

Superbrands

Media Coverage

Country	Date	Publication
Singapore	2011	New Straits Times

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Singapore	2011	New Straits Times

Special Superbrands 2011

THE STRAITS TIMES THURSDAY, JUNE 9 2011 PAGE A



Turning ideas into reality

Walkman creator Sony makes waves with its innovative products

by April Chua

If YOU come across any Sony advertisement, you are likely to see its brand message "make believe" featured prominently below the brand name.

According to Sony South-East Asia managing director Mr Naoki Nakanishi (right), "make believe" symbolises the spirit of the Sony brand.

He says: "It stands for the power of our creativity, our ability to turn ideas into reality and to believe in anything we can imagine, we can make real."

Indeed, the consumer electronics conglomerate seems always capable of turning its creative game-changing concepts into marketable consumer behaviours and innovations.

A good example would be the Walkman, which Sony first launched in 1979. The portable cassette player was the first device with original designs.

Sony's other popular products line include the award-winning Bravia TV brand of LCD and LED televisions, premium audio and home theatre systems. The latest Bravia NX television

comes with a minimalist "Meticulous Design" and features a扁薄 (thin) design that leaves the impression of the smartphone's screen.

Sony has also introduced new accessories and beginners alike will be able to use the NEX ultra-compact digital SLR cameras that feature a new lens system with interchangeable lenses.

Says Mr Nakanishi: "We do not just develop products, but also products that appeal to their needs and wants for better functional offerings for the betterment of all."

Another example would be the Walkman, which Sony first launched in 1979. The portable cassette player was the first device with original designs.

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values embody the spirit of our "make believe" statement," says Mr Nakanishi.

While Sony's innovative products already have a huge following, it augments its product range with new ones that intend to let up its marketing

"feet". Besides the direct email contact with our loyal Sony members, Sony also develops a mobile application that allows customers to receive news elements like blogger engagement programmes and interaction via our website. This allows Sony to constantly engage with its customers and keep them up to date with new and exciting content," says Mr Nakanishi.

"We also encourage innovation in product planning and production, as well as in the way we interact with the right products at the right time," he adds.

The company also extends its creative streak to product packaging and branding.

"One of what has never been done before" and "Always stay one step ahead" are two of Sony's corporate philosophy and represent its design philosophy. You can say that these

are the best places to engage them with exciting and innovative products that appeal to them," he says.

He adds: "The consumer electronics market has changed significantly – from the days when Sony was at the forefront of this change."

Something for everyone

CTC Travel customises tour packages to meet niche travellers' needs

PRODUCT innovation is observing a steady trend among travel companies here, the company has already developed a customised product line to target the MICE segment in the highly competitive travel industry.

In the MICE market, the travel services giant has what it calls an exclusive "Private Collection" travel package, which is offered from here. The company has dedicated a concierge service that tailors travel itineraries to meet the needs of the business traveller.

Mr Wong Hoe Ling, CTC Travel's chief executive officer, says the company offers customers a wide range of popular destinations such as Thailand, Japan, Australia and New Zealand, as well as they incorporate halal meals, prayer times and mosque visits into the travel itineraries.

additives, groups in these tours are mostly English-speaking tourists or Malay-speaking guests.

Also in the company's product line are tour packages for meetings, Conferences and Exhibitions (MICE) targeted at the corporate sector, which are designed for small groups and not forgetting the ubiquitous Indonesian and continental travel packages.

In fact, CTC Travel pledges itself on being proactive and a trend-setter in the travel industry, which is not afraid to take risks, work hard and demand more of itself," to come up with unique travel packages, says Mr Wong.

Especially, the company may be doing something right, given that CTC Travel has been able to increase its sales revenue every year to

reach a myriad of travel destinations around the world.

Mr Wong says CTC Travel has recorded a growth rate of 15 per cent over the past five years and ranks among the top 10 travel service providers here, with a turnover of \$10 million. He adds that the company's strong products are only part of the reason why it does well, as the company's customer service forms the other part of the equation.

