

44 winners unveiled at Prestige Brand Award

FORTY-FOUR winners were unveiled at the Singapore Prestige Brand Award (SPBA) 2011 yesterday, following rounds of judging and deliberation over more than 100 submissions.

The award, jointly organised by the Association of Small and Medium Enterprises (Asme) and *Lianhe Zaobao*, recognises successful brands for their planning and execution of branding strategies.

There were five award categories, including a special merit category for government agencies and not-for-profit organisations. Touch Community Services and the World Toilet Organisation were this year's winners of this category.

Nine companies won the Promising Brands awards, including Epicentre Hold-

ings, Paradise Group Holdings, and T32 Dental Centre. Meanwhile, the Established Brands had 21 winners, including Tung Lok Restaurants, MindChamps Holdings, and Neo Group.

Those that made it to the Heritage Brands category included Meritus Hotels & Resorts, Jason Electronics, and Mount Alvernia Hospital.

Asiatravel.com Holdings, BreadTalk, and Gloucoscare International were among those that earned a place in the Regional Brands category.

SPBA 2011 organising committee chairman Chan Chong Beng said that the award has been a catalyst for brand owners to use branding as a competitive leverage to expand market share and grow profits.