

"thebrandlaureate"<sup>TM</sup>  
THE AWARD FOR BRANDS AND BRANDING



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THE BRANDLAUREATE  
THE WORLD'S FIRST  
**e-BRANDING**  
AWARDS 2021

TO BE SEEN, TO BE HEARD, TO BE KNOWN  
**TO BE REMEMBERED**

THE BRANDLAUREATE AWARDS THEBRANDLAUREATE



Specially designed for The BrandLaureate e-branding awards, the trophy was designed and crafted by the team to reflect the importance of e-branding in the era of digital economy. The Trophy embraces the theme of the first e-branding awards in the world, TO BE SEEN, TO BE HEARD, TO BE KNOWN, TO BE REMEMBERED.

A timeless beacon of enduring elegance, the trophy is 24k gold plated with pewter, the strongest and most resilient metal as its base. Representing glory and greatness, the base signifies the foundation of a brand and the cornerstone of a brand's stability, essential requirements for brand success.

The 4 stylized pillars spiraling from the base represents totality, stability, balance and completeness with its Brand Reach extending to the 4 corners of the world.

Bright and brilliant, the pillars, each with distinctive bends reflect the difficult journey that a brand undertakes before it carves its leadership position. They symbolize the ups and downs, twists and turns as they journey towards being at the top – and continue to stay on top.

They are also a reminder of the four vital elements of branding - vision, passion, values and strategy.

The plus icon on the base of the trophy signifies addition and positivity, a symbol of the advantage brands have when they utilize the power of digital branding to further drive their brands forward. The X icon denotes the multiplier of success and opportunities for the brand. The BrandLaureate's emblem at the top of the trophy represents the No.1 winning brand, always on top and ahead of its competition.

A shining example of brand recognition and brand accomplishment, it reflects the ultimate success and achievement of the brand.

The stylish and modern trophy embodies the qualities of business and branding in today's world, where opportunities abound for brands – as long as they are SEEN, HEARD, KNOWN and REMEMBERED. The trophy, as a whole, is a masterpiece that encompasses all important components a brand needs, to be at the pinnacle of success.

Winning the prestigious The BrandLaureate Award trophy establishes the brand's superiority and creates a lasting legacy that will be remembered in the present, the future, and for generations to come.

An Epitome of Success, the Trophy is -

A Hallmark of Distinction and Excellence

An Inspiration of Creativity and Innovation

An Aspiration of Dreams and Desires

A Representation of Triumph and the Spirit of Championship

A must have for all successful brands!



## TO BE SEEN, TO BE HEARD, TO BE KNOWN TO BE REMEMBERED

When the unexpected happens and knocks you down, what do you do? Throw in the towel, cry in anguish and end up being depressed? Would that be of any help especially if you are running a business?

Many businesses feel that when crisis strikes, they must take a back seat and wait until the danger is over. The truth of the matter is that if you wait for the danger to be over, you are going to end up losing your market share or leadership positioning to your competitors. Know that what we are experiencing is unprecedented but there are still opportunities to come out stronger than ever before. After all some of the best amazing businesses come out of the worst times – because sometimes in our darkest moments, new ideas and innovations provide beacons of light.

Yes, we are in very strange, unpredictable and difficult times and it is in this moment, that strong leadership is very much needed to drive the business and brands forward. It is critical that as the brand owner, you ensure that your brand BE SEEN, BE HEARD, BE KNOWN & BE REMEMBERED to the consumers and community. You must adopt the right brand strategy to maintain your brand awareness and ensure that your brand voice is constantly heard by consumers and the community. With the right initiative, your brand will BE KNOWN not only to your target audience but new audiences that will enable you to expand your market reach. Branding is a 24/7 task and never takes a back seat, be it in good or bad times.

The BrandLaureate invites you to be a BrandLaureate as it continues on its journey to recognize strong and outstanding brands in their respective industries. Remember, it is easy to come to leadership but never easy to come through leadership. Receiving The BrandLaureate Award sums up your leadership strength, commitment and tenacity in building on the fundamentals of sustainability that allow you to overcome current headwinds. The Award is also a testimony of the brand's success that brings pride and inspiration to all your shareholders and stakeholders.

As the No.1 Branding Awards in the industry, The BrandLaureate Awards continues to innovate to meet current situation and needs. So, be the first to experience a revolutionized Award presentation like never before when The BrandLaureate Awards goes live virtually for the first time.

This Award will be presented and hosted online, from submission of information for selection process to presentation of the Award. For more information, visit [www.thebrandlaureate.com](http://www.thebrandlaureate.com)

BE SEEN, BE HEARD, BE KNOWN,  
BE REMEMBERED, BE A BRANDLAUREATE



Dr. KKJOHAN  
President