



07.11.2023

Top Brand 2023 – Grupa Azoty secures top spot as the strongest chemical brand

Top Brand 2023 is the most comprehensive ranking showcasing the quality of brand image and media popularity of companies on the Polish market. The sixteenth edition of the Best Image Brands Report evaluated 500 brands spanning 50 different industries. The company recognised as Top Brand 2023 within the chemical sector was Grupa Azoty.

Top Brand 2023 is the most comprehensive ranking of its kind, evaluating the presence of brands in Polish media. It scrutinised an extensive array of printed press materials, online content and social media activity between July 1st 2022 and June 30th 2023. This year's analysis involved the assessment of more than 1.5 million press texts, 15.8 million online publications and 28.3 million social media posts.

"Earning the title of Top Brand 2023 within the chemical industry is a source of immense pride for us. We are committed to maintaining efficient, visually consistent and standardised communication with our stakeholders. The accolade serves as a compelling testament to the efficacy of our communication strategy and demonstrates our successful engagement with target audiences. The data compiled in the report not only provides us with valuable insights but also serves as a critical gauge of market trends, which we consistently rely upon to steer our brand management efforts," says **Tomasz Hinc, President of the Management Board of Grupa Azoty S.A.**

The ranking's methodology relied on the use of comparable metrics for all types of media mentions, considering the unique dynamics of press, online platforms, and social media. The spotlight was placed on metrics that highlight a brand's efficacy in engaging its audience. A key determinant of a brand's position in the ranking is invariably its strength, a composite of multiple factors such as the number of publications, impact and sentiment index, gauging both the depth of the brand's engagement with its audience and the qualitative assessment of the messages it conveys. Central to the report are the rankings of brands that achieved the widest reach and the most favourable image across 50 of the most influential industries in the media landscape. From among the chemical sector brands, it was Grupa Azoty that emerged as the media champion of 2023.

The Top Brand ranking is run for the editorial board of *Press* by PSMM Monitoring & More.