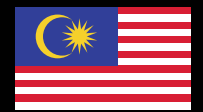


THE NO.1 PREMIER BRANDS & BRANDING AWARD IN THE WORLD  
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**SPECIAL  
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THE AWARD FOR BRANDS AND BRANDING

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### Knowing the Science of Brands Understanding the Arts of Branding

Great brand leaders from past and present have constantly inspired us, planting seeds of progress – sparks which take effect to shape and grant tremendous inertia to the world we live in today. On the one hand, leaders from bygone times such as Albert Einstein, who once said that *imagination is better than knowledge*; as well as Leonardo da Vinci and Isaac Newton, inspired the world with their breakthrough thinking, artistic visions and mathematical genius. On the other hand, modern-world epitomes like Bill Gates, Mark Zuckerberg, and Stephen Hawkins have paved the way with their new inventions, penetrating innovation and visionary insight – inspiring millions and bringing the world closer together than ever before.

Venturing along this promising trajectory, what is your brand story? Do you soar high in the spirit of innovation, aspiring to attain greater breakthroughs, make new discoveries and create a better future? What insights and ideas must you have in place to build a strong brand in the realm of star brands – brands of distinction? These sort of questions are keys that will unlock your true potential which will lead to your brand success. Knowing the brand and understanding it will unravel new ideas and spur the spirit of innovation. Imagine the best of science and art coming together to build brands that will stand out and shape the world! This is the same way how Steve Jobs developed *Apple* and the *iPhone* which revolutionized the world of communication and simultaneously spawned a multi-billion dollar industry.

The future is in BRANDS and nothing else. INSPIRING, INTELLIGENT, INNOVATIVE and INFLUENTIAL BRANDS that drive economies and rule the world. Mega brands such as *Coca-Cola*, *Nestle*, *Samsung*, *Google*, *Starbucks* and *Mercedes Benz* implode and explode with sublime power – impacting consumer consciousness on a subliminal level and igniting the deep desire of the masses to aspire for them.

In this blazing spirit, **The BrandLaureate Special Edition World Awards 2020** raises brands to the next noteworthy level of brand awareness. Such brands champions are way ahead of the curve and celebrate their innovative spirit in creating trendsetting breakthroughs which cannot help but inspire the world.

The Award is equally poised to inspire a new generation of brand builders and innovators who will keep the momentum going with their bold and revolutionary trendsetting ideas.

Just like brands that establish their global presence and connect the world with their footprints, this Award is intended to bring together the best of brands of the world. This prestigious endeavour travels to all great cities of the world in its bid to honour brands that have mastered the art of branding and inspire brand excellence in timeless resonance. There is no other commanding and prestigious brand award than **The BrandLaureate Special Edition World Awards 2020!**

**The Award speaks for itself,  
Says it all, Does it all, Has it all !**





## THE MARK OF DISTINCTION The Ultimate Brand Champion Trophy

Intended to reflect the very zenith of brand excellence, the trophy crafted for **The BrandLaureate Special Edition World Awards 2020** personifies a BRAND CHAMPION and is specifically fashioned for this premier Award – demonstrating rarity of the highest order. The insightful thought and precision design accorded to this trophy is indicative of the high-level advancement in the science and art of branding.

The BrandLaureate's statuettes, which harmoniously symbolize distinction, perfection and order, is embossed on each side of the three-sided trophy. The embossment of the three statuettes signify that brands must stand out and be perpetually imprinted upon the minds of consumers; a feat which only robust and successful brands are able to achieve on a sustainable level. Brands that are embossed upon the minds of consumers prompt strong mind recall as they have fruitfully created positive lasting impressions which bring untold value to the brand. Such exemplar brands are always the preferred choice. This is undoubtedly the HALLMARK of SUCCESSFUL BRANDS and the DIFFERENTIATING FACTOR between the ORDINARY and the CHOSEN.

The stance of the statuettes, with their hands stretched out heavenward to support the globe atop the trophy, is an expression of the pioneering and gung-ho spirit that all brands must radiate in order to embrace the ongoing quest of conquering new horizons. The distinctive bearing signifies the innovative essence and brilliant ideas that will elevate and thrust the brand to a greater measure of prominence.

These enduring qualities are further enhanced by the alert and ever-watchful eyes statuettes – mindfully observing the changes and challenges which present themselves in the industry and environment. Such a purposeful gaze is a stark reminder that brands must always be on their toes and stand on guard to ward of challenges or seize opportunities that come their way.

The globe located at the pinnacle of the trophy represents the brand's global reach and the nodes show the interconnected world which we are in today – where new possibilities are continuously created through the spirit of innovation and creativity.

The three statuettes are standing on a firm base which represents the solid foundation of the brand. Every successful brand needs a strong footing in order to propel itself forward and nurture sustainability.

The trophy, made of pewter, is plated in 24k gold. Such an inspired and inspirational masterpiece aptly befits the winners of **The BrandLaureate Special Edition World Awards 2020** – undoubtedly a cherished milestone in the journey of any brand that is worth its salt, driven by vision and fueled by desire, with an undying mission is to INSPIRE, IMPACT and IGNITE brand excellence!

**The Award Positions The Brand Way Ahead And Above The Rest  
That is The Brand Positioning!**

Premiering APRIL, 2020 at Mumbai, India  
**Only for BRANDS THAT INSPIRE.**

For more information contact –  
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