Superbrands
CHINA



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 brands 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

Superbrands

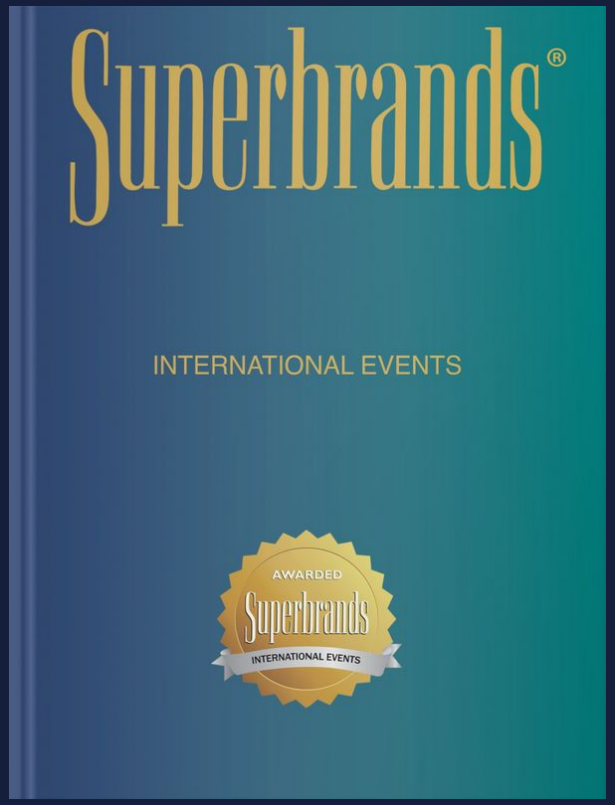
- Published 46,400 presentations for the world's strongest brands
- World's largest independent arbiter of branding
- Operating in 90 countries around the world
- More than 650 books published
- Established for 32 years

