



HIPOTELS

Hotels & Resorts

PRESS RELEASE

Hipotels and Mandarin Brand Society receive the Silver Award at the AEBRAND Awards for their internal brand project People Care

The recognition highlights the employer branding strategy developed by Mandarin Brand Society for Hipotels to strengthen corporate culture.



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People Care



Logo and photographs of the People Care brand and employees from the different hotels.

Madrid, March 2026 – Mandarin Brand Society, together with Hipotels Hotels & Resorts, has been awarded the Silver Prize in the Internal Brand category at the III AEBRAND Awards, for the development of the employer brand People Care, an initiative designed to strengthen the company's corporate culture and reinforce the relationship between the organisation and its teams.

The project faced a clear challenge: to transform a real culture of care, deeply rooted within the organisation, into something recognisable and shared by more than 4,000 people working across Hipotels hotels in Mallorca, Cádiz and the Canary Islands.

This led to the creation of **Hipotels | People Care**, an initiative designed to name, structure and give form to a way of understanding the relationship with people that was already part of the company's DNA: an employment relationship based on stability, professional development and a commitment to mutual care.

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Pilar Domínguez and Massimo Zoia, Founder and Senior Brand Strategist of Mandarin Brand Society, receiving the Silver Award.

The AEBRAND Awards, organised by the Spanish Association of Branding Companies, held their third edition on 3 March at the CaixaForum Madrid auditorium, bringing together more than 300 branding professionals, including companies, consultancies, institutions and brand strategy experts.

In this edition, 127 projects were submitted. The recognition obtained by Mandarin and Hipotels highlights the importance of building a strong and coherent corporate culture, where the brand also acts as a tool to strengthen team engagement and align the organisation around shared values.

Mandarina Brand Society is a brand strategy consultancy specialised in strengthening the competitiveness of the tourism sector through advanced brand management as a business lever. Together with Hipotels, it developed the People Care concept, a proposal that places people at the centre of the company's corporate culture.

About Hipotels Hotels & Resorts

For over 50 years, Hipotels Group has been at the forefront of tourism development in Mallorca, becoming one of the island's largest hotel chains. Its founder, Mr. Juan Lull, shaped the company with his vision, betting on moderate expansion across Mallorca, Cádiz, Lanzarote, and Cancún. With a hotel portfolio in constant renovation, this development model has ensured close management based on long-term relationships with suppliers, customers, and employees.

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