

### Top 20 Business Superbrands

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

### Category Winners

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

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### BRAND CATEGORY

IBM	Information Technology - Consultancy & Services
McAfee	Information Technology - Security
Microsoft	Information Technology - Software & Solutions
Lloyd's	Insurance, Pensions & Risk Management
Clifford Chance	Legal Services
Accenture	Management & HR Consultancies
YouGov	Market Research & Intelligence
Saatchi & Saatchi	Marketing Services
Rio Tinto	Mining
Shell	Oil & Gas - General
Halliburton	Oil & Gas - Services
Johnson & Johnson	Pharmaceuticals & Medical Equipment
Tetra Pak	Print, Paper & Packaging
Savills	Real Estate - Commercial Agents / Advisors
Canary Wharf Group	Real Estate - General
Reed	Recruitment
Compass Group	Support Services - Catering
Big Yellow	Support Services - Document Protection & Storage
KIMBERLY-CLARK PROFESSIONAL	Support Services - Facilities Management & Supplies
Rentokil	Support Services - General
PARKER	Support Services - Office Equipment
Staples	Support Services - Office Supplies
Yale	Support Services - Security, Safety & Fire Protection
Intel	Technology - Electronics, Semiconductors & Components
Apple	Technology - Hardware & Equipment
BT	Telecommunications - General
Nokia	Telecommunications - Infrastructure & Services
Intelsat	Telecommunications - Satellite Owners & Operators
Eddie Stobart	Transport - Freight & Transport Services
Braemar	Transport - Ports & Marine Services
British Airways	Travel - Airlines
Hilton Hotels & Resorts	Travel - Business Hotels
American Express Travel	Travel - Corporate Travel Services
Eurostar	Travel - Train & Bus Operators
EDF Energy	Utilities & Power
Biffa	Waste Management & Recycling

### Qualifying Business Superbrands (A-Z)

### BRAND CATEGORY

3M	Industrial Engineering - General
A.T. Kearney	Management & HR Consultancies
ABB	Industrial Engineering - General
Abbott	Pharmaceuticals & Medical Equipment
ABF Ingredients	Agribusiness & Food
ABI (Association of British Insurers)	Associations, Accreditations & Testing
ABP	Transport - Ports & Marine Services
ABPI (The Association of the British Pharmaceutical Industry)	Associations, Accreditations & Testing
ABTA	Associations, Accreditations & Testing
Acas (Advisory, Conciliation & Arbitration Service)	Associations, Accreditations & Testing
ACCA (The Association of Chartered Certified Accountants)	Associations, Accreditations & Testing

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### BRAND CATEGORY

Accenture	Management & HR Consultancies
Access Self Storage	Support Services - Document Protection & Storage
Acer	Technology - Hardware & Equipment
adam&eveDDB	Marketing Services
Adecco	Recruitment
Adobe	Information Technology - Software & Solutions
ADT	Support Services - Security, Safety & Fire Protection
Aegis	Support Services - Security, Safety & Fire Protection
Aegon	Insurance, Pensions & Risk Management
Aggregate Industries	Construction - Materials
Aggreko	Utilities & Power
AIG	Insurance, Pensions & Risk Management
AIM	Financial - Exchanges & Markets
Air Liquide	Chemicals
Airbus	Aerospace & Defence
AKQA	Marketing Services
AkzoNobel	Chemicals
Alfa Laval	Industrial Engineering - General
Allen & Overy	Legal Services
Allianz	Insurance, Pensions & Risk Management
Alstom	Industrial Engineering - General
Amadeus	Information Technology - Consultancy & Services
Amaze	Marketing Services
Amcor	Print, Paper & Packaging
AMD	Technology - Electronics, Semiconductors & Components
Amec Foster Wheeler	Oil & Gas - Services
American Express	Financial - Credit Cards & Payment Solutions
American Express Travel	Travel - Corporate Travel Services
Amey	Support Services - General
AMV BBDO	Marketing Services
Anglo American	Mining
AOL Advertising	Advertising Solutions
Aon	Insurance, Pensions & Risk Management
Apple	Technology - Hardware & Equipment
Arcadis	Construction - Consultancy, Design, Build & Management
ArcelorMittal	Industrial Engineering - General
Arco	Support Services - General
ARM	Technology - Electronics, Semiconductors & Components
Arriva	Travel - Train & Bus Operators
Arup	Construction - Consultancy, Design, Build & Management
AstraZeneca	Pharmaceuticals & Medical Equipment
Atkins	Construction - Consultancy, Design, Build & Management
Atlas Copco	Industrial Engineering - General
Atos	Information Technology - Consultancy & Services
Autodesk	Information Technology - Software & Solutions
Autoglass	Support Services - General
Avanti Communications	Telecommunications - Satellite Owners & Operators
Avaya	Telecommunications - General
Avery	Support Services - Office Supplies
Aviva	Insurance, Pensions & Risk Management
Avon Rubber	Industrial Engineering - General
AXA	Insurance, Pensions & Risk Management
Axis Security	Support Services - Security, Safety & Fire Protection
Babcock	Support Services - General

