

Top 20 Consumer Superbrands

BRAND		CATEGORY
British Airways	1	Travel - Airlines
Rolex	2	Watches
LEGO	3	Child Products - Toys and Education
Dyson	4	Household - Appliances
Gillette	5	Toiletries - Men's Grooming
Mercedes-Benz	6	Automotive - Vehicle Manufacturer
Apple	7	Technology - General
Jaguar	8	Automotive - Vehicle Manufacturer
Kellogg's	9	Food - Cereals & Breakfast Foods
Andrex	10	Household - Kitchen Rolls, Toilet Roll and Tissues
Nike	11	Sportswear & Equipment
Heinz	12	Food - Tins, Cans and Packets
Coca-Cola	13	Drinks - Non-Alcoholic - Carbonated Soft Drinks
John Lewis	14	Retail - Department Stores & General Retailers
Häagen-Dazs	15	Food - Desserts & Ice Cream
Google	16	Information & Search
Virgin Atlantic	17	Travel - Airlines
Marks & Spencer	18	Retail - Department Stores & General Retailers
Amazon.co.uk	19	Retail - Entertainment & Gifts
Microsoft	20	Technology - General

Category Winners

BRAND CATEGORY

Michelin	Automotive - Products
AA	Automotive - Services
Mercedes-Benz	Automotive - Vehicle Manufacturer
Cancer Research UK	Charities
Mamas & Papas	Child Products - Buggies, Seats and Cots
JOHNSON'S Baby	Child Products - General
LEGO	Child Products - Toys and Education
Guinness	Drinks - Alcoholic - Beer, Ale and Cider
Jack Daniel's	Drinks - Alcoholic - Spirits
Jacob's Creek	Drinks - Alcoholic - Wine
Coca-Cola	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Twinings	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Actimel	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Robinsons	Drinks - Non-Alcoholic - Soft Drinks General
evian	Drinks - Non-Alcoholic - Water
Barclays	Financial - Banks and Building Societies
PayPal	Financial - General
Aviva	Financial - Insurance
Hovis	Food - Bakery
Kellogg's	Food - Cereals & Breakfast Foods
Cow & Gate	Food - Children's Food
Cadbury	Food - Confectionery & Snacks
Lurpak	Food - Dairy Products
Häagen-Dazs	Food - Desserts & Ice Cream
Birds Eye	Food - Fresh & Frozen Meats / Meat Substitutes

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BRAND CATEGORY

McCain	Food - General
Colman's	Food - Sauces, Spreads and Condiments
Heinz	Food - Tins, Cans and Packets
Barratt Homes	House Builders
Dyson	Household - Appliances
Silentnight Beds	Household - Beds and Bedroom Furniture
Fairy	Household - Cleaning Products
Flymo	Household - Garden Products
Dulux	Household - General
Andrex	Household - Kitchen Rolls, Toilet Roll and Tissues
Pedigree	Household - Pet Products
Google	Information & Search
Royal Albert Hall	Leisure & Entertainment - Destinations
The National Lottery	Leisure & Entertainment - Gambling
Manchester United	Leisure & Entertainment - Sport & Fitness
The Times	Media - Newspapers
Capital FM	Media - Radio
BBC	Media - TV Stations
Shell	Oil & Gas
Nurofen	Pharmaceutical
Costa	Restaurants & Coffee Shops
Boots	Retail - Chemists, Wellbeing and Opticians
Toys R Us	Retail - Children Products
Ted Baker	Retail - Clothing & Accessories
Halfords	Retail - Cycling, Outdoor & Leisure
John Lewis	Retail - Department Stores & General Retailers
IKEA	Retail - DIY, Gardens & Homes
PC World	Retail - Electronics
Amazon.co.uk	Retail - Entertainment & Gifts
Waitrose	Retail - Food & Drink
Clarks	Retail - Footwear
Swarovski	Retail - Jewellers
eBay	Retail - Marketplaces, Tickets & Exchanges
Facebook	Social Networking & Dating
Nike	Sportswear & Equipment
Apple	Technology - General
BT	Telecommunications & Broadband
Tampax	Toiletries - Feminine Hygiene
L'Oreal Elvive	Toiletries - Haircare
Gillette	Toiletries - Men's Grooming
Colgate	Toiletries - Oral Care
Nivea	Toiletries - Skincare
Radox	Toiletries - Soaps, Bathing & Deodorants
Thomas Cook	Travel - Agents & Tour Operators
British Airways	Travel - Airlines
Heathrow	Travel - Airports
National Express	Travel - Bus & Rail Operators
P&O Cruises	Travel - Cruises & Ferries
Hilton Hotels & Resorts	Travel - Hotels & Resorts
British Gas	Utilities
Seven Seas	Vitamins & Supplements
Rolex	Watches