The company's belief is that business success is reaped through the provision of high quality and value-for-money travel packages, added an exceptional level of customer service standards, says Mr Wong.

Mr Wong says CTC Travel's strategy is to digitise its customer service, as meeting with customers often goes beyond the physical office.

Apart from offering online booking facilities as a convenient way for customers to book with it, CTC Travel has also gotten on the social networking and website bandwagon to reach out to its younger customer inclination towards such media.

Mr Wong says as consumption of digital media intensifies, the company intends to tap on its various online platforms to offer research and to move customers.

The company also plans to tap on technology to streamline its customer relationship management (CRM).

"We will work with an established vendor to build a base of loyal customers and once we have built our base, we can start to influence with a more intelligent insight-led strategy to help us to increase CTC's recognition and to attract and drive sales revenue with CRM," he says.

Mr Wong adds: "We believe that the company strives to "go beyond boundaries and to new partnerships" in its quest for growth and expansion." — April Chua

CTC Travel's Harmonic Holidays packages are specially designed for Muslim customers.

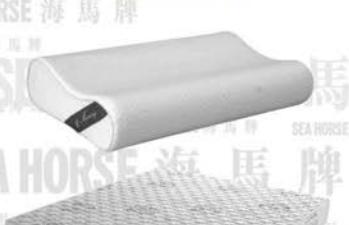


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Junction 8 Shopping Centre, #03-02A
Lot One Shoppers Mall, #03-15

Bukit Panjang Plaza, #02-05/06
Semawang Shopping Centre, #02-21
Hong Boon Plaza, #03-11B
Nex #03-18 @ 23 Serangoon Central

Malaysia Shops:
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Baru, 80000 Johor
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* Survey source based on The University of Hong Kong and The Nielsen Company (Singapore) Pte Ltd

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THE STRAITS TIMES THURSDAY, JUNE 9 2011 PAGE 2

by siewad osman

PASSION: It is the core value that drives the rapid growth of Nubox outlets in Singapore.

Specialising in Macs and other Apple products, Nubox and its staff of 70 "Nuboxers" share the passion for Apple products and experiences with their customers.

It also believes strongly in teamwork, which is why every outlet is good sporting a strong towards competitiveness.

Building strong long-term relationships with customers is a key strategy for the company to be part of their success. "We are closer and closer to the younger generation of consumers, if offers services such as Nubox Academy," says Tan.

Nubox, which is under the parent company Newstead Technologies, set up its first outlet in 2006, and in less than three years, five of the stores in the heartlands are at Jurong East, Toa Payoh, Yishun, Tampines, Cassoway Point and Serangoon's new mall.

Mad about Mac

A passion for sharing IT knowledge with customers has helped Nubox to grow and become synonymous with Apple products



These stores offer the full range of Apple desktops, notebooks, displays, software, iPods, iPads, iPhones and related accessories.

Convenience for customers in the suburbs is also achieved through the Nubox Express Mail service, where customers can bring in their Apple products for diagnosis or servicing.

Nubox plans to open three new outlets in 2011, says Mr Tan, the managing director of Newstead Technologies.

Last year, Nubox won Apple's Gold Partner Award.

It was also awarded the Singapore Tourism Board's Silver Star by Singapore Tourism Board.

Nubox staff have been training, interacting with customers, so customers test Apple products and make informed choices about their purchases.

The company organises regular in-store demonstrations and trainings to help customers get the most out of their purchases.

Shoppers can enjoy a relaxing and

friendly environment in Nubox outlets, where the shopping experience includes diagnostics, servicing and repair, as well as a lounge for the latest editions.

A Nubox membership programme is also in place and the company will continue to offer a mixture of old and latest Apple products and accessories.

Mrs Tan says: "Nubox is serious about our passion for Mac and all things Apple."

