

MARK OF EXCELLENCE



Twenty-seven of Malaysia's favourite brands are recognised by Superbrands this year.

Brands add meaning to lives

SUPERBRANDS is the world's largest brand promotional platform and operates in more than 80 countries.

Originally launched in London in 1994 and Singapore in 2002, the Superbrands Programme identifies and pays tribute to leading consumer brands and helps Malaysian companies leverage their Superbrands status through a multi-tiered promotional platform.

Today, at Le Meridien Kuala Lumpur, Superbrands celebrates the achievement of 27 of Malaysia's favourite brands.

More than 120 brand delegates, guests and media partners gathered to celebrate the success of these brands in their brand categories.

All of the brands earned the accolade to be known as a Superbrand and can use the Superbrands gold logo on their advertising and marketing collateral as well as product packaging.

This endorsement provides evidence to existing and potential customers, the media, employees, stakeholders and in-

vestors of the standing that these Superbrands have achieved.

This is the seventh Superbrands programme in Malaysia.

The brands participating in the programme were identified by Malaysian consumers as being their favourite brand in a product or service category.

Research agency The Nielsen Company conducted the research and the results were based on the responses of 1,500 consumers aged 18 to 55 who identified their favourite brand across 106 product and service categories.

At the event, Deputy Domestic Trade, Cooperatives and Consumerism Minister Datuk Ahmad Bashah Md Hanipah said private institutions, such as Superbrands Malaysia, that inspired companies to achieve greater levels of brand recognition were important in the marketplace.

By pushing companies to strive for new heights, the resulting excellence in their products and services would benefit customers, he added.

Superbrands Malaysia chief executive Mark Pointer said it had commissioned



Mark Pointer says brands need to constantly evolve

third-party consumer research so that the selection of brands and their achievement of being recognised as a Superbrand, was independent from the Superbrands organisation.

"The fact that these brands have been voted by Malaysia's consumers as being their favourite brand is a testament to the recognition and standing

that these brands have in the market. These are truly exceptional brands that are at the forefront of consumer consciousness."

The research showed the overwhelming majority of consumers (73 per cent) believe that a brand displaying the Superbrands logo provided them with assurances on brand quality and reputation.

Also, 84 per cent of respondent said they were more likely to consider buying products and services from a brand that had received endorsement from Superbrands.

Pointer said: "The research results demonstrate that the Superbrands logo does a lot to build brand equity, mostly in terms of its reputation, and its ability to stand out from other brands in the category, something that is more important in crowded categories such as consumer goods.

"Hence, such an award would represent a good return on investment in terms of increasing sales for the product and the margin on those sales."

Superbrands is an exclusive programme for established consumer brands. Participation in the Superbrands programme is by invitation only and it provides a mark of excellence and recognition that the brand has established the finest reputation in its field.

At the same time, it acknowledges the emotional and tangible benefits that the brand provides to customers, and boosts their confidence that they are making the right brand choice.

"Brands need to add meaning to people's lives.

"How a brand resonates with its audience and the extent to which the consumer trusts the brand is crucial. Brands need to constantly evolve and stay relevant to maintain brand loyalty.

"Great brands such as 100PLUS, 7-Eleven, Avon, Bausch & Lomb and Kleenex do this and that's why consumers identify with them and think of them as their favourite brands.

"Think of your own favourite brand. You know what it does and what need it fulfils. It always meets your expectations and you trust it implicitly."

Smart Reader rides wave of success

SMART Reader Worldwide has again been conferred Superbrands status.

Deputy Domestic Trade, Cooperatives and Consumerism Minister Datuk Ahmad Bashah Md Hanipah presented the recognition to Smart Reader Worldwide chief executive Dr Richard Ong. Ong said the recognition gave it a sense of pride and showed that it had established a brand following.

"Smart Reader Worldwide is well-known in the early childhood education industry.

"But instead of resting on our laurels, we continue to pave our way to success by specialising in early childhood education and providing higher learning opportunities at our SRI College.

"In the years to come, we look to the establishment of private primary and secondary schools under the Smart Reader brand."

Smart Reader Worldwide received its first Superbrands status in 2003 from former prime minister Tun Abdullah Ahmad Badawi.

The prestige and credibility that are inherent in the Smart Reader brands have led to the company being conferred the Superbrands status all these years.

