As the field of aviation branding is rarely explored, this study focuses on the brand establishment in Malaysia aviation industry. This article explains how aviation players ranging from airline, airline cargo, airline catering, ground handler and MROs define branding. Additionally, this article also explore how the aviation players position themselves in the minds of customers and other stakeholders. We applied contextual qualitative analysis in this study to discover how the aviation players perceive branding and brand establishment. The study closes with providing direction for future research. This study enhances current literature review in industrial market particularly in the aviation context with focusing on different spectrum of aviation. This research also demonstrates establishment of branding in aviation require strong brand image as well as customer support. © 2020, Institute of Advanced Scientific Research, Inc.. All rights reserved.