

Superbrands

BULGARIA



Superbrands®

What is a Superbrand?

“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

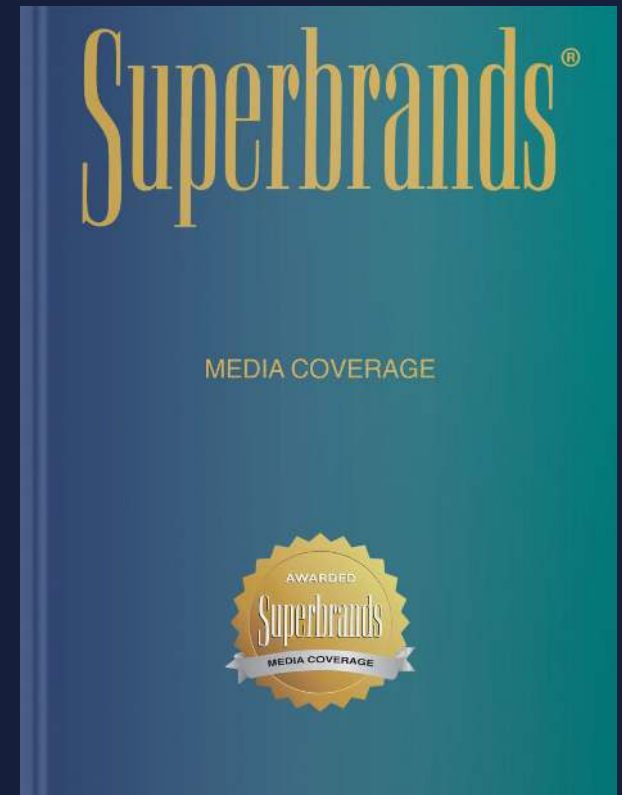
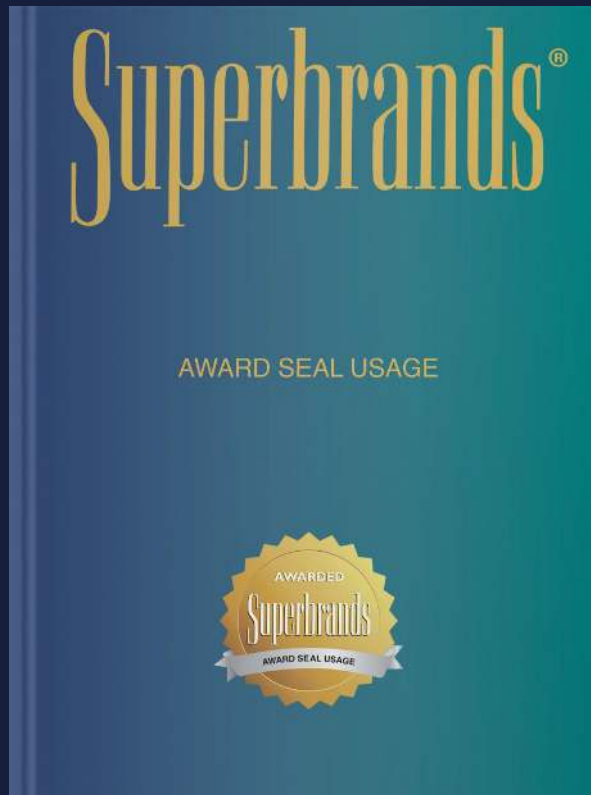
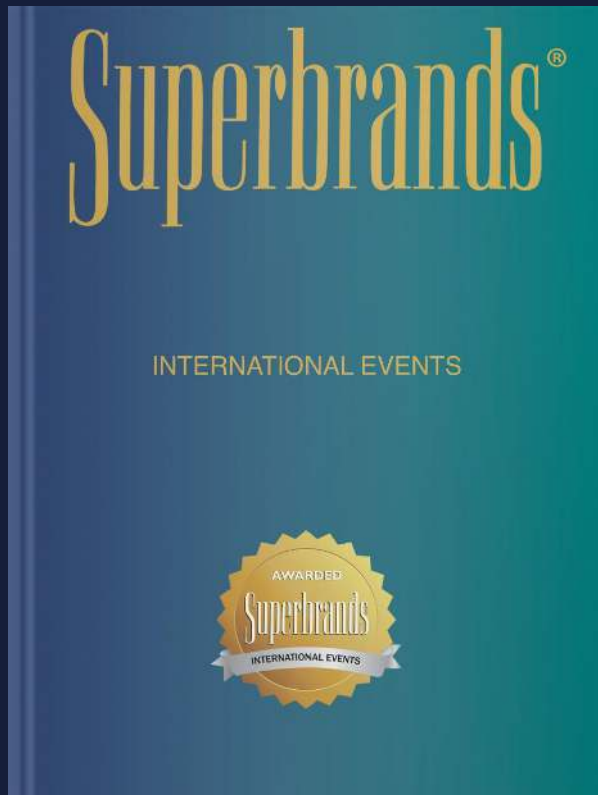
- Published 45,500 presentations for the world's strongest brands
 - World's largest independent arbiter of branding
 - Operating in 90 countries around the world
 - More than 650 books published
 - Established for 32 years

