

Superbrands

Media Coverage

Country	Date	Publication
UAE	2008	Press Clippings

UAE superbrands set for honours

Top local brands to be recognised alongside major international players at 'Oscars of branding' in Dubai.

By Lynne Roberts

Mon 24 Mar 2008 02:39 AM

The UAE's top brands are to be recognised on Monday at the 'Oscars of branding' as Superbrands unveils its 2007-2008 honours list in Dubai.

The independent branding authority will announce the winner of its 'Brand of the Year', and reveal its latest Superbrands book, which traces the history and achievements of some of the UAE's strongest brands.

The coffee-table book includes a two-page profile of each brand, selected by a panel of experts.

The organisation said it had awarded Superbrand status to 68 brands in the UAE, after reviewing 800 businesses in the Gulf state.

A Superbrand is defined by the body as a brand which offers consumers "significant emotional and/or physical advantages over its competitors which (consciously or subconsciously) consumers want, recognise and are willing to pay a premium for".

"The UAE has some of the strongest and most recognised brands in the world," Mike English, director of Superbrands Middle East, said in a statement.

"The brands featured in the book range from corporate giants to FMCG brands. We are happy to see so many of the UAE's strongest home-grown brands included in the book alongside key international brands."

<http://www.arabianbusiness.com/uae-superbrands-set-for-honours-52000.html>



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Superbrands to celebrate UAE's strongest brands - The world's independent arbiter of branding will also announce the 'Brand of the Year' award at the

Published March 20th, 2008 - 08:05 GMT

Superbrands, the independent authority and arbiter of branding, announced their tribute event to honour the UAE's exceptional brands on March 24th, 2008 at the Intercontinental Hotel in Dubai Festival City. The organisation will unveil the 2007-2008 Superbrands book featuring many of the UAE's strongest brands in addition to announcing the winner of the 'Brand of The Year' award at the event held to honour excellence in branding.

The Superbrands Organisation has awarded 'Superbrand' status to 68 leading brands in the UAE that have met the stringent selection criteria set by the Superbrands Council. Over 800 brands active in the UAE market were reviewed by the Superbrands Council comprising some of the most respected business people in the UAE.

"The UAE has some of the strongest and most recognised brands in the world. We are fortunate to have on our brand council some of the most respected names in business, who took time off of their busy schedules to assess the brands and score them on their strengths" says Mike English, Director, Superbrands Middle East. "To be voted as a Superbrand by our independent Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status."

The Superbrands Council in the UAE is comprised of individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business. The Superbrands Council members evaluate and score hundreds of brands available within the UAE and the highest scoring brands are then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history and achievements of each of the brands.

"The brands featured in the book range from corporate giants to FMCG brands. We are happy to see so many of the UAE's strongest home-grown brands included in the book alongside key international brands. Participation in the Superbrands book is by invitation only and acknowledges the intrinsic strength of the organisation and its brand value," Mr. English adds. The Superbrands Organisation will unveil the coffee-table style Superbrands book, which includes a two-page profile of each of the Superbrands, at the Tribute event on March 24th, 2008. The event is set to be a true celebration of many of the country's highest profile brands, and promises to live up to its global reputation as the "Oscars of Branding".

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THE UNITED ARAB EMIRATES SUPERBRANDS COUNCIL (2006):

Mike English, Director Superbrands Middle East
H.E. Sheikha Lubna Al Qasimi, Minister of the Economy and Planning
Colm McLoughlin, Managing Director, Dubai Duty Free
Piyush Mathur, Regional Managing Director MENA & Pakistan, The Nielsen Company
Ram Buxani, Director, Cosmos International
Kim Redman, Regional Director, Middle East Council of Shopping Centres
Mishal Kanoo, Deputy Chairman, The Kanoo Group
David Cass, Writer & Broadcaster.
John Brash, Managing Creative Director, Brash FZ LLC
Laila Suhail, Chief Marketing Officer, Dubai shopping Festival
Louis A. Scotto, General Manager, Emirates Bank International

ABOUT SUPERBRANDS UAE:

The Superbrands organisation is acclaimed worldwide as being the independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. The work Superbrands does is recognised through their books, Events and Awards programmes, internet sites, research and through significant international media and PR coverage in newspapers, magazines and on television and radio.

The Superbrands organisation was originally set up in London in 1994 where it published the first Superbrands book. Since then it has expanded its operations to 83 countries worldwide including Argentina, Australia, Brazil, China, Denmark, Egypt, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Kuwait, Lebanon, Malaysia, Mexico, Morocco, Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Russia, Saudi Arabia, Singapore, Spain, Sri Lanka, Sweden, Thailand, Turkey, United Arab Emirates, United Kingdom and the United States.

Superbrands publishes a series of books including Superbrands, Business Superbrands (on B2B brands), Cool Brands and eBrands - making the series of books the largest collection of insights into some of the greatest brands in the world. To date over 6,500 individual brands have been featured worldwide. For further information on Superbrands, please visit www.superbrands.org

<https://www.albawaba.com/news/superbrands-celebrate-uae%E2%80%99s-strongest-brands-world%E2%80%99s-independent-arbiter-branding-will-also-ann>

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Superbrand status awarded to 68 firms in UAE

By

• Staff Writer

Published Wednesday, March 26, 2008

(SATISH KUMAR)

Superbrands, the independent authority and arbiter of branding, honoured many of the emerging brands of the UAE at a gala event held at the InterContinental Hotel in Dubai Festival City.

It unveiled the 2007-2008 Superbrands book featuring many of the UAE's strongest brands, including the Mall of the Emirates (pictured above), which was recognised with the "Brand of the Year" award.

The organisation awarded Superbrand status to 68 leading brands in the UAE that have met the stringent selection criteria set by the selection council.

More than 800 brands active in the UAE market were reviewed by the Superbrands Council comprising some of the most respected businesses in the UAE.

"The UAE has some of the strongest and most recognised brands in the world. We are fortunate to have on our brand council some of the respected names in business, who took time off of their busy schedules to assess the brands and score them on their strengths," said Mike English, Director, Superbrands Middle East.

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“The brands featured in the book range from corporate giants to fast-moving consumer goods brands. We are happy to see so many of the UAE’s strongest home-grown brands included in the book alongside key international brands. Participation in the Superbrands book is by invitation only and acknowledges the intrinsic strength of the organisation and its brand value,” English added.

The Superbrands Organisation unveiled the coffee-table style Superbrands book, which includes a two-page profile of each of the Superbrands, at the tribute event on Monday.

<https://www.emirates247.com/eb247/companies-markets/superbrand-status-awarded-to-68-firms-in-uae-2008-03-26-1.217343>