

# StarSpecial

THE STAR, SATURDAY 25 FEBRUARY 2023

PUTRA BRAND AWARDS 2022

## The power to sell a dream

Consumer behaviour changes and global upheavals notwithstanding, the fundamentals of the advertising industry remain unchanged – the ability to tell a good story, the power to sell a dream.

The 13th edition of the Putra Brand Awards in 2022 saw the introduction of the brand-new Putra Aria Brand Awards for outstanding achievements in brand-building and marketing.

- > P2-59 Putra Brand Awards 2022
- > P60-80 Putra Aria Brand Awards 2022



PUTRA  
BRAND AWARDS  
2022

Organised by



In collaboration with



Brand Champion Partner



Co-sponsor



Supported by



Partners



# Selection criteria

THE Putra Brand Awards 2022 and the Putra Aria Brand Awards 2022 utilised a robust consumer research methodology, originally developed by IQ LeanLab, to engage with a minimum of 6,000 consumers in Malaysia to determine the nation's favourite brands within multiple categories.

In 2022, more than 25,000 responses were received over an eight-week-long survey period from end-September to mid-November – for each award – from consumers who responded to “invitation-to-participate” advertisements that were published on 60 websites.

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.

## People's choice

Acknowledged as the People's Choice Awards, the 13th edition of the Putra Brand Awards in 2022, as well as the inaugural Putra Aria Brand Awards 2022, were organised by the Association of Accredited Advertising Agents Malaysia (4As) in collaboration with Star Media Group.

4As launched the Putra Brand Awards in 2010 in association with Malaysia's Most Valuable Brands.

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.

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.

# Putra Brand Awards 2022 board of governors



## Datuk Mohd Mustafa Abdul Aziz (Chairman)

Chief Executive Officer  
Malaysia External Trade Development Corporation (MATRADE)

## Tan Sri Datuk Vincent Lee

Honorary Life President  
Association of Accredited Advertising Agents Malaysia (4As)

## Andrew Lee

President  
Association of Accredited Advertising Agents Malaysia (4As)

## Datuk Johnny Mun (Organising Chairman)

Senior Advisor and Council Member  
Association of Accredited Advertising Agents Malaysia (4As)

## Henry Tan

Advisor  
Astro Malaysia Holdings Bhd

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Publisher and Group CEO  
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President  
Malaysian Digital Association (MDA)

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President  
Media Specialists Association (MSA)

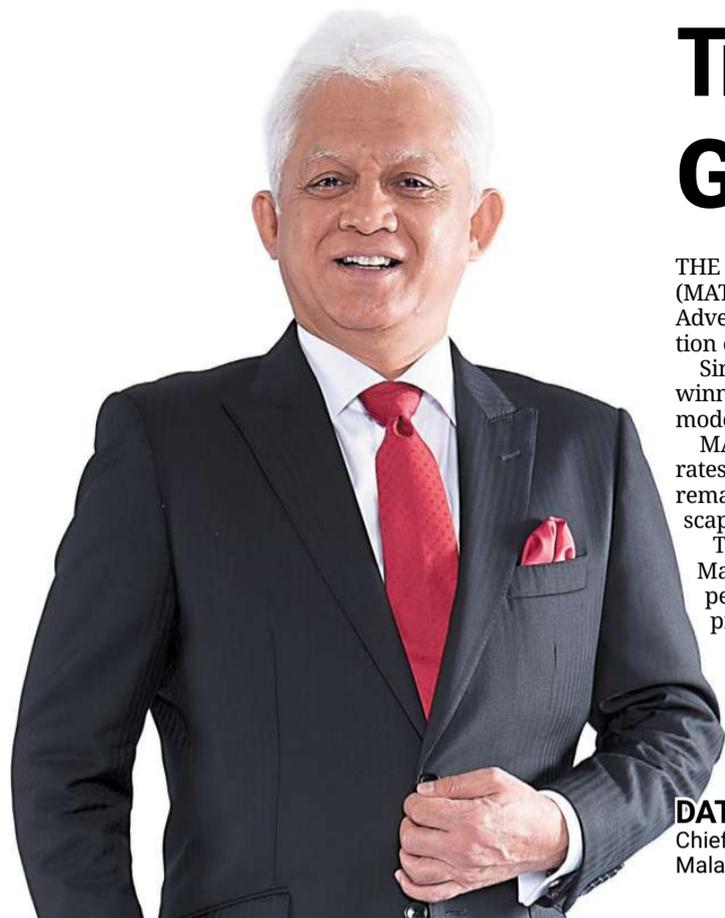
## Alex Yeow

Group CEO  
Star Media Group Berhad

## Adam Ong

Executive Director  
Sun Media Corporation Sdn Bhd

CATEGORIES	PLATINUM	GOLD	SILVER	BRONZE
Apparel and Accessories	Uniqlo	Adidas	H&M	Swatch
Automotive	Toyota	Honda	BMW, Mercedes, Perodua	Proton
Automotive (Fuel, Lubricants and Accessories)	Shell	Petronas, Michelin	Petron	Goodyear, Ambi Pur
Banking, Investment and Insurance	Maybank	Amanah Saham Nasional, VISA	Public Bank, RHB	Bank Islam
Beverage (Alcoholic)	Carlsberg	Heineken, Tiger Beer	Somersby, Kronenbourg 1664	Guinness, Connor's, Asahi
Beverage (Non-alcoholic)	100PLUS	BOH	Horlicks	Milo, Nescafe, Spritzer
Beverage (Dairy)	Farm Fresh	Dutch Lady, Vitagen, Yakult	Fernleaf, Anlene	Nestle Omega
Cameras, IT, Office and Business Equipment	Samsung	Panasonic	Canon, Huawei	Dell, Faber-Castell
Communication Devices	Samsung	Huawei	Xiaomi	OPPO, Vivo
Communication Networks	Maxis Communications	Astro Fibre	Celcom, Digi Telecommunications, TM	Hotlink, TIME dotCom
e-Commerce	Touch 'n Go	Grab, Shopee	Lazada, foodpanda	GO Shop
Education and Learning	Sunway Education Group	Multimedia University, Monash University	UNITAR International University	Universiti Teknologi PETRONAS
Entertainment	Golden Screen Cinemas	TGV Cinemas	MST Golf	Sunway Lagoon
Foodstuff	Gardenia	Cadbury, Chipsmore	Magnum Ice Cream, KitKat, Maggi	Nestle Ice Cream, Wall's
Health	Panadol	Dettol, Hurix's	Strepsils, Vicks	Gaviscon, Scotts, ENO
Household Products	Sunlight	Top, Febreze	Breeze, Lifebuoy	Ambi Pur, Softlan
Home Improvement Products and Stores	Ikea	Energizer	Nippon Paint, Bosch	Jotun
Media and Entertainment	Astro	Hitz FM	Era FM	The Star, TV3, Harian Metro
Personal, Household and Outdoor Appliances	Panasonic	Samsung	Sharp, Philips	Daikin, Coway, Cuckoo
Personal Care	Nivea	Lifebuoy	Head & Shoulders	Gillette, Sunsilk
Property Development	Sime Darby Property	UEM Sunrise	IJM Land	Sunway Property, SP Setia
Retail	Watsons	7-Eleven	Econsave	Ikea, AEON
Retail (Restaurants and Fast Food)	McDonald's	KFC, Texas Chicken	Starbucks, Subway	Nando's, Pizza Hut, Domino's Pizza
Transportation, Travel and Tourism	Premium Outlets	Grab	Malaysia Airlines, Malaysia Airports, PLUS	AirAsia, Tourism Malaysia



# Transforming brands into GLOBAL CHAMPIONS



THE Malaysia External Trade Development Corporation (MATRADE) is proud to support the Association of Accredited Advertising Agents Malaysia (4As) in organising the 13th edition of the Putra Brand Awards.

Since its launch in 2010, we have witnessed the award winners soar in the international market and become role models for others.

MATRADE, as the brand champion partner, commemorates the business owners who valiantly push their limits to remain competitive in the ever-challenging business landscape.

The high spirit of entrepreneurship and tenacity of the Malaysian and foreign brand owners have certainly propelled our economy in the upward trajectory, underpinned by innovation.

With the newly launched Putra Aria Brand Awards, we also recognise brand building efforts across all segments, and hope it will motivate more companies to continue expanding their brand presence in the international arena.

## DATUK MOHD MUSTAFA ABDUL AZIZ

Chief Executive Officer  
Malaysia External Trade Development Corporation (MATRADE)

As the national trade promotion organisation, MATRADE's raison d'être is driven by our three main export agendas – digitalisation, sustainability and the National Trade Blueprint (NTBp).

We strive to ensure that Malaysian exporters – irrespective whether they are large or micro, small and medium enterprises (MSMEs) – are able to penetrate and remain competitive in the international market, as well as transform Malaysian brands into global champions through various exporter development and export promotion programmes.

For 2023, MATRADE has devised a number of high-value export programmes, and we invite more Malaysian companies especially export-ready exporters to be part of this transformation. Follow us on social media and register as a MATRADE member at [www.matrade.gov.my](http://www.matrade.gov.my) to get more updated information.

On behalf of MATRADE, I would like to congratulate winners of the Putra Brand Awards and Putra Aria Brand Awards for their outstanding achievements and I hope this will inspire others to emulate their success.



# Winning over CONSUMERS' LOYALTY

WELCOME to the 13th edition of the Putra Brand Awards.

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

Which brands are the ones that consumers connect with?

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

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

The past year has demonstrated that brands which have continued to pursue and stay committed to a strong advertising presence are also the ones that have reaped the rewards in a climate of economic recovery.

Consumer behaviour has changed significantly in the last few years, and will continue to evolve with seemingly unending global upheavals.

Nevertheless, the fundamentals of our industry remain unchanged as ever – the ability to tell a good story, the power to sell a dream.

The Putra Brand Awards reflect the 4As' belief that in a world of product parity, the last unfair advantage a brand can have is the power of a high value idea.

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

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

## ANDREW LEE

President  
Association of Accredited Advertising Agents Malaysia (4As)



# Introducing the PUTRA ARIA BRAND AWARDS



THE theme for the Putra Brand Awards 2022 – “the great brand revival” – is most apt as we creep out of the challenging past two years.

In the aftermath of the pandemic lockdowns, 2022 has been a bag of mixed fortunes for the Malaysian economy.

While there were semblances of recovery in some industries like retail, tourism and hospitality, there were also many businesses that succumbed to the toll inflicted by the effects of the lockdowns.

In spite of it all, the Putra Brand Awards salute all winners for their resolve and steadfast belief in continuously investing in nurturing their brands to remain top of consumers' minds. Their success is manifested through this persistency.

For the Putra Brand Awards 2022, the 4As has also taken the bold initiative to introduce a new award – the Putra Aria

Brand Awards.

The Putra Aria Brand Awards, an extension of the Putra Brand Awards, recognises the top 15 brands of each category that are included in the same consumer survey in over 60 participating media platforms.

Winners were determined and separated by percentiles. It is still a jealously guarded “money cannot buy” recognition awarded only by the people.

On behalf of the board of governors, the 4As and the organising committee, my heartiest congratulations to all winners in both awards.

It is most certainly an arduous journey to the top but I am confident that marketers will strive hard to remain there.

Best wishes to all for the year ahead and see you at next year's shows.

## DATUK JOHNNY MUN

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

# When customer experience is paramount



**SIME DARBY PROPERTY MARKETING TEAM**  
PUTRA MARKETER OF THE YEAR 2022



The Sime Darby Property marketing team was voted Putra Marketer of the Year 2022.

SIME Darby Property continues its winning streak at the Putra Brand Awards.

The developer clinched its first Putra Marketer of the Year award in 2022 for outstanding excellence in marketing that encompasses messaging, advertising strategy and implementation across campaign activities – all of which reflects its calibre in leveraging strategic innovation and creativity to elevate the Sime Darby Property brand.

It also bagged platinum in the Property Development category of the Putra Brand Awards 2022.

Sime Darby Property group managing director Datuk Azmir Merican attributes the achievements to the company's commitment and ability to deliver quality, innovative and sustainable products over the last 50 years.

"We are truly grateful to all our customers, staff and partners for their support.

"We strive to remain an innovative and evolving force in the property industry by staying in tune with our customers' needs and behaviours, maintaining strong digital presence, and delivering products that pave the way for sustainable and holistic living," he says.

Sime Darby Property had undergone a successful digital transformation, intensifying its digital

marketing and online campaigns to continue engaging with its customers from various locations and providing them with a full end-to-end digital and online sales experience.

"Digital and traditional assets were optimised. Successful campaigns that focused on the gift of gratitude were created," says Azmir.

He highlights that the company stays relevant by constantly listening to customers, providing long-lasting experiences, and offering the best value in return.

"We believe brand loyalty stays strong when there is constant engagement and initiatives that bind communities together.

"We will achieve this through our purpose – to be a value multi-

plier for people, businesses, economies, and the planet."

Moving forward, Sime Darby Property will continue to implement customer-centric initiatives across its townships while branching out further into the industrial sector by offering industrial and commercial products that also serve as all-in-one solutions for customers' future

growth and expansion.

"While we remain steadfast in providing award-winning products, creating memorable customer experiences are paramount at this juncture.

"From the home buying to the home living experience, we strive to delight customers in every step of their journey with us," says Azmir.

# Trust is key to consumers' heart



**MR DIY**  
PUTRA MOST ENTERPRISING BRAND OF THE YEAR 2022



responsibility initiatives.

The secret to MR DIY's success in creating a long-lasting brand recognised by all Malaysians stems from four aspects.

"They include our range of more than 18,000 products, our network of 1,080 stores at convenient locations nationwide, the welcoming stores that make shopping an enjoyable experience, and our promise of 'always low prices,'" says Goh.

He adds that MR DIY consistently looks for ways to create innovative

retail experiences.

"MR DIY Express takes our retail concept to smaller towns and high density spaces, while our super-stores MR DIY PLUS carry a wider range of more than 20,000 products, with fun and interactive spaces for shoppers to enjoy learning experiences."

Winning the award, says Goh, acknowledges that MR DIY is working effectively and successfully to garner loyalty from customers who are constantly seeking good-quality

everyday essentials – from tools, household furnishings, car accessories to cleaning equipment – for their home and office.

"Winning the Putra Most Enterprising Brand of the Year 2022 title helps us grow market share.

"It provides a strong impetus to us and our 16,500 employees nationwide to strive harder to keep our customers happy, keep prices low, become more accessible to the people, offer products customers need, and impact communities posi-

tively," says Goh. He adds that MR DIY uses strict data discipline to keep track of customers' changing preferences while keeping strategies in place. He cites an example whereby MR DIY was one of the first retailers to prepare a steady supply of personal protective items during the peak of the Covid-19 pandemic – offering lower-priced test kits. "As eco-friendly principles become more prevalent, we have introduced reusable bags at all our stores and increased our range of eco-friendly products. "We target to increase our eco-products sales mix by up to 10% by 2030 to further strengthen our commitment to sustainable practices."

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"As eco-friendly principles become more prevalent, we have introduced reusable bags at all our stores and increased our range of eco-friendly products.

"We target to increase our eco-products sales mix by up to 10% by 2030 to further strengthen our commitment to sustainable practices."

MR DIY's current focus is to help Malaysians navigate rising prices, scarcity of goods, and tighter wallets – by providing wallet-friendly everyday essentials via promotions, partnerships and programmes that offer the greatest value to customers.

Goh says it is the company's responsibility to set benchmarks in sustainable principles and practices across all areas of operations to ensure a sustainable business, as well as ensure the welfare of its 16,500 employees.

"Our vision is to build a sustainable business that positively impacts people's lives and become an integral part of the communities we operate in," he concludes.



**SUNWAY®**

PUTRA BRAND OF THE YEAR 2022

# Conglomerate with a conscience

SUNWAY Group dominated the Putra Brand Awards 2022, sweeping five accolades.

Sunway Education Group bagged the top platinum award in the Education and Learning category, Sunway Property won bronze in Property Development, and Sunway Lagoon also won bronze in Entertainment.

Sunway Group founder and chairman Tan Sri Dr Jeffrey Cheah received the coveted Putra Personality of the Year award.

And most importantly, the people have chosen Sunway as the Putra Brand of the Year 2022.

These awards exemplify Sunway Group's continuous product innovation and commitment to brand-building via communication, anchored by a strong sense of corporate social responsibility in line with the 17 UN Sustainable Development Goals (SDGs).

Humbled by the win, Cheah credits Sunway's success to the hard work, dedication and resilience of the "Sunway family", committed stakeholders, and Malaysian communities for shaping the group into a trusted brand that stood the test of time.

He also attributes Sunway's success to the adoption of three core values – integrity, humility and excellence.

"Upholding these core values will continue to keep us on the right track in decades to come, particularly in times of crises.

"The principles of sustainability were also embraced across our decision-making processes and business practices," says Cheah who is looking to celebrate Sunway's 50th anniversary in 2024 as a testament to the group's sustainability strategy.

He says that Sunway remains deeply committed in advancing the



Sunway City at dusk, with Sunway Lagoon in the foreground. Sunway City Kuala Lumpur which has more than 11,000 residential and commercial units is the country's first fully-integrated green township as certified by Green Building Index (GBI), and a low carbon city as certified by the Malaysian Institute of Planners.

sustainable development agenda in line with the group's vision to become Asia's model corporation in sustainable development, innovating to enrich lives for a better tomorrow.

"We strongly believe that sustainability and profitability can go hand in hand, and one can do well by doing good.

"Thus, we've fully embraced the 17 SDGs, integrating them with

clear, compelling ESG targets as part of our corporate strategy and social responsibility in driving the group's long-term success and commitment to nation-building.

"We pursue this mission through various avenues at Sunway and all of our affiliated entities, be it commercial enterprises, philanthropic endeavours and collaborative partnerships with world-renowned institutions," he says.

He adds that Sunway has pledged its commitment to achieve net zero carbon emissions as a group by 2050, with an interim target in 2030.

Cheah calls upon the public and private sector, academia, civil society and the people to join Sunway as responsible stewards of the planet and promote socio-economic goals to build a sustainable future, as such effort requires the commitment of all elements of society.

"Sunway Group as well as our Jeffrey Cheah Foundation have committed to the concept of sustainable development right from their founding, and are dedicated to nation-building and giving back to society in an impactful manner.

"I hope that what we are doing here will encourage others to step forward to make a lasting change for the betterment of our nation and the planet at large," he says.

## Perseverance pays

**TAN SRI DR JEFFREY CHEAH**

PUTRA PERSONALITY OF THE YEAR 2022

SUNWAY Group founder and chairman Tan Sri Dr Jeffrey Cheah had been on the brink of bankruptcy – twice.

Banks rejected his application for a loan and even his friends thought he was deranged when he shared his vision to build Sunway City Kuala Lumpur.

However, he persevered with a competent, dedicated team and turned his vision into a massive success.

The Sunway brand has grown into one of the largest Malaysian conglomerates operating across 50 locations worldwide since its inception in 1974.

However, Cheah is not one to rest on his laurels.

He is determined to make an even bigger mark in Sunway's ongoing nation-building mission and create a more progressive, inclusive and sustainable future for all within the next 10 years.

"I envision Sunway to be Asia's model corporation in sustainable development, innovating to enrich lives for a better tomorrow.

"That is why Sunway embraced the 17 UN Sustainable Development Goals, which chart a holistic and comprehensive path to help build a sustainable future for an ailing planet and its people."

An educationist at heart, he says Sunway University aspires to be in

the global top 100 universities and hopefully, one day become the "Harvard or Cambridge of the East".

"This may not happen in my lifetime, but I am putting in place the groundwork to enable those who follow me to realise this vision," says Cheah, the recipient of the Putra Brand Personality Award 2022 which celebrates him as an outstanding individual with creativity, perseverance and persuasion.

Cheah's win follows his lifelong commitment to advancing the nation through education; building a more progressive, sustainable and inclusive future for all; philanthropy work; and, his deftness in running one of South-East Asia's leading conglomerates.

He attributes his win to good character and adoption of good values, alongside knowledge and expertise.

"Integrity, humility and excellence – these three core values have helped Sunway to be ranked among the top three companies across all the sectors we are involved in.

"They have also guided me, not only in my professional career, but in my personal life as well."

A strong believer and upholder of his motto "to inspire before I expire", Cheah stresses that a corporation must define a purpose beyond profits if it is to make an impactful difference in the commu-

nity, society and the world.

"My overarching principle in doing business is that we must benefit society. We will not go into businesses which cause harm to people."

He shares that he may be the only businessman to have turned down highly lucrative offers from foreign governments to set up casino resorts.

"I believe gambling and smoking are two evils that kill people and destroy families, which is why I campaigned hard since 2013 to make Sunway City Kuala Lumpur a smoke-free city," says Cheah.

Noting that Sunway's CSR commitment and projects are focused on helping the marginalised and often forgotten segments of society, he says the belief that no one should be left behind is a fundamental reason why Sunway is deeply committed towards advancing the SDGs agenda.

"The success and growth of Sunway enabled me to set up the Jeffrey Cheah Foundation dedicated to nation-building and giving back to society in an impactful manner."

Cheah hopes that the work of Sunway Group and the Jeffrey Cheah Foundation would be able to inspire others to join in on the mission to build a more progressive, sustainable and inclusive future for all.



"My overarching principle in doing business is that we must benefit society. We will not go into businesses which cause harm to people," says Tan Sri Dr Jeffrey Cheah.

## PLATINUM WINNERS



**SEOW LEE MING**  
General Manager Mobility Malaysia  
Shell

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The year 2022 was challenging, but we continued to enhance our customers' journey.

We introduced the Shell Recharge High Performing Charges (HPC), solarised 268 of our Shell stations, ran the Shell Motorsport Collectible campaign and welcomed our new Shell Café.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

**you have adopted.**

We collaborated with Touch 'n Go to launch RFID fuelling at 180 sites nationwide, where payment is auto deducted from one's Touch 'n Go eWallet.

This provides a seamless experience of fuelling for customers, one that is cashless, contactless and convenient.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Shell has a target of becoming a Net Zero Emissions energy business by 2050. We are

providing low-carbon energy solutions through our first carbon neutral engine oils and our partnership with ParkEasy to expand our EV footprint nationwide.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our focus will always be our customers. We will continue to strengthen our core services, by ensuring that our products and services are always of higher quality, more advanced and with cleaner energy solutions to cater to our customers' needs.

## SUNWAY EDUCATION GROUP



**PROF DATUK DR ELIZABETH LEE**  
Chief Executive Officer  
Sunway Education Group

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Ranked as one of the top private institutions in Malaysia, SEG has been leveraging long-term relationships and sealing partnerships with the world's leading institutions. The iconic partnership with top-ranked British uni Lancaster University offers students two degrees for the price of one.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The pandemic was a catalyst and accelera-

tor to the adoption of digitalisation in our industry. Earlier digital initiatives were fast-tracked and adopted without hesitation to facilitate and enhance the teaching-learning experience.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

SEG is fully committed to advancing planetary health and sustainable solutions. We proudly developed #CampusWithAConscience to encourage our students to contribute back to the society and are the proud hosts of the Jeffrey Sachs

Centre on Sustainable Development and the UN Sustainable Development Solutions Network.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

The Sunway community always comes together to ride out tough times.

With the Jeffrey Cheah Foundation, we will continue to provide support to the educational endeavours of all – RM618mil and counting.

Recession is a cycle, and we will do our best.

## SAMSUNG



**ELAINE SOH**  
Chief Marketing Officer  
Samsung Malaysia Electronics Sdn Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Over the year, Samsung has been positioning itself as an authentic and relevant brand by strengthening emotional connections, brand purpose and brand distinctiveness. We have been expanding the premium segment through our Galaxy S series, particularly the Ultra range, as well as the Galaxy Z series.

We resonate with the Generation MZ market, where there is a strong trend for content creation, with our superior camera, especially the Nightography feature, and high-quality performance. We have also been democratising Galaxy innovations through our most affordable Galaxy A series.

Meanwhile, we have accelerated the premium consumer electronics segment through our Neo QLED and Bespoke Jet range. At the same time, we are championing new sustainable experiences and technologies through our environmental strategy, announced in September 2022, to create a better, healthier planet for all.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

As a tech company, Samsung is at the forefront of digital adoption, including accelerating the digitalisation of businesses in the country. As Malaysians shifted to working and learning from home, we delivered enterprise products and services that enable people to continue working seamlessly, as well



as to stay connected with loved ones. We participated in the PerantiSiswa Keluarga Malaysia initiative where the Galaxy Tab A8 were distributed to the B40 community.

Throughout the pandemic, we were able to maintain business continuity. We increased digital activations and expanded our online channels.

We continued to support our customers 24/7, from whenever and wherever, through chat channels. Our own people remained agile as we adopted work-from-anywhere policies and equipped them with productivity tools.

Samsung recorded significant adoption of foldables as enterprise demand doubled between Jan-Oct 2022, driven by the need for multitasking on a large screen and powerful app optimisations.

Our partnership with Google and Microsoft strengthens users' connected experience, while we also elevated user security and privacy through Samsung Knox.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Environmental, social and corporate governance (ESG) is more relevant than ever to Samsung's sustainability goals.

Our new environmental strategy aims to achieve enterprise-wide net zero emissions by 2050, expand use of renewable energy, and strategic investments in new sustainable technologies, to create a better, healthier planet for all.

For example, we are repurposing discarded fishing nets for Galaxy devices.

We are empowering consumers to save energy through SmartThings and create a sustainable future by simply using Samsung's eco-conscious products.

