



"thebrandlaureate"TM
THE AWARD FOR BRANDS AND BRANDING



**THE BRANDLAUREATE
WORLD
HALAL**
BEST BRANDS E-BRANDING AWARDS 2021

**DIGITALIZE TO GLOBALIZE
YOUR HALAL BRAND**

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TROPHY

Winning The BrandLaureate World Halal e-Branding Awards 2021 is a testament of the Brand's success. This is further reinforced by the Halal trophy which is specially designed to reflect the prestigious nature of the Award. The trophy crafted in a lustrous 24K gold plated exterior is shaped like a traditional Arabian dhow.

The trophy stretches out from an oval base and moves upwards gracefully. It represents the brand journey, beginning from the base where competition is extremely intense and moving upwards to the pinnacle to secure its position as the undisputed brand leader. An apex of brand excellence.

The clear linear outline of the trophy is accentuated with the engraving of the HALAL word and is a timely reminder of HALAL's definition and credence of being clean and permissible. The light motif imprints on the face of the trophy reflect the commitment process involved for brands to attain the HALAL status – an involvement that encompasses all levels of the organization from top management to rank and file and all vendors.

Halal brands that have mastered the art and science of branding are brand leaders in their respective industries and certainly most deserving of this prestigious Award.



DR KKJOHAN
WORLD PRESIDENT OF THE BRANDLAUREATE

Digitalization is the way forward for brands if they want to survive the new normal of doing business in this era. Digitalization is the fastest route to globalize one's brand as compared to the traditional brick and mortar channel.

Brands that have a strong online presence commands stronger awareness and is able to reach wider markets.

The Halal industry is a fast growing industry as consumers have a better understanding of the definition and concept of Halal. Halal brands which used to be confined only for Muslim consumers are now widely accepted and sought by non-Muslim consumers. As new Halal brands enter the market to meet the needs of consumers, Halal brands must have the differentiating factor to stand out from the rest. The wide spectrum of digitalization solutions enable Halal brands to do so.

Speed is an important ingredient that determines the success of brands. The technology of digitalization enables brands to move ahead at breakneck speed to engage consumers with its brand stories and value added propositions. Halal brands must realize this and include digitalization as one of their brand strategies to strengthen their brand leadership.

The BrandLaureate World Halal e-branding Awards 2021 marks the innovative spirit of The BrandLaureate as it moves into the world of digitalization and offers winners of this prestigious Award with a new branding platform, one that will further strengthen your brand leadership in the global Halal industry. Do not miss out on this opportunity to participate in this premier Award to be the Halal Brand Champion!

Dr. KKJOHAN
President



IBTISAM BASRI
ORGANIZING CHAIRMAN WORLD HALAL
BESTBRAND E-BRANDING AWARDS

Welcome to The BrandLaureate World Halal e-branding Awards 2021. This Award recognizes strong and successful Halal brands that have played a pivotal role in the development of the Halal industry and also impacted communities with their positive brand attributes.

The Halal industry valued at more than a trillion dollar is recognized as the new engine of economic growth. The development of the Halal industry which used to be confined only to Muslim countries such as Malaysia, Indonesia and Middle East has now spread to non-Muslim countries of China, South Korea, Brazil, Australia amongst others. Halal products have also expanded from the traditional food sector to include other sectors such as pharmaceutical, personal and beauty care, financial services, insurance to logistic.

As the demand for Halal brands grows exponentially globally, it is important that the Halal industry and Halal brands understand the role of branding in their business operations. Effective branding will strengthen the Halal industry and its leadership as many Halal brands look to the industry for guidance and support. Similarly, Halal brands need to continue with their branding if they want to be trend setters and stay ahead of the competition.

Nomination for The BrandLaureate World Halal e-branding Awards 2021 is now open and this Award will premier on April 22, 2021 through our e-branding platform that will position your brand on the global stage.

Be the Brand, Be the Halal Brand of Choice!

IBTISAM BASRI
Organizing Chairman