



**AWARDED**

**Superbrands**

**2017**

**Malta's Choice**

# ABOUT SUPERBRANDS

The Superbrands organisation was set up in the mid-Nineties of the last century in the UK. It aims to promote the discipline of branding. To achieve this aim, the founder decided that the best means to promote branding was to actually illustrate this area with examples of those brands that have achieved success: how they did so and the brand's contribution within the overall business over time.

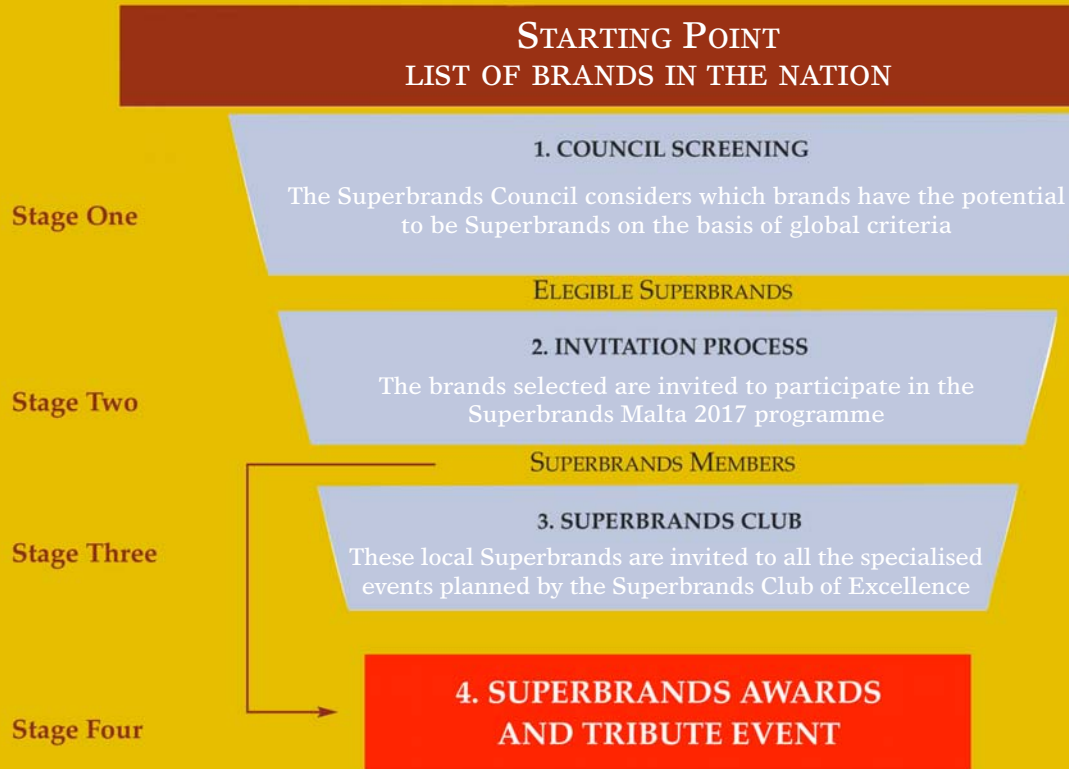
This information is disseminated through a high quality publication, which is now produced in over 90 countries throughout the world. Superbrands Malta is a part of the Superbrands organisation, which is acclaimed worldwide as being an independent authority and arbiter of branding excellence. Our commitment at Superbrands Malta is to pay tribute to exceptional brands and promote the discipline of branding.

The work we do at Superbrands is reflected in our books, through the special Events and Awards programmes we organise, our Internet websites, and through significant international media and PR coverage in newspapers, magazines and via electronic media.

Participation in the Superbrands programme is by invitation and this Superbrands status is available only to the highest performing brands, which are recognised only after rigorous analysis.



# SUPERBRANDS SELECTION PROCESS



# SUPERBRANDS DRIVERS



The s-factors are the winning factors to be Superbrands



# SUPERBRANDS CLUB OF EXCELLENCE

Marketing and Communication managers of the participating local Superbrands will be invited to join a specialised Superbrands Club of Excellence.

A number of dedicated meetings focusing on their area of expertise will be organised with leading experts during the year.

Meetings with Members of the Superbrands Council will also be facilitated and encouraged.



# SUPERBRANDS COUNCIL

The Superbrands Council is composed of specialists and leaders in their field (whose brands will not be among the Superbrands listed in the book). They will verify the prospective local Superbrands and bring to the table their marketing and communications experience, working closely with the Superbrands Malta team. It will be their job to vote for the Superbrands and Marketing Manager of the Year.

**The Hon. Dr Chris Cardona (Chairman)**

Minister for the Economy, Investment and Small Business

**Vanessa Bajada**

Head of Research - Business Leaders Malta

**Anton Borg**

President - Malta Chamber of Commerce

**Michael Grech**

Gozo Business Chamber

**Peter-Jan Grech**

CEO & Founder - BRND WGN

**Diane Izzo**

CEO & Founder - DIZZ Group

**Malcolm J Naudi**

Managing Director - MJN Communications

**Dr Emanuel Said, B.Pharm.(Hons)**

M.Res.(Cran.), MBA(Henley), Ph.D.(Cran.)

Head of the Marketing Department, FEMA - University of Malta



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# SUPERBRANDS RESEARCH

In collaboration with Business Leaders Malta, a fully-fledged local company with distinct brands that specialises in business consultancy, Superbrands is commissioning market research to enable it to understand what enables a brand to become a Superbrand and to identify the recipient of the Superbrands Pop Award - Malta's most popular brand on social media.



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# SUPERBRANDS GOLDEN SEAL

Once a brand accepts to join the Superbrands Malta programme, it is entitled to use the Superbrands Seal Malta 2017 for all its marketing and communication, both local and international, including on the brand itself.





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# SUPERBRANDS BOOK

As in all other countries where Superbrands is present, we will be producing and publishing a high-quality, hard-bound Brand Bible. Each brand selected to be a Superbrands will be allocated a double page spread for which they will provide illustrations and approve the content for their case study.

Brands will be placed in alphabetical order.

The publication is scheduled to be issued in March, 2017, and there will also be an eBook version that can be downloaded online.



# SUPERBRANDS TRIBUTE EVENT

The Superbrands book, together with the awards for each brand, the overall Superbrand Malta of the Year and the Superbrands Pop Award will be presented at a prestigious event in March, 2017. Entrance to this event will be reserved solely for members of the Superbrands Club of Excellence.

There will be extensive coverage of the evening in the local media.



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# SUPERBRANDS AWARDS

During the Superbrands Tribute Event, the Superbrands Awards for 2017 will be awarded to all the brands listed in the book.

The "Superbrand of the Year" will also be awarded to the brand, nominated by the Council, for the best performance during the previous year; the "Marketing Manager of the Year"

award will go to the manager who has distinguished himself/herself by the ability to make their brand a Superbrand.

The "Superbrands Pop Award" will go to the most popular brand on social media.



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# SUPERBRANDS MEDIA PARTNERS

Superbrands develops partnerships with major media outlets to promote a broad exposure of Superbrands in local and international media, be they print, broadcast and on-line. Superbrands Malta are proud to announce that Allied Newspapers Ltd will be their Media Partners for print and on-line communications, XFM as our Media Partners for radio and Tapp into Malta for Web and Blog. We expect to make more announcements on local media partnerships in the coming weeks.

