

Dear All,

Good News!

Superbrands Romania has for you a Martisor - the first Superbrands Newsletter for Romania. The Newsletter is a successful communication tool developed and used by Superbrands at international level which has become a tradition in many key markets. Starting this month, we introduce also in Romania the Newsletter with a regular distribution, dictated by the most up-to-date news to share.

Superbrands Romania Newsletter will include news and facts about Superbrands activity, both at local and international level; important notes on new developments from Superbrands International, as well as the latest updates and progress in Romania. As a Superbrands Romania member, you also have the opportunity to share your important news (ie: events you are planning, new developments, achievements) with the rest of the community (brand guardians, CEO's, marketing and communication managers of some of Romania's most powerful companies, journalists).

We hope you will welcome Superbrands Newsletter and you will contribute to it with any additional information you would like us to include.

## SUPERBRANDS INTERNATIONAL

### Recent Launch

#### UK – Business Superbrands



#### Volume 6 - February 28th, 2008

The 2008 UK Business Superbrands programme has been launched on the 25th of February with the announcement of the country's strongest B2B brands, as voted for by experts and business professionals.

The programme presents the brands that have "established the finest reputations in their fields

and make the most impact on the UK business sector".

"Reputation is a company's greatest asset and brand building is likely to become even more crucial over the next few years than in the last decade of stability.", Stephen Cheliotis, chairman of the Superbrands Council.

With Internet giant Google crowned the most powerful corporate brand in UK, the top ten positions are dominated by companies who are either British stalwarts such as BA and BP - or like GlaxoSmithKline - can trace their origins to the UK.

#### UK Business Superbrands Tribute Event



The Tribute Event for the 2008 Business Superbrands programme was held on Thursday, February 28th at The Cumberland Hotel, London and brought together 300 senior

figures from the nation's strongest b2b brands.

Following an introduction from Superbrands Chief Executive, Ben Hudson the evening was hosted by TV personality Rufus Hound. Guests then enjoyed presentations from Stephen Cheliotis of The Centre for Brand Analysis, Stephen Attenborough of Virgin Galactic, and James Murray Wells of GlassesDirect.

The evening continued with further networking, drinks and canapés with live entertainment provided by jazz duo Swing Two. As well as seeing the Business Superbrands 2008 book for the first time, members also enjoyed an interactive gaming area where they battled it out on table football, air hockey, and Nintendo Wiis!

### Upcoming Events

The upcoming Superbrands events are as follows:

Greece - Superbrands Tribute Event, second edition - March 31st, 2008

Bulgaria - Business Superbrands Tribute event, first edition - April 2nd, 2008

### New licensee in Sweden

We would like to welcome Robert Scherman as the newly appointed Superbrands Licensee for Sweden. We wish him much success with his Swedish programmes, and look forward to working with him. If any of you are interested in the Swedish Superbrands programme, please let us know and we will put you in contact with Robert.

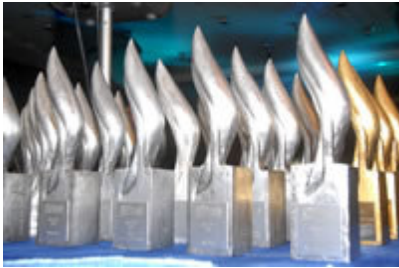
We will keep you updated with Superbrands event venues and dates. In case you are interested in participating in one of Superbrands events, please let us know in advance in order for us to facilitate your presence and networking there.

## Upcoming Superbrands markets

Markku is starting operations in Estonia for the first Superbrands Volume in this market. Eran Yasur from Israel is starting operations for the Israeli programme. We wish all the new licensees and their teams best of luck for their upcoming programmes.

## SUPERBRANDS ROMANIA

### Superbrands Romania Awards



On the 5th of December 2007, 46 international and local business brands were awarded Business Superbrands and received the Business Superbrands Romania Trophy within the Tribute Event Ceremony.

The event, attended by senior brand guardians (chairmen, managing directors, marketing directors, brand managers), was hosted by Mr. Rhett Lego, Director of Operations, Superbrands Ltd, European area, and was endorsed by the speech of Mr. Eamonn Sadler, CEO Superbrands Ltd., followed by the presentation "The Business of Brands", delivered by Mr. David Muir, CEO The Channel.

