SUMMARY

SUPERBRANDS 2017 COVERAGE REPORT

37
PIECES OF COVERAGE:

3.98B
ONLINE READERSHIP:

3.32M
ESTIMATED COVERAGE VIEWS:

119
SOCIAL SHARES:

57
AVERAGE DOMAIN AUTHORITY:

1.53M
CIRCULATION:
National Print Coverage
British Airways and Apple have retained the top two spots as Britain’s most cherished “superbrands”, despite the seemingly perpetual threat of strikes at the first and a ruling at the second that it must repay billions in illegal state aid from Ireland (Alexandra Frean writes).

The winners of the latest annual Business Superbrands survey might just as well be named masters of the universe in damage limitation. BA has been in a long-running pay dispute with the union Unite for months and is facing more strike action next month, while Apple, which denies any wrongdoing over its tax affairs, is claiming to be the victim of a human rights breach in its battle with European tax regulators.

Even Samsung, which had to slash its profits forecasts and withdraw its Galaxy Note 7 smartphone last year after it kept catching fire in users’ hands, makes it into the top 15 brands operating in the UK.

The table, decided by 2,500 business professionals and 30 business-to-business marketing experts, is based on quality, reliability and distinction from rivals. But the results suggest that familiarity, promotional spend and visibility may be just as influential. Mastercard, sponsor of this year’s Brit awards, is ranked at No.9.
British Airways brand is tops

BRITISH Airways is flying high as the nation’s top “superbrand” for the fourth year running – despite recent strikes.

BA is still seen as reliable and providing a quality service, beating brands such as Lego and Rolex into second and third.

Andrex was fourth and Gillette fifth in the 2017 top 20 list. There were just four new entries – Boots, Cadbury, Fairy and Cancer Research UK – which experts say reflects Brits’ turning to familiar names due to the uncertainty of Brexit. John Lewis jumped from 14 last year to six.

Stephen Cheliotis, of The Centre for Brand Analysis which quizzed 2,500 adults for the list, said the UK’s brand choices “represent continuity, consistency and comfort.”
BA is top brand for fourth year

British Airways has retained its title as the UK’s leading consumer “superbrand” for the fourth year running. The airline beat more than 1,500 companies to stay at the top of the annual UK Superbrands list. Lego took second place, followed by Rolex, Andrex and Gillette. The list is determined based on the views of 2,500 consumers.
BA crowned top British brand again

EMMA HASLETT

British Airways (BA) may have hit some turbulence thanks to the weak pound, but when it comes to its brand value, the airline is sailing smoothly on, after it topped a ranking of the UK’s favourite brands – again.

It’s the fourth year in a row BA has topped the Superbrands index, an annual survey of consumers’ views on brands’ quality, reliability and distinction.

BA was followed closely by Lego, which moved from third place to second this year. In at number three was Rolex, followed by Aberdeen at number four and Gillette in fifth place. British retailers John Lewis, Boots and Marks & Spencer also made the list.

The poll of 3,500 consumers suggested people still rely on old favourites, rather than newer brands such as Netflix and Facebook.

"Whether it is John Lewis or Cadbury, the top 10 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life," said Stephen Clarke, chief exec of the Centre for Brand Analysis.

"This is evident from consumers still favouring BA, returning it again as the UK’s leading Superbrand despite its recent challenges."

This is the fourth consecutive year that British Airways has topped the index
National Online Coverage
British Airways is named the UK’s top 'superbrand' for the fourth year heading list that includes high street stalwarts John Lewis, Boots and M&S

- The airline beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking in a 'conservative' list dominated by familiar names.
- Cancer Research became the first charity brand to enter the list at 20th place.

By ANTHONY JOSEPH FOR MAILONLINE
PUBLISHED: 09:01 EST, 27 February 2017 | UPDATED: 06:28 EST, 27 February 2017

British Airways has topped the UK’s ‘superbrand’ list for the fourth year in a row.

