

每一个超组企业的成长历程，都是超组经典的营销案例；每一件（超组品牌），都是记述一个国家经济界的超组企业崛起的主持。

# 唱中国企业崛起的史诗



80年前上千位中国精英因为一曲《赛马波尔卡》,短短几个月的时间里不到“起薪点”的“中国”国家,因为中国强大的工厂和互联网网络。

中国的中国企业家们将与美国企业家们合作,希望美国的企业家和企业家们的合作。

而说，对于国际市场的竞争来说，中国企业中的人多数还是缺乏使大做大的勇气，既缺乏专业机构的大力包装，也缺乏开开包装的经验和技巧。

长崎县舞鹤市松原区

1993年,美国市场营销学会、广告行业协会、大不同品牌联盟等几十个行业组织在伦敦共同发起成立了一个名为“品牌品牌”的独立品牌认证组织。该组织成立的宗旨就是建立一套科学、有效、权威的品牌认证体系。该组织是美国的品牌,以国际通用的方式建立一个品牌品牌的国际推广平台。18年来,“品牌品牌”不断为品牌主

目前已經推廣到了全球 40 多個國家。“將本土品牌推銷到國際法”，把國品牌以製造出每個國家最優秀的品牌為己任，並希望成為全球最具影響力的品牌以促進系和國際化品牌推廣存在。

说起来,“绿色品牌”目前的市场非常集中,那就是以蒙牛为《绿色品牌》的企业名称。每个国家每年选出 100 家左右的企业,按照“市场地位”、“领导之路”、“发展历史”、“产品介绍”、“近期业绩”、“管理理念”、“品牌价值”、“社会为人知(的事)”等维度的内容打分统计。

作为一本有书有画的书,《船舶品牌》并不复杂。过人之处在于它汇集了丰富的实用数据:全球40多个国际品牌的产品销量超1000万台/套。它图文并茂,飞机头型船和机舱壳类,船舶材料厂公司,知名金融投融资企业,大型造船第三产业公司,直接读者是金谷世界世界贸易最高端的2000万个航运人士!这就是《船舶品牌》。一本对船东商人二合一的。从经济船舶企业到船舶“世界”的巨制。

去年，葡萄酒被引进中国。并于2008年年底在中国成功推出了自己的旗舰店。包揽了21、中国人

聚尔芬斯、西德、香港、美国、上海、大连等 40 余家中国本土品牌与柯达、EPSON、惠普、佳能、富士、理光等 40 余家国际知名品牌竞争。

做服装生意的彭新洲工作了17年，开过几家店，卖过各种品牌衣服。因此，他对西装、衬衫、T恤衫等服装专业化和品牌化有着深刻的认识。在他看来，中国企业的品牌专业化具有广阔的前景。他认为，中国服装业目前企业成长很快，最具发展潜力的是运动、中国企业走向世界，而国际品牌作为一个全球性的品牌和公司管理骨干，对中国企业的国际化进程充满信心。对自身的中国立场也很坚定。

为了找到那些最具价值和影响力的超能品牌，超能品牌指数建立了一套科学而又专业的品牌价值评估认定体系，在参考权威品牌调查机构数据的基础上，通过品牌广告、

由中國國際貿易學院組成的該校市場內有衆。產品種類繁多，市場佔有率很高，深受各界好評。以

“中文版的《  
一个中国强企全  
面》”傅强先生如是说  
道。不仅在中国本  
土与中国国际竞争的  
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实现共赢。

今年10月, 烟台开架校大规模的计划今年内在《中国品牌》的第二版。根据王永表示, 与中国的各相关行业王凡村的合作伙伴, 而“中国本土品牌”

## Superbrands Chinese edition due

### Staff Report

CHINA-JEN brands will soon be publicized to readers worldwide when UK-based Superbrands, an annual directory of the most recognized brand names in country or market, issues its Chinese mainland edition late this year.

"Less than three years ago, brand itself wasn't even as a tangible asset," said Victor Hery, chairman of Superbrands. "Now, many companies in the world are

doing well, actually putting values into their brands."

Started a decade ago in the UK, Superbrands does a two-page write-up on each of the most famous brands in a country or market. The book has developed a series that covers 17 regions, including the United States, Australia, Ireland, Singapore, Malaysia and the Philippines.

For the Chinese edition, eight to 10 council members, including experts

from well-known international schools and those from GREY Worldwide, ACNielsen, Ogilvy & Mather have been invited to select the "Super Brands" worthy to be included.

