



# Sensei Brand Award 2011

brands  
which inspire,  
guide, and mentor





We're looking out for brands which teach us in various aspects—be it science, ecology or even today's life. We truly believe that all brands imaginable need to realize their new role: commitment and contribution to social life and society.

Kate Belan  
Award Visionary, Popsop Editor

This is a great opportunity not only to celebrate (and award) the best brands out there that are committed to our social life enhancement but also an opportunity to discuss and explore how and why these brands get into “mentorship”.

Alex Baranov  
CEO, Founder of Popsop

I think, in today's branding and marketing, this type of award should become commonplace.

Vladimir Popov  
Creative Director of Popsop



What if all the brands in the world did not merely strive to sell more of a product but also helped us love our planet better, spend smarter, cherish our family, live healthy life in every way? Wouldn't it be a better place to live and grow?

At Popsop, we thought that now is the right time to celebrate global brand sensei's.

That's why we're launching our new project Sensei Brand Award 2011 (SBA'11), which is to prove record of continuous and fruitful commitment of brands to inspiring, mentoring and teaching across several areas as follows —

**Green Thinking and Healthy Lifestyle**  
**Youth and Family Culture**  
**Innovations and Out-of-The-Box Thinking**

In a few words, SBA'11 is aimed at:

**Researching global brands from a relatively new angle—teaching.**  
**Establishing the award methodology and selection criteria.**  
**Building mutually beneficial partnerships in this field.**

**Event**  
Criteria  
Judges  
Process  
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In order to evaluate brands' mentoring activities across those 3 areas of social life we applied 3 criteria and named them Eco, Fun and Mind.

**ECO** (recycling, environmental protection, green packaging, healthy lifestyle etc.).

**FUN** (youth and family values, person and society, love and affection, relationships and friendship etc.).

**MIND** (innovations, science, modern arts, high tech, big ideas etc.).

The award criteria are as simple as that.

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We thought it would be great to make the process of evaluation as transparent as possible.

That is why we decided to carry out the selection procedure using a clear and simple tool—the monthly rating program SBA'11.

Without doubt, some complicated methodologies based on factual data are quite solid and precise. But can this approach be applied to teaching and mental development assessment? We believe not.

That is why we decided to engage industry experts in voting for the best brand “sensei” in terms of teaching and social commitment.

At the moment we have **23** international experts on the judging panel. See who's on board: [www.popsop.com/judges](http://www.popsop.com/judges).

We carry out voting each month. We welcome you to join the SBA'11 jury until June, 2011!

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Rating logic is fairly simple. It can be described in 5 simple steps:

1. Popsop team compiles the most topical and hot brand news, campaigns and activities, sends that list to the experts for consideration.

2. Industry experts evaluate each brand campaign giving points from 0 to 10 by 1 criteria, or two (if one feels it makes sense) or even by 3 criteria at once, if the selected campaign is comprehensive and complex.

3. Experts send their completed voting forms to Popsop rating manager who is to upload the data online.

4. Selected brands accumulate the score monthly. The average by each criteria is estimated as arithmetic average of a set of the experts' votes; respectively, the average brand score equals arithmetic average of aggregate score by each criteria, as—

$$\frac{a_1 + a_2 + a_3 + \dots + a_n}{n}$$

where a—score, and n—number of evaluating experts.

5. As a result of all this, in June 2011 we'll define 3 brand senseis in ECO, FUN and MIND categories—those ones who gain the highest score by each criteria. Moreover, we'll award the Best of Show Sensei—the brand which will gain the highest total score.

*\* more info on the exact place and date of the award ceremony is coming soon.*

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If you want to join the panel of judges, we must create you expert profile—to make your evaluating activities available for our readers.

They can view both individual estimation by each expert at the end of each rated news and the total sum of scores (given by all judges) on the main page of the rating.

Users can sort data and view comprehensive diagrams (by criteria, by period, by expert).

Each month we announce 3 best brand senseis in 3 categories. The current scores gained by each brand and the dynamics will be displayed in the comprehensive charts.

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The main page of the rating results:

**CANNES LIONS**  
57th INTERNATIONAL ADVERTISING FESTIVAL, 20-24 JUNE 2010  
Delegate registration and entries are now open  
CONNECTIONS. MADE EASY

**SBA'11 Rating**  
About | Juries | Methodology | Sponsors & Supporters  
Ratings: **Dynamics**  
Period: Current Results | Criteria: All criteria | OS

