

Superbrands

LUXEMBOURG



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

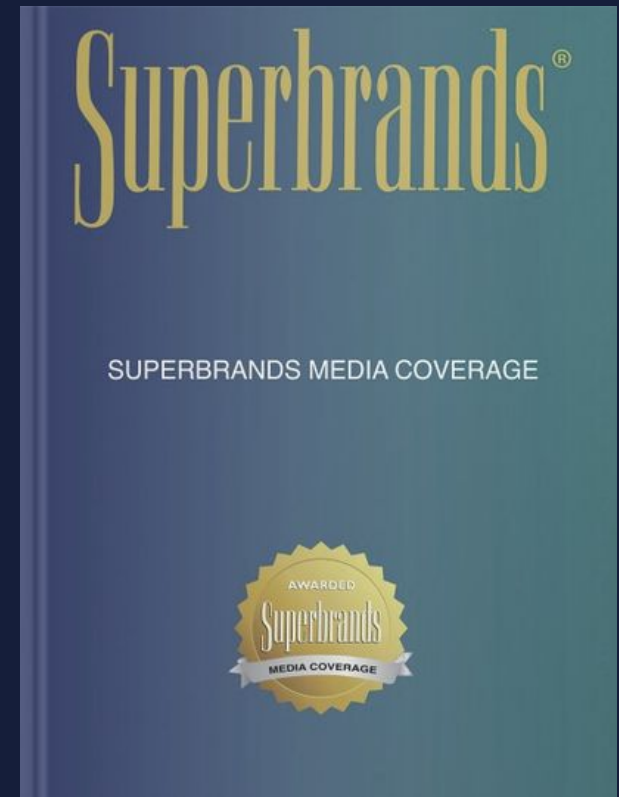
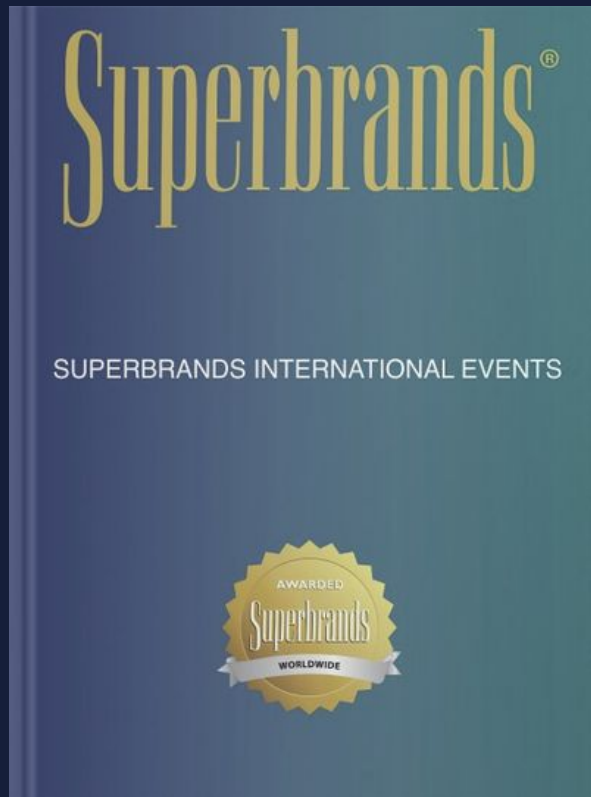
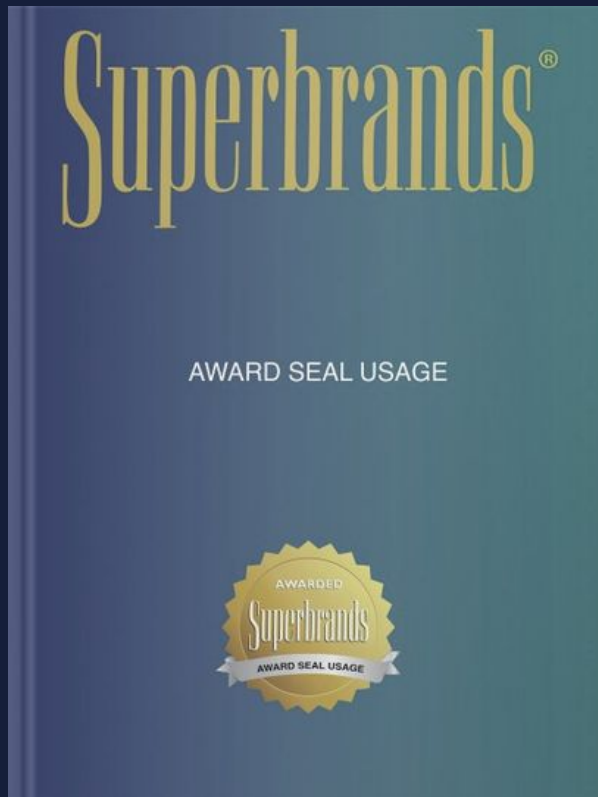
- Published 45,500 presentations for the world's strongest brands
 - World's largest independent arbiter of branding
 - Operating in 90 countries around the world
 - More than 650 books published
 - Established for 32 years

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

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 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



Superbrands Asia
Research 2005

[Click here to view all Superbrands 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,

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

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

OUR PUBLICATIONS



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



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

OUR EVENTS



To celebrate our new publications, and to pay tribute to the strongest brands in Luxembourg, 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.

