

Superbrands

Media Coverage

Country	Date	Publication
Russia	2005	Press Clippings

08.02.2006.

Vegeta receives "Superbrand Russia" Award in Moscow

Podravka received recognition for its best-known brand Vegeta at an award ceremony in Moscow. After obtaining the status of Superbrand in Hungary and Poland, Vegeta received further recognition in the form of the "Superbrand Russia" award in Russia for 2005. The evaluation and classification of brands were conducted on the basis of data collected by the research houses ACNielsen and COMCON by an independent expert commission made up of competent experts in the areas of marketing and branding, and consumers themselves. A total of 1,033 brands were nominated for the award and the accompanying right to carry the Superbrand name. All these brands are market leaders in terms of their sales volume and recognisability in the market of Russia. Vegeta has joined a narrow circle of brands which have gained the right to carry the Superbrand name in the demanding Russian market. Among companies which have been given Superbrand status, the brands of well-known multinational companies prevail (Kodak, Goodyear, Knauf, Duracell, DHL, MasterCard...) along with domestic Russian brands (Aeroflot, Ruska gazeta...). Consequently, Vegeta is one of the few brands from this part of Europe entitled to bear the Superbrand name. Superbrands International is located in London, and Russia is one of the 45 countries in which it has its subsidiaries.

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Podravka's delegation consisted of Board Members Saša Romac and Goran Markulin, Director of the Eastern European Market Danko Martinčević, and Category Manager for Vegeta Marcel Janeković who said the following at the award ceremony: *"I would like to thank Russian consumers who have recognised our true value. This is the result of the historic heritage created in over forty years of presence in the Russian market. This award means a lot to us because it symbolises the present and potential strength for the further development of brands and innovations. At the same time, Superbrand signifies a great responsibility for the company because our new products and marketing concepts have to justify the high level of confidence shown by Russian consumers. Given the size and demands of this market, Russia has been flagged as one of the countries in which Podravka will speedily develop and increase its business activities."*

Podravka has been present in the Russian market for forty years, and, apart from Vegeta, its exports to this market include soups and children's food. In the category of food complements, Vegeta is a market leader and the strongest brand in Russia. It is sold in more than a hundred thousand sales outlets throughout Russia. For example, it has a significant market share even in remote areas such as Siberia or Kamchatka.

<https://www.podravka.com/media/news/vegeta-receives-quot-superbrand-russia-quot-award-in-moscow/>

14.07.2005.

Vegeta wins 'Superbrand' award in Russia

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Out of a possible total of 400, Vegeta won 385 points and was thus positioned in the group of 388 brands which obtained the right to be called a superbrand in the very demanding Russian market.

Podravka's most famous brand Vegeta has won yet another valuable foreign award. After obtaining the status of Superbrand in Poland, Vegeta has won the Superbrand award for 2005 in Russia as well. The evaluation and classification of brands were conducted on the basis of data collected by the research houses ACNielsen and COMCON by an independent board of experts consisting of competent experts in the areas of marketing, branding and consumers themselves. A total of 1,033 brands were nominated for the award and for the right to be called a superbrand, and all these brands have leading positions in the market according to sales volume and brand recognisability in the Russian market.

Out of a possible total of 400, Vegeta won 385 points and was thus positioned in the group of 388 brands which obtained the right to be called a superbrand in the very demanding Russian market. Brands of famous multinational companies and domestic Russian brands prevail among winners, so that Vegeta is one of the few brands from the area of Eastern Europe which has the right to enjoy the status of a Superbrand. Superbrands International has a seat in London, and Russia is one of 45 countries in which it has its branch offices.

Podravka has been present in the Russian market for several decades and apart from Vegeta its exports to this market include soups and children's food. Given the size and demanding character of this market, Russia has been marked as one of the countries in

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which Podravka will speedily develop and increase its business activities. That is why this award has an even greater importance because it marks Podravka's long-term quality and presence in this market, thus creating preconditions for a further increase in the volume of business in Russia. In 2004, Podravka realised net sales revenues of HRK 114 million in the market of Eastern Europe, and the biggest share of this income was realised in the market of Russia.

