

Superbrands

Media Coverage

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| UK | 2016 | Press Clippings |

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Business

Apple's high five shows you don't have to be brand new to be cool

Callum Jones

It faces an £11 billion tax bill, iPhone sales are sliding and disgruntled users have bemoaned its decision to ditch the headphone jack, but experts still believe that Apple is the coolest company on the planet.

The technology giant has topped the annual CoolBrands rankings for the fifth consecutive year, with new media rivals including Netflix and Instagram close behind.

Having sold more than 54.6 million smartphones, tablets and computers in the latest quarter, Apple clung on to first place. The Glastonbury festival rose from third to second, months after Muse, Adele and Coldplay topped its bill in June.

A panel of 35 influential industry figures concluded that falling foul of Brussels was not enough to remove Apple from the top spot. The European Commission ruled last month that the company's tax deal with the Republic of Ireland amounted to illegal state aid, ordering the country to claim €13 billion (£11.3 billion) in back taxes.

Top ten

| | |
|----------------|---------------|
| 1 Apple | 6 Instagram |
| 2 Glastonbury | 7 Spotify |
| 3 Netflix | 8 adidas |
| 4 Aston Martin | 9 PlayStation |
| 5 Nike | 10 YouTube |

The iPhone maker has also faced criticism from some of its most dedicated customers after abandoning the conventional jack and introducing wireless headphones in its latest release.

It heightened Wall Street concerns over the iPhone's future in April, reporting that sales of the smartphone had slipped for

Simone Biles, the Olympic gymnast, is backed by Nike



the first time since its launch in 2007. CoolBrands concluded that fashion brands were struggling to stay in vogue, with Ray-Ban, the sunglasses label, tumbling 18 places to No 20, Alexander McQueen dipping to No 13 and Chanel falling to No 19.

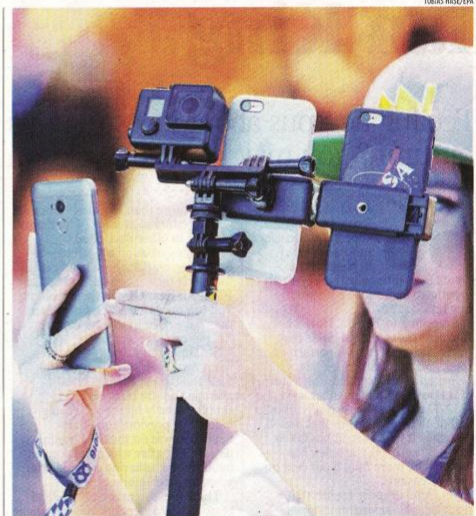
Nike, the sportswear giant, edged down from No 4 to No 5.

Stephen Cheliotis, chairman of the CoolBrands council, warned that Apple "no longer has a monopoly on cool tech" because disruptive brands were on the rise.

Netflix, the film and television streaming service, climbed from fifth place to third despite facing a sharp slowdown in subscriber growth.

Instagram, the photo-sharing social network, moved up one notch to No 6, and Spotify, the music-streaming service, advanced four places to No 7.

Airbnb, the property rental website, entered the rankings at No 12. "These rising stars have hit a sweet spot, retaining a positive reputation with influencers while building their awareness and lustre among consumers," Mr Cheliotis said.



Looking at the bigger picture A delegate takes photographs at the Bits & Pretzels conference in Munich, aimed at founders and workers in the start-up industry

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