Superbrands

AN INSIGHT INTO THE UAE’S STRONGEST BRANDS
Road to success.
We are proud to achieve Superbrands status for 3 consecutive years.
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Life pharmacy ad
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 proliferation 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 fundamental 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 retires. “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 war 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 52 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.

Tilda
Legendary Rice

Taste a world of difference

www.tilda.com
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 in 2012, 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 economic 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 research of 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 shortlist was completed, only 65 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 brands you actually love, 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 five years, aspirational stories of home-grown brands such as Landmark Group, Al Fustan, Apparel Group, amongst several others have made their way into the Superbrands book. These are brands that have built their businesses slowly and steadily, cementing strong foundations and then carefully worked their way up,” concludes Mike.

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Brandining 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 credibility, and establishes it as a go-to supplier to clients and partners.

The story of each Superbrand covering the brand’s market achievements, history and brand values are traditionally outlined in a collectible 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, we can now bring the 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 their two-page presentations in the Superbrands book.

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

Despite the furore 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 disability of QR codes to connect to multimedia digital content is very useful for both businesses and consumers alike, believes Mike. "The video 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 client will then tell you the story of that brand on your tablet or smartphone.

www.duba-duty-free.com

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.’

The brands, which meet the stringent criteria set by the Council, are awarded the Superbrands status. This year, out of the shortlist of 1,441 brands, only 56 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 listing many of the brands voted as Superbrands. This collectible book includes a two-page profile of each Superbrand and traces the foundation and development of the brand and includes a ‘Things You Don’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)

Many local brands, which include new entrants such as Al Rouba, Al Ain Dairy, Konin 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 2,000 marketing professionals active in the UAE marketplace. The brands that scored more than 50 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.

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 elements in its success.

Visionary leadership drives the powerful accomplishments of the UAE, investing impressive infrastructure, making the nation 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.

We salute the spirit of innovation and entrepreneurship that characterize the nation’s ambitions. We are ‘Made in the UAE’. And we are proud of our national identity!
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, owner 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 streamlines the acquisition and retention of the customers themselves. But what happens when this connection with the brand is severely tarnished?

"Branding is all about trust and it takes years to build up trust but you could easily lose it overnight," warns Mike English, director, Superbrands Middle East. He cites the case of Nestlé's contaminated milk crisis in 1990 as a case in point. The management publicised that the contaminated milk was limited to North America, but days later, when traces of the toxic substance showed up in several European countries, its trust equity crumbled and it had no option but to announce a worldwide recall.

"When the truth came out," says Mike, "Nestlé, whose entire identity was based around the idea of "natural purity", went from a fraction of its net worth literally overnight. It is now owned by the Nestlé 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."
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.
Once upon a time...

In 1889, the Mayot family, led by Charles-Auguste Mayot and his wife, opened a small local bakery in Creteil near Lille in northern France. The business passed down the female line of the family until Charles-Auguste’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 pastry and breadmaking, he renamed 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-honoured 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 12 countries - is perpetuated with his son Maxime Holder, now CEO of Paul.

Did you know?

- More than five million customers leave the thresholds of a PAUL store every month in France alone, 15,000 French baguettes leave with them every hour.

The delightful taste of France

With its exquisite French breads and pastries, tempting cakes and desserts as well as savoury meats 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 4 pm is not the same as what you would find at 11 am or 9 am. At PAUL, the philosophy is very simple: use the finest quality natural ingredients and time-honoring 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 five croissants and egg dishes is a favourite with the clientele, notes Haddad. Amongst salads, it is the Salade Finesse with grilled chicken slices, toasted mixed greens and served with granulated cheese, apple slices carrots, walnuts and a dressing made with a mayonnaise vinaigrette dressing that is the perennial favourite - having been on the menu for the past six years. "For mains, however, the steak and the macaroni cheese cold dishes are very popular."

It was in 2004, that PAUL first brought the authentic taste of real French baking to Dubai. There are currently 11 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 Mushrif Mall, Al Wahda Mall and Etihad Towers.

"Our expansion plan for the coming years is aggressive, particularly in the GCC region," says Christian Salomon, Senior Brand Manager. "There are currently at PAUL outlets in the Middle East and we will soon expand to existing markets such as Qatar, KSA and Kuwait whilst also entering new regions such as Turkey, Dubai and Egypt."

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 1982, 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 offer the ‘Superbrand’ status for seven consecutive years, has allowed us to continuously improve our leadership position in the electronic retail sector,” says Ashish Panjati, CEO of Jacky’s Electronics.

