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Kerana Memilih Kami.

PUTRA BRAND OF THE YEAR
AND
PLATINUM IN RETAIL

PUTRA BRAND AWARDS 2024
The people's Choice
BRAND OF THE YEAR

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Star Special

THE STAR, TUESDAY 25 FEBRUARY 2025

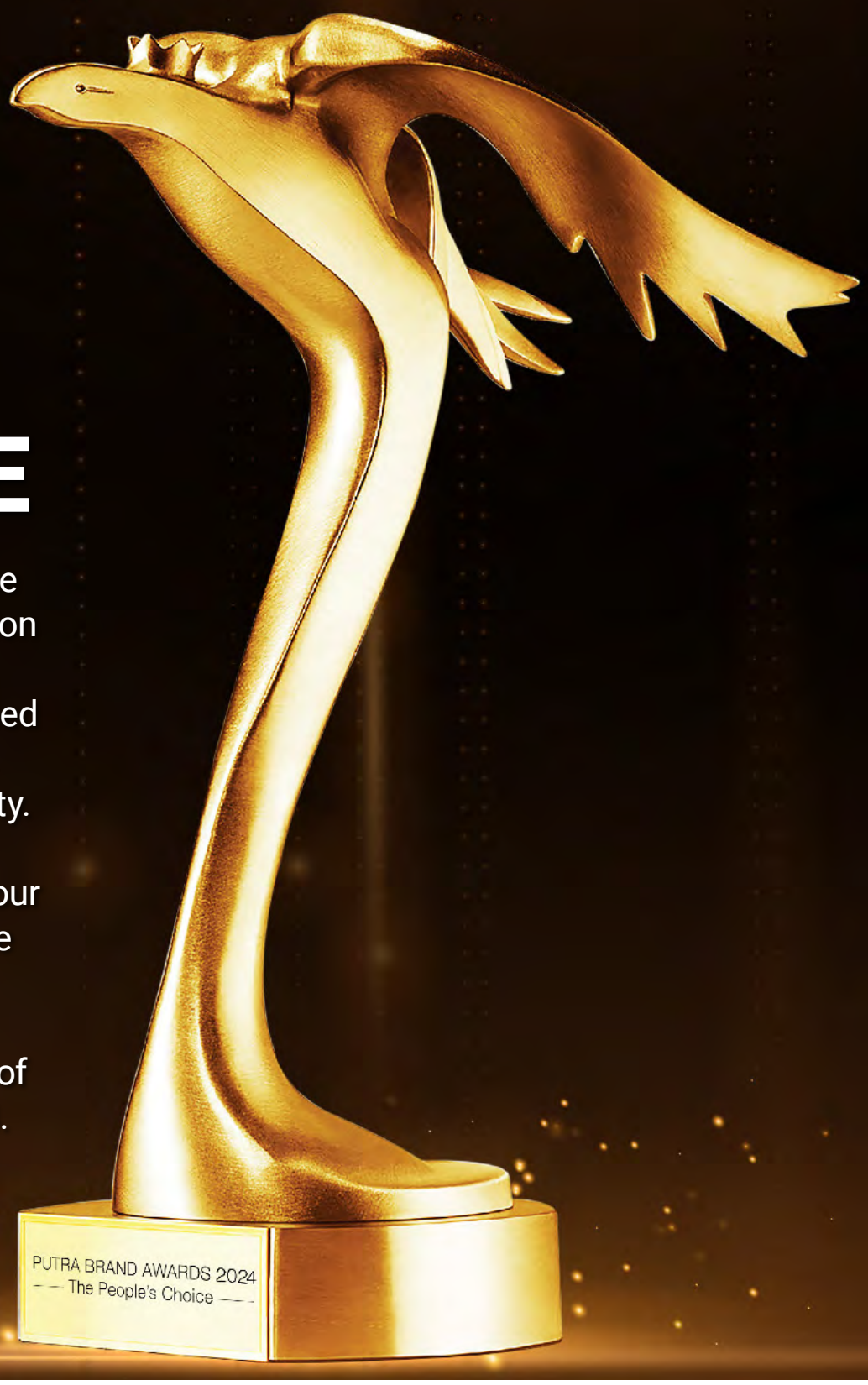
PUTRA BRAND AWARDS 2024

15 YEARS OF BRAND EXCELLENCE

Recognising brands that have earned the trust of Malaysians through their innovation and strong consumer connections. A record-breaking 50,000 voices have shaped this year's recognition, reflecting trust, integrity and unwavering consumer loyalty.

At the Putra Brand Awards 2024, we honour Malaysia's most beloved brands and the brilliant minds behind their success.

Turn to page 65 to discover the winners of the third Putra Aria Brand Awards 2024.



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Voted by the people

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE —

PUTRA Aria BRAND AWARDS — THE PEOPLE'S CHOICE —

THE Putra Brand Awards (PBA) and Putra Aria Brand Awards (PABA) 2024 recently spotlighted outstanding brands in Malaysia, acknowledging their excellence and strong consumer connections.

Organised by the Association of Accredited Advertising Agents Malaysia (4As), endorsed by Matrade, and supported by key industry associations, these awards are unique as winners are chosen by the Malaysian public, reflecting genuine consumer sentiment.

Honouring industry leaders and trusted brands

Marking its 15th anniversary, PBA commended brands that have built deep trust with Malaysian consumers.

Farm Fresh earned dual accolades—Putra Malaysian Marketer of the Year and Putra Brand Icon.

Gardenia received the Putra Most Enterprising Brand of the Year, while Mydin's managing director, Datuk Ameer Ali Mydin, was named Putra Personality of the Year.

Watsons took home the Putra Brand of the Year title, along with the Platinum award in the Retail category.

Now in its third edition, PABA highlighted brands across 24 industries, including automotive, banking, and property development.

A record-breaking 50,000 respondents participated in the public voting for PBA and PABA, reinforcing the power of consumer voices in shaping brand success.

A Grand Culmination

The awards concluded with two prestigious gala nights — PABA on Jan 16 and PBA on Jan 17— at The Majestic Hotel Kuala Lumpur.

These exclusive gatherings brought together industry leaders, brand champions, and key stakeholders to celebrate branding excellence.

Both PBA and PABA 2024 empower consumers to recognise brands that excel in customer engagement, uphold their promises, and prioritise customer satisfaction.

This consumer-driven approach makes the awards a true reflection of public opinion, honouring brands that have left a lasting impact on the people they serve.

	PLATINUM	GOLD	SILVER	BRONZE
Apparel and Accessories	Uniqlo	Adidas	Skechers, Bata, Siti Khadijah	Puma
Automotive	Toyota	Honda, Perodua	Mercedes-Benz	Proton, BMW, Mazda
Automotive (Fuel, Lubricants and Accessories)	Michelin	Petronas, Shell	Continental, Toyo Tires	Petron, Goodyear
Banking, Investment and Insurance	Maybank	VISA	CIMB Bank	Etiqa Insurance & Takaful, AIA, RHB Bank
Beverage (Alcoholic)	Carlsberg	Heineken, Tiger Beer, Guinness	Somersby	The Macallan, Martell, Hennessy
Beverage (Non-alcoholic)	Spritzer	100 Plus	Milo, Boh	Yeo's, Lipton, Nescafe
Beverage (Dairy)	Farm Fresh	Yakult, Vitagen	Dutch Lady	Marigold, Fernleaf, Anlene
Cameras, IT, Office and Business Equipment	Samsung	Dell, Sharp, Canon	Asus, HP, Acer	Huawei, Epson, Lenovo
Communication Devices	Samsung	Apple	Honor, Asus	Huawei
Communication Networks	Unifi	Maxis	CelcomDigi, U Mobile	Red One
Education and Learning	Universiti Terbuka Malaysia	Multimedia University, Universiti Teknologi Petronas	Sunway University, Unitar International University	Universiti Kuala Lumpur, Universiti Tunku Abdul Rahman
Entertainment	Golden Screen Cinemas	TGV Cinemas	Sunway Lagoon	Legoland, Petrosains, Lego
Foodstuff	Gardenia	Adabi	Mamee, Ayam Brand, Maggi, Munchy's, Baba's	Magnum Ice Cream, Mi Sedaap, Kit Kat
Health	Panadol	Dettol, Strepsils	Vicks, Koolfever, Hurix's	Scott's, Gaviscon, ENO
Home Improvement Products and Stores	Energizer	Ikea	Cuckoo, Nippon Paint	Jotun, Coway, Bosch
Household Products	Sunlight	Daia, Top	Febreze, Softlan	Breeze, Scotch-Brite
Media and Networks	Astro	The Star, Era Fm	Harian Metro	HitzFM, TV3, Berita Harian
Personal Care	Vaseline	Dove	Dettol, Colgate, Clear	Lifebuoy, Sensodyne, Nivea
Personal, Household and Outdoor Appliances	Panasonic	Sharp, Samsung	Pensonic	LG, KDK, Coway
Property	Sime Darby Property	IJM Land, UEM Sunrise	Sunway Property, Eco World Development, SP Setia	IOI Properties
Restaurants and Fast Food Outlets	McDonald's	KFC	Secret Recipe, Texas Chicken, The Chicken Rice Shop	LlaoLlao, Subway, The Coffee Bean & Tea Leaf
Retail	Watsons	AEON	MR.DIY, 7-Eleven, 99 Speedmart	Ikea, Guardian, Big Pharmacy, Popular Book Store
Transportation, Travel and Tourism	Malaysia Airlines	Malaysia Airports, Premium Outlets	AirAsia, Shangri-La Hotels & Resorts	Tourism Malaysia, Firefly Airlines
e-Commerce	TNG eWallet	Carsome, Carro, WowShop	Shopee	Grab

SPECIAL AWARDS WINNER

Putra Most Enterprising Brand of the Year	:	**Gardenia**	**Putra Personality of the year**	:	**Datuk Wira Ameer Ali Mydin (Managing Director, Mydin)**
Putra Malaysian Marketer of the Year	:	**Farm Fresh Marketing Team**	**Putra Brand Icon**	:	**Farm Fresh**
Putra Brand of the Year	:	**Watsons**	**Hall of Fame**	:	**-no inductee-**

Celebrating the spirit of branding excellence

Unity, innovation and consumer-driven legacies driven by Malaysian branding excellence

AS WE reflect on the incredible journey of branding excellence in Malaysia, the Putra Brand Awards stand as a testament to the power of unity, innovation and resilience in shaping lasting legacies.

These accolades celebrate more than just market success – they honour the dedication, teamwork and visionary leadership that propels brands to a place of trust and admiration in the hearts of Malaysians.

This year's theme, "Forging Legacies Together", encapsulates the collective spirit that drives our industry forward.

A legacy is not built in isolation; it results from shared aspirations, meaningful collaboration and the commitment to excellence that unites teams, industries and communities.

It reminds us that brands are more than logos or products – they are living entities that influence lives, drive societal progress and inspire future generations.

The Putra Brand Awards, as Malaysia's People's Choice Awards, reflect the genuine voice of consumers.

With no nomination fees or lobbying involved, they truly celebrate the emotional bonds between Malaysians and the brands they love.

This authenticity accentuates the importance of brands in delivering value, quality and relevance to their audience, making these awards a recognition that money cannot buy.

As we honour this year's winners, we also acknowledge the power of collaboration in building strong and resilient brands.

Together, we have the power to elevate Malaysian brands to global prominence, creating legacies that will stand the test of time.

Let us embrace the challenges of the future with the same courage and determination that have brought us to this point, forging paths that inspire progress and innovation.

Congratulations to all the 2024 Putra Brand Awards winners and nominees.

May your success stories continue to inspire, ignite creativity, and strengthen the foundation of branding excellence in Malaysia.

With heartfelt appreciation,
Datuk Mohd Mustafa Abdul Aziz
Chief Executive Officer
Malaysia External Trade Development Corporation (Matrade)

Leveraging the power of choice

A tribute to brands that win the hearts of Malaysians

THE Putra Brand Awards celebrates its 15th edition this year, while the Putra Aria Brand Awards reaches its third. We extend our heartfelt congratulations to the winners.

These awards offer a significant opportunity to honour the best brands in Malaysia, supported by Matrade, which shares our belief in the power of branding.

The brands chosen by the people of Malaysia are recognised for their excellence, and we pay tribute to the companies that have nurtured and built these brands over the years.

Additionally, since last year, we have been hosting The Putra Brand Colloquium, a platform for exchanging insights on exceptional brands.

This initiative has been very well received by industry leaders and marketing professionals, and we hope it continues to inspire the birth of even more beloved and supported brands in Malaysia.

Great brands are built on strong relationships with customers, rooted in trust and affection.

A one-sided relationship simply doesn't work.

If a product or service is forced upon a customer, and the brand experience fails to deliver, that brand will likely lose the opportunity for future engagement.

People always seek what fits them best – they are the ones who drive brand choices, and the power of selection lies with the people.

Our awards are a true "People's Choice".

Through extensive surveys, we ensure that the process, by which, Malaysians choose their favourite brands is genuine and voluntary – much like gripping the steering wheel of a car and driving toward your own chosen destination.

This free will in choosing is what gives this award its true value.

In today's world, where information flows freely and constantly, we find ourselves surrounded by a sea of both reliable and unreliable information.

In this flood, the brands that have earned recognition through the "People's Choice" and have proven their worth will undoubtedly shine with an exceptional brilliance.

Once again, we extend our deepest congratulations to this year's award winners, expressing our gratitude for their dedication and contribution.

We look forward to seeing their continued success.

Our thanks go to all Malaysians who participated in the voting, and to everyone who supported and endorsed this concept of the "People's Choice."

Ryusuke Oda
Acting President
Association of Accredited Advertising Agents Malaysia (4As)

Honouring people-powered brands

PBA 2024 highlights need for brands to be nurturing, innovative

THE recent successfully concluded presentations of both the Putra Aria and the Putra Brand Awards 2024 marked the third and 15th instalments respectively of Malaysia's premier " "one and only money-cannot-buy" brand recognition.

Themed "Forging Legacies Together", the call was to stress the importance of how brands are likened to a child – as such needing careful tending, nurturing, love and finessing to ensure it reaches its optimal potential.

There were a few surprises at both shows with new brands upstaging perennial winners – a healthy and encouraging sign indeed!

This demonstrates that no brand should rest on its laurels or bask in the glory of its past successes.

Brand loyalty needs constant re-cementing as the discerning consumers will not hesitate to switch when they feel neglected.

There were a total of over 160 winners at each of the award shows and regardless of the colour of their metal, our heartiest congratulations.

Remember, you were not chosen by a panel of judges, but by the people.

Over 50,000 respondents to be precise!

Indeed, the Putra Aria Awards and the Putra Brand Awards are awards by the people and for the people.

Kudos once again to all and looking forward to an even grander show next year.

Wishing all every success in nurturing your brands.

A blessed 2025 to all. And to our Muslim friends "Selamat Berpuasa".

Datuk Johnny Mun
Putra Brand Awards Organising Chairman
Senior Advisor and Council Member (4As)

watsons

Another milestone in the bag

Watsons Malaysia shines with recognition in health, beauty, customer experience

Winning the Putra Brand of the Year award reaffirms the trust, confidence and loyalty customers have in Watsons Malaysia for delivering exceptional experiences and high-quality products.

WATSONS Malaysia has snagged the Putra Brand of the Year award and also won a platinum in the Retail category. This marks a remarkable achievement that underscores its continued excellence in the retail sector.

Expressing her gratitude, Watsons Malaysia managing director and AS Watson Group Health and Beauty Asia chief operating officer Caryn Loh says: "We are humbled and deeply grateful to Malaysians for recognising us as the first retail brand to receive this prestigious award.

"This recognition reaffirms the trust, confidence and loyalty that our customers have placed in us, and reflects our commitment to delivering exceptional customer experiences and high-quality products."

Emphasising that this award is not just a milestone, but also a reflection of the company's longstanding reputation in the health and beauty industry, Loh notes this year marks the ninth consecutive year that Malaysian customers have also voted Watsons as the top retail brand.

She points out that Watsons success stems from its ability to evolve and adapt its brand identity over time to meet the ever-changing demands of the Malaysian market.

"Watsons Malaysia is a one-stop destination for health, wellness, beauty and lifestyle, and we prioritise customer needs and preferences.

"We remain agile to market trends, leveraging innovations and curating an exceptional product range," says Loh.

The company strives to ensure that its brand resonates with customers across generations, offering them solutions that cater to their diverse lifestyles.

A key strategy that has helped Watsons build brand awareness is its impressive loyalty programme, which boasts over eight million members.

"Our mobile app has made a significant impact in connecting with our audience.

"Members enjoy services like W Rewards, e-Stamp, and W Mall, providing them with personalised experiences and exclusive benefits."

This initiative has reinforced customer relationships and boosted brand loyalty. In addition, Watsons offline plus online approach ensures customers can easily access products anytime, anywhere, further enhancing their shopping experience.

As part of its drive to remain competitive, Watsons has also made great strides in digital transformation.

The company offers unique services, such as Click and Collect Express, which allows customers to pick up their purchases in-store within two hours, or opt for express delivery to their doorsteps in under two hours.

"We are proud to be the first retailer in Malaysia to offer this level of convenience," says Loh.

The introduction of services like these highlights Watsons commitment to enhancing the shopping experience and meeting customer expectations for speed and ease.

Loh points out that Watsons' success stems from its ability to evolve and adapt its brand identity over time to meet the ever-changing demands of the Malaysian market.

Watsons Malaysia has won the coveted Putra Brand of the Year award and a platinum in the Retail category. — YAP CHEE HONG/The Star

Furthermore, Watsons Malaysia has embraced innovation with several standout initiatives.

In 2024, to celebrate its 30th anniversary, the company made history by launching the Watsons-branded airplane, marking the first time a retailer in Malaysia has had a branded aircraft.

The company also gained recognition for its health and wellness campaigns, including the Biggest K-Beauty Festa and the Get Active Festival, which saw a record-breaking 13,000 participants for Zumba and runs-earning Watsons two Malaysia Book of Records titles.

Beyond innovation, Watsons remains deeply committed to sustainability and social responsibility.

Loh shares that the company has expanded its refill stations and recycling programmes to over 20 stores, collecting over 100 kilograms of plastic bottles for recycling.

Watsons also supports coral reef restoration efforts in collaboration with Reef Check.

These initiatives, along with the company's partnership with local youth through its Youth Empowerment Sustainability (YES) programme, have earned the company several prestigious awards, including the Company of the Year in Retail for Environment Care Award.

Through continuous innovation, customer-centric strategies and a firm commitment to social responsibility, Watsons Malaysia has solidified its position as an industry leader, setting an example for other brands to follow.

"We are honoured by the recognition and will continue to uphold the standards that have made Watsons a trusted and beloved brand in Malaysia," Loh says.

Nurturing trust and loyalty

Gardenia wins hearts across generations with quality, care and innovation

By balancing tradition with innovation, Gardenia remains not just a brand, but a part of Malaysian life, no matter the era. Staying relevant means understanding the changing rhythms of life.

MORE than just baking bread, this undisputed bread producer pours passion into nourishing lives, fostering meaningful connections and delivering products that Malaysians can always trust—rain or shine.

For many of us, Gardenia isn't just a loaf of bread—it's the taste of home, childhood breakfasts and everyday moments of comfort.

This loyalty is built over time, shaped by trust and shared experiences.

Gardenia Bakeries (KL) Sdn Bhd chief operating officer Derrick Khoo says: "Gardenia holds on to what makes us 'Always With You'—the familiar taste, the quality people trust and the comfort its products bring.

"By balancing tradition with innovation, Gardenia remains not just a brand, but a part of Malaysian life, no matter the era.

"Staying relevant means understanding the changing rhythms of life.

"Every generation brings fresh perspectives, new habits, and different ways of connecting with the world.

"At Gardenia, we embrace this by listening—whether it's through feedback, trends or simply observing how daily routines evolve."

Since its establishment nearly four decades ago, Gardenia has fostered brand loyalty by creating a strong emotional connection with consumers, who view the brand as more than just a product—it represents the comfort of home and cherished moments.

"By staying present in consumers' lives with consistent product quality and care, Gardenia has built trust over time.

"Loyalty stems from their dedication to being reliable, offering the familiar taste and freshness that Malaysians rely on day after day," says Khoo.

He notes that product innovation at Gardenia is defined by delivering meaningful solutions that enhance consumers' lives, whether by offering healthier alternatives or refining existing favourites.

"Innovation is measured not just by sales figures, but by how seamlessly our products integrate into consumers' daily routines, earning trust and creating positive experiences.

"The true success of innovation is seen in how it enriches the lives of Malaysians.

"Our core purpose remains unchanged—to be a trusted, caring presence that delivers quality and comfort to our customers. We connect with Malaysians through contests, giveaways and nostalgic recipe content.

"The brand strengthens its emotional bond with consumers, highlighting the small joys that make Gardenia a beloved part of daily life.

"Gardenia's core values of quality, integrity and responsibility shape the company's direction," says Khoo.

The company's efforts have led to it being honoured with the Putra Most Enterprising Brand of the Year award.

Gardenia's efforts have earned it the Putra Most Enterprising Brand of the Year award. — IZZRAFIQ ALIAS/The Star

Gardenia bonds with consumers through the small joys that make the brand a beloved part of daily life.

Khoo says the company's core purpose remains unchanged. It strives to be a trusted, caring presence that delivers quality and comfort to customers.

While acknowledging that recognition isn't solely about accolades, Khoo emphasises that these awards reaffirm the confidence Malaysians have in Gardenia.

"They reflect our dedication to quality, innovation, and care. They serve as a reminder of the responsibility we carry, pushing us to continuously uphold the standards that have made Gardenia Bakeries a household name," he says.

More than just a milestone, this recognition strengthens the company's commitment to delivering reliable products, ensuring that every bite carries the same quality and care Malaysians expect from them.

With nearly 40 years of presence in Malaysia, the brand continues to uphold its vision of "fuelling life for a better world.

Their commitment to freshness, taste, and reliability drives innovation while preserving the uniqueness of their products and experiences, ensuring they remain a trusted part of Malaysians' daily lives.

Winning awards that money can't buy

Farm Fresh rakes in rewards and gains top spot as Malaysia's dairy brand

Farm Fresh secured top honours at the Putra Brand Awards, winning Platinum for the fourth consecutive year in the Beverage (Dairy) category, along with the coveted Putra Malaysian Marketer of the Year and Putra Brand Icon awards. — IZZRAFIQ ALIAS/The Star

IN a risky move that shocked almost everyone he knew, Loi Tuan Ee traded a comfortable RM500,000 annual income to raise cows – despite warnings not to.

Little did he know that his bold decision would transform Farm Fresh into one of Malaysia's leading dairy brands, culminating in a string of prestigious accolades.

Recently, Farm Fresh secured top honours at the Putra Brand Awards, winning Platinum for the fourth consecutive year in the Beverage (Dairy) category, along with the coveted Putra Malaysian Marketer of the Year and Putra Brand Icon awards.

These accolades have further cemented Farm Fresh's position as Malaysia's number one dairy brand, reflecting Loi's visionary leadership and the company's strong consumer-centric approach.

The Farm Fresh Bhd group managing director and group chief executive officer explains that the uniqueness of the Putra Brand Awards lies in the fact that they are determined entirely by consumer votes, making them a true reflection of consumer preferences.

"This recognition validates the trust and loyalty Malaysians have in our brand, proving that our commitment to quality and natural ingredients – free from preservatives, artificial colourings, flavourings and hidden sugars – truly resonates with them," says Loi.

"As a homegrown brand, this achievement is deeply meaningful. It reflects the unwavering support from our customers who have been with us since the beginning.

"These accolades not only boost the company's credibility but also reinforce our responsibility to uphold the highest standards, ensuring that every product continues to meet the expectations of our valued consumers," adds Loi.

Loi, who has a love for animals and agriculture, paying a visit to his farm in Kg Mawai, Kota Tinggi, Johor. - Filepic

Cows producing milk for Farm Fresh are well taken care of and fondly referred as "girls and ladies." - Filepic

What sets Farm Fresh apart?

Loi attributes the company's success to its dedication to high-quality, natural ingredients and complete transparency in production. Unlike many competitors, Farm Fresh believes in keeping milk as pure and unprocessed as possible.

By ensuring their products are free from unnecessary additives, preservatives and artificial ingredients, Farm Fresh has created a brand rooted in honesty and integrity.

Its farm-to-table approach allows them to maintain full control over the quality, freshness, and sustainability of their dairy products, building further trust with their consumer base.

Farm Fresh has also evolved to meet changing consumer preferences. As demand for healthier and more sustainable choices grows, Farm Fresh has expanded its product line to include alternatives such as plant-based milk and lactose-free options.

The company has bolstered its digital presence through social media campaigns, e-commerce, and online store innovations, connecting with health-conscious consumers and offering them a wider range of products.

"We want to remain relevant and cater to diverse consumer needs. That is why we focus on transparency and ensuring our products stay in tune with current trends," says Loi.

Measuring the effectiveness of branding efforts is crucial, and Farm Fresh takes a comprehensive approach to track performance.

"We monitor key performance indicators such as market share growth, customer retention, and sales performance," explains Loi.

Consumer feedback through surveys and social media interactions also plays a key role in continuous improvement.

The recognition of their brand through awards such as the Putra Brand Awards further validates their efforts.

Multifaceted strategies

The company places a strong emphasis on storytelling, connecting with consumers through authentic narratives about its farm-to-table approach, ethical sourcing and sustainability efforts.

Digital engagement has been key to building brand recognition for Farm Fresh, which actively leverages social media to share behind-the-scenes content and educational insights on dairy nutrition.

Furthermore, collaborations with influencers help amplify their message, reaching a larger audience. The company's efforts go beyond marketing and focus on creating direct, meaningful connections with their audience.

An example is their Farm Fresh Grow initiative, which encourages healthy growth in children and emphasises the benefits of natural, preservative-free dairy products.

Through programmes like Mum2Mum, which brings mothers together for networking sessions over tea, Farm Fresh has built a community that aligns with the brand's values.

Farm Fresh also takes pride in being environmentally conscious. Its "Milk on Tap" initiative, launched in September 2022, allows consumers to refill fresh milk in glass bottles, reducing plastic waste.

To date, the initiative has prevented the use of over 375,000 plastic bottles, saving more than 19,000 kilograms of plastic packaging.

"Sustainability is at the core of our operations. We believe in making a positive impact on the environment, and Milk on Tap is just one of the ways we're doing that," says Loi.

Aside from its sustainability efforts, Farm Fresh is dedicated to supporting local farmers and communities.

Through its Home Dealers programme, the company provides opportunities for local entrepreneurs, contributing to the growth of the Malaysian economy.

Innovation at its finest

Despite the challenges of Malaysia's tropical climate, which makes dairy farming more difficult, Farm Fresh has found innovative ways to maintain product quality.

The company has invested in advanced cooling systems and sustainable farming practices to ensure that cows remain healthy, optimising milk production.

With a strong cold-chain logistics system, Farm Fresh has also maintained the freshness of its products, ensuring they reach consumers in peak condition.

As Farm Fresh continues to expand its presence in Malaysia and beyond, it remains focused on delivering high-quality, sustainable dairy products while staying true to its mission of creating a positive impact on both the environment and society.

The future holds exciting prospects for Farm Fresh, with new product offerings and continued innovation paving the way for growth.

Loi is confident that Farm Fresh will continue to thrive, setting new standards in the dairy industry.

"At Farm Fresh, we are committed to delivering fresh, high-quality dairy while making a positive impact on the environment and society," he says.

FOR EVERY BITE, EVERY SMILE, AND EVERY MOMENT TOGETHER

THANK YOU MALAYSIA, FOR LETTING US BE PART OF IT ALL

You’ve celebrated your moments with our freshly prepared goodness, and now we celebrate you! Thank you, for awarding KFC Malaysia our **10th consecutive Gold** Putra Brand Award.

We're proud to serve Malaysians, from supporting underprivileged children with the "Sehati" program, uplifting the disabled community to achieve their career potential, to investing in future generations with the KFC Scholarship.

To our cherished community who has shown us so much love - here’s to making every moment golden, Malaysia.

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DIYAKINI HALAL

Level 2, Menara QSR, VSQUARE @ PJ City Centre,
Jalan Utara, 46200, Petaling Jaya, Selangor

MYDIN

Empathy-driven success, led by compassionate leadership

Mydin's winning formula is community focus, affordable quality products and a leader with heart

Mydin's branding philosophy focuses on building trust, meaningful connections, community support as well as sustainability.

HE is known for his kind and compassionate nature, which has captured the hearts of the masses. Thus, it comes as no surprise that Datuk Ameer Ali Mydin — one of Malaysia's most prominent business figures — was honoured with the Putra Personality of the Year award.

Having built Mydin into one of Malaysia's leading wholesale and retail chains, the managing director attributes the company's success to fostering a sense of connection and trust with customers by doing business "the right way."

"It's not just about what's on the shelves—it's about being part of a brand that cares, values its community, and strives to make a real difference in people's lives.

"What truly sets Mydin apart in the retail market is our unwavering commitment to the community. While other retailers may offer similar products, like chocolate drinks, customers choose Mydin because we are deeply dedicated to making a positive impact."

He adds that Mydin proudly supports local charities, small businesses, and meaningful social initiatives. Additionally, Mydin's success in thriving alongside international retail chains comes from its deep understanding of the local market and its genuine commitment to supporting the community.

Unlike many international brands that enter Malaysia just to make money, Mydin focuses on meeting the specific needs of Malaysians, offering affordable, high-quality products that resonate with local consumers.

"A key part of this is our dedication to helping small and medium-sized enterprises (SMEs) grow by providing them with a platform to reach more customers, helping them thrive alongside us.

"Our focus on sustainability and corporate social responsibility strengthens our emotional connection with customers.

"Even in times of crisis, like the Covid-19 pandemic or natural disasters, MYDIN's quick adaptation and community-focused approach have allowed us to remain competitive," says Ameer Ali.

Noting that Mydin's branding philosophy focuses on building trust and meaningful connections rather than just profits, he adds that sustainability, community support, and creating personal connections with customers are central to the company's approach.

"We target Malaysians seeking affordable, halal, and quality products, particularly families and middle-income groups. Our effective strategies include offering competitive pricing, a diverse product range, and engaging in corporate social responsibility."

He shares that key lessons learnt in running the business include the importance of consistency, adaptability, and aligning with customer values such as sustainability. The company also emphasises the value of partnerships with media, suppliers, local SMEs, and digital platforms to enhance brand visibility and growth.

To succeed, Ameer Ali advises that businesses should first focus on the persona steering the brand to better understand the local culture, values, and consumer needs.

He emphasises the importance of tailoring products and services to meet these needs while keeping prices competitive.

He highlights the significance of building trust with customers through transparency and social responsibility for long-term success.

He further suggests that businesses should embrace technologies to stay ahead of market trends and stresses that maintaining a strong and positive internal culture is vital, with quality employees playing a key role in delivering exceptional customer experiences.

He concludes that building a strong, community-oriented brand is crucial for businesses to thrive in Malaysia's competitive market.

Ameer Ali (centre) receiving the Putra Personality of the Year at the Putra Brand Awards 2024, Jan 17, 2025. With him (from left) are 4As acting president Ryusuke Oda, 4As honorary life president Tan Sri Datuk Vincent Lee, Awards organising chairman Datuk Johnny Mun and Matrade deputy chief executive officer (export acceleration) Abu Bakar Yusof. — GLENN GUAN/The Star

Ameer Ali says Mydin's focus on corporate social responsibility strengthens its emotional connection with customers.

watsons

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — 2024

Terima Kasih Kerana Memilih Kami.

PUTRA BRAND OF THE YEAR

AND

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PUTRA BRAND AWARDS 2024 The people's Choice BRAND OF THE YEAR

PUTRA BRAND AWARDS 2024 The people's Choice PLATINUM

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Watson's Personal Care Stores Sdn Bhd (Reg No.289892V)

DERRICK KHOO
Chief Operating Officer
Gardenia Bakeries (KL)

How has your brand evolved over the years?

Since 1986, Gardenia Bakeries has evolved from a localised homegrown brand to being one of Malaysia's most trusted heritage brands. This evolution stems from Gardenia's vision to not merely be a bread producer but to hold steadfast as the brand that cares for Malaysians. Our commitment to enrich the lives of Malaysians is expressed through our uncompromising high-quality products and our relentless pursuit and innovation of new products and categories. We remain unchanged in our promise to deliver freshly-baked products to you daily. Rain or shine, Gardenia is always with you.

How important are partnerships in building awareness and strength of your brand?

Effective partnerships are very important to Gardenia for we believe these are strategic alliances that align with our brand values and objectives. We have partnered with various organisations such as the media, government bodies like Royal Malaysian Police Force (PDRM) and Education Ministry (MOE) among others, to promote a healthy lifestyle for Malaysians.

Furthermore, we collaborate with multiple local consumer brands to amplify awareness of our combined brand presence. The goal is to create mutual value that enhances both brands' growth, strengthens brand equity and fosters a deep connection with consumers in more meaningful ways.

How has your branding shaped your company's internal culture and employee engagement?

At Gardenia, we emphasise the philosophy of One Team, One Vision. In creating a harmonious and innovative working culture, we organise cross-department brand engagement workshops and team-building exercises to internalise our core values of Connecting Together.

Our goal is to ensure every Gardenia team member lives these principles daily, consistently delivering on our brand promise to all Malaysians. By fostering a unified, engaged workforce, Gardenia can continue to ensure we remain an integral part of Malaysian lives, building a legacy of trust and excellence. One encounter at a time.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

As a corporate citizen that truly values quality, ethics and community, Gardenia Bakeries is making a concerted effort to uphold our responsibility towards a stronger ESG framework.

We believe that sustainability is not merely our responsibility, but more so an opportunity for us to further earn the trust of Malaysians in our brand. With it, we can inspire enduring consumer loyalty, and contribute to a brighter, more sustainable future.

By doing so, Gardenia not only adapts to evolving consumer values but solidifies our position as a brand that genuinely cares for a better world.

LOI TUAN EE
Group Chief Executive Officer & Group Managing Director
Farm Fresh Bhd

How has your brand evolved over the years?

From the early days of proving that a Malaysian company can produce good dairy, Farm Fresh has grown to become one of Malaysia's favourite homegrown companies, promoting pure dairy whilst innovating standout products, such as milk made from dates, lactose-free milk and Farm Fresh Grow – milk for children in liquid and powder format. We've introduced chocolate malt and consumer-packaged ice cream which has been received very well by our customers, and will soon be launching cultured milk and butter. We're expanding across the Asia-Pacific region and are distributed in countries such as Singapore, Brunei, the Philippines and Indonesia.

How important are partnerships in building awareness and strength of your brand?

Partnerships are the cornerstone of our brand recognition. Through collaborations, we're able to reach consumers at every stage of life. For example, we've built strong relationships with the Ministry of Education and schools via the School Milk Programme, allowing us to supply milk to millions of students, cementing our reputation as a brand that nourishes the community. This programme has strengthened

our microentrepreneurs who are able to distribute our products in schools on top of their existing customers. These meaningful partnerships create a ripple effect, reinforcing trust and brand visibility.

How has your branding shaped your company's internal culture and employee engagement?

Farm Fresh's branding is deeply intertwined with our values, fostering a sense of purpose among our employees. As a brand that champions quality and community, these principles inspire our internal culture. We envision ourselves as part of a larger story – not just producing dairy, but empowering communities and shaping the future of consumers. Our emphasis on sustainability, ethical practices and nurturing the next generation resonates deeply with us.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At Farm Fresh, we believe in doing well by doing good. Our Malaysian farms are the only ones in Asia to achieve the Certified Humane Raised and Handled certification. Our Milk on Tap initiative, using reusable glass bottles, has prevented over 375,500 plastic bottles (18,700kg of plastic) by March 2024. In April 2024, we launched a biogas plant in Muadzam Shah to convert animal waste into fuel, targeting a reduction of 670,000 litres of diesel annually and cutting CO2 emissions by 9,800 tonnes.

CARYN LOH
Managing Director of Watsons Malaysia
Chief Operating Officer of Health & Beauty Asia AS Watson Group

How has your brand evolved over the years?

Since 1994, Watsons Malaysia has grown significantly, with over 700 stores nationwide and boasts one of the largest retail loyalty programmes with eight million Watsons Club members. Embracing an O+O (Offline plus Online) approach, we offer convenient services such as express delivery within two hours.

As we recently celebrated our 30th anniversary, we launched the Watsons-branded airplane to enhance brand awareness. Innovation drives us, with new store concepts, in-store engagement and a diverse product range, including trending, lifestyle and sustainable items, solidifying our leadership in Malaysia's health and beauty industry.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital to Watsons, and we take great pride in collaborating with our brand partners to offer exclusive products and campaigns.

Beyond that, our partnerships extend to internal and external collaborations in CSR initiatives and impactful campaigns,

which help drive greater awareness and engagement. These partnerships not only enhance our visibility and credibility but also enable us to reach new audiences and foster deeper community connections.

How has your branding shaped your company's internal culture and employee engagement?

Watsons' strong branding fosters a sense of purpose and belonging, establishing us as one of the top employers. We have earned prestigious recognitions, including the Top Employer Award of the year, Best Workplace Award, and Top HR Team Award at JobStreet Top Employer Awards, and being named a top employer in the 2024 Graduates' Choice Award (GCA).

Our culture of trust, transparency and teamwork creates a positive, empowering environment.

We consistently enhance staff engagement by promoting open collaboration and a fun, growth-oriented workplace, encouraging innovation while strengthening morale and commitment.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a core part of Watsons Malaysia's brand identity. Through initiatives like the Watsons Sustainable Choices programme, we provide customers products made with better ingredients, better packaging, clean beauty and refill packaging.

Additionally, we give back to the community by offering essential products to those in need. These efforts demonstrate our commitment to environmental responsibility and community support, aligning with our corporate values while fostering brand loyalty among consumers who appreciate our dedication to making a positive impact.

SUNWAY

50 Years of Trust, Built on Generations

Sunway City Kuala Lumpur

For half a century, we've been there, sharing in your moments big and small.
We've grown, innovated, and adapted, but one thing remains constant: our commitment to you.
We're proud of our heritage, and we're even more excited about the future.
Thank you for trusting us as we look to the next 50, and beyond.

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — SILVER 2024 — SUNWAY PROPERTY Master Community Developer

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — SILVER 2024 — SUNWAY EDUCATION

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — SILVER 2024 — SUNWAY Lagoon MALAYSIA

SUNWAY COMMITTED TO: SUSTAINABLE DEVELOPMENT GOALS

Sunway Services Sdn Bhd (202001042386)

| Property | Construction | REIT | Healthcare | Malls | Building Materials | Trading & Manufacturing | Quarry | Digital | Hospitality | Education | Leisure | Investment & Financial Services |

DR CHUAH CHAW TEO
R&D Director
Spritzer

How has your brand evolved over the years?

Spritzer has evolved from a humble mineral water brand into Malaysia's leading natural mineral water producer, renowned for its natural quality and innovation.

Over the years, we've expanded our product range to cater to diverse consumer needs while embracing sustainability through initiatives like becoming a circular brand by 2030. Guided by state-of-the-art technology and a commitment to environmental stewardship, we protect our 178ha rainforest water source, ensuring exceptional quality. Today, Spritzer stands as a symbol of health, innovation and sustainability, trusted by consumers.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital to Spritzer's growth, enabling us to build brand awareness, foster trust, and reach diverse audiences. Collaborating with like-minded organisations amplifies our shared values of health, sustainability and innovation. These alliances enhance consumer engagement, support impactful campaigns and open opportunities for meaningful contributions to communities.

By working together, we strengthen our brand presence while upholding our commitment to delivering high-quality, natural mineral water. Partnerships allow us to create shared success and expand our vision for a healthier, greener future.

How has your branding shaped your company's internal culture and employee engagement?

Spritzer's branding, rooted in natural excellence, is closely aligned with our core values of integrity, trustworthiness and respect for each other. Our commitment to delivering the purest natural water reflects our dedication to integrity in every action.

Trust is built through transparency and consistent quality, while respect is nurtured through open communication and teamwork.

We encourage employees to discuss challenges openly, fostering an environment where ideas are shared, challenges are tackled collectively, and solutions are found together. This ensures our values resonate both in our products and our workplace.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of Spritzer's operations. From protecting our water sources through eco-conscious practices to embracing circular economy principles, we ensure that every step of our production process respects both nature and future generations.

RITESH PANDEY
General Manager
Haleon Malaysia, Singapore, and Brunei cluster

How has your brand evolved over the years?

Panadol's history is marked by continuous innovation and commitment to relieving everyday pain and fever for Malaysians. Since its introduction, Panadol has evolved from an oral pain reliever to a comprehensive range, including topical patches.

We have expanded our product line with specialised formulations like Panadol ActiFast, Panadol with Optizorb and Panadol Extend. Embracing digital transformation, we've enhanced consumer engagement and accessibility. Through strategic marketing and consumer education, Panadol has solidified its position as a trusted household name in Malaysia.

How important are partnerships in building awareness and strength of your brand?

Partnerships have been key in building Panadol's brand awareness and strength. Collaborating with healthcare professionals, pharmacies and retailers has expanded our reach and credibility. These partnerships enable us to provide valuable information and educate consumers, ensuring they have access to safe and effective pain relief options.

Through these strategic alliances, we have amplified our message and built a strong, trusted brand presence.

How has your branding shaped your company's internal culture and employee engagement?

Our branding, centred on inclusivity and accessibility of relief, has profoundly shaped our internal culture and employee engagement.

We foster a work environment where every team member feels valued and empowered to contribute to our mission. This inclusive culture promotes collaboration, innovation and a shared commitment to making pain relief accessible to all.

Employee engagement initiatives, aligned with our brand values, ensure our team is motivated and dedicated to delivering on our promise. By living our brand values, we cultivate a culture of excellence and dedication.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Panadol aims to lead in sustainable packaging and health inclusivity. We minimise our ecological footprint through sustainable packaging, waste reduction and recyclable materials.

We prioritise responsible sourcing and health inclusivity by enhancing accessibility and health literacy. Our Health Inclusivity Screener analyses digital content for readability and inclusivity.

Additionally, we emphasise self-care by promoting products and practices that empower individuals to take charge of their health. By integrating sustainability and self-care, we resonate with environmentally conscious consumers and reinforce Panadol's reputation as a responsible leader in healthcare.

DATUK SERI AZMIR MERICAN
Group Managing Director & Chief Executive Officer
Sime Darby Property Bhd

How has your brand evolved over the years?

We have continued to transform from a pure-play property developer into a real estate company, underpinned by our Shift25 strategy. We have strategically diversified into industrial and logistics development, as well as investment and asset management. Our commitment to sustainability and specifically, urban biodiversity, highlights our drive to create thriving communities. Retaining a Platinum win at the 2024 Putra Brand Awards alongside other notable accolades including FIABCI World Prix d'Excellence Awards, StarProperty Awards and the top spot at The Edge Malaysia's Top Property Developers Awards 2024, underscores our reputation as the nation's leading property developer.

How important are partnerships in building awareness and strength of your brand?

Partnerships amplify our brand impact and accelerate sustainable growth. We are collaborating with an international technology player to build and lease data centres at Elmina Business Park and are in partnership with industry peers on a rooftop solar project and the Industrial Development Fund. High-profile partnerships position SDP as a preferred partner for global players, attracting investment and development opportunities. We also form meaningful relationships with government agencies, NGOs and community organisations, reflecting our commitment to social responsibility. Partnerships also enrich township experiences by enhancing both community spaces and resident experiences.

How has your branding shaped your company's internal culture and employee engagement?

As we transition into a diversified real estate company, we are strengthening our position as an "Employer of Choice". By emphasising career progression in emerging fields such as data centres, industrial development and investment management, we present clear pathways for professional development. We have also introduced programmes that empower employees with the skills and knowledge needed for advancement, leading to higher retention rates and an engaged workforce. We also prioritise work-life balance and employee well-being, ensuring individuals feel valued and motivated. These endeavours unite our workforce and propel our strategic goals.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is integral to our brand identity, rooted in robust ESG principles. We are a constituent of the MSCI ACWI Small Cap Index with an MSCI ESG Rating of BBB, are rated by the Carbon Disclosure Project, and have been re-included in both the FTSE4Good Bursa Malaysia Index and its Shariah Index.

Our proactive focus on urban biodiversity weaves sustainability into our core values, creating green spaces, preserving habitats and promoting sustainable landscaping. With economic growth and environmental responsibility converging, we uphold our purpose to be a value multiplier for people, businesses, economies and the planet.

DATUK CAPTAIN IZHAM ISMAIL
Group Managing Director
Malaysia Aviation Group

How has your brand evolved over the years?

Malaysia Airlines is more than just a commercial brand; we proudly represent the nation on the global stage. Over the years, we have embraced digital innovation to enhance travel experience, introduced customer-centric initiatives and expanded our international reach.

At the same time, sustainability remains a core priority, ensuring we balance operational efficiency with environmental responsibility. With offerings like enhanced family-friendly services, premium dining and complimentary in-flight Wi-Fi, we continue to cater to the diverse needs of our passengers while staying true to the warmth and authenticity of Malaysian Hospitality.

How important are partnerships in building awareness and strength of your brand?

Partnerships are essential to strengthening our global presence and brand recognition.

Through our membership in the oneworld alliance and strategic partnerships with global airlines, we offer travellers access to an extensive network of over 900 destinations and ensure a seamless travel experience. These collaborations extend our reach, foster trust and allow us to share the unique essence of Malaysian Hospitality worldwide.

We remain committed to maximising the benefits of these partnerships, expanding our footprint, enhancing connectivity and driving growth and innovation, reinforcing our reputation as a leading premium global airline.

How has your branding shaped your company's internal culture and employee engagement?

Our brand, rooted in Malaysian Hospitality, is at the heart of our culture. It inspires our employees to embody care, empathy and excellence in every interaction, fostering a deep sense of pride and unity. Being the national carrier carries a profound responsibility, motivating our teams to deliver exceptional service while showcasing the best of Malaysia and making the country proud.