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### BRAND CATEGORY

BAE Systems	Aerospace & Defence
Bain & Company	Management & HR Consultancies
Baker & McKenzie	Legal Services
Balfour Beatty	Construction - Consultancy, Design, Build & Management
BAM Nuttall	Construction - Consultancy, Design, Build & Management
Bank of America Merrill Lynch	Financial - Business, Corporate & Investment Banking
Bank of Scotland	Financial - Business, Corporate & Investment Banking
Banner	Support Services - Office Supplies
Barclaycard	Financial - Credit Cards & Payment Solutions
Barclays	Financial - Business, Corporate & Investment Banking
BASF	Chemicals
Basildon Bond	Support Services - Office Equipment
Baxi	Industrial Engineering - General
Baxter	Pharmaceuticals & Medical Equipment
Bayer	Pharmaceuticals & Medical Equipment
BBA Aviation	Transport - Freight & Transport Services
BBH	Marketing Services
BCG (Boston Consulting Group)	Management & HR Consultancies
BDA (British Dental Association)	Associations, Accreditations & Testing
BDO	Accountancy & Business Services
Bell Pottinger	Marketing Services
Best Western	Travel - Business Hotels
BHP Billiton	Mining
Bibby Line	Transport - Ports & Marine Services
BIC	Support Services - Office Equipment
Biffa	Waste Management & Recycling
Big Yellow	Support Services - Document Protection & Storage
Bing Ads	Advertising Solutions
Biogen	Pharmaceuticals & Medical Equipment
Bird & Bird	Legal Services
Black n' Red	Support Services - Office Equipment
BLACK+DECKER	Construction - Tools & Equipment Manufacturers
BlackBerry	Technology - Hardware & Equipment
Bloomberg	Information Providers
Bloomsbury Professional	Information Providers
Blue Arrow	Recruitment
BMA (British Medical Association)	Associations, Accreditations & Testing
BMC	Information Technology - Software & Solutions
BNP Paribas	Financial - Business, Corporate & Investment Banking
BNP Paribas Real Estate	Real Estate - Commercial Agents / Advisors
BOC	Oil & Gas - General
Bodycote	Industrial Engineering - General
Boehringer Ingelheim	Pharmaceuticals & Medical Equipment
Boeing	Aerospace & Defence
Bombardier	Aerospace & Defence
Booker	Distribution & Supply Chain
Bosch	Construction - Tools & Equipment Manufacturers
Bournemouth International Centre (BIC)	Conferences & Events - Venues
Bouygues UK	Construction - Consultancy, Design, Build & Management
BP	Oil & Gas - General
Braemar	Transport - Ports & Marine Services
BrainJuicer	Market Research & Intelligence
Brakes Group	Agribusiness & Food
BRC (British Retail Consortium)	Associations, Accreditations & Testing

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### BRAND CATEGORY

Brewers	Construction - Builders Merchants & Distributors
Bristol-Myers Squibb	Pharmaceuticals & Medical Equipment
British Airways	Travel - Airlines
British Chambers of Commerce (BCC)	Associations, Accreditations & Testing
British Council	Associations, Accreditations & Testing
British Gas Business Energy	Utilities & Power
British Gypsum	Construction - Materials
British Land	Real Estate - General
Brook Street	Recruitment
Brother	Technology - Hardware & Equipment
Brunswick	Marketing Services
BSI	Associations, Accreditations & Testing
BT	Telecommunications - General
Buildbase	Construction - Builders Merchants & Distributors
BullGuard	Information Technology - Security
Bunzl	Distribution & Supply Chain
Bupa	Insurance, Pensions & Risk Management
Bywaters	Waste Management & Recycling
CA Technologies	Information Technology - Software & Solutions
Cairn	Oil & Gas - General
Calor	Oil & Gas - General
Cambridge Judge Business School	Executive Education - Business Schools
Canary Wharf Group	Real Estate - General
Cannon Hygiene	Support Services - Facilities Management & Supplies
Canon	Technology - Hardware & Equipment
Capgemini	Information Technology - Consultancy & Services
Capita	Support Services - General
Capital & Regional	Real Estate - General
Carat	Marketing Services
Cargill	Agribusiness & Food
Carillion	Construction - Consultancy, Design, Build & Management
Carlson Wagonlit Travel	Travel - Corporate Travel Services
Carter Jonas	Real Estate - Commercial Agents / Advisors
Casio	Technology - Hardware & Equipment
Cass Business School	Executive Education - Business Schools
Castrol	Oil & Gas - General
Caterpillar	Industrial Engineering - Construction, Agricultural & Utility Equipment
CBI	Associations, Accreditations & Testing
CBRE	Real Estate - Commercial Agents / Advisors
CEMEX	Construction - Materials
Centaur Live	Conferences & Events - Owners & Organisers
Central Hall Westminster	Conferences & Events - Venues
Chartered Institute of Building (CIOB)	Associations, Accreditations & Testing
Chevron	Oil & Gas - General
CHI & Partners	Marketing Services
Chubb	Insurance, Pensions & Risk Management
Chubb Fire & Security	Support Services - Security, Safety & Fire Protection
CIMA (Chartered Institute of Management Accountants)	Associations, Accreditations & Testing
CIPD (Chartered Institute of Personnel and Development)	Associations, Accreditations & Testing
Cisco	Information Technology - Consultancy & Services
Citi	Financial - Business, Corporate & Investment Banking
City & Guilds	Executive Education - Training & Development
Cityjet	Travel - Airlines
CitySprint	Courier, Delivery & Postal Services

