

# Superbrands

MEXICO



# 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

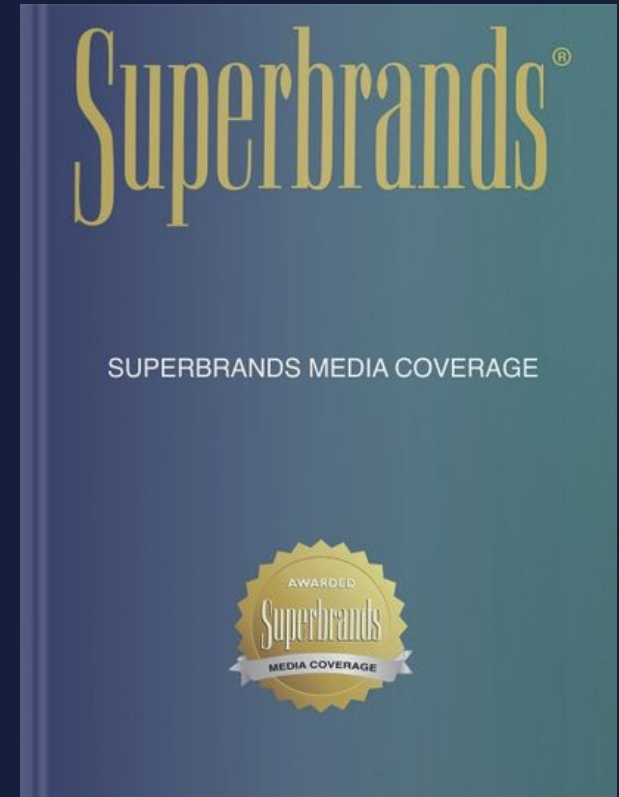
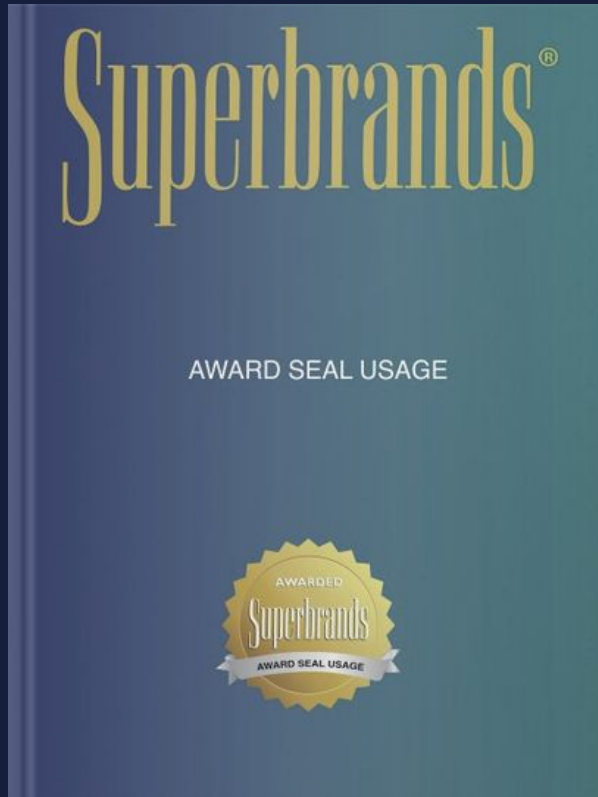
- Published 45,500 presentations for the world's strongest brands
  - World's largest independent arbiter of branding
    - Operating in 90 countries around the world
      - More than 650 books published
        - Established for 32 years

# 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 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](#)

# 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'.

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

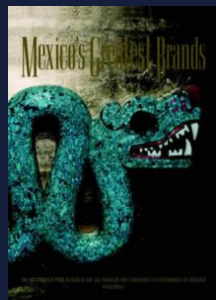
The Nielsen Company  
11 Talavera Road, Macquarie Park  
NSW 2113, Australia  
tel 612 8873 7105 fax 612 8873 7107  
lisa.lee@nielsen.com  
www.nielsen.com

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

# MEXICO'S PUBLICATIONS



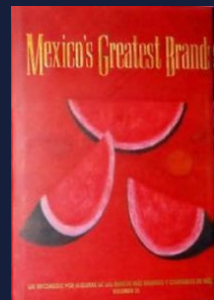
The Superbrands Mexico publications and brand presentations can be read online through our eBooks.