In addition to publishing the Business Superbrands Book for Romania and recognizing the Business Superbrands of Romania, Superbrands Romania offered for the first time three honorary Superbrands Trophies.

Following the example of the countries which traditionally have developed Superbrands Programme for more than a decade, Superbrands Romania honored three personalities who are exceptional in their fields of activity and who are standing out as emblematic for the business environment and for bringing the business thinking into the Romanian cultural and social life: Mr. Raed Arafat, M.D., Mr. Bogdan Baltazar, Mr. Ion Caramitru.



### Superbrands Award Logo



You can use the Business Superbrands Award Logo on all your marketing & PR materials and within your branding strategy, as an outstanding achievement that you can be justifiably proud of. The stamp can also be placed on your website with a reciprocal link to [www.superbrandsromania.com](http://www.superbrandsromania.com).

Examples of how you are using this remarkable accolade will be presented within the following Newsletter issues (ie presentations, brochures, leaflets, ads, annual reports, events) together with ideas born from other countries experiences.

### Business Superbrands Romania Book



The first Business Superbrands Book for Romania presents 46 models of success in business branding on the Romanian market.

Superbrands Books, highly regarded worldwide as Branding Bibles and produced in over 83 countries, offer successful branding models to aspiring companies, to their marketing and communication specialists, as well as to other specialised

audiences. Published in the English language and distributed within the Superbrands global community and offices, the Business Superbrands Romania book talks about Romania and its winning brands, and acts as a reference guide for potential

### What makes a Business Superbrand in Romania?

After the council voting process, The Nielsen Company designed an investigation for identifying the Business Superbrands recipe of success in Romania.

Nielsen launched the question "What makes a Business Superbrand in Romania?" to important representatives of the Romanian business community, gathering expert opinions on the "recipe's key elements which make a brand emerge into a Superbrand".

A corporate brand is everything from product branding to employer branding, from internal human resources and customer servicing to all values communicated in the media, from revenues and financial performance and stability to becoming the hallmark in its business area. Most of all, a corporate brand is alive and earning high consideration because of the quality of its products and services and because of its

investors and business partners.

The Business Superbrands Romania book opens with a short presentation of the Romanian Business Superbrands Council that joined the International Superbrands network of more than 1,000 business experts, opinion leaders in marketing and branding, as well as top journalists from around the world.

Complying thoroughly with the structure and with the rigors imposed at the organisation level, the book presents stories of success, offering 46 models of flawless brand building for those who aspire to excelling in this discipline. The book explores the history, development and achievements of these brands, providing a precious insight into their branding strategy and triumph.

Moreover, the book reveals companies' Brand Guardians, those key specialists behind the brand to which the development, the promotion and the success of each brand are owed.

[www.superbrandsromania.com](http://www.superbrandsromania.com)

Superbrands Romania website includes Superbrands media reports, case studies, business news of interest, announcements of upcoming business events, interviews with Superbrands Brand Guardians and Brand Council members from Romania and worldwide, articles and branding reports published by Superbrands worldwide, as well as interviews with Superbrands Directors, Project Coordinators of Superbrands programmes around the world.

We hope you will find of interest this powerful tool and you will use it in the most efficient way for your up-to-date communication activity.

notoriety.

Using the valuable contribution of professionals, Superbrands Romania and The Nielsen Company elicited the imprint of today's business formula for building a Business Superbrand. However, the investigation can be further detailed with managers' opinions on elements to count in the future, and what can impact a Business Superbrand once a higher position is already achieved.

Ascending to the Superbrand title is an endeavour that implies technique and inspiration, flexibility and a sense of the moment, continuous and consistent presence and a strong stature of brand values.

## Members Exchange Network

The web based Members Network gives you the possibility to download information available only for Superbrands members and also to share directly with all the other members of the network news and messages you consider important about your activity, developments and achievements.

Unlike the Superbrands Newsletter, which will be distributed on a regular basis to a wide business interested audience, the Members Network is strictly opened to members of the Superbrands network (companies that have achieved the Superbrands status in Romania).

In short notice, you will receive by email the log in information for the web based tool kit and details on how to access the tool, how to change the password and how to use it.

We hope you will embrace our initiative and use Superbrands Members Network as a helpful tool for your business communication strategy.

*Warm regards,  
Superbrands Romania*