

# Superbrands

INDONESIA



# 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

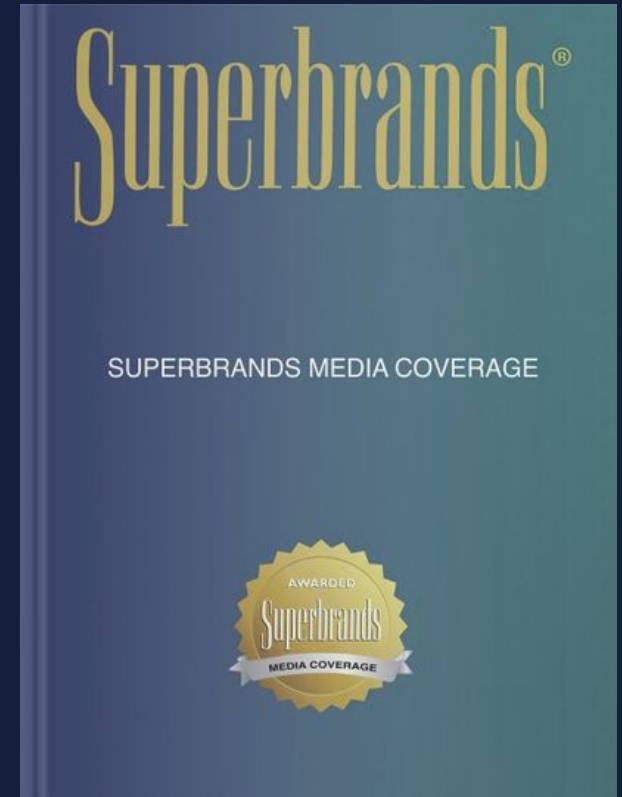
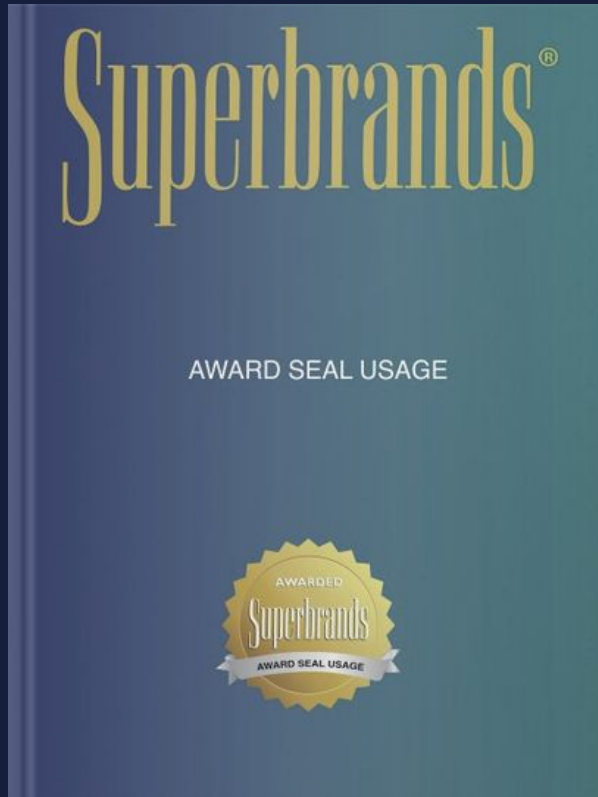
- Published 45,500 presentations for the world's strongest brands
  - World's largest independent arbiter of branding
    - Operating in 90 countries around the world
      - More than 650 books published
        - Established for 32 years

# 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



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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'.

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

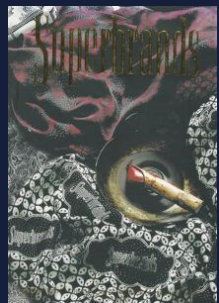
The Nielsen Company  
11 Talavera Road, Macquarie Park  
NSW 2113, Australia  
tel 612 8873 7105 fax 612 8873 7107  
lisa.lee@nielsen.com  
www.nielsen.com

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

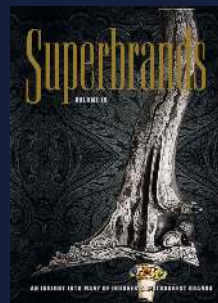
# INDONESIA'S PUBLICATIONS



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



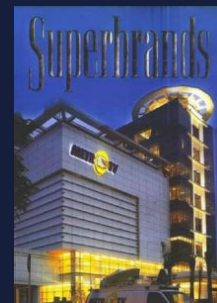
Indonesia Volume 1



Indonesia Volume 4



Indonesia Volume 5



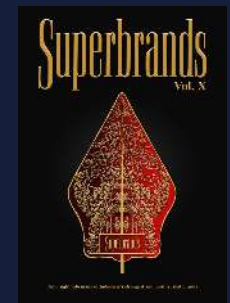
Indonesia Volume 6



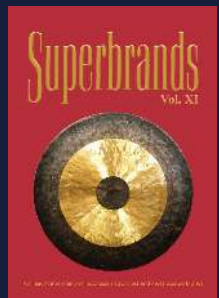
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Indonesia Volume 9



