# Superbrands
COLOMBIA

# 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

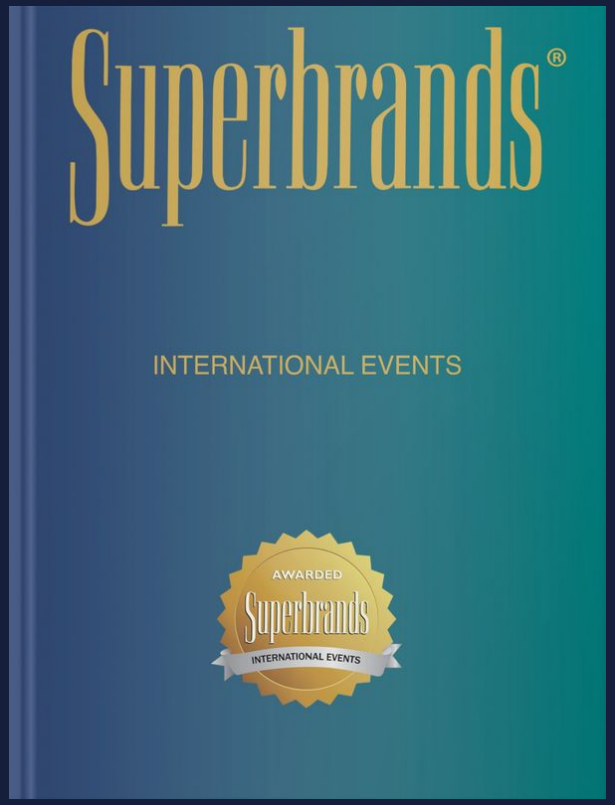
# Superbrands

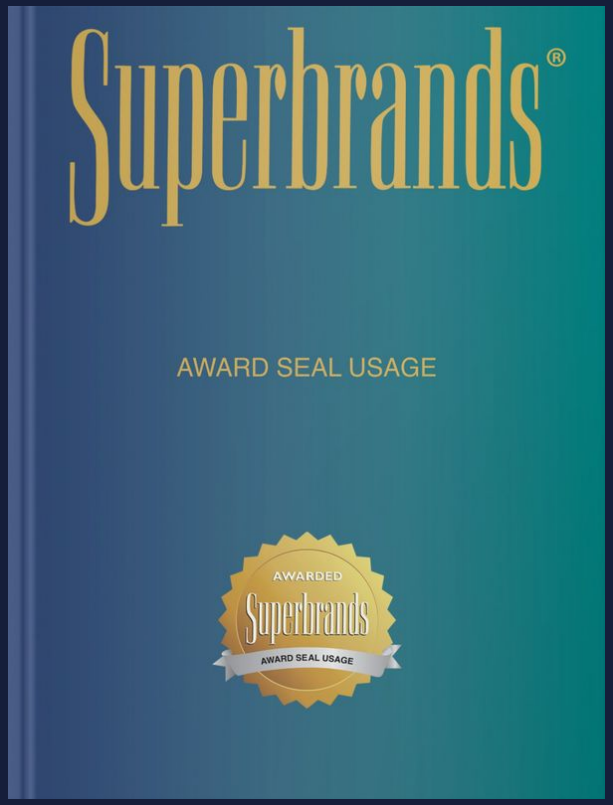
- Published 46,100 presentations for the world's strongest brands
- World's largest independent arbiter of branding
- Operating in 90 countries around the world
- More than 650 books published
- Established for 32 years

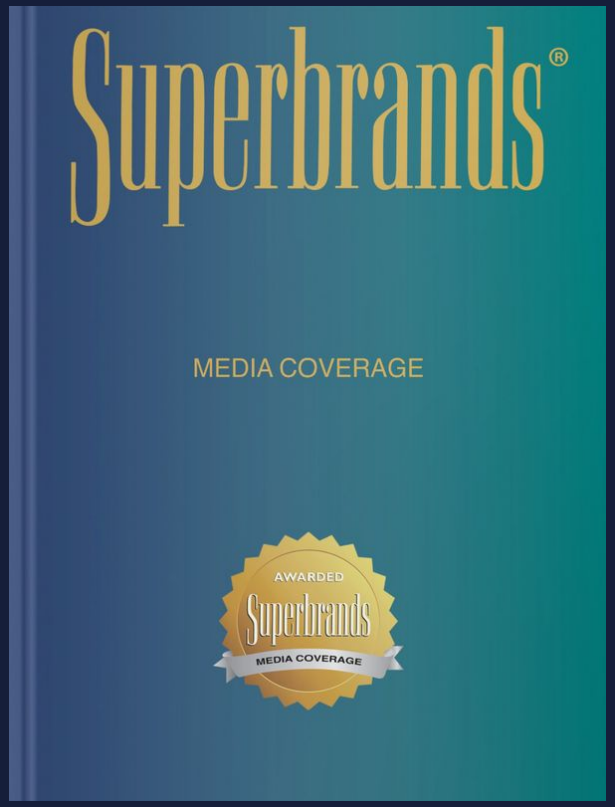
# ATTRIBUTES OF SUPERBRANDS

# 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**

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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

