

# Marketers' Choice Awards

The Marketers' Choice Awards of Emerging and Most Improved Brands is asking you to vote for the brands that you believe have shown exceptional innovation and good use of marketing techniques, either in establishing themselves from scratch or relaunching/repositioning successfully. Cast your vote for your top five brands in the following two categories: 1. Emerging Brands (less than 4 years old); 2. Most Improved (Established) Brands. Email your results to [editor@myneweconomy.com](mailto:editor@myneweconomy.com), including your name and email address. Your voice will be heard in the Sunday Times Brands & Branding Survey on 29 September and in the Year 2002 Edition of the Encyclopaedia of Brands & Branding in South Africa.

**Source:** [My New Economy](#)

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