

Mc&T

# Superbrands®

## Superbrands 2017 Coverage Report

**37**

PIECES OF COVERAGE:

**3.98B**

ONLINE READERSHIP:

**3.32M**

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**119**

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**57**

AVERAGE DOMAIN AUTHORITY:

**1.53M**

CIRCULATION:



# **National Print Coverage**

## Business

## Masters of universe in damage limitation

British Airways and Apple have retained the top two spots as Britain's most cherished "superbrands", despite the seemingly perpetual threat of strikes at the first and a ruling at the second that it must repay billions in illegal state aid from Ireland (Alexandra Frean writes).

The winners of the latest annual Business Superbrands survey might just as well be named masters of the universe in damage limitation. BA has been in a long-running pay dispute with the union Unite for months and is facing more strike action next month, while Apple, which denies any wrongdoing over its tax affairs, is

claiming to be the victim of a human rights breach in its battle with European tax regulators.

Even Samsung, which had to slash its profits forecasts and withdraw its Galaxy Note 7 smartphone last year after it kept catching fire in users' hands, makes it into the top 15 brands operating in the UK.

The table, decided by 2,500 business professionals and 30 business-to-business marketing experts, is based on quality, reliability and distinction from rivals. But the results suggest that familiarity, promotional spend and visibility may be just as influential. Mastercard, sponsor of this year's Brit awards, is ranked at No 9.



Katy Perry performs at the Brit Awards. They were sponsored by Mastercard, which was ranked ninth of the superbrands that trade in Britain

The Times

CIRCULATION:

451K

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# British Airways brand is tops

BRITISH Airways is flying high as the nation's top "superbrand" for the fourth year running – despite recent strikes.

BA is still seen as reliable and providing a quality service, beating brands such as Lego and Rolex into second and third.

Andrex was fourth and Gillette fifth in the 2017 top 20 list. There were just four new entries – Boots, Cadbury, Fairy and

Cancer Research UK – which experts say reflects Brits' turning to familiar names due to the uncertainty of Brexit. John Lewis jumped from 14 last year to six.

Stephen Cheliotis, of The Centre for Brand Analysis which quizzed 2,500 adults for the list, said the UK's brand choices "represent continuity, consistency and comfort."

CIRCULATION:

**725K**

## CONSUMER

# BA is top brand for fourth year

British Airways has retained its title as the UK's leading consumer "superbrand" for the fourth year running. The airline beat more than 1,500 companies to stay at the top of the annual UK Superbrands list. Lego took second place, followed by Rolex, Andrex and Gillette. The list is determined based on the views of 2,500 consumers.

i

CIRCULATION:

267K

Mc&T

# BA crowned top British brand again

**EMMA HASLETT**

@emmahaslett

BRITISH Airways (BA) may have hit some turbulence thanks to the weak pound, but when it comes to its brand value, the airline is sailing smoothly on, after it topped a ranking of the UK's favourite brands – again.

It's the fourth year in a row BA has topped the Superbrands index, an annual survey of consumers' views on

brands' quality, reliability and distinction.

BA was followed closely by Lego, which moved from third place to second this year. In at number three was Rolex, followed by Andrex at number four and Gillette in fifth place. British retailers John Lewis, Boots and Marks & Spencer also made the list.

The poll, of 2,500 consumers, suggested people still rely on old

favourites, rather than newer brands such as Netflix and Facebook.

"Whether it is John Lewis or Cadbury, the top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life," said Stephen Cheliotis, chief exec of the Centre for Brand Analysis.

"This is evident from consumers still favouring BA, returning it again as the UK's leading Superbrand despite its recent challenges."

This is the fourth consecutive year that British Airways has topped the index

**City AM**

CIRCULATION:

**90.3K**

# **National Online Coverage**



## British Airways is named the UK's top 'superbrand' for the fourth year heading list that includes high street stalwarts John Lewis, Boots and M&S

- The airline beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking in a 'conservative' list dominated by familiar names
- Cancer Research became the first charity brand to enter the list at 20th place
- The list is determined by 2,500 consumers, who are asked to rank each brand

By ANTHONY JOSEPH FOR MAILONLINE

PUBLISHED: 04:01 EST, 27 February 2017 | UPDATED: 05:28 EST, 27 February 2017



British Airways has topped the UK's favourite 'superbrand' list for the fourth year in a row.

The airline beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking in a 'conservative' list dominated by familiar names.

Cancer Research UK became the first charity brand to enter the list at 20th place.



British Airways has topped the UK's favourite 'superbrand' list for the fourth year in a row



### FEMAIL TODAY

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► Emma Stone exudes Old Hollywood glamour as she shows off her Best Actress gong while Best Actor winner Casey Affleck flashes a wink in official Oscars pictures



► Jennifer Aniston, Emily Ratajkowski, Kate Hudson and Kate Upton rule the red carpet in racy plunging gowns as they lead the glamour at Vanity Fair Oscars bash



► Ryan Gosling's shapely Oscars date revealed to be his SISTER after Twitter goes wild Star's 'plus one' had set social media abuzz



► 'Clap like a normal person': Nicole Kidman gets roasted on social media for not being able to applaud properly at the Oscars Wore an Armani gown



► Did Leonardo DiCaprio deliberately sabotage the Oscars? Internet is abuzz with conspiracy theories after La La Land was wrongly named Best Picture



► Pictured: The two Pricewaterhouse Coopers employees holding Oscar results - and one of them handed the WRONG envelope to Warren Beatty



► Secret ballots, duplicate envelopes, armed guards and a star-studded finale... so how did the fine-tuned Oscars machine go so wrong?



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384M

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94



19







© Getty Images

John Lewis remained in the top 20 in sixth position. The first John Lewis store opened in 1964 in Oxford Street, London. There are now 46 branches across the UK. Pictured is a store in Kingston-upon-Thames



Cancer Research UK became the first charity brand to enter the list at 20th place. It was formed in 2002 and has more than 40,000 volunteers

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

Lego continued its third year of upward progression, moving up one place from third to second position.

Rolex and Gillette also made the top five, while Marks & Spencer and John Lewis both moved up the rankings and Cadbury and Boots re-entered the top 20.

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► Deja vu! Paris Hilton pulls an Angelina Jolie by sticking her leg out of black gown as she poses with new beau Chris Zylka at Oscar bash



► 'So drunk': The Detour's Natalie Zea has rare date night with Travis Schuldt as she reveals the bubbly got to her head at Elton John's Oscar bash



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Superbrands council chairman Stephen Cheliotis said: 'In what can only be described as a significant year of change, the UK public have very much opted for brands that represent continuity, consistency and comfort.'

'Whether it is John Lewis or Cadbury, the top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life.'



