

StarSpecial

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PUTRA BRAND AWARDS 2021

HERO BRANDS

Putra Brand Awards 2021 honours brands that remain steadfast in the face of adversity to rise as the people's choice.



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —



Organised by



In collaboration with



Brand Champion Partner



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Selection criteria for 2021 awards

SELECTION of brands for the survey is based on third party-monitored adspend data over a 12-month period in 24 different product and services categories.

For 2021, over 11,000 survey responses were received during an eight week-long research period which was promoted via 60 digital platforms. The research was conducted 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 brands they would recommend to friends and family.

People's choice

Into its 12th 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 the Brand Champion Partner and supported by the Malaysian Advertisers Association, the Malaysian Digital Association and the Media Specialists Association.

It is organised by the 4As in collaboration with Star Media Group.

For 2021, there were 24 categories and five special awards – the Putra Brand Personality Award, the Putra Most Enterprising Brand of the Year, the Putra Hall of Fame, the Putra Marketer of the Year and the Putra Brand of the Year.

Putra Brand Awards 2021 Board of Governors



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CATEGORIES	PLATINUM	GOLD	SILVER	BRONZE
Apparel and Accessories	Nike	Adidas, Uniqlo	H&M	Bata, Poh Kong, Siti Khadijah, Swatch
Automotive	Toyota	Honda, Perodua	Mercedes, Proton	BMW
Automotive: Fuel, Lubricants and Accessories	Shell	Petronas, Michelin	Petron	Goodyear
Beverage: Alcoholic	Carlsberg	Heineken, Tiger Beer	Connor's, Guinness, Sommersby	Hennessy, Martell
Beverage: Non Alcoholic	Milo	100PLUS	Nescafe	Coca-Cola, Spritzer
Beverage: Dairy	Farm Fresh	Vitagen, Yakult	Dutch Lady	Anlene, Nestle Omega
Communication Devices	Samsung		Huawei, Xiaomi	OPPO, Vivo
Communication Networks	Maxis	Celcom, DiGi	Hotlink, TM	U-Mobile, Time dotCom
Education and Learning	Universiti Kuala Lumpur	Universiti Teknologi PETRONAS	Taylor's Education Group, UNITAR International University	Monash University, Multimedia University, Open University Malaysia, Sunway Education Group
Banking, Investment and Insurance (Finance)	Maybank	VISA	CIMB Bank	Public Bank, RHB
Foodstuff	Gardenia	Kit Kat, Maggi	Cadbury, Chipsmore, Magnum Ice Cream, Mamee	Munchy's, Nestle Ice Cream
Health	Panadol	Dettol	Hurix's, Scotts, Strepsils, Vicks	ENO, Woods
Household Products	Top	Sunlight	Dynamo, Febreze, Softlan	Breeze
Home Improvement Products and Stores	Ikea	Energizer	Bosch, Nippon Paint	Harvey Norman, Jotun, Senheng
Cameras, IT, Office and Business Equipment	Samsung	Canon, Panasonic	Faber-Castell, HP	Dell, Pilot
Media and Entertainment	Astro	The Star	Era FM, Hitz FM, TV3	New Straits Times
Entertainment	Golden Screen Cinemas	TGV Cinema	Sunway Lagoon	Aquaria KLCC, Legoland
Personal, Household and Outdoor Appliances	Samsung	Panasonic	Philips, Sharp	Daikin, KDK, LG
Personal Care	Dettol	Colgate	Vaseline	Dove, Nivea, Sensodyne
Property Development	UEM Sunrise	IJM Land	Sime Darby Property, SP Setia, Sunway Property	EcoWorld, iProperty, Propertyguru
Retail	Guardian	AEON, Mr DIY	Ikea, Watsons	7-Eleven, Tesco
Retail: Restaurants and Fast Food	McDonald's	KFC	Starbucks, Texas Chicken	Domino's, Nando's, Pizza Hut, Subway
Transportation, Travel and Tourism	Malaysia Airlines	Grab, PLUS	AirAsia, Premium Outlet, Tourism Malaysia	Berjaya Hotels & Resorts, Firefly Airlines
e-Commerce	Shopee	Grab	GO Shop, Touch n Go	Foodpanda, Lazada, Mudah.my



Message from



Mohd Mustafa Abdul Aziz
Chief Executive Officer
Malaysia External Trade
Development Corporation (MATRADE)

Driven by shared vision

THE Malaysia External Trade Development Corporation (MATRADE) is proud to support the Association of Accredited Advertising Agents Malaysia (4As) in organising the Putra Brand Awards.

The strong collaboration between 4As and MATRADE over the years is driven by the shared vision, determination and perseverance to champion the growth of local brands. MATRADE as the Brand Champion Partner endorses this award.

As all of us are aware, the Covid-19 pandemic has altered the economic landscape, which called for a transformation to withstand an unprecedented situation and to emerge stronger in the post-pandemic recovery.

I admire our strong-will Malaysian business owners as they continue to spearhead to survive the impact of the pandemic.

These high-calibre leaders handled the crisis with a spirit of accelerating digital transformation, establishing variable cost structures, upholding sustainability, implementing agile operations and most importantly, managing as well as maximising their brand exposure.

Understanding consumers' insight is necessary to safeguard the organisation's status and future success. Hence, companies are encouraged to delve into the consumers' behaviour and demand to further improve their operations. Home-grown and foreign brand owners propelled our economy through their continuous improvement with enthusiasm, entrepreneurship and innovation.

Malaysia has become among the leading trading nations globally, ranked 25th of over 200 countries in the world. Along with the transformation of the country's economy, we witnessed the emergence of local Malaysian brands in many different products and services segments internationally.

In addition to that, as Malaysian companies continue to embrace new technologies, we witnessed Malaysian brand owners expanding their international business in high value industries such as telecommunications, oil and gas, property development and creative content. This transformation signifies Malaysia's active involvement in the international arena, tapping the markets beyond domestic boundaries.

MATRADE, as Malaysia's trade promotion agency under the Ministry of International Trade and Industry (MITI), is committed to advocating Malaysian exports, particularly brands through various exporters development and export promotion programmes.

MATRADE welcomes more Malaysian companies to be on board in our wide-ranging programmes. Malaysian companies are urged to leverage our 46 overseas-based offices and five regional offices in Malaysia to seek assistance regarding export opportunities. Do get in touch with MATRADE via MATRADE offices, social media platforms or visit www.matrade.gov.my.

In closing, I would like to take this opportunity to congratulate all winners of the 12th Putra Brand Awards. I wish you great success in your business endeavours. Thank you.

Message from



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

Championing local talents

WELCOME to the 12th edition of the Putra Brand Awards.

This year is special for us as the 4As celebrates 50 years in Malaysia, marking our stewardship of the advertising industry since the 4As formation in 1971 by a group of forward-thinking advertising professionals.

Fifty years of providing industry guidance and leadership: From the outset, the 4As has taken on the role of serving as one of the Government's key information sources on advertising, providing objective inputs to influence fair regulations and avoid unwise decisions that might affect the industry negatively.

Fifty years of championing home-grown talents: The 4As has been at the forefront of measures to develop and nurture our local talents through continuous professional development via training programmes for member agencies employees, as well as providing them with scholarships.

Fifty years of generating impact: 4As has been organising and promoting several annual awards for the industry, including the Malaysia Effie Awards, the global gold standard for marketing effectiveness; the Kancil Awards, Malaysia's premier accolade for creativity; and the Putra Brand Awards, also known as the "money can't

buy" People's Choice Awards.

These awards continually raise the bar and are a tangible measure of the power of the industry to reach the hearts and minds of the consumer.

The Putra Brand Awards reflect our belief that in a world of product parity, the last unfair advantage a brand can have is the power of a high value idea.

This keeps being proven true, time and time again, when you examine every brand that became a market leader by winning over their consumers' loyalty through creativity and persistence, shaping consumer perceptions and behaviour towards the advertised brand.

For brands to remain relevant, they need to celebrate human connections with purpose and cater to consumers in the new normal, finding a balance between the rational and the emotional.

We look forward to the next 50 years during which we will continue to nurture the conditions that allow such creativity to thrive and flourish.

Let us celebrate the brands that have evolved and adapted to changing consumer behaviour, brands that have made a difference in the lives of consumers, and brands with purpose.

On behalf of the 4As, I would like to convey our heartiest congratulations to all the winners.

Message from



Datuk Johnny Mun
Putra Brand Awards 2021
Organising Chairman
Senior Advisor and Council Member
Association of Accredited Advertising Agents
Malaysia (4As)

A time to honour heroes

THE theme for the 2021 awards is "Honouring Hero Brands", as we thought it most appropriate in the aftermath of the Covid-19 crisis that has hit us globally the past two years.

The organising committee decided to proceed with a physical event to honour marketers who held their ground and remained steadfast in the face of adversities and plodded on building their brands. The show is dedicated to reward and salute these heroes who were unwavering in their ambition to be Malaysia's favourite brands – chosen by the people.

The Putra Brand Awards research is a painstaking undertaking, spanning over a period of four long months from initiation to the final endorsement by an esteemed board of governors.

Brand building is a discipline that should never be seen as an expense. Rather it must be jealously guarded as an investment by marketers.

Top of mind is not a position nor a commodity that can be achieved overnight. Brands need to be nurtured over time across multiple platforms consistently to win consumers' trust. Employing sporadic salvos of ill-planned

advertising presence simply will not cut it. Not in the face of product proliferation and price competition in today's market.

Aside from the winning brands at this year's awards, the hero theme is also apt for all Malaysians.

Your resilience in weathering the trials and tribulations caused by the pandemic the last two long years is truly commendable. We, the Putra Brand Awards organisers, salute you!

The stature of the Putra Brand Awards has grown not only on a local level but also across the region. The 4As have received numerous enquires from fellow associations in the region on possibilities of hosting similar Putra Brand Awards shows!

In signing off, a very big thank you to MATRADE, the permanent chair of the Putra Brand Awards, the board of governors for their guidance, the Star Media Group and Ipsos for your support in making the event a memorable one.

To all victorious hero brands, congratulations and keep at it. Look forward to an even better 2022 Putra Brand Awards show!

Knowing what the customer wants

SAMSUNG PUTRA BRAND OF THE YEAR 2021

THE Putra Brand Awards 2021 was indeed the year of Samsung.

Firstly, Samsung bagged three solid platinum awards being the highest in three categories – Communication Devices; Cameras, IT and Office & Business Equipment; and, Personal, Household & Outdoor Appliances.

Secondly, the household Korean brand was inducted into the Putra Brand Hall of Fame.

And thirdly, to top it all, Samsung was chosen by the people as the Putra Brand of the Year 2021.

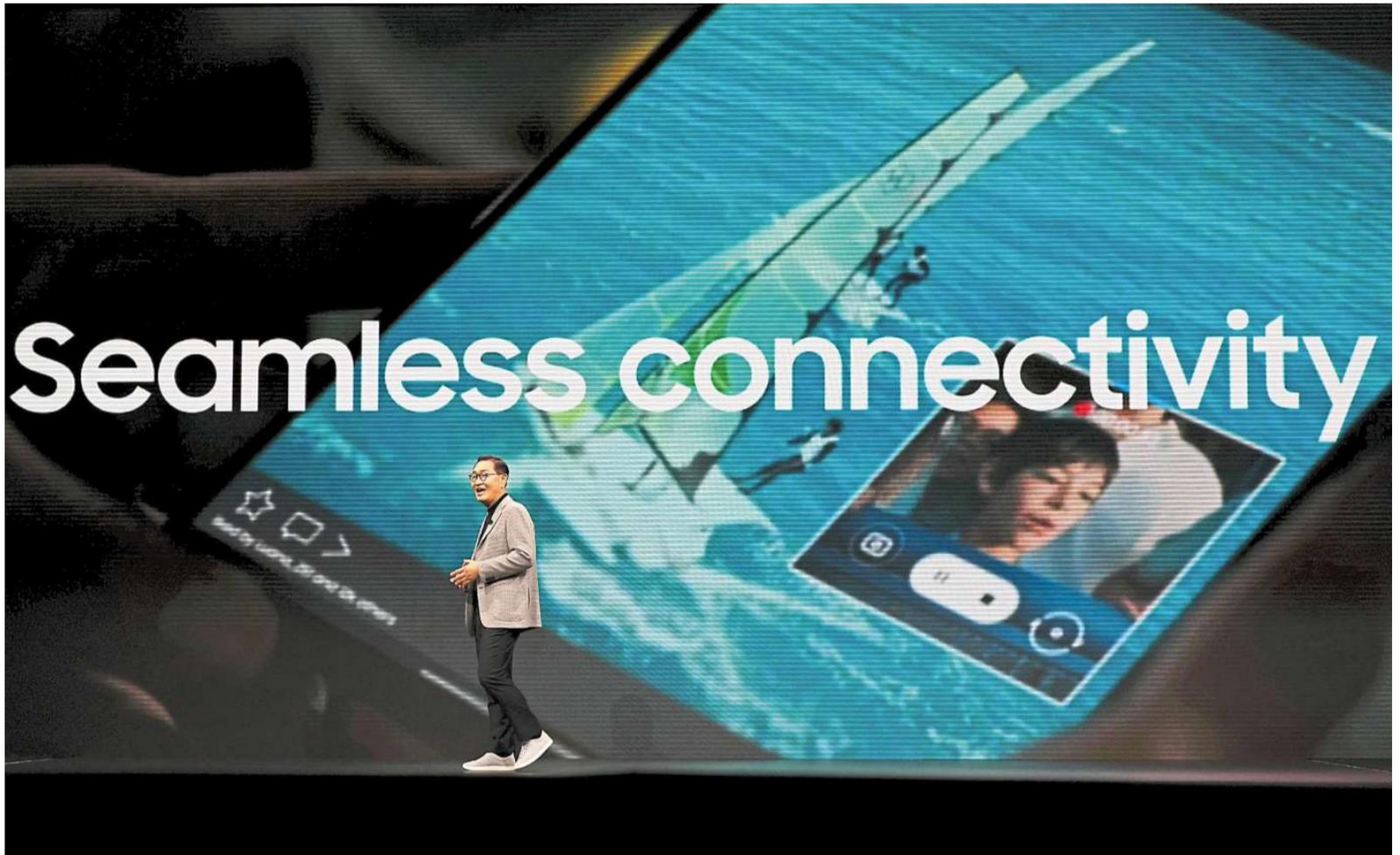
The secret behind Samsung's success is that the brand has over the decades listened to and anticipated customers' needs, to define what they expect in their daily lives, said Samsung Malaysia Electronics chief marketing officer Elaine Soh.

"Our consumers seek meaningful mobile experiences and innovative technology that empower them to make significant progress in their lives for a better future," she said.

Winning the Putra Brand of the Year award is indeed a reflection of Malaysian consumers' trust in the brand.

To find the winners of Putra Brand of the Year 2021, third party Ipsos Sdn Bhd conducted a survey to determine Malaysia's favourite brands within multiple categories – which garnered 11,000 responses.

Soh stressed that Samsung's ethos is to place the consumer first. "The company will continue to



Samsung Electronics Inc vice chairman and CEO Jong-Hee Han at CES 2022 – the world's largest annual consumer technology trade show – in Las Vegas on Jan 4, 2022. The brand strives to offer consumers innovations that give them seamless and integrated experiences.

put consumers at the forefront of everything we do," she said.

Soh shared that 2022 will be the year for new aspirations.

"Consumers are looking for a

change, a refreshed outlook, to move away from the precariousness of the pandemic.

"As such, we are committed to creating leading mobile experienc-

es and helping consumers enjoy a galaxy of possibilities through our open ecosystem.

"We foresee a rising demand for convenience and customisation

and we are ready to offer consumers innovations that give them seamless and integrated experiences with our smart devices and appliances."

Standing the test of time

FOR Royal Selangor Pewter International Sdn Bhd chairman Tan Sri Yong Poh Kon, the Putra Brand Awards 2021 Personality of the Year is not about him but the brand.

"Our people have been working diligently to take the brand to where it is today," he said.

One cannot simply build a brand overnight, he said. It takes years and team effort.

For Royal Selangor, that means living up to its motto *Celebrating Life's Precious Moments through Good Design and Craftsmanship*.