Apart from its innovative promotions and sales strategies, focus on quality and customer service is an integral part of Jacky’s, he adds. “In addition, we have evolved our retail concept to offer customer immersive technology experience. Our move on social media and Jacky.com is another step to align and present ourselves closer to our customer in today’s market.”

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

Al Rawabi: In pursuit of quality and freshness

A new entrant into the Superbrand in the UAE, Al Rawabi Dairy was founded in 1999 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 Tigan, General Manager, Al Rawabi Dairy, “Since inception, our mission is to create a brand that is synonymous with quality and reliability in the minds of our customers.”

“The brand has been consistent in its branding, products and positioning through the years,” he says. “Despite being in a crowded market, we have maintained ourselves as a quality provider of milk and juice products and in this single-minded delivery aspect that has kept us on the right path.”

Opening a category wherein product differentiation is a big challenge, it becomes one of the most important to create a disparity in the consumer’s mind and to be the one that breaks it, believes Dr. Tigan. “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 minds of the consumers.”

Eros Group: Following the Future

The Superbrand distinction is a badge of honour, says Nitin Goyal, CEO, Eros Group, commenting on the firm’s recognition as a Superbrand. “We believe it is our consistent, single-minded delivery aspect that has kept us on the right path.”

Operating in a category wherein product differentiation is a big challenge, it becomes one of the most important to create a disparity in the consumer’s mind and to be the one that breaks it, believes Dr. Tigan. “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 minds of the consumers.”

Established in 1969 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 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 act of branding,” says Goyal. “Branding is about creating a ‘customer connect’. This should be through media (online and offline), on the shop floor (brand merchandisers and product display) and exemplified after sales service. However, the most important 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 and engineering goods and services by the year 2015.

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

Dubai Duty Free opened its doors on December 21st 1985 and has grown to become one of the leading airport retailers in the world with a turnover of Dh 85.1 billion ($22.46 billion) in 2011.

Its founding principal of providing travellers with a first class retail experience in a shopper friendly environment and diverse range of products, still holds true to 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 won over 100 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 ‘Famms’ of the Arts in April 2013 for its contribution towards cultural and arts initiatives in Dubai.

Alberto Quarta, Executive Vice Chairman of Dubai Duty Free, was presented with the ‘Dubai 45th Anniversary Lifetime Achievement in Duty Free Award’ for outstanding contributions to the travel retail industry over the years.

Dubai Duty Free currently operates 18,000 square metres of retail space across terminals 1 and 2 and the operation will grow by a further 8,000 square metres with the opening of Concourse A in Q4 of 2013. Dedicated to Emirates Airline’s 40th Anniversary, 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 30 July. The 252-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 4,250 square metres and provides a convenient stop-off point 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. Abdullah 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 Pepef, 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 relationships with leading worldwide organizations such as Michelin, Castrol, Suzuki, Renaults, BMW & Trucks, AEC, Philips, Avanza, Alcatel-Lucent, Bluestar, Perch, Federal, Disneyland Parks, Thomas Cook, NHK, Rail Europe and Globus to name a few.

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The Group's success in achieving Superbrands status for three consecutive years (2010-2012) is attributable to the visionary leadership of the Chairman, Mr. Mansour Al Rostamani and Vice-Chairman, Mr. Hassan Al Rostamani in driving business excellence, growth opportunities, customer care, and nurturing and developing its employees.

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 BEC Group of the UK.

In 2003 Ducab became jointly owned by the Governments of Dubai and Abu Dhabi (60% 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 operations, opened a new special cables unit and did the ground-breaking of Ducab-IV, high voltage factory which is a joint venture with DEWA and ADWEA. Ducab-IV factory inaugurated by HH Sheikh Mohammed bin Rashid Al Maktoum, vice president and prime minister of the UAE, and Ruler of Dubai in the presence of H.H. Sheikh Hamdan bin Zayed Al Nahyan, Chairman of Abu Dhabi Crown Prince's Court.

Ducab has one of the most modern manufacturing units in the region. It occupies an area of 590,000 square meters of land in Jafed Ali, Dubai and is the largest in the world. Ducab's factory is supported by 38,000 square meters of warehouse and ancillary buildings. Ducab has a total of 240 employees, including technicians and administrative staff.

Today, we are supplying a range of high quality power cables and accessories to our customers across the world.
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 includes IT, Mobiles and Telecom, Audio, Video, Photography, Appliances, Gaming, & accessories. Wellness and Fitness, Do-It-Yourself, Gifting, Home Solutions and more.

