

### Top 20 Business Superbrands

BRAND	CATEGORY
Apple	1 Technology - Hardware & Equipment
BP	2 Oil & Gas - General
Microsoft	3 Information Technology - Software & Solutions
British Airways	4 Travel - Airlines
Emirates	5 Travel - Airlines
Google	6 Advertising Solutions
PayPal	7 Financial - Credit Cards & Payment Solutions
Shell	8 Oil & Gas - General
Visa	9 Financial - Credit Cards & Payment Solutions
Mastercard	10 Financial - Credit Cards & Payment Solutions
American Express	11 Financial - Credit Cards & Payment Solutions
London Stock Exchange Group	12 Financial - Exchanges & Markets
Virgin Atlantic	13 Travel - Airlines
IBM	14 Information Technology - Consultancy & Services
JCB	15 Industrial Engineering - Construction, Agricultural & Utility Equipment
Samsung	16 Technology - Hardware & Equipment
GlaxoSmithKline	17 Pharmaceuticals & Medical Equipment
Bosch	18 Construction - Tools & Equipment Manufacturers
Barclaycard	19 Financial - Credit Cards & Payment Solutions
Intel	20 Technology - Electronics, Semiconductors & Components

### Category Winners

CATEGORY	BRAND
Accountancy & Business Services	Deloitte
Accreditation, Testing & Inspection Services	Investors in People
Advertising Solutions	Google
Aerospace & Defence	Rolls-Royce Group
Agribusiness & Food	Tate & Lyle
Associations & Trade Bodies	BMA (British Medical Association)
Chemicals	BASF
Conferences & Events - Owners & Organisers	Reed Exhibitions
Conferences & Events - Venues	The NEC
Construction - Builders Merchants & Distributors	Screwfix
Construction - Consultancy, Design, Build & Management	Balfour Beatty
Construction - Materials	Tarmac
Construction - Plant & Tool Hire	HSS Hire
Construction - Tools & Equipment Manufacturers	Bosch
Courier, Delivery & Postal Services	Royal Mail
Distribution & Supply Chain	Booker
Executive Education - Business Schools	London School of Economics and Political Science (LSE)
Executive Education - Training & Development	City & Guilds
Financial - Business, Corporate & Investment Banking	HSBC
Financial - Credit Cards & Payment Solutions	PayPal
Financial - Crowdfunding & Alternative Finance	Kickstarter
Financial - Exchanges & Markets	London Stock Exchange Group
Industrial Engineering - Construction, Agricultural & Utility Equipment	JCB
Industrial Engineering - General	Siemens
Information Providers	Bloomberg

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### CATEGORY BRAND

Dropbox	Information Technology - Cloud, Data Centres & Hosting
IBM	Information Technology - Consultancy & Services
McAfee	Information Technology - Security
Microsoft	Information Technology - Software & Solutions
AXA	Insurance, Pensions & Risk Management
Slaughter and May	Legal Services
Accenture	Management & HR Consultancies
YouGov	Market Research & Intelligence
Saatchi & Saatchi	Marketing Services
Rio Tinto	Mining
BP	Oil & Gas - General
GlaxoSmithKline	Pharmaceuticals & Medical Equipment
Tetra Pak	Print, Paper & Packaging
Savills	Real Estate - Commercial Agents / Advisors
British Land	Real Estate - General
Reed	Recruitment
Compass Group	Support Services - Catering
Big Yellow	Support Services - Document Protection & Storage
KIMBERLY-CLARK PROFESSIONAL	Support Services - Facilities Management & Supplies
Rentokil	Support Services - General
Post-it	Support Services - Office Equipment
Ryman	Support Services - Office Supplies
Chubb Fire & Security	Support Services - Security, Safety & Fire Protection
Intel	Technology - Electronics, Semiconductors & Components
Apple	Technology - Hardware & Equipment
BT	Telecommunications - General
Nokia	Telecommunications - Infrastructure & Services
Inmarsat	Telecommunications - Satellite Owners & Operators
Eddie Stobart	Transport - Freight & Transport Services
Braemar	Transport - Ports & Marine Services
British Airways	Travel - Airlines
Hilton Hotels & Resorts	Travel - Business Hotels
American Express Travel	Travel - Corporate Travel Services
Virgin Trains	Travel - Train & Bus Operators
E.ON	Utilities & Power
Biffa	Waste Management & Recycling

### Qualifying Business Superbrands (A-Z)

#### BRAND CATEGORY

3M	Industrial Engineering - General
A-Plant	Construction - Plant & Tool Hire
ABB	Industrial Engineering - General
Abbott	Pharmaceuticals & Medical Equipment
ABTA	Associations & Trade Bodies
Acas (Advisory, Conciliation & Arbitration Service)	Associations & Trade Bodies
ACCA (The Association of Chartered Certified Accountants)	Associations & Trade Bodies
Accenture	Management & HR Consultancies
Access Self Storage	Support Services - Document Protection & Storage
Acer	Technology - Hardware & Equipment
adam&eveDDB	Marketing Services

