

THAILAND MEDIA 2022

CPF wins Superbrands Awards 2022, the best food product leader, highlighting the concept of 'good health begins on the plate'.

[business23 Nov. 22 9:03](#)

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Charoen Pokphand Foods Public Company Limited or CPF received the "Best Leader in Food Products or Superbrand Awards" from the Superbrands Thailand 2022 stage, where CPF received the highest vote from a sample of more than 15,000 consumers across the country. People passed the selection criteria, namely Brand Quality (brand quality), Brand Affinity (the relationship between the brand and consumers) and Brand Personality (brand identity), guaranteeing the trust of consumers in brands and products. promote strength as well as building confidence in international business



Ms. Anakawee Churat, Senior Vice President Regarding the central marketing, CPF said that the company is committed to research and development of modern innovations. To raise the quality of products to have a variety to meet the needs of all ages. Because we believe that good health starts on the plate. Through sustainable production processes throughout the chain It is traceable and environmentally friendly. At present, CPF exports its products to 40 countries on 5 continents worldwide with more than 4,000 million consumers. who has passed on love and care through food to people around the world to have a good quality of life and good health

“For marketing in the second half of the year, CPF continues to bring new food trends. Shred the original form of ready meals. to enhance the experience of consuming products Including the form of communication with consumers. Will focus on digital and social platforms such as "CP Sausage" that chooses to use new platforms to consistently follow consumer trends Until

becoming various campaigns such as 'Drinking lovers must have CP Bologna Chili' at the beginning of the year To create an opportunity to eat for CP bologna chili as a snack. Presented in the form of creating a virtual world, 'CP Bologna MewTaverse', which has received a lot of attention from young drinkers even during the lockdown period from COVID-19. Until being trending on Twitter, number 1 in Thailand and number 3 in the world, "said Ms. Anakawee.

Ms. Anakawee also discussed consumer trends that have changed after the COVID-19 situation, looking at 5 important consumer trends Helping to create growth opportunities for the Thai food industry in the future, including:

1. Health and Wellbeing : Consumers are increasingly paying attention to eating healthy and nutritious food. Comparing food to medicine
2. Convenience and Fresh : from the outbreak of COVID-19 Consumers are interested in the convenience and freshness of food.
3. Product and Channel Innovation : New generation consumers are interested in product development. Including packaging, so innovation and modern technology will keep up with the changes.
4. Premium and Value for Money: Consumers value high-quality, premium and value-for-money food products
5. Environmental sustainability: in addition to quality and safety Consumers also emphasize food that comes from production processes that take care of the environment and society as well./



Source: CPF

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https://www-thaipr-net.translate.goog/business/3271235?_x_tr_sl=th&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

CPF wins "Superbrands Awards 2022", the ultimate leader in food products.

22 Nov. 2022 at 1:16 p.m.

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For example, 'People who drink must have CP Bologna Chili' at the beginning of the year. To create an opportunity to eat for CP bologna chili as a snack. Presented in the form of creating a virtual world, 'CP Bologna MewTaverse', which has attracted a lot of attention from young drinkers even during the lockdown period from COVID-19. Until being trending on Twitter, number 1 in Thailand and number 3 in the world ever

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4. Premium and Value for Money: Consumers value high-quality, premium food products and value for money.

and

5. Environmental sustainability: in addition to quality and safety Consumers also emphasize food that comes from production processes that take care of the environment and society as well.

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Coway wins Superbrands Awards 2022

Coway wins Superbrands Awards 2022



Coway (Thailand) Co., Ltd., a brand known as The Best Life Solution Company and the number 1 water purifier brand from South Korea. Announces its success as a leading brand that strives to create innovative products and premium quality. To meet the needs of lifestyles and improve the quality of life of people. from winning “The ultimate home appliance product category of water purifiers” for the second year in a row at the Superbrands Thailand 2022 award ceremony, reinforcing Coway’s commitment to conducting business in Thailand seriously. and giving importance to continuous product development in order to become a sustainable SUPERBRANDS in the hearts of Thai consumers.

Ms. Pimapa Wattanapanich, Marketing Manager of Coway (Thailand) Co., Ltd. was the representative to receive the award this time and talked about the success this time. “We are honored and very proud to be recognized once again by Superbrands Thailand, which is a testament to our commitment to delivering great quality products. To help raise the quality of life of consumers in Thailand. Coway is a subscription water purifier brand that comes with heart service. Customers will not receive only water filters. But customers will receive services that will ensure that the water they drink will be clean because it is regularly taken care of by Coway. which meets the needs of modern customers who want convenience No need to worry about water cleanliness and maintenance. Coway promises to never stop

developing and providing high quality products. To continue to be a part of enhancing the quality of life of consumers both in Thailand and around the world.”

