

# Superbrands

## Media Coverage

Country	Date	Publication
UK	2009	Press Clippings

## Britain turns to Krispy Kreme in credit crunch, top brands survey reveals

**Doughnut manufacturer is highest new entry in top 500 superbrands as consumers opt for cheaper treats**

**Rebecca Smithers**, *consumer affairs correspondent*

Wed 15 Jul 2009 14.36 BST

Britain has emerged amid the credit crunch as a "fast food nation", according to a survey that shows that pizza, burgers and fizzy drinks are among the UK's strongest consumer brands.

Underlining this trend, the highest new entry into the Top 500 Superbrands was doughnut manufacturer Krispy Kreme, indicating the nation's clear appetite for low-cost treats as the economic downturn bites.

The 12th annual Top 500 Superbrands survey identifies the UK's strongest consumer brands by polling the British public.

In the top 10, Microsoft regains its No 1 position, which it lost last year to internet giant, Google. Google itself slips two places to third, while four other brands keep their top 10 placing.

These include the embattled BBC and British Airways, as well as Mercedes-Benz. New entries to the top ten in 2009-10 include Lego and Cola-Cola, both re-entering after a one-year absence. Rolex and Apple also join the top 10 alongside this year's surprise entry Encyclopaedia Britannica, which was 29th last year.

Some of the brands showing the strongest year-on-year improvement in the survey include McDonald's, which rises 227 places, Burger King, up 189, KFC, rising by 164 places, and Domino's Pizza, which moves up the table by

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144 places. The highest new entry into this year's list was Krispy Kreme, making its debut at 68.

Bouncing back from last year's fall are the supermarkets. The "big four" make up for lost ground, with Asda leading the way with an impressive increase of 213 places to 226th. Tesco sees the next biggest rise for the supermarkets, gaining 185 places to reach 116, while Waitrose climbs 60 places, falling just three places short of Tesco at 119. Only Sainsbury's breaks into the top 100, placed at 92. Marks & Spencer is the highest ranked general retailer, at number 13.

In future, these supermarkets may find the threat comes from low-cost stores like Morrisons and the Co-operative, both of which enter the top 500 for the first time.

Traditional high street retailers are also regaining lost ground, with brands such as HMV jumping 118 places, B&Q up 168, Boots climbing 117 and Argos storming up the rankings by 230 places, making its rise the eighth biggest overall.

Stephen Cheliotis, chief executive of the Centre for Brand Analysis, which administered the research on behalf of Superbrands UK, said: "This year's survey reaffirms some of the downturn's winners and losers, with the fast food chains and supermarkets doing particularly well. The results, as always, return some surprises with this year's notable high achiever being Encyclopaedia Britannica."

He added: "Bearing in mind that thousands of brands are initially considered, actually making the top 500 itself is an achievement: the competition among brands for consumer attention and share of wallet is intense and growing fiercer."

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### **The Top 25:**

1. Microsoft (Technology – Computer hardware and software)
2. Rolex (Watches and accessories)
3. Google (Internet – general)
4. British Airways (Travel – airlines)
5. BBC (Media – TV stations)
6. Mercedes-Benz (Automotive – vehicle manufacturer)
7. Coca-Cola (Drinks – carbonated soft drinks)
8. Lego (Leisure & entertainment – games and toys)
9. Apple (Technology – computer hardware and software)
10. Encyclopaedia Britannica (Media – reference)
11. Virgin Atlantic (Travel – airlines)
12. Duracell (Household – general consumables)
13. Marks & Spencer (Retail – general)
14. Philadelphia (Food – general)
15. Dulux (Household – general consumables)
16. BMW (Automotive – vehicle manufacturer)

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17. Colman's (Food – general)
18. Dyson (Household – appliances)
19. Ordnance survey (Media – reference)
20. Nintendo (Leisure and entertainment – games and toys)
21. Jaguar (Automotive – vehicle manufacturer)
22. Sony (Technology – general)
23. BP (Oil and gas)
24. Fisher-Price (Leisure and entertainment – games and toys)
25. Andrex (Household – general consumables)

<https://www.theguardian.com/uk/2009/jul/15/britain-fast-food-superbrands>

## Superbrands 2009-2010

Wednesday, 22 July, 2009

Superbrands, the annual survey which examines and celebrates the UK's strongest brands, recently published its guide to Britain's strongest brands for 2009-2010 and Cass Business School has been deemed a brand to watch' because it is showing strong movement towards the Superbrands UK top 500 rankings.