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### BRAND CATEGORY

Clancy Docwra	Construction - Consultancy, Design, Build & Management
Claranet	Information Technology - Cloud, Data Centres & Hosting
Clear Channel	Advertising Solutions
Clifford Chance	Legal Services
Clyde & Co	Legal Services
CMI (Chartered Management Institute)	Associations, Accreditations & Testing
Cognizant	Information Technology - Consultancy & Services
Colliers International	Real Estate - Commercial Agents / Advisors
Colt	Telecommunications - General
Compass Group	Support Services - Catering
Computacenter	Information Technology - Consultancy & Services
ConocoPhillips UK	Oil & Gas - General
Co-operatives UK	Associations, Accreditations & Testing
Costain	Construction - Consultancy, Design, Build & Management
Cosworth	Industrial Engineering - General
Cranfield School of Management	Executive Education - Business Schools
Credit Suisse	Financial - Business, Corporate & Investment Banking
Croda	Chemicals
Crowdcube	Financial - Crowdfunding & Peer-to-Peer Lending
Crowdfunder	Financial - Crowdfunding & Peer-to-Peer Lending
Crown Trade	Construction - Tools & Equipment Manufacturers
Crowne Plaza	Travel - Business Hotels
CSC	Information Technology - Consultancy & Services
Cummins	Industrial Engineering - General
Cushman & Wakefield	Real Estate - Commercial Agents / Advisors
Daikin	Industrial Engineering - General
Datamonitor	Information Providers
Datanet	Information Technology - Cloud, Data Centres & Hosting
De La Rue	Print, Paper & Packaging
De Vere Venues	Travel - Business Hotels
Dell	Technology - Hardware & Equipment
Deloitte	Accountancy & Business Services
Deloitte Real Estate	Real Estate - Commercial Agents / Advisors
Derwent London	Real Estate - General
Deutsche Bank	Financial - Business, Corporate & Investment Banking
DeWALT	Construction - Tools & Equipment Manufacturers
DHL	Courier, Delivery & Postal Services
DigitasLBI	Marketing Services
Direct Line	Insurance, Pensions & Risk Management
DLA Piper	Legal Services
dmg events	Conferences & Events - Owners & Organisers
DowDuPont	Chemicals
DPD	Courier, Delivery & Postal Services
Draper Tools	Construction - Tools & Equipment Manufacturers
Dropbox	Information Technology - Cloud, Data Centres & Hosting
DS Smith	Print, Paper & Packaging
Dulux Trade	Construction - Tools & Equipment Manufacturers
Dun & Bradstreet	Information Providers
dunnhumby	Market Research & Intelligence
Durham University Business School	Executive Education - Business Schools
E.ON	Utilities & Power
easyJet	Travel - Airlines
Easynet	Information Technology - Cloud, Data Centres & Hosting
Eaton	Industrial Engineering - General

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### BRAND CATEGORY

Ecolab	Chemicals
Ecotricity	Utilities & Power
Eddie Stobart	Transport - Freight & Transport Services
Edelman	Marketing Services
EDF Energy	Utilities & Power
Egon Zehnder	Recruitment
Electricity North West	Utilities & Power
Elopak	Print, Paper & Packaging
Elsevier	Information Providers
EMC	Information Technology - Cloud, Data Centres & Hosting
Engine	Marketing Services
Epson	Technology - Hardware & Equipment
Equifax	Information Providers
Equinix	Information Technology - Cloud, Data Centres & Hosting
Ericsson	Telecommunications - Infrastructure & Services
Eurooffice	Support Services - Office Supplies
Euronext	Financial - Exchanges & Markets
Eurostar	Travel - Train & Bus Operators
Eurotunnel	Travel - Train & Bus Operators
Eversheds	Legal Services
ExCeL London	Conferences & Events - Venues
Experian	Information Providers
ExxonMobil	Oil & Gas - General
EY	Accountancy & Business Services
Fairtrade Foundation	Associations, Accreditations & Testing
Federation of Small Businesses (FSB)	Associations, Accreditations & Testing
FedEx	Courier, Delivery & Postal Services
Filofax	Support Services - Office Equipment
Finsbury	Marketing Services
First	Travel - Train & Bus Operators
First:Utility	Utilities & Power
Fisher Scientific	Pharmaceuticals & Medical Equipment
Fitch Group	Information Providers
Flybe	Travel - Airlines
Forrester	Information Providers
Fowler Welch	Transport - Freight & Transport Services
Freightliner Group	Transport - Freight & Transport Services
Freshfields Bruckhaus Deringer	Legal Services
Freuds	Marketing Services
Frost & Sullivan	Management & HR Consultancies
FSC (Forest Stewardship Council)	Associations, Accreditations & Testing
FTSE Russell	Information Providers
Fujitsu	Technology - Hardware & Equipment
Funding Circle	Financial - Crowdfunding & Peer-to-Peer Lending
G4S	Support Services - Security, Safety & Fire Protection
Gallup	Market Research & Intelligence
Gartner	Information Providers
Gatwick Express	Travel - Train & Bus Operators
Gazprom Energy	Utilities & Power
GE	Industrial Engineering - General
General Dynamics UK	Aerospace & Defence
GfK	Market Research & Intelligence
GKN	Industrial Engineering - General
GlaxoSmithKline	Pharmaceuticals & Medical Equipment

