

Superbrands

HONG KONG



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

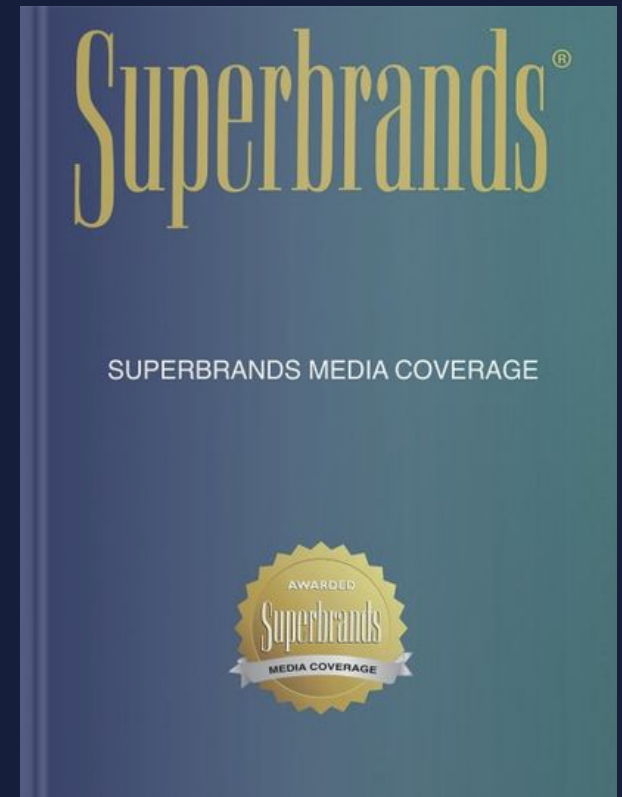
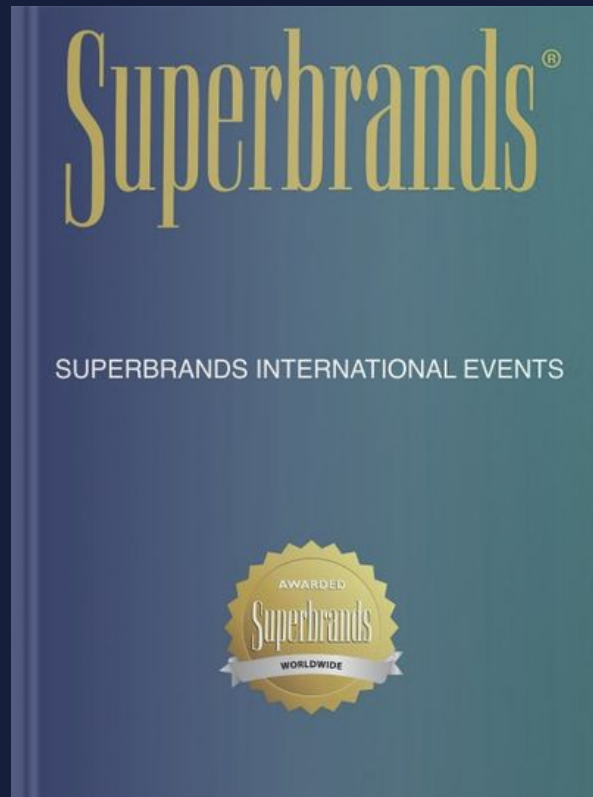
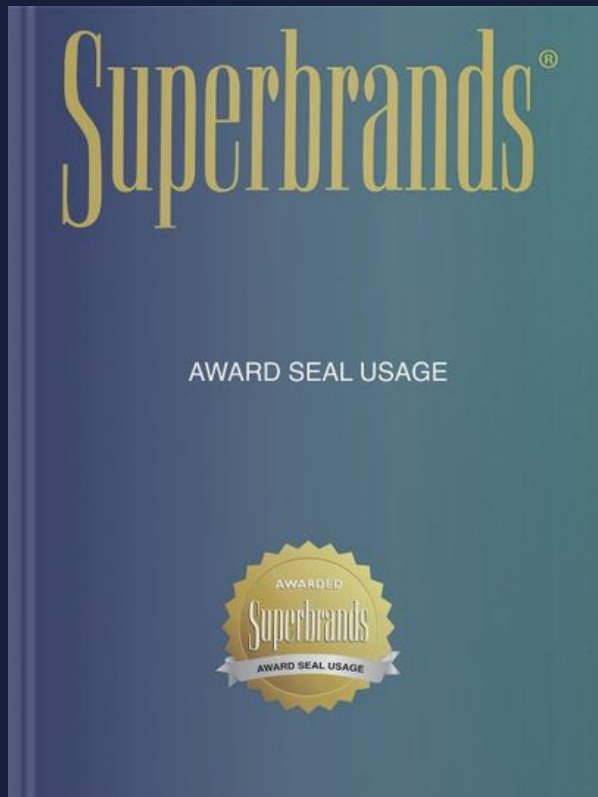
- Published 45,500 presentations for the world's strongest brands
 - World's largest independent arbiter of branding
 - Operating in 90 countries around the world
 - More than 650 books published
 - Established for 32 years

