

The APBF Salutes the Winners of The BrandLaureate BestBrands Awards 2011-2012



The theme for The BrandLaureate BestBrands Awards 2011-2012 is Brand Perfect. Brand Perfect simply means a brand has to be perfect. Everything we do, we do to perfection. It is about masterpieces, the perfect work of passion, precision and pride.

Imperfection kills a brand and we cannot afford this to happen. As brand leaders, we need to be perfectly perfect in all that we do and there is no room for mistakes. The winners of The BrandLaureate BestBrands Awards 2011-2012 epitomise the theme and the APBF congratulates them on their success.



*“Creativity is about Perception,
Innovation is about Progression,
Technology is about Precision,
Brand is about Perfection.”*

Brand Perfect
Dr KKJohan
President of The BrandLaureate

The BrandLaureate Awards 2011-2012 Winners Listing

CORPORATE BRANDING

Avon
Best Brands in Consumer
– Cosmetics

Agro Bank
Best Brands in Financial Services
– Agriculture Banking

Bank Islam
Best Brands in Financial Services
– Islamic Banking

Bina Puri
Best Brands in Construction

Carl Zeiss
Best Brands in Wellness
– Optic Lens

Carlsberg
Best Brands in Food & Beverage
– Beer

EURO
Best Brands in Office Furniture

Forest Research Institute Malaysia (FRIM)
Best Brands in Forestry
– Environmental Conservation

HELP University
Best Brands in Education
– Tertiary (Private)

Hyundai
Best Brands in Automotive
– Sedan

Jones Lang Wootton
Best Brands in Real Estate
– Advisory Services

Kontena Nasional
Best Brands in Logistic
– Container Haulage

Kota Permai Golf and Country Club
Best Brands in Sports
– Golf Course

Limkokwing Global University
Best Brands in Education
– Creative Technology

Lonpac
Best Brands in Financial Services
– General Insurance

MAHSA University College
Best Brands in Education
– Health Science

Maxis
Best Brands in Telecommunications

Oticon
Best Brands in Healthcare
– Hearing Aids

Pan Pacific
Kuala Lumpur International Airport
Best Brands in Hotel
– Airport

PNB
Best Brands in Investment Holdings

Public Bank
Best Brands in Financial Services
– Banking

Public Mutual
Best Brands in Financial Services
– Unit Trust

Reliance
Best Brands in Leisure
– Tours & Travel

SAP Malaysia
Best Brands in ICT
– Business Software/Solutions

Selangor Dredging (SDB)
Best Brands in Real Estate
– Property

Sigma
Best Brands in Engineering
– Vertical Transportation Systems

SKF
Best Brands in Manufacturing
– Bearings & Lubricants Systems

Sunrider
Best Brands in Healthcare
– Beauty & Wellness

Taliworks
Best Brands in Industrial
– Water Treatment

Tangs
Best Brands in Retail
– Department Store

TNB
Best Brands in Power
– Utilities

TPM
Best Brands in Technology Park

UNITEN
Best Brands in Education
– Engineering

Universal Cable
Best Brands in Manufacturing
– Components and Peripherals

PRODUCT BRANDING

Antabax
Best Brands in Consumer
– Personal Care

Asia Media
Best Brands in Media
– Transit TV Network

Caran d’Ache
Best Brands in Retail
– Luxury Pens

Dunkin Donuts
Best Brands in Food & Beverage
– Donuts

Dunlopillo
Best Brands in Consumer
– Bedding Mattress

Easy By RHB
Best Brands in Financial Services
– Retail Banking

Kenny Rogers ROASTERS
Best Brands in Food & Beverage
– Rotisserie-Roasted Chicken

Knife
Best Brands in Consumer
– Cooking Oil

Monier
Best Brands in Manufacturing
– Roof Systems

Samsonite
Best Brands in Manufacturing
– Luggage & Accessories

SKB
Best Brands in Manufacturing
– Shutters, Windows & Doors

Spritzer
Best Brands in Consumer
– Mineral Water

Starbucks
Best Brands in Food & Beverage

Antec
Best Brands in ICT
– Security Software

USANA Essentials
Best Brands in Wellness
– Advanced Nutritional Product

White Horse
Best Brands in Consumer
– Whisky

THE BRANDLAUREATE TOP 10 MOST ADMIRED BRANDS

- 3M
- Ajinomoto
- Amway
- Davidoff
- DHL Express
- Omega
- Oreo
- Prudential
- Singapore Airlines
- Tupperware

THE BRANDLAUREATE CONGLOMERATE AWARDS

- Cahaya Mata Sarawak
- Mah Sing Group Berhad
- Malaysia Smelting Corporation
- Mitsubishi Corporation
- Naim Holdings
- Oriental Holdings Berhad
- Tradewinds (Malaysia) Berhad

THE BRANDLAUREATE ONLINE TECH AWARDS

- Group Malaysia
- Best Brands in e-Commerce
- aybank2U.com
- Best Brands in e-Banking
- YO Travel
- Best Brands in Online Travel Portal
- Unifi
- Best Brands in ICT
- Internet Service Provider

THE BRANDLAUREATE COUNTRY BRANDING AWARDS

- Sarawak Convention Bureau
- Amber Chia
- Dato’ Shake
- KL International Jazz Festival

The BrandLaureate Tun Dr Mahathir Mohamad Man of the Year 2011-2012 Award

YBhg Tan Sri Azman Hashim
Group Chairman of AmBank Group

The BrandLaureate Tun Dr Siti Hasmah Woman of the Year 2011-2012 Award

YBhg Tan Sri P.G. Lim
Lawyer and Diplomat

THE BRANDLAUREATE BRAND PERSONALITY AWARDS

YBhg General Tan Sri (Dr) Mohammed Hashim bin Mohd Ali (Rtd)
Chairman of Ajinomoto (Malaysia) Berhad

YBhg Tan Sri Datuk Dr. Ninian Mogan Lourdenadin
Group CEO of MBf Holdings Berhad

Dr. Chen Tei-Fu
Founder and Chairman of Sunrider International

WINNERS LISTING