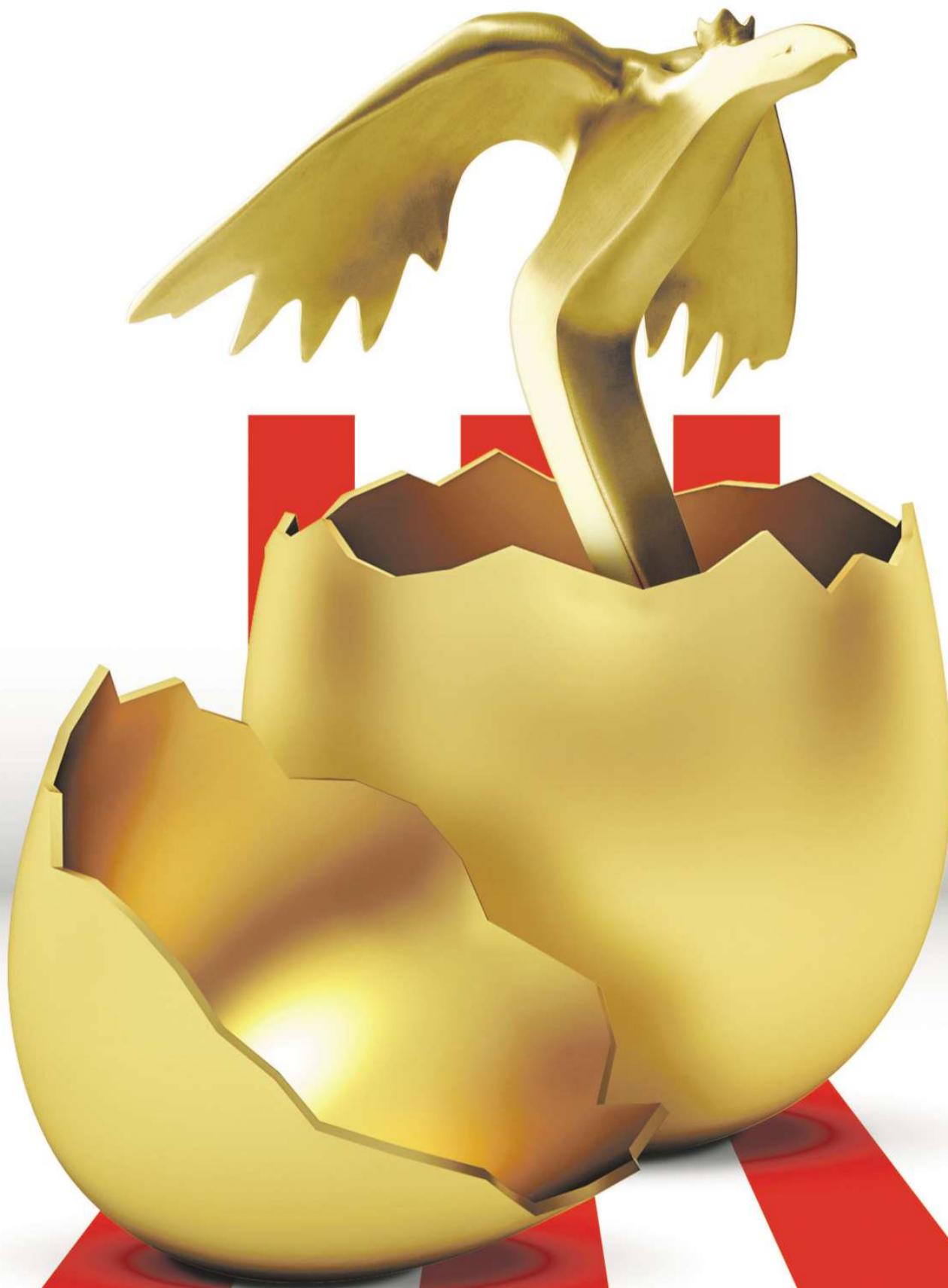
In addition, we are participating in sustainable business management partnerships with other stakeholders, such as the Asia Clean Energy Coalition (ACEC), Semiconductor Climate Consortium (SCC) and RE100.

With the unique size and complexity of our business, we believe that our size and scale means that our ongoing investments in environmental health have an opportunity to make significant impact.

**\* Samsung won two Putra Brand Platinum awards. One in the Cameras, IT and Office & Business Equipment category and another in the Communication Devices category. The brand also clinched the Putra Brand Gold Award under the Personal, Household & Outdoor Appliances category.**

# WHAT AN IM-PECK-ABLE WINNING STREAK!

For our 8th year in a row, we dedicate this gold win to all the KFC lovers out there. Without you, there would be no us. So, thank you and let's keep the finger lickin' good times coming.



Franchise holder:  
QSR Brands (M) Holdings Bhd.  
(No. 1098054-H)

## PLATINUM WINNERS



**KOH MEI LEE**  
Chief Executive Officer  
Golden Screen Cinemas

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The year 2022 was a positive year for our recovery with blockbusters, and audiences coming back in full-force. To reignite and fuel customer excitement, we focused on building the big screen experience with new and innovative cinematic experiences like our BIG premium large format screens, merchandise, a wider range of fresh F&B offerings, ready-to-eat (RTE) snacks from Happy Food Co, as well as events for the whole family such as the GSC x Air Selangor Hydro Run, aimed at bringing movie enthusiasts together whilst encouraging a healthy lifestyle.

On top of that, the post-pandemic era has spurred increased demand for plush and luxurious experiences at our ultra-luxurious boutique cinema, Aurum Theatre, with moviegoers now seeking fulfilling end-to-end experiences. This year, 2023, marks an exciting year ahead for us, as we will be opening more theatres, launching new cinema experiences, and introducing new brands and intellectual properties (IP) for movie lovers of all ages.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The pandemic was a driving force for us

to accelerate our digital initiatives to reach and engage with customers at home. In 2020, we launched our online e-commerce platform, Keepsake, to sell merchandise during our closures, which included our very own range of #GSCAdmin products.

When we reopened, we digitalised our concessions to enable customers to purchase them online for a seamless and contactless experience. Leveraging on data, we introduced a brand-new loyalty platform, built onto our existing GSC Mobile App. GSC Rewards is our cinema membership, designed to incentivise and reward customer loyalty, as well as deliver a more personalised experience to customers.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

GSC is committed to operating sustainably across our cinemas. Our company's business direction is guided by the ESG principles to ensure that we are accountable in our goal of reducing our GHG emissions, water footprint, and making a positive impact on the community.

As part of our efforts in contributing towards a sustainable environment, we have reduced the use of plastics by opting for biodegradable packaging. We are also in the midst of further automating our operations

for greater efficiency as well as to reduce electricity and water consumption.

Year-on-year, we have undertaken efforts to engage with the communities which we operate in, championing causes close to our hearts such as autism and mental health awareness, and growing the arts and culture scene in Malaysia.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Bringing joy through innovative movie experiences and being able to readily adapt in an ever-changing consumer landscape are core tenets of our business. Listening to the needs of our customers is key to ensuring that we are constantly in tune with their needs.

We continuously strive to push the boundaries of what we can achieve, by elevating our experiences to offer exciting, differentiated, and valuable products and services.

Through efficient cashflow management and offering attractive best value promotions for moviegoers, we aim to provide a fulfilling end-to-end movie experience at an affordable price to consumers.

We regularly engage with our fans and followers on digital and social media platforms to strengthen our brand affinity and effectively build brand love, trust and reliability.



**CARYN LOH**  
Managing Director  
Watsons Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 has been a good year with the relaxation of the movement control order and since the reopening of the borders, we have seen changes in the traffic where consumers are back to the stores.

With our one-of-a-kind services ranging from integration between in-store and online (O+O) retail models and a wide network of more than 650 stores nationwide, we see this as an opportunity to serve our customers better in-store and online.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Besides strengthening our O+O business model to provide additional choices for customers to browse and shop anytime and

anywhere, we have also launched multiple enhancements to the business. Customers are encouraged to download Watsons MY App to enjoy great discounts and deals.

Additionally, we launched the Virtual Health Consultation last year where customers can use our Mobile App to consult with e-doctors and e-pharmacists, and get an instant e-prescription for medication to be dispensed and collected at selected stores.

On top of that, we introduced Express Delivery where customers can now purchase via the Watsons App and get the orders delivered to their doorstep in less than four hours on the same day\*.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Watsons is constantly building and improving our brand presence to be relevant

in the market and in our workforce to grow opportunities.

In line with ESG goals, we have adopted The Green Stores Global Framework where we are progressively looking into transforming retail towards lower environmental impact.

We recently launched Watsons Malaysia first green store which we aim to optimise retail operations to make a positive impact and a more sustainable future.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We expect that 2023 will be greater and more positive with many nations reopening their borders and opportunities in tourist surge. We shall remain relevant and work towards meeting our customers' needs better.



**ALAN NI**  
Chief Executive Officer  
TNG Digital Sdn Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

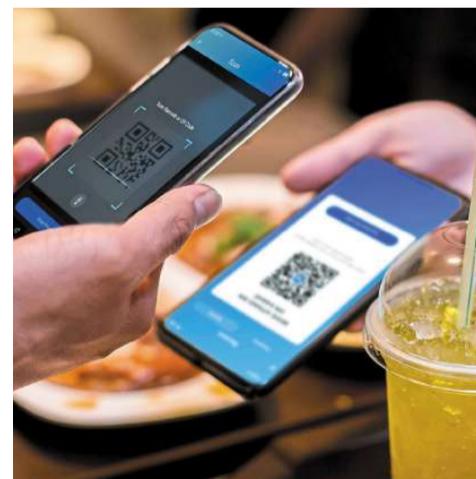
2022 has been a strong year for TNG Digital, both in terms of business growth and brand building. Our GTV (Growth Transaction Value) and revenue have more than doubled in 2022. Branding-wise, our users have built a strong branding image of TNG Digital being a convenient, safe, and socially responsible player.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The pandemic has indeed accelerated the digitalisation journey and TNG Digital is proud of the various innovations we brought to market: GO+ becomes the first eWallet that can make money in eWallet generating returns for our users while maintaining full fungibility; merchant digital self-onboarding drastically increased to 80%+ of our new merchants' onboarding etc

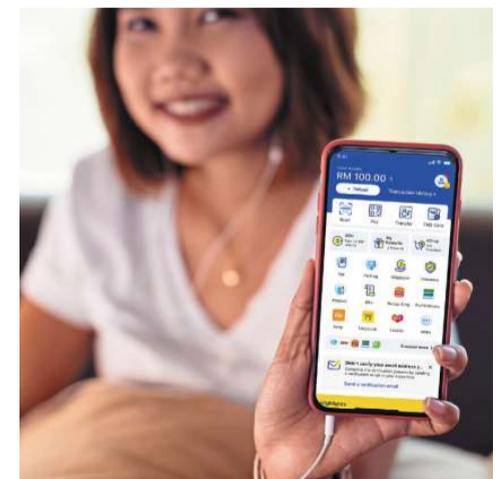
**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Very much so. We worked with United



Voice to have specially designed Touch 'n Go near-field-communication (NFC) cards; With Yayasan Hijau Malaysia, TNG Digital has launched "Mission GreenPossible" and collected more than RM600K donations so far; and most recently, we launched the FIRST ESG theme Visa card and donate RM2 to United Voice for every Visa card we issue.

**Analysts predict that the world economy is headed for a recession in 2023. What**



**strategies has your business put in place to ride out a recession?**

Recession is both a challenge and an opportunity. In the end, whichever business can bring convenience and value to its users will survive and thrive.

And that's the reason why TNG Digital always puts maximum focus on improving our product & services. We believe that's the best way to manage our business, no matter if it is a recession or a booming period.

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Artist's Impression

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Artist's Impression

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## PLATINUM WINNERS



**STEFANO CLINI**  
Managing Director  
Carlsberg Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

With the shift to endemic and reopening of borders, Carlsberg understood that consumers are starving for engagement and fresh experiences after being in pandemic for over two years. The brand accelerated its plans to give consumers the on-ground experience they seek. In 2022, Carlsberg had set out to give the best experiences for our consumers with activation such as the money can't buy dining experience by Chef Mano – a Malaysian Michelin Chef, the Legendary Liverpool FC Viewing Party, and the Cheers to the Fans Football Viewing party in conjunction with football season in December 2022. Consumers are also reverting to their pre-pandemic consumption patterns, from home consumption to on-premises. Carlsberg continues to work closely with outlet owners to ensure the best possible experience for their customers.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The digital platform is a critical building block, not only for the brand but also the



entire business. Since the start of pandemic, Carlsberg has been working closely with multiple e-commerce customers to ensure our consumers are able to get their hands on their favourite beer. On top of that, Carlsberg has invested significantly to increase its digital presence by focusing on digital media, collaboration with social influencers and dialling up on digital content to keep consumers engaged.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

At Carlsberg, we believe in brewing for a better today and tomorrow. We launched our ESG programme, “Together Towards Zero And Beyond (TTZAB)”, which is in line with Malaysia's Net Zero Emissions ambition by 2050, and the 12th Malaysia Plan: Advancing Sustainability by 2025. We share our founder's passion for brewing and their resolve of doing better today and taking care of tomorrow. This purpose guides us in our doing to enable consumers to enjoy a great beer whilst leaving the smallest carbon footprint possible.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

At Carlsberg, we are always keeping a close watch on the market and economic trends. We regularly reassess our plans to ensure we stay ahead of the curve. Value management also is one of our key levers, but our priority will always be our consumers as we continue to reinvest into the brand to give them the best experience possible.



LifeWear



**DAWN CHOW**  
Marketing Director  
Uniqlo Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

It was a year of re-connecting with our customers back in the stores again. To welcome our customers, we introduced various in-store and online campaigns so they could shop for their favourite LifeWear pieces.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We introduced our Uniqlo app in 2018, and implemented convenient shopping experience programmes for customers. We also

launched the StyleHint mobile app in 2022 which provides shoppers with an easier and more interactive way to discover our LifeWear products.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

At Uniqlo, we are committed to make meaningful social contributions, respect diversity and collaborate with a wide range of stakeholders.

Through our People with Disability (PWD) Employment programme, we aim to hire one PWD in each store nationwide. We are also

committed to environmental sustainability through our RE: Uniqlo programme to foster more sustainable ideas about clothing in the community.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

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 offering novel shopping experiences. We also provide programmes for employees to progress with us.



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

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

During the height of the pandemic, we proved the resilience of our brand – moving ahead with our new farm in Taiping, Perak and agro-tourism park at UPM in Selangor, upgrades to production facilities in Muadzam Shah, Pahang and Larkin, Johor, launching a range of new SKUs and expanding our multi-channel distribution network. Our investment on our Taiping farm and processing plant, for example, has brought us closer to customers in the northern states of Peninsular Malaysia. From a brand extension perspective, we also completed the planned development of our UPM farm into a full-fledged domestic tourist attraction – Farm Fresh@UPM – that educates the public on dairy farming and showcases our sustainability efforts on farm operations.

Two key SKUs were launched in the second half of 2022 – Farm Fresh Grow and Yarra by Farm Fresh. Farm Fresh Grow, launched in September, captures an unmet need in the market for fortified growing up milk for young children after weaning. Yarra by Farm Fresh, launched in November, aims to capture the more price sensitive segment of the ambient category, with a better formulation.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We acknowledge that digitalisation has changed the landscape with the rise of e-commerce and digital transformation tak-



ing place during the height of the Covid-19 pandemic. Companies invested heavily to ensure they had meaningful presence in the digital space. Now in the endemic phase, more consumers are seen returning to shopping malls and travelling too, which has resulted in a dip in e-commerce transactions.

Nevertheless, to remain competitive, Farm Fresh will be strengthening and investing in better digital capabilities and expansion to social commerce and e-commerce channels.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

ESG principles are fundamental to our business operations. Farm Fresh aims to be a successful business both financially as well being a leader in promoting sustainable business practices, therefore we always incorporate sustainability into our business strategies to create value and drive impact in the long term.

Our ESG efforts are anchored on three focus areas – Quality Dairy, Stronger Communities and Healthier Planet. Quality Dairy ensures our products are free from preservatives, artificial colouring and flavouring, and hidden sugars. Stronger Communities helps us focus on our responsibility to provide sustainable employment opportunities and empower people through skills development and education programmes, and develop new micro entrepreneurs nationwide. Lastly with Healthier Planet, we are aware that with a large land footprint of 5,416 acres, it is vital that we adopt circular farming practices to minimise external and unnatural inputs to reduce waste and nourish the land upon which we produce.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

I strongly believe that the steps that we have taken in 2022, including the launch of our new products, as well as investments in our farms, processing facilities and distribution network will put us in good stead for 2023. However, it is our brand equity – built over the years premised on producing pure, fresh, and healthy dairy products as nature intended – that is the single most important factor to propel us within the competitive market that we operate in. And it is this, combined with the culture of innovation that allows us to launch innovative products that follows our ethos of pure natural dairy, that will make us resilient through any recessionary environment.

HALEON



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PLATINUM Trust**



**8** consecutive years of **WINNING**

**9 OUT OF 10 MALAYSIANS TRUST PANADOL\***

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\* GSK Consumer HC Pte. Ltd claim based on research conducted by NielsenIQ, from 02 June - 13 June 2022, among 500 local citizens aged 18-55 years old, main decision maker for oral analgesics, experienced pain symptoms in the past 3 months, aware of Panadol and purchased any brands of oral analgesics in the past 6 months.

**PLATINUM WINNERS**



**EUAN SMITH**  
Group Chief Executive Officer  
Astro

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year saw the launch of Astro Fibre, Addressable Advertising, more streaming services on TV screen via our Ultra and Ulti boxes which can be self-installed and run on satellite or broadband, as well as more Astro Originals.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We have enhanced our user interface and

experience, made kids' viewing safer, enabled better personalised content recommendations, integrated more streaming apps onto our Ultra and Ulti Boxes and made self-service much simpler with My Astro and My NJOI apps.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Absolutely! We are big believers in voice for good using our TV, radio and digital platforms. We focus on championing education for all, caring for the community and envi-

ronment. We also aim to achieve our Carbon Neutrality goal by 2040.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

This year, 2023, will be another game-changing year for Astro as we continue to invest in our transformation and focus on Astro Fibre, streaming apps and Addressable Advertising.

We're excited about how we will serve Malaysia even better despite the challenges ahead.



**NG HOCK GUAN**  
Country Manager  
Beiersdorf Malaysia and Singapore

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Nivea has been able to remain relevant to the needs of our consumers in changing times. Receiving the Platinum Award in the 2022 Putra Brand Awards was affirmation of our commitment towards innovations that answer the needs of our consumers and make them feel good about their skin.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The digitalisation and integration of digital into every level of Nivea's business strategy was brought to the forefront during the pandemic.

In staying relevant in today's fast-paced market, digitalisation and innovation can be seen throughout our business pipeline from product innovation to communication.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Sustainability is at the heart of Nivea's brand values, which was recently proven with the "CDP Triple A" rating we received for sustainability engagement. With our Care Beyond Skin Sustainability Agenda, we are committed to continue maximising our positive impact on society, the environment and consumers.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our growth is fuelled by innovation success in meeting consumers' needs. Nivea's key to success is to be able to connect and understand consumers more deeply. With this, we hope to develop the right strategy to win the game, no matter how the world changes.



**MELATI ABDUL HAI**  
Vice-President and Chief Marketing Officer  
McDonald's Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 was a year of reconnecting with our customers, as they started to enjoy the dine-in experience again. Staying true to our purpose of delivering delicious feel-good moments, by serving gold-standard products, McDonald's constantly puts our customers at the heart of our brand.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We introduced our McDonald's app in

2018 and since then, we have added new features such as Mobile Order and Collect, where customers can place dine-in, delivery, and self-collect orders. We also excite our customers with attractive rewards through our loyalty programmes.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

As a company with an extensive global footprint, we are committed to being a responsible brand in all aspects of our business.

At McDonald's Malaysia, we have been

and will continuously work towards implementing more sustainability initiatives in our restaurants.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

McDonald's Malaysia constantly monitors market conditions, and manages costs efficiently, while focusing on delivering great value and experience to our customers. We want our customers to continue enjoying their favourite McDonald's meals in the feel-good environment that everyone has come to love.



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**PLATINUM WINNERS**



**BRYAN WONG**  
General Manager  
Haleon Malaysia, Singapore & Brunei

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Post-pandemic, we began to see a paradigm shift in consumer behaviour where society is prioritising self-care now more than ever. Although we noticed an increase in Malaysians experiencing mild symptoms of being unwell, we also noticed that more people have been opting to self-medicate at home.

In 2022, Panadol's focus was to drive trust and education through our nationwide Take Care campaign. We believe that it is our responsibility to raise public awareness about the safety and efficacy of Paracetamol, an active ingredient in Panadol.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We know that digital screen time during the pandemic increased significantly. As a result, we stepped up our digital engagements to continue driving awareness and education through our Take Care campaign.

We have rolled out educational videos and informational guideline content across mul-



iple platforms including Panadol Malaysia's digital and social channels, media platforms and in-store at local retailers nationwide. In fact, during the vaccination and booster period, we also looked into better understanding our consumer journey to deliver a digital approach that helps the right consumers.

**The keyword in business practices these days is ESG – environmental, social and**

**governance. Are ESG principles a cornerstone of your brand presence?**

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 through which we work closely with local pharmaceutical associations to uphold the standards and regulations in the industry.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

At Haleon, we understand that recessions are unavoidable and should be expected. Our business strategies are poised to be recession-proof. 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, wherever necessary.

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.



**MALCOLM PRUYS**  
Country Retail Director  
Ikea Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

We are grateful for the support from our loyal customers which has allowed Ikea to remain a well-loved brand in Malaysia.

In our FY2022 (Sept 2021 – August 2022), we achieved a new milestone, registering a 35% growth with a turnover of RM1.54bil.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Digital remains an important part of our business, in particular, to enhance our omnichannel presence and ensuring Malaysians have access to well-designed and functional home furnishing at low prices.

On the supply side, we employ ICT systems and automation to optimise

inventory management.

Apart from that, we continue to introduce new solutions to better serve our customers.

While our e-commerce platform was launched in 2018, we also rolled out:

- Next Day Delivery for truck orders, allowing orders to be delivered to customers a lot faster, on demand.
- Ikea Food Delivery in partnership with food delivery services brings Ikea favourites to our customers' doorsteps during the pandemic.
- Click & Collect services which enable customers to order online and collect their products from our stores.
- 0% instalment payment plan to ensure we remain accessible to all and allow customers to attain the home furnishing they need as having a place to feel at home becomes more important than ever.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

At Ikea, we want to inspire people to live more sustainably, and we seek to set a good example. Our commitments are outlined in three main areas: healthy and sustainable living, circular and climate positive, and fair and equal.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our focus on affordability will become more important than ever. We will continue to keep our prices low by ensuring efficiency in operations and offer good quality products to our customers – which are the cornerstones of the Ikea culture and identity.



**DATUK KHAIRUSSALEH RAMLI**  
Group President and Chief Executive Officer  
Maybank

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Customer centricity is core to our purpose as reinforced in our M25+ strategy. We have also been supporting our customers with repayment assistance and have amplified our efforts to drive innovative solutions, anchored on our mission of Humanising Financial Services.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We are expanding on our digital bank offerings with the introduction of Malaysia's first-ever contactless ATM cash withdrawal service, digital home financing and SME digital financing solutions via Maybank2u. This solidifies our commitment to provide a holistic digital experience.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Sustainability is core to our business strategy as we embark on a journey with our clients towards decarbonisation. We were the first bank in the country to establish Scope 3 Financed Emission Baseline and introduced our Sustainability Product Framework.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We still expect to see growth in Asean in 2023, albeit at a slower pace with the revival of several sectors.

We will continue to support our clients and manage our business prudently, to effectively navigate through economic uncertainty.





# NO. 1 RETAIL BRAND



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## BECAUSE OF U



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2022

# THANK YOU FOR YOUR SUPPORT



## PLATINUM WINNERS



**DATUK AZMIR MERICAN**  
Group Managing Director  
Sime Darby Property

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Upon reflection, 2022 had been a good year for the Sime Darby Property brand which we further strengthened with the unveiling of our company-wide Purpose, Vision, Mission and Values statements. With our Purpose to be a Value Multiplier for the People, Businesses, Economies and the Planet as our guiding North Star, we have optimised our SHIFT25 strategy to transform from a pure play developer into a real estate company by 2025.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We are now one of the few, if not the only,

property developer that is able to offer a complete and end-to-end digital and online sales experience for its customers. Our in-house innovations such as the Online Booking System provides homebuyers with a dedicated internal consultation team to purchase their dream homes. The experience begins from viewing our digital ads, to convenient selection and booking of properties, assistance to secure loans with reputable partner banks and finally signing the SPA.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

As an early adopter of the triple bottom line approach of People, Planet and Prosperity, we have cemented our position as an organisation that emphasises innova-

tion, sustainability and attaining ESG goals in our businesses. We have a strong commitment towards upholding ESG principles throughout our business and as a 'Force for Good' to protect the needs of future generations.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We believe that an emphasis on livability, sustainability and better understanding of the market and our customers are top priority, hence multiplying value in these areas is the way forward. Our products and services must continue to be innovative while providing the best value to ensure our customers' needs are met for today and the years to come.



TOYOTA  
*Move your world*



**DATUK RAVINDRAN K.**  
President  
UMW Toyota Motor

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 was a challenging but monumental year for us. In addition to winning our fourth Platinum Putra Brand Award, we achieved 100,000 vehicle sales and 1.25mil cars serviced, securing us as Non-National No.1 as we strive to Move Your World.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We revamped our website for an improved user experience as well as digitised our systems and point of sales materials across our HQ and outlets.

