



Superbrands[®]

Cool Brands[®]

Friday 27th January 2023

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16 YEARS SUPERBRAND

About Superbrands and CoolBrands®

The Superbrands organisation identifies and pays tribute to exceptional brands throughout the world. The UK programme is run under license by The Academy of Chief Marketers.

ABOUT SUPERBRANDS, VOLUME 23

Superbrand status is awarded for quality, reliability and distinction. Only the most highly rated brands achieve this accolade.

To ascertain which brands are most highly regarded, a comprehensive list of more than 3,200 consumer and business-to-business brands are voted on by our independent expert panels, alongside consumers, for the Consumer Superbrands programme and business executives for the Business Superbrands programme. Votes are combined to reach a final ranking for each brand and those with the highest scores are awarded Superbrand status.

Volume 23 of the Superbrands UK publication, tells the story of many of these successful brands, exploring their history, development and achievements, showcasing why they are so well-regarded. These case studies provide valuable insights into the strategies of the brands that consumers and business professionals trust and admire.

uk.superbrands.com

If you would like to order a copy of Superbrands, Volume 23 or CoolBrands® 2022/23 please email books@chiefmarketer.co.uk



ABOUT COOLBRANDS® 2022/23

CoolBrands® status is given to brands that show authenticity, desirability, innovation, originality and responsibility.

CoolBrands® is an annual initiative to identify and pay tribute to the nation's coolest brands. Since 2001, we have been canvassing the opinions of experts and consumers to produce an annual barometer of Britain's coolest brands. Cool is subjective and personal. Accordingly, voters are not given a definition but are asked to bear in mind the above factors, which research has shown are inherent in all CoolBrands®.

Some brands are timeless as generation after generation falls in love with them, others are new contenders that strike just the right note.

Coolness is one of those concepts that's hard to define, and it's also a trait that most brands would love to have, but few achieve. Even if a lot of money is spent trying to get there, the apparent effortless swagger of genuine coolness is as elusive as ever.

coolbrandsuk.com





The smart customer platform that balances privacy and data to power great customer experiences in the digital age

Shaping the future of customer centricity



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Qualifying CoolBrands®

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UK.SUPERBRANDS.COM
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Superbrands, Volume 23

Research and Results Overview



STEPHEN
CHELIOTIS

CEO, TCBA
& Chair Superbrands
Expert Councils

The Process

Since 1995, Superbrands’ rankings have provided an overview of sentiment toward brands operating in the UK. Adopting its current methodology in 2006, the research process canvasses the views of UK consumers, business professionals and marketing experts. This year, 3,214 brands were assessed: 1,580 business-to-business brands across 72 categories, and 1,634 direct to consumer brands across 85 categories. Brands never apply to be considered, each year all the key players within each sector are evaluated to identify the most highly regarded.

The business-to-business brands were assessed by an independent expert council of 27 senior business-to-business marketing leaders, this was alongside 2,517 UK business professionals, all with purchasing or managerial responsibility within their businesses. A nationally representative sample of 2,533 UK adults voted on the consumer brands. In place as a secondary quality control mechanism, 39 leading experts sat on the Consumer Superbrands Council and also rated the brands, with any lowly appraised effectively vetoed from attaining Superbrand status.

Combining the perceptions of two audiences ensures the experts’ view, typically factoring in considerations such as each brand’s purpose, positioning and distinctiveness, are combined with the awareness and sentiment of prospective buyers and customers. While all voters consider the three criteria inherent in a Superbrand when voting, namely quality, reliability and distinction, an individual’s perception will naturally be impacted by everything they’ve seen or heard about each given brand.

Using the Superbrands results to understand a brand’s equity or equity shift requires reviewing the detailed sector data over time to uncover underlying changes in performance. A brand typically has a range within which it fluctuates in the rankings, determined by fundamentals such as the brand’s comparative physical and mental availability. Shorter-term impacts, such as levels of buzz, influence the brand’s position within its range each year. A deviation to that brand’s medium-term range, a de-coupling of its movement compared to peers, or an extended period of improvement or decline, signifies a deeper underlying brand equity shift.

The Results

Naturally, individuals are curious about the overall winners. Strong brands do not rise or fall overnight, however with so many brands involved in the process and the voting gaps between each brand small, a tiny voting shift can impact overall rank. In terms of this year’s top 20, just four brands feature that didn’t last year. Three of the four new entries however have been regular top 20 visitors, with Häagen-Dazs re-entering the leading group after a one-year absence; Heinz after a three-year absence; and Fairy after a five-year break. These rises nevertheless show the strength of everyday staples. Sky, on the other hand, has entered the top 20 for the first time since the current methodology was adopted in 2006.

The two lead brands in the Consumer Superbrands survey retain their places, with Rolex once more topping the list and LEGO taking runner-up position. The payment companies also continue their consistently strong run, with Mastercard up 12 to fourth and Visa down marginally by three places to sixth.

Some of the new categories reviewed this year allowed us to identify sector leading Superbrands, including Hargreaves Lansdowne in the ‘Financial – Savings & Investments’ sector, Estée Lauder in the ‘Beauty, Cosmetics & Skincare’ sector and Tinder in the ‘Services – Dating & Personal Discovery’ sector.

An additional data point to Superbrands, introduced a couple of years ago, is the Relevancy Index, which is based on whether consumers believe an individual brand has gained or lost relevance compared with the past. This sub-index reduces the impact of longer-term goodwill on a brand’s scores and focuses consumers’ minds on current use and momentum.

The top 20 reaffirms the powerful position of a small set of fast-growing brands. Netflix remains at number one, with LEGO second – up three places – and Amazon third, down one place. Apple, WhatsApp and Zoopla all entered the top 20, having previously been in or close to it.

In the Business Superbrands survey, there were six new entries into the top 20, however of those ‘new entrants’ all are brands that have been typically close to, or dipping in and out of, the leading group in previous years. Reflecting the reduced focus on Covid-19 at the time of the survey, big pharma suffered a little with Johnson & Johnson, down nine places and GSK, down eight. Astra Zeneca and Pfizer, down five and four places respectively, do however remain inside the top 20.

The research is primarily used to identify the leading brands in each category and to award those brands Superbrand status. Beyond that, a deeper and longer-term look at the core index and associated relevancy index, can reveal much about an individual brand’s performance.

Top 10 Ranking Business and Consumer Superbrands

	Business Superbrands Top 10	Consumer Superbrands Top 10
1	Apple	Rolex
2	Google	LEGO
3	Microsoft	Samsung
4	PayPal	Mastercard
5	Emirates	Apple
6	BT	Visa
7	Mastercard	Kellogg's
8	Samsung	British Airways
9	Pfizer	Google
10	British Airways	Häagen-Dazs

Relevancy Index Consumer Superbrands Top 10

	Brands	Categories	Net Relevancy%
1	Netflix	Media - TV	58
2	LEGO	Child Products - Toys and Education	54
3	Amazon	Retail - Department Stores, General Re- tailers & Marketplaces	53
4	Samsung	Technology - General	52
5	Google	Search & Social Media	51
6	Apple	Technology - General	49
7	Cancer Research UK	Charities	49
8	PayPal	Financial - General	46
9	Macmillan Cancer Support	Charities	45
10	Tesla	Automotive - Car & Bike Manufacturers	45



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ALL**



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CoolBrands® 2022/23

Research and Results Overview



**STEPHEN
CHELIOTIS**

CEO, TCBA
& Chair CoolBrands®
Expert Council

Coolbrands® is an initiative to identify and pay tribute to the nation's coolest brands, running since 2001, and as always, brands do not submit applications or make payments to be taken into consideration.

The selection process is independently administered by The Centre for Brand Analysis (TCBA), who also manage the Superbrands research programme, centred more on mainstream brands.

From the thousands of brands initially identified for consideration, a comprehensive final shortlist of 1,508 brands across 75 categories and subcategories was compiled using a wide range of quantitative and qualitative sources.

The list is eclectic and includes both established and challenger brands with differing consumer profiles and fame.

How big a brand is, or how long it has been operating, was not in itself important to being considered for the final list.

The list is eclectic and includes both established and challenger brands with differing consumer profiles and fame

The extensive shortlist of brands was voted on by an independent and voluntary council of 60 experts and influencers convened by TCBA.

Leaders from across multiple fields from technology to fashion, and from beauty to health and wellbeing provided breadth of expertise and knowledge.

Council members individually awarded each brand a rating from 1-10 and were not allowed to score brands with which they have an association or are in competition with.

Brands were sorted into categories, to help individuals evaluate brands against their peers. As this is a UK orientated project, individuals were asked to consider the brands credentials in the UK only, so whether a brand is large or well-regarded internationally was not something individuals had to consider.



Image credit: Home Grown Club

Cool is subjective and personal, so naturally individuals only scored brands with which they were very familiar.

As perceptions of what defines cool and which brands are cool vary greatly from one person to the next, the expert council were not given a tight definition of what constitutes cool.

There are no archetypal cool brands. Some are young and coming to market with a fresh new offering or perspective from what existing peers offer. Many come with a core ethical and purpose driven mindset, others with technology-led innovations or a new take on the market. Conversely other brands deemed to be leaders in their field remain classic CoolBrands, barely altered over time

We were interested in each person's feelings about each brand now, relative to their own criteria of what makes a brand cool. Nevertheless, the following five influential factors were outlined to the voters, who were asked to bear these in mind when scoring:

ORIGINAL

Does the brand stand-out from rivals, is it distinctive in its product, styling or marketing, and does the voter believe it treads its own path rather than following others.

INNOVATIVE

Is the brand constantly refreshing and developing, proving adaptable and flexible, perhaps driving market changes based on shifting customer demands.

AUTHENTIC

Does the brand have a clear and evident underlying purpose and values, and does it feel genuinely passionate about what it does.

DESIRABLE

Is there a lustre for the brand compared to peers, do people seek it out and is there excitement about new products and services they release.

RESPONSIBLE

Is the brand more than a nice product or service well presented. Is it fundamentally a good corporate citizen, for example treating employees well, focusing on genuine sustainability, while embracing positive human values and equality.

The Change Makers

With consumer and client needs evolving at a rapid pace, how are brands innovating, showing resilience and staying ahead in their markets?



SYMA CULLASY-ALDRIDGE
Chief Campaigns Director
CBI

Why does growth matter? It's about people. People whose pay rises aren't as high as price rises; people who want to be reskilled or upskilled for better opportunities. People who recognise that our public services need more money. But there isn't any because there's no growth.

