

# Superbrands

UAE



# 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

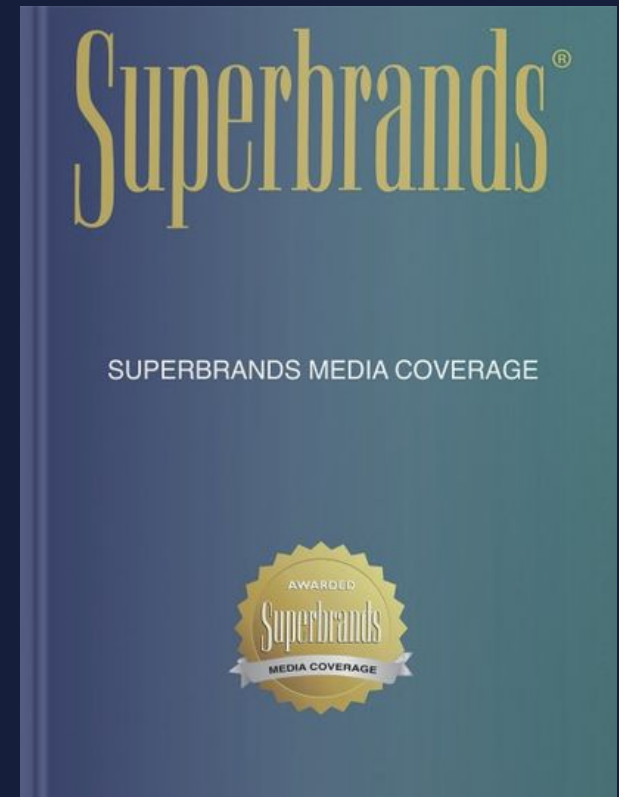
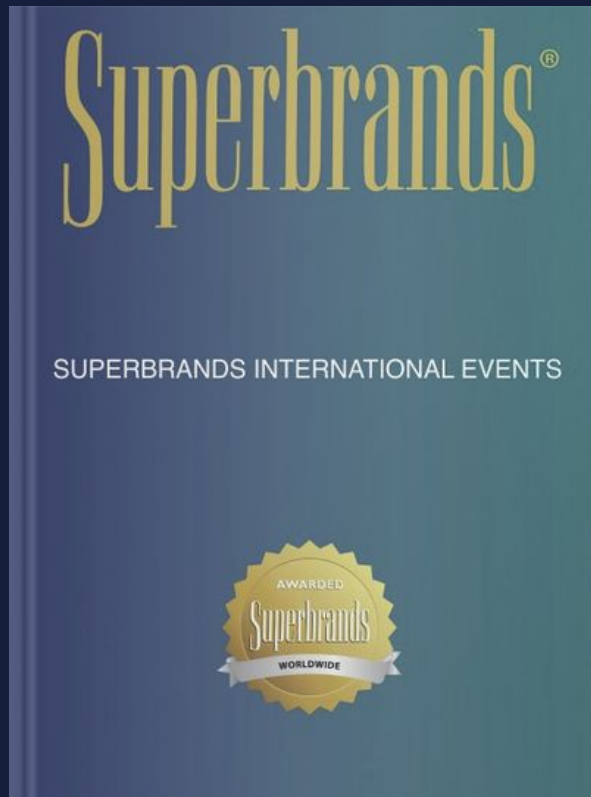
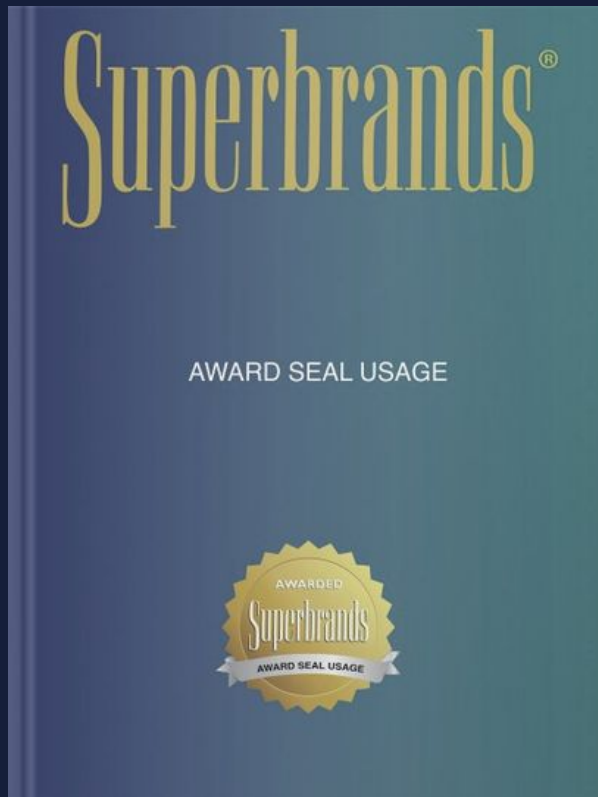
- Published 45,500 presentations for the world's strongest brands
  - World's largest independent arbiter of branding
    - Operating in 90 countries around the world
      - More than 650 books published
        - Established for 32 years