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BRAND	CATEGORY
Adecco	Recruitment
Adobe	Information Technology - Software & Solutions
ADP	Support Services - General
ADT	Support Services - Security, Safety & Fire Protection
Aegis	Support Services - Security, Safety & Fire Protection
Aegon	Insurance, Pensions & Risk Management
ALG	Insurance, Pensions & Risk Management
AIM	Financial - Exchanges & Markets
Air France	Travel - Airlines
Airbus	Aerospace & Defence
AKQA	Marketing Services
AkzoNobel	Chemicals
Allen & Overy	Legal Services
Allianz	Insurance, Pensions & Risk Management
Alstom	Industrial Engineering - General
Amadeus	Information Technology - Consultancy & Services
AMD	Technology - Electronics, Semiconductors & Components
Amec Foster Wheeler	Oil & Gas - Services
American Airlines	Travel - Airlines
American Express	Financial - Credit Cards & Payment Solutions
American Express Travel	Travel - Corporate Travel Services
Amey	Support Services - General
AMV BBDO	Marketing Services
Anglo American	Mining
Antofagasta	Mining
AOL Advertising	Advertising Solutions
Aon	Insurance, Pensions & Risk Management
Apple	Technology - Hardware & Equipment
Arcadis	Construction - Consultancy, Design, Build & Management
ArcelorMittal	Industrial Engineering - General
Arco	Support Services - General
ARM	Technology - Electronics, Semiconductors & Components
Arriva	Travel - Train & Bus Operators
Arup	Construction - Consultancy, Design, Build & Management
Ashridge Executive Education	Executive Education - Business Schools
AstraZeneca	Pharmaceuticals & Medical Equipment
Atkins	Construction - Consultancy, Design, Build & Management
Atlas Copco	Industrial Engineering - General
Autodesk	Information Technology - Software & Solutions
Autoglass	Support Services - General
Avast	Information Technology - Security
Avery	Support Services - Office Supplies
Aviva	Insurance, Pensions & Risk Management
AXA	Insurance, Pensions & Risk Management
Axis Security	Support Services - Security, Safety & Fire Protection
Babcock	Support Services - General
Badenoch & Clark	Recruitment
BAE Systems	Aerospace & Defence
Bain & Company	Management & HR Consultancies
Baker McKenzie	Legal Services
Balfour Beatty	Construction - Consultancy, Design, Build & Management
Bank of America Merrill Lynch	Financial - Business, Corporate & Investment Banking
Bank of Scotland	Financial - Business, Corporate & Investment Banking
Barclaycard	Financial - Credit Cards & Payment Solutions

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BRAND	CATEGORY
Barclays	Financial - Business, Corporate & Investment Banking
BASF	Chemicals
Basildon Bond	Support Services - Office Equipment
Baxi	Industrial Engineering - General
Baxter	Pharmaceuticals & Medical Equipment
Bayer	Pharmaceuticals & Medical Equipment
BBH	Marketing Services
BCG (Boston Consulting Group)	Management & HR Consultancies
BDA (British Dental Association)	Associations & Trade Bodies
BDO	Accountancy & Business Services
Bechtel	Construction - Consultancy, Design, Build & Management
Benchmark	Agribusiness & Food
Best Western	Travel - Business Hotels
BHP Billiton	Mining
BIC	Support Services - Office Equipment
Biffa	Waste Management & Recycling
Big Yellow	Support Services - Document Protection & Storage
Biogen	Pharmaceuticals & Medical Equipment
Bird & Bird	Legal Services
Birmingham Conference and Events Centre (the BCEC)	Conferences & Events - Venues
Black n' Red	Support Services - Office Equipment
BLACK+DECKER	Construction - Tools & Equipment Manufacturers
BlackBerry	Technology - Hardware & Equipment
Bloomberg	Information Providers
Bloomsbury Professional	Information Providers
BMA (British Medical Association)	Associations & Trade Bodies
BNP Paribas	Financial - Business, Corporate & Investment Banking
BNP Paribas Real Estate	Real Estate - Commercial Agents / Advisors
BOC	Oil & Gas - General
Boeing	Aerospace & Defence
Bombardier	Aerospace & Defence
Booker	Distribution & Supply Chain
Bosch	Construction - Tools & Equipment Manufacturers
Box	Information Technology - Cloud, Data Centres & Hosting
BP	Oil & Gas - General
Braemar	Transport - Ports & Marine Services
Brakes Group	Agribusiness & Food
BRC (British Retail Consortium)	Associations & Trade Bodies
Brewers	Construction - Builders Merchants & Distributors
Bristol-Myers Squibb	Pharmaceuticals & Medical Equipment
British Airways	Travel - Airlines
British Chambers of Commerce (BCC)	Associations & Trade Bodies
British Council	Associations & Trade Bodies
British Gas Business Energy	Utilities & Power
British Gypsum	Construction - Materials
British Land	Real Estate - General
Brother	Technology - Hardware & Equipment
Brunswick	Marketing Services
BSI	Accreditation, Testing & Inspection Services
BT	Telecommunications - General
Buildbase	Construction - Builders Merchants & Distributors
Bunzl	Distribution & Supply Chain
Bupa	Insurance, Pensions & Risk Management
Bureau Veritas	Accreditation, Testing & Inspection Services