As a mobility company, we continue to improve our vehicle ownership apps and telemetric systems.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Environmental sustainability is extremely important to Toyota. Apart from our multi-pathway electrification strategy to reach net zero carbon emissions, we have also



adopted initiatives like tree planting and the reduction of single use plastics in our offices and plants.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place**

**to ride out a recession?**

2023 may be challenging but we are optimistic with our line-up of new and exciting products including GR cars, a facelifted best-seller, and a HEV, as well as our network of service outlets that go the Extra Mile for customers.



**DERRICK KHOO**  
Senior General Manager Marketing & Business Development  
Gardenia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year was indeed an extraordinary year that paved multitudes of progressive changes with the challenges it presented which also led to unprecedented heights of growth.

These past years taught us to focus on our core – the consumers – their needs, expectations and wants.

Most importantly for Gardenia was standing by our simple promise that was aptly encapsulated in three words, "Always With You". This brought us closer to the hearts of every Malaysian amid the headwinds of 2022 where we presented ourselves as the caring company we have always been.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We sailed through most of the hurdles presented by the great digitalisation as we

have always been in the forefront of adopting technological and digital innovations. We have always focused on nurturing our human capital, as we believe that this is the integral piece of the puzzle.

We embarked into incorporating artificial intelligence (AI) into our comprehensive predictive analytics which gave us the edge, and helped us reap rewards during the pandemic and endemic phase of the economy. Simultaneously, we continued to advertise on digital platforms and social media to remind Malaysians that we were beside them through these trying times.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

As a market leader, it is important to focus beyond surviving the coming year but rather to preserve the brand for the long run. We will continue spearheading our vision to care and enrich Malaysians for a better tomorrow. We are "Always with You".



# 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 5th 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 [www.rhbgroup.com](http://www.rhbgroup.com)



Scan here to learn how RHB goes the extra mile.

  
PUTRA  
BRAND AWARDS  
2022  
**WINNER**  
— TRUSTED BY —  
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FOR BANKING,  
INVESTMENT AND  
INSURANCE

Together We Progress



## PLATINUM WINNERS

**PREMIUM OUTLETS®**  
GENTING SIMON



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

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year was a true turnaround year for us in every aspect especially for the brand as a retail destination. Having striven to maintain a strong brand presence throughout the pandemic resulted in top-of-mind recall for both our Premium Outlet Centers. The strength and consistency in our marketing initiatives proved key to ensuring an enduring relationship with our customers.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Whilst our business remains very much brick and mortar despite the pandemic, we

are now committed to offering consumers a variety of ways to shop especially on our digital platforms. We introduced our mobile app which enables our customers to browse and plan their shopping trip ahead of their visit to our Premium Outlet Centers, as well as the Personal Shopper digital experience. We have also collaborated with our retailers via livestream events, reinforcing our ongoing commitment to an omnichannel experience.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Creating sustainable Premium Outlet Centers 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.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our strategies remain steadfast as we continue to focus on brand building and ensure that we consistently deliver on our brand promise of "Everyday Savings of Up to 65%", in addition to providing a world-class shopping experience at Johor Premium Outlets and Genting Highlands Premium Outlets.

**100 PLUS**



**LEONG WAI YIN**  
Director  
F&N Beverages Marketing Sdn Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

100Plus has delivered strong +31% value growth in the most recent fiscal year, backed by surge in consumer demand as the nation resumes their busy active lifestyle in this endemic.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

100Plus launched one of the largest single location rooftop solar projects in Shah Alam manufacturing plant in September 2022, as part of the company's pledge towards sourcing renewable energy, and combating climate change through the reduction of its carbon footprint.



**Panasonic**



**KEISUKE NISHIDA**  
Managing Director  
Panasonic Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The biggest change we saw amongst consumers last year was the increasing awareness of their health, hygiene, cleanliness and well-being.

This led us to launch our new brand action tagline "Create Today. Enrich Tomorrow" which champions high-quality products that enrich holistic well-being.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

During the pandemic, customers would survey our products online before making purchases at physical stores.

Hence, we started building a strong online presence for customers to discover and purchase our products at Authorised Online dealers, Club Panasonic, and eCommerce official stores.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Our long-standing mission establishes that our corporation should contribute to society and tackle issues around climate change,

making sustainability a high priority. Our Green Impact Plan 2024 outlines clear global commitments to reducing CO2 emissions operationally to net-zero by 2030.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our strategy is to shift to premium products. This does not mean expensive but focuses on bringing added value to customers' lifestyles with unique features and functions through high-quality home solutions that enrich holistic well-being at the best price value.

# happy+

by **UEM Sunrise**

In our continued efforts to help you find the type of properties that fit what you're looking for and more, we are proud to introduce our **Happy+** Product Series. This series is designed to create a range of inspired transitional and lifetime homes as well as premium residences, all developed from a core DNA, curated to help you Find your Happy.

## Find your Home, Find your Happy.



### The **KASIH** Series

Our starter homes programme is focused on encouraging community-centric lifestyles in line with the Government's to help Malaysians realise our dreams of owning a home.



### The **RISE** Series

Designed as flexible and agile spaces able to shape and shift to suit your lifestyle. These attainable homes embody practical living with an environment that exudes simplicity, recreation and convenience.



### The **NEST** Series

These multigenerational oriented homes are designed with your extended family in mind. This series offers nurturing and secure environments as well as generous gardens and parks with recreational facilities.



### The **CLUB** Edition

These curated residences are part of a beautifully designed hospitality-inspired environment offering high-end features emphasising prestigious resort living.



### The **LUXE** Collection

Our most luxurious series showcases our ambitions and vision as space creators, designers and property developer. This unique and exquisite collection emphasises crafted, sophisticated and privileged living – created especially with an appreciation for the finer things in life.

Our **Happy+** product series carries the 'By UEM Sunrise' endorsement – an assurance of the quality services and products we provide. It also represents our own philosophies including embracing ESG principles and incorporating sustainability into our product development and delivery – towards ultimately making our products the right fit for you.

**Happy+** by **UEM Sunrise**. Inspired homes curated to help you Find your Happy.

For more information, visit [www.uemsunrise.com/happyplus](http://www.uemsunrise.com/happyplus)

Find your  
Happy



1800 888 008  
uemsunrise.com



A member of UEM Group

**GOLD WINNERS**



**HIROKI YANASE**  
Managing Director  
Yakult (Malaysia) Sdn Bhd



**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Now that life is back to normal, we have found that people's interest in our brand has increased even more than before.

We believe it's because the pandemic has increased people's overall awareness about health.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We started our virtual factory tour so we can welcome visitors from all corners of the country to experience our factory tour from the comfort of their homes. We are also exploring digital ads and a cashless payment system.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Yes. Since 2016, the Yakult Group has been organising our CSR activities in line with the seven core subjects of social responsibility

guide ISO 26000 and we use the Yakult CSR Action Plan to identify and work on achieving specific annual action targets.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

People's desire for health is universal. We will continue not only to deliver our probiotic products to our customers, but also to conduct health talks and propagation activities in the community to further increase health awareness.



**DATUK DR PA NOK CHING**  
Chief Executive Officer  
Hurix's

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 was the year for our brand to restart after two years of economic downturn due to the pandemic.

The challenges brought by the pandemic also pushed the brand to find better promotion methods based on new market trends.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The pandemic has increased consumer reliance on online shopping. We are focusing on e-commerce stores and using third-party online platforms to increase brand exposure. Through social media advertising, our brand can interact directly with customers to understand their needs.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Developing a corporate vision that is specific to ESG elements can help clarify a company's commitment and good business practices to the general public.

By integrating ESG principles, we can boost our brand's presence in an increasingly transparent market environment.



**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Recessions often change customer behaviours, forcing them to rethink their priorities

when spending money.

We now conduct further in-depth competitor product evaluations and consistently optimise our marketing strategies so we reach the right customers with the right products.



**RAMJEET KAUR VIRIK**  
Managing Director  
Dutch Lady Milk Industries Berhad



**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

In spite of the numerous challenges, we have continued to stay true to our purpose of Nourishing Our Planet and People in Every Stage of Life. Last year was a rewarding year as Malaysians continued to trust our high-quality, sustainable and halal dairy products.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We accelerated our product availability via direct-to-consumer and e-channels. We also transitioned our consumer care line to a cloud telephony system and launched a WhatsApp channel while leveraging on data automation and real-time tracking throughout the organisation.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

As we strive to Nourish our Nation and continuously build a stronger Malaysia, EES&G (Economic, Environmental, Social &

Governance) elements are integrated into our business to shape a better future.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We are committed to our purpose and remain cautiously optimistic in 2023. We find the right balance between economic conditions, pricing, growing consumption and managing our shareholder interests.

We remain focused on Revenue Growth Management and cost optimisation everywhere.



PUTRA  
BRAND AWARDS  
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PLATINUM  
2022

CELEBRATING 4 PLATINUM  
WINS TOGETHER

**THANK YOU FOR MOVING WITH US TO ACHIEVE THIS MILESTONE.**

UMW Toyota thanks all customers for 100,000 vehicles sold  
and 1.25M vehicles serviced in 2022.



*Move your world*

[toyota.com.my](http://toyota.com.my)

**GOLD WINNERS**



**PROF MATTHEW NICHOLSON**  
President and Pro Vice-Chancellor  
Monash University Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

We continued to be adaptive and innovative in our aim to deliver world-class education and research, particularly as we moved to a hybrid mode of delivery, in which some students and staff were on campus and some were working remotely.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We implemented Asana, a global project management software, to provide a platform for staff to collaborate and communicate, make and track decisions, and ensure that the business of the University



proceeded smoothly.

**The keyword in business practices these days is ESG – environmental, social and**

**governance. Are ESG principles a cornerstone of your brand presence?**

Monash University's inaugural ESG Statement was launched in December 2016, and the University has made excellent progress against its ESG commitments. Our commitment to Net Zero Emissions by 2030 is also on track to be achieved.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Monash Malaysia is proud to be contributing to the education of tens of thousands of Malaysians and South-East Asians, in the belief that the first step to solving the intractable global challenges we face is investing in our young people.



**YAP JAY QUEEN**  
Head of Marketing  
Vitagen

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

There is continued strong demand for functional food and beverages, particularly those aimed at strengthening the immune system. This has led to a steady demand for Vitagen, as the probiotics Lactobacillus acidophilus and Lactobacillus paracasei are clinically proven\* to boost immunity.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We have recently digitalised our Home Delivery platform for Vitagen. Customers can now order and get Vitagen delivered to their doorstep at the click of a button via the Vitagen e-commerce application.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

We have always been socially and environmentally responsible in the way we manufacture and operate our business. We make a conscious effort to work with partners who



share our values and commitment to using sustainable raw materials and packaging.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We believe that everyone should have access to good quality products at an affordable price.

To achieve this, we work closely with our business partners and vendors to optimise efficiency in terms of cost effectiveness, manufacturing and logistics.



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

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

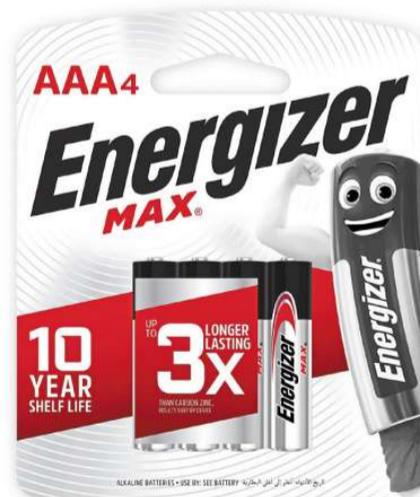
Last year, 2022, was a year of exponential growth for the Energizer brand. We now own more than 80% market share of the battery category with more consumers continuing to choose Energizer as power and lighting solutions. On top of that, research shows that our brand health continues to be stronger than ever.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Skewing our marketing-communication mix towards the digital realm during the pandemic was key in ensuring continuous top-of-mind awareness amongst consumers. That, coupled with ensuring continuous basic product availability within key e-retailer platforms, ensured that consumers were still able to have access to our products despite prolonged lockdowns.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Yes, we are continuously improving our



products to minimise environmental impact. One of our efforts is to reduce plastic usage/content in our packaging material. On top of that our batteries are now produced using a percentage of recyclable material and this percentage will increase in 2023 as well.

**Analysts predict that the world economy is headed for a recession in 2023. What**



**strategies has your business put in place to ride out a recession?**

Whilst it is hard to predict economic events, thanks to the strength of our brand, we will continue to stretch our investments towards the consumer for the longer term and improve cashflow management within the business so we are able to ride out any economic volatility/uncertainty.



PUTRA  
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PLATINUM  
2022



# AN UDDERLY AMAZING WIN MADE POSSIBLE BY YOU!

For the second year in a row, we've brought home a Platinum Award at the prestigious Putra Brand Awards - an achievement that we owe entirely to you.

Without your support, this homegrown dairy company wouldn't be the household name that it is today. And for that, we thank you.

We strive to continue enriching your lives with fresh and nutritious dairy. And we're honoured to have you with us on this journey, together.

**GOLD WINNERS**



**CHAN MAY LING**  
Chief Marketing Officer  
KFC Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Like many other businesses, KFC was not spared from the challenges the pandemic brought on.

Nonetheless, the brand has managed to pivot the business and strengthen its e-commerce platforms, as well as mitigate risks, to ensure uncompromised food quality for the customers.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Digital innovation is crucial for our brand. We have been making digital investments for these past three years, and our recent success has been the launch of our new KFC mobile app.

The app has improved user experience, provides seamless engagement and reward loyalty points.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

We're committed to the ESG principles through our many corporate responsibility programmes, including conservation efforts

such as responsible wastewater treatment and disposal in our plants and facilities to conserve energy, as well as helping the underprivileged through our CSR programmes such as Add Hope.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We realise that during challenging times, it is more crucial than ever that we stay true to our brand promises and commitments to continuously create irresistible tastes and memorable experiences for all, without compromising on value and quality.



**TAN SIAN TUANG**  
Head of Broadband Business  
Astro

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Astro Fibre is for the family; which is the reason why we unlocked greater value by bundling with our premium content to deliver quality, value-added broadband experience for everyone in the household.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We launched the Astro Fibre app, allowing

customers to better control their children's Internet time and share a separate WiFi network with guests for better security and greater visibility of how the devices are connected within their Wi-Fi network.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

ESG is embodied in our business practices as running our business sustainably and responsibly matters. When it comes to our products, we strive towards utilising envi-

ronmentally friendly packaging such as minimal usage of plastic and low-energy consumption Wi-Fi routers.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We believe the reliable Astro Fibre broadband experience coupled with our content bundles is where our customers find value. We will keep this value intact for existing customers to stay and for new customer onboarding.



**HASSAN ALSAGOFF**  
Country Marketing Head  
Grab Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

With the Covid-19 pandemic, it became even more vital for brands and companies to adopt a hyper-localised approach to address what matters most to Malaysians, at a time when businesses, especially small and traditional ones, were still trying to adjust, and access to needs were limited.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

As a homegrown brand, Grab is focused on helping those who depend on our platform – from users with safer access to

everyday essentials, to our community of partners (drivers, delivery riders and merchants) with income opportunities.

Hence, it was imperative that our efforts were anchored on helping to drive demand for businesses such as boosting visibility for Local Heroes on the platform, while also making users' needs more affordable through various promotions and initiatives.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

In the wake of the Covid-19 resurgence, brands should be more community-centric by focusing on what is important to their community and by helping Malaysia rebuild

herself in whatever way they are able to contribute. Some of the key elements which we ourselves have put in practice at Grab is: Authentic purpose-driven strategies – knowing when, where and how to spend so that communities can also benefit.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Being agile to quickly identify and respond to sharp shifts in consumer behaviour trends to remain relevant and conscious, especially when introducing new services and applying innovation and creativity to deliver seamless and engaging consumer experiences.



**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Grab has helped businesses digitalise and increase their visibility on the Grab platform through several efforts such as the 'Local Heroes' campaign, Shop Malaysia Online (SMO) and ePENJANA.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We provided necessary tools to help businesses embrace the new normal with programmes like 'GrabFood Small Business Programme' and ideas through our Food Trend Report (2021 and 2022) to sustain their business.

One such merchant took it to social media to share how he earned RM20K in four months by creating his own promotions,

bundles and diversifying his menus to cater to his various customers' palates. We took the opportunity to further strengthen our offerings across our services with the Intercity and Audioprotect features in our transport service, provided more affordability in our delivery service through GrabUnlimited and Saver Delivery, and improved our financial services by expanding our PayLater service to offline payments.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

As we enter our second decade, we unveiled our three ESG goals to drive sustainable and inclusive growth in the region:

- 1) Doubling the number of marginalised individuals earning income on its platform by 2025,
- 2) Reaching 40% female leadership by

- 2030, and
- 3) Achieving carbon neutrality by 2040.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Grab has always been purpose-driven since day one with the mission to drive South-East Asia forward by creating economic empowerment for everyone – no matter the season or time.

We believe it all starts with better serving our stakeholders, and they are mainly our driver-partners, merchant-partners, and our users. Moving forward, Grab remains steadfast to become a force for good.

**\* Grab won two Putra Brand Gold awards. One in the Transportation, Travel & Tourism category and another in the e-Commerce category.**



**PUTRA**  
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2022

THE PROUD WINNER OF THE  
2022 PUTRA BRAND

# PLATINUM AWARD

# THANK YOU

We are grateful to be once again recognised and chosen  
as the brand of choice for style and fashion.



  
**GENTING HIGHLANDS  
PREMIUM OUTLETS®**  
A GENTING SIMON CENTER

  
**JOHOR  
PREMIUM OUTLETS®**  
A GENTING SIMON CENTER

**GOLD WINNERS**



**TAN LAY HAN**  
Chief Executive Officer  
TGV Cinemas Sdn Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**  
TGV business rebounded strongly in 2022, in line with industry recovery. Our brand positioning continues to be customer-led, and staying true to that, we believe we have restored confidence among movie-goers to visit cinemas and enjoy their favourite movies in a safe and comfortable environment.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**  
TGV places great emphasis on digitalisation, especially marketing and online experience. We are proud to have achieved 100% conversion of our cinema ticket sales to digital and enhancing our ticketing kiosks at all locations.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**  
Yes, TGV places high priority on ESG –

promoting recycling of our plastic bottles at all our cinema locations and full compliance and enforcement of Covid-19 Management Guidelines as laid out by the Ministry of Health (MOH).

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**  
We believe we are well prepared for what is to come in 2023. Our process transformation initiative is key to achieving highest productivity with a lower cost base.



**KAZUO MABUCHI**  
Managing Director  
Southern Lion Sdn Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**  
In 2022, Malaysia transitioned into the endemic phase where consumers began to resume work in offices, dining out more and travel which also put them at a higher risk of exposure to viruses. Thus, Top continues to drive clean healthier living for Malaysians with Top Advanced Micro-Clean Tech that effectively removes 99.9% of harmful viruses including (Covid-19 & Influenza A) assuring consumers stay safe with virus-free clothes. This has shown good results coupled with other Top innovative technologies like Anti-Malodour, Anti-Mite dust and Anti-Sebum functionalities enabling consumers to step out of the house worry-free every time.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**  
As an innovative brand, Top continues to stay on top of consumers' minds and relevant to the market by keeping up with digital trends. During the pandemic lockdown, Top further grew our e-commerce channel to provide more convenience and reach our consumers who were not able to leave their homes.

**The keyword in business practices these**

**days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**  
Top strongly believes in clean, healthy living. Some of our key initiatives include the addition of the environmental-friendly plant-based surfactant Methyl Ester Sulphonates (MES) into all Top products and launching the big fully recyclable eco-refill pack that reduces 80%\* of plastic usage (when compared to a standard bottle pack) to help reduce the carbon footprint.

Also, via Top Hari-Hari Warna-Warni campaign, we want to encourage sustainable living by collaborating with Kloth Cares & INTI University School of Design and Fashion and



show Malaysians to learn how to prolong the life and vibrancy of their fabrics including caring for, collecting, repurposing and upcycling to help the Earth, and to help those in need.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**  
As the world gears up for a global recession, Top is trying to cushion the impact of recession by providing more wallet-friendly economical packs. Besides that, we also have different product formats and pack sizes to cater to the needs of different consumers.



**SUFIAN ABDULLAH**  
Chief Executive Officer  
UEM Sunrise

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**  
In 2022, we took the opportunity to learn more about our customers and their life needs. We got back in the black financially, and as movement control receded, we could organise events with our stakeholders and communities again. Despite the challenging period, we are proud of the achievements gained, demonstrating the stout resilience of our Chief Happiness Officers, including bringing home the Gold Award at the 2022 Putra Brand Awards, as well as cementing our place among the industry's Top 10 in The Edge Property Excellence Awards.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**  
Our digital journey revolves around customer-centricity and innovation. Our Customer Data Platform combines data from numerous platforms into a single point to better encapsulate our customers' life stage needs. Our AI-enabled Chatbot called RIA,

who is accessible 24/7 on our website, will map our customers needs to the right products to help them find their dream homes quicker based on our Product Series, which will be unveiled soon. We also dabbled in NFTs to enhance the homeownership experience via a marketing campaign launched towards the end of 2022 called Happy Goals.

Lastly, we have also enhanced our hUb Prop app, allowing customers to check construction progress of their dream home, billing status, make handover appointments, and report defects – all in one place. There are many more areas in which technology and innovation have changed the way we do things, making it more convenient for our customers to find their homes with us.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**  
Absolutely. Our products and internal processes are aligned with the international and national ESG goals, as well as our Sustainability Blueprint 1.0, in which we aspire to achieve a Low Carbon Future by

2030 and, ultimately, Carbon Neutrality by 2050. Therefore we make sure we place operational processes that are mindful of the environment, work with and empower the communities near our developments and society as a whole, as well as practise the highest standards of governance.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**  
Some of our strategies include offering more attainable products for our customers, where these developments are price-calibrated to cater for the average median income of the target market, strengthening our processes and pipelines to ensure a steady revenue stream and adopting Design for Manufacturing and Assembly (DfMA) and Industrialised Building System (IBS) to achieve higher productivity and efficiency. Through our Vendors Partnership Programme, we would like to develop a mutually beneficial relationship and cooperation with several partners in making our customers' homes a reality.



# CONNOR'S

STOUT PORTER

## CHECK IT STOUT! WE WON BRONZE

Thank You For Your  
Stout-Standing Support!



PUTRA  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —  
BRONZE  
2022



SCAN TO DISCOVER  
THE CONNOR'S RITUAL



# TASTE THE GOOD TIMES

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**GOLD WINNERS**



**JASON FOO**  
Chief Executive Officer  
Boh

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year, 2022, was a meaningful “green” year as Boh pushed the envelope on our reduce, reuse and recycle efforts, especially in packaging. We also focused on our health and wellness range of teas to meet with consumer preferences.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Boh’s successful digital journey began pre-Covid and positively impacted our business. Tea lovers enjoy engaging brand stories including the art of crafting flavourful teas, our rich history in Malaysia and special offers on our social media platforms, online official stores, in popular marketplaces and Boh website.

**The keyword in business practices these**



**days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Boh prioritises sustainability in every aspect of our operations from tea cultivation, manufacturing, brand communications and marketing to the management of our Tea Centres.

We want Boh tea lovers to always enjoy sustainably grown and produced teas of unique character and exceptional flavour.



**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Boh’s manufacturing and production remain on track. As a household commodity, we will continue to offer our range of quality teas within an affordability threshold to serve the needs and enjoyment of Boh tea lovers in Malaysia and in our export markets.



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

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 was an exciting year for the brand as we were able to be back on campus and hold physical events that further enabled a closer engagement with our students, stakeholders, and community. At the same time, we were able to continue to further leverage on the various digital initiatives we had conducted.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The University undertook the “MMU Re-Imagined” strategic plan to realise MMU as a digital-first university. This plan is also

supporting TM’s aspiration to drive “Digital Malaysia” focusing on three main areas namely academic, research, training and consultancy.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

The “MMU PLUS U” initiative was launched in an effort to drive university excellence and financial sustainability. It focuses on five key areas namely Population & Popularity, Learning, University Reputation, Sustainability, and Us (Unity of MMU Community). This aspiration is coupled with key enablers of 3Cs which stand for connectivity, communication, and com-

mitment. With this, we believe staff and students are the prominent factors for MMU to stay ahead and strive for excellence.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

With MMU’s tagline, MMU is You, Leading the Digital Future – it truly engages the future students as they belong to MMU and they should take the lead to be the future digital leaders. 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.



**KENNY ONG**  
Chief Executive Officer  
Astro Radio

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

It was an exciting year with a growth of up to 17.1 million weekly listeners nationwide in the first half.

Toward the year end, we remained the No.1 local radio network with 16.1 million weekly listeners in Peninsular Malaysia.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Astro Radio’s reach in radio listenership is underpinned by 18.4 million average digital

radio streams, 26.6 million social media followers, 177.4 million video views, and 75.1 million monthly average Facebook post reach.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Yes, our brands have strong community involvement through a host of “KamiCare” initiatives including providing vulnerable communities with necessities during the pandemic and through various natural disasters, offering small and medium local enterprises with complimentary airtime, and more.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We continue to grow our digital offerings on all relevant platforms while diversifying the plethora of entertainment options and genres offered.

We also continue to strengthen our brand reach through a 360° approach to retain relevance with our audiences.

\* Astro Radio won the Putra Brand Gold Award under the Media & Entertainment category for Hitz FM while Era FM won the Putra Brand Silver Award in the same category.



