

# Superbrands

AUSTRALIA



# Superbrands<sup>®</sup>

## What is a Superbrand?

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

## By Invitation Only

Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field. Attaining Superbrands Status strengthens a brand's position, adds prestige and reassures consumers and suppliers that they are buying the best brand in its category.

# Superbrands

WHAT IS SUPERBRANDS?



[Click here to visit Superbrands.com](https://www.superbrands.com)

# Superbrands

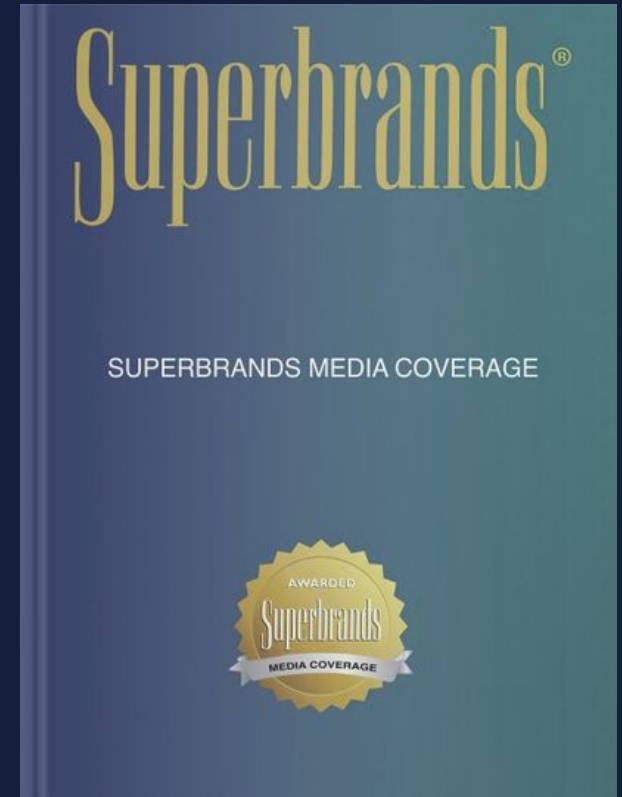
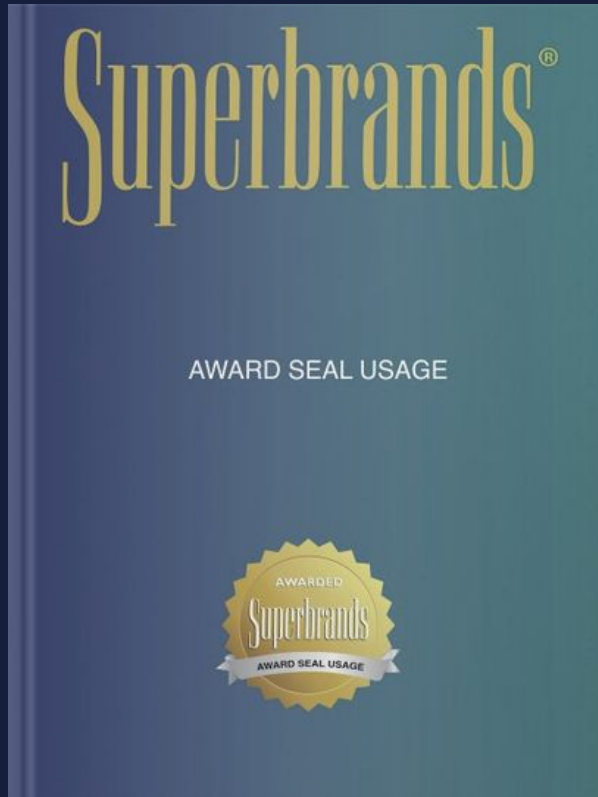
- Published 45,500 presentations for the world's strongest brands
  - World's largest independent arbiter of branding
    - Operating in 90 countries around the world
      - More than 650 books published
        - Established for 32 years

# ATTRIBUTES OF SUPERBRANDS



# ABOUT US

A collection of Superbrands eBooks covering international events, award seal usage, and global media coverage



Click on any of these eBooks and see thousands of examples of leading brands worldwide benefiting from Superbrands

# AWARD SEAL USAGE



Qualified and participating brands will receive the "Superbrands Award Seal" which can be used to symbolize their "Superbrands Status" on their advertising and marketing materials, billboards, website, packaging, etc.



