

Superbrands

Media Coverage

Country	Date	Publication
Italy	2015	Press Clippings

10/7/2015

SUPERBRANDS AWARDS THE BREMBO BRAND INCLUSION IN ITS CATEGORY OF BEST BRANDS FOR 2015

What do BMW, Disney, Lamborghini, Nutella and Brembo have in common? They are all Superbrands, brands that have achieved excellence in the fundamental drivers that a brand must have to be deemed “super”, according to targeted research conducted jointly by Astraea and Demoskopea.

The brands that have been admitted to the “Superbrands Club 2015” were selected by the Superbrands Council in collaboration with Astarea and Demoskopea on the basis of three merit indexes: Quality, Reliability and Distinctiveness.

The “Superbrands Club 2015” is composed of brands that are aware of the effort they need to make to distinguish themselves for quality, reliability and distinctiveness. They are also conscious that they have to have the courage to put their brand at the core of everything they do.

Those who face new marketing and communication challenges daily can learn a great deal from their stories.

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Superbrands focuses on brands with exceptional identification and recognition and that are even quite loved. It has come to be known as the reference point that designates certificates of excellence to the brands that represent the best in what customers and consumers can find on the market.

With this Superbrands Award, the Brembo brand's attention to quality, research and innovation, which distinguishes it, is once again recognised.

Those who would like to learn more about Brembo and the other Superbrands in the 2015 edition, can refer to The Book of the Greatest Brands, which tells the stories of the brands that know how to be "Super".

The volume, in a complimentary e-book version, is a collection of narratives about the successes of the brands that received the Superbrands 2015 certification.

The book contains over 100 large-format pages enriched with images from the "Super Brand" communication campaigns. It also includes an overview of the founding elements of the Superbrands system and an in-depth look at the research conducted by Astarea-Demoskopea to define the winning factors for being "Super".

The brief chapters examine the reference markets, results obtained, history, products, qualities and most recent developments of each brand, providing

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case histories for the 21 greatest brands that have been awarded the Superbrands 2015 certificate of excellence.

<http://www.brembo.com/en/company/news/brembo-superbrand-2015>

[ARAN Cucine gained the “Superbrands Awards 2015” award]

Aran Cucine has won a prize in Italy, Superbrands 2015, which aims to recognize excellent brands that operate internationally in the various markets where they stand for its reliability with the desire to increase the value of the brand at the center of its strategy, while continuing to invest innovation and communication. Beside the Aran Cucine, award also got: Alitalia, Avis, BMW, Brembo, Cesvi, CheBanca !, Disney, Forza10, Ing, LaFeltrinelli, Lamborghini, Nutella, R101, Sandoz, Simply Market, Sottilette, Vaillant and Zucchetti.

Sergio tonfa, editor of Superbrands said: “*Superbrands awards recognize and acknowledge those brands, which continue to show great passion in building close relations and seamlessly create, that people are more in tune with their hearts and dreams.*”

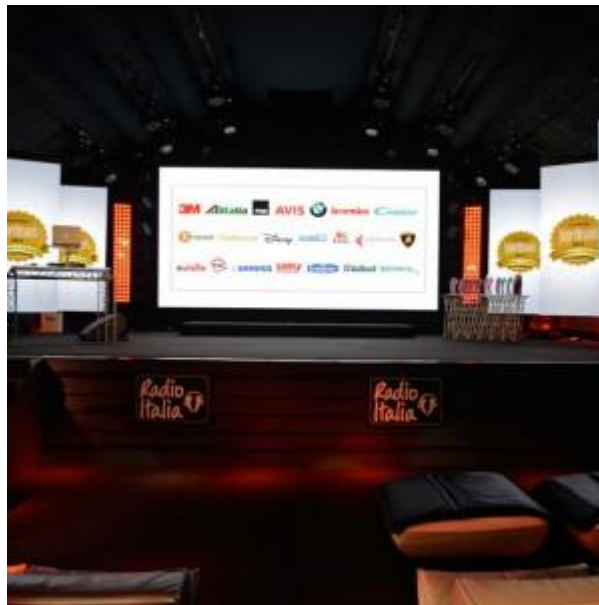
Video of the event can be viewed here: [AranCucine Superbrands 2015](#)



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Media Coverage

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Media Coverage

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<http://www.aran.si/en/aran-dobil-nagrada-za-superbrand-2015/>

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CERTIFICATE OF EXCELLENCE FOR ZUCCHETTI

30 June 2015 by vsalaris



Zucchetti has been elected one of the 20 most important brands on the Italian market!

Edited by Marketing Department

Zucchetti, 1st company in Italy for software sales, has been selected by Superbrands among the **20 most renowned brands** recognized by the Italian market.

Superbrands is the international program of brands promotion that stands out as a fair point of reference to assign its "certificate of excellence" to the top brands on the market, identifying and recognizing the brands best known and loved by customers and consumers.

The value of a brand is crucial for a top player role in today's economic and social context: the brands are **powerful catalysts to grow** in the business, able to convey the best value on the market.

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The brand joining the "Superbrands Club 2015" - just as Zucchetti, the only company in the Club representing the Information Technology - are selected by the Superbrands Council in collaboration with Astarea and Demoskopea, according to three indexes of merit: **Quality** (qualitative excellence of the offer), **Reliability** (reliability and ability to maintain its promise to the market) and **Distinctiveness** (ability to stand out from competitors).

From over twenty years the "Certificate of Excellence" released by Superbrands is recognized as key element for the success of the major brands on the world stage (involving more than 90 countries). That's why Superbrand acknowledgment is a factor of considerable appeal also for brands that do not suffer from problems of recognition, but are rather pointing to stress the excellence and the strength of their market presence.

This certificate of excellence is therefore an opportunity for **Zucchetti**, to assert its **leading role** in the current economic and social context, to be confirmed as one of the **protagonists** in software scenario.

<http://www.microarea.it/int/Societa/News/Blog/post/2015/06/Superbrands-2015.aspx>