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BRAND	CATEGORY
BuroHappold Engineering	Construction - Consultancy, Design, Build & Management
CA Technologies	Information Technology - Software & Solutions
Calor	Oil & Gas - General
Cambridge Judge Business School	Executive Education - Business Schools
Canary Wharf Group	Real Estate - General
Cannon Hygiene	Support Services - Facilities Management & Supplies
Canon	Technology - Hardware & Equipment
Capco	Real Estate - General
Capgemini	Information Technology - Consultancy & Services
Capita	Support Services - General
Capital & Regional	Real Estate - General
Cargill	Agribusiness & Food
Carillion	Construction - Consultancy, Design, Build & Management
Carr's Group	Agribusiness & Food
Carter Jonas	Real Estate - Commercial Agents / Advisors
Casio	Technology - Hardware & Equipment
Cass Business School	Executive Education - Business Schools
Castrol	Oil & Gas - General
Caterpillar	Industrial Engineering - Construction, Agricultural & Utility Equipment
Cathy Pacific	Travel - Airlines
CBI	Associations & Trade Bodies
CBRE	Real Estate - Commercial Agents / Advisors
CEMEX	Construction - Materials
Centaur Live	Conferences & Events - Owners & Organisers
Central Hall Westminster	Conferences & Events - Venues
Chevron	Oil & Gas - General
Chubb	Insurance, Pensions & Risk Management
Chubb Fire & Security	Support Services - Security, Safety & Fire Protection
CIMA (Chartered Institute of Management Accountants)	Associations & Trade Bodies
CIPD (Chartered Institute of Personnel and Development)	Associations & Trade Bodies
Cisco	Information Technology - Consultancy & Services
Citi	Financial - Business, Corporate & Investment Banking
City & Guilds	Executive Education - Training & Development
Clancy Docwra	Construction - Consultancy, Design, Build & Management
Clear Channel	Advertising Solutions
Clifford Chance	Legal Services
Clyde & Co	Legal Services
CMI (Chartered Management Institute)	Associations & Trade Bodies
CMS	Legal Services
Co-operatives UK	Associations & Trade Bodies
Colliers International	Real Estate - Commercial Agents / Advisors
Compass Group	Support Services - Catering
Concord	Support Services - Office Equipment
Convatec	Pharmaceuticals & Medical Equipment
Costain	Construction - Consultancy, Design, Build & Management
Cosworth	Industrial Engineering - General
Cranfield School of Management	Executive Education - Business Schools
Credit Suisse	Financial - Business, Corporate & Investment Banking
Croda	Chemicals
Crowdcube	Financial - Crowdfunding & Alternative Finance
Crown Trade	Construction - Tools & Equipment Manufacturers
Crowne Plaza	Travel - Business Hotels
Cummins	Industrial Engineering - General
DB Schenker	Transport - Freight & Transport Services

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BRAND	CATEGORY
De La Rue	Print, Paper & Packaging
De Vere	Travel - Business Hotels
Dell	Technology - Hardware & Equipment
Dell EMC	Information Technology - Cloud, Data Centres & Hosting
Deloitte	Accountancy & Business Services
Deloitte Real Estate	Real Estate - Commercial Agents / Advisors
Delta	Travel - Airlines
Derwent London	Real Estate - General
Deutsche Bank	Financial - Business, Corporate & Investment Banking
DeWALT	Construction - Tools & Equipment Manufacturers
DHL	Courier, Delivery & Postal Services
Digital Cinema Media (DCM)	Advertising Solutions
Direct Line	Insurance, Pensions & Risk Management
DLA Piper	Legal Services
dmg events	Conferences & Events - Owners & Organisers
DowDuPont	Chemicals
DPD	Courier, Delivery & Postal Services
Dropbox	Information Technology - Cloud, Data Centres & Hosting
DS Smith	Print, Paper & Packaging
Dulux Trade	Construction - Tools & Equipment Manufacturers
Dun & Bradstreet	Information Providers
dunnhumby	Information Providers
Durham University Business School	Executive Education - Business Schools
E.ON	Utilities & Power
easyJet	Travel - Airlines
EchoStar Satellite Services	Telecommunications - Satellite Owners & Operators
Ecolab	Chemicals
Eddie Stobart	Transport - Freight & Transport Services
Edelman	Marketing Services
EDF Energy	Utilities & Power
Edwardian Hotels London	Travel - Business Hotels
Egon Zehnder	Recruitment
Elsevier	Information Providers
Embraer	Aerospace & Defence
Emerson	Industrial Engineering - General
Emirates	Travel - Airlines
EnServe Group	Support Services - General
Epson	Technology - Hardware & Equipment
Equifax	Information Providers
Equiniti	Support Services - General
Equinix	Information Technology - Cloud, Data Centres & Hosting
Ericsson	Telecommunications - Infrastructure & Services
Etihad	Travel - Airlines
Euronext	Financial - Exchanges & Markets
Eurostar	Travel - Train & Bus Operators
Eurotunnel	Travel - Train & Bus Operators
Eutelsat	Telecommunications - Satellite Owners & Operators
Eversheds Sutherland	Legal Services
ExCeL London	Conferences & Events - Venues
Exhibition Centre Liverpool	Conferences & Events - Venues
Experian	Information Providers
ExxonMobil	Oil & Gas - General
EY	Accountancy & Business Services
F-Secure	Information Technology - Security