Indonesia Volume 10



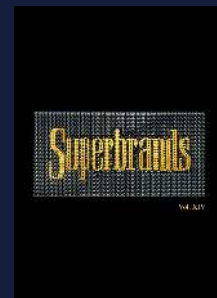
Indonesia Volume 11



Indonesia Volume 12



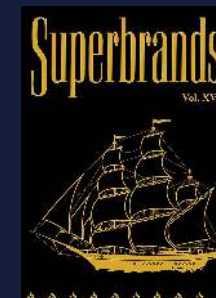
Indonesia Volume 13



Indonesia Volume 14



Indonesia Volume 15



Indonesia Volume 16



Indonesia Volume 17

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

# INDONESIA'S EVENTS



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



2025 Indonesia Event



2024 Indonesia Event



2023 Indonesia Event



2022 Indonesia Event



2018 Indonesia Event



2017 Indonesia Event



2012 Indonesia Event



2010 Indonesia 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.

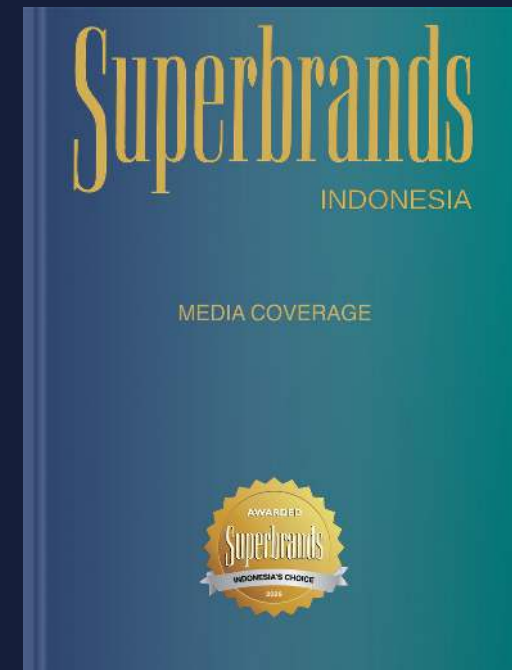


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

# MEDIA COVERAGE INDONESIA



Superbrands Indonesia 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”.

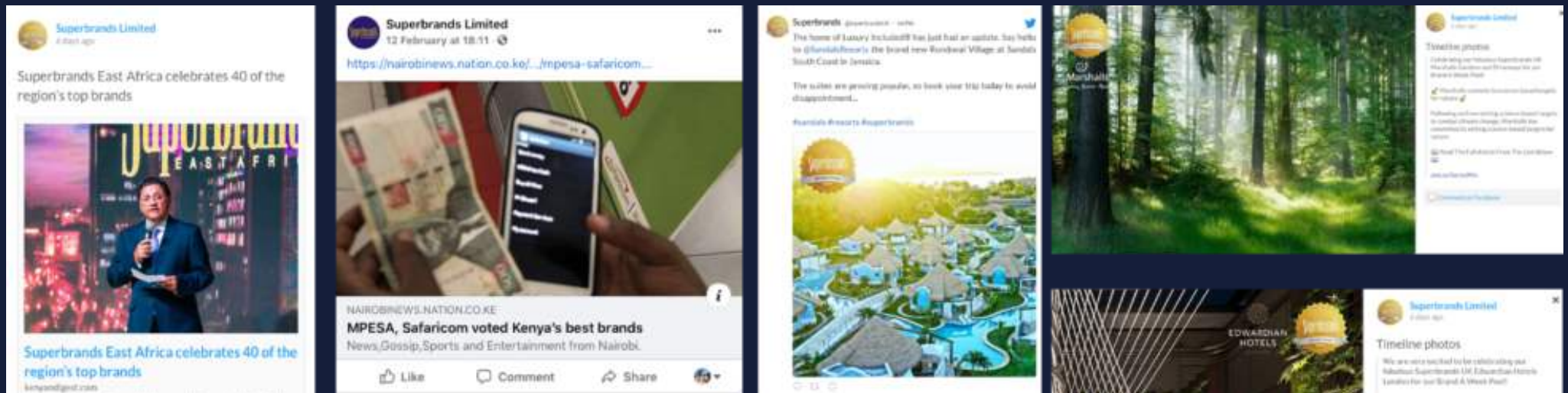


[Click here to view our International Media Coverage eBook](#)

# 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 innovation, packaging, new technology, and new products.

In 1955, long-neck and hourglass 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 industry: 18-oz cans and bottles with 16-oz cap crowns in 1963, and 24-pack "Cherry Ball" of cans and 16-oz steel cans in 1964.

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 900 70-ounce plastic version, and later with the return of the classic emblem glass one-liter bottle complete with city and state references on the bottom in 2008.

