



Superbrands®

Annual 2019

Saturday 13 April 2019

An independent supplement distributed in the Guardian on behalf
of The Centre for Brand Analysis (TCBA) Ltd, who take full responsibility for its contents.

How much is your personal data worth to you?

- ☐ Priceless
- ☐ £50,000
- ☐ £100
- ☒ £5 gift voucher



worldpay

Discover what's really motivating UK Consumers:
Worldpay Consumer Behaviour and Payments Report

DOWNLOAD FOR FREE AT [WORLDPAY.COM/CONSUMER](https://www.worldpay.com/consumer)



About Superbrands 2019

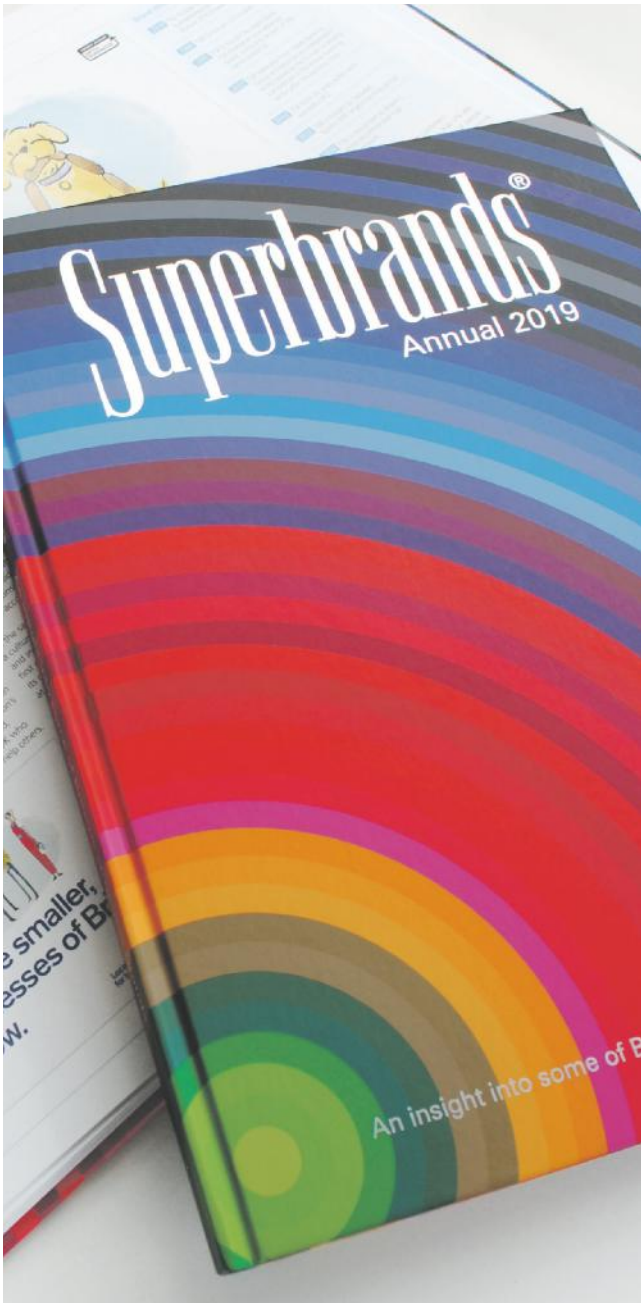
Providing a snapshot of brand sentiment in the UK since 1995, Superbrand status is awarded for quality, reliability and distinction by a combination of expert councils, and business executives or consumers voting on a comprehensive list of consumer and business-to-business brands.

A selection of the identified Superbrands are celebrated in the Superbrands Annual, first published in 1995 and now in its 20th volume in the UK. The book explores the history, development and achievements of some of the nation’s leading brands, showcasing why they are well-regarded and providing valuable insights into each brand’s strategy and proposition. This supplement sits alongside the annual, providing a summary of these brands and exploring, through editorial features, some of the ways they have stayed ahead. The brand case studies are also available to read in full on the UK Superbrands website.

Unusually for an industry award, brands do not pay or apply to be considered a Superbrand, the reason being that in order to provide a broad review of the market and identify the strongest brands in each category, all the key players in each sector need to be evaluated and voted on.

Just shy of 3,200 brands were scrutinised in this year’s surveys, almost evenly split between consumer and business-to-business brands. The former survey featured 1,596 brands across 78 different categories, which ranged from ‘Automotive Products’ to ‘Vitamins and Supplements’. These brands were voted on by a nationally representative sample of 2,500 UK adults, weighted to reflect the breadth of opinion across the whole country. As a secondary quality control mechanism, an objective and voluntary Consumer Superbrands expert council also voted on these brands. Any brands lowly rated by the experts are effectively vetoed from attaining Consumer Superbrand status.

Meanwhile, 1,586 business-to-business brands across 63 categories, covering everything from ‘Accountancy and Business Services’ to ‘Waste Management and Recycling’, were assessed by an independent and voluntary expert



council of 24 senior business-to-business marketing leaders and 2,500 UK business professionals, all with purchasing or managerial responsibility within their businesses.

The rationale of two audiences voting on brands is simple. It ensures that any brand deemed a Superbrand is positively viewed both in terms of the output of its brand and marketing activity by the relevant experts evaluating brands in this context, and how that activity and the overall brand proposition lands and is perceived by prospective buyers.

While all voters were asked to judge brands against the three core factors inherent in a Superbrand, namely quality, reliability and distinction, as a sentiment survey brand perception and voting by individuals is also naturally influenced by a range of both short and long-term factors, providing a holistic picture of how brands are currently perceived.

Contents

- p4 Research and Results Overview 2019
- p6 Perfectly Balanced:
The Evolution of a Superbrand
- p14 The Brands 2019
- p22 Qualifying Consumer and
Business Superbrands

If you would like to find out more about Superbrands or order the book, please email hello@superbrands.uk.com, call 020 7079 3310 or visit superbrands.uk.com.

**CHIEF EXECUTIVE, TCBA
& CHAIR, SUPERBRANDS UK**
Stephen Cheliotis

DIRECTOR, SUPERBRANDS UK
Jessica Hall

BRAND LIAISON DIRECTORS
Anna Hyde
Daren Thomas
Rhiannon Harris

BRAND LIAISON MANAGER
Ashleigh Kelly

NEW BUSINESS DIRECTOR
Scott Thomson

EDITORIAL DIRECTOR
Angela Cooper

DESIGN DIRECTOR
Verity Burgess

PUBLISHED BY
The Centre for Brand Analysis (TCBA) Ltd
5th Floor, Holden House
57 Rathbone Place
London, W1T 1JU

© The Centre for Brand Analysis Ltd
All rights reserved.

No part of this publication may be reproduced or transmitted in any form by any means, electronic, digital or mechanical, including scanning, photocopying, recording or any information storage and retrieval system relating to all or part of the text, photographs, logotypes without first obtaining permission in writing from the publisher of the book together with the copyright owners as featured.

Research and Results Overview 2019



STEPHEN CHELIOTIS
Chief Executive, TCBA
& Chair, Superbrands UK

The research process was managed by The Centre for Brand Analysis (TCBA) in partnership with Dynata, one of the world’s leading data research companies. The 2019 research again sees some interesting trends emerge. For individual brands, their ranking ‘range’ and, more importantly perhaps, position within their category, will typically be determined by major factors such as awareness, physical and mental availability, market size and share as well as the customers’ experience. Fundamental changes against these metrics tend to be slow and examples of brands deviating significantly from their ‘range’ tend to be less common. Large deviations can be a leading indicator of the start of long-term brand decline or indeed growth.

More commonly a brand’s ranking will move up and down within its typical range, with these shifts often reflecting shorter-term factors such as current brand activity, from the latest marketing campaign to new product developments, the commentary around that brand from third-party observers and influencers – including positive and negative press coverage – along with share of voice at the time of the research and any external market or competitor activity.

While for brand owners the insight from the research stems from exploring the short and longer-term data at a category level, naturally individuals are often interested in the overall winners or top 20. Turning our attention to the top 20s, the results of both the Consumer and Business Superbrands surveys reflect a notable medium-term underlying consistency with leading brands tending to remain within their ranges, notwithstanding some ‘within-range’ short-term variability.

Nineteen of the top 20 Business Superbrands have featured in the top 20 on multiple occasions over the last five years; 16 of these brands featured in the top group last year, while three of the four ‘new entries’ are simply bouncing back up toward the top end of their range this year and re-entering the leading group. Google remains omnipresent in the top 20 since the methodology was changed in 2006, albeit falling for the fourth year running, down marginally once again from sixth to ninth this year; 13 of this year’s top 20 are omnipresent over the same period.

Johnson & Johnson and FedEx are back in the Business Superbrands top 20 after a temporary one-year absence – when they were marginally outside, in 24th and 22nd place respectively – while the Royal Mail is back in after a two-year absence, in which it placed 21st on both occasions. Only the

surprise entry of Screwfix is genuinely a fundamental shift. This year the fast-growing multi-channel supplier of trade tools, plumbing, electrical, bathrooms and kitchens broke out of its typical range in the mid-30s to mid-40s – in the previous four years it placed 40th, 34th, 45th and 44th – so it will be interesting to see if the brand falls back into that zone or maintains its new higher range.

Seventeen of the Consumer Superbrands top 20 have also featured in the top 20 over the last five years more than once, while 11 of this year’s top 20 were present in the previous year. Many of the ‘new entries’, as with the Business Superbrands, simply placed towards the bottom end of their longer-term range last year and have edged back up again to re-enter the leading pack. British Airways, Dyson, Kellogg’s and Mercedes-Benz all returned after a one-year break for instance.

This overall consistency in the survey is reflective of how brand perception and positions do tend to shift slowly over time. Reflecting this underlying consistency, as is typical every year, in the vast majority of cases the category leaders and order of brands within categories remains fairly constant. Of the 63 B2B categories only 15 had new leaders while one new category was added. Similarly of the 78 consumer categories only 15 were topped by a different brand from last year, while there were three new categories.

