



## Media Coverage

Country	Date	Publication
Poland	2014	Press Clippings

# SUPERBRANDS CREATED IN POLAND 2014/2015

We are pleased to announce that **KOLASTYNA** brand was awarded the **SUPERBRANDS CREATED IN POLAND 2014/2015**. Superbrands is a prestigious award given for over 18 years by the international organization The Superbrands Ltd., operating in 87 countries.

2400 brands in 110 countries have taken part in certification process. The process is intended to identify the strongest brands present on the Polish market in terms of their image. Experts, journalists and consumers create a list of brands. Then, according to the consumer research carried out by ARC Rynek i Opinia, the highly noted Polish brands are distinguished. The criteria that has been considered was brand awareness and willingness to recommend.

# Superbrands

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Superbrands®  
POLSKA



**KOLASTYNA**

w wyniku badania konsumenckiego na próbie  
15 035 respondentów, otrzymuje tytuł

**CREATED IN POLAND  
SUPERBRANDS 2014/15**

Stephen Smith  
CEO Superbrands Ltd.

Uzyskany tytuł jest jednocześnie zaproszeniem do Klubu Superbrands.



PARTNERZY STRATEGICZNI SUPERBRANDS



STRATOSFERA



THINKTANK



<http://www.kolastyna.pl/en/discover-kolastyna/awards/superbrands-created-in-poland-2014-2015/>

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09.12

2014

### Cukier Królewski awarded "Created in Poland Superbrands 2014/15" title

Cukier Królewski brand - one of the leaders among sugar producers, was honoured with the "Created in Poland Superbrands 2014/15" title in "Food and cooking" category. The award is granted basing on an independent study conducted on a sample of more than 15 000 respondents. Which means it is a most comprehensive consumer program in Poland.



Popularity of Cukier Królewski brand was already confirmed several times in various consumer and industry plebiscites and rankings. The "Created in Poland Superbrands 2014/15" title is consecutive important success, which confirms brand position on the Polish market. Since, the aim of the study is to select consumer and business brands with the strongest image, a great satisfaction from receiving the title is understandable. Awards granted by consumers are like an Olympic gold for us, we treat them as a sign of trust, that can not be overestimated. Every success of that kind is a confirmation of consumers loyalty but it is also a positive feedback. We want to thank both consumers and experts, and ensure that we are constantly working on maintaining a high level of trust – basing on the highest quality and communication with consumers - says Teresa Mroczek-Krupa, Sales and Marketing Director, Südzucker Polska SA.

Before the survey, experts and journalists monitor the market, create a database of the most important brands and divide them into categories and subcategories, among which the respondents can make a choice. "Created in Poland Superbrands 2014/15" title awarded to Cukier Królewski brand in the "Food and Cooking" category (subcategory of "Food, semi-finished products") is special because only brands that originated in Poland are taken into the study. The title is awarded to leaders in over 80 countries - the strongest consumer brands. The study is conducted by the ARC Rynek i Opinia, brands identified by the respondents are assessed by a special committee composed of experts in the field of marketing, advertising, PR and branding.

<http://suedzucker.pl/en/news,192,cukier-krolewski-awarded-created-in-poland-superbrands-2014-15-title,1241.htm>

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## Agnieszka Holland Wins Culture.pl Superbrands Award



[Culture.pl](http://Culture.pl)

2014/05/28



Agnieszka Holland with Culture.pl Superbrands Award and Paweł Potoroczyn - the Director of the Adam Mickiewicz Institute, photo. Kuba Kiljan

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During the 10th Superbrands Gala in Warsaw, the main prizes were collected by representatives of the 46 strongest Polish brands.

Agnieszka Holland and Roman Gutek were amongst them, receiving the special Adam Mickiewicz Institute and the National Cultural Centre awards, respectively.

On May 27, 2014, representatives of the worlds of business, marketing, culture and show business met at the Superbrands 2013/2014 Gala to celebrate the success of the strongest brands of the domestic market. This year's gala was organized on the occasion of the award's 10th anniversary. Winners received a total of 23 Superbrands statues handed to the strongest consumer brands and seven Business Superbrand statuettes for corporate and B2B brands. 33 brands received Created in Poland Superbrands awards for works which are a result of a Polish approach to branding. Superbrands is a tradition of giving out honorary awards for outstanding merit in promoting Poland around the world. This year, the winner was the former President of Poland, Aleksander Kwaśniewski, described by Marek Belka (former Polish Finance Minister), as a politician who “was given a chance to implement the two largest political projects of contemporary Poland - entry into NATO and to the European Union”.

