

# What a sauce! Heinz scoops brand Oscars

BY OLIVER STALLWOOD

ONE famously comes in 57 varieties, the other is based on a single, secret formula.

The former has the much-loved Wright Washers range under its wing; the latter is endorsed by achingly hip celebrities.

But, in a battle between Heinz and Coca-Cola for the nation's affections, there can only be one winner. And last night it was Heinz.

In an Oscars-style ceremony, the US giant was voted Britain's favourite food and drinks brand.

The firm founded by Henry J Heinz 135 years ago clinched the top spot for its beans, soups and sauces.

Pushing Coca-Cola into second place, it was praised for sponsoring soap opera *Emmerdale* and showing that 'Heinz Salad Cream was more than just a sauce only to be used for salad'.

Along Marks & Spencer also had reason to celebrate after its recent takeover wrangles and falling sales.

It finished top in the retail rankings.

## 'Brands reflect who you are'

ahead of Tesco and Asda, Steve Cheliotis, of the Superbrands Council, said: 'Superbrands need to deliver what their competitors don't give.'

'If you look at the winners, they all have something tangible that gives them the edge.'

A superbrand was also judged on whether people would miss it if it ceased to exist.

'People become emotionally attached to superbrands,' Mr Cheliotis added. 'They offer security and reliability and you get to know the brand as a friend.'

'People look to buy brands because they reflect who you are.'

Controversial brands to make the grade include CAT Footwear and oil giant Shell.

Campaigners have urged a boycott of CAT products because parent company Caterpillar supplies tanks to Israel.

Shell, meanwhile, has been criticised for environmental damage.

The awards were decided by an independent panel of judges.

## THE BEST OF THE BEST

### MARKS & SPENCER

Marks & Spencer

Slogan: *Exclusively for everyone*

Approximately 45 bras and 60 pairs of knickers are sold by M&S every minute during store opening hours in Britain and Ireland



BT

Slogan: *More power to you*

More than 300million calls are made through the BT network every day

### HEINZ BAKED BEANS

in tomato sauce

57 VARIETIES

Did you know: The keystone label on all Heinz products is a tribute to founder Henry Heinz's home state of Pennsylvania, the 'keystone' state

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**DURACELL**  
ULTRA

**Duracell**  
Slogan: *Lasts longer, much longer*  
The smallest Duracell battery weighs in at 0.19g and measures just 5.5mm by 1.6mm

**Gillette**  
Slogan: *The best a man can get*  
Did you know: The average man spends 3,500 hours of his life shaving. In that time, he will remove more than 20ft of whiskers from his face

**Jaguar**  
Slogan: *Simply Born to Perform*  
Did you know: The Jaguar XJ is the only car in the world to have won the 'Car of the Year' award for 10 consecutive years



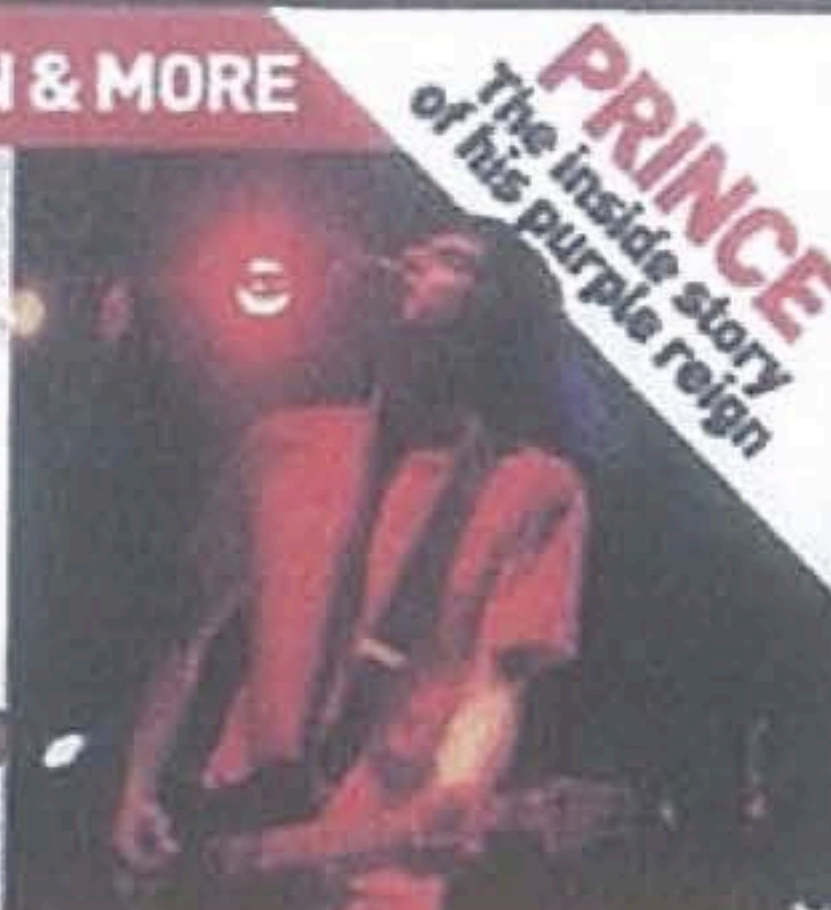
REVIEWED & RATED! PJ HARVEY • THE CURE • BOB DYLAN & MORE

# Q

THE ULTIMATE ROCK 'N' ROLL MAGAZINE



**THE HIVES**  
Have they made 2004's greatest rock album?



**SNOW PATROL**  
The New Coldplay take on America

**PRINCE**  
The inside story of his purple reign



# 100



## MOST POWERFUL PEOPLE IN MUSIC



**REVEALED!**

Who has his own private mountain  
Who's the \$300 million yoga freak  
Who's got George Bush on speed dial

### Crossword

Crossword by Maggie Mountbatten Edited by Cilla Wemba Closing date 31 July 2004

Send this entire page, including your name and address (and don't forget to fill in your email address at the bottom of the page) to: Q Crossword, Q217, Q/Emap Performance, PO Box 2996, London W1N 6LJ

## Win! Win! Win!

AN EXCLUSIVE TRIP ON THE LONDON EYE OR A MUJI CD PLAYER!

#### ACROSS

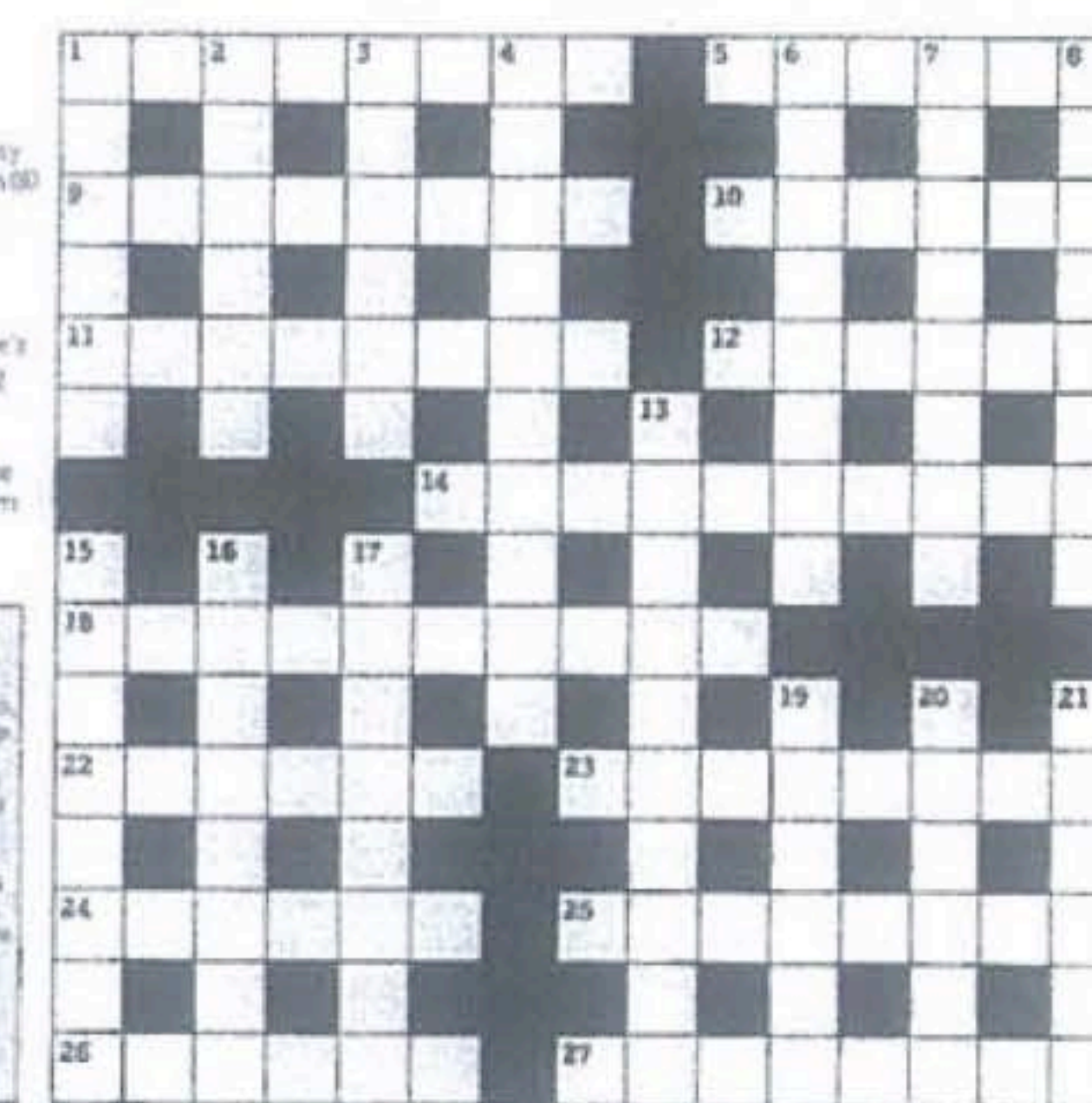
1 Suffolk band fronted by Justin and Dan Hawkins (6)  
5 1st, former chairman of The Kinks (10)  
9 In 1968, Natalie Cole's was (6)  
10 Bob Lind tune that became Keith's only non-Top 40 single (2,4)  
11 Mashin' time! That serves as the title of their West End musical (3,5)  
12 From Maudie's 1963 ——— Of course (6)  
14 Snow Patrol may break the career's back with this album (3,5)  
18 They were disappointed in 1992 (4,6)  
22 Greenham, whose Spirit in the Sky was covered by Genesis and The Kinks (6)  
23 Eino Kalevi's bedroom or David Essex's wizard (6)  
24 Length of time Duran Duran's first single was in the charts (4,6)  
25 Hootie's boys (4)

