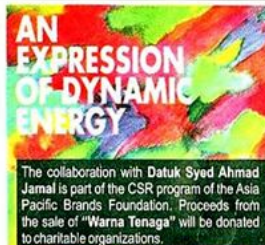


THE BRAND LAUREATE

THE GRAMMY AWARDS FOR BRANDING



MAKE YOUR BRAND A MASTERPIECE

The BrandLaureate Awards 2009-2010 is a celebration of masterpieces. The winners of the Awards are the best and leaders in their respective categories and they are MASTERPIECES in their own right. Some of the winning brands have won The BrandLaureate Awards for four consecutive years and we would like to salute them for maintaining their pole positions.

Building a brand - nurturing & measuring it into a strong and successful one is akin to creating a masterpiece. It is a work of art that has been inspired by a great vision and meticulously crafted by a team that strongly believe in the brand. The first stroke of branding starts by putting forth our brand vision on the canvas. Stroke by stroke of the brush, we fill up the canvas with the colors that epitomises our brand. These colors represent the brand essence, the brand values and culture. We use different strokes and styles of painting to differentiate our brand and make it unique.

The artist's passion for his art is manifested in the richness and quality of the painting. Similarly, our passion and commitment to building our brand is reflected in the strength and finesse of the brand.

Like masterpieces that capture the imagination of the art connoisseur, inspire and stir his soul, the moment he walks into the gallery, brands must connect emotionally with the consumer. Like the masterpieces that bring value to the owner, brands must add value to the lives of the consumers and the community. Masterpieces appreciate in value through the years; similarly the brand value and brand equity of brands must appreciate too.

The APBF is of the opinion that we can no longer be contented to build our brands just to meet the business objectives and satisfy the consumers

and investors. As our nation works towards moving up the ladder of a high income economy, we must build our brands to be masterpieces. Brands play an important role in nation building and we must push the envelope and up the ante in brand building. We must build our brands to be masterpieces that are covered and respected by all, and can withstand the test of time.



To reach the pinnacle and be No.1, make your brand a masterpiece!

The Asia Pacific Brands Foundation

Brands are the lifeline of organizations. They enhance the company's brand image and strengthens its equity. Brands are also a nation's showpieces. They provide us with a kaleidoscope of the country's business landscape and strong successful brands command a high positive perception for their countries of origin.

The Asia Pacific Brands Foundation (APBF) enjoys the distinction of being the world's one and only branding foundation. Since its inception in 2004, the APBF has achieved many milestones. Led by its Patron, H.E. Tun Dr Mahathir Mohamad, the fourth prime minister of Malaysia and the Board of Governors who consists of brand icons and captains of industries, the APBF has been delivering on its mission statement of educating and disseminating the importance of branding.

Beginning with the publication of branding articles in the media, the APBF also organizes branding seminars and forums to deliberate on branding issues that it deems fit and that would help to enhance brand value, as well as business performance and longevity.

A showcase of brand excellence, The BrandLaureate Awards, which was initiated in 2006, has helped to create greater awareness of the need for branding in organizations and has helped to raise the standards of branding in the region. The winners of the Awards comprise the best of global brands from all over the world.

With passion and commitment, the traits of a visionary, The Asia Pacific Brands Foundation will continue to work towards bringing branding to a new level.

The BrandLaureate

The BrandLaureate is the sobriquet for the APBF Brand Excellence Awards. As the definition of 'laureate' is one that is worthy of the greatest honor or distinction, being conferred The BrandLaureate Award is a defining moment as it is a testimony of the brand's success and an endorsement of being with the best and an acknowledgement of the brand's value, strength and character.

Congratulations!



Tupperware

Brands

for
being the winner of

**The
BrandLaureate
Awards**

in Product Branding
Best Brands in Consumer

CATEGORY

Food Storage



A Passion for Innovative Storage Products

Before globalisation became a buzzword in the business world, Tupperware was already a worldwide presence, making a difference to millions of lives for over 60 years thanks to the innovative storage products and an extremely attractive business opportunity.

In December 2005, Tupperware Corporation changed its name to Tupperware Brands Corporation and has since evolved into a multi-brand, multicategory, direct sales conglomerate. With a worldwide global sales force of over 2.4 million, the Tupperware Brands portfolio of direct selling companies incorporates Tupperware, BeautiControl, NaturCare, Nutrimetics, Fuller Cosmetics, Nuvo, Avroy Shlain and Swissgarde.

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