Bad news for BA as UK's strongest brands named

Last year's winner British Airways falls from the top 20 completely in what an analyst describes as a "wake-up call for brands".

Lego is the UK's strongest brand, according to a poll

Lego has been voted the strongest brand in the UK, beating more than 1,500 others in the annual Superbrands ranking.

The company, which is celebrating its 60th year making children's building blocks, had been in second place in 2017.

Last year's winner British Airways, meanwhile, plunged, falling out of the top 20 - following a year in which it was **forced to cancel** hundreds of flights, affecting tens of thousands of passengers, after a major IT failure.

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Gillette was up three places to replace them, while Apple also rose three places from last year to come in third.

The list is determined by 2,500 consumers, who are asked to rank each brand for quality, reliability and distinction for the Centre for Brand Analysis.

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 top five brands

1 Lego

The plastic building blocks have been a big part of children's toy boxes for decades
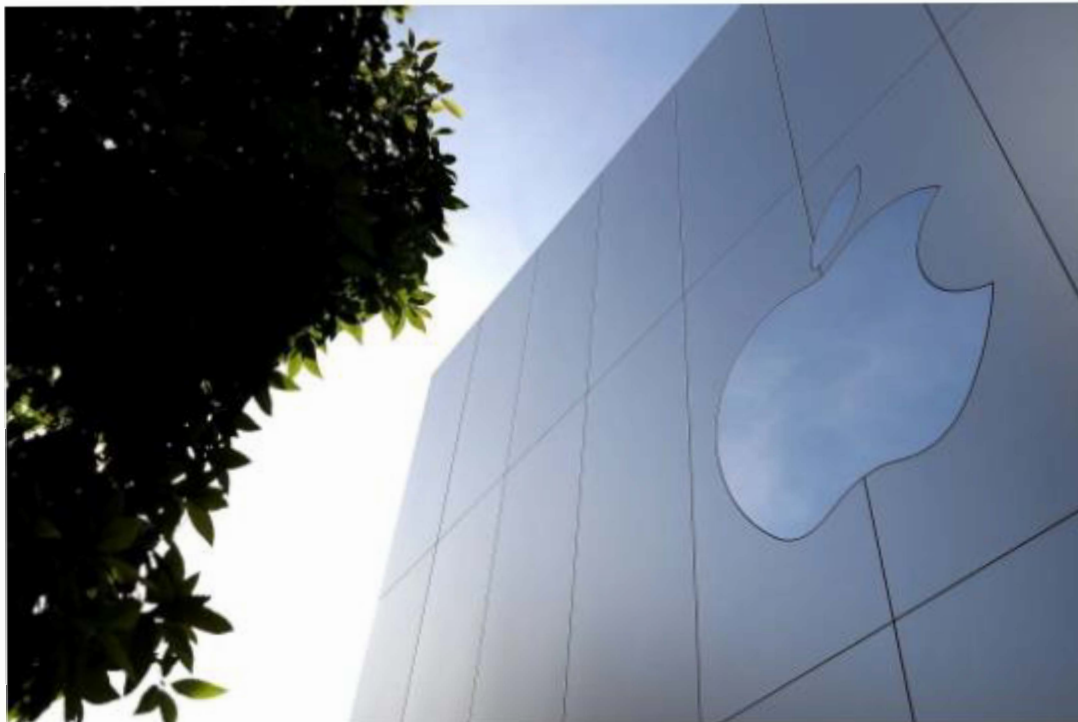
2   Gillette

Gillette rose three places to take the runner-up position

3   Apple

The massive company designs consumer electronics, computer software, and online services

4   Andrex

This company is known for its toilet paper - and the cute puppy on its TV adverts

5   Coca-Cola

Coca-Cola's Great Britain division alone is responsible for 20 brands and more than 80 drinks but the most famous is the one that bears its name