During the ceremony, two special prizes were also handed to outstanding Polish cultural personalities. Culture.pl Superbrands is an award established by the Adam Mickiewicz Institute in cooperation with Superbrands Poland, which has been awarded to personalities for active promotion of Polish culture abroad since 2012. So far, [Krzysztof Warlikowski](#), [Grzegorz Jarzyna](#) (2012), and [Tomasz Stańko](#) (2013) have received the award. This year, the statuette was given by Paweł Potoroczyn – the director of the Adam Mickiewicz Institute to [Agnieszka Holland](#) - an outstanding screenwriter, film and theatre director.

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The Culture.pl Superbrands Award was granted by a jury consisting of newspaper and weekly magazines editors: Piotr Mucharski (Tygodnik Powszechny), Piotr Bratkowski (Newsweek), Piotr Witek (Wprost), Łukasz Grzymisławski (Gazeta Wyborcza), Bartłomiej Chaciński (Polityka), Jacek Marczyński (Rzeczpospolita), the director of the Adam Mickiewicz Institute - Paweł Potoroczyn and the director of Superbrands project - Monika Kowalewska.

The name of Agnieszka Holland is a desirable and respected brand, and a global one. She is a Pole and a citizen of the world, a great authority and director who is not afraid of difficult subjects and never uses simplifications. She shows Poland to the public as a subject for discussion with a great dose of openness and wise criticism. She appreciates the freedom of others and accepts their differences, and is very much engaged in public affairs. – said the jury in support of their decision.

### [“I Have the Freedom Gene” - Interview with Agnieszka Holland](#)

This very year, in cooperation with Superbrands, the National Culture Centre Award for the strongest Polish cultural brand was given for the first time. Its winner is the creator of the Warsaw Film Festival and co-creator of Gutek Film – Roman Gutek. The prize was given by the director of the National Culture Centre - Krzysztof Dudek. On behalf of the absent laureate, the award was accepted by the Marketing and PR Director of the T-Mobile New Horizons International Film Festival, Marcin Pieńkowski.

The celebration of the 25th anniversary of free Poland has just begun, it's a time to make summaries: we are talking about the successes and failures that have occurred in these past years. We remember the fathers of our liberty, but we also speak of the people who developed this freedom the most. In the field of cinematography, such a person - not just a “superbrand”, but a “Man of the 25th anniversary” - is certainly Roman Gutek. - said Krzysztof Dudek, the National Culture Centre's director. After the official part of the ceremony, the invited guests watched a concert by [Katarzyna Nosowska](#).

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We are proud to celebrate the 10th anniversary of the Superbrands project in Poland. More importantly, it coincides with the three other important anniversaries which triggered the transformation of our country – Polish freedom, joining NATO and accession to the EU. Those changes allowed brands to flourish on the Polish market. I congratulate all winners and I wish them further successes in building a strong brand - said Monika Kowalewska, the director of Superbrands Poland project.

The organizer and the exclusive representative of Superbrands Ltd. in Poland is the New Communications Agency. This year's strategic partners are: Stratosfera, ARC Market and Opinion, Dragon Rouge, the Adam Mickiewicz Institute, the National Cultural Centre, the International Advertising Association IAA, RedExperts, and media partners: ThinkTank, PRoto, Mediarun, Onet, Nowy Marketing and naTemat. translated: Katarzyna Maksimiuk, 28.05.2014

<http://culture.pl/en/article/agnieszka-holland-wins-culturepl-superbrands-award>

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02.03.2014

### Superbrands for Cleanic

This year, already for the eighth time in Poland, the international organization The Superbrands Ltd., currently operating in 87 countries, has chosen the strongest consumer brands on the Polish market.



Through the recognition of clients, Cleanic - a brand known for high quality of its products and innovative solutions - has received a prestigious award called Created in Poland Superbrands 2013/2014 in the category of beauty and body care. This distinction is all the more important as it was based on extensive consumer research carried out by ARC Rynek i Opinia within the group of 15.000 respondents. The factors taken into account were: brand awareness among customers and willingness to recommend it to others.

We are extremely proud of this award and at the same time, we want to thank our customers without whom we would not be able to receive a title Created in Poland Superbrands 2013/2014.





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[http://www.harperhygienics.com/en/news/news/?tx\\_ttnews%5Btt\\_news%5D=142&cHash=5be295dd48e1dff8f3534fd89b4cce3a](http://www.harperhygienics.com/en/news/news/?tx_ttnews%5Btt_news%5D=142&cHash=5be295dd48e1dff8f3534fd89b4cce3a)

# AKTUALNOŚCI

25 February 2014

## Among the best Polish business-to-business brands!

Konsalnet Holding S.A. has been recognised in this year's Superbrands contest in two categories: Business Superbrands and Created in Poland Business Superbrands.

