

Superbrands

Media Coverage

Country	Date	Publication
Singapore	2015	Press Clippings

WEDNESDAY, SEPTEMBER 30, 2015 | THE STRAITS TIMES | D7

SPH newspapers

SUPERBRANDS 2015

SPECIAL

Capturing hearts and minds

The Superbrands status helps to strengthen a brand's position and win over consumers

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"THE consumer is king" may be an old adage, but to Mr Mark Pointer, chief executive officer of Superbrands Singapore, the maxim has never rung truer than now.

"Today's consumers are not only sophisticated and connected, they also understand that there are many brands in the market with very similar attributes and few differentiators. So brand choice often comes down to trust and reputation," he says.

This is where Superbrands, an invitation-only international brand promotional platform, has been shown to resonate with consumers. It plays the role of a credible "third-party endorser" of a product or service.

Based on a 2012 survey of 1,500 people, more than 81 per cent of them revealed that they were more likely to make a purchase from a Superbrands awardee, and 76 per cent said they were more likely to try a new product if the brand was associated with Superbrands.

"This demonstrates the impact that Superbrands can potentially have on purchase behaviour as the status strengthens a brand's position, adds prestige, and reassures consumers and suppliers that they are buying the best brand in its category," says Mr Pointer.

This year, 23 brands made the cut for the Superbrands Singapore hall of fame.

It commissions independent consumer research to identify the strongest brands across more than 106 different product and service categories. Awardees get the exclusive right to use the Superbrands

logo on their marketing and promotional materials.

MindChamps PreSchool is a first-time winner this year.

Mr Pointer says that looking at the latest results and comparing them with previous research data, MindChamps' position has become stronger over time, relative to other pre-schools in the survey.

He adds: "Within Singapore, MindChamps is a relatively new brand, having launched in 2008. The brand did not show up on our 2009 survey, but now it is firmly established as one of Singapore's favourite brands.

"This is a reflection of the growing brand strength and reputation of the MindChamps franchise as well as an increase in brand awareness as it expands its presence and number of outlets."

Changing behaviours

Consumers can now make a significant impact on a brand's reputation through social media, notes Mr Pointer.

To continue to stay relevant and be at the top of consumers' minds, brands need to distinguish themselves through collaborative enterprise, creative marketing and

superior products.

Established in London over two decades ago, Superbrands operates in more than 80 countries.

Even though it is a global brand in its own right, it has had to adapt to remain relevant in the changing marketplace as well.

For one, while brands used to be selected by a panel of brand experts from marketing, advertising and brand consultancy backgrounds, Superbrands has since introduced

consumer research to its consumer category to offer customers the opportunity to vote for their favourite brands.

The panel is weighted by age and gender to reflect the profile of Singapore's adult population.

While the brand expert methodology is still used in some markets and for some specialist Superbrands programmes such as the Business Superbrands, Mr Pointer explains that switching to consumer re-

search made brand selection more scientific and independent.

Outreach on screen

Superbrands' range of offerings is also set to expand with new additions such as its innovation, Superbrands TV.

Launched in 2013, Superbrands TV takes a brand's story and creates a three-minute video animation that provides the brand with a new and exciting way to promote

its Superbrands status to a wider audience.

Each Superbrands TV client receives its brand video in multiple formats and can use them for web-based applications, mobile applications and broadcasting on television or even in the cinema.

Superbrands TV also promotes each video through its website and on its YouTube Channel.

To date, the latter has received three million unique views, with many of the individual videos achieving tens of thousands of viewings each.

Says Mr Pointer: "As brand communication and promotion becomes ever more digital, so too will Superbrands need to provide brands with opportunities to leverage their Superbrands status with consumers through digital channels.

"Increasingly, this includes digital platforms, be it online, social media or other innovations."

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MR MARK POINTER
Chief executive officer
Superbrands Singapore



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