

## OFFICIAL RESULTS 2013

### Top 20 Consumer Superbrands

BRAND		CATEGORY
Rolex	1	Watches
Apple	2	Technology - Computer Hardware & Software
Microsoft	3	Technology - Computer Hardware & Software
British Airways	4	Travel - Airlines
Coca-Cola	5	Drinks - Non-Alcoholic
Google	6	Information, Search & Online Services
Hilton	7	Travel - Hotels & Resorts
Heathrow Airport	8	Travel - Airports
Kellogg's	9	Food - General
Mercedes-Benz	10	Automotive - Vehicle Manufacturer
BMW	11	Automotive - Vehicle Manufacturer
Heinz	12	Food - General
BBC	13	Media - TV Stations
Facebook	14	Social Networking & Dating
Lego	15	Household - Child Products
Disney	16	Household - Child Products
Marks & Spencer	17	Retail - General
BP	18	Oil & Gas
Dulux	19	Household - General
Nescafé	20	Drinks - Coffee & Tea

### Category Winners

BRAND	CATEGORY
Cancer Research UK	Associations & Charities
Michelin	Automotive - General
Mercedes-Benz	Automotive - Vehicle Manufacturer
Jack Daniel's	Drinks - Alcoholic
Nescafé	Drinks - Coffee & Tea
Coca-Cola	Drinks - Non-Alcoholic
Visa	Financial
Cadbury	Food - Confectionery, Snacks & Ice Cream
Kellogg's	Food - General
Dyson	Household - Appliances
Lego	Household - Child Products
Fairy	Household - Cleaning Products
Miracle-Gro	Household - Garden Products
Dulux	Household - General
Whiskas	Household - Pet Products
Google	Information, Search & Online Services
Royal Albert Hall	Leisure & Entertainment - Destinations
The National Lottery	Leisure & Entertainment - Gambling
Manchester United	Leisure & Entertainment - Sport & Fitness
The Times	Media - Newspapers & Magazines
Capital FM	Media - Radio
BBC	Media - TV Stations
BP	Oil & Gas

## OFFICIAL RESULTS 2013

BRAND	CATEGORY
Nurofen	Pharmaceutical
Starbucks	Restaurants & Coffee Shops
Clarks	Retail - Clothing & Footwear
Marks & Spencer	Retail - General
Facebook	Social Networking & Dating
Nike	Sportswear & Equipment
Apple	Technology - Computer Hardware & Software
Sony	Technology - General
BT	Telecommunications & Broadband
Gillette	Toiletries
Thomas Cook	Travel - Agents & Tour Operators
British Airways	Travel - Airlines
Heathrow Airport	Travel - Airports
Eurostar	Travel - Bus & Rail Operators
P&O Cruises	Travel - Cruises & Ferries
Hilton	Travel - Hotels & Resorts
British Gas	Utilities
Rolex	Watches

### Qualifying Consumer Superbrands (A-Z)

BRAND	CATEGORY
7-Up	Drinks - Non-Alcoholic
AA	Automotive - General
Actimel	Drinks - Non-Alcoholic
Activia	Food - General
adidas	Sportswear & Equipment
After Eight	Food - Confectionery, Snacks & Ice Cream
Aga	Household - Appliances
Air Wick	Household - Cleaning Products
Alka-Seltzer	Pharmaceutical
Alpen	Food - General
Alton Towers	Leisure & Entertainment - Destinations
Amazon.co.uk	Retail - General
Ambre Solaire	Toiletries
Ambrosia	Food - General
American Express	Financial
Anadin	Pharmaceutical
Anchor	Food - General
Andrex	Toiletries
Ann Summers	Retail - Clothing & Footwear
Apple	Technology - Computer Hardware & Software
Aquafresh	Toiletries
Argos	Retail - General
Ariel	Household - Cleaning Products
Arsenal FC	Leisure & Entertainment - Sport & Fitness
ASDA	Retail - General
Audi	Automotive - Vehicle Manufacturer
Aunt Bessie's	Food - General
Autoglass	Automotive - General

