



**BRAND'26
AWARDS**
INTERNATIONAL

International Award for Successful Brands

May 16, 2026

Hyatt Regency Tashkent

Fix your brand's success.

Confirm its value.

Gain recognition.



Marketing works, but...

How strong is your brand really?

Is marketing an expense or a business asset?

What truly drives growth — and what only creates an illusion of results?

Today, most brands face the same challenges:

- ✓ **brand success is not officially recorded**
- ✓ **no objective evaluation of business achievements**
- ✓ **difficult to prove brand value to investors and partners**
- ✓ **a brand without valuation is just a logo**

Brand Awards'26 International was created to turn a brand into measurable value.



What is Brand Awards'26 International?

An award that fixes real brand success.

Brand Awards'26 International is the 9th annual international award of the Marketing Association of Uzbekistan.

- professional evaluation of brand marketing achievements
- brand valuation using a clear methodology
- official recognition of brand achievements for 2025

The award aims to recognize the best brands that truly develop the market.



Who should participate?

- ✓ business owners
- ✓ CEOs and top managers
- ✓ marketing and sales directors

If you want to:

- understand the real value of your brand
- increase trust and attention from clients and partners
- prepare your brand for scaling or investment
- build stronger consumer loyalty
- officially record your team's success

Brand Awards is a brand management tool.



What does a brand receive? Participation = investment in brand equity

- 1 Official Brand Awards'26 International trophy
- 2 Brand valuation (optional)
- 3 Official recognition of marketing achievements for 2025
- 4 Recognition of the marketing team's work
- 5 Right to use award status in PR and advertising
- 6 Inclusion in the Marketing Association of Uzbekistan Brand Ranking
- 7 Increased trust, status, and brand value in the eyes of consumers



How is brand value calculated? Transparent and professional methodology

Participation requires completing a structured brief:

Qualitative analysis

22 expert jury questions for award evaluation

Quantitative analysis

Brief for brand valuation calculation

Methodology includes:

- revenue forecast
- royalty rate
- discounting
- strength of brand attributes
- financial and marketing indicators

The valuation is conducted by independent investment and consulting company Gafurov, Kardash & Partners, experts with Big4 experience.



Participation package: Brand Awards'26

Participation fee:

40,000,000 UZS incl. VAT per application.

Up to 30% discount for association partners.

The package includes:

-  **BRAND AWARDS'26 trophy**
-  **Special award certificate reflecting brand achievements in 2025**
-  **Brand valuation certificate (optional)**
-  **2 tickets to the official Award Ceremony banquet, May 16, 2026, Hyatt Regency Tashkent**
-  **Inclusion in the official Brand Value Ranking by the Marketing Association of Uzbekistan (optional)**



You invest not only in participation, but in long-term brand value.



Why do brands choose Brand Awards International?

- 🌟 10 years of tradition recognizing marketing excellence in Uzbekistan
- 🌟 unique format of recognizing top brand achievements
- 🌟 inspiring experience for reaching new heights

Brand Awards – when a brand becomes a real asset.



Your brand deserves ceremonial recognition!

Applications are accepted until March 20, 2026

Details and application submission



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