SUPERBRANDS GALA CELEBRATES BRANDING SUCCESS STORIES

H. Stern, Bamba, Gal Gadot and the Mossad deemed among the most successful Israeli brands.

BY JPOST.COM STAFF

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H. Sterns’ Deputy CEO Eden Hoffman receives the Superbrands award at a Gala event in Tel Aviv. (photo credit: Courtesy)
Israeli jewelry brand H. Stern took home first place in the “Jewelry and Fashion Accessories” category of the annual Superbrands competition.

The “Oscars for Brand names” took place last Thursday, as it has for the last nine years. A number of different brands received awards for excellence in a gala event in Tel Aviv. Among the other household names to be recognized were: Coca-Cola, Bamba and Super-Pharm in the category of consumer products; iPhone, Twitter and Facebook in the category of media; and the Mossad and the IDF among public institutions. The winners of personal branding success awards were Hollywood star Gal Gadot and Israeli President Reuven Rivlin.

Superbrands is part of the global organization founded in the UK 26 years ago. Superbrands is now active in 70 countries.

H. Stern won first place in the “Jewelry and Fashion Accessories” category for the 9th time. Eden Hoffman, H. Stern’s Deputy CEO was there to accept the award.


ZAKA Selected as One of Israel’s ‘Superbrands’ for 9th Consecutive Year

By Staff Writer December 28, 2017, 6:14 pm

“Seek the favor of Hashem, and He will grant you the desires of your heart.” Psalms 37:4 (The Israel Bible™)
For the 9th consecutive year, ZAKA Search and Rescue organization has been selected as one of Israel's Superbrands, under the category “Public Sector, Organizations and Institutions”, in a 2017 ranking compiled by Superbrands International for Israel. ZAKA was ranked after the Mossad, and before the Air Force, Yad Sarah, MDA, IDF, Rafael and the Shin Bet.

Consumers participating in the survey were asked to rank brands and organizations in 29 different categories that they considered to be outstanding brands with which the Israeli consumer has an especially strong and deep emotional connection.

ZAKA Chairman Yehuda Meshi-Zahav, said in response, “We are honored to hold such a consistent position within the hearts and minds of the Israeli public. This only serves to...
underline the fact that ZAKA is part of the consensus, working for and bringing together all sectors of Israeli society, religious and secular, young and old, Jew and Arab.”

This year too, in the first stage, representatives of Superbrands in Israel comprised a list of about 2,900 brands operating in the country, from consumer goods and services, local and international to the public sector and even politicians, media people, businessmen and artists.

In the second stage, a panel of judges headed by Prof. Jacob Hornik of the School of Business Administration at Tel Aviv University comprised of some 130 CEOs and senior VP Marketing, gave ratings to the full list of brands. Only those brands with the highest marks were included in the third stage – consumer research with a national sample of 800 Israeli consumers who ranked the finalists in 29 categories.

In a letter received by Zahav, Prof. Jacob Hornik congratulated “the fact that Israeli consumers decided that the ZAKA brand is one of Israel’s Superbrands for the ninth consecutive year.”

https://www.breakingisraelnews.com/100103/zaka-selected-one-israels-superbrands-9th-consecutive-year/#uGYWB0V8tiY5ABg1.97
Media Coverage

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 BETWEEN the various brands that have been crowned as Superbrands - brands of consumer goods such as Coca-Cola, Maybelline, Superpharm, and the H&M retail chain; communication and e-commerce brands such as the iPhone, Twitter, and Facebook; institutions such as the Knesset, the Israel Defense Forces and the Ministry of Defense; individuals such as President Reuven Rivlin, and model Gal Gadot; and organizations such as "Let There Be," the Israel Defense Forces, and the Red Cross."

"Organizations Superbrands examine in recent years around the world the views of consumers in the country regarding the brands operating there and the strength of their relationship with the brands."

Those who are crowned as Superbrands are only those brands whose bond created between them and the consumers is deep and strong, particularly," explains René E. Mitchell, CEO of Superbrands Israel. "As a result, this year we added new brands to the list of Israeli brands for 2017, which can be learned that the brands in Israel have influenced the social uprising, working to strengthen their bond with Israeli consumers in various sectors - and successfully in this."

Another impressive feat in this year's list of new brands that entered the Superbrands Hall of Fame is the fact that half of them are Israeli brands' 'blue and white'.

The categories in which the highest number of new brands are listed are fashion, vacation and leisure, food, and people. Among the new brands that entered this year's Hall of Fame, FOX, Get Fashion, Kinder, Teddy, HST, HOT, Clinit, Kaltberg, Yarkon, Herzliyah, Minjam, and the forests of Carmel.

What are the criteria for the Superbrands?" Each year, in every country, a thorough survey is conducted among consumers who evaluate the brands and decide who is entitled to be crowned with the title of 'Brand Above' in Israel and to become a Superbrands. Brands do not need to pay for their application or the achievement of the title."