"The award is confirmation that we have been taking the right steps forward in our business, and that we must continue to do so," he added.

Yong acknowledged that the Covid-19 pandemic has caused varying degrees of movement and travel restrictions, resulting in fewer visitors to physical stores but a greater migration towards ecommerce.

He pointed out that Royal Selangor always had an online shop and by engaging more with customers, an increasing number of them are happy to order online, which also offers customisation and engraving services.

He added that sales via online improved significantly both domestically and in its export markets.

"We have also been speaking to a global audience and increasing our presence in key markets through our retailers around the world."

Yong is also excited over the brand's new outlet at Battersea Power Station in London, which is currently in the works as that will be a strategic retail store.

Royal Selangor's branding is handled by its KL-based global marketing team, which continues to communicate authentic brand

ROYAL SELANGOR®

PUTRA PERSONALITY AWARD 2021

stories on its heritage and craftsmanship. The team generates awareness and engages with customers through global editorial content on its social media channels.

Yong shared that Royal Selangor has an innovative design studio that builds the brand through collaborations and partnerships with world-renowned artists and organisations.

To date, Royal Selangor has collaborated with the British Museum and the Victoria and Albert Museum, both in London, and the National Palace Museum in Taipei, as well as award-winning designers Jamy Yang and Jarrod Lim.

With regards to the future under the pandemic, Yong said that Royal Selangor has stayed resilient since 1885 and has weathered two world wars and several economic recessions.

"Royal Selangor will continue to stay true to our craft and keep up our efforts to effectively share our brand story with our audiences everywhere.

"We will further progress along with digitalisation and deeper engagement with our customers regardless of physical distances," he said.

This provides a strong foundation for training its future generation of designers and craftspeople, and sets up clear guidelines for the succession planning of leaders and managers to take the brand forward, he added.



One cannot simply build a brand overnight; it takes years and team effort, said Royal Selangor Pewter International Sdn Bhd chairman Tan Sri Yong Poh Kon.



FROM FRIED GOLD TO REAL GOLD

We've just won our 7th consecutive gold at the Putra Brand Awards, and it's all because of you. Thank you.



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LOI TUAN EE started off with a simple goal of providing dairy goodness to Malaysians.

The group managing director, chief executive officer and founder of Farm Fresh Berhad initially brought in 60 Holstein Jersey cows from Australia to Johor and made fresh milk more accessible to Malaysians in a marketplace dominated by reconstituted and powdered milk.

At the Putra Brand Awards 2021, Farm Fresh Berhad bagged the Putra Enterprising Brand of the Year award, and also a platinum in the Beverage (Dairy) category.

The Putra Enterprising Brand of the Year award goes out to entities that have outstanding achievements in developing their brand and made strides in the market through product or service innovation.

Winners of this award have also had to show commitment to comprehensive marketing and communications programmes as well as demonstrable corporate social responsibility (CSR) initiatives.

Late last year, Farm Fresh launched Tabung Didik Kasih – a donation drive for orphans who lost their parents to Covid-19. Tabung Didik Kasih is a collaboration between Farm Fresh and Yayasan Didik Negara, an on-going initiative to build study funds for the beneficiaries.

With so many criteria to fulfil, the win was well-won for the dairy company.

“Having the honour of winning this title is a real testament to the hard work and perseverance of everyone working in the company for the last 12 years,” said Loi.

“Winning this title is only the beginning of our brand journey, knowing that we are now

Legend-dairy success



PUTRA ENTERPRISING BRAND 2021

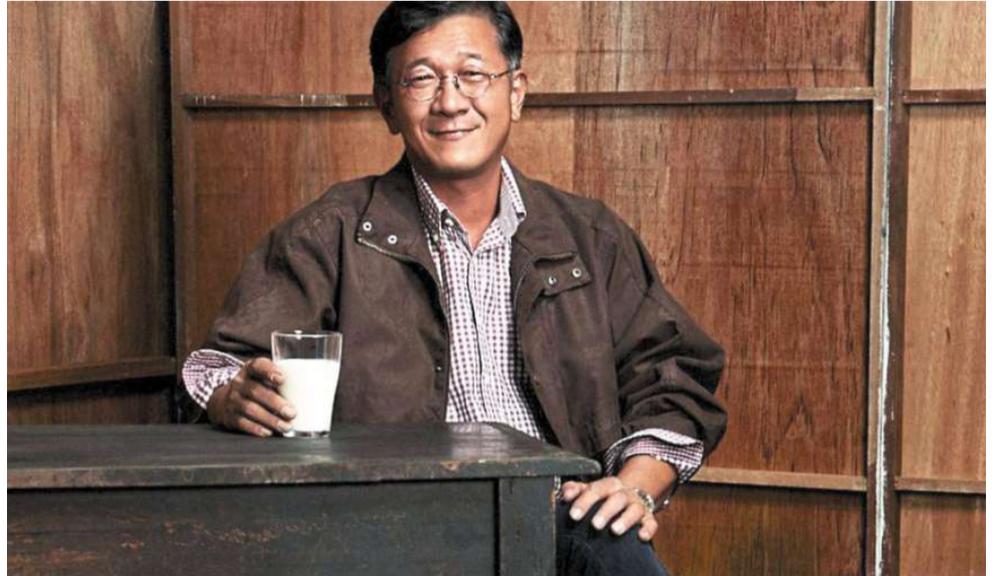
on the right track with our valued customers.”

Loi noted that an entrepreneurial and steadfast mindset is the best fit for today's fast paced, demand-driven market.

“Our brand proposition has always been consistent and we believe offering consumers nature's purest dairy produce has gained us long term brand loyalty,” he said.

Under the shadow of Omicron, the dairy company has astutely prepared itself by ensuring operations, in and out of the office environment, are strictly adhered to, and that the welfare and safety of their employees are taken care of.

While the past couple years may have caused disruptions, Farm Fresh is poised to open an agritourism farm at UPM Serdang this year with a destination restaurant at the



“Winning this title is only the beginning of our brand journey,” said Farm Fresh boss Loi Tuan Ee.

heart of the farm called The Acre.

“We also want to expand our offerings catering to other daily lifestyle consumptions eventually.

“We hope that by diversifying our business, we are not just seen as a milk product

but a milk brand that serves other parts of consumers' lives.

“It's now ever more important for Farm Fresh to be the brand for families, kids and anyone really – even for those who are lactose intolerant!” Loi quipped.

SAMSUNG



TOYOTA



PUTRA BRAND HALL OF FAME

The Hall of Fame inductees are brands that have won the highest awards at the Putra Brand Awards – three platinum and seven gold in the past 10 years.

These brands have demonstrated excellence by being consistent in providing their best to Malaysians.

In 2021, the brands that joined this roll of honour are Samsung, Toyota and Milo.



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PUTRA BRAND AWARDS 2021
MARKETER OF THE YEAR

Milo Marketing Team



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PLATINUM WINNERS

SAMSUNG



ELAINE SOH
Chief Marketing Officer
Samsung Malaysia Electronics

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Samsung is looking to provide our customers with new aspirations. For many, these past two years have given them a new perspective on what is truly important for them. As such, we will leverage on our connected mobile experiences and our smart home ecosystem to enrich everyday lives.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

In 2021, we were able to meet the needs of our consumers by offering accessible, cutting-edge technologies that enabled a safer, healthier home while remaining connected to the world with innovative devices.

Is the market now ready and receptive



to a branding exercise, especially since the country has eased up on lockdown measures?

2022 is the year for new aspirations. Consumers are looking for a change, a refreshed outlook, to move away from the

precariousness of the pandemic. As such, we are committed to creating leading mobile experiences and helping consumers enjoy a galaxy of possibilities through our open ecosystem. We also foresee a rising demand for convenience and customisation and are ready to offer consumers innovations that give them seamless and integrated experiences with our smart devices and appliances.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

With some foresight, we would focus on personalisation of the consumer journey to offer our customers rewarding and fulfilling experiences. On top of this, we would offer a range of smart devices and appliances to help create seamless and integrated experiences so consumers can achieve convenience and customisation in their daily lives.

Carlsberg



STEFANO CLINI
Managing Director
Carlsberg Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Carlsberg has always played an important role in our consumers' celebration moments, from key occasions to everyday celebrations. The pandemic has been tough on everyone, not just our consumers, as they were not able to be with their friends and families during such important moments.

Carlsberg aims to create more memorable moments that are better shared with our consumers and their loved ones. Year 2022 marks the 30th year of partnership between Carlsberg and Liverpool FC, a long-standing relationship which we continue to leverage on this key milestone to create and celebrate with our consumers.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Staying true to our company's purpose of brewing for a better today and tomorrow, Carlsberg constantly puts our consumers at the heart of our brand. Navigating through the different challenges during the pandemic, it has not been easy for everyone, but



we want to always be there for all our consumers.

For instance, during the Harvest Festival in 2021, we offered the Harvest limited-edition cans in Peninsular Malaysia, especially for those who were unable to celebrate with their family back in Sabah and Sarawak.

With the multiple lockdown phases in the country, we understood that consumers were missing the experience of drinking a draught beer in outlets, which is how we came up with the idea of giving away Fizzics draught machines to enable our consumers to enjoy and recreate the smoothest draught beer experience at home.

Is the market now ready and receptive

to a branding exercise, especially since the country has eased up on lockdown measures?

As a brand that promises quality and innovation for every occasion, Carlsberg has always been agile in pivoting to adapt to the evolving trends to stay top of mind and be relevant in the market. In 2021 during the pandemic, Carlsberg revamped the packaging of our Carlsberg Smooth Draught to continuously excite our consumers. We will always strive to bring joy and better celebration moments to all our consumers.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Carlsberg is all about celebration. Carlsberg would like to continuously enhance our consumers' celebration moments be it key festivals or football season. We will have many exciting promotions, campaigns, and collaboration for our consumers to enjoy together. On top of that, we will be bringing more on-ground activations to give our consumers a more immersive and exciting experience with Carlsberg as we adapt to the new norm.

TOP



KAZUO MABUCHI
Managing Director
Southern Lion Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We have always strived to champion clean living for years. TOP has done this by providing a product that has anti-malodour, anti-mite dust, anti-sebum and now 99.9% anti-virus properties to enable Malaysians to live a healthier lifestyle.

TOP will continue innovating and evolving to better cater to market demand and market situation.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The pandemic has posed challenges for TOP. However, through this difficult period,



we are still the leading detergent brand in the market. Key planning and ensuring that we remained agile to the ever-evolving market conditions were vital to our success.

Is the market now ready and receptive to a branding exercise, especially

since the country has eased up on lockdown measures?

Our branding has constantly evolved despite the lockdown. Over the pandemic, TOP was able to pivot from conventional methods to more progressive methods such as digital media. Moving with the times, we believe digital is the way forward.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Digital mediums would be vital in order to educate our consumers better, alongside DOOH and physical events. However, it would also be important for TOP to embrace the upcoming trends in terms of technology and product innovation.

Panadol



BRYAN WONG
General Manager (MSB)
GSK

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Covid-19 has created a paradigm shift in consumer needs, behaviour and changed the consumer's media habits.

The pandemic has also prompted an increased focus on self-care amongst consumers. Panadol sees this as a responsibility for us to continue educating consumers on efficacy and building trust towards Panadol by reminding consumers Panadol is there providing the right support throughout these testing times.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Our campaigns and products aim to drive trust and efficacy. In these testing times we have launched our Take Care campaign with

a post Covid-19 vaccination message taking the centre stage in our communication, urging consumers to take care of themselves.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

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

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Our campaigns focus on bringing to live our brand purpose and build trust among consumers. We aim to create campaigns that are relevant, engaging and based on rich



consumer insights. On top of this, continuously educating our consumers become a big objective and we will continue to do so through our consistent communications across multiple touch points such as TV, digital, in-store and expert channels.



PUTRA
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— THE PEOPLE'S CHOICE —

GOLD
2021

Resilience and Agility Wins



2021 was a year like no other. The pandemic has shaped a brave new world that brought resilience and agility to the fore.

To all our customers who believed in us, thank you for being our source of strength and inspiration. As we look ahead, we strive to continuously push forward and look at new ways to do better.

Your dream is our dream.

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PLATINUM WINNERS



K. RAVINDRAN
President
UMW Toyota Motor

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

With the ongoing restrictions and measures to combat this pandemic, we remain consistent in ensuring that the safety of our employees, our stakeholders and all of our customers is paramount to us. We at Toyota strive to remain relevant to the market whilst fulfilling our brand promise. We have stretched and enhanced our digital efforts in making sure our customers' journey are seamless through our online showroom which includes virtual test drives and contactless transactions. With this, we hope to be easily accessible and convenient to our customers in this challenging times.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Despite the most of 2021 being a rather challenging year for most sectors, we remained resilient and grateful to our loyal

customers for their continuous support towards our brand and choosing Toyota as their preferred brand, making Toyota the non-national leader in the auto sector.

The continued growth of the market is a sign that we are steadily progressing towards recovery with the new normal and we have adapted our processes accordingly.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

The market is always changing and evolving, and this was further accelerated by the pandemic as various industries had undergone massive transformations to stay engaged and top of mind in the new normal. 2022 will likely see even more significant transformations as consumer trends continue to evolve rapidly. Hence, the Toyota brand promise is continuously expanding the boundaries of digital technology and transforming the mobility ecosystem with new age innovations.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Toyota is revving up for an exciting 2022 with impressive plans in the pipeline which includes innovating the future of mobility focusing on sustainability. The demand for sustainable vehicles is on the rise as the world is transitioning towards clean and sustainable practices. Toyota is on track of this green agenda and leading the forefront of hybrid electric technology, as we aspire to position energy-efficient vehicles (EEV) as a mainstream in mobility in the near future. This also includes our highly anticipated first locally-assembled hybrid vehicle Corolla Cross Hybrid that was recently launched.

As a leader in mobility, Toyota continues inject fun and pleasure into the lives of proud Toyota owners through the edgy side of the brand. We remain committed to pushing our limits in motorsports with engaging adrenaline-driven Malaysians to participate in Toyota Gazoo Racing.



KENNETH SOH
Head of Marketing Campaigns
Shopee Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We always try to find ways to integrate better into our users' lifestyles. We see the behaviour of online shopping to continue being an important aspect of their lifestyle while we also embark on new verticals such as ShopeePay Near Me offline deals and ShopeeFood.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

To remain strong and relevant, Shopee pays close attention to the changes in the market and how to best serve our users. As

such, we focus closely on ensuring the best possible digital experience for our sellers, buyers and partners alike as the digital adoption rate in the country continues to grow.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

We are monitoring the sentiment this Chinese New Year. As the lockdown has eased and more Malaysians are travelling locally, we noted a two-third increase in travel bookings for bus and flights on our platform in the first two weeks of January 2022 as compared to the same period in December 2021.

We have worked closely with our travel

partners to provide a seamless, safe, and stress-free booking experience for flights, buses and hotels on our platform so that Malaysians would have a memorable and enjoyable reunion this Chinese New Year.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Consumers' demands evolve and the market will always tell what it wants all the time. Essentially, we must continue to provide a trustworthy, convenient and secure platform for all our users, to continue spurring the digital economic growth in Malaysia.



KOH MEI LEE
Chief Executive Officer
Golden Screen Cinemas

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Innovation was key for us to stay ahead of the pandemic and today, we're more than just a cinema.

I'm proud that GSC is now recognised as a fun, lifestyle entertainment brand that Malaysians love for its youthful, energetic and bold identity.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

GSC was closed for more than seven

months in 2021, so we stayed connected by engaging customers on social media with content, as well as delivering F&B and merchandise products directly to their homes. During this time, we also took the opportunity to strengthen our position by acquiring 18 new cinema sites.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Branding is a continuous journey, so it is important we evolve to stay ahead of challenges and competitors.

We always aim to disrupt the status quo

and take risks that help us differentiate and strengthen our appeal with younger audiences looking for out-of-home entertainment with a unique edge.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Audiences today appreciate authenticity, diversity, and uniqueness.

We are introducing new and innovative products and services in the coming year that will surprise and excite cinema-goers, as part of our vision to become a total entertainment lifestyle hub.



