



THE BRANDLAUREATE WORLD HALAL

BESTBRAND E-BRANDING AWARDS 2021



DIGITALIZE TO GLOBALIZE
YOUR HALAL BRAND



THE BRANDLAUREATE AWARDS



THEBRANDLAUREATE

22nd APRIL 2021 | 3.00 PM

A. Company Information

Company Name

Co. Registration No.

Date of Incorporation

Nature of Business

Address

Telephone No Fax No:

Email Address

Website

Name of Chief Executive Officer (CEO)

Contact Person

Designation Tel: No/Email Address

B. Company

(Please tick where applicable)

CATEGORIES: Corporate Branding Product Branding

Specify broad category that your brand qualifies for e.g. food & beverage, consumer products, etc.

Specify the sub-category for e.g. food and beverage – coffee/tea, if applicable

Name of Brand:

Brand Assessment

Please submit the following information for the selection committee to review.

- Current HALAL certification from Jabatan Kemajuan Islam Malaysia (JAKIM) OR
- Recognised HALAL certification by JAKIM for international companies
- Company's corporate profile (Hard copy, CD or multimedia)
- Strategies or initiatives taken to build the brand (Marketing /advertising &promotion/CSR reports supported by materials)
- Brand Innovation (Highlight examples of innovation implemented in the company)
- Brand Performance (Audited finance reports of the past two years)
- Any other relevant information to support your submission

All submission must reach The Award Secretariat before 2021 along with a processing fee of RM1,000 (Subject to 6% SST) made payable to TBL Brand Awards Sdn Bhd

Please send the completed nomination form to :-



The Award Secretariat

TBL BRAND AWARDS SDN BHD
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47400 Petaling Jaya Malaysia
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