A brand to watch' is a brand that is on the rise through *Superbrands'* annual surveys and can be expected to attain full 'Superbrands' or 'Business Superbrands' status in the near future. The School was recognised for its strong presence outside Europe because of its programmes of study, breadth of research interests, and international outlook; its links with

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the [City of London](#), however, were recognised as its most marketable asset, both at home and abroad."

Robert Shaw, Professor of Marketing Metrics at Cass, was interviewed for the exclusive supplement in [The Sunday Telegraph](#), and he emphasised that global recognition of the Cass brand was also attributed to exporting expertise, he said: links with the City of London: We've been looking overseas for growth, and expanding into emerging markets Each set-up is unique.

From familiar household names and established businesses to newcomers that have shaken up their industry, Cass was among ten select brands to look out for over the next 12 months, including the [Chartered Management Institute](#), [Citroen](#), [Clear Channel](#), [Cobra Beer](#) and [First Direct](#), among others.

The annual *Superbrands* and *Business Superbrands* surveys are independently administered by [The Centre for Brand Analysis](#).

Permanent link to this story: <https://www.cass.city.ac.uk/news/2009/july/superbrands-2009-2010>

Robert Shaw, Professor of Marketing Metrics at Cass Business School

<https://www.cass.city.ac.uk/news/2009/july/superbrands-2009-2010>

## Ipsos MORI awarded 2009 UK

## Business Superbrand, ranked 188 out of top 500 brands

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Ipsos MORI is now one of the top 200 Superbrands in the UK, ahead of other leading survey companies.

16 July 2009

The 12th annual top 500 Superbrands survey revealed the winners and losers during this economic downturn. A list of 1,400 of the UK's strongest B2B brands was considered by a panel of experts, with more than 2000 UK consumers taking part in the vote. Ipsos MORI is now one of the top 200 Superbrands in the UK, ahead of other leading survey companies including ACNielsen (ranked 349), TNS (ranked 364), Millward Brown (ranked 365), Research International (ranked 452) and BMRB (ranked 487). The survey, conducted by the Centre for Brand Analysis on behalf of Superbrands UK, defines a Superbrand as having established the finest reputation in its field. Superbrands are also deemed to offer significant emotional and/or tangible advantages over other brands, which customers want and recognise. The brands are judged on three factors: **Quality** - Does the brand represent quality products and services? **Reliability** - Can the brand be trusted to deliver consistently against its promises and maintain product and service standards at all customer touch points? **Distinction** - Is the brand not only well known in its sector but suitably differentiated from its competitors? Does it have a personality and values that make it unique within its market place?

<https://www.ipsos.com/ipsos-mori/en-uk/ipsos-mori-awarded-2009-uk-business-superbrand-ranked-188-out-top-500-brands>

## Eurostar ranked top train brand in Superbrands UK

21 Jul 2009

Eurostar, the provider of high-speed, carbon neutral rail journeys between the UK and the Continent, has been recognised as the top train operator in this year's Superbrands UK. The survey\* - which identifies the UK's strongest consumer brands - is drawn up by the Centre for Brand Analysis. This year, Eurostar was placed 52nd in the top 500 Superbrands (up from 67th last year), making it the top train brand in the UK.

The annual Superbrands programme, now in its 14th year, identifies the UK's strongest brand as voted by the British public. It uses an independent research process to ask a panel of experts and thousands of nationally representative consumers their opinion on every major UK brand. All Superbrands must represent quality, reliability and distinction.

