

# Superbrands<sup>®</sup>

2017

Saturday, 4th March 2017

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Proud to once again  
be voted the UK's top  
airport brand



Award in 'Travel-Airports' category by the "Consumer Superbrands" survey, voted for by an independent expert panel and a nationally representative sample of 2,500 British consumers

**Heathrow**

# About Superbrands 2017

Since 1995 Superbrands has commissioned independent research to identify the country's leading brands. Our 2017 supplement reveals the results of two surveys: 'Consumer Superbrands' – the UK's strongest consumer brands – and 'Business Superbrands' – the UK's strongest business-to-business brands.

The surveys reflect the opinions of thousands of members of the British public and business professionals. It is worth emphasising that brands do not apply or pay to be considered for Superbrands status. Rather, the accolade is awarded to the country's strongest brands following a rigorous and independent selection process; further details are provided herein.

You can learn more about this year's Superbrands online – just search for Superbrands UK. Our site includes an exclusive collection of videos, top quality images and social media links for dozens of the country's favourite brands. You can share your favourite content, follow or like individual brands and use our Twitter and Facebook links to nominate brands for inclusion in the 2018 surveys.

I hope you enjoy this year's supplement. As always, we welcome your feedback on any aspect of the Superbrands programme.

## Ben Hudson

Chief Executive

ben.hudson@superbrands.uk.com

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## Buy the book

The 2017 edition of the Superbrands Annual contains detailed case studies of some of Britain's most loved brands. It also features thought pieces from industry experts, detailed analysis of the 2017 surveys, and a full listing of 2017's Superbrands.

To order your copy, please call 020 7079 3310 or email [hello@superbrands.uk.com](mailto:hello@superbrands.uk.com)

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# Highlights of the 2017 results

In turbulent political times, this year's Superbrands listings reveal the public's preference for steadiness over revolution.



Stephen Cheliotis is Chairman of the Expert Councils and Chief Executive at The Centre for Brand Analysis (TCBA)

It has certainly been a tumultuous period, with the world feeling like it has changed significantly since I wrote the equivalent results article this time last year. Significantly, the British public have voted to leave the European Union opting not for the status quo, but a different vision of

how they want the country to move forward. Meanwhile in the US, Donald Trump has been crowned the leader of the free world, with the public once more choosing an unknown, anti-establishment alternative.

The only real consistent theme at the end of 2016 has been rejecting the norm for ongoing uncertainty, an unclear future instead of more of the same. However you interpret these votes, and feel about these decisions personally, the collective public had the power to determine what they wanted and for their wishes to be enacted.

The nation's voting behaviour when it comes to brands, however, remains very conservative; opting for the safe, the familiar, the consistent. The public have not thrown out the old order for new brands bearing messages of change and a break from the past. Quite the opposite in fact, with both the Consumer and Business Superbrands Top 20 reaffirming the popularity and support for established names and propositions. Unlike the CoolBrands league tables, which we also manage on behalf of Superbrands, there is not a wave of fresh brands breaking into, or consolidating, their new positions in the leading group, be that disruptors of an established sector, like a Netflix or Airbnb, or a technology or social media pioneer, like a GoPro or Instagram.

While the Consumer Superbrands elite have remained

consistent, this privileged set is not an aloof, detached or divisive grouping but brands that, in most cases, are accessible, regular and uncontentious. They are aimed at a wide audience and focused on providing solutions or enjoyment to the masses, regardless of age, gender, region or socio-economic group.

Of course, this is not surprising as the more people to whom the brand offers a relevant solution and proposition, the more advantage they derive in a popular vote. This is where consumers seek out brands they know and that appeal to them on both a practical needs basis and an emotional association basis. These mainstay brands are not just widely attractive, but also resolutely inclusive in their mantra. Many have an altruistic or democratising purpose that remains the root of their focus and decision-making.

Whether it is Kellogg's purpose of 'nourishing families so they can flourish and thrive' or LEGO's drive 'to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future', many of these brands were born from a desire to improve the human state, not just a desire for profit. The younger brands in the Top 20s also share either a humanity-orientated mission, like Google's aim to 'organize the world's information and make it universally accessible and useful' or a consumer-orientated vision, like Amazon's simple determination to be 'Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.'



British Airways

Even the handful of brands in the consumer Top 20 that represent aspirational, finest quality luxuries, such as Rolex and Jaguar, while not within easy reach of all, do not feel overtly exclusive. They are focused on producing high standard products that meet their customers' needs; rather than coming across as unapproachable to the many, they have integrity and commitment to anyone that can afford an upgrade in excellence.

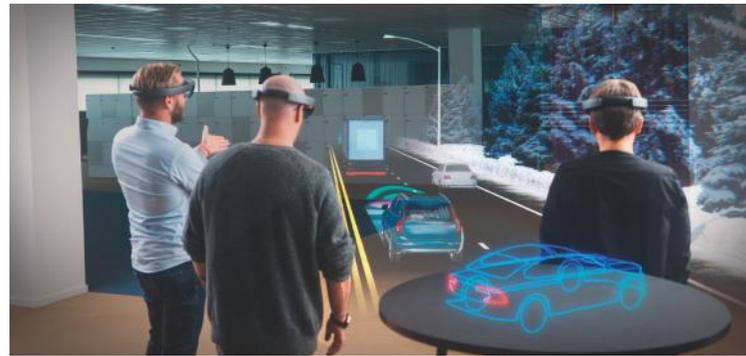
A clear, articulated obligation to the customer and a focus on meeting their needs is what often sets apart the best from the rest, so it is no surprise that the leading business-to-business brands are rooted by such mantras, too.

**‘When it comes to brands, the nation’s voting behaviour remains very conservative; opting for the safe, the familiar, the consistent’**

**– Stephen Cheliotis**

There has been much focus on purpose and mission in recent years and naturally some cynicism too; rightly so where the purpose, mission or vision statements are simply veneer to sit on a company's 'About us' page or corporate reception. However, where these are genuine, practically driving and determining business and brand strategy as well as everyday decision-making, they become vital to the business' success and reputation. They align employees – across divisions, sites, departments and layers – and connect customers and employees by acting as a constitution on the relationship, setting out what the brand promises and what it can be expected to deliver against. In most cases, they drive authenticity, enabling the founders' passion to be continued and experienced, building a deeper emotional connection between brand and customers, which creates above average return on investment and brand equity. I could write considerable amounts about purpose, values and their benefits when lived and breathed, together with the importance of emotional connection, however that will need to be left for another time and place; nevertheless, in this annual review of the results it felt important to explicitly note this commonality among the lead brands.

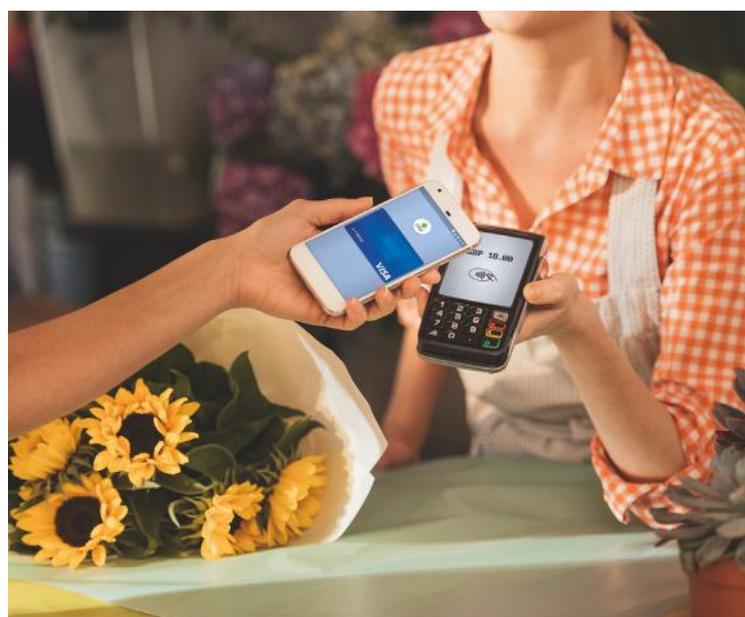
The other obvious connection is that each of the leading Top 20 brands is likely to dominate their category's headspace. Consumers naturally leap towards these brands due to them having created clear connections to the cues that bring these categories to mind. Consumers start from a need or situation influenced, for instance, by who they are with, what else they are doing or when they are doing it – that evokes the category. Only once the category is aroused do consumers jump intuitively toward a brand they connect to that elicitation. In soft drinks for



Microsoft

## The Top 20s

Rank	Consumer Superbrands	Business Superbrands
1	British Airways	British Airways
2	LEGO	Apple
3	Rolex	Microsoft
4	Andrex	PayPal
5	Gillette	Google
6	John Lewis	Shell
7	Mercedes-Benz	Virgin Atlantic
8	Kellogg's	American Express
9	Apple	Mastercard
10	Coca-Cola	Johnson & Johnson
11	Dyson	IBM
12	Boots	Visa
13	Cadbury	JCB
14	Marks & Spencer	BP
15	Jaguar	Samsung
16	Fairy	Intel
17	Heinz	Boeing
18	Google	FedEx
19	Amazon.co.uk	London Stock Exchange Group
20	Cancer Research UK	Hilton Hotels & Resorts



Visa

instance, some of these cues include 'at the beach', 'with a movie', 'wake me up', 'something a bit healthy' or 'have with a meal'. Through years of marketing, Top 20 Superbrand Coca-Cola has connected itself to these cues – even creating some new cues itself, such as 'a drink for Christmas' – and therefore dominates mental capacity and ultimately usage in the soft drinks category. This makes it hard for alternative drinks to surpass its position, despite some obvious trends that are not in the American giant's favour.

I believe the reaffirmation and focus on brand purpose, rooted in a consumer benefit, rather than simply what the business does, coupled with the dominance of headspace and category entry points is part of the reason leading brands are so difficult to dislodge.

