









# WHO'S WHO & WHAT'S WHAT IN THE WORLD OF BRANDS & BRANDING



# DR.KKJOHAN

FOUNDING PRESIDENT OF THE BRANDLAUREATE

I am passionate about brands & branding. I love how branding transforms a product, service or individual to have an identity and personality of its own and how it makes them rich and famous. I also love to see how branding helps brands evolve into the next level and become market leaders and trendsetters. I love to see how branding enables the sustainability of brands and build a heritage that is much admired and respected.

I love to see how individuals buy into the idea of personal branding and make every effort to differentiate themselves from their peers and friends. From enhancing their knowledge to personal grooming, the transformation is appealing and alluring.

Most of all, I love the sound of dollars and cents that brands generate for the organizations. Brands are wealth creators and we must maximise on their potential. The future lies in brands and branding for organizations, and if you think otherwise, let me share with you some success stories from organizations who have taken the strategic direction to develop their brands.

Louis Vuitton is famous for its bags but it would have been any ordinary bag if not for its brand. The brand commands premium pricing and is only affordable to the rich and famous. Famous personalities accessorise with Louis Vuitton. It is great branding for Louis Vuitton as the brand is associated with the elites, the rich and famous.

"BRANDING TAKES YOU ON THE PATH OF THE RICH & FAMOUS"

# BRANDING IS MY MISSION...

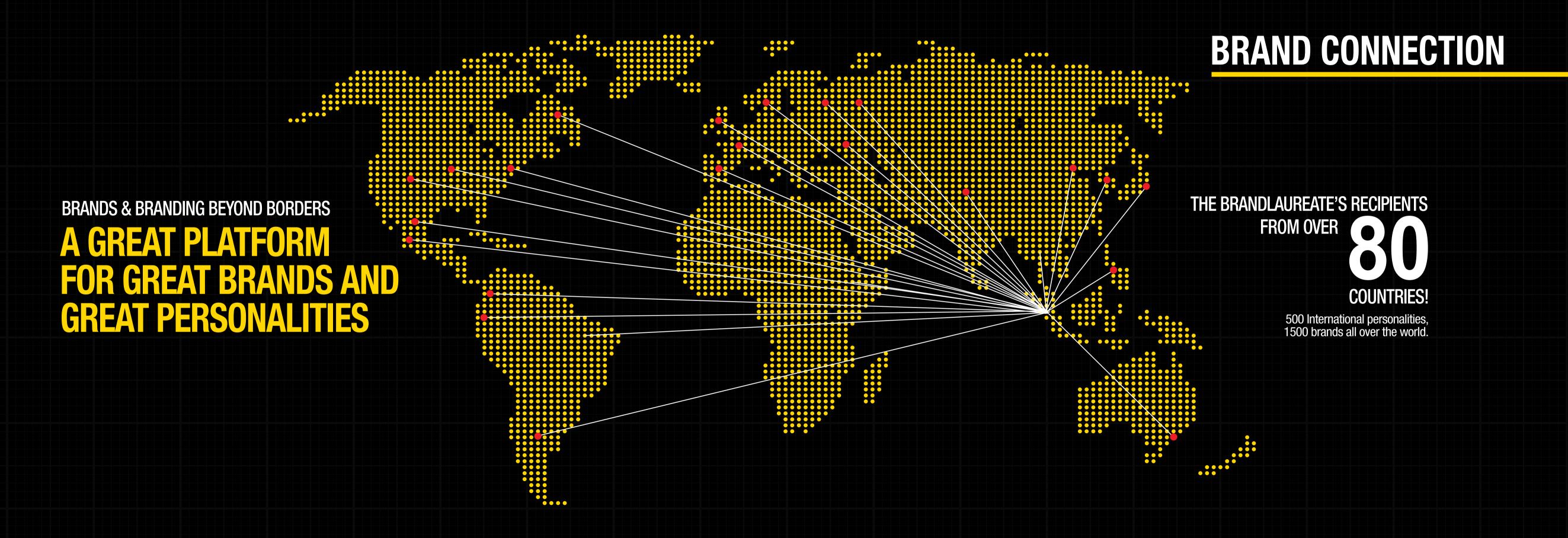
Branding has the power to transport you to the realms of the unimaginable. There are many organizations and individuals out there who have the potential to be rich and famous and play an important role in society, but they have not realised their potential. A good grasp of the benefits of branding and how to apply it will provide you with the desired results.

