

Superbrands

Media Coverage

Country	Date	Publication
Serbia	2013	Press Clippings

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Superbrands 2013- Serbia



The 2nd [Superbrands Serbia](#) program will identify Serbia's strongest Corporate Brands. The winning brands will be announced at the Superbrands Awards Ceremony on **Thursday the 25th of April 2013 at Metropol Palace Hotel, Belgrade.**

In 2006, TGI Group International first introduced the Superbrands institution to Serbia. The Superbrands institution is an independent arbiter on branding which pays tribute to the world's leading brands in over 80 countries. It was first established in the UK in 1994 and has since become a great success in promoting 'brands' as a specific marketing sector, as well as awarding companies for their outstanding marketing and branding concepts.

In **CORPORATE SUPERBRANDS SERBIA 2012-2013**, more than 200 brands have achieved the Superbrands Status through a voting process that combines equally an independent country-wide survey, and results from two votes by an expert panel of high-level executives and decision-makers across the country's key industries.

The Superbrands Status also allows companies the option to join a year-long promotion program, including a two-page feature in the internationally-distributed Superbrands Bible.

<http://www.tsomokos.gr/superbrands-2013-serbia>

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ECONOMICS INSTITUTE WON "SUPERBRANDS SERBIA" AWARD FOR 2012-2013



26. April 2013 , Beograd

Economics Institute was awarded "Superbrands Serbia" for 2012-20213. General Manager Dragan Šagovnović received the award at the ceremony held on 25 April 2013 at the Metropol Hotel in Belgrade.

Winners of the "Superbrands Serbia" for 2012-2013 were selected upon market research, general public opinion all over Serbia and evaluation conducted by the members of independent Superbrands Council composed of the leading economists, marketing and media experts. "Superbrands Serbia" title was awarded this year in 34 categories.

President of the Superbrands Council Serbia, Toplica Spasojević, said at the ceremony that around 1600 well-known brands in Serbia participated in the competition for superbrand selection.

"Brands are of importance for the economy in general. By becoming recognizable, they achieve higher price and bring higher profits to their producers, but also promote quality and raise the competition level", said Spasojević pointing to the fact that, in the end, only satisfied customer matters.

"Superbrands" was founded in 1994. in the United Kingdom of Great Britain and Northern Ireland as world's leading platform for the promotion of brands, which raises awareness of the branding and promotes this field through identification and establishment of leading international and local brands, amounting presently to more than 80 worldwide, in each Member State. "Superbrands" was first launched in Serbia by TGI Group International Ltd. in 2007, as a way of honouring the best country brands.

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<http://www.ecinst.org.rs/en/news/economics-institute-won-superbrands-serbia-award-for-2012-2013>

NEWS, 27. APRIL 2013

Saga Recognized as Corporate Superbrand in Serbia

At the Corporate Superbrands Serbia 2012-2013 Award Ceremony held at Belgrade's Hotel "Metropol Palace", among 1600 most famous brands in our country that have been considered, Saga has won the plaque as one of the most recognized corporate brands in Serbia.



Companies with the Superbrand Status have the opportunity to be presented in the Superbrands Bible, a luxury illustrated edition that is distributed around the world, and the tribute was also given to them at the Awards Ceremony. On behalf of Saga, the plaque was received by Vladan Zivanović, CEO of Saga.

Toplica Spasojević, President of the Superbrands Council Serbia said that brands are important for the economy, because in this way they become recognizable, they give the products higher prices and higher profits to their owners, and promote the quality and increase the level of competition. At the end of that process, the most important result is the satisfied customer.

Superbrands Ltd. was founded in 1994. in the UK and is a leading global platform for brand promotion that enhances the awareness of branding and promotes this area through the recognition and determination of leading international and local brands in every member state, almost 90 of them worldwide. Eligibility of brands to participate in the Superbrands Ltd. was primarily determined by an expert council, a panel of the most important executives from key sectors of the economy in Serbia. Superbrands Status is given to the brands that deserve it after the voting process that takes into account both independently conducted survey and the results of two Council polls.

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<http://www.saga.me/en/o-nama/news/article/article/saga-recognized-as-corporate-superbrand-in-serbia-2.html>

VICTORIA GROUP AWARDED WITH CORPORATE SUPERBRANDS AWARD 2012-2013



29.04.2013

Victoria Group was awarded Corporate Superbrands Award 2012-2013, in the election of the best corporate brands in Serbia. The companies awarded with Superbrands status were elected based on

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public opinion research and votes of the Expert Council comprised of distinguished members of the Serbian business community.

The laureates received recognition for the company reputation, original values, reliability and consistency of the brand, and socially responsible activities.

“Superbrands award is another confirmation of Victoria Group's business excellency, our continuous investments and commitment to socially responsible projects. We are very pleased that our success is recognized by the independent experts. Quality of our products as well of our business is among key corporate values. We will continue working in the same direction towards new challenges and victories” – said Tamara Koštro, Victoria Group's Public Relations Manager.

