

Superbrands



AN INSIGHT INTO THE UAE'S STRONGEST BRANDS



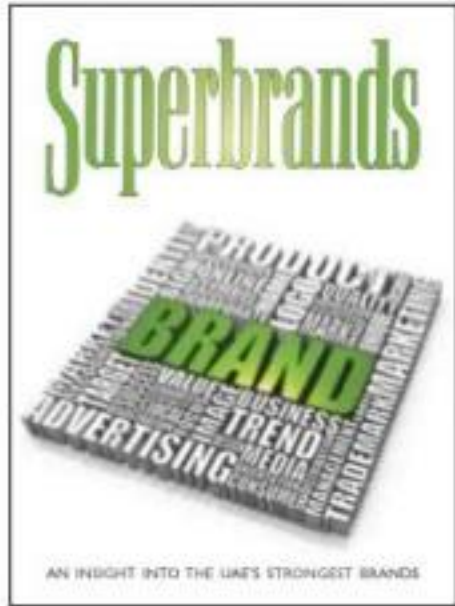
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CONTENTS

- 06 Delivery of promise creates brand equity
- 10 Branding in a digital world
- 12 Winning ingredients of Superbrands
- 18 PAUL: Once upon a time
- 20 Three domestic brands speak
- 22 Al Rostamani Group
- 23 Ducab: Highest World Standards of Power Cabi
- 24 Setting Trends in Retail Pharmacy
- 26 Meeting the consumers requirements for real taste
- 28 Largest Value Fashion Brand in the Middle East
- 30 Tilda: Legendary Rice

Life pharmacy ad

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Delivery of promise creates brand equity

A brand is shaped by an unwavering focus on the delivery of its promises, believes Mike English, Director, Superbrands Middle East who is delighted with the increasing number of domestic brands that are elevating themselves to the prestigious distinction of being named a Superbrand.

What makes a brand? Is it just great copy, an impressive logo, or outstanding visual elements?

In today's world, brands are everywhere; they have become a familiar part of daily life for most people. Walk down any mall in the UAE or zip through Sheikh Zayed Road and you will see a profusion of brands, some of which are instantly recognizable and ranging from global icons and regional powerhouses to local, home-grown brands.

According to Mike English, Director, Superbrands Middle East, "Most of us are under the fundamentally false assumption that it is advertising that builds brands. No, advertising only creates awareness; it may help maintain or increase your market share but what creates a brand is word of mouth or recommendation, generated either in the media or through personal interaction."

All great advertisements do not necessarily create great brands, he reiterates. "A brand

is shaped by promises and an unwavering focus on the delivery of those promises. When a brand expresses itself in a certain way, the actual, real life experience should be in keeping with that expression. Branding is a question of perception; brands exist only in the minds of their consumers."

Mike's expert opinion on the way brands work comes from his more than a decade-long involvement with Superbrands, an independent organization that promotes the discipline of branding and recognizes the exceptional and most valued brands in each region.

From its conception in 1993 and UK launch in 1994, Superbrands has grown into a global organization and today operates in 92 countries around the world and across five continents.

Globally recognised as being the international arbiter of excellence in branding, Superbrands identifies - via independent consumer and business research - the biggest,



Mike English, Director, Superbrands Middle East

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best and most valued local and international brands within any given market.

"What we do is an assessment of how a range of brands operating across diverse industries are perceived in the region," Mike explains. "When we first started in the UAE 12 years ago, the so-called 'glamour' brands such as Gucci, Armani and others were the Superbrands in the country. This trend underwent a major shift with the onset of the global financial crisis."

Around the same time, the organisation also changed the method of choosing the Superbrands, he says. "While earlier this was a task entrusted to the Superbrands Council members, what we now do is ask the Council members to produce a shortlist of candidate brands from a list provided by our researchers (we list all brands available in the country that are widely available). We then invite the CEO and Marketing Directors of shortlisted brands to vote online for all the other brands and the scoring is tabulated to result in the top scoring brands being designated as Superbrands."

This has resulted in the immediate increase of the voting base from just 15 to almost 2,500. But, for those who think that there are shortcuts to achieving the Superbrand status, Mike points out that in 2012, the UAE had a shortlist of 1,341 brands. "After the scoring was completed, only 58 became Superbrands."

The demise of the glamour and luxury brands since the onset of the credit crunch led to the rise of brands that mean something to most people on a daily basis, continues Mike. "These are the 'value for money' brands, which people perceive as being exceptional value for money. This year, the same trend has continued but with a twist - what I call 'the flight to quality'. So the outstanding brands are not just those that offer good value for money but also those that provide exceptional quality."

One major positive trend that has been very encouraging in the last couple of years is the emergence of local or home-grown brands as Superbrands. "We've been around from 1994 and for years, we've told the story of Coca Cola, Pepsi and



Mercedes several times over. What I am absolutely delighted about is that since the last few years, aspirational stories of home-grown brands such as Landmark Group, Al Rostamani and Apparel Group, amongst several others have made their way into the Superbrands book. These are brands that have built their businesses slowly and steadily, cemented strong foundations and then carefully worked their way up."

"What is inspiring," he adds, "is that these are brands that had to

chart their own course; without having the comfort of following the methodologies adopted by a successful parent company."

Ultimately, whether it is a local or a global brand, to be voted as a Superbrand is a "powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status," concludes Mike.

...



The UAE's 'Super' Electronics Store

Emax has once again been voted a Superbrand – one of the UAE's most valued electronics brands.



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Branding in a digital world

From the launch of Superbrands TV to the provision of QR codes, any brand with a Superbrand status can reinforce its position and strength in new and exciting ways.



In the world of global commerce and competition, excellence matters above all else. As brands vie with one another to distinguish themselves through both superior products and creative marketing, attaining Superbrands status tends to naturally strengthen a brand's position, adds prestige and reassures customers and suppliers that they are buying the best brand in its category.

The story of each Superbrand covering the brand's market, achievements, history and

brand values, are traditionally outlined in a coffee-table book which are now renowned worldwide as branding 'bibles'. "Our superbrands can now also look forward to Superbrands TV, a new service offered exclusively to clients of Superbrands," reveals Mike English, Director, Superbrands Middle East. "Through our production team in New York, brands which have attained the prestigious Superbrands status can now bring their two-page presentations in the Superbrands book to life through sound and pictures."

The video mirrors the text and images from the brand presentations in the Superbrands books. "This is a great way to showcase the brand's strengths and status as a Superbrand through an important new digital delivery platform," he says.

In addition, brands can utilise

this high quality video footage to promote their brand stories and successes to their clients, staff, suppliers and customers by using them on TVs at reception areas, in-store displays, and at conferences, seminars and exhibitions.

"We are very excited about the added value Superbrands TV brings to our member brands," says Mike. "Recently, I had an enquiry from a company of producing the video in Arabic, English, Afrikaans and Mandarin. This is entirely possible as the voice over can be done in many languages."

Despite the foray into a digital platform, the traditional Superbrands book will continue to be the mainstay of the Superbrands programme, he asserts.

Yet another new initiative launched by the organization

is the provision of QR codes to all its clients. "QR codes are two-dimensional (2D) matrix barcodes that can hold thousands of alphanumeric characters of information. So when you scan or read a Superbrand's QR code with a smartphone, it takes you directly to the double page spread in the book on our website."

The ability of QR codes to connect to multimedia digital content is very useful for both businesses and consumers alike, believes Mike. "The iconic Superbrands logo is today widely recognised by consumers as a mark of brand excellence and distinction. The QR codes will enhance the brand awareness levels a notch higher as it can be used not only in advertisements but also on shop windows and delivery trucks too. Each will then tell you the story of that brand on our tablet or smartphone."



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Full of surprises.

Winning ingredients of Superbrands

The Superbrands' Tribute Event celebrates many of the country's highest profile brands as it lives up to its global reputation as the 'Oscars of Branding'.



At the annual Tribute Event by Superbrands, the independent authority and arbiter of branding, UAE's strongest brands were honoured on June 12, 2012 at the Intercontinental Hotel in Dubai Festival City.

Dubbed the Oscars of Branding, the event saw the announcement of the highly anticipated 'Brand of the Year', a coveted title that was awarded to Pepsi Co.

Explaining the key strengths that have made Pepsi a winner, Mike English, Director, Superbrands Middle East, says, "Pepsi is a brand that people have been comfortable with over the years; they trust it for its quality and they know it delivers on its promises. Pepsi has been a very strong performer in this market for many years and it continues to build on its strengths despite increasing competition in its market sector. It has been a very consistent brand - both with its positioning and with its product."

Many local brands, which include new entrants such as Al Rawabi, Al Ain Dairy, Iconic and Noodle House, have made it to the Superbrands list this year in addition to globally recognised brands. It is the Superbrands Council, which comprises of some of the leading names in UAE business circles that compile a shortlist of brands which is then scored online by over 2,500 marketing professionals active in the UAE marketplace. The brands that scored more than 80 per cent of the total possible marks are declared Superbrands by the Brand Council and Pepsi won the award for scoring the highest points this year.

"When we ask people to vote for a brand, we tell them to ask themselves three things about the brand - Do I feel comfortable with this brand? Do I trust this brand? And most importantly, does this brand always deliver what it promises? These are the three criteria that make a superbrand," says Mike.

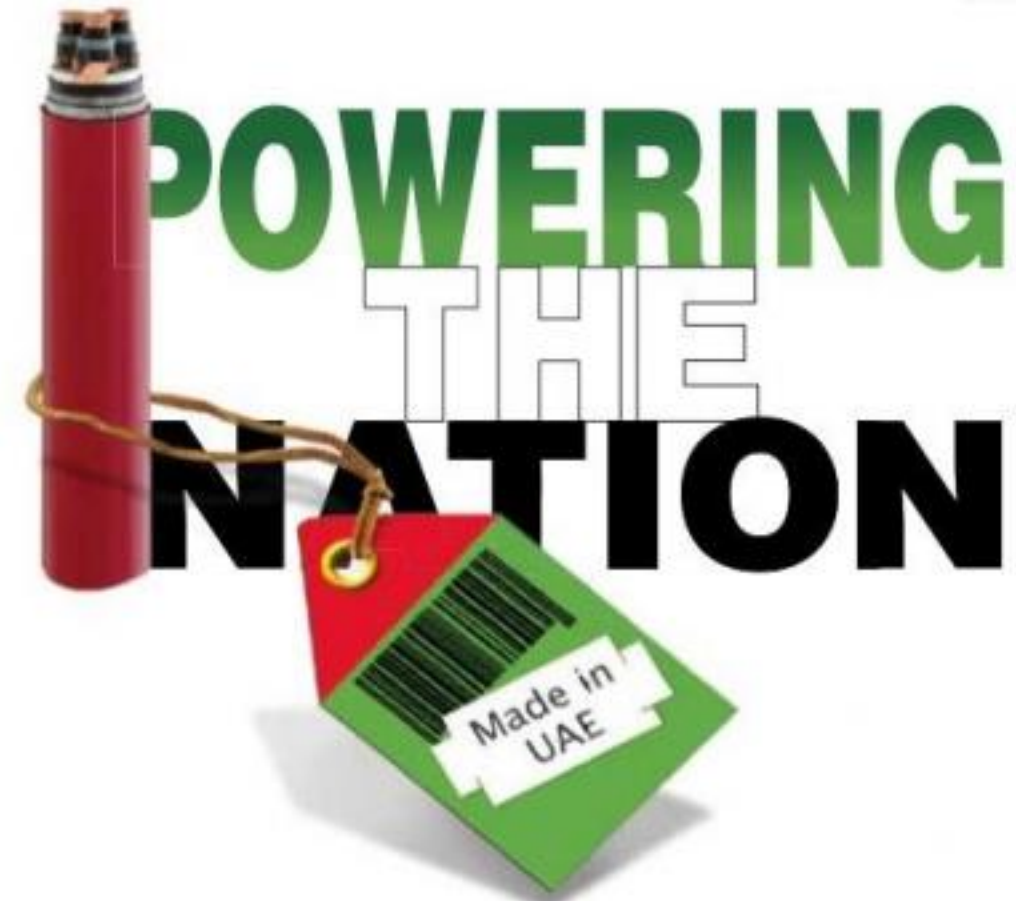
The brands, which meet the stringent criteria set by the Council are awarded the Superbrands status. "This year, out of the shortlist of 1,341 brands, only 58 leading UAE brands were honoured as Superbrands," he adds.

Attended by the country's most prominent senior business, marketing and branding executives, the Tribute Event also saw the unveiling of the 2012 Superbrands book featuring many of the brands voted as Superbrands. This coffee table book includes a two-page profile of each Superbrand and traces the foundation and development of the brand and includes a 'Things You Didn't Know' section

highlighting interesting facts about the brand and its unique achievements.

"The brands featured in the Superbrands UAE book range from FMCG brands to corporate giants. We are happy to see so many of the UAE's strongest home-grown brands included in the book alongside key international brands," notes Mike.

A Superbrand is never complacent; it needs improvement from time to time while retaining its core personality. Every single complaint and compliment from customers counts for a Superbrand as they are the key



Visionary leadership drives the powerful accomplishments of the UAE. Investing in impressive infrastructure, the nation has set new benchmarks and achieved the seemingly impossible.

The nation's icons are a celebration of technological prowess meeting human excellence and creativity. Powering the UAE's iconic projects is Ducab, the country's trusted partner in cables.

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to success and their perception toward the brand defines what the brand really is. According to Mike English, "The people who really matter in any business in terms of branding are not the directors, owners or management personnel. What affects the brand negatively or positively is when any member of the brand has direct contact

with a member of the public, be it a consumer or supplier. I believe it is the receptionists, telephone operators, delivery truck drivers, etc that are the face of any brand and the people that matter – not the guy sitting at the helm. My advice to all brands is to take note of this fact and train their staff to interact with customers."

When trust plummets?

Brands build powerful emotional relationships with consumers that endure over time. They evoke positive associations and emotions as it often mirrors the aspirations and values of the consumers themselves. But what happens when this connection with the brand is severely tainted?

"Branding is all about trust and it takes years to build up that trust but you could easily lose it overnight," warns Mike English, Director, Superbrands Middle East. He cites the case of Perrier's benzene-contamination crisis in 1990 as a case in point. The management publicized that the contamination was limited to North America alone but days later, when traces

of the toxic substance showed up in several European countries, its faulty quality control was exposed and it had no option but to announce a worldwide recall.

"When the truth came out," says Mike, "Perrier, whose whole identity was based around the idea of 'natural purity', tumbled down to a fraction of its net worth literally overnight. It is now owned by the Nestle corporation but the brand still has not been able to regain its pre-1990 volume share." More recently, the global financial crisis can also be called a trust crisis, with the public trust of banks and financial institutions plummeting to an all-time low, he adds.



