

Superbrands

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Revealed: The top 20 Consumer Superbrands 2015

Manchester UK headquartered Kellogg's, Apple, LEGO, BMW and Fairy all made the list, based on the opinions of marketing experts, business professionals and thousands of British consumers



Jonathan Myers, managing director, Kellogg's

Here is the top 20 Consumer Superbrands 2015.

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The annual league table is based on the opinions of marketing experts, business professionals and thousands of British consumers.

Manchester UK headquartered Kellogg's, Apple, LEGO, BMW and Fairy all made the Consumer Superbrands (the UK's strongest B2C brands) list.

Another survey, Business Superbrands (the UK's strongest B2B brands), has been revealed today.

But we have focussed on the top 20 **Consumer Superbrands 2015** below.

1. British Airways



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British Airways Airbus A320 (Image: Andrew Stuart)

Throughout its 95-year history, British Airways has been at the forefront of innovation in aviation. Its pioneering spirit has led to numerous industry and world firsts; the first commercial scheduled service, the first commercial jet and supersonic services and the first fully flat beds on its aircraft. In 2013, British Airways became the first commercial airline in Europe to operate both the Airbus A380 and Boeing 787 Dreamliner.

2. Rolex



Tiger Woods

Rolex SA and its subsidiary Montres Tudor SA design, manufacture, distribute and service wristwatches sold under the Rolex and Tudor brands. Founded by

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Alfred Davis and Hans Wilsdorf in London, England in 1905 as Wilsdorf and Davis, Rolex moved its base of operations to Geneva, Switzerland in 1919.

3. BBC



Headquartered in Salford, the BBC is known by all. Tony Hall, Director-General of the BBC, describes the core of the organisation's role as 'Something very simple, very democratic and very important – to bring the best to everyone. Wherever they are, whoever they are whether... rich or poor, old or young, that's what the BBC does. It is driven by the belief that everybody deserves the best.'

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4. Microsoft



Bill Gates

With more than 1.5 billion people using Windows every day, Microsoft is a world leader in software, services and solutions that help people and businesses to do more and achieve more. Building on this position by becoming the productivity and platform company for the mobile-first and cloud-first world, Microsoft aims to reinvent productivity to empower people and businesses to realise their full potential. Bill Gates, consistently ranked as one of the world's wealthiest people co-founded Microsoft.

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5. Nike



The Nike boots of England's Wayne Rooney commemorating his 100th cap

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing and worldwide marketing and selling of footwear, apparel, equipment, accessories and services. The company currently has kit deals with both Manchester United and Manchester City, England and many other sports outfits across the world.

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6. John Lewis



John Lewis The Trafford Centre celebrating 150 Years

John Lewis is a chain of upmarket department stores operating throughout Great Britain. The chain is owned by the John Lewis Partnership. The first John Lewis store was opened in 1864 in Oxford Street, London.

