Director, Yakult UK. Over 30 million bottles are consumed per day around the world.



Maria Sebastian, Senior Vice President, Marketing, EMEA, Starbucks. With over 24,000 stores worldwide, the coffee chain was declared a global winner in the Retail – Coffee category.



Mars Petcare Marketing Directors, Roman Hirschmugl, Zuzana Grincova, and Manuela Gesslbauer. Pedigree is the number 1 brand of Mars Incorporated.



Michael Harrell, France General Manager, and colleagues from UPS. The largest express carrier and package delivery company in the world, UPS is a global winner of the World Branding Awards.



M. Navellou, General Manager, Consumer Products Division Western Europe, L'Oréal. The world leader in beauty, L'Oréal is present in 130 countries on five continents.



Sinead El Sibai, Vice President for Marketing, Dubai Duty Free. It became the largest airport retailer in the world in terms of sales in 2012, and now has over 5% of global duty-free sales.

BRANDING TOOLKITS

Participating brands receive several guides to assist them in maximising their win at the World Branding Awards.

WELCOME GUIDE

Brands will receive a Welcome Guide, which provides details of the World Branding Awards event, including details of the venue, a running programme, interview questions, and what to expect at the event.

PRESS KIT

The Press Kit contains information that can be used by a brand's press department or PR agency in order to draft a Press Release for their brand. The Kit has boilerplates, important facts, and quotable quotes that can be used in your own Press Releases.

WEBSITE FEATURE GUIDE

The World Branding Forum and Awards websites are some of the most visited websites in the world, ranked in the top 0.1% of all websites in terms of visitors. Participating brands will be presented on their own feature page to tell their story to a wide global audience. This guide explains the editorial and technical specifications for this feature.



"We are very proud to be named 'Brand of the Year'! For us, it's very important for a brand to go international, so it's a great honour, and I think it is great value (to enable us) to spread the Club Med Spirit all around the world." Julie Marlene Pelissier, Press Relations Manager, Club Med

BRAND OF THE YEAR LOGO



Winners have used the “Brand of the Year” logo in many different ways:

Advertisements	Television Ads
Billboards	Radio Ads
Packaging	Brand Campaigns
Marketing Materials	Roadshows
Corporate Materials	Vehicles
Publications	Public Transport Ads
Websites	Videos
Social Media Sites	Multimedia

KENSINGTON PALACE



Kensington Palace is a prized working Royal residence that has been a part of the Royal Family since the 17th century. Of great historical importance, the Palace was home to many members of the British Royal family, and was the favourite residence of successive sovereigns until 1760.

Kensington Palace has been the home of the Brand of the Year Awards since 2015, inviting and recognising the hard work and dedication of brands globally and celebrating their achievements within the magnificent walls of the Royal Palace.

THE WORK OF THE WORLD BRANDING FORUM

The World Branding Forum (WBF) is involved with advancing the standards, skills and education of those involved in the branding and related industries, for the benefit of the industry as well as the general public.

A social organisation designed to benefit communities, the WBF is a registered non-profit organisation. It is subject to an 'asset lock', which ensures the organisation's assets are used for the benefit of the community. The organisation is subject to rules set by the Office of the CIC Regulator, which adopts the systems and controls of the Department for Business Innovation and Skills (BIS) in the United Kingdom.

WBF SPONSORED PROGRAMMES



THE MUSEUM OF BRANDS PACKAGING AND ADVERTISING

The World Branding Forum is a collaborative education partner of the **Museum of Brands, Packaging and Advertising**. Our partnership enables the Museum to provide quality learning experiences to students attending education sessions in the Museum each year. In 2014, the Museum had over 10,000 students attending sessions. A replica of the World Branding Awards trophy is on display at the Museum.



The Oxford Union is the world's most prestigious debating society, with an unparalleled reputation for bringing international guests and speakers to Oxford. It has been established for 196 years, aiming to promote debate and discussion not just in **Oxford University**, but across the globe. Famous speakers at the Union include Presidents, Prime Ministers and other well-

renowned speakers such as the Dalai Lama, Archbishop Desmond Tutu, Mother Teresa, Albert Einstein, Professor Stephen Hawking, Dr Jane Goodall, and many others. The World Branding Forum supports the work of the Union through a sponsorship grant.



**Harvard Project for
Asian and International
Relations**

Relations (HPAIR) Conference, organised by **Harvard University**. As Harvard's largest annual student connection in Asia, HPAIR creates a forum of exchange and facilitates discussion of the most important economic, political, and social issues relevant to the Asia-Pacific region. It has continuously gathered a growing pool of international students from top universities, renowned academics, business professionals, and political leaders to engage in their rigorous educational events. Through plenary sessions, panels, keynotes, workshops, and case studies, HPAIR provides valuable opportunities for discussion about challenges and trends in the international landscape.

The World Branding Forum was an official sponsor of the **Harvard Project for Asian and International**



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Select the World Branding Awards option when calling

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