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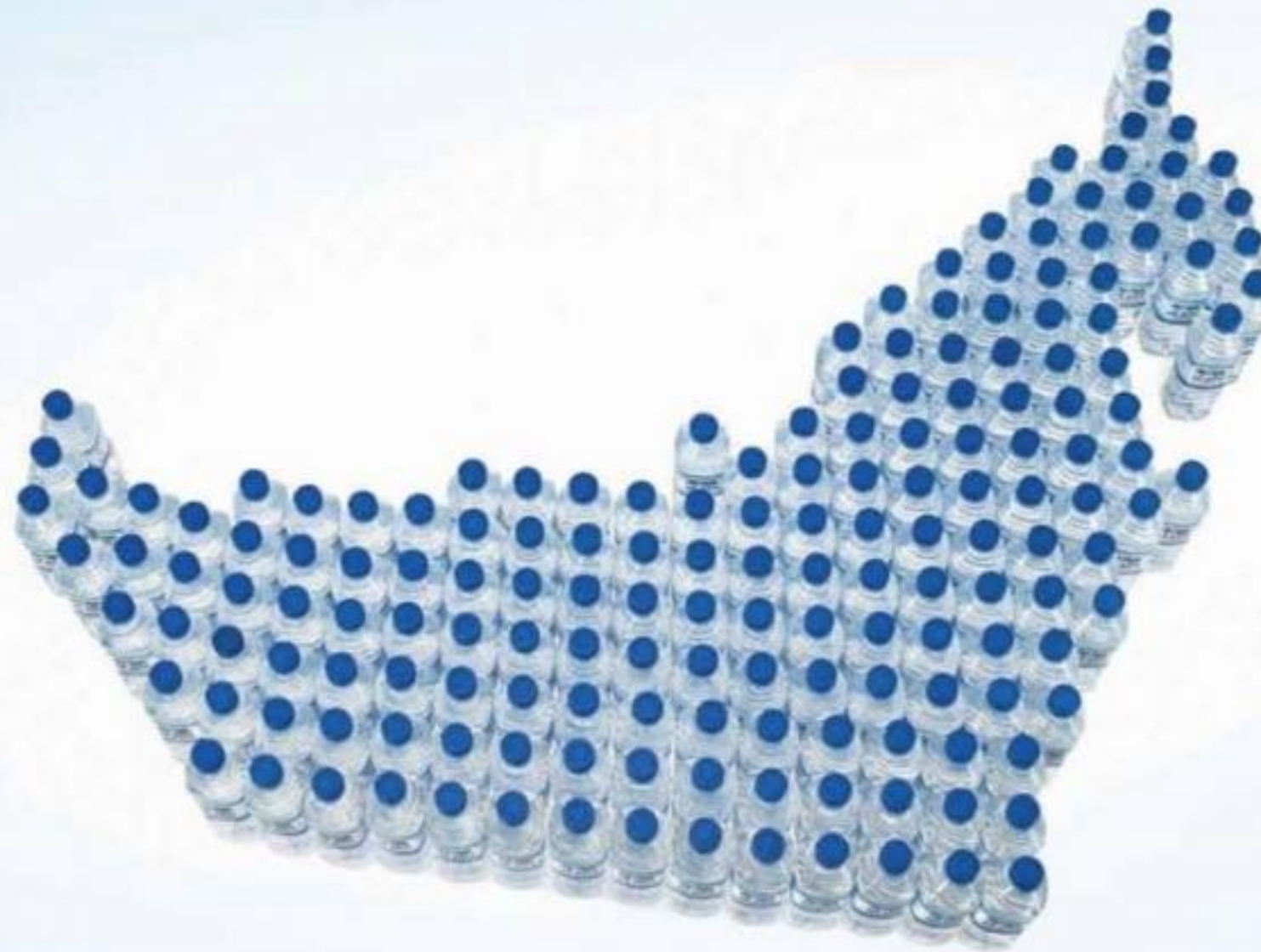




The water that refreshes a Nation

From the Father of a Nation to his children and grandchildren, from a Founding Father's vision to reality, Al Ain Water is proud and humbled as we recall our birth, an initiative and a gift to the Nation by His Highness the Late Sheikh Zayed bin Sultan Al Nahyan.

As we celebrate the UAE's 41st National Day, we're proud that Al Ain Mineral Water has been chosen as a 'Superbrand' for the 3rd time.



PAUL

MAISON DE QUALITÉ
FONDÉE EN 1889

Once upon a time...

In 1889, the Mayot family, led by Charlemagne Mayot and his wife opened a small local bakery in Croix near Lille in northern France. The business passed down the female line of the family until Charlemagne's granddaughter, Suzanne, married Julien Holder. They took over another local bakery in Lille called PAUL and retained the name because it was well-known and respected.

When Julien died, in 1958, his son Francis took over the business. Trained in all aspects of pâtisserie and baking, he renovated the family bakery in Lille and without realizing the effect this would have, installed a wood-fired oven that operated in full view of customers. This simple, yet novel concept is at the heart of the success PAUL enjoys today: the breads are baked according to time-

honored traditional methods handed down through the family since the 19th century: kneading, fermenting, shaping, proofing and baking, thereby deliberately bucking the trend of factory mass-production.

He also insisted on the best-quality ingredients and when PAUL franchises began to open up throughout France, Francis became involved even in the growing of grains for his breads. Today, over 300 French farmers plant over 4,000 hectares for Paul, following extremely precise specifications.

This proud tradition - a commitment shared in more than 22 countries - is perpetuated with his son Maxime Holder, now CEO of Paul.

Did you know?

- More than five million customers leave the threshold of a PAUL store every month, in France alone! 6,200 French baguettes leave with them every hour.
- PAUL continues to uphold the time-honored and labour-intensive production methods passed down through five generations - letting customers discover the true quality and taste of really good bread.
- Every PAUL plastic bag is now biodegradable.

“Today, over 300 French farmers plant over 4,000 hectares for Paul, following extremely precise specifications”

The delightful taste of France

With its exquisite French breads and pastries, tempting cakes and desserts as well as savoury meals such as salads, sandwiches or delicious flavoured main courses, PAUL is well-known in the world over for the “all-day freshness” of the food it serves.

“We prepare food on order,” elaborates Rudy Haddad, Regional Brand Manager - PAUL. “Hence, what’s on display at 11am is not the same as what you would find at 1pm or 4pm. At PAUL, the philosophy is very simple: use the finest quality natural ingredients and time-honouring methods of production.”

“Our recipes for bread, viennoiserie and pâtisserie have been handed down over generations,” he continues. “In France, people go to the bakery every day to buy fresh bread. It is an essential part of the French culture and bread is a vital component of

almost every meal. We have two bakeries in Dubai which deliver fresh, hand-crafted bread four times a day to our restaurants.”

A special breakfast menu that allows for the perfect start to the day with fine croissants and egg dishes is a favourite with its clients, notes Haddad. Amongst salads, it is the Salade fermière with grilled chicken slices laid on mixed greens and served with grated emmental cheese, apple slices carrots, walnuts, and raisin with a Meaux mustard vinaigrette dressing that is the perennial favourite - having been on the menu for the past six years. “For mains, however, the steaks and the marinated fresh cod fillet are very popular.”

It was in 2004 that PAUL first brought the authentic taste of real French baking to Dubai. There are currently 12 outlets in

Dubai and by mid-2013; this will rise to 17, reveals Haddad.

Paul will also expand with three new outlets in Abu Dhabi at Bawabat Al Sharq Mall, Al Wahda Mall and Etihad Towers.

“Our expansion plan for the coming years is aggressive, particularly in the GCC region,” says Christian Salloum, Senior Brand Manager. “There are currently 28 PAUL outlets in the Middle East and we will soon expand in existing markets such as Qatar, Egypt and Kuwait whilst also entering new regions such as Turkey, Saudi Arabia and Oman.”

PAUL's success story can be traced to its origins as a small local bakery that opened in 1889 in northern France. Today, it has evolved into a family-run business with nearly 500 outlets worldwide.



Fifty-eight local brands were honoured as Superbrands in 2012 alongside globally recognised brands by Superbrands, the independent authority and arbiter of branding. Three domestic

brands speak on what being recognised as a Superbrand means to them.

Jacky's Electronics: 'My Kind of Place'

Since its inception in 1988, Jacky's Electronics has pioneered new concepts and approaches to electronics retailing evolving to become the ultimate digital lifestyle shopping destination of the UAE. "Being the only consumer electronics retailer in the UAE to receive the 'Superbrand' status for seven succeeding years has solidified our leadership position in the electronic retail sector," says Ashish Panjabi, COO of Jacky's Electronics.

Apart from its innovative promotions and sales strategies, focus on quality and customer-centric services are an integral part of Jacky's genetic code of the brand, he adds. "In addition, we have evolved our retail concept to offer customer immersive

technology experience. Our move on social media and souq.com is another step to align and present ourselves to where our customer is today."

Consumer electronics products today have become less differentiated as the same brands are available on the high street, in hypermarkets, mall kiosks and every possible retail space, he adds. "Branding is therefore vital to create a lasting trust and assurance in the minds of the customers for product quality and reliable customer service. Being adjudged as a Superbrand not only serves as a benchmark of maintaining superior services but also assures our customers that we implement best industry practices of achieving customer satisfaction."

Al Rawabi: In pursuit of quality and freshness

A new entrant into the growing list of Superbrands in the UAE, Al Rawabi Dairy was founded in 1990 with a single-minded focus on quality, freshness and innovation. Today, it is the biggest dairy and juice processing plant in the UAE and the leading producer of milk products in Dubai.

According to Dr. Ahmed El Tigani, General Manager, Al Rawabi Dairy, "Since inception to this day, our brand essence has remained true to our roots – quality and freshness. We believe it is our consistency that has led us to becoming a Superbrand for the first time in 2012." Al Rawabi has been consistent with its branding, products and positioning through the years, he says. "Despite operating in a much cluttered industry, we

have positioned ourselves as a quality provider of milk and juice products and it is this single-minded delivery aspect that has got us the acknowledgment."

Operating in a category wherein product differentiation is a big challenge, it becomes all the more important to create a disparity in the consumer's mind and that is where branding comes in, believes Dr. Tigani. "We see branding as a strategic mix of consumer psychology and science brought together through a sustainable promise; something that helps us position our products strongly in the consumers mind. Our recognition as a Superbrand will therefore have a positive effect across our chain of stakeholders."



Eros Group: Following the Future

The Superbrand distinction is a badge you wear with pride and honour," says Niranjan Gidwani, Dy. CEO, Eros Group, commenting on the firm's recognition as a Superbrand two years in a row in 2011 and 2012. "Superbrands is a status reserved for the very few and deserving in the UAE. Our recognition as a Superbrand enables us to motivate and inspire our employees, renew trust amongst customers and gain respect from our channel partners."

Established in 1967 in Deira with just one small store, the company has now emerged as a leading distributor for consumer electronics in the UAE and in select MENA markets. It currently partners with 13 global brands, operates a 30-store retail network,

eight service centers and six warehouses across the UAE.

"We have learned a lot from our brand principals on the art of branding," says Gidwani. "Branding is about creating a 'customer connect'. This could be through media (online and offline), on the shop floor (brand merchandisers and product displays) and exemplary after sales service. However, the most important of all is word-of-mouth publicity and gaining customer trust."

The Group's vision is to achieve the number one position in marketing, distribution and retailing of consumer electronics, home appliances, telecom, IT and engineering goods and services by the year 2015.



Dubai Duty Free: Providing Travellers with a First Class Retail Experience

Dubai Duty Free opened for business on December 20th 1983 and has grown to become one of the leading airport retailers in the world with a turnover of Dh\$5.311 billion (US\$1.46 billion) in 2011.

Its founding principal of providing travellers with a first class retail experience in a shopper-friendly environment and a diverse range of products still holds true to this day.

Employing 5,000 people, the operation has consistently raised the benchmark for airport retailing in the Middle East.

To date, Dubai Duty Free has received some 250 industry awards which bear testimony to the operation's retail success including the 2012 Frontier Awards for 'Best Airport Retailer of the Year' which was won by the operation for an unprecedented sixth time; the 'Best Airport in Duty Free Shopping' presented at the Business Traveller Middle East Awards, the Global Traveller US magazine Award for 'Best Duty Free Shop' and the 'Superbrands Awards for Excellence in Branding' received from Superbrands Council.

The operation was also honored at the Sheikh Mohammed Bin Rashid Al Maktoum Patrons of the Arts Award as 'Patrons of the Arts' in April 2012 for its

contribution towards cultural and arts initiatives in Dubai.

Also in April, Colm McLoughlin, Executive Vice Chairman of Dubai Duty Free was presented with the 'DFNI 25th Anniversary Lifetime Achievement in Duty Free Award' for his outstanding contribution to the travel retail industry over the years.

Dubai Duty Free currently operates 18,000 square metres of retail space across Terminals 1, 2 and 3 and the operation will grow by a further 8,000 square metres with the opening of Concourse A in the first quarter of 2013. Dedicated to Emirates Airline's A380 fleet, the opening of Concourse A will be followed within 3 to 4 years by the opening of Concourse D.

Meanwhile, Dubai Duty Free's Leisure Division which operates the popular Irish Village and the Century Village, opened its first hotel - the Jumeirah Creekside Hotel on 1st July. The 292-room five-star property is managed by Dubai-based Jumeirah Group.

Also in July, Dubai Duty Free inaugurated its first border shop located next to the Customs and Immigration offices at the Hatta-Oman border. The retail unit covers some 42 square metres and provides a convenient stop off point 24/7 for travellers crossing to and from Dubai.

Al Rostamani Group: A diversified portfolio

Being awarded the Superbrands status for three consecutive years is a great achievement and adds another milestone to the Group's longstanding and successful history.

Al Rostamani Group is one of the largest and oldest business conglomerates in the United Arab Emirates. Founded in 1957 by the late Mr. Abdulla Hassan Al Rostamani, the Group has a diversified portfolio of businesses including trading, automobiles & heavy equipment, travel, foreign exchange, financial services, property development, contracting, infrastructure development and information technology services. Governed by the core values of Commitment, Care and Vision the group fosters diversity and is poised for further growth.

The Group has actively expanded its portfolio to

include companies across a range of diverse industries which are represented by the following companies: Abdulla Al Rostamani Properties, Al Rostamani Capital, Al Rostamani Communications, Al Rostamani Enterprises, Al Rostamani Global Solutions, Al Rostamani Industries, Al Rostamani International Exchange, Al Rostamani Pegel, Al Rostamani Trading Company, Al Rostamani Travel and Holidays, Central Trading Company, Dubai International Securities, Emirates Electrical Engineering and United Diesel.

The strength of the Group is also due to its successful ability to

forge longstanding alliances, ventures and dealerships with leading worldwide organizations such as Michelin, Castrol, Suzuki, Renault, UD Trucks (Nissan Japan), Tata Buses & Trucks, NEC-Philips, Avaya, Alcatel-Lucent, Blue Star, Forch, Federal, Disneyland Paris, Thomas Cook, NRI, Rail Europe and Globus to name a few.

Being awarded the Superbrands status for three consecutive years is a great achievement and adds another milestone to the Group's longstanding and successful history.

The Group's success in achieving Superbrands status for three

consecutive years (2010-2012) is attributable to the visionary leadership of the Chairman, Mr. Marwan Al Rostamani and Vice-Chairman,

Mr. Hassan Al Rostamani in driving business excellence, growth opportunities, customer care, and nurturing and developing its employees.