Indeed, there were only four changes apiece in the Top 20 for Consumer and Business Superbrands. Only one of this group of eight is a totally new Top 20 entry, Cancer Research UK, which secured 20th in Consumer Superbrands. The rest – Boots, Cadbury, and Fairy in Consumer Superbrands, and JCB, Intel, the London Stock Exchange Group and Hilton Hotels & Resorts in Business Superbrands – are no strangers to the Top 20, having previously been in, or close to, this top tier. That said, some major players that fell out the lead group a few years ago remain notable in their absence, such as the BBC or Sony in Consumer Superbrands or DHL in Business Superbrands.

British Airways continues to top both lists for the third year running and, although in every presentation I make about the results someone tells me of their surprise about this, it still continues to be proactively voted a Superbrand by over 65 per cent of both consumers and business professionals alike, so it is clearly doing something right. Note, however, that the research was conducted prior to recent British Airways' industrial action.

LEGO moves up one, in the consumer list, to reach a high of second – swapping places with Rolex – while everyday brands, Andrex and Gillette, round out the top five. Apple remains the runner-up in the Business Superbrands list, while Microsoft moved up two places to retake a top three berth. Let's see what happens next year, but uneventful as it might be in comparison to the political scene, it might be nice to continue to see little change. If only politicians could be as accessible, purpose driven and focused on meeting the needs of those they are serving. ■

**'A clear, articulated obligation to the customer and a focus on meeting their needs is what often sets apart the best from the rest'**

– Stephen Cheliotis



FedEx

## The Superbrands – how are they chosen?

**T**he UK's Consumer and Business Superbrands listings have been compiled annually since 1995 and 2001 respectively. Brands are assessed on the criteria of quality, reliability and distinction with the final listings determined by the British public (in the case of Consumer Superbrands) and the combined views of business-to-business marketing experts and thousands of individual business professionals (in the case of Business Superbrands). Brands do not apply or pay to be considered. The research fieldwork is undertaken by Lightspeed and is the culmination of an independent selection process administered by The Centre for Brand Analysis (TCBA); for full details visit [superbrands.uk.com](http://superbrands.uk.com). ■

# Dreams

*The UK's most recommended bed company*

Proud to be voted a  
Consumer Superbrand  
for 2017



180 stores nationwide  
Visit us at [dreams.co.uk](https://www.dreams.co.uk)



# Quality, Reliability & Distinction

Karen Kay investigates how some of 2017's Superbrands are delivering the best possible product or service whilst enhancing a meaningful connection with consumers.



Karen Kay is a broadcaster and journalist. She writes regularly for The Observer, Grazia and other national papers and women's magazines. In addition, her opinions are frequently sought as a commentator on Sky News, BBC Radio 2, 4 and 5 Live as well as LBC 97.3FM.

**'We are putting our heart and soul into every part of the business'**

Mike Logue

**Owen Jenkinson**  
Marketing Director  
Freeview



Freeview is a Superbrand because it provides a genuine, valued alternative to the received wisdom in this country that if you want great TV, you've got to pay for it. The service is just over 13 years old, borne initially to provide a free service as an alternative to other subscription platforms for homes going through the digital switchover process between 2007 and 2012.

Freeview was first available built into set top boxes, providing just over 20 channels for free. From 2005, it was introduced to TV sets and by 2012 Freeview had become the largest TV service in the UK. It is now in active use in nearly 20 million homes in the UK and provides the core of 70 free-to-air TV channels, 14 HD channels, recording functionality and an on-demand service, Freeview Play.

Despite the proliferation of new ways to access content, over 95 per cent of the most watched TV shows in the UK are still available subscription free on Freeview.

In the past year, Freeview has accelerated growth of Freeview Play and built on its digital footprint to drive brand performance. A new positioning was evolved – 'the other way' and a new advertising campaign launched in October to deliver this through an always on media strategy. The next 12 months will see further evolutions in customer service and Freeview Play will be rolled out across many more devices.

**Mike Logue**  
CEO  
Dreams



Founded in 1985 from a single store, Dreams is now the UK's number one specialist bed retailer, with 180 stores nationwide. We are passionate about providing everyone with the perfect night's sleep. Our in-store 'sleep experts' are trained to help customers choose from every kind of mattress available, most of which are made in the UK at the Dreams Bed Factory.

We have grown hugely since we started, adding new products and lines such as our 'bed in a box' mattress, Hyde & Sleep and our M-Line foam mattress. We have re-fitted all of our stores incorporating our 'comfort by colour' concept and we have taken our factory from 12 employees manufacturing 1,000 mattresses a week to over 170 employees and 10,000 mattresses a week.

We constantly strive to exceed customers' expectations and our Trustpilot score of 9.4 out of 10 reflects this. Additionally, we have seen our 'highly satisfied' customer percentages go from 83 per cent in 2013 to 95 per cent in 2016.

We will soon be opening new concept stores and trialling in-store technology. We are re-vamping our website and launching a number of new products and lines. We will also be opening our second UK factory and will continue to ensure our employees receive the best training in the industry. We are on a journey to be the UK's most recommended bed company. We are achieving this by putting our heart and soul into every part of the business. We make, sell and deliver our products ourselves and believe that the quality of what we produce sets us apart.



Dreams



Freeview

## Pete Markey

Brand Communications  
& Marketing Director  
Aviva

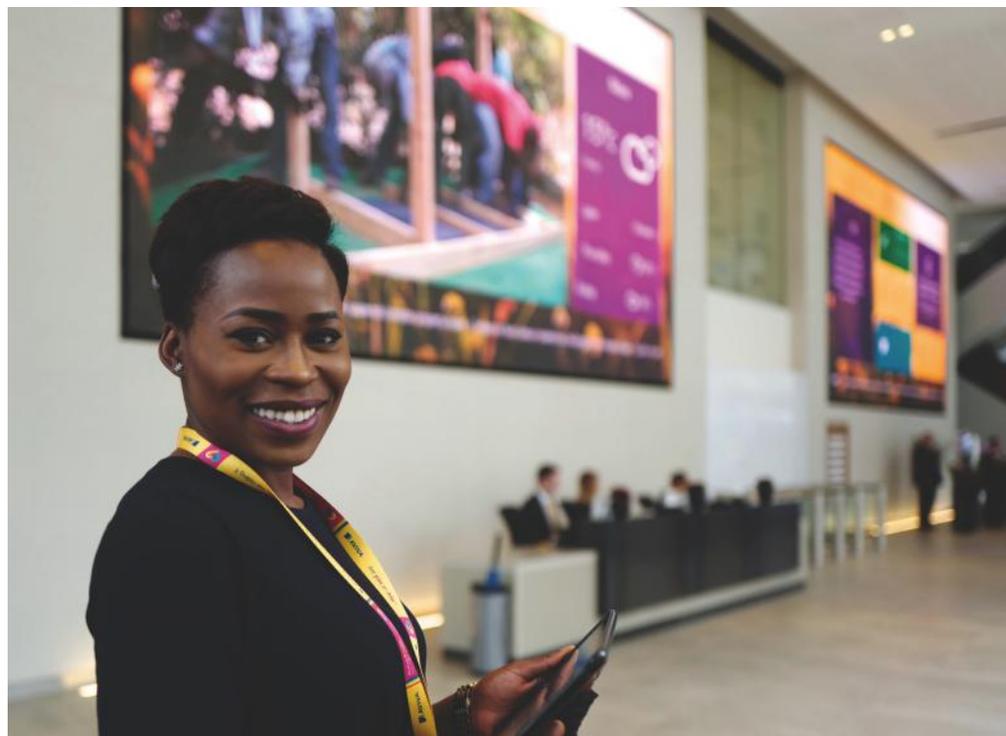


As a truly global company, Aviva operates across 16 markets in the UK, Europe, Asia and Canada. With over 300 years of heritage, Aviva is a name its 33 million customers worldwide can trust. In the UK and Ireland, Aviva is a leading insurance and savings business with 16 million customers.

A Superbrand is one that has a very clear sense of purpose, lived and breathed through everything it does – products/services, channels, people/culture and communications. At the heart of the Aviva brand is putting customers first. We place an emphasis on making life easier for them through our 'digital first' strategy, through online and mobile offerings. With digital first, Aviva is working hard to offer customers simpler, faster and more personalised products and services.

UK Digital was established in 2015 to help our UK businesses provide an outstanding experience and innovative propositions for Aviva's 16 million UK customers. Aviva's ambition is to create an outstanding experience for customers – whenever and however they want to contact us. In addition, our marketing channel mix has evolved with greater use of social and content alongside more traditional media channels like TV and radio.

In the next 12 months, we'll continue to promote the depth and breadth of Aviva's product range and offering, particularly to our existing customers. We'll deepen our activity on social and content too, and - continuing to put customers first - we will innovate with more propositions that truly demonstrate Good Thinking.



Aviva

**'A Superbrand is one that has a very clear sense of purpose, lived and breathed through everything it does'**

Peter Markey

Elizabeth Hillerby  
Head of Marketing  
Heathrow Express



Since its launch in 1998, Heathrow Express has focused on being the fastest and most reliable way to travel between Heathrow and central London. Taking only 15 minutes, Heathrow Express offers the smartest airport transfer service and prides itself on its excellent customer service, innovative on-board facilities and ergonomically designed interiors. Heathrow Express carries, on average, 16,000 passengers per day and in 2017 will carry our 100 millionth passenger.

As a first and last impression of Heathrow and the UK, we strive to provide the best airport service in the world. As a result, the service has become an example of best practice within the rail sector. In 2010, Heathrow Express was voted the UK's best train company in the National Rail Passenger Survey and received a score of 94 per cent for punctuality and reliability, well above the national average of 73 per cent.

