

# Superbrands

HUNGARY



# Superbrands®

## 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

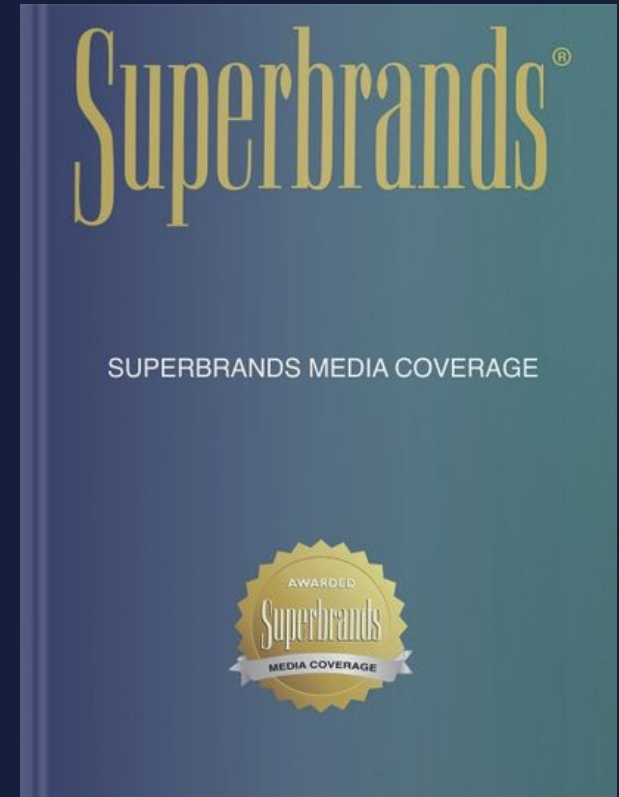
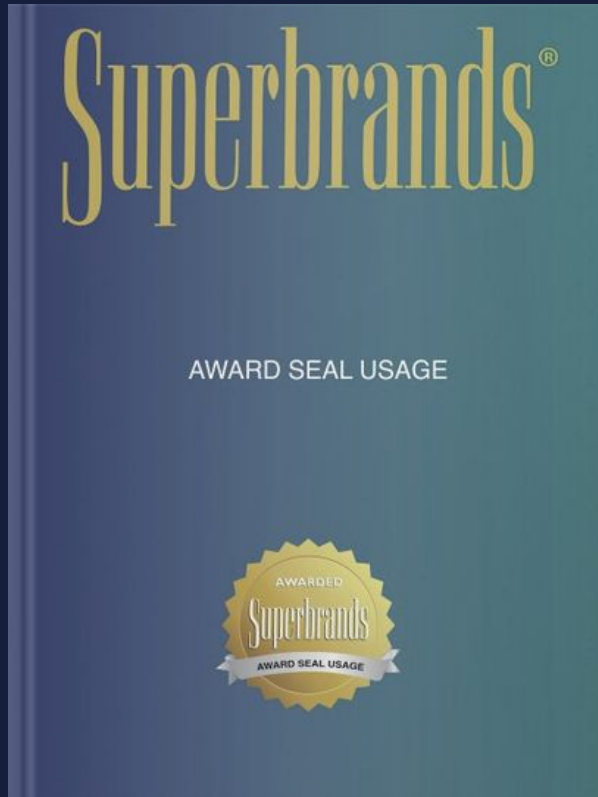
- Published 45,500 presentations for the world's strongest brands
  - World's largest independent arbiter of branding
    - Operating in 90 countries around the world
      - More than 650 books published
        - Established for 32 years

# 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,

A handwritten signature in black ink, appearing to read 'Lisa Lee', with a long horizontal stroke underneath.