The Group added another significant milestone in 2012, when it moved to its new headquarters, "The MAZE TOWER". A 55 storey purpose built mixed use building located on Sheikh Zayed Road in front of DIFC.



Ducab: Highest World Standards of Power Cable Manufacturing

Ducab has one of the most modern manufacturing units in the region

Ducab (Dubai Cable Company) was opened in 1979 by the late ruler of Dubai Sheikh Rashid Bin Saeed Al Maktoum. It was opened as a joint venture between Government of Dubai and BICC Group of the UK.

In 2001 Ducab became jointly owned by the Governments of Dubai and Abu Dhabi (50% each), in 2005 Ducab's first facility in Abu Dhabi and second overall was opened in Mussafah. In 2008

Ducab expanded its facilities by opening a 3rd factory and a Copper Casting Plant in Abu Dhabi. In 2009 Ducab celebrated 30 years of its operations, opened a new special cable's unit and did the ground breaking of Ducab-HV; high voltage factory which is a joint venture with DEWA and ADWEA. Ducab-HV factory inaugurated by HH Sheikh Mohammad bin Rashid Al Maktoum, vice president and prime minister of the UAE, and Ruler of Dubai in the presence

of H.H. Sheikh Hamed bin Zayed Al Nahyan, Chairman of Abu Dhabi Crown Prince's Court in November 2011; represents the ongoing growth of Ducab since its opening. This latest addition extends the manufacturing range to the highest world standards of power cable manufacturing up to 400kv.

Ducab has one of the most modern manufacturing units in the region. It occupies an area of 590,000 square meters

of land in Jebel Ali, Dubai and nearly 330,000 square meters in Mussafah, Abu Dhabi. Ducab-HV's total built up area of factory, laboratories and ancillary buildings is 30,000m², on a plot of 93,000m² at the Ducab Jebel Ali site.

Today, we are supplying a range of high quality power cables and accessories to our customers across the world in 40 countries.

...



EMAX: The largest electronics retail chain in the Middle East

Emax is the largest electronics retail chain in the Middle East with 37 stores across UAE, Saudi Arabia, Oman, Qatar and Bahrain. With more than 200 international brands, and over 100,000 products across 20 categories, accompanied by unparalleled service and competitive value, Emax is a one stop shop for all electronics needs. The product range retailed at Emax includes: IT, Mobiles and Telecom, Audio, Video, Photography, Appliances, Gaming, E-accessories, Wellness and Fitness, Do-it-Yourself, Gifting, Home Solutions and more.



line with the finest practices worldwide. The aim is to provide an overall customer experience that is pleasant and far superior to anything presently available.

Customer-centric Services:

Life's line of business facilities include:

- **Drive-Thru Pharmacy** – Eliminating the hassles of finding a place to park the car, the drive-thru offers convenience and fast service especially for people with special needs. LIFE was the first to introduce this service in the Middle East, soon to be followed by many.
- **24 Hours Free Home Delivery:** Another convenient service that adds more value to the LIFE experience, medicines are delivered at the doorstep, round-the-clock.
- **Health Notes Kiosk:** Aimed to provide more information on drugs and other products, the kiosk features a touch

screen that displays useful information on drug interactions, diet, lifestyle, etc.

- **Drug Information:** Innovative and informative, this facility provides information on the proper usage of medicines, dosage, actions and interactions, time period of treatment, availability and cost, and also information on diabetes, weight loss, orthopedic and rehabilitation products, etc.
- **Free Health Screening:** All LIFE pharmacy outlets have this value added facility where customers get free health screening for checking their blood pressure, blood sugar, BMI, etc at the self-checking kiosks.
- **Home Care Rental:** LIFE is the first healthcare retailer in introducing Specialty Home Care Rental for travelers and customers who need certain specialty items for limited period.

Categories:

- Medicines
- Vitamins and Supplements,
- Sports Nutrition
- Skin and Beauty Care
- Specialty Home Care
- Mother and Baby Care
- Orthopedics and Rehabilitation
- Personal Care
- Homoeopathy medicines
- Optics

Customers have benefited a lot from their innovative and successful promotional activities like SAVE@LIFE, Why Pay More, Great Life Surprises 2012, and so on. LIFE received the DSF 2010

Innovation Award in the category of Best Retail-Customer Service in 2010. LIFE was also awarded at the Retail ME Awards for 2011. LIFE achieved the coveted Superbrand status in 2011, 2012, 2013 and LIFE Pharmacy has been nominated for membership to the DSES-2012.

Reaching out to the community to extend Holistic Healthcare in the most efficient manner has been LIFE's forte from the time of its inception. Relentless efforts have gone into covering almost all areas for community development like sports, education, rehabilitation, awareness etc.



Setting Trends in Retail Pharmacy

The group's customer centric philosophy is apparent in every detail of its outlets

LIFE commenced its journey as a retail pharmacy group in 1996 and the strong impulse to perform has nurtured its growth over the last sixteen years. At present the organization stands tall in the industry with over 100 retail outlets consisting of Pharmacies, Healthcare Hypermarkets, Health and Wellness stores.

Over the years LIFE has succeeded in adapting to changes in the profession of pharmacy retailing and in the field of retail management, maintaining its position as an industry leader. It has an impressive presence in Dubai, Abu Dhabi, Sharjah, Umm Al Qaiwain, Ajman and is in the process of expanding

its operations to reach other emirates in the UAE and other GCC states and is now poised to enter the booming, challenging and immensely promising Indian.

'LIFE's services stand out, as it has designed a fine blend of retailing experience with a human touch.'

The warm and friendly ambiance and great service immediately appeal to anyone entering the store. The customer centric philosophy of the group is apparent in every detail within the outlets, in



Meeting the consumers requirements for real taste

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frozen vegetables have since the launch in the 1980's been preferred by consumers due to their premium European quality. Emborg fresh frozen vegetables are selected from farming areas

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The harvest methods differ depending on the characteristics of the vegetables. Coles like broccoli, cauliflowers

and brussels sprouts are handpicked on the field by the local farmer whereas others are professionally harvested. The crops are frequently quality controlled in regards to seeding, crop treatment and harvest time.

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...



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Largest Value Fashion Brand in the Middle East

Max has twenty five stores across the UAE

Max, launched in the UAE in May 2004, MAX is the largest value fashion brand in the Middle East. Max has over 200 stores across 15 countries and aims to expand its presence across the MENA region and new markets.

Max serves the mid-market section of the population consisting of Arab Nationals, Asians and Westerners. Max employs 5000 people across 15 countries. With stores that

typically measure between 10,000sq ft to 30,000 sq ft, Max retails its own label clothing for men, women, children as well as footwear, home, accessories and cosmetics, along with an international shopping experience. Max believes in delivering on its promise of 'More Fashion More Value' to its consumers.

Since its inception with the opening of the first store in Abu Dhabi, Max has been on a meteoric growth path. Today,

Max has twenty five stores across the UAE catering to a wide cross-section of the population. In a short span of eight years Max has become the most sought after brand in the UAE within the value fashion segment. Max is a part of the \$4.7bn Landmark group, with strength of 1200 stores in 17 countries encompassing a presence of 18mnsq.ft retail space.

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Tilda - Legendary Rice

Basmati remains at the very heart of Tilda and the company is committed to selecting only the finest Basmati for all its products.

Tilda

Legendary Rice

The story of Tilda is one of unbroken success. Tilda was the first company to bring Basmati to the Western World over 40 years ago and has become an international food brand selling in over 50 countries across the globe. The company started its business selling Basmati to the Asian community who immigrated to the UK in the late sixties and early seventies. By the late eighties the Tilda brand was

selling in many international markets including France, Germany, the Middle East and the USA. Tilda was introduced to the Middle East in 1983 and is a leading player in the Dry Rice market in the region.

Basmati remains at the very heart of Tilda and the company is committed to selecting only the finest Basmati for all its products. Tilda utilises its long-standing and unique expertise, including

the latest DNA technology to check every batch of rice for purity to ensure only pure Basmati makes it into a Tilda pack.

In an effort to make its coveted Basmati rice available in convenient, easy to cook recipes, Tilda entered the 'Ready-to-Heat' market in the early 2000's. Within a decade, Tilda is a significant force to reckon with in this market. Tilda's number one range of Tilda Pure Basmati Dry Rice and hugely successful Tilda Steamed Basmati ready-to-heat range are key to the Tilda portfolio. There are currently five Tilda Basmati Dry Rice variants including Pure Basmati, Pure Basmati & Wild Rice, Easy Cook Pure Basmati Rice, Wholegrain Basmati and White & Wholegrain Basmati Rice. The Tilda Steamed Basmati range includes 18 variants, and

provides a quick and easy mid-week meal solution.

While Tilda is synonymous with Basmati, the brand also offers a range of speciality rice, including Jasmine Rice, Arborio Risotto Rice and Giant Wild Rice. Also available under the Tilda brand are Long Grain, Long Grain Easy Cook and Everyday Rice varieties. The Dry Rice products are also available in special sizes for the Foodservice Trade. To this day Tilda remains a family business and is proud of its reputation for uncompromising quality and a commitment to sustaining the legendary status of Basmati and the Tilda Basmati brand worldwide.



PADDY TO
PLATE



"Basmati can only be grown in the foothills of the Himalayas."



"We only select the finest grains."

"We have our own experts and outreach projects dedicated to helping farmers."



"Purity is everything - all the Basmati we buy is DNA tested in our own facility."



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PROUD WINNER OF SUPERBRANDS OF THE YEAR 2012



Meeting the consumers requirements for real taste

Fresh frozen from harvest to frozen within hours



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Delivery of promise creates brand equity

A brand is shaped by an unwavering focus on the delivery of its promises, believes Mike English, Director, Superbrands Middle East who is delighted with the increasing number of domestic brands that are elevating themselves to the prestigious distinction of being named a Superbrand.

What makes a brand? Is it just great copy, an impressive logo, or outstanding visual elements?

In today's world, brands are everywhere; they have become a familiar part of daily life for most people. Walk down any mall in the UAE or zip through Sheikh Zayed Road and you will see a profusion of brands, some of which are instantly recognizable and ranging from global icons and regional powerhouses to local, home-grown brands.

According to Mike English, Director, Superbrands Middle East, "Most of us are under the fundamentally false assumption that it is advertising that builds brands. No, advertising only creates awareness; it may help maintain or increase your market share but what creates a brand is word of mouth or recommendation, generated either in the media or through personal interaction."

All great advertisements do not necessarily create great brands, he reiterates. "A brand

is shaped by promises and an unwavering focus on the delivery of those promises. When a brand expresses itself in a certain way, the actual, real life experience should be in keeping with that expression. Branding is a question of perception; brands exist only in the minds of their consumers."

Mike's expert opinion on the way brands work comes from his more than a decade-long involvement with Superbrands, an independent organization that promotes the discipline of branding and recognizes the exceptional and most valued brands in each region.

From its conception in 1993 and UK launch in 1994, Superbrands has grown into a global organization and today operates in 92 countries around the world and across five continents.

Globally recognised as being the international arbiter of excellence in branding, Superbrands identifies - via independent consumer and business research - the biggest,



Mike English, Director, Superbrands Middle East

Tilda®

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CONTENTS

- 06 Delivery of promise creates brand equity
- 10 Branding in a digital world
- 12 Winning ingredients of Superbrands
- 18 PAUL: Once upon a time
- 20 Three domestic brands speak
- 22 Al Rostamani Group
- 23 Ducab: Highest World Standards of Power Cables
- 24 Setting Trends in Retail Pharmacy
- 26 Meeting the consumers requirements for real taste
- 28 Largest Value Fashion Brand in the Middle East
- 30 Tilda: Legendary Rice

Life pharmacy ad

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AN INSIGHT INTO THE UAE'S STRONGEST BRANDS

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EMAX: The largest electronics retail chain in the Middle East

Emax is the largest electronics retail chain in the Middle East with 37 stores across UAE, Saudi Arabia, Oman, Qatar and Bahrain. With more than 200 international brands, and over 100,000 products across 20 categories, accompanied by unparalleled service and competitive value, Emax is a one stop shop for all electronics needs. The product range retailed at Emax includes: IT, Mobiles and Telecom, Audio, Video, Photography, Appliances, Gaming, E-accessories, Wellness and Fitness, Do-it-Yourself, Gifting, Home Solutions and more.



...

Setting Trends in Retail Pharmacy

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'LIFE's services stand out, as it has designed a fine blend of retailing experience with a human touch.'

The warm and friendly ambiance and great service immediately appeal to anyone entering the store. The customer centric philosophy of the group is apparent in every detail within the outlets, in



line with the finest practices worldwide. The aim is to provide an overall customer experience that is pleasant and far superior to anything presently available.

Customer-centric Services:

Life's line of business facilities include:

- **Drive-Thru Pharmacy** – Eliminating the hassles of finding a place to park the car, the drive-thru offers convenience and fast service especially for people with special needs. LIFE was the first to introduce this service in the Middle East, soon to be followed by many.
- **24 Hours Free Home Delivery:** Another convenient service that adds more value to the LIFE experience, medicines are delivered at the doorstep, round-the-clock.
- **Health Notes Kiosk:** Aimed to provide more information on drugs and other products, the kiosk features a touch

screen that displays useful information on drug interactions, diet, lifestyle, etc.

- **Drug Information:** Innovative and informative, this facility provides information on the proper usage of medicines, dosage, actions and interactions, time period of treatment, availability and cost, and also information on diabetes, weight loss, orthopedic and rehabilitation products, etc.
- **Free Health Screening:** All LIFE pharmacy outlets have this value added facility where customers get free health screening for checking their blood pressure, blood sugar, BMI, etc at the self-checking kiosks.
- **Home Care Rental:** LIFE is the first healthcare retailer in introducing Specialty Home Care Rental for travelers and customers who need certain specialty items for limited period.

Categories:

- Medicines
- Vitamins and Supplements,
- Sports Nutrition
- Skin and Beauty Care
- Specialty Home Care
- Mother and Baby Care
- Orthopedics and Rehabilitation
- Personal Care
- Homoeopathy medicines
- Optics

Customers have benefited a lot from their innovative and successful promotional activities like SAVE@LIFE, Why Pay More, Great Life Surprises 2012, and so on. LIFE received the DSF 2010

Innovation Award in the category of Best Retail-Customer Service in 2010. LIFE was also awarded at the Retail ME Awards for 2011. LIFE achieved the coveted Superbrand status in 2011, 2012, 2013 and LIFE Pharmacy has been nominated for membership to the DSES-2012.

Reaching out to the community to extend Holistic Healthcare in the most efficient manner has been LIFE's forte from the time of its inception. Relentless efforts have gone into covering almost all areas for community development like sports, education, rehabilitation, awareness etc.



