



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

WEBSITE FEATURE

**FOR THE WINNERS OF THE
WORLD BRANDING AWARDS**



CONGRATULATIONS
ON WINNING THE
WORLD BRANDING AWARDS

WHY FEATURE YOUR BRAND?

NUMBERS

600k

MONTHLY VISITORS[^]

7.5M

ANNUAL VISITORS[^]

12,650

U.K. RANK^{*}

606,000

GLOBAL RANK^{*}

- The World Branding Forum website (and the World Branding Awards sub-site) is one of the most visited websites in the world, ranked in the top 0.03% of all websites in terms of visitors.[§]
- Tell your brand story to a wide global audience.
- Join other winners on the featured brand page.

Traffic Metrics^{*}

Site	Global Rank
brandingforum.org	606,000
poyworldwide.com Product of the Year	1,736,717
superbrands.com	2,698,474

SOURCES *Alexa (an amazon.com company) ^WorthOfWeb.com §Based on internetlivestats.com
All figures are correct as of 21st January 2023.



An
amazon.com
company

FEATURED BRAND

Tell your brand story

Each brand will be presented on their own Featured Brand Page on our website. The image gallery and logo will appear at the top of the page and when a user clicks on an image, it will expand to display the full image. The brand story and online links will appear below. Following are two examples of the Featured Brands Page:

ANIMAL PLANET



Animal Planet, a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralised online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. Animal Planet consists of the Animal Planet television network, available in more than 93 million homes in the US and 306 million outside the US, online assets: www.animalplanet.com, the ultimate online destination for all things animal; Animal Planet LIVE, the go-to digital destination for round-the-clock

HILL'S PET NUTRITION



Hill's Pet Nutrition was started by Dr. Mark Morris, an exceptional vet. He believed that we should take pet healthcare as seriously as our own. Seeing the link between poor nutrition and illness in pets, Dr. Mark Morris developed a pet food that was superior to any other on the market. The turning point for Dr. Morris came when he met a blind man called Morris Frank and his beloved guide dog, Buddy. Buddy was suffering from kidney disease and he asked for Dr. Morris' help.

SUBMISSION REQUIREMENTS

It's easy to participate

To submit your brand feature, provide us with the following:

- 1 Your brand story** – Around 400 words. Maximum of 600 words. You can now submit a second language in addition to English, with the same amount of words.
- 2 Online and social media links** – Brand website URL, Facebook, Twitter, etc.
- 3 Your logo** – Provide a version on a solid background if possible.
- 4 Brand images** – Five (5) images illustrating your brand. You can include products, services, events, advertisements, TV ad screenshots, mascots, stores, buildings, outlets, people, etc.

Technical Specifications

- **Image Size:** A minimum width or height of at least 1000px is preferable
- **Image Resolution:** 72dpi
- **Colour:** RGB

Submission

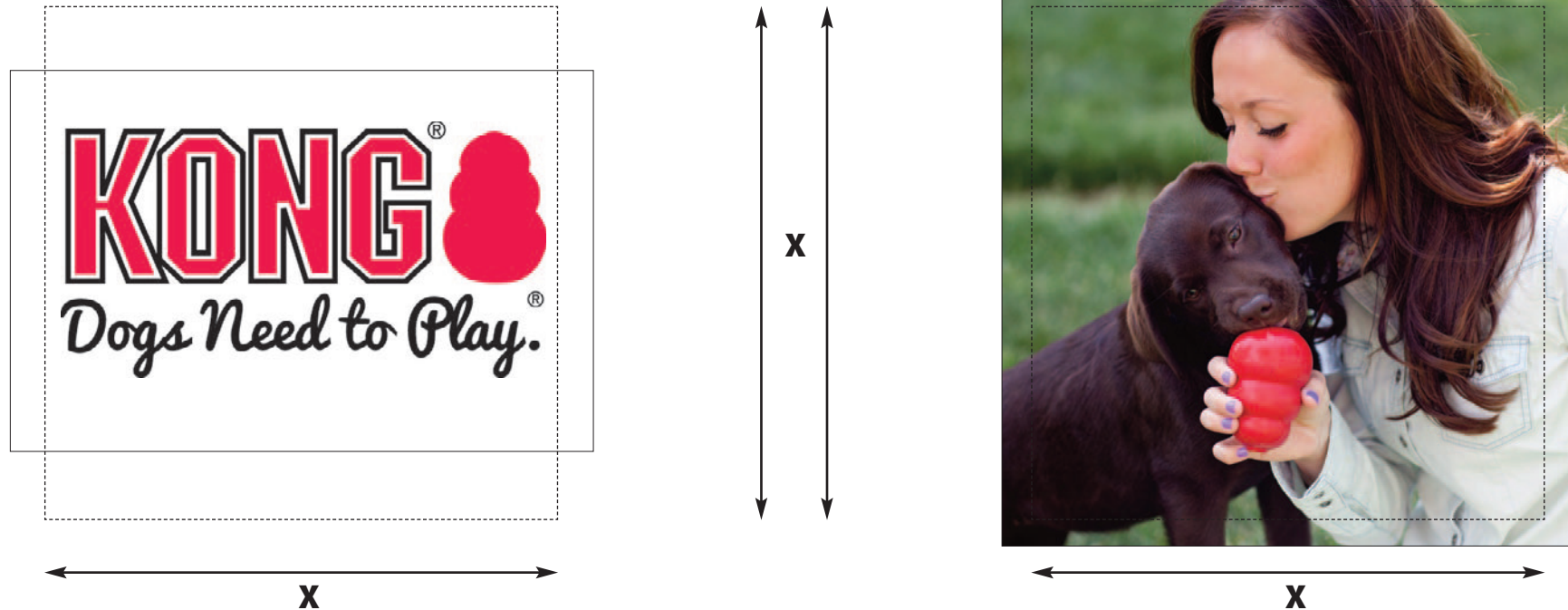
- Email your submission to **editorial@brandingforum.org** and copy your project manager. If you need to send large files, you can use **<http://brandingforum.wetransfer.com>**

The World Branding Forum reserves the right to edit any copy for clarity, brevity, or to make other improvements. By submitting your material, you grant the World Branding Forum the right to publish such material on the World Branding Forum and World Branding Awards websites, and other materials such as case studies.

IMAGE THUMBNAILS

Images will be cropped automatically

The website image software will automatically crop images into a square for thumbnails that will appear on the presentation page and on the home page.



Cropped images will display in full when clicked and should not be a problem in most situations. However, you should take the cropping of your brand's logos into consideration as it may not be desirable.

CHECKLIST

Please check that you have prepared the following:

- ☐ **Your brand story** – Around 400 words. Maximum of 600 words. Additional language now allowed. Please note that we cannot proof read non-English stories.
- ☐ **Online and social media links** – Brand website URL, Facebook, Twitter, etc.
- ☐ **Your logo** – Provide a version on a solid background if possible.
- ☐ **Brand images** – Five (5) images illustrating your brand. You can include products, services, events, advertisements, TV ad screenshots, mascots, stores, buildings, outlets, people, etc.

PLEASE NOTE: Press and social media embargo on World Branding Awards winners applies until 8pm (UTC), 03 July 2025.



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Select the World Branding Awards option when calling

BRANDINGFORUM.ORG

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