

# Business Superbrands to capture success stories

**SUPERBRANDS**, THE independent authority which promotes the discipline of branding and pays tribute to exceptional brands, has begun the process of extending invitations to those nominated brands to join the Business Superbrands programme. Business Superbrands are those brands which are primarily involved in business to business marketing which have excelled in their specialised fields of business. By excelling in their fields, they have established very strong customer relationships which leads to long term value creation.

It is these truly exceptional businesses that are being recognised. Most of these businesses have worked hard for many years before they have achieved a significant level of success. It is these stories which are expected to be captured in the Business Superbrand publication. Since some of these Business Superbrands may not be immediately visible to the pub-

lic (as opposed to consumer brands), the stories behind their successes may not be well-known.

Superbrands Lanka would therefore work with the participating brands in understanding the reasons behind their success and recording their brand story, which can then be used as a marketing tool by the companies themselves.

"The programme is an integrated package which can be used by companies to market themselves. Even for those companies who have not specifically articulated their brand offering, this is a great opportunity to do so", Director of Marketing of Superbrands Lanka Sharmila Cassim said.

"Not only do we capture the essence of the brand story, but there are several tools also included in the programme which can enable those businesses to activate and launch a sustained direct marketing initiative".

When asked about the response to invitations to participate, Cassim said

"we are in the early phase yet, and still approaching the brands and inviting them for the programme. We have still some ways to go.

"With those who we have approached, we have got a really good response. We believe this is because we established a credible and solid foundation for the programme through Consumer Superbrands. We are confident that we can showcase some really fantastic business Superbrands".

"It is our belief that Sri Lanka's own Business Superbrand stories will inspire brand custodians to work harder and other local entrepreneurs to follow suit, and thereby build more successful brands with international potential in the Sri Lankan market" Cassim said.

The Superbrands programme is an aspirational benchmark for businesses operating in this country.

It is awarded to only a select few top performing brands.

Ruchi Gunawardane