Andrex, which came fourth, launched as a handkerchief in 1942 and was initially sold exclusively by Harrods



The Gillette Company was formed in 1901 in Boston, Massachusetts. It came fifth in the list

...wearing a form-fitting leather dress as she joins Mónica Cruz at Milan Fashion Week



► Missing someone? Prince Harry looks glum as he visits a mental health charity in London - after downcast girlfriend Meghan jets back to Toronto



► Pregnant Beyoncé flaunts her bump in teal bodycon dress to leave post-Oscars party with Jay Z... as it's revealed 'they'll discover gender of twins in two weeks'



► Kate Bosworth strips off for VERY raunchy SS-GB scene as she shares a steamy smooch with handsome co-star Sam Riley. Anything for the role



► Native Americans, streakers and mangled names: Controversies that shook up past Oscar ceremonies (but none plumbed depths of this year's disaster)



► Ryan Gosling sniggers after learning La La Land has lost out on Best Picture Oscar... while co-star Emma Stone exclaims she 'f---ing loves' Moonlight



► And the Oscar goes to Justin Trudeau's butt! Canadian PM becomes internet star AGAIN as his legion of fans go into meltdown over his pert posterior



► A Mickey Mouse Club reunion! Justin Timberlake says hello to childhood pal Ryan Gosling at Oscars after revealing they're 'not closest of friends'



► Off with her cape: Emma Watson wears nude embellished fairytale gown as she joins Dan Stevens at the Beauty And The Beast premiere in Shanghai



► 21st time lucky! Sound engineer Kevin O'Connell FINALLY wins an Oscar for HackSaw Ridge after previously being nominated and losing 20 times



► Casey Affleck cuddles glamorous girlfriend Floriana Lima as they make their red carpet debut at Vanity Fair bash after his Oscar win



► Romance in full Bloom! Katy Perry cozies up to beau Orlando in slinky dress at Vanity Fair Oscar party... but exposes a little too much in a cheeky snap



► From fashion to film! Sylvester Stallone's model daughter Sistine, 18, rocks a daring thigh-split gown at the Vanity Fair Oscars Party



► You did it, girl! Emotional Emma Stone lets her hair down at Vanity Fair bash as fellow Hollywood stars share her joy at winning



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(IMAGE 3 OF 4)

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## TOP 20 SUPERBRANDS FOR 2017

- |                    |                        |
|--------------------|------------------------|
| 1. British Airways | 11. Dyson              |
| 2. Lego            | 12. Boots              |
| 3. Rolex           | 13. Cadbury            |
| 4. Andrex          | 14. Marks & Spencer    |
| 5. Gillette        | 15. Jaguar             |
| 6. John Lewis      | 16. Fairy              |
| 7. Mercedes-Benz   | 17. Heinz              |
| 8. Kellogg's       | 18. Google             |
| 9. Apple           | 19. Amazon.co.uk       |
| 10. Coca-Cola      | 20. Cancer Research UK |



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Likes to keep hidden



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► **Ben Affleck and Matt Damon** share Oscar's stage 20 years after Good Will Hunting victory  
The actors presented an award to scribe Kenneth Lonergan



► **He left us just yesterday:** Jennifer Aniston chokes up presenting Oscar In Memoriam segment... which didn't have time to include late Bill Paxton



► **Girls about gown!** Heidi Klum and Alessandra Ambrosio flaunt their assets in risqué satin as Lea Michele and Sharon Stone opt for black at Elton's Oscars party



► **Giddy Jimmy Kimmel** poses proudly with his stunning pregnant wife Molly McNearney as he celebrates hosting triumph at the Oscars  
Time to celebrate



► **The look of love!** Jennifer Aniston dazzles in a plunging sequin gown as she gazes adoringly at husband Justin Theroux at Vanity Fair's Oscars bash



► **'It wasn't us!' Warren Beatty** brushes off his best picture disaster as he joins Faye Dunaway for surprise appearance at Oscars after-party  
That's awkward!



► **'What did you do Warren?' The internet** mocks Beatty and Faye Dunaway with a barrage of memes after they wrongly named La La Land best picture



► **The best dressed!** Jessica Biel, Emma Stone, Chrissy Teigen and Dakota Johnson sparkle in metallic gowns as they walk the Oscars red carpet



► **Color catastrophes, accidental exposures and garish gowns...** FEMAIL spotlights the stars suffering serious style disasters at the 89th Academy Awards



► **Three shades of satin:** Dakota Johnson pays tribute to the actual Oscars gown in golden gown... before changing into black and pink ribbon dress



► **Left in the shade:** Jamie Dornan is overshadowed by stunning wife Amelia Warner as couple attend Vanity Fair post-Oscar party



► **It's black, it's white!**



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(IMAGE 4 OF 4)

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## Masters of universe in damage limitation

Alexandra Frean

February 27 2017, 12:01am.  
The Times



Katy Perry performs at the Brit Awards. They were sponsored by Mastercard, which was ranked ninth of the superbrands that trade in the UK.  
DAVE J. HOGAN/GETTY IMAGES

British Airways and Apple have retained the top two spots as Britain's most cherished business "superbrand", despite the seemingly perpetual threat of strikes at the first and a ruling at the second that it must repay billions in illegal state aid from Ireland.

The winners of the latest annual Business Superbrands survey might just as well be named masters of the universe in damage limitation. British Airways has been in a long-running dispute over pay with the union Unite for months and is now facing more industrial action next month, while Apple, which denies any wrongdoing over its tax affairs, is now claiming to be the victim of a human rights breach in its battle with European tax regulators.

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M News ▶ UK News ▶ British Airways

# British Airways flying high as it tops the list of nation's biggest and best 'Superbrands'

Despite a spate of cabin crew strikes, the airline has kept its crown for the fourth year running, leaving Lego and Rolex to tussle for second place.

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BY RUKI SAYID  
00:01, 27 FEB 2017 | UPDATED 08:50, 27 FEB 2017

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(Photo: British Airways)

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1

Despite a spate of cabin crew strikes, British Airways is still flying high as the nation's top Superbrand.

The airline has kept its crown for the fourth year running, leaving Lego and Rolex to tussle for second place.

Best selling construction toy Lego pushed luxury watch brand Rolex into third with loo roll giant Andrex fourth and shaving firm Gillette in fifth.

There were only four new entries in the top 20 with experts saying Brits were looking for familiar names following the uncertainty caused by [Brexit](#).

A survey of 2,500 adults across 1,500 leading household names, asked them to rate the brands according to quality, reliability and what set them apart - the three key features of a Superbrand.



Legoland (Photo: Splash News)

And the fascinating insight into the nation's changing feelings towards big names saw last year's Superbrands Nike, Haagen-Dazs, Virgin Atlantic and Microsoft booted off the 2017 list.

