What a sauce! Heinz scoops brand Oscars

BY OLIVER STILLWOOD

ONE of the few ways in which this decade will be missed is in the food business. Weight Watchers range under its wings, the latter is endorsed by nothing but advertising.

But in a battle between Heineken and Coca-Cola for the nation's affections, there can only be one winner. And last night it was Heineken.

In true British style, the US giants (in the shape of Molson, Coors and Budweiser) lost and broke hearts.

The party hosted by Heston Blumenthal was as unhelpful as its hosts.

Pouring Coca-Cola into second place, it was pressed for sponsorships, and not even Heineken's new 40-year anniversary and showing the Queen Mother with a new beer were that helpful.

Adding Marks & Spencer who had tasted in addition with the recent tie-in with Tesco's and taking into account a Baked Beans

‘Brands reflect who you are'

ahead of Tay's and Ainsworth, Marks & Spencer and "Superbrands" were too far off to deliver what consumers are looking for.

"Brands reflect who you are," said Heston. "They are something people identify with. Part of your identity, part of who you are."

"People have a sense of who they are," he added. "They have a sense of who they want to be, and a sense of who they are in the world and who they are related to."

"People are growing up and the world is changing. I think people are coming to terms with this."

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"Heineken is a brand that people can get with. Did you know? The average man spends 3.50 on a pint of Heineken. In that time, he will remove more than 500 of wrappers from his face"
Celebrity endorsement

Marks & Spencer's success in the poll of UK consumers will come as a welcome boost for the company's board, which faces the task of convincing shareholders that it was right to reject Mr Green's £9.1bn ($16.9bn) takeover approach.

Celebrity endorsement helped Gillette - which is promoted by England football team captain David Beckham - come top in the clothing, household and healthcare product category.

However, the Superbrands survey revealed that consumers were more influenced by a company's environmental policy than celebrity endorsement of its products.

Despite recent criticism for promoting crisps, Gary Lineker's Walkers adverts were the consumers' favourite in the food and drink category.

"Competitive advantage"

Dove's 'Real Women' advertising campaign and adverts for Tesco featuring Prunella Scales were other consumer favourites.

Heinz, Duracell, and Tesco were the brands consumers would miss most if they were no longer available, according to the Superbrands survey.

Jaguar cars, Virgin Atlantic and Duracell were voted the three brands consumers would most like to work for.

Stephen Cheliotis, chairman of the Superbrands Council, said: "Brands are still vital in the eyes of consumers and in the long-term give real competitive advantage, for example we have seen that consumers are still happy to pay a premium for their favourite brand."
Top brand name gives staff sense of pride

By Richard Tyler

Business Superbrands Council examined the attitudes to work of more than 500 staff from the 50 companies which include BT, P&G and Procter & Gamble.  It found that employees of these companies were almost twice as likely as the national average to trust their employer and recommend the company to their friends.  These staff said they were proud to work for the company, compared with only 35% of the industry's workforce as a whole and more than three quarters said they had "strong attachment" to the company, compared with a national average of 31%.

Stephen Guidolin, chairman of the Business Superbrands Council, said: "This is further proof of the argument that a company's brand is its most valuable, intangible asset and needs a message to employees that taking the time and effort to develop and build the brand will benefit the company in numerous ways.

The council selected the 50 departments from a list of 1,000 companies.
Cool and then there's Bors Johnson. There's Johnny Deep cool and streets.

THE STREETS

PROFESSIONALS

COOLSTUFF

MOTION

VEHICLES

MOTORBike

THE COST OF

BRANDS

COOLSTUFF

PERSPECTIVE
There's Johnny Depp cool and Streets cool. And then there's Boris Johnson.
Top brand name gives staff sense of pride

People working for one of the country’s 83 "super brands" have significantly higher levels of commitment, loyalty, trust and pride than their peers at lesser known companies.

Research by the Business Superbrands Council examined the attitudes to work of more than 800 staff from the 83 companies, which include BT, P&O and Prontaprint.

It found that employees of these companies were almost twice as likely as the national average to trust their employer and recommend the company to their friends.

Some 82 per cent said they were proud to work for the company, compared with only 52 per cent of the country’s workforce as a whole and more than three quarters said they had "strong attachment" to the company, compared with a national average of 39 per cent.

