

Superbrands

Media Coverage

Country	Date	Publication
Cambodia	2013	Press Clippings

Superbrands Cambodia

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Superbrands comes to Cambodia

The international branding arbiter is on the lookout for the best brands in the Kingdom

BY MARK BROWNE | ECONOMICS TODAY



Richard Buckley (left) and Frederic Bonnin (right), co-directors of Superbrands Cambodia, which seeks to celebrate the best brands in Cambodia. (photo supplied)

There are various things companies can do to promote their brands. One option is to get a certified logo from Superbrands, an international and independent organization that essentially acts as an arbiter of branding. So far, Superbrands has set up councils to select both domestic and global brands for potential certification in 89 countries – and Cambodia's next on the list.

"We're going to be the 90th country," said Frederic Bonnin, one of two directors for Superbrands Cambodia.

The objective of Superbrands is to identify brands that outperform other brands within their respective markets. Voluntary committees consisting of experts, who typically come from marketing/communications backgrounds, are established to determine which brands should be invited to participate in Superbrands.

Companies in Cambodia that get selected and decide to pay a fee and participate, get to have the official Superbrands logo put on their products and will appear in the Cambodian edition of the organization's large, hard-cover publication.

"We'll produce a book that's like a marketing bible," Bonnin said about the publication that he anticipates will be available in October 2013.

Bonnin and Superbrands Cambodia co-director Richard Buckley have selected a nine-member council that is slated to hold its first meeting in January. Finding the right people for the council was a challenging process, Bonnin said.

"It took longer than expected to find the right people," he added.

The members of Cambodia's Superbrands Council include widely known names in the country's business community, such as Van Sou Leng, Chairman of Garment Manufacturers Association in Cambodia (GMAC), Seng Takakneary, President of the Cambodia Women Entrepreneurs Association, Rami Sharaf, CEO of RMA Cambodia, and You Ang, Heineken Brand Manager Cambodia, among many others.

The council's first job is to pre-select local and international brands by gathering information through various means, including an online survey of CEOs in Cambodia, Bonnin said. Then the council will approach companies about having their brands become part of Superbrands in the Kingdom. Companies that get certified can give the Superbrands book to clients, and a company can even have the cover customized with its brand, he pointed out.

Superbrands was initially a radio show in the UK that went on air in 1994 after being established in London by advertising executive Marcel Knobil. The show was a hit and the Superbrands organization was established a year later. The program rapidly expanded to key global markets and numerous countries, including Thailand, where Superbrands has been operating since 2008.

"Superbrands Thailand has been successful in promoting the most successful brands representing the most strongest brands in Thailand," said Preecha Kaenprom, Superbrands Thailand director.

So far, three editions of the Superbrands publication have been produced in Thailand, and 96 brands, both local and international, have participated in the project, he said in an email.

The Superbrands logo potentially attracts more customers because leading brands are using the organization's logo for mass marketing and general advertising programs, including TV commercials, newspapers, magazines, and product packaging, said Preecha Kaenprom.

"Many of our clients are using this logo in a big way, and customers are seeing these messages in big numbers," he said.

Meanwhile, Bonnin said plans are in the works to hold a high-profile ceremony in Phnom Penh when the Superbrands Cambodia edition book comes out later next year.

The French national who has worked as an advertising representative for various publications, including Reader's Digest, said he was quite excited about coming to Cambodia to establish Superbrands.

"One day I decided to do something different – so I came to Cambodia." ■

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Superbrands Cambodia

ADVERTORIAL ■

Superbrands to Honor Cambodia's Strongest Brands

The world's independent arbiter of branding will also unveil the 2013 Superbrands book featuring many of Cambodia's best brands

Superbrands, the independent authority and arbiter of branding, today announced the launch of the 2013 Superbrands Cambodia book to be unveiled at a special tribute event to be held early next year. The organization has awarded 'Superbrands' status to Cambodia's leading brands that have met the stringent selection criteria set by the Superbrands Council.

"Cambodia is beginning to understand the value of strong brands and we are extremely fortunate to have on our Council some of the most respected business people in the country who have assessed the brands and scored them on their strengths" says Frederic Bonnin, Director Superbrands Cambodia. "To be voted as a Superbrand by our independent Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status."

The Superbrands Council in Cambodia is comprised of individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business. The Superbrands Council members create a shortlist of candidate brands from the hundreds of brands available within Cambodia, and Superbrands invites Marketing professionals within Cambodia to score those shortlisted brands and the highest scoring brands are then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands Cambodia book, which traces the history and achievements of each of the brands.

"The brands featured in the book range from Fast Moving Consumer Goods (FMCG) brands to corporate giants. We are happy to see so many of Cambodia's strongest home-grown brands included in the book alongside key international brands. Participation in the Superbrands book is by invitation only and acknowledges the intrinsic strength of the organization and its brand value." Mr. Bonnin adds.

The Superbrands Organization will unveil the coffee-table style Superbrands book, which includes a two-page profile of each of the Superbrands, at the Tribute event. The event is set to be a true celebration of many of the country's highest profile brands, and promises to live up to its global reputation as the 'Oscars of Branding'.