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

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

# HUNGARY'S PUBLICATIONS



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



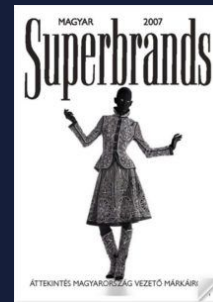
Hungary Volume 1



Hungary Volume 2



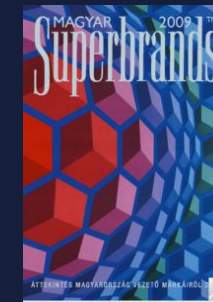
Hungary Volume 3



Hungary Volume 4



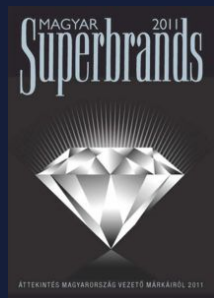
Hungary Volume 5



Hungary Volume 6



Hungary Volume 7



Hungary Volume 8



Hungary Volume 9



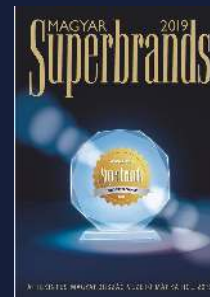
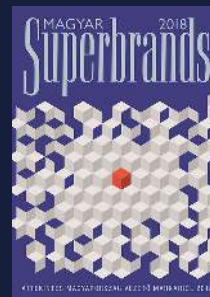
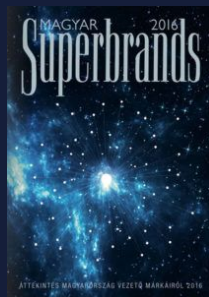
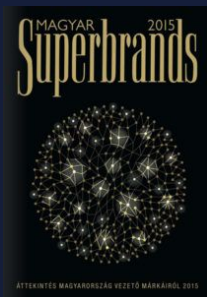
Hungary Volume 10



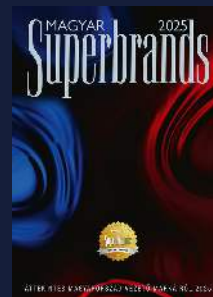
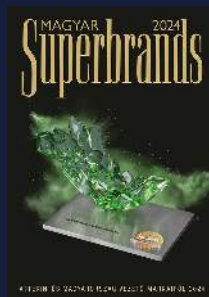
Hungary Volume 11

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

# HUNGARY'S PUBLICATIONS



Hungary Volume 12 Hungary Volume 13 Hungary Volume 14 Hungary Volume 15 Hungary Volume 16 Hungary Volume 17 Hungary Volume 18 Hungary Volume 19



Hungary Volume 20 Hungary Volume 21 Hungary Volume 22

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

# HUNGARY'S EVENTS



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



2025 Hungary Event



2023 Hungary Event



2022 Hungary Event



2021 Hungary Event



2019 Hungary Event



2018 Hungary Event



2017 Hungary Event



2016 Hungary Event



2015 Hungary Event



2011 Hungary 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.

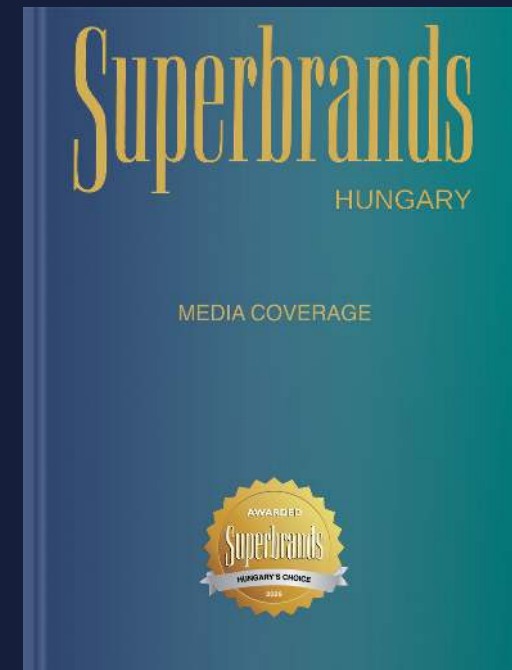


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

# MEDIA COVERAGE HUNGARY



Superbrands Hungary 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”.

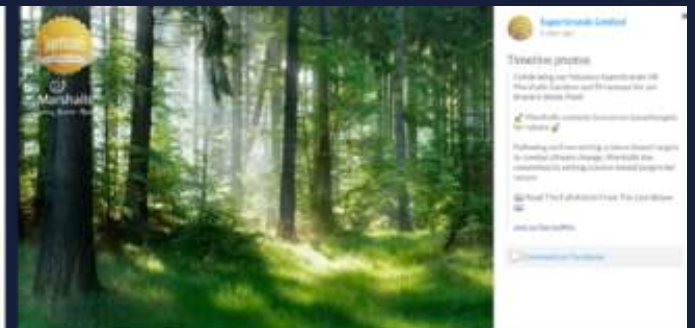


[Click here to view our International Media Coverage eBook](#)

# 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**

Since the mid-1950s, the company has led and helped shape business glass and plastic 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-neck and hourglass-style glass bottles were introduced with immediate success, followed by cans in the U.S. market in 1960. The company has created several lines in the soft-drink industry: 18-oz cans and bottles with Midsize creases in 1963 and 24-pack "Cherry Ball" of cans and 16-oz cans in 1963.

