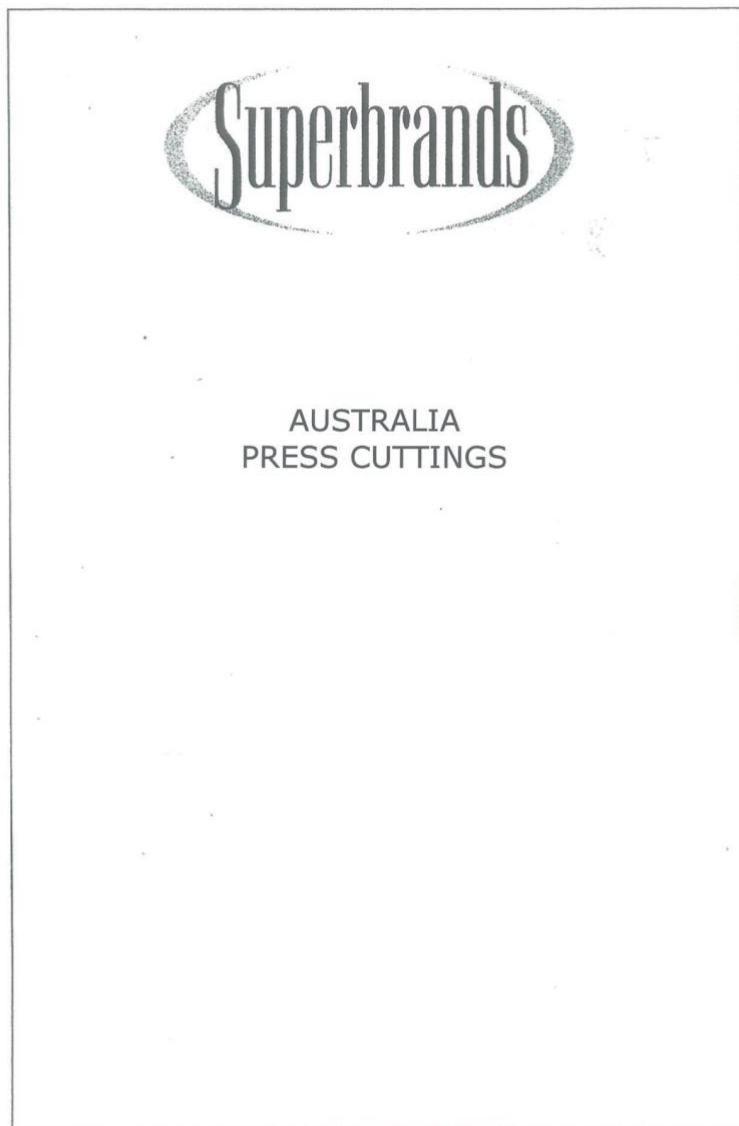


# Superbrands

## Media Coverage

Country	Date	Publication
Australia	1999	Press Clippings



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## Media Coverage

Country	Date	Publication
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*internet*

<http://www.businesssydney.com.au/mar16.htm>

### Manufacturers and retailers locked in brand name brawl

By Katrina Nicholas

The Superbrands Council of Australia has 12 members drawn from high profile advertising agencies and business corporations. They have coined the phrase 'superbrand' for those brands which offer consumers significant emotional and physical advantages over its competitors. They are the brands for which consumers want, recognise and are willing to pay a premium.

As well as Nike and Levi, other superbrands include Vegemite, Chanel, American Express, Coca-Cola, KFC, Dairy Farmers, Yellow Pages and Toyota.

Peter Gallucci, national media director for George Patterson Bates and a member of the Superbrands Council, said there are a few prerequisites a brand must have to be considered a superbrand.

"All superbrands are popular in terms of market share and consumer attitudes, so people have to want to buy the brand," Gallucci said.

"Image, relevance and performance drive likeability, acceptance and purchase, and clever marketing, understanding consumer needs and a great product drive image, relevance and performance.

"If a brand starts off with those core disciplines, maintains a long term commitment to brand integrity and has some luck, then it's well on its way."