The airline beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking in a ‘conservative’ list dominated by familiar names.

Cancer Research UK became the first charity brand to enter the list at 20th place.
Mail Online

Feb 27 2017
(Image 2 of 4)

(est.) Monthly Visits: 384M
(est.) Coverage Views: 337K
Domain Authority: 94

John Lewis remained in the top 20 in sixth position. The first John Lewis store opened in 1962 in Oxford Street, London. There are now 46 branches across the UK. Pictured is a store in Kingston-upon-Thames.

Cancer Research UK became the first charity brand to enter the list at 20th place. It was formed in 2002 and has more than 40,000 volunteers.

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.

Lego continued its third year of upward progression, moving up one place from third to second position.

Rolex and Gillette also made the top five, while Marks & Spencer and John Lewis both moved up the rankings and Cadbury and Boots re-entered the top 20.
Superbrands council chairman Stephen Chechik is said: 'In what can only be described as a significant year of change, the UK public have very much opted for brands that represent continuity, consistency and comfort.

'Whether it is John Lewis or Cadbury, the top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life.'

Andrex, which came fourth, launched as a handkerchief in 1942 and was initially sold exclusively by Harrods.

The Gillette Company was formed in 1901 in Boston, Massachusetts. It came fifth in the list.

(EST.) MONTHLY VISITS: 384M

(EST.) COVERAGE VIEWS: 337K

DOMAIN AUTHORITY: 94
Masters of universe in damage limitation

British Airways and Apple have retained the top two spots as Britain’s most cherished business “superbrand”, despite the seemingly perpetual threat of strikes at the first and a ruling at the second that it must repay billions in illegal state aid from Ireland.

The winners of the latest annual Business Superbrands survey might just as well be named masters of the universe in damage limitation. British Airways has been in a long-running dispute over pay with the union Unite for months and is now facing more industrial action next month, while Apple, which denies any wrongdoing over its tax affairs, is now claiming to be the victim of a human rights breach in its battle with European tax regulators.

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British Airways flying high as it tops the list of nation's biggest and best 'Superbrands' 

Despite a spate of cabin crew strikes, the airline has kept its crown for the fourth year running, leaving Lego and Rolex to tussle for second place.

(domain: Mirror.co.uk)

(EST.) MONTHLY VISITS: 95.5M
(EST.) COVERAGE VIEWS: 137K
DOMAIN AUTHORITY: 90
Despite a spate of cabin crew strikes, British Airways is still flying high as the nation's top Superbrand.

The airline has kept its crown for the fourth year running, leaving Lego and Rolex to tussle for second place.

Best selling construction toy Lego pushed luxury watch brand Rolex into third with loo roll giant Andrex fourth and shaving firm Gillette in fifth.

There were only four new entries in the top 20 with experts saying Brits were looking for familiar names following the uncertainty caused by Brexit.

A survey of 2,500 adults across 1,500 leading household names, asked them to rate the brands according to quality, reliability and what set them apart - the three key features of a Superbrand.

And the fascinating insight into the nation's changing feelings towards big names saw last year's Superbrands Nike, Haagen-Dazs, Virgin Atlantic and Microsoft boosted off the 2017 list.

Passengers left in tears after pilot rants about her divorce and Donald Trump over plane's intercom

They were replaced by heritage brands Boots, Cadbury and Fairy and Cancer Research UK, the first charity to make the list.
There was no space in the top 20 for trendy brands like Netflix, Facebook or Twitter while British veterans John Lewis and Marks & Spencer saw their standing rise.

John Lewis jumped eight places from 14 last year to six and M&S went from 18 to 14.

Stephen Charlton, chief executive of the Centre for Brand Analysis (TCBA), which compiled the Superbrands list, said: “What can only be described as a significant year of change, the UK public has very much opted for brands that represent continuity, consistency and comfort.

“Whether it is John Lewis or Cadbury, the Top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life.

“This is evident from consumers still favouring British Airways, returning it again as the UK’s leading Superbrand despite its recent challenges.”

