

30 January 2025

PLANB WINS THAILAND'S TOP CORPORATE BRANDS 2024 REAFFIRMING ITS LEADERSHIP IN MEDIA & PUBLISHING



On January 30, 2025, Plan B Media Public Company Limited (PLANB) was honoured with Thailand's Top Corporate Brands 2024 award in the Media & Publishing category, reaffirming its position as one of Thailand's leading corporate brands. This prestigious award is organized by the Master's Program in Branding and Marketing from the Faculty of Commerce and Accountancy, Chulalongkorn University, in collaboration with the Stock Exchange of Thailand (SET). Now in its 15th year, the research initiative aims to assess and recognize corporate brand value.

The evaluation is based on the Corporate Brand Success Valuation (CBS Valuation) model, developed by Professor Dr. Kuntalee Ruennarom and Dr. Ake Pattaratanakun from Chulalongkorn University. This methodology integrates key marketing, finance, and accounting principles to systematically quantify corporate brand value in Thailand and across the ASEAN region.

This recognition highlights PLANB's strength as a media and out-of-home (OOH) advertising industry leader, reinforcing confidence among all stakeholders and driving sustainable brand growth.

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