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BRAND	CATEGORY
Fagan & Whalley	Transport - Freight & Transport Services
Fairtrade Foundation	Accreditation, Testing & Inspection Services
Federation of Small Businesses (FSB)	Associations & Trade Bodies
FedEx	Courier, Delivery & Postal Services
Ferrovial Agroman	Construction - Consultancy, Design, Build & Management
Filofax	Support Services - Office Equipment
Finsbury	Marketing Services
Finsbury Foods Group	Agribusiness & Food
First	Travel - Train & Bus Operators
First:Utility	Utilities & Power
Fitch Group	Information Providers
FleishmanHillard Fishburn	Marketing Services
Forrester	Information Providers
Forth Ports	Transport - Ports & Marine Services
Freightliner Group	Transport - Freight & Transport Services
Freshfields Bruckhaus Deringer	Legal Services
Frost & Sullivan	Management & HR Consultancies
FSC (Forest Stewardship Council)	Accreditation, Testing & Inspection Services
FTI Consulting	Marketing Services
FTSE Russell	Information Providers
Fujitsu	Technology - Hardware & Equipment
Funding Circle	Financial - Crowdfunding & Alternative Finance
G4S	Support Services - Security, Safety & Fire Protection
Galliford Try	Construction - Consultancy, Design, Build & Management
Gallup	Market Research & Intelligence
Gartner	Information Providers
Gatwick Express	Travel - Train & Bus Operators
GE	Industrial Engineering - General
GfK	Market Research & Intelligence
GKN	Industrial Engineering - General
GlaxoSmithKline	Pharmaceuticals & Medical Equipment
Glencore	Mining
Goldman Sachs	Financial - Business, Corporate & Investment Banking
Google	Advertising Solutions
Gorkana	Information Providers
Graham	Construction - Builders Merchants & Distributors
Grant Thornton	Accountancy & Business Services
Great Portland Estates	Real Estate - General
Green Energy UK	Utilities & Power
Gulf Keystone Petroleum	Oil & Gas - General
GW Pharmaceuticals	Pharmaceuticals & Medical Equipment
Hammerson	Real Estate - General
Hanson	Construction - Materials
Hapag-Lloyd	Transport - Freight & Transport Services
Harris	Construction - Tools & Equipment Manufacturers
Havas	Marketing Services
Hawker Siddeley Switchgear	Industrial Engineering - General
Hay Group	Management & HR Consultancies
Haymarket	Conferences & Events - Owners & Organisers
Hays	Recruitment
Heathrow Express	Travel - Train & Bus Operators
Heidrick & Struggles	Recruitment
Henkel	Chemicals
Henley Business School	Executive Education - Business Schools

