

THE STAR, FRIDAY 5 FEBRUARY 2021

StarSpecial

PUTRA BRAND AWARDS 2020

Excellence *in Adversity*



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2020

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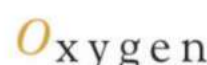
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Message from



Mohd Mustafa Abdul Aziz

CEO
Malaysia External Trade Development Corporation (MATRADE)

MATRADE is proud to be a supporter of the prestigious Putra Brand Awards driven by the Association of Accredited Advertising Agents Malaysia (4As), the Malaysian Advertisers Association, the Media Specialists, and the Malaysian Digital Association. Ever since its inception, the Putra Brand Awards has become an annual event that top brands look forward to.

Over the months, we have seen a great disruption to our industries due to the adverse impact of Covid-19 pandemic. In 2020, Malaysian businesses have been forced to transform their business operations and marketing plans to adapt to the challenging business environment, while remain committed to serve their customers. The current public health crisis indefinitely has posed a great hurdle to our local brands. Nevertheless, MATRADE takes cognisance of the efforts of Malaysian businesses in staying resilient and remains committed to support this Awards, which is in line with our mission to champion the growth of local brands.

The Putra Brand Awards acknowledges high achievers who become role models for others to emulate to push forward the brand agenda. In this highly challenging business landscape, the winners are the epitome of perseverance, who continue to expand their boundaries while remaining competitive and unique. MATRADE appreciates all the efforts from our illustrious homegrown as well as foreign brand owners that have dedicated their spirit of entrepreneurship, innovation and continuous improvement to drive sales and export.

The pandemic has greatly affected the world trade performance in 2020, yet Malaysia managed to strive through the crisis to become one of the leading exporters of essential products in the global supply chain. We have witnessed our homegrown brands that have been making major breakthroughs into the international market by capitalising on the opportunity to export and continuing committed to connect with buyers.

The new normal has forced many of us to work remotely, operate businesses online, and even switch to virtual learning for the educational institutions. It has seen that the pandemic has ushered us in a pivot to digital transformation. A blessing in disguise, the pandemic has accelerated our country's digitalisation agenda. For Malaysian businesses, digitalising business operations in this period is crucial to sustain business and remain tenacious in both our local and international

markets.

MATRADE takes a great pride in our mandate as the National Trade Promotion Agency under the Ministry of International Trade and Industry (MITI). MATRADE stood its ground with our vision, which is "To Place Malaysia as a Competitive Global Trading Nation" and mission to "Promote Malaysia's Enterprises to the World". With this Vision and Mission, MATRADE will ensure that Malaysian brands have the competitive edge in the global market.

Realising that Malaysian companies are the backbone of our economy, MATRADE strives to enhance the internationalisation of industries by virtually connecting foreign buyers with exporters through our 46 overseas offices worldwide. With the support of our five (5) regional offices located in Johor, Pulau Pinang, Terengganu, Sabah and Sarawak, MATRADE also prioritises the readiness to export of Malaysian companies before making their mark across the globe.

For post-Covid-19 recovery period, MATRADE will continue to work alongside with various trade associations, chambers and local companies. In 2021, MATRADE has planned to engage with 13,000 Malaysian companies through our Exporters Development and Export Promotion programmes. We have outlined 334 programmes that focus on the creation of more export champions in high-value sectors, the utilisation of digital platforms, inclusiveness, tapping on the current market trends, and forging strategic collaborations.

Given the current uncertainty of the global economy, MATRADE is doubling its efforts in engaging with digital tools to provide more business opportunities for Malaysian companies, particularly Small and Medium Enterprises (SMEs) and Mid-Tier Companies (MTCs). As such, we would like to invite all of you, champions of Malaysian brands to go global because "The Time to Export is Now". MATRADE is here to assist you with all the needs to penetrate the international market.

Finally, I would like to take this opportunity to congratulate all winners of the 11th Putra Brand Awards. May your success leaps you into a milestone of your brands' recognition both in Malaysia and the international arena.



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Malaysia External Trade Development Corp

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Message from



Andrew Lee
President
Association of Accredited
Advertising Agents Malaysia (4As)

NEARLY every year at these awards, we have spoken of changes to our industry, impacted by happenings in our society, whether it is politics, the economy, natural disasters, new technology, or other disruptors.

However, as much as we are all sick and tired of hearing about “the impact of covid-19”, there is no denying that the Covid-19 pandemic has been the biggest event of our lives by far, impacting each and every human being on the planet, forcing changes in our daily routines, constraining our movements, and upending our businesses.

The pandemic is only the latest challenge that we face, although it perhaps threatens to be the longest lasting and most severe challenge yet, as it affects the entire economy, hurting consumers and forcing them to choose where to spend their money.

Covid-19 has resulted in consumer behaviour changing significantly in the past year, and it will continue to do so for the immediate future, as long as the pandemic continues to run rampant, wreaking havoc across Malaysia and the world.

So what happens next? What happens after we get the vaccine? Will the economy rebound or will there be an extended recession? Are the changes in consumer behaviour permanent? At this point in time, it seems almost foolhardy to prognosticate.

But I also think that it is perhaps unnecessary to make any guesses, educated or otherwise. After all, at this very event in 2019, I said “The more things change, the more they stay the same,” and I still believe this maxim holds true, perhaps even more so than before.

Brands have always needed to evolve and adapt to changing consumer behaviour in

order to survive, and the coming decade will be no different.

Amidst this chaos, there is opportunity, and brands will have to be very aware of their relationship with their consumers to make the most of it. Today’s consumer has much to occupy the mind, with a myriad distractions, and even existential crises to cope with. Is there any room left for brands to make an impression, offer some respite, or even a solution?

Which brands will consumers connect with? They will look for brands that are well defined and relevant; brands that reflect consumers’ desires and values; brands that are consistent in their messaging, developing credibility and trust; and brands that have continued to invest during tough times, building and maintaining meaningful consumer relationships.

The Putra Brand Awards continues to prove itself as a valuable and definitive measure of that consumer-brand relationship.

By measuring consumer impression of brands, their purchase intentions, and whether they would make word-of-mouth recommendations of those brands, the Putra Brand Awards are a true reflection of brand penetration into the consumer mind.

More than ever, consumers the world over are making their voices heard. It is no different here in Malaysia, and consumers want to have a say in choosing brands that reflect their personality, their resiliency, and how they face adversity and challenges.

Bad times never last forever. When consumer demand returns, so will customer choice. It is therefore imperative that brands continue to advertise today in order to be remembered tomorrow. Tough times come and go, but the best brands endure.

Message from



Datuk Johnny Mun
Organising Chairman
Association of Accredited
Advertising Agents Malaysia (4As)
Senior Adviser & Council Member

Greetings and welcome to the 11th edition of the Putra Brand Awards. The pandemic may have prevented us from staging a gala night to celebrate this year’s award presentations.

It however was unable to limit the enthusiasm and anticipation in the run up to the results of the Putra Brand Awards 2020.

Last year has been a tumultuous year to say the least. So, it was no surprise that many marketers clung on to their budgets in fear of the worsening of the economy.

Survival of the business was prioritised over the need to stay connected with the consumers. Even if and when spending of ad dollars occurred, the drive was very much promotions-skewed.

We have learned through time that connecting with consumers is key to carving out a niche for brands in the minds of consumers.

This is a discipline that needs to be adhered to no matter what challenges there may be, this global pandemic included.

Thankfully, pandemics do have lifespans. Brands that embrace the situation with a sustained presence, either through its marketing and communications efforts or CSR activities, will surely prevail once the scourge is over.

This is evidenced by many of this year’s winners.

These brands chose the difficult route of facing the pandemic head on and embarked on aggressive communication programmes across all platforms.

Many have undertaken bigger commitments into CSR campaigns to endear themselves with their consumers.

By turning the pandemic into an opportunity to ‘give back’ to the community, these brands will certainly be favoured when the turnaround comes.

The Putra Brand Award is called ‘The People’s Choice’ award for good reason. The intent of the 4As in creating and funding this money-cannot-buy award is to promote and encourage brand-building among the market-

ing fraternity.

The public is then invited to vote for the brands that made the effort to connect with them most.

Eleven years on, the 2020 Putra Brand Awards commenced with a robust online survey in partnership with Ipsos and more than 25 media partners.

Conducted over a period of two and a half months, this survey eventually culminated with the endorsement of the people’s choice of winners by a Board of Governors.

The stature of the Award is not just restricted to local shores. The genuine success of this authentic, publicly-endorsed award has caught the attention of advertising associations and marketers across the region.

They have reached out for consultation and collaborations for the Award show to be held in their respective countries.

The Award is one of the 4As most prized creations. It has grown to become Malaysia’s, if not the region’s, only true brand award to be recognised and sought after by marketers. “Money-cannot-buy” will remain the credo for this award.

For all winners in all 23 categories today, my heartiest congratulations to you for being voted The People’s Choice.

More importantly, kudos for having the courage to keep the conversation going with your consumers, even in these challenging times.

As we look forward to a better year ahead, and to the opportunity to celebrate The Putra Brand Awards together at the gala presentation, I sincerely hope that all of you marketers will not let the current situation get the better of you.

Instead, in spite of the adversity, to take the bull by its horns and soldier on. In closing, I would like to borrow a quote to remind us that when the going gets tough, the brands that get going will thrive.

The very best wishes for the Lunar New Year.



Selection criteria for the awards:

This is based on consumers' choice of the brands in the market that consistently invest in brand building. This year, close to 6,000 consumers responded over the six week-long research period which was promoted via 25 digital platforms. The research was carried out by Ipsos Sdn Bhd to determine Malaysia's favourite brands within multiple categories.

Respondents rate the brands based on the following factors: their impression of the brands, their intention to purchase the product or services of the brand, their "forced" choice of the brand and those they would recommend to friends and families.

A Prestigious People's Choice Award:

Into its eleventh year, the Putra Brand Awards is a closely-followed event by top marketers every year. It's an event in which they look forward to in order to keep tabs on the brands that are favoured by consumers' in the market.

The Association of Accredited Advertising Agents Malaysia (4As) introduced the Awards in 2010. It is endorsed by MATRADE as Brand Champion Partner and supported by the Malaysian Advertisers Association, Malaysian Digital Association and the Media Specialists Association.

It is organised by the 4As in collaboration with the Star Media Group as its main sponsor. This year, there are 23 award categories in addition to three special award categories.

And the big winners are:



	PLATINUM	GOLD	SILVER	BRONZE
Apparel & Accessories	Uniqlo	Adidas	H&M	Bata, Poh Kong, Siti Khadijah, Swatch
Automotive	Toyota	Honda, Perodua	Mercedes, Proton	BMW
Automotive (Fuel, Lubricants & Accessories)	Petronas	Shell	Michelin	Petron
Banking, Investment & Insurance	Maybank	RHB Bank, VISA	CIMB Bank, Public Bank	AIA, Prudential Assurance
Beverage - Non Alcoholic	Milo	100PLUS, Spritzer	Nescafe	BOH, Lipton, Nestum
Beverage - Alcoholic	Tiger	Heineken	Guinness	Carlsberg, Somersby
Beverage - Dairy	Yakult	Vitagen	Dutch Lady	Nestle Omega Plus
Cameras, IT and Office & Business Equipment	Samsung	HP	Canon, Panasonic	Faber-Castell
Communication Devices	Samsung	Huawei		OPPO, Vivo, Xiaomi
Communication Networks	Digi	Celcom, Maxis	Axiata, Hotlink	Time dotCom
Education & Learning	UNITAR International University	Universiti Kuala Lumpur	Taylor's University	Monash University, Sunway University
Entertainment	Golden Screen Cinemas	Sunway Lagoon, TGV Cinemas	MBO Cinemas	MST Golf
Foodstuff	Gardenia	Maggi	Prego	KitKat, Munchy's
Health	Panadol	Dettol, Strepsils, Vicks	Scotts	Hurix's, Redoxon
Home Improvement Products & Stores	IKEA	Energizer	Nippon Paint	Harvey Norman, Jotun, Senheng
Household Products	Sunlight	Softlan, Top	Febreze	Breeze, Ridsect, Shieldtox
Media Networks	Astro	The Star, TV3	New Straits Times	Berita Harian, The Edge, The Sun
Personal Care	Dettol	Colgate, Vaseline	Sensodyne, Sunsilk	L'Oréal Paris, Pantene
Personal, Household & Outdoor Appliances	Panasonic	Samsung	Sharp	KDK
Property Development	Sime Darby Property	IJM Land	SP Setia, UEM Sunrise	EcoWorld, Gamuda Land, Sunway Property
Restaurants & Fast Food	McDonald's	KFC	Texas Chicken	Domino's, Nando's, Subway
Retail	7-Eleven	Watsons		Mudah.my, Mydin, Tesco
Transportation, Travel & Tourism	Malaysia Airlines	Touch n' Go	Premium Outlets	AirAsia, Grab

Winners can contact the organisers to order their trophies



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2020
PLATINUM



THANK YOU, MALAYSIA, FOR MAKING US YOUR NUTRITIOUS EVERYDAY FAVOURITE!

Malaysians are a diverse lot but we have much in common too, such as our love of MILO®. So, thank you all for making MILO® a part of your everyday life for over 70 years. We're honoured to be the *rakyat's* choice for the Platinum Award at the Putra Brand Awards, and promise to continue fuelling Malaysians with the energy to go further for many more years to come.



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PUTRA BRAND OF THE YEAR

Bread maker, brand winner



KOH CHIN HUAT
CEO
Gardenia Bakeries (KL) Sdn Bhd

GARDENIA

GARDENIA bagged the coveted “money cannot buy” Putra Brand Awards 2020’s brand of the year.

“We are extremely proud that we won brand of the year for 2020. Since the Putra Brand Awards started in 2011, Gardenia has won gold and platinum awards,” said Gardenia Bakeries (KL) Sdn Bhd chief executive officer Koh Chin Huat.

“We are very grateful that consumers have rewarded us with the brand of the year award for 2020.”

Winning Putra Brand of the Year on top of the Platinum award for Foodstuff speaks volumes about the credibility of the brand, he added, and this motivates Gardenia to work even harder to serve consumers better.

Also known as the People’s Choice Awards, brands are hand-picked by consumers with a robust survey of some 6,000 respondents.

Gardenia has been placing its consumers first for years, and now it has set aside RM1.5mil to give back to the community.

“The company pledged RM1mil to help

those financially affected by the Covid-19 pandemic and we are working closely with the Social Welfare Department, food banks and NGOs to distribute our product to people in need,” said Koh.

Gardenia has been supplying fresh bread, buns and spread to some 70 homes across the nation.

Over the past seven years, Gardenia participated in a back-to-school programme; this year Gardenia will donate 1,000 school bags, water bottles and goody bags to children.

Koh said that while Gardenia is the market leader in the Philippines and Singapore, its Malaysian operations is zeroing in on “untapped local potential”.

Gardenia has launched products like Roti Roll-Up Wraps and NuMee, the only pasteurised noodle in the local market – delivering on its promise to provide healthy options.

“One of our objectives is to create a better world for our consumers. Gardenia fulfils our commitment to deliver the best,” said Gardenia general manager of marketing and business development Derrick Khoo Chorn Seng.

He said the company would not hold back on brand building despite the Covid-19 pandemic.

“More importantly we managed to maintain our presence in the market and our efforts have been acknowledged by consumers amidst headwinds,” he added.

Khoo said that brand building is one of the survival strategies of a successful brand and consumers would turn to trusted brands during a crisis.

“During the pandemic, we started the Gardenia Always With You campaign, with authenticity and passion to put consumers first. Our good efforts were acknowledged by consumers last year and we came out on top,” he added.

Association of Accredited Advertising Agents Malaysia (4As) senior adviser and Putra Brand Awards 2020 organising chairman Datuk Johnny Mun said that aside from advertising and brand building, another important factor is the company’s corporate social responsibility (CSR) programmes. CSR is a critical component and criteria for winning brands, he said.

PUTRA ENTERPRISING BRAND OF THE YEAR

Quality education for all Malaysians



PUVAN BALACHANDRAN
CEO
UNITAR International University

UNITAR INTERNATIONAL UNIVERSITY

UNITAR International University was voted Putra Enterprising Brand of the Year under the Putra Brand Awards 2020.

“Winning one Putra Brand award is humbling enough. But to win two at the same time – the Platinum award for Education and Learning, and the Enterprising Brand of the Year award – is testament to the passion and ability of the entire UNITAR team as we strive to create highly employable and entrepreneurial global citizens,” said UNITAR International University chief executive officer Puvan Balachandran.

UNITAR with three higher education and training institutions, he said, is a holistic learning ecosystem which provides a comprehensive programme offering that allows for flexible pathways to relevant qualifications.

“It is this flexibility which makes us the people’s choice for higher education. And we are humbled that they feel the same way,” he added.

While education, like most industries, has

been affected by the Covid-19 pandemic, UNITAR has embraced changes and adapted to the situation.

“The pandemic has accelerated not only global trends, but also UNITAR’s strategic plans. We have always been a leader in online learning and are now implementing plans for innovative new products which were originally meant for 2023,” said Puvan.

“Additionally, we are also leveraging on the key learnings from 2020 to further strengthen UNITAR’s governance in line with our new organisational values of N.A.D.I. – Nurturing, Accountable, Dynamic and Integrity.

“We see ourselves as the people’s university – a higher learning institution that delivers employability, creates entrepreneurship pathways, and provide lifelong learning platforms.”