In terms of the overall results the leading brand in both Consumer Superbrands and Business Superbrands remains the same as 2018, headed by LEGO and Apple respectively. This is the second year running in which Apple has topped the Business Superbrands rankings, having placed second in the previous three years. Fellow US tech titan, Microsoft, edged up one place to second in the rankings while Emirates also enhanced its position, by two places, to secure third spot. In the Consumer Superbrands rankings, LEGO retained the number one position for the second year in a row, having placed third in 2016 and second in 2017. Apple meanwhile moved up one place to second, reversing positions with Gillette, which moved down one place to third.

An additional data point, introduced last year for the first time in the Consumer Superbrands survey, is the relevancy index, which in addition to longer-term trends within the core survey can be a useful indicator of future potential brand growth or decline. Consumers are asked whether they believe an individual brand has gained or lost relevance to people today, compared with the past. This reduces the impact of longer-term goodwill on a brand’s scores, and focuses consumers’ minds on current use and importance of each brand to them. This index surfaces quite a different set of brands. Established titans like FMCG brands Coca-Cola or Gillette are replaced by rising disruptive brands, such as Netflix and Purplebricks. Unsurprisingly many technology, or technology enabled, brands make the top 20 for relevance. Other interesting shifts in consumer behaviour and sentiment

are evident in this index, for example the rise of the discount retailers Lidl and Aldi, and increasing concern about the rise of cancer reflected in the increasing relevance of the cancer charities. Conversely those brands toward the bottom of the relevancy list may have troubled times ahead, many indeed having already suffered fundamental business problems, including retailers HMV, Carpetright, Oddbins, Mothercare and House of Fraser.

As ever we hope you find the top line results interesting and reflective of a broad church of opinion and nationwide sentiment – undoubtedly, they will not match your own personal perceptions neatly, after all none of us is a perfect match for the mythical ‘average consumer’.

	Consumer Superbrands Top 10	Business Superbrands Top 10
1	LEGO	Apple
2	Apple	Microsoft
3	Gillette	Emirates
4	Rolex	British Airways
5	British Airways	Samsung
6	Coca-Cola	PayPal
7	Andrex	BP
8	Mastercard	Mastercard
9	Visa	Google
10	Dyson	Visa

	Consumer Brands	Gaining Relevancy	Losing Relevancy	NET
1	Amazon	73%	8%	65%
2	Aldi	68%	13%	56%
3	Macmillan Cancer Support	66%	11%	55%
4	Netflix	65%	11%	53%
5	Google	64%	12%	52%
6	Lidl	66%	14%	52%
7	PayPal	66%	15%	51%
8	LEGO	63%	13%	50%
9	Samsung	63%	14%	49%
10	YouTube	61%	13%	49%
11	Visa	61%	13%	48%
12	Heathrow	59%	11%	48%
13	Purplebricks	58%	11%	47%
14	Cancer Research UK	60%	15%	45%
15	Oral-B	58%	13%	45%
16	Apple	62%	17%	44%
17	Dyson	59%	15%	44%
18	TripAdvisor	59%	16%	43%
19	Nike	57%	14%	43%
20	Disney	57%	14%	43%

12

Iconic hotels in
12 super locations



EDWARDIAN
HOTELS
LONDON

Mayfair . Kensington . Oxford Street . Covent Garden . Soho . Leicester Square
Heathrow . Canary Wharf . Fitzrovia . Bloomsbury . Marble Arch . Manchester



Perfectly Balanced: The Evolution of a Superbrand

The most successful brands are the most relevant brands. Tech revolutions, uncertain markets and rising consumer expectation all require agility and innovation. Brands must evolve to stay ahead – while staying true to their original mission. We spoke to these Superbrands about how they navigate the seas of change



SIMONE NOAKES

Multiplatform editor and editorial consultant, working with brands to help tell their stories

Evolution of Brand

Understanding the needs and desires of their customers is a hallmark of Superbrands. For many brands, progression must also keep heritage at the heart of their offering.



TIM HULBERT
Managing Director,
Brand & Insight
Barclays

Meaningful connections are as important as ever

Barclays is 329 years old this year, not a bad age given the average company lifespan is 18 years. Stewardship, the idea that every employee leaves our brand in a better shape than when they started working for it, is often held up as the heart of our values.

Barclays has not only witnessed, but been part of four industrial revolutions. Revolutions are now coming thick and fast. The progress of technology is having an unprecedented impact on business models; transactional needs are being met at a touch of a screen. Faster, secure, transparent, and most importantly, with the customer fully in control.

But this doesn't mean we are becoming an impersonal brand; in fact, quite the reverse. Relationships, built upon trust, empathy and understanding, are as important today as they were in 1690. All our evidence points to people wanting to talk to informed and helpful experts when they have a personal or business need. Our engagement model is changing but our people remain at the forefront of doing what people do best – making meaningful connections – and leaving the machines to process the data.



NICOLA HAMILTON
Senior Director,
Brand & Communications
Finastra

Consumer need leads brand positioning

Finastra is a new brand with a strong heritage. Formed from the combination of Misys and D+H in 2017, its name means Fin (for financial) and Astra (Latin for star). We are leading the way in which financial software is built, deployed and consumed and it was important that our brand reflected this.

The Finastra brand positioning was 100% led by marketplace and consumer need. Our customers are embarking on their own transformation journeys, through digitalisation, system consolidation and cloud adoption. By delivering new propositions such as FusionFabric.cloud, our open development platform, we aim to help.

Understanding our customers' needs and demonstrating how we can add value provides clarity to our brand promise. As a B2B brand it's less about creating desire and more about helping our customers to solve a business challenge.

The founding values of our brand are very much future-focused. We believe in doing well by doing good. On 21st-22nd May 2019 we will hold our first developer conference in London, where participants will be able to dive into cloud, platform, APIs and emerging technologies and be part of the ecosystem that will build the future of finance.



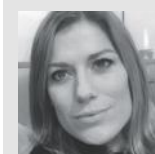
JOHN THOMPSON
Product & Marketing Director,
UK & Europe
Flymo

Become expert at solving customers' problems

It's safe to say that when it comes to UK lawns Flymo has become an expert. When Flymo was created back in the sixties it was to solve a problem in the garden and provide an easier way to mow the lawn. The result was a lawnmower that hovered on a cushion of air, the flying mower. For us, the customer comes first: consumer research will always be a core part of our development process. To get a product right, you really have to study its consumers and their habits. The fact that we hang our hat on being Easier by Design means that we're constantly evaluating what problems the

customer has in their garden. Then we try to solve those problems, either with existing technology or by developing our own.

Flymo is part of Husqvarna Group (a Swedish company) and sustainability is at the core of what we do. Whether that's pioneering ease of use, battery efficiency, robotic options or 100% recycling the grass back into the lawn.



CANDACE GERLACH
Head of Marketing Communications
Green Flag

Customers are informed and in control

The beginnings of a new era for Green Flag came in 2017 when we faced into the challenge of being third in a market of three dominant players. Green Flag's transformation began, and the brand idea 'Common Sense to the Rescue' was born. We looked at ways to improve the overall experience for our customers. We wanted to rescue customers in a smart and connected way.

Alongside building the brand, investment began in core systems and processes. The Green Flag app has become a vital part of the rescue experience; customers can register their breakdown and track their technician, there is also functionality that notifies them of impending battery failure and engine faults. This helps us stay connected to our customers; ensuring they are kept informed and in control.

Since the launch of our brand transformation, we are starting to see great results. Our network has grown and our brand health is in good shape, we are starting to see that people are considering Green Flag as a smart alternative.



BILL ROBERTS
Vice President, Global Communications
& Head of Brand Marketing
Groupon

Evolve your proposition

The Groupon brand is built around the belief in great communities, specifically the belief that successful local businesses are the backbone of vibrant spaces and great neighbourhoods. With e-commerce booming and shoppers using their local high street less, our focus is on becoming

the connective tissue between consumers and local businesses. Part of what makes neighbourhoods special are the businesses that line their streets. Groupon gives those businesses tools to grow and thrive. When local businesses thrive, neighbourhoods win.

We continually track brand health and awareness across our markets and use those measures to help inform how we position our brand. We also listen carefully to our customers. We have nearly 50 million customers globally, and they're a tremendous source of information and feedback.

One of the biggest evolutions of the business has been moving from a daily deals site to a full marketplace. As customer demand grew, we knew we had to provide more choice, more offers, more amazing things to do, eat and see. We've evolved our proposition from simply saving customers' money to helping make their lives better, easier and more rewarding.



ANTONY PEART
Brand & Communications Director
Hoover Candy Group UK

Be clear and consistent about who you are

James M. Spangler, the inventor of the first portable vacuum cleaner, marked the start of Hoover's journey more than half a century ago. Even today, there are very few brands synonymous with their product category, so it's a privileged club to be in.

With so much history, we have to continually evolve to stay relevant. Hoover diversified into other product categories in 1948 giving us the opportunity to put our brand into more customers' lives with cooking, cleaning and washing models. Our development of smart and connected technology has helped us meet more recent customer needs. We're championing functionalities such as voice assist and artificial intelligence in our appliances.

Innovation aside, as with any successful brand, we must be clear and consistent about who we are, where we're going and how we're going to get there; giving a clear vision for everyone to understand and follow.



KAREN BIGWOOD
Head of Brand & Marketing,
Brand & Communications
Lloyd's

Safeguard human endeavour

Lloyd's specialist insurance market started life in a coffee shop in London's Tower Street in 1688. Sea voyages were dangerous and captains would go there for news before setting sail. Edward Lloyd made sure his intelligence was second to none. By the 1730s Lloyd's was marine underwriting on a global scale.

There have been a lot of changes since then, but fundamentally our business model remains the same. Supporting human endeavour has been a founding truth of Lloyd's; whether that is insuring overseas voyages or protecting against cybercrime.

Society has evolved and we've evolved with it. We wrote the first motor policy, the first aviation policy and the first satellite policy. To stay relevant, a brand must stay ahead of consumer need: we wrote our first cyber policy in 1999.

Effective branding is about being clear about your purpose. For us, it's sharing risk to create a braver world. We look to understand and solve risks that people haven't considered yet. To protect things that haven't been thought of yet. For example, working with Cambridge Centre for Risk Studies, we've recently studied the impact of 22 man-made and natural threats on the economies of 279 of the world's leading cities, in the hope of improving their resilience to future risks.