THE CAMBODIA SUPERBRANDS COUNCIL (2013):

Mr. Sou Leng Van, Chairman of Garment Manufacturers Association in Cambodia (GMAC)

Mrs. Seng Takakneary, President Cambodia Women Entrepreneurs Association

Mr. Rami Sharaf, CEO, RMA Cambodia

Mrs. Sapor Rendall, Managing Director, Sapor Group/Sapor Modeling Agency

Mr. Santiphong (Pick) Pimolsaengsuriya, CEO, River Orchid Group

Mrs. Heng Thida, Senior Vice President Retail Financial Services, CIMB Bank

H.E. Mr. So Sovathy, Director of Marketing & Promotion Dept. and Advisor to the Minister Of Tourism of the Kingdom of Cambodia

Mr. Joef Pena, Managing Director Max Comm (Cambodia) Communications

Mr. You Ang, Heineken Brand Manager Cambodia, Heineken Far East

Mr. Frederic Bonnin, Director SuperBrands, Cambodia

Mr. Richard Buckley, Director SuperBrands Cambodia

ABOUT SUPERBRANDS CAMBODIA:

The Superbrands organization is acclaimed worldwide as being the independent authority and arbiter of



branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. The work Superbrands does is recognized through their books, Events and Awards programs, internet sites, research and through significant international media and PR coverage in newspapers, magazines and on television and radio.

The Superbrands organization was originally set up in London in 1994 where it published the first Superbrands book. Since then it has expanded its operations to 92 countries worldwide including Argentina, Australia, Brazil, China, Denmark, Egypt, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Kuwait, Lebanon, Malaysia, Mexico, Morocco, Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Russia, Saudi Arabia, Singapore, Spain, Sri Lanka, Sweden, Thailand, Turkey, United Arab Emirates, United Kingdom, the United States and Vietnam.

Superbrands publishes a series of books including Superbrands, Business Superbrands (on B2B brands), Cool Brands and eBrands - making the series of books the largest collection of insights into some of the greatest brands in the world. To date over 10,500 individual brands have been featured worldwide. For further information on Superbrands, please visit www.superbrands.com

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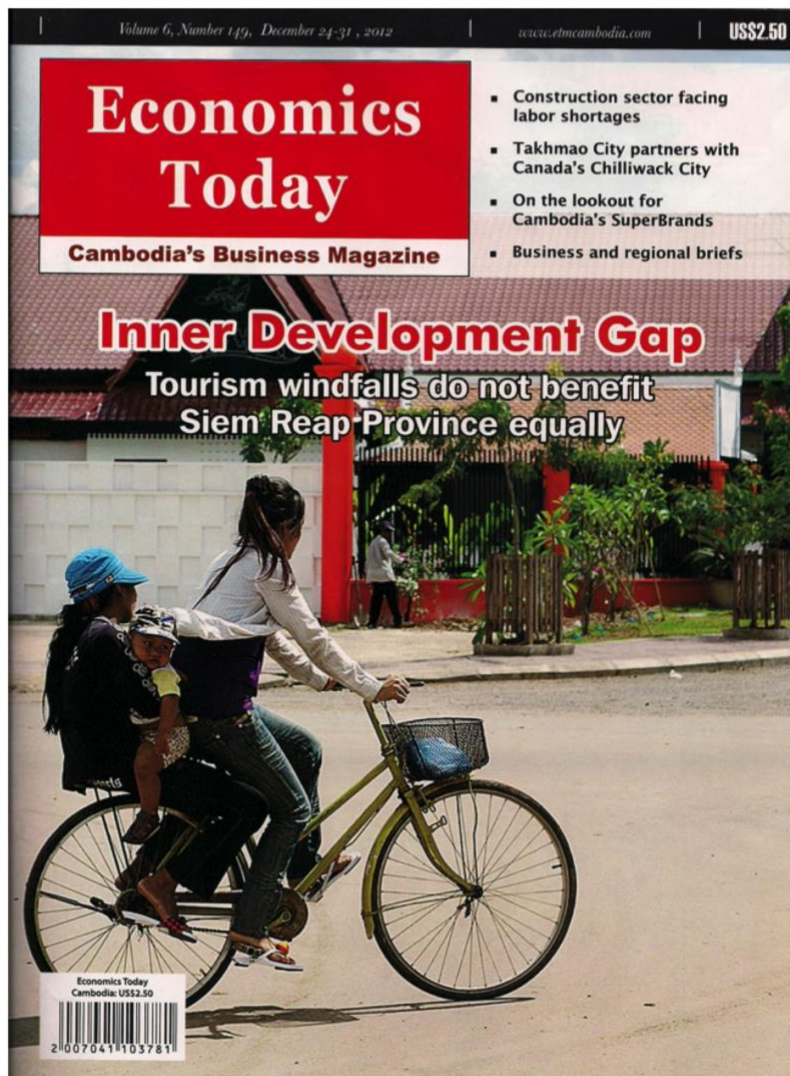
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