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### BRAND CATEGORY

Glencore	Mining
GoCardless	Financial - Credit Cards & Payment Solutions
Goldman Sachs	Financial - Business, Corporate & Investment Banking
Good Energy	Utilities & Power
Google	Advertising Solutions
Gorkana	Information Providers
Graham	Construction - Builders Merchants & Distributors
Grant Thornton	Accountancy & Business Services
Great Portland Estates	Real Estate - General
Green Energy UK	Utilities & Power
Greenergy	Oil & Gas - General
Grey London	Marketing Services
Grosvenor	Real Estate - General
Gulf Keystone Petroleum	Oil & Gas - General
Hall & Partners	Market Research & Intelligence
Halliburton	Oil & Gas - Services
Hammerson	Real Estate - General
Hanson	Construction - Materials
Hapag-Lloyd	Transport - Freight & Transport Services
Harris	Aerospace & Defence
Harris	Construction - Tools & Equipment Manufacturers
Harvey Nash	Recruitment
Havas Worldwide London	Marketing Services
Hawker Siddeley Switchgear	Industrial Engineering - General
Hay Group	Management & HR Consultancies
Haymarket	Conferences & Events - Owners & Organisers
Hays	Recruitment
Heathrow Express	Travel - Train & Bus Operators
Heidrick & Struggles	Recruitment
Henkel	Chemicals
Henley Business School	Executive Education - Business Schools
Henry Boot Developments	Real Estate - General
Herbert Smith Freehills	Legal Services
Hermes	Courier, Delivery & Postal Services
Heron International	Real Estate - General
Hightail	Information Technology - Cloud, Data Centres & Hosting
Hill & Knowlton Strategies	Marketing Services
Hilti	Construction - Tools & Equipment Manufacturers
Hilton Food Group	Agribusiness & Food
Hilton Hotels & Resorts	Travel - Business Hotels
Hire Station	Construction - Plant & Tool Hire
Hiscox	Insurance, Pensions & Risk Management
Hitachi	Technology - Hardware & Equipment
Hogan Lovells	Legal Services
Holiday Inn	Travel - Business Hotels
Honeywell	Industrial Engineering - General
Howden	Industrial Engineering - General
Howdens Joinery	Construction - Builders Merchants & Distributors
HP	Technology - Hardware & Equipment
HSBC	Financial - Business, Corporate & Investment Banking
HSS Hire	Construction - Plant & Tool Hire
Huawei	Telecommunications - Infrastructure & Services
ibis	Travel - Business Hotels
IBM	Information Technology - Consultancy & Services

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### BRAND CATEGORY

ICAEW	Associations, Accreditations & Testing
ICM Unlimited	Market Research & Intelligence
Imperial College Business School	Executive Education - Business Schools
IMS Health	Information Providers
Informa	Conferences & Events - Owners & Organisers
Infosys	Information Technology - Consultancy & Services
Initial	Support Services - Facilities Management & Supplies
Inmarsat	Telecommunications - Satellite Owners & Operators
Innovation Group	Support Services - General
Intel	Technology - Electronics, Semiconductors & Components
Intel Security	Information Technology - Security
Intelsat	Telecommunications - Satellite Owners & Operators
Interlink Express	Courier, Delivery & Postal Services
International Paper	Print, Paper & Packaging
Interserve	Support Services - General
Intuit	Information Technology - Software & Solutions
Investec	Financial - Business, Corporate & Investment Banking
Investors in People	Associations, Accreditations & Testing
IoD (Institute of Directors)	Associations, Accreditations & Testing
Ipsos MORI	Market Research & Intelligence
Iridium	Telecommunications - Satellite Owners & Operators
iris	Marketing Services
Iron Mountain	Support Services - Document Protection & Storage
Irwin Mitchell	Legal Services
ISS	Support Services - Facilities Management & Supplies
iZettle	Financial - Credit Cards & Payment Solutions
J.P. Morgan	Financial - Business, Corporate & Investment Banking
JCB	Industrial Engineering - Construction, Agricultural & Utility Equipment
JCDecaux	Advertising Solutions
Jewson	Construction - Builders Merchants & Distributors
Jiffy	Support Services - Office Equipment
JLL	Real Estate - Commercial Agents / Advisors
JobServe	Recruitment
Jobsite	Recruitment
John Deere	Industrial Engineering - Construction, Agricultural & Utility Equipment
Johnson & Johnson	Pharmaceuticals & Medical Equipment
Johnson Matthey	Chemicals
Johnson Service Group	Support Services - Facilities Management & Supplies
Johnstone's Trade	Construction - Tools & Equipment Manufacturers
Juniper Networks	Information Technology - Consultancy & Services
Kantar Media	Market Research & Intelligence
Kaplan	Executive Education - Training & Development
Kaspersky Lab	Information Technology - Security
Kelly Services	Recruitment
Keltbray	Construction - Consultancy, Design, Build & Management
Keyline	Construction - Builders Merchants & Distributors
Kickstarter	Financial - Crowdfunding & Peer-to-Peer Lending
Kier Group	Construction - Consultancy, Design, Build & Management
KIMBERLY-CLARK PROFESSIONAL	Support Services - Facilities Management & Supplies
Kingspan Group	Construction - Materials
Kingston Smith	Accountancy & Business Services
Knight Frank	Real Estate - Commercial Agents / Advisors
Komatsu	Industrial Engineering - Construction, Agricultural & Utility Equipment
Kompass	Information Providers