Stephen Cheliotis, chairman of the Business Superbrands Council, said: "This is further proof of the argument that a company’s brand is its most valuable intangible asset and sends a message to employers that taking the time and effort to develop and build the brand will benefit the company in numerous ways."

The council selected the 83 superbrands this month from a list of 1,000 companies.
Nurse or physio could give sick notes

Top brand name gives staff sense of pride
UK's 'business superbrands' revealed

Special awards identify best in class for customer focus, innovation, keeping promises, reputation and the ability to attract talent.

From a shortlist of over 1,000 brands 83 brands have been selected by the independent and voluntary Business Superbrands Council, as part of a programme to reward excellence in business-to-business branding.

The companies come from a range of sectors including technology, entertainment, food and drink, construction, logistics, marketing, energy and utilities. Major global corporations are included – such as O2, Shell and Sony – along with smaller names such as Eddie Stobart and Office Angels.

Stephen Cheliotis, chairman of the Business Superbrands Council explained: "To qualify, as a Business Superbrand a company has to have established the finest reputation in its field. It needs to offer customers significant emotional and tangible advantages over its competitors, which – consciously or sub-consciously – customers want, recognise, and are confident about investing in.

"Each of the 83 companies identified by the independent panel do all of these things and more."

As part of the launch Sony, Thames Water, IBM, Eddie Stobart and JWT received special awards for excellence in key brand attributes. The awards were based on independent research by BMRB that questioned more than 800 employees from a host of business superbrands.

Top 3 companies listed by brand attributes

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1. Thames Water
2. BT
3. Costain, Royal Mail and Slough Estates (all joint)

Attracts highly talented people

1. JWT
2. PriceWaterhouseCoopers
3. Deutsche Bank

Excellent reputation

1. IBM
2. Sony
3. FT

Keeps its promises

1. Eddie Stobart
2. DHL
3. Towers Perrin

Focused on its customers

1. Sony
2. O2
3. DHL

Innovative

1. Sony
2. IBM
3. Intel

Stephen Cheliots added: “These awards recognise the brilliance of each of these brands in a critical area of their business operations. To receive these awards from a survey of your peers is a true recognition of excellence and demonstrates that each of these companies are leaders in their chosen fields.”

The awards were presented at an event at Tate Britain, 5 July 2005. The event was attended by 350 of the UK’s leading professionals from the UK’s marketing and branding profession.

The programme is endorsed by the Chartered Institute of Marketing, the Institute of Practitioners in Advertising and the British Brands Group.
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Brand rankings. NO AFFINITY WITH RIVAL

Brand rankings NO AFFINITY WITH RIVAL The publisher of an established guide to leading SA brands has come out fighting against a new competitor. Ken Preston, who compiles the annual Sunday Times Encyclopaedia of Brands & Branding, has labelled his new competitor publication an exercise in vanity publishing. He claims that one of the most important qualifications for inclusion in Superbrands SA currently being compiled is cash. Only companies willing to pay for inclusion will make it into the directory.

The newcomer will be published by a UK company, Superbrands, which has been in operation for 12 years and claims to work in more than 40 countries. SA companies already signed up for its local project are understood to include MTN, Vodacom, Sasol and IBM.

In principle, companies will make it into the book only after vetting by a council of advertising personalities. They include brand expert Andy Rice, analyst Chris Moerdyk and MTN marketing director Santie Botha. Others listed by Superbrands are former politician Denis Worrall, advertising industry executives Happy Ntshingila and Reinher Behrens, Proudly South African CEO Martin Feinstein and Peter Mckenzie, MD of TV sales house Oracle.

Superbrands' Simon Goddard says 3000 SA brands identified for possible inclusion were reduced to 1200. He says the council then ranked these according to market dominance, longevity, goodwill, customer loyalty and overall market acceptance. The top 20% have been approached by Superbrands for inclusion in its directory. The first 100 to confirm their participation will be featured alphabetically in its first local volume.

But how do they confirm? By paying money for inclusion, says Preston. That devalues the whole concept of an independent guide, he argues.

Goddard concedes that companies will not be awarded superbrand status if they do not pay. The cost is R60000, which includes a two-page editorial spread in the book, public relations and media coverage, and awarding of a superbrand logo that can be used on packaging.
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Brand managers and marketing directors of potential participants say they have no choice but to take part. If a rival is in, they must be, too. According to a participant, R60000 is small change to cover one’s backside.

