

# Superbrands

## Media Coverage

Country	Date	Publication
Philippines	2014	Press Clippings

**AWARDED Superbrands Philippines' Choice**

# Superbrands

VOLUME VIII  
THIRD CERTIFICATE AWARD  
NEW WORLD HOTEL, MAKATI CITY, PHILIPPINES  
AUGUST 27, 2014

The Third and Last Certificate for Volume VIII is proof of superbrands sustaining biennial programs. New entrants and renewals enjoy the publications most to jump start their entry and participation. Superbrands "Philippines' Choice" hereby celebrates and congratulates the participating brands who master brand integrity amongst the leading brands in the country.

The Third Certificate Awards was staged August 27, 2014 at the New World Hotel, Makati City. The event becomes strategic as the country's economic brand barometer signifies the successes and contributions of the brands nation building efforts. It is not about a competition or having to be the best. It is all about the consistent delivery of the brands promise to its consumers. After an integrity is earned they become brands only to pursue Superbranding.

Congratulations to Adenza Naturale, Asahi, Fern C, First Lions Commercial, Most Abao, Organic, Philflex, Regus, San Yang, Solignum, Uratex and Yakult.

**Participating Brands:** A BONNE, Burlington, BusinessWorld, GAC, GACOG, HEALTHCARE, iVIRYO, MET, my phone, OROCAN, PAPERTECH, INC., REDFOX, SAGUN, SANTI BARLEY, T1, The Manila Times, Uratex, Yakult.

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Superbrands Marketing International Inc., offers a slew of services to include: Intellectual Property Registrations and management for Trademarks, Trademarks, Copyright and Patents, Branding Consultancy, Public Relations (PR), Crowd-Sourcing Financing for Investment Opportunity, Media Buying, Personalized and Customized Insurance packages (PPL for group medical and Life), Piny Cloud (Accounting and Auditing Software Facilities), Marketing Consultancy and Media Production (TV and Radio). Our events and programs include the annual Superbrand Academy and Print Supplements.

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LIMITED EDITION ONLY

**AN INSIGHT INTO MANY OF THE STRONGEST AND MOST VALUABLE BRANDS IN THE PHILIPPINES**

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*The Superbrands Biennial Formal Gala Tribute Night 2014*  
THE NEW WORLD-HOTEL-ESTABLISHMENT  
OCTOBER 25, 2014

Superbrands celebrates the "Philippines' Choice" at the Annual Formal Gala Tribute Night held at the grand ballroom of the New World Hotel in Manila City on October 25, 2014. A total of 100 winners were honored with trophies and certificates. The winners were chosen by a panel of judges and are the most successful brands in the Philippines. The event was a grand celebration of the Superbrands award winners.

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VOLUME VIII

## SUPERBRAND ACADEMY 6

**"SECURING INTEGRITY TO STAY THE BRAND!"**

APRIL 29-30, 2014



The 6th Superbrand Academy was successfully staged April 29 & 30th at the exclusive Elks Club in Makati seeing the attendance of this year's Superbrands hearing the presentations of the multiple products and services enjoying majority shares in the marketplace. Superbrand Marketing International (SMI) adheres to the simple definition towards branding to be "the consistent delivery of the brand promise generating integrity to make the brand!" Brand specialists, marketers and managers secure the consistent delivery of this promise to sustain their Superbrand status. "This year's Superbrands reap from the benefits for consumer preference amidst a growing marketplace addressing the Asean Integration in time for 2015" says SMI Chairman Karl Mclean.





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[www.superbrands.com/ph](http://www.superbrands.com/ph)

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**Superbrands**  
**Philippines' Choice**

**Superbrands**  
VOLUME VIII  
**SUPERBRAND ACADEMY 5**  
"TO STAY THE BRAND"

Today's platforms are no longer limited to TV, Radio or Print – or even below the line efforts such like billboards, posters and events. There is also PR and crisis management. We now also enjoy the internet, social media sites and today's smart phones. But how to use all these or any one or two of the platforms wisely... The networking model is another platform that is successful that generates an awareness with a business model injected into the strategy that allows your media to make a profit as they promote the brand. Let us not forget in the very end... the brand has to deliver! You may be lucky enough for a sale but for a sustaining and repeat sale your product has to deliver whatever it is that is the brand promise. Branding after all is the CONSISTENT DELIVERY OF THE BRAND PROMISE GENERATING INTEGRITY MAKING IT THE BRAND!