SUPERBRANDS is an independent international agency. It measures and evaluates the excellence of brands by conducting surveys and collecting votes from consumers across the country, as well as the opinions of experts both in the field of marketing public relations and a representative of the Superbrands independent committee. This year, the way Superbrands Thailand has selected COWAY to be one of the 27 leading brands of SUPERBRANDS for the second consecutive year. World-class air purifier from Korea with a new subscription service that covers home service with the Cody team who will travel to clean and check the machine at the customer’s home every 2 months and change the filter every 4 months to allow customers to use efficient machines continuously and consistently by removing the burden of maintaining the machine 100%, which is in accordance with the concept of Coway in striving to enhance the quality of life for consumers and offering products that perfectly responds to the modern lifestyle. Under the vision of “The Best Life Solution Company”

“Last year Coway announced after the first award that it will focus on developing and delivering products that put the consumer at the center of everything. And winning this year’s award clearly shows that we have fully fulfilled our promise to consumers. For business direction in the following year Coway plans to develop many new innovations. To help improve the quality of life of people in the digital age to be comfortable and filled with strong health. As well as organizing marketing activities in all channels to attract fans to participate in our Korean-style health promotion culture in the most fun and cost-effective way possible, “Pim-Alpha said in the end.

LINK:

<https://thailand.postsen.com/world/77468/Coway-wins-Superbrands-Awards-2022.html>

Chao Shua won the Superbrands Thailand 2022 award, the best brand that wins the hearts of consumers of the year.

business23 Nov. 2022 13:58

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The magnate received the Best Brand of the Year award from the Superbrand Awards stage or the best leading brand in Thailand for the year 2022 by Superbrands Thailand 2022 from Mr. Mike English, Chief Executive Officer. Super brand organization Guaranteed to show

the confidence and trust of consumers in the magnate brand. The market leader in the processed meat food business



In 2020, the brand was transformed from a souvenir brand to a food brand that can be eaten every day in response to the change in consumer behavior and to support the growing health trend. That continued growth The magnate has torn the original frame. by modifying the packaging style Create new products such as Crispy Pork Chips, Crispy Pork Sticks, Crispy Pork Sticks with Dipping, Chili Mayo Sauce, and Mini Rice Crackers. As well as expanding sales channels from just going through the magnate shops to retail stores, both modern trade and traditional shops. Making the magnate become another brand that comes to add color to the snack market. With outstanding and different from competitors in the market, it can win the hearts of target consumers (Top of Mind).

Ms. Napat Morin, Chief Executive Officer of Nghieng (Chaosua) Co., Ltd. said, “Receiving a valuable award from Superbrands Thailand this year is another award that guarantees success in the field of Being a market leader in processed meat products And it is considered a pride and an important encouragement for all the magnates' team. who help drive the magnate brand to be successful The magnate remains committed to creativity to develop new products. can meet the needs of diverse customers in every lifestyle ready to maintain quality nutritional benefits And maintain the delicious taste of Thai people according to the recipe “Secret recipe of deliciousness from Chao Sua” to continue to be the brand in the hearts of Thai people.

For the Superbrands award, it is an award that meets the highest standards for global brands. It has been held continuously for 14 years, with "Chao Magnate" receiving votes from a sample of consumers across the country, more than 15,000 people, including the opinions of marketers. Publicist brand expert Including experts in the brand communication industry Which all agree that "Chaosua" has been selected as one of the best brands in

Thailand for the year 2022, which reinforces the success that consumers trust in the product brand Including building a strong brand which is another step of pride for the magnate



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Deciphering success Lunio, Thailand's first latex mattress brand in the start-up box, won the Superbrands Thailand 2022 award as the best brand of the year.

November 23, 2022Marketing Oops!



The latex mattress market in Thailand is a huge market with great value. And with the behavior of Thai people who focus on the comfort of sleeping. Mainly reducing back pain This makes the brand of latex mattresses in a box for health like Lunio a new wave of start-ups in the market. meet the needs of consumers with the concept "Invented for a better night", recently successfully won the award on the Superbrands Thailand stage of the year 2022, reinforcing the image of a mattress brand that was created with high-quality technological materials.

Deciphering the success of LUNIO, the brand of latex mattresses in the Start Up box that won the hearts of consumers until it successfully won the Superbrands award!



