

# HUNGARY MEDIA 2022

## **Provident Hungary wins Superbrand Award for 10th time**

For the tenth year in a row International Personal Finance plc's Hungarian consumer credit business, Provident, has won an industry leading Superbrands award, which recognises the most outstanding consumer and business brands around the world.

Provident in Hungary was awarded the accolade following extensive research by the committee of independent Superbrand marketing professionals and business leaders into the most respected brands operating in Hungary. In addition to drawing on a variety of customer and brand-focused criteria, such as market research and public polls, they also considered factors such as sustainability, risk management and innovation to make their final decision. Superbrands is the largest independent awards scheme operating in 90 countries and past winners have included Coca-Cola, Heineken, Marie Claire, Microsoft and Unilever.

Hungary Country Manager, Botond Szirmak, said: "We are extremely honoured to be given the award once again for the quality and distinction of our brand. This is great recognition for the dedication shown by our colleagues to the customers we serve and demonstrates the quality and value of the Provident brand in providing financial inclusion to those who choose our products and services. The decision of the Superbrands committee to recognise us for the tenth time confirms that we are on the right track, as the award is only given to companies that have built an outstanding reputation in their field."

LINK:

<https://www.ipfin.co.uk/en/media/news/2022/provident-hungary-wins-superbrand-award-for-10th-time.html>

# Wellis Hungary wins Superbrands award



## Awards

Hot tub manufacturer Wellis Hungary has won a Superbrands 2022 award, which recognizes the most outstanding consumer and business brands, according to a press release sent to the Budapest Business Journal.

This year, the jury of Superbrands, currently composed of 20 independent experts, met for the 18th time. The designation is awarded exclusively based on professional criteria and no applications are accepted. The jury uses a strict points system to decide which companies are worthy of the Superbrands label.

"In the competitive world around us, brands, users, and business partners need some kind of validation from time to time. The Superbrands Award is a great way to communicate 'doing the right thing' and to positively reinforce consumers. Winning a Superbrands award sends a clear message that the brand can still be trusted and that this is recognized and certified by a professional body. At the same time, winning the award is a good communication opportunity for business partners, and the positive message is accompanied by an additional message of trust and confidence on both sides - the brand owner and the potential brand

user. This allows us to pass on useful information to our target group and move towards the desired image," said Gedeon Totth, professor at BGE, member of the board of the Hungarian Marketing Association, and chairman of the Business Superbrands Expert Committee.

Wellis was founded in 2003, and the company's products have become the choice of more and more people across the continent. Thanks to continuous development and growth, Wellis has become the largest manufacturer of hot tubs in the European market. The company manufactures hydro-massage pools, counter-current swimming pools, associated thermo-tanks, and poolside covers, employing more than 1,600 people.

LINK:

<https://bbj.hu/budapest/culture/awards/wellis-hungary-wins-superbrands-award>

A brand is also qualified by its social sensitivity - this is the message of the Superbrands 2022 awards gala in Hungary

11/24/2022 BRANDBOOK.HU



Lidl, Diego, Jysk, Mester, Stiebel Eltron - just a few names from the nearly one hundred brands that received the Superbrands 2022 glass award yesterday in recognition of their excellent business results. As a special musical treat at the celebratory gala evening, excerpts from world-famous musical superproductions were performed by two leading actors of one of Hungary's most important musical theaters, the Madách Theater, Kriszta Kováts and Sándor Sasvári. The musical inserts were accompanied by the Baltazár Theater troupe, which employs actors with disabilities, as a special dance troupe.

This year, the Superbrands Hungary Expert Committee awarded the Superbrands awards for the eighteenth time, and the Business Superbrands award-winning brands received awards for the fifteenth time at the gala evening held at the Budapest Music Center.



A super production for the super

In the Superbrands awards gala show, excerpts from world-famous musical superproductions were played. The popular songs from Hair were sung by the two leading actors of one of Hungary's most important musical theaters, the Madách Theater, Kriszta Kováts and Sándor Sasvári, and the Baltazár Theater troupe, which employs actors with disabilities, accompanied the music as a special dance troupe.

The rock opera Evita was presented for the first time in Hungary in 1980. Best known - Why do you have to cry, Argentina? - was sung by Kriszta Kováts at the premiere, just as those present could also hear her performance at yesterday's Superbrands gala.