# The people have spoken.

You're the reason we're bringing home the Platinum and Bronze eagles for best in Home Improvement and Retail at the Putra Brand Awards.

Thank you, Malaysia.



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Decoration, hand  
**RM60/ea**

**Make Home Count**



**GOLD WINNERS**



**WILLEMIJN SNEEP**  
Marketing Director  
Heineken Malaysia Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

After two challenging years due to the pandemic, 2022 was a successful year for the brands within the Heineken Malaysia Berhad (Heineken Malaysia) portfolio.

With numerous campaigns executed, we had the privilege of venturing into many firsts, including making our mark in the world of NFTs, a first-ever sensorial experience and even a collaboration with international artists, to name a few.

Keeping consumers at the forefront of our initiatives, we've been able to bring fresh, novel experiences. The results evidently speak for themselves as our brands walked away with an array of awards and accolades throughout the year, including the Putra Brand Awards.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

As the world was adjusting to the new normal, Heineken Malaysia too managed to strike a good balance in meeting our consumers' needs between physical and digital



approaches by creating consistent and holistic brand campaigns.

With the House of Guinness, Guinness Malaysia's first-ever mission-based sensorial experience, we were able to introduce Guinness Draught in a Can to the local market.

Fans were able to join the experience by registering and securing their slots on the microsite.

Meanwhile, Tiger collaborated with Pestle & Mortar Clothing and ventured into the metaverse to create "The Tiger Archives", an NFT collection of lucky tigers to commemorate the Year of the Tiger.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Heineken Malaysia has committed to its 2030 Brew a Better World strategy, a set of ambitious commitments aimed at driving a positive impact on the environment, social sustainability, and responsible consumption.

With multiple sustainability commitments, including the commitment to conserve water resources, to be inclusive in its business practices, and to be on the path towards net zero impact, ESG principles are at the heart of its brand presence.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We will remain agile in responding to the volatile business environment and the new market reality with focus on delivering our EverGreen strategy to future-proof the business.

We will also drive our sustainability agenda on creating a positive impact where we operate by taking on a responsibility towards people, planet and performance.



**SHARMIN PHOTOGRAPHER**  
Country Manager  
Adidas Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year, 2022, was a great year for adidas Malaysia with the launch of adiClub here, that led to exclusive women-led events that were memorable such as the adiClub Ladies Night event.

With adidas establishing leadership in football, its 52-year journey with the World Cup brought it to celebrate its 14th consecutive match ball in 2022.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We have expanded the business even more during the pandemic by doubling down on our e-commerce efforts, and by investing more into digital platforms to market our collections throughout 2020 and continuing in 2021 and 2022 as the number one door in the Malaysian market.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

For over two decades, adidas has woven sustainability into our business practices, stemming from our purpose that "through sports, we have the power to change lives". To further hone in on this commitment and sharpen our focuses, sustainability is defined as one of the key areas in our strategy "Own



the Game" setting the roadmap for 2025. This allows us to create and drive positive impact as we continue to be a pioneer in sustainability.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our consumers have always been at the forefront of what we do, and we will continue to work towards providing the best products in retail activations and brand moments to continue to be relevant to our Malaysian consumers across all touch points. 2023 is a year for continuing the high-quality execution of our go-to market strategy.



**RACHEL QUEK**  
Marketing Director  
Michelin Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

With traffic resuming to normal, it has been a great opportunity for Michelin to be at the forefront of our customers' minds when they consider changing or checking their tyres, with a heightened focus on safety and long-lasting performance. We also celebrated the official launch of the MICHELIN Guide in Kuala Lumpur and Penang last year – a stellar recognition of the wide variety and quality of restaurants that Malaysia has to offer.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Digitalisation remains a core of our innovation strategies at Michelin; as such, we adopted better leveraging tools that enable better tracking and analysis of our data, in order to make more informed business decisions. Our partner dealers also benefit from our digitalisation efforts as we bring them more insights and value by enabling increased efficiency, while identifying ways to grow their businesses and give better service to their end consumers.

**The keyword in business practices these**

**days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Absolutely, sustainability has long been a guiding force for Michelin, even before ESG compliance came to be. Michelin envisions an All Sustainable future where we strive for the best balance between People, Profit & the Planet. Our recent environmental efforts span from energy tracking in our factories to our vision of a 100% sustainable tyre by 2050, made with bio-sourced or recycled materials.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

While we focus on our high-value segments in larger rim and off-road tyres, we are also carefully monitoring our supply across our product portfolio to ensure we bring in the right tyres at the right time for the market. The most important thing is to stick close to our dealer partners as well as the market to be agile and react quickly.

Beyond tyre-making, we are also expanding the business to include manufacturing of medical devices, metal 3D printing as well as making hydrogen power systems for vehicles, amongst others – in order to bolster revenue growth by 2030.



CUCKOO



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— THE PEOPLE'S CHOICE —  
**BRONZE**  
2022

PERSONAL, HOUSEHOLD &  
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## GOLD WINNERS



**KHALIL JAFFRI MUHAMMAD MURI**  
Chief Operating Officer  
PETRONAS Dagangan Berhad

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 marked PDB's 40th anniversary and befittingly, we launched new offerings such as Café Mesra and EV fast charging facilities at our stations. This is our pursuit to remain future relevant and make our customers' everyday lives simpler and better.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Our key digital innovations include migrating to the cloud and Setel app. Setel released services including EV charging, on & off-street parking, road tax renewal, motor takaful & insurance, auto assistance to deliver its mission in setel-ing all motorists' needs.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

ESG principles are as an essential component of our value creation. One of our key initiatives in this space is working with local

entrepreneurs over the last 20 years under our SME programme to bring them into our ecosystem.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

To future-proof our business, we will continue to expand our non-fuel portfolio, provide cleaner energy solutions, and explore new revenue streams leveraging data, to deliver on our promise of making our customers' everyday lives simpler and better.



**NG BOON SIEW**  
Senior Marketing Manager, Chocolate  
Mondelez International (Malaysia & Singapore)

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 was a time of gradual relaxing of restrictions, although challenges remained. We launched the Hugging Bar campaign as a continuation of Generosity, calling on Malaysians to continue sharing goodness and generosity.

As a result of our campaign partnerships with key retailers Lotus's and Mydin, we were able to benefit six welfare homes, provide aid to over 130 families and provide meals to over 500 people in underserved communities to ease their burdens.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

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. This included reach expansion to e-tailers, marketplaces and retail partners with strong e-commerce platforms.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Definitely – in our mission to create snacks the right way, Cadbury Dairy Milk cocoa is 100% sustainably sourced through our Cocoa Life programme, alongside recycle-ready packaging.

Generosity is in the DNA of Cadbury Dairy Milk, and is at the heart of everything we do, which can be seen in our Generosity initiatives over the years.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Cadbury Dairy Milk has a solid foundation and history in Malaysia, and remains the market leader in chocolate. We have a clear brand purpose that will help us to drive strategic focus and be resilient to emerge stronger amidst volatility.



**MONA SHAMILI SHAHARUDIN**  
Marketing Manager  
Mondelez International

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

During the pandemic, the brand lived its purpose of interrupting seriousness with OTT fun to encourage people to remain optimistic as well as balanced. Chipsmore has also become a trendsetter in delving into the Metaverse and NFTs (non-fungible tokens) with its latest Chipsmore Metapoly campaign to bring more excitement and trends to consumers.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The exponential growth in online and offline platforms as well as retail channels has accelerated demand and expectations from consumers for snacks to be available



anywhere, at any time, for different needs, and at all touchpoints. Accordingly, we have broadened our omnichannel presence through integration of purchase options as well as expansion of our digital channels.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Chipsmore products are produced with

sustainability in mind. Our manufacturing facilities in Malaysia are equipped with rooftop solar panels as part of our move towards renewable energy sources, and our packaging is 100% recycle-ready. More recently, the brand also brought cheer to Rumah Hope as part of its initiatives in support of underprivileged communities.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

As a homegrown brand, Chipsmore has had a long history in Malaysia spanning over 30 years.

Consistency and a deep understanding of our consumers while staying true to our brand purpose will help us drive strategic focus and accelerate our growth for the long term.



**KENNETH SOH**  
Head of Marketing Campaigns  
Shopee Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

In 2022, like any other year, Shopee's robust ecosystem brought communities closer together to access the benefits of e-commerce and deliver a hyper localised shopping experience. Beyond supporting local sellers, we have also enabled local talents in the creative economy.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Live shopping has become more common in Malaysia. As it grows in popularity, local

sellers should explore how streaming can play a more integral role in helping them satisfy consumer needs and meet their overall retail objectives. The genuine reviews given by the relevant influencers through Shopee Live enable stronger brand presence and confidence.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Shopee's ESG strategy revolves around driving digital inclusion to serve the underserved and bridge the digital divide in Malaysia.

Our #ShopeeSapotLokal initiatives ensure

that underserved B40 sellers have the tools they need to scale with resources like the Shopee University, ShopeeXperts Programme and Bintang Komuniti Club.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Going into 2023, it is important for us to understand sellers' needs and adapt to offer the most relevant experiences, laying the foundation for a resilient ecosystem that will enable them to reach more consumers. In fact, 63% of sellers are feeling optimistic about their e-commerce opportunities in 2023.



**WE'RE HAPPY TO  
HAVE WON OUR  
FOURTH GOLD  
BUT WE'RE HAPPIER TO HAVE WON  
YOUR HEARTS AGAIN.**

To everyone, everywhere, we couldn't be more grateful for your continuous support. Thank you partners, clients and businesses; both big and small. Most importantly, thank you for choosing us as your trusted network.



**PUTRA**  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —  
**GOLD**  
2022

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<small>THE PEOPLE'S CHOICE</small> <b>GOLD</b> 2019	<small>THE PEOPLE'S CHOICE</small> <b>GOLD</b> 2020	<small>THE PEOPLE'S CHOICE</small> <b>GOLD</b> 2021	<small>THE PEOPLE'S CHOICE</small> <b>GOLD</b> 2022
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**GOLD WINNERS**



**DATUK JAYA JB TAN**  
Executive Chairman  
Envictus International Holdings Limited

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

It was a mixed year for us as challenges with rising costs and product shortages were offset by strong consumer confidence in our brand. This was proven when we won Gold for the first time at the Putra Brand Awards, after two successive years of attaining Silver.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Our digital journey continues to evolve with the acceleration in online ordering and the automation of business processes. While we adopt new technologies, we will not disregard the importance of the human touch



in winning consumers' hearts and minds.

**The keyword in business practices these days is ESG – environmental, social and**

**governance. Are ESG principles a cornerstone of your brand presence?**

Absolutely. Our commitment to ESG is focused on reducing our environmental footprint by improving the efficiency of resources and supporting conservation efforts. Since World Environment Day 2022, we've included plant-based offerings in our menu to draw awareness to sustainability.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Apart from driving cost and operational efficiencies at every level, we will prioritise training and upskilling our people, to enable them to deliver the best service experience that will leave customers returning for more.



**NG KONG BOON**  
Country Manager  
Visa Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The past year has been a transitional period for us, with borders reopened and economies finally able to build momentum. During the pandemic, we saw an acceleration in digital commerce as more people spent time working from home due to movement restriction orders.

Post-pandemic, we're seeing a return in face-to-face spending and we continue working with partners to build and redefine the future of payments. With borders reopening, we also expect more tourists to enter the country and have been partnering Tourism Malaysia to promote inbound tourism.

**The pandemic has accelerated digitalisation of businesses. Tell us about your**

**digital journey or the digital innovations you have adopted.**

In the past year, we've seen that with more ways to pay, consumers and businesses are pulled into a hyper-connected world.

We are committed to providing convenient and secure payment solutions to help them pay easily and seamlessly.

Prior to the pandemic, Malaysia's contactless payments penetration was 30% and it is the reverse today. We're now seeing more than seven out of 10 Visa transactions made using contactless payments.

The rise in contactless payments usage is also attributed to the launch of mobile contactless payments last year with Apple Pay and Google Pay.

Mobile devices are integral in consumers' lives and mobile contactless payments enable consumers to pay conveniently and

securely for fuel, groceries, or at restaurants.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Visa has always been committed to operating as a responsible, ethical, and sustainable company and making conscious efforts to create a more inclusive world.

The five key areas of our business include – investing in our workforce, empowering people, communities and economies, securing commerce, protecting customers and the planet with sustainable commerce, and operating responsibly.

Last year, Visa launched our eco-benefits solutions in Asia Pacific that help cardholders understand the environmental impact of payments.



**TIFFANY TANG**  
Marketing Director, Health & Hygiene,  
Malaysia, Singapore & Vietnam  
Reckitt Benckiser (Malaysia) Sdn Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 has been a challenging yet rewarding year for Dettol. Hygiene is the foundation of health, especially during this pandemic. Therefore, Dettol being synonymous with disinfection, played a huge role in keeping Malaysian households safe and protected throughout.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

As digital has become the new normal, we have been leveraging on AI to garner better audiences.

Additionally, we have developed a comprehensive framework by streamlining our marketing funnel with content, audience signals, and landing pages well.



**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Dettol has been a pioneer in protection against illness-causing germs for over 80

years. Hence, we always put consumers' health at the forefront through continuous product innovations. At Reckitt, we exist to protect, heal, and nurture the relentless pursuit of a cleaner, healthier world, therefore we continue to drive ESG as a core focus.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Productivity is key for us to ensure efficiency resulting in savings as we tide through inflation, in which our productivity capabilities are now strictly incorporated within the business.

We always focus on nurturing our consumers with superior products without compromising quality. This simply means putting consumers' affordability as one of the top priorities apart from innovating superior products.



# THANK YOU

for believing in us and letting us entertain you.  
Your support is our greatest reward.



SILVER  
2022

ETRA | MEDIA NETWORKS

GOLD  
2022

hitZ | MEDIA NETWORKS

PLATINUM  
2022

astro | MEDIA NETWORKS

GOLD  
2022

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2022

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**SILVER WINNERS**



**TAY SZE TUCK**  
General Manager  
Nippon Paint Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**  
Every company has its ups and downs, especially after the Covid-19 pandemic. At Nippon Paint, we push innovation boundaries to create the best value for our customers. We are currently aiming to extend our Total Coating & Construction Solutions (TCCS) plan towards offering a total compatible system for our customers.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

**you have adopted.**  
Adopting digitalisation is vital in sustaining a business. During Covid-19, Nippon Paint took the initiative to launch the e-commerce platform <https://shoponline.nipponpaint.com.my/>. The platform was built to help us reach our customers more effectively.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

At Nippon Paint, incorporating ESG principles into our business activities is so impor-

tant. It is our responsibility to find solutions to solve global sustainability challenges through our products and services.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

This year, 2023, has been forecasted to be a tough year for everyone due to recession. It has put Nippon Paint in a position to push boundaries. To prepare for the upcoming recession, we will be focusing on refurbishment solutions and our Do-It-Yourself (DIY) products.



**SHRADDHA VOHRA**  
Senior Brand Director  
P&G Health (Asia Pacific, Middle East & Africa)

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Vicks is one of the most recognised brands around the world with a strong heritage of trust and efficacy for over 125 years. Through superior products and patient-centric innovations, Vicks has helped relieve cough, cold and flu symptoms for generations. Our portfolio continues to be more relevant than ever with superior product quality, claims, widespread availability and always-on communication.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Like all other sectors, healthcare is experiencing rapid ecommerce growth fuelled by consumers prioritising their personal well-being, need for convenience and the value proposition online provides. We are



partnering with varied platforms to broaden availability of our portfolio.

We are also leveraging digital to improve awareness and accessibility of our key categories and brands to empower people to identify symptoms and seek timely treatment to live healthier and more vibrant lives.

**The keyword in business practices these**

**days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

P&G Personal Health Care believes 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.



**SAGREE SARDIENN**  
Chief Executive Officer and President  
Mercedes-Benz Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 was an exciting year for us with the introduction of several important models from Mercedes-Benz and our sub-brands, Mercedes-EQ, Mercedes-Maybach and Mercedes-AMG. Mercedes-Benz has currently the most comprehensive EV portfolio in the market.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Mercedes-Benz continues to upgrade our services, offering our customers convenient, seamless digital experiences. We recently launched our digital showroom “Mercedes me Store” which utilises the Mercedes me Connect App, enabling customers to access a host of digital features via their smartphone.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Sustainability is at the core of our business. Ambition 2039 is our blueprint that defines our path to carbon neutrality across

our entire value chain, steering us towards our “electric only” goal by the end of the decade, where market conditions allow.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Mercedes-Benz will continue to capitalise on our solid product line-up, tech-infused innovations, sustaining our leadership in providing mobility services while driving our digital transformation. We uphold our customer-centric service model in retaining customer loyalty and advocacy.



**OLGA PULYAEVA**  
Marketing Director  
Carlsberg Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

It was a great year for 1664. The brand has been performing well over the years and gaining traction thanks to its unique and refreshing brew profile that appeals to both light and regular drinkers. The recovery plan helped to further accelerate the growth of 1664 as consumers returned to on-trade consumptions for dine and drink, social activities, and for shared occasions to enjoy France's No.1 wheat beer.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The pandemic gave us the opportunity to accelerate e-commerce as an emerging channel to market and expand our product distribution directly to consumers. We also expanded our communication channels via a wide range of digital and social media platforms to stay in trend; and conducted online



livestreams to communicate and engage with consumers beyond geographical barriers.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

At Carlsberg, we are brewing for a better today and tomorrow. We believe that our business performance and ESG performance go hand in hand. As one of the key brands in Carlsberg's brand portfolio, 1664 strives towards a sustainability programme that underpins the company strategy to reduce carbon emissions, water waste and to celebrate responsibly.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Kronenbourg 1664 will continue to build brand equity as a premium lifestyle beer via marketing campaigns, and to deliver excellent quality and great experiences at every touchpoint, in the spirit of French good taste, to our consumers – be it product quality and enjoyment, innovation and brand experience, for increased brand value in times of recession when consumers will be more selective with their brand choices to elevate enjoyment and experience.



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GOLD  
2022

Thank you  
for your trust!

Your Health is Our Top Priority



It is available at chain stores, pharmacies and chinese medical halls.

This is a traditional product advertisement KKLIIU 0295/2023 (Expiry Date: 31 December 2025)

**SILVER WINNERS**



**KLAUS LANDHEUSSER**  
Managing Director  
Bosch Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

With global chip shortage worsened by geopolitical conflicts and the global economic slowdown, 2022 was challenging. But with great resilience and teamwork, Bosch Malaysia managed to outperform and close the year with 9.4% above the forecast for the year. We launched new projects such as Well-being Haven, an Invented for Life initiative that gives healthcare professional quality rest and mental recovery through Bosch technology.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Bosch celebrates 100 years in Malaysia in 2023 – a testament to our commitment towards excellent customer experience and innovation. We embrace digitalisation holistically, through connected products and solutions, data-driven decision-making, flexible work arrangements and continuous training for our associates.

**The keyword in business practices these**



**days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Bosch was one of the first MNCs to become carbon neutral in all its 400 locations worldwide. Besides Bosch Automotive Electronics Manufacturing Plant in Penang having the largest rooftop solar panel in Malaysia in 2020 for renewable energy, all Bosch products are manufactured with sustainability in mind. From recycled material down to selecting our suppliers, Bosch factors in climate neutrality – contributing to our win in the highest Penang state award, the Penang



Green Office Award 2022, last year.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Bosch has always used crises as an opportunity to make lasting improvements. We continue to make investments into our people and innovation, such as opening a new semiconductor plant in Penang this year to tackle the overhanging demand of semiconductors. Constant change, whether social or technological, is our strategy.



**DATUK WONG TUCK WAI**  
Chief Executive Officer  
IJM Land Berhad

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

2022 was a year in which we strengthened the business further; expanded our digital capabilities to serve our customers better, delivered high-value projects; and rolled out robust initiatives that provide a sturdy bedrock for our continued success.

We have been focusing on strengthening IJM Land's brand equity with a brand promise that it is not just what we do but how we do, enhancing systems and processes to improve efficiency and also driving higher sales.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Our quick pivot to digital innovations and online capabilities at the onset of the pandemic contributed promising and strong sales. This enabled us to continue engaging

with customers and bring our product offerings to them. To facilitate the buying process, we hosted a number of online activities to manage expressions of interest, and selection and sales bookings for new properties to create a seamless experience for customers. We will continue to develop our online presence to engage customers at all stages of the purchasing and decision-making process.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

To us, sustainability is not a destination but rather a journey to a sustainable future. Our approach towards sustainability is aligned with the Sustainable Development Goals (SDGs) and the Ten Principles of the UN Global Compact. This forms the foundation of our four sustainability pillars of Marketplace, Environment, Workplace and Community.

Our Marketplace, Environment, Workplace and Community commitments

drive long-term value, reflecting what matters to us and our stakeholders. This means ensuring that all our business decisions are environmentally and socially sound, whilst making financial sense. For us, this is core to creating offerings that are Distinctively IJM.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Emerging from the volatility of the last two years, we have no option but to focus 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.

As we forge ahead, my faith in Team IJM's unwavering commitment, relentless and passionate enthusiasm to convert challenges to opportunities, and ideas into impact will help all of us pull through. I am confident that IJM Land will be able to ride out a recession and emerge stronger and far more resilient.



**OLGA PULYAEVA**  
Marketing Director  
Carlsberg Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year was an exciting year for Somersby! As restrictions were lifted, we saw our brand picking up once again in the market. Though many were still cautious about their spending, our two new launches last year did well in the marketplace. The new Passionfruit and Orange was a hit among our cider lovers and the introduction of our alcohol-free brew – Somersby 0.0 Apple – managed to capture a new market segment in Malaysia. During challenging times, when consumers were looking for small pleasures, Somersby never failed to give them varied product offerings and a refreshing fruity brew with which to wind down.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Digital adaptation was key for Somersby to navigate through the new norm. Engaging and interacting with consumers using digital platforms to create awareness for our campaigns was a priority to ensure our brand stood out and remained relevant to our key consumers. On top of that, we also leveraged



on KOLs to create light-hearted content to build brand love that would resonate with our target audience. Pivoting to ecommerce was also strategic in ensuring Somersby stayed top of mind; we offered our consumers exciting promotions including gifts with their purchases, and contests with exciting giveaways.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

While Somersby is a brand that encourages all Malaysians to embrace the lighter side

of life and live in the moment, we believe in the importance of #CelebrateResponsibly and our promise towards "Brewing for a better today and tomorrow". In view with our company's recent ESG initiative – "Together Towards Zero and Beyond", Somersby has been proactively advocating 100% responsible drinking on our product packaging and social media platforms to advocate responsible alcohol consumption. On top of that, the launch of our alcohol-free brew, Somersby 0.0 Apple, is also part of our commitment to deliver on our Zero Irresponsible Drinking pledge.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Somersby is a clear leader in the cider category with strong brand awareness, nonetheless 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 in the cider category. Somersby believes in the importance of understanding consumer's wants and needs and we're constantly looking for ways to inject uniqueness and joy in whatever we do.

# FROM **BOLD TO GOLD** THANKS TO OUR FANS

PUTRA BRAND AWARDS 2022 - GOLD  
THE PEOPLE'S CHOICE



**PUTRA**  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —



**10** BOLD  
YEARS

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Always With You



Maybank executive vice president and group corporate marketing and brand head Shazlina Suffian (second from left) won a Platinum in the Putra Brand Awards 2022 night for the Banking, Investment and Insurance category.



Shopee head of marketing Kenneth Soh received the Putra Brand Gold award in the E-commerce category.



Michelin Malaysia marketing director Rachel Quek received the Putra Brand Gold award in the Automotive – Fuel, Lubricants and Accessories category.



Grab brand communications assistant manager Sherene Tan (right) with the Putra Brand Gold award for Transportation, Travel and Tourism.



Unitar International Universiti received the Putra Brand Silver award in the Education and Learning category.



Lazada creative marketing head Joseph Lee with Putra Brand Silver award in the E-commerce category.



MST Golf executive chairman KP Low (right) received the Putra Brand Silver award in the Entertainment category.



Malaysia Airlines airline business chief executive officer Ahmad Luqman Mohd Azmi (centre), together with his team received a Silver during the Putra Brand Awards 2022 night in the Transportation, Travel and Tourism category.



TM brand and marketing head Andrew Pinto (right) with Star Media Group chief business officer Lydia Wang displaying the Putra Brand Silver award for Communication Networks.



The Sime Darby Property marketing team received two awards during the Putra Brands Awards 2022 night. The team received the Putra Brand Platinum award in the Property Development category and also took home the Putra Marketer of the Year award.



Universiti Teknologi PETRONAS corporate communications senior director Shamsina Shaharun with the Putra Brand Bronze award in the Education and Learning category.



RHB Banking Group group chief marketing officer Abdul Sani Abdul Murad (right) with the Putra Brand Silver award in the Banking, Investment and Insurance category.



Kronenbourg 1664 marketing director Olga Pulyaeva won the Putra Brand Silver award in the Beverage – Alcoholic category.



Sunway Theme Parks (Sunway Lagoon) executive director Calvin Ho with the Putra Brand Bronze award for the Entertainment category.



Genting Simon Sdn Bhd president and chief operating officer Jean Marie Pin Harry (centre) and marketing country general manager Chriz Liew (right) displaying the Putra Brand Platinum award in the Transportation, Travel and Tourism category.



Panadol Malaysia, Singapore and Brunei general manager Bryan Wong (centre) and senior brand activation manager Ong Yean Xin (fourth from left) with the Putra Brand Platinum award for Health.

