

## **REGULATIONS OF THE IX BRAND AWARDS'26 INTERNATIONAL**

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## **1. GENERAL PROVISIONS**

1.1 The Brand Awards'26 International is an annual award of the Marketing Association of Uzbekistan, which will be conducted in a new format since 2025. This international award represents a qualitative analysis of a brand's marketing achievements for 2025 and quantitative analysis through brand valuation.

1.2 The objective of the Brand Awards'26 International is to identify, support, and encourage the most effective brands, marketing teams, and experts. It aims to foster entrepreneurship and develop the market infrastructure for marketing and advertising services.

1.3. For the vision of the award, the following definition applies:

A brand is a promise of value that creates a unique emotional and rational connection between a company and the consumer, making the product or service recognizable, desirable, and preferred over competitors.

1.4. The results of the award are reflected in the Brand Rankings by the Marketing Association of Uzbekistan (<https://marketing.uz/rejtingi/rejting-brendov/>) and the Brand Value Rankings of the Marketing Association of Uzbekistan.

## **2. VALUE OF PARTICIPATION IN THE AWARD**

1. The opportunity to present 2025 business achievements to the jury for the Brand Awards'26 International.
2. Official recognition of a brand's success through a certificate presented to consumers and experts.
3. Acknowledgment of the contributions of brand professionals through qualitative and quantitative analyses of achievements.
4. Promotion of marketing's importance to all business processes within a brand.
5. Inclusion in the Brand Rankings and the potential to win the award itself.
6. Points in Brand Rating

### **2.1 Advantages of calculating brand value:**

Determining the value of a brand brings many advantages to the company, including strategy, finance, and marketing.

#### **Financial benefits:**

Investment attractiveness: a high brand value makes the company more attractive to investors and contributes to raising financing.

Sale or merger: in the case of a merger, acquisition, or sale of a business, brand valuation helps establish a fair market price.

#### **Marketing strategy:**

Reputation management: understanding brand value helps assess its influence on consumers and adjust communication strategy.

Optimization of costs: annual calculation helps understand which marketing actions effectively influence brand value.

**Competitive advantage:**

Differentiation: the calculated brand value allows standing out among competitors.

Customer loyalty: a strong brand contributes to customer retention and reduces sensitivity to prices.

**Internal management:**

Employee motivation: a strong and valuable brand increases employees' pride in the company, improving their engagement and productivity.

**Strategic planning:**

Forecasting business and brand development as its important component allows consumers to build long-term interactions with the brand.

Development of new markets: the calculation of brand value helps determine how adaptable expandable it is into new markets.

Thus, calculating the value of a brand is a powerful tool for managing a business and increasing its competitiveness.

### **3. APPLICATION SUBMISSION RULES**

1. Legal entities from any country can participate in the Award without restrictions.
2. To participate in the Award, you must register on [www.marketing.uz](http://www.marketing.uz) and fill in all the fields of the application brief, which consists of two sections—for qualitative analysis by the Award jury and quantitative analysis by the expert group (Appendix 1). After completing the form, you need to click the "Submit" button. The organizer reviews the received application for compliance with the Award requirements and sends the participant a participation agreement within three working days of receiving the application. After payment, the application is displayed on the website [www.marketing.uz](http://www.marketing.uz) and the brand becomes a participant in the Award.
3. Participation in the Award is paid. The cost of participation is 40 000,000 UZS, including VAT, per application. If paid in foreign currency, the cost is calculated based on the Central Bank exchange rate on the payment date.
4. The cost of each application includes:
  - The Brand Awards'26 International prize (gold, silver, or bronze) in the form of a diploma and statuette, awarded based on the jury's qualitative analysis of the brand (according to the brief). The award will be presented at the gala ceremony on May 16, 2026.
  - A certificate of brand value calculation by the expert group according to the methodology described in Article 10 of these Regulations. The certificate will be presented at the awards ceremony on May 16, 2026.

