

Maybank clinches ‘Brand of the Year’ award at World Branding Awards

Maybank was recently presented the ‘Brand of the Year 2019’ award for the sixth consecutive year at the World Branding Awards held in London - the only brand accorded this recognition under the Banking category for Malaysia.

The World Branding Awards is the premier awards programme of the World Branding Forum, a global non-profit organization based in London that is dedicated to advancing the standards, skills and education of those involved in the branding and related industries, for the benefit of the branding community as well as the general public.

The award is under the National Awards category - where top brands in each participating country are recognised and winners are selected through three streams of criteria namely Brand Valuation, Consumer Market Research and Public Voting.

Maybank Group President & CEO Datuk Abdul Farid Alias, said that Maybank’s mission of Humanising Financial Services has been the driving force in creating engagement platforms that connect with its stakeholders and highlights its shared value systems. “By staying true to these values, we constantly prioritise our customers’ financial security and wellbeing in everything we do to ensure that we provide a consistent brand experience for all.”

“This sixth consecutive win is a testament to our commitment to this mission. Being deeply rooted in the communities we serve, we believe our success is inherently tied to our community’s achievements which is why our customers’ needs and experiences are our priorities. We take pride in and value the relationships we have built through our shared history, which have enabled us to prosper together,” added Datuk Farid.

Meanwhile, World Branding Forum Chairman, Richard Rowles, said that the awards are an acknowledgement to the tireless effort of the teams that build and maintain their brand presence in an ever-changing market.

“This is a celebration of the continuous efforts that is vital to building outstanding brands. These brands have established strong brand recall, top-of-mind awareness and trust among their consumers.”

There are three tiers of awards under the World Branding Awards programme. The Global Award is presented to truly international brands that have a presence in ten or more countries, on three or more continents. The National Award is presented to the very top brands in each participating country. These are brands that are household names in their home country that have been judged to be truly exceptional. The Regional Award is presented to winners who win in multiple countries in a particular geographic region.
