

PUTRA BRAND AWARDS The People's Choice

THE STAR, THURSDAY 29 FEBRUARY 2024

PUTRA BRAND AWARDS 2023

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Ipsos

Resilience in the face of change

The world is in a state of constant change. Despite this challenging environment, brands have continued to deliver outstanding products and services.

Putra Brand Awards and Putra Aria Brand Awards celebrate the exceptional brands that win the hearts and trust of Malaysians.

BRAND CHAMPION PARTNER

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MALAYSIAN DIGITAL ASSOCIATION

Putra Brand Awards 2023 > P2-62 > P63-88 Putra Aria Brand Awards 2023

ORGANISED BY

GROWING BRANDS

4As MALAYSIA

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IN COLLABORATION WITH

Star

MEDIA GROUP

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The people's choice

The Putra Brand Awards 2023 – acknowledged as the People's Choice Awards – was the 14th edition since its launch in 2010 by the Association of Accredited Advertising Agents Malaysia (4As), in association with Malaysia's Most Valuable Brands (MMVB). The Putra Aria Brand Awards was simultaneously held for the

second time, building on its successful debut for the year 2022. Putra Brand Awards 2023 and Putra Aria Brand Awards 2023 were

organised by 4As in collaboration with Star Media Group – to recognise brands that connect and build a strong relationship with consumers.

Both awards are endorsed by the Malaysia External Trade Development Corporation (MATRADE) which is the brand champion partner, and supported by the Malaysian Advertisers Association, the Media Specialists Association, and the Malaysian Digital Association.

Selection criteria

Putra Brand Awards 2023 and Putra Aria Brand Awards 2023 utilised a robust consumer research methodology conducted by Ipsos Malaysia to engage with a minimum of 6,000 consumers in Malaysia to determine their favourite brands within multiple categories.

More than 25,000 responses for both awards from over 11,000 consumers were garnered in the survey held from September to October 2023 on 60 media platforms.

Brands were selected for the consumer survey based on their investment levels in brand building, and there was no submission nor entry fee for brands to be included in the survey.

Survey respondents rated the brands based on their familiarity and experience with the brand, their impression of it, their intent to purchase the product, their "forced choice" brand, and brands they would recommend to family and friends.

Their responses were captured by research company IPSOS, and endorsed by the Putra Brand Awards board of governors. From the survey scores, brands within the higher percentile group

are Putra Brand Awards winners while brands in the second percentile group are Putra Aria Brand Awards winners.



BRAND AWARDS — THE PEOPLE'S CHOICE —



— THE PEOPLE'S CHOICE —

| CATEGORIES PLATINU | | GOLD | SILVER | BRONZE | | |
|---|-----------------------|--|--------------------------------------|---|--|--|
| Apparel and Accessories | Uniqlo | Adidas | Padini | Puma | | |
| Automotive | Toyota | Honda, Perodua | Mercedes, Proton | BMW | | |
| Automotive (Fuel, Lubricants and Accessories) | Petronas | Michelin, Shell, Toyo Tires | Petron | Goodyear | | |
| Banking, Investment and Insurance | Maybank | VISA | СІМВ | AIA, RHB | | |
| Beverage (Alcoholic) | Carlsberg | Heineken, Tiger Beer | Asahi, Kronenbourg 1664 | Connor's, Guinness, Sommersby | | |
| Beverage (Non-alcoholic) | Milo | 100PLUS, Spritzer | BOH, Nescafe | Lipton | | |
| Beverage (Dairy) | Farm Fresh | Dutch Lady, Yakult | Vitagen | Anlene, Fernleaf, Marigold | | |
| Cameras, IT, Office and Business Equipment | Samsung | Canon, Dell | Panasonic | НР | | |
| Communication Devices | Samsung | Huawei | Vivo | Asus, OPPO | | |
| Communication Networks | ТМ | Celcom, Maxis | Digi, Hotlink | TIME dotCom | | |
| e-Commerce | Touch n Go e-wallet | Grab, Shopee | Lazada | Foodpanda | | |
| Education and Learning | Multimedia University | Open University Malaysia, Sunway University | UNITAR International University | Monash University, Universiti Teknologi PETRONAS | | |
| Entertainment | Golden Screen Cinemas | TGV Cinemas | Sunway Lagoon | LEGO, Petrosains | | |
| Foodstuff | Gardenia | Maggi | KitKat, Nestle Ice Cream | Ayam Brand, Cadbury, Chipsmore, Magnum, Wall's | | |
| Health | Panadol | Dettol, Strepsils | Hurix's, Koolfever, Vicks | ENO, Gaviscon, Scotts | | |
| Household Products | Ambi Pur | Daia | Dettol, Sunlight | Febreze, Scotch-Brite, Softlan, Top | | |
| Home Improvement Products and Stores | Nippon Paint | Energizer, Ikea | Coway, Cuckoo | | | |
| Media and Networks | Astro | The Star | Era FM, Harian Metro | Hot FM, TV3 | | |
| Personal, Household and Outdoor Appliances | Panasonic | Samsung | Cuckoo, Daikin, Pensonic | KDK, LG, Sharp | | |
| Personal Care | Vaseline | Dove, Head & Shoulders | Clear | Colgate, Dettol | | |
| Property | Sime Darby Property | IJM Land, UEM Sunrise | SP Setia , Sunway Property | EcoWorld, IOI Properties | | |
| Retail | Watsons | Aeon, Lotus's | 7-Eleven, 99 Speedmart, Ikea, Mr DIY | Guardian | | |
| Retail (Restaurants and Fast Food) | McDonald's | KFC, Starbucks | Domino's Pizza, Texas Chicken | Nando's, The Chicken Rice Shop, Subway | | |
| Transportation, Travel and Tourism | AirAsia | Firefly Airlines | Premium Outlets | Malaysia Airlines, Malaysia Airports, PLUS | | |

'Money can't buy' recognition

ELCOME to the 14th edition of the Putra Brand Awards. It has been a considerable duration since we entered what is commonly described as turbulent times.

The prevailing sentiment suggests that rapid change has become the customary state of the world.

Despite this challenging environment, brands persist in delivering exceptional products and services that bring joy and enhance the lives of all Malaysians.

While "brand" and "branding" are marketing terms, they are also profoundly emotional entities tied to the deepest recesses of people's hearts, as expressed in the phrases "brands I like," "brands I don't like," and "brands I'm not interested in."

Therefore, evolving into a

brand that garners consumer trust and affection over an extended period poses a formidable challenge.

Consumer sentiments toward brands shift as new products and services are introduced.

Shifts in the global economy and world affairs, which may not directly relate to a product or service's functionality, can influence consumer emotions and affect a brand.

The relationship between brands and people is inseparable, yet simultaneously dynamic and unpredictable.

In this context, brands must focus on effectively communicating the value of their products to consumers – ensuring that consumers believe in and embrace products and services that genuinely enrich their lives, and bringing happiness as well as fostering confidence and affection for the brand.

The brands that have sustained this cycle of happiness in Malaysia, a nation known for its diversity and maturity, have been chosen for the 2023 awards.

The most captivating aspect of these awards is that they are determined by consumer votes.

In addition to the brands' dedication over the past year, this award is solidified by the votes of Malaysians who have trusted and loved these brands.

It's a "money can't buy" recognition, and its credibility is firmly grounded in the votes of the consumer.

On behalf of the 4As, I express our heartfelt appreciation to MATRADE, our esteemed brand champion partner, for their steadfast support as well as to all Malaysians who participated in the public voting for this award, and to all affiliated organisations for their sup-

port and endorsement of this "people's choice" concept. Lastly, of course the highest commendations to all the award winners.

Ryusuke Oda Acting president

Association of Accredited Advertising Agents Malaysia (4As)

Champion of Malaysian exports

Γ was the eagerly anticipated event of the year, as the most esteemed brands awaited the Putra Brand Awards 2023.

The Putra Brand Awards go beyond mere recognition as they serve as a testament to Malaysian brands' commitment to evolve, adapt and lead in the face of change.

Hence, I believe the theme Transform: Lead the Change symbolises a journey of excellence and evolution that reflects brands that thrive in the dynamic business landscape.

The awards foster an environment of acknowledgement and esteem for brands that have excelled and resonated with consumers.

The judging process which enables the public to vote for their preferred brands ensures a democratic and genuine reflection of proven brand impact.

This approach renders the Putra Brand Awards a distinctive and highly sought-after recognition by providing an authentic representation of the sentiment and perception held by the people. The Malaysia External Trade Development Corporation (MATRADE) is honoured to be a supporter

alongside the Association of Accredited Advertising Agents Malaysia (4As) in the Putra Brand Awards. The enduring collaboration between MATRADE and 4As is driven by a shared vision, determination and perseverance - dedicated to fostering the growth of Malaysian brands.

As Malaysia's trade promotion agency under the Ministry of Investment, Trade and Industry (MITI), MATRADE is steadfast in our commitment to champion Malaysian exports, with a special focus on promoting local brands.

Through an array of exporter development and export promotion programmes, MATRADE facilitates Malaysian companies in their export journey through sharing of valuable market intelligence as well as other advisory services.

MATRADE also organises various export promotion activities such as participation in trade fairs and export acceleration missions, and arranges individual business meetings to forge connections between Malaysian companies and international buyers.

In 2023, MATRADE underwent a significant transformation, signalling not only a shift in physical appearance but more importantly, a change in mindset.

At the core of this evolution is MATRADE's rebranding initiative, which includes the introduction of a new logo and an exclusive range of merchandise.

These tangible elements symbolise MATRADE's renewed commitment to bolster its presence and actively support the broader business community.

MATRADE's extensive global presence spans across 49 strategically-located offices in 41

countries, assisting access to 200 markets The agency facilitates connections that have translated into concrete outcomes for businesses that subsequently help push the nation's economic agenda.

Heartiest congratulations to all the winners of the 14th Putra Brand Awards. Your remarkable success stands as a testament to the combination of innovation and an unwavering commitment to excellence.

Your accomplishments signify the resilience and adaptability that will shape the future of Malaysian businesses

Collaboratively, both the public and private sectors can undertake the transformative journey to spearhead productive changes in the ever-shifting terrain of the business world.

Datuk Mohd Mustafa Abdul Aziz **Chief Executive Officer** MATRADE



Homegrown brands to the fore

THE recently concluded Putra Brand Awards 2023 and Putra Aria Brand Awards 2023 saw a record participation by marketers, with a combined attend-ance of almost 2,000 guests at the prize-giving gala over two nights.

A truly heartening achievement, considering that the Putra Aria Brand Awards was only introduced in 2022.

For both events, over 300 awards were presented – a true validation of the trust and connection consumers have with their favourite brands.

More than 25,000 responses were garnered in the two-month nationwide digital survey conducted by Ipsos on 60 media platforms.

The close results in many of the categories was encouraging - a true testament

that brand-building is well and mature in Malaysia

What was also very motivating was the emergence of several Malaysian-bred brands as forerunners, scooping up some top accolades.

This year's theme Transform: Lead the Change is a clarion call to marketers to move away from their comfort zones, take risks to stay fresh and relevant, and to renew their romance with their consumers.

To help both new and even seasoned brand builders to achieve better results in the coming years, the 4As will be organising a series of symposiums later in 2024 which will feature Putra Brand Awards Hall of Fame inductees and Brand Icon winners.

These industry leaders will share the formulas they have employed to help their brands become such prolific performers.

On behalf of the 4As and the organising committee, I would like to register our greatest appreciation to MATRADE the permanent chair of Putra Brand Awards and Putra Aria Brand Awards for their support these past 14 fantastic years, and in helping to make these brand awards the best in Malaysia, if not Asia.

To all the winners, kudos and see you next year. A blessed 2024 to all.

Datuk Johnny Mun

Putra Brand Awards organising chairman Senior advisor and council member (4As)





Rising to the challenge

Datuk Lim Kok Boon Spritzer Berhad Putra Brand Personality 2023

DATUK Lim Kok Boon was on the verge of giving up on his dreams in the early days when overwhelming obstacles presented themselves.

However, he found motivation through his brother Datuk Lim Kok Cheong whose motto is: Success is not final, failure is not fatal. It is the courage to continue that counts.

"These words encapsulate his mindset and approach to life, reminding me to remain resilient and determined in the face of adversity.

"His dedication to his goals and unwavering belief in himself serve as a constant source of inspiration for me," says Lim who was conferred the Putra Brand Personality title at the Putra Brands Awards 2023.

As Spritzer Berhad managing director, Lim attributes his success to unwavering determination, hard work and a good attitude towards life.

Challenges ranging from resource constraints to technical hurdles that he has faced have taught him that "success is not always linear, but rather a journey filled with ups and downs."

"Great power lies in teamwork and collaboration. No significant accomplishment is ever achieved alone. It's the collective effort of dedicated individuals working



'Great power lies in teamwork and collaboration. No significant accomplishment is ever achieved alone,' says Spritzer Berhad managing director Datuk Lim Kok Boon.

together towards a common goal that drives meaningful progress.

"Additionally, I believe in the power of continuous learning and personal growth. In today's rapidly changing world, it's essential to remain agile, adaptable, and open to new ideas.

"By embracing a mindset of lifelong learning, we can stay ahead of the curve and seize opportunities for innovation and improvement."

He adds: "Whether through



Spritzer introduced its new Sparkling Lemon drink to kickstart 2024.

philanthropy, mentorship, or volunteer work, we have the opportunity to make a positive impact, contribute to the greater good, and leave a lasting legacy that extends far beyond ourselves." Lim advises aspiring individu-

als to always embrace courage,

Holistic education with a

- passion, and sincerity in

everything they take on. "Be willing to put in the hard work and never lose sight of your vision.

"Surround yourself with supportive mentors and colleagues who encourage and inspire you. "Remember that success is not always immediate, and setbacks are inevitable. But it is through perseverance and determination that you will ultimately achieve your dreams."

One should not be afraid to take risks and step outside of the comfort zone, as it is challenges and experiences that enable growth and knowledge, he says.

"Stay true to yourself, remain resilient in the face of adversity, and never underestimate the power of perseverance."

On Spritzer, Lim says that empowering the next generation of leaders in the company is part of the long-term plan.

"While I have confidence in my son's abilities and leadership potential, I also recognise the importance of laying a strong foundation for future success. Therefore, I am committed to providing mentorship and guidance to ensure a smooth transition of leadership.

"I will continue to prioritise sustainability and social responsibility in all aspects of our operations, seeking to make a positive impact on our community and environment.

"By staying agile, adaptive, and forward-thinking, I am confident that we will continue to achieve new heights of success and make a lasting impact in our industry."

Spritzer is a gold winner in the beverage (non-alocoholic) category of the Putra Brand Awards 2023.



Sunway University Putra Enterprising Brand 2023

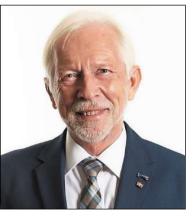
DO good and tell it. This is one of the many guiding principles that has led Sunway University to win the confidence of Malaysians.

As one of the leading private universities in the country, Sunway University was adjudged the Enterprising Brand of the Year at the Putra Brand Awards 2023.

Sunway University president Prof Sibrandes Poppema attributes the institution's success to strategic goals that include combining a holistic education with excellent and meaningful research, with a focus on social responsibility consisting of sustainable development goals, planetary health and social service.

"Under these goals, we place emphasis on programmes such as achieving the best graduate employability in Malaysia and having the highest percentage of top scientists, and putting great effort in sustainable development and planetary health through the Jeffrey Sachs Center and the Sunway Centre for Planetary Health," he says.

Prof Poppema says Sunway University's success is down to the institution living by the motto "do good and tell it" in its daily operations, utilising clear communication internally and exter-



'Sunway University combines a holistic education with excellent and meaningful research, with a focus on social responsibility consisting of sustainable development goals, planetary health and social service,' says its president Prof Sibrandes Poppema.

nally to enforce its goals and achievements.

"Apart from having a clear strategy that is communicated to all staff in the university, Sunway University as part of the Sunway Education Group is governed by the Jeffrey Cheah Foundation, a not-for-profit foundation that invests in quality education and



Sunway University aims to become a research powerhouse in Malaysia and Asia. The university is presently building a new facility for the Sunway Business School and the School of Arts that will increase its capacity from the current 10,000 students to 18,000, upon completion in 2025.

research as well as provider of scholarships for deserving candidates.

"This focus on doing the right thing enables Sunway 'to do well by doing good' as our founder Tan Sri Jeffrey Cheah always says.

"It is important to us that we work as a team to execute the strategy and communicate the results."

Prof Poppema adds that another strength of Sunway University is its strong alignment with other brands under the Sunway group.

"We all share the same core values – integrity, humility and excellence – as well as the same mindset towards the 17 UN Sustainable Development Goals and planetary health, all accompanied by a strong focus on sustainable entrepreneurship."

He says the Putra Enterprising Brand of the Year 2023 title is a reflection of Sunway University's credibility in the national and international market, adding that this will further strengthen the institution's resolve to expand in these areas.

Moving forward, Prof Poppema shares that Sunway University has an ambitious growth target.

"We are currently building a new facility for the Sunway Business School and the School of Arts that will be ready by the end of 2025," he says.

Upon completion, the university's capacity will increase from the current 10,000 students to 18,000.

The university aims to become a research powerhouse in Malaysia and Asia, "and this growth in the number of (international) students is the condition that will allow us to achieve the second goal," he adds.

Sunway University is a gold winner in the education and learning category of the Putra Brand Awards 2023.

focus on social responsibility
Sustainable Development
and planetary health, all a



Touch 'n Go eWallet Putra Brand of the Year 2023

IT began as a service to enhance convenience for commuters.

Fast forward till the present, Touch 'n Go ewallet has expanded its repertoire to become one of the fintech solutions that play a permanent role in the lives of more than half the country's population.

Suffice to say, Touch 'n Go is the cornerstone of the digital transformation within Malaysia's mobility ecosystem – pioneering a seamless consumer experience for millions of Malaysians as well as winning their votes once again at the Putra Brand Awards, also known as the "People's Choice Awards".

Touch 'n Go bagged the coveted Putra Brand of the Year title at the Putra Brand Awards 2023 as the leading eWallet provider, recognised by both industry experts and consumers.

"Touch 'n Go eWallet by TNG Digital Sdn Bhd serves over 20 million verified users, demonstrating the extensive and loyal user base that trusts in us to deliver a safe and secure platform for their financial transactions – all in adherence to regulatory standards and compliance with Bank Negara Malaysia's guidelines," says TNG Digital chief executive officer Alan Ni.

"By serving an extensive user base, TNG Digital stands out for our diverse portfolio of products and services designed to meet the evolving needs of users.

"From seamless digital pay-

Cashless convenience

'From seamless digital payments to innovative financial products such as investment, insurance, lending services, and remittance, we offer a comprehensive suite of solutions that prioritise convenience, safety, and user experience,' says TNG Digital Sdn Bhd chief executive officer Alan Ni.

ments to innovative financial products such as investment, insurance, lending services, and remittance, we offer a comprehensive suite of solutions that prioritise convenience, safety, and user experience."

Highlighting that TNG Digital through Touch 'n Go eWallet is committed to creating products that are deeply intertwined with the everyday lives of users, Ni adds that financial accessibility and inclusivity have always been at the core of the company's



Touch 'n Go eWallet by TNG Digital serves over 20 million verified users.

strategy

"Our products are available at affordable prices, thereby enabling access to them for all users, including those from lower-income and underserved communities.

"Through our products and services, we aim to provide convenience within our ecosystem, offering a safe and reliable platform for transactions."

Ni says the award is a testament to the TNG Digital team's dedication and innovation to deliver more value-added financial services and convenience, backed by the confidence of users who have placed their trust in the brand all these years.

He attributes its success to collective efforts between the company and its strategic partners: "Close collaboration with the government and private sector enables us to leverage assets, technologies, and expertise, as well as ensure we stay relevant to our users while providing them a safe environment for their payments, transactions, investments and more."

He shares that TNG Digital will continue to redefine the payment and banking experiences for users and merchant partners, through an ecosystem of comprehensive financial services within the Touch 'n Go eWallet.

Touch 'n Go eWallet is the platinum winner in the ecommerce category of the Putra Brand Awards 2023.

Winning the hearts of consumers

watsons

Watsons Malaysia Putra Brand Marketer of the Year 2023

WATSONS Malaysia clinched the top platinum prize in the retail category of the Putra Brand Awards 2023, as well as the Marketer of the Year title.

Watsons Malaysia general manager of marketing and customer growth Danny Hoh sees the double win as a clear demonstration that the brand's marketing strategies have caught the attention of consumers.

"This acknowledgment serves to fuel our passion and commitment to deliver exceptional experiences to our valued customers and members.

"Watsons is dedicated to catering to our customers' needs. We offer an extensive selection of products aimed at helping our customers Look Good, Do Good, and Feel Great.

"Additionally, we believe in rewarding our members with exclusive perks," he says.

Watsons Malaysia stands out as the largest health and beauty retailer in Malaysia with over 700 stores nationwide.

Hoh believes that the brand resonates with customers because of its "strong reputation for delivering quality products, strong focus on providing convenient omnichannel shopping (online plus offline), and hundreds of



easily accessible store locations."

"We recognise the importance of providing anytime, anywhere access to our customers. As such, we continuously elevate the shopping experience.

"Our extensive range of products, including exclusive 'only at Watsons' offerings, ensures that customers have access to diverse options for their needs and preferences," he says, adding that Watsons Malaysia actively engages with its members and consistently strives to offer more benefits in-store and online. Hoh says Watsons Malaysia aspires to

Hon says watsons Malaysia aspires to remain as the customers' preferred health and beauty retailer with its blend of services that include a seamless integration between in-store and online retail models, and an extensive network of over 700 stores nationwide.

Watsons Malaysia is the platinum winner in the retail category of the Putra Brand Awards 2023.



Golden Screen Cinemas

Putra Hall of Fame 2023

GOLDEN Screen Cinemas (GSC) was inducted into the

Hall of Fame at the Putra Brand Awards 2023. This privilege is extended

to brands that have won in 10 consecutive years at the Putra Brand Awards, which was launched in 2010.

GSC joins the ranks of Hall of Famers that include Astro, Colgate, Gardenia, Maxis, Maybank, Milo, Petronas, Samsung, Taylor's University and Toyota.

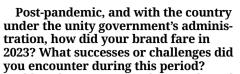
Golden Screen Cinemas is the platinum winner in the entertainment category of the Putra Brand Awards 2023.

PLATINUM WINNERS





AZRUL OSMAN RANI Managing Director/CEO PETRONAS Dagangan Berhad



Although 2023 saw a welcome rebound in mobility, we navigated volatile fuel prices and evolving customer preferences. Despite these challenges, we achieved a record sales volume, solidifying our brand presence and customer trust. Our focus remains on strengthening our retail network and expanding our offerings, while being committed to our promise of making lives simpler and better.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Driven by digital innovations, we have introduced a cardless feature for our Mesra Rewards loyalty programme, with a new earn and redemption option using mobile numbers to make it simpler and more rewarding for our customers. Additionally, we continuously expand our Setel app's features, offering seamless pay-



ment experience across the daily touchpoints of our users' journeys. These advancements, like our other digital innovations, have fuelled our growth and resilience in a dynamic customer landscape.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

ESG drives us to implement sustainable practices that extend far beyond our own footprint, manifested through solarisation of our stations, energy-efficient lighting, water conservation, offering alternative fuels like biodiesel and EV charges, as well as waste reduction. However, we recognise that true sustainability demands broader action. Our nationwide used-cooking oil collection initiative empowers communities to divert waste and contribute a valuable feedstock to Malaysia's imminent production of sustainable aviation fuel (SAF). To us, it's a win-win for a sustainable future, one that is built collectively.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Strong financial practices and governance drive sustainable operations and stakeholder value. We optimise costs, diversify offerings with an eye on the energy transition and leverage technology for efficiency. We continuously elevate our stakeholder engagement, ensuring we meet evolving customer needs and navigate economic challenges to secure longterm sustainability in a changing environment.





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

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Farm Fresh has grown from strength to strength in 2023. In line with the unity government's Madani concept, we have introduced Yarra by Farm Fresh, our economically priced milk made from pure dairy ingredients, which has been gaining strong traction in the market. We have also laid foundations to launch consumer-packaged goods (CPG) ice cream via acquisitions of Inside Scoop and Sin Wah, invested in additional UHT lines to meet demand, and launched "Farm Fresh Grow" milk powder to provide a truly honest and nutritious milk for our future generation.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

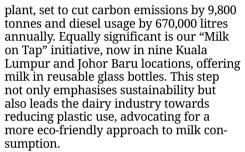
We have made great strides in the e-commerce space with the launch of Farm Fresh Digital, which has substantially boosted our social commerce revenue. Our move was validated by the "Top Performing Brand" award in the FMCG



category on TikTok Shop within just six months, recognised at the TikTok Summit in Malaysia. Equally impressive is the revenue growth that we have seen from our various e-commerce platforms. Looking ahead, we will strengthen our commerce operations and develop a stronger customer relationship through targeted CRM and affiliate initiatives.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

As CEO of Asia's first and only Humane Certified dairy farm, I'm proud of our ESG commitment, highlighted by our Muadzam Shah farm's upcoming biogas



In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Continually growing revenue by extending our product portfolio while controlling costs has been our mantra in these tough times. We are going to launch our CPG ice cream and butter in the first half of 2024, products expected to have good margins. As for managing costs, we are taking proactive measures such as physical and financial hedging. It is worth noting that while competitors are putting through significant price increases, our price increase was relatively modest, given our commitment to being a home-grown Malaysian brand.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

In line with ESG goals, Watsons has introduced 'The Green Stores Global Framework' to make its stores more sustainable and empower customers to make better choices to lower environmental impacts. We introduced more refill stations and recycling programme to encourage more customers to play a part to reuse the containers and reduce the use of plastic. As a recognition of these efforts, we received the Company of the Year in Retail for Outstanding Community Award.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Watsons aims to remain competitive in this challenging market as we are committed to providing great value for all our loyal customers. We strive to remain agile and adaptive, continuously introducing new, value-for-money products to expand choices and cater to the needs of our customers.





CARYN LOH Managing Director and Regional Exclusives Director Watsons International

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Looking fondly back at 2023, we managed to thrive and adapt to the constant changes in retail. We believe success comes hand in hand with challenges, and we are proud to have navigated and overcome those challenges. We celebrated many milestones, including our 700th store and the 13th anniversary of the Watsons Club, during which we even gave away a brand-new home and many more prizes to consumer. Watsons as the No. 1 O+O Health and Beauty retailer has also played a vital and active role in supporting and serving the community during challenging times. We are committed to continuing to provide essential products and services to meet our customers' demands and needs.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Watson's leveraged our online platforms and developed a user-friendly mobile app. These initiatives, coupled with personalised digital marketing campaigns, helped



us secure the top spot as an online retailer in 2023. What truly sets us apart are our unique services. With purchase via the Watsons App, customers can choose between Click & Collect Express for in-store pickup within two hours or Express Delivery to their doorstep in less than two hours. We further enhanced customer engagement through innovative in-app features like eStamp as it actively rewards members by offering exciting merchandise redeemable through earned points. We launched Watsons Marketplace (W Mall) to provide a diverse selection of products beyond Watsons stores across categories like home and living, sports and fitness, beauty tools, groceries, and more.



TOGETHER WE CRACKED GOLD

Dear Malaysians, together we've achieved our 9th consecutive gold this year at the Putra Brand Awards. We owe this honour to you, as this is only achievable with your love & support. We hope to share more finger lickin' good times together. Thank You Malaysia.











DATUK AZMIR MERICAN Group Managing Director Sime Darby Property Berhad

PLATINUM WINNERS

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In 2023, we adapted to the dynamic shifts within the property development sector, focusing on delivering sustainable and high-quality developments. Our initiatives have been pivotal in meeting the diverse requirements of the Malaysian market. Our strategic efforts have been in line with our Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet. This approach has cemented our position as a leader in sustainable property development, with our efforts acknowledged through industry recognition.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Digital maturity is important, particularly given the fast-evolving technological landscape. Accordingly, digital transformation is one of our four corporate priorities and is part of our SHIFT25 strategy, which is guiding our transition into a real estate company. We are focused on delivering enriching experiences for our customers through digitalisation. In fact, Sime Darby Property is one of the few, if not the only, property developer that is able to offer a full end-to-end digital sales experience to customers.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Our approach to ESG is holistic. We view all the three components of ESG as integral to our business strategy, deeply embedded in everything we do. To address social concerns, particularly in terms of affordable housing, we have launched our new Seed Homes portfolio. This initiative is aimed at providing affordable housing solutions in Malaysia, thereby laying a foundation for affordable homeownership and contributing positively to the economy and society. On the environmental front, we are committed to our net zero pledge, with a target to reduce Scope 1 and 2 emissions by 40% by 2030. This commitment extends beyond our immediate operations, as we engage with industry associations and our supply chain to promote rapid decarbonisation, underlining our commitment to sustainable practices and reducing our environmental footprint.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We are determined to keep our homes accessible. Our approach includes leveraging design-to-cost principles in our developments to align product pricing with customer expectations, ensuring affordability without compromising on quality. The SHIFT25 strategy underpins our ability to respond dynamically to customer needs and market shifts, positioning us to capitalise on opportunities even in tough market scenarios. At the same time, the year ahead also has positive indicators for Sime Darby Property, such as increasing sales volumes, new property launches, successful completions and supportive government policies.





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

KEISUKE NISHIDA

Managing Director

Panasonic Malaysia

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In response to post-pandemic challenges, MMU prioritised customer experience and adaptability, focusing on nurturing talent and contributing to the digital economy. This dedication resulted in sustained growth and recognition, with a notable increase in student intake in 2023, the highest in a decade. The commitment to operational efficiency earned MMU the prestigious Platinum Putra Brand Award, highlighting excellence amid changing circumstances. MMU's graduates continue to be influential advocates, embodying the quality and innovation synonymous with MMU's education programmes.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In our digital strategy, we seamlessly integrated leading learning platforms, facilitating the smooth adoption of hybrid

Post-pandemic, and with the country

teaching methods while minimising disruptions to the academic calendar. This foresight enabled meticulous synchronisation of intake and schedules, enhancing operational resilience. Leveraging technology not only ensured uninterrupted education delivery but also boosted work efficiency. The transition to the Campus Life Cycle Management System (CLiC) and Moodle-based Learning System (eBwise) exemplifies our commitment to innovation, enhancing overall effectiveness. These digital initiatives position us for sustained growth and success in the future.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Our brand integrates ESG principles into operations with a focus on environmental, social, and governance aspects. In environmental sustainability, both Cyberjaya and Melaka Campuses actively participate in green initiatives, earning recognition for best practices in solid waste management. Social responsibility is evident through multimedia adoption programmes, robotics workshops, upcycling projects, cultural events, and community service activities, emphasising social empowerment and education support. Governance is upheld through regular review and update of sustainability policies, ensuring adherence to ethical codes, diversity, equity and compliance with employment laws, highlighting our commitment to ethical governance and responsible practices.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

The engagement with the customers is a vital aspect to ensure that the goals are successfully achieved, and MMU is moving forward to vary its engagement channels to elevate its potential to the prospective customers. MMU's tagline, "MMU is You, Leading the Digital Future", truly engages students as they belong to MMU and they should take the lead to be future digital leaders.

