International Post Corporation

CTT wins best Corporate Brands 2025 award

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CTT â€“ Correios de Portugal was elected the best Corporate Brand at the Marketeer 2025 Awards, a distinction that reinforces its position as a reference corporate brand in Portugal, standing out for its solid values, digitalization and innovation in the field of mail and logistics.

This year's finalists were selected by Marketeer's editorial team and Editorial Board, based on the strategy, work and campaigns developed throughout 2024 in the areas of marketing, advertising and communication.

For João Sousa, Executive Director of CTT, “it is with great pride that CTT receives this award. This recognition reinforces our ongoing commitment to excellence, innovation and proximity to the Portuguese people. Thank you to everyone — employees, partners and customers — for being part of our history.”

The award validates the repositioning and modernization of the CTT brand, which has gone from being a traditional postal company to a more diversified and digital group, with a strong presence in e-commerce and logistics, financial services and digital and sustainable solutions. Being recognized as the best Corporate Brand demonstrates that the CTT brand has been able to adapt to market challenges while maintaining the public's trust, its reputation and its history, which spans over 500 years.

The Marketeer Awards 2025 ceremony took place at the Convento do Beato, in Lisbon. This edition featured more than 250 finalists, in a total of 36 categories.

Source: CTT Portugal Post