



ANIMALIS EDITION

WELCOME GUIDE
FOR THE WINNER OF THE
WORLD BRANDING AWARDS



**CONGRATULATIONS ON WINNING
"BRAND OF THE YEAR" AT THE
AT TWO WORLD BRANDING AWARDS**



WORLD BRANDING AWARDS

HOFBURG PALACE

The Hofburg Palace is the former imperial palace in the centre of Vienna. Today, it is the official residence and office of the President of Austria. It also houses the Council of the Organisation for Security and Co-operation in Europe (OSCE)–the world's largest security-oriented intergovernmental organisation. Since 2017, it has been the home of the Austrian Parliament while the Parliament Building is being renovated.

Built in the 13th century and expanded in the centuries since, the palace has housed some of the most powerful people in European and Austrian history, including monarchs of the Habsburg dynasty, rulers of the Austro-Hungarian Empire. A symphony of shapes and colours, the Throne Room of the Palace (Zeremonienaal) is one of the most splendid in the whole of the Hofburg.

With its ornate coffered ceiling and 26 crystal chandeliers, which once held 1,300 candles, the hall has truly imperial aspect. The World Branding Awards 2025 Animalis Edition will take place here in this very room where Napoleon asked for the hand of Marie Louise, the daughter of Emperor Franz II, and where the exclusive Ball at the Court (Ball bei Hof) was held.

WORLD BRANDING AWARDS

The prestigious World Branding Awards is the premier recognition programme of the World Branding Forum. The Awards celebrate some of the world's most exceptional brands, honouring their remarkable achievements and contributions. The World Branding Awards - 2025 Animalis Edition ceremony will be held in the magnificent Throne Room of the Hofburg Palace, Vienna.

