

# Superbrands

## Media Coverage

Country	Date	Publication
Australia	1998	Press Clippings



### Coca-Cola takes over Superbrand

COCA-Cola has been named Australia's Brand of the Year for 1998.

A panel of 10 of Australia's top marketing professionals determined Australia's 1998 Superbrand by awarding points based on how well each nominated brand met certain criteria.

The points were then tallied to reveal Coca-Cola as the Brand of the year.

Coca-Cola was also named 1998 Brand of the Year in the beverage category.

Geoff Walsh, Coca-Cola South Pacific, division external affairs manager, said the honor came as the brand approached an important point in its history.

By April Coca-Cola was expected to reach the milestone where one billion servings of its product per day would be reached.

Per capita consumption of Coca-Cola in Australia is now the fourth highest in the world, with about five billion servings sold each year.

The brands were selected by the Superbrands Council, comprised of representatives in advertising, media, industry and research (ACNielsen) and from those 65 brands, winners were selected in March as the best brands in 12 categories.

Winners were chosen on their ability to meet the definition of a Superbrand as "a brand which offers consumers significant emotional and/or physical advantages over its competitors which consumers want, recognise and are willing to pay a premium for."

Brands with a specifically Australian heritage, which took out their individual category awards were Mortein (household), Qantas (holiday and travel), Telstra (business equipment and services) and Cadbury and Vegemite (food).

Grocery products included in the 65 Superbrands were: Bega cheese, Bundaberg rum, Cadbury chocolate, Coke, Cussons Imperial Leather soap, Dairy Farmers milk, Dettol antiseptic, Flora margarine, Fosters beer, Glad bags and foil, Hallmark greeting cards, S.C. Johnson cleaning products, Kiwi shoe polish, Kodak cameras/film, Lindemans wines, Listerine mouth wash, Mortein insect spray, Panadol analgesics, Penfolds wines, Revlon cosmetics, Schick razors/blades, Sellotape adhesive tape, Sorbent bathroom tissue, Sunrice rice, Vegemite yeast spread, and Vittoria coffee.



RETAIL WORLD, April 6-12, 1998 19

# Superbrands

## Media Coverage

Country	Date	Publication
Australia	1998	Press Clippings

### WHAT FAMOUS AUSTRALIAN BRAND WAS ONCE CALLED "PARWILL"?

FIND OUT IN **SUPERBRANDS** - THE EXCLUSIVE NEW BOOK FOR B&T WEEKLY SUBSCRIBERS.

IN **SUPERBRANDS** YOU'LL SEE HOW 65 OF THE WORLD'S BIGGEST AND BEST KNOWN BRANDS MADE IT TO THE TOP.  
(AND SOME OTHER INTERESTING FACTS ALONG THE WAY!)

SEE WHY BRANDS LIKE COCA-COLA, RAY BAN, QANTAS, MORTEIN, ROYAL DOULTON, CHANEL, JAGUAR, AMERICAN EXPRESS AND PIZZA HUT ARE WORTH BILLIONS OF DOLLARS WORLDWIDE.

CALL **1800 639 798**

OR USE THE SUBSCRIPTION CARD IN THIS ISSUE TO **SUBSCRIBE NOW**

81200033

Which leading brand  
provides free service access to  
**40,000** low-income Australians?

Find out in **Superbrands** - the exclusive new book for B&T Weekly subscribers.

In **superbrands** you'll see how 65 of the world's biggest and best known brands made it to the top.  
(And some other interesting facts along the way!)

See why brands like Coca-Cola, Ray Ban, Qantas, Morlein, Royal Doulton, Chanel, Jaguar,  
American Express and Pizza Hut are worth billions of dollars worldwide.

Call **1300 360 126** or use the subscription card in this issue to subscribe now

81200033

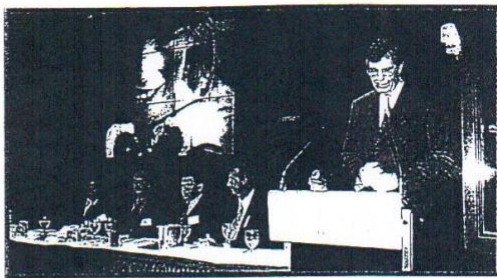


# Superbrands

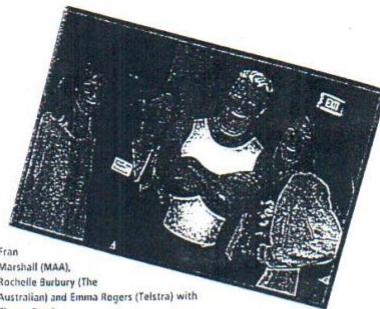
## Media Coverage

Country	Date	Publication
Australia	1998	Press Clippings

### B & T PEOPLE



Master of Ceremonies Ross Symonds, from the Seven Network, with some members of the Superbrands judging panel (from left): Geoff Wild (Ogilvy & Mather), Malcolm Spry (AC Nielsen), Steve Smith (Superbrands) and B&T Weekly publisher Barrie Parsons.



