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On July 7th, Superbrands Romania proudly launched www.superbrands.com/ro.

Superbrands Romania partnered Stamford Global on the Brand Strategies Forum.

The outstanding event brought forward the expertise of international and national branding specialists.

As always, information and other submittals from our family of Superbrands readers are most welcome!

SUPERBRANDS INTERNATIONAL

New Croatian 2008 Superbrands Council



On June, 20th the new Croatian Superbrands expert council was created. It includes more than 60 leading Croatian journalists, business and marketing experts that will, by their independent

voting, award the Superbrands status to the best brands in Croatia. The Superbrands expert council will start with its work on July, 1st, and conclude the voting on September, 1st. This year the public votes will be added to the expert council votes. Consumers will have the opportunity to vote their favorite brands by SMS, phone, web and e-mail. The public voting is organized in cooperation with leading Croatian media, and 750 brands are in the final list that was created in cooperation with the leading Croatian research agencies.

A New Phase for the Superbrands Programme in South Africa



The independent Superbrands Council of South Africa have finalised the nominations for Superbrands SA Volume III. The strongest brands are being invited to participate in the programme.

The Council comprises locally based senior executives from the branding, advertising, media, retail, and marketing industries who have agreed to donate some of their valuable time to help Superbrands SA to discover which brands will be South Africa's Superbrands.

Have a Fun Superbrands Summer!

Take a City Break in a Superbrands Location - Sandals Resorts International

Mall of the Emirates wins 'Brand of the Year' award from Superbrands



[Jamaica Observer] Consumers and experts in the United Kingdom have voted Jamaica-based Sandals Resorts International among the top 500 consumer brands for 2008. With this Superbrands designation, Sandals would now be able to use the exclusive award stamp to highlight its status as one of UK's strongest brands, said a beaming Sandals chairman, Gordon Stewart.

"The experts and consumers have spoken and we are truly honoured to be ranked 355 among the top 500 consumer brands in the UK. The Sandals brand is known around the World from Russia and Asia to South America and in particular North America," said Stewart referring to the many prestigious awards his Sandals/Beaches resort chain has won in 26 years.

Mr. Stewart continued, "this is a proud moment for us which is made even more special because brand Sandals continues to do a phenomenal job of promoting our beautiful Island, Jamaica, employing and training thousands of Jamaicans, as well as showering Jamaica and other Caribbean islands with promotion, advertising and attention, in some cases above and beyond their own resource levels."

[ClickPress] At the tribute event held at the Intercontinental Dubai Festival City in March 2008 to honor the UAE's strongest brands, Superbrands awarded the coveted 'Brand of the Year' title to Mall of the Emirates and conferred Superbrands status on sixty-eight leading brands in the UAE. Dubbed globally as the 'Oscars of Branding', the event was attended by the country's most prominent senior business, marketing and branding executives.

Mall of the Emirates is the largest shopping centre outside of North America. Strategically located in the heart of the "New Dubai," Mall of the Emirates is home to over 450 retailers and also features a complete range of entertainment options including Ski Dubai, the first indoor ski destination in the Middle East, a two-level Magic Planet, the largest indoor family entertainment centre in the country, a 14-screen Cinestar Cinemas and the Dubai Community Arts and Theatre with a 500 seat-theatre and art gallery. It also has over 70 restaurants and coffee shops with everything from fast food to themed restaurants and exclusive dining alternatives. This mixed use development will soon incorporate two hotels, including a 5-star Kempinski, which will offer over 900 rooms combined, a host of licensed restaurants, tennis court, swimming pools and spas.

Finally, sixty-eight top brands were awarded out of thousands available in the UAE. Most of the selected brands appear in the Superbrands UAE book, which traces the history and achievements of each of the brands.

Coming Events for Superbrands Members:

Superbrands U.K. 2008/09 Pool Party - Wed, 23rd July 2008.

18.30 - 21.30

The 2008/09 Superbrands programme will be launched at The Haymarket Hotel, 1 Suffolk Place London SW1Y 4BP. New and renewing members can contact Zoe Bloomberg at zoe.bloomberg@anymedia.co.uk for further details.

Private Members Networking Event - Wed, 12th Nov 2008.

18.30 - 21.30

The next members-only networking event will be held in association with BT in the BT Tower, 60 Cleveland Street, London W1. The event is open to current members of the Superbrands, Business Superbrands, and CoolBrands programmes. Member enquiries can be directed to Zoe Bloomberg at zoe.bloomberg@anymedia.co.uk.