In 2015, Heathrow Express introduced the world first live journey comparison screens at Heathrow's baggage reclaim halls. These multi-award-winning screens compare the journey time between Heathrow Express and taxis using live traffic information. Last year the screens were translated into six languages – French, German, Italian, Finnish, Cantonese and Spanish. The technology uses flight arrival data to anticipate the origin of the next arriving flight at each baggage carousel and welcomes passengers in their local language.

This year kicked off with an upgrade to the 4G Wi-Fi connections in the tunnels and we are undergoing a redesign of the website to include numerous language options. We're also redeveloping the customer app and rolling out new uniforms for the customer-facing frontline staff.



Heathrow Express



Pret a Manger

**Caroline Cromar**  
Brand Director  
Pret A Manger



Fed up with all the processed food on the market, Julian Metcalfe and Sinclair Beecham started Pret A Manger in 1986. For 30 years, Pret has been creating fresh, handmade food from natural ingredients and has since grown to over 400 shops in six countries around the world, serving millions of customers every week.

We're fast and dependable and our teams provide very good customer service. We've built a trusted brand on this promise. Our team members also handed out more than a million free hot drinks last year as part of our alternative loyalty scheme, based on 'random acts of kindness'.

Our philosophy is to communicate honestly and openly with customers, without the aid of traditional advertising. Instead we focus on investing in our staff and the quality of our food and in social media channels. In fact, we wouldn't have opened our pop up Veggie Pret shop in London's Soho without the thousands of conversations we had with our customers on social media.

Making fresh food every day is vital to our high standards, but it gives us the opportunity to donate unsold food to homeless charities each night. Pret believes in good food doing good. Our own charity, the Pret Foundation Trust, was set up more than 20 years ago with the mission to help alleviate homelessness. We also support homeless people back into employment through our Rising Stars programme.

We will continue to open in cities and transport hubs and offer people delicious natural food and organic coffee on the go.

**'Our philosophy is to communicate honestly and openly with customers, without the aid of traditional advertising'**

Caroline Cromar

**Victoria Campbell**  
Group Chief Executive,  
The Dreyfuss Group  
Rotary



Established in La Chaux-de-Fonds, Switzerland in 1895 by Moise Dreyfuss, Rotary is proud of its reputation as a trusted brand known for high quality, design-led, Swiss timepieces at an affordable price.

Rotary designs all its collections in house ensuring that the all-important brand DNA is protected, nurtured and recognisable in every new model that we launch. It is this link that ensures brand recognition and consistent values throughout the collection handed down through generations. We can delve into a rich design archive and bring back models that were popular as far back as the 1920s. Our Swiss Made Pillar watch families are the bedrock on which our brand's roots are sustained. Our core range constantly evolves with biannual launches ensuring the choice in the retail is regularly refreshed.

Rotary prides itself on delivering the 'personal touch' by maintaining excellent customer service and building longstanding relationships with retail partners. We have an excellent after sales service that allows us to keep in touch with Rotary owners – sometimes we receive letters with a story to tell about a much-loved watch handed down from one generation to another.

We sell Rotary in over 65 countries worldwide and are delighted the same qualities and design principles that made it a household name in the UK have the same resonance and appeal in overseas markets.

We will continue to promote our Superbrand status to help introduce the brand to new consumers and markets. Our commitment is to always offer the best possible design and quality at the most affordable price points, backed up by our Dolphin waterproof standard and our Lifetime Guarantee.

**'Rotary prides itself on delivering the 'personal touch''**

Victoria Campbell



Rotary



Continental

**Peter Robb**  
Marketing Communications  
Manager  
Continental



As an international tyre manufacturer and leading automotive supplier, Continental has developed intelligent technologies since 1871. Through groundbreaking introductions and acquisitions, the corporation today consists of five strong divisions – Chassis & Safety, Interior, Powertrain, Tyre and ContiTech. With a rich heritage of developing technologies and mobility solutions, Continental has a broad range of tyre fitments for cars, vans, trucks and bikes.

Over the past twenty years we have raised awareness of our brand, seeing sales rise accordingly. For example, in the past year Continental has utilised a range of partnerships to maximise brand awareness across audiences. As 'Partner in Excellence' at Mercedes-Benz World, Continental has used the pioneering brand experience centre to demonstrate the importance of summer and winter tyres, with free consumer demonstrations. The adrenalin-fuelled driving experiences also feature Continental tyres, demonstrating that together the brands deliver the ultimate combination of high performance with a shared passion for safety.

Although we started in Germany as a tyre manufacturer over 140 years ago, we have evolved into one of the largest automotive suppliers in the world. We now have offices in Silicon Valley and employ almost as many software engineers as Apple.

Due to the nature of our business and not selling directly to the end consumer, the trade plays a very important role in our communication with our customers. Online and social media is becoming more important and we have some exciting initiatives planned for 2017. We would like to focus on bringing our brand to life to unexpected audiences: this means harnessing our Adidas relationship and talking to the various sports using our technology.

**Amy Miller**  
Chief Marketing Officer  
**Zopa**



When it was established in 2004, Zopa was the first peer-to-peer lender in the world, founding an industry that last year lent £2.2 billion in the UK alone. We were created to solve a simple problem: people borrowing money were being charged high rates and those able to invest money were getting low returns.

Today, we offer simple loans and smart investments. We offer market-leading personal unsecured loans from £1,000 to £25,000 over one to five years, allowing our customers to purchase a car, make home improvements, or consolidate their existing debts. The majority of loans are funded by individual investors who can lend according to their preferred levels of risk, access, and return.

Zopa has captured more than two per cent of the UK personal unsecured loans market and has ambitious plans to become the leading choice in personal finance. Our main competitors are high street banks and traditional lending companies, but we believe our low rates, simple online application process and award-winning customer service set us apart.

Our recognition as a Superbrand reflects our dynamic customer-obsessed culture, our transparency, and our drive to always do the right thing – by our borrowers, investors, the regulators, other stakeholders and the wider industry. We make our loans data available publicly because transparency and accountability is key to maintaining the trust of our borrowers and investors.

We hold usability testing sessions on a weekly basis, where current and potential Zopa customers test new products and functionalities. Annually, we host a customer party, giving customers the opportunity to meet the team and suggest how we can improve.

**‘We never lose focus of what is important and the customer is at the heart of all development within our organisation’**

**Sarah Rosier**

**Sarah Rosier**  
Head of Marketing  
**P&O Ferries**



P&O Ferries operates a fleet of more than 20 ships, undertaking over 30,000 sailings across the English Channel, North Sea and Irish Sea every year, carrying more than 10 million passengers, 1.6 million cars and 2.2 million freight units. In addition to sailing on eight major routes between Britain, France, Northern Ireland, the Republic of Ireland, Holland and Belgium, we operate intermodal continental hubs at Zeebrugge and Europoort, and have our own logistics arm, P&O Ferrymasters.

We never lose focus of what is important and the customer is at the heart of all development within our organisation.

We have launched different routes, new ships and relaunched our brand to be fresh and relevant to our discerning customers who want to travel with a brand that is reliable, dependable and offers choice for their trip. We have launched a new e-commerce platform and travel essential products to ensure we are offering what our customers want, enabling them to transact on their terms.

It ranges from social channels to more traditional media and direct marketing. Once booked, customers may be emailed, texted or have dialogues on our social channels on a range of devices prior to actually travelling – individuals decide how they want to communicate with us.

Our 4,000 employees and their passion for the business are key elements to our brand status. This is why we have won various consumer awards and have again been voted the Daily Mail’s favourite ferry brand. During 2017 and the next phase of our five year plan we are focused on growth, investment and delivering exceptional customer service to our many customers.



Zopa

P&O Ferries

**Kathryn Ledson**  
Interim Marketing Director  
UK & Ireland  
**Dulux**



Dulux has been making paint for over 85 years. The name was originally derived from the words 'Dupont' and 'Luxury' and, in the early days, decorators were the main customers to Dulux. Now we are Britain's leading paint brand with decorators and homeowners alike.

We have also launched some great innovations, such as the Light + Space™ range, a paint which reflects up to twice as much as other paints. More recently, we've given home decorating a digital makeover with the introduction of the Dulux Visualizer smartphone app, which uses augmented reality technology to show what a room will look like in the paint colour of your choice. We've also launched a new customer experience centre at our UK headquarters in Slough.

Last year, we opened the Dulux Academy, the UK's first academy for painters and decorators, created to help industry professionals gain an advanced understanding of the essential principles of colour, design and sustainability, whilst training the next generation of painters and decorators.

We're also looking to the future and lead the market in terms of innovation. We've just launched a unique product, EasyCare, with stain repellent technology, meaning consumers can feel free from the worry that everyday living will damage the look of their home.

This year, we will be celebrating ten years of Colour Futures, an annual event where Dulux's colour experts present their take on the next year's colour trends and palettes. It is also where we announce our 'Colour of the Year', which this year is a blue: Denim Drift.



Dulux

**'We seek to create new white space in the marketplace to move the industry forward. We want to focus on innovation for future generations, so are working to bring skills into the industry'**

**Simon Light**

**Simon Light**  
UK Client Development  
Director  
**Arcadis**



Arcadis is a leading global design and consultancy business, operating in the natural and built assets space, from creating transportation hubs, hospitals, offices and schools, to planning better communities. We are currently working on major UK schemes including Crossrail 2, Manchester Airport, flood defence works with the Environment Agency and with Leicester City Council on their devolution agenda.

In October 2015, numerous brands were brought together and Arcadis entered the UK market for the first time. Given that our brand has only existed in Britain for a year-and-a-half, we are one of the fastest brands to achieve Superbrand status.

Our goal is to improve quality of life for communities across the UK and this plays out in everything we do. For example, we have worked extensively with Thames Tideway, helping to replace London's Victorian sewer network with a new 'super sewer' that will touch the lives of millions.