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### BRAND CATEGORY

BRAND	CATEGORY
KONE	Industrial Engineering - General
Korn Ferry	Recruitment
KPMG	Accountancy & Business Services
Kroll	Insurance, Pensions & Risk Management
Kuehne + Nagel	Transport - Freight & Transport Services
LafargeHolcim	Construction - Materials
Laing O'Rourke	Construction - Consultancy, Design, Build & Management
Laird	Technology - Electronics, Semiconductors & Components
Lambert Smith Hampton	Real Estate - Commercial Agents / Advisors
Lancaster University Management School	Executive Education - Business Schools
Land Securities	Real Estate - General
Lead Forensics	Information Technology - Software & Solutions
learndirect	Executive Education - Training & Development
Leeds University Business School	Executive Education - Business Schools
Lendlease	Construction - Consultancy, Design, Build & Management
Lenovo	Technology - Hardware & Equipment
Leo Burnett London	Marketing Services
Letts	Support Services - Office Equipment
LexisNexis	Information Providers
Lexmark	Technology - Hardware & Equipment
Leyland Trade	Construction - Tools & Equipment Manufacturers
Leyland Trucks	Industrial Engineering - Construction, Agricultural & Utility Equipment
LG	Technology - Hardware & Equipment
Liebherr	Industrial Engineering - Construction, Agricultural & Utility Equipment
Lilly	Pharmaceuticals & Medical Equipment
Linklaters	Legal Services
LINPAC Packaging	Print, Paper & Packaging
Lloyd's	Insurance, Pensions & Risk Management
Lloyds Bank	Financial - Business, Corporate & Investment Banking
Lockheed Martin	Aerospace & Defence
Logitech	Technology - Hardware & Equipment
London Business School	Executive Education - Business Schools
London Metal Exchange	Financial - Exchanges & Markets
London School of Economics and Political Science (LSE)	Executive Education - Business Schools
London Stock Exchange Group	Financial - Exchanges & Markets
Loomis	Support Services - Security, Safety & Fire Protection
M&C Saatchi	Marketing Services
Mace	Construction - Consultancy, Design, Build & Management
Macfarlanes	Legal Services
Maersk Line	Transport - Freight & Transport Services
Magellan Aerospace	Aerospace & Defence
Magnet Trade	Construction - Builders Merchants & Distributors
Makita	Construction - Tools & Equipment Manufacturers
Manchester Central	Conferences & Events - Venues
Manpower	Recruitment
Marriott Hotels & Resorts	Travel - Business Hotels
Marsh	Insurance, Pensions & Risk Management
Marshalls	Construction - Materials
Massey Ferguson	Industrial Engineering - Construction, Agricultural & Utility Equipment
Mastercard	Financial - Credit Cards & Payment Solutions
McAfee	Information Technology - Security
McCann London	Marketing Services
McKinsey & Company	Management & HR Consultancies
McLaren	Construction - Consultancy, Design, Build & Management