Simon Montague, Eurostar's Director of Communications, commented: "We're delighted that consumers recognise Eurostar as the UK's premier train brand, as well as many of the UK's other well-known names, including airlines."

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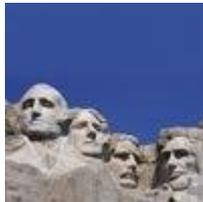
"It is recognition of the consistently high standards of value, punctuality and service we provide to business and leisure travellers alike, making journeys quicker, simpler and easier."

<https://www.eurostar.com/uk-en/about-eurostar/press-office/press-releases/2009/eurostar-ranked-top-train-brand-in-superbrands-uk>

## Superbrands survey

*Consumers are seeking out brands that act as dominant 'presidents' of their categories, according to the latest Superbrands survey.*

By [Joe Fernandez](#) 15 Jul 2009 12:00 am



With the UK in recession, you might imagine that consumers are turning away from expensive products or brands and focusing on budget options. But the 2009/10 Superbrands survey reveals that consumers are sticking with high-profile brands they believe represent the best in their fields, despite often coming with a price premium.

Microsoft topped the research this year, which surveys more than 2,000 people and polls an "expert" panel to judge which brands are considered best for quality, reliability and how easy it is to distinguish them from their competitors. Microsoft regained the top position from last year's winner Google, which is now in third position.

Meanwhile, luxury watch brand Rolex entered the chart in second place overall. This is the first year it has appeared in the research. British Airways came in fourth place,

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despite negative press attention over its chaotic opening of Terminal 5 at Heathrow and multiple redundancies, while the BBC was voted into fifth place.

Stephen Cheliotis, chief executive of The Centre for Brand Analysis, which administered the research on behalf of Superbrands UK, says aspirational and well-established brands have made gains in consumer perception ahead of companies like Google because they offer some permanence and reliability in uncertain times.

“Microsoft has done a lot with its consumer-facing operations to reclaim its top spot, while Google has been surrounded by controversy, such as interest-based advertising and Streetview, so has lost a bit of its credibility as the top superbrand,” he says.

He adds that the first stage of the research began in September 2008, shortly after the collapse of Lehman Brothers, which may have increased the desire among respondents for secure, reliable brands. It may also reflect the greater involvement of consumers themselves in the research, which was put together by the Superbrands “expert” panel for nine years before involving consumers to generate the results for the last three years.

Cheliotis calls the big names that dominate the research listings and have done so for many years “the presidents of categories”. These companies, which tend to bear international footprints, are well known for their product portfolios. For example, Microsoft is the “president” of technology and Google remains “president” of the internet. Coca-Cola dominates drinks, while Lego holds sway in the toy sector.

Although the “presidents” may rule the findings, there are some surprises in the list, which may illustrate how consumers are changing their priorities in a recession away from material goods towards brands that offer them knowledge or experiences.

Encyclopaedia Britannica demonstrates this, breaking into the top ten for the first time, alongside fast food, supermarkets and traditional high street retail brands.

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Cheliotis says: “The rise of Encyclopaedia Britannica is demonstrative of people’s desire to learn more when times are hard. It’s amazing because if you asked a consumer ordinarily, there is no way that it would do very well without them being prompted.”

So why is the brand now being rated so highly? Cheliotis says it’s not only the desire for knowledge among consumers but also that Encyclopaedia Britannica is seen as offering high quality and an authoritative voice in a world where many information sources are online and user generated. “Consumers rate it as high quality and different from all the other encyclopaedias out there,” he adds.

Another trend picked up by the research is more predictable – the desire to save money. Cheaper food options have made large gains this year. McDonald’s has risen 227 places in the rankings and KFC is up 164 spots, although both remain outside the top 100. Supermarkets are also rising up the rankings as people keep spending on vital foodstuffs. Budget supermarkets have made particularly good progress with Asda rising 213 positions to 216th place.

