

# Superbrands

## Media Coverage

Country	Date	Publication
Hong Kong	2004	Press Clippings



Urban Group received the "Superbrands Hong Kong 2004-05" recognition presented by "The Superbrands Organization", to become the FIRST company in the Hong Kong Property and Facility Management Industry to achieve this prestigious awards, reflecting its brand reputation has reached internationally recognized standard.

Started from 2002, around 100 strongest brands in Hong Kong have been selected as "Superbrands Hong Kong" in every two years after a qualitative assessment and grading exercise. Grading is based on 5 selection criteria - market dominance, customer loyalty, goodwill, brand heritage and overall market acceptance.

The success of Urban Group in achieving "Superbrands Hong Kong 2004-05" underlines its excellent achievements in service quality, visionary management, corporate innovation and human capital management, which enable the Group to successfully build up a premier brand reputation in the marketplace.

<http://www.urban.com.hk/eng/awards/04.htm>