Another example is the housing scheme in Aberdeenshire, where existing homes were having a detrimental effect on the community's wellbeing. Our brief was to strip them and get the right facilities in place so inhabitants could enjoy a better quality of life. We weren't razing houses to the ground, but redefining properties to create healthier living environments, allowing communities to enjoy them for years to come.

We seek to create new white space in the marketplace to move the industry forward. We want to focus on innovation for future generations, so are working to bring skills into the industry by shaping education methods in tandem with careers services in schools and universities.



Arcadis

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Whatever brings you to London, Edwardian Hotels London puts you within walking distance of it. We have 12 luxury boutique hotels, in the most prestigious areas of the city. Each has its own distinctive character and atmosphere. And everyone you meet here is committed to making even the shortest stay last long in the memory.

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**EDWARDIAN  
HOTELS**

LONDON

# The brands 2017

The following pages offer a brief profile of some of the strongest consumer and business brands in the country, and a taster of the attributes that earned them Superbrands status.

Detailed case studies are available in the Superbrands Annual 2017.  
Please call 020 7079 3310 or email [hello@superbrands.uk.com](mailto:hello@superbrands.uk.com) for more details.



## Arcadis

Arcadis UK is hard to pin down as a business. While its work spans many disciplines – from consultancy to engineering and architecture to cost management, it is united under a common vision. As a business, it sees people where others see projects, recognising that when it designs environments it impacts lives. Arcadis is here to show the magnitude of this opportunity to the world. To bring it to life for clients and the customers it serves.

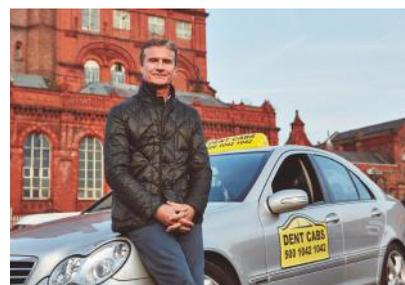
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## Autoglass

Autoglass® is a leading consumer and business automotive brand, providing vehicle glass repairs and replacements to over one million motorists every year. With the widest reaching auto glazing network in the UK, Autoglass® has more than 1,250 mobile technicians. Autoglass® is part of Belron® Group, operating in 34 countries and serving over 11 million motorists worldwide. It operates 24 hours a day, 365 days a year.

[autoglass.co.uk](http://autoglass.co.uk)



## Aviva

As the UK's largest insurer and one of Europe's leading providers of life and general insurance, Aviva provides 33 million customers worldwide with insurance, savings and investment products. Combining strong life insurance, general insurance and asset management businesses under one global brand, Aviva is committed to serving its customers well. It aims to build a strong, sustainable business that makes a positive contribution to society, for which its people are proud to work.

[aviva.co.uk](http://aviva.co.uk)



## Barclays

Barclays is a transatlantic consumer, corporate and investment bank offering products and services across personal, corporate and investment banking, credit cards and wealth management, with a strong presence in its two home markets of the UK and the US. With over 325 years of history and expertise in banking, Barclays operates in over 40 countries and employs approximately 130,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

[home.barclays](http://home.barclays)



## BASF

BASF creates chemistry and has been doing so for 150 years. With approximately 112,000 employees, six Verbund sites and 376 additional production sites worldwide, BASF serves customers and partners in almost all countries of the world. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, BASF combines economic success with environmental protection and social responsibility. Through science and innovation, BASF enables customers in almost every industry to meet current and future needs of society.

[basf.com](http://basf.com)



## BBC Children in Need

BBC Children in Need is the most loved and recognised children's charity in the UK. All year round it is dedicated to bringing about positive change for disadvantaged children and young people in every corner of the UK. Its vision is that every child has a safe, happy and secure childhood with the chance to reach their potential. The charity is currently funding over 2,400 projects and in the last year alone helped change the lives of 480,000 children and young people.

[bbcchildreninneed.co.uk](http://bbcchildreninneed.co.uk)



## British Airways

Throughout its 95-year history, British Airways has been at the forefront of innovation in aviation. Its pioneering spirit has led to numerous industry and world firsts; the first commercial scheduled service, the first commercial jet and supersonic services and the first fully flat beds on its aircraft. British Airways has committed to putting the customer at the heart of everything it does and 2016 saw a continued focus on improvements to customer experience.

[ba.com](http://ba.com)



## Coca-Cola

Coca-Cola is the world's largest soft drinks company and leading drinks brand. Since 1886, Coca-Cola has become one of the most popular and universally recognised brands. Following the success of the global launch of Coca-Cola's One-Brand marketing strategy, 2016 UK highlights include: the launch of Coca-Cola Zero Sugar, the partnership between Diet Coke and Absolutely Fabulous: The Movie and sponsorship of the UEFA European Football Championships.

[coca-cola.co.uk](http://coca-cola.co.uk)



## Continental

Continental develops intelligent technologies for transporting people safely whatever the wheel. As an international tyre manufacturer and leading automotive supplier, the corporation sets the future in motion with five strong divisions – Chassis & Safety, Interior, Powertrain, Tyre and ContiTech.

[continental-tyres.co.uk](http://continental-tyres.co.uk)



## Dreams

As the UK's leading bed specialist, Dreams is passionate about providing the perfect night's sleep. The company is committed to delivering the highest standard of expert customer service and advice, while offering an extensive selection of high quality products including mattresses, bed frames, divans, bedroom furniture and soft furnishings, most of which are handcrafted in the UK at the Dreams Bed Factory.

[dreams.co.uk](http://dreams.co.uk)



## Dulux

Manufactured for more than 80 years, Dulux™ paint has an enviable and established reputation for quality, whilst offering the tools and services that make it easy for consumers to decorate. The brand is instantly recognisable thanks to its iconic Dulux mascot, the Old English Sheepdog, who made his debut in a TV advert in 1961. In recent years, the brand's remit has expanded to offering not just high quality paint but inspiration, support and reassurance throughout the decorating process.

[dulux.co.uk](http://dulux.co.uk)



## Edwardian Hotels London

Edwardian is a collection of individual hotels inspired by London and rooted in the neighbourhoods the hotels inhabit. From stylish boutiques through to luxury on the grandest scale; each hotel boasts stunning design and exceptional comfort. With complimentary Wi-Fi throughout, chic bars and concept restaurants, Edwardian's service ethos delivers unforgettable experiences that will last long in the memory.

[edwardian.com](http://edwardian.com)





## FedEx

FedEx Express invented express distribution and is the industry's global leader, providing rapid, reliable, time-definite delivery to more than 220 countries and territories, connecting markets that comprise more than 99 percent of the world's gross domestic product within one to three business days. FedEx UK provides road distribution and logistics services for the UK, delivering in excess of 200,000 shipments every day from 60 depots.

[fedex.com/gb](http://fedex.com/gb)



## Freeview

Freeview is the biggest TV platform in the UK offering over 70 subscription-free channels, 15 of which are in high definition. A range of TVs and boxes are available which offer recording functionality and access to catch-up and on-demand services. Launched in 2002, Freeview is funded by Arqiva, BBC, Channel 4, ITV and Sky.

[freeview.co.uk](http://freeview.co.uk)



## Garmin

Garmin products are world renowned for their accuracy, durability, build quality and attractive design. For more than 25 years Garmin has pioneered new GPS navigation and wireless devices, designed for people who live an active lifestyle. Garmin products are as diverse as activity trackers, sports watches, outdoor handhelds, marine equipment, aviation, cycling computers, satellite navigation (sat nav), dash cams and action cameras, all made to enhance customers' lives. Garmin has more than 11,400 associates worldwide in over 50 locations.

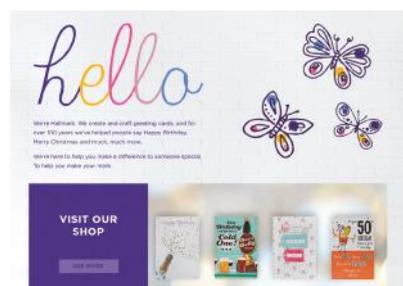
[garmin.com](http://garmin.com)



## Häagen-Dazs

One of the world's first super-premium ice creams, Häagen-Dazs was introduced in 1961 by Reuben Mattus, whose vision was to make the best ice cream in the world using only the finest ingredients. In doing so, he pioneered a new luxury category in the ice cream sector. The company has remained true to its founder's principles and is so proud of its original Vanilla ice cream that the recipe has not changed in over 50 years.

[haagen-dazs.co.uk](http://haagen-dazs.co.uk)



## Hallmark

On 10th January 1910, an 18 year-old boy called JC Hall stepped off a train in Kansas City with nothing to his name but two shoeboxes full of picture postcards, big dreams and entrepreneurial spirit. He quickly sold the cards, taking orders for many more, and Hallmark Cards was born. More than 100 years and billions of good wishes later, Hallmark continues to thrive and remains the world's largest designer and publisher of greeting cards.

[hallmark.co.uk](http://hallmark.co.uk)



## Hardys

The world's leading Australian wine brand and the number one selling wine in the UK, Hardys was established in Australia in 1853 by Thomas Hardy. From humble beginnings, it has grown to a position where it is available in more than 100 countries and is now into the sixth generation of the Hardy family. The latest generation, Alix Hardy, is the guest relations manager at the Tintara winery in Australia. This longevity of a proud tradition in winemaking is at the heart of Hardys' success, with the brand having won more than 7,500 wine awards to date.

[hardyswines.com/uk](http://hardyswines.com/uk)



## Heathrow

Heathrow is the UK's gateway to the world. Each year, over 75 million passengers choose Heathrow as a springboard for travel and adventure, spending time with friends and family – or forging international business links. Heathrow helps more passengers with their journeys than any other airport in Europe. Along the way, they enjoy some of the best airport facilities, services and shopping in the world.