'Lunio' is a brand of latex mattress in a box. continuously growing and develop products regularly to be up-to-date at all times It can be seen that the mattress model is being upgraded every year. New innovations are introduced Combined to become the most advanced sleep technology. By focusing on the needs of consumers as the key. Until recently, he was able to successfully win the Superbrands Thailand award for the year 2022, receiving a shield on November 22 at the Royal Paragon Hall, 5th floor, Siam Paragon.



Superbrands is an award given to the top brands in Thailand. In 2022, Lunio was one of 27 leading brands to receive the award. and is the first mattress brand in Thailand to win an award from this stage as well This is a guarantee of consumer trust in the brand because the Superbrands Award is like an Oscar for branding. That has been highly accepted by consumers. Including experts in that field through marketing surveys from all over the country Based on three categories: Brand Quality, Brand Affinity, and Brand Personality, the 'Superbrands' award is another milestone for Lunio to be proud of. In addition to the Superbrands Thailand 2022 award, this year Lunio recently won the 'Best Home Solution Influencer Campaign' category from the Tellscore Thailand Influencer stage.

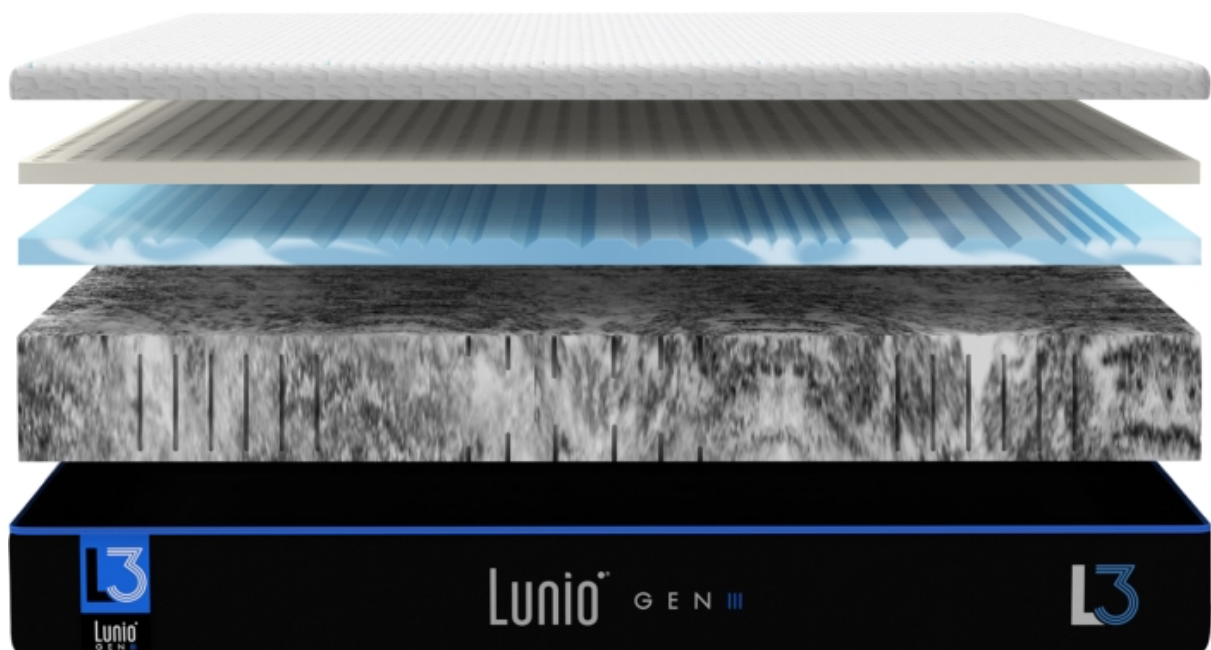


From the beginning since the first step of "Lunio" both product innovation Marketing and Service Strategy Reinforces that the brand never stops. In the concept of being a Start Up, the brand has a comprehensive overview. both in terms of product quality Including marketing communications that are colorful and different from other brands under 3 strategies that are 'Innovation-Creativity-Lifestyle' which can be seen from the launch of new products every year. different and consistently satisfying consumers From the campaigns 'light, comfortable, zero gravity', 'sleeping beauty' and most recently, 'the mattress of the future', each campaign talks about different mattresses. Makes me see that the Lunio mattress brand is a brand that combines quality products. and marketing that emphasizes creativity

Before becoming a mattress, Lunio, a mattress of technological materials not normal degree

