



Superbrands Polska - the strength of the brand and its image

Superbrands

90 countries, tens of thousands of winners and as many success stories written down in Albums, called "bibles of branding" - Superbrands has been selecting and rewarding the strongest brands since 1994 in the world and since 2005 in Poland. The awarding of the universally recognizable Emblem is based on a transparent certification system, supported by reliable research. It inspires development by integrating the honorees around a common goal: to provide customers with the best offer and exceptional values.

In the competitive economy of the global world, what determines success are excellent products and services, responsible relationships and inventive marketing. Superbrands is a unique distinction on the market, awarded for many years of consistent work to build a strong brand, and the only one in which participation in the certification process is completely free of charge.

Superbrand is a brand that offers consumers significant material and emotional benefits that go beyond those provided by competitors and for which consumers are willing to pay a higher price. Obtaining the Superbrand status strengthens the position of the brand, adds prestige and confirms its customers and business partners that they are dealing with the best offer in its category.

The Superbrands survey is the largest consumer survey of brand strength and image in Poland. The ARC Rynek i Opinia research institute is responsible for its implementation. Once every two years, a group of 10,000 respondents are verified by

2,000 brands grouped in over 100 categories. The following are verified: brand awareness; the percentage of people who used its offer in the previous 12 months, and opinions about it. The key indicator is the brand strength index, which is the difference between the number of respondents willing to recommend it to their friends - including as the best in a given category - and those who would advise against buying it. The results of the survey are then confronted with the opinion of the Brand Council - a permanent advisory group of Superbrands, composed of experts with many years of experience in the field of marketing, research, strategy, branding, advertising and PR.



The business brand certification process is carried out annually on the basis of a two-stage qualification: first, a long list of brands is created, then put to the vote by industry experts of Konfederacja Lewiatan, the most influential Polish business organization representing the interests of employers, within four areas: product or service quality, B2B relations, innovation and activities in the field of Corporate Social Responsibility.

Brands awarded with the Superbrands and Business Superbrands titles receive an invitation to join the elite Club. Those who decide to join it, the Club offers the opportunity to present the success story in the Superbrands Album, use the Emblem, take advantage of promotional activities and participate in networking meetings with the award winners. Each edition of the project is crowned with a ceremonial Gala with the participation of personalities from the world of culture and business, during which the winners receive Superbrands Statuettes.

Since 2005, over 300 brands have won the titles of Superbrands and Business Superbrands in Poland - some of them many times. Their representatives took part in dozens of meetings, business mixers and lectures by marketing gurus. The Brand Council consisted of several dozen experts - authorities in the field of branding, and 15 editions of the Superbrands Album were released on the market.





The Superbrands honorary award, awarded annually for outstanding contributions to the promotion of Poland in the world, was received by, among others, politicians: Henryka Bochniarz, Leszek Balcerowicz, Lech Wałęsa, Jerzy Buzek and Aleksander Kwasniewski; creators: Andrzej Wajda, Krzysztof Penderecki and Paweł Pawlikowski; athletes: Agnieszka Radwanska and Robert Lewandowski; social activists: Janina Ochojska and the Great Orchestra of Christmas Charity, as well as publicist and journalist Marian Turski.

BRAND HISTORY

1994

On the basis of a stormy discussion initiated during a broadcast on the British radio GLR (now: BBC London), the idea of a publication is born that would present the way to success of the strongest brands on the market.

2004

Superbrands Polska is established.

2005

On February 1, in the Hall of the Warsaw University of Technology, during the first national Superbrands Gala, the statuette is received by 75 of the strongest brands selected by experts' votes.

2012

In cooperation with the Adam Mickiewicz Institute, the culture.pl Superbrands awards are granted for the first time, established for artists and institutions that most effectively support the presence of Polish culture abroad. Until 2018, they were awarded to: Krzysztof Warlikowski and Grzegorz Jarzyna, Tomasz Stańko, Agnieszka Holland, Roman Gutek, Mariusz Trelński and Boris Kudlička, Lech Majewski, Olga

Tokarczuk, the POLIN Museum of the History of Polish Jews, the Museum of Art in Łódź and the Polona Digital National Library.

2013

Consumer research is included in the brand certification process for the first time.

2016

The Superbrands title goes to a private label brand for the first time.

Superbrands, in cooperation with brands, launches the "Counterfeit is stolen" campaign aimed at drawing the attention of consumers and business representatives to intellectual property issues.

As part of its strategic partnership with the Warsaw School of Economics, Superbrands initiates the "Big Brands Inside Out" project.

2018

The "Poles know what's good" campaign is launched, promoting brands-winners of Superbrands.

2020

Due to the COVID-19 pandemic, the winners receive the Superbrands Statuettes during the Gala organized in a TV studio, without audience participation.

