

Superbrands

Media Coverage

Country	Date	Publication
South Africa	2009	Press Clippings

SA auction company now a Superbrand

4 NOV 2009 |

Superbrands, one of the world's largest independent arbiters of branding, which aims to identify those brands that are performing above and beyond others within the markets in which they operate, has awarded Superbrands status to Alliance Group in South Africa.



It identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world in 88 countries. At the heart of each programme is an independent and voluntary council of leading experts comprising individuals with a deep appreciation of the 'brandscape' in the country being

examined.

For years, Alliance Group and Auction Alliance have been revolutionising the auctioneering industry in South Africa and have sold large amounts of assets in every corner of the country. It has changed the auction industry into being a first choice method of sale and has sold billions of rands worth of real estate.

Comments Rael Levitt, CEO of Alliance Group and past winner of the Johnnie Walker Entrepreneur of the Year award, "We have built a brand based on track record, strong governance and a corporate ethos which is built around our clients and their success.

"Superbrands status strengthens a brand's position, adds prestige and sets the brand apart from its competitors. A brand is a set of perceptions and images that represent a company, product or service. While many people refer to a brand as a logo, tag line or audio jingle, a brand is actually much larger. A brand is the essence or promise of what will be delivered or experienced," concludes Levitt.

The company has also been awarded 26 international awards in the National Auctioneers Association International Auction Marketing Competition, voted as the number one auction house in South Africa's TOP 500 best companies and ranked as a top 25 employer.

<http://www.bizcommunity.com/Article/196/82/41668.html>

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Superbrands status for superb Amarula

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Total Media

Amarula Cream has achieved Superbrands status following a strict selection process carried out by the South African Superbrands Council 2008/2009; a voluntary, independent group of branding, media and communications luminaries in South Africa. These top chosen brands are each awarded the prestigious Superbrands Seal - known as "the brand experts seal of brand excellence".

"We at Amarula are delighted about this accolade and the fact that the Amarula brand has proved to be of such outstanding quality," says Werner Swanepoel, Group Marketing Manager for Amarula, "This Superbrands status further identifies and entrenches Amarula as a brand leader."

Amarula is derived from the heart of Africa, where the Marula tree flourishes. Each year, Mother Nature generously shares her bounty with us. This gift of small, oval fruit with their distinct flavour, allows for the creation of Amarula; a superb and delicate cocktail beverage that is delectably rich and soft. Amarula Cream is the blending of the distilled fruit with the finest, fresh cream until a smooth consistency is formed - a heavenly nectar that is unquestionably deserving of such a superbrands status.

Superbrands is the world's largest independent judge of branding. It identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world. Superbrand status strengthens a brand's position, adds prestige and sets the brand apart from its competitors. The criteria guidelines for selection included that of market dominance, longevity, goodwill, customer loyalty and overall market acceptance. "Amarula Cream received an outstanding grading of 92% overall," comments Swanepoel.

Superbrands has launched programmes in over eighty countries around the world. These programmes aim to identify those brands that are performing above and beyond others within the market. At the heart of each programme is an independent and voluntary council of leading experts with a deep appreciation of the "brandscape" in the country being examined.

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Deeply appreciated in South Africa, is the Spirit of Africa - Amarula

<https://news.wine.co.za/news.aspx?NEWSID=13581>