Gallucci also said he believed that consumers paying 50 percent for an image was not excessive and that constraints at point of sale were understandable.

"If kids these days want to pay for image, then I don't see anything wrong with that.

"Plus when manufacturers have gone to extreme lengths to create a campaign and deliver a specific image to their customers, they don't want it let down at a retail level. Advertising is only one facet of the

marketing push-packaging and point of sale are very important also," Gallucci said.

Network Sales Director of the Seven Network, Maureen Plavsic, also sits on the Council and is similarly adamant consumers in the 1990s do not place too much emphasis on brand and image.

"It is very appropriate for suppliers to put restrictions on retailers because they have spent millions developing a brand and, in the case of Nike, getting celebrities involved, so that should be maintained at a retail level," Plavsic said.

"And I for one know that I'd much rather buy a pair of Levis as opposed to a Target pair, even if they looked exactly the same and were of the same quality."

# Superbrands

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**WHICH** brand of children's toys was named from the Danish for "play well"?

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In Superbrands you'll see why 65 of the world's biggest and best-known brands are worth billions of dollars worldwide. Learn the strategies from the world's greatest marketing organizations that could transform your brand into a Superbrand

# Superbrands

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B & T MARKETING

## Superbrands rise again

A new book aims to detail the stories of Australia's greatest brands.

**W**HAT makes a brand rise above the pack and become a household name? This is one question the latest edition of the book *Superbrands* attempts to answer, by taking a detailed look at brand icons such as Bic, Dulux, Esky, Holden, Tip Top and many others.

*Superbrands*, first published last year, is a book containing the stories of 80 of Australia's best-known and best-loved brands. It chronicles their history, their present position in the market and what makes them different from their competitors.

Due for release in June, the book is produced by Super-

brands, a company run by managing director Stephen Smith.

To select the brands to enter the book, Smith compiled a comprehensive list of 400 well-known brands.

These brands were then referred to a Superbrands Council of prominent members of the advertising, marketing and media industry, which judged them on the basis of relevance, esteem and goodwill, with only the best brands making it through to the next level.

With the judging process narrowing the field to about 120 brands, these were then invited to take part in the project. Around 80 brands finally took up the offer and these are the ones



Vegemite: A well-loved Australian brand.

that appear in the book.

"The reaction and response to the first edition was fantastic," Smith said. "And that's evident by the increased number of Superbrands in this year's book, from 65 to 80."

"In an overall sense it's a very worthwhile and valuable project because it's talking about why the brand is an icon and how it differentiates itself from its competitors," he said.

"For example, Sony started from a \$1500 loan. Today, it's a

multi-billion-dollar brand and a household name.

"*Superbrands* chronicles where the brand has come from and how it received its icon status [and] what it has done to give it the positioning it enjoys today."

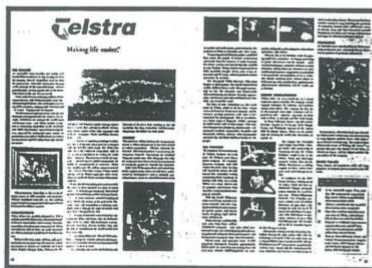
While many of the brands are Australian-owned, *Superbrands* also includes global brands that are popular here.

"Mercedes and Michelin are overseas-based brands, but they are extremely well-known and well-loved in Australia too, so it's appropriate that they be named in the *Superbrands* book," Smith said.

Once the new book is published, there will be a celebration night including the Superbrands awards, which will recognise the Superbrand of the Year and outstanding brands in various categories.

At the corresponding event last year, at which Coca-Cola was named Superbrand of the Year, 420 people attended the night, and \$50,000 worth of Superbrand prizes were given away.

A limited number of special *B & T Weekly*-edition *Superbrands* books will be available to *B & T* subscribers in June.



Telstra: Selected by the Superbrands Council in 1998 and 1999.



Superbrands: 80 of Australia's icon brands.