Preston claims that his encyclopaedia, in its 11th year, is more authoritative because it features the results of an independent survey of 3500 participants by market research house Markinor. Goddard counters that his company’s selection method is well established internationally. He adds that he is not offering a ranking, merely a directory of top brands.

Markinor notes that it has no formal relationship with Affinity and that Preston’s content is provided by the Sunday Times.

Superbrand council member Rice acknowledges the new project is not a robust piece of research and says he has raised his concerns with the Superbrand publishers. But until definitive research methods are devised, he says, there is room for two products in the SA market.

Publication: Financial Mail; Copyright of Times Media Ltd.. Source: Financial Times Information Limited.
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Publication: Financial Mail; Copyright of Times Media Ltd... Source: Financial Times Information Limited.
ARIME plans to introduce hand-held computer units to help the crew increase sales.

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Gulf Air – background
Gulf Air was founded in 1950. Today, it is owned by the Kingdom of Bahrain, Oman and the UAE and the airline’s network stretches from Europe to Asia, covering more than 50 cities in 32 countries.

The fleet is one of the most modern in the Middle East, comprising 36 aircraft. The airline is in the second year of a three-year strategic recovery programme, headed by President and Ceo James Hogan. The airline’s aim is to further evolve by taking its renowned cultural strengths, technical expertise, modern fleet and professional management team which have been developed over more than half a century, into a global competitive environment.

Gulf Air was recognised with the prestigious Airline Turnaround of the Year Award by the Centre for Asia Pacific Aviation (CAPA) in 2003 and it was selected as one of the leading and most recognised brands in the UAE by the Superbrands Council. The airline also received the top honour of a platinum award for being voted the Best Middle East and North Africa Airline at the 2004 Arabian Travel Market’s inaugural MENA Awards. Gulf Air was also named winner of the Excellence in Quality Improvement category of the 2004 Skytrax Airline Excellence Awards, the world’s largest survey of passenger attitudes towards airlines.

Revenues at Gulf Air increased by 12.1% to $1.02bn in 2003, while the airline reduced its losses by 51% to $52.8m. Gulf Air credits the success of its ongoing “Project Falcon” turnaround plan for reducing its net losses and Ceo Hogan says he is hoping for a break even result at the airline by the end of the current financial year.
Back on track

After 54 years of operations Gulf Air was almost bankrupt when CEO James Hogan arrived in early 2002. But Hogan's "Project Falcon" turn-around plan is pointing Gulf Air back to profitability in 2005 and the airline's inflight duty free programme – operated by Aer Rianta International Middle East – is growing from strength to strength.

Doug Newhouse, ever enthusiastic Inflight Manager Alan Edwards at the end of last year.

What would you describe as the highlights of the year for the Gulf Air inflight programme? To date, sales are up about 72% year-on-year and we are now coming into the second year of the operation, so it is now becoming like for like.

Passenger numbers are also up 40% and last year [2003-Ed] they were up 35%. Our passenger spend was up 21%, so it is all pointing in the right direction, but there is still a long way to go.

When we track what other airlines are doing in the region then we've got some terrific peers to try and catch up with. But Gulf Air is a success story and in the last 18 months under James Hogan's direction Landor has come in from the UK and rebranded the airline. They are a big design consultancy and obviously priority has been to the core product, so it has been tough for inflight duty free.

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Gulf Air is also one of the only airlines...
in the region to publicly announce their trading year, so there is a very important benchmark that they have to meet continuously.

The current CEO James Hogan seems to have done a good job?

Very much so. He is very driven and he has got a great team that are driving it all forward in all sorts of areas... they are all very focused.

Do they recognise the importance of inflight duty free at the top of the company?

We are getting the message across. John Sutcliffe (MD ARIME), myself and Maurice Burke (Bahrain Duty Free General Manager) have undertaken a number of presentations to Gulf Air and there is now a senior vice president in charge of duty free to drive it forward. This is great news for us because Gulf Air do see that there is an opportunity.

