

LEGO voted strongest UK brand as Amazon falls out of running

By Ben Stevens - March 13, 2018



Toy retailer Lego has beaten British Airways to the top spot as the British public's strongest consumer brand.

In the annual survey of over 2500 people conducted by Superbrands, the Danish toy retailer scored the highest out of 1500 brands on perceived quality, reliability and distinction.

Half of the list's top 10 is populated by retailers, with technology giant Apple beating Andrex to third place.

Disney, Marks & Spencer and Boots secured fifth, sixth and seventh place respectively, with Disney making its first appearance in the top 10 since 2013.

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Amazon fell out of the top 20 this year, while department store John Lewis stayed in the top 20 at number 15.

Lego has climbed the list since 2016 when it was number 25, jumping to second place last year.

"In a world where customer expectations have rightfully risen, brands cannot afford to disappoint and need to continually deliver to retain their valuable reputations," Superbrands' chairman Stephen Chelotitis said.

"No brand, however strong, is immune to changing consumer sentiment. The rise of fresh, disruptive brands – particularly in terms of relevance to consumers' lives – should be an added warning to more established brands."

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|-------------------------------|------------------------|
| 1. Lego | 14. Shell |
| 2. Gillette | 15. John Lewis |
| 3. Apple | 16. Heathrow |
| 4. Andrex | 17. Jaguar |
| 5. Coca-Cola | 18. Kleenex |
| 6. Disney | 19. Visa |
| 7. Marks & Spencer | 20. Häagen-Dazs |
| 8. Boots | |
| 9. Heinz | |
| 10. BMW | |
| 11. Cadbury | |
| 12. Rolex | |
| 13. BP | |