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Setting Trends in Retail Pharmacy

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

LIFE commenced journey as a retail pharmacy group in 1996 and has strived to perform to a high level. In the last 16 years, the organization has been able to nurture its retail pharmacy. The pharmacy outlets consist of Pharmacies, Healthcare, Hypermarkets, Health and Wellness stores.

Over the years, LIFE has evolved in adapting to changes in the profession of pharmacy retailing and the field of retail management, maintaining its position as an industry leader. The pharmacy has an imposing presence in Dubai, Abu Dhabi, Sharjah, Umm Al Quwain, Ajman and is in the process of expanding its operations to all other emirates in the UAE and other GCC states and is now poised to enter the booming, challenging and immensely promising Indian market.

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

The warm and friendly ambience 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 latest 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-Through Pharmacy – Eliminating the hassles of finding a place to park the car, the drive-through 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 - A digital kiosk providing 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.

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 SAYF@LIFE, Why Pay More, Great Life Surprises 2012 and so on. LIFE received the 9th 2010 Innovation Award in the category of Best Retail Customer Service. LIFE was also awarded at the Retail ME Awards for 2011. LIFE achieved the coveted Superbrand status in 2011, 2012, 2013 and 2014. LIFE Pharmacy has been nominated for membership to the ESSEL-2012.
Meeting the consumers requirements for real taste

Fresh frozen from harvest to frozen within hours

A tasteful meal starts with fresh ingredients. We make sure that our quality meets the consumers requirements for real taste. Emborg fresh frozen vegetables have been selected from farming areas where they have the best growing conditions. They are peeled, washed, rinsed and frozen within hours after the harvest which ensures that the vitamins, minerals and the taste retains exactly as the freshly harvested vegetables.

The harvest methods differ depending on the characteristics of the vegetables. Coles like broccoli, cauliflower and brussels sprouts are handpicked on the field by the local farmers whereas others are professionally harvested. The crops are frequently quality controlled in regards to seeding, crop treatment and harvest time.

This is how we ensure the best Emborg quality with real taste.

Suuuperbrand!

U are the reason we have won Superbrand status 3 years in a row!

A humble thank you to all our customers, well wishers and patrons for their continued support and encouragement. Your support and patronage is motivating us to reach higher and greater. We dedicate this honour to U and pledge to strive harder to serve you better at all times and remain your Superbrand for years to come.

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UK | UAE | OMAN | QATAR | BAHRAIN | KUWAIT | KSA | SINGAPORE | INDIA
Largest Value Fashion Brand in the Middle East

Max has twenty-five stores across the UAE.

Max, launched in the UAE in May 2004, 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 5,000 people across 15 countries. With stores that typically measure between 10,000 and 20,000 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 part of the Saifan Landmark group, with strength of 200 stores in 15 countries encompassing a presence of immense retail space.

www.maxfashionretail.com
www.facebook.com/pages/Max-Fashions

Since 1976, Masafi has been a company committed to the good of people and of the planet. We produce quality products that make people’s lives, and the world, better. This has always been the purpose of our journey.

www.masafi.com
TOLL FREE 8005455
@Masafi
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.

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 1985 and is a leading player in the Dry Rice market in the region.

Rasmazi remains at the very heart of Tilda and the company is committed to selecting only the finest Rasmazi 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 covered Basmati rice available in convenient, easy to cook recipes, Tilia 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 Rasmazi Dry Rice variants including Pure Rasmazi, Pure Rasmazi & Wild Rice, Easy Cook Pure Rasmazi Rice, Wholegrain Rasmazi and White & Wholegrain Rasmazi Rice. The Tilda Steamed Rasmazi range includes all varieties, and provides a quick and easy mid-week meal solution.

While Tilda is synonymous with Basmati, the brand also offers a range of specialty rice, including Jasmine Rice, Arborio 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.

Our achievements are our pride and glory.

Proudly bringing quality food and lifestyle products to the region.

Over the past 30 years, Al Maya Group has grown to touch your lives in many ways. We take pride in our success stemming from a deep-rooted commitment to delivering consistent quality and great value through the best brands and products. With your support, we look forward to achieving even greater success in the years to come.

Tel: +971 4 202 2555, Fax: +971 4 202 6660, PO Box 8476, Dubai, United Arab Emirates
PROUD WINNER OF SUPERBRANDS OF THE YEAR 2012
Meeting the consumers requirements for real taste

Fresh frozen from harvest to frozen within hours

A tasty meal starts with quality ingredients. With expertise and passion, we make sure that our quality meets the consumer requirements for real taste. Emborg fresh frozen vegetables have since the launch in the 1980s been preferred by consumers due to their premium European quality. Emborg fresh frozen vegetables are selected from farming areas where they have the best growing conditions. They are peeled, washed, rinsed and frozen within hours after the harvest which ensures that the vitamins, minerals and the taste retains exactly as the freshly harvested vegetables.

