

Superbrands

Media Coverage

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Superbrands To Be Recognized In Sri Lanka

IEWS (1244)



Superbrands, the UK based independent authority on branding, which promotes the discipline of branding and pays tribute to exceptional brands all over the world, recently commenced operations in Sri Lanka. The Superbrands organization is the only organization that acts as an independent arbiter on branding.

Since 1994, the company has been publishing a prestigious series of books, which identify and pay tribute to the strongest brands in the world. Although the concept began in the UK, it has now spread to over 50 countries. Ruchi Gunewardene, CEO, Superbrands Lanka, said that the objective of Superbrands is to recognize brands that have been successful in Sri Lanka by virtue of the strong emotional link they have built with their customers.

The brands are selected through a process, which involves independent and voluntary panels of experts, known as the 'Brand Council', comprising entrepreneurs, PR, advertising, market researchers and managers from major brand focused companies. These experts bring in their

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knowledge of the local market and branding and are the foundation of the organization and its authority.

The Brand Council for Sri Lanka headed by Eardley Perera is in the process of being set up. The council will identify and evaluate both global and local brands active in Sri Lanka, which they believe qualify for Superbrands status.

"We plan to launch the inaugural edition of Superbrands in Sri Lanka in November 2006 with about 100 brands featured in the edition," said Sharmila Cassim, Director Marketing, Superbrands Lanka. A list of all the brands that are available in Sri Lanka will be made and then they will be short-listed to include only brands that have a business presence here and those that have a marketing program here. The list will be a mix of local and international brands.

The program will only recognize consumer products and services in this phase, while corporate and business-to-business brands will be considered as a separate program.

Cassim added that by making the learnings from Sri Lanka Superbrands more widely known amongst businesses, they hope that it would be a catalyst to bring about greater brand excellence in the country.

Superbrands Lanka is a subsidiary of the branding and consultancy firm, STING Consultants.

<http://www.businesstoday.lk/article.php?article=5153>

SUPERBRANDS forms Sri Lanka Brand Council

Superbrands, the independent authority which promotes the discipline of branding and pays tribute to exceptional brands, recently formed its Sri Lanka Brand Council to commence the evaluation, amongst approximately 650 short listed brands.

The Superbrands programme is being implemented by Superbrands Lanka which was established in October this year as the 51st country to be recognized for Superbrands listing. The programme which began in the UK in 1994 is now being implemented in 55 countries

The Head of the Superbrands Sri Lanka Council Eardley Perera, who is a pioneer in marketing education and a well respected strategic marketing consultant says "a Superbrands rating will offer consumers significant emotional and/or physical advantages

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over its competitors which (consciously or sub-consciously) consumers want and recognize and willing to pay a price premium for".

"We have selected our panel based on the expertise each member has in working with brands in the Sri Lanka market. They are all highly respected individuals coming from business and marketing related backgrounds. Each Council member truly is an unquestionable leader who has a significant standing within the industry and is highly rated by his/her peers. They are all senior people who have the experience and whose opinions are valued," says Perera.

The 16 members of the Council were profiled based on obtaining the right mix of people to provide different insights into brands. "As the process of brand selection is based on a panel, and not through consumers, it is vital that our panel had the experience and the right blend of knowledge and perspectives from which Sri Lanka's Superbrands would be selected," says Perera.

The corporate business heads included in the panel are Singer CEO Hemaka Amarasuriya and Dialog's Dr Hans Wijesuriya, and those who have established highly successful business enterprises such as, Mahesh Amalean of MAS, Hussain Eusufally of Hemas and Ashroff Omar of Brandix Apparel.

"It was essential that we have brand entrepreneurs as well, who have been involved in building successful brands into a highly successful business. Otara Gunewardene of Odel and Malik Fernando of Dilmah fall into this category of council members," says Perera.

Those representing senior positions in marketing include Unilever's Amal Cabraal and MAS's Ravi Fernando. The specialist disciplines within the industry are covered through Lowe Lintas Chairman, Lilamani Dias Benson and Chairman of Phoenix O&M Irvin Weerackody. The market research representatives include CEO of LMRB Tissa De Alwis and Consultant Dr. Harsha De Silva. Highly respected academic/consultant Dr. Uditha Liyanage and a representative from The Chartered Institute of Marketing, Sri Lanka Region make up the rest of the panel.

"We hope to be able to finalise the entire judging process from which the Superbrands will be invited to join the programme by end January" concludes Perera.

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A Superbrands rating is today the worldwide benchmark which recognizes brands with significant strategic focus and commitment for achieving extraordinary results, and is one of the most prestigious branding publications that are available.

Superbrands Lanka is a subsidiary company of STING Consultants, Sri Lanka's leading strategic marketing consulting firm. In addition, STING Consultants subsidiaries include the branding consultancy & Brand as well as an alliance with Brand Finance.

<http://www.island.lk/2006/01/04/business5.html>