Friends and associates have branded me, the mahaguru of branding, the king and champion of branding. I am honoured and yet humbled. Making individuals and brands rich and famous is my passion and mission. With branding, we can achieve this and I urge you to open your minds to embrace this idea.

"You can't be wrong when you brand it right".



"BRANDING BRINGS YOU TO PLACES TO MEET FACES"



# THE WORLD BRANDS FOUNDATION (TWBF)



TWBF has blazed trails in the world of brands & branding. Established in 2005, with the aim to promote brand excellence amongst organisations, TWBF has become the thought leader in the industry.

With its wide spectrum of initiatives ranging from The BrandLaureate Awards, to brand forums, publication, education and community engagement problems, TWBF has made its mark in the world and continues to ride the waves of success as it enters its second decade with renewed commitment and vision to build a brand-centric world and imbued everyone with the importance of good branding practices and culture.

Led by Dr.KKJohan, the President, TWBF is the only brands & branding foundation in the world. It is governed by a Board of Governors that comprises of leading corporate and industry captains who are renowned for their areas of specialisation. TWBF, a foundation that impacts, influences, inspires in the World of Brands & branding

# THE FOUNDATION WE ALL CAN BE PROUD OF THE THOUGHT LEADER

THE 5A's OF THE FOUNDATION



THE BRAND INNOVATOR
TO CREATE VALUE FOR YOUR BRAND
GREAT MIND, GREAT BRAND, GREAT AWARD





### THE BOARD OF GOVERNORS

#### THE WORLD BRANDS FOUNDATION





PROFESSOR DR. UICHOL KIM ADVISOR



WORLD PRESIDENT



CHEW BEE PENG CEO











TAN SRI DATO' SRI DR. TEH HONG PIOW

TONY BUZAN





DATO' ANNE EU



TAN SRI DATO' SERI DR. M. MAHADEVAN







PAUL TEMPORAL



DATUK JIMMY CHOO

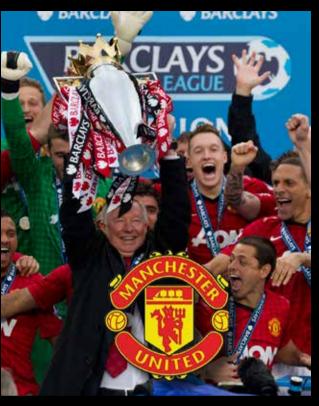
# THINKING OUT OF THE BRANDING BOX BRANDING OUT OF THE THINKING BOX

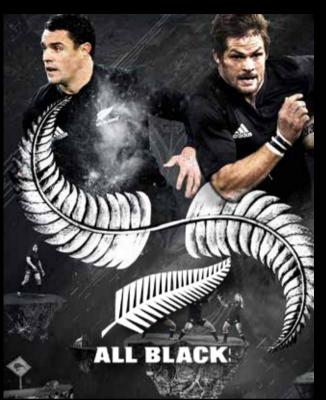
# BRANDING CAN MAKE A WORLD OF DIFFERENCE FOR YOUR BRAND

THE AWARD SAYS IT ALL, DOES IT ALL, HAS IT ALL!

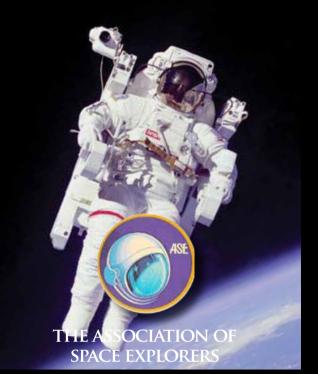
## **BRAND ACHIEVEMENT**

INSPIRING BRAND GREATNESS















# THE AWARD IS ONLY AS GOOD AS THE RECIPIENTS!

# THE BRANDLAUREATE PREMIER AWARDS

This Award is dedicated to groups and organizations who have made an astounding impression in society, and whose widespread influence continue to inspire humanitarian efforts towards changing the world into a better place.