Panasonic under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

you encounter during this period? Amidst the unity government's tenure, Panasonic Malaysia adeptly navigated the post-pandemic landscape, prioritising consumers' heightened focus on health, hygiene and well-being. Our brand tagline, "Create Today. Enrich Tomorrow", highlights our commitment to championing high-quality products that enrich holistic well-being. Though pandemic restrictions impacted our plans, we saw it as an opportunity to strengthen our digital connections. Partnering with authorised dealers, Club Panasonic, and official e-commerce stores, we've expanded our online reach, making product information more accessible and convenient for everyone.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Over the past few years, Panasonic has embraced digitalisation through various initiatives, aligning with our commitment to innovation and customer-centricity. In 2024, we're excited to unveil a range of innovative new products across air condi-



tioners, televisions, refrigerators, washing machines and water purifiers. Expanding onto e-commerce platforms like Club Panasonic, Lazada, Shopee and TikTok, we've broadened our reach and engagement.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We embed ESG principles into our operations, aligning with our mission to contribute to society and address climate change. Initiatives like "Energy for Green Future" promote battery recycling. Sustainability is ingrained in our DNA, seen in energy-efficient products and waste minimisation. Our Green Impact Plan 2024 outlines commitments to achieving net-zero CO2 emissions by 2030. Practices like source separation and battery recycling demonstrate our dedication to sustainability and community engagement.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Amidst the backdrop of rising costs and currency challenges, Panasonic remains resilient and adaptable. Our 105-year legacy of trust and innovation drives us forward. Embracing our brand tagline, "Create Today. Enrich Tomorrow," we prioritise holistic well-being and societal contribution.

Spearheading sustainable technologies, we shape a healthier planet. Our relentless pursuit of excellence and innovation sets new industry benchmarks. Through unwavering dedication, Panasonic remains a trusted household companion, poised to navigate challenges and continue delivering value for generations to come.

* Panasonic Malaysia picked up two Putra Brand Awards: Platinum in the Personal, Household & Outdoor Appliances category and Silver in the Cameras, IT and Office & Business Equipment Category.

TERIMA KASIH MALAYSIA

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PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — 2023

Putra Brand Marкетеr ог тне year

PLATINUM IN RETAIL

THANK YOU FOR YOUR SUPPORT

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Putra Brand Awards 2023 10





DATUK RAVINDRAN K President UMW Toyota Motor Sdn Bhd

SAMSUNG

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Last year was monumental for UMW Toyota as we closed the year with 108,107 units, marking a 7% year-on-year rise from 2022. We also recorded 1,342,130 returning customers for after-sales services in 2023, showcasing our commitment to customer satisfaction and efficiency in automotive care. We persist in our efforts to offer an enriched mobility experience through our Toyota cars and extend access to ownership for potential customers.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In 2023, we launched our new mobile app, Toyota MY. The new app integrates the features of several past apps onto a single, easy-to-use platform.

As part of our commitment to providing seamless mobility solutions, this intuitive app aims to redefine the customer experience by offering a comprehensive suite of

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did

Throughout 2023, as e-commerce continued to exert its dominance in consumer behaviour following the pandemic, there was a notable comeback of on-ground events and face-to-face interactions. We focused on staying agile and being responsive to evolving consumer preferences, with the goal of providing meaningful and immersive experiences that would resonate with our audience. This led to collaborations with local brands, pop-up events, successful product launches and interactive showcases, blending the digital and physical realms effectively.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Samsung is focused on continuously improving the product quality of all of its offerings, ensuring that we deliver not just on the user experience, but also by empowering consumers to work and live better. Samsung's innovative line-up of products incorporates advancements in hardware, software and AI. By consistently creating and delivering new experi-

Galaxy Z Flip5 and Galaxy Z Fold5.

Simultaneously developing various solutions, including Hybrid Electric Vehicles (HEVs), Battery Electric Vehicles (BEVs), Hydrogen Fuel-Cell Electric Vehicles (FCEVs), Hydrogen Combustion Engines (HiCEVs), and carbon-neutral fuels ensures that our lineup caters comprehensively to the unique energy landscapes and preferences of our customers.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We will continue our success by keeping up with the changing trends and market needs. Our focus for 2024 and beyond is to transition towards being a mobility company. Our offerings, and the way we do business, will go beyond just focusing on selling cars.

We've always prioritised maintaining the highest standards and quality in our vehicles, coupled with reinforcing customer satisfaction.

Our focus in 2024 will be on introducing more models, particularly with an emphasis on XEV technologies.

Additionally, we engage in initiatives like the open licensing of solar cell remote technology for TVs and collaborating with Patagonia on the Less Microfiber Filter for washing machines. We have also introduced the AI energy mode in SmartThings Energy, allowing users to manage their energy consumption efficiently.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

At Samsung, our commitment lies in maintaining a proactive approach towards innovation, a cornerstone that fuels tangible progress in our society. Samsung's broad portfolio of devices, along with the emergence of AI, is aimed at creating smarter, more efficient and seamless experiences for users. This technological advancement will change how people live their lives, adapt to their changing needs and ultimately make life easier and more inclusive for everyone.

* Samsung picked up three Putra Brand Awards in the Communication Devices category (Platinum), Cameras, IT and Office & **Business Equipment category (Platinum)** and Personal Household & Outdoor Appliances category (Gold).



ELAINE SOH

Chief Marketing Officer

Samsung Malaysia Electronics

AMAR HUZAIMI MD DERIS Group Chief Executive Officer

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Post-pandemic, TM repositioned and synergised its brand portfolio to build strong equity to create a cohesive impact as a "Future Shaper" with a new Brand Promise: "TM exists to ensure that technology opens doors to a promising tomorrow for all" and a new Tagline: "YOUR NEXT is NOW". Going beyond connectivity in delivering innovative digital services with emphasis on customer-centricity in all touchpoints, 2023 marked a transform-ative phase capitalising on growth opportunities, embracing sustainability, adapting to dynamic market conditions, reaffirming its commitment as a Digital Malaysia enabler.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

TM reinforced convergence through gigabit broadband, 95% 4G mobile coverage with growing 5G footprint, coupled with diversified content for superior customer experiences, while advancing digital solutions for e-commerce, cybersecurity, digital marketing and cloud for businesses

Positioning Malaysia as a digital hub in the region remains our aspiration, by accelerating digital business transformation for enterprises and technology partners as well as amplifying connectivity offerings including smart solutions, vast network reachability nationwide, subsea cable systems, Tier III data centres, and agnostic edge ecosystem for the next evolution of technologies and applications.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Sustainability has emerged as a central theme among Malaysian businesses, crucial for long-term resilience and competitive growth. TM embraces a comprehensive approach to environmental stewardship and societal well-being. This signifies an increasing acknowledgement of the interconnectedness of economic growth, social equity, and environmental preservation.

TM operationalised its Sustainability Framework in late 2023 with two objec-

tives: to enable sustainable growth, and to ensure business resilience. It is supported by five fundamental pillars – solutions provider, digital inclusion, environmental management, responsible employer and ethical business - integrating core ESG factors into all aspects of TM's operations and management decisions.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

TM strives to protect our leadership in core business and enhance beyond con-nectivity services for growth and improved customer experience. 2024 will see us embarking on platform play and investing into ecosystems that enable multiple solutions with our partners, leveraging on TM's digital infrastructure powered by AI.

Positive momentum on global business is also encouraging, mitigating the rising exchange rates. Nevertheless, cost optimisation remains top priority, albeit challenging, we have proven our ability to deliver responsibility as the digital enabler for the country, and moving towards becoming a Digital Powerhouse by 2030.

ronmental stewardship including our multi-pathway strategy to electrification. SAMSUNG Galaxy S24 Series

> ences and possibilities, Samsung aims to make its products more accessible to all.

PLATINUM WINNERS

features that simplify vehicle manage-

ESG principles are gaining promi-

nence in business practices. How does

your brand incorporate environmental, social and governance factors into its

Achieving net zero carbon is important

to us, and then going beyond that to being

carbon-positive. Our "Beyond Zero" philosophy outlines how Toyota approaches

this goal globally. This holistic strategy

pledges carbon neutrality by 2050, show-

casing a comprehensive approach to envi-

ment.

operations?

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental. social and governance factors into its operations?

Samsung is integrating environmental sustainability into our operations, from product design and packaging to consumption and recycling. The lifecycle of a Samsung product reflects our commitment to sustainability and environmental awareness. Our efforts include increasing the usage of recycled materials, such as plastics from discarded fishing nets, glass and aluminium in products including the Galaxy S24 series, Ĝalaxy S23 series,

you encounter during this period?



WE'RE HONOURED THAT WHEN IT COMES TO PROPERTY, YOU THINK OF US.

Thank you for inspiring us to continue pushing boundaries, weave sustainability into every space we create and fulfill our Purpose to be a Value Multiplier for People, Businesses, Economies, and the Planet.



www.simedarbyproperty.com

Sime Darby Property Berhad (197301002148)







YUKI YAMADA Group Executive Officer of Fast Retailing and CEO Uniqlo Malaysia and Singapore

Post-pandemic, and with the country under the unity government's adminis-tration, how did your brand fare in 2023? What successes or challenges did

you encounter during this period? In 2023, Uniqlo has continued to showcase resilience and adaptability. The achievement of securing the fourth consecutive Platinum Win at the Putra Brand Awards 2023, affirmed our position as Malaysia's most preferred fashion brand, thanks to the continued support of our customers. Noteworthy achievements involved renovating Uniqlo Fahrenheit88 (the first Uniqlo store in Malaysia) and introducing Uniqlo Coffee in Malaysia, elevating the shopping experience. Encouragingly, a growing number of customers are returning to physical stores, reflecting renewed confidence and engagement in 2023.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We introduced our Uniqlo app in 2018,

PLATINUM WINNERS

and we have implemented convenient shopping experience programmes for customers, enhancing our online presence and customer engagement. Furthermore, in 2022, we proudly introduced the StyleHint mobile app, which provided shoppers with an easier and more interactive way to discover our LifeWear products. Additionally, we implemented RFID cashless checkout counters, streamlining transactions for a seamless shopping experience. These digital initiatives have not only facilitated business continuity but also driven growth by tapping into new markets and demographics, ensuring our brand's relevance in the digital era.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

At Uniqlo, we are committed to making meaningful contributions to Malaysian society, while respecting diversity and working towards a more sustainable society. For example, through our People with

Disability Employment programme, we aim to hire at least one person with a disability in each store nationwide. We are also committed to helping foster a more sustainable society through a variety of initiatives, such as our Re:Uniqlo clothing recycling, reuse and repair service. These types of initiatives are a central part of Uniqlo both in Malaysia and around the globe.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our strong business foundation will allow us to remain competitive in the industry. By listening to our customers, we will be able to continue meeting their expectations and offer novel shopping experiences. Simultaneously, we prioritise employee growth through structured programmes, fostering a collaborative environment. This dual focus positions us for sustained excellence in the dynamic marketplace.

NIPPON PAINT



TAY SZE TUCK General Manager Nippon Paint Malaysia

Post-pandemic, and with the country under the unity government's adminis-tration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Amidst this dynamic scenario, one of our key strategies for staying ahead in this dynamic landscape has been the expansion of our Total Coating & Construction Solutions (TCCS). We were also driven by key acquisitions such as CMI Construction Material Industry Sdn Bhd in February 2022.

Even during the pandemic, we remained proactive and at the forefront, with previous acquisitions like Selleys in May 2020 and a majority stake in Vital Technical Sdn Bhd (V-tech) in April 2021, strengthening our position in the home improvement segment.

The integration of these acquisitions positions Nippon Paint as the first and only provider of TCCS-compatible systems for the building and construction industry in the region. Our comprehensive TCCS solutions cover Dry mix, Sealant, Adhesive & Filler, Waterproofing, Flooring, Protective Coatings and Architectural Coatings

In 2023, we saw our TCCS gain traction, expanding into markets such as Oil and Gas, infrastructure, power and original equipment manufacturing (OEM). This





DLGA PULYAEVA Marketing Director Carlsberg Malaysia

Post-pandemic, and with the country under the unity government's adminis-tration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Amid Malaysia's increasingly challenging economic landscape marked by a rising cost of living, Carlsberg stands as a stalwart household name in the beer category. Acknowledging the significance of remaining competitive, Carlsberg centres its attention on delivering consumers exceptional value through an incomparable drinking experience. This dedication has not gone unnoticed, as Carlsberg has been honoured as the best beer brand in Malaysia, clinching the prestigious Platinum award in the Putra Brand Awards for three consecutive years. Such accolades affirm Carlsberg's commitment to delivering excellence and cement its position as a beloved choice among Malaysian consumers.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In response to the dynamic growth of the digital landscape, Carlsberg recognises the necessity of adapting its communication and engagement strategies with con-

notable growth was propelled by a strategic partnership with Petronas. The standout product, Nippon Paint 9049 GR, features the Graphene Tec+ technology seamlessly infused with Petronas' graphene based Proshield+. This protective coating utilises the ultra-high barrier properties of the additive, reinforcing resistance against harsh weather conditions.

The advanced technology extends the average lifespan of coated steel interfaces to an impressive 16 years, doubling the industry standard. Beyond the Oil and Gas sector, our coating segment has played a pivotal role in supporting many mega projects in Malaysia.

As we move forward into 2024, we are confident that TCCS will further propel Nippon Paints' growth, solidifying our position as a market leader in the coating and construction industry within the region.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In operations, we have focused on automating our work processes, recognising that digitalisation is a pivotal aspect of reorganising business activities around digital technologies. This approach has not



sumers. With a deep understanding of the diverse platforms and consumer behaviours associated with each, Carlsberg endeavours to craft compelling and relevant communications that maintain interest and engagement. In 2023, Carlsberg implemented a comprehensive 360° digital strategy, using a multitude of touchpoints including content publishers, Key Opinion Leaders, and boosted advertisements. This strategic deployment across digital platforms facilitates constant connection with consumers, allowing Carlsberg to remain closely attuned to their preferences and needs at all times.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

only enhanced efficiency through better resource utilisation but improved the accuracy of our operations by minimising double handling of data and information.

Our Connect Platform has been a crucial tool in digitalising our operations. By leveraging this platform, we have effectively connected both internal and external stakeholders enhancing communication. This digital integration has streamlined our interactions, providing added value to both existing and potential clients

We can capture real-time data and address enquiries directly, granting us better visibility into our organisation's performance, allowing for quicker and more accurate decision-making. In our efforts to connect with consumers, we actively promote our educational content segment, which helps Nippon Paint better manage our customers and inventory.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

While costs will persist as a challenge, the introduction of TCCS aims to position Nippon Paint as a comprehensive one-stop solution, addressing both cost and time without compromising on quality, safety and beautiful finishing.

Carlsberg Malaysia remains steadfast in its dedication to ESG initiatives through its Together Towards Zero and Beyond platform (TTZAB). Carlsberg brand exemplifies this commitment by integrating its values across various touchpoints, emphasising responsible consumption and sustainability. Under the banner of #CelebrateResponsibly, Carlsberg's messaging permeates its packaging, point-ofsale materials and all media communications, promoting a culture of responsible drinking. Furthermore, Carlsberg incorporates elements of upcycling into its activations, not only reducing waste but also educating consumers on repurposing used packaging into something useful.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Carlsberg stays committed to delivering exceptional experiences to our consumers. Our primary focus is on upholding our promise to make every moment the best with Carlsberg. Through innovative marketing campaigns and activations, we engage with consumers in meaningful ways, creating memorable moments that resonate with them.



Thank you

for voting us as the best beer for 3 consecutive years!

3

arlsberg

PILSNER

arlsberg

SMOOTH

DRAUGHT

Let's make more moments

#BestWithCarlsberg

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — DIATINUIA

2023





BUILDING OUR SHARED FUTURE, TOGETHER

Our wins at the Putra Brand Awards across our various businesses are testament to the trust and confidence Malaysia placed in us.

As we celebrate half-a-century of commitment to excellence, innovation and sustainability, Sunway remains dedicated to build a better nation and a brighter tomorrow for generations to come.

Thank you, Malaysia!

PUTRA Brand awards ENTERPRISING Brand of the Year 2023





PUTRA Brand awards SILVER 2023



PUTRA BRAND AWARDS

GOLD 2023

SUNWAY[®]

EDUCATION

SILVER 2023















"As Master Community Developer, we're committed to not just building homes, but also to **continuously** serve the communities we've been a part of for decades. As Sunway Group marks its 50th anniversary, Sunway Property reaffirms our promise to customers, "With You For Generations" as we strive to create a brighter future. "

"We're deeply honoured by the unwavering recognition for the ninth consecutive year from loyal Malaysians over the past three decades. Sunway Lagoon holds a special place in the hearts of Malaysians, and we're dedicated to creating a future filled with joy and happiness."



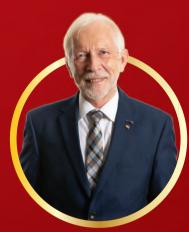
| Property | Construction | REIT | Healthcare | Malls | Building Materials | Trading & Manufacturing | Quarry | Digital | Hospitality | Education | Leisure | Investment & Financial Services |

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Sarena Cheah Managing Director of Sunway Property

"We're pleased to receive the **Enterprising Brand of the Year** and Gold award in Education & *Learning*. These accolades recognise Sunway University's excellence and quality in research, education, community service, campus life, and internationalisation. "



Professor Sibrandes Poppema President of Sunway University



Calvin Ho Executive Director of Sunway Theme Parks

PLATINUM WINNERS

Maybank



DATUK KHAIRUSSALEH RAMLI President & Group CEO Maybank

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In ensuring the Maybank brand remains credible and continues to serve its stakeholders, we will uphold our corporate purpose of "being a values-driven platform, powered by a bionic workforce that humanises financial services". Our brand has fared well, with our brand value improving over the years. Core to this purpose is how we have been reinforcing our approach of doing business, by humanising financial services. In 2023, we were honoured to have been acknowledged as the only Malaysian company to be in the list of Time's World's Best Companies 2023.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business? The key to our approach in offering a holistic digital offering is understanding end-to-end customer journeys and being truly customer centric.

We aspire to orchestrate digital ecosystems and integrate customer offerings across the region through which our customers' journey, within and beyond banking can be fulfilled efficiently, powered by the agile ways of working and iteration of solutions. And, as we are one of the biggest regional banks, with customers present and doing business in multijurisdictions, we seek to deliver crossborder solutions.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We continue to uphold good ESG practices across our operations. This will be furthered via our aspiration to take the leadership in sustainability across business, through business and thought and capability building. As a leading financial institution, we made headway with the introduction of the "myimpact" credit card in 2023 that combined the values of sustainability and syariah principles. Moving forward, we expect to build the brand of "myimpact" for our future offerings and solutions to the customers, and the way we conduct our business operations.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

As a responsible institution, we are here for the long term, and will always be guided by the purpose of our being, beyond profits. Maybank has remained resilient with sound governance and practices, ensuring that our purpose continues to serve all our stakeholders wherever we are present.

dation, we prioritise the safety and security of our eWallet users and merchants, exceeding regulatory compliance standards.

As a people-centric organisation, we spearhead digital inclusion, facilitating access to financial services for the unbanked and underbanked.

Through our "Tech 4 Good" initiative, we collaborate with NGOs for fundraising campaigns to assist communities impacted by climate disasters. Projects like Dana Rahmah provide free insurance to the B40 segment, showcasing our philanthropic efforts.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

To ensure our brand's resilience amidst economic pressures, we've implemented a multifaceted strategy. This includes forging strategic partnerships with industry leaders like CIMB, Alipay+, AIA, and Principal, leveraging each other's assets and networks to diversify services and explore new revenue streams.

Additionally, we focus on expanding and engaging our user base through continuous investment in enhancing user experience and fostering loyalty.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

With billions of people having confidence in Haleon's world-class portfolio designed to improve everyday health and well-being, our efforts include reducing the environmental impact of our operations by making our packaging more sustainable. Locally, we are part of various industry associations which work closely with local pharmaceutical associations to uphold the standards and regulations in the industry.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our business strategies are poised to be robust and adaptable. We continuously plan and think long-term by regularly assessing the health of our business and adjusting our products and services as well as resources.

It is also important that we build an efficient team and listen to the needs of our employees to maximise the talents that we already have in place.





ALAN NI Chief Executive Officer TNG Digital Sdn Bhd



BRYAN WONG General Manager Haleon Malaysia, Singapore & Brunei

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Amidst the nation's transition to a new normal post-pandemic, cashless transactions surged. TNG Digital's Touch 'n Go eWallet capitalised on this trend, expanding its product offerings beyond payments to include financial services like investment, insurance and lending in 2023. To incentivise app usage, we introduced GOrewards, a loyalty programme rewarding users, driving both user growth and product diversification.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Our business thrives on strategic partnerships with key industry players, both public and private, who share mutual objectives. Public-Private Partnerships are central to our strategy, allowing us to leverage assets, technologies and expertise to expand offerings and meet diverse user needs affordably.

Technology enables us to address user pain points. Through our partnership with Alipay+, we utilise their cutting-edge payment technology and global network to

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In the post-pandemic era, we observe a significant shift in consumer behaviour, with a heightened emphasis on self-care. More than ever before, society prioritises personal well-being.

While we've noted a rise in Malaysians experiencing mild symptoms of illness, there's also been a noticeable increase in individuals choosing to self-medicate at home. In 2023, Panadol's focus was to continually drive trust and education through nationwide campaigns. We believe it is our responsibility to raise public awareness of the safety and efficacy of Paracetamol, an active ingredient in Panadol.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We know that digital screen time during the pandemic increased significantly. As a result of this, we have stepped up on our digital engagements to continue to drive awareness and education through our "Take Care" campaign. We have rolled out



offer Touch 'n Go eWallet transactions in over 40 countries, providing seamless experiences for users travelling abroad.

Ensuring platform security is our top priority. We employ technology like Biometric Authentication to protect users against fraud.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

TNG Digital, as a purpose-driven brand, deeply integrates ESG principles into our operations. Driven by the belief in doing well by doing good, our approach to ESG is multi-faceted, creating positive impacts while maintaining robust governance.

Starting with a strong governance foun-



educational videos and informational guideline content across multiple platforms including Panadol Malaysia's digital and social channels, media platforms and in-stores at local retailers nationwide. In fact, during the vaccination and booster period, we also looked into better ways of understanding the consumer's journey to deliver the right digital approach for the right consumer.



The Story of our Success is U/ritten by You



2023

THE STAR, THURSDAY 29 FEBRUARY 2024



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A sincere thank you to the thousands of Malaysians who voted Sunway University as the nation's Most Enterprising Brand at the Putra Brand Awards 2023 and also recognised Sunway University as the Gold Standard In Education.

PUTRA BRAND AWARDS 2023 The People's Choice SUNWAY UNIVERSITY

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PLATINUM WINNERS





TAI KAM LEONG Chief Sales & Marketing Officer Astro

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Astro remained Malaysia's top media platform, excelling on-air, on-ground and online. Delivering hits like *Gegar Veganza*, *Andai Itu Takdirnya* and *Sepahtu Reunion Live*, and pushing boundaries with the Malaysian Football League partnership, *Projek: High Council, The Queen's Ploy* and more, we dominated local film with four of the top five releases in FY2023, capturing 73% of the market. Despite economic shifts and currency fluctuations, we were confident of growth opportunities. This was evident with 960k Ultra/Ulti Box installations, OD streams up 25% y-o-y in 9MFY24, and 545k MAU on Astro GO.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We drive digital innovation for business resilience by enriching content variety with streaming apps like Viu, Qalbox, and ZEE5, to our existing portfolio of Netflix, Disney+ Hotstar, HBO GO, and more. We've introduced upgrades such as Kids Friendly Profile on our Ultra/Ulti Box and Astro GO, providing a safe environment for children's entertainment. We have mainstreamed XR technology to enhance possibilities while optimising costs and maintaining quality. In 2024, we acquired Basecamp Films, bolstering our capabilities with top-notch audio and visual post-production services. These efforts ensure adaptability and sustained growth.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Astro is integrating a robust climate action roadmap to achieve carbon neutrality by 2040, including a 58% reduction in plastic use in the new Ultra Box. We launched "RimbaKita" and onboard WWF as a partner to create awareness towards forest conservation. Astro AWANI's sustainability campaign collaborates with UN Habitat to combat climate change in TV and digital content. Through our Voice for Good initiative, we broadcast thousands of hours of public service announcements and ESG-related content annually to educate and raise awareness on key environmental, social, civic and governance issues.

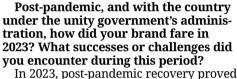
In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

The key to success is delivering unparalleled content and a comprehensive entertainment experience. Investing over RM300mil to fuel local content, we prioritise being the go-to "Home" for Malaysians including Sports, Original series, Kids and Movies. Evolving to meet the demand for premium local content, our customers can also get Astro Fibre and international streaming apps in their Astro packages. Whether through TV Packs, on-the-go experiences with Astro GO, our streaming app sooka, or our subscription-free service NJOI, we're proud to be the ultimate entertainment hub for all Malaysians.





RUDY KHAW Chief Executive Officer AirAsia brand co.



In 2023, post-pandemic recovery proved to be a significant chapter for AirAsia. Despite aircraft shortage and rising fuel and maintenance costs, among other challenges, we successfully navigated through the period, leveraging on the trust we gained during the pandemic. Our commitment to providing value, accessibility and high-quality service has resonated well with travellers. While we started diversifying our group's offerings a few years back, we now have started to introduce more differentiation across our brands to help communicate that the group is truly "More Than Just an Airline".

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Our digital journey has evolved significantly, with the AirAsia Superapp at the forefront. By connecting our vast customer base with over 10 products and services, we have not only enhanced the travel experience but also diversified our offer-



ings. From digital innovations to tapping into new industries (such as e-hailing), and more recently Brand Licensing, we are positioned as a resilient, adaptive and forward-thinking brand.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

ESG principles and sustainability have always been integral to our brand identity, and this commitment continues to evolve. We saw that our approach to keeping costs low naturally made us adapt to sustainable thinking and hence, it has become part of our DNA. Beyond environmental considerations, which we actively address, our focus extends to inclusivity and responsible business practices. As part of our post-pandemic strategy, we are actively working on enhancing our ESG initiatives, aligning our operations with sustainable practices, fostering inclusivity and maximising efficiency by doing more with less.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

As a low-cost airline, we see this as an opportunity to reinforce our position as a great value fare leader. By optimising operational efficiency and focusing on affordability, we intend to cater to the market's demand for cost-effective travel options. Additionally, our commitment to innovation allows us to streamline processes, enhance customer experience and adapt to economic fluctuations. This adaptability and our strong brand identity favourably position us to weather challenges as we aim to make the AirAsia brand one that is for the ages, living across generations.

gy efficiency with laser projectors, decreasing average electricity emissions. Cinema operations automation aims to reduce electricity and water consumption. In the social sphere, we actively engage in Corporate Citizenship, fostering local talent growth through thought leadership partnerships with universities. Sensoryfriendly screenings at selected cinemas make entertainment accessible to all. **In 2024, rising costs and the weak**

impact. New GSC locations prioritise ener-

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

With these challenges, we continuously push boundaries to position our brands for unique, future-ready entertainment. Both current and new offerings are innovated for the ultimate cinematic experience, delivering value to moviegoers through online concession bundle savings and value-for-money experiences, redeemable via our loyalty programme, GSC Rewards. Consciously diversifying revenue streams, we now offer unique event experiences and have introduced new F&B dining concepts. Cost management initiatives like cinema operations automation and others are rolled out to enhance efficiency.

2023? You en Chal forms a require Malays experie new lo ment. o as our



KOH MEI LEE Chief Executive Officer Golden Screen Cinemas

Post-pandemic, and with the country under the unity government's adminis-tration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? Challenges from OTT streaming platforms and changes in consumer habits required greater efforts to entice Malaysians back to cinemas with unique experiences. In 2023, we unveiled five new locations for future-ready entertain-ment. GSC IOI City Mall 2 (East) emerged as our flagship, with Malaysia's IMAX with Laser screen and a GSC PlayPark for kids, GSC LaLaport BBCC, the town's trendiest cinema, Velvet, our retro-inspired boutique cinema and restaurant, is a haven for blockbusters and cult classics. Ongoing content supply issues post the Hollywood writers' strike persist, urging exploration of alternative revenue streams.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

At our core, it's all about moviegoers, and innovation drives our commitment to an improved user experience. The Gen 5 ticketing kiosk upgrade accelerates concession purchases, reducing wait times. The revamped GSC mobile app, with the Fast

Ticket upgrade, allows quick movie purchases and exclusive online concession bundles. These updates also introduce our new loyalty programme – GSC Rewards, offering unique movie experiences and F&B promos redeemable with GSCoins, solidifying value-for-money rewards for moviegoers.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Guided by ESG principles, GSC is committed to sustainability, prioritising accountability in reducing GHG emissions, water footprint and fostering community

AN EXTRAORDINARY WIN, ALL THANKS TO YOU.



THE STAR, THURSDAY 29 FEBRUARY 2024

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GOOD TASTE

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SUFIAN ABDULLAH Chief Executive Officer UEM Sunrise

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

We navigated the post-pandemic landscape with resilience and agility, guided by the company's three-phased strategic turnaround plan.

Throughout 2023, we implemented initiatives under the triage phase to strengthen our core business and attain a healthier balance sheet. Our curated measures led to an increased gross profit margin and our full-year sales target achievement in the first half of 2023.

In our commitment to growth, we expanded our international presence by acquiring a residential development site in Subiaco East, Perth, Australia. Additionally, we introduced Happy+, a product series to help homebuyers find the right products for their needs.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business? UEM Sunrise's digital innovations forti-



GOLD WINNERS

fied our business growth. Through the adoption of the design for manufacturing and assembly (DfMA), we ensure standardised quality in our products, delivering clear value to customers.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Our vision extends beyond construction, focusing on creating thriving communities seamlessly integrated with their natural surroundings. We have embedded sustainable core values in our operations, based on the Liveability, Affordability, Sustainability and Resilience pillars. Our sustainability roadmap aims for Carbon Neutrality by 2050, aligning with Malaysia's national goal of achieving net-zero emissions.

Our collaboration with Sireh Park in Iskandar Puteri is a testament of our commitment to biodiversity preservation and promoting community involvement. We have formed strategic partnerships with SOLS Energy, Universiti Malaya, and Gentari to encourage sustainable living and biodiversity preservation.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

To mitigate rising costs, we have implemented cost optimisation measures without compromising on the quality of our developments. This includes leveraging advanced construction technologies, strategic partnerships with like-minded partners and adopting sustainable practices to enhance operational efficiency.





DATIN PADUKA ESTHER NG Chief Content Officer Star Media Group

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? In 2023, Star Media Group (SMG)

remained grounded on our ethos - to continuously innovate, remain resilient and stay relevant. Winning the Gold award in the Media & Network category is a testament of our steadfast commitment as the "people's paper", constantly striving to deliver accurate, unbiased and quality news to our readers, keeping them informed and inspired. As the media industry continues to undergo rapid evolution, we believe in advancing our sustainability agenda. Drawing from this aspiration, it has given us a valid reason to scale up our commitment towards becoming an ESG enabler for our business partners and communities.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In response to the dynamic media landscape, SMG prioritises innovation and technology to drive business resilience and growth. Recent investment in artificial intelligence (AI) and analytic tools for our content platform has enabled realtime readership insights and extraction of value from our brand and product offerings.

The integration of Generative AI and Data Management Platform (DMP) has enabled deeper understanding of our audience, aiding effective asset monetisation and creating new revenue streams. Digitalisation remains a top priority to ensure we remain at the forefront with sustainable business growth.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Driven by our commitment in advancing our sustainability agenda, SMG aspires to become a responsible organisation in creating long-term sustainable value for its stakeholders. We will continue to inculcate the importance of integrating ESG practices into our daily operations through three significant areas:

a) Sharing greater economic value to our stakeholders by preserving and enhancing the value.

b) Commitment to empowering commu-

nities by providing them with opportunities to reach their fullest potential.

c) Operating with environmental consciousness and being a responsible steward for the environment.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

With an established track record spanning five decades, the Group is optimistic about positive growth. Pandemic-related disruptions, economic challenges and geopolitical tensions propelled us to formulate robust growth strategies to embrace resilience. We were able to capitalise on opportunities, adapt to market shifts and address consumer preferences.

Leveraging on our diversified portfolio, we maximised sustainable income streams to navigate cyclical headwinds. We also continuously optimised our asset portfolio to drive operational and cost efficiencies and nurture long-term value creation.