PROUD WINNER OF SUPERBRANDS OF THE YEAR 2012



Al Ain Dairy awarded UAE 'Superbrand' status for 2012

United Arab Emirates: Saturday, June 23 - 2012 at 15:52

PRESS RELEASE

Al Ain Dairy, the UAE's largest dairy producer has been awarded the status of 'Superbrand' for 2012 by a council comprising of industry experts and practitioners. A fitting tribute and achievement to the Al Ain company which has been chosen among only 55 brands to be awarded a 'Superbrand' status out of a total of 1281 candidate brands.



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Extremely proud on being awarded the 'Superbrand' status, an elated Mr. Abdullah Saif Al Darmaki, CEO, Al Ain Dairy said, "The 'Superbrand' status not only underscores Al Ain Dairy's efforts to deliver quality, variety and value, it also reinforces our ongoing success in the region as we deliver more innovative products". The UAE's favorite milk brand enjoys tremendous support from its customers and respect from industry peers.

Commenting further on the continued success of Al Ain Dairy, Mr Darmaki said "The accolade is extremely special for

the company who has just recently celebrated its 30 year milestone in 2011. 2012 has so far been another award winning year for the company which has also received a string of credible awards for innovation and quality; this is essentially a well-deserved endorsement, and a true testament to our ongoing efforts to cater to the ever changing needs of our customers. Our achievements are also a reflection of the trust that our customers have in our products."

"Superbrands" is known as an independent authority and arbiter of branding excellence committed to paying tribute to exceptional brands in the UAE and around the world. The award also promotes the discipline of branding, and relies on a panel of industry experts to score brands on a variety of parameters such as products portfolio, quality, market dominance, longevity, good will, customer loyalty and market acceptance. Al Ain Dairy, along with the other winning brands from within the UAE, will be profiled in coveted 8th edition of the Superbrands book which comes out in July 2012.

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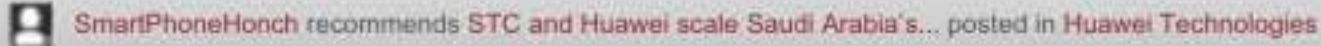



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Pepsi wins 'Brand Of The Year' from Superbrands UAE

United Arab Emirates: Saturday, June 16 - 2012 at 10:45 PRESS RELEASE

Superbrands, the independent authority and arbiter of branding, announced that Pepsi has won the coveted 'Brand of the Year' award at the 8th annual Superbrands tribute event, which was held at the Intercontinental, Dubai Festival City. 58 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 2012 Superbrands book featuring many of the brands voted as Superbrands.

Speaking at the tribute event, Mr. Mike English, Director, Superbrands Middle East said, "We are happy to announce that Pepsi has won the UAE 'Brand of the Year' award for 2012. This award goes to the brand that scores highest in the annual Superbrands voting survey of over 2,500 marketing professionals in the UAE. We would like to

congratulate them on this feat and wish them even more success in the coming years. Pepsi has been a very strong performer in this market for many years and it continues to build on its strengths despite increasing competition in its market sector."

Commenting on their win, Mr. Ahmed Elazizi, Chief Marketing Officer, MEA Region, Pepsi Cola International said, "We are thrilled to be the 2012 Brand of the Year in the UAE. Pepsi always strives to offer the best product and brand experiences to its consumers and it is very exciting to be recognized for it by professionals."

PepsiCo's brands are clear market leaders in both foods and beverages categories in the UAE. Pepsi markets a series of leading brands within their portfolio including the top three brands across UAE market, namely Pepsi (the leader brand), Mountain Dew and 7UP. Pepsi is available to consumers in almost every single retail outlet in UAE and is accessible across more than ten million retail outlets. Pepsi products have been available in the UAE market for 50 years now and are proudly the category leader within carbonated soft drinks in the UAE, as well as across all other GCC markets.

In the last year, Pepsi has launched numerous successful advertising campaigns in the UAE, which vary from generic campaigns to others capitalising on the music and football themes around mega events. Among PepsiCo's projects in the region are programmes that focus on education, eradication of poverty, cross cultural exchanges for local youth, health and wellness and the environment.


"The tribute event was a true celebration of many of the country's highest profile brands and in turn a recognition of the people who work hard to ensure the success of their brands. To win the Superbrands title is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status," Mr. English added.

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 2012 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.

"The brands featured in the Superbrands UAE book range from EMCC brands to corporate giants. We are


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Press Release: Pepsi wins 'Brand Of The Year' from Superbrands UAE

16 June 2012, 7:45 GMT | Updated: 16 June 2012, 8:01 GMT

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Al Rostamani Group: A diversified portfolio

Being awarded the Superbrands status for three consecutive years is a great achievement and adds another milestone to the Group's longstanding and successful history.

Al Rostamani Group is one of the largest and oldest business conglomerates in the United Arab Emirates. Founded in 1957 by the late Mr. Abdulla Hassan Al Rostamani, the Group has a diversified portfolio of businesses including trading, automobiles & heavy equipment, travel, foreign exchange, financial services, property development, contracting, infrastructure development and information technology services. Governed by the core values of Commitment, Care and Vision the group fosters diversity and is poised for further growth.

The Group has actively expanded its portfolio to

include companies across a range of diverse industries which are represented by the following companies: Abdulla Al Rostamani Properties, Al Rostamani Capital, Al Rostamani Communications, Al Rostamani Enterprises, Al Rostamani Global Solutions, Al Rostamani Industries, Al Rostamani International Exchange, Al Rostamani Pegel, Al Rostamani Trading Company, Al Rostamani Travel and Holidays, Central Trading Company, Dubai International Securities, Emirates Electrical Engineering and United Diesel.

The strength of the Group is also due to its successful ability to

forge longstanding alliances, ventures and dealerships with leading worldwide organizations such as Michelin, Castrol, Suzuki, Renault, UD Trucks (Nissan Japan), Tata Buses & Trucks, NEC-Philips, Avaya, Alcatel-Lucent, Blue Star, Forch, Federal, Disneyland Paris, Thomas Cook, NRI, Rail Europe and Globus to name a few.

Being awarded the Superbrands status for three consecutive years is a great achievement and adds another milestone to the Group's longstanding and successful history.

The Group's success in achieving Superbrands status for three

consecutive years (2010-2012) is attributable to the visionary leadership of the Chairman, Mr. Marwan Al Rostamani and Vice-Chairman,

Mr. Hassan Al Rostamani in driving business excellence, growth opportunities, customer care, and nurturing and developing its employees.

The Group added another significant milestone in 2012, when it moved to its new headquarters, "The MAZE TOWER". A 55 storey purpose built mixed use building located on Sheikh Zayed Road in front of DIFC.



Ducab: Highest World Standards of Power Cable Manufacturing

Ducab has one of the most modern manufacturing units in the region

Ducab (Dubai Cable Company) was opened in 1979 by the late ruler of Dubai Sheikh Rashid Bin Saeed Al Maktoum. It was opened as a joint venture between Government of Dubai and BICC Group of the UK.

In 2001 Ducab became jointly owned by the Governments of Dubai and Abu Dhabi (50% each), in 2005 Ducab's first facility in Abu Dhabi and second overall was opened in Mussafah. In 2008

Ducab expanded its facilities by opening a 3rd factory and a Copper Casting Plant in Abu Dhabi. In 2009 Ducab celebrated 30 years of its operations, opened a new special cable's unit and did the ground breaking of Ducab-HV; high voltage factory which is a joint venture with DEWA and ADWEA. Ducab-HV factory inaugurated by HH Sheikh Mohammad bin Rashid Al Maktoum, vice president and prime minister of the UAE, and Ruler of Dubai in the presence

of H.H. Sheikh Hamed bin Zayed Al Nahyan, Chairman of Abu Dhabi Crown Prince's Court in November 2011; represents the ongoing growth of Ducab since its opening. This latest addition extends the manufacturing range to the highest world standards of power cable manufacturing up to 400kv.

Ducab has one of the most modern manufacturing units in the region. It occupies an area of 590,000 square meters

of land in Jebel Ali, Dubai and nearly 330,000 square meters in Mussafah, Abu Dhabi. Ducab-HV's total built up area of factory, laboratories and ancillary buildings is 30,000m², on a plot of 93,000m² at the Ducab Jebel Ali site.

Today, we are supplying a range of high quality power cables and accessories to our customers across the world in 40 countries.

...



Eros Group reconfirms SuperBrands status in the Middle East

Published June 25th, 2012 - 05:38 GMT



Mr. Mike English, Mr. Deepak Babani and Mr. Niranjana Gidwani at the SuperBrands Award Ceremony 2012 in Dubai, UAE

[Enlarge Image](#)

Eros Group, the sole distributor of world-renowned brands Samsung, Hitachi, Candy & TCL and one of the leading players in consumer electronics, telecom, and allied multi-products in the Middle East, has retained its prestigious SuperBrands status for 2012 after being awarded the honor for the second consecutive year. The UAE SuperBrands Council, a committee of eminent figures from the business world, reconfirmed Eros Group as one of the SuperBrands 2012 in the UAE following a comprehensive evaluation process.

Mr. Deepak Babani, CEO, Eros Group said, "Being named a SuperBrand for the second consecutive year means Eros Group has now established itself as one of the leaders in the electronics sector in the UAE and region. We have a holistic approach to business that includes delivering the best quality products, services, and experiences to our clients, creating value for our stakeholders and principals, taking the best possible care of our employees and partners, and actively contributing to the community that has been our home for the last 44 years. I thank everyone involved for helping Eros Group achieve this success."

The SuperBrands organization is acclaimed worldwide as being an independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. The SuperBrands Council in each country is comprised of individuals who have shown exceptional aptitude in business and who have a thorough knowledge of that particular country's markets and methods of business.

Eros Group made a humble beginning in 1967 with the Hitachi range of products and a single showroom in Deira. Over the years, the company grew and diversified and today, in addition to marketing Hitachi's range of electronic and home appliances, it markets Samsung mobile phones and digital products, Lennox air conditioning products, Aiphone intercoms and security systems, Candy home appliances and has recently added TCL and BenQ products to its product portfolio. In 2009, Eros Group commenced operations of its IT Division with launch of Samsung IT products followed by Linksys by Cisco, Targus, A-Data, Speedlink gaming accessories and Sentronix Auto Wallmounts.

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American Hospital Dubai affirms Superbrand status as hospital celebrates its 15th anniversary

United Arab Emirates: Thursday, July 12 - 2012 at 11:00

PRESS RELEASE

The American Hospital Dubai has had its status as a regional super brand reconfirmed by Superbrands, the independent expert authority on branding which was set up to pay tribute to exceptional brands.



The hospital is part of an elite group of organisations in the region to be awarded - and then re-awarded - this accolade, also known as the 'Oscars' for brands. This is the sixth Superbrands award earned by the hospital and comes as the American Hospital Dubai celebrates its 15th anniversary.

An independent council of relevant experts selected the hospital from a short list, drawn from a much longer list (more than 1,400) of potential Superbrands, on the basis of an assessment by the judging panel. These Superbrands were not only

voted for by the distinguished brand council members but also by 2,500 marketing professionals voting for the preferred brands through an online poll.

To be voted as a Superbrand by the Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and

employees of the brand's exceptional status.

The award was presented by Superbrands at a ceremony in Dubai recently, and was received on behalf of the hospital by Dr. Nayzak Raoof , MB ChB, Ph.D.(Lond), FRCA, Chief of Anesthesia and Assistant Medical Director.

Speaking at the award ceremony, Dr. Raoof commented: "I am privileged to accept this award on behalf of the American Hospital Dubai. It recognises our best practice in brand management and our success in building a strong brand over almost 15 years. The hospital is delighted to win this recognition from 'Superbrands', which reflects our commitment to providing the highest quality of US standard private healthcare to our patients. It is a personal pleasure for me to represent the hospital at a distinguished gathering to honour the management and staff of the American Hospital Dubai. This is a significant regional award for the hospital and recognises the contribution made by all staff, every one of whom contributes to the overall 'brand experience' that we create every day and to the strength of the brand of which we can be very proud."

The Superbrands organisation is acclaimed worldwide as being the independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. The work Superbrands does is recognised through their books, Events and Awards programmes, internet sites, research and through significant international media and PR coverage in newspapers, magazines and on television and radio.

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Al Ansari Exchange wins Superbrands Award for seventh consecutive year

Al Ansari Exchange has been reporting impressive year-on-year performance in recent years

FOR IMMEDIATE RELEASE

PRLog (Press Release) - Jun 13, 2012 -
June 13, 2012

Al Ansari Exchange, the UAE's largest money exchange network that provides worldwide remittance and foreign exchange services, has received the UAE Superbrands Award 2012 for the seventh consecutive year. The award was presented to Al Ansari Exchange, by the Superbrands Council, the world's largest independent brand arbiter, during the Superbrands Awards ceremony held yesterday (June 12, 2012).

Commenting on the award, Rashed Ali Al Ansari, General Manager of Al Ansari Exchange said, "It is indeed an honour for Al Ansari Exchange to be consistently recognised as one of UAE's Superbrands. It is not only our long term vision and strategic plans that have made this possible; it is also the genuine commitment of all our staff members and the patronage of our valued customers that has made us a highly trusted and reputed brand in the country. This recognition further motivates us to continue our steadfast commitment to exceed customer expectations with our array of services and our customer-centric approach."

Al Ansari Exchange has been reporting impressive year-on-year performance in recent years. In the first quarter of 2012 the company achieved a 16 per cent increase in foreign currency exchange and remittance transactions compared to the same period last year.

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«الأنصاري للصرافة» تفوز بجائزة «سوبر براندز»

شركة الأنصاري للصرافة "لا يعود هذا التقدير إلى الجهود الدؤوبة التي تبذلها إدارة الشركة فحسب، وإنما كان للالتزام الوثيق والدعم الكبير لموظفينا وعملائنا الكرام دوراً مهماً في جعلنا من أبرز العلامات التجارية الموثوقة والمعروفة في الدولة. ومما لا شك فيه، يعد هذا التقدير حافزاً إضافياً لمواصلة جهودنا الحثيثة بتقديم مستوى يفوق توقعات العملاء عبر مجموعتنا الواسعة من الخدمات والمبادرات الموجهة اليهم".