The most important promoters of Superbrands are the brands participating in the project. The emblem placed on websites, packaging, billboards and advertising spots is for 63% out of 15 thousand. of consumers who took part in the survey conducted by ARC Rynek i Opinia in 2016, motivated them to reach for the product bearing it.

To promote the project and brands as part of the "Poles know what good" campaign, Superbrands uses AMS billboards, advertising spots in Poland's largest cinema chain KinAds, radio spots, citylights and online advertising.

The international website superbrands.com publishes success stories of the strongest Polish brands and interviews with their CEO.

Every year, the Superbrands album goes to leading opinion leaders - marketing and branding experts, presidents and directors of the largest companies in Poland, as well as to companies, journalists, advertising and PR agencies, consumers and university libraries.



WHAT YOU DIDN'T KNOW

In 2009, the Superbrands honorary award went to... Fryderyk Chopin - a 200-year-old Polish brand on the 200th anniversary of the composer's birth.

Using the Superbrand Search tool at www.superbrands.com, you can search for the success story of any brand that has ever participated in the Superbrands program around the world.

The operator of Superbrands in Poland, New Communications, is also the sole representative of international media: CNN, the Financial Times group, The Economist group, the Japanese NIKKEI group, the G+J publishing house and the RTL group.

LINK:

https://www-pr-manager-pl.translate.goog/artykul/superbrands-polska-sila-marki-i-jej-wizerunku?fbclid=IwAR1o84z7jAoL74LKngbv36JSI-lkBPZ2IIH4RrbdcMMCNCmZpXHKn1bzmRM&_x_tr_sl=pl&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

Strong brands for difficult times - the final of the 16th edition of Superbrands Polska

Representatives of 26 brands received Superbrands Polska and Business Superbrands Polska statuettes in Warsaw. These are unique awards on the market, awarded for many years of consistent work to build a strong brand - one that offers users significant material and emotional benefits, going beyond those provided by the competition, and the certainty that they are dealing with the best offer in the category



What is Superbrands

The organization has been operating in the world since 1994, the project has its local editions in 90 countries. It has been present in Poland for 17 years, and **the study, which is the basis for awarding the title, is the largest consumer survey of the strength and image of brands .**



The ARC Rynek i Opinia research institute is responsible for the implementation of the study. Once every two years, a group of 3,000 respondents are verified by 2,000 brands grouped in over 100 categories. The results of the survey are confronted with the opinion of the Brand Council - a permanent advisory group of Superbrands, this year composed of 40 experts with many years of experience in the field of marketing, research, strategy, branding, advertising and PR. Participation in the certification process is completely free.



The strongest business brands are selected based on the criteria of product or service quality, B2B relations, innovation and activities in the field of Corporate Social Responsibility. The decisive voice in this choice belongs to the experts of Konfederacja Lewiatan - the most influential Polish business organization representing the interests of employers.

Winners of Superbrands 2022

In 2022, the winners of the Superbrands included:

AMS, Apart, CIECH Sarzyna, Cisowianka, CityFit, DPD, Drutex, ENEL-MED GROUP, Eneris, Europejski Fundusz Leasingowy, Felix, Forbes, Gazeta.pl, Herbalife Nutrition, Lancerto, Nationale Nederlanden, Onet, Piątница, Przysnacki, Rossmann, Saatchi & Saatchi, Sodexo, Thermomix, Tork, UNIQA and Wirtualna Polska.

- This year's edition of the project has confirmed more than ever before that we need strong brands - said Nina Kowalewska-Motlik, President of the Management Board of New Communications, a partner of Superbrands in Poland, during the gala. "We need brands that have the knowledge and resources to persevere, look for solutions and find solutions in uncertain conditions. Brands that inspire and set an example of commitment, and those that can give up what is profitable for what is good for the world and people.

The success stories of the awarded brands, supplemented with expert articles this year devoted mainly to the unexpected challenges of modernity that affect the thinking about brands, their actions and the choices of users, were included in the Superbrands Album. The publication, known worldwide as the "Branding Bible", will be available to readers in November.

Important events in 2022 influenced the nature of this year's edition of the project, the main theme of which was "humanity", and the choice of

the winner of the Honorary Award. The group of winners so far consists of people whose names and achievements are widely known, and they themselves are constantly present in the national and international discourse. Among them were politicians, athletes, artists and social activists, e.g. former President [Lech Wałęsa](#) , former Prime Minister and President of the European Parliament Jerzy Buzek; former Prime Minister and Minister of Finance Leszek Balcerowicz, Jerzy Owsiak and the Great Orchestra of Christmas Charity, Janina Ochojska, Agnieszka Radwańska and Robert Lewandowski, Paweł Pawlikowski, Krzysztof Penderecki and Marian Turski.