### Superbrands Council Members

- Chairman: Director of Marketing Communications, Telstra
- Barrie Parsons, publisher, Media Group Review, Business Information
- Maureen Playster, managing director, media, advertising, sales and marketing, Telstra
- Christopher Savory, former Chairman, ABC/Pacific, Burson-Marshall
- Michael Simon, managing director, Pacific Century, Pacific Century
- Malcolm Spry, group general executive, Pacific Century, AC Nielsen
- Graeme Wild, chairman, Telstra
- The late Peter Gallucci was a founding member of the Superbrands Council.

## Does your company have a Web site?

### Web Directory

@ [www.bandt.com.au](http://www.bandt.com.au)

Then you should have it listed in LOG ON Australia's only weekly advertising and marketing Web site Directory with a hot link on the B&T home page. For more information about B&T's Web site directory call

Jacqui Brown on (02) 9422 2875, Dennis Russell on (02) 9422 2891, or Margee Glover on (03) 9245 7508



# Superbrands

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### LEISURE Books

#### House hunter

Property inspector and architect Jerry Tyrrell has examined thousands of properties for home buyers. He's translated his experiences into *House Hunting, A Consumer's Guide to Buying a Home in Australia* (Allen & Unwin, \$16.95). It covers everything from organising finances to inspections, building a house, buying at auction, investing in real estate, insurance and moving in. There's also a glossary of real estate, conveyancing and building terms.

#### Short of space?

Don't hesitate to build bookshelves around the doorway or under a window.

#### Colour leaves its magic mark

Jocasta Innes, a leading exponent of painted finishes, took the decorating world by storm 15 years ago with her book *Paint Magic*. She's followed with many more, including the *Around the House* series. Well-priced and compact, each concentrates on one decorating area. *Colour* and *Underfoot* (Macmillan UK, \$16.95) go into colour theory, schemes and raw materials, as well as applying various painted finishes and textures to floors.

#### Dollar dazzler

"Save little, save often" is the wise advice from

THE HOME BEAUTIFUL MARCH 1999



television money man Paul Clitheroe. It's included in *The Little Book of Money Tips* (Anne O'Donovan, \$4.95), along with tips for commonsense money management and proven principles for long-term financial success.

#### Tastier tomatoes

Few things taste better than a just-off-the-bush, homegrown tomato. Allen Gilbert's *Tomatoes for Everyone. A practical guide to growing tomatoes all year round* (Hyland House, \$29.95) covers all aspects of tomato-growing, from planting, feeding and coping with pests, to recipes for sauces, relishes, chutneys and pickles.

#### Home to the stars

Everyone likes to peep into someone else's home. In the glossy and gorgeous book, *A Room of Her Own* (Hodder & Stoughton, \$39.95), women from all walks of life introduce their sanctuaries. We see designer Adrienne Vittadini's

whitewashed pool house on Long Island, Oprah Winfrey's relaxing room next door to her Chicago recording studio and Ali MacGraw's stark retreat near her main house, where she practises yoga.



#### Name of the game

What's in a name? Everything. We'll spend a fortune on shoes, a watch

and a shirt, almost identical to a cheaper version, except for the brand. *Superbrands* (Superbrands, \$55) tells the stories of Australia's 65 best-known brands, from Coca Cola to Qantas. *Home Beautiful* has 20 *Superbrands* books to give away. To find out who's who in the brand business, tell us why you'd like one, in no more than 15 words. Write your entry, name and address on the back of an envelope and send it to *Home Beautiful*, GPO Box 17430, Melbourne, 3001 before March 16.



# Superbrands

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### CHECK IN

**THE NAME'S AVIS** While enjoying the publicity spin-off from the latest James Bond movie, *Tomorrow Never Dies*, in which 007 picks up a "very special" Avis rental car, the company unfortunately cannot offer vehicles with ejector seats, revolving bogus registration plates or concealed weaponry like those designed by M15 gadget ace Q. Too bad really.



**SUPER COOK** Is it a bird? Is it a plane? No, it's Superbrand! This could well be Thomas Cook's new advertising jingle following its nomination by a group of senior managers from advertising and marketing companies as an Australian 'superbrand'. Ranking alongside such luminaries as Cadbury's, the Commonwealth Bank, Fosters and Vegemite, it's just a pity Thomas Cook isn't actually Australian-owned.

