

# UAE companies join branding Oscars elite

By [Gavin Gibbon](#)

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Dubai Duty Free has achieved Superbrand status for the past 22 years

- **Every brand in UAE is included and undergoes a strict selection process**
- **74% of consumers surveyed would be more likely to buy a Superbrand**

UAE brands including Adnoc, Dubai Duty Free and RAK Hospital have been recognised by what is known internationally as “the Oscars of the branding world”.

Superbrands UAE welcomed its latest cohort of 29 brands, which also included Al Rostamani Group, Aster DM Healthcare, Hamriyah Free Zone Authority, Nando’s and Tabasco.

The chosen few were selected from thousands of brands from across the country.

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- [Perfumes drive Dubai Duty Free sales higher to \\$1.74bn in 2022](#)
- [UAE reveals record-breaking non-oil trade figures](#)

Initially launched in the UK in 1994, Superbrands is now operating in 92 countries globally and has been active in the UAE since 2001. It accepts no advertising or sponsorship.

Every brand operating in the country is listed before an initial cull, which eliminates any names that are considered ineligible. The second stage then involves an online voting process from senior marketing directors of all the brands, who are instructed to look at brand quality, reliability and distinction.

“We end up with a voting panel of 3-3,500 marketing professionals and they are the ones that actually choose,” said Superbrands UAE managing director Mike English.

Once a brand scores 80 percent or more of the total possible marks, it goes to the council members, who sift through and make the final decision.

“You can’t apply to be a Superbrand, you’re chosen,” said English, who revealed that retail and food and beverage brands were the most common names to make the list.

The chosen are able to display the Superbrand logo, are entered into the annual book of Superbrands and are recognised at an annual gala dinner.

According to research from Nielsen, which measures audience insights, data and analytics, across 48 countries, 74 percent of consumers who recognised the Superbrands name claimed to be more likely or much more likely to buy the products or services associated with the Superbrands award logo.

English added: “Also, in today’s market, where it’s getting more and more difficult to recruit really good people, if you use your Superbrand status it is an indication of the way you treat your staff as well.”

Dubai Duty Free has attained Superbrand status every year since it was launched in the UAE 22 years ago.

## Dubai Duty Free receives its eighteenth Superbrands Award



UAE

At the recent Superbrands UAE Tribute Event, Dubai Duty Free received its eighteenth Superbrands Award at the ceremony held at the Grand Hyatt Hotel

Dubai on 18th October.

The award was presented by the Superbrands Council in the UAE, an offshoot of the Superbrands organisation, which comprises of councils throughout the world. The UAE Council consists of senior executives from top companies within the emirates.

Commenting on the recognition, Dubai Duty Free Executive Vice Chairman & CEO, Colm McLoughlin said, "We are delighted to receive the Superbrands Award, which is essentially an endorsement of our marketing activations over the years. Winning this since 2003 is a remarkable achievement, and I would like to thank all of our staff for their efforts, which have contributed to our brand recognition and success."

Present to receive the award from Mike English, Director of Superbrands Middle East was Sinead El Sibai, Senior Vice President for Marketing of Dubai Duty Free.

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## **Hayatna grabs Superbrands UAE Choice – 2022 award**



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Hayatna, the Made-in-UAE brand has won a new award 'Superbrands UAE Choice – 2022' after a few months of launching its operations in the UAE. Superbrands, which is an independent authority and arbiter of branding, bestowed the award to Hayatna – the brand of Emirates Food Industries (EFI), in recognition of its quality of products and innovative range of beverages.