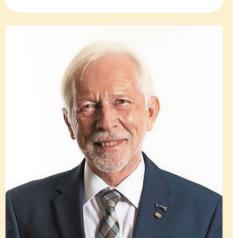
We remained disciplined in driving our growth ambitions to maintain a stable financial position while positively impacting surrounding communities.

2016, the Sunway Centre for Planetary Health in 2021 and the UNSDSN centre for Asia in 2022, in addition to the two other centres in New York and Paris.

All Sunway University students get courses in Integrity and Sustainable Development, in Community Service for Planetary Health and in Sustainable Entrepreneurship in their second year. Sunway University also has the Sunway Centre for Environment Social Governance.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Sunway University will continue to focus on quality of education and research and use that as the cornerstone to increase recruitment of international students, consistent with the policies of the Ministry of Higher Education. Our collaborations with Lancaster University in Britain and with Arizona State University in the United States bring additional value to students from Malaysia and Asia in a time where studying abroad is increasingly expensive, several countries are increasingly unwelcoming and safety abroad is a concern to many parents.



SUNWAY[®]

EDUCATION

PROF SIBRANDES POPPEMA President Sunway University

Post-pandemic, and with the country under the unity government's adminis-tration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? The year turned out to be a top year for Sunway University. The growth in student numbers that had started in 2022 post-Covid with a growth in new students of 14%, accelerated to a growth of 21% in 2023. This pushed the total number of Sunway University students to 10,000. As another measure of growth, the number of publications grew by more than 40% in 2023, resulting in Sunway University producing more than 4% of the total number of articles in Malaysia, largest of the private universities and seventh in size behind the five research universities and UiT Mara. The quality of the research as measured by citations per paper is the highest in Malaysia and among the top in the world. In the new AppliedHE ranking of private universities, Sunway University was recognised as No.1 in Asean.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Following the pandemic, we have optimised the mix of face to face and online



teaching and learning to a level that is optimal for staff and students and depending on the type of programme. This has also allowed us to accommodate the growth of 25% in the number of students from 2021 to 2023 and will enable further growth till the new Sunway Business School and School of Arts building is ready at the end of 2025.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Sunway, by its very nature as a green and smart city in an abandoned tin mine, is a prime example of sustainable development. The university has fully embraced this by establishing the Jeffrey Sachs Centre for Sustainable Development in





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TOYO TIRES



TAN SONG CHYE President & Managing Director Toyo Tyres Sales And Marketing Malaysia Sdn Bhd

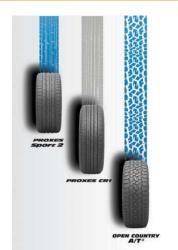
Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

The year brought both triumphs and hurdles. We successfully launched the Proxes Sport 2, solidifying our premium segment, and the OPAT III, expanding into the 4x4 market. While 2023 brought challenges like tyre influx, inflation and affordability, we were not deterred. As a trusted Japanese brand with advanced technology, we responded by prioritising "Made in Malaysia" production, aligning with the unity government's vision. This, coupled with our high-quality, value-driven products, showcased our resilience, innovation and commitment to excellence for the local market.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We've fully implemented a robust digital marketing strategy, launching impactful campaigns like the Proxes Sport 2 and Open Country A/T III test drive, garnering

GOLD WINNERS



5.8 million digital reaches through KOL partnerships. Our Toyo Tires Fan Club provides an interactive platform for customers, offering the Prihatin Warranty Program, emphasising our commitment to bringing the utmost quality, performance, and value products to our consumers.

ESG principles are gaining prominence in business practices. How does

your brand incorporate environmental, social and governance factors into its operations?

ESG principles are at the core of our business. Toyo Tires Global aims to use 40% sustainable materials in our products by 2030, which will be increased to 100% by 2050. For Toyo Tires Malaysia, we are implementing a mega-solar project for a low-carbon future. Prioritising employee well-being with flexible work models, we cultivate healthy and safe working environments. We are also collaborating with the government agency (MACC) to fight against corruption by establishing an Anti-Bribery Management System.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Continuous adaptation and steadfast pursuit of World Class Manufacturing Excellence are our cornerstones in 2024's challenging environment. We achieve this by enhancing key product ratios, we prioritise local products and optimise product mix across various inches.





TIFFANY TANG Marketing Director Health Reckitt Malaysia & Singapore

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? In 2023, amid the transition to a

post-pandemic era, Dettol remained steadfast in its mission to promote hygiene habits, effectively breaking the chain of infection and fostering a healthier society. The brand positioned itself as a cornerstone of health in our community working closely with healthcare practitioners and the Health Ministry.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Embracing the digital age as the new standard, we have harnessed the power of AI to refine our audience-targeting strategies with remarkable success. Furthermore, our marketing approach has evolved with a holistic framework that optimises every stage of the customer journey, from engaging content creation to precise audience segmentation and compelling landing pages.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental,

Post-pandemic, and with the country under the unity government's adminis-tration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? FY2023 was an uplifting year as we celebrated F&N's 140th anniversary with the theme "Kisah Kita Selamanya". In addition, 100Plus celebrated its 40th anniversary and renewed our promise to re-energise, rehydrate and refresh our consumers through our products and brand. We expanded into sports nutrition with the introduction of 100Plus Pro High Protein with an additional functional benefit of 10g protein and 2g BCAA- (branched chain amino acid) in every bottle to fulfil every sports enthusiast's need for hydration and muscle recovery post-exercise.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

At 100Plus, we prioritise easy access to our products for consumer convenience. As such, we work closely with our e-commerce partners in Malaysia and overseas markets to ensure availability on digital platforms and expand our product reach to even more consumers. Our microsite and flagship online store, F&N Life, also



social and governance factors into its operations?

With a legacy of over 90 years as a pioneer in protection against illness-causing germs, Dettol places consumers' health at the forefront. Our commitment to continuous product innovations aligns with our core focus on ESG principles. As part of Reckitt's mission to protect, heal and nurture for a cleaner world, we are a socially conscious company dedicated to ESG values. Hand hygiene education remains the key importance targeting school-going children and new mums-to-be.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to



serves as a channel for direct engagement with our customers and consumers. At the same time, it also serves as a content hub, educating Malaysians on the importance of hydration for active lifestyles.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Integrating sustainability principles into

ensure your brand remains robust and adaptable?

In the face of inflationary pressures, we remain steadfast in our commitment to quality and productivity. We prioritise the needs of our consumers, ensuring that we deliver superior products at accessible price points without compromising on quality. Our relentless pursuit of excellence drives continuous improvement, empowering us to navigate challenges while staying true to our promise of consumer-centric innovation.

* Dettol won three Putra Brand Awards: Gold in the Health category, Silver in the Household Products category and Bronze in the Personal Care category.

our operations is driven by a deep-rooted sense of responsibility that cuts across our entire group.

We are proud that solar energy powers more than half of the electricity required to produce 100Plus today. 100Plus packaging is also 100% recyclable.

100Plus has a long tradition of promoting sports and active lifestyles in the community through investment in grassroot sports developments, supporting major sports activities and consumer education programmes like World Hydration Day.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We are confident in our long-term market potential thanks to our stakeholders' trust in us and the strength of our brands, including 100Plus. For 100Plus, we will continue to strengthen our brands and product portfolio to meet the diverse needs of our consumers. For example, to cater to value-conscious consumers, we have introduced 100Plus in a 1.75L pack size to benefit our loyal supporters and reach more Malaysians. This extends to festive seasons, fostering connections over food and beverages.





LEONG WAI YIN Director, Marketing F&N Beverages Marketing

THANK YOU FOR A WONDERFUL WIN!





For 21+ non-Muslims only. If you drink, don't drive





PROF DR AHMAD IZANEE AWANG President/Vice-Chancellor Open University Malaysia

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Open University Malaysia (OUM) has been fortunate in that our brand has grown more prominent in these post-pandemic times, thanks to the increasing acceptance and popularity of online learning, especially among people who want to upgrade their academic qualifications without leaving their day jobs. The strength of our brand is reflected in our annual intakes of new learners, which has increased by an average of 10% every year in the last four years.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

As an open and distance learning institution, OUM embraces technological innovations to make teaching and learning more effective, engaging and meaningful. Our students learn through e-tutorials, which can be re-watched as needed, and e-modules, which are a rich and interactive study resource accessible electronically 24/7. They can even take their exams online, adding a layer of convenience. These innovations empower our learners, improve access to study opportunities, and give a greater number of people the chance to experience academic success.

GOLD WINNERS

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

ESG principles drive both internal (organisational) and external (societal) practices at OUM. We strive to improve ESG awareness through new programmes, topics and courses, for example, waste and emissions management, energy management, and data privacy and security. Meanwhile, our online learning approach (comprising online classes and exams, virtual discussion spaces, digital learning materials and online processes) helps our learning community reduce emissions and resource drain. Internally, we encourage our staff to go paperless and adopt environmentally sound practices, including in their personal consumption habits.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

There is no escaping rising costs and other forms of economic impact. For our learners, OUM has always championed affordability: our tuition fees have remained unchanged to ensure that people can continue to afford the chance to learn with us.

Keeping our own costs low is also important: we try to optimise internal use of resources so that we can meet milestones without overspending. Among such prudent measures are the digitisation of processes and the leasing of computers within the University.



search engines and delivery apps, strategically connecting with and educating consumers.

Recognising the evolving digital habits, we've adapted to ensure our messages reach effectively, reflecting a proactive approach to post-pandemic consumer behaviour in this digitised era.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Strepsils' purpose is to enable life by minimising the impact of upper respiratory infections in living uninterrupted moments, aligning directly with UN Sustainable Development Goal No.3 of "Good health and well-being".

We have been practising responsible sourcing, using ingredients and raw materials that are sourced ethically and sustainably, which is our topmost priority in consistently cultivating trust and loyalty among consumers and other stakeholders. In the efforts of raising awareness on antimicrobial resistance amongst healthcare professionals and the general public, Strepsils continues to foster great working relationships with healthcare professionals and the Health Ministry.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We consistently prioritise enhancing productivity and optimising costs while maintaining superior product standards. Upholding a "consumer-first" approach, we implement practical innovations that balance efficacy and affordability. These efforts contribute to advancing a more efficient healthcare system for the nation, emphasising our commitment to quality and consumer well-being.



more online communication methods to better reach out to all segments of consumers. We want to increase these direct, online communication opportunities with our customers to ensure close relationship and brand loyalty. Internally we are also moving towards digitalisation to reduce cost and improve efficiency.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We believe change starts with knowledge. So we are beginning to educate our employees first, so they are equipped with the correct information to ensure our company can incorporate environmental, social and governance factors into all parts of our operations. It is not a process that happens overnight, it is an ongoing



process that everyone needs to commit to for a better future for all. We ensure the message to our employees are delivered consistently to aid their understanding and activate a mindset change over time.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We need to be more strategic and creative in our marketing approach to ensure the best return-on-investment for our business. Word of mouth remains an extremely effective marketing strategy and to capitalise on this, we are investing into building even closer relationships with customers, especially our core fan base. This strategy is of utmost importance for us today and even more so in time to come.

Strepsils



TIFFANY TANG Marketing Director Health Reckitt Malaysia & Singapore





HIROKI YANASE Managing Director Yakult (Malaysia) Sdn Bhd

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In 2023, Strepsils excelled in the throat drop category, offering effective relief for sore throat and discomfort. Amid the "living with Covid" post-pandemic landscape, we heightened our dedication to meet the growing demand for sore throat treatments.

The year marked a positive trajectory as we consistently delivered superior relief, aligning with evolving dynamics and heightened awareness of throat health. Our unwavering efforts address the evolving needs of individuals amidst ongoing challenges, reinforcing Strepsils as a trusted choice for effective throat-related solutions.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

The post-pandemic landscape has witnessed a significant acceleration in digitalisation. To engage and educate consumers spending more time on mobiles and laptops, we've crafted a suite of digital marketing strategies. Our outreach spans diverse channels, notably social media,

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

2023 was a challenging year due to worldwide economic conditions. People have become more aware of the importance of keeping their health in optimal condition. So we continue to focus our efforts on engaging with consumers by sharing health information and this has been well received in these post-pandemic times. Because consumers today already have access to health information at their fingertips, the challenge for us is to deliver high-quality, updated health information to them in an engaging yet easy to understand manner, in collaboration with respected health organisations and opinion leaders.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Communication with consumers has always been at the heart of our business, as embodied by our Yakult Ladies, our brand ambassadors. Although face-to-face engagement with consumers remains essential, we have expanded to include



THANK YOU FOR 5 CONSECUTIVE PLATINUM WINS

AS THE NO. 1 NON-NATIONAL AUTOMOTIVE BRAND IN MALAYSIA*, WE VALUE YOUR SUPPORT THAT EMPOWERS US TO GO BEYOND ZERO CO₂.



UMW Toyota expresses our heartfelt thanks to valued customers for making us Malaysia's favourite automotive company. With this accomplishment, we are advancing the sustainable movement together towards a carbon-neutral society, shaping a brighter future for Malaysia.



toyota.com.my

*Source: https://www.carsifu.my/news/umw-toyota-motors-sets-off-with-6200-units-in-2024





KENNETH SOH Head of Marketing Shopee Malaysia

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Shopee's e-commerce leadership continues to drive a radically inclusive digital economy. In 2023, over one million Malaysians started streaming on Shopee Live and over 450,000 new local sellers, influencers and affiliates were incorporated into our ecosystem.

Our trifecta of government partnerships, free Shopee University programmes, and seamless marketplace technology drove home the power of authenticity and hyperlocalisation at scale in achieving social equity. The impact on economic empowerment in 2023 is clear: 80,000 sellers grew 25% year-on-year, while affiliate and livestream orders grew 420% and 500% respectively.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In 2023, Shopee rolled out major platform initiatives focused on enabling

Post-pandemic and with the country under the unity government's administration, how has your brand fared in 2023? What successes or challenges have you encountered during this period?

Shell Malaysia Trading navigated post-pandemic complexities adeptly in 2023. Our resilience led to increased operational efficiencies, ensuring uninterrupted supply. Despite challenges including market volatility and supply chain disruptions we managed to successfully launch our New + Improved Shell FuelSave 95, giving Malaysians 15km longer per tank. We've also launched our first Shell App for easy and secure payments and ended the year with the launch of Shell Café at more than 80 sites nationwide, giving Malaysians an experience that is truly worth stopping for.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Customer value is key in all retail business, and we will continue to drive value for our customers, across our Shell Mobility network, in line with our Powering Progress ambition. Our recently launched Shell app allows users to make fuel purchase from the comfort of their



Shell Malaysia Trading Sdn Bhd

SEOW LEE MING

General Manager Mobility Malaysia



RACHEL QUEK Marketing Director Michelin

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In 2023, Michelin Malaysia focused on strengthening our brand presence and enhancing our product coverage to meet evolving consumer needs. In response to the proliferation of new car models and the heightened requirements from original equipment manufacturers (OEMs), Michelin presented innovative tyre technologies in new products, such as the Michelin Pilot Sport 5 and Michelin Primacy SUV+, reflecting our commitment to delivering superior performance covering various vehicle types. We also extended our offerings to include premium bicycle tyres, addressing the burgeoning demand in the Malaysian market. Furthermore, we bolstered our brand promise on a local level with initiatives such as the Michelin Brand Experience, aimed at showcasing the capabilities of our product range and reinforcing the values our brand stands for.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

GOLD WINNERS

Malaysian sellers' growth. Firstly, Shopee improved logistics, payments and brand protection. Secondly, Shopee maximised user lifetime value, deepened seller-customer connections, and expanded seller reach. This winning formula culminated in the highest platform traffic and biggest 11.11 campaign that broke all records including during those of pandemic years. Shopee's commitment to building a resilient ecosystem where everyone thrives is clear. It's a sustainable win-win, ensuring long-term prosperity for customers, businesses, online influencers, partners and the platform itself.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Shopee has fully implemented the imported low-value goods tax, catalysing domestic MSME growth, reflecting a shared commitment to strengthening the local business landscape. Over 60,000 SME sellers also currently benefit from Shopee's collaborations with ministries and government agencies. Shopee



vehicles using a credit or debit card. In addition to making fuel purchases, the app has BonusLink integrated so users can earn points and use them to redeem fuel or other rewards. Shell App is now available at all our retail sites nationwide.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Shell Malaysia Trading is dedicated to ESG principles, integrating them into our core operations. Today, we have more



In terms of digitalisation to further strengthen our business operations, Michelin leverages on advanced tools for comprehensive data tracking and analysis. By harnessing the power of data, we gain deeper insights into emerging vehicle trends and consumer preferences, allowing us to anticipate market demands more effectively.

Moreover, we have equipped both ourselves and our network of partner dealers with robust data-driven solutions to have visibility on consumer segmentation strategies. This enables us to tailor our offerings more precisely to the diverse needs of our Malaysian customers. University teaches high-value, in-demand skills for free, equipping local entrepreneurs with the skills and knowledge to thrive in the competitive marketplace. Shopee launched Shopee Rai Lokal in 2023 to showcase micro-sellers' authentic stories across channels to preserve Malaysia's heritage, nurture local talents and drive our economy inclusively and sustainably.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Shopee continues to innovate by adapting to a hyperlocal and personal understanding of our ecosystem. While our DNA is digital, we are direct to the community and are highly passionate when it comes to using technology to help the underserved. Local sellers, influencers and affiliates build connections with shoppers through Seller Chat, Shopee Live, and SPX deliveries. Shopee Guarantee, Shopee Mall and 360 Marketing Solutions enable local brands and sellers to showcase how their values align with the values of our customers and are a force for social good.

than 300 sites powered by solar, with 10 of them certified by the Green Building Index standards. Our expansive EV charging network includes more than 150 points, with 14 high-performance chargers strategically placed nationwide.

Collaborating with Porsche Malaysia, we're launching an electric vehicle charging hub at Resorts World Genting, featuring ultra-fast, high-performance charging of up to 360kWH. This aligns with our ongoing dedication to providing Malaysians with an evolving net-zero transport solution.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Shell Malaysia continues to develop products that give more value to our customers and enhance their overall experience. The launch of our New + Improved Shell FuelSave 95 providing up to 15km longer per tank, and our best performance fuel Shell V-Power 100% cleans critical engine parts to maximise your engine performance, so your car runs like new. To make every stop worthwhile at Shell, our focus for convenience retailing will also be coffee under Shell Café and hot food and snacks ready for customers on the go.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Michelin puts sustainable mobility at its centre to ensure we are doing our part to support a greener, more sustainable automotive industry. On a global scale, Michelin strives for the best balance between People, Profit and the Planet, to help achieve the brand's goal of manufacturing tyres from fully sustainable materials and equally green processes by 2050.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Michelin Malaysia remains committed to ensuring the resilience and adaptability of our brand. We understand that our customers look not only for quality but also for value. Therefore, we continuously strive to offer products and services that exceed expectations in terms of longer mileage, fuel savings and top-notch performance tailored to a wide range of vehicles. We also prioritise customer satisfaction by ensuring a seamless and rewarding experience at every touchpoint.





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CHANDRASAGRAN MUNUSAMY Head of KFC Malaysia QSR Stores Sdn Bhd

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

For KFC Malaysia, 2023 was a year of positive recovery. With the MOH recognising Covid-19 as endemic, we were able to march forward with many plans that were on hold for almost three years. Our biggest success during this time was receiving the continued support of all Malaysians. In celebration of the brand's Golden Jubilee, KFC treated Malaysians to the Kepci Music Fest (KMF) featuring over 40 Malaysian artistes. The KMF series held in Shah Alam, Selangor and Sabah was well received and attended by over 11,000 Malaysians from across the country.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In October of 2022, KFC launched a new app with many customer-centric features. This included the "Pesan Lagi, Jimat Lagi" feature which allowed users to convert purchase points as cash value for their next purchase. In 2023, the application continued to see multiple upgrades. Additionally, the incorporation of AI tech-



GOLD WINNERS

nology allowed us to provide a more customised shopping experience not just on the app, but at the self-serving kiosks in the outlet too.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

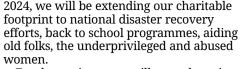
In terms of social, KFC Malaysia, through the Add Hope Foundation, has contributed over RM1.7mil in meals to Malaysians just in the last three years. For

build the future of money movement. Our products and solutions are some of the most sophisticated in the world.

Our consumer payments business connects buyers and sellers globally with safe, simple and innovative digital payments solutions. We grow our credentials, acceptance and engagement with cardholders, issuers, merchants and fintechs across the ecosystem. We also leverage our B2B payment opportunities to enable more payments use cases for our clients and partners.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Visa believes that ESG is not only a responsibility, but also an opportunity to create long-term value for our stakeholders. Visa believes inclusive economies lift up everyone, everywhere. The company continued to empower economic growth by supporting small and micro businesses, expanding financial access to the unbanked and underserved, building



For the environment pillar, we have in the past collaborated with the Lost Food Project to minimise food waste. In 2024, we are growing the scale of this initiative, which we hope will better protect our environment.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We believe what's needed is a multi-faceted approach. We prioritise continued innovation in both operations and offerings to enhance efficiency and maintain customer appeal. Rigorous market research guides our decisions, allowing us to boldly meet evolving customer demands. Tactical marketing strategies further strengthen our brand positioning, ensuring relevance and competitiveness in the face of economic challenges. These measures collectively reinforce KFC Malaysia's commitment to adaptability and resilience in a dynamic market landscape.

financial capability and strengthening our local communities. Our initiatives include building financial empowerment for small and micro businesses, maintaining our commitment to women's economic empowerment initiatives, and preventing approximately US\$27bil in fraud using Artificial Intelligence in 2022.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our brand is a key asset of our business, recognised globally and associated with acceptance, security, convenience, speed and reliability. Our success relies on maintaining the value of our brand and reputation, elevating the brand through innovation and partnerships and upholding our corporate reputation. We also need to continue to facilitate the movement of money. We are well positioned competitively due to our global brand, our broad and new product offerings, and our track record of processing transactions securely and reliably.

bution to 120,000 families, preventing 2.4mil kg of food waste. We promote inclusivity by hiring individuals with disabilities and under parole. Our #KitakanJiran spirit drives employee volunteerism, focusing on greener living, social impact, lifelong learning and supporting microbusinesses. Our Food Surplus Donation Programme earned CSR Malaysia's Company of the Year (Retail) for Community Support Award.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Adapting to the financial climate, we are investing in prices, allocating RM50mil in the ongoing #LotussLebihMurah initiative, providing up to 37% savings on 3,500 items. My Lotus's members earn points for additional discounts. For vulnerable communities, we offer RM5 Rahmah meals and distribute daily food surplus to over 120,000 families. This aligns with our commitment to stretching customers' ringgit and ensuring accessibility to nutrition. As we expand, our #KitakanJiran food surplus distribution will grow, emphasising our dedication to affordability and community support in the evolving financial landscape.

VISA Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

> Last year was a year of enormous change. We saw continued economic growth coming out of the pandemic and pace of technological development accelerate, including Gen-AI, which will transform how we live, work, shop, buy, and pay. Throughout all this, Visa played a vital role in payments around the world. Our brand helps deliver added value to our clients and their customers, financial institutions, merchants and partners through compelling brand expressions, a wide range of products and services as well as innovative brand and marketing efforts.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We are evolving with the fast-changing payment industry by developing the next generation of products and solutions that

NG KONG BOON Country Manager Visa Malaysia

Lotus's



VIVIAN YAP Customer Executive Director Lotus's Malaysia

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Lotus's entered the market amid the 2021 pandemic, facing challenges like other brands due to restrictions. However, by 2023, our brand affinity improved, leading to sales and loyalty growth. We expanded with stores in Indera Mahkota, Paĥang, Kluang, and Muar, Johor. Yet, like other retailers, we faced shifts in consumer behaviour, with the surge of multiple online platforms and many are price-sensitive. Through continuous improvement online and in-store, we earned the Gold Award for the Putra Brands Awards 2023, reflecting our commitment to meeting evolving customer needs amidst changing market dynamics.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

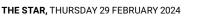
Amid the pandemic, digitalisation has emerged crucial for consumer convenience and brand sustainability. Hence, we've invested in technology to develop our Customer Data Platform, enhancing personalised shopping experiences via the Lotus's Malaysia app. Our aim is a seam-



less, personalised experience for My Lotus's members. Additionally, our Scan&Shop app aids budget management, facilitating swift checkout at cashless self-checkout counters, bolstering customer satisfaction and loyalty.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Our brand's sustainability commitment is evident in 14 goals supporting our Group's 2030 Sustainability Strategy Framework. We implement environmental initiatives such as installing rooftop solar panels on 75% of our assets, food waste composting and daily surplus distri-







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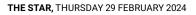
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GlaxoSmithKline Consumer Healthcare Sdn. Bhd. 195901000115 (3467- X). PM-MY-PAN-24-00005

PUTRA BRAND AWARDS 2023

* Based on internal analysis by Glaxosmithkline Consumer Healthcare Sdn Bhd using data from the following source: IQVIA Consumer Health Malaysia Audit of Oral Analgesics market based on sales values and volume for the period MAT Aug 2022 in Peninsular Malaysia reflecting estimates of real-world activity. Copyright IQVIA. All rights reserved.





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MALCOLM PRUYS **Country Retail Director IKEA Malaysia**

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

We began 2023 with higher costs along our value chain, inflation, high interest rates and cautious consumer sentiment. Despite the headwinds, there's a lot to be thankful for. We closed our financial year with RM1.58bil in revenue, launched new sustainability initiatives and lowered our prices for our customers. We leaned on our vision of creating better everyday life for the people, and are grateful to our customers whose continued trust and support has allowed Ikea to be a well-cherished brand in Malaysia.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We continue to enhance our omnichannel presence to meet the evolving ways that people shop today. These include diversifying our sales channels through ecommerce, which in FY23, accounted for 13% of our total sales. We've enhanced fulfillment capabilities through Click & Collect, where customers can collect their

GOLD WINNERS



online orders at our stores. In 2023, we opened new Collection Points in Ipoh, Melaka and Kuantan, making Ikea more accessible for Malaysians living in areas without our stores.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Sustainability lies at the heart of our business. Our focus is on three main areas: healthy and sustainable living, circular and climate positive, and fair and equal. This covers all aspects of our work, from the materials we use and the way we handle waste, to how we work with our co-workers and partners. We added plant

balls in 2023 to our plant-based menu range. We accelerated our transition to more sustainable transport solutions, deploying our first electric vehicle (EV) for last-mile deliveries in 2023 - in which 1,497 parcel deliveries were made.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Rising costs of living mean thinner wallets for our customers. We understand that people are mindful of their spending hence, we have reduced prices on a wide variety of items across our stores. Through "New Lower Price", we continue to offer Malaysians products that are both high quality and affordable. As we navigate economic uncertainties and the soft retail market in 2024, we will continue to drive our omnichannel growth and reach out to our customers in new and innovative ways that would enable them to create a better life at home.

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





DIANE LEE Business Director Malaysia & Singapore **Energizer Holdings**





WILLEMIJN SNEEP Marketing Director Heineken Malaysia Berhad

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

The change in administration has not really impacted our category, and our brands continue to thrive post pandemic with a continued dominance of the category, reaffirming our position as the people's choice for the award.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We have continued to drive digital innovation in the way we communicate whilst maintaining our focus around strategies in driving and maintaining our distribution presence within key digital market spaces. This has contributed significantly towards our growth in 2023 and looks to continue well into 2024.

ESG principles are gaining prominence in business practices. How does

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? Following the strong rebound in 2022

post-pandemic, we observed a normalisation in overall beer consumption in 2023, while our brands continued to drive engagement with consumers.

2023 was a big year as we celebrated 150 years of the Heineken brand and launched various fresh campaigns across our portfolio such as Tiger Den and Guinness Flavour by Fire.

The recognition at the Putra Brand Awards is a true testament to the work of our One Strong Winning Team to continuously grow relevance and meaningfulness with consumers by unlocking creativity in campaigns and delivering fresh experiences.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Digital innovation forms a key strategic pillar to resonate with younger drinkers (over 21 years old and non-Muslims). To strengthen our relevance and share of voice, we use data to support targeted media innovations, impactful KOL selection and we leaned into AR via unique use of digital filters across our portfolio.

your brand incorporate environmental, social and governance factors into its operations?

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 of recyclable material looks to increase in 2024 as well.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

A weakening ringgit has not only impacted our category but almost all FMCG sectors. This, in turn, has impacted the consumers' ability to purchase across all categories. In ensuring our brands continue to remain robust, we have pushed our efforts to drive towards rewarding consumers through promotions whilst maintaining product quality.



Digital platforms are ever evolving, and hence we continue to keep track of the digital space, whether through new technology or experiences to continuously bring new and refreshing experiences to our audiences whilst we prepare for a cookieless world.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

As a progressive brewer, we are guided by the global Heineken "Brew a Better World" sustainability strategy, focusing on our goal to reach net zero carbon emissions. Our brewery has been powered by 100% renewable electricity since 2022, we



have achieved zero production waste to landfill since 2017, and fully balanced water used in our products since 2020. Through our social impact project Tiger CECC, we have empowered communities to raise funds for schools since 1994. We also continue to advocate responsible consumption through the Heineken "When You Drive, Never Drink" campaign.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

As consumers are more focused on their spending, staying meaningful and relevant is critical for brands. Hence, we will continue to invest in winning the minds and hearts of our drinkers by bringing them unique and fresh experiences with our brands, whether through digital or on-ground experiences. Understanding (changing) consumer needs and using creativity and innovation to bring this to life continue to be the key to do this. I have confidence that the One Strong Winning Team, through its winning mindset, agility and drive will continue to get behind this in 2024.

* Heineken Malaysia Berhad picked up three awards in the Alcoholic Beverage category: Gold for Heineken, Gold for Tiger Beer and Bronze for Guiness.





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for the Automotive-Fuel, Lubricants & Accessories category

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GOLD WINNERS

IJM LAND



DATUK WONG TUCK WAI Chief Executive Officer IJM Land Berhad

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did

you encounter during this period? IJM Land did well in 2023. We adapted and expedited "future" plans with renewed confidence and vigilance, ever mindful of the changing economic landscape and global sustainable development agenda. With the pandemic largely behind us, we saw potential to thrive by innovating and adapting to market needs. We worked together to seize opportunities for our people and business to thrive. We focused on what really matters to us and our stakeholders, which is sustainability in our industry and creating new value in every project we embark on through innovation and collaboration.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We have enhanced our brand recognition, process efficiencies and green credentials to capture greater market share.

We focus our digitalisation initiatives on sales and marketing, as well as backroom support functions. To future-proof the business, we implemented RDrive last year to digitise site inspection and defect management processes. Team IJM places significant emphasis on building and nurturing brand equity. Through meticulous planning and strategic efforts, we have strengthened the IJM Land brand. This concerted approach not only presents a more cohesive and robust brand identity but also acts as a cornerstone philosophy guiding our endeavours to optimise sys-

and higher sales.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

tems and processes for better efficiency

IJM Land will continue to operationalise sustainability and make it a guiding principle in our everyday decisions and actions. We acknowledge the importance of meeting the demands of the present generation without compromising the needs of future generations.

Aligned with the Sustainable Development Goals (SDGs) and Ten Principles of the UN Global Compact, we are consciously working towards a greener agenda and lowering our carbon footprint. IJM Land is committed to achieving net zero emissions by 2050 in line with global sustainability goals.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

As we forge ahead, we look forward to tapping into the vantage points, insights, resilience and collaborative strength of Team IJM and our industry partners to mark a new growth phase for IJM Land in terms of the quality of our offerings, product differentiation and brand equity, delivering excellence in the execution and pushing innovation and design boundaries. With our fingers on the pulse of the market, every effort is made to meet the needs and aspirations of home buyers and investors.





