

The 7th Singapore Prestige Brand Award 2008



Jointly organized by Association of Small & Medium Enterprise and Lianhe Zaobao, the Singapore Prestige Brand Award (SPBA) recognises and honours Singapore brands that have developed and managed their brands effectively through various branding initiatives.

This year, Mr Bean clinched the Established Brands Award and the Most Popular Brand Award for the third consecutive year. In addition, we emerged as the Overall Winner for the Established Brands category, an esteemed recognition for our consistent efforts in building the brand.



Mr Bean Team celebrating at the award ceremony