

# Dubai Duty Free wins Brand of the Year Award

By **Hibah Noor** on September, 28 2016 | Retailers



For the second year running, Dubai Duty Free was named Brand of the Year in the Retail - Duty Free category at the prestigious World Branding Awards held at Kensington Palace in London.

Organized by the World Branding Forum, the glittering ceremony saw Dubai Duty Free clinch the National award along with other brands from 30 countries. Each brand was named Brand of the Year in their respective categories and presented with a 24 carat gold-plated trophy.

Commenting on the award, Dubai Duty Free's Executive Vice Chairman and CEO Colm McLoughlin said: "We are delighted to receive the World Branding Award for Brand of the Year - Retail once again and I thank the council members and associates for voting for Dubai Duty Free. This award reflects our efforts over the past 33 years to establish and build our brand, and the fact that it is globally recognized is very rewarding."

Uniquely, winners were judged through three streams: brand evaluation, consumer market research and online voting, which includes voting by the World Branding Forum Advisory Council made up of luminaries from the world of branding.

Other National winners from the UAE included Dubai Mall, Emirates NBD, and Etihad.

The event was attended by the United Arab Emirates Ambassador to the United Kingdom, H.E. Sulaiman Almazroui, while Sinead El Sibai, Senior Vice President of Marketing at Dubai Duty Free, accepted the award on the night.

Said Richard Rowles, Chairman of the World Branding Forum: "The Awards celebrate the achievements of some of the greatest brands around the globe. With 70% of the scoring process coming from consumer votes, winning brands have managed to build a good trust score with their consumers."