CHRIS HARROP OBE
Group Marketing
& Sustainability Director
Marshalls

Focus on the future

Brands need to evolve to stay relevant. We can't stand still. We've been looking at how communities of the future are developing and how the public realm is changing. For a brand to stay strong, it must resonate with people and the changes in the way we live. That's why we've introduced anti-terrorism street furniture and paving that stops flooding. The world is changing and we have to change with it.

Marshalls has been supplying superior stone and paving products since the 1890s. The Marshalls brand has become synonymous with quality, and not just with our products. Marshalls was founded on core values of family, quality and community. Sustainability has to be at the heart of what we do: we're focused on creating better spaces and that means looking after the environment and the people involved in creating and buying our products. We're also committed to continuing with our End Modern Slavery agenda to eradicate modern slavery from the supply chain.



NIGEL NATHAN
Managing Director
Olympia London

Sustainability must be at the heart of everything

Designed to host the greatest events, Olympia London opened its doors in 1886. Providing inspiration and education to the Victorian masses, it fast became a landmark. The space has witnessed historical advancements, such as hosting the first computer exhibition in 1958. Today, it showcases DragWorld and Vegfest, alongside shows such as the London International Horse Show, which launched in 1888. Our offering remains true to the original purpose; it is simply society which provides change.

We've always tried to be 'something for everyone'. Add to this over 130 years of market and political challenges, it would be easy for a business such as ours to lack distinction. This was a key consideration when we took the decision to disassociate from Earls Court in 2014 and stand on our own two feet. We wanted the new identity to be an expression of the building itself; reliable and created of the highest quality. I'm pleased to say the change resonated with our audience and we were honoured to receive Superbrand status three years after launch.

As guardians of a heritage brand, sustainability must be at the heart of everything we do. Named after our largest hall, The Grand Plan is our staff-led, grassroots initiative: committed to making a positive impact and securing the

“Brands need to evolve to stay relevant. We can't stand still. We've introduced anti-terrorism street furniture and paving that stops flooding. The world is changing and we have to change with it”
Marshalls

“An effective brand evolution is like writing a good book. When writing a new chapter, the goal isn’t a disruption in narrative, but to add an interesting plot twist” P&O Ferries

venue’s long-term future. We have just announced a £1bn project to evolve our venue into a world-leading destination for events, culture and business.



AMANDA ROYSTON
Marketing Director
PizzaExpress

Deliver brand purpose at every touchpoint

PizzaExpress opened in 1965 inspired by one man’s passion to bring great pizza to the UK. In 54 years, the brand has grown to over 470 restaurants in the UK and Ireland and more than 600 globally.

Diversifying our model across channels has been one of the most significant recent strategic changes. This has resulted in PizzaExpress becoming the biggest chilled pizza brand in UK supermarkets, while also seeing continued growth on Deliveroo. We continue to evolve our brand with investments such as leadership development for all of our restaurant managers – equipping them with the skills and confidence to lead and inspire their teams.

A clear purpose is at the heart of every successful brand – a single minded vision that resonates for consumers and employees is what ultimately drives shareholder value. It’s not only healthy for every brand to take a good hard look at themselves on a regular basis, it is crucial. How are they adding value for consumers? Are they being true to their purpose? Is their purpose being delivered through every touchpoint?



SARAH ROSIER
Director of Passenger Sales
P&O Ferries

Being a heritage brand is an opportunity to reinvent

We’re a part of British history but we’re also continuously looking at trends and what our current and future customers will want. Our values are based on service and this hasn’t changed in our 180+ years.

Being a heritage brand is invaluable because it provides us with material to constantly reinvent ourselves. It’s not about letting go of elements of our brand. On the contrary,

it’s about going back to our roots to be true to ourselves. For example, we recently evolved our logo. To do this, we looked back at our rich history including old paintings that feature P&O Ferries, documents from past voyages and the journey our flag has taken.

As marketers our role is to constantly refresh and remain relevant. We must also respect the existing associations that make the brand easy to notice and buy. An effective brand evolution is like writing a good book. When writing a new chapter, the goal isn’t a disruption in narrative, but to add an interesting plot twist. And, just like a good book, it has to speak to its audience’s current mindset and behaviours.



JOHN WALKER
Global Brand Manager
Rolls-Royce

Enduring brands are pioneers

Rolls-Royce is not a legacy or heritage brand, it is an enduring brand. The company was founded at the birth of flight and was a leading pioneer of the automotive industry. The motor cars business was sold in the late 1990s, and since then Rolls-Royce has evolved to become the second-largest supplier of aircraft engines in the world, with over 50% of revenue coming from the civil aerospace market.

A strong brand should have its values expressed through the culture of an organisation. At Rolls-Royce we recognise that an evolution in the perception of our company needs to be driven from within. For example, today Rolls-Royce is a truly global company, and so it has been a strategic goal of ours to become more diverse. This means we can draw on a broader range of talents, experiences and perspectives to help advance our thinking and innovation. We are also exploring new partnerships and collaborations, and bolder, more agile ways of working. We have been pioneers throughout our history and now pioneer cutting-edge technologies that deliver clean, safe and competitive solutions to meet our planet’s vital power needs.



KARL THOMPSON
Managing Director
Sandals Resorts

Consumers buy into brands that act responsibly

One of the challenges for brands today is making sure they stay true to their original purpose and values while being future focused and relevant. Brands with a strong heritage are often seen as experts in their field, but they have to work hard to make sure they keep up with the times.

Sandals Resorts is a family-run business with a clear purpose – to provide luxury holidays for couples with premium service and more inclusions than any other company – but we have stayed relevant by regularly launching products like our Over the Water suites, the first of their kind in the Caribbean. When the brand was established back in the eighties, our founder Gordon ‘Butch’ Stewart was the first hotelier in the region to introduce hairdryers in guest bedrooms.

It’s not enough for brands to just be good at what they do: consumers buy into those that give back and act responsibly.

We’re a Caribbean company and we’ve been committed to supporting the region since our inception through Sandals University and the Sandals Foundation which has funded hundreds of education, conservation, community and healthcare projects.



MARTIN COOKE
Global Brand,
Category & Innovation Director
tommee tippee®

Engage with and listen to feedback

Our company purpose is to help mums and dads enjoy the rollercoaster ride of bringing up baby, and this is as relevant today as it was when the brand launched in the sixties. We are, and have always, engaged with and listened to feedback from parents around the world.

The main advantage of having a strong heritage is that it provides a genuine and credible anchor point for brand storytelling and positioning – both internally and externally. For example, our original weighted-base sippy cup doesn’t just exemplify our consistent approach to innovation, it also explains the origins of our Superbrand name: a non-tip cup (Tippee) named after the inventor’s dog (Tomme).

We have numerous innovative products launching in 2019, including an evolution of our original non-tip-cup. This new concept features a Clevergrip™ suction base which resists spills, but is easy to pick up and drink from like a normal cup – a great example of brand evolution in our toddler heartland, which is true to our heritage but relevant for today’s parents.



JAVIER NIETO
SVP Corporate Marketing
Worldpay

Tell a different story

Worldpay’s history lies within a bank, having been spun out of RBS in 2010. We knew coming out from an organisation rooted in tradition we had to tell a different story. We were quickly evolving into an independent fintech in payments, expanding globally. We wanted to make sure the brand story reflected that excitement and conveyed our direction of travel.

Simplifying payments globally is core to Worldpay’s purpose. So the first thing we did was to ruthlessly simplify our brand. Payments is such a rapidly changing and complex landscape and our role is to simplify that for our customers. We needed to show that with our brand too.

We have some strong differentiators as an organisation, and have chosen to focus on the things we know we do better than anyone else. We stopped talking about reliability: history shows our technology is incredibly robust and customers already know that. And we have dialled-up our messaging on agility and innovation, supported by our vast investments in a new platform and new products.

As the global leader in payments we have fascinating insights into how the world is paying. We see more anonymised data than anyone else and it means we’re uniquely placed to create brand campaigns with purpose that can educate and excite people and build understanding.

Evolution of Culture

Attracting and retaining the best people is key to any leading brand. Superbrands understand that engaged, motivated employees ultimately deliver brand excellence.

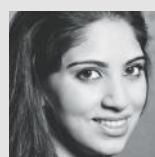


CLAIRE STACEY
Head of Marketing
Autoglass®

Brand culture and employee engagement is symbiotic

Our brand culture has a significant impact on how the organisation operates. We want Autoglass® to be the best place our people have ever worked; this is something we work hard to achieve. If our people love what they are doing each day, they'll deliver amazing experiences for our customers, which in turn strengthens our brand. All businesses have values – some of which can feel like lip service – but at Autoglass® this genuinely feels different and is something we often hear from new starters. Our internal culture helps our technicians and customer teams to deliver a consistently excellent service and a Net Promoter Score (NPS) of 74, which we are very proud of.

Essentially, the relationship between brand culture and employee engagement is symbiotic. It helps us to do the very best we can each day to deliver the best customer experience. We help over one million motorists each year, so our brand is reliant on brilliant people delivering on that promise.



SIRAJ SINGH
Director of Marketing
& E-Commerce
Edwardian Hotels London

Each and every employee must feel valued

Brand culture plays a part in how we recruit, train and retain our staff, so it is business critical. We are a family-owned hospitality group and that sense of family runs throughout the business. We have been committed to ensuring everyone feels they have a role to play in the organisation's success for 40 years.

Fostering an environment that ensures each employee feels valued is crucial. Edwardian Hotels London was the first hospitality group to partner with Imperial College Business School because we believe private businesses have a role to play in upskilling their people as leaders of the future. In our commitment to apprentices we have partnerships with organisations such as The 5%. We ensure our back-of-house areas such as staff canteens and bathrooms are as impressive as our guest areas.

As a hospitality group our employees' level of engagement is one of the most important aspects of our guests' experience. As such we've already started the recruitment process for our first purpose-built property The Londoner, in Leicester Square. Scheduled to open in 2020, this super-boutique hotel will employ 500 people and provide a fantastic opportunity to develop our values with a new team.



