

# Superbrands

## Media Coverage

Country	Date	Publication
Israel	2015	Press Clippings

## AIG declared a 'Superbrand' in Israel

01/09/2015

**AIG was recently chosen as a 'Superbrand' in Israel by a survey of Israeli consumers, joining a distinguished hall of fame with the world's most successful and well-known brands.**

**Gill Sagiv, Chief Marketing Officer, AIG Israel**, explained, "This is a remarkable achievement for AIG as it recognises global brands that have demonstrated exceptional performance in their markets and endeared themselves to consumers."

AIG was chosen as a Superbrand by the [Superbrands organisation](#), a global business operating in over 70 countries, which has for 18 years, rewarded leading brands for their innovation and performance. Superbrands has been operating in Israel since 2009 through Forum Publishing Ltd, publishers of the Forum Shivuk marketing journal and organisers of Israel's 'Product of the Year' Awards.

### **What is Superbrands?**

Superbrands' ethos is based on how outstanding brands distinguish themselves through collaborative enterprise, creative marketing, and superior products, in a world of global commerce and competition. Participation in Superbrands is by invitation only, and offered to the most outstanding brands in their field.

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### *How was AIG chosen and declared a Superbrand?*

- Superbrands commissioned independent research to identify Israel's strongest brands, as voted for by marketing experts, business professionals and thousands of Israeli consumers;

- Using external researchers, Superbrands formed a list of 2,300 brands operating in Israel. The list consisted of local and international brands across all product categories;

- An independent panel of judges, led by Professor Jacob Hornik ranked the brands and selected the finalists. Prof. Hornik is the former Head of the Department of Management at Tel Aviv University, and an authority in the field of marketing research and survey methodology; and

- A total of 770 brands were shortlisted and shared with the Consumer Research team of Israel's MarketWatch Institute for Market and Public Opinion Surveys, where consumers ultimately chose the Superbrands of Israel.

<http://www.aig.com/about-us/awards-and-recognition/aig-declared-a-superbrand-in-israel>

## **RB Doors Wins The Superbrands Award**

**14/06/15**

This is the seventh consecutive year that RB Doors (Rav-Bariach) has won the prestigious title of Superbrands!

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What is Superbrands?

*"In a world of global commerce and competition, excellence matters above all else. Outstanding brands distinguish themselves through collaborative enterprise, creative marketing, and superior products. These are exceptional brands which stand apart, elevating themselves to the prestigious distinction of being named a Superbrand. 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: The most respected universal seal of enduring excellence"*

About RB Doors

[Around the globe, RB-Doors](#) is recognized as a trusted door and lock manufacturer providing safety and security alongside decorative elegance with each and every door. For over 4 decades, RB-Doors are marketed worldwide and our products protect homes and businesses in four different continents.

### **The RB Doors Superbrands Award**

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<http://www.isralexporter.com/rb-doors-superbrands>