

FAQs and Benefits of Participating in Singapore Prestige Brand Award 2010

Q What is Singapore Prestige Brand Award?

A Singapore Prestige Brand Award (SPBA) is a branding accolade that recognises and honours Singapore brands that are developed and managed effectively through effective branding initiatives. The Award is today accepted as THE brand award to attain for local brands.

Q Who are the Award Organisers?

A The Award is jointly organised by the Association of Small and Medium Enterprises and Lianhe Zaobao.

Q How long has the Award been established?

A The Award was inaugurated in 2002 and is now in its 9th year.

Q What are the Award Categories?

A SPBA comprises five main Award Categories to meet the demands of the market, namely:

- i) SPBA - Promising Brands
 - The Brand must be established between 3 and 8 years *
- ii) SPBA - Established Brands
 - The Brand must be established between 6 and 30 years *
- iii) SPBA - Heritage Brands
 - The Brand must be established for more than 30 years
- iv) SPBA - Regional Brands
 - The Brand must be established for at least 3 years and have presence in at least 5 foreign markets
- v) SPBA - Special Merit
 - For government agencies and not-for-profit organisations that have been established for at least 3 years

*NOTE: Brands that are 6 to 8 years old may opt to participate in either SPBA - Promising Brands or SPBA - Established Brands.

Q Who can participate in SPBA - Special Merit?

A Launched last year, the SPBA - Special Merit recognises government agencies and not-for-profit organisations for their branding efforts. These may include associations, educational institutions, voluntary, self-help, non-religious and non-political organisations which have been established for at least 3 years.

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Q Is it necessary to engage a brand consultant to do up the brand proposal?

A It is the prerogative of the participant to engage a brand consultant to do up the brand proposal. In the past, many winners were able to do up the brand proposal using their own in-house brand management resources.

If you are keen to engage a brand consultant, you may contact:

EDC @ ASME
167 Jalan Bukit Merah Tower 4
#03-13
Singapore 150167
Tel: 6513 0388
Email: edc@edc-asme.com.sg

Q Is the company allowed to participate if its Audited Financial Statements are not available?

A All participating companies are to submit one copy of the audited financial statements for the three most recent financial years (2007 - 2009). These audited financial statements are to be Original Copies or Auditor-Certified True Copies. If the financial statements for Year 2009 have not been audited, the most recent management accounts will suffice.

Q Is there a pre-determined number of Winners each year?

A No - the number of Winners will depend solely on the quality of submissions received for the various categories each year.

Q How does a Brand get inducted into the SPBA - Hall of Fame?

A SPBA - Hall of Fame recognises and honours the truly deserving and outstanding local brands. The Brand can qualify for induction into the SPBA - Hall of Fame by either:

- I. Winning the SPBA accolade 5 times; OR
- II. Winning the SPBA accolade 3 times, including being an Overall Winner at least once in any of the Award Categories.

The criterion is dependent on achievement since SPBA 2007. Brands do not have to win the SPBA accolade for consecutive years in order to be inducted into the SPBA - Hall of Fame.

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Q What is the progression from Award entry submission to the announcement of Winners?

A All Participants have to put together a brand proposal in accordance with the Judging Criteria of the Award Category. The brand proposal will then be evaluated by a panel of judges in the First Judging Round.

Shortlisted participants from the First Judging Round would qualify for the Final Judging Round – a face-to-face interview with a panel of judges comprising senior brand practitioners from both the private and public sectors. The Winners of SPBA 2010 would be determined at the Final Judging Round.

All Winners of SPBA 2010 will be officially notified by the SPBA Secretariat of their win. They will be presented with certificates at the Press Conference, where the results will be officially announced to the public. Each Winner will also receive a trophy at the Award Presentation Ceremony, where the Overall Winner of each Category will be unveiled, with the exception of SPBA – Special Merit.

Winners of SPBA-Special Merit will be determined by judges in the First Judging Round.

Q What about the SPBA - Most Popular Brand Award?

A This Award is awarded to the Brand that garners the highest number of votes during the voting period.

Please refer to Important Notes in the Participation Brochure detailing the Do's and Don't's when canvassing for votes.

Q How will the participation in SPBA elevate the profiles of the Winning Brands?

A Winners will be featured on SPH's integrated media platform and Winners' Special – a supplement of Entrepreneurs' Digest. The combined reach of the media is in excess of a 2 million audience.

Q Is there a registration fee imposed upon entry of submission?

A No registration fee is required. However, all Winners will be required to take up the Award Package stated in the Participation Brochure once they are notified of their win.

Not-for-profit and charitable organisations in the SPBA - Special Merit need only pay a nominal fee. Do contact the Award Secretariat for further details.

Q When is the submission deadline?

A All Award submissions must reach the Award Secretariat by **12 noon, Thursday, 12 August 2010**. Participants will be notified via email upon receipt of submission.

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Q Will the submitted materials be kept confidential?

A Access to submitted material is kept strictly to the Award Secretariat and the panel of judges. They are used solely for judging and reference purposes and will be kept strictly confidential.

CONTACT US

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