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### BRAND CATEGORY

Meadow Foods	Agribusiness & Food
MediaCom	Marketing Services
Medtronic	Pharmaceuticals & Medical Equipment
Menzies	Accountancy & Business Services
Menzies Aviation	Transport - Freight & Transport Services
Menzies Distribution	Distribution & Supply Chain
Mercer	Management & HR Consultancies
Mercure	Travel - Business Hotels
Metro Radio Arena Newcastle	Conferences & Events - Venues
Michael Page	Recruitment
Micron	Technology - Electronics, Semiconductors & Components
Microsoft	Information Technology - Software & Solutions
Millward Brown	Market Research & Intelligence
Mindshare	Marketing Services
Mintel	Information Providers
Misys	Information Technology - Software & Solutions
Mitie	Support Services - General
Mitsubishi Electric	Industrial Engineering - General
Moleskin	Support Services - Office Equipment
Mondi	Print, Paper & Packaging
Monsanto	Agribusiness & Food
Monster	Recruitment
Moody's	Information Providers
Morgan Sindall	Construction - Consultancy, Design, Build & Management
Morgan Stanley	Financial - Business, Corporate & Investment Banking
Mother London	Marketing Services
Mott MacDonald	Construction - Consultancy, Design, Build & Management
MSL Group	Marketing Services
Munich Re	Insurance, Pensions & Risk Management
Murphy	Construction - Consultancy, Design, Build & Management
National Express	Travel - Train & Bus Operators
National Grid	Utilities & Power
NATS	Aerospace & Defence
NatWest	Financial - Business, Corporate & Investment Banking
NEC	Technology - Hardware & Equipment
NETGEAR	Technology - Hardware & Equipment
NetSuite	Information Technology - Software & Solutions
Newey & Eyre	Distribution & Supply Chain
NFU	Associations, Accreditations & Testing
NFU Mutual	Insurance, Pensions & Risk Management
Nielsen	Market Research & Intelligence
Nokia	Telecommunications - Infrastructure & Services
Northgate	Information Technology - Consultancy & Services
Northrop Grumman	Aerospace & Defence
Norton	Information Technology - Security
Norton Rose Fulbright	Legal Services
Nottingham University Business School	Executive Education - Business Schools
Novartis	Pharmaceuticals & Medical Equipment
Novo Nordisk	Pharmaceuticals & Medical Equipment
Novotel	Travel - Business Hotels
npower	Utilities & Power
NVIDIA	Technology - Electronics, Semiconductors & Components
Ocean	Advertising Solutions
OCS	Support Services - Facilities Management & Supplies

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### BRAND CATEGORY

Office Angels	Recruitment
Office Depot	Support Services - Office Supplies
Ogilvy Group	Marketing Services
Olswang	Legal Services
Olympia London	Conferences & Events - Venues
Olympus	Technology - Hardware & Equipment
OMD	Marketing Services
Openreach	Telecommunications - Infrastructure & Services
Opus Energy	Utilities & Power
Oracle	Information Technology - Consultancy & Services
Osborne Clarke	Legal Services
Osram	Industrial Engineering - General
Otis	Industrial Engineering - General
OVO	Utilities & Power
P&O Ferrymasters	Transport - Freight & Transport Services
PA	Management & HR Consultancies
Panasonic	Technology - Hardware & Equipment
Paper Mate	Support Services - Office Equipment
Parcelforce Worldwide	Courier, Delivery & Postal Services
Park Inn by Radisson	Travel - Business Hotels
Park Plaza	Travel - Business Hotels
PARKER	Support Services - Office Equipment
Parts Center	Construction - Builders Merchants & Distributors
PayPal	Financial - Credit Cards & Payment Solutions
PayPoint	Financial - Credit Cards & Payment Solutions
Pearl & Dean	Advertising Solutions
People 1st	Executive Education - Training & Development
Pertemps	Recruitment
Petrofac	Oil & Gas - Services
Pfizer	Pharmaceuticals & Medical Equipment
PHD	Marketing Services
Philips Healthcare	Industrial Engineering - General
Philips Lighting	Industrial Engineering - General
Photo-Me International	Support Services - General
PHS Group	Support Services - Facilities Management & Supplies
Pickfords	Support Services - General
Pilkington	Construction - Materials
PILOT	Support Services - Office Equipment
Pindar	Print, Paper & Packaging
Pinsent Masons	Legal Services
Pipe Center	Construction - Builders Merchants & Distributors
Pitman Training	Executive Education - Training & Development
Pitney Bowes	Support Services - Office Supplies
Plumb Center	Construction - Builders Merchants & Distributors
Plumbase	Construction - Builders Merchants & Distributors
Plusnet	Telecommunications - General
Polypipe	Construction - Materials
Portakabin	Construction - Plant & Tool Hire
Portman	Travel - Corporate Travel Services
Post-it	Support Services - Office Equipment
Powwownow	Telecommunications - General
PR Newswire	Information Providers
Premier Farnell	Distribution & Supply Chain
Premier Inn	Travel - Business Hotels

