

# SuperMom Brand Awards 2023, Appreciation for Brands that Understand Mother's Needs

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Supermom Brand Award (Ist)

**SUARAKARYA.ID** : Mother is the main figure who plays an important role in a family. Mothers have many roles and are able to do many things to meet the needs of all family members. Included in making the best decisions for family needs.

A mother also determines the needs of children and babies in a family. It is important for mothers to choose a trusted brand. The 2023 SuperMom Brand Awards event is an appreciation for brands that are able to meet the needs of mothers well.

"Brands that received awards from the SuperMom Brand Awards are the brands that are most purchased and referred to by mothers in Indonesia. This indicates that the brand has high trust from mothers in Indonesia. For this reason, it is very important for a brand to build trust from mothers," said Anwesh Bose, Country Director of Supermom Indonesia, when met by journalists at Ciputra Artpreneur, Jakarta, Wednesday (11/1/22).

Apart from giving awards to trusted brands, the SuperMom Brand Awards also give appreciation to four great women in Indonesia. They are those who work to help disadvantaged women and children, both in the fields of health, education, gender equality and the economy in Indonesia, through their social movements.

These people have made a direct impact on the community, possessing values of decency, interest, social movement sustainability, leadership and positive social media outreach.

The 4 women who won awards from SuperMom through the Social Impact Awards were Mieke Randa from Rumah Harapan Indonesia, Alimah Fauzan from Women Telling Stories, Maureen Hitipeuw from Single Moms Indonesia and Nila Tanzil from Taman Bacaan Pelangi.

Meanwhile, the Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno highly appreciates SuperMom for creating a digital platform that provides space, especially mothers, to meet family needs. With the SuperMom platform, it is hoped that it can help meet the needs of the community, especially mothers.

"This awarding activity is a space for appreciation for the choice of the best products for mothers. It is hoped that in the future, this platform can bridge mothers to choose various creative economy products, which in turn can help Indonesia's economic growth," said Sandiaga Uno.

The SuperMom Brand Awards are the only awards based on 100% consumer choice where they measure brand trust among brands bought by mothers and families. The brand with the most votes indicates that the brand is tried and trusted by mothers in Indonesia.

In addition to giving awards to brands, SuperMom also gave Social Impact Awards to four great Indonesian women who have worked to help disadvantaged women and children in the fields of health, gender equality, education and the economy.

For the first time, the SuperMom Brand Awards were held in Indonesia, following the success of the SuperMom Brand Awards which were held in Singapore starting in 2018. SuperMom technology is based on Artificial Intelligence (AI), making it easier for mothers to get the best and cheapest products for the needs of mothers and their families .

The poll and survey features owned by SuperMom are also able to provide an overview of the market as well as perceptions and preferences for a brand in a short time from mothers in Indonesia.

“The real SuperMom Brand Awards are 100% based on the choices of mothers. This means brand category winners do not need to advertise or sponsor SuperMom. All brand winners, really based on mom's vote. This award is divided into two main categories, namely Mother and Child (9 categories) and Family (7 categories)”, said Luke Lim, Executive Chairman of SuperMom.

SuperMom Brand Awards also has an Advisory Panel consisting of various experts from Indonesia and Singapore, including Luke Lim (Chairman of Supermom), Dr. Lau Kong Cheen (Associate Professor of Marketing Singapore University of Social Science), Soeprapto Tan (IPSOS Marketing Research Company), Fibra Amukti (Chief Media Editor) and Mia Amalia Manan (Certified Trainer and Presenter).\*\*\*

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