WORLD BRANDING AWARDS

PRESS KIT

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

2025-2026 EDITION

PLEASE NOTE: Press and social media embargo on World Branding Awards winners apply until 9.30 am (GMT), 17 November 2025.

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 it is distributed.
- 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.

PRESS KIT – BOILERPLATES

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**.

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**.

Media contact (if required):

For media use only. Do not make public.
Media Contact:
media@brandingforum.org

PRESS KIT – QUOTABLE FACTS

- The prestigious World Branding Awards is organised by the World Branding Forum (WBF), a global non-profit organisation dedicated to advancing standards for the benefit of the branding community and 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 voting.
- The 2025-2026 Edition of the World Branding Awards was the 20th ceremony organised by the World Branding Forum.
- Each brand is named “Brand of the Year” in its respective category.
- 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

- There are three tiers of awards. The Global Award is reserved for truly international brands with a presence in ten or more countries across at least three continents. Winners of the Global Award are not eligible for the National Award. The National Award honours the top-performing brands in each participating country. These are household names that have had a profound impact. The Regional Award is presented to brands that achieve recognition across multiple countries within a specific geographic region.
- Previous Global winners include Apple, BMW, Coca-Cola, Lego, Spotify, HSBC, IKEA, L'Oréal, Nescafé, Samsung, Sony PlayStation, and Cadbury.
- Being named 'Brand of the Year' is a rare distinction, awarded only in select categories and countries. It remains one of the most competitive honours in global branding.
- More than 91,000 consumers across 66 countries and all seven continents cast their votes to honour the brands they trust and love most.
- This year, an impressive 1,092 brands were nominated as consumer favourites, and from this distinguished list, fewer than 100 achieved the ultimate recognition, being named "Brand of the Year."
- For a full list of previous winners, visit https://awards.brandingforum.org.

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PRESS KIT – QUOTABLE QUOTES

Richard Rowles, Global Chairman, World Branding Forum

- Being named Brand of the Year, especially with 70% of the vote driven by consumers, is more than a milestone; it's a significant achievement rooted in public trust. When consumers vote for a brand, it's not just recognition; it's validation. Public voting is the ultimate form of brand affirmation: it transforms perception into proof, marketing into meaning, and presence into trust.

- The World Branding Awards goes beyond celebrating success; we spotlight the unwavering effort, vision, and emotional resonance behind it. Every brand is honoured on a global pedestal, recognised not just for what it sells, but for what it stands for.

Danny Pek, Executive Director, World Branding Forum

- The Brand of the Year title from the World Branding Awards is widely regarded as a gold standard in the industry, a symbol of prestige earned through exceptional performance, a clear purpose, and public trust. It celebrates brands that don't just follow trends, but define them. This honour reflects a brand's ability to stay relevant, build trust, and shape the industry standard, not just for today, but for what's next.

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Select the World Branding Awards option when calling

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