

## **Maybank again awarded “Brand of the Year” at World Branding Forum**

Maybank has been awarded the Brand of the Year 2015, its second consecutive year of recognition at the World Branding Forum (WBF) held in London recently. Maybank was again the only brand accorded this recognition under the Banking category for Malaysia.

WBF, which organises the prestigious World Branding Awards, is a global non-profit organisation based in London and dedicated to advancing branding standards for the good of the branding community as well as consumers.

It recognises and celebrates some of the best global and national brands for their work and achievements, judged through three streams: brand valuation, consumer market research, and public online voting.

There are three tiers of awards namely the Global Award, National Award and Regional Award, which are presented to truly international brands that have a presence in ten or more countries, on three or more continents, and limited to the top 100 global brands in any particular year.

The National Award is presented to the very top brands in each participating country at the awards. These are brands that are household names in their home country that have been judged to be truly exceptional.

Maybank Group President & CEO, Datuk Abdul Farid Alias said the Group was humbled by this award which is a testament to the continuous efforts put in to enhance its brand equity among customers.

“We have been working hard over the years to improve our brand experience through our engagement with customers across all channels, and we would like to thank them for this honour as well as for their trust and support over the years.”

“We believe this award also reinforces our success in building a unique experience centred on our mission to humanise financial services,” he said. “We intend to pursue these efforts so that we continue to create a consistent customer experience across our global network.”

Meanwhile Richard Rowles, Chairman of WBF said during the award ceremony, “This is a celebration of the hard work that goes into building great brands. As half of the voting is by consumers, winners of the Awards clearly demonstrate that they have built strong brand loyalty among their customers and fans. The Awards is a testament to the people who work behind the scenes in building and maintaining brands. These are brands that have a strong relationship with consumers.”

Peter Pek, Chief Executive of WBF added, “As part of the judging process, a brand valuation is conducted, and takes into account financial performance, advertising, public relations, marketing, and social media engagement activities. It takes years to build a strong brand. The Awards showcases some of the very best in the world of branding. Today, consumers are more discerning than ever. Having a good product or service alone is insufficient. Brands need to provide memorable brand experience to its customers. The

quality of brands competing for the awards is very high. Winning brands set the standards of what brands need to be in order to win.”

#### **About Maybank**

Maybank is South East Asia’s fourth largest banking groups by assets which has an international network of 2,400 offices in 20 countries. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 47,000 employees serving more than 22 million customers worldwide. ([www.maybank.com](http://www.maybank.com))

#### **About the World Branding Forum**

The World Branding Forum (WBF) is a global, registered non-profit organisation dedicated to advancing branding standards for the good of the branding community as well as consumers. This includes those who work in the branding, design, marketing, advertising, public relations and communications disciplines worldwide. The WBF produces, manages and supports a wide range of programmes covering research, development, education, recognition, networking and outreach. For more information, visit [brandingforum.org](http://brandingforum.org).

#### **About the World Branding Awards**

The World Branding Awards is the premier awards of the World Branding Forum. The Awards recognises the achievements of some of the best brands in the world. Winners are selected based on brand valuation, market research, and online public voting. For more information, visit [awards.brandingforum.org](http://awards.brandingforum.org)