**Current Results**

|          |  |  |
|----------|--|--|
| <b>1</b> |  | Fun: 6.13, Mind: 3.00, Eco: 3.40, Summary: 4.18<br>Nike: Bleed Your Colours<br>Nike: Dutch Football Team Bleeds Orange post by test rating<br>Nike Made a New Kit Inspired By One Of Soccer's Biggest Upsets In History  |
| <b>2</b> |  | Fun: 6.96, Mind: 2.83, Eco: 2.00, Summary: 3.90<br>Google Tests Its Own Mobile Phone<br>Absolut Vodka Launches Mobile Drink Application for Google Android<br>Google Will Tell the Press about Nexus One Today   |
| <b>3</b> |  | Eco: 5.96, Fun: 5.20, Mind: 5.00, Summary: 5.35<br>Pepsi Bebebe: Japanese Experiments with African Flavours<br>PepsiCo Marks World Water Day 2010 with Global Water Goals<br>PepsiCo Launches Groundbreaking Pilot Program to Reduce Carbon Footprint of Tropicana |
| <b>4</b> |  | Fun: 7.50, Mind: 2.00, Eco: 2.90, Summary: 4.00<br>Nestle Nespresso Tanzania — Coffee Spring<br>Nestle Brings Real Back Into Dairy   |
| <b>5</b> |  | Mind: 3.17, Fun: 3.00, Eco: 2.90, Summary: 2.89<br>McDonald's: 'I'm Lovin' It' 2.0<br>McHappy Day with a Huge Puerto Rican Smile<br>Football Legends Join McDonald's to Announce 2010 FIFA World Cup South Africa Sponsorship Programs                             |

**Provided by Popsop**

Being a perfect online meeting place for global branding experts, brand owners and their target customers, Popsop not only provides fresh branding news, we are running our unique rating program.

Brand Coaching Award celebrates the best brand campaigns which fulfil certain teaching functions of sorts, i.e. live a better life, cherish family, do sports, save environment, be creative etc.

At Popsop, we strive to establish a unique approach to awarding p rating brands for their 'coaching' functions. Read more

**Sensei Brand Charts beta version**

**Experts**

- Jonathan Ford, Pearlfisher** for Nike
- Gaston van de Laar, Claessens/Carlis** for Nike
- Mikhail Gubergitz, BBDO Branding** for Nike
- Martin Grimer, Blue Martin** for Nestle
- Silas Amos, JKR** for Nestle

**Are you a global brand?**  
Do you feel like sharing your thoughts with us? [You're welcome to Popsop!](#)

**More news**

- IKEA: International Playreport Results**  
IKEA released the results of the Playreport, an international, research-driven...
- Nike78 — Sneaker Reincarnation**  
Nike has launched a new...
- Kettle Potato Chips Are Crunch Proud**  
Kettle is the crunchiest potato chip and they have the website to prove it...
- Philips Norelco: 'Deforest Yourself, Reforest The World.'**  
Philips Norelco is issuing a challenge to all Americans: "Deforest Yourself. Reforest the World..."

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A page containing rated news:



Brand Magazine Online

Global brands | World news | Upcoming Events | Case Study | Articles | Experts | Agencies | Collection

Global brands | Brands Online

## Nike Japan Sculpt's Memorable Statue

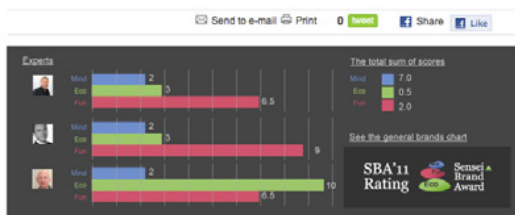
Nike Japan is giving football fans a chance to have their words carved into history. The global sporting goods manufacturer has launched a campaign revolving around the FIFA World Cup 2010 featuring famous Brazilian/Japanese football star Marcus Tullio Tanaka, whose great sculpture serves as a board for fans' messages.



The project uses an online presence at [www.nike.jp/football/future](http://www.nike.jp/football/future) to invite viewers to submit Twitter comments and words of support for the soccer team from Japan competing in the World Cup in South Africa. The best of the messages will be selected and carved into a statue of Tanaka commemorating the tournament.

Here is the English translation of the text from the spot: *I am Japanese. Everything starts now. The world will take notice and doubt will be erased. I am a defender that will attack in a split second. Players will be answered. One moment will last for eternity. One game. One play. And everything will change. Marcus Tullio Tanaka. Write the future.*

Popsop.com  
22 June 2010  
Tag: Nike, sports, Twitter



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More news

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**Philips Norelco: 'Deforest Yourself. Reforest The World.'**  
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Brand Insider  
Comments

PEPSICO  
Laura Neopha  
PEPSICO

TOYOTA  
Akiko Toyoda  
TOYOTA

COCA-COLA  
David Butler  
COCA-COLA

New column: Brands  
Talk on Popsop!

It's a Capital  
Mistake To  
Theorize Before  
One Has Data. And  
Sometimes When  
You Do!  
Dr. Robert Passikoff,  
the President and  
founder of Brand  
Keys, looks deeper  
into the BIP mess.

Robert Passikoff,  
Brand Keys

Industry Players

B FITCH  
B Wolff Olins  
D London  
O Interbrand  
DRAGON ROUGE  
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Puma  
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Remy Martin  
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Wigley

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SBA'11 is a very special award.

Our strongest asset is our philosophy. The time has come to realize—brand MUST guide us, not just gain profit and make us overconsume. Brand MUST teach and many of them DO—to love our planet better, to live a healthy life in harmony with the nature, to drink responsibly, spend smarter etc.

That is our philosophy and we're seeking great people who share our views.

That's why WE NEED YOU there.

We think globally and act effectively. Branding is not a mere speculation anymore. Join our expert pool and establish the new industry standard of smart consumer philosophy with Popsop and SBA'11.

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