#### DOWN

1 Aquatic Jones or Sisters Of Mercy's Jeep (6)  
2 L.A.'s Burt Bacharach, on Long Island Sound (6)  
3 American hair-metal band, or The Arctic Monkeys' first album (4,6)  
4 Alcoholic band (1,10)  
6 Like George Michael's Whipped (6)  
7 Penelope Houston's US punk band who did 'For Your Sin' nearly 20 years after they disbanded (6)  
8 Dignity of Gold's Rats (6)  
13 Die advised us to Call On The Search (5,5)  
15 Prolific performer who just lately had his with Busi Campbell and Sade (4,6)

#### ACROSS

16 It keeps Hazel Dean busy when she's not a First Lady (6)  
17 1st, former guitarist in Guns N' Roses (6)  
19 Radiohead drummer (4,6)  
20 What Richard Derrygh's pop band group were doing in A Box (6)  
21 Track from Harvey Danger's Where Have All the Merry-makers Gone? or from 172 + 172, both of them 6000 (4,6)  
22 1st, former guitarist in Guns N' Roses (6)  
23 Eino Kalevi's bedroom or David Essex's wizard (6)  
24 Length of time Duran Duran's first single was in the charts (4,6)  
25 Hootie's boys (4)



#### Q216 ANSWERS

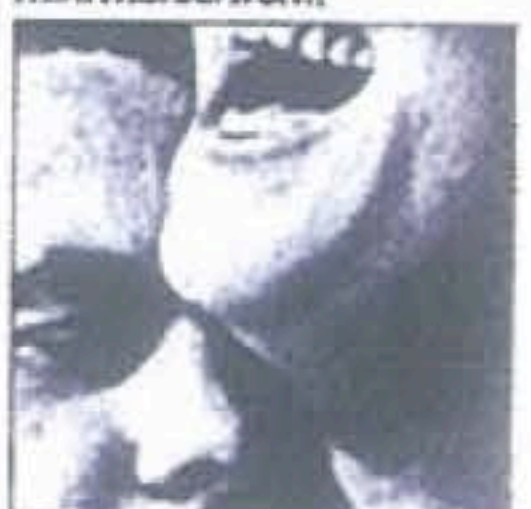
ACROSS: 1. The Kinks, 2. Burt Bacharach, 3. 172 + 172, 4. The Search, 5. The Kinks, 6. The Kinks, 7. The Kinks, 8. The Kinks, 9. The Kinks, 10. The Kinks, 11. The Kinks, 12. The Kinks, 13. The Kinks, 14. The Kinks, 15. The Kinks, 16. The Kinks, 17. The Kinks, 18. The Kinks, 19. The Kinks, 20. The Kinks, 21. The Kinks, 22. The Kinks, 23. The Kinks, 24. The Kinks, 25. The Kinks.

#### Q215 WINNERS

Ben Wilson, Leamington Spa, Warwickshire

#### Hey Clever Clogs!

Which album sleeve is this mini morsel from?



It's a little bit of a puzzle, but the answer is... The Kinks' 'The Kinks'!



Fancy a high-flying night out? Then get studying this month's crossword for a chance to catch an unforgettable view of London's dazzling sprawl!

We have three great prizes on offer: one lucky winner will get to wow their friends in a private capsule (for up to 20 people) on the British Airways London Eye, where they'll be treated to champagne & canapés as they soak up the sights.

We also have two top-of-the-range Muji bookshelf CD players (worth £295 each) - featuring 3D surround sound and a built-in woofer speaker - to give away.

So get puzzling... and don't forget to include your prize preference on your entry!



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# RadioTimes

**MARTINA NAVRATILOVA**

"Tennis is a mess and we need help"

**IAN MCKELLEN**  
From Gandalf to Widow Twankie!

**WIN!**

a fabulous state-of-the-art Bang & Olufsen TV worth over £5,000

**RT EXCLUSIVE**

## When Steve met Ozzy...

...they BOTH revealed their secret Olympic ambitions. See p18!

Sir Steve Redgrave and Ozzy Osbourne appear in the Olympic Torch Concert, Saturday BBC1

### COMPETITION

## WIN! WIN! WIN! Watch the Olympics in style with this superb TV

PLUS FIVE RUNNERS-UP WILL RECEIVE DIGITAL RECEIVERS

**B**ang & Olufsen, in association with Cool Brandleaders, are giving RT readers the chance to watch the Olympics interactively with these fantastic prizes. All you have to do is answer one simple question.

**THE QUESTION**  
How many gold medals did the British team win in the 2000 Olympics in Sydney?

A 0  
B 1  
C 11

### HOW TO ENTER

**PHONE** 0901 111 0728 (calls cost 25p).  
**TEXT** RT COMP and then your answer to 87227 (25p plus standard operator charge).  
**ONLINE** at [www.radiotimes.com/win](http://www.radiotimes.com/win). Competition closes 9 July 2004.

### THE PRIZE

The winner will receive a Bang & Olufsen BeoVision Avant integrated home cinema system with built-in DVD player (worth more than £5,000), plus a digital set-top box. The elegant design places the screen on its own smooth "wall", which adds an exceptional visual lightness to the TV. The system has an 81cm/32in real-flat 16:9 screen, offering a picture quality that's second to none, and an anti-reflective contrast screen to ensure perfect viewing - even in broad daylight. And the electronic curtains that glide aside when you turn on tell you you're in for a home cinema experience that's out of the ordinary! For more information, go to [www.bang-olufsen.com](http://www.bang-olufsen.com). Bang & Olufsen was voted a Cool Brandleader by the Superbrands Organisation. For more information, go to [www.superbrands.org](http://www.superbrands.org). Five runners-up will each receive a digital set-top box enabling them to access all this year's interactive Olympic services (if reception allows - see "Going Digital" on page 12). Usual RT competition rules apply - see page 137.



BANG & OLUFSEN

### Phill Jupitus

## WORLDLY WISDOM

The layered folk of a hi-tech rag 'n' bone man enters the orbit of Planet Jupitus



John Martyn

One World (Island)

A spacy 'n' smooth classic from the prolific UK folk fusionist. Martyn is the subject of the documentary John Martyn: Joining Too Bad (Friday BBC2).

For me, the post-punk years were a confusing time in terms of my musical taste. Much as peer pressure dragged you towards the hip bands of the day, there's no accounting for free will, so I found myself listening to John Martyn. Fans will be aware that 1973's *Solid Air* was one of the must-have albums of the mid-1970s, with its sophisticated, folksy brilliance, but my introduction to Martyn came in 1977, at the height of punk. What we were having our ears hammered by the Clash, the Jam and the Pistols, in solitary moments I found myself drawn towards the hippy-esque, ambient sounds of Martyn's wonderful *One World*. Obviously I couldn't tell any of my punk-rockin' amigos of this transgression, as the songs were anything up to eight minutes long, layered in synthesizers and possessing a grand deal more than three chords. So John Martyn was consumed only behind the locked door of my tiny bedroom. Another guilty teenage secret, then, like dog-eared copies of *Melody Maker* and six-packs of Club biscuits. Produced by Island boss Chris Blackwell, *One World* features



John Martyn

John Martyn's layered ambience

counters the late-70s trend

## I was drawn towards the hippy-esque sounds

legendary collaborator

Bassist Dave Pegg and

Danny Thompson, Traffic's

Steve Winwood and

trumpetist Fats Waller all appear.

At certain points, the album

has a loose, almost dub feel.

Indeed, the album's bouncy

composers Big Muff was

co-written with Jamaican

legend Lee Perry. To

wonderful effect, Martyn made great use of tape loops to layer

his incredible guitar playing over itself, as evident on *Dancing*.

A few years after *One World*'s release, I went to see him in

concert at Southend's Cliffs Pavilion. At the time, I was a skunk

and wearing a leather jacket and Doc Martens. Keen to hear

something from my favourite album, I shouted out "One World".

Mr Martyn looked in my direction and replied, "You're so right

you to...". Maybe that's why I stopped buying his records.

Did you know...

Martyn did a wonderful cover version of Gary Barlow's *Portsmouth*.

Three to listen out for...

*Deeds, Certain Surprise, Small Hours.*

In a similar vein...

Nick Drake, Richard Thompson, Roy Harper.

Phill Jupitus presents BBC 6 Music's week-by-week show



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won an award for his Walkers crisps TV adverts.

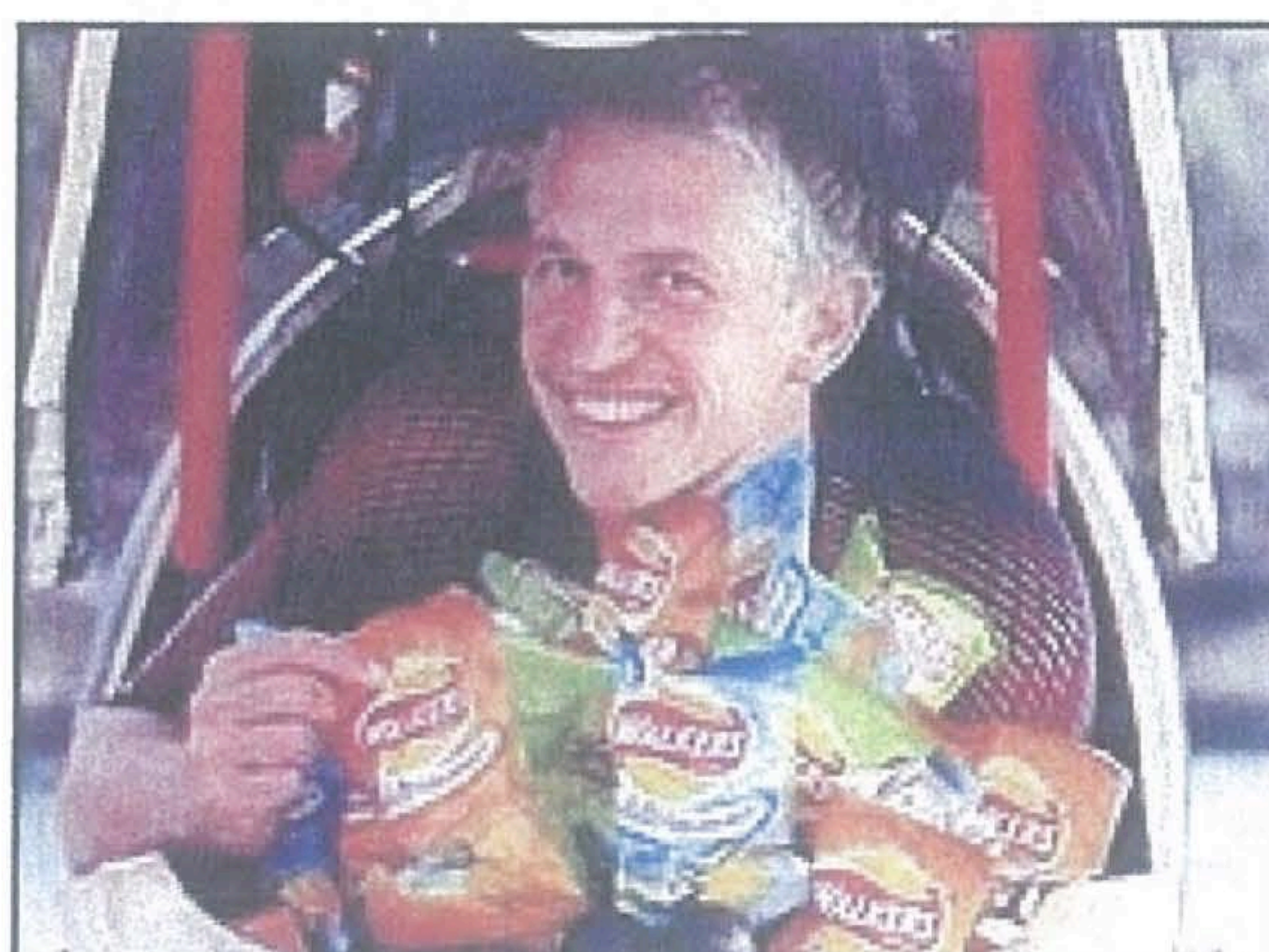
## Celebrity endorsement

Marks & Spencer's success in the poll of UK consumers will come as a welcome boost for the company's board, which faces the task of convincing shareholders that it was right to reject Mr Green's £9.1bn (\$16.9bn) takeover approach.

