

# Superbrands

## Media Coverage

Country	Date	Publication
UK	2006	Press Clippings

Joanne Oatts  
July 20, 2006

## Microsoft tops the list of UK's top 500 Superbrands

**LONDON - Microsoft has been voted top UK brand in a poll of consumers and industry experts conducted by consultancy Superbrands.**

**The BBC came second, with British Airways third and Mercedes-Benz and Porsche taking fourth and fifth respectively. Marks & Spencer proved its return to favour with the public by taking sixth place.**

**The Superbrands Council, which includes direct marketing guru Drayton Bird and the co-founder of Innocent drinks Richard Reed, considered more than 1,200 brands. Of these, 650 were selected and rated by a 2,373 strong consumer panel, coordinated by market research company YouGov.**

**The winners were announced at the first Superbrands Awards last night.**

**Stephen Cheliotis, Superbrands Council chairman, said: "This top 10 reflects the constant change and evolution of consumer taste."**

**"It is clear that all of the 2006/2007 Superbrands have successfully communicated a unique identity, which reflects their core values -- something that is essential for any successful brand."**

**This is the first time Superbrands has joined forces with a market research company to ask consumers which brands they rate.**

**Cheliotis said: "In recent years, we have seen a new wave of articulate consumers, who take an interest and actively seek information on the**

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brands they consume, as such they are inherently qualified to aid in the judging process, helping to identify what brands deserve the status of Superbrand."

The consumer's vote replicated the joint panels' decision, but in the Superbrand Council's list, Guinness topped came out on top, with Apple, Stella Artois, Microsoft, BMW and Nike following in that order.

### Top 10 Superbrands:

- 1 Microsoft
- 2 BBC
- 3 British Airways
- 4 Mercedes-Benz
- 5 Porsche
- 6 Marks & Spencer
- 7 Google
- 8 Heinz
- 9 Duracell
- 10 Sony

The full list of the top 500 Superbrands can be viewed at [superbrands.org/uk](http://superbrands.org/uk)

<https://www.campaignlive.co.uk/article/microsoft-tops-list-uks-top-500-superbrands/570499>

Alex Donohue  
October 20, 2006

## Superbrands to create standalone UK operations

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**LONDON - Superbrands is creating a separate UK entity and is relocating its main operations to South Africa as part of the organisation's ongoing reform programme.**

**The organisation, which claims to be the global independent authority on branding, has also agreed a partnership with the Telegraph Group to produce two or more branded supplements in the Sunday Telegraph next year.**

**Superbrands will relocate to South Africa, and set up a separate entity, Superbrands UK, to focus solely on the UK brands market.**

**Ben Hudson, CEO of Superbrands UK, said: "The decision to separate the UK business from the group is intended to focus the team in London on the local market and speed up the ongoing developments and improvements occurring at Superbrands UK."**

**The changes are part of Superbrands' ongoing period of reform for its awards programme, which includes a consumer election for the best brands, and a redesign of the publications and awards categories.**

**In May, the organisation announced a five-year partnership with online research YouGov, designed to encourage consumer voting for the Superbrands new selection process.**

**Hudson said: "We have been listening to stakeholders, most notably our expert councils, and have responded to suggestions with a raft of changes that will ensure our programmes for 2007 provide the most robust, transparent and detailed barometers of brands' performance in the UK."**

**In March, Superbrands found BBC Online and Google to be the internet's most trusted and reliable online brands among UK consumers.**

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<https://www.campaignlive.co.uk/article/superbrands-create-standalone-uk-operations/599732>