**Top 20 Superbrands 2017**

1. British Airways
2. Lego
3. Rolex
4. Andrex
5. Gillette
Guess which British stalwart has just been named the UK's favourite brand again

British Airways topped the Superbrands list for the fourth year in a row ([Source](https://www.gettyimages.com)).

British Airways may have hit some turbulence thanks to the weak pound, but when it comes to its brand value, the airline is sailing smoothly on, after it topped a ranking of the UK's favourite brands again.

It's the fourth year in a row BA has topped the Superbrands Index, an annual survey of consumers' 'views on brands' quality, reliability and distinction.

BA was followed closely by Lego, which moved from third place to second this year (having jumped eight positions last year). In at number three was Rolex, followed by Andrex at number four and Gillette in fifth place.

Read more: How can brands avoid social media crises?
British retailers John Lewis, Boots and Marks & Spencer also made the list.

The poll, of 2,500 consumers, suggested people still rely on old favourites, rather than newer brands such as Netflix and Facebook.

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"This is evident from consumers still favouring British Airways, returning it again as the UK's leading Superbrand despite its recent challenges."

Last week shares in International Airlines Group, BA's parent company, rose after it announced a share buyback programme.

Although the weak pound hit the company, which reports in euros, to the tune of €446m (£390m), profits rose 8.6 per cent to €2.5bn.

Superbrands 2017

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<th>Brand</th>
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<td>1. British Airways</td>
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<td>5. Gillette</td>
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<td>18. Google</td>
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<td>19. Amazon</td>
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<td>20. Cancer Research</td>
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Online coverage
Lego has climbed up the ranks of the annual Consumer Superbrands listing for the third year running, second only to British Airways which has retained the number one slot for four consecutive years.

The 22nd annual Consumer Superbrands listing has been compiled following a poll of 2,500 UK consumers who voted on over 1,500 leading brands. The public were asked to consider each brand in relation to their perceived quality, reliability and distinctness – the three factors inherent in a Superbrand.
Toy maker Lego has moved up one place from third to second in the public’s eye, its third year of progression, after a year of wholesale change at the brand.

In December the toy brand named a new chief executive and restructured its organisation, establishing parent company the Lego Brand Group. The new group's purpose is to increase brand cohesion and efficiency across all products, and to pursue further partnership opportunities beyond its theme parks, Hollywood movies, television shows, books and video games.

The brand’s latest film, The Lego Batman Movie topped the weekend box office when it was released earlier this month, selling $55.6m of tickets in its debut weekend, so far grossing $184m worldwide. Its piggybacking off the enormous success of the brand’s first blockbuster movie, The Lego Movie, which grossed $253m back in 2014.

Last month the company unveiled a social network for children, Lego Life, for kids to upload their Lego designs. The Instagram-style network has all the features of a social app - a newsfeed, profiles and the ability to like and comment - but with strict safety features for children under the age of 13.

British Airways held off the Danish challenger to keep its crown, despite the challenges associated with charging for meals on short haul flights and recent industrial action.

This year only four new entries appeared in the top 20. Cadbury and Boots re-entered the lead group, while British retailers John Lewis and Marks & Spencer moved up the list, as heritage brands rank highly among consumers post-Brexit.

Perhaps surprisingly, no social media networks ranked in list, likely as a result of negative press coverage against the platforms like Facebook and Twitter that have been accused of spreading fake news. Google and Amazon ranked at number 18 and 19 respectively.

Instead the consumers opted for iconic British brands such as Andrex, Kellogg’s and Heinz. Cancer Research UK became the first charity brand to enter the top 20.

This article is about: World, Lego, British Airways, Creative, Advertising, Consumer Goods, Brand
British Airways beats Lego, Coke and Google to claim Superbrands crown

BA scores a hat-trick after being voted the top consumer Superbrand for the third year running

British Airways has retained the title as the top consumer Superbrand for the third year running.
British Airways wins battle of the brands for fourth year running

27 February 2017

British Airways has retained its title as the UK's leading consumer superbrand for the fourth year running as several other "reassuring and traditional" names rose up the rankings.