The Government has stabilised our economy, and the current CBI forecast is the Prime Minister may hit his pledge to see growth by the end of 2023, at 0.1%.

But even when growth returns, none of the forecasts say the UK will achieve the high growth we need. It will take serious forward momentum to overcome pressures at home post pandemic, with competitive global trade, intense labour shortages, and high costs.

So, the CBI is calling for immediate growth action.

Government should use the Spring Budget to start incentivising greater capital investment. It can present an integrated, purposeful and realistic plan to get people back into work and strengthen skills and childcare support. Crucially, it can help secure our share of innovative future markets, like green tech.

We also challenge business: to invest more – in capital, your people and ideas – and accelerate your net zero journey.

Let's get moving forwards, and growing, again.



JACKIE MARSHALL
Head of Brand and Marketing
Fairtrade Foundation

Fairtrade has led the way in ethical trade for nearly three decades. We're best known for the distinctive blue and green label that appears on products certified to industry-leading Fairtrade standards. But Fairtrade is more than just a label: we're a global movement committed to fairness, sustainability and decent livelihoods for smallholder farmers and agricultural workers.

Today our work – connecting farmers, businesses and consumers on the path towards sustainability – is more important than ever. Climate change, conflict and the global cost-of-living crisis are threatening marginalised communities in low-income countries, putting their livelihoods and the future of our food at risk.

However, our research has shown that farmers who benefit from Fairtrade Standards, pricing and programmes are more resilient in times of global crisis. UK shoppers understand the difference Fairtrade makes: our latest consumer research (Kantar 2022) shows that Fairtrade remains a highly trusted and visible mark. And despite these difficult economic times, with Fairtrade products available at all price ranges, shoppers can still choose ethics and sustainability at the supermarket till.

That's why, this Fairtrade Fortnight (27 February – 12 March), we'll once again be asking the British public and businesses to get behind Fairtrade so that together, we can continue to make the future as fair as it can be.



JONATHAN GOODMAN
Head of Polestar UK
Polestar

Polestar is determined to change society and accelerate shift to sustainable mobility. We are an electric performance brand with design, technology and sustainability forming our DNA. Polestar has introduced a new route to market with an online direct to consumer model, a model that seeks unashamedly to change the face of automotive retail, reflecting how customers want to buy and making the process fun again.

We put our stores (known as Spaces) in city centres where customers already go to shop, not out of town where the only other stores are other car dealerships. Spaces are staffed by salaried product experts rather than on commission because our customers buy online thus removing any pressurised selling. Staff are simply there to answer questions and give information customers need to make the right decision.

Polestar also prides itself on its transparency, so for every car we sell, consumers are able to read our LCA (Lifecycle Analysis) report to see all the raw materials that go into making a Polestar. Based on this starting point, we then relentlessly strive to drive down our CO₂ impact on our planet, gram by gram. To date, we have already removed 1.7 tonnes of CO₂ from the manufacturing process of our cars. It is a long journey ahead, but we have publicly stated our moon-shot goal to build a completely climate neutral car (without offsetting) by 2030.



THEO PAPHITIS
Owner & Chairman
Ryman

I acquired Ryman in 1995 and haven't looked back, even though at the time people said that stationery was a dying business in light of the rise of the 'paperless office'. Well, over 27 years and £2.5bn in sales later, Ryman is a brand that has been part of our communities for 130 years and we've shown how the business has stayed relevant for all customers, whether in offices, education or homes.

Ryman was originally known for business stationery but has transformed its offering in line with the merging of the worlds of work and home, particularly over the last few years. Whether Ryman customers need in-store or online service, the channels work together to provide the right products and services in the right place, at the right time.

Ryman works closely with other leading brands in the world of stationery, technology and related supplies, to bring innovation in our chosen categories such as mobile and eco-friendly printing, even designing a Ryman font and children's handwriting pens. Ryman also has the broadest choice in our key categories like pens, filing and notebooks on the high street, and the balance between functional products and trends has fused these to the delight of our customers.

Furthermore, 1.6 million pens and 26,000 ink cartridges have been recycled as part of Ryman's in-store programme. New areas of focus include crafting, art, personalisation, gaming and travel tech accessories. The 1893 Crafts range has been built with sustainability in mind, with all packaging, paper and wooden products being FSC certified, where applicable. In addition, single use plastic has been minimised within the range and many items come in reusable packaging.

Ryman's knowledgeable colleagues' priority is ensuring our customers receive the best service possible and that's why 130 years on, Ryman is still a heritage retail brand that is fit for the future.



Image credit: Fairtrade Foundation



AMIT KAPUR
Head of UK & Ireland
TCS

UK businesses have faced immense challenges and disruption over the past couple of years. Many, including some of Britain's high street stalwarts, have had to quickly find new ways to stay ahead of the changing marketplace while also anticipate evolving customer demands. In the face of adversity, the key to success for many has been to harness the power of new technologies for their working practices and to power business growth. As hybrid and agile remote working suddenly became the norm post-pandemic, many turned to cloud tools. These can facilitate real-time business insights, secure data storage and remote security protocols, enabling employees to pivot to working from anywhere.

At TCS, we're proud to be a trusted digital transformation partner that can help businesses navigate this new digital world. We recently expanded our decade-long partnership with Marks & Spencer plc as they continue to transform their business. TCS will work with the M&S Tech team to simplify the retailer's technology and modernise core business systems using a cloud first and composable platform strategy.

Embracing digital will be critical for businesses to build resilience and adapt to future challenges, and TCS is enabling their strategy through the transformative power of technology.



NICK HAMPTON
Chief Executive
Tate & Lyle PLC

Covid, cost-of-living and climate crisis. The strain on public health. How's this and more affecting food trends?

What people want from their food is constantly changing, shaped by the world around us. Covid has accelerated the focus on healthier diets, the cost-of-living crisis is moving people increasingly towards value. Looking ahead, we see five main consumer trends driving the future of food: healthy, tasty, sustainable, convenient and affordable food.

As a world leader in ingredient solutions for healthier food and beverages, we are a science-driven business, investing in R&D, innovation and nutrition research, and applying this to provide solutions to our customers in their creation of the world's favourite food and beverage products. All this done sustainably, enabling communities and people to thrive by living our purpose of Transforming Lives through the Science of Food.

In the last two years, Tate & Lyle's ingredients and expertise has helped take five million tonnes of sugar out of diets, equivalent to 20 trillion calories. That's close to the recommended daily calorie intake of everyone on earth. Given rising incidences of obesity and diabetes, we continue to innovate, working closely with our customers, who span multinational food brands to smaller startups. Over the past few years, we have successfully navigated a difficult external environment with agility and resilience, and our focus remains on creating science-driven solutions to allow our customers to provide healthy, affordable and sustainable food and beverage products to consumers globally.

The Superbrands, Volume 23

In a continuingly challenging economic climate, the strongest brands must show resilience, an ability to embrace change as well as a deep understanding of their market. Compassion for both employees and the planet are also common threads that bind these Superbrands together

The following pages offer brief profiles of some of the strongest consumer and business-to-business brands in the country and a glimpse of the attributes that earned them Superbrands status

For further details please email info@superbrandsuk.com,
call +44 20 7118 0018 or visit uk.superbrands.com



Autoglass®

Autoglass® is a leading consumer and business automotive brand, providing vehicle glass repair, replacement and recalibration to more than one million motorists every year.

autoglass.co.uk



Boots

Boots has been at the heart of the community for over 170 years, with the ambition to provide affordable healthcare for all – a vision that's still alive today. Boots is the UK's leading health and beauty retailer with more than 53,000 colleagues and 2,247 stores.

boots.com



Business Design Centre

It has been 160 years since the Royal Agricultural Hall originally opened its doors, but the now Business Design Centre (BDC) is still a place where businesses come to collaborate and grow. Welcoming almost one million visitors a year, the BDC prides itself on its initiatives that prioritise people and planet and its ability to use the company's platform for good.

bdc.london



CBI

The CBI is the UK's most influential business organisation. Working with both business and government, its vision is to make the UK the most dynamic, competitive and future-focused economy in the world.

cbi.org.uk





Coca-Cola

Coca-Cola is one of the most recognisable brands in the world. Within the UK, the brand is worth more than £1bn and reinforces its position as market leader in the soft drinks category through ongoing brand and product innovation.

coca-cola.co.uk



Continental

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation.

continental-tyres.co.uk



Crowne Plaza® Hotels & Resorts

Crowne Plaza® Hotels & Resorts is one of the world's largest premium hotel brands with more than 400 locations in city, airport, leisure and suburban destinations and properties spanning across 63 countries. The brand is everywhere the modern business traveller wants to stay for business, leisure or a blend of both. Crowne Plaza understands that business travel isn't just about business it's about balancing work and life to feel both successful and fulfilled.

crowneplaza.com



De Vere

De Vere's iconic hotels number some of Britain's most notable country estates, combining two distinct experiences; De Vere Estate, where modern comforts meet contemporary style and De Vere Reserve, the very best of De Vere in lovingly restored mansion houses with thoughtful finishing touches.

devere.co.uk

DE VERE



Dr Pepper

Weird runs through Dr Pepper's DNA. Its taste is hard to describe, thanks to a blend of 23 flavours and its strange name and misfit personality have always made it a bit different. Pushing consumers out of their comfort zone to try something a bit different and embrace the weird is what it does best.

coca-cola.co.uk/brands/dr-pepper



Edwardian Hotels London

Offering a collection of individual hotels, inspired by London and rooted in the neighbourhoods the hotels inhabit, from stylish boutiques through to luxury on the grandest scale, each hotel boasts stunning interiors and exceptional comfort. With complimentary wifi throughout, chic bars and concept restaurants, Edwardian Hotels London's service ethos delivers unforgettable experiences.

edwardian.com



Fairtrade Foundation

The Fairtrade Foundation is a charity that makes trade work for everyone: farmers and workers, consumers, businesses, and the environment. For over 25 years, the Fairtrade Foundation has developed fairer and more sustainable trading relationships between UK shoppers and two million farmers and workers.

fairtrade.org.uk



Fanta

Fanta is an ally to the exceptional human beings who are playful at heart; those who never let go of their lust for life, whatever their age. Its range of colourful fruity flavoured drinks have driven growth in the carbonated soft drinks market, whilst spreading a sense of fun.

coca-cola.co.uk/brands/fanta





Financial Times

The Financial Times is one of the world's leading news organisations, recognised internationally for its authority, integrity and accuracy. It serves as a trusted independent guide to a fragmented world; essential for the ambitious, the curious and the champions of better business.

