

Superbrands

PAKISTAN



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

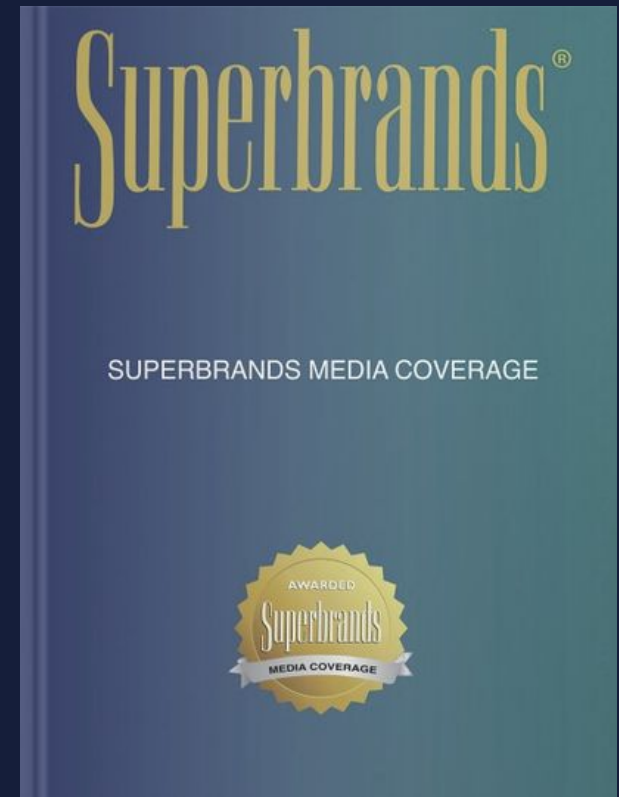
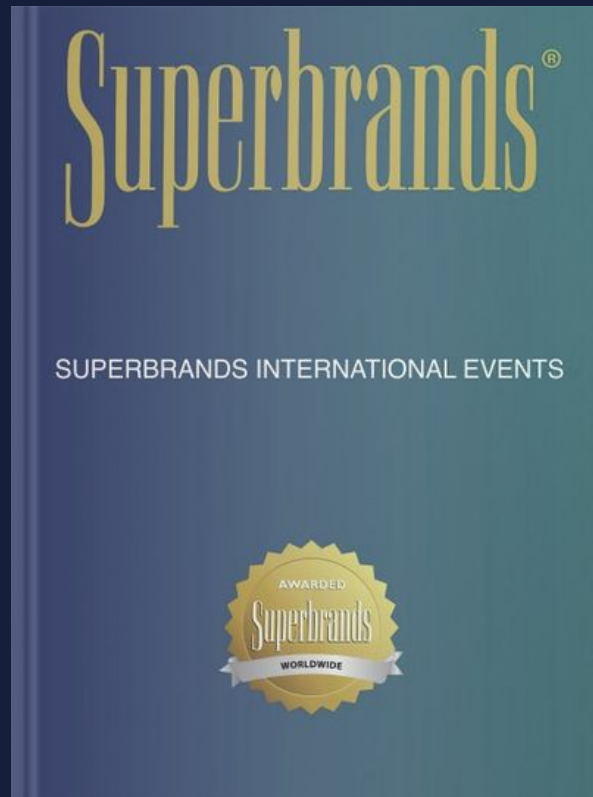
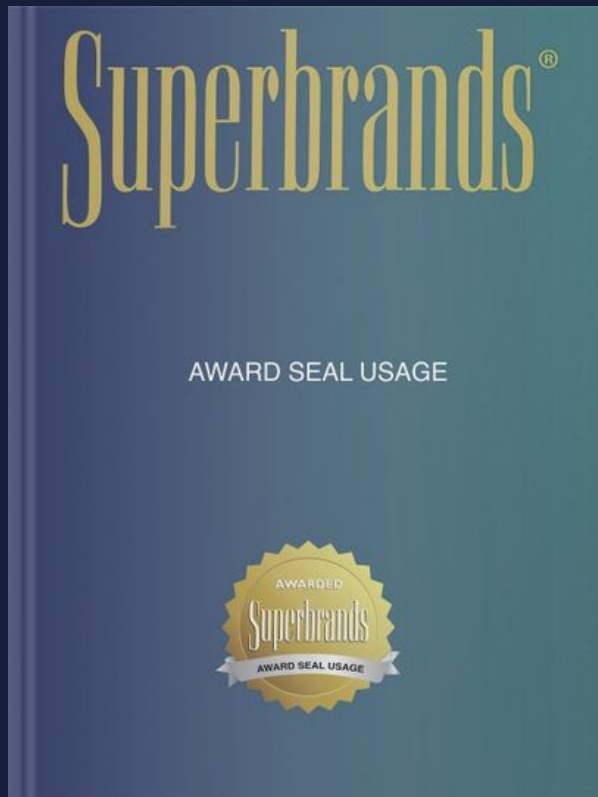
- Published 45,500 presentations for the world's strongest brands
 - World's largest independent arbiter of branding
 - Operating in 90 countries around the world
 - More than 650 books published
 - Established for 32 years