In 1986, the Rock Theater presented the rock opera Jesus Christ Superstar written by Andrew Lloyd Webber and Tim Rice, starring Sándor Sasvári, in front of seven thousand people in Szeged. At the Superbrands gala, he also performed the song Jesus' Prayer.

The big hit of Kriszta Kováts' latest LP, the Biblia Show, is the song Mindennek dede van. In a unique way, the guests of the Superbrands gala could enjoy the song as a Kováts-Sasvári duet, to which the actors of the Baltazár Theater contributed.



Sándor Sasvári and the artists of the Baltazár Theater

"As the Hungarian organizer of the Superbrands gala program, we believe that the social sensitivity of the brands awarded in the Superbrands program is outstanding. Developing creativity, encouraging talent, creating equal opportunities, and an accepting work environment are important values for them. That is why we tried to draw attention to the unique activity of the Baltazár theater, and we are very happy that several of our awardees



are also helping the exceptionally creative mission of the Baltazár theater with their financial support, enabling the continuation of their unique artistic activity," said program director Géza László.

The Superbrands award helps raise awareness of brand value: its communication draws the attention of consumers and business partners to positive values such as the financial stability, national recognition and popularity of the company behind the brand, as well as outstanding branding practices. This good news is extremely important both among our own employees, who have earned eternal merit in obtaining the award, and among business partners, suppliers, and investors: it further increases the company's prestige and can provide a long-term competitive advantage.

#### About the Superbrands Hungary Program

The international Superbrands Program, which now operates in more than 90 countries, was established in 1995 by the British Brand Council organization. The goal was twofold: to highlight outstanding brands and to show examples to follow. Since its inception, the program has become known all over the world, and today the Superbrands title is a special qualification in almost 90 countries.

In Hungary, the Superbrands award has represented the essence of all positive factors related to brands since 2004: it indicates their outstanding market recognition, popularity and financial stability. Five years after its launch, the Hungarian Superbrands Program extended the qualification to business brands by introducing the Business Superbrands award, which indicates the most successful brands in the business sector (B2B).

Superbrands is a trademark symbolizing high quality, known to the general public, as part of the international program, consumer and business brands receive awards. After a multi-stage pre-screening, the awarding of the prize is decided by a committee of 40 independent marketing professionals and company managers every year.

#### About the Baltazár theater

The Baltazár Theater, founded in 1998, is the only one in the country that gives people with disabilities the opportunity to show their creativity and talent, thus creating a job for them. In today's world, positive destinies can be exemplary for anyone.

LINK:

<https://brandbook.hu/2022/11/superbrands-gala-2022>

Photos: László Papp

## Superbrands Magyarország

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Lidl, Diego, Jysk, Mester, Stiebel Eltron - just a few names out of the nearly hundred brands, which received the Superbrands 2022 glass award on Wednesday in recognition of their excellent business achievements. As a special musical treat at the gala evening, details from world-famous musical superproductions were presented by Kriszta Kováts and Sándor Sasvári, one of the most significant musical theaters in Hungary, the Madách Theater, as a special musical treat. in the mud. The Baltazár Theater Association, which employs actors with disabilities, accompanied the musical contributions as a special dancer.

<https://brandbook.hu/2022/11/superbrands-gala-2022>

LINK:

<https://www.facebook.com/superbrandshungary/>

### Eleven Ltd. to win its fifth Business SuperBrands award



**Eleven Ltd., the market-leading provider of the Hungarian water slide industry has won its fifth Business SuperBrands award. The Business SuperBrands Hungary Expert Committee has given its recognition to the best consumer and business brands for the eighteenth time.**

According to the Bisnode database and the recommendations of major national organisations a list of 4000 brands are presented to the committee all filtered after a financial and expert review.

The award is decided after multi-stage analysis by a 40-member independent committee consisting of marketing and management experts every year. The nomination only happens based on the expert's decisions and no company can apply or join the program on its own.

“A “good” company in 2021 stood financially firm, kept its employees and even spent on their development and training. In 2022, companies and brands will make even more of their reputation: a good brand will innovate again this year and will steadfastly look for loopholes for its consumers, its customers, even if the established routes close again.