Celebrity endorsement helped Gillette - which is promoted by England football team captain David Beckham - come top in the clothing, household and healthcare product category.

However, the Superbrands survey revealed that consumers were more influenced by a company's environmental policy than celebrity endorsement of its products.

Despite recent criticism for promoting crisps, Gary Lineker's Walkers adverts were the consumers' favourite in the food and drink category.



Gary Lineker has been criticised for promoting fatty foods

## "Competitive advantage"

Dove's 'Real Women' advertising campaign and adverts for Tesco featuring Prunella Scales were other consumer favourites.

Heinz, Duracell, and Tesco were the brands consumers would miss most if they were no longer available, according to the Superbrands survey.

Jaguar cars, Virgin Atlantic and Duracell were voted the three brands consumers would most like to work for.

Stephen Cheliotis, chairman of the Superbrands Council, said: "Brands are still vital in the eyes of consumers and in the long-term give real competitive advantage, for example we have seen that consumers are still happy to pay a premium for their favourite brand."

content of external

## TOP BUSINESS STORIES

Five months in jail  
BAT enters China  
Barclays closes B  
Insolvencies rise



Source: Daily Telegraph  
Date: 14.07.05  
Circulation: 912,497

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## Top brand name gives staff sense of pride

By Richard Tyler

PEOPLE working for one of the country's 83 "super brands" have significantly higher levels of commitment, loyalty, trust and pride than their peers at lesser known companies. Research by the

Business Superbrands Council examined the attitudes to work of more than 800 staff from the 83 companies, which include BT, P&O and Pringle.

It found that employees of these companies were almost twice as likely as the

national average to trust their employer and recommend the company to their friends.

Some 82pc said they were proud to work for the company, compared with only 52pc of the country's workforce as a whole and more than three quarters said they

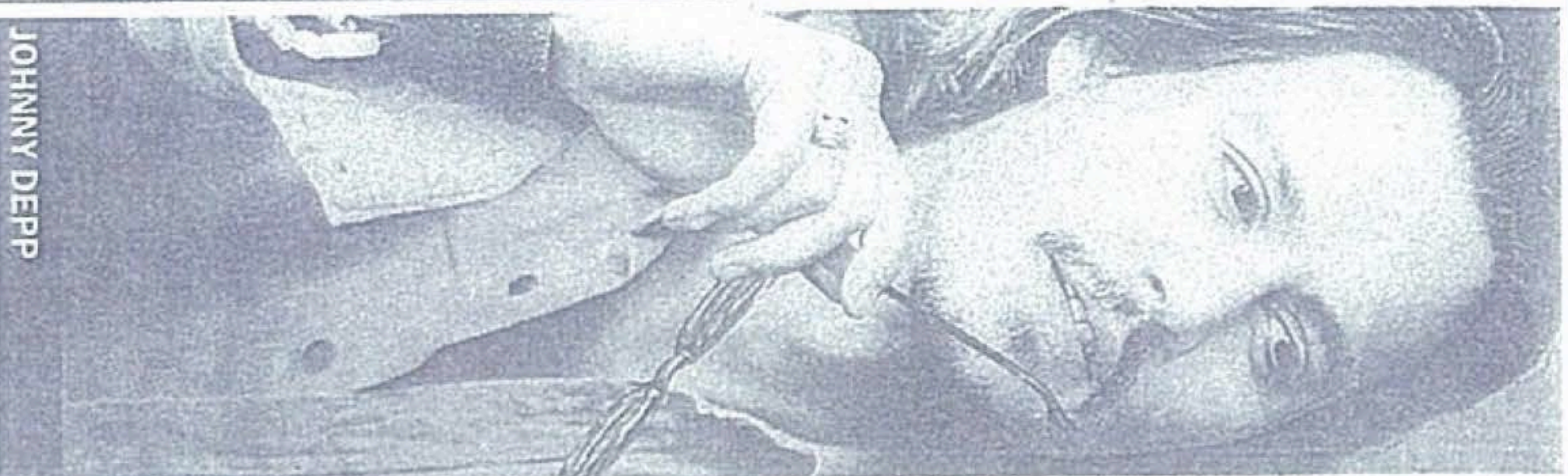
had "strong attachment" to the company, compared with a national average of 39pc.

Stephen Cheliotis, chairman of the Business Superbrands Council, said: "This is further proof of the argument that a company's brand is its most valuable intangible

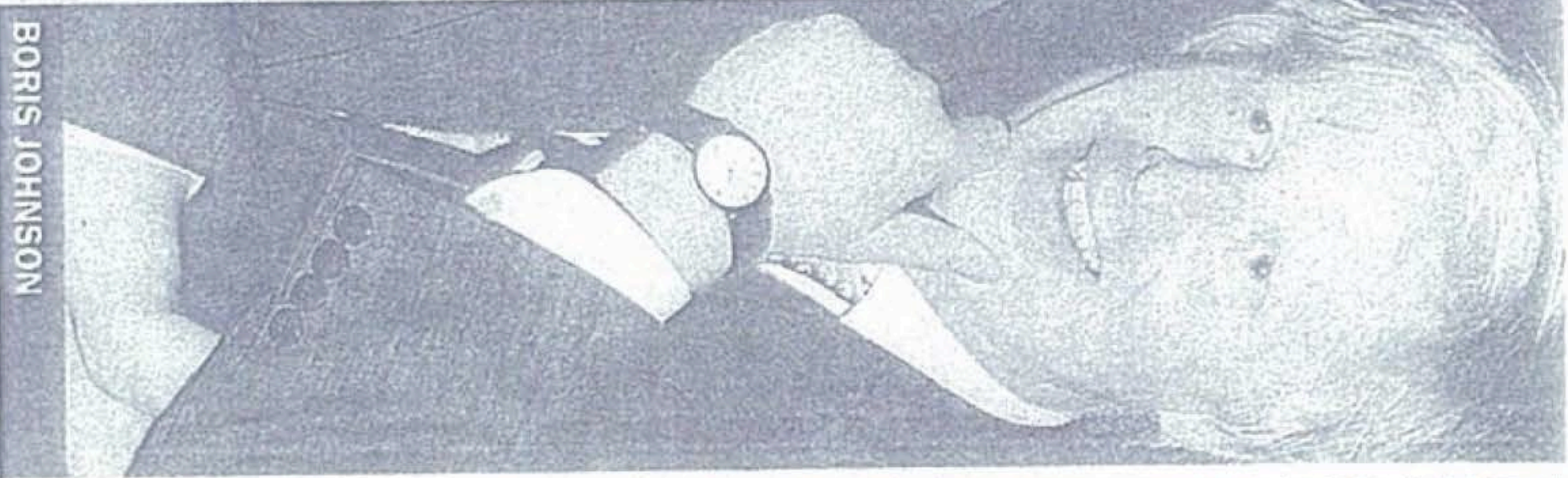
asset and sends a message to employers that taking the time and effort to develop and build the brand will benefit the company in numerous ways."

The council selected the 83 superbrands this month from a list of 1,000 companies.





JOHNNY DEPP



BORIS JOHNSON

**THE COST OF BEING COOL**

Audi A8 6.0 Quattro £72,075.00

Bose Acoustic Wave Music System £985.00

Virgin Atlantic return flight to New York this weekend, Premium Economy class £862.00

