

THE BRANDLAUREATE  
**FAST MOVING  
GROWING, & BUSINESS  
SUSTAINABLE 20  
AWARDS 24**



**thebrandlaureate**<sup>®</sup>  
THE AWARD FOR BRANDS & BRANDING



**BRAND RESILIENCE  
FOR BRAND RADIANCE**

**NOMINATIONS ARE NOW OPEN FOR THE AWARDS**

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The BrandLaureate Awards



www.thebrandlaureate.com

# BRAND RESILIENCE FOR BRAND RADIANCE

## THE BRANDLAUREATE FAST MOVING GROWING, BUSINESS & BRANDS SUSTAINABLE 2024 AWARDS

Embracing the theme, “Brand Resilience for Brand Radiance,” The BrandLaureate Fast Moving Growing Sustainable Business & Brands Awards 2024 trophy is a resplendent testament to the brands that adeptly navigate the tumultuous currents of industry evolution.

The base, from which the outer tier ascends, is a bastion of strength and solidity, symbolizing the steadfast principles, unyielding dignity and visionary resilience that anchor brands as they ascend towards greater heights.

As the outer tier rises, it mirrors the dynamic trajectory of brands. Even at different phases, the brand maintains a forward momentum signifying its relentless pursuit of progress coupled with the agility and flexibility necessary for perpetual evolution. The sharp corners of the tier, as it moves upwards, represent the acumen of Fast Moving Growing Sustainable Brands – swift and precise, deftly responding to the ever-changing rhythms of market dynamics.

Nestled within this tier is a sturdy inner core, adorned with an intricate pattern. This glistening core stands out as an ode to the heart of a brand – encapsulating its values, culture and ethos. The movement of the tier around this core illustrates the imperative to safeguard the essence from which brand radiance emanates.

At the trophy’s pinnacle rests The BrandLaureate emblem before a meticulously crafted globe. Together, they serve as a herald of distinction, a stamp of excellence bestowed upon the esteemed Laureates who have successfully moved forward, grown steadily and remained sustainable to achieve global acclaim.

Fashioned in 24k gold plating, the trophy celebrates the beauty in the twists and turns of a brand’s journey, demonstrating that even amid changes, the pursuit of excellence is a worthy one. Clinching this trophy acknowledges your brand’s resilience, adaptability and indomitable spirit, placing you at the forefront of business excellence and etching your name as a luminary in the landscape of industry evolution.



PROF. DR KKJOHAN  
WORLD PRESIDENT OF THE BRANDLAUREATE

### How do you grow and move your brand in this competitive business environment?

In today’s dynamic market, brands need to stay on their toes to ensure its survivability and sustainability. Gone are the days, when brands that are industry leaders can rest on their laurels or bask in their glories of success. The business environment is so competitive that other brands can just over take industry leaders in a short period of time. Brands need to act fast and move fast to stay ahead of the competition. The phrase, “time and tide wait for no man” is never more appropriate then now to describe the current situation.

What does it take to be a fast moving growing sustainable brand? First, agility is crucial for the brand to adapt and adopt to the everchanging business landscape, consumers’ needs and expectations. Second, innovation plays a key role in enhancing brand differentiation and brand relevance and third, strong leadership to drive and power the brand’s growth and sustainability is pivotal. Leaders who are visionaries and are deeply committed to the brand to ensure that it reaches its desired positioning and are the consumers’ ultimate choice.

The World Brands Foundation (TWBF) launches The Fast Moving Growing Sustainable Business and Brands Awards 2024 with its theme Brand Resilience for Brand Radiance to encourage businesses and brands to push the envelope in branding so that it’s brand can be market leaders and reach a new level of growth and transformation.

Brands that are fast moving and growing have high performance, productivity and profitability, attributes that contribute to the resilience of the brand. They are also characterized by positivity and have a radiance that enshrouds them, which makes it appealing and promising to consumers and investors. Achieving brand resilience should be the ultimate mission of any brands and a radiant brand that shines through all seasons will further support its resilience and sustainability.

The Fast Moving Growing Sustainable Business and Brands Awards 2024 is a testament to your brand power and dominance and is reserved for those that have made an indelible mark in the world of brands and branding.

Nominations are now open for this inaugural Award and winners will be announced at the Awards Gala Dinner. We look forward to receiving your nomination and be the winner of this prestigious Award.

  
PROF. DR KKJOHAN  
President