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Launch date: 8 April 2019

Superbrands 2019 PR coverage

Launch date: 8 April 2019. PR agency: Velvet PR



Launch week 8/4 – 14/4

This summary focuses on immediate coverage received in launch week, and should be viewed in the context of the news agenda.

To mitigate Brexit, the UK launch date was moved back from 25 March to 8 April, which would have been after the initial Brexit date of 29 March. Article 50 was then extended, and during launch week, the UK was still due to exit the EU on Friday 12 April, with the European Council agreeing to extend Article 50 on 10 April, in the middle of launch week.

Given this context we were not expecting to achieve widespread national print coverage as usual, so instead **focused on creating a relevancy story online, and supporting brands with trade press outreach.**

Not included here is social media coverage or reach. Both Superbrands and member brands were very active on LinkedIn and other social channels with many member brands employees showing considerable pride in their brands' accolade.

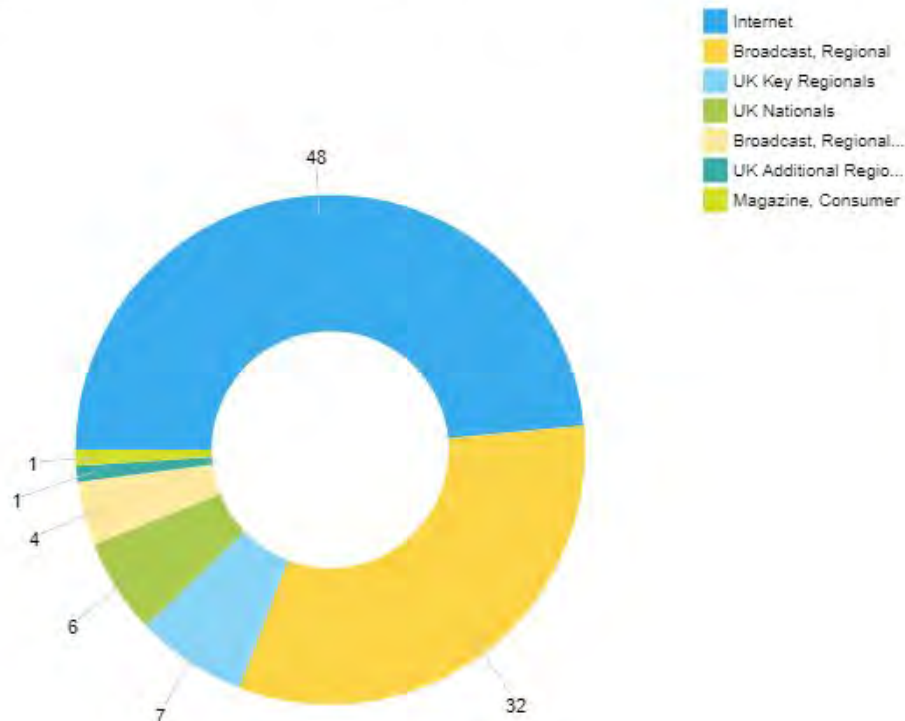
Brands' own outreach continued into week 2 and generated additional trade press.

The headline stats

Monday 8 April – Sunday 14 April



Media Types - 08/04/2019



Total News Volume

99



Total News Reach

6.57m



Unique News Sources

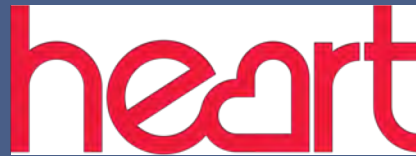
77



Unique News Authors

4

Radio coverage



Regional and national print and online



Apple brand is top of tree despite profit fall

Apple has retained its title as Britain's most cherished business "superbrand", even though the giant technology company has endured slowing sales and a slump in revenue (Gurpreet Narwan writes).

In January, Apple issued its first profit warning in 12 years. Tim Cook, 55, chief executive, blamed a 10 per cent fall in forecast first-quarter revenue on an economic slowdown in China.

However, it beat 1,600 companies to take first place in the annual Business Superbrands survey, which measures the "quality, reliability and distinction [from rivals]".

