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SIA top S'pore brand

By Tessa Wong



Calling it a 'shining global example of how to do branding right', consultancy Brand Finance lauded SIA for its commitment to branding, new technologies like the Airbus A-380 aircraft, and its strong service ethic. -- ST PHOTO: BRYAN VAN DER BEEK

SINGAPORE Airlines is flying high as Singapore's leading brand, according to a recent study of the top 100 brands in the Republic.

Calling it a 'shining global example of how to do branding right', consultancy Brand Finance lauded SIA for its commitment to branding, new technologies like the Airbus A-380 aircraft, and its strong service ethic.

'They're in an industry that has suffered huge structural problems and is making big losses, and yet they continue to invest in service, equipment, positioning needs and advertising,' said Mr David Haigh, group chief executive of Brand Finance.

'It's a model and I think, as we come out of the recession, they'd be beating most of the world's airlines.'

It calculated brand strength over the past year by using a combination of market research, historical performance, Bloomberg data, Standard & Poor's credit ratings, Institutional Brokers' Estimate System forecasts and panel opinions.

The 100 brands were culled from over 200 local brands that are listed on the Singapore Exchange.

In second place is agri-business Wilmar International, which has built operations extensively in more than 20 countries. Its Arawana brand of cooking oil, for instance, is a market leader in China.

In third place is DBS Group Holdings, fourth is Keppel Corp, and fifth is Asia Pacific Breweries. All of the top five brands are at the same positions as last year's rankings.

The recession, noted Brand Finance, caused brands which appeal to basic needs and offer lower prices to fare better. Retail and food brands such as Cold Storage, Petra Foods and Fraser & Neave have climbed the ratings compared to last year.

Singapore Press Holdings moved from 23rd position in last year's survey to 20th this year. But luxury brands have slipped. Banyan Tree, known for its upmarket resorts, slipped from 28th to 35th position.

**Please read the full story in Wednesday's edition of The Straits Times**

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