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They were replaced by heritage brands Boots, Cadbury and Fairy and Cancer Research UK, the first charity to make the list.

4

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Mirror.co.uk

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(IMAGE 2 OF 4)

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9



16



There was no space in the top 20 for trendy brands like Netflix, Facebook or Twitter while British veterans John Lewis and Marks & Spencer saw their standing rise.

John Lewis jumped eight places from 14 last year to six and M&S went from 18 to 14.



Andrex classic white

Stephen Cheliotis, chief executive of The Centre for Brand Analysis (TCBA), which compiled the Superbrands list said: "In what can only be described as a significant year of change, the UK public has very much opted for brands that represent continuity, consistency and comfort.

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► BA cabin crew to strike again as Virgin Atlantic win pay rise

"Whether it is John Lewis or Cadbury, the Top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life.

"This is evident from consumers still favouring British Airways, returning it again as the UK's leading Superbrand despite its recent challenges."

### Top 20 Superbrands 2017

1. British Airways
2. Lego
3. Rolex
4. Andrex
5. Gillette

Mirror.co.uk

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(IMAGE 3 OF 4)

(EST.) MONTHLY VISITS: **95.5M**

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16



6. John Lewis
7. Mercedes-Benz
8. Kellogg's
9. Apple
10. Coca-Cola
11. Dyson
12. Boots
13. Cadbury
14. Marks & Spencer
15. Jaguar
16. Fairy
17. Heinz
18. Google
19. [Amazon.co.uk](https://www.amazon.co.uk)
20. Cancer Research UK

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Monday 27 February 2017 7:04am706 views

Guess which British stalwart has just been named the UK's favourite brand again

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Emma Haslett

I am City A.M.'s digital editor. Having previously worked at Property Week and M [...][Show more](#)

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British Airways topped the Superbrands list for the fourth year in a row (Source: Getty)

British Airways may have hit some turbulence thanks to the weak pound, but when it comes to its brand value, the airline is sailing smoothly on, after it topped a ranking of the UK's favourite brands - again.

It's the fourth year in a row BA has topped the Superbrands index, an annual survey of consumers' views on brands' quality, reliability and distinction.

BA was followed closely by Lego, which moved from third place to second this year (having jumped eight positions last year). In at number three was Rolex, followed by Andrex at number four and Gillette in fifth place.

Read more: [How can brands avoid social media crises?](#)

(EST.) MONTHLY VISITS:1.06M

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9

5



British retailers [John Lewis](#), Boots and Marks & Spencer also made the list.

The poll, of 2,500 consumers, suggested people still rely on old favourites, rather than newer brands such as [Netflix](#) and [Facebook](#).

"Whether it is John Lewis or [Cadbury](#), the top 20 brands, bar a few notable exceptions such as [Google](#) and [Apple](#), are traditional stalwarts of UK life," said Stephen Cheliotis, chief executive of the Centre for Brand Analysis.

"This is evident from consumers still favouring British Airways, returning it again as the UK's leading Superbrand despite its recent challenges."

Last week [shares in International Airlines Group](#), BA's parent company, rose after it announced a share buyback programme.

Although the weak pound hit the company, which reports in euros, to the tune of €460m (£390m), profits rose 8.6 per cent to €2.5bn.

Superbrands 2017

	Brand
1.	British Airways
2.	Lego
3.	Rolex
4.	Andrex
5.	Gillette
6.	John Lewis
7.	Mercedes-Benz
8.	Kellogg's
9.	Apple
10.	Coca-Cola
11.	Dyson
12.	Boots
13.	Cadbury
14.	Marks & Spencer
15.	Jaguar
16.	Fairy
17.	Heinz
18.	Google
19.	Amazon
20.	Cancer Research

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# Lego closes in on UK Consumer Superbrands crown, moving into second behind British Airways



By Jessica Goodfellow - 27 February 2017 16:03pm

1

Shares



The Lego Batman Movie topped box office weekend sales

**Lego** has climbed up the ranks of the annual Consumer Superbrands listing for the third year running, second only to British Airways which has retained the number one slot for four consecutive years.

The 22nd annual Consumer Superbrands listing has been compiled following a poll of 2,500 UK consumers who voted on over 1,500 leading brands. The public were asked to consider each brand in relation to their perceived quality, reliability and distinction – the three factors inherent in a Superbrand.



Advertisement

(EST.) MONTHLY VISITS:

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1

The Drum

FEB 27 2017

(IMAGE 1 OF 2)

Mc&T

Toymaker Lego has moved up one place from third to second in the public's eye, its third year of progression, after a year of wholesale change at the brand.

In December the toy brand named a new chief executive and restructured its organisation, establishing parent company the Lego Brand Group. The new group's purpose is to increase brand cohesion and efficiency across all products, and to pursue further partnership opportunities beyond its theme parks, Hollywood movies, television shows, books and video games.

The brand's latest film, The Lego Batman Movie topped the weekend box office when it was released earlier this month, selling \$55.6m of tickets in its debut weekend, so far grossing \$184m worldwide. Its piggybacking off the enormous success of the brand's first blockbuster movie, The Lego Movie, which grossed \$257m back in 2014.

Last month the company unveiled a social network for children, Lego Life, for kids to upload their Lego designs. The Instagram-style network has all the features of a social app - a newsfeed, profiles and the ability to like and comment - but with strict safety features for children under the age of 13.

British Airways held off the Danish challenger to keep its crown, despite the challenges associated with charging for meals on short haul flights and recent industrial action.

This year only four new entries appeared in the top 20. Cadbury and Boots re-entered the lead group, while British retailers John Lewis and Marks & Spencer moved up the list, as heritage brands rank highly among consumers post-Brexit.

Perhaps surprisingly, no social media networks ranked in list, likely as a result of negative press coverage against the platforms like Facebook and Twitter that have been accused of spreading fake news. Google and Amazon ranked at number 18 and 19 respectively.

Instead the consumers opted for iconic British brands such as Andrex, Kellogg's and Heinz. Cancer Research UK became the first charity brand to enter the top 20.

**This article is about:** World, Lego, British Airways, Creative, Advertising, Consumer Goods, Brand

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Michelle Perrett | February 22, 2016

How long? | 2-3 minutes

## British Airways beats Lego, Coke and Google to claim Superbrands crown



BA scores a hat-trick after being voted the top consumer Superbrand for the third year running  
British Airways has retained the title as the top consumer Superbrand for the third year running.

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27 February 2017

British Airways has retained its title as the UK's leading consumer superbrand for the fourth year running as several other "reassuring and traditional" names rose up the rankings.

The flag carrier beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking in a "conservative" list dominated by familiar names.

Lego continued its third year of upward progression, moving up one place from third to second position.