# The best Malaysian brands, as chosen by you

Photos by ART CHEN, AZHAR MAHFUF and GLENN GUAN

PREMIER brand awards programme Putra Brand Awards 2022, widely acknowledged as the People's Choice Awards, saw people from all walks of life voting for their favourite brands in the local market.

The Putra Brand Awards is the only brand award of, by and for brand managers and owners, aiming to recognise brands that connect and build a strong relationship with consumers.

The winners were chosen through robust consumer research methodology, originally developed by IQ LeanLab, to engage with a minimum of 6,000 consumers in Malaysia to determine the coun-

try's favourite brands in multiple categories.

According to the Putra Brand Awards organisers, in 2022, over 25,000 consumer responses were received during the eight-week long survey period from end-September to mid-November who responded to "invitations-to-participate" advertisements that were published on 60 websites.

Consumer responses are captured directly by research company Ipsos, and thereafter compiled for endorsement by the Board of Governors, consisting of the chief executive officer of Matrade, honorary life president of 4As and heads of various media groups, as well as advertiser associations.

Aside from Brand Icons for 2022 being presented to brands with

four consecutive Gold Awards, there were also Platinum, Gold, Silver and Bronze winners in various categories.

These categories included cameras, IT and office & business equipment; communications networks; foodstuff; beverage (dairy); beverage (non-alcoholic); beverage (alcoholic); automotive; property development; apparel and accessories; automotive fuel and lubricants and accessories; banking, investment and insurance, education and learning; health; household products; home improvement, media networks; entertainment; personal, household and outdoor appliances; personal care; retail; restaurants and fast food; transportation, travel and tourism, as well as e-commerce.



Sharp Electronics (Malaysia) consumer electronics division modern trade department general manager Jacky Heng Tek Hock (left) with the Putra Brand Silver award for Personal, Household and Outdoor Appliances.



Nippon Paint general manager Tay Sze Tuck (right) with the Putra Brand Silver award in the Home Improvement, Products and Stores category.



Panasonic corporate communications manager Mazlee Mokhtar (right) received the Putra Brand Platinum award in the Personal, Household and Outdoor Appliances category.



Honda Malaysia sales and dealer development vice president Sunita Prabhakaran (right) with Star Media Group chief business officer Lydia Wang displaying the Putra Brand Gold award in the Automotive category.



AirAsia Malaysia commercial head Liyana Mahizzan (third from left) received the Putra Brand Bronze award in the Transportation, Travel and Tourism category.



Carlsberg managing director Stefano Clini (sixth from left) with the with the Putra Brand Platinum award in the Beverage – Alcoholic category.



Visa Malaysia head of marketing Eugene Lim (centre) with the Putra Brand Gold award in the Banking, Investment and Insurance category.



Maxis won Platinum at the Putra Brand Awards 2022 night in the Communication Networks category.



Bank Islam group chief operating officer Mohamed Iran Moriff (fifth from left) displaying the Putra Brand Bronze award in the Banking, Investment and Insurance category.



Strepsils marketing manager Jerome Goh with the Putra Brand Silver award for Health.



Panasonic corporate communications manager Mazlee Mokhtar (right) received the Putra Brand Gold award in the Cameras, IT and Office and Business Equipment category.



Sunway Group founder and chairman Tan Sri Dr Jeffrey Cheah received the Putra Brand Personality Award 2022, which celebrates him as an outstanding individual with creativity, perseverance and persuasion.



Astro Group chief executive officer Henry Tan with the Putra Brand Platinum award for Media and Entertainment.



Adidas Malaysia country manager Sharmin Photographers with the Putra Brand Gold award for Apparel and Accessories category.



The Heineken team won three awards in the Beverage – Alcoholic category, Golds for Heineken and Tiger Beer and a Bronze for Guinness, during the Putra Brand Awards 2022 night.



Yakult associate director sales and marketing Fumito Matsuda with the Putra Brand Gold award in the Beverage – Dairy category.



UEM Sunrise chief executive officer Sufian Abdullah with the Putra Brand Gold award in the Property Development category.



Vivo senior brand manager Alex Tan Ming Dong won the Putra Brand Bronze award for Communication Devices.



Cuckoo International founder and CEO K.C. Hoe with the Bronze award for the Personal, Household and Outdoor Appliances category.



Watsons Malaysia Marketing and Customer Growth general manager Danny Hoh with the Platinum award in the Retail category.



Dettol marketing director Tiffany Tang with the Putra Brand Gold award in the Health category.



Texas Chicken assistant chairman Tan San Ming (right) and general manager Foon Tham (centre) won the Putra Brand Gold award for Retail – Fast Food (Restaurants and Fast Food).



The team from IJM Land displaying their Putra Brand Silver award in the Property Development category.



Spritzer marketing, public relations and sales team together with Dr Chuah Chaw Teo (centre) after receiving the Putra Brand Bronze award in the Beverage – Non Alcoholic.



BMW Group Malaysia managing director Hans de Visser (right) received the Putra Brand Silver award for Automotive. Pictured here with Star Media Group chief business officer Lydia Wang.



Hurix's founder and chief executive officer Datuk Dr Pa Nok Ching (fourth from left) and team won the Putra Brand Gold award in the Health category.

**SILVER WINNERS**



**NG YAP**  
Group Chief Executive Officer  
MST Golf

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

We had a strong 2022, continuing from our sharp rebound post-MCO in 2021. We opened nine new retail locations, including two combining Golf Arena (indoor golf) and Golf Lab (technical golf academy and club-fitting) – our latest golf retail concept.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We launched our MST Golf Super App to include e-shop, golf news, digital membership, and playing and dining booking with more services in the pipeline, such as lesson and fitting booking, used club trading, golf course booking and golf travel.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

We incorporated sustainability as one of our brand values in 2022. We view ESG as a



holistic philosophy that must be integrated throughout our business. We aim to amplify sustainability initiatives across the golf industry to make golf more sustainable.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place**

**to ride out a recession?**

Fortunately, our business has not been affected by past recessions over the last 30 years.

In fact, we are experiencing a global golf boom due to Covid-19. We plan to leverage the momentum and pursue aggressive local and regional expansions.



**DATUK IMRI MOKHTAR**  
Group Chief Executive Officer  
Telekom Malaysia Berhad

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Last year saw the country transition further into the digital age. TM has been strengthening its role as the enabler of a Digital Malaysia and this is reflected in its strong performance in 2022.

While we continue our growth, TM is also transforming itself from a converged Telco of today into a human-centred TechCo where we focus on innovating solutions and experiences that our customers need in this digital age.

We have also embraced this digital way of working in TM, fostering an agile and collaborative mindset among our teams to improve our delivery to customers. These efforts have allowed us to bolster our long-term commercial sustainability and to continue investing into core and new growth areas to deliver the nation's digital agenda.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

TM's digital journey spans four strategic thrusts:

a) Growth in customer experience – championing FixedMobile Convergence for broadband, mobile, data, digital content and innovative solutions that provide customers exceptional experiences.

b) Business model transformation – from being a service provider, we are now a preferred partner for SMEs, enterprises and the

government, providing technologies and solutions that accelerate digital transformation, adoption and inclusion.

c) Increased operational efficiency – through analytics and automation, we are strengthening our infrastructure, networks and facilities to meet today's digital demands, including nextgen 5G technology.

d) People empowerment – an agile and hybrid way of working, Robotic Process Automation, and upskilling opportunities are among the ways we have used technology to empower our workforce.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

TM believes that progress should benefit all Malaysians, with our sustainable efforts spanning across environmental, economic, social and governance pillars. TM's ESG roadmap articulates our long-term ESG goals, and serves as a blueprint for our leadership team, employees, partners and other stakeholders, with our shared goals including:

a) 100% of mega suppliers in compliance with ESG practices by 2024

b) Ensuring that at least 70% of all premises within the nation have access to high-speed Internet by 2025

c) Achieving net-zero emissions by 2050. Our ESG principles and initiatives are embedded in TM's ecosystem for effective implementation, with proven improvement of TM's FTSE Russell score from 3.1 in 2021 to 3.6 in 2022.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

In ensuring commercial sustainability and to diversify business growth, TM's future trajectory will anchor on strengthening our existing core businesses and investing in new growth areas. In 2022, these new growth areas included the launch of Credence, TM's new cloud and digital entity, and our renewed commitment to growing our mobile business leveraging the nation's 5G rollout.

Anticipating economic challenges in 2023, TM continues to strengthen core businesses and improve productivity for operational excellence. We continue to improve cost efficiency from prudent operational spending plus optimisation programmes, demonstrated by our better Earnings Before Interest and Taxes (EBIT) recorded in the last three quarters.

In reinforcing TM's convergence leadership, TM's transfer of its business in Malaysia to a single operating entity, TM Tech, will further improve operational efficiencies, streamline processes and simplify customer touchpoints – allowing us to optimise our resources for service and customer experience excellence.

By solidifying TM's position in its core business, we are better positioned to pursue and invest in new growth opportunities beyond core connectivity to reap long-term benefits. This is in line with TM's aspiration to evolve from a converged Telco to become a human-centred TechCo.



**HANS DE VISSER**  
Managing Director  
BMW Group Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year was a stellar year of recovery and growth for BMW Group Malaysia, as we recorded over 14,400 vehicles delivered across the BMW, MINI and BMW Motorrad portfolios, cementing our position as the leader in the Premium Segment in Malaysia. With over 31% of BMW and MINI deliveries in 2022 being electrified models, we are also well on track in our ambition of transforming mobility for Malaysians – making it Sustainable and Responsible.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Putting seamlessness at the forefront of the ownership experience, we introduced new digital touchpoints with BMW Shop Online and BMW Engage. Rapidly implemented during the pandemic, these platforms allowed our customers to responsibly and safely interact and engage with the brands under the BMW Group Malaysia portfolio. Now, having moved into phase four of the National Recovery Plan, digitali-



sation remains a key focus for us and these platforms continue to serve our customers as an extension of the Premium Ownership Experience.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

BMW Group Malaysia places ESG at the forefront of decision-making, from resource and material management to sustainable innovation. This is encapsulated by our group-wide focus on Circularity, as well as Sustainable and Responsible mobility – as we

chart a verifiable and consistent path towards the Group's global ambitions of climate neutrality by 2050.

Here in Malaysia, our Sustainability & Circularity efforts have been spearheaded by our RE:GENERATE initiatives which are driving us to Reimagine our business processes and adopt innovation and practices which are reducing our CO2 footprint as well as creating value to our business ecosystem.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Resilience and adaptability have allowed BMW Group Malaysia to weather the pandemic and emerge stronger. We believe these organisational capabilities will continue to serve as our North Star in the face of unprecedented circumstances. We have always ensured operational resilience by maintaining close communication with our network associates, suppliers and dealers – not only in ensuring minimal disruptions to delivering our premium vehicles to our loyal customers, but that the needs and welfare of our employees and associates are safeguarded at all times.



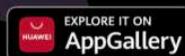
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**SILVER WINNERS**



**GEETHA BALAKRISHNA**  
Business Executive Officer  
Maggi Nestle (Malaysia) Berhad

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

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

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Maggi's purpose is to help consumers cook tasty and balanced meals everyday. We support our consumers through a digital recipe ecosystem, further enhanced by MyMenu IQ, a digital solution which helps consumers make balanced meal choices through dish pairing.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Indeed. In line with Nestle's overarching ambition to strive for zero environmental impact in our operations, MAGGI has embarked on a journey to reduce our use of virgin plastics and increase the recyclability of our packaging materials.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We will continue to navigate challenges ahead by putting our consumers at the forefront of everything we do, from delighting consumers with our signature taste to empowering women and contributing to communities.



**DATUK ZAKARIA AHMAD ZABIDI**  
Chief Operating Officer  
PLUS Malaysia Berhad

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The year 2022 has been a challenging and exciting year for the brand. The roll-out of the RFID toll payment option is today well accepted by highway customers, and has resulted in the brand winning the Malaysia Public Relations Award (MPRA) and IPSOS most trusted entity title.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Our digital transformation journey began six years ago in 2017 and PLUS has constantly kept abreast with the technology and inno-



vation in its journey to becoming the smart highway of the future.

**The keyword in business practices these**

**days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Sustainability is a key focus area and we produced our first voluntary Sustainability Report in 2020. Numerous initiatives are also in place to propel our ESG highway agenda. The year 2022 also saw the brand winning two United Nations Global Compact Awards.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

People! The right team with the robust strategies in place will ensure the brand is resilient in driving value to highway customers and all our stakeholders.



**MOHD RASHID MOHAMAD**  
Group Managing Director and Group Chief Executive Officer  
RHB Bank

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

At RHB, we understand and anticipate how global uncertainties impact our customers' needs and expectations. In 2022, we had remained focused on driving Service Excellence while providing much needed support and assistance to vulnerable segments, and being agile in the way we serve our customers. By staying relevant and purposeful, and by introducing various innovative banking solutions that provide customers a safe, flexible and meaningful banking experience, we have progressed even further with them through the challenging year.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The Covid-19 pandemic had accelerated a shift in customer preferences, with online and mobile banking quickly becoming the primary channel for them to interact with us. RHB quickly responded to this by pivoting its innovation focus towards further digi-

talising the customer journey to deliver a frictionless, fast, and secure banking experience by making a wide range of products and services accessible online without the need to physically visit our bank branches. As a result, we had recorded an increase in digital transactions from 64% in 2017 to 81.8% as at December 2022, with improved Internet banking and mobile banking penetration rates.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

We embarked on Phase 2 of our Sustainability journey in January 2022, where we launched our 5-Year (2022 - 2026) Sustainability Strategy and Roadmap. This is part of our efforts to continue integrating ESG considerations into our business and operations as well as our decision-making process. We also put emphasis in ensuring financial inclusion focusing on targeted segments of the community, such as children and youth, SMEs and MSMEs, covering programmes such as financial literacy, academic

excellence and capability building. We have invested approximately RM4.3mil in these programmes since we started in 2018. These ongoing efforts have helped place us amongst the top 25% public listed companies in FTSE Bursa Malaysia EMAS for our commitment in driving ESG performance, and an AA rating by MSCI ESG Index.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

It is important that we ensure our brand remains purposeful, meaningful, and useful to all our stakeholders. Therefore, in line with our Together We Progress 24 (TWP24) strategy, we are focused on our key strategic objectives towards becoming everyone's primary bank, prioritising customer experience, and delivering quality growth. Alongside this, we ensure that all our customers receive the support that they need especially during the most challenging of times. This further enhances our relationships with them, solidifying our position as their preferred financial partner.



**TIFFANY TANG**  
Marketing Director, Health & Hygiene, Malaysia, Singapore & Vietnam  
Reckitt Benckiser (Malaysia) Sdn Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Strepsils continues to be a brand that drives superior solutions for sore throat and throat discomfort so 2022 has been a positive year for the brand within the throat drop category. However, with the increase of movement and travelling, making people more susceptible to infections, we have stepped up our efforts in ensuring we cater to the demand for sore throat treatment.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The pandemic has definitely accelerated the growth of digitisation. To ensure we reach and help educate consumers who are spending more time on their mobiles and laptops, we have developed a range of digital marketing strategies and solutions. Our approach spreads across various channels; particularly on social media, search engines



and delivery apps to reach and educate with consumers.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Strepsils' purpose is to enable life by minimising the impact of upper respiratory infections in living uninterrupted moments. This is directly in line 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. It is of our utmost priority to con-

tinuously build trust and loyalty amongst consumers and other stakeholders.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our key focus is to continuously drive productivity and cost optimisation while adhering to the high standard of product superiority. On top of this, we always stay through to our 'consumer first' mindset with pragmatic innovations striking a balance between efficacy and affordability. With these, it will underscore a better healthcare system for the nation.



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



## SILVER WINNERS



**DANNY CHEN**  
Marketing Manager  
Petron

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year was indeed a recovery year for us in the company. It was coincidentally our 10th year and we took it as an opportunity to build stronger ties with our loyal customers. We rolled out our TENtu Happy Carnivals where we had activities prepared for them at our service stations. These events were held nationwide from April to December, 2022. Another notable branding activity was the "Jom Jalan Jalan" campaign, our collaboration with Tourism Malaysia along with other local businesses in support of domestic travel.

**The pandemic has accelerated digitalisation of businesses. Tell us about your**

**digital journey or the digital innovations you have adopted.**

As the nation progressed towards digitalisation, we launched the Petron Mobile App, a cardless loyalty programme aimed at providing better services and rewards to our customers.

What's more, this also included announcements for our stakeholders as we tried to stay connected with them, fuelling convenience wherever possible.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

At Petron, sustainability is at the core of everything we do. As an oil company, we're mindful of our environmental impact. We

make sure that our products meet or even exceed environmental standards, our operations are efficient and our business reflects good corporate governance. Of course, as we continue to grow, we also invest in our people and our communities as they are important parts of our journey.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

The improvements in the industry environment fuel our desire to continue growing the business. As always, our focus remains on minimising risks, managing our resources and enhancing our efficiencies to help us navigate through whatever challenges the future holds.



**PUVAN BALACHANDRAN**  
Chief Executive Officer  
Unitar

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

2022 has been a great year for Unitar – not only have we reached our jubilee milestone of 25 years in education excellence, but we have also achieved a new record of the largest enrolment of new Unitar students in the history of the institution with 4,136 students, a 41% growth from the previous year

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Established as the first virtual university in South-East Asia in 1997 to offer distance learning in the then very niche market, Unitar has invested heavily in technology since its inception as part of its drive to automate business processes and align the academic pedagogy to the emergent technologies.

The arrival of the pandemic, however, has opened up more of the market for us especially in terms of demand since our systems and infrastructure have already been in place.

In view of the economy and needs of the market to cater to a post-pandemic era, Unitar has also expanded its product offering with the launch of its Micro-Credential programmes – bite-sized programmes delivered through a flexible and personalised approach that allow students and working professionals to upskill or earn professional and academic credentials online, at their own pace.

Through its collaboration with Amazon Web Services (AWS), Unitar also launched Malaysia's first AWS re/Start programme, which is a free, 12-week, full-time skills development programme delivered virtually that prepares unemployed or underemployed individuals for jobs in and around their local communities through developing their skills in cloud computing, and filling skills gaps in the industry.

Unitar's vision is to accelerate innovative solutions in a global learning ecosystem for a sustainable future, which will aim to be delivered via its mission to create highly employable and entrepreneurial global citizens.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Unitar's business agenda is driven by a multi-institution structure from its University (Unitar International University), College (Unitar College) and Academy (Unitar Academy), to form a holistic and innovative learning ecosystem which also supports its social agenda built on the United Nation's Sustainable Development Goals (SDG) such as No Poverty, offering Quality Education, Decent Work and Economic Growth, and Partnerships for the Goals; as well as Malaysia's Shared Prosperity Vision (SPV).

This is where Unitar's brand promise of accelerating innovative learning solutions for a sustainable future meets with its mission to cater to the needs of its students – their need for access, for quality

and for employability.

It aims to go beyond just providing the learning journey for students in acquiring relevant skill sets, but through their C.A.R.E. — Collaborative, Adaptive, Reflective, and Entrepreneurial education methodology, Unitar nurtures its students in developing self-awareness of their talents and abilities, as well as inculcating in them the need for social responsibility whilst moulding them to be better citizens.

In creating viable future businesses, the organisation found the need to build on capabilities required for implementing new ways of capturing diverse revenue. Hence Unitar invested heavily in its people in its development of a High-Performance Culture and organisational values called N.A.D.I. – Nurturing, Accountable, Dynamic and Integrity within its human capital initiatives.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

In addition to strengthening our current business plan, Unitar's key focus in 2023 will be on four key areas of S.O.A.R. which addresses our business holistically by enhancing the Student Experience, improving Operational Efficiency, ensuring Academic Excellence, and diversifying all Revenue Drivers.

A holistic approach covering all stakeholders from our staff and students, to our Industry and Institutional Partners is key to creating a financially sustainable and stable business to ride out a recession.



**TING YANG CHUNG**  
Managing Director  
Sharp Electronics Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

We enjoyed a more stable market compared to the previous year which is an excellent indication that the economy is picking up and moving in the right direction. To further strengthen our brand presence in the market and enhance our market share, we launched a series of innovative product line-ups. This was aimed at helping Malaysians transition smoothly into New Norm Living in every aspect of their lives and increase their standard of living.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Ever since the pandemic, digitalisation has become the key word for our brand and business direction. To this end, Sharp had launched Smart Working Life through the introduction of digital solutions such as Sharp Smart Office and Smart Education. Smart Office helps companies to digitalise their meetings and video conferences through Sharp Interactive whiteboards and make meetings more effective. While Smart Education helps to take school teaching to the next level with more interactive and digitalised tools.



In addition, Sharp has become the first electronics company that digitalised all its service requests through COCORO Life App, for greater efficiency. COCORO Life App basically provides complete services with a simple registration system and digital e-warranty to make consumers' life easier.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

At Sharp, ESG is on our priority list, in line with a healthier and more environmentally-conscious post-pandemic lifestyle. ESG is in fact, part of our global and new business direction from our President and CEO, Robert Wu. We are working towards realis-

ing a sustainable global environment by pursuing long-term goals set in three crucial fields. These are: climate change, resource recycling, and safety and security.

Our Sharp Eco Vision 2050, a long-term environmental plan, is aimed at reducing energy consumption, contributing to a low-carbon society, reusing plastics and other materials to conserve the planet's finite resources. Hence, in line with global direction, Sharp Electronics Malaysia has also digitalised all campaigns to reduce unnecessary printed materials.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Recession will be a challenge for every company. We always stay alert, in tune with market sentiments and are prepared for any eventuality, as far as possible. Therefore, we will continue to innovate and introduce new technologies and solutions-based products through Sharp Smart Working Life. This year, our main focus is to provide solutions and home appliances that can improve and provide a comfortable and convenient lifestyle for consumers to enjoy life. Hence, Sharp will focus on multifunction businesses through the development of innovative products and solutions in 2023.



# Thank You

## Malaysians for trusting us!



**PUTRA**  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —  
2022



## BRONZE WINNERS

AEON



**KEIJI ONO**  
Managing Director  
AEON Co (M) Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Our brand continues to grow because of the continuous support from our customers as they are excited to shop at our malls across the nation.

With more mall engagements and focused retail promotions, customers are enjoying new brand introductions (Home Coordy, TopValu, Inner Casual).

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We accelerated our digital transformation journey during the movement control order period. We empowered our online platform myAEON2go to provide a seamless shopping experience for our customers, and the iAEON App provides business opportunities for our partners to adopt Online-Merge-Offline (OMO).

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

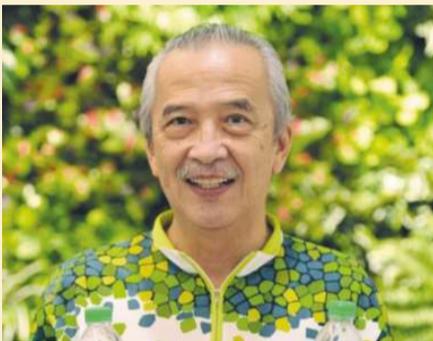
The AEON Sustainability Charter was launched towards championing ESG. This is implemented in all initiatives to develop

strategic solutions to protect the planet for the benefit of communities while taking action to uplift the communities that it operates in.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We aim to reduce the cost of living by working strategically with our suppliers and partners to offer better value for our products. Our vision is to manage and improve cost efficiencies and optimise operational productivity for the benefit of our customers and communities.

SPRITZER



**DR CHUAH CHAW TEO**  
R&D Director  
Spritzer Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

We have been upgrading and improving our production infrastructure and facilities to improve production efficiency and capacity.

We have also been strengthening the differentiation of Spritzer products by highlighting the benefits of silica-rich mineral water and the absence of microplastics in Spritzer natural mineral water in laboratory tests conducted by Sirim.

Our focus has also been on the sustainability agenda with greater use of sustainable packaging materials and continued Extended Producer Responsibility efforts in tackling consumer packaging waste.

**The pandemic has accelerated digitalisation of businesses. Tell us about your**

**digital journey or the digital innovations you have adopted.**

We are expanding our digital and e-commerce platforms on coverage area and delivery speed to provide greater convenience to consumers.

We conduct ongoing upgrading and enhancement on production facilities with greater automation, including smart factory transformation, digitalisation of transactions and big-data analytics.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Spritzer's goal is to aspire to a carbon-neutral and socially ethical future and to deliver desirable water products for all.

Ongoing ESG plans include exploring rPET (PET plastics that have been recycled,

reprocessed and made into something new), replacing existing materials, achieving carbon neutral goals by 2030 and green building certification for all subsidiaries.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We shall continue with our product innovation and keep expanding the market shares (local markets, overseas markets, digital and e-commerce platforms), as well as enhancing sustainability packaging and upgrading the production facilities with greater automation, and reflecting our confidence in the long-term potential of the bottled water industry and our ability in risk management of the current landscape with solid strategies in place to drive future growth.




**OLGA PULYAEVA**  
Marketing Director  
Carlsberg Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year was a stellar year for Connor's Stout Porter. The brand achieved double-digit growth in sales volume and was able to grow its market share. Our key success driver was our great brew with its unique blend of four malts and distinctive coffee notes loved by consumers.

Connor's is a young, modern and innovative brand with a unique origin story, bringing the stout porter recipe enjoyed at the docks of Great Britain to bars in Malaysia.

Our "Connor's can Shake" ritual continues to be a unique selling proposition because we are the only beer brand in Malaysia that consumers can shake for better enjoyment.