## OFFICIAL RESULTS 2013

BRAND	CATEGORY
B&Q	Retail - General
Bacardi	Drinks - Alcoholic
Baileys	Drinks - Alcoholic
Bang & Olufsen	Technology - General
Barclaycard	Financial
Barclays	Financial
BBC	Media - TV Stations
Beck's	Drinks - Alcoholic
Beechams	Pharmaceutical
Ben & Jerry's	Food - Confectionery, Snacks & Ice Cream
Benylin	Pharmaceutical
Bird's	Food - General
Birds Eye	Food - General
Bisto	Food - General
Black & Decker	Household - Appliances
BlackBerry	Technology - General
BMW	Automotive - Vehicle Manufacturer
Bold	Household - Cleaning Products
Bonjela	Pharmaceutical
Boots	Retail - General
Bosch	Household - Appliances
Bose	Technology - General
Bovril	Food - General
BP	Oil & Gas
Branston	Food - General
Braun	Household - Appliances
Bridgestone	Automotive - General
Britax	Household - Child Products
British Airways	Travel - Airlines
British Gas	Utilities
British Red Cross	Associations & Charities
BT	Telecommunications & Broadband
Budweiser	Drinks - Alcoholic
Bupa	Financial
Burger King	Restaurants & Coffee Shops
Buxton	Drinks - Non-Alcoholic
Cadbury	Food - Confectionery, Snacks & Ice Cream
Calpol	Pharmaceutical
Campbell's	Food - General
Cancer Research UK	Associations & Charities
Canon	Technology - General
Capital FM	Media - Radio
Carling	Drinks - Alcoholic
Carlsberg	Drinks - Alcoholic
Carte D'Or	Food - Confectionery, Snacks & Ice Cream
Carte Noire	Drinks - Coffee & Tea
Castrol	Oil & Gas
Cathedral City	Food - General
Center Parcs	Travel - Hotels & Resorts
Cesar	Household - Pet Products
Channel 4	Media - TV Stations
Chelsea FC	Leisure & Entertainment - Sport & Fitness

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## OFFICIAL RESULTS 2013

BRAND	CATEGORY
Cif	Household - Cleaning Products
Cillit Bang	Household - Cleaning Products
Clarks	Retail - Clothing & Footwear
Classic FM	Media - Radio
Clearasil	Toiletries
Coca-Cola	Drinks - Non-Alcoholic
Colgate	Toiletries
Colman's	Food - General
Comfort	Household - Cleaning Products
Comparethemarket.com	Information, Search & Online Services
Confused.com	Information, Search & Online Services
Continental	Automotive - General
Cornetto	Food - General
Costa	Restaurants & Coffee Shops
Courvoisier	Drinks - Alcoholic
Cow & Gate	Food - General
Crayola	Household - Child Products
Crown Paints	Household - General
Crowne Plaza	Travel - Hotels & Resorts
Cunard	Travel - Cruises & Ferries
Cuprinol	Household - Garden Products
Currys	Retail - General
Daily Mail	Media - Newspapers & Magazines
Dairylea	Food - General
Daz	Household - Cleaning Products
Debenhams	Retail - General
Deep Heat	Pharmaceutical
Del Monte	Food - General
Dell	Technology - Computer Hardware & Software
Dettol	Household - Cleaning Products
Discovery	Media - TV Stations
Disney	Household - Child Products
Disney Channel	Media - TV Stations
Dolmio	Food - General
Domestos	Household - Cleaning Products
Domino's Pizza	Restaurants & Coffee Shops
Dorothy Perkins	Retail - Clothing & Footwear
Douwe Egberts	Drinks - Coffee & Tea
Dove	Toiletries
Dr Pepper	Drinks - Non-Alcoholic
Dulux	Household - General
Dunlop	Automotive - General
Duracell	Household - General
Durex	Pharmaceutical
Dyson	Household - Appliances
E.ON	Utilities
E45	Toiletries
easyJet	Travel - Airlines
eBay	Retail - General
Eden Project	Leisure & Entertainment - Destinations
EDF Energy	Utilities
Elastoplast	Pharmaceutical

