

Superbrands

UK



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

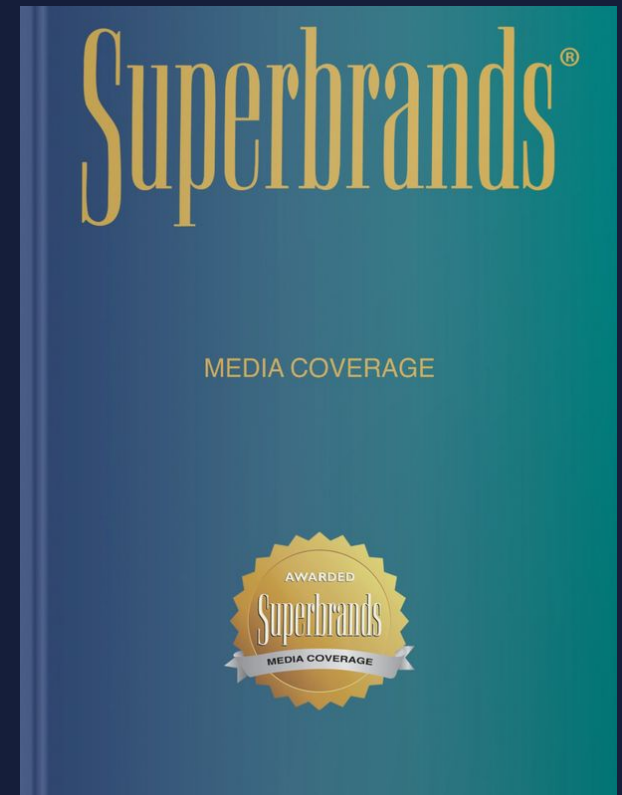
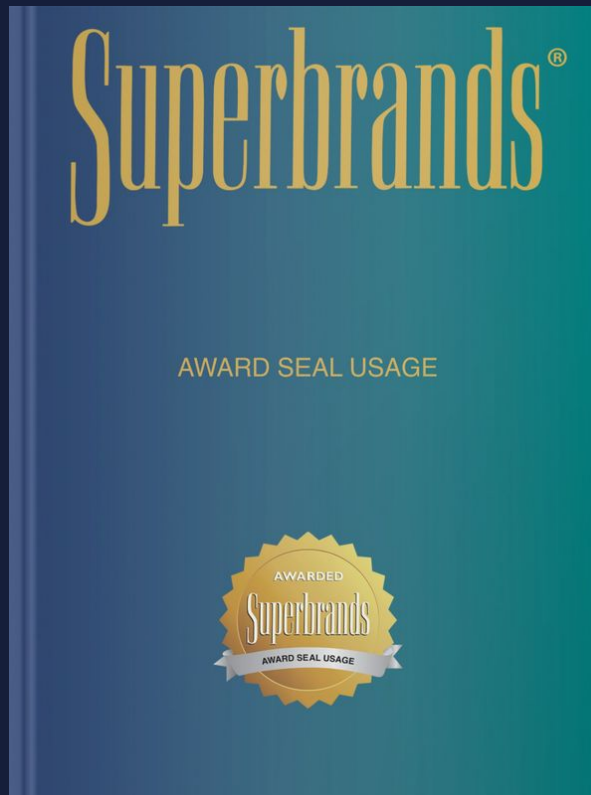
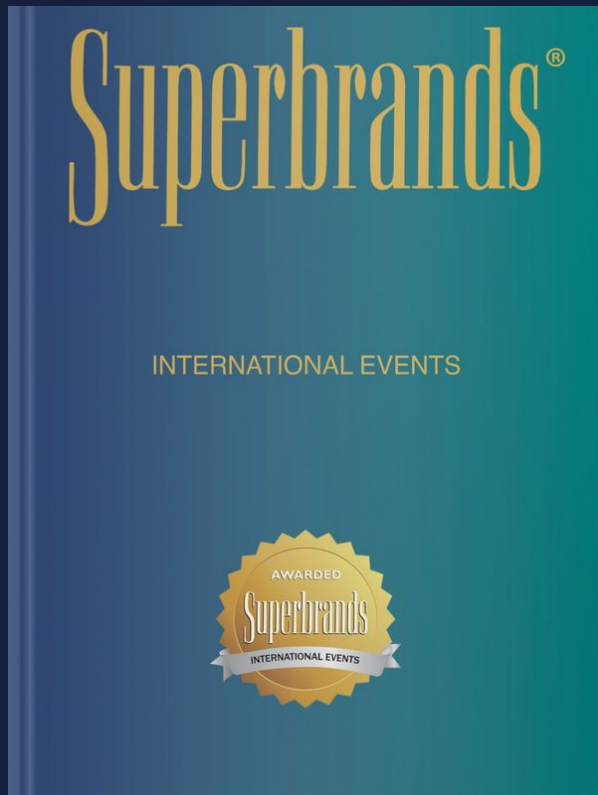
- Published 46,100 presentations for the world's strongest brands
 - World's largest independent arbiter of branding
 - Operating in 90 countries around the world
 - More than 650 books published
 - Established for 32 years

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”.