The table is compiled by 2,500 business professionals with purchasing and managerial responsibility and 30 business-to-business marketing experts. Apple makes nearly

two thirds of its money from iPhones. The \$730 billion company also makes Mac computers, iPads, the Apple Watch and other gadgets and develops and licenses software. It has been a torrid year for technology companies but the Silicon Valley titans

performed well once again. Google was ninth on the league table, although it has been slipping down the rankings for the past four years. Microsoft

edged up one place to come second, while PayPal was sixth. British brands had a mixed performance. Royal Mail and Screwfix entered the top 20, while JCB dropped out. British Airways maintained fourth spot, one behind its rival, Emirates. Boeing entered the list at 16th, despite being forced to ground its 737 Max aircraft after two fatal accidents.

Stephen Cheliotis, chief executive of the industry-funded Centre for Brand Analysis, which compiled the rankings, said that they showed "remarkable consistency" despite the "unsettled times".

Top 20 superbrands in Britain

1 Apple	9 Google	16 Boeing
2 Microsoft	10 Visa	17 Bosch
3 Emirates	11 Shell	18 B&M
4 British Airways	12 Virgin Atlantic	19 Johnson & Johnson
5 Samsung	13 Screwfix	20 FedEx
6 PayPal	14 Royal Mail	
7 BP	15 Intel	Swire Centre for Brand Analysis
8 Mastercard		



Lego is Brits' favourite brand, but Amazon named most 'relevant'

By Rebecca Newson - 10th June 2019 12:00pm



For the second year in a row, UK consumers have named Lego as their favourite brand. However, when asked to name the company they considered most relevant to their lives, Amazon took the crown.

After stealing the spotlight from British Airways last year, Lego has once again topped the annual Superbrands Index, which ranks over 2,500 UK brands on sales and distribution.

For 2019, Apple moved up one place to second in the overall rankings, reversing positions with Google which completed the top three.

Lego's dominance follows on from a year in which the toymanipulator managed to do up off sales and return to growth.

In 2018 its profits increased by 4% to £1.2bn, while sales rose by 4%. The numbers marked a rebound from 2017, when the brand reported its first fall in sales and profits for 11 years, blaming the dip on growing competition from Amazon toys and operational issues which forced it to produce top money for its.

In the past 12 months though, Lego has promised to long-created Lego Movie sequel and expand the reach of its Lego Friends line. The company has also been investing in its in-house of design and engineering with new technologies like the Amazon Echo can help it safeguard the future of its humble bricks.



POPULAR

Look elsewhere about...
Worries about...
Parents across all...
Look to the future...
This is the future...
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Lego is the UK's favourite "superbrand" - again

By Rebecca Newson - 10th June 2019 12:00pm



Lego has been named the UK's favourite "superbrand" for the second year running, according to a survey of over 2,500 people. The survey also named Amazon as the most relevant brand to the UK public.

The survey, conducted by Superbrands, found that Lego was the most popular brand in the UK, ahead of Apple, Google, and Amazon. The survey also found that Lego was the most relevant brand to the UK public.

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BUSINESS BITES

AMAZON is the most relevant brand to us, followed by Aldi and Macmillan Cancer Support, according to the Superbrands Relevancy Index. Netflix and Google were also in the top five, based on a poll of 2,500.

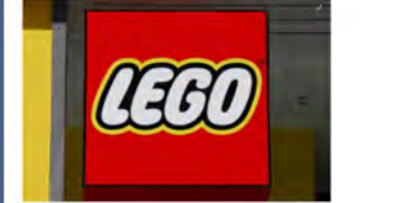
It's Nice That



HYPEBEAST

LEGO Beats Apple & Rolex to Be Crowned UK's Top Brand of 2019 So Far

By Rebecca Newson - 10th June 2019 12:00pm



Lego has been named the UK's top brand of 2019 so far, according to a survey of over 2,500 people. The survey also named Amazon as the most relevant brand to the UK public.



Amazon is named as the most relevant brand to Britons, closely followed by Aldi and Macmillan Cancer Support - but there is no room for Facebook or Instagram in the top 20

Amazon has been named as the most relevant brand to Britons, closely followed by Aldi and Macmillan Cancer Support, according to a survey of over 2,500 people. The survey also named Netflix and Google as the most relevant brands to the UK public.

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Trade coverage

Working collaboratively with leading Superbrands to gain key vertical coverage in trade publications

STAEDTLER named 2019 Superbrand

10th April 2019 Industry News

DEALER
SUPPORT

Superbrands has revealed that STAEDTLER (UK) Ltd has been awarded Business Superbrands status for 2019.

The Business Superbrands survey has been tracking the perception of a wide-range of business brands in the UK since 2001. This year's survey evaluated just shy of 1,600 brands across 63 categories.