# RESEARCH



Research by Nielsen, Synovate, TNS, BDRC and other international research companies have found that consumers are much more likely to purchase products or services displaying the “Superbrands Award Seal”.



UK Perception Research 2025



Singapore BDRS Research 2025



Portugal Research 2025



Turkey Research 2025



Romania Research 2024



Singapore Consumer Survey 2023



Singapore Consumer Survey 2022



Singapore Consumer Survey 2019



Singapore Consumer Poll 2017



Hong Kong Research 2012



Superbrands Singapore 2012



Superbrands Asia Research 2005

[Click here to view all Superbrands Research](#)

# RESEARCH



Research by Nielsen, Synovate, TNS, BDRC and other international research companies have found that consumers are much more likely to purchase products or services displaying the “Superbrands Award Seal”.



Lisa Lee  
Senior Vice President  
Marketing & Communications  
International

Mr Stephen Smith  
Managing Director  
Superbrands Ltd  
3908 Two Exchange Square  
8 Connaught Place  
Central  
Hong Kong

Dear Stephen,

As part of its international association with Superbrands, The Nielsen Company recently undertook a large online research study across 48 countries to identify consumer reactions to the Superbrands name and Award Seal. The survey sample size was c.500 per market, weighted to reflect the Internet population in each country.

The aim of the survey was to determine consumer awareness of the Superbrands name and whether they were more likely to trust a product or service when they see the Superbrands logo associated with a brand's advertising and marketing.

The Nielsen survey found that 74% of consumers who recognized the Superbrands name claimed to be *much more or more likely* to buy products or services associated with the Superbrands Award Logo, and 69% would be *much more or more likely* to recommend the product/service to a friend. For those respondents that were unfamiliar with the Superbrands name/logo, 60% associated the word 'Superbrands' with a product/service of high quality.

The results of this research vary from market to market, and local market data can be made available, but the global averages for the Nielsen survey can be viewed on the following page.

Yours sincerely,

Lisa Lee  
Senior Vice President  
International Marketing & Communications  
The Nielsen Company

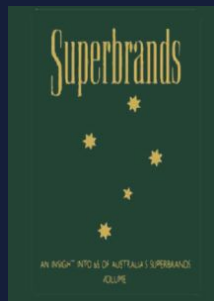
The Nielsen Company  
11 Talavera Road, Macquarie Park  
NSW 2113, Australia  
tel 612 8873 7105 fax 612 8873 7107  
lisa.lee@nielsen.com  
www.nielsen.com

[Click here to view our International Research](#)

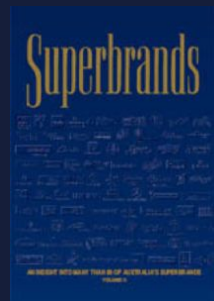
# AUSTRALIA'S PUBLICATIONS



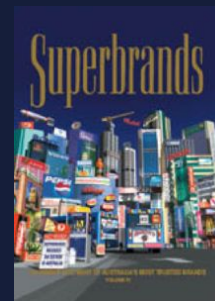
The Superbrands Australia publications and brand presentations can be read online through our eBooks.



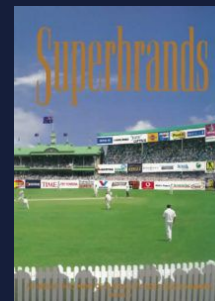
Australia Volume 1



Australia Volume 2



Australia Volume 3



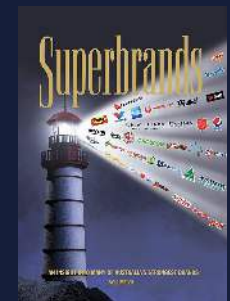
Australia Volume 4



Australia Volume 5



Australia Volume 6



Australia Volume 7

[Click here to view all Superbrands Publications](#)

# OUR EVENTS



To celebrate our new publications, and to pay tribute to the strongest brands in Australia, we hold spectacular Awards Events.



[Click here to view all Superbrands Events](#)

# Superbrands

## CEO INTERVIEWS

Watch and listen to conversations with the Chief Executive Officers and brand leaders, sharing insights on their brand strategies, innovations, and vision for the future.