He added that the pandemic has made universities more socially embedded than ever before, and the institutions have taken a more active role in caring for communities.

Puvan said that UNITAR’s biggest asset for 24 years now has been its consistent commit-

ment to providing accessible and affordable education to the people.

“For 24 years, UNITAR has remained committed to help bridge the urban-rural gap through our dedicated partners at the UNITAR regional centres nationwide.

“It is with their support which allows us to cater to the needs of the people in Sabah, Sarawak and Peninsular Malaysia. This is why receiving the People’s Choice Award for Education and Learning means so much to us.

“Over time, how we helped learners has evolved as the needs of the world has changed.”

One of the key objectives of the Putra Brand Awards is to promote local brands, with the hope that it will be a springboard for them to go international.

Puvan commented: “The moment you are online, your reach is global. But to succeed globally, you need to have the right partners. And that is why we are calling for like-minded organisations big and small to be part of the UNITAR learning ecosystem and truly make education accessible and affordable.”

PUTRA BRAND ICON

High in the eyes of Malaysians



LAU YIN MAY
Group Chief Marketing and
Customer Experience Officer
Malaysia Airlines Bhd

MALAYSIA AIRLINES

MALAYSIA Airlines expressed its gratitude to Malaysians for choosing the national carrier as the Putra Brand Icon under the Putra Brand Awards 2020.

“As the flag carrier connecting Malaysians globally and a brand that represents the nation in presenting Malaysian Hospitality to the world, we have a duty to uphold national obligation,” said Malaysia Airlines Bhd group chief marketing and customer experience officer Lau Yin May.

“This level of acknowledgement will certainly reinforce the importance of maintaining our brand top of mind and connection with our customers at all times, especially so during challenging times like this, and will motivate our people to continue to push themselves to deliver our brand to represent Malaysia and Malaysians.

“As we prepare for the gradual opening of the borders, we will continue to keep our

customers updated with the dynamic travelling rules via our informative one-step centre and at the same time reinforce the safety of air travel while travelling with Malaysia Airlines, via our #FlyConfidently campaign.

“Malaysian Hospitality will continue to be at the core of everything that we do because people, be it our customers or our employees, are the centre of gravity at Malaysia Airlines,” she said.

As one of the key objectives of the Putra Brand Awards is to promote local brands, with the hope that it will serve as a springboard for them to go international, Lau added: “We remain committed to representing Malaysian Hospitality through our products and services to the world as how we started decades ago.

“Winning this award solidifies our contribution to the nation in bridging the world to discover the beauty of Malaysia’s diverse culture, heritage, and lifestyle.”

According to Lau, Malaysia Airlines active-

ly supports local communities, such as donations to victims of natural disasters and assisting families or individuals in need.

On the pandemic front, Malaysia Airlines supports efforts to combat Covid-19 by donating blankets and meals to medical frontliners at KLIA, and ferrying PPE and medical supplies through its sister companies MABKargo and MASwings.

“To date, we have also operated more than 200 repatriation flights to bring our fellow citizens safely back home to their loved ones,” she said.

Lau added that giving back to the community has always been one of Malaysia Airline’s priorities.

On winning a “money cannot buy” Putra Brand award, Lau commented: “It’s a prestigious award that every industry player aims for as it gives the validation taken directly from the people, who are most important to us. This award tells brands where they belong in the eyes of the public!”



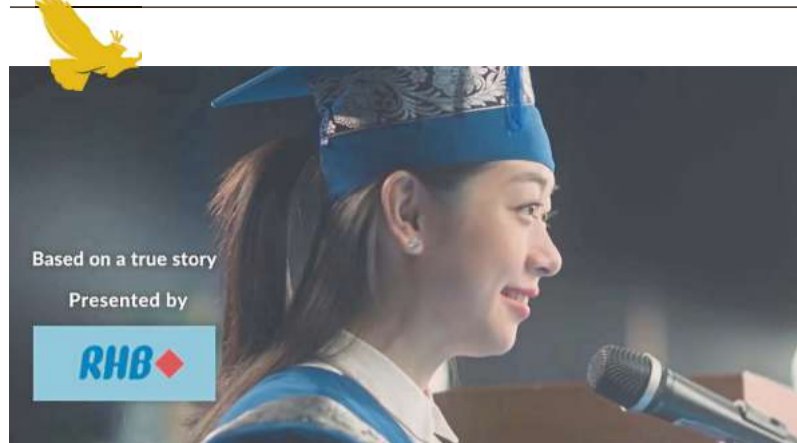
5 GOLDEN EAGLES IN THE BUCKET. AND WE'VE JUST CAUGHT ANOTHER.

Thanks to your support, KFC has won a Gold at the Putra Brand Awards for the 6th year in a row. Adding this feather to our cap is no easy feat, so once again, thank you for being the wind beneath our wings.

This fried chicken brand would cross all the roads for you.



Franchise holder:
QSR Brands (M) Holdings Bhd.



RHB's Chinese New Year video for 2021 is an extraordinary story about love, told by a daughter as she recounts her memories growing up with her father. After losing her mobility from a tender age, she found that while the path to one's dreams is often obstructed by challenges, we seldom have to walk it alone. The strength to progress will always be found in the unconditional support of our loved ones, just as they can always count on us to find theirs.

Message loud and clear

RHB speaks to consumers with clarity, consistency and creativity

'The worst a brand can do is go completely dark. It just sends the wrong signal, that a brand is only there for the good times and not the bad,' said Khairussaleh.

EVEN the best-laid plans count for nothing when a crisis of unprecedented proportions occurs. With Covid-19, most brands' meticulously planned approach for 2020 became redundant. It is in these very troubling and uncertain times that brands should be even more active and remain connected with its consumers, customers and audiences.

Knowing that the pandemic could quickly chip away hard-built trust and long-standing relationships, RHB Banking Group moved quickly to reassure its customers. When waves of uncertainty come crashing in, a tightly defined brand purpose is the north star that lights the way for businesses to navigate troubled waters.

Realising that its entire marketing plan had to be revisited and new strategies had to be created on the fly amid unprecedented restrictions to delivery, RHB went back and found inspiration in its purpose: Together We Progress.

Displays of empathy, inspiration and even appropriate humour are some of the ways brands can still be part of social conversation.

"The worst a brand can do is go completely dark. It just sends the wrong signal, that a brand is only there for the good times and not the bad," opined RHB Banking Group managing director Datuk Khairussaleh Ramli.

Where RHB stands, branding is all about the trinity of clarity, consistency and creativity.

RHB's success is rooted in its clarity of purpose, as it is absolutely clear on the role it plays in the lives of its customers: Together We Progress.

Just as important is the consistency of RHB's brand narratives. RHB has consistently championed Malaysians from all walks of life. This unwavering approach is based on a powerful marketing fact – that an ownable brand platform (such as RHB's festive campaigns) possesses a powerful compounding effect as each new campaign builds on past efforts instead of starting from scratch.

Obviously, the same narrative cannot be employed over and over again so that's where creativity comes in – the ability to find an idea or way of delivery that captures the audiences' attention.

A big part of successful branding is also about knowing where not to be.

Brands need to be mindful that its communication and messaging are in sync with prevailing audience sentiment. Nobody likes a tone-deaf brand.

The opposite is also true. By adopting an appropriate message said in the right tone and manifest-



RHB provided meals and other basic necessities to frontliners fighting the pandemic.



ed in believable behaviour, this will strengthen a brand's position.

Brand behaviour plays a large role in creating a brand's image. Beyond ads, it is also all the initiatives and social projects that RHB has implemented that reinforces its position as the people's ally.

RHB introduced many initiatives such as its special relief fund and payment assistance, as well as provided meals and other basic necessities to frontliners to ease the burden of those impacted by the pandemic.

More recently RHB launched its Chinese New Year campaign that tells the story of unconditional support and promotes a bit more understanding of a rare illness – all of which stays true to RHB's brand values of togetherness, support and unwavering commitment.

"In essence, the investment that we put in our brand is not just through the marketing spend but also living up to our brand purpose through the many other efforts that we put in place to support our customers as well as the communities," said Khairussaleh.

"We are driven by our values. The organisation's values must be reflected in the way we serve our customers and in the products and services that we offer."

As an institution that walks the talk, RHB has been voted a gold winner in the Banking, Investment and Insurance category of the Putra Brand Awards 2020, also known as the People's Choice Awards.

"We are humbled and honoured by the confidence placed in us by our customers, and this award



The B40 communities and welfare organisations are beneficiaries of RHB which donated essential supplies to them.

truly reflects the extent to which the RHB brand connects and engages them in their daily lives," said Khairussaleh.

"In challenging times, customers are more aware and more focused on their needs and requirements. Hence, we need to reprioritise our business strategy, understand what matters to our customers and the community, and connect with them

in a differentiated manner that gives a refreshed sense of hope.

"It is only by living our values with sincerity that we will be able to ensure that our brand will remain sustainable and competitive. This is clearly demonstrated in our tone of voice, which embodies our brand personality and values.

"This drives us to ensure that

our brand promise of Together We Progress resonates clearly in everything that we do, fostering relatable connections with those we serve, while building and solidifying deep relationships based on mutual trust and respect," he said.

RHB is a gold winner in the Banking, Investment and Insurance category of the Putra Brand Awards 2020.

Because our journey rests on the shoulders of *your progress.*

The path to where we are today is not paved only by our strength alone, but by the millions of you who have trusted us to bring progress to your lives each day. Winning the Gold Award – our third consecutive win at Putra Brand Awards – is for both you and us, for together we progress.

Discover more about RHB Group at www.rhbgroup.com



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2020
GOLD

Together We Progress



PLATINUM WINNERS




HENRY TAN
Group CEO
Astro Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands need to engage and care for the community. Astro was quick to support Malaysians with complimentary viewing of additional content, broadcasting over 12,000 hours of public service information, 24-hour daily news updates and debunking misinformation. We are honoured that

Malaysians recognised Astro as the top 10 most caring brands.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We are accelerating our digitalisation initiatives to deepen engagement with our customers. Our digital brands are serving 13.4 million users and our streaming app, Astro GO, saw its monthly active users jumped 78% to 1.7 million.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Now is an opportune time to invest in building brand affinity because of higher consumers' attention and engagement level as they spend more time at home. Our goal is to work hard to be the entertainment destination for Malaysians.

What are some of the key elements for a successful branding exercise?

Brands that show genuine care in this time of need will be appreciated by customers. With schools closed, we champion education with Pelan A+ SPM and TV Pendidikan on Tutor TV and Astro Ceria to support students in their studies.

#WhateverFromHome





KOH CHIN HUAT
CEO
Gardenia Bakeries (KL) Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

For Gardenia, we sailed through the hurdles in 2020, we survived and recorded a good growth in sales. We learned that it's the brand position in these challenging times that will decide whether you survive the crisis. Your brand and how you position yourself during the difficult time is what will stick most in the hearts of your consumers for years to come. They will turn their attention towards the brands that they're most loyal to, to decide whether they're worthy of support.

During the Covid-19 pandemic, we activated the Gardenia "Always with You" campaign which is in line with our brand positioning, "Gardenia Cares". It showed our commitment, authenticity and passion to put our customers first, understand them and find a solution. The good efforts were acknowledged by our consumers. It made us

come out on top.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

As a market leader, what is important is preserving the brand promise and the consumer journey, and keep it as pristine as possible at the end of this pandemic. Armed with humility, experience and confidence, we embraced the business disruption by leaning towards digital ways of working and connecting with our customers to the best of our ability, conscious that this may likely have lasting effects.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

At Gardenia, our encounters in 2020 told us that investing in brand building has proven a right thing to do. We managed to retain our presence in the marketplace and our

good efforts were being acknowledged by the consumers amid headwinds. This is one of the strategies for the survival of successful brands. Our focus, moving forward, is to continue being better in our engagement with our consumers and ensuring that these relationships are upheld.

In 2021, we are investing more in building on consumer insights, innovation excellence, brand building exercises, human capital development and supply chain optimisation.

Last but not least, achieve network optimisation by ensuring freshly baked products to be delivered daily to our consumers without fail.

What are some of the key elements for a successful branding exercise?

We need to make sure that our brands are acting consistently, effectively and authentically according to the brand response and positioning strategy if we want to succeed in the long-term.




NG SU YEN
Business Executive Officer, MILO
Nestlé (M) Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Be agile to pivot original plans quickly to remain relevant in the new environment and the consumers' wants and needs. Tap into trends while staying true to the brand's essence and values to ensure that your brand's communication remains unique and ownable in a sea of sameness.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

For MILO, in the environment when there's much uncertainty and spreading of negative news, we decided to inject some positivity and provide assurance by tapping into the love and connection the consumers have towards the brand through our MILO 70 years campaign. Our message of perseverance for the past 70 years and hope for the next 70 strengthened that connection. And staying true to MILO's commitment to

drive an active Malaysia, we found ways to motivate Malaysians to stay active at home via our MILO Rentak Aktif and MILO Champions Clinic E-coaching throughout the year.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes, they should. The Covid-19 pandemic will be a long and arduous fight and the new normal would be very different to what we are familiar with. Use this time to grow and evolve the brand together with the consumers so that you are not left behind in the new normal. Companies who want to achieve success in the long term need to continue investing towards initiatives that help the brand create value in these areas – in the good and in the difficult times.

What are some of the key elements for a successful branding exercise?

Stay true to what the brand stands for

when tapping into what is relevant to the rakyat in these challenging times. Always take a sense check to ensure that your brand is not tone deaf to what's going on in the country and the people's sentiments.





Datuk AZMIR MERICAN
Group Managing Director
Sime Darby Property Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

We have observed during this time when physical interaction is restricted, brands all over are moving to maximise their online presence as digital touchpoints have become the best ways to connect with potential and existing customers.

What steps are the company taking to cement its brand among consumers amid a challenging year?

We started with launching our online guided sales experience to our customers in the first week of the first MCO to ensure our customers can still enjoy the Sime Darby Property end-to-end sale experience from the safety and comforts of their home.

This was complemented with our promotional campaigns, namely the Spotlight 8 and Your Instalment on Us campaigns that provide customers with

upfront savings on a wide selection of our products.

We are very mindful of how challenging the past year has been for many of us, especially the frontliners.

Recognising this and to further solidify Sime Darby Property's position as a sustainable brand that cares for the people, we launched the #BERSAMA campaign last April to thank the frontliners.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

It is vital for brands to keep up with the ever-changing climate to remain fresh and relevant, while continuing their presence across both digital and conventional media despite market challenges.

Continued investment in brand building is necessary to thrive during this unprecedented time.

For longstanding companies such as Sime

Darby Property, we strive to continue our rich legacy through meaningful interactions with our stakeholders.

What are some of the key elements for a successful branding exercise?

A successful branding exercise requires a holistic approach. Branding is what consumers see, feel and experience. A brand that stands out is a brand that recognises its consumers, their feedback and actually act upon them.

It is crucial to show that their voices are heard and that they are a part of the brand's growth.

In an uncertain environment, innovation and creativity continue to be a priority. Digitalisation and innovative initiatives will ensure that we are agile to face changes and disruptions in the market. With the availability of various digital platforms, it has become much easier to engage and learn consumers behaviours.



Only through perseverance,
endurance, determination & tenacity
can we *build better tomorrows*.



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2020
PLATINUM

2020 was indeed a year of challenges with its fair share of ups and downs. It was a year which saw many uncertainties and trials. However, through all that, one thing remained certain - the support we received from all of you.

Thank you for honouring us with the Platinum Award for Property Development, a recognition of great significance to us as it is one voted and bestowed by you, the Malaysian people.

The recognition reaffirms our purpose and vision, validates our efforts to deliver future-ready developments, and motivates us to continue developing sustainable communities for generations to come.

1 800 88 1118
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Sime Darby Property Berhad
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PLATINUM WINNERS



PETRONAS



AZRUL OSMAN RANI
Managing Director and CEO
PETRONAS Dagangan Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Our priority during this period is to continue offering superior customer experience through our myriad of offerings and innovative solutions while ensuring that our customers feel safe at our premises.

This positioning has given us an edge, as we are able to address the changing needs of our customers.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Our three focus areas are enriching livelihoods, assuring safety and convenience through innovation.

We designed our programmes to benefit those affected including frontliners, the underprivileged and local entrepreneurs.

We continuously invest in innovation, introduced new features on Setel – enabling

customers to minimise physical contact and maximise safety at our stations.

We ease refueling needs via ROVR service and upgraded stations' facilities including payment terminals for a seamless and frictionless customer experience.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Branding efforts should continue for companies to remain relevant, especially during a time when the market landscape is changing, and investments should be focused on where it matters most for stakeholders.

For PETRONAS Dagangan, we always ensure that we remain at our customers' top of mind.

What are some of the key elements for a successful branding exercise?

We believe in seeing things from our customers' lens, which has always been the

guiding principle in everything that we do. The PETRONAS Primax 95 with Pro-Drive and the PETRONAS Primax 97 with Pro-Race, which was launched in December 2020, have been enhanced according to our customers' needs.

I believe this continuous improvement is what gives Malaysians the confidence to choose PETRONAS as their preferred brand for the 11th consecutive year.



TOYOTA
ALL ABOUT THE DRIVE



K. RAVINDRAN
President
UMW Toyota Motor Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

We always put people and customers first. This is the philosophy and DNA of the Toyota brand.

