

Superbrands

MOROCCO



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

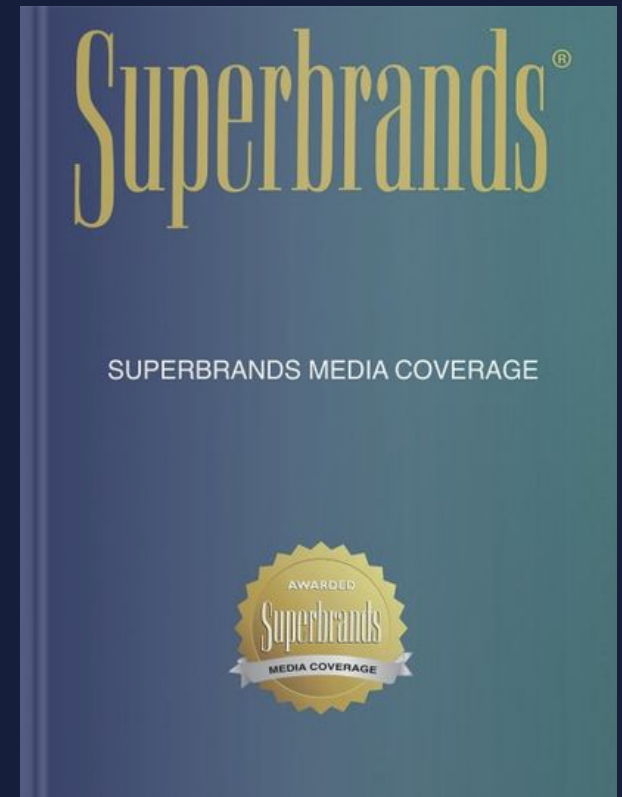
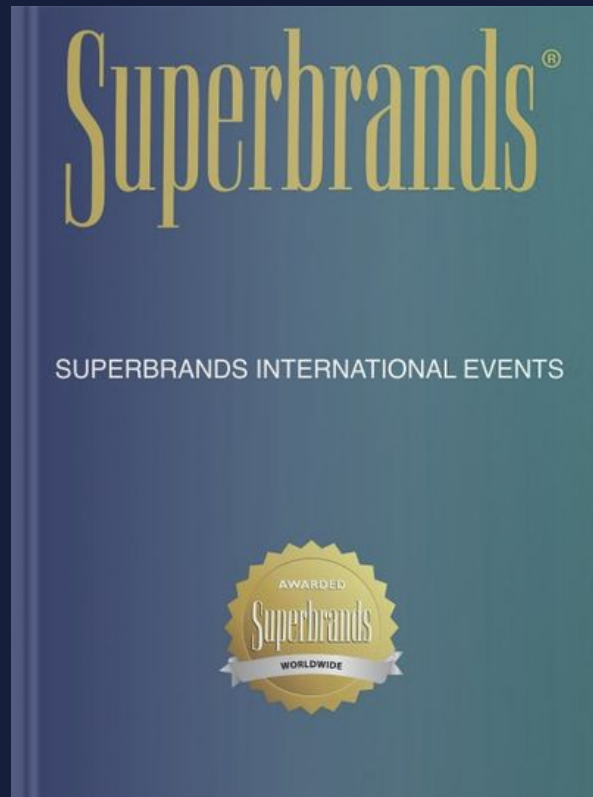
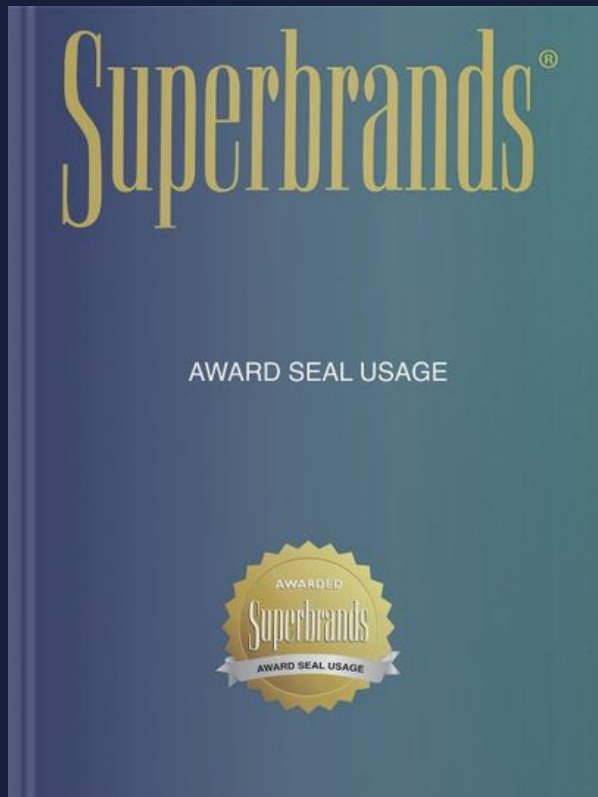
- Published 45,500 presentations for the world's strongest brands
 - World's largest independent arbiter of branding
 - Operating in 90 countries around the world
 - More than 650 books published
 - Established for 32 years