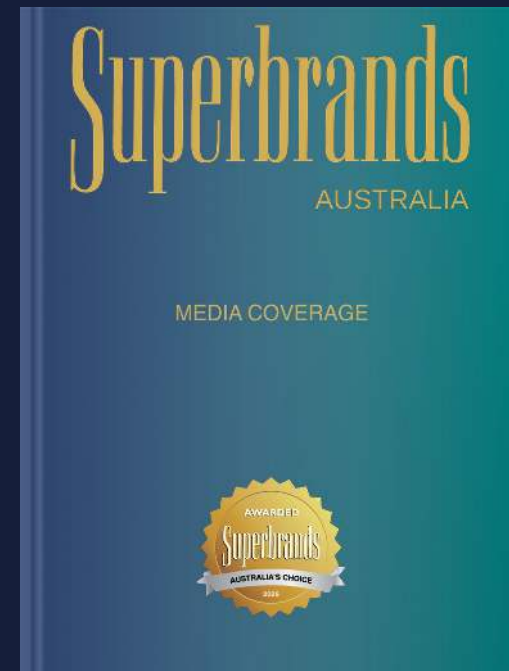


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

# MEDIA COVERAGE AUSTRALIA



Superbrands Australia and its PR partners work with all sectors of the media to promote both the programme itself as well as the featured brands. Television, print, radio and Internet are all utilised to inform consumers about how Superbrands operates, and which brands have achieved “Superbrands Status”.

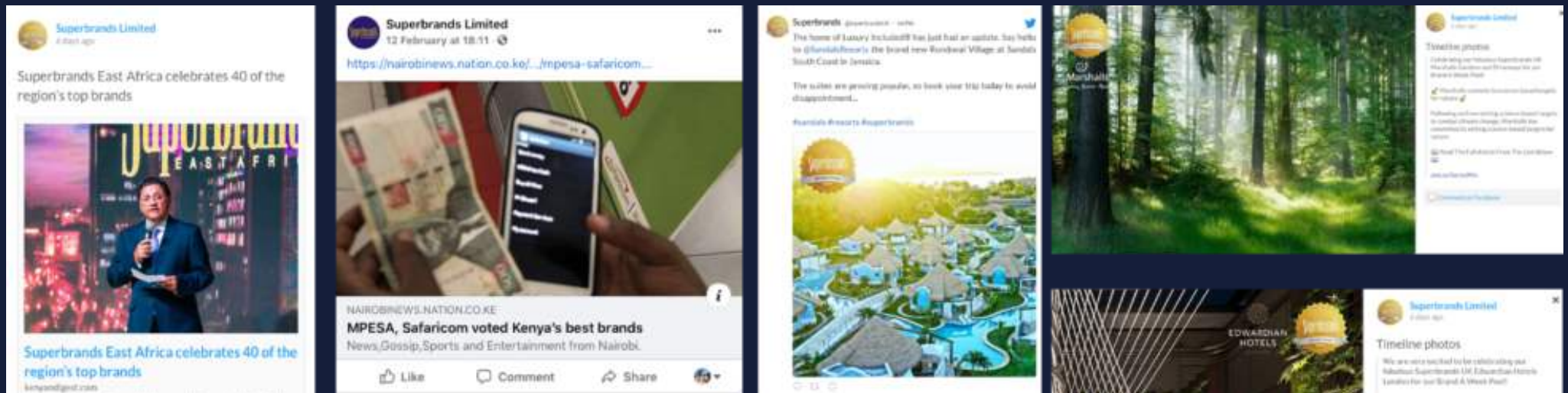


[Click here to view our International Media Coverage eBook](#)

# Superbrands

## SOCIAL MEDIA

Superbrands helps brands receive more likes, shares and reactions to their social media news feeds. This makes it easier for the customer to engage with the brands' social media.



[Click here to view our social media](#)

# BrandSearch

BrandSearch is a powerful search tool to find tens of thousands of brand presentations that have featured in the Superbrands programmes around the world.

Q
Coca-Cola
Q
Search

**THE MARKET**  
The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola®, the company is the world's most valuable brand. The company markets more than 200 brands in 200+ countries, including Diet Coke®, Fanta®, and Sprite®, and a wide range of other beverages, including diet and light soft drinks, water, juice and juice drinks, teas, coffees, and sports drinks. Through the world's largest beverage bottling system, consumers in more than 200 countries enjoy the company's beverages at a rate exceeding 1.3 billion servings each day.