NG SU YEN
Business Executive Officer, MILO
Business Unit
Nestlé (Malaysia) Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

For over 70 years, through thick and thin, we have been nourishing Malaysians with the energy to go further and inspiring the never-give-up spirit of champions by providing them the platform to grow with sports.

We will continue to stay true to our purpose and be a brand that the rakyat can trust, come what may.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We as a brand are only as strong as the rakyat.

As challenging as 2021 was, we worked to ensure that Malaysians continue to stay safe and nourished, encouraging them to look out for one another and pass on the goodness of MILO through initiatives such as Skwad Kebaikan MILO and Projek Kantin MILO.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Brands should always be ready to evolve and stay relevant to their consumers regardless of the market situation, which is what we believe and strive to do.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We never stopped our branding exercise and we will carry on going into 2022 with renewed optimism and the drive to continue our relevance amongst our consumers.

This is on top of continuing to have our fingers on the pulse of the nation, standing by the rakyat no matter the situation.

We could not have done it without their support. Thank you, Malaysia for the past 70 years and the 70 more to come.



PLATINUM WINNERS



SUFIAN ABDULLAH
Chief Executive Officer
UEM Sunrise

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We have repositioned ourselves as a brand to establish stronger presence during the pandemic by strengthening our online visibility through the activation of virtual branding campaigns and implementing digitalisation processes, whilst maintaining our corporate identity of "Find Your Happy" with the aim of delivering happiness in their home buying journey.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 was a challenging period for the

company as we struggled with the reduced opportunities in getting our products to market.

However, we remedied this by focusing on digitalisation to enhance our outreach through virtual show units and our hUb mobile app.

This was further supported by impactful branding campaigns such as Riang Ria Raya Ceria, Must Cari Ong and National Smiles Campaign.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

The gradual recovery means that the market will have a learned view of brand pres-

ence. The strongest brand presence will keep the market excited with product launches, festive campaigns, media events, and CSR activities, which are an integral part of UEM Sunrise's future plans.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Leveraging on the current market uptrend, we aim to elevate the company's brand presence by launching exciting physical activations and community engagements such as Happy Space @ Lot 149, placemaking activities as well as executing on-ground product launches safely in mind of Covid-19 SOPs.



HENRY TAN
Group Chief Executive Officer
Astro

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Our primary role of informing and entertaining Malaysians remains unchanged. With production restrictions lifted, we resumed production of our signature shows and created new edgy Astro Originals to thrill our customers.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

It was a busy year as we pushed ahead

with our transformation plans. We started with aggregating streaming services, launched our own sooka for millennials and introduced new products like Ultra Plug & Play that work without a satellite dish.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Branding is ongoing with consumers at the centre of everything we do, regardless of good or difficult times. Through the pandemic and the recent floods, we supported community via our #KitaTeguhBersama

campaign, championed education with learning content, provided access to students in remote areas and used our platform as a Voice for Good.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Content is our core strength – content from our streaming partners, our own originals and in this big sporting year, expect non-stop thrilling events such as the FIFA World Cup, Premier League, Formula One, Moto GP, Thomas and Uber Cup and more.



DATUK SERI ABDUL FARID ALIAS
Group President and CEO
Maybank

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Our mission to humanise financial services means we strive to be at the heart of our communities by serving and supporting our various stakeholder groups, be it customers, employees, communities and beyond.

As we move into a recovery phase, we remain steadfast in these commitments and in ensuring a just transition towards a sustainable world.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We continued to support our customers by providing targeted repayment assistance and

first-in-market solutions such as SME Digital Financing and Maybank2u Biz App, as well as growing our digital marketplace Sama-Sama Lokal to keep SMEs viable.

We also contributed towards humanitarian efforts so that we would emerge together from these trying times. This has resulted in stronger trust associated with the Maybank brand among our stakeholder groups.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

As the country goes through its economic recovery journey, it is crucial that appropriate incentives and measures are promoted to support growth opportunities for businesses so that they can rebuild their

resilience and sustainability.

Our current efforts see us supporting the digitalisation of businesses and financing solutions to help our customers become more sustainable.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Our brand journey will closely correspond with our current five-year plan, M25. It is our aim to be a force of good by championing ESG goals, driving digital advancements and unlocking new-value drivers.

This will be our organisation's fundamentals to strengthen the economy, protect the planet and enrich the livelihoods of our customers.



LOI TUAN EE
Chief Executive Officer
Farm Fresh Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

The Covid-19 pandemic has shifted how customers shop today. Their shift towards more mindful purchases have reminded us to be as mindful and prepared when we set forth new plans for new product development and innovation, marketing strategies, and route to market. Not forgetting that the appeal of our products and quality will have to have the best interest of the prudent customers too.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 was a tough year with the pandemic coupled with strong headwind challenges in rising cost and logistics disruption globally. Employees safety remained our first priority and we did not suffer any factory closures due to the outbreak. With our strong and



dedicated workforce we managed to navigate through the challenges and continued to provide fresh milk to our valued customers without any interruptions.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

As a homegrown brand, Farm Fresh is

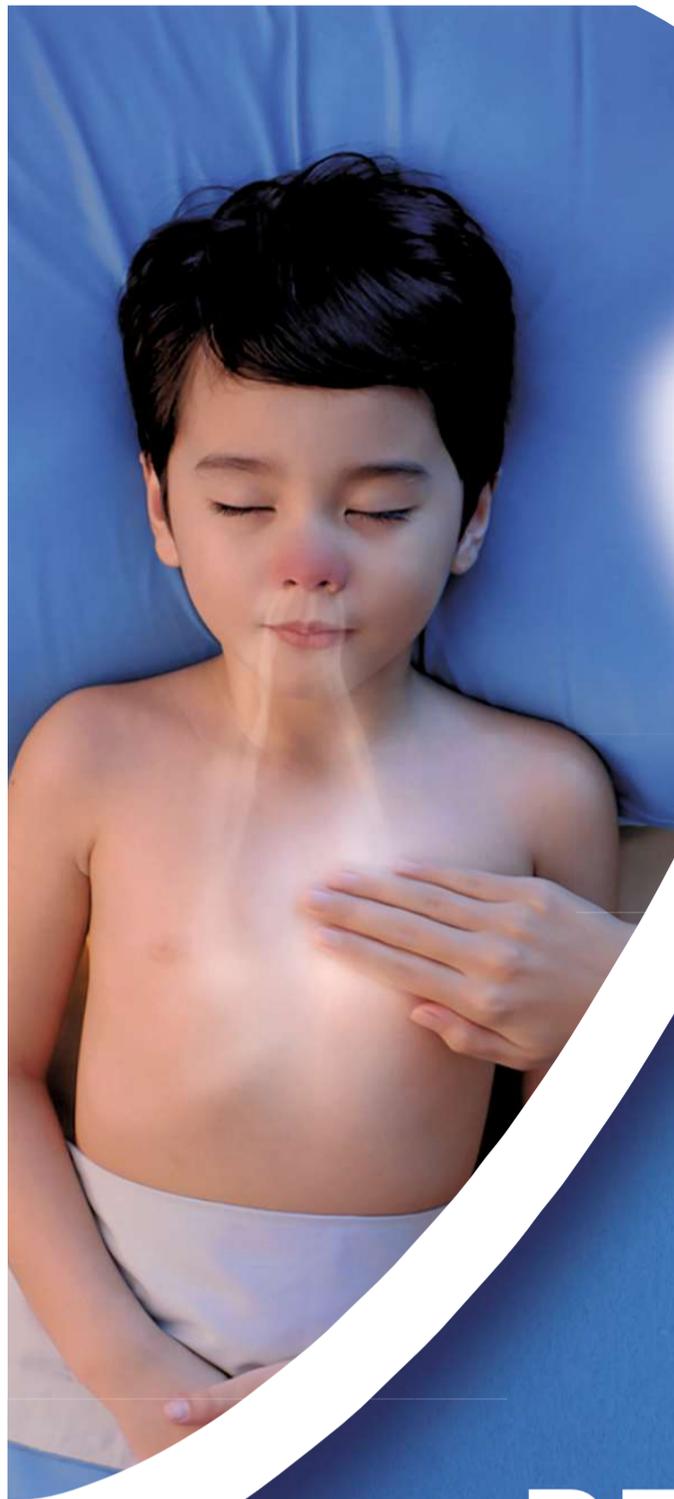
ready to embark on more aggressive branding initiatives and even ready to diversify our portfolio to win the hearts of more Malaysians.

Having a good understanding of customer insights on their needs and demands are essential to us in order to improve, develop and innovate great quality and healthy dairy products for all Malaysians.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We see a huge market potential with growing up kids, and starting them right with the right choice of growing up milk after breastfeeding is the foundation of setting their health development on the right path.

If there is one thing Farm Fresh can do, it is to provide honest products minus the fluff, and this is what we are gearing ourselves up for this year.



RELIEVES SYMPTOMS OF COUGH AND COLD



PLATINUM WINNERS



DERRICK KHOO
General Manager, Marketing and Business Development
Gardenia Bakeries (KL) Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We sailed through the hurdles during the pandemic, we survived and recorded good growth. We learned that it's how the brand position in these challenging times. We preserve as much of our existing image as possible. Showing that we're willing to follow through on the promises that we've made in the past and demonstrate how much we care with authentic action. We ensure that our brands are acting consistently, effectively, and authentically according to the brand response and positioning strategy to command a stronger presence in the market.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 was indeed an extraordinary year that paved the way to multitude of progressive changes. Our encounters in 2021 told us that investing in consumer and brand development has proven to be the 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



Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Certainly. There is no such thing as good or bad timing for branding. Branding exercise is indeed a journey. It is a process that has everything to do with capturing the hearts and minds of consumers every moment. Hence, it is an ongoing process.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

The pandemic has taken a toll on business-

es in Malaysia. This goes to show that no brand can rest on its laurels and cut back on investing in brand building. We had to accept the situation as it is and were left with no other option but one – to adapt and navigate.

As a market leader, what was important was beyond surviving the crisis but rather preserving the brand promise and the consumer journey as pristine as possible at the end of this pandemic. Our focus is to continue being better in our engagement with our consumers and ensuring that these relationships are upheld to achieve our vision of "Caring and Enriching Malaysians, For a Better Tomorrow".



CAPT IZHAM ISMAIL
Group CEO
Malaysia Aviation Group

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

As the national carrier, we took the responsibility to lead and advocate the importance of safe and responsible travel across all multiple touchpoints at airports and on board while enjoying the comfort of Malaysian Hospitality services using relevant and valuable content, in line with our MHFlySafe campaign and commitment to ensure travellers fly confidently with us.

Our aim is to facilitate a safer travel experience by adopting end-to-end preventive measures for travellers' peace of mind and enjoy their travel worry-free with the airline's enhanced safety and health protocols. We will continue to be the nation's flag bearer, working closely with industry players to facilitate and reinvigorate the recovery of domestic tourism as we anticipate the gradual reopening of our borders.

How was 2021 for the company and what steps were taken over last year in

order to remain strong and relevant?

2021 has been challenging, in some ways even worse than 2020, but as we always believe in "finding the opportunity in every crisis". We have achieved some great milestones, for instance the success of our restructuring exercise, establishing deeper and more meaningful connection with our staff and re-creating a new way of working. We are bullish for 2022 and remain agile and adaptive to cater to the ever-evolving industry landscape.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Brands need to establish deep and meaningful connections with customers, and especially in current situations whereby changes to consumer behaviours and preferences are happening so rapidly, it is even more crucial for brands to be relevant and responsive to these changes to retain customers' trust and loyalty.

Malaysia Airlines is not just a commercial

brand, but we represent the country and the nation across the globe, and the pride to our fellow Malaysians. While flying was limited during the pandemic, we continued to strengthen our brand and maintain engagement with our customers through branding exercises to keep Malaysia Airlines top-of-mind and the first choice of airline once customers are ready and safe to fly again.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

For us, it's our Malaysian Hospitality brand encompassing our culturally rich backgrounds, connections that transcend borders, strength amidst adversities, commitment to safety, respect for each other, that will forge meaningful connections with customers. Our customers remain our centre of gravity and their safety and satisfaction is our priority. We will continue to enhance our services and offerings and ensure that we bring pride as the national flag bearer of Malaysia.



SOREN LAURIDSEN
Chief Executive Officer, South-East Asia
Guardian Health And Beauty Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Having been in Malaysia for 55 years, we have worked hard to build a solid reputation as a trusted and preferred pharmacy, health and beauty retail chain in Malaysia.

Guardian stands for best value, best quality and best service. Guardian has always been trusted and regarded as a community health expert, supported with a wide network of experienced and qualified pharmacists who provide health and wellness advice.

In addition, we also support our community by offering to our customers health checks such as cholesterol checks and glucose level checks.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Guardian Malaysia was also impacted by the challenges posed in 2021 which affected the movement of our customers to our stores. Given the increased concerns over

health and hygiene, we saw an increased uptake of health and personal care items such as hand sanitisers, bath and hygiene products as well as face masks for example.

Due to these restrictions, we also observed a significant shift in purchasing behaviour from in-store to online and we made sure to ramp out our ecommerce capabilities to ensure our customers continued to get the essentials they need.

For example, we are very pleased to share that we just launched our new Guardian mobile app with new features, great range of value products on our app and app-exclusive deals for our customers.

Our in-store business continues to remain a focus, and we will continue to invest in upgrading our stores with new refits while strengthening all our other marketing and sales channels.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

We have just launched our new health campaign called Live Health Smart. This

campaign is to strengthen our "trusted community health expert" reputation with our customers by helping them to live healthier and smarter.

We want our customers to get trusted advice on quality products that we offer at great value to them, and help reduce the impact the pandemic has had on their wallets.

With more people vaccinated and receiving their booster shots, it would then be safer for people to go out and about. We foresee shoppers returning to our physical stores and we remain committed as ever in being cautious and vigilant in practising the necessary SOPs.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We see the shift to online continuing, as new adopters becoming increasingly more comfortable with online shopping. We will continue to invest in ecommerce to provide a seamless omni-channel shopping experience for our consumers.

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When we are committed to doing things right, the good will happen again and again. We're honoured to have won the People's Choice Awards for Banking, Investment and Insurance at Putra Brand Awards for the 4th consecutive year, and this achievement will be our motivation to continue making progress happen, not just for a selected few, but for everyone.

Discover more about RHB Group at www.rhbgroup.com



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —



Together We Progress



GOLD WINNERS



NG KONG BOON
Country Manager
Visa Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We are embarking on a journey to evolve our brand to better express what we stand for and what we strive for.

With changes happening on a global stage, we are on a mission to ensure we are understood as a trusted network driving commerce forward.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The pandemic has changed the way

people around the world live and work, including how they pay. Accelerating adoption of digital payments are critical to business recovery and that's why we have launched programmes like WhereYouShopMatters to help local businesses accept digital payments to help them recover and thrive in the post-pandemic world.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

With the world reopening and money increasingly moving in new ways, there's no

better time to showcase the work we do and the impact a purpose-driven brand with Visa's scale can have to enable individuals, businesses and economies to thrive.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Keyword is inclusion. It means having access to both technology, tools and education necessary to take full advantage of the technology available. It's core to what Visa does. We believe that economies that include everyone, everywhere, uplift everyone everywhere.



CHAN MAY LING
Chief Marketing Officer
KFC Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

KFC is a brand inspired by Malaysians, made by Malaysians for Malaysians. Throughout our brand journey from several MCO phases leading to the likely endemic period, we learned that more than ever, it is important for us to stay true to this identity and values. These values have guided us in our decision-making led by placing importance on the needs and safety of Malaysians first, and ultimately helped Malaysians adjust to the new normal. This led us to invest in ecommerce and contactless channels, and significantly expanded our network of delivery capable stores. The brand is committed to continuing to be agile to meet our consumers and execute excellence.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The year 2021 saw KFC recovering from



the impact of several phases of MCO in which our main business operations – dine-in services – were disrupted. To strengthen our position as the industry and brand leader, the will to be agile, innovative and staying current with the consumers' needs are key. Even though the market landscape has changed, it does not mean the consumers are out of reach. Our swift shifted strategy in accelerating digitalisation helped drive our growth and leadership.