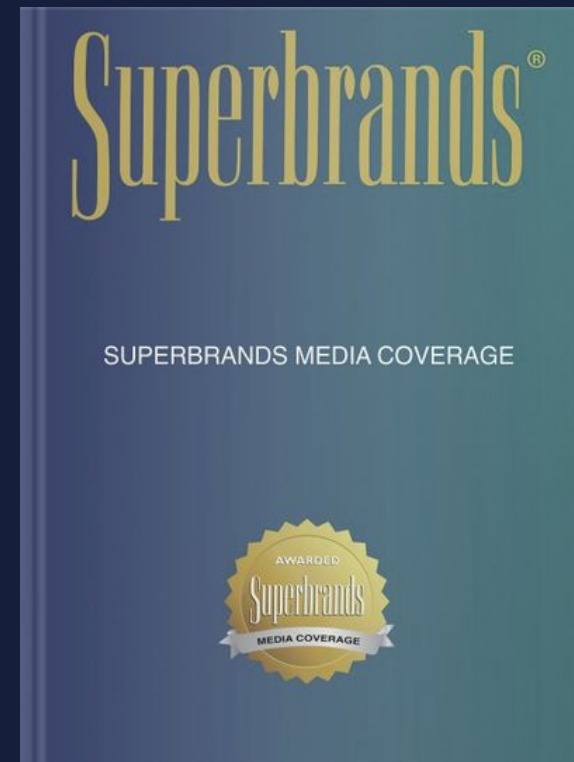


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

OUR MEDIA COVERAGE



Superbrands Luxembourg 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”.

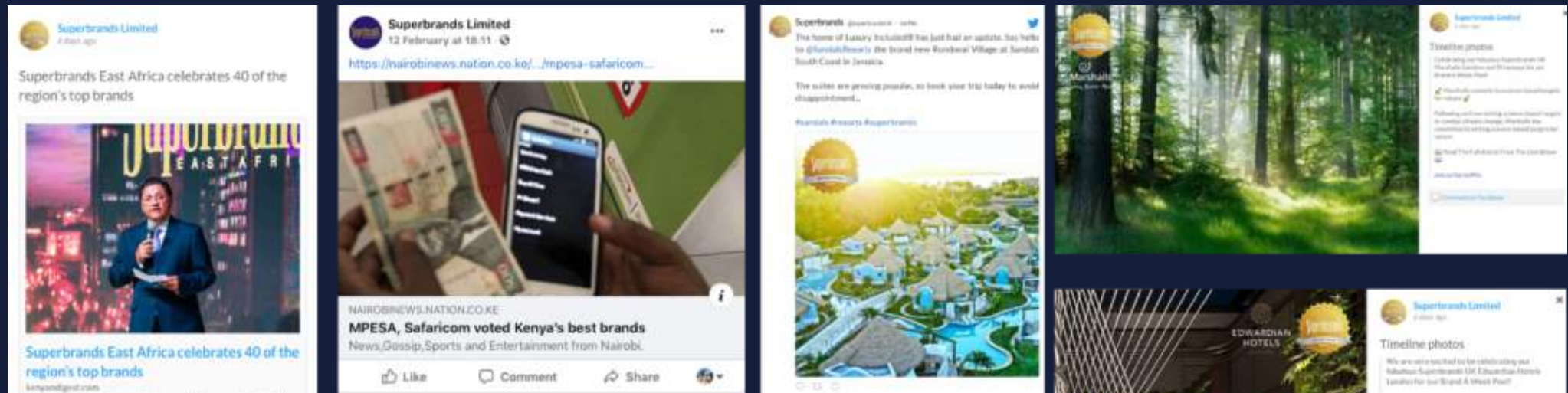


[Click here to view our International Media Coverage eBook](#)

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.

Coca-Cola

Search

THE MUSEUM

The Coca-Cola Company is the world's largest soft-drink company. Along with its iconic red-and-white trademark in the world's most valuable brand, the company has a long history of innovation. The Coca-Cola brand includes, besides Coca-Cola® Fanta®, Sprite®, and a wide range of other beverages, including diet and high-salt drinks, nutras, juice and pure drinks, tea, coffees, and protein drinks. Through the world's largest beverage distribution system, Coca-Cola is present in more than 200 countries and territories, serving the company's beverage as a top product. It's been serving us for a century.

ACQUISITIONS

In 1985, Coca-Cola acquired the rights to the Coca-Cola brand in the U.S. market. The company then introduced a wide variety of new products, including the company's first-ever diet and high-salt drinks, nutras, juice and pure drinks, tea, coffees, and protein drinks. Through the world's largest beverage distribution system, Coca-Cola is present in more than 200 countries and territories, serving the company's beverage as a top product. It's been serving us for a century.