أبوظبي (الاتحاد) - فازت شركة الأنصاري للصرافة بجائزة "سوبر براندز الإمارات"، وذلك للسنة السابعة على التوالي على. وتسلمت الشركة الجائزة من قبل "مجلس سوبر براندز"، والذي يعتبر أكبر هيئة عالمية مستقلة معنية بالعلامات التجارية، وذلك خلال حفل تسليم جوائز "سوبر براندز" الذي أقيم بفندق انتركونتيننتال في دبي فيستيفال سيتي. وقال راشد علي الأنصاري، مدير عام

خدمات

«الأنصاري للصرافة» تفوز بجائزة الـ«سوبر براندز» للسنة السابعة على التوالي

مراراً كواحدة من أقوى العلامات التجارية في دولة الإمارات، مضيفاً: "لا يعود هذا التقدير إلى الجهود النبوية التي تبذلها إدارة الشركة فحسب، وإنما كان للالتزام الوثيق والدعم الكبير لموظفينا وعملائنا الكرام دور مهم في جعلنا من أبرز العلاقات التجارية الموثوقة والمعروفة في الدولة. ويشار أن الشركة قد سجلت أداءً قوياً خلال السنوات الأخيرة الماضية. حيث حققت الشركة نمواً ملحوظاً بنسبة 16% في حركة صرف العملات الأجنبية والتحويلات المالية خلال الربع الأول من العام الحالي، مقارنة بالفترة نفسها من العام السابق. دبي — البيان

حازت «الأنصاري للصرافة»، الشركة المتخصصة في توفير خدمات التحويلات المالية وصرف العملات الأجنبية في دولة الإمارات، للسنة السابعة على التوالي، على جائزة «سوبر براندز الإمارات». وقد تسلمت الشركة الجائزة من قبل «مجلس سوبر براندز»، والذي يعتبر أكبر هيئة عالمية مستقلة معنية بالعلامات التجارية، وذلك خلال حفل تسليم جوائز «سوبر براندز»، الذي أقيم في فندق انتركونتيننتال في دبي فيستيفال سيتي أول من أمس. وأعرب راشد علي الأنصاري، مدير عام شركة «الأنصاري للصرافة»، عن اعتزاز الشركة لإختيارها



branding

Pepsi consistency a winning ingredient

N Pepsi has become the UAE's brand of the year. Superbrands, which describes itself as an "independent authority" on branding, has named Pepsi the nation's favourite brand, ahead of homegrown names such as Dubai Duty Free and Masafi. Mike English, the director of Superbrands Middle East, explained why Pepsi won.

Q What did Pepsi do right this year?

A What they always do right: they're consistent with their brand, they're consistent with their positioning and they're consistent with their product. There are so many new entrants into the beverage industry, the awareness of the industry as a whole has gone up. And Pepsi is so dominant that - I hate to say this - they just float to the top.

Because there is no letter "p" in Arabic, Pepsi is often pronounced "Bepsi". While the brand name does not translate well in terms of language, how does it translate in terms of culture?

I think you ought to ask an Arab that. It's been the dominant brand in the beverage market here for the last probably 15 years. Before that, it was local brands. Pepsi is a youth brand and it's an aspirational brand. And everything they do is aimed towards maintaining that.

How transparent is the process that decided a country's top brand? Do you release how many votes each brand received?
No, we don't do that. And we don't do rankings either. Because what we do is inherently ridiculous.

How do you compare Emirates [Airline]'s brand with KitKat? How do you compare Pepsi with UAE Exchange? You can't. Because branding is all about subjectivity. It's not something you can measure. It's all about how an individual feels about a brand and it's all about personal relationships. It's an emotional reaction.

No Arab brands are mentioned in the same breath as Coca-Cola, Pepsi or Google. Why is that?
Until now, Arab brands have been very country specific. They've now grown out of that and they are becoming regional. But it takes a huge, huge effort to become global. The only one that is close is Emirates.

So why didn't Emirates win this year and every year?
Bear in mind that the people who are voting [on the Superbrands brand of the year] are ordinary people. They interact with Emirates on a personal basis maybe once a year.

How confident are you that Superbrands UAE is a true barometer of the industry?

It is very much a barometer of what is happening here and people's attitude to brands. Because it's all about emotion and all about what you feel about a particular brand at a particular time. The important people are the little people: the receptionist; the guy who drives your delivery truck ... people who are trying to interact with your brand. They're the people that matter - not the guy sitting in the ivory tower.

* Ben Flanagan



Mike English, the director of Superbrands Middle East, says branding is all about subjectivity. Photo: P. ...

Al Ansari Exchange wins Superbrands Award for seventh consecutive year

Thursday, 14 June 2012

The awards ceremony was held on June 12, 2012.

Al Ansari Exchange, the UAE's largest money exchange network that provides worldwide remittance and foreign exchange services, has recently received the UAE Superbrands Award 2012 for the seventh consecutive year. The award was presented to Al Ansari Exchange, by the Superbrands Council, the world's largest independent brand arbiter, during the Superbrands Awards ceremony held on June 12, 2012.

Commenting on the award, Rashed Al Ansari said, "It is indeed an honour for Al Ansari Exchange to be consistently recognised as one of UAE's Superbrands. It is not only our long term vision and strategic plans that have made this possible; it is also the genuine commitment of all our staff members and the patronage of our valued customers that has made us a highly trusted and reputed brand in the country. This recognition further motivates us to continue our steadfast commitment to exceed customer expectations with our array of services and our customer-centric approach."

Al Ansari Exchange has been reporting impressive year-on-year performance in recent years. In the first quarter of 2012 the company achieved a 16 per cent increase in foreign currency exchange and remittance transactions compared to the same period last year.





'Oscar' Night of Superbrands UAE

Written by Syed Ali Anwer

Monday, 18 June 2012 10:55

'Oscar' Night of Superbrands UAE

Superbrands UAE hosted their annual Tribute Event to honor the country's strongest brands on June 12, 2012 at the Intercontinental Hotel in Dubai Festival City. Superbrands now operates programmes in 91 countries around the world and its tribute event is recognized as the 'Oscars' of the branding world. This Gala Event was attended by the who's who of UAE's corporate world and was a true celebration of many of the UAE's highest profile brands.

In parallel with the Tribute Event, Superbrands also launched the 2012 edition of the Superbrands UAE book, which features UAE's best brands, ranging from FMCG brands to local family owned businesses. Participation in the Superbrands book was by invitation only.



Only 58 leading UAE brands were awarded the 'Superbrands' status at 'Oscar' of branding night after a rigorous selection criteria set by the Superbrands Council. Over 2,500 professionals were invited to vote along with the Council. More than 1,341 leading UAE brands were scored by the Superbrands Council and through the online poll and the highest scoring brands were then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands book, which traces the history and achievements of each of the brands.

Prominent among those who were awarded the Superbrands award were two leading UAE currency exchange Companies namely the UAE Exchange Company and Al Ansari Exchange.



Joyalukkas, an established and famous jeweler in the UAE, was awarded the coveted prize for the third consecutive time. World

تكريم «الأنصاري للصرافة» بجائزة «العلامة التجارية المميزة» للعام السادس

دبي - «الخليج»

تقديراً لجهود الشركة وإنجازاتها، بما في ذلك مبادراتها الفاجحة للتوسع وتنفيذها لسلسلة من برامج المسؤولية الاجتماعية المختلفة للشركات. كما تأتي هذه الجائزة تقديراً لالتزام الشركة بإطلاق أبرز خدمات التحويلات المالية وصرف العملات الأجنبية، والتي توفر سبل الراحة والوقت لقاعدة عملائها المتنامية. وتسلم علي الفجار، مدير العمليات، دبي والشارقة وعجمان ورأس الخيمة وأم القيوين والفجيرة، شركة «الأنصاري للصرافة»، الجائزة من مايك إنجلش، مدير عام مجلس «العلامات التجارية المميزة».

أعلنت الأنصاري للصرافة، الشركة المتخصصة في توفير خدمات التحويلات المالية وصرف العملات الأجنبية في دولة الإمارات، عن تسميتها مؤخراً كواحدة من أفضل العلامات التجارية في الدولة، وذلك للسنة السادسة على التوالي. وتسلمت الشركة جائزة «العلامة التجارية المميزة» (Super Brands) خلال حفل خاص أقيم مساء أمس الأول، في قاعة الراس في فندق إنتركونتيننتال، في «دبي فيستيفال سيتي». وتم منح هذه الجائزة

the life

A photograph of Mike English, the director of Superbrands Middle East, speaking at a podium. He is wearing a suit and glasses, and has his hands raised in a gesture. The podium has a sign that says "Superbrands".

Sarah Dea / The National

Pepsi consistency a winning ingredient

Pepsi is the UAE's brand of the year. Superbrands has named Pepsi the nation's favourite brand, ahead of home-grown names such as Dubai Duty Free and Masafi. Mike English, the director of Superbrands Middle East, explained why Pepsi won. **b10**

Fifty-eight local brands were honoured as Superbrands in 2012 alongside globally recognised brands by Superbrands, the independent authority and arbiter of branding. Three domestic

brands speak on what being recognised as a Superbrand means to them.



Dubai Duty Free: Providing Travellers with a First Class Retail Experience

Dubai Duty Free opened for business on December 20th 1983 and has grown to become one of the leading airport retailers in the world with a turnover of Dh\$5.311 billion (US\$1.46 billion) in 2011.

Its founding principal of providing travellers with a first class retail experience in a shopper-friendly environment and a diverse range of products still holds true to this day.

Employing 5,000 people, the operation has consistently raised the benchmark for airport retailing in the Middle East.

To date, Dubai Duty Free has received some 250 industry awards which bear testimony to the operation's retail success including the 2012 Frontier Awards for 'Best Airport Retailer of the Year' which was won by the operation for an unprecedented sixth time; the 'Best Airport in Duty Free Shopping' presented at the Business Traveller Middle East Awards, the Global Traveller US magazine Award for 'Best Duty Free Shop' and the 'Superbrands Awards for Excellence in Branding' received from Superbrands Council.

Meanwhile, Dubai Duty Free's Leisure Division which operates the popular Irish Village and the Century Village, opened its first hotel - the Jumeirah Creekside Hotel on 1st July. The 292-room five-star property is managed by Dubai-based Jumeirah Group.

Also in July, Dubai Duty Free inaugurated its first border shop located next to the Customs and Immigration offices at the Hatta-Oman border. The retail unit covers some 42 square metres and provides a convenient stop off point 24/7 for travellers crossing to and from Dubai.

Jacky's Electronics: 'My Kind of Place'

Since its inception in 1988, Jacky's Electronics has pioneered new concepts and approaches to electronics retailing evolving to become the ultimate digital lifestyle shopping destination of the UAE. "Being the only consumer electronics retailer in the UAE to receive the 'Superbrand' status for seven succeeding years has solidified our leadership position in the electronic retail sector," says Ashish Panjabi, COO of Jacky's Electronics.

Apart from its innovative promotions and sales strategies, focus on quality and customer-centric services are an integral part of Jacky's genetic code of the brand, he adds. "In addition, we have evolved our retail concept to offer customer immersive

technology experience. Our move on social media and souq.com is another step to align and present ourselves to where our customer is today."

Consumer electronics products today have become less differentiated as the same brands are available on the high street, in hypermarkets, mall kiosks and every possible retail space, he adds. "Branding is therefore vital to create a lasting trust and assurance in the minds of the customers for product quality and reliable customer service. Being adjudged as a Superbrand not only serves as a benchmark of maintaining superior services but also assures our customers that we implement best industry practices of achieving customer satisfaction."



Al Rawabi: In pursuit of quality and freshness

A new entrant into the growing list of Superbrands in the UAE, Al Rawabi Dairy was founded in 1990 with a single-minded focus on quality, freshness and innovation. Today, it is the biggest dairy and juice processing plant in the UAE and the leading producer of milk products in Dubai.

According to Dr. Ahmed El Tigani, General Manager, Al Rawabi Dairy, "Since inception to this day, our brand essence has remained true to our roots - quality and freshness. We believe it is our consistency that has led us to becoming a Superbrand for the first time in 2012." Al Rawabi has been consistent with its branding, products and positioning through the years, he says. "Despite operating in a much cluttered industry, we

have positioned ourselves as a quality provider of milk and juice products and it is this single-minded delivery aspect that has got us the acknowledgment."

Operating in a category wherein product differentiation is a big challenge, it becomes all the more important to create a disparity in the consumer's mind and that is where branding comes in, believes Dr. Tigani. "We see branding as a strategic mix of consumer psychology and science brought together through a sustainable promise; something that helps us position our products strongly in the consumers mind. Our recognition as a Superbrand will therefore have a positive effect across our chain of stakeholders."



Eros Group: Following the Future

The Superbrand distinction is a badge you wear with pride and honour," says Niranjan Gidwani, Dy. CEO, Eros Group, commenting on the firm's recognition as a Superbrand two years in a row in 2011 and 2012. "Superbrands is a status reserved for the very few and deserving in the UAE. Our recognition as a Superbrand enables us to motivate and inspire our employees, renew trust amongst customers and gain respect from our channel partners.

Established in 1967 in Deira with just one small store, the company has now emerged as a leading distributor for consumer electronics in the UAE and in select MENA markets. It currently partners with 13 global brands, operates a 30-store retail network,

eight service centers and six warehouses across the UAE.

"We have learned a lot from our brand principals on the art of branding," says Gidwani. "Branding is about creating a 'customer connect'. This could be through media (online and offline), on the shop floor (brand merchandisers and product displays) and exemplary after sales service. However, the most important of all is word-of-mouth publicity and gaining customer trust."

The Group's vision is to achieve the number one position in marketing, distribution and retailing of consumer electronics, home appliances, telecom, IT and engineering goods and services by the year 2015.



أخبار وتقارير

10

تفوق

مركز الإمارات للصرافة يفوز بجائزة العلامة التجارية المميزة

إلى بلدانهم وذويهم سجلت ارتفاعاً بنحو 6٪ خلال الأشهر الخمسة الأولى لهذه السنة وتوقع أن يشهد فصل الصيف الحالي ارتفاعاً في التحويلات مقارنة بمعدل قيمة التحويلات الشهرية في الأشهر العادية، تتراوح نسبته بين 15 و 20٪، وحصل مركز الإمارات العربية المتحدة للصرافة على عدة جوائز وشهادات تقديرية من عدة جهات، منها جائزة الشرق الأوسط للمنتجات المصرفية، وجائزة برنامج دبي للخدمة المتميزة، وجائزة دبي للجودة، وجائزة الشيخ خليفة للامتياز، وجائزة دبي لتقدير التنمية البشرية، وجائزة محمد بن راشد آل مكتوم للأعمال.

فاز مركز الإمارات العربية المتحدة للصرافة بجائزة «العلامة التجارية المميزة» سويبر براندز لعام 2012 حيث تسلم الجائزة خلال الحفل الذي أقيم في فندق الأنتر كونتيننتال في فيسيفال سيتي دبي واي. سودهير كومار شيتي مدير عام مركز الإمارات للصرافة وفارجيس ماثيو مدير المركز في الدولة. وتم اختيار العلامة التجارية لمركز الإمارات للصرافة باعتبارها واحدة من أكبر العلامات التجارية المفضلة والأقوى في الإمارات للعام الرابع على التوالي حيث حصل أيضاً على هذه الجائزة عام 2009 و عام 2010 و عام 2011. وأوضح واي سودهير كومار شيتي أن تحويلات العاملين بالدولة



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Being there | 19



Dinusha Jayatilake and Charionne D'Souza.



Kirsten Spence, Liz English and Phil Broad.



Lynda Poncia and Hassan Al Buhaisi.



Corrina Campos and Riya Guha.



Shelly Rangan, Vik Naidy and Alltn Encarnacion.

Brand of the year

Photos by Arshad Ali

• UAE's strongest brands were honoured at the Superbrands Tribute event at the InterContinental Hotel, Dubai Festival City.



Zita and Krisztian Cvitko.



Laura Stubbs, Laura Newman and Vanessa Leita.



Elizabeth Maclean and Mike Evans.



