

Consumer Superbrands 2006 - 2008

Abans	Dilmah	Kandos	NISSAN	SONY
ANTON	Divaina	LAKSPRAY	ODEL	Sri Lanka Cricket
Baby Cheramy	Elephant HOUSE ICE CREAM	LAND ROVER	Panadol	Sri Lanka Insurance
BAREFOOT	Elephant SOFT DRINKS	Link Samahan	RUPAVAHINI	STONE 'N' STRING
CALTEX		LMD	Sampath Bank	Sunlight
Ceylinco Homes	Hameedia	LOLC	SEYLAN BANK	Suntel
Clogard	HERITANCE Kandalama	LWL	SIDDHALEPA	THE SUNDAY TIMES
Coca-Cola	HNB	Maliban	SINGER	TipiTip
DANKOTUWA	Holcim	Mlesna	SINGER Mega	Triumph INTERNATIONAL
DHL	JINASENA	Munchee BISCUITS	SISIL	

Business Superbrands 2007 - 2009

ACL CABLES	CIC Agri Businesses	KELANI CABLES	McLarens	softlogic
Aitken Spence	CIMA	LAUGFS	metropolitan	THE CEYLON CHAMBER OF COMMERCE
AKBAR	conqueror	LMRB	Microsoft	United Tractors
AVALON	FinancialTIMES	LOWE LDB	ORANGE ELECTRIC	Watawala
BOI SRI LANKA	gsk	MĀGA	Phoenix	
brandix	Hayleys	MAS HOLDINGS	PIM	
CGC	Jetwing Sri Lanka	Master Divers	PRINTCARE	

Superbrands

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1.7 Events

CIMA

CIMA Sri Lanka launched their Superbrands status rather effectively at an event patronized by the CIMA Global CEO, Charles Tilley. During the event the organisation also recognised those who won awards at the CIMA Financial Awards recently held in London.

This is a good example of how an event can be created around Superbrands and other related achievements could be recognised. Here was an opportunity to host the Global CEO, recognise achievers and celebrate the Superbrands status, whilst also announcing this to the public.



Lowe LDB

Lowe LDB gathered together with its clients and well wishers at a tastefully organised event to celebrate their Superbrands status.

Achieving Superbrands status was a double celebration for Lowe, as the company turned 15 at the same time as the conferring of this status. So the achievement of Superbrands status was positioned as the fitting culmination of 15 years of successful brand building.

The 15 year celebration was thereby made relevant to both the employees and clients through the award.

1.8 PR

PR activated around your Superbrands status is a quick and effective way to build rapport with customers, investors, employees or the general public. Several Superbrands have used PR either on their own or with the help of a PR agency to communicate their Superbrands status to the public.



1.6 The Award Plaque and Certificate

A Tribute Event is hosted by Superbrands to felicitate the exceptional brands that receive Superbrands status. At this event the Superbrand is presented with a plaque which could be displayed on the walls of board rooms. Organisations are using the accolade thus displayed to motivate staff by reinforcing the company's achievements while also keeping visitors/clients informed of the fact that an international award has been received.



1.5 Online Advertising

Many Superbrands in Sri Lanka have already included the Superbrands accreditation on the work they are doing online. This is a quick and effective way to communicate your Superbrands status as soon as you receive it. It may be as simple as formatting all outgoing mail to include the Superbrands seal or using the company's website to communicate your Superbrands status as yet another achievement.

Lowes LDB

Lowes LDB went a step further. A special Lowes LDB Superbrand website, www.lowesldb.superbrand.com, was launched at a gala event by Unilever Chairman Amal Cabraal, the Agency's first and still its most important client, who paid tribute to Lowes LDB's success in creating over half of Unilever Sri Lanka's Superbrands.



Barefoot

Barefoot carried a release of their Superbrands status on a blog, obtaining feedback on this achievement.



1.4 Outdoor

There are many ways in which the outdoor advertising can be exploited to communicate the Superbrands status. One example where this is being done very effectively is the bus panel advertising that Avalon does.