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After the Coca-Cola in 1982 marked the first anniversary of the Coca-Cola trademark to another generation. And the new products, such as Vanilla Coke, continue today, and in the company's portfolio of brands, including the Coca-Cola brand.

For the past 117 years — through its iconic red-and-white trademark, its innovative packaging innovations, and the introduction of new products to fit the tastes of consumers around the world — the Coca-Cola brand has been a part of the lives of people around the world.

THE HISTORY
In 1886, John Pemberton created Coca-Cola in Atlanta, Georgia, and sold it at a local pharmacy. He called it "Pemberton's French Wine." The name "Coca-Cola" was chosen because of the ingredients used in the drink: coca leaves and kola nuts. The name "Coca-Cola" was chosen because of the ingredients used in the drink: coca leaves and kola nuts.

The first introduction of the trademarked Coca-Cola brand to the public was in 1886, when it was first sold in Atlanta, Georgia. The name "Coca-Cola" was chosen because of the ingredients used in the drink: coca leaves and kola nuts.

THE PRODUCT
Coca-Cola is a simple drink, really. It's a soft drink, made with water, sugar, and a small amount of caffeine. The name "Coca-Cola" was chosen because of the ingredients used in the drink: coca leaves and kola nuts.

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RECENT DEVELOPMENTS
As part of a continuous series of innovation, Coca-Cola North America has expanded its brand portfolio with the new-to-market Coca-Cola brand, including the Coca-Cola brand.

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of the daily lives of Americans. With only 10 calories and zero grams of sugar per can, Minute Maid 16oz Fruit Drink has 50 percent less sugar per serving than other fruit drinks. It's the first 16oz fruit drink to have 50 percent less sugar per serving than other fruit drinks. It's the first 16oz fruit drink to have 50 percent less sugar per serving than other fruit drinks.

Minute Maid
Just 10
Calories

PROMOTION
My Coke Rewards. My Coke Rewards is a multi-platform, multi-touch program across all Coca-Cola brands. The program gives consumers the ability to earn rewards for every purchase of a Coca-Cola brand.

The program is the largest for the Coca-Cola brand, with rewards valued at over \$10 million. Participation is open to all consumers. My Coke Rewards is a multi-platform, multi-touch program across all Coca-Cola brands. The program gives consumers the ability to earn rewards for every purchase of a Coca-Cola brand.

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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

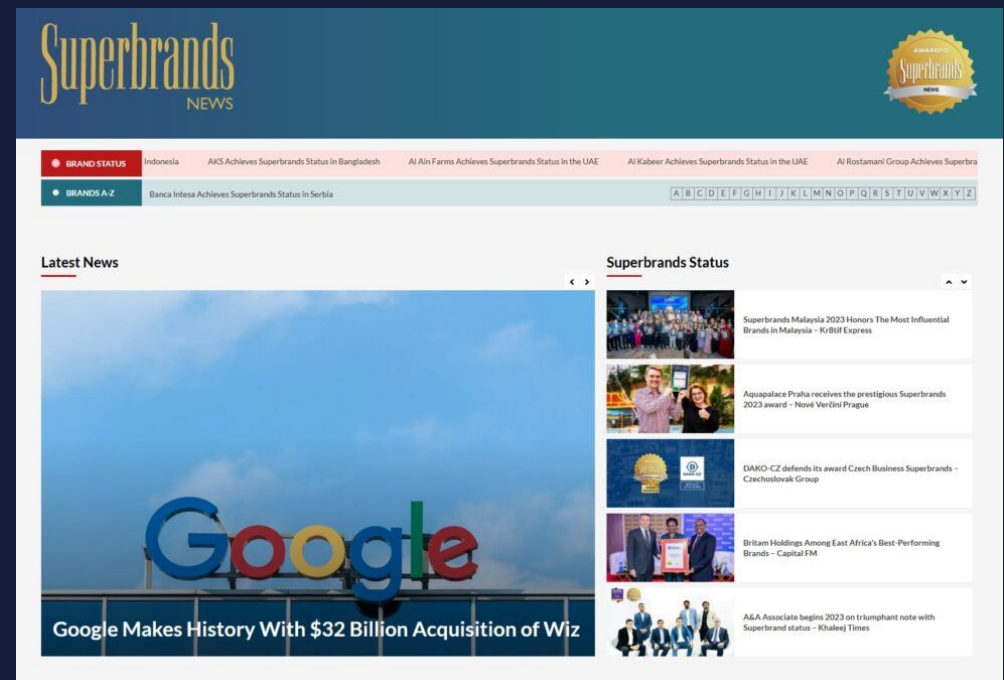
[Click here to visit superbrandstv.com](http://superbrandstv.com)

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](#)

OUR CLIENTS WORLDWIDE

Superbrands
OUR CLIENTS



[Click to view our worldwide clients](#)

Superbrands

THANK YOU