Fran Marshall (MAA), Rochelle Burbury (The Australian) and Emma Rogers (Telstra) with Chesty Bond.

## Superbrands Awards

MORE than 400 people saw Coca-Cola crowned 1998 Superbrand of the Year at the inaugural Superbrands Awards, held at Sydney's Hotel Inter Continental on Thursday, March 12.

The Awards were co-sponsored by B&T Weekly in association with Superbrands Limited.

A panel of 10 of Australia's top marketing professionals named winners in 12 categories from companies participating in the Superbrands annual.

While Coca-Cola carried off the major award, it also won the category award for beverages.

Coca-Cola South Pacific division external affairs manager Geoff Walsh said the honour came as Coca-Cola approached the milestone of selling one billion servings of its products per day around the world.

Other top Australian brands were recognised as winners of 11 other categories.

Telstra won the award for business equipment and services, while Toyota won the cars and motoring category.

Kodak won the entertainment and leisure category, American Express won the finance award, and Cadbury and Vegemite were joint winners of the food category.

Revlon won the health care, toiletries and cosmetics award, Qantas won the holidays and travel category and Mortein won

the household award.

Yellow Pages was named winner of the media category, while the retail and fashion award was jointly made to Ray-Ban and Royal Doulton.

The Salvation Army won a Superbrands award in a special category.

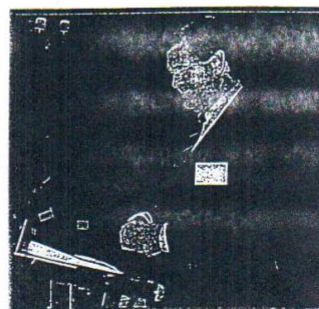
Participating companies donated an array of prizes on the night, from Ansett, which provided flight attendants at the event as well as two return business class tickets to Hong Kong, to Jaguar, which loaned one lucky winner a Jaguar XK8 sports car for four days, to Ray-Ban, which gave away 35 pairs of sunglasses.



Chairman and chief executive of Burson-Marsteller Chris Savage with Melissa Madden from Qantas.



Maureen Plavsic (Seven Network) with Bob Copp from Yellow Pages.



Superbrands managing director Stephen Smith.



# Superbrands

## Media Coverage

Country	Date	Publication
Australia	1998	Press Clippings

B & T MARKETING

## Superbrands rise again

A new book aims to detail the stories of Australia's greatest brands.

**W**HAT makes a brand rise above the pack and become a household name? This is one question the latest edition of the book *Superbrands* attempts to answer, by taking a detailed look at brand icons such as Bic, Dulux, Esky, Holden, Tip Top and many others.

*Superbrands*, first published last year, is a book containing the stories of 80 of Australia's best-known and best-loved brands. It chronicles their history, their present position in the market and what makes them different from their competitors.

Due for release in June, the book is produced by Super-

brands, a company run by managing director Stephen Smith. To select the brands to enter the book, Smith compiled a comprehensive list of 400 well-known brands.

These brands were then referred to a Superbrands Council of prominent members of the advertising, marketing and media industry, which judged them on the basis of relevance, esteem and goodwill, with only the best brands making it through to the next level.

With the judging process narrowing the field to about 120 brands, these were then invited to take part in the project. Around 80 brands finally took up the offer and these are the ones



Vegemite: A well-loved Australian brand.

multi-billion-dollar brand and a household name.

"*Superbrands* chronicles where the brand has come from and how it received its icon status [and] what it has done to give it the positioning it enjoys today."

While many of the brands are Australian-owned, *Superbrands* also includes global brands that are popular here.

"Mercedes and Michelin are overseas-based brands, but they are extremely well-known and well-loved in Australia too, so it's appropriate that they be named in the *Superbrands* book," Smith said.

Once the new book is published, there will be a celebration night including the Superbrands awards, which will recognise the Superbrand of the Year and outstanding brands in various categories.

At the corresponding event last year, at which Coca-Cola was named Superbrand of the Year, 420 people attended the night, and \$50,000 worth of Superbrand prizes were given away.

A limited number of special *B&T Weekly*-edition *Superbrands* books will be available to *B&T* subscribers in June.

that appear in the book.

"The reaction and response to the first edition was fantastic," Smith said. "And that's evident by the increased number of Superbrands in this year's book, from 65 to 80."

"In an overall sense it's a very worthwhile and valuable project because it's talking about why the brand is an icon and how it differentiates itself from its competitors," he said.