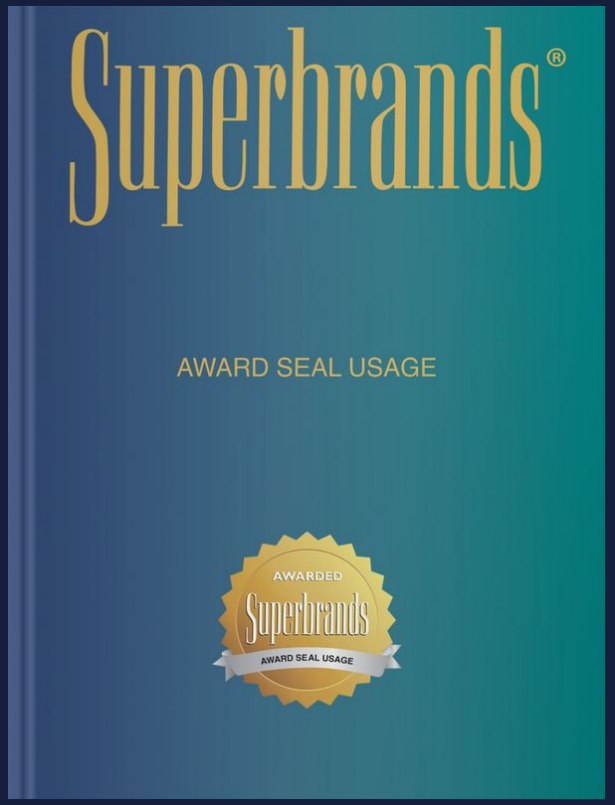
ATTRIBUTES OF SUPERBRANDS

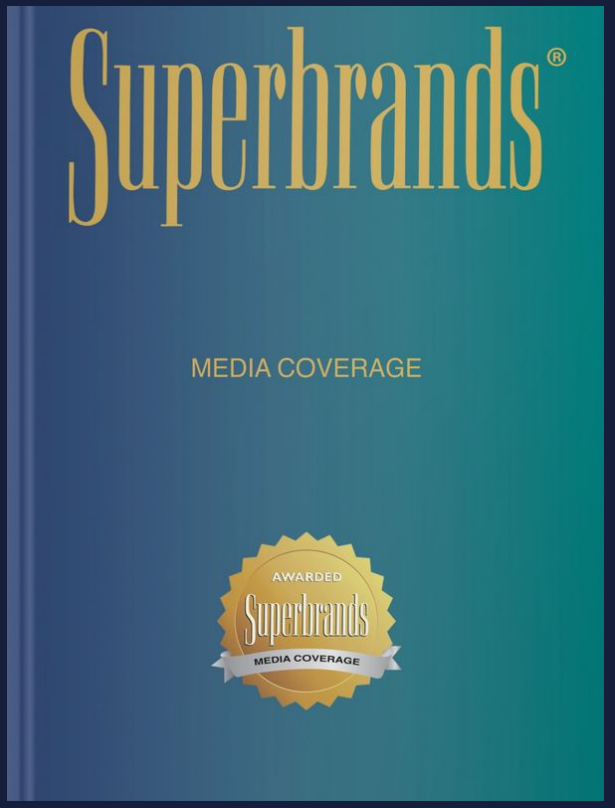


ABOUT US

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.



Click here to view our Award Seal Usage eBook

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”.