This alignment of purpose and values creates an engaging, supportive environment where our people thrive and our brand flourishes.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to our vision for a better future. We've implemented initiatives such as fuel efficiency measures, energy efficiency, waste reduction and the adoption of Sustainable Aviation Fuel (SAF), proudly becoming the first Malaysian airline to operate SAF-powered flights.

Additionally, our voluntary carbon offset programme empowers passengers and corporate clients to support impactful climate projects. These efforts underscore our unwavering commitment to preserving the planet while continuing to deliver the exceptional care and service that exemplify Malaysian Hospitality.

DATUK KHAIRUSSALEH RAMLI
President & Group Chief Executive Officer
Maybank

How has your brand evolved over the years?

Maybank has grown by adapting to evolving market needs, embracing innovation and staying true to our core purpose which is to be a values-driven platform powered by a bionic workforce that humanises financial services. We've recorded sustainable growth, driven by our diverse financial solutions aimed at supporting our customers' needs and deepening customer connections. Our core stakeholders go beyond our customers which include communities we serve, employees, partners, shareholders and regulators.

How important are partnerships in building awareness and strength of your brand?

Partnerships are pivotal to our success. They allow us to amplify reach, share expertise and build credibility while fostering mutual growth. As Maybank aspires to meet its customer journeys within and beyond banking needs through an ecosystem play across various segments, partnerships are becoming a crucial component of the business strategy.

How has your branding shaped your company's internal culture and employee engagement?

Our branding inspires a shared sense of purpose, motivating employees and fostering pride through our purpose driven strategy. Our employees remain one of our most important stakeholders and we are dedicated to creating value for them via agile ways of working with the aim of nurturing an inclusive and equitable environment within the workplace and one that always has customer interest at the forefront.

We have also championed causes like Cahaya Kasih, our flagship regional volunteering programme that encourages Maybank employees to come together as agents of change, resulting in a greater sense of belonging.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the core of our strategy. Through our values-driven financial services, we are committed to playing a more active role in driving the region's transition.

Recently, we surpassed RM100bil in sustainable finance and published a series of whitepapers on our net zero pathways comprising six sectors. Our sustainability strategy is focused on making us a business leader, thought leader and key builder of capacities by walking the talk, spread across our environment, social and governance pillars. With respect to its social impact initiatives, Maybank has uplifted 2.13 million lives across Asean since 2014 with a total social investment of RM354.73mil.

DATUK RAVINDRAN K
President
UMW Toyota Motor

How has your brand evolved over the years?

Toyota's success in Malaysia comes from a legacy of quality and innovation. UMW Toyota prioritises customer satisfaction with a strong dealer network. Our commitment to go the extra mile has solidified us as a leading brand in Malaysia. We have embraced a multi-pathway approach to carbon neutrality, offering a variety of powertrains – from hybrid electric to hydrogen fuel cell and more. And we continue to push the limits for the better through motorsports with Toyota Gazoo Racing.

How important are partnerships in building awareness and strength of your brand?

Winning the Putra Brand Award is a testament to UMW Toyota's commitment to excellence. We believe in the power of partnerships to build a stronger brand. Collaborations with partners and ministries on initiatives to promote alternative fuel such as hydrogen based, as well as our initiative like the Toyota EcoYouth demonstrate our commitment to sustainability and social responsibility. These programmes align with our values and demonstrate our genuine desire to create a positive impact.

How has your branding shaped your company's internal culture and employee engagement?

The Putra Brand Award reflects UMW Toyota's dedication to excellence, a value deeply ingrained in our company culture.

Guided by principles of continuous improvement, which we call "Kaizen", and respect for people, we foster an environment where employees are empowered to innovate and contribute their best.

By valuing individual contributions and encouraging open communication, we cultivate a high-performing team dedicated to delivering exceptional customer experiences. This employee-centric approach fuels our success and ensures UMW Toyota remains at the forefront of the automotive industry.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

The Putra Brand Award recognises UMW Toyota's commitment to excellence in all aspects. Sustainability is not merely a goal; it's a core principle that drives innovation. Our embrace of a multi-pathway approach to electrification exemplifies this commitment.

By developing and offering a variety of green powertrains, we provide solutions for different lifestyles and needs, helping to build a cleaner and greener future. This award motivates us to continue this path, delivering exceptional vehicles that are both sustainable and exhilarating to drive.

PROF DR AHMAD IZANEE AWANG
President/Vice-Chancellor
OUM

How has your brand evolved over the years?

When Open University Malaysia (OUM) was established in 2000, our primary aim was to provide higher education through open and distance learning (ODL) for working adults. This year, as we celebrate our 25th anniversary, we have grown into a leader in online higher education. We have transitioned from traditional ODL to fully online learning, expanded our programmes from four to 60, and attracted diverse learners, from athletes to prison inmates.

Our brand embodies lifelong learning, but we have also kept pace with market demands by offering industry-relevant programmes, building key partnerships and earning recognition from local and global professional bodies.

How important are partnerships in building awareness and strength of your brand?

Through partnerships with industry leaders, professional bodies and academic institutions, we continuously enhance our offerings and provide a richer learning experience. With 45,000 active learners in Malaysia and students from countries like Vietnam, Sri Lanka, Ghana and the UAE, our reach extends globally. Strong ties with open universities and global online education bodies enable us to adopt cutting-edge, student-centred practices. These partnerships amplify our brand visibility and reinforce our position as a trusted leader in online higher education.

How has your branding shaped your company's internal culture and employee engagement?

Our branding involves positioning ourselves as a leader in online higher education, so we have created a workplace culture that values inclusivity, innovation and lifelong learning. We encourage our employees to live these values by embracing professional development, working together in a collaborative environment and staying open to new technology.

This connection between our brand and internal culture not only boosts job satisfaction but also strengthens employee engagement, as our team takes pride in being part of a brand that truly makes a difference in people's lives and empowers learners from all segments of society.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability drives our brand, guided by Environmental, Social, and Governance (ESG) principles. We embrace green learning to minimise raw material use and energy consumption, reducing our environmental impact.

Socially, we value diversity in ethnicity, gender and age, fostering inclusivity. In governance, ethical excellence and integrity underpin all operations and customer relationships. This commitment to sustainability enhances our brand and reinforces our responsibility to the community and the planet.

ANAND VIJAYAN
Chief Business & Consumer Officer
Telekom Malaysia

How has your brand evolved over the years?

Staying true to its commitment to be customer focused, Unifi continues to deliver unparalleled connectivity, convenience and enhanced experiences across Malaysia. Guided by Telekom Malaysia's (TM) Digital Powerhouse vision, Unifi has evolved into a leader in enabling digital lifestyles, offering top-tier integrated solutions powered by the nation's best fixed network and one of its leading mobile networks. At the core of Unifi's offerings is UniVerse, a dynamic ecosystem of connectivity, entertainment and digital lifestyle solutions that cater to modern consumers needs.

Beyond serving consumers, Unifi Business is a trusted partner to over 400,000 micro, small and medium enterprises (MSMEs), empowering them with tailored solutions to enhance connectivity, productivity and cybersecurity.

How important are partnerships in building awareness and strengthening your brand?

Partnerships allow us to innovate and expand our consumer and business offerings, delivering faster and greater experiences to our customers. This includes:

– Enhanced mobile connectivity, partnerships with Digital Nasional Berhad (DNB) to extend 5G mobile connectivity to more than 95% of the population.

– Integrated connectivity and content solutions via Unifi TV, bundled fixed, mobile and entertainment plans for the whole family, with global streaming services such as Netflix, Disney+ Hotstar, Max, Viu, TVBAnywhere+, BeIn Sports and others.

– Connected communities, Unifi is bringing high-speed fibre broadband services to flagship townships such as Kota Sultan Ahmad Shah (KotaSAS), Pahang's new administrative centre, enhancing quality of life and economic opportunities.

– Segmented offerings, as the main presenter of ACS EDU Tour 2024, Unifi Mobile's Uni5G Prepaid solutions enabled uninterrupted competition gameplay and brought 5G solutions to youths across the country.

– Strategic alliances between Unifi Business and other leading organisations also strengthen our reach and offerings to MSMEs. Our Unifi Business Club – Malaysia's largest MSME network – brings together organisations such as MCMC, MDEC, MARA, SME Corp and BSN to provide resources, networking opportunities and support to MSMES.

How has your branding shaped your company's internal culture and employee engagement?

With a legacy of serving Malaysia's connectivity and digital needs for nearly 80 years, TM continues to uphold a culture of agility, customer-centricity and innovation. This forward-thinking ethos is embodied by Unifi, which accelerates go-to-market strategies while enhancing employee engagement and customer experiences.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

In line with TM's sustainability pillars, Unifi is dedicated to driving impactful sustainability initiatives that benefit both society and the planet.

Central to Unifi's approach is the expansion of fibre and mobile networks nationwide, bridging connectivity gaps and ensuring accessibility for all communities. Additionally, Unifi Mobile is actively reducing its environmental footprint by adopting half-SIM cards and e-SIM technology, significantly cutting down on plastic usage and waste.

TAI KAM LEONG
Chief Sales & Marketing Officer
Astro

How has your brand evolved over the years?

Astro has evolved from a traditional pay-TV and radio provider to a multi-platform entertainment company. We've expanded into digital content and launched our own OTT platform, sooka, to cater to diverse Malaysian audiences. Our new Astro One packs are bundled with global streaming services, so customers can stream their favourite content, including our local signatures, flagship Astro Originals, live sports all in one place, at great value. Astro Fibre, our high-speed broadband service, enhances the viewing experience and unlocks the full functionality of our Ultra and Ulti Boxes.

How important are partnerships in building awareness and strength of your brand?

Collaborations with other brands allow us to reach new audiences, leverage combined strengths for impactful campaigns, enhance our brand image, drive innovation and increase visibility.

Strategic partnerships with leading entertainment providers like HBO, Disney+ Hotstar, and Netflix, along with collaborations with local businesses and community organisations, enable Astro to offer bundled services, access exclusive content and expand its reach to new audiences. These partnerships also drive innovation and create new revenue streams, strengthening Astro as a leading content and entertainment company in Malaysia.

How has your branding shaped your company's internal culture and employee engagement?

Our brand's focus on entertainment, innovation and customer-centricity has significantly shaped our internal culture and employee engagement. Together, we foster a creative and collaborative environment where employees are empowered to drive exceptional outcomes. Our brand initiatives, such as employee engagement programmes and ESG activities, further strengthen this sense of community and foster a positive and inclusive work environment.

By aligning our brand values with our internal practices, we have created a high-performing and motivated workforce that is passionate about delivering exceptional entertainment experiences to our customers.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

As Malaysia's leading media company, Astro is uniquely positioned to use our platform as Voice for Good to advocate for social and environmental issues. Astro's commitment to sustainability is reflected in our operations and the compelling content we craft.

We are progressing well towards our carbon neutrality by 2040 target, and continue to integrate sustainability messages into our content for Malaysia. This raises civic awareness and positive action in Malaysians to take lead on critical issues such as climate change, cybersecurity, anti-bullying, child safety and mental health.

PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —

VISA

SIX GOLDEN YEARS

As your trusted global network, we remain dedicated to serving you with the highest standards. Thank you Malaysia.

Banking, Investment & Insurance

Diane Lee
Business Director – Malaysia, Singapore & Vietnam
Energizer Holdings

How has your brand evolved over the years?

Brands are now seen as personalities with their own value, voices and stories. Through listening to our consumers, the Energizer brand has evolved through innovation in providing continuous high-performance products that meet the needs of an evolving category landscape.

How important are partnerships in building awareness and strength of your brand?

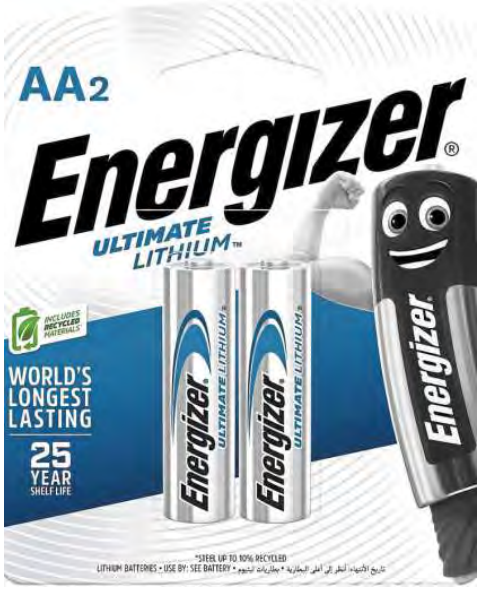
Strategic partnerships are crucial in building brands. At Energizer, we are proud of having strong strategic partnerships with our agencies, vendors, other synergistic brands and even retailers that help drive and further strengthen our brands and keep us firmly positioned as the undisputed market leader within the category.

How has your branding shaped your company's internal culture and employee engagement?

At Energizer, a strong brand culture not only enhances customer experience but also strengthens internal relationships within the company. While expressed in different ways, our commitment to high quality and long-lasting performance remains deeply rooted in our core values.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Yes, we are continuously improving our products to minimise environmental impact. One of the efforts is to reduce plastic usage/content in our packaging material. On top of that, our batteries are now produced using a percentage of recyclable material and this percentage will increase in 2025 as well.



KOH MEI LEE
Chief Executive Officer
Golden Screen Cinemas

How has your brand evolved over the years?

The pandemic accelerated a shift towards a more discerning cinema culture, with consumers seeking differentiated and unique experiences. Cinemas have evolved from being just a place to watch movies to a total entertainment social hub to spend quality time with loved ones.

GSC has embraced this shift by focusing on creating future-ready total entertainment experiences that enhance movie-going and make every trip to the movies memorable. Catering to diverse audiences and their needs, GSC has experiences for all, from our mass and luxe brands, to F&B establishments and merchandise.

How important are partnerships in building awareness and strength of your brand?

GSC has continuously embarked on strategic yet meaningful partnerships, aimed at bringing added value to customers through exclusive promotions and benefits as part of GSC's total entertainment experience offerings, particularly at our luxe locations including Aurum Theatre and Velvet Cinemas by GSC. We embarked on strategic partnerships with financial

institutions such as Maybank (Aurum Theatre locations), Hong Leong Bank (GSC) and Alliance Bank (Velvet) and global leader in digital payment solutions, Mastercard, to provide exclusive benefits to card-holders allowing them to indulge on movies and F&B whilst enjoying exclusive savings.

How has your branding shaped your company's internal culture and employee engagement?

Branding has played a key role in defining GSC's company's mission and core values – focused on championing innovation and driving future-ready, forward-thinking in all that we do. This in turn enables our employees to adopt such a mindset whilst encouraging team spirit, enhancing communication and promoting cross-functional collaboration – aligning our company's core values amongst employees.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a key focus for GSC and we have implemented several energy efficiency measures to reduce our environmental impact and we remain committed to progressively roll out pipeline measures, aimed at reducing consumption of plastic waste in cinemas.

Over 40% of our cinemas have been upgraded to energy-efficient laser projectors, reducing energy output by approximately 70%. This upgrade also minimises xenon lamp usage, lowers our carbon footprint, and decreases both exhaust fan and overall power consumption.

Automation initiatives have been introduced to optimise energy efficiency including automated lighting in cinema halls and automation for our projection and sound systems.

STEFANO CLINI
Managing Director
Carlsberg Malaysia

How has your brand evolved over the years?

Carlsberg has been at the heart of celebrations in Malaysia since our first local brew in 1972, marking 50 years of brewing excellence in 2025.

Globally, 2025 also celebrates Carlsberg's 178th anniversary – reflecting our pursuit of betterment through quality, innovation and sustainability.

Over the years, we remain consumer-centric, adapting to evolving media and technology to engage with the right audience and stay relevant. Committed to brewing for a better today and tomorrow, we strive to make every occasion #BestWithCarlsberg, bringing people together.

How important are partnerships in building awareness and strength of your brand?

Partnerships are essential in building awareness and strengthening the Carlsberg brand. Through strategic collaborations in football, fashion, lifestyle, food and music, we engage meaningfully with the right target audience.

Our long-standing partnership with Liverpool FC connects us with football fans, while the Carlsberg Golf Classic exemplifies our passion for bringing people together.

Driving local relevance is key for the brand. By collaborating with local brands and community-driven campaigns like Top Ten Charity, we can elevate the Carlsberg brand and contribute to the communities we serve.

How has your branding shaped your company's internal culture and employee engagement?

Carlsberg's brand essence, "Semper Ardens", meaning "Always Burning", inspires passion, innovation and excellence both externally and internally. It is a message that motivates the team to constantly strive for improvement in everything they do. By embedding Carlsberg's spirit into the workplace, the company fosters a collaborative and dynamic environment where every team member feels connected to the brand's story.

Furthermore, Carlsberg's internal culture is deeply aligned with its brand philosophy and values, featuring employee engagement initiatives that celebrate key milestones and campaigns.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to the Carlsberg brand. In every activation, campaign and experience, we aim to reduce waste by ensuring setups are reusable, recyclable, or repurposed – all without compromising the quality of our brand.

This approach aligns with our global "Together Towards ZERO and Beyond" ambition, which drives us to improve efficiency in brewing and packaging while minimising our environmental footprint. For us, sustainability isn't just a commitment – it's a way to ensure the Carlsberg brand continues to create moments that are not only enjoyable today but sustainable for tomorrow.

KEISUKE NISHIDA
Managing Director
Panasonic Malaysia Sdn Bhd

How has your brand evolved over the years?

Since 1976, Panasonic Malaysia has gained the trust and confidence of Malaysians by delivering quality, reliable products. Today, we are guided by our corporate vision, "Create Today. Enrich Tomorrow.", prioritising holistic well-being for people, society and the planet – inspired by Japan through innovative product development. We consistently adapt to trends, meeting evolving consumer needs while keeping sustainability in mind. Our journey reflects a steadfast commitment to enhancing the lives and lifestyles of our customers, with a promise to remain an integral part of Malaysian households for generations to come.

How important are partnerships in building awareness and strength of your brand?

Partnerships play a vital role in strengthening Panasonic's brand presence and building trust with our audience. Today, partnerships are not limited to key industry players within the retail space, but they also extend to influencers as social media has become a primary platform for consumer engagement. These partnerships help us create meaningful connections and deliver impactful campaigns that are cost-effective, while opening doors to new markets and diverse audiences. Working together allows us to introduce fresh ideas, stay relevant and grow alongside our partners.

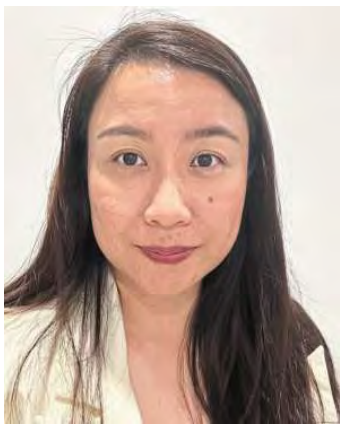
How has your branding shaped your company's internal culture and employee engagement?

Panasonic's culture is deeply inspired by our founder, Konosuke Matsushita, whose emphasis was on perseverance, innovation and a customer-first mindset. We embody this vision through initiatives like collaboration with partners to foster a circular economy within the office on managing food waste and community engagement projects, such as food distribution and recreational area cleanups. Regular activities, including glorious excitement by MD Office (fruits extravaganza, street food bonanza and ice cream party), health check-ups and annual sports carnivals, foster a strong sense of belonging and well-being. These efforts align employees with our mission to enrich lives, and also make a positive impact on society and the planet.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the core of Panasonic's brand, and we are resolute in recognising our responsibility to minimise our environmental burden. Through our Panasonic Green Impact initiative, we focus on driving carbon neutrality and embracing a circular economy. Our efforts to reduce carbon emissions across our value chain and prioritise sustainable practices reflect this commitment.

Partnerships like Energy for Green Future with business partners to promote battery recycling and with ERTH (Electronic Recycling Through Heroes) to raise awareness on e-waste recycling further emphasise our dedication to fostering eco-conscious habits in Malaysian society.



LINDA CHEE
Brand & Communication Manager
Michelin

How has your brand evolved over the years?

Michelin has continuously driven innovation for mobility, offering reliable, durable and high-performing products for a diverse range of vehicles.

Beyond excellence in their tires, Michelin has spearheaded groundbreaking initiatives like the Wisamo project, a wind-powered maritime mobility system and lunar rover tires, showcasing a commitment to exploring new frontiers.

These continuous endeavours reflect our core strategy of "Innovation For Life", underscoring a dedication to leveraging technological advancements to shape the future of mobility.

How important are partnerships in building awareness and strength of your brand?

Partnerships are integral to Michelin's success and identity as a provider of mobility solutions.

Collaborating with Original Equipment (OE) manufacturers like Porsche and Mercedes-Benz underscores our commitment to excellence and quality, as automotives such as these demand the very best for their vehicles.

Beyond tires, our key partnerships with lifestyle and gastronomy industries have helped cement the Michelin Guide as a cultural monolith.

Additionally, we actively engage with car clubs and automotive enthusiasts to gain valuable audience feedback and foster a community of loyal brand advocates.

How has your branding shaped your company's internal culture and employee engagement?

Michelin's branding is deeply intertwined with our internal culture, fostering a sense of pride and purpose among our employees.

As one of the main pillars under our 3P philosophy, Michelin's dedication to its people is one that helps ensure each one of our employees can experience the highest forms of personal development and fulfilment while they are at Michelin. This respect guides every decision we make, encouraging our employees to embrace innovation and contribute to the company's legacy of exploring new ways of mobility for the future.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Guided by our "Innovation For Life" strategy, we are steadfastly committed to addressing environmental challenges while continuously delivering innovative, high-performing products.

With our global goal of achieving 100% carbon neutrality by 2050, we strive to integrate sustainable practices at every level of our operations, from using recycled materials in tire production to reducing our overall carbon footprint through our supply chain. In addition, Michelin is actively developing technologies and products that promote sustainable mobility that align with our values of prioritising safety, performance and environmental stewardship.

SATOSHI HATASE
Chief Executive Officer
Uniqlo Malaysia

How has your brand evolved over the years?

Innovation is at the heart of our business. We are always asking ourselves how we can make everyday life better, which guides the continuing evolution of our products, as well as our community engagement initiatives.

Uniqlo Malaysia has consistently evolved by prioritising innovation, quality and customer satisfaction. We are always listening to customer feedback, and evolving to anticipate their ever-changing needs. Being honoured with a fifth consecutive Platinum award affirms our position as Malaysia's most preferred fashion brand and reflects the continued support of our customers.

How important are partnerships in building awareness and strength of your brand?

Partnerships are fundamental for us, whether through our collaborative clothing lines with world-renowned designers and top art galleries, our co-development of innovative fabrics with industry partners, our humanitarian and community engagement with NGOs such as UNHCR (The United Nations High Commissioner for Refugees), or our many other business relationships. These partnerships not only strengthen brand awareness, but also ensure that we are in many senses fulfilling our mission of truly making life better through LifeWear.

How has your branding shaped your company's internal culture and employee engagement?

Uniqlo is guided by our fundamental question: What makes life better? This philosophy shapes everything we do: from creating LifeWear that customers love, to engaging with and supporting the communities where we operate, and advancing sustainability for a more circular society. We are committed to expanding initiatives that empower individuals of all abilities, reinforcing our belief in creating opportunities for everyone. At the same time, we will continue innovating LifeWear to meet the evolving needs of our customers, ensuring it remains a symbol of quality, practicality and timeless design.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is an inherent part of Uniqlo's business model, influencing how we design and produce our clothing, as well as its life after purchase by customers.

Initiatives like the RE.Uniqlo programme and our recent campaign, The Heart of LifeWear, highlight our efforts in circular fashion and community support, respectively. From sourcing responsibly and minimising our environmental impact, to creating high-quality, timeless clothing that can be worn for a long time, we seek to make thoughtful choices that contribute to a better everyday life while respecting the planet.

CHAN SENG FATT
Group Chief Executive Officer
Star Media Group

How has your brand evolved over the years?

Star Media Group has evolved from a traditional newspaper publisher into a dynamic, multi-platform media company. Embracing digital transformation, we have expanded into radio, online and social media platforms, enabling us to reach a broader audience.

Our commitment to innovation, technology and content diversification keeps us at the forefront of a rapidly evolving media landscape. By continually adapting to emerging trends and enhancing our content offerings, we remain dedicated to delivering high-quality, engaging experiences across multiple channels, deepening our connection with audiences and reinforcing our leadership in the industry.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial for building brand awareness and strength. Collaborating with industry leaders, media organisations and like-minded companies helps extend our reach and create content that resonates with diverse audiences. Strategic alliances allow us to co-create impactful experiences while amplifying our message across multiple platforms.

By partnering with trusted organisations that share our values, we build credibility, foster deeper engagement and strengthen our brand's position in the market. These collaborations not only enhance visibility but also help us cultivate long-term relationships with our audience.

How has your branding shaped your company's internal culture and employee engagement?

Our branding is integral in shaping our internal culture, aligning employees with our core values of creativity, innovation and collaboration. It fosters a sense of purpose and pride, motivating teams to push boundaries and deliver exceptional content.

By embedding our brand in every aspect of the workplace, we create a unified environment where employees feel engaged and empowered. This alignment between our external brand and internal culture strengthens team spirit, enhances productivity and contributes to the overall success of Star Media Group, with emphasis on integrity and professionalism.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a core pillar of our brand, reflecting our commitment to responsible media practices and positive social impact. We minimise our environmental footprint and promote ethical content, using our platforms to raise awareness of social and environmental issues, inspiring positive change within the community.

This focus on sustainability shapes our long-term strategy, influencing content creation and partnerships. Winning the Gold award in the Media and Networks category at the 2024 Putra Brand Awards – our second consecutive win – reinforces our dedication to both sustainability and excellence in the industry.

SEOW LEE MING
General Manager Mobility
Shell Malaysia

How has your brand evolved over the years?

The Shell brand in Malaysia has evolved significantly over the years. We've continuously adapted to meet the needs of Malaysians. With a team deeply rooted in the local community, we understand the economic challenges and strive to offer differentiated solutions like Shell FuelSave offering 15km more per tank and 100% clean for Shell V-Power. Our evolution reflects our commitment to innovation, sustainability and supporting the local community.

How important are partnerships in building awareness and strength of your brand?

Partnerships are essential to Shell in Malaysia. Collaborations with innovation partner Ferrari and technical partner Ducati in motorsports, along with our retailers and site heroes, enhance our brand's strength. Additionally, partnerships with various companies in solar energy, electric vehicle infrastructure and digital payment solutions further our commitment to innovation and sustainability, driving brand awareness and trust.

How has your branding shaped your company's internal culture and employee engagement?

The Shell brand in Malaysia, with its rich heritage dating back to 1891, has been pivotal in shaping a culture of innovation and sustainability. This alignment with our core values has fostered a collaborative and motivated workforce, enhancing employee engagement and driving our commitment to excellence.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability at Shell means providing energy in a responsible manner, respecting people, their safety and the environment. Our initiatives, such as solar panels at stations and promoting electric vehicle charging with Shell Recharge, demonstrate our dedication to reducing carbon emissions and fostering a sustainable future.

LOI LIANG TOK
Head of KFC Malaysia, Brunei and Cambodia

How has your brand evolved over the years?

For over 51 years, KFC Malaysia has been part of the fabric of Malaysian culture. KFC is not just about the finger lickin' good, it is about the moments Malaysians celebrate together with us.

Our commitment to providing quality hand-breaded, freshly made, and cooked to perfection chicken has earned KFC Malaysia recognition worldwide, celebrated not just by Malaysians from all walks of life, but also by international key opinion leaders and the global KFC Superfan Kamlesh Mistry himself.

Our digital transformation journey leverages on our differentiated customer data platform that unifies our customer information, analyses their behaviour and ultimately allows us to create personalised experiences that truly resonate with them.

How important are partnerships in building awareness and strength of your brand?

Partnerships are integral in providing synergy to elevate our brand's awareness and strength in a competitive market. We prioritise strategic collaborations that align with our fundamental goal of delivering exceptional customer first experiences. Beyond popularity, our partnerships are designed to deepen our connection with our customers and enhance their overall experience with our brand. As a leading Quick Service Restaurant (QSR) brand, we understand the importance of being relevant and accessible.

By collaborating with other brands that share our values, we can provide seamless convenience and ensure that our offerings resonate with the needs and preferences of our customers. This synergy not only helps in creating brand awareness but also fosters loyalty and trust.

How has your branding shaped your company's internal culture and employee engagement?

With "customer first" as one of our core values, we recognise that our branding and cultural transformation are deeply intertwined. This alignment is crucial to ensuring that everyone across our organisation works collaboratively towards the same overarching goals.

The embodiment of our core values is not limited to a single level of our hierarchy; rather, they permeate throughout the entire organisation. From our management team down to cross-functional teams and extending to every team member who engages directly with customers at our various outlets, we prioritise a unified approach that reflects our brand ethos.

To facilitate this cultural shift, we have implemented comprehensive internal programmes designed to promote cultural change and enhance employee engagement.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At KFC, sustainability is more than a commitment, it is a core value that drives our operations and community engagement. Our initiatives are designed to create a positive impact on the environment, support our communities and ensure the well-being of our employees and customers. One key initiative is the KFC Harvest Project, which focuses on reducing food waste by redistributing surplus food to underserved communities.

We partner with The Lost Food Project (TLFP) and Kechara Soup Kitchen (KSK), and as of 2024, a total of 80 KFC outlets participate in this programme. Beyond reducing food waste, this programme strengthens community resilience and food security in line with the KFC Add Hope charter. Since 2019, KFC has also recycled used cooking oil into biodiesel.

Through Add Hope, initiatives like the Sehati programme provide food aid to underprivileged students. KFC has been committed to inclusive employment for people with disabilities since 1982 and promotes sustainability through eco-friendly Green Outlets, featuring LED lighting and optimised energy systems.

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PREMIUM OUTLETS®
GENTING SIMON

JEAN MARIE PIN HARRY
President & Chief Operating Officer
Premium Outlets

How has your brand evolved over the years?

Our brand has evolved to stay ahead of market trends and consumer demands. Beyond offering "savings of up to 65% daily", our Premium Outlet centres have transformed into sophisticated retail and tourism destinations. With a focus on sustainability and upmarket positioning, we provide experiences that go beyond shopping. Genting Highlands Premium Outlets and Johor Premium Outlets have become prominent retail landmarks, adapting to shifts in consumer behaviour and economic trends. Today, they stand as unique destinations, continually redefining the modern shopping experience.

How important are partnerships in building awareness and strength of your brand?

Strategic partnerships play a crucial role in enhancing both brand awareness and strength. When executed effectively, these collaborations have the potential to drive substantial growth. Our partnerships with esteemed brands such as AmBank, Coach, UOB and Visa, have allowed us to reach new audiences, elevate the customer experience and streamline the purchasing decision process. By fostering trust and aligning with trusted brands, we not only broaden our reach but also solidify our position in the market.

How has your branding shaped your company's internal culture and employee engagement?

Our branding at Premium Outlets extends far beyond market positioning; it fundamentally shapes how we operate internally. By embedding core values such as community, inclusivity and quality into our organisational culture, we create an environment where employees feel empowered and closely aligned with our mission. This strong internal alignment fosters a deep sense of engagement, inspiring our team to consistently deliver exceptional shopping experiences that authentically reflect our brand's promise.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is integral to our brand, shaping operations with environmental responsibility. In alignment with the 12th Malaysia Plan and Low Carbon Mobility Blueprint, we advocate for electric vehicle adoption to reduce emissions. Recognising the high volume of more than 4.4 million vehicles entering Malaysia from Singapore last year alone, we are excited to soon launch a world-class EV infrastructure at Johor Premium Outlets, supporting sustainable visits and contributing to the nation's net-zero emissions goals.

VISA

PREVIN PILLAY
Country Manager,
Visa Malaysia

How has your brand evolved over the years?

Visa's brand has evolved significantly over the years given how the payments landscape has also changed significantly. Our mission is to connect the world through the most innovative, convenient, reliable and secure payments network, enabling individuals, businesses and economies to thrive. We have continuously adapted to new technological advancements, introduced secure and convenient payment solutions to make it easy for consumers and businesses to pay and be paid. We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement.

How important are partnerships in building awareness and strength of your brand?

Partnerships are essential for Visa's brand and reputation as they enable us to leverage the strengths and expertise of our valued partners. By working with our trusted partners in the payments ecosystem, we enhance our ability to innovate and deliver superior payment solutions. These collaborations help us reach new markets, build customer trust, and reinforce our commitment to security and reliability. This supports us to adapt to changes in the payments landscape and maintain our position as a global leader in digital payments.

How has your branding shaped your company's internal culture and employee engagement?

Visa's brand is to connect the world through our payments network and support consumers, businesses and the economy to make seamless and secure digital payments.

Our brand identity connects our mission and purpose with how we present ourselves in the world. We want to enable everyone to have access to digital payments and drive an inclusive culture throughout our organisation to embrace diversity. This foundation sets up our culture, where our people are supported to come up with bold ideas, think like an owner and drive purpose in what we do.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is deeply embedded in Visa's brand ethos, reflecting our commitment to creating a positive impact on the environment and society.

One of Visa's solutions includes Visa Eco Benefits, which empowers cardholders to understand and reduce their carbon footprint through innovative tools like carbon footprint calculators and options for carbon offsetting.

By integrating sustainability into our products and services, Visa not only supports the global transition to a greener economy but also reinforces our brand's core values of trust, innovation and social responsibility.

UEM SUNRISE

EMILY TEH
Chief Marketing Officer
UEM Sunrise Bhd

How has your brand evolved over the years?

Recognising the need to move beyond traditional brick-and-mortar, UEM Sunrise has redefined real estate experience with a customer-centric approach, establishing itself as a leading lifestyle developer. Today, as we continue on our transformative journey, we are driven by our aspirational "Form to Future" vision, committed to creating sustainable and inclusive communities that resonate with our stakeholders. Rooted in innovation, responsibility and thoughtfulness, we strive to leave a legacy where future generations can thrive, inspire positive change and lead the way in nation-building.

How important are partnerships in building awareness and strength of your brand?

Partnerships play a crucial role in strengthening UEM Sunrise's brand, enhancing our ability to deliver seamless experiences and foster sustainable growth. Collaborating with like-minded partners, experts and key stakeholders from diverse sectors, while actively engaging with the communities surrounding our projects, reinforces our commitment to innovation, inclusivity and sustainability.

These alliances enable us to transform the real estate landscape, creating communities where equitable living and environmental stewardship thrive. Together, we drive meaningful progress that transcends borders and generations, shaping a future where sustainable living and meaningful connections advance.

How has your branding shaped your company's internal culture and employee engagement?

Our customer-centric branding has profoundly influenced UEM Sunrise's internal culture, with our chief values becoming integral to our identity and language. Our "Form to Future" aspiration further inspires our employees to see themselves as contributors to a larger purpose. It empowers them to embrace forward-thinking ideas and collaboration. We have cultivated a culture of pride and ownership, where every individual is motivated to contribute to a legacy of sustainable growth and making a positive change in the lives of our customers and communities.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to UEM Sunrise's brand, guiding us to create responsible developments and inclusive communities. Our Sustainable Development Design Guidelines (SDDG) integrate sustainability into every design decision, focusing on resource efficiency, waste reduction and social equity.

Aligned with our Sustainability Blueprint, we deliver resilient solutions through innovations in green building practices and partnerships with renewable energy providers, and a commitment to enhancing the well-being of the communities we serve.

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MALCOLM PRUYS
Country Retail Director
Ikea Malaysia

How has your brand evolved over the years?

While our stores remain integral to the overall Ikea experience, we continue to grow our omni-channel presence to meet the evolving ways people shop today. We diversified our sales channels through e-commerce, which in FY24 accounted for 16.5% of our total revenue. We strengthened our fulfilment capabilities with Click & Collect, allowing customers to pick up their online orders at our stores and also expanded accessibility by opening new Collection Points in areas without physical stores, bringing Ikea closer to even more Malaysians.

How important are partnerships in building awareness and strength of your brand?

At Ikea, we want to have a positive impact on people, society and the planet. We have big ambitions, such as achieving 100% sustainable home deliveries and ensuring that 50% of our restaurants' main meals are plant-based by 2030. However, we cannot achieve our goals on our own, nor do we have all the answers. Every Ikea product goes through a journey before reaching the homes of millions of Malaysians.

By collaborating with our suppliers, partners and like-minded organisations, we can find innovative solutions to help us achieve the changes we want to see in the world.

How has your branding shaped your company's internal culture and employee engagement?

Ikea has always been driven by our vision to create a better everyday life for people, including our co-workers. We believe that every individual has something valuable to offer and we strive to make Ikea a place where people can work hard, have fun and grow together.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of everything we do and is a driving factor of every decision from the materials we use and how we handle waste to store operations. Our focus lies in three main areas: healthy and sustainable living, climate, nature and circularity, and being fair and equal. One area we believe we can drive positive change is green mobility. A total of 8,567 deliveries were made through EV last year, and we are excited to see this number grow as we transition to more sustainable transport solutions.

*** Ikea picked up two Putra Brand Awards: Gold in the Home Improvement Products & Stores category and Bronze in the Retail category.**

AZAH SAHRIN
Brand Manager, Era
Astro Radio Sdn Bhd

How has your brand evolved over the years?

Era's journey has been filled with remarkable milestones that reflect our ability to stay ahead of trends and connect deeply with our audience. From strategic planning to creative content execution, every step has been designed to create impactful moments. Highlights include the thrilling Muay Thai match between Pak Azad and Jojo, and the entertaining fun run featuring Nabil Ahmad and Fattah Amin. These initiatives sparked engaging conversations, achieved viral success on social media, and garnered outstanding viewership, especially on TikTok.

Moreover, Era's evolution is closely tied to its dynamic music strategy. Over the years, we have embraced contemporary trends by curating playlists featuring the latest hits from both local and international artists. This focus on modern, fresh music ensures that Era stays relevant and continues to be the go-to station for today's listeners.

How important are partnerships in building awareness and strengthening your brand?

Partnerships play an instrumental role in amplifying Era's reach and enhancing our brand presence. Key collaborations in 2024 include:

– Era x Super Sunday KL Fashion Week 2024
– Era x Pesta Ngoca 2024 in Kuala Pilah
– Era x APMM for the 64th National Day celebrations in Putrajaya

These partnerships demonstrate the trust and confidence that industry leaders, brands and organisations place in Era. Through our unique ability to connect with audiences, we deliver impactful messages that resonate across diverse demographics.

Additionally, Era's collaborations with record labels, popular artists and live concerts further establish our reputation as a brand that actively supports the music industry.

How has your branding shaped your company's internal culture and employee engagement?

At Era, our vibrant branding strategy extends beyond external engagement and deeply influences our internal culture. We prioritise creating a positive and dynamic workplace. From digital content such as busking sessions and large-scale concerts to impactful charity drives, these initiatives not only entertain our audience but also foster a sense of pride and purpose among our team members.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the core of Era's success, as we consistently deliver content that mirrors the heartbeat of our community. Flagship segments such as *Carta Era*, *3 Pagi Era*, and *Petang Era* have become iconic due to their ability to address contemporary topics and connect with listeners on a personal level.

LEONG WAI YIN
Chief Marketing Officer
F&N Beverages Marketing Sdn Bhd

How has your brand evolved over the years?

100Plus has grown into Malaysia's No.1 isotonic drink, continuously evolving to meet diverse hydration needs. From classic Original to healthier options like Zero Sugar, Reduced Sugar and the non-fizz 100Plus Active. We also expanded our flavours with 100Plus Lemon Lime for a refreshing twist, and extended our footprint in sports nutrition with 100Plus Pro High Protein, delivering 10g protein and 2g BCAA for hydration and muscle recovery. 100Plus has evolved together with our consumers, fulfilling their every need. This evolution reflects our commitment to meeting diverse hydration needs across every lifestyle.

How important are partnerships in building awareness and strength of your brand?

100Plus's success and role in nurturing local sports hinge on close collaborations with various partners, such as local athletes Olympic bronze medallists Aaron Chia, Soh Wooi Yik and Lee Zii Jia.

Beyond badminton, we have consistently supported events like the SAM Awards (Sportswriters Association of Malaysia) since 2006, Powerman 2024/5 duathlon, and the Redline Fitness Games. These partnerships strengthen our brand, connecting with diverse audiences and cementing 100Plus as Malaysia's leading hydration partner.

How has your branding shaped your company's internal culture and employee engagement?

With over 141 years of heritage, F&N Holdings Bhd (F&NHB) celebrates our employees as they are key to our success. Guided by values of collaboration, value creation and stakeholder care, F&NHB fosters a culture of well-being and growth by organising sports activities, health talks and complimentary vaccinations.

The company supports professional development through AI training and encourages community involvement through CSR activities, ensuring long-term success and meaningful contributions to the communities it serves.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

F&N has a rich tradition of championing sports and fostering active lifestyles within the community.

We firmly believe that sports serve as a powerful instrument for youth development, instilling core values such as teamwork, respect, discipline and self-confidence.

Through our flagship brand 100Plus, F&N supports key sports organisations and major events like the Powerman Duathlon and Standard Chartered Kuala Lumpur Marathon.

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PROF DATUK DR MOHAMED IBRAHIM ABDUL MUTALIB
Vice-Chancellor
Universiti Teknologi PETRONAS

How has your brand evolved over the years?

Established in 1997, Universiti Teknologi PETRONAS (UTP) began as a vision to nurture Malaysia's brightest minds in engineering and technology. Built on a sprawling 400ha campus in Perak, UTP has grown into Malaysia's top private university, blending academic excellence with industry-relevant programmes. A wholly owned subsidiary of PETRONAS, the university collaborates on groundbreaking research in sustainable energy, smart living and digital technologies. With over 24,000 graduates and a student body representing more than 50 countries, UTP continues to achieve global recognition, driving innovation and sustainability for a brighter future.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital for building brand awareness and strength as they showcase our commitment to excellence and industry relevance. At UTP, collaborations with top industries like SLB, Baker Hughes and Weatherford provide students with real-world exposure. For example, selected UTP students have interned at Mercedes AMG PETRONAS Formula 1 team at Brackley, England, gaining invaluable experience in cutting-edge automotive technology. Our research partnerships with global industry leaders, including PETRONAS, focus on sustainable energy and digital innovation, solidifying UTP's reputation as a leading institution that bridges academic excellence with industry needs.

How has your branding shaped your company's internal culture and employee engagement?

UTP's branding, rooted in PETRONAS' commitment to nation-building and human capital investment, has profoundly shaped our internal culture and employee engagement. Although UTP operates in the education sector and PETRONAS in energy, we share the same values – loyalty, integrity, cohesiveness and professionalism. UTP also adopts PETRONAS' Cultural Beliefs, driving a high-performing culture focused on excellence and collaboration.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to UTP's brand, reflecting PETRONAS' ambition to achieve Net Zero Carbon Emissions by 2050. As an educational institution, UTP nurtures future generations as sustainability advocates and resilient leaders, aligning with PETRONAS' agenda. Our research and innovation actively support sustainable energy initiatives. Walking the talk, UTP, in collaboration with Gentari, installed Malaysia's largest single solar rooftop – a 7.4MWp Solar PV Rooftop Panel.

NAOYA OKADA
Managing Director
Aeon Co (M) Bhd

How has your brand evolved over the years?

Aeon Co (M) Bhd has grown from a single store in Malaysia to a nationwide retail leader, showcasing our dedication to quality, customer-centricity and innovation in every aspect of our business.

Over the years, we have embraced digital transformation, diversified our offerings, prioritised sustainability and elevated our service excellence to meet the evolving needs of consumers.

We are grateful that Aeon has become the preferred choice for shopping. Today, we manage and operate a diverse retail chain, including department stores, supermarkets and pharmacies.

Our operations span 28 malls, 35 s tores, six Aeon MaxValu, 64 Aeon Wellness stores and 47 Daiso outlets nationwide.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital to Aeon's growth and success. Collaborations with trusted suppliers, government bodies and community stakeholders allow us to deliver exceptional products, innovative services and meaningful initiatives.

These alliances amplify our reach and enhance customer loyalty, ensuring that we continue to inspire confidence in our brand. By nurturing mutually beneficial relationships, we reinforce our commitment to quality, sustainability and shared success.

How has your branding shaped your company's internal culture and employee engagement?

Aeon's core values, empathy, integrity, compassion and kindness serve as the foundation of our organisational culture. It fosters a deep sense of pride, belonging and purpose among our employees.

Through continuous training, recognition programmes, and open communication, we nurture a highly engaged workforce committed to delivering excellence. This alignment of branding and culture creates a unified team passionate about enriching lives and achieving our vision.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of Aeon's operations, shaping our initiatives and long-term strategies.

Guided by the Aeon Sustainability Charter (ASC), we champion eco-friendly practices, such as energy-efficient stores, plastic reduction, and community-driven green projects like tree planting.

Aeon not only reduces the environmental impact but also inspires stakeholders to join us in creating a sustainable future. This commitment underscores our role as a responsible corporate citizen.

DATUK TONY LING THOU LUNG
Chief Executive Officer
IJM Land Bhd

How has your brand evolved over the years?

The evolution of the IJM Land brand has been driven by a steadfast focus on value creation through enhanced brand recognition, innovation and product differentiation.

Much effort has gone into strengthening our brand equity, elevating IJM Land's presence in the market, and presenting a stronger, more unified brand expression – one that is immediately distinguishable as Distinctively IJM. This evolution reflects our commitment to excellence and our dedication to making a positive impact on the communities we serve. It is also benchmarked against a service standard, ensuring that our home buyers receive not just a home, but a lifestyle they aspire to.

How important are partnerships in building awareness and strength of your brand?

We recognise the importance for collaboration across the value chain in the marketplace to thrive and contribute significantly to urban development and economic growth, thereby enabling us to maximise impact and create more value for our stakeholders. With IJM Land's continued commitment to best facilitate homeownership for our customers, we are leveraging our cross-industry strengths, partnerships and shared expertise to further affirm our commitment to jointly advance a more equitable and sustainable future for the property industry.