**The pandemic has accelerated digitalisation of businesses. Tell us about your**

**digital journey or the digital innovations you have adopted.**

We built the brand by investing in social media and KOL engagements. We leveraged on a micro-site to house all our promotion and activation information when we launched our new unique glass in June 2022 and celebrated International Stout Month with famous British Brands in November 2022.

We are also expanding our e-commerce presence and live streams to reach more consumers. Connor's digital and retail communication will be equally important to gain more brand awareness this year onwards.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Connor's believes in the importance of #CelebrateResponsibly as well as our

promise towards "Brewing for a better today and tomorrow".

In line with our company's recent ESG initiative "Together Towards Zero and Beyond", Connor's has been proactively advocating fully responsible drinking on our product packaging and social media platforms to advocate responsible alcohol consumption.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our strategy remains the same, which is to focus on driving awareness and trial. Connor's will continue to adapt to upcoming trends as a young, modern and innovative brand.

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

TOURISM MALAYSIA



**DATUK HAJI ZAINUDDIN ABDUL WAHAB**  
Director-General  
Tourism Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The pandemic exposed the importance of domestic tourism, which has always been the industry's saviour in times of crisis. Our Cuti-Cuti Malaysia campaign is the most effective brand positioning for domestic tourism.

To reflect how people began to explore the world again after the pandemic, the iconic *Cuti-Cuti Malaysia* song was given a contemporary update. The new song, *Menemui Semula*, encourages Malaysians to explore the country and discover the treasures of nature in line with the Tourism Recovery Plan.

As the nation's borders are now officially reopened to international tourists, we are also preparing to resume our global advertising campaign by promoting "Malaysia Truly Asia" to boost inbound tourism.

**The pandemic has accelerated digitalisation of businesses. Tell us about your**

**digital journey or the digital innovations you have adopted.**

To promote the recovery of tourism, the travel and tourism sector is encouraging digital transition. Big data and e-marketing are two essential factors that will shape the future of Malaysia's tourism industry.

Priority has also been given to creative and digital marketing, enhancing mixed promotions, shifting to emotional and sentiment-based promotions, moving to customised markets and strengthening the brand.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

We have already embarked on the sustainability agenda in accordance with the National Tourism Policy 2020-2030 by leveraging public-private sector collaborations and embracing digitisation to drive innovation and competitiveness towards sustaina-

ble and inclusive development.

The government also eyes a balance between the development, preservation and conservation of national treasures such as the environment, culture and heritage.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Among others, we will offer more attractive travel packages through digital platforms and promote rural tourist destinations and hidden gems as tourists now prefer safer destinations, fewer people and fresh air.

We are also embracing the technology of secure, seamless and contactless travel such as cashless payments, online booking, contactless transactions and contactless check-in.

In addition, we will strengthen public-private partnerships, especially in recreating tourism, arts and culture products to be more appealing and innovative.

# Now is the Time!

## Cuti-Cuti Malaysia

Creating Memories Together



 Sky Mirror, Kuala Selangor

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**BRONZE WINNERS**



**RUDY KHAW**  
Chief Brand Officer  
AirAsia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

For AirAsia, 2022 was a year of recovery. Following the reopening of Malaysian borders in April, we looked to reignite the passion for travel and encouraged consumers to fly with us, after having won the World's Best Low-Cost Airline for the 13th time.

We also took the opportunity to add more value to our travellers' experiences with the AirAsia Super App.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Central to our digitalisation drive is the AirAsia Super App, connecting our extensive customer database to over 15 products and



services. Digital innovations were also deployed for the airline to make flying not only safe, but more seamless and contactless.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

This has actually always been part of the brand's DNA and it continues to evolve. It's not just about being environmentally friendly where we can, but also about inclusivity (something we've always championed) and also doing more with less. We apply the same principles across all our businesses under Capital A.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We believe the potential recession may serve to support the low-cost airlines as people will look at more affordable flights to allow for spending elsewhere during their trips. This allows us to leverage our position as a great value fare leader to recapture the market.



**CALVIN HO CH'AN HIN**  
Executive Director  
Sunway Lagoon

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year was a year of revitalising our brand and more importantly, reinvesting in our people who make our brand great.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We were able to scale up and out via our multi-channel platforms offering better proximity between our guests, partners and brand.

In addition, we optimised our digital journey with partnerships which has helped

build new audiences.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

As a group, we are committed towards the ESG principles to assist in building better communities and operating responsibly.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We will continue to develop human capital, ensuring accessibility to our brand and enhancing our guests' experiences.



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

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Media Prima Television Networks, being the largest broadcaster in Malaysia, still leads the pack as a reliable source of news, current affairs and entertainment content.

Despite the negative macro events and uncertainty that characterised 2022, we remained true to our vision, fundamental values and were able to pivot, and we ended on a successful business year.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Media Prima Berhad has been on board the digital transformation journey, operating in hybrid environments with customer centricity and a "digital first" mindset.

In 2023, we will continue expanding our

livestreaming and on-demand videos, making them more accessible and viable to the viewers as we look at pivoting the current news system to a combination that integrates both television and digital news.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Media Prima reaches millions of Malaysians every day, which is a privilege that comes with great responsibility and a unique position to develop minds.

Our commitment to best practices and good corporate governance is evident from the various accolades awarded by external authorities such as the Minority Shareholders Watch Group, Bursa Malaysia, Australasian Reporting Awards and Malaysia Investor Relations Association.

Our corporate social responsibility initia-

tives spearheaded by TV3, Harian Metro and Berita Harian have benefitted a large part of the targeted communities and we will continue to feature ESG principles, especially in news programming environments. Our in-house talk show programmes such as *Money Matters*, *Malaysia Hari Ini* and *Wanita Hari Ini* as well as our current affairs segment, *Aduan Rakyat*, have all reported on ESG.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

The plan is to prioritise our long-term strategy and move forward without wavering in our efforts to keep being the No.1 local channel and content provider whilst staying true to our customer-first mindset, focusing on tonton CINEMA, our pay-per-view streaming service, and continuing to form strategic partnerships locally and regionally to reach new audiences.



**ALEX NG**  
Managing Director  
Goodyear Malaysia

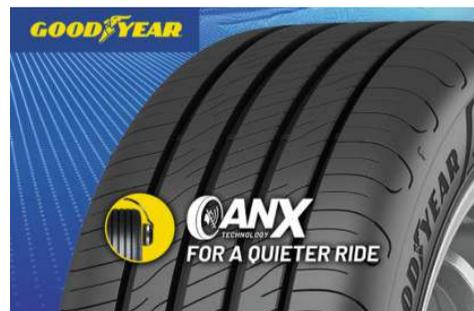
**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The year 2022 was filled with both challenges and opportunities. We are proud of the successful launch of the Worry Free Assurance warranty programme for consumers' greater peace of mind, and Assurance ComfortTred, a tyre designed for a quiet and comfortable ride.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

More businesses are adopting digitalisation and we are no different. Goodyear tyres were made available for online purchase from May 2021 on Lazada and February 2022 on Shopee. Now our customers can shop anytime and anywhere.

**The keyword in business practices these**



**days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Early this year, we unveiled a demonstration tyre comprised of 90% sustainable materials, which passed all applicable regulatory testing and Goodyear's internal testing. We continue to make progress towards our goal of introducing the first 100% sustainable-material tyre by 2030.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We are cautious but optimistic about 2023. We understand consumers in Malaysia are concerned about economic volatility, but we believe that China reopening its borders, strong commodity and oil prices, as well as low employment will continue to drive private consumption up this year.

Goodyear is focusing on strengthening our consumer value proposition by refreshing our products and introducing Cooper brand tyres into our channel.

We also want to help our channel partners improve their services and continue to create consumer pull for them. We aim to make tyre purchase easy and worry-free for consumers.

We believe that being consumer- and customer-centric will help Goodyear win in any economic situation.

**BRONZE WINNERS**



**CHIA SEOW LING**  
Acting Chief Executive Officer  
and Chief Financial Officer  
Go Shop

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Go Shop as a brand remained robust in 2022. We have continued to deliver our upmost best with a wide range of products and services, and we strive to serve our customers with top-quality items.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We are constantly working on providing a seamless onboarding journey for our customers and business partners to ensure efficiency.

At the same time, we are focused on delivering an enhanced shopping experience for customers to conveniently shop anytime, anywhere.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

In line with Astro's ESG principles, Go Shop strongly upholds the Environmental pillar with the usage of environmentally friendly materials for delivery boxes and other packaging products. We will strongly advocate to care for our environment.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Catering to the different consumer needs and lifestyles will remain our top priority. From local affordable brands and products to globally renowned brands, we will continue to pivot our product offerings based on customers' wants and needs.



**HOE KIAN CHOON**  
Founder and Chief Executive Officer  
Cuckoo International

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

With a recovering economy and greater demand for wellness-focused solutions, 2022 allowed Cuckoo grow and help more Malaysians to be #SAMASAMAHealthier through our ever-expanding Healthy Home solutions. Our efforts to make homes healthier are also made easier with the support of our ambassadors, Lee Minhoo and Datuk Sri Siti Nurhaliza.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Digitalisation is something we've been focusing on even before the pandemic to provide a transparent and seamless customer experience. We were one of the first in our industry to introduce our own administration system, e-commerce platform (Cuckoo e-Brandstores) and mobile application (Cuckoo+ Mobile App).

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

As Malaysia's leading Healthy Home Creator, being a sustainable, accountable and responsible organisation is a continuous process and commitment we hold to. Every step of the way, we strive to leave a social impact by empowering all Malaysians to live healthier and happier while maintaining good governance. We believe this will ensure sustainable brand growth.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

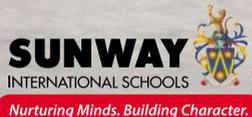
To meet continued demand for wellness-focused solutions in a challenging economic environment, our approach remains the same. We'll continue to innovate to make homes healthier while ensuring affordability through our Cuckoo rental plans.

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## SUNWAY EDUCATION GROUP



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*Nurturing the Seeds of Wisdom*

**BRONZE WINNERS**



**MOHD MUAZZAM MOHAMED**  
Chief Executive Officer  
Bank Islam Malaysia Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The reopening of the economy bodes well for Bank Islam Malaysia Berhad (Bank Islam or the Bank) as it helps improve business and consumer sentiments, which could translate into higher capital expenditure among firms and household spending. This will serve well for domestic demands despite the challenging economic landscape.

The Bank remains cautiously optimistic about its performance growth and is making headway towards advancing prosperity for all through our various initiatives, catering not only to the bankable segments but also to the underserved through our tailored home financing products, microfinancing facilities and solutions that cater to the young.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We have invested heavily in strengthening our cybersecurity tools, improving our IT infrastructure and developing our team's

skill sets to prepare ourselves for the market's demand. The Bank also rolled out many enabling tools in its operating environment, like robotic process automation and data analytics, to better understand customers' needs.

In August last year, we launched a new digital offering, Be U by Bank Islam, a cloud-native digital banking application focusing on the younger generation. It allows customers to perform end-to-end banking transactions seamlessly without the need to visit a physical branch.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Bank Islam has positioned itself as the pioneering pure-play Islamic bank listed on Bursa Malaysia and has assumed a pivotal role in advancing Shariah-ESG solutions. Towards this aspiration, the Bank has developed an ESG Risk Management Framework in Q2 2021. The aim is to enhance our sustainability framework, including setting time-bound commitments on sustainability.

BIMB has approved around RM2.93bil in

green financing for projects in renewable energy, sustainable waste management, public transportation and green manufacturing.

Furthermore, the Bank has set a target to increase its green financing portfolio to RM4bil by FY2025. We intend to finance the transition of corporates, SMEs and individuals in reducing their climate impact and increasing positive social outcomes.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

As part of the ESG agenda and in line with the principles of Maqasid Syariah, Bank Islam is continuously committed to navigate this journey with programmes through our financial inclusion initiative, Sadaqa House (a crowd-funding platform supporting local changemakers) and green financing.

As the halal industry is gaining traction globally, Bank Islam's GO Halal SME Financing Program would help spur the expansion of Halal SMEs in Malaysia, allowing more output production that could contribute to our national economic growth.



**HUSAIN JAHIT**  
Group Editor  
Harian Metro

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Along with the daily news gathering and newspaper operations, *Harian Metro* (HM) was active in contributing to society via the *Titipan Kasih* *Harian Metro* programme.

We also recently embarked on the staging of the inaugural Anugerah Ikon Sukan (AIS) 2022 to honour outstanding sportspeople in Malaysia.

Several more plans are in the pipeline with an overarching aim of strengthening the HM brand and continuing to provide quality content for our readers.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Aside from strengthening the subscription process of our print and digital products, we are also focusing on increasing the value of our news and content with more online offerings and better social integration.

We hope to be able to further cement HM's brand image by continuing to shape and give back to society, as well as contributing towards overall nation-building.

**The keyword in business practices these**



**days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

As a media company, NSTP's responsibility to uphold the ESG principles affects the way we print and deliver our newspapers. To reduce our carbon footprint, we conduct a constant review of delivery routes to optimise newspaper distribution, as well as increasing printing efficiency by using recycled pulp instead of virgin pulp.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

The NSTP Group remains hopeful for a productive and profitable 2023.

However, we will continue our ongoing cost management and efficiency plans and look for more ways to minimise the impact of a protracted recession globally within the immediate term.



**BRYAN WONG**  
General Manager  
Haleon Malaysia, Singapore & Brunei

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Scott's market presence has remained robust post-pandemic. Parents today understand the importance of providing adequate nourishment for their children to protect their health.

We believe that it is our responsibility to continue raising public awareness about the importance of nutrition in children's growth.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Due to the restrictions on conducting physical events, we noticed that digital screen-time rose dramatically throughout the pandemic, which accelerated our efforts on digital channels.

To date, we have activated Facebook (Meta) live for new product launches, improved our home shopping method and enhanced our e-commerce strategies.



**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

With billions of people putting their trust in our world-class portfolio, Haleon is committed to addressing consumer needs and

making better everyday health more achievable, inclusive and sustainable for the people and the planet.

Our research and development continuously work towards reducing the environmental impact of our operations by making our packaging more sustainable, sourcing trusted ingredients sustainably and tackling carbon emissions.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

While we recognise that recessions are inevitable and should be anticipated, we are confident that our business plans are prepared to weather the economic downturn.

Aside from routinely assessing the sustainability of our business, and continuously thinking long-term, we place our mission at the forefront of everything we do, and it entails prioritising the needs of consumers by seeking to remove barriers to better everyday health.

**BRONZE WINNERS**



**ALEX TAN**  
Senior Brand Manager  
Vivo Malaysia



**LAWRENCE SONG**  
Managing Director  
Daikin Malaysia Sales & Service Sdn Bhd

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year, we saw positive responses for all our products and more users enjoying our products. Our sales achievement also increased. As our physical stores gradually reopened, our sales also increased as many of our customers were able to purchase our products in-store.

Of course, we also offered our devices online such as our official e-store and through online partners like Lazada and Shopee for customers who prefer the convenience of online shopping.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

As more Malaysians embrace technology and digitalisation, online shopping has grown exponentially. Before the pandemic, customers could purchase Vivo products from both our physical stores and online. During the pandemic, we made all our products available at our e-stores, which are designed for customer convenience.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

The ESG principles are an essential part of Vivo and a cornerstone of our brand presence. At vivo, we believe in doing things right for the betterment of the community and industry.

Our products are also carefully designed to bring the best quality and performance to meet user needs while ensuring minimal impact to the environment. We conduct research to offer technological solutions to meet customers' needs.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Our strategic business partners and consumers will continue to be the driving force for our business. We are working with business partners to understand the needs of consumers and developing strategies to meet those needs. We will also keep bringing our products to Malaysia, enabling Malaysians to experience the best technologies.

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Economic growth improved with the National Recovery Plan and the demand for air-conditioners remains strong. Air-conditioning has become more important than cooling. It includes fresh air, purification and monitoring air quality. Daikin's solution for Perfecting the Air aims to provide comfort and well-being for people.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

Daikin developed more Internet of Things products and digital utilisation to fulfil individual needs. In July 2020, Daikin launched the Go Daikin app that allows users to control their air-conditioners anywhere, anytime. Later, we started offering professional Go Clean Cleaning Services as a one-stop solution for all air-conditioning needs.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a corner-**

**stone of your brand presence?**

ESG principles are at the core of Daikin's values and operating practices to address environmental and social issues while achieving business growth. With efforts to achieve a decarbonised society being rolled out worldwide, it is our top priority to speed up our initiatives to reduce the greenhouse gas footprint across the product's life cycle.

We also signed on as a Platinum Partner with the Selangor Football Club, or fondly known as the Red Giants, with the hopes of not only promoting a healthy and active lifestyle in society but also boosting the Red Giants team to achieve greater heights.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

The strategy is to continue to stay competitive in the market during a recession. Moving forward, Daikin will continue to have a vast market share, invest in research and development and production, and improve indoor environmental quality standards to provide premium quality products and professional after-sales services.

**SPRITZER**

**PUTRA  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —  
BRONZE  
2022  
— WINNER —**

**SILICA-RICH  
NATURAL MINERAL WATER**

 [spritzer.com.my](http://spritzer.com.my)

**BRONZE WINNERS**



**JOY GOH**  
Consumer Marketing Manager  
Nescafé Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

The full withdrawal of movement restrictions has supported the nation in its path towards recovery, during which we have seen a significant shift in consumption and purchasing behaviour among our consumers.

As Malaysia's No.1 coffee brand consumed at home and on the go, Nescafé had to make changes, exploring all avenues to ensure that our products meet the purchasing power of various consumer segments while also ensuring that the brand remains strongly relevant and top of mind through product innovation and communication.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

During the lockdowns, our e-commerce and social platforms grew in terms of the types of userbase and consumption hours. Though the trend has normalised for some platforms, the relevance of digital platforms

as search tools has remained high as consumer demand for value purchases and new products has risen.

To remain relevant digitally, we tailor each of our digital platforms to serve a dedicated purpose. This is reflected in the creative materials we use to populate these spaces.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

In line with Nestlé's purpose of enhancing quality of life and contributing to a healthier future for all, ESG is at the heart of all we do, be it packaging of our products, sourcing raw materials, or even our engagement with external stakeholders.

Reflecting this, in 2020, Nescafé transitioned to 100% responsibly sourced beans for all our local production. Under Nestlé's Farmer Connect initiative, we also kick-started the Nescafé Grown Respectfully programme in Kedah in 2019, whereby we engage local coffee farming communities to provide technical knowledge and know-how

on sustainable coffee farming. Through this programme, we aim to help revitalise the local coffee industry while improving the livelihoods of our local farmers.

As a result, in 2020, we launched Nescafé's first homegrown coffee, Nescafé Classic Kopi Kedah. Despite the challenges of the pandemic, we have continued to spearhead these initiatives with 270 farmers trained and 270,000 coffee seedlings distributed so far.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Given that change has been the only constant throughout the pandemic, we have a strong foundation in place to weather potential economic challenges ahead. We are monitoring the situation carefully and will explore all avenues to optimise costs and processes to ensure the steady and long-term sustainable performance of the business.

We are focused on ensuring that the brand is attuned to the evolving needs of consumers to remain relevant and beneficial to all.



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

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

We celebrated our 25th anniversary in Malaysia and achieved a significant milestone when we joined the largest international Domino's group outside of the United States.

We also experienced encouraging growth and we remain committed to our customers' evolving needs and demands.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We continue to strengthen our digital capabilities to offer a seamless customer experience.

On top of digital innovations around delivery, we also pioneered a convenient digital take-away service with Pandu Ambil, which is part of Domino's Malaysia App.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

We are implementing an innovation strategy that prioritises sustainability. This is in line with the focus on ESG, which is a core aspect now that we belong to a larger international group.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Being prepared for what lies ahead is key to our business strategy. This is coupled with close monitoring of cost-saving measures without compromising on the quality of our products and services.

We also strive to continuously enhance and innovate our services, particularly via our digital infrastructure, to improve customer experience.



**OLGA PULYAEVA**  
Marketing Director  
Carlsberg Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

It was positive for Asahi as Japan's No.1 beer. We have more drinkers enjoying Japan's No.1 refreshment at local restaurants, bars and hotels, with increased on-trade consumption occasions and social activities since the recovery.

**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

The pandemic has given us the opportunity to accelerate e-commerce as an emerging channel to expand our product distribution directly to consumers.

We have also shifted our investment to focus on digital media channels so that we can reach more consumers beyond

geographical barriers.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

At Carlsberg, we brew for a better today and tomorrow. We strive towards sustainability programmes that underpin the company strategy with reduced carbon emissions and water waste, and to celebrate responsibly.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

Asahi will continue to deliver excellent product quality in the spirit of Japanese precision for high quality, for consumer enjoyment and to increase brand value in times of recession.



**BRONZE WINNERS**



**BRYAN WONG**  
General Manager  
Haleon Malaysia, Singapore & Brunei



**RYAN JUNG**  
Head of Marketing Division  
Coway Malaysia

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

As Covid-19 continues to shift the business landscape, we have been fortunate to see jumps in demand for ENO consumption. This is after the increase in the number of Malaysians dining out as restaurant meals may trigger heartburn and acid indigestion.



**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We have expanded our digital strategies to make up for the shortfall in traditional revenue. In 2022, we activated new promotional materials in the free-to-air (FTA) channels, as well as digitally. We also collaborated with Grab to drive e-commerce initiatives focusing on the in-food transit user.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

We are always committed to doing business responsibly. At Haleon, our goal is to tackle the social and environmental barriers

to make better everyday health more inclusive, sustainable, and achievable through three key business pillars which are Environment, Health Inclusivity, and Responsible Business.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

We recognise that negative economic growth is inevitable, but we are confident in our business strategies and contingency plans to navigate through these scenarios successfully. 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.

**With borders reopened and the nation in phase four of the National Recovery Plan, how has 2022 been for your brand?**

Last year was a dynamic one for Coway, as we evolved and kept our consumers as a priority from sales, service and engagement. Most brands strive to keep up with industry trends, but it is also important to listen to your consumers.



**The pandemic has accelerated digitalisation of businesses. Tell us about your digital journey or the digital innovations you have adopted.**

We have had to leverage more on digital innovations. Some of our new digital ventures are the hybrid Coway Run, new Coway TikTok page, and the new Coway AR Filter. It has been eye-opening to see how we have adapted through digitalisation.

**The keyword in business practices these days is ESG – environmental, social and governance. Are ESG principles a cornerstone of your brand presence?**

Yes, we're pursuing ESG management at a global-wide level to fulfil financial performance as well as environmental and social responsibility.

**Analysts predict that the world economy is headed for a recession in 2023. What strategies has your business put in place to ride out a recession?**

As we all know, the world is going through multiple crises alongside with global recession. Nonetheless, we believe that consumers desire high-quality product experiences and affordability. Thus, as the Best Life Solution Company, Coway brings a premium value to fill our customers' needs by expanding our product range with holistic and innovative technology in these difficult times.



**PUTRA BRAND AWARDS**  
— THE PEOPLE'S CHOICE —  
2022

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# Putra Aria Brand Awards 2022

## ~ Winners ~

APPAREL AND ACCESSORIES		AUTOMOTIVE		AUTOMOTIVE - FUEL, LUBRICANTS AND ACCESSORIES		BANKING, INVESTMENT AND INSURANCE	
Brands	2022	Brands	2022	Brands	2022	Brands	2022
Bata	Gold	Mazda	Gold	Continental	Gold	CIMB Bank	Gold
Siti Khadijah	Silver	Volvo	Gold	Caltex	Silver	Hong Leong Bank	Silver
Poh Kong	Bronze	Ford	Silver	Toyo Tires	Silver	Great Eastern Assurance	Silver
Seiko	Bronze	Mitsubishi	Silver	Bridgestone	Silver	AIA	Bronze
Decathlon	Bronze	Nissan	Silver	BH Petrol	Bronze		
TAG Heuer	Bronze	Subaru	Bronze				
BEVERAGE (ALCOHOLIC)		BEVERAGE (NON-ALCOHOLIC)		BEVERAGE (DAIRY)		CAMERAS, IT, OFFICE AND BUSINESS EQUIPMENT	
Brands	2022	Brands	2022	Brands	2022	Brands	2022
Martell	Gold	Coca-Cola	Gold	Ensure	Gold	ASUS	Gold
Hennessy	Silver	Sprite	Silver	Anmum	Gold	Hewlett Packard	Silver
Chivas	Silver	Lipton	Silver	Enfagrow	Silver	Lenovo	Silver
Johnnie Walker	Bronze	Pepsi	Silver	Pediasure	Silver	Pilot	Bronze
		Old Town White Coffee	Silver	Dugro	Silver	Fujifilm	Bronze
		Wonda	Bronze	Similac	Bronze	Epson	Bronze
				Mead Johnson	Bronze		
COMMUNICATION DEVICES		COMMUNICATION NETWORKS		e-COMMERCE		EDUCATION AND LEARNING	
Brands	2022	Brands	2022	Brands	2022	Brands	2022
ASUS	Gold	U Mobile	Gold	JobStreet	Gold	Open University Malaysia	Gold
Garmin	Silver	Tune Talk	Silver	Lalamove	Silver	Universiti Kuala Lumpur	Gold
Lenovo	Silver	Axiata	Silver	Zalora	Silver	UCSI University	Silver
Realme	Silver	redONE	Bronze	Mudah.my	Bronze	International Medical University	Bronze
Honor	Bronze	YES	Bronze	Boost	Bronze	INTI Education Group	Bronze
		Yodo	Bronze	Carsome	Bronze	Management & Science University	Bronze
ENTERTAINMENT		FOODSTUFF		HEALTH		HOME IMPROVEMENT PRODUCTS AND STORES	
Brands	2022	Brands	2022	Brands	2022	Brands	2022
Aquaria KLCC	Gold	Munchy's	Gold	Flavettes	Gold	Coway	Gold
Legoland	Gold	Mamee	Gold	Kinohimitsu	Silver	Harvey Norman	Gold
Lego	Silver	Adabi	Silver	Neurobion	Bronze	Senheng	Silver
Kidzania	Bronze	La Cremeria	Bronze	Live Well	Bronze	Cuckoo	Silver
				Centrum	Bronze	Ogawa	Bronze
				Caltrate	Bronze	Osim	Bronze
HOUSEHOLD PRODUCTS		MEDIA NETWORKS		PERSONAL CARE		PERSONAL HOUSEHOLD AND OUTDOOR APPLIANCES	
Brands	2022	Brands	2022	Brands	2022	Brands	2022
Downy	Gold	New Straits Times	Gold	Dettol	Gold	Dyson	Gold
Shieldtox	Silver	Berita Harian	Gold	Dove	Silver	KDK	Gold
Ridsect	Silver	The Sun	Silver	Colgate	Silver	LG	Gold
Harpic	Bronze	Sooka	Silver	Sensodyne	Silver	Haier	Silver
Vanish	Bronze	VIU	Bronze	Vaseline	Silver	Nespresso	Silver
GLO	Bronze	The Edge	Bronze	Clear	Bronze	Hisense	Bronze
Daia	Bronze					SK Magic	Bronze
PROPERTY		RESTAURANTS AND FAST FOOD		RETAIL		TRANSPORTATION, TRAVEL AND TOURISM	
Brands	2022	Brands	2022	Brands	2022	Brands	2022
EcoWorld	Gold	Burger King	Gold	Lotus's	Gold	Shangri-la Hotels & Resorts	Gold
Gamuda Land	Silver	The Chicken Rice Shop	Gold	Guardian	Gold	Firefly Airlines	Gold
iProperty	Silver	llaollao	Silver	Mr DIY	Silver	Berjaya Hotels Resorts	Silver
PropertyGuru	Bronze	Old Town White Coffee	Silver	Giant	Bronze	Sabah Tourism	Bronze
Tropicana Corporation	Bronze	Dragon-i	Bronze	Mydin	Bronze	Andalusia Travel & Tours	Bronze
IOI	Bronze	Oriental Group	Bronze	KK Supermart	Bronze		

# And now, the Putra Aria Brand Awards 2022

## Inaugural awards celebrate brands that resonate with Malaysians

THE year 2022 marked a new chapter for popular consumer brands with the inaugural edition of the Putra Aria Brand Awards.