The flag carrier beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking in a "conservative" list dominated by familiar names.

Lego continued its third year of upward progression, moving up one place from third to second position.

Rolex and Gillette also made the top five, while Marks & Spencer and John Lewis both moved up the rankings and Cadbury and Boots re-entered the top 20.

Cancer Research UK became the first charity brand to enter the list at 20th place.

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 council chairman Stephen Chelettin said: "In what can only be described as a significant year of change, the UK public have very much opted for brands that represent continuity, consistency and comfort."

"Whether it is John Lewis or Cadbury, the top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life."

The top 20 superbrands for 2017 are:

1. British Airways
2. Lego
3. Rolex
4. Andrex
5. Gillette
6. John Lewis
7. Mercedes-Benz
8. Kellogg's
9. Apple
10. Coca-Cola
11. Dyson
12. Boots
13. Cadbury
14. Marks & Spencer
15. Jaguar
16. Fairy
17. Heinz
18. Google
19. Amazon.co.uk
20. Cancer Research UK

Tim Oskenden/P1.
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1. British Airways
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3. Rolex
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5. Gillette
6. John Lewis

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11. Dyson
12. Boots
13. Cadbury
14. Marks & Spencer
15. Jaguar
16. Fairy
17. Heinz
18. Google
19. Amazon.co.uk
20 Cancer Research UK

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British Airways wins battle of the brands for fourth year running

British Airways has retained its title as the UK’s leading consumer superbrand for the fourth year running as several other “reassuring and traditional” names rose up the rankings.

The flag carrier beat more than 3,500 companies to stay at the top of the annual UK Superbrands ranking in a “conservative” list dominated by familiar names.

Lego continued its third year of upward progression, moving up one place from third to second position.

Pepsi and Gillette also made the top five, while Marks & Spencer and John Lewis both moved up the rankings and O2 and Boots re-entered the top 20.

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The top 20 superbrands for 2017 are:
1. British Airways
2. Lego
Brexit: Theresa May’s planned corporation tax cut ‘won’t come close’ to protecting...

Theresa May’s plan to cut corporation tax to keep the UK competitive after it leaves the EU would be “no active bullet for a hard Brexit”, a leaked note from a top City economist has suggested.

Sterling under pressure amid talk of second Scottish independence referendum.

Sterling came under pressure on Monday as investors fretted about the prospects of a second Scottish independence referendum, which could compound Brexit uncertainty.

Sir Ian Cheshire to head up Barclays’ ring-fenced UK retail banking business

Barclays has confirmed that former RBS chairman Sir Ian Cheshire will head up its ring-fenced UK retail banking business.

Kainos still ‘one of top places to work in UK’

By John Mulgrew

Kainos has been named as one of the UK’s best places to work.

Northern Ireland

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World

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Health

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(NI)
British Airways tops B2B Superbrands list for third year running

£27 2017

British Airways has retained its number one spot on the annual Business Superbrands list for a third consecutive year.

The airline fought off competition from Apple in second place, with Microsoft, Paypal and Google rounding out the top five.

Now in its 16th year, the annual Superbrands ranking is decided by 30 leading B2B marketing experts and 2500 UK business professionals, ranking 1500 businesses against three main criteria: quality, reliability and distinction.

American brands dominated the top 20, with 13 of the list’s leading brands hailing from the US.

Stephen Cheekets, chief executive of The Centre for Brand Analysis (CBA), which compiled the results on behalf of Superbrands UK, said: “Despite a more turbulent period, British Airways has retained its position as the UK’s leading B2B brand for the third year running. Apple is once again a close contender in second, while rival Samsung retains 15th position despite the widely-publicised issues with its Galaxy handset.

“Unlike other recent polls, the voting pattern when it comes to brands remains remarkably consistent, with challenger brands notably absent as established players maintain their domination over newcomers,” he added.