How has your branding shaped your company's internal culture and employee engagement?

Our branding, encapsulated in our brand philosophy, Distinctively IJM – what we proudly call our Blue Badge of Distinction – has been instrumental in shaping our internal culture and enhancing employee engagement. This philosophy represents our unwavering commitment to excellence, collaboration, and transparency, forming the foundation of how we empower our team and deliver on our brand promise – not just in what we do, but in how we do it.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At IJM Land, sustainability is not merely a trend or a destination but a continuous journey – a pathway towards a sustainable future guided by our core pillars: Marketplace, Environment, Workplace and Community. For us, success goes beyond maximising investments or achieving business accolades; it is just as important that we deliver on our brand promise for customers, partners and communities in bringing meaningful and positive impact.

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DATUK MOHD IZANI GHANI
Managing Director
Malaysia Airports Holdings Bhd

How has your brand evolved over the years?

Our brand has evolved into a symbol of connection and innovation, reflecting Malaysia's growth as a global aviation hub. We have introduced new initiatives such as The Butterfly Effect, the MyAirports App, and Biometric and Self-Service Bag Drop (SSBD), reflecting our dedication to inclusivity and innovation.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital in strengthening our brand, allowing us to amplify our reach and build credibility. Airports operate within a complex ecosystem of regulatory, security, operational and service functions, serving as gateways that connect passengers to their intended destinations. Delivering a seamless travel experience requires collaboration and commitment from all stakeholders. Partnerships with airlines, government bodies and global brands foster connectivity, drive innovation and support cultural and tourism initiatives – especially important as we prepare to welcome the world for Visit Malaysia Year 2026 (VMY 2026).

How has your branding shaped your company's internal culture and employee engagement?

Our branding plays a crucial role in shaping our internal culture and driving employee engagement. By clearly defining our mission, vision and values, it creates a unified sense of purpose that inspires employees across all levels.

Our emphasis on service excellence and connectivity encourages employees to embody these values in their daily roles, ensuring they represent our brand with passion and dedication.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is integral to Malaysia Airports' brand identity. We strive to reduce our environmental impact through solar energy generation, energy efficiency initiatives, green building designs, rain water harvesting and treatment as well as supporting the electrification of airport vehicles.

On the social front, we aim to support underserved communities by enhancing youth educational opportunities and promoting inclusion for individuals with disabilities through initiatives like MYAirportCARES Ceria Back To School and the Bursary programme. We also aim to preserve and promote Malaysia's cultural heritage, contributing to both social and environmental progress.

POH ENG LIP
General Manager
Vitagen

How has your brand evolved over the years?

Since 1977, Vitagen has grown as a market leader in Malaysia's probiotic drink category. As one of the first cultured milk drinks, Vitagen has built credibility as the gut health expert by advancing the efficacy of its Lactobacillus acidophilus and Lactobacillus casei probiotic strains, clinically proven to support digestion, boost immunity and improve mood.

We remain committed to delivering the familiar taste and probiotic goodness that our consumers love, ensuring Vitagen continues to delight and benefit Malaysians of all ages for generations to come.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital in enhancing Vitagen's position as a trusted probiotic brand and leader in gut health.

Collaborating with reputable organisations, healthcare professionals and academic institutions allows us to advance research in gut health while promoting public health education. We will continue fostering these meaningful collaborations to share the importance of good gut health and inspire Malaysians to embrace the benefits of probiotics like Vitagen in their daily lives.

How has your branding shaped your company's internal culture and employee engagement?

At Vitagen, we believe that health begins in the gut, and this philosophy extends to our employees. As a brand centred on gut health, Vitagen fosters an internal culture that prioritises health and wellness.

Employees are encouraged to embrace healthy lifestyles through wellness programmes, probiotic education, and access to complimentary Vitagen in the office. By aligning our workforce with the brand's mission of promoting well-being, we create a shared purpose that inspires engagement and strengthens our commitment to making health a priority for all.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is deeply ingrained in Vitagen's values and operations. We are committed to being socially and environmentally responsible at every level of our business. This includes adopting sustainable practices in our manufacturing processes and ensuring our operations minimise environmental impact.

We also collaborate with partners who share our dedication to sustainability, prioritising the use of eco-friendly raw materials and packaging.

PROF DATUK DR MAZLIHAM MOHD SU'UD
President and Chief Executive Officer
Multimedia University

How has your brand evolved over the years?

Multimedia University (MMU) has grown from a pioneering private higher learning institution in Malaysia into a dynamic, research-led, industry-driven university that prepares students for the challenges of a digital and interconnected world. The university has embraced technological advancements, integrating fields like artificial intelligence and creative multimedia into its core curriculum. This evolution is reflected in its consistent focus on innovation, student development and academic excellence.

Milestones like the Gold award at the 2024 Putra Brand Awards in the Education and Learning category affirm MMU's reputation as a leader in higher education, committed to exceeding stakeholder expectations.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital to MMU's success, enhancing both its visibility and reputation as a leading institution. Collaborations with industry giants such as ZTE, Huawei, Astro, CIMB-CGS and Telekom Malaysia (TM) enable the establishment of industry-on-campus labs, cutting-edge research projects and internship programmes. These initiatives bridge the gap between academia and industry, giving students invaluable hands-on experience.

How has your branding shaped your company's internal culture and employee engagement?

MMU's branding as an innovation-centric and research-driven university has cultivated a progressive internal culture that emphasises collaboration, continuous improvement and excellence. Faculty and staff are inspired to align their efforts with the university's vision of transforming society through innovation. Initiatives like research-led teaching, stakeholder feedback loops, and quality assurance systems foster a sense of purpose and engagement among employees, driving them to contribute actively to the university's mission and goals.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is integral to MMU's brand, reflected in initiatives like the Environmental, Social, and Governance (ESG) module for students, which encourages community service and sustainable practices. MMU's campus transformation, including energy-efficient digital teaching spaces and inclusive environments, further demonstrates its commitment to sustainability.

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AZUREEN AZITA ABDULLAH
Chief Operating Officer
PETRONAS Dagangan Bhd

How has your brand evolved over the years?

Since our establishment in 1982, PETRONAS Dagangan Berhad has evolved from solely a fuel provider to a trusted partner in our customers' lives, expanding our focus on convenience through offerings like Kedai Mesra, Café Mesra, Setel and PETRONAS AutoExpert.

At the heart of our evolution is a commitment to delivering value and elevating customer experiences. By embracing data and digitalisation, we personalise interactions – whether at our stations or through seamless digital services – all designed to make everyday life simpler and better.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital to strengthening our brand and expanding its reach. It is crucial to have an ecosystem where the right solutions partners contribute to operational and commercial excellence.

Through collaborations with key players, government bodies and technology partners, we unlock opportunities for innovation and continuous improvement.

These partnerships also support our long-term commitment to responsible growth, including PETRONAS Net Zero Carbon Emissions (NZCE) 2050 target.

Joint initiatives such as promoting low-carbon mobility and cleaner energy solutions, help us meet evolving customer needs while supporting the broader energy transition journey.

How has your branding shaped your company's internal culture and employee engagement?

Anchored by our brand promise to make customers' everyday lives simpler and better, we have cultivated a customer-centric and sustainability-focused internal culture.

Employees are empowered to embrace collaboration, accountability and progress, which foster a shared sense of purpose. Through initiatives like the Setel app and sustainability efforts, we deliver value to customers while inspiring employees to take ownership of their roles.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is deeply embedded in PETRONAS Dagangan's operations and reflects our commitment to creating lasting value responsibly.

Our initiatives focus on areas that align with our business, such as improving energy efficiency, promoting responsible waste management and supporting community programmes like the used cooking oil collection campaign, which drives circular economy efforts.

LOH KEH JIAT
Chief Consumer Business Officer
Maxis

How has your brand evolved over the years?

Maxis is a Malaysian brand that has grown alongside the nation and Malaysian customers for 30 years. Today, we are Malaysia's leading integrated telco, offering a comprehensive range of connectivity and digital solutions. While technology and innovation drive us, over time we have grown to prioritise meeting people's needs above all.

We go beyond providing products and services, to deeply understanding and fulfilling customer needs through tailored offerings relevant to them. This is aligned with our purpose of connecting people and businesses to a world of possibilities.

How important are partnerships in building awareness and strength of your brand?

Partnerships are essential to building our brand. We recognise that Maxis is part of a larger ecosystem in customers' connected lifestyles.

By collaborating with the right partners, we can leverage our respective strengths to create differentiated offerings and experiences that are relevant to our customers. This will not only reinforce our brand's positioning but also enable us to create real value to our customers.

How has your branding shaped your company's internal culture and employee engagement?

Our strong customer focus is also embedded into our internal culture. One of Maxis' employee core values is "Focus on real customer needs", and this value is instilled across all levels of the organisation. It's not just about providing a product or service, but about understanding customer pain points and identifying what they really need. This will enable our people to deliver customer experiences that are aligned with our brand.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At Maxis, sustainability resonates closely with our brand in supporting our role as the nation's leading integrated telco. We are committed to making a positive impact by reducing energy emissions, promoting e-waste circularity and making education more accessible for underserved communities. Sustainable practices are incorporated across our organisation, which helps us to drive business growth and create meaningful value for our customers and communities.

TIFFANY TANG
Marketing Director
Reckitt Malaysia & Singapore
RB (Health) Malaysia Sdn Bhd

How has your brand evolved over the years?

Strepsils has evolved into a trusted leader in sore throat relief by continuously expanding its product offering to cater to varying consumer needs. Its focus has remained on providing effective, reliable solutions while integrating sustainable practices into operations. Over time, Strepsils has built stronger connections with healthcare professionals and influencers, reinforcing its commitment to health and solidifying its position as a go-to remedy in respiratory care.

How important are partnerships in building awareness and strength of your brand?

For Strepsils, partnerships with healthcare professionals, influencers and retailers are essential in building brand strength and awareness. Healthcare professionals trust our products to provide fast and effective relief, which influences consumer choice. Collaborations with retailers extend our reach, ensuring our commitment to health and well-being is felt across communities.

How has your branding shaped your company's internal culture and employee engagement?

Strepsils' branding in Malaysia, built on trust and care for health, inspires a culture of purpose and responsibility among employees. This focus encourages teams to embody the brand's commitment to improving lives, driving engagement through meaningful work. By consistently promoting well-being and sustainability, Strepsils fosters a collaborative and motivated environment, ensuring employees feel connected to the brand's mission of delivering trusted healthcare solutions.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is integral to Strepsils' mission of enabling uninterrupted living, aligning with the UN's Sustainable Development Goal No. 3 – Good Health and Well-being. By symptomatic solutions, we help combat antimicrobial resistance caused by overuse of antibiotics. Through responsible sourcing and sustainable practices, we promote long-term healthcare sustainability while fostering trust and loyalty among consumers and stakeholders.

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TING YANG CHUNG
Managing Director
Sharp Electronics Malaysia

How has your brand evolved over the years?

For over 40 years, Sharp has been a trusted name in Malaysian households, evolving to meet consumer needs. From home appliances to innovative technology, we're committed to reliability, innovation and customer satisfaction. Our shift from being product-centric to providing living solutions, as well as business, education and healthcare solutions, ensures we meet diverse needs. Additionally, our ongoing efforts in enhancing service quality and product assurance further build customer trust. The "Sharp 40, Live Mighty" campaign underscores our goal to solidify our position as Malaysia's No.1 Japanese electronics brand.

How important are partnerships in building awareness and strength of your brand?

Strategic partnerships are crucial to expanding our reach and building trust. Collaborations with ambassadors, retailers and technology partners ensure relevance across diverse customer segments. Our partnership with Pearly Tan and Thinaah Muralitharan connects us with Malaysia's younger generation, while our strong dealer network ensures nationwide accessibility.

How has your branding shaped your company's internal culture and employee engagement?

Sharp's branding is deeply embedded in our corporate culture. We strive for excellence, customer-first service and innovation. By transforming eight branches into service centres and investing in AI-driven CRM systems, we enhance customer experience and align internal operations with our brand promise.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a cornerstone of our strategy. We integrate eco-friendly innovations like J-Tech Inverter technology in energy-efficient products, reducing our carbon footprint and energy consumption. Our extended warranty and seven-day service assurance emphasise product longevity, reduce electronic waste and deliver greater value.

Sharp will continue to champion sustainability as we move toward a smarter, greener future.

*** Sharp picked up two gold awards at the Putra Brand Awards: one in the Cameras, IT and Office & Business Equipment category, and another in the Personal, Household & Outdoor Appliances category.**

TOMOTAKA OKA
Managing Director
Southern Lion Sdn Bhd

How has your brand evolved over the years?

Top detergent in Malaysia has continuously evolved by introducing innovative formulas that cater to the ever-changing needs of consumers. In response to the pandemic, Top launched Advanced Micro-Clean Tech, effectively eliminating harmful viruses and bacteria. Our eco-friendly refill packs reflect our commitment to reducing carbon footprint and promoting sustainable living.

How important are partnerships in building awareness and strength of your brand?

Partnerships have been instrumental in enhancing awareness, credibility and consumer engagement for Top detergent. Through collaborations with various partners, we have built trust and broadened our reach, making the brand more accessible to a wider audience. Our ongoing efforts with advertisers and influencers have helped amplify our message and engage consumers in dynamic, meaningful ways. Collaborations with distributors and retailers have further expanded our market presence. This approach has been key to our success, and we'll continue to strengthen these partnerships while remaining committed to quality and sustainability.

How has your branding shaped your company's internal culture and employee engagement?

Top's branding emphasises quality, customer satisfaction and sustainability, which significantly shapes its internal culture. Employees take pride in their work, driven by a shared commitment to delivering effective, environmentally friendly solutions. The focus on innovation and sustainability fosters a collaborative environment, encouraging employees to proactively find creative solutions and voice their ideas. This empowerment has led to tangible outcomes, such as the development of eco-friendly packaging and more efficient production processes. The sense of responsibility and open communication has strengthened employee engagement, driving continuous improvement.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of Top's brand, reflecting the increasing consumer demand and awareness for eco-friendly products. Top has introduced eco-friendly refill packaging that reduces plastic use by 80% as compared to standard bottles. Additionally, Top detergent is formulated with high-performance, plant-based surfactants – Methyl Ester Sulfonates (MES), further supporting its eco-conscious approach.

KELLY LIM SOOK KUAN
Senior Brand Activation Manager
Adidas

How has your brand evolved over the years?

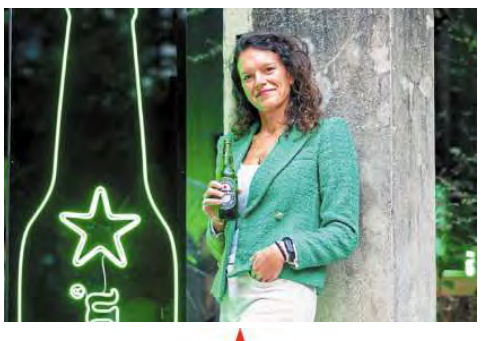
Adidas believes that "through sports, we have the power to change lives". While our marketing tactics may evolve over the years, our brand purpose remains the same. With sports playing an increasingly important role in people's lives, both on and off the field of play, Adidas is committed to understanding our consumers' needs to deliver product innovation, experiences and services that empower them to surpass their performance.

How important are partnerships in building awareness and strength of your brand?

Adidas is a creator sports brand, thus partnerships are significant for us as we work with creators and brands that are actively redefining industries and disrupting business models. In Malaysia, partnerships with creators who are cultural guardians have resulted in unique, creative products and merchandise that deeply resonate with consumers. Additionally, community engagement through sports initiatives and events increases interactions and strengthens the brand's vibrant presence in the region. These collaborations not only build awareness but also ensure Adidas remains a culturally significant and innovative force in Malaysia.

How has your branding shaped your company's internal culture and employee engagement?

At Adidas Malaysia, our brand fosters a culture where diverse talents thrive together, united by our values – courage, ownership, innovation, teamplay, integrity and respect. These values guide our teams across Malaysia, inspiring behaviours and mindsets that reflect the heart of Adidas. Rooted in the vibrant multicultural fabric of Malaysia, we celebrate diversity and collaboration as we work to deliver excellence. By living these values, our people bring the Adidas purpose to life – empowering Malaysians to achieve their best while driving innovation and teamwork that resonates with the local community.



WILLEMIJN SNEEP
Marketing Director
Heineken Malaysia Bhd

How has your brand evolved over the years?

As marketing director, I've witnessed Heineken Malaysia evolve significantly through innovation and a consumer-first approach. Heineken has become a champion of refreshing social connections, while Tiger has expanded its portfolio with offerings like Tiger Crystal and Tiger Soju Flavoured Lager. Our immersive campaigns, such as Tiger's partnership with Manchester United and Guinness's collaboration with the Premier League, reflect this evolution.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital for building brand awareness, driving differentiation and enhancing relevance with our audience. The Heineken 0.0 partnership with Max Verstappen reinforces our commitment to promoting responsible consumption through the "When You Drive, Never Drink" message.

Meanwhile, Guinness' partnership with the Premier League continues to resonate with Malaysian beer drinkers, while Tiger Beer's 2024 partnership with Manchester United sets the stage for exciting developments in 2025. These collaborations allow us to connect with our audience on a deeper level, delivering impactful messages and creating memorable experiences that enhance our relationship with consumers and drive brand growth locally.

How has your branding shaped your company's internal culture and employee engagement?

At Heineken Malaysia, our purpose – brewing the joy of true togetherness to inspire a better world – anchors our internal culture and employee engagement. This shared purpose aligns with our portfolio strategy, offering diverse segments such as lager, stout, wheat beer and cider to connect with a wide range of consumers. By focusing on premiumisation, innovation and a digital route-to-consumer approach, we create a dynamic workplace that empowers employees to adapt and thrive.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to Heineken Malaysia's identity, driven by our Brew a Better World strategy, focusing on environmental and social sustainability and responsible consumption. Key initiatives include achieving net zero carbon, conserving water, fostering inclusivity and replacing plastic shrink film with paper-based packaging.

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HIROKI YANASE
Managing Director
Yakult (M) Sdn Bhd

How has your brand evolved over the years?

This year, we proudly celebrate Yakult's 90th anniversary. First introduced in 1935 as a functional product by our founder, Dr Shirota, Yakult was created to share the benefits of probiotics and embody our belief that prevention is better than cure – a principle that has guided us from the very beginning.

Over the decades, with new research insights, our brand has evolved. What began as a product to support digestive health is now recognised as an essential functional product for overall well-being, reflecting the vital role the gut plays in supporting immunity.

How important are partnerships in building awareness and strength of your brand?

Strategic partnerships have always been important to our brand, we have been able to build awareness and strengthen our brand messages through various collaborations with key health and professional bodies, such as the National Sports Institute (ISN). This year is our 8th year as the ISN official probiotic drink. Through this partnership, national athletes and para-athletes are able to enjoy the benefits of Yakult to support optimal performance during training and tournaments.

How has your branding shaped your company's internal culture and employee engagement?

As a science and research based brand, we have developed an internal culture of continuous learning and improvement. One of our regular internal activities are training sessions to learn more deeply about our products and their benefits. We also prioritise communication and harmony among people.

We believe our positive company culture is one of the reasons for staff loyalty; we recently celebrated several key employees for their long service of 20 years.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

In order for people to be healthy, everything around them must also be healthy. So we want to make sustainability a part of our company culture.

We are raising awareness among our employees about the importance of sustainability, as well as setting up reasonable sustainability goals for our company in line with the country's goals.

We have already started a few sustainability initiatives internally and look forward to sharing these initiatives and goals with the public, working together with all stakeholders to create a healthy, sustainable future for all.

ERIC CHENG
Co-founder and Chief Executive Officer
Carsome Group

How has your brand evolved over the years?

Over the years, our brand has transformed from a car comparison site to South-East Asia's largest integrated car e-commerce platform. Rooted in our mission to provide trust, transparency and choice, we have sold over 500,000 cars since our inception. Operating across five countries today, we continue to leverage technology and innovation to enhance the customer experience at every touchpoint. By embracing customer-centric solutions, we have built a brand that evolves with market needs while staying true to our mission of simplifying car ownership across South-East Asia.

How important are partnerships in building awareness and strength of your brand?

Partnerships are critical to building our brand's strength and visibility, enabling us to extend our reach, amplify awareness and deliver greater value to customers. Collaborations with like-minded organisations drive innovation and the co-creation of solutions that enhance trust, and transparency. By working closely with community-centric initiatives, industry leaders and government agencies, we strengthen our ability to offer a seamless, elevated and integrated car ownership journey. These partnerships directly support our mission to revolutionise the automotive industry and deliver value to all our stakeholders.

How has your branding shaped your company's internal culture and employee engagement?

Our branding, rooted in trust, transparency and innovation, is deeply intertwined with our seven core values: Customer First, Your Problem is My Problem, Yesterday's Best is Today's Baseline, Think Big Start Small, Do More With Less, Stay Grounded, and Be an Owner. These values foster an inclusive, collaborative and proactive culture, encouraging employees to embrace empathy, take ownership and strive for excellence. By aligning our internal culture with our brand's mission, we inspire engagement, pride and a shared commitment to revolutionising car ownership across the region.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

The core focus of our sustainability efforts lies in uplifting society through education and upskilling opportunities, providing greater access to mobility and promoting environmental stewardship. Through Carsome Academy, we empower individuals with industry-relevant skills to thrive in the automotive sector.

TIFFANY TANG
Marketing Director
Reckitt Malaysia & Singapore
RB (Health) Malaysia Sdn Bhd

How has your brand evolved over the years?

Dettol has continuously evolved to meet changing consumer needs by innovating our product offerings and expanding our portfolio. From trusted hygiene solutions for homes to advanced germ protection for personal care, we've adapted to evolving lifestyles while staying true to our purpose – protecting health and promoting hygiene. By leveraging digital platforms and community initiatives, we've also enhanced accessibility and awareness, ensuring that Dettol remains a trusted household name for generations.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital to Dettol Malaysia's success. Collaborating with healthcare professionals, schools, and community organisations helps us amplify our message of hygiene and germ protection. Through strategic alliances, we reach broader audiences and create impactful educational campaigns that instil better hygiene practices. These collaborations build trust, reinforce our leadership in health and hygiene, and strengthen our long-term commitment to safeguarding communities.

How has your branding shaped your company's internal culture and employee engagement?

Dettol's branding as a champion of health and hygiene drives a strong sense of purpose within our team. Employees are inspired by the brand's mission to protect lives, fostering a culture of responsibility and innovation.

Our internal campaigns, training programmes and recognition initiatives align with this purpose, ensuring high engagement and motivation. This shared vision enables our employees to actively contribute to our goal of creating a healthier, cleaner world.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is integral to Dettol Malaysia's mission of protecting lives. We are committed to reducing environmental impact through eco-friendly packaging, sustainable sourcing and water-efficient formulations.

By promoting better hygiene and sustainability together, we empower consumers to make responsible choices. Our initiatives reflect our dedication to creating long-term value for the planet, communities and future generations.

*** Dettol picked up two Putra Brand Awards: Gold in the Health category and Silver in the Personal Care category.**

STEVE JOOSEOB KO
Executive Advisor, Senior General Manager
Wowshop Sdn Bhd

How has your brand evolved over the years?

Wowshop initially focused on TV homeshopping, offering household products that delivered convenience and value to the mass Malay and Chinese markets. Post-pandemic, we've evolved our strategy to meet changing consumer needs. By introducing exclusive house brands like Le Nona and M3, and focusing on beauty, health foods and supplements, we offer personalised solutions. Collaborating with local celebrities and ustaz have strengthened our brand presence and engagement. These efforts position Wowshop for sustained growth and long-term success in a dynamic and competitive market.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital in strengthening the Wowshop brand and broadening its reach. By collaborating with local celebrities, influencers and established market brands, we connect with diverse audiences and build meaningful relationships. These partnerships boost our credibility, enhance visibility and help us stay relevant in a fast-changing market.

Aligning with trusted figures and brands amplifies our message, fosters a sense of community and is instrumental in driving long-term brand loyalty and sustainable growth.

How has your branding shaped your company's internal culture and employee engagement?

Wowshop's brand emphasises innovation, customer focus and collaboration, which deeply influence our internal culture. These values create an environment where employees are encouraged to think creatively, embrace new trends and work together to deliver exceptional value. Our commitment to authenticity and quality instils pride in our team, motivating them to actively contribute to Wowshop's sustainable success.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a core value at Wowshop. We prioritise high-quality, responsibly sourced products, adhering to local standards like Sirim and HACCP, and collaborate with partners to implement sustainable practices in sourcing, packaging and delivery.

Our commitment to environmental and social responsibility strengthens customer trust and loyalty. By aligning our brand with sustainability, we contribute to a greener future and stay relevant in an eco-conscious market. This focus not only supports our growth but also reflects our role as a responsible member of society.

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SUNWAY PROPERTY
Master Community Developer

CHUNG SOO KIONG
Managing Director
Sunway Property

How has your brand evolved over the years?

Sunway Property has evolved from a humble home-grown developer into a trusted, award-winning Master Community Developer backed by 50 years of experience. For us, it's never just been about building homes – it's about creating places where people can truly thrive. Our journey is marked by milestones like the upcoming Sunway Square in Sunway City Kuala Lumpur (SCKL), a testament to years of innovation, partnerships and sustainable design. Looking ahead, we're bringing the best of SCKL to Sunway City Iskandar Puteri, shaping the next generation of Sunway's smart, sustainable cities, while expanding our international footprint.

How important are partnerships in building awareness and strength of your brand?

Partnerships are at the heart of what we do. Collaborating with government bodies, businesses and communities has allowed us to amplify our reach and create lasting impact.

As Sunway Group embarks on its next 50 years, Sunway Property remains focused on driving innovation and sustainable growth. Being part of the Sunway

ecosystem – from retail and leisure to education and healthcare – gives us a unique advantage.

We're always seeking like-minded partners to help us build thriving, future-ready communities and reinforce our role as a trusted Master Community Developer.

How has your branding shaped your company's internal culture and employee engagement?

Our branding as a Master Community Developer is much more than a tagline – it drives how we work and who we are. The "With You For Generations" brand promise inspires us to go beyond building homes, focusing on improving lives and shaping sustainable communities. Our three core MCD values – Get Involved, Challenge the Status Quo and Help Each Other Shine – foster pride, spark collaboration and encourage innovation. We empower our people to see their work as part of something bigger: creating communities that endure for generations to come.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability has always been deeply personal to us, reflecting the vision of our founder and chairman, Tan Sri Sir Dr Jeffrey Cheah. From the start, he believed in building responsibly for future generations. That belief is now embedded in everything we do at Sunway Property. Sustainability is the first pillar of our Sunway Design and Development Architecture framework and sits at the forefront of every project. As a Master Community Developer, we're committed to creating low-carbon, green-certified developments that leave a positive impact for generations to come.

TOYO TIRES

TAN SONG CHYE
President / Managing Director
Toyo Tyre Sales and Marketing Malaysia Sdn Bhd
(Toyo Tires)

How has your brand evolved over the years?

Toyo Tires has consistently evolved by embracing innovation and delivering products with high performance, durability and reliability. Over the years, we have expanded our brand globally, catering to diverse markets with tailored solutions. By focusing on customer-centric product development and leveraging cutting-edge technology, we have built a strong reputation for excellence. We also started shifting our marketing efforts to digital in recent years by engaging with online media and influencers to promote new products. We also run social media campaigns on our platforms to ensure continuous engagement with our customers.

How important are partnerships in building awareness and strength of your brand?

Partnerships are at the core of Toyo Tires to enhance brand visibility and strength. Our close collaboration with automotive manufacturers, motorsport brands and teams has allowed us to showcase our products' capabilities in real-life, high-performance scenarios, amplifying brand awareness and building consumer trust.

We also maintain a close-knit relationship with our end users through Toyo Tires Fan Club offering updates, exclusive promotions, invites and rewards. These collaborations reflect our commitment to delivering exceptional quality while fostering strong connections and brand presence with both our business partners and end users.

How has your branding shaped your company's internal culture and employee engagement?

Toyo Tires' brand statement, "Open Roads Await", reflects our values of excitement, innovation and dedication to excellence. These values shape a workplace culture that promotes flexibility, growth, appreciation and respect. We celebrate employee contributions and create opportunities for feedback and whistleblowing, building trust, fairness and open communication. We are also passionate about nurturing talents, offering regular reviews, promotions and cross-functional assignments to help our employees grow. This fosters strong engagement and ensures our team works cohesively, driving the company's success forward.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a core focus in our product innovation and operations. Globally, we are committed to using 40% sustainable materials by 2030 and achieving 100% by 2050. Last year, our headquarters introduced a concept tyre made from 90% sustainable materials.

Locally, we've installed a mega-solar system on the 96,000sqm rooftop of our Perak factory, potentially reducing CO2 emissions by approximately 12,000 tonnes annually. We also promote green practices among employees, including reducing paper usage, conserving energy and supporting eco-friendly initiatives. This reflects our commitment to environmental stewardship and sustainable growth.

CUCKOO

HOE KIAN CHOON
Executive Director and Chief Executive Officer
Cuckoo International (M) Bhd (Cuckoo)

How has your brand evolved over the years?

Cuckoo has evolved from a home appliance brand into a Healthy Home Creator, redefining how we enrich lives. Beyond delivering innovative solutions, we create memorable experiences, such as the CuckooTOPIA Music Fest last November. Malaysians joined us to #Samasama celebrate our 10th anniversary with beloved celebrities, including the King of K-drama and our new brand ambassador, Kim Soo-hyun. By fostering these meaningful connections, Cuckoo has become an integral part of our customers' lives, fostering healthier lifestyles and inspiring them to take every step towards becoming their own Healthy Home Creators.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital in building Cuckoo's brand awareness and strength. Collaborations with well-established companies like Ogawa, Fujiaire and LSK Napure allow us to co-create innovative products such as massage chairs, air conditioners and mattresses. These partnerships leverage the expertise of industry leaders while fostering mutual growth and knowledge exchange. Together, we deliver superior solutions that resonate with customers, reinforcing Cuckoo's position as a Healthy Home Creator, creating holistic solutions that foster healthy living and enhancing our ability to meet diverse lifestyle needs.

How has your branding shaped your company's internal culture and employee engagement?

Our branding inspires everyone to embrace the #Samasama spirit, a shared mission to become Healthy Home Creators together. Internally, this spirit fosters teamwork, mutual support and collective growth, uniting the team as one Cuckoo family. It has cultivated an environment where employees go "Beyond Standards" to collaborate, uplift one another and achieve shared success. I'm proud to say that this strong sense of camaraderie has created a workforce that truly feels like family – growing, working and celebrating together.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of Cuckoo's mission as a Healthy Home Creator. We focus on creating durable products that minimise waste and contribute to a healthier planet. Beyond this, we actively restore and repurpose older products, donating them to communities in need, such as old folks' homes, orphanages and NGOs. By championing eco-conscious practices and giving back to society, we ensure that sustainability resonates deeply within our brand, creating meaningful impact for both our customers and the environment.

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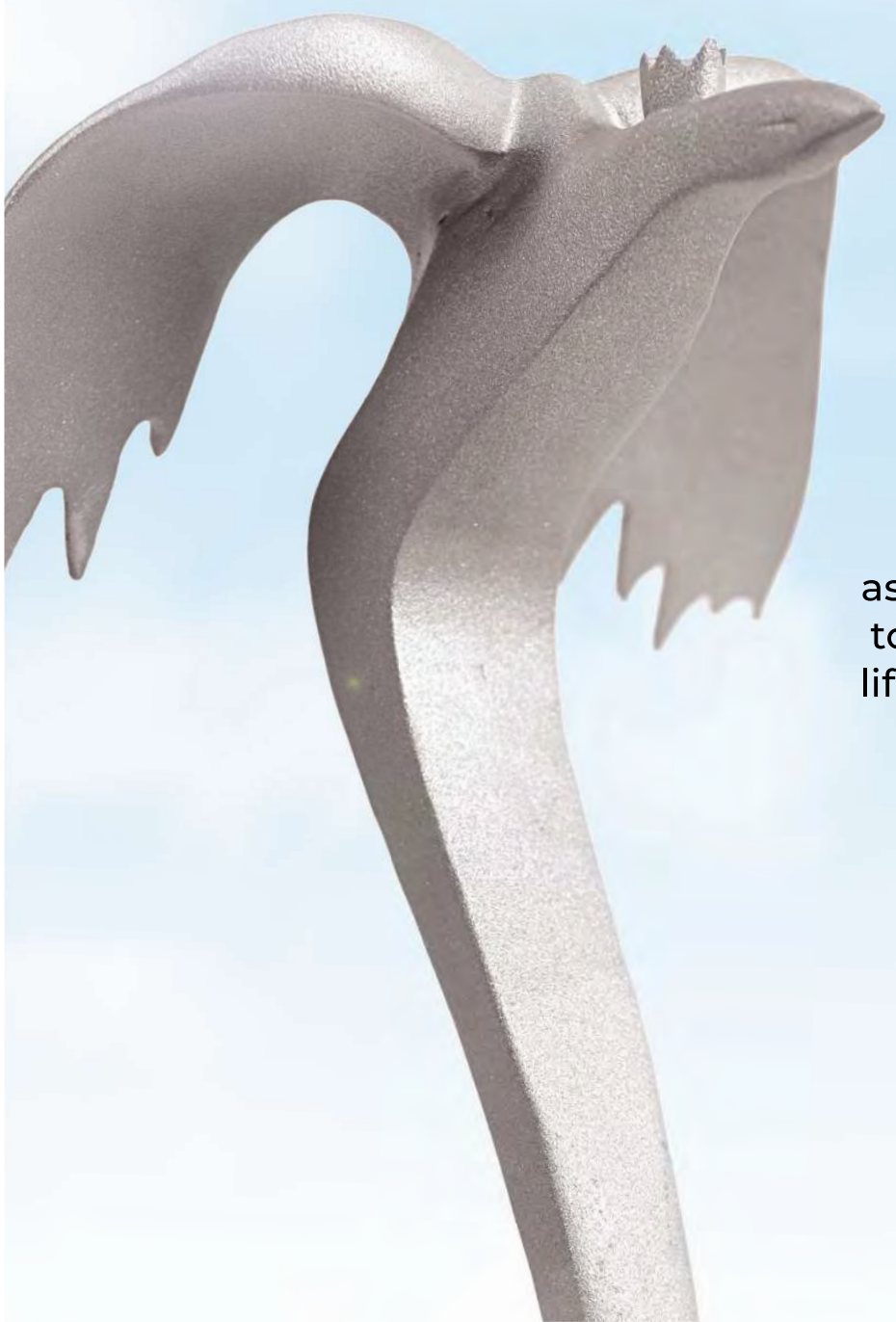

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HOW YUAN YI
Chief Marketing Officer
Mamee-Double Decker

How has your brand evolved over the years?

Our brand has grown from humble beginnings into a household name by embracing innovation and staying connected to consumer needs. Guided by our focus pillars of quality, value, differentiation and excitement, we deliver superior products, meaningful value, bold strategies and captivating experiences that spark joy and build emotional connections. These principles drive our evolution, from product innovation to digital transformation and a strong social media presence. Through consistent storytelling, we remain relevant, inspire loyalty and push boundaries to thrive in a competitive market.

How important are partnerships in building awareness and strength of your brand?

Partnerships have amplified our brand's reach by driving excitement that resonates with our consumers. For example, our recent IP collaborations with Hello Kitty, Pokémon, Squid Game, Dragon Ball and One Piece have connected with

diverse audiences, blending creativity with cultural relevance. These collaborations enable us to share resources, innovate and grow together while staying true to our brand's values.

How has your branding shaped your company's internal culture and employee engagement?

At Mamee, our branding shapes our internal culture and employee engagement. Our employees are not just brand ambassadors but also consumers, creating an emotional attachment to our products and fostering pride and commitment. The fun, vibrant nature of our brand reflects in our dynamic work environment, driving high engagement. Our core values – intensity, integrity, innovation and involvement – empower our team to think creatively and collaborate effectively. This alignment between our culture and branding cultivates passion, creativity and strong employee satisfaction, reinforcing the connection between our people and the Mamee brand.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

We collaborate with future-forward tech companies to adapt to emerging technologies and consumer preferences, resulting in sustainable product and packaging innovations like biodegradable materials. Mamee is committed to sustainability by investing in renewable energy, setting up global production closer to markets, and aiming for zero-waste manufacturing. We also promote sustainable practices across our supply chain, including sourcing from sustainable farms, reducing water usage and ensuring fair labour practices.

CALVIN HO
Executive Director
Sunway Theme Parks

How has your brand evolved over the years?

Sunway Theme Parks has transformed into a world-class attraction, evolving with changing market demands and consumer behaviour.

From introducing thrilling rides and attractions to pioneering educational programmes like Explorer Rangers and immersive storytelling, we've continuously innovated to stay ahead. We've expanded our reach by diversifying our offerings, from water and wildlife parks to cultural events and experiential tourism.

This evolution reflects our commitment to delivering unforgettable experiences while remaining adaptable and inclusive, ensuring that Sunway Theme Parks remains a cherished destination for families and thrill-seekers alike.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial in amplifying our brand's impact and creating meaningful guest experiences. Collaborations with international and local brands allow us to introduce fresh attractions, exclusive merchandise and thematic events that resonate with diverse audiences.

Beyond entertainment, partnerships with educational institutions, NGOs and government bodies help enhance our community outreach and sustainability initiatives. These alliances strengthen our credibility, foster innovation and ensure we remain top-of-mind as a premier leisure destination, all while contributing to shared goals and values.

How has your branding shaped your company's internal culture and employee engagement?

Our branding as a dynamic, family-friendly and innovative theme park creates a culture of positivity and pride within our team.

Employees are inspired to embody the values of creativity, inclusivity and fun in their roles, fostering a sense of belonging and purpose. Training programmes and engagement activities align with our brand values, encouraging staff to deliver memorable guest experiences. Branding also provides a platform for recognition, celebrating achievements and motivating employees to be enthusiastic ambassadors of Sunway Theme Parks.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to our commitment to environmental care and community well-being. We incorporate eco-friendly practices such as energy conservation, waste reduction and wildlife protection into our operations.

Through these efforts and community outreach initiatives, we aim to inspire awareness and engagement among our guests. By integrating sustainability into our brand, we position ourselves as responsible caretakers of the environment, ensuring a meaningful and lasting impact on the planet and the communities we serve.

JANE WONG
Deputy General Manager Operations
The Chicken Rice Shop

How has your brand evolved over the years?

The Chicken Rice Shop (TCRS) will be celebrating our 25th anniversary this year. In the last 25 years, we have expanded from a small outlet that brought in the first halal-certified Hainanese chicken rice to what has become a trusted household name. Each milestone in our trajectory has reinforced our dedication to quality, innovation and balancing tradition with a modern taste. Whether revamping traditional recipes or curating new dining experiences, we have constantly evolved to keep in line with our customers' evolving preferences while delivering our brand promise.

How important are partnerships in building awareness and strength of your brand?

Partnerships have been instrumental in our journey, providing opportunities for cross-brand promotions that drive greater brand awareness. By leveraging each other's audiences, we enhance visibility and engagement across both segments. We believe that insights from different brands and sectors can inspire innovative solutions, fostering creativity and growth.

Additionally, combining products from different categories – such as a meal deal paired with a complementary non-food item – can boost sales and create a unique value proposition.

How has your branding shaped your company's internal culture and employee engagement?

Our brand embodies a commitment to excellence, authenticity and inclusiveness and these are the pillars we hold on to. Our team members take pride in being part of a brand that pioneered halal Hainanese chicken rice while upholding quality and tradition, all while staying true to our core values, customer focus, and teamwork. To foster a sense of belonging and purpose, we create engaging programmes that keep our team connected.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the core of our operations. From sourcing ingredients responsibly to minimising waste in our kitchens, we are constantly looking for ways to improve.

As we celebrate 25 years, we are also committed to future-proofing our business through environmentally friendly practices that benefit our community. We consistently collaborate with our partners to recycle cooking oil into biofuel, participate in food waste composting programmes with malls, and engage schools through TCRS's outreach programme to educate students on nutrition. Additionally, we are steadily transitioning to sustainable packaging.

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RABI HASNABI
Country Manager
Bata Malaysia

How has your brand evolved over the years?

Our evolution is a beautiful journey, shaped by the trust of our cherished customers. From school shoes to a vibrant footwear brand, we've expanded our horizons. By collaborating closely with global and regional teams, we curate the latest international and Italian fashion trends, bringing sophisticated styles directly to Malaysian consumers. Winning the Putra Brand Awards reinforces our commitment to listening, innovating and enhancing the shopping experience, ensuring we continue to walk hand in hand with our community into the future.

How important are partnerships in building awareness and strengthening your brand?

Partnerships are the heartbeat of Bata Malaysia's brand journey, weaving together a seamless and engaging experience for our customers. Internally, our teams work hand-in-hand to deliver a unified vision that puts customers at the centre. Collaborations with malls bring our brand to life on the ground, creating meaningful, immersive interactions. Through media and KOLs, we craft compelling stories that inspire and connect with audiences. These partnerships aren't just alliances – they're catalysts driving innovation, amplifying our reach and ensuring every customer touchpoint reflects the essence of Bata. Together, we shape unforgettable brand moments.

How has your branding shaped your company's internal culture and employee engagement?

At Bata Malaysia, our branding is deeply rooted in the spirit of #OneTeam, fostering collaboration and unity across all levels. Guided by the "turun padang" approach, we actively engage with communities, ensuring we stay connected to their needs. This hands-on culture empowers employees to take pride in their roles, knowing they contribute to something meaningful. Inspired by the "Malaysia Boleh" spirit, we embrace challenges with determination and passion, driving innovation and excellence. Together, we create a vibrant workplace where purpose thrives and our brand story continues to grow.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability drives our Bata Brand, powered by collaboration with our global and regional sustainable teams. We craft eco-conscious footwear using recycled materials, creating stylish collections that minimise environmental impact. By implementing energy-efficient measures like LED lighting and eliminating plastic bags, we're reducing our carbon footprint.

TAN MING KIT
Head of Marketing and Business Intelligence
Shopee Mobile Malaysia

How has your brand evolved over the years?

Shopee has become a cornerstone of Malaysia's digital economy, with innovations like Shopee Live driving a 37-fold surge in views to 77 billion and 11 times increasing in sales in 2024, enabling local brands, sellers and affiliates to achieve exceptional growth. Launched in April, Shopee Video produced seven million videos, generating over 500,000 orders. Affiliates grew 161%, contributing to an 80% rise in orders. Shopee's Free Shipping reached 14 million Malaysians, Same Day Delivery surged 84 times, and Self-Collection expanded sixfold. This reflects Shopee's commitment to innovation, inclusivity, empowering local and e-commerce excellence.

How important are partnerships in building awareness and strength of your brand?

Partnerships drive Shopee's growth, supporting 1.8 million entrepreneurs and 500,000 affiliates. Initiatives like Shopee Rai Lokal and collaborations with government bodies, such as KPDN's Kempen Beli Barangan Malaysia and MDEC's Best of Malaysia, promote local products. Collaborations with local brands such as ZUS Coffee, Gigi Coffee and Maybank enhance awareness, engagement and community impact through creative campaigns, purchase-linked incentives, exclusive merchandise and voucher promotions that boost visibility and expand market reach. Shopee's tools help partners connect with customers and contribute to an inclusive and dynamic digital economy.

How has your branding shaped your company's internal culture and employee engagement?

Our way of working is deeply-rooted in innovation, inclusivity and community impact, which inspires a purpose-driven culture. We are guided by five core values – We Serve, We Adapt, We Run, We Commit and We Stay Humble – which shape our everyday actions, from teamwork to solving challenges and creating meaningful solutions.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability resonates deeply with Shopee's mission to create inclusive opportunities within the digital economy. By empowering local sellers and creators with tools and avenues like Shopee University and Shopee Seller Summit, we help businesses expand sustainably. Initiatives such as Shopee Live and the Affiliate Program enable creators to build reliable, alternative income streams. Beyond business, Shopee ensures underserved communities have equal access to e-commerce opportunities, driving financial well-being and economic empowerment.

DATUK DIXON CHEW CHUON JIN
Group Chief Executive Officer
Pensonic Holdings Bhd

How has your brand evolved over the years?

Since it was founded in 1965 as Keat Radio, Pensonic evolved from a small workshop in Balik Pulau to a leading Malaysian manufacturer of Electrical Home Appliances by 1982. The company began manufacturing under the Pensonic brand in 1988, incorporated as Pensonic Holdings Bhd in 1994, and was listed on Bursa Malaysia in 1995.

Pensonic's growth has been driven by strong brand-building, competitive pricing and high-quality products, which has led it to become the most popular Malaysian brand in its category. Today, it employs a multi-pronged strategy with a clear vision to ensure continued growth.

How important are partnerships in building awareness and strength of your brand?

Pensonic has partnered with global brands like Morphy Richards and World Kitchen to diversify its product offerings.

Since 2005, we've collaborated with local celebrities, empowering them to succeed as Pensonic Friends, similar to our own success in home appliances. Twelve prominent personalities joined Pensonic Friends, followed by 13 more for our 25th Anniversary in 2007, bringing the total to 25. Most recently, in 2024, we added eight more local celebrities to our team.

How has your branding shaped your company's internal culture and employee engagement?

Our core values – care, trustworthiness, innovation and leadership – anchor our corporate culture, propelling us toward our mission to become a leader in the electrical appliances market. Our tagline, "Pensonic, Your Enjoyment", represents our promise to enhance the lives of our customers. These values not only guide our operations but also inspire our employees to embody these principles in their work. Additionally, our robust customer support system, including a dedicated toll-free careline, as well as efficient repair and maintenance services, reflect our commitment to both customer satisfaction and internal collaboration.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

The Pensonic Group adopted ISO 14001, recognising its growth depends on managing its economic, environmental, social and governance (ESG) impact by prioritising employee safety, energy efficiency, sustainable product design, customer service, supply chain effectiveness and regulatory compliance. Additionally, Pensonic holds ISO 9001:2015 certification, with products approved by Suruhanjaya Tenaga and certified by Sirim.