While the brand is positioning itself to be more youthful, sporty and exciting, and towards being more relevant to customers, we continuously provide for our customers' needs especially in these new norms.

We recognise that this is more than a brand image but also a brand promise that we intend to deliver.

During this pandemic, it is heartwarming to see companies in the corporate sector offering their expertise and facilities to support the frontliners.

Together with our subsidiary Toyota Boshoku Sdn Bhd (TBU) we supported by producing the much-needed personal protective equipment (PPE). This is also how the brand stays relevant and connected to

the present time and circumstances.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Toyota continues to stay relevant and connected to our target audience. Over the past three years, we have evolved into a young, sporty and exciting brand through our Gazoo Racing endeavours.

This has allowed us to reach out to the masses particularly to the young and young-at-heart. The introduction of GR products in 2020 is a testament of our commitment to this.

In the coming years, we will further cement this initiative with an exciting introduction of a new brand pillar projecting our brand image towards being innovative, cutting edge and advanced.

Should companies embark on their branding investments in the wake of the

Covid-19 resurgence?

In more ways than one, companies are affected by this unprecedented pandemic. However, businesses will have to continue with the need to sustain market presence.

Hence, the Toyota brand must and will continue to engage with our customers during these times. It is important for us to continue to stay relevant and top of mind.

What are some of the key elements for a successful branding exercise?

In today's market, a successful branding exercise is determined by the overall perception of our consumers.

Therefore, it is vital to understand our customers and ensure that we stay relevant to the market by delivering our brand promise. This is achieved by staying consistent and true to our communication and brand experience.



HIROSHI HAMADA
Managing director
Yakult (M) Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

These trying times are exactly the right time for brands to fulfil our corporate social responsibility and give back to the community. We all have a role to play to help each other and pull through this challenge together.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We have been giving our full support to the frontliners through product sponsorships, we are continuously encouraging the public to maintain good hygiene practices and

promoting healthy nutrition practices for stronger immunity as well as encouraging active lifestyle through our football related activities via social media during Covid-19 pandemic situations.

Should companies embark on their



branding investments in the wake of the Covid-19 resurgence?

Branding investments have to be considered with care in the wake of this pandemic. We always try to bring value and make a difference to the community through each of our programmes and avoid purely branding exercises.

What are some of the key elements for a successful branding exercise?

I believe in making a real difference in people's lives, in line with our corporate philosophy: We contribute to the health and happiness of people around the world.



BRYAN WONG
Cluster General Manager
GSK Consumer Health Malaysia,
Singapore and Brunei

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Covid-19 has created a paradigm shift in consumer needs and behaviour. It has also dramatically changed the consumer's media habits. It is important for brands to be consumer obsessed and continue to be relevant to consumers.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Panadol's purpose is to give consumers freedom from pain so that the human spirit can shine. Our campaigns and products aim to drive trust and efficacy. In this ambiguous time, we have also launched PSA campaigns to urge consumers to stay home and stay safe.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We at Panadol realise that pain can strike

at any time and disrupt life. We will continue to invest in educating consumers on how to manage pain so that they can focus on the moments that matter.

What are some of the key elements for a successful branding exercise?

Our campaigns focus on bringing alive our brand purpose and build trust among consumers. We aim to create campaigns that are memorable, persuasive and rich in consumer insight.





TOYOTA SYNERGISED MOBILITY

To our loyal customers...

THANK YOU FOR YOUR TRUST AND SUPPORT.

We would like to extend our sincerest gratitude to you for making us your favourite automotive brand for the second year running.

We are equally humbled to have been awarded in these categories;

HILUX		No. 1* Pick-up
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YARIS		No. 1* Non-national B-Segment Hatchback
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We hope you continue to be with us as we work towards our goal of a world where driving and living is combined into one seamless experience — a world with **Toyota Synergised Mobility**.

*According to number of sales recorded by Malaysian Automotive Association (MAA).



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PETRONAS' 11th consecutive win at the Putra Brand Awards as Malaysians' favourite automotive fuel and lubricants is a testament to the company's progress in remaining competitive in the industry.

PETRONAS Dagangan Berhad (PDB)'s continuous improvement to its line of products, particularly its Primax fuels and Syntium lubricant, has given customers the confidence and trust in the brand over the years.

PETRONAS Primax fuels

Having just introduced the new PETRONAS Primax 95 with Pro-Drive in 2019 to much success and recognition, the company then introduced the improved PETRONAS Primax 97 with Pro-Race in December 2020.

Known as its best fuel, the new PETRONAS Primax 97 with Pro-Race has been engineered to meet the demands of present-day high technology engines – giving them a more powerful, responsive and efficient performance.

It utilises a formulation that is unique to PETRONAS, enhanced with the world's first advanced dual friction modifier, allowing the fuel to be 25% more efficient in reducing friction compared to its previous formulation.

The new friction modifier chemistry also incorporates a unique fuel and oil interaction

Power to move beyond

PETRONAS pushes the boundaries to deliver superior products and services

formula that helps to increase fuel efficiency, resulting in further mileage and lower carbon emissions.

The new fuel also removes 99.9% of deposits from key areas in the engine, unlocking the car's full potential to achieve effortless power.

The performance of the new fuel was testified by customers through a series of blind tests whereby the majority of the participants agreed that the PETRONAS Primax 97 with Pro-Race performed better than other premium fuels that they currently use.

PETRONAS Syntium and Sprinta

PETRONAS' fluid technology capabilities are also reflected in its range of lubricant products.

Similar to its fuel products, the new formulation was also developed for both the PETRONAS Syntium and PETRONAS Sprinta range to meet the changing needs of motorists and engine requirements.

PETRONAS Syntium lubricant with CoolTech is formulated for modern driving conditions and developed with strong oil chains to defend against excessive engine-damaging heat, while optimising fuel efficiency and keeping engines cool.

Its flagship motorcycle oil the PETRONAS Sprinta with UltraFlex was also enhanced to react instantaneously to changing road and riding conditions, protecting the bike's critical areas and providing exceptional engine performance and longer bike life.

Making life simpler and better

At PETRONAS, it's all about making customers' life better and simpler.

Seeing from customers' lens, PDB has continuously introduced new innovative offerings to enhance customers' experience such as the Setel – Malaysia's first mobile application that integrates the payment platform with the pump; Kedai Mesra; and loyalty benefits to create seamless

retail-on-the-go experience.

Setel has been recognised as the only refuelling app in the market that helps minimise physical touch points, as it can also be used to pay for Kedai Mesra items. To-date, Setel has garnered over two million users.

Setel also became the first mobile application in Malaysia to offer Deliver2Me, an initiative that allows Setel users to purchase selected items from participating Kedai Mesra stores and have it promptly delivered directly to their vehicle while refuelling.

Another innovative solution is ROVR, a mobile refuelling service.

ROVR has been serving commercial customers (B2B) since its pilot in October 2018 and has since delivered over 10 million litres of fuel.

ROVR serves primarily B2B customers across multiple industries and has played a pivotal role in ensuring uninterrupted fuel services to numerous fleets during this unprecedented pandemic as well as the recent flood in Pahang.

Over and above these unique offerings that give PDB an edge in

the fuel retailing industry, PDB remains committed in its sustainability agenda of promoting the growth of local entrepreneurs.

Emphasis on local brands are given via its Love Local campaign, aimed at stimulating domestic consumption by empowering buyers to choose local brands.

The campaign features collaboration with over 70 local brands across various industries offering deals ranging from food and beverage, tourism, hotel, beauty and health to lifestyle experiences – including brands such as TeaLive, MarryBrown, Royale Pharma, Kings Bakery, Berjaya Group and the Ri-Yaz Group of hotels.

PDB will remain committed in pushing boundaries to deliver superior products and services that meet the current needs of its customers and to continue to give Malaysians reasons to choose PETRONAS as their preferred brand, over and over again.

PETRONAS is the platinum winner in the Automotive Fuel, Lubricants and Accessories category of the Putra Brand Awards 2020.



Petronas stations offer superior fuel products and innovative services.



PUTRA
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— THE PEOPLE'S CHOICE —
2020
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PETRONAS



With your support and our aim of making your everyday life simpler and better, we have won the prestigious Putra Brand Awards 2020. We strive to continue bringing you the highest standards of innovation in services and products.

From all of us at PETRONAS,
thank you.

NEW
PETRONAS
PRIMAX 97
with *Pro-Race*

PETRONAS
PRIMAX 95
with *Pro-Drive*

PETRONAS
SYNTIUM

PETRONAS
Sprinta

PETRONAS DAGANGAN BERHAD 198201008499 (86322-D)



PETRONASBRANDS

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PLATINUM WINNERS




PABLO CHABOT
Marketing Director
Heineken Malaysia Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

At Heineken Malaysia, our top priority has been the safety of our consumers. The channels and occasions our brands traditionally focus on – bars and pubs, sporting events, social gatherings etc – have seen many changes during the pandemic, and our brands have had to adapt.

With consumer behaviour changing, it's vital for brands to align with growing channels while still preparing for recovery of the market as a whole.

For our brands, this has meant strengthening our position in off-trade and e-commerce, but also doing what we can to help on-trade outlets like coffee shops survive – like we did with Tiger Save Our Street Food early last year.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We are even more consumer-inspired than ever before. With consumers spending more time online, it's now even easier for brands and consumers to have meaningful two-way dialogue.

By listening to our consumers on a more continuous basis, our brands can take steps to align even more closely to what they want, increasing our relevance and delivering results for both sides.

Internally, we've kept investing in our people – in their capabilities and personal development.

It's the people behind our brands who drive the relationship with consumers, and ultimately the brand image, so it's important to give them the tools they need to excel.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We believe in long term investments in our brands and we have kept investing throughout the pandemic. Historic research

has shown that brands which invest during times like these come out stronger than those which don't.

Of course, the efficiency and effectiveness of what we do becomes even more important – so tracking and analysing results, remaining agile and making incremental changes, and applying your learnings is key.

What are some of the key elements for a successful branding exercise?

As always – but especially in times like these – it's important that you are responsible, provide a solution, remain credible and stay relevant to the brand. With "Raise Our Bars", a joint exercise between Heineken, Tiger, and Guinness, we connected consumers and bars, subsidising pre-purchased beers to be redeemed after the first MCO.

This helped restaurant and bar owners with cash flow when they were closed, gave consumers a really good deal on their favourite beers and ciders, and stayed true to the values our brands stand for.




PUVAN BALACHANDRAN
CEO
UNITAR International
University

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Similar to how societies have been forced to adapt quickly to make online learning a part of their educational experience, brands have no choice but to find ways to leverage digital branding and marketing to the fullest.

Digital branding and marketing are nothing new, but what is new is that the need to connect with consumers and clients digitally has now become a basic requirement for all brands, big or small, to survive and thrive in this challenging environment.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

It has indeed been a challenging year and it is times like these where brands are expected to go the extra mile in taking care

of their customers and by doing so, cement their brand image.

Which is why, we at UNITAR, distributed RM10 million in financial aid in 2020 to deserving students to not only assist them in coping with the stresses of the MCO, but to also ensure that they are equipped to meet the challenges of online learning.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Investments in branding should continue as it is important for companies to be able to digitally connect with their customers even during a pandemic. However, what consumers no longer want to see are blatant sales and promotional tactics which merely serve the companies' bottom line without any benefits to the society at large. Is it when this happens that consumers start to question the

money spent on branding and marketing.

What are some of the key elements for a successful branding exercise?

For UNITAR, we see a branding exercise as successful when the pulse of a customer's needs resonates with the brand execution. Stemming from the organisation's core values of N.A.D.I. (ie pulse in Malay) – Nurturing, Accountable, Dynamic and Integrity – UNITAR exercises its brand philosophy of the 4 "I" (International, Innovation, Inclusion and Impact) in all its brand execution.

In essence, this means that apart from promoting value creation for its customers, business partners and stakeholders while building its brand presence, UNITAR nurtures its relationship with its customers, creates dynamic and interactive content that is founded on integrity and trust.




DATUK ABDUL FARID ALIAS
Group President and CEO
Maybank

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

We are guided by our mission to humanise financial services, and throughout the pandemic most of our initiatives revolve around the well-being of our employees as well as our customers.

These include deferment of repayments, donations we made to hospitals and promotion of economic activities in the neighbourhood through Sama-Sama Lokal.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We have been supporting our stakeholders through various channels – from offering financial support to the underprivileged and moratorium for financing, to building our Sama-Sama Lokal platform for struggling small businesses, and accelerating our digital offerings for customers' greater convenience.



These were complemented with other efforts such as financial literacy education on social platforms, employee programmes and sustainable products to deliver on our brand promise and help build a mutually beneficial future for all.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We do not look at these activities as brand investments. Our actions are guided by our mission, and in return I believe they reinforce what the brand means. In fact, at no

point when carrying our initiatives have we thought about the brand. It was always about our mission.

What are some of the key elements for a successful branding exercise?

The most important element is a clear purpose which encapsulates a brand's objective and values, and to ensure that these are demonstrated authentically. Additionally, successful brands must also be responsive and relevant to their stakeholders, having open communication to build mutual understanding.




KOH MEI LEE
CEO
Golden Screen Cinemas

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

With the impact of the pandemic, brands like ours can play a bigger role to inspire and uplift communities. The challenge is to stay relevant when everyone is staying at home and we cannot open our doors for business.

At GSC, we actively use our social media platforms to update, engage, and co-create content with customers. These consumer insights help us craft better content and offers.

For example, the quirky campaign "Hello. Cannot." was the result of conversation with our followers. To answer their needs, we also activated home delivery of popcorn and other popular cinema snacks, as well as our very own online shopping platform, Keepsake, which has a wide range of merchandise.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Despite our cinema closures, we continued

to ensure that we were still able to provide them escapism with our unique brand of content.

We aim to bring smiles and laughter during a trying time for the country.

By maximising outreach via our social media platforms, we connected with customers and kept them updated on the latest industry developments – staying relevant and top-of-mind.

We strive to be inclusive, taking feedback from our followers and improving our conversations, content, and offerings.

During this time, we also reached out to the local community through CSR programmes in response to Covid-19 by donating food and amenities.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Definitely! It is especially important to continue investing in branding despite the downturn caused by the pandemic.

Brands must be vigilant, resourceful, and innovative to stay ahead.

As such, companies should be consistent in their branding investments. This is the best time to identify opportunities, prepare for the future, and build brands for the long term.

At GSC, we are also a media owner. We have evolved from just offering screen advertising to customised 360-degree, integrated advertising solutions that can reach audiences across all platforms – on-site and online.

What are some of the key elements for a successful branding exercise?

As a brand, it is equally important to innovate, adapt, and diversify, as it is to stay true to its core values and beliefs.

Agility is also key in the new normal, as brands must catch trends as and when they are happening.

By creating content and products that leverage hyperlocal events and happenings, GSC was able to become more relatable and appealing to a younger target audience in 2020, and we look forward to engaging more audiences in the coming year.



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**WE'RE HERE
BECAUSE OF YOU**

We would like to thank all of you for inspiring us to go beyond, time and time again. Together, we celebrate this **Platinum in Media Networks** award with all Malaysians. With you, we are **#bettertogether**.



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PLATINUM WINNERS

SAMSUNG



ELAINE SOH
Chief Marketing Officer
Samsung Malaysia Electronics
Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

At Samsung, we create purposeful technology for all (Tech with Purpose) and we ensure every product and services can be used anyone, anywhere (Tech for All). Now more than ever, it is critical to support communities with connective technology to protect, optimise and enhance people's health and wellness.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Samsung continuously provides innovations that offer more accessible features including supporting users with cutting edge technologies that can manage health at home or on the go through our Samsung mobile and wearable devices, and enabling a safer, healthier home with hygienic digital appliances and services.



Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

At Samsung it is our core, to remain relentless in our pursuit of innovation that inspires meaningful human progress and that it contributes to our communities and society.

What are some of the key elements for a successful branding exercise?

Putting consumers at the centre of the conversation and allowing the story of our products and services to be told through their eyes with integrity and optimism. And at the same time, empowering the community with the tools to make meaningful progress in their lives for a better tomorrow.

Panasonic



CHENG CHEE CHUNG
Managing Director
Panasonic Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Covid-19 continues to impact our lives, and the world is still in the midst of challenging times. When faced with challenges, Panasonic has always developed something better. Etching our global brand promise "A Better Life, A Better World" in mind, we at Panasonic Malaysia continue to engage in various initiatives with our key focus on providing Quality Air for Life to the people.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Keeping innovation pumping in the year when everything changed, we capitalised on



our strong portfolio in R&D and manufacturing capabilities while conducting business activities to help resolve society's most challenging issues. Under the new normal, we embarked on enhancing customer experience through our digital transformation initiatives to provide seamless O2O (online-to-offline) user experience to customers.

Should companies embark on their branding investments in the wake of the

Covid-19 resurgence?

Yes. Not only that we proudly launched our newly-improved patented nanoe-X technology (with 10x* more effectiveness than nanoe) proven to inhibit coronavirus up to 99.99%*, we're excited to have equipped this revolutionary technology in our first-of-its-kind Panasonic x Grab collaboration to drive

"Cleaner Air, Safer Ride" in five major cities across four South-East Asian countries.

What are some of the key elements for a successful branding exercise?

Nothing is a greater priority than innovation in our business. It's our calling to creation of value and contribution to society. It's to think along with our customers – feel the pulse of their needs, co-create, reinvent, innovate, deliver and contribute.

