

The Malaysian Reserve
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28 MNCs, top local companies honoured in Superbrands Malaysia 2019 Awards

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SUPERBRANDS Malaysia 2019 has selected 28 brands to pay tribute to the strongest and most valuable brands in the market in this year's awards event.

Superbrands — the independent global authority and arbiter of branding — hosted their annual event at the Ritz Carlton Kuala Lumpur for key global multinational corporations (MNCs) and top local brands encompassing a wide spectrum of different industries. The event was officiated by International Trade and Industry Minister Datuk Darell Leiking.

"One of the agencies that help the ministry a lot in exporting and promoting Malaysian products is Malaysia External Trade Development Corp (Matrade). Superbrands could work with Matrade and find a common ground where you can sell our products all over the world. Because export is important for Malaysia, and with made-in-Malaysia products becoming more acceptable globally, consumers will also begin to trust our products.

"In the global seas of brands, new online brands are constantly launched and the Ministry of International Trade and Industry will provide you with support to suc-



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ceed. With an urgent need to think out of the box and innovate, we encourage you to persevere in a highly competitive market," he said.

Speaking about the event, Superbrands director Mike English said: "The Superbrands Malaysia 2019 Awards — considered as the 'Oscars of Branding' by the corporate world — are presented to the winning brands represented by their CEOs, MDs, marketing directors and other top marketing and public relations executives.

"Superbrands also unveiled the highly anticipated and much coveted coffee table-style book, which includes a two-page profile of

each of the Superbrands at today's tribute event. The awards are a wonderful showcase for brands to highlight and promote their successes, and for senior executives to get together to celebrate their Superbrands status.

"We are happy that many local brands which include new entrants, have made it to the Superbrands list this year, in addition to globally recognised brands. These brands were not only voted by our distinguished brand council members, but also by marketing professionals, who voted through an online poll."

After rigorous selection criteria set by the Superbrands Council,

more than 3,000 professionals were invited to vote for candidate brands. More than 1,468 leading Malaysian brands were scored by the council and through the online poll, and the highest scoring brands were then designated as Superbrands.

Only brands that achieve the level of recognition set by the independent council are eligible for inclusion in the Superbrands Malaysia book, which traces the history and achievements of each of the brands.

"Malaysia's best brands which range from fast-moving consumer goods to locally owned family businesses, are featured in the book. Participation in the Super-

brands book is by invitation only and acknowledges the inherent strength of the organisation and its brand value.

"Brands participating in the Superbrands programme are entitled to use the Superbrands logo on their advertising, packaging and other marketing communications collaterals. The brand's story is also featured in the Superbrands reference book and website," English said.

Among recipients of the awards are Acer, Central Sugars Refinery, Little Caliphs International, Multimedia University, Sun Life Malaysia, Securido Guard Services, Ultron and Yokohama Batteries.