STEPHANIE CHANG
Senior General Manager
Skechers Malaysia Sdn Bhd

How has your brand evolved over the years?

Skechers Malaysia, The Comfort Technology Company and a global leader in lifestyle and performance footwear and apparel, has consistently evolved to meet diverse customer needs by blending innovation, comfort and style. From launching technologies like Skechers Arch Fit and Hands-Free Slip-ins to creating collections that cater to various lifestyles, we've remained at the forefront of comfort and fashion. We have also expanded into performance sports in running, football, basketball and pickleball. Through Skechers Performance, we offer footwear that combines cutting-edge technology with functionality, empowering athletes and inspiring communities.

How important are partnerships in building awareness and strengthening your brand?

Partnerships are a cornerstone of Skechers Malaysia's growth and success. Collaborations with popular anime franchises like Spy x Family and Jujutsu Kaisen, regional brand ambassadors like Cha Eun-woo, and participation in prestigious events such as KLFW have reinforced our commitment to blending fashion and comfort. Our partnership with the Olympic Council of Malaysia as the "Official Footwear for The Malaysian Contingent to the Paris 2024 Olympics" showcased our support for national talent and global representation. We also champion grassroots sports by empowering athletes in football, basketball and pickleball through high-performance Skechers footwear.

How has your branding shaped your company's internal culture and employee engagement?

Skechers was founded on the philosophy of putting people first, a value that serves as the foundation of our internal culture. We have cultivated an environment that encourages innovation, teamwork and professional growth, fostering a dynamic workplace where employees feel empowered and supported.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

As a company committed to innovation and comfort, we recognise the responsibility we have to minimise our environmental footprint while still delivering high-quality products to our customers. We integrate eco-friendly materials, energy-efficient processes and responsible sourcing to reduce our environmental footprint. By offering durable, sustainable collections, we meet growing demand without compromising on comfort and style.

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LENNY LIN
Country Head
Asus Malaysia
System Business Group

How has your brand evolved over the years?
Asus has consistently evolved as a technology leader, demonstrating a commitment to innovation and excellence. From our foundational strength in motherboards, we have expanded our portfolio to encompass premium Windows laptops, gaming smartphones and other cutting-edge consumer electronics. This dedication to excellence and innovation lives in our motto "In Search of Incredible". We continue to push boundaries to bring yet newer innovations across all product categories in our pursuit of being the No.1 technology brand in Malaysia.

How important are partnerships in building awareness and strength of your brand?
Partnerships are crucial for Asus. Collaborations with technology leaders like Intel, AMD, Microsoft and Nvidia drive innovation and ensure cutting-edge performance in our products. We deeply value our close relationships with local media and channel partners, who not only amplify our message to their specific audiences but also provide invaluable feedback that directly informs our product development. These strategic alliances are vital to our growth, enabling us to deliver superior products and experiences.

How has your branding shaped your company's internal culture and employee engagement?
Our brand identity serves as a guiding principle for our internal culture, fostering a shared sense of purpose and driving employee engagement. The core values embedded within our brand – innovation, customer focus and quality – are not merely marketing slogans but fundamental tenets of our operational philosophy. This shared understanding of our brand's essence motivates employees to contribute meaningfully to the company's success and foster a culture of excellence and customer satisfaction.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?
Sustainability is central to Asus's strategy. Our 2025 goals address our entire value chain, from design to suppliers. We prioritise minimising environmental impact through recycled materials, energy-efficient devices and responsible manufacturing. We offer EPEAT-certified products and are committed to innovation and social responsibility to create a positive environmental and societal impact.

*** Asus won two Silver Putra Brand Awards: the Cameras, IT and Office & Business Equipment category and the Communication Devices category.**

AMANDA ZHANG
Chief Executive Officer & President
Mercedes-Benz Malaysia

How has your brand evolved over the years?
As the inventor of the automobile, we have consistently set standards in luxury, innovation and sustainability. From pioneering advanced safety features to leading the way in electrification with our EQ range, we continue to redefine the driving experience. Our commitment goes beyond crafting exceptional vehicles; it's about delivering unparalleled customer satisfaction and creating experiences that embody sophistication and excellence. This relentless pursuit of progress ensures that Mercedes-Benz remains a global leader in shaping the future of mobility.

How important are partnerships in building awareness and strength of your brand?
Building strategic business collaborations to drive growth is pivotal. This includes our recent partnership with Malaysia Airlines, which elevates the customer journey with seamless, eco-friendly transfers in our flagship all-electric and plug-in hybrid vehicles. We're also building the EV ecosystem through collaborations with charging providers, corporate alliances with hotels, and other businesses to enhance the convenience of electric mobility nationwide. These collaborations are integral in creating a seamless and sustainable mobility experience for our customers while strengthening the Mercedes-Benz brand's position as a leader in innovation, luxury and sustainable mobility.

How has your branding shaped your company's internal culture and employee engagement?
We stand by the philosophy that people are our business, placing employees at the heart of everything we do to foster a thriving internal culture and exceptional engagement. Initiatives like People First Week, Meet Me in the Middle, Marvelous Award and Sports Club celebrate well-being, diversity and recognition. We champion diversity, inclusion and digital transformation by streamlining HR processes with tools like RPA and e-signatures. Aligned with our ESG goals, we embed sustainability into our operations, cultivating a resilient, inclusive culture that inspires excellence and drives engagement.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?
Mercedes-Benz will consistently create the preconditions for a CO2-neutral new car fleet by 2039 (Net carbon-neutral means that carbon emissions that are not avoided or reduced at Mercedes-Benz are compensated for by certified offsetting projects). The pace of transformation is determined by market conditions and the needs of our customers. We will build the perfect Mercedes for every customer request.

LEE CHANG GEUN
Head of Marketing
Continental Tyre Malaysia

How has your brand evolved over the years?
Over the years, our brand has evolved by embracing digital solutions to create a premium brand image that enhances our retail business. We have prioritised customer-centric strategies, ensuring a seamless blend of digital and physical touch points throughout the customer journey. This evolution includes the launch of premium products and the introduction of exclusive premium retail shops, elevating the overall brand experience.

How important are partnerships in building awareness and strength of your brand?
We continuously seek strategic partnerships and collaborations with other brands to enhance and elevate our brand's image. By working with key industry players, we unlock opportunities for co-branding, exclusive launches and unique customer experiences. These collaborations enable us to expand our reach, strengthen brand credibility and deliver added value to our customers. Through continuous innovation and meaningful partnerships, we reinforce our position as a premium brand while staying ahead of market trends.

How has your branding shaped your company's internal culture and employee engagement?
Our branding fosters a strong internal culture by aligning employees with our mission, encouraging collaboration and promoting innovation. The culture emphasises creativity, open communication and the freedom to act, further strengthening engagement and creating a workplace where employees will feel valued and empowered to represent the brand.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?
We are committed to sustainability by actively implementing initiatives across our daily operations, such as the installation of solar panels in our manufacturing plant, as well as in tyre production, ensuring eco-friendly practices at every level. Continental aims to achieve climate-neutral production by 2040 at the latest.

OLGA PULYAEVA
Marketing Director
Carlsberg Malaysia

How has your brand evolved over the years?
Somersby has evolved from a refreshing apple cider to a lifestyle brand that champions carefree enjoyment, togetherness and spontaneity. Over the years, we've expanded our portfolio to include bold flavours such as Blackberry, Watermelon, Passion Fruit & Orange, as well as limited-edition Pineapple & Lime, alongside non-alcoholic options like Somersby Apple 0.0 and Somersby Mandarin Orange 0.0. These additions ensure consumers can enjoy the Somersby experience. This evolution reflects our commitment to staying relevant, inclusive and playful, while maintaining the signature vibe that consumers know and love.

How important are partnerships in building awareness and strength of your brand?
Partnerships are integral to Somersby's journey, as they allow us to amplify our brand's presence and reach. Through collaborations with key retailers and on-trade partners, as well as sampling events and meaningful initiatives – such as our recent Christmas collaboration with East Malaysia talents – we create engaging experiences that embody Somersby's spirit of joy and togetherness while connecting meaningfully with our consumers. Partnering with influencers, content creators and sustainability initiatives has further reinforced our identity as a carefree, fun, inclusive and forward-thinking brand, enhancing awareness and fostering authentic relationships with our audience.

How has your branding shaped your company's internal culture and employee engagement?
The light-hearted and joyful essence of Somersby inspires not only our external campaigns but also our internal culture. Our branding has fostered a workplace environment where creativity, collaboration and celebrating successes are encouraged.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?
Sustainability is at the heart of Somersby's growth, aligning with Carlsberg Malaysia's Together Towards Zero and Beyond sustainability programme. Our commitment to reducing environmental impact resonates deeply with Somersby's ethos of celebrating the natural. With that, we always keep sustainability top of mind during our consumer activation and sampling events. By incorporating reusable setups and minimising waste, Somersby demonstrates its commitment to being a brand that delivers enjoyment while caring for a greener future.

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PATRICK SIM
Group Chief Executive Officer
Secret Recipe Cakes & Cafe Sdn Bhd

How has your brand evolved over the years?

From humble beginnings in 1997, Secret Recipe is today one of the fastest-growing lifestyle cakes and cafe chains regionally. With more than 400 outlets locally and internationally, the brand is constantly evolving, revamping outlets to offer customers a friendly and welcoming dining environment for patrons to enjoy good food and spend time with their loved ones. Our uncompromising quality has earned us many accolades, notably recognition at the recent Putra Awards 2024 as being one of only two local homegrown companies taking home the Silver in the Restaurants & Fast Food Outlets category.

How important are partnerships in building awareness and strength of your brand?

Over the years, Secret Recipe has partnered with multiple local brands in Malaysia, ranging from fashion to beauty, such as CalaQisya, Bayu Somerset and Wunderbath. By partnering with these local brands, we not only gain public awareness but also increase our reach to younger audiences. Supporting local brands has always and will always remain a core value for us at Secret Recipe.

How has your branding shaped your company's internal culture and employee engagement?

At Secret Recipe Cakes and Cafe, we're all about quality, innovation and putting customers first. We aim for top-notch standards in everything we do, while creativity and collaboration keep things fresh.

By focusing on customer happiness, we stay motivated and connected. Through training, recognition and open communication, we've built a workplace where everyone feels appreciated – and that energy helps our team proudly bring the company's vision to life every day.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At Secret Recipe, we're all about more than making a profit – sustainability is a big deal for us. We've partnered with groups like the Selangor Environment Department and Ulu Ruai Community Farm, and have plans for 2025, focusing on sustainable growth through innovation. This means pivoting towards digital platforms, whether it's ordering systems, creating personalised experiences, or rolling out loyalty programmes.

Employee upskilling and recognition boost productivity and loyalty, whilst customer connection through various methods, strategic expansion and sharing real stories on social media ensures we stay relevant and attract audiences.

TONI DARUSMAN
Group Chief Brand & Marketing Officer
CIMB

How has your brand evolved over the years?

2024 marked a year of growth and celebration for CIMB as we proudly commemorated our 100th anniversary, a historic milestone highlighting our commitment to providing inclusive financial solutions for both our customers and society. This achievement inspired the launch of CIMB's social movement, "Kita Bagi Jadi", a transformative initiative encouraging Malaysians to adopt a positive, actionable perspective.

Over the years, CIMB has evolved into a leading bank in Asean. Yet, through every milestone, our core purpose has remained unwavering – to advance our customers and the society in which we operate.

How important are partnerships in building awareness and strength of your brand?

Brand partnerships play a key role in strengthening CIMB's brand by amplifying our messaging and expanding our reach. Our Brand Ambassador, Datuk Azizulhasni Awang, a five-time Olympian, embodies the determination and excellence that align with CIMB's ethos of striving for success. In the arts, CIMB extends its impact through collaborations with the Malaysian Philharmonic Youth Orchestra and CIMB Artober, an art fair supporting over 100 artists from 20 local galleries. Through the CIMB Islamic and CIMB Foundation, we collaborate on education and economic empowerment, reinforcing CIMB's positive impact beyond banking for our customers and communities.

How has your branding shaped your company's internal culture and employee engagement?

At CIMB, we are shaped by our EPICC culture, encompassing the values of Enabling Talent, Passion, Integrity and Accountability, Collaboration and Customer Centricity. EPICC inspires employees to live these values daily, providing a sense of purpose and aligning them with our vision to elevate both customers and society, creating lasting, meaningful change.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

CIMB actively drives its ESG agenda in line with its aspirations to be an Asean sustainability leader, empowering clients in transitioning to sustainable practices. Guided by the Green, Social, Sustainable Impact Products and Services (GSSIPS) framework, CIMB mobilised RM105.8bil in 2024, exceeding its RM100bil target. Additionally, CIMB Malaysia became the first bank to set its 2030 decarbonisation target for high-emitting sectors, advancing its broader 2050 Net Zero commitments.

ANAND TAPARIA
Senior Marketing Director
Colgate-Palmolive

How has your brand evolved over the years?

Established in Malaysia since 1965, Colgate has been consistently nurturing the oral health of all Malaysians through human-centric innovation. Our Colgate Total range of toothpastes leverages unparalleled science to deliver preventive oral care. Our pioneering Colgate Optic White teeth-whitening solutions help people feel confident to express themselves through their radiant smiles.

Engagement with our audience through new media, especially social, helps us gather valuable insights. By seeking genuine reviews, we refine and improve our products, ensuring we exceed consumer expectations and remain at the forefront of oral care innovation.

How important are partnerships in building awareness and strength of your brand?

We strengthen our brand through strategic partnerships with dental professionals, retail partners and high-influence users to maximise impact and reinforce our brand values. Long-standing collaboration with the profession builds endorsement, strengthens trust and credibility, while building oral health awareness. Robust retail partnerships help boost brand visibility and ensure oral health accessibility through strategic product placement and joint promotional campaigns. Moreover, partnerships with social influencers are increasingly important in today's digital age. It allows us to tap into new audiences and leverage influential voices to share our brand story authentically.

How has your branding shaped your company's internal culture and employee engagement?

Colgate-Palmolive's mission, rooted in the belief that "everyone deserves a future to smile about" is achieved through our core values of being caring, inclusive and courageous. We prioritise caring by leading with empathy and integrity, building trust with stakeholders and supporting each other generously to cultivate a positive workplace. Inclusivity fosters a sense of belonging, empowering employees to be authentic and leverage diverse talents for innovative solutions that align with our mission. Our courage drives change, encouraging employees to think big and innovate, fearlessly challenging the status quo.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is integral to Colgate's brand, reflected in our commitment to environmental responsibility and people's well-being. We innovate in sustainable packaging product delivery. We strongly advocate the global reduction of water use and plastic waste in our production.

ALEX GOH
Vice President Marketing
MR D.I.Y. Group

How has your brand evolved over the years?

MR. D.I.Y. began as a hardware store in Kuala Lumpur in 2005 and has grown into Malaysia's leading home improvement retailer. Its brands include MR. D.I.Y., MR. TOY, MR. Dollar and more. The group has 1,400 stores nationwide and employs over 18,000 people. Offering nearly 17,000 products, from hardware to toys, the brand ensures exceptional value with its promise of "Always Low Prices". Through the Yayasan MR. D.I.Y., the company positively impacts communities with outreach programmes, reinforcing its commitment to value, convenience and social responsibility.

How important are partnerships in building awareness and strength of your brand?

MR. D.I.Y.'s success is driven by strong partnerships that have amplified its presence across Malaysia. Collaborations with global manufacturers enable the brand to offer various products at accessible prices.

Equally important are partnerships with local communities, where the Yayasan MR. D.I.Y. works with councils and organisations to support impactful outreach programmes, fostering trust and goodwill. These relationships and the brand's "Always Low Prices" promise have made MR. D.I.Y. a household name, delivering value and contributing meaningfully to Malaysian communities.

How has your branding shaped your company's internal culture and employee engagement?

Our promise of "Always Low Prices" is central to MR. D.I.Y.'s internal culture and employee engagement. It embodies our values of collaboration, responsibility and customer-centricity. By creating a positive work environment that upholds these principles, we empower our team to deliver on this promise every day. Our commitment to sustainable growth and affordability drives our employees to contribute with purpose, ensuring a unified and motivated workforce focused on delivering value to our customers.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of MR. D.I.Y.'s brand values. By embedding a strong ESG framework and fostering partnerships across our value chain, we ensure responsible practices in all our operations.

This allows us to uphold our promise of "Always Low Prices" without compromising on sustainability. Our commitment to both affordable products and environmental responsibility strengthens our brand's focus on sustainable growth.

HUSAIN JAHIT
Group Editor
Harian Metro

How has your brand evolved over the years?

Harian Metro has transitioned from being a traditional print newspaper to a dynamic media platform serving as a voice for the community. Over the years, we have integrated digital innovation into our operations, expanding our reach through social media and mobile applications. This evolution allows us to maintain relevance in a fast-paced media landscape while staying true to our mission of delivering meaningful stories. A key milestone in our journey is the "Titipan Kasih Harian Metro" initiative, part of our corporate social responsibility (CSR) efforts, which reflects our deep commitment to uplifting communities and addressing social issues.

How important are partnerships in building awareness and strength of your brand?

Partnerships are at the core of our strategy to build awareness and strengthen our brand. Collaborating with corporate partners, government agencies and non-profit organisations has enabled us to amplify our CSR efforts, including the "Titipan Kasih Harian Metro" programme. Through these collaborations, we've assisted underserved communities, organised impactful campaigns and highlighted pressing societal issues. These partnerships not only expand our reach but also cement our reputation as a trusted and caring community partner.

How has your branding shaped your company's internal culture and employee engagement?

Our branding as a community-first media outlet fosters a deep sense of purpose and pride among our employees. CSR's programmes offer staff the opportunity to engage directly with the community, creating a personal connection to the brand's mission. Internally, we emphasise teamwork, empathy and social responsibility through initiatives such as employee volunteering days and workshops that align with our CSR objectives. This approach has cultivated a highly motivated workforce that resonates with our values of care and inclusivity.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a cornerstone of Harian Metro's operations and outreach programmes. Through "Titipan Kasih Harian Metro", we actively address issues such as poverty alleviation, education and environmental awareness, ensuring our efforts contribute to long-term community well-being.

Additionally, our shift towards digital content delivery reflects our commitment to reducing paper usage in our operations and embracing eco-friendly practices. These initiatives underline our dedication to creating a sustainable future while continuing to serve as a reliable and responsible media platform.

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

How has your brand evolved over the years?

At Texas Chicken, we aim to serve great tasting food. Towards this end, we have embraced menu innovation by launching new menu items and enhancing the flavours of our existing products, in efforts to excite the local palate. In recent years, we have also digitised our restaurants through the installation of Self-Ordering Kiosks and Web Ordering facilities. While we continue to evolve to stay relevant with consumers, what remains unchanged is our unwavering commitment to quality, as this is the ultimate "ingredient" that will withstand the test of time.

How important are partnerships in building awareness and strength of your brand?

Partnerships are effective in attracting a new consumer base and creating buzz about our brand. As the saying goes, "the whole is greater than the sum of its parts". This enables us to leverage on each other's strengths to amplify brand awareness and

drive interests in our offerings. As we grow our business in Malaysia, we plan to explore brand collaborations with partners that share mutual values, and who are the right fit to help propel our brand to the next level.

How has your branding shaped your company's internal culture and employee engagement?

Our brand personality is centred on being bold, passionate and authentic in all that we do. These traits flow into our workforce through consistent communication and engagement sessions, and by having leadership who always "walk the talk". At the end of the day, the brand is only as good as the people behind it. Hence, it's crucial that our employees embody the values and characteristics that define our organisation.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

To future-proof our business, embracing sustainability goals has to be part of our brand DNA. We practise responsible sourcing for our ingredients and packaging, and we are committed to improving employee well-being through consistent training and upskilling, as well as with rewards and recognition programmes. This is a long-term journey and we will continue to integrate sustainability initiatives into every aspect of our business, in efforts to make a better impact on the environment and community.

TAKESHI HASHIMOTO
President
Kobayashi Healthcare (M) Sdn Bhd

How has your brand evolved over the years?

In Malaysia, Koolfever has grown from being a trusted fever-countermeasure product to a versatile cooling solution for daily challenges, including hot weather and fatigue. Our renowned cooling gel sheets continue to be a favourite for such needs, but we've expanded our range with innovative products like the Koolfever Spray (for shirts) and the Koolfever Cooling Eye Mask. These additions are designed to enhance our customers' quality of life by offering unique and effective cooling solutions. Staying true to our slogan, "You Make a Wish and We Make It Happen", we continuously listen to customer needs and develop products that make life better.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital to our growth. Collaborations with healthcare professionals, retailers and distribution-related parties not only enhance trust but also make our products widely accessible to consumers. These partnerships help us deliver on our mission to create customer-centred solutions, whether through Cooling Gel Sheets, Sprays or Eye Masks. We also appreciate the support from our esteemed partners in realising our company's mission.

How has your branding shaped your company's internal culture and employee engagement?

Our branding, which is centred on solving daily problems, inspires our employees to innovate and connect with customers' needs. Guided by the slogan, "You Make a Wish and We Make It Happen", our teams are motivated to develop practical and impactful solutions, like the Koolfever Cooling Eye Mask, that improves lives. This shared purpose fosters pride and engagement across the company.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Koolfever embodies care not only for our consumers but also for the environment. By adopting eco-friendly packaging, optimising processes and innovative unique technology, we balance innovation with responsibility. As a globally trusted brand, we aim to ensure our products meet customer needs and wishes while contributing to a sustainable future.

MOHD AZRAIN MOHAMAD
Head of Marketing
Baba Products (M) Sdn Bhd

How has your brand evolved over the years?

The Baba's brand has been synonymous with premium quality spices, truly vegetarian curry powders, flours and premixes for the past 48 years.

Today, as Malaysia's premier spice brand its popularity has transcended the cultural and culinary boundaries that exist within Malaysia's multi-cultural, multi-ethnic society becoming a reputable household Malaysian brand.

How important are partnerships in building awareness and strength of your brand?

It's very important as one brand's awareness, strength and credibility would definitely be relying on good partnerships among all stakeholders, for example, trade partners, consumers, suppliers, logistic providers, government, regulators, and also employees.

This would enhance a company's credibility and brand perception among consumers to enhance the consumer's trust and loyalty translating into increased customer confidence and improved brand image.

How has your branding shaped your company's internal culture and employee engagement?

A trusted and reliable brand surely would attract employees who share its value and this can create a positive work culture, improve employee engagement, improve morale and motivation as the employees would feel better connected to the brand and its purpose while increasing the job performance and satisfaction.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

In today's world, we have to face the fact that consumers are increasingly conscientious about the environmental and social impact of the brands they support. This shift in consumer behaviour has forced us to rethink our strategies on traditional business models and explore innovative solutions to environmental and social challenges. This has led us to be innovative in developing eco-friendly products and services, thus driving sustainability.

IMUN LIM
Marketing Director
Dutch Lady Milk Industries Bhd

How has your brand evolved over the years?

Dutch Lady Milk Industries Bhd (DLMI) was founded in Malaysia and our Dutch Lady Brand became a trusted household name over the last six decades. We started by producing sweetened condensed milk and evolved to become a market leader in UHT Milk and Growing Up Milk, revolutionising dairy consumption with convenience and better nutrition. With our strong purpose of Nourishing Our Nation, we have consistently made progress in enhancing lives and promoting healthier communities. Through our focus on quality, innovation and well-being, our brand continues to enrich the lives of Malaysians every day.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial in building awareness and strengthening our brand. We are committed to improving the nutritional status of Malaysians, especially children, through robust public-private partnerships with government stakeholders. By collaborating with consumers, we drive awareness about nutrition to address the alarming health issues facing Malaysian children. Additionally, our partnerships with suppliers throughout our value chain enhance efficiencies, leverage technology and promote sustainability. As a beacon of innovation, we empower both front- and back-end suppliers, amplifying our collective impact on nutrition, sustainability and overall community well-being.

How has your branding shaped your company's internal culture and employee engagement?

DLMI's tagline, "Make Life Happen", embodies our dedication to our purpose, Nourishing Our Nation; shaping both our external promise and internal culture. It cultivates a workplace that prioritises purpose, innovation and collaboration, inspiring employees to see their roles as integral to a larger mission of nourishing and empowering communities. This sense of pride is further reinforced through sustainability initiatives, local dairy farming partnerships, and impactful products, motivating employees to align with our vision of improving lives and making meaningful contributions to society.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of DLMI, grounded in our core purpose of Nourishing Our Nation with our nutritious product range. We are guided by seven key pillars: Better Nutrition, Better Climate, Better Sourcing, Better People, Better Packaging, Better Society and Better Governance. These pillars drive our commitment to creating a positive impact on people, the planet and communities.

DATUK PUVAN BALACHANDRAN
Chief Executive Officer
Unitar International University

How has your brand evolved over the years?

Unitar International University has grown from being Malaysia's first online university to a comprehensive institution with a presence spanning the entire nation. We have expanded our programme offerings, embraced innovative learning technologies and prioritised accessibility and inclusivity. Our physical and digital reach ensures we connect with learners from diverse backgrounds, empowering them to achieve their aspirations. This evolution reflects our commitment to meeting industry needs while transforming lives through accessible, future-ready education.

How important are partnerships in building awareness and strength of your brand?

Partnerships are integral to Unitar's success, enabling us to extend our reach and enhance our offerings. Collaborations with industry leaders, educational institutions and government bodies allow us to provide real-world learning experiences and ensure our programmes remain relevant.

These partnerships strengthen our brand by reinforcing our reputation as a forward-thinking and dynamic institution dedicated to producing graduates who excel in a competitive global landscape.

How has your branding shaped your company's internal culture and employee engagement?

Our branding reflects our ethos of inclusivity, innovation and excellence. This drives our internal culture, inspiring employees to align with our mission to empower learners and transform lives. By fostering a sense of purpose and belonging, our branding encourages collaboration and professional growth. Employee engagement initiatives, such as leadership development and recognition programmes, ensure our team remains motivated and committed to our shared vision.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability aligns closely with Unitar's values of creating long-term, meaningful impact. We incorporate sustainable practices into our operations, from digital learning solutions to environmentally-conscious campus initiatives. Our curriculum embeds sustainability principles, preparing students to tackle global challenges responsibly. As an education provider, we believe in shaping future leaders who prioritise sustainability in their careers and communities.

ALEX TAN
Managing Director
HP Inc Malaysia

How has your brand evolved over the years?

HP has undergone a remarkable transformation since it was founded in 1939. Originally known for its oscillators, it has evolved into a global leader in personal computing, printing and digital solutions, delivering seamless and innovative experiences that adapt to how people live and work. Today, HP stands at the forefront of the AI PC revolution, positioning itself as a future-ready brand thriving in hybrid and AI-driven environments. Its latest lineup of next-generation AI PCs is designed to meet growing demands for productivity, creativity and the future of work.

How important are partnerships in building awareness and strength of your brand?

Partnerships are integral to HP's strategy, enhancing brand awareness and market strength. The HP Amplify Partner Programme, launched in 2021 and expanded in 2024, engages partners across 48 countries, including Malaysia, focusing on Climate Action, Human Rights, and Digital Equity. Additionally, HP Malaysia Manufacturing collaborates with universities to develop training modules on advanced technologies and sustainability.

How has your branding shaped your company's internal culture and employee engagement?

HP's branding is deeply rooted in our internal culture, fostering innovation, purpose and high performance. Our "Future Ready" strategy empowers employees to excel while aligning with our mission. Initiatives like Coffee Talk dialogue sessions with leadership and the HP Women's Impact Network encourage inclusivity and collaboration.

Through our partnership with Junior Achievement, employees volunteer to teach students, giving back to the community and fostering purpose. Recognised as a "Great Place to Work", HP Malaysia exemplifies how branding shapes an inspired, motivated and engaged workforce.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the core of HP's business strategy and brand identity. Our Sustainable Impact initiatives focus on Climate Action, Human Rights and Digital Equity to positively impact communities. At our Penang manufacturing facility, our solar photovoltaic arrays generate 2,720 MWh of renewable energy annually, covering 6% of the facility's electricity usage and reducing greenhouse gas emissions. Additionally, the Zero Waste Operations Team diverts approximately 35,000kg of waste from landfills each year. These efforts reflect HP's commitment to creating technology that benefits both society and the planet.

HENG AIK SHIAN
General Manager
Malaysia, Singapore, Vietnam, Hong Kong
Procter & Gamble Personal Health Care

How has your brand evolved over the years?

Vicks has helped relieve cough, cold and flu symptoms for generations of Malaysians with a strong global heritage of trust and efficacy for over 125 years. Today, Vicks offers a diverse range of products, including VapoRub, Baby Balsam, Inhalers and VapoDrops lozenges, all designed for effective cough and cold management. The brand focuses on holistic health and wellness, emphasising multi-symptom relief to help consumers effectively manage coughs and colds. Vicks has also embraced digital and social media marketing, to ensure we are present where our consumers are.

How important are partnerships in building awareness and strength of your brand?

Today's consumer is more interested and expects to play an active role in their healthcare choices. In collaboration with healthcare professionals and influencers, our focus is to empower the consumers of today with scientifically backed and authentic information to identify symptoms, to understand the importance of seeking timely treatment for improved quality of life and the supportive role our brands can play in their treatment journey.

How has your branding shaped your company's internal culture and employee engagement?

Our brands are trusted in millions of homes and have been passed down from generation to generation. Our people share the same commitment to making peoples' lives better in small but meaningful ways, every day. Just as we strive to deliver a superior consumer experience, we aim to deliver a superior employee value equation as well. We celebrate the uniqueness of each employee's journey because we know that loyalty and success stem from the times when people feel inspired to make a difference, have equal opportunity and multiple ways to continue growing, feel pride in making an impact and know they're being valued and rewarded for their contributions to their team's and our company's success.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At P&G, environmental sustainability is embedded in how we do business across our operations, supply chain and brands. The recipe for success is in the power of "and" – innovation that solves everyday problems through irresistible superiority that drives market growth and is more environmentally sustainable – helping to fulfil our purpose of improving lives for generations to come.

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TEOH WEI LING
Head Of Marketing
A. Clouet (Malaysia) Sdn Bhd

How has your brand evolved over the years?

Ayam Brand has been a household name for over 130 years, consistently delivering high-quality, preservative-free products and is certified halal. Over the years, we've evolved by embracing innovation, expanding our product range, and staying relevant to changing consumer needs. From classic sardines to versatile cooking pastes and our latest pulled chicken, Ayam Brand continues to stay resilient and agile, adapting to modern lifestyles while maintaining our commitment to quality and heritage. Our efforts in digital engagement and sustainability have further strengthened our position as a trusted and forward-thinking brand.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital in amplifying our reach and reinforcing our reputation. Collaborations with retailers, distributors and media agencies enable us to connect with a broader audience, ensuring our products are accessible and well-promoted. Additionally, engaging with NGOs for CSR initiatives allows us to contribute to our community, creating a deeper emotional connection with our consumers.

How has your branding shaped your company's internal culture and employee engagement?

Our branding is deeply rooted in quality, heritage and community, which are values our employees take pride in. These principles foster a sense of purpose and belonging, inspiring our team to contribute passionately to the brand's success. Initiatives like employee involvement in CSR campaigns, team building and innovation initiatives ensure our staff are actively engaged and aligned with the company's mission. This synergy creates a dynamic workplace culture that thrives on teamwork and excellence.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Our commitment is reflected in initiatives that minimise environmental impact while fostering a positive social legacy. Our core products, such as sardines, mackerel and coconut-based items, are among the most eco-friendly food choices due to their low carbon footprint. At the heart of our efforts are people. From the dedication of employees and partners to the consumers who embrace our brand, we believe sustainability is a collective journey. Awards like the SEAL Sustainable Product Award validate our approach and inspire us to continue innovating responsibly, leaving a meaningful legacy for future generations.

MOHAMMAD MUNZIR AMINUDDIN
Director and Chief Executive Officer
Siti Khadijah Apparel Sdn Bhd

How has your brand evolved over the years?

Since its establishment in 2009, Siti Khadijah has evolved from a niche telekung brand to a leading name in the modest fashion industry. The brand focuses on innovation, offering premium praying outfits and modest wear that emphasises comfort and practicality. Expanding locally and internationally, with over 60 retail stores in Malaysia and a presence in Singapore and Indonesia, Siti Khadijah is now a prominent modest lifestyle brand known for its quality, design and commitment to customer satisfaction.

How important are partnerships in building awareness and strength of your brand?

Partnerships have been essential for Siti Khadijah's growth. Collaborations with other brands, media and shopping malls have significantly expanded brand visibility. Local and international partnerships have helped enhance credibility and drive sales, increasing customer engagement through strategic campaigns. These partnerships have enabled Siti Khadijah to penetrate new markets, contributing to the brand's rapid expansion and reinforcing its position in the modest fashion sector.

How has your branding shaped your company's internal culture and employee engagement?

Siti Khadijah's brand identity, focused on innovation and customer satisfaction, fosters a culture of pride, high sense of belonging and continuous improvement. Employees are motivated by the company's commitment to quality and its mission of providing comfort in customer journeys in performing ibadah and nurturing strong family units. A strong internal culture ensures staff are aligned with brand values, contributing to high engagement and increased morale.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Siti Khadijah integrates sustainability into its operations by using eco-friendly materials, ethical production processes and reducing waste. The brand's commitment to sustainability reflects its core values of integrity and responsibility, aiming to minimise its environmental footprint. We also embrace economic and social responsibility by hiring local talent, driving economic growth, and creating sustainable jobs that empower communities. Through long-term commitment and innovative workforce strategies, we foster stability and prosperity.

CHRISTINNE LIM
Chief Commercial Officer
SP Setia Bhd (Setia)

How has your brand evolved over the years?

As a developer, we have stayed true to our Setia brand and business model for the past five decades, with our anchoring philosophy of "Live, Learn, Work, Play" while serving the changing needs and preferences of our customers and families. Together with our brand campaigns, digital innovations such as Setia GO app, and sustainability efforts via Setia eGreen Living, we have grown from our early days as a pioneering township developer of Setia Alam to spearheading 42 ongoing developments across economic centres in Malaysia and internationally. A testament to our success would be our recent 50th anniversary brand campaign themed "Shaping Spaces That Shape Us All" in 3Q2024; a milestone celebration which further cemented our commitment in what we do with a refreshed brand narrative and visual identity. We are committed to strengthen the Setia brand as one that is aspirational, relatable and resonates with our target audience, across multi-generations and communities.

How important are partnerships in building awareness and strength of your brand?

Strategic collaborations are important in today's competitive environment. Throughout the years, we partnered with several key stakeholders in the market, which have shaped our strategies, decision-making processes and our offerings. Partnerships open up opportunities for us to learn from one another and leverage on each other's strengths.

How has branding shaped your company's internal culture and employee engagement?

The Setia brand is deep-seated in our identity, culture and employee engagements. We are actively involved in carrying out employee engagements and activities, such as festive luncheons, roadshows and CEO dialogues throughout the year. One of our highly anticipated events is the Setia annual dinner, in which our Team Setia is given the opportunity to showcase their talents and creativity through vibrantly themed performances, thus creating a stronger bond, a sense of camaraderie and pride especially in relation to the Setia brand.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At Setia, we maintain that sustainability is fundamental in our product development, while we aim to strike a balance between our business objectives and promised commitments with our stakeholders. Our business is built on creating spaces that cater to multiple generations, thus caring for the environment and ensuring sustainable living, which is at the heart of our development philosophy.

JASON FOO
Chief Executive Officer
Boh Plantations Sdn Bhd

How has your brand evolved over the years?

Boh turns 96 this year. In celebrating our legacy as Malaysia's trusted tea grower of Cameron Highlands, we remain mindful to be future thinking and continue "Brewing for Tomorrow".

Committed to nurture sustainabiliTEA and develop connections within our communiTEA, we innovate to ensure both our agricultural practices and our products contribute to the wellbeing of our environment and to Boh tea lovers.

Numbered among the world's few fully integrated tea companies, we grow, process, pack and market passionately crafted teas from "tea bush to teacup", always ensuring freshness and Ummph!

How important are partnerships in building awareness and strength of your brand?

Boh strongly believes in collaborative partnerships to leverage shared resources and not to reinvent the wheel. In working closely with established and passionate partners in their respective fields, we are able to demonstrate our corporate responsibility for causes closest to our heart, namely, the environment and the local performing arts.

Our aim is to enrich lives and benefit communities in Malaysia. Over the years, we have supported various sustainability and conservation initiatives, and we are the title sponsor for the Boh Cameronian Arts Awards which is in its 20th edition.

How has your branding shaped your company's internal culture and employee engagement?

The essence behind our brand – bonding, passion, sustainability and wellness through teas – is carried through among our staff.

Boh is extremely blessed with a passionate team along with many long-serving personnel, our "unsung heroes". Together, they have stayed on course as partners in brewing for tomorrow. They live the brand through their dedication and commitment!

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

While prioritising efforts to perfect our tea craftsmanship, we also explore ways to operate and grow our teas without harming the environment. Our goal is to become a fully sustainable tea grower in the near future. We practise sustainable product packaging.

Many Boh products are packed in tear boxes using Forest Stewardship Council (FSC) certified paper. Our different tea bags are biodegradable while our pyramid tea bags are made from cornstarch and packaged in reusable canisters. Boh products in pouches and sachets are packed using recyclable polypropylene (PP) material.

RUDY KHAW
Chief Executive Officer
AirAsia brand.co

How has your brand evolved over the years?

In 2001, we started with two planes, 200 Allstars and one dream. Twenty-three years later, we continue to make travel accessible as Asean's top low-cost airline, connecting over 800 million guests to 130 destinations by understanding and adapting to their evolving needs. From pioneering online booking to introducing AirAsia MOVE – an all-in-one travel platform offering flights, hotels, rides and more – we have embraced digital innovation to make travel seamless and more accessible. By integrating advanced technologies and creative strategy, AirAsia enhances experiences that matter most to our guests, ensuring our brand evolves meaningfully.

How important are partnerships in building awareness and strengthening your brand?

Partnerships play a crucial role in amplifying the AirAsia brand. In 2024 we had several partnerships. AirAsia became the first Asean brand to partner with Japanese multinational gaming giant Sega and group company Atlus to provide travellers and fans with a one-of-a-kind travel experience.

We continue to champion Asean Football through our partnership/sponsorship with Asean United (Mitsubishi Cup, Shopee Cup and more) and supporting 2024 Paris Olympic medalist Ben Proud to inspire regional talent.

How has your branding shaped your company's internal culture and employee engagement?

Our Allstars (AirAsia employees) embody AirAsia's values of innovation, inclusivity and a people-first approach, driving our mission to make air travel accessible for all. The "Dare To Dream" philosophy unites and empowers them to push boundaries and share their passion. In 2024, we launched the @AirAsia social page, spotlighting "People, Places, Passion" to showcase Asean's hidden gems through the lens of our creators and Allstars. This initiative fosters deeper engagement, strengthens team pride and positions our Allstars as storytellers who connect our brand with audiences in meaningful ways.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability aligns with AirAsia's mission of connecting communities responsibly. Our "Do More With Less" campaign in 2024 focuses on efficient resource use – enhancing fuel efficiency to cut carbon emissions and digitising processes to minimise paper waste. Sustainability reinforces our commitment to affordable, accessible air travel while creating long-term value for stakeholders.

NAVIN MANIAN
Chief Marketing Officer
U Mobile

How has your brand evolved over the years?

U Mobile's journey has been one of bold transformation, evolving from a challenger brand to a leading telco that empowers Malaysians to unleash their unbeatable potential.

We started by disrupting the industry with game-changing value and affordability for our innovative products and services targeting a younger segment, and we have since evolved to deliver best-in-class experiences across all demographics, from first-jobbers to families. Today, we are redefining possibilities with ultra-fast speeds, AI-driven solutions and seamless digital experiences.

How important are partnerships in building awareness and strength of your brand?

Partnering with like-minded organisations allows us to transcend traditional brand promotion, unlocking new opportunities by combining our strengths, resources and reach. These collaborations not only amplify our brand narrative but also help us connect with new audiences, expanding brand awareness and building deeper connections with communities we might not have engaged with otherwise.

How has your branding shaped your company's internal culture and employee engagement?

Our branding reflects our vision to be Malaysia's favourite digital services partner, shaping a culture driven by innovation, collaboration and purpose. Guided by our core values – passionate, team-oriented, innovative, trustworthy and fun-loving – we foster employee engagement through initiatives like CultureLiveIT, UTakeCharge Wellbeing Program and MEGA leadership training. Engagement activities such as Ulympics and Fruit Fiesta build camaraderie, while platforms like LinkedIn Learning future-proof our talent.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At U Mobile, we strive to make a sustainable future possible for our people and planet by being considerate of the environment and communities that our business impacts, while encouraging others to be a part of our sustainability journey.

With Good Governance, Environmental Responsibility, Digitalisation & Innovation, as well as Workforce & Communities forming our key pillars, we have initiatives in place to ensure we consistently respond to environmental and societal needs, especially efforts in narrowing the digital divide so Malaysians can unlock their unbeatable potential.

RODNEY WONG
Chief Executive Officer
Universal Robina Munchy's

How has your brand evolved over the years?

Founded in 1991 with a second-hand wafer stick machine, Munchy's has grown into Malaysia's leading biscuit manufacturer and a household name. Over the years, we've expanded our product range to include iconic brands such as Lexus, Oat Krunch, and Munchy's Cracker, making us Malaysia's number one biscuit brand. Post-integration with the URC Group in 2022, Cream-O has proudly joined the Munchy's family, further strengthening our portfolio. From a small southern Malaysian town, we've gained international recognition, delivering quality and innovation to biscuit lovers worldwide.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial in amplifying Munchy's brand awareness and reach. For example, in 2024, we collaborated with leading brands across industries such as F&B, education and healthcare. These partnerships included initiatives like sampling, creating meaningful connections with consumers while reinforcing our presence in diverse spaces. By working with trusted brands, we've strengthened our reputation and built on shared values, ensuring that Munchy's remains a brand people trust and enjoy. Partnerships are key to keeping our brand relevant and impactful.

How has your branding shaped your company's internal culture and employee engagement?

Munchy's branding fosters a deep sense of pride and fun among employees, creating a positive and engaging workplace culture. In 2024, our M Campaign, "Taste Munchy's, Taste Happiness", brought our brand's joyfulness to life with fun engagement activities that reflect our values. Moreover, programmes like our Core Values Nomination celebrate employee contributions, reinforcing their connection to the brand's success.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a key priority at our company, and we are committed to minimising our environmental footprint. This includes initiatives like installing solar panels at our factory, implementing efficient waste and water management systems, and prioritising the health and safety of our employees through robust workplace practices. Beyond environmental efforts, we focus on community upliftment through programmes such as biscuit donations to food banks supporting the homeless and marginalised. These initiatives reflect our dedication to responsible growth and creating a lasting positive impact.

DATUK DR PA NOK CHING
Hurix's Founder
Jin Bin Corp Sdn Bhd

How has your brand evolved over the years?

Launched in 1979, Hurix's has grown over the last 45 years from a traditional herbal medicine producer to a trusted leader in healthcare and wellness. We manufacture herbal-based medicines, health products, food and beverage, with cGMP certification. Our ISO/IEC 17025-certified laboratories, established in 1999, ensure reliable, internationally compliant test results. In 2010, we expanded into Singapore to market our therapeutic herbal products. Today, Hurix's products are available across Asia, Europe, Africa and the Middle East, showcasing our steady growth and global reach.

How important are partnerships in building awareness and strength of your brand?

Partnerships are vital in enhancing brand awareness and strengthening our presence. Beyond media coverage and advertisements across TV, radio, billboards and digital platforms, we actively engage in CSR initiatives with various organisations. These include blood donation drives, support for Sau Seng Lum World Children Care, and aid for flood victims. Such collaborations not only promote our brand but also reflect our commitment to giving back to the community, fostering trust and goodwill among our customers.

How has your branding shaped your company's internal culture and employee engagement?

Our branding emphasises care for your health, quality and integrity, inspiring employees to align with our mission of advocating healthier living and holistic lifestyle. Engagement is enhanced through regular training, product knowledge sessions and wellness programmes that promote healthier living. Recognition programmes reward employees who embody our brand values, fostering pride, teamwork and innovation. This approach creates a motivated workforce dedicated to delivering value-driven products and contributing to healthier lives, building a strong internal culture rooted in shared purpose and excellence.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability resonates with our brand through responsible manufacturing practices. Our factory strictly adheres to environmental guidelines set by the Department of Environment (Jabatan Alam Sekitar) for proper pharmaceutical waste disposal. This ensures that harmful waste is managed correctly, reducing environmental pollution and supporting sustainability.

Thank You For The Money-Cannot-Buy Honour, Malaysia.

PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
ENTERPRISING BRAND OF THE YEAR
2024

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- PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — HALL OF FAME 2019
- PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — BRAND OF THE YEAR 2020
- PUTRA BRAND ICON 2013
- PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — GOLD 2010 - 2018
- PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — PLATINUM 2019 - 2023

Gardenia
Always With You

Recognising outstanding brands in 2024

Putra Brand Awards honours successful brands selected by record-breaking 50,000 repondents

WATSONS was crowned as the Putra Brand of the Year Award (PBA) 2024, while Farm Fresh clinched two top awards, in the Putra Brand Icon and the Putra Malaysian Marketer of the Year.

The Putra Most Enterprising Brand of the Year award goes to Gardenia and Mydin Hypermarket's Datuk Ameer Ali Mydin was honoured as the Putra Personality of the Year.

As the premier brand award in Malaysia, the PBA represents an honour that "money-cannot-buy", only awarding its winners through public votes based on consumers' favourite brands in the local market.

Held at the Majestic Hotel Kuala Lumpur on Jan 17, the event paid tribute to the brands that have been successful in the country, as well as the companies that have developed and supported them to be winners at the event.

Not to be outdone was Star Media Group (SMG), which bagged the prestigious gold award in the Media and Networks category, the second time in a row, having won gold last year.