[heathrow.com](http://heathrow.com)



## Heathrow Express

Nearly 75 million passengers travel to and from Heathrow Airport every year. For those unwilling to compromise on speed, comfort and the ability to be productive on the move, Heathrow Express offers a truly smarter way to travel between Heathrow and central London. That is why 17,000 people use the service each day.

[heathrowexpress.com](http://heathrowexpress.com)



**Heathrow  
Express**

## Howdens Joinery

Howdens Joinery was founded in 1995 in order to serve the needs of small builders undertaking routine joinery and kitchen installation work. Howdens is now the UK's leading supplier of integrated kitchen and joinery products, all of which are available to the trade all the time from local stock. Howdens' local depot managers are entrepreneurs with a high degree of autonomy and responsibility for the performance of their own depot.

[howdens.com](http://howdens.com)



**HOWDENS  
JOINERY CO.**

MAKING SPACE MORE VALUABLE

## Investors in People

Investors in People is the Standard for people management. The prestigious accreditation is a mark of excellence held by a community of 13,000 organisations worldwide. The Standard describes the conditions to achieve this shared success for employers and employees together. By developing, promoting and upholding good practices, Investors in People's mission is to raise the standard of people management for the benefit of everyone.

[investorsinpeople.com](http://investorsinpeople.com)



**INVESTORS  
IN PEOPLE**

## Iron Mountain

Iron Mountain Incorporated is the global leader in storage and information management services. It is committed to storing, managing and transforming what customers value most, from paper records to data to priceless works of art and culture. Providing a full suite of solutions, Iron Mountain enables organisations to lower storage costs, comply with regulations, recover from disaster and protect their data and assets.

[ironmountain.co.uk](http://ironmountain.co.uk)



**IRON MOUNTAIN®**

## Jewson

For 181 years, Jewson has been supporting the trade through offering a wide range of quality materials and products to the construction sector, including everyday core essentials right through to the latest sustainable innovations. Jewson's friendly and knowledgeable colleagues are always on hand to provide the highest levels of customer service and with branches across the country; you're never too far from a Jewson branch.

[jewson.co.uk](http://jewson.co.uk)

**JEWSON**

## Kingspan Group

The dramatic growth and success of the Kingspan Group began with the manufacture of premium, thermally efficient building fabric elements in the UK and Ireland. Ongoing investment in innovation and acquisition has brought expansion across the world and into other product areas, including energy generation, water management and intelligent building systems. Today, the Kingspan experience provides a holistic approach to building requirements, always looking to meet the needs of the present and the future.

[kingspan.com](http://kingspan.com)



**Kingspan®**

## Lloyd's

The world's specialist insurance and reinsurance market, Lloyd's is the foundation of the insurance industry and the future of it. Led by expert underwriters and brokers who cover more than 200 countries and territories worldwide, Lloyd's develops the essential, complex and critical insurance needed to underwrite human progress. With revenues of £26.7 billion, Lloyd's works with a global network to grow the insured world and has been able to retain its pre-eminent position.

[lloyds.com](http://lloyds.com)

**LLOYD'S**

## London Stock Exchange Group

London Stock Exchange Group (LSEG) is a leading market infrastructure group sitting at the heart of the world's financial community. The Group provides valuable services for a wide range of customers, focusing on Capital Formation, Risk and Balance Sheet Management and Intellectual Property. LSEG operates a unique 'open access' model, offering its customers partnership and choice across its businesses.

[lseg.com](http://lseg.com)



## Marshalls

Marshalls is the UK's leading manufacturer of hard landscaping products and has been supplying superior natural stone and innovative concrete products to the construction, home improvement and landscape markets since the 1890s. Marshalls believes that the better environments are, the better people can be and strives to create products that improve landscapes to create happier and healthier communities.

[marshalls.co.uk](http://marshalls.co.uk)



## Microsoft

With more than 400 million devices running Windows 10 and over 1.5 billion people using its products daily, Microsoft is a world leader in software, services and solutions that help people and businesses grow. Building on this position by becoming the productivity and platform company for the mobile-first and cloud-first world, Microsoft aims to empower every person and organisation on the planet to achieve more.

[microsoft.com/en-gb](http://microsoft.com/en-gb)



## Misys

Misys is transforming the global financial services industry by making banks and financial institutions more resilient, more efficient and more competitive. Through financial software that is open and integrated, Misys software helps banks transform their operations, digitalise their businesses and drive innovation through cloud adoption. Misys solutions help banks to grow their business, reduce their costs, decrease their financial risk exposure and improve their customer experience.

[misys.com](http://misys.com)



## P&O Ferries

P&O Ferries are a leading pan-European operator with 20 ships, 4,000 employees and 30,000 sailings. Every year it carries more than 10 million passengers, 1.6 million cars and 2.2 million freight units. Because of what P&O Ferries does, people get a more flexible travel experience and are free to be more adventurous on holiday. The brand also has a sister logistics company P&O Ferrymasters.

[poferries.com](http://poferries.com)



## Pilgrims Choice

Pilgrims Choice is here to shake up the cheddar category – it is not here to imitate, but differentiate. At Pilgrims Choice, only the very best cheese is hand-selected by experts, carefully chosen for its superior flavour, texture and aroma. As one of the UK's leading cheddar brands, Pilgrims Choice places emphasis on sourcing and grading only the tastiest, strongest cheddar. Pilgrims Choice is ideal for consumers who love the taste of cheddar.

[pilgrimschoice.com](http://pilgrimschoice.com)



## Polypipe

Polypipe is one of Europe's largest manufacturers of piping systems, water management solutions and energy efficient ventilation systems for sustainable buildings in the residential, commercial, civils and infrastructure and public non-housing sectors across the globe. Polypipe's innovative approach to research and development, along with the determination to create a safer and greener environment, makes it uniquely equipped to substitute traditional legacy materials with innovative products that address the multiple challenges faced by the construction industry.

[polypipe.com](http://polypipe.com)





## Pret

It all began in London in 1986. Fed up with all the junk and processed food on the market, Julian Metcalfe and Sinclair Beecham started Pret A Manger to make the food they craved but couldn't find. Pret has been creating fresh, handmade food from natural ingredients for 30 years. In that time, it has grown to over 400 shops in six countries around the world, serving more than 435,000 customers every day.

[pret.co.uk](http://pret.co.uk)



## Rolls-Royce

Rolls-Royce is a global company providing highly-efficient integrated power and propulsion solutions. Its systems are predominantly used in aerospace, marine, energy and off-highway applications. Rolls-Royce is one of the world's leading producers of aero engines for large civil aircraft and corporate jets, it is also the second largest provider of defence aero engines in the world. It is well established in the marine sector and has a growing presence in civil nuclear power, drawing on its skills and experience of over 50 years in powering nuclear submarines.

[rolls-royce.com](http://rolls-royce.com)



## Rotary

Rotary is a 122-year-old Swiss watch brand offering ladies' and gents' dress watches in the mid-market price bracket. Established in La Chaux-de-Fonds, Switzerland in 1895 by Moise Dreyfuss, Rotary is proud of its reputation as a trusted brand known for high quality, design-led, Swiss timepieces at an affordable price. In the UK, Rotary is a brand leader in the midmarket sector, defined as 'watches that retail for between £100 and £400'.

[rotarywatches.com](http://rotarywatches.com)



## Royal Albert Hall

The Royal Albert Hall is the world's most famous stage. Since 1871, the Hall has been held in trust for the nation's benefit to promote the arts and sciences. The world's greatest musicians, dancers, sportsmen and statesmen have appeared on its stage. In 2016, over 1.7 million people enjoyed a live performance at the Hall and millions more experienced events through broadcasts and recordings.

[royalalberthall.com](http://royalalberthall.com)



## Sandals Resorts

Since opening its first resort in 1981, Sandals Resorts has been at the forefront of the Caribbean all-inclusive travel sector by offering luxury, innovation and choice. In an industry brimming with new contenders, the combined knowledge and experience of Sandals' management team and resort staff has kept the company at the head of the expanding all-inclusive market. After all, it was Sandals that introduced the Luxury Included® concept.

[sandals.co.uk](http://sandals.co.uk)



## Savills

Savills plc is a global real estate services provider listed on the London Stock Exchange. The firm has an international network of more than 700 offices and associates throughout the Americas, the UK, Europe, Asia Pacific, Africa and the Middle East, offering a broad range of specialist advisory, management and transactional services to clients globally. Its 31,000-strong workforce combines entrepreneurial spirit and a deep understanding of specialist property sectors with high standards of client care.

[savills.co.uk](http://savills.co.uk)



## Silentnight Beds

Silentnight is the UK's largest manufacturer of branded beds, mattresses and sleep accessories. With a wide consumer profile, Silentnight's mission is to use its passion, product knowledge, exceptional quality and sleep expertise to provide sleep solutions for all the family. As the UK's most trusted bed brand, Silentnight is constantly developing its proposition to build on its core bed and mattress offerings, launching more technologically advanced products and providing a comprehensive range of sleep solutions.

[silentnight.co.uk](http://silentnight.co.uk)



The secret to a great night's sleep



## Silver Cross

Founded in 1877, Silver Cross is one of the world's leading premium nursery brands. Loved and trusted by parents across the globe, it is recognised for producing high-quality products for newborns, babies and toddlers. In its 140th anniversary year, Silver Cross still stands for the same principles of innovative design and high-quality manufacturing that have given more than 10 million babies the best start in life.

[silvercrossbaby.com](http://silvercrossbaby.com)



## Stobart Group

Stobart Group is one of the UK's leading infrastructure and support service businesses operating in the biomass energy, aviation and railway maintenance sectors as well as having investments in a national property and logistics portfolio, including the Eddie Stobart business and brand. The Group aims to deliver superior growth and shareholder returns by enhancing and realising its Infrastructure and Investments assets and creating new growth platforms in Energy, Aviation and Rail.