IKEA



GERARD JANSEN
Country Retail Director
(Malaysia)
IKEA South-East Asia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

A golden rule is to always understand, relate and respond to the needs and desires of consumers – for brands, this has never been more relevant than it is today. For us at IKEA, home has always been the most important place in the world and when the pandemic hit, we saw how it instantly became our sanctuaries. Amidst this, we took time to quickly study and understand the impact this would have on life at home – now and the years to come. While we continue to navigate through the uncertainties, we are constantly reaching out to our consumers with new and improved ways that would enable them to create a better life at home.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Today, our vision of creating a better everyday life for the many is more impor-

tant than ever. In helping make life at home more comfortable and functional for the many Malaysians, we are responding to their evolving needs with localised and relatable ideas that are affordable. We understand that consumers are mindful of their spending, hence we are assessing the different ways we can help. With that, we have reduced prices on hundreds of items across our stores. Marked as "even lower price" products, these items enable our customers to make small changes around their homes.

Apart from that, we are identifying ways to better serve the evolving needs and requirements of our customers. These include:

Finance options: Providing flexible financing options to ensure we remain accessible to all while allowing customers to attain the home furnishing they need.

IKEA food delivery: Ongoing partnerships with food delivery services to reach even more customers as many continue to stay home and keep safe.

Next day delivery for truck orders: A new option that is already available. This allows us to get to customers a lot faster, on demand.

New customer meeting points: A possible option for the future that would offer greater convenience and accessibility to our home furnishing solutions.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence? What are some of the key elements for a successful branding exercise?

It is not a one-size fit all approach as different industries are navigating through different challenges and opportunities. However, ensuring you make human decisions about your branding investments and overall strategy is crucial. You can never go wrong if your investment fuels ways to provide help, comfort, solutions, and value to consumers during such unprecedented times.

malaysia airlines



LAU YIN MAY
Group Chief Marketing and
Customer Experience Officer
Malaysia Airlines Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

We've noticed brands are taking on different approaches during this pandemic in terms of their brand positioning, but for Malaysia Airlines, we are even more focused now on maintaining a close connection with our audience, using relevant and valuable content to keep them informed and at the same time, checking in on them to ensure their well-being during these challenging times.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Covid-19 has changed the face of travel as we know it. As an airline that cares, we launched our #FlyConfidently campaign to raise awareness on our enhanced health and safety measures to build trust with our customers and restore their confidence in air travel, while we continue to develop

inspiring travel content to keep them enthused as we all look forward for borders to re-open and we can welcome them onboard again.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

For brands like ours, it is essential to continuously invest in our brand presence as it is crucial for us to remain top of mind and to remind consumers that we will continue to be there for them and when the time comes, they can depend on us to take them safely to their destination.

What are some of the key elements for a successful branding exercise?

To be successful, a brand needs strong affinity with consumers so that they feel connected to the brand's values and what it stands for.

Your brand isn't just a commodity, but it is the "face" of its industry, hence it provides

aspiration that your consumer desires to own and consumers who will be strong advocates for the brand.



Thank You Malaysia For Your **PLATINUM** Trust

6 consecutive
years of
WINNING



PLATINUM WINNERS



PRAVEEN RAJAN
Chief Marketing Officer
Digi.Com Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

These challenging times have reminded us at Digi to continue to empathise with our customers and to stay real as we find ways to fulfil as many of their needs as we possibly can.

Consumers today are more discerning than ever. They are perpetually online, have access to a whole lot of information and will act on what they know or how they perceive things. With this, it is important that brands are presenting themselves honestly and are true to the customers as that builds trust.

At Digi, our brand promise is connecting people to what matters most; to enrich the lives of our customers and build longer and meaningful connections with them. To this end, we introduced Yellow Heart, the company's commitment to create a sustainable business that is responsible to customers and society at large.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

amid a challenging year?

It is key to gain and maintain the trust of your biggest stakeholders – your customers.

As a connectivity provider, we recognise that the Internet is the gateway to endless opportunities and that is why we make it our mission to empower every Malaysian, especially those in underserved communities, with equal access to the Internet and introduce initiatives that promote future skills development opportunities for all.

Digi has partnered the Education Ministry to serve as one of its content partners.

Digi Prepaid Abadi is one of the products that we curated during the early days of the pandemic. It is the country's first of its kind prepaid service that comes bundled with free life insurance cover.

Digi Postpaid Start is a budget-friendly product customised exclusively for frontliners and employees of essential services.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

The brand continues to live regardless of the situation, and it is during these tough times that we feel brand investments become more crucial. It is less about how much money we spend, but more about how consistent we are in staying true to our values and propositions.

What are some of the key elements for a successful branding exercise?

Purpose: The fundamentals of a branding exercise. Businesses need to find and understand the purpose of their business and translate this into everything that they do.

Value: Determining the core values of your business and ensuring that your employees identify with them will not only help create a culture but products and services that mirror those values.

Authenticity: Building a brand that demonstrates transparency and putting your customer at the core. Customers are more invested in the brands that they engage with and this will determine their brand loyalty in the long run.



RONAN LEE
General Manager – Marketing
7-Eleven Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

By remaining true to the key qualities and values that are synonymous with the brand and staying top of mind with a customer-centric first approach by meeting the needs of consumers, anticipating market trends and always being authentic.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Being consistent across all areas and communicating regularly as we are always focused on meeting the needs of consumers as well as giving back to the community that we operate in as 7-Eleven is Always There For You.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?



Be it during challenging times or not, always keep investing and utilise it wisely by planning well and always strive for the best return on investment.

What are some of the key elements for a successful branding exercise?

There is only one key element that matters to us and that is honesty. We don't promise anything we cannot over-deliver on.



RAGHUNANDAN SRINIVASAN
Marketing Director
RB (Health) Malaysia Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The business environment is always changing, even more so with the Covid-19 pandemic.

The pandemic has dramatically changed lives, behaviours and belief systems. RB's purpose is to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world.

This purpose is more relevant than ever with our portfolio of brands and we put this purpose at the heart of our thinking

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We have a fight on our hands. A fight to make access to the highest quality hygiene, wellness and nourishment a right and not a privilege.

Information and products that promote good health and hygiene are daily necessities for us all.

Our brands work on the frontline to ensure the latest health and hygiene information is as widely available as possible, and that our products can be found online and in store 24/7, from the biggest city to the smallest village.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Equity building is for the long



term, embracing the changing external environment, and evolving with consumer behaviour.

Engaging with our consumers at moments of meaning will keep brands highly relevant irrespective of changes in the business environment.

The idea is not to cut investment but to shift it to the right medium, for example, digital as consumers spend more time on their mobiles.

What are some of the key elements for a successful branding exercise?

Brands that make a difference, by giving consumers innovative solutions for healthier lives and happier homes.

Brands should be an extension of the consumer's voice.

A key imperative is to ensure brands that make a positive and meaningful impact on society and the environment.

GOLD WINNER



NG KONG BOON
Country Manager for Malaysia
Visa

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

As consumer behaviours are increasingly shifting to digital, many brands have embarked on the digitalisation journey. Visa has introduced the Where You Shop Matters initiative to equip businesses to accept digital payments and provide them with e-commerce tools to manage and grow their online storefronts.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

As one of the leading payment technology companies in the world, we want to help improve lives and economies around us. In these unprecedented times, we continue to connect our consumers with local merchants and encourage them to shop and support

their local businesses by incentivising them with exclusive benefits and rewards when they pay with their Visa cards.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We believe that branding investments are important to drive top of mind awareness and recall even in the midst of a pandemic. It is an opportunity for brands to rethink their priorities and focus on demonstrating support for their customers in these trying times.

At Visa, we are committed to creating a long-term positive impact in the communities we serve and operate, even post-pandemic.

What are some of the key elements for a successful branding exercise?

We value consumer insights that we have gained from our studies conducted throughout the years.

These insights help us understand consumers' expectations and perception towards industry trends as well as our offerings and brand as a whole.

This allows us to navigate our branding initiatives to elevate the overall consumer experience when they shop and pay with Visa.



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —

Yakult

The Probiotics Expert



2

Consecutive Years

PLATINUM

Dairy Beverage Category



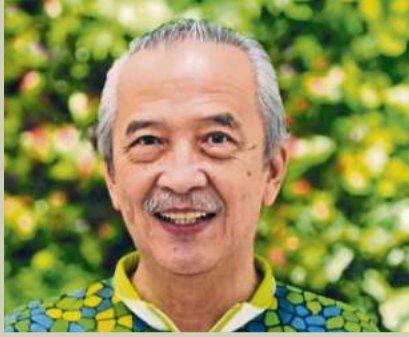
Thank you

for believing in us again !

Hiroshi Hamada
Managing Director - Yakult Malaysia



GOLD WINNERS

DR CHUAH CHAW TEO
R&D Director
Spritzer Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

With the new normal of social distancing and staying home a priority, brands need to rise up to engage consumers through whatever digital platforms available to stay relevant.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Spritzer is continuing to engage with our consumers through social media platforms and participating in relevant corporate social responsibility (CSR) activities that are close to their hearts, such as environmental sustainability and community wellness.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Definitely, yes. But the targeted type of



advertising to connect with their emotions in these difficult situations, assuring them we understand what they are all going through.

What are some of the key elements for a successful branding exercise?

1. A brand must be authentic and transparent.

2. It must be able to relate to the needs of the consumers.

3. The brand must be wholesome incorporating wellness, environmental and social concerns.

4. There must be a continuous intimate relationship with the consumers to understand their aspirations.



An IJM Company



DATUK EDWARD CHONG
Managing Director
IJM Land Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

As the pandemic rages on, unprecedented disruptions have created the perfect opportunity for digital acceleration and digital inclusion in the new normal.

At these times, many brands have shown their mettle by staying involved in the lives of their customers through digitalisation. Likewise, at IJM Land, we have intensified our brand outreach via digital means and platforms.

In a post-pandemic rebound, our loyal online community will continue to be a key ingredient to drive IJM Land's continued brand success.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Last year gave us the opportunity to pause and reflect on what truly matters to us: our

customers, colleagues and our community.

With innovation being the lifeblood of IJM Land, we continued to invest our time in understanding our customers better and discovering where the new shifts in homes, lifestyles and experiences are heading.

Instead of pushing our brand to our customers, we have focused our efforts on building customer tribes to share brand love.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

In the wake of the Covid-19 resurgence, we are looking to solidify our investment and sharpen our resource allocations to deliver the greatest impact.

As we are committed to putting our customers' interests first, we believe in staying relevant beyond the pandemic. This is the IJM Land legacy, we are here to stay.

Ultimately, our credibility as a reliable, trustworthy and sustainable property devel-

oper hinges on the beliefs of our customers and the implicit trust they have in us.

What are some of the key elements for a successful branding exercise?

Our philosophy is simple. Branding success needs to go beyond customer satisfaction to loyalty and advocacy.

The primary brand drivers for us have always been innovation, timeless quality, excellent customer service and responsible sustainable practices.

With a broad portfolio of products for all generations and all walks of life, we enable homeowners to enjoy a strong sense of community while creating precious moments and memories in our neighbourhoods.

Fuelled by an innovative spirit to solve the biggest challenges, we continue to push for continuous improvement.

That way, we continue to stay relevant and delight with attractive concepts for homebuyers, today and well into the future.



EVELYN NG
Deputy General Manager
Marketing
KFC Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

KFC is a brand inspired by Malaysians, made by Malaysians for Malaysians – and we stay true to these values.

More than ever, we personalised these values by taking proactive steps, ensuring our customers and employees that their health and safety is our priority.

During this period, providing our delicious meals through e-commerce and contactless channels is important.

Ultimately, integrity in the way we conduct business and serve customers with quality meals are core to our values.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Faced with disruption, we innovated new ways of serving our customers.

Firstly, we invested in e-commerce and contactless channels.

Our products became easily accessible with contactless delivery, contactless take-away, and curbside self-collect services.

We've significantly expanded our network of delivery-capable stores which enabled us to reach our customers nationwide when the movement control order was in force.

Our corporate social responsibility (CSR) efforts bolstered to help those who were affected by the pandemic in which we've launched the Kita Fight Covid-19 CSR campaign.

We also strengthened our brand identity which celebrates Malaysia, Malaysians, and KFC's heritage in Malaysia through campaigns like KFC Cara Kita, #KepciKitchen, and Cheezy Cheezy Malaysia.

Even our new menus like Nasi Atuk KFC and Crunchy Tandoori are hyperlocal.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes. It is important for us to continue

building brand love and being relevant to the consumers more so during these tough times.

What are some of the key elements for a successful branding exercise?

Being bold, insightful, and distinctive.

Having strong local insights helps us understand our consumers' needs, lifestyles, and aspirations.

This keeps us current with the consumers and drives us to consistently improve our brand.



UniKL
UNIVERSITI
KUALA LUMPUR



PROF DR SHAHRLNIZA MUSA
Acting President/CEO
Universiti Kuala Lumpur

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

By riding on the digital wave and maximising digital platforms to remain competitive.

For UniKL, active campaigns through mainstream media and digital marketing help to boost our brand image among consumers.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Creative social media content has helped to reach a million viewers and popularised our brand.

Mainstream media also promotes our brand by establishing a niche and brand differentiation.

It established brand trust and reliability under uncertainties caused by the pandemic.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Certainly. Brand investments have become highly important, as the pandemic has resulted in increased competition.

With economic challenges and health emergencies worldwide, brand investments are crucial for a brand to sustain and grow in the competitive landscape.

What are some of the key elements for a successful branding exercise?

UniKL believes in staying true to our brand purpose and fulfilling our brand promise.

As the apex of Mara education, UniKL champions higher technical, vocational education and training (HTVET) and delivers high-quality education in all our hands-on and non-technical programmes.

BUILDING FOR Stories of Tomorrow

Everything we build is designed as a backdrop for stories that take fruit in a moment to evolve into narratives that live a lifetime.

We dedicate our focus to setting the stage for momentous experiences that begin with 'Once Upon A Time', and to weave beyond 'Happily Ever After'.

To each and every one who has shared their hopes and dreams with us, we thank you. It gratifies us to be a big part of your life story. Here's to many more great memories.



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
GOLD
2020



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IJM LAND

An  Company

GOLD WINNERS




PABLO CHABOT
Marketing Director
Heineken Malaysia Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

At Heineken Malaysia, our top priority has been the safety of our consumers.

The channels and occasions our brands traditionally focus on – bars and pubs, sporting events, social gatherings et cetera – have seen many changes during the pandemic, and our brands have had to adapt.

With Heineken, we empowered consumers to #SocialiseResponsibly, taking steps to help keep themselves safe while still having a good time.

With consumer behaviour changing, it's vital for brands to align with growing channels while still preparing for the recovery of the market as a whole.

For our brands, this has meant strengthening our position in off-trade and e-commerce, but also doing what we can to help on-trade outlets like coffee shops survive.

What steps are the company taking to cement its brand image among consumers

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Throughout the Covid-19 pandemic, we have provided assistance not only to affected borrowers, but also to frontliners, our employees and deserving members of the community.

This includes repurposing of funds meant for client engagement, for the benefit of those segments of the community who have been impacted by the pandemic.

In addition to this, RHB has also addressed disruptions caused by the pandemic by accelerating the introduction of new digital-centric banking services.

Through this, we continually enhance our availability to our customers, providing them with an omnichannel approach that promotes customer confidence, generates better word-of-mouth recommendations, and builds lasting trust in our brand.

What steps are the company taking to

amid a challenging year?

We are even more consumer-inspired than ever before.

By listening to our consumers on a more continuous basis, our brands can take steps to align even more closely to what they want, increasing our relevance and delivering results for both sides.

Our brands have innovated in how we reach our consumers.

Internally, we've kept investing in our people – in their capabilities and personal development.

It's the people behind our brands who drive the relationship with consumers, and ultimately the brand image, so it's important to give them the tools they need to excel.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We believe in long term investments in our brands and we have kept investing throughout the pandemic.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We truly believe that progress is for everyone and as such, RHB continues to lend a helping hand to customers as well as the communities that are impacted by the Covid-19 pandemic.

Special relief funds and payment assistance on loan and financing facilities for individual customers, particularly those within the B40 segments, as well as providing meals and other basic necessities to frontliners, are among the many efforts that we put in place to ease the burden of those impacted.

We hope to provide a beacon of hope for them to get back onto the path towards progress.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

The investment that we put in our brand is not just through the marketing spend that

Historic research has shown that brands which invest during times like these come out stronger than those which don't.

Of course, the efficiency and effectiveness of what we do become even more important – so tracking and analysing results, remaining agile and making incremental changes, and applying your learnings is key.

What are some of the key elements for a successful branding exercise?

As always – but especially in times like these – it's important that you are responsible, provide a solution, remain credible and stay relevant to the brand.

With "Raise Our Bars", a joint exercise between Heineken, Tiger, and Guinness, we connected consumers and bars, subsidising pre-purchased beers to be redeemed after the first movement control order.

This helped restaurant and bar owners with cash flow when they were closed, gave consumers a really good deal on their favourite beers and ciders, and stayed true to the values our brands stand for.

we set aside on an annual basis, but also through the many efforts that we put in place to support our customers as well as the communities through challenging times such as this.

Thus, we continue building trust while ensuring that our brand remains relevant even post the pandemic.

What are some of the key elements for a successful branding exercise?

People don't just buy products or services – they buy into purpose.