This is a turnaround from the results of the research in previous years where fast food fell out of favour due to consumers adopting healthier lifestyles.

Those brands that failed in the last 12 months, such as Woolworths, Zavvi and SCS, appear to have made little impact on the consumers responding to the research, says Cheliotis, as these names never made it onto the list in the first place. Their absence can now perhaps be seen as a telling sign of problems to come for these failed businesses.

“Despite a massive public outcry over the demise of high street stalwarts such as Woolworths, Zavvi and SCS, none of these brands appeared in the Superbrands top 500 list in the last three years,” he notes. “Others like Royal Doulton, which has always done well, survived administration with the formation of a new company. Of course, sectors like financial and automotives have been partly subject to nationalisation, but the top

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500 shows that consumers do hold them in high respect and would not want to see them disappear.”

## **Microsoft has done a lot with its consumer-facing operations to reclaim its top spot, while Google has been surrounded by controversy, such as interest-based advertising and Streetview, so has lost a bit of its credibility as the top superbrand**

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*Stephen Cheliotis, The Centre for Brand Analysis*

He admits that some brands do better than others in the research because the survey results are not split into audience demographics. Popular brands such as airline easyJet and newspaper The Sun do not appear in the top 500, for example, but this may be because these are more familiar or important to a younger audience so do not receive enough overall interest.

However, Cheliotis adds that some brands in some sectors are facing a “slippery slope” because they could be seen to be too dominant, with “cracks about to appear”. The last two Superbrands surveys have demonstrated an increase in consumer fear, with the now infamous queues at Northern Rock correlating with the 2008/09 survey, and the Lehman Brothers collapse influencing respondents this year.

Cheliotis explains: “The “super” superbrands will not be easily moved, but in times of downturn, brand value is worth more than anything. I expect the top brands to increase their efforts to raise their profiles and possibly break into higher positions against their rivals.”

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Since there is already evidence that many businesses – even those included in the list, such as British Airways – are still struggling against the current economic backdrop, what should marketers take from this research? As yet, it appears that being considered good quality, reliable and distinctive is not enough to ensure commercial success.

Cheliotis admits that many brands are likely to struggle in the short term, even if consumers have a high opinion of them. But he says that since marketers must take a long-term view of business operations, making a memorable impact on consumers will ultimately pay off.

He argues: “It might not help financially in the short term, but building viable powerful brands will bolster customer opinion of them and help achieve sufficient market share without having to slash budgets dramatically or consolidate portfolios.”

<https://www.marketingweek.com/2009/07/15/superbrands-survey/>

**Nikki Sandison**  
**March 04, 2009**

## TNT beats Royal Mail in business 'Superbrands' league

**LONDON - TNT has been classed a top 100 Business Superbrand ahead of rival Royal Mail in a YouGov survey, having risen 31 places in the league table since last year.**

**The survey of the UK's strongest B2B brands for 2009 was commissioned by Business Superbrands UK and canvassed the views of more than 1500 business professionals.**

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**TNT ranked 87th ahead of its leading competitor in the UK postal market Royal Mail, which came in at number 99.**

**The ranking comes as TNT Post, the UK mailing arm of global parent company TNT, celebrates its fifth anniversary of becoming a downstream access provider in the UK mail market.**

**In the last 12 months, TNT Post claims its downstream access business has experienced a 25% growth in its mailing volumes and the company now handles 2.25bn items as year.**

**Nick Wells, chief executive of TNT Post, said: "Our year-on-year rise in the Superbrand table highlights TNT's continued success in the UK market through the TNT Express (express delivery) and TNT Post (downstream access mailing) brands.**

**"The continued market innovation of TNT Post, for example, has opened up the UK mailing market for small volume mailers, through initiatives such as web-based post fulfilment service, TNT-it, and PremierSort Flex, for adhoc and small volume mailings."**

<https://www.campaignlive.co.uk/article/tnt-beats-royal-mail-business-superbrands-league/887161>