Mexico Volume 1



Mexico Volume 2



Mexico Volume 3



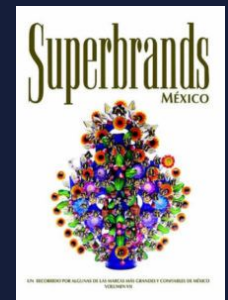
Mexico Volume 4



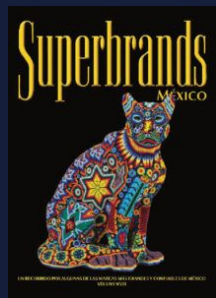
Mexico Volume 5



Mexico Volume 6



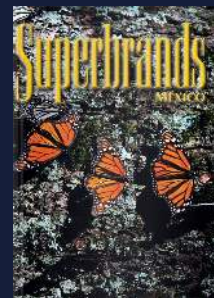
Mexico Volume 7



Mexico Volume 8



Mexico Volume 9



Mexico Volume 10

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

# MEXICO'S EVENTS



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



2017 Mexico 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.

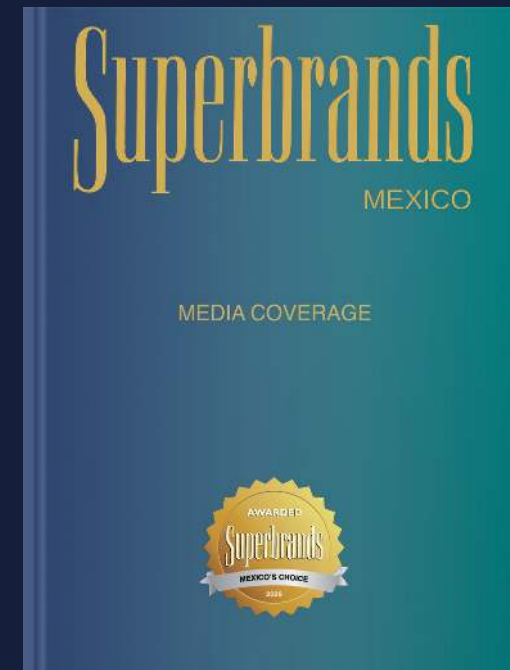


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

# MEDIA COVERAGE MEXICO



Superbrands Mexico 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”.

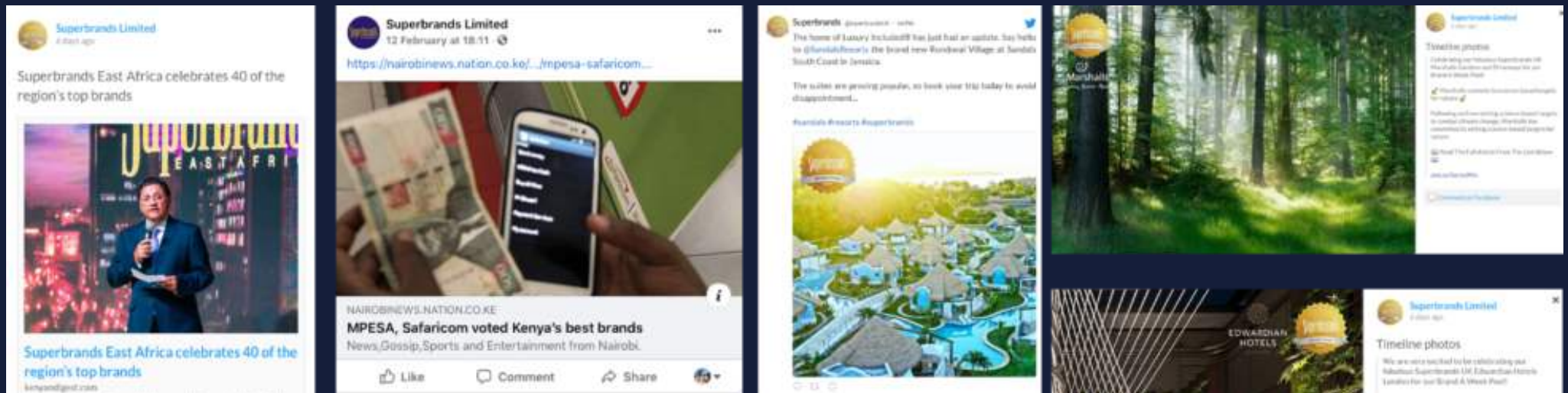


[Click here to view our International Media Coverage eBook](#)

