

IN THIS ISSUE

Extra, Extra, Read all about it! News Superbrands Romania

Superbrands website is now fully updated and operational!

Check now latest [updates on www.superbrands.com/ro](http://www.superbrands.com/ro).

[New Business Superbrands edition under development - Business Superbrands 2008.](#)

Business Superbrands 2008 new edition under development! Business Superbrands research in progress- professionals' view of the attributes that make a Business Superbrand in Romania!

[Superbrands Romania finalist at Stevie Awards 2008](#)

Superbrands Romania was nominated as a finalist in the Best Product/Service category.

Superbrands Programmes in Important Stages!

[Superbrands Sweden Tribute Event is soon to come](#)

Superbrands Sweden has reached its final stage.

[Superbrands BiH launches the Superbrands BiH 2008 this September.](#)

Superbrands Bosnia and Herzegovina 2008 will be presented to the public in September.

Say It With Us! Arr Says the Pirate!

[Vivienne Westwood - Got Pirattitude? This CoolBrand seems to have a lot of it.](#)

Thought there was no connection between the very colorful, unusual outfit people on pirates ships used to wear?

[Orlando Pirates - Life's pretty good, and why wouldn't it be? I'm a pirate, after all.](#)

Orlando Pirates is a brand which is ingrained in the culture of the country. Their logo, a badge with skull and crossbones, the classical symbol for pirates, is recognized by almost every South African

Did You Know...

[Things You Might Not Know About Superbrands](#)

What do snowboards, nicknames and credit cards have in common?

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

SUPERBRANDS ROMANIA

Superbrands website is now fully updated and operational! Check now latest updates on www.superbrands.com/ro

The new Superbrands Romania website is now updated and fully operational and the 2008 the distinguished personalities of the Romanian Business Superbrands Council are presented to the public.

New Business Superbrands edition under development - Business Superbrands 2008

This year, Superbrands Romania continues its activity with a new edition of the Business Superbrands Programme, being encouraged by the success it enjoyed last year. Since its debut in spring this year, Business Superbrands has been honored with a Council which comprises 21 distinguished personalities of the Romanian Business environment.

The Council members have had the mission to grade approximately 1000 brands on four criteria: Reputation & Prestige, Quality, Reliability & Trust, Distinction. Voting lists are being further on processed by Nielsen, Superbrands Romania's partner in implementing this program.

In parallel a quantitative study is being developed, also by Nielsen, with the mission to explore the opinions of 300 professionals from different business fields, regarding the attributes of a Business Superbrand in Romania.

Superbrands Romania finalist at Stevie Awards 2008

The Stevie Awards were created to honor and generate public recognition of the achievements and positive contributions of companies and business people worldwide. Nowadays, they are one of the most prominent business awards at an international level. In this light, Superbrands Romania's nomination as a finalist in the Best Product/Service category, with the "Launch of Business Superbrands Book 2007", both brings us great honor and is an acknowledgement of the success of the 2007 Business Superbrands Program.

Extra, Extra, Read all about it!! Superbrands Programmes in Important Stages!

Superbrands Sweden Tribute Event is soon to come

Following the development of the Superbrands Programme, Superbrands Sweden has reached its final stage. Thus, the Award Gala which will honour the selected Superbrands and launch the Business Superbrands book is scheduled to take place on September 25th at Berns Salonger Hotel in Stockholm.



Superbrands Bosnia and Herzegovina launches the Superbrands BiH 2008 this September



The Superbrands' expert council, which selected brands for 2008 in Bosnia and Herzegovina (BiH), consisted of 55 members - recognized and renowned business, marketing and academic experts, as well as media representatives. Given their discernment, reputation, quality, reliability and long-standing consistency, 125 brands in BiH were awarded the Superbrand status by the votes of the Superbrands' Council.

As a result of this selection, a book entitled "Superbrands BiH 2008" will be presented to the public in September at the hand-over ceremony of the Superbrands Awards.

Say It With Us! Arr Says the Pirate!

