MMVB: Proton Drops Out, Public Bank Tops

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National car brand Proton is among the high profile casualties dropping out of Malaysiaâ€™s 30 Most Valuable Brands (MMVB) ranking which this year saw Public Bank overtake Maybank for top spot.

Proton, MAA, and Ogawa make up the list of brands which have fallen out of the Top 30 list this year while Malaysia Airlines, TV3, Maybank, Kurnia, and Resorts World Genting all dropped places as well.

The rankings is a joint study between the 4As, The Edge, and Interbrand.

Speaking in the report on Proton's exit from the Top 30, Interbrand Asia Pacific president Stuart Green said the brand "has unfortunately been on a downward spiral".

"Key analysts' view is that it requires a foreign partner to restore consumer confidence in the brand. Add to that the global decline in sales for all automotive companies - all in all, it has been a difficult year for Proton," Green said in the report which is out today in The Edge.

Perodua stayed in 11th place this year.

Public Bank tops this year's chart ahead of Maybank which won last year.

Other movers in the 2009 rankings include Sime Darby, Padini, RHB Bank, Sin Chew, and AirAsia.

To qualify for the ranking, a brand has to be publicly-listed or own by a company that's listed. The report also said the brand has to orginate in Malaysia, or be owned by a listed company headqaurtered in Malaysia for at least ten years.

Interbrand's valuation of brands considers financial analysis, brand analysis, and brand strength analysis.

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