

Superbrands

SWEDEN



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

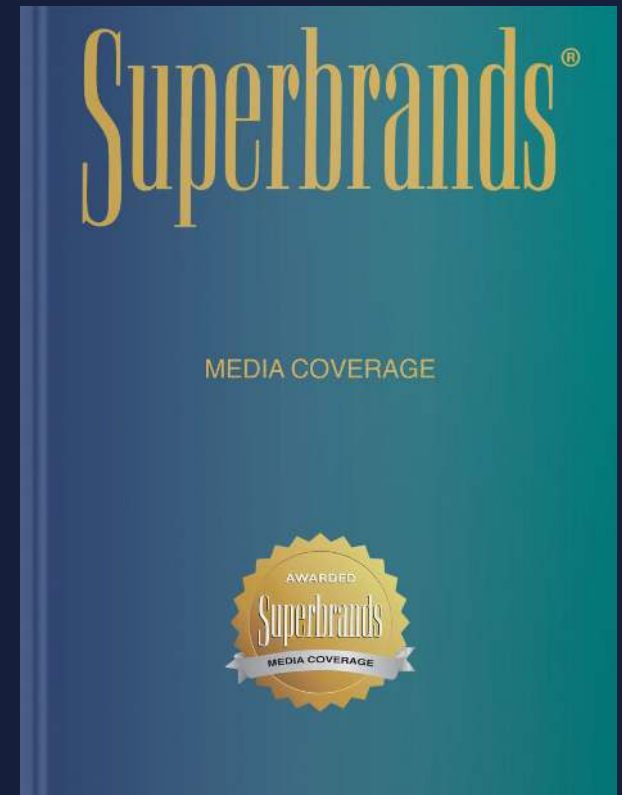
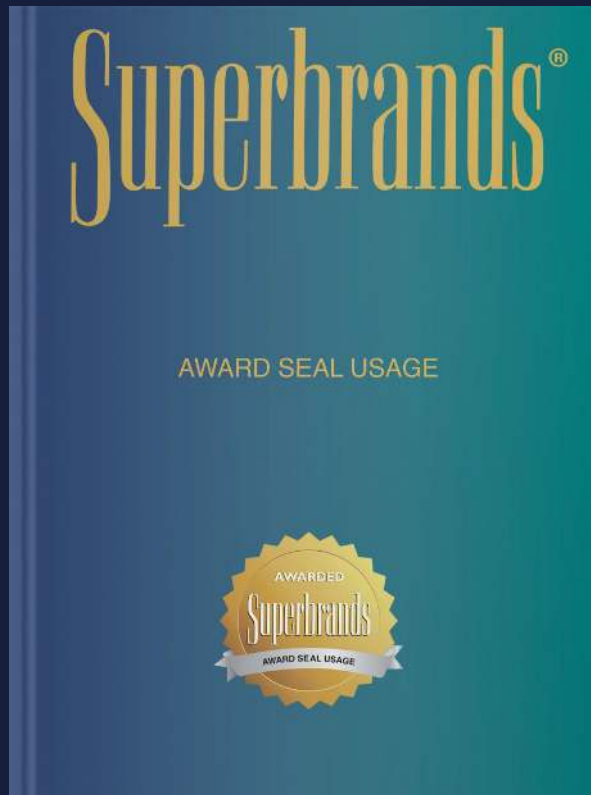
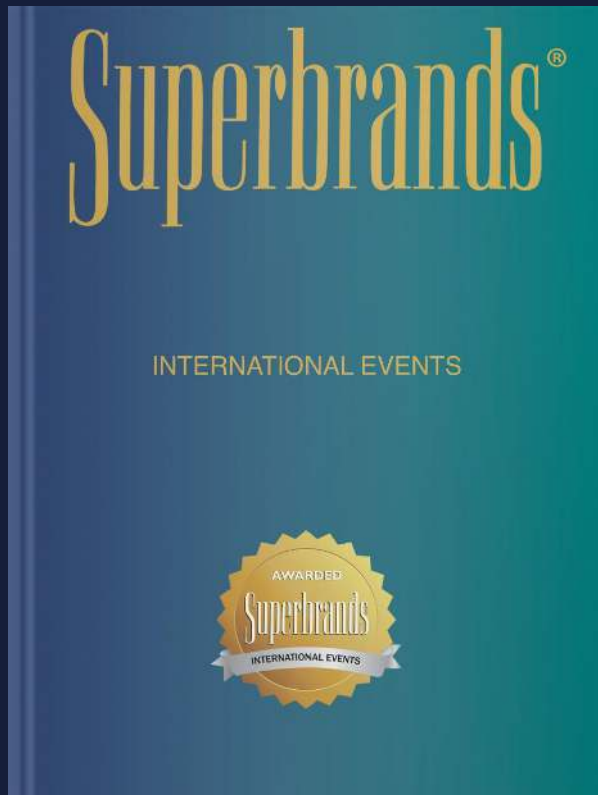
- Published 45,500 presentations for the world's strongest brands
 - World's largest independent arbiter of branding
 - Operating in 90 countries around the world
 - More than 650 books published
 - Established for 32 years