Congratulations to our Speakers and Presentors: OUT OF HOME Ads/Speaker: Dr. Frank Teves Abueva, the VIRTUAL SUPERMARKET/Speaker: Garrick Ang, BRANDING WITH CELEBRITY ENDORSEMENT/Speaker: Dan Villa, THE COMPETENT BRAND MANAGER/Speaker: Jayjay Calero, BRANDING BARRIERS TO ENTRY/ Speaker: Jun Salipsip, USING PUBLIC RELATIONS (PR) TO MANAGE PERCEPTIONS/Speaker: Klink Ang, CRISIS MANAGEMENT/Speaker: Cosette Romero, SUPPLEMENTS, RADIO AND TV/Speaker: Larry Brouhard, SURVEYS & AWARDS/Speaker: Carole Sarthou, MEDIA/Speaker: Carol Esposo-Espiritu and a LEGAL CLINIC/Speaker: Atty. Sara Jane Sugilan

**A BONNE** **AQUA** **Asahi** **Burton** **BusinessWorld** **GAOC**  
**healthwell** **Her** **FERN-C** **FERN COFFEE** **i-flex** **OROCAN**  
**MET TATHIONE** **myphone** **PAPERTECH, INC.** **PHILFLEX** **REDFOX** **SALEM** **Wheath** **GANTE**  
**PLAYBOY** **SAN-YANG** **shop** **Solignum** **Victory Global** **STONE WORKS** **FOURLESS ADVERTISEMENTS** **Yakult** **WATERBURY**

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Congratulations to Atienza Naturale, Asahi, Fem C, First Linen Commercial, Mont Albo, Organique', PhilFlex, Regus, San Yang, Solignum, Uratex and Yakult.



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VOLUME VIII

## SECOND CERTIFICATE AWARD

MANDARIN ORIENTAL HOTEL MANILA, MAKATI CITY, PHILIPPINES  
DECEMBER 11, 2013

Once again we celebrate the renewals and the new entrants into the worldwide Superbrands Program for Volume VIII "Philippines' Choice". This is a testament to the resilience of brands that enjoy the consumer preference Superbrands provides. Superbranding is all about the consistent delivery of the brand promise generating integrity which makes them the brands. Superbrand is the only International Award-Giving body in the Philippines represented in over 90 countries to be the Global Brand Arbiter. We place center stage on this 2nd Certificate Awards; A BONNE (STAR ASIA), AQUAHEALTH PURE DRINKING WATER, INC., CHERUBIN RUBBER CORPORATION, CHOOKS TO GO, COLUMBIA INTERNATIONAL FOOD PRODUCTS, INC., ENG BEE TIN (HOPIA), FORTRESS ADHESIVE, IVI RYO CORPORATION, JAKA INVESTMENTS CORPORATION, MET TATHIONE (WHITE BEAUTY CORPOARTION), MYPHONE (MYSOLID TECHNOLOGIES AND DEVICES CORPORATION), TAN & TAN MEGA INNOVATIONS INC. Need more be said with "Philippines' Choice".

Do you have what it takes to be a Superbrand?

**Logos of Awarded Brands:** A BONNE, AQUA HEALTH, CHERUBIN, CHOOKS TO GO, COLUMBIA, ENG BEE TIN, FORTRESS ADHESIVE, IVI RYO, JAKA, MET TATHIONE, MYPHONE, TAN & TAN.

**Logos of Participating Media/Partners:** Asahi, Burlington, BusinessWorld, FERN-C, FERN COFFEE, i-flex, PUP, GAOC, health, Her, OROCAN, PAPERTECH, INC., SHOP TV, PLAYBOY, PHILFLEX, The Manila Times, Victory Global, Solignum, Yakult, Whealth, smi, superbrand marketing international inc.

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VOLUME VIII

### FIRST CERTIFICATE AWARD

MANDARIN ORIENTAL HOTEL MANILA, MAKATI CITY, PHILIPPINES  
JUNE 19, 2013



















The Superbrands program covers a two-year period with three certificate events. The First Certificate award Ceremony on June 19, 2013 was a successful event with close to 18 Superbrand participants for Volume VIII. The drop-out rate is minute compared to brand new entrants who have aspired for the Superbrand status. The renewals mindless of its business models sustaining their presence realize the value of branding with the global brand arbiter – the only international branding award giving body in the Philippines.

“The consistent delivery of the brand promise generates the integrity required to make them the brand?” Superbranding is all about the integrity of these brands who stay the market regardless of any expense, spin-offs or promotion. Establishing an awareness is not so much about a brand recall other than the market acceptance of these brands to please its consumers.

With pride Superbrands Congratulates the First Certificate Awardees in 2013 for Volume VIII




















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