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

AWARDED
Superbrands
HONG KONG'S CHOICE
2025

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

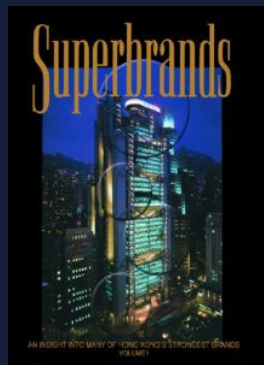
The Nielsen Company
11 Talavera Road, Macquarie Park
NSW 2113, Australia
tel 612 8873 7105 fax 612 8873 7107
lisa.lee@nielsen.com
www.nielsen.com

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

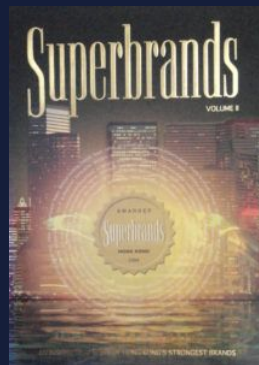
HONG KONG'S PUBLICATIONS



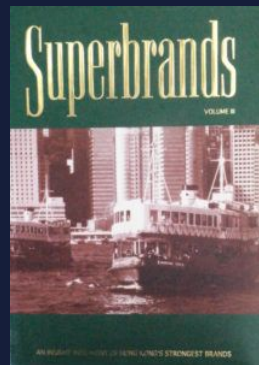
The Superbrands Hong Kong publications and brand presentations can be read online through our eBooks.



Hong Kong Volume 1



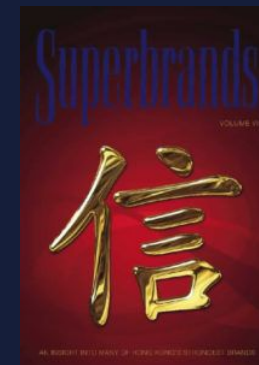
Hong Kong Volume 2



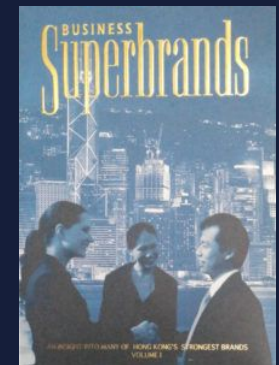
Hong Kong Volume 3



Hong Kong Volume 5



Hong Kong Volume 6



Hong Kong Business Volume

1

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

HONG KONG'S EVENTS



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



2009 Hong Kong 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.

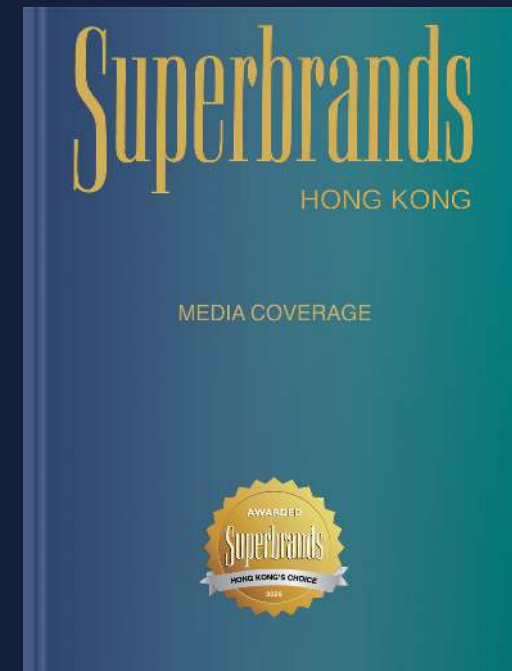


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

MEDIA COVERAGE HONG KONG



Superbrands Hong Kong 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”.