**ACHIEVEMENTS**  
Diet Coke®, the iconic logo, and half-shaped business glass defined packaging for Coca-Cola. But as people demanded a wider variety of choices, the company responded with innovation, packaging, new technology, and new products.

In 1955, long-neck and half-shape glass bottles were introduced with immediate success, followed by cans in the U.S. market in 1960. The company then entered several other markets, including 18-oz cans and bottles with flip-top crowns in 1963, and 24-pack "Cherry Ball" of cans and six-oz cans in 1964.

After more than \$250 million in development costs and rigorous testing by NASA, the "Coke Space Can" was accepted for its first mission in outer space in 1985.

By 2003, the company had introduced a new generation in the format container bottle — first with the 900 70-ounce plastic version, and later with the return of the classic and iconic glass one-liter bottle complete with city and state references on the bottom in 2008.

In the past decade, The Coca-Cola Company has introduced new brands to meet the demands of consumers, starting with Fanta in 1982. Sprite was launched in 1981, followed by Diet — the company's first low-calorie drink — in 1983. The

debut of Diet Coke in 1992 marked the first extension of the Coca-Cola trademark to another product. And the new products, such as Vanilla Coke, continue today, and to the company's portfolios of nearly 200 brands.

For the past 117 years — through its ability to bring the world together, packaging innovation, and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be drinking — Coca-Cola has become a part of the lives of people around the world.

**HISTORY**  
In 1886, John Stenberg created Coca-Cola in Atlanta, Georgia, and called it a health beverage. His partner and bookkeeper Dr. J.C. Pemberton named the product and gave the famous "Coca-Cola" script.

Atlanta entrepreneur Asa G. Candler took over the business part of the drink and secured complete ownership of the Coca-Cola business for \$2.8 million in 1891. Within five years, Candler was franchising four — including the use of a unique, hand-drawn script — throughout the United States.

The 1911 incorporation of Coca-Cola into a public company led to the formation of the first bottling plant. The 1914 incorporation of Coca-Cola into a public company led to the formation of the first bottling plant.

**THE PRODUCT**  
Coca-Cola is a simple idea, truly, bringing a color and people happy a sense of joy. And it's an invitation to live on the positive side of life. That's the message behind "The Coke Side of Life," brand Coca-Cola's marketing and packaging. It has been created to meet people in their own lives, wherever they are, and to live in full color.

Coca-Cola has always been at the heart when it comes to the world's most iconic beverage. In the "Coke Side of Life" campaign, the most renowned experiential agency where Coca-Cola is refreshingly honest and uplifting.

**RECENT DEVELOPMENTS**  
As part of a continuous stream of innovation, Coca-Cola North America has expanded its brand beverage portfolio with the new-to-market consumer in mind.

Coca-Cola Diet, Coca-Cola Zero, and the new, premium M&M's Coca-Cola, raised the bar, and the consumer. The differentiation and rich flavor of Coca-Cola Diet provide the perfect pick-me-up for people looking for new ways to stay refreshed any time of the day or night.

Coca-Cola Zero is a uniquely satisfying beverage that is 100% calorie free and is refreshing to you. Coca-Cola Zero is the Coca-Cola that has been specially formulated to appeal to American tastes and features a unique light treatment and packaging, as well, designed to attract which consumers looking for an indulgent and refreshing alternative to other beverages.

**POWERADE OPTIMUM™** is not just another sports drink. It's a whole new "OPTIMUM" for active people seeking hydration for any occasion throughout the day. POWERADE OPTIMUM™ is a low-calorie, low-carbohydrate sports drink, providing electrolyte and 18 essential vitamins and minerals comparable to major POWERADE™, but with fewer carbohydrates and 40 percent fewer calories than Gatorade™. POWERADE OPTIMUM™ is associated with a host of American, Olympic, and NFL athletes. It's a whole new "OPTIMUM" for active people seeking hydration for any occasion throughout the day.

**Minute Maid Just10™** is a low-calorie, low-carbohydrate sports drink, providing electrolyte and 18 essential vitamins and minerals comparable to major POWERADE™, but with fewer carbohydrates and 40 percent fewer calories than Gatorade™. POWERADE OPTIMUM™ is associated with a host of American, Olympic, and NFL athletes. It's a whole new "OPTIMUM" for active people seeking hydration for any occasion throughout the day.

