

BRANDASSETS AWARD NOMINATION

Guidelines for Submission

- The nominating brand is allowed to submit a maximum of 1(ONE) Award Category. One nomination form is applicable for the submission of ONE Award Category only.
- The nominating brand must indicate the participating Award Category of submission within the nomination form.
- All sections of the nomination form must be completely filled in.
- All documents submitted within the nomination will be treated with full confidentiality.
- Completed nomination submission must be attached with the Brand Assessment Collaterals & Documents as below, please indicate N/A for whichever unavailable.

Brand Assessment Collateral

1. BRAND PROFILE

- a. A summary of Nominating Brand in 300 words, inclusive of details such as products or services, in brief of the market segment and activities.

Complete the assessment collateral with supporting document referring to the guideline below:

2. BRAND'S MARKET INSIGHT

- a. The uniqueness of nominating brand, and the products/services within the market / in comparison to similar products/services
- b. Marketing Strategies that increased the brand popularity
- c. Public awareness of your brand
- d. Visibility of the nominating brand and the measurement via traditional channel / digital platform

3. INNOVATION

- a. Originality of nominating brand from the perspective of:
 - i. Brand Identity
 - ii. Packaging
 - iii. Marketing

4. BRAND SUSTAINABILITY

- a. Length of brand existence
- b. Sustainable Plans for the nominating Brand

5. BRAND RECOGNITION

- a. The awards and recognition for the nominating brand
- b. Is the Nominating Brand a registered Intellectual Property?

Verification Documents

1. Latest 3 (Three) Years audited accounts report
2. Complete Forms 24 & 49
3. Registration - RM200 for nomination processing purposes.
Payment to be made payable to:

MILAN INTEGRASI SDN BHD
CIMB ACCOUNT: 8009407311

APPLICATION FORM

A. NOMINATING BRAND INFORMATION

Name of Brand _____

Date incorporation _____

Trademark / Registered _____

B. COMPANY BACKGROUND

Name of Company _____

Date incorporation _____ Registration No. _____

Trademark / Registered _____

Business Address _____

_____ Postcode _____

Telephone (O) _____ FAX _____

Website _____

Nature of Business _____ Industry _____

Person to contact _____

Mobile Number _____ Email _____

Membership in trade/industry bodies _____

APPLICATION FORM

C. BUSINESS OWNERSHIP & CAPITAL STRUCTURE

Latest paid up capital (RM) _____

Is your company a subsidiary? YES ☐ NO ☐

If yes, please state the parent company _____

Parent Company Business Address _____

Postcode _____

Is the company listed? YES ☐ NO ☐

D. OTHER INFORMATION

No. of employees _____

Company Logo _____
Kindly attach your company logo in Adobe Illustrator / PDF Format together with a colour digital print.

PARTICIPATING CATEGORY

INDUSTRY	NOMINATING
Apparel & Accessories	
Automotive	
Banking & Investment	
Insurance	
Gadget	
Camera & Visual	
E-sports	
Telecommunication & Networks	
Education	
Transportation	
Entertainment	
FMCG - Food	
FMCG - Beverage	
FMCG - Household	
FMCG - Personal Care	
Retail - Gadget	
Retail - Healthcare	
Retail - Food & Beverage	
Retail - Fastfood	
Retail - Convenience store	
Retail - Mall	
Retail - Home Appliances	
Retail - Home Improvement & Furniture	
Brand Marketer	
Online Marketplace	
Personal Branding Icon	
Promising Brand	

DECLARATION

(To be completed by the Chief Executive Officer or Managing Director or equivalent)

I declare that the facts stated in the nomination form and the accompanying information are true and correct and have satisfied the qualifying criteria. I agree to:

- The publication of the financial figures provided in the nomination form upon request;
- Provide the company's audited statements and other relevant information as requested and allow the organizer to retain them;
- Abide by the requirements of the nomination; and
- Abide by the decisions of the Selection Board which will be deemed final and conclusive.

_____, as an attachment to this form, hereby authorises Milan Integrasi Sdn Bhd (**The Organiser**) to receive/extract the following financial records:

1. Financial reports (Year 2017, 2018, 2019) and/or
2. Nominating Brand Related information

being released from _____ or via the **appointed credit bureau** for the purpose of auditing our nomination in the **BRANDASSETS AWARDS 2020**.

I understand that this authorisation can be revoked by myself or an appointed representative in writing at any time before my records, as described above, are disclosed, and that this authorisation is valid throughout the **BRANDASSETS AWARDS 2020** campaign from the date of my signature.

Name: _____ Designation: _____ Signature: _____ Date: _____	Company Stamp
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Contact Person for Verification / Site Visitation Purposes

Name:	_____
Designation:	_____
Contact No:	_____
Email:	_____

Proposer

Name: _____ Designation: _____ Date: _____ Signature: _____	Proposer Stamp:
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