- A certificate of recognition of the brand's success, which includes a description of the brand's attributes, achievements, and successes in 2025, as well as its development history. The certificate content is formed based on the information provided in the first (qualitative) part of the brief.
  - Two tickets to the Brand Awards'24 International Awards Ceremony and the banquet in honor of the winners.
  - Inclusion in the Brand Marketing Effectiveness Ranking by the Marketing Association of Uzbekistan and the international Brand Value Ranking.
5. For partners of the Marketing Association of Uzbekistan, a discount of 10% to 30% is provided depending on the partnership status.
6. Payments are made by bank transfer between legal entities based on the agreement or via payment systems such as Payme, Click, or other methods.
7. A brand is considered a participant in the Award only if it meets the following requirements: The application is submitted on time and participation fee is paid.

Participation in the Award implies that the participant has read and agreed to these Regulations. The participation agreement serves as written confirmation of this consent.

#### **4. AWARD STAGES**

Submission of applications: From January 15, 2026, to March 28, 2026 (inclusive).

Jury voting and brand valuation: From March 31, 2026, to April 21, 2026.

Announcement of Award results: During the Awards Ceremony on May 16, 2026.

#### **5. ORGANIZERS OF THE AWARD**

The organizers of the Award are:

The Committee for Competition Development and Consumer Rights Protection of the Republic of Uzbekistan.

The Marketing Association of Uzbekistan

#### **6. EXPERT JURY**

6.1 The jury of the Award is composed of specialists in marketing, branding, law, and a group of experts responsible for brand valuation.

6.2 The expert jury of the Award:

- reviews participant applications on the website [www.marketing.uz](http://www.marketing.uz)
- analyzes the achievements of participants based on the completed brief.
- determines the content of the Award for each participant.
- conducts brand valuation.
- participates in the Awards Ceremony for the winners.

1.3 The composition of the expert jury can be found on the website [www.marketing.uz](http://www.marketing.uz)

#### **7. APPLICATION REQUIREMENTS**

1. Applications for participation in the Award are submitted online on the website [www.marketing.uz](http://www.marketing.uz)
2. The application can be completed in Russian, Uzbek, or English.

3. The applicant independently selects one direction under which their application will be displayed on the website. The selection serves an informational purpose for website visitors and is not a criterion for the jury.
4. The results of the jury's voting are announced at the Awards Ceremony on May 16, 2026.
5. The Award jury has the right to contact participants with clarifying questions and/or request additional documents.

## 8. AWARD DIVISIONS

1. **Banks, financial institutions, and insurance:** Banks, financial institutions, leasing companies, auditing companies, and credit organizations.
2. **Food products and beverages:** Food products, spices, semi-finished products, non-alcoholic beverages such as coffee, tea, milk, juices, energy drinks, carbonated and non-carbonated water.
3. **HoReCa, retail, wholesale, and online trade:** Hotels, guesthouses, hostels, restaurants, cafes, coffee shops, catering services, wholesale trade, retail chains, supermarkets, stores, e-commerce, installment purchase stores.
4. **Society and media:** Governmental and public organizations, social projects, charity, TV, electronic and print media, communities, radio stations.
5. **Technology and communication:** Information technology, IT projects, technological solutions, mobile applications, mobile operators, telecommunications, internet services.
6. **Medicine and pharmaceuticals:** Medical centers, cosmetology clinics, medical equipment, services for prevention, diagnostics, treatment, and rehabilitation, pharmaceutical companies, and medicines.
7. **Transport and logistics:** Logistics companies, taxi services, delivery services, vehicles (passenger and cargo cars, motorcycles, and other transport types), and related goods (tires, oils, fuels, accessories).
8. **Science, education, and consulting:** Scientific projects, educational institutions, schools, universities, development programs, training centers, language schools, children's camps, lawyers, auditors, sales consultants, marketers, coaches, psychologists, and motivators.
9. **Real estate, construction, and building materials:** Commercial and residential real estate, construction, development, real estate services, products and services related to real estate, and building materials.
10. **Sports, entertainment, fitness, and tourism:** Festivals, concerts, cinemas, theaters, fairs, museums, exhibitions, sports events, parks, shopping centers, event organization, event equipment, sports and fitness clubs, sports camps, vitamins, dietary supplements, sports nutrition, energy drinks, sports goods, and equipment, travel companies, resorts, sanatoriums, vacation homes and zones, booking services, and ticket offices.
11. **Home and office, interior and decor, household appliances, and care:** Audio and video equipment, household appliances, computers, phones, smartphones, tablets, smart home systems, household chemicals, cleaning products, furniture, interior and decor items (lighting, textiles, tableware, bedding, curtains, flowers), and cleaning services.
12. **Fashion, beauty, and children:** Clothing, footwear, bags, jewelry, cosmetics and personal care and hygiene products, perfumes, beauty salons, hairdressing and stylist services, tailoring studios, baby food, children's cosmetics and hygiene products, clothing, shoes, strollers, toys, and children's event organization.