The harvest methods differ depending on the characteristics of the vegetables. Coles like broccoli, cauliflower and Brussels sprouts are handpicked on the field by the local farmers whereas others are professionally harvested. The crops are frequently quality controlled in regards to seedling, crop treatment and harvest time.

This is how we ensure the best Emborg quality with real taste.

Fresh Frozen
from harvest to frozen within hours

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This is how we ensure the best Emborg quality with real taste.

Please enjoy...

Suuuperbrand!

U are the reason we have won Superbrand status 3 years in a row!

A humble thank you to all our customers, well wishers and patrons for their continued support and encouragement. Your support and patronage is motivating us to reach higher and greater. We dedicate this honour to U and pledge to strive harder to serve you better at all times and remain your Superbrand for years to come.

facebook.com/joyalukkasgroup
www.joyalukkas.com
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 reflects. “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.

Founded in 1993 and UK-based in 1994, Superbrands has grown into a global organization and today operates in 50 countries around the world and across five continents.

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

Tilda
Legendary Rice

Taste a world of difference

www.tilda.com
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Life pharmacy ad
Road to success.
We are proud to achieve Superbrands status for 3 consecutive years.
Superbrands

AN INSIGHT INTO THE UAE'S STRONGEST BRANDS
Largest Value Fashion Brand in the Middle East

Max has twenty five stores across the UAE

Max, launched in the UAE in May 2004, 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 10,000 sq 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 Sahm Landmark group, with strength of associations in 17 countries encompassing a presence of 3 million sq ft retail space.

www.maxfashionretail.com
www.facebook.com/pages/Max-Fashions

Since 1975, Masafi has been a company committed to the good of people and of the planet. We produce quality products that make people’s lives, and the world, better. This has always been the purpose of our journey.

www.masafi.com
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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, Kuwait, Bahrain, Oman, Qatar and Bahrain. With more than 100,000 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 your electronics needs. The product range 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

The group’s customer-centric philosophy is apparent in every detail of its outlets.

LIFE, a supermarket as a retail pharmacy group in 1990 and the strong impulse to perform has nurtured its growth over the last seven years. At present, the organization stands tall in the industry with over 120 retail outlets consisting of Pharmacies, Healthcare Hypermarkets, Health and Wellness stores.

Overt the years, LIFE has succeeded in adapting to changes in the profession of pharmacy retailing and modern retail management, maintaining its position as an industry leader. It has an impressive presence in Dubai, Abu Dhabi, Sharjah, Umm Al Quwain, Ajman and is in the process of expanding its operations to reach other emirates in the UAE and other GCC countries 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 ambience and guest service immediately appeal to anyone entering the store. The customer-centric philosophy of the group is apparent in every detail within the outlets, in

Categories:
- Medicines
- Vitamins and Supplements
- Sports Nutrition
- Skin and Beauty Care
- Specialty Home Care
- Mother and Baby Care
- Orthopedics and Rehabilitation
- Personal Care
- Homeopathy Medicines
- Optics

Customers have benefited a lot from their innovative and successful promotional activities like Save@LIFE. Why Pay More. GreatLife Surprises 2012 and 2011, LIFE received the DIFC 2009 Innovation Award in the category of Best Retail Customer Service. 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 DIFC-Superbrands.

Reaching out to the community to extend holistic healthcare in the most efficient manner has been LIFE’s focus from the time of its inception. Relentless efforts have gone into covering almost all areas of community development like sports, education, rehabilitation, awareness, etc.
Al Ain Dairy awarded UAE 'Superbrand' status for 2012

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

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. Abdullah Salih 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.
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 Elazzizi, Chief Marketing Officer, PEA 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 TUP. 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 professionals. The brands that score more than 86% of the total possible marks are 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.
Press Release: Pepsi wins 'Brand Of The Year' from Superbrands UAE

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

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'.
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, one of the largest and oldest business conglomerates in the United Arab Emirates, founded in 1977 by the late Mr. Abdullah Hassan Al Rostamani, the Group has diversified portfolio of businesses including trading, automobile & heavy equipment, travel, foreign exchange, financial services, property development, contracting, infrastructure development and information technology services. Governed by the core values of Commitment, Credibility, Vision and Growth, the Group diversifies into various sectors 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 dealings with leading worldwide organizations such as Mitchell, General Motors, Renault, UD Trucks (Nissan Japan), Tata Buses & Trucks, NEC-Phillips, Avaya, Alcatel-Lucent, BlueStar, Perch, Federal, Disneyland Parks, Thomas Cook UK, 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 (2000-2013) is attributable to the visionary leadership of the Chairman, Mr. Mansour Al Rostamani and Vice-Chairman, Mr. Hassan Al Rostamani in striving for business excellence, growth opportunities, customer care and nurturing and developing its employees.