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BRAND	CATEGORY
Henry Boot Developments	Real Estate - General
Herbert Smith Freehills	Legal Services
Hermes	Courier, Delivery & Postal Services
Heron International	Real Estate - General
Hexagon Group	Information Technology - Software & Solutions
Hill+Knowlton Strategies	Marketing Services
Hilti	Construction - Tools & Equipment Manufacturers
Hilton Food Group	Agribusiness & Food
Hilton Hotels & Resorts	Travel - Business Hotels
Hire Station	Construction - Plant & Tool Hire
Hiscox	Insurance, Pensions & Risk Management
Hitachi	Technology - Hardware & Equipment
Holiday Inn	Travel - Business Hotels
Honeywell	Industrial Engineering - General
Howden	Industrial Engineering - General
Howdens Joinery	Construction - Builders Merchants & Distributors
HP	Technology - Hardware & Equipment
HSBC	Financial - Business, Corporate & Investment Banking
HSS Hire	Construction - Plant & Tool Hire
Huawei	Telecommunications - Infrastructure & Services
ibis	Travel - Business Hotels
IBM	Information Technology - Consultancy & Services
Ibstock	Construction - Materials
ICM Unlimited	Market Research & Intelligence
iEnergizer	Support Services - General
Imagination	Marketing Services
Imperial College Business School	Executive Education - Business Schools
Informa	Conferences & Events - Owners & Organisers
Infosys	Information Technology - Consultancy & Services
Initial	Support Services - Facilities Management & Supplies
Inmarsat	Telecommunications - Satellite Owners & Operators
Intel	Technology - Electronics, Semiconductors & Components
Intelsat	Telecommunications - Satellite Owners & Operators
Interserve	Support Services - General
Intertek	Accreditation, Testing & Inspection Services
Intuit	Information Technology - Software & Solutions
Investec	Financial - Business, Corporate & Investment Banking
Investors in People	Accreditation, Testing & Inspection Services
IoD (Institute of Directors)	Associations & Trade Bodies
Ipsos MORI	Market Research & Intelligence
iris	Marketing Services
Iron Mountain	Support Services - Document Protection & Storage
Irwin Mitchell	Legal Services
ISS	Support Services - Facilities Management & Supplies
ITV Media	Advertising Solutions
iZettle	Financial - Credit Cards & Payment Solutions
J.P. Morgan	Financial - Business, Corporate & Investment Banking
JCB	Industrial Engineering - Construction, Agricultural & Utility Equipment
JCDecaux	Advertising Solutions
Jewson	Construction - Builders Merchants & Distributors
Jiffy	Support Services - Office Equipment
JLL	Real Estate - Commercial Agents / Advisors
JobServe	Recruitment
Jobsite	Recruitment

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BRAND	CATEGORY
John Deere	Industrial Engineering - Construction, Agricultural & Utility Equipment
Johnson & Johnson	Pharmaceuticals & Medical Equipment
Johnson Controls	Industrial Engineering - General
Johnson Matthey	Chemicals
Johnson Service Group	Support Services - Facilities Management & Supplies
Juniper Networks	Information Technology - Consultancy & Services
Kantar Media	Market Research & Intelligence
Kaspersky Lab	Information Technology - Security
Keller	Construction - Consultancy, Design, Build & Management
Keltbray	Construction - Consultancy, Design, Build & Management
Keyline	Construction - Builders Merchants & Distributors
Kickstarter	Financial - Crowdfunding & Alternative Finance
Kier Group	Construction - Consultancy, Design, Build & Management
KIMBERLY-CLARK PROFESSIONAL	Support Services - Facilities Management & Supplies
Kingspan Group	Construction - Materials
Kingston Smith	Accountancy & Business Services
KLM	Travel - Airlines
Knight Frank	Real Estate - Commercial Agents / Advisors
Komatsu	Industrial Engineering - Construction, Agricultural & Utility Equipment
KONE	Industrial Engineering - General
KPMG	Accountancy & Business Services
Kuehne + Nagel	Transport - Freight & Transport Services
LafargeHolcim	Construction - Materials
Laing O'Rourke	Construction - Consultancy, Design, Build & Management
Lambert Smith Hampton	Real Estate - Commercial Agents / Advisors
Lancaster University Management School	Executive Education - Business Schools
Land Securities	Real Estate - General
learndirect	Executive Education - Training & Development
Leeds University Business School	Executive Education - Business Schools
Legrand	Industrial Engineering - General
Lendlease	Construction - Consultancy, Design, Build & Management
Lenovo	Technology - Hardware & Equipment
Leo Burnett London	Marketing Services
LexisNexis	Information Providers
Lexmark	Technology - Hardware & Equipment
Leyland Trade	Construction - Tools & Equipment Manufacturers
Leyland Trucks	Industrial Engineering - Construction, Agricultural & Utility Equipment
LG	Technology - Hardware & Equipment
Liebherr	Industrial Engineering - Construction, Agricultural & Utility Equipment
Lilly	Pharmaceuticals & Medical Equipment
Linklaters	Legal Services
LINPAC	Print, Paper & Packaging
Lloyd's (of London)	Insurance, Pensions & Risk Management
Lloyds Bank	Financial - Business, Corporate & Investment Banking
Lockheed Martin	Aerospace & Defence
Logitech	Technology - Hardware & Equipment
London Business School	Executive Education - Business Schools
London Metal Exchange	Financial - Exchanges & Markets
London School of Economics and Political Science (LSE)	Executive Education - Business Schools
London Stock Exchange Group	Financial - Exchanges & Markets
Loomis	Support Services - Security, Safety & Fire Protection
Low & Bonar	Industrial Engineering - General
Lufthansa	Travel - Airlines
M&C Saatchi	Marketing Services