[ft.com](https://www.ft.com)



Flymo

Since inventing the hover mower more than 50 years ago, Flymo has become a market leader in effective and affordable garden care products. Its range now encompasses everything from grass trimmers to robotic lawnmowers. With constant design and technological innovations being at the heart of Flymo, the brand is continually revolutionising its range.

[flymo.com/uk](https://www.flymo.com/uk)



Go.Compare

Go.Compare is part of Future plc, the global company behind some of the world's favourite content brands. Its website lets customers compare the prices and features of insurance, financial products and utilities.

[Go.Compare](https://www.go.compare)



Holland & Barrett

Holland & Barrett is the UK's leading wellness retailer (Source: Kantar Brand Tracking – health and wellness retailers, March 2021) and one of the largest in Europe. It makes health and wellness a way of life for everyone, with a leading range of own brand, innovative vitamins, supplements, specialist food, sports nutrition and ethical beauty brands. Established in 1870, Holland & Barrett has been trusted for wellness for over 150 years.

[hollandandbarrett.com](https://www.hollandandbarrett.com)



Hoover

A market leader in future-thinking smart connected technology, Hoover is a trusted brand with consumer wellbeing at its core. It continues to integrate the latest practical advancements and style into an expansive portfolio of freestanding, built-in and floorcare appliances.

[hoover.co.uk](https://www.hoover.co.uk)



Howden

Howden is a leading global provider of mission critical air and gas handling solutions that its customers' vital processes depend on. Howden helps its customers to increase their environmental and operational efficiencies and to decarbonise their operations and is advancing a more sustainable future for everyone.

[howden.com](https://www.howden.com)



Investors in People

Investors in People's purpose is simple. Make work better. Three words. Easy to understand, but not always easy to get right. Since 1991, it has been a force for making work better for more than 11 million people, with ambitions for further growth.

[investorsinpeople.com](https://www.investorsinpeople.com)



Image credit: Irwin Mitchell's client Bob and his solicitor Nicola

Irwin Mitchell

Over one million people have trusted Irwin Mitchell to make a positive difference to their life, their family and their business through expert legal advice and financial planning, delivered with care.

[irwinmitchell.co.uk](https://www.irwinmitchell.co.uk)





Image credit: TONI&GUY



Marshalls

Marshalls is the UK's leading hard landscaping, building and roofing products supplier and has been supplying innovative products to the construction, home improvement and landscaping markets since the 1890s. Marshalls creates products that improve landscapes and create better environments to develop happier and healthier communities.

marshalls.co.uk



Paddy Power

What started out as a betting firm has grown into one of the biggest and best-known football and entertainment brands in the world, serving up mischief since the very beginning – whether it's taking bets on the next pope or prime minister to releasing a chart topping album of terrace chants for the World Cup.

paddypower.com



Photo-Me

Photo-Me, the market leader in photographic ID for over half a century, is an iconic brand known to the British public for its unique visual identity that has become synonymous with the self-service photo booth. In line with its origins as an innovator, 2022 saw the business embark on an ambitious rebranding to reflect its growing array of self-service innovations.

megroup.uk



Ryman

2023 marks 130 years since the opening of the first Ryman store on Great Portland Street, London, by Henry J Ryman. Famous for customer service, Ryman is the leading stationery specialist on the high street, offering an extensive range, key services, expert advice and value for money via its stores and website.

ryman.co.uk





Sandals Resorts

By offering luxury, innovation and choice, Sandals and Beaches Resorts have been at the forefront of the Caribbean all-inclusive travel sector for 40 years. In an industry brimming with new contenders, the combined knowledge and experience of Sandals' management team and resort staff has maintained its market-leading position.

sandals.co.uk



Savills

Savills plc is a global real estate services provider with more than 700 offices and associates in 70 countries throughout the Americas, the UK, continental Europe, Asia-Pacific, Africa and the Middle East. Its 40,000-strong workforce combines entrepreneurial spirit and a deep understanding of specialist property sectors with high standards of client care.

savills.co.uk



Savlon

Savlon has been making every day, minor injuries worry free for generations. It aims to give parents the reassurance that they are doing the best they can for their family, so fun can be restored with minimal fuss and worry. First Aid for Life is at the core of everything Savlon does.

savlon.co.uk



Selco Builders Warehouse

Selco Builders Warehouse is the UK's fastest growing builders' merchant and supplier of choice for the jobbing builder. With ambitious plans to increase market share in the Repair, Maintenance and Improvement (RMI) sector, Selco is committed to a sustainable operating future and continues to go from strength to strength.

selcobw.com



Shred-it

Shred-it is one of the UK's leading information security companies. It helps organisations maintain the security and integrity of private and confidential information through document shredding, hard drive destruction, recycling and workplace privacy policies. With more than 5,000 team members and operating a fleet of more than 2,000 trucks globally, the Shred-it focus is to protect what matters.

shredit.co.uk



Silentnight

Silentnight is the UK's most trusted sleep brand. With a wide consumer profile, Silentnight's mission is to use its passion, product knowledge, exceptional quality and sleep expertise to provide sleep solutions for a nation of unique sleepers.

silentnight.co.uk



Sprite

An ice-cold Sprite has a distinctive, intense carbonation and a signature, thirst quenching lemon and lime taste. Recently, a new global platform has been launched for the brand titled, 'Heat Happens. Stay Cool.'

coca-cola.co.uk



STAEDTLER

Designing and manufacturing premium quality writing instruments since 1835, STAEDTLER offers a comprehensive range of stationery and craft products for the school, home and office, including instantly recognisable classics such as the yellow-and-black Noris school pencil. Innovation remains key to the company's success with regular breakthroughs in design, performance and manufacturing.

staedtler.com



Head of ideas.



Subway®

As one of the world's largest quick-service restaurant brands, Subway® serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway® restaurants are owned and operated by Subway® franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

subway.com/en-GB



Sunbelt Rentals

Sunbelt Rentals is a global leader in equipment rental solutions. It places its customers, colleagues, communities, and climate at its heart. As the market leader, it has the most environmentally sustainable rental fleet and an enviable track record in its social impact initiatives which are positively transforming lives.

sunbeltrentals.co.uk



Tata Consultancy Services

Tata Consultancy Services (TCS) has retained both its position as the UK's most trusted IT partner and its ranking as the UK's largest supplier of software and IT services (SITS) in revenue for the second year by TechMarketView, authenticating its position as a key contributor to the British economy.

tcs.com



Image credit: ©Tate & Lyle

Tate & Lyle

Tate & Lyle is a world leader in ingredient solutions for healthier food and drink. Through its wide portfolio of ingredients and leading expertise in sweetening, mouthfeel and fortification, Tate & Lyle takes sugar, calories and fat out of food, and adds in nutritious ingredients such as fibre and protein, without compromising taste. A purpose-led business, Tate & Lyle is dedicated to transforming lives through the science of food.

tateandlyle.com



tommee tippee®

tommee tippee® is the number one baby feeding accessories and sleep brand in the UK (Source: Source: 52 w/e IRI and Edge to 7th Sep 2022) and one of the top brands of infant products and accessories in the global market providing innovative, intuitive and stylish products loved by babies and recommended by generations of parents.

tommeetippee.com



TONI&GUY

TONI&GUY has long been renowned as an innovator within the hairdressing industry, bridging the gap between high fashion and hairdressing. Toni Mascolo OBE's franchise model has maintained the company's high education and creative standards, protected the brand and made successes of thousands of TONI&GUY hairdressing entrepreneurs worldwide.

toniandguy.com



Vodafone

Vodafone is the UK's most valuable brand (Source: Brand Z, 2022) and a leader in mobile phone and broadband technology. It is committed to connecting the UK through its reliable, award-winning broadband and mobile network with Vodafone EVO and Vodafone Pro II Broadband.

vodafone.co.uk



Whistl

From its origins as a challenger brand in the postal sector, Whistl has grown and diversified to become the UK's leading logistics specialist in e-fulfilment, contact centres, mail and parcels. It is on a mission to grow by doing a great job, with can-do people working efficiently to deliver exceptional services to all its customers.

whistl.co.uk





Maximise your potential

Home Grown is the private members' club that provides entrepreneurial pioneers with unique resources to unlock the true value of their business potential.



We are a global community of experienced entrepreneurs, sophisticated investors and trusted advisors.



A London base to network, entertain and stay.



"Home Grown has cultivated a wonderful community of Scale-up leaders and investors. It always feels so welcoming, whether we are hosting events or catching up with our community over a coffee or lunch, the service is always impeccable."

Janet Coyle OBE,
Managing Director Business Growth,
London & Partners



Access to industry experts, thought leaders and exclusive market insights.



Member events that expand your network and accelerate your success.



Business lounges, flexible meeting and workspaces.



"A one-stop-shop for entrepreneurs and investors. What really sets Home Grown apart is their members' events which provide access to valuable insights and support scaling founders on their growth journey."

Richard Farleigh,
Entrepreneur and Former Dragon,
BBC's Dragon's Den



Destination bar and restaurant.



35 bedrooms, rates starting from £175.



Find us at the centre of it all

Sister club to Home House, part of the Home House Collection

homegrownclub.co.uk

44 Great Cumberland Place,
Marylebone, London W1H 7BS

Contact us 0203 9288 088
membership@homegrownclub.co.uk

Your solutions. Our creativity

Unlock your full potential with DNA | Emotio -
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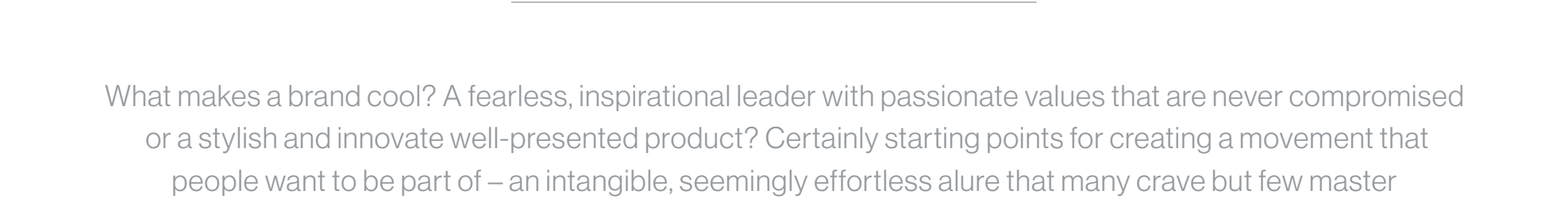
Benefit from our expert digital solutions to maximise
the effectiveness of your online presence and
branding strategies. Our mission is to become a
crucial contributor to your growth and a dependable
extension to your teams.