#### THE BRANDLAUREATE **INTERNATIONAL BRAND** PERSONALITY AWARDS

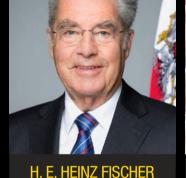
The BrandLaureate International Brand Personality Awards consists of:

- The BrandLaureate Hall of Fame Lifetime Achievement Awards
- The BrandLaureate Legendary Awards
- The BrandLaureate Signature Awards
- The BrandLaureate Patron Awards
- The BrandLaureate World Record Awards
- The BrandLaureate Brand Personality Awards











POPE FRANCIS DR BEN BERNANKE















SIR RICHARD BRANSON



STEVE JOBS



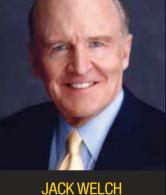
JEFF BEZOS

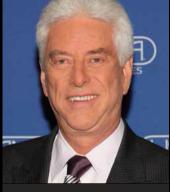












MYRON W. WENTZ

#### THE WORLD OF CORPORATE LEADERS

This Award is given to Corporate Leaders par excellence, who are the decision makers in their organization. They drive their brands forward with their vision and mission, and are constantly innovating and strategizing to remain competitive, in an ever changing business landscape.







ARNOLD PALMER



SIR RATAN TATA



MARK ZUCKERBERG

MARCUS C. BLACKMORE





**TONY FERNANDES** 

THE WORLD LEADERS

This Award is given to World Leaders and Statesmen who have demonstrated exceptional leadership qualities. They instill confidence and hope in others by upholding the highest standards of integrity, honesty and compassion.



























#### THE WORLD OF PROFESSIONALS

This Award is dedicated to the leaders who have accomplished tremendous breakthroughs in the fields of science, technology & economics among others. Endowed with an analytical mind, they demonstrate strong commitment for their vocation & push the limits of their boundaries to create a better world for humanity













THE WORLD OF CELEBRITIES This Award is given to celebrities who have shown great passion and are devoted to their craft and discipline, who live their lives for a higher purpose to inspire society to make a positive change for a better future.









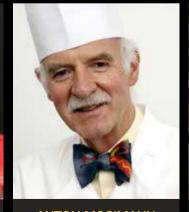
















**ZANDRA RHODES** 

ANTON MOSIMANN

**KEVIN RICHARDSON** 

























THE WORLD OF SPORTS

#### THE WORLD OF ENTERTAINMENT

HARRISON FORD

This Award is given to entertainment icons and personalities in the world of entertainment who have achieved phenomenal success in the entertainment industries, and who have displayed the true meaning of showmanship and charisma, by capturing the hearts of people around the world with their magical talent.



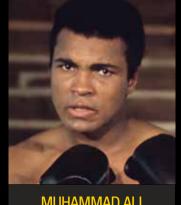
**MARK HAMILL** 











This Award is bestowed upon sports personalities and champions who have achieved remarkable feats in the World of Sports, and whose high standards of excellence continue to promote the Spirit of Sportsmanship, Fairplay and Resilience to become World Champions.





