Toymaker Lego has been voted the UK’s strongest brand, beating 1,500 companies to pole position in the annual UK Superbrands ranking. Global internet companies Google and Amazon have both dropped out of the UK top 20, which this year is made up of:

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