Joyalukkas the only jeweller to win this 'exceptional brand' recognition in 2012.



3 times Superbrand – Joyalukkas

Dubai, UAE, 13 June 2012: Joyalukkas, the world's favourite jeweller has been recognised as a Superbrand for the 3rd time. The jewellery retailer was also awarded this status in the year 2010 & 2011.

The announcement was made at the prestigious Superbrands Tribute Event, a high profile, premier marketing occasion attended by the media and peers alike. The award was accepted by John Paul Joy Alukkas, Executive Director on behalf of the Joyalukkas Group. The brand will also once again be featured in the 2012 edition of the Superbrands UAE book.

The Superbrands organisation is acclaimed worldwide as being an independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history, achievements and acceptance of each of the brands.

"We are honoured to be recognised with the Superbrand status for the 3rd time. This only means our customers are appreciating our efforts in delighting them and our various brand building initiatives are working. I take this opportunity to convey our sincere appreciation to our valued customers, my fantastic team and the Superbrand council for this recognition. Customer appreciation keeps us going and we will continue to take every effort in delighting them at every occasion". Said Mr. Joy Alukkas, Chairman & M.D., Joyalukkas Group.

From its inception with a single jewellery showroom to its current stature of a multi-billion dollar global conglomerate with 85 jewellery showrooms world-wide, Joyalukkas has revolutionized the jewellery retail industry through innovative schemes as well as a distinct offering. In the short span of around 2 decades, Joyalukkas has transformed the way the world looks at jewellery and made itself a household name. Today the global retail chain operates across 9 countries and has a loyal customer base of over 10 million customers.

Joyalukkas has set a benchmark in jewellery, by offering customers a wide range of contemporary, ethno-contemporary and ethnic jewellery in all types of jewellery i.e. gold, diamonds, precious stones, platinum and pearls. Customers get to choose from over one million designs in branded and generic versions at Joyalukkas.

John Paul Joy Alukkas, Executive Director of Joyalukkas Group said "Being a Superbrand for the 3rd time feels great and we are the only jewellery brand to be awarded this status. We spend a lot of time and attention to ensure we keep each customer delighted on their every shopping occasion at Joyalukkas. We are also using the online medium, specially our Facebook page to connect with our huge base of customers & followers updated on a day-to-day basis on the latest events and happenings at Joyalukkas. Would like to convey a big thank you to our customers, my team members and the Superbrand Council and the judges for this powerful endorsement for Brand Joyalukkas for the 3rd time."

The global conglomerate, Joyalukkas's current business interest includes Jewellery, Fashion & Silks, Money Exchange, Luxury Air Charter & Malls. Joyalukkas is also rapidly expanding its presence in the Kingdom of Saudi Arabia, their 3rd jewellery showroom set to open in Jeddah this month. The jewellery business of Joyalukkas is one of the most awarded and recognised jewellery retailing chain. Joyalukkas is also the first jeweller to be awarded the ISO 9001: 2008 and 14001:2004 certifications. Joyalukkas has been recognised under the Dubai Quality Appreciation Program for strong adherence to quality across all its departments.

–Ends–

About Joyalukkas Group

Joyalukkas Group is a multi-billion dollar global conglomerate with varied business interests. The group operates its various business operations across UAE, Saudi Arabia, Bahrain, Oman, Kuwait, Qatar, Singapore, London & India. The group businesses include jewellery, money exchange, fashion & textiles, luxury air charter & Malls. Joyalukkas employs a staff of over 5000 professionals across the world and is one of the most awarded and recognized jewellery retail chains in the world.

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Superbrands To Honour UAE's Top Brands At The Biggest Night In Branding

WEDNESDAY, 06 JUNE 2012 13:35

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To announce the 'Brand of the year' award at the tribute event in addition to launching the eight edition of the Superbrands UAE book

Dubai, United Arab Emirates, June 06, 2012: Superbrands, the independent authority and arbiter of branding, announced that they are hosting their annual Tribute Event to honour UAE's strongest brands on June 12, 2012 at the Intercontinental Hotel in Dubai Festival City. Superbrands will also announce the highly anticipated 'Brand of the Year' award in addition to unveiling the eight edition of the much coveted coffee-table style Superbrands book, which includes a two-page profile of each of the Superbrands, at the Tribute event.

Speaking about the event, Mr. Mike English, Director, Superbrands Middle East, said, "I am delighted to announce our 2012 tribute event for the UAE's strongest brands. Superbrands now operates programmes in 91 countries around the world and is recognised as the 'Oscars' of the branding world. We are happy that many local brands, which include new entrants, have made it to the Superbrands list this year in addition to globally recognised brands. These brands were voted as Superbrands by over 2,500 marketing professionals active in the UAE marketplace. The brand which scores the highest points will be awarded 'Brand of the Year' at the tribute event."

"In parallel with the Tribute event, we will also launch the 2012 edition of the Superbrands UAE book, which features the UAE's best brands, ranging from FMCG brands to local family owned businesses. Participation in the Superbrands book is by invitation only and acknowledges the inherent strength of featured organisations and their brand values," Mr. English added.

After a rigorous selection criteria set by the Superbrands Council, over 2,500 professionals were invited to vote along with the Council. More than 1,341 leading UAE brands were scored by the Superbrands Council and through the online poll and the highest scoring brands were then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history and achievements of each of the brands

The Superbrands Council comprises individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business. To be voted as a Superbrand by the Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status.

The Superbrands tribute event, which will be attended by the who's who of the corporate world, is set to be a true celebration of many of the country's highest profile brands, and promises to live up to its global reputation as the "Oscars of Branding".

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ABU DHABI: The leading global [remittance](#) and [foreign exchange](#) brand, winner of Superbrands [awards](#) for three years in 2009, 2010 and 2011, has maintained its brand status by being voted the Superbrand once again.

[UAE Exchange](#) is among the chosen ones, yet again, when it got selected as the Superbrand by the prestigious Superbrands Council in the UAE, for the fourth consecutive time. The [remittance](#) major earned this recognition due to its penchant for quality in every aspect.

"We are delighted," exclaimed [Y. Sudhir Kumar Shetty](#), COO – Global Operations, [UAE Exchange](#). "Superbrands is a prestigious [award](#), which recognises qualitative attempts to achieve excellence. It fills us with pride to know that they have found [UAE Exchange](#) a brand totally driven by quality.

On our part we have been constantly striving to achieve excellence in every aspect of our operations. It is these incessant efforts that have helped us in featuring in the coveted list, four times in a row," added Sudhir Shetty. [Promoth Manghat](#), Vice President – Global Operations, [UAE Exchange](#), said,

"[UAE Exchange](#) has grown into a trusted global [remittance](#) and [foreign exchange](#) brand. This recognition in its flagship market of UAE is definitely an encouragement for us to pursue excellence, globally. Along with the laurels comes high responsibility and we shall leave no stone unturned to stand up and surpass the expectations of customers, partners, regulators and authorities on quality."

Varghese Mathew, Country Head – UAE Operations, [UAE Exchange](#), said, "UAE is a matured market with quite competent players. Every aspect in the business operations here has to be well nourished to compete here. [UAE Exchange](#) has grown along with this market and has imbibed its values that make it quality-centric. Being featured in this prestigious list among like-minded organisations, which have a penchant for quality, is an honour for us."

[UAE Exchange](#) has also won many [awards](#) including the Banker Middle East Product [Award](#), Dubai Quality [Award](#), Sheikh Khalifa Excellence [Award](#), Sheikh Mohammed Bin Rashid Al Makhtoum Business [Award](#), Dubai Human Development Appreciation Programme, Dubai Service Excellence Scheme [Award](#), Best Partner by Emirates National Development Program, UAE Emiratisation [Award](#), Deutsche Bank STP Excellence [Award](#), [Customer Service Week Star Award](#) in 2009 & 2011, ISO 9001 & 14001 certification and voted Superbrand in 2009, 2010 and 2011 earlier.

@albawaba

UAE Exchange voted superbrand the fourth time



When quality becomes a way of life, winning becomes a habit and the brand gets selected in to the elite list of the most trusted and preferred brands. [UAE Exchange](#) is among the chosen ones, yet again, when it was selected as the Superbrand by the prestigious Superbrands Council in the UAE, for the fourth consecutive time. The [remittance](#) major earned this recognition due to its penchant for quality in every aspect. Earlier [UAE Exchange](#) was chosen in the Superbrands list in 2009, 2010 and 2011.

"We are totally delighted!" exclaimed Mr. [Y. Sudhir Kumar Shetty](#), COO Global Operations, [UAE Exchange](#). "Superbrands council is a prestigious and independent authority, which recognises qualitative attempts to achieve excellence. It fills us with pride to know that they have found [UAE Exchange](#) as a brand totally driven by quality. On our part we have been constantly striving to achieve excellence in every aspect of our operations. It is these incessant efforts that have helped us in featuring in the coveted list, four times in a row", added Mr. Sudhir Shetty. [Click Here To Read More](#)



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Superbrands To Honour UAE's Top Brands At The Biggest Night In Branding

(6 June 2012)

To announce the 'Brand of the year' award at the tribute event in addition to launching the eight edition of the Superbrands UAE book

Superbrands, the independent authority and arbiter of branding, announced that they are hosting their annual Tribute Event to honour **UAE's** strongest brands on June 12, 2012 at the Intercontinental Hotel in Dubai Festival City. Superbrands will also announce the highly anticipated 'Brand of the Year' award in addition to unveiling the eight edition of the much coveted coffee-table style Superbrands book, which includes a two-page profile of each of the Superbrands, at the Tribute event.

Speaking about the event, Mr. Mike English, Director, Superbrands Middle East, said, "I am delighted to announce our 2012 tribute event for the **UAE's** strongest brands. Superbrands now operates programmes in 91 countries around the world and is recognised as the 'Oscars' of the branding world. We are happy that many local brands, which include new entrants, have made it to the Superbrands list this year in addition to globally recognised brands. These brands were voted as Superbrands by over 2,500 marketing professionals active in the **UAE** marketplace. The brand which scores the highest points will be awarded 'Brand of the Year' at the tribute event."

"In parallel with the Tribute event, we will also launch the 2012 edition of the Superbrands **UAE** book, which features the **UAE's** best brands, ranging from FMCG brands to local family owned businesses. Participation in the Superbrands book is by invitation only and acknowledges the inherent strength of featured organisations and their brand values," Mr. English added.

After a rigorous selection criteria set by the Superbrands Council, over 2,500 professionals were invited to vote along with the Council. More than 1,341 leading **UAE** brands were scored by the Superbrands Council and through the online poll and the highest scoring brands were then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands **UAE** book, which traces the history and achievements of each of the brands

The Superbrands Council comprises individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business. To be voted as a Superbrand by the Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status.

The Superbrands tribute event, which will be attended by the who's who of the corporate world, is set to be a true celebration of many of the country's highest profile brands, and promises to live up to its global reputation as the "Oscars of Branding".

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Communication

RAK Ceramics receives Super Brand Award

Posted on 20 June 2012

Tags: [PR 2.0](#), [PR 2.0](#), [RAK Ceramics](#), [Receives](#), [Super Brand Award](#)



Consistently delivering accolade-inspiring brand values, RAK Ceramics, the world's largest ceramic tiles and bathware manufacturing company, has received its fourth consecutive UAE Super Brand Award 2012, at an awards ceremony organised by the Super Brand Council - the world's largest independent brand arbiter - at the Al Ras Ballroom, InterContinental Dubai Festival City on the 12th of June 2012.

RAK Ceramics has been consistent in positioning itself as a global ceramics innovator with a brand that is trusted in various regional and international markets. The company continues to be honoured and recognised for decades of excellence and outstanding leadership.

Mr. Abdullah Massaad, CEO, RAK Ceramics said: "We hold this honour in high esteem as it represents the values we continue to strive to achieve for our brand as it continues to penetrate the globe. The Superbrand seal of approval is one we wear proudly on our collateral and with each consecutive win, we continue to ask ourselves what more we can do to raise the bar."

Comprising distinguished personalities in the world of branding, the Superbrand Council continues to pay tribute to established brands worldwide. The organisation is instrumental in producing various publications that feature the world's Superbrands; in turn holding the honour serves as a powerful endorsement and evidence for existing and potential customers, media, suppliers, investors and employees of a brand's exceptional status.

RAK Ceramics was again recognised for a superb promotional strategy that revolves around supporting high-level events of architects and property developers in one respect. On the other end of the spectrum, the brand is promoted continuously through a broad range of media including radio, trade and popular magazines, outdoor advertising, events sponsorship and through high profile exhibition stands. RAK Ceramics incessantly carries on these innovative approaches in local and regional markets, which allows the company to reach as broad a base of the public as possible and ensures that the brand has distinctive points of values.

RAK Ceramics is consistently recognised for superb brand values, being named one of the top four brands in the UAE by Brand Finance Middle East of the UK, Company of the Year by Arabian Business Awards, and the MRM Business Award for manufacturing - the most prestigious manufacturing award in the UAE. The company has also been awarded the Best Brand at 2010 Middle East Business Leaders Summit and Awards in Dubai, in addition to officially being recognised as the world's largest manufacturer of ceramic tiles by Ceramic World Review.

Mr. Abdullah Massaad concluded: "Our path has been paved with success, as we hold very high the virtue of pursuing all our endeavours to the highest level of excellence and achievement. We accept this honour and move forward with the sentiment to do more with the recognition as we garner worldwide success."

SUPERBRANDS UAE - The Superbrands organisation is acclaimed worldwide as being the independent authority and arbiter of branding excellence

June 15, 2012 - [Business Press Release](#)



SUPERBRANDS UAE

Pepsi Wins 'Brand Of The Year' From Superbrands UAE

58 leading UAE brands were awarded the Superbrands' status at the 'Oscars' of branding night.



Mike English of Superbrands and Ahmed Elazizi of Pepsi Cola

International

Dubai, United Arab Emirates, June 15, 2011: *Superbrands*, the independent authority and arbiter of branding, today announced that *Pepsi* has won the coveted 'Brand of the Year' award at the 8th annual *Superbrands* tribute event, which was held at the Intercontinental, *Dubai Festival City*. 58 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 2012 *Superbrands* book featuring many of the brands voted as *Superbrands*.

Speaking at the tribute event, Mr. Mike English, Director, *Superbrands* Middle East said, "We are happy to announce that *Pepsi* has won the *UAE* 'Brand of the Year' award for 2012. This award goes to the brand that scores highest in the annual *Superbrands* voting survey of over 2,500 marketing professionals in the *UAE*. We would like to congratulate them on this feat and wish them even more success in the coming years. *Pepsi* has been a very strong performer in this market for many years and it continues to build on its strengths despite increasing competition in its market sector."

Commenting on their win, Mr. Ahmed Elazizi, Chief Marketing Officer, MEA Region, *Pepsi* Cola International said, "We are thrilled to be the 2012 Brand of The Year in the *UAE*. *Pepsi* always strives to offer the best product and brand experiences to its consumers and it is very exciting to be recognized for it by professionals."