East Africa Research
2026



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

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,

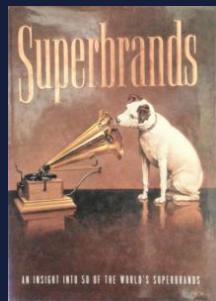
Lisa Lee
Senior Vice President
International Marketing & Communications
The Nielsen Company

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www.nielsen.com

UNITED KINGDOM'S PUBLICATIONS



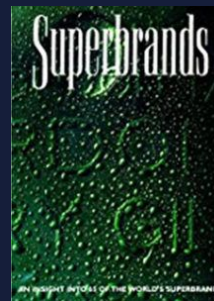
The Superbrands United Kingdom publications and brand presentations can be read online through our eBooks.



UK Volume 1



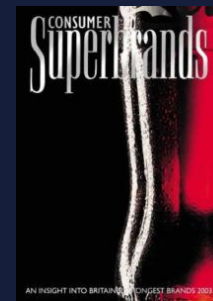
UK Volume 2



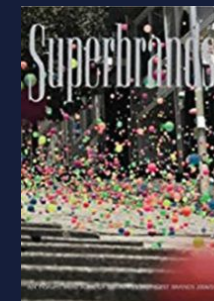
UK Volume 3



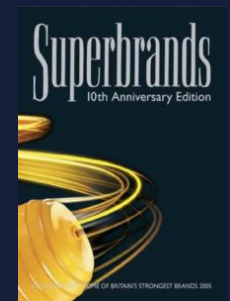
UK Volume 4



UK Volume 5



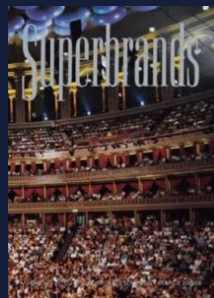
UK Volume 6



UK Volume 7



UK Volume 8



UK Volume 9



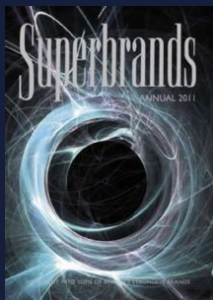
UK Volume 10



UK Volume 11

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

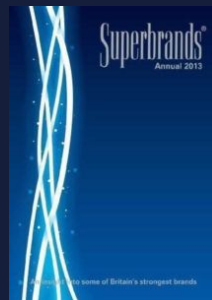
UNITED KINGDOM'S PUBLICATIONS



UK Volume 12



UK Volume 13



UK Volume 14



UK Volume 15



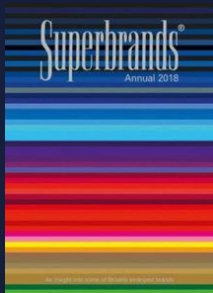
UK Volume 16



UK Volume 17



UK Volume 18



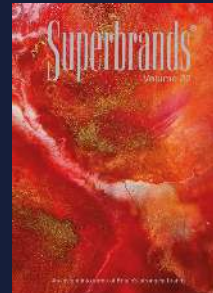
UK Volume 19



UK Volume 20

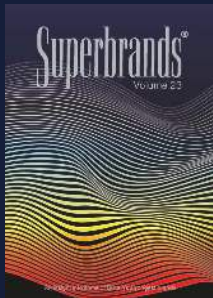


UK Volume 21

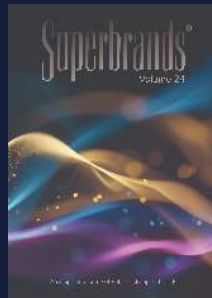


UK Volume 22

UNITED KINGDOM'S PUBLICATIONS