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

A gold-colored award seal with a serrated edge. The word "AWARDED" is at the top. "Superbrands" is written in a large, stylized font in the center. Below it, a ribbon banner says "SWEDEN'S CHOICE". At the bottom, the year "2025" is displayed.

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



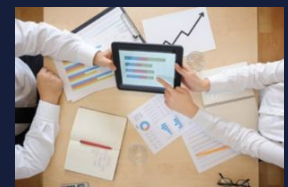
Singapore Consumer
Survey 2022



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

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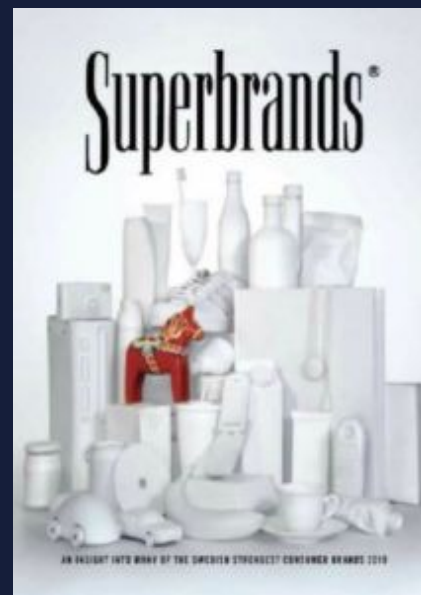
SWEDEN'S PUBLICATIONS



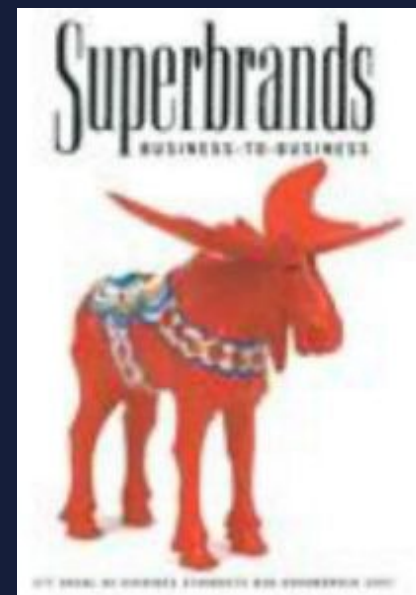
The Superbrands Sweden publications and brand presentations can be read online through our eBooks.