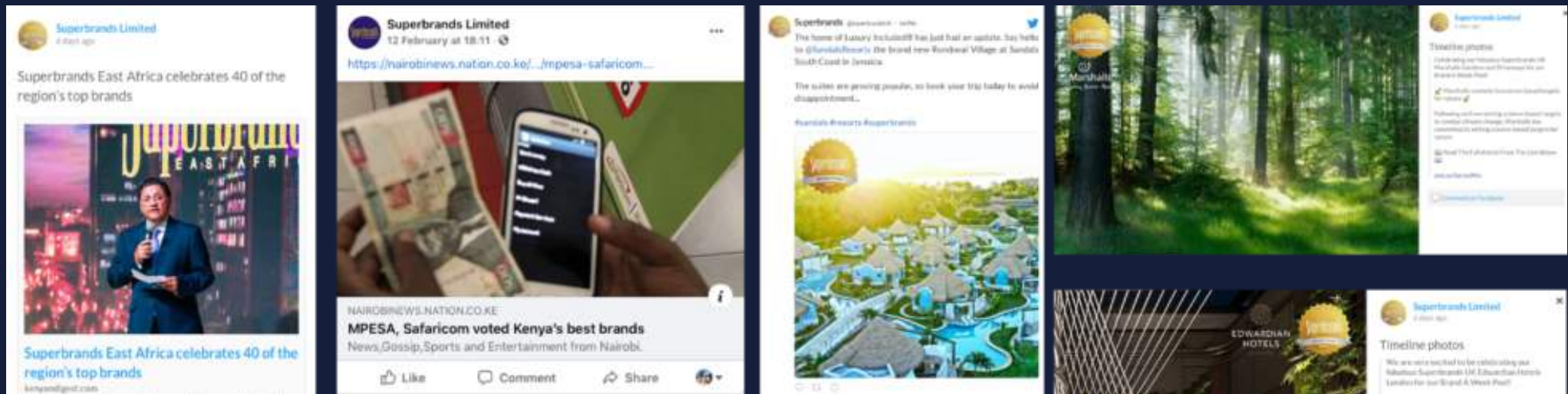


[Click here to view our International Media Coverage eBook](#)

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

[illegible]

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

60,500

YouTube Subscribers

45,418

Superbrands Clients

15,652,303

SBTV Video Views

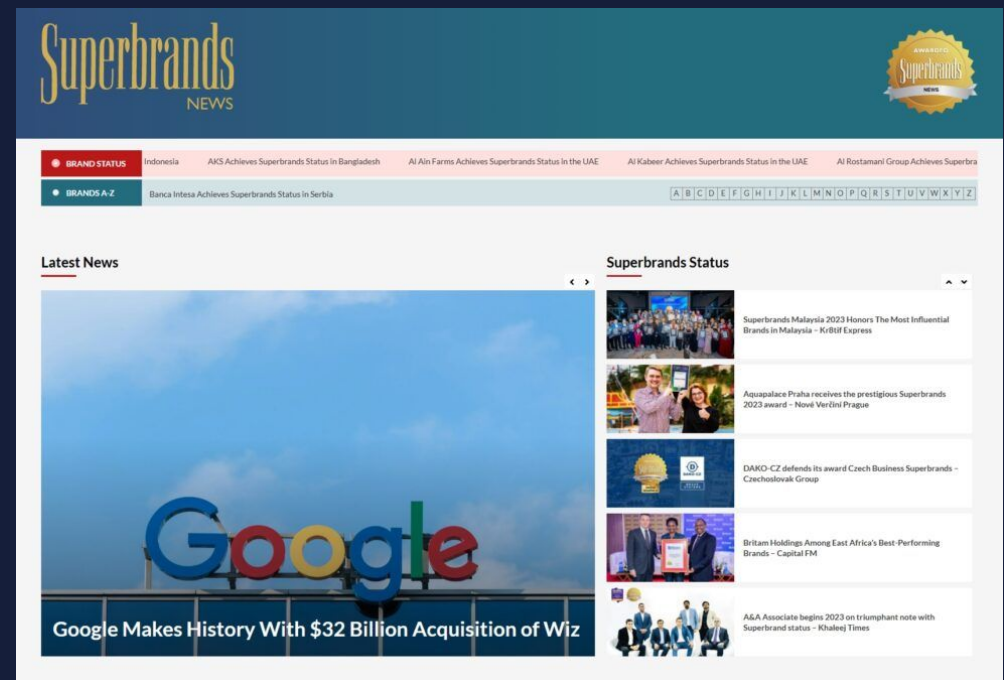
[Click here to visit superbrandstv.com](http://superbrandstv.com)