THE WORLD'S LARGEST PET AND ANIMAL BRANDS RECOGNITION PROGRAMME



DATE

Thursday, 3 July 2025

VENUE

The Throne Room, Hofburg Palace
Michaelerkuppel, 1010 Vienna, Austria

TIMES

Cocktails 7:00pm
Carriages 11:00pm

DRESS CODE

Black Tie / Formal Dress



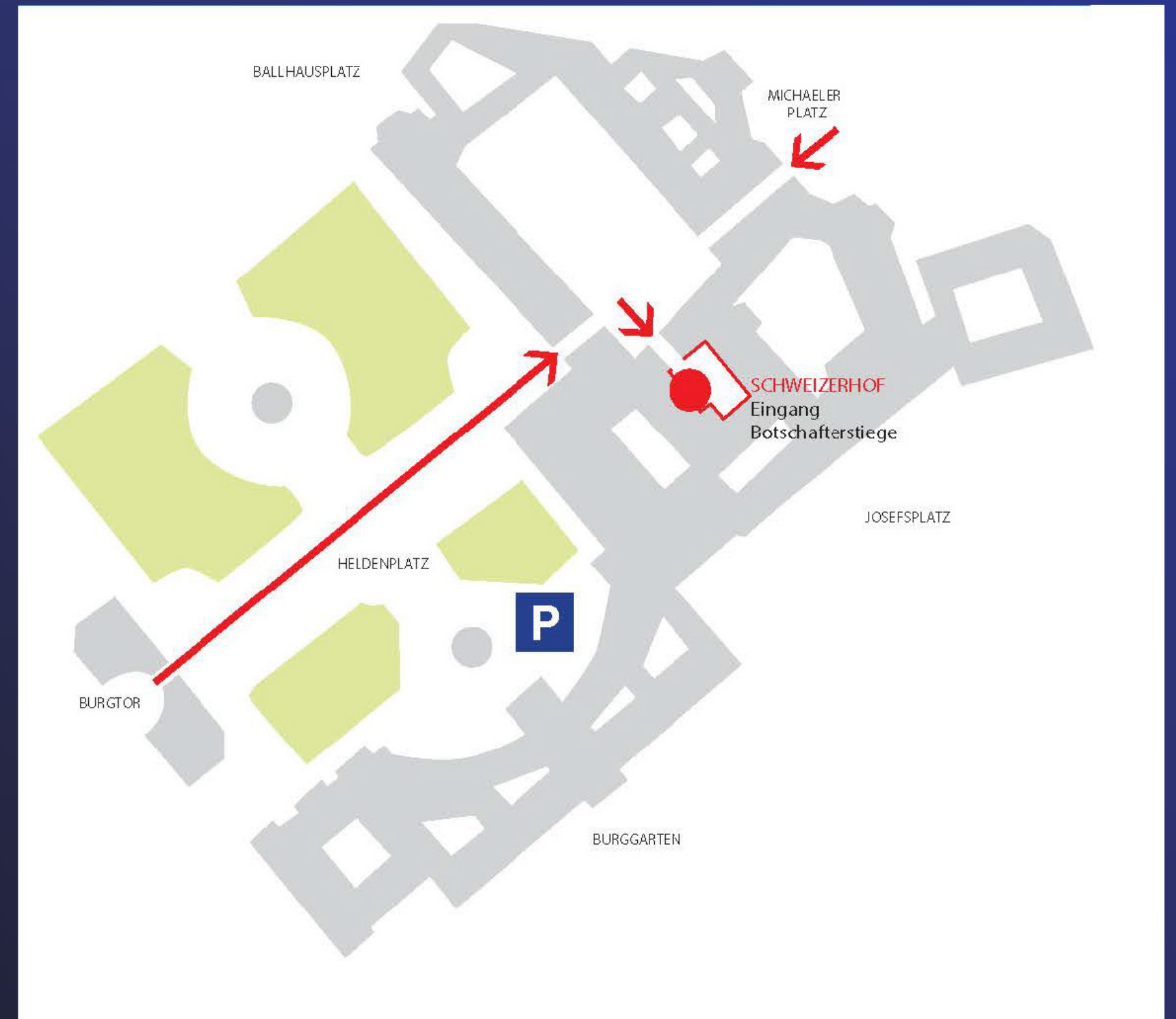
WORLD BRANDING AWARDS

Access to Hofburg Palace

- Access to the Throne Room for the Awards is through the **Ambassadors' Staircase (Botschafterstiege)** via the **Swiss Courtyard (Schweizer Hof)**.
- There is no parking at the Hofburg Palace. Public parking is available nearby.
- Vehicles are able to drive down to the Palace for drop-off (drop-off point is at **Heldenplatz**).
- Please inform us in advance if wheelchair access is required. This can be arranged.

Accommodation

Guests are responsible for making their own accommodation arrangements. For a detailed map of all hotels within a 1.5km radius of the Hofburg Palace.



WORLD BRANDING AWARDS

**COCKTAILS &
INTERVIEWS**

COCKTAILS & VIDEO INTERVIEW SESSION

NETWORKING COCKTAIL SESSION

The pre-dinner cocktail session offers an invaluable opportunity to connect with other winners of the World Branding Awards from around the globe.

This gathering provides an opportunity to network, share experiences, and celebrate each other's achievements in a relaxed and elegant setting.

Engage in meaningful conversations, exchange insights about your respective industries, and forge new partnerships that can enhance your brand's global presence.

If you are participating in the video program, your interview will take place during this time*. Please feel free to approach the video team, who will be happy to assist you.

For more information about the video interviews, please contact your Project Director.



** Videos will be edited*

COCKTAILS & VIDEO INTERVIEW SESSION

VIDEO INTERVIEW QUESTIONS

Many brands use the video interview as a corporate and marketing tool. It will also be featured on your brands Winners Page, and uploaded to our YouTube and social media channels.

QUESTIONS 1 & 2 : REQUIRED

1. Tell us more about your brand.
2. What does it mean for your brand to win 'Brand of the Year' at the World Branding Awards?

QUESTIONS 3 to 16 : PLEASE CHOOSE ONE QUESTION FROM EACH OF THE FOLLOWING GROUPS

Brand Journey and Strategy

3. Can you share the journey or strategy that led to this achievement?
4. Looking back, what were some of the biggest challenges you overcame to reach this level of brand excellence?
5. What do you think sets your brand apart from others in your industry?

