

News Release

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WHO WILL WIN THE WAR FOR CUSTOMERS? SUPERBRANDS

SYDNEY, Australia: 8 December 2011 – As work on the latest edition of Superbrands Australia commences, the publishers have commissioned an exclusive survey by Nielsen, the leading global provider of insights into what consumers watch and buy, to identify Australia's most trusted consumer brands.

Not surprisingly, the research found the nation's ten favourite brands are some of our most popular household names:

Arnott's	Dulux
Bonds	Google
Bunnings	Maggi
Cadbury	Mortein
Colgate	Nestle

Commenting on the findings, Peter Richardson from Superbrands Australia, said: "The Superbrands survey conducted by Nielsen has provided depth to the brand research and review processes for the next edition of Superbrands in Australia, ensuring that only the most popular consumer brands qualify as Superbrands."

Conducted between May and August 2011, Nielsen's intensive research covered more than 90 consumer products and services categories, identifying around 500 brands that passed Superbrands' exhaustive qualification tests.

In reference to the clear brand dynamics our most popular icons exhibit, Peter Cornelius, Managing Director, Media, for Nielsen Australia, said: "Strong brands share common traits; they deliver the inherent value that consumers desire and expect from them to fulfil their ongoing needs. Repeated positive customer relationships and experiences, nurtured and grown from consistent and effective marketing effort and investment, greatly contribute to establish the desired perception and brand qualities over time."

For these brands to win the war for consumers, it's clear that consistency is key. And while the presence of most names in the top ten should be no surprise to anyone - given the power, resilience and distribution these brands own - the fact that new brands have forced their way in (or come extremely close) to be listed in the Superbrands Australia top ten, shows that all brands face a challenge to remain relevant, stay trusted and provide real value, so that they continue to be at the forefront of consumer perception.

Summing up, Peter Richardson from Superbrands Australia, said: "Superbrands pays tribute to the strongest and most valuable brands in Australia today. Sheer size doesn't cut it, and neither does a unique product offering. To be a Superbrand requires the consistent management of the company's values, beliefs and product quality – not just at the factory or head office – but wherever the brand touches a consumer."

About Superbrands

Established in 1994, Superbrands evaluates the most important, popular and trusted brands from around the world. To be selected for 'Superbrand Status' means undergoing strict selection and qualification criteria. Only those brands with the highest scores are granted this coveted title and can appear in Superbrands publications, which have now produced more than 12,000 brand profiles in 260 books across 80 countries.

With five editions published in Australia since 1997, Superbrands has proven to be an invaluable resource tool for businesses and consumers alike. Comprehensive distribution and public relations programs have built significant business, marketing and education audiences for Superbrands. This will continue with volume 6 scheduled for publication in early 2012.

For more information, visit www.superbrands.com.au

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands>

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