[stobartgroup.com](http://stobartgroup.com)



## Tate Consultancy Services

A global IT services company, Tata Consultancy Services (TCS), was rated as the world's most powerful brand in Information Technology Services by Brand Finance's 2016 annual report. TCS has been recognised as a top employer in the UK and the industry leader in customer satisfaction. With over 11,000 employees based in 30 UK locations, TCS is one of the country's largest IT employers. The UK represents the second largest market for TCS worldwide.

[tcs.com](http://tcs.com)



## Tommee Tippee

Millions of families have grown up with Tommee Tippee® over the last 50 years. Traditionally known for cups and tableware, the brand's leading position was reinforced in 2006 with the launch of Closer to Nature®, a newborn feeding range, and in 2013 with the Perfect Prep™ machine that is now credited with revolutionising the baby feeding market. Tommee Tippee continues to be the number one selling newborn baby accessories brand in the UK (Source: IRI September 2016).

[tommeetippee.com](http://tommeetippee.com)



## TONI&GUY

TONI&GUY has long been renowned as an innovator within the hairdressing industry, bridging the gap between high fashion and hairdressing. Toni Mascolo OBE's franchise model maintains the company's education and creative standards, protects the brand and makes successes of thousands of TONI&GUY entrepreneurs worldwide.

[toniandguy.com](http://toniandguy.com)



## Tropicana

One of the world's first chilled juice brands, Tropicana was founded in 1947 by Anthony Rossi with the vision of making the goodness of the finest juice accessible to everyone. In doing so, he pioneered flash pasteurisation allowing people to enjoy the fresh taste of pure, not from concentrate juice in a ready-to-serve chilled package. Anthony Rossi had a clear vision for his product. A vision that remains the focus of Tropicana juice production today.

[Tropicana.co.uk](http://Tropicana.co.uk)



## Visa

With more than three billion Visa cardholders worldwide, Visa is one of the world's leading consumer payment brands. By providing consumers with a convenient, secure and globally accepted electronic payment solution, Visa's goal is to be the preferred alternative to cash and cheques. Through partnering with today's innovators and providing them with the technology and infrastructure needed to build the payment system of tomorrow, Visa remains at the heart of payment innovation.

[visa.co.uk](http://visa.co.uk)





# Qualifying Business Superbrands 2017

- 3M	- BDA (British Dental Association)	- Chubb Fire & Security	- Fairtrade Foundation	- Huawei	- London Metal Exchange	- Osborne Clarke	- Sandvik	- The London Taxi Company
- A.T. Kearney	- BDO	- CIMA (Chartered Institute of Management Accountants)	- Federation of Small Businesses (FSB)	- ibis	- London School of Economics and Political Science (LSE)	- Osram	- Sanofi	- The NEC
- ABB	- Bell Pottinger	- CIPD (Chartered Institute of Personnel and Development)	- FedEx	- IBM	- London Stock Exchange Group	- Otis	- Santander	- The Open University
- ABF Ingredients	- BHP Billiton	- Cisco	- Filofax	- ICAEW	- Loomis	- OVO	- SAP	- The Press
- ABI (Association of British Insurers)	- Bibby Line	- Citi	- Finsbury	- ICM Unlimited	- M&C Saatchi	- P&O Ferrymasters	- SapientNitro	- The Publishers Association (PA)
- ABP	- BIC	- City & Guilds	- First	- Imperial College Business School	- Mace	- PA	- SAS	- The Publishers Association (PA)
- ABPI (The Association of the British Pharmaceutical Industry)	- Biffa	- Cityjet	- First Utility	- Intel	- Macfarlanes	- Panasonic	- Savills	- The Soill Association
- ACAS (Advisory, Conciliation & Arbitration Service)	- Big Yellow	- CitySprint	- Fisher Scientific	- Intel Security	- Maersk Line	- Paper Mate	- Scania	- Thistle
- ACCA (The Association of Chartered Certified Accountants)	- Bing Ads	- CitySprout	- Fitch Group	- Intelsat	- Magellan Aerospace	- Parcelforce Worldwide	- Schneider Electric	- Thomson Reuters
- Accenture	- Biogen	- Clifford Chance	- Flybe	- Interlink Express	- Magnet Trade	- Park Inn by Radisson	- Schneider Electric	- Thomson Local
- Access Self Storage	- Bird & Bird	- Clear Channel	- Forrester	- International Paper	- Makita	- Park Plaza	- Science Museum	- Thomson Lighting Centre (SECC)
- Acer	- Black n' Red	- Clifford Chance	- Frost & Sullivan	- Interserve	- Manchester Central	- PARKER	- Scottish Hydro Electric	- thyssenkrupp
- adam&eveDDB	- BLACK+DECKER	- Clyde & Co	- FSC (Forest Stewardship Council)	- Invent	- Manpower	- Parts Center	- Scottish Power	- TNT
- Adecco	- BlackBerry	- CMI (Chartered Management Institute)	- FTSE Russell	- Investors in People	- Marriott Hotels & Resorts	- PayPal	- Seawire	- Toolstation
- Adobe	- Bloomberg	- Cognizant	- Fujitsu	- IoD (Institute of Directors)	- Marsh	- PayPoint	- Seacore	- Toshiba
- ADT	- Bloomsbury Professional	- Colliers	- Funding Circle	- Ipsos MORI	- Marshalls	- Pearl & Dean	- Seacore	- Total
- Aegis	- Blue Arrow	- Co-operatives UK	- G4S	- Iridium	- Massey Ferguson	- People 1st	- Seacore	- Totaljobs.com
- Aegon	- BMA (British Medical Association)	- Co-operatives UK	- Gallup	- iris	- Mastercard International	- Perstemp	- Securitas	- TransferWise
- Aggregate Industries	- BMC	- Cosworth	- Gartner	- Iron Mountain	- McCann London	- Petrofac	- Seedrs	- Travelodge
- Aggreko	- BNP Paribas	- Cranfield School of Management	- Gatwick Express	- Irwin Mitchell	- McKinsey & Company	- Pfizer	- Serco	- Trend Micro
- AIG	- BNP Paribas Real Estate	- Credit Suisse	- Gazprom Energy	- ISS	- McKinsey & Company	- PHD	- Serco	- Triumph Group
- AIM	- BOC	- Croda	- GE	- iZettle	- McLaren	- Philips Healthcare	- Shanks Group	- TSB
- Air Liquide	- Bodycote	- CrowdCube	- General Dynamics UK	- J.P. Morgan	- Meadow Foods	- Philips Lighting	- Sharp	- Tullow Oil
- Airbus	- Boehringer Ingelheim	- CrowdFunder	- GfK	- JCB	- MediaCom	- Photo-Me International	- Shell	- Tyco Fire & Integrated Solutions
- AKQA	- Boeing	- Crown Trade	- GKN	- Johnson & Johnson	- Medtronic	- PHS Group	- Sheraton	- UBM EMEA
- AkzoNobel	- Bombardier	- Crownne Plaza	- GlaxoSmithKline	- Johnson Matthey Group	- Menzies	- Pickfords	- Shred-it	- UBS
- Alfa Laval	- Booker	- CSC	- Glencore	- Johnson Service Group	- Menzies Aviation	- Pilkington	- Siemens	- UK Mail
- Allen & Overy	- Bosch	- Cummins	- GoCardless	- Johnstone's Trade	- Mercator	- PILOT	- Simmons & Simmons	- UK Power Networks
- Allianz	- Bournemouth International	- Cushman & Wakefield	- Goldman Sachs	- Kantar Media	- Mercure	- Pindar	- Simplyhealth	- Ultra Electronics