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

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](#)

MOROCCO'S PUBLICATIONS



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



Morocco Volume 1

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

OUR EVENTS



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

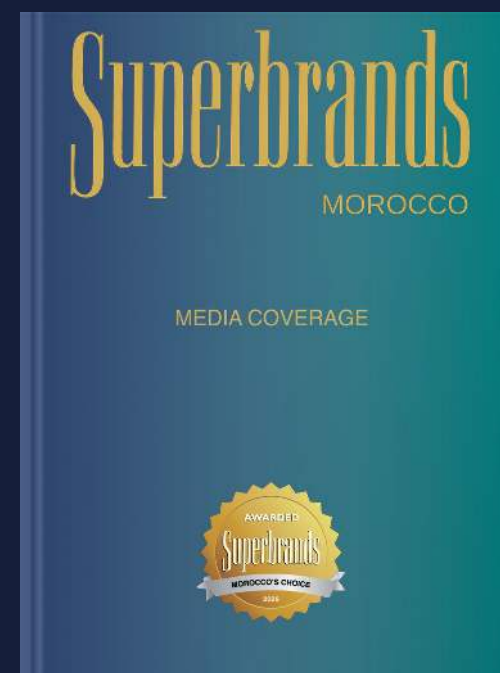


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

MEDIA COVERAGE MOROCCO



Superbrands Morocco 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”.

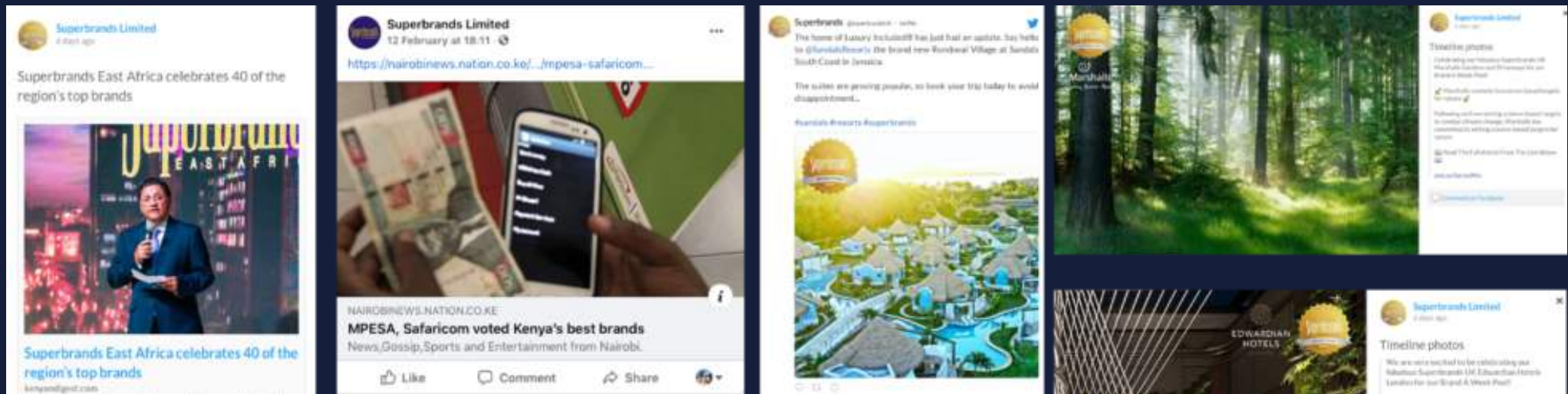


[Click here to view our International Media Coverage eBook](#)

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.

 Coca-Cola

 Search



THE MARKET
The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola® (registered as the world's most valuable brand), the company markets four of the world's top five soft drink brands, 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 distribution system, consumers in more than 200 countries enjoy the company's beverages at a rate exceeding 1.5 billion servings each day.

ACHIEVEMENTS
Until the mid-1950s, the iconic bottle and half-shaped contour glass defined 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 cans and family-size 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 market, including 18-ounce cans and bottles with flip-top covers in 1964, and a 24-pack "Cherry Ball" of cans and in-line steel cans in 1964.

After more than 15 years in development and rigorous testing by NASA, the "Cold Space Can" was accepted for its first mission in outer space in 1985.

