

AirAsia scores bronze at the Putra Brand Awards



The AirAsia team at the 2023 Putra Brand Awards

[AirAsia](#) took home the Bronze award at the 2022 Putra Brand Awards in the Transportation, Travel and Tourism category, maintaining over a decade-long run as Malaysia's preferred travel brand. Air Aisa group has been on a mission to transform itself into an all-around travel and tourism provider with everything from hotels, ride-hailing, food ordering, restaurants and of course air transport in its portfolio.

Malaysia's Putra Brand Awards is the premier brand awards in Malaysia. It is the only recognition of, by and for the brand managers and owners.

Capital A's Chief Brand Officer, Rudy Khaw said in the January 14 release: "This award is both inspiring and humbling for us as we ride into 2023. The AirAsia brand has transformed from just an airline to the travel and lifestyle ecosystem that it is today, and it remains a continuous effort on our part to ensure that we stay relevant whilst evolving to suit the latest trends in consumer demands.

"Our heartiest thanks go out to all of our guests who believed in and voted for us. This only encourages us to serve you better. This award would not have been possible without our dedicated team of Allstars from all over the region who have made the AirAsia brand what it is today."

The Putra Brand Awards is an initiative by the Association of Accredited Advertising Agents Malaysia

(4As) aimed at recognizing local and international brands that have had an impact on Malaysians. It is also the only award chosen by the people.

More than 25,000 consumer preference surveys were collected across Peninsular and East Malaysia to determine the preferred brands across 24 different product and service categories.