A YEAR OF ACHIEVEMENTS.
A LEGACY OF EXCELLENCE.
ACHIEVEMENT. RECOGNITION. LEGACY.



The Honorable
President Emeritus
Professor Dr KKJohan
World President of TWBF

Honouring the Brands That Inspire, Lead and Leave a Lasting Legacy.

Dear Esteemed Brand Leaders,

Behind every remarkable brand is a journey worth telling.

A journey shaped by vision, strengthened by perseverance, and brought to life by people who believe in something greater than themselves.

Every milestone achieved, every challenge overcome, and every promise fulfilled contributes to something far more meaningful than business success. It builds the trust, reputation and legacy of a brand.

As we look towards 2027, the world of branding continues to evolve. Markets transform, expectations rise, and new possibilities emerge. Yet, amidst these changes, one truth remains: **great brands are not defined solely by what they achieve, but by the difference they make, the trust they inspire, and the values they uphold.**

At The BrandLaureate, we believe that every deserving brand has a story of courage, commitment and conviction. For more than two decades, we have celebrated brands and leaders whose achievements have inspired industries, strengthened communities and contributed to the advancement of branding.

The BrandLaureate Brand of the Year Awards 2026–2027 continues this proud tradition, recognising brands that demonstrate outstanding achievements in brand performance, strategy, equity, communication and culture.

To be recognised as a BrandLaureate is more than a celebration of success. It is an acknowledgement of the journey undertaken, the people who made it possible, and the lasting value a brand continues to create.

For every entrepreneur who dared to dream, every leader who stood firm in their vision, and every team that worked tirelessly to turn ambition into achievement, this recognition carries a special meaning.

Because behind every great brand is a story worth celebrating. And behind every extraordinary achievement is a legacy worth remembering.

As we embark on another remarkable chapter, I invite you to celebrate the spirit of branding, the pursuit of excellence, and the achievements that will shape the years ahead.

Your Brand. Your Achievement. Your Legacy.

I look forward to celebrating with you at The BrandLaureate Brand of the Year Awards 2026–2027.

With my warmest wishes,

Hon. President Emeritus
Professor Dr KKJohan
World President

thebrandlaureate®
THE AWARD FOR BRANDS & BRANDING

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MORE THAN AN AWARD.
A RECOGNITION THAT ENDURES.

THE BRANDLAUREATE
BRAND OF THE YEAR
AWARDS
2026 -2027



YOUR BRAND. YOUR ACHIEVEMENT. YOUR LEGACY.

THE BRANDLAUREATE BRAND OF THE YEAR AWARDS 2026 -2027

GREAT BRANDS INSPIRE.
EXCEPTIONAL BRANDS LEAVE A LEGACY.

Celebrating the Visionaries, Innovators and Brand Leaders Who Shape Our World.

Every remarkable brand begins with a vision. Through determination, innovation and unwavering commitment, that vision becomes an achievement worth celebrating.

The BrandLaureate Brand of the Year Awards 2026–2027 honours deserving brands and leaders whose achievements reflect the spirit of excellence, the courage to innovate, and the commitment to creating lasting value.

A CELEBRATION OF YOUR BRAND'S ACHIEVEMENTS.
A RECOGNITION OF YOUR BRAND'S EXCELLENCE.
A TESTAMENT TO YOUR BRAND'S LEADERSHIP.
A TRIBUTE TO YOUR BRAND'S LEGACY.

THE WORLD BRANDS FOUNDATION
THE WORLD'S BEST BRANDS
THE BRANDLAUREATE

THE BRANDLAUREATE DIGITECH BESTBRANDS AWARDS



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THE BRANDLAUREATE Lifestyle BESTBRANDS AWARDS



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THE BRANDLAUREATE MEDICAL & HEALTHCARE ADVANCEMENT BESTBRANDS AWARDS



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THE BRANDLAUREATE HR-PDL BRANDING AWARDS



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THE BRANDLAUREATE BESTBRANDS AWARDS



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THE BRANDLAUREATE FAST MOVING GROWING, SUSTAINABLE BUSINESS & BRANDS AWARDS



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THE BRANDLAUREATE SMEs BESTBRANDS AWARDS



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NOMINATIONS ARE NOW OPEN
YOUR JOURNEY DESERVES TO BE RECOGNISED.

For more information contact –
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