

# Superbrands

## Media Coverage

Country	Date	Publication
Thailand	2015	Press Clippings



## Siam Paragon Declared Brand of the Year' 2015 by Superbrands

November 3, 2015

Twenty Seven leading Thai brands also honoured with Superbrands status at the 6th 'Oscars of Branding' tribute event.

Superbrands, the independent authority and arbiter of branding, announced that Siam Paragon has won the coveted 'Brand of the Year' award at the 6th annual Superbrands tribute event, which was held at Siam Paragon, Bangkok. 27 leading Thai brands were awarded 'Superbrands' status at the gala event, which is also dubbed globally as the 'Oscars of Branding'. The event was attended by the country's most prominent senior business, marketing and branding executives and saw the unveiling of the 2015 Superbrands book featuring many of the brands voted as Superbrands.

It's another successful year of Superbrands Thailand to reward to the awards to Excellence in Branding. Superbrands works through a market survey base throughout Thailand with 10,000 customers, marketer, PR Agencies, Brand Builders and Independent Council Members to vote for the strongest brands representing the Superbrands Thailand. The Top vote called the "Brand of the Year 2015", was

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rewarded to “Siam Paragon” as they have position their brand perfectly and have worked exceptionally hard to ensure that their consumers get the best possible service.

“Winning a Superbrands title provides a strong platform to be able to support the strength of the brand while addressing the entire range of the organizations’ interactions with employees, customers both existing and potential, investors, suppliers, media, etc. The tribute event is a celebration of these high profile brands and the people who contribute to their success.” Mike English said.

Here are the lists of the Superbrands 2015:

12 Plus, AIS, Angoon, Blackmores, Boots, Giffarine, Golden Mountain, Hi-Kool, Honda, King Power, Krungsri Auto, Kubota, Lamina, Lay’s, LG, Major Cineplex, Mali, Morakot, Muang Thai Life Assurance, Oishi, Orchid, S. Khonkaen, S.B. Furniture, Siam Paragon, Tiparos, Watsons, and Yamaha

“It is heartening to see so many of Thailand’s home grown brands make it into the Superbrands Thailand book alongside large corporate entities and world famous FMCG brands. We ensure that the participation in the book is by invitation only and is a recognition brand value and the enormous effort that makes them such successful brands. Mike English said.



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<http://destinationthailandnews.com/news/headline-news/siam-paragon-declared-brand-of-the-year-2015-by-superbrands.html>