Celebrating Malaysia’s top choices

MUCH-DESERVED PROMINENCE 32 brands earn the distinctive logo that enjoys high consumer awareness

Thirty-two of the country’s favourite consumer brands for 2013 were recognised as Superbrands in Malaysia’s sixth brand certification and presentation ceremony recently.

Domestic Trade and Consumer Affairs Minister Dato’ Sri Ismail Sabri Yaakob presented the certificates of achievement to representatives of the 32 brands at a ceremony held at Hilton Kuala Lumpur, which was attended by Superbrands Malaysia chief executive officer Mark Pointer.

The ceremony, which included presentations from Superbrands and presentations from Malaysian consumers, was held to acknowledge the achievements and outstanding quality of some of Malaysia’s strongest and most valued local and international brands.

“It is with great pride and joy that we are able to present these certificates to the brands that have earned the recognition of the Malaysian public,” said Dato’ Seri Ismail Sabri Yaakob.

All recipients of the Superbrands certification are companies that have made exemplary efforts in enhancing and maintaining the quality and prominence of their brand names.

They are a testament to the achievements of their companies, which have contributed to the growth and success of the industry as a whole.

According to the Superbrands Survey by Nielsen, membership of the Superbrands programme brings benefits to both the company and its customers.

The survey found that companies are more likely to consider buying a Superbrand.

Today’s Superbrands programme is highly regarded by customers and is considered a valuable asset by many.

The programme provides companies with an opportunity to showcase their products and services to a wider audience, while also providing a platform for customers to share their experiences.

Superbrands, with its distinctive Malaysia’s Choice logo, enjoys high consumer awareness among Malaysian consumers, according to a recent survey, conducted by Nielsen, that found 97 per cent of consumers say they buy from a brand that they believe in.

According to Nielsen, membership of the Superbrands programme also brings benefits to companies, with 73 per cent of consumers saying that they believe in the brand they buy.

“According to Nielsen, the Superbrands programme provides companies with an opportunity to showcase their products and services to a wider audience, while also providing a platform for customers to share their experiences,” said Mark Pointer.

The programme provides companies with an opportunity to showcase their products and services to a wider audience, while also providing a platform for customers to share their experiences.

This is the sixth Superbrands programme in Malaysia, with brands that achieve Superbrands status and become members of Superbrands are entitled to use the Superbrands logo on their products and advertising — empowering consumers to make purchasing decisions based on the confidence that they are choosing a trusted brand.

This has become a leading brand standard for companies in Malaysia. Superbrands has also published the Superbrands Malaysia Volume V reference book, which explains the history, development and achievements of many of Malaysia’s strongest and most valued brands.

The Superbrands Survey was conducted online and consisted of a panel of 3,500 Malaysian consumers.

The panel was weighted by age and gender to reflect the profile of Malaysia’s adult internet population.

Consumers were asked to identify their favourite brands in each of the 100 categories and brand name responses were unprompted.

The research took place between February 18 and 26.
St Guchi’s safe way

CUSTOMERS COME FIRST Profit isn’t everything for this brand

A leading name in lockset security products, St Guchi strives to provide a comprehensive and first-rate security solution to individuals and businesses nationwide.

A brand under Thea Tmono Sdn Bhd, the St Guchi brand’s success is attributed to its impeccable customer service and trust-building activities. The company does not have its eyes fixed solely on profit alone.

Customer benefit is its main priority as it places importance on gaining trust and confidence in its brand in order to build a strong foundation for St Guchi.

St Guchi focuses on providing excellent customer service, besides producing authentic and innovative lockset security products.

The idea of centered customers coupled with a well-positioned brand and unique marketing and product concept makes St Guchi one of the most preferred and trusted brands in its industry.

Jasmine leads with 2,000 sub brands

JASMINE is a leading rice brand in the Malaysia consumer market, with boards of more than 2,000 sub brands. The total market consumption for rice is 2.3 million tonnes per year and it valued at RM5.0 billion.

Sixty-five per cent of the rice sold in Malaysia is grown by local farmers while the balance is imported from various countries such as Thailand, the United States, China, Vietnam, Cambodia, Myanmar, Pakistan, India and Australia. Local production mainly comprises the long grain white rice variety.

This is the main type of rice widely consumed. Other popular varieties include fragrant, brown, jasmine, glutinous rice and glutinous sticky rice.