Check out our new website www.emotio.agency
or email getintouch@emotio.co.uk

DNADIGITAL | **emotio**

The CoolBrands® 2022/23



What makes a brand cool? A fearless, inspirational leader with passionate values that are never compromised or a stylish and innovate well-presented product? Certainly starting points for creating a movement that people want to be part of – an intangible, seemingly effortless allure that many crave but few master

We are proud to present this dynamic and diverse collection of some of the most outstanding CoolBrands® in the UK for 2022/23

For further details please email info@superbrandsuk.com, call +44 20 7118 0018 or visit coolbrandsuk.com



Affordable Art Fair

Affordable Art Fair is the destination to find sophisticated, affordable contemporary art from £50 – £7,500.

Founded in 1999 by Will Ramsay with the aim of making buying art accessible to all, it is now one of the largest art fair businesses globally, reaching 10 cities around the world. In the UK, Affordable Art Fair hosts three fairs a year in London's Battersea Park and Hampstead Heath.

affordableartfair.com



Aromatherapy Associates

The global experts in therapeutic wellbeing, Aromatherapy Associates is an award-winning British luxury brand that believes in the transformative power of aromatherapy to create physical and emotional moments of wellbeing. The B-Corp brand's expertise within spa gives it a unique ability to deliver the highest quality products and personalisation to customers whilst being good for both people and the planet.

aromatherapyassociates.com



Camp Bestival

Camp Bestival combines an all-encompassing family festival experience with an action-packed camping holiday to create a magical four-day Festival Holiday brimming with fun and adventure. The brainchild of renowned music specialist Rob da Bank and creative director Josie da Bank, Camp Bestival is known as the UK's ultimate family festival.

campbestival.net



Crosta & Mollica

The modern Italian food brand.

Crosta & Mollica are continuously criss-crossing Italy in search of authentic, artisanal and regional Italian specialties that deserve to be in the kitchens and on the tables of food-lovers everywhere. You'll find everything from pizza to gelato, pane to crostini, all wrapped up in the distinctive striped packaging.

crostamollica.com





eBay

Founded in 1995, eBay's vibrancy and optimism for what the internet could be quickly made it iconic, and 27 years later the platform is still full of that same vibrancy and optimism. Today eBay welcomes brands big or small, empowers entrepreneurs and side-hustlers alike, and serves over 20 million UK customers every month.

ebay.co.uk



Fairline

Wherever you go, prepare to be noticed in the F//LINE 33 from Fairline.

The spirit of adventure drives everything Fairline does. Success, perfection, and the ultimate in luxurious experiences are all destinations we are heading for. And it has always been that way, with a reputation for making class-leading, iconic hand-built motor yachts, that is world renowned.

f-line.com



Home Grown Club

Home Grown is the private members' club that provides entrepreneurial pioneers with unique resources to unlock the true value of their business potential. It is a global community of experienced entrepreneurs, sophisticated investors and trusted advisors.

homegrownclub.co.uk



HUM

HUM formulates with clinically tested actives for people who expect more from their vitamins. Customers can trust that HUM's unique, ultra-targeted solutions for skin, hair, body and mood take clean to the next level, by being free of 12 widely used ingredients that are bad for you.

humnutrition.com

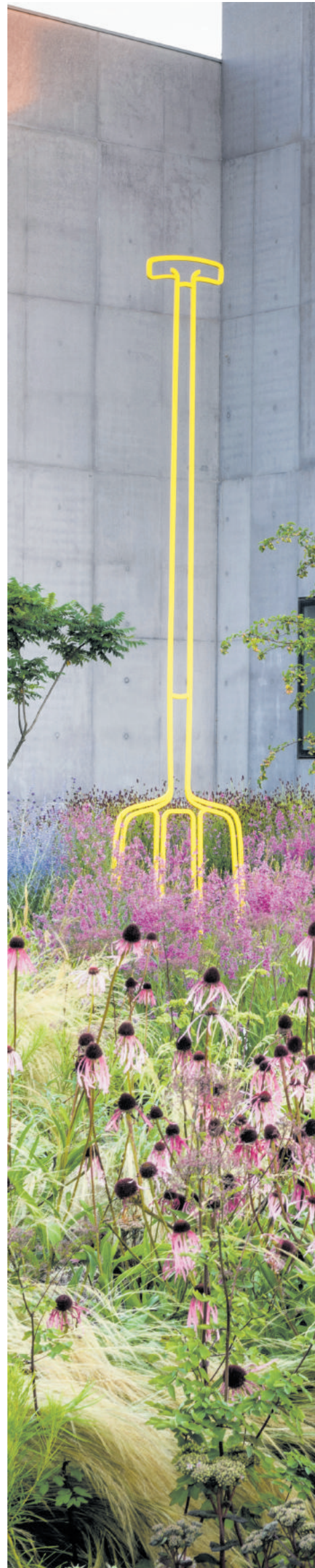


Image credit: The Hepworth Wakefield - Jason Ingham



Form

Form started with a simple belief, that you can realise the greatest version of yourself while being mindful of others. This permeates everything Form does, from plant-based proteins for your body to responsibly sourced nootropics for your brain. Backed by science, Form's products are designed with your optimal performance in mind. Form is a certified B corporation meaning it's good for you and good for others too.

formnutrition.com



Jo Loves

Jo Malone CBE has been described as a 'Scent Maverick' and the woman responsible for creating some of the world's most iconic and coveted scents. Jo Loves bottles Jo's undeniable desire to create beautiful and unexpected fragrances, pioneering new products and entertaining experiences; including the unique Fragrance Tapas and patented Shot Candle™ concept, which come alive at the Elizabeth Street store in London.

joloves.com





Jude's

We're Jude's and we make ice cream.

We love dreaming up unbelievably delicious new flavours (we've won over 70 Great Taste Awards), bringing together brilliant people (our makers, farmers, chefs, and charities) and generally doing our best to knock your socks off.

judes.com



LoveRaw

Husband-and-wife team, Rimi and Manav Thapar, launched LoveRaw in 2013 with a budget of just £600 and an ambition to make plant-based chocolate that tasted even better than traditional chocolate – but with sustainable and ethical ingredients. LoveRaw is now the fastest-growing plant-based chocolate brand stocked by major high-street and online retailers.

eatloveraw.com



Moleskine

The Moleskine notebook is the heir and successor to the legendary notebook used by artists and thinkers over the past two centuries: among them Vincent Van Gogh, Pablo Picasso, Ernest Hemingway and Bruce Chatwin. Today, it is celebrated in pop culture as a contemporary icon, an inviting blank space where your own words and sketches join you to an ever-evolving relay of creativity.

moleskine.com



onefinestay

Pairing guests with the world's most desirable private homes, villas, and chalets, alongside one-of-a-kind service, onefinestay creates unforgettable, tailor-made experiences.

Founded in 2010 and now part of Accor's luxury portfolio, its 4,500 curated and inspected homes are handpicked for their prime location, design, character and comfort along with their sense of style, elegance and beauty.

onefinestay.com



Polestar

Polestar is a Swedish electric performance car brand, determined to improve the society we live in, using design and technology to accelerate the change to sustainable, electric mobility.

We are taking concrete actions to achieve net-zero greenhouse gas emissions aiming to make a truly climate neutral car by 2030 (without offsetting) and be a climate neutral company by 2040.

polestar.com



Rock Rose Gin

Dunnet Bay Distillery is the stylish, sustainable spirits company which created multi-award-winning Rock Rose Gin. From the most northerly coast of mainland Scotland, the eco-friendly, family-owned business runs its own Distillery, hand-crafting a range of Rock Rose Gins and Holy Grass Vodka, reflecting the purity and beauty of the Scottish coastline, using many locally foraged and home-grown botanicals.

dunnetbaydistillers.co.uk/shop/rock-rose-gin



Rosewood London

A British manor house in the heart of London.

Rosewood London combines English heritage with contemporary sophistication, moments away from Covent Garden. The five-star hotel's 263 rooms and 45 suites, including the Manor House Wing with its own postcode, convey the feel of a private residence.

rosewoodhotels.com/london



S'well

With more than 25 million products sold and over four billion single-use plastic bottles displaced, S'well has proven the power of personalised style, innovative performance and meaningful purpose to build movements and transform the way we consume. S'well, the original hydration bottle, from which an industry has been born.

swell.com





Savage X Fenty

Savage X Fenty celebrates fearlessness, confidence, and inclusivity. With its accessible price points and extensive assortment of styles made for everyBODY, the brand has disrupted and redefined the industry. From everyday essentials and more provocative pieces, men's underwear and sleepwear, to elevated loungewear and sportswear – Savage X Fenty has something for every mood, every vibe, and everyBODY.

savageX.co.uk

SAVAGE X FENTY
BY RIHANNA



Shackleton

Inspired by polar titan Sir Ernest Shackleton and supported by his descendants, British brand Shackleton designs and develops expedition-grade performance apparel. Its parkas, down jackets, knitwear and accessories are co-designed by record-breaking explorers in the UK and tested in Norway and Antarctica. In addition, Shackleton delivers life-changing experiences to some of the world's most spectacular and extreme destinations including Antarctica, Norway and Iceland.

shackleton.com


SHACKLETON



Image credit: Tom Bird

The Hepworth Wakefield

A destination art gallery designed by David Chipperfield with a beautiful public garden by Tom Stuart-Smith.

Named after Barbara Hepworth, who was born and brought up in Wakefield, the Yorkshire based gallery creates unforgettable art experiences for all. It is home to Wakefield's growing art collection and presents major temporary exhibitions of the best international modern and contemporary art.

hepworthwakefield.org

THE
HEPWORTH
WAKEFIELD



The Londoner

Welcome to the world's first super boutique hotel on London's legendary Leicester Square.

Introducing an urban resort, staggering in scale yet boutique in feel. Discover 350 bedrooms and suites, six restaurants and bars, two private screening rooms, seven inspiring meeting spaces and a stunning ballroom for 850 guests as well as the extensive facilities of The Residence.

thelondoner.com


THE LONDONER
LEICESTER SQ.