JEREMY REES
CEO
ExCeL London

We achieve our goals by empowering our team

At ExCeL London, brand culture is about having a clear purpose and consistency at every touchpoint. We truly believe in the power of people and know that we'll achieve our goals by empowering our team. Our purpose is to work together to deliver great guest experiences. We are committed to working towards shared aspirations, recognising the part everyone plays in achieving them.

Our success is inextricably linked to that of our customers, and is dependent on having a creative and collaborative culture. We welcome four million visitors and over 40,000 exhibiting companies every year: events at ExCeL simply wouldn't work if all our teams didn't work together.

Within our organisation, we make time to get to know and understand each other, encouraging staff to ask questions and listen, without jumping to conclusions. We recognise



Image credit: ExCeL London

that everyone plays a part in creating a diverse and inclusive place to work. I am exceptionally proud of the fact that our teams continuously receive great feedback from our customers. Having a highly engaged workforce, who genuinely care about what we do, makes all the difference.



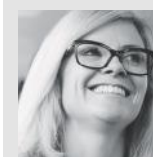
DORA BIRNA
Director of Marketing & Sales
Investors in People

Practice what you preach

As a community interest company committed to better work and better workplaces, we have to start at home with a culture that puts our people first. Our purpose is the core of our brand culture. It informs our strategic direction with such decisions as who to partner with and what type of products to develop. We look to where we can make the biggest impact.

We very much believe in practising what we preach: we aim to ensure our line managers are properly trained and supported to manage people. We offer extensive personal development for all team members and we are genuinely curious and willing to explore and trial different approaches. We've worked closely with Time to Change to make sure we're supporting the mental health of our teams – initiatives include mental health first aid training for all our managers.

With a culture of empowerment, we've been able to offer great opportunities to people within the company. We've benefited from their development as much as they have. We have a tight-knit team, and we genuinely believe we can make a difference in today's society.



NGAIRE MOYES
Senior Director,
Brand Marketing & Communications
LinkedIn EMEA

Culture isn't something you can force

Our employees are highly engaged and as a result they are our best brand ambassadors. We have a very clear purpose as an organisation and it is something our employees feel passionate about. We want to create economic opportunity for every member of the global workforce. That's our vision.

LinkedIn has a phenomenal global community of more than 610 million members, including 27 million in the UK, but we strive to retain the start-up mentality that the company was founded on. Collaboration and creativity are central. A key reason we believe LinkedIn has been successful is that we encourage our team to 'take intelligent risks'. We know that every idea will not work out, but we are firm believers in the test and learn approach. And, as a global team we need fantastic collaboration. The way you get the work done is as important as the work itself.

Culture isn't something you can force or fake, but you can't just sit back and expect it to happen either. It requires a clear, shared purpose, consistent reinforcement and commitment. We want all employees to know they can be their authentic selves at work and that they belong.

Evolution of Communication

While the fundamentals of marketing remain pivotal, new platforms and media, tech advancements and a data-informed landscape is changing how Superbrands talk to their customers.



HAMISH McVEY
Head of Brand & Marketing
British Airways

Creativity is the vehicle that delivers

Consumers have moved away from traditional print and TV and are consuming content in different ways. The mass disruption of digital and social communication means that brands have had to be more transparent, dynamic and responsive.

At BA, we have tried to understand more about our customers, model their behaviour and map their interests and passion points. Our content has become more personalised and diverse. We aim to be where and when our customers are, and to deliver timely, engaging and relevant content. The customer is in control.

Creativity is the vehicle that delivers the emotional connection that we crave as marketers. You have to take risks – data helps ensure you are covering the right bases but creativity hooks people in, inspires them and builds the connection. It drives a positive sentiment that keeps loyal customers engaged and sparks the interest of new customers.

As a customer service brand, it is essential we bring our people with us. They hear directly from our customers. We encourage an open dialogue between our teams to ensure our external communications reflect these experiences. Our staff are our greatest ambassadors and also ambassadors for Britain.



LEE WILLETT
Marketing Director
Cathedral City

Be clear in your message

All the milk that goes into Davidstow, our creamery in Cornwall, comes direct from our 330 local dairy farmers in the South West. That's an important brand distinction for us and something we're proud to communicate to our customers.

However marketing communications have diversified in recent years, the key principles remain true. You have to capture people's attention. You have to be clear and consistent: when people see your branding, they need to know it's you. You have to say something distinctive.

Social media has allowed us to communicate directly with customers. Before its introduction we were limited to customer carelines for feedback. Being active on social media platforms has really helped bring the brand to life.

Our message is consistent – an evocative image for us is of grilled cheese on toast – but being creative is key. We've done things like invite people to send in selfies so they can have pictures of themselves on cheese on toast. People loved it.

Internal communication is also important. Our biggest advocates are our staff. Any new product is released first internally. To make the nation's favourite cheddar, you need to love cheese.



PETER ROBB
Marketing Communications Manager
Continental

Communication must show a clear connection to customers

Effective marketing communication needs to tap into a multi-channel approach, delivering a relevant and compelling message to the target audience. The growing importance of social media is key, and we cannot overlook the continued power of the internet as an opportunity to support consumers.

From sustainability to tyre safety, our communication and marketing strategies need to show a clear connection to the future touchpoints of our customers. A brand must be relevant to the consumer and their lifestyle, or they will detach quickly.

Clearly marketers have more information than ever about their target group. A good communications team can leverage this data to ensure messages really resonate with the consumer and minimise wastage. In tyres it is particularly important to be creative to cut through: with a buying cycle of three years, any communication we have must stick.

I think our partnership with adidas highlights the innovative nature of Continental: over 18 million adidas shoes sold worldwide with Continental rubber soles on them has meant that we're reaching a target group with our grip messages in a completely unique way.



CLAIRE BURROWS
Head of Brand
& Digital Marketing
De La Rue

Failing to evolve will see you left behind

With a 200-year heritage of fighting counterfeit and fraud, De La Rue is a trusted partner in over 140 countries across the globe. For much of our history we have purposefully been quite closed in terms of our marketing communications.

More recently however, the business has seen a shift. We actively embraced thought leadership as a tool, spent time deeply considering customer needs, user journeys and experiences to define a series of key messages, all of which have been underpinned by video and online content. We have also seen the rewards of employing a strong media presence, backed up by less print and more digital communications, and tailored social media campaigns.

It is critical to evolve your communication and marketing strategies in a dynamic marketplace. By keeping abreast of new techniques and methods, you open up new ways to connect with your audiences. The communications-savvy, ever-more connected communities we operate in expect it. Failing to evolve will simply see you left behind your competitors who have embraced such opportunities.

“Brands can now use technology to talk to customers in a personalised way that puts their needs first. We need to show that we are listening and responding appropriately at every step”
Heathrow



Image credit: Heathrow



PETER BURNS
Director of Marketing & Digital
Heathrow

We need to show we are listening

Heathrow is currently on a digital transformation journey. Mobile technology means we must evolve to be with customers at every step of their journey, even before they decide to leave home. Communications should be easy, accessible and give a choice of platforms.

Content must be creative, but not for creativity's sake or at the expense of authenticity. It must be genuinely interesting to the audience we want to talk to; data can ensure it is. Most recently this worked well in our Christmas campaign. Underneath the story of the lovable bears and their journey home was the important and authentic emotion of being reunited with loved ones at Christmas.

It is important for brands to be fleet of foot in their marketing and communication strategies; continually reviewing success and adapting as appropriate. Brands can now use technology to talk to customers in a personalised way that puts their needs first. We need to show that we are listening and responding honestly and appropriately at every step.

We adopt the same approach talking to our colleagues. We start from the centre and work out to ensure consistency in our Heathrow voice. With more than 300 businesses that make 'Team Heathrow', shared understanding of the importance we place on customer service, and the milestones we take to achieve this is vital.



RON McMURTRIE
CMO
Sage

Everything has changed and nothing has changed

The rapid and ever-increasing rise of the subscription model has changed the way customers expect brands to communicate. Whether it's music, film, groceries or software, selling on subscription means our customers have to choose to buy from us every month, not just once. If you get it right, this model means more insight, a deeper, more enduring relationship and ultimately, more value.

Mass personalisation is one of the biggest trends inspired by the subscription movement. Research shows that people will pay more for a personalised product or service, and are also willing to part with data if it helps shape that product or service. For marketers, that means our communications must show we understand customer pain points and opportunities. At Sage, we can see levels of preparedness for Brexit or Making Tax Digital and use it to shape our communications to customers.

But as ever, alongside the trends that emerge, the old adages stand the test of time. With increasing insight comes an incumbent responsibility on marketers to stay true to 'right time, right channel, right audience, right message'. There's no excuse not to, now we have so much data at our fingertips in this connected, subscription world. Like so many things in life, when it comes to communication, everything has changed and nothing has changed.



Image credit: Sage

“The old adages stand the test of time. With increasing insight comes an incumbent responsibility on marketers to stay true to ‘right time, right channel, right audience, right message’ ”
Sage



ANDY JOHNSTON
Marketing & PR Director EMEA
Shred-it

The purpose will always be to understand the customer

Customer centricity has always been and will always be at the core of marketing, regardless of innovation in tech and digital communications. Today we have a broader canvas and a richer set of colours with which to paint, but the purpose will always be to understand the customer segments we serve, our unique points of differentiation in those segments, and to ensure our customers are delighted enough to want to return, time and again.

As markets become more globalised and competitive, we need to consider some of the more intangible aspects of our brand to ensure we win and maintain customer trust. Shred-it as a brand is about protecting what matters. This is our core mission, our DNA, our 'why'.

One of the biggest challenges facing time-poor marketers is not lack of knowledge or understanding: the internet and technology are helping to address any gaps. One of our biggest challenges, in my view, is remaining fresh. In a world where attention spans are in decline, information is ubiquitous and new opportunities a click away, creativity is key to keeping the brand front and centre.