Consumer and Public Recognition

6. Two streams of judging are voted for by consumers. Your brand would have been voted highly by the public to have a high score in these two streams. How do you feel about this?
7. What would you say to your consumers who voted for your brand as 'Brand of the Year'?
8. What role does customer feedback play in shaping your brand?

Brand Initiatives and Innovation

9. Tell us about some of your branding programmes and initiatives that your brand is involved in.
10. How do you ensure consistency in your brand's message across different platforms?
11. How do you stay innovative and relevant in a competitive market?

Future Plans and Marketing

12. Are you able to share any details about the future of your brand?
13. How do you plan to incorporate the World Branding Awards logo and recognition into your marketing materials?
14. How important is sustainability or social responsibility in your brand's future plans?

Advice for Other Brands

15. What advice would you give to other brands aspiring to achieve similar recognition?
16. What key steps or strategies would you recommend to other brands looking to achieve long-term success?

ADDITIONAL PROMOTIONAL MATERIAL

We are excited to help this year's winners share their success at the Awards. If you have any promotional media related to your brand's products or services, or if your Executives would like to thank your customers with a personal message, please send it to us.

Over the next 12 months, we will showcase your brand in a personalised featurette across all our social media platforms. You can also use this content in your own PR and social media activities!

VIDEO SPECIFICATIONS

- ✓ MPG / MP4 / MPEG-4 @ 15-20 Mbp
- ✓ H. 264 / AAC-LC Audio Codec
- ✓ Aspect ratio 16:9 / 1:1
- ✓ 3 minutes maximum clip length

IMAGE SPECIFICATIONS

- ✓ Images must be 300dpi and a min of 600px in width.



WORLD BRANDING AWARDS

PROGRAMME

EVENT PROGRAMME



- 7:00pm** Guest Registration
Networking Cocktails & Interview Session
- 8:00pm** Doors to the Throne Room open; Guests to be seated
- 8:15pm** Arrival of Chairman of the World Branding Forum and Special Guests ¹
- 8:20pm** Welcome address by the Chairman of the World Branding Forum
- 8:30pm** Dinner is served
- 8:45pm** Award Ceremony begins
- 9:30pm** Dinner continues
- 9:50pm** Award Presentation continues
- 11:00pm** Carriages ²

TICKETS INVITATIONS PLUS 1? ON DEMAND

Access to the World Branding Awards ceremony is strictly by invitation only.
As a winner, you will be provided with two (2) tickets to the ceremony at Hofburg Palace.
If you would like to invite additional guests, please ensure that they are fully registered with your Project Director, at least 7 days before the event. ³
We're also pleased to tell you that the full World Branding Awards 2025-2026 ceremony will be available for you to stream on demand for 12 months.

¹ VIP/Guest Speakers details to be confirmed. Details will be updated closer to the date of the ceremony.
² The above tentative programme is subject to change. The event may run later than indicated.
³ Additional tickets to the Award Ceremony are chargeable at £550/\$720 per additional guest.

ADDITIONAL INFORMATION

Press Release & Distribution

You will receive a Press Kit for your reference before the event. Brands are highly encouraged to use this PR opportunity to announce your win. The World Branding Forum will distribute a Press Release regarding the awards globally and in your home country via our official media distribution partner.

Press & Social Media Embargo

There is a strict press and social media embargo on your brand's win at the World Branding Awards until 8pm (GMT) 03 July 2025. Please do not release any news or post any social media regarding your brand's win before this time.

IMPORTANT: Event Tickets & Security

An e-ticket will be emailed to you a week before the event. Print a copy of this e-ticket or download the version for your smart phone. You should also bring some identification such as your business card. There is tight security at THofburg Palace and guest without a ticket and identification may be denied entry.

Visa Letter

If you require a visa letter for the United Kingdom, please contact your Project Director.



CONTACT

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Select the World Branding Awards option when calling

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