Diesel Men's Zaitian jeans £126.00

Harry Potter hardback box set, 5 volumes £47.50

Kill Bill DVD, volumes one and two £26.98

The Streets, A Grand Don't Come for Free £8.10

Stella Artois lager, 20 x 330 ml bottles £19.99

The Times compact edition 50p

**COOLEST DRINKS BRANDS**

1. Stella Artois

2. Stolichnaya

3. Guinness

4. Budweiser Budvar

5. Innocent smoothies

**COOLEST TECHNOLOGY BRANDS**

1. Bose

2. Nokia

3. Denon

4. Sony Ericsson

5. BlackBerry

**COOLEST VENUES**

1. London Eye

2. Selfridges

3. Somerset House

4. Design Museum

5. Malmison hotels

**COOLEST MOTORS**

1. Audi

2. Vespa scooters

3. Saab

4. Land Rover

**COOLEST MUSIC ARTISTS**

1. The Streets

2. Damien Rice

3. Lenny Kravitz

4. Usher

5. Joss Stone

**COOLEST MOVIE DIRECTORS**

1. Quentin Tarantino

2. Peter Jackson (Lord of the Rings)

3. Sofia Coppola

4. Michael Moore (Fahrenheit 9/11)

5. Pedro Almodover (Bad Education)

**COOLEST AUTHORS**

1. J.K. Rowling (Harry Potter)

2. Dan Brown (The Da Vinci Code)

3. Philip Pullman (His Dark Materials)

4. Christopher Brookmyre (Be My Enemy)

5. Michael Moore (Stupid White Men)

**COOLEST BUSINESS PEOPLE**

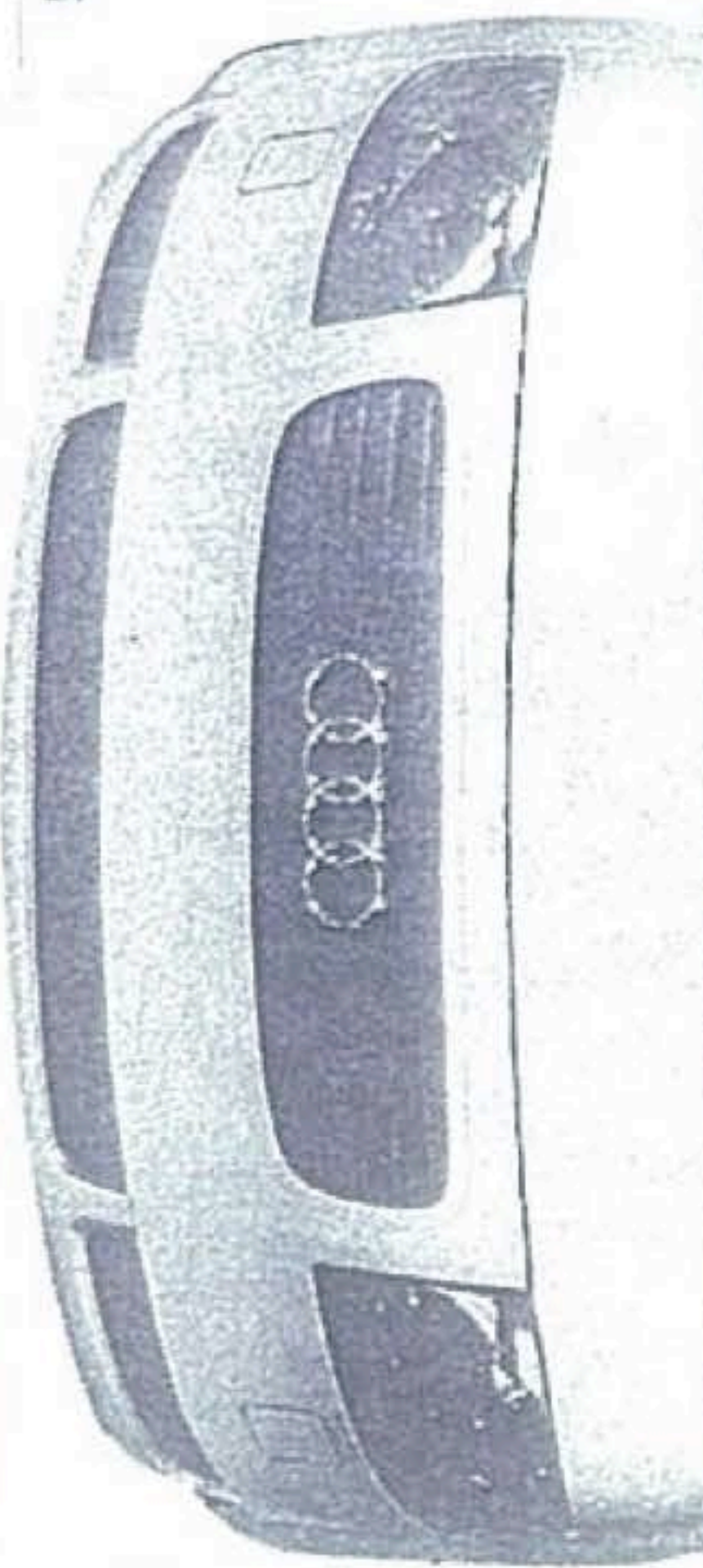
1. Sir Richard Branson (Virgin)

2. Stelios Haji-Ioannou (easyJet)


3. Philip Green (Arcadia)

4. Roman Abramovich (Chelsea FC)

5. Steve Jobs (Apple computers)



**THE STREETS**



# There's Johnny Depp cool and Streets cool. And then there's Boris Johnson

By Alexandra Freeman  
Social Affairs Correspondent

If YOU find yourself cruising along in your Audi today, listening to The Streets on your Bose stereo with a copy of *The Times* in your bag, decked in Diesel clothing on your way to catch a flight for New York, then you could be the coolest person in Britain.

If you are then assigned the seat next to Johnny Depp, you will be in excellent company. For the mercurial Hollywood actor is pretty much the coolest person on the planet, according to a survey of the coolest brands of 2004.

Do not be disturbed, though, if a crumpled-looking bear of a man with haystack hair flumps down on the other side, papers flying and shirt tails untucked. For this is Boris Johnson, Tory MP for Henley, the only politician to make it on to the "cool list".

published today by the marketing company Superbrands. Mr. Johnson, 40, is living proof that coolness is not just about being sleek, good-looking and young. It is also, according to Stephen Cheliotis, chairman of Superbrands, about "being able to zig, when everybody else zags", being innovative, original and true to yourself.

"People like Boris Johnson because, quite simply, there isn't anybody else quite like him. And because he's funny," Mr. Cheliotis said.

The survey coincides with the publication of a book called *Cool Brandleaders*, which names the cutting-edge brands of the moment. The 63 brands featured in the book were chosen from an initial list of 1,300 by experts on the Cool Brandleaders Council, which includes leading designers, advertisers, marketing gurus and journalists. From the

final list they picked five brands considered the coolest of the cool.

The top choice of the experts went to Selfridges, which has a store in Oxford Street in London as well as branches in Manchester and Birmingham, where the store is housed in an iconic new development in

the coolest for clothes, while The Streets emerged as the coolest performer Audi took pole position for the best cars, the audio equipment specialist Bose produced the coolest technology and Stella Artois was the coolest drink.

Quentin Tarantino was named the coolest film director for his recent *Kill Bill* movies, while J.K. Rowling topped the list of authors.

New York was the world's coolest city, just ahead of London, and the coolest business person was the Virgin entrepreneur Sir Richard Branson.

The *Times* in compact format, was naturally the coolest newspaper. The poll of 18 to

44-year-olds from the main cities also found that the key ingredients to being cool were style, innovation, originality, authenticity and uniqueness.

The best way to become a cool brand was said to be by word of mouth; the worst was through "celebrity endorsement".

Although the idea of a cool list snacks of playground rivalry, and a number of the expert panelists' own brands happen to appear in the final list of 63, Mr. Cheliotis insisted there was a serious purpose behind the exercise. "We are not saying that you have to own all of these brands to be cool. But by compiling this list we are saying here is a collection of brands that have done a good job in the way they project themselves."

"Now others can learn from this. While cool is very subjective, we have gained a great snapshot of who, what and where has that X factor right now."

Mr. Cheliotis said that it was not all about expensive products, citing the example of Innocent Smoothies, which the poll placed as the fifth-coolest drink, as a perfect example of an innovative brand that was constantly updating itself by adding new and interesting flavours to remain at the cutting edge. "Being cool is a hard currency to keep, but they seem to have managed it," he added.

The lesson for manufacturers and marketers, he said, was that, even if they are big, to be cool they must think like a small organisation and take the same kind of risks. "That will allow you to innovate and to be original," he said.

Is Boris Johnson cool?  
Send your e-mails to  
debate@thetimes.co.uk







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**Top brand name gives staff sense of pride**  
 By Richard Tyler (Filed: 14/07/2005)

People working for one of the country's 83 "super brands" have significantly higher levels of commitment, loyalty, trust and pride than their peers at lesser known companies.

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Research by the Business Superbrands Council examined the attitudes to work of more than 800 staff from the 83 companies, which include BT, P&O and Prontaprint.

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## Top brand name gives staff sense of pride

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Research by the Business Superbrands Council examined the attitudes to work of more than 800 staff from the 83 companies, which include BT, P&O and Prontaprint.

It found that employees of these companies were almost twice as likely as the national average to trust their employer and recommend the company to their friends.

Some 82 per cent said they were proud to work for the company, compared with only 52 per cent of the country's workforce as a whole and more than three quarters said they had "strong attachment" to the company, compared with a national average of 39 per cent.

Stephen Cheliotis, chairman of the Business Superbrands Council, said: "This is further proof of the argument that a company's brand is its most valuable intangible asset and sends a message to employers that taking the time and effort to develop and build the brand will benefit the company in numerous ways."

The council selected the 83 superbrands this month from a list of 1,000 companies.



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Date: 14.07.05  
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Thursday, July 14, 2005

## UK energy is badly regulated and taxed too highly

Users launch a wide-ranging attack on the Government

By Andrew Cave

UK's most intensive of energy have blasted government for a lack of strategy in gas and electricity markets, ineffective regulation and high taxation, damning verdicts were red by respondents to a survey by Energy Users' Group, a 100-year survey company.

The survey also criticised the key policy that would impact most on energy costs over the next two years, major users also cited high prices and the structure of the market. In addition, they called for government to change its approach to energy.

The survey comes after the publication of a report by the Global Infrastructure which of the UK gas market of distortions and pointed out the failure to open up the market.

British industry paid on more for gas than its rivals last year because of the difference in the nation's competitive landscape and the situation in Europe where much industry is controlled by state-owned monopolies. In Britain has been affected in North Sea gas, recent years the supply has been diminishing and demand for gas is high in cold weather it must be paid via cross-Channel pipelines.

Mr. Hainbridge believes management complexity is a major factor in preventing British companies from taking action to improve energy efficiency.

Users were being forced to pay an extra £100m a year for their gas and electricity. However, Andrew Hainbridge, director general of the major Energy Users' Council, said: "Everyone has their point of view. I suppose there is some disagreement about what the problem is."

"What there is no disagreement about is that the prices for energy in the UK are higher than they are in Europe."

The survey also showed that one in five of respondents had taken no steps to improve energy efficiency over the last six months.

The most common reasons cited were cost and technical limitations. Nearly four in five of the major energy users, 86 small to medium-sized enterprises and 10 policymakers and lobby groups in the survey said the government should be doing more to encourage technology innovation.

Some 62pc wanted the Government to introduce specific financial incentives to improve energy efficiency and provide more relevant information.

Only 13pc wanted more regulation introduced. Nearly two in five of the major energy users surveyed said they either did not support the Government's target for reducing carbon dioxide emissions or did not know what they felt about it.

Mr. Hainbridge believes management complexity is a major factor in preventing British companies from taking action to improve energy efficiency.

"I have always felt that complexity in the boardroom is a major factor," he said. "British businesses are traditionally not interested in energy efficiency."

"It is very, very rarely on the agenda. It only gets on the agenda when there is a crisis."



Hoisting responsibility: chiropodist Mark Metcalf is one health worker who could be entrusted with letting people off work - currently the preserve of doctors

## Nurse or physio could give sick notes

By Andrew Cave

NON-MEDICAL professionals such as physiotherapists, nurses and chiropodists could be entrusted with the task of dispensing sick notes, according to a survey of 1,000 healthcare professionals.

The responsibility for certifying incapacity for work on the statutory Med 3 form and therefore certifying people to state benefits is currently the sole preserve of Britain's doctors.

However, a research report from the Department for Work and Pensions suggests that there may be scope to extend the role to other healthcare workers. The most commonly cited advantages were that

it would benefit patients and reduce pressure on doctors.

The report details the findings of a feasibility study exploring the potential consequences of such a move. Based on a survey of 1,000 healthcare professionals, plus findings from an international literature review, interviews and focus groups, it concludes that about seven in 10 of non-medical healthcare professionals support being given the extra responsibility.

The highest levels of support came from osteopaths and chiropodists, with 80pc of those surveyed in favour. Nurses, practitioners in primary care and accident and emergency

functions also showed strong support for the idea, along with 72pc of physiotherapists.

However, clinical psychologists were undecided, with 55pc in favour. Six in 10 of the occupational health nurses in the survey agreed with the idea. Non-radical healthcare professionals were concerned that they would need more training if they were asked to certify availability for work. Some 37pc said they had no awareness of the DWP's criteria for advice and statements of incapacity.