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### BRAND CATEGORY

Premier Oil	Oil & Gas - General
Prudential	Insurance, Pensions & Risk Management
Publicis London	Marketing Services
PwC	Accountancy & Business Services
QBE	Insurance, Pensions & Risk Management
QinetiQ	Aerospace & Defence
Qualcomm	Technology - Electronics, Semiconductors & Components
Rackspace	Information Technology - Cloud, Data Centres & Hosting
Radisson Blu Edwardian, London	Travel - Business Hotels
Ramada	Travel - Business Hotels
Randstad	Recruitment
RAPP	Marketing Services
Raytheon	Aerospace & Defence
RBS (Royal Bank of Scotland)	Financial - Business, Corporate & Investment Banking
REDBOX	Support Services - Office Supplies
Redland	Construction - Materials
Reed	Recruitment
Reed Exhibitions	Conferences & Events - Owners & Organisers
Regus	Real Estate - General
Rentokil	Support Services - General
Rexam	Print, Paper & Packaging
Rexel	Support Services - Office Equipment
RIBA (The Royal Institute of British Architects)	Associations, Accreditations & Testing
Ricoh Arena	Conferences & Events - Venues
RICS	Associations, Accreditations & Testing
Rio Tinto	Mining
RKCR Y&R	Marketing Services
Robert Walters	Recruitment
Roche	Pharmaceuticals & Medical Equipment
Rockwell Collins	Aerospace & Defence
Roland Berger	Management & HR Consultancies
Rolls-Royce Group	Aerospace & Defence
Rothschild	Financial - Business, Corporate & Investment Banking
Rotork	Industrial Engineering - General
Royal Mail	Courier, Delivery & Postal Services
RS Components	Distribution & Supply Chain
RSA	Insurance, Pensions & Risk Management
Ryanair	Travel - Airlines
Ryman	Support Services - Office Supplies
S&P Global	Information Providers
Saatchi & Saatchi	Marketing Services
Safestore	Support Services - Document Protection & Storage
Sage	Information Technology - Software & Solutions
Saïd Business School, University of Oxford	Executive Education - Business Schools
Saint-Gobain	Construction - Materials
Salesforce.com	Information Technology - Software & Solutions
Samsung	Technology - Hardware & Equipment
SanDisk	Technology - Hardware & Equipment
Sandvik	Industrial Engineering - General
Sanofi	Pharmaceuticals & Medical Equipment
Santander	Financial - Business, Corporate & Investment Banking
SAP	Information Technology - Software & Solutions
SapientNitro	Marketing Services
SAS	Information Providers

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### BRAND CATEGORY

Savills	Real Estate - Commercial Agents / Advisors
Scania	Industrial Engineering - Construction, Agricultural & Utility Equipment
Schindler	Industrial Engineering - General
Schneider Electric	Industrial Engineering - General
Science Museum	Conferences & Events - Venues
Scottish & Southern Power Distribution	Utilities & Power
Scottish Exhibition and Conference Centre (SECC)	Conferences & Events - Venues
Scottish Hydro Electric Transmission (SHE Transmission)	Utilities & Power
ScottishPower	Utilities & Power
Screwfix	Construction - Builders Merchants & Distributors
Seaco	Transport - Freight & Transport Services
Searcys	Support Services - Catering
Securitas	Support Services - Security, Safety & Fire Protection
Seedrs	Financial - Crowdfunding & Peer-to-Peer Lending
Selco	Construction - Builders Merchants & Distributors
Serco	Support Services - General
Shanks Group	Waste Management & Recycling
Sharp	Technology - Hardware & Equipment
Shell	Oil & Gas - General
Sheraton	Travel - Business Hotels
Shire	Pharmaceuticals & Medical Equipment
Shred-it	Support Services - Document Protection & Storage
Siemens	Industrial Engineering - General
Simmons & Simmons	Legal Services
Simplyhealth	Insurance, Pensions & Risk Management
Sir Robert McAlpine	Construction - Consultancy, Design, Build & Management
Sitel	Support Services - General
Skanska	Construction - Consultancy, Design, Build & Management
SKF	Industrial Engineering - General
Skype	Telecommunications - General
Slaughter and May	Legal Services
SmartWater	Support Services - Security, Safety & Fire Protection
Smith & Nephew	Pharmaceuticals & Medical Equipment
Smith & Williamson	Accountancy & Business Services
Smiths Group	Industrial Engineering - General
Smiths News	Distribution & Supply Chain
Smurfit Kappa	Print, Paper & Packaging
Snap-on	Construction - Tools & Equipment Manufacturers
Sodexo	Support Services - Catering
Softcat	Information Technology - Consultancy & Services
Sony Professional	Technology - Hardware & Equipment
Sophos	Information Technology - Security
SP Energy Networks	Utilities & Power
Speedy	Construction - Plant & Tool Hire
Spencer Stuart	Recruitment
Spicers	Support Services - Office Supplies
Spirent	Telecommunications - Infrastructure & Services
Squibb Group	Construction - Consultancy, Design, Build & Management
SSE Enterprise	Utilities & Power
STAEDTLER	Support Services - Office Equipment
Stagecoach	Travel - Train & Bus Operators
STANLEY	Construction - Tools & Equipment Manufacturers
Staples	Support Services - Office Supplies
Starcom MediaVest	Marketing Services

