

Awards for excellence

International and local brands conferred Putra Brand Awards

By LEE KIAN SEONG
lks@thestar.com.my



Proud moment: NTV7 brand communications manager Lotfi Ismail (right) presenting the Gold award under the Beverage - Alcoholic category to Carlsberg Brewery Malaysia Bhd managing director Soren Ravn.



An honour: Sin Chew Daily corporate communications and promotions general manager Lenny Chia (left) presenting the Gold award under the Finance category to Malayan Banking Bhd president and chief executive officer Datuk Seri Abdul Wahid Omar.

THE inaugural Putra Brand Awards 2010 conferred 27 Gold, 30 Silver and 29 Bronze awards to international and local brands in 20 categories recently.

The gala dinner on Wednesday night also saw 10 Special Merit awards being given to non-governmental organisations.

The brand categories include Apparel & Accessories, Automotive, Beverage - Alcoholic, Beverage - Non Alcoholic, Communication Networks, Finance, Household Products, Media & Entertainment, Property Development, Fast Food, Personal Care, Transportation, Travel & Tourism and a special merit award.

Among the Gold award recipients were Carlsberg and Tiger for Beverage - Alcoholic; Maxis for Communication Networks; Sime Darby for Property Development; Nokia for Communication



Achievement: Sun Media Corp managing director Chan Kian Sing (left) presenting the Gold award under the Transportation, Travel & Tourism category to AirAsia regional head of branding William Low.



All smiles: Astro vice-president of International and Malay channels, media sales Kenneth Teo (right) presenting the Gold award under the Communication Networks category to Maxis Communications Bhd chief operating officer Jean Pascal Van Overbeke.



Happy: Utusan Media Sales managing director Adi Satria (left) presenting the Bronze award under the Education & Learning category to SEGi University College vice-chancellor Professor Muhamad Awang.

Devices, Maybank for Finance; Sony for Household & Outdoor Appliances; and AirAsia for Transportation, Travel & Tourism.

The Star was a Silver award winner under the Media & Entertainment category. Meanwhile, SEGi University College received the Bronze award for Education & Learning.

An extension of Malaysia's Most Valuable Brands (MMVB), the Putra Brand Awards is a recognition and brand valuation exercise initiated by the Association of Accredited Advertising Agents Malaysia (4As)

not only to recognise public-listed companies but also local brands and small and medium enterprises (SMEs).

The awards are endorsed by Malaysia External Trade Development Corp (Matrade), Malaysian Advertisers Association, Branding Association of Malaysia and Media Specialists Association. The Star is one of the partners.

While MMVB measures best brands by financial valuation, the Putra Brand Awards measured the winning brands by consumer preferences.