Qualifying Business Superbrands (A-Z)

BRAND	CATEGORY
3	Telecommunications & Broadband
7-Up	Drinks - Non-Alcoholic - Carbonated Soft Drinks
AA	Automotive - Services
Absolut	Drinks - Alcoholic - Spirits
Accurist	Watches
Actimel	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Activia	Food - Dairy Products
adidas	Sportswear & Equipment
AEG	Household - Appliances
After Eight	Food - Confectionery & Snacks
Airfix	Child Products - Toys and Education
Aldi	Retail - Food & Drink
Alfa Romeo	Automotive - Vehicle Manufacturer
Alka-Seltzer	Pharmaceutical
Allinson	Food - Bakery
Alpen	Food - Cereals & Breakfast Foods
Alton Towers	Leisure & Entertainment - Destinations
Always	Toiletries - Feminine Hygiene
Amazon.co.uk	Retail - Entertainment & Gifts
Ambre Solaire	Toiletries - Skincare
Ambrosia	Food - Desserts & Ice Cream
American Express	Financial - General
Anadin	Pharmaceutical
Anchor	Food - Dairy Products
Andrex	Household - Kitchen Rolls, Toilet Roll and Tissues
Ann Summers	Retail - Clothing & Accessories
Apple	Technology - General
Aptamil	Food - Children's Food
Aquafresh	Toiletries - Oral Care
Argos	Retail - Department Stores & General Retailers
Ariel	Household - Cleaning Products
Arm & Hammer	Toiletries - Oral Care
Arsenal FC	Leisure & Entertainment - Sport & Fitness
ASDA	Retail - Food & Drink
Audi	Automotive - Vehicle Manufacturer
Aunt Bessie's	Food - General
Auto Trader	Retail - Marketplaces, Tickets & Exchanges
Autoglass	Automotive - Services
Avis	Automotive - Services
Aviva	Financial - Insurance
AXA	Financial - Insurance
B&Q	Retail - DIY, Gardens & Homes
Bacardi	Drinks - Alcoholic - Spirits
Baileys	Drinks - Alcoholic - Spirits
Bakers	Household - Pet Products
Barclaycard	Financial - General
Barclays	Financial - Banks and Building Societies
Barratt Homes	House Builders
Bassett's	Food - Confectionery & Snacks
Batchelors	Food - Tins, Cans and Packets
Baxters	Food - Tins, Cans and Packets
BBC	Media - TV Stations

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BRAND CATEGORY

BBC Children in Need	Charities
Beck's	Drinks - Alcoholic - Beer, Ale and Cider
Beechams	Pharmaceutical
Ben & Jerry's	Food - Desserts & Ice Cream
Benecol	Food - Dairy Products
Benylin	Pharmaceutical
Berghaus	Sportswear & Equipment
Bertolli	Food - Dairy Products
BIC	Toiletries - Men's Grooming
Birds Eye	Food - Fresh & Frozen Meats / Meat Substitutes
Bisto	Food - Sauces, Spreads and Condiments
Black & Decker	Household - Appliances
Blue Dragon	Food - Sauces, Spreads and Condiments
BMW	Automotive - Vehicle Manufacturer
Bob Martin	Household - Pet Products
Bodyform	Toiletries - Feminine Hygiene
Bold	Household - Cleaning Products
Bombay Sapphire	Drinks - Alcoholic - Spirits
Bonjela	Pharmaceutical
Boots	Retail - Chemists, Wellbeing and Opticians
Bosch	Household - Appliances
Bose	Technology - General
Boursin	Food - Dairy Products
Bovril	Food - Sauces, Spreads and Condiments
BP	Oil & Gas
Branston	Food - Sauces, Spreads and Condiments
Braun	Household - Appliances
Bridgestone	Automotive - Products
Britax	Child Products - Buggies, Seats and Cots
British Airways	Travel - Airlines
British Gas	Utilities
British Heart Foundation	Charities
British Red Cross	Charities
Britvic	Drinks - Non-Alcoholic - Soft Drinks General
Brylcreem	Toiletries - Haircare
BT	Telecommunications & Broadband
BT Sport	Media - TV Stations
Budweiser	Drinks - Alcoholic - Beer, Ale and Cider
Bulmers	Drinks - Alcoholic - Beer, Ale and Cider
Bupa	Financial - Insurance
Burger King	Restaurants & Coffee Shops
Buxton	Drinks - Non-Alcoholic - Water
Cadbury	Food - Confectionery & Snacks
Café Rouge	Restaurants & Coffee Shops
Caffè Nero	Restaurants & Coffee Shops
CALPOL	Pharmaceutical
Campbell's	Food - Tins, Cans and Packets
Cancer Research UK	Charities
Canon	Technology - General
Capital FM	Media - Radio
Captain Morgan	Drinks - Alcoholic - Spirits
Carling	Drinks - Alcoholic - Beer, Ale and Cider
Carlsberg	Drinks - Alcoholic - Beer, Ale and Cider
Carte D'Or	Food - Desserts & Ice Cream

