

Superbrands

VIETNAM



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

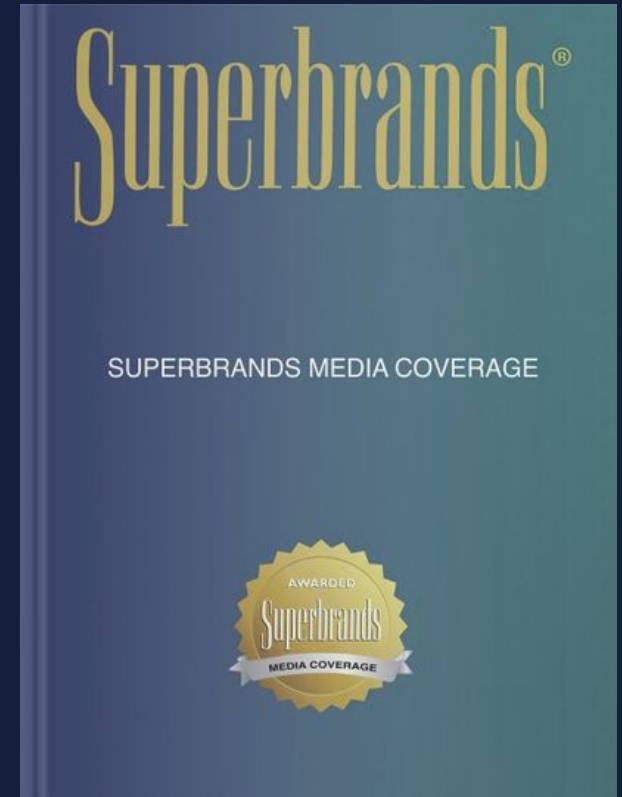
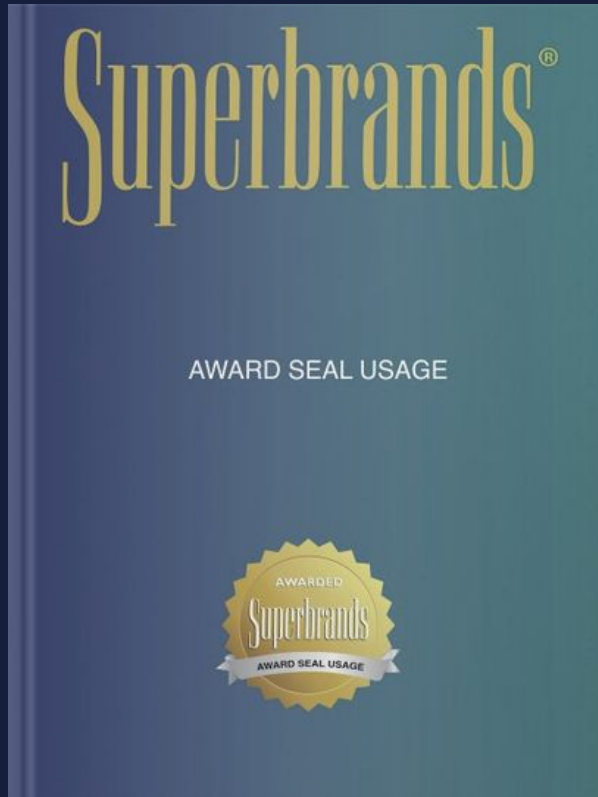
- Published 45,500 presentations for the world's strongest brands
 - World's largest independent arbiter of branding
 - Operating in 90 countries around the world
 - More than 650 books published
 - Established for 32 years

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 BDRS 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,

A handwritten signature in black ink, appearing to read "Lisa Lee".

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

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

OUR PUBLICATIONS



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



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

OUR EVENTS



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

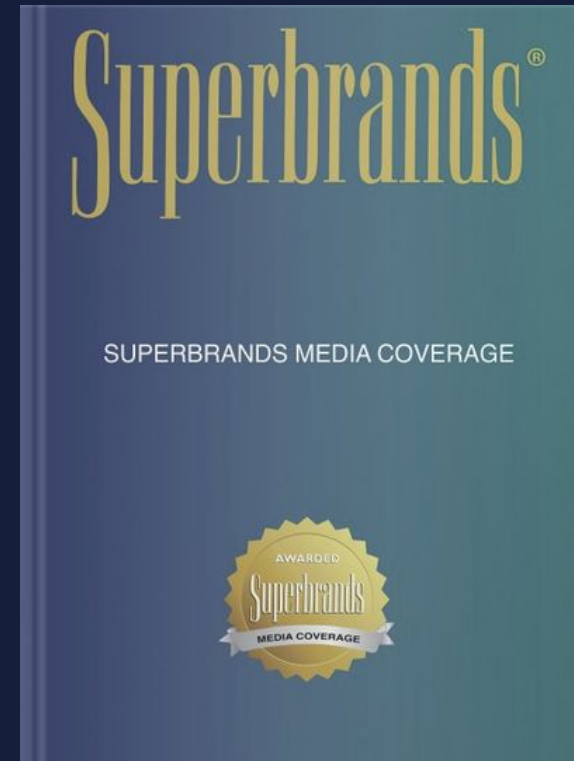


[Click here to visit ceointerviews.superbrands.com](https://ceointerviews.superbrands.com)

OUR MEDIA COVERAGE



Superbrands Vietnam 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”.