RAMJEET KAUR VIRIK Managing Director Dutch Lady Milk Industries Berhad (DLMI)

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? The market remained volatile and was

subject to various domestic and global uncertainties and potential regulatory changes in 2023. However, DLMI remained focused on our purpose of nourishing Malaysians with trusted and sustainable dairy nutrition. To deliver our purpose, we continue to invest in our brands and people as these assets will drive long-term engagement with DLMI. We are confident in the strength and success of our brands and there is also an increasing need and recognition of the goodness and nutritional value of milk amongst Malaysians.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We continue to accelerate the availability of our products direct-to-consumer and via our e-channels. Our consumer careline has also transitioned and benefited from a cloud telephony system and WhatsApp channel while making the most of data

Post-pandemic, and with the country

under the unity government's administration, how did your brand fare in

2023? What successes or challenges did

Aeon is truly grateful that customers

have resumed their regular spending and

you encounter during this period?

automation and real-time tracking throughout the organisation.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

At DLMI, we are driven by our purpose of "Nourishing Our Planet and People in Every Stage of Life". Thus, we are committed to long-term value creation for all our stakeholders while championing responsible business via our business model, strategy and operations.

Guided by our material matters, DLMI integrates sustainability throughout the organisation by ensuring that decisions related to our core business as well as people have taken into account key economic, environmental, social and governance (EESG) factors.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

With the challenges that we continue to endure, we face a dual dilemma of ensuring our products remain accessible and affordable to all Malaysians. Affordability is a priority, hence, we look closely at market conditions and the price the consumer is willing to pay to have a balanced approach. Ultimately, we remain driven by our purpose of nourishing our nation while continuing to support the national health agenda to improve the nutritional status of Malaysians.



DR KASUMA SATRIA MAT JADI

Chief Human Resources Officer

Aeon Co (M) Bhd

has proactively ensured safety measures through various sustainability initiatives and programmes to promote customer comfort. We are also thankful for the continuous support from the government in providing the best shopping experiences to our customers. For instance, in 2023, Aeon collaborated with the Ministry of Domestic Trade and

Cost of Living to provide affordable prices, aiding in maintaining the cost of living. Through such partnerships, Aeon also successfully reopened two of our supermarkets, Aeon Mall Cheras Selatan and Aeon Melaka Shopping Centre, with a refreshed new look.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Aeon is steadfast in its commitment to expedite digital transformation, create resonant brands, establish Aeon Living Zones, and implement sustainability initiatives while managing operational costs efficiently. The introduction of self-checkout (SCO) counters at our malls, phased in progressively, has proven popular for reducing wait times and improving efficiency. We consolidated various service channels onto the iAeon app, simplifying the purchase journey. Aeon partnered with Foodpanda Malaysia to expand our q-commerce footprint, offering seamless ordering and doorstep deliveries. Aeon is dedicated to providing end-to-end solutions across our value chain, enhancing synergies and operational efficiency.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

The Aeon Sustainability Charter (ASC) guides our commitment to economic performance, environmental responsibility, positive social impact, and robust governance. We have integrated ESG practices across our business operations to safeguard enterprise value. Initiatives such as solar PV installations, organic waste management, reducing single-use plastic and partnering with environmental-focused organisations underscore our commitment to sustainability, creating a better shopping environment and resonating positively with stakeholders. Our inclusion in the FTSE4Good Bursa Malaysia (F4GBM) and FTSE4Good Bursa Malaysia Shariah (F4GBMS) indices since FY2022 is a testament to our dedication to responsible business practices amid evolving expectations.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Aeon is navigating challenges from elevated cost pressures and a weakened currency, impacting consumer behaviour and the retail landscape. Aeon implements customer engagement initiatives such as campaigns and promotions where selected items are competitively priced for online and offline shoppers. We also introduced the "Price Lock" initiative, maintaining prices for 250 essential goods. We have been reviewing our pricing strategy holistically to ensure we cater to the needs of all customer segments while proactively managing our supply chain. We work with suppliers to offer competitive pricing to consumers, while also reviewing our cost base and margin structure to preserve profitability.





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

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Last year was a challenging year for our brand with economic headwinds and uncertainties affecting consumer spending and the cost of doing business. However, in every crisis there is an opportunity, and we rallied our team to reset the brand in every area, by going back to basics in enhancing the customer experience and improving operational efficiencies. By Q4 2023, we started to see a significant lift in our overall performance, which can be attributed to our concerted efforts in turning around the business.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

To improve the customer experience, we launched the self-ordering kiosk, QR ordering system, and online ordering for self-pick-up. As expected, this contributed positively to our business performance, with consumers embracing digital order-

SILVER WINNERS



ing for its unparalleled convenience.

In 2024, we are planning to scale up our digitalisation efforts with the introduction of the "Texas Chicken" app, to better meet the needs of our customers.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Our ESG initiatives are centred around reducing our environmental footprint by improving the efficiency of resources and supporting conservation efforts. We have made noticeable progress in reducing sin-



App). These initiatives have allowed us to provide a transparent and seamless customer experience, leading to the rapid

growth we are seeing in the company. The work continues as our teams work on improving and leveraging these platforms to engage our customers and fans better.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Sustainability is a constant process for us as Malaysia's leading Healthy Home Creator and a brand that is committed to leave a positive social impact. Whether it's practising a paperless system, empowergle-use plastic items, and we procure FSCcertified paper packaging for our restaurants.

Given the labour-intensive nature of the quick service restaurant business, it's also critical that we focus on building a sustainable workforce by improving our recruitment and retention efforts, and creating a positive work environment where our team members feel valued and empowered. This will, in turn, translate into a better service experience for our customers.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

As a challenger brand, we rely on our unique attributes like product quality, boldness, innovation and flavour, to leave a lasting impression on consumers, and create deep cravings for our offerings. With the rising cost of living affecting consumer spending power, we will strive to offer high-quality products at competitive prices so that our customers can enjoy their favourite meals at great value.

ing communities through community outreach programmes or upholding good governance, we will continue working on being a sustainable, accountable and responsible organisation as we inspire and empower more to be #SAMASAMAHealthier.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

This is an exciting year as we'll celebrate 10 years of creating healthier homes and inspiring Malaysians to be #SAMASAMAHealthier. Over the last decade, our customer-centric approach has allowed us to be attuned to consumer needs and resilient against various challenges allowing us to rise to be Malaysia's leading Healthy Home Creator.

We will continue placing our customers and fans at the heart of what we do against a dynamic market environment, by providing "Beyond Standards" solutions and services, to remain relevant and resilient, becoming a household brand.

* Cuckoo is the recipient of Silver Awards in two categories: Home Improvement Products & Stores as well as Personal, Household & Outdoor Appliances.

Sunway Group's commitment to achieve net carbon zero emissions by 2050, all our assets completed by 2025 will be green-building certified. All our developments are built with connectivity in mind – Sunway City Kuala Lumpur is advancing the 15-minute model, where all essential services and businesses are easily accessed within a 15-minute walk or bike ride.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We continue to explore innovative solutions for our customers that leverages our unique "Build-Own-Operate" model and the diverse strengths of the Sunway Group. One example is our Sunway Property+ programme, which offers home care maintenance services, rental savings and exclusive discounts, as well as invites for members to experience various establishments across the Sunway ecosystem. Through these unique benefits, we are making any Sunway Property more desirable, thus generating greater value for homebuyers in the long run.

CUCKOO CUCKOO National di tration, how did 2023? What succ you encounter di Cuckoo saw exc engagement in 20 healthy home inn



HOE KIAN CHOON Founder & Chief Executive Officer Cuckoo International (M) Sdn Bhd

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Cuckoo saw exciting brand growth and engagement in 2023. We introduced new healthy home innovations across multiple product categories to help Malaysians better integrate wellness into their homes while meeting the heightened demands for a healther living

for a healthier living. Our teams also engaged with Malaysians more than ever before through the launch of exciting campaigns and our biggest-ever consumer contest. Our commitment to providing holistic healthy home solutions and building deeper connections solidified our position as a leading Healthy Home Creator, laying a strong foundation for an even greater year in 2024.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Digitalisation has always been a key focus at Cuckoo. Perhaps that is why we are one of the first in our industry to introduce our own admin system, e-commerce platforms (Cuckoo e-Brandstores), and mobile application (Cuckoo+ Mobile

Post-pandemic, and with the country under the unity government's administration how did your brand fare in

PROPERTY Master Community Developer

SUNWAY



CHONG SAU MIN Senior Executive Director Sunway Property

under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? Last year, economic challenges included

inflation concerns alongside a weakened Ringgit, leading to high prices for goods and materials, as well as a higher Overnight Policy Rate (OPR), which resulted in increased borrowing costs. Despite these headwinds, Sunway Property continued to thrive in 2023, with new launches of our Signature Homes including Sunway Flora in Klang Valley, Sunway Dora in Penang, and Sunway Aviana in Johor – and these launches saw a healthy take-up rate of 80% and above.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We continuously evolve our digital platforms to offer our customers greater convenience and a seamless pre- to post-sales experience. Unit preference, selection and balloting can be completed via the Sunway e-Booking platform, whereas for post-sales, we've digitised and simplified



document filing so that customers can easily access their documents via the Sunway Property mobile app, from SPAs to receipts and bills. We've also upgraded our leads management and sales insights platform for our internal teams' use, empowering them to stay updated and serve customers better.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Our Sunway Design and Development Architecture (SDDA) philosophy includes sustainability as one of four core pillars, with all projects taking into account land, energy and water use. In alignment with

Progress is not a destination, but a journey of extra miles.

No matter where it begins, progress is an endless journey. It doesn't stop in the face of challenges, nor does it rest amidst the grace of victories. To us, winning the People's Choice Awards for Banking, Investment and Insurance at Putra Brand Awards for the 6th consecutive year is not merely a milestone, but an inspiration to keep going the extra mile and make progress happen for everyone.

Discover more about RHB Group at rhbgroup.com

PUTRA BRAND AWARDS 2023

WINNER — trusted by — MALAYSIANS FOR BANKING, INVESTMENT AND INSURANCE

Together We Progress



PREMIUM OUTLETS*



JEAN MARIE PIN HARRY President and Chief Operating Officer **Premium Outlets**

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Having strived to maintain a strong brand presence throughout the pandemic has resulted in top-of-mind recall for both our Premium Outlets Centres in Genting Highlands and Johor. Today, through sustained and consistent branding, we believe that we have cemented our position as the leading branded lifestyle retail destination of choice by discerning shoppers.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We embarked on our online presence even though our business is very much brick and mortar. We have also continued to prioritise consistency in messaging when communicating with our customers



SILVER WINNERS

where for instance we enable customers to browse and plan their shopping trip ahead through our mobile app

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

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental,

social and governance factors into its operations?

Creating sustainable Premium Outlet Centres is about continuously understanding our communities' current and future needs and reimagining our centres as preferred retail destinations that will match their needs. Our commitment to remain a partner of the communities we serve is unwavering, including our recruitment drives, recycling programmes and renewable energy initiatives.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We remain steadfast in our business and marketing strategies to deliver on our brand promise of "Everyday Savings of Up to 65%" in addition to providing a worldclass shopping experience at Genting Highlands Premium Outlets and Johor Premium Outlets.



AMANDA ZHANG CEO & President Mercedes-Benz Malaysia

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In 2023, we witnessed a surge in EV adoption in Malaysia, with over 400% growth in EV sales compared to the previous year. At Mercedes-Benz, we have a clear road map to electrify our portfolio and achieve our sustainability goals. In Malaysia, we are committed to increasing our EV-focused industry partnerships and community initiatives and continue to grow economic value across the whole "Future of Mobility" agenda. To date, we offer the largest EV product portfolio with nine model variants across every vehicle segment, including the locally-assembled Mercedes-Benz EQS 500 4MATIC.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In 2023, we successfully introduced the "Retail of the Future" model, allowing customers to purchase their dream car online at one best price, anytime, anywhere. This innovative approach has garnered immense confidence and appreciation, leading to consistent month-over-month growth since launch. Our commitment to

Post-pandemic, and with the country under the unity government's adminis-tration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

With the rise in economic pressure and weakening of consumer sentiment, consumers are more cautious with spending on premium brands.

However, 1664 remains focused on its brand ambition to be a leading premium lifestyle beer by driving 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 our customers. This has led us to our second consecutive Putra Brand Awards.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

It is our key priority to build the brand focusing on digital, social media and influencer engagement to drive awareness for the brand through global and local campaigns. We create content executions that are trendy and engaging to strengthen our premium lifestyle brand experience on digital and social media.



a streamlined buying experience provides the luxury of time, resulting in sustained trust and satisfaction of our valued customers. Mercedes-Benz Malaysia continues to redefine the automotive landscape, ensuring an unparalleled journey for every discerning individual.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

At Mercedes-Benz, we're committed to sustainable value creation, aligning globally with ESG principles showcased in our latest Group Sustainability Report 2022. In



ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

1664 aims to make every shared moment and celebration extraordinary. We believe it is important to #CelebrateResponsibly and our promise is geared towards "Brewing for a better today and tomorrow". Aligned with our company's ESG initiatives – Together Towards Zero and Beyond – 1664 advocates 100% responsible drinking on all our communication touchpoints and product packaging to promote responsible alcohol consumption.

Malaysia, we echo this commitment, striving for net carbon neutrality in local operations. Our focus is on a comprehensive carbon management plan, encompassing footprint calculation, reduction strategies and ambitious goals. Collaborating with our manufacturing partner, DRB-HICOM, we aim for a Green Production Target, emphasising energy, water and waste reduction. Our aspiration includes increasing renewable energy sources from 30% to 85% by the decade's end, reinforcing our dedication to economic, ecological and social responsibility.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our dedication to delivering outstanding value and best customer experiences extends seamlessly across all touchpoints. Our confidence is grounded in the robustness of the local economy and our commitment to the market is unwavering. In 2024, Mercedes-Benz will unveil a product firework throughout the year, featuring both traditional and electric vehicles, showcasing our confidence in the local economy. This strategic approach ensures our brand remains resilient and adaptable in the face of economic challenges.



In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We remain focused on our strategy to drive awareness through brand equity campaigns and innovations to make every occasion extraordinary for our consumers to elevate shared moments with good taste.



OLGA PULYAEVA Marketing Director

Carlsberg Malaysia







PUTRA BRAND AWARDS — The People's Choice —

THANKS FOR MAKING US YOUR GOLD CHOICE FOR 5 CONSECUTIVE YEARS.

We are honoured and humbled by your unwavering support. Thank you Malaysia for allowing us to continue being your trusted global network.



Banking, Investment & Insurance



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KONG BENG KUIN Chief Finance Officer Sunway Berhad





KAYA QIN Chief Executive Officer Lazada Malaysia





YAP JAY QUEEN Head of Marketing Cotra Enterprises Sdn Bhd



HENG AIK SHIAN General Manager, Malaysia, Singapore, Vietnam Procter & Gamble Personal Health Care

Post-pandemic and with the country under the unity government's administration, how has your brand fared in 2023? What successes or challenges have you encountered during this period?

Under the unity government's administration, Sunway Theme Park has navigated the challenges of 2023 with resilience. Despite the initial setbacks, the park has witnessed a steady recovery in visitor numbers as restrictions eased and consumer confidence returned. Challenges included adapting to evolving health and safety protocols, and ensuring the well-being of our staff. However, our commitment to providing a safe and enjoyable experience has been recognised, contrib-



SILVER WINNERS

uting to the park's overall success in this period.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

At Sunway Theme Park, we are deeply committed to incorporating environmental, social, and governance (ESG) principles into our operations through our innovative Explorer Ranger program. Here's how we align with these important factors such as Environmental Responsibility, and Community Engagement. Through the Explorer Ranger program, Sunway Theme Park demonstrates its unwavering commitment to environmental sustainability, social responsibility, and effective governance, striving to create positive impacts for our planet and society while providing memorable experiences for our guests.

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? As a leading South-East Asian e-com-

merce platform, Lazada saw strong growth in 2023 with our LazMall buyers increasing 3.5 times between 2019 and 2022. We attribute this to our focus on delivering superb customer experience through engaging programmes, competitive prices and diverse assortment. As at September 2023, our LazMall Store Membership has over 13 million members, while the LazBeauty Club contributes to over 30% of beauty category sales.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Lazada is continuously leveraging

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Vitagen has been on a trajectory in line with the growing awareness and interest in improving immunity through maintaining a healthy gut. Our brand has experienced growth and has established itself as a market leader capturing around 57% of the market share. However, there is still a lack of understanding about the advantages of probiotics. This has created an opportunity for Vitagen to launch initiatives focused on the role of probiotics, in boosting immunity, managing stress and enhancing mood beyond just supporting gut health.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In 2023, we introduced a digitalised

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

The pandemic highlighted the importance of preventive healthcare as consumers were looking for trusted brands for themselves and families. Vicks has helped relieve cough and cold symptoms for generations of Malaysians with a strong heritage of trust for over 125 years. We always listen to our consumers and incorporate insights across our product formulations and packaging to serve consumer needs. Through the pandemic, we focused on ensuring uninterrupted product supplies, and offering superior product and consumer centric innovations.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilemerging technologies to unlock new innovations that allow us to personalise each customer's shopping journey. One such innovation is Lazada's AI-powered and augmented reality application Skin Test technology that utilises AI and AR to analyse your skin through your phone to recommend suitable skincare products. In May 2023, we also unveiled LazzieChat, the first AI shopping chatbot in South-East Asia that answers your shopping queries to provide an engaging, informed and personalised shopping experience.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Lazada has made significant progress in ESG through the provision of economic opportunities to over 1.1 million stakeholders; a year-on-year reduction of



home delivery platform for Vitagen, allowing customers to conveniently order our products via the Vitagen e-commerce application (*https://online.vitagenhomedelivery.com.my/*). This innovation has significantly enhanced accessibility for our customers.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We have consistently demonstrated



ience of your business?

We continue to leverage digitalisation to provide a superior experience to our consumers by being present where they are and engaging with them on their preferred channels.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations? overall greenhouse gases or GHG emissions by 10% in FY2023 (April 1, 2022-March 31, 2023); and achieving zero substantiated complaints concerning breaches of both customer data and privacy during the last fiscal year.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Innovation and agility are key for Lazada to adapt and stay abreast of the dynamic and challenging e-commerce landscape. As a platform that operates in multiple countries across South-East Asia, we leverage the expertise and know-how from all around the region, as well as tap into emerging technology, innovation and partnerships that enable us to deliver the best prices and customer experience that drives customers back to the platform.

social and environmental responsibility in our manufacturing processes and business operations, a commitment that permeates every level of our organisation. Our conscious effort extends to collaborating with partners who align closely with our values, sharing our commitment to utilising sustainable raw materials and packaging, reflecting our conscientious approach to conducting business.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

The impact of rising inflation on consumer purchasing power is undeniable. Our belief in ensuring access to high-quality products at reasonable prices is the driving force behind our collaborative efforts. We work closely with business partners and vendors to enhance cost-effectiveness, manufacturing and logistics efficiency.

At P&G Personal Health Care, we believe that without a healthy planet, we cannot have healthy people. Our ESG ambition "Healthy Body. Healthy Lives. Healthy Planet" helps bring to life our goal of developing products that deliver irresistible superiority in a sustainable way.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We are focused on serving our Malaysian consumers through five strategic and integrated choices: a portfolio of trusted, quality and highly recommended healthcare products; superiority across product, package, brand communication, retail execution and value; productivity in everything we do; constructive disruption across the value chain; and an agile, accountable and empowered organisation.

Panasonic

A win to glide on together Thank you Malaysia



PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — PLATINUM 2023

Personal, Household & Outdoor Appliances





ADELENE WONG Head of Group Branding & Communications SP Setia Berhad





DANNY CHEN HENG SIONG Marketing Manager Petron Malaysia



TAKU SAKAKI President Kobayashi Healthcare (Malaysia) Sdn Bhd





DATUK DR PA NOK CHING Founder and Chief Executive Officer Jin Bin Corp Sdn Bhd (Hurix's)

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

SP Setia has demonstrated resilience, successfully adapting to the post-pandemic landscape. By embracing digital innovations, such as the Setia On The Go app, streamlining processes and re-strategising its business model, the brand has maintained growth and engaged with stakeholders.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

SP Setia has embraced digital innovations and strategies to foster growth in its business. Under its LiveLearnWorkPlay

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Petron remained focused on its goals despite external challenges. We further grew our retail network which now has 770 service stations. We also strived to stay relevant through promotional activities, such as the Petron X Blackpink Contest, and Petron & Paynet Hypermarket Sweep Promotion.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In support of the government's move towards cashless adoption, we have installed contactless payment terminals at Petron stations nationwide. Our new contactless payment terminals are easy to use,

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

The pandemic has increased the demand for fever relief products, and Koolfever has had the opportunity to be widely used as a product that meets that need. It was also used by many people as a solution for vaccine side effects. Our focus for 2023 was to ensure these users continue to use our product, and as a result, sales steadily increased. However, the surge in demand and user retention occurred worldwide, resulting in a shortage of supply. Building a supply system that can respond to this significant shift in demand has become a major challenge.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We have established a DX specialised

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Our successes included heightened community trust and leveraging online platforms to broaden our market reach, while challenges involved supply chain disruptions and regulatory changes.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Our brand utilises digital platforms for target marketing, reaching a wider audience and educating consumers about the benefits of natural herbs. We also collaborate with online health and wellness platforms and influencers to extend the brand's reach, and attract a diverse customer base.

SILVER WINNERS



ethos, it pioneered and set the benchmark of holistic eco-living in Malaysia. Additionally, SP Setia's charity arm, the SP Setia Foundation, plays a crucial role in creating a positive impact and fostering integration and national unity.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental,

provide faster processing time and enable redemption at the pumps.

To further elevate customer experience, we introduced our Petron Mobile app. The digitalised Petron Miles (or PMiles) loyalty programme replaces the traditional plastic cards and provides better services and rewards. One of the ongoing campaigns is the "Jom Jalan-Jalan Seoul", a nationwide campaign, where PMiles members can win an all-expenses paid trip to South Korea.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We have implemented many projects that align with our sustainability framework, emphasising economic, environmental and social (EES) aspects. We have pursued renewable energy solutions such



department at our Japan headquarters and are working towards achieving digital innovation in a wide range of fields.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its

operations? We are pursuing activities in line with



ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

ESG principles are integral to our operations through various initiatives such as minimising the environmental impact of our products and prioritising social responsibility. During the recent influenza

social and governance factors into its operations?

We aim for net-zero status by 2050 through initiatives like Setia eGreen Living, which includes green switches, EV charging ports and rainwater harvesting. We address greenhouse gas emissions by installing solar panels with Tenaga Nasional Bhd. Our actions align with the UN SDGs, creating inclusive communities and prioritising stakeholder well-being.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

SP Setia has implemented measures such as efficient cost management, revenue stream diversification, customer centricity and continuous innovation.

as solar panels since 2017, expanded the usage and increased the capacity of rainwater harvesting at our refinery, terminals, plants and service stations, and forged a partnership with a local university for carbon sequestration, biodiversity conservation and circular economy projects.

We won three Grand Awards during 2023 MSOSH Awards, a testament to our high level of health and safety standards.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our sustained strong performance stems from our financial resilience, operational efficiency, solid growth strategy and prudent risk management. We are keen to identify and manage potential threats critical to the business.

the ESG materiality set by our headquarters. For example, we are introducing renewable energy and developing low-oxygen products in our environmental initiatives. In our social initiatives, we are promoting the implementation of due diligence and CSR procurement with regards to "respect for human rights across the supply chain". In terms of governance, we are striving towards creating a system with a diverse and open corporate culture.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Key measures include to continue providing new value to users and maintain stable consumer acceptance. The Koolfever brand is exploring the expansion of applications beyond fever relief, such as heat stroke prevention, and is also planning to release new products related to it.

outbreak affecting local orphanages and flood victims, we were able to extend support by sponsoring essential products. We also regularly communicate with suppliers, customers and local communities to address concerns, gather feedback and build mutually beneficial relationships.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Anidst rising cost and currency challenges in 2024, our brand prioritises operational efficiency by identifying areas for efficiency improvements without compromising product quality, innovative cost management and targeted marketing initiatives to ensure adaptability and sustained resilience. We also plan to offer value-added services or bundled products to provide additional value to customers.



THE STAR, THURSDAY 29 FEBRUARY 2024

2023

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UTRA BRAND AWARDS 2023

THREEYEARS, THREEWINS! NO.1 IN 'BEVERAGE-DAIRY' CATEGORY 2023

We are thrilled to share that for the third consecutive year, we have won the platinum award for Beverage – Dairy category at the Putra Brand Awards 2023. Being continuously chosen as Malaysia's top dairy brand by consumers is testament to the unwavering support from our community over the years.

Our heartfelt thanks to Malaysians by and large, for making your home a Farm Fresh home. Your loyalty serves a stronger sense of purpose for us to continue nourishing Malaysia with high quality and pure dairy products, and doing so with honesty and a genuine belief to do well by doing good.

2022



2021







LINDA HASSAN Group Chief Marketing Officer Domino's Pizza Malaysia, Singapore & Cambodia





LAWRENCE SONG YEW BENG Managing Director Daikin Malaysia Sales & Service Sdn Bhd





HUSAIN JAHIT Group Editor Harian Metro





PRIYA DHARSHINI Acting Head of Astro Radio

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Despite the challenges, 2023 was a good year for us, thanks to our innovative product strategy. As we continued to support the government's call on inclusivity and in efforts to alleviate the cost of living, we were able to maintain our competitive prices while offering attractive products through innovative products and value-for-money offers to Malaysians throughout the year. We also successfully opened 25 stores in 2023 across the country, marking a total of 266 stores across Malaysia.

What digital innovations or strategies have you embraced, and how have they

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Daikin has demonstrated resilience and adaptability. Despite facing challenges brought on by the global health crisis, we effectively manoeuvred through uncertainties. Our unwavering commitment to innovation and customer satisfaction not only enabled us to sustain our market presence but also elevated us to a leadership position in the air solutions market.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We proactively adopted diverse digital innovations and strategies to advance the growth and resilience of our business. Initially, Daikin introduced a 3D product

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

As a household brand name for local and community news, Harian Metro enjoyed a marked increase in readership for both print and digital. Our news provides the public with accurate and truthful updates as it happens. Our events, including the inaugural Anugerah Ikon Sukan, as well as the Titipan Kasih CSR programmes, elevated the brand further with the community.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Aside from utilising the latest technology and gadgets available in the market to produce better news and content with faster delivery time, the Group's Digital First initiative ensures that the focus is to

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

On the airwaves, we navigated a dynamic 2023. Our brand saw notable successes and continued to lead as the No.1 radio station across languages, riding high on engaging content and increased listener interaction. At the same time, evolving audience preferences and the competitive landscape presented new opportunities for us to learn and grow, thus shaping our radio network today.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We have delved into advanced digital

SILVER WINNERS



contributed to the growth and resilience of your business?

Our commitment to digital innovation is evident in the future of take-away Pandu Ambil, a convenient service that has your pizzas delivered directly to your car for quick, easy and hassle free take-away.



image, Augmented Reality (AR) and Virtual Solution Space, elevating our online visibility and making it easier for customers to access our services.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Daikin acknowledges the growing importance of ESG (Environmental, Social, and Governance) principles in today's business landscape, and our brand is dedicated to integrating these factors into our operational framework. Regarding envi-



expand digitally whilst defending our print business. By curating different content to suit the different news readers on different media platforms, we are seeing big improvements to both our print circulation and online reach.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We believe Harian Metro plays a vital

strategies, utilising data tracking to tailor our content. Beyond airwaves, our robust social media engagement has strengthened listener relationships, fostering a dynamic online community.

Notably, our leadership in the Malaysian podcast space, boasting over 365 titles on Syok, has been a key driver in expanding our reach and ensuring business resilience.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

One of our main focuses is "Voice for Good", where we amplify positivity through our community messaging and also public service announcements across our 13 radio stations, benefiting approxiESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Our commitment is evident in our first pilot low emission store in Petaling Street, equipped with energy-saving features. Additionally, we are exploring the future of delivery with our new e-bike concept, DXB, which represents our dedication to reducing our carbon footprint.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We will continue to improve efficiency across all touchpoints as well as leverage the expertise of our global counterparts.

ronmental practices, we have adopted the R-32 refrigerant, which has a global warming potential (GWP) that is a third lower and remarkable for its low environmental impact. Besides this, we are promoting inverter products which can optimise energy consumption to minimise our carbon footprint.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

In 2024, we acknowledge the persistent challenges that have been brought about by escalating costs and the depreciation of the ringgit. In order to fortify the resilience and adaptability of Daikin, we have put into place a range of strategic initiatives such as investing in technology and process improvements to enhance efficiency.

role in our nation's social fabric, helping the community via our editorial coverage for rural areas, as well as our specialised CSR programmes under the Titipan Kasih Harian Metro umbrella, helping corporations give back to the unfortunate and the needy. Within the Media Prima group, we are benchmarked against the best in ensuring strong ESG standards across our businesses.

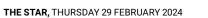
In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Harian Metro will continue to improve on our business operations efficiencies with more prudent cost management, and simultaneously, continue developing and growing our digital initiatives. Thank you for choosing Harian Metro as your source of entertainment and news. We are committed to delivering the best content across all our platforms.

mately 16 million weekly listeners on radio. We aim to continue to utilise our voice and content to advocate for a greener planet while increasing climate awareness.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our unwavering focus remains on listeners. By prioritising their entertainment needs and maintaining a human touch in our content, we strive for excellence. Additionally, strategic cost management, innovative revenue streams and operational agility are integral measures to ensure our brands stay robust and adaptable in the ever-changing economic landscape.







THANK YOU, MALAYSIANS



Personal, Household & Outdoor Appliances

Home Improvement Products & Stores

2 Exceptional Wins

For Creating Healthier Homes #withCUCKOO

CUCKOO INTERNATIONAL (MAL) SDN. BHD. REGISTRATION NO.: 201401026804 (1102894-H)



The team from Star Media Group represented by chief content officer Datin Paduka Esther Ng (holding award) after winning gold in the Media and Networks category. - photos by YAP CHEE HONG and IZZRAFIQ ALIAS/The



Sunway Lagoon chief financial officer Kong Beng Kuin (sixth from left) and his team clinched the silver in the Entertainment category.



Kronenbourg 1664 marketing



Watson's general manager for marketing and customer growth Danny Hoh (holding awards) and his team won platinum in the retail category as well as the Putra Brand Marketer of the Year

director Olga Pulyaeva (right) and her team won silver in the Beverage Alcoholic category.



Sunway Group Chief Brand Strategy Officer Nik Tasha Nik Kamaruddin (in blue shawl) and Sunway Group team bagged the three awards for the Education and Learning, Property as well as the Putra Enterprising Brand of the Year categories.

The night the best brands take centre stage

THE Putra Brand Awards (PBA) 2023 is the premier brand award in Malaysia and represents an honour that "money-cannot-buy" and awards its winners through public votes based on their favourite brands in the local mar-

During the gala night held at the One World Hotel, Petaling Jaya on Feb 19, the event saw a bevy of well-known brands in the country, represented by the companies that have strove to make them successful.

Touch n Go E-wallet clinched the coveted Putra Brand of the Year Award 2023, while Spritzer's Datuk Lim Kok Boon was conferred the title of Putra Brand Personality Award.

Winning the Putra Enterprising Brand of the Year was Sunway University, while the Putra Marketing Team of the Year

the silver in

Banking,

category

award went to the Watsons Marketing Team. Inducted into the Putra Awards

Hall of Fame was Golden Screen Cinemas, alongside past notable brands that were similarly honoured for having won in their respective categories for over 10 successive years.

The Star snagged the gold award in the media and networks category, with Star Media Group chief content officer Datin Paduka Esther Ng accepting the award

Commenting on the gala night's event theme "Transform - Lead the Change", Malaysia External Trade Development Corporation (Matrade) strategic planning division senior director Raja Badrulnizam Raja Kamalzaman said, "These words encapsulate the very spirit of the Putra Brand Awards by embodying the dyna-





Farm Fresh founder and managing director Loi Tuan Ee (seventh from left) and his team snagged the platinum award in the Beverage - Dairy category. the Communication Networks category.





The team from Spritzer with Dr Chua Chaw Teo representing managing director Datuk Lim Kok Boon, celebrating winning the gold award for Beverage - Non-alcoholic category as well as the Putra Brand Personality Award, which went to Datuk Lim.



