唱中国企业崛起的史诗
与《超级品牌》亚洲区 CEO 维德·杰福瑞先生

每一个超级企业的成长历程，都是超级经典的营销案例；每一本《超级品牌》，都是记录一个国家经济界的超级企业崛起的史诗。

向全世界讲述中国企业崛起的故事，就是我们的使命。

中文版的《超级品牌》，就是一个中国超级企业的国际化俱乐部。

长篇大论的超级品牌

中国本土品牌如何走向国际市场？

3月17日，记者在中国国际品牌发展论坛上与《超级品牌》亚洲区 CEO 维德·杰福瑞先生进行了一场关于超级品牌在中国的发展与国际化的对话。

“超级品牌”是指那些在国际市场上具有影响力和竞争力的品牌。超级品牌不仅代表了企业的实力，更体现了国家的软实力。中国企业在国际市场上取得的成就，离不开超级品牌的引领作用。

在中国，超级品牌的发展经历了几个阶段。从20世纪80年代初的改革开放，到90年代初的经济快速发展，再到今天的全球化竞争，超级品牌在中国的发展历程是一个不断变化和创新的过程。

超级品牌的发展，离不开中国企业的努力和创新。《超级品牌》亚洲区 CEO 维德·杰福瑞先生认为，超级品牌的未来在中国，中国企业在超级品牌的建设上有着巨大的潜力。

超级企业的超级俱乐部

在超级品牌的发展过程中，超级品牌不仅代表了企业的实力，更体现了国家的软实力。中国企业在国际市场上取得的成就，离不开超级品牌的引领作用。

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Superbrands Chinese edition due

Staff Reporter

CHINA-FIN brands will soon be publicized to readers worldwide when UK-based Superbrands, an annual directory of the most recognized brand names in country or market, launches its Chinese edition due by the year.

"Loosely three years ago, brand itself means not a tangible asset," said Victor Flory, chairman of Superbrands.

"Now, every companies in the world are doing zealous, actually putting values into their brands."

Started a decade ago in the UK, Superbrands does a two-page write-up on each of the most famous brands in a country or market. The book has already been sold in 17 regions, including the United States, Australia, Ireland, Singapore, Malaysia and the Philippines.

For the Chinese edition, eight of 10 council members, including experts from well known international schools and those from ACNielsen, Ogilvy & Mather have been invited to select the "Super Brands" worthy to be included.

"Normally, you have 60 or 65 percent local brands in a book," said Flory.

"But China used to have few powerful brands, but the situation is changing.

"When you come down to what can be called a super brand, it's not about having the biggest market share."
Supermodel wannabes

It's not Miss Universe, but the Shanghai International Model Contest is gearing up to be an international event with the star power to draw quality contestants. This year, the 10-day event attracted 44 young hopefuls from home and abroad, with an increased number of European participants.

Models are getting taller — and younger. While the contest has always dictated that models should be at least 1.74 meters tall and under 24, this year's youngest model, Mao Qi, is just 16, and an impressive 1.8 meters tall already.

To create a suitably glamorous backdrop for the models, contest art director Iven Liao created a lavish catwalk show against a series of spectacular settings that encapsulate the city. The Tang-garment category show was held last Friday in the lobby of Westin Shanghai, which oozes Southeast Asian glamour. On Monday, Super Brand Mall's Golden Avenue was home to the underwear and swimsuit category contest, while yesterday's casual wear competition chose the luxury liner "Shanghai Scenery" as its backdrop, cruising up and down the Huangpu River between historic revocation-era building blocks in Puxi and the modern landmarks of Pudong. And who will win this year's title? On Sunday, audience will get the answer.

Above: Models in scanty swimsuits sway to the beat of hot rhythms at one of the contests.

Right: Bewdy male models perform Chinese kung fu moves in unison during the Tang-garment competition.

— Zhao Feifei

Each year, aspiring models looking for that lucky break flock to the Shanghai International Model Contest, part of the Shanghai International Fashion Festival. In addition to nurturing the next Cindy Crawford, the contest this year features innovations in its catwalk show, a glamorous juxtaposition of model, outfit and backdrop, reports Zhao Feifei.
每一个超级企业的成长历程，都是超级经典的营销案例；每一本《超级品牌》都是讲述一个国家经济界的超级企业崛起的故事。向全世界讲述中国超级企业的故事，就是我们的使命。中文版的《超级品牌》，就是一个中国超级企业的国际化俱乐部。

唱中国超级企业的史诗

与《超级品牌》亚洲区 CEO 维德•杰福瑞先生

长袖善舞的超级品牌

中国本土品牌如何走向国际市场？8月17日，记者在中国大饭店就这一问题采访了超级品牌亚洲区 CEO 维德•杰福瑞先生。他是一位资深的品牌策略家和营销传播专家。此次采访，他将就中国本土品牌、国际传播与品牌认知的深刻洞见，为中国的品牌走向世界提供新的视角。