**PROVISION**  
My Coke Rewards. My Coke Rewards is a multi-year, multi-award, multi-rewards program across all Coca-Cola® brands. The program allows consumers to choose from a pool of experiences only Coca-Cola can offer and features rewards from some of the world's best brands.

The program is the largest for the Coca-Cola brands, with rewards valued at over \$50 million. Participants can earn rewards for every 20-cent purchase of Coca-Cola brand. Diet Coke, Coca-Cola Zero, and other Coca-Cola brands can earn rewards for every 20-cent purchase of Coca-Cola brand.

**REWARDS**  
My Coke Rewards is a multi-year, multi-award, multi-rewards program across all Coca-Cola® brands. The program allows consumers to choose from a pool of experiences only Coca-Cola can offer and features rewards from some of the world's best brands.

**THINGS YOU DON'T KNOW ABOUT COCA-COLA**

1. In the summer of 1968, in Sydney, Australia, a happy couple exchanged wedding vows while parading with a parade float bearing the trademark of Coca-Cola with the Sherry-Hunter Bridge and famous Opera House in the background.

2. There are 5,000 members of the Coca-Cola Collector's Club.

3. When it caught fire in the Blue Mountains north of Sydney, Australia, was a holiday on the Coca-Cola brand as part of a national program, they decided to make the most of it and challenged wedding vows in the brand in April 1968. Coca-Cola officials and the brand staff organized a celebration, featuring the brand, and a special dinner with champagne.

4. The formula for Coca-Cola is a written form with only the very top is kept in a vault in the Sherry-Hunter Bridge building in Atlanta. The Coca-Cola Company Board of Directors is authorized to open the vault in any emergency other than they need company, many people have claimed to have the original formula, but not one has been able to prove to be "the real thing."

Click here to visit BrandSearch

# Superbrands<sup>TV</sup>

**Superbrands TV** creates high quality video presentations for our Superbrands members. Brands can use this presentation to promote their brand stories and successes to their clients, investors, shareholders, staff, customers and brand supply chains. Many brands use this footage on Social Media outlets such as Facebook, Google, Instagram, LinkedIn, **YouTube** and Company Websites.

Each SBTV brand video runs for between 3 and 5 minutes, and we also provide members a 30 second shortened version for easy internal use, and for social media platforms.



32

Years Established

90

Countries

651

Books Published

60,500

YouTube Subscribers

45,418

Superbrands Clients

15,652,303

SBTV Video Views

[Click here to visit superbrandstv.com](http://superbrandstv.com)

# Superbrands

NEWS

The Superbrands News team collates brand specific news stories from around the world which are of interest and relevance to people working internationally in advertising, branding, and marketing.

Superbrands News actively presents the qualified participating Superbrands on the News Channel.



# Superbrands

## CUSTOM COVERS

Superbrands offers participating brands their own customized book cover. These personalised books are often placed in the company reception area and are also distributed to clients, suppliers, franchisees, investors and shareholders.



[Click here to view our custom covers](#)

# AUSTRALIA'S CLIENTS



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BLACKMORES

**BONDS**



**BRAUN**  
designed to make a difference

**Breville**

**BRW**  
BUSINESS REVIEW WEEKLY



**Birgen**

'yes'  
OPTUS



CHANEL

**CHEF**  
The Kitchen Specialist

**CITICORP**  
A member of Citigroup

**Clarks**

**Club Med**



**coles**

**Colonial**  
First State

Commonwealth Bank

**Coltée's**

CRABTREE & EVELYN  
www.crabtree-evelyn.com.au

**CRICKET AUSTRALIA**

**Crown Lager**

**IMPERIAL LEATHER**

**Dairy Farmers**



DAVID JONES



**DEWALT**

**DHL**

**DISPRIN**  
DISPENSING SYSTEMS

**Dominos**

**DRIZA-BONE**  
AUSTRALIA

**Dulux**

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REVLON

THE  
ROYAL DOULTON  
COMPANY



Savlon®



Scotch



Sellotape



SHARP.



SINGER®



SONY.



The Rice Food Experts

SUPERBRANDS  
TAKE THE LEAD  
IN THE DECADE OF CSR



# AUSTRALIA'S CLIENTS



## OUR CLIENTS WORLDWIDE



[Click to view our worldwide clients](#)

Superbrands

THANK YOU