East Africa Research 2026



UK Perception Research 2025



Singapore BDRC 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



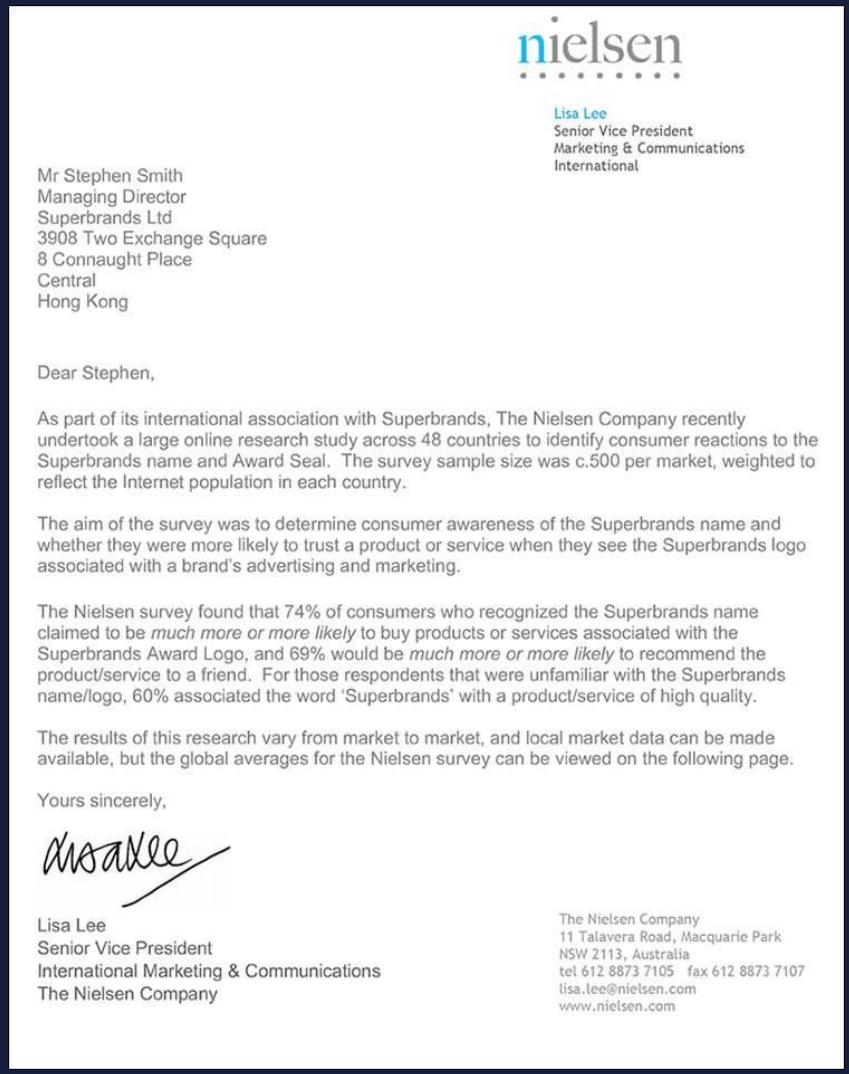
Superbrands Singapore 2012

Click here to view all Superbrands Research

RESEARCH

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nielsen

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,

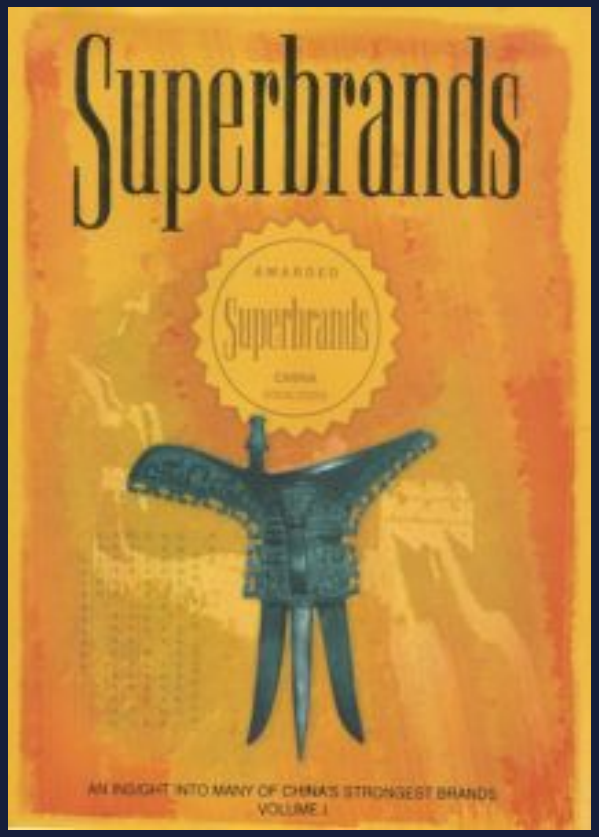
Lisa Lee
Senior Vice President
International Marketing & Communications
The Nielsen Company

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

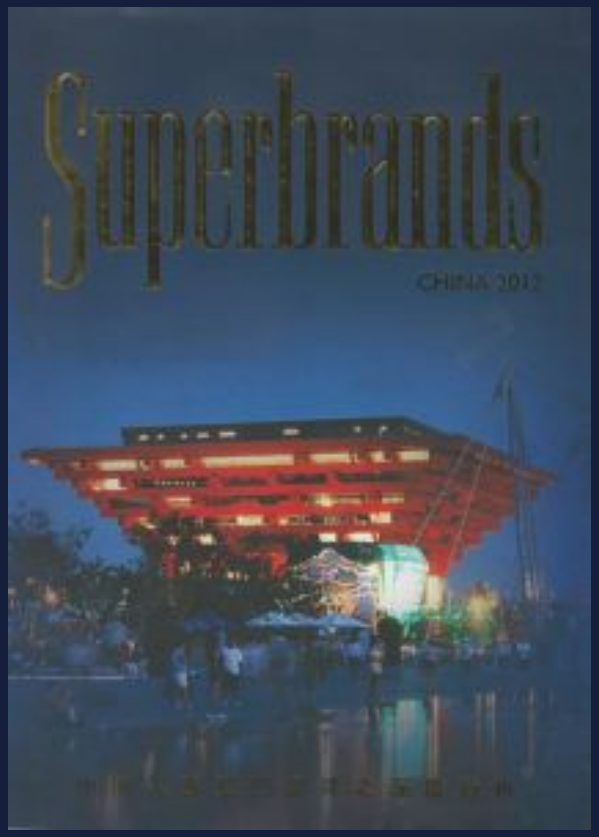
Click here to view our International Research

CHINA'S PUBLICATIONS

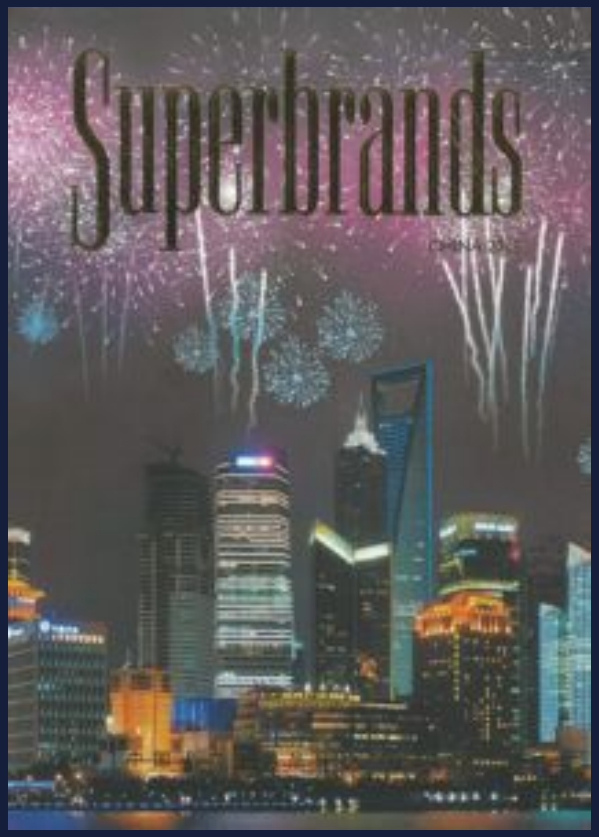
The Superbrands China publications and brand presentations can be read online through our eBooks.