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

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

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

BULGARIA'S PUBLICATIONS



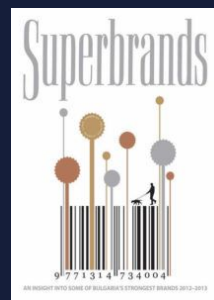
The Superbrands Bulgaria publications and brand presentations can be read online through our eBooks.



Bulgaria Volume 1



Bulgaria Volume 2



Bulgaria Volume 3



Bulgaria Volume 4



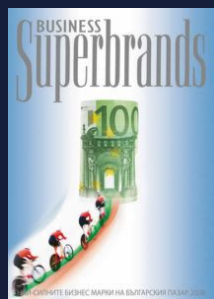
Bulgaria Volume 6



Bulgaria Volume 7



Bulgaria Volume 8



Bulgaria Business
Volume 1

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

BULGARIA'S EVENTS



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



2022 Bulgaria Event



2020 Bulgaria Event



2017 Bulgaria Event



2016 Bulgaria Event



2013 Bulgaria Event



2008 Bulgaria Event



2007 Bulgaria Event

[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.

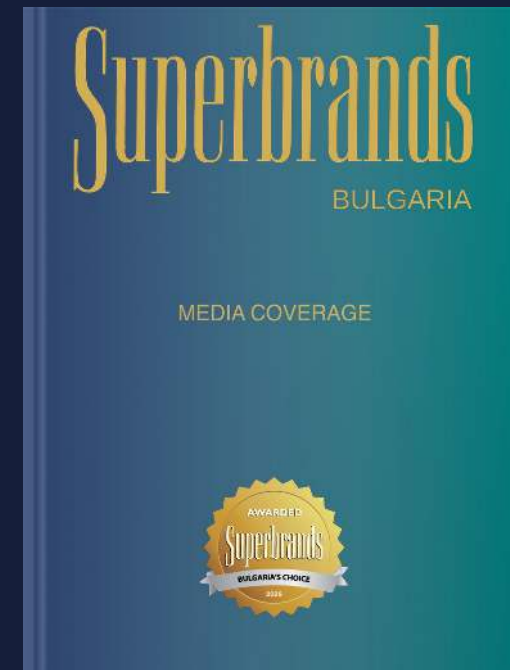


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

MEDIA COVERAGE BULGARIA



Superbrands Bulgaria 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”.

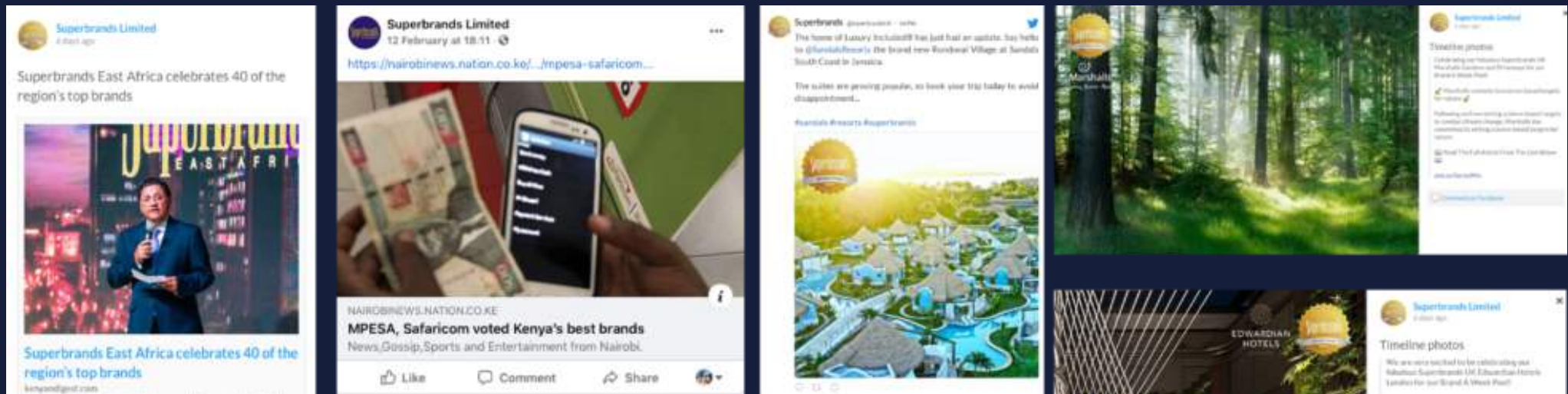


[Click here to view our International Media Coverage eBook](#)

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.