"We engage our customers through our website, email newsletters and Facebook. Our Facebook page has a good number of fans and we interact with them regularly through this online platform."

"Through Facebook, Nubox shares news about its latest products such as the latest activities and happenings at its outlets and work-place, as well as promotional offers."

"Nubox also works with various partners to enhance its outreach and provide more value to customers through joint promotions."

Sweet success

Moving onto digital platforms to engage younger customers is paying off for SIS Sugar

by susan chen

ALTHOUGH first-time Superbrands winner SIS Sugar started engaging younger customers via social media marketing only last year, it has begun to take off.

The 44-year-old household brand, whose primary consumers are housewives, has a presence on Facebook last year which generalised an online audience. A lot of them recalled they had eaten SIS Sugar from their homes.

Quite a lot of the contestants also recalled our famous singe from the SIS Sugar campaign, which had been Digital media has opened up new markets for SIS Sugar.

From an awareness point of view,

these improvements have now resulted in a whole new audience for SIS that traditionally we did not have, and people who will one day become the decision-makers in the future," says Mr Nelson.

Sugar also shares recipes, baking and cooking videos on Facebook. The company also has a YouTube channel.

Says Mr Nelson: "In all those areas, there is an opportunity for SIS to engage with consumers and draw them in.

However, the company is delighted to see that SIS is a clear leading brand in its category and continues to be the go-to brand for SIS," he adds.

Recognising the value of branding and marketing in SIS, the company has invested in its marketing department.

The company is also developing marketing strategies and initiatives to re-connect with its consumers and draw new users to SIS.

Mr Nelson says: "We are currently wide-launching with new packaging designs that will communicate the quality of SIS and what it means to consumers both in Singapore and in our overseas markets."

"Without our consistency in providing excellent products and services, we would not be able to sustain our success over the years," says Mr Nelson.

Interestingly, SIS Sugar has not engaged in aggressive advertising.

"In that sense, the strongest indicator of SIS would be the consistency of the product and the fact that it provides the same level of quality and enjoyment, year after year," explains Mr Nelson.

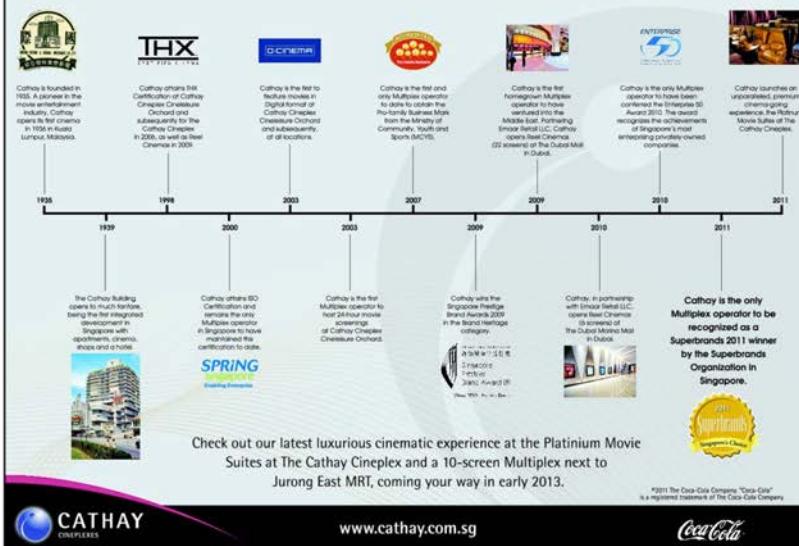
"Without our consistency in providing excellent products and services, we would not be able to sustain our success over the years," says Mr Nelson.



Digital marketing has enabled SIS Sugar to reach out to a whole new audience that traditionally it has not been able to do so, says Mr Nelson.

PHOTO: SIS SUGAR

Thank you for making Cathay Cineplexes your favourite cinema-going destination and a Superbrands 2011 winner.