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BRAND	CATEGORY
M+W Group	Construction - Consultancy, Design, Build & Management
Mace	Construction - Consultancy, Design, Build & Management
Maersk Line	Transport - Freight & Transport Services
Magnet Trade	Construction - Builders Merchants & Distributors
Makita	Construction - Tools & Equipment Manufacturers
Manchester Central	Conferences & Events - Venues
Manpower	Recruitment
Marriott Hotels & Resorts	Travel - Business Hotels
Marsh	Insurance, Pensions & Risk Management
Marshalls	Construction - Materials
Massey Ferguson	Industrial Engineering - Construction, Agricultural & Utility Equipment
Mastercard	Financial - Credit Cards & Payment Solutions
McAfee	Information Technology - Security
McCann London	Marketing Services
McGee	Construction - Consultancy, Design, Build & Management
McKinsey & Company	Management & HR Consultancies
McLaren	Construction - Consultancy, Design, Build & Management
Meadow Foods	Agribusiness & Food
Media 10	Conferences & Events - Owners & Organisers
MediaCom	Marketing Services
Meggitt	Aerospace & Defence
Menzies Aviation	Transport - Freight & Transport Services
Menzies Distribution	Distribution & Supply Chain
Mercer	Management & HR Consultancies
Mercure	Travel - Business Hotels
Metro Radio Arena Newcastle	Conferences & Events - Venues
Michael Page	Recruitment
Micron	Technology - Electronics, Semiconductors & Components
Microsoft	Information Technology - Software & Solutions
Millward Brown	Market Research & Intelligence
Mindshare	Marketing Services
Mintel	Information Providers
Misys	Information Technology - Software & Solutions
Mitie	Support Services - General
Mitsubishi Electric	Industrial Engineering - General
Moleskin	Support Services - Office Equipment
Monsanto	Agribusiness & Food
Monster	Recruitment
Moody's	Information Providers
Morgan Sindall	Construction - Consultancy, Design, Build & Management
Morgan Stanley	Financial - Business, Corporate & Investment Banking
Mother London	Marketing Services
MSD	Pharmaceuticals & Medical Equipment
Murphy	Construction - Consultancy, Design, Build & Management
MWB Business Exchange	Real Estate - General
National Express	Travel - Train & Bus Operators
National Grid	Utilities & Power
NATS	Aerospace & Defence
NatWest	Financial - Business, Corporate & Investment Banking
Nestlé Professional	Support Services - Facilities Management & Supplies
NETGEAR	Technology - Hardware & Equipment
NetSuite	Information Technology - Software & Solutions
New Holland	Industrial Engineering - Construction, Agricultural & Utility Equipment
Newey & Eyre	Distribution & Supply Chain

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BRAND	CATEGORY
NFU	Associations & Trade Bodies
NFU Mutual	Insurance, Pensions & Risk Management
Nielsen	Market Research & Intelligence
Nokia	Telecommunications - Infrastructure & Services
Northern Powergrid	Utilities & Power
Northrop Grumman	Aerospace & Defence
Norton	Information Technology - Security
Nottingham University Business School	Executive Education - Business Schools
Novartis	Pharmaceuticals & Medical Equipment
Novo Nordisk	Pharmaceuticals & Medical Equipment
Novotel	Travel - Business Hotels
npower	Utilities & Power
Office Angels	Recruitment
Office Depot	Support Services - Office Supplies
Ogilvy	Marketing Services
Olympia London	Conferences & Events - Venues
Olympus	Technology - Hardware & Equipment
OMD	Marketing Services
Openreach	Telecommunications - Infrastructure & Services
Oracle	Information Technology - Consultancy & Services
Osborne Clarke	Legal Services
Osram	Industrial Engineering - General
Otis	Industrial Engineering - General
OVO	Utilities & Power
P&O Ferrymasters	Transport - Freight & Transport Services
PA	Information Providers
PA	Management & HR Consultancies
Panasonic	Technology - Hardware & Equipment
Panda	Information Technology - Security
Paper Mate	Support Services - Office Equipment
Parcelforce Worldwide	Courier, Delivery & Postal Services
Park Inn by Radisson	Travel - Business Hotels
Park Plaza	Travel - Business Hotels
PARKER	Support Services - Office Equipment
Parker	Industrial Engineering - General
PayPal	Financial - Credit Cards & Payment Solutions
PayPoint	Financial - Credit Cards & Payment Solutions
Pearl & Dean	Advertising Solutions
Pertemps	Recruitment
Pfizer	Pharmaceuticals & Medical Equipment
Philips Healthcare	Industrial Engineering - General
Philips Lighting	Industrial Engineering - General
PHS Group	Support Services - Facilities Management & Supplies
Pickfords	Support Services - General
Pilkington	Construction - Materials
PILOT	Support Services - Office Equipment
Pinsent Masons	Legal Services
Pitman Training	Executive Education - Training & Development
Pitney Bowes	Support Services - Office Supplies
Plumb Center	Construction - Builders Merchants & Distributors
Plumbase	Construction - Builders Merchants & Distributors
Plusnet	Telecommunications - General
Polypipe	Construction - Materials
Portakabin	Construction - Plant & Tool Hire