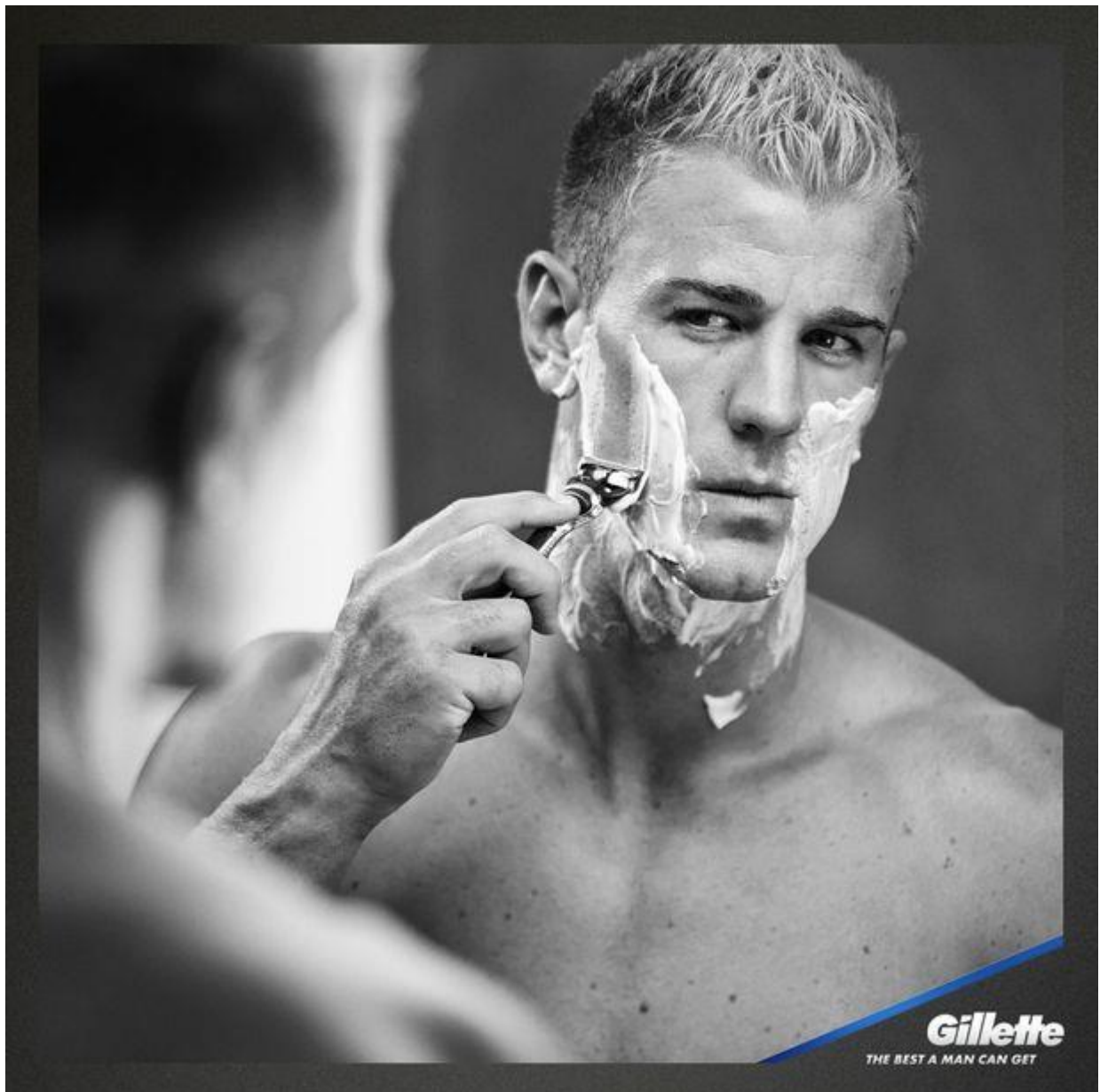
The chain is known for its policy of "Never Knowingly Undersold" which has been in use since 1925. There is John Lewis at the intu Trafford Centre, pictured, and one in Cheadle.

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7. Gillette



Joe Hart Gillette advert

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Gillette is a brand of men's safety razors, and previously the name of the company that bears its name that has now diversified to manufacture a large portfolio of products, among them shaving supplies and other personal care products it is owned by multi national corporation Procter & Gamble. Based in Boston, Massachusetts, United States, it was one of several brands originally owned by the Gillette Company, a supplier of products under various brands, which was merged into P&G in 2005. The Gillette Company was founded by King C. Gillette in 1901 as a safety razor manufacturer

8. Mercedes-Benz



New Mercedes-Maybach Pullman (V222) 2015 to be launched at Geneva Motor Show 2015
Mercedes-Benz Cars is a grouping of the passenger car brands of Daimler AG, a range which includes some of the most valuable brands in the automotive industry. "Oh Lord won't you by me...a Mercedes-Benz." Remember that famous advert?

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9. Kellogg's



Manchester council leader Sir Richard Leese gives a talk at Kellogg's UK headquarters in

Manchester (Image: Matt Ratcliffe)

More than 90 years ago, Kellogg's set up home in the UK. And since 1938, its factory in Manchester has been making the cereals families enjoy, like Crunchy Nut, Coco Pops, Rice Krispies and Corn Flakes.

