

Superbrands forms Sri Lanka Brand Council

Superbrands, the independent authority which promotes the discipline of branding and pays tribute to exceptional brands, recently formed its Sri Lanka Brand Council to commence the evaluation, amongst approximately 850 short listed brands.

The Superbrands programme is being implemented by Superbrands Lanka which was established in October this year as the 51st country to be recognized for Superbrands listing. The programme which began in the UK in 1994 is now being implemented in 55 countries.

The Head of the Superbrands Sri Lanka Council Mr. Hardley Perera, who is a pioneer in marketing education and a well respected strategic marketing consultant says "a Superbrands rating will offer consumers significant emotional and/or physical advantages over its competitors which (consciously or sub-consciously) consumers want and recognize and willing to pay a price premium for."

"We have selected our panel based on the expertise each member has in working with brands in the Sri Lanka market. They are all highly respected individuals coming from business and marketing related backgrounds. Each Council member truly is an unquestion-

able leader who has a significant standing within the industry and is highly rated by his/her peers. They are all senior people who have the experience and whose opinions are valued," says Mr. Perera.

The 18 members of the Council were profiled based on obtaining the right mix of people to provide different insights into brands. "As the process of brand selection is based on a panel, and not through consumers, it is vital that our panel had the experience and the right blend of knowledge and perspectives from which Sri Lanka's Superbrands would be selected," says Mr. Perera.

The corporate business heads included in the panel are Singer CEO Hemaka Amarasuriya and Dialog's Dr. Hans Wijesuriya, and those who have established highly successful business enterprises such as, Mahesh Amalalan of MAS, Hussain Eensuffally of Hemtas and Ashroff Omar of Brandix Apparel.

"It was essential that we have brand entrepreneurs as well, who have been involved in building successful brands into a highly successful business. Otara Gupewardene of Odell and Mnlk Fernando of Dilmah fall into this category of council members," says Mr. Per-



Pictures show Superbrands publications from the following countries: Top row, left to right - Sweden, Jamaica, Poland. Bottom row, left to right - India, UK, Hungary.

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Those representing senior positions in marketing include Unilever's Amal Cabral and MAS's Ravi Fernando. The specialist disciplines within the industry are covered through Lowe Lintas Chairman, Lilimani Dias Benson and Chairman of Phoenix O&M Irvin Weerackody. The market research representatives include CEO of LMRB Tissa De Alwis and Consultant Dr. Harsha De Silva. Highly respected, academic consultant Dr. Uditha Liyanage and a representative from The Char-

tered Institute of Marketing, Sri Lanka Region make up the rest of the panel.

"We hope to be able to finalise the entire judging process from which the Superbrands will be invited to join the programme by end January" concludes Mr. Perera.

A Superbrands rating is today the worldwide benchmark which recognizes brands with significant strategic focus and commitment for achieving extraordinary results, and is one of the most prestigious branding publications that are available.