

Superbrands

Media Coverage

Country	Date	Publication
Bosnia	2008	Press Clippings

<https://www.podravka.com/media/news/podravka-vegeta-and-cokolino-has-been-awarded-the-superbrands-status/>

02.06.2008.

Podravka, Čokolino and Vegeta - Superbrands in BiH

Podravka's brands "Podravka", "Čokolino" and "Vegeta" have gained the status of Superbrands on the market of Bosnia and Herzegovina, thus being included among the leading brands in Bosnia and Herzegovina.

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"This is a big recognition for all three brands which besides the so far market confirmation of the consumers, have been recognized also from the leading marketing, media experts and scientists. It is an important thing to be in competition with 12 000 brands that are present on the market of Bosnia and Herzegovina and to have reached the top. In the future not only are we going to give our best to justify this recognition but we will also be more competitive on the market", Josip Canjar, the Podravka manager for Bosnia and Herzegovina has said.

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By achieving this recognition "Podravka", "Čokolino" and "Vegeta" have gained the Superbrands status and have been allowed to use the award-winning sign Superbrands BiH 2008.

The Superbrands organization is an independent arbiter on branding. It pays tribute to brands that it considers exceptional through its programs. It covers a wide variety of activities including promotion and announcement of exquisite brands as well as the promotion of the brand itself and it is present in 75 countries throughout the world.

The Superbrands Council which selected the brands for the year 2008 in Bosnia and Herzegovina comprised 55 industry, marketing and business experts and practitioners as well as the media representatives. There were 12 000 brands on the list that are present on the market of Bosnia and Herzegovina whereas as many as 800 domestic and foreign brands comprised the finalists' list which was prepared in collaboration with the leading market researching agencies. The best brands were invited to participate in the project based on the following criteria: market dominance, longevity, goodwill, customer loyalty, reputation, recognizability and market acceptancy. As a result of this selection, the book "Superbrands BiH 2008", will be published which will be presented at a Superbrands award-winning ceremony in September.

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<https://www.podravka.com/media/news/podravka-vegeta-and-cokolino-has-been-awarded-the-superbrands-status/>

05.11.2008.

Podravka, Vegeta and Čokolino has been awarded the Superbrands status

Podravka, Vegeta and Čokolino have been awarded the Superbrands status and thus involved in the leading brands in Bosnia and Herzegovina.



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At the Superbrands awards receiving ceremony for Bosnia and Herzegovina for the year 2008, that took place in a packed hall of Dom mladih in Sarajevo, Podravka won three awards in the competition of around 800 domestic and international brands. Podravka, Vegeta and Čokolino have been awarded the Superbrands status and thus involved in the leading brands in Bosnia and Herzegovina.

„We are proud that our three brands have been awarded the Superbrands status because this award is at the same time a recognition of the leading business, marketing, media and academic professionals. Quality, reliability, and long-time consistence of Podravka, Vegeta and Čokolino have already been recognized by our consumers, and this award is also an encouragement to us to continue with creating and giving more than our consumers expect from us in order to be more competitive on the market", Josip Canjar, chief executive of Podravka d.o.o. Sarajevo has pointed out.

The Superbrands organization is acclaimed worldwide as being an independent authority and arbiter of branding excellence. It is present in 75 countries worldwide, and in 2008 it began with its work in Bosnia and Herzegovina. The organization is committed to paying tribute to exceptional brands and promoting the discipline of branding

The work of the organization is based on identification and recognition of exceptional brands, collaboration with the majority of agencies and analyzing the specific brand on all major geographic markets. It thus recognizes those that achieve more than their competition and awards them the independent and coveted Superbrands Status strength, quality, and affinity and was selected from a list of approximately 1000 potential Superbrands.

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Vegeta is included in the publication which is published regularly for this giving ceremony.

Thus the leading products - Vegeta bag of 250 g and Vegeta bag of 500 g will have the sign Superbrands in the following year and the same one will be used for all the other forms of marketing communication for Vegeta that will take place in the period from September 2008 till September 2009.

More media coverage can be found here:

<http://www.flickr.com/photos/podravka/tags/superbrand/>

P&G is recognized as a leading global company and a company committed to creating a diverse workplace.

Balkans' External Recognitions

- P&G Romania among top 10 Employers of Choice (2011)
- Ariel and Head&Shoulders won the Romanian Most Trusted Brands Award, for the 5th time in a row, by Reader's Digest (2011)
- P&G Romania receives the Best Investor of the Year Award by Nine o'clock publication (2011)
- The 2nd Best Marketing Cause Related Program "Chance to life, chance to new memories" by Forum of Bulgarian Business Leaders (2011)
- Ariel Romania was recognized as the Strongest Fabric and Home Care Brand by Piata Magazine (2010)
- "Head & Shoulders 400 ml+100 ml for free" was recognized as the Most Efficient Promotion Campaign by Piata Magazine (2010)
- "1 Pampers = 1 vaccine" was recognized as The Best Corporate Social Responsibility campaign from the FMCG by Piata Magazine (2010)
- Gillette Fusion Power won Cosmopolitan Beauty Award in Serbia (2010)

Previous External Recognitions

- Bronze EFFIE for P&G Cause-related Campaign "Chance to life, chance to new memories" (2009)

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- Silver EFFIE for Bonux 2in1 fr Spring Mood campaign (2009)
- CSR Award for th Pamper - Unicef campaign (2009)
- Ariel won Superbrand 2009 status in Bulgaria (2009)
- The Best Marketing Cause Related Program "Chance to life, chance to new memories" by People to People Gala (2009)
- The Best Marketing Cause Related Program "Chance to life, chance to new memories" by Forum of Bulgarian Business Leaders (2009)
- Gillette Fusion was recognized as the Product of the Year in Romania (2009)
- Gillette Phenomenat Tour 2009 entered the Guinness World Record Book
- Gillette Phenomenal Tour 2009 got the Excellence Diploma at EMEA SABRE PR awards (2009)
- Gillette, Ariel and Pampers won Superbrand 2009 status in Bosnia & Herzegovina (2009)
- Ariel Automat Mzim5 Mountain Spring, Gillette Fusion, Always Ultra Normal Plus, Pampers, Oral B Cross-Action Complete 7, Braun Silk épil Xpressive won Product of the year status in Romania (2008)
- P&G won Superbrand 2008 status in Romania (2008)
- Gillette, Always and Pampers won Superbrands 2008 status in Bosnia & Herzegovina (2008)
- P&G won Superbrand 2007 status in Romania (2007)
- P&G, Always, Ariel, Blend-a-med, Bonux, Head & Shoulders, Pantene, Pampers, Pantene and Wella won Superbrand 2007 status in Romania (2006)
- Ariel won Superbrand 2006 status in Serbia (2006)
- Sabre Award for the P&G Civic Education program "Learn to make a difference", as the Best Program in the Eastern Europe" (2005)
- The Best Corporate Volunteer Program for the P&G Civic Education Program "Learna to make a difference" in Romania by People to People Gala (2004)
- Premiul II Award for P&G by HR Federation in Romania

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