"Normally, you have 60 to 65 percent local brands in a book," said Jeffrey. "China used to have few powerful brands but the situation is changing."

"When you come down to what can be called a super brand, it's not about having the biggest market share."



# Supermodel wannabes

**I**t's not Miss Universe, but the Shanghai International Model Contest is gearing up to be an international event with the same power to draw quality contestants. This year, the 10-day event attracted 48 young hopefuls from home and abroad, with an increased number of European participants.

Models are getting taller — and younger. While the contest has always dictated that models should be at least 1.74 meters tall and under 24, this year's youngest model, Mao Qi, is just 14, and an impressive 1.8 meters tall already.

To create a suitably glamorous backdrop for the models, contest art director Ivan Lam created a lavish catwalk show against a series of spectacular settings that encapsulate the city. The Tang garment category show was held last Friday in the lobby of Westin Shanghai, which oozes Southeast Asian

glamour. On Monday, Super Brand Mall's Golden Avenue was home to the underwear and swimsuit category contest, while yesterday's casual wear competition chose the luxury liner "Shanghai Scenery" as its backdrop, cruising to and fro along the Huangpi River between historic concession-era building blocks in Puxi and the modern landmarks of Pudong. And who will win this year's title? On Sunday, audiences will get the answer.

■ Above: Models in scanty swimsuits away to the beat of hot rhythms at one of the contests.

Right: Brawny male models perform Chinese kung fu moves in unison during the Tang-garment competition.

—Shen Rui

*Each year, aspiring models, looking for that lucky break, flock to the Shanghai International Model Contest, part of the Shanghai International Fashion Festival. In addition to nurturing the next Cindy Crawford, the contest this year features innovations in its catwalk show, a glamorous juxtaposition of model, outfit and backdrop, reports Zhao Feifei*





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向全世界讲述中国企业崛起的故事，是我们的使命。

中文版的《超级品牌》，就是一个中国超级企业的国际化俱乐部。

# 唱中国企业崛起的史诗

与《超级品牌》亚洲区 CEO 维德·杰福瑞先生

的是：对于国际市场的竞争来说，中国企业中的大多数还是缺乏战火洗礼的新兵，既缺乏专业机构的大力包装，也缺乏自我包装的经验和技巧。

客观地讲，我国企业在本土品牌的国际化推广、国际化营销方面还处于探索阶段，缺乏有效的推广渠道和工具，也缺乏体系化的认识和相应的经验。中国本土品牌的国际化传播与推广，已经成了当务之急，尤其是推广渠道和推广工具，目前在国内基本上是空白。

## 长袖善舞的超级品牌

中国本土品牌如何走向国际市场？8月17日，记者在中国大饭店就这一问题采访了超级品牌亚洲区 CEO 维德·杰福瑞先生。维德先生是一位资深的品牌传播和营销推广专家，此次来华，他将就中国本土品牌的国际化传播与各界专家展开积极的沟通与交流，以期进一步帮助中国企业在全球经济一体化的宏观背景之下成功开拓国际市场。

1991年，英国市场营销学会、广告行业协会、大不列颠品牌集团等几个行业组织在伦敦共同发起成立了一个名为“超级品牌”的独立性品牌认证组织。超级品牌成立的宗旨就是通过一套科学、有效、权威的品牌认证体系，挑选出最优秀的品牌，以集体宣传的方式建立一个超级品牌的传播推广平台。14年来，“超级品牌”不断地发展壮大，

目前已经推广到了全球40多个国家。“将本土品牌推广到国际去”，超级品牌以推选出每个国家最优秀的品牌为己任，逐步发展成为了全球最具影响力的品牌认证体系和国际化的品牌推广平台。

截至今年7月份，全球各地经过“超级品牌”认证的企业已经达到5000个，几乎全球所有最优秀的品牌都在其中，而可口可乐、诺基亚、微软等跨国巨头更是同时在多个国家申请成为超级品牌。

说起来，“超级品牌”组织的推广非常简单，那就是出版名为《超级品牌》的企业名录，每个国家每年选出100家左右的企业，按照“市场描述”、“荣誉之路”、“发展历史”、“产品介绍”、“近期战略”、“营销推广”、“品牌价值”、“鲜为人知（的事）”等部分的内容汇编成册。

作为一本书本身来说，《超级品牌》并不复杂，过人之处在于这本书的发行渠道：全球40多个国家品牌价值排名前1000名的企业、五星级饭店、飞机头等舱和机场贵宾室、媒体和广告公司、知名金融投资企业、大学及第三产业机构，直接读者是全世界经济界最高端的2000万个顶尖人士！这就是《超级品牌》，一本只给顶尖人士看的、只记录超级企业故事的“商界吉尼斯”。

