

## 4 Putra Brand Awards 2020

THE STAR, FRIDAY 5 FEBRUARY 2021

**Selection criteria for the awards:**

This is based on consumers' choice of the brands in the market that consistently invest in brand building. This year, close to 6,000 consumers responded over the six week-long research period which was promoted via 25 digital platforms. The research was carried out by Ipsos Sdn Bhd to determine Malaysia's favourite brands within multiple categories.

Respondents rate the brands based on the following factors: their impression of the brands, their intention to purchase the product or services of the brand, their "forced" choice of the brand and those they would recommend to friends and families.

**A Prestigious People's Choice Award:**

Into its eleventh year, the Putra Brand Awards is a closely-followed event by top marketers every year. It's an event in which they look forward to in order to keep tabs on the brands that are favoured by consumers' in the market.

The Association of Accredited Advertising Agents Malaysia (4As) introduced the Awards in 2010. It is endorsed by MATRADE as Brand Champion Partner and supported by the Malaysian Advertisers Association, Malaysian Digital Association and the Media Specialists Association.

It is organised by the 4As in collaboration with the Star Media Group as its main sponsor. This year, there are 23 award categories in addition to three special award categories.

**And the big winners are:**

Putra Brand of the Year  
**Gardenia**

Putra Enterprising Brand of the Year  
**UNITAR International University**

Putra Brand Icon  
**Malaysia Airlines**

	PLATINUM	GOLD	SILVER	BRONZE
Apparel & Accessories	Uniqlo	Adidas	H&M	Bata, Poh Kong, Siti Khadijah, Swatch
Automotive	Toyota	Honda, Perodua	Mercedes, Proton	BMW
Automotive (Fuel, Lubricants & Accessories)	Petronas	Shell	Michelin	Petron
Banking, Investment & Insurance	Maybank	RHB Bank, VISA	CIMB Bank, Public Bank	AIA, Prudential Assurance
Beverage - Non Alcoholic	Milo	100PLUS, Spritzer	Nescafe	BOH, Lipton, Nestum
Beverage - Alcoholic	Tiger	Heineken	Guinness	Carlsberg, Somersby
Beverage - Dairy	Yakult	Vitagen	Dutch Lady	Nestle Omega Plus
Cameras, IT and Office & Business Equipment	Samsung	HP	Canon, Panasonic	Faber-Castell
Communication Devices	Samsung	Huawei		OPPO, Vivo, Xiaomi
Communication Networks	Digi	Celcom, Maxis	Axiata, Hotlink	Time dotCom
Education & Learning	UNITAR International University	Universiti Kuala Lumpur	Taylor's University	Monash University, Sunway University

Entertainment	Golden Screen Cinemas	Sunway Lagoon, TGV Cinemas	MBO Cinemas	MST Golf
Foodstuff	Gardenia	Maggi	Prego	KitKat, Munchy's
Health	Panadol	Dettol, Strepsils, Vicks	Scotts	Hurix's, Redoxon
Home Improvement Products & Stores	IKEA	Energizer	Nippon Paint	Harvey Norman, Jotun, Senheng
Household Products	Sunlight	Softlan, Top	Febreze	Breeze, Ridsect, Shieldtox
Media Networks	Astro	The Star, TV3	New Straits Times	Berita Harian, The Edge, The Sun
Personal Care	Dettol	Colgate, Vaseline	Sensodyne, Sunsilk	L'Oréal Paris, Pantene
Personal, Household & Outdoor Appliances	Panasonic	Samsung	Sharp	KDK
Property Development	Sime Darby Property	IJM Land	SP Setia, UEM Sunrise	EcoWorld, Gamuda Land, Sunway Property
Restaurants & Fast Food	McDonald's	KFC	Texas Chicken	Domino's, Nando's, Subway
Retail	7-Eleven	Watsons		Mudah.my, Mydin, Tesco
Transportation, Travel & Tourism	Malaysia Airlines	Touch n' Go	Premium Outlet	AisAsia, Grab

**Winners can contact the organisers to order their trophies**



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