Pride of Malaysia

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MARK OF EXCELLENCE

Winning hearts and minds of consumers

MAKING WAVES

Brand positioning contributes to business success in an ambigious economy. A well-positioned brand means businesses must strive to live up to consumer demands. And when superbrand status is attained, it is an indication that these companies have secured an unshakeable trust in their brand. The sixth edition of Superbrands in Malaysia paid tribute to some of the country’s most valuable consumer brands. Here, we look at some of Malaysia’s most popular brands.

100PLUS

The name came into existence when its parent company, Fraser & Nofred (F&N) century of collaborations, and has remained the country’s most preferred isotonic drink. The company’s vision is to initially promote and launch the brand in 1965 to the sporting community who were then unfamiliar with the concept of isotonic hydration, paid off as people started becoming more health conscious.

The driving force behind 100PLUS success is its unparalleled unique formula that “hydrates you” going beyond the realm of sports, and encompasses all sorts of active lifestyle activities.

The growing awareness of the benefits of daily isotonic hydration keeps the brand relevant. 100PLUS scientifically-formulated isotonic formulation of carbohydrates, electrolytes and water soluble vitamins and more effective hydration, allowing maximum performance of activities.

In fact, recent studies revealed that 100PLUS is critically needed in areas in providing 4.3 per cent more endurance than water alone.

SHARP

The brand was founded in 1912 by Takeo Shibata, who established a manufacturing shop in Tokyo to manufacture snap buttons. He then invented the mechanical pencil, named “Ever Ready Sharp” which inspired the brand name.

Sharp aims to become a unique brand that enhances lifestyle with its forte in electronics technology.

It’s innovation has brought about new technology that can use visual products, a wide range of household items, including products that use the laser printer, for technology and information systems. Sharp is a pioneer in the development of some energy systems. As a proponent of eco-friendly manufacturing, it is also aiming to reduce greenhouse gas emissions from its business activities through green purchasing, etc.

Sharp has implemented various promotional efforts for its main sub-brands, namely AQUASYS, Plasmachem Malaysia apart from sponsoring major events and holding roadshows, pop-up sales and trade shows to accelerate its brand growth.

MAGGI

The products have over the years become a household name in Malaysia. Maggi has been building rapport with its consumer since 1969, and has walked away with numerous awards and recognitions for its extensive range of products, from instant noodles to cooking and. Maggi is known for its rich and flavorful taste. Maggi’s first two flavors of 2 minutes noodles were Curry and Chicken, which remain the most popular choices till today.

A recent research has showed that Maggi consumer more than 13 million packs of Maggi daily. This is thanks to today’s fast-paced lifestyles. Britain’s leading brand of instant noodles.

Maggi also contribute to the idea of having homemade meals and uniting families through meals.

K2 DULUX

This is one of the world’s largest paint manufacturers, and the first to recognize and harness the power of interior and exterior wall finishes that decorate and protect at the same time.

The Dulux Project Team, which built the RM60 million NVA plant, has gained international recognition by implementing high standards of safety and anti-pollution control features, which won the K2 Chief Executive’s Safety Award.

It is also the market leader for premium and environmentally-friendly paints and was the first to introduce the full range of basecoats and basebottom organic paint products with Green Label declaration.

The company’s reputation as the most innovative paint company in the region can be attributed to its emphasis on research, progressive attitude, sensitivity to the changing market needs and ability to anticipate emerging lifestyle change.

Sony

The brand’s core products include audio, visual, digital imaging, and IT products for consumers from all walks of life.

Having received numerous awards in recent years and earned leading position in the total Audio Visual Digital Imaging category. Sony continues to develop and innovate new products to suit modern lifestyle needs.

Sony has always been recognized for its high-quality, premium brand, and is known as the only consumer electronics manufacturer whose products are associated with high-end, impressive, stylish, and durable.

Sony also offers a wide range of products, including cameras, televisions, audio equipment, and home appliances.

In 2009, Sony Corporation introduced its brand message “Imagine. Create. Live.” In 2010, Sony introduced the concept of “ Imagine. Create. Live.” This phrase emphasizes the company’s commitment to innovation and excellence.

SONY

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Cariboa

The brand has always been associated with freshness, reliability as well as healthy living and continues to stand tall by consistently enhancing its product lines.

