

# Superbrands

## Media Coverage

Country	Date	Publication
Israel	2014	Press Clippings

## MTA FC ONCE AGAIN ISRAELI "SUPERBRAND"

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by Maccabi Team

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Maccabi Tel Aviv FC have been chosen, along with this year's European Basketball Champions of the same name, to enter the list of Israeli "Super Brands". In doing so they join such big international sports brands as Manchester United, Chelsea, Bayern

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Munich, Barcelona and the former world number one tennis star Boris Becker, all of whom have been chosen as "Super Brands" in their respective countries.

This is the sixth consecutive year that the list of "Super Brands" has been published in Israel. The list is compiled according to international standards, and follows extensive research among local consumers who are asked to rank the brands according to quality in order to establish which of those brands deserve the title of "Super Brand". And with two consecutive Israeli Premier League titles and the club's successes in their European campaign last season, Maccabi Tel Aviv FC have deservedly been chosen for this prestigious title for the second year running.

<https://www.maccabi-tlv.co.il/en/2014/06/mta-fc-once-again-israeli-superbrand/>