

## **Club Med named « Brand of the Year » at the World Branding Awards**

Club Med, the global leader of all-included luxury holidays, received for the 2<sup>nd</sup> time “Brand of the Year” award in the “Resorts” category during a ceremony which took place at Kensington Palace on October, 11<sup>th</sup>.



**For the second time, Club Med stands out during the World Branding Awards from among more than 3000 nominees.**

This ceremony, during which 245 companies from 32 countries around the world received awards, rewarded Club Med as “Brand of the Year” in the “Resorts” category. This fourth instalment of the World Branding Awards put forwards brands from the food, luxury, lifestyle, hotel and services industries as major French and international brands such as L’Oréal, Cartier, Facebook, Google, Samsung, Qatar Airways and more all received awards.

Club Med is proud to receive this distinction which honors the efforts of its 23.000 collaborators working in 30 countries around the brand value and specifically all their actions for the brand platform “Amazing You / Vous Etonnez” and their actions on social medias. This award is an appreciation from professionals and the reflect of Club Med’s awareness as 70% of votes come from consumers.

### **The World Branding Awards: recognizing businesses**

The World Branding Forum (WBF) is an international non-profit organization that aims to advance branding standards for the benefit of brands and consumers. It organizes and sponsors a range of educational programs and collaborates with leading universities and museums.

Seen as the best international reward, brands are evaluated based on three criteria: brand valuation, consumer market research, and public online voting. Winners are also evaluated through publicity, public relations, marketing and their social media’s practice.