



ASIA PACIFIC BRANDS AWARD
.....
ROLL OF HONOUR



SPECIAL 10 PAGES
SUPPLIMENT ON
THE NEW PAPER ON
MAY DAY 2012

2012
ASIA
PACIFIC
BRANDS
AWARD



Asia Pacific Brands Award, APBA is a special supplement of

Asia Business Journal

ABOUT THE INITIATIVE

ASIA PACIFIC BRANDS AWARD 2012 – SINGAPORE'S FINEST BRANDS

A nation-wide initiative, it is conferred on deserving and reputable commercial and consumer organisations in Singapore.

Achieving this esteemed hallmark of success would certainly comprise a significant milestone in the branding journey of any local entrepreneur.

This Award also serves as a yardstick for Singapore companies to benchmark their brand equity against competitors.

THE APBA SELECTION GUIDELINES

The Recipient shall possess :

- Application of strategic consideration to develop brand's identity.
- Able to create a branding that offer in such a manner that it occupies a distinctive place and value within the target customer's perspective.
- Organization which values it's brand and practices to oriented towards building of brand capabilities.
- Been acknowledged to which a brand is recognized within the market for certain attributes. Eg: Logo / Tagline.

AWARD CATEGORIES



APBA COUP D' SALUTE

APBA Coup D' Salute is the highest prestige and honor conferred to local brands established for more than 15 years. The brand had embraced in exceptional brand excellence, proven over many years, achieving the highest status among organizations and brands in Singapore.



APBA COUP D' HERITAGE

APBA Coup D' Heritage is a platform to pay tribute and honour the continual success of local brands established between 6 and 15 years. It encourages local organization in its path towards a higher level of brand excellence and the perpetual development of their brand equity.



APBA COUP D' ESTABLISHED

APBA Coup D' Established is a platform to recognise and honour the continual success of brands established between 3 and 8 years. It encourages local organization in its path towards brand excellence and the perpetual development of their brand equity.



APBA COUP D' MERIT

APBA Coup D' Merit is a platform to recognise and honour newly set up organizations with a vision of brand excellence. The minimum criteria is to establish for at least years in Singapore. It encourages local start-ups and acknowledges their efforts in employing branding as a key strategic tool from the onset in their business strategy.

RECIPIENT OF
COUP D' ESTABLISHED

EVERGREEN AUTO PTE LTD
GILL ASSOCIATES PTE LTD
GLOMAX MAINTENANCE SERVICES PTE LTD
JUZ 4 YOU INTERIOR PTE LTD
LIGHTHOUSE TUITION CENTRE
NEUROMATH PTE LTD
SENKI JAPANESE RESTAURANT
SHAM HEI FOOD BUSINESS CONSULTANTS
SKECHERS SINGAPORE PTE LTD
SONG FA BAK KUTTEH
THE FACTORY CHOCOLAT PTE LTD
UNITED CHANNEL EMPLOYMENT AGENCY PTE LTD
ZEUS EDUCATION CENTRE

RECIPIENT OF
COUP D' MERIT

AAMOR PTE LTD
MRID PTE LTD
PILLARS RESTAURANT & CATERING PTE LTD
THE WALL STORY PTE LTD



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Royal Embassy of The Kingdom of Cambodia to Singapore



Singapore International Chamber of Commerce



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