Superbrands®

Superbrands®

“A Superbrand offers consumers significant emotional and/or physical advantages over its competitors which (consciously or sub-consciously) consumers want, recognize, and are willing to pay a premium for.”

By Invitation Only

Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Attaining Superbrands Status strengthens a brands position, adds prestige and reassures consumers and suppliers that they are buying the best brand in its category.

Superbrands

WHAT IS SUPERBRANDS?

www.superbrands.com

Superbrands®

- Published more than 37,500 presentations for the world's strongest brands
- World's largest independent arbiter of branding
- Operating in 90 countries around the world
- 555 books across 90 countries
- Established for 28 years

Superbrands

ATTRIBUTES OF SUPERBRANDS

Superbrands TV

Superbrands TV creates high quality video presentations for our Superbrands members. Brands can use this presentation to promote their brand stories and successes to their clients, investors, shareholders, staff, customers and brand supply chains. Many brands use this footage on Social Media outlets such as Facebook, Google, Instagram, LinkedIn, YouTube and Company Websites.

Each SBTV brand video runs for between 3 and 5 minutes, and we also provide members a 30 second shortened version for easy internal use, and for social media platforms.

28	90	554	32,900	37,946	10,337,655
Years Established	Countries	Books Published	YouTube Subscribers	Superbrands Clients	SBTV Video Views

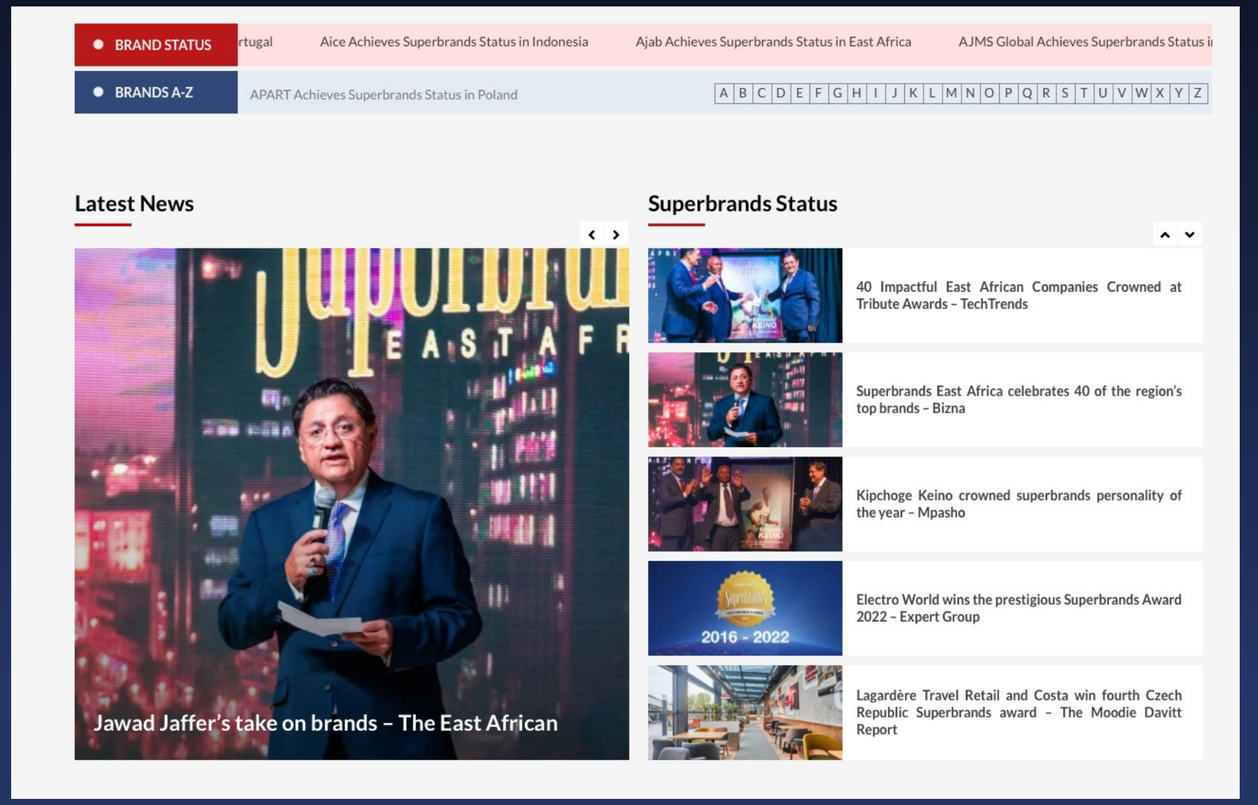
YouTube

www.superbrandstv.com

Superbrands NEWS

The Superbrands News team collates brand specific news stories from around the world which are of interest and relevance to people working internationally in advertising, branding, and marketing.