Ducab: Highest World Standards of Power Cable Manufacturing

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

In 2003 Ducab became jointly owned by the Governments of Dubai and Abu Dhabi (73% 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, and in 2009 Ducab celebrated 30 years of operations, opening a new special cable’s unit and did the ground breaking of Ducab HVAC high voltage factory which is a joint venture with DEWA and APWEA. Ducab-HV factory inaugurated by HH Sheikh Mohammed bin Rashid Al Maktoum, vice president and prime minister of the UAE, and Ruler of Dubai in the presence of H.H Sheikh Hamdan bin Zayed Al Nahyan, Chairman of Abu Dhabi Crown Prince Court in November 2009.

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

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, Aliphone 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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- Eros Group reconfirms Superbrands status
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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

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.
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 -
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 للصرفة تفوز بجائزة "سوبر براندز"

شركة الأنصاري للصرفة "لا يكون هذا التقدير إلى الجهود الدؤوبة التي تبذلها إدارة الشركة فحسب، وإنما كان للالتزام الوثيق والدعم الكبير لموظفيها وعملائنا الكرام دوراً مهماً في جعلنا من أبرز العلامات التجارية الموثوقة والمعروفة في الدولة. ومن لا شك فيه، يعد هذا التقدير حافزاً إضافياً لمواصلة جهودنا الحثيثة بتقديم مستوى يفوق توقعات العملاء عبر مجموعتنا الواصلة من الخدمات والمبادئ المتوجهة اليهم".

أبوظبي (الاتحاد) - فازت شركة الأنصاري للصرفة بجائزة "سوبر براندز الإمارات"، وذلك للسنة السابعة على التوالي على تسلم الشركة الجائزة من قبل مجلس سوبر براندز، والذي يعتبر أكبر هيئة عالمية مستقلة مختصة بالعلامات التجارية، وذلك خلال حفل تسليم جوائز "سوبر براندز" الذي أقيم بفندق انتركونتيننتال في دبي في استيفال سيتي.

وقال راشد علي الأنصاري، مدير عام
"الأنصاري للصرافة" تفوز بجائزة "سوبر براون" للسنة السابعة على التوالي

الشركة المتخصصة في توفير خدمات التحويلات المالية والصرف العملات الأجنبية في دولة الإمارات، تسأل السنة الحالية، "سوبر براون"، بجائزة "سوبر براون"، وذلك لتفوقها في خدمات التحويلات المالية والصرف، وتقويم مراكز العملاء وخدمة العملاء.

"الأنصاري للصرافة"، شركة تعتز بخدماتها المتعددة، تفتخر بتفوقها في خدمات التحويلات المالية والصرف، وتقويم مراكز العملاء وخدمة العملاء.

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Pepsi consistency a winning ingredient

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.

What did Pepsi do right this year?
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 “Belsa”. 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?
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 effort to become global. The only one that is close is Emirates.

So why didn’t Emirates win this year and every year?
Fear 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
**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

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.

Joysukhitas, an established and famous jeweler in the UAE, was honored the trusted name for the third consecutive time. World
تكريم «الأنصاري للصرافة» بجائزة 
العلامة التجارية المميزة للعام السادس

تقديرًا لجهود الشركة وإنجازاتها، بما في ذلك مبادراتها الناجحة للتوعية وتثقيفها لسلسلة من برامج المسؤولية الاجتماعية المختلفة للشركات، كما تأتي هذه الجائزة تقديراً لالتزام الشركة بإطلاق أبرز خدمات التحويلات المالية وصرف العملات الأجنبية، والتي توفر سهل الرحلة والوقت لقاعدة عملائها التجارية، وتسلم على النجار، مدير العمليات، دبي والشارقة وعجمان، ورأس الخيمة وأم القيوين والفجيرة، شركة «الأنصارى للصرافة»، الجائزة من مملكة إنجلش، مدير عام مجلس العلامات التجارية المميزة.