The Star managing editor Brian Martin accepted the award on the night itself.

Other prominent brands that won the awards are PETRONAS, Astro, IJM Land, Malaysia Airlines and AirAsia.

With the theme of "Forging Legacies Together", over 1,000 participants attended the awards gala night with more than 160 brands awarded at the event.

Guest of honour, Malaysia External Trade Development Corporation (Matrade) deputy chief executive officer (export acceleration) Abu Bakar Yusof, said the awards reflect the deep professional connection between Malaysians and their favourite brands.

"The Putra Brand Awards truly reflects the genuine value your brand brings to the public," he said.

In his speech, Association of Accredited Advertising Agents Malaysia (4As) acting president Ryusuke Oda, said the Putra Brand Awards symbolises the strong connection that brands have with the people in Malaysia.

"The reason this award enjoys unwavering trust is because it is chosen through public vote," Oda said, adding that PBA is celebrating its 15th anniversary.

Awards organising chairman and 4As senior adviser Datuk Johnny Mun said that in all companies, a united effort is required to ensure a brand reaches its fullest potential.

He also informed that 50,000 respondents, the highest ever participated, took the survey to vote for their favourite brands.

Launched in 2010, the Putra Brand Awards is also known as the People's Choice Awards, with the winners decided by the public based on their favourite brands in the local market.

Public votes and responses are collected and analysed by the market research specialist, Ipsos, before the winners are chosen and endorsed by the 4As board of governors.

The awards are given out based on platinum, gold, silver or bronze to showcase the brands' achievements across 24 categories.

Also present at the event were SMG group chief executive officer Chan Seng Fatt and chief business officer Lydia Wang.

The awards were organised by 4As in collaboration with SMG as the official media partner.

It is endorsed by Matrade as the Brand Champion Partner and supported by the Malaysian Advertisers Association, Media Specialists Association and Malaysian Digital Association.

McDonald's chief marketing officer Chin Mei Lee presented with the platinum award in the Restaurants and Fast Food Outlets category by 4As council member Adrian Loh.

Chan (left) and Lee (right) presented SP Setia group marketing head Norlina Bt Mohd Noor (middle) with the silver award in the Property category.

Popular Book Co (Malaysia) executive director Lim Lee Ngoh (third from right) and team won bronze in the Retail category as 4As council member Jasmin Omar Jayaseelan looks on.

Haleon marketing director Law Chen (third from left) and team won platinum under the Health category, for the brand Panadol, with 4As council member Dr Milan Agnihotri (far left).

Maybank marketing and brand group head Shazlina Suffian (fifth from right) and her team, with 4As council member Clarence Koh (sixth from right). Maybank won platinum in the Banking, Investment and Insurance category.

Watsons managing director Caryn Loh (middle in red) and chief operating officer Danny Hoh (fifth from right), together with their team grabbed the Putra Brand of the Year award. With them are (from left) Oda, Chan, Mun and Abu Bakar (far right). — IZZRAFIQ ALIAS, YAP CHEE HONG, GLENN GUAN, AZMAN GHANI/The Star

Farm Fresh won the Putra Brand Icon award, with group managing director Loi Tuan Ee (middle) and group chief operating officer Azmin Zainal (in grey suit) with (from left) Oda, Mun and Abu Bakar (right).

Mydin Hypermarket's Ameer Ali (centre) receiving the Putra Personality of the Year at the Putra Brand Awards as (from left) Oda, 4As honorary life president Tan Sri Datuk Vincent Lee, Mun and Abu Bakar look on.

Gardenia chief executive officer Koh Chin Huat (left) with 4As council member Nizwani Shahar after receiving the award for Putra Most Enterprising Brand of the Year.

Samsung chief marketing officer Elaine Soh (second from left) and her team with the platinum award in the Cameras, IT and Office and Business Equipment category

CelcomDigi head of digital media and insights Jason Tan Wee Min with the silver award in the Communication Networks category.

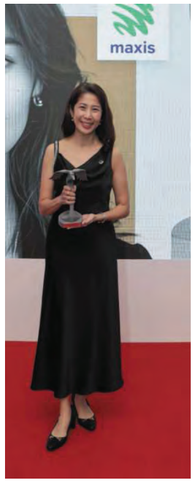
The Ikea team, headed by Ikea Klang Valley store manager Takeshi Murai, won gold in the Home Improvement Products and Stores category, with the award presented by 4As' Loh (far right).

AirAsia group senior brand manager Angelica Wong with a silver in the Transportation, Travel and Tourism category.

Toyo Tyres Sales and Marketing Malaysia Sdn Bhd executive vice president and chief finance officer Masanori Nishide (middle, with award) holds a silver in the Automotive - Fuel, Lubricants and Accessories category.

AEON Co (M) Bhd managing director Naoya Okada (middle with award) with chief merchandise and marketing officer Low Ngai Yuen (fourth from left) took home a gold in the Retail category.

100 Plus won gold in the Beverage - Non Alcoholic category, seen here with F&N Beverages Marketing chief marketing officer Leong Wai Yin (second from left).



Maxis consumer business, brand and marketing head Wong Tse San with the gold award in the Communication Networks category.

SMG's Chan (middle, holding award) with chief business officer Lydia Wang (at Chan's right), managing editor Brian Martin (at Chan's left) with SMG employees after winning gold in the Media Networks category.

The Tiger Beer team, headed by marketing director Willemijn Sneep (third from left) won gold in the Beverage - Alcoholic category, with the award presented by 4As' Chong (second from right).

IJM Land senior general manager (Johor and East Malaysia) Soh Wai Fong and team won gold in the Property category.

SMG's Chan (sixth from left) poses with Sunway Property central and northern region chief executive officer Chong Sau Min (seventh from left) after presenting him with a silver award in the Property category as 4As managing director Andrew Lee (far right) looks on.

Universiti Kuala Lumpur chairman Datuk Seri Sh Mohmed Puzi Sh Ali (middle) and team with their bronze award in the Education and Learning category.

LG marketing head Sam Hoo (in middle) shows off the bronze award in the Personal, Household and Outdoor Appliances category, with her team.

Proton human capital and administration vice president Amran Mohd Tomin (fifth from left) and his team won a bronze in the Automotive category.

UEM Sunrise's group marketing head Lim Poh Ling (back row, middle, holding award) with corporate communications and branding head Serina Joon (back row, middle) and their team celebrate a gold win in the Property category.

The team from Astro, led by chief sales and marketing officer Tai Kam Leong (back row in pink shirt), won a platinum for Astro, a gold for Era FM and a bronze for Hitz FM, in the Media and Networks category.

The KFC Malaysia team, lead by head Loi Liang Tok (fifth from right, holding award) won gold in the Restaurants and Fast Food Outlets category, with 4As' Loh (far left) present.

Sunway Theme Parks executive director Calvin Ho (middle with award) grabbed a silver in the Entertainment category, for the Sunway Lagoon brand.

The Somersby team, headed by marketing director Olga Pulyaeva (third from left) holds up the silver for the Beverage - Alcoholic category as 4As Chong (second from left) looks on.

Petrosains chief executive officer Ezarisma Azni Mohamad (middle, with award) and his team won a bronze in the Entertainment category.

Nippon Paint marketing assistant general manager Datin Wong Meng Lee (fourth from left, holding award) and her team won a silver in the Home Improvement Products and Stores category. 4A's Loh (far left) had presented them the award.

Malaysia Aviation Group (MAG) chief commercial officer of airlines Dersenish Aresandiran (middle, holding award) and his team won a bronze in the Transportation, Travel & Tourism for the brand Firefly.

Michelin brand and communication manager Linda Chee (left) being awarded a platinum in the Automotive - Fuel, Lubricants and Accessories category by 4As council member Parames Iyadorai.

Unifi chief business and consumer officer Anand Vijayan (sixth from left) and team took home a platinum in the Communication Networks category. With him are Chan (seventh from left) and Lee (far right).

Shell, represented by Shell Mobility Malaysia general manager Seow Lee Ming (in red, holding award) and team, clinches a gold in the Automotive - Fuel, Lubricants and Accessories category, 4As' Parames (second left) presented them the award.

Cuckoo Malaysia's chief marketing officer Queenie Goh (in pink dress with award) and her team with the silver award in Home Improvement Products and Stores category. With them is 4As' Loh (far right).

3M Malaysia and Singapore category development marketing manager Stephanie Ng (middle, holding award) and team won a bronze in the Household Products category for the Scotch-Bright brand.

Open University Malaysia president and vice-chancellor Prof Dr Ahmad Izanee Awang (middle, holding award) and his team won platinum in the Education and Learning category.

Multimedia University president and chief executive officer Prof Datuk Dr Mazliham Mohd Su'ud (middle holding award) and team won a gold in the Education and Learning category.

Carlsberg Malaysia marketing director Olga Pulyaeva (sixth from left) and team won platinum in the Beverage - Alcoholic category, with 4As council member LV Chong (fifth from left).

Visa Malaysia marketing head Eugene Lim (right) receiving the gold award in Banking, Investment and Insurance category from Koh.

DATUK MANOHARAN PERIASAMY
Director-General
Tourism Malaysia

How has your brand evolved over the years?

Our brand, Tourism Malaysia, has evolved alongside the growth of the travel and tourism industry in striving to offer the best experience for travellers. Thus, winning the bronze award in the Transportation, Travel and Tourism category is a proud milestone for us which reflects the dedication and innovation we have brought to the industry.

In conjunction with the Visit Malaysia 2026 campaign, this award serves as an exciting reminder of our commitment in showcasing Malaysia's beauty alongside rich culture, and in positioning Malaysia as a top global travel destination, offering unique and memorable experiences for every traveller.

How important are partnerships in building awareness and strength of your brand?

Strategic partnerships with essential stakeholders, including government agencies, GLCs and industry players play a crucial role in building awareness and strengthening our brand.

These partnerships enable us to combine our efforts, exchange valuable insights and strengthen our promotional campaigns to position Malaysia as a premier travel destination. By working in unison, we can create more impactful experiences for travellers and elevate the nation's tourism offerings on an international scale. As we move forward with initiatives like Visit Malaysia 2026, our continued collaboration with partners will be the key in achieving long-term success and growth.

How has your branding shaped your company's internal culture and employee engagement?

We emphasise core values such as diversity, hospitality and the promotion of Malaysia's natural beauty, which resonate strongly with our workforce. This sense of connection makes them proud to be part of the team and motivates them to work together.

As ambassadors of the brand, our employees take great pride in embodying Malaysia's rich culture and welcoming nature.

The brand promotes a culture of open communication and teamwork, ensuring that everyone feels included in a larger mission. Recent accolades have further heightened employees' enthusiasm and pride in their roles which drives them to consistently strive for excellence.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Tourism Malaysia advocates for sustainable tourism which encourages travellers to enjoy Malaysia while honouring the environmental preservation, in alignment with the United Nations Sustainable Development Goals (UNSDG).

Our initiatives include supporting eco-friendly accommodations and conservation efforts which emphasise sustainable practices that support both communities and the ecosystem.

By making sustainability a core part of our brand, we strive to position Malaysia as a responsible and environmentally friendly destination which not only directs our initiatives but also motivates travellers to make environmentally conscious choices; thereby, safeguarding our natural heritage.

EZARISMA AZNI MOHAMAD
Chief Executive Officer
Petrosains

How has your brand evolved over the years?

Since our establishment in 1999, Petrosains has been committed to making STEM learning accessible to all. Over the years, we have evolved from a stand-alone experience centre to a digital-enabling learning catalyst, adapting to new demands and global challenges. As the shift to renewable energy became essential for global conservation, we have also emphasised sustainability to support Petronas' pathway to net zero carbon emissions by 2050.

From inspiring curiosity to creating meaningful impact, we aim to foster innovation among communities, ensuring a sustainable and equitable future for future generations.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial for enhancing the strength of our brand's growth and impact. Collaborations with ministries, state governments, corporate partners and kindred organisations enable us to amplify awareness and broaden STEM learning opportunities.

This further reinforces our role as a social impact arm of Petronas to drive innovation and empower communities near and far. By leveraging collective

resources and expertise, partnerships bolster our mission to inspire young minds, drive innovation and empower communities. This collaborative approach significantly contributes to building a progressive, knowledge-driven society.

How has your branding shaped your company's internal culture and employee engagement?

Our branding reflects a deep commitment to giving back to society, nation-building and cultivating a passionate, engaged workforce.

Guided by a shared purpose, our employees strive for excellence to nurture talent, support innovation and foster a technology-savvy society.

This culture inspires teamwork and dedication, encouraging our staff to go beyond their roles to create lasting community impact. By aligning this mission with employees' values, our branding strengthens and fosters cross-departmental collaboration to drive efforts towards building an innovation-driven society capable of competing globally in the future.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability extends far beyond environmental responsibility; it is interconnected with diversity and inclusivity. At our science centre, we focus on impactful STEM education through exhibits like Sustainability Gallery and Energy Capsule and programmes on Clean Energy Solutions and Greenhouse Gases.

Beyond our centre, we empower communities, including indigenous groups, with future-proof skills through initiatives like Petrosains Tech4All and Petrosains RBTX Challenge.

This holistic approach, exemplified by one team's gold medal at the 2025 International Robot Olympiad in Busan, South Korea, highlights our commitment to social responsibility and building a sustainable future.

ABDUL SANI ABDUL MURAD
Group Chief Marketing Officer
RHB Banking Group

How has your brand evolved over the years?

At RHB, our brand has evolved by staying steadfast in our purpose of making progress happen for everyone. This commitment drives a customer-centric focus – reflected in how we develop products and serve our customers.

We've launched innovative offerings, such as Malaysia's first recycled plastic debit card supporting sea conservation, and a multi-currency debit card carrying 34 currencies in one.

Our dedication to service excellence is evident in seamless digital innovations like our mobile banking platform. Above all, we ensure our efforts are sustainable, embedding ESG principles into everything we do.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial in fulfilling our brand promise as they enable us to leverage mutual strengths and create synergies that benefit the communities we serve. A great example is RHB's #JomSapot Beli Lokal campaign, where we partnered with the Star Media Group to support and grow SME businesses.

This collaboration not only amplified the campaign's reach but also reinforced our brand's position as an enabler of progress. By supporting local entrepreneurs, we've fostered trust and goodwill, which improves brand awareness and strengthens our connection with customers as a reliable and purpose-driven financial partner.

How has your branding shaped your company's internal culture and employee engagement?

With a clear brand purpose, Together We Progress, our branding has significantly shaped RHB's internal culture. It provides a shared focus, encouraging everyone to ask how their work contributes to delivering progress.

This alignment fosters collaboration and purpose-driven actions across the organisation. Branding also places our identity in everyday conversations, strengthening the connection between employees and customers. By embedding trust and pride in our brand, we empower our people to live our values and champion our purpose, creating a positive cycle of engagement, service excellence and impactful customer relationships.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is an integral part of our brand journey. It deeply resonates with RHB's identity, reflecting our commitment to building a better, more equitable future.

We are steadfast in our goal to achieve net-zero carbon emissions by 2050, guided by a structured roadmap with clear targets – reducing operational GHG emissions by 45% by 2026 and achieving carbon neutrality by 2030, as well as empowering two million individuals and businesses by 2026. By embedding sustainability principles into our operations and solutions, we not only help clients transition to greener practices but also demonstrate leadership in driving sustainability progress. Sustainability isn't just something we do, it's central to who we are.

Thank you for going on this journey with us.

Here's to more adventures to come.

PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
GOLD

AMEEN AMAENDRAN
Chief Executive Officer
redONE Mobile

How has your brand evolved over the years?

redONE Mobile has evolved, since we were established in 2012, as Malaysia's first mobile virtual network operator (MVNO) offering postpaid from only RM8, to South-East Asia's largest MVNO, now offering affordable 5G Postpaid and Prepaid plans for all. We're expanding our digital presence and are committed to driving innovation through digital transformation, customer-centricity and simplicity. redONE Mobile is redefining the telco experience, delivering exceptional value to our customers. Through strategic partnerships, CSR initiatives and broadening our digital footprint, redONE Mobile is positioning itself for long-term growth and success across more Asean countries.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial to building redONE Mobile's brand awareness and strength. By collaborating with prominent brands and businesses that our customers and potential customers resonate with, we expand our market presence and enhance credibility. This allows us to connect with diverse customer segments and provide greater value. Whether through community-driven initiatives or strategic business alliances, these collaborations boost our brand's visibility, foster loyalty and drive sustainable growth.

How has your branding shaped your company's internal culture and employee engagement?

Our branding is closely tied to our internal culture, reinforcing values of accessibility, affordability and support for society. This alignment creates a shared sense of purpose, inspiring employees to prioritise customer needs while fostering innovation and collaboration. We also integrate a "giving back" mindset, encouraging employees to actively participate in corporate social responsibility initiatives and volunteer programmes. By embodying our brand values, we ensure that our team is motivated, engaged and committed to making a positive impact, both through their work and by contributing to the well-being of the people and groups we serve.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the core of redONE Mobile's values. We strive for a lasting positive impact through initiatives on empowering communities especially the underprivileged. Internally, we're also focused on energy efficiency, carbon footprint reduction and recycling programmes in our offices.

PROF DATUK DR EWE HONG TAT
President / Chief Executive Officer
Universiti Tunku Abdul Rahman

How has your brand evolved over the years?

Since its establishment in 2002, Universiti Tunku Abdul Rahman (UTAR) has grown from modest beginnings into a trusted name in education, recognised for academic excellence, innovative research, high graduate employability and community engagement. We have expanded to offer comprehensive programmes, embraced digital transformation and cultivated a global perspective. Our commitment to affordable, quality education and industry relevance has solidified our brand as one of the leaders in nurturing talent and driving societal progress.

How important are partnerships in building awareness and strength of your brand?

Partnerships are essential for expanding UTAR's reach and enhancing brand value. Collaborations with industry leaders, universities and organisations foster knowledge exchange, research opportunities and enriched learning experiences. These partnerships strengthen UTAR's reputation as a dynamic institution fostering global and local connectivity. UTAR remains committed to building trust among youths and the community through community projects, international and industry collaborations and research initiatives that support sustainability and progress, further positioning the university as a hub of excellence in education and innovation.

How has your branding shaped your company's internal culture and employee engagement?

UTAR's branding emphasises excellence, integrity and innovation, which resonates strongly with our employees. It fosters a sense of pride and purpose, motivating staff to contribute to the university's vision. By aligning branding with our mission, we have cultivated an inclusive, supportive culture where employees are engaged, valued and inspired to uphold the university's reputation.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is integral to UTAR's mission, reflected in education, research and campus initiatives aligned with Sustainable Development Goals (SDGs) and Environmental, Social and Governance (ESG) principles. Through green initiatives, community outreach and awareness campaigns, UTAR fosters future-ready graduates who champion environmental stewardship and sustainable practices, creating a lasting positive impact on society and the planet.

RYAN JUNG
Head of Marketing & Product Division
Coway (Malaysia) Sdn Bhd

How has your brand evolved over the years?

As the Best Life Solution Company, Coway has continuously evolved to meet the ever-changing needs of our customers, blending innovation with wellness at every turn. Over the years, we have broadened our product range to include the Coway Berex Massage Bed, Mine & Pebble massage chairs, outdoor filters, alongside water purifiers like Dazzie, Neon, and Villaem III, all designed to enhance modern living.

We have also deepened our community connections through initiatives like the annual Coway Run and collaborations with NGOs, reinforcing our dedication to healthier lifestyles and a better future for all.

How important are partnerships in building awareness and strength of your brand?

Partnerships are at the heart of how we build awareness and strengthen Coway as a brand. Collaborating with trusted organisations, NGOs and event platforms allows us to connect deeply with communities and share our vision of wellness.

Initiatives like the Coway Run and NGO partnerships help us reach new audiences while showcasing our commitment to making a positive impact. These meaningful collaborations build trust, highlight our innovative solutions and reinforce Coway's dedication to creating healthier, happier lives for all.

How has your branding shaped your company's internal culture and employee engagement?

Rooted in wellness and innovation, Coway's branding defines how we work and connect as a team. Our mission to become "Best Life Solution Company" gives employees a clear purpose and instills pride in everything we do.

With a focus on creating innovative solutions such as our water purifiers, mattresses and wellness products, we cultivate a culture that values creativity and forward thinking. By connecting our brand values with our internal culture, we foster collaboration and a shared drive to improve the lives of those we serve.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a core value at Coway, and it's reflected in our Happy Water Project. This initiative provides 1,000 Orang Asli families and underserved communities with access to clean water by developing sustainable water sources to ensure a continuous supply.

MORIKAWA TOMOHITO
Managing Director
Epson Malaysia

How has your brand evolved over the years?

Epson has continuously evolved by staying ahead of technological trends and addressing customer needs. From our beginnings in precision manufacturing to becoming a global leader in printing and office solutions, we have expanded our portfolio to include eco-conscious innovations like Heat-Free Technology printers and advanced projection systems. Guided by our "Engineered for Good" philosophy, we remain committed to creating products that combine innovation, sustainability and reliability.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial in elevating Epson's brand visibility and credibility. Collaborating with enterprises, industry leaders and organisations helps us deliver innovative IT and office solutions that meet evolving market demands. Through strategic alliances, such as implementing

sustainable printing technologies in businesses, we showcase our expertise, build trust and strengthen our market position. These partnerships reinforce Epson's role as a dependable and forward-thinking brand.

How has your branding shaped your company's internal culture and employee engagement?

Epson's branding fosters a culture of innovation, sustainability and customer-first values. By aligning with our "Engineered for Good" vision, employees take pride in delivering meaningful solutions that positively impact communities and businesses. Internal initiatives, transparent communication and shared goals inspire collaboration and drive engagement, ensuring employees feel connected to our mission of delivering innovative, sustainable technologies.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to Epson's identity and operations. Our innovations, such as Heat-Free Technology printers and energy-efficient projectors, are designed to minimise environmental impact while boosting productivity. Guided by our Environmental Vision 2050, we are committed to becoming carbon negative and resource-free by 2050. Sustainability is not just a goal – it's a commitment to create a positive, lasting impact on businesses and the planet.

YAP JAY QUEEN
Head of Marketing
Marigold HL Milk

How has your brand evolved over the years?

We make continuous improvements and invest in R&D to meet the health and nutritional needs of our consumers. With higher levels of calcium and protein, plus nine essential vitamins (A, B1, B3, B6, B12, C, D3, E and folic acid) Marigold HL Milk supports active lifestyles while also addressing specific health needs like improving muscle strength and preventing sarcopenia. This makes it beneficial for young adults as well as mature adults at higher risk of sarcopenia. Marigold HL Milk is truly more than just milk, and remains a trusted choice for better health.

How important are partnerships in building awareness and strength of your brand?

Partnerships are an essential pillar in Marigold HL Milk's efforts to drive awareness of health and wellness. Collaborating on fitness events, health campaigns and educational programmes allows us to effectively highlight the importance of bone and muscle strength, as well as overall health. With Malaysians lacking many essential nutrients, Marigold HL Milk provides the needful nutrients to support active lifestyles and prevent age-related conditions like sarcopenia.

How has your branding shaped your company's internal culture and employee engagement?

Our branding, focused on health, innovation and excellence, shapes a culture where employee well-being is a priority. We take pride in fostering a workplace that champions healthier lifestyles and supports community well-being. To stay true to our mission of promoting the early prevention of sarcopenia, we conduct muscle strength tests for employees, alongside wellness programmes and engagement activities.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is a core value at Marigold HL Milk. We are committed to responsibly sourcing ingredients, reducing our carbon footprint and minimising packaging waste.

Our eco-friendly initiatives, including recyclable packaging and energy-efficient manufacturing processes, reflect our dedication to both the environment and the health of our consumers.

By aligning sustainability with our brand values, we aim to contribute to a healthier planet while promoting the well-being of Malaysians through our nutrient-rich products.

TAN KAI YOUNG
Chief Executive Officer
laollao

How has your brand evolved over the years?

Since entering Malaysia in 2015, llaollao has evolved into the strongest froyo brand in the country, earning a loyal fanbase. We've adapted by introducing flavours and campaigns that resonate with Malaysians while ensuring our products are Halal-certified to meet local needs. Through innovative partnerships, seasonal offerings and community-driven initiatives, we've grown beyond just a dessert brand to one that creates meaningful experiences. As we approach our 10th anniversary in 2025, we remain committed to quality, creativity and connecting with fans across generations.

How important are partnerships in building awareness and strength of your brand?

Partnerships are fundamental for any international brand, including llaollao. Collaborating with like-minded brands allows us to amplify our reach, create unique customer experiences and strengthen our presence in the market. These partnerships help us align with evolving consumer trends while showcasing the versatility of our products. By fostering these synergies, we not only build brand awareness but also reinforce llaollao's commitment to innovation and quality.

How has your branding shaped your company's internal culture and employee engagement?

llaollao's branding emphasises community, quality and innovation, which are values we instill in our team. Our employees take pride in being part of a brand that creates meaningful moments for customers. We regularly engage them in campaigns and encourage ideas that reflect our brand's fun and inclusive spirit. This alignment between branding and internal culture fosters a sense of belonging, motivation and shared purpose.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of llaollao's values and we strive to incorporate eco-conscious practices in our operations. We understood the use of plastic could often be a challenge in an F&B business and so we've taken steps to curb single-use plastics and encourage customers to participate in waste reduction initiatives. Locally, we focus on creating community-driven campaigns that align with environmental awareness, ensuring our efforts resonate with Malaysians. By continuously improving our practices, we aim to not only serve joy through froyo but also contribute positively to the planet's future.

M. THILLINADAN
Deputy Group Editor
Berita Harian

How has your brand evolved over the years?

Berita Harian (BH), Malaysia's first Malay newspaper, was launched on July 1, 1957, fulfilling the aspirations of a newly independent nation. Over 67 years, BH has evolved into the leading Malay newspaper, covering diverse topics under the tagline "Satu Untuk Semua", earning trust as a reliable news source.

In the digital era, BH launched BHonline, becoming the No.1 digital news platform (Comscore). With 6.5 million Facebook, and 1.2 million Instagram followers and engaging content like Bicara BH (talkshow), Borak Harini (podcast), and #BHNakTanya, BH connects with younger audiences and leads in social media presence.

How important are partnerships in building awareness and strength of your brand?

In today's competitive media landscape, partnerships are crucial for expanding BH's reach and strengthening its brand. Collaborations with reputable organisations and Key Opinion Leaders boost visibility and credibility while tapping into new audiences.

Diversifying content through expert interviews, event coverage and exclusive reports attracts varied readers. BH generates revenue via co-branded content, shared advertising and joint events, reinforcing its position as a community leader. By partnering with tech companies, BH enhances digital offerings, ensuring authenticity and adaptability in a rapidly evolving media ecosystem.

How has your branding shaped your company's internal culture and employee engagement?

Branding shapes internal culture and boosts employee engagement by aligning teams with BH's mission, values and vision. This fosters pride, loyalty and a sense of purpose, inspiring collaboration and commitment to long-term goals.

Training and development tied to the brand help employees grow in alignment with BH's identity. The brand strategy team, in particular, must have deep knowledge of BH's products and content to craft impactful marketing plans.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to BH's mission to inform, educate and support societal well-being. Beyond a moral duty, it offers a strategic edge, enhancing relevance, trust and long-term viability. Readers value brands addressing environmental and social issues, and BH builds credibility by reporting on climate change, corporate responsibility and environmental justice.

JUSTIN CHOI
Managing Director
LG Electronics Malaysia

How has your brand evolved over the years?

From humble beginnings in Malaysia to becoming a household name in consumer electronics, LG's evolution reflects our commitment to innovation and customer joy. The company has continually evolved by developing new technologies, expanding its product lines and integrating smart features. Guided by our "Future Vision 2030" strategy, LG is transforming into a "Smart Life Solution Company", leveraging decades of customer insight, manufacturing expertise and technological leadership. We've adapted to changing consumer needs through initiatives like LG Subscribe, making premium technology accessible to more Malaysians. This journey showcases our dedication to combining cutting-edge technology with practical solutions.

How important are partnerships in building awareness and strength of your brand?

Strategic partnerships are vital to LG Malaysia's growth and community impact. For instance, our collaboration with Yayasan Perak in 2024 through MZK Resources exemplifies how we merge technological innovation with local development, particularly in digital advertising advancement. We also partner with diverse and meaningful organisations, including Pusat Darah Negara and Malaysian Red Crescent Society (MRCS), to foster impactful community initiatives.

How has your branding shaped your company's internal culture and employee engagement?

"Life's Good" isn't just our slogan – it's the heartbeat of our company culture. This philosophy shapes how we nurture our team's growth, celebrate achievements and support each other through challenges. From initiatives like the Life's Good Blood Donation Drive – where we encourage giving back to the community, to Life's Good Day – a celebration filled with fun, specially-curated activities for our team, we create meaningful experiences that go beyond the workplace.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is fundamental to LG Malaysia's identity and brand vision. We believe Life's Good, but to truly enjoy it we have to look after it. This drives our commitment to creating energy-efficient product innovations that reduce environmental impact while enhancing user experience. We are actively reducing our carbon footprint by developing greener products, utilising renewable energy sources and adopting energy-saving measures across our operations.

PROF DR AZMAN SENIN
President / Chief Executive Officer
Universiti Kuala Lumpur

How has your brand evolved over the years?

Universiti Kuala Lumpur (UniKL), founded in 2002 by merging five MARA TVET institutions, began as a modest educational institution to uphold technical education in Malaysia. As Malaysia's educational landscape has encountered significant fast-paced changes to adapt to global industrial demands, UniKL has also shifted in this direction. This has positioned UniKL as an indispensable player in education, offering programmes aligned with High Growth and High Value (HGHV) sectors like rail, aviation, marine, semiconductor and renewable energy. Our continued alignment with the educational and industrial landscapes has positioned us as a game-changer in technical education.

How important are partnerships in building awareness and strength of your brand?

UniKL has always prioritised partnerships, as they are critical to our growth and brand awareness. We trust that the partnerships we have built with over 130 local and international partners will help expand our reach. We have benefited from research collaboration, technology transfer and access to industrial insights. These industrial insights are the core strength of our educational system, which focuses on hands-on learning.

Moreover, our alumni, who are working with our strategic partners both locally and abroad, reflect our programme quality and help build awareness of our brand.

How has your branding shaped your company's internal culture and employee engagement?

At UniKL, everyone is an ambassador for our brand. We are united by our pride and commitment to strengthen our brand and ensure its viability. We have been recognised in global university rankings and local brand awards for our synergised efforts. As our brand strengthens, everyone plays an active role in contributing to the university.

This fosters pride and dedication which drives us to achieve more. In addition, it influences how we interact with students, employees and campuses, shaping our internal culture and employee engagement.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

As a GLU, we are committed to a sustainable future. UniKL BMI offers the Bachelor of Electrical Engineering Technology (Sustainable Energy) and is Malaysia's first to develop a zero-energy building. We partnered with Huawei Malaysia on smart city technology and signed an MOA with the Malaysian Relief Agency to provide sustainable electricity to Indigenous communities in Tasik Banding.

KAMALUDIN AHMAD
Group Chief Executive Officer
Etiqa Insurance & Takaful

How has your brand evolved over the years?

Etiqa began with the brand promise of "Humanizing Insurance & Takaful" in 2007. Being the result of a merger between five different companies then, the Etiqa brand was the new kid on the block but has since established itself to be the leading Insurance and Takaful brand in Malaysia and a home-grown national champion. Since 2016, we have expanded beyond Malaysia's shores to carry our brand across Asean and establish ourselves amongst the select group of multinational Malaysian brands.

How important are partnerships in building awareness and strength of your brand?

Over the years, Etiqa has sought out win-win partnerships with organisations including our network of agents, hospitals, workshops, reinsurers and NGOs to ensure positive impact on our customers, the communities that we serve and the environment.

An example of this is our partnership with the Employer's Provident Fund (EPF) to provide insurance and takaful coverage, offered via the i-Lindung initiative, to all segments of Malaysians.

How has your branding shaped your company's internal culture and employee engagement?

Premised on our Purpose Statement to "Make the World a Better Place", Etiqa's brand serves as a north star for our employees to embrace our Core Beliefs of being "Ethical, Trustworthy, Inclusive, Questing, Authentic and Nurturing". This is reflected in our efforts to inculcate a culture where all employees provide Fast and Easy service with the Best Advice; make profits from work that benefits humanity; grow with our business partners; continuously learn and treat customers like family.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability aligns deeply with our brand values and is a guiding principle in everything we do. We proudly serve diverse segments of society, including the B40 community through affordable premium initiatives such as Pos Khairat, Mutiara Plus insurance, microinsurance programmes in Indonesia and Cambodia, and our zakat contributions.

Additionally, our efforts to reduce our own carbon footprint, and our environmentally friendly products such as "Drive Less, Save More" – that gives customers rebates of up to 30% for driving less, as well as our Electric Vehicle motor protection packages, reflect our commitment to sustainability.

STEPHANIE NG
APAC Consumer Experience Manager
Home Care Division
3M Malaysia

How has your brand evolved over the years?

Scotch-Brite has evolved from being a trusted cleaning brand to becoming a household name synonymous with effective and innovative cleaning solutions since its launch in Malaysia back in the 1990s. What began as a brand focused on scouring products has now expanded into a comprehensive range of cleaning solutions. In addition to our core scouring range, we have introduced kitchen cloths, floor care tools and bath cleaning products, providing Malaysians with a complete suite of products to meet their diverse cleaning needs.

How important are partnerships in building awareness and strength of your brand?

Partnerships have been instrumental in building awareness and strengthening the Scotch-Brite brand in Malaysia. By collaborating with complementary cleaning brands, we've been able to create integrated solutions that add value to our customers' everyday cleaning routines.

How has your branding shaped your company's internal culture and employee engagement?

Our branding efforts have not only strengthened Scotch-Brite brand's presence in the market but also shaped a collaborative and engaged internal culture. Within the Consumer Business Group, teamwork is deeply ingrained; not just in Malaysia but across APAC. Teams work closely to share best practices, learn from one another and continuously improve.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of Scotch-Brite's brand values and resonates deeply with our mission to create products that improve everyday life while caring for the planet. As a brand under 3M, we are committed to driving positive environmental impact through innovation and responsibility.

We've integrated sustainability into our product offerings by introducing eco-conscious solutions, such as cleaning tools made from recycled materials and designed for durability, which helps reduce waste. Additionally, our manufacturing processes align with 3M's global sustainability goals, focusing on reducing our carbon footprint and conserving resources. Sustainability is not just a trend for the Scotch-Brite brand; it's a long-term commitment to making a meaningful difference for both people and the environment.

STEVEN TAN
Country Manager
Puma

How has your brand evolved over the years?

Puma has evolved by staying true to our sports heritage while embracing innovation and modern trends. Over the years, we have expanded our product range, collaborated with global athletes and creatives, and strengthened our digital presence. Sustainability and inclusivity are now at the heart of our mission, reflecting our commitment to drive positive change. By combining performance and style, Puma continues to inspire individuals and empower communities, ensuring we stay a dynamic and relevant brand that resonates with consumers worldwide.

How important are partnerships in building awareness and strength of your brand?

Partnerships play a crucial role in building Puma's brand awareness and strength. Collaborating with athletes, teams and influencers allows us to amplify our message, and showcases our commitment to innovation and performance. These partnerships foster meaningful connections with our audience, enhance our brand credibility and deepen community engagement. By teaming up with like-minded partners, we strengthen our market presence and inspire loyalty among consumers, fuelling Puma's continued success.

How has your branding shaped your company's internal culture and employee engagement?

Puma's branding has fundamentally shaped our internal culture, embodying our core values: Be Driven, Be Vibrant, Be Together and Be You. These values inspire our employees to strive for excellence, bring creativity to the forefront and thrive as a united team. We also celebrate individuality, creating an inclusive environment where everyone feels valued and empowered. This strong alignment between our brand identity and internal company culture drives employee engagement.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is crucial to Puma, as reflected in our commitment to the "Forever Better" initiative. We design and create eco-friendly products using sustainable materials and responsible production methods. Through our CSR initiative, Engage@Puma, we focus on key areas such as sports and health, environmental protection, equality and inclusion, and education. This balance between sustainable products and meaningful community impact drives our efforts to reduce environmental footprints while uplifting diverse communities.

VIJAY RATNAPARKHE
Regional President South-East Asia
Bosch

How has your brand evolved over the years?

Bosch started offering mobility solutions to Malaysians in 1923. Staying true to our brand purpose "Invented for life", our brand has evolved to be also known for technology that helps improve quality of life and conserve natural resources, in the mobility, industrial technology, consumer goods and energy sectors. Beyond products and services, our R&D and manufacturing facilities, including Bosch's most advanced semiconductor test centre in Asia – Penang, as well as our investments in TVET initiatives and sustainability-focused projects reinforce our brand position as a leading technology provider.

How important are partnerships in building awareness and strength of your brand?

We believe in the power of collaboration and strive to build relationships with like-minded partners. Collaboration with the local authorities such as MIDA as well as local dealers and business partners has been instrumental in advancing our manufacturing and innovation efforts, enhancing Bosch's presence in Malaysia. Additionally, partnerships with organisations like secretariats, chambers, schools, NGOs and local communities are essential to our CSR initiatives, including sustainability and talent development programmes. These collaborations not only amplify our impact but also reinforce Bosch's commitment to contributing meaningfully to Malaysia's socio-economic growth.

How has your branding shaped your company's internal culture and employee engagement?

Our brand and culture are led by our purpose to be "Invented for life", where our products and services continually improve quality of life and help conserve natural resources. Our long-standing set of values foster a culture of trust, accountability and innovation – all important ingredients to ensure our offerings are invented for life. These are further strengthened by engagement initiatives like an employee suggestion system, regular town hall meetings and open dialogues, cross-functional projects and more. Together, these align employees with our mission and purpose to create a cohesive, purpose-driven workforce.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is central to Bosch's corporate strategy. Carbon neutral since 2020 (scope 1 and 2), Bosch demonstrates this commitment through initiatives like Malaysia's largest rooftop solar panel system, installed in 2019 at the Mobility Electronics Manufacturing Plant in Penang, generating 4,500 MWh annually and reducing emissions.

TIFFANY TANG
Marketing Director
Reckitt Malaysia & Singapore
RB (Health) Malaysia Sdn Bhd

How has your brand evolved over the years?

Over the years, Gaviscon has evolved from a trusted heartburn and indigestion solution to a leader in digestive relief. The brand has consistently kept its quality and standard of formulations to offer faster and longer-lasting relief. Gaviscon's commitment to sustainability and quality has strengthened its position, while its partnerships with healthcare professionals and retailers ensure it remains at the forefront of consumer choice.

How important are partnerships in building awareness and strength of your brand?

Partnerships with healthcare professionals, influencers and retailers are key to Gaviscon's success. By collaborating with trusted experts, we ensure our brand's message of fast, effective relief reaches those who need it most. Influencers amplify this message, while retailers strengthen accessibility. These

relationships drive brand credibility and ensure Gaviscon remains a go-to solution for heartburn and indigestion relief, reinforcing trust with consumers and healthcare providers

How has your branding shaped your company's internal culture and employee engagement?

Gaviscon's branding in Malaysia, focused on providing fast and lasting relief from heartburn and indigestion, fosters a culture of care and commitment among employees. This sense of purpose motivates teams to work collaboratively towards improving consumer well-being. By aligning with Gaviscon's dedication to quality and innovation, employees feel connected to the brand's mission of delivering trusted, effective solutions that enhance everyday life.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Gaviscon's mission to ease the global healthcare burden aligns with sustainability by addressing the pervasive challenge of heartburn and indigestion. By providing fast-acting, long-lasting relief, Gaviscon enables people to maintain their daily lives uninterrupted. Leveraging sustainably sourced sodium alginate from seaweed, Gaviscon also supports ethical ingredient sourcing, ensuring minimal environmental impact while fostering consumer trust.

NAVIN RISHAL
Brand Manager, Hitz
Astro Radio Sdn Bhd

How has your brand evolved over the years?

Hitz has always been the leading English radio station in Malaysia, but we're much more than just a radio station now. We see ourselves as a dynamic brand that connects with our audience across platforms. Over the years, we've adapted quickly to the latest trends. While infotaiment remains at the heart of what we do, we continue to educate in a fun and engaging way, ensuring we stay relevant to our audience.

How important are partnerships in building awareness and strength of your brand?

Partnerships play a huge role in strengthening our brand and expanding our reach. For example, collaborating with local businesses allows us to support communities while building meaningful relationships. We've also partnered with government-linked companies (GLCs) and other organisations to amplify initiatives that matter. Using both radio and digital platforms, we create impactful campaigns like the "Kami Care" event, which is our way of giving back to society. Additionally, being part of some of Malaysia's biggest concerts has helped cement Hitz as a brand that's always in tune with what our audience loves.

How has your branding shaped your company's internal culture and employee engagement?

At Hitz, we're not just a radio brand, we're a family. Our announcers bring energy and personality to the airwaves, but it's the team behind the scenes that ensures everything runs smoothly. From producers to digital content creators, everyone plays a vital role. The collaborative and energetic culture we've built inspires creativity and keeps our team motivated to push boundaries every day.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability for us is about staying consistent while evolving with the times. Our signature Morning Crew show is a perfect example. It has been a staple for our listeners, consistently delivering top-tier entertainment. We're also focusing on uptrend digital content and curating playlists that resonate with our audience's preferences. By staying in tune with what matters most to our listeners, we ensure Hitz remains the go-to station for English music and entertainment in Malaysia.

PRISCILLA WU
Managing Director
Guardian Malaysia and Brunei

How has your brand evolved over the years?

For 57 years, Guardian has been a trusted partner in health and beauty, supporting Malaysians from childhood to adulthood. Serving over a quarter of the population, we've grown with the nation, building trust, care and purpose.

As Malaysia's leading retailer, we deliver solutions, foster relationships and set trends. Our commitment remains steadfast: to provide the best health and well-being products at great value. With our new brand vision, "Own Your Beautiful. Take control of your well-being," we empower customers to embrace their unique beauty and be their best selves.

How important are partnerships in building awareness and strength of your brand?

We work with all the best in brands, both local and international, to provide the best solutions that meet our customers health, beauty and well-being needs. We believe in building great partnerships with these brands by supporting them to educate customers, create great brand awareness and also provide our partners the ability to reach their customers through our network of over 550 stores as a trusted retailer for 57 years.

How has your branding shaped your company's internal culture and employee engagement?

Our team members are the heart and soul of Guardian, playing a vital role in bringing our brand vision to life. From the corporate office to the store floor, every team member understands their importance in making Guardian special. We don't just sell products – we change lives. By helping our customers "Own Your Beautiful", we build trust through great service, boost confidence with the right product recommendations and brighten days with acts of kindness. The journey to achieving our vision begins with us, united in making a positive impact on our customers every day.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

ESG principles are central to our business, showcasing our dedication to sustainability and social responsibility. We are eliminating plastic bag use in our stores, encouraging customers to bring their own or choose Guardian's reusable bags. Our Clean Beauty category offers safe, eco-friendly options to inspire conscious choices. Our CSR efforts include providing body wash to more than 43,000 children from B40 families in Malaysia, supporting 40 million baths for underprivileged children across South-East Asia.

BENJAMIN NAGEL
Managing Director
BMW Group Malaysia

How has your brand evolved over the years?

While BMW Group Malaysia has been established for over 20 years, the BMW brand's presence in Malaysia goes back to the 1970s. Since then, new innovation and industry-leading practices have allowed us to define and redefine the premium automotive industry here. Looking ahead, we are driving the Future of Mobility in Malaysia through Technology Openness and the Power of Choice, empowering our customers to choose their preferred powertrains and innovations for their driving needs.

How important are partnerships in building awareness and strength of your brand?

Partnerships with like-minded organisations and the government play a vital role in creating greater awareness for initiatives the BMW brand is passionate about. Our partnerships with charge point operators, such as JomCharge, Gentari and ChargEV have been instrumental in building confidence among Malaysians in adopting Electrified Mobility. Meanwhile, partnerships with organisations like Pentas Flora and EV Connection advance our key pillar of Circularity.

How has your branding shaped your company's internal culture and employee engagement?

We believe that our brand is not just a reflection of our products, but also of our people. Transformative learning experiences, such as Leadership Xchange sessions, hands-on Health and Safety programmes, alongside wellness initiatives aim to foster a culture driven by a passion for excellence and resilience – the core of the BMW brand. Innovation and continuous growth are celebrated, as reflected in a brand that has stood and adapted for more than 100 years.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

For us, the Future will be driven by the Circular Economy. It is not merely a conceptual framework but has been a tangible, actionable strategy embedded in every aspect of our brand. We aim to create vehicles that perform sustainably during their use phase and maintain sustainability across their entire lifecycle, from material sourcing to recycling at the vehicle's end-of-life. Through our Re:Generate initiative, we have explored innovative projects in sustainability, including giving second-life to EV batteries, as well as repurposing automotive components and oils.

LIEW POOI WAN
Head of Marketing
Pernod Ricard Malaysia Sdn Bhd

How has your brand evolved over the years?

Martell has evolved by blending heritage with innovation. Established in 1715, it remains a symbol of French craftsmanship and elegance. Over the years, we've introduced bold expressions like Martell Noblige, celebrated for its refined smoothness, and Martell Single Cru, which highlights the purity of a single terroir for a truly unique tasting experience. These innovations, paired with collaborations with cultural icons and expansion into new markets, have made Martell more relevant today. Committed to sustainability, we honour tradition while inspiring future generations with bold, forward-thinking craftsmanship.

How important are partnerships in building awareness and strength of your brand?

Partnerships play a pivotal role in building brand awareness and strength. They enable us to connect with new audiences and amplify Martell's identity as a symbol of elegance and craftsmanship. Collaborations with cultural icons, premium brands, and renowned events provide unique platforms to showcase our story and values. These partnerships enhance relevance, create emotional connections, and reinforce our aspirational image. By aligning with partners who share our vision, we strengthen consumer trust, deepen loyalty and drive sustainable brand growth, ensuring Martell remains iconic and desirable.