Superbrands’ Business Top 20

1. British Airways
B2B Marketing

Feb 27 2017

(IMAGE 2 OF 2)

(EST.) MONTHLY VISITS: 101K

(EST.) COVERAGE VIEWS: 523

DOMAIN AUTHORITY: 63
British Airways has held off Apple, Microsoft and PayPal to be crowned the top business superbrand of 2017.

Despite successive strikes making the headlines and unpredictable poll results disrupting the economy, BA was ranked top in a survey of marketing experts and thousands of British business professionals.

The airline outperformed nearly 1,500 others in the sixteenth annual poll, with Apple retaining second spot and, in its strongest performance since 2011, US tech giant Microsoft moving up to third.

Fellow US tech giants PayPal and Google both fell one place to fourth and fifth respectively. Despite this, American tech brands occupy four of the five top positions, confirming their stranglehold on the top of the table.

Stephen Cheetham, Chief Executive of The Centre for Brand Analysis (TCBA), which compiled the results on behalf of Superbrands U.K., said: “Despite a more turbulent period, British Airways has retained its position as the UK’s leading B2B brand for the third year running.”
British Airways tops Superbrands survey again

British Airways has topped the Consumer Superbrands survey for the fourth year running, beating leading brands including Rolex, Mercedes-Benz and Apple.

The list is compiled from a poll of 2,500 UK consumers, who voted on over 1,500 brands. Respondents were asked to "consider each brand in relation to their perceived quality, reliability and distinction – the three factors inherent in a Superbrand".

BA was the only airline in the top 20, with the carrier topping the survey ahead of Lego, Rolex, Audi and Gillette.

Lego moved up from third to second place, and Superbrands said that "British Airways held off the Danish challenger to keep its crown, despite the challenges associated with charging for meals on short haul flights and recent industrial action".

Commenting on the results, Stephen Cheiotsis, CEO of the Centre for Brand Analysis (TCBA), which compiled the results on behalf of Superbrands UK, said:

"In what can only be described as a significant year of change, the UK public have very much opted for brands that represent continuity, consistency and comfort.

"Whether it is John Lewis or Cadbury, the Top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK life. This is evident from consumers still favouring British Airways, returning it again as the UK’s leading Superbrand despite its recent challenges."

BA also topped this year’s Business Superbrands survey, which looks at the UK’s strongest business-to-business (B2B) brands. In this survey the carrier beat brands including Apple, Microsoft, PayPal and Google to top place.

For more information and the full list of results, visit superfbrands.uk.com
BA named UK’s top ‘superbrand’ for fourth successive year

British Airways has been rated as the top UK consumer brand for the fourth year in succession.

The airline was also rated the top business ‘superbrand’ of 2017 with Virgin Atlantic in seventh place and Hilton Hotels and Resorts in 20th position.

The consumer top 20 superbrands also saw Thomas Cook, Heathrow, National Express and P&O Cruises top their categories.

Abta was also rated as a qualifying consumer superbrand and a business superbrand.

Business superbrand winners in the travel sector included Hilton, American Express Travel and Eurostar.

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2 Comments  Travel Weekly

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since lastie 7 hours ago

Good god man are we going back to the days of the Jamwars March. Its W Walsh that needs to be sacked he is and always has been against his employees sticking up for the rights of the worker. And I would like to see the full results of this so called SUPERBRAND survey.

Peter 7 hours ago

Well done BA - DESERVED how sick the staff who want to go on strike. They all knew the rules before they joined. New contracts should be introduced - YOU ARE NOT ALLOWED TO BE UNION MEMBERS.

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BA named top UK superbrand

British Airways has been rated as the top UK superbrand for the fourth year in succession.

The index is an annual survey of consumers’ views on brands’ quality, reliability and distinction, organised by Superbrands UK.

BA also came top in the 2017 business superbrand list, with Virgin Atlantic in seventh place and Hilton Hotels and Resorts coming in at 20th.