Superbrands are a prestigious distinction, awarded for nearly 20 years all over the world by the independent organization The Superbrands Ltd. The organization rewards the most recognizable and strongest brands in each of the 85 countries where it operates. The Superbrands Business Brands Council (made up of the most important representatives of Polish business, capital markets, economic media and brand image experts) also listed the largest security company in Poland – Konsalnet – among the leaders on the Polish market of corporate brands and B2B brands.

Konsalnet's second distinction – the Created in Poland Business Superbrands – is awarded to brands that have been created in Poland. The idea of the competition was to show special appreciation of brands of Polish origin, whose strategies had been devised by Polish specialists. The winners were selected in the Superbrands Certification Process, prepared in conjunction with the research company ARC Rynek i Opinia. Fifteen thousand consumers took part in the survey. Their task was to indicate which brands, whose logos were presented to them, were known to them and how much they would be willing to recommend them to their friends and relations. On the basis of the results, an indicator was created that took into account both brand awareness and readiness to recommend the brand within the confines of a given

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category. The title Created in Poland Superbrands is awarded only to the strongest brands in each category.

<https://www.konsalnet.pl/en/2014/02/25/best-polish-business-to-business-brands/>

2014-05-28

## Created in Poland Superbrands po raz drugi dla TOPEX

**Created in Poland Superbrands** to plebiscyt, w którym nagradzane są **największe i najpopularniejsze polskie marki**. W tegorocznej edycji przebadano siłę wizerunkową 2000 marek. Laureatów wybrano w oparciu o odpowiedzi **15.000 respondentów** którzy oceniali **znajomość marek oraz skłonność do ich polecenia**. Jednym ze zwycięzców prestiżowego konkursu jest najpopularniejsza polska marka narzędzi ręcznych – **TOPEX**, której przyznano wyróżnienie po raz drugi z rzędu.

Created in Poland Superbrands 2013/2014 to wyróżnienie przyznawane **wyłącznie markom powstałym w Polsce**. W tegorocznym zestawieniu nagrodzono ok. 300 najpopularniejszych brandów. Marka TOPEX została nagrodzona w kategorii „narzędzia domowe i ogrodowe, elektronarzędzia”. Serdecznie dziękujemy za uznanie!

### **Wielka Gala Superbrands z okazji 10-lecia obecności w Polsce.**

Tegoroczna jubileuszowa Gala Superbrands ukoronowała 10-lecie projektu w Polsce. Przedstawiciele 46 najsilniejszych marek odebrali statuetki. Nagrodę honorową Superbrands otrzymał Prezydent RP Aleksander Kwaśniewski, a Agnieszka Holland i Roman Gutek nagrody specjalne Instytutu Adama Mickiewicza i Narodowego Centrum Kultury.

We wtorek, 27 maja, przedstawiciele świata biznesu, marketingu, kultury oraz show biznesu spotykali się na Gali Superbrands 2013/2014, by po raz kolejny wspólnie uczcić sukces najsilniejszych marek obecnych na rodzimym rynku.

W tym roku była to szczególnie, bo jubileuszowa, gala organizowana z okazji 10-lecia projektu w Polsce. Laureaci odebrali 23 statuetki Superbrands, przyznawane najsilniejszym markom konsumenckim oraz 7 statuetek Business Superbrands dla marek korporacyjnych i B2B. Aż 33 marki otrzymały Created in Poland Superbrands – nagrody dedykowane markom, będącym dziełem „polskiej myśli brandingowej”.

Nagrodę przyznaną marce TOPEX odebrali: Piotr Potowski, Dyrektor Generalny oraz Daniel Szafuła, Dyrektor Marketingu Grupy Topex.

### **Marki, które zostały nagrodzone godłem Superbrands 2013/2014:**

Superbrands 2013/2014: Atlas, Apart, Atlantic, Biedronka, Bosch, Cisowianka, Dekoral, Fervex, Gino Rossi, Jan Niezbędnny, Kappahl, Koło, Krakus, Lidl, Morliny, Multikino, Onet, Simple Creative Products, Samsung, Siemens, Super-Pharm, Tesco, Zelmer,

**Created in Poland 2013/2014:** Atlas, Apart, Atlantic, Biedronka, Black Red White, Ceramika Paradyż, Cisowianka, Da Grasso, Dekoral, Drogerie Natura, Falvit, Gino Rossi, Grupa PSB, Home Broker, Jan Niezbędnny, Jedyńka, Koło, Krakus, Lux Med, Loyd, M1, Mokate, Monnari, Morliny, Multikino, Oknoplast, Onet, Polski Cukier, Simple Creative Products, **TOPEX**, Warta, Wittchen, Zelmer

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Business Superbrands 2013/2014: Grupa Lotos, Lux Med, PwC, Radio PiN, RWE, Volvo Trucks, Warta  
Więcej informacji na stronie [www.superbrands.pl](http://www.superbrands.pl)

<http://www.grupatopex.com/news/index/view/id/188>