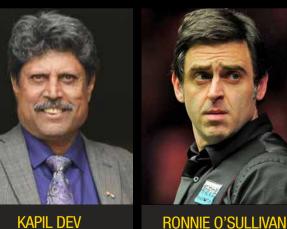
























KENNY G



## BRAND INSPIRATION

YOUR BRAND IS YOUR GREATEST INSPIRATION







# THE BRANDLAUREATE SPECIAL EDITION AWARDS

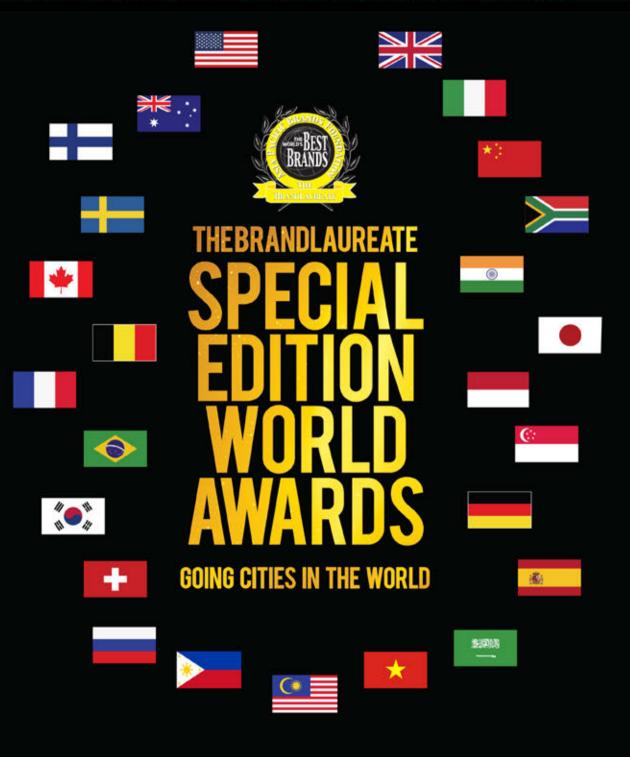
# THE MARK OF DISTINCTION THE ULTIMATE AWARD FOR BRANDS & BRANDING IN THE WORLD

This exclusive By Invitation Only Award is reserved for brands that have mastered the arts and science of brands and branding. These brands are distinctive and eminent in their respective fields and are often the chosen or preferred choice.

Launched in conjunction with the 10th anniversary of The BrandLaureate Awards, The BrandLaureate Special Edition World Awards is a once in a life time award as the Award will move on to other cities in the world, to honor brands that have demonstrated superb brand performance.

The BrandLaureate Special Edition World Awards, an affirmation and celebration of brand supremacy.

#### THE NO.1 PREMIER BRANDS & BRANDING AWARDS IN THE WORLD



Make a Difference with The BrandLaureate Awards
The Brand, The Award















## **SNAPSHOTS**















#### THE BRANDLAUREATE **BRAND ICON** LEADERSHIP AWARDS

#### A LEAGUE OF THEIR OWN

#### AN INSPIRATION TO THE WORLD

Most Awards honor organisations, products or causes but none for individuals, more so icons. These icons are a gift to the world and they inspire with their leadership, achievements and contributions to the society and the world at large

They have the X factor. They take on the baton and drive their organisations and countries to greater heights. Bold, Intelligent, Enterprising & Charismatic.

The BrandLaureate Brand ICONS are a class of their own.

#### THE BRANDLAUREATE

#### THE GLOBAL ICONS

#### **LEGENDARY ICON**

ICON of ICONS Brand ICON Leadership Awards Royal Quintessential Brand ICON Leadership Awards Legendary Brand ICON Leadership Awards Grand Prix D' Excellence Brand ICON Leadership Awards Hall of Fame - Lifetime Achievement Brand ICON Leadership Awards Man of The Year Brand ICON Leadership Award Woman of The Year Brand ICON Leadership Award

#### NATION BUILDING ICON

Influencer Brand Icon Leadership Awards Game Changer Brand Icon Leadership Awards

#### **VISIONARY ICON**

Most Eminent Brand Icon Leadership Awards

#### **CLASSIC ICON**

Premier Brand Icon Leadership Awards

#### **BUSINESS ICON**

Great Entrepreneur Brand Icon Leadership Awards

#### CORPORATE ICON

Transformational Corporate Leader Brand Icon Leadership Awards

#### **INDUSTRY ICON**

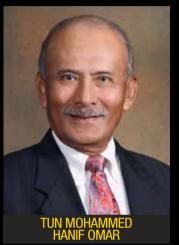
Best Choice Industry ICON Brand Icon Leadership Awards

#### CELEBRITY ICON

Grand Master Brand Icon Leadership Awards

World of Sports Brand Icon Leadership Awards

#### **BRAND ICON LEADERSHIP AWARDS PERSONALITIES**























































## **BRAND ULTIMATE**

BE GOOD, BE GREAT, BE THE BEST.