So all in all we’ve done well over the last 18 months, but there is always room for improvement. We’ve got to put the correct range onboard and there are other areas we can develop. We are very keen to tap into the flight attendants. We’ve also created a brand for the magazine called Priceless and I think the dictionary definition is ‘so valuable that you can’t determine its worth’. So that is the product and it doesn’t matter whether it is a cuddly toy priced at $20, or a piece of jewellery at $150, because a cuddly toy for a kid is just as priceless.

In terms of pricing we benchmark against Bahrain Duty Free and that sometimes annoys my General Manager, but we will usually be at the same price or less than Bahrain Duty Free. So that gives a message to the crew who are core to it all.

How do you work with the crew?

We are really pushing them. We have trained about 600 out of the 1800 crew so far and we train them on a weekly basis. I do the presentations and I’ve just taken on a trainer to specialise in that area.

We’ve given away around about $35,000 worth of incentives and that comes out of the advertising and promotional budget that the suppliers provide and we’ve also given away about $10,000 in cash prizes for six flight attendants. The suppliers have also come onboard. Frederique Constant are giving away watches, Russ Berrie are supporting us and we link in passenger promotions as well. There are also prizes for the crew when they sell the product and so on.

So it is all the usual things, but it is really just trying to keep on top of it all because without the crew’s support it would be impossible. As you know, if someone doesn’t want to sell duty free – for whatever reason – then there is nothing we can do about that on the ground. So we have got to keep getting through to them.

How does the offer you have on ordinary scheduled Gulf Air flights differ from that on economy only Gulf Traveller?

Well we tried about six months ago to put a leaflet together of 29 of our best selling lower-end priced products, but it didn’t work. So we have now reverted back so that exactly the same product goes on Gulf Traveller that goes on Gulf Air.

The next stage for us is to look at the premium end, so that means the first and business class passengers. Our passenger spends into places like Damascus, Beirut and Cairo are up there with anybody in the region, so we now need to either heighten the product range, or look at some additional items.

It must be quite a pioneering challenge to try to get a programme together for lower-cost travellers in the region. Has that involved a lot of experimentation?

Yes it has and you are absolutely right about the challenge, because a lot of passengers flying to India and Sri Lanka have only a small amount of disposable income. But having said that, it is perhaps ironic that when we put Frederique Constant watches on in September at $640, the first watch that was sold was on a Gulf Traveller aircraft.

So you might think that you get the balance right with maybe Pierre Cardin, which is highly perceived in India at an economical price point and which does sell very well, but then you get surprises like this.

So what percentage of Gulf Air’s flights are around one hour to an hour and a half?

Quite high. In terms of the number of rotations it would be 60% to 70% and that makes it very tough. In fact we are now looking at hand-held computer units to help with this. We are in negotiations with all of the three major players in that market and we’ve submitted the price costings to Gulf Air.

So you obviously think they will make a big difference?

We think they will, although I don’t believe that they are the Holy Grail. But I do think this will help flight attendants in many ways, including handling credit card payments, the bureaucracy and the paperwork which are very difficult for the crew. Presently our system is a little antiquated and I think we have to move it forward.

But of course, there is a price to pay because these units are very expensive waiting for the next magazine which is published on a four-month cycle, we were one of the first to carry that.

How many passengers did Gulf Air carry in 2003?

Around six million and that was 600,000 up on the year before. They are 35% to 40% up this year [2004-Ed], but that is compared with a year when you had Sars and the Gulf War. We continue to see the benefit of that increase in passengers.

A lot of people forget that before Emirates, Qatar, Etihad and other airlines came along, Gulf Air was the biggest carrier in the region... That’s correct and it was actually one of the top five airlines in the world. I remember when I was a kid people saying to me that they were flying on Gulf Air in the same way they would say they were flying British Airways
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How does the offer you have any ordinary scheduled Gulf Air flights differ from that offered by any other Gulf Traveller?

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The next stage for us is to look at the premium end, so that means the first and business class passengers. Our passengers spend it into places like Damascus, Beirut and Cairo are up there with anybody in the region, so we no longer need to either enhance the product range, or look at some additional items.

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So you might think that you get the balance right with maybe Pierre Cardin, which is highly perceived in India and at an economical price point and which does sell very well, but then you get surprises like this.

So what percentage of Gulf Air’s flights operates round the clock and a half?