 Coca-Cola

 Search



THE MARKET
The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola® (registered as the world's most valuable brand), the company markets four of the world's top five soft drink brands, 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 distribution system, consumers in more than 200 countries enjoy the company's beverages at a rate exceeding 1.5 billion servings each day.

ACHIEVEMENTS
Until the mid-1950s, the iconic bottle and half-shaped contour glass defined packaging for Coca-Cola. But as people demanded a wider variety of choices, the company responded with innovative packaging, new technology, and new products.

In 1955, long cans and family-size glass bottles were introduced with immediate success. Followed by cans in the U.S. market in 1960. The company then entered several times in the soft-drink market. Many cans and bottles with flip-top covers in 1964, and a 24-pack "Cherry Ball" of cans and in-line steel cans in 1964.

After more than 150 years in development and rigorous testing by NASA, the "Coke Space Can" was accepted for its first mission in outer space in 1985.

In 2003, the company had introduced a new generation in the fountain contour bottle — first with the 1997 20-ounce plastic version, and later with the return of the classic contour glass contour bottle complete with city and state references on the bottom in 2008.



In the past decades, The Coca-Cola Company has created new brands to meet the demands of consumers, starting with Fanta in 1962. Sprite was launched in 1961, followed by Diet Coke — 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, adding to the company's portfolio of nearly 400 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 doing — Coca-Cola has become a part of the lives of people around the world.

HISTORY
In 1886, John Pemberton created Coca-Cola in Atlanta, Georgia, and sold it as a health-improving tonic. The original recipe was a blend of coca leaves and kola nuts, and it was sold as a beverage.

RECENT DEVELOPMENTS
As part of a continuous stream of innovation, Coca-Cola North America has expanded its brand portfolio with the ever-evolving consumer in mind.

Coca-Cola Diet, Coca-Cola Zero, and Coca-Cola Zero Sugar are a testament to the company's commitment to innovation and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing — Coca-Cola has become a part of the lives of people around the world.

POWERADE OPTIMUM™
In 2006, after Pemberton created Coca-Cola in Atlanta, Georgia, and sold it as a health-improving tonic. The original recipe was a blend of coca leaves and kola nuts, and it was sold as a beverage.

THE PRODUCT
Coca-Cola's 9½-ounce, 12-ounce, and 20-ounce plastic bottles are a testament to the company's commitment to innovation and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing — Coca-Cola has become a part of the lives of people around the world.

MINUTE MAID JUST 10™
Minute Maid Just 10™ is a low-calorie, low-sugar, low-fat, and low-sodium beverage. It is a testament to the company's commitment to innovation and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing — Coca-Cola has become a part of the lives of people around the world.

of the daily value of Vitamin C. With only 10 calories and two grams of sugar per pouch, Minute Maid Just 10 Fruit drink has 90 percent less sugar per serving than other fruit drinks.

Black Cherry Vanilla Coke and Blue Raspberry Vanilla Coke
Cherry-Smores® beverages are experiencing significant growth in popularity with teens. The company's innovation team of red, pink, and purple flavors, and smooth vanilla flavors, are a testament to the company's commitment to innovation and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing — Coca-Cola has become a part of the lives of people around the world.

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PROMOTION
My Coke Rewards™ is a mobile, cashless, rewards program across all Coca-Cola® brands. The program allows consumers to choose from a pool of experiences only Coca-Cola can offer and rewards rewards from some of the world's best brands.

The program is the largest for the Coca-Cola Company, with rewards valued at over \$10 million. Participation is easy. Consumers look for My Coke Rewards codes on specially marked 20-ounce bottles of Coca-Cola cans*, Diet Coke®, Coca-Cola Zero®, and any other Coca-Cola brand product. By going to www.mycokerewards.com with their code, consumers can choose an experience and enter their code. Consumers can even be entered via mobile phone, and a consumer can enter their code on their account page. When their code is accumulated enough points to redeem their desired reward, they simply select it and the points are deducted from their account.

Specialty packaging consumers will be able to access a complete Spanish-language site simply by logging on to www.mycokerewards.com and selecting Spanish as their preferred language. The first fully bilingual, Internet-based initiative in the Coca-Cola brand in the United States.

