

# Superbrands

## Media Coverage

Country	Date	Publication
Hong Kong	2003	Press Clippings

### **Jockey Club wins Top Superbrands Award as Hong Kong's most established brand**

**16 January 2003**

*Superbrands* magazine awarded The Hong Kong Jockey Club its most important honour, the Overall Brand Achievement Award for a Hong Kong company or organisation. The Club Chief Executive Lawrence Wong accepted the award for the Club at a presentation Wednesday evening, January 15.

The presentation was made by Victor Jeffrey, chief executive officer of *Superbrands*, at the Convention and Exhibition Centre.

*Superbrands* said the Club embraces the brand values of quality and integrity as well as being totally consistent in how it promotes its brand. Earlier in the evening, the Club was presented with the "Brand Leader" award in the entertainment category, one of 13 category prizes awarded to Hong Kong organisations by *Superbrands*.



Criteria for the Brand Award winners included goodwill, longevity, market dominance, customer loyalty and overall market acceptance. The judges weighed how the brand ranks in the minds of consumers, if the brand remains respected after a long period of time, whether the consumer trusts the brand and whether the consumer will pay a premium for the brand. The Overall Brand Achievement Award to the Club recognises "the brand is also famous in Hong Kong as a major contributor to the community and is Hong Kong's leading citizen in this regard."

The Superbrands Award was established in 1994 and is now given in 17 countries around the world, plus Hong Kong.

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