



# 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), 25 November 2024.

## CONGRATULATIONS ON WINNING A **WORLD BRANDING AWARD**

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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](mailto:editorial@brandingforum.org).



# PRESS KIT – BOILERPLATES

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## 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](http://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](http://awards.brandingforum.org)**.

Media contact (if required):

**For media use only. Do not make public.**

Media Contact:

[media@brandingforum.org](mailto:media@brandingforum.org)



# PRESS KIT – QUOTABLE FACTS

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- 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 2024-2025 Edition of the World Branding Awards was the 18th ceremony organised by the World Branding Forum.
- Each brand is named “Brand of the Year” in their respective categories.
- The World Branding Forum is headquartered in London.

**Certain facts have been presented in the past tense to assist with copywriting.**

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# PRESS KIT – QUOTABLE FACTS

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- 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.
- Previous Global winners include Amazon, Apple, BMW, Coca-Cola, Lego, Spotify, HSBC, IKEA, L'Oréal, Louis Vuitton, Nescafé, H&M, Samsung, Sony PlayStation, Starbucks and Cadburys.
- Over 100,000 consumers from around the world voted for their favourite brands, in 66 countries, across 7 continents.
- This year, 927 brands nominated as the consumers favourite brand, and of these less than 100 were declared as “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 only 5 winners per country this year.
- For a full list of previous winners, visit <https://awards.brandingforum.org>.
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# PRESS KIT – QUOTABLE QUOTES

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## Richard Rowles, Global Chairman, World Branding Forum

- Winning the Brand of the Year, with 70% of the voting power in the hands of consumers, is a testament to a brand's ability to resonate with its audience. It's recognition that a brand has not only met but exceeded its customers' expectations.
- It's a badge of honour that signifies a brand's commitment to providing exceptional value, building trust, and creating lasting relationships.
- To thrive in this competitive landscape, brands must focus on creating a strong sense of purpose, embracing digital transformation, and building trust through transparency and authenticity.

## Danny Pek, Executive Director, World Branding Forum

- Understanding your audience is paramount in today's discerning consumer landscape. Brands that truly resonate with their customers go above and beyond by offering exceptional experiences, not just products.
- Consumers are more sophisticated than ever. They seek authentic brands that are committed to making a positive impact, and can provide personalised experiences tailored to their individual preferences. Additionally, they value brands that leverage technology to create immersive and engaging interactions.
- The judging process for these awards evaluates brands based on various factors, including their financial performance, advertising strategies, public relations efforts, marketing initiatives, and social media management.

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Select the World Branding Awards option when calling

**BRANDINGFORUM.ORG**  
**WBF.AC/AWARDS**

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