Petrosains chief executive officer Ezarisma Azni Mohamad (sixth from left) and his team won the bronze in Entertainment category.



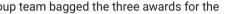
to truly thrive.

of the same award.

Accessories; Toyota in

Automotive; Petronas in

Putra Brand Awards 2023 6 45



Personal, Household and Outdoor

Communication Devices; Telekom

Networks; Multimedia University

Sime Darby Property in Property;

Insurance; Gardenia in Foodstuff;

McDonald's in Restaurants and

Fast Food Outlets: AirAsia in

Putra Brand Awards was

and supported by the Malaysian

endorsed by Matrade as the

Advertisers Association, the

and the Malaysian Digital

Media Specialists Association

Brand Champion Partner

Transportation, Travel and

Tourism; and Touch n Go

e-Wallet in e-Commerce.

Watson's in Retail; Maybank in

Malaysia in Communications

in Education and Learning;

Vaselin in Personal Care;

Banking, Investment and

mism and adaptability inherent Entertainment; Panasonic in in the DNA of successful brands." Appliances; Samsung in He added that it is a poignant reminder that transformation is not just an option, but a necessity for brands to not just survive, but This year did not list any Putra

Brand Icon winners as the brands that qualify were past recipients Platinum category winners include Uniqlo in Apparel and

Automotive - Fuel, Lubricants and Accessories; Ambi Pur in Household Products; Nippon Paint in Home Improvement Products and Stores; Samsung in Cameras, IT and Office and Business Equipment; Calsberg in Beverage - Alcoholic; Milo in

KFC, led by operations vice president Chandrasagran Munusamy (back row, seventh from left), won gold in the Restaurants and Fast Food Outlets category.



Astro chief sales and marketing officer Tai Kam Leong (sixth from left) and the team won platinum in Media and Networks category.



CelcomDigi brand and marketing services head Chan May Ling (middle) and her team brandishing the gold award for



Panasonic Malaysia Corporate Communication Manager in the Marketing Communication **Department Mazlee** Mokhtar (left) and marketing communications manager Candice Low with the silver award for Cameras, IT and Office and Business Equipment category and platinum for Personal, Household and **Outdoor Appliances** category

Cuckoo International, lead by founder and chief executive officer Hoe Kian Choon (tenth from left) and his team, were instrumental in the brand winning two silvers; one in Home Improvement Products and Stores, as well as in Personal, Household and Outdoor Appliances categories.

Haleon Malaysia, Singapore and Brunei general manager Bryan Wong (standing, fifth from right) and team won the platinum award in the Health category for Panadol.

THE STAR, THURSDAY 29 FEBRUARY 2024



Carlsberg marketing director Olga Pulyaeva receiving the platinum award for Beverage - Alcoholic together with her team.



Petronas managing director / chief executive officer Azrul Osman Rani (back row, centre holding award) and team took home the platinum award for Automotive - Fuel, Lubricants and Accessories.







Toyo Tires president and managing director Tan Song Chye and team bagged a gold award in the Automotive - Fuel, Lubricants and Accessories category.



AEON (M) Bhd group chief merchandise and marketing director Low Ngai Yuen (holding trophy) and team with their gold award in Retail.



Samsung media and digital marketing head Agnes Wong (left) and media performance marketing assistant manager Dinie Zulfadhli with the two platinum and a gold awards.



Multimedia University president / chief executive officer Prof Datuk Dr Mazliham Mohd Su'ud and his team with the platinum award for Education and Learning.



Telekom Malaysia group chief executive officer Amar Huzaimi (holding award) and his senior officers, with their platinum award for Communication Networks.



IJM Land chief operating officer Datuk Tony Ling (holding the award) and his team won gold in the Property category.



Communication Network category.



category.





Putra Brand Awards 2023 47

UEM Sunrise chief marketing officer Kenny Wong (holding award) and team won gold in the Property category.

Toyota general manager Nicky Lim and his team took the platinum award in the Automotive

Reckitt Malaysia and Singapore health marketing director Tiffany Tang (middle holding award) and team won gold in the Health category among others.

RHB Banking Group chief marketing officer Abdul Sani Abdul Murad and his team showcasing their bronze award for Banking, Investment and Insurance

Premium Outlets president and chief operating officer Jean Marie Pin Harry (middle holding award) and teamwith the silver award for Transportation, Travel and Tourism.

Carlsberg Malaysia marketing director Olga Pulyaeva (in red) receiving the bronze award for Somersby in the Beverage - Alcoholic category.

Digi snagged a silver in the Communication Networks category, as shown by brand and marketing services head Chan May Ling and team.





MIKE XU Chief Executive Officer Vivo Malaysia



SURAIYA ABDUL SAMAD Regional Head, Group Brand Strategy CIMB





RYAN JUNG Head of Marketing and Product Division Coway (Malaysia) Sdn Bhd





JASON FOO Chief Executive Officer BOH Plantations

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

We've maintained a robust production line for quality smartphones, achieving significant growth and innovation. Collaborations, like ZEISS, have also enhanced our market presence and we've efficiently addressed supply chain disruptions, strengthened relationships, and adjusted to changing consumer spending patterns with proper market research.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Vivo Malaysia has embraced various digital innovations and strategies to drive

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Despite challenges posed by the pandemic's aftermath, our commitment to customer-centricity remained unwavering. In 2023, we made it possible for customers to open an account fully online and be the first to purchase tickets for "Coldplay: Music of the Spheres World Tour in KL" with an exclusive presale. Overall, our brand emerged from this period stronger, with a renewed emphasis on innovation, customer satisfaction and sustainable growth.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We're continuously digitising key finan-

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

As the Best Life Solution Company, Coway is dedicated to delivering life-changing wellness solutions, making healthy living more accessible and affordable. It was a year filled with new achievements and strategic transformations including the successful launch of our new product ranges – massage chair and air-conditioner, as well as positively impacting over three million Malaysian homes.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We have been actively expanding and adopting new digital strategies in the company's operations for heightened transparency and elevated customer experience.

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

To mitigate challenging economic conditions, BOH continued on our long term trajectory of brand building by capitalising on new marketing opportunities and enhancing our consumer engagement. We leveraged our e-commerce and digital marketing platforms. BOH also recorded a growth in the total tea market for Malaysia. This was good motivation as we moved into 2024.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

"Brewing for Tomorrow" aptly communicates BOH's long-term commitment to "sustainabili-tea" and our forward-think-

SILVER WINNERS



growth and enhance customer engagement. We've invested in online platforms, social media marketing and e-commerce channels to reach our target audience effectively.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

cial services, empowering customers to take charge of their banking needs conveniently. Leveraging advanced data analytics and artificial intelligence, we gain deep insights into customer behaviour, preferences and needs. This enables us to personalise services, offer targeted products and anticipate customer needs effectively.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

CIMB became the first bank in Malaysia to introduce a one-stop suite of Sustainable Living Home Solutions, making it easier for consumers to embrace sustainable lifestyle practices in an accessible and rewarding manner. With more people adopting a more environmentally friendly lifestyle, the solution covers a



From the enhancement of front-end digital user journey like e-payment system, selfcare portal, e-commerce platforms, Coway AR mobile application to the backend quality control system and R&D innovation, as well as our first-ever AI incorporated campaign – Rest with Coway, where participants can see their dreams in reality via AI-generated artwork.

ESG principles are gaining promi-



ing strategy to tea production for the future. We continue to implement responsible agricultural practices, preserve the biodiversity around our plantations and sustain soil fertility to preserve the natural conditions necessary for a good harvest.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, Our focus on sustainability includes the inclusion of eco-friendly elements to reduce our environmental impact. We're socially responsible by supporting community initiatives and promoting diversity within our organisation. Our governance framework emphasises four strategic directions: technology sharing, green symbiosis, value creation and community responsibility.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Vivo Malaysia optimised its supply chain, efficiently managed operational expenses and employed innovative pricing strategies, maintaining the brand's quality and innovation.

comprehensive range of offerings and deals tailored to consumers' home and lifestyle needs.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our strategic approach centres on agility, resilience and adaptability while simultaneously driving innovation and efficiency. CIMB prioritises customer-centric strategies, optimising operations with innovative technologies, and ensuring cost-efficiency while maximising service quality. By embracing agility and innovation, we continuously diversify our offerings and elevate banking experiences to provide tailored solutions for all segments of our customers. We also safeguard customer interests through proactive and prudent risk management.

nence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We believe that sustainable business growth and the implementation of ESG management practices come hand-inhand. We commit and uphold the ESG principles at a global scale, aiming to fulfil our financial performance as well as achieve our responsibilities towards the environment and society.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

In our continuous pursuit of being the preferred innovator and caregiver of Malaysian households, we evolve and grow by introducing more relevant products and services to cater to different needs while ensuring affordability via our innovative easy payment plans.

social and governance factors into its operations?

Among other initiatives, we have adopted the use of clean energy solutions with the installation of solar panels and implemented sustainable packaging to promote BOH's commitment to reduce, reuse and recycle.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We will stay relevant by understanding consumer preferences and connecting with them through multiple touch points. We will continue to push the envelope on our sustainabili-tea and communi-tea efforts as we share teas of unique character and exceptional flavour. Developing new products that promote wellness will also be a priority.

BRAND AWARDS THE PEOPLE'S CHOICE — 2023

BRONZE



THE STAR, THURSDAY 29 FEBRUARY 2024

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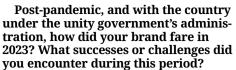
Petrosains Sdn. Bhd. (458560-H)



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MOHD RASHID MOHAMAD Group Managing Director/Group Chief Executive Officer RHB Banking Group



2023 was a challenging year for the financial services industry, businesses, and individuals alike due to economic and market conditions volatilities.

Despite these challenges, we remained steadfast in innovating and simplifying our processes in keeping with our brand promise of delivering fast, simple and seamless solutions to help our customers achieve their goals.

Our brand promise supports our threeyear corporate strategy of "Together We Progress 24" ("TWP24"), which centres around three objectives – Be Everyone's Primary Bank, Prioritise Customer Experience, and Drive Quality Growth. The TWP24 emphasises a robust customer-first culture.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business? RHB's digital innovations go beyond

BRONZE WINNERS

mere advancements; our commitment is to revolutionise the banking experience. Our digital solutions emphasise integrat-

ing a seamless digital banking experience into our customers' lifestyles and business needs to provide an excellent customer experience.

Our services must be intuitive, safe, and secure for our customers to use across all our delivery channels.

This has garnered rave reviews on platforms like the Apple Store and Google Play Store, as well as deeply resonated with our customers, fostering a bond built on trust and convenience.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We firmly believe that ESG principles are not just a trend but the bedrock of responsible business practices. They are ingrained in our brand's essence, driving our purpose of facilitating sustainable progress for everyone.

Sustainability continues to be a key focus area under our corporate strategy,



includes transitioning our infrastructure to the cloud, improvising our integrated sales and marketing channels, enhancing customer relationship management, as well as leveraging our digital STEM learning expertise through a strategic partnership with the Ministry of Education on DELIMa (Digital Educational Learning Initiative Malaysia). These solutions are pivotal in improving our operational capabilities and customer satisfaction.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

ESG principles are integral to our operations, which aligns with Petronas' aspiration to achieve net zero carbon emission (NZCE) by 2050. We strategically infuse



mobile application simplifies the management, problem diagnosis and personalised control over connected LG smart home appliances. This strategy has attracted modern customers looking to integrate smart home innovations to their homes, significantly contributing to business growth and adaptability, marking LG Malaysia as a leader in meeting evolving consumer needs and differentiating from competitors.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

LG Malaysia is deeply committed to integrating ESG principles, prioritising sus-

TWP24. We have adopted a holistic approach to Sustainability, guided by the Group's 5-Year (2022-2026) Sustainability Strategy and Roadmap.

In addition, RHB Banking Group's robust sustainability governance structure plays a pivotal role in ensuring that we integrate sustainability principles and climate change considerations into our business strategy at all levels of our operations and decision-making process.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Despite headwinds in 2023, the Group continued to uphold a strong financial performance as we navigated the challenging operating environment. The Group's fundamentals remained strong, reflective in our healthy capital and liquidity position.

This year, we are focused on completing TWP24 successfully. Our aspiration is to be a reliable partner in our customers' financial journey and ensure that everyone makes progress.

ESG elements across our exhibits, customer offerings and Visit-To-School (VTS) programmes. These include thematic programmes which cover topics such as Clean Energy Solutions and Greenhouse Gases, PSDC themed "Producing Green, Consuming Clean", Energy Capsule which narrates energy transition and needs, and Sustainability Gallery, driving positive change for a sustainable future. Looking ahead, Petrosains is keen to collaborate with more partners to embed sustainability through STEM learning.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Anidst these challenges, Petrosains is proactively implementing measures to control unnecessary expenses while ensuring sustainable investments in our brand development. With continuous renewal of our offerings, encompassing technology, artificial intelligence, sustainability, energy security, and more, our commitment as a learning catalyst to nurture STEM-savvy talents remains steadfast. Petrosains is dedicated to realising our role as part of the supportive ecosystem for the development of technology and innovation talents.

tainability and environmental consciousness. Our products emphasise on energy efficiency and eco-friendly packaging as part of our efforts on sustainability. Social responsibility is ingrained in our operations, actively engaging in community initiatives and upholding responsible business practices. Our governance framework underscores transparency and ethical conduct, ensuring accountability throughout our operations.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Amidst rising costs and currency challenges, LG remains committed to delivering products of exceptional quality that offer lasting value to consumers. Our measures include continued investment in research and development to innovate products that withstand evolving market demands and technological advancements. As we are always committed to delivering a "Life's Good" experience to consumers encompassing high-quality products that are worthwhile for years, LG will also be introducing an exciting initiative soon for more flexibility in home appliances purchasing.



EZARISMA AZNI MOHAMAD Chief Executive Officer Petrosains Sdn Bhd





JUSTIN CHOI Managing Director LG Electronics (M) Sdn Bhd

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? The year 2023 proved that Petrosains was resilient and agile as we recovered

from the unprecedented disruption in 2020 when we successfully delivered various offerings to inspire young people in science, technology, engineering and mathematics (STEM). As the world gears up for technology and artificial intelligence advancements, Petrosains has been evolving from just providing a stand-alone experience centre to becoming a digitalenabling learning catalyst. Our signature robotic competitions – Petrosains RBTX Challenge and Petrosains Science Drama Competition (PSDC) – were conducted in hybrid formats, to leverage different platforms and provide innovative game-changers in STEM education through hands-on experiences.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Digitalisation remains a core strategy at Petrosains, driving operational excellence and overall competitiveness. Over the past two years, our focus on digital innovation

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

LG Malaysia's commitment to innovation and customer-centricity thrived despite post-pandemic challenges. Understanding local preferences through extensive market research, we introduced products that met our customers' needs such as the Objet Collection, addressing the shift towards comfortable living spaces post-pandemic. Additionally, our partnerships with local retailers ensured broad accessibility, complemented by continuous investments in research and development, notably the LG ThinQ smart home app. Overcoming hurdles, LG Malaysia's strategic approach positioned the brand for growth.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

LG Malaysia prioritises digital innovation for growth, notably with the success of the LG ThinQ smart home application. Boasting over 10,000 monthly users in Malaysia, this platform integrates AI and IoT for enhanced living experiences. The

SPRITZER



SPRITZER NATURAL MINERAL WATER



2023

PUTRA BRAND AWARDS 2023 The people's Choice GOLD SPRITZER Beverage - Non-Alcoholic

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SASHI AMBIHAIPAHAN Head of Corporate Communications & Sustainability BMW Group Malaysia





STEVEN TAN Country Manager Puma Sports Goods Sdn Bhd



MONICA CHIN Marketing Manager Oppo Malaysia





OLGA PULYAEVA Marketing Director Carlsberg Malaysia

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

BMW Group Malaysia achieved remarkable success in 2023 as we celebrated our 20th year of operations here. Reaffirming our position as the No.1 Premium Automaker in Malaysia for the fourth consecutive year, we also drove up to becoming the No.1 Premium Electric Vehicle Provider in the country, as Malaysia observed an exponential growth in the EV segment.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Our adoption of virtual showrooms

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Despite facing challenges due to global macroeconomic issues in 2023, Puma performed admirably overall. Through dedication and focus, we successfully achieved most of our business targets.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We've recently overhauled our website to enhance user-friendliness and visual appeal, optimising the overall shopping experience. This involves expanding our online product range with exclusive items to attract more customers and increase engagement. We're also leveraging various social media platforms and partnering

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In spite of volatile circumstances, we were able to maintain operational excellence and stabilise our growth numbers throughout the past year. This achievement was guided by our brand proposition "Inspiration Ahead", where we look towards the future and embrace challenges with an open-mind, while finding inspiration in everything.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Oppo has consistently invested and made breakthroughs in fields such as 5G/6G communication, imaging, fast charging and AI. This year, we will continue to explore cutting-edge technologies in these fields and apply it in our new com-

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

With the rise in economic pressure, consumer sentiment weakened leading to cautious spending on premium brands. There was a decline in cider consumption in Malaysia as well. However, Somersby continued building brand equity, strengthening our positioning across multiple platforms like media, digital and trade executions, to resonate with consumers. This led us to three consecutive victories at Putra Brand Awards.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Engaging and interacting with consumers using digital platforms to create

BRONZE WINNERS



andaugmented reality tools as part of the BMW Retail. Next concept at our new and upcoming dealerships, have revolutionised the way customers interact with our brand, offering them an immersive and convenient way to explore our premium vehicles.

ESG principles are gaining prominence in business practices. How does

with influencers to reach a broader audience, generating excitement for our campaigns and products.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Globally, Puma introduced the "Forever Better" sustainability strategy, 10FOR25, in 2019. This initiative encompasses a wide range of sustainability objectives, including Human Rights, Climate Action, Circularity and addressing Plastics and the Ocean. Aligned with the United Nations Sustainable Development Goals, Puma's 10FOR25 targets are designed to make its core business more sustainable.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to



mercial products. We believe that this will help us grow more resilient as a business and build brand trust.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

¹Low-carbon practices have become a global consensus. 2022 marked the milestone of our transition to low-carbon

awareness for our campaigns is our key priority to ensure our brand stands out and remains relevant.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

In view of our company's recent ESG initiative – Together Towards Zero and Beyond – Somersby had been proactively advocating 100% responsible drinking on our product packaging and social media platforms to advocate responsible alcohol consumption. Meanwhile, the introduction of Somersby Apple 0.0, a non-alcoholic sparkling fruit drink, is also part of our commitment to deliver our Zero Irresponsible Drinking pledge.

In 2024, rising costs and the weak ringgit continue to be the core chal-

your brand incorporate environmental, social and governance factors into its operations?

In Malaysia, we are driving our ESG initiatives with RE:THINK and RE:GENERATE which aim to map out our CO2 footprint as well as introduce Circular ideas and practices across our business touchpoints and ecosystem.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Programmes like our Easy Drive and Straight-Line Financing provide flexibility in purchasing and owning a BMW vehicle, offering our customers a range of financing options tailored to their preferences in the current environment.



ensure your brand remains robust and adaptable?

Our dedication to enhancing our product offerings and shopping experience remains our top priority. Even as we face short-term challenges due to rising costs and the weak ringgit, we're positive that the economy will rebound in due course. In parallel, we are committed to ongoing investments in both our brand and the Malaysian market, ensuring our long-term success.

development. Oppo has pledged to reach carbon neutrality by 2050.

End of 2022, Oppo did a carbon footprint life cycle assessment for all its 68 models of smartphones.

With this assessment, Oppo has plans to lower greenhouse emissions by eliminating plastic from packaging, green manufacturing, energy efficiency improvements and lengthening the product's lifespan for all products.

In 2023, Oppo was named the 10 Most Innovative Asia-Pacific Companies by business media Fast Company for its Battery Health Engine innovation.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

As always, we will continue to improve the above achievements to stay competitive, relevant and adaptable to our consumers and also marketplace.



lenge. What are your measures to ensure your brand remains robust and adaptable?

Somersby is a clear leader in the cider category but the excitement the brand brings to consumers will never stop. In this ever changing market, Somersby will continue to innovate, and we are confident that we will continue to capture the hearts of more consumers.



THE STAR, THURSDAY 29 FEBRUARY 2024



BRAND AWARDS — THE PEOPLE'S CHOICE — 2023

Thank You

Malaysians for choosing us!

Strepsils 🔇



GAVISCON



GOLD Health Category

SILVER Household Products Category

GOLD Health

Category

BRONZE Personal Care

Category

BRONZE Health Category

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NINI YUSOF Chief Executive Officer Media Prima Television Networks and Primeworks Studios





TEOH WEI LING Head of Marketing A. Clouet (Malaysia) Sdn Bhd



TOMOTAKA OKA Managing Director Southern Lion Sdn Bhd





BRYAN WONG General Manager Haleon Malaysia, Singapore & Brunei

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

By uniting Malaysians with resilience and igniting a renewed passion for creative storytelling, we delivered trendsetting content that resonated deeply with our loyal viewers and fans. Our content's social talkability increased and TV viewership stabilised significantly. Looking ahead, TV3 remains committed to serving Malaysia's vibrant tapestry with innovative entertainment and insightful information.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?



Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Ayam Brand celebrated 132 years of pioneering quality food innovation and a rich legacy of community service that has touched the lives of countless Malaysians

across generations. We executed many campaigns, launching new products into new categories, including our recent local authentic flavours cooking paste in convenient packs.

What digital innovations or strategies

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In 2023, Top successfully manoeuvred through the post-pandemic environment, adeptly adjusting to shifting consumer preferences and evolving market dynamics. As cold and flu cases resurged towards the end of the year, Top remained committed to drive cleaner and healthier living habits with Top Advanced Micro-Clean Tech which effectively removes 99.9% of harmful viruses (SARS-CoV-2 which causes Covid-19, Influenza A and Coxsackie) and bacteria, empowering Malaysians to engage in school, work and festive gatherings with confidence and peace of mind.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resil-

ience of your business? By understanding our consumers thor-

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Following the pandemic, Scott's market presence remained strong as Malaysian parents acknowledged the importance of supplying sufficient nourishment to safeguard their children's health. We were committed to continuously promote awareness and education on the significance of nutrition in fostering the growth of children.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In response to the evolving business landscape, we've witnessed a significant increase in digital engagement, prompting us to intensify our focus on digital chan-

BRONZE WINNERS

Local voices fuel our platform, evident in Buletin TV3 and Mandarin News' integration, boosting vernacular language engagement, especially among youth. TV3 echoed this focus by partnering with TikTok for the 2023 Awards, crowning Khairul Aming as Creator Of The Year. Recognising targeted content's power, we extended hit shows like *Oh Mummy!* and *Wanita Hari Ini* onto digital platforms with formats tailored for younger audiences.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Sustainability issues have long been reflected in the content we make and broadcast so it is crucial to us that they

have you embraced, and how have they contributed to the growth and resilience of your business?

We have accelerated our e-commerce as an emerging channel to market and expand product distribution directly to consumers.

We expanded our digital channels and integrated purchase options into our broader omnichannel presence to ensure our products are accessible the way consumers want them on shelf and online with our Ayam Brand Official Store.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We have embraced and vigorously practise corporate sustainability, having become a member of the United Nations Global Compact since Jan 1, 2016. We are



oughly and adapting to the evolving needs of consumers, we have embraced innovative digital strategies, implementing targeted online marketing campaigns and leveraging e-commerce platforms to optimise reach and accessibility.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

At Top, we are strong advocates of clean and healthy living. Our commitment is evident through significant initiatives, such as incorporating environmental-

nels. We have embraced various social commerce and media as a new digital touchpoint, improved our home shopping method and enhanced our e-commerce strategies.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Our R&D continuously work towards reducing the environmental impact of our operations by making our packaging more sustainable, sourcing trusted ingredients sustainably and tackling carbon emissions.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable? are embedded in the way we operate at TV3. ESG principles woven into the fabric of our entire operations include: reducing waste, promoting eco-practices and upholding ethical standards. We believe in using our voice to empower communities, amplify climate stories and build a more equitable society.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We leverage our strength as Malaysia's leading storyteller with the biggest reach and followers by building partnerships with brands and content creators. This enables us to offer wider reach, more diverse content and cost-effective solutions.

committed to carbon neutrality by 2040, responsible production and supply, all green building by 2030, packaging recyclability by 2030, solar and energy optimisation, as well as best practices in human resource and gender equality.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Ayam Brand has a long history in Malaysia and remains the Can Food leader within the category. We have a clear brand purpose that will help us to drive strategic focus, be resilient to emerge stronger amidst volatility and accelerate our growth for the long term. It is crucial for us to stay true to our brand promises and commitments to continuously create quality, nutritious products, value for money, yet tasty products.

ly-friendly plant-based ingredients across all Top products. Top utilises fully recyclable plastic bottles and has introduced the large eco-refill pack, reducing plastic usage by 80% (compared to a standard bottle pack). These measures align with our dedication to reducing the carbon footprint and promoting sustainable living practices.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Top is consistently seeking ways to tackle escalating costs amid currency fluctuations by implementing strategic measures. This involves streamlining operational efficiencies and optimising supply chain management to mitigate rising expenses. Our commitment is to minimise the impact on consumers by ensuring, as much as possible, that these costs are not transferred to them.



Recognising the inevitability of economic fluctuations, we remain steadfast in our commitment to ensuring the resilience and adaptability of our brand. Our strategies are meticulously crafted to navigate through such scenarios. Aside from routinely assessing the sustainability of our business, and continuously thinking longterm, we place our mission at the forefront of everything we do, and this entails prioritising the needs of consumers.

PUTRA BRAND AWARDS 2023 SILVER SILVER GUT OF THE OVEN

The new year brings another reason to celebrate, thanks to our amazing fans.

PUTRA BRAND AWARDS 2023 The People's Choice SILVER TEXAS CHICKEN Restaurants & Fast-Food

THE STAR, THURSDAY 29 FEBRUARY 2024



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TEH CHIN GUAN Group Chief Operating Officer Property Development (Malaysia) IOI Properties Group Berhad





KAZUMICHI KAWASAKI Chief Executive Officer KDK Fans (M) Sdn Bhd





EUNICE FANG APAC Consumer Experience Manager 3M Malaysia Sdn Bhd





WONG KAH YONG **Chief Executive Officer** TCRS Restaurants Sdn Bhd

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

IOI Properties Group's (IOIPG) brand equity and profile continued to soar as it ranked 1st for the Malaysia Developers Award 2023. With a market capitalisation near RM12bil, IOIPG is Bursa Malaysia's largest property company. Post-pandemic in its FY2023, IÓIPG recorded RM1.39bil in profits attributed to shareholders, a 25% increase in dividend per share, and expansion of its core segments in Malaysia, Singapore and China.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period? In 2023, we managed to maintain a

strong market presence, expanding our customer base. However, we also faced significant challenges such as price competitions between the brands, low demand and high cost of living. We remained resilient and agile, by keeping our products at the highest quality to ensure product safety requirements.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We have embraced several digital strategies. Engaging with customers through the WhatsApp platform has allowed us to expedite the reporting process and

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

During the pandemic, a lot of awareness was created on maintaining good hygiene at home. The Scotch-Brite Antibacterial Scrub Dots scrub sponges were launched during the pandemic and it was a very successful. We also featured the Scotch-Brite Disposable Mop with antibacterial wet wipes, where consumers can get rid of germs as they dispose of the wet wipes after use. Consumers are now more hygiene conscious and continue to buy products that offer the best protection for their family.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

It is important that we give our consumers a total end-to-end brand experience.

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

The return of office professionals to their workplaces led to increased foot traffic in malls and hypermarkets, resulting in a significant boost in customer flow to our restaurants and we are happy that Q4 provided a strong close to the year.

The F&B industry has encountered challenges due to the high cost of materials and rising labour costs. However, at The Chicken Rice Shop (TCRS), we are proactively taking steps to maintain price competitiveness. This includes supporting our local supply chain and partners by sourcing raw materials and ingredients locally, integrating and automating operations and resources where possible, and enhancing overall business efficiency and effectiveness.

BRONZE WINNERS



Over the years, continued efforts have been taken to digitise internal processes and integrated systems as well as introduce external applications from document digitisation to sensor-based lighting and cooling systems to reduce waste and energy consumption.

ESG principles are gaining promi-

improve customer engagement. Furthermore, we have leveraged various digital marketing channels, including popular social media platforms such as TikTok, Facebook and Instagram, along with targeted online advertising, to expand our reach and attract new customers

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

To address environmental factors, we have implemented energy-saving ceiling fans with DC motor technology and switched to using brown carton boxes for almost all our products as environmentally friendly packaging material. For social factors, we work closely with our customers and business partners to ensure smooth business operations. Regarding



Besides investing in the usual digital media, we have adopted dynamic creative optimisation (DCO) strategies to deliver optimised and performance-driven ads to our target audience.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

3M announced a new global sustainability goal in 2021: reduce dependence on virgin fossil-based plastic by 125 million pounds. To achieve this new goal, our

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In 2023, we introduced our loyalty programme Sedapz and Click and Collect, aiming to drive customer rewards and retention while providing food delivery convenience. Currently, more than 80 of our outlets offer this service.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

TCRS is focused on providing safe, wholesome and delicious food at affordable prices. As part of this effort, TCRS continues to expand into secondary cities and rural areas, offering positive career opportunities and a supportive learning culture for its employees.

nence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

We have contributed RM2.20mil through CSR programmes. We minimise environmental impact through preventive and monitoring measures, as well as by reducing our operational and product carbon footprint.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Looking ahead to 2024, the macro challenges will linger, however, given our sizable balance sheet, diversified segments and locations, as well as steadfast resilience, the brand shall remain robust.



governance, we maintain transparent and accountable corporate governance practices, ensuring responsibility for all products released to the market.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

KDK does not implement price increases during challenging economic periods. We strive to maintain our products at reasonable prices.

Consumer Business Group is innovating products and packaging: including use of recycled content and bio-based plastics and designs to decrease overall plastic use. In Malaysia, we have phased in a "greener range" of Scotch-Brite Scrub Sponges with scrubbing pads made from recycled PET.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

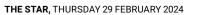
Besides offering a wide range of homecare solutions, we also want to create a good brand experience overall. Consumers are assured of a good product through a positive brand experience with the Scotch-Brite brand. With the advancing technology today, there are many ways in which we can create consumer engagement. We also invest in consumer insights to understand their needs and thus, look for innovative ways to drive that brand love with them.



In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We are actively expanding our business and supply chain, aiming to ensure ample supplies and maintain high food quality despite rising costs.





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guardian

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PRISCILLA WU Managing Director Guardian Health and Beauty Malaysia and Brunei

GOOD YEAR.



HUGH YUN Managing Director Goodyear Malaysia Berhad





SHAH HAYATUDIN Group Network Director Media Prima Audio





ALEX TAN Managing Director HP Malaysia

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

Guardian has executed a robust omnichannel approach by bolstering our online and offline sales channel choices, as seen on Guardian's e-prescription services where patients have access to health remedies from the comfort of their home. Recognising the pent-up demand for physical shopping experiences, we've expanded our footprint by opening new stores, revitalising our store concepts and services, and creating an enriched customer experience and shopping environment.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resil-

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In 2023, we were honoured to celebrate a milestone globally – the brand's 125th anniversary. As a technologically driven brand, we continue focusing on improving our consumer's driving experience with the superiority of new products.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

As an innovative startup 125 years ago, innovation has always been a part of Goodyear's DNA, and we are embracing the digital era actively. Goodyear has been leveraging digital platforms to connect with our customers and consumers. We have had a digital portal and online plat-



Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

The post-pandemic era has brought tremendous success to Media Prima Audio. Revolutionising the industry, we introduced top talents like Khairy Jamaluddin on HOT FM's *Bekpes Hot* and Arieff Yong on FLY FM's *The Jokers* shows. Critically, enhancement in content offerings has grown listenership across all brands. We've also introduced audio+, a digital audio listening app streaming our and

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In the context of the overall market conditions, we announced our 2023 net revenue of US\$53.7bil, with a notable 10% growth in key areas like hybrid systems and commercial services across regions, including in Asia-Pacific markets. Aligning with Malaysia's digitalisation, HP focuses on strategic innovation by addressing consumer demand for hybrid-work solutions reflecting prevalence of this trend. Through a comprehensive three-year plan to future-proof our business we have made strides to optimise the hybrid workplay environment ensuring seamless solutions for remote work creating a renewed experience for all.