PETE MARKEY
Chief Marketing Officer
TSB

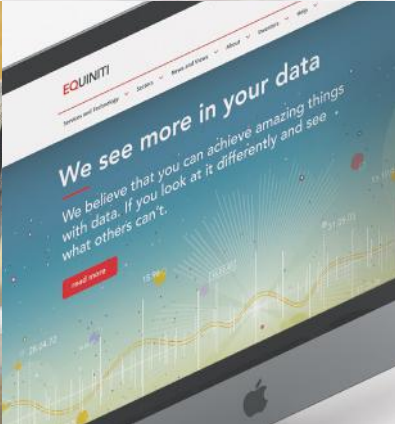
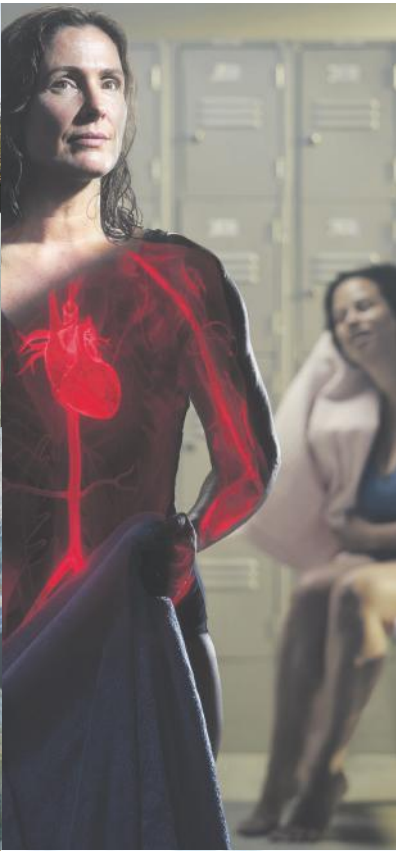
TV stands out as a channel that works

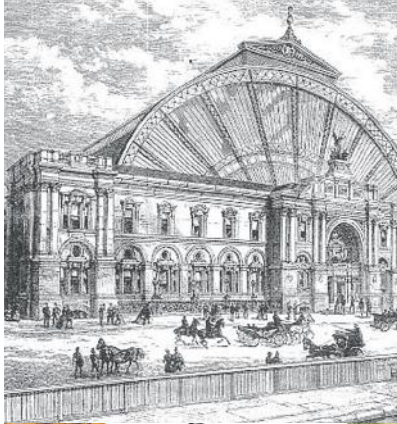
As a marketer there are more channels to choose from than ever before, so focus is key. The most effective marketing communications are timely, relevant and engaging on a rational and emotional level.

I worry when I see brands ditch strong performing channels like TV to chase after a social and content only strategy – I've yet to hear of any brands that have made a success of this. The key is working to the optimum mix, evolving the role of channels but not losing sight of what delivers – time and time again for me TV stands out as a channel that works. People are more likely to leave their husband or wife than change bank account so [for a bank to grow] engagement is essential.

Content partnerships with media owners have become a key pillar of our marketing strategy at TSB, with recent partnerships with The Guardian, Heart FM, ITV and The Mirror. Our partnership with The Guardian last year paralleled interpersonal and banking relationships using comedians telling stories about failed past romances – this was unusual for a bank and worked well for us.

The principles of communicating the right message at the right time in the right way to the right audience remains key. All our brand tracking underlines how TSB is seen as a human, local and relevant brand.





The Brands

Superbrands UK Annual 2019

The following pages offer brief profiles of some of the strongest consumer and business brands in the country, and a taster of the attributes that earned them Superbrands status

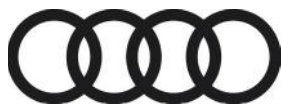
For further details please email hello@superbrands.uk.com
call 020 7079 3310 or visit superbrands.uk.com



Audi

‘Vorsprung durch Technik,’ or ‘Progress through Technology’ – three words that define Audi. For more than three decades they have encapsulated the brand’s relentless desire to innovate, and have been reflected in its ground-breaking engineering and design and distinctive tone of voice. Always ahead, always exciting and always with a twinkle in the eye.

audi.co.uk



Autoglass®

Autoglass® is a leading consumer and business automotive brand, providing vehicle glass repair and replacement to more than one million motorists every year.

autoglass.co.uk



Barclays

With over 325 years of history and expertise in banking, Barclays is a transatlantic consumer and wholesale bank. Offering products and services across personal, corporate and investment banking, credit cards and wealth management, it is united by a common set of Values and a single guiding Purpose: Creating opportunities to rise.

home.barclays



BP

For more than a century BP has provided heat, light and mobility to help society grow and prosper. Operating across six continents, its products and services are delivered to customers in more than 70 countries through a range of internationally respected brands.

bp.com





British Airways

Throughout its 100-year history, British Airways has been at the forefront of innovation in aviation. Its pioneering spirit has led to numerous industry and world firsts. 2019 marks British Airways' centenary year, with an ongoing commitment to putting the customer at the heart of everything it does, and a star-studded new brand campaign.

ba.com



British Heart Foundation

The British Heart Foundation (BHF) promises to beat the heartbreak caused by the world's biggest killers: heart and circulatory diseases. In 2018 it raised £136.4m to fund groundbreaking research. Since the charity was formed, its research has helped halve the number of people in the UK dying from heart and circulatory diseases.

bhf.org.uk



Cathedral City

For over 50 years, generations of expert cheesemakers have been making Cathedral City cheese using only milk from dedicated farmers in the West Country, to create its distinctively rich, smooth and creamy taste every time and making it the nation's favourite.

cathedralcity.co.uk



Continental

As an international tyre manufacturer and leading automotive supplier, Continental develops technologies for transporting people safely, whatever the wheel. The corporation sets the future of motion with five strong divisions – Chassis & Safety, Interior, Powertrain, Tyre and ContiTech.

continental-tyres.co.uk



De La Rue

De La Rue is not just an industry leader. For more than 200 years it has defined the industries it leads, providing governments and organisations with the secure products and services that enable countries to trade, companies to sell, economies to grow and people to move securely around an ever more connected world.

delarue.com



eBay

The original disruptor of the e-commerce world, eBay has come of age – but it's still shaking up traditional retail with a global marketplace that welcomes big brands, empowers entrepreneurs and serves 25 million customers a month in the UK alone.

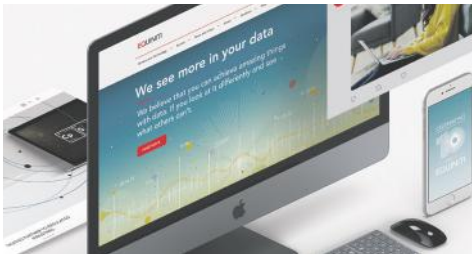
ebay.co.uk



Edwardian Hotels London

Offering a collection of individual hotels, inspired by London and rooted in the neighbourhoods the hotels inhabit, from stylish boutiques through to luxury on the grandest scale, each hotel boasts stunning interiors and exceptional comfort. With complimentary wifi throughout, chic bars and concept restaurants, Edwardian Hotels London's service ethos delivers unforgettable experiences.

edwardian.com



Equiniti

Equiniti has been an inventive and assuring presence for the UK's biggest names for nearly 200 years. From mobile apps to virtual AGMs and augmented reality, it is reimagining how companies look after their employees, shareholders and pensioners.

equiniti.com





ExCeL London

Bringing people together, face-to-face, is a proven way of doing business. It is ExCeL's vision to be 'The Home of World Leading Events'. By continuously investing in the experience and providing the best facilities, the venue brings people together to share ideas, showcase new technologies, solve problems and do business.

excel.london



FedEx

FedEx Express provides rapid, time-sensitive delivery to more than 220 countries and territories, linking more than 99% of the world's GDP. Unmatched air route authorities and transportation infrastructure, combined with leading-edge information technologies, make FedEx Express the world's largest express transportation company.

fedex.com/uk



Flymo

Since inventing the hover mower more than 50 years ago, Flymo has become a market leader in effective and affordable garden care products. Its range now encompasses everything from grass trimmers to robotic lawnmowers. With constant design and technological innovations being at the heart of Flymo, the brand is continually revolutionising its range.

flymo.com/uk



Green Flag

With over 45 years' experience, Green Flag provides breakdown cover 24 hours a day, 365 days a year. It has revolutionised the breakdown market by utilising a network of service providers throughout the country. This innovative and efficient model provides a high-quality service and better value for customers.

greenflag.com



Finastra

As a major player in the Fintech space, with 90 of the world's top 100 banks using its solutions, the company has seen strong adoption of its new brand in 2018. With firm foundations now in place, Finastra is well positioned to play a leading role in shaping the future of financial services.

finastra.com



Groupon

Groupon is building the daily habit in local commerce, offering a vast mobile and online marketplace. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer, at their fingertips.

groupon.co.uk





Heathrow

Heathrow is the UK's gateway to the world. Last year the airport helped 80 million passengers travel across the globe, more than any other airport in Europe. Providing world-class shopping and a wide range of services is key to Heathrow's success with passengers choosing it for travel, adventure, business and leisure.

[heathrow.com](https://www.heathrow.com)



Holland & Barrett

With nearly 150 years of experience, Holland & Barrett aims to enhance the wellbeing of its customers around the world by delivering the highest quality and best value nutritional supplements and wellness products.

[hollandandbarrett.com](https://www.hollandandbarrett.com)



Hoover

The Hoover brand has innovation in its DNA; with a desire to challenge the status quo and push boundaries using disruptive technologies designed to improve daily life. Its comprehensive product portfolio includes laundry, cooling, dishwashing and a range of built-in cooking appliances.

[hoover.co.uk](https://www.hoover.co.uk)



Investors in People

Investors in People is a community interest company and an agent of change, calling for a movement that puts people first – for the benefit of every person in every workplace, for increased productivity across organisations, and for a stronger, healthier and happier society.

[investorsinpeople.com](https://www.investorsinpeople.com)



Irwin Mitchell

Nationally acclaimed, Irwin Mitchell is one of the few law firms that provide a diverse range of legal and financial services to businesses and private individuals. It has a strong customer-facing culture, and impressive client retention levels.

[irwinmitchell.com](https://www.irwinmitchell.com)



Kingspan

The Kingspan ethos can be summed up quite simply: customer focused; solutions-driven; and innovation-led. Through its diverse portfolio and global reach, it provides clients with a comprehensive range of building products and systems that deliver value without compromising on quality or performance, backed up by the very best technical support.