Building an authentic brand helps maintain a competitive edge.

It creates meaningful commitment to causes that the brand's core customers care about, promoting better brand trust and loyalty among them.




ABDUL SANI ABDUL MURAD
Group Chief Marketing
Officer RHB Banking Group




SUNITA PRABHAKARAN
Head of Sales Division
Honda Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

At Honda, apart from offering high-quality products, the approach of marketing is equally important to build confidence and trust with our customers.

We thank the government's support on the sales tax exemption as well as Malaysians who have supported the Honda brand as we have succeeded as the No.1 non-national brand for six consecutive years in the automotive industry last year.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Our objective was to connect with the community through challenging spirit to fight this pandemic. "Together As One", we contributed to this spirit by activating two community relief campaigns to give back to communities-in-need who are around us.



We continuously reminded the public to adhere to the standard operating procedure, and stringent safety measures were fully implemented at all our dealerships to give customers peace of mind.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes, effective communication may maintain our brand presence and build long-term brand attachment emotionally and place the Honda brand on top of the

customer's mind.

What are some of the key elements for a successful branding exercise?

At Honda we practise the Honda philosophy that consists of Three Joys – customers to experience the Joy of Buying; we as manufacturer embrace the Joy of Selling; and the Joy of Creating high-quality products that satisfy customer expectations.

We conduct studies on market demands to fulfil customer demands and excite the market at the same time.




CALVIN HO
Executive Director
Sunway Theme Parks

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands should have a comprehensive understanding of market sentiments, re-prioritising wins, and creating a new highway instead of teetering on a tightrope.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

In order to emerge victoriously, our team has become more agile and relentless in pursuit of an accelerated recovery.

We've also built deeper insights into our data bank to identify opportunities more quickly.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Of course, this pandemic had us look hard and explore new frontiers on what is truly paramount in our business.

Currently, we're looking into our brand extension which will bring our brand into your household.

What are some of the key elements for a successful branding exercise?

Necessity is the mother of all innovation. We must continue to listen and learn from all our stakeholders in order to have clarity and to stay relevant.

It goes without saying that fortune favours the bold!



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2020

PLATINUM AWARD FOR
EDUCATION & LEARNING

2020 PUTRA ENTERPRISING
BRAND OF THE YEAR AWARD

*Thank you for your
continuous support and
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*Our mission remains to
#AccelerateYourFuture
through campus or
online learning.*



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A true testament to our commitment and constant pledge
towards always being with you, Malaysia.

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&
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— THE PEOPLE'S CHOICE —
HALL OF FAME
2019



PUTRA
BRAND
ICON



PUTRA
MALAYSIAN
MARKETER
OF THE YEAR
2015



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
PLATINUM
2019



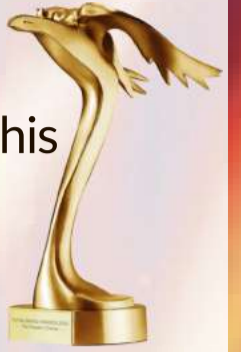
PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
GOLD
2010 - 2018



#AlwaysWithYou

Triumphs over the years

The coveted Putra Brand of the Year award is one that brands strive to capture – it's the hallmark of the consumers' choice of a brand. StarBiz looks at the current and past winners of this prestigious award which money can't buy.



2020
Gardenia



2019
Astro



2018
Petronas



2017
Shell



2016
Milo



2015
Maybank



2014
AirAsia



2013
Samsung



2012
Astro



2011
Maxis

GOLD WINNERS




CARYN LOH
Managing
Director
Watson
Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Watsons Malaysia introduced #WasonsHereForYou and remained open to provide essential goods and services to customers.

This includes having our frontliners working in stores and distribution centres to serve our customers and ensuring sufficient essential supplies are available, our pharmacists to provide health services, and a robust ecommerce platform whereby customers can continue to shop from the comfort of their home and get their purchases delivered to them.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

2020 has been an unexpected and challenging year for Watsons, but we always aim to be there for our customers. We doubled down on our brand and ensured that we are accessible to everyone through various media and digital platforms.

We enhanced our digital platforms and expanded our delivery services from the nearest store to deliver essential goods to customers in two hours.

As much as possible we want to give back to the community through various CSR initiatives – supplying more than 156,000 essential items, Vitamin C, raincoats, bedsheets, food and more – channelled to over 20 hospitals, healthcare centres and charitable homes across Malaysia.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We believe that it is our responsibility to do so, as we are a part of the community, to step up to show affection towards our customers. In a blink of an eye the world is not the same anymore, and we want to ensure our customers that we are still there for them with our quality products and essential items.

At Watsons, we took this opportunity to engage even closer with our members and customers, showing them that we care by

offering members RM1mil cash points in May and October to thank them for believing in Watsons even during trying times and to ease some burden when shopping for their health and beauty products.

What are some of the key elements for a successful branding exercise?

The key elements for a successful branding exercise are communication and customer experience.

We connect with our customers through various media, social and digital platforms as we are now living in the new normal where often physical presence might be limited. In that, we always try to maintain that the experience of shopping and dealing with Watsons is consistent and enjoyable – from our holistic omnichannel O+O platform to introducing new and exclusive products and caring for the needs of our customers and communities.

Additionally, we go the extra mile to work with our suppliers and partners in maintaining the same O+O channel to reach out to our customers.




LYDIA WANG
Chief
Business
Officer
Star Media
Group

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

One key aspect is accessibility. During the first wave of the pandemic, we were conscious of allowing pertinent content on Covid-19 to be free and accessible to all.

We upped our efforts in editorial content – pushing out news faster and providing more in-depth coverage.

Our content included data journalism so that readers have more clarity on the effects and issues surrounding the pandemic, allowing them to make informed decisions.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

At The Star, we are committed to our core purpose of keeping our audiences informed on the latest happenings.

While fake news surrounding the pandemic was rampant, we countered that by ensuring timely, accurate and credible information reaches the public.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

It is important that brands communicate

their values to consumers, as a reminder that we, as consumer brands, are here to serve their needs at all times.

The right message that reflects one's brand mission is crucial during challenging times like this.

What are some of the key elements for a successful branding exercise?

Brands that stay true to their core purpose and values often put across the most powerful and successful messages.

At The Star, we are committed to informing and inspiring our audiences, and that's what we're known for.




MOHIT BHARGAVA
General
Manager
Sales and
Marketing
TGV Cinemas

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Cinemas have endured long closures during the MCO.

TGV has sustained engagement with our community via content marketing on social media, offering popcorn home-delivery, and introducing several new initiatives such as private cinema, in-cinema gaming, and an e-shop.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

TGV places our customers at the heart of everything we do.

Post-Covid-19 safe entertainment has been our No.1 priority to instil confidence in our brand and venues.

Strict standard operating procedures and enhanced safety measures were set in place to ensure peace-of-mind cinematic moments for everyone.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Branding and engagement are paramount at this time.

Optimisation of investments into channels that can connect with target audiences is something a lot of marketers have had to adapt to.

Naturally, digital media has been a favoured choice, but getting real cut through from a brand standpoint remains challenging online.

The landscape will continue to evolve over the coming 12-24 months.

What are some of the key elements for a successful branding exercise?

A strong brand is one that authentically projects its product promise to consumers.

At TGV, it's about offering our guests more than just the movie, from world-class audio-visual experiences, through to the No.1 cinema loyalty programme, the best cinema popcorn in Malaysia, and more seating and screen experiences than anyone else.




GRAHAM LIM
Director of
Marketing
F&N Beverages
Marketing Sdn
Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

It is definitely a challenging period and it is even more important for brands to step up and build meaningful relationships and brand love.

We need to be mindful of the situation and adjust our marketing priorities according to market demands such as building relevance.

We have since embarked on digital first marketing and also ramped up our e-commerce platform F&N Life to reach all of our consumers from the safety of their homes and it has worked well for us.

What steps are the company taking to

cement its brand image among consumers amid a challenging year?

Going back to the point of staying relevant, we launched a StayFit Digital Workout Series that covers from HIIT, Workout challenge to Zumba led by our fitness squad – Ain Ramli, Syafiq Kyle, Hairul Azreen and a few others.

We also launched an e-sports campaign this year – Good Game with 100PLUS which features some live streams from pro gamers.

Social media is definitely the most consumed platform during these times and we want to reach our consumers and help them stay motivated throughout this period.

Should companies embark on their

branding investments in the wake of the Covid-19 resurgence?

The Covid-19 pandemic will not be around forever and we need to be optimistic especially now with the arrival of the vaccines.

Brands will definitely need to be more sensitive and timely in their marketing activities but we will still need to do our best.

What are some of the key elements for a successful branding exercise?

The truth is that a brand is not built overnight and it is also contributed by consumers' trust in the values and our product.

We are thankful that our consumers believe and support our brand through the years and it pushes us to do better.




EDITH MARQUEZ-REYES
Marketing
Director
South Asean Hub
Colgate Palmolive
Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

In today's unprecedented time, when people are faced with so much uncertainty, it's important for brands to stay authentic and true to a strong brand purpose.

Brands with genuine and truthful connections with people earn people's trust leading to brand loyalty in the long run.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Our priority is to deliver meaningful

brand campaigns centred around people's lives. Softlan is passionate about celebrating mom's unconditional love.

Family members will always feel their mum's love wherever they are, whatever they do, just like the familiar fragrance of Softlan.

These are at the centre of all our marketing efforts to bring our brands' purpose to life.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Undoubtedly! But in a way that will add

value to a consumer's life.

Brands which enable and provide solutions are likely to enjoy people's preference and trust over a sustained period.

What are some of the key elements for a successful branding exercise?

Everything starts with people. Keeping a strong emotional connection with people is vital.

Meaningful brand campaigns driven by people-centricity and adaptability to a fast and ever-changing digital landscape is key to building brand love and keeping our brands top of mind.

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BRAND AWARDS

THE PEOPLE'S CHOICE

GOLD
2019

THE PEOPLE'S CHOICE

GOLD
2020

VISA

GOLD WINNERS



ALEX TAN
Enterprise Sales Director
HP Inc MY

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The pandemic has brought both challenges and accelerated change.

At HP, we believe that technology plays a key role in bridging communities and enabling Malaysia's digital transformation growth. As such, brands need to respond to community needs; as an example, we have embodied just that in our recent projects such as HP for Business, iMovewithHP and HP Mentorship with Yuna – the perfect representation of growing a creative and digital-efficient community at home.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

amid a challenging year?

Let your product speak for you. As a brand that puts community at heart, HP identifies two core initiatives at the forefront amidst this challenging year – sustainability and cybersecurity.

We put our planet first, with one of our mission of using recycled ocean-bound plastics in our product creations.

In cybersecurity, HP ensures that every technology decision counts in the battle to keep businesses and consumers secure with our inbuilt technologies.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We remain steadfast to our mission and

DNA, in creating technology that makes life better for everyone, everywhere.

Our value does not detour away from what is important to us, the community.

We remain focused on our mission to provide solutions and technologies that provide convenience and efficiency to our daily lives.

What are some of the key elements for a successful branding exercise?

As we grow accustomed to the new normal, the role of technology and IT systems has become more essential in reshaping our lifestyle.

Our direction is simple, to do our part in creating meaning for our organisation, as well as bridging the gap for our communities, for a better tomorrow.



EDITH MARQUEZ-REYES
Marketing Director,
South Asean Hub
Colgate Palmolive Malaysia

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Colgate believes in inspiring optimism in all our campaigns, creating a better future that we can all smile about.

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PHILIP HO
Vice-President, Commercial, adidas
SEA Country Manager, adidas
Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Our brand belief is that through sports we have the power to change lives.

More than ever, this is a relevant message to our consumers who are experiencing the pandemic.

Though our execution takes various shapes and forms, in essence, we remain true to the message that sports can positively affect their mental, emotional and physical well-being.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

In 2020, despite the challenges we walked the talk when it came to our belief by introducing two flagship stores at Pavilion KL where we offer the best of our sports performance and style products, and an elevated shopping experience.

We did this during a year where many would shy away from expanding retail.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Like many organisations, we are going through the business challenges created by the pandemic.

However, our objective to drive equity remains an unwavering priority, especially

since we have a compelling message to tell our consumers which will bring "light" in this difficult time.



RAGHUNANDAN SRINIVASAN
Marketing Director
RB (Health) Malaysia Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The business environment is always changing, even more so with the pandemic.

The pandemic has dramatically changed lives, behaviours and belief systems.

RB's purpose is to protect, heal and nurture in the relentless pursuit of a cleaner and healthier world. This purpose is more relevant than ever with our portfolio of brands and we put this purpose at the heart of our thinking

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We have a fight on our hands. A fight to

make access to the highest quality hygiene, wellness and nourishment a right and not a privilege. Information and products that promote good health and hygiene are daily necessities for us all.

Our brands work on the front line to ensure the latest health and hygiene information is as widely available as possible, and that our products can be found online and in store 24/7, from the biggest city to the smallest village.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Equity building is for the long term, embracing the changing external environment, and evolving with consumer behav-

our. Engaging with our consumers at moments of meaning will keep brands highly relevant irrespective of changes in the business environment.

The idea is not to cut investment but to shift it to the right medium, for example, digital as consumers spend more time on their mobiles.

What are some of the key elements for a successful branding exercise?

Brands that make a difference, by giving consumers innovative solutions for healthier lives and happier homes. Brands should be an extension of the consumer's voice.

A key imperative is to ensure brands that make a positive and meaningful impact on society and the environment.



DATUK KHAIRUL ANWAR SALLEH
CEO Media Prima Television
Networks Primeworks Studios

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

From a wider angle, companies are working together with society as we share similar ideas and targets, hoping to overcome the global challenge as one.

We can see businesses increase their engagements with society and government agencies to advocate the new norm while minimising the impact on society.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We have learnt numerous values throughout 2020 and into 2021.

We will be focusing on unifying Malaysians and developing spirit-raising

programmes through campaigns such as our #BaikSemula initiative via Anugerah Juara Lagu 35, an inspiring documentary Heroku, emotional-stirring drama Hadiah Dari Tuhan, and also our Setulus Ikhlas campaign which was dedicated to frontline workers' for their sacrifice and perseverance in battling Covid-19.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Absolutely. The battle within the industry is never-ending.

Especially during these unprecedented times, every business should not stop gaining the public's trust.

Hence for 2021, TV3 is planning to embark on a journey to heal society with plenty of

society-driven programmes. We are together in fighting this pandemic.

What are some of the key elements for a successful branding exercise?

Understanding the target audience is essential for a successful branding exercise. Corporate branding is not the same as before as audiences are evolving.

Nowadays, we engage with our audiences through our programmes by offering interesting, entertaining, and emotional programmes to capture their interest, giving them a reason to watch our programmes and have the heart to connect to.

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PABLO CHABOT
Marketing Director
Heineken Malaysia Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

At Heineken Malaysia, our top priority has been the safety of our consumers. The channels and occasions our brands traditionally focus on – bars and pubs, sporting events, social gatherings, etc – have seen many changes during the pandemic, and our brands have had to adapt.

For Guinness, a brand which is often linked closely to the pub experience, we have pivoted to at-home expressions of our brand DNA; “Flavour by Fire” became about showing consumers how to create mouthwatering meals to pair with Guinness from left-overs in their fridge, for instance.

With consumer behaviour changing, it's vital for brands to align with growing channels while still preparing for recovery of the market as a whole.

For our brands, this has meant strengthening our position in off-trade and e-commerce, but also doing what we can to help

on-trade outlets like coffee shops survive.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We are even more consumer-inspired than ever before. With consumers spending more time online, it's now even easier for brands and consumers to have meaningful two-way dialogue.

By listening to our consumers on a more continuous basis, our brands can take steps to align even more closely to what they want, increasing our relevance and delivering results for both sides. Our brands have innovated in how we reach our consumers.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We believe in long-term investments in our brands and we have kept investing throughout the pandemic. Historic research has shown that brands which invest during

times like these come out stronger than those which don't.

Of course, the efficiency and effectiveness of what we do becomes even more important – so tracking and analysing results, remaining agile and making incremental changes, and applying your learnings is key.

What are some of the key elements for a successful branding exercise?

As always – but especially in times like these – it's important that you are responsible, provide a solution, remain credible and stay relevant to the brand.

With “Raise Our Bars”, a joint exercise between Heineken, Tiger, and Guinness, we connected consumers and bars, subsidising pre-purchased beers to be redeemed after the first MCO.

This helped restaurant and bar owners with cash flow when they were closed, gave consumers a really good deal on their favourite beers and ciders, and stayed true to the values our brands stand for.



DUY PHAM
Head of Marketing
Michelin Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Digitalisation of both the business and customer journey is key. We are confident Michelin offers some of the best products in the market, and it is therefore crucial we continue improving customer experience to better adapt to the new normal.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

As the leading premium tyre maker globally, Michelin continues on the trajectory of growing our targeted segments through retail networks and partner developments such as TYREPLUS, digital adaptation via e-commerce, and a complete dedicated customer-approach implementation.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Michelin's latest brand campaign “Motion for Life” is a long-term commitment. Our mission and what we want to convey to consumers via the brand campaign are especially crucial in a time like this, when motion and mobility are challenged across the world.

What are some of the key elements for a successful branding exercise?

A deep understanding of our consumers and how they evolve over time, matched with a truthful and relevant brand value proposition are key elements. Michelin's core values – safety and innovation – will always be at the forefront, so we never lose touch of what matters most.



