Club Med and 269 global brands win at World Branding Awards

At least 270 brands from 33 countries were named Brand of the Year at the recent World Branding Awards, which was held at the State Apartments of Kensington Palace in London, England. The winners are judged on brand valuation, consumer market research, and public online voting; 70% of the scoring process comes from consumer votes.

Beijing Tong Ren Tang, BMW, Cartier, Club Med, JinkoSolar, Johnnie Walker, Lego, L'Oréal, Louis Vuitton, Nescafé, Rolex, Samsung, Schwarzkopf and Yakult were announced as global winners of this edition of the awards. While Ajinomoto, Uniqlo (Japan); Giordano, Optical 88, Sasa, Shangri-La (Hong Kong); Indomie (Indonesia); LuLu; RAK Ceramics (United Arab Emirates); MTN (South Africa); and Zara (Spain) were named regional winners.

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