



Media Coverage

Country	Date	Publication
Saudi Arabia	2013	Press Clippings

Du declared 'Brand of the Year' 2013 by superbrands

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Superbrands, the independent authority and arbiter of branding, announced that 'du' has won the coveted 'Brand of the Year' award at the 9th annual Superbrands tribute event, which was held at the Intercontinental, Dubai Festival City. 52 leading UAE brands were awarded the 'Superbrands' status at the gala event, which is also dubbed globally as the 'Oscars of Branding'. The event was attended by the country's most prominent senior business, marketing and branding executives and saw the unveiling of the 2013 Superbrands book featuring many of the brands voted as Superbrands.

Speaking at the tribute event, Mike English - Director, Superbrands Middle East said, "I am particularly delighted that du has won the 'Brand of the year' award for 2013. They have positioned their brand perfectly and have worked exceptionally hard to ensure that their consumers get the best possible service. du's brand has won the trust of consumers and is well placed to become the number one in the market place."

Since its inception in 2006, du has worked hard to enhance and expand its bouquet of propositions in an industry that is at the heart of economic and social transformation. Bringing people and businesses together is what the company does best, offering mobile and fixed telephony, broadband connectivity and IPTV services to people, homes and businesses all over the UAE.

In recent years du has become one of the UAE's most prominent brands, winning many awards and honours. Just last year, du was granted the highly regarded and internationally accepted ISO 14001 and OHSAS 18001 certification accredited as a sign of excellence in health, safety and environmentally friendly practices. This particular accreditation acknowledges the efforts du is making across all sectors of the business to be an example-setting leader in planet-friendly practices.

As a contributor to the wellbeing of the UAE, du has embarked on a number of social initiatives to promote a sense of community, to encourage personal growth through sport and create awareness for causes or events that affect the lives of UAE residents. The company continued the annual tradition of providing almost 163,000 Iftar meals during Ramadan, while the company's yearly blood donation campaign (Drop of Life) saw hundreds of employees donating blood.

"Winning a Superbrands title provides a strong platform to be able to support the strength of the brand while addressing the entire range of the organizations' interactions with employees, customers both existing and potential, investors, suppliers, media, etc. The tribute event is a celebration of these high profile brands and the people who contribute to their success."

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The Superbrands Council, which comprises of some of the leading names in UAE business circles, compile the shortlist which is then scored online by more than 2,500 marketing professional. The brands that scored more than 80% of the total possible marks were declared Superbrands by the Brand Council. The brands, which meet the stringent criteria set by the council are awarded with Superbrands status.

Most of the selected brands appear in the Superbrands UAE book, which traces the history and achievements of each of the brands. The 2013 Superbrands book is a coffee table book, which includes a two-page profile of each Superbrand tracing the foundation and development of the brand and a 'Things You Didn't Know section' highlighting interesting facts about the brand and its unique achievements.

"It is heartening to see so many of the UAE's home grown brands make it into the Superbrands UAE book alongside large corporate entities and world famous FMCG brands. We ensure that the participation in the book is by invitation only and is a recognition brand value and the enormous effort that makes them such successful brands." Mr. English concluded.

<https://www.albawaba.com/business/pr/du-superbrands-497091>