Things you might not know about Superbrands



In 2007 the Facts about Superbrands: DHL has more employees than Florence, Italy, has citizens. DHL ships 940,000 TEU (Twenty Foot Equivalent Unit). If



The orange brand could have been called Pecan, Amber or Yellow. Orange turned out to be the perfect name, warm and optimistic, yet to avoid



lined up one after another, these containers would go round the world 143 times or reach between the Earth and the Moon fifteen times.



In 2007 Rubik's Cube (www.rubiks.com) beat stiff competition to be recognized in the annual CoolBrands list by the Superbrands organization. There are more than 43 quintillion possible moves to try and solve the cube but there is only one solution. Allowing a second for each turn, it would take 1400 trillion years to go through all the possible configurations. By comparison, the universe is only 14,000 million years old. 'God's algorithm' is the name given to the formula for solving the cube in the least possible number of moves. Scientists put this figure at 25.

Marcel Knobil, the Superbrands founder, graduated from Manchester University in 1985 with a degree in theology. His thesis was entitled 'Ethical Issues in Advertising'.



confusion with the fruit, a square logo was adopted.

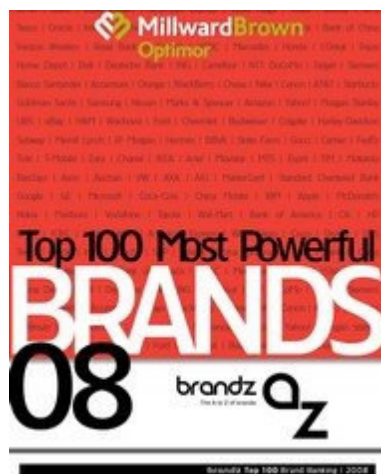


156 cans of Lipton tea are drunk every second.



The origin of the name Nokia comes from a small predator with black fur that lived on the riversides of Nokianvirta - this animal can be found to this day on the coat of arms belonging to the town of Nokia (in Western Finland).

Special Report



BrandZ Top 100 Brands Shows Dramatic Growth in the Financial Power Of Brands

The third annual BrandZ™ Ranking recently issued in April 2008 proves that brands are becoming ever more valuable and powerful in driving business growth. The new edition of the BrandZ Ranking was announced by leading global market research and consulting firm Millward Brown. It identifies the world's most powerful brands as measured by their dollar value.

Google tops the list again with a brand value of \$86.1bn followed by GE at \$71.4bn and Microsoft at \$70.8bn. "This year's brand ranking demonstrates the importance of investing in brands, especially in times of market turmoil. Strong brands generate superior returns and protect businesses from risk," said Joanna Seddon, CEO of Millward Brown Optimor. The combined value of all brands in the BrandZ Top 100 increased by 21% from \$1.6 trillion in 2007 to \$1.94 trillion in 2008, more than double the increase experienced the previous year. Ms. Seddon continued, "Our data shows that strong brands continue to outperform weak ones in terms of market share and share price during recessions."

The complete BrandZ Ranking Report with category and regional breakdowns as well as additional analysis is available online at www.millwardbrown.com/mboptimor, www.brandz.com and at www.ft.com.

SUPERBRANDS ROMANIA

New Superbrands Romania Website

In line with the Superbrands standards worldwide, the 2008 Superbrands Romania website (www.superbrands.com/ro) contains general information about Superbrands Organization, Superbrands Romania 2006 & 2007, Superbrands Romania Book 2006 & 2007, Superbrands Tribute Event 2006 & 2007 and the presentation of each of the Superbrands Council members 2006 & 2007, section which will soon be completed with the bios and photographs of the 2008 Council members. In addition, Superbrands news and articles are put at the public disposal to be accessed by all those who wish to know more about the Superbrands programme in Romania.

Superbrands Romania partnered Stamford Global on the two-day Brand Strategies Forum held at Novotel Hotel in Bucharest, Romania, during 12 -13 June, 2008



On the eve of launching the new 2008 programme, Superbrands Romania was honored to offer its partners and the exceptional brands on the Romanian market the opportunity of



an outstanding event which brought forward the expertise of international and national branding specialists.

On the first day of the event, Magnus Lindkvist, a Stockholm-based trendsetter and brand strategist, explored the latest trends in brand communication, focusing on how to brand in market climate that is more challenging than ever before. Mr. Lindkvist also offered powerful insights and hands on experience on developing and implementing an innovative brand strategy.

On the second day, case presentations such as *Branding Internally, Brand Building - Commodity Branding Strengthening Your Market Position Through Branding Innovation and Rebranding to Reassess Your Market Position* focused on local success stories from practitioners on brand strategy implementation, brand building and re-building.

For more information, please visit: <http://brandingforum.stamfordglobal.com/>
or e-mail: marketing@stamfordglobal.com

Warm regards,