The Thinking Traveller

The sole keyholder to a private collection of exceptional villas and life-enhancing experiences in the heart of the Mediterranean, The Thinking Traveller exists for those in search of soulful locations, authentic connections, wondrous beauty and memory-inspiring adventures.

thethinkingtraveller.com

 **THE THINKING
TRAVELLER**



Image credit: Photography Sabina Schreder

Vivienne Westwood

Vivienne Westwood is one of the last independent global fashion companies in the world. At times thought provoking, this brand is about more than producing clothes and accessories.

With a design record spanning over 50 years, Vivienne Westwood is now recognised as a global brand and Westwood herself is remembered as one of the most influential fashion designers, and activists, in the world.

viviennewestwood.com


**Vivienne
Westwood**



Wild Nutrition

We're Wild Nutrition. Your guide to nutrition, using nature as ours. Led by founder and formulator Henrietta Norton, we harness the power of nature's finest ingredients in Food-Grown® supplements. From puberty to postmenopause, our naturally sourced supplements are formulated to support you through the twists and turns of every life stage.

wildnutrition.com

WILD NUTRITION®



Image credit: Camp Bestival

QUALIFYING CONSUMER AND BUSINESS SUPERBRANDS

The brands listed here have all qualified for the status of Business (B) or Consumer (C) Superbrand by scoring highly with the Business or Consumer Expert Council, and the Consumer or Business Professional audiences. Where brands perform strongly with both Business and Consumer voters, it is possible for them to qualify as both a Business and a Consumer Superbrand

3M	B	BIC	B C	Confused.com	C	Felix	C	Howden*	
7-Up	C	Bidfood	B	Continental	C	Ferrero Rocher	C C	(in the Insurance &	
A-Plant		Biffa	B	Converse	C	Fever-Tree	C C	Reinsurance category)	B
(now rebranded to Sunbelt)	B	Big Yellow	B	Cornetto	C	Filofax	B	Howdens	B
AA	C	Bird & Bird	B	Corona	C	Financial Times	C C	Hozelock	B
ABB	B	Birds Eye	C	Corsodyl	C	Finish	C C	HP	B C
Abbott	B	Bisto	C	Costa	C	FireAngel	B	HP Sauce	C
Absolut	C	Bitdefender	B	Costain	B	Fisher-Price	C C	HPE (Hewlett Packard Enterprise)	B C
ABTA	B	BLACK+DECKER	B C	Costco	C	Fitbit	C C	HSBC	B C
ACCA	B	Bloomberg	B	Cosworth	B	Fitch Group	B	HSS Hire	B
Accenture	B	Bloomsbury Professional	B	Cow & Gate	C	Five Guys	C	Huggies® Wipes	C
Access Self Storage	B	Blue Circle	B	Cranfield School of Management	B	Fiverr	B	Hula Hoops	C
Acer	C	BMA (British Medical Association)	B	Crayola	C	Flash	C C	Hunting	B
Actimel	C	BMI	B	Credit Suisse	B	Flora	C C	Hutchison Ports	B
Activia	C	BMW	C	Crowd2Fund	B	Flymo	C C	HW Fisher	B
Adecco	B	BNP Paribas Real Estate	B	Crowdcube	B	Foot Locker	C	Hyperoptic	B
adidas	C	BOC	B	Crown	B	Ford	C	Iams	C
Adobe	B	Bodycote	B	Crown Paints	C	Fred Perry	C	ibis	B
ADT	B	Bodyform	C	Crown Trade	B	Freightliner	B	IBM	
Advanced Medical Solutions Group	B	Boehringer Ingelheim	B	Crowne Plaza® Hotels & Resorts	B	Frost & Sullivan	B	Ibstock	B
AECOM		Boeing	B	Cummins	B	Fruit Shoot	C	ICC Birmingham	
AEG	C	Bold	C	Cunard	B	FSB	B	Iceland	C
Aegis Group	B	Bombardier	B	Cuprinol	C	FSC (Forest Stewardship Council)	B	Ideal	B
Aegon	B	Bombay Sapphire	C	Currys	C	FTSE Russell	B	IET	
Aggreko	B	Booker	B	Cushelle	C	Fujitsu	B	(The Institution of Engineering	
AlG	B	Booking.com	C	DAF	B	Funding Circle	B	and Technology)	B
AIM	B	Boots	C	Daikin	B	Funky Pigeon	C	IKEA	C
Air France	B	Bosch	B C	Daily Mail	B	Galaxy	C	IMechE	
Air Partners	B	Bose	C	Dairylea	B	Gallup	B	(Institution of Mechanical Engineers)	B
Air Products	B	Boston Scientific	B	Dale Carnegie	C	GAME	C	Imperial College Business School	B
Airbnb	C	Bovril	C	Danone	C	Garnier	C	Imperial Leather	C
Airbus	B	Box	B	Datanet	B	Gartner	B	Indeed	B
AkzoNobel	B	BP	B C	DB Cargo UK	B	Gatwick Airport	C	INEOS	B
Aldi	C	Braemar	B	DB Schenker	B	Gatwick Express	B	Infosys	B
Alfa Laval	B	Brakes	B	De La Rue	B	Gaviscon	C	Initial	B
Alfa Romeo	C	Branston	C	De Vere	B	GB Railfreight (GBRf)	B	innocent	C
Allen & Overy	B	Braun	C	De'Longhi	C	GE	B	Instagram	C
Allianz	B	Brewers	B	Deep Heat	C	GE Lighting	B	Intel	
Almac	B	Bridgestone	C	Deliveroo	C	General Dynamics UK	B	Intercontinental Hotels & Resorts	B C
Alpen	C	Bristol-Myers Squibb	B	Dell	B C	Generali	B	Interflora	
Alpro	C	BRITA	C	Deloitte	B	GfK	B	Intuit	B
Alstom	B	British Airways	B C	Dennis Eagle	B	Gibbs & Dandy	B	Investec	B
Alton Towers	C	British Chambers of Commerce	B	Dettol	C	Gillette	C	Investors in People	B
Always	C	British Council	B	Deutsche Bank	B	GitLab	B	IoD (Institute of Directors)	B
Amazon	C	British Gas	B C	DeWALT	B	GKN	B	IP Group	B
Ambre Solaire	C	British Gypsum	B	DHL	B	Glassdoor	B	Ipsos	B
Ambrosia	C	British Heart Foundation	C	Digitas	B	GlaxoSmithKline (GSK)	B	Iron Mountain	B
AMD	B	British International Helicopters		Dior	C	Glencore	B	Irwin Mitchell	B
American Airlines	B C	(BIH)	B	Direct Line	C	Glenfiddich	C	ISS	B
American Express	B C	British Land	B	Direct Line for business	B	Glenmorangie	C	ITV	C
American Express		British Red Cross	C	Disney	B	Global	C	ITV Media	B