Created by the Association of Accredited Advertising Agents Malaysia (4As), the maiden Putra Aria Brand Awards 2022 gala night was held on Jan 13 at the One World Hotel in Petaling Jaya, Selangor.

In total, 136 brands took home awards which conferred recognition for their outstanding achievements in brand-building and marketing.

Like its namesake "aria", the Putra Aria Brand Awards is a striking ode to brand builders who have become household names and almost ubiquitous in daily life.

The Putra Aria Brand Awards 2022 is endorsed by the Malaysia External Trade Development Corporation (MATRADE) as the brand champion partner, and supported by the Malaysian Advertisers Association, the Media Specialists Association and the Malaysian Digital Association.

As a continuation of the Putra Brand Awards, the Putra Aria Brand Awards carries no submission nor entry fees for the awards.

All brands can vie for the Putra Aria Brand Awards and are chosen by consumers based on their investment levels in brand building. There were 24 categories in the Putra Aria Brand Awards 2022.

"The Putra Aria Brand Awards was created because we see a fair number of companies and people not rewarded for their efforts," says Putra Brand Awards organising

chairman Datuk Johnny Mun.

"2022 was our 13th instalment of the Putra Brand Awards and the response has been tremendous. We saw that the wins in the Putra Brand Awards were very competitive – by very small margins – and are within the top 15 widely-recognised brands in the country.

"The organising committee and 4As believe that these brands should win as they are still brands chosen by the people. Hence, the birth of the Putra Aria Brand Awards.

"We hope that their win in the Putra Aria Brand Awards will further motivate them to clinch a Putra Brand Award the next year," he says.

The winners of the Putra Aria Brand Awards 2022 were chosen by over 25,000 consumers in an eight-week-long survey that ran from the end of September to mid-November last year – similar to the Putra Brand Awards.

Through the exercise, consumers rated their favourite brands based

on criteria such as familiarity, experience, impression, intent to purchase, forced choice of brand and what brands they would recommend to family and friends.

Market research company Ipsos then captured the responses directly after which results were tabulated.

"Staying relevant is key for brands and marketers alike, and being able to empathise with consumers is one way that can enhance top-of-mind recall for people – which is why corporate social responsibility initiatives tug at the heartstrings of consumers," says Mun.

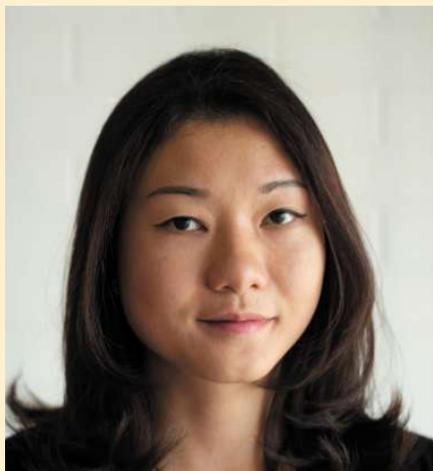
"If the brands win a Putra Aria Brand Award, it's because they resonate with the voters. Branding is more than just selling a product; it's about building a relationship with consumers by understanding their needs and interests," he adds.

**See P60 for the full list of winners in all 24 categories of the Putra Aria Brand Awards 2022.**



The inaugural Putra Aria Brand Awards 2022 gala night on Jan 13 held at the One World Hotel in Petaling Jaya, Selangor, saw 136 brands winning in 24 categories.

## GOLD WINNERS



**SAMMY CHAN**  
Head of Marketing  
JobStreet

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Winning this award is a testament to our hard work throughout the last 25 years in helping Malaysians to live more fulfilling and productive working lives while empowering organisations to succeed.

We are humbled by the people's recognition of JobStreet and we hope to continue to be in every Malaysian's heart and mind for years to come as a partner who stands with them through thick and thin, be it from the time they seek their first job, to the day they need to hire talent for their own businesses.



**LIEW POOI WAN**  
Head of Marketing  
Martell & Chivas

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are thrilled to have received this prestigious recognition that is voted by consumers for both Martell and Chivas.

Over the past few years we have consistently build our brands and stayed relevant by evolving according to the needs of our consumers.

It is indeed astonishing to have our efforts recognised by people outside of our day to day, especially people who have no vested interest or agenda.

Winning this award recognises those achievements and is a testament to our team's unwavering commitment to providing an exceptional consumer journey.

**\* Martell won the Putra Aria Gold Award under the Beverage – Alcoholic category while Chivas won the Putra Aria Silver Award under the same category.**



**RINA SURYA**  
Frontline Marketing Director (Malaysia & Singapore)  
Coca-Cola



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are delighted that the Putra Aria Brand Awards 2022 has recognised our brands Coca-Cola and Sprite! At Coca-Cola, we put our consumers at the centre of everything we do.

So we are humbled and grateful to receive this award and it inspires us to keep delivering refreshing experiences for consumers in Malaysia through our flagship brands.



**LEE CHANG GEUN**  
Head of Marketing  
Continental Tyre Malaysia



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

It is a recognition of the brand from the end consumer and it provides the confidence as well as motivation to push Continental even further to not only continue what we are doing but to perform even better aiming to provide the best quality of product to all our loyal consumers.



**RYAN JUNG**  
Head of Marketing Division  
Coway Malaysia



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Winning the inaugural Putra Aria Brand Awards in the Home Improvement Products & Stores category is a significant achievement for Coway Malaysia, the market leader in the manufacturing and distribution of well-being household appliances.

As the Best Life Solution Company, our mission is to provide cleaner water, fresher air and better sleep, encouraging people to lead healthier and happier lives. Our unique competitive advantage is the ability to complement high-tech products with exceptional product services, which we believe plays a major role in consumer decision-making.

This award serves as a testament to Coway's branding efforts and recognises our excellence within the marketing and advertising landscape. It serves as a new benchmark for us, and we will continue to strive for improvement and make a greater impact in the industry. Winning this award is an accolade for us and solidifies the company's position as a leading brand in this industry.



**VIVIAN YAP**  
Customer Executive Director  
Lotus's Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

For a young brand like Lotus's, winning the Gold Putra Aria Brand Awards is an honour. It reflects our determination and dedication across the business to meet consumer needs, to build and maintain meaningful consumer relationships and develop trust and credibility.

The work we have done went beyond just a change of logo and name. Efforts were placed into ensuring a successful brand internalisation amongst colleagues, introducing new SMART shopping experiences for consumers, and improving our offerings by providing the best value and high-quality products to deliver everyday SMART delights.

Further to this, we have become the heart of our communities, going beyond what is expected, driven by our #KitakanJiran spirit – to be their trusted neighbour and a centre of attraction for surrounding neighbourhoods.



# New Beginnings, More Delights Ahead

We'll continue bringing you a variety of choices, with great quality and value, for your delightful shopping experience.

Thank you for the recognition and your support. We look forward to many more years of serving you.



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**Lotus's**  
A Little Delight Every Day

## GOLD WINNERS



**DATUK AHMAD ZAINI KAMARUZZAMAN**  
Group Managing Editor  
NSTP and Group Editor Berita Harian

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Alhamdulillah, the honour and acknowledgement of the industry are proof of BH's reach and influence in the local community since 1957.

This will certainly be our driving force to continue to be the people's choice of news and information that is balanced (Berimbang), fair (Adil) and precise (Tepat).



**FARRAH NAZ KARIM**  
Group Editor  
NST

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

This win is definitely a good gauge of NST's current reach within society, and it's an honour to be able to make such an impact on our readers.

This recognition will certainly be a catalyst for us to push harder in publishing quality news, video content, as well as exclusives.



**ASSOC Prof DR AHMAD IZANEE AWANG**  
President and Vice-Chancellor  
OUM

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

This award is a much-appreciated recognition of our vigorous efforts, as a digital university, to democratise higher education.

The core of our branding lies in providing flexible online learning for all individuals, regardless of demographics, in line with our motto "Digital University for All".

Over the past two decades, we have made great strides in offering a diverse range of industry-driven and market-relevant academic programmes through the online mode.

This means our learners enjoy a rich learning experience without having to physically travel to a campus.

This greatly enables them to fit studies around their life and not the other way around. Our key efforts also include providing recognition of prior learning and working experience and a support system of 35 learning centres throughout Malaysia.

Ultimately, our focus is on empowering people to obtain the higher credentials they need in order to achieve upward mobility at work and consequently, in life.



**LEE LIM MENG**  
Marketing Director  
Abbott Nutrition Malaysia



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are delighted that our brand is chosen by people and it is aligned with our brand vision to improve Malaysian's health, well-being and quality of health so that life can be enjoyed to the fullest.



**KAZUMICHI KAWASAKI**  
Chief Operating Officer  
KDK Malaysia



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Thank you to the Association of Accredited Advertising Agents Malaysia for presenting this award to KDK Malaysia.

Also thank you to all our loyal customers who voted KDK as their favourite brand.

This award has recognised KDK as the fan market leader in Malaysia for many generations.

We will maintain brand awareness as our key marketing tool by educating consumers about the importance of air ventilation.

With strong teamwork, KDK members will continue to deliver innovative and quality products to consumers.



**TIFFANY TANG**  
Marketing Director  
Health & Hygiene, Malaysia, Singapore & Vietnam  
Reckitt Benckiser (Malaysia) Sdn Bhd



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

This award recognises Dettol's excellent marketing campaign that inspired local families to embrace better lives by keeping on protecting their loved ones.

It is both a validation and vindication of the tireless effort that has gone into our brand. The effort will not stop here.

We will continue to always protect our local community by realising our purpose to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world with excellent products, services and diverse marketing strategies.



# Thank You For Delivering This Recognition To Us!

There's nothing more important to us than our mission to empower local communities with fast and simple deliveries. Your trust in our brand is the motivation that drives us to provide the best delivery experience. Together with our dedicated delivery partners, we'll go through it all for you.



**GOLD WINNERS**



**HOW YUAN YI**  
Chief Marketing Officer  
Mamee



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are very excited and humbled by the support and acknowledgement from consumers for our snack repertoires in Mamee. It has been an amazing journey for us at

Mamee having gone through one of our most challenging years.

The Putra Aria Award will definitely motivate and encourage us to continue bringing to the table more quality and tasty products, providing value and excitement to our consumers.

With the evolution of snacking, we aim to constantly evolve, always challenging the norm to stay true to our vision of being ASEAN's most unique and exciting snacks and beverage company.

Thank you Malaysians again for the support!



**C.S. LIM**  
Divisional Director  
Legoland Malaysia Resort

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are honoured to be voted the Gold Winner in the entertainment category by Malaysians. Winning this award is a huge endorsement from our fans and guests.

We strive to provide a truly unique fun edutainment experience that is only available at Legoland Malaysia Resort.

This year, guests can look forward to staying in our brand-new Legoland Hotel Themed Rooms, new shades in Miniland for more comfortable viewing of our iconic landmarks of Lego builds,

our first-ever Legoland Water Park Festival, and bigger festive celebrations.

With all these exciting new attractions and activities, we build on our Lego DNA and weave in key creative play elements that will keep the whole family engaged and learning at our resort.

We encourage Malaysians planning to visit Legoland Malaysia to take advantage of our ongoing annual pass deal. For the price of a 1-day Triple Park ticket, guests will be automatically upgraded to an annual pass that will give them unlimited access to our theme park, water park and Sea Life Malaysia for 12 months.



**VAIBHAV MANRAO**  
Country Manager  
Bata Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Winning the Putra Aria Brand Awards 2022 is a significant achievement for Bata Malaysia. It is a recognition of the hard work and dedication put in by the entire team in revamping the customer experience, rejuvenating the merchandise, and enhancing the brand's overall image.

The award, voted solely by the people of Malaysia, is a testament to the brand's popularity and the trust it has built with its consumers. The win serves as a motivator for us

to continue pushing the boundaries and deliver great shopping experiences to our consumers.

It reinforces our belief in the importance of providing comfort and style, and ultimately being a smart footwear choice for everyone in the family.

The award also highlights our commitment to staying ahead of the curve in a rapidly changing marketplace.

With a focus on expanding our consumer base through an omnichannel presence, Bata Malaysia is poised to reach even greater heights in the coming years.



**JUSTIN CHOI**  
Managing Director  
LG Electronics Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are incredibly honoured and proud to have been named one of the Putra Aria Brand Awards' most-preferred Personal, Household & Outdoor Appliances brands in the market.

At the heart of LG Electronics (LG), our innovation and improvement drive stems from the goal of offering consumers efficient, cutting-edge and practical products to help them lead a good life.

Receiving this accolade from the Putra Aria Brand Awards further solidifies LG's commitment to putting our consumers' needs first while elevating their experience through advanced technologies.

With that, LG is consistently introducing



innovative products that will complement consumers' lifestyles and bring a positive impact to the way they live their daily lives.

The brand will continue to put forth more

future-proof products that will set long-term brand trust amongst our valued consumers.

We hope that our consumers can Live Better, Go Higher with ground-breaking LG products that serve their needs.



**SOREN LAURIDSEN**  
Chief Executive Officer Health and Beauty  
Guardian South-East Asia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Guardian Malaysia is extremely proud and honoured to have won the Gold award for the Retail category in the inaugural Putra Aria Brand Awards 2022.

Winning this prestigious award, in this most challenging of categories, with many outstanding retailers is a further testament to our customers' trust in our brand, service and the products we offer.

Guardian has always strived to provide the best health and beauty prod-

ucts in the market at the best value possible for our customers.

This includes taking pride in offering excellence in customer experience and as the leading community health expert, with the latest health and beauty products sourced from all over the world in our stores.

This is our commitment to helping all Malaysians afford to live healthily and beautifully every day.

Our thanks to our customers for voting for us.

We pledge to renew and continue our efforts to meet all our customers' expectations.



 [bata.com.my](http://bata.com.my)

*Bata*  
RED LABEL

**Everyday Fashion  
with 50% More Comfort**



BRAND AWARDS

— BY PUTRA BRAND AWARDS —

**GOLD**

2022

## SILVER WINNERS



**JANE TEH**  
Managing Director  
Lalamove Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

First and foremost, we're elated to have won the People's Choice Award for our branding and marketing efforts!

It's an endorsement of the time, effort and imagination we put into developing a unified brand identity and marketing strategies.

It attests to our past achievements and our capacity to innovate in the present and future.

But above all, this award is only possible with the support from our valued stakeholders – our users, business clients and delivery partners.



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are honoured and humbled to have received the people's choice award under the ambit of the prestigious Putra Brand Awards.

Despite the challenges in 2022, we continued to propel our brand forward and ensure customers were being taken care of.

To all Malaysians who rated us based on the criteria: familiarity with the brand, experience with the brand, impression of the brand, intent to purchase, forced-choice brand and brands they would recommend to friends and families, thank you for selecting Ford as your brand of choice in the automotive category.

Meanwhile, we also earned the President's Awards for Sales and Service from Ford Asia Pacific Distributor Markets for achieving the highest customer satisfaction scores in both sales and service three years in a row, demonstrating our focus on customer service.

We remain committed to delivering an inclusive brand experience and world-class customer service excellence to all our Ford customers.



**TURSE ZUHAIR**  
Managing Director  
Sime Darby Auto ConneXion



**JOSEPH LIM**  
Chief Marketing Officer  
Tune Talk

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Winning the Putra Aria Brand Awards marks a great start to the new year! It is an honour to be one of Malaysians' top choices among the telcos.

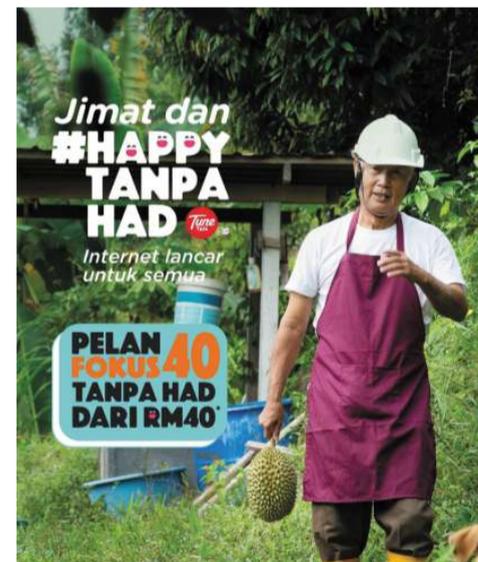
At Tune Talk, it has always been our mission to provide the rakyat with the best products and services.

The success of our company starts from the team's effort and dedication to go the extra mile. Each concern of our subscribers is addressed personally and instantly for their utmost satisfaction.

Over the past few years, our strategies have pivoted to accommodate people's needs and help save on costs, especially for the underserved segment.

Plus, we also owe this success to our partners for trusting us to collaborate and flourish hand-in-hand.

After 13 years of highs and lows, we are here standing stronger than ever. This victory has indeed pushed us to #GoBeyond and reach greater heights together.



**SHELDON FERNANDEZ**  
Country Manager  
PropertyGuru Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are extremely honoured to receive the Bronze Award for PropertyGuru.com.my and the Silver Award for iProperty.com.my, respectively in the "Property Development" category at the Putra Aria Brand Awards 2022!

Winning this consumer-based award shows that we are on the right track to becoming Malaysia's "Property Trust Platform".

We sincerely thank all the consumers that have chosen either PropertyGuru.com.my or iProperty.com.my as their preferred destination to find their dream home. At

PropertyGuru.com.my, we believe that everyone should have a place to call home and we want to be right there at every step of the property journey, providing guidance in a market that is filled with complexity, mistrust and anxiety.

Meanwhile, iProperty.com.my will continue to help savvy consumers at every stage of their property journey to make informed and confident property decisions with its tools and solutions, unbiased content, comprehensive expert insights and guides backed by data.

We are here to ensure that the evolving needs of all who seek property guidance are served. Whether you buy, rent, or sell, we'll see you home.

## ADVERTORIAL

# We sooka you for the support

sooka reaffirms its brand proposition as the go-to app for the best live sports action, local entertainment, and Originals by clinching the Silver Award for the "Media Networks" category at the inaugural Putra Aria Brand Awards. This award exemplifies sooka's continuous commitment to build a brand that resonates well with its young audience, anchored by its goal of providing consumers with a personalised streaming experience - all accessible at their screen of choice, anytime and anywhere they want, with no commitment or contracts.

PUTRA  
*Aria*  
BRAND AWARDS  
SILVER  
2022



**Hilda Shamsul Bahri**

Hilda Shamsul Bahri, Head of Brand and Communications at sooka, said:

"When sooka first emerged, we started as a mobile OTT service, catering to young millennials who embraced a mobile-first lifestyle. We also knew that our playground will be different - we will be an active player in the social media and digital marketing space to reach out to our consumers. This requires us to always be on our feet listening, analysing, and making constant improvements to our service and content offering. It is a liberating experience and being agile has helped sooka to continue being a responsive brand. We also look forward to collaborate with like-minded brands out there that believe in the same aspiration - delivering difference whilst putting our consumers views' at the forefront of what we do."

*The recognition received from the inaugural Putra Aria Brand Awards is a huge milestone for sooka in our brand journey of providing our consumers the accessibility to the best of local content. We are honoured to be chosen as a winner by the consumers, despite being the youngest brand in the same category with other established media networks. As a young brand in the market, we believe in building consumer trust, and this starts with understanding what matters most to our audience, establishing constant engagement, be open and listen to their views, and ensuring the entire consumer experience is delivered well. sooka is constantly building something new and different, and we want this process and the entire journey of brand building to be an inclusive process with our audience.*

**sooka**  
**Drama, humour & live sports action - All at NO CONTRACT!**  
**It's all here at sooka!**

Hilda added, "We have a long journey ahead of us as the hyper local hub for streaming freedom. I would like to take this opportunity to thank all our customers who voted for us with their trust and support. It has always been sooka's aim to provide customers with streaming freedom, and we are glad that our customers understand our dream."

## SILVER WINNERS

NESPRESSO



**FLORIANE NOVELLO**  
Business Executive Officer  
Nespresso Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are thrilled to be awarded in the Personal, Household & Outdoor Appliances category, proving that Nespresso remains the go-to brand for exceptional coffee quality and taste.

At Nespresso, we're committed to delivering coffee drinkers an unforgettable experience with the finest and freshest coffee, at the touch of a button.

Ever since Nespresso revolutionised coffee drinking three decades ago, innovation and a passion to deliver the best coffee experience remain at the heart of the brand.

We are committed to bringing a positive impact into every cup of Nespresso through our sustainability efforts as we continue to uplift communities and bring new innovations to Malaysians.

This is how we intertwine quality, technology and passion into our products.

llaollao.  
natural frozen yogurt.

**TAN KAI YOUNG**  
Chief Executive Officer  
llaollao Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

To be included and win in the Putra Aria Brand Awards is a great honour. We are happy to receive this award as it reflects the customer's love and support towards our brand and marketing campaigns in the past years.

It is a pleasure to know that we under-

stand what our customers want from us as a brand and that we can deliver it well through our many marketing campaigns throughout the year.

With that being said, we look forward to providing even more great products and campaigns for our customers' enjoyment in 2023 and we hope the consumers will enjoy these initiatives and continue to support us in our journey.



sooka



**HILDA SHAMSUL BAHRI**  
Head of Brand and Communications  
sooka

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

The recognition received from the inaugural Putra Aria Brand Awards is a huge milestone for sooka in our brand journey of providing our consumers access to the best local content.

We are honoured to be chosen as a winner by the consumers, despite being the youngest brand in the same category as other established media networks.

As a young brand in the market, we believe in building consumer trust, and this

starts with understanding what matters most to our audience, establishing constant engagement, being open and listening to their views, and ensuring the entire consumer experience is delivered well.

We have a long journey ahead of us to continue establishing our footprint as the hyper-local hub for streaming freedom.

Thank you to all our customers for your trust, support and for voting for us.

It has always been sooka's aim to provide customers with streaming freedom, and we are glad that our customers understand our aspiration.



theSun



**EDDIE HOO CHOON HUAT**  
Managing Editor  
theSun

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Clinching the Silver Award for the Media Networks category at the Putra Aria Brand Awards 2022 reaffirms the uniqueness of theSun brand. Our approach to news dissemination and the fresh ways we connect advertisers to consumers through our news platforms – print, ePaper and news portal – proves our style works.

While playing the role of a provider of

credible news, acting as a vanguard of truth for society and giving a voice to all levels of society, theSun also diligently works with advertisers to reach out to their intended markets.

Being the only freesheet in the country, theSun has been able to tailor the distribution of our newspaper and provide advertisers with the best readership reach.

We hope the Silver Award at Putra Aria Brand Awards 2022 will set the tone for another amazing year ahead.

hp



**ALEX TAN**  
Managing Director  
HP Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are deeply honoured to have received the Silver Award in the Cameras, IT, and Office & Business Equipment Category at the Putra Aria Brand Awards.

This speaks volumes of Malaysians' trust and support towards HP Malaysia.

We promise to continuously deliver only the best for our customers as we strive towards empowering Malaysians with thoughtful technology in 2023.