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](#)

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,

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

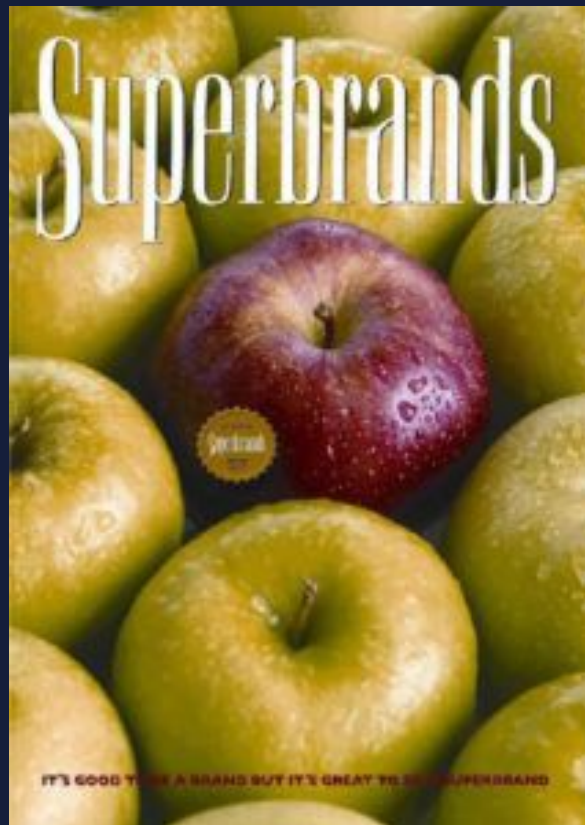
The Nielsen Company
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NSW 2113, Australia
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www.nielsen.com