去年，超级品牌初次进入中国，并于2005年年初在中国成功推出了自己的创刊版，包括3721、中国人寿、海尔、联想、劲量、全聚德、

鄂尔多斯、海信、新浪、网易、上海大众等40余家中国本土品牌与柯达、EPSON、奥迪、可口可乐、诺基亚等40余家跨国公司平分天下。

## 超级企业的超级俱乐部

一个国家经济力量的成长，离不开企业的成长，而品牌，正是承载企业成长所积累的价值的载体。“超级品牌希望积极探究中国众多优秀品牌的历史、发展之路和突出成就，帮助中国的超级品牌更好地进行国际化的品牌传播和推广”，维德表示：“向全世界讲述中国企业崛起的故事，是我们的使命。”

维德先生已经在亚洲工作了17年了，并先后成功出版了超级品牌泰国、印尼、马来西亚、香港、新加坡、菲律宾专辑和超级品牌香港豪华辑创刊版。长期从事国际化的品牌传播工作，使他对亚洲本土企业的国际化推广具有深刻的理解。他认为，中国市场是目前全球成长最快、最具发展潜力的市场，中国企业需要走向世界，而超级品牌作为一个全球性的品牌推广和价值传播平台，对中国企业的国际化道路充满信心，对自身在中国的发展也充满信心。

为了找到那些最具价值和影响力的超级品牌，超级品牌组织建立了一套科学而又专业的品牌价值评估认证体系，在参考权威市场调查机构数据的基础上，同时组织一支

由市场营销专家组成队就市场占有率、顾客品牌展望和整体市场认同面进行综合评审，以单。

超级品牌对企业大的意义呢？维德讲例：青岛啤酒于2000年被评为岛啤酒在使用超级品牌后，当年在香港市场同比上升了29%。据调，超级品牌不仅仅品牌认证机构，重要是一个国际化的品牌这一平台之上，全球个超级企业共同开展化传播。

“中文版的《超级品牌》是一个中国超级企业的俱乐部”，维德先生如是说。部里，不仅有中国本土与中国市场竞争的跨来自世界各国5000多所有的超级品牌可以共同的组织互相交流经验，也互相提供国誉保证。

今年10月，超级品牌将在北京开展较大规模的宣计划今年年内在中国品牌》的第二辑、出版。维德先生表示，与中国的各相关行业立良好的合作伙伴关“把中国本土品牌推



《超级品牌》亚洲区 CEO 维德·杰福瑞

维德

100年前上千位古希腊因为一部《荷马史诗》一天；短短几个月的时不到的“超级女生”国，因为有强大的卫广泛的互联网传播。年的中国企业就仿佛与超级女生的复合体：希腊英雄们的体魄和着超级女生们的机会同时，令人感到遗憾





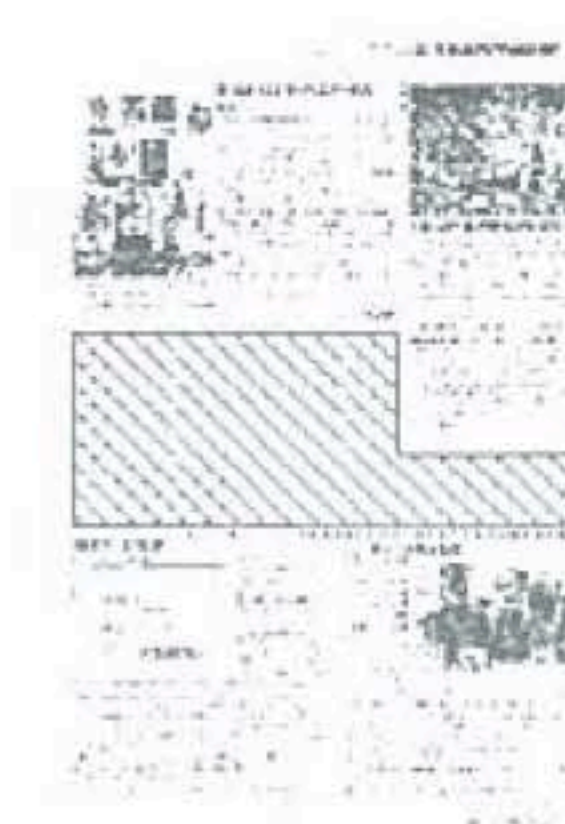
## LEE KUM KEE

Lee Kum Kee is the worldwide famous brand name for premier, authentic Chinese sauces. Besides its flagship product, Premium Oyster Sauce, Lee Kum Kee has also developed many new products in response to changing market needs over the years - soy sauces, chilli sauces, ingredient sauces, convenience cooking sauces and exotic gourmet products. Today, Lee Kum Kee manufactures over 200 different types of sauces and food products available in more than 80 countries. The Company's client base includes restaurants, catering companies,