أعلنت الأنصارى للصرافة، الشركة التخصصية في توفير خدمات التحويلات المالية وصرف العملات الأجنبية في دولة الإمارات، عن تسليمها مؤخراً كواحدة من أفضل العلامات التجارية في الدولة، وذلك للسنة السادسة على التوالي. وتسليمت الشركة جائزة «العلامة التجارية المميزة» خلال حفل خاص أقيم (Super Brands) مساء أمس الأول، في قاعة التراس في فندق إنتركونتيننتال، في «دبى فستيفال سيتي». وتم منح هذه الجائزة

دبي - «الخليج»
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.
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 1998, Jacky’s Electronics has pioneered new concepts and approaches to electronics retailing, evolving to become the ultimate digital lifestyle shopping destination in the UAE. “Being the only consumer electronics retailer in the UAE to receive the ‘Superbrand’ status for seven consecutive years, we have elevated our leadership position in the electronic retail sector,” says Ashish Ranjith, 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 iconic DNA of the brand, he adds. “In addition, we have evolved our retail concept to offer our customers immersive technology experience. Our move on social media and online channels is another step to align and present ourselves to our customers in today’s world.

Consumer electronics products today have become less differentiated as same brands are available on the high street, in hypermarkets and e-tail websites. In today’s market, quality, service and trust are the differentiators that customers look for a product. We have positioned ourselves as a premium provider of high-quality products and services.

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A new entrant into the Superbrand club in the UAE, Al Rawabi Dairy, was founded in 2001 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 D. Tigan, General Manager, Al Rawabi Dairy, “Since its inception to this day, our brand message has remained true to its 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 Dairy has been consistent with its branding, products and positioning through the years, he says. “Despite operating in a rather 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.

Opening a category wherein product differentiation is a big challenge, it becomes all the more important to create a quality product in the consumer’s mind. Our consistent message has remained true to its 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 Dairy has been consistent with its branding, products and positioning through the years, he says. “Despite operating in a rather 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.

Eros Group:
Following the Future

The Superbrand distinction is among the brand principals on the art of branding,” says Giwan Al Qowait, CEO of Eros Group. “Following the Future our company is in a position to ensure a strong market presence and generate long-term growth for our customers. We are committed to providing our customers with high-quality products and services.

Established in 1963 in Dubai with just one small store, the company has now emerged as a leading distributor for consumer electronics and home appliances, and has been committed to providing its customers with the best possible service.

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

Dubai Duty Free opened its doors in December 1985 and has grown to become one of the leading airport retailers in the world with a turnover of Dh5.5 billion (US$1.5 billion) in 2011.

Its rapid growth from a small retail operation to a global force in airport retailing has been driven by its commitment to offering a world-class retail experience to its customers. Today, the company operates 93 retail outlets across 33 airports in the Middle East, Asia, Africa and Europe.

Dubai Duty Free currently operates 18,000 square metres of retail space across its terminals 1 and 2 and the operation will grow by a further 8,000 square metres with the opening of Concourse A in the first quarter of 2013. The company has recently signed an agreement with the Dubai Airports to open a new duty-free retail operation at the new terminal 3.

Dubai Duty Free has received numerous awards for its customer service, including the 2013 Business Traveller Middle East Awards for Excellence in Quality of Service, the 2013 Global Traveller Awards for Excellence in Quality of Service and the 2013 Business Traveller Middle East Awards for Excellence in Product Range.

To date, Dubai Duty Free has received some 250 industry awards in recognition of its commitment to excellence in service and quality.

The operation was also honoured at the Sheikh Mohammed Bin Rashid Al Maktoum Award for the Arts in April 2012 for its contribution towards cultural and arts initiatives in Dubai.
مركز الإمارات للصرافة يفوز بجائزة العلامة التجارية المميزة

في منافسة واسعة، فاز مركز الإمارات العربية المتحدة للصرافة بجائزة "العلامة التجارية المميزة" ضمن ترتيب المنتجات والخدمات المصرفية في الإمارات العربية المتحدة. هذه الجائزة تمنح للمنتج الذي يحقق أعلى مستوى من التف蘅 وتقدير من قبل العملاء والموردين في القطاع المصرفي. مركز الإمارات للصرافة هو واحد من أكثر المصارف التحصيلية تقدماً في المنطقة، ويحظى بشعبية كبيرة بين العملاء. هذه الجائزة تعتبر إشادة بالجهود والالتزام الذي يقدمه مركز الإمارات للصرافة في تقديم خدمات مصرفية موثوقة ودقيقة.