#### THE BRANDLAUREATE **BESTBRANDS AWARDS**

PLC, MNC,GLC, LC

A STAMP OF EXCELLENCE

#### **BRAND INVEST TO CREATE BRANDPRINTS**

With the objective to honor and celebrate bestbrands in the world, the Award is the most sought after and prestigious branding award. Recipients of the Award are from large corporations, multinationals, public listed and government linked companies from various industries that have demonstrated strong branding initiatives to build their brands.

#### A DECADE OF BRAND SUCCESS





















#### THE BRANDLAUREATE **BESTBRANDS AWARDS**

- The BrandLaureate Brandpreneurial Leadership Awards
- The BrandLaureate Most Valuable Brand Awards
- The BrandLaureate Most Sustainable Brand Awards
- The BrandLaureate Most Celebrated Brand Awards
- The BrandLaureate Transformational Brand Awards































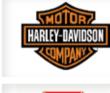




JAEGER-LECOULTRE







**HSBC** 

















Great Eastern





HONDA











BRAUN BUFFEL







Samsonite





Faber-Castell

**SIEMENS** 

**SKF**®





Sime Darby

maxis.





ROYAL

DOULTON

































































NU SKIN.

**TESCO** 

**SWAROVSKI** 



























# SNAPSHOTS





## BRAND RECOGNITION

CELEBRATING BRAND SUCCESS



## **SMEs BESTBRANDS AWARDS**

#### **NON PLC**

#### **ENGINE OF GROWTH**

The importance of small and medium enterprises (SMEs) in the country's economic development cannot be disputed. Successful nations have a strong pool of successful SMEs that form the foundation of their economy. Many global brands were once SMEs. SMEs are the gems of tomorrow and have exponential potential to be future brand leaders.











BE THE BRAND,

THAT'S IT.















#### **BRAND PERSONALITIES**





DATUK MICHAEL TIO

























**EVERSENDA** 











































L@RD?

SUNQUICK

ESTD 1974

MEGA FORTRIS



KUALA LUMPUR

MALAYA OPTICAL

**PIKOM** 



BRANDS





\*

SWISS-GARDEN HOTEL







Feruni











**&** karangkraf

AL-CO





GiVi













































































Yomeishu SIGNATURE







#### **SELECTION CRITERIA**

#### STEPS TO WINNING THE BRANDLAUREATE AWARDS

Receiving an award from The BrandLaureate shows the company's efforts in branding its brand successfully.

The winners of the Award are evaluated and selected by the Brand Committee based on the following criterion:

- Brand Strategy
- Brand Culture
- Brand InnovationBrand Performance
- Integrated Brand Communications

Recipients of The BrandLaureate Special Edition Awards and The BrandLaureate Brand ICON Leadership Awards are awarded only by invitation.

#### 02

#### SELECTION

Those who meet the requirements and are shortlisted go through a second round of selection by the brand consultants.

#### VERIFICATION

The final list is submitted to the Board of Governers for verification and final

#### NOMINATION

processed and shortlisted

#### RECOGNITION

#### THE EMBLEM



The Art of Branding is exuded via recognizable symbolisms which are in tandem with the spirit of branding.

The BrandLaureate's emblem, instantly recognised as the authority in branding is associated with nothing less than the best of the best!

The emblem with an outline of the a globe in the inner circle reflects the global status of the BrandLaureates, as the winners of the Awards are known.

Historically, it has been a tradition to present a laurel (wreath of leaves) to winners of the Olympics and Grand Prix. The laurel signifies Victory, Triumph and Honor. Thus, it is only befitting for The BrandLaureate's emblem to be surrounded by a laurel, befitting the status and symbol of the Award.

#### THE TROPHIES

#### Success

Crafted and plated in 24k gold, The BrandLaureate's trophy reflects the pursuit of brand excellence and journey taken to achieve its leadership status.

A new trophy is designed for every annual award to reflect its theme; however the main elements of the trophy that is the statuette and emblem remain the same. The trophy is a mark of distinction and recognition of brand











## **@ THE BRANDLAUREATE**

#### **BE INSPIRED**

The Gallery is a treasure trove of achievements and milestones recorded by The BrandLaureate. From past images that show the launch of the first award to endorsements given by international personalities, memorabilia and a library filled with the latest branding books, the Gallery provides an insight into the significant role of The BrandLaureate in brands & branding.

