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

SUPERBRANDS INTERNATIONAL

Gala in Greece: The Second Superbrands Tribute Event



The Superbrands Greek Tribute Event was held on March 31st at the prestigious Athens Concert Hall. The night was a celebration of branding and a premier marketing occasion, with extensive media coverage and more than 800 guests. At the event, attended by Eamonn Sadler, Managing Director of Superbrands Ltd., Volume II of Superbrands Greece was presented and given to all guests.

The initial list of brands entered for consideration of Superbrands Status contained over 2,000 entries. The Brand Council selected a short list of entries through a scoring method which includes objective and subjective evaluation of the strength of each brand. These scores were then tabulated and combined

with the votes of the Consumer Audience, after specially commissioned research that was undertaken on behalf of Superbrands by KAPA RESEARCH. The criteria that formed the basis of these ratings were:

- Recognition
- Reputation
- Quality
- Credibility
- Long-term consistency.

Among 2,000 brands distributed over 36 categories, the first seven in each category received the Superbrand status.

In addition to the awards by category, two comprehensive awards, the “Golden Suns” were awarded to the overall most powerful Greek brand and the overall most powerful International brand. Finally, the Judging Council awarded the first-ever special Prize to the most promising New Greek Brand. Symeon Tsomokos, Representative of Superbrands Greece elaborated: *“Superbrands aims to honor the top branded products and services in each national market and, through them, the tireless efforts of the business executives, managers and line staff that work to consolidate each Brand. We are committed to continuing this recognition in the years to come, in Greece and around the world, and aim to keep the Superbrands institution in tune with the pulsating progress of the national and global markets.”*



Bulgaria Bash: Grand Premiere Superbrands Tribute Event



The first event to honor the strongest business brands in the Bulgarian market took place in Sofia on April 3rd. During the spectacular ceremony at the Central Military Club, representatives of 52 global and local brands received their rewards from the Executive Director of the international organization Superbrands, Eamonn Sadler. Prizes were distributed by Peter Dimitrov, the Minister of Economy and Energetics, Vesselin Blagoev, Chairman of the Bulgarian Marketing Association and Editor-in-chief of Business Superbrands, Katerina Zaprianova. The Master of the ceremonies for the event was famous Bulgarian journalist Dragomir Simeonov, and a professional jazz band conducted by Angel Zaberski

Jr. ensured that high spirits were maintained for the guests. The Business Superbrands chosen by the Bulgarian Superbrands Council received their awards during the two hour ceremony in the presence of many top business people, distinguished official guests, ambassadors and prestigious representatives from several countries.



UAE Superbrands Tribute Event

In an event which only just missed inclusion in our premier Newsletter issue, the fourth Superbrands Tribute Event was held by the United Arab Emirates. The March 11 gala event presented Volume IV of the Big Book and presented awards to the top brands in the UAE market.

Up and Coming Events

Superbrands Pakistan is well underway with its landmark first Volume; currently up to 70 top brands are anticipated to meet the selection process by its Brands Council. The Book itself is scheduled for print in August of this year with the first Tribute Event planned for September or October. Watch this space for the details as they come in!

New Additions: Upcoming Superbrands Markets

The Superbrands Programme has entered the initial stages in the new markets of Azerbaijan and Kazakhstan. The latter is currently in the midst of selecting the distinguished members for its Brand Council and expects to have the group in place over the coming weeks. We wish all the new licensees and their teams best of luck for their upcoming programmes.

SUPERBRANDS ROMANIA

Superbrands Romania on the Web

The Superbrands Romania website is being completely updated to a new look and functionality, as part of an overall improvement to the family of Superbrands websites in countries all over the world. The new Superbrands Romania website, which is to be launched soon, includes Superbrands media reports, case studies, business news, announcements of upcoming events, interviews with 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 and Project Coordinators of Superbrands programmes around the world.

This is a powerful and efficient tool for use by Superbrands members who wish to stay up-to-date on their local and worldwide Superbrands activity.

New Superbrands Romania Programme Underway

Nielsen Romania has recently been confirmed again to be our partner for the 2008 Programme to be launched soon. Not in the least, this year's Brand Council is in the initial stages of formation. Additionally, the Superbrands Romania website is moving to a new location (actually a new URL) to be more in line with the worldwide Superbrands Internet structure. The move also provides the opportunity to redesign the site with new and updated text and content, intended to be a perfect companion for other sources of Superbrands information such as this Newsletter.

Prestigious "Superbrands Romania" Seal of Award



Brands who have achieved

Superbrands status are entitled and encouraged to use the official Superbrands Awards Seal on your packaging and in your advertising. It is intended to increase the status and desirability of your brand by indicating your recognition for branding excellence. At the same time, it also helps promote consumer awareness of Superbrands as an industry authority on determining brand performance. The Seal can also be placed on your website with a reciprocal link to www.superbrandsromania.com.

Examples of how to apply this prestigious emblem are shown here, with more to come. Typically the Seal appears in presentations, brochures, leaflets, ads, annual reports, events, and similar venues as well as additional uses invented by several other countries wherein the Seal is already in substantial use.



Internet Usefulness: The Members Exchange Network

The web-based Members Network has been created to offer downloadable information which is available only to Superbrands members. Additionally, it serves as an exclusive channel of communication with all the other members of the network, allowing the secure presentation of news and messages you consider important about your activity, developments and achievements.

While the Superbrands Newsletter is distributed on a regular basis to a diverse business audience who need only be interested in the Superbrands programme, the Members Network is exclusive only to members of the Superbrands network, comprised of companies that have achieved the Superbrands status in Romania.

Access to the Network is provided by information which Members will receive by email. It will contain the log in information for the web-based tool kit, as well as details on how to access and use the tools, how to change the password and other essential uses.

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*