UK Volume 23



UK Volume 24



UK Business Volume 1



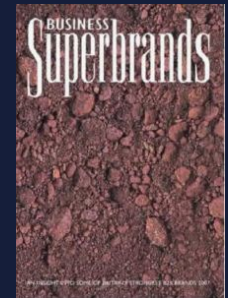
UK Business Volume 2



UK Business Volume 3



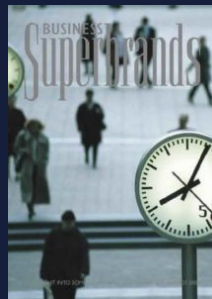
UK Business Volume 4



UK Business Volume 5



UK Business Volume 6



UK Business Volume 7

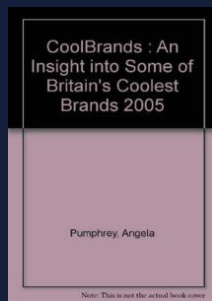


UK CoolBrands Volume 2



UK CoolBrands Volume 3

UNITED KINGDOM'S PUBLICATIONS



UK CoolBrands Volume 4



UK CoolBrands Volume 5



UK CoolBrands Volume 13



UK CoolBrands Volume 14



UK CoolBrands Volume 15



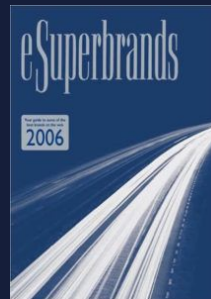
UK CoolBrands Volume 16



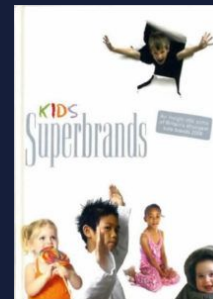
UK CoolBrands Volume 17



UK eBrands Volume 1



UK eBrands Volume 2



UK Kids Volume 1



UK Sports Volume 1

UNITED KINGDOM'S EVENTS



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



2015 UK Event



2003 UK Event



2002 UK TV Coverage



2002 UK Coverage Event



2002 UK CoolBrands Event



1994 UK 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.

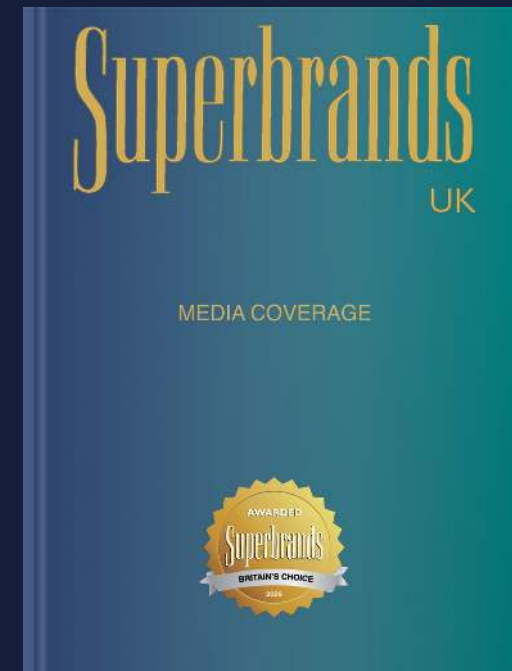


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

MEDIA COVERAGE UNITED KINGDOM



Superbrands United Kingdom 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”.

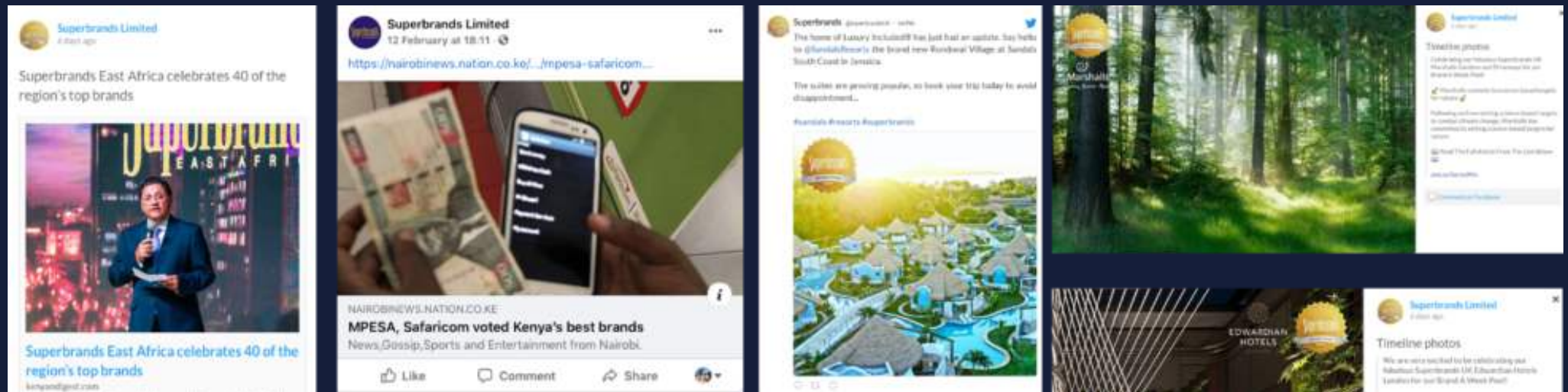


[Click here to view our International Media Coverage eBook](#)

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.