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A lot of people forget that before 9/11, Gulf, Etihad and other airlines came along. Gulf Air was the biggest carrier in the region. That’s correct and it was actually one of the top five airlines in the world. I remember when I was a kid people saying to me that they were flying on Gulf Air in the same way they would say they were flying British Airways.
Get cheap thrills

Among all the mighty names that make up the top motoring cool brands this year, Vespa seems an odd inclusion. What is the appeal of this odd little scooter, whose history dates back to World War II? The Piaggio aircraft factory in Tuscany was destroyed by Allied bombers during the war, so brothers Enrico and Amedeo Piaggio had to start again. It was Enrico who first sketched the idea for a ‘quick and easy means of transportation’ built using the small wheels, lightweight engines and odd pieces of aluminium lying around in the factory ruins.

The streamlined look was a natural choice for an era engineer but also a contrast to the city’s heavy motorcycles that were the competition for two-wheelers. The success of the little ‘vapp’ (named for its looks, rather than its buzzing sound) was phenomenal. Before long, a new word entered the Italian vocabulary: ‘Vespa’. In 1956, the millionth Vespa rolled off the production line, fancied by a craze for independent transport among the young. By 1996, the 50th anniversary of Vespa, more than 15 million had been sold worldwide.

The key to the scooter's success over motorcycles was its clean lines and easy use. It didn’t soil your clothing, was easy to maintain and cheap to run, while the enclosed leg area protected the rider from the weather and minor accidents.

Of course, advertising played its part and no celebrity visitor to Italy seemed to escape without a photo posed on a Vespa.

Little has changed in that winning formula with the current Vespa ET4.

There’s a 50cc and 125cc version (the GT version goes up to 200cc) and the body has undergone such gradual evolution that it is a shock to see it beside its first ancestor — even though the similarities are equally striking.

Today’s Vespa has electric starting, modern lighting and indicators, automatic gearbox — twist and go — and disc brakes. The modern scooter market is phenomenally competitive, with Japanese technology fighting back and with Italian style for a share of the market.

You either love or hate the Vespa and its ride takes some getting used to — its idiosyncratic as its look for those used to the safer ride of many newer designs. But no one buys a Vespa for its gadgets, its power or handling. No, you buy a Vespa to make a statement. And, as the Cool BrandLeaders survey shows, that statement is still: “I’m cool.”

Vespa ET4, from £1,799 (50cc), £2,349 (125cc). www.uk-vespa.com

Cool week in Metro

Metro is the official media and research partner of Cool BrandLeaders 2004, a unique initiative from the Superbrands organisation. This week, Metro has revealed the nation’s coolest brands in a number of categories, from fashion to technology. All these brands have been highly rated by the independent Cool BrandLeaders Council, made up of eminent experts in the field of branding. Within each category, Metro’s young urbanite readers have voted for their favourite cool brands.

Only 99p on selected healthcare

Subject to availability in most areas until 29th October. Terms & Conditions apply. Nurofen contains Ibuprofen. Always read the label. Select a pharmacist’s discretion.
Nikon featured in Superbrands 2004

Wednesday August 11, 2004

Nikon UK are delighted to be included in the 2004 collection of Superbrands.

The Superbrands book is an insight into Britain’s strongest brands and Nikon featured in the 2004 publication, thereby achieving the greatest recognition in a competitive market. Superbrands was first published in 1996 and Nikon have three editions to date.

Brands are central to our everyday lives; they define, distinguish and reflect a standard. The huge number of competing brands means that each has to work hard to capture the public’s imagination. Many who have been included in the Superbrands 2004 have fought a plethora of adverse trading conditions to achieve and maintain leading positions. Nikon UK’s good advertising and positive press has been responsible for this year’s inclusion.

[Return to Press Office Home Page]
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[Return to Press Office Home Page]

http://www.nikon.co.uk/press_room/pressreleases/111.shtml

25/09/2004
Company now a Superbrand

PETERBOROUGH-BASED
Hotpoint has been awarded the prestigious Superbrand status at the Tribute Event that recognised the UK's most exceptional consumer brands.

Announcing the award, Stephen Cheliotis, chairman of the Superbrands Council commented: "The Hotpoint brand is a British favourite with a strong heritage and an established presence as the name for domestic appliances in the UK.

