

## **Most Valuable Brand: Ekici Cheese**

Monthly marketing magazine "Marketing Turkiye" has selected the "most valuable brands of Antalya" with a research conducted by strategy and research consultancy Akametre.

According to the research one of the most valuable and powerful brands of Antalya is Ekici Cheese. The magazine announced the results of its brand survey in January, 2016 at Antalya Interactive Marketing Summit . The most powerful brands are ranked based on a series of points awarded for criteria such as familiarity, loyalty, promotion and CSR.

Elcin Ekici Ozturk, marketing director of Ekici Cheese, said brand value of Ekici is generally on rise. "It is a honour to receive this award and we will continue to work to be a global cheese brand." she said.