[illegible]

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

46,096

Superbrands Clients

127,000

YouTube Subscribers

17,235,280

SBTV Video Views

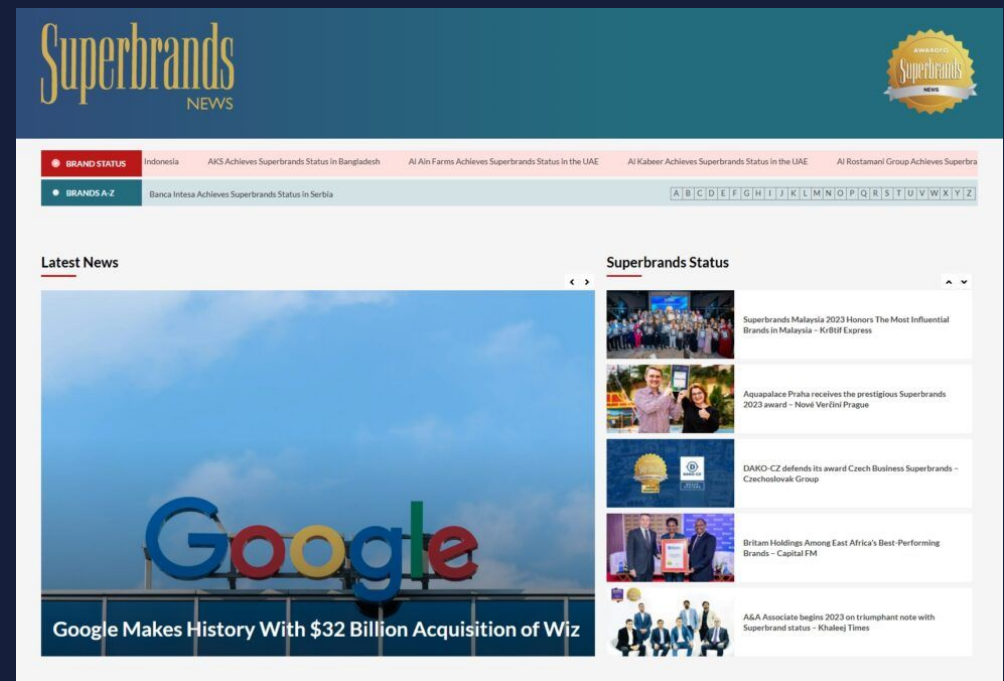
[Click here to visit superbrandstv.com](https://superbrandstv.com)

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](#)

UNITED KINGDOM'S CLIENTS



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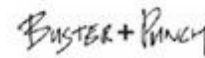
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Burson-Marsteller



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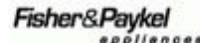
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LAVAZZA
ITALY'S FAVOURITE COFFEE

learndirect



LEHMAN BROTHERS



LEXUS

Leyland
Trade



LINDA FARROW

LinkedIn



Littlewoods
even more



LLOYD'S



London
Business
School



LORD'S
THE HOME OF CRICKET

LOVE
Raw
LSA
International



YOUR
M&S

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SEGA



SELFRIDGES



SEVEN SEAS

Shorwood's

SHAUNLEANE



SHIMANO

SHISEIDO



Shred-it[®]
A Stericycle[®] Solution

Shredded Wheat

SIEMENS



Silentnight
The secret to
a great night's sleep

silicon.com
The who, what, where, when and why of silicon

Silver Cross
THE BEST START IN LIFE

simplyhealth
We can be bothered



SIS
SCIENCE IN SPORT
leaders in sports nutrition

SKANSKA

sky

slough estates

Slumberdown
BETTER SLEEP FOR EVERY BODY

Slumberland
Too comfortable by far



smart
open your mind.



smile.co.uk



smith&nephew

SOS
SMITHS OF SMITHFIELD

Smythson of Bond Street

Snap-on



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toptable.co.uk
free online restaurant & party booking

totaljobs.com
SERIOUS ABOUT JOBS.

TOWERS
PERRIN

TOWERS WATSON



TRAILFINDERS



Travis Perkins

TRESemmé



FOR THE RIDE

Tropicana



tunetribes



TWICKENHAM
THE HOME OF ENGLAND RUGBY



UKonline



UNISYS



UpMyStreet

URBANEARS

VV Rouleaux



venture

VERTBAUDET
Putting children first...



virgin atlantic



VISA



vitra.

UNITED KINGDOM'S CLIENTS



UNITED KINGDOM'S CLIENTS



OUR CLIENTS WORLDWIDE

Superbrands
OUR CLIENTS



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THANK YOU