

# Superbrands

## Media Coverage

Country	Date	Publication
Mexico	2016	Press Clippings

DEC 23, 2016 MEXICO CITY, MEXICO

# BRIDGESTONE RECEIVES "SUPERBRANDS MEXICO" AWARD



**The Japanese company is recognized for the sixth consecutive year by the highest branding authority at a national level.**

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Bridgestone, world leader in tire manufacture, was recognized for the sixth time with the 'Superbrands México' award in the 2016-2017 listing, which annually incorporates the most prestigious brands.

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At the award ceremony of awarding brands incorporated to the 2016 Superbrands Mexico list, Amelia Vives, Manager of Corporate Communication and Social Responsibility for Bridgestone Latin America North, BS-LAN, received the award on behalf of the company.

"We are pleased to continue to strengthen our history and brand values in Mexico through this recognition. To be distinguished as a Great Brand, we highlight our leadership in the production and sale of tires, as well as in the development and implementation of successful commercial, social, communication and marketing activities," Vives said.

Superbrands Certification Seal is granted to brands that have gained a prestigious status as Greatest Brands of Mexico by the Mexican Council of Brands. For this edition more than a thousand brands were evaluated, and only 120 were selected, which are the ones that received the annual certification.

Superbrands is an international organization recognized as the top authority in branding worldwide and pays tribute to brand building, present in more than 80 countries on five continents. Its goal is to identify, reward and honor those brands with achievements that surpass their competitors around the world.

By obtaining this certification, Bridgestone reinforces its position and prestige in the market, where it is recognized as a great model of success. Being a great brand represents a constant challenge to maintain the quality and innovation that Mexican consumers need.

### **About Bridgestone de México, S.A. de C.V. (BSMX)**

Bridgestone Mexico is a subsidiary of the Bridgestone Latin America North (BS-LAN) business unit, which is part of the Bridgestone America Tire Division (BATO LA) and Bridgestone Americas Tire Operations (BATO), headquartered in Nashville, Tennessee. BSMX manufactures and markets passenger and light truck tires, as well as truck and bus, agricultural and off road tires. The company owns a plant located in Cuernavaca, Morelos for tire manufacture, and a second plant for the manufacture of retread materials in Leon, Guanajuato; both plants are certified and awarded in all areas of quality, safety and environment. BSMX markets its products through a network of dealers and retailers and provides products to original equipment manufacturers. For more information, visit: [www.bridgestone.com.mx](http://www.bridgestone.com.mx)

<https://www.bridgestoneamericas.com/en/newsroom/press-releases/2016/bridgestone-receives-superbrands-mexico-award>



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# Superbrands: las marcas mejor valoradas en México

**Nos presentan el volumen no.9 Superbrands México**

OCTUBRE 20, 2016

**Juan Martínez**

**CEO y Presidente de Superbrands México.**

**TW: [@SuperbrandsMX](https://twitter.com/SuperbrandsMX)**

- Hoy, en el Salón Palacio de Iturbide 2 y 3 del Centro Banamex, será la presentación del Volumen No. 9 de Superbrands México, durante el evento se entregarán reconocimientos a más de 120 marcas que han sido distinguidas con el sello para el periodo 2016-2017

## **¿Qué es superbrands?**

- Superbrands es la principal autoridad mundial independiente dentro del campo del 'branding'.
- La organización promueve la disciplina del branding y rinde tributo a las marcas excepcionales a través de programas en más de 90 países a lo largo y ancho de cinco continentes.
- Superbrands comenzó en el Reino Unido en 1994 como un programa de radio en la estación GLR (ahora BBC Radio London). Con el propósito de ofrecer a los consumidores una visión sobre las marcas. Cada programa exploraba los orígenes de la marca y su propuesta actual y futura
- En 1995, después del éxito del programa, se fundó Superbrands LTD

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como una empresa enfocada a promover la disciplina del branding, identificando y rindiendo tributo a marcas excepcionales.

- México produjo su primera edición en el año 2005 y en diez años ha publicado ocho.
- En el 2015, en 90 países existe el programa de Superbrands International.

### Martha Debayle una Superbrand en México



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### **La Organización Superbrands se ha ganado su incuestionable autoridad en branding por medio de:**

- La publicación de libros altamente reconocidos que han sido aceptados mundialmente como verdaderas “biblias” del branding, utilizando la prensa y medios en general, sobre temas concernientes a las marcas.
- Realizando eventos durante todo el año.
- Dirigiendo estudios de casos de marcas, comisionando encuestas sobre marcas en mercados locales y áreas clave y haciendo publicaciones variadas.
- Llevando a cabo una extensa campaña de Relaciones Públicas y campañas en medios.

**La meta de Superbrands es la de identificar aquellas marcas que obtienen logros por encima de otras en su mercado; identificar, premiar y honrar a marcas excepcionales de todo el mundo.**

### **Superbrands México:**

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- Distintivo que se otorga a aquellas marcas que han obtenido el estatus de Superbrands por parte del Consejo Mexicano de Marcas.

