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Nod for local brands

Consumers vote 'Made in Malaysia' in 23 out of 43 categories in Reader's Digest survey

By: Eva Yeong (Mon, 10 May 2010)

MALAYSIANS showed their confidence in home-grown brands when voting for their favourite brands in the 2010 Reader's Digest Trusted Brands Awards – making "Made in Malaysia" brands winners in 23 out of 43 categories.

Among the top brands voted for were; Maybank and Public Bank as most trusted banks, Citibank and Maybank as top credit card issuing banks while Bank Islam won honours in the Islamic financial services category.

While Public Mutual was the most trusted investment fund company, AIA, Great Eastern and Prudential became top choices for insurance protection.

"Winning the award for the seventh year in a row is a true testimony to the Great Eastern strong brand which was built since 1908. We have earned our customers' loyalty throughout the years and we believe that this trust is cultivated from our excellent service and the strong brand name," said Great Eastern Life Assurance (M) Berhad director and chief executive officer Koh Yaw Hui.

In the telecommunications sector, Maxis was voted as the best phone service provider while Streamyx was voted as favourite internet service provider.

Proton emerged as the consumers' preferred brand on the road, alongside Honda and Toyota.

Favourite tyre brands were Dunlop, Goodyear and Michelin while Petronas and Shell were the most trusted brands in petrol station services.

Honda Malaysia Sdn Bhd managing director and chief executive officer Toru Takahashi said the recognition from consumers will continue to drive Honda Malaysia in its endeavour to be the most trusted and admired automobile brand in the country.

"Relationship based on trust is an important commodity in today's competitive marketing environment. We at Honda, will continue to reinforce and strengthen our relationship with customers," said Takahashi.

In the family tourist attraction category, Genting Highlands and Langkawi came out tops while Malaysia Airlines won as the most trusted airline.

Sime Darby Property was named sole winner in the property developer category while four universities namely Universiti Malaya, Universiti Sains Malaysia, Universiti Teknologi Malaysia (UiTM) and Universiti Teknologi MARA tied for the top-of-the-class position.

Thanking Malaysians for their vote of confidence and trust in UiTM, vice-chancellor Datuk Prof Dr Sahol Hamid Abu Bakar said they are proud to receive the award as it is an endorsement of their continuous effort to evolve and update in order to provide



Minister of Domestic Trade, Cooperatives and Consumerism Datuk Seri Ismail Sabri Yaakob (fifth from left) with some of the award winners.

the best teaching methods and facilities for its students.

Meanwhile, Jabatan Imigresen Malaysia won votes for being the most trusted government department/agency while Kuala Lumpur Hospital was named top medical facility.

Other winners include Senheng, Kilometrico, Parker, Pilot, Triumph, Yeo's, Dutch Lady, Nestle, Carlsberg, Dynamo, Fab and Top. A total of 87 brands were named as award winners in Malaysia, of which seven achieved Platinum status.

First launched in 1999, the Reader's Digest Trusted Brands survey is conducted in eight markets across Asia namely: Malaysia, China, Hongkong, India, the Philippines, Singapore, Taiwan and Thailand.

Carried out by Synovate for Reader's Digest, the Asian survey is part of a wider global effort by Reader's Digest done annually in some 28 markets around the world.

Asia-Pacific Magazines editorial director, Thomas Moore, said that trust is a powerful marketing tool and that companies should focus on keeping promises, delivering what they say, being open and transparent.

Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Ismail Sabri Yaakob who presented the awards to the winners said consumers today are exposed to more promotional messages than ever before.

"The low cost of communication in our digital age allows marketers of all shades, whether local or foreign, scrupulous or unscrupulous to connect to a broad range of Malaysian consumers with an unprecedented level of ease.

"Often, these connections amount to nothing more than empty promises, vacant gimmicks or outright scams," said Ismail.

"In a world where consumers are bombarded by an over abundance of advertisements and messages, successful companies are those that build trust, confidence and loyalty between a brand and its customers," he said during the gala dinner held in Kuala Lumpur.

The twelfth edition of the Asian survey is based on responses to 350,000 questionnaires distributed via Reader's Digest copies and 125,000 telephone interviews with randomly selected, upscale consumers in October.

Besides naming their most trusted brand, respondents were asked to rate the brands they chose on six qualitative criteria namely trustworthiness and credibility; quality; value; understanding of customer needs; innovation; and social responsibility.

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