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Which is the UK's top brand?

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The strongest brands in the UK have been revealed.

Coming out on top for the first time in 2018 is LEGO having jumped ahead of last year's winner, British Airways and beaten more than 1,500 other brands.

British Airways tumbled from the top spot and even out of the top 20, below other top brands including Apple, Andrex, Coca-Cola and Boots.

Superbrands chairman Stephen Cheliotis said: "British Airways tumbling from top spot to outside of the top 20 should be a wake-up call for all brands.

"In a world where customer expectations have rightfully risen, brands cannot afford to disappoint and need to continually deliver to retain their valuable reputations. No brand, however strong, is immune to changing consumer sentiment.

"The rise of fresh, disruptive brands - particularly in terms of relevance to consumers' lives - should be an added warning to more established brands.

"The likes of Netflix, PurpleBricks and Zoopla may not be challenging for the top spot in the overall ranking yet, but they surely will be if they continue their current momentum and the established elite don't respond fast enough."

The annual survey by Superbrands is powered by The Centre for Brands Analysis (TCBA). The brands are chosen by 2,500 members of the public from a list that has been refined by a council of 34 expert senior industry figures. No brand on the list can apply or pay to be considered.

The top 20 brands of 2018 are shown below:

1. LEGO

2. Gillette

3. Apple

4. Andrex

5. Coca-Cola

6. Disney

7. Marks & Spencer

8. Boots

9. Heinz

10. BMW

11. Cadbury

12. Rolex

13. BP

14. Shell

15. John Lewis

16. Heathrow

17. Jaguar

18. Kleenex

19. Visa

20. Häagen-Dazs