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BRAND	CATEGORY
Post-it	Support Services - Office Equipment
Premier Inn	Travel - Business Hotels
Premier Oil	Oil & Gas - General
Primesite	Advertising Solutions
Prudential	Insurance, Pensions & Risk Management
Publicis UK	Marketing Services
PwC	Accountancy & Business Services
Qatar Airways	Travel - Airlines
QinetiQ	Aerospace & Defence
Qualcomm	Technology - Electronics, Semiconductors & Components
Rackspace	Information Technology - Cloud, Data Centres & Hosting
Ramada	Travel - Business Hotels
Randstad	Recruitment
Raytheon	Aerospace & Defence
Redland	Construction - Materials
Reed	Recruitment
Reed Exhibitions	Conferences & Events - Owners & Organisers
Regus	Real Estate - General
RELX	Information Providers
Rentokil	Support Services - General
Research Now	Market Research & Intelligence
Rexel	Support Services - Office Equipment
RIBA (The Royal Institute of British Architects)	Associations & Trade Bodies
Ricoh	Technology - Hardware & Equipment
Ricoh Arena	Conferences & Events - Venues
RICS	Associations & Trade Bodies
Rio Tinto	Mining
RM Education	Information Technology - Consultancy & Services
Robert Walters	Recruitment
Roche	Pharmaceuticals & Medical Equipment
Rolls-Royce Group	Aerospace & Defence
Rothschild	Financial - Business, Corporate & Investment Banking
Royal Bank of Scotland	Financial - Business, Corporate & Investment Banking
Royal London	Insurance, Pensions & Risk Management
Royal Mail	Courier, Delivery & Postal Services
RS Components	Distribution & Supply Chain
RSA	Insurance, Pensions & Risk Management
Ryanair	Travel - Airlines
Ryman	Support Services - Office Supplies
S&P Global	Information Providers
Saatchi & Saatchi	Marketing Services
Safestore	Support Services - Document Protection & Storage
Sage	Information Technology - Software & Solutions
Saïd Business School, University of Oxford	Executive Education - Business Schools
Saint-Gobain	Construction - Materials
Salesforce.com	Information Technology - Software & Solutions
Samsung	Technology - Hardware & Equipment
SanDisk	Technology - Hardware & Equipment
Sandvik	Industrial Engineering - General
Sanofi	Pharmaceuticals & Medical Equipment
Santander	Financial - Business, Corporate & Investment Banking
SAP	Information Technology - Software & Solutions
SAS	Information Providers
Savills	Real Estate - Commercial Agents / Advisors

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BRAND	CATEGORY
Scania	Industrial Engineering - Construction, Agricultural & Utility Equipment
Schindler	Industrial Engineering - General
Schneider Electric	Industrial Engineering - General
Scottish and Southern Electricity Networks	Utilities & Power
Scottish Hydro Electric Transmission (SHE Transmission)	Utilities & Power
ScottishPower	Utilities & Power
Screwfix	Construction - Builders Merchants & Distributors
Searcys	Support Services - Catering
SEC	Conferences & Events - Venues
SECOM	Support Services - Security, Safety & Fire Protection
Securitas	Support Services - Security, Safety & Fire Protection
Seedrs	Financial - Crowdfunding & Alternative Finance
SEGRO	Real Estate - General
Selco	Construction - Builders Merchants & Distributors
Serco	Support Services - General
Shaftesbury	Real Estate - General
Sharp	Technology - Hardware & Equipment
Shell	Oil & Gas - General
Sheraton	Travel - Business Hotels
Shred-it	Support Services - Document Protection & Storage
Siemens	Industrial Engineering - General
Sika	Chemicals
Simmons & Simmons	Legal Services
Simplyhealth	Insurance, Pensions & Risk Management
Singapore Airlines	Travel - Airlines
Sir Robert McAlpine	Construction - Consultancy, Design, Build & Management
Skanska	Construction - Consultancy, Design, Build & Management
SKF	Industrial Engineering - General
Sky AdSmart	Advertising Solutions
Skype	Telecommunications - General
Slaughter and May	Legal Services
SmartWater	Support Services - Security, Safety & Fire Protection
Smith & Nephew	Pharmaceuticals & Medical Equipment
Smiths Group	Industrial Engineering - General
Smiths News	Distribution & Supply Chain
SMMT (The Society Of Motor Manufacturers And Traders)	Associations & Trade Bodies
Smurfit Kappa	Print, Paper & Packaging
Snap-on	Construction - Tools & Equipment Manufacturers
Sodexo	Support Services - Catering
Sofitel	Travel - Business Hotels
Sony Professional	Technology - Hardware & Equipment
Sophos	Information Technology - Security
Speedy	Construction - Plant & Tool Hire
Spencer Stuart	Recruitment
SSE Enterprise	Utilities & Power
STAEDTLER	Support Services - Office Equipment
Stagecoach	Travel - Train & Bus Operators
STANLEY	Construction - Tools & Equipment Manufacturers
Statoil	Oil & Gas - General
Stobart Group	Transport - Freight & Transport Services
Strutt & Parker	Real Estate - Commercial Agents / Advisors
Sumitomo Chemical	Chemicals
Swiss Re	Insurance, Pensions & Risk Management
Swissport	Transport - Freight & Transport Services