With a total production capacity of more than 2 million bottles a day, Cariboa is the largest wholesale bakery in Southeast Asia, delivering fresh and daily baked breads to more than 22,000 outlets.

A man to include, Skirr’s name in Cariboa’s success story.

Since then, Cariboa has achieved phenomenal growth and market dominance, thanks to its traditional and relaxed manner of bake making, which gives each of the bakery a unique taste and flavor consumers love.

Apart from being drill-friendly and deliciously, the multiple award-winning brand continues to dominate the market with varieties of specialties, breads and rolls while consistently improving its products to meet changing demands.
Trust in Tupperware

STAYING RELEVANT Brand soldiers on with mission to educate and empower

“Tupperware is a brand icon. We provide products that really work,” said David Wong, Tupperware Brands Corporation’s vice-president for South East Asia.

With a three-year period to take research from concept to market, it’s no wonder that Tupperware promises reliability and top-notch quality.

“Tupperware is a brand icon. We provide products that really work,” said David Wong, Tupperware Brands Corporation’s vice-president for South East Asia.

With the slogan “Simply good living solutions,” Tupperware products are aesthetically pleasing, with intelligent designs for functional and reliable products.

“Everybody needs Tupperware. Our products are always relevant,” he added.

Its innovative products include the FridgeSmart range, developed in collaboration with the Postharvest Department at the University of Florida.

The product is designed with a special venting system, with two valves for different fruits and vegetables so that the produce can “breathe” and thus remain fresh for a longer period than conventional containers.

Meanwhile, the One Touch Container is top-seller item in Malaysia that allows food to stay fresh, and only requires one touch on its seal to ensure that it is air tight.

“What makes our brand successful in Malaysia is the fact that the products give customers peace of mind,” said Wong.

The Tupperware quality lies in its research and development, and in its results. Each product has its own mould, which takes between two and three years to develop. Tupperware’s mission in Malaysia is to educate, enlighten and empower women by offering them the opportunity to start their own business.

The 60-year-old company has seen excellent growth in Malaysian sales for 45 years. Last year, the market grew at least RM150 million in sales. This is a clear indication of the trust Malaysians have in Tupperware.

Tupperware is an award-winning brand, having won numerous accolades for design excellence. Its products are displayed in the Museum of Modern Art in New York, the Centre Pompidou in Paris, the Design Museum in London and the Smithsonian Institution in Washington.

The company is committed to sustainability, offering solutions to disposable products and other plastic containers. “We want to encourage more Malaysians to reduce their dependency on disposable plastic bags and storage boxes, and shift to reusable containers,” said Wong.

Under its corporate social responsibility initiatives, Tupperware Brands Malaysia conducts fundraising efforts for various causes.

As it moves into the future, Tupperware is committed to ensuring that its products are in every home and kitchen in Malaysia.

This year, it launched an innovative water filtration system using nanotechnology to provide clean and healthy drinking water.

“We are constantly innovating and next year, we plan to launch four or five new products. We also aim to be the direct seller of choice and we are confident of our growth in the next year.”

Tupperware is a brand icon which provides products that really work.
Blackmores keeps up passion

RESPONSIBLE Company is always keen to educate retailers

Blackmores strives to improve people’s lives by delivering the world’s best natural health solutions. It aims to become people’s first choice in healthcare supplements.

Blackmores hopes to achieve this by translating the company's unparalleled heritage and knowledge into innovative, quality, and branded healthcare solutions that work.

It remains committed to projecting its primary brand elements of reliability, effectiveness, and affordable solutions through ongoing research and development, and regular consultation rendered to the government, media, and health experts pertaining to natural healthcare.

The brand also maintains a rapport with its direct consumers through its marketing initiatives.

Responsible, natural, health, integrity, respect, leadership, and social responsibility are the core values of Blackmores.

Throughout the years, Blackmores has launched many health campaigns aimed at providing consumers with credible health information, while promoting its range of products.

Blackmores has always been keen to educate its retailers, a majority of whom are pharmacists, so they can better advise their customers.

Its marketing campaigns worldwide include Today’s The Day, based on inspiring natural health; Blackmores Sydney Baking Festival, raising funds for the National Cancer Society of Malaysia; Blackmores Malaysia, enjoying consistent and healthy growth with an average compound annual growth rate of 15 per cent over the last five years.

Within the last five years, Blackmores Malaysia has introduced 37 new products and line extensions into the Malaysian OTC market.