JEAN MARIE PIN HARRY
Chief Operating Officer
Genting Simon Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

With the Covid-19 pandemic, brand positioning for Premium Outlets Malaysia has become even more crucial as customers scrutinise closely the key qualities and values that connect them to us and the brand we represent. Through positive brand positioning, we have enhanced our image in the market by our consistency in delivering a world-class experience at our centres despite the challenges we currently operate in.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We embarked on our online presence even though our business is very much brick and mortar. We will also continue to prioritise consistency in messages when communicating with our customers whereby for instance we enable customers to browse and plan their shopping trip ahead through our

mobile app. We have also activated our highly rated personal shopper service so that customers are able to avoid physical queues while shopping from the comfort of their homes.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We believe that brands with strong and consistent branding are more successful therefore it's important for brands to continue to invest even during a crisis. As evidenced by our consistent marketing, even during total lockdown, maintaining a consistent brand presence is key to ensuring a strong bond with our customers.

What are some of the key elements for a successful branding exercise?

Brand building is an effort that results in establishing long-term relationships with customers. Tactically, it is the ability to over-deliver which is something we have

strived for in the past decade. This, we believe, leads to a steady increase in sales, word-of-mouth referrals and advocacy for the brand, and also managing and being responsive to customer feedback and expectation, especially during the current pandemic.



KENNY WONG
Chief Marketing Officer
UEM Sunrise Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The pandemic has made many of us reflect a lot more on our health, families as well as heightened our concerns on our livelihoods. I think brands which are sensitive to these emotions – and are able to communicate or engage in a relevant manner to them – will be able to cut across the clutter. To this end, understanding customers psychographically and ensuring various customer personas are addressed differently, leading to curation of specific branding and marketing campaigns, including pricing packages which are more customised, would go a long way towards ensuring stronger brand positioning and presence in the market.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Our brand is relatable and emotive, while we are known as a master developer that

delivers E.V.E. – Exciting, Value-added products that are Easy to own – and a good customer experience. We have been consistently expanding our “Find your Happy” campaigns since the early part of the year, in line with the company's efforts to take customers through a journey of happiness as well as creating a vibrant community emphasising our C.H.I.E.F. values of Caring, Honest, Involved, Enthusiastic and Fun-Loving.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Absolutely! In difficult times like these, people endear themselves to companies and brands who care. Companies must remain on their toes and be ready to adapt by constantly improving customer experience and adapt to changes brought about by the crisis. Despite the temptation to cut costs, our advice is to stick to the fundamentals such as the use of or investing in data analytics, research and technology, etc, to improve

upon sales processes, customer engagement, communications and promotions that are sensitive and relevant to the current situation.

What are some of the key elements for a successful branding exercise?

As a master developer renowned for high-rise, mixed developments and landed townships, our point of differentiation strongly lies in the quality of our products. We deliver on quality by truly understanding our customers' needs.

This is why our design teams are always pushing the boundaries to tailor our products and branding campaigns by involving ourselves with our target market. Our staff, also known as Chief Happiness Officers, are guided by our CHIEF values. In living and championing these values, our Chief Happiness Officers prioritise product and service quality, assisting consumers in solving their problems and offering the right solutions for their home ownership needs.



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— THE PEOPLE'S CHOICE —



SILVER WINNERS



OTHMAN CHRAIBI
Business Executive Officer
Nestlé Beverages
Nestlé (M) Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

With people spending more time at home due to the pandemic, NESCAFÉ aimed at strengthening its relevance amongst Malaysians by maintaining a strong presence and engagement throughout the year, with relevant, innovative and creative campaigns – beyond ensuring availability of the product in the market.

What steps are the brand taking to cement its brand image among consumers amid a challenging year?

NESCAFÉ had to support all Malaysians to navigate through 2020 with relevant promotions, innovative products and new campaigns, anchored in the new normal. The “Good Morning” campaign was a strong tribute to our amazing frontliners, but also a salute to Malaysians’ resilience.

Should companies embark on their

branding investments in the wake of the Covid-19 resurgence?

Nurturing strong brand love goes beyond the amount you invest in a brand. It is about relevance, about creative solution to address the new “normal” needs, and about making a positive difference for the society. Brands who continue to do this create long-term value.

What are some of the key elements for a successful branding exercise?

Every brand campaign starts from the consumers. The key challenge nowadays sits with the fast-evolving needs and tensions on the consumer’s side, as everyone is adopting the new normal. With this, brands that will be able to adapt fast will manage to come out stronger – not discounting the importance of creativity and entertainment.



DR CLAUD WEIDNER
President and CEO
Mercedes-Benz Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

At Mercedes-Benz Malaysia, we have consistently focused on our customers and their needs, keeping customer-centricity at the core of our business. This commitment is backed by our global initiative to provide the “best customer experience” that leverages data and technology across the consumer journey to offer a seamless and comfortable luxury experience.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

In recent years, Mercedes-Benz has gradually expanded its digital offerings and channels in order to offer customers a digital luxury experience. Among other things, accelerating digitisation in pre-sales, sales and after-sales will help us achieve a seamless and comfortable luxury experience along the entire customer journey.

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market? What steps are the company taking to cement its brand image among consumers amid a challenging year?

Focusing on customers’ needs is important in order to remain competitive during this vulnerable period. Public Bank has been proactive in catering to the evolving customer needs and providing financial assistance to its customers, which includes rolling out the PB Journey Programme, extending various repayment assistance, as well as strengthening its digital innovation and advancement. This pragmatic approach continues to strengthen the PB brand as a bank for the people, while upholding its core value of integrity and accountability.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Branding investment is an ongoing initia-

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Given that it is a healthcare crisis, it is difficult for brands to continue investing in brand building efforts, especially when they are fighting for their survival. However, a recent industry report stated that brands who stop advertising take twice as long to get back to full health after being entirely off the air. So brands must continue advertising if they can, or use alternative channels to stay relevant.

What are some of the key elements for a successful branding exercise?

In today’s world, defining a brand’s purpose is one of the most critical elements in brand building. “Purpose” is the deeper meaning behind our work. It is what drives us and our “reason why”. At Mercedes-Benz, our purpose is “first move the world”. It means pursuing more than what is immediately achievable.



TAN SRI DR TEH HONG PIOW
Founder, Chairman Emeritus,
Director and Adviser
Public Bank Bhd

tive, regardless of the changes in the operating environment. Investing in products and services that are attentive to customers’ need, effective communication and digital transformation can help companies gain customers’ trust and strengthen its brand.

What are some of the key elements for a successful branding exercise?

The success of a brand is built on its integrity, transparency and sustainability. The empathy and willingness to listen, as well as continued effective communication also play a pivotal role in building the brand and maintaining strong relationships with customers.



DATUK JAYA J.B. TAN
Chairman
Envictus International
Holdings Limited

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

This crisis has provided us an opportunity to prove that we care about our customers. We know that consumers are now more mindful of their spending and they desire things to lift their spirits. Being in the food service industry, we are able to cater to their needs by offering great value deals through various platforms and introducing new menu items to create excitement.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Given that health and safety is the top concern for everyone, it’s crucial that we prioritise the safety and well-being of our custom-



ers and employees in everything that we do. Focusing on maintaining food quality and safety standards, while ensuring compliance

towards all SOPs, is the key to retaining consumers’ trust in our brand.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Absolutely, because brand-building is a long-term effort to generate loyalty and affinity from consumers. This pandemic has also shown us that consumers will turn towards brands that they feel connected with and will try to seek some degree of comfort from its offerings.

What are some of the key elements for a successful branding exercise?

The most important element is to be able to walk the talk and deliver on the brand promise. Consumers will be the judge of how successful the branding exercise is, based on whether we are able to meet or exceed their expectations.



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FERNIE JASMINE ABDUL GHANI

Head, Brand and Marketing
Axiata Group Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

While some experts say brands should not be under the spotlight, there are others who say brands shouldn't go dark as meaningful relationships can be built and maintained even during crisis. We tend to lean more towards the latter.

Some brands acted as PSA disseminators by echoing or amplifying their messages in supporting governments and health organisations' messages on Covid-19 pandemic etiquette, e.g. Nike's Play Inside, Play for the World; Instagram's Stay Home.

Some brands positioned themselves through donations.

At Axiata, as part of our ongoing corporate community commitment, and together with our subsidiaries Celcom, edotco Group and Axiata Digital, we launched a RM150mil cash fund to give immediate assistance to micro-SMEs impacted by Covid-19 as we felt the micro-SMEs were among the segments that

were hit the most.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

At Axiata, we feel that it is important to be present and be relevant for our consumers during challenging times.

As a result of the pandemic, the need to be connected has increased multi-fold. Parents need to work from home, children need to study in virtual classrooms, businesses need to conduct transactions online.

A stable Internet connection from home is no longer a luxury but a necessity. We offered and continue to offer free data to our subscribers in all the markets where we operate, while recalibrating our networks, optimising them to match new consumer demands.

We believe that being compassionate and doing our part to help make people's lives better during this time is the right step towards endearing our brand to consumers'

hearts and minds.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

As mentioned earlier, while we don't think this is the right time to be spotlighting our brand, it is not a time to go dark either. The focus of our brand narrative at this time is centred around consumers and what we can do to help ease their burden through the pandemic. We also believe it is important to maintain our social media presence, and keep constant engagement with our audiences.



RAMJEET KAUR VIRIK

Consumer Dairy Director
Dutch Lady Milk Industries Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

This unprecedented event has hit the whole world unexpectedly. As a brand and organisation, we had to adapt quickly to the new way of working and focus on our core purpose. Dutch Lady Milk Industries Bhd is lucky to be part of essential industry and our core purpose is to nourish Malaysians with our trusted and quality dairy products. By focusing on our core processes, we were able to continue to stay focused and deliver our ambition to nourish Malaysians throughout this trying time.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

With a strong purpose to nourish Malaysians and as the number one liquid milk brand in Malaysia, our brand Dutch Lady is known for nutrition and trust, this was an easy task. We continued to deliver our promise and switched our communica-



tions and media touchpoints based on the changes in consumer consumption behaviour in 2020. We continued to stay relevant and came out strong.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Branding investment should follow a strong brand purpose. As Dutch Lady, we have the advantage whereby our products are full of nutrition and fortified to help Malaysians to stay strong and thus, we continued to invest in our brand in 2020.

In fact, we relaunched our full range in

August 2020 with three key elements:

1. With a better recipe which is Healthier Choice 2.0 compliant.
2. A winning consumer story "Strong Me, Stronger Us".
3. We kept our price competitive to be able to stay true to our purpose.

As this pandemic continues into 2021, we want to assure Malaysians that Dutch Lady Milk Industries Bhd will continue to make our products available, keeping our promise to nourish Malaysians and help them be strong.

What are some of the key elements for a successful branding exercise?

Having a clear purpose and define a well thought through brand propeller. From there, translating the strategic objectives into creative excellence that is checked with consumers along the way to ensure we stay relevant yet consistent. Finally, with the right creatives, to execute with high reach in the right touchpoints, while staying within the brand guardrails.



SURAIYA ABDUL SAMAD

Head, Group Brand and Sponsorship
CIMB Group

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands have accelerated their digital transformation to ensure they did not have any interruptions in meeting customers' needs – providing seamless customer experience between digital and non-digital environments.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

At CIMB, we focus on helping our customers move forward by strengthening our digital propositions and ensuring that they are simple and easy to use. This includes a wider range of available digital products such as remittance, unit trust investments, motor insurance, credit cards, and e-Gold Investment Account to name a few. The availability of these products digitally significantly reduces the need for customers to

visit bank branches, while providing a fast and seamless process for customers to purchase banking products.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes, branding investments for a company are important to stay present and relevant to its customers even with Covid-19. Brands will need to emphasise on reliable digital delivery and maintaining great customer experience in the new normal to stay ahead in a competitive landscape.

What are some of the key elements for a successful branding exercise?

Delivering on what the customer needs/wants while providing great customer experience. At CIMB, customer-centricity is a key strategic focus under the Forward23+ strategy whereby we place our customers at the heart of everything we do. Our aim is to con-

stantly enhance our banking experience to better support our customers' needs as well as helping them move forward.



Prof MICHAEL DRISCOLL

Vice-Chancellor and President
Taylor's University

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The pandemic has proved that perseverance and agility is critical for brands to thrive in any challenging climate. Our ability to embrace change and pivot quickly by combining good story telling and innovative use of technology has enabled us to have meaningful and personalised conversations with our audiences.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

It is important to identify and make sense of trends that resonate with consumers. The year 2020 has been unique for many; however, we remain committed and unafraid to challenge the status quo to build a deeper connection and relevance with our audience.

Should companies embark on their



branding investments in the wake of the Covid-19 resurgence?

It remains relevant. There are data that suggests brands which stand out will emerge strongly in the market. However, there will be pressure and scrutiny that comes with the investments which also means brand priorities will shift.

What are some of the key elements for a successful branding exercise?

In a climate of constant change, one thing remains certain – a clear focus on brand values and consistent brand message to ensure that we remain committed in our strategy and promise in providing the best experience for our students and parents.

MOTION FOR LIFE

WE ARE SILVER BUT YOU ARE GOLDEN.
Thank you for making us the Silver Award Winners at the Putra Brand Awards and for choosing us, for the third consecutive time. Your support is our best engine. Thank you for setting us in motion.



Photo by: Leron Pieters.



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2020
SILVER



MICHELIN

SILVER WINNERS

SHARP



TING YANG CHUNG
Managing Director
Sharp Electronics (Malaysia)
Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands that are dynamic to evolve and adapt are brands that are able to remain strong in this unprecedented market situation. Business transformation and innovation are essential to stay on track with the changes shown in the market and consumption behaviour.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Sharp understands the "stay at home" demands as well as the heightened need for better hygiene and protection. Hence, we have focused on the appropriate consumer electronic products and remote work solutions to assist our consumers to navigate these turbulent times.

In anticipation of the increased demand for these products, we took steps to ensure that we have sufficient stocks and good



supply chain and logistics management.

We also accelerated our online marketing efforts with our O2O campaigns to cater to the change in consumer buying behaviour.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Companies should continue to invest in branding and marketing but their messages need to be more targeted and relevant to the changing market conditions. Now is a great opportunity to not only engage but build

consumer loyalty that would sustain well into the future.

Continued investment is important but one needs to be smart and prudent.

What are some of the key elements for a successful branding exercise?

Firstly, to demonstrate we understand and empathise with our consumers, and secondly, to add value to them and the community at large. Relationships are built when we understand, support and engage with our customers during difficult times.

MBO



CHEAH CHUN WAI
CEO MBO Cinemas

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Unfortunately cinemas are not able to operate during 2020 therefore triggering the digital platform to create regular brand recall and generate concession sales as a supplementary income.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

As we are content exhibitors we share latest updates of the upcoming blockbusters and sell limited edition merchandises. This initiative is to continue building brand recall and interest among the consumers.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

This is important seeing that consumers need to be reminded of their favourite brand and with the Covid-19 outbreak hopefully to be eradicated in the coming future. We are looking forward to having our customers return to cinemas once the condition improves.

What are some of the key elements for a successful branding exercise?

Digital presence is crucial with the current conditions whereby branding exposure outreach can be pushed further. Constant engagement between brand and consumers on this platform creates emotional attachment with the level of interaction that increases the brand value.

Canon



ANDREW KOH
President and CEO
Canon Marketing Malaysia
Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The pandemic has disrupted the traditional competitive landscape of companies. To meet the evolved consumer purchasing behaviour, Canon has pivoted its go-to-market strategy and model by digitalising their offering from offline to online.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We are driven by our corporate philosophy, Kyosei, striving to live and work together for the common good. It is at the heart of everything we do, from product innovation to the various CSR initiatives; Canon always prioritises its role in supporting our community.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Sustainable communications are essential at any time, even more so during a pandemic as people are now keeping indoors. Driving consistent conversations displays brand authenticity and builds trust among key stakeholders.

What are some of the key elements for a successful branding exercise?

Brands need to look into digital solutions that deepen human connection. People pay attention to how brands leave an impact on society. Many organisations have prioritised this as an important objective, rethinking their values, operations and infrastructure to transform themselves into a human-centred enterprise.

NEW STRAITS TIMES



MUSTAPHA KAMIL MOHD JANOR
Executive Director (News and Editorial Operations) Media Prima Bhd CEO The New Straits Times Press (M) Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The pandemic has prompted brands to reconsider their values within a community that has become increasingly cautious and yet hopeful. More than ever, Malaysians are craving news and entertainment for connectivity and comfort. Since 1845, NSTP has offered generations of Malaysians the best content and products that are relevant, compelling and attractive.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

To cement NSTP's brand image, we have set three main aims – to focus on our core business of content generation; to maximise the value of every NSTP product, and to continue giving back to society and contribute towards nation-building.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Against the current environment of uncer-



tainty and an altered market with new consumer behaviours, instead of branding investments, companies may look to optimise their marketing practices to better reflect the increase in online transactions, communications and social face-time with consumers.

What are some of the key elements for

a successful branding exercise?

Context, clarity and consistency are the three main elements to any successful branding, with emphasis on empathy, sustainability and transparency during this crisis. It's critical for brands to employ tactical marketing that acknowledges the pandemic, while continuously reflecting positive values to the audience.



Favourite fried chicken meal

AS the nation's favourite fried chicken, KFC Malaysia is honoured to accept its sixth consecutive award at the annual Putra Brand Awards.