"For example, Sony started from a \$1500 loan. Today, it's a



Telstra: Selected by the Superbrands Council in 1998 and 1999.



Superbrands: 80 of Australia's icon brands.

### Superbrands Council Members

Bob Duffy, director of marketing communications, Pacific
Trevor Pearnley, AM, chairman and CEO, Advertising Partner
Steve Jeffrey, managing director, B&T
David Green, north director, Clements & Sykes
Mark Ayley, managing director, Mumbush & Mumbush
Barrie Parsons, publisher, Media Group Rec Business Information
Maureen Phylis, CEO of the advertising and marketing alliance, Cover Network
Christopher Savage, chairman Asia/Pacific, Bunnings-Marsden
Michael Simons, creative director, Ego & Co, Sydney
Malcolm Spry, group chief executive - Pacific region, AC Nielsen
Geoff Wild, chairman, VPR Australia
The late Peter Gallucci, a founding member of the Superbrands Council

Superbrands 1999		
ABC	Eskey	Ray-Ban
AFL	Fisher-Price	Rebel Sport
American Express	Gatorade	Royal Doulton
Ansett	Gravox	Salvation Army
Australia Post	Hallmark	Samsung
AOC (Australian Olympic Committee)	Heart Foundation	Savlon
Avis	Hills	SBS
Barbie	HMV	SC Johnson
Bega	Holden	Schick
Berlei	Johnny Walker	Seven Network
Better Homes & Gardens	Johnson's Baby	Sony
Bic	Just Juice	Sorbent
BRW	Kellogg	Strepsils
Bundaberg Rum	Kodak	Sunbeam
Cadbury	Lexus	Sunrice
Chef	LG Electronics	TDK
Citibank	Listerine	Telstra
Clarks	Mastercard	Tip Top
Club Med	Mercedes	Toyota
Coca-Cola	Mitre 10	Trading Post
Dairy Farmers	Mr Sheen	Vegemite
Dispirin	Nivea	Vittoria Coffee
Driza-bone	Optus	White Pages
Dulux	Panadol	World Vision
Edgell	Pick the Tick	Yates
Equal	PlayStation	Yellow Pages
	Qantas	Yoplait

Does your company have a Web site?

Web Directory

@ [www.bandt.com.au](http://www.bandt.com.au)

Then you should have it listed in LOG ON

Australia's only weekly advertising and marketing Web site Directory with a hot link on the B&T home page. For more information about B&T's Web site directory call

Jacqui Brown on (02) 9422 2875, Dennis Russell on (02) 9422 2891, or Margee Glover on (03) 9245 7508

# Superbrands

## Media Coverage

Country	Date	Publication
Australia	1998	Press Clippings

internet

<http://www.businesssydney.com.au/mar16.htm>

### Manufacturers and retailers locked in brand name brawl

By Katrina Nicholas

The Superbrands Council of Australia has 12 members drawn from high profile advertising agencies and business corporations. They have coined the phrase 'superbrand' for those brands which offer consumers significant emotional and physical advantages over its competitors. They are the brands for which consumers want, recognise and are willing to pay a premium.

As well as Nike and Levi, other superbrands include Vegemite, Chanel, American Express, Coca-Cola, KFC, Dairy Farmers, Yellow Pages and Toyota.

Peter Gallucci, national media director for George Patterson Bates and a member of the Superbrands Council, said there are a few prerequisites a brand must have to be considered a superbrand.

"All superbrands are popular in terms of market share and consumer attitudes, so people have to want to buy the brand," Gallucci said.

"Image, relevance and performance drive likeability, acceptance and purchase, and clever marketing, understanding consumer needs and a great product drive image, relevance and performance.

"If a brand starts off with those core disciplines, maintains a long term commitment to brand integrity and has some luck, then it's well on its way."

Gallucci also said he believed that consumers paying 50 percent for an image was not excessive and that constraints at point of sale were understandable.

"If kids these days want to pay for image, then I don't see anything wrong with that.

"Plus when manufacturers have gone to extreme lengths to create a campaign and deliver a specific image to their customers, they don't want it let down at a retail level. Advertising is only one facet of the

marketing push-packaging and point of sale are very important also," Gallucci said.

Network Sales Director of the Seven Network, Maureen Plavsic, also sits on the Council and is similarly adamant consumers in the 1990s do not place too much emphasis on brand and image.

"It is very appropriate for suppliers to put restrictions on retailers because they have spent millions developing a brand and, in the case of Nike, getting celebrities involved, so that should be maintained at a retail level," Plavsic said.

"And I for one know that I'd much rather buy a pair of Levis as opposed to a Target pair, even if they looked exactly the same and were of the same quality."