Today Kellogg's has expanded its reach to continue to help families across the UK have great days.



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10. Apple

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The Apple logo

Technology giant Apple recently smashed the global record for quarterly profits after racking up a surplus of £11.9bn.

The figure for the final quarter of last year is the highest ever recorded by a public company, beating the previous record set by ExxonMobil in 2012.

The landmark performance followed the sale of a record 74.5 million iPhones, which drove the company's revenues up by 30 per cent to £49.bn.

The results compare to revenues of £38.1bn and net profit of £8.6bn in the same quarter a year ago.

International sales accounted for 65 per cent of the quarter's revenue.

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11. LEGO



An old LEGO train

LEGO is a line of plastic construction toys that are manufactured by The LEGO Group, a privately held company based in Billund, Denmark.

It is the world's largest toy maker. The name 'LEGO' is an abbreviation of the two Danish words "leg godt", which means 'play well'.

Founded in 1932 by Ole Kirk Kristiansen the company hailed its performance last year as "highly satisfactory" with a 15 per cent increase in both sales and profits.



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Sales jumped o 28.6bn Danish kroner (£2.8bn), with net profit up 15 per cent too.

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12. Andrex



Andrex puppies

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Andrex is one of the UK's most recognisable and celebrated brands. It first launched in 1942 and has been the nation's favourite toilet tissue ever since. In fact, UK households use over 8million miles worth of Andrex every year. That's a lot of fun for all those naughty little puppies out there!

13. Boots



Boots on Market Street, Manchester

Boots is the UK's leading pharmacy-led health and beauty retailer. Its brand mission – to champion everyone's right to feel good – guides everything the brand does. Each week Boots UK helps its customers feel inspired to take control of their health and beauty needs by offering them advice and support alongside the broadest product range. Since John Boot's first shop opened in

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1849, its mission has formed the brand DNA that it still, to this day, continues to pursue.

14. Dyson



The groundsman at Hampden Park, Glasgow, hoovering the pitch with a Dyson Hoover. Today there are Dyson machines in over 65 countries around the world. Dyson has grown from one man and one idea to a technology company with more than 1,000 engineers worldwide.

And it all started in 1978 when James Dyson became frustrated with his vacuum cleaner's diminishing performance.

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15. Coca-Cola



Coca Cola

The Coca-Cola Company is the world's largest beverage company and leading drinks brand. Since 1886, Coca-Cola has connected with a phenomenal number of people and grown to become the world's most universally recognised brand. In 2014, Coca-Cola continued its legacy of creative excellence, winning a Cannes Media Gran Prix for its renowned Happy ID campaign.

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16. Fairy



Fairy liquid is one of Fairy's many products

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As Britain's number one dish-cleaning brand, Fairy has been a trusted household name since it appeared in 1898 on a bar of soap. Today, Fairy represents a range of products renowned for their cleaning ability and caring nature, consistently bringing innovative new formulas to market. In the last year, over 60 million litres of Fairy Liquid were sold, equating to 60 percent of the total UK market (Source: IRI October 2014).

17. BMW



BMW X3

BMW is headquartered in Munich, Bavaria. It also owns and produces Mini cars, and is the parent company of Rolls-Royce Motor Cars. BMW produces

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motorcycles under BMW Motorrad. In 2012, the BMW Group produced 1,845,186 automobiles and 117,109 motorcycles across all of its brands.

18. Google



A Google sign at the company's headquarters in Mountain View, Calif
Google is an American multinational corporation specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. It was founded in 1998 in California.

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19. Häagen-Dazs



One of the world's first super-premium ice creams, Häagen-Dazs was introduced in 1961 by Reuben Mattus, whose vision was to make the best ice cream in the world using only the finest ingredients. In doing so, he pioneered a new luxury category in the ice cream sector. The company has remained true to its founder's principles and is so proud of its original Vanilla ice cream that the recipe has not changed in over 50 years.