Global Business Travel	B	British Steel	B	Disney Channel	C	Global Payments	B	IVECO	B
Amey	B	Britvic	C	Disney+	B	GlobalData	B	J.P. Morgan	B
Anadin	C	Brother	B	dnata	C	GoCardless	B	J2O	B
Ancestry	C	Brunswick	B	Dolmio	C	Go.Compare	C	Jack Daniel's	C
Anchor	C	BSI	B	Domestos	C	GoDaddy	B	Jacob's	C
Andrex	C	BT	B C	Domino's Pizza	C	Goldman Sachs	B	Jacob's Creek	C
Anglo American	B	BT Sport	C	Doncasters	B	Goodyear	B	Jacobs	B
Ann Summers	C	Budweiser	C	Dorchester Collection	B	Google	B C	Jaguar	B
AO.com	C	Build-A-Bear Workshop		Doritos	C	Gordon's	C	Jammie Dodgers	C
Aon	B	Bupa	B C	Dove	B	Graham	B	Janssen	B
Apple	B C	Burger King	B	Dow	B	Grant Thornton	B	JCB	B
Apple TV+	B	Business Design Centre	C	DPD	B	Great Portland Estates	B	JCDecaux	B
Aptamil	C	Buxton	B	Dr Pepper	B	Green & Black's	C	JD Sports	B
Aquafresh	C	Cadbury	C	Dr. Martens	C	Green Energy UK	B	Jewson	B
Aramark	B	Cadent	B	Dr. Oetker	B	Greencore Group	B	Jiffy	B
Arcadis	B	Caffè Nero	C	Dropbox	B	Greenergy	B	Jim Beam	C
ArcelorMittal	B	CALPOL	C	DRS (Direct Rail Services)	B	Greggs	C	JLL	B
Ardent	B	Calvin Klein	C	DS Smith	B	GREY GOOSE	C	JobServe	B
Argos	C	Cambridge Judge Business School	B	Ducati	C	Grosvenor	B	Jobsite	B
Ariel	C	Campbell's	B	Dulux	C	Grundon	B	John Deere	B
Arm	C	Canary Wharf Group	B	Dulux Trade	B	Gü	C	John Frieda	C
Armani Beauty (Giorgio Armani)	C	Cancer Research UK	B	Dun & Bradstreet	B	Guinness	C	John Lewis & Partners	C
Arriva	B	Canon	B C	Dunelm	C	H&M	C	John West	C
Arsenal FC	C	Capgemini	B	Dunlop	C	Häagen-Dazs	C	Johnnie Walker	C
ASDA	C	Capital FM	C	DuPont	B	Habitat	C	Johnson & Johnson	B
ASOS	C	Capri-Sun	C	Duracell	C	Halfords	C	Johnson Controls	B
Aston Business School	B	Carat	B	Durex	C	Halifax	C	Johnson Service Group	B
AstraZeneca	B	Carex	C	Durham University Business School	B	Hall & Partners	B	JOHNSON'S	C
Atkins	B	Cargill	B	Dynacast	B	Halliburton	B	Johnstone's Trade	B
Atlas Copco	B	Carlsberg	B	Dynata	B	Halls	C	Jordans	C
Atos	B	Carte D'Or	C	Dyson	C	Hamleys	C	JUST EAT	C
Audi	C	Carter Jonas	B	E.ON	B C	Hanson	B	Kantar	B
Aunt Bessie's	C	Cat	B	E45	C	Hapag-Lloyd	B	Kaspersky	B
Aussie	C	Cathay Pacific	B	Early Learning Centre	C	Hargreaves Lansdowne	C	Kearney	B
Auto Trader	C	Cathedral City	C	easyJet	B C	Haribo	C	Keller	B
Autodesk	B	CBI	B	Eaton	B	Harris	B	Kellogg's	C
Autoglass®	B	CEF	B	eBay	C	Harrogate Convention Centre	B	Kenco	C
Avast	B	CEMEX	B	Eddie Stobart	B	Harvey Nichols	C	KETTLE Chips	C
Avery	B	Center Parcs	C	Edelman	B	Haymarket	B	Kew Gardens	C
Avis	C	Central Hall Westminster	B	Eden Project	C	Hays	B	KFC	C
Aviva	B C	Centrum	C	EDF	B C	HCL Technologies	B	Kier	C
AWS	B	Channel 4	C	EE	C	Head & Shoulders	C	KIMBERLY-CLARK PROFESSIONAL	B
AXA	B C	Channel 5	C	eHarmony	C	Heart	C	Kindle	C
Axis Security	B	Chelsea FC	C	Elastoplast	C	Heathrow	C	Kingsmill	C
B&Q	C	Chessington World of Adventures	B	Elizabeth Arden	C	Heathrow Express	B	Kingspan Group	B
Babcock	B	Chevron	B	Ella's Kitchen	C	Heineken	C	Kiss	C
Bacardi	C	Chubb	B C	Elopak	B	Heinz	C	Klarna	B
BAE Systems	B	Churchill	C	Embraer	B	HELLA	B	Kleenex	C
Baileys	C	Cif	C	Emirates	B C	Hellmann's	C	KLM	B
Bain & Company	B	CIMA	C	Emma	C	HelloFresh	C	Knight Frank	B
Baker McKenzie	B	(Chartered Institute		Energizer	C	Hendrick's Gin	C	Knorr	C
Balfour Beatty	B	of Management Accountants)	B	ENGINE	B	Henkel	B	Komatsu	B
Bank of America	B	CIPD	B	Epson	B	Henley Business School	B	Kompass	B
Bank of Scotland	B	CIPS		Equifax	B	Herbal Essences	C	KONE	B
Barbour	C	(Chartered Institute		Equinix	B	Hermes	B	Kopparberg	C
Barclaycard	B C	of Procurement and Supply)	B	Ericsson	B	Hertz	C	Korn Ferry	B
Barclays	C	Cisco	B	Estée Lauder	C	Highland Spring	C	KP	C
Barratt Homes	C	Cili	B	Etihad	B C	Hilton Food Group	B	KPMG	B
BASF	B	City & Guilds	B	Eurooffice	C	Hilton Hotels & Resorts	B C	Krispy Kreme	B
Baxi	B	City Plumbing Supplies	B	Euromillions	C	Hiscox	B	Kroll	B
Baxter	B	Claranet	B	Euronext	B	Hitachi	B	Kronenbourg 1664	C
Bayer	B	Clarins	C	Eurostar	B C	Hobbycraft	C	Kuehne + Nagel	C
BBC	C	Clarks	B C	Eurotunnel	B C	Hogan Lovells	C	Kwik Fit	C
BBC Children in Need	C	Classic FM	C	evian	C	Holiday Inn	B C	L'Oreal Paris	C
BBC iPlayer	C	Clear Channel	B	ExCeL London	B	Holland & Barrett	C	Lacoste	C
BDA (British Dental Association)	B	Clifford Chance		Expedia	B	Homebase	C	Ladbrokes	B
BDO	B	Clinique	C	Experian	B	Homepride	C	Laing O'Rourke	C
Beck's	C	Clyde & Co	B	ExxonMobil	B	Honda	C	Lakeland	B
Beechams	C	CML		EY	B	Honeywell	B	Lambert Smith Hampton	B
Ben & Jerry's	C	(Chartered Management Institute)	B	Facebook	C	Hoover	C	Lancôme	C
Benchmark	B	Co-op Food	B	Fagan & Whalley	C	Hornby	C	Land Rover	C
Benecol	C	Co-operatives UK	B	Fairtrade Foundation	B	Hotel Du Vin	B	Landmark	B
Benylin	C	Coca-Cola	B	Fairy	C	Hotels.com	C	Landsec	B
Bertolli	C	Colgate	C	Fanta	C	Hotpoint	C	lastminute.com	B
Bestway Wholesale	B	Colman's	C	Farley's	C	Hovis	C	lastminute.com London Eye	C
Bet365	C	Comfort	C	Farnell	B	Howden*		Lavazza	C
BHP	B	comparethemarket.com	C	Febreze	C	(in the Industrial Engineering		Le Creuset	C
Bibby Marine	B	Compass Group	B	FedEx	B	- General category)	B	Lea & Perrins	C