China Volume 1



China Volume 2



China Volume 3

Click here to view all Superbrands Publications

OUR EVENTS

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














Click here to view all Superbrands Events

Superbrands

CEO INTERVIEWS

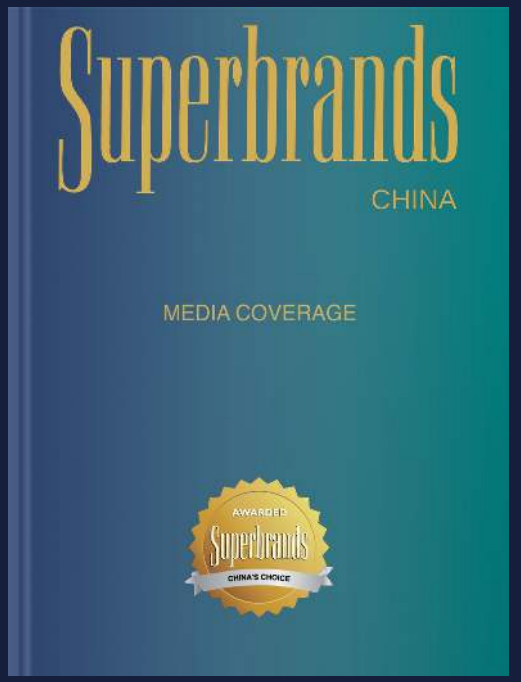
Watch and listen to conversations with the Chief Executive Officers and brand leaders, sharing insights on their brand strategies, innovations, and vision for the future. Our CEO Interviews have received **1,101,399** YouTube video views and counting.



Click here to visit ceointerviews.superbrands.com

MEDIA COVERAGE CHINA

Superbrands China and it's 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".



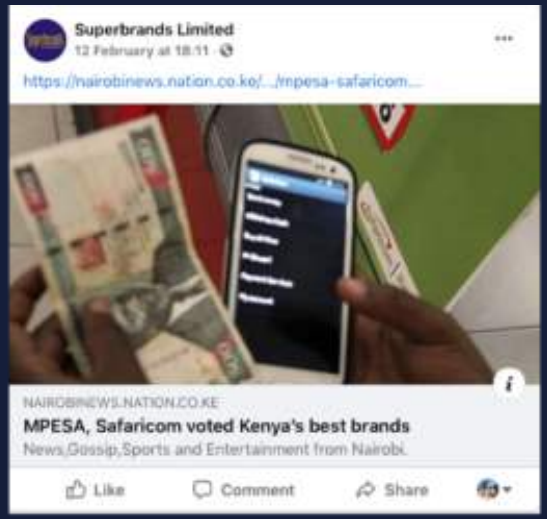
Click here to view our International Media Coverage eBook