The consumer top 20 superbrand list also saw Thomas Cook, Heathrow, National Express and P&O Cruises take the number-one spot in their categories.

ABTA has been named as a qualifying consumer superbrand and a business superbrand.

Business superbrand winners in the travel sector include Hilton, American Express Travel and Easyjet.

Stephen Cheek, chief executive of the Centre for Brand Analysis, which compiled the results on behalf of Superbrands UK, said: “In what can only be described as a significant year of change, the UK public have very much opted for brands that represent continuity, consistency and comfort.

“The Top 20 brands, bar a few notable exceptions such as Google and Apple, are traditional stalwarts of UK travel.

“This is evident from consumers still favouring British Airways, returning to it again as the UK’s leading Superbrand despite its recent challenges.”
Misys named a Business Superbrand two years running

Misys has been awarded Business Superbrands status for 2017. This follows the latest iteration of the long-running annual survey, which has been identifying the UK’s leading business-to-business brands since 2001.

The process was managed by The Centre for Brand Analysis (TUBA) and questioned 2,500 individual business professionals from across the UK, as well as the independent and voluntary Business Superbrands Council. The two audiences judged nearly 1,500 brands, which they assessed on three key criteria: quality, reliability and distinction.

Martin Haring, CMO, Misys said, “This marks our second year running on the Business Superbrands list and reflects the significant transformation journey we’ve been on to continue growing our brand. Our focus remains on delivering innovative financial solutions and first class services and a big part of that comes down to having stellar employees who support and drive our customer-centric vision.”

Stephen Chellantis, Chief Executive of TCB and Chairman of the Business Superbrands Council said, “Having surveyed the views of leading business-to-business marketing experts and UK business professionals, we’re delighted to reveal the brands they deem deserving of Superbrand status. As this accolade is directly linked to how brands are perceived, it is an important signal of the high regard in which each Superbrand is held in the UK. These positive opinions clearly bring many benefits, especially in competitive environments in which brands are trying to outcompete for attention, business and loyalty. A strong reputation is undoubtedly one of the key drivers of business success and growth, so those brands achieving Superbrands status can rightly feel pleased about their achievements and upbeat about their futures.”

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Zopa and Funding Circle awarded Superbrand status

Marc Sheffman
On February 13, 2017

Zopa and Funding Circle have been named as some of the top household names in the UK as the annual Superbrands list is announced.

Compiled by the Centre for Brand Analysis, the Superbrands list is a guide to business and consumer categories with more than 1,500 companies scored on their quality, reliability and distinctiveness.

The business list is judged by marketing experts and entrepreneurs, while the public decide on the consumer section.

Seven companies were named on the business superbrands list within the peer-to-peer and crowdfunding category, which was topped by Zopa.

P2P lender Zopa also made the list, alongside crowdfunding platforms Tenfold, Crowdcube and Givehub.

Judges described Zopa as an “innovative consumer champion in personal finance.”

“Zopa exists to create a richer life for everyone by making money simple and affordable. It believes investing should be simple, instant, ethical and rewarding,” a summary of the firm stated on the Superbrands website.

“Their commitment to personal finance innovation means they have won the respect of their customers and their investors.”

They are among the most well-known P2P brands, but Zopa and Funding Circle are still awaiting full regulatory approval to allow their ethos of innovative Finance 2.0, while more than a dozen other firms are expected to be ready this year.

“We’re proud to be recognised as a Superbrand for the first time,” said Amy Ellner, chief marketing officer at Zopa.

“Superbrand status is not only a testament to our excellent products and customer service, but also our commitment to our customers at the heart of everything we do.”

“The brand has always been built around the core belief that money should be simple and fair.

“Our 333,000 people have taken advantage of our simple loans and smart investments, and this marks an important point in our ambitious plans to bring our products to even more UK consumers.”