# 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](#)



# 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

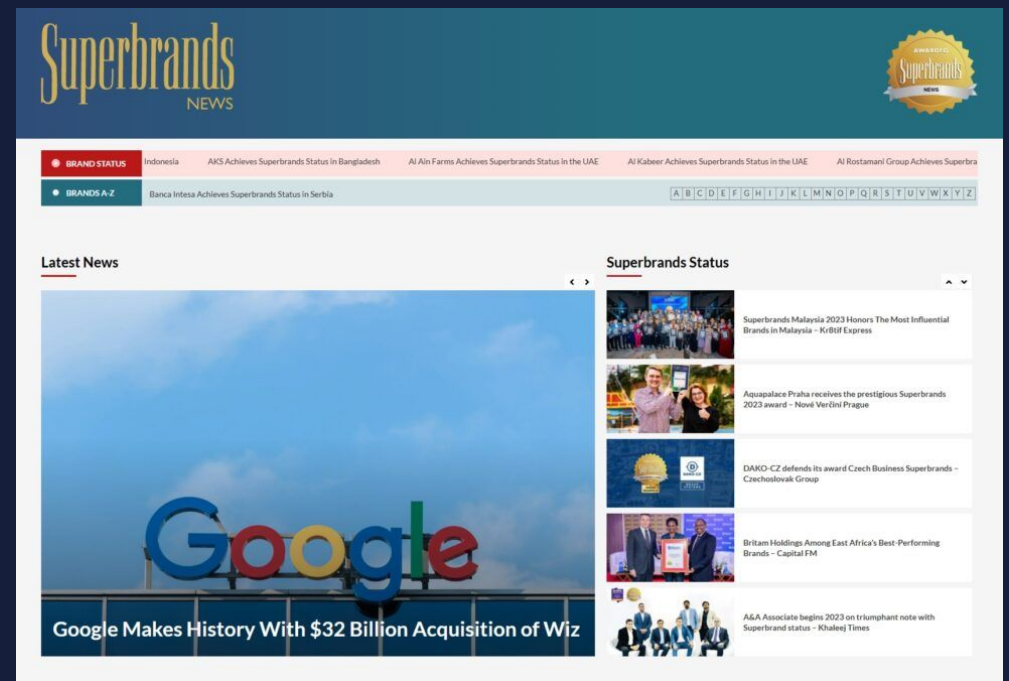
[Click here to visit superbrandstv.com](http://superbrandstv.com)

# 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

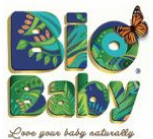
## CUSTOM COVERS

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.