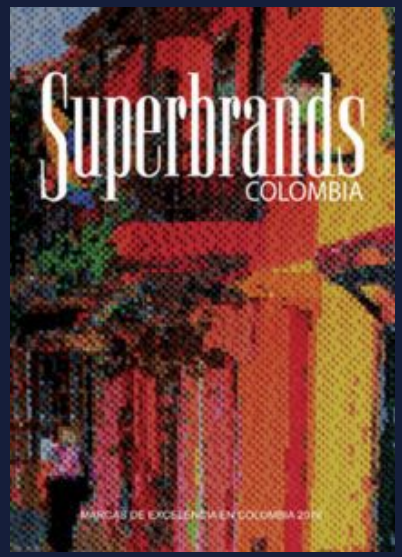
The Nielsen Company
11 Talavera Road, Macquarie Park
NSW 2113, Australia
tel 612 8873 7105 fax 612 8873 7107
lisa.lee@nielsen.com
www.nielsen.com

**Click here to view our International Research**

# COLOMBIA'S PUBLICATIONS

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

Colombia Volume 1




Colombia Volume 2

**Click here to view all Superbrands Publications**

# COLOMBIA'S EVENTS

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

2016 Colombia Event

**Click here to view all Superbrands Events**

# Superbrands

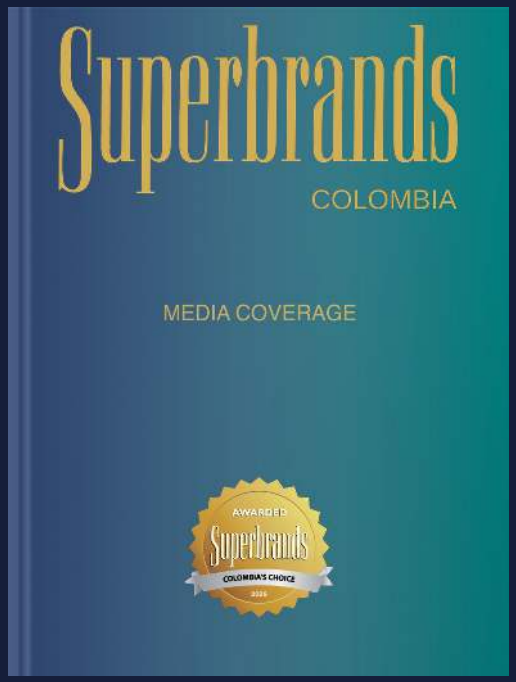
## CEO INTERVIEWS

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**

# MEDIA COVERAGE COLOMBIA

Superbrands Colombia 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".