Is the market now ready and receptive

to a branding exercise, especially since the country has eased up on lockdown measures?

For us, a branding exercise means building brand love and being relevant to the consumers.

Despite the changes and transition to the new normal, we believe the market is always perceptive to how the brand carries itself in the current ways. It is our job as a brand to remain relevant to the consumers' current needs, lifestyles, and aspirations.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Everything that we do builds and reflects on our brand values. We intend to continue the momentum of building bigger brand love by staying rooted yet innovatively reflective of our brand values.

Moreover, the consumers can expect our upcoming campaigns to be delivered boldly and distinctively with KFC twists.



PABLO CHABOT
Marketing Director
Heineken Malaysia Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We want to ensure that our brands are always at the top of mind among consumers. With the lifestyle shift to the new normal, we are entrusted to continue delivering exciting campaigns to them. It is more important now to be creative, agile and quick to adjust in all executions.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The year 2021 was another challenging year. Our team demonstrated courage in navigating through the storm by staying connected to our customers and consumers, adapting to the new normal, and accelerating digital and technology, guided by our purpose – To Brew the Joy of True Togetherness to Inspire a Better World.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Yes, the market is definitely ready. In fact, the pandemic has accelerated consumers' overall adaptability to changes.

The key focus now will be to evolve insight into foresight and continue to understand the changes in consumers' behaviour to keep bringing them novel experiences.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Across categories, we see emerging trends in ecommerce, crypto, NFTs, Metaverse and virtual events. However, we should not disregard the physical side of things. Hence, good integration between physical and digital approaches would be essential to create consistent and holistic brand campaigns.



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

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

At Colgate, we believe everyone deserves a future that they can smile about and we have always been staying true to our brand purpose and continuously delivering product and brand experiences that can help protect the smiles of Malaysia.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Colgate has been in the homes of Malaysians for decades. In 2021, we collaborated with many local NGOs and Malaysians to reach out to many Malaysians that were hit by this pandemic.

We know that we can smile strong bersama and it's now more than ever that brands need to connect with its audiences, inspire one another to stay optimistic despite our differences or the adversities



that we are facing.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Definitely! But in a way that will add value and still be relevant to people's life. The key is authenticity by providing a genuine solution through tapping into societal rituals to instil a sense of normality in this new normal.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Keeping the consumers at the heart of any branding exercise, being genuine and authentic is key for any brand to stay at the forefront. We believe that every individual is unique and so is their journey, hence its important to understand them and to personalise the approaches as we engage with the consumers.

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THANK YOU FOR TAKING US TO THE HALL OF FAME!



We are incredibly honoured to receive the Putra Brand Platinum Award for Best Automotive Brand for the third year running, inducting the brand to the Hall of Fame. This award is a testament to your trust in our brand. We will continue to strive in order to provide you with the best experience in mobility.



GOLD WINNERS



DATUK ZAINAL ABIDIN AHMAD
President/CEO
Perodua

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Operationally, the pandemic had a profound impact on our earnings and changed how we interacted with one another. On a brand perspective, we continue with our approach of "People First".

Internally, this means that we take great care to ensure the safety of our people by ensuring that all are vaccinated and strictly follow the new SOPs. This is also extended to our suppliers and dealers. Externally, we engage with our customers and politely under new SOPs.

Our corporate advertising approach has also incorporated safety messages and we now expand the "People First" approach to include "We Go Beyond", which means that Perodua wants to exceed people's expectations in all aspects.

We want to further build on quality, ensure that our products have features that rival even the more premium brands,

improve our network to be even more professional and relevant and of course further improve our own people. This journey is spelt out in our "Perodua Smart Build" blueprint whereby we want the whole automotive ecosystem to be competitive as well as resilient both locally and abroad.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The challenges in 2021 were numerous, with the pandemic entering its second year, the semiconductor chip supply shortage, the parts shortage, the sharp increase in raw material prices and the floods.

We had issues in producing vehicles, which in turn has increased our customer's waiting period and that is not good. Our main priority is to ensure the timely delivery of our vehicles as we need to ensure that our customers get their vehicles in a timely manner.

Is the market now ready and receptive to a branding exercise, especially since

the country has eased up on lockdown measures?

You need to continually work to make your brand stand out. That is the rule of business as you need to be at "top of mind" in order to be relevant. In Perodua's case and aside from the aforementioned initiatives, we are also open with the media on our efforts to ensure that no misconception happens in the public eye.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We are in a branding campaign at the moment. The "We Go Beyond" campaign is aimed at highlighting our commitment towards offering the best products and services in terms of technology and experience.

The "Perodua Smart Build" is the blueprint for us to achieve this. This blueprint includes everyone in the automotive ecosystem as it maps the way that we as a unified entity will be competitive and relevant.



YAP JAY QUEEN
Head of Marketing
Cotra Enterprises Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

VITAGEN has been trusted for over 40 years and clinically proven for better digestion and stronger immune system. This has made VITAGEN a very resonating brand as the pandemic has resulted in growing demand for immunity-boosting functional foods and beverages.

*Reference: Mokhtar N. Jaafar NM. Chan S, et al IDDF2018-ABS-0203 Modulation of intestinal dysbiosis inpatients with constipation-predominant irritable bowel syndrome using lactobacillus-containing cultured milk drink Gut 2018;67:A70. https://gut.bmj.com/content/67/Suppl_2/A70.2



How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Despite a very challenging business landscape, we stayed focused on our cause through numerous marketing activities that champion stronger immunity via good gut health. This is because our immunity starts from our gut as 70% of our immunity lies within the gut.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

With consumers adapting to the "new normal" post lockdown, consumers will continue to be receptive to branding exercises that help them make more informed purchase decisions. Consumers are also adopting a more discerning and proactive approach in their quest to be protected from diseases.



GEETHA BALAKRISHNA
Business Executive Officer of MAGGI
Nestlé (Malaysia) Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

MAGGI is positioned as a brand that helps our consumers make a difference in their lives and the lives of those they love, through the goodness of home-made meals.

We continue with our aim to deliver the best experiences through food by empowering our consumers to cook the difference and make a positive change be it for themselves, families or communities.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The year 2021 has been a very challenging year for many companies and brands including MAGGI.

We navigated through the turbulence by putting our consumers at the forefront of everything we do, from delighting



consumers with our signature taste to empowering women and contributing to communities in need.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

MAGGI is a brand with a purpose – to help our consumers cook the fresh food they love and believe in every day and hence, regardless of the country's situation, we believe that the brand continues to play an essential role in the lives of our consumers.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We would drive a greater purpose, empower our consumers and enable a connected community through cooking, using the power of digital and grassroots activities to promote better eating habits, enjoyment and choice to make a positive impact on individuals, families and communities.



ALEX GOH
Head of Marketing
MR DIY Group (M) Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We remain focused on our ethos of delivering everyday essentials at "Always Low Prices" in new and convenient ways across the country. And we will continue with our many CSR initiatives to help the rakyat stretch their ringgit further.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 was challenging, but we were buoyed by the loyalty of Malaysians. We introduced MR DIY Express, which takes our modern retail store concept to smaller towns, ensuring more customers can shop for everyday essentials in convenient locations, at "Always Low Prices".

Is the market now ready and receptive to a branding exercise, especially since

the country has eased up on lockdown measures?

Malaysian consumers are receptive to new and interesting concepts, which inspires us to explore innovative new ways to meet their needs. Brands like MR TOY and MR DOLLAR, both owned by MR DIY, are innovations we have made to keep meeting the needs of Malaysian consumers.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Malaysian consumers are focused on stretching their ringgit; our priority is to help them. We launched the Price Lock: Harga Kami Tetap Sama

initiative, which is our commitment to not raise prices at MR DIY, MR TOY and MR DOLLAR until March 31, 2022.





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BRONZE
2021

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A Little Delight Every Day

GOLD WINNERS



TAN LAY HAN
Chief Executive Officer
TGV Cinemas

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

TGV did not shut down a single cinema during the pandemic despite enduring prolonged closures. In fact we recently opened a new location in Bintulu, growing our brand's national footprint.

Our brand positioning is to be customer-led, and we have invested in areas that are important to our guests, such as emphasis on cleanliness and safety, more premium offerings, and an enhanced digital experience spanning from when guests interact with us via their mobile screen to when they are enjoying movies on the big screen.

A small example is TGV introducing Malaysia's first cinema dynamic seating system, allowing guests to book multiple seats together and the system dynamically blocking out seats on either side to ensure

social distancing.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The year 2021 was a challenging year for TGV and the cinema industry overall. Over the MCO closures, TGV sustained engagement with our community via content marketing on social media and member updates. We also enabled popcorn home-delivery and sales via grocery stores, extending the TGV brand off-premise. As a consequence of the ongoing community engagement efforts and customer-led brand positioning, the response from TGV moviegoers to our cinemas reopening with blockbuster movies such as Spider-Man in the last quarter of 2021 has truly been remarkable.

Is the market now ready and receptive to a branding exercise, especially since

the country has eased up on lockdown measures?

Certainly. But brands must once again adapt to an evolving landscape. It's time for brands to reconnect with their customers once again in the real world. People are seeking human and communal experiences.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

As our social media walls become busier, what is scarcer now than ever is people's attention. With user generated content and smart phone proliferation, this is unlikely going to change.

Whilst I may have a bias, market research has shown that when it comes to winning the audience's attention and engagement, there is no other brand building medium like cinema.



DATUK EDWARD CHONG
Managing Director
IJM Land Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Innovating. Adapting. Staying true to who we are. As the world gradually moves to live with the Covid-19 virus, we realised how our brand purpose "to create positive legacies for our customers, communities and our planet" have kept us focused on things that matter most and allowed us to stand united with all our stakeholders to prepare for better days ahead. By keeping our ears close to the ground and aligning our brand experience with our customer priorities, we have successfully embedded ourselves into the new flow of their lives. In truth, the new normal life will bring new challenges. We will now need to embrace these challenges and view them as opportunities.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 has been a real test of resilience with extended lockdowns. We responded quickly to the changing landscape, prioritised workplace well-being for our people and intensified our digital marketing outreach to safely market our product offerings. To us, each



touchpoint is a lifetime relationship builder with our customers and through data analytics, it has opened new doors.

A crisis can bring out the best in people and companies too. As I reflect on the past year, what struck me the most was the agility and adaptability of our people, who stayed true to our core values and stepped up for the company so selflessly.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

The new way of life and how we function, both as individuals and a society, have dramatically changed over the last two years

due to the pandemic. Now is the time to rebrand and make yourself more relevant to your customers, because they (customers) are growing tired of generic and less people-centric businesses. To us at IJM Land, we believe that our brand is not a static object. It is a complex ecosystem of connected experiences and touchpoints that define us. Although our purpose has not changed, the way we express ourselves has evolved with the signs of time. Branding is a journey and we never stop advancing and innovating.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

As the real estate industry braces itself for prolonged pandemic woes of a global scale, IJM Land will continue to reassure its customers that we are there for them and reinforce our operational excellence and innovation milestones, reaffirming a sustainable and healthy way of life for our homeowners and community. In the year ahead, we will continue to incorporate imagination to enliven every space we create, embrace responsible sustainable practices and manage our processes in a customer-centric and resource-efficient manner.



OLIVER BIGGART
Managing Director
MICHELIN Malaysia Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

MICHELIN has pivoted from a strong product focus to an enabler of true mobility, bringing value to our consumers, so they can better see and understand the richness of our offerings that goes beyond just car tyres.

Having always been at the heart of mobility, we wanted to further illustrate the brand's contribution to people's everyday life through our new brand campaign: Motion For Life.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The year 2021 has been a challenging one, without a doubt, but we have leveraged on lessons learnt since the beginning of the pandemic, including adopting a people-first approach to support our customers and teams.

Safety was of course the clear priority, but

we also focused on developing clear plans with agility and adaptability to drive sustainable growth and maximise every opportunity that emerged.

MICHELIN also pivoted towards increased digitalisation for efficiency and sought to bring value to our customers and consumers beyond just tyres.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

The relevance of the exercise far outweighs the market's readiness for it in this phase of the pandemic. If the way a brand positions itself and responds to the latent needs of consumers are relevant and viable, there will always be value in strongly communicating their message.

When we pivoted into Motion For Life, our aim was not only to resonate with the people who travel, but to better illustrate how MICHELIN has been able to impact lives across the globe through motion and mobili-

ty. Our pivot was timely when it took place, as the world had just overcome the initial wave of the pandemic and were gearing towards economic recovery.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Message is key: consumers want more than just product information. They want to know that you are a brand that is aligned with their values and will have actions to prove as such – especially when market or consumer trends shift.

For us, our commitment to sustainability and carbon-neutrality is one that we are actively working to pursue worldwide.

Some of our initiatives in the past two years include decarbonising our logistics operation on the Canada-France line, as well as research and development to produce sustainable tyres in line with the pending evolution of mobility across the globe.



AZRUL OSMAN RANI
Managing Director/
Chief Executive Officer
PETRONAS Dagangan Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

The pandemic has been a tremendous test for businesses where the fittest survive.

For PDB, it was never about surviving – it has always been to thrive, even in the most challenging market environment, ensuring that those around us continue to thrive with us. We have time and again demonstrated our resilience and progressiveness, and that's what our brand represents.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

A year of great learnings that saw us capturing new growth areas arising from

emerging trends.

We took the opportunity to enhance our Setel app to cater for growing demand for contactless payment/service; scaled ROVR's operations to serve communities affected by disruption in fuel supply (EMCO/floods); introduced the Gas PETRONAS Home Delivery (GPHD) app, initiated foodbank to assist low-income groups. All these have brought us closer to our customers.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

The overall consumers way of life has shifted significantly. It's a good time for brands impacted by the pandemic to recalibrate their brands to one that is more sus-

tainable in the post-pandemic future.

Creating an impactful customer experience to resonate with current trend is necessary but ensuring it is done with positive social impact is imperative.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

As a brand that is passionate about progress, we are committed to delivering solutions that can make our customers' lives simpler and better. This includes anticipating future needs and trends, focusing on sustainable innovation – from innovative/digital solutions such as Setel, ROVR and GPHD to sustainable energy solutions covering EV chargers, solar, LNG and even aviation fuel.



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When we started Farm Fresh 12 years ago, there were many who said that fresh and nutritious dairy simply couldn't be produced on our shores.

But you took us into your hearts from Day One. And now, because of your support, we're officially Malaysia's favourite dairy brand!

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Farm Fresh Sdn Bhd (Co Reg: 201001010221 (894851-U))
11-1, Jalan Petaling, Kaw. Perindustrian Larkin, 80350 Johor Bahru, Johor.



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GOLD WINNERS



SHUNJI YOSHIKAI
President/CEO
Canon Marketing
(Malaysia) Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We continued to listen to and support the community through various community outreach. We stayed true to our corporate philosophy “Kyosei” and enhanced our brand authenticity.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Digitising our offerings, listening to market needs and re-organising our supply chains allowed us to maintain business growth. We also conducted online product launches and livestream ecommerce sales which increased interactions with customers.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Branding will always be an ongoing exercise despite the circumstances. Brands must study current trends and address them via a humanised tone.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Digital platforms will be a priority. Hybrid events where spokespersons are on site while spectators log in online is an effective method of brand presence.



HIROSHI HAMADA
Managing Director
Yakult (Malaysia) Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?



Throughout the pandemic, we have been consistent in our support towards the community. It is a real connection which will hopefully be reflected in the market.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We have given priority to CSR activities including online activities that encourage a healthy lifestyle such as nutrition education and sports, in line with our corporate mission. After entering Phase 4, we have restarted on-ground activities focusing on CSR and sports.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

We always try to bring value and make a difference to the community through each of our programmes and avoid purely branding exercises.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We believe in making a real difference in people’s lives, in line with our corporate mission “We contribute to the health and happiness of people around the world.”



FREDERIC PORCHET
Business Executive Officer
Confectionery Business
Unit, Malaysia and
Singapore
Nestle (Malaysia) Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Consumers’ lifestyles are shifting and, as a brand, it is key to remain true to our purpose and continue connecting with our consumers in relevant ways.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

They year 2021 was a good year for KITKAT in connecting meaningfully with our consumers – mainly through our strong presence and visibility across all channels.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

It takes time to win consumers’ hearts, and building “brand love” through sustained investments is key for brand owners, at any moment in time.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Some of the key elements are the relevance of the message conveyed (tone, voice, and “on-brand”), through a deep understanding of the brand’s consumers.