The prestigious Putra Brand Awards, also known as the People's Choice Awards, reward brands on consumers' awareness, impression, intent and advocacy.

Voted by almost 6,000 consumers, the gold award in the Restaurants and Fast Food category is a testament to consumer confidence and endorsement as it is solely determined by the people – thus cementing KFC Malaysia's position as one of Malaysians' favourite brands.

"Amidst a challenging 2020, KFC is glad that our brand messaging resonated well with our consumers," said KFC Malaysia deputy general manager of marketing Evelyn Ng.

"KFC is a brand inspired by Malaysians, made by Malaysians for Malaysians. Thus staying true to these values is crucial especially while Malaysians are adjusting to the new normal.

"We amplified our messaging, ensuring customers and employees that their health and safety is our priority, and we innovated new ways of serving our customers.

"At the same time, our marketing campaigns are aligned with our brand identity that celebrates Malaysia, Malaysians and KFC's heritage in Malaysia.

"We produced tasty hyper-local-influenced menus like Nasi Atuk KFC, Zinger Chop and Crunchy Tandoori.

"Equally important, we've bol-

Spicy or 'ori', KFC keeps us happy



stered our CSR efforts to help our local communities that are affected by the pandemic with the Kita Fight Covid-19 CSR campaign."

The year 2020 saw KFC faced with inevitable disruptions brought by the pandemic.

In response, KFC invested in ecommerce and contactless channels, while broadening its network of delivery-capable stores to reach customers nationwide when movement control was in effect.

In pursuing greater convenience, accessibility and safety for the customers, KFC introduced Pandu Ambil – an expansion of the KFC self-collect service – at more than 200 stores, whereby customers can simply order online and collect their KFC meals without

stepping out of their car.

Especially during this unprecedented period, KFC strengthens its brand identity with campaigns such as Cheezy Cheezy Malaysia that celebrates the wonders of Malaysia; KFC Cara Kita with murals showcasing KFC's love for Malaysia; and #KepeciKitchen that encourages Malaysians to stay home and get creative with their KFC meals.

Understanding customers' needs, lifestyle and aspirations are vital and KFC is committed to continuously strengthen its relationships with the customers and invest further in building brand love.

KFC thanks Malaysians for this prestige recognition.



KFC is the gold winner in the Restaurants and Fast Food category of the Putra Brand Awards 2020.



BRONZE WINNERS

Harvey Norman



KENNETH ARULDOSS
Managing Director
Harvey Norman Asia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Harvey Norman is an omnichannel business. We have very well-merchandised and spacious brick and mortar stores as well as a comprehensive ecommerce platform, catering to various segments of consumers with different shopping preferences and requirements.

Besides investing efficiently in advertising, it is important for brands to stay visible and be at the top of consumers' minds by being present at various touchpoints throughout their purchasing journey.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

In these challenging times, ensuring that consumers get the best value for their essential home appliances, furniture and bedding products, as well as computers and IT peripherals to work from home is critical.

Making sure that standard operating procedures are in place in all our stores for customers to shop safely is also paramount.

We also constantly engage our consumers via our digital platforms, keeping them updated on the latest promotions and store operating hours as well as sharing educational content on how consumers can improve their lives at home.

Feel-good content that alleviates anxiety and promotes positive messages goes a long way in enhancing the brand image.

Should companies embark on their

branding investments in the wake of the Covid-19 resurgence?

Branding efforts never stop. New challenges push for new ideas. Brands should embrace the change, transit quickly, work and market differently amid this new normal.

What are some of the key elements for a successful branding exercise?

Brands create consumer trust and emotional attachments; at Harvey Norman, customers can always shop with confidence. We must walk the talk, making sure that we deliver what we commit to our customers. Delivering our brand promise and persistent brand messages supported by exposure on various platforms and touchpoints contribute to growing a successful brand.



HENG ZEE WANG
Chief Marketing Officer
AIA Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The pandemic has challenged brands to rethink their position and role in society. Many have strengthened their presence by giving back to the community and are heavily utilising digital platforms as a way to communicate with their consumers.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We will continue to provide relevant solutions to support our consumers during these challenging times.

This includes our health and wellness programme AIA Vitality; free Covid-19 cover-

age; our suite of total and wealth solutions; and even job opportunities through our industry leading recruitment programmes.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes, it is important to reinforce the brand's role in these times and our ability to support consumer needs despite the challenges caused by the Covid-19 pandemic.

What are some of the key elements for a successful branding exercise?

It is important to always create messages that continue to be relevant and timely while staying true to the brand's purpose and values.



DATUK CHANG KHIM WAH
President and CEO
Eco World Development Group Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

For EcoWorld, we want to be at the top of people's minds as a brand that is supportive and nurturing in meeting both the physical and emotional needs of our customers in these uncertain times.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Our extensive efforts over the last few years to digitalise every aspect of our business, as well as the early investments to create a strong digital brand presence across multiple online platforms, have helped us broaden and deepen our market share.



Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We are confident that EcoWorld is well

positioned to not only ride through these challenging times, but thrive in the years ahead as we swiftly adapt to new market realities and seize every opportunity presented to us.

What are some of the key elements for a successful branding exercise?

Having a clear and consistent brand voice whilst remaining true to our brand's core values is essential.

At EcoWorld, all our projects carry a certain DNA that reflects our brand values, and we believe strongly in integrating these values into every aspect of our business.



LAM PUI YUEE
Business Executive Officer – Milks,
Nestle (M) Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

In these uncertain times, it is more important than ever for brands to continue their mission by staying true to their brand purpose and leaving a positive impact on the community.

Nestle Omega Plus' mission is to create awareness amongst Malaysians on the No.1 killer heart disease and galvanise them to take action towards optimising their heart's health.

What steps are the company

taking to cement its brand image among consumers amid a challenging year?

We focus on staying relevant to consumers by continuing to deliver meaningful content that resonates with them and by being a brand that takes action to make a positive difference in consumers' lives.

We do this by connecting with them through the right mediums and touchpoints.

Should companies



embark on their branding investments in the wake of the Covid-19 resurgence?

We believe that brands need to continue investing in creating long-term value to achieve long-term success.

Brands should be agile and efficient in engaging consumers and invest efficiently in the right mediums to deliver the right messages through the right touchpoints.

What are some of the key elements for a successful branding exercise?

Building a powerful brand purpose by putting consumer first is a must. This will set us apart from the competition while staying close to the consumers' hearts. This in turn will help to foster brand love.



STEPHEN CHEW
CEO
Nando's Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Nando's has always been a brand that focuses on making a positive impact in the communities we're in. Covid-19 gave us the opportunity to give back to the community and solidify our position as a meaningful brand that's more than just chicken.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

This year, Nando's is focused on living our purpose and being a meaningful brand. We have conducted several programmes that gave back to the community (Kind Dining, No Chuckin' Our Chicken and Member Gift-

it) as well as various branding campaigns that spread positivity under the theme of Keep the Flame Burning i.e. Recelebrate campaign and #ForMalaysiaKita.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

It's important to remain relevant and understand that consumers' needs and perceptions have changed due to the pandemic. Evolving to stay relevant with consumers



and continuing to engage with them is key.

What are some of the key elements for a successful branding exercise?

Remain true to your companies brand values and purpose – Nando's is Changing Lives, Together. Understand your consumers and ensure that

your brand proposition is relevant to your target audience.

Continue to engage with consumers to build emotional affinity in a sincere and authentic manner.

The promise of tomorrow

To live with one foot in the future is part of Toyota's DNA

Dear Malaysia,

WE hope you are well and in good health.

In more ways than one, last year felt somewhat like a fever dream. Much like all of you, when the clock struck midnight on Dec 31, 2019, we stepped into 2020 with high hopes and big dreams. We had a clear vision of what we wanted to achieve. The things we wanted to do, they were aplenty.

Though as we all know, sometimes things do not always go as planned. While we are sure you have heard this said more times than you wish to remember, it was truly in the most trying way a challenging and unprecedented year for our nation and the world. We have all had to adapt and assimilate ourselves to a new norm, one that called for a reimagining of even the simplest everyday tasks.

Now in 2021, we must continue to look ahead. If one thing has stood true during the past 12 months, it is that we as a nation are stronger when we can lean on one another. Much like our irreplaceable and heroic frontliners, we must also play our parts to not only overcome, not to simply return to the ways of the past, but to strive for a better future.

At Toyota, we believe in the promise of tomorrow. Because tomorrow is an

unexplored land of possibilities, it is an ever-changing landscape of ideas and innovation. To live with one foot in the future is part of our DNA. Years may pass but our philosophy will always remain the same – to put not just our customers, but also society, first.

As a brand, it is crucial to adapt to the demands of not only the contemporary market but also the needs of our nation. With our subsidiary Toyota Boshoku Sdn Bhd, we are proud to have been able to assist in the making of various personal protective equipment (PPE) through our available facilities. Wherever possible, we find it to be of the utmost importance to assist where and when we can.

Because when the lights go off either at our offices, factories, workshops or homes, it is integral that we finish our day by delivering on our brand promise.

Despite a challenging start to the year, we still had to hit the ground running. The past few years, we have been hard at work in positioning ourselves to have a bigger presence and appeal with today's youths. We recognise that there is a high demand for vehicles that not only looks good, but is also packed with cutting-edge technology.

Ultimately, brands stay relevant by staying connected to their target audience. Our Gazoo Racing endeavours

and the overwhelmingly positive reception towards our GR products have shown that we are indeed on the right course, that is to stay fresh and exciting.

To our most loyal customers, we would like to extend our sincerest gratitude for your trust and support. We are incredibly honoured to be awarded with platinum in the Putra Brand Awards 2020 for best automotive brand for the second year running. This award not only reflects the hard work of our employees, but it is a testament to your trust in our technology, innovations, and most importantly our service and network support. In a year filled with great challenges, it is truly a special one and we hold it dearly to our hearts.

In the spirit of looking ahead, we are constantly pushing the limits and stretching the realm of possibilities. But innovation does not happen overnight. It is a back and forth, trial and error, and constant process. Innovation is only possible when we pursue it together.

For us to create ever-better cars, it is essential for us to understand the needs of our customers and look beyond. This is in line with our global mission to produce "happiness" for all through mobility. To foresee the technological demands before it is needed. To stay active, not reactive. That is why this year

we are launching our brand new platform, Toyota Synergised Mobility.

With Toyota Synergised Mobility (TSM), our goal is to bring the very best of Toyota technologies under one roof so you can equip yourself with the best vehicle to suit your needs. We believe that technology should be simple. It should not be seen as an additional tool, but an extension of your body. Technology should synergise with you and simplify the difficult so you can achieve your goals seamlessly. Going forward, TSM will be the pillar and foundation to our approach to technology.

Once again, we would like to thank you for your continuous support. It is a new and exciting chapter and we hope you continue to be with us as we embark on this journey. While it is a new year, the fight still goes on. But we are at our strongest together, so let us continue to lift each other up as one nation, united.

When we are all synergised, tomorrow's possibilities are truly endless.

AKIO TAKEYAMA
Deputy Chairman
UMW Toyota Motor Sdn Bhd

RAVINDRAN K.
President
UMW Toyota Motor Sdn Bhd

Toyota is the platinum winner in the Automotive category of the Putra Brand Awards 2020.



BRONZE WINNERS




CAROLINE MOREAU
Marketing Director
Carlsberg Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

In Carlsberg's pursuit of better, we amended our brand communication positioning to be more relevant to the current consumers' sentiment. We connect with them emotionally by engaging them through our initiatives by giving hope for a better tomorrow.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We invested our marketing funds to support local trade customers and consumers through our Safer Together initiatives such as Adopt A Keg, Coffeeshop Program, Bring Me Home and Safer Schools.

We also increased our investment in the digital environment, a key touchpoint to reach our consumers.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

While the belief is for companies to continue with branding investments, communications must be exercised tactfully amidst the current pandemic.

It is vital to stay relevant to consumer sentiments and communicating through the right channels, platforms and content.

What are some of the key elements for a successful branding exercise?

Living up to its brand purpose across its

branding is key. Despite these challenging times, we continue to live up to Carlsberg's pursuit of better by giving back to Malaysians in need.

We rolled out various initiatives under Safer Together to support consumers, trade customers and schools and will continue to do so in hopes of creating a better today and tomorrow.




CAROLINE MOREAU
Marketing Director
Carlsberg Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Somersby has always been a brand that encourages positivity. In this uncertain time, Somersby is well-poised to advocate this message while giving the brand a stronger presence and voice in the market.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

The brand stays optimistic yet empathetic, which is evident across all of Somersby's platforms. Somersby puts "we" before "me" and aims to inspire consumers to spread love and positivity, even when apart.

We also try to elevate stay-home moments



by introducing product ideas like Ice and Dice, as well as Somersby cocktail recipes.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We believe that companies should continue branding investments through better understanding of the ever-changing consumer landscape. Consumers are shopping online, making careful decisions through research and reviews more than before.

What are some of the key elements for a successful branding exercise?

The first step is to put consumers' interest at the heart of the business. Consistency is key when it comes to brand communication.

A brand's purpose, equity, reputation and tone of voice are key recipes that differentiate us from competitors. Consumers with similar values tend to associate themselves with the brand and develop brand love over time.




DATUK DR PA NOK CHING
CEO
Jin Bin Corporation Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands worldwide are seen to emphasise health-conscious themes and have increased their digital presence to maintain brand exposure.

Many consumers are still undergoing work-from-home measures and are more likely exposed to digital and social media platforms.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

The company aims to develop digital marketing strategies, particularly on social media, that highlight all the strong points of health supplements and nutritional products

in line with current consumer trends, which are increasingly focused on health management amid the Covid-19 pandemic.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes, branding investments with proper planning and due diligence are crucial even in times of crisis, as companies that manufacture products or provide services require branding strategies to successfully reach out and sell to potential customers.

What are some of the key elements for a successful branding exercise?

A product with excellent quality and proven effectiveness is what prepares us for a successful branding exercise.

Consumers are able to recall and associate brands with certain products or categories that come to mind.




YUEN CHEE MENG
Executive Director, Branding and Customer Experience
Gamuda Land

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Aside from greater digital engagement, there is also a rapid shift within the property sector, where our products are designed and planned according to lessons learnt from this pandemic.

Our homes now represent the hopes and aspirations of Malaysians living under lockdown.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Our branding efforts have taken a consumer-first approach by positioning Gamuda Land at the forefront of digital space.

This includes platforms like GL Online Property Deals, consolidating offers and information across our townships and the GL Virtual Experiential Gallery.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Branding commitments are more crucial than ever as external expressions of an organisation's values.

The way these values are upheld and how they resonate with stakeholders are what will determine brand success in the post-Covid-19 operating and business environment.

What are some of the key elements for

a successful branding exercise?

As always, relevance and consistency are the keywords of effective branding.

With consumers prioritising trustworthy brands which have their interests at heart, we have focused on upholding and propagating our motto – Sincere, Responsible, Original – through all our communication channels.




ERIC WONG
Chief Customer and Marketing Officer, Prudential Assurance Malaysia Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brand positioning matters now more than ever. Although the way we do things has changed, our purpose has not.

Brands that continue to be relevant by being customer-centric and delivering experiences that go beyond expectations will stay at the forefront of customers' minds.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Driven by our purpose to help people get the most out of life, we continue to engage and deepen our relationship with customers and deliver solutions that meet their needs,

to the extent of providing all Malaysians complimentary special Covid-19 coverage.

Ensuring customers are well-served and protected, we enable them to connect with our wealth planners virtually.

Through our Pulse by Prudential app, which is free for all Malaysians, we empower them to take control of their health and well-being.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

A brand's key survival factor in any situation is holding on to its purpose, relevance and ability to innovate, adapt and evolve with changing circumstances.

Brands need to focus more efforts on anticipating customer needs, delivering

differentiated experiences and maintaining meaningful relationships with them.

What are some of the key elements for a successful branding exercise?

Communicate a clear purpose that matters to people, bring it to life in a relevant manner and drive it consistently.

Demonstrate brand authenticity by connecting and resonating with consumers at the emotional level, making a difference in their lives and doing things that matter to them.

THANK YOU MATRADE

For your gracious and continued support of
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GROWING BRANDS
THROUGH CREATIVITY

Brand Champion Partner:



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2020

BRONZE WINNERS

airasia



RUDY KHAW
Chief Brand Officer
Airasia Group

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands have taken steps to maintain relevance considering the change in consumers' lifestyle. This has opened up doors to a lot of brands from an advertising point of view because they are now on channels they would probably not have been on before.

However, some have also had to look into reshaping their offerings such as what we have done at AirAsia, by taking that step to really drive our other businesses.

The entrepreneurial mindset ingrained in the business and the fact that our co-founder Tony Fernandes constantly reminds us to "never waste a crisis" has enabled us to be a step ahead well before Covid-19 hit, by ensuring all the building blocks were in

place to handle any situation.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Airasia has always been a brand centred around people as evident from our tagline, Now Everyone Can Fly. The shift in business focus to maintain relevancy has been core to guiding our progress and staying in the minds of consumers. With digital transformation at the wheel, we introduced new offerings through airasia.com, the Asean super app for everyone.

It wasn't about letting a bad year be a bad year but rather making the best of it and not giving up. We will keep building on our strengths so as to emerge stronger when normalcy returns.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

If anything, 2020 has taught the world that people are resilient. To invest in brand building is also to invest in people.

