

Superbrands

ROMANIA

Media coverage report: Gala Superbrands “Imagine: The Art of Building Brands”

Summary: Superbrands Romania celebrates 15 years of activity in evaluating and promoting branding culture, through the Superbrands Gala, a reference event, which awards brands with Superbrand status, in the local market. Symbolically titled “**Imagine: The Art of Building Brands**”, the Gala, which is now at its 9th edition, has a double significance: the awarding of trophies to the brands that were designated Superbrands, through the judging and market research, carried out throughout 2019, as well as the launch of the new Superbrands books for Romania.

No of articles: 24

TVs: 2

<https://stirileprotv.ro/stiri/a/p-borsec-a-primit-din-nou-statutul-de-superbrand.html>

https://www.romaniatv.net/borsec-validat-din-nou-superbrand_510508.html

General media: 3

<https://www.hotnews.ro/stiri-superbrands-23685790-webpr-superbrands-romania-celebreaza-15-ani-promovare-excelentei-branding.htm>

https://www.stiripesurse.ro/borsec-validat-din-nou-superbrand_1434699.html

<https://engnews24h.com/superbrands-romania-celebrates-15-years-of-promoting-excellence-in-branding/>

PR & Advertising media: 3

<https://www.iqads.ro/articol/49639>

<http://www.pr-romania.ro/news/comunicate-de-presa/2287-superbrands-romania-celebreaza-15-ani-de-promovare-a-excelentei-in-branding.html>

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<https://www.prwave.ro/superbrands-romania-celebrea-15-ani-de-promovare-a-excelentei-in-branding/>

<http://www.adhugger.net/2020/02/27/31-brands-laureate-at-superbrands-anniversary-gala-imagine-the-art-of-building-brands/>

Business media: 6

https://www.economica.net/borsec-validat-din-nou-superbrand_180350.html

<https://www.globalmanager.ro/31-de-branduri-laureate-la-gala-aniversara-superbrands-imagine-the-art-of-building-brands/>

<https://adevarulfinanciar.ro/business/antreprenori/superbrandurile-romanesti-castigatoare-dedeman-pe-leadership-si-fan-courier-superbrandul-anului/>

<https://www.bursa.ro/superbrands-romania-celebrea-15-ani-de-promovare-a-excelentei-in-branding-03370935>

<http://www.ziarulprofit.ro/index.php/webpr-superbrands-romania-celebrea-15-ani-de-promovare-a-excelentei-in-branding/>

<https://www.amcham.ro/news-from-members/superbrands-romania-celebrates-15-years-of-promoting-excellence-in-branding-31-brands-laureate-at-superbrands-anniversary-gala-imagine-the-art-of-building-brands>

Retail magazine: 1

<https://www.retail-fmcg.ro/evenimente/superbrands-romania-15-ani.html>

Lifestyle publications: 2

<https://e-femeia.ro/superbrands-romania-celebrea-15-ani-de-promovare-excelentei-branding/>

<http://chic-elite.ro/superbrands-romania-celebrea-15-ani-de-promovare-a-excelentei-in-branding/>

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Press agencies: 1

<https://www.amosnews.ro/31-de-branduri-laureate-la-gala-aniversara-superbrands-imagine-art-building-brands-2020-02-26>

IT media: 2

<https://news4homeit.wordpress.com/2020/02/26/superbrands-romania-celebreaza-15-ani-de-promovare-a-excelentei-in-branding/>

Press review: 2

<https://www.ziarelive.ro/stiri/31-de-branduri-laureate-la-gala-aniversara-superbrands-imagine-the-art-of-building-brands.html>

<https://www.ultimele-stiri.eu/articol/webpr-superbrands-romania-celebreaza-15-ani-de-promovare-a-excelentei-in-branding/6463562>

Social media: 2

<https://www.facebook.com/www.hotnews.ro/posts/10157291993529195>

[https://www.facebook.com/PRRomania/posts/10156724398092062?_xts__\[0\]=68.ARCAiLEFEOgOgYbL9CkN2xydahhayq3nw5fqB0v1iQuguCTyMnHwLpNfsGs5D3qqhhgZbeCj9U8eNn00O6zstG98agoumvtN_ZbPtp-9C51AfDcgaweucIXPxpnlrwVWSFPK0gxjXMgVcFBKNplncof8YvaYcsLjOo9sy7CrgGzJZV_eZtZKQ9BKzdtYs_eS6of1MikP9gxdRkdyfqlGTI-peju1Pebdh8halTS6WlxZlyRP7vlg5tAbmXuLih3-cH38_bvDUnqtAQXd15Dgrp7pZ5HGJppuDDyF7a3lEWoO3eE50L1wtOLidZTMOsHobv8AGXWwQYk58qgYA&_tn_=-R](https://www.facebook.com/PRRomania/posts/10156724398092062?_xts__[0]=68.ARCAiLEFEOgOgYbL9CkN2xydahhayq3nw5fqB0v1iQuguCTyMnHwLpNfsGs5D3qqhhgZbeCj9U8eNn00O6zstG98agoumvtN_ZbPtp-9C51AfDcgaweucIXPxpnlrwVWSFPK0gxjXMgVcFBKNplncof8YvaYcsLjOo9sy7CrgGzJZV_eZtZKQ9BKzdtYs_eS6of1MikP9gxdRkdyfqlGTI-peju1Pebdh8halTS6WlxZlyRP7vlg5tAbmXuLih3-cH38_bvDUnqtAQXd15Dgrp7pZ5HGJppuDDyF7a3lEWoO3eE50L1wtOLidZTMOsHobv8AGXWwQYk58qgYA&_tn_=-R)