

Kaspersky wins "Brand of the Year" award

Kaspersky was named "Brand of the Year" in the Anti-virus Software category at the World Branding Awards. The company rebranded earlier in the year. The new branding reflects Kaspersky's vision of the future and its approach to business.

The World Branding Forum, which recently took place at Kensington Palace in London, honours the world's best brands for its work and achievements.

The judging process is conducted in three parts - brand valuation, a public ballot and consumer market research. The World Brand Forum conducts a financial valuation based on an income approach model and calculates a market research score for each of the award nominees.

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