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 beverage container bottle — first with the 99.73 ounce plastic version, and later with the return of the classic embossed glass bottle complete with city and state references on the bottom in 2008.

**THE PRODUCT**

Coca-Cola is a simple idea, truly timeless: a delicious, refreshing beverage to be enjoyed on the positive side of life. That's the message behind "The Coke Side of Life," behind Coca-Cola's marketing and packaging. It has been created to inspire people to connect their own lives with the excitement, fun in their hearts, and live in full color.

Coca-Cola has always been at the heart when it comes to the Olympic, Olympic movement in life. The Coke Side of Life recognizes that the most talented competitors are those where Coca-Cola is refreshingly present 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 Menthol Coca-Cola, raised the bar, and set the standard. The differentiation and rich flavor of Coca-Cola Zero 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 so refreshing, you expect Coca-Cola to be. Coca-Cola Zero has been quickly embraced by consumers in 100+ countries and is now a top-selling beverage in many markets.

**PRODUCTION**

My Coke Rewards. My Coke Rewards is a multi-year, multi-million, multi-revenue 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 bottle of Coca-Cola classic®, Diet Coke®, Coca-Cola Zero®, or any other Coca-Cola brand, by going to [www.mycolerewards.com](http://www.mycolerewards.com) and scanning their code at any store.

Coke can even be entered via mobile phone, and consumers can text and enter their code from their phones. When they have accumulated enough points to redeem their desired reward, they simply submit it and their points are debited from their account.

Specialty packaging consumers will be able to access a unique Spanish-language site simply by logging on to [www.mycolerewards.com](http://www.mycolerewards.com) and selecting Spanish as their preferred language. The site features the first fully bilingual, internet-based initiative in the fast-food industry, featuring hand-drawn illustrations of the world's best brands, including Coca-Cola, McDonald's, Taco Bell, Subway, and more.

My Coke Rewards will be supported by an extensive marketing campaign, including television, radio, print, online, cinema, and out-of-home advertising, to ensure point-of-sale materials and more.

**MARKETING**

Coca-Cola and NECA's March Madness is 2008. Coca-Cola opened the season for college hoops by offering consumers the chance to win more than \$9,000.

Specialty marked packages of Coca-Cola and Coca-Cola Zero will direct fans to [www.mycolerewards.com](http://www.mycolerewards.com) where they can register for a chance to win one of the prizes being given away every 35 seconds. The 2008 NCAA® March Madness MVP™ Top 25 not only sends fans to the Big Dance, but also gives them a special behind-the-scenes experience. Other prizes include Huffy Sports Basketball Coaches, NFL and NCAA Football, EA Sports™ NCAA™ March Madness 2008 video games, gift certificates toward NCAA merchandise at NCAA.com and other retailers, and much more.

**Blue Coke and the Academy Award®.** Blue Coke and soft-drink Diet Coke® joined a happy couple on the red carpet in 2008. The Coca-Cola Company has adhered to a policy that prohibits marketing of larger soft-drink cans on television programs primarily viewed by children.

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

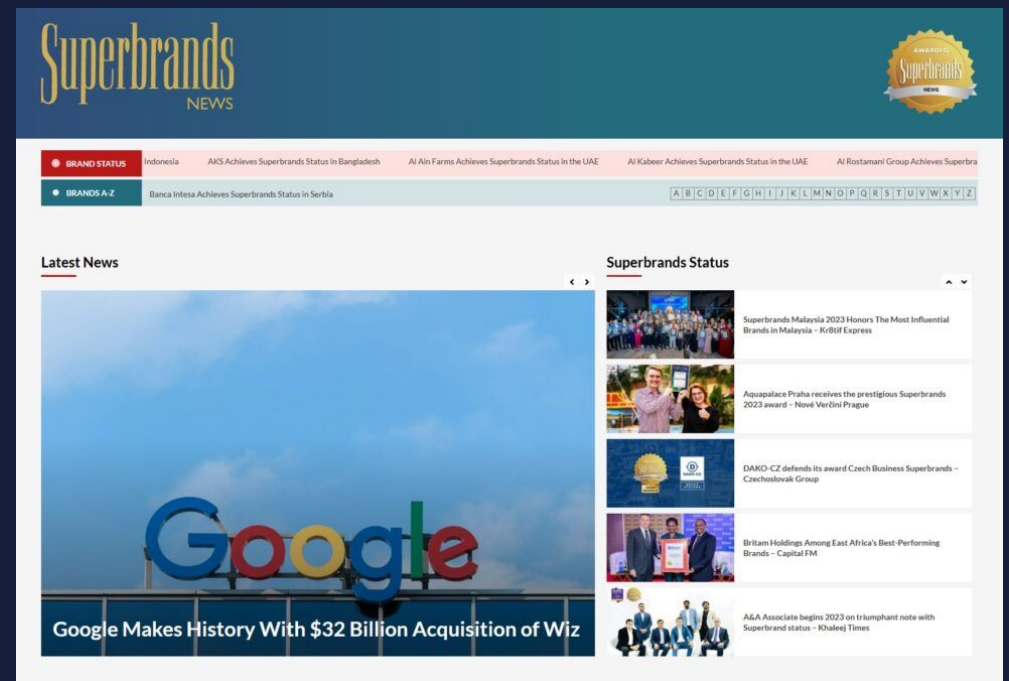
[Click here to visit superbrandstv.com](http://superbrandstv.com)