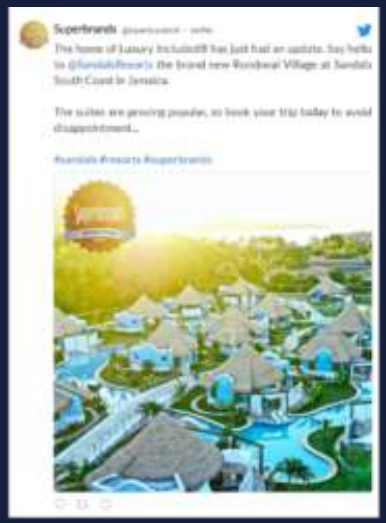


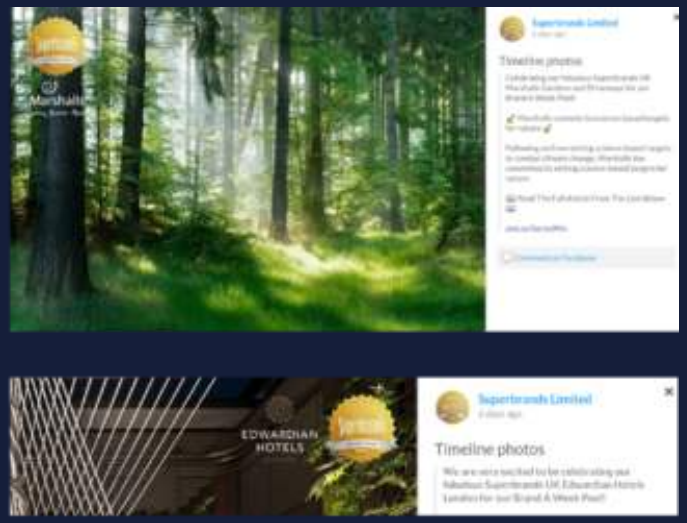

**Click here to view our International Media Coverage eBook**

# 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

# 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.

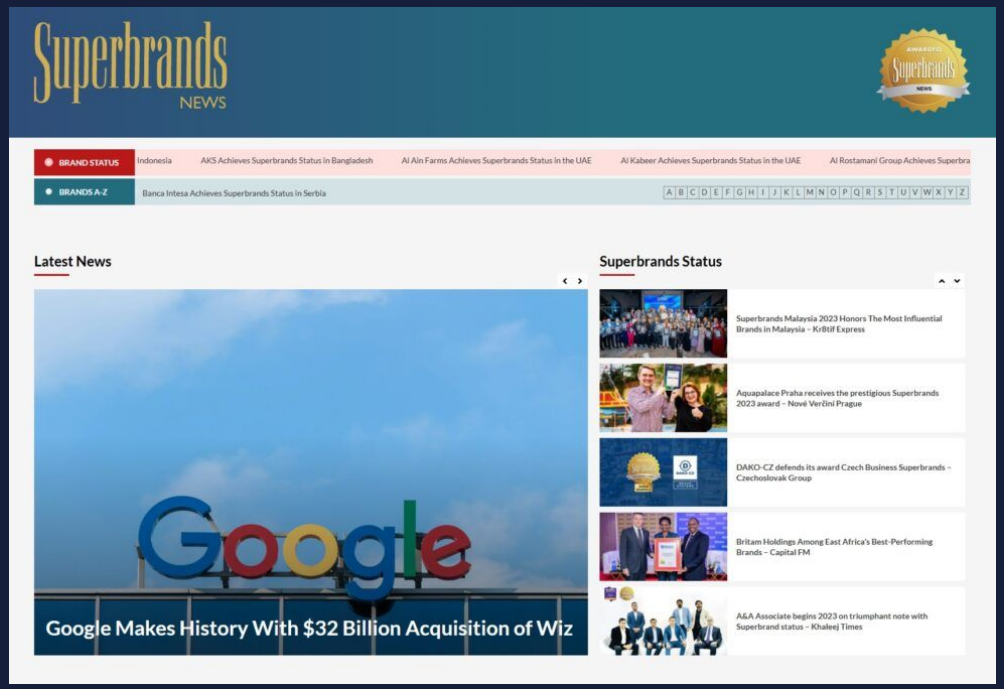
| 32 | 90 | 651 | 46,066 | 126,000 | 17,155,930 |
|---|---|---|---|---|---|
| Years Established | Countries | Books Published | Superbrands Clients | YouTube Subscribers | SBTV Video Views |

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.

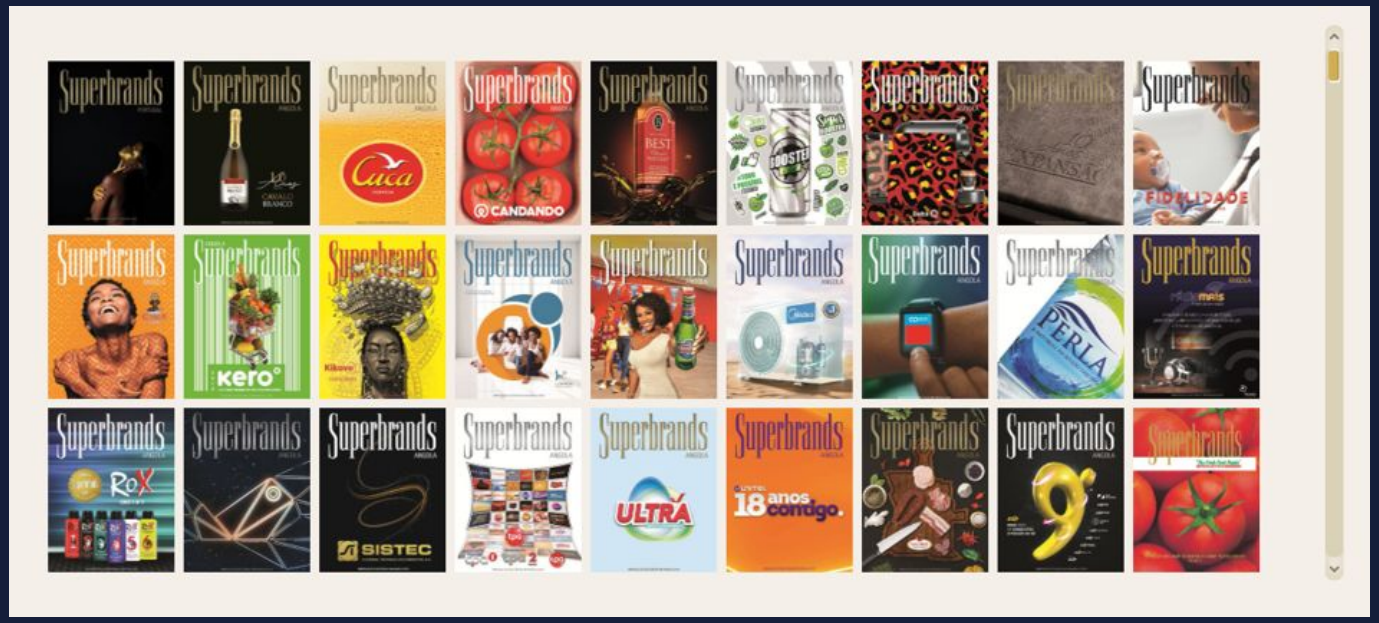



**Visit Superbrands News**

# 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

# COLOMBIA'S CLIENTS

# OUR CLIENTS WORLDWIDE

Click to view our worldwide clients

Superbrands

# THANK YOU