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In *Casino Royale*, James Bond disregards the official orders and rushes to the Bahamas to investigate on his own.

The phone is not enough ... Sony Ericsson featured in 2007/2008 CoolBrands UK

The legendary super spy has introduced some challenging gadgets over the years. In *Casino Royale*, the phone Bond uses is none other than Sony Ericsson.

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In the upcoming *Quantum of Solace*, the spy makes a switch to Tom Ford International.

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

SUPERBRANDS ROMANIA

New Business Superbrands Council Romania

The independent and voluntary 2008 Business Superbrands Council Romania was formed. Following Superbrands well known tradition, the Council comprises locally based senior executives from the branding, advertising, media, retail, and marketing industries who have agreed to donate some of their valuable time to help Superbrands Romania discover which brands will be Romania's 2008 Business Superbrands. We will soon post a brief presentation with a photo of each distinguished Council member on our new [Superbrands website](#).

The 2008 Business Superbrands Romania Voting Process Has Begun.

The council members were invited to review the list of brands prepared by Nielsen, Superbrands partner of the Romanian programme. The list includes approximately 1000 relevant brands for 34 business categories. After the final votes are collected, Nielsen's will then process and tabulate the scores to declare a "league table" of results.

Superbrands Programmes in Important Stages!

Superbrands UK launched the 2008/2009 Superbrands Programme in July

The UK's strongest consumer brands will be revealed in conjunction with the launch of the 2008/09 Superbrands programme. The Superbrands Top 500 will reflect the opinion of over 3,000 members of the British public and will encompass brands from over 40 consumer sectors. Superbrands UK, home of the first Superbrands programme and developer of programmes like Superbrands, Business Superbrands, CoolBrands, also launched the 2008/09 Superbrands programme.



Superbrands India started writing the second Volume of Business Superbrands



India's fourth book - and the 2nd Volume of Business Superbrands - has made steady progress. In two months since launch, more than 40 brands have signed up and the first of the case studies has already been written and its pages designed.

Say It With Us! The Name is Brand. Superbrand!

On the eve of James Bond's 22nd movie, *Quantum of Solace*, coming out, we bring you a special edition, which portrays the unexpected connections between the most famous British spy, 007, and some of the most famous spy-worthy Superbrands!

Playing it cool... Iconic James Bond car Aston Martin tops 2007/2008 Coolbrands list

Motto: "Bond's car was his only personal hobby"
(*Casino Royale*, Ian Fleming)

[Superbrands UK] James Bond's favorite car, the Aston Martin, has topped the list of the 2007/2008 coolest brands in the UK thanks to its long-running association with the legendary super-spy. Aston Martin has been a star of superspy gadgets since 1963, when 007 was played by Sean Connery, to 1964's *Goldfinger* when Bond drove an Aston Martin DB5, up to most recent *Casino Royale*



(From left to right: Sean Connery and his DB5, Pierce Brosnan and the Vanquish and Daniel Craig with his DBS)

The Superbrands organization, which compiled the poll, said the film's success had rekindled Britons' love affair with Bond and showed "a deeply ingrained association with the man and the car."

Shaken, not stirred... The official James Bond drink declared an UK Superbrand 2007/2008

Motto: "I take a ridiculous pleasure in what I eat and drink" (*Casino Royale*, Ian Fleming).

[brandrepublic.com] James Bond and Smirnoff have gone hand in hand for more than 40 years. The close partnership between Smirnoff Vodka and Bond began in 1962's *Dr. No*, when Sean Connery first uttered the immortal words "vodka martini - shaken, not stirred." This monumental moment in film literally changed the way martini drinkers made their cocktails, shifting from the traditional gin to a vodka-based drink and popularizing the vodka martini over the world.



Bottles of Smirnoff can clearly be seen in *Tomorrow Never Dies* (hotel scene, when Bond pours himself a drink) and in *The World is not Enough*, when Bond is being served a Smirnoff by Valentin Zukovsky.

The "Vesper Martini" is the famous drink, ordered by Bond in both the book and the movie *Casino Royale*. The recipe for Bond's "Vesper" martini, as described in the 2006 movie is: "Three measures of Gordon's; one of vodka; half a measure of Kina Lillet. Shake it over ice, and add a thin slice of lemon peel." According to Bond, "once you have tasted it, you won't drink anything else."