And of course, for KITKAT, it’s always about unleashing the power of every break!



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TheStar



LYDIA WANG
Chief Business Officer
STAR Media Group

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

With the rampant fake news and online scams, The Star is Malaysia's go-to for credible and trusted content. We are committed to timely, accurate and credible journalism that will help with the betterment of our readers' life and society.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We intensified our digital transformation,

from immersive and interactive multimedia content to the introduction of a new Bahasa Malaysia news portal named Majoriti, increased journalist resources to debunk fake news and intensified readers' outreach via new social media channels.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

We believe branding is key to building affinity, trust and loyalty, and should be seen as a long-term investment.

Consumers want to know that brands are

aligned to their needs and values and the time is now for brands to communicate their story.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

The Star will ensure the continued strength of our journalism that serves readers and society.

Our branding exercise will focus on meaningful content that will inspire readers to be a force for good, amidst these challenging times.

Panasonic



CHENG CHEE CHUNG
Managing Director
Panasonic Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

To support the "living with Covid-19" way of life, Panasonic is proud to rise to the call by optimising our Panasonic blackbox patented nanoe X technology with its breakthrough inhibitory effects on the novel coronavirus – promoting the concept of quality air for life, giving peace of mind and round-the-clock protection for home and business.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Our direct responses to the many challenges this year: agility is the key to business success; and digital technology adoption the major enabler. From product offerings to O2O customer journey, we quickly pivoted our business to focus on helping homes and businesses towards pursuing healthier lifestyles. We embarked on insight marketing so



that we can directly engage with the users at each stage of the customer journey.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on

lockdown measures?

During a pandemic people accept new things. Through an effective digital branding exercise, Panasonic has been striving to increase our role in customers' lives and maintain a positive long-term relationship. The health, safety and well-being of our customers is at the heart of everything we do.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Aligned with our ongoing mission, we are committed to improving lives, enhancing our customer relationships, developing new businesses through strategic partnerships, and introducing innovative solutions that help to resolve society's most challenging issues towards "A Better Life, A Better World". A key highlight will be to promote the importance of best quality and assurance of safety to gain consumers' trust and confidence in our premium products.

AEON



TSUTOMU MOTOMURA
Deputy Managing Director
Aeon Co (M) Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

AEON is more than just a new retail as we continuously strive to provide new experience to our customers. AEON offers engaging shopping experiences, which include the inclusivity of the ecosystem, digitalisation and the latest technologies offering a seamless shopping experience.

We have a clear direction to move forward offering OMO (offline-merging-online) to our customers. We will further grow the new retail ecosystem that is demand-based and more attuned to present market dynamics, customer consumption patterns and behaviours. Technology, digitalisation and innovation will be game changers for AEON.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We are grateful to be able to pivot and respond to the market by leveraging our eco-



system and the agility of our employees, the AEON Warriors. We provided new and innovative offerings, personalised approach, collaborated with key influencers and leveraged on our digital platform myAEON2go.

We also ramped up our sustainability agenda by launching Sayap Bagimu, a sustainability initiative for the nation in conjunction with AEON'S 37th anniversary in 2021. AEON's aspiration for Sayap Bagimu is based on the spirit of supporting one another

to move forward together, spreading the wings to fly higher in creating better tomorrows.

Aiming at providing opportunities, encouragement and support to stakeholders, especially those in need, Sayap Bagimu focuses on two main thrusts, namely development and collaboration. It covers various branches of sustainability programmes such as education, community, business, entrepreneurship, personal development, small and medium industry development (SMEs) and others.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

To us in AEON, the brand building process never stops and our aspirations to provide the best services to our customers continued despite the pandemic. Being in operation for 38 years now in Malaysia, we continuously endeavour to ensure that AEON is visible and reflected in everything that engages our stakeholders.

UTP
UNIVERSITI TEKNOLOGI PETRONAS

PROF TS DR MOHAMED IBRAHIM ABDUL MUTALIB
Vice-Chancellor / Chief Executive Officer
Universiti Teknologi PETRONAS

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We continue to leverage on the advanced features of information and communication technology to extend our outreach to the markets, enhance our academic delivery and research capabilities, enrich student campus experience and strive for operational excellence.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

It has been tough, but we have responded swiftly to the changing needs, especially in

the teaching and learning (T&L) where we have adopted hybrid face-to-face and virtual approach utilising advanced T&L methodology and ICT technologies as well as establishing strategic partnership with learning providers and relevant industries.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Certainly. Through brand exercise, we are able to gauge the acceptance of our brand by our stakeholders comprising the students, parents, sponsors and collaborators. This is important as it provides an indication of our position as a leading choice in the highly

competitive higher education landscape.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Utilising data analytics to help us understand important trends in the market such as students' and parents' preference in selecting educational programme and higher institution, affordability level and form of fundings options available, attributes and capabilities of graduates desired by industries and not forgetting the industry's needs for research and development to address pain points and the various funding forms and sources available.

STANDING TALL THANKS TO OUR FANS

2021 PUTRA BRAND AWARDS – SILVER
THE PEOPLE'S CHOICE



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Texas Chicken (Malaysia) Sdn Bhd (986113-P)

Brand winners celebrate in a triumphant return



UEM Sunrise chief executive officer Sufian Abdullah (second from right) with his team after receiving the Putra Brand Platinum award in the Property Development category.



Connor's supply chain director Peter Wachenschwanz (second from right) received a Silver in the Putra Brand Awards 2021 night for the Beverage - Alcoholic category.



The team from Star Media Group, headed by group CEO Alex Yeow Wai Siaw, won Gold in the Media Networks category during the Putra Brand Awards 2021.



The team from Genting Simon Sdn Bhd displaying their Putra Brands Silver award in the Transportation, Travel and Tourism category.



The Glaxosmithkline Consumer Healthcare Sdn Bhd team won two awards in the Health category, a Bronze for Eno and Platinum for Panadol, during the Putra Brand Awards 2021 night.



RHB Bank group chief marketing officer Abdul Sani Abdul Murad with the Putra Brand Bronze Award in the Banking, Investment and Insurance category.



Spritzer Berhad executive director Dr Chuah Chaw Teo (middle) brandishing the Putra Brand Bronze award for Beverage - Non-alcoholic category, together with his team.



The team representing Top Washing Detergent, led by senior general manager Carmen Foo (middle in black), proudly won the Platinum Putra Brand Award for Household Products.



The Carlsberg team, led by managing director Stefano Clini (third left) and his team won the Putra Brand Platinum award for the Carlsberg brand, while Connor's and Somersby both grabbed Silvers in the Beverages - Alcohol.



Firefly Airlines CEO Philip See (middle) seen here posing with the Putra Brand Bronze award in the Transportation, Travel and Tourism category.



Visa head of product Kim Hak J with the Gold Putra Brand Award for Banking, Investment and Insurance category.



IJM Land Berhad sales and marketing senior manager Tan Pei Wen received the Gold Putra Brand Award in the Property Development category.



Procter & Gamble (M) Sdn Bhd senior brand manager (Vicks) Melissa Teoh accepting the Silver Putra Brand Award in the Health category.



Gardenia Bakeries (KL) Sdn Bhd CEO Koh Chin Huat led his team to a Putra Brand Platinum award in the Foodstuff category.



Guardian Health and Beauty, Southeast Asia CEO Soren Lauridsen (third from left) and his team proudly showing off their Putra Brand Platinum award in the Retail category.



UMW Toyota Motor director, marketing group Mohd Shamsor Mohd Zain (second from left) and his team posing with the Putra Brand Platinum award for the Automotive category, as well being inducted into the Putra Brand Hall of Fame.



Astro group marketing and communications director Tammy Toh (left) and CEO Henry Tan are proud winners of the Putra Brand Platinum award for the Media Networks category.



Farm Fresh founder and CEO Loi Tuan Ee (middle) and his team won both awards for Putra Brand Platinum in the Beverage - Dairy category and the coveted Putra Entering Brand of the Year.



The Malaysia Airlines team, represented by group chief marketing and customer experience officer Lau Yin May (fourth from left), won the Putra Brand Platinum award in the Transportation, Travel and Tourism category.



The team from Heineken Malaysia Berhad, led by managing director Roland Bala (second from left), won the Putra Brand Gold award in the Beverage - Alcoholic category.



KFC Malaysia brand head Stephen Chew (left) and a representative receiving the Gold Putra Brand Award in the Restaurants and Fast Foods category.



Universiti Teknologi Petronas vice chancellor Prof Dr Mohamed Ibrahim Abdul Mutalib accepting the Gold Putra Brand Award in the Education and Learning category.



Texas Chicken Malaysia general manager Tham Yue Foon (right) receiving the Silver Putra Brand Award for the Restaurants and Fast Food category.



An agency representative for Tesco Hypermarket took the Bronze Putra Brand Award for the Retail category on the company's behalf.

SILVER WINNERS



DATUK KHAIRUL ANWAR SALLEH
Chief Executive Officer
Media Prima Television Networks &
Primeworks Studios



As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Being the leading entertainment hub in Malaysia, Media Prima Television Networks plans to maintain our "top-of-mind presence" by identifying emerging trends as well as adapting to new consumer habits and the way they interact with content in order to adjust our consumption strategies when it comes to production, distribution, and quality programming.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The media industry conditions have been difficult but we have been quick to respond to the drastic shifts in order to minimise the impact of the pandemic on our business, workplace challenges, and most importantly, on the safety and well being of our employees so that we may continue to deliver fresh storytelling and high-quality productions.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Even with the threat of the Covid-19 Omicron variant, the market is receptive now more than ever.

Marketing and branding have been redefined in the age of Covid-19 and we will just have to fundamentally evolve the ways in which we communicate and interact with audiences.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Innovating and operating in hybrid environments would be the priority but not forgetting the focus on providing a seamless viewer experience.

Our future is one that is within the digital ecosystem because in order to produce high-quality content we need to be in sync with digitalisation and ultimately to reach our viewers with it.



RUDY KHAW
Chief Branding Officer
airasia Group



As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

The airline brand is already one of the best known in Asean. The pandemic has allowed us to fast-track our transformation from an airline to a digital company anchored on travel and lifestyle with over 16 diverse offerings under one ecosystem.

As a digital services group, our broad range of products and services continue to leverage one another to boost and reaffirm our market presence across multiple industries. No other brand in Asean offers the breadth of services that we do now and with access to over 700 million in South-East Asia, we foresee huge growth potential.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Like all companies, we've had to find new and interesting ways to keep our brand in the mind of consumers, especially coming from our history of being an airline brand. A good example of this is

our introduction of the airasia ride – you've seen our brand in the skies, now you see it on the roads.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Yes, I believe consumers are receptive once again to larger scale brand exercises and campaigns. The new normal is essentially somewhat the norm now and I believe that things have to keep moving in order for brands, companies and even us as people to evolve, innovate and improve.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

It would be that which revolves around a strong ecosystem, the value in that will become so much more appealing to consumer. The reasons why you do what you do are becoming more important than ever in the current state of the world. The virtual space is an interesting one to look out for and honestly is the next frontier.

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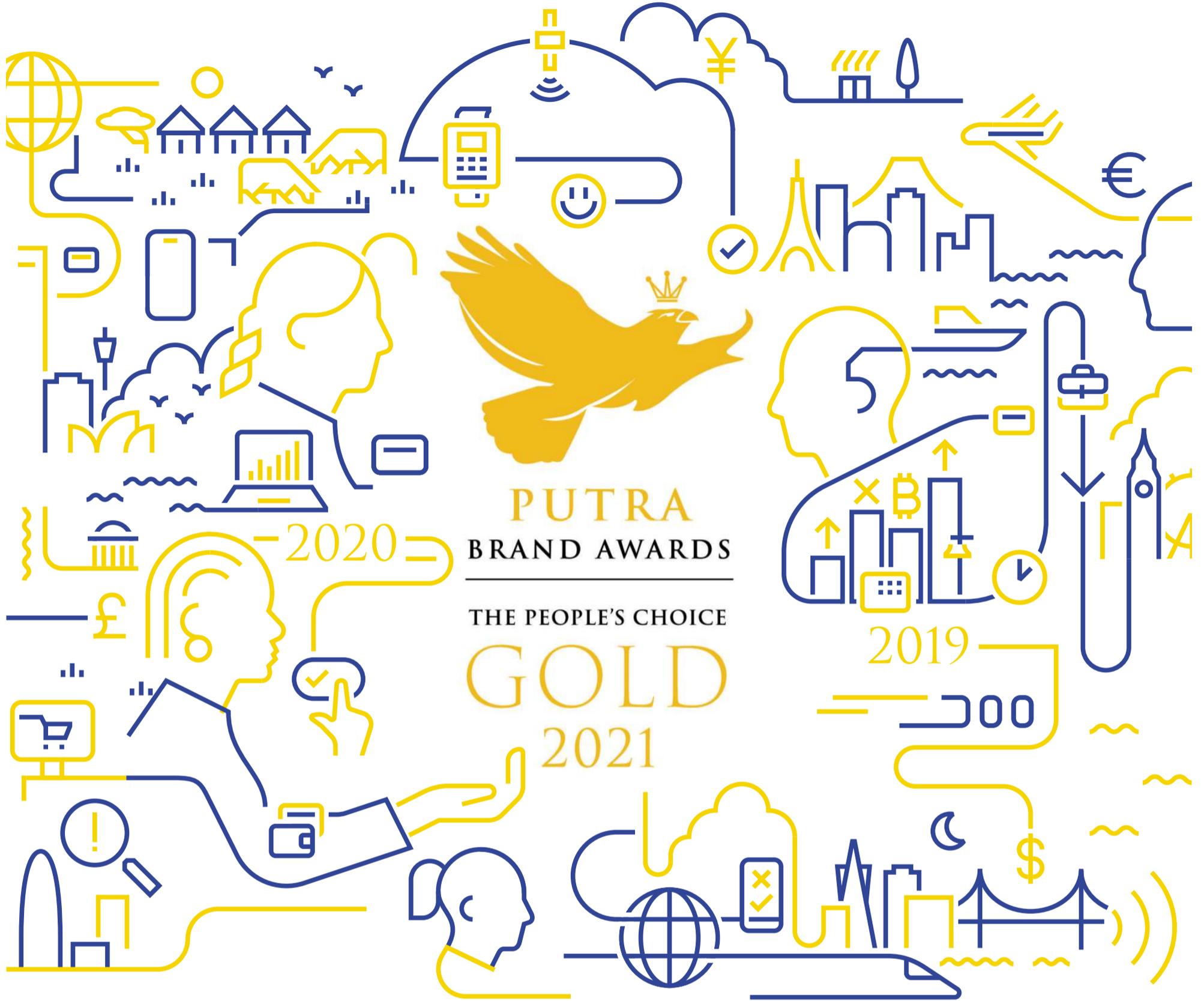
Our pledge is to continuously strive for excellence in delivering our brand promises and providing exceptional and wholesome customer experience to our stakeholders.



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 2020

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 2021



SILVER WINNERS



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



level. The pandemic has illustrated the importance of forging strong ties with the people and communities around us to help us get through the tough times. Now, more than ever, brands need to demonstrate their worth as a reliable corporate citizen.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

One of the insights that arose out of the pandemic is that consumers are driven to seek comfort in food that reminds them of happier and less turbulent times. This is aligned with our brand purpose of serving great-tasting chicken and delicious sides our guests love. Hence, our branding exercise would emphasise our role in fulfilling this "need state" in consumers' lives.



CAROLINE MOREAU
Marketing Director
Carlsberg Malaysia



As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Living up to our brand's purpose, Somersby is an open invitation for all Malaysians to be more light-hearted and hopeful. Hence, being more than just a cider brand, Somersby strives to be a drop of refreshing optimism despite these times of uncertainties. Not only that, for consumers looking for a small treat, we want to introduce new fruity flavours that are endearing to them, such as Watermelon, and one more new flavour to come for our cider lovers.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

For Somersby, it comes down to a two-prong approach: building brand love with light-hearted and witty contents that resonate with consumers through brand communication on media touchpoints, and we continue to bring excitement to consumers by introducing new, appealing fruity flavours.