### **Consejo Mexicano de Marcas**

- Está constituido por destacadas personalidades del mundo de la Mercadotecnia, la Comunicación y la Publicidad.
- Los Consejeros tienen la tarea de identificar a las Grandes Marcas y concederles el prestigioso estatus de Superbrand.
- Para garantizar una imparcialidad total, los miembros del Consejo se abstienen de calificar a las marcas en las que estén involucrados.

### **El Sello**

Obtener el estatus de Superbrands refuerza la posición de una marca y le agrega prestigio en el mercado posicionándola como un modelo de éxito.

- Es el distintivo que se otorga a aquellas marcas que han obtenido el prestigioso estatus de Superbrand por parte del Consejo Mexicano de Marcas y han aceptado que se les rinda el correspondiente tributo en las páginas del libro.
- Las marcas reconocidas reciben el sello en alta resolución y tienen derecho a reproducirlo en sus empaques, promocionales y publicidad en general.

### **¿Cómo se obtiene el sello?**

- El Consejo Mexicano de Marcas evalúa a más de 1,000 empresas bajo los siguientes pilares: Presencia de mercado, longevidad y lealtad.
- Con esta certificación los consumidores podrán identificar a estas súper marcas, que destacan por la calidad en sus productos o

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servicios.

- Las marcas son invitadas a unirse al programa y así recibir un paquete de beneficios promocionales que varía de país a país.
- Una vez que aceptan la invitación, las marcas participantes son publicadas en el libro que es editado anualmente por Superbrands México en el que se ofrece información relevante de las empresas que son reconocidas y clasificadas como las más grandes y confiables de México.
- A lo largo de 9 volúmenes del Libro de Superbrands México, las mejores marcas han sido parte de este exitoso proyecto, entre ellas: Abbot, Lala, Telcel, Tequila Herradura, Vasconia, Coca-Cola, Clemente Jaques, Gamesa y muchas más.

La trayectoria de Superbrands Limited a nivel internacional ha sido realmente importante desde sus inicios, y hoy en día los libros en los que se publican las marcas son altamente reconocidos y son aceptados mundialmente como verdaderas “Biblias” del branding.

<http://www.marthadebayle.com/v3/radiov3/nospusimosserios/superbrands-las-marcas-mejor-valoradas-en-mexico/>

## **Superbrands, Brands That Seem Like Family**

**The Superbrands seal has been in Mexico for 11 years, recognizing brands that have what it takes to stay in your memory and your heart. We tell you how this marketing exercise works.**

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We live among goods and services that we like: cable channels, cosmetics, diapers, banks, wines, notebooks and soccer teams. We don't even always think of them as products. We are familiar with their logos, feel comfortable with their colors and cuddle up to their campaigns as if they were home sweet home.

Companies that achieve that level of intimacy deserve attention. And that's what Superbrands does every year when it certifies the most recognizable brands on the Mexican market. Last October they came out with their ninth book.

## How Superbrands Came to Be

The Superbrands marketing recognition exercise has been around for several years now. On a 1994 radio program in the United Kingdom, directors and marketing experts were interviewed and asked about how their companies had emerged: their development and product line. In 1996, the radio interview led to an annual publication that also granted Superbrand certification to selected brands. The Superbrand concept started being reproduced in other countries around the globe, currently totaling 97. It has been in Mexico since 2005.

Brand councils are created in all of those countries and are made up of people who are well known for their marketing experience. They go over a list of 1500 brands, where the following stand out:

1. Knowledge of the brand or brand positioning.
2. Brand longevity.
3. Consumer loyalty to the brand.



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• Last October they came out with their ninth book. [HTTPS://WWW.NEWEUROPE.EU/](https://www.neweurope.eu/)

## Superbrands

This year, besides the 31 brands selected, two individual were distinguished for having made brands of themselves, inspiring success and effort among consumers. They are commentator Martha Debayle: “Her success is impressive. She has three magazines with

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huge circulation, and people aspire to be like her, someone with values and success,” and triathlete Luis Álvarez: “To be Iron Man, you have to swim nearly four miles, pedal 112 on a bicycle and end with a marathon. That means admirable physical condition, by a person who shows that **it can also be done in Mexico.**”

**“We measure how well the brand is recognized in Mexico, whether it’s Korean, Japanese, Chinese; and that it’s positioned as a good brand. Many have made use of the book to show their products off in Central and South America, where they are opening up the market.”**

*Juan Martínez, CEO and president of the Mexican Brands Council*

## Judge, but Not Party

Impartiality in the Mexican Brands Council comes from abstention: members cannot vote for brands they are involved with, even the areas the brands participate in. That is how they manage to choose the brands without affecting interests outside Superbrands.

Next year they want to include a category of Sustainable Superbrands, recognizing companies that have taken a responsible role in environmental conservation. “We found out about a brand, Bamboocycles, belonging to a young industrial designer. Its capacity is still artisanal, but it has become a sustainable brand because it is promoting the use of bicycles. We try to include these brands,” explains Juan Martínez.

Brands in Mexico are circumscribed within a vigorous ecosystem of innovation, responsibility and direct communication with clients. Superbrand awards that effort of making a brand a familiar activity.

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• Bamboocycles: artisanal and sustainable. MEXICOESTADEMODA.COM

<https://www.mexico.mx/en/articles/superbrands-brands-that-seem-like-family>