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Crystal Jade created the double-boiled sea whelk and chicken with starfruit as part of the Health Promote Board's Healthier Choice Programme to include fresh ingredients in a soup recipe. PHOTO: CRYSTAL JADE CONCEPT HOLDING

As precious as jade

The award-winning Crystal Jade restaurant chain is on a roll, picking up its third Superbrands honour.

By Susan Chen

INNOVATION is key for Crystal Jade Culinary Concepts Holding.

This is evident in its multiple dining concepts, from its signature dim sum dishes whipped up at its restaurants. From fine dining restaurants to specialty outlets such as bakeries and patisseries and bakeries, Crystal Jade has come a long way since it started as a little food stall in Cathay Hotel in 1992, and to continue to woo new customers, Crystal Jade has dedicated teams of executives to constantly review its equipment for its various dining concepts.

Having outlets in the regions, including China, Japan, Thailand and Malaysia, also offers them new ideas.

For example, its latest pig's knuckle dish, a Cantonese delicacy, was inspired by Korea, where knuckle is known as 'bone confluence' during midwinter.

Another dish, double-boiled sea whelk and chicken with starfruit and pomelo, was created as part of the Health Promotion Board's Healthier Choice Programme to include fresh vegetables in a soup recipe.

Crystal Jade was a step further to many restaurants in Hong Kong and Singapore — the le be hui and prawn dumplings, for instance, were a must-order item, which beats the Hong Kong's Cristal's record and filled with spongey meat.

The recent rice dumpling festival also saw Crystal Jade launching a popular rice dumpling range, the rice dumpling — Cold Latte Dumpling with Marshmallow and Cold Orange Dumpling with Aloe Vera.

Crystal Jade's name is synonymous with quality. We are known as a consistent quality food-service provider. Under no situation will Crystal Jade compromise to use Supply of a lower grade
— Mr Ip Yiu Tung, chairman, Crystal Jade

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Image Creative Design, established since 1995 was founded by three brothers who shared a mutual passion to create an interior ambience in residential and commercial properties offering innovative services and quality workmanship to enhance lifestyle experience and bring out the best in people at its solely owned 6,000 sqft flagship Showroom.

"A Brand is a promise to the customer. In Image Creative Design, we make our promise more innovative and relevant to our customers. We transform our customers' ideas into reality and create quality space to enhance their living lifestyle. By keeping to our promise, Image Creative Design is proud to attain the status of a 'SUPERBRANDS'."

Roger Tan, Ethan Tan and Randy Tan

Directors

Vision

"Our Vision is to create Quality space for Homes in pursuant to a modern living lifestyle."

Mission

"Our Mission is to become the leading Design Specialist in providing the best in interior designs and services."

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THE STRAITS TIMES THURSDAY, JUNE 9 2011 PAGE 15

More than skin deep

Home-grown lifestyle chain Jean Yip Group is proof that beauty is serious business.

by Susan Chen

IT SPAKES NO efforts to make others beauty. As a home-grown lifestyle brand, Jean Yip Group places great emphasis on research and development and has invested heavily in equipment and technology to achieve its mission of helping to beautify the world.

Jean Yip, founder, operations manager and ambassador of Jean Yip Group; we provide customized treatment programs for all personal care needs. We work with research and development (R&D) partners to constantly bring in new technology, state-of-the-art equipment and the best suitable products to offer the most effective treatments to cater to our customers.'

She adds: 'For instance, from our signature facial treatment R&D Skin Rejuvenation to R&D Advance - The Miracel of Light, we are constantly upgrading our range with various technology that caters various treatments to diverse skin concerns.'

The company's commitment to R&D is evident in its proprietary products such Herb De Orient, Clinica and Biogen.

Jean Yip Group offers a comprehensive personal care product range for skin, body and hair — was launched in 2008. Produced under license with brands from over 100 brands, the products are specifically tailored for Asian skin and hair conditions.

