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The event will take place on August 14th, 2008.

Extra, Extra, Read all about it! Celebrate with us the longevity of four notable Superbrands!

Vogue once claimed that "if it wasn't in VOGUE, it wasn't in vogue." Ladies still agree.

This 2007/2008 Coolbrand UK glamorously presented the changing roles of women over the years.

This year's Tour de France has just ended. Have you gotten the inside scoop from L'Equipe?

L'Equipe, one of France's Grandes Marques, is closely linked to the history of cycling.

The Economist - *Not read by millions of people. So they say.*

The Economist has been recently named a 2008 Business Superbrand UK.

On a daily basis, The New York Times reports *all the news that's fit to print.*

According to the Bonnie Goebert Company, this American Superbrand has extremely loyal readers.

Did You Know...

[Things You Might Not Know About Superbrands](#)

What do Charlie Chaplin, apples and wounded soldiers have in common?

As always, information and other submittals from our family of Superbrands readers are most welcome!

SUPERBRANDS ROMANIA

Superbrands Romania Voting Process has ended.

The voting lists were collected at the beginning of August. All 21 council members were asked to assess each brand considering the following factors: Reputation & Prestige, Quality, Reliability & Trust, and Distinction. The list with the brands prepared by Nielsen, Superbrands partner of the Romanian programme, included approximately 1000 relevant brands for 34 business categories.

Superbrands Romania Started a New Phase of the Program.

The voting lists were sent to Nielsen, Superbrands Romania's partner in implementing the program, which will process and tabulate the scores the council members have allocated to each brand.

Business Superbrands Romania Council Members Featured on www.superbrands.com/ro.

In order to present you the distinguished personalities of the new Romanian Business Superbrands Council, we posted on our new Superbrands Romania website a brief presentation with photo of each Council member.

SUPERBRANDS INTERNATIONAL

Superbrands Programmes in Important Stages!

Superbrands Sri Lanka Launches Business Superbrands Volume One.



Following the development of the first Superbrands Programme in 2007, Sri Lanka has reached the final stage of the 2008 Business Superbrands Programme. The top scoring brands in line

with the mentioned criteria were invited to participate in the program. Furthermore, 32 Business Superbrands were featured in the publication that is to be launched in August 2008 at the Gala Tribute Event.

Superbrands Mexico Launches Mexico's Greatest Brands.



Superbrands Mexico has finalized this year's Mexico's Greatest Brands book with the release of the third Volume on July 29th. Following the validation of Mexico's Council, which comprised 10 highly regarded

members of Mexican business community, 45 brands were selected and agreed to be featured in this year's book.

Superbrands Mexico has already started working on the fourth Superbrands volume; the council for the Superbrands program which is supposed to be launched in 2009 Fall is being formed.

Superbrands India has finalized the Fourth Superbrands Book, the Second Business Edition

India's fourth Superbrands book (with 74 brands) will be launched on August 20th, 2008 by India's former Deputy Prime Minister in New Delhi. In addition, Superbrands India has started the preliminary work on the 5th book (3rd edition of Consumer Superbrands).

Superbrands East Africa will unveil the First Superbrands East Africa Book

Superbrands East Africa will also unveil the Superbrands East Africa volume 1 in a Gala Tribute Event and Award Ceremony on August 14th, 2008.

Extra, Extra, Read all about it!

In this vintage issue of the Superbrands Romania newsletter, we decided to celebrate the longevity of four remarkable Superbrands!

Yes, they're old. Really old. However, they've always been in "vogue" and comprised "all the news that's fit to print." Sometimes they even prided themselves that they were "not read by millions of people" with a hint to their high-quality reporting. Printed on yellow paper, white paper, regular paper or glossy paper, the newspapers below represent internationally the gold standard of publications.

Say stylish, culturally sophisticated women and try not to think of "Vogue." Say "Tour de France" without mentioning "L'Equipe." Think "news" without the "New York Times." Imagine high-quality analysis on international business and world affairs and try to omit "The Economist." It is pretty hard, isn't it?

They have loyal, extremely dedicated readers with whom they have an intense relationship. Without these Superbrands, there seems to be an absolute gap in their readers' lives that no other newspaper or medium can fulfill.

Enjoy!

Vogue once claimed that "if it wasn't in VOGUE, it wasn't in vogue." Ladies still agree.



The first illustrated fashion magazine grew out of a weekly society paper that began in 1892. *Vogue* magazine's inauspicious start as a failing journal did not preview the success that it would become. In 1909, a young publisher, Condé Nast, bought the paper and transformed it into a leading magazine that signaled a new approach to women's magazines. In 1910, the once small publication changed to a bi-monthly format,

eventually blossoming into an international phenomenon. More than any other fashion magazine, *Vogue* has come to represent the gold standard of publications targeting the stylish, culturally sophisticated woman. *Vogue* not only contributes to the acceptance of trends in the fashion and beauty industry, but additionally has become a record of the changes in cultural thinking, actions, and dress. Glancing through *Vogue* from years past documents the changing roles of women — the liberated elite of the 1920s, the idealized housewives of the 1950s, the working everywoman of the 1970s, and today's multiracial, indefinable woman.

