



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



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THE BRANDLAUREATE  
**SMEs**  
**BEST BRANDS** 2024  
AWARDS

ENERGIZE YOUR BRAND  
FOR YOUR   
BRAND EMINENCE







## ENERGIZE YOUR BRAND FOR YOUR BRAND EMINENCE

The BrandLaureate SMEs BestBrands Awards 2024 trophy reflects the theme of this year's Awards "Energize Your Brand for Your Brand Eminence." Meticulously crafted in lustrous 24k gold plating, the trophy embodies the essence of excellence and achievement in the hyper-driven world of business.

At its core, the trophy takes the form of a striking thunderbolt, symbolizing the formidable power and agility of successful SMEs that have ENERGIZED their brands to EMINENCE – harnessing their energy and passion to scale greater heights, leaving an indelible mark on their respective industries.

The square base represents the bedrock of the brand, encompassing its visionary leadership and dedicated workforce (the internal brand), as well as the brand's perception in the public eye (the external brand). As the foundation from which greatness is built, this sturdy base provides stability and support as the brand surges forward with vitality and vigour.

The sharp edges of the thunderbolt signify the cutting-edge strategies employed by exceptional SMEs – calculated and precise, to continuously remain energized and at the forefront of innovation and progress.

Crowning this masterpiece is The BrandLaureate emblem, a symbol of validation and recognition bestowed upon the most deserving SMEs. It attests to their unwavering prowess in defying industry gravity, rising above challenges, and imprinting their brand on the firmaments of business achievement.

Receiving The BrandLaureate SMEs BestBrands Awards 2024 trophy is not merely an acknowledgement; it is an embodiment of your brand's relentless pursuit of distinction, a tangible testament to your unwavering commitment to energizing your brand for attaining enduring brand eminence.



**PROF. DR KKJOHAN**  
WORLD PRESIDENT OF THE BRANDLAUREATE

The World Brands Foundation (TWBF) is pleased to launch The BrandLaureate SMEs BestBrands Awards 2024, the ONLY branding award that SMEs must have if they want to be acknowledged as best brands in their respective industries.

With its theme, "Energize Your Brand for Your Brand Eminence", the Award empowers SMEs to energize their brands and stamp their eminence as brand leaders. The current business environment is all turbo charged as businesses are furiously catching up after the hiatus of the Covid 19 pandemic. Everything is moving at an extremely fast pace and for brands to flow with the current situation, they must have the energy to keep up, stay ahead of the competition and most important, continue to stay on the radar to be seen, be known and be remembered by consumers.

Energizing your brand means that you have to ensure its external and internal brands are well aligned and harmonized to support the brand. Whilst external branding is important to create brand awareness through advertising, PR, marketing and community engagement, of equal importance is internal branding. Internal branding which incorporates leadership, brand culture and values, human capital and SOPs are fundamental to the success of the brand as it strengthens the brand foundation.

An energized brand has a vitality that attracts, is forward moving and always ahead with new innovations that enable it to give an exciting and

positive feel to consumers who use it. Energized brands harness its positivity to connect emotionally with consumers which helps to build a solid base of loyalty and advocacy.

With the saturation of brands in the market, brands must be able to stamp their eminence in order to build on their sustainability. An eminent brand has a higher perceived value and is able to command premium pricing.

SMEs must be brave and bold to energize their brands. Doing the necessary is not enough, instead SMEs must be more ambitious to reach higher positioning and capture bigger market share if they want to be the industry leader and achieve an eminent brandprint.

I strongly encourage SMEs to energize your brand and make it robust to capture the opportunities that come along. A brand that lacks energy and vitality will not be able to perform and score well and in this current time, it is the strongest and fittest of brands that will make the day.

Nominations for The BrandLaureate SMEs Best Brands Awards 2024 are now open and we encourage all SMEs to be part of this prestigious Award. Being with the best will inspire and make you to be the best. The winners will be announced at the Awards Gala Dinner.



**PROF. DR KKJOHAN**  
President