PepsiCo's brands are clear market leaders in both foods and beverages categories in the *UAE*. *Pepsi* markets a series of leading brands within their portfolio including the top three brands across *UAE* market, namely *Pepsi* (the leader brand), *Mountain Dew* and *7UP*. *Pepsi* is available to consumers in almost every single retail outlet in *UAE* and is accessible across more than ten million retail outlets. *Pepsi* products have been available in the *UAE* market for 50 years now and are proudly the category leader within carbonated soft drinks in the *UAE*, as

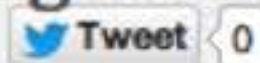
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'Oscar' Night of Superbrands UAE



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Superbrands UAE hosted their annual Tribute Event to honor the country's strongest brands on June 12, 2012 at the Intercontinental Hotel in Dubai Festival City. Superbrands now operates programmes in 91 countries around the world and its tribute event is recognized as the 'Oscars' of the branding world. This Gala Event was attended by the who's who of UAE's corporate world and was a true celebration of many of the UAE's highest profile brands.

In parallel with the Tribute Event, Superbrands also launched the 2012 edition of the Superbrands UAE book, which features UAE's best brands, ranging from FMCG brands to local family owned businesses. Participation in the Superbrands book was by invitation only.



Only 58 leading UAE brands were awarded the 'Superbrands' status at 'Oscar' of branding night after a rigorous selection criteria set by the Superbrands Council. Over 2,500 professionals were invited to vote along with the Council. More than 1,341 leading UAE brands were scored by the Superbrands Council and through the online poll and the highest scoring brands were then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands book, which traces the history and achievements of

Winning ingredients of Superbrands

The Superbrands' Tribute Event celebrates many of the country's highest profile brands as it lives up to its global reputation as the 'Oscars of Branding'.



At the annual Tribute Event by Superbrands, the independent authority and arbiter of branding, UAE's strongest brands were honoured on June 12, 2012 at the Intercontinental Hotel in Dubai Festival City.

Dubbed the Oscars of Branding, the event saw the announcement of the highly anticipated 'Brand of the Year', a coveted title that was awarded to Pepsi Co.

Explaining the key strengths that have made Pepsi a winner, Mike English, Director, Superbrands Middle East, says, "Pepsi is a brand that people have been comfortable with over the years; they trust it for its quality and they know it delivers on its promises. Pepsi has been a very strong performer in this market for many years and it continues to build on its strengths despite increasing competition in its market sector. It has been a very consistent brand - both with its positioning and with its product."

Many local brands, which include new entrants such as Al Rawabi, Al Ain Dairy, Iconic and Noodle House, have made it to the Superbrands list this year in addition to globally recognised brands. It is the Superbrands Council, which comprises of some of the leading names in UAE business circles that compile a shortlist of brands which is then scored online by over 2,500 marketing professionals active in the UAE marketplace. The brands that scored more than 80 per cent of the total possible marks are declared Superbrands by the Brand Council and Pepsi won the award for scoring the highest points this year.

"When we ask people to vote for a brand, we tell them to ask themselves three things about the brand - Do I feel comfortable with this brand? Do I trust this brand? And most importantly, does this brand always deliver what it promises? These are the three criteria that make a superbrand," says Mike.

The brands, which meet the stringent criteria set by the Council are awarded the Superbrands status. "This year, out of the shortlist of 1,341 brands, only 58 leading UAE brands were honoured as Superbrands," he adds.

Attended by the country's most prominent senior business, marketing and branding executives, the Tribute Event also saw the unveiling of the 2012 Superbrands book featuring many of the brands voted as Superbrands. This coffee table book includes a two-page profile of each Superbrand and traces the foundation and development of the brand and includes a 'Things You Didn't Know' section

highlighting interesting facts about the brand and its unique achievements.

"The brands featured in the Superbrands UAE book range from FMCG brands to corporate giants. We are happy to see so many of the UAE's strongest home-grown brands included in the book alongside key international brands," notes Mike.

A Superbrand is never complacent; it needs improvement from time to time while retaining its core personality. Every single complaint and compliment from customers counts for a Superbrand as they are the key



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Masafi wins Superbrands 2012 award for branding excellence



Builds on its market leadership across the Gulf and Middle East

Dubai, June 21, 2012: Masafi, one of the leading FMCG brands in the region, has further re-emphasized its market leadership across the Gulf and Middle East by winning the Superbrands 2012 recognition for Excellence in Branding. The prestigious accolade by Superbrands – an independent authority and arbiter of branding – underlines the strength of Masafi brand in the region.

Masafi was selected from over 1,340 regional brands and judged on a stringent criteria applied by an independent Superbrands Council. The Superbrands award was handed over at a Tribute Event at The InterContinental Hotel in Dubai Festival City last week. Intikhab Alam, Head of Marketing, and Makram Haidar, Category Marketing Manager at Masafi, received the coveted award.

With the award, Masafi also features in the 2012 edition of the Superbrands UAE book, comprising the best brands – from FMCG brands to local family-owned businesses. The Superbrands Book is a key reference material and treasure trove of information for media, corporate executives, marketing teams and professionals across sectors.

In his comments, Intikhab Alam, Head of Marketing at Masafi, said: "Receiving the Superbrands status for 2012 is a powerful endorsement and evidence of our exceptional brand promise and world-class products. It is a privilege to be selected from among so many leading brands from across the region. This award is a reflection of our market leadership and our strategic growth plans in the Gulf and beyond. We are extremely proud of this achievement."

Masafi was chosen after a rigorous selection criteria set by the Superbrands Council, with over 2,500 professionals representing various sectors invited to vote along with the Council. More than 1,341 leading UAE brands were scored by the Superbrands Council through the online poll and high scoring brands were then designated as Superbrands.

For further information, please contact Ghada Kammoun/ Venkat Iyer,
BPG Public Relations, Dubai Tel: +9714-295 3456; Fax: +9714-295 1027
E-mail: gkammoun@batespangulf.com / venkat@batespangulf.com

About Masafi:

Masafi, the leading producer of pure natural mineral water in the entire Gulf, was established in 1976 with a paid-up capital of approximately \$5.5 million. The company has retained its market leadership for over three decades by providing world-class products which are renowned for their pure natural freshness. This has seen Masafi become the premium reference for bottled mineral water in the entire region. In the process, it has built an extremely strong distribution network to consistently deliver to dynamic market requirements and has continuously upgraded its state-of-the-art equipment to keep pace with technological advances around the globe.

Being a leading brand that delivers to consumer needs, Masafi's wide product portfolio includes Pure, Natural Mineral Water, Tissues, Juices, Flavored Water, Basmati Rice and Gourmet (Chips). The mineral water product line comes in bottles of 1.5 litres, 1 litre, 500ml, 330ml (regular and sports) 4 gallon bottles, 330ml kids packaging (regular and sports); mineral water cups in sizes of 250ml, 200ml, and 125ml. All Masafi product bottles are 100 per cent recyclable and only for one-time-use. The tissue line includes boutique fragrant tissues in four scents, floral tissues in purple, pink and green colors, and car tissue boxes. Masafi leads the UAE market in the Brand Equity Index in the water and tissue categories. The hugely popular Masafi Juices come in an array of original flavors and rich fruit blends available in 2 litre, 1 litre and 200ml bottles and a 100% juice blend tetra pack product line. The flavored water is available in four flavors -- strawberry, lemon, peach and mint & lemon in 500ml sizes. The Gourmet potato chips come in five flavours – sea salt, sweet chilly, 'four cheese', salt & vinegar and Labneh & Zaatar. The 100% natural Masafi Premium Basmati Rice is the finest quality basmati offering an unique aroma, authentic taste and pure goodness.

The company was the first recipient of the ISO 9002 certification in the entire Middle East and was awarded the ISO 9001:2000 certification for developing and maintaining a high standard Quality Management System. Masafi has also been awarded the HACCP (Hazard Analysis Critical Control Points) certification. Masafi is also a member of International Bottled Water Association (IBWA) and Asia Bottled Water Association (ABWA). Masafi Water is tested and approved by NSF International, USA, which carries out annual unprompted audits on behalf of IBWA. Masafi is the first mineral water company in the region to be awarded the prestigious ISO 14001 certification for Environmental Management.

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Pepsi wins 'Brand of the Year' award



Mike English, Superbrands with Ahmed Elazizi, CMO, MEA Region, Pepsi Cola International.

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ARAB NEWS

Friday 15 June 2012

Superbrands, an independent authority and arbiter of branding, announced that Pepsi has won the coveted 'Brand of the Year' award at the 8th annual Superbrands tribute event at the Intercontinental, Dubai Festival City.

A press release said 58 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 2012 Superbrands book featuring many of the brands voted as Superbrands.

Speaking at the tribute event, Mike English, director, Superbrands Middle East said: "We are happy to announce that Pepsi has won the UAE 'Brand of the Year' award for 2012. This award goes to the brand that scores highest in the annual Superbrands voting survey of over 2,500 marketing professionals in the UAE. We would like to congratulate them on this feat and wish them even more success in the coming years. Pepsi has been a very strong performer in this market for many years and it continues to build on its strengths despite increasing competition in its market sector."

Ahmed Elazizi, chief marketing officer, MEA Region, Pepsi Cola International said: "We are thrilled to be the 2012 Brand of The Year in the UAE. Pepsi always strives to offer the best product and brand experiences to its consumers and it is very exciting to be recognized for it by professionals."

Among PepsiCo's projects in the region are programs that focus on education, eradication of poverty, cross-cultural exchanges for local youth, health and wellness and the environment.

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.

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Pepsi Wins 'Brand Of The Year' From Superbrands UAE

58 leading UAE brands were awarded the Superbrands' status at the 'Oscars' of branding night.

FOR IMMEDIATE RELEASE

PRLog (Press Release) - Jun 15, 2012 -

Dubai, United Arab Emirates: Superbrands, the independent authority and arbiter of branding, today announced that Pepsi has won the coveted 'Brand of the Year' award at the 8th annual Superbrands tribute event, which was held at the Intercontinental, Dubai Festival City. 58 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 2012 Superbrands book featuring many of the brands voted as Superbrands.

Speaking at the tribute event, Mr. Mike English, Director, Superbrands Middle East said, "We are happy to announce that Pepsi has won the UAE 'Brand of the Year' award for 2012. This award goes to the brand that scores highest in the annual Superbrands



Mike English-Superbrands with Ahmed Elazizi CMO ME.

by professionals."

PepsiCo's brands are clear market leaders in both foods and beverages categories in the UAE. Pepsi markets a series of leading brands within their portfolio including the top three brands across UAE market, namely Pepsi (the leader brand), Mountain Dew and 7UP. Pepsi is available to consumers in almost every single retail outlet in UAE and is accessible across more than ten million retail outlets. Pepsi products have been available in the UAE market for 50 years now and are proudly the category leader within carbonated soft drinks in the UAE, as well as across all other GCC markets.

In the last year, Pepsi has launched numerous successful advertising campaigns in the UAE, which vary from generic campaigns to others capitalising on the music and football themes around mega events. Among PepsiCo's projects in the region are programmes that focus on education, eradication of poverty, cross cultural exchanges for local youth, health and wellness and the environment.

"The tribute event was a true celebration of many of the country's highest profile brands and in turn a recognition of the people who work hard to ensure the success of their brands. To win the Superbrands title is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status," Mr. English added.

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.

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Marmum Dairy Accorded Superbrand Status For Second Consecutive Year

Dubai-UAE: 23 June, 2012 – Marmum Dairy, a subsidiary of Dubai Investments (DI) and a leading dairy brand in the UAE, today announced it has been awarded the Superbrand status for 2012 by the Superbrands Council, the world's largest independent brand arbiter.

Awarded to Marmum Dairy for the second year in a row, the Superbrand status is assigned to a company or a brand based on market dominance, quality, trust, longevity, accounting practices, goodwill, customer loyalty and market acceptance. The Superbrands organisation, which began in 1994, analyses the history and strength of different brands in over 40 countries and is universally commended for being an arbiter of branding excellence.

The Superbrand citation acknowledges Marmum Dairy as a noteworthy dairy producer in the UAE for offering a strong product portfolio, demonstrating high brand awareness and a credible reputation while engaging in meaningful corporate social responsibility programmes.

Waeel Barhaji, Deputy General Manager, Marmum Dairy Farm, said: "The Marmum brand has become a household name for quality dairy products and fruit juices. With a wide-spanning network across the country, we are successfully positioned as a forerunner in the production of high grade products that are prepared under optimum standards of hygiene.

"Marmum Dairy has been conferred the Superbrand status for a second consecutive year, which emphasizes our commitment to quality. We will continue to invest efforts to deliver innovative products that demonstrate quality and excellence."

Established in 1984, Marmum Dairy Farm boasts a substantial local and regional market share, and has consistently received recognition for maintaining high standards in technology and output. Additionally, Marmum Dairy Farm has undergone the Hazard Analysis Critical Control Points (HACCP) audit, and holds the food safety certification from Dubai Municipality.

About Marmum:

A subsidiary of Dubai Investments Industries, Marmum Dairy Farm is one of the largest dairy farms in the UAE with an annual production in excess of 20 million litres. Marmum has a diverse product range that includes fresh milk, yoghurt, laban, and fruit juices, which are available in more than 3,000 outlets across the UAE. Committed to maintaining strict hygiene standards and high quality in every step of its operation,

Marmum makes continued investments in high-quality breeding stock and in cutting-edge technology and machinery to step up its production capacity and to satisfactorily meet the increasing demand for its products.

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Al Ain Dairy awarded UAE 'Superbrand' status for 2012

Posted on 24 June 2012

Tags: [Al Ain Dairy](#), [awarded](#), [PR 2.0](#), [PR 2.0](#), [status for 2012](#), [Superbrand](#), [UAE](#)



Al Ain Dairy, the UAE's largest dairy producer has been awarded the status of 'Superbrand' for 2012 by a council comprising of industry experts and practitioners. A fitting tribute and achievement to the Al Ain company which has been chosen among only 55 brands to be awarded a 'Superbrand' status out of a total of 1281 candidate brands.

Extremely proud on being awarded the 'Superbrand' status, an elated Mr. Abdulah Saif Al Darmaki, CEO, Al Ain Dairy said, "The 'Superbrand'

status not only underscores Al Ain Dairy's efforts to deliver quality, variety and value, it also reinforces our ongoing success in the region as we deliver more innovative products". The UAE's favorite milk brand enjoys tremendous support from its customers and respect from industry peers.

Commenting further on the continued success of Al Ain Dairy, Mr Darmaki said "The accolade is extremely special for the company who has just recently celebrated its 30 year milestone in 2011. 2012 has so far been another award winning year for the company which has also received a string of credible awards for innovation and quality; this is essentially a well-deserved endorsement, and a true testament to our ongoing efforts to cater to the ever changing needs of our customers. Our achievements are also a reflection of the trust that our customers have in our products."

