

THE BRICKS FACTOR

TOY firm Lego have proved they still click with people by claiming the superbrand crown for the first time.

The building bricks company were recently hit by a 7.5 per cent sales slump but still knocked British Airways off the top spot, which the airline had held for four years.

Lego have risen from 25th on the list in 2014 and were second last year.

As well as losing the crown, British Airways crashed out of

Lego build reputation as they take top spot in superbrand league from British Airways

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the top 20. The superbrand league is compiled by the Centre of Brand Analysis and voted for by 2500 consumers.

Experts created a shortlist of 1500 brands from 78 categories before the public voted for their favourites. The centre's chief executive Stephen Cheliotis

said: "British Airways tumbling outside of the top 20 should be a wake-up call for all brands."

In a world where expectations have rightfully risen, brands cannot afford to disappoint."

Surprisingly, web giants Google and Amazon also dropped out of the top 20, although tech giants Apple were in the top five, along

with Gillette, Andrex and Coca-Cola.

Dyson and Mercedes also slipped from the top 20.

Breaking into the top ranks were Disney, BMW, BP, Shell, Heathrow, Kleenex, Visa and Haagen-Dazs.

TOP SUPERBRANDS

- | | |
|-------------------|----------------|
| 1 Lego | 11 Cadbury |
| 2 Gillette | 12 Rolex |
| 3 Apple | 13 BP |
| 4 Andrex | 14 Shell |
| 5 Coca-Cola | 15 John Lewis |
| 6 Disney | 16 Heathrow |
| 7 Marks & Spencer | 17 Jaeger |
| 8 Boots | 18 Kleenex |
| 9 Heinz | 19 Visa |
| 10 BMW | 20 Haagen-Dazs |



THE BRITISH RECORDING INDUSTRY ASSOCIATION (BPI) HAS ANNOUNCED THE LIST OF THE TOP 100 SINGLES OF THE YEAR.