How has your branding shaped your company's internal culture and employee engagement?

Our branding shapes our internal culture and employee engagement by embodying values of craftsmanship, innovation, entrepreneurship and excellence. At Martell, our identity as a symbol of French sophistication inspires pride and fosters a shared purpose among employees. This alignment encourages collaboration, creativity and a spirit of entrepreneurship, empowering individuals to take ownership of their work. Initiatives tied to our brand engage employees by giving them a meaningful role in shaping our legacy. Through clear branding, we cultivate a motivated workforce united by a common vision of growth and innovation.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability deeply resonates with Martell and our parent company, Pernod Ricard. At Martell, we champion sustainable practices, from how our grapes are cultivated to eco-friendly packaging, ensuring we preserve craftsmanship for future generations.

KAZUMICHI KAWASAKI
Chief Executive Officer
KDK Fans (M) Sdn Bhd

How has your brand evolved over the years?

KDK, originally founded in 1909 in Japan, pioneered electric fans. Over the years, it expanded globally, becoming known for high-quality, durable and energy-efficient fans. KDK embraced innovation, introducing advanced technologies such as DC motors and energy-saving features while focusing on safety and durability. The brand diversified into ceiling fans, ventilating fans, and general fans. Now a trusted name worldwide, KDK blends traditional craftsmanship with modern design, maintaining its reputation for reliability and eco-consciousness.

How important are partnerships in building awareness and strength of your brand?

Partnerships are essential in enhancing the KDK brand's awareness and strength. Collaborating with loyal distributors and retailers ensures broader market reach and greater product accessibility for consumers.

Marketing campaigns and social responsibility initiatives further boost brand visibility and trust in Malaysia. Aligning with eco-conscious organisations reinforces KDK's commitment to sustainability. These collaborative efforts strengthen the brand's reputation, foster customer loyalty and drive sustained growth in an increasingly competitive market.

How has your branding shaped your company's internal culture and employee engagement?

KDK emphasises teamwork, continuous learning and open communication, ensuring employees feel valued and heard. Through training programmes, career development opportunities and recognition initiatives, KDK promotes professional growth and employee engagement. Its commitment to eco-consciousness and customer satisfaction aligns employees with the company's values. This supportive and inclusive environment not only boosts morale but also drives collective efforts towards achieving organisational goals and maintaining KDK's market leadership.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of the KDK brand, resonating deeply with our commitment to creating energy-efficient and eco-friendly products. By integrating advanced technologies like DC motors and energy-saving features, we reduce environmental impact while providing reliable, high-quality solutions.

MICHELLE WO
Marketing Director
Goodyear Malaysia

How has your brand evolved over the years?

Goodyear is a leader in tyre manufacturing, a trusted brand for more than 120 years, providing quality tyres to our consumers.

As a technologically driven brand, we constantly innovate and keep up with new technologies and consumer needs. Consumers can look forward to more premium tyres in the segment of Luxury, EV and SUV tyres, namely the Eagle F1 Asymmetric 6 and Asymmetric 6 SUV.

How important are partnerships in building awareness and strength of your brand?

Brand partnership is impactful and creates greater waves of awareness. Just last year, Goodyear collaborated with Mercedes-Benz for a nationwide consumer campaign, where the winner walked away with the Grand Prize Mercedes-Benz EQA. Partnership brings brands together,

creating more opportunities and possibilities.

How has your branding shaped your company's internal culture and employee engagement?

Culture is built over time and it is the people that make a culture. As Goodyear drives towards brand premiumisation, employees are engaged and actively involved in the process. All employees are encouraged to be a part of product launches and events. A diversified and inclusive environment allows employees to experience first-hand and better understand the brand's goal. This culture defines the future.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

At Goodyear, ESG is integral to our commitment to sustainability. In a significant stride, Goodyear unveiled a demonstration tyre comprising 90% sustainable materials, emphasising our dedication to reducing environmental impact. By 2030, Goodyear's ambitious goal is to pioneer the industry as the first to offer 100% sustainable tyres – proving our mission to foster positive change and environmental responsibility in every facet of our operations.

DR CHRISTOPHER VIERHAUS
Country Manager
Beiersdorf Malaysia & Singapore

How has your brand evolved over the years?

At Nivea Malaysia, Care has always been at the heart of our journey, and we have amplified this by integrating deep thought and Care into every product and initiative. In line with the evolving digital landscape, we have embraced innovative digital strategies to connect with our consumers more meaningfully, enhancing accessibility and engagement. From sustainable product advancements to digital-first campaigns, Nivea continues to prioritise Care and relevance in every aspect of our growth.

How important are partnerships in building awareness and strengthening your brand?

Partnerships are pivotal to Nivea Malaysia's growth and presence. Our collaboration with key retailers, for example, enables us to reach consumers nationwide with exclusive in-store promotions, gift-with-purchase campaigns, contests and even CSR initiatives. These initiatives create direct touchpoints with our consumers, fostering stronger connections and increasing accessibility to Nivea products. Such partnerships allow us to amplify our mission of delivering care and quality to Malaysians while reinforcing our position as the World's No.1 Skincare Brand.

How has your branding shaped your company's internal culture and employee engagement?

At Nivea Malaysia, the brand embodies Care, Trust and Courage – values that shape our workplace culture. Guided by the belief that "CARE changes everything," we prioritise employee well-being, inclusivity and development.

Programmes such as Care Beyond Skin, our CSR initiative, inspire pride and purpose, aligning our teams with societal impact. Trust and courage empower employees to voice ideas and concerns through formal channels like the Team Pulse Engagement Survey and informal feedback.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of Nivea Malaysia. We are committed to reducing our environmental footprint through initiatives like sustainable packaging, responsible sourcing and minimising waste. A recent key milestone is the launch of Beiersdorf's solar farm at our Thailand manufacturing facility, which produces 100% green energy. This aligns with our global sustainability goals of reducing greenhouse gas emissions and achieving carbon neutrality, reflecting our dedication to combating climate change and fostering renewable energy solutions.

WAN ADIBAH AZIAN MAHMOOD
Marketing Manager
Petron Malaysia

How has your brand evolved over the years?

Over the past decade, Petron has established itself as a trusted brand in Malaysia. With over 800 stations, it has now become the market leader in several states. We remained focused on enhancing customer experience by implementing the following measures:

– Leveraging on the latest technology – we introduced the new Outdoor Payment Terminal at our service stations for convenience through contactless payments at pumps.

– We expanded the coverage of our "Cash and Carry LPG" at service stations now available at 201 locations.

– We continued diversifying our non-fuel business while transforming our service stations into a convenient one-stop centre.

– Since 2021, we have been providing shelf space for locally produced goods with the Sapot Lokal initiative, giving local entrepreneurs a platform to showcase their products at our Treats Mart.

How important are partnerships in building awareness and strength of your brand?

We value the partnerships formed over the years. Our collaboration with global names like Marvel, Universal Pictures and Paynet has allowed us to strengthen our brand and expand our reach. Partnerships with the local media, like our tie-up with Radio Televisyen Malaysia (RTM) for its Jelajah series, have also brought us closer to local communities.

How has your branding shaped your company's internal culture and employee engagement?

Our branding aligns with Petron's internal core values – ExCITES which stands for Excellence, Customer Focus, Innovation, Teamwork, Ethics and Safety. These values motivate our people to help realise our vision to become the leading provider of total customer solutions.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is an integral component of our business, embodying our commitment to environmental stewardship, social development and economic growth. To further drive our sustainability commitment, we partnered with Universiti Putra Malaysia for carbon sequestration, ecological preservation, biodiversity enhancement and circular economy efforts.

In 2024, close to 1,400 trees were planted through the combined efforts of Petron employees, service station dealers, and our external partner, Yayasan Hijau. This activity directly supports the Greening Malaysia programme: 100 million Tree-Planting Campaign 2021-2025 to conserve the country's biodiversity while improving the quality of the natural environment and rivers.

NINI YUSOF
Chief Executive Officer
Media Prima Television Networks & Primeworks Studios

How has your brand evolved over the years?

TV3 has evolved by adapting to the ever-changing needs of Malaysians while consistently delivering impactful entertainment, news, dramas and lifestyle programmes. Expanding beyond television, TV3's news segment introduced the Buletin TV3 portal, offering digital access to news anytime, anywhere. Successful partnerships include collaborations with SBS Korea (*Master In The House Malaysia*), NHK Japan (*Welcome to the Rail World: Find The Wasabi*) and Thai Public Broadcasting Service (*Kicking Off the Lemoi's Dream*). *Ejen Ali The Movie* and *Ejen Ali Series* were also screened in Indonesia, Brunei and Uzbekistan, showcasing Malaysian content globally.

How important are partnerships in building awareness and strength of your brand?

Strategic partnerships are integral to TV3, enabling us to leverage shared resources for mutual growth. Partnerships on impactful projects like the globally recognised *Nomad Terakhir* showcase our dedication to storytelling and content that resonates deeply with audiences. We also appreciate our loyal viewers for their constant support, earned through compelling content and meaningful engagement, as well as our advertisers for their trust and collaboration. These strong relationships, along with key industry partnerships, strengthen TV3's identity, expand our reach and create valuable opportunities in the media landscape.

How has your branding shaped your company's internal culture and employee engagement?

Creativity and innovation are key to TV3's work culture, with insights-driven content creation, team-building and regular brainstorming sessions across all levels. This approach has led to global recognition, including Best Documentary Series (*Fail Mahkamah*), Best Documentary Programme (*999 Khas*), Best Factual Programme in Asia (*Misi: Kembalikan Kuasa Kenyir*) and the Intermedia-Globe Silver Award for TikTok Awards Malaysia 2023 Brand Ad.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is crucial for advancing the TV3 brand and shaping our mission and actions. Through community engagement in events like Karnival Jom Heboh and CSR initiatives, we raise awareness with impactful programmes such as *Majalah 3* and *999*. A prime example is *Majalah 3* (*Sungai Klang Bernafas Baharu*), which highlights environmental efforts and encourages action.

HASSAN ALSAGOFF
Regional Head of Loyalty and Marketing
Grab

How has your brand evolved over the years?

With over 32 million users across eight countries in South-East Asia, we bring diverse essential services seamlessly integrating into consumers' daily routine whilst providing opportunities for our partners to earn and grow their business.

Over the past decade, we've evolved in parallel with Malaysians' needs. We are more focused than ever on leveraging technology to empower communities while driving sustainable, inclusive growth. This includes providing access to the best of our platform, creating more earning opportunities for our partners, helping more micro-entrepreneurs digitalise and grow, and training more talent to support Malaysia's growth in the digital economy.

How important are partnerships in building awareness and strength of your brand?

Partnerships are crucial in building awareness and strengthening Grab Malaysia's brand. That is why we are deeply committed to collaborating with all our stakeholders, including government, industry and local communities. With all of us learning, working and boldly innovating together, we have every confidence that we will be able to create a lasting impact for all Malaysians.

How has your branding shaped your company's internal culture and employee engagement?

At Grab, we're deeply committed to support nation building via inclusive growth opportunities for Malaysians, no matter what their background. This focus deeply influences and is a core part of our internal culture and employee engagement. We foster a purpose-driven environment where Grabbers are motivated by the impact of their work on the community. Encouraging on-ground engagement and a hyperlocal approach, our teams gain insights to better serve Malaysians and are able to tailor solutions to their unique needs, ensuring that our initiatives resonate with the communities we serve.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the heart of Grab's mission and deeply resonates with our brand. Through stakeholder engagement, we identify key ESG priorities and address them with our "impact flywheel" – a self-sustaining system that drives economic empowerment for partners and enhances the quality of life for South-East Asians. Our ESG strategy focuses on building a sustainable marketplace that benefits all stakeholders while fostering long-term growth and impact. By aligning with this vision, we aim to create lasting value and propel South-East Asia forward for generations to come.

DATUK CAPTAIN IZHAM ISMAIL
Group Managing Director
Malaysia Aviation Group

How has your brand evolved over the years?

Firefly has evolved significantly since its inception, from operating a sole fleet of ATR turboprop aircraft to incorporating Boeing 737-800 jets, marking a major milestone in our development. This expansion allows us to serve a broader network across Asean, including Indonesia, Malaysia, Singapore and Thailand, while maintaining our focus on reliability, affordability and convenience.

We've enhanced passenger comfort, improved connectivity and better catered to diverse travel needs. This evolution reflects our commitment to growth, innovation and regional connectivity while staying true to our brand's core values.

How important are partnerships in building awareness and strength of your brand?

Partnerships have been crucial to Firefly's growth, helping us enhance brand visibility and build market trust. Collaborations with tourism boards, corporate stakeholders and regional players have allowed us to connect more effectively with diverse customer segments. These partnerships provide mutual benefits, aligning with our goal of offering seamless travel experiences and exceptional service.

By working together with key players in the industry, we strengthen our reputation as a reliable regional airline and continue to expand our reach across Asean, ensuring greater value for our passengers.

How has your branding shaped your company's internal culture and employee engagement?

Firefly's branding is key to fostering a strong internal culture based on reliability, community and innovation. As a subsidiary of Malaysia Aviation Group, it instils national pride and motivates employees to take ownership of their roles. By focusing on service excellence, we unite the team around a shared purpose, creating a committed workforce that strives to exceed customer expectations. This alignment ensures that every employee acts as a brand ambassador, dedicated to delivering exceptional service at every touchpoint.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability is at the core of how Firefly operates, shaping every aspect of our business. As an aviation company with a global presence, we recognise our responsibility to address environmental challenges and actively contribute towards a more sustainable future. Notably, Firefly has successfully operated seven ATR flights powered by sustainable aviation fuel (SAF), demonstrating our commitment and strengthening the vision for a sustainable aviation future.

HENG KE WEI
Marketing Manager
Jotun Paints Malaysia & Singapore

How has your brand evolved over the years?

Jotun Paints continues to evolve as a leader in premium quality paints and colours. Through innovation, we focus on high-quality paints, technology-driven solutions and trendsetting colours, empowering professionals and homeowners to create spaces they love.

Beyond product innovation, we help customers stay ahead of global design trends with a new colour collection each year. By staying at the forefront of technology and design, we ensure our customers can create beautiful, durable and stylish spaces they can be proud of.

How important are partnerships in building awareness and strength of your brand?

Partnerships play a crucial role in Jotun's success. Collaborations with professionals like architects, designers and industry experts ensure that Jotun's quality paints contribute to both iconic landmarks and everyday spaces.

In recent years, we have expanded our collaborations to the lifestyle space, to reach more consumers and demonstrate the versatility and quality of our products in various settings.

These meaningful partnerships not only strengthen our brand's presence but also enhance its relevance and impact in the market.

How has your branding shaped your company's internal culture and employee engagement?

At Jotun, our brand reflects our values. Our strong corporate culture, built on the Penguin Spirit (the name of Jotun's company culture) that drives the values of loyalty, care, respect and boldness, fosters an environment where employees feel empowered and engaged. This has cultivated a passionate team dedicated to delivering high-quality solutions while continuously driving innovation and customer satisfaction.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

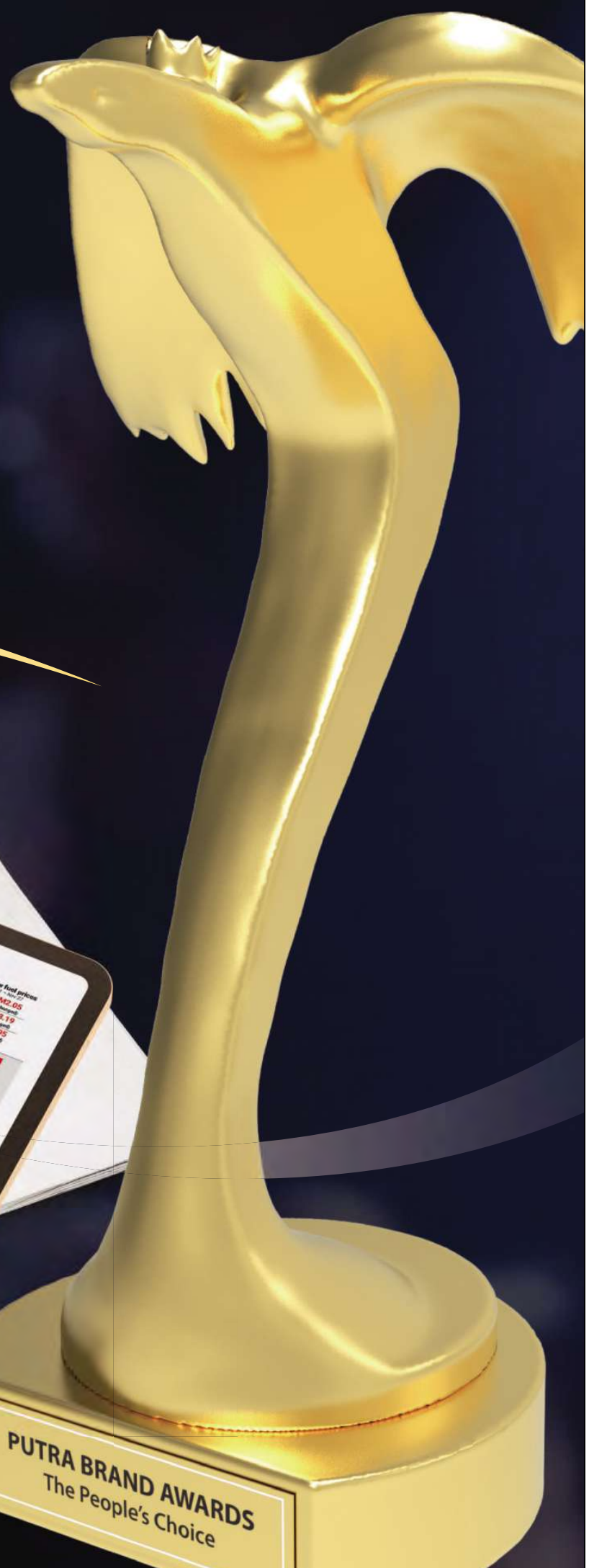
Sustainability is at the heart of Jotun's business. We are committed to protecting property to stand the test of time and prevent corrosion, ensuring long-term environmental responsibility.

Besides, Jotun GreenSteps is a comprehensive initiative focused on sustainability across our operations, from raw material sourcing to energy-efficient production processes. Through these efforts, we aim to create a positive impact on both our industry and the communities we serve.

PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2024

THANK YOU

FOR YOUR TRUST AND SUPPORT



We are deeply honoured to be recognised as a Gold Winner at the Putra Brand Awards for the second consecutive year—thanks to you! Your unwavering support and trust inspire us to continuously deliver exceptional media experiences, connect brands with audiences and create meaningful content that truly matters. Thank you for making us your preferred choice. This achievement is as much yours as it is ours.

The Star
Gold award
Media and Networks category

STAR MEDIA GROUP BERHAD (10894-D)

Star Special

THE STAR, TUESDAY 25 FEBRUARY 2025

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Celebrating Malaysia's most preferred brands at the third Putra Aria Brand Awards 2024—recognising excellence, consumer trust and brand impact across diverse industries.

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Putra Aria Brand Awards 2024

APPAREL AND ACCESSORIES

Brands	2024
JD Sports	Gold
Bonia	Silver
Habib Jewels	Silver
Poh Kong	Silver
Rolex	Bronze
Seiko	Bronze

AUTOMOTIVE

Brands	2024
Volvo	Gold
Mitsubishi	Gold
Nissan	Silver
Audi	Silver
Volkswagen	Bronze
Subaru	Bronze

AUTOMOTIVE (FUEL, LUBRICANTS AND ACCESSORIES)

Brands	2024
Caltex	Gold
Bridgestone	Gold
Castrol	Silver
Ambi-Pur	Silver
BH Petrol	Bronze
Bateriku.com	Bronze

BANKING, INVESTMENT AND INSURANCE

Brands	2024
Bank Islam	Gold
Sun Life Malaysia	Gold
Takaful Malaysia	Silver
Public Mutual	Silver
Prudential Assurance	Silver
Bank Rakyat	Bronze
OCBC Bank	Bronze

BEVERAGE (ALCOHOLIC)

Brands	2024
Connor's	Gold
1664	Gold
Chivas	Gold
Johnnie Walker	Silver
Royal Salute	Silver
Remy Martin	Bronze
Edelweiss	Bronze

BEVERAGE (NON-ALCOHOLIC)

Brands	2024
F&N	Gold
Sunquick	Gold
Marigold	Silver
Coca-Cola	Silver
Tropicana	Silver
Old Town White Coffee	Silver
Horlicks	Bronze
Wonda Coffee	Bronze

BEVERAGE (DAIRY)

Brands	2024
Calpis	Gold
Dugro	Gold
Ensure	Silver
Dumex	Silver
Nestle Omega Plus	Silver
Anmum	Silver
Enfagrow	Bronze
Pediasure	Bronze

CAMERAS, IT, OFFICE AND BUSINESS EQUIPMENT

Brands	2024
MSI	Gold
Brother	Gold
Pilot	Silver
Ipserver One Cloud Platform	Bronze
Exabytes	Bronze

COMMUNICATION DEVICES

Brands	2024
Xiaomi	Gold
Oppo	Silver
Vivo	Bronze
Realme	Bronze

COMMUNICATION NETWORKS

Brands	2024
Hotlink	Gold
Time Dotcom	Gold
Redtone	Silver
Tune Talk	Silver
Astro Fibre	Bronze
YES	Bronze
XOX	Bronze

e-COMMERCE

Brands	2024
Lalamove	Gold
Jobstreet.com	Gold
Lazada	Silver
Foodpanda	Silver
Ninja Van	Silver
Mudah.my	Bronze
MYEG	Bronze

EDUCATION AND LEARNING

Brands	2024
University Of Nottingham	Gold
Management & Science University	Gold
University Of Cyberjaya	Silver
Institut Integriti Malaysia	Silver
Brickfields Asia College	Bronze
University Of Reading Malaysia	Bronze
Asia Pacific University Of Technology & Innovation	Bronze

ENTERTAINMENT

Brands	2024
Splash Mania Gamuda Cove	Gold
Hasbro	Gold
Sepang International Circuit	Silver
Adventure Waterpark Desaru Coast	Silver
Lotus Five Star Cinemas	Bronze
MST Golf	Bronze

FOODSTUFF

Brands	2024
Nestle Ice Cream	Gold
Cadbury	Gold
Ajinomoto	Gold
Jasmine Rice	Silver
Wall's Ice Cream	Silver
Jati	Bronze
Primera Rice	Bronze

HEALTH

Brands	2024
Woods'	Gold
Brand's	Gold
Uphamol	Gold
Flavettes	Silver
Kinohimitsu	Silver
Neurobion	Silver
Centrum	Bronze
Thomson	Bronze

HOME IMPROVEMENT PRODUCTS AND STORES

Brands	2024
Sea Horse	Gold
Gintell	Gold
Slumberland	Silver
Goodnite	Silver
LG Water Purifier	Silver
Lorenzo	Bronze
Dreamland	Bronze
Rozel	Bronze

HOUSEHOLD PRODUCTS

Brands	2024
Ridsect	Gold
Downy	Gold
Shieldtox	Silver
Ambi-Pur	Silver
Kao Magiclean	Silver
Mr Muscle	Bronze
Vanish	Bronze
Harpic	Bronze

MEDIA NETWORKS

Brands	2024
Hot FM	Gold
Bernama	Gold
MyFM	Silver
New Straits Times	Silver
Sinar Harian	Silver
Malaysiakini	Bronze

PERSONAL CARE

Brands	2024
Hada Labo	Gold
Eucerin	Silver
Sunsilk	Silver
Pantene	Silver
Garnier	Bronze
Gillette	Bronze
Safi	Bronze

PERSONAL, HOUSEHOLD AND OUTDOOR APPLIANCES

Brands	2024
Daikin	Gold
Khind	Gold
Cuckoo	Gold
Midea	Silver
Haier	Silver
Acson	Silver
Nespresso	Bronze

PROPERTY

Brands	2024
Skyworld Development	Gold
Tropicana Corporation	Gold
Mah Sing Property	Gold
Matrix Concepts	Silver
Parkcity Group	Silver
Paramount Property	Silver
LBS Bina Group	Bronze
UOA Group	Bronze
OSK Property	Bronze

RESTAURANTS AND FAST FOOD OUTLETS

Brands	2024
Domino's Pizza	Gold
Empire Sushi	Gold
Pizza Hut	Silver
Marrybrown	Silver
Burger King	Silver
Starbucks Coffee	Bronze
Sushi King	Bronze
Pak Mat Western Cafe	Bronze

RETAIL

Brands	2024
Caring Pharmacy	Gold
Giant	Gold
Mydin Hypermarket	Gold
Lotus's Stores	Gold
Econsave Supermarket	Silver
MyNews	Bronze
The Store	Bronze

TRANSPORTATION, TRAVEL AND TOURISM

Brands	2024
Berjaya Hospitality Group	Gold
Andalusia Travel & Tours	Silver
Holiday Tours & Travel	Silver
Sabah Tourism Board	Bronze
Sarawak Tourism	Bronze
Golden Destinations	Bronze
Apple Vacations	Bronze

TAN SRI LEONG HOY KUM
Mah Sing Founder
and Group Managing Director
Mah Sing Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Building our brand's credibility and gaining trust was our biggest challenge.

Trust takes years to earn but can be lost in an instant.

We overcame this by focusing on a holistic brand experience across all touchpoints. People form opinions not just from advertisements or reviews, but from every interaction they have – directly or indirectly.

To build lasting trust, it's essential to view the brand experience as a whole, identify gaps and seize opportunities to enhance every part of the journey.

Consistency and attention to detail are key.

What inspired you when you were building your brand?

What inspired me most when building our brand was the desire to create something that truly resonated with people. I wanted our brand to be more than just a product – it had to be a reflection of values, authenticity and trust.

I drew inspiration from the real experiences of our customers and the gaps I saw in the market. It wasn't just about selling, but about crafting a meaningful connection. The goal was to build something that would stand the test of time, focused on quality, integrity and a genuine impact on people's lives.

Where do you see your brand in the next 5 to 10 years?

We would like to maintain excellence, close the gap in customer expectations and continue to innovate. I see our brand as a trusted name synonymous with quality and dependability. Our goal is to continue building strong, lasting relationships with our customers by delivering consistently exceptional products and experiences.

We aim to be recognised not just for what we offer, but for how we've positively impacted the lives of our community. Our brand will evolve to meet new challenges, but the core values of trust, reliability and excellence will remain at the heart of everything we do.

JANE TEH
Managing Director
Lalamove Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our biggest challenge was transforming market behaviour in a traditional logistics landscape.

We built trust by bridging the pricing transparency gap and redefining how Malaysians perceive delivery services through hyperlocal marketing, collaborations with local businesses and culturally relevant campaigns.

Our marketing focused on authentic storytelling, transforming Lalamove from just a delivery platform into a trusted brand that understands and addresses the unique needs of Malaysians.

What inspired you when you were building your brand?

Through our efforts to empower SMEs, we found great inspiration in their resilience, which shaped our brand journey.

The perseverance shown by bazaar vendors to home bakers and small businesses has motivated us to develop solutions tailored to their needs.

Campaigns like "Local Heroes" celebrate their growth and highlight how Lalamove helps Malaysian businesses scale effectively.

By amplifying their stories and offering accessible, reliable delivery services, we remain dedicated to enabling SMEs to thrive and fostering stronger community connections.

Where do you see your brand in the next 5 to 10 years?

Beyond expanding our logistics footprint, we aim to be a leading tech-enabled delivery platform in Malaysia.

Our marketing will continue championing local success stories while developing innovative and sustainable solutions.

We envision Lalamove as a key enabler in Malaysia's digital economy, supporting everything from traditional businesses to emerging e-commerce players.

Our focus remains on creating impactful, localised solutions for Malaysians.

NORIKO FUJIMOTO
Chief Sales & Marketing Officer
Ajinomoto (Malaysia) Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Ajinomoto Umami Seasoning has been well-supported in Malaysia for years. A key challenge was overcoming scepticism about MSG and educating consumers on its benefits. Many were unfamiliar with umami's role in enhancing flavour and reducing sodium intake.

We seized this opportunity to raise awareness and appreciation through consistent education and marketing. By reinforcing Ajinomoto as not just a seasoning but a trusted ingredient for better taste and healthier choices, we built consumer confidence, dispelled misconceptions and strengthened our position as a leading brand in Malaysia.

What inspired you when you were building your brand?

Our inspiration for building the Ajinomoto brand stemmed from a desire to address a critical social issue – helping Malaysians reduce sodium intake. With high sodium consumption being a significant health concern, we saw an opportunity to offer a solution.

Ajinomoto contains 2/3 less sodium compared to regular salt and its umami-rich flavour enhances dishes, allowing for reduced salt usage without compromising taste. By introducing this alternative, we hoped to make a positive impact on the health of Malaysians while still delivering the delicious flavours they love.

Where do you see your brand in the next 5 to 10 years?

We see Ajinomoto continuing to lead the way in promoting healthier cooking practices in Malaysia. Our focus will be on expanding awareness about the benefits of umami and lesser sodium intake, while consistently delivering high-quality, trusted products. Besides, we would be expanding our product range to address more of Malaysia's needs, particularly for the B40 group.

We plan to promote convenient and delicious Seriaji fried rice seasonings to make meal preparation easier, quicker and more affordable without sacrificing flavour; providing solutions for busy households.

CUCKOO

HOE KIAN CHOON
Executive Director and Chief Executive Officer
Cuckoo International (M) Bhd (Cuckoo)

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

There were many challenges, but the biggest was ensuring people recognised the brand in 2014. With a very tight budget, every initiative had to be precise and strategic.

We focused on establishing brand stores nationwide from the outset. Each store became a crucial touchpoint, enabling us to connect with people, share our story and demonstrate how Cuckoo could enhance their lives. By bringing the brand closer to communities, we successfully built awareness, trust and a strong foundation for growth.

What inspired you when you were building your brand?

What inspired me when building the Cuckoo brand was my desire to make a meaningful difference in people's lives – that's the true beauty of being an entrepreneur. I firmly believe that every business should bring about a positive impact.

My passion is to inspire Malaysians to embrace healthier, happier lifestyles by ensuring accessibility and affordability for all. More than 10 years since Cuckoo's establishment, every decision I make is guided by this mission, ensuring that our team remains dedicated to improving lives for years to come.

Where do you see your brand in the next 5 to 10 years?

Our goal is to continue inspiring all Malaysians to be #SamaSamaHealthier. We aim to go beyond being a Healthy Home Creator; we want every Malaysian to become their own Healthy Home Creators. This means empowering our customers to proactively embrace healthier lifestyles for their own well-being and that of their families, with Cuckoo there to guide them on their journey.

Over the next decade, we also look forward to expanding our product offerings, creating unforgettable experiences and serving an even larger community of customers.

MYDIN

DATUK AMEER ALI MYDIN
Managing Director
Mydin Mohamed Holdings Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge Mydin faced while building its brand was navigating the uncertainty brought on by the Covid-19 pandemic, compounded by incidents like a devastating fire at one of our hypermarkets and severe flooding in certain areas. These events resulted in significant setbacks, including millions of ringgits in losses due to disrupted operations.

To overcome these challenges, we quickly adapted our strategies, embraced digital platforms, and focused on maintaining team morale.

Despite intense competition, we prioritised customer loyalty by offering competitive prices and a wide range of quality products, ultimately reinforcing our brand's resilience.

What inspired you when you were building your brand?

The inspiration behind building Mydin comes from the founder, my late father,

Mydin Mohamed, whose vision and determination have been the true backbone of our success. Over six decades ago, he started the business, and today Mydin stands as Malaysia's largest halal retailer and wholesaler.

His guidance and wisdom have continually motivated us throughout this remarkable journey. Equally important to our success are our dedicated employees, whose hard work and commitment have been vital to our achievements. Together, we share a vision of quality service and community support, ensuring Mydin remains a trusted retail brand for all Malaysians.

Where do you see your brand in the next 5 to 10 years?

In the next five to 10 years, Mydin will focus on strengthening its presence in the local market, aiming to remain resilient despite business challenges. Embracing digitalisation will be key to delivering an exceptional customer experience and streamlining operations.

Mydin is committed to meeting evolving customer needs while supporting communities through initiatives like Mydin Prihatin.

By prioritising innovation, sustainability and community engagement, Mydin will continue its mission to serve Malaysians better, ensuring it remains a trusted retail brand that excels in both customer satisfaction and social responsibility.

VOLVO

PATRICIA YAW
Marketing Operations & PR Director
Volvo Car Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our cars have a reputation for being safe and rightly so, as safety has been in our DNA since the beginning.

Not many know that our approach to safety has been increasingly tech-driven over the decades, enabling the full suite of protective innovations built into every new Volvo car today.

Through hands-on customer experiences at launches and safety-driving education events, we have demonstrated how these technologies work in tandem with real-life scenarios. Our upcoming models will also feature core computing and lidar – cutting-edge tech with safety in mind.

What inspired you when you were building your brand?

Volvo is "For Life" and that means giving people the freedom to move in a safe, personal and sustainable way.

The brand was built on a foundation of safety for people in and around our cars and we're also redefining environmental safety through our electrification ambitions with a goal to be fully carbon neutral by 2040.

Volvo cars are also personal. From the

Volvo EX30 made for city life to the seven-seater Volvo XC90 for the longest family trips – there's an electrified Volvo for every driver and type of journey.

Where do you see your brand in the next 5 to 10 years?

Since the Volvo C40, every new Volvo car model is and will be fully electric.

Coupled with tech-driven safety and a global ambition for carbon neutrality, we see our cars appealing to a growing base of owners who appreciate the importance of sustainability and electrification without compromising their lives and lifestyles.

Our new cars will combine distinctive Scandinavian flair, electric performance and groundbreaking technology we're excited to reveal. We have new launches and unique customer experiences in the works that we can't wait to share.

UNIVERSITY OF CYBERJAYA™ (DU053(B))
20 YEARS OF EXCELLENCE

PUTRA Aria BRAND AWARDS
— THE PEOPLE'S CHOICE —
SILVER
2024

Changemakers are the Silver lining.

Thank you for believing in our commitment to unleashing Changemakers

UNLEASHING CHANGEMAKERS

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JAGDISH SINGH
Director of Student Recruitment & Marketing
University of Nottingham Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The University of Nottingham Malaysia (UNM) faced low brand awareness, which affected applications and enrolment. Our challenge was standing out in a competitive market where future students were unfamiliar with our unique proposition.

In 2022, we conducted in-depth market research to understand purchase behaviours and brand awareness. Using these insights, we launched a consumer-centric marketing campaign. A second research wave showed a twofold increase in awareness and preference, achieving parity with our main competitor and solidifying our position as a leading UK university and founding member of the Russell Group.

What inspired you when you were building your brand?

When I joined UNM in 2021, I was inspired by its unique position as the first UK university branch campus globally, with over 20 years in Malaysia. UNM offers a high-quality, globally recognised British education, an exceptional residential experience near the capital, and strong graduate outcomes.

Our students are hired by the world's top 100 global brands and earn up to twice the average graduate salary in Malaysia. This inspired me to increase investment in advertising and communications to ensure our target market and partners fully understand UNM's value.

Where do you see your brand in the next 5 to 10 years?

I see UNM solidifying its position as the leading UK university in Asia. We aim to expand our reputation for academic excellence, innovation and graduate success across the region.

By leveraging our globally recognised British education, exceptional student experience, and strong industry connections, we will attract top talent and strategic partnerships.

Our goal is to be the preferred choice for students and employers, further enhancing our influence and impact as a trailblazer in higher education in Asia.

EUNICE KOW
Head of Marketing - Health Enrichment
Suntory Beverage and Food Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge in building Brand's was staying relevant to our consumers and attracting new ones.

Our brand has a rich history and a loyal customer base, but we needed to evolve. We see people as individuals with unique stories and needs. By truly listening to our audience and understanding their lifestyles, we adapted and innovated while staying true to our roots. This personal connection has been key to maintaining our heritage and ensuring our brand continues to enrich lives.

What inspired you when you were building your brand?

Hearing stories from our consumers about how Brand's improved their lives was incredibly inspiring. Their experiences and feedback motivated me to innovate and ensure our product met their needs. Personally, the idea of enriching lives through better nutrition was a powerful motivator.

Where do you see your brand in the next 5 to 10 years?

I see Brand's enriching the lives of more Malaysians with health essences beyond just the essence of chicken. Our goal is to be the champion of health essence in Malaysia, providing a trusted and beneficial supplement that supports the well-being of our consumers.

By continuing to innovate and listen to our audience, we aim to make Brand's a staple in daily health routines, ensuring we contribute to a healthier and happier community.

TIGER CHEAH
Chief Executive Officer
Giant Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of our biggest challenges was staying relevant in a fast-changing retail landscape while maintaining our commitment to affordability and quality.

Consumer shopping habits evolved, competition intensified and economic factors impacted spending power.

To overcome this, we modernised our stores, enhanced our product selection and strengthened our supplier relationships to keep prices competitive.

We also introduced more localised offerings, improved in-store experiences, and invested in digital engagement to stay connected with our customers.

What inspired you when you were building your brand?

Giant's inspiration has always been the everyday needs of Malaysian families.

We understand that grocery shopping isn't just about buying products – it's about ensuring families get the best value for their money without compromising on quality.

Our mission is to provide fresh produce, household essentials and great deals under one roof, making shopping more convenient and affordable.

Seeing the trust and loyalty of our customers over the years has been a continuous source of motivation for us to improve and serve them better.

Where do you see your brand in the next 5 to 10 years?

We envision Giant continuing to be Malaysia's top choice for affordable and quality groceries.

We plan to expand our product range, introduce more exclusive brands and enhance our in-store experience to keep up with changing consumer needs.

Digital transformation will play a key role, offering more convenience through better promotions, loyalty programmes and potential online integration.

Sustainability will also be a focus, ensuring we operate responsibly while supporting local communities and making a positive impact on Malaysian households.

ANDREW YEOH WUI JIN
Group Head of Marketing
Time dotCom Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Home Internet, like water or electricity, is a utility that goes unnoticed until consumers face service disruption. As a smaller player in a highly commoditised market constantly shouting fastest, widest, cheapest – Time had to differentiate itself in a sea of sameness. Guided by our North Star, we looked into everything we did to be the most helpful and easiest home connectivity provider to deal with.

This meant scrutinising everything, from our products and user platforms to messaging, to ensure we truly resonated with what our customers needed and wanted.

What inspired you when you were building your brand?

I was fortunate to work closely with

Time's Commander-in-Chief, Afzal Abdul Rahim, on the recent Time brand revitalisation. He's very much a founder figure and chief architect behind the Time revamp. The brand embodies his bold and visionary can-do challenger attitude, as well as his irreverent and witty tone and personality. The brand uniquely encapsulates what it means to be an "intrapreneuer" – that is, an entrepreneur and innovator in a corporate setting. A pirate in the navy, if you will. This intrapreneurial spirit helps define and solidify the inimitable Time culture as well.

Where do you see your brand in the next 5 to 10 years?

Time will be firmly positioned in the minds of Malaysians as "Malaysia's Most Helpful Brand". This is our inspiring and incisive Brand Vision – our North Star as we aim to be the most helpful and easiest home connectivity provider to deal with.

Every touch point and interaction will be infused with this DNA, as we strive to deliver a differentiated and delightful end-to-end customer experience.

We will build a living, breathing, homegrown service-led brand enriched over time by a thousand different gestures. We genuinely believe that "Everything is easier with Time."

SAMMY CHAN
Head of Marketing Malaysia
Jobstreet by SEEK

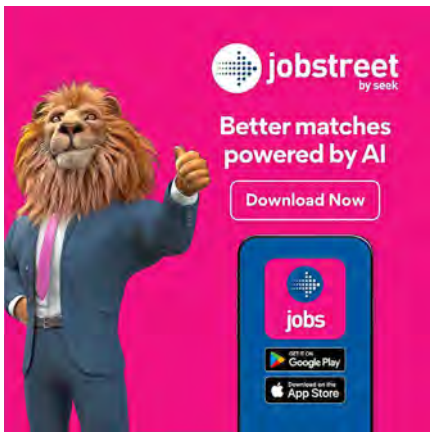
What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Jobstreet pioneered online job postings in Malaysia and 28 years later, we remain the leading platform connecting jobseekers and hirers.

Despite our long history, Jobstreet by SEEK is often seen as "just a jobs platform" or one used for first jobs. To change this perception, we've built awareness of our innovations and features.

As a career partner, we support jobseekers with upskilling, advice, data insights and better job recommendations.

With a fresh look and platform, we've showcased our benefits through campaigns, on-ground events and university outreach.



What inspired you when you were building your brand?

We spend more than half our lives working, and we want satisfaction from our careers: growth, motivation, and enablement.

Many jobseekers share stories of dissatisfaction, inspiring me to show them the opportunities Jobstreet by SEEK offers.

Whether it's finding a new job, advice on salary negotiation, improving interviews and CVs, upskilling soft or hard skills, or simply keeping an eye on jobs that match your profile – we're here to help.

Our goal is to help people live more fulfilling and productive working lives.

Where do you see your brand in the next 5 to 10 years?

We want Jobstreet by SEEK to be the No.1 career partner for jobseekers and talent partners for all Malaysians.

FRIDA ZHANG
Marketing Director Asia-Pacific
Hasbro

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of the biggest challenges in this industry is ensuring our brands continue to resonate locally, in a world where the nature of play is changing.

For Hasbro, our value really lies in the magic of our brands that are well-loved around the world, such as Transformers, Play-Doh, and Monopoly.

We have loyal fans for our brands who want to experience the brands in all formats, whether it is a toy or a movie. Our strategy has been to localise and create all-rounded ways to connect fans in Malaysia.

What inspired you when you were building your brand?

At Hasbro, our purpose is to create joy and community for all people around the world, one game, one toy, one story at a time. We feel privileged to create products and experiences that bring joy and spark human connectivity across generations, cultures and lifetimes.

It is truly inspiring to see our fans experience magic moments with our brands and pass that love on to new generations who are experiencing our brands in new ways.

Where do you see your brand in the next 5 to 10 years?

Hasbro's mission is to entertain and connect with generations of fans through the wonder of storytelling and the exhilaration of play. In the years to come, we will continue to take a franchise-first approach to deliver the magic of our brands in a holistic way, through our toys and games, licensed merchandise, digital games and services, music, location-based experiences and entertainment.

We will keep building lifelong, direct relationships with fans through these products and experiences, and cater for fans of all ages.

WILLIAM TAN
Brand, Marketing & Digital Experience Director
Berjaya Hospitality Group

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of our most important priorities was ensuring consistent brand experiences across Berjaya Hospitality Group's diverse portfolio. With properties ranging from value hotels to luxury resorts, we focused on maintaining a consistent brand experience while allowing for unique local touches, enabling us to build strong brand recognition while still offering unique and authentic experiences at each of our properties. Our ultimate goal is to create memorable and unique experiences for our guests and foster long-term relationships with our valued customers.

What inspired you when you were building your brand?

We are constantly inspired by the desire to create more than just a place to stay; we want to craft unforgettable travel experiences. Our passion lies in providing exceptional hospitality, and making every guest feel valued and welcome.

Where do you see your brand in the next 5 to 10 years?

We envision a future where Berjaya Hospitality Group is recognised not just as a leading hospitality company, but as a true hospitality innovator. We see ourselves expanding our footprint with exciting new properties in sought-after destinations, offering curated experiences that resonate deeply with today's discerning travellers. Ultimately, we want to create unforgettable hospitality experiences that leave a lasting positive impact on our guests and the places where we operate.

LIONG VE LYN
Senior General Manager, Leisure & Hospitality
Gamuda Land

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Launching a first-time leisure project of such scale and output at Gamuda Land came with its share of challenges.

We faced obstacles from the outset, including the impact of the Covid-19 pandemic, understanding the complexities of waterpark engineering, and blending it with creative theming.

However, these hurdles only fuelled our determination to improve and push forward.

This drive led to the successful soft opening of the waterpark in February 2023, followed by a grand official launch in July 2023.

Despite the tough times, we've overcome every challenge and are now on the cusp of introducing exciting innovations for the future.

What inspired you when you were building your brand?

SplashMania was birthed out of the idea of bridging communities together.

At Gamuda Land, we're redefining real estate not just by building properties but also by creating spaces where people feel welcome and connected.

Our focus is expanding into Leisure & Hospitality under the brand of GL Play with a strong emphasis on recreation, entertainment, sports, tourism (R.E.S.T) and eco-tourism.

Where do you see your brand in the next 5 to 10 years?

SplashMania will be the heart of leisure and hospitality at Gamuda Cove, driving community vibrancy and growth.

Through stay elements such as at Maya Bay Residences, and an upcoming hotel partnership with Dusit Hotels & Resorts, we will increase footfall and enhance guest experiences both locally and internationally.

The waterpark will evolve into a versatile destination, offering private events, concerts and innovative experiences like Night Splash, Selangor's only night waterpark; with the hopes of being a sought-after destination driving both tourism and economic revenue.

As we expand lifestyle retail and other attractions, SplashMania will not only elevate the customer experience but also contribute to the success of nearby projects such as Paya Indah Discovery Wetlands and Discovery Park, ensuring long-term fiscal sustainability for the entire township.

PROF TAN SRI DR MOHD SHUKRI AB YAJID
President and Founder
Management and Science University

What inspired you when you were building your brand?

Collaboration with key industry partners and other institutions, including global entities, has played a pivotal role in our endeavours toward sustainability.

At MSU, embracing sustainability is not a recent development but a longstanding tradition, deeply rooted in our institutional values and practices.

MSU continues to integrate SDG values across the University in central components, transforming and refining research, publication, intercultural learning and community engagement efforts.

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DATUK GOH CHEH YAK
Group Managing Director
Gintell

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

When Gintell was founded in 1996, a big challenge was the lack of market research in the wellness industry, especially for massage chairs. Without much data, understanding consumer needs and trends was tough.

We overcame this by engaging directly with customers for feedback and using creative marketing to reach our audience.

By staying flexible yet focused on customer needs, we built a strong foundation and became a trusted name in health and wellness.