My Coke Rewards has partnered with some of the world's best brands, including Adidas, Delta, Kodak, Fenty, Shiseido, Galaxy, Blackstone, Sony, iRobot, Blu-ray, Spotify, and more.

The launch of My Coke Rewards will be supported by an extensive marketing campaign, including television, radio, print, online, cinema, and outdoor advertising, in-store point-of-sale materials, and more.

Coca-Cola and NCAA® March Madness™
Coca-Cola is proud to be a part of the NCAA® March Madness™ tournament, including the grand prize of \$10 million. The 2007 NCAA® March Madness™ tournament is a testament to the company's commitment to innovation and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing — Coca-Cola has become a part of the lives of people around the world.

THE COMPANY ALSO IS COMMITTED TO FOLLOWING
responsible marketing and advertising practices. Parents prefer to be the gatekeeper when it comes to what to serve their children. For over 70 years, The Coca-Cola Company has adhered to a policy that prohibits marketing full-sugar soft drinks to children. The company also is committed to following responsible marketing and advertising practices. Parents prefer to be the gatekeeper when it comes to what to serve their children. For over 70 years, The Coca-Cola Company has adhered to a policy that prohibits marketing full-sugar soft drinks to children.

THINGS YOU DON'T KNOW ABOUT COCA-COLA

1) In the summer of 1961, in Sydney, Australia, a happy couple and a happy wedding were while parading with a parade float bearing the Coca-Cola logo. The couple was the Sydney Harbor Bridge and famous Opera House as a backdrop.

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

3) The Coca-Cola Company is a testament to the company's commitment to innovation and the introduction of new products to fit the tastes of consumers wherever they may be, whatever they may be doing — Coca-Cola has become a part of the lives of people around the world.

BEHIND THE SCENES
Behind the Coca-Cola North America provides consumers with the broadest selection of brands for every taste. Whether, and consumers in Sydney, England, and more, or other people enjoy every drop of life. Coca-Cola North America markets more than 100 beverage brands, including four of the world's top-five soft-drink brands. Coca-Cola and

Superbrands^{TV}

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

117,000

YouTube Subscribers

45,418

Superbrands Clients

16,662,777

SBTV Video Views

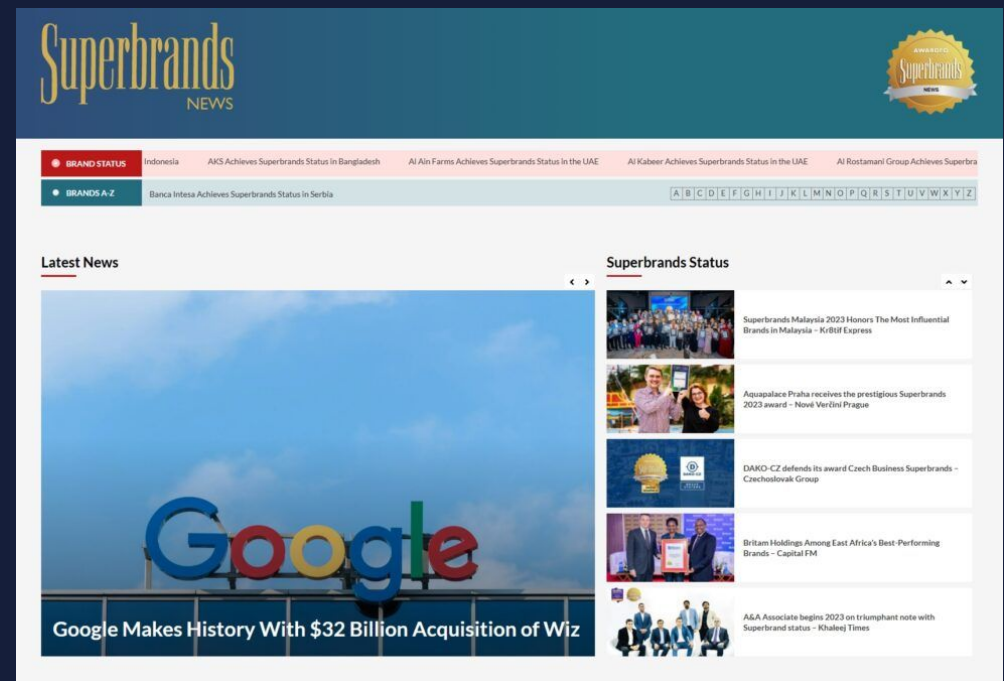
[Click here to visit superbrandstv.com](http://superbrandstv.com)

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](#)

BULGARIA'S CLIENTS



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BULGARIA'S CLIENTS



OUR CLIENTS WORLDWIDE

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THANK YOU