A majority also stated a preference for the widening of fitness for work certification on the basis of a tiered system that would see cases that they

felt were outside their remit dealt with by another professional.

Seven in 10 said they would have no difficulty in assessing fitness for certification purposes, as long as they were provided with adequate training and guidelines.

However, 70pc felt that the change would result in an increased workload. Some 29pc of clinical psychologists and 30pc of occupational therapists also said it could damage their relationships with patients.

The DWP said it would now consider the findings in consultation with other governmental departments and professional bodies.

## Top brand name gives staff sense of pride

By Richard Tyler

PEOPLE working for one of the country's 83 "super brands" have significantly higher levels of commitment, loyalty, trust and pride than their peers at lesser known companies. Research by the

Business Superbrands Council examined the attitudes to work of more than 800 staff from the 83 companies, which include BT, T&A and Primor.

It found that employees of these companies were almost twice as likely as the

national average to trust their employer and recommend the company to their friends.

Some 82pc said they were proud to work for the company, compared with only 52pc of the country's workforce as a whole and more than three quarters said they

had "strong attachment" to the company, compared with a national average of 30pc.

Stephen Chelatis, chairman of the Business Superbrands Council, said: "This is further proof of the argument that a company's brand is its most valuable intangible

asset and sends a message to employees that taking the time and effort to develop and build the brand will benefit the company in numerous ways."

The council selected the 83 superbrands this month from a list of 1,000 companies.

**Edited by Richard Tyler**



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Wednesday, 13 July 2005

**UK's 'business superbrands' revealed**

13 Jul 2005

Special awards identify best in class for customer focus, innovation, keeping promises, reputation and the ability to attract talent.

From a shortlist of over 1,000 brands 83 brands have been selected by the independent and voluntary Business Superbrands Council, as part of a programme to reward excellence in business-to-business branding.

The companies come from a range of sectors including technology, entertainment, food and drink, construction, logistics, marketing, energy and utilities. Major global corporations are included – such as O2, Shell and Sony - along with smaller names such as Eddie Stobart and Office Angels.

Stephen Cheliotis, chairman of the Business Superbrands Council explained: "To qualify, as a Business Superbrand a company has to have established the finest reputation in its field. It needs to offer customers significant emotional and or tangible advantages over its competitors, which – consciously or sub-consciously – customers want, recognise, and are confident about investing in.

"Each of the 83 companies identified by the independent panel do all of these things and more."

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As part of the launch Sony, Thames Water, IBM, Eddie Stobart and JWT received special awards for excellence in key brand attributes. The awards were based on independent research by BMRB that questioned more than 800 employees from a host of business superbrands.

Top 3 companies listed by brand attributes

Is a responsible member of the community



Source: [www.businessmoney.co.uk](http://www.businessmoney.co.uk)  
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The screenshot shows the Business Money website. The header includes the site name, navigation links (Home, About Us, Contact Us, News, Money Index, Blogs), and a search bar. The main content area features a news article titled "UK's 'business superbrands' revealed". The article text discusses special awards identifying best-in-class companies for customer focus, innovation, keeping promises, reputation, and talent attraction. It mentions a shortlist of over 1,000 brands and 83 selected brands. The article also lists various sectors (technology, entertainment, food and drink, construction, logistics, marketing, energy and utilities) and includes a quote from Stephen Chellolis, chairman of the Business Superbrands Council. The sidebar on the left contains links to various sections like Latest News, Business Tools, and News. The right sidebar includes a "Buy-to-let Product" section.

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Top 3 companies listed by brand attributes

is a responsible member of the community



1. Thames Water
2. BT
3. Costain, Royal Mail and Slough Estates (all joint)

**Attracts highly talented people**

1. JWT
2. PriceWaterhouseCoopers
3. Deutsche Bank

**Excellent reputation**

1. IBM
2. Sony
3. FT

**Keeps its promises**

1. Eddie Stobart
2. DHL
3. Towers Perrin

**Focused on its customers**

1. Sony
2. O2
3. DHL

**Innovative**

1. Sony
2. IBM
3. Intel

Stephen Cheliotis added: "These awards recognise the brilliance of each of these brands in a critical area of their business operations. To receive these awards from a survey of your peers is a true recognition of excellence and demonstrates that each of these companies are leaders in their chosen fields."

The awards were presented at an event at Tate Britain, 5 July 2005. The event was attended by 350 of the UK's leading professionals from the UK's marketing and branding profession.

The programme is endorsed by the Chartered Institute of Marketing, the Institute of Practitioners in Advertising and the British Brands Group.



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Keyword: Superbrand

## Brand rankings. NO AFFINITY WITH RIVAL

Brand rankings NO AFFINITY WITH RIVAL The publisher of an established guide to leading SA brands has come out fighting against a new competitor. Affinity Publishing's Ken Preston, who compiles the annual Sunday Times Encyclopaedia of Brands & Branding, has labelled his new competitor publication an exercise in vanity publishing. He claims that one of the most important qualifications for inclusion in Superbrands SA currently being compiled is cash. Only companies willing to pay for inclusion will make it into the directory.

The newcomer will be published by a UK company, Superbrands, which has been in operation for 12 years and claims to work in more than 40 countries. SA companies already signed up for its local project are understood to include MTN, Vodacom, Sasol and IBM.

In principle, companies will make it into the book only after vetting by a council of advertising personalities. They include brand expert Andy Rice, analyst Chris Moerdyk and MTN marketing director Santie Botha. Others listed by Superbrands are former politician Denis Worrall, advertising industry executives Happy Ntshingila and Reinher Behrens, Proudly South African CEO Martin Feinstein and Peter Mckenzie, MD of TV sales house Oracle.

Superbrands' Simon Goddard says 3000 SA brands identified for possible inclusion were reduced to 1200. He says the council then ranked these according to market dominance, longevity, goodwill, customer loyalty and overall market acceptance. The top 20% have been approached by Superbrands for inclusion in its directory. The first 100 to confirm their participation will be featured alphabetically in its first local volume.

But how do they confirm? By paying money for inclusion, says Preston. That devalues the whole concept of an independent guide, he argues.

Goddard concedes that companies will not be awarded superbrand status if they do not pay. The cost is R60000, which includes a two-page editorial spread in the book, public relations and media coverage, and awarding of a superbrand logo that can be used on packaging.



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Keyword: Superbrand

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Brand managers and marketing directors of potential participants say they have no choice but to take part. If a rival is in, they must be, too. According to a participant, R60000 is small change to cover one's backside.

Preston claims that his encyclopaedia, in its 11th year, is more authoritative because it features the results of an independent survey of 3500 participants by market research house Markinor. Goddard counters that his company's selection method is well established internationally. He adds that he is not offering a ranking, merely a directory of top brands.

Markinor notes that it has no formal relationship with Affinity and that Preston's content is provided by the Sunday Times.

Superbrand council member Rice acknowledges the new project is not a robust piece of research and says he has raised his concerns with the Superbrand publishers. But until definitive research methods are devised, he says, there is room for two products in the SA market.

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Keyword: Superbrand

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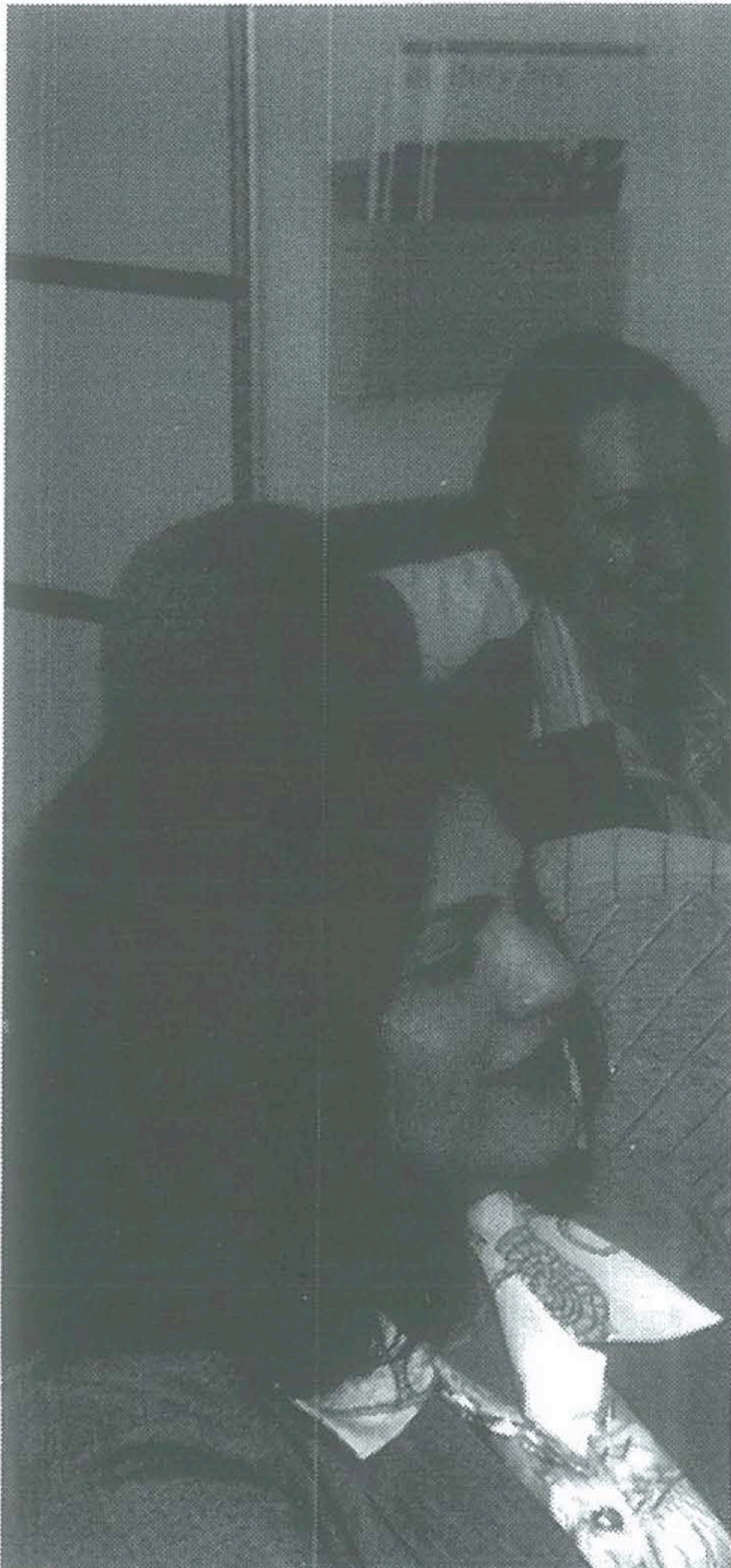
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ARIME plans to introduce hand-held computer units to help the crew increase sales.



Alan Edwards.

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(Centre) A victorious Michael Schumacher celebrates his victory at last year's debut Bahrain Grand Prix, with Gulf Air Ceo James Hogan (far left) looking on.