Rolex and Gillette also made the top five, while Marks & Spencer and John Lewis both moved up the rankings and Cadbury and Boots re-entered the top 20.

Cancer Research UK became the first charity brand to enter the list at 20th place.

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

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Superbrands council chairman Stephen Cheliotis said: "In what can only be described as a significant year of change, the UK public have very much opted for brands that represent continuity, consistency and comfort.

"Whether it is John Lewis or Cadbury, the top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life."

The top 20 superbrands for 2017 are:

- 1. British Airways
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- 4. Andrex
- 5. Gillette
- 6. John Lewis
- 7. Mercedes-Benz
- 8. Kellogg's
- 9. Apple
- 10. Coca-Cola
- 11. Dyson
- 12. Boots
- 13. Cadbury
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- 16. Fairy
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- 20. Cancer Research UK

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## British Airways wins battle of the brands for fourth year running

British Airways has retained its title as the UK's leading consumer superbrand for the fourth year running as several other "reassuring and traditional" names rose up the rankings.



British Airways beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking

3

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The flag carrier beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking in a "conservative" list dominated by familiar names.

Lego continued its third year of upward progression, moving up one place from third to second position.

Rolex and Gillette also made the top five, while Marks & Spencer and John Lewis both moved up the rankings and Cadbury and Boots re-entered the top 20.

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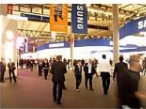
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"Whether it is John Lewis or Cadbury, the top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life."

The top 20 superbrands for 2017 are:

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## British Airways wins battle of the brands for fourth year running

February 27 2017



*British Airways beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking*

British Airways has retained its title as the UK's leading consumer superbrand for the fourth year running as several other "reassuring and traditional" names rose up the rankings.

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The top 20 superbrands for 2017 are:

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3. Rolex
4. Andrex
5. Gillette
6. John Lewis
7. Mercedes-Benz
8. Kellogg's
9. Apple
10. Coca-Cola
11. Dyson
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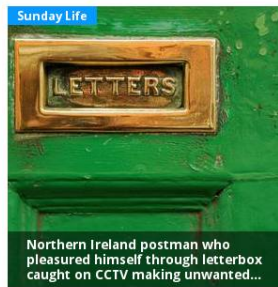
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**By John Mulgrew** Belfast tech firm Kainos has been named as one of the UK's best places to work.



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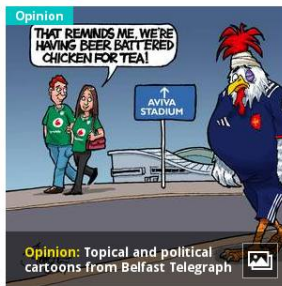
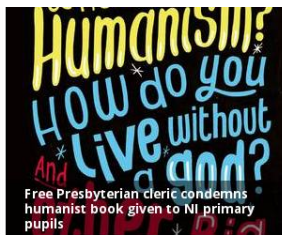
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## British Airways tops B2B Superbrands list for third year running

FEBRUARY 27, 2017



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British Airways has retained its number one spot on the annual Business Superbrands list for a third consecutive year.

The airline fought off competition from Apple in second place, with Microsoft, Paypal and Google rounding out the top five.

Now in its 16th year, the annual Superbrands ranking is decided by 30 leading B2B marketing experts and 2500 UK business professionals, ranking 1500 businesses against three main criteria: quality, reliability and distinction.

American brands dominated the top 20, with 13 of the list's leading brands hailing from the US.

Stephen Cheliotis, chief executive of The Centre for Brand Analysis (TCBA), which compiled the results on behalf of Superbrands UK, said: "Despite a more turbulent period, British Airways has retained its position as the UK's leading B2B brand for the third year running. Apple is once again a close contender in second, while rival Samsung retains 15th position despite the widely-publicised issues with its Galaxy handset.

"Unlike other recent polls, the voting pattern when it comes to brands remains remarkably consistent, with challenger brands notably absent as established players maintain their domination over newcomers," he added.

### Superbrands' Business Top 20

1. British Airways
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- 3. Microsoft
- 4. Paypal
- 5. Google
- 6. Shell
- 7. Virgin Atlantic
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- 10. Johnson & Johnson
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## 2017 "Superbrands" announced

Jack Peat February 27, 2017

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British Airways has held off Apple, Microsoft and PayPal to be crowned the top business superbrand of 2017.

Despite successive strikes making the headlines and unpredictable poll results disrupting the economy BA was ranked top in a survey of marketing experts and thousands of British business professionals.

The airline outperformed nearly 1,500 others in the sixteenth annual poll, with Apple retaining second spot and, in its strongest performance since 2011, US tech giant Microsoft moving up to third.

Fellow US tech giants, PayPal and Google, both fell one place to fourth and fifth respectively. Despite this, American tech brands occupy four of the five top positions, confirming their stranglehold on the top of the table.

Stephen Cheliotis, Chief Executive of The Centre for Brand Analysis (TCBA), which compiled the results on behalf of Superbrands UK, said: "Despite a more turbulent period, British Airways has retained its position as the UK's leading B2B brand for the third year running.

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19



14





"Apple is once again a close contender in second, whilst rival Samsung retains 15th position despite the widely-publicised issues with its Galaxy handset. Unlike other recent polls, the voting pattern when it comes to brands remains remarkably consistent, with challenger brands notably absent as established players maintain their domination over newcomers."

The official Top 20 Business Superbrands for 2017:

- 1. British Airways
- 2. LEGO
- 3. Rolex
- 4. Andrex
- 5. Gillette
- 6. John Lewis
- 7. Mercedes-Benz
- 8. Kellogg's
- 9. Apple
- 10. Coca-Cola
- 11. Dyson
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**JACK PEAT**

Jack is a business and economics journalist and the founder of The London Economic (TLE). He has contributed articles to The Sunday Telegraph, BBC News and writes for The Big Issue on a weekly basis. Jack read History at the University of Wales, Bangor and has a Masters in Journalism from the University of Newcastle-upon-Tyne.

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British Airways tops Superbrands survey again

5 hours ago by Mark Caswell



British Airways has topped the Consumer Superbrands survey for the fourth year running, beating leading brands including Rolex, Mercedes-Benz and Apple.

The list is compiled from a poll of 2,500 UK consumers, who voted on over 1,500 brands. Respondents were asked to “consider each brand in relation to their perceived quality, reliability and distinction – the three factors inherent in a Superbrand”.

BA was the only airline in the top 20, with the carrier topping the survey ahead of Lego, Rolex, Andrex and Gillette.

Lego moved up from third to second place, and Superbrands said that “British Airways held off the Danish challenger to keep its crown, despite the challenges associated with charging for meals on short haul flights and recent industrial action”.