Receiving an award is always important, it works well in both internal and external communication. And Superbrands is a trademark that has steadily meant for more than a decade and a half that the product or service you can use is of high quality.”

– Andrea Duca, HD Group managing partner

#### **LINK**

<http://aqua-parks.com/en/business-superbrands-award-2022/>

## **Awards**

Prestigious awards & certificates from renowned associates and magazines. Since its opening in 1992, Kempinski Hotel Corvinus Budapest has earned a reputation for perfect service, innovation, art and outstanding cuisine. Every year, travel associations, clubs and the media select the best hotels, restaurants and spas in the world. We are proud to present you some of the awards our hotel has been distinguished with:

### **2023**

- **Gold Level Green Hotel 2023–2024 – Hungarian Hotel and Restaurant Association**

### **2022**

- **Gold Badge - 2022 U.S. News & World Report Best Hotels**
- **Superbrands 2022 - Kempinski**
- **Forbes Travel Guide: Four-star rated hotel**
- **Az Utazó magazin (The Traveller Magazine) 2022: ÉS Bisztró - Restaurant of the Year in Budapest**

### **2021**

- **China-CEEC's tourism cooperation: Honorary Mention of Tourism Award Marco Polo 2021**
- **Most attractive employer - HORECA: Kempinski - Randstad Employer Brand Research 2021**
- **World Travel Awards 2021:**
  - **Hungary's Leading Hotel Suite 2021: Corvinus Presidential Suite @ Kempinski Hotel Corvinus Budapest**
  - **Hungary's Leading Luxury Hotel 2021: Kempinski Hotel Corvinus Budapest**
- **Az Utazó magazin (The Traveller Magazine) 2021: ÉS Bisztró - Hotel Restaurant of the Year**
- **Forbes Travel Guide: Four-star rated hotel**
- **Superbrands 2021 - Kempinski**
- **Luxury Hotel of the Year by Travel & Hospitality Awards 2021**
- **Gold Badge - 2021 U.S. News & World Report Best Hotels**
- **Gold Level Green Hotel 2021–2022 – Hungarian Hotel and Restaurant Association**



## **Association**

### **2020**

- **Forbes Travel Guide: Four-star rated hotel**
- **Superbrands 2020 - Kempinski**
- **Luxury Lifestyle Awards 2020 – Amongst the Best Hotels in Budapest, Hungary**
- **Business Excellence 2020 by Business Traveller Hungary - CSR certificate**
- **Country Win in Luxury City Hotel 2020 – World Luxury Hotel Awards**
- **Hungary's Best MICE Hotel 2020 – World MICE Awards™**
- **Hungary's Best Hotel Spa 2020 – World Spa Awards**
- **Gold Level Green Hotel 2019-2020 – Hungarian Hotel and Restaurant Associati**

### **2019**

- **World Travel Awards 2019 - Hungary's Leading Hotel, Hungary's Leading Hotel Suite – Corvinus Royal Suite**
- **World Spa Awards 2019 - Hungary's Best Hotel Spa 2019: Kempinski The Spa at Kempinski Hotel Corvinus, Budapest**
- **U.S. News & World Report 2019, Best Hotels in Europe - Gold Badge award winner (ranked #2 in Hungary)**
- **Forbes Travel Guide: Four-star rated hotel**
- **Association of Hungarian Hotels and Restaurants: Gold Green Hotel 2019-2020**
- **Superbrands 2019 - Kempinski**
- **Best of Budapest & Hungary 2019:**
  - **ÉS Bisztró - Best in class Hungarian Restaurant**
  - **The Kitchen Caters - Best in class catering service**
  - **Kempinski Hotel Corvinus Budapest – Among the best 5-star hotels**
  - **Special Award – Roland Holzer, Executive Chef of the Year**

### **2018**

- **Conde Nast Traveler Readers' Choice Awards 2018: Top hotels in Central Europe #5**
- **Forbes Travel Guide: Four-star rated hotel**
- **TripSavvy Editors' Choice Awards 2018 - Winner in Best Business Hotel category**
- **Worldwide Hospitality Awards 2018: Stephan Interthal – finalist in the category Best Hotelier**
- **Best of Budapest and Hungary:**
  - **Best 5 star hotels**
  - **The Kitchen Caters - Best catering services**
  - **ÉS Bisztró - Best Hungarian Restaurants**
  - **Hotelier of the Year 2017: Stephan Interthal, General Manager**
- **Superbrands 2018 - Kempinski**
- **Fine Restaurants Award 2018 - Budapest Business Journal: ÉS Bisztró – one of the best restaurants in Budapest**

