



Is Yours The (Next) Big Asian Brand?

Last year saw the development of “The Consultant”, my Channel NewsAsia-series on Branding in Asia.

As you know, we went to Hong Kong, Vietnam, Indonesia and Singapore on our quest to find the Next Big Asian Brand. During the course of our journey we found some great brands – from G.O.D. in Hong Kong, Pho24 in Vietnam to Mustika Ratu in Jakarta – with amazing potential. We also looked at some successful Western brands like Audi and Hyatt and explored how they develop a relevance for Asian consumers. The mini-series aired in August (with two subsequent re-runs) and surpassed the average rating for the primetime-segment by 30%.

Now, a year later, we’re about to start on “The Consultant”, Season 2. Like last year, we will be going to cities in the region, looking for emerging Asian brands. The difference this time: We will anchor each episode around an established brand, as a showcase for the up-and-coming brands – what have they done right and how did they get so far?

Jörg Dietzel Brand Consultants

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In life, especially during a crisis, nothing is free. So we're looking for sponsors – brands that can support the production of part of the series, in exchange for some independent editorial coverage. The new series will run from this August on Channel NewsAsia International: 18 million people in 21 markets across Asia.

This is your chance to appeal to the PMEBs in the region, and place your brand in pole position for this time of crisis and afterwards. If you're interested to find out more, just reply to this email, and we'll send you details.

And, who knows, I may stand outside your door with my camera-team before long, ready to build a showcase for your brand.

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