Following the launch of Somersby Watermelon in March 2021, fruity and refreshing drinks have taken off in a big way and it is now the brand's second most-popular flavour after Apple.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Our branding exercise has never stopped, and it is evident from a strong brand awareness and a continuously improving trial rate. We will continue our innovative streak – it being a key focus of Somersby and we are optimistic that we will continue to capture the hearts of more consumers in the cider category.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

In our brand activations, we are always looking into new and exciting ways to inject some uniqueness and excitement in our campaigns, be it by way of gift with purchase, content development, and finally, not forgetting our well-loved Somersby Kombi Van.



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Silica Rich
Natural Mineral
Water



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SILVER WINNERS



CALVIN HO
Executive Director
Sunway Theme Parks



As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

As one of the most iconic theme parks in the world, Sunway Lagoon is renowned for its rides and attractions over the past three decades. We have streamlined our branding efforts to a more localised market and this echoes through to some segments of our park operations. We have also introduced the new “State Of Play” when we reopened in Q4 2021 whereby measures were introduced in Sunway Lagoon to heighten safety and maximise your experience in our park.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Despite the demanding year of 2021 and the repeated closures of our industry, it is important to us to continue to build on our human capital. Having our team to step up during these critical times has helped us in sustaining the brand continuity and prominence in the market.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on



lockdown measures?

With the successful vaccination programme by our government, more and more people are getting used to the new normal. This has generated a huge interest towards the local tourism scene and is paramount in driving the local and state economy.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

State Of Play remains vital during these times and we’ll continue to adhere to government and local policies. Of course, we remain hopeful of the reopening of borders with our neighbouring countries in 2022.



CAROLINE MOREAU
Marketing Director
Carlsberg Malaysia



As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Being a relatively new brand, Connor’s has been growing with a strong double-digit growth for the past five years, which proves that more is to be expected and to be seen from our brand.

During the pandemic, when the bars are unable to operate, we developed and launched “Connor’s in Can” to be made available at the hypermarkets and supermarkets, convenience and also ecommerce platforms.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

With multiple lockdowns in the country, most bars were unable to operate. Hence, we launched Connor’s in Can to bring the bar experience at home by offering our draught stout in a can.

With its unique recipe came the unique shake-and-pour ritual to get the creamy head that our consumers love.

Is the market now ready and receptive

to a branding exercise, especially since the country has eased up on lockdown measures?

While the market will always be demanding, it is the brand’s commitment that we will keep our winning recipe by investing in more media outreach, more trials and more distribution in ensuring that the brand knows the needs and wants of stout drinkers at all times.

On top of that, we will balance the formula between online and offline, as well as off-trade and on-trade.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

It is crucial to understand that our consumers continuously adapt to upcoming trends and norm.

Hence, Connor’s, being a young, modern, and innovative brand, is always looking to leverage on our consumers’ need to reward themselves by increasing our digital presence.

We are always looking to reach out to more consumers through innovative ways of sampling, communication, and distribution.



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LION
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PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
PLATINUM
2021

Platinum Winner of
Household Category



TOP 

OUR SUCCESS IS YOURS
THANK YOU

SILVER WINNERS



TAY SZE TUCK
General Manager
Nippon Paint Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

As the paint manufacturer leader, Nippon Paint is keeping everyone safe through product innovation, from the floor to roof, and everything in between. Our anti-viral and anti-bacterial range can mitigate growth of viruses including Covid-19 and bacteria up to 99.9%.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 was challenging but Nippon Paint business has grown amidst the pandemic. Many homeowners makeover their houses including painting during the lockdown. To cater to their desires, we will continue to push the boundaries and innovate to remain strong and relevant.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Yes, we believe that the local market will be receptive as businesses are returning to the new normal. Therefore, we will make every marketing dollar work harder and continue investing in brand building exercise to grow the coating business.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We are committed to push the boundaries and provide the best values through quality and innovative coating solutions, create deeper connections with all our stakeholders, develop safer products for their wellness, and making Nippon Paint brand accessible across channels.



JAYDEN LOOI
Marketing Manager
Dutch Lady Milk Industries Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We've always focused on advocating the goodness of milk and this became more apparent during the pandemic, when the demand of nutrition is at its peak. We'll continue to be relevant to our consumers and stay true to our purpose of Nourishing Our Nation Sustainably.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 was challenging, but we remained guided and focused on people's safety especially our frontliners in our operations, keeping our operations running, staying connected with our consumers and making decisions with the future in mind. The positive responses kept us going!

Is the market now ready and receptive to a branding exercise, especially since the country has eased up



on lockdown measures?

Branding will always be impactful and with digitalisation, there are many new touchpoints and possibilities for a brand to reach out and engage with consumers. Easing of lockdown means better mobility and more touchpoints for a brand.

If you were to embark on a branding

exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We will continue driving our purpose of Nourishing Our Nation Sustainably and empowering Malaysians by providing them high quality dairy nutrition, to build a stronger, progressive nation. Strong Me, Stronger Us.



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

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Unprecedented times call for changes in how we market our brand. It's important for brands to stay authentic by staying true to a strong brand purpose yet remain relevant to the people. Brands that are able to make strong connections will garner brand loyalty which is important for the long term success of a brand.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We focused on delivering meaningful brand campaigns centred around people's lives. Softlan is passionate about celebrating mom's unconditional love. Family members will always be reminded of mom's love wherever they are, whatever they do



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

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Definitely! But in a way that will add value and still be relevant to people's life. The key is authenticity by providing a genuine solution through tapping into societal rituals to instil a sense of normality in this new normal.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Digital adoption has accelerated during the pandemic. A digital first mindset is vital in marketing communications to keep brands top of mind. As we are adapting to the new normal, new trends emerge and this presents an opportunity for brands to meet consumer needs to further drive growth.



OTHMAN CHRAIBI
Beverages Business Executive Officer
Nestle Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Over the last 80 years, NESCAFÉ has managed to remain highly relevant by adapting to an ever-changing world, while ensuring to always protect its consumer preference. The last two years were no different as the brand focused on these two key dimensions of relevance and preference.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

With mobility restrictions and new norm

of WFH, NESCAFÉ had to ensure availability across channels, as people were looking for convenient and safe ways to buy their coffee.

More importantly, we designed promotions and activations to further support our consumers' challenges in these troubled times.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Branding is an evergreen exercise, much needed to strengthen the brand love and its position in the market. The key challenge

today is to bring this to life in a relevant manner, while considering the pandemic context, as people behaviour is changing very rapidly.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

People feel comfortable with brands they are familiar with, and it is critical to ensure consistency of tonality and messaging. For NESCAFÉ, it is all about strengthening the long lasting relationship with Malaysian consumers, inviting them to "live their moment" more than ever now.



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
SILVER
2021

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SILVER WINNERS



PABLO CHABOT
Marketing Director
Heineken Malaysia Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We want to ensure that our brands are always at the top of mind among consumers. With the lifestyle shift to the new normal, we are entrusted to continue delivering exciting campaigns to them. It is more important now to be creative, agile and quick to adjust in all executions.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 was another challenging year. Our team demonstrated courage in navigating through the storm by staying connected to our customers and consumers, adapting to the new normal, and accelerating digital and technology, guided by our purpose – To Brew the Joy of True Togetherness to Inspire a Better World.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Yes, the market is definitely ready. In fact, the pandemic has accelerated consumers' overall adaptability to changes. The key focus now will be to evolve insight into foresight and continue to understand the changes in consumers' behaviour to keep bringing them novel experiences.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Across categories, we see emerging trends in ecommerce, crypto, NFTs, Metaverse and virtual events. However, we should not disregard the physical side of things. Hence, good integration between physical and digital approaches would be essential to create consistent and holistic brand campaigns.



CHRISTINNE LIM
Chief Executive Officer
Go Shop

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

The pandemic has been a huge catalyst in accelerating home shopping and contactless shopping.

We see that as a great opportunity for home shopping to continue to serve this growing trend and consumer needs.

At Go Shop, we combine the power of entertainment and shopping to create a delightful shopping experience for consumers on TV and digital platforms.

We offer quality products, great value bundles and empower our shoppers with entertaining and informative content.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

As Malaysians were impacted by the lockdowns and the pandemic, Go Shop remains true to its commitment to help the local businesses and SMEs as well as deserving households who were affected by the floods.

For our customers, we continue to curate relevant product offering to serve their changing needs and preference.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

With the rapid change in consumer

behaviour and preferences, coupled with having more options and choices it is even more important for brands to continue to engage with customers and grow the intent to purchase.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

The pandemic has taught us to be agile in serving the evolving needs of our consumers.

We are focused on curating the right product portfolio that caters to different customers' needs and deepening engagement via personalisation and customisation.



KENNY ONG
Chief Executive Officer
Astro Radio

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Astro Radio continues to pioneer and transform the Malaysian radio and audio industry with an emphasis on new technology, content, formats and revenues, which also create new revenue streams and unlock new business opportunities.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We grew our market share to 15.6 million

weekly listeners, 312.6 million monthly average digital and video streams, 24.1 million social media followers, and 103 million monthly average Facebook page reach, through various on-air, digital and on-ground initiatives.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

There is much room for growth in the Malaysian radio environment considering our diverse segments and demographics. Effective connections and a coalescence of

intertwining ideas across major content pillars are needed for audio to play a bigger part.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We will continue on our transformation plan for more digital audio offerings on our SYOK app, more robust podcast production, and strategic collaborations with more brands and platforms to integrate our brands organically into the lives of all Malaysians.



STEPHANIE NG
Marketing Manager (Total Refreshment)
Unilever (Malaysia) Holdings Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Unilever's Ice Cream always strived to bring joy and happiness to all Malaysians. By staying true to our brand purpose and delivering the right product experience to our target audience we hope to continue to bring people together as they stay safely apart.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

While it was a challenging period, we are

proud to say that we've managed to stay agile and resilient, pivoting into white space and new channel opportunities, maintaining our connection with our consumers through digital and on-demand delivery platforms.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

We were fortunate enough in our category over the past two years that kept us busy, and the branding activities haven't slowed down for us at all. Now as the country comes out of lockdown, we are easing back into lev-

eraging on outdoor activations.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Proximity channel and on-demand delivery platforms will continue to be the growing channels moving into the endemic phase.

As people resume their everyday routines, the ice cream category will continue to thrive, so look forward to new and exciting launches from Unilever's Ice Cream brands coming real soon.

SILVER WINNERS

SUNWAY PROPERTY

Master Community Developer



GERARD YUEN
Chief Brand and Marketing Officer
Sunway Property

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Our brand purpose remains unchanged. We continue to uphold our position as a master community developer, leveraging our unique build, own, operate business model to care and stay with our communities, build more than just homes, and co-create for the future.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Through the course of the year, we have been innovating new offerings for our com-

munities such as sustainable new normal living homes, community-centric developments, developing a blueprint for eight integrated wellness hubs in high-growth regions nationwide to meet the renewed focus on health and wellness, and a rewards programme for the wider communities, Sunway Property Pals+.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

We believe that brands which have stayed true to their purpose would have engaged with their communities during the past two years and gained some competitive edge. A

branding exercise would be good for brands to present their new strategic offerings aligned to changing consumer preferences.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

One of the biggest trends which we believe is here to stay is the renewed interest in health and wellness. We see consumers prioritising and viewing wellness through a broader, more sophisticated lens. Brands who want to attract a sophisticated market segment would do well to re-orientate themselves towards wellness-focused products as well as personalised, digital solutions.



AALOK AGRAWAL
Senior Vice-President
P&G Health (Asia-Pacific, India, Middle East and Africa)

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Vicks is one of the most recognised medicinal (or OTC) brands around the world with a strong heritage of trust and efficacy for over 125 years. For generations, Vicks has helped relieve cough, cold, and flu symptoms. The focus of Vicks through the pandemic has been to continue to serve consumers and patients uninterrupted, while continuing to provide superior products and innovations to treat your family's cough and colds.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

As an organisation, P&G has firstly focused on the health and safety of our employees and supporting the communities we live in through these challenging times. The pandemic has made consumers more cognizant of their health and wellness – be it changing their current lifestyle habits, supplementing with daily vitamins or turning to traditional health remedies like steam inhalation.

As a brand, Vicks emphasises authenticity tone of voice in all communication and is focused on educating families on the impor-



tance of maintaining respiratory health and hygiene.

Vicks continues to be driven by patient-centric innovation. We are always listening to what our consumers need and incorporate those insights across our product formulations, packaging, and communication to better serve patient needs.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

With the pandemic making consumers more cognizant of their health and wellness, the market is even more receptive. Further, there is growing demand from consumers looking for trusted brands for the families to stay strong and safe together as they live the

new normal. P&G Health is committed to drive consumer-centric innovation that empowers our consumers to live longer, healthier and more vibrant lives with our portfolio of leading brands that include Vicks, Nasivin, Seven Seas, Cebion, Sangobion, Neurobion and Dolo-Neurobion.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

As consumers evolve in their media consumption, spending more and more time online, it is important to engage with them where they are. We continue to navigate and learn new insights; stay agile in the way we reach out to our consumers by piloting many first and new digital awareness and education models to stay relevant.

There is also an increased demand for quality healthcare products online as consumer expect to find a wide range of products when they conveniently shop online. Therefore, we have increased the quality of our product content and the availability of our products, in the healthcare ecommerce space. We are also leveraging omnichannel and influencer marketing to cater to such trends.



Care For Your Health



DATUK DR PA NOK CHING
Chief Executive Officer
Jin Bin Corporation Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We have increased brand visibility through different forms of advertising, mainly through our digital presence as people tend to get in touch via digital platforms. We continue to retain product quality to ensure the confidence and loyalty of consumers.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

2021 has been a slow but steady year for our business. As health-conscious consumers increasingly emphasise on health products, the company aims to do more research and development on health



supplements and nutritional products to suit consumers' needs.

Is the market now ready and receptive

to a branding exercise, especially since the country has eased up on lockdown measures?

Yes, a branding exercise is important get people to remember your brand. A brand should think of ways to build social strategies to help with customer interactions to maintain brand consistency that stays relevant.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We have always maintained our brand consistency and visibility in the market.

We will continue to deliver products with excellent quality that build strong levels of trust with our customers. This measure helps us initiate a successful branding exercise.



PUVAN BALACHANDRAN
Chief Executive Officer
UNITAR International University

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

As we turn a proud 25 years old this year, we must constantly innovate. We've also established the UNITAR Graduate School with a host of leading professionals appointed as adjunct professors to guide us as we navigate the new normal in education.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

It has indeed been a challenging year and it is times like these when 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 millions in financial aid in 2021

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.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Investments into branding will continue as it is important for companies to be able to connect with their customers.

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.

We want to tell the UNITAR story: on a mission to create highly employable and entrepreneurial global citizens.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

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. (i.e. "pulse" in the Malay language) – 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.

SILVER WINNERS




SHANTI JUSNITA JOHARI
Chief Marketing Officer
Telekom Malaysia Berhad

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

It was during the pandemic that TM launched its new medium to long-term business direction. The New TM Transformation Programme rallied the organisation to go beyond connectivity by dialling up our efforts in delivering innovative digital services and becoming more customer-centred in all our touchpoints.

The core of the "New TM" is well articulated in the #DigitalMalaysia campaign whereby TM demonstrates its critical role in how we accelerate the public sector's holistic digital initiatives encompassing digital connectivity (fibre and 5G), digital infrastructure (cloud and cybersecurity) and digital talent.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Against an intense market competitive backdrop, we launched a series of targeted initiatives with the collective aim to future-proof the organisation for growth. From delivering seamless and quality connectivity services (fibre and 5G) and innovative digital solutions across all customer segments (society, business, government, industry), we also looked to ensure customers enjoy better experiences with our products and services.

As part of the New TM mandate, and in our journey towards becoming a human-centred technology company, we are shifting

from an infra/connectivity provider to a services player anchored on enhanced customer experience. We are continually developing more innovative solutions and digital adoption efforts across our broadening customer base, to become the preferred partner for all our market segments.

