

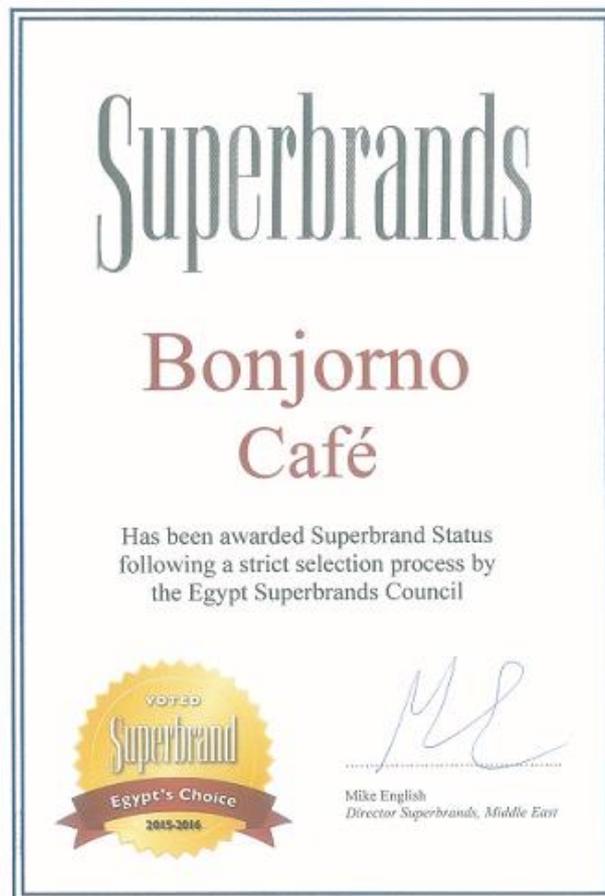
Superbrands

Media Coverage

Country	Date	Publication
Egypt	2016	Press Clippings

Bonjorno Café one of the Super Brands in Egypt 2015 – 2016

[Caravan Foods](#)
[March 30, 2016](#)



Superbrands selects Bonjorno Café as one of the Super Brands in Egypt for the year 2015 – 2016

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The Super brands organization publishes surveys related to brands and has offices in 55 countries, Bonjorno Café was selected based on a strict criteria that includes quality, publicity, understanding consumer behavior, and acceptance.

<http://www.bonjornocafe.com/bonjorno-coffee-egypt-news/2016/3/30/news-title-one>

Nile Radio Productions Wins “Brand of the Year” from Prestigious Superbrands Awards

By **Think Marketing** on November 3, 2016



Leading Egyptian media organization Nile Radio Productions (NRP) has been chosen as the “Brand of the Year” at the Superbrands Awards ceremony that took place yesterday.

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Superbrands is a long-established and much respected universal seal of enduring excellence and every year they chose a “Brand of the Year” through a panel of locally and internationally renowned expert judges and referees known for their competence in the fields of management and marketing.

This is the third time Superbrands selects NRP – the parent organization to hit radio stations NogoumFM and NileFM, and music record labels Nogoum Records and NRP Music – for the prestigious award.

The event was attended by NRP CEO Ayman Salem, Managing Director and Group COO Hala Hegazi, NogoumFM/TV Network Director Rami Mohsen, Head of Digital Operations and Content Acquisition Omar Shoeb and Brand Manager Salma Mostafa.

“This is a great honor for us. I’m receiving this award on behalf of a truly magnificent team that has been building the NRP brand for more than 13 years now. We’re proud of NRP’s brands and how they are creating a new benchmark for the market and I hope we stand here next year with new exciting brands under NRP,” Hegazi said

In 2012, NRP launched two music record labels — Nogoum Records for A-list artists and NRP Music for up-and-coming artists. In just three years, both labels have released six albums to international acclaim for superstars like Sherine Abdel-Wahab, Mohamed Hamaki, Rami Gamal, Hossam Habib and Abu El-Leef.

In 2015, NRP expanded its portfolio with its launch of Nogoum FM TV, the region’s first Radio-on-TV experience, expanding its market share and penetration into new horizons.

Digitally, NRP stands amongst the world’s biggest players with regional and international awards and accolades. On social media, NogoumFM is the #1 Arabic radio station page globally with more than 7 million users on Facebook, while NileFM is the #1 radio station account on Twitter with 1.8M followers, in addition to tens of millions of users and user sessions on its websites and award winning mobile applications.

What is Superbrands?

