

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2012	Press Clippings

Business Superbrands 2012

21 September 2012, Friday



In 2012, Committee of Superbrands Hungary awarded Business Superbrands for the fifth time. Among public administrative, assistance mediatory and EU institutions, MAG was to first one to receive this award. The Business Superbrands Award is a positive feedback for technical superiority and expertise. The Committee incorporates renowned sectoral experts whose decisions duly confirm the success of our brand. Nomination is solely based on technical aspects, no application is possible for the award.

We firmly believe that the award won by MAG is not only a feedback on our processes, but also a quality guarantee for our clients and prospective partners.

<http://gazdasagfejlesztés.gov.hu/en/news/business-superbrands-2012>

Superbrands Hungary is eight years old

Date: 2012. 12. 05. 19:33

Independent organisation Brand Council was founded in the United Kingdom in 1995 and is present in 88 countries all over the world. It rewards those brands which achieve and sustain outstanding success. Eight years ago the Superbrands programme was launched in Hungary and 2012 is the fifth year that the Business Superbrands programme (for brands in the B2B sector) also takes place. These days quality plays a key role in the lives of both consumers and businesses.

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This is the reason why leading brands can hold on to their position, for them consumer satisfaction and trust are crucial. Superbrands is a trademark that indicates quality and is also a decision-reinforcing communication tool. The Superbrands and Business Superbrands programmes aid brands and give them an opportunity to differentiate themselves from competitors. In each country Brand Council forms an independent and voluntary council, the main task of which is to ensure that only those brands receive the Superbrands trademark which are worthy of it. Members of the council are leading experts from the fields of marketing, the media and the scientific world. The heart and soul of the Business Superbrands programme is the voluntary council of notable experts. They select the best from a list of around 3,000 brands and companies, compiled by Dun & Bradstreet and with recommendations from industrial associations. Business Superbrands is a status that strengthens the position of brands, raises their prestige and helps them to stand out from the crowd of competitors. One of the main elements of the programme is the publication of the Superbrands and Business Superbrands book, which tells the story of the brands. Superbrands Hungary cooperates with GfK Hungária Market Research Institute to give brand owners in-depth information on consumer opinion vis-à-vis their brands. Within the framework of the Superbrands 2012 programme a large-scale television, radio, print, on-line and 'outdoor' media campaign will be implemented at the end of the year, to introduce Hungary's leading brands.

<http://trademagazin.hu/en/nyolceves-a-superbrands/>

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Superbrands award 2012

Jul 26, 2012

Rovitex has received two Superbrand awards in Hungary: in the B2B category Rovitex was awarded with the title of Business Superbrands, while in the B2C brands' contest Gardénia has received Business Superbrands award.



It is worth to know that this award is given based on the evaluation of two independent committees, and neither nomination nor registration is possible to this trophy. These committees are set up by the Superbrands brand evaluation board, who are working based on uniform evaluation principles globally, in 88 countries. In Hungary cca. 100.000 brands were under gauge, and only 300 got a recognition – 2 of which is ours!

We can all be rightly proud of this high esteem recognition. I wish you to be equally proud of it, and to convey this great news towards Your partners!

Make use of it to create a closer cooperation, deeper trust and better results

[http://www.rovitex.eu/news/Superbrands award 2012/](http://www.rovitex.eu/news/Superbrands_award_2012/)

Lidl becomes a Hungarian superbrand

Published at: 2012-06-13 10:53

Author: CIJ Journal

The Hungarian subsidiary of German food chain Lidl received the 'Superbrands and Business Superbrands' award for the first time. A board of independent experts chose Lidl among 15 other contestants for the 2012's best brand in the 'Food Chain' category. Lidl arrived in Hungary in 2004 and it is currently one of the fastest growing food chains in the country. It has 152 stores around Hungary, providing approximately 3200 jobs for people.

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<http://cijeuropa.com/en/encompassme-europe/1298/story/lidl-becomes-a-hungarian-superbrand>