Striking the balance between being a PLC (performance-based) and the responsibilities of a GLC (nation-building), we drive strong commercial and sustainable returns so as to reinvest into our communities and nation at large. As such, we are committed to ramping up our delivery of advanced digital services and solutions and ensuring a great customer experience at every level of engagement.

Investment in digital solutions will require strengthening our technology and human capital capabilities in cloud, cybersecurity, IoT and analytics. It is not just about digital technology, but also upping our digital capabilities and mindset.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

The series of lockdown measures and subsequent easing mark another shift in how consumers and businesses are adopting technology to shape how they respond to the complex demands of work and life. The lockdown has forced many SMEs to accelerate their digitisation plans in order to be more efficient and effective and make up for the shortfall in traditional sources of revenue.

Consumers now are more knowledgeable about all things digital. As the demands of consumers evolve into the digital age, businesses will need to evaluate if their current products/services and brand proposition are relevant to their customers' advancing needs and desires. We must ask ourselves if our brands are effectively leveraging technology to complement our customers' fast adoption of a digital lifestyle.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

For unifi, we realised the importance of reducing broadband downtime to the absolute minimum for our customers. This is the reason behind #unificares. There are five revolutionary initiatives under "unifi cares" with the highlight being the 24-hour service restoration guarantee, the first of its kind in the Malaysian telecommunications industry.

The goal is to enhance its broadband experience by reducing downtime to the absolute minimum. If we are unable to restore services within 24 hours from complaint submission, customers will receive RM50 billing rebate compensation.

For the enterprise and public sector, it becomes imperative to understand the pain points of customers and offer them solutions that can address their issues rather than simply offering them the latest technology in the market which there might not be a compelling need.




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

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

As a brand, we have continued to focus on applying innovative technologies and approaches in the design of our products for both home and work. To help our customers adapt better, we have a slew of products that enhance user experience and offer practical solutions to improve overall quality of life, in the new normal.

Malaysians want to remain at home comfortably and also achieve a higher level of work productivity, and our brand promise is to remain focused on providing home and work solutions that meet every Malaysian's needs.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Sharp Electronics Malaysia faced several obstacles last year including shortage of products and parts, as well as higher operational costs. Despite the challenges, we man-

aged to optimise our operations through strategic realignment of our business.

We introduced new technologies and solutions-based products through Sharp Smart Solution and ventured into e-services through our platform, Cocoro Life.

From a management standpoint, the company realigned human capital and talent optimisation to increase productivity. We also introduced flexible arrangements to facilitate working from home schedules.

At an operational level, we integrated Sharp's manufacturing plants and enhanced sales and marketing operations to produce new products and solutions that cater to the rising demands of hybrid work and living lifestyle. The transformational journey delivered the desired results and helped us rise to the challenge.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

This is the ideal time to focus on strengthening our brand and building stronger rela-

tionships with our customers. Given the new normal that we are all embracing, it is critical for companies to review their brand promise and realign where necessary to create resonance with consumers and capture the hearts and imaginations of every Malaysian.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

There is no doubt that we must continue to strengthen our digital presence. Our customer-oriented online platform Cocoro Life is a critical component of our business strategy moving forward.

Additionally, we will focus on more collaboration opportunities. Firstly, with other complementary brands through co-branding strategies to achieve a win-win ROI. And secondly, via co-creation initiatives with our customers to develop solutions that provide a mutually valued outcome, since our consumers' purchasing behaviour and product expectations may have evolved during the pandemic and over the last two years.




SURAIYA ABDUL SAMAD
Head, Group Brand and Sponsorships
CIMB Group

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We were focused on being a brand that helps customers navigate through and overcome economic challenges, and positioned the brand as a partner that will assist the customers to move forward.

We provided financial assistance and relief plans, such as the CIMB Payment Assistance Programme for affected customers – both individuals and businesses alike.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Whilst 2021 was challenging, we saw positive traction from programmes under our Forward23+ strategic plan, particularly in reshaping our portfolio and our stringent

cost initiatives.

In staying relevant, we continued to offer customers services that will assist them to endure the rough economic landscape and to rebuild their life and businesses successfully.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

For us, branding is an ongoing effort and not limited to corporate brand campaigns. A good branding exercise requires the brand to be continuously present, empathetic, and relevant to customers, regardless of the socio-economic condition.

At CIMB, initiatives such as CIMB Flood Relief Assistance Plan, CIMB Islamic Rider Entrepreneur Programme, Komuniti Kita COVID-19 Relief project, which committed RM10mil to communities in need, CIMB

MicroBizReady, and Program Keusahawanan Taylor's-CIMB Islamic are some examples of our ongoing initiatives that showcase our objectives of being a partner that is sensitive to customers' needs and one that will help them negotiate the economic challenges.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We will continue to highlight our position as customers' partner, that strives to make banking easier for consumers, by prioritising convenience, and by being forward-looking in our offerings. This is embodied by our products like OctoSavers-i, where the application process is entirely online, and EcoSavers-i, an environmentally friendly savings account that supports green activities.

SILVER WINNERS

PREMIUM OUTLETS®
GENTING SIMON



JEAN MARIE PIN HARRY
Chief Operating Officer
Genting Simon Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Genting Simon's positioning as the leading outlet shopping experience has emerged stronger from the pandemic, providing much sought-after retail therapy with its unique collection of 150 designer and brand name stores at its two centres: Genting Highlands Premium Outlets and Johor Premium Outlets.

How was 2021 for the company and what steps were taken over last year in

order to remain strong and relevant?

The extended lockdowns adversely impacted both our centres and it was crucial to support and stand by our brand partners while also investing in our digital platforms to engage and keep our customers shopping from the comforts of their home.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

With the fallout in the retail market, branding remains of utmost importance, more so for the Premium Outlets platform

now. A strong brand will always endure and we will continue to invest in the platform and our two Premium Outlet centres.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Our brand promise has always been "shop more for less".

Customers can always look forward to great value and experience when they shop at Premium Outlets and together with our brand partners, we will continue to strive towards this promise.



DANNY CHEN
Marketing Manager
Petron Fuel International Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

A twofold approach which begins with further establishing our "Fuel Happy" persona which exudes positivity, happiness, and togetherness.

We want our customers to feel optimistic and be hopeful for better times ahead. At the same time, we remain committed to improve customer service at all our touchpoints to ensure that we provide our end-users with the best Petron experience possible.

How was 2021 for the company and what steps were taken over last year in

order to remain strong and relevant?

2021 was definitely a much stronger year than 2020. It was important for us to continue listening to our consumers.

In doing so, it helped us stay agile to their ever-changing needs and preferences, which allowed us to develop initiatives that bring value and improve their experience with us.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Definitely. Consumers are looking for some sense of normalcy and look to familiar brands to hopefully deliver

on it.

We (brands) must be thoughtful in our efforts, authentic in our identity, and relevant in our offerings when developing any brand initiatives.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Taking our Jom Jalan Jalan campaign partnership with Tourism Malaysia for instance, as travel begins to rebound, we seek to be a part of our customers' journeys through relevant rewards, initiatives, and collaborative efforts dedicated to creating that Fuel Happy experience.



KLAUS LANDHEUSSER
Managing Director
Bosch Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Bosch has been an enabler in home improvement over the pandemic. People experiencing Bosch firsthand becomes instrumental in opening the possibility of trust to the rest of our portfolio in the mobility, industrial, and energy and building technology sectors.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Focusing on lucrative business sectors like home improvement helped us navigate 2021 headwinds. Leveraging on digital presence and tools also enabled us to prioritise the safety of our associates while continuously bringing our technology and services to the Malaysian market.

Is the market now ready and receptive

to a branding exercise, especially since the country has eased up on lockdown measures?

Keeping in touch with our users is vital. However, we acknowledge that it would be prudent to prioritise efforts that encourage minimal physical contact, for us to do our part in rebuilding a safe path towards recovery for the nation.



If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We will continue to harp on digital communities, livestreaming, influencers, and other key trends that got accelerated over the pandemic. Digital and physical lives have closely intertwined – keeping experiences integrated across platforms are key for a seamless user experience.



ARPAN SUR
Director of Marketing (Malaysia, Singapore and AMEA Exports)
Mondelez International

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

In Mondelez, we put the consumers at the heart of our plans. We practise "humanising" in marketing – we stay relevant by creating deeper connections with the consumers and keep the context in mind as we create the plans.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We have responded to the pandemic context in the last two years and have kept tweaking plans in an agile manner to be relevant to the consumers and context.

In chocolates for example, during National Day, Cadbury Dairy Milk (CDM) launched a limited edition pandan coconut flavour.

We also took the opportunity to put a spotlight on the kuih sellers who were the inspiration behind the new flavour and who were facing a tough time through the pandemic. We generated awareness and drove traffic to the kuih sellers through our CDM campaign.

the country has eased up on lockdown measures?



In biscuits, in ChipsMore! we renovated the bundle, improving all elements of the mix – communication, product and packaging – to give an overall elevated experience to the consumers. As a result of the above, we have grown share over a two year horizon in both chocolates and biscuits, two of our biggest categories.

Is the market now ready and receptive to a branding exercise, especially since

the country has eased up on lockdown measures?

We have always felt that we need to keep building brands even through the pandemic. We have invested more in consumer facing spends over the last two years also. This has helped us strengthen brand power and win market share over the long term. We plan to continue doing the same in the coming days as the lockdown measures ease.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

In terms of trends, we are seeing in-home consumption going up and we are tapping the same through the plans. We expect out-of-home consumption to rebound though going forward with the easing up of lockdown measures.

Ecommerce is also on the rise and we are aggressively driving this space. Our forward marketing plans take into consideration all of these.

We will continue our "humanising" approach to be relevant to consumers and context to keep winning.

BRONZE WINNERS



PROF ANDREW WALKER
President and Pro Vice-Chancellor
Monash University Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We have demonstrated that we can maintain educational continuity in the face of significant disruption. Monash Malaysia has made great use of virtual classrooms engaging students in synchronous learning, teaching, and assessment during the pandemic. We have built staff and student capabilities in using a range of educational technologies

for communication and collaboration.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Our core commitment at Monash Malaysia has been to maintain the continuity of our students' education. We are currently working on several new degrees, including Bachelor of Pharmaceutical Sciences, Bachelor of Applied Data Science, Master of Artificial Intelligence and Master of Applied Engineering.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Last year, we embarked on a significant new initiative in pursuit of research excellence. We recruited 20 early career researchers focusing on eight research priority areas. We intend to continue our work as a research-intensive university committed to innovation and supporting sustainable development in Malaysia and beyond.



NIKKI, CHEN LU
Marketing Director
OPPO Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

OPPO stands by its brand mission of "Technology for Mankind, Kindness for the World" with a new attitude "Inspiration Ahead" towards the current state of uncertainty.

We believe that the future will be better and that the journey to breakthrough in core technology may be full of challenges but with an open mind, we embrace the difficulties to empower those who share the same values to make a difference and to find inspiration in anything that lies ahead.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

In 2021, OPPO has strived forward with the continuous support of our loyal users and employees.

We believe that our innovative products,

strategic e-commerce expansion and #OPPOCare4U initiative has helped us forge a strong brand image which in turn, builds customers' trust and affection with us.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

We believe consumers are welcoming brand campaigns which are done in taste and are relevant to their needs. That being said, marketers should focus on activating their branding exercises through online mediums during this phase.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

OPPO anticipates more interactive and heart-warming brand campaigns as consumers are looking to be uplifted, inspired and motivated by their favourite brands.



BERNARD CHONG
Marketing Director
foodpanda Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

This is where we see how effective brands are at adapting to the new normal of marketing. Covid-19 has fundamentally changed customer journeys, and purpose-driven messaging (with actions to back it up) are more relevant than ever. As a brand, we have to be ready to adapt with our marketing media mix to ensure that we achieve the most efficient strategy and execution.

While coming up with marketing campaigns, we are also more focused on embodying our foodpanda's green agenda and supporting sustainability initiatives as part of purpose-driven marketing during the post-pandemic.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The whole of 2021 has been both very challenging and rewarding at the same time. As an organisation, we focused on rapid innovation and differentiation in the quick commerce space.

We also embarked on more sophisticated use of data, to better identify and deliver a better user experience – enabling more personalised and unique marketing executions.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Customers are receptive to such an exer-

cise, especially after an extended period of time being in lockdown. People are now ready to embrace branding efforts all around.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

It will have to be two key things – localisation and personalisation.

The pandemic has accelerated the localisation trend by keeping people closer to home, so creating marketing messaging that is hyper-local will be the way forward.

That, as well as the personalisation of messages towards the persona, need and convenience of the customer.



PROF DATUK DR MAZLIHAM MOHD SU'UD
President/CEO
Multimedia University

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Being agile and fronting adjustments to the new normal during the pandemic, putting the customer experience first even in the uncertain and unfamiliar landscape, MMU has and will continue to put its customers first. Our graduates are MMU's brand.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

MMU provides holistic experiences that grow talents into Permata Dunia who will lead the digital economy and future technology. As the first private ICT government-linked university in the country, MMU contributes to nation-building by providing high-quality, innovative and in-demand edu-



cation programmes that create future digital leaders.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

It is vital for brands to keep up with the

ever-changing climate to remain fresh and relevant. With our tagline – MMU is You, Leading the Digital Future – we truly engage the future students as they belong to MMU and they should take the lead to be future digital leaders.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We have to ensure that brand messaging is consistent, effective and authentic and most of all relevant and appealing. Building trust in our brand is also key and would ensure success in the long-term. At MMU, we are committed to providing students with the best learning experience and excellent service across the university.



BRONZE WINNERS




SHYLENDRA NATHAN
Country Manager
iProperty.com.my
PropertyGuru.com.my



As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We are working hard to establish iProperty.com.my as “SEA’s property trust platform” by serving property seekers with solutions and insights that make homeownership more achievable.

We will continue to reimagine ways to provide consumers with a complete property picture to give them the edge they seek.

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

At PropertyGuru, it is our responsibility to guide Malaysian home seekers in navigating their property journey. Thus, our focus for 2022 is guiding home seekers, wherever they are, in the process through PropertyGuru’s various useful tools and resources.

We will continue to innovate

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Over the past year, iProperty.com.my has launched several initiatives to cater to the growing digital property demand including i360, a 360-degree virtual property tour, Portal Demand Analytics (PDA) publications, Malaysia Property Virtual Expo, and live webinars such as iProperty Data Talk.

Is the market now ready and

prop-tech solutions and provide data-driven content that are crucial in helping people make sense of the evolving property landscape.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The year 2021 has been a challenging year for most, and PropertyGuru is no exception.

Our brand pivoted quickly to address the concerns of our con-

receptive to a branding exercise, especially since the country has eased up on lockdown measures?

As the Malaysian economy continues to recover, we see massive potential in returning to traditional branding exercises such as out-of-home advertising, radio advertising, and transit advertising. In addition, we look forward to on-ground events and interacting face-to-face with consumers again.

If you were to embark on a

sumers, while staying true to our brand promise. We emerged as one of the market leaders and launched the Home Giveaway initiative.

This initiative is PropertyGuru’s way of giving back to Malaysians and we’re proud to have helped one deserving Malaysian own a free home (worth over RM600,000) at Tropicana Metropark.

Is the market now ready and receptive to a branding exercise, especially since the country has

branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Consumers have shifted their property journeys from offline to online.

Besides online property browsing, communicating with property agents virtually is now the norm.

Nevertheless, we believe in an integrated approach to branding – mixing digital marketing efforts with out-of-home advertising.

eased up on lockdown measures?

According to the PropertyGuru Malaysia Consumer Sentiment Study H2 2021, the Covid-19 pandemic has created opportunities and hardships for many Malaysians who are looking to purchase a home.

Insights such as these, driven by data derived from on-ground consumer sentiment, remind us that it’s important for us to continue building our brand to address their pain points.




JUSTIN CHOI
Managing Director
LG Electronics Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

These past two years were challenging for us. However, our business fundamentals remain sound and our positioning as a brand that helps customers lead better lives is even more relevant today than before. We continue to find ways to understand our customers and offer them optimum solutions as well as new experiences.

