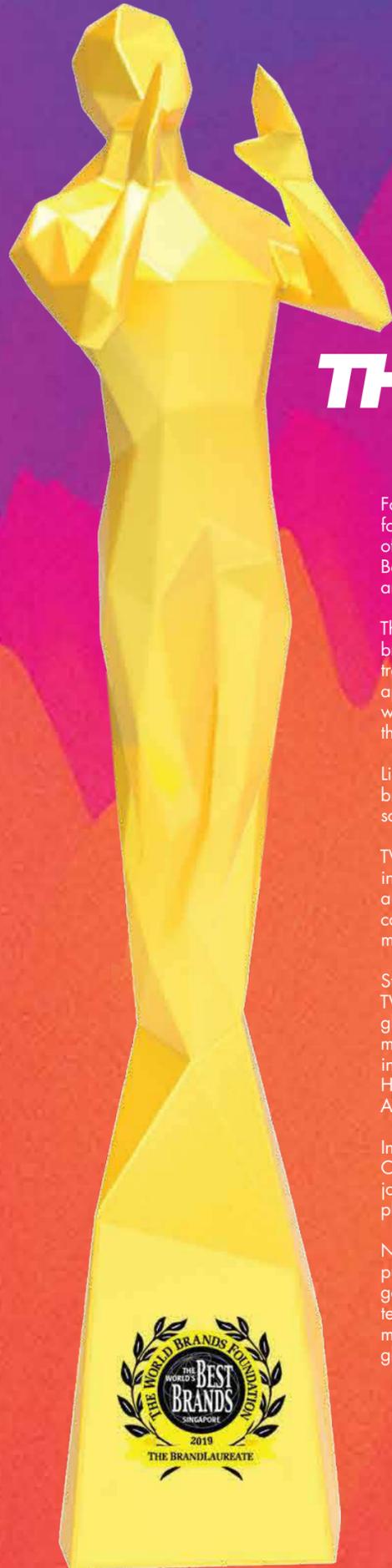


"thebrandlaureate"TM
THE AWARD FOR BRANDS AND BRANDING

THE BRAND LAUREATE
BEST BRANDS
AWARDS 2019
Singapore

31ST OCTOBER 2019, SHANGRI-LA HOTEL SINGAPORE



THE WORLD BRANDS FOUNDATION

Founded in 2005, The World Brands Foundation (TWBF) is the world's only branding foundation and a non-profit organization dedicated to developing brands in a myriad of business backdrops. Led by its Patron, H.E. Tun Dato'Sri Haji Abdullah Ahmad Badawi, the fifth Prime Minister of Malaysia, together with a Board of Governors who are experienced captains of industries and established brand icons.

The brand is the business and the business is the brand sums up the importance of brands and branding in today's business landscape. Brands are the catalysts that transcend achieving objectives, making profits or establishing one's status so that it appeals to consumers. In reality, consumers' buying preferences are determined by the way brands attract and engage them. It is therefore crucial that organizations realize the importance of brands and branding.

Likewise, consumers must also be educated and informed on the qualities of good brands and best branding practices. This is where TWBF steps in to develop the art and science of branding.

TWBF takes an active role in identifying and nurturing outstanding brands on an international platform. The Foundation continuously champions its mission to educate and communicate the "value of branding" with the concept that brand culture, combines with good practices will give brands the edge in this competitive environment.

Starting off on a modest note with the publication of branding articles in local media, TWBF has grown to become the authority in brands and branding and established its global footprints. The BrandLaureate Awards conceptualized in 2006 has become the most prestigious and coveted branding awards in the world. TWBF has moved on to include the SMEs Best Brands Awards, the Brand ICON Brand Leadership Awards, the Halal Best Brands Awards, the CEO Best Brands Awards and the CSR Best Brands Awards.

In 2017, it launched The BrandLaureate World Special Edition Awards in Ho Chi Minh City, Vietnam followed by Singapore and Hanoi in 2018. TWBF continues its global journey as it brings this prestigious Award to the world, providing brands with a platform to stamp their mark internationally.

Never one to rest on its laurels, TWBF has embarked on new initiatives such as the publication of its brand magazine, quote books and e-learning courses. With a brand gallery that houses over 400 international BrandLaureate personalities at its headquarters in Malaysia, TWBF is a branding powerhouse that never sleeps as it continues to motivate, encourage and inspire brands to achieve brand excellence and become global brands of distinction.

TO BE HEARD

**THE VOICE
IS THE DECLARATION
OF YOUR BRAND
AND IT MUST BE HEARD**

Conceptualised by The World Brands Foundation (TWBF), The BrandLaureate Awards recognize and honor great brands that have impacted communities with their positive attributes. These winning brands are market leaders representing the best in their industries and are known for their strength and sustainability.

THE BRAND IS THE BUSINESS AND THE BUSINESS IS THE BRAND and that clearly sums up the importance of brands and branding. Without a brand, the business will not be able to achieve its optimum growth as business revolves entirely around the brand.

For brands to achieve its maximum potential it must have the right brand identity, positioning and awareness. But most important of all is for the brand TO BE HEARD.

TO BE HEARD IS A PRE-REQUISITE FOR BRAND SUCCESS. If your brand is not heard, it equally means that you have no brand presence in the market at all. Brands that do not have their presence felt are swimming in the red ocean and drowned by its competitors. As a brand guardian, you would not want that to happen to your brand.

For brands to be heard, they must develop their own voice as it represents the brand and what it stands for. It is the voice that spells out its vision, identity, unique differentiation features, value added proposition, brand promise, culture and values. Brands with strong voices are those that grasp the attention of patrons. Their brand messages are heard and resonate in the patrons' minds; they are on the radar and have high brand recall, which is important for every brand if they want to become strong and successful.

Share with us your brand story and initiatives taken to build the brand voice by participating in The BrandLaureate Best Brands Awards 2019. Nomination for the Awards is now open and we look forward to your participation in this most talked and heard about branding awards.

The presentation of the Awards will be held on 31ST October, 2019 at Shangri-La Hotel Singapore.



Dr. KKJOHAN
President