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20. Virgin Atlantic



Back in the early 80s Richard Branson was probably best known for Virgin Records - the legendary record label that signed major names like the Rolling Stones, Janet Jackson and The Human League. In 1984, much to the horror of his directors, Richard announced to the world that a high quality, value for money airline would begin operating within three months. Three months, some licences, staff and an aircraft packed with celebrities later, Virgin Atlantic Airways was born.

<https://www.manchestereveningnews.co.uk/business/revealed-top-20-consumer-superbrands-8748550>



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Iron Mountain named UK Business Superbrand 2015

Storage and information management company recognised as one of the UK's strongest brands



London, UK – 16 March 2015. The Centre for Brand Analysis (TCBA) has once again selected storage and information management company Iron Mountain as one of the UK's top Business Superbrands. The annual survey has been identifying the UK's leading business brands since 2001, naming the UK's strongest brands in their respective areas of business.

Recognition as a Superbrand is a reflection of the continued growth in awareness and appeal of Iron Mountain's information storage and management services. This awareness has been driven by Iron Mountain's integrated marketing and public relations strategy, developed to target mid-market businesses across Europe and North America, and support the company's growth into new markets.

As part of this strategy, and to enhance brand appeal to the target audience, a mix of thought-leadership, customer-focused and research-driven content is developed to help educate business leaders about the challenges associated with managing large volumes of information and draw attention to the added value that information can bring to a business when it is managed well.

"For The Centre for Brand Analysis to name Iron Mountain as a Business Superbrand for the third year running is evidence that our brand has become a recognised leader in storage and information management. While we have been a



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well-established brand in the US for years, it is only recently that we have built significant awareness of our brand in Europe. The accolade is testament to the hard work of Iron Mountain employees, who deliver the highest quality of service to our customers, and to the success of our integrated marketing and PR strategy,” explains Paul Doody, VP of Global Marketing at Iron Mountain.

“Our investment in research and thought leadership content allows us to share our information storage, management and security expertise with different audiences from records and information professionals to the business owners and the C-suite. Through this research we deliver insight on industry trends and issues to our customers as we help them understand the value and risk associated with their information assets, and advise them on how best to preserve and protect their information in all formats.”

Stephen Cheliotis, Chairman of the Business Superbrands Council said, “Having a strong reputation is as essential in business-business markets as in business-consumer markets. That said it is often ignored by management, or certainly lower in the list of priorities for many business-business companies, meaning they miss out on the clear benefits a strong brand provides. Those brands awarded Business Superbrand status should therefore be praised for focusing on, and more importantly succeeding in, building a recognisable, powerful and respected brand. The competitive edge the leading Business Superbrands can enjoy is just reward for their endeavours and creates a virtuous circle that will further reaffirm their positive position relative to peers.”

The process was managed by The Centre for Brand Analysis (TCBA) and questioned 2,000 individual business professionals from across the UK as well as the independent and voluntary Business Superbrands Council. The three audiences judged more than 1,200 brands, which they assessed on three key criteria: quality, reliability and distinction.

About Iron Mountain

Iron Mountain Incorporated (NYSE: IRM) is a leading provider of storage and information management solutions. The company's real estate network of over 64 million square feet across more than 1,000 facilities in 36 countries allows it to serve customers around the world. And its solutions for records management, data backup and recovery, document management and secure shredding help organizations to lower storage costs, comply with regulations, recover from disaster, and better use their information for business advantage. Founded in 1951, Iron Mountain stores and



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protects billions of information assets, including business documents, backup tapes, electronic files and medical data. Visit www.ironmountain.co.uk for more information.

<http://www.ironmountain.ie/About-Us/Company-News/News-Categories/Press-Releases/2015/March/16.aspx>

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Respected annual Consumer Superbrands® list features Continental Tyres among the UK's strongest consumer brands.