Superbrands News actively presents the qualified participating Superbrands on the News Channel.



www.superbrandsnews.com

BrandSearch

AWARDED Superbrands PAKISTAN'S CHOICE 2022

BrandSearch is a powerful search tool to find tens of thousands of brand presentations that have featured in the Superbrands programmes around the world.

brandsearch.superbrands.com

Superbrands

AWARD SEAL

Qualified and participating brands will receive the ”Superbrands Award Seal” which can be used to symbolize their “Superbrands Status” on their advertising and marketing materials, billboards, website, packaging, etc.

Research by Nielsen, as well as many other international research companies, have found that consumers are more likely, or much more likely, to purchase products or services displaying the "Superbrands Award Seal".

www.superbrands.com/award-seal-usage

Superbrands

CEO INTERVIEWS

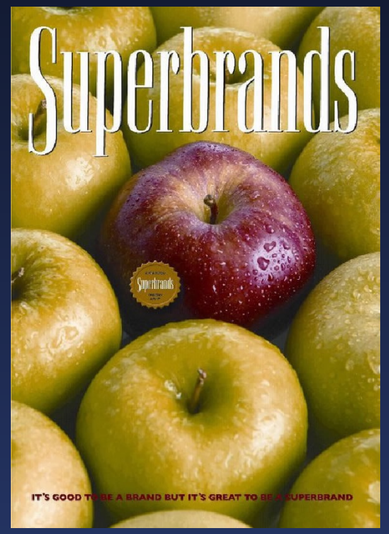
Watch and listen to conversations with the Chief Executive Officers from many of the world's most successful brands.

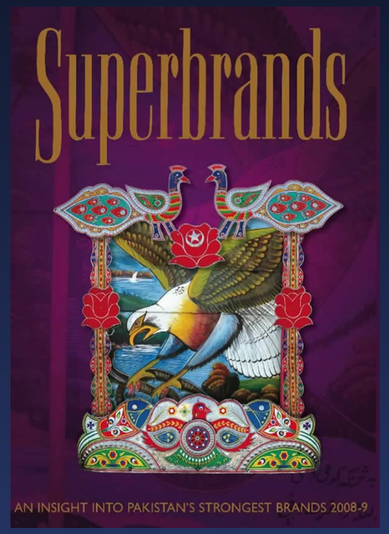
Click here to watch the CEO Interviews

Superbrands

PUBLICATIONS & eBOOKS

Hundreds of Superbrands publications and thousands of brand presentations can be read online through Superbrands eBooks.