Commenting on the results Stephen Cheliotis, CEO of The Centre for Brand Analysis (TCBA), which compiled the results on behalf of Superbrands UK, said:

“In what can only be described as a significant year of change, the UK public have very much opted for brands that represent continuity, consistency and comfort.

“Whether it is John Lewis or Cadbury, the Top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life. This is evident from consumers still favouring British Airways, returning it again as the UK’s leading Superbrand despite its recent challenges.”

BA also topped this year’s Business Superbrands survey, which looks at the UK’s strongest business-to-business (B2B) brands. In this survey the carrier beat brands including Apple, Microsoft, Pay Pal and Google to top place.

For more information and the full list of results, visit [superbrands.uk.com](http://superbrands.uk.com)

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## BA named UK's top 'superbrand' for fourth successive year

by Phil Davies Feb 27th 2017, 08:17 [f](#) [t](#) [in](#) [G+](#)

British Airways has been rated as the top UK consumer brand for the fourth year in succession.

The airline was also rated the top business 'superbrand' of 2017 with Virgin Atlantic in seventh place and Hilton Hotels and Resorts in 20th position.



The consumer top 20 superbrands also saw Thomas Cook, Heathrow, National Express and P&O Cruises top their categories.

Abta was also rated as a qualifying consumer superbrand and a business superbrand.

Business superbrand winners in the travel sector included Hilton, American Express Travel and Eurostar.

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**steve kane** · 7 hours ago  
Good god man are we going back to the days of the Jarrow March. Its W Walsh that needs to be sacked he is and always has been against his employees sticking up for the rights of the worker. And i would like to see the full results of this so called SUPERBRAND survey.  
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**Peter** · 7 hours ago  
Well done BA - DESERVED. Now sack the staff who want to go on strike. They all knew the rules before they joined. New contracts should be introduced - YOU ARE NOT ALLOWED TO BE UNION MEMBERS.  
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## BA named top UK superbrand

British Airways has been rated as the top UK superbrand for the fourth year in succession.

The index is an annual survey of consumers' views on brands' quality, reliability and distinction, organised by Superbrands UK.

BA also came top in the 2017 business superbrand list, with Virgin Atlantic in seventh place and Hilton Hotels and Resorts coming in at 20th.

The consumer top 20 superbrand list also saw Thomas Cook, Heathrow, National Express and P&O Cruises take the number-one spot in their categories.

ABTA has been named as a qualifying consumer superbrand and a business superbrand.

Business superbrand winners in the travel sector include Hilton, American Express Travel and Eurostar.

Stephen Cheliotis, chief executive of the Centre for Brand Analysis, which compiled the results on behalf of Superbrands UK, said: "In what can only be described as a significant year of change, the UK public have very much opted for brands that represent continuity, consistency and comfort.

"The Top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life.

"This is evident from consumers still favouring British Airways, returning it again as the UK's leading Superbrand despite its recent challenges."



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Good grief....

.....the competition must be pretty rough

By **Peter Mannell**, Monday, February 27, 2017

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Travel Mole

FEB 27 2017

(EST.) MONTHLY VISITS:

80.3K

(EST.) COVERAGE VIEWS:

462

DOMAIN AUTHORITY:

59







## Zopa and Funding Circle awarded Superbrand status



**Marc Shoffman**

On February 27, 2017

ZOPA and Funding Circle have been named as some of the top household names in the UK on the annual Superbrands list for 2017.

Compiled by the Centre for Brand Analysis, the Superbrands list is split into business and consumer categories with more than 1,500

companies scored on their quality, reliability and distinction.

The business list is judged by marketing experts and entrepreneurs, while the public decide on the consumer section.

Seven firms were named on the business superbrands list within a joint peer-to-peer and crowdfunding category, which was topped by Kickstarter.

P2P lender Wellesley also made the list, alongside crowdfunding platforms Seedrs, Crowdcube and Crowdfunder.

Judges described Zopa as an "innovative consumer champion in personal finance."

"Zopa exists to create a richer life for everyone by making money simple and fair. It believes investing should be simple, smart, ethical and rewarding," a summary of the firm stated on the Superbrands website.

"As an innovative consumer champion in personal finance, Zopa has helped over 233,000 people buy new cars, improve their homes, or take control of their finances with its award-winning personal loans.

"It has also helped over 59,000 individual investors and several financial institutions lend over £1.9bn directly to UK consumers and earn over £75m in interest."

**Read more: Zopa becomes first UK P2P lender to reach £2bn milestone**

They are among the most well-known P2P brands, but Zopa and Funding Circle are still awaiting full regulatory approval to be able to unveil their Innovative Finance ISA, while more than a dozen other firms are expected to be ready this tax year.

"We're proud to be recognised as a Superbrand for the first time," said Amy Miller, chief marketing officer at Zopa.

"Superbrand status is not only a fantastic acknowledgement of our people and our internal culture, but also our commitment to put customers at the heart of everything we do.

"Our brand has always been built around the core belief that money should be simple and fair.

"Over 300,000 people have taken advantage of our simple loans and smart investment, and this marks an important point in our ambitious plans to bring our products to even more UK consumers."

The annual Superbrands survey named British Airways as top of the list for both business and consumer brands.

**Read more: Funding Circle hits £2bn milestone**

**Read more: Awareness of P2P drops north of London**

**TAGS** [Amy Miller](#) [British Airways](#) [Crowdcube](#) [Crowdfunder](#) [Funding Circle](#) [Kickstarter](#) [Superbrands](#) [Wellesley](#) [Zopa](#)

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(EST.) MONTHLY VISITS:

4.3K

(EST.) COVERAGE VIEWS:

1.27K

DOMAIN AUTHORITY:

14





# Superbrand: Zopa is Awarded Superbrand Status

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February 27, 2017 @ 7:54 am By JD Alois

Zopa, the first peer to peer lender to launch in the UK, has been recognized as a Superbrand receiving this status for the first time. Zope joins a coterie of some of the world's most recognized brands including Virgin, British Airways, and Apple. Superbrands is a listing of the UK's strongest brands, published annually since 1995. There are two separate surveys: Consumer Superbrands and Business Superbrands. Brands do not pay or apply to be considered.



**Amy Miller**, Chief Marketing Officer at Zopa, commented on the award calling it a fantastic acknowledgment of their service, people, and internal culture. She said it was also indicative of their commitment to put customers first in everything they do.



"Our brand has always been built around the core belief that money should be simple and fair," said Miller. "Over 300,000 people have taken advantage of our simple loans and smart investment, and this marks an important point in our ambitious plans to bring our products to even more UK consumers."

