

Influential Brands® unveils Gen Y's favorite brands in 2019



Influential Brands® (Singapore) and Neo Target unveils Gen Y's most preferred brands in 2019 in the lead up to the "2019 Asia CEO Summit & Award Ceremony" where hundreds of business professionals, both from Thailand and overseas, are expected to gather to celebrate the best in business excellence.

Mrs. Vannee Leelavechbutr, Founder & CEO of Neo Target, a brand reputation communications consulting agency based in Bangkok, disclosed that Neo Target and Influential Brands® (Singapore) are co-organizing the "2019 Asia CEO Summit & Award Ceremony" to celebrate the Champions of Excellence across Asia, from extraordinary individuals to multinational organizations, whose reputation and achievement are indisputable.

Regarding the award selection criteria, Neo Target and Influential Brands®, a think-tank with over 20 years of branding knowledge and expertise in Asia, had joined forces with Suan Dusit Poll to conduct a survey specifically focusing on Generation Y in Thailand. Gen Y or the Millennials are recognized as the pivotal group who is going to make the most fundamental impact on the world over the next 20 years as they tend to have higher average incomes compared to other generations. Asia, in particular, comprises of over one billion Millennials or approximately 86% of the world's total Gen Y population.

Mr. Jorge Rodriguez, Managing Director of Influential Brands LLP, said according to the survey, Gen Y's favorite brands in Thailand, which are also recognized by Influential Brands Awards in 2019, include Lazada, Grab Taxi, The Mall, Central, Cafe Amazon, Auntie Anne's, Krispy Kreme, Mister Donut, Watson, Taokaenoi, Jobthai.com, Acer Computer, S&P and Makro. In addition to the Influential Brands Awards, the event recognizes Champions of Excellence in several other categories such as Top CEO, Influential Women, Outstanding Leader, Top Employer Brands, and Outstanding Brands. Renowned Thai corporations - SIAM KUBOTA Corporation, Gunkul Power Development Co., Ltd., Southeast Life Insurance Public Company Limited, S31 Sukhumvit Hotel and Hansar Hotel -

are also among this year's awardees.

Nonetheless, Thai brands are not the only ones earning such acknowledgement. Business executives, entrepreneurs, as well as representatives from various brands throughout Asia will travel to Bangkok, Thailand, to attend the ceremony and collect their well-earned accolades. Some of the big names are Swarovski (Singapore), Air Asia (Malaysia), Adidas (Singapore), Union Bank (Philippines), Chow Tai Fook (Hong Kong), Raffles Hotel (Singapore), and Celebrity Fitness (Indonesia), to name a few.

Although the 2018 Award Ceremony was held both in Singapore and Thailand in the previous year; the "2019 Asia CEO Summit & Award Ceremony" will be exclusively held in Thailand to honor the country's 2019 ASEAN chairmanship. Over 150 executives from other ASEAN nations are expected to attend the ceremony which is scheduled to take place on Tuesday, 19 November 2019, from 6.00 PM onwards, at Chatrium Ballroom, Chatrium Hotel Riverside Bangkok, Charoenkrung Road.

"The event is not just a platform for celebration, but it also serves as an opportunity for Thai executives and professionals to connect to their peers internationally. It also has a potential to create a vast network of business people across the continent. More than 300 people from nearly a hundred organizations, including ones from Singapore, Malaysia, and Hong Kong, are slated to attend our ceremony. We hope that this event will play a role in launching Thai brands on an international scale and allow them to branch out their businesses overseas, which is not only beneficial to the businesses but also favorable to the country's economy as well," Mrs. Vannee concluded.

About Influential Brands

Influential Brands® is a think-tank formed to gain consumer insights through various methods of research. Leveraging on more than 20 years of branding knowledge, know-how and expertise in Asia, Influential Brands® seeks to provide knowledge, raise awareness of desirable brands, celebrate the unique aspects of Asian-based businesses and our rich Asia's brand heritage.

About Neo Target Company

A leading public relations and reputation consulting agency established since 2000. Neo Target offers responsible solutions in communications, issue/crisis management and reputation consulting with our own proprietary "Repu-Dimension" model. Our service covers all media channels and platforms with a track record in servicing clients across all industries in both private and government sectors.

We are also specialist in brand reputation and communications management with the long-term relationships with Thai & international editors & reporters of all types of media channels.

Neo Target is a member of Mileage Communications, a full-service strategic marketing communications and PR consultancy incorporated in 1992 in Singapore. Mileage has a total of 14 offices in 9 countries across Asia.