In 2009, Jean Yip founded Oriental Hair Solutions, a hair extension company problems and uses salon-grade Herb De Orient products for efficacy.

We thank all our customers for their relentless trust and support with Jean Yip Group all these years. We promise to continually strive to innovate new products and services which cater to every customer to serve their needs.'

— Ms Cherry Hsu, operations manager and ambassador, Jean Yip Group

On the slimming front, in 2005, it launched its first slimming center, slimming and contouring for women. The brand integrates various body care and slimming products under the banner of Jean Yip Group.

Established 38 years ago, Jean Yip Group today offers quality beauty and lifestyle solutions that include hairdressing, facial, slimming, nail art, body slimming and body care and quick beauty services such as nail care, eyebrow embroidery, eyelash extensions and various solution-based personal care products.

It has eight brands under its wing: Jean Yip Group, Jean Yip Beauty, Jean Yip Hair, Jean Yip Slim, Jean Yip Academy, The School of Hairdressing, Oriental Hair Solutions and Herb De Orient.

Its latest offering, Jean Yip Loft, is situated at the basement of its main outlet.

Tested as a unique lifestyle concept housed in a seven-storey building, Jean Yip Loft offers a wide range of beauty services such as scalp treatments, facials, manicures, pedicures, nail art for men and women. Located near the Outram Park MRT Station, it also has a little roof top spa pool and bar on the seventh floor.

On winning Superbrands the second year running, Ms Wei says the group is proud: "We are all very grateful for their trust, confidence in and support with Jean Yip Group all these years. We promise to continue to offer innovative new products and services which cater to every customer to serve their needs."

To maintain its high-end and high-end presence, Jean Yip spends between \$1 million and \$1.5 million on marketing and advertising yearly.

It commissions television programmes annually to promote its hair and beauty care solutions and invests heavily in advertisements in print, television and outdoor media to keep its customers abreast of its latest products and promotions. It is also on Facebook.



Jean Yip Group offers total quality beauty lifestyle solutions that include hairdressing and scalp care, skin care, slimming and body care.

PHOTO: JEAN YIP GROUP



Sa Sa

The Largest Cosmetics Specialty Store Chain in Asia

Sa Sa International Holdings Limited (Sa Sa), a leading cosmetics retailing group in Asia, was listed on The Stock Exchange of Hong Kong Limited in 1997. The group has over 200 retail stores and counters in Asia. The Sa Sa Group employs over 3,000 staff in six markets across the region, covering Hong Kong, Macau, Mainland China, Singapore, Malaysia and Taiwan.

As Asia's leading cosmetic retailing group, Sa Sa is proud to present a list of deserving awards that truly establish the retail group's reputation for quality in the marketplace. To name a few, Sa Sa is the largest cosmetics retail chain in Asia and one of the top ten retail groups in Hong Kong, according to the "Retail Asia-Pacific Top 500" rankings of Retail Asia Magazine, KPMG and Euromonitor in 2010. In Singapore, Sa Sa also received the Gold, Silver and Star Awards at the Excellence Service Award in 2010 and has qualified to be the member of Singapore Service Star 2010/11.

As a leading "beauty specialist" operating one-stop cosmetics specialty store, Sa Sa offers a broad selection of beauty and cosmetics products in Asia more than 400 international brands, 15,000 beauty and healthcare products. Our well-trained beauty consultants deliver professional and personalized services to our customers while assisting every one of them to make the right choice from our wide range of quality products.

Thank you to the support of all our loyal customers and we will continue to deliver our high level of products and service excellences to you.



Superbrands

Media Coverage

Country	Date	Publication
Singapore	2011	New Straits Times

Special Superbrands 2011

More exposure with new media

Digital marketing and social media provide Superbrand companies with new ways of engaging their customers

Akira
Akira takes quality and healthy home cooking to the next level with its range of high-end kitchenware products. The brand, owned by TIT International, has been in the market since 1987 and is well known for its range of high-quality products with the advent of the LED TV 1% and 10% discounts. Akira's website features a blog section featuring best-of-the-best cooking tips and reviews, as well as a forum where users can share their own cooking experiences.

