



PRESS RELEASE

For Immediate Release

July 10, 2018, 12:00 PM PST

**SUPERBRANDS LAUNCHES CALIFORNIA PROGRAM AND ANNOUNCES
"SUPERBRANDS CALIFORNIA 2018-2019" LIST OF EXCEPTIONAL BRANDS**

Influential Superbrands list reveals the strongest and most valuable brands in California market

SACRAMENTO, California--[Superbrands California](#), represented by strategic communications agency euronique+communications, is thrilled to announce today the release of the first "Superbrands California" list, revealing the strongest and most valuable brands in the California market. This influential, internationally-recognized list spans 91 categories and includes more than 800 brands. The full list can be found [here](#).

"California has always been a state at the leading edge of culture, so when consumers and a panel of branding experts in the state confer 'Superbrand' status on a brand, you can be sure of its national significance, currency and relevance. Interesting to see that a good number of Superbrands in California are those born of the digital age - many originating here in California. Not only do we recognize a shift in Superbrands from the industrial age to the digital age, we are home to many of their founders," explained Andy Cunningham, Founder and President of Cunningham Collective and Superbrands California 2018-2019 Council Member.

Active in 88 countries and known throughout the world as the largest independent arbiter on branding, Superbrands Ltd. launched its first U.S. state program earlier this year in California, based on the market's extraordinary economic strength and global recognition.

"The groundbreaking innovations and products from California, our state's fame and now ranking as the 5th largest economy in the world puts us at the core of branding. It was the right time for us to join Superbrands to recognize the trailblazers and marketing geniuses shaping Californians' choices," said Elisabeth Maragoula, CEO of Superbrands California.

Superbrands is a global media organization identifying and paying tribute to exceptional brands through a rigorous research and selection process, and a promotion platform that underlines the history, development and achievements of top performing brands within each market. The program has worked with more than 20,000 leading brands through more than 400 publishing and media activities over the last 25 years.

"For a quarter of a century we have been researching, qualifying, presenting and promoting the strongest and most valuable brands around the world through our publishing and media activities. We have published many books in America over the years and we have worked with hundreds of fantastic U.S. brands; but now we are focused on creating Superbrands California to pay tribute to the very best brands in the Golden State. You are going to love it," commented Stephen Smith, President of Superbrands Ltd.

The interpretation of what defines a Superbrand for California's consumers is based on the global Superbrands definition: "A Superbrand offers consumers significant emotional and/or physical advantages over its competitors which (consciously or sub-consciously) consumers want, recognize and are willing to pay a premium for," along with the Council members' definitions formed from their leadership roles and expertise in marketing, advertising and branding.



“A Superbrand is a brand that carries significantly more positive weight over others in the hearts and minds of consumers because it stands for something that consumers understand, recognize and value, thereby garnering a premium when it comes to preference and purchase,” explained Ronalee Zarate-Bayani, Chief Marketing Officer of the Los Angeles Rams and Superbrands California Council member.

The brands selected as “Superbrands California” are evaluated and graded by the Superbrands California Council and through online consumer research. Voting for the 2018-2019 brands took place on June 15-25, 2018. Council members based their votes on three criteria: public recognition and good reputation; long-term consistency and reliability; and corporate responsibility.

“A Superbrand represents more than just products; a Superbrand is something to believe in,” added Gully Flowers, Judge for the American Advertising Federation and Association of National Advertisers, Director of Strategic Alliances at Hustle and Superbrands California Council member.

Superbrands California runs through 2019.

About Superbrands

Superbrands, Ltd. started out as a celebration of the strongest and most valuable brands in the U.K. Today, 25 years later, the organization continues to create excitement among and recognition for outstanding brands with key achievements including: 88 countries represented, 430 books published, 20,700 clients, 6 million Superbrands TV views, 20,600 YouTube subscribers. Superbrands California is the first program in a U.S. state. Launched in 2018 by euronique+communications, the program identifies and pays tribute to great brands, and provides case studies of successful branding strategies in California. www.superbrands.com | www.superbrands.com/us-ca

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Note to Editors:

Superbrands California 2018-2019 Council Members:

- James P. Axiotis, Member, Academy Television Arts & Sciences; National Board of Directors, Producers Guild of America; Executive Producer, JPA Productions
- Andy Cunningham, Founder and President, Cunningham Collective; Founder and Chair Emeritus, ZERO1
- Derrick Daye, Managing Partner, The Blake Project; Publisher, Branding Strategy Insider
- Gully Flowers, Judge, American Advertising Federation and Association of National Advertisers; Director of Strategic Alliances, Hustle
- Penn Jones, Vice President of Advertising, Los Angeles Times
- Marc Posch, Author, the Million Dollar Brand; Owner, Creative Director/Designer, Marc Posch Design, Inc. Los Angeles; American Branding Association Los Angeles Chapter Liaison
- Patrick Renvoise, Chief Neuromarketing Officer & Co-Founder, SalesBrain
- Frances Turner, DBA, Adjunct Professor, Saint Mary's College of California, School of Economics & Business Administration; Assistant Professor of Marketing, Menlo College
- Jack Uhalde, Director of Strategic Partnerships / Business Development, NBC Universal Inc.
- Douglas Van Praet, Author, Unconscious Branding: How Neuroscience Can Empower (and Inspire) Marketing; Founder and Chief Strategist, INTENT
- Ronalee Zarate-Bayani, Chief Marketing Officer, Los Angeles Rams