**OFFICIAL RESULTS 2013**

<b>BRAND</b>	<b>CATEGORY</b>
Electrolux	Household - Appliances
Energizer	Household - General
English Heritage	Associations & Charities
Esso	Oil & Gas
Eurostar	Travel - Bus & Rail Operators
Eurotunnel	Travel - Bus & Rail Operators
Evian	Drinks - Non-Alcoholic
Expedia	Travel - Agents & Tour Operators
Facebook	Social Networking & Dating
Fairy	Household - Cleaning Products
Fanta	Drinks - Non-Alcoholic
Febreze	Household - Cleaning Products
Felix	Household - Pet Products
Ferrero Rocher	Food - Confectionery, Snacks & Ice Cream
Financial Times	Media - Newspapers & Magazines
Finish	Household - Cleaning Products
First Choice	Travel - Agents & Tour Operators
Fisher-Price	Household - Child Products
Flash	Household - Cleaning Products
Flora	Food - General
Flymo	Household - Appliances
Ford	Automotive - Vehicle Manufacturer
Foster's	Drinks - Alcoholic
Freeview	Media - TV Stations
French Connection	Retail - Clothing & Footwear
Fujifilm	Technology - General
Galaxy	Food - Confectionery, Snacks & Ice Cream
Gap	Retail - Clothing & Footwear
Garnier	Toiletries
Gatwick Airport	Travel - Airports
Gaviscon	Pharmaceutical
Gillette	Toiletries
Glade	Household - Cleaning Products
Glenfiddich	Drinks - Alcoholic
Go Compare	Information, Search & Online Services
Go-Cat	Household - Pet Products
Goodyear	Automotive - General
Google	Information, Search & Online Services
Gordon's	Drinks - Alcoholic
Green & Black's	Food - Confectionery, Snacks & Ice Cream
Gregg's	Restaurants & Coffee Shops
Guinness	Drinks - Alcoholic
H&M	Retail - Clothing & Footwear
Häagen-Dazs	Food - Confectionery, Snacks & Ice Cream
Halfords	Retail - General
Halifax	Financial
Hamleys	Household - Child Products
Hard Rock Cafe	Restaurants & Coffee Shops
Head & Shoulders	Toiletries
Heart	Media - Radio
Heathrow Airport	Travel - Airports
Heineken	Drinks - Alcoholic

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BRAND	CATEGORY
Heinz	Food - General
Hellmann's	Food - General
Hertz	Automotive - General
Highland Spring	Drinks - Non-Alcoholic
Hilton	Travel - Hotels & Resorts
HMV	Retail - General
Holiday Inn	Travel - Hotels & Resorts
Holland & Barrett	Retail - General
Homebase	Retail - General
Honda	Automotive - Vehicle Manufacturer
Hoover	Household - Appliances
Horlicks	Drinks - Non-Alcoholic
Hornby	Household - Child Products
Hotpoint	Household - Appliances
House of Fraser	Retail - General
Hovis	Food - General
Hozelock	Household - Garden Products
HP	Technology - Computer Hardware & Software
HP	Food - General
HSBC	Financial
HTC	Technology - General
Iams	Household - Pet Products
Iceland	Retail - General
IKEA	Retail - General
Imodium	Pharmaceutical
Imperial Leather	Toiletries
Interflora	Retail - General
ITV	Media - TV Stations
J2O	Drinks - Non-Alcoholic
Jack Daniel's	Drinks - Alcoholic
Jacob's	Food - General
Jaffa Cakes	Food - Confectionery, Snacks & Ice Cream
Jaguar	Automotive - Vehicle Manufacturer
JD Sports	Retail - Clothing & Footwear
John Lewis	Retail - General
John West	Food - General
Johnson's	Toiletries
Kellogg's	Food - General
Kenco	Drinks - Coffee & Tea
Kenwood	Technology - General
Kenwood (Kitchen Appliances)	Household - Appliances
Kew Gardens	Leisure & Entertainment - Destinations
KFC	Restaurants & Coffee Shops
Kingsmill	Food - General
Kit Kat	Food - Confectionery, Snacks & Ice Cream
Kitekat	Household - Pet Products
Kleenex	Toiletries
Knorr	Food - General
Kwik-Fit	Automotive - General
Ladbrokes	Leisure & Entertainment - Gambling
Ladybird	Household - Child Products
Land Rover	Automotive - Vehicle Manufacturer

