



The World Brands Foundation is a branding foundation dedicated to **promoting the cause of brands and branding globally**. Established in 2005 as the **Asia Pacific Brands Foundation** then, it is led by the World President, President Emeritus Professor Dr. KKJohan together with a Board of Governors who are experienced captains of industries.

In 2006, TWBF originated **The BrandLaureate Best Brands Awards** to **recognise outstanding brands in their respective industry**. These brands are industry leaders that have demonstrated brand leadership to become **the best in their respective industries**.

As an **international and premium recognition platform**, The BrandLaureate BestBrands Awards have recognised over **3,000 global and local brands** and **500 international brand personalities**.

With its **international presence**, **11 country presidents** representing Australia, Brunei, China, India, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand and Vietnam were appointed.

The BrandLaureate BestBrands Awards 2026 recognises **Public Listed Companies (PLC), Government-Linked Companies (GLC), Multinational Corporations (MNC) and Large Enterprises (LC)** that demonstrate exceptional leadership by refusing to stand still. In a rapidly changing world, enduring success belongs to organisations that continue to innovate, evolve and redefine excellence.

Leadership is never static. Every industry leader faces a choice, to **protect yesterday's success or to challenge today's assumptions in pursuit of tomorrow's possibilities**. The organisations that continue to shape industries are those that embrace change before it becomes necessary and continually raise the standards by which they lead.

The BrandLaureate BestBrands Awards is more than a recognition of success. It is an **affirmation of leadership, stewardship and the courage to continue challenging what is possible**.

SELECTION CRITERIA

Every organisation is assessed against

The BrandLaureate's Five Pillars of Brand Excellence



Brand Performance

Evaluates business growth, market leadership, operational excellence, and the organisation's ability to consistently deliver on its brand promise.



Brand Strategy

Assesses the clarity of brand vision, strategic positioning, competitive differentiation, and alignment with long-term business objectives.



Brand Equity

Evaluates the brand's reputation, recognition, customer loyalty, stakeholder trust, and long-term value in the marketplace.



Brand Communication

Measures the consistency and effectiveness of brand communications across all touchpoints to strengthen reputation, trust, and brand identity.



Brand Culture

Examines how the organisation's values and brand promise are embedded across leadership, people, and organisational practices.



A Recognition & Celebration of Brand Excellence

THE BRANDLAUREATE BEST BRANDS AWARDS 2026



The
Courage
to
Challenge

NOMINATIONS ARE NOW OPEN FOR THE AWARDS

For more information contact –
info@thebrandlaureate.com or call +603-77100348
www.thebrandlaureate.com



CORPORATE PROFILE



CORPORATE VIDEO

THE BRANDLAUREATE BEST BRANDS AWARDS 2026

The Courage to Challenge

The BrandLaureate BestBrands Awards 2026 trophy is a powerful expression of visionary leadership and the enduring courage to challenge what is possible. Elegant in design and rich in symbolism, it embodies this year's theme: **The Courage to Challenge**.

At its centre stands a distinguished human figure, poised with confidence and balance while raising a globe overhead. More than a representation of success, **the figure symbolises the responsibility of leadership**. It reflects organisations that continually **challenge convention, embrace change and remain steadfast in shaping the future** rather than merely responding to it.

The intricate patterns that adorn the figure represent **the unique journey of every exceptional brand**. No organisation achieves lasting success through certainty alone. Every milestone is earned by **challenging assumptions, overcoming adversity and continuously evolving** in response to changing markets and customer expectations.

Held high above is the **globe**, bearing the emblem of **The World Brands Foundation**. It symbolises the global influence of brands and the profound responsibility they carry. Today's leading organisations do more than compete, they shape industries, redefine standards and create lasting value for economies and societies around the world.

Supporting the sculpture is a refined gold pedestal, representing the enduring values upon which great brands are built: **vision, integrity, innovation and trust**. These foundations empower organisations to **challenge complacency, inspire transformation and remain relevant across generations**.

Finished in distinguished **24-karat gold plating**, The BrandLaureate BestBrands Awards trophy is **more than a symbol of achievement**. It is a celebration of organisations that possess the courage to challenge convention, challenge complacency, challenge cognition, challenge commitment and challenge culture, because **true leadership belongs to those who never stop redefining excellence**.



LINKEDIN



Challenge the Status Quo
Understanding Market Shifts & Perspectives
are very Important for Our Brands & Branding Business
It's all about Perception & Impact

-DrKKJohan



Dear Brand Leaders,

History has shown us that the greatest threat to successful organisations is rarely competition. More often, it is the comfort that success can bring.

The brands that continue to lead generation after generation are those that never allow achievement to become complacent. They continually question, innovate and challenge themselves, not because they have to, but because they understand that leadership is a responsibility that must be renewed every day.

This philosophy lies at the heart of this year's theme: **The Courage to Challenge**.

Challenge Convention by refusing to accept that today's way is the only way.

Challenge Complacency by recognising that excellence is never a destination, but a continuous pursuit.

Challenge Cognition by reshaping perceptions and creating brands that inspire deeper trust and stronger emotional connections.

Challenge Commitment by raising the standards of leadership, innovation and execution in everything you do.

Challenge Culture by fostering environments where people are empowered to think boldly, collaborate openly and pursue excellence together.

At The BrandLaureate, we have always believed that great brands are defined not simply by what they achieve, but by how they continue to evolve. The organisations we celebrate are those that embrace change with confidence, lead with purpose and inspire others through their unwavering commitment to excellence.

It is my privilege to invite your organisation to become part of The BrandLaureate BestBrands Awards 2026 as we recognise brands that continue to shape industries, influence society and redefine what leadership truly means.

Because the brands that shape the future are the ones with the courage to challenge.

With my deepest respect,

President Emeritus Prof. Dr. KKJohan
World President, The BrandLaureate