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

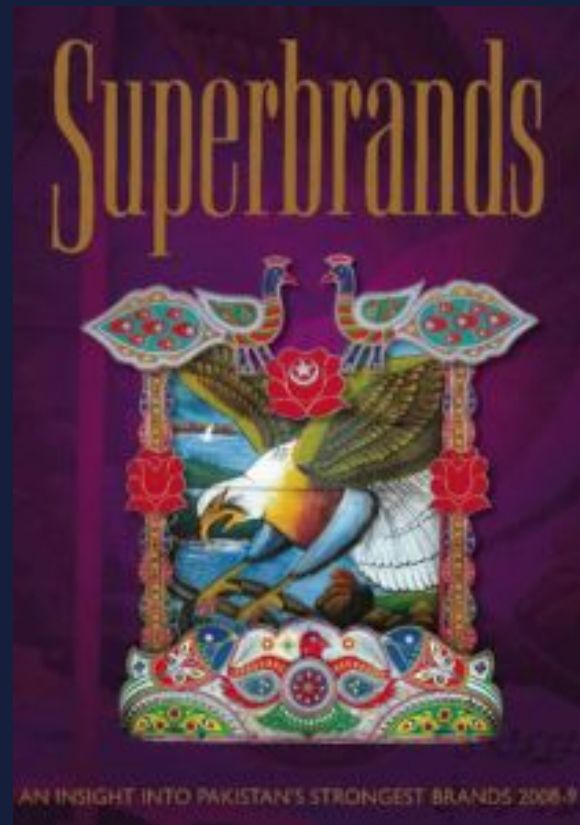
PAKISTAN'S PUBLICATIONS



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



Pakistan Volume 1



Pakistan Volume 2



Pakistan Volume 3

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

PAKISTAN'S EVENTS



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



2009 Pakistan Event



2008 Pakistan 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.

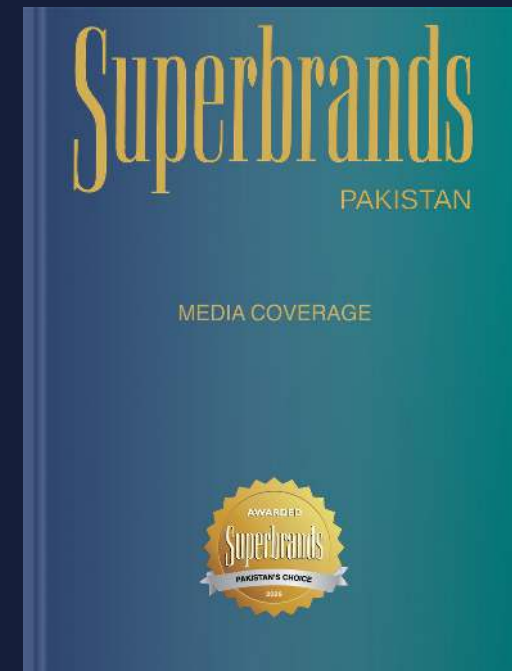


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

MEDIA COVERAGE PAKISTAN



Superbrands Pakistan 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
Diet Coke®, the iconic logo, and half-shaped business glass defined 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 half-shape glass bottles were introduced with immediate success, followed by cans in the U.S. market in 1960. The company then entered several other markets, including 18-oz cans and bottles with Midway creases in 1963, and 24-pack "Cherry Ball" of cans and six-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 format 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

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, sold to the company's portfolio of nearly 200 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 Frank B. Rowland named the product and drew the famous flowing Coca-Cola script.

Atlanta entrepreneur Asa G. Candler took over the business part of the drink and secured 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," brand Coca-Cola's marketing and packaging. It has been created to meet people in their own lives, wherever they are, and live in full color.

Coca-Cola has always been at the heart when it comes to the world's most iconic beverage. In the "Coke Side of Life" campaign, the most renowned experiential agency in the world, McCann, has created a new way for Coca-Cola to refreshingly brand and uplift.

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, named Diet, and other variants. 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 feature 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™
For more than 30 years, POWERADE™ has been a leading sports drink brand. 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 carbohydrate levels comparable to major POWERADE™, but with fewer carbohydrates and 40 percent fewer calories than Gatorade™. POWERADE OPTIMUM™ is associated with a brand of nutrition, Asa G. Candler, and the U.S. Olympic Committee. It's a low-calorie, low-carbohydrate sports drink, providing electrolyte and carbohydrate levels comparable to major POWERADE™, but with fewer carbohydrates and 40 percent fewer calories than Gatorade™. POWERADE OPTIMUM™ is associated with a brand of nutrition, Asa G. Candler, and the U.S. Olympic Committee.

Minute Maid Just10™
Minute Maid Just10™ is a new-to-market, low-calorie, low-carbohydrate sports drink, providing electrolyte and carbohydrate levels comparable to major POWERADE™, but with fewer carbohydrates and 40 percent fewer calories than Gatorade™. POWERADE OPTIMUM™ is associated with a brand of nutrition, Asa G. Candler, and the U.S. Olympic Committee.

of the daily value of Vitamin C. With only 10 calories and two grams of sugar per pack, Minute Maid Just 10 Fruit drink has 90 percent less sugar per serving than Gatorade.