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](#)

HONG KONG'S CLIENTS



HONG KONG'S CLIENTS



CASH

CBRE
CB RICHARD ELLIS
世邦魏理仕

中原地產
CENTRALINE PROPERTY AGENCY LIMITED
為您 · 我做到
百利電器代理有限公司 陳國強 C-000227

CHARLES & COLVARD®
Fine Moissanite Jewelry

超力
CHEWY

CHICKEDUCK®

雞仔嘜
CHICKS

中國旅行社有限公司
CHINA TRAVEL SERVICE (HONG KONG) LIMITED

周生生
Chow Sang Sang

K

CITY CHAIN

中華電力
CLP Power

colour·eighteen
identify yourself

colourmix

Comba

權威集團
CONVEY GROUP
Your Out Of Home Advertising Solution

DuPont™
CORIAN®
SOLID SURFACES

Coutts

華潤堂
CRCare

GRABTREE & EVELYN

華潤堂
CRCare
Where Healthy Life Begins

{C}SL
Create a Simple Life

文化村
Culture Homes
My Signature Stores

大新銀行
Dah Sing Bank

Discovery
CHANNEL

DRAGONAIR

Dreyer's
Grand Ice Cream

durex®

DYMOCKS
BOOKSellers
More for Booklovers

直實幹
稱心方案
東亞集團
EastAsiaHeller
straight talk smart deals

Embry Form

勁量
Energizer

EPISODE

ESDlife
生活易
www.esdlife.com

ESG

ESPIRIT

HONG KONG'S CLIENTS



ESPRIT

ETON
Building with pride
怡和集團有限公司

余仁生
Eu Yan Sang

東瀛遊
邁向博覽全球

evian

WRIGLEY'S
Extra
SUGARFREE CHEWING GUM

FABER-CASTELL
since 1761

fairlite 富麗漆
PAINT

大快活
Fairwood

FERRERO ROCHER®

豐澤
FORTRESS

快圖美
FOTOMAX

FSML
四洲集團

Fujikion
Fujikion Industrial Holdings Limited
富士高實業控股有限公司

Garden

GAY GIANO
INTERNATIONAL

GERMAN
德國寶

GIORDANO
MEANS
SERVICE

茲曼尼
GIORMANI

嘉禾
Golden Harvest

金象牌
米中極品

GOODWAY®
威馬電器

Häagen-Dazs

白元
美好生活 關心您

恒隆地產
HANG LUNG PROPERTIES

HANG SENG BANK
Exceed. Excel. www.hangseng.com

HEALTHY
INTERNATIONAL LTD.

HECOM
軒琴居®
european lifestyle

Heinz

hellmann
Worldwide Logistics

健康在草姬
HERBS

HIPO•fant®

HMV

HSBC 滙豐

鴻福亭®

Hutchison
Telecom
Telecommunications operations of
Hutchison Whampoa Limited

HONG KONG'S CLIENTS



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時運電梯工程有限公司
TOKI ELEVATOR ENGINEERING LIMITED



TOP RESULT PROMOTION LTD.
通成推廣有限公司



Tiptech Co. Limited
高瑞有限公司
Building & Home Solutions

煤氣
Towngas



ULTIMA II
One Step Ahead Technology For Proven Beauty

UP 富城集團
Urban Group
新創建築集團成員
Member of KHH Holdings



VITA GREEN



維特健靈

唯健®免疫素
VitaGain®



watsons
water
屈臣氏藥水

Watsons 屈臣氏

WMI Weight Management
Institute Co. Ltd



WESTERN
UNION
MONEY TRANSFER



YAHOO!
雅虎香港
www.yahoo.com.hk



Zenithmedia



ZWILLING
J.A.HENCKELS

OUR CLIENTS WORLDWIDE

Superbrands
OUR CLIENTS



[Click to view our worldwide clients](#)

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THANK YOU