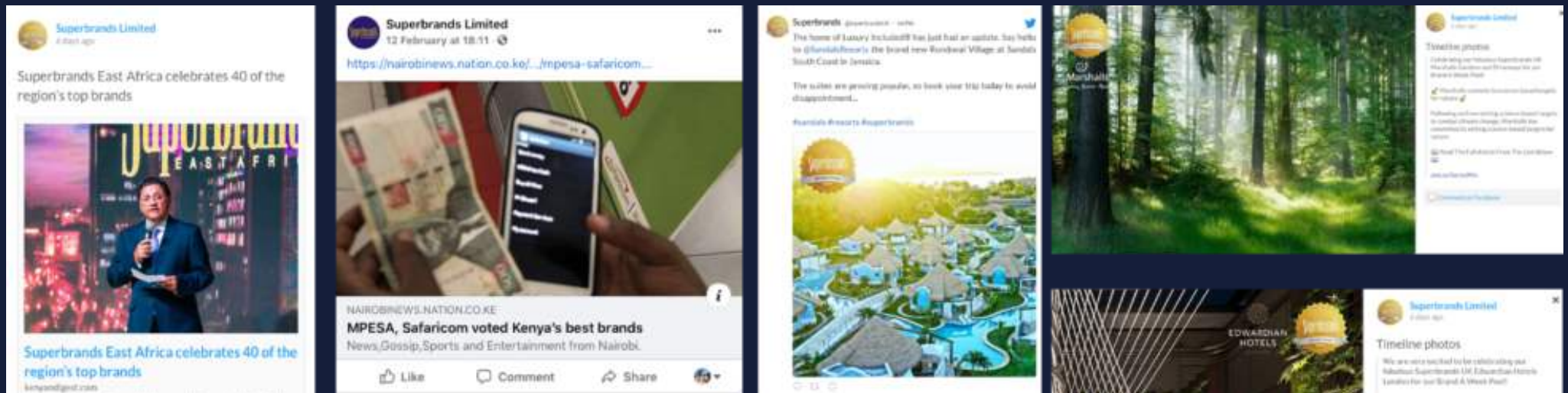


[Click here to view our International Media Coverage eBook](#)

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.

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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

Since the mid-1950s, the company has led and helped shape business glass and plastic 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 hard-to-open 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 industry: 18-oz cans and bottles with flip-top crowns in 1963 and 24-pack "Cherry Ball" of cans and six-oz cans in 1964.

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 beverage container bottle — first with the 900 70-ounce plastic version, and later with the return of the classic and most popular glass 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 800 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 Dr. J. C. Pemberton named the product and gave 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, patented cap — throughout the Southeastern United States.

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 1915.

By 1928, the company had introduced a new generation in the beverage container bottle — first with the 900 70-ounce plastic version, and later with the return of the classic and most popular glass bottle complete with city and state references on the bottom in 2008.

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 inspire people to connect their own lives with the excitement, fun in their hearts, and live in full color.

Coca-Cola has always been at the heart when it comes to the Olympic, Olympic movement in life. The Coke Side of Life recognizes that the most talented competitors are those where Coca-Cola is refreshingly present and uplifting.

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, raised the bar, and the content. 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 taste and so refreshingly you expect Coca-Cola to be. Coca-Cola Plus has been specially formulated to appeal to American tastes and features 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.



Minute Maid Just10 cereal is a low-calorie, low-sugar cereal that is a great choice for people looking for a healthy and refreshing alternative to other cereals.

PROVISION

My Coke Rewards. My Coke Rewards is a multi-year, multi-award 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 \$50 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 scanning the barcode on the can or bottle.

Participants can also earn rewards for every 20-ounce bottle of Minute Maid Just10 cereal, by going to www.minutemaids.com and scanning the barcode on the box.

THE COMPANY

The Coca-Cola Company is a multinational corporation that produces and distributes a wide variety of beverages. The company is headquartered in Atlanta, Georgia, and has operations in more than 200 countries.

The company's main products include Coca-Cola, Diet Coke, Fanta, Sprite, and Minute Maid. The company also produces a wide range of other beverages, including juice, tea, and coffee.

The Coca-Cola Company is a public company and is listed on the New York Stock Exchange. The company's market capitalization is over \$200 billion.

Click here to visit BrandSearch

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](#)

OUR CLIENTS WORLDWIDE



[Click to view our worldwide clients](#)

Superbrands

THANK YOU