Avalon



Another unique way of outdoor awareness was generated by Lowe LDB. Superbrands flags were set up at the main entrance to create greater awareness of their Superbrands status among passers by.

Lowe LDB



1.3 Business Stationery

The following are examples of how CIC Agri Businesses and Phoenix are using the Superbrands certificate in their company letterhead and visiting cards respectively.

CIC Agri Businesses



1.2 Packaging

The award seal can be used very effectively on packaging as the following brands have done.

LMD

In the case of Media Services (Pvt) Ltd, the Superbrands seal is being carried on all the LMD publications with the intention of getting it noticed by both advertisers and readers. The organisation hopes that this adds weight to what they perceive to be LMD's numerous competitive advantages. Where the readership is concerned, their image is likely to get enhanced, in that this status is an independent recognition of what LMD has achieved in a relatively short span of time, not to mention it's pioneering status.



Lakspray

A brand that has the Superbrands seal tends to get noticed on the shelf. Many Consumer Superbrands have leveraged the Superbrands status on their pack and Lakspray is one example.



1.1 Advertising on Mass Media

Many leading brands have chosen to advertise their Superbrands status in the Mass Media and some examples are as follows:-

Orange Electric



Maliban Biscuits



While the Superbrands status will not in isolation enable a brand to achieve its objectives, it is nevertheless a supreme endorsement of your product's or service's exceptional status for a plethora of stakeholders and will therefore help to enhance your brand's image.

1. Communicating your Superbrands Status



Brands with Superbrands status are entitled to use the Superbrands award seal on their packaging, advertising & promotional material and any communication vehicle they choose to show customers that they have achieved this recognition for their branding excellence (In the same way many companies expose ISO accreditation).

The examples that follow show numerous ways in which the Brand could associate with the Superbrands status:

This document has been compiled to assist Superbrands in their efforts to leverage the status by providing examples of how it has been done and ideas on what could be achieved.

Companies take on the Superbrands status for a variety of reasons. This could vary from those who see this as a contribution to raise the standards of the marketing and branding industry to those that expect a return on investment. Whatever the reason, set out within this book are a list of activities linked around the Superbrands programme to help you better understand how individual brands and companies could benefit.

Comments from Superbrands

"We are of the view that the Superbrands status gives the Organisation a bit of an image booster and that may be largely due to the way that you have been marketing the Superbrands status. The Superbrands status is today perceived as a means of separating the 'brilliant from the best."

**- Marlon Fernandopulle - Director, Human Resource & Corporate Affairs,
CIC Agri Businesses**

"We have leveraged our Superbrands status quite effectively across all media used for our promotional efforts, eg: mass media, brochures, hoardings, corporate videos, event backdrops, press publicity, website etc."

- Denise Abeyaratne - Deputy General Manager, Ceylinco Homes International

"Achieving the Superbrands status is a good recognition regionally as the value of our brand investment was recognised. This helps to make a case for bigger marketing budgets in the future."

- The Head of Marketing of a Multinational Organisation in Sri Lanka

4. Country Initiative

The Superbrands publication which showcases a collection of brands provides a snapshot of the level of sophistication of the business environment in which we operate. The more developed the economy, the more the number of brands with wider usage of more sophisticated products and services.

Therefore the publication makes a very good marketing tool for those institutions who are involved in marketing Sri Lankan businesses to the world.

Superbrands have therefore established a close working relationship with the CCC, BOI and the Foreign Ministry who have been using the publication to showcase the business capabilities of the country in their efforts to attract foreign investment.

Participation in the programme therefore also contributes to the national effort.

3.5 Creating Awareness

One of our key initiatives is to continue to drive awareness on Superbrands, which is carried out through advertisements in the newspaper, magazines and even a TV advertisement that was carried on Rupavahini. There are regular PR articles to support the various initiatives we carry out, primarily in English but increasingly in Sinhala as well.



Immediately following the Tribute Event, the Superbrands organisation publishes the brands that have achieved Superbrands status in the print media (Generally full and half page ads) with the intention of communicating the country's Superbrands to the public at large.