Housed at the head office of The BrandLaureate, the Gallery is open to the public.





## BRAND DOMINATION



# THE BRANDLAUREATE BRAND VS BRAND GOLF CHAMPIONSHIP

#### **GOLF IT TO ACE IT!**

#### THE CHAMPION OF THE FAIRWAY

Held annually, the unique feature of this golf tournament involves both international and local brands competing against each other, displaying the spirit of sportmanship and synergy to compete for winning the prestigious title.



























# **SNAPSHOTS**

























#### **BRAND ENGAGEMENT**

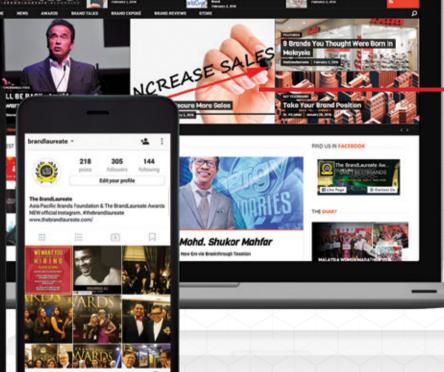


#### **BRANDING CERTIFICATION**

An online branding certification that empowers brand managers and those interested to know more about the world of brands & branding.



#### **BRAND VISIBILITY**



#### THE BRANDLAUREATE **OFFICIAL WEBSITE**

www.thebrandlaureate.com

In advocating our objective on the power of branding, our website displays a list of prestigious branding awards and well renowned award winners, series of publications and a gallery with an exhaustive parade of memorable events and memories hosted by The BrandLaureate.

#### THE BRANDLAUREATE

#### App store/Google Play

A wide range of Apps that let you stay connected with the world of brands and branding. Starting off with the Directory App which lists the winners of The BrandLaureate Awards. From Retail to F&B, Finance, Healthcare, Education, Travel, Property and many more, they are the best in their industries. Click on and see their wide spectrum of offerings.

#### THE BRANDLAUREATE **FACEBOOK PAGE**

1000

#### facebook.com/thebrandlaureate

Follow us on our Facebook page for latest newsfeeds and latest award winners, photos and videos that can be viewed, shared and liked while further expanding its influence amongst netizens

#### THE BRANDLAUREATE **INSTAGRAM**

#### instagram.com/brandlaureate

Photos of glittery, star-studded events are constantly uploaded on our Instagram page. Live feat videos on actual events are also feature to give you the opportunity not to miss out on some of the greatest moments.

#### **BRANDOLOGY** THE BRANDLAUREATE **BLOGAZINE**

#### www.thebrandlaureate.net

Features latest articles, breaking news from the branding and business world, cover stories on the recent award winners, featured brand personalities and brand reviews from various industries.

#### **BRAND PUBLICATION**



#### THE BRANDLAUREATE BUSINESS WORLD REVIEW

#### **BRAND KNOWLEDGE**

A bi-monthly magazine published to provide insights on the latest information in the business and branding world.

A not to be missed read that would help broaden the knowledge of branding and the

potential behind the power of branding.

#### **COFFEE TABLE BOOKS**

The BrandLaureate Coffee Table Books commemorate the annual winners of The BrandLaureate Awards. Each winning brand story is featured in the coffee table book.





#### DR KKJOHAN'S QUOTE BOOKS

Featuring branding quotes that is personally penned by Dr KKJohan, this Quote Book on branding is the first of its kind and in the world. Dr KKJohan's mission is to produce 1,000 branding quotes which will be published into 10 volumes. Volume 1, 2 & 3 are now available.







THE BEST OF US IS MADE JUST FOR YOU



# BRAND IN STYLE, WIN IN STYLE, CELEBRATE IN STYLE YOUR BRAND DEFINES YOU!

THE BRANDLAUREATE CORPORATE PROFILE 6TH EDITION

THE BRANDLAUREATE SDN. BHD (690453K)

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