Under the brand's slogan that 'Invented for a better night' led to the main concept of creating a new innovative mattress to solve the 3

main sleep problems of Thai people, namely, back pain, sleeping hot, and waking up easily during the night. Starting from the starting material like rubber. that is natural material Outstanding in support of the body Prevent bacteria and dust mites But using rubber as the only main material not answer enough because it gives a feeling that is too tight and can not adjust according to the body of the sleeper as it should The product development team at Lunio Labs therefore invented and experimented with technology from NASA, namely 'memory foam', a material invented by NASA to reduce the impact when launching astronauts into space. used to combine with the rubber layer To help spread the pressure over different parts of the body while sleeping. reduce back pain makes sleeping more comfortable



In addition, the Lunio Labs team also discovered that Thai people have a problem of sleeping and sweating in the middle of their backs. Therefore, cool gel was mixed into the memory foam layer. to increase cooling And also uses graphene foam layer technology, which 'graphene' is a material that was discovered by Nobel Prize

scientists to transfer heat the best in the world. When mixed in the mattress layer thus causing the mattress to not accumulate heat Help absorb heat from our body to be away. make you fall asleep faster and deeper than before As a result, the body has more regeneration and repair. resulting in good sleep quality every night



non-stop pace ready to give the best to Thai people

It can be seen that the overall image of the Lunio brand is quite interesting. There is both an analysis of consumer behavior. Creation of products to truly meet sleep problems Including marketing that uses highly creative and memorable communications. make the brand grow continuously Become a brand that does more than sell mattresses. But it offers the best value and sleep experience from the brand. Until quickly gaining the hearts of modern consumers

#Lunio #Luniogen3 #Latex mattress combined with NASA innovation
#Superbrands #SuperbrandsThailand

more product details

Facebook : <https://www.facebook.com/luniosleep>

Website : <http://www.lunio.co.th>

LINK:

https://www-marketingoops-com.translate.goog/news/biz-news/lunio-start-up-superbrands-thailand-2022/?_x_tr_sl=th&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

23 Nov 2022

CP Foods awarded Superbrands status in 2022, recognition of its global food brand leadership

CP brand from Charoen Pokphand Foods Public Company Limited (CP Foods) is honored with a “Superbrands” status at the 12th annual Superbrands tribute event, held in Bangkok. The company received this prestigious award for its world-class quality food products that earned consumer trust.

This significant award is given based on a survey by 15,000 consumers, marketer, PR agencies, and other relevant parties nationwide, assessing various brands in term of Brand Quality, Brand Affinity and Brand Personality.

CP Foods Senior Vice President Anarkawee Chooratn, said that the company believes every healthy life starts with quality food. Therefore, it strives to develop innovations that raise the quality of products with better nutrition from a sustainable value chain and serve the needs of all ages. At present, CP Foods exports its products to 40 countries on 5 continents

worldwide covering more than 4,000 million consumers. The company is proud of helping consumers across the globe improve their quality of life with healthy food.

“CP Foods will continue to provide new food experiences for consumers. We will also connect and building engagement with consumers through various form of communications, especially digital platform,” she said, explaining that the company has made multiple successful online marketing campaigns , especially during the COVID-19 lockdown, such as 'CP Bologna MewTaverse', which become No.1 twitter trending topic in Thailand and No.3 in the world.

Anarkawee also pointed out five major trends for the food sector in the post-covid-19. First of all, Consumers will focus more on food that boosts their health and well-being. Secondly, they are looking for food products that are convenient and fresh. Thirdly, the new generation of consumers prefer innovative products and channels. Also, they are happy to pay a premium price for the quality food. Aside from quality and food safety, they are looking for products that are made from a sustainable value chain.

LINK:

<https://www.cpfworldwide.com/en/media-center/2239>

Amado Wins Best Brand of the Year Award Consecutively for the second year from the world-class award Superbrands Thailand 2022

Wednesday, November 23, 2022, 6:03 p.m.

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Amado Wins Best Brand of the Year Award Consecutively for the second year from the world-class award Superbrands Thailand 2022

Amado Group Co., Ltd., led by Mrs. Chawanrat Wijitphakhin, Chief Operating Officer and management team Awarded Best Brand of the Year For the second consecutive year from the "Superbrands Thailand 2022" award, which is considered a prestigious award Guaranteed rank for organizations that has been accepted internationally and proven success in building a strong brand

which brands have been selected This year's contestants must pass 3 criteria: 1. BRAND QUALITY 2. BRAND AFFINITY) and 3. BRAND PERSONALITY. The event was honored by MR. Mike English Superbrands CEO and Ms. Champaign Thienkhwa, Director of Superbrands Thailand presented the award at the Royal Paragon Hall, Siam Paragon Shopping Center yesterday.