### POLITICALLY CORRECT MARKET

Anyone who thought young Australian travellers were louts lost on a pub crawl should think again. A study by STA of hot overseas destinations according to 18-35 year-olds shows that those countries with dictatorships and promoting sex tourism are out. In are volunteer programs, learning holidays, homestays, themed tours (wine, theatre or architecture) along with rafting and mountain biking. Parents can be very proud.

**SLEEPING WITH THE ENEMY** Good to see airline co-operation isn't restricted to alliance partners. At Aquino International Airport in Manila for example, journalists attending the ASEAN Tourism Forum discovered that Qantas chooses to use Singapore Airlines' Kris World lounge as an overflow to its own joint facility with British Airways. *Traveltrade's* representative reported that the lounge was not only very comfortable but came complete with material promoting the benefits of Singapore's alliance with Ansett.

**PUBLISH AND BE DAMNED** Journalists at the ASEAN forum were also amused by one of their Korean colleagues who stood up during a press conference to express his "outrage" at the claims being made by various NTOs that the Korean market was down 80 per cent. "This is a complete untruth," he said. "As a citizen of Korea and a journalist dedicated to the truth I have to inform everybody that the market is actually down 100 per cent".

**HEAVY PETTING** A surrogate pet scheme has been launched at the animal-friendly SoHo Grand Hotel in New York. Pet-less guests are being offered the opportunity to care for a goldfish in their room during their stay. Those who prove agreeable are issued with a goldfish in a bowl, fish food and a sheet of care instructions. Trained staff check on the welfare of the goldfish (and presumably the guest) every day and change the water regularly. The hotel says research shows the fish help relax and soothe tired guests. A spokesman for the hotel said: "The goldfish reside in surroundings as stylish as the hotel itself - large inward-curving bowls lined with white river pebbles. Guest-goldfish relations seem to be going swimmingly, with some regulars naming their fish and asking for them at each visit. Others become so attached to the fish that they take them home."

# Superbrands

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### Coca-Cola takes over Superbrand

COCA-Cola has been named Australia's Brand of the Year for 1998.

A panel of 10 of Australia's top marketing professionals determined Australia's 1998 Superbrand by awarding points based on how well each nominated brand met certain criteria.

The points were then tallied to reveal Coca-Cola as the Brand of the year.

Coca-Cola was also named 1998 Brand of the Year in the beverage category.

Geoff Walsh, Coca-Cola South Pacific, division external affairs manager, said the honor came as the brand approached an important point in its history.

By April Coca-Cola was expected to reach the milestone where one billion servings of its product per day would be reached.

Per capita consumption of Coca-Cola in Australia is now the fourth highest in the world, with about five billion servings sold each year.

The brands were selected by the Superbrands Council, comprised of representatives in advertising, media, industry and research (ACNielsen) and from those 65 brands, winners were selected in March as the best brands in 12 categories.

Winners were chosen on their ability to meet the definition of a Superbrand as "a brand which offers consumers significant emotional and/or physical advantages over its competitors which consumers want, recognise and are willing to pay a premium for."

Brands with a specifically Australian heritage, which took out their individual category awards were Mortein (household), Qantas (holiday and travel), Telstra (business equipment and services) and Cadbury and Vegemite (food).

Grocery products included in the 65 Superbrands were: Bega cheese, Bundaberg rum, Cadbury chocolate, Coke, Cussons Imperial Leather soap, Dairy Farmers milk, Dettol antiseptic, Flora margarine, Fosters beer, Glad bags and foil, Hallmark greeting cards, S.C. Johnson cleaning products, Kiwi shoe polish, Kodak cameras/film, Lindemans wines, Listerine mouth wash, Mortein insect spray, Panadol analgesics, Penfolds wines, Revlon cosmetics, Schick razors/blades, Sellotape adhesive tape, Sorbent bathroom tissue, Sunrice rice, Vegemite yeast spread, and Vittoria coffee.



RETAIL WORLD, April 6-12, 1998 19



## Media Coverage

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