In the past decade, the Coca-Cola Company has introduced new brands to meet the demands of consumers, starting with Fanta in 1982. Sprite was launched in 1981, followed by Diet — the company's first low-calorie drink — in 1983. The

debate of Diet Coke or 1992 marked the first extension of the Coca-Cola trademark to another product. And the new products, such as Vanilla Coke, continue today, sold to the company's portfolio of nearly 800 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 drinking — Coca-Cola has become a part of the lives of people around the world.

**HISTORY**

In 1886, John Stenberg created Coca-Cola in Atlanta, Georgia, and called it a health beverage. His partner and bookkeeper Dr. J. C. Pemberton named the product and gave the famous flowing Coca-Cola script.

Atlanta entrepreneur Asa G. Candler took over the business part of the drink and acquired complete ownership of the Coca-Cola business for \$2,300 in 1891. Within five years, Candler was franchising four — including the use of a unique, hand-drawn script of Coca-Cola to every part of the nation.

The 1911 incorporation of the parent company, The Coca-Cola Company, was a landmark event. The company's first bottling plant was built in Atlanta, Georgia, and the first bottling plant outside the United States was built in London, England, in 1917.

**THE PRODUCT**

Coca-Cola is a simple idea, truly, bringing a color and people together in one place. And it's an invitation to live 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 meet people in their own lives, wherever they are, and to live in full color.

Coca-Cola has always been at the heart when it comes to the world's most iconic beverage. In the Coca-Cola Side of Life, we recognize that the most vibrant experiences 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 Plus, a significant premium brand of Coca-Cola, raised the bar, and the consumer. The differentiation and rich flavor of Coca-Cola Plus provide the perfect pick-me-up for people looking for new ways to stay refreshed any time of the day or night.

Coca-Cola Plus is a uniquely formulated beverage that is formulated to be as refreshing as you expect Coca-Cola to be. Coca-Cola Plus has been specially formulated to appeal to American tastes and features a unique light treatment and packaging, as well. It's designed to attract which consumers looking for an indulgent and refreshing alternative to other beverages.

**POWERADE OPTIMUM™** is not just another sports drink. It's a whole new "OPTIMUM" for active people seeking hydration for any occasion throughout the day. POWERADE OPTIMUM™ is a low-calorie, low-carbohydrate sports drink, providing electrolyte and 18 essential vitamins and minerals to help you stay hydrated and energized. POWERADE OPTIMUM™ is available in a variety of flavors, including: Fruit Punch, Lemon-Lime, and Orange.

**Minute Maid™ Just10™** is a new-to-market, low-calorie, low-sugar, and low-fat fruit and vegetable juice. Minute Maid Just10™ is a uniquely formulated beverage that is formulated to be as refreshing as you expect Minute Maid to be. Minute Maid Just10™ has been specially formulated to appeal to American tastes and features a unique light treatment and packaging, as well. It's designed to attract which consumers looking for an indulgent and refreshing alternative to other beverages.

**PROMOTION**

My Coke Rewards. My Coke Rewards is a multi-year, multi-award, multi-rewards 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 \$10 million. Participants can earn rewards for every 100 miles traveled in any of the following ways: 20-ounce bottles of Coca-Cola classic®, Diet Coke®, or Coca-Cola Plus®; any other Coca-Cola brand; or going to www.mycolerewards.com with one of the items being given away every 100 miles. The 2007 NCAA March Madness Final Four VIP Trip™ set only seats fans to the Big Dance. It 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 2007 video game, gift certificates toward NCAA merchandise at NCAA.com and other retailers, and much more.

**Blue Coke and the Academy Award®.** Diet Coke and soft-drink Diet Coke® joined a happy couple and made wedding vows while participating in a charitable event for the Academy Awards. The couple was joined by the Academy Awards and the Academy Awards. The couple was joined by the Academy Awards and the Academy Awards.

**THESE YOU DON'T KNOW ABOUT COCA-COLA**

1) In the summer of 1968, in Sydney, Australia, a happy couple exchanged wedding vows while participating in a charitable event for the Academy Awards. The couple was joined by the Academy Awards and the Academy Awards.

2) There are 500 members of the Coca-Cola Collector's Club.

3) When it comes from the Blue Mountains in Sydney, Australia, was a holiday on Coca-Cola Island as part of a national promotion. They decided to make the most of it and exchanged wedding vows in the heart of April 1968. Coca-Cola officials and the island staff organized a celebration, dinner, hot tub, and a special dinner with champagne.

4) The formula for Coca-Cola is a written secret, and the only copy is kept in a vault in the SunTrust Company Bank located in Atlanta. The Coca-Cola Company Board of Directors is authorized to open the vault in any emergency event. Even though the original formula, no one has ever had the original formula, no one has ever had the original formula, no one has ever had the original formula.

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](#)

# INDONESIA'S CLIENTS



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# INDONESIA'S CLIENTS



Sejak 1910



SHARP



TAHAPAN BCA



TERRY PALMER



KOKOH - TERPERCAYA



# INDONESIA'S CLIENTS



# INDONESIA'S CLIENTS



TERRY PALMER



TRANSVISION



Uniland Sleep



## OUR CLIENTS WORLDWIDE



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Superbrands

THANK YOU