

## Club Med awarded resort Brand of the Year

Club Med has received the Brand of the Year Award in the resorts category, for the second time, in the World Branding Awards which took place at Kensington Palace. The fourth instalment of the awards looked at brands from the food, luxury, lifestyle, hotel and services industries. Major French and international brands such as L'Oréal, Cartier, Facebook, Google, Samsung, Qatar Airways and more all received awards. There were over 3,000 nominees, and 245 companies from 32 countries around the world.



Brands were evaluated based on three criteria: brand valuation, consumer market research, and public online voting. Winners are evaluated through publicity, public relations, marketing and their social media's practice.

### Honouring collaborative efforts

The distinction honours Club Med's efforts of its 23,000 collaborators working in 30 countries around the brand value, specifically around its *Amazing You* brand campaign and the actions surrounding it on social media.

Olivier Hannaert, managing director of Club Med Southern Africa, explains that the *Amazing You* brand campaign spoke to both existing clients, as well as to potential new clients in educating them about the world of choices and experiences.

"Through the *Amazing You* campaign, we set out to ignite, trigger and nurture our travellers' true sense of wonder, and pay tribute to the freedom to rediscover themselves. With people's happiness (on holiday) at the heart of Club Med's mission,

we invited guests to tap into their most amazing self – which is unleashed when on vacation and when the daily routine is swapped for soaking up the sun (or hitting the ski slopes) and for venturing into new adventures.

“When it came to the rationale behind the campaign, we had to ask ourselves: ‘How do we encourage and enable guests to tap into their most amazing self?’ The answer was clear: by providing them with a world of experiences and choices that facilitate inspiration for a new, better version of themselves while at the same time providing them with the peace of mind of having everything covered in their holiday package with us.”

The award is a testament to Club Med’s efforts and engagement with its audience, as 70% of votes came from consumers.

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