September is a month of great diversity, from the celebration of Democracy Day on, September 15th, to that of Peace on 16th, to an intriguing new celebration on September 19th "Talk like a pirate day". The International Talk Like a Pirate Day (ITLAPD) is a parodic holiday invented in 1995 by John Baur ("Ol' Chumbucket") and Mark Summers ("Cap'n Slappy"), of Corvallis, Oregon, who proclaimed September 19 each year as the day when everyone in the world should talk like a pirate. For a talk like pirates day we decided to look back at the Superbrands Program. Pirates have been an inspiration for some Superbrands also, from choosing the name of a team, to creating a fashion collection, to developing an addictive pirates video game!

Vivienne Westwood - Got Pirattitude? This CoolBrand seems to have a lot of it

[vam.ac.uk]Thought there was no connection between the very colorful, unusual outfit people on pirates ships used to wear? Vivienne is the one to prove you wrong. This fashion icon, recognized as Coolbrand in the US, has found inspiration in the unusual clothing. She took inspiration from pirates costumes and designed an unique collection. Pirates outfits of different types were the basis for the billowing shirt and exaggerated trousers of the colorful, romantic 1981 Pirate collection, their first to be shown on the catwalk.

The Pirate collection not only helped her differentiate from other fashion houses as an imaginative, courageous designer. When asked about this collection Vivienne Westwood declared: "In 1981, at the time of the Pirate collection, Westwood said, 'I realized I could do anything I liked. It was only a question of how I did it that would make it original. I realized then that I could go on forever.'"

Fashion's most famous rebel has become a major influence on global design, reason for which Victoria & Albert Museum chose this particular fashion designer to dedicate an exhibition to the V&A's is a collection which retrospectively celebrates her career, presenting highlights from her collections over the years, starting with the Pirates collection



Orlando Pirates - "Life's pretty good, and why wouldn't it be? I'm a pirate, after all".

According to Superbrands South Africa, Orlando Pirates is a brand which is ingrained in the culture of the country. Their logo, a badge with skull and crossbones, the classical symbol for pirates, is recognized by almost every South African. This outstanding team, with millions of dedicated fans, was founded in 1937 by Andries 'Pele Pele' Mkhwanazi. The name of the team, in a true pirate's spirit, found its inspiration from pirates movies which were extremely popular at the time. Though armed with a fearsome name, the logo appeared ten years later.

Andries 'Pele Pele' Mkhwanazi was a boxing instructor at the Boys Club who knew football talent when he saw it. He encouraged the formation of a team in 1937 and a year later the youngsters were competing - barefoot and without colors or kit - in a minor division of the Johannesburg Bantu Football Association (JBFA). In 1939 the boys broke away from the Orlando Boys Club and reconvened at the home of Pele Pele. A strong disciplinarian, Pele Pele commanded the boys respect and dubbed them "amapirate" when they abandoned the Boys Club.

As important as the growing strength of the football team was the part it played in its community, motivating people to claim land to live on in an era when black South Africans despaired of having even the most meager home. The team gave people hope, not only with a "shoe-shine" football style that set its players apart from others, but with its growing power to encourage their upliftment. The club became an "extended family" that offered protection to its members and Wednesday night football meetings became social upliftment events. While never a political force, Orlando Pirates was seen then - as it is now - as a team that cares deeply about its supporters.



Things you might not know about Superbrands

-



Intel has created the world's first ever surfboard with built-in wireless laptop allowing surfers to check their emails, surf the web and even record footage of themselves catching the best waves.

American Express - An American Express Cardmember inspired by the romance of the high seas, arranged for a driver to drag a treasure chest onto a Mexican beach while he walked nearby with his girlfriend. Inside the chest was an engagement ring. All the elements of the moment were arranged by Centurion



- The four rings in the Audi logo represent the union of four independent car companies - Audi, DKW, Wanderer and Horch - in 1932.

The name Danone is derived from Isaac Carasso's affectionate nickname for his son, Daniel



*Warm regards,
Superbrands Romania Team*