<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1998</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

**Coca-Cola takes over Superbrand**

Coca-Cola has been named Australia’s Brand of the Year for 1998.

A panel of 19 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 panel was then asked to reveal Coca-Cola as the Brand of the Year.

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

GenFItWish, 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 physical advantages over its competitors which consumers want, recognize and are willing to pay a premium for.”**

Brands with a specifically Australian heritage, which took out their individual category awards were Moran’s (honey), Quanta (holiday and travel), Electrica (business equipment and services) and Cadbury and Vegemite (food).

Grocery products included in the 65 Superbrands were: Baggs cheese, Bundaberg rum, Cadbury chocolates, Colin, Curves Imperial Leather soap, Dairy Farmers milk, Deloil automatic, Flora margarine, Foster's 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, Perlodis wines, Ritter cosmetics, Schick razorblades, Sanfora adhesive tape, Sorbern bathroom tissue, Sunrise rice, Vegemite yeast spread, and Victoria coffee.
### Media Coverage

<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1998</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

---

**What Famous Australian Brand Was Once Called “PARWILL”?**

*Find out in Superbrands - the exclusive new book forsat Weekly subscribers. In Superbrands you'll see how 60 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, Danieli, 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**

---

**The leading brand**

*Private fee service access to 40,000 high income Australians?*

Not just a Superbrands - the exclusive new book for SAT Weekly subscribers. In Superbrands you'll see how 60 of the world's biggest and best known brands made it to the top.

See why brands like Coca-Cola, Ray Ban, Jaguar, Royal Doulton, Chanel, American Express and Visa hit net worth billions of dollars worldwide.

Call 1300 360 126 or use the subscription card in this issue to subscribe now.
Media Coverage

<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1998</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

Superbrands Awards

MORE than 100 executives from diverse industries gathered for the Black Tie Awards in Sydney at the Sydney Opera House on Thursday, 12 March.

The awards were co-sponsored by R/CW Weeks 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 award.

White Castle Coca Cola won the major award, JakoPak the category award for beverages.

Crown South Pacific, divisional marketing manager Geoff Weals said the business model of Coca Cola approached the millions of selling 10 billion servings of its products per day around the world.

Other top Australian awards were presented to winners in 11 other categories.

Chairman of the award for business equipment and services, while Top tiles won the cats and remains category.

Kochi won the best restaurant and services category, American Express won the finance award.宝盛 and NatWest were joint winners of the banking category.

Mitsubishi were the health care, aviation and insurance award. Qantas were the holidays and travel category, and Novotel won the household award.

Yellow Pages was named winner of the media category, while the retail and fashion award was jointly won by Key-Box and Royal Darby.

The Salvation Army won a Superbrands award in special categories.

Participants, companies selected by panel of people on the night, Front Access, which provided figures in the event as well as those other businesses involved in Singapore, to support, which turned out lastly winner of a Jaguar XJS sports car for four days, to Ray-Ban, which gave away 75 pairs of sunglasses.

Chairman and chief executive of Sumo-Mrktied & Co. SA congratulated Melissa Mckee from Qantas.

Superbrands managing director Stephen Smith.

Media Coverage
Superbrands 

Media Coverage

<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1998</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

---

Superbrands rise again

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

WHAT 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 was first published last year, in 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 Superbrands, a company run by managing director Stephen Smith.

To select the brands to enter the book, Smith compiled a comprehensive list of 500 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 60 brands finally took up the offer and these are the ones 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 40 to 60. It’s an incredible achievement...it’s a very worthwhile and valuable project because it’s talking about why the brand is as it is and how it differentiates itself from its competitors,” he said.

“For example, Sony started from a $150 loan. Today, it’s a multi-billion-dollar brand and it’s a household name. ‘Superbrands’ chronicles the brand has come from and how it evolved in such a short time,” Smith added.

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

“Mercedes and Michelin are overseas brands, but they are very well known and well loved in Australia too, so it’s appropriate that they be named in this book,” Smith said.

Once the new book is published, there will be a celebration night including the Superbrands awards, which will recognise the Superbrands 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.
<table>
<thead>
<tr>
<th>Country</th>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1998</td>
<td>Press Clippings</td>
</tr>
</tbody>
</table>

**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.”