Being a Superbrand naturally elevates the brands perceptions in the market place, as can be seen in the recent Serendib Magazine write up:

3.3. Our Value Added Products

3.3.1 Customised Covers

Superbrands are given the option of having their own unique customised cover with their own branding for the books that they are entitled to. Some of the custom covers produced by Superbrands Lanka for their clients are as follows:



3.3.2 Customised Brochures

Brands are also given the facility of disseminating their brand story in the manner of a customised brochure. This brochure typically has the brand on the cover and contains the particular brand's story as it appears in the Superbrands publication. This is a more cost effective way to publicize the brand story as opposed to distributing the Superbrands book.

3.4. Our Website

The Internet is recognised as one of the most cost effective forms of advertising available with potential circulation figures/coverage that can't be matched. Using this medium, the Superbrands organisation adds significant value to member brands by featuring the brand stories of member brands on the respective country's website. This is the most effective way to give the general public at large a comprehensive insight into each and every Superbrand at the click of a button.



3.2 Our Events

The International Superbrands organisation has held over 100 global branding events reaching approximately 30,000 delegates. These high profile events celebrate branding success whilst also providing brand guardians with insight and inspiration.

3.2.1 The Tribute Events

The Tribute Event is the culmination of the Superbrands program where in addition to the formal awards presentation, the Superbrands publication is launched.

The occasion celebrates and pays tribute to award-winning brands and is generally an enjoyable and stimulating evening, packed full of networking and presentations from eminent local and international guest speakers. The tribute events held around the globe are true celebrations of many of the world's highest profile brands, and is known around the Superbrands world as the "Oscars of Branding".

Superbrands Lanka has hosted two such Tribute Events to celebrate the inaugural Consumer Superbrands and Business Superbrands in 2007 and 2008 respectively.



3. Superbrands Value Addition Tools and Programmes

3.1 Our Publications

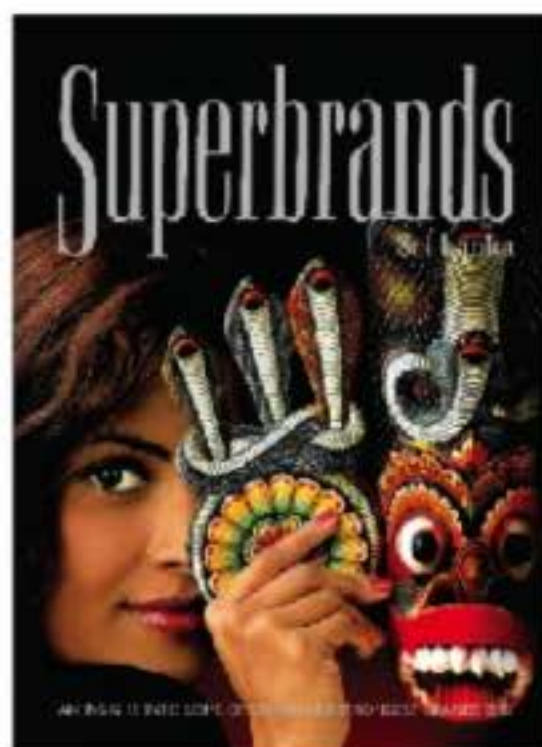
In all instances, the brands/companies that are nominated for Superbrands status are well known corporate entities in Sri Lanka. However there are many instances where stakeholders would not be fully aware of what the brand or company is all about. There are also examples where organisations are publicity shy which stand in the way of getting the core company or brand message to the public.

We believe that in this context, the Superbrands publication provides the right (sophisticated) environment and media vehicles to enable the essence of the brand or company to be captured, and then used as a powerful communication tool.

Around 5000 books are printed in conjunction with every Superbrands program which go out to groups including students, business executives, government servants, statutory bodies, banks, journalists etc. Therefore, this is a highly targeted distribution which would directly reach the core target audiences of brands/businesses operating in Sri Lanka whilst also having a wider and more relevant distribution reach than the annual report wherever it is relevant.