## 9. AWARDING PROCEDURE AND BRAND VALUE CALCULATION METHODOLOGY

1. After the deadline for accepting applications, the expert jury begins reviewing applications. The jury analyzes the achievements of participants indicated in item 16 of the Brief. The response to item 16 of the Brief is decisive for determining the ranking. It must be completed as a case study that describes the problem, solution, and result. The situation at the beginning of the year, actions taken

in 2025 to address the problem, and the outcome for the overall development of the business and the brand must be detailed.

2. Ranking information is confidential and disclosed only at the Awards Ceremony.

3. Based on the quantitative section of the Brief provided by the participant, the brand value is calculated. Participants may opt out of this valuation, and such a decision does not affect the cost of the application.

#### **4. Brand Value Calculation Methodology**

The Marketing Association of Uzbekistan uses a unique methodology for calculating brand value, which includes the following parameters: long-term revenue forecasts of the company (or net interest income for banks), royalty rate calculation, discount rate determination, brand attributes assessment, and additional parameters.

5. The valuation is performed by Gafurov, Kardash & Partners ([www.gafurovkardash.com](http://www.gafurovkardash.com)), an independent investment and consulting company staffed by specialists with extensive experience in Big Four audit firms.

6. All information provided in the application is strictly confidential. The qualitative section of the Brief is shared with the expert jury under a signed NDA. The quantitative section of the Brief is shared exclusively with Gafurov, Kardash & Partners under a separate NDA.

#### **7. Methodology limitations**

The calculated brand value is a unique recommendation of the Marketing Association of Uzbekistan for comparative analysis of intangible brand value. Based on the results, the annual Uzbekistan Brand Value Ranking will be compiled and published on the Brand Awards'24 International website.

8. The valuation serves as a reference for brands and may be used for the aforementioned ranking. The Association is not responsible for any use of the valuation results for purposes other than those described above.

9. The valuation does not constitute appraisal activity under the laws of the Republic of Uzbekistan.

10. The valuation is based on the information provided by the participant, who is responsible for its accuracy.

11. Any changes to the initial information after application submission may significantly affect the valuation results.

12. The valuation results are presented to participants at the Awards Ceremony in the form of a certificate signed by the Marketing Association of Uzbekistan.

13. Based on the certificate, the annual international Brand Rankings by the Marketing Association of Uzbekistan will be compiled. Rankings are created separately for each country. Rankings are published on the landing page of [marketing.uz](http://marketing.uz) and made publicly accessible.

14. Participants may decline inclusion in the Brand Rankings at any stage. This decision does not affect the application cost.

15. The organizers of the Award reserve the right to use the names of participating brands to promote the Award in media and on online platforms.

### **10. AWARD PRIZES**

1. All participants in the Award will receive a Diploma and statuette from the Brand Awards'24 International (gold, silver, or bronze) based on the decision of the jury, a Certificate of Brand Value Calculation, and a Certificate of Recognition of Brand Achievements.

2. The announcement of the Award results and the presentation of prizes will take place at the Gala Banquet in honor of the winners on May 16, 2026, at the Hyatt Regency Tashkent. Entry to the ceremony is strictly by invitation.

3. Information regarding the Award prizes remains strictly confidential until the ceremony.

4. The organizers reserve the right to establish additional prizes in the form of special awards, subject to agreement with the expert jury.