Superbrands

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In a world of global commerce and competition, excellence matters above all else. Outstanding brands distinguish themselves through collaborative enterprise, creative marketing, and superior products. These are exceptional brands which stand apart, elevating themselves to the prestigious distinction of being named a Superbrand.

Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Attaining Superbrands Status strengthens a brand's position, adds prestige, and reassures consumers and suppliers that they are buying the best brand in its category.

Superbrands: The most respected universal seal of enduring excellence.

<https://thinkmarketingmagazine.com/nile-radio-productions-wins-brand-year-prestigious-superbrands-awards/>

After winning the Crystal African regional award Almarai receives the Super Brands Award

2017-02-05

Super Brands chose Almarai product to be among the best international brands in 2016. This is in addition to Nile Radio Productions which took the first place. The awards were presented during the annual ceremony to distribute the awards of the best brand names which was held in Cairo.

Mark English, Regional Director of Super Brands, expressed his deep happiness that many renowned brands gained awards. He also noted that he has great confidence in the Egyptian companies and international companies working in Egypt.

Adham Al Sayed, Marketing Manager of the Milk field of the International Company for Agro Industrial Projects, Beyti, that produces the brand's products in Egypt, received the award from the regional director of Super Brands during the ceremony held in the Semiramis intercontinental Hotel in Cairo.

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Al Sayed expressed his happiness for receiving the award and he considered it a coronation of the policy of the successful management of the company that always seeks to gain the trust of the consumers. He added that Almarai is committed to the quality standards and to support the product in terms of marketing. These are among the reasons why the consumers and marketing experts chose Almarai to receive the award of Super Brand.

Al Sayed added that the marketing campaign carried out by Almarai in 2015/2016 to market its products in the Egyptian market had a great impact on receiving this award. The campaign succeeded in spreading the vision of Almarai concerning motherhood that it is a series of choices that usually pour in the interest of the family and children. This is in addition to the quality and distribution efforts that contributed in receiving this award. This includes the commitment of Almarai in providing milk that is free from powder throughout the years.

Marketing Manager of the Milk Field said that Almarai has the right now to use the golden slogan; Super Brands, and put it on its products after receiving the award. He added that the company is planning to expand and penetrate African markets in the coming period.

Al Sayed also pointed out that the “Almarai Treats,” the latest products introduced to the Egyptian market, received the Crystal African regional award last month for its marketing campaign carried out in May.

It is known that Super Brands is an English corporation that is interested in the field of branding. The company is present in 88 nations around the world and publishes an annual book for each country that contains the best brand names.

<https://www.beytiegypt.com/en/news/after-winning-the-crystal-african-regional-award-al-marai-receives-the-super-brands-award>

Rixos Sharm El Sheikh Hotel ACHIEVES 2016 SUPERBRAND TITLE

- Published on June 18, 2016

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[Mohamed Eid Soliman](#)

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Regional Marketing Director at PICKALBATROS HOTELS – EGYPT



Cairo, 18 June 2016 **Rixos Sharm El Sheikh** has been voted by the superbrands council and over 2,500 Marketing Professionals in Egypt as a superbrand for 2015/2016.

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Superbrands is widely recognized as the worldwide independent authority and arbiter of branding excellence, which operates in 85 countries globally. Its annual branding awards programme selects elite brands in all categories nationwide before being shortlisted. A judging panel of Superbrands Council members and brand management representatives then choose the winning brands that meet the strict Superbrand criteria.

Rixos Sharm El Sheikh latest achievement illustrates its commitment to provide 100% guest satisfaction.

“We are really proud and honoured to be recognized as a Superbrand for the first time with Rixos Sharm El Sheikh which opened officially on October 2012,” said Soner Yesilelma – Regional Sales & Marketing Director Rixos Hotels Egypt. **“It would not be possible without the effort, dedication and commitment from our team on the ground”.**

“It is a testament of the trust and belief that our guests have in us, illustrating that we are continuing to drive industry best practices and high quality services to provide maximum guest satisfaction.

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We look forward to working on maintaining this status in the future, and assuring new and existing guests and travel partners of our integrity and best practices,” he added.

Rixos Hotels Egypt, with more than 1800 employees, running 3 luxurious resorts at Sharm El Sheikh and Alamein Known for their hospitality, attentive personalized services and fine cuisine, Rixos Hotels received global recognition and top ratings from distinguished specialist professional bodies such as the American Five Stars Diamond Award, Conde Nast, World Travel Awards and Great Hotels of the World.

<http://sharmelsheikh.rixos.com/>

<https://www.linkedin.com/pulse/rixos-sharm-el-sheikh-hotel-achieves-2016-superbrand-eid-soliman>