

THE BRANDLAUREATE-SMEs BESTBRANDS AWARDS 2011

The Brandlaureate-SMEs BestBrands Awards 2011 honours the best of brands from the small and medium enterprises and the theme for this year's award is Brand Phenomenon. The APBF notes that SMEs face a very tough business environment. They not only have to compete with the rest of the SMEs but also the big brands. While they have been actively building their brands to ensure its sustainability, they need to do more to create the buzz and push it to a higher level. They need to be brand phenomenon if they want to leap into the big league and build powerful brands, if not they will forever stay at their current position and be eventually snuffed out by their competitors.

Is your brand a phenomenon? Does it command attention so much so that every consumer wants to own it? Is it the talk of the town?

When a phenomenon appears, it stirs the imagination of the consumers with its extraordinary features and qualities. It is something out of the common and jolts our mind. It arouses curiosity and we want to be part of the phenomenon, especially if it adds value to our lives.

Behind every phenomenon is a master or driver who plans its arrival. These individuals are able to foresee the future needs of consumers and the world at large. They create new trends or products that revolutionise the way we do things. Sometimes, the creation is an extension of an existing product but with innovation it is given a new life. The smartphone is a good example. From the conventional mobile phone, it has evolved to the smartphone which is now a phenomenon with its connectivity to the Internet and the availability of various applications. Apple created this phenomenon and with great branding, it has taken the world by storm. Now, mobile phone users who do not possess smartphones want to own one.

Brand phenomenon is not a terminology that seems abstract and out of reach. It is not reserved only for the big brands. Brand phenomenon is an attainable status that every brand must aspire to achieve, more so SMEs who need to break out of the competition.

To acclaim the status of brand phenomenon, brands must be trendsetters and they need to have a distinct level of differentiation that is hard for the competitors to emulate. Innovation must be the DNA of the brand and the innovation must be relevant and yet impactful.

Phenomenons are created, hence brand custodians must possess a mindset that is above the norm to drive the brand to this level. They must be brand-centric and fully understand that brands are animate and can respond to every opportunity and challenge that comes along. They must be bold and innovative to take risks to produce phenomenal results.



BRAND PHENOMENON

THE TROPHY

The BrandLaureate SMEs BestBrands® Awards 2011 is conferred to deserving brands that have displayed outstanding performance in the SME industry. The trophy for this Award is in line with this year's theme, "Brand Phenomenon". The trophy is made with pewter and chromed, to reflect the brands that have shined phenomenally. The body design symbolises the winning brands' phenomenal twist of success in the business world, as well as to bring out the elegance of the trophy.

Most importantly, the slim cut trophy is in line with the current trend of being slim and fit. It also indicates that winners of The BrandLaureate SMEs BestBrands® Awards 2011 are slim, mean and lean, taking on challenges to become the Brand Phenomenon that they are. In addition, the ten lines epitomise the Perfect 10 phenomenon, which is consistent with the high quality of the BestBrands® winners.

The world globe on top of the trophy represents the reach of the brands and how they will take over the world by storm as they grow bigger and bigger, beyond the boundaries of the SME industry. Besides the Award's emblem of success that is positioned on the globe, the Olympian ring pattern engraved above the base of the trophy embodies the high standards of branding practices that the awardees have.

All in all, only the best brands in the SME industry that hold Brand Phenomenon status will be bestowed with The BrandLaureate SMEs BestBrands® Awards 2011.