BRAND CATEGORY

Carte Noire	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Castrol	Oil & Gas
Cath Kidston	Household - General
Cathedral City	Food - Dairy Products
Center Parcs	Travel - Hotels & Resorts
Centrum	Vitamins & Supplements
Cesar	Household - Pet Products
Channel 4	Media - TV Stations
Charles Worthington	Toiletries - Haircare
Chelsea FC	Leisure & Entertainment - Sport & Fitness
Chessington World of Adventures	Leisure & Entertainment - Destinations
Chivas Regal	Drinks - Alcoholic - Spirits
Churchill	Financial - Insurance
Cif	Household - Cleaning Products
Cineworld	Leisure & Entertainment - Destinations
Clarks	Retail - Footwear
Classic FM	Media - Radio
Clearasil	Toiletries - Skincare
Coca-Cola	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Coca-Cola London Eye	Leisure & Entertainment - Destinations
Colgate	Toiletries - Oral Care
Colman's	Food - Sauces, Spreads and Condiments
Comfort	Household - Cleaning Products
Comic Relief	Charities
comparethemarket.com	Information & Search
Continental	Automotive - Products
Converse	Sportswear & Equipment
Corsodyl	Toiletries - Oral Care
Costa	Restaurants & Coffee Shops
Courvoisier	Drinks - Alcoholic - Spirits
Cow & Gate	Food - Children's Food
Cravendale	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Crayola	Child Products - Toys and Education
Crown Paints	Household - General
Crowne Plaza	Travel - Hotels & Resorts
Cunard	Travel - Cruises & Ferries
Cuprinol	Household - Garden Products
Currys	Retail - Electronics
Daddies	Food - Sauces, Spreads and Condiments
Daily Mail	Media - Newspapers
Dairylea	Food - Dairy Products
Danone	Food - Dairy Products
David Lloyd	Leisure & Entertainment - Sport & Fitness
De Vere Hotels	Travel - Hotels & Resorts
Debenhams	Retail - Department Stores & General Retailers
Deep Heat	Pharmaceutical
Del Monte	Food - Tins, Cans and Packets
Dell	Technology - General
De'Longhi	Household - Appliances
Denby	Household - General
Dettol	Household - Cleaning Products
Direct Line	Financial - Insurance
Discovery	Media - TV Stations
Disney	Child Products - Toys and Education

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BRAND CATEGORY

Disney Channel	Media - TV Stations
Dolmio	Food - Sauces, Spreads and Condiments
Domestos	Household - Cleaning Products
Domino's Pizza	Restaurants & Coffee Shops
Doritos	Food - Confectionery & Snacks
Dorset Cereals	Food - Cereals & Breakfast Foods
Douwe Egberts	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Dove	Toiletries - Skincare
Dr Pepper	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Dr. Oetker	Food - Bakery
Dulux	Household - General
Dunlop	Automotive - Products
Duracell	Household - General
Durex	Pharmaceutical
Dyson	Household - Appliances
E.ON	Utilities
E45	Toiletries - Skincare
Early Learning Centre	Retail - Children Products
easyJet	Travel - Airlines
eBay	Retail - Marketplaces, Tickets & Exchanges
Eden Project	Leisure & Entertainment - Destinations
EDF Energy	Utilities
EE	Telecommunications & Broadband
Elastoplast	Pharmaceutical
Electrolux	Household - Appliances
Energizer	Household - General
Ernest Jones	Retail - Jewellers
Esso	Oil & Gas
Europcar	Automotive - Services
Eurostar	Travel - Bus & Rail Operators
Eurotunnel	Travel - Bus & Rail Operators
evian	Drinks - Non-Alcoholic - Water
Expedia	Travel - Agents & Tour Operators
Facebook	Social Networking & Dating
Fairy	Household - Cleaning Products
Fanta	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Farley's	Food - Children's Food
Febreze	Household - Cleaning Products
Felix	Household - Pet Products
Ferrero Rocher	Food - Confectionery & Snacks
Financial Times	Media - Newspapers
Finish	Household - Cleaning Products
First Choice	Travel - Agents & Tour Operators
Fisher-Price	Child Products - Toys and Education
Flash	Household - Cleaning Products
Flora	Food - Dairy Products
Flymo	Household - Garden Products
Foot Locker	Retail - Footwear
Ford	Automotive - Vehicle Manufacturer
Foster's	Drinks - Alcoholic - Beer, Ale and Cider
Fox's Biscuits	Food - Confectionery & Snacks
Fred Perry	Sportswear & Equipment
Freeview	Media - TV Stations
French Connection	Retail - Clothing & Accessories