### Gulf Air – background

Gulf Air was founded in 1950. Today, it is owned by the Kingdom of Bahrain, Oman and the UAE and the airline's network stretches from Europe to Asia, covering more than 50 cities in 32 countries.

The fleet is one of the most modern in the Middle East, comprising 35 aircraft. The airline is in the second year of a three-year strategic recovery programme, headed by President and Ceo James Hogan. The airline's aim is to further evolve by taking its renowned cultural strengths, technical expertise, modern fleet

and professional management team which have been developed over more than half a century, into a global competitive environment.

Gulf Air was recognised with the prestigious Airline Turnaround of the Year Award by the Centre for Asia Pacific Aviation (CAPA) in 2003 and it was selected as one of the leading and most recognised brands in the UAE by the Superbrands Council.

The airline also received the top honour of a platinum award for being voted the Best Middle East and North Africa Airline at the 2004 Arabian Travel Market's inaugural

MENA Awards. Gulf Air was also named winner of the Excellence in Quality Improvement category of the 2004 Skytrax Airline Excellence Awards, the world's largest survey of passenger attitudes towards airlines.

Revenues at Gulf Air increased by 12.1% to \$1.02bn in 2003, while the airline reduced its losses by 51% to \$52.8m. Gulf Air credits the success of its ongoing "Project Falcon" turnaround plan for reducing its net losses and Ceo Hogan says he is hoping for a break even result at the airline by the end of the current financial year. ○



# Back on track

After 54 years of operations Gulf Air was almost bankrupt when Ceo James Hogan arrived in early 2002. But Hogan's "Project Falcon" turn-around plan is pointing Gulf Air back to profitability in 2005 and the airline's inflight duty free programme – operated by Aer Rianta International Middle East – is growing from

strength to strength. **Doug Newhouse** talked with ARIME's ever enthusiastic Inflight Manager Alan Edwards at the end of last year.

**W**

hat would you describe as the highlights of the year for the Gulf Air inflight programme? To date, sales are up about 72% year-on-year and we are now coming into the second year of the operation, so it is now becoming like for like.

Passenger numbers are also up 40%

and last year [2003-Ed] they were up 35%. Our passenger spend was up 21%, so it is all pointing in the right direction, but there is still a long way to go.

When we track what other airlines are doing in the region then we've got some terrific peers to try and catch up with. But Gulf Air is a success story and in the last 18 months under James Hogan's direction Landor has come in from the UK and rebranded the airline. They are a big design consultancy and obviously priority has been to the core product, so it has been tough for inflight duty free.

Gulf Air is also one of the only airlines

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# Back on track

After 54 years of operations Gulf Air was almost bankrupt when Cao James Hogan arrived in early 2002. But Hogan's "Project Falcon" turn-around plan is pointing Gulf Air back to profitability in 2006 and the airline's inflight duty free programme – operated by Aer Flanta International Middle East – is growing from

strength to strength. **Doug Newhouse** talked with ARIME's ever enthusiastic Inflight Manager Alan Edwards at the end of last year.

**W**

hat would you describe as the highlights of the year for the Gulf Air inflight programme? To date, sales are up about 72% year-on-year and we are now coming into the second year of the operation, so it is now becoming like for like.

Passenger numbers are also up 40%

and last year (2003-04) they were up 35%. Our passenger spend was up 21%, so it is all pointing in the right direction, but there is still a long way to go.

When we track what other airlines are doing in the region then we've got some terrific peers to try and catch up with. But Gulf Air is a success story and in the last 18 months under James Hogan's direction Lantier has come in from the UK and rebranded the airline. They are a big design consultancy and obviously priority has been to the core product, so it has been tough for inflight duty free.

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in the region to publicly announce their trading year, so there is a very important benchmark that they have to meet continuously.

**The current Ceo James Hogan seems to have done a good job?**

Very much so. He is very driven and he has got a great team that are driving it all forward in all sorts of areas... they are all very focused.

**Do they recognise the importance of inflight duty free at the top of the company?**

We are getting the message across. John Sutcliffe (*MD ARIME*), myself and Maurice Burke (*Bahrain Duty Free General Manager*) have undertaken a number of presentations to Gulf Air and there is now a senior vice president in charge of duty free to drive it forward. This is great news for us because Gulf Air do see that there is an opportunity.

So all in all we've done well over the last 18 months, but there is always room for improvement. We've got to put the correct range onboard and there are other areas we can develop. We are very keen to tap into the flight attendants. We've also created a brand for the magazine called Priceless and I think the dictionary definition is 'so valuable that you can't determine its worth'. So that is the product and it doesn't matter whether it is a cuddly toy priced at \$20, or a piece of jewellery at \$150, because a cuddly toy for a kid is just as priceless.

In terms of pricing we benchmark against Bahrain Duty Free and that sometimes annoys my General Manager, but we will usually be at the same price or less than Bahrain Duty Free. So that gives a message to the crew who are core to it all.

**How do you work with the crew?**

We are really pushing them. We have trained about 600 out of the 1800 crew so far and we train them on a weekly basis. I do the presentations and I've just taken on a trainer to specialise in that area.

We've given away around about

\$35,000 worth of incentives and that comes out of the advertising and promotional budget that the suppliers provide and we've also given away about \$10,000 in cash prizes for six flight attendants. The suppliers have also come onboard. Frederique Constant are giving away watches, Russ Berrie are supporting us and we link in passenger promotions as well. There are also prizes for the crew when they sell the product and so on.

So it is all the usual things, but it is really just trying to keep on top of it all because without the crew's support it would be impossible. As you know, if someone doesn't want to sell duty free – for whatever reason – then there is nothing we can do about that on the ground. So we have got to keep getting through to them.

**How does the offer you have on ordinary scheduled Gulf Air flights differ from that on economy only Gulf Traveller?**

Well we tried about six months ago to put a leaflet together of 29 of our best selling lower-end priced products, but it didn't work. So we have now reverted back so that exactly the same product goes on Gulf Traveller that goes on Gulf Air.

The next stage for us is to look at the premium end, so that means the first and business class passengers. Our passenger spends into places like Damascus, Beirut and Cairo are up there with anybody in the region, so we now need to either heighten the product range, or look at some additional items.

**It must be quite a pioneering challenge to try to get a programme together for lower-cost travellers in the region. Has that involved a lot of experimentation?**

Yes it has and you are absolutely right about the challenge, because a lot of passengers flying to India and Sri Lanka have only a small amount of disposable income. But having said that, it is

perhaps ironic that when we put Frederique Constant watches on in September at \$640, the first watch that was sold was on a Gulf Traveller aircraft.

So you might think that you get the balance right with maybe Pierre Cardin, which is highly perceived in India at an economical price point and which does sell very well, but then you get surprises like this.

**So what percentage of Gulf Air's flights are around one hour to an hour and a half?**

Quite high. In terms of the number of rotations it would be 60% to 70% and that makes it very tough. In fact we are now looking at hand-held computer units to help with this. We are in negotiations with all of the three major players in that market and we've submitted the price costings to Gulf Air.

**So you obviously think they will make a big difference?**

We think they will, although I don't believe that they are the Holy Grail. But I do think this will help flight attendants in many ways, including handling credit card payments, the bureaucracy and the paperwork which are very difficult for the crew. Presently our system is a little antiquated and I think we have to move it forward.

But of course, there is a price to pay because these units are very expensive waiting for the next magazine which is published on a four-month cycle, we were one of the first to carry that.

**How many passengers did Gulf Air carry in 2003?**

Around six million and that was 600,000 up on the year before. They are 35% to 40% up this year [2004-Ed], but that is compared with a year when you had Sars and the Gulf War. We continue to see the benefit of that increase in passengers.

**A lot of people forget that before Emirates, Qatar, Etihad and other airlines came along, Gulf Air was the biggest carrier in the region... That's correct and it was actually one of the top five airlines in the world. I remember when I was a kid people saying to me that they were flying on Gulf Air in the same way they would say they were flying British Airways**

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**VESPAS** ONCE THE POPULAR MODE OF TRANSPORT FOR MODS, THIS HUMBLE ITALIAN SCOOTER IS RIGHTLY THE HEIGHT OF COOL

## Get cheap thrills

**A**mong all the mighty names that make up the top motoring cool brands this year, Vespa seems an odd inclusion. What is the appeal of this odd little scooter, whose history dates back to World War II?

The Piaggio aircraft factory in Tuscany was destroyed by Allied bombers during the war, so brothers Enrico and Armando Piaggio had to start again. It was Enrico who first sketched the idea for a 'quick and easy means of transportation' built using the small wheels, lightweight engines and odd pieces of aluminium lying around in the factory ruins.

The streamlined look was a natural choice for an aero engineer but also a contrast to the oily, heavy motorbikes that were the competition for two-

wheelers. The success of the little 'wasp' (named for its looks, rather than its buzzing sound) was phenomenal. Before long, a new word entered the Italian vocabulary: 'Vespizzari' - to get somewhere on a Vespa. By 1956, the millionth Vespa rolled off the production line, fanned by a craze for independent transport among the young. By 1996, the 50th anniversary of Vespa, more than 15million had been sold worldwide.

The key to the scooter's success over motorbikes was its clean lines and easy use. It didn't soil your clothing, was easy to maintain and cheap to run, while the enclosed leg area protected the rider from the weather and minor accidents.

Of course, advertising played its part and no celebrity visitor to Italy seemed to escape without a photo posed on a Vespa.

Little has changed in that winning formula with the current Vespa ET4.

There's a 50cc and 125cc version (the GT version goes up to 200cc) and the body has undergone such gradual evolution that it is a shock to see it beside its first ancestor - even though the similarities are equally striking.