Read more: Funding Circle in £2bn revelations
Read more: Awareness of P2P drops north of London
Superbrand: Zopa is Awarded Superbrand Status

February 27, 2017 @ 7:54 am By JD Alois

Zopa, the first peer to peer lender to launch in the UK, has been recognized as a Superbrand receiving this status for the first time. Zopa joins a cohort of some of the world’s most recognized brands including Virgin, British Airways, and Apple. Superbrands is a listing of the UK’s strongest brands, published annually since 1995. There are two separate surveys: Consumer Superbrands and Business Superbrands. Brands do not pay or apply to be considered.

Amy Miller, Chief Marketing Officer at Zopa, commented on the award calling it a fantastic acknowledgment of their service, people, and internal culture. She said it was also indicative of their commitment to put customers first in everything they do.

“Our brand has always been built around the core belief that money should be simple and fair,” said Miller. “Over 300,000 people have taken advantage of our simple loans and smart investment, and this marks an important point in our ambitious plans to bring our products to even more UK consumers.”

The annual Superbrands league table is based on independent research to identify the UK’s strongest brands, as voted for by marketing experts and thousands of British consumers. Other financial services included in the Superbrands list includes Barclays, Lloyds, the London Stock Exchange, and MyS (software).
Značka Mastercard získala přestížní ocenění Superbrands 2017

Roklen24.cz 18:24 - 27. února 2017


„Prestížního ocenění Superbrands 2017 si v Mastercard velice úctíme. Jsme rádi, že se naše práce takto zrcadlí v názorech výběru odborného posádky, ať už i příznivě hodnocení od našich bankovních klientů a držitelů platebních karet. Povzbuzuje nás v dalším rozvoji českého trhu a nových fiktice oblasti,” uvěděl generální ředitel Mastercard pro Česká, Slovenská a Rakousko, Miroslav Lukšič.

Titul Superbrands, který je v České republice udělován po svém obnovení již pátým rokem, získávají pouze značky, které projevily významným výstupem řízením. Občasním mimo jiné společenským podílem agentury GfK. V posledních letech se naše komise Brand Council složená z expertů z různých oblastí, jako jsou marketing a obchod, marketing a vývoj elektronických služeb, komunikace a vývoj uživatelského zkušebního. Do programu Superbrands se jednotlivé značky neměly sami přihlásit.
Continental a Superbrand for third year in 2017

Continental Tyres has been awarded Consumer Superbrands status for 2017. This follows the release of latest results of the long-running annual survey, which has been identifying the UK’s leading brands since 1997. The process, managed by The Centre for Brand Innovation (CBI), examined 1,000 British brands and assessed just over 5,000 brands. Consumers judged the brands on three key criteria: quality, reliability and value for money.

Stephen Cheetham, chief executive of TCB and chairman of the Consumer Superbrands Council said: “It is certainly pleasing to keep brands that really can be meaningful with drivers on any previous leader. This continued reliability, coupled with quality and directness, are the factors that the public is concerned when selecting what to invest in. As super brands, Continental has many other criteria and achieving this status is affirmation of its brand’s resilience and will go some way in improving consumer brand expectations among a competitive group.” Continental’s marketing director, Continental UK said: “Superbrand status for the third year is a huge honour for Continental UK over 140 years of success. Continental puts safety first, and has a rich heritage of developing innovative products for transport operations. Our innovative approach has been consistently well received by consumers, who now see the brand as accessible across a range of partnerships with all major German, European and international partners. We are proud to support safety initiatives and our brand will continue to bring safety and reliability to the market. This status is a testament to the brand’s commitment to delivering for our customers.”

British Army, Liege and Molek in touch are now aiming for a top five ranking.

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British Airways is named the UK's top 'superbrand'

The airline beat more than 1,500 companies to stay at the top of the annual UK Superbrands ranking. Cancer Research UK became the first charity brand to enter the list at 20th place.

Source: Owler
Who are the UK B2B Superbrands 2017?

Superbrands is an annual initiative to identify and celebrate the UK’s strongest consumer and B2B brands in Britain by The Centre for Brand Analysis (TCBA).