### **LINK:**

**<https://www.kempinski.com/en/hotel-corvinus-budapest/press-room/awards>**

## SEMMELWEIS UNIVERSITY WINS SUPERBRANDS AWARD FOR THE 9TH TIME

For the eighth consecutive year, for the ninth time in total, Semmelweis University has won the Superbrands Award as a brand. The award, which is presented through a multi-stage professional selection process, recognizes outstanding brand quality and the work invested in brand building.

Semmelweis University won the award for the first time in 2012, and then every year since 2015. The decision makers took into account Semmelweis University's brand tradition, recognition, good business reputation, innovation and branding practices.



In Hungary, the success of the program is demonstrated by the fact that this year the most outstanding consumer brands can receive the Superbrands Awards for the 18th time, and the best business brands will be recognized for the 15th time,” Superbrands Hungary announced in its statement. The principles of the selection process are the same: the nomination is based solely on professional criteria, its is not possible to apply for or nominate. The award is decided in a multi-stage process, by the 40-member Superbrands Hungary Expert Committee of independent experts.

The Superbrands program was launched by the British Brand Council in 1995 to provide insight into the world of top brands. Since then, it has been operating in 90 countries around the world and pays tribute to brands that have achieved outstanding market success in their field.

Róbert Tasnádi – translation by Gábor Kiss

Photo: Bálint Barta – Semmelweis University

LINK:

<https://semmelweis.hu/english/2022/09/semmelweis-university-wins-superbrands-award-for-the-9th-time/>

### **Gergely Mikola**

Group Director of Corporate Affairs at International Personal Finance Plc  
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**Superbrands Award for Provident Hungary. Proud and honoured, great work of all Teams!**



LINK:

[https://hu.linkedin.com/posts/gergely-mikola-2b2b4912\\_superbrands-award-for-provident-hungary-activity-6867198815619837953-wxSN?trk=public\\_profile\\_like\\_view](https://hu.linkedin.com/posts/gergely-mikola-2b2b4912_superbrands-award-for-provident-hungary-activity-6867198815619837953-wxSN?trk=public_profile_like_view)





#### **Hungary**

### **INTERMAS EASTERN EUROPE, HONORED FOR THE SECOND CONSECUTIVE YEAR AS THE HUNGARIAN CHOICE BY SUPERBRANDS**

We are proud to announce that Intermas Eastern Europe, the exclusive Hungarian distributor of NORTENE and INTERMAS, has been selected for the second consecutive year as Hungarian Superbrand 2022.

A recognition, awarded by the prestigious BUSINESS SUPERBRANDS 2022 on the leading companies with strong technology, investments, work quality, brand awareness and social responsibility projects.

This award is for the second year an significant achievement for the Company and its brands, rewarding its commitment on being a pioneer company in terms of business and product development.

Intermas Eastern Europe, as a company from the Intermas Group, has been transforming its business model following the group strategy, towards the sustainable development. A huge step and a strong commitment to integrating sustainable development into its business strategy.

Moreover, in 2022 the Business Superbrands is celebrating its fifteen years anniversary on outstanding the best brands in the business sector.

We thank all our business partners for the joint work and trust that led us achieve for second year the Superbrands Status in Hungary.

# BUSINESS Superbrands<sup>2x</sup>

'21 '22

LINK:

<https://www.intermas.com/news/intermas-eastern-europe-honored-for-the-second-consecutive-year-as-the-hungarian-choice-by-superbr.html>

## Mateco-Hungary Kft won the Superbrands award again in 2022!



This year - for the third time after 2020 and 2021 - mateco received the Superbrands award, as a sign that the company is worthy of the attention and trust of the profession.

