

# Superbrands

## Media Coverage

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## Bayer And Aspirin receive the stamp Superbrands 2013

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10/05/2013



Bayer and Aspirin have been recognised with the stamp Superbrands 2013, an international distinction that awards to the most recognised marks of each country. Present in more than 80 countries, the distinction is at present the main world-wide authority independent in matter of branding and, as such, every year evaluates and recognises to the most prestigious marks of each country.

In the Spanish edition of this year, Superbrands has analysed a total of 1.300 marks. A council of local experts, formed by professionals of marks recognised, agencies of marketing and members of the main universities and schools of Spanish businesses commissioned to choose the 261 mark finalists. Later, they analysed through a survey go in more than 3.000 consumers to know, at first hand, which are in his opinion the best marks of the country.

Carlota Gómez, director of communication of Bayer in Spain, has ensured that “we feel us proud to receive this galardón. For us it supposes a recognition to the success of Bayer and of Aspirin in our market”. And it has added “it gladdens us know that we are mercedores of

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the confidence and the respect so much by part of the experts of the sector as of our consumers”.

Gómez also has explained that numerous studies situate to the company “like the most known company and accepted of his sector, with the strongest strategy and the most engaged with the profit of the society”. In this sense, has resaltado that “success, innovation, competitiveness, confidence, honestidad or efficiency are some of the attributes of the mark Bayer”, according to these studies. In concrete, has signalled that Bayer is a mark “known and valued by 98% of the Spanish population, as well as his more popular product Aspirin, by 91% of the Spaniards”.

<https://www.interempresas.net/Farmacia/Articulos/109160-Bayer-y-Aspirina-reciben-el-sello-Superbrands-2013.html>

### **Tuenti: Superbrand 2013**

Posted on 5/14/2013 by Alejandro Vázquez-Guillén, VP of Business Development, Marketing and Sales

We’re truly lucky. Tuenti, founded just 6 years ago, has already been awarded one of 2013’s best brands in Spain by consumers and specialists. The awards ceremony for the 3rd edition of Superbrands took place on Thursday, recognizing the strongest brands out of more than 1,300 others. For the very first time, Tuenti received the award which is a source of both pride and satisfaction. This is even more noteworthy considering the age and innovation of our company. We are now ranked among other national and international long-standing brands, many of which have been around for over a hundred years.

Superbrands identifies, evaluates, and awards the most prestigious brands in each country in order to promote excellence within the branding industry. Others awarded this year were: Alhambra, Aspirina, Bayer, Campofrío, Chicco, Fnac, Heineken, Iberia, Mahou, Diario Marca, Philips, Bodegas Protos, Repsol, Samsung, San Miguel and Seur.

The 1,300 brands selected were rated based on criteria such as consumer loyalty and goodwill. More than 3,000 consumers assessed the reputation of these brands

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in terms of the confidence, admiration, and respect they inspire. We'd like to thank **the users, judges, and of course the whole Tuenti team for making this possible.**

<https://corporate.tuenti.com/en/blog/tuenti-superbrand-2013-2>