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Society of Cult Brands announces top 50 brands; eight will be named Cult Brand Honorees and speak at The Gathering 2019

Tickets on sale now for international marketing summit in the Canadian Rockies

July 12, 2018 - (Calgary, AB) - The Society of Cult Brands has announced a short list of 50 leading companies being considered for “cult-like” status and a coveted spot as one of the final eight to be honored at The Gathering in Banff, Canada in February.

The brands are selected through a rigorous process. Each nominee is independently researched and evaluated and shows attributes of cult brand principles including bold and courageous leadership, unconventional thinking and unbreakable brand loyalty.

The Top 50 list includes notable car manufacturer Tesla, streaming video website Netflix, lingerie chain Victoria’s Secret and the World Wrestling Entertainment (WWE) Corporation.

According to the Society of Cult Brands, Tesla earned the nod “for inspiring everyone with the possibility of a fossil free world.” The Society picked Marvel “for creating a universe of modern mythology that has enrolled millions from young to old.” And, yogurt manufacturer Chobani “demonstrates the potent magnetic attraction of a simple promise, ‘Nothing but good.’ ”

“It’s intensive and time-consuming to narrow down this list,” says Bradley Foster, Managing Director of The Gathering. “We start with over 500 brands, some of them have been nominated by previous winners, and we spend a lot of time investigating what these companies are doing right. They’ve been selected based on merit, results and their potential to be cult-like in their appeal. We’ll be announcing our top eight later this summer,” he adds.

Entering its sixth year, The Gathering is an international conference of the world’s bravest brands. It attracts top CMOs, VPs and company executives as well as marketing services professionals and entrepreneurs who come to learn marketing secrets from the best in the business.

The 50 brands being considered include: Tesla, Victoria’s Secret, Nike, Coca Cola, Johnnie Walker Blue, Starbucks, Minecraft, Netflix, Marvel, Spotify, Saks 5th Ave, Amazon, GE, BMW, Porsche, John Deere, LA Lakers, New Zealand All Blacks, New York Yankees, Manchester United, WWE, Doritos, Chobani, Tabasco, Dunkin’ Donuts, Instagram, Twitter, Lyft, Uber, Rolex, Nordstrom, SoulCycle, Sephora, Unicef, American Express, Mini Cooper, Cheetos, Bud Light,

Domino's Pizza, 3M, LUSH, Disneyland, Twitch, McDonald's, New Era, S'well, The North Face, Jordan, M&M's and Alfa Romeo.

The list of speakers for The Gathering and performers at The Gathering Music Summit will be announced in the coming months. Tickets are on sale now for the event, which takes place at the Fairmont Banff Springs Hotel February 20 - 22, 2019.

About The Gathering

Founded in 2013, The Gathering is an exclusive summit focused on exposing the principles and practices employed by the world's most successful brands. The Gathering 2019 will bring together respected thought leaders and senior marketing executives for brands that dominate their industries or categories by winning the irrational loyalty and devotion of customers and fans the world over. Learn more at www.cultgathering.com

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