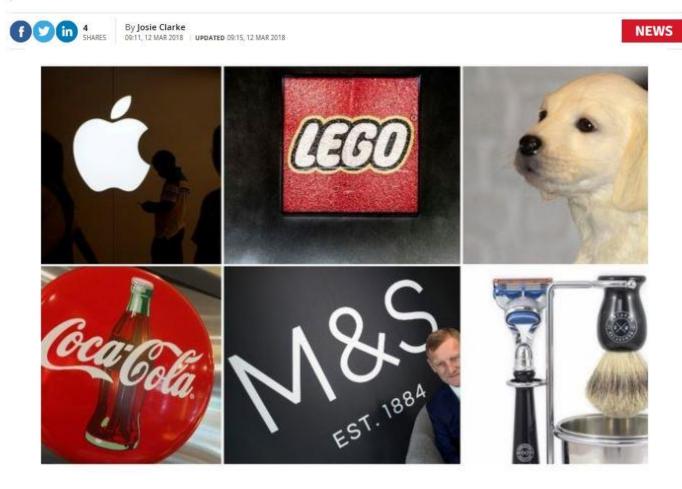


News
Retail & Consumer

Lego is voted the UK's strongest brand

The toy firm - which is celebrating its 60th anniversary - soars to the top spot beating more than 1,500 companies to pole position



f co in 4 SHARES

Lego has been voted the UK's strongest brand as previous winner British Airways fell from the top 20 ranking entirely.

Lego beat more than 1,500 companies to pole position as it celebrates its 60th anniversary, rising from 25th place in 2014 to second position last year in the annual <u>UK Superbrands</u> ranking.

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Gillette rose three places to take the runner-up position, while **Apple** placed third having risen three places from last year.

<u>Marks & Spencer</u> leapfrogged <u>John Lewis</u> to seventh place as the department store slipped nine to 15th position.

<u>Google</u> and <u>Amazon</u> both dropped out of the top 20 as <u>Disney</u> and Heathrow both re-entered the ranking for the first time since 2013, as did BP and Shell after a four and three year absence respectively.



Daily staples Andrex, Coca-Cola, Cadbury and <u>Heinz</u> retained top 10 places, but Kellogg's and Fairy slipped out.

The list is determined by 2,500 consumers, who are asked to rank each brand for quality, reliability and distinction on behalf of the Centre for Brand Analysis.

Superbrands chairman Stephen Cheliotis said: "British Airways tumbling from top spot to outside of the top 20 should be a wake-up call for all brands.



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"The rise of fresh, disruptive brands - particularly in terms of relevance to consumers' lives - should be an added warning to more established brands.

"The likes of Netflix, PurpleBricks and Zoopla may not be challenging for the top spot in the overall ranking yet, but they surely will be if they continue their current momentum and the established elite don't respond fast enough."