This year's Tour de France has just ended. Have you gotten the inside scoop from L'Equipe?



The beginnings of the ancestor of L'Equipe, "L'Auto," are linked with the legendary cycling competition, Tour de France and with the name of Henri Desgrange. He was the one to bring the competition to France for the first time in 1900 and in 1903 it would become a national success.

Henry Degrange died in 1940 and the new director of the magazine was Jacques Goddet. He was the one to write political comments about Germans, which would lead to the prohibition of the newspaper in 1946. Involved in a trial, the director made use of his connection to launch the publication under another name, and this was the beginning of L'Equipe. One of the conditions of publication imposed by the state was that L'Equipe was to use white paper rather than yellow, which was too closely attached to L'Auto.

The magazine was published at that time three times a week. Soon enough it would become a daily magazine, and follow an ascendant cycle, until it became the most important sport publication in France nowadays.

The Economist - Not read by millions of people. So they say.

Geoffrey Crowther, who was editor of The Economist news weekly during World War II, once wrote of his publication, "Never in the history of journalism has so much been read for so long by so few." Even today The Economist, recently named a 2008 Business Superbrand UK, may be the only publication that boasts of its limited readership. Established in 1843 to campaign on one of the great political issues of the day, The Economist remains, in the second half of its second century, true to the principles of its founder.

James Wilson, a hat maker from the small Scottish town of Hawick, Wilson insisted that all the arguments and propositions put forward in his paper should be subjected to the test of facts. That was why it was called The Economist.

Contributors have ranged from Kim Philby, who spied for the Soviet Union, to H.H. Asquith, the paper's chief leader writer before he became Britain's prime minister, Garret FitzGerald, who became Ireland's, and Luigi Einaudi, president of Italy from 1948 to 1955. Even the most illustrious of its staff, however, write anonymously: only special reports, the longish supplements published about 20 times a year on various issues or countries, are signed.

The main reason for anonymity is a belief that what is written is more important than who writes it. As Geoffrey Crowther, editor from 1938 to 1956, put it, anonymity keeps the editor "not the master but the servant of something far greater than himself. (...) It gives to the paper an astonishing momentum of thought and principle."





On a daily basis, The New York Times reports *all the news that's fit to print*.

Henry Jarvis Raymond and George Jones founded The New York Times in 1851. Its exposé of widespread corruption of the Tammany Hall Democratic organization, run by "Boss" William Marcy Tweed, in New York City, helped to end Tweed's hold on city politics and became a landmark in American journalism.

In 1896, Adolph S. Ochs, a newspaper publisher from Chattanooga, Tennessee, bought The Times, which was then having severe financial difficulties. He took The Times to new heights of achievement, establishing it as the serious, balanced newspaper that would bring readers "All the News That's Fit to Print" (a slogan that he coined and that still appears on the paper's front page).

His publication would do so, he added, "without fear or favor." Mr. Ochs introduced such features as The New York Times Magazine and The Book Review.

Times readers are known to have an exceptionally intense relationship with their newspaper. Bonnie Goebert, president and owner of The Bonnie Goebert Company - marketing research firm- said, "In over 25 years of researching loyalists in virtually every product or service category, I have rarely encountered such a **dedicated group**. Without *The Times*, there seems to be an absolute gap in their lives that no other paper, indeed no other medium, can fulfill."

Things you might not know about Superbrands

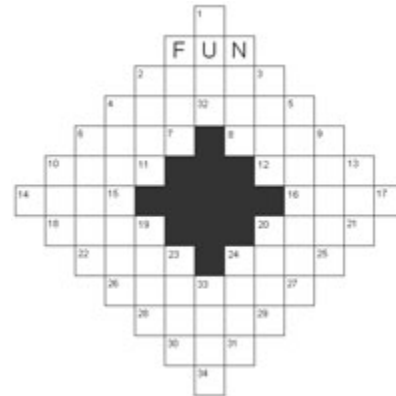


In 1880, Will Keith (WK) Kellogg went to work for his brother, Dr. John Harvey Kellogg, at the Battle Creek Sanitarium. Whilst developing a nutritious cereal food for his patients in 1894, a freak laboratory accident resulted in wheat flakes. The patients loved this new flaky cereal product, and demanded supplies, even after leaving the sanitarium. Today, the Kellogg Company distributes its products in 130 countries.



Dove Cream Bar was originally developed to heal the burns of soldiers in war.

In 1925, The Daily Telegraph became the first British newspaper to publish a daily crossword. The world's first crossword, by Arthur Wynne, first published in the New York World in 1913, is available at <http://thinks.com/crosswords/first2.htm>.



In the largest supermarket chain in Turkey, seven Knorr items are sold every ten seconds.



Apple's first logo, designed by Steve Jobs and Ronald Wayne, depicts Sir Isaac Newton sitting under an apple

Chaplin's Tramp character was portrayed by musician and artist Steve Fairnie in a famous 1980s advertising campaign for the IBM PC personal computer and later IBM PCjr.



tree. Almost immediately this was replaced with Rob Janiff's "Rainbow Apple"

*Warm regards,
Superbrands Romania Team*

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