All voters were asked to judge brands against the three core factors inherent in a Superbrand: quality, reliability and distinction. Additionally, brand perception and voting by individuals is also influenced by a range of both short and long-term factors.

Commenting on the award, Natalie O'Rourke-Jones, marketing manager at STAEDTLER said "We are delighted to have achieved 'Superbrands' status for the third year running and welcome the positive impact this independent endorsement will have on our business.

"The judging criteria of quality, reliability and distinction perfectly reflect the core values upon which our reputation is based."



Aircraft
interiors
INTERNATIONAL

British Airways voted as the number one British brand

10th April 2019

British Airways (BA) has been voted the number one British brand in both the consumer and business Superbrands lists for 2019. A Superbrand is considered to have established the finest reputation in its field, offering customers significant and emotional and/or tangible advantages over its competitors, which customers want and recognise.

More than 1,500 voters were asked to judge brands against the three core factors inherent in a Superbrand: quality, reliability and distinction. Additionally, brand perception and voting by individuals is also influenced by a range of both short and long-term factors.

A good reason for BA, but how did the process work?

Voters in the Superbrands program were asked to judge brands against three core factors inherent in a Superbrand: quality, reliability and distinction.

- Quality: Does the brand provide quality products and services?
- Reliability: Can the brand be trusted to deliver consistently?
- Distinction: Is it well known to its sector and suitably different from its rivals?

Superbrands is a leading brand perception and voting by individuals is also influenced by a range of both short and long-term factors. The brand's current profile to its latest marketing activities and new product and service developments, giving a holistic picture of how brands are currently perceived.



Airsoc



BRITISH AIRWAYS
Over 1,500 brands were included in both surveys and British Airways was voted in fourth place in the Business Index and fifth place in the Consumer Index. The airline also secured the number one spot in the 'Travel - Airlines' category in the consumer survey, ahead of 18 of its competitors from the UK and internationally.

All voters were asked to judge brands against the three core factors inherent in a Superbrand: quality, reliability and distinction. According to the experts at Superbrands, brand perception and voting by individuals is also influenced by a range of both short and long-term factors, from the brand's current profile to its latest marketing activities and new product and service developments, giving a holistic picture of how brands are currently perceived.

The Business Superbrands voting process involving 2,500 UK business professionals, expert council comprising 24 senior business-to-business mar-

Superbrands

In addition to the British public vote in the consumer Superbrands survey, which was weighted to reflect the breadth of opinion across the whole country, all brands awarded Superbrand status were also highly rated by an objective and voluntary council of senior industry experts to provide a secondary quality control mechanism.



Finastra named a Business Superbrand for 2019



EstateAgentTODAY

13th time not unlucky as Savills the Superbrand strikes again

Savills has been named the winner of the real estate agents/adviser league table in the UK Business Superbrand list for the 13th year in a row.

The Business Superbrands survey has been tracking the perception of a wide-range of business brands in the UK since 2001, and this year's exercise assessed 1,600 brands across 63 categories.

The exercise is led by The Centre for Brand Analysis and the voting process involves 2,500 UK business professionals, supplemented by an expert council comprising 24 senior business-to-business marketing leaders.

Voters are asked to judge brands against the three core factors inherent in a Superbrand - quality, reliability and distinction.

Commenting on the award, Natalie O'Rourke-Jones, marketing manager at STAEDTLER said "We are delighted to have achieved 'Superbrands' status for the third year running and welcome the positive impact this independent endorsement will have on our business.

Additionally, brand perception and voting by individuals is also influenced by a range of both short and long-term factors, from the brand's current profile to its latest marketing activities and new product and service developments.

Business UpNorth

Shred-It Joins The Ranks Of UK Business Superbrands® 2019

April 8, 2019



Shred-It joins The Ranks Of UK Business Superbrands® 2019

Shred-It, one of the UK's leading information security companies and a Stericycle solution, has announced it has been awarded Business Superbrands status for 2019. Shred-It's protection solutions and services include secure document destruction, media

ABTA
magazine

THE ABTA
COUNTRY GUIDE

Home / News / Sandals Resorts named UK Superbrand for 11th consecutive year



Sandals Resorts named UK Superbrand for 11th consecutive year

Luxury Caribbean hotel brand Sandals Resorts has been awarded Consumer Superbrands status for the 11th year in a row.

The Consumer Superbrands survey has been tracking the perception of a wide range of brands in the UK

