

# Superbrands Gets Overwhelming Response

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 specialized fields of business. By excelling in their fields, they have established very strong customer relationships leading to long term value creation for the business. Most of these businesses have toiled for many years before they have achieved this level of success. It is these stories which are expected to be captured in the Business Superbrand publication.

Since many of these Business Superbrands are not immediately visible to the public (as opposed to consumer brands) the stories behind their successes may not be immediately known.

Business Superbrands would therefore work with the participating brands in recording their brand story which can then be used as a marketing tool as well.

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

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

"As the programme has only just started, it will take us till about July 2008, to be able to put together the stories and publish the book. For those who have seen our consumer Superbrands book, they would know that this is of the highest international quality, and we will ensure that we achieve the same standard here too."

When asked about the response to invitations to participate, Ms. Cassim said "we have been taken aback by the overwhelming response that we are getting so far. We believe that this is because we established a credible and solid foundation for the programme through Consumer Superbrands and can therefore expect to showcase some really fantastic brands."

The Superbrands programme is an inspirational benchmark for businesses operating in this country. It is awarded to only a select few top performing brands. "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" says Ms. Cassim.

**"The programme is an integrated package which can be useful especially for those companies who have not specifically articulated their brand offering. Here is a great opportunity to do so"**