



"thebrandlaureate"™
THE AWARD FOR BRANDS AND BRANDING



WHERE AMBITION
MEETS RECOGNITION

NOMINATIONS ARE NOW OPEN FOR THE AWARDS

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THE BRANDLAUREATE EMERGING & RISING 2026 BRAND AWARDS

THE TROPHY

A SYMBOL OF ASPIRATION, STRUCTURE, AND BRAND MOMENTUM

Every BrandLaureate trophy is more than a physical accolade — it is a statement of philosophy.

The trophy for **The BrandLaureate Emerging & Rising Brand Awards 2026** has been specially redesigned to reflect the essence of brands at a defining moment in their journey: the transition from potential to recognition, from ambition to direction.

Crafted with enduring elegance, the trophy is **24-karat gold plated**, embodying prestige, achievement, and the pursuit of excellence. Its cylindrical, upward-reaching form symbolises **focus, continuity, and momentum** — a brand moving forward with clarity and intent.

Unlike complex or fragmented structures, the trophy's refined vertical design represents **alignment**: a brand that knows who it is, where it is going, and how it intends to get there. It reflects the reality that true brand strength is built through consistency, discipline, and purpose over time.

The solid base signifies **stability and foundation** — a reminder that every rising brand must be grounded in strong values, sound strategy, and credible leadership. From this foundation, the trophy ascends in a clean, uninterrupted form, symbolising growth that is deliberate rather than accidental.

Its smooth, polished surface reflects **clarity and confidence**, while the gold finish represents achievement earned through perseverance, resilience, and belief. The minimalist yet powerful design mirrors the journey of emerging brands: focused, determined, and steadily rising toward recognition.

Crowning the trophy is **The BrandLaureate emblem**, signifying distinction, leadership, and trust. It marks a brand that has been recognised not merely for performance, but for intent — a brand prepared to stand confidently among respected peers across industries.

For emerging and rising organisations, this trophy is not simply an award. It is a **marker of intent**. A declaration that the brand is purposeful, its journey is recognised, and its future is worth investing in.

It stands as a reminder that **every great brand was once an emerging one**, and that recognition, when earned at the right time, can be the catalyst that propels a brand forward.



WHERE AMBITION MEETS RECOGNITION



PRESIDENT EMERITUS PROFESSOR DR KkJOHAN
WORLD PRESIDENT OF THE BRANDLAUREATE

In today's highly competitive and interconnected business landscape, growth is no longer defined solely by size or scale. It is defined by clarity of purpose, credibility of identity, and the conviction to build something enduring. Many of the world's most respected brands did not begin as industry leaders — they began as ideas, shaped by founders who believed deeply in their vision and understood a fundamental principle early on: **that a clearly defined brand provides the strategic foundation that enables marketing, communication, and growth initiatives to perform with coherence and impact.**

The BrandLaureate Emerging & Rising Brand Awards 2026 was created to recognise this pivotal stage in a brand's journey.

This Award is designed for **start-ups, small companies, and MSMEs with revenues below RM2 million** — organisations that may still be growing in size, but are already growing in intent. These are brands that aspire to operate in the same league as established international players, and are laying the foundations today for tomorrow's leadership.

Across industries, markets are increasingly saturated with messages, products, and promotions. **Marketing and advertising play a vital role in activating visibility and engagement**, while **branding provides the overarching framework that brings coherence, meaning, and trust to these efforts**. Branding defines who a brand is, what it stands for, and how it is experienced consistently across every touchpoint. It shapes perception from the first interaction and strengthens loyalty well beyond each transaction.

Without a clearly articulated brand, growth efforts risk becoming fragmented and short-lived. With a strong brand foundation, every business decision — from communication to customer experience — becomes more coherent, credible, and sustainable. Branding aligns ambition with direction, ensuring that growth is not only achieved, but sustained.

For emerging and rising organisations, branding is not a luxury reserved for large corporations. It is a **strategic necessity**. It allows smaller brands to compete with confidence, command attention beyond their size, and earn their place at the table with more established players.

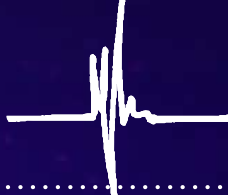
The BrandLaureate Emerging & Rising Brand Awards recognises founders and leadership teams who demonstrate this understanding — those who are building brands with vision, discipline, and long-term intent. It honours organisations that may still be early in scale, but are already operating with the mindset of future leaders.

This Award offers a meaningful and accessible pathway into **The BrandLaureate ecosystem**. Recipients may be conferred the Award upon approval, without the requirement of an award gala dinner, while being formally presented at **The BrandLaureate Awards' National Gallery in Malaysia** — a permanent platform that signifies credibility, recognition, and belonging within a respected international branding fraternity.

Recognition is not about vanity. It is about validation. For founders and teams who have invested belief, effort, and resilience into building something meaningful, recognition provides affirmation, confidence, and momentum. It signals to stakeholders, partners, and markets that a brand is no longer emerging quietly — **it is rising with purpose.**

If you believe your organisation is building something of value, if you are ready to elevate your brand narrative, and if you seek recognition that strengthens your credibility rather than distracts from your journey, this Award was created for you.

Because before you market louder, **you must brand stronger.**
And before you scale faster, **you must stand clearer.**



**PRESIDENT EMERITUS
PROFESSOR DR KkJOHAN**
World President