

# Brinkwire

## Superbrands: Lego voted the strongest brand in UK

BY BRINKWIRE ON MARCH 12, 2018

Last year's winner British Airways falls from the top 20 completely in what an analyst describes as a "wake-up call for brands".



Lego has been voted the strongest brand in the UK, beating more than 1,500 others in the annual Superbrands ranking.

The company, which is celebrating its 60th year making children's building blocks, had been in second place in 2017.

Last year's winner British Airways, meanwhile, plunged, falling out of the top 20.

Gillette was up three places to replace them, while Apple also rose three places from last year to come in third.

The list is determined by 2,500 consumers, who are asked to rank each brand for quality, reliability and distinction for the Centre for Brand Analysis.

Superbrands chairman Stephen Cheliotis said: "British Airways tumbling from top spot to outside of the top 20 should be a wake-up call for all brands.

"In a world where customer expectations have rightfully risen, brands cannot afford to disappoint and need to continually deliver to retain their valuable reputations.

"No brand, however strong, is immune to changing consumer sentiment.

"The rise of fresh, disruptive brands – particularly in terms of relevance to consumers' lives – should be an added warning to more established brands.

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"The likes of Netflix, PurpleBricks and Zoopla may not be challenging for the top spot in the overall ranking yet, but they surely will be if they continue their current momentum and the established elite don't respond fast enough."