

# McVitie's win big at the World Branding Awards

**McVities, founded by Robert McVitie, on Rose Street in 1830 won one of the national tier awards at the World Branding Awards in London last night.**

Winners are judged on brand valuation, consumer market research and public online voting.

easyJet, B&Q, Cadbury, Crowne Plaza® Hotels & Resorts and Yakult were other UK winners.

Richard Rowles, Chairman of the World Branding Forum said :  
"The Awards are an acknowledgement to the tireless effort of the teams that build and maintain their brand presence in an ever-changing market."

Julian Andersen, Managing Director, World Branding Forum said :  
"The Awards are very competitive. Brands that win show that they have set the standard for what is expected of other brands to be at the top of their game. To be a winner at the Awards, a brand has shown that they have built themselves up to such a degree that they are placed amongst the best brands in the world."

The awards event was held at the State Apartments at Kensington Palace.



World Branding Awards London | Photo by Owen Billcliffe Photography |