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Only two local companies make it into Romania's Superbrands ranking

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Two companies in the oil field, Petrom and Rompetrol, are the only local players included in the Superbrands top listing, along with multinationals such as Orange, Vodafone, Nokia, and Microsoft.

The second local edition of the Business Superbrands ranking chose ten brands using indicators such as reputation, product and service quality, and financial stability. Thus, the best-viewed companies locally are Orange, Vodafone, Coca-Cola, Petrom, Nokia, Microsoft, Rompetrol, ING Bank, Procter&Gamble, and BRD-Groupe Societe Generale.

“The evolution of Rompetrol is interesting, as a brand that was affected by some controversy last year and which has become one of the most respected companies in Romania, according to the study carried out with Nielsen [Ed. n. research company],” said Catalina Stan, CEO of BDR Associates communication group, which coordinates Superbrands.