[Hayatna grabs Superbrands UAE Choice – 2022 award | Corporate-news – Gulf News](#)

[Hayatna bags 'Superbrands UAE Choice 2022' award – News | Khaleej Times](#)

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## **36 Superbrands Recognised At Gala Tribute Event**



By Editor\_wr Last updated Oct 19, 2022

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**Superbrands, the independent authority and arbiter of branding, recognised and honoured thirty-six leading brands from the UAE who were awarded Superbrands status at the 18<sup>th</sup> annual Superbrands tribute event, which was held at the Grand Hyatt hotel in Dubai.**

**Dubbed the ‘Oscars of Branding’, winning this accolade is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand’s exceptional status. Superbrands were voted not only by the brand council but also by online voting, which has expanded the voting base to almost 2,000 senior managers and marketing professionals.**

**The 2022 Superbrands book was unveiled at the event, too, 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.**

**“Businesses are constantly vying for consumer loyalty and awareness, competing within crowded markets, and in the age of intensified digital communication, truly connecting with consumers is crucial to success. Customers have a plethora of options, but ultimately, they only open their wallets for the companies they genuinely adore, identify with, and believe have their best interests in mind,” said Mr. Mike English, Director, Superbrands Middle East.**

**“In today’s fiercely competitive and digitally connected world, it is essential for brands to forge an emotional bond with consumers in order to earn their trust, and secure mindshare. One thing all Superbrands have in common is that their approach is customer-driven while remaining business-oriented, becoming friends of their customers. This has led to deeper interactions and meaningful relationships between brands and consumers.”**

**Over the years, Superbrands has established itself as a respected and impartial entity in the UAE business sphere and will be recognizing brands from multiple sectors including consumer products, financial services, food & beverage, healthcare, government and retail.**

**“A strong brand must engage with its customers, foster a sense of ownership in its brand among consumers, and inspire trust. Above all, it must always deliver on its promises. Receiving a place on the Superbrands list is both a prestigious honor and a challenge, because all these requirements must be met,” added Mr. English.**

**With over 2,000 leading brands in the UAE vying for the coveted Superbrands title, only thirty-six scored more than 80% of the total possible marks and were declared Superbrands by the Brand Council.**

#### **Complete List of 2022 UAE Superbrands**

- 1 ADNOC**
- 2 AJMS Global**
- 3 Al Fardan Exchange**
- 4 Al Rawdah**
- 5 Al Rostamani Group**
- 6 Alpen Capital**
- 7 Aster DM Healthcare**
- 8 aswaaq**
- 9 Benchmark Foods**
- 10 Betadine**
- 11 Blue Ocean Management Training & Consultancy**
- 12 Design Concepts**
- 13 Desilicious**
- 14 Dubai Duty Free**
- 15 Dubai First**
- 16 Fakeeh University Hospital**

- 17 Foodco
- 18 GENERAL
- 19 Hamriyah Free Zone Authority
- 20 Hayatna
- 21 Kreston Menon
- 22 Lulu International Exchange
- 23 MCA Auditing
- 24 MCI Middle East
- 25 Mediclinic
- 26 Nando's
- 27 Nikai
- 28 Nutridor
- 29 Rainbow Milk
- 30 RAK Hospital
- 31 Rheem
- 32 Ring
- 33 SAIF ZONE
- 34 Sanford
- 35 Tabasco
- 36 WAHLTHE UNITED ARAB EMIRATES SUPERBRANDS COUNCIL:
  - Mike English, Director, Superbrands Middle East & North Africa
  - Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free



- **John Brash, Founder & CEO, Brash Brands**
- **Ram Buxani, Chairman ITL Cosmos Group**
- **E. Saud Salim Al Mazrouei, Director of the Hamriyah Free Zone Authority and the Sharjah Airport International Free Zone Authority**
- **Mishal Kanoo, Chairman Kanoo Group, UAE and Oman**
- **Raju Menon, Chairman and Managing Partner, Kreston Menon**
- **John Deykin, Branding Expert**
- **Alisha Moopen, Deputy Managing Director, Aster DM Healthcare**
- **Rohit Walia, Executive Chairman and CEO, Alpen Capital ME Limited**
- **Niranjan Gidwani, Consultant Director Charter Member – TIE Dubai**
- **Raza Siddiqui, Executive Director, RAK Hospital and Chief Executive Officer, Arabian Healthcare Group**
- **Paras Shahdadpuri, Chairman, NIKAI Group of Companies**

**36 Superbrands Recognised at Gala Tribute Event**