- Alstom	- Centre (BIC)	- Daikin	- Good Energy	- Kaplan	- Metro Radio Arena Newcastle	- Pinstem Masons	- Sir Robert McAlpine	- Unipart
- Amadeus	- Bouygues UK	- Datamonitor	- Google	- Kaspersky Lab	- Michael Page	- Pipe Center	- Sitel	- University of Bath School of Management
- Amaze	- BP	- Datentel	- Gorkana	- Kelly Services	- Micron	- Pitman Training	- Skanska	- University of Edinburgh
- Amcor	- BRC (British Retail Consortium)	- De La Rue	- Graham	- Keltbray	- Microsoft	- Pitney Bowes	- SKF	- University of Glasgow
- AMD	- Breweries	- De Vere Venues	- Grant Thornton	- Keyline	- Millward Brown	- Plumb Center	- SKF	- Adam Smith Business School
- Amec Foster Wheeler	- Bristol-Myers Squibb	- Dell	- Great Portland Estates	- Kickstarter	- Mindshare	- Plumbase	- SKYPE	- UPS
- American Express	- British Airways	- Deloitte	- Green Energy UK	- Kier Group	- Mintel	- Plusnet	- Slaughter and May	- Vaillant
- American Express Travel	- British Chambers of Commerce (BCC)	- Deloitte Real Estate	- Greenergy	- KIMBERLY-CLARK PROFESSIONAL	- Misono	- Plumbert	- SmartWater	- Vent-Axia
- Amey	- British Council	- Derwent London	- Grey London	- KIMBERLY-CLARK PROFESSIONAL	- Moleksin	- Plumbert	- Smith & Nephew	- Venue Cymru
- AMV BBDO	- British Gas	- Deutsche Bank	- Grosvenor	- Kingston Group	- Mondri	- Plumbert	- Smith & Williamson	- Veolia
- Anglo American	- Business Energy	- DHL	- Gulf Keystone Petroleum	- Kingspan Group	- Monsanto	- Plumbert	- Smiths Group	- Viking
- AOL Advertising	- British Gypsum	- DHL	- Hall & Partners	- Kingspan Group	- Moody's	- Plumbert	- Smiths News	- Viking Atlantic
- Aon	- British Land	- DigitalsLBI	- Halliburton	- Knight Frank	- Morgan Sindall	- Plumbert	- Smurfit Kappa	- Virgin Media Business
- Apple	- Brook Street	- Direct Line	- Hammerson	- Komatsu	- Morgan Stanley	- Plumbert	- Snap-on	- Virgin Trains
- Arcadis	- Brother	- DLA Piper	- Hanson	- KONE	- Mother London	- Plumbert	- Sodexo	- Visa
- ArcelorMittal	- Brunswick	- dmj events	- Hapag-Lloyd	- KORN FERRY	- Mott MacDonald	- Plumbert	- Softcat	- VMware
- Arco	- BSI	- DowDuPont	- Harris (Aviation and Defence)	- KPMG	- MSL Group	- Plumbert	- Sony Professional	- Volvo Construction Equipment
- ARM	- BT	- DPD	- Harris (Construction)	- Kroll	- Munich Re	- Plumbert	- Sophos	- Vonage
- Arriva	- Buildbase	- Draper Tools	- Havas Worldwide London	- Kuehne + Nagel	- Murphy	- Plumbert	- Spicert	- WARC
- Arup	- BullGuard	- Dropbox	- Hawker Siddeley Switchgear	- LafargeHolcim	- National Express	- Plumbert	- Spirent	- Warwick Business School
- AstraZeneca	- Bunzl	- DS Smith	- Haymarket	- Laing O'Rourke	- National Grid	- Plumbert	- Squibb Group	- Waters
- Atkins	- Bupa	- Dulux Trade	- Hays	- Laird	- NATS	- Plumbert	- SSE Enterprise	- WCRS
- Atlas Copco	- Bywaters	- Dun & Bradstreet	- Heathrow Express	- Lambert Smith Hampton	- NatWest	- Plumbert	- STAEDTLER	- Weber Shandwick
- Atos	- Cairn	- dunnhumby	- Heidrick & Struggles	- Lancaster University	- NEC	- Plumbert	- Stagecoach	- Weir
- Autodesk	- Calor	- Durham University Business School	- Henkel	- Leamdirect	- NETGEAR	- Plumbert	- STANLEY	- Wellesley & Co
- Autoglass	- Cambridge Judge Business School	- E.ON	- Henley Business School	- Leads University Business School	- NetSuite	- Plumbert	- Staples	- Western Union
- Avanti Communications	- Canary Wharf Group	- easyJet	- Henry Boot Developments	- Lendlease	- Newey & Eyre	- Plumbert	- Starcom MediaVest	- Westfield
- Avaya	- Cannon Hygiene	- Easynet	- Herdwick & Struggles	- Lenovo	- NFU	- Plumbert	- Starcom MediaVest	- WestTransfer
- Avery	- Canon	- Eaton	- Herdwick & Struggles	- Leo Burnett London	- NFU Mutual	- Plumbert	- Starcom MediaVest	- Wickes
- Aviva	- Caggepini	- Ecolab	- Hilbert Business School	- Hill & Knowlton Strategies	- Nielsen	- Plumbert	- Starcom MediaVest	- Willis Towers Watson
- Avon Rubber	- Capita	- Ecotricity	- Hilton Food Group	- Hilti	- NOKIA	- Plumbert	- Starcom MediaVest	- Willmott Dixon
- AXA	- Capital & Regional	- Eddie Stobart	- Hilton Hotels & Resorts	- Hilti	- Northgate	- Plumbert	- Starcom MediaVest	- Wincanton
- Axis Security	- Carat	- Edelman	- Hilton Hotels & Resorts	- Hilti	- Northrop Grumman	- Plumbert	- Starcom MediaVest	- Wolseley
- Babcock	- Cargill	- EDF Energy	- Hilton Hotels & Resorts	- Hilti	- Norton	- Plumbert	- Starcom MediaVest	- Wolseley
- BAE Systems	- Carillion	- Egon Zehnder	- Hilton Hotels & Resorts	- Hilti	- Norton Rose Fulbright	- Plumbert	- Starcom MediaVest	- Wolseley
- Bain & Company	- Carlson Wagonlit Travel	- Electricity North West	- Hilton Hotels & Resorts	- Hilti	- Nottinghams University Business School	- Plumbert	- Starcom MediaVest	- Wolseley
- Baker & McKenzie	- Carter Jonas	- Elsevier	- Hilton Hotels & Resorts	- Hilti	- Novartis	- Plumbert	- Starcom MediaVest	- Wolseley
- Balfour Beatty	- Casio	- EMC	- Hilton Hotels & Resorts	- Hilti	- Novo Nordisk	- Plumbert	- Starcom MediaVest	- Wolseley
- BAM Nuttall	- Cass Business School	- Engine	- Hilton Hotels & Resorts	- Hilti	- Novotel	- Plumbert	- Starcom MediaVest	- Wolseley
- Bank of America Merrill Lynch	- Caterpillar	- Equifax	- Hilton Hotels & Resorts	- Hilti	- npower	- Plumbert	- Starcom MediaVest	- Wolseley
- Bank of Scotland	- CBI	- Equinix	- Hilton Hotels & Resorts	- Hilti	- NVIDIA	- Plumbert	- Starcom MediaVest	- Wolseley
- Banner	- CBRE	- Ericsson	- Hilton Hotels & Resorts	- Hilti	- Ocean	- Plumbert	- Starcom MediaVest	- Wolseley
- Barclaycard	- CEMEX	- Eurooffice	- Hilton Hotels & Resorts	- Hilti	- OCS	- Plumbert	- Starcom MediaVest	- Wolseley
- Barclays	- Centaur Live	- Euronext	- Hilton Hotels & Resorts	- Hilti	- Office Angels	- Plumbert	- Starcom MediaVest	- Wolseley
- BASF	- Central Hall Westminster	- Eversheds	- Hilton Hotels & Resorts	- Hilti	- Office Depot	- Plumbert	- Starcom MediaVest	- Wolseley
- Basildon Bond	- Chartered Institute of Building (CIOB)	- ExCeL London	- Hilton Hotels & Resorts	- Hilti	- Ogilvy Group	- Plumbert	- Starcom MediaVest	- Wolseley
- Baxi	- Chevron	- ExxonMobil	- Hilton Hotels & Resorts	- Hilti	- Olswang	- Plumbert	- Starcom MediaVest	- Wolseley
- Baxter	- CHI & Partners	- EY	- Hilton Hotels & Resorts	- Hilti	- Olympia London	- Plumbert	- Starcom MediaVest	- Wolseley
- Bayer	- Chubb	- EY	- Hilton Hotels & Resorts	- Hilti	- Olympus	- Plumbert	- Starcom MediaVest	- Wolseley
- BBA Aviation			- Hilton Hotels & Resorts	- Hilti	- OMD	- Plumbert	- Starcom MediaVest	- Wolseley
- BBH			- Hilton Hotels & Resorts	- Hilti	- Openreach	- Plumbert	- Starcom MediaVest	- Wolseley
- BCG (Boston Consulting Group)			- Hilton Hotels & Resorts	- Hilti	- Opus Energy	- Plumbert	- Starcom MediaVest	- Wolseley

