

# Superbrands

## Media Coverage

Country	Date	Publication
South Africa	2010	Press Clippings

## Ster Kinekor: A Recognised Superbrand

17 Jun 2010



Superbrands South Africa, the independent arbiter of branding in South Africa, has published their third bi-annual volume listing the top premier brands for 2010. Hosting the tribute event on 19 May 2010 only added to Ster Kinekor's pride associated with being acknowledged, for the second time, as a superbrand alongside brand icons like Vodacom, Woolworths and Coca Cola.

The council of brand, advertising, marketing and media specialists that decide on who will receive superbrand status evaluate brands by specific criteria namely; market dominance, longevity, goodwill, customer loyalty and overall market acceptance. When evaluating the epic journey that Ster Kinekor has travelled since its inception in 1969; it is no wonder that the council recognised the supremacy of this cinema brand.

Ster Kinekor is the biggest South African movie exhibitor, almost doubling their closest competitors contribution, and has a firm footprint across the country, demonstrating their dominance in the cinema market. Ster Kinekor has also been successful in bridging the various market sectors. Their upmarket art film chain, Cinema Nouveau, is the only one of its kind in the country and enjoys ongoing success. Ster Kinekor has also made immense strides in breaking into the lower LSM market through the use of innovative marketing techniques such as hosting a free screening in Soweto of the movie, *Mandela Son of Africa*. All of the above contributing to their ability to escalate annual numbers despite the recessionary environment.

Brand loyalty is a major contributor to any brands continued success. Through partnership with other leading South African and international brands, such as

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Discovery, Edgars and Grolsch, Ster Kinekor has been able to offer their patrons loyalty returns such as reduced prices, among the others.

Ster Kinekors recent brand repositioning from Always better on the Big Screen to Your Happy Place is the first in many years and speaks wonders about their commitment to their clients. An extensive selection of marketing tools is extended to their advertising clients; through which Cinemark, their advertising broker, offers a range of traditional and innovative marketing techniques delving into the experiential and 3D marketing realms.

Fiaz Mahomed, CEO of Ster Kinekor Theatres is ecstatic about the listing: As South Africas biggest cinema chain; which traces its roots to the very earliest days of cinema in this country, it is gratifying to know that, somehow or another, we form an integral part of every South African movie-lovers experience with the magical art of movies.

All things considered, Ster Kinekor will continue to fill the role of South Africas favourite cinema brand by providing cinema goers with the unparalleled cinema experience with exceptional sound, state of the art projectors and 3D cinemas across the country. Make your way to Your Happy Place.

<http://www.themarketingsite.com/live/article/ster-kinekor-a-recognised-superbrand/11672/>

## Superbrands recognises Auction Alliance as a leading brand

4 Nov 2010 13:45

Superbrands, the world's largest independent authority on branding, has revealed South Africa's leading brands for 2010/11. For the second consecutive year, Auction Alliance has been awarded the coveted Superbrand status.

Never before has a South African auction house been awarded this status twice in a row, making this an industry first and a further accolade for the company.

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Comments Rael Levitt, CEO of Auction Alliance, “We are elated with this award. When we received it last year we promised we would strive to maintain these high standards, receiving the award yet again is testament to our promise. We have an exceptional team, who are crucial to our continued success and dominance in the auction arena.”

Superbrands identifies brands which are performing above and beyond others within their respective markets. The global brand awards are recognised in 88 countries around the world and at the heart of each programme is an independent and voluntary council of experts, with a deep appreciation of the 'brandscape' in the country being examined. It pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from around the world and only those brands rated highly enough by the council achieve the coveted status.

Auction Alliance has worked tirelessly to improve the image of auctions and has taken them from a last resort sales tool to a first choice method of sale. This award recognises the role Auction Alliance has played in the industry and how they have revolutionised the auction mechanism in South Africa.

What sets the company apart from their competitors is their constant innovation and adaption to technology, in addition to their extensive marketing campaigns. Their auction portal [www.auction.co.za](http://www.auction.co.za) is packed with information as well as advice and their new online auction feature allows viewers and bidders access to their live auctions from anywhere in the world. Alliance was one of the first auction companies to embrace social media, starting a Facebook group, which has over 5 000 followers, and an active Twitter account.