[kingspan.com](https://www.kingspan.com)



Knight Frank

Established in 1896, Knight Frank is the world's leading independent property consultancy with a mission to 'connect people and property, perfectly'. Its residential and commercial teams form enduring relationships with clients to assist with all property requirements, from first homes to new office headquarters and world-famous landmarks.

[knightfrank.com](https://www.knightfrank.com)



LEGO

Founded by Ole Kirk Kristiansen, the LEGO® Group is one of the world's leading manufacturers of play materials. The LEGO brand name is based on the Danish term, Leg Godt, meaning 'play well' and reflects the brand's deep commitment to inspire and develop the builders of tomorrow.

[lego.com](https://www.lego.com)





LEVC

With a global product strategy and commitment to improving air quality, LEVC continues to work towards pioneering zero-emission capable technology across a range of electric commercial vehicles and providing flexible EV solutions that meet the requirements of city regulators, vehicle operators and urban city dwellers.

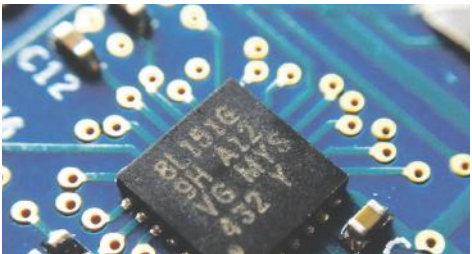
levc.com



LinkedIn

LinkedIn is the world's largest professional network with more than 610 million members in more than 200 countries and territories worldwide. It aims to create economic opportunity by connecting professionals and making them more productive and successful. It is transforming the way companies hire, market, sell and learn.

linkedin.com



Lloyd's

As the world's specialist insurance and reinsurance market, Lloyd's provides the complex and critical insurance needed to underwrite human progress.

lloyds.com



London Stock Exchange Group

London Stock Exchange Group (LSEG) is a global markets infrastructure business. It provides valuable services for a wide range of customers, focusing on Intellectual Property, Risk and Balance Sheet Management and Capital Formation. The Group plays a vital economic and social role in enabling companies to access funds for growth and development.

lseg.com



Marshalls

Marshalls is the UK's leading manufacturer of hard landscaping products, and has been supplying superior natural stone and innovative concrete products to the construction, home improvement and landscape markets since the 1890s. Marshalls strives to create products that improve landscapes and create better environments to develop happier and healthier communities.

marshalls.co.uk



ODEON

The most well-known cinema brand in the UK and Ireland, ODEON is synonymous with the very best in immersive cinematic experiences. Transporting imaginations since the 1930s, today ODEON operates more than 120 cinemas and 950 screens.

odeon.co.uk



Olympia London

The home of inspirational events, Olympia London opened its doors in 1886. Established as a London architectural, cultural and events landmark, it is the capital's busiest venue, welcoming more than 1.6 million visitors attending over 220 events and contributing £1.2bn to the economy each year.

olympia.london



P&O Ferries

P&O Ferries is a leading pan-European operator with in excess of 20 ships. Every year with 27,500 sailings, it carries more than 10 million passengers and 2.2 million freight units. With P&O Ferries people get unconstrained, flexible, more adventurous holidays. The brand also has a sister logistics company P&O Ferrymasters.

poferries.com





PizzaExpress

Since 1965, when Peter Boizot opened the first PizzaExpress restaurant in London's Soho, the same values of 'great food, evocative music, and distinctive design' have remained central to the brand's DNA. The one recipe that has never been changed, this powerful vision has created an iconic brand, which now has over 600 restaurants globally.

pizzaexpress.com



Sage

Beginning as a small business, Sage has grown to serve three million customers in 23 markets. It is a technology leader that helps organisations of all types manage everything from money to people with Sage Business Cloud, the business management platform that works intelligently to fit businesses' changing needs.

sage.com



Image credit: Knight Frank

Understanding the needs and desires of their customers is a hallmark of Superbrands. For many brands, progression must also keep heritage at the heart of their offering



Polypipe

Polypipe helps professionals create sustainable, engineered water management and climate management solutions for the built environment, and is one of Europe's largest and most innovative manufacturers of piping, underfloor heating and energy-efficient ventilation.

polypipe.com



Rolls-Royce

Rolls-Royce is recognised around the world for pioneering cutting-edge technology that meets the planet's vital power needs. Its systems deliver safe, reliable power solutions that are predominantly used in the Civil Aerospace, Defence, and Power Systems markets. A key focus is now being placed on electrification and digitalisation.

rolls-royce.com



Sainsbury's

Sainsbury's commitment to helping customers live well for less has been at the heart of what it has done since 1869. Today this means enabling its customers to live better every day by offering great quality and service at fair prices – across food, clothing, general merchandise and financial services – whenever and wherever they want to shop.

sainsburys.co.uk



Sandals Resorts

By offering luxury, innovation and choice, Sandals and Beaches Resorts have been at the forefront of the Caribbean all-inclusive travel sector for 37 years. In an industry brimming with new contenders, the combined knowledge and experience of Sandals' management team and resort staff has maintained its market-leading position.

sandals.co.uk





Savills

Savills plc is a global real estate services provider with more than 600 offices and associates throughout the Americas, the UK, continental Europe, Asia Pacific, Africa and the Middle East. Its 35,000-strong workforce combines entrepreneurial spirit and a deep understanding of specialist property sectors with high standards of client care.

savills.co.uk



Securitas

As a trusted advisor, combining people, knowledge and technology to deliver six protective services, Securitas brings value to its customers through the design and delivery of effective security, fire and safety solutions. This is how it contributes to a safer society and shapes the global security of tomorrow: protecting homes, workplaces and societies.

securitas.uk.com



While the fundamentals of marketing remain pivotal, new platforms and media, tech advancements and a data-informed landscape is changing how Superbrands talk to their customers



Shred-it

Shred-it is one of the UK's leading information security companies. It provides advice on confidential information protection and secure destruction and recycling services to organisations of all sizes in the private, public and third sectors. With more than 5,000 team members and operating a fleet of over 2,000 trucks globally, the Shred-it focus is to protect what matters.

shredit.co.uk/superbrands



Silentnight Beds

Silentnight is the UK's largest and most trusted manufacturer of branded beds, mattresses and sleep accessories. With a wide consumer profile, Silentnight's mission is to use its passion, product knowledge, exceptional quality and sleep expertise to provide sleep solutions for all the family.

silentnight.co.uk



Silver Cross

Silver Cross is a leading international premium nursery brand, renowned globally for designing beautiful and innovative baby products. For more than 140 years, it has been dedicated to the highest standards of craftsmanship to give babies the best start in life.

silvercrossbaby.com



Image credit: Olympia London



STAEDTLER

Designing and manufacturing premium quality writing instruments since 1835, STAEDTLER offers a comprehensive range of stationery and craft products for the school, home and office, including instantly recognisable classics such as the yellow and black Noris pencil. Innovation remains key to the company's success with regular breakthroughs in design, performance and manufacturing.

staedtler.com





Stobart Group

Stobart Group is a well-respected and highly visible brand with operations across the UK. Whether you're travelling abroad, passing a Stobart Energy transportation vehicle on the roads, spotting teams working on a rail project, or walking past one of its civil engineering work sites, you're likely to see Stobart employees hard at work.

stobartgroup.com



Tata Consultancy Services

The fastest-growing – and third largest – IT services brand in the world, TCS is a growing and influential force in the UK digital economy. With 17,000 UK employees and more than 200 customers, including 42 of the FTSE 100, its influence is felt across UK regions and business sectors.

tcs.com



tommee tippee®

tommee tippee® is the number one baby feeding accessories brand in the UK (Source: IRI November 2018) and one of the top brands of infant products and accessories in the global market providing innovative, intuitive and stylish products loved by babies and recommended by generations of parents.

tommeetippee.com



The most successful brands are the most relevant brands. Tech revolutions, uncertain markets and rising consumer expectation all require agility and innovation

Image credit: Rolls-Royce



TONI&GUY

TONI&GUY has long been renowned as an innovator within the hairdressing industry, bridging the gap between high fashion and hairdressing. Toni Mascolo OBE's franchise model has maintained the company's high education and creative standards, protected the brand and made successes of thousands of TONI&GUY hairdressing entrepreneurs worldwide.

toniandguy.com



TSB

In 1810 the Reverend Henry Duncan did something revolutionary. He built the Trustees Savings Bank, whose sole purpose was to help hard-working local people thrive. Six years ago, TSB, Britain's challenger bank, was re-born based on his values, to make banking better for all UK consumers.

tsb.co.uk



Worldpay

Worldpay is a global leader in payments processing technology and solutions for its customers, simplifying payments by breaking through borders and obstacles to help businesses grow. It is a partner for connected commerce for businesses around the world.

worldpay.com



QUALIFYING CONSUMER AND BUSINESS SUPERBRANDS

The brands listed here have all qualified for the status of Business (B) or Consumer (C) Superbrand in 2019 by scoring highly with the Business or Consumer Expert Council, and the Consumer or Business Professional audiences. Where brands perform strongly with both Business and Consumer voters, it is possible for them to qualify as both a Business and a Consumer Superbrand.