As an addition to Smart Reader brands, Smart Reader Worldwide initiated the Smart Reader Kids Islamic and Smart Reader Kids Mandarin Medium programmes.

Under the Smart Reader Kids Islamic concept, the Smart Tadris offers an Islamic preschool curriculum that

boosts children's ability to understand the fundamentals of Islam.

Designed and developed by experts from Masjid Negara — Ustaz Mahadi Dahlan, Ustaz Mohd Zuhairi Mohd Yatim and Ustaz Muhamad Faisal Munir — the Smart Tadris curriculum is in accordance with the National Education Philosophy, National Preschool Curriculum Standard Standard Curriculum for Primary School and J-OAF.

The royal patron of Smart Reader

Kids Islamic is Raja Muda Perlis Tuanku Syed Faizuddin Syed Sirajuddin Jamalullail and the honorary adviser is the imam besar of Masjid Wilayah Persekutuan Zakariah Isa.

The Smart Reader Kids Mandarin Medium programme enables children to develop a strong foundation in Mandarin during their formative years and is ideal for children who intend to enter Chinese national-type schools.

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Consumers are loyal followers

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Educationist and pedagogical experts with experience in early childhood education update the Smart Reader Kids curriculum, namely Smart Reader English, Smart Math and Smart Science subjects.

As a result, the company has for the past decade established a sense of trust and loyalty in consumers for its Smart Reader brands. There are more than 300 Smart Reader Kids franchise centres nationwide and another 150 globally. Smart Reader Worldwide was named as one of the most trusted brands at the Reader's Digest Trusted Brands Awards 2013.

Smart Reader Worldwide received The Bizz Be A Legend Award. The award represents the highest honour bestowed by the World Confederation of Businesses on organisations that had received The Bizz Award, Peak of Success Award and Beyond Success Award.

Smart Reader Worldwide is the only organisation representing Malaysia to receive this honour in Mexico.

For details, call 03-62795555 or SMARTLine at 1-300-88-5555, visit www.smartreaderkids.edu.my or www.smartreader.edu.my, Facebook at SmartReader or Twitter at Smart_SRW or share feedback at smartreader-kids.blogspot.com



Smart Reader Worldwide chief executive **Dr Richard Ong** (second from left) receiving the Superbrands recognition from Deputy Domestic Trade, Cooperatives and Consumerism Minister **Datuk Ahmad Bashah Md Hanibah**.

NURTURING TOMORROW'S WORLD LEADERS



Smart Reader Kids® (Mandarin Medium)



300+ pre-school centres nationwide



"Smart Reader Kids® has helped to improve my daughter's reading skills. She can read a story book by herself and has shown great interest to learn another language."

Chitra Gunaseelan & Shivaprakash, parents of Eshana Smart Reader Kids® (Taman Munsyi Ibrahim, Johor Bahru)

"We are glad that our children enjoy studying at Smart Reader Kids®. As a result of the teaching and learning method applied there, they have become more proactive and made good progress in their studies."

Faisal Bin Abdul Hamid & Aishah Binti Alimat, parents of Arif Mizan & Firas Faiz Smart Reader Kids® (Bandar Baru Uda, Johor Bahru)



For more wonderful stories, log on to Happy Family, Happy Children @

www.smartreader.edu.my

Smart Reader Kids® Mandarin Medium programme is NOW available!

CALL **SMARTLine 1-300-88-5555** for a centre nearest to you!

For a personal consultation:

Raj (012-383 8155), Cody (012-349 8253), Steve (017-385 4230), Faizal (016-211 7055)

Please note that any sale and/or reassignment of our franchise business must obtain the prior consent of Smart Reader® Worldwide Sdn Bhd.

Smart Reader Kids®



Watch the Glory Of Smart Reader Kids®



SMART READER® WORLDWIDE SDN BHD

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ONLY SMART READER KIDS® CENTRES NATIONWIDE ARE AUTHORISED TO CONDUCT THE SMART READER® ENGLISH PROGRAMME

THE INTERNATIONAL AWARD WINNING PROGRAMME



MARK OF EXCELLENCE

A boost for brand and your health

BLACKMORES is an industry leader and an established brand name in the vitamins and dietary supplements (VDS) market. The VDS market is experiencing fast growth driven by rising health consciousness among consumers and a greater willingness to self-medicate.