Superbrands programme was launched in 1994 in the UK. Today it is the world's leading platform for brand promotion, present in almost 90 countries worldwide. In April, apart from the Corporate Superbrands, Victoria Group was presented with two awards for significant economic achievements by Vojvodina Chamber of Commerce, as well as prestigious product quality award that Iskon won as the Best of Serbia in 2012 in food category.

<http://victoriaoil.rs/en/news/victoria-group-awarded-corporate-superbrands-award-2012-2013>

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COMTRADE AGAIN AWARDED THE “SUPERBRANDS”

Our goal is not only to be the best. We want to be the best among the best.

Our company has received the prestigious Corporate Superbrands Serbia award, in the category of information and communication technology, at a ceremony held last night at the Metropol hotel, Belgrade. Srećko Miodragović, adviser of the president of the Group received the award.

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"In the strong competition, we were chosen as the best in our business, which gives us an extraordinary incentive for further work. This is the second Superbrands award which we won, and

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the first has been given to us in 2007. We already strive to deserve such valuable prizes for our future work too.”, said Miodragović.



At the ceremony, speakers were: Superbrands representative from the UK – Stephen Smith, president of the organizing committee, Simeon Comokos, and president of the Corporate Superbrand Serbia, Toplica Spasojević. He pointed out that in

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the competition for the award were about 1.600 known brands in the country, divided into 34 categories depending on the sector in which they operate. Based on the votes of Superbrands council, comprised of leading figures from business, marketing, media and consumer audience, they selected 244 companies from Serbia, for the "Superbrands" status.



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"Superbrands" was founded in 1994. in the United Kingdom of Great Britain and Northern Ireland, and today is the world's leading platform for brand promotion, in order to recognize and popularize leading international and local brands in each of 80 member countries. The "Superbrands" was first launched in Serbia by TGI Group International Ltd. in 2007. as a way of honoring the most important and best brands in the country.

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<https://www.comtrade.com/news/comtrade-again-awarded-the-superbrands/>

MK Mountain Resort won Superbrand Recongnition in the category of tourism

25/04/2013



At this year's awards ceremony for the best brands of Serbia, organized by the TGI Group International, a company MK Mountain Resort won a prestigious award for the best corporate brand in the category of tourism. Corporate Superbrands awards in Serbia for 2012/2013, were presented in Hotel Metropol Palace in Belgrade, as part of the international institution Superbrands, which is active in more than 80 countries worldwide. With the help of expert Council



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consisting of 17 eminent executives from Serbia, the big number of companies were represented in 34 different categories, that make up the core of business environment in Serbia.

<http://www.mkgroup.rs/eng/news/385/1/MK-Mountain-Resort-won-Superbrand-Recongnition-in-the-category-of-tourism>

Delta Real Estate won prestigious award Superbrands Serbia

25. april 2013.

In the competition participated about 1600 brands in Serbia, and the main criteria for the status of Superbrands Serbia were the recognition and brand reputation, long-term consistency in operations and corporate responsibility.

Superbrands was founded in 1994. in the United Kingdom of Great Britain and Northern Ireland in order to improve awareness of the branding and promotion of the area through the identification and determination of leading international and local brands in each Member State, which is now more than 80 worldwide.

<http://www.deltarealestate.rs/company/news/Delta-Real-Estate-won-prestigious-award-Superbrands-Serbia.31.html>

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Tikkurila was awarded in Serbia

29.05.2013 15:28

Tikkurila's subsidiary in Serbia has been awarded first prize in the Serbian Corporate Superbrands 2012-2013 evaluation in the category "Chemistry".

Tikkurila's subsidiary in Serbia, Tikkurila Zorka, and its Zorka Color paint brand, has been awarded first prize in the Serbian Corporate Superbrands 2012-2013 evaluation in the category "Chemistry". The criteria to receive this award is based on brand attributes, such as good reputation, consistency, reliability, and corporate responsibility.

The Superbrands award is given based on the public perception of a certain brand. The Serbian consumers evaluate the brands selected by the Corporate Superbrand Advisory Council in the public opinion poll.

The Superbrands program was established 1994 in the UK to acknowledge and award top-quality brands, to highlight responsibility towards the consumers regarding the quality, consistency, reliability, and general brand identity, and to promote branding. The program is represented in more than 80 countries worldwide. In Serbia, the evaluation was organized for the second time.



Established in 1975, Zorka Color is a well-known Balkan-area brand. Tikkurila has been the owner of Zorka Color since July 2011. The wide Zorka Color assortment includes both water-borne and solvent-borne paint products for consumers and professionals.

https://www.tikkurilagroup.com/media/articles/tikkurila_was_awarded_in_serbia.6797.news