In the students category alone it is worthy of mention that Superbrands through its own marketing and dissemination of the books take the publication to students of management, marketing, accounting, HR etc through its presence at various annual forums. Also, in the education sector, both CIMA and PIM were awarded Business Superbrands status in 2007 and will be marketing Superbrands to their own audiences.

Likewise, other brands across industries will be distributing the Superbrands book to their respective audiences which will enable maximum exposure across industries and disciplines.



2.3 Employee Motivation

The Superbrands status can be used to motivate employees to achieve a higher benchmark of service standards. Employees need to be made to understand that Superbrands status means they need to deliver a better service standard than they have done before.

This motivational tool is entirely internally focused through seminars and incentives. Employee training plays a significant part in those service organisations which have a high customer interface and maintaining a higher service standard directly impacts the performance of the brand.

In addition, the Superbrands status can be used to attract high quality employees. With the Superbrands award gaining awareness and recognition by the general public, potential employees are likely to view an organisation with Superbrand status more positively and would aspire to work for such an entity.

An example of a recruitment advertisement done by Sri Lanka Insurance is as follows:

Sri Lanka Insurance



INTER ↔ ACTOR

Are you the kind of person who likes meeting people with a happy smile and firm handshake? Can you maintain a high level of confidence? Are you a dynamic communicator? If you answered yes to all of the above and are capable of juggling public relations as well as secretarial tasks, then kindly **BUSINESS ADMINISTRATION SECRETARY** welcomes you.

We are Sri Lanka Insurance, the largest and strongest composite insurance provider in Sri Lanka. With over Rs. 55 billion in assets under management, one million policies in force and an average claims settlement of Rs. 40 million a day. We are the best and only insurance company in the country to be awarded a premier rating for insurance financial strength from a global rating agency (A.M. Best). With strong reinsurance arrangements, a highly experienced technical knowledge base and the widest network across the country, we stand at the helm with over 40 years' experience in fulfilling the insurance needs of Sri Lankan people.

For the above position, you need to have the following requirements:

- A high standard of written and spoken English, with excellent PR skills.
- Excellent secretarial skills, with a minimum of five years' experience in a similar capacity.
- Proficient IT skills, including Microsoft Word, Excel and Access.
- Ability to work under pressure and with tact.
- Ability to interact with the Senior Management and with various business partners.
- Below 40 years of age.

Please send your CV for this job, send in your CV with post indicated at the top left corner of the envelope to reach us within 7 days of this advertisement.

Head of Human Resources
Sri Lanka Insurance Corporation Ltd.
25, Vauxhall Street, Colombo 2. Tel: 011 2 357769 Fax: 011 2 294921
E-mail: care@slinsurance.lk

2. Marketing Activities to Leverage Superbrands Status

Many Superbrands are leveraging the status in various ways which are relevant to their business and markets.

2.1. Integrated Marketing to secure or build upon Competitive Advantage

2.1.1 CIC Agri Businesses can be cited as an example where the Superbrands status has been effectively used in an integrated manner to enhance competitive advantage.

The brand used their Business Superbrands status to communicate to their stakeholders about the quality of the products that CIC Agri Businesses produce. They used a variety of methods such as advertising, billboards, point of sale, media releases, promotional material like mugs, banners, posters & on printed material like letter heads, envelopes and note pads.

They believe that the status may have enhanced the organisation's reputation as an entity that produces products that are of high quality. CIC Agri acquired the Superbrands status at a time when they were in the process of expanding their Fresheez/Juceez outlets as well as launching a premium quality rice to the market. The Superbrands endorsement in these instances is seen to have helped build the brand image and create a differentiation for CIC Agri relative to the competition.

2.2 International Marketing

Several companies who are involved in international expansion have used the Superbrands status in their international marketing. This works as a mark of reassurance to those customers not familiar with Sri Lankan brands.

Hameedias and Ceylinco Homes used their Superbrands status effectively for international marketing purposes.