"Superbrands" is known as an independent authority and arbiter of branding excellence committed to paying tribute to exceptional brands in the UAE and around the world. The award also promotes the discipline of branding, and relies on a panel of industry experts to score brands on a variety of parameters such as products portfolio, quality, market dominance, longevity, good will, customer loyalty and market acceptance. Al Ain Dairy, along with the other winning brands from within the UAE, will be profiled in coveted 8th edition of the Superbrands book which comes out in July 2012.



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UAE Exchange voted Superbrand, the fourth time

June 19, 2012

UAE Exchange Press Releases

The leading global **remittance** and **foreign exchange** brand earlier featured in the coveted Superbrands list in 2009, 2010 and 2011 too.

When quality becomes a way of life, winning becomes a habit and the brand gets selected in to the elite list of the most trusted and preferred brands. **UAE Exchange** is among the chosen ones, yet again, when it was selected as the Superbrand by the prestigious Superbands Council in the UAE, for the fourth consecutive time. The **remittance** major earned this recognition due to its penchant for quality in every aspect. Earlier **UAE Exchange** was chosen in the Superbrands list in 2009, 2010 and 2011.



Mr. Y. Sudhir Kumar Shetty, COO – Global Operations along with Mr. Varghese Mathew, Country Head–UAE, receiving the award for UAE Exchange from Mr. Mike English, Director, Superbrands MENA at the Superbrands Tribute event held at Intercontinental Hotel, Festival City, Dubai on 12th June, 2012.

"We are totally delighted!" exclaimed Mr. **Y. Sudhir Kumar Shetty**, COO – Global Operations, **UAE Exchange**. "Superbrands council is a prestigious and independent authority, which recognises qualitative attempts to achieve excellence. It fills us with pride to know that they have found **UAE Exchange** as a brand totally driven by quality. On our part we have been constantly striving to achieve excellence in every aspect of our operations. It is these incessant efforts that have helped us in featuring in the coveted list, four times in a row.", added Mr. Sudhir Shetty.

Branding in a digital world

From the launch of Superbrands TV to the provision of QR codes, any brand with a Superbrand status can reinforce its position and strength in new and exciting ways.



In the world of global commerce and competition, excellence matters above all else. As brands vie with one another to distinguish themselves through both superior products and creative marketing, attaining Superbrands status tends to naturally strengthen a brand's position, adds prestige and reassures customers and suppliers that they are buying the best brand in its category.

The story of each Superbrand covering the brand's market, achievements, history and

brand values, are traditionally outlined in a coffee-table book which are now renowned worldwide as branding 'bibles'. "Our superbrands can now also look forward to Superbrands TV, a new service offered exclusively to clients of Superbrands," reveals Mike English, Director, Superbrands Middle East. "Through our production team in New York, brands which have attained the prestigious Superbrands status can now bring their two-page presentations in the Superbrands book to life through sound and pictures."

The video mirrors the text and images from the brand presentations in the Superbrands books. "This is a great way to showcase the brand's strengths and status as a Superbrand through an important new digital delivery platform," he says.

In addition, brands can utilise

this high quality video footage to promote their brand stories and successes to their clients, staff, suppliers and customers by using them on TVs at reception areas, in-store displays, and at conferences, seminars and exhibitions.

"We are very excited about the added value Superbrands TV brings to our member brands," says Mike. "Recently, I had an enquiry from a company of producing the video in Arabic, English, Afrikaans and Mandarin. This is entirely possible as the voice over can be done in many languages."

Despite the foray into a digital platform, the traditional Superbrands book will continue to be the mainstay of the Superbrands programme, he asserts.

Yet another new initiative launched by the organization

is the provision of QR codes to all its clients. "QR codes are two-dimensional (2D) matrix barcodes that can hold thousands of alphanumeric characters of information. So when you scan or read a Superbrand's QR code with a smartphone, it takes you directly to the double page spread in the book on our website."

The ability of QR codes to connect to multimedia digital content is very useful for both businesses and consumers alike, believes Mike. "The iconic Superbrands logo is today widely recognised by consumers as a mark of brand excellence and distinction. The QR codes will enhance the brand awareness levels a notch higher as it can be used not only in advertisements but also on shop windows and delivery trucks too. Each will then tell you the story of that brand on our tablet or smartphone."



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best and most valued local and international brands within any given market.

"What we do is an assessment of how a range of brands operating across diverse industries are perceived in the region," Mike explains. "When we first started in the UAE 12 years ago, the so-called 'glamour' brands such as Gucci, Armani and others were the Superbrands in the country. This trend underwent a major shift with the onset of the global financial crisis."

Around the same time, the organisation also changed the method of choosing the Superbrands, he says. "While earlier this was a task entrusted to the Superbrands Council members, what we now do is ask the Council members to produce a shortlist of candidate brands from a list provided by our researchers (we list all brands available in the country that are widely available). We then invite the CEO and Marketing Directors of shortlisted brands to vote online for all the other brands and the scoring is tabulated to result in the top scoring brands being designated as Superbrands."

This has resulted in the immediate increase of the voting base from just 15 to almost 2,500. But, for those who think that there are shortcuts to achieving the Superbrand status, Mike points out that in 2012, the UAE had a shortlist of 1,341 brands. "After the scoring was completed, only 58 became Superbrands."

The demise of the glamour and luxury brands since the onset of the credit crunch led to the rise of brands that mean something to most people on a daily basis, continues Mike. "These are the 'value for money' brands, which people perceive as being exceptional value for money. This year, the same trend has continued but with a twist - what I call 'the flight to quality'. So the outstanding brands are not just those that offer good value for money but also those that provide exceptional quality."

One major positive trend that has been very encouraging in the last couple of years is the emergence of local or home-grown brands as Superbrands. "We've been around from 1994 and for years, we've told the story of Coca Cola, Pepsi and



Mercedes several times over. What I am absolutely delighted about is that since the last few years, aspirational stories of home-grown brands such as Landmark Group, Al Rostamani and Apparel Group, amongst several others have made their way into the Superbrands book. These are brands that have built their businesses slowly and steadily, cemented strong foundations and then carefully worked their way up."

"What is inspiring," he adds, "is that these are brands that had to

chart their own course; without having the comfort of following the methodologies adopted by a successful parent company."

Ultimately, whether it is a local or a global brand, to be voted as a Superbrand is a "powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status," concludes Mike.

...



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PAUL

MAISON DE QUALITÉ
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Once upon a time...

In 1889, the Mayot family, led by Charlemagne Mayot and his wife opened a small local bakery in Croix near Lille in northern France. The business passed down the female line of the family until Charlemagne's granddaughter, Suzanne, married Julien Holder. They took over another local bakery in Lille called PAUL and retained the name because it was well-known and respected.

When Julien died, in 1958, his son Francis took over the business. Trained in all aspects of pâtisserie and baking, he renovated the family bakery in Lille and without realizing the effect this would have, installed a wood-fired oven that operated in full view of customers. This simple, yet novel concept is at the heart of the success PAUL enjoys today: the breads are baked according to time-

honored traditional methods handed down through the family since the 19th century: kneading, fermenting, shaping, proofing and baking, thereby deliberately bucking the trend of factory mass-production.

He also insisted on the best-quality ingredients and when PAUL franchises began to open up throughout France, Francis became involved even in the growing of grains for his breads. Today, over 300 French farmers plant over 4,000 hectares for Paul, following extremely precise specifications.

This proud tradition - a commitment shared in more than 22 countries - is perpetuated with his son Maxime Holder, now CEO of Paul.

Did you know?

- More than five million customers leave the threshold of a PAUL store every month, in France alone! 6,200 French baguettes leave with them every hour.
- PAUL continues to uphold the time-honored and labour-intensive production methods passed down through five generations - letting customers discover the true quality and taste of really good bread.
- Every PAUL plastic bag is now biodegradable.

“Today, over 300 French farmers plant over 4,000 hectares for Paul, following extremely precise specifications”

The delightful taste of France

With its exquisite French breads and pastries, tempting cakes and desserts as well as savoury meals such as salads, sandwiches or delicious flavoured main courses, PAUL is well-known in the world over for the “all-day freshness” of the food it serves.

“We prepare food on order,” elaborates Rudy Haddad, Regional Brand Manager - PAUL. “Hence, what’s on display at 11am is not the same as what you would find at 1pm or 4pm. At PAUL, the philosophy is very simple: use the finest quality natural ingredients and time-honouring methods of production.”

“Our recipes for bread, viennoiserie and pâtisserie have been handed down over generations,” he continues. “In France, people go to the bakery every day to buy fresh bread. It is an essential part of the French culture and bread is a vital component of

almost every meal. We have two bakeries in Dubai which deliver fresh, hand-crafted bread four times a day to our restaurants.”

A special breakfast menu that allows for the perfect start to the day with fine croissants and egg dishes is a favourite with its clients, notes Haddad. Amongst salads, it is the Salade fermière with grilled chicken slices laid on mixed greens and served with grated emmental cheese, apple slices, carrots, walnuts, and raisin with a Meaux mustard vinaigrette dressing that is the perennial favourite - having been on the menu for the past six years. For mains, however, the steaks and the marinated fresh cod fillet are very popular.”

It was in 2004 that PAUL first brought the authentic taste of real French baking to Dubai. There are currently 12 outlets in

Dubai and by mid-2013; this will rise to 17, reveals Haddad.

Paul will also expand with three new outlets in Abu Dhabi at Bawabat Al Sharq Mall, Al Wahda Mall and Etihad Towers.

“Our expansion plan for the coming years is aggressive, particularly in the GCC region,” says Christian Salloum, Senior Brand Manager. “There are currently 28 PAUL outlets in the Middle East and we will soon expand in existing markets such as Qatar, Egypt and Kuwait whilst also entering new regions such as Turkey, Saudi Arabia and Oman.”

PAUL's success story can be traced to its origins as a small local bakery that opened in 1889 in northern France. Today, it has evolved into a family-run business with nearly 500 outlets worldwide.

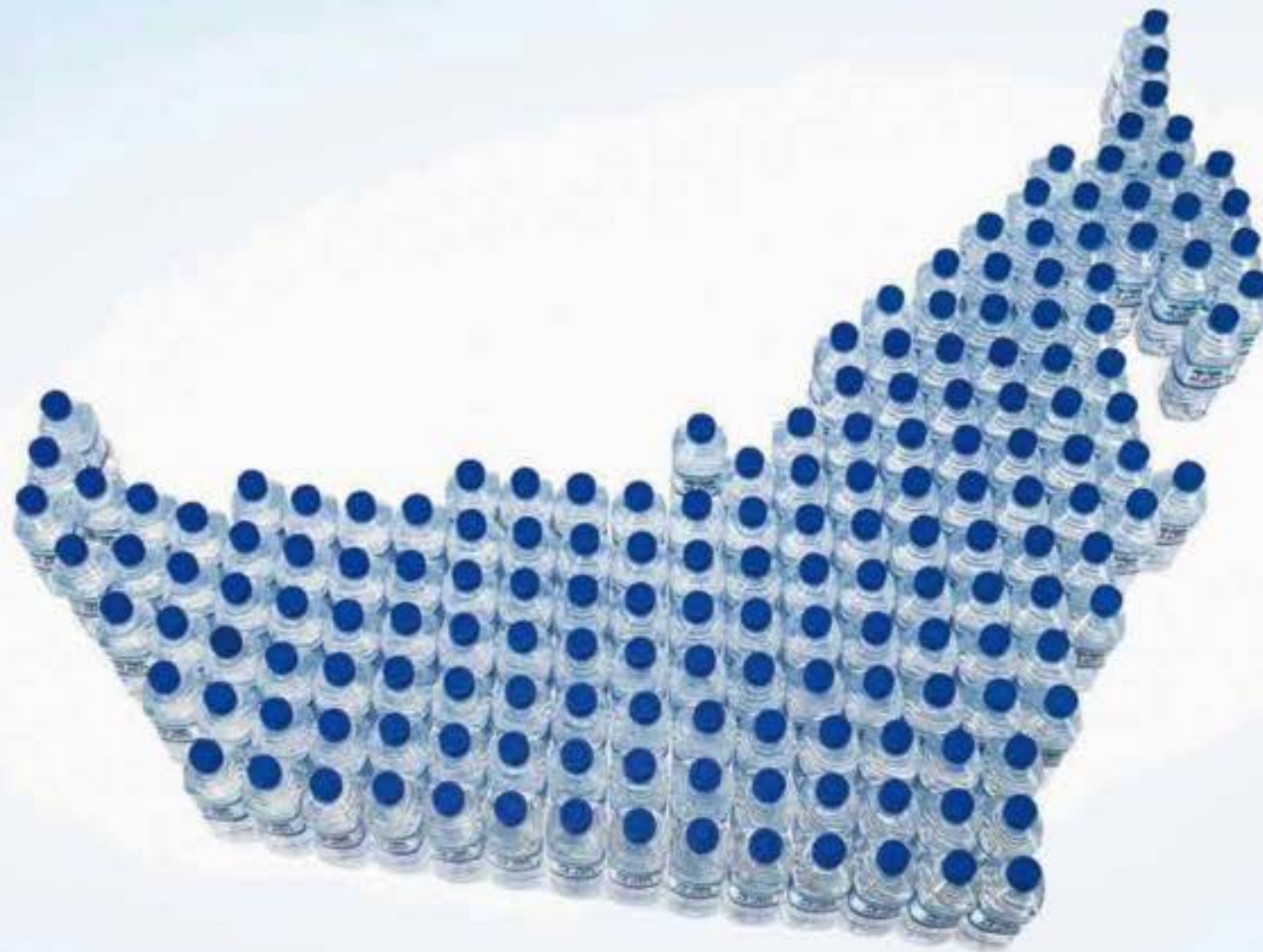




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As we celebrate the UAE's 41st National Day, we're proud that Al Ain Mineral Water has been chosen as a 'Superbrand' for the 3rd time.



to success and their perception toward the brand really is. According to Mike English, "The people who really matter in any business in terms of branding are not the directors, owners or management personnel. What affects the brand negatively or positively is when any member of the brand has direct contact

with a member of the public, be it a consumer or supplier. I believe it is the receptionists, telephone operators, delivery truck drivers, etc that are the face of any brand and the people that matter – not the guy sitting at the helm. My advice to all brands is to take note of this fact and train their staff to interact with customers."

When trust plummets?

Brands build powerful emotional relationships with consumers that endure over time. They evoke positive associations and emotions as it often mirrors the aspirations and values of the consumers themselves. But what happens when this connection with the brand is severely tainted?

"Branding is all about trust and it takes years to build up that trust but you could easily lose it overnight," warns Mike English, Director, Superbrands Middle East. He cites the case of Perrier's benzene-contamination crisis in 1990 as a case in point. The management publicized that the contamination was limited to North America alone but days later, when traces

of the toxic substance showed up in several European countries, its faulty quality control was exposed and it had no option but to announce a worldwide recall.

"When the truth came out," says Mike, "Perrier, whose whole identity was based around the idea of 'natural purity', tumbled down to a fraction of its net worth literally overnight. It is now owned by the Nestle corporation but the brand still has not been able to regain its pre-1990 volume share." More recently, the global financial crisis can also be called a trust crisis, with the public trust of banks and financial institutions plummeting to an all-time low, he adds.



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