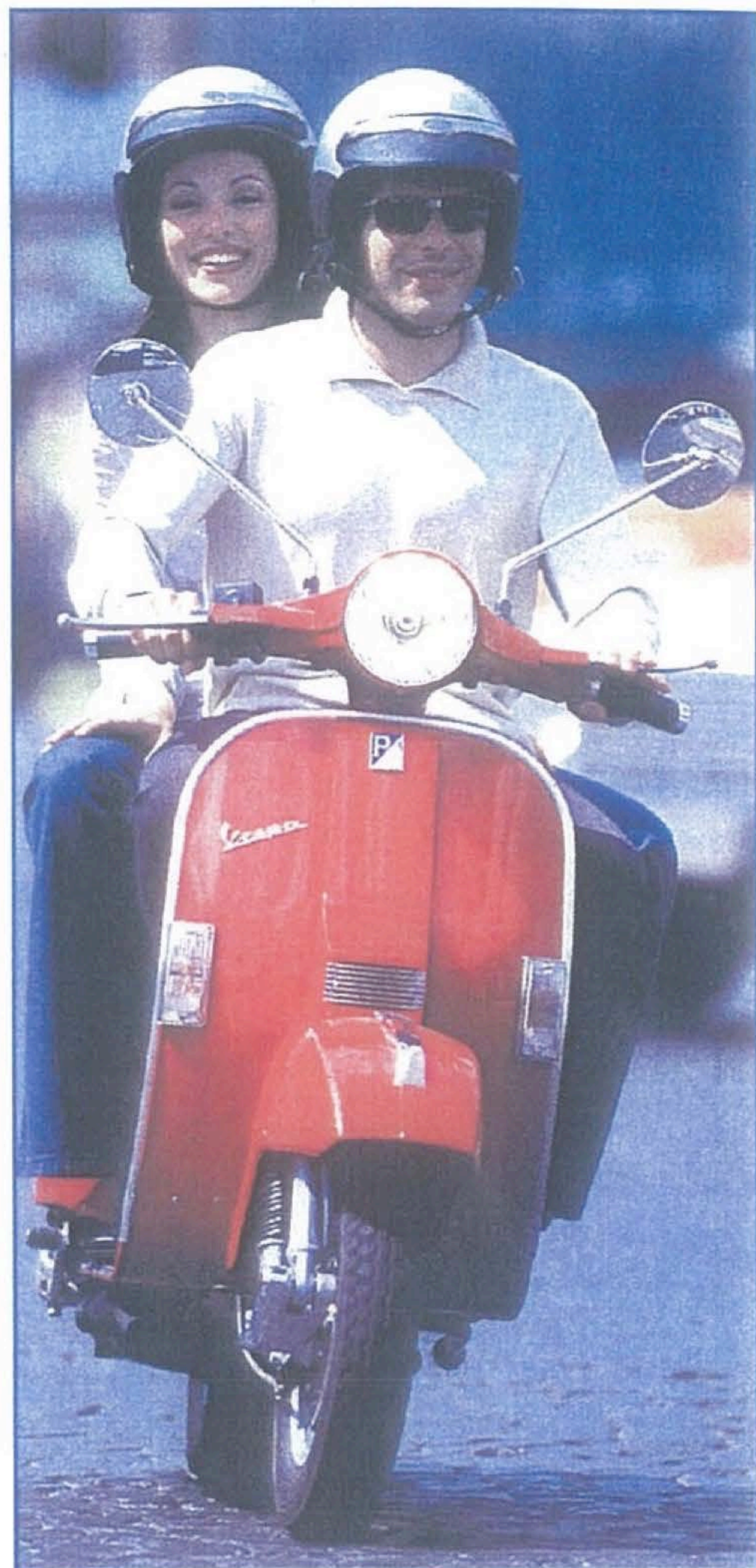
Today's Vespa has electric starting, modern lighting and indicators, automatic gearbox - twist and go - and disc brakes. The modern scooter market is phenomenally competitive, with Japanese technology fighting tooth and nail with Italian style for a share of the market.

You either love or hate the Vespa and its ride takes some getting used to - its as idiosyncratic as its look for those used to the safe ride of many newer designs. But no one buys a Vespa for its gadgets, its power or handling. No, you buy a Vespa to make a statement. And, as the Cool BrandLeaders survey shows, that statement is still: 'I'm cool.'

Vespa ET4, from £1,739 (50cc), £2,349 (125cc), [www.uk.vespa.com](http://www.uk.vespa.com)



Vespa ET4



Freedom: The popular Vespa is cheap to run and fun to ride

### AND THE WINNERS ARE...



There were four motoring brands in this year's Cool BrandLeaders. Here they are in rank order, as voted by Metro's 'urbanite' readers:

#### 1. Audi

'Innovative design, product development and marketing make Audi one of the coolest cars on the street and forced the marque into this year's Cool BrandLeaders programme. For young, style-conscious Brits, to parody Damon Albarn, it's all about the Voreprung durch Technik, don't you know?'

Stephen Cheliotis, chairman, Cool BrandLeaders Council

- 2. Vespa
- 3. Saab
- 4. Land Rover

### VESPAS ON FILM



- Absolute Beginners
- American Pie
- An American in Paris
- Austin Powers: International Man Of Mystery
- La Dolce Vita
- Lovers Must Learn/Rome Adventure
- Of Love And Shadows
- Quadrophonia (pictured)
- The Happy Road
- The World Of Suzie Wong

Cool week in Metro

Metro is the official media and research partner of Cool BrandLeaders 2004, a unique initiative from the Superbrands organisation. This week, Metro has revealed the nation's

coolest brands in a number of categories, from fashion to technology. All these brands have been highly rated by the independent Cool BrandLeaders Council, made up of eminent

experts in the field of branding. Within each category, Metro's young 'urbanite' readers have voted for their favourite cool brands. Visit [www.superbrands.org/uk](http://www.superbrands.org/uk)

Edited by JONATHAN GODDARD [wheels@ukmetro.co.uk](mailto:wheels@ukmetro.co.uk)



# Only 99p

## on selected healthcare

Subject to availability in most stores until 26th October. Items 99p each. Nurofen contains ibuprofen. Always read the label. Sales at pharmacist discretion.

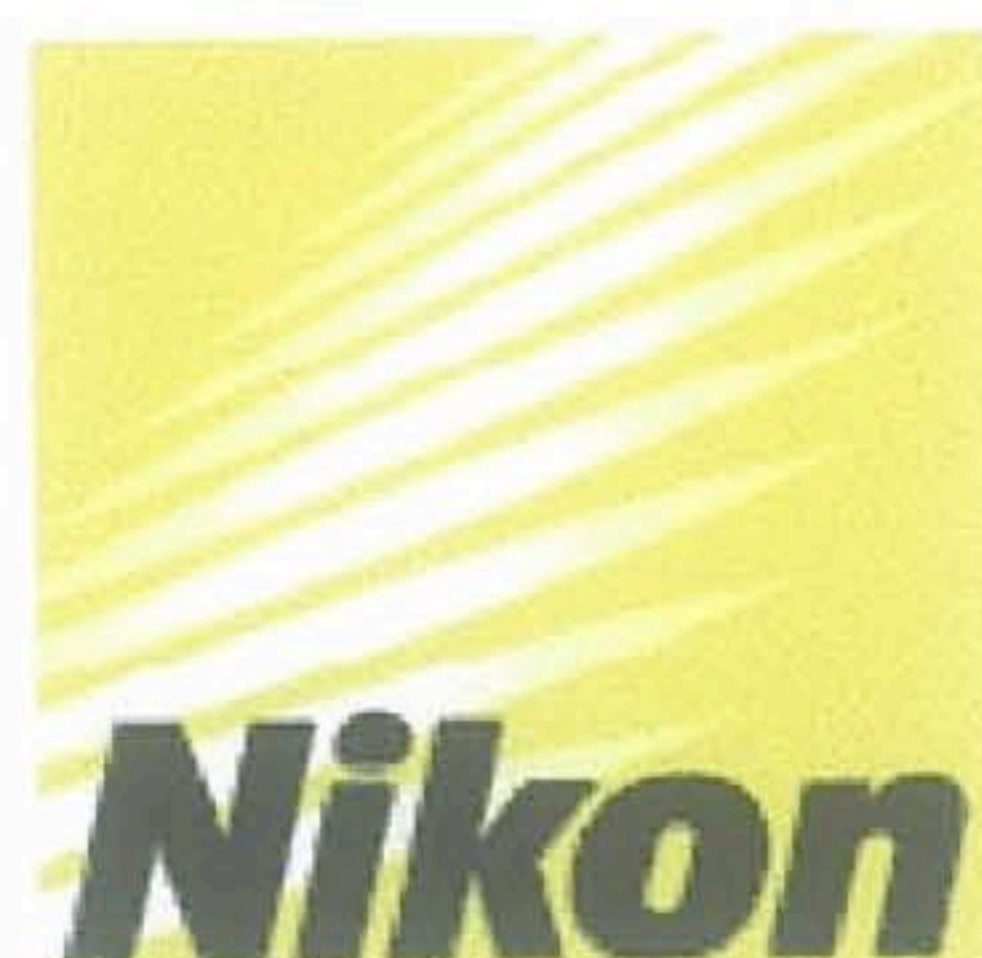
more value at 



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## Nikon featured in Superbrands 2004

Wednesday August 11, 2004



### Nikon featured in Superbrands 2004

Nikon UK are delighted to be included in the 2004 collection of Superbrands.

The Superbrands book is an insight into Britain's strongest brands and Nikon featured in the 2004 publication, thereby achieving the greatest recognition in a competitive market. Superbrands was first published in 1996 and Nikon have three editions to date.

Brands are central to our everyday lives; they define, distinguish and reflect a standard. The huge number of competing brands means that each has to work hard to capture the public's imagination. Many who have been included in the Superbrands 2004 have fought a plethora of adverse trading conditions to achieve and maintain leading positions. Nikon UK's good advertising and positive press has been a key factor in this year's inclusion.

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## Press release [\[print\]](#)

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Evening Telegraph (Peterborough)  
Thursday 5. August 2004  
27

ABC 26016 Daily  
page rate £2,295.00  
scc rate £7.52  
01733 555111

Superbrand

(DB582-1)

Durrants

Page 1 of 1

## Company now a Superbrand

PETERBOROUGH-BASED

Hotpoint has been awarded the prestigious Superbrand status at the Tribute Event that recognised the UK's most exceptional consumer brands.

Announcing the award, Stephen Cheliotis, chairman of the Superbrands Council commented: "The Hotpoint brand is a British favourite with a strong heritage and an established presence as the name for domestic appliances in the UK.

"It is now in the Superbrands elite alongside the likes of Coca-Cola, Jaguar and Virgin."







