

# Superbrands

## Media Coverage

Country	Date	Publication
South Africa	2007	Press Clippings

### **MEDIA RELEASE ISSUED BY THE PROUDLY SOUTH AFRICAN CAMPAIGN**

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#### **PROUDLY SOUTH AFRICAN, ALWAYS A SUPERBRAND**

Proudly South African has once again been acknowledged as a Superbrand. At a gala event on 1 November 2007, the Superbrands Company paid tribute to the now well-known “tick of approval” for homegrown quality, innovation and excellence launched in 2001 to identify Proudly South African companies, and their products and services.

Established in the UK in 1994, Superbrands is an independent arbiter of brands both worldwide and in the 80 countries in which it now operates. The criteria for grading are based on the same core competencies in all 80 countries – market dominance, longevity, goodwill, customer loyalty and overall market acceptance.

In each country, Superbrands invites luminaries from the branding, marketing and communication fields to serve on an independent, voluntary council to identify *those brands that consistently perform above and beyond their peers*, from an industry perspective.

A small elite group is identified and invited to participate in the Superbrands programme, at the core of which is the publication of the highly-regarded Superbrands Book featuring case studies on the brands, and the use of the Superbrands Seal – “the brand experts’ seal of brand excellence”.

This award reflects the efforts of both the Campaign and its members in building a prime country of origin brand, based on quality, consistency and trust. The Superbrands status achieved is equally a compliment to all committed and proud South Africans who are consistent in their support for quality homegrown products and services – recognizing the value of Buy Local in creating jobs and building the pride and prosperity of our nation.

[http://members.proudlysa.co.za/area/media\\_room/archive/2007/nov/ewt.html](http://members.proudlysa.co.za/area/media_room/archive/2007/nov/ewt.html)

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