

Lego has the bricks factor as it claims Superbrand crown for the first time

The kids' favourite construction toy toppled British Airways from the number one spot to take the title



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NEWS



Lego has been named top brand for 2018 (Image: Erica Ann)

Classic toy Lego has proved it still clicks with people by claiming the Superbrand crown for the first time.

The kids' favourite construction toy toppled high flying British Airways from the number one spot to take the title.

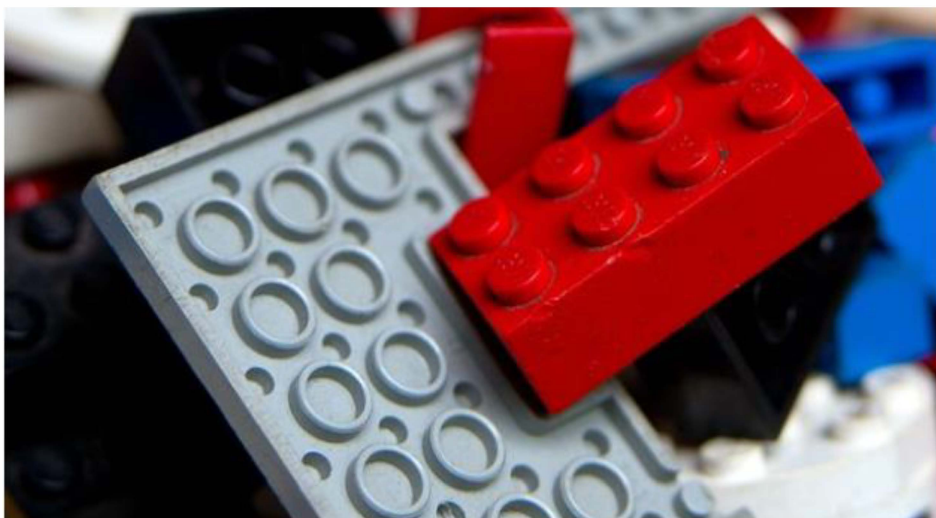
Lego may have hit a brick wall after sales tumbled 7.5% to £4.2 billion, but in the eyes of British shoppers it is the brand with the X-Factor.

It has been steadily rising through the ranks from 25 in 2014 to third in 2016 then second place last year.

And it has ended British Airways four year reign at the top with the airline having a spectacular fall from grace and flying out of the top 20 completely.

Shaving firm Gillette leapt from fifth to second place and Apple rose from a lowly ninth to third.

The Superbrand league compiled by a panel of industry experts and voted for by 2,500 Brits saw John Lewis drop from sixth to 15 while Marks & Spencer leapfrogged it from 14th last year to take the number seven spot.



Kids still love the classic toy (Image: Getty)

But the public fell back in love with Disney, BMW, BP, Shell, Heathrow, Kleenex, Visa and Haagen-Dazs who all broke into the top 20.

The Centre of Brand Analysis (TCBA) pared thousands of brands down to a shortlist of 1,500 from 78 categories with the public voting for their favourites based on quality, reliability and distinction.

And the organisation unveiled a "relevant brands" table for the first time which was topped by PayPal, followed by Cancer Research UK and Amazon.

Discounter Aldi took fourth spot with Lidl, Netflix, Google and Lego also in the top ten.

Superbrands boss and TCBA chief executive Stephen Chelliotis said: "British Airways tumbling from top spot to outside of the top 20 should be a wake-up call for all brands.

"In a world where customer expectations have rightfully risen, brands cannot afford to disappoint and need to continually deliver to retain their valuable reputations. No brand, however strong, is immune to changing consumer sentiment.

"Being named a Superbrand by the British public is an accolade that every brand should be proud of, but to retain this award, brands need to continue to deliver quality and reliable products and services that stand out from their rivals."



Lego has risen up the ranks this year (Image: PA)

Top 20 Superbrands 2018

1. Lego
2. Gillette
3. Apple
4. Andrex
5. Coca-Cola
6. Disney
7. Marks & Spencer
8. Boots
9. Heinz
10. BMW

11. Cadbury
12. Rolex
13. BP
14. Shell
15. John Lewis
16. Heathrow
17. Jaguar
18. Kleenex
19. Visa
20. Haagen-Dazs



Lego ended BA's run at the top (Image: PA)

Relevant brands 2018

1. PayPal
2. Cancer Research UK
3. Amazon
4. Aldi
5. Macmillan Cancer Support
6. Lego
7. Lidl
8. Netflix
9. Google
10. Emirates
11. Apple
12. TripAdvisor
13. Dyson
14. Purple Bricks
15. Zoopla
16. Heathrow
17. Trivago
18. Marie Curie Cancer Care
19. Samsung
20. YouTube