The Superbrands award, established in 1994, has been recognized internationally as It is necessary to be a single independent organization. The only agency in the world who is the judge of Excellence in branding at the cutting effect Based on the results of voting and research through 15,000 sample groups across the country and officials Marketing and Branding along with advertising and public relations companies totaling 3,500 persons who evaluated the excellence of branding reflect the confidence and trust the brand until the brand is Public memory and feeling relationship with the product. Superbrands is an organization that operates work in Thailand annually. and around the world in more than 90 countries. Received the Superbrands Thailand 2022 award for a total of 27 brands
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LINK: https://www-banmuang-co-th.translate.goog/news/marketing/305802?_x_tr_sl=th&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

Amado won an award from Superbrands Thailand 2022

23 Nov. 2022 at 4:56 p.m.



Amado won the Superbrands award for the second year in a row from Superbrands Thailand 2022 at Royal Paragon Hall, Siam Paragon Shopping Center.

Amado Group Co., Ltd. , led by Mrs. Chawanrat Wijitphakin, Chief Operating Officer and management Awarded Best Brand of the Year For the second year in a row from the award " Superbrands Thailand 2022", which is considered a prestigious award that guarantees organizations that are internationally recognized.

Brands selected this year must pass 3 criteria: 1. BRAND QUALITY 2. BRAND AFFINITY) and 3. BRAND PERSONALITY. Honored by MR. Mike English Superbrands CEO and Ms. Champaign Thienkwawa,

Director of Superbrands Thailand. Presented the award at the Royal Paragon Hall, Siam Paragon Shopping Center.

Founded in 1994, the Superbrands Award is internationally recognized as the only independent organization in the world. who is the branding judge The decision is based on the results of voting and research through a sample of about 15,000 people across the country and marketing and branding staff. along with 3,500 advertising and public relations companies that assess brand building reflect confidence and trust Until making the brand recognized by the public and creating a feeling of connection with the product

Superbrands is an organization that operates in Thailand annually. And around the world, more than 90 countries. In 2022, there are 27 top brands in Thailand that received the Superbrands Thailand 2022 award.



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FWD Life Insurance received the Best Brand of the Year 2022 award from Superbrands Thailand.

November 23, 2022 / time 15:07

2



Stock Dimension – FWD Life Assurance received the Best Brand of the Year 2022 award for the first time from the announcement of the results on the Superbrands Thailand Awards 2022 stage , which was given to 27 leading brands that received the highest votes from 15,000 consumers across the country. It reflects the confidence and trust that consumers have in the FWD Life Insurance brand, emphasizing the success of differentiated brand communication. focus on creating positive energy ready to create new experiences to reach consumer lifestyles with the goal of the vision “Change people’s perspective on life insurance”

Ms. Pawarisa Chumwikran, Chief Corporate Branding and Communications Officer, FWD Life Assurance Public Company Limited (“FWD Life Assurance”) said, “On behalf of FWD Life Assurance, we all feel welcome and proud to be This year, FWD Life Insurance has been successful in receiving the award. **The best brand of the year 2022 or Superbrands Thailand Awards 2022** for the first time, which is considered an award voted by more than 15,000 consumers in Thailand, along with marketing experts. press and independent committees from all over the country.”

The Superbrands award is a prestigious award that FWD Life Insurance has received along with the top 27 leading brands that have excelled in building a strong brand. and is accepted internationally which covers both brand quality (Brand Quality), brand credibility (Reliability) and identity and distinctiveness of the brand. (Distinction) organized by Superbrands Thailand, an independent organization with the highest standards for evaluating branding success. Selected by a committee of experts According to the criteria, considering the outstanding quality of the brand The relationship between brands and consumers and uniqueness of the brand

“With the desired vision **Change people's view of life insurance.** It is therefore a challenge for the team to implement different brand communication strategies to change people's perceptions of life insurance. And it is the story that sparked the presentation of insurance in a different way. To open people's minds to understand and see the importance of life insurance. Including focusing on communication that creates positive energy ready to work continuously to create new experiences through people's lifestyles Receiving this award is therefore a recognition of our achievements as a pioneering brand in creativity through a customer-centric approach. coupled with the thought process produce new ideas and feel good To make an impression and contribute to creating a good memory of the FWD Life Insurance brand,” Ms. Pawarisa finally said.

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CPF wins the "Superbrands Awards 2022" food product leader award



ซีพีเอฟ ครว้างวัล
สุดยอดผู้นำผลิตภัณฑ์อาหาร
"Superbrands Awards 2022"

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