Please note that this list reflects the brands as presented in the Superbrands research voting process; brands may subsequently have been altered or entirely rebranded, while others may no longer be sold or operational.

learnirect	B	NetApp	B	Ralph Lauren	C	Smurfit Kappa	B	Vanish	C
Leeds University Business School	B	Netflix	B	Randstad	B	Smyths Toys Superstores	C	Vaseline	C
LEGO	C	NETGEAR	B	Raytheon	B	Snap-on	B	Vax	C
LEGOLAND	C	NetJets	B	Red Bull	C	Snapchat	C	Veet	C
Lemsip	C	Neutrogena	B	Red Hat	B	Sodexo	B	Vent-Axia	B
Lenor	C	New Holland	B	Red Tractor	B	Soil Association	B	Veolia	B
Lenovo	B	Next	C	REDBOX	B	Sony	C	Verisign	C
Leo Burnett London	C	NFU	B	Reebok	C	Sony Professional	B	Vicks	C
Letts of London	B	NFU Mutual	B	REED	B	Sophos	B	Vidal Sassoon	B
Levi's	C	Nielsen	B	Regus	B	Spaces	B	Viking	C
LexisNexis	B	Night Nurse	C	Rennie	B	Specsavers	C	Viking Cruises	B
Lexus	C	Nike	C	Renold	B	Speedy	B	VINCI Construction UK	B
LG	C	Nikon	C	Rentokil	C	SPORTSDIRECT.com	C	Virgin Atlantic	C
Lidl	B	Nintendo	C	Revlon	B	Spotify	C	Virgin Holidays	B
Liebherr	B	Nissan	C	Revolut	B	Sprite	C	Virgin Media	C
Lilly	B	Nivea	C	Rexel*		Square	B	Virgin Media Business	C
Linda McCartney	C	Nokia	B	(in the Wholesalers		STABLO	B	Virgin Mobile	C
Lindt	C	Northern Gas Networks	B	& Suppliers category)	B	STAEDTLER	B	Viridor	B
LinkedIn	B	Northern Powergrid	B	Rexel*		Stagecoach	B	Visa	C
Linklaters	B	Norton	B	(in the Support Services		Standard Life	C	Vision Express	B
Listerine	C	Nottingham University		- Office Equipment category)	B	STANLEY	B	VMware	C
Liverpool FC	C	Business School	B	RIBA		Stansted Express	B	Vodafone	B
Lloyd's	B	Novartis	B	(Royal Institute		Starbucks	C	Volkswagen	C
Lloyd's Register	B	Novo Nordisk	B	of British Architects)	B	Stella Artois	C	Voltarol	C
Lloyds Bank	C	NSPCC	C	Ribena	C	Strepsils	C	Volvic	C
LloydsPharmacy	C	Nurofen	C	Richer Sounds	C	Stripe	B	Volvo	C
Lockheed Martin	B	Nutella	C	RICS	B	Subway®	C	Volvo Construction Equipment	B
Logitech	B	VIDIA	C	Right Guard	B	Sudocrem	C	Vonage	B
Lok'nStore	B	O2	C	Rightmove	C	SUEZ	B	Vue	C
London Business School	B	Oasis	C	Rimmel London	C	Sumitomo Chemical	B	wagamama	C
London Metal Exchange (LME)	B	Ocado	C	Rio Tinto	B	SumUp	B	Waitrose & Partners	C
London School of Economics		OCS	B	Robinsons	C	Superdrug	C	Walkers	C
and Political Science (LSE)	B	Octopus Energy	B	Roche	C	Superdry	C	Wall's Ice Cream	C
London Stock Exchange Group	B	ODEON	C	Rolax	B	Sure	C	Warburtons	C
LondonEnergy	B	Office Depot	B	Rolls-Royce Group	B	SurveyMonkey	B	Waterlogic	B
Loomis	B	OfficeTeam	B	Rotary	C	Swarovski	C	Waterman Group	B
LPPM		Ogilvy		Rowntree's	C	Swiss Re	B	Waterstones	C
(London Platinum and		Olay	C	Royal Albert Hall	C	Swissport	B	Wayfair	C
Palladium Market)	B	Olympia London	B	Royal Bank of Scotland	B	Symantec	B	WBS (Warwick Business School)	C
Lucozade	C	Olympus	B	ROYAL CANIN	C	Syngenta	B	WD-40	C
Lufthansa	B	Omega	C	Royal Caribbean International	C	TAG Heuer	C	WedgeWOOD	C
Lurpak	C	Onken	C	Royal Doulton	C	Tampax	C	Weetabix	C
LUSH	C	OnTheMarket.com	B	Royal London	B	Tanqueray	C	Weir	B
Lynx	C	Openreach	B	Royal Mail	B	Tarmac	B	Western Union	B
M.A.C	C	Optrex	C	RSA	B	Tata Communications	B	WeTransfer	B
Maclaren	C	Opus Energy	B	RSM	B	Tata Consultancy Services	B	WeWork	B
Macmillan Cancer Support	C	Oracle	B	RSPCA	C	Tate & Lyle	B	WhatsApp	C
Madame Tussauds	C	Oracle NetSuite	B	Rubix Group	B	Tate & Lyle Cane Sugar	C	Whirlpool	C
Maersk	B	Oral-B	C	Russell & Bromley	C	Taylor's of Harrogate	C	Whiskas	C
Magnet Trade	B	Ordnance Survey (OS)	B	Russell Hobbs	C	Ted Baker	C	Whistl	B
Magnum	C	Osborne Clarke	B	Ryman	B	Tefal	C	WHSmith	C
Makita	B	Oscar Mayer Group	B	Ryvita	C	Telford International Centre	B	Wickes	C
Malmaison	B	OSRAM	B	S.Pellegrino	C	TEMPUR	C	Wikipedia	C
Maltesers	C	Otis	B	S&P Global	B	Tesco	C	Wilkinson Sword	C
Mamas & Papas	C	Oxfam	C	Saatchi & Saatchi	B	Tesla	C	William Hill	C
MAN	B	Oxford BioMedica	B	Safestore	B	Tetley	C	Willmott Dixon	B
Manchester Airport	B	Oxford Black n' Red	B	Sage	B	Tetra Pak	B	Wincanton	B
Manchester Central	B	Oxford Instruments	B	Said Business School	B	Texas Instruments	B	Wise	B
Manchester City FC	C	Oxford Nanopore Technologies	B	Sainsbury's	C	Thales	B	Wolseley	B
Manchester United	C	OXO	C	Saint-Gobain	B	The Baltic Exchange	C	Wood	B
Manpower	B	Paddy Power	C	Salesforce	C	The Body Shop	B	Woolmark	B
Marie Curie	C	Pampers	C	Samaritans	B	The Co-operative Bank	B	Workday	B
Marks & Spencer	C	Panadol	C	Samsung	C	The Daily Telegraph	B	Workspace	B
Marmite	B	Panasonic	C	San Miguel	C	The Dorchester	C	Worldpay	B
Marriott Hotels & Resorts	C	Panasonic Business	C	Sanatogen	C	The Famous Grouse	C	Wrigley's	C
Mars	C	Panda	C	Sandals Resorts	C	The Guardian	C	Wunderman Thompson	B
Marsh	B	Pandora	C	SanDisk	C	The Institute of Financial		Xbox	C
Marshall	B	Pantene	C	Sandvik	B	Accountants (IFA)	B	Xero	B
Marshall's	B	Paper Mate	B	Sanofi	B	The Institution of		Xerox	B
Martini	C	Parcellforce Worldwide	B	Santander	C	Civil Engineers (ICE)	B	Yakult	C
Marvel	C	Park Inn by Radisson	B	SAP	B	The Law Society	B	Yale	B
Massey Ferguson	B	Park Plaza	B	SAS	B	The Myers-Briggs Company	B	Yeo Valley	B
Mastercard	C	Parker	B	Save the Children	C	The National Lottery	C	Yodel	C
Matthew Clark	B	PARKER	B	Savills	C	The North Face	C	Yorkshire Copper Tube	B
MaxFactor	C	Patak's	C	Savlon	C	The Open University		Yorkshire Tea	B
Maybelline New York	C	Paul Smith	B	Scalextric	B	Business School	B	YouGov	B
McAfee	B	PAXO	C	Scania	B	The Range	C	YouTube	C
McCain	C	Paym	B	Schindler	B	The Royal British Legion	C	YSL Beauty (by Yves Saint Laurent)	C
McCann London	B	PayPal	B	Schneider Electric	B	The Sun	C	Zanussi	C
McCoy's	C	PayPoint	B	schuh	C	The Times	C	Zara	C
McDonald's	C	Pearl & Dean	B	Schwartz	C	Thistle	B	Zenith	B
McKinsey	B	Pedigree	C	Schwarzkopf	C	Thomson Reuters	B	Zettle by PayPal	B
McLaren	B	Peloton	C	Schweppes	C	Thorn Lighting	B	Zimmer Biomet	B
McVitie's	C	People 1st	B	Scott's Porage Oats	C	Thorpe Park	C	Zoom	C
Mears	B	PeoplePlus	B	Scottish and Southern	B	Thwaites	B	Zoopla	C
Meccano	C	Pepsi	C	Electricity Networks	B	thyssenkrupp	B	ZSL London Zoo	B
MediaCom	B	Perrier	C	Scottish Widows	C	Ticketmaster	C	Zurich	B
Menzies	B	Persil	C	ScottishPower	B	TikTok	C		
Menzies Aviation	B	Petrofac	B	Screwfix	C	Timberland	C		
Menzies Distribution	B	Pets at Home	C	SEA LIFE Centres	C	Tinder	C		
Mercedes-Benz	C	Pfizer	B	SECOM	B	Tipp-Ex	B		
Mercer	B	PG Tips	B	Securitas	B	Tissot	C		
Mercure	B	Philadelphia	C	Seedrs	B	TK Maxx	C		
Metro Bank	B	Philips	B	SEGRO	B	Toblerone	C		
Michael Page	B	Photo-Me	C	Seiko	C	tommee tippee®	C		
Michelin	C	PHS Group	B	Selco Builders Warehouse	B	Tommy Hilfiger	C		
Microsoft	C	Pickfords	B	Selfridges	C	TONI&GUY	C		
Miele	C	Pilkington	B	Sensodyne	C	Toolstation	B		
Mind Gym	B	PILOT	B	Serco	B	Toshiba	C		
Mindshare	B	PIMM'S	C	ServiceNow	B	TotalJobs	B		
Mintel	B	Pirelli	C	Seven Seas	C	Tottenham Hotspur FC	B		
Miracle-Gro	C	Pirton	B	Shaftesbury	B	Toyota	C		
Mitie	B	Pitney Bowes	B	Shark	C	Trainline	C		
Mitsubishi Electric	B	PizzaExpress	C	Sharp	B	TransferGo	B		
Moderna	B	Play-Doh	C	Sharwood's	C	Travelodge	B		
MoneyCorp	B	PlayStation	C	Sheba	B	TravelPerk	B		
MoneyGram	B	Playtech	C	Shell	C	Travis Perkins	B		
MoneySuperMarket	C	Plenty	C	Sheraton	B	TRESemmé	B		
Monster	B	Plumbase	B	Shopify	B	TripAdvisor	C		
Monzo	B	Plusnet	B	Shred-it	B	Triumph Group	C		
Moody's	B	Polo	C	Shredded Wheat	C	trivago	B		
Moonpig	C	Polypipe	B	Siemens	B	Tropicana	C		
Moore	B	Portakabin	B	Siemens Healthineers	C	TSB	C		
Moorhouse	B	Post Office	C	Silentnight	C	TT Electronics	B		
Morgan Sindall	B	Post-it	C	Silver Spoon	C	TUI	C		
Morgan Stanley	B	Pot Noodle	C	Simba	C	Twinings	C		
Morrisons	C	Premier Inn	B	Simmons & Simmons	C	Twitter	C		
Mr Kipling	C	Primark	C	Simple	B	Tyrrells	C		
Mr Muscle	C	Princess Cruises	B	Simplyhealth	C	Uber	B		
Mr Sheen	C	Pringles	C	Singapore Airlines	B	UBS	B		
Müller	C	Pukka	C	Sir Robert McAlpine	B	UGG	B		
Munich Re	B	Purina	C	Skanska	B	UK Finance	B		
Murphy	C	Purplebricks	C	SKF	B	UK Power Networks	B		
Nando's	C	PwC	C	Skillssoft	B	Uncle Ben's	C		
National Express	B	PYREX	B	Skrill	C	Under Armour	C		
National Grid	C	QEII Centre	B	Sky	C	Unipart Logistics	B		
National Trust	C	QEII Centre	B	Sky Bet	B	Unisys	B		
Nationwide	C	Quaker Oats	B	Sky Media	B	United	B		
Nationwide Platforms	B	Qualcomm	B	Skype	C	University of Bath			
NATS	B	Quality Street	C	Slack	B	School of Management	B		
Nature Valley	B	Quorn	C	Slaughter and May	B	University of Edinburgh			
NatWest	C	RAC	B	Slumberland	B	Business School	B		
NEC	B	Rackspace	B	SmartWater	B	University of Glasgow			
NEFF	C	Radisson Blu Edwardian, London	B	Smeg	C	Adam Smith Business School	B		
Nescafé	C	Radisson Hotels	C	Smirnoff	B	UPS	B		
Nespresso	C	Radox	B	Smith+Nephew	C	uSwitch	C		
Nestlé Cereals	C	Raleigh	C	Smiths Group	B	Vaillant	B		



Research process managed
by TCBA



UK consumer and business
professionals canvassed by Dynata
[dynata.com](https://www.dynata.com)

Key

B - Business Superbrands Qualifier
C - Consumer Superbrands Qualifier

*Superbrands categories,
listed for clarification

QUALIFYING COOLBRANDS®

The brands listed here have all qualified for CoolBrands® status by scoring highly with the independent and voluntary CoolBrands® Expert Council, which is comprised of experts and influencers from across multiple fields from technology to fashion and from beauty to health and wellbeing, providing breadth of expertise and knowledge