Image Creative Design
Image Creative Design is a creative design company that designs creative designs for clients. The company offers a wide range of services, including graphic design, web design, and digital marketing. It also offers a range of services such as logo design, branding, and website development. The company's website features a blog section where users can share their own creative ideas and experiences.

Supersure
Supersure has continuously invested in product innovation, including the introduction of a new range of containers that are more durable and longer-lasting. The company's website features a blog section where users can share their own experiences with the product.

Tupperware
Tupperware has continuously invested in product innovation, including the introduction of a new range of containers that are more durable and longer-lasting. The company's website features a blog section where users can share their own experiences with the product.

Ocean Health
Ocean Health is a healthy food and beverage brand that offers a range of products, including juices, smoothies, and snacks. The company's website features a blog section where users can share their own experiences with the product.

Timezone
Timezone is a family entertainment center that offers a range of activities, including arcade games, bumper cars, and laser tag. The company's website features a blog section where users can share their own experiences with the product.

vhive
vhive is a platform for sharing the power of user-generated content. The company's website features a blog section where users can share their own experiences with the product.

Hockhua Tonic
Hockhua Tonic is a healthy food and beverage brand that offers a range of products, including juices, smoothies, and snacks. The company's website features a blog section where users can share their own experiences with the product.

Sea Horse
Sea Horse is a healthy food and beverage brand that offers a range of products, including juices, smoothies, and snacks. The company's website features a blog section where users can share their own experiences with the product.

Special
Special is a healthy food and beverage brand that offers a range of products, including juices, smoothies, and snacks. The company's website features a blog section where users can share their own experiences with the product.

Superbrands 2011

Abbott
A Abbott is a global leader in nutrition, health care, and medical products.

AKIRA
AKIRA is a leading brand in the kitchenware industry.

Avance
Avance is a leading brand in the kitchenware industry.

BOSCH
BOSCH is a leading brand in the kitchenware industry.

CASIO
Casio is a leading brand in the electronic products industry.

CATHAY
CATHAY is a leading brand in the travel and tourism industry.

Centrum
Centrum is a leading brand in the dietary supplement industry.

Colgate
Colgate is a leading brand in the oral care industry.

dae Crystal Jade
dae Crystal Jade is a leading brand in the food and beverage industry.

FairPrice
FairPrice is a leading brand in the grocery retail industry.

HOCKHUA TONIC
HOCKHUA TONIC is a leading brand in the health and wellness industry.

image
image is a leading brand in the media and publishing industry.

Jean Yiga
Jean Yiga is a leading brand in the fashion industry.

MMI
MMI is a leading brand in the pharmaceuticals industry.

myojo
myojo is a leading brand in the fashion industry.

nielsen
nielsen is a leading brand in the media and publishing industry.

nubox
nubox is a leading brand in the technology industry.

Ocean
Ocean is a leading brand in the travel and tourism industry.

OrangeTee
OrangeTee is a leading brand in the real estate industry.

Rentokil
Rentokil is a leading brand in the pest control industry.

Coffee club
Coffee club is a leading brand in the coffee retail industry.

Ocean
Ocean is a leading brand in the travel and tourism industry.

Sasa
Sasa is a leading brand in the beauty and personal care industry.

SHARP
SHARP is a leading brand in the electronics industry.

SHENG SIONG
SHENG SIONG is a leading brand in the food and beverage industry.

SingTel
SingTel is a leading brand in the telecommunications industry.

SIS
SIS is a leading brand in the food and beverage industry.

SONY
SONY is a leading brand in the electronics industry.

Transitions
Transitions is a leading brand in the eyewear industry.

Tupperware
Tupperware is a leading brand in the kitchenware industry.

vhive
vhive is a leading brand in the media and publishing industry.

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