

Superbrands To Honour UAE's Strongest Brands

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Agency: **OAK Consulting FZC**



The world's independent arbiter of branding to announce 'Brand of the Year' at the Superbrands tribute event

Dubai, United Arab Emirates, June 25 2009: Superbrands, the independent authority and arbiter of branding, today announced that they will be hosting a tribute event to honour the UAE's strongest brands for their achievements and excellence in branding at the Intercontinental Hotel in Dubai Festival City. The event, which will be held on June 28th, 2009, will also see the unveiling of the 5th Edition of the Superbrands book as well as the announcement of the much anticipated 'Brand of The Year'.

Speaking about the event, Mr. Mike English, Director, Superbrands Middle East, said, "We are delighted to host our fifth tribute event to celebrate the success of the UAE's strongest brands, which are among the most recognised brands in the world. This year, Superbrands were voted not only by the brand council but also by online voting, which has expanded the voting base to almost 3,000 marketing professionals. The brand with the highest score will be awarded 'Brand of the Year' at the event."

Sixty four leading UAE brands, which met the stringent selection criteria set by the Superbrands Council, were awarded 'Superbrand' status. The Superbrands Organisation also introduced the new voting system where over 3,000 professionals were invited to vote along with the Council. More than 1,160 leading UAE brands were scored by the Superbrands Council and invitees. The Superbrands voters evaluated and scored hundreds of brands available within the UAE and the highest scoring brands were then designated as Superbrands. Only brands that achieve the level of recognition set by the independent Superbrands Council are eligible for inclusion in the Superbrands UAE book, which traces the history and achievements of each of the brands.

The Superbrands Council comprises individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business. To be voted as a Superbrand by the Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status.

The Superbrands Organisation will unveil the much coveted coffee-table style Superbrands book, which includes a two-page profile of each of the Superbrands, at the Tribute event. "The brands featured in the book range from corporate giants to FMCG brands. We are happy to see so many of the UAE's local brands included in the book alongside key international brands. Participation in the Superbrands book is by invitation only and acknowledges the intrinsic strength of the organisation and its brand value," Mr. English adds.

The Superbrands tribute event is set to be a true celebration of many of the country's highest profile brands, and promises to

live up to its global reputation as the "Oscars of Branding".

THE UNITED ARAB EMIRATES SUPERBRANDS COUNCIL (2009):

Mike English, Director Superbrands

H.E. Sheikha Lubna Al Qasimi, Minister of Foreign Trade

Colm McLoughlin, Managing Director, Dubai Duty Free

Piyush Mathur, Regional Managing Director MENA & Pakistan, The Nielsen Company Kim Redman, Regional Director, Middle East Council of Shopping Centres

Mishal Kanoo, Deputy Chairman, UAE & Oman, The Kanoo Group

John Brash, Managing Creative Director, Brash Brand Strategy & Design

Laila Suhail, Chief Executive Officer, Dubai shopping Festival

John Deykin, CEO - tmh / Freelance Broadcaster

Tawhid Abdullah, Managing Director - Damas

Mike Simon, Divisional SVP Corporate Communications, Emirates

Iain Potter, VP marketing - Home & Personal Care - Unilever North Africa & Middle East

ABOUT SUPERBRANDS UAE:

The Superbrands organisation is acclaimed worldwide as being the independent authority and arbiter of branding excellence and is committed to paying tribute to exceptional brands and promoting the discipline of branding. The work Superbrands does is recognised through their books, Events and Awards programmes, internet sites, research and through significant international media and PR coverage in newspapers, magazines and on television and radio.

The Superbrands organisation was originally set up in London in 1994 where it published the first Superbrands book. Since then it has expanded its operations to 85 countries worldwide including Argentina, Australia, Brazil, China, Denmark, Egypt, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Kuwait, Lebanon, Malaysia, Mexico, Morocco, Netherlands, Norway, Pakistan, Philippines, Poland, Portugal, Russia, Saudi Arabia, Singapore, Spain, Sri Lanka, Sweden, Thailand, Turkey, United Arab Emirates, United Kingdom and the United States.

Superbrands publishes a series of books including Superbrands, Business Superbrands (on B2B brands), Cool Brands and eBrands - making the series of books the largest collection of insights into some of the greatest brands in the world. To date over 10,000 individual brands have been featured worldwide. For further information on Superbrands, please visit

www.superbrands.com

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