



LEGO has been voted the UK's strongest brand as the previous Nol British Airways dropped out of the Top 20.

The toy firm heat more

The toy firm beat more than 1,500 companies to the top spot and was up from 25th place in 2014 in the annual UK Superbrands ranking.

Gillette rose three

Apple placed third.

The list is determined by 2,500 consumers, who rank brands for quality, reliability and distinction on behalf of the Centre for Brand Analysis.

The top ten Superbrands for 2018 are 1, 1992, 2 (Billette, 3, Apple, 4, Andrée, 8, Coca-Cols, 6, Boney, 7, 10, BMW, Sperce, 6, Boots, S. Heisz.

Cleric sex swap row

BRITAIN'S leading Roman Catholic cleric sparked fury by appearing to suggest children should not be encouraged to change their gender.

Cardinal Vincent Nichols said pupils can quessaid pupils que
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"not helpful".

Heather Ashton, of TG
Pals, said: "A religious
bias should not have any
impact on a transgender
child's needs"





Lego is Brit No1

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Gillette rose three places to be second, with Apple placed third.

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The top ten Superbrands for 2018 are: 1. Lego, 2. Gillette, 3. Apple, 4. Andrex, 5. Coca-Cola, 6. Disney, 7. Marks & Spencer, 8. Boots, 9. Heinz, 10. BMW.