What inspired you when you were building your brand?

Noticing a lack of awareness about health and wellness inspired us to create something new in the industry. Our goal was to become a leading global brand, helping families ease daily fatigue and promote healthy lifestyles with products such as massage chairs.

We've always aimed to highlight the importance of self-care and wellness, making it accessible to everyone. This vision drives us to innovate and offer solutions that improve well-being and encourage people to prioritise their health every day.

Where do you see your brand in the next 5 to 10 years?

We aim to be a top global brand in health and wellness products. We plan to expand our showrooms worldwide and create more innovative products that meet consumer needs.

Our focus is on offering premium yet affordable solutions, accessible to everyone, everywhere.

Additionally, we will invest in more marketing campaigns to reach a wider audience and educate people about the importance of health and wellness, ensuring our mission continues to inspire and benefit lives globally.

CHOW YUEN MEI
Director and Chief Executive Officer
Sea Horse

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge was ensuring our products were accessible to all while maintaining high quality. We faced the dual pressure of affordability and delivering exceptional standards, which required careful planning and execution.

By adopting a customer-centric approach and leveraging targeted marketing efforts, we successfully expanded into key cities and towns, making our offerings both affordable and widely available.

This not only strengthened trust and connection with our customers but also positioned our brand as a reliable choice for comfort and quality in the competitive market.

What inspired you when you were building your brand?

Our inspiration came from the desire to improve people's lives by providing comfort and quality. We believe that a good night's sleep is the foundation of a healthier and happier life.

Seeing our products bring relaxation and satisfaction to customers motivated us to innovate and grow, ensuring that everyone, regardless of their background, could enjoy premium comfort.

This passion drives us to continuously refine our offerings, create meaningful connections with our customers, and make a positive impact on their daily lives.

Where do you see your brand in the next 5 to 10 years?

Our vision is to redefine the home living experience by prioritising customer needs.

Through continuous innovation, sustainable practices and exceptional service, we aim to create a brand that customers trust and love for generations to come.

In the next five to 10 years, we plan to expand our presence in different areas, offering diverse, high-quality products that enhance comfort and well-being.

By leveraging digital transformation and eco-friendly initiatives, we strive to stay ahead of trends and meet the evolving expectations of our customers.

CHRISTINA MARSHALL-VALDEZ
Director Asean Pest Control
SC Johnson

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our biggest Ridsect challenge has been keeping the brand's equity strong in a highly competitive and regulated category. Our approach has been a strategic blend of differentiation, trust-building and creative compliance.

To differentiate Ridsect from small imitators and big threats, Ridsect communications went beyond functional benefits and incorporated our unmatched legacy of protecting Malaysian families for 60 years. The effort is inspiring greater consumer confidence.

This year, we also used the power of our distinctive assets – the iconic shield design, double nozzle silhouette and signature Red & Black. We used these elements in creative ways where regulations inhibited timely use of traditional branded communications.

Our years of consistent and thoughtful development of our distinctive assets allowed us to activate them in non-traditional ways that also mindfully navigated regulatory constraints.

As a result of our efforts, we drove brand salience, maintained our Pest Control market leadership and remained compliant.

What inspired you when you were building your brand?

This may sound cliché, but what inspired us most when building the Ridsect brand was our company's values. SC Johnson is at work to build a better world, and it's evident in our high-quality standards, integrity and long-standing commitment to community impact.

Consistent with our company's DNA, Ridsect is committed to making effective, reliable and safe pest protection so families do not compromise their health or their peace of mind.

By way of Ridsect, I feel that I am making a true difference in the lives of consumers and the greater Malaysian community. I am proud to be a small part of this brand's legacy.

Where do you see your brand in the next 5 to 10 years?

Ridsect will be the undisputed No.1 brand across all Pest Control segments in Malaysia.

Our brand will have pioneered innovations that address unmet consumer needs in new pest occasions, safer efficacy and greater convenience.

In the future, Ridsect will be synonymous with innovation and trust.

Ridsect will be the choice of the next generation because we understand their evolving needs better than any other brand.

LOH KEH JIAT
Chief Consumer Business Officer
Maxis

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

With rapidly evolving technology and trends, it's always a challenge to bridge innovation with customer needs.

We overcome this challenge by remaining focused on our core value, which is to meet the real needs of our customers.

By staying grounded in this belief, we've been able to focus on what truly matters in building a brand that is relevant and adds value to our customers.

What inspired you when you were building your brand?

Our Hotlink brand is catered to value seekers. We draw inspiration from their stories, aspirations and interests to create relevant experiences and offerings that speak to them. To truly resonate with our audience, we go beyond just providing a product or service; we strive to connect with our customers to add value to their everyday lives.

This is reflected in the exclusive rewards and benefits Hotlink offers, as well as curated lifestyle experiences enabled by our partnerships.

Where do you see your brand in the next 5 to 10 years?

The Hotlink brand will continue to evolve to ensure it delivers the greatest value for its customers. This means continuing to provide a better and more reliable connectivity experience, worry-free data quota at attractive prices, and greater rewards tailored to what value seekers love.

Ultimately, our goal is for Hotlink to be the go-to brand for value seekers, enriching their lives through reliable connectivity and meaningful experiences – all at the best value.

EDDIE HUANG WEI LUN
Country Manager
Xiaomi Malaysia
Xiaomi Technologies Malaysia Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our biggest challenge was helping people see Xiaomi as more than just a smartphone brand.

In 2024, we focused on pushing the messaging of Human X Car X Home, showcasing how our products connect everything – smartphones, homes and even EVs – into one smart ecosystem.

We also pushed boundaries with the Xiaomi 14 Series, co-engineered with Leica, which took mobile photography to the next level.

By working with photographers to test it, we received amazing feedback.

Through clear communication and innovation, we've shown Xiaomi is about creating a smarter, connected lifestyle.

What inspired you when you were building your brand?

Our inspiration was to build a brand that truly understands and serves its audience. In Malaysia, we focused on creating a down-to-earth message that highlights how our products meet specific needs.

For example, the Xiaomi 14 Ultra caters to photographers with industry-leading camera specs, while our Home AIoT devices are designed for homeowners seeking smart home solutions.

By focusing on innovation that improves everyday life, we've built a brand that connects with people and helps them embrace technology in meaningful ways.

Where do you see your brand in the next 5 to 10 years?

In five to 10 years, we aim to be the go-to brand for a complete connected ecosystem – integrating smartphones, wearables and home AIoT devices. Our mission is to improve lives by offering high-quality, innovative technology at reasonable prices and we'll continue to focus on making smart living accessible to everyone.

We want to be a brand that enhances the quality of life for our users, helping them seamlessly connect their devices and live smarter every day.

LAWRENCE SONG
Managing Director
Daikin Malaysia Sales & Service Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our biggest challenge was building trust and recognition in a highly competitive market. We addressed this by consistently delivering high-quality, innovative products that exceeded customer expectations.

Equally important, we prioritised exceptional after-sales service and committed to serving our customers to the best of our ability. This dedication allowed us to transform challenges into opportunities, firmly establishing our reputation as a trusted brand.

What inspired you when you were building your brand?

Our inspiration stemmed from a strong desire to enhance people's lives through the air Daikin creates.

Guided by our customers' trust, we focused on developing products that bring meaningful improvements to their daily routines. This vision, coupled with our commitment to excellence and sustainability, became the foundation of a brand that embodies quality, innovation and genuine care.

Where do you see your brand in the next 5 to 10 years?

In the next 5 to 10 years, we envision our brand becoming a global leader in sustainable and innovative air solutions.

We aim to continuously redefine comfort and efficiency, leveraging advanced technology to meet evolving customer needs.

By fostering strong relationships and prioritising environmental responsibility, we aspire to set new standards in quality and reliability, solidifying our position as a trusted household name worldwide.

DEBBIE CHOONG
Manager Marketing Communications
Mitsubishi Motors Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

As we navigated through the dynamics of the automotive industry, we have always aimed to be competitive and meet the evolving needs of our customers. It has been imperative that we introduce updated and more innovative products such as the all-new Triton and XPANDER. We are committed to continuously introducing updated and new models.

Mitsubishi Motors has also emphasised its active involvement in motorsports, which has helped transfer technology and enhance the brand's reputation for good handling and driving performance.

What inspired you when you were building your brand?

The inspiration behind building the Mitsubishi Motors brand was mainly the "Mitsubishi Motors-ness", Essentially it is to create vehicles that evoke a sense of adventure and allow customers to explore new experiences with their families and friends.

The brand aimed to combine functionality with premium design, appealing to urban customers who enjoy an active lifestyle and have ambitions to achieve more in life.

Where do you see your brand in the next 5 to 10 years?

Mitsubishi Motors is poised for a bright and positive future. As we look ahead, our commitment to sustainability, cutting-edge technology and customer satisfaction remains unwavering.

LIEW POOI WAN
Head of Marketing
Pernod Ricard Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of the biggest challenges was ensuring Chivas Regal remained relevant to a younger, more diverse audience while staying true to its heritage.

The whisky market is highly competitive, with a growing preference for premium brands among millennials and Gen Z consumers.

We overcame this challenge by evolving our storytelling and creating experiences that bridged tradition with modernity.

Campaigns like "I Rise We Rise" celebrated the art of blending, not just in whisky but lifestyle, appealing to younger audiences.

Partnerships with cultural influencers, lifestyle events and digital activations also played a key role in reinvigorating the brand's image.

What inspired you when you were building your brand?

Chivas Regal has a rich history and the idea of crafting a product that symbolises excellence, craftsmanship and timeless luxury was a constant source of inspiration.

Beyond the product itself, the brand's philosophy of celebrating collective success – "I Rise We Rise" – resonated deeply with me.

This vision inspired us to connect with our consumers in meaningful ways, showcasing how the brand represents more than just whisky.

Where do you see your brand in the next 5 to 10 years?

We envision Chivas Regal becoming a leading icon of modern luxury whisky, seamlessly blending heritage with contemporary relevance. We aim to expand our reach among younger demographics while strengthening our brand luxury image with existing consumers, as well in this competitive market environment.

LIM MEI YUEN
General Manager
Rohto-Mentholatum (M) Sdn Bhd
Hada Labo

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Challenges are constant in the skincare industry, and now we are facing high competition from new emerging brands from both local and overseas especially after the open-border system in online platforms.

Nonetheless, we believe that with the right product, strategy, and highly dedicated team, we are able to win the battle and continue the legacy of the brand.

What inspired you when you were building your brand?

Hada Labo, a renowned Japanese skincare brand, follows the philosophy of "Perfect X Simple", focusing on effectiveness, simplicity and confidence.

Inspired by the "Japanese Way of Beauty", our products deliver deep hydration and efficacy with minimal ingredients, free from colourants, fragrances and mineral oils.

Since its Malaysian launch in 2010, Hada Labo has provided top hydrating solutions. Its hero product, the Hydrating Lotion, has been Japan's No.1 lotion for 17 years, with over 100 million bottles sold globally, driving the brand's commitment to meet consumer needs.

Where do you see your brand in the next five to 10 years?

Hada Labo envisions becoming the leading skincare brand in Malaysia by continuously innovating and introducing products with advanced formulations that cater to the diverse needs of consumers.

We aim to expand our product offerings with a strong emphasis on sustainability and efficacy while reinforcing our position as a trusted brand.

Our commitment to using high-quality ingredients will remain at the core of our mission, ensuring that our products continue to benefit and enhance the skin health of our consumers.

LEE CHEE SENG
Chief Executive Officer
SkyWorld Development Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Establishing a reputation for quality and trust was a challenge in a competitive market. SkyWorld overcame this by adhering to rigorous quality standards, as evidenced by our high Qlassic scores from the Construction Industry Development Board. These scores are not just numbers; they reflect our commitment to superior workmanship and construction quality, ensuring every project we build (be it affordable range or open market) meets or exceeds industry benchmarks.

What inspired you when you were building your brand?

Our inspiration stems from a simple yet powerful belief: everyone deserves a quality home. This belief drives our commitment to our brand promise – "You Can Now Own a Quality Home and Living."

We are not just building homes; we are redefining urban living by making quality more accessible to everyone. Our goal is to create spaces that go beyond basic shelter, offering functionality, comfort and a healthy way of life. This promise fuels our passion for innovation, ensuring that every development we craft reflects our dedication to excellence, sustainability and customer satisfaction.

Where do you see your brand in the next 5 to 10 years?

SkyWorld will continue to redefine urban living by setting new benchmarks in quality, sustainability and innovation.

Our commitment to delivering exceptional homes remains unwavering, and we will push the boundaries of technology, smart living and sustainable design to enhance the SkyLiving experience.

We aim to introduce groundbreaking technologies never before seen in Malaysia, creating homes that are not only more efficient and sustainable but also elevate the way people live.

By staying ahead of industry trends and continuously innovating, we will shape the future of urban living, ensuring that SkyWorld remains the developer of choice for generations to come.

OLGA PULYAEVA
Marketing Director
Carlsberg Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of the biggest challenges was to differentiate Connor's within the stout category.

Connor's overcame this by challenging the norm by offering an easy-to-drink stout, fun and unexpected shake ritual, and unique coffee notes.

The brand lived up to the tagline "Taste the Good Times", by curating memorable moments with our consumers. This has helped Connor's build trust.

What inspired you when you were building your brand?

Connor's was inspired by our consumers – those who seek something different and cherish good times shared with friends.

Their appreciation for a stout that's approachable yet unique drives us to continue to build Connor's, a brand that reflects their distinct choices and matches their personalities.

Where do you see your brand in the next 5 to 10 years?

We envision Connor's becoming the preferred stout of choice for the younger generation.

As we chart our course, we will continue to offer a distinctive alternative stout that resonates with their desire to stand out and embrace challenges.

Our commitment to quality and originality will ensure Connor's becomes synonymous with the trailblazing spirit of young consumers.

OLGA PULYAEVA
Marketing Director
Carlsberg Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

With the rise in economic pressure and weakening of consumer sentiment, consumers have been more cautious with spending on premium brands.

However, 1664 remains focused on the brand ambition to be a leading premium lifestyle beer brand by driving brand awareness through global and local brand equity campaigns across media, trade executions and on-ground consumer activation to bring value and premium brand experiences to consumers to make every occasion and drinking experience extraordinary.

What inspired you when you were building your brand?

Consumers constantly desire meaningful connections, and experiences that create memories, and to prioritise quality time spent with loved ones.

This keeps us focused on our strategy to keep the brand promise to make every occasion extraordinary for our consumers and to embrace every shared moment with good taste.

Where do you see your brand in the next 5 to 10 years?

1664 remains focused on the brand ambition to be a leading premium lifestyle beer brand that inspires good taste in every shared moment by offering a range of products under the 1664 portfolio to cater to different drinkers' profiles.

We have recently launched 1664 Brut premium lager beer to expand the brand portfolio by offering a differentiated taste profile from the flagship 1664 Blanc wheat beer to cater to different drinkers' preferences.

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DATUK MARK ROZARIO
Group Chief Executive Officer
Tropicana

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Tropicana has overcome many challenges as a community builder.

The biggest challenge initially was in developing a township with a harmonious balance of the live-work-play-learn-shop components that appealed to consumers.

It was through these censures, however, that Tropicana quickly created its eight unique development DNAs, a winning formula that builds sustainable, thriving and award-winning townships. Coupled with Tropicana's commitment to its three ESG pillars, the Group has created 16 townships, completed over 65 developments, and generated more than RM21bil in revenue, a testament to Tropicana's journey in innovation and resilience.

What inspired you when you were building your brand?

Established in 1979, Tropicana introduced the first resort-style township in Malaysia, Tropicana Golf & Country Resort (TGCR). The vision was to create a wholesome living experience set within a lush tropical oasis. TGCR has since won many awards, being one of the best and most comprehensive townships with the largest clubhouse in Malaysia.

The property value in TGCR and surrounding areas has grown more than tenfold over the years. Backed by this success story, Tropicana went on to transform other urban areas introducing vibrant townships across the nation.

Where do you see your brand in the next 5 to 10 years?

With RM2.2bil in high unbilled sales and a 652ha landbank with a gross development value of RM109bil, Tropicana is well positioned for sustainable growth.

Earning 19 Green Building Index and GreenRE-certified developments, the Group remains committed to its three ESG pillars, creating vibrant communities designed for a greener, more sustainable future. Beyond property, Tropicana has contributed RM26mil through the Tropicana Foundation, showcasing its dedication to giving back.

Backed by 46 years of expertise, Tropicana continues to Redefine the Art of Living, transforming spaces into thriving, sustainable communities designed for a brighter future.

MEI SIN SEE
Marketing Head Malaysia Singapore
Mondelez Malaysia (Cadbury)

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

In 2024, we faced a challenging landscape, but our team remained committed to delivering exceptional products that exceed our customers' expectations while upholding our brand purpose of generosity and kindness.

We prioritised innovation and improvement, showing resilience in the face of obstacles. This foundation will propel us forward into the future, enabling continued success and growth.

What inspired you when you were building your brand?

With every chocolate bar that sparks joyful connection, we are inspired to breathe life into the 200 years of treasured legacy, kindling meaningful relationships and creating an indelible mark on the present, as well as preserving our timeless spirit of generosity.

Where do you see your brand in the next 5 to 10 years?

We're committed to being one of Malaysia's beloved brands for the long haul. With 200 years of history behind us, we honour our roots while embracing new ideas to truly delight our consumers. We aim to provide not just great products, but meaningful experiences that connect us all.

Our brand purpose of generosity brings us closer together, and we'll keep bringing Malaysians together across generations, creating memories that last.

NICOLE LIM
Chief Executive Officer
Empire Sushi Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge was establishing Empire Sushi's unique identity in a competitive market while ensuring consistency across all outlets.

It wasn't just about offering sushi; it was about creating a memorable and affordable sushi experience for our customers.

To overcome this, we focused on building a strong team culture, emphasising quality control and engaging with our customers to truly understand their needs.

Leveraging feedback and staying adaptable allowed us to refine our concept and grow stronger as a brand.

What inspired you when you were building your brand?

The inspiration came from my passion for making sushi accessible to everyone.

I wanted to break the perception that sushi was only for fine dining and create a concept where anyone, from students to families, could enjoy quality sushi at an affordable price.

The support and love from our customers over the years have also been a huge source of inspiration, driving me to keep innovating and improving.

Where do you see your brand in the next 5 to 10 years?

I see Empire Sushi expanding its footprint both locally and internationally.

I envision us being a household name, synonymous with delicious, accessible sushi. Beyond growth in numbers, I want to continue strengthening the brand's values – quality, affordability and community connection. Innovations in sustainability and customer experience will also be a key focus to ensure we stay relevant and impactful in the market.

LEONG WAI YIN
Chief Marketing Officer
F&N Beverages Marketing

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge we faced when building F&N was to stand out in a highly competitive ready-to-drink (RTD) beverage category.

Even as the No.1 flavoured CSD brand, we are still faced with challenges to encourage consumption and maintain our relevance in consumers' share of throat.

To stand out, F&N has built a relevant connection with consumers by understanding consumer needs and communicating using the right consumer language. We identified the key moments when F&N would bring the most value to the audience and developed a refined messaging.

What inspired you when you were building your brand?

When building the F&N brand, we were inspired by the idea of positioning the brand as a nostalgic essential in people's lives, steadily standing the test of time.

We drew inspiration from audience observations and insights, standing as a reference for the best ways to connect with our audiences through authenticity, innovation and a clear purpose.

What fuelled us the most was the vision of bringing unique experiences to the table – whether it was through our range of exceptional products and memorable experiences that felt fresh and meaningful or seeing the potential to remain evergreen in people's lives and the excitement of further building up a brand that people can trust.

Where do you see your brand in the next 5 to 10 years?

We envision that F&N will maintain its position as a trusted and influential name in the FMCG industry while growing in relevancy and consumption amongst all Malaysians.

My goal is to efficiently and effectively reach our audience by connecting with them through relevant messaging, impactful communications and up-to-date trends, while staying true to our brand core values.

I see the brand evolving with the times, embracing new trends, technologies and consumer needs while continuing to deliver meaningful value to our audience.

I also hope to build a strong community around the brand, fostering loyalty and engagement through impactful initiatives and collaborations.

Ultimately, my vision is for F&N to be recognised as a brand that not only excels in the FMCG space, but also inspires others with its purpose and contribution to the greater good.

GOLD WINNERS

YEE PEK KUAN
Marketing Director Malaysia & Singapore
Danone Specialised Nutrition (M) Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of the biggest challenges we faced while building the Dumex Dugro brand was establishing trust and credibility in a highly competitive market.

Parents are very discerning when it comes to choosing milk products for their children.

To overcome this, we continuously innovate our brand based on the latest advancements in nutritional science and ensure that our brand offers superior nutrition that is accessible to all Malaysian children.

What inspired you when you were building your brand?

Building the Dumex Dugro brand was a journey fuelled by our commitment to Build a Healthy Generation of Malaysian Children.

We have striven to contribute positively to children's growth and development by addressing Iron Deficiency Anaemia that affects one in three Malaysian children.

Knowing that our products which are tailored with complete and balanced nutrition could play a crucial role in creating a positive health impact on children's future has been a powerful motivator.

Where do you see your brand in the next 5 to 10 years?

We will continue to bring the latest advancements in child nutrition to Dumex Dugro products. This includes exploring new ingredients and formulations that support children's growth and development.

We will continue to engage with communities and collaborate with government agencies to educate parents on addressing nutritional issues, such as Iron Deficiency Anaemia and Stunting.

SILVER WINNERS

STEFF YONG
Marketing Director
foodpanda Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of the biggest challenges was establishing and maintaining consumer trust and brand loyalty in a highly competitive market.

We focused on delivering consistent service excellence, expanding our vendor network and enhancing customer experience through technology.

By continuously innovating, investing in delivery partners' welfare and engaging communities through strategic campaigns, we built strong brand affinity and love.

Today, foodpanda is a household name, recognised for convenience, reliability, affordability and variety.

What inspired you when you were building your brand?

We were inspired by the need to revolutionise food and grocery delivery, making it affordable, accessible and convenient for all.

Our vision was to connect people with their favourite meals at the tap of a button, saving them time while supporting local businesses.

We drew inspiration from evolving consumer lifestyles, leveraging technology to enhance affordability and speed.

Ultimately, our passion for delivering joy remains the driving force behind foodpanda's journey.

Where do you see your brand in the next 5 to 10 years?

foodpanda aims to continue redefining convenience beyond food delivery, becoming Malaysia's leading quick-commerce platform.

We envision further expansion into groceries, everyday essentials and hyperlocal services, powered by AI and automation. Sustainability remains key, and we will continue investing in green initiatives, rider welfare and digital innovation.

We aspire to be the brand that not only delivers convenience but also embodies the joy of great value.

With our commitment to providing experiences that "Taste like a good deal", we aim to become a beloved part of our customers' daily lives.

NOR AZMAN ZAINAL
Group Chief Executive Officer
Takaful Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our biggest challenge was building trust in a highly competitive industry.

We understand people are naturally cautious with insurance and takaful products, so we are committed to transparency, delivering on promises and providing exceptional customer experiences.

This commitment reassures our customers to achieve brighter and more secure future aspirations.

By staying true to our values, leveraging innovative solutions and nurturing strong relationships with stakeholders, we've earned the trust of our customers.

We've built a brand that stands for reliability and integrity, making our customers feel secure and confident.

What inspired you when you were building your brand?

Our brand's journey began with a passion to create something genuinely impactful – a business that deeply resonates with people's lives and addresses real problems.

Our team's shared vision of innovation, excellence and sustainability further fuelled this passion.

Seeing how our work could inspire trust, foster connection and drive positive change kept us energised every step of the way. For us, it was always about building more than a brand – creating a legacy that enriches Malaysians and endures the test of time.

Where do you see your brand in the next 5 to 10 years?

We envision our brand as a pioneer, driving innovation and sustainability within our industry.

We will strongly emphasise delivering exceptional value to our customers through cutting-edge technology, personalised experiences and responsible practices.

We aim to expand our reach into new markets, strengthen our partnerships, and remain adaptable to the evolving needs of our consumers.

Our commitment to excellence and social responsibility will ensure that our brand continues to thrive, positively impacting the insurance and takaful industry and the communities we serve.

SHARANJIT SINGH
Deputy Group Editor
New Straits Times

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge we faced while building our brand was navigating the rapidly evolving media landscape and staying relevant in the digital age and with new types of consumers.

To overcome this, we planned and invested in digital transformation by expanding our online presence, developing mobile-friendly content like YouTube podcasts, and leveraging all social media platforms, namely Facebook, Instagram, X and TikTok to engage with our readers.

Besides this, we also focused on producing high-quality, trustworthy journalism that sets us apart in an era of misinformation, and engaged professional organisations to assist us in achieving our new set of goals.

What inspired you when you were building your brand?

Our primary inspiration when building our brand was the vision of becoming a trusted and relevant source of news and information for the Malaysian public.

We were driven by a deep sense of responsibility to inform, educate and engage our audience with accurate and unbiased reporting.

Where do you see your brand in the next 5 to 10 years?

We envision our brand continuing to grow as a leading media network in Malaysia and beyond. We aim to further expand our digital footprint by embracing emerging technologies such as artificial intelligence, augmented reality and data analytics to enhance our content delivery and audience engagement.

We also plan to further diversify our content offerings to cater to the evolving preferences of our readers, including more multimedia formats like podcasts, videos and interactive features.

Ultimately, our goal is to remain a trusted and innovative source of news and information, while fostering a deeper connection with our audience and contributing positively to society.

SHARON OH
Director, Group Corporate & Marketing Communications
Cyberjaya Education Group Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of our biggest challenges was breaking out from being primarily known for healthcare education as we expanded into business, tech and design programmes.

Additionally, marketing over 50 diverse programmes while ensuring academic excellence and strong student outcomes was a key hurdle.

Another challenge was establishing Cyberjaya as a recognised hub for private higher education. We overcame these obstacles by strengthening our brand presence, fostering industry collaborations and consistently delivering high-quality education.

What inspired you when you were building your brand?

Our students have always been our greatest inspiration. We launched the "Unleashing Changemakers" campaign to empower them to dream big and achieve their aspirations. By fostering a culture of innovation and impact, we have committed ourselves to shaping future leaders who will drive change in their industries and communities.

Where do you see your brand in the next 5 to 10 years?

In the next five to 10 years, we aim to be a top-of-mind choice for private higher education, known for academic excellence and industry relevance. Our goal is to be a leading institution that continues to nurture changemakers, equipping graduates with the skills and knowledge to excel in the evolving global landscape.

TAN POH LING
Vice-President Marketing
Kao (M) Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

For our brand, Kao Magiclean, the essence of building a brand is to differentiate ourselves in this competitive market, among other great brands and choices.

Our main aim is to understand our consumers and cater products to meet their needs.

Most importantly, we focus on providing great products while consistently communicating and remaining relevant in consumers' daily lives. We hope to build a brand with consistent messaging across all touchpoints to continue strengthening recognition and trust in our brand.

What inspired you when you were building your brand?

The inspiration behind building the Kao Magiclean brand came from a deep understanding of our consumers' needs for effortless, effective and convenient cleaning solutions. By focusing on a consumer-centric approach, we aimed to create products that simplify cleaning without compromising on results.

Our brand essence revolves around providing Kao Magiclean as a powerful, yet simple solution that fits seamlessly into busy lives. We wanted to offer time-saving, reliable products that meet high standards, making cleaning stress-free and efficient for our customers.

Where do you see your brand in the next 5 to 10 years?

We aim to continue building trust with our consumers by consistently delivering high-quality, reliable products that meet their evolving needs. We also plan to increase our market penetration, ensuring Kao Magiclean is accessible to more consumers across different regions.

Our goal is for the brand to become an integral part of our consumers' daily lives, providing them with effortless, effective and dependable cleaning solutions.

By remaining consumer-centric and innovative, we envision Kao Magiclean becoming a strong household name in Malaysia.

DENNIS FOO
Chief Executive Officer
Jasmine Food Corp Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge for us has been that we're in the commodity or essential goods industry, where branding is often overlooked as non-essential.

The truth is that building a branded commodity is very important to differentiate yourself in the market and to gain loyalty from consumers.

We were the first rice brand to do mass advertising through TV, radio, print and billboards 30 years ago.

In the long run, this has paid off as we are now one of the leading rice brands in Malaysia.

What inspired you when you were building your brand?

Just like our tagline, "When Only the Best Will Do", we strive to deliver high-quality products to our customers.

Our consumers are our source of inspiration when they give us feedback, be it positive or constructive.

We appreciate when consumers tell us that they have been using our brand for decades or that they continue to use our brand because they grew up with it.

It is consumers who inspire us to improve further.

Where do you see your brand in the next 5 to 10 years?

Jasmine will continue to be the market leader in the rice category, while we grow our business beyond rice.

Having earned the trust of consumers, we will continue to deliver quality without compromise in any product segment that we enter.

Ultimately, we will further enhance the Jasmine brand to be a class above.

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FIONA TAN
General Manager
JDE Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The OldTown brand was created in 1999 as a homage to traditional Ipoh white coffee and kopitiam culture, to allow fans to enjoy this unique beverage in a high quality and convenient format, from the comfort of their home or when on the go.

The key challenge was not only to create a product that captured a much-loved traditional taste, but also to maintain authenticity for a product with deep traditional and cultural roots. There was also the aspect of ensuring it had a timeless quality and some modern flair to appeal to many generations of white coffee lovers.

We have worked hard to strike that balance and connect with coffee lovers. We are continuously striving to develop flavours that pay homage to familiar local tastes, while being relevant in the modern world. This is reflected in the ever-popular Classic variant, but also the Salted Caramel flavour that has been very well received by both older fans and new ones.

What inspired you when you were building your brand?

We are deeply invested in understanding the nuances of local culture. We find inspiration in the rich tapestry of life, from joyful moments and exciting adventures to the quiet moments of reflection.

Our inspiration stems from diligent observation, engaging conversations and a relentless pursuit of coffee mastery. We are deeply passionate about preserving the rich heritage of OldTown's time-honoured White Coffee recipe.

Where do you see your brand in the next 5 to 10 years?

Fans of OldTown can expect us to keep white coffee culture well and alive, with one hand steeped in tradition and the other always looking for fresh flavours. That is why we launched the OldTown White Coffee Heritage Centre in Ipoh last year, in the heart of the historic district next to Concubine Lane. Admission is free and the centre takes visitors on an insightful journey behind the OldTown brand.

YAP JAY QUEEN
Head Of Marketing
Marigold

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Marigold Peel Fresh faced challenges in standing out in a highly competitive juice market. With competition from local and international brands, differentiation was crucial.

We tackled this by focusing on product innovation, introducing limited-edition flavours and emphasising our superior product quality and taste, likened to real fruit juice.

These strategies not only kept our brand relevant but also strengthened consumer interest and loyalty, ensuring that Marigold Peel Fresh remained a top choice for refreshing, nutritious juice.

What inspired you when you were building your brand?

The inspiration behind Marigold Peel Fresh stemmed from a commitment to offering a juice experience that is as close to nature as possible.

We aimed to provide a refreshing, high-quality juice that captures the essence of real fruit – just like squeezing it straight from the peel. This vision shaped our brand's identity, positioning Marigold Peel Fresh as a trusted choice for consumers seeking natural, wholesome beverages.

By staying true to this purpose, we continue to resonate with health-conscious consumers who prioritise quality and authenticity in their daily choices.

Where do you see your brand in the next 5 to 10 years?

Marigold Peel Fresh aims to remain a leading choice for healthy and pasteurised fruit juice.

As more consumers prioritise wellness, we will continue to expand our market presence by offering great-tasting and nutritious options that fit their lifestyles.

Our focus will be on innovation – introducing new flavours and formats while ensuring our juice stays as close to real fruit as possible.

By always staying attuned to consumers' needs, we aim to keep Marigold Peel Fresh relevant and trusted for generations to come.

LEONARD ARIFF ABDUL SHATAR
Group Managing Director
Duopharma Biotech Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Establishing Flavettes as Malaysia's No.1 Adult Vitamin C brand meant balancing innovation with our mission to empower women at every stage of life.

Recognising the modern woman's desire for health and beauty, we expanded into the beauty category with Flavettes Glow, Glamz, and H-Drate – products combining science-backed health benefits with key ingredients for radiant skin, confidence and hydration.

This evolution reflects our commitment to holistic well-being and staying true to our values, striving to place a box of Flavettes in the hands of every Malaysian woman.

What inspired you when you were building your brand?

Flavettes was inspired by the resilience, strength and aspirations of Malaysian women. Our mission, "Empowering Malaysian Women at Every Age", drives us to go beyond health supplements, offering solutions that blend vitality, immunity and confidence. With the introduction of Flavettes Nutriskincare, we address both overall health and skin health, empowering women to feel radiant and cared for inside and out. Guided by stories of our consumers' triumphs and challenges, we innovate to support their evolving needs, building a legacy of trust and celebrating the brilliance of Malaysian women.

Where do you see your brand in the next 5 to 10 years?

Flavettes aims to remain Malaysia's No.1 Adult Vitamin C brand while evolving as a trusted partner in women's health and beauty. We plan to expand the Flavettes Nutriskincare range with innovative products blending nutrition and skincare.

We envision becoming a household name across South-East Asia, empowering women through collaborations with healthcare professionals, influencers and communities. Our mission is to inspire confidence and vitality, ensuring Flavettes symbolises care, resilience and empowerment for generations to come.

LEONG HUEY YING
Head of Marketing
Burger King

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge was repositioning Burger King Malaysia as a relevant and preferred choice amidst evolving consumer expectations.

We adopted a strategic, data-driven approach to mass media outreach – leveraging radio, digital platforms and outdoor channels to reconnect with our audience. By introducing the RM9.90 Value Combo, we addressed affordability concerns while reinforcing our commitment to quality and inclusivity.

This targeted effort rebuilt trust and deepened consumer engagement, solidifying Burger King Malaysia's standing as a resilient, forward-thinking leader in the competitive fast-food landscape.

What inspired you when you were building your brand?

Malaysia's rich diversity inspired us – its unique preferences, local charm, generosity and love for sports align perfectly with Burger King's "Have It Your Way" ethos, celebrating individuality.

We embraced this by championing football as the Official Fast Food Restaurant of the Malaysian Football League and engaging with fans through initiatives such as stadium samplings.

Using a blend of Malay-English in our communications allowed us to connect authentically with our audience. By celebrating Malaysian football culture and creating meaningful connections, we've built a brand that truly resonates with the community.

Where do you see your brand in the next 5 to 10 years?

We see Burger King Malaysia solidifying its position as the premier fast-food destination, distinguished by our flame-grilled mastery and cutting-edge innovation. Our strategy? Lead the way in digital transformation, redefine convenience through seamless online ordering and hyper-personalised customer experiences that reflect Malaysians' dynamic lifestyles.

Sustainability will anchor our growth as we integrate eco-conscious practices and forward-thinking innovations to meet global and local expectations.

JUNG HOJIN
Product Director
LG Subscription

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our biggest challenge was standing out in a competitive market while educating consumers about advanced water purification technology. Many people viewed basic filtration as sufficient and numerous brands offered simpler solutions.

We overcame this by highlighting our technological superiority and demonstrating clear differentiation through our innovative smart life solutions.

In alignment with our "Life's Good" philosophy, we focused on how our advanced purification systems deliver superior water quality and integrate seamlessly into modern homes, setting us apart from other alternatives.

What inspired you when you were building your brand?

The inspiration behind our brand stems from our commitment to enhancing people's lives through innovation. Our commitment to "Life's Good" drives us to create products that make a real difference.

Additionally, seeing families struggle with water quality concerns inspired us to develop smart life solutions that ensure that safe, clean water is accessible to everyone.

We believe that good health starts with clean water and this vision continues to fuel our innovation.

Where do you see your brand in the next 5 to 10 years?

In the next decade, we envision our brand leading the smart home revolution, with our water purifiers at the heart of integrated smart life solutions.

We'll expand our technology to offer predictive maintenance, personalised water quality optimisation and seamless integration with other smart home devices.

Our dedication to the good life will drive us to develop more sustainable, energy-efficient solutions that contribute to both personal and environmental health.

MONICA CHIN
Head of Marketing
Oppo Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of the biggest challenges Oppo faced in building our brand was establishing a unique identity in an industry dominated by fierce competition and rapid technological advancements.

To overcome this, we focused on driving innovation, investing heavily into our research and development, gathering feedback from our users and pursuing strategic collaborations with global technology leaders.

These partnerships have allowed us to push the boundaries of artificial intelligence (AI) technology, delivering enhanced user experiences through features like AI-powered imaging features, intelligent performance optimisation and seamless integration with productivity tools, as shown in our latest OS, ColorOS 15.

What inspired you when you were building your brand?

Our inspiration stems from the principle of "Benfen" – a Chinese term that means do the right thing and maintain an open mind in the pursuit of truth. This philosophy continues to guide us in everything we do.

Our mission has always been to empower users through technology. Users remain at the heart of our journey. Their feedback shapes our commitment to delivering human-centric innovations that seamlessly integrate into their daily lives. Whether it's in mobile photography or developments in AI technology, Oppo remains dedicated to pushing the boundaries of possibility while staying true to our founding values.

Where do you see your brand in the next 5 to 10 years?

Oppo envisions itself at the forefront of innovation, shaping a future where technology serves humanity in more meaningful and impactful ways. Guided by our mission to "Make The Moment", we are committed to creating intelligent solutions that encourage users to live fully in the moment.

As we move forward, Oppo strives to empower everyone through ongoing collaboration with global and local partners, where we are poised to redefine the future of intelligent technology and solidify our position as a brand that shapes the digital landscape for years to come.

JEFFREY CHEW
Group Chief Executive Officer
Paramount Corp Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Paramount Property has a proud legacy in property development spanning over four decades. Our journey began in Sungai Petani in 1981, where we were one of the pioneer modern developers. Since then, we have grown our brand in many places including Shah Alam, Penang, Klang, Cyberjaya, Sepang, Petaling Jaya, Kota Damansara and Kuala Lumpur.

The Klang Valley was already a competitive market dominated by well-established property brands by the time we entered. We focused on differentiating ourselves through commitment to quality and customer-centricity, which solidified our reputation as The People's Developer.

We are committed to design for life, creating spaces that adapt to evolving needs. We deliver quality developments by ensuring every project is met with standards of design, functionality and quality.

What inspired you when you were building your brand?

The people! Our customers, employees and stakeholders are our source of inspiration, driving us to continue delivering products that improve lives and create lasting value. Guided by our vision "Changing lives and enriching communities for a better world", we are inspired to create or support activities that foster connections and enhance their well being.

Where do you see your brand in the next 5 to 10 years?

We will continue to create quality, sustainable and people-centric developments that set new benchmarks in the market. We expect to continue growing our footprint in more locations, including expansion overseas.

We will also continue to grow our coworking business and invest in digital ventures to supplement our income. We expect to be more efficient through the use of technology and be a good corporate citizen by playing an active part of Malaysia's journey towards net zero emissions by 2050 by building more energy-efficient buildings.

TEO YEK MING
Managing Director
Goodnite International Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge in building the Goodnite brand was establishing strong brand recognition, a process that takes time.

We overcame this challenge by consistently offering high-quality products, communicating our brand values as well as building customer loyalty.

While the results took time to materialise, our long-term investment allowed the brand to grow gradually and earn market trust.

What inspired you when you were building your brand?

The biggest inspiration for building our brand came from our concern for various social issues, particularly health challenges.

As modern lifestyles evolve, more people are facing health-related issues. We aim to improve consumers' quality of sleep and to provide healthier products and solutions through our products and services.

Where do you see your brand in the next 5 to 10 years?

Our brand will continue to collaborate with professors and scientists from various universities to develop innovative sleep and health-related home living products.

The mission of Goodnite is creating a healthy and beautiful home life for every household.

Through technology and innovation, we aim to improve people's quality of life and contribute to a healthier future for society.

POH KONG

DATUK EDDIE CHOON
Chairman and Group Managing Director
Poh Kong

What is the biggest challenge you faced when you were building your brand and how did you overcome that?
Poh Kong offers an extensive range of jewellery and gold investment products, catering to a diverse customer base. In today's era of fragmented communication channels, our greatest challenge lies in delivering our brand message to the right target audience with both effectiveness and cost efficiency.

What inspired you when you were building your brand?
Just like our brand tagline, Gift of Joy, Poh Kong is more than a jewellery retailer – it is a brand that represents life's most meaningful moments.

Hearing about the moments of joy that Poh Kong jewellery has brought to customers and their loved ones inspires us to continue creating quality designs.

Where do you see your brand in the next 5 to 10 years?
By leveraging advanced technology in data analytics, production and creative processes while staying true to our core business values, we can elevate our brand's engagement and relevance across multiple generations.
This personalised approach will strengthen connections with customers, expand our loyal customer base and reinforce our position as the leading jewellery brand.

JOHNNIE WALKER

MADHAN RAMASUBRAMANIAN
Marketing Director
Moet Hennessy Diageo Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?
The brand blends its rich global heritage with Malaysia's diverse cultural preferences, by forging meaningful connections through local festivities like Chinese New Year and Christmas. These celebrations allow the brand to integrate into cherished moments of togetherness.
By investing in consumer insights, we're able to understand evolving tastes, aligning campaigns with Malaysian aspirations while staying true to the brand's legacy. This adaptability, combined with commitment to quality and innovation, strengthens our bond with Malaysian consumers, resonating deeply with their values of progress and resilience.

What inspired you when you were building your brand?

The "Keep Walking" philosophy has been central to building Johnnie Walker's presence in Malaysia, reflecting progress, resilience and excellence – values that resonate with Malaysians' forward-thinking yet tradition-rooted mindset.
Moments of celebration are at the heart of our journey, with whisky adding a touch of sophistication. Our greatest inspiration comes from our loyal consumers, whose passion and trust drive us to innovate and create experiences that honour their connection to the brand.

Where do you see your brand in the next 5 to 10 years?
Johnnie Walker aims to become Malaysia's whisky of choice, embodying sophistication, quality and connection. Sustainability will be central, with eco-friendly innovations and reduced packaging waste shaping our operations.
We will expand our presence by delivering personalised experiences through curated tasting sessions, exclusive events and collaborations with local artisans and creators.
As consumer preferences evolve, we will continue to offer exceptional products that uphold our commitment to premium quality.

Lazada
Add to Cart. Add to Life.

KAYA QIN
Chief Executive Officer
Lazada Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?
Consumers today are more discerning and value-conscious, seeking the best deals without compromising their shopping experience.
As a pioneer in eCommerce, Lazada understands the importance of building a robust infrastructure that delivers the best prices and experiences to meet this need.
Accordingly, we have launched and implemented several initiatives such as artificial intelligence (AI) applications, Taobao Fashion, platform-wide Semua Free Shipping, guaranteed and priority deliveries, as well as faster and free returns of up to 30 days, which reflect our commitment to empowering sellers with technology and offering buyers wider assortments, value and peace of mind.

What inspired you when you were building your brand?
Lazada's mission has always been to transform online shopping and selling by leveraging cutting-edge technology, a strong logistics network and robust partnerships.
LazMall, our premier channel for brands, drives our success by offering 100% authentic products and guaranteed deliveries, backed by a 30-day free returns promise.
Shoppers across South-East Asia trust us for our quality and reliability. Today, with over 32,000 leading international and local brands, LazMall continues to grow year-on-year as the preferred platform for premium brands to launch new products and deliver curated shopping experiences.

Where do you see your brand in the next 5 to 10 years?
Our vision is to accelerate South-East Asia's progress through commerce and technology, with the goal of serving 300 million customers by 2030 and being the best at enabling brands and sellers to digitalise their commerce.
Technology and innovations are central to this goal, and we are committed to delivering a seamless experience for buyers, while empowering sellers with our advanced AI and powerful logistics network.
We endeavour to be "Always Better", as we commit to making online shopping more accessible, convenient and valuable for all.

PANTENE

NANTHA KUMARAN KALIMUTHU
Sales and Country Leader
Procter & Gamble Malaysia/Singapore

Where do you see your brand in the next 5 to 10 years?
We see Pantene inside the showers and vanity tables of many more Malaysian women, and giving better hair days than ever before.
At Pantene, we believe that beautiful hair is healthy hair, and our proven science and consumer-first thinking are what will help deliver this.
Hopefully, we will be here again at the Putra Aria Brand Awards telling an even more amazing story about Pantene.

Magiclean

Works Magically

Kao

Kirei–Making Life Beautiful

PUTRA Aria BRAND AWARDS

— THE PEOPLE'S CHOICE —

SILVER 2024

Another Year, Another Magical Achievement

With your continued support, we have created yet another magical milestone! Kao Magiclean is honoured to have earned the prestigious Silver at the Putra Aria Brand Awards 2024.

As we celebrate this remarkable victory, we look forward to many more magical moments and milestones together!

Thank You, Malaysians!

@MagicleanMalaysia @magiclean.my @magicleanmy @kaomagicleanmalaysia

A little Magiclean is all it takes!

ROYAL SALUTE
SCOTCH WHISKY

LIEW POOI WAN
Head of Marketing
Pernod Ricard Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

As a luxury whisky brand, one of the biggest challenges for Royal Salute is distinguishing ourselves as more than just a prestige whisky in a highly competitive luxury category.

We have overcome this challenge by embracing Royal Salute's unique story, its origins as a tribute to the British monarchy and the quality of our whiskies, which are aged for a minimum of 21 years.

By launching our Polo and Fashion collections and collaborating with prestigious partners such as luxury fashion houses and artists, we have positioned Royal Salute as a whisky that is more than just a drink.

What inspired you when you were building your brand?

What inspired me is the brand story of its creation and that royal heritage continues to inspire us.

Equally inspiring is the craft that goes into every bottle – years of patience, precision and dedication from our master blenders.

Where do you see your brand in the next 5 to 10 years?

Royal Salute aims to establish itself as the pinnacle of luxury whisky brands in Malaysia. We will continue to provide a range of exclusive experiences – private tastings, luxury events, limited-edition collections and collaborations – that allow consumers to immerse themselves in the brand's world.

We aim to be the premier choice for the most discerning connoisseurs and collectors.