**SILVER WINNERS**




**LEE LIM MENG**  
Marketing Director  
Abbott Nutrition  
Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**  
It is a great honour to win this award that is chosen by consumers as it helps us to validate the trust and their love to the brands. It is even more important because knowing our products are designed to help our users to live life to the fullest.





**FIONA TAN**  
General Manager Retail  
Jacobs Douwe Egberts  
Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**  
Thank you for the recognition, we are very proud to be Malaysia's favourite homegrown white coffee brand. The OldTown White Coffee brand is steeped in tradition and heritage, but the craft of white coffee will always evolve to cater to modern times and appeal. OldTown created white coffee in the form of instant mixes using our time-honoured "3-bean-blend" recipe of Arabica, Robusta and Liberica, so that coffee lovers can enjoy the traditional delights of white coffee outside the kopitiam. OldTown has always prided itself on taking the best of local food and drink culture and making it relevant for the present day. Staying true to traditions while keeping up with the times – this is what makes OldTown a true original. We will continue our commitment to delight every Malaysian with an authentic cup of OldTown White Coffee.




**COURTNEY RAPÉ**  
Senior Director  
Marketing  
Commercialisation Asean  
SC Johnson

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**  
We are honoured that year after year, Malaysian shoppers trust Ridsect to protect their loved ones from the threat of dengue-carrying mosquitoes. We will continue our dedication to meet the expectations of our loyal consumers.



**TOYO TIRES**

**Thank You For Selecting Us  
As Your Preferred Brand**

PUTRA  
*Aria*  
BRAND AWARDS  
SILVER  
2022

*Aria*  
BRAND AWARDS  
BY PUTRA BRAND AWARDS  
2022  
The People's Choice

**ADVANCED TECHNOLOGY FROM JAPAN**

TOYO TYRE SALES AND MARKETING MALAYSIA SDN. BHD. (1128074-X) A Subsidiary of Toyo Tire Corporation [www.toyotires.com.my](http://www.toyotires.com.my)  Toyo Tyre Malaysia  toyotyremalaysia

**SILVER WINNERS**



**WONG CHOY YEE**  
Marketing Director Nutrition,  
Malaysia Singapore & Vietnam  
Enfagrow

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Enfagrow A+ MindPro's purpose is to provide the best start in life for all growing-up children, where we empower parents to prepare their children to be future-ready with holistic development.

Enfagrow A+ MindPro has always been built on a foundation of science-based nutrition with over 100 years of science and innovation, and we are proud not only about being the world's first to introduce MFGM

and DHA but the only brand meeting global expert-recommended DHA levels in children's nutrition.

This inaugural award has shown parents' trust in Enfagrow A+ Mindpro being their partner throughout their child's development journey.

Being a consumer choice's winner has given us the confidence to continue our brand promise to support all Malaysian parents with proven science-based best nutritional products to nourish their kids to be successful leaders of the future.



**HOE KIAN CHOON**  
Founder and Chief Executive Officer  
Cuckoo International

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Humbled, honoured, happy and motivated. As Malaysia's leading Healthy Home Creator, Cuckoo always strives to rise above challenges, constantly crafting "Beyond Standards" experiences and delivering innovative wellness-focused solutions to Malaysians. Our goal is to help Malaysians live healthier and happier by making homes healthier through accessible and affordable Healthy Home solutions.

We are humbled, honoured, and happy that our efforts have culminated in this win

at the inaugural Putra Aria Brand Awards 2022.

More than just a win, it reflects consumers' continued trust and confidence in our brand just as we have received a 97% satisfaction rate from 1.5 million Malaysians from an IPSOS survey done recently.

This can only mean that we are doing something right and we believe that this win will motivate us to continue raising the bar of excellence by delivering more holistic home solutions to Malaysians, staying true to our Beyond Standards promise, as we journey towards our 10th anniversary milestone next year.



**FAN JING**  
Managing Director  
Haier Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

For the 14th consecutive year, Haier has been recognised as the Global No.1 Major Appliance Brand in 2022, according to the Euromonitor International report.

Haier achieved this result thanks to its strong performance in its refrigerators, washing machines and freezer product categories.

We are proud of this global milestone. In Malaysia, Haier continues to offer innovative products to meet the needs our consumers.

Acknowledgement from the panel of the Putra Aria Brand Awards is also testimony of consumers' acceptance of Haier



in Malaysia.

Haier will continue its marketing investment to expand its channel reach, focused

on delivering the best consumer experience via our Haier Brand Shops and ultimately, to provide the best after-sales service.



**TAN SONG CHYE**  
President  
Toyo Tires Sales & Marketing Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

It was indeed an honour to be joining the elite club as one of the top preferred brands by Malaysians.

Standing among the big players in the industry provides confidence and recognition of our brand's quality, performance & value for our customers.

Toyo Tires is a globally trusted Japanese brand, made in Malaysia for its innovation, quality performance and high-quality tires at a competitive price.

As our motto would say, "Open Roads Await", we have the passion and quest for joy in driving, and are dedicated to tomorrow's mobility for everyone, on every road.



The Putra Aria Brand Award has set a huge milestone for all of us and making us closer to our mission which is to create excitement with our products that

exceed customer expectations and enrich society.

Once again, thank you for this notable recognition.

**SILVER WINNERS**



**DENISE KER**  
Senior Brand Manager  
Shieldtox



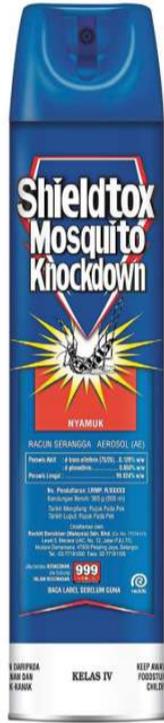
**ALEX GOH**  
Head of Marketing  
MR DIY Group

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

This award means the world to Shieldtox, as it is a recognition of our purpose to “Never let pest-borne diseases ruin the life and future of a family”.

The Shieldtox aim is to prevent the spread of life-threatening insects and offer superior solutions for our consumers.

Enhancing people’s health is our priority and this award encourages us to work even harder.



**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Being awarded the Silver in the Putra Aria Brand Awards’ Retail Category demonstrates that we are successful in our efforts to build an iconic and sustainable Malaysian brand for our customers, shareholders, and partners.

Attaining this recognition alongside the Putra Enterprising Brand of the Year 2022 makes it even more special.

Awards like these, especially the ones that involve feedback from the public are important as they signal that customers continue to find our promise of ‘Always Low Prices’ relevant to their everyday lives.

To our customers – thank you for your loyalty. To our 16,000+ employees and partners worldwide – thank you for your hard work, passion, and commitment to our brand.

May this award inspire all of us to greater heights in 2023.



**FUJIFILM**  
Value from Innovation

**Our Success is YOURS,  
Thank You Malaysia!**

WE WILL  
**NEVER STOP** INNOVATING SOLUTIONS  
FOR A BETTER WORLD



**HEALTHCARE**

**MATERIALS**

**BUSINESS INNOVATION**

**IMAGING**



**BRONZE WINNERS****PROF TAN SRI DATUK WIRA DR MOHD SHUKRI AB YAJID**  
President  
MSU**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are pleased that Management & Science University is a recipient of the inaugural Putra Aria Brand Awards 2022, a testament to our efforts in providing quality education.

The University's commitment towards excellence in producing balanced, holistic, well-rounded graduates remains essential; with supporting ecosystems of industry-embedded curriculum, entrepreneurship and research encompassing a cohesive learning environment that ensures our graduates meet global standards whilst rooted in heritage values.

**SHRADDHA VOHRA**  
Senior Brand Director  
P&G Health (Asia Pacific, Middle East & Africa)**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Neurobion from P&G Health is a leader in nerve care, and winning this award further inspires us in our continued commitment to raise awareness on nerve health and empower people to identify symptoms and seek timely treatment to live a healthier life.

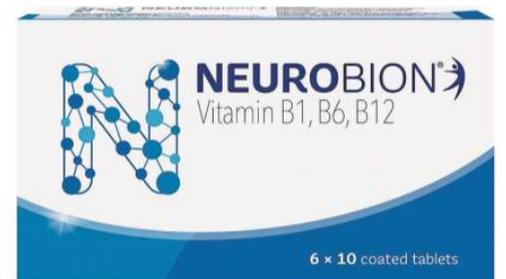
Peripheral neuropathy (PN) is a chronic clinical condition, wherein the peripheral nervous system is damaged.

Symptoms of peripheral neuropathy include numbness, tingling, prickling and burning sensations in the hands and feet.

With Diabetes Mellitus being the leading cause of peripheral neuropathy, the increasing prevalence of Peripheral Neuropathy is closely linked to the rise in the number of diabetic patients.

Besides this, B vitamin deficiencies and aging are other high-risk factors leading to peripheral nerve damage.

We have been working closely with consumers, healthcare professionals and partner organisations to highlight the everyday challenges faced by people suffering from Peripheral Neuropathy, and the importance of timely diagnoses and treatment for an improved quality of life.

**DIANA BOO**  
Chief Marketing Officer  
Boost**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

It is an honour to be one of the winning brands at the Putra Aria Brand Awards 2022, which cements that Boost is the preferred full-spectrum fintech brand for Malaysians in the e-commerce space.

Boost's all-in-one fintech app has been financially empowering more than 10 million users by simplifying our users' daily lives with seamless and rewarding digital experiences for online bill payments, QR scan & pay cashless shopping, online trans-

actions, telco prepaid top-ups, PayLater, gaming credits, and beyond.

Through our BoostUP Loyalty Programme, Malaysians are able to earn Boost Stars with every transaction and enjoy great savings with every ringgit spent.

The Boost Stars earned are considered as good as cash because they can be used to redeem "Pay with Stars" direct cash discounts, "Partner Wallet" credit, "Pick & Win" prizes, exclusive offers, donations and more. Be unstoppable with Boost today!

Download the app here: <https://myboost.app.link/KOtMDa3WYvb>

**CHIA SOOK FUN**  
General Manager  
Osim Malaysia**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are delighted that Osim is one of the winners of the Putra Aria Brand Awards 2022.

It is an honour for OSIM to be recognised, and it also acts as a motivation for the entire Osim team.

And we appreciate all our customers' trust and support us to choose Osim as their preferred brand.

The ever-evolving retail landscape is a challenge for all of us but we are glad to have emerged stronger than before.

Our unwavering commitment to the well-being of people has pushed us to be at the forefront of innovation to stay relevant and competitive in the industry.

We look forward to breaking new ground in the Wellness Tech industry as we continue to provide a holistic and digitalised well-being experience, personalised for everyone in the years ahead!

**BRONZE WINNERS**

**SEIKO**  
SINCE 1881



**KELVIN YAP**  
Assistant General Manager  
Thong Sia Sdn Bhd

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Having won the inaugural Putra Aria Brand Awards 2022 gave us a shot in the arm that we are on the right path while we are developing our long-term brand presence programme.

With ongoing marketing initiatives, be it on social media or other marketing channels, while they might not be helping in the current post-covid situation, they are vital in the long-term sustenance of brand building.

We always strive to build connections with consumers through

various meaningful and impactful campaigns as we strongly believe that consistency in advertising is essential regardless of how well or poorly the economy is performing.

“Always one step ahead of the rest” is the vision of Seiko’s founder, Kintaro Hattori, and it has inspired the company through over a century of watchmaking.

An unflagging quest to increase the precision, utility and beauty of Seiko watches has resulted in many world firsts.

Moving forward, we will continue the journey to strengthen the brand along with the honour of recognition by the people’s choice.



**KIMBERLEY KOH SWEE PENG**  
Brand Manager  
Vanish Malaysia, Singapore, Vietnam

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Vanish being awarded in the Household Product Category of the Putra Aria Brand Awards 2022 is a prestigious recognition and testament to the brand’s purpose, effort and positive impact on consumers’ lives.

The award has certainly established

Vanish’s position as the market leader in Fabric Treatment.

We believe that our consumers deserve to have a smooth and effortless laundry process, at the same time be able to build sustainability by helping their clothes live longer lives. We will continue to strive for excellence and provide the best to our consumers.



**AZIZUL AZILY AHMAD**  
Chief Executive Officer  
BH Petrol

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are happy with the impact that BHPetrol has created among Malaysian consumers and are thankful for their support.

We remain focused on meeting the demands of our customers and we stay competitive through perseverance and innovative marketing efforts to strengthen the brand further.

We will continue to provide good quality products with innovative technology and keep up-to-date with the latest trends in the market to meet the needs of our customers.



**MADHAN RAMASUBRAMANIAN**  
Marketing Director  
Diageo Malaysia and Singapore

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

From a small grocery store in rural Scotland to being the world’s No.1 Scotch Whisky brand (IWSR 2020), Johnnie Walker celebrates over 200 years of innovation and constantly looks forward to many more milestones to come.

It is an honour to receive an award from Putra Aria Brand Awards 2022.

Our slogan “Keep Walking” has been the epitome that has been adopted and embraced everywhere, and has helped the team to progress throughout the years.

It is an encouragement in adversity, a joyful expression of optimism and the best advice anyone could ever hear. With Master Blenders who understand our liquids wholeheartedly and creating unparalleled blends learnt from their forefathers, while



honouring the preservation of history’s long-forgotten liquids.

Johnnie Walker prides itself in strong aromas and taste notes of its liquids, while

the brand is constantly in pursuit of uncovering new and improved flavours to deliver exciting experiences to consumers.

## BRONZE WINNERS



**CHOW TUCK MUN**  
Head of Yoodo

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are truly honoured to receive our award in the Communications Network category for the inaugural Putra Aria Brand Awards.

This is indeed a great way to start 2023, especially for a young brand like Yoodo.

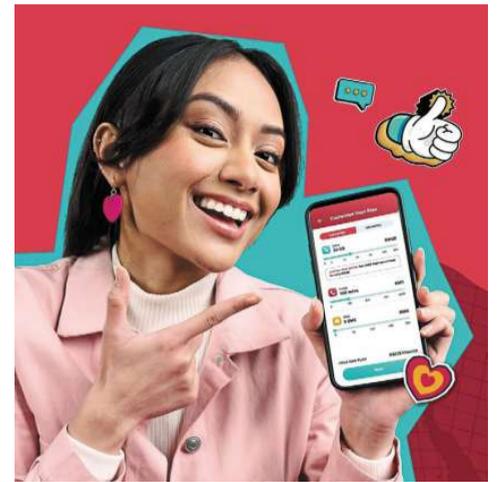
As a digital mobile service provider, we constantly strive to give users the freedom and flexibility to build and personalise their mobile plans to suit their wants

and needs.

At the same time, we also understand that their needs are ever-changing.

Hence, we also give them greater control in changing their mobile plans whenever they choose to.

This award is certainly a testament to the hard work of everyone at Yoodo to give our users exactly what they want, and we hope we will continue to bring more exciting innovation in our products and services to further serve the needs of our customers based on their current needs.



**ANDY KIM**  
Managing Director  
SK Magic Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are honoured and very much humbled to receive the Putra Aria Brand Awards 2022. Thank you Malaysia for your support and we hope to make our way into more Malaysian hearts in the near future. SK magic is committed to becoming the best home life solutions brand for all Malaysians.

At SK magic we don't just offer home appliance products, we also wish to complete one's individual needs as well as the needs of the whole family.

This first-ever award is very close to our hearts and we hope this achievement leads and solidifies us as Malaysia's preferred choice.



Also, big thanks to the SK magic family that has worked hard over the past years, even through the pandemic.

Unending dedication and resilience have

shaped the company and brand into what it is now.



**IDA EZRA YAP**  
Assistant Brand Manager  
Harpic

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

We are proud to be recognised by the prestigious Putra Aria Brand Awards to further demonstrate the trust of consumers as a winning brand.

Harpic has been driving change and ensuring clean toilets for over 100 years.

As the best-selling toilet cleaner in the world, we have helped to keep toilets and bathrooms clean across the globe since the 1920s, furthering our strong reputation of providing a germ-free toilet to keep your family safe and well.

We always put consumers first and strive to develop greater innovation and redefine higher standards of toilet and bathroom hygiene for better health.

Harpic, the clean that makes a difference.



**GAURAV BHASIN**  
Chief Executive Officer  
Mudah.my

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Mudah.my has been at the forefront of democratising commerce in Malaysia by enabling not only small businesses and enterprises but also making it easy for individuals to participate in commerce.

Buyers can now be sellers, you can easily sell pre-owned items from Cars to Cameras, Properties to Plants, Mobile phones to Motorcycles, Bicycles to Beds, Guitars to Golf sets, Tyres to Tablets, Shoes to Shops, Collectibles to Computers, and more.

You can also rent your skills to provide

repair services and find part-time or full-time jobs.

And yes, if you want to adopt a pet you can also find one! The platform is accessible, user-friendly, and trusted by millions of users across the country.

We are deeply honoured to receive the Putra Aria award for capturing the responses of Malaysians about their favourite brand.

This award is a testament to the hard work and dedication of our team, who strive every day to make Mudah.my the best it can be and the love of our users, without their support, this achievement would not have

been possible.

Our belief is that everyone in this world has stuff in their lives that's underutilised or unused that should go on to benefit someone else, and not the landfills.

And if you need something, why not turn to secondhand first? You save money, get something fully functional and do our part to save the earth.

As macroeconomic uncertainties prevail, Mudah will continue to work hard to improve the user experience with all our enhanced solutions in Property, Auto, Mobile and other categories, hoping to win the hearts of Malaysians in 2023 as well.



**NOREDAH OTHMAN**  
Chief Executive Officer  
Sabah Tourism Board

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

First of all, thanks to Putra Aria Brand Awards for the opportunity and recognition. As a state tourism board, this recognition acknowledges our effort and perseverance throughout the pandemic era.

Receiving the bronze award for the Transportation, Travel & Tourism category is a testimony that our message has reached Malaysian audiences and we have their support.

This is good motivation for us and the tourism industry players in Sabah to excel further.

STB will continue to work hard towards gaining visitors' confidence and attracting

more Malaysian and travellers to visit Sabah.

It is a good boost for our brand image especially this year when we will be launch-

ing our new destination logo with a new tagline "Feel Sabah".

We invite you to Explore, Experience and Love Sabah!



**BRONZE WINNERS**



**LEE LIM MENG**  
Marketing Director  
Abbott Nutrition Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

It is an honour to be recognised by the parents that we are here to support their children's development, which humbles us and drive us to deliver better products and better services to our users.



**DATUK LIM MEE LING**  
Executive Director  
and Chief Executive Officer  
Ogawa Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

First and foremost, we would like to express our gratitude for the awards bestowed upon Ogawa. It means a lot to the company that recognises our consistent growth despite all of the hurdles, as well as the continued strong support from the consumers. This honour will serve as a motivator for us to continue improving as Asia's first worldwide brand with full industrial supply chain capacity, including R&D, manufacturing, brand marketing, and after-sales service. We will continue to foster the health sector, incorporate intelligent technology into healthy living, innovate the finest products on a proactive basis and expand product lines in the near future.



**KENSUKE ARAGANE**  
Managing Director  
Fujifilm Malaysia

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Fujifilm Malaysia has been present in Malaysia for 30 over years now and being awarded the inaugural Putra Aria Brand Awards 2022 has definitely set the tone for the organization moving forward. A brand is a promise to its stakeholders which is upheld through good and bad times and this win has shown us that Fujifilm is still riding high in the hearts of many

Malaysians despite constant changes in market trends. We are truly humbled and honoured as it is a people's choice award, reflecting their support and confidence towards us which further inspires us to deliver our best while we strive to stay relevant, innovative and dynamic. A motivation and boost to our morale for all of us at Fujifilm Malaysia, this award will continue spurring consistency in quality delivery, strong value proposition and product relevance from us.



**RAVI SHANKAR MALLAVARAPU**  
Chief Marketing Officer  
Carsome

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

It was an honour to be among Bronze winners in the e-Commerce category at the inaugural Aria Brand Awards 2022. We are encouraged by the support shown by people across Peninsula and East Malaysia towards Carsome, and this reinforces our vision to build a trusted car ownership ecosystem for Malaysians. Thank you to the Association of Accredited Advertising Agents Malaysia (4A's) for this recognition. This fuels us to continue our ambition of digitalising the used car ecosystem in South-East Asia.



**FARID YUNUS**  
Chief Executive Officer  
redONE

**What does winning the inaugural Putra Aria Brand Awards 2022 mean for your brand?**

Firstly, redONE is proud to be a winner in the Putra Aria Brand Awards, especially in its inaugural awards ceremony held recently. Being the brainchild of the Association of Accredited Advertising Agents Malaysia (4As), this is truly a prestigious award, and we are grateful for the recognition as a winner in the Communication Networks category. Carrying this award title allows redONE to

build greater confidence among our stakeholders and our potential customers with more awareness of our many efforts and initiatives to deliver better services to the market. Our customers will know that redONE is constantly striving to give them more value for their money with our affordable Postpaid and Prepaid plans. We are also certain that this triumph serves as motivation for our employees who will work harder to take us to greater heights.



Continental head of marketing Lee Chang Guen with the Putra Aria Brand Gold award for Automotive – Fuel, Lubricants and Accessories.



Ensure brand manager Sandra Loke, marketing director Lee Lim Meng and senior brand manager Adele Lim, together with the team after receiving Gold at the Putra Aria Brand Awards 2022 night in the Beverage – Dairy category.



Legoland Malaysia Resort divisional director CS Lim received the Putra Aria Brand Gold award in the Entertainment category.



The team from Flavettes after receiving Gold at the Putra Aria Brand Awards 2022 night in the Health category.



Tune Talk senior marketing manager Shawn Lim (centre) displaying the Putra Aria Brand Silver award in the Communication Networks category, together with his team.



The team from JobStreet brandishing their Putra Aria Brand Gold award in the e-Commerce category.



Honor deputy country director Matthew Ng (middle) together with the team after receiving the Putra Aria Brand Bronze award in the Communication Devices category.

# Brand winners to the fore

Photos by YAP CHEE HONG/The Star

A total of 136 brands were recognised for outstanding achievements in marketing and brand building at the inaugural edition of the Putra Aria Brand Awards. Of the number, 36 brands took home the gold, 48 won silver and 52 obtained bronze.

The Putra Aria Brand Awards are endorsed by Matrade as the Brand Champion Partner and supported by the Malaysian Advertisers Association (MAA), the Media Specialists Association (MSA) and the Malaysian Digital Association (MDA).

Similar to the Putra Brand Awards introduced by 4As in 2010, there are no submission or entry fees for the Putra Aria Brand Awards. All brands are allowed to be included in the surveys, as they

are selected based on their investment levels in brand building. The winners of the Putra Aria Brand Awards were selected by over 25,000 consumers in an eight-week-long survey running from the end of September to mid-November last year.

The survey allowed consumers to rate the brands based on various criteria, such as familiarity, experi-

ence, impression, intent to purchase, forced choice of brand, and the brands they would recommend to family and friends.

Consumer responses are captured directly by the market research company Ipsos.

There were 24 categories contested – 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; media networks; entertainment; personal, household and outdoor appliances; personal care; property; retail; restaurants and fast food; transportation, travel and tourism, as well as e-commerce.



Axiata Group head of group marketing and brand Fernie Jasmine Abdul Ghani (fifth from right) along with a representative and the team after receiving the Putra Aria Brand Silver award in the Communication Networks category.



Toyo Tyre Sales and Marketing Malaysia president and managing director Tan Song Chye with the Putra Aria Brand award for Automotive – Fuel, Lubricants and Accessories.



Caltex head of marketing (South-East Asia) Bobby Marshal (centre) and team after receiving the Putra Aria Brand Silver award for Automotive – Fuel, Lubricants and Accessories.



redONE head of marketing Jemay Naim (centre) with the team after receiving the Putra Aria Brand Bronze award in the Communication Networks category.



(From left) sooka head of audience and engagement marketing Navinderan Kesiven, head of brand and communications Hilda Shamsul Bahri and content and product marketing Iman Alia Anuar after receiving the Putra Aria Brand Silver award in the Media and Entertainment category.



(From left) Vaseline young manager Lim Pei Jie, Clear senior brand manager Lim Qian Ru, Dove senior brand manager Sarah Chen, Vaseline brand manager Tan Ann Gie and Dove assistant brand manager Suraya Ridzuan with their Putra Aria Brand awards for Personal Care.



(From third left) Sensodyne senior brand manager Shiza Javed, Centrum and Caltrate senior trade marketing manager Lee Sing Yee and Centrum and Caltrate brand activation manager Tee Tze Yu with the team after receiving their Putra Aria Brand awards in the Health and Personal Care category.



(From sixth left) Kopitiam Asia Pacific chief development officer and JDE OldTown – F&B segment lead Deric Yeo and Kopitiam Asia Pacific CEO and JDE OldTown F&B segment operations general manager Dawn Liew with Kopitiam Asia Pacific chief financial officer and JDE OldTown - F&B segment lead Arnold Molenhuis (ninth from left) and the team after winning two Putra Aria Brand Silver awards.



Lalamove managing director Jane Teh (fifth from left) and team received the Putra Aria Brand Silver award in the e-Commerce category.



Tan Kai Young (centre), director of Ilaollao Malaysia's franchisee Woodpeckers Group and team won the Putra Aria Brand Silver award for Retail-Fast Food.



Mamee Double Decker chief marketing officer How Yuan Yi (sixth from left) displaying the Putra Aria Brand Gold award for Foodstuff, together with her team.

# THANK YOU MATRADE



For your continued support of the Putra Brand Awards



PUTRA  
BRAND AWARDS  
— THE PEOPLE'S CHOICE —  
2022

&

witnessing the inaugural launch of the Putra Aria Brand Awards



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