# 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

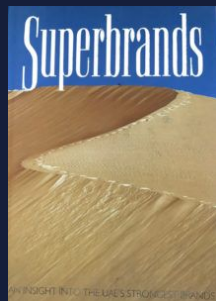
The Nielsen Company  
11 Talavera Road, Macquarie Park  
NSW 2113, Australia  
tel 612 8873 7105 fax 612 8873 7107  
lisa.lee@nielsen.com  
www.nielsen.com

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

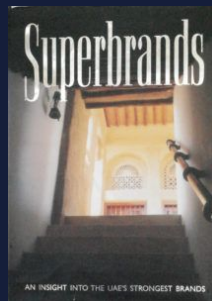
# UNITED ARAB EMIRATES' PUBLICATIONS



The Superbrands United Arab Emirates publications and brand presentations can be read online through our eBooks.



UAE Volume 1



UAE Volume 2



UAE Volume 3



UAE Volume 4



UAE Volume 5



UAE Volume 6



UAE Volume 7



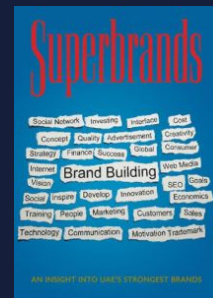
UAE Volume 8



UAE Volume 9



UAE Volume 10



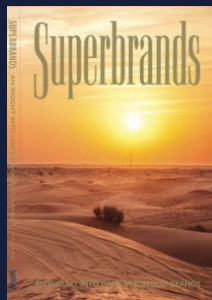
UAE Volume 11

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

# UNITED ARAB EMIRATES' PUBLICATIONS



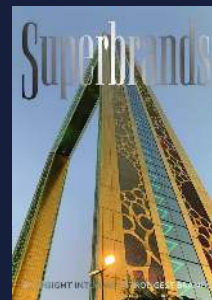
UAE Volume 12



UAE Volume 13



UAE Volume 14



UAE Volume 15



UAE Volume 16



UAE Volume 17



UAE Volume 18



UAE Volume 19



UAE Volume 20



UAE Volume 21

# UNITED ARAB EMIRATES' EVENTS



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



2025 UAE Event



2024 UAE Event (TV News)



2024 UAE Event



2023 UAE Event



2022 UAE Event



2019 UAE Event



2016 UAE Event



2015 UAE 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.



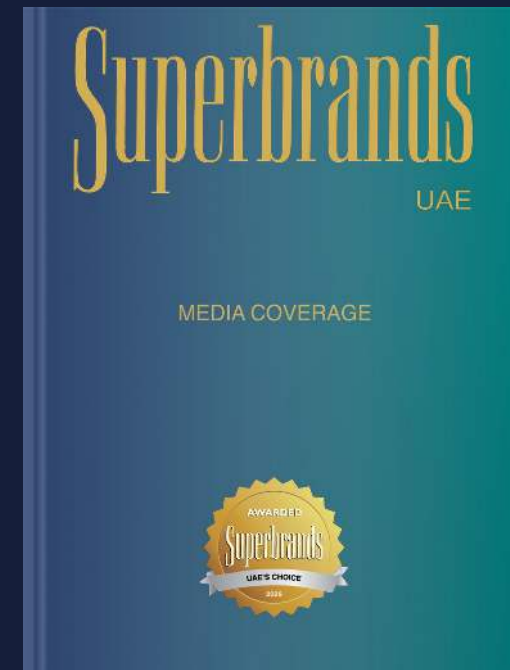
[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)



# MEDIA COVERAGE UNITED ARAB EMIRATES



Superbrands United Arab Emirates 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 MUSEUM

The Coca-Cola Company is the world's largest soft-drink company. Along with its iconic red-and-white script logo, the world's most valuable brand, Coca-Cola has a rich history of innovation. From its first bottling in 1886, Coca-Cola has expanded its product line to include Coca-Cola® Fanta®, Sprite®, and a wide range of other beverages, including diet and high-salt drinks, iced teas, juice and pure drinks, zero-calorie and protein drinks. Through the world's largest beverage distribution system, Coca-Cola is more than 200 countries and territories, the company's footprint is a true global presence.

ACQUISITIONS

In 1985, Coca-Cola acquired the 100-year-old, historic Coca-Cola bottling plant in Atlanta, Georgia. The plant, which was the first of its kind, was the site of the first Coca-Cola bottling in 1886. The plant is now a museum and a landmark of the Coca-Cola Company's history.

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RECENT DEVELOPMENTS

As part of a continuous series of innovations, Coca-Cola North America has expanded its brand portfolio with the new-to-market Coca-Cola® Fanta®, Sprite®, and a wide range of other beverages, including diet and high-salt drinks, iced teas, juice and pure drinks, zero-calorie and protein drinks. Through the world's largest beverage distribution system, Coca-Cola is more than 200 countries and territories, the company's footprint is a true global presence.