In 2003, the company had introduced a new generation in the fountain container bottle — first with the 1997 20-ounce plastic version, and later with the return of the classic contour glass container bottle complete with city and state references on the bottom in 2008.



In the past decades, The Coca-Cola Company has created new brands to meet the demands of consumers, starting with Fanta in 1964. Sprite was launched in 1961, followed by Diet Coke — the company's first low-calorie drink — in 1983. The debut of Diet Coke in 1992 marked the first extension of the Coca-Cola trademark to another product. And the new products, such as Vanilla Coke, continue today, adding to the company's portfolio of nearly 400 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 doing — Coca-Cola has become a part of the lives of people around the world.

HISTORY
In 1886, John Pemberton created Coca-Cola in Atlanta, Georgia, and sold it as a health-improving tonic. The original recipe was a blend of sugar, caffeine, and other ingredients. The product and name of Coca-Cola have been protected since the famous 1888 Coca-Cola recipe.

Atlanta entrepreneur Asa G. Candler took over the business from Pemberton and secured complete ownership of the Coca-Cola business for \$2,300 in 1891. Within five years, Candler was franchising the brand — including the use of unique bottle-shaped containers for the beverage — and the brand was sold in every part of the nation.

The 1914 trademark for the signature contour bottle made Coca-Cola instantly recognizable from imitation by taste, sight, and touch. The contour bottle was granted trademark registration in 1977, and has been awarded five other patents.

THE PRODUCT
Coca-Cola's 9½-ounce slim, truly drinking-a-Coke makes people happy a little good. And it's an invincible force on the positive side of life. That's the message behind "The Coke Side of Life," brand Coca-Cola's marketing with consumers and its marketing platform. It has been around for more than 100 years, and it's still going strong. Coca-Cola has always been at its best when it reflects the culture, spirit, and values of the people who love it. The Coke Side of Life recognizes that the most sustained experience anywhere where Coca-Cola is refreshingly honest and uplifting.

RECENT DEVELOPMENTS
As part of a continuous stream of innovation, Coca-Cola North America has expanded its brand portfolio with the new-oncoming consumer in mind.

Coca-Cola Diet, Coca-Cola Zero, a significant premium brand of Coca-Cola, named Diet Coke, and other variants. The effectiveness and rich flavor of Coca-Cola Diet 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 refreshing beverage that is 100% calorie-free and is refreshing as you expect Coca-Cola to be. Coca-Cola Zero has been specially formulated to appeal to American tastes and features a unique light treatment and packaging as well. It's designed to attract adult consumers looking for an indulgent and refreshing alternative to other beverages.

POWERADE OPTIMUM™
It's not just a sports drink. It's a whole new "OPTIMUM" for active people seeking hydration for any reason. Formulated by the POWERADE OPTIMUM™, a new low-calorie, low-carbohydrate sports drink, provides electrolytes and 100 percent natural fruit flavors comparable to regular POWERADE, but with fewer calories than the 100 percent fruit flavors.

Now, Gatorade® POWERADE OPTIMUM is available with a blend of Sucralose, Asa K, and 100% natural fruit flavors and 100% natural electrolytes per eight-ounce serving, and is an example of how the POWERADE brand has driven category growth for the last several years.

Minute Maid® Light Life™
The popular Minute Maid Light Life is a low-calorie, non-saturated alternative for the increasing number of Americans looking for reduced-calorie beverages. The new flavor comes highly recommended with consumers and is a great choice for the already popular Minute Maid Light Life line of beverages and products.

Minute Maid® Light Life™
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of the daily value of Vitamin C. With only 10 calories and two grams of sugar per pouch, Minute Maid Just 10 Fruit Pouches are a great choice for anyone looking for a healthy snack.

Black Cherry Vanilla Coke and Blue Raspberry Vanilla Coke
Cherry-Sour and Raspberry-Sour are experiencing significant growth in the market with Coca-Cola. The company's innovation focus on new and smooth vanilla flavors, such as a hint of vanilla and chocolate, will continue with Vanilla Coke and Diet Vanilla Coke. Black Cherry Vanilla Coke and Blue Raspberry Vanilla Coke are also part of the company's portfolio.

Minute Maid Just 10 Fruit Pouches
Minute Maid Just 10 Fruit Pouches are a great choice for anyone looking for a healthy snack. They are low in calories and sugar, and contain 100% natural fruit flavors.

PROMOTION
My Coke Rewards, the company's new rewards program, allows consumers to earn rewards for every purchase of Coca-Cola products. The program allows consumers to choose from a pool of experiences only Coca-Cola can offer and rewards rewards from some of the world's best brands.