The Covid-19 resurgence does not mean that brand building cannot continue. It's just a matter of how it is done and how much and where the brand invests.

What are some of the key elements for a successful branding exercise?

We pride ourselves on being a disruptive leader with a clear and deep understanding of value, our customers and the technology itself. Even as the airline and tourism industries are harshly affected by the pandemic, as a brand we never let that deter our vision.

Nestlé
KitKat

FRÉDÉRIC PORCHET
Business Executive Officer –
Confectionery, Nestlé (M) Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands need to strive to remain relevant to their target audience, especially in situations like this pandemic.

Adapting the product range to meet ever-changing consumer needs (i.e. pack sizes and prices) as well as communicating in a relevant and empathetic way are two ways of keeping a strong presence.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Building "brand love" is a key priority for most brand owners, who should strive to make their brands visible to their target

audiences by communicating through a large number of touchpoints that are relevant to them, from in-store to digital mediums and television.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes, there is no doubt that brands should sustain their branding investments.

Building brand love takes time. In unique moments like this pandemic, it is important for investments to be relevant and tailored to the emotional needs created by the situation to create strong bonds with consumers.

What are some of the key elements for

a successful branding exercise?

Some of the key elements, but not the only ones, would be the relevance of the message conveyed (tone, voice and "on-brand"), deep knowledge of the brand's target consumer, as well selecting the right touchpoints for any campaign.

Domino's



LINDA HASSAN
Group Chief Marketing Officer
Domino's Pizza Malaysia,
Singapore and Cambodia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Changing consumer trends, needs and preferences due to the Covid-19 pandemic have heightened the need to up the ante on digital platforms. In engaging with consumers, communication on reassurance and safety continues to be an important factor.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We continue to build trust, particularly in terms of safety and hygiene through our "Count on Domino's" promise. As the leader in providing convenience, efficient and safe delivery and carry-out services, we maintain

our promise of creating great value for customers.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes, it is needed to be competitive as many opportunities have risen from the pandemic due to the quick and agile response of businesses to meet post-Covid-19 needs and demands.

What are some of the key elements for a successful branding exercise?

Consistent, differentiated and innovative offerings in tandem with changing consumer needs and behaviour. Distinctive service to set it apart and stand out from the crowd



while being innovative and future forward also opens up new opportunities.

Nestlé
Nestum

LAM PUI YUEE
Business Executive Officer – Milks,
Nestlé (M) Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

In these uncertain times, it is even more important for brands to continue their mission by staying true to their brand purpose and making a positive impact on the community.

Nestum's purpose is to support Malaysians from all walks of life with nutritious yet affordable light meal solutions.

What steps are the company taking to cement its brand image among consumers amid a challenging year?



We focus on staying relevant with consumers by continuing to deliver meaningful content that resonates with them and by being a brand that takes action to make a positive difference in consumers' lives. We do this by connecting with them through the right mediums and touchpoints.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

We believe that brands need to continue investing in creating long-term value to achieve long-term success.

Brands should be agile and efficient in engaging consumers and invest efficiently in the right mediums to deliver the right messages through the right touchpoints.

What are some of the key elements for a successful branding exercise?

Building a powerful brand purpose by putting consumer first is a must. This will set us apart from the competition while staying close to the consumers' hearts. This in turn will help to foster brand love.

Berita Harian
BH

MUSTAPHA KAMIL MOHD JANOR
Executive Director
(News & Editorial Operations),
Media Prima Bhd
CEO – NSTP (M) Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

The pandemic has prompted brands to reconsider their values within a community that has become increasingly cautious and yet hopeful. More than ever, Malaysians are craving news and entertainment for connectivity and comfort.

Since 1845, NSTP has offered generations of Malaysians the best content and products that are relevant, compelling and attractive.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

To cement NSTP's brand image, we have set three main aims – to focus on our core business of content generation; to maximise the value of every NSTP product; and to

continue giving back to society and contribute towards nation-building.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Against the current environment of uncertainty and an altered market with new consumer behaviours, instead of branding investments, companies may look to optimising their marketing practices to better reflect the increase in online transactions, communications and social face-time with consumers.

What are some of the key elements for a successful branding exercise?

Context, clarity and consistency are the three main elements in any successful branding with a focus on empathy, sustaina-

bility and transparency during this crisis.

It is critical for brands to employ tactful marketing that acknowledges the pandemic, while continuously reflecting positive values to the audience.



BRONZE WINNERS



PROF ANDREW WALKER
President and Pro Vice-Chancellor
Monash University Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

By adapting to innovative ways of delivering. Collaborative technology has enabled teams to stay connected and productive. Brands also need to adhere to and promote measures to help curb the pandemic such as social distancing and mask-wearing.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Throughout 2020, we consistently empha-

sised that we would maintain the continuity of our students' education and well-being.

We set up a RM1.5mil compassionate and hardship package for students suffering financial hardship due to the Covid-19 crisis.

We have also supported government efforts such as payments to students, food vouchers for students living in residences and helping students return to their hometowns.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Monash has invested in expertise, techni-

cal connectivity and additional staff to shift our educational model online. This way, we can not only keep providing quality education, but also ensure that the infrastructure can continue serving beyond this current predicament.

What are some of the key elements for a successful branding exercise?

Despite 2020 being a most challenging year, Monash University Malaysia has continued its work as a research-intensive university committed to innovation. The ability to adapt and change is also more vital now.



HASSAN ALSAGOFF
Country Marketing Head
Grab Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

With the Covid-19 pandemic, it is even more vital for brands and companies to adopt a hyper-localised approach to address what matters most to Malaysians at a time when businesses, especially small and traditional ones, are still trying to adjust and access to needs are limited.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

As a homegrown brand, Grab is focused

on helping those who depend on our platform – from users with safer access to everyday essentials, to our community of partners (drivers, delivery riders and merchants) with income opportunities.

Hence, our efforts focused on helping to drive demand for businesses such as boosting visibility for local heroes on the platform, while also making users' needs more affordable through promotions and initiatives.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Brands should be more community-centric

by focusing on what is important to their community and helping Malaysia rebuild.

What are some of the key elements for a successful branding exercise?

Some of the key elements we have put in practice are:

> Authentic purpose-driven strategies – knowing when, where and how to spend so that communities can also benefit.

> Being agile – to quickly identify and respond to sharp shifts in consumer behaviour trends to remain relevant and.

> Applying innovation and creativity – to deliver a seamless consumer experience.



KAZ KAWASAKI
Chief Operating Officer
KDK Fans (M) Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Fans are still a necessity in every household, regardless of whether consumers are earning a high or low income. Table fans, ceiling fans, stand fans and wall fans all play an important role in keeping Malaysians cool and breezy.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

KDK works hand in hand with our authorised dealers to promote KDK products.



We have maintained our product quality and service to ensure that everything is tip top.

In addition, there has been no price increase for our products.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Branding and advertising are very important no matter how bad the business is. It reminds customers about the existence of the brand.

What are some of the key elements for a successful branding exercise?

Advertising in all mediums such as billboards as well as online and newspaper advertisements. We also prioritise product quality, design and service. We believe word of mouth is important.



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Genting Simon Sdn Bhd (200801009367)
Genting Highlands Premium Outlets Sdn Bhd (201501026298)

BRONZE WINNERS

POH KONG



DATUK CHOON YEE SEIONG
Executive Chairman and Group
Managing Director
Poh Kong Holdings Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

In line with the changing media consumption habits and growing preference for online shopping, marketing efforts have shifted online.

To stay relevant, Poh Kong has ramped up capacity for online transaction and digital interaction by adapting strategies that focus on social media, live commerce, e-commerce, mobile app and digital marketing.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Poh Kong has adapted business practices that suit the Covid-19 "new normal" by offering delivery services and online purchasing

through websites and social media.

To maintain customer loyalty and trust during these uncertain times, health and safety measures have been reinforced to bring customers back to physical store while assuring them that their shopping spaces are safe.

While people are decidedly more mindful about spending during the crisis, we have introduced affordable gift collections so that customers can still get their money's worth.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Brands have to continue commu-

nicating with consumers about their products and services in order to stay at the top of their minds.

Poh Kong adopts a cautious investment strategy to ensure that company cash flow is not further impacted.

In addition, we have to be alert for the latest Covid-19 announcements by the government and be flexible with the communication channels we use to reach consumers.

What are some of the key elements for a successful branding exercise?

Be empathetic, relevant and timely.



Bata



AJAY RAMACHANDRAN
Country Manager
Bata Malaysia

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands need to relate to the consumers' new needs and address their concerns. For example, consumers now prefer more essential loungewear shoes and are looking for more value, comfort and savings.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We have embarked on several projects to give back to the community, including donating one million shoes globally to frontliners and helping the needy through monthly corporate social responsibility programmes.



Additionally, we have changed the tone of our communications and products to better relate to the needs of consumers.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Branding is a communication activity that should never stop, but its tone, message and delivery can be tweaked. Times like this offer a chance for brands to support the community and maintain top-of-mind recall.

What are some of the key elements for a successful branding exercise?

The key elements are a clearly defined vision and mission; mobilising the entire organisation in the direction of the brand promise; and consistency in the communications process both externally and internally. All elements of a brand's touchpoint with consumers need to say the same thing.

MYDIN



DATUK AMEER ALI MYDIN
Managing Director
Mydin Mohamed Holdings Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Now more than ever, brands need to amplify their voices for a stronger presence in the market. Consistency of appearance through a fusion of digital and human dimensions is important.

As a wholesaler and retailer, we are in direct communication with consumers and suppliers. Mydin enforces strict standard operating procedure compliance and periodic sanitising works in all premises.

Awareness is important to ensure that consumers feel safe and confident about the brand's promises. Above all, brands must care for and protect their staff, consumers and partners to enable their brand presence to become stronger.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Enhancement of customer experience and engagement through digital adoption is vital. Mydin has been exploring creative digital marketing strategy and content. We believe this leap is important to resonate positive brand perception and engagement with existing and potential customers.

We also associate our brand with humanitarian efforts through Tabung Mydin Prihatin, our corporate social responsibility platform.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Definitely. Companies will always have to innovate their strategies to be in line with

current trends. What matters most is the right direction of branding investment and using the right platform for optimum results.

What are some of the key elements for a successful branding exercise?

Brand voice: Enthusiastic and authentic brand voices to win customers' confidence. Mydin believes in the participation of the company's managing director as our own brand ambassador will lead to good bonding and positive public perception.

Brand experience: Word of mouth, social experience of the brand to expand customer base. Share of voice and sentiment are important to measure the brand's presence.

Market understanding: Creation of in-trend marketing strategies to strengthen brand position.

MST GOLF

Everything Golf



NG YAP
CEO
MST Golf Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brand building is a marathon run and needs to continue at all times with various stages, timings and situations.

Depending on the industry, brands can look at pockets of opportunity to allow their brand building to continue and remain relevant.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We start with the core of the brand, which is our staff, to deliver our brand experience with full confidence.

We continue to invest in our store elevation, which provides a better shopping experience.

We are also more focused and precise in our consumer communications and activations.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Companies should take advantage of the fact that consumers now have more time to read, watch television and try new things during this period to invest in branding that is relevant to the new norm.

What are some of the key elements for a successful branding exercise?

Understand your consumers and what makes them keep coming back. Brands must be kept up to date and relevant to consumer behaviour and expectation changes. Precise



and focused branding communication and execution is essential for a successful branding exercise.



RODNEY WONG
CEO
Munchy Food Industries Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

When the world went into lockdown, consumers turned their attention towards brands that they were most loyal to. Munchy's is certainly Malaysia's favourite brand when it comes to biscuit snacking.

We continue to stay faithful with our brand identity and strategy to drive visibility and top-of-mind recall. We continue to commit ourselves to serving consumers with tasty biscuits for everyone in the household.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We launched an impactful online marketing campaign that resonated with our con-

sumers, who were being forced to spend more time at home.

In addition, the introduction of Munchy's new, innovated products was important to reinforce our brand image. Munchy's has also hastened the adoption of e-commerce.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

The rapid digital adoption driven by the pandemic will continue even after recovery. Companies should accelerate digital investment in response to the evolving consumer needs.

With social distancing as the new norm and e-commerce an important sales platform for many brands, companies have to quickly innovate and leverage technology for the

purpose of consumer interactions.

What are some of the key elements for a successful branding exercise?

Brand promise, product positioning and brand perception. Brand promise is important in defining experiences that create interest among consumers, as well as product credibility.

A unique and meaningful positioning enables the brand to stand out in the market. Meanwhile, a great brand portrays a perception that is aligned with brand aspirations and in sync with consumers' needs.

Keeping our brand promise has always been the recipe for our success. Munchy's will continue to provide fun and delicious biscuits and snacks for everybody around the world.

BRONZE WINNERS




DANNY CHEN
Marketing Manager
Petron Fuel International

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Brands have invested to build stronger brand empathy by putting people first and being more sensitive towards the current situation.

Furthermore, brands are playing a role to unite people during a period when physical distancing is being enforced.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We have been following through on Petron Malaysia's commitment to fuel the best customer experiences despite the pandemic by providing more value and opportu-

nities for savings, ensuring customers' safety and upholding high product and service quality.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

With the disruption caused by the pandemic, companies should reassess their relationship with consumers.

Brands need to be present throughout the lives of its users during both good and challenging times.

What are some of the key elements for a successful branding exercise?

Companies must have deeper consumer insights that identify with the emotional

psyche, behaviours and sentiments of consumers that have likely shifted during the pandemic.

It is then important to utilising those insights in ways that can improve customers' experiences and their relationship with the brand.




LIM KIM CHIENG
President
Senheng Electric (KL) Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

In an overly saturated global virtual market, Senheng's positioning strategy is key to communicating our brand core propositions – value, peace of mind and convenience that is relevant and of value to consumers.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

To implement a successful customer-centric brand strategy, Senheng was quick to adopt a series of measures including communication and operational excellence.

This included product offering and an omnichannel experience from which we

were able to reinvigorate and maintain customer engagement.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

The competition for brand recognition has never been more fierce. Digital-native newcomers are using tech-savvy, direct-to-consumer approaches to enjoy unprecedented ease of entry. They are weaving compelling, socially conscious brand stories on social media.

Hence, branding investment is crucial to communicate our differentiation story.

What are some of the key elements for a successful branding exercise?

For Senheng, it would be putting customers at the heart of our business and understanding their requirements in these challenging times.

We are also exploring the digitalised technology platform to aid our operational functions. All this can only be done with a strong, dedicated team that is determined to excel despite the current crisis.




MOHAMMAD MUNZIR AMINUDDIN
Group Chief Operating Officer
Siti Khadijah Apparel Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Every brand should identify its strengths and weaknesses during the Covid-19 pandemic.

For SK, we have clear target consumers. After a few boutiques were closed, we realised that targeted consumers now tend to shop online for the items and apparel that they use daily.

In line with this, companies need to change the direction of their marketing strategies by enhance their digital marketing and marketplace presence (Shopee, Lazada, Grab Mart, Panda Mart).

Companies should also upgrade their official website to make it more user-friendly.

We introduced personal shopper/dropship

programmes so that customers can experience the SK hospitality as well as boutique delivery whereby customers can purchase items from the boutique and have them delivered/picked up on the same day.

The main objective is to make it easier for consumers to get their preferred products without going to SK boutiques.

Increasing brand awareness on any available social media platform is also necessary.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Good planning of promotional activities and campaigns for the right target consumers at the right time and the right digital marketing platforms.

We have also increased our creative pro-

duction with high-value content that creates emotional impact.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes.

What are some of the key elements for a successful branding exercise?

Know your products well. Be unique and stand out from other products. Also, products must be created as a solution to consumers' problems. Always explore new knowledge and methods of innovation.




CHEN CHAW CHANG
Chief Commercial Officer
BOH Plantations Sdn Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

BOH will continue to do what we have done well all these years – leveraging on our legacy in passionately producing exceptional Malaysian teas and offering consumers a unique tea experience to “lift” our spirits, something we especially need given today's trying conditions.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

As a legacy brand with over 90 years of history, BOH has journeyed with Malaysians through many milestones.

We remain focused on bonding with

consumers and continue to deliver our much loved teas to help everyone appreciate simplicity and togetherness at this time – something Covid-19 has reminded us of.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

BOH has always believed in taking a long-term view on brand investments to ensure consistency, sustainability and future growth.

Brand investments which can lend an impact to important aspects such as preserving the environment should not be deferred, even during a pandemic.

What are some of the key elements for

a successful branding exercise?

A “purpose-driven” brand is crucial to a successful branding exercise. Consumers must know what the brand clearly stands for and the value they derive from it.

Touchpoints and connectivity are important. Brands must also demonstrate relevance and resonate with consumer preferences.



In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

Trust is paramount in uncertain times, so the key is to solidify sentiments by showing how a brand can support local communities through meaningful connections.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

We are putting people first by prioritising network stability, health and safety compliance.

Secondly, we have made life easier for everyone at home with our broadband and digital capabilities to help lessen the impact of the pandemic.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Absolutely, people are looking to familiar brands in response to the pandemic. So, it is important to remain present but with the right purpose and tonality.

What are some of the key elements for a successful branding exercise?

Be authentic. Don't try to be everything for everyone. Take a stand when it comes to what you believe in and share that story in the hope that people will want to be a part of it.

IAN CHOE
Head of Brand Comms
Time dotCom

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