What digital innovations or strategies

BRONZE WINNERS



ience of your business? We have significantly amplified our digital marketing initiatives, leveraging on social media channels, ensuring dynamic content executions to educate and stay relevant to our customers.

ESG principles are gaining prominence in business practices. How does

form available for customers and consumers to make purchases since 2021. Our customers can make purchases anytime, anywhere. On the other hand, Goodyear commits to drive future mobility solutions with the evolution of the digital ecosystem, where we've introduced Advance Tyre Intelligence Technologies, partnered with leading OEMs and technical pioneers on Autonomous Driving System, and Vehicle Motion Control.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

In a significant stride, Goodyear unveiled a demonstration tyre comprising 90% sustainable materials, emphasising our dedication to reducing environmental impact. Looking ahead, by 2030, Goodyear's ambitious goal is to pioneer

partner brands from Malaysia and the region. Leveraging AI technology to develop shows has garnered positive feedback from listeners and clients, reflecting our commitment to driving innovation in the audio space.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

Media Prima Audio consistently leverages technology to enhance efficiencies and engagement across its products. The ground-breaking initiative was introducing the first radio AI DJ in Malaysia, a collaboration with Etika's Calpis brand. FLY FM introduced the pioneering AI radio show *Calpis with DJ Aina*, resulting in both Calpis and FLY FM earning an award from the *Malaysia Book of Records*.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental,



have you embraced, and how have they contributed to the growth and resilience of your business?

Our "Future Ready" strategy positions HP at the forefront of technological innovation, while aligning with the evolving needs of our customers – through our portfolio, operations and people. The Future Ready portfolio is about creating a more growth-oriented portfolio that builds relationships with customers tailoring offerings to the new ways in which people live, work and play.

ESG principles are gaining prominence in business practices. How does

your brand incorporate environmental, social and governance factors into its operations?

⁻Underscoring Guardian's commitment as a responsible corporate citizen, our nationwide community service programme, "Together, Keeping Kids Clean and Healthy", is aimed at helping children from low-income families stay clean and healthy with hygiene products.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We source the best products locally and from around the world. Our commitment to providing quality products at the best value remains unwavering to meet our customers' expectations.

the industry as the first to offer a 100% sustainable tyre – proving our mission to foster positive change and environmental responsibility in every facet of our operations. As core to our ESG principles, we have taken actions to nurture a diverse and safe workplace that drives results for our customers, has a positive impact on our communities and enables our associates to realise their full potential.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our focus remains on our consumer and customer. Goodyear keeps steadfast in its commitment to providing exceptional products and services. By maintaining our high quality and efficiency, we have confidence in our resilience and adaptability in a dynamic market.

social and governance factors into its operations?

At Media Prima Audio, we prioritise sustainability in our operations and content creation. Our commitment to embedding sustainability practices is evident in every aspect of our business. We integrate ESG principles throughout our operations, focusing on waste reduction, eco-friendly initiatives, diversity promotion and ethical storytelling.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Media companies globally continue to face headwinds when talking about costs. It's imperative to focus on proactive management strategies, rigorous cost planning and optimisation of efficiencies. By strategically addressing these issues, we can navigate the unpredictable terrain of economic uncertainties.

your brand incorporate environmental, social and governance factors into its operations?

HP Malaysia Manufacturing, the company's largest Microelectronics Mechanical Systems factory for recyclable inkjet supplies globally, reduced plant emissions by 6% with the installation of solar panels. HP Malaysia earned the Great Place to Work certification from 2020 to 2023 including HR Excellence Award for Corporate Wellness.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

HP will focus on peripherals, workforce solutions and gaming, leveraging PC upgrades and HyperX and Poly acquisitions providing seamless end-to-end hybrid experiences.



Thank you MALAYSIA!

Dear all,



Greetings from Multimedia University (MMU)

As we embark on the journey into 2024, I would like to extend my heartfelt gratitude to all Malaysians and our esteemed partners for the steadfast support and trust you have placed in MMU. Your support has made it possible for us to clinch the renowned **Platinum award at the Putra Brand Awards 2023** in the Education and Learning category on 19 January 2024. The Platinum Award signifies the trust and confidence of our community in the university's commitment to deliver a world-class education and to nurture illustrious future digital leaders.

MMU as a **Research-led**, **Industry-driven University (RIU)** has achieved significant progress towards research excellence with the decision of our parent company TM to **integrate a full-fledged research and innovation company as our subsidiary and research arm.** Central to this is the creation of six research centres of excellence encompassing latest global technology trends that will galvanise our collective expertise to shape future research in advanced technologies. MMU had secured close to **RM80 million in research grants** in 2023 for pioneering research in digital technologies, sustainability, and other impactful domains. **We would like to invite all of you** to take this opportunity to collaborate with us and jointly develop innovations that will transform and empower the society.

Meanwhile, the campus lifestyle is another key area that underwent a refreshing transformation in 2023 with a multitude of **impactful initiatives laid out to enhance our student learning and character building.** These include the innovative HyFlex and HySpace digital teaching spaces, industry-on-campus labs, industry-cadetship attachment and numerous other lifestyle programmes tailored for student's wellbeing whilst shaping the character of our future Permata Dunia.

Throughout the past year, MMU has celebrated numerous milestones including the **CXP Best Customer Experience Award 2023.** As one of a few self-accrediting universities in Malaysia, we are also pleased to announce that we received a positive outcome from the rigorous Malaysian Qualifications Agency (MQA) self-accreditation audit conducted in 2023, thus **extending MMU's self-accreditation status for another 5 years.** MMU has also been honoured with the **2024 Talentbank Employers' Preferred Universities Award.** MMU received the highest score of 6 Stars Employability Rating in Analytics, Animation, Arts & Design, Communication & Broadcasting, Computing & IT, Economics, Games Design & Development, Language Studies, Law, and Multimedia. This achievement reflects the university's direction in **producing highly sought-after graduates that meet the industry's needs.**

Your support, commitment, and dedication have been instrumental in our endeavours, enabling us to achieve these remarkable milestones. We look forward to continuing our collaborative efforts and reaching greater heights in many years ahead.

To all of you, we would like to say **thank you.**

PROF. DATO' DR. MAZLIHAM MOHD SU'UD President & Chief Executive Officer Multimedia University







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Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

As we entered to endemic stage in 2023, people started reverting to their normal routine of having celebrations with good meals and drinks. Gaviscon continues to drive the brand proposition in terms of superior efficacy in relieving heartburn and indigestion.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

A comprehensive digital marketing framework has been developed comprising social media, search media, search engines and delivery apps to capture the current consumer trend where more time is spent on digital gadgets.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?



TIFFANY TANG Marketing Director Health Reckitt Malaysia & Singapore



At Reckitt, we exist to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world, therefore we continue to drive ESG as a core focus.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

We always prioritise "productivity" and "cost optimisation" to ensure that efficiency results in savings as we are in a challenging era facing high inflation.

The key mindset of "consumer first" always drives us towards pragmatic innovation which puts consumers' affordability as our top priority, apart from innovating superior products.



Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

In 2023, Foodpanda notably launched "Bekal by Foodpanda", Malaysia's only food delivery fleet certified halal by the religious authorities. We also launched "Pandago", a nationwide on-demand parcel delivery service as well as our offering of the "Payung Rahmah" initiative to offer affordable grocery bundles and meals on the platform.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

In positioning the brand for growth and resilience in the dynamic market, Foodpanda has introduced numerous enhancements to the platform beyond food delivery, including the acceleration of Panda ads, its adtech and marketing solutions. Foodpanda has also achieved a significant milestone in the fintech space, launching the Touch n Go ewallet as a payment option, and DuitNow for a faster



JAMIE CHOU Director of Markets foodpanda

transaction for our partners.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?

Foodpanda is committed to operating sustainably and reducing its impact on the environment.

We have given our customers the default option not to receive plastic cutlery to reduce single-use plastic consumption, of which almost 90% of our customers have activated. We have also reduced food wastage by donating surplus food unsold at our Pandamarts to NGO partners to be redistributed.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Given the outlook, Foodpanda will be going back to the basics of being customer-centric and fostering deeper relationships with key stakeholders and partners.



Putra Brand Awards 2023

CONNOR

BRONZE WINNERS



BRYAN WONG General Manager Haleon Malaysia, Singapore & Brunei

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

As the world opened up post-pandemic, we saw demand recovery for ENO consumption. This may have come as a result of the increase in the number of Malaysians dining out on a wider variety of meals.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We have expanded our digital strategies to make up for the shortfall in traditional revenue. Throughout the business year, we implemented fresh promotional materials not only on FTA channels but also across various digital platforms.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental, social and governance factors into its operations?



At Haleon, our goal is to tackle social and environmental barriers to make everyday health more inclusive, sustainable and achievable through three key business pillars which are Environment, Health Inclusivity and Responsible Business.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

The key takeaway to riding out the recession is to always be flexible and ready to adjust while placing the needs of our everyday consumers at the forefront of our business.



OLGA PULYAEVA Marketing Director Carlsberg Malaysia

Post-pandemic, and with the country under the unity government's administration, how did your brand fare in 2023? What successes or challenges did you encounter during this period?

It was a challenging year given the soft market conditions. However, the brand continued to make inroads connecting with more stout drinkers by showcasing Connor's British elements, amplifying our Shake Ritual and activating consumer engagement events.

What digital innovations or strategies have you embraced, and how have they contributed to the growth and resilience of your business?

We continue to build the brand by investing smartly in media. We leverage digital platforms to communicate promotions and activities for all our campaigns and invest in strengthening our presence on Shopee and Pandamart.

ESG principles are gaining prominence in business practices. How does your brand incorporate environmental,



social and governance factors into its operations?

In view of our company's recent ESG initiative – Together Towards Zero and Beyond, Connor's has been proactively advocating 100% responsible drinking on our product packaging and social media platforms.

In 2024, rising costs and the weak ringgit continue to be the core challenge. What are your measures to ensure your brand remains robust and adaptable?

Our strategy remains the same, which is to focus on driving awareness. Connor's will continue to adapt to upcoming trends as a young, modern and innovative brand.

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PUTRA BRAND AWARDS The People's Choice

THE STAR, THURSDAY 29 FEBRUARY 2024

STAR MEDIA GROUP BERHAD (10894-D)



THE STAR, THURSDAY 29 FEBRUARY 2024

Putra Aria Brand Awards 2023

Winners

Gold **40** Silver 50 Bronze 60

Star

MEDIA GROUP



PUTRA ARIA BRAND AWARDS The People's Choice

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| APPAREL AND ACCESSORIES | | AUTOMOTIVE | | AUTOMOTIVE (FUEL, LUBRICANTS AND ACCESSORIES) | | BANKING, INVESTMENT AND INSURANCE | |
| Brands | 2023 | Brands | 2023 | Brands | 2023 | Brands | 2023 |
| Bata | Gold | Volvo | Gold | Continental | Gold | Bank Islam | Gold |
| JD Sports | Silver | Kia | Silver | BHPetrol | Silver | Prudential Assurance | Gold |
| Seiko | Silver | Mazda | Bronze | Caltex | Silver | Hong Leong Bank | Silver |
| Vairam | Bronze | Subaru | Bronze | Ambi Pur | Bronze | Public Mutual | Silver |
| | | | | Century Battery | Bronze | Sun Life Malaysia | Bronze |
| | | | | | | Takaful Malaysia | Bronze |
| BEVERAGE (ALCOHOLIC) | | BEVERAGE (NON-ALCOHOLIC) | | BEVERAGE (DAIRY) | | CAMERAS, IT, OFFICE AND BUSINESS EQUIPMENT | |
| Brands | 2023 | Brands | 2023 | Brands | 2023 | Brands | 2023 |
| Hennessy | Gold | Sunquick | Gold | Calpis | Gold | ASUS | Gold |
| Martell | Gold | Tropicana | Silver | Ensure | Gold | Huawei | Gold |
| Chivas | Silver | Wonda | Silver | Anmum | Silver | Epson | Silver |
| Johnnie Walker | Silver | Horlicks | Bronze | Enfagrow | Silver | Fujifilm | Silver |
| Edelweiss | Bronze | Old Town White Coffee | Bronze | Nestle Omega Plus | Silver | Acer | Bronze |
| Royal Salute | Bronze | | | Dugro | Bronze | Lenovo | Bronze |
| Skol | Bronze | | | Pediasure | Bronze | | |
| COMMUNICATION DEVICES | | COMMUNICATION NETWORKS | | e-COMMERCE | | EDUCATION AND LEARNING | |
| Brands | 2023 | Brands | 2023 | Brands | 2023 | Brands | 2023 |
| Honor | Gold | Astro Fibre | Gold | JobStreet | Gold | Universiti Kuala Lumpur | Gold |
| Xiaomi | Silver | U-Mobile | Gold | Lalamove | Gold | Universiti Tunku Abdul Rahman | Gold |
| Lenovo | Bronze | Axiata | Silver | Carsome | Silver | Management & Science Universi | ty Silver |
| Realme | Bronze | Tune Talk | Silver | Ninja Van | Silver | University of Nottingham | Silver |
| | | Digital Nasional Bhd | Bronze | Boost | Bronze | University of Cyberjaya | Bronze |
| | | Red One | Bronze | Mudah.my | Bronze | Brickfields Asia College | Bronze |
| | | YES | Bronze | MyTukar.com | Bronze | | |
| ENTERTAINMENT | | FOODSTUFF | | HEALTH | | HOME IMPROVEMENT PRODUCTS AND STORES | |
| Brands | 2023 | Brands | 2023 | Brands | 2023 | Brands | 2023 |
| Legoland | Gold | Mamee | Gold | Flavettes | Gold | Dreamland | Gold |
| MST Golf | Gold | Munchy's | Gold | Uphamol | Gold | Goodnite | Silver |
| Jurassic Dinosaur Adventure Park | Silver | Ajinomoto | Silver | Brand's | Silver | Slumberland | Silver |
| Lotus Five Star Cinemas | Silver | Baba's | Silver | Centrum | Silver | Fella Design | Bronze |
| PJ Performing Arts Centre | Silver | Adabi | Bronze | Kinohimitsu | Bronze | Lorenzo | Bronze |
| Nerf | Bronze | | | Neurobion | Bronze | Rozel | Bronze |
| Litt Tak | Bronze | | | | | Sea Horse | Bronze |
| HOUSEHOLD PRODUCTS | | MEDIA NETWORKS | | PERSONAL CARE | | PERSONAL, HOUSEHOLD AND OUTDOOR APPLIANCES | |
| Brands | 2023 | Brands | 2023 | Brands | 2023 | Brands | 2023 |
| Downy | Gold | Berita Harian | | | | | |
| Lifebuov | | | Gold | Sensodyne | Gold | Coway | Gold |
| Lifebuoy | Gold | New Straits Times | Gold | Lifebuoy | Silver | Khind | Silver |
| Ridsect | Gold Gold | The Sun | Gold Silver | Lifebuoy Nivea | Silver Silver | Khind SK Magic | Silver Silver |
| Ridsect Glade | Gold Gold Silver | The Sun Bernama | Gold Silver Bronze | Lifebuoy Nivea Garnier | Silver Silver Bronze | Khind SK Magic Gintell | Silver Silver Bronze |
| Ridsect Glade Harpic | Gold Gold Silver Silver | The Sun Bernama Majoriti 7 | Gold Silver Bronze Bronze | Lifebuoy Nivea Garnier Gillette | Silver Silver Bronze Bronze | Khind SK Magic Gintell Haier | Silver Silver Bronze Bronze |
| Ridsect Glade Harpic Shieldtox | Gold • Gold • Silver • Silver • | The Sun Bernama Majoriti 7 Malaysiakini | Gold Silver Bronze Bronze Bronze Bronze | Lifebuoy Nivea Garnier Gillette Hada Labo | Silver Silver Bronze Bronze Bronze | Khind SK Magic Gintell Haier Midea | Silver Silver Bronze Bronze Bronze |
| Ridsect Glade Harpic Shieldtox Vanish | Gold • Gold • Silver • Silver • Silver • | The Sun Bernama Majoriti 7 | Gold Silver Bronze Bronze | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene | Silver Silver Silver Bronze Bronze Bronze Bronze Bronze | Khind SK Magic Gintell Haier | Silver Silver Bronze Bronze |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean | Gold • Gold • Silver • Silver • Silver • Silver • | The Sun Bernama Majoriti 7 Malaysiakini | Gold Silver Bronze Bronze Bronze Bronze | Lifebuoy Nivea Garnier Gillette Hada Labo | Silver Silver Bronze Bronze Bronze | Khind SK Magic Gintell Haier Midea | Silver Silver Bronze Bronze Bronze |
| Ridsect Glade Harpic Shieldtox Vanish | Gold • Gold • Silver • Silver • Silver • | The Sun Bernama Majoriti 7 Malaysiakini | Gold Silver Bronze Bronze Bronze Bronze | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene | Silver Silver Bronze Bronze Bronze Bronze Bronze | Khind SK Magic Gintell Haier Midea | Silver Silver Bronze Bronze Bronze |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean | Gold • Gold • Silver • Silver • Silver • Silver • | The Sun Bernama Majoriti 7 Malaysiakini | Gold • Silver • Bronze • Bronze • Bronze • | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene | Silver Silver Bronze Bronze Bronze Bronze Bronze | Khind SK Magic Gintell Haier Midea | Silver Silver Bronze Bronze Bronze Bronze TRAVEL |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean Kao Magiclean | Gold Cold Cold Cold Cold Cold Cold Cold C | The Sun Bernama Majoriti 7 Malaysiakini Sinar Harian | Gold • Silver • Bronze • Bronze • Bronze • | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene Sunsilk RETAIL Brands | Silver Silver Silver Bronze Bronze Bronze Bronze Bronze Calculation | Khind SK Magic Gintell Haier Midea Nespresso TRANSPORTATION, AND TOURISM | Silver Silver Silver Bronze Bronze Bronze Bronze Bronze Stronze Stronz |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean Kao Magiclean PROPERTY | Gold • Gold • Silver • Silver • Silver • Bronze • Bronze • | The Sun Bernama Majoriti 7 Malaysiakini Sinar Harian RESTAURANTS AND F | Gold • Silver • Bronze • Bronze • Bronze • | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene Sunsilk RETAIL | Silver Silver Silver Bronze Bronze Bronze Bronze Bronze | Khind SK Magic Gintell Haier Midea Nespresso TRANSPORTATION, AND TOURISM | Silver Silver Bronze Bronze Bronze Bronze FRAVEL |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean Kao Magiclean PROPERTY Brands | Gold Cold Cold Cold Cold Cold Cold Cold C | The Sun Bernama Majoriti 7 Malaysiakini Sinar Harian RESTAURANTS AND F Brands | Gold • Silver • Bronze • Bronze • Bronze • Ast FOOD | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene Sunsilk RETAIL Brands | Silver Silver Silver Bronze Bronze Bronze Bronze Bronze Calculation | Khind SK Magic Gintell Haier Midea Nespresso TRANSPORTATION, AND TOURISM | Silver Silver Silver Bronze Bronze Bronze Bronze Bronze Stronze Stronz |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean Kao Magiclean PROPERTY Brands Skyworld Development | Gold • Gold • Silver • Silver • Silver • Bronze • Bronze • | The Sun Bernama Majoriti 7 Malaysiakini Sinar Harian RESTAURANTS AND F Brands Llao Llao | Gold • Silver • Bronze • Bronze • Bronze • AST FOOD 2023 Gold • | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene Sunsilk RETAIL Brands Caring Pharmacy | Silver Silver Silver Silver Bronze Bronze Bronze Bronze Sronze Control Since Since | Khind SK Magic Gintell Haier Midea Nespresso TRANSPORTATION, AND TOURISM Brands Tourism Malaysia | Silver Silver Silver Bronze Bronze Bronze Bronze CRAVEL 2023 Gold |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean Kao Magiclean PROPERTY Brands Skyworld Development Tropicana Corporation | Gold • Gold • Silver • Silver • Silver • Silver • Bronze • Bronze • 2023 Gold • Gold • | The Sun Bernama Majoriti 7 Malaysiakini Sinar Harian RESTAURANTS AND R Brands Llao Llao Pizza Hut | Gold • Silver • Bronze • Bronze • Bronze • Bronze • FAST FOOD 2023 Gold • Gold • | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene Sunsilk RETAIL Brands Caring Pharmacy Mydin | Silver Silver | Khind SK Magic Gintell Haier Midea Nespresso TRANSPORTATION, Brands Tourism Malaysia Berjaya Hotels & Resorts | Silver Silver Silver Silver Bronze Bronze Bronze Bronze CRAVEL CN 2023 Gold Silver |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean Kao Magiclean PROPERTY Brands Skyworld Development Tropicana Corporation LBS Bina Group | Gold • Gold • Silver • Silver • Silver • Bronze • Bronze • Bronze • | The Sun Bernama Majoriti 7 Malaysiakini Sinar Harian RESTAURANTS AND F Brands Llao Llao Pizza Hut Old Town White Coffee | Gold • Silver • Bronze • Bronze • Bronze • Bronze • AST FOOD 2023 Gold • Gold • Silver • | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene Sunsilk RETAIL Brands Caring Pharmacy Mydin BIG Pharmacy | Silver Silver | Khind SK Magic Gintell Haier Midea Nespresso TRANSPORTATION, Brands Tourism Malaysia Berjaya Hotels & Resorts Sabah Tourism | Silver Silver |
| Ridsect Glade Harpic Shieldtox Vanish Bio Clean Kao Magiclean PROPERTY Brands Skyworld Development Tropicana Corporation LBS Bina Group Parkcity Group | Gold • Gold • Silver • Silver • Silver • Silver • Bronze • Bronze • Cold • Gold • Gold • Silver • | The Sun Bernama Majoriti 7 Malaysiakini Sinar Harian RESTAURANTS AND F Brands Llao Llao Pizza Hut Old Town White Coffee Secret Recipe | Gold • Silver • Bronze • Bronze • Bronze • Bronze • Cold • Cold • Silver • | Lifebuoy Nivea Garnier Gillette Hada Labo Pantene Sunsilk | Silver Silver | Khind SK Magic Gintell Haier Midea Nespresso TRANSPORTATION, AND TOURISM Brands Tourism Malaysia Berjaya Hotels & Resorts Sabah Tourism Apple Vacations | Silver Silver |

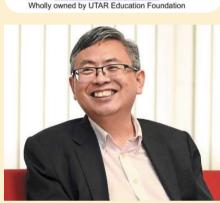
Bronze

Shangri-la Hotel & Resorts Bronze

LALAMOVE deliver faster



JANE TEH Managing Director Lalamove Malaysia



PROF DATUK DR EWE HONG TAT President UTAR

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, we adapted to the changing needs of the logistics industry and consumer demand, carving out a niche for ourselves to be the most reliable and affordable delivery service in town.

Receiving the Putra Aria Brand Award was a milestone for us to further highlight Lalamove as a brand synonymous with affordability and flexibility.

This marked a remarkable year for us as we continued to change the meaning of affordable delivery and support local small and medium enterprises with flexibility that helps to scale their businesses, even in the face of dynamic market conditions.

GOLD WINNERS

In 2024, what are the marketing innovations and expansion plans for your brand?

Lalamove Malaysia is looking to provide our delivery service to more cities in Malaysia, including Perak and Seremban.

As our brand continues to resonate with Malaysians, we believe that our affordable and reliable on-demand delivery service should be accessible to

a larger audience. We're excited about what's coming in 2024 and look forward to unveiling what we have in store for our consumers.



on Foundation How

How did your brand make an impact and resonate with Malaysian consumers in 2023?

UTAR's focus has always been on providing excellence in teaching, learning and R&D.

The provision of quality education and wholesome educational experiences are of primary concern for the university.

¹ UTAR believes that a high-quality education is about good personal growth and its consistent efforts have resulted in the university receiving wide recognition from various ranking authorities. UTAR's brand has been synonymous with the provision of quality and affordable education with its graduates consistently enjoying between a 95%-97% employability rate within six months of graduation and are well received by the industry for internships and employment.

In 2024, what are the marketing innovations and expansion plans for your brand?

UTAR will continue to focus on building trust among youths and the community,

and increase our presence through our community projects, international and industry collaborations, and research initiatives in support of sustainability and progress.

We believe in striking a good balance between studies, and good mental and physical health.

We will strengthen our brand, enhance student's educational experience, and focus on branding activities to reach out to youths and the community for that personal touch to build deeper trust in our university brand.



In 20 captiva enhand unique by Mal and by benefit Our except reduce

NANTHA KALIMUTHU Sales and Country Leader Procter & Gamble Malaysia/Singapore

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, our fabric softener brand captivated Malaysian consumers by enhancing their daily lives with our unique range of scents inspired by Malaysia's rich floral heritage and by delivering unparalleled benefits.

Our products not only leave clothes exceptionally soft but also significantly reduce ironing time, offering convenience and a sensory journey throughout your day.

This focus on practicality, combined with our commitment to capturing the essence of Malaysia in each product, has deeply resonated with consumers, making us a beloved part of their everyday routine.

In 2024, what are the marketing innovations and expansion plans for your brand?

In 2024, our brand is excited to introduce even more captivating scents and enhanced formulations for superior softening and ease of ironing.

Our research and development team has been dedicated to creating a range of new products that not only embody the aromatic beauty of diverse landscapes but also offer consumers an unmatched level of fabric care.

Our expansion plans include bringing Downy to more outlets, ensuring that more consumers can experience the ultimate in fabric softness and fragrance.







STANLEY SAW Head of Marketing Bata Malaysia

How did your brand make an impact and resonate with Malaysian consumers in 2023?

At Bata, we constantly pride ourselves with affordable innovative technology footwear for the whole family, be it shoes for comfort seekers, trend and style seekers, or performance and fitness enthusiasts – our growth in these segments signals that we are able to cater

to all Malaysia lifestyles and age groups. Last year, 2023, also saw the launch of our TikTok channel with full-time hosts

which also gave us a boost in engagements. We credited that growth to a human approach where the community was able to engage with the brand.

In 2024, what are the marketing innovations and expansion plans for your brand?

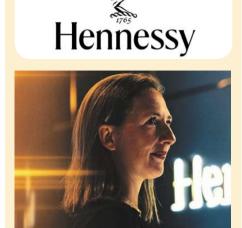
Connecting with our core demographic



while building a new audience is always the forefront of our marketing efforts.

We'll continue to focus our attention on our established omnichannel presence, listening to our consumers to understand the technological and trend needs of the market to serve and build our community of value-seeking families and styleconscious young professionals. This year will see Bata's further

This year will see Bata's further expansion into Sabah and Sarawak to build on our nationwide presence, and with our newly obtained franchise licence, we encourage young entrepreneurs to grow with us.



NAUSICAA CHARRIER **Marketing Director** Moet Hennessy Diageo Malaysia





IXORA ANG Managing Director, Marketing & Sales Tropicana Corp Bhd



CHARLES FRUMP Managing Director Volvo Car Malaysia

SHIZA JAVED

Haleon Malaysia

Senior Brand Manager

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, Hennessy captivated Malaysian consumers by bridging generational gaps through strategic collaborations like Hennessy x NBA and Hennessy Artistry 2023.

These initiatives resonated with the younger generation while maintaining appeal to our loyal

demographic. By understanding and engaging our target audience, we crafted activations that fostered meaningful connections and cultural relevance, solidifying Hennessy's position as a brand that evolves with its consumers

How has your brand made an

many offline and online initiatives.

consumers in 2023?

Puncak Alam.

drive.

impact and resonated with Malaysian

We rolled out CNY Lucky Ang Pau &

TropiQuest campaign, series of Brand

Films, celebrated successful launches

Residences & Umara Business Hub, **Tropicana Metropark Southplace2**

Residences & Shoppes, Tropicana

Edelweiss Shoppes and introduced

CSR events such as the World of DC visit with 600 children, the completion

of the R&R public space at Langkawi

and resonate with Malaysian

increase of 37% versus 2022.

consumers in 2023?

for the year.

Net wt. 100 g

and the Seasons of Joy & Giving charity

How did your brand make an impact

Volvo Car Malaysia concluded the 2023 calendar year with a higher sales mix of its fully electric segment, making up 18% of total retail sales and representing an

The company's Recharge range (BEVs +

Paradise Villa Lots, Tropicana Gardens'

Tropicana Alam, our first masterplan in

On the social front, we have hosted

such as Tropicana Aman's Hana

Throughout 2023, Tropicana rolled out

In 2024, what are the marketing innovations and expansion plans for your brand?

GOLD WINNERS

Steeped in culture and innovation, Hennessy remains steadfast in our commitment to pioneering new connections with our audience and enhancing their experiences.

Hennessy's promise is that each endeavour we embark on in the coming year must surpass the achievements of the previous year.

It must resonate deeply with our audience, stirring their emotions in unprecedented ways.

It must embody the essence of the Maison and bolster its allure, breathing new life into its DNA.



In 2024, what are the marketing innovations and expansion plans for your brand?

2024 will be an exciting year for us as we plan to introduce new residential and commercial developments at Tropicana Alam, Tropicana Aman, Tropicana Cenang, Tropicana Paradise, Tropicana Avalon, Tropicana Uplands and Lido Waterfront Boulevard.

We will also roll out a series of festive brand films, offline & online initiatives, innovative sales campaigns, strengthen our T360 app with more offerings, expand our ESG commitments, and introduce our hospitality solutions to the market.

In addition, good news for our property purchasers as this year we have not more than 5 VP announcements! Do follow our Facebook or Instagram to find out more.





SENSODYNE

We remain steadfast and aligned

electric, premium car company by 2030 and see this reflected in our direction and performance as a global brand.



How did your brand make an impact and resonate with Malaysian consumers in 2023?

Seventy-one percent of Malaysians live a compromised life hampered by tooth sensitivity, a condition they ignore or have little awareness about.

Sensodyne, the market leader and No.1 choice of consumers in the sensitivity segment, took on the mission to create widespread awareness and relevance around the issue through its unique and clutterbreaking holistic campaigns. Sensodyne's unique

Fresh Mint

#BetterOralCareNation campaign united Malaysians under its special anthem, rallied them together with free dental check-ups, product sampling and all-round activations, making a massive impact on Malaysians and winning their continued trust.

100 g

In 2024, what are the marketing innovations and expansion plans for your brand?

This year we want to make our successful campaigns even bigger!

We aim to reach twice the number of consumers across Malaysia and have them join our cause to build a better oral care nation!

SENSITIVIT

& GUM

We have also launched our most superior formulation yet that boasts a triple action formula "Sensitivity, Gum and Enamel".

This product prevents gum recession and enamel erosion, providing even better protection and sensitivity relief.

PHEVs) made up 71% of total retail sales Volvo Car Malaysia's Recharge sales mix places it among the top 15 global markets where the global

mix stood at 38% for 2023, making it a truly transformative year for the company towards a fully electric future.

In 2024, what are the marketing innovations and expansion plans for your brand?

After seven consecutive years of growth prior to 2023, we expect continued growth

SENSODYNE

in 2024 with new, fully electric product launches on the horizon.

with our ambition to become a fully





SKO

THANK YOU FOR The Recognition. Let's continue to soar High like an eagle.

67



If you drink, don't drive #CELEBRATERESPONSIBLY 🐵 😂

REFRESHING BEEK

EAN BREWING TRI

REFRESHING BEER

OPEAN BREWING TRADITION





ERIC WONG Chief Marketing & Partnerships Distribution Officer Prudential Assurance Malaysia Berhad

How did your brand make an impact and resonate with Malaysian consumers in 2023?