The program is the largest for the Coca-Cola Company, with rewards valued at over \$10 million. Participation is easy. Consumers look for My Coke Rewards on the top of specially marked 20-ounce bottles of Coca-Cola cans, Diet Coke, Coca-Cola Zero, or any other Coca-Cola brand product. By going to www.mycokerewards.com with a camera that can scan a camera and enter their code, consumers can enter and enter more codes that are scanned.

My Coke Rewards is a whole new "OPTIMUM" for active people seeking hydration for any reason. Formulated by the POWERADE OPTIMUM™, a new low-calorie, low-carbohydrate sports drink, provides electrolytes and 100 percent natural fruit flavors comparable to regular POWERADE, but with fewer calories than the 100 percent fruit flavors.

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Diet Coke are the number-one and number-two brands in North America.

The company believes it has a responsibility to support programs that provide nutrition and physical education. In the United States, more than 4 million kids participate in and receive information on programs that are designed to encourage physical fitness and overall well-being.

Beginning in 2004, the company began to provide consumers with more useful information about its beverages and their ingredients beyond the label on the package. Information is designed to help people decide which of its products fits best with the individual and the family.

The company also is committed to following responsible marketing and advertising practices. Parents prefer to be the gatekeeper when it comes to what to serve their children. For over 70 years, The Coca-Cola Company has adhered to a policy that prohibits marketing full-sugar soft drinks to children. The company's policy is to avoid marketing full-sugar soft drinks on television programs primarily viewed by children.

THINGS YOU DON'T KNOW ABOUT COCA-COLA

1) In the summer of 1961, in Sydney, Australia, a happy couple and a happy wedding were while parading with a parade float bearing the trademark for Coca-Cola with the Sydney Harbor Bridge and famous Opera House in the background.

2) There are 5,000 members of the Coca-Cola Collector's Club.

3) The Coca-Cola Company is a writer from only, and the only copy is kept in a vault in the Atlanta, Georgia, headquarters. The Coca-Cola Company Board of Directors is authorized to open the vault in any emergency situation. Over the past century, many people have claimed to have the original formula, yet not one has been able to prove to be the "real thing."

SuperbrandsTV

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

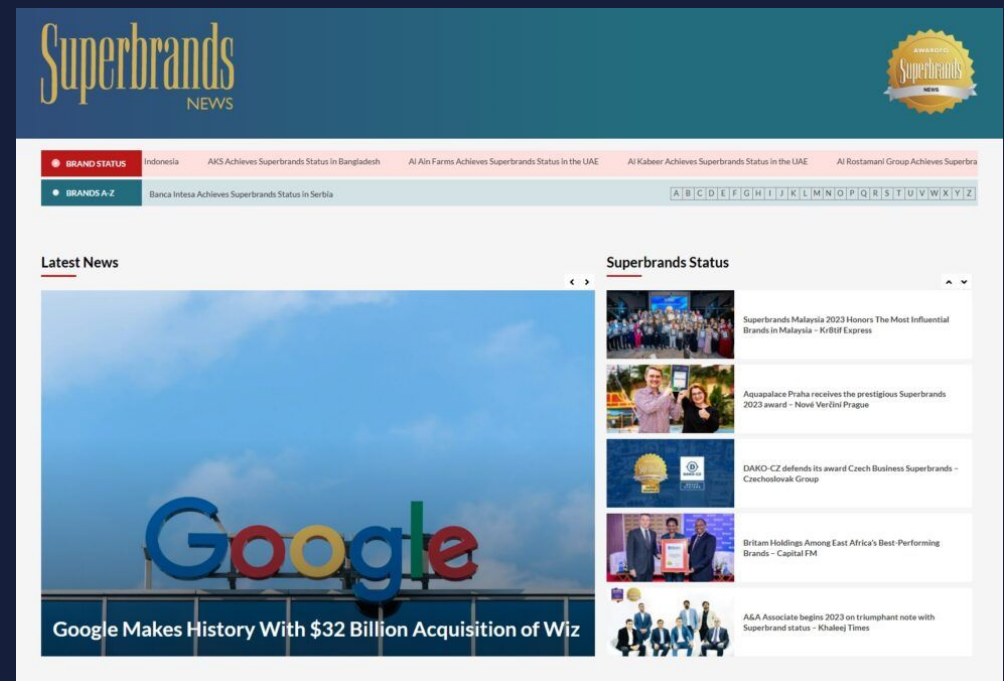
[Click here to visit superbrandstv.com](https://superbrandstv.com)

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](#)

MOROCCO'S CLIENTS



MOROCCO'S CLIENTS



TEFAL

 **TOYOTA**


WELLA



OUR CLIENTS WORLDWIDE

Superbrands
OUR CLIENTS



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Superbrands

THANK YOU