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The Times {Business}  
Friday 6. August 2004  
27

ABC 667658 Daily  
page rate £39,900.00  
scc rate £57.00  
020 7782 5000

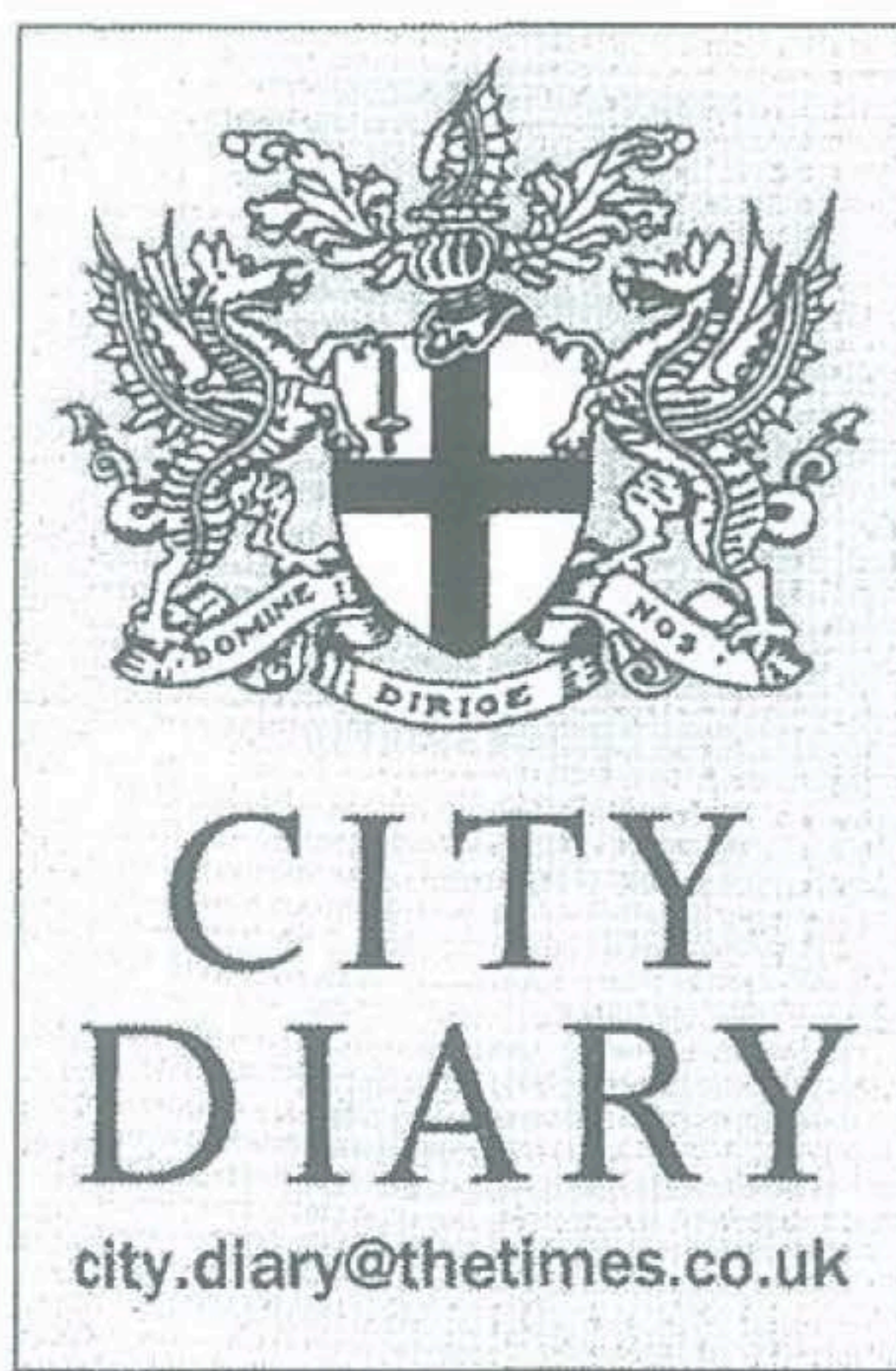
Superbrand



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Page 1 of 1



***SUPERBRANDS**, a glossy volume wittering on about the country's 108 best consumer and service brands, thumps on to my desk. There is a chunky encomium for Marks & Spencer. "The arrival of Vittorio Radice as director of Marks & Spencer's home division in March 2003 signalled a major change in direction ..." Indeed, and what a disaster it was, too. The next change of direction was his subsequent departure.*

**MARTIN WALLER**





won an award for his Walkers crisps TV adverts.

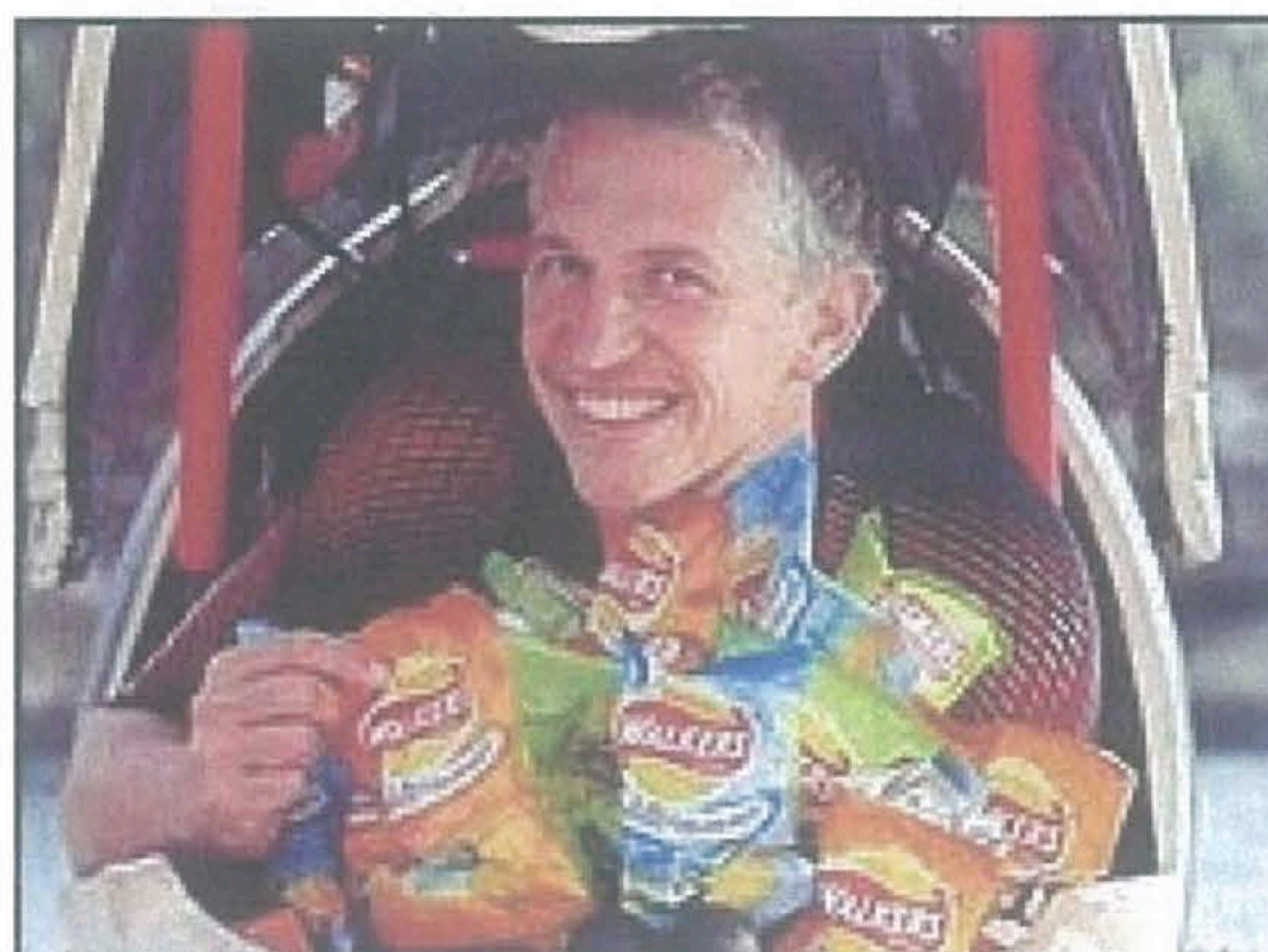
## Celebrity endorsement

Marks & Spencer's success in the poll of UK consumers will come as a welcome boost for the company's board, which faces the task of convincing shareholders that it was right to reject Mr Green's £9.1bn (\$16.9bn) takeover approach.

Celebrity endorsement helped Gillette - which is promoted by England football team captain David Beckham - come top in the clothing, household and healthcare product category.

However, the Superbrands survey revealed that consumers were more influenced by a company's environmental policy than celebrity endorsement of its products.

Despite recent criticism for promoting crisps, Gary Lineker's Walkers adverts were the consumers' favourite in the food and drink category.



Gary Lineker has been criticised for promoting fatty foods

## "Competitive advantage"

Dove's 'Real Women' advertising campaign and adverts for Tesco featuring Prunella Scales were other consumer favourites.

Heinz, Duracell, and Tesco were the brands consumers would miss most if they were no longer available, according to the Superbrands survey.

Jaguar cars, Virgin Atlantic and Duracell were voted the three brands consumers would most like to work for.

Stephen Cheliotis, chairman of the Superbrands Council, said: "Brands are still vital in the eyes of consumers and in the long-term give real competitive advantage, for example we have seen that consumers are still happy to pay a premium for their favourite brand."





Superbrand



Page 1 of 1

# BREAKFAST SHOW - 16-07-2004 08:27:01

BBC Radio Sheffield  
00:03:15

FINANCIAL NEWS - ;MARKS & SPENCER HAS BEEN VOTED  
BRITAIN'S FAVOURITE RETAILER IN SUPERBRAND VOTE - The  
other winners were HEINZ, DURACELL, BT, JAGUAR CARS and  
GILLETTE. VV: STEVEN CELLIOTIS [PHONETIC], SUPERBRANDS  
COUNCIL - It takes years to build a superbrand. It can be lost.  
;REPORT STATES THAT SEX INEQUALITY IS STILL RIFE - This is  
particularly true in the City. A victim of sexism in the City said that this  
shouldn't be done. Reporter - EQUAL OPPORTUNITIES  
COMMISSION prepared the report. VV: CAROLINE SLOCOCK,  
EQUAL OPPORTUNITIES COMMISSION - Best companies make sure  
they have the best policies in place. ;PRIMERA [PHONETIC] MUST  
MAKE ITS WH SMITH WITHIN AUGUST THE 9TH OR WITHDRAW  
THE OFFER - ;WEST BROM ALBION IS SPONSORED BY T MOBILE  
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Superbrand



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;REPORT STATES THAT SEX INEQUALITY IS STILL RIFE - This is  
particularly true in the City. A victim of sexism in the City said that this  
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# Silverstone celebrations for MG's 80th birthday

BRITAIN'S best-loved sports car marque, MG, is having its official 80th Anniversary celebration at the MG Car Club's massive 'MG 80' long weekend at Silverstone this weekend, July 23-25.

Among the many companies making up the 'largest MG trade area in the world' at this special event is British Motor Heritage Limited.

For nearly 30 of those 80 years, Heritage has played an important role in nurturing the world-wide enthusiasm for MG and helping to ensure its survival through past difficulties.

The Heritage display at Silverstone will include examples of their classic MGB GT and MG Midget bodysells, as well as their special hardtop for the modern MGF/MG TF model ranges.

■ Jaguar took top honours at the Superbrands annual Oscars, being voted one of the six most highly rated brands in the UK.

Consumers voted Jaguar the favourite brand in the car manufacturer, motor services and travel services category. Jaguar came top in the 'affinity' sector cited as the brand consumers would most like to work for and the brand consumers would miss the most if it was no longer around.

The marque also took the top spot in the 'quality' sector.

Brand experts on the Superbrands Council made up of directors of leading commercial and financial organisations voted Jaguar one of the top six brands in the UK.







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■ Jaguar took top honors at the SuperCarbids annual Owners, being voted one of the six most reliable road brands in the UK.

Consumers voted Japan the favorite brand in the car manufacturers, motor services and travel services category. Jaguar came top in the "affinity motor effect" at the brand consumers would most like to work for, and the brand consumers would like the most if it was no longer around.

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Model experts on the Superfund Council made up of directors of leading non-profits and financial organizations urged Japanese use of the top city banks in the US.