"It is now in the Superbrands elite alongside the likes of Coca-Cola, Jaguar and Virgin."
SUPERBRANDS, a glossy volume wittering on about the country's 108 best consumer and service brands, thumps on to my desk. There is a chunky encomium for Marks & Spencer. "The arrival of Vittorio Radice as director of Marks & Spencer's home division in March 2003 signalled a major change in direction..." Indeed, and what a disaster it was, too. The next change of direction was his subsequent departure.

MARTIN WALLER
won an award for his Walkers crisps TV adverts.

Celebrity endorsement

Marks & Spencer's success in the poll of UK consumers will come as a welcome boost for the company's board, which faces the task of convincing shareholders that it was right to reject Mr Green's £9.1bn ($16.9bn) takeover approach.

Celebrity endorsement helped Gillette - which is promoted by England football team captain David Beckham - come top in the clothing, household and healthcare product category.

However, the Superbrands survey revealed that consumers were more influenced by a company's environmental policy than celebrity endorsement of its products.

Despite recent criticism for promoting crisps, Gary Lineker's Walkers adverts were the consumers' favourite in the food and drink category.

"Competitive advantage"

Dove's 'Real Women' advertising campaign and adverts for Tesco featuring Prunella Scales were other consumer favourites.

Heinz, Duracell, and Tesco were the brands consumers would miss most if they were no longer available, according to the Superbrands survey.

Jaguar cars, Virgin Atlantic and Duracell were voted the three brands consumers would most like to work for.

Stephen Cheliotis, chairman of the Superbrands Council, said: "Brands are still vital in the eyes of consumers and in the long-term give real competitive advantage, for example we have seen that consumers are still happy to pay a premium for their favourite brand."
BREAKFAST SHOW - 16-07-2004
08:27:01

BBC Radio Sheffield
00:03:15

FINANCIAL NEWS - ;MARKS & SPENCER HAS BEEN VOTED BRITAIN'S FAVOURITE RETAILER IN SUPERBRAND VOTE - The other winners were HEINZ, DURACELL, BT, JAGUAR CARS and GILLETTE. VV: STEVEN CELLIOTIS [PHONETIC], SUPERBRANDS COUNCIL - It takes years to build a superbrand. It can be lost.
;REPORT STATES THAT SEX INEQUALITY IS STILL RIFE - This is particularly true in the City. A victim of sexism in the City said that this shouldn't be done. Reporter - EQUAL OPPORTUNITIES COMMISSION prepared the report. VV: CAROLINE SLOCOCK, EQUAL OPPORTUNITIES COMMISSION - Best companies make sure they have the best policies in place. ;PRIMERA [PHONETIC] MUST MAKE ITS WH SMITH WITHIN AUGUST THE 9TH OR WITHDRAW THE OFFER - ;WEST BROM ALBION IS SPONSORED BY T MOBILE AFTER PROMOTION -
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Silverstone celebrations for MG’s 80th birthday

BRITAIN'S best-loved sports car marque, MG, is having its official 80th Anniversary celebration at the MG Car Club's massive 'MG 80' long weekend at Silverstone this weekend, July 22-25.

Among the many companies making up the 'largest MG trade area in the world' at this special event is British Motor Heritage Limited.

For nearly 30 of those 80 years, Heritage has played an important role in nurturing the worldwide enthusiasm for MG and helping to ensure its survival through past difficulties.

The Heritage display at Silverstone will include examples of their classic MGB GT and MG Midget bodyshells, as well as their special hardtop for the modern MGF/MG TF model ranges.

Jaguar took top honours at the Superbrands annual Oscars, being voted one of the six most highly rated brands in the UK.

Consumers voted Jaguar the favourite brand in the car manufacturer, motor services and travel services category. Jaguar came top in the 'affinity' sector cited as the brand consumers would most like to work for and the brand consumers would miss the most if it was no longer around.

The marque also took the top spot in the 'quality' sector.

Brand experts on the Superbrands Council made up of directors of leading commercial and financial organisations voted Jaguar one of the top six brands in the UK.
Silverstone celebrations for MG’s 80th birthday

BRITAIN'S best loved sports car marque, MG, is having its official 80th Anniversary celebration at the MG Car Club’s massive ‘MG-Fest’ long weekend at Silverstone this weekend, July 2009.

Among the many companies making up the largest MG traditions in the world at this special event is British Motor Heritage Limited.

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