3M	B	BHP	B	Citi	B	Equiniti	B	Henkel	B
7-Up	C	Bibby Line	B	City & Guilds	B	Equinix	B	Henley Business School	B
AA	C	BIC	B C	Clarks	C	Ericsson	B	Herbal Essences	C
ABB	B	Biffa	B	Classic FM	C	Etiihad	B C	Hermes	B
ABP (Associated British Ports)	B	Big Yellow	B	Clear Channel	B	Euronext	B	Hertz	C
ABSOLUT VODKA	C	Birds Eye	C	Clearasil	C	Europcar	C	Hewlett Packard Enterprise	B
ABTA	B	Bisto	C	Clifford Chance	B	Eurostar	B C	Highland Spring	C
Acas		BLACK+DECKER	B C	CMI		Eurotunnel	B C	Hilti	B
(Advisory, Conciliation & Arbitration Service)		Blackberry	B	(Chartered Management Institute)	B	Eversheds Sutherland	B	Hilton Food Group	B
Accenture	B	Bloomberg	B	Coca-Cola	C	evian	C	Hilton Hotels & Resorts	B C
Access Self Storage	B	Bloomsbury Professional	B	Coca-Cola London Eye	C	ExCel London	B	Hiscox	B
Acer	B	BMA (British Medical Association)	B	Colgate	C	Experia	C	Hitachi	B
Actimel	C	BMW	C	Colman's	C	ExxonMobil	B	Holiday Inn	B C
Activia	C	BNP Paribas	B	Comfort	C	EY	B	Holland & Barrett	C
adam&eveDDB	B	BNP Paribas Real Estate	B	comparethemarket.com	C	Facebook	C	Honeywell	B
Adecco	B	BOC	B	Compass Group	B	Fairtrade Foundation	B	Hoover	C
adidas	C	Bodyform	C	Continental	C	Fairy	C	Hornby	C
Adobe	B	Boeing	B	Converse	C	Fanta	C	Hotels.com	C
ADT	B	Bold	C	Co-operatives UK	B	Farley's	C	Hotpoint	C
Aegon	B	Bombardier	B	Cornetto	C	Febreze	C	House of Fraser	C
Aer Lingus	B	Bombay Sapphire	C	Corona	C	FedEx	B	Hovis	C
AIG	B	Bonjela	C	Corsodyl	C	Felix	C	Howden	B
AIM	B	Booker	B	Costa	C	Ferrero Rocher	C	Howdens Joinery	B
Air France	B	Booking.com	C	Costain	B	Filofax	B	Hozelock	C
Air Products	B	Boots	C	Cosworth	B	Financial Times	C	HP	B C
Airbus	B	Bosch	B C	Country Life	C	Finastra	B	HP Sauce	C
AKQA	B	Bose	C	Courvoisier	C	First	B	HSBC	B C
AkzoNobel	B	Bovril	C	Cow & Gate	C	Fisher-Price	C	HSS Hire	B
Aldi	C	BP	B C	Cranfield School of Management	B	Fitbit	C	Huawei	B
Alfa Romeo	C	BPP Professional Education	B	Cravendale	C	Fitch Group	B	Huggies® Wipes	C
Allen & Overy	B	Brakes	B	Crayola	C	Flash	C	Iams	C
Allianz	B	Brandon Hire	B	Credit Suisse	B	Flora	C	IBM	B
Alpen	C	Branston	B	Crowdcube	B	Flymo	C	ICC Birmingham	B
Alstom	B	Braun	C	Crown Trade	B	Foot Locker	C	Iceland	C
Alton Towers	C	Bridgestone	C	Crowne Plaza	B C	Ford	C	IKEA	C
Always	C	Bristol-Myers Squibb	B	Cummins	B	Forrester	B	Imperial College Business School	B
Amazon	C	British Airways	B C	Cunard	C	Foster's	C	Imperial Leather	C
Ambre Solaire	C	British Chambers of Commerce (BCC)	B	Cuprinol	C	Fred Perry	C	Informa	B
AMD	B	British Council	B	Currys	C	Freeview	C	Infosys	B
American Airlines	B C	British Gas	C	Cushelle	C	Freightliner	B	Ingersoll Rand	B
American Express	B C	British Gas Business Energy	B	DAF	B	freuds	B	Initial	B
American Express Travel	B	British Gypsum	B	Daily Mail	C	FSC (Forest Stewardship Council)	B	Inmarsat	B
Amev	B	British Heart Foundation	C	Dairylea	C	FTSE Russell	B	innocent	C
AMV BBDO	B	British Land	B	Danone	C	Fujitsu	B	Instagram	C
Anchor	C	British Red Cross	C	David Lloyd Clubs	C	G4S	B	Intel	B
Andrex	C	Britvic	C	De La Rue	B	Galaxy	C	Intelsat	B
Anglo American	B	Brother	B	De Vere	B	Gallup	C	International Paper	B
Aon	B C	Brunswick	B	Debenhams	C	Garnier	B	Interserve	B
Apple	B C	BSI	B	Dell	B C	Gartner	B	Investec	B
Aptamil	C	BT	B C	Dell EMC	B	Gatwick Airport	C	Investors in People	B
Aquafresh	C	BT Sport	B	Deloitte	B	Gatwick Express	B	IoD (Institute of Directors)	B
Arcadis	B	Budweiser	C	Deloitte Real Estate	B	Gaviscon	C	Ipsos MORI	B
ArcelorMittal	B	Buildbase	B	Delta	B	GE	B	Iron Mountain	B
Arco	B	Bulmers	C	Dettol	C	Gillette	C	Irwin Mitchell	B
Argos	C	Bunzl	B	Deutsche Bank	B	GKN	B	ISS	B
Ariel	C	Bupa	B C	DeWALT	B	GlaxoSmithKline (GSK)	B	ITV	C
Arm	B	Bureau Veritas	B	DHL	B	Glencore	B	ITV Media	B
Arriva	B	Burger King	C	Digital Cinema Media (DCM)	B	Glenfiddich	C	IVECO	B
Arsenal FC	C	Buxton	C	Digitas	B	Globalstar	B	J.P. Morgan	B
Arup	B	Cadbury	C	Direct Line	B C	GoDaddy	B	J2O	C
ASDA	C	Caffè Nero	C	Disney	C	Goldman Sachs	B	Jack Daniel's	C
Ashridge Executive Education	B	Calor	B	Disney Channel	C	Goodyear	C	Jacob's	C
Aston Business School	B	CALPOL	C	Dolmio	C	Google	B C	Jacob's Creek	C
AstraZeneca	B	Cambridge Judge Business School	B	Domestos	C	Gordon's	C	Jaguar	C
Atkins	B	Campbell's	C	Domino's Pizza	C	Gourmet	C	Jameson	C
Audi	C	Canary Wharf Group	B	Doritos	C	Graham	B	Jammie Dodgers	C
Aunt Bessie's	C	Cancer Research UK	C	Douwe Egberts	C	Grant Thornton	B	JCB	B
Auto Trader	C	Canon	B C	Dove	C	Great Ormond Street Hospital Charity	C	JCDecaux	B
Autodesk	B	Capgemini	B	Dow	B	Great Portland Estates	B	JD Sports	C
Autoglass®	B C	Capita	B	DPD	B	Green & Black's	C	Jewson	B
Avanti Communications	B	Capital FM	C	Dr Pepper	C	Green Flag	C	Jiffy	B
Avery	B	Captain Morgan	C	Dreams	C	Greggs	C	Jim Beam	B
Avis	C	Cargill	B	Dropbox	B	Grey London	B	JLL	C
Aviva	B C	Carling	C	DS Smith	B	Grosvenor	B	John Deere	B
AXA	B C	Carlsberg	C	Dulux	C	Groupon	C	John Frieda	C
Axis Security	B	Carphone Warehouse	C	Dulux Trade	B	Guinness	C	John Lewis & Partners	C
B&Q	C	Carte D'Or	C	Dun & Bradstreet	B	Gumtree	C	John West	C
Babcock	B	Carter Jonas	B	Dunlop	C	H&M	C	Johnnie Walker	C
Bacardi	C	Cass Business School	B	DuPont	B	Häagen-Dazs	C	Johnson & Johnson	B
BAE Systems	B	Castrol	B	Duracell	C	Halfords	C	Johnson Controls	B
Baileys	C	Cat	B	Durex	C	Halfords Autocentre	C	Johnson Matthey (JM)	B
Bain & Company	B	Cathay Pacific	B C	Durham University Business School	B	Halifax	C	Johnson Service Group	B
Bakers	C	Cathedral City	C	Dyson	B	Hall & Partners	B	JOHNSON'S	C
Balfour Beatty	B	CBI	B	E.ON	C	Halliburton	B	Johnstone's Trade	B
Bank of America Merrill Lynch	B	CBRE	B	E45	C	Halls	C	Jordans	C
Bank of Scotland	B	CEMEX	B	Early Learning Centre	C	Hamleys	C	JUST EAT	C
Barclaycard	B C	Center Parcs	C	easyJet	B C	Hanson	B	JWT London	B
Barclays	B C	Centrum	C	eBay	C	Hapag-Lloyd	B	Kantar	B
BASF	B	Cesar	C	Echo Falls	C	Hardys	C	Kaspersky Lab	B
Basildon Bond	B	Channel 4	C	Eddie Stobart	B	Haribo	C	Kellogg's	C
Baxter	B	Chelsea FC	C	Edelman	B	Hartley's	C	Kenco	C
Bayer	B	Chessington World of Adventures	C	EDF Energy	B C	Haymarket	B	Kenwood	C
BBC	C	Chevron	B	Edwardian Hotels London	B	Hays	B	- Household Appliances category	C
BBC Children in Need	C	Chubb - Insurance category	B	EE	C	Head & Shoulders	C	KETTLE Chips	C
BBH	B	Chubb - Security category	B	Elastoplast	C	Heart	C	Kew Gardens	C
BCCG		Churchill	C	Elsevier	B	Heathrow	C	Keyline	B
(Boston Consulting Group)	B	CIMA		Embraer	B	Heathrow Express	B	KFC	C
BDA		(Chartered Institute of Management Accountants)	B	Emerson	B	Heineken	C	Kier Group	B
(British Dental Association)	B	CIPD	B	Emirates	B C	Heinz	C	KIMBERLY-CLARK PROFESSIONAL	B
Beck's	C	Cisco	B	Equifax	B	Hellmann's	C	Kindle	C
Beechams	C					Help for Heroes	C	Kingsmill	C
Ben & Jerry's	C							Kingspan Group	B
Benylin	C								
Bertolli	C								

Please note that this list reflects the brands as presented in the Superbrands research voting process; brands may subsequently have been altered or entirely rebranded, while others may no longer be sold or operational.