Sweden Volume 1



Sweden Volume 3



Sweden Business Volume 1



Sweden Business Volume 2

OUR EVENTS



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

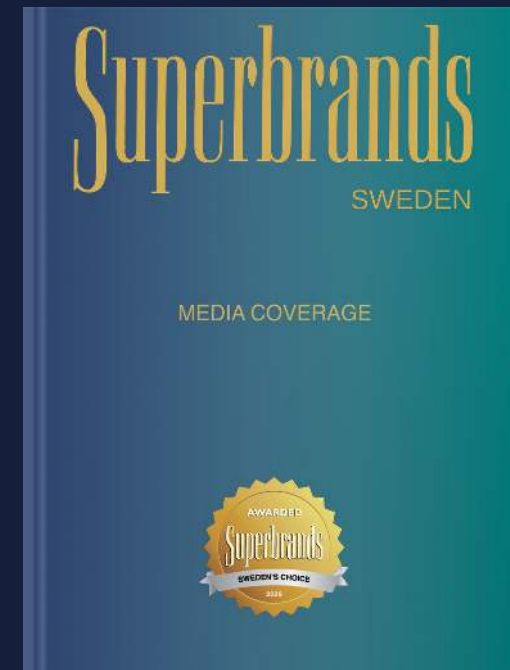


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

MEDIA COVERAGE SWEDEN



Superbrands Sweden 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”.

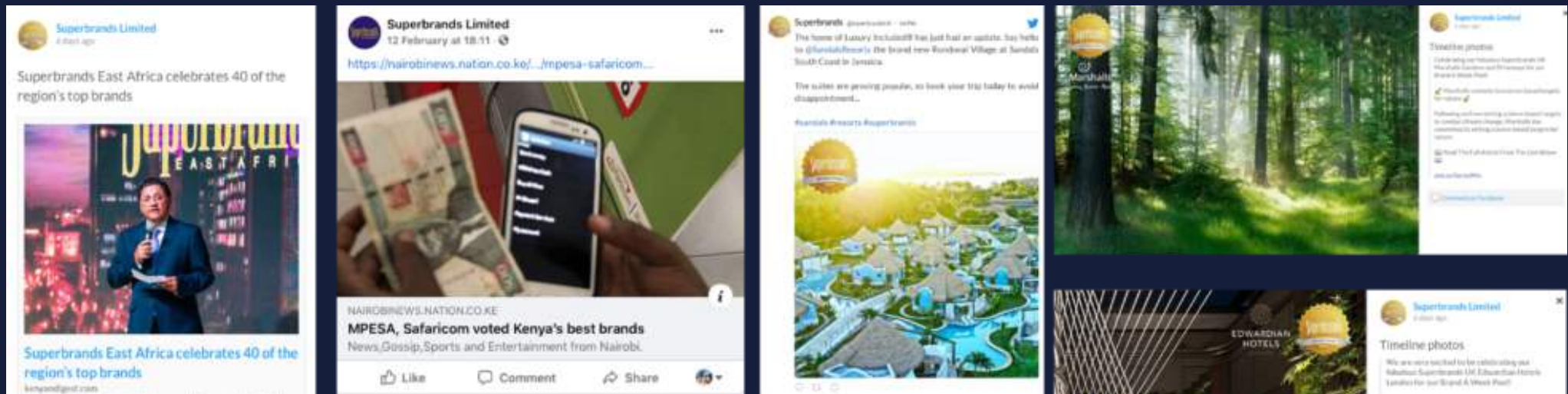


[Click here to view our International Media Coverage eBook](#)

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.

Q Coca-Cola

Search

THE MARNEY

The Coca-Cola Company is the world's largest beverage company. Along with its iconic red-and-white trademark in the world's most valuable brand, the company has a portfolio of 200 brands. The Coca-Cola drink brands, including Diet Coke® and Fanta®, and a wide range of soft drinks beverages including diet and high-salt drinks, iced teas, juice and pure drinks, zero, caffeine, and green drinks. Through the world's largest beverage distribution system, Coca-Cola is more than 200 countries and territories, the company's footprint as a true global brand.

ACQUISITIONS

In 1985, Coca-Cola acquired the 1985 Coca-Cola bottling rights in the U.S. market. The company then initiated several acquisitions, including the 1985 acquisition of the 1985 Coca-Cola bottling rights in the U.S. market. The company then initiated several acquisitions, including the 1985 acquisition of the 1985 Coca-Cola bottling rights in the U.S. market.