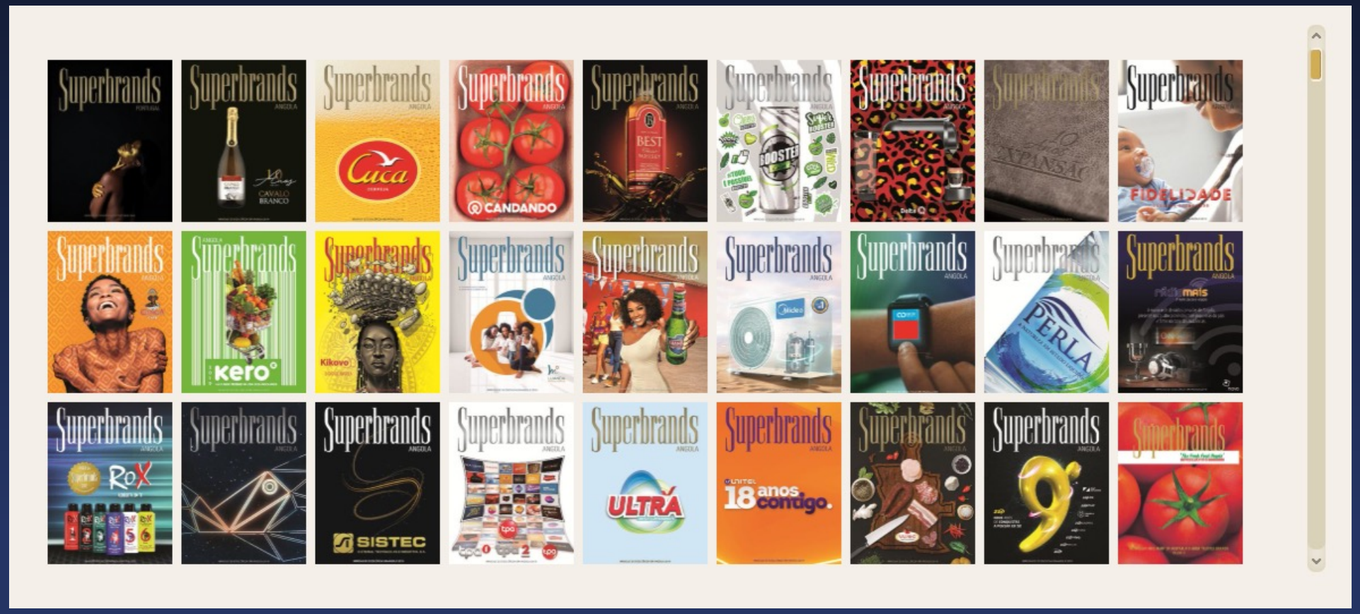


pk.superbrands.com/ebooks

Superbrands

CUSTOM COVERS

Superbrands offers participating brands their own customized book cover. These personalised books are often placed in the company reception area and are also distributed to clients, suppliers, franchisees, investors and shareholders.



www.superbrands.com/custom-covers

MEDIA COVERAGE

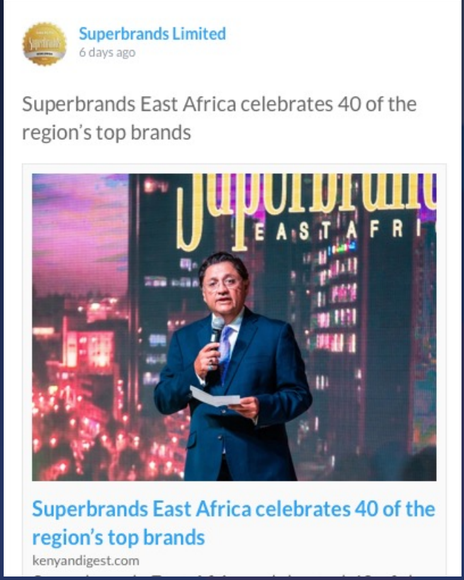
Superbrands works with all sectors of the media to promote both the programme itself as well as the featured brands. Television, print, radio and Internet are all utilised to inform consumers about Superbrands in each country, and which brands have achieved “Superbrands Status”.

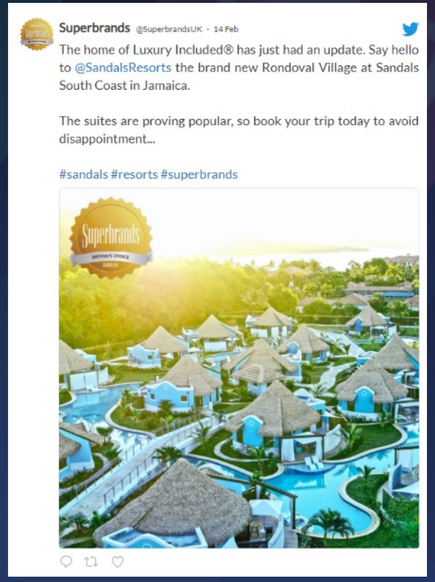
media.superbrands.com

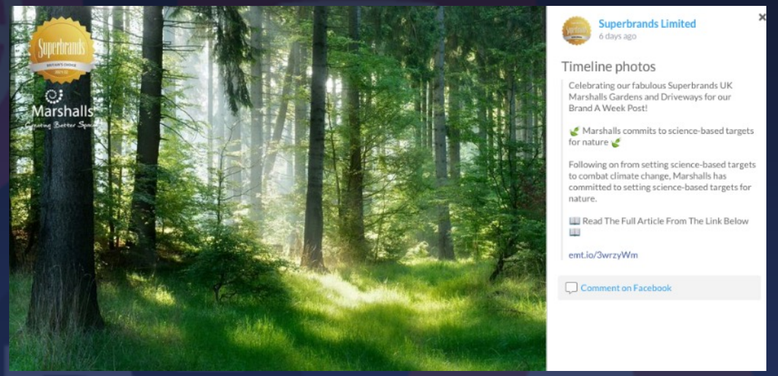
Superbrands

SOCIAL MEDIA

Superbrands helps brands receive more likes, shares and reactions to their social media news feeds. This makes it easier for the customer to engage with the brands' social media.







www.superbrands.com/social

YouTube

Superbrands

EVENTS

To celebrate the launch of new Superbrands publications, and to pay tribute to the strongest and most valuable brands in the market, Superbrands holds spectacular Awards Events around the world.

Awards are given to the most successful brands in the market. The Awards are presented to senior executives from the leading brands, including CEO's, Managing Directors, Marketing Directors and other top marketing and PR executives.

events.superbrands.com

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Brands featured in our publications

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AWARDED Superbrands WORLDWIDE 2022

OUR CLIENTS
Worldwide

www.superbrands.com

To see our 37,000 clients worldwide, please visit: www.superbrands.com/ourclients

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THANK YOU