PILOT

HARUYUKI TOMONAGA
Managing Director
Pilot Pen Malaysia Sdn Bhd (Pilot)

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The global push for digitisation significantly impacted the writing instrument market, altering how people think, work and learn.

To overcome this challenge, we focused on innovation, developing products like the erasable Frixion series that merges traditional writing with modern functionality under our purpose of "Our Creations Inspire Creativity".

By prioritising customer needs and enhancing the writing experience, we ensure our brand remains relevant in this evolving landscape.

What inspired you when you were building your brand?

Our inspiration for building the brand is deeply rooted in our guiding principles, particularly our commitment to "support writing" and enrich lives through innovative products.

We uphold the philosophy of "Ichi-Nichi-Is-Shin", which emphasises consistent progress, and "Shi-Sei-Shin-Ken", ensuring sincerity and earnestness in our work.

By embodying these values, we strive to create high-quality writing instruments that foster creativity and cultural expression, reflecting our founders' vision of delivering excellence and pride through Japanese craftsmanship to the global market.

Where do you see your brand in the next 5 to 10 years?

I envision Pilot leading in sustainable writing solutions through our BeGreen initiative. We will continue to leverage our refined technologies and craftsmanship, honed over a century, to seamlessly integrate innovative ideas into our products.

This approach ensures we meet the evolving needs of our customers while fostering creativity and preserving the timeless joy of writing in an ever-changing world.

Shieldtox

HAIDHAR IBRAHIM
Assistant Brand Manager
MYSG

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Pesticide is a rather "commoditised" product category, which in itself presents its own sets of challenges for brands.

However, we have an incredible cross-functional team behind Shieldtox that is passionate about driving break-through innovations.

For example, in a market where we are known to have only aerosol sprays that either kills mosquitoes or cockroaches, Shieldtox is the first brand in Malaysia to introduce Multi Insect Kill aerosols that kill multiple insects effectively, leading a whole new segment in the category. There's definitely more to come from Shieldtox.

What inspired you when you were building your brand?

Shieldtox's purpose has been and will always be about protecting the health and safety of the community from pest-borne diseases. This not only inspires but also serves as a core consideration in our end-to-end marketing approach.

We're constantly on the lookout to serve our consumers better; from delivering best-in-class innovation like our Shieldtox Multi Insect Kill and evaluating different initiatives to improve our existing offerings, to ensuring our total Shieldtox portfolio – aerosol sprays, mosquito coils and liquid vapourisers – are more accessible to the consumers in Malaysia.

Where do you see your brand in the next 5 to 10 years?

For so many years, Shieldtox has been a trusted brand and well known among Malaysian consumers, arguably ingrained with the iconic image of "Shieldtox Abang Nyamuk" along with the memorable message of "Kuasa Di Tangan Anda" for dealing with pests at home.

Hence, our focus remains to continue elevating the brand to greater heights with many exciting plans all lined up in the next couple of years.

BONIA

DATIN SRI LINDA CHEN
Chief Creative and Marketing Officer
Vista Assets Sdn Bhd (a Member of Bonia Group)

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Rebranding a 50-year-old fashion brand like Bonia presents both an opportunity and a challenge. One of the biggest hurdles was balancing our rich heritage with modernity to connect with younger, more dynamic audiences.

By redefining our core values and incorporating elements such as sustainability, innovation and individuality, we successfully transformed the brand while staying true to its legacy.

Another key challenge was adapting to shifting consumer behaviours. Today's audience values authenticity, social responsibility and digital engagement. To address this, we enhanced our product designs to reflect contemporary trends, expanded our digital storytelling and revamped our social media strategy to foster genuine connections.

What inspired you when you were building your brand?

As a creative director, I believe that inspiration can be found in almost every corner of life. I draw from a wide range of sources, with travelling being the most enriching way for me to gather new ideas.

Exploring architecture, culture and landscapes across the globe has shaped our design language and introduced new ideas for materials, colours and craftsmanship. Additionally, books, conversations and everyday observations provide fresh perspectives and creative fuel. Nature also plays a significant role in inspiring our work.

Ultimately, inspiration is an ongoing journey, evolving through experiences and interactions that drive our commitment to creating timeless pieces.

Where do you see your brand in the next 5 to 10 years?

I envision Bonia as a globally recognised, desirable luxury brand that sits confidently alongside industry leaders. We're at a pivotal moment where the intersection of heritage craftsmanship and innovation will define our future.

Our commitment to quality and design has always been the backbone of Bonia, but our focus will shift toward creating an even more personalised, elevated experience for our customers through digital transformation and global expansion. We want to bring Bonia closer to the hearts of younger generations, particularly Gen Z.

Bonia will continue to embrace storytelling, collaborations with emerging talents and personalised designs to resonate with diverse markets while maintaining its universal appeal as a timeless and aspirational brand.

JUSTIN LIM
Managing Director of South-East Asia
Hilding Anders Malaysia Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Slumberland overcame challenges in a price-sensitive market by emphasising premium quality and innovative sleep technologies like Posture Springing, TempSmart and Far Infrared Technology. Strategic branding educated customers on the link between sleep and well-being.

Localised products, flexible financing and sustainable practices built trust. Initiatives like a 15-year warranty and exclusive 100-day trials at Slumberland Galleries let customers experience our value, solidifying Slumberland as a trusted leader in better sleep.

What inspired you when you were building your brand?

We were inspired by the belief that quality sleep is the foundation of a healthier, happier life. We wanted to create more than just mattresses – we aimed to provide solutions that improved well-being. Observing how poor sleep impacted people's daily lives motivated us to design innovative sleep systems that prioritise comfort, spinal health and durability.

Additionally, the trust families place in a good night's sleep inspired us to uphold values of reliability, quality and care.

Where do you see your brand in the next 5 to 10 years?

We see Slumberland evolving into a global leader in sleep innovation, setting new standards for comfort, quality and sustainability.

Our focus will be on integrating advanced sleep technologies and data-driven solutions to personalise sleep experiences for every customer.

We aim to expand our presence in emerging markets, deepen customer trust through eco-friendly practices and further solidify our position as a household name.

DATUK JOSEPH LAU
Group Chief Executive Officer
ParkCity Group

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

ParkCity began with a single township, at a time when we were relatively new, competing with larger established players at prime locations. To succeed, we focused on delivering what was needed for the community.

By staying true to our vision of creating sustainable addresses – spaces that enhance lifestyles, meet evolving needs and complete the lives of our community – we built a strong reputation and delivered value. This vision not only established Desa ParkCity's success but continues to guide all developments of ParkCity as we expand regionally and shape thriving communities today.

What inspired you when you were building your brand?

Our inspiration has always been the concept of fostering a true sense of community. We envisioned crafting spaces that go beyond bricks and mortar – curating an evolving, inclusive and vibrant space that enhances the lives of people and intuitively meets their needs. A place that fosters belonging, where connections flourish and where we ourselves would be proud to live.

This vision has been brought to life by prioritising our brand pillars: creating diverse communities, promoting seamless connectivity and integrating thoughtful conveniences that elevate everyday living.

Where do you see your brand in the next 5 to 10 years?

ParkCity is recognised as a trusted brand in crafting sustainable and desirable addresses and community-focused living. We aspire to set a regional benchmark for our townships in Malaysia and Vietnam.

Each address reflects our people-first philosophy, offering thoughtfully curated spaces that inspire connection, well-being and a meaningful way of life. We aim to continuously evolve, connecting with future generations while shaping thriving, inclusive communities.

Bernard Chong
Chief Marketing Officer
Tune Talk

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of the biggest challenges in building the Tune Talk brand has been standing out in an industry dominated by giants while staying true to our DNA – being the value champion for Malaysians.

The telco landscape is highly competitive, with an abundance of products in the market, constant technological shifts, evolving consumer expectations and dynamic market conditions.

What inspired you when you were building your brand?

Our biggest inspiration has always been our subscribers – everyday Malaysians who seek an affordable yet powerful connectivity solution. We wanted to break the notion that premium services come with premium prices. Tune Talk has always been about giving more without unnecessary extras, making connectivity accessible to all.

We also drew inspiration from challenger brands worldwide – those that dared to disrupt and redefine industries. The spirit of breaking barriers and pushing boundaries fuels our approach, ensuring we stay relevant and ahead of the curve.

Where do you see your brand in the next 5 to 10 years?

We aim to position ourselves among the top mobile network operators in the market. We are currently expanding our footprint by forging stronger partnerships with key brands, ensuring our products reach as many consumers as possible.

We are also focused on completing Tune Talk's transformation into a digital-first telco, bringing even more value-driven innovations to our subscribers.

HENG AIK SHIAN
General Manager, Malaysia, Singapore, Vietnam, Hong Kong
Procter & Gamble Personal Health Care

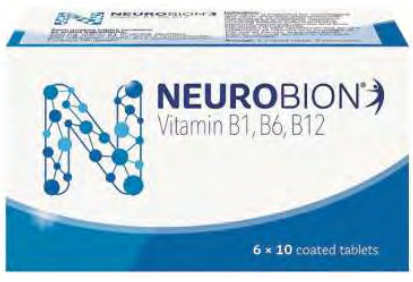
What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Peripheral Neuropathy continues to be underdiagnosed and undertreated severely impacting consumers' quality of life.

With 1 in 2 diabetics, and 1 in 2 pre-diabetics suffering from Peripheral Neuropathy and its painful symptoms, and an estimated eight in 10 patients remaining undiagnosed, there is an urgent importance of raising awareness among the general population, doctors and pharmacists.

P&G Health – maker of Neurobion and a leader in Nerve Health – has been committed to enabling improved treatment outcomes and enhanced quality of life for consumers since 1962 through our products and initiatives.

What inspired you when you were building your brand?



The inspiration stems from a deep understanding of the challenges and needs of patients suffering from neuropathy and nerve pain. Through consumer-centred communication, we aspire to change the dialogue from one of fear to one of empathy by creating awareness on how symptoms impact everyday tasks, and the role of early detection and timely treatment in improving treatment outcomes and quality of life.

We also collaborate with healthcare professionals for research and scientific exchange on nerve health, Peripheral Neuropathy and the role of B vitamins.

Where do you see your brand in the next 5 to 10 years?

Neurobion is a leader in nerve care with its product that contains a combination of vitamin B1, B6 and B12, scientifically proven to repair nerve damage, restore nerve function and regenerate nerves to relieve neuropathy symptoms.

We will continue to serve and empower our Malaysian consumers with trusted, superior, quality products and solutions. We will also continue our work with healthcare practitioners, pharmacists and associations, for research, awareness, education on Peripheral Neuropathy, nerve health and the need to treat.

TAN SRI IR DR LIM HOCK SAN
Group Executive Chairman
LBS Bina Group Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

To date, one of the most challenging periods we have faced at LBS was during the Covid-19 pandemic. Like most industries, Covid-19 significantly impacted our operations. Construction progress was delayed and sales galleries were forced to close during multiple lockdowns.

Despite these setbacks, we quickly adapted by placing a strong emphasis on digital campaigns and leveraging social media to remain agile in a rapidly changing business environment.

Our team's resilience ensured our successful navigation of this unprecedented period while staying committed to delivering value to our stakeholders.

What inspired you when you were building your brand?

The inspiration behind our brand comes

from a commitment to improving the lives of Malaysians through quality, affordable and sustainable living solutions, with a strong emphasis on people-first values. We recognise the need for communities that foster connection, growth and lasting value.

Built on trust, innovation and community-centric design, we evolve to meet societal needs while staying true to our core values. Our driving force is the chance to positively impact lives and shape the future of property development in Malaysia.

Where do you see your brand in the next 5 to 10 years?

Our vision is to strengthen our position as a prominent property developer, delivering innovative, sustainable developments that meet Malaysians' needs. Guided by our ethos of "Believe, Become, Behold", we aim to expand our portfolio with integrated townships, smart living solutions and affordable housing.

By leveraging advanced technologies and prioritising sustainability, we aspire to set new industry benchmarks, foster vibrant communities and enhance quality of life while driving positive societal impact.

NG YAP
Group Chief Executive Officer
MST Golf Group Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge was building our brand across diverse business units, including retail with formats like standalone SuperStores, Pro Shops and departmental counters, as well as our academy, club fitting, golf events and tournament management, corporate merchandise, indoor golf centre with food and beverage, wholesale and golf media. Each unit catered to a different audience with unique needs.

We addressed this by uniting everything under the MST Golf brand with the tagline "Everything Golf", connecting our products and services and ensuring a seamless experience, building trust across all touchpoints.

What inspired you when you were building your brand?

The inspiration has always been to serve our customers the best in "Everything Golf" beyond their expectations. This commitment drives us to continually elevate ourselves by developing better store concepts, offering more world-class brands, products and services, adopting advanced technology and empowering our employees with greater knowledge and skills to deliver exceptional customer service.

Over the past three years, we have been on a new journey to establish ourselves as a sustainability-focused brand. Our vision is to expand regionally and deliver a world-class golf retail and service experience to discerning golfers across Asia.

Where do you see your brand in the next 5 to 10 years?

Our vision is to elevate MST Golf into a high-value brand that attracts discerning customers, talented individuals seeking a

fulfilling career, and dedicated employees who take pride in their work. We want to be the trusted solutions provider for leading product brands and a top choice for investors.

Most importantly, we aspire to inspire more people to try and play golf, making the game more accessible and enjoyable while strengthening our position as a regional leader in the golf industry.

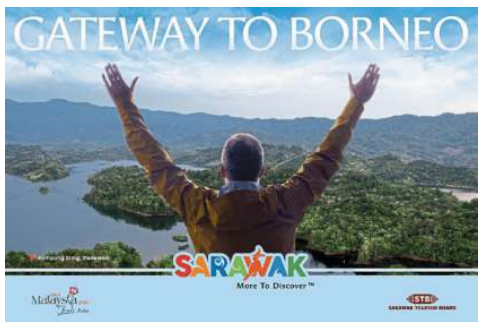
SHARZEDE DATU HAJI SALLEH ASKOR
Chief Executive Officer
Sarwak Tourism Board

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Branding is about delivering a consistent message and fulfilling our promise to customers. In 2019, we rebranded Sarawak, Malaysia's largest state, by crystalising our pillars of Culture, Adventure, Nature, Food and Festivals as unique selling points. Campaigns like "Sarawak More to Discover" and "Gateway to Borneo" consistently showcased these pillars.

Addressing the critical challenge of direct flight connectivity, we collaborated with airlines and implemented the hub-and-spoke strategy. By aligning messaging, impactful events and visitor expectations, Sarawak has emerged as a vibrant, sustainable destination.

What inspired you when you were building your brand?



Sarawak has always been renowned for its eco-tourism, but the 2019 rebranding introduced two additional elements – Food and Festivals. With 34 ethnic groups, Sarawak's rich diversity of cuisines and festivals draws travellers. In 2021, Sarawak became the first city in Malaysia to be recognised as a Unesco Creative City of Gastronomy.

Inspired by its 140-million-year-old rainforests and the global focus on sustainability, Sarawak combines natural wonders, cultural depth and authentic experiences to resonate with travellers.

Where do you see your brand in the next 5 to 10 years?

Aligned with Sarawak's overarching Development Strategy 2030, the state aims to establish itself as South-East Asia's leading eco-tourism destination. By prioritising sustainable and responsible tourism, it will drive economic diversification and balanced regional development.

Enhanced connectivity and infrastructure, and offering authentic tourism products highlighting Sarawak's biodiversity and cultural heritage will captivate international travellers while strengthening its regional and domestic appeal, solidifying its position as a world-class tourism destination.

JULIUS EVANSON
Head of Brand & Communications
OCBC Bank (M) Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

OCBC has long been synonymous with strength, integrity, trustworthiness, foresight and philanthropy. These descriptors have served to define what we are in the minds of those who know us.

But what about the new generation that might not have grown up knowing us, due in part to our being a foreign bank with a limited branch presence?

The challenge has been straightforward – how does a good brand remain relevant in the minds of those who may be touched by its services but remain unaware of what it can do?

What inspired you when you were building your brand?

We are inspired by our strong legacy of

trust and integrity, which gives us a firm base on which to build. This year, for the second year in a row, we were honoured as Malaysia's "Bank of the Year" by *The Banker*.

We are confident that we can continue to enable the people and communities around us to realise their aspirations. So, we have set out to tell the people out there that we are – and have always been – a bank that enables people and communities to realise their aspirations.

Where do you see your brand in the next 5 to 10 years?

As part of the OCBC Group, which is the second largest financial services group in South-East Asia and a strong and respected force in Asean-Greater China, we see ourselves growing to become part of a seamless regional network that can well and truly call itself Asia's leading financial services partner for a sustainable future.

KAZLINA MOHD KASSIM
Brand & Insights Specialist
Safi

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Safi is a Malaysian brand that has served local consumers for over 40 years. One of the challenges we faced was the perception that international brands were superior. However, Safi products are specifically designed for Malaysians, created by our award-winning scientists at the largest halal research centre in the country.

To address misconceptions, we focused on educating consumers about the science and innovation in our formulas. We highlighted our commitment to halal integrity and showed how our products not only meet global standards but also align closely with local needs.

What inspired you when you were building your brand?

Safi's journey is rooted in the belief that

premium personal care should be accessible to all, allowing everyone to feel confident in their skin. Our goal has been to provide high-quality, halal-certified products at affordable prices for middle- and lower-income households without sacrificing performance.

We've developed groundbreaking solutions, including the first affordable shampoo for Malay women with curly hair, a body care line for hijabis featuring deodorants and non-sticky lotions, and an anti-aging serum with Golden Peptide, Golden Vitamin C and Pure Vitamin E.

Where do you see your brand in the next 5 to 10 years?

Safi will continue leading the way in personal care innovation for Malaysian women, particularly hijabis. We will keep creating groundbreaking, halal-certified products like our Safi Shayla shampoo and Anti-Aging range, designed to meet evolving local preferences. But we're not stopping at products.

Safi is committed to empowering our community through initiatives such as scholarships for young women pursuing higher education, giving them the confidence and tools to achieve their dreams. Our vision is to remain a trusted leader in personal care while serving as a platform for positive change in Malaysia.

TS WONG
Group Managing Director
MYEG

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

MYEG is often perceived as constrained by regulatory and policy restrictions. However, we view this as an opportunity to innovate and diversify for society's benefit.

Resilience is key – we continuously adapt, try new approaches and improve to stay ahead. This mindset has allowed us to turn challenges into catalysts for growth and progress.

What inspired you when you were building your brand?

We were inspired by how technology can enhance quality of life and drive a nation's economic growth.

This meaningful purpose naturally shapes our communication and fuels our passion to deliver impactful solutions that

truly make a difference.

Where do you see your brand in the next 5 to 10 years?

We see MYEG as a pioneer in Web3, making it as seamless and intuitive as Web2 – which everyone uses effortlessly, without overthinking the underlying technology. We aim to expand globally, delivering innovative solutions that transform lives.

realme

MARCUS LIN
Chief Executive Officer
DTL Malaysia Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge I faced when building the brand was navigating fierce competition, with many mainstream brands vying for market share. When I became the chief executive officer at realme Malaysia, we had a small team of 70 people and 40 stores nationwide.

By staying true to our slogan "Make it real" and focusing on delivering value and innovation, we expanded our product portfolio and grew our team to over 100 people. Today, with more than 60 stores nationwide, we've successfully positioned realme as one of the top five brands in Malaysia.

What inspired you when you were building your brand?

What inspires me is realme's vision to empower young users by delivering tech-

nology that is not only innovative but also deeply resonates with their lifestyles. Aligned with our mission to let young users enjoy tech experiences that exceed expectations, we strive to create products that simplify, elevate and inspire their everyday lives.

By integrating smart artificial intelligence and offering premium designs, we demonstrate a deep understanding of what Malaysians value most: innovation that is both accessible and meaningful.

Where do you see your brand in the next 5 to 10 years?

Realme aims to be one of the top three brands in Malaysia, with a strong presence in both mature and emerging markets. Realme Malaysia is now ready for the next phase of growth. Our tagline has evolved from "Dare to Leap" to "Make it real", reflecting our commitment to delivering tech experiences that exceed expectations.

As we continue to expand, we will focus on strengthening connections with our customers and empowering young users with innovative, user-centred technology.

HARPIC

DENISE KER
Senior Brand Manager (Pest & Harpic)
MYSG

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our key challenge has been that the toilet cleaning category appears to lack drivers to use and differentiation; consumers assume that generic products, such as detergent and bleach, are efficacious and value for money compared to specific toilet bowl cleaner products.

Harpic, with a well-rounded marketing strategy that addresses consumers' practical and emotional needs, continues to drive the brand proposition in terms of superior efficacy in removing tough stains, such as limescale and effortless toilet cleaning in just five minutes.

What inspired you when you were building your brand?

The inspiration behind Harpic was driven by the challenges consumers face when it comes to maintaining cleanliness in one of the most critical areas in their homes.

Consumers, particularly those in busy households, were looking for cleaning products that could tackle tough stains and limescale quickly without requiring complicated or time-consuming effort.

Harpic, with the best-ever formulation, Powerplus 10X, is able to address all consumer demands and is 10 times better at removing tough stains and keeping your toilet clean.

Where do you see your brand in the next 5 to 10 years?

Harpic is committed to delivering an enhanced consumer experience by introducing new solutions that cater to the evolving needs of consumers.

It is our responsibility to push boundaries and continue to make Harpic a superior and preferred brand.

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exabytes

CHAN KEE SIAK
Founder and Chief Executive Officer
Exabytes Group

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Our company was founded when our founder was just 19 years old, still in college, and without prior industry experience. As we grew – serving more clients and expanding our team – we faced the challenge of managing an increasing workforce and scaling operations effectively.

In the early stages, we turned to business coaching and training programmes, embracing the principle of building "a business that can run without its founder".

Later, with guidance from a mentor, we adopted the HP Way, which introduced structured enterprise management principles and systems. This approach has since been the foundation of our sustainable growth.

What inspired you when you were building your brand?

We are inspired by entrepreneurs who build their business empires from the ground up and by brands that grow to become household names. We admire brands that are simple, easy to understand and clearly communicate their purpose.

Our vision draws from Dell's e-commerce model – operating with zero inventory and minimal manufacturing.

We're also inspired by businesses generating recurring revenue through subscriptions, delivering services seamlessly from anywhere via the Internet and empowering the growth of other businesses through innovative solutions.

Where do you see your brand in the next 5 to 10 years?

At Exabytes, we want to be the name people think of when it comes to "Digital Transformation".

Our goal is to become the leading "Digital Powerhouse" in South-East Asia and help over one million businesses worldwide grow with digital solutions.

We believe every business has the power to achieve more with the right tools and support.

Together, we aim to turn challenges into opportunities, drive innovation and create a brighter future for businesses everywhere.

RÉMY MARTIN

HAZEL YONG
General Manager
Rémy Cointreau Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Rémy Martin celebrated its 300th anniversary in 2024 amidst a resurgent, yet highly competitive, post-lockdown market.

To navigate this landscape, Rémy Martin leveraged its milestone anniversary to strengthen consumer and stakeholder relationships.

Key initiatives included the Bartender Talent Academy competition, a grand 300th anniversary celebration and the launch of the commemorative 300th Anniversary Coupe.

These initiatives, which combinied experiences and product launches, connected the brand's past, present and future, celebrating its heritage and vision for the next 300 years.

What inspired you when you were building your brand?

Rémy Martin's DNA of craftsmanship and excellence inspires everything we do. This is reflected in our campaigns and events, from celebrating mixology talent through our Bartender Talent Academy competition to curating "Opulence Revealed", a multi-sensory experience showcasing the notes of XO when paired with aromatic ingredients that can be sourced locally. We constantly strive to create engaging experiences that embody our pursuit of excellence.

Where do you see your brand in the next 5 to 10 years?

Rémy Martin will continue its 300-year old journey of excellence and craftsmanship, with emphasis on building a sustainable future.

MIKE XU
Chief Executive Officer
Vivo Malaysia

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

One of the significant challenges faced by vivo Malaysia in building its brand, especially in the Malaysian market, was intense local competition. Additionally, navigating logistics during the Covid-19 pandemic posed hurdles.

To overcome these, vivo focused on in-depth market research, creative marketing strategies and fostering strong partnerships with local distributors and retailers. It also emphasised innovation in technology and product development, such as the introduction of the X200 series.

Moreover, its commitment to corporate social responsibility and local community engagement solidified its presence and trust among Malaysian consumers.

What inspired you when you were building your brand?

Vivo's inspiration stems from its mission to connect people to the digital world through design-driven innovation and superior user experiences. Its commitment to building local relationships and its belief in the core value of "benfen" (which in Chinese means doing the right thing in the right way) may have driven its success.

In Malaysia, vivo drew inspiration from cultural respect, understanding local needs and actively participating in community and CSR activities. This approach helped vivo establish itself as a "local" brand, even as it retained its global roots.

Where do you see your brand in the next 5 to 10 years?

Vivo Malaysia envisions expanding its market share in Malaysia and maintaining its position as a leading global innovator in technology. The focus will remain on technological advancements like artificial intelligence, 5G and advanced imaging

systems, while deepening ties with local communities.

On a global scale, vivo aims to continue being a top player in the smartphone industry, striving for more breakthroughs in innovation, sustainability and consumer satisfaction.

CHERLYN CHONG
Asean Home Cleaning Marketing Manager
SC Johnson Asia Pacific Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge we faced was navigating a highly competitive and price-sensitive category that was primarily functional-driven. It was difficult to cut through the noise and grab the attention of consumers who had seemingly similar options available to them.

To overcome this, Mr Muscle strategically partnered with a Korean ambassador to tap into the Korean Wave trend that is currently popular in Malaysia.

By aligning the brand with a figure that resonates with our target audience, we were able to create a unique positioning that differentiated Mr Muscle from others in the market.

As a result, we saw increased brand visibility and engagement, which ultimately translated into better sales.

What inspired you when you were building your brand?

It was the desire to create something that truly resonates with people on a deeper level. It wasn't just about selling a product or service, but about crafting a story that connects with our audience's values, aspirations and emotions.

At the same time, I was driven by the need to align everything we do with the company's goals – whether that's driving growth, expanding our reach, or fostering customer loyalty. I wanted to build a brand that not only stands out in the market but also makes a meaningful impact, empowering individuals to feel seen, heard and part of something bigger.

Where do you see your brand in the next 5 to 10 years?

Mr Muscle will be the leading household brand in Malaysia, known not only for its exceptional cleaning power but also for its commitment to sustainability and innovation.

As we continue to expand our product range, I envision a deeper connection with our consumers through personalised, eco-friendly solutions that meet the evolving needs of modern households. Our goal is to not only be a trusted cleaning partner but also a brand that represents efficiency, quality and responsibility.

DANG TAI LUK
Co-founder and Executive Chairman
MyNews Retail Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

MyNews began as a small newsstand in Petaling Jaya in 1996. However, with the decline in print readership in the early 2000s, we faced a critical challenge in adapting to a changing market.

We repositioned the brand and pivoted from solely relying on print sales. MyNews expanded its offerings to include a diverse range of snacks, beverages and essential household items.

By prioritising the evolving needs of Malaysian consumers and introducing relevant and innovative offers, we successfully navigated this challenge and established MyNews as a leading home-grown convenience chain across Malaysia.

What inspired you when you were building your brand?

Your convenience is what MyNews stands for. We are inspired to simplify the everyday life of Malaysians through easy access and relevant offerings in our outlets. Hence, the right place is key to our stores' location.

We are also driven to focus on consumer-centricity and innovation in food and technology. Our in-house fresh food production, Japanese Food Hub, ensures that we create and produce top quality bakes and ready-to-eat meals to be sold at MyNews.

We pioneered our loyalty app in 2018, and its functionality has since evolved with consumers' needs.

Where do you see your brand in the next 5 to 10 years?

As a trusted neighbourhood brand, MyNews will continue expanding its presence across Malaysia. We aim to be the go-to convenience destination for Malaysians.

Within the next 10 years, we will seamlessly integrate MyNews physical stores with digital platforms to provide our customers with a truly convenient and personalised shopping experience.

SHAUN LIM
Marketing Manager
Wheatbeer, Stout & Diageo brands
Heineken Malaysia Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge was building a new brand in the niche wheat beer segment and gaining awareness in a competitive market. We overcame this by adopting a challenger mindset, positioning Edelweiss as a premium indulgent offering with a soft-living concept and targeting female consumers – an often-overlooked segment.

To drive awareness, we collaborated on unique initiatives, including partnerships with Lilin and Co and Monin-mixology kits. By staying focused and consistent, we successfully carved out Edelweiss as a distinctive choice in the wheat beer category.

What inspired you when you were building your brand?

Our inspiration stemmed from a consumer-centric approach, which enabled us to identify untapped opportunities through data insights. It was exciting to explore new avenues of growth by engaging with previously overlooked audiences, offering something genuinely unique.

By addressing a gap in the market, it was our aim to bring a fresh perspective and create a distinctive offering that stands out from other brands.

Where do you see your brand in the next 5 to 10 years?

We want to be the go-to drink for young adults looking to treat themselves to something pleasingly different. To achieve this, we aim to drive differentiation and tap into new growth opportunities.

By challenging traditional perceptions of beer and lager, we will continue to break barriers and redefine the premium beverage experience.

TAN SIAN TUANG
Head of Enterprise and Broadband Business
Astro

What is the biggest challenge you faced when you were building your brand and how did you overcome that?
Our biggest challenge is competing with established players in the Malaysian broadband market. To differentiate itself, Astro Fibre focuses on bringing value through bundling its fibre broadband services with Astro Pay-TV entertainment packages. This has allowed us to strengthen our brand presence within our existing Pay-TV customer base, who already recognise us in the content and entertainment space.

Astro Fibre aims to provide a compelling value proposition in both pricing and experience to solidify its position as a leading provider of integrated entertainment and high-speed broadband.

What inspired you when you were building your brand?
Astro Fibre was born from the vision of providing Malaysians with an unparalleled entertainment experience. Building upon Astro's established reputation and customer trust, Astro Fibre offers high-speed Internet connectivity that seamlessly integrates with Astro's diverse content library.

The convenience of a single bill for both Internet and entertainment services simplifies account management, offering a streamlined customer experience.

Where do you see your brand in the next 5 to 10 years?
We will continue to adapt to consumers' needs by offering flexible and customisable packages, providing superior customer service and investing in network infrastructure to deliver high-speed connectivity. We will also build trust in our fibre broadband service, forge strategic partnerships and actively engage with our community.

KIMBERLEY KOH
Brand Manager Vanish
RB (Health) Malaysia Sdn Bhd

What is the biggest challenge you faced when you were building your brand and how did you overcome that?
It has been challenging being in a market where stain remover category awareness and penetration is low. To continue building the category as the market leader, we focused on educating our audience about the superior stain removal efficacy of Vanish via real-life demonstrations and how it makes their laundry process simpler and lives easier.

By showing consumers that their current stain removal methods are too tedious and ineffective and positioning Vanish as the best solution for stain removal, we gradually shifted consumer mindsets and built trust in the brand.

What inspired you when you were building your brand?
It was the idea of making everyday life easier for our consumers. Stains can be frustrating and time-consuming, especially for parents with young children.

They already have a lot on their plate, so quick and convenient solutions like Vanish are needed. Vanish not only delivers results but also gives our users back their precious time to do the things they enjoy.

Where do you see your brand in the next 5 to 10 years?
I see Vanish as a leading brand not only for stain removal but as a trusted partner in efficient and smarter laundry solutions.

We aim to continue innovating our formulas and enhancing our ability to deliver results to meet the evolving needs of modern households. We will further strengthen our connection with consumers and solidify Vanish as the go-to laundry additive.

GAURAV BHASIN
Chief Executive Officer
Mudah.my

What is the biggest challenge you faced when you were building your brand and how did you overcome that?
Our biggest challenge was keeping secondhand top of mind while addressing misconceptions and educating users on its value. To overcome this, we focused on creating user advocacy by improving platform usability and the availability of good deals. We prioritised function over form.

Our north star was to create a platform that even elders could use. Integrating data and AI-driven tools made interactions faster, safer and more personalised, reinforcing the appeal of secondhand.

What inspired you when you were building your brand?
Mudah.my stands for opportunity – the opportunity for every Malaysian to participate in online commerce, to buy and sell what they no longer need. In doing so, they contribute to a sustainable planet by supporting a circular economy.

Our goal has always been to make secondhand the first choice for all. Today, millions of Malaysians browse Mudah to buy, sell or rent everything from cozy homes and apartments to cars, bikes, boats and number plates.

Where do you see your brand in the next 5 to 10 years?
We will remain attentive to evolving consumer needs and continue to integrate advanced technologies and AI to enhance usability and optimise user experiences.

Sustainability is central to our mission. We seek to make secondhand goods the preferred choice, promoting a circular economy where items find a second life.

JAREN ONG

Marketing Director
Garnier

What is the biggest challenge you faced when you were building your brand and how did you overcome that?
Our journey has been both challenging and rewarding. The biggest hurdle was standing out in an oversaturated skincare market while staying true to our values.

To overcome this, we prioritised deep audience insights through research and social listening, crafting campaigns that genuinely resonated.

Our key differentiator lies in championing sustainably sourced ingredients and fostering an inclusive, relatable brand voice. This approach has not only built trust but also deepened our connection with our audience.

What inspired you when you were building your brand?
What has inspired us since we began building our brand is the evolving way younger generations embrace self-care and self-expression on social platforms.

Their desire for authenticity and connection with meaningful brands drives us to create launches that truly align with their values and needs. Their voices and engagement continue to shape and motivate us every day.

Where do you see your brand in the next 5 to 10 years?
At Garnier, we believe that Green Beauty is for everyone. Our commitment to sustainability is more than just a promise – it's a daily effort to make a visible, tangible and lasting impact.

Over the next five to 10 years, we aim to further champion Green Beauty through innovative and eco-friendly products, bold sustainability initiatives and meaningful community empowerment.

BRIAN CHUA WEI JUN
E-Commerce Marketing
Lorenzo

What is the biggest challenge you faced when you were building your brand and how did you overcome that?
One of our biggest challenges has been earning and maintaining customer trust. To overcome this, we have remained committed to delivering high-quality products and services that exceed expectations.

Winning the Putra Aria Brand Award reflects the confidence our customers have placed in us over 42 years. Their support drives our journey. Moving forward, we will strengthen this trust by evolving with our customers and ensuring the best possible experience.

What inspired you when you were building your brand?
Our greatest inspiration has always been our customers' unwavering support. Their trust and loyalty have been the foundation of our journey since 1983. Their support drives us to continuously improve the quality of our products and services. We remain committed to delivering even better products and services, exceeding customer expectations.

Where do you see your brand in the next 5 to 10 years?
We envision our brand growing stronger by evolving to meet market demands and customer expectations. We will keep our products updated with the latest designs and trends while prioritising comfort and quality. Our goal is to attract new customers while maintaining loyalty.

Actively seeking customer feedback will help us enhance our products and drive innovation, ensuring we continue delivering the best possible experience.

OSK PROPERTY

ONG GHEE BIN
Chief Executive Officer
Property Development
OSK Property

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

The biggest challenge was standing out in a competitive market while staying true to our vision. We focused on creating value through quality designs, sustainable practices and meeting community needs.

Building trust was key, so we ensured transparency, delivered on promises and engaged with stakeholders. By staying adaptable and focused on our customers, we built a strong, trusted brand that resonates with both investors and the communities we serve.

What inspired you when you were building your brand?

What inspired us was the opportunity to create spaces that genuinely improve lives and bring communities together. We wanted our brand to stand for more than just property development – it had to represent quality, innovation and sustainability. Seeing how thoughtfully designed spaces can transform neighbourhoods and create lasting value motivated us to push boundaries. The trust and support of our stakeholders, along with the impact our projects have on people's lives, continue to inspire us to build with purpose and integrity.

Where do you see your brand in the next 5 to 10 years?

We hope to see our brand recognised for consistently delivering quality developments that truly meet the needs of communities. Our focus will remain on creating sustainable, thoughtful spaces that improve people's lives.

While we aim to grow and take on new challenges, the goal is to stay grounded in our values of trust, integrity and innovation. Ultimately, we see our success measured not just by projects completed, but by the positive impact we leave behind.

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THAM SEEN HAU
Head of Operations
Malaysiakini

What is the biggest challenge you faced when you were building your brand and how did you overcome that?

Adapting to changing trends has been a significant challenge. The fast-paced evolution of digital platforms means there's a constant need to stay updated with new ways of presenting information and news online. This requires not only investing in the latest tools and technology but also understanding how audiences consume content differently across various platforms.

At the same time, it's crucial to remain true to our core brand values and mission, which are grounded in providing credible, unbiased news. It is finding that balance between innovation and consistency.

What inspired you when you were building your brand?

The rise of social media and ease of anyone having an online voice has contributed to the polarisation of information. Misinformation and disinformation continues to spread making it harder for audiences to discern fact from fiction.

This tough environment makes it essential for us, as an independent media organisation, to prioritise truth and accountability.

By providing credible and reliable news, we empower our readers to make informed decisions.

Where do you see your brand in the next 5 to 10 years?

We envision continuing to produce in-depth reporting and analysis that resonates with a wide audience. We aim to expand the reach of our interactive special reports, making them more accessible to Malaysians across diverse demographics.

Our goal is to remain the trusted news source Malaysians turn to for clarity, context and reliability.

Kao Malaysia president Nishimaki Akira (middle, holding award) and his team takes home a silver in the Household Products category for brand Kao Magiclean.

Mah Sing Property chief experience officer Bernard Yong (middle, holding award) and his team clinches a gold in the Property category.

Marrybrown group executive director Datuk Joshua Liew (third from left) and team poses with 4As council member Yee Hui Tsin (second from left) after winning a silver in the Restaurants and Fast Food Outlets category.

Gold winner in the Foodstuff category, Ajinomoto was represented by managing director and chief executive officer Riichiro Osawa (second from left) and his team, with 4As' Parames (left).

Successful brands take centre stage on award night

The Putra Aria Awards 2024 celebrates industry ingenuity and hard work

UPCOMING brands, as well as established ones, were put on the limelight on Jan 16, at the third Putra Aria Brand Awards (PABA) for the year 2024.

The event, hosted in the Majestic Ballroom at Majestic Hotel Kuala Lumpur, was to support the marketing community by showcasing branding efforts across various segments.

It is an integral part of the Putra Brand Awards (PBA), which was held the following day, on Jan 17.

Brands from over 24 categories were honoured, covering automotive, banking and property, among others. Each category was divided into gold, silver and bronze.

The awards was organised by the Association of Accredited Advertising Agents Malaysia (4As) in collaboration with Star Media Group (SMG) as the official media partner.

In his speech, 4As Malaysia acting president Ryusuke Oda said the awards represent the trust cultivated between the participating brands and their customers, adding that "The winners were chosen based on votes, which underpins the value of the awards.

"It is proof that these brands have a significant presence among the Malaysian public.

He said this was the reason why it is crucial for brands to engage with their customers and adapt to their preferences.

While the awards organising chairman and 4As senior adviser Datuk Johnny Mun remarked that consumers had been paying attention to the brands and products they've been using, judging from the high number of responses.

"They know they are key to the longevity of your brands and offerings."

Malaysia External Trade Development Corp (Matrade) deputy chief executive officer (export acceleration) Abu Bakar Yusof said the awards celebrate Malaysia's household brands and allow them the opportunity to continuously innovate, in order to ensure their relevance in the market.

"These brands will raise the bar in our local market and pave the way for Malaysia to be recognised as a hub for innovative, high-quality products and services. Despite the challenges, these companies have persevered with their tireless marketing efforts to carve a lasting name for themselves."

Abu Bakar said Matrade is committed towards amplifying the reach and promotion of homegrown products at international stage.

Marketing research specialist Ipsos analysed over 50,000 responses from consumers collected during an online survey that was conducted previously in July 2024. Then in October, winners were selected and endorsed by the 4As board of governors.

No submission or entry fee was required for brands wishing to participate in the awards. They are apparel and accessories; automotive; automotive fuel, lubricants and accessories; banking, investment and insurance; alcoholic beverages; non-alcoholic beverages; dairy beverages; cameras, IT and office equipment; communication devices; communication networks; education and learning; foodstuff; health; household products; home improvement products and stores; media and networks; entertainment; personal, household and outdoor appliances; personal care; property; retail; restaurants and fast food; transportation, travel and tourism; and ecommerce.

The awards was endorsed by Matrade as the Brand Champion Partner and supported by the Malaysian Advertisers Association, Media Specialists Association and Malaysian Digital Association.

Gintell group managing director Datuk Goh Cheh Yak (middle, in blue suite) with his team as Yee presents to him the gold award Home Improvement Products and Stores category.

Caring Pharmacy managing director YS Chong (middle, holding up award) and his team, win one of the gold awards in the Retail category.

Astro Fibre sales head Paul Devadason (second from right) and his team, pose with 4As chief executive officer Andrew Lee (third from rigth) and Wang (middle, in white). The team won bronze in the Communication Network category.

Lalamove Malaysia managing director Jane Teh (third from left, in pink) and her team, showing the gold award in e-Commerce category.

Jasmine Rice brand management and new product development head Farhan Hafetz (second from left) and team snags a silver as 4As council member Parames Iyadorai (left) looks on.

Rice brand Jati, represented by SW Food sales director Keng Tee Khoon (middle, holding award) and his team, bags a bronze in the Foodstuff category.

LG product director Hojin Jung (middle, in blue shirt holding up award) and marketing head Sam Hoo (fifth from right, in black) and their team showing the silver they won in the Home Improvement Products and Stores category.

Louis Chan Chin Wah (right), Daikin's senior manager of marketing receiving the gold award from 4As' Yee in the Personal, Household and Outdoor Appliances category.

Lazada head of social Ong Ee May with the silver award in the e-Commerce category.

F&N chief marketing officer Leong Wai Yin (in silver dress) and her team grab the gold award in Beverage - Non-alcoholic category.

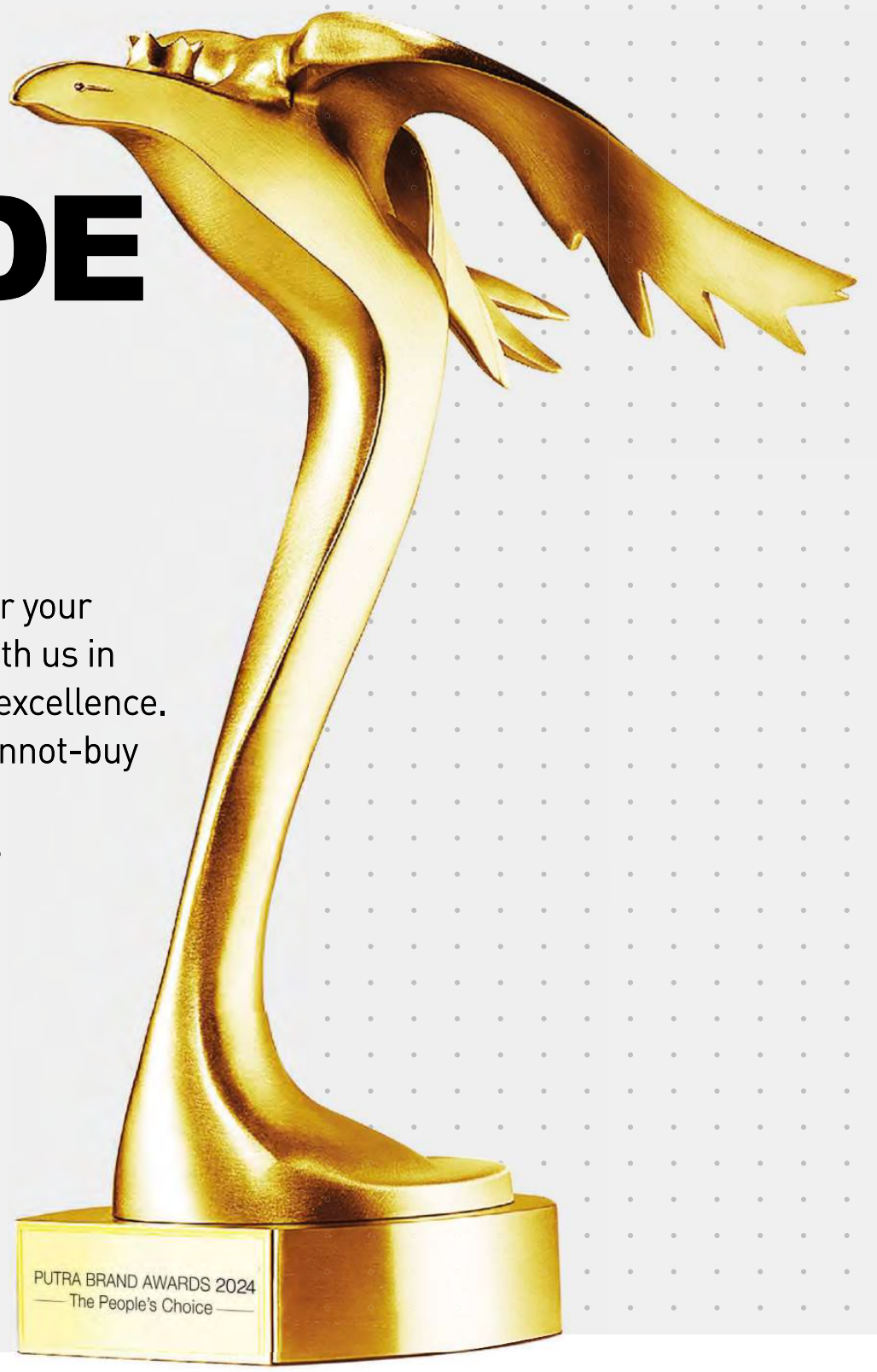
2024

PUTRA BRAND AWARDS — The People's Choice —

PUTRA Aria BRAND AWARDS — The People's Choice —

THANK YOU MATRADE

We are deeply grateful for your continued partnership with us in the celebration of brand excellence. Your steadfast money-cannot-buy support for the 2024 Putra Aria Brand Awards and Putra Brand Awards is greatly appreciated.



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