## The past from which we build

23 years ago, Gépbér-Hungária Kft. set out to distribute and rent construction machinery, as well as support activities related to stage technology. In honor of its twentieth anniversary, Gépbér-Hungária Kft. adopted the unified mateco brand name within the company group, and made it one of its goals to provide the most comprehensive service for the needs of modern assembly work platforms used in high-rise construction.

In 2022, mateco will be able to offer a practical and cost-effective solution for all machine requirements that arise when working at height, which enables fast, productive and, last but not least, safe work.

## mateco also consciously works for the future

In the framework of the student/internship program established in 2021, it employs capable young people through a student cooperative, who may later even get a chance as employees to invest the theoretical and practical experience gained at the company in a serious, international career. During this time, the number of employees of Mateco-Hungary Kft. increased from 60 to nearly 100, which is proof not only of mateco's commitment to the future and the success of the trainee program, but also that the company is worthy of trust as an employer.

### **Environmental protection and sustainable development are more than mere slogans**

With the introduction of the ECO sticker, mateco proves that environmental protection and sustainable development are real goals for it. Eco-lifts with the ECO sticker are machines equipped with electric, hybrid or dual-energy drives. Interested parties visiting the company's website can recognize these machines based on the green ECO logo.

LINK:

<https://www-mateco--hungary-hu.translate.goog/en/company/blog/a-mateco-hungary-kft-2022-ben-ismet-elnyerte-a-superbrands-elismerest/? x tr sl=hu& x tr tl=en& x tr hl=en& x tr pto=sc>

**Superbrands is about qualified excellence, achievable only for the most renowned brands. During this year's Superbrands Award, held for the 15th time, the non-branded professional committee found Masterplast worthy of the Business Superbrands status.**

Superbrands is well-known to the public as its a trademark representing top quality. The international award program only recognizes the best consumer



and business brands. After a multi-staged filtering process, a non-branded, independent committee of at least 10 professionals – marketing and head of businesses- decides who gets the award each year.

The recognition sets an angle for developing ambitious brands and an example for Hungarian brands about successful brand building.

This award is positive feedback for brands and highlights the best of them professionally. The committee deciding on the winners are recognized experts in their field, and with their choice, they certify our brand's achieved successes and credibility. Brands are nominated based on professional aspects solely.

Application is not possible.

This year, the committee of 20 independent experts met for the 15th time and awarded Masterplast the Business Superbrand title for the 11th time.



## Business Superbrands Program

This year Business Superbrands Programme is 15 years old. The program rewards the most outstanding brands in the business sector (B2B), including Hungarian companies, which are not primarily connected with consumers but with other businesses and organizations.

Based on the Bisnode database and the recommendations of major Hungarian professional bodies and associations, a list of around 4,000 brands is submitted to the committee after a financial and professional screening. The list includes the most profitable Hungarian enterprises and smaller companies – recommended by industrial chambers, associations, and professional organizations of each sector – who represent excellent quality in their field with outstanding communication and branding practices.

Since its establishment in 1997, Masterplast has strived for excellence with its products, services, business partnerships, and social connections. The Masterplast brand represents the value that achieved a high level of recognition due to the founders' efforts and employees' hard work over the past 25 years. We are proud that the independent professional committee has awarded Masterplast the Business Superbrands title, which is the recognition of excellent brands, for the 11th time.

More about Superbrands: [www.superbrands.hu](http://www.superbrands.hu)

[You can find Masterplast's Business Superbrands certificate on this link.](#)

LINK:

<https://www.masterplastgroup.com/en/2022/06/21/masterplast-won-the-superbrands-award-for-the-11th-time/>

## **Gierlinger honoured "Superbrand"**

Gierlinger as a brand has been honoured as "Superbrand" in Hungary. Therefore, our hungarian factory Tamási-Hús is allowed to claim itself as a company with Business Superbrands.

Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Attaining Superbrands status has the ability to strengthen a brands position, add prestige and reassure consumers and suppliers that they are buying the best brand in its category.

What is a Superbrand?

*"A Superbrand offers consumers significant emotional and/or physical advantages over it's competitors which (consciously or sub-consciously) consumers want, recognise, and are willing to pay a premium for."*

We are very glad about this distinction and about the related confidence in Gierlinger as brand.



LINK:

<https://www.gierlinger-holding.com/en/news-events/article/gierlinger-wurde-als-superbrand-erkannt/>