food manufacturers, as well as families of all races who share a passion for Chinese food. Popularity of Lee Kum Kee among consumers are proven by the awards it received over the years such as Top 20 Asian Brands by Media Magazine, SuperBrand Gold Awards, Hall of Fame Awards by Reader's Digest and Hong Kong Supermarket Top 10 Most Favourite Brand Award.

For more information please Tel: 44 2082636028 Fax: 44 2082636118.

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# Superbrands Chinese edition due

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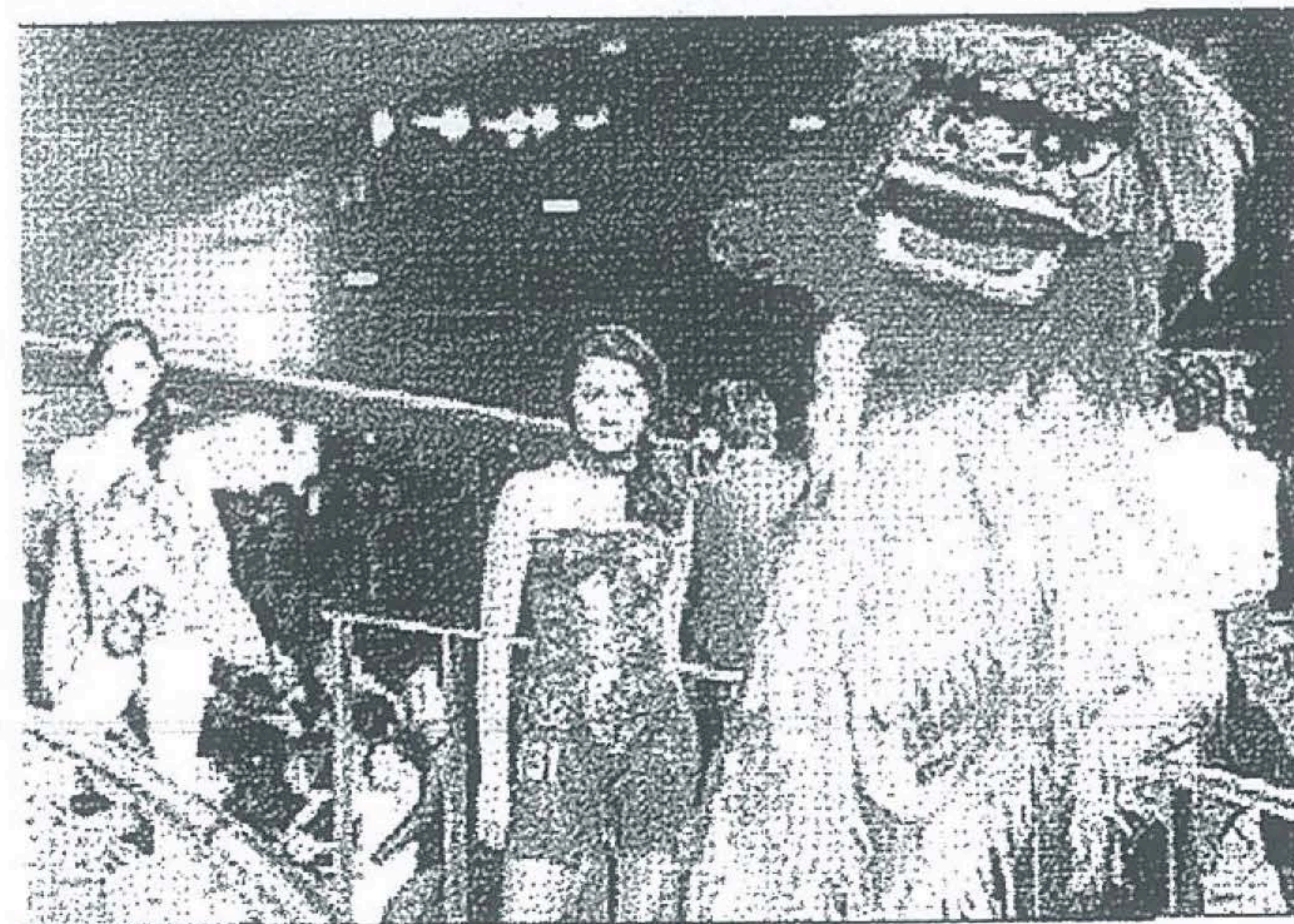
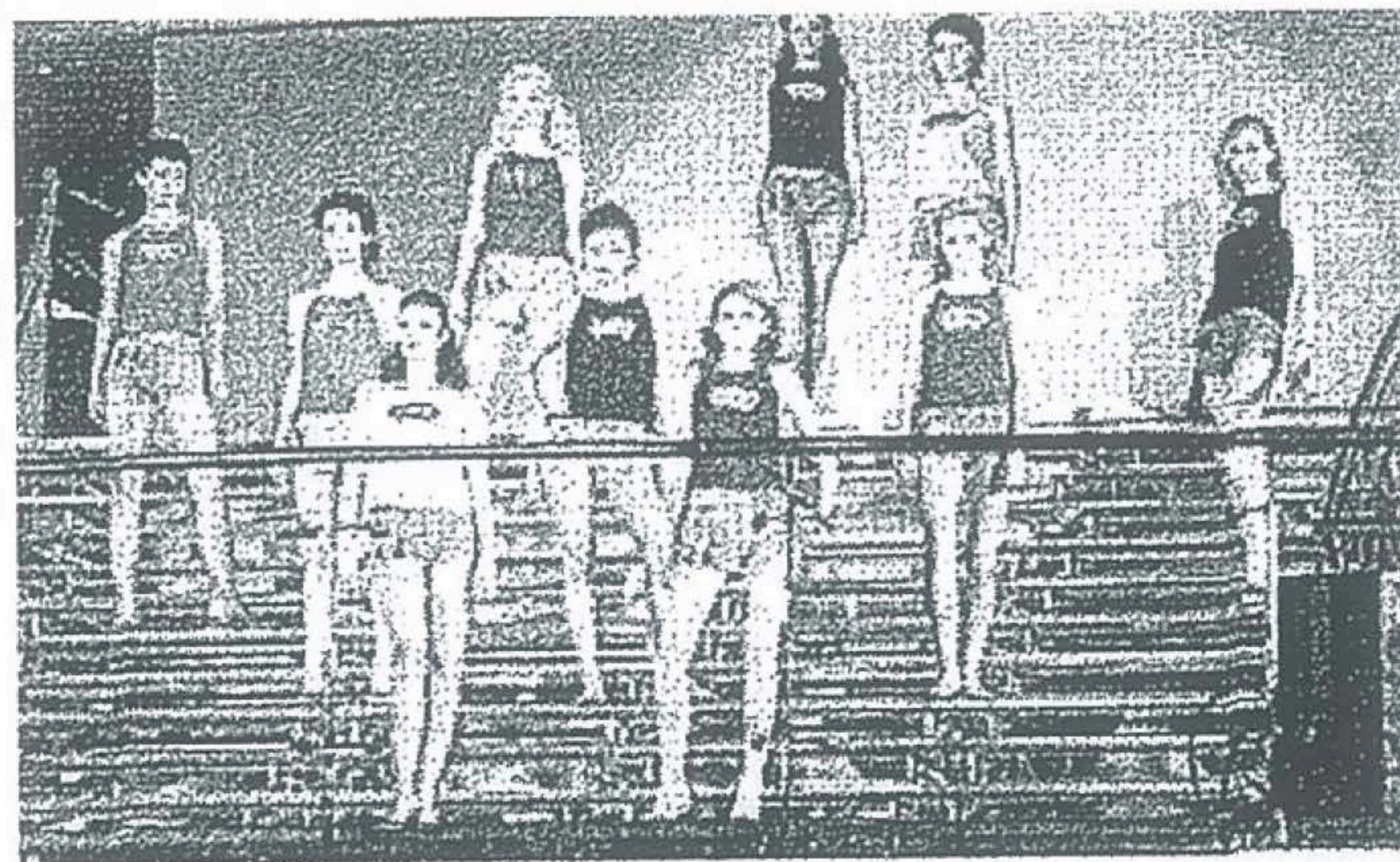
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■ Top: Golden Avenue at Super Brand Mall is awash in leggy models during the underwear and swimsuit category. Above: Lion dance lends traditional culture to this modern fashion affair. Left: International models flash eye-catching undergarments alongside their local counterparts. — Shen Kai