

Oil, Gas Companies Among Top 20 UK 'Superbrands'

by Rigzone Staff | Monday, March 12, 2018



Two oil and gas companies have each been crowned as one of the top 20 UK business and consumer Superbrands of 2018.

BP plc and Royal Dutch Shell plc have each been crowned as one of the top 20 UK business and consumer Superbrands of 2018.

Placing second and eighth, respectively, in the business category, which ranks the UK's strongest business-to-business brands every year, the energy firms placed alongside companies like Apple, which took top spot, Microsoft, Google, Emirates and Barclaycard.

In the consumer category, BP and Shell placed thirteenth and fourteenth, respectively, beating competition from businesses such as John Lewis, Jaguar and Visa. Lego took the number one spot in this category, which ranks the strongest business to consumer brands.

The Superbrands list describes itself as the 'definitive benchmark for brands who've set the agenda, outwitted the competition and built enviable reputations'.

Top 20 business brands are chosen by an expert council of business to business marketing experts and 2,500 individual business professionals from across the UK.

Top 20 consumer brands are chosen by 2,500 members of the British public from a list that has been refined by an expert council of senior industry figures. Brands do not apply or pay to be considered for either category.