How was 2021 for the company

and what steps were taken over last year in order to remain strong and relevant?

2021 has definitely been a year of changes and difficulties in mitigating the impact of the pandemic on our company. By expanding health-related product lineups, LG Electronics was able to remain strong during this crisis, mitigate its impact on our business operations, and lay the foundation for further growth.

Is the market now ready and receptive to a branding exercise, especially since the country has

eased up on lockdown measures?

For branding exercises to be well received, companies must truly understand the purpose their products and services serve in the communities, and showcase the value they bring in improving people’s lives. Companies should strive to do what’s best for their communities. Communication on unity and standing together with their communities through trying times is essential.

If you were to embark on a branding exercise at this stage, what would some of the highlights

be, based on foreseeable upcoming market trends?

We need to look at ways to create value for consumers and ensure that our offerings are aligned with their priorities: better health, hygiene and comfort. Technology and innovation in products can do this.

For LG, we would like to showcase that we are not just a manufacturer, but a force for positive change.

To create value-added solutions that bring greater convenience to everyday life, we need to continue drawing inspiration from real consumers around the world.



PUTRA
BRAND AWARDS
— THE PEOPLE’S CHOICE —
BRONZE
2021

THANK YOU FOR
CHOOSING US, MALAYSIA.



BRONZE WINNERS



ASSOC PROF DR AHMAD IZANEE AWANG
General Manager (Business Development & Support Services)
Open University Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

As a pioneering open and distance learning university in Malaysia, OUM has managed to break away from tradition, challenging outdated perceptions and disrupting conventions to open up higher education for everyone via digital learning platforms, in line with our motto, University for All.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

OUM maintained its position as a market

leader in ODL despite the Covid-19 pandemic in 2021. The university leverages on technology and employs a flexible learning mode which enables students to fit their studies around their commitments, so that they can study anytime anywhere.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Yes. A market survey shows over 70% of learners preferred OUM due to its flexibility. The learners also appreciate our accreditation of prior experiential learning (APEL). This innovative move in the time of lock-

downs and strict SOPs set OUM apart from others and helped revive enrolment figures.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

In the early years, OUM focused on attracting working adults aged 30 and above who had missed out on a university education but now needed it to progress in their career. OUM will pursue a more aggressive digital marketing campaign across multiple platforms to attract the enrolment of more twenty-somethings who prefer to learn and earn at the same time.



PHILIP SEE
Chief Executive Officer
Firefly Airlines

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Firefly has always been the people's choice for convenience and flexibility. We would like to offer more value coupled with convenience for our customers. Firefly will introduce products which are catered for all groups of customers; whether it is value, convenience and even both.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

During 2021 especially when the country was under the movement control order, we

still operated our flights daily as we continue our role as a community airline to connect vital and essential travel. We have also introduced new products such as Firefly Air Cargo, Covid-19 travel insurance and Covid-19 testing.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

We have seen strong demand for domestic travel since Sept 16, 2021. We are confident that the market is ready for a branding exercise for the airline.

A branding exercise must be coupled by the ability to deliver a great product and ser-

vice. Firefly strives to deliver a great product and service and we will work very hard to reach out to our customers through a whole series of brand and value propositions we have in store.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

We want to make sure our customers know that flying with Firefly delivers both value and convenience. We want to make sure our customers are confident to fly again and are committed to delivering a seamless end-to-end experience and offer services and products that provide peace of mind.



MUSTAPHA KAMIL MOHD JANOR
Chief Executive Officer
NSTP

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

With over 270 years of combined experience in documenting the nation's rich history, NSTP, through its flagship news titles NST, BH and HM, will continue to position itself as the most credible and trustworthy news provider for all Malaysians, with a wider access to print, digital and social media platforms.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

While 2021 was indeed exceptional in its uncertainties, including the accelerated shift in behavioural trends for news consumption, NSTP still managed to post its first annual

profits since 2016. This is due largely to the structural and organisational changes made early on during the pandemic.

We shall seek to increase our value to both our loyal readers, advertisers and supporters, with numerous on-ground engagements throughout 2022, which will comply with every stated requirements from the authorities.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Judging from the trend of new variants emerging worldwide, and with the imminent prospects of switching to an endemic phase for Covid-19, the market must take proactive measures now in order to ensure the surviv-

ability of their businesses. With this in mind, we feel that the market will always react positively to any rebranding exercise that is relatable and addresses their immediate concerns, regardless of timing.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Global marketers often highlight that customers today prioritise trusted relationships more than "low price". With NST, BH and HM celebrating its 177th, 65th and 31st anniversary this year respectively, we foresee an extra edge for corporations to associate with NSTP and take advantage of our strong journalistic legacy and trusted credibility within society.



VIVIAN YAP
Customer Executive Director
Lotus's

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We are working on a number of projects to realign customer priorities to make sure we can deliver our brand promise of creating a happy shopping experience that delights every day. We aim to be the best multi-channel retailer, offering best value and quality across different channels – physical store or online. The work cuts across our business operations, product offers, price and promotions as well as the way we serve customers.

Lotus's supports the livelihood of neighbouring communities connected to our business through corporate volunteerism and impact-driven engagement.

We are proactively establishing Lotus's to be the most sustainable brand, improving stakeholder value through positive environment and social impact underpinned by the #KitakanJiran (neighbourly) spirit.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Undoubtedly, 2021 has been challenging

for everyone given the uncertainty surrounding Covid-19, the global rising cost of goods, natural disasters and political instability, but the year had also been an exciting period for us with the introduction of the Lotus's brand through the rebranding of our stores across Peninsular Malaysia, to be followed by the introduction of new stores in various formats in 2022.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

The Lotus's brand was first introduced with the rebranding of three of our flagship stores – Lotus's Kepong, Lotus's Desa Tebrau and Lotus's Penang E-Gate during the peak of the pandemic.

As a young brand, we believe there is a lot of interest in Lotus's, and with the change of consumer behaviours and expectations, a rebranding exercise will give us the opportunity to showcase not only the offerings we have in stores or our online channels but also the innovation we will introduce and our commitment in sustainability.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Key things that we are working on include the marriage of technology and data to really understand our customers' diverse needs and to communicate and engage in a scalable, timely manner. We are a data driven business, but there is still so much for us to develop, create and embed in the way we go to market.

Product development and range development is always on, we know quality and value is a must, but a new dimension for health, wellness and safety is also becoming mainstream needs. The challenge is how do we make this more accessible for all customers from all walks of life, and not just an upmarket or urban proposition.

Placing the well-being of our communities is at the heart of what we do – where our behaviours and actions are centred on creating positive impact on the livelihood of others. As we move forward, we will be guided by the three main pillars of #KitakanJiran which covers lifelong learning, social impact and uplifting micro-businesses.



BRONZE WINNERS



ABDUL SANI ABDUL MURAD
Group Chief Marketing Officer
RHB Group

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Building brand trust and integrity remain the key fundamentals in driving brand growth momentum. New emphasis on building customer relationships has also arisen following the Covid-19 pandemic, especially within this new world of heightened online interaction. As such, RHB constantly seeks to uncover insights and to pivot its digital-first solutions in delivering greater security, convenience, and seamlessness to all its customers.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

RHB continues to holistically extend assistance to those in need, as we firmly believe that progress is for everyone. This has certainly held true throughout 2021 where we

had among others provided payment assistance and moratorium for loan and financing facilities, as well as our flood relief assistance programmes. We had also created the #JomSapot marketing platform that allows SME businesses to promote their products and services to our four million customers at zero cost. Through our various initiatives, we are making progress happen for all our customers.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

RHB has stayed invested in building our brand by continuously enhancing our relationship with our customers, even more so during these challenging times. Especially within the recovering economic climate, it is important to ensure our brand remains purposeful, meaningful, and useful to the com-

munity that we serve, and this is achieved through clear and consistent messaging, as well as excellent delivery of our products and services.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Riding on the two key trends of environment, social and governance (ESG), as well as digital transformation, RHB integrates sustainable values supporting environmental and social goals while we embrace digital transformation to drive better digital inclusivity. Our brand purpose of “making progress happen for everyone” guides us in achieving a more sustainable future for all our stakeholders, and by doing this well it would further differentiate us by driving customer engagement and loyalty, translating into better progress and growth.



KAWASAKI KAZUMICHI
Chief Operation Officer
KDK Fans (M) Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Air ventilation is always stressed by Ministry of Health (MOH). Open windows, good air circulation with ceiling fan and ventilating fans are a must. Thus, KDK plays an important role to keep all houses ventilated.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The year 2021 was a challenging year with shorter interaction with consumers. Branding and advertisements are done throughout the whole year. Repetitive advertisements created in order to reach out to all walks of life.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?



Yes, branding is necessary as consumers still need to spend on necessary household appliances such as ceiling fans and basic table fans/stand fans. No matter how many lockdowns are implemented, consumers will move on with their daily necessity.

If you were to embark on a branding exercise at this stage, what would some of

the highlights be, based on foreseeable upcoming market trends?

Online advertisement and ecommerce are the current trend.

Consumers tend to surf online whenever they need a product and survey on which model is applicable or affordable to them. More online advertisements should be invested.



NG HOCK GUAN
Country Manager
Beiersdorf Malaysia and Singapore

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

As the pandemic gives rise to new norms, as a brand we ensure that we propel change ahead of what our consumers are undergoing – to anticipate and address the unprecedented changing needs in the form of product innovation, communication, platform or simply the changing brand experience.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The past two years have been tough as we go through unprecedented change. However, the company has stayed strong, resilient and relevant by always putting our consumers first at the centre of all our activities, with the agility to quickly adapt and stay ahead of the changing needs.

Is the market now ready and receptive

to a branding exercise, especially since the country has eased up on lockdown measures?

For us, the branding exercise has never stopped. With the lockdown, we found new ways to engage our consumers and be relevant via our communications and product offerings.

The key to this is to listen, evolve and optimise our marketing plans to be relevant to the evolving needs.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

For us at NIVEA, our brand purpose has always been centred around skin. With the new normal, we can look forward to new ways to celebrate our skin and how we can replenish our sense of well being and connection with others, ourselves and the world with NIVEA. This is the way that we envisage the way that NIVEA connects with



consumers which is translated into our brand communications, through emotional connections and physical connections.



LIANG MAY LIN
Group Brand Manager
Pernod Ricard Malaysia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

As a brand, we have remained agile and continuously revisit and reinvent the brand to be relevant during the pandemic. We introduced an unconventional virtual dining experience. We deploy drones to deliver the Martell Chanteloup XXO dinner – a first in Malaysia.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

Despite the pandemic, the company has remained resilient and competitive. We have managed to build an omnichannel ecosystem to reach consumers in every possible touchpoints.

Is the market now ready and receptive



to a branding exercise, especially since the country has eased up on lockdown measures?

The market has been ready for a while even before the pandemic. Consumers are constantly hungry for new experience, new trends, etc, and with the fast track towards a digital-led lifestyle, everything needs to be

new and instant.

A branding exercise should never stop despite the pandemic. A brand should continue to be close and relevant to the consumers during the pandemic, understand their needs and tension during this tough time.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Revitalizing the brand by targeting a new consumer segment with a product or category that is relevant to their needs. We are very excited that Martell will be going through this journey where it evolves to remain relevant to the consumers. We are having a couple of products on restage and bringing in new products with new different USP.

BRONZE WINNERS




LAWRENCE SONG YEW BENG
General Manager
Daikin Malaysia Sales
and Service Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

We positioned our brand as a trustworthy and reliable brand which we provide “best in class” quality products to consumers with professional after-sales services for peace of mind.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We always assure our customers with our

premium quality products and professional after-sales services.

We strive to be their trusted solution provider and help create for them a comfortable lifestyle.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

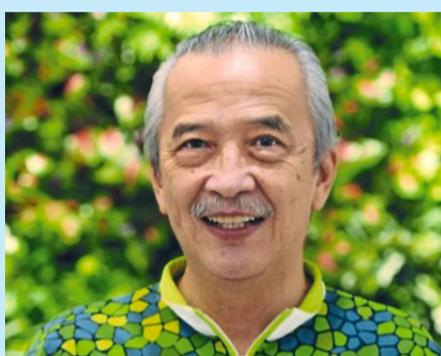
Market is now ready and receptive to a branding exercise as everyone is free to do daily activities such as going out to the office, spending time with friends and family by

following SOPs.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Many businesses have changed traditional forms of marketing to digital marketing as the online world grew and fit with consumer behaviour in this new normal.

We are also looking forward to provide solutions in creating convenience, healthier and comfortable cooling comfort through our IoT technology.

DR CHUAH CHAW TEO
R&D Director
Spritzer Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Spritzer continues to aggressively engage with our faithful consumers through all the available media platforms, reminding them to live a healthier lifestyle to improve their immune system.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

The year 2021 has been very challenging with the lockdown.

Spritzer took this opportunity to enhance our digital and logistics platforms to promote our big bottles sales with the hot and normal temperature mini dispenser for the convenience of households.

Since they are staying at home, they can still enjoy the goodness of Spritzer natural mineral water.



Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Definitely yes. I believe this is a golden opportunity for companies to take advantage of the “reset” after coming out of the lock-

down, to remind and engage with the consumers of who you are, what you stand for and what your brand can do for them.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Importance of healthy living: Drinking at least 1.5 to 2 litres of Spritzer, the silica-rich natural mineral water per day would be an essential part of a healthy regime, providing a bouquet of natural minerals in particular rich in silica for healthy anti-ageing benefits.

Importance of the planet sustainability: Spritzer's commitment to sustainability has never wavered since its inception 33 years ago in 1989. Spritzer's original tagline of “Go Nature, Go Spritzer” has been embraced and recognised by the consumers.

Going forward, Spritzer will utilise more resources to attain circular economy and reduce our carbon footprint.




AIKO LEE
Senior Brand Manager
Hennessy X.O and Rare Editions
Moët Hennessy Diageo Malaysia Sdn Bhd

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Fortunately for us, Hennessy's legacy has allowed us a stronghold on the market throughout the years. Our heritage in Asia since the 1870s has made us a household brand.

During this time of global transformation and solidarity, Hennessy has maintained a consumer-centric approach and aligned ourselves with values of joy, optimism and resilience. We hope that we are able to bring people together to overcome challenges that they may face through the values we transmit. This is apparent with our recent Chinese New Year campaign – it was a campaign predicated on inspiring a sense of optimism and joy within our consumers.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We are not immune to the challenging climate that is prevalent both locally and glob-

ally. 2021 was a difficult year to navigate. But with strong leaders at the helm of the brand and the company, we remained agile, we listened and consulted our business partners, we kept close to our consumers and together, we managed to pull through.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

In my humble opinion, branding exercises are a natural course for any brand despite the circumstances. It all lies in the execution and taking into account the market acceptance level.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Hennessy Malaysia strongly believes in anchoring our branding exercises on a strong sense of community, authenticity and hyper personalisation to put forth dazzling and memorable experiences.



for customers.

Is the market now ready and receptive to a branding exercise, especially since the country has eased up on lockdown measures?

Definitely, in order to be competitive as many opportunities have risen from the pandemic due to the quick and agile response of businesses to step up to the needs and demands of consumers.

If you were to embark on a branding exercise at this stage, what would some of the highlights be, based on foreseeable upcoming market trends?

Consistent, differentiated and innovative offerings in tandem with the changing consumer needs and behaviour. Distinctive service to set it apart and stand out from the crowd while being innovative and future forward opens up new opportunities.




LINDA HASSAN
Group Chief Marketing Officer
Domino's Pizza Malaysia, Singapore and Cambodia

As we ease into the recovery phase, how have you positioned yourself as a brand, in order to command a stronger presence in the market?

Changing consumers trends, needs and preferences due to the Covid-19 pandemic heightened the need to up the ante on digital platforms.

We recognise the importance of learning and continuous improvement to ensure customer satisfaction and market relevance.

With the advancement of ecommerce, we have enhanced our services to re-imagine seamless customer experience through “pandu-ambil” with enhanced ecommerce and delivery tech as part of embracing technology evolution.

How was 2021 for the company and what steps were taken over last year in order to remain strong and relevant?

We continue to build trust, particularly in



safety and hygiene aspects 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 to create great value



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