

STRENGTHENING AUSTRALIAN BRANDS
TO ACHIEVE GREATER BRAND LEADERSHIP



AUSTRALIA

THE BRANDLAUREATE
SPECIAL
EDITION
WORLD
AWARDS
2020

GOING CITIES IN THE WORLD

THE WORLD BRANDS FOUNDATION

Founded in 2005, The World Brands Foundation (TWBF), formerly known as Asia Pacific Brands Foundation (APBF), identifies and develops outstanding brands on an international platform.

The Foundation champions its mission to educate and communicate the value of branding with the concept that brand culture combined with good practices, gives brands the competitive edge.

Brand and culture are inextricably linked. Brand is culture. Culture is brand. If you want to be unique and compelling in the marketplace you need to create something unique and compelling in the workplace. How does your brand shape your culture? How does your culture shape your brand? Instilling brand culture immerses employees in the real life and emotional needs of customers, enhancing the bottom line.

Brands are key drivers of growth in businesses and in the role they play supporting a nation's economy. The most powerful brands dominate the world with their influence, innovation, stature, longevity and ability to create wealth, through the achievement of brand leadership.

"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, critical that organisations realise the importance of brands and branding.

THE BRANDLAUREATE AWARDS

The BrandLaureate Awards, an international brands and branding award, was conceptualised to encourage brands to achieve greater brand excellence and leadership.

We are pleased to announce that The BrandLaureate Awards are coming to Australia in 2020. This is an exciting time in which we will see more Australian brands and individuals recognised and awarded on the global stage.

The BrandLaureate Awards gives Australian companies the opportunity to be awarded and recognised amongst their global peers.

The BrandLaureate Awards create an exclusive global platform for businesses to network. This opens up a world of partnership, knowledge sharing, education and key contact opportunities. It is especially valuable for Australian businesses who want to leverage "on the ground" expertise to expand into other parts of Asia and vice versa.

The BrandLaureate Awards recognise and award companies, organisations and individuals based on the Global BrandLaureate benchmark criteria of brand awareness, trust, vision, values, innovation, culture, leadership, sustainability and corporate citizenship.

T H E F U T U R E I S B R A N D

BRAND

I N S P I R E S



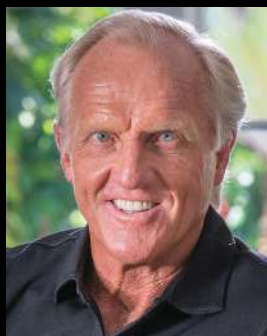
THE BRANDLAUREATE PREVIOUS AUSTRALIAN AWARDEES



Ms Gina Rinehart
Chairwoman
Hancock Prospecting



Marcus C. Blackmore
Executive Director,
Blackmores



Greg Norman
Former World No. 1 Golfer



Olivia Newton-John
Australian Entertainment
Icon



Prof. Russell Strong
Pioneering Liver Transplant
Surgeon



Bee Gees (Barry Gibb)
International Music Band



Air Supply
International Music Band



Margaret Court
Australian Tennis Grand Slam
Winner



Katrina Webb
Paralympic Athlete Gold
Medalist



Nick Vujicic
Famous Evangelist &
Motivational Speaker

THE BRANDLAUREATE PREVIOUS INTERNATIONAL AWARDEES



Nelson Mandela
Former South Africa
President



Hilary Clinton
Former Vice President USA



Boris Johnson
UK Prime Minister



Rev. Jesse Jackson
Civil Rights Leader



Sir Richard Branson
Founder, The Virgin Group



Steve Jobs
Founder of Apple



Jeff Bezos
Founder of Amazon



Mark Zuckerberg
Founder of Facebook



Serena Williams
Former World No. 1
Tennis Player



JK Rowling
Best known Authors for
Harry Potter Series



Arnold Palmer
American professional
golfer



Muhammad Ali
Legendary Boxing Icon



Pelé
Legendary Retired
professional footballer



Lewis Hamilton
Professional F1 Car Driver

THE BRANDLAUREATE PREVIOUS BRAND AWARDEES





ANDREW KIM **THE BRANDLAUREATE AUSTRALIAN PRESIDENT**

As the inaugural Australia President of BrandLaureate, I am delighted to invite you to be part of the Special Edition Launch of BrandLaureate in Australia for the first time in 2020.

On the international stage, Australia is highly regarded as a nation for its sporting prowess rather than its innovations. But in a recent study, Australia has been recognised as punching above its weight with regards to creativity. Creativity is indeed a critical element for branding. According to the Global Creativity Index (Martin Prosperity Institute, 2015), which is a benchmark for economic growth, competitiveness and sustainable prosperity, Australia has been positioned as the world's most creative country.

Undoubtedly, Australia's influence on the world is evidenced by its notable achievements thus far, having been honoured with 14 Nobel laureates for its contributions to science, one of the highest rates per capita of any country.

The BrandLaureate award is given to individuals, organisations and groups and the award represents the finest in the world of brand and branding. The award has been given to awardees in 80 countries, for 500 international personalists and 1,500 brands that have demonstrated brand excellence, brand leadership, brand significance, brand achievement and brand sustainability. It is also given to those that have invested time and resources on humanitarian efforts to make this world a better place.

The supremacy of a brand dominates the market perception, market share and consumer behaviour. The greater the brand the stronger the market positioning for an individual or enterprise. Branding is the lynchpin for business strategies, growth, success and sustainability.

We are pleased to announce that Australia has now become the BrandLaureate Regional Hub for the Asia Pacific Region. The BrandLaureate platform will be a confluence point where East meets West. It provides an excellent avenue where businesses and entrepreneurs can meet to leverage and network for their business expansion and branding.

Looking forward to seeing you at our inaugural launch soon.



JOANNE NORVAL **THE BRANDLAUREATE AUSTRALIAN BRAND MANAGER**

I am so excited to be part of this journey to launch The BrandLaureate Awards in Australia in 2020.

Branding to me is creating a dynamic relationship or connection between a product or service and the emotional perception and expectation of the customer, for the purpose of differentiating oneself from the competition through the building of consistent customer satisfaction and loyalty.

This is the principle upon which The BrandLaureate Awards are predicated. Excellent brands are recognised and awarded, and receive greater exposure via The BrandLaureate platform.

This platform provides an exclusive opportunity for businesses to leverage The BrandLaureate's vast network with key connections and "on the ground" expertise across APAC and beyond.

The BrandLaureate Awards gives Australian brands the opportunity to be elevated and placed on par with their global peers and competitors, locally and internationally.

Having witnessed the power and excitement of the Awards in APAC, I look forward to meeting and connecting with you at our inaugural Awards event in 2020, and beyond.