



Media Coverage

Country	Date	Publication
Sweden	2010	Press Clippings

Superbrands utser Sveriges 300 starkaste B2B-varumärken

MÅ, APR 19, 2010 15:18 CET

Superbrands Sverige har i samarbete med GfK och Brand Council genomfört en studie som kartlagt de 300 starkaste B2B-varumärkena i år. Studien visar på en ökning av internationella varumärken sen den senaste B2B-studien 2008, men svenska varumärken dominerar fortfarande den svenska marknaden.

Superbrands är en oberoende auktoritet med inriktning på varumärkesarbete. I dag finns Superbrands i 86 länder och täcker in de viktigaste marknaderna i världen. Varje år genomför Superbrands en studie där de starkaste varumärkena identifieras. Vartannat år är det B2B och vartannat år är det B2C. I årets B2B-studie syns en marginell ökning bland de internationella varumärkena. Av de 300 starkaste är 58 % genuint svenska varumärken, i jämförelse med 2008, då det var 60 % svenska som tävlade med de internationella på den svenska marknaden. Svenska varumärken dominerar fortfarande i Sverige och bland dem syns Ericsson, SEB, Hewlett-Packard, SATS och Google. Se den kompletta 300-listan:

www.superbrands.com/sweden Topp 100 rankingslistan och årets B2B-vinnare presenteras i samband med Superbrands Awards, den 27 januari 2011 på Berns i Stockholm. STUDIEMODELL B2B 2010-2012 Steg 1: GfK identifierar Sveriges 400 starkaste B2B varumärken. Dessa nomineras till Superbrandstatus. Studie steg 2: Superbrands jury (Brand Council) genomför en kvalitativ bedömning. De 400 nominerade varumärken från steg 1 bedöms genom 10 kriterier. Vilket resulterar i att de 300 varumärken med högst resultat utses till Superbrands i Sverige. Studie steg 3: GfK genomför en kvantitativ studie med 300 intervjuer om de topp 100 Superbrands som identifierats. Topp 100 Superbrands erhåller en presentation av sitt diagram (BLOB) som även publiceras på www.superbrands.com/sweden MEDLEMMARNA I 2010 ÅRS BRAND COUNCIL: Frida Wickholm, Marketing Manager (Cision Scandinavia) Tomas Bjällerstedt, Design Manager, (Posten) Karl-Oskar Tjernström, Nordisk marknadschef Telecom (Samsung Electronics) Linda Hellström, Marknadsdirektör(Lernia) Anna Markelius, Marknadschef (Accenture) Stina Liljekvist, Varumärkeschef (E.O.N Nordic) Karin Nilsson, Marknads- och affärsområdeschef (SvD) Madeleine Gossner, Head of Marketing Communication (Telenor Mobil Konsument) Rickard Linderöth, Kommunikationschef (Danske Bank Sverige) Anna Thelander, Marknadschef Skandinavien (Alcro-Beckers AB), Richard Götbring, Marknadschef (Mio).

<http://news.cision.com/se/superbrands/r/superbrands-utser-sveriges-300-starkaste-b2b-varumarken,c484498>



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BRIO one of the strongest consumer brands in Sweden

JANUARY 26, 2010

Superbrands Sweden selected Sweden's 300 strongest B2C brands and BRIO was ranked as #54. The ranking is made by TNS-SIFO and the Superbrands Brand Council.

In comparison with competition, a Superbrand in the B2C offers a considerable emotional and/or rational advantage, a value added that the customer (consciously or non-consciously) wants, recognize and are willing to pay extra for.

On 26 January Superbrand Sweden arranged Sweden's no. 1 branding event, the Superbrands Awards at Berns Salonger, in Stockholm.

<http://www.proventus.se/news/brio-one-of-the-strongest-consumer-brands-in-sweden/>

Brand Alive opens Swedish office

5 FEB 2010 | ISSUED BY: BRAND ALIVE

brandalive®, the brand relationship company, has opened an office in Gothenburg, Sweden. Headed up by top international branding expert, Tony Leidenkrantz, the office propels the company formally onto the European stage.

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Brand Alive South Africa and Sweden held their first operational meeting in Cape Town. From left are Gabby Cowling, Tony Leidenkrantz, Giles Shepherd and Craig Rode.

Gothenburg is the second largest city in Sweden (after Stockholm), and the fifth largest amongst the Nordic countries. A strategic port city - boasting the largest harbour in Scandinavia - it is the home of Volvo Cars, and also plays host to significant brands such as Ericsson and SKF. Located on the Southwestern edge of Sweden, its central proximity to the whole of Europe makes it an extremely desirable base.

Tony Leidenkrantz, Managing Director of brandalive® Sweden, is not only an internationally seasoned branding expert, but also a renowned lecturer and industry thought leader. He is a member of the 2009 Superbrands Council for Sweden, and has held senior positions in top agencies and branding consultancies as well as top management positions in international corporations.

Says Giles Shepherd, founder and Group Managing Director of brandalive®: “Tony created Leidenkrantz & Partners in Sweden, turning it into a highly respected, specialist branding consultancy. It was the striking similarity between our business philosophies and approach that brought us together in a co-operative agreement in 2008. The success of that partnership persuaded us that a full development of brandalive® in Sweden would be a mutually beneficial move.”

Tony has long had a personal love for South Africa - and for Africa in general. It was his desire to find a blend between his passion for African wildlife and lifestyle and professional brand development that first brought him to brandalive®. “I wanted to identify partnerships with South African firms that could, in part, justify my desire to spend time in the country, and also create a valuable offering to my Swedish client base,” he says. “I was attracted to the brandalive® name, identity, philosophy and business offering - which was so close to my own offering. The chemistry between us from then on was the convincing factor.”

Zweli Nkosi, Chairman of brandalive®, believes this move represents one of the most significant developments in the history of brandalive®. “We operated an office in Kuwait City until 2006, so we have the battle scars associated to international partnerships and regional challenges - most particularly the calibre of your people on the ground, delivering your brand. In this case the man on the ground is an international forerunner in brand development.

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“We already have significant opportunities to create value for South African and European brands. And, of course, the ability to develop multi-regional, cross-cultural, synergistic solutions for international brands. This is a very exciting time for brand**alive**®!”

<http://www.bizcommunity.com/Article/196/82/44448.html>