THE HISTORY

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of the daily volume of Vitas. With only 10 volumes and two pieces of major paper work, Minute Maid still finds that it has 50 percent more paper per volume than other brands. **Cherry Flavored Coke and Real Fruit.** Cherry Flavored Coke is a new-to-market, premium brand of Coca-Cola, created by Coca-Cola North America. It is a low-calorie, low-sugar beverage that is perfect for people looking for a new way to enjoy Coca-Cola. It is a low-calorie, low-sugar beverage that is perfect for people looking for a new way to enjoy Coca-Cola.

**Minute Maid Just 40.** Minute Maid Just 40 is a new-to-market, premium brand of Coca-Cola, created by Coca-Cola North America. It is a low-calorie, low-sugar beverage that is perfect for people looking for a new way to enjoy Coca-Cola. It is a low-calorie, low-sugar beverage that is perfect for people looking for a new way to enjoy Coca-Cola.

PROMOTION

**My Coke Rewards.** My Coke Rewards is a new-to-market, premium brand of Coca-Cola, created by Coca-Cola North America. It is a low-calorie, low-sugar beverage that is perfect for people looking for a new way to enjoy Coca-Cola. It is a low-calorie, low-sugar beverage that is perfect for people looking for a new way to enjoy Coca-Cola.

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by logging on to [www.myservicerewards.com](http://www.myservicerewards.com) and visiting [www.myservicerewards.com](http://www.myservicerewards.com). The first 100 million people who visit the site will receive a free Minute Maid Just 40. The first 100 million people who visit the site will receive a free Minute Maid Just 40.

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# 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

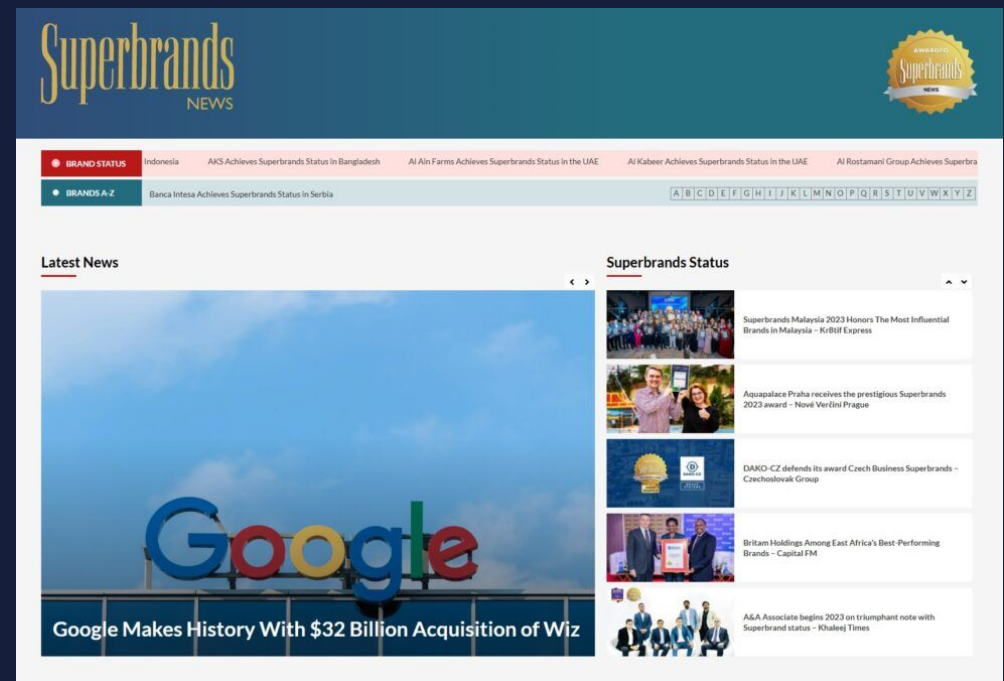
[Click here to visit superbrandstv.com](https://superbrandstv.com)

# 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](#)



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UAE XCHANGE  
Services of our Country

بنك الإتحاد الوطني  
UNION NATIONAL BANK

Up  
الإتحاد العقارية  
Union Properties

united furniture

UnitedOffice

UNITED  
OFFICE

Vatika  
Naturals

WAHL®

Weicare Hospital

WESTERN  
UNION  
MONEY TRANSFER

WRIGLEY

XEROX®

طبيب  
VATEEM OPTICIAN

ZOOM  
your neighbor

Zulekha  
Healthcare  
Group  
مجموعة  
الرعاية  
الصحية

## OUR CLIENTS WORLDWIDE

Superbrands  
OUR CLIENTS



[Click to view our worldwide clients](#)

# Superbrands

**THANK YOU**