The annual Superbrands league table is based on independent research to identify the UK's strongest brands, as voted for by marketing experts and thousands of British consumers. Other financial services included in the [Superbrands list](#) includes Barclays, Lloyds, the London Stock Exchange, and Misys (software),

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## Crowdfund Insider

FEB 27 2017

(EST.) MONTHLY VISITS:

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(EST.) COVERAGE VIEWS:

1.35K

DOMAIN AUTHORITY:

61



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Směna a platba

## Značka Mastercard získala prestižní ocenění Superbrands 2017

Roklen24

16:16 • 27. února 2017



Obchodní značka Mastercard se stala jednou ze spotřebitelských značek působících na českém trhu, které na základě přísných kritérií získaly ocenění Superbrands 2017. O udělení tohoto titulu rozhodla odborná komise Brand Council. Při rozhodování patří k důležitým kritériím zejména známost, budování značky, inovace nebo prestiž.

„Prestižního ocenění Superbrands 2017 si v Mastercard velice vážíme. Jsme rádi, že se naše práce takto zrcadlí v názorech nejen odborné veřejnosti, ale odráží i příznivé hodnocení od našich bankovních klientů a držitelů platebních karet. Povzbuzuje nás v dalším rozvoji českého trhu a nových fintech oblastí,“ uvedl generální ředitel Mastercard pro Česko, Slovensko a Rakousko Miroslav Lukeš.

Titul Superbrands, který je v České republice udělován po svém obnovení již pátým rokem, získávají pouze značky, které projdou vícekolovým výběrovým řízením čítajícím mimo jiné spotřebitelský průzkum agentury GfK. V poslední fázi má rozhodující slovo komise Brand Council složená z expertů z oblasti byznysu, komunikace, marketingu, médií a marketingového výzkumu. Do programu Superbrands se jednotlivé značky nemůžou sami přihlásit.

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15:52 • 27. února  
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13:08 • 27. února  
Marc Faber: Jakmile to začne padat, strhne se lavina



11:53 • 27. února  
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09:54 • 27. února  
Buffett zvýšil zisk. Ale pozor, žádné investice prý nejsou...



Reklama

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## Continental a Superbrand for third year in 2017

Monday 27th February 2017 | 0 Comments

Continental Tyres has been awarded Consumer Superbrands status for 2017. This follows the release of the latest results of the long-running annual survey, which has been identifying the UK's leading brands since 1995. The process, managed by The Centre for Brand Analysis (TCBA), questioned 2,500 British adults who assessed just over 1,500 brands. Consumers judged the brands on three key criteria: quality, reliability and distinction.

Stephen Chelliot, chief executive of TCBA and chairman of the Consumer Superbrands Council said, "In uncertain times people turn to brands they trust, brands they can be reassured will deliver on any promises made. This perceived reliability, coupled with quality and distinction, are the factors the public considered when voting on which brands they deem Superbrands. Outperforming so many other contenders and achieving this status is affirmation of a brand's credentials and testament to the positive reputation it enjoys among a comprehensive group of British consumers across all regions, ages and social groups".

Guy Frobisher, marketing director of Continental Tyres said: "Superbrand status for the third year is a huge honour for Continental. With over 140 years experience, Continental puts safety first and has a rich heritage of developing technologies for transporting people. Our innovative approach has resonated well with consumers, who now see the brand visible across a range of partnerships in Ride London, at Mercedes-Benz World and with Continental rubber compound on soles of adidas trainers. As part of our long term commitment to safety, our brand will strive towards 'Vision Zero', a long-term commitment to reducing accidents, injuries and fatalities through innovative tyre technologies and automotive systems that educate and support safer mobility."

British Airways, Lego and Rolex were there top three superbrands.

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### Question of the month

After SRI acquires MTS and its Protyre brand, 5 of the top 5 tyre retail chains are under manufacturer control. Do you expect more acquisitions to follow?

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(EST.) COVERAGE VIEWS:

2.55M

DOMAIN AUTHORITY:

94

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## British Airways is named the UK's top 'superbrand'

The airline beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking. Cancer Research UK became the first charity brand to enter the list at 20th place.

Source: Dallas Sun

[Read full article >](#)



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(EST.) COVERAGE VIEWS:

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## PAUL STALLARD'S PR BLOG

Paul Stallard

FEB 27 2017

## Who are the UK B2B Superbrands 2017?



27 February 2017

Written by Paul Stallard



**Superbrands** is an annual initiative to identify and celebrate the UK's strongest consumer and B2B brands in Britain by The Centre for Brand Analysis (TCBA).

Sounds good. But what exactly is a Superbrand?

*'A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.'*

I am very proud to be a member of the UK Superbrands expert council (part of the team that vote on the brands) and like many others, look forward to seeing the top 10 each year. Not least to see, how it differs from my input into the process.

## The official Top 10 Business Superbrands for 2017 are:

- British Airways
- Apple
- Microsoft
- PayPal
- Google
- Shell
- Virgin Atlantic
- American Express
- Mastercard
- Johnson & Johnson

So how do you join this prestigious list?

Brands do not apply or pay to be considered; rather, the selection process is conducted as follows:

– A comprehensive database of business-to-business brands operating in the UK was compiled using a wide range of sources, from sector reports to blogs. From the thousands of brands initially identified, nearly 1,500 brands were shortlisted. This shortlist was scored by two separate groups of voters:

- The independent and voluntary Expert Council, comprising 30 senior industry figures. Council members individually awarded each brand a rating from 1-10 and were not allowed to score brands with which they had a direct association or were in direct competition to.
- 2,500 business professionals with purchasing or managerial responsibility.

For further information about the selection and judging process click [here](#).

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## Apple is number two on the Top 20 [British] Business Superbrands for 2017

February 27, 2017 / Dennis Sellers

Apple came in ninth on the [Top 20 Business Superbrands for 2017](#) list, a survey of marketing experts and thousands of British business professionals. British Airways claimed the top spot.

The airline outperformed nearly 1,500 others in the sixteenth annual poll, with Apple retaining second spot. Rounding out the top 10 are PayPal, Google, Microsoft, Visa, Virgin Atlantic, MasterCard, and BP.



"Apple is once again a close contender in second, while rival Samsung retains 15th position despite the widely-publicized issues with its Galaxy handset" says Stephen Cheliotis, CEO of The Centre for Brand Analysis (TCBA). Unlike other recent polls, the voting pattern when it comes to brands remains remarkably consistent, with challenger brands notably absent as established players maintain their domination over newcomers."

In the top 10 of the Consumer Superbrands 2016 survey among British consumers, Apple was ninth (down two places from last year). It was ahead of Coca-Cola, but behind BA, LEGO, Rolex, Andrex, John Lewis, Mercedes-Benz and Kellogg's.