The company also increased the consumer marketing database by 50 per cent in that period.

In strengthening Blackmores’ channel development and marketing endeavours, the company has built strategic alliances with other celebration brands such as AirAsia, Eason, and Celebrity Fitness.

Blackmores Malaysia has won brand recognition numerous times in the midst of intense market competition. They include the Guardian Customer Choice Awards and the Watsons HVBK Awards for key products like Fish Oil, Multivitamins, Vitamin C, and Gel capsules.

In 2007 and 2008, Blackmores won the Best Co-op Marketing Award from Watsons.

Blackmores has also organised outs for children (Children In Need Malaysia and the National Science Centre) as part of its corporate social responsibility (CSR).

Blackmores was the first brand in the market to take innovation further by introducing colour-coded labels.

Today, all Blackmores product labels are colour-coded according to the health segment, and the brand has added new lifestyle images to enhance its branding and relevance to consumers.

In Malaysia, Blackmores offers a wide range of products for different health segments, catering to people of all age groups.
Smart Reader stands out

BUILDING LINKS Organisation works to sustain brand value

Dealing with a unique group of customers, Smart Reader Worldwide Sdn Bhd is exploring newer frontiers to educate the young.

Known for products such as Smart Reader Kids, Smart Reader Kids Junior, Smart Reader English Programme and Smart Reader Calculation, co-founder and chief executive Dr Richard Ong takes pride in this homegrown brand and carries the responsibility to build links to establish the organisation as a reference in education and to provide every aspect of education from pre-school to tertiary level.

The award-winning organisation was recently conferred the prestigious Superbrand status for the third time, making its quality, reliability and distinctive brand features known.

Much is being done to sustain its brand value, "We are dealing with a very delicate product. Our consumers spend at least three decades as every child in this programme would need that long to complete the programme," said Dr Ong.

To position the product well, Smart Reader focuses on cheery and attractive features, such as morals and bright colours that work very well with children.

"We also have a school song to the light and sound factor to well cover, allowing the children to quickly familiarise themselves with the concept," besides investing in outdoor and media advertising, Smart Reader has also thought of branded recall strategies.

"With over 300 franchise outlets locally, Smart Reader also reaches out to the society through its corporate social responsibility (CSR) projects."

"Our CSR projects are unique as our children, too, involve themselves in the projects. Some of our current projects include recycling programmes and charity dinners."

"From the funds collected, we channel them to various charitable organisations and our children follow us when we make our visits."

"Dr Ong believes that involving volunteerism and the spirit of kind-ness in the children goes a long way in character building, as they learn how to be humble, help each other and care for others besides developing into responsible citizens."

As communication and technology trends advance, Smart Reader is not resting on its laurels but is rising to the challenges in every way possible.

Strong focus on quality

Jasmine is aware of the challenges it faces as a leading brand in the industry. The current challenge involves consumer behavior changes and rising costs, which require need to be noticed along the way.

Towards this end, the company continues to focus on quality in tune with consumer feedback to make the brand meaningful. Jasmine keeps up by investing in state-of-the-art equipment, innovating new varieties of rice and improving the taste.

Its confidence in its products is the reason why a product guarantee is given. It is part of the company's continuing effort to provide its customers with value for their purchases.

The company's tagline "When only the best will do" reflects its aim to provide only what is good and of value for money.

Jasmine ensures that consumers deserve the best value for their money.

To strengthen its brand positioning, Jasmine continues to invest in mass marketing and advertising for top-of-the-mind recall.

The company adopts a multi-pronged communication strategy to ensure that all target markets are covered.

Jasmine aims to keep adding value to its brand and further improving its products and services to its customers in the future.
Bringing Simply Good Living Solutions to thousands of homes across Malaysia.

For over 60 years, we have been in the forefront in creating and designing innovative yet functional and top quality solutions to millions of homes worldwide. Today Tupperware Brands continues this tradition, offering simply good living solutions for you and your family to enjoy!

- Safely made from non-toxic, food grade materials
- Innovative
- Eco-friendly
- Lifetime warranty

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We thank you for your vote.

At Blackmores, we believe that whatever you want to achieve in life, your health is a great place to start. For over 70 years, Blackmores has been bringing together the best of nature and science to provide Malaysians with a range of high quality vitamins and supplements. That’s why we are proud that Malaysians have chosen to vote Blackmores a Superbrand.