

Geislingen, 20 February 2020

Best Brands Award 2020:

**A strong start to the new decade: Consumers vote WMF as Germany's best brand**



Dr. Stephen Schuster (VP Brand Marketing & Product Communications), Oliver Kastalio (CEO WMF Group) und Martin Ludwig (SVP International Strategy & Product Creation) at the Best Brands gala 2020.

It's been a successful start to the year for the WMF brand: for the very first time, the long-established company from Geislingen in Baden-Württemberg has been voted Germany's top product brand as part of the "Best Brands" ranking award. WMF secured top spot on this year's list of Germany's ten best product brands ahead of previous winners such as Lego, Bosch and Adidas – achieving first place in a high-quality, international premium environment. Winners of the Best Brands Award are determined based on a study by Germany's GfK market research institute, and are chosen solely by consumers rather than a panel of judges. The study assesses economic success in the marketplace as well as the popularity and appeal of the brand.

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"First place for the WMF brand speaks volumes for our excellent positioning among consumers and for high levels of confidence in the design, functionality and quality of our products", says Martin Ludwig, Senior Vice President International Strategy and Product Creation at the WMF Group. As the results of the survey show, WMF has created products that both inspire and sell, therefore combining two important criteria for success. More than 80% of those surveyed also attest to WMF's excellent reputation. Furthermore, the brand succeeds in providing customers of all age groups with an outstanding brand experience. After a number of years among the top ten brands, WMF has now achieved a significant boost to the appeal and perception of its brand among consumers to earn this year's number-one ranking.

"We are absolutely delighted with this consumer award. This tremendous success is first and foremost confirmation of our strategy towards sustainable and compelling brand management", notes Stephen Schuster, Vice President Brand Marketing & Product Communications at the WMF Group. This success is thanks to a focus on the needs of consumers. After all, they are the most important source of motivation and inspiration while developing product innovations at WMF. A further factor is an emotional and targeted customer approach. "We achieve this by showcasing our brand across all touchpoints in a lively and exciting way, thereby offering our customers inspiring brand experiences", Stephen Schuster explains.

This year's Best Brands Awards were presented on 19 February 2020 during a gala event at the Hotel Bayerischer Hof in Munich, Germany. The GfK presents the prestigious prize together with the Serviceplan Group, ProSiebenSat.1 Media SE, WirtschaftsWoche, Markenverband, DIE ZEIT, RMS Radio Marketing Service and Media Impact.

### **About Best Brands**

Best Brands is the only marketing prize that measures the strength of a brand against two criteria, based on a comprehensive, representative study carried out by GfK: the actual commercial success on the market ("Share of Market") and the attractiveness of the brand ("Share of Soul") according to the consumers, who ultimately account for the future success of the brand as well. More than 14,000 consumers take part in the various Best Brands surveys and, together with the 30,000 households on the GfK Consumer Panels and the 27,000 stores on the GfK Retail & Technology Panels, form the empirical basis. It is therefore the consumers who choose the winners from more than 300 potential Best Brands candidates from around 40 sectors each year. Since 2004 awards have been conferred in the "Best Corporate Brand in Europe", "Best Product Brand"

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and "Best Growth Brand" categories. In 2005 a special category, which changes yearly, was added – in 2020 the "Best Sustainability Organisation" and the "Best Future Tech Brand" will be awarded.

### **About the WMF brand**

The WMF brand has been setting standards with its innovations for more than 160 years. It is also an important source of inspiration within the market. Its products, their exceptional design, perfect functionality and highest quality whet the appetite for wonderful culinary experiences: from preparing and cooking through to dining and drinking – four moments in which the WMF brand sits at the heart of the customer's life. WMF products make cooking a pleasure. From preparing ingredients using kitchen knives with precise cutting performance and cooking with innovative cookware through to dining with stylish cutlery, decanters and table accessories, products from the WMF brand transform all these moments into something special. WMF is a brand within the WMF Group headquartered in Geislingen an der Steige, which has belonged to the French Groupe SEB consortium since the end of 2016.

### **Press contact**

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