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283K

(EST.) COVERAGE VIEWS:

113K

DOMAIN AUTHORITY:

1



1





## LEGO, Kellogg's, Coca-Cola among Superbrands 2017

By Samantha Loveday  
February 27, 2017



**Properties with strong licensing links named in annual survey of top consumer brands.**

A host of top name properties with strong licensing programmes have made this year's Superbrands listing.

The top 20 Consumer Superbrands list is headed up by British Airways, closely followed by LEGO.

Kellogg's (8), Coca-Cola (10) and Heinz (17) also make the top 20.

Meanwhile, retailers making the listing include John Lewis (6), Boots (12), Marks & Spencer (14) and Amazon (19).

First published in 1995, Consumer Superbrands is an annual listing of the UK's strongest consumer brands.

The brands are chosen by 2,500 members of the British public from a list that has been refined by a council of senior industry figures. Brands do not apply or pay to be considered.

As well as the main top 20, a host of brands were also named as category winners. These included Guinness, Jack Daniel's, Robinsons, Manchester United, BBC, Mothercare, Laura Ashley, Halfords, Sainsbury's and Nike among others.



### JOB OF THE WEEK



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FEB 27 2017

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(EST.) COVERAGE VIEWS:	24.1K
DOMAIN AUTHORITY:	100







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Lego closes in on UK Consumer Superbrands crown, moving into second behind British Airways [fal.cn/Qz8P](#)






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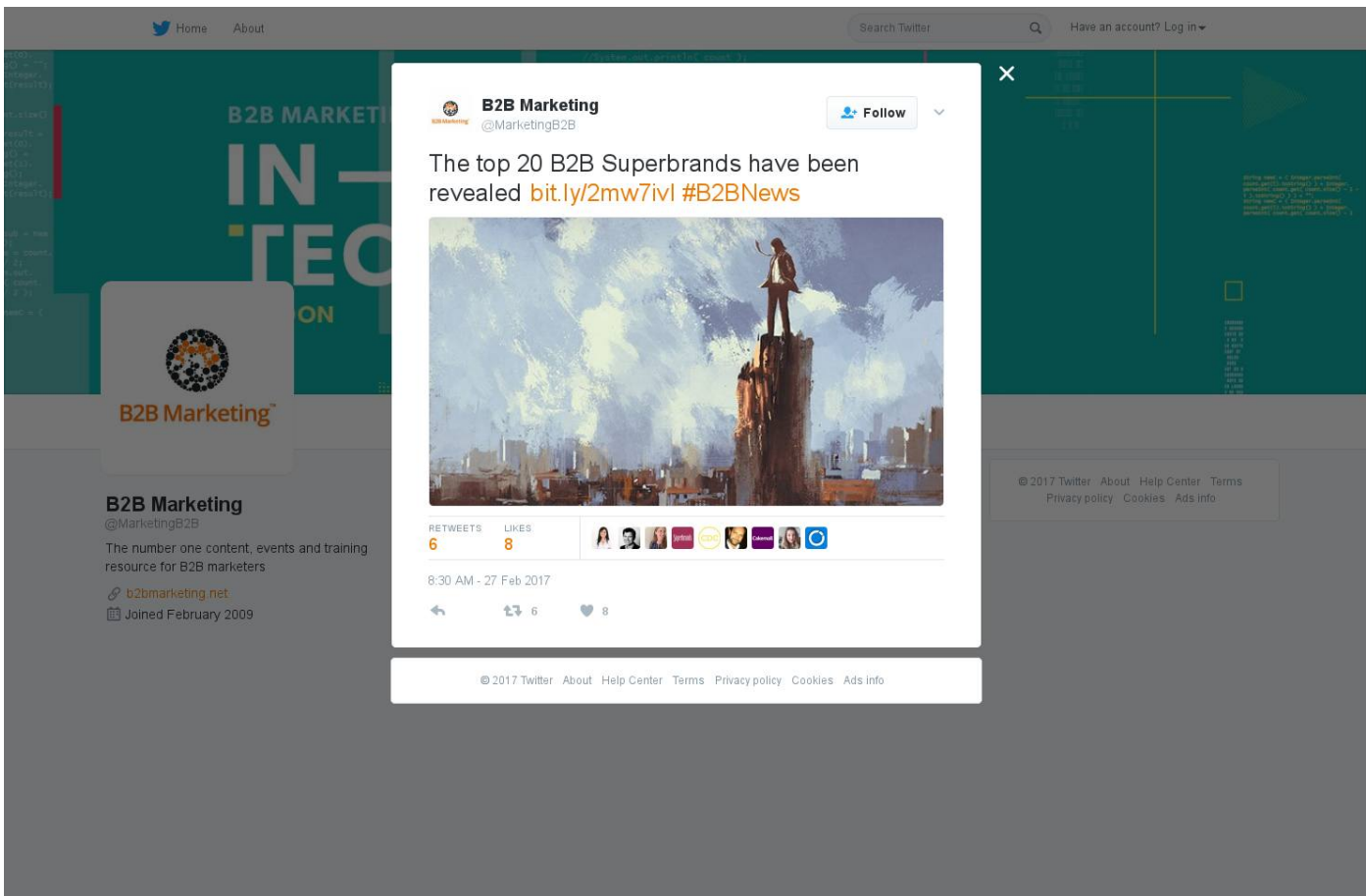
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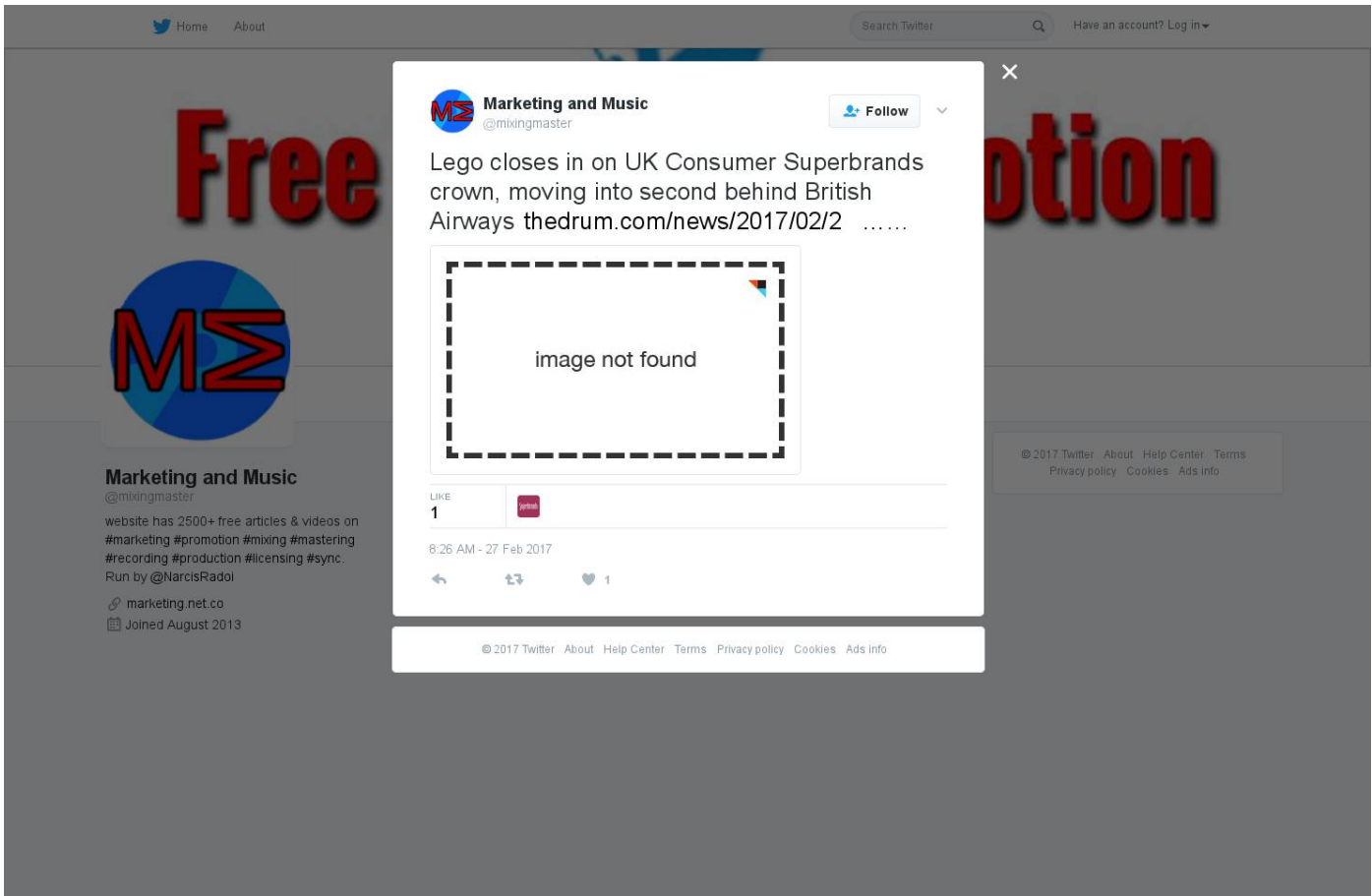