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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-world Coca-Cola® brand. The new-to-world Coca-Cola® brand is a soft drink, not a beverage. The new-to-world Coca-Cola® brand is a soft drink, not a beverage. The new-to-world Coca-Cola® brand is a soft drink, not a beverage.

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of the daily value of Vitamin C. With only 10 vitamins and two grams of sugar per pouch, Minute Maid® Fruit Flavored Drink has 50 percent more sugar per serving than Gatorade®. The new-to-world Coca-Cola® brand is a soft drink, not a beverage. The new-to-world Coca-Cola® brand is a soft drink, not a beverage.

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by logging on to www.yourcoca-coladrink.com and visiting the first thing that comes up. The first thing that comes up is the first thing that comes up. The first thing that comes up is the first thing that comes up.

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the company has a responsibility to support programs that provide nutrition and physical education. In the United States, more than 10 million children are overweight. The company's nutrition and physical education programs are designed to help children become healthier.

Beginning in 2004, the company began to support programs with more useful information about the health of the individual and the family. The company's nutrition and physical education programs are designed to help children become healthier.

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The company's nutrition and physical education

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

117,000

YouTube Subscribers

45,418

Superbrands Clients

16,662,777

SBTV Video Views

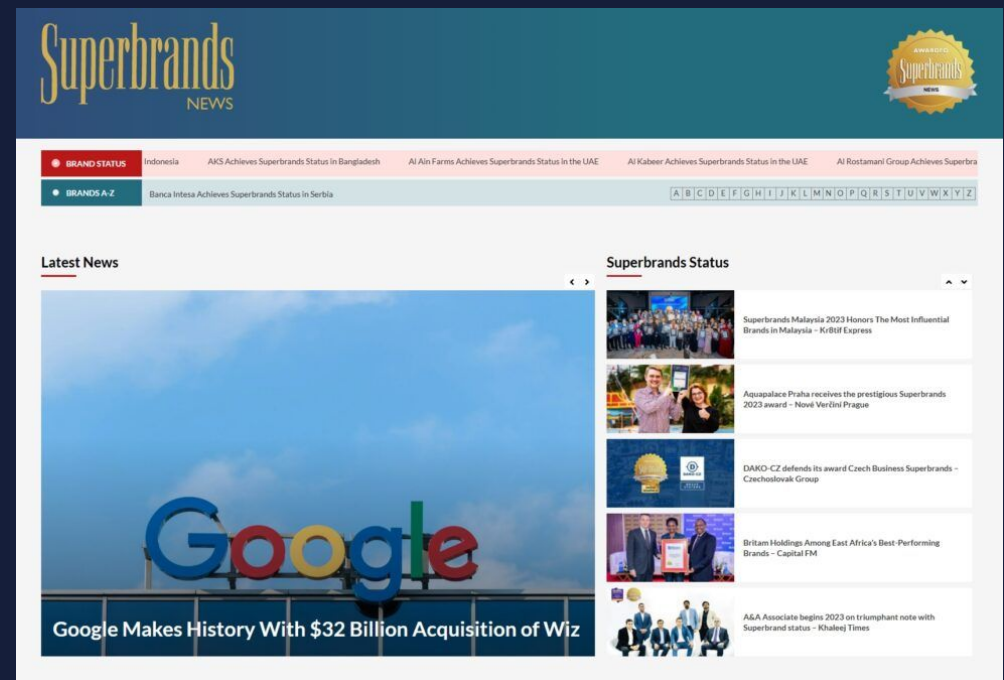
[Click here to visit superbrandstv.com](https://superbrandstv.com)

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.

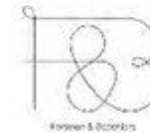


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SWEDEN'S CLIENTS



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OUR CLIENTS WORLDWIDE

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THANK YOU