Sounds good. But what exactly is a Superbrand?

A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise."

I am very proud to be a member of the UK Superbrands expert council (part of the team that vote on the brands) and like many others, look forward to seeing the top 10 each year. Not least to see how it differs from my input into the process.

The official Top 10 Business Superbrands for 2017 are:

- British Airways
- Apple
- Microsoft
- PayPal
- Google
- Shell
- Virgin Atlantic
- American Express
- Mastercard
- Johnson & Johnson

So how do you join this prestigious list?

Brands do not apply or pay to be considered; rather, the selection process is conducted as follows:

- A comprehensive database of business-to-business brands operating in the UK was compiled using a wide range of sources, from sector reports to blogs. From the thousands of brands initially identified, nearly 1,900 brands were shortlisted. This shortlist was scored by two separate groups of voters:
- The independent and voluntary Expert Council, comprising 30 senior industry figures. Council members individually awarded each brand a rating from 1–10 and were not allowed to score brands with which they had a direct association or were in direct competition to.
- 2,500 business professionals with purchasing or managerial responsibility.

For further information about the selection and judging process click here.
Apple is number two on the Top 20 [British] Business Superbrands for 2017

February 23, 2017  Dennis Sexton

Apple came in ninth on the Top 20 Business Superbrands for 2017 list, a survey of marketing experts and thousands of British business professionals. British Airways claimed the top spot.

The airline outperformed nearly 1,500 others in the sixteenth annual poll, with Apple retaining second spot. Rounding out the top 10 are PayPal, Google, Microsoft, Visa, Virgin Atlantic, MasterCard, and BP.

“Apple is once again a close contender in second, while rival Samsung retains 15th position despite the widely-publicised issues with its Galaxy handset,” says Stephen Cheliotis, CEO of The Centre for Brand Analysis (CBEA). Unlike other recent polls, the voting pattern when it comes to brands remains remarkably consistent, with challenger brands notably absent as established players maintain their domination over newcomers.”

In the top 10 of the Consumer Superbrands 2016 survey among British consumers, Apple was ninth (down two places from last year). It was ahead of Coca-Cola, but behind BA, LEGO, Rolex, Audi, John Lewis, Mercedes-Benz and Kelloggs.

“
LEGO, Kellogg’s, Coca-Cola among Superbrands 2017

By Samantha Loveday
February 27, 2017

Properties with strong licensing links named in annual survey of top consumer brands.

A host of top name properties with strong licensing programmes have made this year’s Superbrands listing.

The top 20 Consumer Superbrands list is headed up by British Airways, closely followed by LEGO.

Kellogg’s (8), Coca-Cola (10) and Heinz (17) also make the top 20.

Meanwhile, retailers making the listing include John Lewis (6), Boots (12), Marks & Spencer (14) and Amazon (19).

First published in 1995, Consumer Superbrands is an annual listing of the UK’s strongest consumer brands.

The brands are chosen by 2,500 members of the British public from a list that has been refined by a council of senior industry figures. Brands do not apply or pay to be considered.

As well as the main top 20, a host of brands were also named as category winners. These included Guinness, Jack Daniel’s, Robinsons, Manchester United, BBC, Mothercare, Laura Ashley, Halfords, Sainsbury’s and Nike among others.
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Lego closes in on UK Consumer Superbrands crown, moving into second behind British Airways fal.cn/Qz8P
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Apple is number two on the Top 20 [British] Business Superbrands for 2017

Apple came in ninth on the Top 20 Business Superbrands for 2017 list, a survey of marketing experts and thousands of British business professionals. British Airways claimed the top spot.
LEGO, Kellogg's, Coca-Cola named among Superbrands 2017 @superbrandsuk

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British Airways flying high in list of nation's biggest and best 'Superbrands'

Despite a spate of cabin crew strikes, the airline has kept its draw for the fourth year running, leaving Lego and Rolex to fight for second place.

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