



TOTALJOBS.COM JOINS THE E ELITE

The Superbrands organisation, the global independent authority on branding, has announced that Totaljobs.com is to join an elite group of brands awarded eSuperbrand status. The brand will also feature in a publication highlighting the stories of many of the honoured brands; the book is launched on 16th March at Embassy, London. Only ten percent of brands originally considered qualified for the award, with each winner perceived to have an exceptional standing and reputation within the online market.

Other brands featured include eBay.co.uk, toptable.co.uk, Google™ and Firebox. This publication forms part of a pioneering and exciting programme that was founded with the aim of paying tribute to the UK's strongest ebrands, whilst also providing consumers with insight and guidance into the best brands and sites within the huge online market.

A dedicated eSuperbrands council was formulated in 2005, consisting of eminent individuals who are well qualified to judge which are the nation's strongest ebrands. Each brand featured in the book qualified to do so based on the ranking of this council. The book includes full case studies on 46 of the 300 qualifying eSuperbrands; the full 300 appear in a comprehensive index within the book. Over 3,000 brands were initially considered.

The council includes Brent Hoberman the Co-founder of lastminute.com, Simon Waldman the Director of Digital Publishing at Guardian Newspapers, Michael Murphy the Chief Executive Officer of Friends Reunited and John Owen, Chairman of the Institute of Practitioners in Advertising's Digital Marketing Group. Each eSuperbrand was considered by the council to have elevated itself above others in their field through offering both emotional and physical advantages, which consumers recognise and want.

Commenting on the launch of eSuperbrands a spokesman at the Superbrands organisation said that 'eSuperbrands is fascinating as it explores a diverse range of brands, from different industries and of difference sizes. The interesting thing is the success and strategy employed by the mix of traditional brands, that we have known and loved for years, with other younger pure e-brands that have been developed more recently. With the proliferation of websites both reputation and brand image are becoming ever more important in aiding consumer choice. Those brands featured in the eSuperbrands publication are a suitable benchmark of those that truly deliver.'

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eSuperbrands

1JOB.co.uk, 192.com, 50connect.co.uk, 888.com, allcures.com, Auto Trader, Avon, bbc.co.uk, Betfair, Boys Stuff, British Airways London Eye, confetti, crocus, DatingDirect.com, dubit, eBay.co.uk, Faceparty, Firebox, Friends Reunited, Google™, HalifaxHomeFinder, JobServe, Jobsite, Littlewoods even more, MAXIM, moneynet, Moonfruit, MyTravel.com, myvillage, Nectar, NetNames, OUT-LAW, PhotoBox, Prime Location, River Island, Streetmap, teletexholidays.co.uk, ThomsonLocal.com, Times Online, tiscali, TOPSHOP, toptable.co.uk, Totaljobs.com, UpMyStreet, What Car?, Yell.com

eSuperbrands Council 2006

Wayne Arnold, Managing Director, Profero
David Day, European Managing Director, EMEA Region Nielsen / NetRatings Inc
Jody Haskayne, Director of PR & Communications, Tiscali UK Ltd
Brent Hoberman, Co-founder, lastminute.com
Rachel Johnson, VP Marketing Europe, Ask Jeeves inc.
Lisa Jones, Editor, .net
Michael Murphy, Chief Executive Officer, Friends Reunited
John Owen, Chairman of the IPA's Digital Marketing Group
Steve Perry, Marketing Services Director, NTL
Timothy Ryan, Brand Marketing Director, AOL
James Sanderson, Joint Managing Director, glue London
Rory Sutherland, Vice-Chairman, The Ogilvy Group, UK
Simon Waldman, Director of Digital Publishing, Guardian
Donna Price, Chairwoman, eSuperbrands Council

Notes to editors

How are eSuperbrands chosen?

- The eSuperbrands are chosen solely by the eSuperbrands Council. This is a group of 14 industry specialists, who are either experts in marketing, managing, creating or reviewing Internet brands.
- The entire population of brands is initially considered for inclusion in the shortlist sent to the council. Council members score each brand based on their opinion of the brands strength and credentials. These scores are the basis for qualification. The council is only concerned with each brands status within the UK. Council members are unable to score any brands that they have an association with or which is competitive to one that they are associated with.

The Superbrands Organisation (www.superbrands.org)

- The Superbrands organisation is the independent authority and arbiter on branding. The organisation promotes the discipline of branding and pays tribute to exceptional brands in over 55 markets. Over 670 of the most high profile, experienced and well known experts in the marketing and business community currently sit on its councils; these judges represent the largest and most highly regarded source of knowledge on branding to be compiled in the industry. These

renowned figures come from respected agencies and successful brands, as well as from key media organisations.

- The organisation has earned the right to trade under 'The Brand Council' name within the UK following permission from the Secretary of State at the Department of Trade & Industry.
- The organisation has produced over 5000 case studies on brands identified as high achievers. These unique stories and insights have been published in 77 branding bibles.
- The organisation's publications, the centrepiece of its programmes, enjoy momentous reach. For example, over one million consumers have read the 18 European publications launched in 2005. The books are endorsed by the Chartered Institute of Marketing, the Institute of Practitioners in Advertising and the British Brands Group.
- Superbrands have produced over 100 global branding events reaching approximately 30,000 delegates. These high profile events celebrate branding success whilst also providing brand guardians with insight and inspiration during their on-going brand presidency. The organisation's events range from Tribute Events, often referred to as 'Branding Oscars', to business breakfasts. Networking amongst senior peers is always an important element as the Superbrands can cross-fertilise ideas or discuss partnership marketing opportunities. Speakers at its events have represented companies as diverse as Coca-Cola and GE through to Greenpeace. In many countries Superbrands operates events in partnership with other relevant bodies and organisations.

About totaljobs.com (www.totaljobs.com)

Totaljobs.com is part of Totaljobs Group Ltd – the UK holding company for the premium brands in online recruitment: CWJobs.co.uk, Caterer.com, CatererGlobal.com, Hotelscareers.com, Retailchoice.com, Salestarget.co.uk and Totaljobs.nl.

The site caters for large multinationals to small regionally based businesses, recruitment consultants and recruitment advertising agencies. Over 2,800 employers place more than 96,000 vacancies at any one time on the site. Its jobseekers come from all areas of the UK, and across all industries and job functions. One million jobseekers use the site each month, with a jobseeker making an application every 4 seconds through the site.

Totaljobs has an inclusive approach to recruitment and encourages every employer to recruit using selection processes that do not discriminate.

Totaljobs Group Ltd, between its sites, carries over 185,000 vacancies at any one time, and generates around 1.3 million applications every month.

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