The Auction Alliance brand is also well known for its strategic and innovative advertising, including building wraps on auction properties and billboards in all major cities. It also publishes its own national magazine, the *Auction Magazine*.

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<https://www.mediaupdate.co.za/marketing/31775/superbrands-recognises-auction-alliance-as-a-leading-brand>

## Mango gets world Superbrand status

06 December 2010

Ray Maota



An aircraft in the Mango fleet being prepared for flight. (Image: [Southafrica.to](http://Southafrica.to))



Nico Bezuidenhout, CEO of Mango, says the core value of their brand is affordability coupled with high levels of service.

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(Image: [Flickr.com](#))

South African low-cost airline [Mango](#) has a good reason to celebrate its fourth birthday this year after being awarded global Superbrand status for strong market dominance, customer loyalty, brand longevity and goodwill.

The global [Superbrands](#) organisation gave the airline such status in late November 2010 after being recommended by a council of major players from the domestic media and marketing sectors, international media organisations and blue chip companies.

Mango received the experts' seal of approval and a certificate to prove its new status. The seal can now be used on all official Mango documents and in its advertising campaigns to show customers it has achieved this recognition.

### **The road to Superbrand status**

Mango CEO, Nico Bezuidenhout, said: "The delivery of a brand promise is only as strong as the sum of the collective, and recognition is due to my colleagues who convey the company's values to thousands of guests daily."

The rise of the airline to Superbrand status wasn't a smooth one: during its second year of operation oil prices shot to an all-time high, and in 2009 it felt more than a pinch from the global recession – one of the worst since the 1930s.

"The growth of the Mango brand has been spectacular and for a youthful brand to make an impact on the market is never easy, in particular during a period where negative market influences could have significantly impacted Mango," said Bezuidenhout.

"The core value of our brand is affordability coupled with high levels of service – it is a universal message that we aspire to deliver daily," he added.

Mango has also embraced social media networks to interact with its customers and deal with feedback and complaints.

Bezuidenhout said: "Mango has a strong social media presence, including Facebook, a blog and a Twitter feed where travellers are able to directly engage with the brand."

### **Other accolades**

In its short lifespan, the airline has received four [Prism awards](#) for its communication strategy; a [Budgie award](#) for its marketing campaign; the title of Best African Low-cost Airline at the [World Travel Awards](#) in 2007; and four [Acsa Feather awards](#).

The airline was twice named the "coolest" low-cost airline in the [Sunday Times Generation Next Awards](#) in 2009 and 2010. It was also the top low-cost consumer airline brand in the [Sunday Times Top Brands Awards](#) for 2010 and received the nod for best publication for its in-flight magazine, [Mango Juice](#) in 2009 at the SA Publication Forum Awards.

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The Superbrands organisation has operations in 80 countries throughout the world. It aims to recognise brands that stand out in their respective markets by awarding them Superbrand status – this strengthens a brand's position, adds a sense of prestige and sets it apart from the competition.

In South Africa Superbrands has published three books featuring some of the country's leading groups that have achieved Superbrand status – these include Absa bank, Hulett's sugar, radio station Metro FM and food outlets News Cafe and Steers.

### More about Mango

Mango was launched on 30 October 2006 and its first flight was on 15 November of the same year. Its key goal is to offer sustainably affordable air travel that is accessible to all South Africans.

Mango flies from Johannesburg to Cape Town, Durban to Cape Town, Johannesburg to Durban and Bloemfontein to Cape Town.

The airline was the first to introduce payment through retail store cards. It accepts all Edcon brands, which include Edgars, Jet, Prato and CNA cards. It was also the first to trade through retail in 2007, enabling customers to buy tickets from Checkers, Shoprite and Checkers Hyper Money Market Counters.

Mango is the only low-cost carrier that offers an in-flight entertainment system, *Mango TV*, which is complemented by *Mango Juice* magazine. Its car rental partner is Tempest Car Hire and Southern Sun is its hospitality partner.

Mango has a strong social conscience and ploughs a portion of its proceeds back into community development. In partnership with Tempest Car Hire, it has boosted grassroots football by sponsoring the development of the sport in 52 schools and has hosted three regional tournaments.

It also takes underprivileged children on educational outings and plants trees to offset its carbon emissions.

<http://www.medioclub.co.za/visitsa/2086-mango-superbrand>