# Qualifying Consumer Superbrands 2017

- 7-Up
- AA
- ABTA
- Actimel
- Activia
- adidas
- AEG
- Airfix
- Aldi
- Alfa Romeo
- Alka-Seltzer
- Alpen
- Alton Towers
- Always
- Amazon.co.uk
- Ambre Solaire
- American Express
- Anadin
- Anchor
- Andrex
- Ann Summers
- Apple
- Aptamil
- Aquafresh
- Argos
- Ariel
- Arm & Hammer
- Arsenal FC
- ASDA
- Audi
- Aunt Bessie's
- Auto Trader
- Autoglass
- Avis
- Aviva
- AXA
- B&Q
- Bacardi
- Baileys
- Bakers
- Barclaycard
- Barclays
- Barratt Homes
- Bassett's
- BBC
- BBC Children in Need
- Beck's
- Beechams
- belVita
- Ben & Jerry's
- BENADRYL
- Benecol
- Benylin
- Berghaus
- Bertolli
- Birds Eye
- Bisto
- BLACK+DECKER
- Blacks
- Blue Dragon
- BMW
- Bob Martin
- Bodyform
- Bold
- Bombay Sapphire
- Bonjela
- Booking.com
- Boots
- Bosch
- Bose
- Bovril
- BP
- Branston
- Braun
- Bridgestone
- Britax
- British Airways
- British Gas
- British Heart Foundation
- British Red Cross
- Britvic
- Brylcreem
- BT
- BT Sport
- Budweiser
- Bulmers
- Bupa
- Burger King
- Burt's Bees
- Butcher's
- Buxton
- Cadbury
- Caffè Nero
- CALPOL
- Campbell's
- Cancer Research UK
- Canesten
- Canon
- Capital FM
- Capri-Sun
- Captain Morgan
- Carex
- Carling
- Carlsberg
- Carphone Warehouse
- Carte D'Or
- Carte Noire
- Castrol
- Cathedral City
- Center Parcs
- Centrum
- Cesar
- Channel 4
- Charles Worthington
- Chelsea FC
- Chessington World of Adventures
- Churchill
- Cif
- Cineworld
- Clairol
- Clarks
- Classic FM
- Clearasil
- Coca-Cola
- Coca-Cola London Eye
- Colgate
- Colman's
- Comfort
- comparethemarket.com
- Confused.com
- Continental
- Converse
- Co-op Food
- Copella
- Coral
- Cornetto
- Corsodyl
- Costa
- Country Life
- Courvoisier
- Cow & Gate
- Crabtree & Evelyn
- Cravendale
- Crayola
- Crown Paints
- Crowne Plaza
- Cunard
- Cuprinol
- Currys
- Daily Mail
- Dairylea
- Danone
- David Lloyd
- Debenhams
- Deep Heat
- Dell
- De'Longhi
- Denby
- Dettol
- DFS
- Direct Line
- Discovery
- Disney
- Disney Channel
- Dolmio
- Domestos
- Domino's Pizza
- Doritos
- Dorset Cereals
- Douwe Egberts
- Dove
- Dr Pepper
- Dr. Oetker
- Dreams
- Dulux
- Dunlop
- Duracell
- Durex
- Dyson
- E.ON
- E45
- Early Learning Centre
- easyJet
- eBay
- Eden Project
- EDF Energy
- EE
- Elastoplast
- Electrolux
- Energizer
- Esso
- Europcar
- Eurostar
- CALPOL
- evian
- Expedia
- Facebook
- Fairy
- Fanta
- Farley's
- Febreze
- Felix
- Ferrero Rocher
- Financial Times
- Finish
- Fisher-Price
- Flash
- Flora
- Flymo
- Ford
- Foster's
- Fox's Biscuits
- Fred Perry
- Freewiew
- French Connection
- Galaxy
- Gale's
- Gallo Family
- Gap
- Garmin
- Garnier
- Gatwick Airport
- Gaviscon
- Gillette
- Glenfiddich
- Gocompare.com
- Colgate
- Google
- Gordon's
- Gourmet
- Great Ormond Street Hospital
- Green & Black's Organic
- Green Giant
- Greggs
- Grolsch
- Groupon
- Guide Dogs for the Blind Association
- Guinness
- Gumtree
- H&M
- H.Samuel
- Häagen-Dazs
- Habitat
- Halfords
- Halfords Autocentre
- Halifax
- Hallmark
- Halls
- Hamleys
- Hardys
- Haribo
- Harpic
- Hasbro
- Head & Shoulders
- Heart
- Heathrow
- Heineken
- Heinz
- Hellmann's
- Helly Hansen
- Help for Heroes
- Herbal Essences
- Hertz
- Highland Spring
- Hilton Hotels & Resorts
- Holiday Inn
- Holland & Barrett
- Homepride
- Honda
- Hoover
- Hornby
- Hotels.com
- Hotpoint
- House of Fraser
- Hovis
- HP
- HP Sauce
- HSBC
- Huggies
- Iams
- Iceland
- IKEA
- IMODIUM
- Imperial Leather
- innocent
- Instagram
- IRN-BRU
- ITV
- J2O
- Jack Daniel's
- Jacob's
- Jacob's Creek
- Jaeger
- Jaguar
- Jameson
- JD Sports
- Jessops
- Jim Beam
- John Frieda
- John Lewis
- Johnnie Walker
- JOHNSON'S Baby
- Jordans
- JUST EAT
- Karen Millen
- Kellogg's
- Kenco
- Kenwood
- Kenwood (Kitchen Appliances)
- Kew Gardens
- KFC
- Kinder
- Kindle
- Kingsmill
- KitKat
- Kleenex
- Knorr
- KP
- Kronenbourg 1664
- Kwik Fit
- Lacoste
- Ladbrokes
- Ladybird
- Lakeland
- Land Rover
- lastminute.com
- Laura Ashley
- Lea & Perrins
- Legal & General
- LEGO
- LEGOLAND
- Lemsip
- Lenor
- Lexus
- LG
- Lidl
- Lil-Lets
- Lindt
- Links Of London
- Listerine
- Littlewoods
- Liverpool FC
- Palmolive
- Lloyds Bank
- LloydsPharmacy
- Lockets
- Longleat
- L'Oréal Elvive
- Lucozade
- Lurpak
- Lush
- LV=
- Lynx
- M&M's
- Maclaren
- Macleans
- Macmillan Cancer Support
- Madame Tussauds
- Mangers Irish Cider
- Magnum
- Malibu
- Maltesers
- Mamas & Papas
- Manchester Airport
- Manchester City FC
- Manchester United
- Maplin
- Mappin & Webb
- Marie Curie Cancer Care
- Marks & Spencer
- Marmite
- Marriott Hotels & Resorts
- Mars
- Martini
- Marvel
- MasterCard
- McCain
- McCoy's
- McDonald's
- McVitie's
- Meccano
- Mercedes-Benz
- Michelin
- Microsoft
- Miele
- Millets
- MINI
- Miracle-Gro
- Miss Selfridge
- Molton Brown
- Moneysupermarket.com
- Moonsoon
- Moonpig.com
- Morphy Richards
- Morrisons
- Mothercare
- Mr Kipling
- Mr Muscle
- Mr Sheen
- Müller
- Nando's
- National Express
- National Geographic
- National Trust
- Nationwide
- Nature Valley
- NatWest
- NEFF
- Nescafé
- Nesquik
- Netfix
- Neutrogena
- New Covent Garden Soup Co
- New Look
- Next
- Nicky Clarke
- Nicorette
- Night Nurse
- Nike
- Nikon
- Nintendo
- Nissan
- Nivea
- npower
- NSPCC
- Samsung
- Nurofen
- Nutella
- O2
- Ocado
- Ocean Spray
- Odeon
- Olay
- Olbas
- Old Spice
- Olympus
- Omega
- Optrex
- Oral-B
- Oxfam
- OXO
- P&O Cruises
- P&O Ferries
- Palmolive
- Pampers
- Panadol
- Panasonic
- Pandora
- Pantene
- Patak's
- PAXO
- PayPal
- PC World
- Pedigree
- Pepsi
- Peroni
- Perrier
- Persil
- PG Tips
- Philadelphia
- Philips
- Philips AVENT
- Pilgrims Choice
- Pimms
- Pirelli
- Piriton
- Pizza Hut
- PizzaExpress
- Play-Doh
- PLAYMOBIL
- PlayStation
- Pledge
- Polo
- Post Office
- Pot Noodle
- Premier Inn
- President
- Pret
- Primark
- Princes
- Princess Cruises
- Pringles
- Prudential
- Puma
- Purina
- Pyrex
- Quaker Oats
- Quality Street
- Quorn
- RAC
- Rachel's
- Radisson Blu
- Radisson Blu Edwardian, London
- Radox
- Raleigh
- Red Bull
- Reebok
- Regatta
- Rennie
- Ribena
- Right Guard
- Rightmove
- Rimmel London
- River Island
- RNLI
- Robertson's
- Robinsons
- Rolex
- Ronseal
- Roses
- Rotary
- Rowntree's
- Royal Albert Hall
- Royal British Legion
- ROYAL CANIN
- Royal Caribbean International
- Royal Doulton
- Royal Worcester
- RSPCA
- Russell & Bromley
- Russell Hobbs
- Ryvita
- S. Pellegrino
- Sainsbury's
- Samaritans
- Sanalex
- Sanatogen
- Sandals Resorts
- Sanex
- Santander
- Sarsion's
- Savlon
- Scalextric
- Schloer
- Schwartz
- Schwarzkopf
- Schweppes
- Scottish Widows
- Scott's Porage Oats
- Screwfix
- SEA LIFE Centres
- Sealy
- Seiko
- Selfridges
- Sensodyne
- Seven Seas
- Sharwood's
- Sheba
- Shell
- Shredded Wheat
- Siemens
- Silentnight Beds
- Silver Cross
- Silver Spoon
- Simple
- Sky
- Skype
- Slazenger
- Slumberland
- SMA
- Smeg
- Smirnoff
- Snickers
- Soap & Glory
- Sony
- Southern Comfort
- Specsavers
- Speedo
- SPORTSDIRECT.com
- Sprite
- St. Tropez
- Stagecoach
- Standard Life
- Starbucks
- Stella Artois
- Strepisils
- Strongbow
- Subway
- Sudafed
- Sudocrem
- Superdrug
- Superdry
- Sure
- Surf
- Swarovski
- Swatch
- Tabasco
- TAG Heuer
- Tampax
- Tango
- Tassimo
- Tate & Lyle Cane Sugar
- Taylors of Harrogate
- TCP
- Ted Baker
- Tefal
- Tempur
- Tesco
- Tetley
- Texaco
- The Body Shop
- The Daily Telegraph Group
- The Famous Grouse
- The Guardian
- The National Lottery
- The North Face
- The Observer
- The Sanctuary
- The Times
- The Warner Bros. Studio Tour London
- The White Company
- Thomas Cook
- Thorntons
- Thorpe Park
- Ticketmaster
- Timex
- Tissot
- Toblerone
- Tommee Tippee
- TomTom
- Tomy
- TONI&GUY
- Topshop
- Toshiba
- Toyota
- Toys R Us
- Trainline
- Travelodge
- TRESEmmé
- TripAdvisor
- travago
- Tropicana
- Turtle Wax
- Twinings
- Twitter
- Typhoo
- Umbro
- Uncle Ben's
- Vanish
- Vaseline
- Vauxhall
- Veet
- Velvet
- Vichy
- Vicks
- Vidal Sassoon
- Virgin Active
- Virgin Atlantic
- Virgin Holidays
- Virgin Media
- Virgin Mobile
- Virgin Trains
- Virgin Trains East Coast
- Visa
- Vision Express
- VO5
- Vodafone
- Volkswagen
- Volvic
- Volvo
- VTech
- Vue Cinemas
- Waitrose
- Walkers
- Wall's
- Wall's Ice Cream
- Warburtons
- Warwick Castle
- Waterford
- Waterstones
- WD-40
- Wedgwood
- Weetabix
- Wella
- WhatsApp
- Whirlpool
- Whiskas
- WHSmith
- Wickes
- Wikipedia
- Wilkinson Sword
- William Hill
- Winalot
- Wolf Blass
- Xbox
- Yahoo!
- Yakult
- Yeo Valley
- Yorkshire Tea
- Young's
- YouTube
- Zanussi
- Zara
- Zoopla
- ZSL London Zoo
- Zurich



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