

22 Putra Brand Awards 2020

THE STAR, FRIDAY 5 FEBRUARY 2021

GOLD WINNERS



DR CHUAH CHAW TEO
R&D Director
Spritzer Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

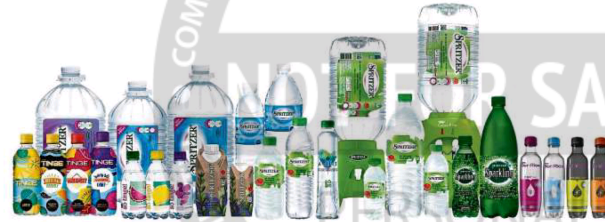
With the new normal of social distancing and staying home a priority, brands need to rise up to engage consumers through whatever digital platforms available to stay relevant.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Spritzer is continuing to engage with our consumers through social media platforms and participating in relevant corporate social responsibility (CSR) activities that are close to their hearts, such as environmental sustainability and community wellness.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Definitely, yes. But the targeted type of



advertising to connect with their emotions in these difficult situations, assuring them we understand what they are all going through.

What are some of the key elements for a successful branding exercise?

1. A brand must be authentic and transparent.

2. It must be able to relate to the needs of the consumers.

3. The brand must be wholesome incorporating wellness, environmental and social concerns.

4. There must be a continuous intimate relationship with the consumers to understand their aspirations.



DATUK EDWARD CHONG
Managing Director
IJM Land Bhd

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

As the pandemic rages on, unprecedented disruptions have created the perfect opportunity for digital acceleration and digital inclusion in the new normal.

At these times, many brands have shown their mettle by staying involved in the lives of their customers through digitalisation. Likewise, at IJM Land, we have intensified our brand outreach via digital means and platforms.

In a post-pandemic rebound, our loyal online community will continue to be a key ingredient to drive IJM Land's continued brand success.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Last year gave us the opportunity to pause and reflect on what truly matters to us: our

customers, colleagues and our community.

With innovation being the lifeblood of IJM Land, we continued to invest our time in understanding our customers better and discovering where the new shifts in homes, lifestyles and experiences are heading.

Instead of pushing our brand to our customers, we have focused our efforts on building customer tribes to share brand love.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

In the wake of the Covid-19 resurgence, we are looking to solidify our investment and sharpen our resource allocations to deliver the greatest impact.

As we are committed to putting our customers' interests first, we believe in staying relevant beyond the pandemic. This is the IJM Land legacy, we are here to stay.

Ultimately, our credibility as a reliable, trustworthy and sustainable property devel-

oper hinges on the beliefs of our customers and the implicit trust they have in us.

What are some of the key elements for a successful branding exercise?

Our philosophy is simple. Branding success needs to go beyond customer satisfaction to loyalty and advocacy.

The primary brand drivers for us have always been innovation, timeless quality, excellent customer service and responsible sustainable practices.

With a broad portfolio of products for all generations and all walks of life, we enable homeowners to enjoy a strong sense of community while creating precious moments and memories in our neighbourhoods.

Fuelled by an innovative spirit to solve the biggest challenges, we continue to push for continuous improvement.

That way, we continue to stay relevant and delight with attractive concepts for homebuyers, today and well into the future.



EVELYN NG
Deputy General Manager

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

KFC is a brand inspired by Malaysians, made by Malaysians for Malaysians – and we stay true to these values.

More than ever, we personalized these values by taking proactive steps, ensuring our customers and employees that their health and safety is our priority.

During this period, providing our delicious meals through e-commerce and contactless channels is important.

Ultimately, integrity in the way we conduct business and serve customers with quality meals are core to our values.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Faced with disruption, we innovated new ways of serving our customers

Our products became easily accessible with contactless delivery, contactless take-away, and curbside self-collect services.

We've significantly expanded our network of delivery-capable stores which enabled us to reach our customers nationwide when the movement control order was in force.

Our corporate social responsibility (CSR) efforts bolstered to help those who were affected by the pandemic in which we've launched the Kita Fight Covid-19 CSR campaign.

We also strengthened our brand identity which celebrates Malaysia, Malaysians, and KFC's heritage in Malaysia through campaigns like KFC Cara Kita, #KepciKitchen, and Cheezy Cheezy Malaysia.

Even our new menus like Nasi Atuk KFC and Crunchy Tandoori are hyperlocal.

Should companies embark on their branding investments in the wake of the

building brand love and being relevant to the consumers more so during these tough times.

What are some of the key elements for a successful branding exercise?

Being bold, insightful, and distinctive.

Having strong local insights helps us understand our consumers' needs, lifestyles, and aspirations.

This keeps us current with the consumers and drives us to consistently improve our brand.

Marketing
KFC Malaysia



PROF DR SHAHRULNIZA MUSA
Acting President/CEO
Universiti Kuala Lumpur

ways of serving our customers.
Firstly, we invested in e-commerce and contactless channels.

In view of the Covid-19 pandemic, how are brands positioning themselves to have a stronger presence in the market?

By riding on the digital wave and maximising digital platforms to remain competitive.

For UniKL, active campaigns through mainstream media and digital marketing help to boost our brand image among consumers.

What steps are the company taking to cement its brand image among consumers amid a challenging year?

Creative social media content has helped to reach a million viewers and popularised our brand.

Mainstream media also promotes our brand by establishing a niche and brand differentiation.

It established brand trust and reliability under uncertainties caused by the pandemic.

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Yes. It is important for us to continue

Should companies embark on their branding investments in the wake of the Covid-19 resurgence?

Certainly. Brand investments have become highly important, as the pandemic has resulted in increased competition.

With economic challenges and health emergencies worldwide, brand investments are crucial for a brand to sustain and grow in the competitive landscape.

What are some of the key elements for a successful branding exercise?

UniKL believes in staying true to our brand purpose and fulfilling our brand promise.

As the apex of Mara education, UniKL champions higher technical, vocational education and training (HTVET) and delivers high-quality education in all our hands-on and non-technical programmes.

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