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Lego Voted Number One British Consumer Superbrand 2018

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LEGO builds its way to the top of the 2018 Superbrands table



Superbrands today announces that the British public has voted LEGO number one in its annual ranking of the UK's strongest Consumer brands, ending the four year reign of British Airways.

LEGO's pole position, in the 60th anniversary year of the LEGO brick, seems a fitting tribute to a brand that has been rising in the rankings since 2014, when it was 25th (it rose to third in 2016 and second in 2017).

Behind LEGO, Gillette rose three places to take the runner-up position, while Apple placed third having risen three places from last year[1].

Voted for by 2,500 members of the British public and ratified by a voluntary council of senior independent industry experts, being named a Superbrand today is more important than ever as economic headwinds and competition grow fiercer.

The process, managed by The Centre for Brand Analysis (TCBA) in partnership with Research Now SSI, saw the public judge just over 1,500 brands from across 78 categories against the three core factors inherent in a Superbrand: quality, reliability and distinction. Additionally, for the first time since its launch in 1995 - voters were also asked to categorise the brands into those gaining or losing cultural relevance compared to the past.

Other notable placings in the overall ranking include:

Marks & Spencer leapfrogged John Lewis (M&S rose seven, while John Lewis slipped nine) but both retain top 20 positions

Google and Amazon dropped out of the top 20, despite gaining cultural relevance

Disney and Heathrow re-entered the top 20 for the first time since 2013

Despite the shift away from fossil fuels, BP and Shell re-entered the top 20 after a four and three year absence respectively

Daily staples such as Andrex, Coca-Cola, Cadbury and Heinz retained top 10 berths, but Kellogg's and Fairy slipped out

Only 13 of the 78 categories reviewed saw a change in leadership, the most surprising being Sky taking top spot in the media TV category from the BBC – the first time the BBC has not topped its category in the poll

On the new relevancy index, notable results include:

PayPal topped the relevancy index, while other disruptive, technology-led brands in the top 10 included Amazon, which took second place, Netflix and Google

Lidl and Aldi continued to prove major challengers in the grocery sector, with both placing in the top ten

Both Cancer Research UK and Macmillan Cancer Support featured in the top ten, showing the growing impact of the disease across the UK

Superbrands leader, LEGO took sixth place

At the other end of the relevancy table, Little Chef was most named as the brand that had lost relevancy in the eyes of the British public

The restaurant chain was closely followed by Old Spice, Blackberry, Angel Delight and Brut, with Tizer, the Daily Star, Ovaltine, Littlewoods and Brylcreem completing the bottom 10

Stephen Cheliotis, CEO of The Centre for Brand Analysis (TCBA) and Chairman of Superbrands comments: "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."

Cheliotis continues: "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."

Cheliotis concludes: "Being named a Superbrand by the British public is an accolade that every brand should be proud of, but to retain this award, brands need to continue to deliver quality and reliable products and services that stand out from their rivals."

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