

NEWS CLIPPING

EVENT	Putra Brand Awards 2019
PUBLICATION	The Star
PAGE/SECTION	Star Special
DATE	9 October 2019
TIME	

34 PUTRA BRAND AWARDS 2019 STARSPECIAL, WEDNESDAY 9 OCTOBER 2019




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How can brands retain their relevance amid the challenging business environment?
 Amidst this competitive landscape, brands must continuously evolve by anticipating market changes and trends, understanding their target consumers' behaviour, being authentic and always building upon their unique selling positions. Brand relevance can't be bought - it happens naturally when customer-centricity is at the forefront of a branding strategy.

Companies are cautious and cutting costs in the wake of the growing risk brought on by the ongoing US-China trade war. Has this affected your branding strategy?
 Not at all. We listen to what consumers are asking for and we strive to deliver while at the same time having fun being creative, not only with our choice of words but also our product innovation.
 It's all about being "viral" and

"Instagram-able" nowadays. So as the market leader, we have to constantly innovate by setting trends and being known for our uniqueness, which is key to maintaining top-of-mind brand recall.

Is championing a cause paramount in brand building besides vying for a stronger market presence?
 Absolutely. Championing a cause from our context is of utmost importance as our brand ethos is about being "Always There For You".
 The fact remains that consumers engage better with brands which meaningfully contribute back to the society they operate in and whose values match their own.

How can a brand stand out amid the digital wave and rising consumer expectations?
 It's simple - just ride the wave and rise up to meet expectations. Essentially, be original, be consistent, have engaging content, innovate, listen to what people are saying about your brand and give people what they want, when they want it.