We celebrated 100 years in Malaysia. As a leading insurer and a pioneer of many firsts, such as the investmentlinked plan, multiple crisis cover plan and the recently launched genderspecific critical illness plans – we have protected over 7.1 million customers and paid RM39.9bil in claims to assist our customers.

In 2023, we proudly relaunched, PRUMy Child Plus with enhanced benefits that offer protection for mothers and babies from as early as 13 weeks of pregnancy.

It also covers all structural congenital diseases, another first in the market.

How did your brand make an

Malaysian consumers in 2023?

SkyWorld Development Bhd's

singular vision, "Always Best City

Developer," with the purpose of

"Make Living Better", guided our

Our culture of excellence, cen-

tred on three key brand pillars -Value Creation, Integrated Sky

Sustainable Environments - reso-

nated with Malaysian consumers.

ed in Kuala Lumpur, we upheld

Quality Home and Living".

With developments concentrat-

Skyworld fosters a lifelong commitment

to excellence within a sustainable ecosys-

tem, shaping better lives for present and

Living Experience and

Innovative Concepts in

impact and resonate with

endeavours.

In 2024, what are the marketing innovations and expansion plans for your brand?

The rising cost of living and medical inflation continues to be a concern for many Malaysians.

GOLD WINNERS

We remain committed to helping our customers build financial resilience through financial education and upgrading our product propositions to alleviate these concerns. For example, we promote health and wellness by rewarding our customers for making healthier choices through our health marketplace. Healthy customers are rewarded with a no-claims bonus for medical check-ups, diagnostic tests, vaccinations, or even a subscription programme to improve their health. It's an all-in-one space for them.



We have been and will continue to subject each project to rigorous assessments, such as the Qlassic by CIDB.

All completed SkyWorld properties consistently achieve high Qlassic scores, with SkyAwani 5 Residence recently earning the highest Qlassic score for an affordable property

Our commitment to quality remains a cornerstone of our brand.

We aim to solidify our reputation in the communities we serve with the opening of our

first commercial development and the launch of a philanthropic endeavour. All these efforts underscore our

dedication to being a responsible city developer.

coway



Lee Chee Seng **Chief Executive Officer** SkyWorld Group

coway

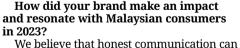


RYAN JUNG Head of Marketing and Product Division Coway (Malaysia) Sdn Bhd





DATUK DR AMMAR ABD GHAPAR **Director General** Tourism Malaysia



always build credibility, and thus authentici-ty-driven marketing like User Generated Content is one of the best marketing tools to connect with consumers and showcase our values in promoting the domestic campaign "Cuti-Cuti Malaysia" and "Malaysia Truly Asia" for the international scene.

By tapping into the power of genuine customer experiences and storytelling, we also

engaged in influencer collaboration, and this helps foster trust and connection through our multi-platform presence on social media, apart from impactful content to captivate the audience.

In 2024, what are the marketing innovations and expansion plans for your brand?

With the rapid change in consumer behaviour within the social landscape, consumers nowadays actively seek brands that communicate transparently, reflect ideals and align

with their values.

We aim to enhance marketing automation tools such as adopting Generative AI or lev-eraging the metaverse to provide an immersive social experience to drive customer engagement, better personalisation and optimisation, ultimately boosting brand connection with the audience.

Besides engaging with digital communities and sustainability endeavours, we aim to improve our Corporate Social Responsibility mission, investing in more diverse market segments.



future generations.

In 2024, what are the marketing innovations and expansion plans for your brand?

How did your brand make an impact and resonate with Malaysian

consumers in 2023? As the Best Life Solution Company, Coway strives to encourage a healthy lifestyle via our vast range of life-changing products, and services as well as one-of-the-kind experiences such as the Coway Run 2023 life.

We are very thankful for the support from the public as over 10,000 runners joined the Coway Run 2023 to celebrate health and wellness together at Dataran Merdeka in Kuala Lumpur.

In 2024, what are the marketing innovations and expansion plans for your brand?

As Coway Malaysia celebrates its 18th anniversary in 2024, we have geared up a series of dynamic innovations and exciting life-changing offerings to elevate the public's everyday

With the commitment to providing a holistic solution for cleaner water, purer indoor air and better rest, we aim to create an immersive brand experience for a wider brand reach.

STRAITSTIMES



DATUK AHMAD ZAINI BIN KAMARUZZAMAN Group Managing Editor, NSTP and Group Editor, Berita Harian

How did your brand make an impact and resonate with Malaysian consumers in 2023?

2023 was a watershed year for all three NSTP brand titles – the New Straits Times (NST), Berita Harian (BH) and Harian Metro (HM), particularly in the increase in viewership, reach and following.

Malaysians sought confirmation from our brand titles when seeking news, information and content that is trusted, precise and balanced.

Through the strength of our multiple media platforms and mass audience reach, we raise awareness on important causes that affect the rakyat to leave a positive impact on the communities we serve.

In 2024, what are the marketing innovations and expansion plans for your brand?

GOLD WINNERS

A slew of digital initiatives are in store for NST.

BH has several on-ground activation plans ready, while HM will do more in its community outreach programmes this year.

We shall diligently continue to shape the nation with the best news and content that uplifts communities everywhere.

We believe that NSTP has a vital role to play in society, and we are committed to using our platforms to inform, entertain and inspire our audiences.







C.S. LIM **Divisional Director** Legoland Malaysia Resort





HOW YUAN YI **Chief Marketing Officer** Mamee Double Decker

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, Legoland Malaysia became a haven for families seeking value, connection and a touch of education.

Our annual pass uptake reflected the desire for year-long fun, with Miniland Amazing Malaysia's success showcasing our rich heritage, our first water-park Splash Carnival featuring Malaysian artists and our awesome celebrations of cultural festivities.

Even classrooms came to life with the Legoland School Challenge, fostering creativity and soft skills with the support of the Ministry of Education. Brick by brick, we built strong connections with



Malaysian families, creating unforgettable memories that will last a lifetime.

In 2024, what are the marketing innovations and expansion plans for your brand?

In 2024, we are revving up for a non-stop lineup of activities all year round.

The introduction of the Lego Friends 4D movie, BrickFest and the return of favourites like Legoland School Challenge and Splash Carnival promises unparalleled fūn.

Cultural festivities are set to expand, offering guests more reasons to indulge in our unique blend of learning through play.

Our annual pass ensures continuous access to these thrilling experiences, embodying the spirit of Lego innovation at the price of a single day.

A year of brick-tastic creativity and joy awaits.

How did your brand make an impact and resonate with Malaysian consumers in 2023?

We understood that 2023 was a challenging year for Malaysians. As the top Malaysian snacking company, our goal was very simple – to continuously bring fun snacking experiences and value add to our consumers through our range of products. There are three key pillars that we focus on driving brand resonance and engagement with our consumers. These are:

Quality: No compromise on product quality with stringent manufacturing processes to ensure product freshness and consistency;

Value: We go beyond offering just affordable and quality products, by adding value through trendy innovations: and

Excitement: We elevate the con-

sumer snacking experience via strategic partnerships with food services partners, collaborations with celebrities and popular IPs that are relevant to our consumers.

for your brand?

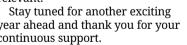
strive for consistent quality improvement, expand our product range and continuously value add and excite our consumers with more innovative flavours, trending partnerships and collaborations to stay relevant.

year ahead and thank you for your continuous support.

We also leverage festive seasons to build brand relevance and association.

In 2024, what are the marketing innovations and expansion plans

As a company, we will continue to



(MAMEE)





TAN KAI YOUNG Director Woodpeckers Group Sdn Bhd

How did your brand make an impact and resonate with Malaysian consumers in 2023?

It was a meaningful year for llaollao as we celebrated our 100th outlet milestone via our Froyo Fiesta event in Pavilion KL centre court where our flagship store is located.

We celebrated with Malaysians both young and old with 15,000 visitors over the six-day event and gave away a variety of goodies that enhanced our brand's engagement with our consumers.

We also collaborated with Hasbro via a customised collection of Transformers figurines which customers could obtain

via a bundle purchase.

This garnered much positive response and further drove consumers' connection with our brand.

In 2024, what are the marketing innovations and expansion plans for your brand?

This year our objective is to further drive our consumer engagement and loyalty via an innovative menu items that will create excitement for our brand.

We will also continue to expand our number of outlets to locations so we can serve more customers.



astro fibre



TAN SIAN TUANG Head of Enterprise and Broadband Business Astro

Ontinental 🅉



LEE CHANG GEUN Head of Marketing Malaysia Continental Tyre Malaysia

MST GOLF®



NG YAP Group Chief Executive Officer MST Golf Group Berhad





LIEW POOI WAN Head of Marketing Martell

and resonated with Malaysian consumers in 2023? Astro Fibre significantly impacted

How has your brand made an impact

Malaysian consumers in 2023 through various strategic initiatives. Teaming up with Celcom Timur (Sabah)

Sdn Bhd, we brought high-speed broadband to an additional 118,000 homes in Sabah.

Moreover, the Astro Fibre app empowered our customers, offering control, monitoring and security for home networks.

These innovations drove satisfaction and positive growth, boosting our broadband base by 22% year-on-year.

GOLD WINNERS

In addition to these initiatives, we remain committed to providing value to our customers with affordable high-speed broadband and enriching their viewing experiences with our connected Astro Boxes.

In 2024, what are the marketing innovations and expansion plans for your brand?

We are committed to consistently

delivering affordable offers to our customers whilst not compromising on the quality we have established.

We firmly believe that our reliable Astro Fibre broadband service, combined with our content bundles, embodies the value our customers seek in our brand.

Concurrently, we are actively pursuing avenues to enhance our service quality and efficiency through more connectivity solutions, digitalisation initiatives and technological advancements.

How did your brand make an impact and resonate with Malaysian

consumers in 2023? Our unwavering commitment lies in prioritising our customers' needs above all else.

Through thorough research and understanding of Malaysian drivers, we tailored our products to precisely meet these demands.

This ensured that Continental's development aligned seamlessly with market requirements, reinforcing our

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, MST Golf expanded our presence with five new stores and two MST Golf Arena outlets, catering to the needs of golf enthusiasts.

Fostering excitement towards the sport, we delivered a holistic golfing experience to golfers and non-golfers through our unique golf retail concept where customers can Shop, Play, Learn, Fit, Eat, Drink and Golf brand experiences and strategic partnerships like the Toyota Tour.

We remain steadfast in delivering product and service excellence, which is made possible thanks to the unwavering support of our

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Martell significantly impacted Malaysia's market, starting with the Martell Noblige Swift Festival, supporting local talents through our Swift Talent Quest DJ edition where the winning DJ was given the opportunity to perform at the festival.

We effectively used digital platforms, including social media and e-commerce, enhancing engagement.

The Martell Cordon Bleu received a fresh look, maintaining our buzz. Launch of exclusive products like the

rare Martell Dame Jeanne valued at n early RM500,000 and the introduction of the L'Or de Jean Martell Zodiac Series, exemplified our commitment to luxury

above all else. In 2024, what are the marketing

dedication to prioritising customer safety

innovations and expansion plans for your brand? We're excited to announce the upcoming launch of yet another

Generation 7 product. Our goal is not only to introduce these new products but also to actively engage with consumers through various



and collectability.

activities.

In 2024, what are the marketing innovations and expansion plans for your brand?

Martell focuses on authenticity in campaigns, embracing AI for innovative marketing and consumer experiences.

In celebrating Martell's 130 years in Malaysia, we've introduced an AI-inspired Pop-Up Store. Our ultra-prestige range expansion continues with the L'Or de Jean Martell Zodiac Series – Assemblage du Dragon for the Year of the Dragon 2024; showcasing Martell's commitment to luxury and creating aspiration for the Malaysian market. Martell will continue to champion responsible drinking through our "Drink More Water" campaign. This initiative, part of our broader sustainabili-



your brand?

MST Golf's strategy involves expanding beyond the Malaysian market into Indonesia and Thailand. We have initiated this expansion by establishing our first outlet in Indonesia in December 2023.

In addition, we are actively expanding our distributorship with the brands, to offer a border selection to our customers.

In terms of marketing strategies, we are leveraging digitalisation, including enterprise resource planning and member data, to implement targeted marketing strategies.

We remain dedicated to enriching the retail experience within the golfing industry to foster the growth of this sport.



ty efforts, encourages consumers and reinforces our commitment to promote drinking responsibly.



COURT RAPÉ Senior Director, Head of ASEAN Marketing SC Johnson

How did your brand make an impact and resonate with Malaysian consumers in 2023?

We were humbled that Malaysian shoppers continued to choose Ridsect, as part of their routine, to protect their loved ones from the threat of Aedes mosquitoes.

We will continue our mission to keep all

our homes bug-free.

In 2024, what are the marketing innovations and expansion plans for your brand?

We are excited to have just launched Ridsect Advance LV (Multi-Insect Killer) which effectively kills eight different household insects.

ilovegolf customers and trusted brands.

In 2024, what are the marketing innovations and expansion plans for







For Turning Your Trust In Lalamove Into **A Golden Masterpiece**



BRAND AWARDS — THE PEOPLE'S CHOICE —



e-Commerce GOLD LALAMOVE 2023



KENSUKE ARAGANE Managing Director Fujifilm (Malaysia) Sdn Bhd

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, Fujifilm Malaysia resonated with Malaysians by staying relevant in the industries they had embarked on especially in the camera market, capturing memories and fuelling creativity.

Fujifilm resonated with Malaysian consumers by offering a diverse range of innovative cameras, lenses and instant printing solutions. Our emphasis on image quality, retro designs and advanced technology has gained popularity among photography enthusiasts.

tography enthusiasts. Additionally, Fujifilm's commitment to customer satisfaction through quality products and after-sales support contributes to its positive impact in the Malaysian market.

SILVER WINNERS



In 2024, what are the marketing innovations and expansion plans for your brand?

We have mapped out a future plan to accelerate efforts to resolve social challenges by utilising diverse technologies both in the photographic film business as well as new technologies such as AI and initiating more collaborations between other organisations that share the same passions and ambitions as us.

Anchored by an open, fair and clear cor-

porate culture complete with leading-edge proprietary technologies, we are more determined than ever to remain a leading company by boldly taking up the challenge of developing new products and creating new value.

We will make sure we harvest the returns of our investments and turn them into profits. Looking ahead to three, five and 10 years from now, we will continue sowing the seeds for the next phase of growth.

To achieve this, we aim to strengthen the profit generating capabilities which serve as the capital for future growth, and evolve into a company with sustained profitability, leveraging the strength of the Fujifilm Group such as technological expertise, financial strength and marketing capabilities.





PROF TAN SRI DATUK WIRA DR MOHD SHUKRI AB YAJID President Management and Science University (MSU)





KIMBERLEY KOH Brand Manager - Vanish Reckitt Malaysia & Singapore

How did your brand make an impact and resonate with Malaysian consumers in 2023? We are pleased that Management and Science University has been awarded or the registronte of the Putton Aria Brand

as the recipients of the Putra Aria Brand 2023, which is a recognition of our commitment in providing quality education that is both transformational and enriching.

The university promotes excellence and advances quality education, with a culture of industry and entrepreneurship embedded ecosystems, research, innovation, technology within the high-performance culture encompassing a coherent learning environment.

Providing lifelong and flexible learning opportunities, its holistic curriculum aims to develop and deliver balanced, well-rounded graduates that meet global standards while rooted in heritage value.



How did your brand make an impact and resonate with Malaysian consumers in 2023?

It is common for every Malaysian household to encounter stains on their clothes that they will struggle to remove during their basic laundry process. This is where Vanish brings value into our consumers' lives and addresses their laundry

frustrations. Our best-in-class formula removes tough stains effortlessly without damage just by

adding Vanish into every wash. Vanish believes that our consumers deserve to have a smooth and effortless laundry process, and build sustainability by extending the lives of their clothes.

In 2024, what are the marketing innovations and expansion plans for your brand?

Vanish as the market leader in Fabric Treatment/Stain Remover continuously strives to elevate consumers' laundry experiences with our innovations.

Stay tuned for an upgraded formula, as well as new/enhanced/added benefits.



EPSON



MORIKAWA TOMOHITO Managing Director Epson Malaysia

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Our recent recognition from the prestigious Putra Aria Brands Award is testament to how we've successfully connected with Malaysian customers throughout 2023.

Epson consistently resonated with Malaysian consumers by delivering innovative and reliable products. Our commitment to sustainability, quality, cutting-edge technology and customer-centric approach fostered trust. Whether it's high-performance printers,

projectors, or smart office solutions, Epson's brand equity lies in enhancing productivity and enriching lives.

In 2024, what are the marketing innovations and expansion plans for your brand?

Building upon this success, in 2024, Epson will focus on our commitment to sustainability through our products and initiatives, aligning with Malaysia's green goals.

We plan to introduce even more innovative product lines, catering to the

evolving needs of Malaysians. By staying true to our core values of innovation, sustainability and customer focus, we're confident Epson will continue to grow and make a positive impact in Malaysia in 2024 and beyond.



Thank You for Choosing Us

We extend our heartfelt gratitude to you for choosing our brand as your trusted partner in home appliances. Your continued support and trust have propelled us to new heights. We look forward to continuing our journey together and bringing more convenience, comfort, and joy into your homes.



BRAND AWARDS — The People's Choice —

BRONZE 2023





ERIC CHENG Co-founder & Group CEO Carsome

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, CARSOME strengthened our commitment to transparency in pricing and service quality, earning record-high Net Promoter Scores for Carsome Certified and our wholesale business, a testament to customer trust and satisfaction.

Our expansion beyond the Klang Valley transcended physical boundaries, aiming to enable social mobility and reach a broader demographic with accessible automotive solutions.

This strategic approach was part of our

commitment to elevating customer experience within the used car industry, working towards establishing the world's first integrated car ownership ecosystem in South-East Asia.

SILVER WINNERS

In 2024, what are the marketing innovations and expansion plans for your brand?

Carsome's 2024 marketing strategy continues to optimise our channels and innovations for enhanced customer engagement and service quality, utilising AI as an integral tool.

A key component of our growth plan is

expanding into East Malaysia, and adapting our marketing strategy to align with this market's specific needs.

This expansion, indicative of our commitment to broadening our reach, brings comprehensive automotive solutions across Malaysia.

Our marketing efforts, bolstered by AI, are designed to strengthen our presence and ensure customer peace of mind throughout their vehicle ownership experience.





EUNICE KOW Head of Marketing – Health Enrichment Suntory Food & Beverages Sdn Bhd





WONG CHOY YEE Country Manager & Marketing Director - Nutrition Reckitt Malaysia & Singapore



TEO YEK MING Managing Director Goodnite Group



How did your brand make an impact and resonate with Malaysian consumers in 2023?

At Brand's, we are constantly improving our product to stay ahead of evolving consumer preferences.

Our scientific researchers worked relentlessly to enhance the taste of our essence of chicken, using high quality, premium parts. This resulted in a new improved formula

How did your brand make an impact and resonate with Malaysian consumers in 2023?

With over 100 years in science and innovation, our commitment is evident in developing safe, high quality and innovative nutrition products.

As the only growing up formula milk brand containing MFGM PRO and Expert DHA levels, we prioritise holistic brain development, integrating academic and emotional intelligence crucial for the 21st century.

A notable 2023 achievement was our inaugural Brain Expo, drawing over 12,000 visitors, featuring brain waves screening to provide parents with insights into their kids' processing speed – a pivotal element for future success.

In 2024, what are the marketing innovations and expansion plans for your brand?

In-line with our purpose and commitment to drive the best start in life

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, we focused on delivering quality products that met the preferences of Malaysian consumers. Our commitment to continuous improvement resulted in mattresses and home furnishing solutions tailored to local tastes and lifestyle requirements.

Furthermore, our dedication to customer satisfaction and service excellence helped us establish trust and loyalty among Malaysian consumers.

We offered a 100-day Sleep Exchange Programme through our outlet to demonstrate our commitment to providing

excellent after-sales service. Overall, Goodnite's consistent focus on quality, innovation and customer-centricity enabled us to make a positive impact and resonate with Malaysian consumers.



that is now smoother in taste and easier to drink, while retaining the same great benefits and efficacy to maintain health. Brand's is scientifically proven to reduce fatigue and improve energy; we are actively

reaching out to working adults as the product is perfect to support their busy lifestyle.

In 2024, what are the marketing innovations and expansion plans for your



for Malaysian children in 2024, partnering with healthcare experts and government remains our key driver in raising awareness and providing parents with the right tools to ensure their kids' holistic brain development.

We have begun reaching out to over



In 2024, what are the marketing innovations and expansion plans for your brand?

In 2024, we'll collaborate with Universiti Malaya which aims to provide better insights to our customers regarding which type of mattress is suitable for different demographics based on factors such as age, weight and sleeping position.



brand?

In 2024, we will continue our effort in reaching out to more with the new smoother taste essence, expanding our distribution to more relevant touch points.

We are exploring new product development that is intended to help physical and mental energy, staying true to our mission of enriching the mind, bodies and lifestyle of Malaysians.



2,000 kids, nurturing them and assessing their brain performance so that parents are able to gauge if their child is ready for the future.

This will allow us to ensure that children's abilities are innately future ready.



Additionally, we plan to introduce new product lines at Goodnite outlets, including bedding collections, decoration items, curtains and custom-made cabinets.

We aim to continuously add high-quality products for a complete home offering. With a comfortable home, we get to rest well and live well with our loved ones.



THE STAR, THURSDAY 29 FEBRUARY 2024



We empower our students to be changemakers in an environment that creates future leaders.

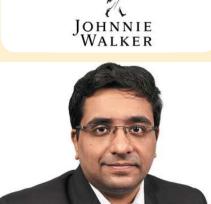
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UNLEASHING CHANGEMAKERS

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University of Cyberjaya риобз(в) Persiaran Bestari, Cyber 11, 63000 Cyberjaya, Selangor Darul Ehsan \$ +603 8313 7000 \$ +6011 1112 3344 @ cyberjaya.edu.my/pre-u f % @ @unicyberjaya

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MADHAN RAMASUBRAMANIAN **Marketing Director** Diageo Malaysia & Singapore

How did your brand make an impact and resonate with Malaysian consumers in 2023?

This award win resonates deeply with our consumers, marking a pivotal moment for Johnnie Walker. Our commitment to sourcing the finest ingredients and maintaining unparalleled quality across our diverse range led to this triumph.

Choosing Johnnie Walker isn't just about selecting a whisky; it's a deliberate state-ment of appreciation for prestige and sophistication.

We continually strive to cultivate loyalty by engaging with our consumers through innovative events and partnerships with like-minded establishments who share our values. This accolade reaffirms our dedication to delivering exceptional experiences to all who appreciate the Johnnie



SILVER WINNERS

Walker legacy.

In 2024, what are the marketing innovations and expansion plans for your brand?

In 2024, Johnnie Walker remains

steadfast in its commitment to sustainability, evidenced by initiatives like eliminating box packaging for selected Johnnie Walker bottles.

This forward-thinking approach aligns with our dedication to reducing our environmental impact without compromising quality.

We're poised to sustain our success through innovative marketing strategies and expansion efforts, introducing new collaborations that resonate with Malaysian tastes and culture. Collaborations with restaurants, pairings and tastings will further enrich consumer experiences, fostering lasting loyalty.

Market expansion and staying attuned to emerging trends are integral to our growth trajectory, ensuring Johnnie Walker remains a cherished choice for whisky enthusiasts.





Kopitiam Asia Pacific Sdn Bhd



IOSEPH LIM Chief Marketing Officer Tune Talk

How has your brand made an impact and resonated with Malaysian consumers in 2023?

Oldtown resonated with Malaysian consumers by introducing healthier menu options with calorie counts, prioritising responsible sourcing and animal welfare for a sustainable approach.

Venturing into the Philippines market with six outlets showcased Oldtown's commitment to growth and earned us the Franchise of the Year award.

We believe our impact lies in meeting evolving consumer preferences while maintaining social and environmental responsibility.

In 2024, what are the marketing innovations and expansion plans for your brand?

Looking ahead to 2024, our focus remains on innovation and expansion, both domestically and internationally.

We aim to penetrate new markets while nurturing our existing

customer base through continued menu innovation and enhanced dining experiences.

Upholding our ESG initiatives, we are committed to furthering

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Evolving our mantra to #KitaFaham in 2023 symbolised our deep understanding of consumers' plight for flexible and reliable prepaid plans, especially through tailored campaigns, and introducing innovative 5G prepaid plans that directly

addressed digital needs. Strategic sponsorships of musical events showcased our commitment to cultural

immersion. Anticipating the Q2 launch of our first postpaid plan further solidifies our dedication. Looking forward, our commitment extends to consumers, digital platforms, community engagement and upcoming initiatives, ensuring Tune Talk's

continued success in the dynamic Malaysian market. In 2024, what are the marketing

innovations and expansion plans for



journey continues with humility, gratitude and an unwavering dedication to excellence.



your brand?

In 2024, Tune Talk plans to grow its subscriber base through strategic brand collaborations, improving connectivity, customer experience and offering valueadded incentives.

The Q2 launch includes our inaugural postpaid plan and a focus on 5G adoption, expanding our product portfolio with

traveller sims, pocket WiFi, and additional services.

Beyond technology, Tune Talk prioritises a unique brand experience, ensuring quality services, reliable signal reception, faster internet and lifestyle-enhancing features for Malaysian consumers throughout 2024 and beyond.



CHEE-KAR LEE Senior Brand Manager - Harpic Reckitt Malaysia & Singapore

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Thanks to Malaysian consumers who voted for Harpic in the Putra Aria brand awards.

As the No.1 brand Toilet Bowl Cleaner in Malaysia, we provide products that help Malaysians maintain a perfectly clean toilet and bathroom.

Harpic provides a convenient solution to get your spaces sparkling and keep you and your family safe and well.

In 2024, what are the marketing innovations and expansion plans for your brand?

Harpic will continue to put consumers first and thrive to develop greater innovation and redefine higher standards in toilet and bathroom hygiene for better health.

Harpic, the clean that makes a difference.



SILVER WINNERS



LIEW POOI WAN Head of Marketing Pernod Ricard Malaysia

CHIVAS

How did your brand make an impact and resonate with Malaysian consumers in 2023?

With the continuation of the Chivas "I Rise, We Rise" campaign, Chivas continued to embrace a contemporary new era that aims to inspire a new generation of whisky consumers who are thirsty for new experiences and brands that share their drive for success.

The campaign was created for the "Hustle" generation – those who forge their own paths and elevate themselves as well as others around them.

The campaign focused on Street Culture, Mixology and Music. Chivas joined forces with local and international talents from different backgrounds and industries to share their passion and hustle stories for more inspiration.

In 2024, what are the marketing innovations and expansion plans for your brand?

Experiential marketing to create unique and memorable brand experiences will be key to standing out in a crowded market such as exclusive events, partnering with



REGAL

cultural influencers, or developing immersive brand narratives to connect with consumers on an emotional level.

We are looking into a new product extension, a special edition collection. Last but not least, we are looking to push the Drink More Water campaign to promote responsible drinking to

Malaysian consumers.



How did your brand make an impact and resonate with Malaysian consumers in 2023?

Our brand grew in stature due to the success of our flagship Desa ParkCity township, which set new benchmarks for community living and cemented our brand promise of being a community builder with heart and soul.

This paved the way for our success in other ParkCity townships such as East Malaysia and Vietnam.

Our focus moving forward will be to bring to life the three pillars of our brand – Diverse Communities, Seamless Connectivity and Thoughtful Conveniences – in new and meaningful ways, underpinned by a strong commitment to sustainability.

In 2024, what are the marketing innovations and expansion plans for your brand?

ParkCity Group remains dedicated to ensuring the holistic needs of our commu-



DATUK JOSEPH LAU Group Chief Executive Officer ParkCity Group



nities are consistently met within all masterplan townships. Our strategy of "The People-First Approach" not only fosters innovation but accommodates local preferences in the whole ecosystem.

The ever-evolving needs of our homebuyers remain our core focus; each component within the developments is designed to create a strong sense of identity and belonging, as well as to foster a healthy community that promotes social interaction.

This includes further integrating our narratives into digital content to connect with the younger demographic.



Second time's the charm, YOU helped us shine even brighter.

From the bottom of our hearts,





FUJIFILM



WE WILL

FUJ:FILM Value from Innovation

IMAGING







JAGDISH SINGH Director, Student Recruitment & Marketing University of Nottingham Malaysia

How did your brand make an impact and resonate with Malaysian consumers in 2023?

An investment in higher education is a big decision for students and their families and we are pleased that for over 20 years, high-achieving Malaysians have picked the University of Nottingham Malaysia as their first choice for a top-ranked British degree delivered in a stunning 48ha campus just 60 minutes from the city centre.

As a member of the prestigious Russell Group and ranked in the Top 100 globally, we are privileged to play a leading role in contributing to the development of Malaysia and educating over 10,000 Malaysians through a truly global education delivered locally.

In 2024, what are the marketing inno-



SILVER WINNERS

vations and expansion plans for your brand?

We recently launched a Future Students Centre in Menara Axis, Petaling Jaya to make it easier for students in the Klang Valley to learn more about studying at the University of Nottingham Malaysia.



This space will also be used for a wide range of events to increase engagement with the public, schools, businesses and government.

We will continue promoting our world-class research, expert teachers and inspiring alumni to build on our reputation of quality and excellence.





AZIZUL AZILY AHMAD Chief Executive Officer Boustead Petroleum Marketing Sdn Bhd





CHEONG WAI LUN Marketing Director, Beiersdorf Malaysia & Singapore





COURT RAPÉ Senior Director, Head of ASEAN Marketing SC Johnson

How did your brand make an impact and resonate with **Malaysian consumers** in 2023?

In 2023, our brand made a profound impact and resonated with Malaysian consumers by strategically enhancing brand exposure across diverse markets. Through a dedicated effort to provide unique experiences, we successfully established a robust connection with consumers. fostering trust and

loyalty. The overarching strategy of delivering the best for the community positioned our

How did your brand make an impact

and resonate with Malaysian consum-

Our consumer-centric approach took centre stage in 2023. At Nivea, we

consumers, and this allows us to innovate and introduce skincare products tailored

to their specific and changing skincare

This was evident in our legendary anti dark-spot range, Nivea LUMINOUS630

serums to address the various needs and

which now comes with three different

skin conditions of today's consumers.

constantly listen to the needs of our

ers in 2023?

needs.



brand closer to the hearts of Malavsian consumers.

In 2024, what are the marketing innovations and expansion plans for your brand?

Nivea has played a pivotal role as the leading skincare solution in Malaysia and is set to maintain this position in 2024.

Harnessing our strong capabilities in research and development and guided by our brand's purpose of making people feel good in their skin, we are dedicated to continuous innovation.

Our focus remains on delivering superior, safe and high-quality skincare solutions that effectively address a myriad of skin concerns, ensuring people feel their best in their own skin.





marketing innovations and expansion plans for your brand? Moving into 2024, our brand is

In 2024, what are the

committed to exceeding market expectations by providing a service that is not only memorable but also embodies warmth and

Our marketing approach involves leveraging digital platforms to enhance our online presence, engaging with a broader audience and creating moments of joy for customers to personally associate with our brand.

Concurrently, we are exploring opportunities for expansion into new markets while steadfastly maintaining our commitment to delivering high-quality

products and services for our valued customers.

How did your brand make an impact

and resonate with Malaysian consumers in 2023?

We were pleased with the consumer response to our "Own the Vibe" campaign and our ability to tell our brand story more in person, which encouraged many consumers to try Glade for the first time and fall in love with it!

In 2024, what are the marketing innovations and expansion plans for your brand?

Glade will continue to lead innovation in the Air Care space, always pushing the boundaries in delivering unique home fragrances.

Stand by for "Own the Vibe" 2.0.

SILVER WINNERS



RACHEL SAK Assistant Brand Manager - Shieldtox Reckitt Malaysia & Singapore

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Shieldtox's purpose is to protect families from the dangers of pest-borne diseases. We arm communities with the right pest solutions and education materials so that they are widely accessible for all.