الناقد: أبوظبي، الإمارات العربية المتحدة
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.
Al Ansari Exchange wins Superbrands award

DUBAI: Al Ansari Exchange has received the UAE Superbrands Award 2011 for the seventh consecutive year. The award was presented by Mr. Alan English, Director of Superbrands Middle East. It is recognised as the largest independent and broad-based reporting on the Superbrands Middle East and the Middle East’s leading independent and broad-based reporting on the Superbrands Middle East.

The award recognises the exponential growth and transformation of the UAE Exchange from a single exchange in Dubai into one of the leading financial institutions and foreign exchange service providers in the UAE. The company has established a presence through an extensive network of more than 120 locations.
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 revolutionised 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, ethnic-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 & Silk, 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 140001:2004 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 recognised jewellery retail chains in the world.

© Press Release 2012
Superbrands To Honour UAE's Top Brands At The Biggest Night In Branding

To announce the 'Brand of the year' award at the Tribute event and in addition to launching the eighth 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 holding 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 eighth 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".

Ends.
UAE Exchange strives to achieve excellence

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 imbited 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, Sheikh Khalifa Excellence Award, Sheikh Mohammed Bin Rashid Al Maktoum Business Award, Dubai Human Development Appreciation Programme, Dubai Service Excellence Scheme Award, Best Partner by Emirates National Development Program, UAE Emiratisation Award, Deutsche Bank S&P Excellence Award, Customer Service Week Star Award in 2009 & 2011, ISO 9001 & 14001 certification and voted Superbrand in 2009, 2010 and 2011 earlier.

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
Superbrands To Honour UAE's Top Brands At The Biggest Night In Branding (26 June 2010)

To announce the 2010 edition of the biggest event in the region, in addition to honouring the eight editions of the Superbrands UAE awards.

Superbrands, the independent authority and arbiter of branding, announced that they were hosting their annual Tribute Event to honour the UAE's most successful and established brands on June 26, 2010, at the Sheraton Hotel in Dubai. Superbrands did not announce the names of the winners.

Superbrands is a global brand management company that provides services to corporate and business leaders across the globe. The company's mission is to provide support and guidance to organisations looking to develop and maintain strong brand identities. Superbrands is known for its work with companies such as P&G, Coca-Cola, and Nike.

Speaking about the event, Mr. Mike English, Chairman at Superbrands Middle East said: "The Gala Event is an incredible opportunity for the UAE's top brands. Superbrands manages a global programme of events in 31 countries around the world and is recognised as the 'Festival of the Branding Event'. We are happy that our event is taking place here in the UAE where we have the opportunity to celebrate our local brands, including our UAE brands, and recognise the hard work and dedication of these brands and the people who work for them."

To parallel the Tribute event, we will also launch the 2010 edition of the Superbrands 300 list, which features the top 300 brands managed by Superbrands in the Gulf region. The list is compiled based on the Superbrands Index, which ranks the top 300 brands in the Gulf region.

The Superbrands Index is a comprehensive ranking of the top 300 brands in the Gulf region, based on various criteria such as brand awareness, brand loyalty, and brand reputation. The list is compiled to help businesses understand the competitive landscape and make informed decisions.

Superbrands Middle East is a subsidiary of Superbrands International, which operates in over 30 countries worldwide. The company's mission is to help organisations build strong brands and create customer value.

The Superbrands tribute event, which will be attended by the who's who of the corporate world, is set to be the biggest celebration of branding in the Gulf region and promises to set the stage for the future and the 'Guru' of branding.

For more information, please visit the Superbrands website.
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 bathtware 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 at 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 TUP. 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
“The one stop shop for your multiple financial requirements”

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’.

The brands, which meet the stringent criteria set by the Council are awarded the Superbrands status. This year, out of the shortlist of 1,446 brands, only 80 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 2023 Superbrands book listing 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.

Superbrand is ever vigilant in seeking 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

Many local brands which include new entrants such as Al Jawad, Al Ain Dairy, Korik, 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 are then scored online by over 2,000 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 – Does this brand always deliver? Is it honest? Does this brand come across as honest? These are the three criteria that make a Superbrand,” says Mike.

Visionary leadership drives the powerful accomplishments of the UAE. Investing 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.

We salute the spirit of innovation and entrepreneurship that characterize the nation’s ambitions. We are ‘Made in the UAE’. And we are proud of our national identity!
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 Kamoun/ Venkat Iyer,
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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 litres, 1 litre and 200ml bottles and a 100% juice blend tea 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 flavors – sea salt, sweet chilli, ‘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 unannounced 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.
© Press Release 2012
Pepsi wins ‘Brand of the Year’ award

Superbrands, an independent authority and arbiter of branding, announced that Pepsi has won the coveted ‘Brand of the Year’ award at the 6th annual Superbrands tribute event at the Intercontinental, Dubai Festival City.