From Bahamas with love... Bahamas is a Coolbrand top international travel destination

Motto: "Oh, I travel... [I am] a sort of licensed troubleshooter." (*Thunderball* movie, 1965).



In *Casino Royale*, James Bond disregards official orders and rushes to the Bahamas to investigate on his own. The Atlantic Ocean Island, regarded as a paradise of sand, sun and sea has been included in UK's Coolbrands 2007 edition in the international travel destination category.

Travel 007 style... London City Airport makes the 2008 Business Superbrands Top 500



[justtheflight.co.uk] London City Airport has been awarded with the Business Superbrand status. The ranking means the airport is classed alongside other aviation brands such as Air France and British Airways. Superbrands ranking placed Google as the top brand, followed by Microsoft, BP and the BBC. London City Airport appears in 415th place out of a total of 500 companies.

Minutes away from London City Airport, in and around the Beckton area during the 1980s, the James Bond movie *For Your Eyes Only* was filmed.

The phone is not enough ... Sony Ericsson featured in 2007/2008 CoolBrands UK

Motto: "Bond: Very novel, Q. Must get them in the stores for Christmas" (*Moonraker*, 1979).

James Bond has introduced some challenging gadgets over the years. His latest movie, *Casino Royale* offers no exception; the phone Bond uses is none other than Sony Ericsson. In line with the cool, sophisticated style of James Bond, K800 and K790 contributed to the branding strategies of the mobile mogul. This led to the recognition of Sony Ericsson as a Superbrand in UK's latest CoolBrands edition, in the Technology - Telecommunications category.



Dress to kill... Tom Ford has been declared as one of the UK's CoolBrands in Fashion

[LA Times] If in older films James Bond's style has been developed by a highly regarded Italian designer, in the upcoming *Quantum of Solace* the spy makes a switch to Tom Ford International. The designer declared: "We made about 420 pieces for 11 costume changes. For each scene we made three suits that were perfect, three suits that were bloodied and blown up, three suits that were bloodied, blown up and had been in a pool, and then we had to make most of those different permutations for the stunt men as well."

Black suits, usually regarded as dull and conservative, benefit from the image of the sophisticated and interesting super spy. The fashion designer's brand is neither dull nor too conservative as he has been declared as one of the UK's CoolBrands in Fashion (Accessories, Jewellery and Watches) category.



Things you might not know about Superbrands

- The Coca-Cola trademark is recognized in countries containing 98% of the world's population!



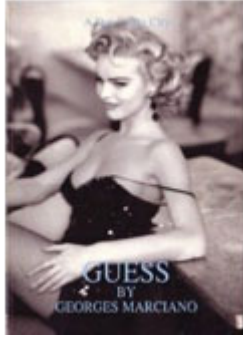
- McDonald's three kosher restaurants in Israel are the only McDonald's in the world where you cannot buy a cheeseburger.



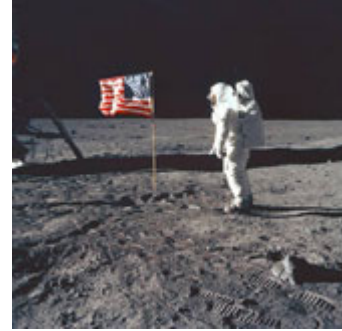
Stones.

FedEx has shipped many unusual animals, including two giant pandas to Washington D.C.'s National Zoo, polar bears, white tigers, elephants, rhinoceros, lions, gorillas, eagles and even a 13-foot tiger shark used in filming the movie "Jaws." Other unusual international cargo transported by FedEx includes a yacht for the U.S. sailing team for the 2000 Paralympic Games, a windmill from Denmark, an 11,000-pound helicopter, a five-ton communications satellite and tour equipment for The Rolling

The name *Guess?* was inspired by a billboard spotted by Georges Marciano that read, "Guess what's in a Big Mac?"



Neil Armstrong walked on the moon wearing space boots with soled made of synthetic material from 3M.



*Warm regards,
Superbrands Romania Team*

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