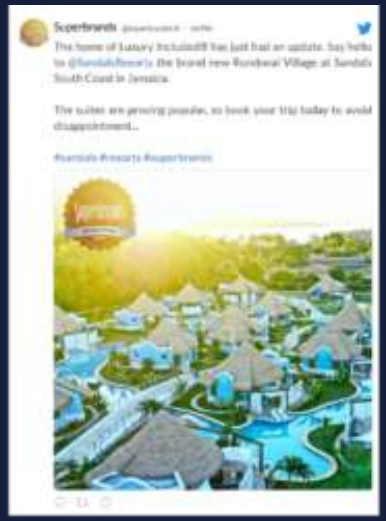
Superbrands

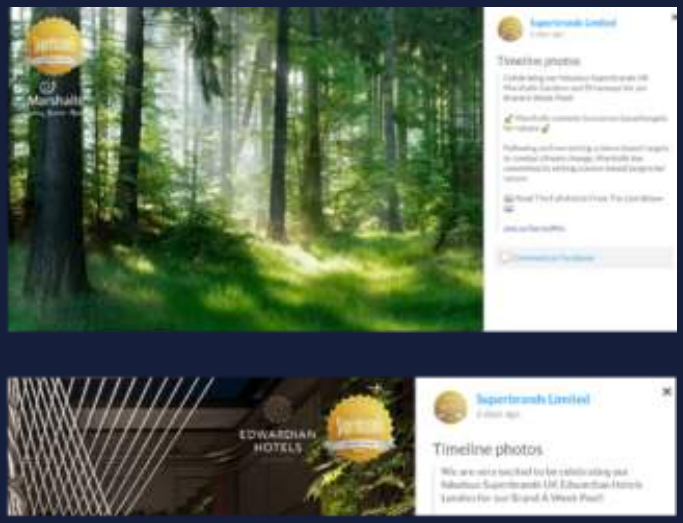
SOCIAL MEDIA

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.



Click here to visit BrandSearch

SuperbrandsTV

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.

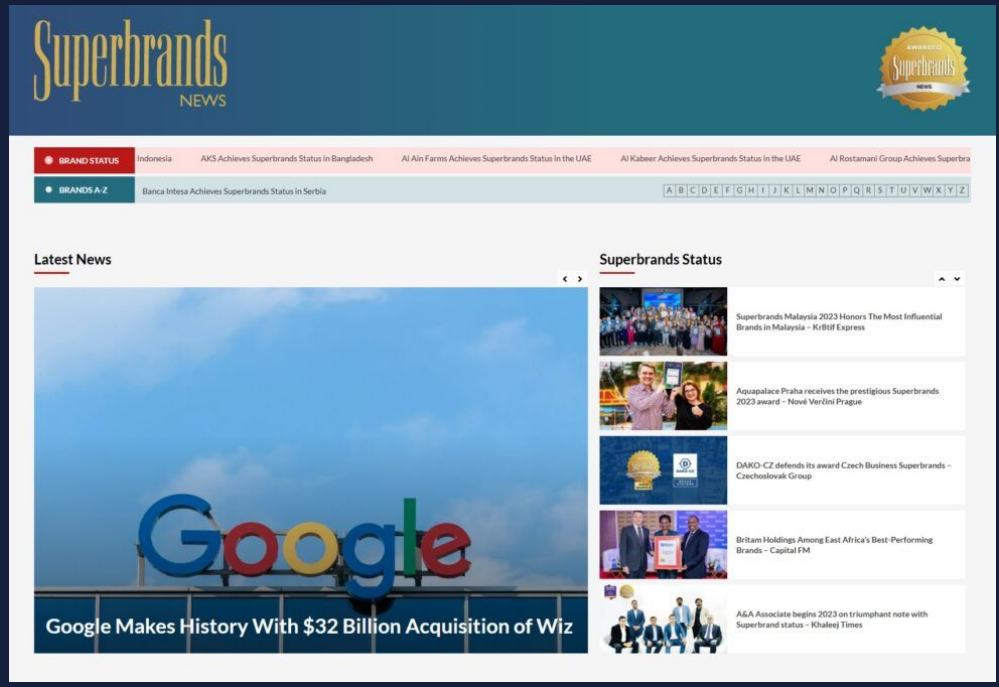
32	90	653	46,301	136,000	17,617,737
Years Established	Countries	Books Published	Superbrands Clients	YouTube Subscribers	SBTV Video Views

Click here to visit 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.



Visit Superbrands News

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

CHINA'S CLIENTS



CHINA'S CLIENTS



CHINA'S CLIENTS



TOTOLE

真言 品牌 TRUTH BRAND

上海大众

娃哈哈

WALL STREET ENGLISH

湾仔码头

whiskas 伟嘉

箭牌 WRIGLEY

上海新天地

羽西 YUE-SAI
NEW YORK · PARIS · SHANGHAI

OUR CLIENTS WORLDWIDE



Click to view our worldwide clients

Superbrands

THANK YOU