The year 2022 and the experiences related to the ongoing war in Ukraine, and in particular the unprecedented and unprecedented involvement of Poles in helping refugees, made the organizers pay attention to those who are not visible in the flashes of flashlights, and who, through their everyday activities, have really influenced a positive change in human fate ; silent heroes, thanks to which Poland found itself on the lips of the world as a country where no refugee camp was established.

In the opinion of the Brand Council, all of them are personified by **Adriana Porowska, president of the Kamiliańska Mission for Social Welfare** and a street worker who has been supporting people in the homeless crisis for over a dozen years. In the first weeks of the war, she coordinated the help of volunteers at Warsaw's West and Central railway stations. She cooperated with companies and authorities, acted in consultation with the United Nations, the Human Rights Commission and the Ombudsman. Quietly and truly, she changed for the better the fate of those who had lost their home, possessions and sense of security, and sometimes also hope.



If I could somehow describe Adriana Porowska, I would use three words: empathy, determination and professionalism – said Adam Bodnar, whose laudation could be heard by the Gala participants. – On Polish soil, it is difficult to find a more empathetic and determined person: a concrete, persistent activist who tries to find a solution and help in every situation. (...) her attitude is known all over the world and we, as Poles, should be very grateful to her for that.



Adam Bodnar

Laura Godziejewska and the Piotr Rodowicz Trio performed for the guests of the Final Gala, gathered at the Sheraton Hotel.

The project and the Superbrands 2022 Gala were held under the Honorary Patronage of the President of the Capital City of Warsaw, Mr. Rafał Trzaskowski.

Strategic partners: AMS, ARC Rynek i Opinia, Communication Unlimited, KinAds, Lewiatan

Institutional Partners: IAA, Warsaw School of Economics

Logistics partner: DPD

Media partners: Forbes, Forbes Women, Gazeta.pl, Instytut Monitorowania Mediów, Marketing przy Kawie, Marketer +, Nowy Marketing, OOH Magazine, Onet.pl, PRoto, PR Manager, Think Tank and Wirtualna Polska

LINK:

https://www-forbes-pl.translate.goog/wiadomosci/superbrands-polska-2022-nagrody-dla-forbesa-i-onetu/vvl707x?_x_tr_sl=pl&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

September 23, 2022 / 15:04

Two Superbrands 2022 titles for Agora Group brands



Gazeta.pl and AMS are, according to consumers and experts, one of the 26 strongest brands in Poland. The results of the

consumer survey and the winners of the Superbrands 2022 certification process were announced during a gala on Wednesday, September 21 this year.

Gazeta.pl – one of the most popular Polish horizontal portals, the only medium in Poland with an editorial declaration defining the approach and operating principles of its journalists, received the Superbrand Polska statuette.

AMS - the leader of the outdoor advertising market in Poland, known for its social activities and commitment to creating innovative solutions in the spirit of eco, was awarded the title of Business Superbrand Polska.

These are two brands from the Agora Group that were among the winners of the 16th edition of Superbrands.

The study, which is the basis for awarding the title, is the largest consumer survey of the strength and image of brands. The ARC Rynek i Opinia research institute is responsible for its implementation. Once every two years, a group of 3,000 respondents verify 2,000 brands grouped in over 100 categories. They are verified, among others awareness of the brand, the percentage of people who used its offer in the previous twelve months and opinions about it. The results of the survey are then confronted with the opinion of the Brand Council - a permanent advisory group, this year consisting of 40 experts with many years of experience in the field of marketing, research, strategy, branding, advertising and PR. Participation in the certification process is completely free.

The strongest business brands are selected based on the criteria of product or service quality, B2B relations, innovation and activities in the field of Corporate Social Responsibility.

More information about Superbrands 2022 and the list of winners can be found at <https://superbrands.pl>

The Superbrands 2022 titles are another consumer awards for the Agora Group - in previous years, its brands received i.a. titles of Business Superbrands, Superbrands and Created in Poland Superbrands.

LINK:

<https://www-agora-pl.translate.goog/dwa-tytul-y-superbrands-2022-dla-marek-grupy-agora? x tr sl=pl& x tr tl=en& x tr hl=en& x tr pto=sc>

September 23, 2022

We know the winners of the Polish edition of the Superbrands 2022 competition

Superbrands Polska awarded the strongest brands on the domestic market for the 16th time. Adriana Porowska received the Honorary Award, which is awarded to people who contribute in a special way to building a positive image of Poland. 26 brands received the Superbrands Polska and Business Superbrands Polska statuettes.

LINK:

https://marketingprzykawie-pl.translate.google.es/esspresso/znamy-zwyciezcow-polskiej-edycji-konkursu-superbrands-2022/? x tr sl=pl& x tr tl=en& x tr hl=en& x tr_pto=sc