In 2023, we amplified our efforts to reach consumers via our partnership with the Ministry of Health's sister organisation, Combi.

With this partnership, we successfully donated 8,000 aerosols to households living within dengue clusters. We will continue to drive this initiative in 2024 with a continued partnership with Combi.

In 2024, what are the marketing innovations and expansion plans for your brand?

In 2024, we will continue to drive our new Shieldtox Multi-Insect Kill aerosol which is the first insecticide in Malaysia that can kill both flying (such as mosquitoes and flies) and crawling insects (such



as cockroaches and ants) in one spray. Consumers will have the benefit of having a convenient all-in-one solution at home.

With this convenience, they can also enjoy greater monetary savings from having to buy multiple pest solutions.



How did your brand make an impact and resonate with Malaysian consumers in 2023?

Last year marked a significant milestone as Seiko celebrated its 100th year in watchmaking. Along the journey, we cultivated a brand image that reflected our dedication to craftsmanship and style.

Our active engagement in targeted marketing campaigns and local influencer partnerships established a personal connection with Malaysian consumers.

Furthermore, our commitment to SDGs, through the "Seiko Save The Ocean" campaign, garnered a positive response from environmentally conscious consumers. By aligning our brand values with those

of the Malaysian community, we have created a connection that transcends mere product offerings.

In 2024, what are the marketing innovations and expansion plans for your brand?



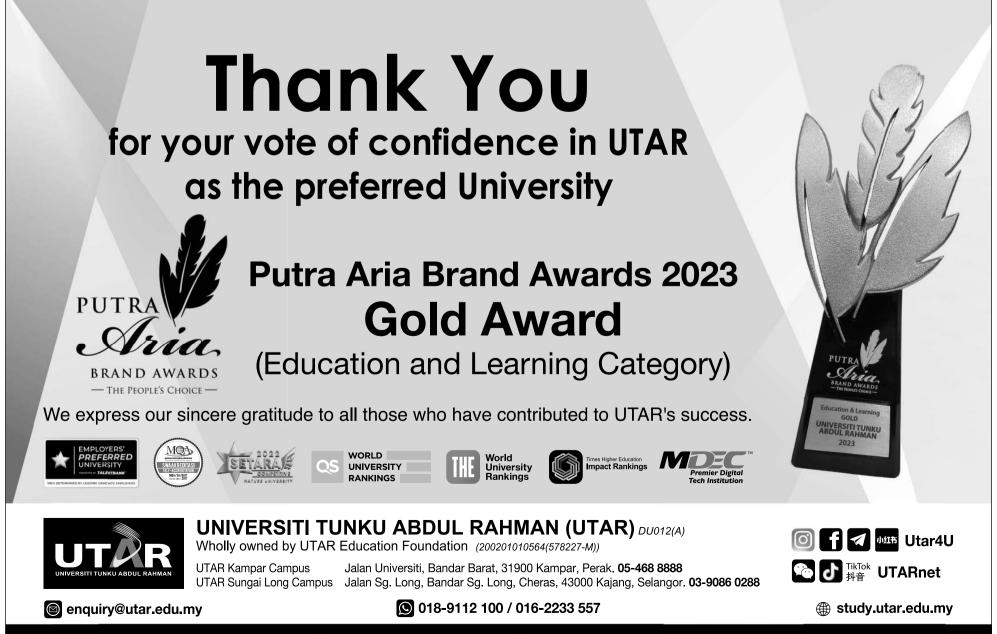
KELVIN YAP Assistant General Manager Thong Sia Sdn Bhd



In 2024, our marketing approach may not be centred on groundbreaking innovations, but we are committed to an expansive strategy aimed at diversifying our presence across various media channels.

Our emphasis lies in leveraging digital, outdoor, print and events to broaden our exposure. We aim to create a well-rounded marketing strategy that maximises exposure for the brand.

This approach aligns with our goal to establish a strong and lasting presence in the market, ensuring our brand remains top-of-mind for watch enthusiasts and potential customers alike.



Broadening Horizons, Transforming Lives





PROF DR ZABIDI HUSSIN Vice Chancellor University of Cyberjaya (UoC)

How has your brand made an impact and resonated with Malaysian consumers in 2023?

The University of Cyberjaya stands as a beacon for unleashing the changemakers of tomorrow, relentlessly bridging the divide between our students' aspirations and the opportunities that propel them forward. Our allure lies in the promise of impeccable quality and the accessibility of our programs, motivating many students to join our ranks.

With a track record of over 13,550 successful graduates, our alumni now stand as pillars in diverse fields – from esteemed medical professionals to visionary entrepreneurs, dedicated healthcare workers, vigilant safety officials, and accomplished corporate professionals.

At the core of our educational philosophy is the belief that true success encompasses more than academic prowess alone. Our students, right from the outset,



BRONZE WINNERS

are cultivated to be not only academically proficient but also equipped with essential soft skills. Moreover, our curriculum is meticulously crafted to instil a sense of community responsibility, urging our graduates to give back, thereby nurturing a collective journey towards a brighter future for us all.

In 2024, what are the marketing innovations and expansion plans for your brand?



Beyond our campus, our brand is intrinsically linked to the vibrant city of Cyberjaya. We strategically leverage the smart city branding of Cyberjaya, aligning ourselves with innovation, technology, and the spirit of progress.

The University of Cyberjaya has transcended borders, leaving an indelible mark on the global stage. Our international impact resonates with students hailing from over 60 countries.

We envision further collaboration and partnerships with prestigious universities worldwide, fortifying our position as a truly global institution.



TAN POH LING Vice-President of Marketing Kao Malaysia Sdn Bhd





RAYMOND LEW CEO and President/Country Head Sun Life Malaysia

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Magiclean, a Malaysian household cleaning product brand significantly impacted and resonated with Malaysian consumers by revolutionising home cleaning. With its innovative design, Magiclean made household cleaning effortless, eliminating the need for excessive scrubbing. Positioned as the hygiene cleaning expert, the brand became a trusted companion for consumers, consistently delivering effective cleaning solutions.

Magiclean's commitment to simplifying and enhancing the cleaning experience solidified its place in the hearts of Malaysian households. After all, a little Magiclean is all it takes!

How did your brand make an impact

At Sun Life Malaysia, our commitment

lies in fostering a resilient and trustworthy

Central to our brand identity is our

In 2023, we embarked on various

educational efforts to immersive brand

experiences and on-ground engagement.

Building upon our 10th-anniversary

milestone in 2023, we also strove to

purpose to help people achieve lifetime financial security and live healthier lives.

and resonate with Malaysian

brand that stands the test of time.

impactful brand initiatives, from

consumers in 2023?



In 2024, what are the marketing innovations and expansion plans for your brand?

Our goal is to consistently offer users convenient solutions for their daily lives. In 2024, we are set to unveil exciting launches aimed at elevating the cleaning experience. These innovations are designed not only to enhance our current users' cleaning routines but to also attract new users seeking effective and user-friendly solutions.

engage with consumers through myriad activities across different platforms, including roadshows, product rewards, anniversary rewards programmes and more, all designed to deepen our connections with our consumers.

In 2024, what are the marketing innovations and expansion plans for your brand?

We are doubling down on our commitment to empower Malaysians to achieve their financial, physical and mental health goals.

Our focus this year is all about

advancing insurance literacy which is a crucial part of financial know-how.

We strongly believe that everyone can and has the power to shape their financial future, and we're here to provide the support they need.

From expert advice, to handy resources and a network of advisors across the country, Sun Life Malaysia has got their backs.

And we're not stopping there! Our teams are looking into more out-of-thebox marketing and brand activation ideas to forge even stronger bonds with Malaysians.





ONG GHEE BIN CEO, Property Development OSK Property Holdings Berhad

How did your brand make an impact and resonate with Malaysian consumers in 2023?

We are proud to share that our brand made a significant impact and resonated deeply with Malaysian consumers throughout 2023.

Our active participation in building market-driven, sustainable developments and CSR activities proved our commitment to excellence, innovation, and community engagement propelled us to new heights in the property development industry. Looking ahead, we remain steadfast in our commitment to elevating the living experience for Malaysians. A big, heartfelt thank you to all our valued customers, stakeholders and business partners for your support on this remarkable journey.

In 2024, what are the marketing innovations and expansion plans for your brand?

We are thrilled that 2024 will redefine the landscape for OSK Property, with marketing strategies designed to enhance brand visibility and create immersive, personalised experiences for our clients.

We have an extensive roadmap of new launches to expand our footprint beyond our current locations, tapping into emerging markets while meeting evolving market

demands. This strongly reflects our unwavering commitment to excellence, sustainability and customer satisfaction.

We are excited to embark on this journey of growth and innovation for the new year and beyond.

BRONZE WINNERS

NEUROBION[®]

HENG AIK SHIAN General Manager, Malaysia, Singapore, Vietnam Procter & Gamble Personal Health Care

How did your brand make an impact and resonate with Malaysian consumers in 2023?

One in two diabetics suffer from Peripheral Neuropathy caused by Nerve Damage due to B vitamins deficiencies; 80% remain undiagnosed. B vitamins are essential for healthy nerves.

Neurobion, the world's No.1 B vitamins contains vitamins B1, B6 and B12 scientifically proven to regenerate nerves, and relieve neuropathy symptoms.

It resonates with Malaysians for its superior quality, widespread availability and commitment to driving awareness on timely diagnosis and treatment for better outcomes and QoL.

Consumers with nerve issues can

How did your brand make an

impact and resonate with



consult a physician on how Neurobion can support them.

In 2024, what are the marketing innovations and expansion plans for your brand?

ourselves as a trusted brand. In 2024, what are the marketing innovations and expansion plans for your brand?

Sea Horse is implementing marketing innovations and expansion plans to enhance its brand presence.

The focus includes digital marketing transformation, leveraging social media and influencers, and creating targeted online campaigns.

Product diversification will address evolving consumer preferences, while retail expansion will extend Sea Horse's reach. Sustainability initiatives will emphasise eco-friendly materials and packaging optimisation.

These efforts aim to strengthen the brand's presence, provide an exceptional customer experience, and meet the changing demands of consumers in 2024 and beyond.

Our focus is to empower Malaysian consumers to identify symptoms and seek timely treatment through awareness initiatives such as World Diabetes Day #KnowtheSigns campaign, Neuropathy Awareness Week, and a new Feel Life commercial which will go live this March. With healthcare professionals, we keep them updated with scientific data, to help

them in making recommendations. P&G Health collaborates with

healthcare organisations e.g. MEMS for scientific exchange on the latest clinical guidance. We had an In-vitro study on B vitamins

in nerve regeneration, and NENOIN study which concluded that neurotropic B vitamins relieve symptoms.



Director and CEO Sea Horse (H.K.) Ltd



CHOW YUEN MEI



BHAVESH SOMAYA Senior Vice-President Asia-Pacific Hasbro

In 2023, Sea Horse, as a proud and beloved bedding and furniture brand, made a remarkable impression on Malaysian consumers. Our brand's unwavering commit-

Malaysian consumers in 2023?

ment to delivering affordable, yet high-quality products resonated deeply with Malaysian customers. The comfort and durability of our

offerings provided a sense of relaxation and satisfaction to our valued customers. With our expanding presence in

key cities and towns across Malaysia, we aimed to make our products easily accessible to more individuals.

Through dedicated marketing efforts and a customer-centric approach, Sea Horse connected with the Malaysian audience, establishing

How did your brand make

Malaysian consumers in 2023?

adrenaline-fueled battleground

The carefully crafted battle

arenas showcased the versatility

an impact and resonate with

Nerf elevated consumer engagement by introducing an

setup.

ment to delivering excitement

In 2024, what are the marketing innovations and expansion plans for your brand?

This year marked another milestone with an exciting play pattern that showcased Nerf's commitment to redefining foam-based battles, further establishing the brand as the go-to choice for enthusiasts. Nerf's 2024 marketing

strategy, marked by an innovative play pattern and community-driven engagement, underscored the brand's position as the category leader, showcasing a commitment to innovation and unparalleled excitement in the Malaysian market.

and innovation to fans of all

ELTERO

Sea Horse Air Pillow



This three-bean blend produces a distinctive taste profile with the sweet, nutty and aromatic notes of Arabica beans, the strong and deep roasted taste of Robusta beans and the rare unique taste of Liberica beans.

How did your brand make an impact

In 2023, we hosted an immensely successful "Chinese New Year Ong and Win" consumer contest, during which 304 fortunate winners walked away with gold waffles and cash prizes totaling RM138,888. The contest garnered overwhelming participation, with over



2000 entries received.

In addition, our "Win Free Fuel for a Year" contest resonated with consumers as we rewarded 200 winners with a year of free fuel which helped offset day-to-day expenses.

In 2024, what are the marketing innovations and expansion plans for your brand?

What we have introduced today is a reflection of what we have in store for the future. We continuously research and develop new flavours and coffee offerings that will meet the needs of our consumers; for example, Oldtown White Coffee Salted Caramel flavour reflects current trends and Oldtown Smooth Roast Kopi Less Sugar caters to our consumers who prefer less sweet beverages.

Oldtown will continue to captivate consumers with exciting consumer activations and promotions like our recent Win Oldtown Mini Gold Cup contest where we replicated our iconic Oldtown Cup in gold and offered 18 limited-edition cups as prizes together with a weekly cash prize, all totalling more than RM168,888.



PHOON SHI FUN Head of Marketing JDE Malaysia

of Nerf products, fostering a sense of camaraderie among participants. Moreover, Nerf strategically unveiled its latest innovation, Nerf Junior, targeting kids aged 6+. This new product line was tai-

lored to younger audiences, ensuring that the brand catered to a broad spectrum of consumers Through this combination of

dynamic events and product launches. Nerf solidified its connection with the Malaysian market, demonstrating a commitages.





LIEW POOI WAN Head of Marketing Pernod Ricard Malaysia

Marrybrown Mb



DANIEL CHAN Chief Executive Officer Marrybrown Sdn Bhd



AMEEN AMAENDRAN Chief Executive Officer redONE Network Sdn Bhd

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Royal Salute is a brand steeped in tradition with a commitment to innovation and extraordinary craftsmanship.

The brand continuously strove to shine the spotlight on tastemakers and game changers of different backgrounds, collaborating with them to bring uniquely curated experiences to the public that celebrates those who challenge the conventional whilst staying true to their roots/heritage.

Some of these efforts can be seen through special fashion and polo editions launched and unique dinner collaborations with establishments like Nadodi, and Eat and Cook, who elevate traditional

How did your brand make an impact

As a proud Malaysian brand committed

Digital initiatives, including social media

Marrybrown's commitment to quality,

satisfied taste buds but fostered a sense of

consumers. The brand's ability to evolve

and resonate with Malaysian

to offering something different, we focused on cultural resonance, tapping into Malaysians' love for diverse flavours.

campaigns and loyalty programmes, deepened consumer connections.

affordability and inclusivity not only

pride and loyalty among Malaysian

with societal trends and celebrate

created a lasting positive impact.

Malaysia's rich culinary heritage has

In 2024, what are the marketing

innovations and expansion plans for

redONE Mobile goes beyond its prod-

strategic initiatives and community devel-

Its OneCharity programme, has raised more than RM4mil since 2015, benefiting

over 100 schools in Malaysia. redONE

development in Malaysia through the

Mobile also sponsored PDRM FC, Sabah

FC, Immigration FC and supported sports

Safee Sali Sepuluh documentary, Selangor

ucts and services; it actively engages in

opment, to create a lasting impact.

Menu innovations, coupled with community collaborations and engagement, strengthened our brand

consumers in 2023?

affinity

ers in 2023?

BRONZE WINNERS

dishes for a contemporary audience.

In 2024, what are the marketing innovations and expansion plans for your brand?

Experiential marketing to create unique and memorable brand experiences will be key to stand out in a crowded market for example, exclusive events, partnering up with cultural influencers, or developing immersive brand narratives to connect with consumers on an emotional level.

We are looking into new product extensions, rare, exclusive limited edition collections, luxury partnerships and dining experiences.

Last but not least, our "Drink More Water" campaign aims to promote responsible drinking.



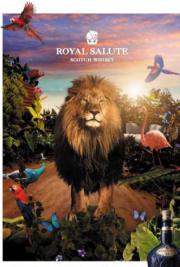
your brand?

Marrybrown is poised to revolutionise marketing, introducing something different through tech integration.

We leverage AI-driven personalisation for tailored customer experiences, including the power of conversational marketing, ensuring seamless

interactions. Our dynamic mobile app elevates engagement with great deals and gamified loyalty rewards.

Strategic partnerships, enhanced usergenerated content campaigns and sustainability initiatives underscore our



ENTER A NEW KINGDOM



commitment to community values. Expansion plans encompass entering untapped markets and introducing delicious menus. Marrybrown's 2024 approach combines innovation, sustainability and inclusivity, ensuring a forward-looking and resonant presence in the competitive fast-food landscape – offering something truly different.

How did your brand make an impact and resonate with Malaysian consum-The rebranding of the KL Sentral

redONE LRT station and the redRIDER campaign, have further strengthened the brand's connection with the community by promoting public transportation and offering free phones as monthly prizes.

In 2024, what are the marketing innovations and expansion plans for your brand?

A brand refresh was introduced to revitalise the brand image, and for the messaging to resonate with the preferences and needs of the younger, tech-savvy demographic.

As part of this, "redONE back to basics" has been rebranded as "redONE Mobile" to be recognised as a mobile player.

Additionally, leveraging on 5G connectivity, a revamp of its prepaid and postpaid plans are also underway to enable consumers to enjoy cutting-edge 5G benefits at affordable prices.

redONE Mobile also continuously enhances its mobile apps for users (1App) and Partner App to provide both users with a seamless experience.

PANTENE



NANTHA KALIMUTHU Sales and Country Leader Procter & Gamble Malaysia/Singapore

How did your brand make an impact and resonate with Malaysian consumers in 2023?

In 2023, Pantene's impact on Malaysian consumers soared through strategic initiatives where we drove hair fall control and damage care benefit spaces in line with Malaysian females' top hair needs, through our communication refreshes on Pantene Hair Fall Control and 3 Minutes Miracle Conditioner variants emphasising Pro-Vitamin as our key ingredient.

By addressing diverse hair needs, we fostered a sense of inclusivity. The Putra Aria Brand Award solidifies Pantene as a brand that not only understands but also champions the beauty and confidence of every Malaysian.

In 2024, what are the marketing innovations and expansion plans for your brand?

We actively integrate consumer needs and feedback in our product formulations, packaging and communications.

This year, Pantene is set to redefine the beauty landscape through cutting-edge restage and marketing innovations.

We are committed to setting new benchmarks in beauty, ensuring our brand remains synonymous with innovation and authenticity in the year ahead.







Adrenalin Metropolitan

Kaki lumba ligat di litar

THE STAR, THURSDAY 29 FEBRUARY 2024

THANKYOU For Believing in US.

As Malaysia's first premium weekly Bahasa Malaysia newspaper, thank you for believing in us. This award is a testament towards our continuous commitment to pushing boundaries and setting new standards in the dynamic realm of media networks.

Ajoriti7



PUTRA

BRAND AWARDS — THE PEOPLE'S CHOICE —

PUTRA ARIA BRAND AWARDS

The People's Choice

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Majoriti7



CHUNG ENG LEE Senior General Manager, Product Star Media Group





NG KONG CHIN Honorary Chairman Midea Scott & English Electronics Sdn Bhd





BERNARD YONG Chief Experience Officer Mah Sing Group Bhd

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Centering on Majoriti 7's distinct product positioning and audience segmentation proved to be the pivotal success factor setting it apart in the market. Majoriti 7 embodies the contemporary and progressive voice of the Malay society, with its primary value proposition revolving around content that resonates with brands.

Envisioned through the lens of "Adrenalin Metropolitan", Majoriti 7 consistently provides a unique perspective within its niche, offering a distinctive take on both local and international scenes since its establishment on Oct 20, 2022.

BRONZE WINNERS

In 2024, what are the marketing innovations and expansion plans for your brand?

As the new year unfolds, Majoriti 7 is poised to extend its influence by introducing innovative and compelling content to enrich the reader's experience.

Through strategic alliances with pivotal organisations, Majoriti 7 is set to amplify its outreach and solidify its standing, underscoring a dedicated commitment to cultivating mutually advantageous partnerships and harnessing synergies within the industry.

Collaborating with organisations that share a similar vision, Majoriti 7 aspires to explore untapped markets, fortify its brand positioning, and capitalise on collective expertise.



How did your brand make an impact and resonate with Malaysian consumers in 2023?

Midea has always focused on providing consumer-centric household appliances that resonate with the heart of Malaysian households. Our dedication to energy-efficiency, cutting-edge technology and affordability mirrored the values of the Malaysian market.

Midea became a trusted choice, not just for its quality but also for designs that felt like a companion in modern homes.

Our continuous collaboration with Manchester City Football Club, complemented by Erling Haaland as Midea's Brand Ambassador in August 2023, heightened our brand visibility, showcasing Midea's commitment to cultural relevance and a strong presence in the Malaysian market.

In 2024, what are the marketing innovations and expansion plans for your brand?

Midea seeks to elevate our brand presence in Malaysia with the launching of interactive campaigns tailored to the dynamic local market. Leveraging our Fortune 500 Global rank at 278th, we will continue to prioritise ESG initiatives while staying consumer-centric.

The partnership with Manchester City Football Club will be a

How did your brand make an impact and resonate with Malaysian consumers in 2023?

We ran a brand campaign centred around the concepts of "Trust" and "Seeing is Believing".

It was premised on our strong, multi-decade track record of delivering quality homes to the rakyat, and to thank them

for the trust they have placed in us. We also showcased some of our recently completed projects via stunning photography, because as we all know, seeing is believing.

This created an impact amongst consumers because it positioned us not merely as just a purveyor of bricks and mortar, but as a "partner" in their life journey.

In 2024, what are the marketing innovations and expansion plans for your brand?

We want to continue to deepen our



key driver, leveraging football's popularity in Malaysia for exclusive events and co-branded campaigns.

This collaboration fosters community and loyalty among local enthusiasts, reaffirming Midea's dedication to superior solutions, and reinforcing our position as a trusted and forward-thinking brand in Malaysia.



knowledge and understanding of the sentiments, perceptions and chatter which revolves around our brand.

We aim to do so by exploring and deploying various advanced social listening tools and algorithms, and AI-powered analytics.

By doing so, we hope to be better able to measure the impact our brand is having on the consumer, to distil that down to the right metrics, and to drive the right brand-accretive strategies and actions.



NICOLE LIM Chief Executive Officer Empire Sushi Sdn Bhd

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Empire Sushi offered Malaysians an exceptional dining experience through the Grab & Go concept.

Our sushi is made with the freshest ingredients, unique culinary textures, and multicultural flavours that are not commonly found in traditional sushimaking methods. Our aim is to provide "Premium Sushi for Everyone".

In 2024, what are the marketing innovations and expansion plans for your brand?

Empire Sushi will shift towards eco-friendly retail as part of our innovation strategy. We firmly believe that this approach will yield numerous benefits for our business, including a positive brand image, cost savings, differentiation, com-



petitive advantages, customer loyalty and engagement, and attracting new market segments.

Aligned with our corporate mission of providing premium sushi for everyone, we are excited to announce our expansion



plans with a focus on "Rise in Malaysia, Shine in Asia".

This expansion will not only enable us to reach new audiences but also spread our commitment to sustainability across the region.





OLGA PULYAEVA Marketing Director Carlsberg Malaysia





DIANA BOO Chief Marketing Officer Boost



SHAUN LIM Marketing Manager Wheatbeer, Stout & Diageo Brands

Heineken Malaysia Berhad

How did your brand make an impact and resonate with Malaysian consumers in 2023?

SKOL rejuvenated its brand identity with a fresh new look featuring a soaring eagle as its key motif in vibrant shades of red and yellow to invite consumers to unwind and unplug in the company of friends after a hard day's work.

Maintaining its easy-to-drink refreshing taste, SKOL's revamped packaging pays tribute to its drinkers' desire for freedom and drive for fulfilment.

SKOL's credentials with the use of quality ingredients and European heritage are

How did your brand make an impact and resonate with Malaysian consumers in 2023?

For over six years, from Boost's early days as a Malaysian eWallet pioneer to now a regional fintech leader in South-East Asia, our brand remains committed to our core

mission of accelerating financial inclusion. Through our innovative solutions, such as the recently launched Beyond Card, Malaysia's first global prepaid card with PayLater, Boost has relentlessly simplified life for our customers.

Hence, it is encouraging that Malaysians have once again chosen Boost as a preferred fintech brand in the eCommerce space. Thank you all for your continued trust and support.

reflected in its tagline of "You've earned it".

BRONZE WINNERS

In 2024, what are the marketing innovations and expansion plans for your brand?

Our strategy remains the same, which is to win the consumers' hearts by positively impacting them, especially in non-urban areas, and to leverage on SKOL's first Putra Aria Award to reinforce our credentials.

We will also continue to innovate to bring more "unwind & unplug" moments and soar to greater height with SKOL's eagle.

In 2024, what are the marketing innovations and expansion plans for your brand?

As our brand continues offering a wider range of digital financial services on our road towards launching the much-anticipated digital bank, we will further pave the way for embedded finance.

The recent nationwide expansion of our PayLater engine, Boost PayFlex, in January 2024, exemplifies how we're strengthening our holistic fintech ecosystem.

We will also continue growing our financial literacy initiatives through simplified content, produced in approachable languages, tailored for the underserved and unserved communities.

Stay tuned as Boost deepens our unstoppa-



ble brand propositions across Malaysia and the South-East Asian region.







DATUK GOH CHEH YAK **Group Managing Director** Gintell (M) Sdn Bhd

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Being a new brand in a relatively smaller segment (wheat beer), we are proud to have successfully crafted Edelweiss as a premium and differentiated beer brand that has created such noise among our consumers in Malaysia.

Edelweiss' brand power is the fastest growing in the beer category, scoring even higher among female drinkers in the age group of 21 to 35.

Originating from the Austrian Alps, and

named after the alpine flower, which is a symbol of rarity and beauty, Edelweiss offers a distinctive taste with hints of mountain herbs which attracts current and new beer drinkers alike.

In 2024, what are the marketing innovations and expansion plans for your brand?

While we can't reveal our plans for 2024, we ask that our consumers watch out for exciting news from Edelweiss that is sure to appeal to all.

How did your brand make an impact and resonate with

Malaysian consumers in 2023? Keeping up with its brand's core value, "Health, Love, Life", Gintell ensures the best outcome is given to all customers towards a better and healthier lifestyle through their healthcare products and to achieve their mission of "1 Home, 1 Gintell".

In 2024, what are the marketing innovations and expansion plans

for your brand?

We strive to convey the importance of health to users through the latest technology and innovative products.

Our designs and functionalities not only aimed at providing a comfortable experience but also at instilling a sense of importance in users regarding their health. From intelligent massage chairs to fitness equipment, we strive to offer users a better healthcare experience.







RAV BHASIN Carousell Group Chief Strategy **Officer & CEO** Mudah.my

How did your brand make an impact and resonate with Malaysian consumers in 2023?

Mudah.my is Malaysia's largest re-commerce marketplace, whose growing audience highlights our customer-focused values. We are deeply honoured to be a Putra Aria Brand Awards winner.

Upholding prestigious standards, Mudah strives to improve the experience of making second-hand the first choice – creating a safe, easy platform to transact with maximum value.

Mudah offers users innovative tools and knowledge to drive better purchasing decisions. As we refine the user experience and enhance solutions in property, zuto, and more, we hope to continuously serve

Malaysians sustainably and win their hearts.

In 2024, what are the marketing innovations and expansion plans for your brand?

Since Mudah's inception in 2007, we have continued to evolve in terms of our product offerings, platform usability and company goals. From the start, our aim has always been to make secondhand the first choice, bridging the gap between buyers and sellers in this market.

This year, we look forward to offering more value-added experiences for our users, leveraging technology and content to reach our target audience better, enhance our platform safety features and expand our brand recognition and presence.



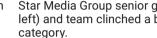
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Electronic imaging and instax senior sales and marketing manager Thomas Kwan of Fuji Film (right) receiving the silver award in the Cameras, IT and Office and Business Equipment category from 4As council member Jasmin Omar (left).



Mah Sing Gr chief experience officer Bernard Yong (seated third from left) with this team. Mah Sing won bronze in the Property category. -photos by AZMAN GHANI, IZZRAFIQ ALIAS and YAP CHEE HONG/The Star



Corporate division manager Alwin Seet and his team from Midea Scott and English Electronics Sdn Bhd won a bronze in the Personal, Household and Outdoor Appliances category.



Utar vice president Prof Dr Goi Bok Min with the gold award in the Education and Learning category.



Lalamove Malaysia marketing manager Lim Mei Li with the gold award in e-Commerce.



Sabah Tourism, led by product manager Effendi Mahany (third from left), digital and communications manager Cassie Forsythe (fourth from left) and their team, won silver in the Transportation, Travel and Tourism category.



The Tourism Malaysia team with Datuk Dr Ammar Abd Ghapar (holding award) grabbed gold in the Transportation, Travel and Tourism category.

Branding newcomers awarded for success

Putra Aria Brand Awards 2023 reveals this year's upcoming industry leaders

TOP brands from various industries take the centre stage at the second Putra Aria Brand Awards (PABA) held at the Imperial Ballroom of One World Hotel, Petaling Jaya on Jan 18.

As part of the Putra Brand Awards (PBA), the PABA aims to serve the marketing fraternity by highlighting branding efforts across segments. The PBA was

held the following day on Jan 19. PABA sought to remind its participants to "Transform", as its theme and honoured 150 brands for keeping themselves relevant across 24 broad categories.

Among these brands, 40 bagged gold, while 50 won silver and 60 received bronze

Malaysia External Trade **Development Corporation** (Matrade) strategic planning division senior director Raja Badrulnizam Raja Kamalzaman, in his speech lauded that the



Volvo public relations manager Ezra Low with the gold award in Automotive.

The Mydin team, fronted director managing director Datuk Wira Haii Ameer Ali Mydin, won gold in the Retail category



While event organiser and the day, all year round."

Áward organising chairman Datuk Johnny Mun explained that "transformation means we may need to be bold enough to tread uncharted paths and take some calculated risks" in his opening remarks.

PABA does not require any submission or entry fees for 360 brands to be included in the survey, with them being selected

showcased Malaysia to the world





pose, conducted directly by global market researcher Ipsos in an eight-week survey period from September to October 2023 across 62 media channels throughout Malaysia.

The respondents would rate the brands based on a number of criteria, such as familiarity, experience, impression, intent to purchase, forced choice of brand and the brands they would want to recommend to their loved ones

These were then collated by Ipsos, compiled and presented to the board of governors consisting of the Matrade chief executive officer, the 4As honorary life president, heads of various media groups, and advertiser associations.







Star Media Group senior general manager of product Chung Eng Lee (fourth from left) and team clinched a bronze for the Majoriti 7 brand in the Media and Networks

Course

Gine

Giort

Bronze winner in the Beverage - Alcohol category, the Skol brand was represented by Carlsberg Malaysia senior brand manager Adrian Loo and his team.

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 appliance es; personal care; property; retail; restaurants and fast food; transportation, travel and tour-

ism; 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.

Jobstreet regional country marketing head Kenny Tang (fifth from left) and his team won gold in the e-Commerce





Tropicana Corporation marketing and sales managing director Ixora Ang (middle in green) and her team won gold in the Property category.



ParkCity Group, with group marketing director Karen Tan (holding award) and her team, won silver in the Property category.

category.



Bank Islam Malaysia Berhad group chief operating officer Mohamed Iran Moriff holding the gold award for Banking. Investment and Insurance category.

THANKYOU MATRADE

For supporting the Putra Brand Awards and the Putra Aria Brand Awards, reinforcing our commitment to brand excellence.



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– The People's Choice —

2023

THE STAR, THURSDAY 29 FEBRUARY 2024

Organised By:



Brand Champion Partner:

