

2 NOVEMBER 2006



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## MEDIA RELEASE

**SINGAPORE PROMISING BRAND AWARD 2006  
ANNOUNCEMENT OF WINNERS  
THE RITZ-CARLTON, MILLENIA SINGAPORE  
MILLENIA 1, LEVEL 2**

The Association of Small and Medium Enterprises (ASME) and Lianhe Zaobao are pleased to announce the Award Winners of the Singapore Promising Brand Award 2006. After a rigorous four-month interview, selection and judging process, the Singapore brands that have achieved SPBA status are:

Amore Fitness	Kenko
Atlas	Koufu
Banquet	Ma Kuang
Bio-Essence	Mr Bean
CarTimes	Owl International
Cherie Hearts Group	Pere Ocean
Emerio	PGS
Frasers Hospitality	Purple Sage
Gain City	Rendezvous
Goldheart	Rustic Nirvana
Goodrich	Stamford Tyres
Grandwork Interior	Thomson Medical Centre
Home-Fix D.I.Y	Tong Garden
Jack's Place	Uniseal
Just Education	Wood Doctor

This year, a total of seven SPBA 2006 Award Winners will also be awarded the SPBA Silver Award which is reserved for three-time SPBA Award Winners.

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Award Secretariat  
167 Jalan Bukit Merah Tower 4, #03-13  
Singapore 150167 Tel: 6513 0388 Fax: 6513 0399  
Email: [award@spba.com.sg](mailto:award@spba.com.sg) Website: [www.spba.com.sg](http://www.spba.com.sg)

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The award received an overwhelming response once again, with nominations and participation of numerous local brands from a varied number of industries. This year, the judging criteria were enhanced to ensure the award continued to progress and remain relevant to the evolving branding climate. Despite the stringent revised criteria in place, these 30 Singapore brands were able to distinguish themselves and impress the judges with their brand communication prowess.

“The winners this year come from a good mix of industry sectors such as hospitality, retail, manufacturing, spa, healthcare, education and automotive – an encouraging sign that business owners from each industry have come to know and acknowledge the SPBA as a premier accolade, one which they strive to attain as a mark of their achievement year after year,” highlighted Dr Dora Hoan, the Award’s chairperson and founder.

“This year, I am happy to see many new entrants, especially from the B2B sector taking part in SPBA. This goes to show that branding today is embraced by top senior management, and not just deemed purely as a marketing function,” added Mr Kim Chun-Wei, Chief Judge of the SPBA 2006 Award Interview and Selection Committee.

It is also worth noting that half of this year’s entrants in the honour roll for 2006 are repeat SPBA Award Winners, highlighting the fact that branding has become a key element to businesses in the local enterprise arena, with more business owners acknowledging branding as part of the plans for growth.

“Previously confined just to the marketing department, more and more organisations today have realised the importance of branding and how it guides and drives all businesses and marketing strategies,” defined Mr Kim.

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Email: [award@spba.com.sg](mailto:award@spba.com.sg) Website: [www.spba.com.sg](http://www.spba.com.sg)

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All SPBA 2006 Award Winners will now undergo another level of evaluation by the SPBA Distinctive Brand Award Judging Panel to determine the top few Singapore brands to be awarded the SPBA Distinctive Brand Award. One brand will also be achieving the title of SPBA Most Popular Brand Award, which is determined by SMS and online voting from the public.

Three-time winners for the SPBA Distinctive Award will be awarded the SPBA Gold Award. Out of the seven local brands who have already been awarded the SPBA Silver Award, two are also twice winners of the SPBA Distinctive Award. These two brands will be awarded the SPBA Gold Award instead, should they obtain the title of SPBA Distinctive Brand Award once again.

All SPBA Winners represent the crème de la crème from a variety of industry sectors who have achieved considerable success through effective brand-building strategies. The entrepreneurs who created and own these award-winning brands can look forward to a heightened corporate profile as well as reinforce their industry reputation as a progressive and successful enterprise.

The results of the SPBA Distinctive Brand Award & SPBA Popular Brand Award will be announced at the SPBA 2006 Award Presentation Ceremony on Wednesday, 6 December 2005, the Raffles Ballroom, Swissotel - The Stamford, Level 4.

**For more information, please contact:**

Ms Shireen Seah at 6513 0351 (DID), 9843 3546 (Mobile) or shireen@asme.org.sg

Ms Liz Tan at 6513 0356 (DID), 8125 1982 (Mobile) or liz.tan@asme.org.sg

**Award Secretariat**  
167 Jalan Bukit Merah Tower 4, #03-13  
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