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Mr DIY, TNB, Zus Coffee among World Branding, Awards winners

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KUALA LUMPUR: Malaysian brands including MR DIY, Tenaga Nasional Berhad (TNB) and ZUS Coffee were named "Brand of the Year" at the 2026–2027 World Branding Awards, with MR DIY and Watsons also winning in the Regional Tier.

According to a statement, other Malaysian National Tier winners were Dynace Global, Farm Fresh, Munchy's, Spritzer, Watsons, Beryl's and Habib Jewels.

MR DIY and Watsons were among the Regional Tier winners, recognised for their market prominence across four or more countries in at least three regional markets. The others were M-150 and Vitaday from Thailand, and Nippon Rent-A-Car from Japan.

"We celebrate the teams who earn trust, deliver exceptional experiences, consistently push the boundaries of what is possible, and set a benchmark for excellence in their respective industries," said World Branding Forum Chairman, Richard Rowles.

Winners are chosen through a combination of brand valuation, consumer market research and public online voting. This year, more than 105,000 consumers voted and over 2,000 brands from 62 countries were nominated, with fewer than 10 brands from each country named "Brand of the Year" across the Global, Regional, and National tiers.

Global Tier winners included BYD, Yakult, IKEA, Sennheiser, and Marriott, recognised for their brand strength across international markets.

Other National Tier winners included DR's Secret from Singapore, Costa Coffee from the United Kingdom and Scarlett from Indonesia.

The ceremony, the awards' 21st edition, was held at Hampton Court Palace and hosted by BBC presenter, Hannah Gray and a keynote presentation from renowned speaker Adrian Webster. –Bernama

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