This year, in the first stage, representatives of Superbrands in Israel compiled the list of all the brands operating in the country: consumer goods and services, local and international, and even public and private individuals such as politicians, media personalities, business people, and artists. In total, the list included over 2,900 brands.
In the second stage, a team of judges, led by Professor Yuri Horvick, Dean of the Faculty of Business Administration at Tel Aviv University, consisting of 130 managers and marketing executives, evaluated the full list of brands. The brands that received high ratings in the judges’ review proceeded to the next stage, a study of consumer behavior.

In the third stage, a study of consumer behavior was conducted by IPSOS, a representative sample of 800 Israeli consumers who were surveyed in 29 categories. All the brands that topped the list in the study were invited to the final stage.

The list of the top brands in Israel for 2017 is sorted by category. The brands are sorted in each category by rank.

<table>
<thead>
<tr>
<th>Category</th>
<th>Brands</th>
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This list was compiled by Superbrands in Israel for the year 2017, and it is operated for the top brands. The list was prepared by the Tel Aviv University Department of Business Administration.
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Jean Paul Gaultier
Paco Rabanne
PRADA
YSL
נינה ריצ'י

בנקאות ושריון פיננסים
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Visa
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מסטרקרד
מרדכי טופית
קבוצת ישראכרט

בריאות
Nurofen
Advil
Durex
SCHOLL
Strepsils
אוספלנס
אוסמה
אוסמול
אוסמול
 الدكتور
כלילית
כלילית פוארטו
מכבי שירותי בריאות

דרוגנטים וטיפוח הבית
Ariel
FAIRY
Finish
Palmolive
Persil
TIDE
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### Brands in the News
- ברי
- חוגלה
- יעקובי
- לילי
- ניקול
- סדו
- סנו מקסימה
- סנו סושי
- חברות ביטוח
  - 9000000
  - AIG
  - ביטוח ישרא
- הנסיך
- הרצל
- كالבי
- מגד
- סרגור אחד
- מנהיגה במקסימה

### Snack and Candy Brands
- Kit Kat
- Loacker
- LOTUS
- M&M's
- Mars
- Mentos
- Milka
- NATURE VALLEY
- Orbit
- OREO
- Snickers
- TOBLERONE
- בייגל
- בייגלה אסום
- ביסצ
- במב
- מקוזל
- פסק טן
- טראנס
- פפרח
- קינדר
- קינדר ביצת מפתיעה
- קלי
- שוקולד פרד
- שוקולד פור
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- NGO

- BEN & JERRY'S

מוצר חלב ג'ררי

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גלידת שטריאנס
דנה
יאנס אד
נריה
יולה
יטבחה
מנגנום
מולהובד
מילי
מוק
קנגורו תונזה
תונזה

מוצרי חשמל ואלקטרוניקה
iPod
KENWOOD
AEG
BOSCH
Canon
iRobot
KITCHEN AID
LG
MAGIMIX
Panasonic
PHILIPS
Samsung
SIEMENS
SONY
TADIRAN
TEFAL
TOSHIBA
אלקטרה
ינווואן
פליליסטיין
תמי

מוצרי מזון
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HEINZ
Hellmann’s
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- השחר העולה
- טבisión
- די מרדכי
- מאפים אנגל
- טבלא
- מונג
- סטארקוסט
- פלטז בכר
- סנפרוסט
- טלית
- שן הדר
- קשת צבר
- עלי
- קלנג
- קנור
- סטראטוס
- קנו
- סטריאומן
- שיק
- Quaker
- שולום
- שולחן

מוצריוĽכניוקות ولילדי
- chicco
- Disney
- fisher price
- johnson's baby
- LEGO
- Pampers
- Philips AVENT
- playmobil
- Similac
- אינטיק
- סקיני
- מתנה
- מיקי מאה
- קומי בלה
- שילב

משקאות
- Coca-Cola
- Coca-Cola Zero
- Fanta
- FUZE TEA
- NESTEA
- Red Bull
- Schweppes
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فيرגט

משקאות חום
JACOBS
Lavazza
NESCAFE
Taster's Choice
NESPRESSO

יפיצי
ليبון
קפה טורקי עלית
קפה נמס עלית
קפה ליהלו
שוקולית
נדר
אורי
אוטובוסים
אפרירקה ישראלי
אסטורום
ג'סי
ירנוק
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KING DAVID
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yes PLANET

אל על
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הלוי
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Swatch
מיכל נגרין
תקשורת ומחשבים
Android
apple
DELL
Galaxy
HP
IBM
iDigital
Intel
IPAD
iPhone
LENOVO
Microsoft
NOKIA
Windows
בזק
בזק בינלאומית
פלאפון

https://www.ynet.co.il/articles/0,7340,L-4953623,00.html