5. The organizers reserve the right to make changes to these Regulations.

## 11. CONTACT INFORMATION

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Website: <https://marketing.uz> (<https://marketing.uz/>)

<https://t.me/uzbekmarketing>

<https://instagram.com/uzbekmarketing>

<https://www.facebook.com/uzbekmarketing>

<https://www.youtube.com/c/MAKONMARKETINGUZ>

## Appendix 1

### Part 1.

#### Brief for Qualitative Analysis of the Brand

| No | Question   | Answer   |
|----|--|--|
| 1  | What is the name of your brand?  | Specify the name of the brand, the meaning behind the name, and the history of its origin                |
| 2  | What is the industry of your brand and its business model?                         | Indicate the main area of activity and the business model: B2B, B2C, DTC (direct-to-consumer), or hybrid |
| 3  | What type of brand are you representing?   | Corporate, personal, or product brand  |
| 4  | What is the geographic presence of your brand?                                     | Global, regional, or local   |
| 5  | What are the values and missions of your brand?                                    | Briefly describe the mission, vision, and key values of the brand  |
| 6  | Is your brand part of a larger portfolio?  | List all sub-brands or related brands, if any  |
| 7  | What key products does your brand offer?   | List the main goods/services offered by the brand  |
| 8  | Who is your target audience, and what segments does it include?                    | Describe the primary segments of your audience (age, gender, geography, etc.)                            |
| 9  | What is the positioning of your brand?   | Describe the main product characteristics that are perceived and valued by your customers                |
| 10 | What is your brand's unique value proposition?                                     | What makes your product unique to consumers?   |
| 11 | Who are your main competitors, and what advantages does your brand have over them? | Describe the main competitors and your brand's strengths compared to them                                |

|    |  |  |
|----|--|--|
| 12 | How do customers perceive your brand in terms of quality, reliability, and value?                  | Describe the main indicators. If there are satisfaction reports or surveys, attach them to the brief   |
| 13 | What is your brand descriptor and slogan?  | Specify the descriptor and slogan  |
| 14 | What is your brand's promise to consumers (Brand Promise)?   | What does your brand promise to its audience, and how do you fulfill this promise?   |
| 15 | What is the emotional or psychological aura of your brand (Brand Aura)?                            | What associations does your brand evoke in customers?  |
| 16 | List the brand's achievements in 2024.   | Provide all significant business achievements with supporting data (product/service development, sales growth, new markets, successful campaigns, etc.). Describe these as a case: problem-solution-result. Based on this information, the Award rankings will be determined |
| 17 | What are your brand's development plans?   | What strategic goals have you set for 2026?  |
| 18 | What projects are supported by your brand?   | List key projects, CSR initiatives, sponsorships, partnerships, or joint ventures for 2025   |
| 19 | What is the popularity level of your brand?  | Provide information on reach, awareness, and loyalty   |
| 20 | What key metrics do you use to assess your brand's success?  | Specify the metrics you track (brand recognition, loyalty, sales, etc.)  |
| 21 | How will your brand be presented on the Brand Awards'26 website, in social media, and on Telegram? | Provide short information about the brand and links to your resources.   |
| 22 | What is the state of your brand?   | Indicate when the brand was created and how long it has been on the market in its current form   |

## Part 2.

### Brief for Quantitative Analysis of the Brand

| No | Question                            | Description  |
|----|-------------------------------------|--|
| 1  | Legal name of the company           |  |
| 2  | Date of founding                    |  |
| 3  | Website                             |  |
| 4  | Short description of activities     |  |
| 5  | Key revenue streams                 |  |
| 6  | Historical revenue data for 3 years | Revenue should be provided in millions of UZS and only include the portion related to the assessed brand |
|    | 2023                                |  |
|    | 2024                                |  |
|    | 2025                                |  |



|   |                                       |   |
|---|---------------------------------------|---|
| 7 | Revenue forecast for the next 5 years | Indicate the forecast in percentages and explain the planned sources and resources for revenue growth. Only include the portion related to the assessed brand |
|   | 2026                                  |   |
|   | 2027                                  |   |
|   | 2028                                  |   |
|   | 2029                                  |   |
|   | 2030                                  |   |