

Superbrands

Media Coverage

| Country | Date | Publication |
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| Bulgaria | 2009 | Press Clippings |

Bulgaria Recognizes 50 Consumer Superbrands for 2009



Each of the fifty Superbranded companies was awarded for its outstanding performance on the market. Photo by Superbrands Bulgaria

Fifty Bulgarian and global companies in the consumer and services sector were recognized for making it up to the highest level of **Superbrands**, the world's largest independent arbiter of brands.

The glitzy awarding ceremony held Monday evening at Sheraton Sofia Hotel Balkan was attended by the country's business elite, ambassadors and foreign guests.

The independent survey of the consumer segment on the Bulgarian market, which was carried out for the second time, recognized once again Bulgaria's first and

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largest mobile operator M-Tel as the top domestic brand and Coca-Cola as the top global brand.

The selection and assessment of brands are universal around the world and consist of two stages - secret vote of the **Superbrands** board and a representative nationwide online vote, which was joined this year by more than 10 000 people.

Each of the fifty Superbranded companies was awarded Monday evening for its outstanding performance on the market. The awards were handed by Steve Dodgson, **Superbrands** CEO, Vesselin Blagoev, chair of **Superbrands** Bulgaria board, and by members of the independent jury of experts.

"The successful business strategy can be sustainable only when entrepreneurs set themselves a wide range of goals, which go beyond the short-term profit," European Consumers Protection Commissioner Meglena Kuneva said in a video message at the event.

"The managers should not forget about the consumers' interests if they want to contribute to the stable economic development," she added.

Kuneva stressed that the responsible entrepreneurs are not only useful to the consumers, but attach new significance to the companies.

The third edition of **Superbrands** Bulgaria traces the history, success and latest achievements of the fifty strongest brands in Bulgaria.

For the first time ever the luxurious Bulgarian edition is accompanied by a special supplement – Responsible **Superbrands**, which examines the public dimensions of the socially responsible business.

The project is part of the global programme **Superbrands**, which is already operating in more than 80 countries, identifying and promoting the most powerful brands and business practices on the market.

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<http://www.novinite.com/articles/110608/Bulgaria+Recognizes+50+Consumer+Superbrands+for+2009>

Coca-Cola, M-Tel Named Top Consumer Superbrands in Bulgaria



Mila Behar (R), Superbrands manager for Bulgaria and Superbrands board chair Vesselin Blagoev (L), presented the project on Monday. Photo by Superbrands Bulgaria

Superbrands, the world's largest independent arbiter of brands, further strengthened its position on the Bulgarian publishing and branding scene after the launch of the third edition of **Superbrands** Bulgaria, dedicated to brands in the consumer and services sector.

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The luxurious edition, which was presented at a press conference in Sofia on Monday, traces the history, success and latest achievements of fifty of the strongest brands in Bulgaria.

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The selection and assessment of brands are universal around the world and consist of two stages - secret vote of the **Superbrands** board and a representative nationwide online vote, which was joined this year by more than 10 000 people.

The **Superbrands** board judged the brands based on the perceived quality of services, reliability and its distinction from competitors.

This year the independent **Superbrands** board was chaired by Vesselin Blagoev, chief executive of the Bulgarian Marketing Association.

The culmination of **Superbrands** Bulgaria will be a glitzy awarding ceremony Monday evening, when representatives of the selected companies will be recognized for making it up to the highest level of Superbrands.

<http://www.novinite.com/articles/110557/Coca-Cola%2C+M-Tel+Named+Top+Consumer+Superbrands+in+Bulgaria>

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Superbrands Bulgaria Picks Top 500 Business-to-Consumers Brands

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Superbrands, the international independent brand arbiter, announced on Tuesday it has picked the top 500 business-to-consumers brands operating in Bulgaria.

Bulgaria's first and largest mobile operator M-Tel was recognised as the top domestic brand and Coca-Cola was named top international brand.

Among the brands that made it to the top twenty are Google, bTV, Nokia, Adidas, Nescafe, Milka, Ariel, Sony, Mercedes-Benz, Globul, Heineken, Microsoft, BMW, Nestle, Nike.

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<http://www.novinite.com/articles/102194/Superbrands+Bulgaria+Picks+Top+500+Business-to-Consumers+Brands>

M3 Communications Group among Bulgaria's Top 50 Business Brands



M3 Communications Group, Inc. CEO Maxim Behar (left) receives the Superbrands 2009-2010 award by Bozhidar Bozhinov, member of the independent expert jury of Superbrands Bulgaria. Photo by M3 Communications Group

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Bulgaria's largest PR agency **M3 Communications Group**, Inc. is among the country's strongest business brands, according to the global **Superbrands** program, the company has announced.

For a third year in a row, **M3 Communications Group** has become part of the prestigious catalogue of **Superbrands**, the world's largest independent arbiter of brands, which acknowledged Bulgaria's top 50 brands for 2009-2010.

The **Superbrands** 2009 award ceremony, which has been held at the Sheraton Sofia Hotel Balkan, has been attended by the country's business elite, ambassadors and foreign guests.

M3 Communications Group, Inc. was awarded together as one of the fifty **Superbrands**-recognized companies for its outstanding performance on the market. The award was received by renown Bulgarian businessman and PR expert, **Maxim Behar**, CEO and founder of M3 Communications.

The awards were handed by Steve Dodgson, **Superbrands** CEO; Vesselin Blagoev, chair of **Superbrands** Bulgaria board, and by members of the independent jury of experts, including Tsvetan Simeon, Chair of the Bulgarian Chamber of Commerce and Industry, and Stoyan Stalev, Director of the InvestBulgaria Agency.

"The successful business strategy can be sustainable only when entrepreneurs set themselves a wide range of goals, which go beyond the short-term profit. The managers should not forget about the consumers' interests if they want to contribute to the stable economic development," European Consumer Protection Commissioner **Meglana Kuneva** said in a video message at the event.

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<http://www.novinite.com/articles/110795/M3+Communications+Group+among+Bulgaria%27s+Top+50+Business+Brands>