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BRAND	CATEGORY
Symantec	Information Technology - Security
Syngenta	Agribusiness & Food
TalkTalk Business	Telecommunications - General
Tarmac	Construction - Materials
Tata Communications	Telecommunications - Infrastructure & Services
Tata Consultancy Services (TCS)	Information Technology - Consultancy & Services
Tate & Lyle	Agribusiness & Food
TBWA London	Marketing Services
Teradata	Information Technology - Consultancy & Services
Terex	Industrial Engineering - Construction, Agricultural & Utility Equipment
Tetra Pak	Print, Paper & Packaging
Texas Instruments	Technology - Electronics, Semiconductors & Components
Thales	Aerospace & Defence
The Baltic Exchange	Financial - Exchanges & Markets
The ICC Birmingham	Conferences & Events - Venues
The Institute of Financial Accountants (IFA)	Associations & Trade Bodies
The Law Society	Associations & Trade Bodies
The London Taxi Company	Industrial Engineering - Construction, Agricultural & Utility Equipment
The NEC	Conferences & Events - Venues
The Open University Business School	Executive Education - Business Schools
The Soil Association	Accreditation, Testing & Inspection Services
Thomson Reuters	Information Providers
Thorn Lighting	Industrial Engineering - General
Thwaites	Industrial Engineering - Construction, Agricultural & Utility Equipment
thyssenkrupp	Industrial Engineering - General
TNT	Courier, Delivery & Postal Services
TOG (The Office Group)	Real Estate - General
Toolstation	Construction - Builders Merchants & Distributors
Toshiba	Technology - Hardware & Equipment
Total	Oil & Gas - General
Totaljobs.com	Recruitment
TransferWise	Financial - Credit Cards & Payment Solutions
Travelodge	Travel - Business Hotels
Travis Perkins	Construction - Builders Merchants & Distributors
Trend Micro	Information Technology - Security
Triumph Group	Aerospace & Defence
TSB	Financial - Business, Corporate & Investment Banking
TT Electronics	Technology - Electronics, Semiconductors & Components
Tyco Integrated Fire & Security	Support Services - Security, Safety & Fire Protection
UBS	Financial - Business, Corporate & Investment Banking
UK Mail	Courier, Delivery & Postal Services
UK Power Networks	Utilities & Power
UKi Media & Events	Conferences & Events - Owners & Organisers
Unipart	Transport - Freight & Transport Services
Unisys	Information Technology - Consultancy & Services
University of Bath School of Management	Executive Education - Business Schools
University of Edinburgh Business School	Executive Education - Business Schools
UPS	Courier, Delivery & Postal Services
Vaillant	Industrial Engineering - General
Vent-Axia	Industrial Engineering - General
Veolia	Waste Management & Recycling
Viking	Support Services - Office Supplies
Virgin Atlantic	Travel - Airlines
Virgin Media Business	Telecommunications - General

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BRAND	CATEGORY
Virgin Trains	Travel - Train & Bus Operators
Visa	Financial - Credit Cards & Payment Solutions
VMware	Information Technology - Software & Solutions
Volvo Construction Equipment	Industrial Engineering - Construction, Agricultural & Utility Equipment
WARC	Information Providers
Waterman Group	Construction - Consultancy, Design, Build & Management
Wates	Construction - Consultancy, Design, Build & Management
WBS (Warwick Business School)	Executive Education - Business Schools
Weber Shandwick	Marketing Services
Weir	Industrial Engineering - General
Western Union	Financial - Credit Cards & Payment Solutions
Westfield	Real Estate - General
WeTransfer	Information Technology - Cloud, Data Centres & Hosting
Wickes	Construction - Builders Merchants & Distributors
William Reed	Conferences & Events - Owners & Organisers
Willis Towers Watson	Insurance, Pensions & Risk Management
Willmott Dixon	Construction - Consultancy, Design, Build & Management
Wincanton	Transport - Freight & Transport Services
Wipro	Information Technology - Consultancy & Services
Wolseley	Construction - Builders Merchants & Distributors
Woolmark	Accreditation, Testing & Inspection Services
Workspace	Real Estate - General
Worldpay	Financial - Credit Cards & Payment Solutions
Xerox	Technology - Hardware & Equipment
Yale	Support Services - Security, Safety & Fire Protection
Yell	Advertising Solutions
Yodel	Courier, Delivery & Postal Services
YouGov	Market Research & Intelligence
Zopa	Financial - Crowdfunding & Alternative Finance
Zurich	Insurance, Pensions & Risk Management

Please note that these lists reflect the brands as presented in the Superbrands 2018 research voting process; brands may subsequently have been altered or entirely rebranded, while others may no longer be sold or operational