KitKat	C	MoneySuperMarket	C	Post Office	C	Sheraton	B	Travis Perkins	B
Kleenex	C	Monster	B	Post-it	B	Shredded Wheat	C	TRESemmé	C
KLM	B	Moody's	B	Pot Noodle	C	Shred-it	B	TripAdvisor	C
Knight Frank	B	MORE TH>N	C	Premier Inn	B C	Siemens	B C	trivago	C
Knorr	C	Morgan Stanley	B	Pret	C	Siemens Healthineers	B	Tropicana	C
KPMG	B	Morrisons	C	Primark	C	Silentnight Beds	C	TSB	B
Krispy Kreme	C	Mother London	B	Princess Cruises	C	Silver Cross	C	TUI	C
Kronenbourg 1664	C	Mothercare	C	Pringles	C	Silver Spoon	C	Twinings	C
Kuehne + Nagel	B	Mr Kipling	C	Prudential	B C	Simple	C	Twitter	C
Kwik Fit	C	Mr Muscle	C	Publicis London	B	Singapore Airlines	B C	Typhoo	C
Lacoste	C	Mr Sheen	C	Puma	C	Sir Robert McAlpine	B	Tyrrells	C
Ladbrokes	C	Müller	C	Purina	C	Skanska	B	UK Mail	B
Ladybird	C	Murphy	B	Purplebricks	C	Sky	C	UK Power Networks	B
Laing O'Rourke	B	Nando's	C	PwC	B	Sky Media	B	Uncle Ben's	C
Lambert Smith Hampton	B	National Express	B C	PYREX	C	Skype	B	Unipart	B
Land Rover	C	National Grid	B	Qatar Airways	B C	Slaughter and May	B	Unisys	B
Landsec	B	National Trust	C	Quaker Oats	C	Slumberland	C	United	B
lastminute.com	C	Nationwide	C	Qualcomm	B	SmartWater	B	University of Edinburgh	
Le Creuset	C	NatWest	B C	Quality Street	C	Smeg	C	Business School	B
Lea & Perrins	C	NEC - Technology category	B	RAC	C	Smirnoff	C	University of Glasgow Adam	
learn2direct	B	NEC - Conference & Event Venues category	B	Rackspace	B	Smith & Nephew	B	Smith Business School	B
Leeds University Business School	B	Nescafé	C	Radisson Hotels	B C	Smiths Group	B	UPS	B
Legal & General	C	Nespresso	C	Radox	C	Smurfit Kappa	B	Vaillant	B
LEGO	C	Nestlé Cereals	C	Ramada	B	Snap-on	B	Vanish	C
LEGOLAND	C	Nestlé Professional	B	Red Bull	C	Sodexo	B	Vaseline	C
LEGOLAND Discovery Centre	C	Netflix	C	Redland	B	Sofitel	B	Veet	C
Lemsip	C	NETGEAR	B	Reebok	C	Sony	C	Vent-Axia	B
Lenor	C	Neutrogena	B	REED	B	Sony Professional	B	Veolia	B
Lenovo	B C	Next	C	Reed Exhibitions	B	Sophos	B	Vicks	C
Leo Burnett London	B	NFU	B	Regus	B	Southern Comfort	C	Viking	B
LEVC	B	NFU Mutual	B	Rennie	C	Specsavers	C	Viking Cruises	C
LexisNexis	B	Niceday	B	Rentokil	B	Speedy	B	Virgin Atlantic	B C
Lexmark	B	Nicorette	C	Rexel	B	Spotify	C	Virgin Holidays	C
Lexus	C	Nielsen	B	RIBA		Sprite	C	Virgin Media	C
Leyland Trade	B	Night Nurse	C	(The Royal Institute of British Architects)		SSE Enterprise	B	Virgin Media Business	B
Leyland Trucks	B	Nike	C	Ribena	B	STABILO	B	Virgin Mobile	C
LG	B C	Nikon	C	Ricoh	C	STAEDTLER	B	Virgin Trains	B C
Lidl	C	Nintendo	C	Ricoh Arena	B	Stagecoach	B	Visa	B C
Lilly	B	Nivea	C	RICS	B	STANLEY	B	VMware	B
Lindt	C	Nokia	B	Right Guard	C	Starbucks	C	Vodafone	C
LinkedIn	B	Norton	B	Rightmove	C	Stella Artois	C	Volkswagen	C
Linklaters	B	Novartis	B	Rio Tinto	B	STIHL	B	Volvic	C
Listerine	C	Novotel	B	Robertson's	C	Stobart Group	B	Volvo	C
Liverpool FC	C	npower	B C	Robinsons	C	Strepsils	C	Volvo CE	B
Lloyd's	B	NSPCC	C	Roche	B	Strongbow	C	Waitrose & Partners	C
Lloyds Bank	B C	Nurofen	C	Rolax	C	Strutt & Parker	B	Walkers	C
Lockheed Martin	B	Nutella	C	Rolls-Royce	B	Subway	C	Wall's	C
Logitech	B	O2	B	Rotary	C	Sudafed	C	Wall's Ice Cream	C
London Business School	B	Oasis	C	Rothschild & Co	B	Sudocrem	C	Warburtons	C
London Metal Exchange	B	ODEON	C	Rowntree's	C	Superdrug	C	WARG	B
London School of Economics and Political Science (LSE)	B	Office Depot	B	Royal Albert Hall	C	Superdry	C	Warwick Castle	C
London Stock Exchange Group	B	Oral-B	B	Royal Bank of Scotland	B	Sure	C	Waterford	C
Loomis	B	Ordnance Survey (OS)	B	Royal Caribbean International	C	Surf	C	Waterstones	C
L'Oreal Elvive	C	OSRAM	B	Royal Doulton	C	SurveyMonkey	B	WBS	
Lucozade	C	Olay	C	Royal London	B	Swarovski	C	(Warwick Business School)	B
Lufthansa	B	Olympia London	B	Royal Mail	B C	Swissport	B	WD-40	C
Lurpak	C	Olympus	B	RS Components	B	Symantec	B	Weber Shandwick	B
Lynx	C	Omega	C	RSA	B	Tabasco	C	Wedgeood	C
Maclaren	C	Optrex	C	RSCA	C	TAG Heuer	C	Weetabix	C
Macmillan Cancer Support	C	Oracle	B	TalkTalk Business	B	TalkTalk	C	Western Union	C
Madame Tussauds	C	Ordnance Survey (OS)	B	Tampax	C	TalkTalk Business	B	Western Union Business Solutions	B
Maersk Line	B	OSRAM	B	Tarmac	B	Tatam	C	Westfield	B
Magnet Trade	B	Otis	B	Tata Communications	B	Tata Communications	B	WeTransfer	B
Magnum	C	Oxfam	C	Tata Consultancy Services	B	Tate & Lyle	B	WeWork	B
Makita	B	Oxford Black n' Red	B	Tate & Lyle Cane Sugar	C	Tate & Lyle	B	WhatsApp	C
Maltesers	C	OXO	C	Tate & Lyle Cane Sugar	C	Taylor's of Harrogate	C	Whiskas	C
Mamas & Papas	C	P&O Cruises	C	Ted Baker	C	Ted Baker	C	WHSmith	C
Manchester Airport	C	P&O Ferries	C	TEMPUR	C	TEMPUR	C	Wickes	B C
Manchester Central	B	P&O Ferrymasters	B	Tesco	C	Tesco	C	Wikipedia	C
Manchester City FC	C	Paddy Power	C	Tetley	C	Tetley	C	Wilkinson Sword	C
Manchester United	C	Pampers	C	Tetra Pak	B	Tetra Pak	B	William Hill	C
Manpower	B	Panadol	C	Texaco	C	Texaco	C	Willis Towers Watson	B
Marie Curie	C	Panasonic	B C	Texas Instruments	B	Thales	B	Willmott Dixon	B
Marks & Spencer	C	Pantene	C	The Baltic Exchange	B	The Baltic Exchange	B	Wincanton	B
Marmite	C	Paper Mate	B	The Body Shop	C	The Body Shop	C	Wolseley	B
Marriott Hotels & Resorts	B C	Parcelforce Worldwide	B	The Daily Telegraph	B C	The Daily Telegraph	C	Woolmark	B
Mars	C	Park Inn by Radisson	B	The Famous Grouse	C	The Guardian	C	Workspace	B
Marsh	B	Park Plaza	B	The Guardian	C	The Institute of Financial Accountants (IFA)	B	Worldpay	B
Marshall's	B	PARKER	B	The Law Society	B	The Law Society	B	Wrigley's	C
Martini	C	PAXO	C	The National Lottery	C	The National Lottery	C	Xbox	C
Marvel	C	PayPal	B C	The North Face	C	The Open University Business School	B	Xerox	B
Massey Ferguson	B	PayPoint	B	The Open University Business School	B	The Soil Association	B	Yakult	C
Mastercard	B C	PC World	C	Thomson Reuters	B	The Sun	C	Yale	B
Maynards Bassetts	C	Pearl & Dean	B	Thorn	B	The Times	C	Yodel	B
McAfee	B	Pedigree	C	Thorntons	C	Thomas Cook	C	Yorkshire Tea	C
McCain	C	Pepsi	C	Thorp Park	C	Thomson Reuters	B	YouGov	B
McCann London	B	Perrier	C	thysenkrupp	B	Tipp-Ex	B	YouTube	C
McCoy's	C	Persil	C	Ticketmaster	C	Tissot	C	Zara	C
McDonald's	C	Petrofac	B	Tipp-Ex	B	tommee tippee®	C	Zenith	B
McKinsey & Company	B	PG Tips	C	TomTom	C	TONI&GUY	C	Zoopla	C
McLaren	B	Pirion	C	Topman	C	Toolstation	B	Zopa	B
McVitie's	C	Pitney Bowes	B	Topshop	C	Topshop	C	Zurich	B C
MediaCom	B	Pizza Hut	C	Toshiba	B C	Total	B		
Menzies Aviation	B	PizzaExpress	C	Total	B	Totaljobs.com	B		
Menzies Distribution	B	Play-Doh	C	Travelodge	B C	Toyota	C		
Mercedes-Benz	C	PlayStation	C						
Mercer	B	Plumbase	B						
Mercure	B	Plusnet	B						
Michael Page	B	Polypipe	B						
Michelin	C	Portakabin	B						
Microsoft	B C								
Miele	C								
Mindshare	B								
MINI	C								
Mintel	B								
Miracle-Gro	C								
Mitie	B								
Mitsubishi Electric	B								
Moleskine	B								
Molton Brown	C								



Key
B - Business Superbrands Qualifier
C - Consumer Superbrands Qualifier

Thanks to the 200,000
small businesses who
make ebay.co.uk unique.

And the 25m UK buyers
who found just the right
thing in 2018.

ebay

From
small
business
to big.

It's
happening
on eBay.

