



The Awards

As the premier awards of the **World Branding Forum**, the World Branding Awards is the ultimate global brand recognition accolade. The ceremony will take place at London's iconic Kensington Palace, where the world's best brands will be recognised for their work and achievements.

Award Tiers

Global Award: The Global Award is 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: The Regional Award is presented to brands who are top in several countries in a particular geographic region.

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. For each product/service category, only one brand will be awarded for each country.

Winners in the global tier are not eligible for the national tier award.

Judging

Winners of the Global and National Awards are uniquely judged and assessed through three streams, with each stream contributing a percentage to the total score.

- Brand Valuation 30%
- Public Online Voting 30%
- Consumer Market Research 40%

The Venue

Kensington Palace needs no introduction. A royal residence set in Kensington Gardens in the Royal Borough of Kensington and Chelsea in London, the palace has been a residence of the British Royal Family since the 17th century. It is the official London residence of the Duke and Duchess of Cambridge; Prince George, Princess Charlotte, and Prince Louis; Princess Eugenie of York; the Dukes and Duchesses of Gloucester and Kent; and Prince and Princess Michael of Kent.



The World Branding Forum

A registered global non-profit organisation, the World Branding Forum produces, manages and supports a wide range of programmes covering research, development, education, recognition, networking and outreach. Our premier recognition programme, the World Branding Awards, gathers together some of the largest and best-known brands in the world under one roof. We look forward to welcoming you to Kensington Palace.

Limited Registration and Additional Tickets

Kensington Palace is an intimate venue and has limited seating capacity. Participation in the Awards is strictly on a first-come, first-served basis. Confirm early to avoid disappointment. The World Branding Forum reserves the right to conduct the prize giving for late registrants at other ceremonies held in other cities. Additional tickets are also available on the same basis, and tickets can only be released and confirmed 28 days before the event.

THE WORLD BRANDING FORUM IS A PROUD SPONSOR OF THE FOLLOWING ORGANISATIONS



Founded in 1823, the **Oxford Union Society** is the world's most prestigious debating society, with an unparalleled reputation for bringing international guests and speakers to its home at the **University of Oxford**. The oldest university in the English-speaking world, the University of Oxford is a previous winner of the World Branding Awards.



The World Branding Forum is a collaborative and educational partner of the **Museum of Brands, Packaging and Advertising**. Attendees will be provided with complimentary access to the museum*, where they can view the Brand of the Year exhibit, showcasing the most recent winning brands' branding examples.

* access for attendees will be granted on 3rd and 4th November only.