

Headline	Tokio Marine Malaysia wins the 2015-2016 BrandLaureate Signature Award for second year		
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Tokio Marine Malaysia wins the 2015-2016 BrandLaureate Signature Award for second year running

KUALA LUMPUR: Tokio Marine Life Insurance Malaysia Bhd was awarded The BrandLaureate Signature Award 2015-2016 for brand excellence in Life Insurance at The BrandLaureate Awards '16 Gala Dinner, organised by the Asia Pacific Brands Foundation (APBF).

This is the second year running that Tokio Marine Life Insurance Malaysia has been recognised with a Brand Laureate Award.

In its 10th edition, the Brand Laureate Awards recognises excellence amongst the best brands in Malaysia and around the world; and is awarded to deserving brands from multinational, public-listed and government-linked companies that have shown best practices in branding.

The winners of the BrandLaureate Awards are selected based on a 300-point selection criteria measuring excellence in brand strategy, brand culture, integrated brand communications, brand equity and brand performance.

"We are thrilled to have been accorded

this honour for the second year running. Being a recipient of the BrandLaureate Awards is a testimony to Tokio Marine's brand success and a recognition of our strong brand leadership and performance in the life insurance industry," said Toi See Jong, Chief Executive Officer of Tokio Marine Life Insurance Malaysia Bhd, upon receiving the prestigious award.

"The Tokio Marine brand is synonymous with being a societal partner to our customers for the past 130 years. It also underscores our commitment towards the creation of a safe, secure and sustainable society by continuously raising our corporate value and in becoming a 'Good Company', trusted by customers and local communities," he added. "In the past year, we have consistently demonstrated this commitment through our steadfast support of various causes championing environmental protection, corporate philanthropy and sports and youth development."



(FROM RIGHT) Dr KK Johan, President of the BrandLaureate, Toi See Jong, CEO of Tokio Marine Life Insurance Malaysia and Tan Sri Rainer Althoff, Chairman of Asia Pacific Brands Foundation during the BrandLaureate Award 2015-2016 presentation.