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**OFFICIAL RESULTS 2013**

<b>BRAND</b>	<b>CATEGORY</b>
Laura Ashley	Retail - General
Le Creuset	Household - Appliances
Lea & Perrins	Food - General
Lego	Household - Child Products
Legoland	Leisure & Entertainment - Destinations
Lemsip	Pharmaceutical
Lenor	Household - Cleaning Products
LG	Technology - General
Lindt	Food - Confectionery, Snacks & Ice Cream
Listerine	Toiletries
Liverpool FC	Leisure & Entertainment - Sport & Fitness
Lloyds	Financial
Longleat	Leisure & Entertainment - Destinations
Lucozade	Drinks - Non-Alcoholic
Lurpak	Food - General
Lynx	Toiletries
Maclaren	Household - Child Products
Macleans	Toiletries
Macmillan Cancer Support	Associations & Charities
Madame Tussauds	Leisure & Entertainment - Destinations
Magnum	Food - Confectionery, Snacks & Ice Cream
Maltesers	Food - Confectionery, Snacks & Ice Cream
Mamas & Papas	Household - Child Products
Manchester City FC	Leisure & Entertainment - Sport & Fitness
Manchester United	Leisure & Entertainment - Sport & Fitness
Marks & Spencer	Retail - General
Marmite	Food - General
Marriott Hotels & Resorts	Travel - Hotels & Resorts
Mars	Food - Confectionery, Snacks & Ice Cream
MasterCard	Financial
McCain	Food - General
McCoy's	Food - Confectionery, Snacks & Ice Cream
McDonald's	Restaurants & Coffee Shops
McVitie's	Food - Confectionery, Snacks & Ice Cream
Meccano	Household - Child Products
Mercedes-Benz	Automotive - Vehicle Manufacturer
Michelin	Automotive - General
Microsoft	Technology - Computer Hardware & Software
Miele	Household - Appliances
Milky Bar	Food - Confectionery, Snacks & Ice Cream
Miracle-Gro	Household - Garden Products
Miss Selfridge	Retail - Clothing & Footwear
MoneySavingExpert.com	Information, Search & Online Services
Moneysupermarket.com	Information, Search & Online Services
Monsoon	Retail - Clothing & Footwear
Morphy Richards	Household - Appliances
Morrisons	Retail - General
Mothercare	Household - Child Products
Motorola	Technology - General
Mr Kipling	Food - General
Mr Muscle	Household - Cleaning Products
Mr Sheen	Household - Cleaning Products