1991年，美国市场营销学会、广告行业协会、大不列颠品牌集团等三个行业协会联合发布成立了一个名为“超级品牌”的独立性品牌认证组织。超级品牌成立的宗旨就是通过一套科学、有效、权威的品牌认证体系，挑选出优秀品牌，以集体宣传的方式建立一个超级品牌的传播推广平台。作为本书，我们以《超级品牌》为案例，深入分析了超级品牌的影响力，以及其在全球经济一体化的背景下取得的成功。

在超级品牌推广过程中，我们发现了一些值得注意的现象：

一、国际市场的竞争越来越激烈，品牌的重要性日益凸显。品牌对于企业的成长和发展至关重要。

二、品牌建设需要长期的投入和持续的努力。品牌建设是一项系统工程，需要企业从战略、组织、营销等多个方面进行综合考虑。

三、品牌传播需要有效的策略和执行。品牌传播需要与消费者建立有效的沟通，通过各种途径和方式传递品牌信息。

四、品牌价值的评价和衡量也需要科学的方法和工具。品牌价值的评价和衡量需要考虑多个因素，包括品牌知名度、忠诚度、市场份额等。

通过《超级品牌》的案例，我们看到了品牌的力量。品牌不仅是企业的灵魂，也是竞争力的体现。品牌的力量，将引领中国超级企业走向国际化的未来。
Lee KUM KEE

Lee Kum Kee is the worldwide famous brand name for premier, authentic Chinese sauces. Besides its flagship product, Premium Oyster Sauce, Lee Kum Kee has also developed many new products in response to changing market needs over the years - soy sauces, chili sauces, ingredient sauces, convenience cooking sauces and exotic gourmet products. Today, Lee Kum Kee manufactures over 200 different types of sauces and food products available in more than 80 countries. The Company's client base includes restaurants, catering companies.

For more information please Tel: 44 2082636028 Fax: 44 2082636118.
Superbrands Chinese edition due

Staff Report

Chinese PRN brands will soon be publicized to readers worldwide when UK-based Superbrands, an annual directory of the most recognized brand names in country or market, issues its Chinese mainland edition late this year.

"Less than three years ago, brand itself wasn't seen as a tangible asset," said Victor Jeffery, chairman of Superbrands. "Now, many companies in the world are doing audits, actually, putting values into their brands."

Started a decade ago in the UK, Superbrands does a two-page write-up on each of the most famous brands in a country or market. The book has developed a series that covers 17 regions, including the United States, Australia, Ireland, Singapore, Malaysia and the Philippines.

For the Chinese edition, eight to 10 council members, including experts from well known international schools and those from GREY Worldwide, AC Nielsen, Ogilvy & Mather have been invited to select the "Super Brands" worthy to be included.

"Normally, you have 60 to 65 percent local brands in a book," said Jeffery. "China used to have few powerful brands but the situation is changing.

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Supermodel wannabes

It's not Miss Universe, but the Shanghai International Model Contest is gearing up to be an international event with the star power to draw quality contestants. This year, the 10-day event attracted 48 young hopefuls from home and abroad, with an increased number of European participants.

Models are getting taller — and younger. While the contest has always dictated that models should be at least 1.74 meters tall and under 24, this year's youngest model, Mao Qi, is just 14, and an impressive 1.8 meters tall already.

To create a suitably glamorous backdrop for the models, contest art director Ivan Lam created a lavish catwalk show against a series of spectacular settings that encapsulate the city. The Tang-garment category show was held last Friday in the lobby of Westin Shanghai, which oozes Southeast Asian glamour. On Monday, Super Brand Mall's Golden Avenue was home to the underwear and swimsuit category contest, while yesterday's casual wear competition chose the luxury liner "Shanghai Scenery" as its backdrop, cruising to and fro along the Huangpu River between historic concession-era building blocks in Puxi and the modern landmarks of Pudong. And who will win this year's title? On Sunday, audience will get the answer.

■ Above: Models in scanty swimsuits sway to the beat of hot rhythms at one of the contests.

Right: Brawny male models perform Chinese kung fu moves in unison during the Tang-garment competition.

— Shen Kai

Each year, aspiring models, looking for that lucky break, flock to the Shanghai International Model Contest, part of the Shanghai International Fashion Festival. In addition to nurturing the next Cindy Crawford, the contest this year features innovations in its catwalk show, a glamorous juxtaposition of model, outfit and backdrop, reports Zhao Feifei
Top: Golden Avenue at Super Brand Mall is awash in leggy models during the underwear and swimsuit category. Above: Lion dance lends traditional culture to this modern fashion affair. Left: International models flash eye-catching undergarments alongside their local counterparts. — Shen Kai