# 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

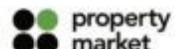
## CUSTOM COVERS

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](#)

# HUNGARY'S CLIENTS



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# HUNGARY'S CLIENTS



# HUNGARY'S CLIENTS



e-on



EBH INVEST



# HUNGARY'S CLIENTS



# HUNGARY'S CLIENTS



# HUNGARY'S CLIENTS



MAGYAR NEMZETI MÚZEUM



MÁTRAI ERŐMŰ ZRT.



Mesterien tömit, ragaszt.



Mesterien tömit, ragaszt.



# HUNGARY'S CLIENTS



Microsoft®



MiReHu  
A Miskolc Csepport tagja

mizse



MÖBELIX  
A jó ár-érték

mömaX  
trendben otthon

mondi  
Mondi Szada Kft.



MÜCSARNOK  
Kunsthalle | Budapest

Müller  
többet ad neked

MUREXIN  
www.murexin.com

mym  
magyar villamos művek



NAPI gazdaság

NATIONAL GEOGRAPHIC  
MAGYARORSZÁG

Natur Aqua®

NATURTEX®



nemzeti sport  
www.nemzetisport.hu

neogranormon

NÉPSZABADSÁG  
A tájékozottság magabiztossá tesz.

NESTEAL  
Ice Tea

netrisk.hu  
A piacvezető biztossági portál

NITROGÉN MŰVEK Zrt.  
1931

NITROGÉN MŰVEK Zrt.  
1931

nők lapja

NOKIA  
CONNECTING PEOPLE

NORDENIA  
HUNGARY

NORTENE  
TE ÉS A KERTED

NU SKIN®

Office DEPOT

ÖKOPANNON

OKTÁV  
TUDÁSKÉPES KÖZPONT Zrt.

OLWE EGBERTS  
Omnia

OPEL

# HUNGARY'S CLIENTS



OPERA

Cherett  
MUSICAL  
BUDAPESTI OPERETTISZÍNHÁZ

OPTIMUM  
SOLAR | HOME  
SYSTEM

ORIFLAME  
SWEDEN

OTB  
BANK

Pápai  
Ízek

pátria nyomda

PAUKER®  
az én nyomdám

.....Pek.....  
SNACK  
— 1990 1990 —

pepco®

PERFECT NAILS  
Alkotni öröm

Persil

PESTIÉSI

Pfizer

PHOENIX  
Pharma  
a PHOENIX company

PIKOK  
PURE

PIROS ORR  
BOHÓCDOKTOROK

Polar  
OKOS KLIMA - OKOS DÖNTÉSI

PRÉSIDENT

PRÍMAENERGIA

PRÍMAGÁZ

PROGEN

Protexin®

Provident

RACKFOREST

Raiffeisen  
BANK  
VELÜNK KÖNNYEBB

Raiffeisen-Agro  
Magyarország

record

Rege®

Regnum

RENAULT  
TRUCKS

Revalid®

Rigips

RÓBERT KÁROLY  
MAGANKÖRHÁZ

Róna  
Szövetkezet

ROSENBERG  
IDEAL INNOVATION GROUP

# HUNGARY'S CLIENTS



ROSSMANN  
*Digitális Felismerés*



# HUNGARY'S CLIENTS



Das Auto.



# HUNGARY'S CLIENTS



Seeing beyond



## OUR CLIENTS WORLDWIDE



[Click to view our worldwide clients](#)

Superbrands

THANK YOU