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BRAND	CATEGORY
MTV	Media - TV Stations
Müller	Food - General
Nando's	Restaurants & Coffee Shops
National Express	Travel - Bus & Rail Operators
National Geographic	Media - Newspapers & Magazines
Nationwide	Financial
NatWest	Financial
Nectar	Retail - General
Nescafé	Drinks - Coffee & Tea
Neutrogena	Toiletries
Next	Retail - Clothing & Footwear
Nicorette	Pharmaceutical
Night Nurse	Pharmaceutical
Nike	Sportswear & Equipment
Nikon	Technology - General
Nintendo	Technology - General
Nivea	Toiletries
Nokia	Technology - General
NSPCC	Associations & Charities
Nurofen	Pharmaceutical
O2	Telecommunications & Broadband
Odeon	Leisure & Entertainment - Destinations
Olay	Toiletries
Olympus	Technology - General
Omega	Watches
Optrex	Pharmaceutical
Oral-B	Toiletries
Orange	Telecommunications & Broadband
Oxfam	Associations & Charities
OXO	Food - General
P&O Cruises	Travel - Cruises & Ferries
Pampers	Household - Child Products
Panadol	Pharmaceutical
Panasonic	Technology - General
Pantene	Toiletries
PAXO	Food - General
PC World	Retail - General
Pedigree	Household - Pet Products
Pentax	Technology - General
Pepsi	Drinks - Non-Alcoholic
Perrier	Drinks - Non-Alcoholic
Persil	Household - Cleaning Products
PG Tips	Drinks - Coffee & Tea
Philadelphia	Food - General
Philips	Technology - General
Pimm's	Drinks - Alcoholic
Pirelli	Automotive - General
Pizza Hut	Restaurants & Coffee Shops
PizzaExpress	Restaurants & Coffee Shops
Play-Doh	Household - Child Products
PlayStation	Technology - General
Pledge	Household - Cleaning Products



## OFFICIAL RESULTS 2013

BRAND	CATEGORY
Post Office	Retail - General
Premier Inn	Travel - Hotels & Resorts
Pringles	Food - Confectionery, Snacks & Ice Cream
Puma	Sportswear & Equipment
Purina	Household - Pet Products
Pyrex	Household - Appliances
Quaker Oats	Food - General
Quality Street	Food - Confectionery, Snacks & Ice Cream
RAC	Automotive - General
Radox	Toiletries
Raleigh	Sportswear & Equipment
Red Bull	Drinks - Non-Alcoholic
Reebok	Sportswear & Equipment
Remington	Household - Appliances
Rémy Martin	Drinks - Alcoholic
Rennie	Pharmaceutical
Ribena	Drinks - Non-Alcoholic
Right Guard	Toiletries
River Island	Retail - Clothing & Footwear
RNLI	Associations & Charities
Robertson's	Food - General
Robinsons	Drinks - Non-Alcoholic
Rolex	Watches
Roses	Food - Confectionery, Snacks & Ice Cream
Rotary	Watches
Rowntree's	Food - Confectionery, Snacks & Ice Cream
Royal Albert Hall	Leisure & Entertainment - Destinations
Royal Caribbean International	Travel - Cruises & Ferries
Royal Doulton	Household - General
Royal Worcester	Household - General
RSPCA	Associations & Charities
Russell Hobbs	Household - Appliances
Ryvita	Food - General
Sainsbury's	Retail - General
Samsung	Technology - General
Sandals	Travel - Hotels & Resorts
Santander	Financial
Sanyo	Technology - General
Save The Children	Associations & Charities
Savlon	Pharmaceutical
Scholl	Toiletries
Schwartz	Food - General
Schwarzkopf	Toiletries
Schweppes	Drinks - Non-Alcoholic
Seiko	Watches
Selfridges	Retail - General
Sensodyne	Toiletries
Seven Seas	Pharmaceutical
Sharwood's	Food - General
Sheba	Household - Pet Products
Shell	Oil & Gas
Shredded Wheat	Food - General

