

Craft Your Brand Values & Purpose

23 September 2021
11.00 am - 12.00 pm, Thursday
(Kuala Lumpur)

Disclaimer: The speaker's opinion does not represent the position of MTC.



MILLENNIAL POWER IN BRANDS

KUALA LUMPUR (23 SEPTEMBER 2021): MTC continues with its webinar series on Strategic Branding with speaker Julia Koh, who highlighted the importance of “purpose” and “values” in a company’s brand, here today.

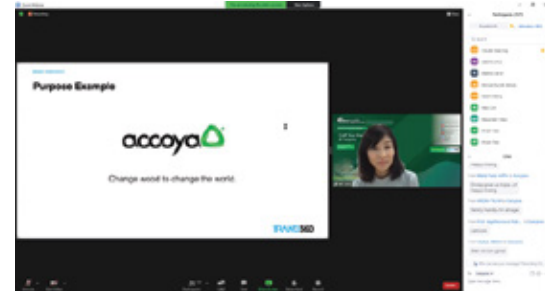
In her talk titled “Craft Your Brand Values and Purpose”, Koh said the millennial generation is a force to be reckoned with as they are a big part of the workforce and the biggest customers.

“This generation is smarter and are more aware of their place in this world. Their thinking is more aligned towards their beliefs and values,” said Koh, adding that the millennials prioritise purpose over money.

“These youngsters will support causes that are more social-centric or for the greater good of mankind. So, if your business contributes a particular social cause such as saving the environment, they will be more inclined to buy your product,” said Koh.

She said businesses must align their brand values and purpose to customers’ beliefs and communicate these messages clearly with good narratives.

“It is also not about the business or the brand, but it is about the practices behind the businesses that matter to people because essentially you are not



selling a product. You are actually selling a ‘solution’,” she said.

There was active participation from the 100-odd webinar attendees who gave their thumbs up after the speaker imparted valuable tips on how they could reassess their core business values to improve their company brand.