Available in more than 1,100 retail outlets, including pharmacies, in Malaysia, Blackmores has product offerings for all segments of the market, from pregnant mothers to children, and adults right up to senior citizens.

Blackmores is present in Singapore, Thailand, Hong Kong, Taiwan, Korea and China.

Blackmores Malaysia has been awarded the Superbrands status for three consecutive years (2011 to this year) and also recognised as the most trusted vitamin and supplement brand in the 2012 Reader's Digest most trusted survey.

Blackmores Malaysia also won recognition from the Guardian Customer Choice Awards and the Watsons HWB Awards, for products like fish oil, multivitamins, vitamin C and glucosamine.

The company's success story began in the 1930s with a man named Maurice Blackmore. An English immigrant in Australia, he believed that the key to

a person's wellbeing lay in the healing properties of herbs and minerals.

He propagated a holistic approach to healthcare based on naturopathic principles.

He was an advocate of drugless therapies, focusing instead on improving the everyday elements that can affect the wellbeing of minds and bodies: sleep patterns, stress levels and dietary and lifestyle habits.

He established clinics offering treatments based on these naturopathic principles, and published newsletters and health bulletins to educate the public on natural health.

Since its founding over 80 years ago, Blackmores has pushed boundaries and challenged norms to deliver healthy people and a healthy planet.

It was the first to provide consumers with personalised services, such as free naturopathic advisory service. It established Blackmores Institute with the purpose of it becoming a centre of excellence in complementary medicines, health research and education.

Recently, Blackmores launched a concept store in Malaysia that has naturopath consultants. They will provide an assessment of people's needs by reviewing their diet and lifestyle patterns. The stores are at Mid Valley



Blackmores Malaysia has been awarded the Superbrands status for three consecutive years

Megamall in KL and Queensbay Mall in Penang.

The Blackmores concept store serves as an education and information hub for natural and holistic healthcare, and offers gift boxes and collection of loyalty points.

The store will feature Blackmores'

vitamins and supplements.

Consumers can access Blackmores health advisory service, which provides health advice, via its hotline, 03-79550993, and email healthadvisory@blackmores.com.my

It is supported by naturopaths and health consultants from whom consumers can receive advice.

The naturopaths and health consultants also help consumers out to practice a holistic approach in their lives.

Blackmores has a strong commitment to providing customers with quality.

Their products meet or exceed the expectations of customers as well as comply with regulatory requirements.

Blackmores supports the industry regulations and has processes in place to maintain compliance with the regulations.

Its quality assurance processes include research to assess evidence to support claims and the products are made to exacting pharmaceutical manufacturing standard requirements under the international Pharmaceutical Inspection Convention and Pharmaceutical Inspection Cooperation Scheme standards of Good Manufacturing Practice.

More than 3,000 stability tests are performed each year with all suppliers

thoroughly audited and all raw materials used are assessed and quality approved.

It aspires to empower consumers with health knowledge so they can make decisions about their health. It aims to become people's first choice in healthcare supplements. Blackmores achieves this by translating the company's heritage and knowledge into innovative healthcare solutions.

Blackmores remains committed to protecting its primary brand elements of reliability, effectiveness and affable services through research and development programmes.

Each year, Blackmores spends around A\$2 million on research, development and innovation.

- In 1988, Blackmores sponsored the record-breaking voyage, and supplied supplements to Kay Cottee, who became the first woman to sail solo non-stop around the world.

- Marcus Blackmore ND was the chairman of the Heart Research Institute in Sydney from 2006 to 2010.

- In earlier years, Blackmores' biggest selling product was the herbal and mineral toothpaste.

- Blackmores was the first company in Australia to develop natural, cruelty-free personal care products.

Malaysians re-inforce Blackmores as their Superbrand choice for the 3rd time

We are grateful for your trust in us.

Blackmores, one of the leading natural health brand, improves people's lives by delivering natural health solutions for more than 80 years, to become the Malaysian's choice in healthcare and a Superbrand for the third time in a row. Our quality products along with reliable naturopathy advisory service provide Malaysians the ability to take control of, and invest in their health and well-being.

Thank you for your trust in us.

FREE HEALTH ADVISORY SERVICE

Blackmores (M) Sdn Bhd (201549-U)

☎ 03-7955 0993 (Mon-Fri, 9am-5pm)

✉ healthadvisory@blackmores.com.my



BLACKMORES