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<b>BRAND</b>	<b>CATEGORY</b>
Siemens	Technology - General
Silentnight Beds	Household - General
Silver Cross	Household - Child Products
Silver Spoon	Food - General
Sky	Media - TV Stations
Slazenger	Sportswear & Equipment
Slumberland	Household - General
Smeg	Household - Appliances
Smirnoff	Drinks - Alcoholic
Snickers	Food - Confectionery, Snacks & Ice Cream
Sony	Technology - General
Southern Comfort	Drinks - Alcoholic
Specsavers	Retail - General
Starbucks	Restaurants & Coffee Shops
Stella Artois	Drinks - Alcoholic
Strepsils	Pharmaceutical
Subway	Restaurants & Coffee Shops
Sudafed	Pharmaceutical
Sudocrem	Pharmaceutical
Superdrug	Retail - General
Sure	Toiletries
Swatch	Watches
TAG Heuer	Watches
Tampax	Toiletries
Tango	Drinks - Non-Alcoholic
Tate & Lyle Cane Sugar	Food - General
TCP	Pharmaceutical
Ted Baker	Retail - Clothing & Footwear
Tefal	Household - Appliances
Tesco	Retail - General
Tetley	Drinks - Coffee & Tea
Texaco	Oil & Gas
The Body Shop	Retail - General
The Carphone Warehouse	Retail - General
The Co-operative	Retail - General
The Daily Telegraph	Media - Newspapers & Magazines
The Famous Grouse	Drinks - Alcoholic
The Guardian	Media - Newspapers & Magazines
The Independent	Media - Newspapers & Magazines
The National Lottery	Leisure & Entertainment - Gambling
The National Trust	Associations & Charities
The North Face	Sportswear & Equipment
The Observer	Media - Newspapers & Magazines
The Sun	Media - Newspapers & Magazines
The Times	Media - Newspapers & Magazines
Thomas Cook	Travel - Agents & Tour Operators
Thomson Holidays	Travel - Agents & Tour Operators
Thorntons	Food - Confectionery, Snacks & Ice Cream
Thorpe Park	Leisure & Entertainment - Destinations
Timex	Watches
T-Mobile	Telecommunications & Broadband
Toblerone	Food - Confectionery, Snacks & Ice Cream

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<b>BRAND</b>	<b>CATEGORY</b>
Tommee Tippee	Household - Child Products
TomTom	Technology - General
Tomy	Household - Child Products
TONI&GUY	Retail - General
Topshop	Retail - Clothing & Footwear
Toshiba	Technology - General
Toyota	Automotive - Vehicle Manufacturer
Toys R Us	Household - Child Products
TRESemmé	Toiletries
Tropicana	Drinks - Non-Alcoholic
Twinings	Drinks - Coffee & Tea
Twitter	Social Networking & Dating
Twix	Food - Confectionery, Snacks & Ice Cream
Typhoo	Drinks - Coffee & Tea
Umbro	Sportswear & Equipment
Uncle Ben's	Food - General
Vanish	Household - Cleaning Products
Vaseline	Toiletries
Vicks	Pharmaceutical
Vidal Sassoon	Toiletries
Virgin Atlantic	Travel - Airlines
Virgin Holidays	Travel - Agents & Tour Operators
Virgin Media	Media - TV Stations
Virgin Mobile	Telecommunications & Broadband
Virgin Trains	Travel - Bus & Rail Operators
Visa	Financial
Vodafone	Telecommunications & Broadband
Volkswagen	Automotive - Vehicle Manufacturer
Volvic	Drinks - Non-Alcoholic
Volvo	Automotive - Vehicle Manufacturer
VTech	Household - Child Products
Waitrose	Retail - General
Walkers	Food - Confectionery, Snacks & Ice Cream
Wall's	Food - General
Wall's Ice Cream	Food - Confectionery, Snacks & Ice Cream
Warburtons	Food - General
Waterford	Household - General
Waterstones	Retail - General
Wedgwood	Household - General
Weetabix	Food - General
Weight Watchers	Food - General
Whirlpool	Household - Appliances
Whiskas	Household - Pet Products
WHSmith	Retail - General
Wickes	Retail - General
Wikipedia	Information, Search & Online Services
Wilkinson	Retail - General
Wilkinson Sword	Toiletries
William Hill	Leisure & Entertainment - Gambling
Winalot	Household - Pet Products
Wrigley's	Food - Confectionery, Snacks & Ice Cream

## OFFICIAL RESULTS 2013

BRAND	CATEGORY
Xbox	Technology - General
Yahoo!	Information, Search & Online Services
Yellow Pages	Information, Search & Online Services
Yorkshire Tea	Drinks - Coffee & Tea
YouTube	Information, Search & Online Services
Zanussi	Household - Appliances