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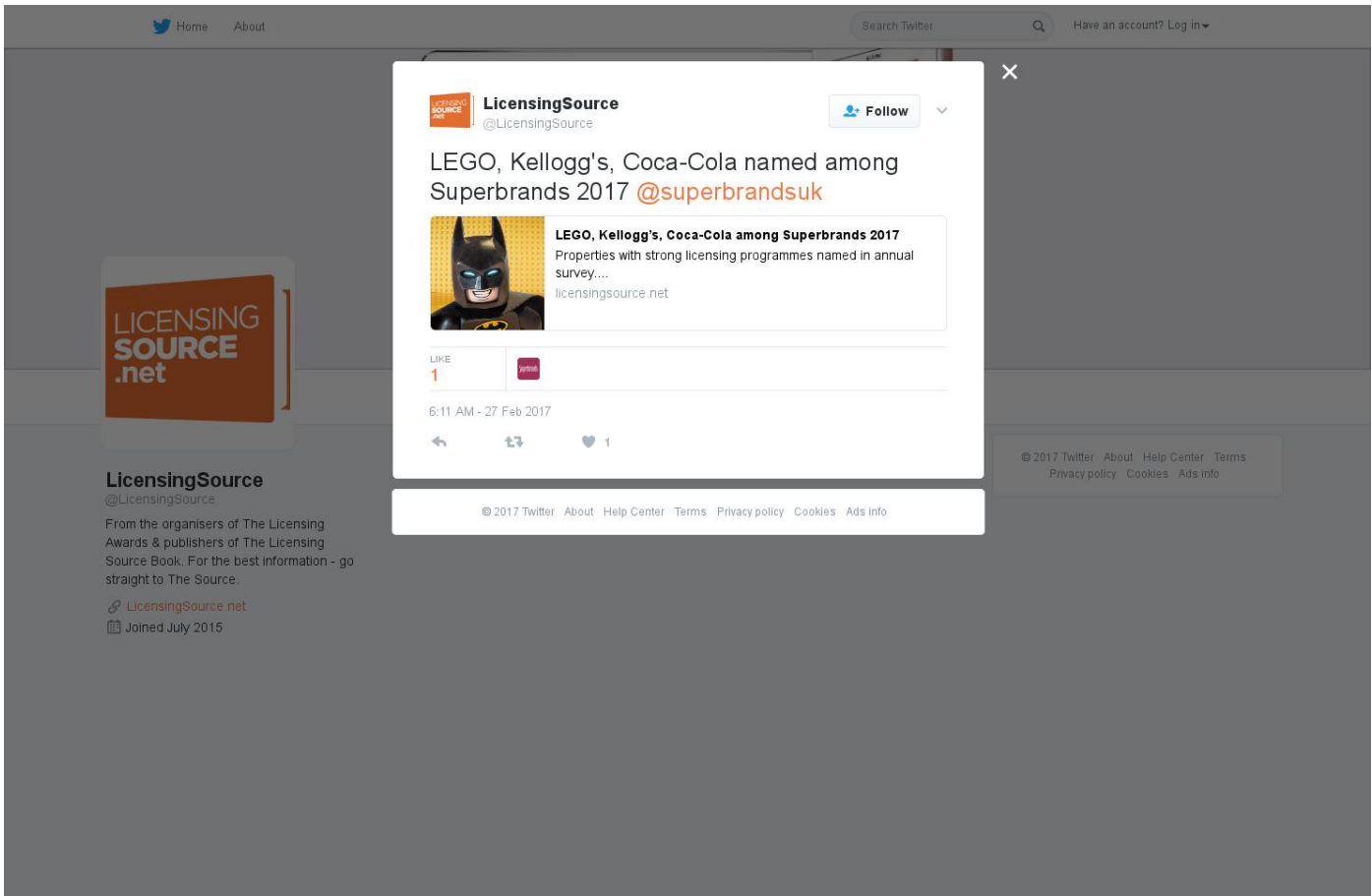




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**Ruki Sayid**  
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I am Consumer Editor at the Daily Mirror, love LFC all things football and hockey. Views are my own.

Joined October 2012



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British Airways flying high in list of nation's biggest and best 'Superbrands'



**British Airways flying high in list of nation's biggest and best 'Superbrands'**

Despite a spate of cabin crew strikes, the airline has kept its crown for the fourth year running, leaving Lego and Rolex to tussle for second place.

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