111SKIN	Benelli	Citymapper	Etsy	Hendrick's Gin
1800 Tequila	Bentley	Clase Azul	Everyman Cinemas	Herschel Supply Co
1Rebel	Berners Tavern	Cloudwater Brew Co.	Faber & Faber	Hershesons
20th Century Studios	Berry Bros. & Rudd	Coco de Mer	Fairline Yachts	Hibiki
67 Pall Mall	Beyond Meat	Codemasters	Fairphone	Hillier Bartley
Abel & Cole	BFI PLAYER	Coldpress	FALKE	Home Grown
Absolut	Biona Organic	Collect: international art fair for	Farfetch	Homeslice
Ace & Tate	Biossance	modern craft and design	Farrow & Ball	Honest Burgers
Acne Studios	Bird & Blend Tea Co.	Color Wow	Fee Greening	Honest Grapes
Acqua di Parma	Black Cow	Columbia Pictures	Feelunique	Hotpod Yoga
Activision Blizzard	Black Eyewear	Comme des Garçons	Fender Play	Hourglass
adidas	Black Sheep Brewery	Converse All Stars	Fentimans	House of Hackney
Æcorn	Blacks Club	Core	Fenty Beauty & Fenty Skin	Huda Beauty
Aēsop	Bleach London	Cornerstone	Ferrari	HUM
aeydē	bleecker	Cowshed	Fever-Tree	Illamasqua
Affordable Art Fair	BLOK	Craft Gin Club	Field Day	Instagram
AGA	Bloom & Wild	Craig Green	field&flower	Isle of Wight Festival
Airbnb	Bloomsbury	Crosta & Mollica	Fierce Grace	Issey Miyake
Alessi	Bocca di Lupo	Cubitt	Finisterre	ITALICUS Rosolio di Bergamotto
Alexander McQueen	Bodyism	Cult Beauty	Fired Earth	J.W. Anderson
Alighieri	Bollinger	Curious Brewery	Fjällräven Kånken	Jacquemus
All Points East	Bolt	Curve	Flat Iron	Jaguar
Allbirds	Booja-Booja	Curzon	Flight Club	James White
allplants	Bookshop.org	Cutler and Gross	Flos	Jax Coco
Almeida Theatre	Bose	Dalstons	Form	Jimmy Choo
AMARA	Botanic Lab	Darjeeling Express	Fortnum & Mason	JO LOVES
American Express	Bottega Veneta	Dash Water	Four Pillars	Joe & Seph's
Amy's Kitchen	Bouclème	Daylesford	Four Sigmatic	JÖRD
Anglepoise	Bowers & Wilkins	Deliveroo	Foyles	JSHealth
Annina Vogel	Boxpark	Depop	Frame	Jude's
Antipodes	Bramley	Desmond & Dempsey	Franco Manca	Kallø
Apeman	Brand Name	Dior	Freddie's Flowers	Karma Drinks
Apple	Brat	Diplomático	Frieze London	Ketel One Botanical
Apple County Cider Co.	British Colour Standard	diptyque	Gaggenau	KETTLE Chips
Apple TV+	Brompton	Discord	GAIL'S	Kevyn Aucoin
Appleton Estate	Bruichladdich	Dishoom	ghd	Kiehl's
Aram	Bugatti	Disney+	Gianvito Rossi	KIND
Aries Arise	bulthaup	Dom Pérignon	Glastonbury	KINN
Arket	Burberry	Don Julio	Glossier	Kip
Arlo	Buster + Punch	Dorset Nectar	Google	Kirk & Kirk
Aromatherapy Associates	BY FAR	Dover Street Market	GoPro	Kitri
Artisan du Chocolat	Byredo	Doves Farm	Gorillas	Klarna
Artist Residence Hotels	Camden Town Brewery	Dr Sebagh	Gosnells of London	Knoll
Aston Martin	Camp Bestival	Dr Stuart's	Graham and Green	KOBOX
Athletic Greens	Campari	Dr. Jackson's	Granby Workshop	KOL
Athletic Propulsion Labs (APL)	Candy Kittens	Dr. Martens	Green Man Festival	Krug
ATP Atelier	Cannondale	Dr. Vranjes	Grenson	L'Enclume
Audi	CanO Water	Dr.Jart+	GREY GOOSE	Laboratory Perfumes
Audio-Technica	Canon	DreamWorks	Grind	Labour and Wait
Aveda	Caravan	Dries Van Noten	Grown Alchemist	Land Rover
Aviation	Carl Hansen & Søn	Drunk Elephant	Gü	Laphroaig
B&B Italia	Carmel	Dualit	GUBI	Latitude
Babbel	Cartier	Ducati	Gucci	Laura Mercier
Bala Bangles	Casamigos	Dunkertons	Gusto Organic	Laurent-Perrier
Balenciaga	Casely-Hayford	Duolingo	Habito	Le Chameau
Balfour	Cass Art	Dyson	Haeckels	Le Creuset
Balmain	Catchpole & Rye	Earl of East	Halo Top	Leica
BAM	Celine	East London Liquor Company	Ham Yard Hotel	Leiths School of Food and Wine
Bamford	CHANEL	eBay	Hangar 1	Leon
Bang & Olufsen	Chapel Down	Ecosia	Hanro	Leuchtturm1917
Barbican	Charbonnel et Walker	Ecover	Harman Kardon	Liberty
Bare Biology	Charlotte Olympia	Electric Cinema	Harry's	Lick
Barry's	Charlotte Tilbury	Electronic Arts (EA)	Hasselblad	Liforme
Beats by Dr. Dre	Chase Vodka	Elephant Gin	Hauser & Wirth	Lime Wood
Beauty Pie	Chiltern Firehouse	End of The Road Festival	Hawkins & Brimble	Linda Farrow
Beavertown	Chococo	END.	Hawksmoor	Little Bread Pedlar
BELAZU	Christian Louboutin	Epic Games	HAY	Little Greene
Belvedere Vodka	Christopher Kane	Equinox	Heartcore	Little Soap Company
Belvoir Fruit Farms	Church's	ercol	Hedonism Wines	Liv
Ben & Jerry's	CiROC	Erdem	Heliocare	Living Proof

Please note that this list reflects the brands as presented in the CoolBrands® research voting process; brands may subsequently have been altered or entirely rebranded, while others may no longer be sold or operational.

Lizi’s Granola	Nyetimber	REAL Kombucha	Summer Fridays	Union
Lockdown Liquor & Co.	Oatly	Rebel Kitchen	Sunseeker	Unique Homestays
Locke Hotels	Oculus	Remeo Gelato	Susanne Kaufmann	Universal Music Group
Loewe	Oddbox	REN Clean Skincare	Symprove	Universal Pictures
Lomography	OFF-WHITE	Revolut	Tangle Teezer	Vagabond Coffee Roasters
London Art Fair	OLAPLEX	Reyka Vodka	Tanqueray	VanMoof
London Fields Brewery	Ole & Steen	Rhodia	Tate	Vans
lookfantastic	Oliver Peoples	Richard Quinn	teapigs	VARLEY
Louis Vuitton	Olivia von Halle	RIEDEL	TED	Veja
LoveRaw	Ombar	Ring	Tesla	Vespa
Lucky Saint	onefinestay	River Cottage Cookery School	The Arts Club	Vestiaire Collective
Ludlow Food Festival	OPI	Riverford	The Botanist	Vetements
Lululemon	Orbea	Roberts Radio	The Conduit	Veuve Clicquot
LUMIX	Orchard Pig	Rock Rose	The Connaught	Vilebrequin
Lyle’s	Oribe	Rockett St George	The Fat Duck	Vintage Electric
M-A-C	Orlebar Brown	Rockstar Games	The Five Points Brewing Co	Vinted
Magic Rock Brewing	OSKIA	Rococo Chocolates	The Gentlemen Baristas	Vitamix
Maison Margiela	Ottolenghi	Roksanda	The Hand & Flowers	Vitl
MALIN+GOETZ	OUIAI	Rosa’s Thai Café	The Handmade Cocktail Company	Vitra
Manduka	Oura	Rosewood London	The Hepworth Wakefield	Vivienne Westwood
Mankind	Outlaw’s Fish Kitchen	Rovio	The House of St Barnabas	VOSS
Manolo Blahnik	Oxney Organic Estate	Royal Shakespeare Company (RSC)	The Hoxton	Wahl
Manomasa	Oyster Yachts	Rubies in the Rubble	The Ivy Collection	Warner Bros.
Maria Tash	Pact Coffee	Rude Health	The Kernel Brewery	WaterRower
Marvel Studios	Palace	Ruinart	The Kraken	Waze
MasterClass	Papier	S.Pellegrino	The Landmark Trust	WelleCo
MATCHESFASHION.COM	Paramount Pictures	S’well	The London EDITION	WhatsApp
Matilda Goad	Pashley	Sabor	The Londoner	White Cube
McLaren	Pat McGrath Labs	Sacai	The Natural Deodorant Co.	Whitechapel Gallery
Melissa Odabash	Patagonia	Saint Laurent	The Ned	Whole Earth
Mercedes-Benz	Patch	Samsung	The New Craftsmen	Whole Foods Market
method	Patrón Tequila	Savage Vines	The North Face	WHOO
Miele	Patty & Bun	Savage X Fenty	The Nue Co.	Wild
Milk Makeup	Peloton	SCOTT	The Ordinary	Wild Nutrition
Mindful Chef	Penguin	SCP	THE OUTNET	Wilderness
Mindvalley	Perky Blenders	Secret Cinema	The Paleo Food Co	Wildsmith Skin
MINI	Perricone MD	Seedlip	The Palomar	Willie’s Cacao
Minor Figures	Perrier-Jouët	Selfridges	The Pig	Wolf & Badger
Missoma	Persol	Seol + Gold	The Pilgrm	Wolford
Moleskine	Philip Kingsley	Serpentine	The Protein Ball Co.	Wool and the Gang
Monica Vinader	PHYTO	Seventh Generation	The Raw Chocolate Company	Wray & Nephew
Monmouth Coffee Company	Picturehouse Cinemas	Shackleton	The River Café	Xbox
Montblanc	Pinterest	Shaun Leane	The Rookery	Yodomo
Monzo	Pip & Nut	Shazam	The Rug Company	YOGI TEA
Motiv	Piper’s Farm	Shoreditch House	The School of Life	YouTube
Moto Guzzi	Pizza Pilgrims	Shoryu Ramen	The South London Gallery (SLG)	YSP (Yorkshire Sculpture Park)
Mr & Mrs Smith	Planet Organic	Silent Pool Gin	The Standard, London	Zacapa
Mr Lyan’s	Plantation	simplehuman	The Thinking Traveller	Zanzan
MR PORTER	PlayStation	Sipsmith	The Third Space	Zipcar
MUBI	Plenish	SK-II	The V&A	Zoom
Mulberry	Pol Roger	Skandium	The Wild Beer Co	Zopa
Muuto	Polaroid	SkinCeuticals	The Zetter Townhouses	
Nailberry	Polestar	Skydiamonds	Thinx	
NARS	Pollen + Grace	Slip	This Works	
Native	popchips	Smeg	THIS™	
Natoora	Portobello Rd Gin	smol	Thread & Tonic	
NatureLab	POSCA	Smythson	Tiffany & Co.	
Nensi Dojaka	Prada	Soho House	TikTok	
Neous	Primrose’s Kitchen	Solange	Toast Ale	
NET-A-PORTER.COM	PROPERCORN	Sonder	tokyobike	
Netflix	Psycle	Sonos	Tom Dixon	
New Balance	Pukka	Sony	TOM FORD	
Nicholas Kirkwood	Pump Street Chocolate	Sony Music Entertainment	Tonkotsu	
Nike	Punchdrunk	SoulCycle	Tony’s Chocolonely	
NIKKA Whisky	Purdy & Figg	SoundCloud	Trafalger Studios	
Nikon	Pureology	Southbank Centre	TRIBE	
Nintendo	RA (Royal Academy)	Space NK	Triumph	
Nom	Random House	Specialized	triyoga	
Northern Bloc	Rapha	Spotify	Trudon	
Nourished	Rare Tea Company	St-Germain	Turner Contemporary	
Nubian Skin	Raw	Starling Bank	Twitch	
NuFACE	Raw Halo	Stella McCartney	Tyrrells	
Nutmeg	Ray Stitch	Stephen Webster	Uber	
Nutribullet	Ray-Ban	Strong Roots	Unbound	
nuud	REAL Crisps	Sukin	Under Armour	

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