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### BRAND CATEGORY

Statoil	Oil & Gas - General
Stobart Group	Transport - Freight & Transport Services
Stora Enso	Print, Paper & Packaging
Strutt & Parker	Real Estate - Commercial Agents / Advisors
SunGard	Information Technology - Software & Solutions
Swiss Re	Insurance, Pensions & Risk Management
Swissport	Transport - Freight & Transport Services
Symantec	Information Technology - Security
Syngenta	Agribusiness & Food
TalkTalk Business	Telecommunications - General
Tarmac	Construction - Materials
Tata Communications	Telecommunications - Infrastructure & Services
Tata Consultancy Services (TCS)	Information Technology - Consultancy & Services
Tate & Lyle	Agribusiness & Food
TBWA	Marketing Services
Telehouse Europe	Information Technology - Cloud, Data Centres & Hosting
Teradata	Information Technology - Consultancy & Services
Tetra Pak	Print, Paper & Packaging
Texas Instruments	Technology - Electronics, Semiconductors & Components
Thales	Aerospace & Defence
The Baltic Exchange	Financial - Exchanges & Markets
The ICC Birmingham	Conferences & Events - Venues
The Institute of Financial Accountants (IFA)	Associations, Accreditations & Testing
The Law Society	Associations, Accreditations & Testing
The London Taxi Company	Industrial Engineering - Construction, Agricultural & Utility Equipment
The NEC	Conferences & Events - Venues
The Open University Business School	Executive Education - Business Schools
The Press Association (PA)	Information Providers
The Publishers Association (PA)	Associations, Accreditations & Testing
The Soil Association	Associations, Accreditations & Testing
Thistle	Travel - Business Hotels
Thomson Reuters	Information Providers
Thomsonlocal	Advertising Solutions
Thorn Lighting	Industrial Engineering - General
Thwaites	Industrial Engineering - Construction, Agricultural & Utility Equipment
thyssenkrupp	Industrial Engineering - General
TNS	Market Research & Intelligence
TNT	Courier, Delivery & Postal Services
Toolstation	Construction - Builders Merchants & Distributors
Toshiba	Technology - Hardware & Equipment
Total	Oil & Gas - General
Totaljobs.com	Recruitment
TransferWise	Financial - Credit Cards & Payment Solutions
Travelodge	Travel - Business Hotels
Travis Perkins	Construction - Builders Merchants & Distributors
Trend Micro	Information Technology - Security
Triumph Group	Aerospace & Defence
TSB	Financial - Business, Corporate & Investment Banking
Tullow Oil	Oil & Gas - General
Tyco Fire & Integrated Solutions	Support Services - Security, Safety & Fire Protection
UBM EMEA	Conferences & Events - Owners & Organisers
UBS	Financial - Business, Corporate & Investment Banking
UK Mail	Courier, Delivery & Postal Services
UK Power Networks	Utilities & Power

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### BRAND CATEGORY

Ultra Electronics	Aerospace & Defence
Unipart	Transport - Freight & Transport Services
Unisys	Information Technology - Consultancy & Services
University of Bath School of Management	Executive Education - Business Schools
University of Edinburgh Business School	Executive Education - Business Schools
University of Glasgow Adam Smith Business School	Executive Education - Business Schools
UPS	Courier, Delivery & Postal Services
Vaillant	Industrial Engineering - General
Vent-Axia	Industrial Engineering - General
Venue Cymru	Conferences & Events - Venues
Veolia	Waste Management & Recycling
Viking	Support Services - Office Supplies
Virgin Atlantic	Travel - Airlines
Virgin Media Business	Telecommunications - General
Virgin Trains	Travel - Train & Bus Operators
Visa	Financial - Credit Cards & Payment Solutions
VMware	Information Technology - Software & Solutions
Volvo Construction Equipment	Industrial Engineering - Construction, Agricultural & Utility Equipment
Vonage	Telecommunications - General
WARC	Information Providers
Warwick Business School	Executive Education - Business Schools
Wates	Construction - Consultancy, Design, Build & Management
WCRS	Marketing Services
Weber Shandwick	Marketing Services
Weir	Industrial Engineering - General
Wellesley & Co	Financial - Crowdfunding & Peer-to-Peer Lending
Western Union	Financial - Credit Cards & Payment Solutions
Westfield	Real Estate - General
WeTransfer	Information Technology - Cloud, Data Centres & Hosting
Wickes	Construction - Builders Merchants & Distributors
Willis Towers Watson	Insurance, Pensions & Risk Management
Willmott Dixon	Construction - Consultancy, Design, Build & Management
Wincanton	Transport - Freight & Transport Services
Wolseley	Construction - Builders Merchants & Distributors
Wolters Kluwer	Information Providers
Woolmark	Associations, Accreditations & Testing
Workspace	Real Estate - General
Worldpay	Financial - Credit Cards & Payment Solutions
Wunderman	Marketing Services
Xchanging	Support Services - General
Xerox	Technology - Hardware & Equipment
Yahoo Advertising	Advertising Solutions
Yale	Support Services - Security, Safety & Fire Protection
Yell	Advertising Solutions
Yodel	Courier, Delivery & Postal Services
YouGov	Market Research & Intelligence
Zimmer	Pharmaceuticals & Medical Equipment
Zopa	Financial - Crowdfunding & Peer-to-Peer Lending
Zurich	Insurance, Pensions & Risk Management