A press release said 56 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 professionals.
Pepsi Wins ‘Brand Of The Year’ From Superbrands UAE

68 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 9th 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 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. Ahmad Elkazi, 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 10 million retail outlets. Pepsi products have been available in the UAE market for 56 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 professionals. 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.
Marmum Dairy Accorde 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.

Wael 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.

[Submit a Press Release]
Al Ain Dairy awarded UAE ‘Superbrand’ status for 2012

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. Abdal Salif 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 36 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, goodwill, 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.
UAE Exchange voted Superbrand, the fourth time

June 19, 2012

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.
Brand 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, retaining Superbrands status tends to naturally strengthen a brand’s position, with 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 standing ‘bibles’. “Our Superbrands can now also look forward to Superbrands TV, a new service offered exclusively to clients of Superbrands,” says 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 presentation in the Superbrands book to life through sound and pictures.”

The video mirrors the text and images from the brand presentation 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 in 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, African and Mandarin. This is entirely possible as the voice over can be done in many languages.”

Despite the leap into a digital platform, the traditional Superbrands book will continue to be the mainstay of the Superbrands program, 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 QR 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 trackers too. Each will then tell you the story of that brand on our tablet or smartphone.”

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Full of surprises.
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 list of 1,651 brands. “After the scoring was completed, only 6% 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 values for money brands, which people perceive as having exceptional value for money. This year, the same trend has continued but with 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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**The UAE’s ‘Super’ Electronics Store**

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

We’d like to thank our loyal customers and vendors for their support and aim to continue to provide a superior electronics retail experience.

Think Electronics Think Emax
Once upon a time...

In 1889, the Mayot family, led by Charlemagne Mayot and his wife opened a small bakery in Lille in Northern France. The business passed down the female line of the family until Charlemagne’s granddaughter, Suzanne, married Julien Boulanger. 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 patisserie and baking, he modernised the family bakery in Lille and without realising the effect it would have, installed an automatic oven that operated in full view of customers. This simple, yet novel concept is at the heart of the success Paul enjoys today; the bread is baked according to time-honoured traditional methods handed down through the family since the 19th century: kneading, fermenting, shaping, proofing, and baking, thereby defying the trend of factory mass-production.

He also insisted on the best-quality ingredients and when Paul’s franchises began to open up throughout France, Francis became involved even in the baking of pain for his franchisees. Today, over 400 French farmers plant over 2,000 hectares for Paul, following extremely precise specifications.

This proud tradition - a commitment to quality - is shared in more than 2,200 countries - is perpetuated with his son Maxime Morin, now CEO of Paul.

Did you know?

- More than five million customers leave the doors of a Paul store every month, in France alone 1.3 million French bakers leave with them every hour.
- Paul continues to uphold the time-honoured and labour-intensive production methods passed down through five generations - setting customers across the world to enjoy the true quality and taste of real French bread.

“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 deliciously flavoured main courses, Paul is well-known in the worldwide for the “all-day freshness” of the food it serves.

“We prepare food on order” elaborates Rudy Haddad, Regional Brand Manager - Paul. “Hence, whatever you order at Paul, you get it fresh, and it is neither as what you would find at 7pm or 9pm. At Paul, the philosophy is very simple: use the best quality ingredients, and time-honoured methods of production.”

“Our recipes for bread, patisserie 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 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 residents, notes Haddad. Amongst salads, it is the Salade Lyonnaise with grilled chicken slices, lardons mixed green and served with grand emmental cheese, apple slices, cairns, walnuts, and raisins with a blanket mustard vinaigrette dressing that is the perennial favourite - having been on the menu for the past six years. “For mains, however, the steak and the roasted fresh-cooked fish 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-2019, this will rise to 17, reveals Haddad.

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

“Our expansion plan for the coming years is aggressive, particularly in the GCC region,” says Christian Salomon, Senior Brand Manager. “There are currently 38 Paul outlets in the Middle East and we will soon expand into new countries 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 Lille, Northern France. Today, it has evolved into a family-run business with nearly 1,000 outlets worldwide.
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.
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, overseeing 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 my 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 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 published 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.

“The truth came out,” says Mike, “Perrier, whose whole identity was based around the idea of ‘natural purity’ turned overnight 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 in banks and financial institutions plummeting to an all-time low, he adds.