

Handsome win for Maxis

Telco bags Putra Brand of the Year while Munchy's named the most promising one



Proud moment: President of 4As Datuk Vincent Lee giving away the silver award for the media category to Star Publications (M) Bhd group managing director and chief executive officer Datin Linda Ngiam on behalf of *The Star* at One World Hotel yesterday.

PETALING JAYA: Maxis bagged the Putra Brand of the Year award while Munchy's was named the Putra Most Promising Brand of the Year at the Putra Brand Awards 2011 ceremony.

Lewre walked away with the Putra Brand SME of the Year accolade. All three awards were introduced this year.

A total 22 gold, 21 silver and 25 bronze awards were conferred to both local and international brands in 20 categories during the ceremony held at the One World Hotel here yesterday.

The gala dinner also saw 12 recipients receiving Special Mention accolades.

Lewre International Sdn Bhd executive chairman Datuk Lewre Lew said he was honoured to have his brand recognised for the award.

"This award will motivate us to work harder towards achieving more success and to serve people better," he said. Among the award categories are Apparel & Accessories, Automotive, Automotive - Fuel, Beverage - Alcoholic, Beverage - Non Alcoholic, Communication Devices and Communication Networks.

Among the gold winners were Nike (Apparel & Accessories), Honda (Automotive), Petronas (Automotive - Fuel), Maxis (Communication Networks), Maybank (Finance), Astro (Media & Entertainment), Sime Darby (Property Development), Jusco (Retail) and AirAsia (Transportation, Travel & Tourism).

The Star won a Silver award under the Media & Entertainment category. The Putra Brand Awards is a recognition and brand valuation

exercise initiated by Association of Accredited Advertising Agents Malaysia (4As) to recognise brands owned by public-listed companies, local brands and small and medium enterprises (SMEs).

It measures best brands by consumer preferences. A total 6,000 consumers were involved in selecting the winners, making it the largest consumer research sampling of its kind in Malaysia.

The awards are endorsed by Malaysia External Trade Development Corp (Matrade), Malaysian Advertisers Association, Branding Association of Malaysia and Media Specialists Association, with *The Star* as a key media partner.

The Sultan of Selangor has also consented to be a permanent royal patron for the awards from this year.

Dailies still the hottest news source, says publishers association

By YUEN MEIKENG
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PETALING JAYA: Newspapers are still the favourite source of news among Malaysians.

In the past five years, newspaper readership grew by 14%. The number of newspaper readers has risen to 17.9 million last year compared with 15.6 million in 2006, said Malaysian Newspaper Publishers Association (MNPA) chairman Datuk Mohd Nasir Ali.

"The newspaper is here to stay as it is an

integrated source of content," he said.

He added that newspapers were also embracing technology with content being uploaded onto online version.

"This makes newspapers a wholly-integrated media platform," Mohd Nasir said after speaking at the MNPA Industry Briefing 2011 at Menara Star here yesterday.

He added the advertising expenditure in Malaysian newspapers also saw a 42% increase from RM2.7bil in 2006 to RM3.9bil in 2010.

This meant that newspaper advertising

comprised about 40% of the total advertising expenditure of RM9.6bil among all media last year.

Mohd Nasir said such continued growth in revenue and readership showed that newspapers would be sustainable well into the future.

A partner at PricewaterhouseCoopers Malaysia, Uthaya Kumar, who also spoke at the briefing, said today's technology-savvy generation, known as Generation Y, could also be known as Generation C, with C stand-

ing for content.

"This generation is willing to spend money to get content in the media, especially the Internet," he said, adding that the group was also very active in social networking sites and relied a great deal on them to connect with people.

Also present at the briefing were Star Publications (M) Bhd group managing director and chief executive officer Datin Linda Ngiam and Star Publications (M) Bhd group general manager, business (print and new media) Calvin Kan.

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