

Superbrands

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Lloyd's retains its Superbrand status for 2017

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Influential annual Superbrands listing features, Lloyd's amongst the UK's strongest business-to-business brands - and top of its category; Insurance, Pensions and Risk management

Lloyd's is delighted to be awarded Superbrands status again in 2017 for the 11th year and honoured to be the top of its category for Insurance, Pensions and Risk management'. The long-running annual survey has been identifying the UK's leading business-to-business brands since 2001 and is managed by The Centre for Brand Analysis (TCBA). To determine the Superbrands the TCBA questions over 2,500 individual business professionals from across the UK, as well as the independent and voluntary Business Superbrands Council. This year the two audiences judged over 1,500 brands, voting for Superbrands that have established the finest reputation in their field and offer customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise. The main three key criteria they assessed brands against were: quality, reliability and distinction.

Stephen Cheliotis, Chief Executive of TCBA and Chairman of the Business Superbrands Council said: "Iconic can be an overused word but in the case of Lloyd's it's totally apt. Lloyd's is truly a British icon and a huge asset not only to the insurance community but to the UK in general. It is no surprise to see Lloyd's rated as one of the nation's strongest Business Superbrands, nor is it a shock to see how consistently it has performed from a reputation perspective over the years. The brand embodies the Superbrands' traits of quality, reliability and distinction and is trusted globally. The high regard in which it is held by both marketing experts and business professional alike cements our confidence that Lloyd's will continue to endure as a great UK brand for a long time to come."

As part of Vision 2025 one of Lloyd's eight strategic priorities is brand. Our objective is to ensure that the Lloyd's brand will remain admired and attractive to customers and market participants. A strong global brand and positive reputation makes Lloyd's more attractive to talent, capital and clients. Confidence in the brand encourages policyholders and brokers to choose Lloyd's, creating wealth for market participants and arguably greater security for wider society through wider use of insurance for risk transfer.

Lloyd's is therefore honoured to be voted a Superbrand once again for 2017.