Black Cherry Vanilla Coke and Blue Rice Cherry Vanilla Coke
Cherry-flavored beverages are experiencing significant growth in the market with diets. The company's innovation focuses on new-to-market black cherry and smooth vanilla flavors, creating a taste that is complex and delicious. We'll sell over 20 million cans with Vanilla Coke and Diet Vanilla Coke have been significant contributors to the company's business. With Black Cherry Vanilla Coke and Diet Black Cherry Vanilla Coke, Coca-Cola is able to deliver cherry-flavored portfolio and give consumers what they are craving this year.

PROMOTION
My Coke Rewards. My Coke Rewards is a multi-year, multi-brand, 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 20-ounce bottle of Coca-Cola classic®, Diet Coke®, Coca-Cola Plus®, or any other Coca-Cola brand, by going to www.mycolerewards.com and each time they buy a Coca-Cola beverage. Consumers can even be entered via mobile devices, and consumers can text and enter their codes that are scanned at the point of purchase. When they have accumulated enough points to redeem their desired reward, they simply select it and the points are deducted from their account.

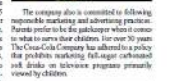
Specialty packaging consumers will be able to access a unique Spanish-language site simply by logging on to www.mycolerewards.com and selecting Spanish as their preferred language. The site features the first fully bilingual, internet-based initiative for the first fully bilingual, internet-based initiative in the Coca-Cola brand in the United States.

My Coke Rewards has partnerships with some of the world's best brands, including adidas, Delta, Kodak, Fenty Beauty, Galaxy, BlackBerry, Sony, iFokus, Bluebird, Spotify, and more to offer My Coke Rewards members a variety of rewards. The brands of 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.

Coca-Cola and NCAAM
March Madness. In 2006, Coca-Cola opened the passion for college hoops by offering consumers the chance to win more than 90,000 great NCAAM-related prizes, including the grand prize of \$100,000. The 2007 NCAAM First Four. Specialty marked packages of Coca-Cola and Coca-Cola Plus will drive fans to www.mycolerewards.com where they can register for a chance to win one of the prizes being given away every 35 seconds. The 2007 NCAAM March Madness First Four VIP Trip™ set only seats fans to the Big Dance, but also gives them a special behind-the-scenes experience. Other prizes include Huffy Sports Basketball Coaches, NFL NCAAM Basketball, EA Sports™ NCAAM March Madness 2006 video game, gift certificates toward NCAAM merchandise at NCAAM.com and retailers.com, and much more.

Blue Coke and the Academy Award®
Diet Coke and soft-drink Diet Coke® joined a happy couple and wedding vows while participating with a charitable cause. The Coca-Cola Company has teamed up with the Academy Award® and movie fans to support the opportunity to win state-of-the-art prizes at www.godiamond.com. The program rewarded people that with Diet Coke and the "Blue Coke"™. "You Don't Have to Be a Star to Get the Blue Treatment." Among the many diamond prizes available were a "Red Carpet Viewing Experience" — a five-man-hour tour of the 2007 Oscars™, a 2007 Escalade, a luxury Diamond™ Eight Hand Ring, an exclusive color print created by designer Narciso Rodriguez, and the honor of being the first to see the Academy Award statuette. The Academy Awards will be held on September 24, 2007.

DIAMOND VALUES
The Coca-Cola North America provides consumers with the broadest selection of brands for every taste. Historic and innovative in flavor, energy, refresh, taste, or health, they enjoy every drop of it. Coca-Cola North America markets more than 100 beverage brands, including four of the world's top-five soft-drink brands. Coca-Cola and



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](#)

PAKISTAN'S CLIENTS



PAKISTAN'S CLIENTS



OUR CLIENTS WORLDWIDE



[Click to view our worldwide clients](#)

Superbrands

THANK YOU