Continental Tyres has been awarded Consumer Superbrands status for 2015, following the most recent evaluation of the long-running annual survey, which has been identifying the UK's leading brands since 1995. The process, managed by The Centre for Brand Analysis (TCBA), questioned 2,500 UK consumers who assessed more than 1,500 brands. Consumers judged the brands on three key criteria: quality, reliability and distinction.

Stephen Cheliotis, Chief Executive of TCBA and Chairman of the Consumer Superbrands Council said, "The UK has a highly sophisticated, competitive and fragmented market across almost all consumer sectors. Therefore, any business that engenders goodwill and enjoys a positive perception among the buying public has a huge competitive advantage. This reputational strength offers these brands a vital lead over rivals and helps them to maintain or enhance both the volume and value of products and services sold. A brand is so much more than a name and logo – it is how one is perceived based on everything one does and says. All those working for and leading the elite Superbrands can be extremely proud both of their part in building a Superbrand and also confident about their brand's future and ongoing potential."

Guy Frobisher, Marketing Director of Continental Tyres said, "With over 140 years experience, Continental has a rich heritage of developing technologies for transporting people and their goods. Superbrand status is a huge honour for Continental and embodies a business that puts safety first, winning 4 in 5 independent tyre tests across Europe. Our innovative approach has resonated well with consumers, who now see the brand visible across a range of partnerships in Football and with Continental rubber compound featuring on many soles of adidas trainers.

<https://www.continental-tyres.co.uk/car/media-services/newsroom/2015-03-11-consumer-superbrands-2015>

EE SECURES SUPERBRAND STATUS

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26th March 2015



EE, the UK's most advanced digital communications company, has been awarded Consumer Superbrand status for 2015. EE's recognition as a Superbrand sees it crowned the youngest standalone brand to make this year's list. Inclusion in the list reinforces EE's position as one of the fastest growing brands in the UK. Achieving Superbrand status is one of a long list of milestones for the EE brand since it launched just over two years ago in October 2012.

As the UK's biggest and fastest mobile network, EE pioneered the UK's first 4G service from launch and now offers superfast speeds to over 80 per cent of the population. EE hit one million customers just 10 months after launch, four months ahead of target and now services 8.3million customers on EE 4GEE plans. EE also partners with some of the biggest and best-loved institutions in British entertainment – Glastonbury Festival, Wembley Stadium and the British Film Academy Awards – enhancing each event and experience with the latest mobile technology.



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EE has also received extensive independent recognition. It was named Fastest Network at Uswitch.com Mobile Awards in 2013 and 2014; Best SIM-Only network at the Uswitch.com Mobile Awards 2014; Best Overall Network in the UK by RootMetrics®; and Best Network at the 2014 Mobile News Awards, the 2014 Mobile Choice Consumer Awards and the What Mobile Awards 2014.

Spencer McHugh, Director of Brand at EE, said: “EE has built a superbrand – superfast. Since launch we have been committed to one purpose – to show people in the UK how the magic of technology can make every day better. Our brand has been built around a fundamental belief that through constant innovation we will be able to offer our customers everything they need from our network today and also guide them through the fantastic possibilities that technology will bring in the future.”

Superbrands has been identifying the UK’s leading brands since 1995. The process, managed by The Centre for Brand Analysis (TCBA), questioned 2,500 UK consumers who assessed more than 1,500 brands. Consumers judged the brands on three key criteria: quality, reliability and distinction.

For more information visit – <http://www.superbrands.uk.com/ee>

Definition of a Superbrand

When voting on the brands, both the expert council and the consumers consider the following definition of a Superbrand:

“A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over other brands, which (consciously or sub-consciously) customers want and recognise.”

In addition, the experts and consumers are asked to judge brands against the following three factors:



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- **Quality.** Does the brand represent quality products and services?
- **Reliability.** Can the brand be trusted to deliver consistently against its promises and maintain product and service standards at all customer touch points?
- **Distinction.** Is the brand not only well known in its sector but suitably differentiated from its competitors? Does it have a personality and values that make it unique within its market place?

<http://www.halstone-mobile.com/ee-secures-superbrand-status/>