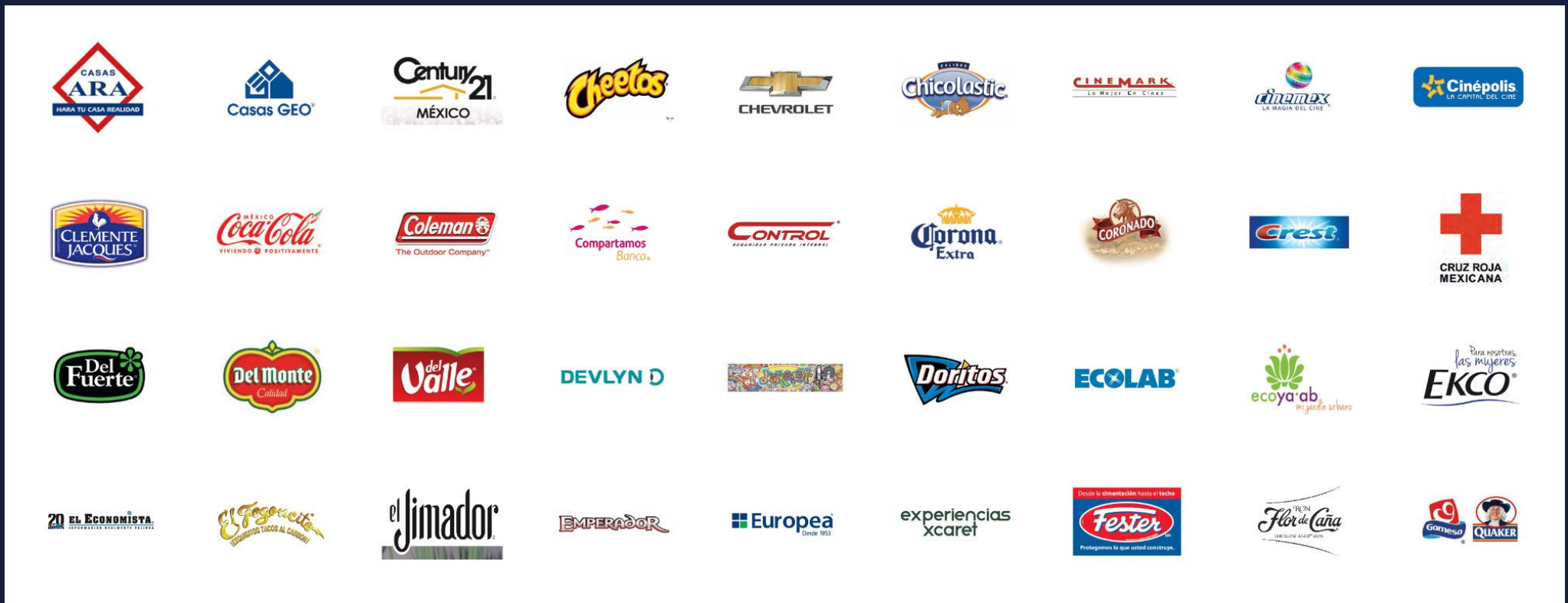


[Click here to view our custom covers](#)

# MEXICO'S CLIENTS



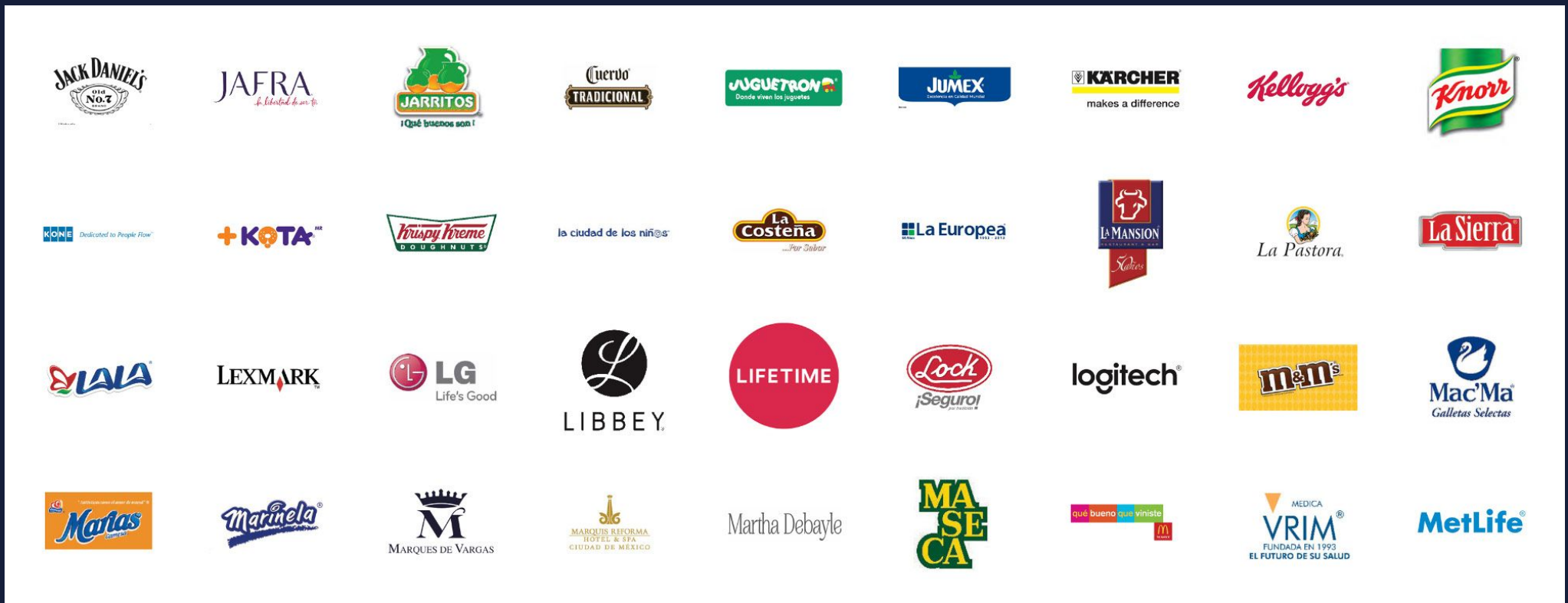
# MEXICO'S CLIENTS



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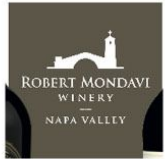
# MEXICO'S CLIENTS



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# MEXICO'S CLIENTS



Por amor al automóvil



## OUR CLIENTS WORLDWIDE



[Click to view our worldwide clients](#)

# Superbrands

**THANK YOU**