<https://www.podravka.com/media/news/vegeta-wins-superbrand-award-in-russia/>



27 July 2005

Alfa-Bank Receives National “Super Brand of the Year” Award in Russia — Moscow, Russia

Alfa-Bank, Russia's largest private bank, has been honored as Superbrand by the independent experts from the Superbrands International (b2b and b2c). This award recognizes the results of the Bank's notable 15 years performance and aggressive PR and Branding campaign in consumer and inter-corporate business in Russia.

The award confirms the image of the Bank as an open institution with inviting and understandable services. This is also proved by dynamic growth in the Bank's retail client base up to one million and record profit in 2004.

In October 2003, Alfa Bank Express, that time a new Alfa-Bank's retail business was nominated “Brand of the Year”.

The Jury — with input from Russian experts in marketing and advertising — selected the best companies on a variety of criteria, both objective and subjective, applied internationally with regard to effective marketing strategies, brand-building activities and promotional campaigns.

<https://alfabank.com/media/news/2005/07/27/2/>

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08.02.2006

Vegeti uručena nagrada "Superbrand Russia" u Moskvi

Na prigodnoj svečanosti u Moskvi Podravka je primila priznanje za svoju najpoznatiju marku Vegetu.



Na prigodnoj svečanosti u Moskvi Podravka je primila priznanje za svoju najpoznatiju marku Vegetu. Naime, nakon statusa Superbranda u Mađarskoj i Poljskoj, Vegeta je primila i priznanje za "Superbrand Russia" za 2005. godinu u Rusiji.

Ocjenu i klasifikaciju marki provodila je, na osnovi podataka istraživačkih kuća ACNielsen i COMCON, nezavisna ekspertna komisija sastavljena od meritornih stručnjaka s područja

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marketinga, brandinga te samih potrošača. Ukupno su za nagradu i pravo nošenja znaka kandidirale 1033 robne marke, koje drže vodeće pozicije na tržištu po obujmu prodaje te prepoznatljivosti branda na tržištu Rusije.

Vegeta se nalazi u uskom krugu brandova koji su dobili pravo nošenja znaka Superbrand na vrlo zahtjevnom ruskom tržištu. Među dobitnicima znaka prevladavaju brandovi poznatih multinacionalnih kompanija (Kodak, Goodyear, Knauf, Duracell, DHL, MasterCard...) te domaćih ruskih (Aeroflot, Ruska gazeta...), tako da je Vegeta jedan od vrlo rijetkih brandova s područja ovog dijela Europe koji ima pravo nošenja statusa Superbrand. Inače, Superbrands International ima sjedište u Londonu, a Rusija je jedna od 45 zemalja u kojima dosad ima svoje filijale.

U Podravkinoj delegaciji su bili članovi Uprave Saša Romac i Goran Markulin, direktor tržišta istočne Europe Danko Martinčević, direktor tržišta Rusije Damir Perlok i category menadžer za Vegetu Marcel Janeković koji je primivši nagradu rekao: *"Zahvaljujem ruskim potrošačima koji su prepoznali prave vrijednosti. To je jedno povijesno nasljeđe nastalo tijekom četrdesetak godina prisustva na ruskom tržištu. Puno nam znači ovo priznanje jer simbolizira snagu i potencijal za daljnji razvoj marki i inovacija. Međutim, s druge strane, Superbrand predstavlja i veliku odgovornost za kompaniju da novim proizvodima i marketinškim konceptima zaista opravdamo tako visoko povjerenje ruskih potrošača. Naime, s obzirom na veličinu i zahtjevnost tog tržišta, upravo je Rusija označena kao jedna od zemalja u kojima će Podravka ubrzano razvijati i povećavati svoje poslovanje."*

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Inače, Podravka je četrdesetak godina na ruskom tržištu, a osime Vegete izvoze se i juhe, te dječja hrana. U kategoriji dodataka jelima u Rusiji je Vegeta lider i najjača marka, a prodaje se na više od 100 tisuća prodajnih mjesta diljem cijele Rusije, pa primjerice ima značajan tržišni udjel i na udaljenim područjima poput Sibira ili Kamčatke.

<https://www.podravka.hr/kompanija/mediji/vijesti/vegeti-urucena-nagrada-superbrand-russia-u-moskvi/>