BRAND CATEGORY

Galaxy	Food - Confectionery & Snacks
Gap	Retail - Clothing & Accessories
Garmin	Automotive - Products
Garnier	Toiletries - Skincare
Gatwick Airport	Travel - Airports
Gaviscon	Pharmaceutical
George Foreman	Household - Appliances
Gillette	Toiletries - Men's Grooming
Ginsters	Food - Fresh & Frozen Meats / Meat Substitutes
Glenfiddich	Drinks - Alcoholic - Spirits
Goodyear	Automotive - Products
Google	Information & Search
Gordon's	Drinks - Alcoholic - Spirits
Gourmet	Household - Pet Products
Gourmet Burger Kitchen	Restaurants & Coffee Shops
Great Ormond Street Hospital	Charities
Green & Black's Organic	Food - Confectionery & Snacks
Green Flag	Automotive - Services
Green Giant	Food - General
Greggs	Restaurants & Coffee Shops
Grolsch	Drinks - Alcoholic - Beer, Ale and Cider
Guinness	Drinks - Alcoholic - Beer, Ale and Cider
Gumtree	Retail - Marketplaces, Tickets & Exchanges
H&M	Retail - Clothing & Accessories
Häagen-Dazs	Food - Desserts & Ice Cream
Habitat	Retail - DIY, Gardens & Homes
Halfords	Retail - Cycling, Outdoor & Leisure
Halfords Autocentre	Automotive - Services
Halifax	Financial - Banks and Building Societies
Hallmark	Retail - Entertainment & Gifts
Halls	Pharmaceutical
Hamleys	Retail - Children Products
Hard Rock Cafe	Restaurants & Coffee Shops
Hardys	Drinks - Alcoholic - Wine
Haribo	Food - Confectionery & Snacks
Harpic	Household - Cleaning Products
Head & Shoulders	Toiletries - Haircare
Heart	Media - Radio
Heathrow	Travel - Airports
Heineken	Drinks - Alcoholic - Beer, Ale and Cider
Heinz	Food - Tins, Cans and Packets
Hellmann's	Food - Sauces, Spreads and Condiments
Helly Hansen	Sportswear & Equipment
Help for Heroes	Charities
Herbal Essences	Toiletries - Haircare
Hertz	Automotive - Services
Highland Spring	Drinks - Non-Alcoholic - Water
Hilton Hotels & Resorts	Travel - Hotels & Resorts
Holiday Inn	Travel - Hotels & Resorts
Holland & Barrett	Retail - Chemists, Wellbeing and Opticians
Homebase	Retail - DIY, Gardens & Homes
Homepride	Food - Sauces, Spreads and Condiments
Hoover	Household - Appliances
Hornby	Child Products - Toys and Education

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BRAND CATEGORY

Hotpoint	Household - Appliances
House of Fraser	Retail - Department Stores & General Retailers
Hovis	Food - Bakery
HP	Technology - General
HP Sauce	Food - Sauces, Spreads and Condiments
HSBC	Financial - Banks and Building Societies
HTC	Technology - General
Huggies	Household - Kitchen Rolls, Toilet Roll and Tissues
Iams	Household - Pet Products
Iceland	Retail - Food & Drink
IKEA	Retail - DIY, Gardens & Homes
IMODIUM	Pharmaceutical
Imperial Leather	Toiletries - Soaps, Bathing & Deodorants
Innocent	Drinks - Non-Alcoholic - Soft Drinks General
Instagram	Social Networking & Dating
IRN-BRU	Drinks - Non-Alcoholic - Carbonated Soft Drinks
ITV	Media - TV Stations
J2O	Drinks - Non-Alcoholic - Soft Drinks General
Jack Daniel's	Drinks - Alcoholic - Spirits
Jacob's	Food - Confectionery & Snacks
Jacob's Creek	Drinks - Alcoholic - Wine
Jaeger	Retail - Clothing & Accessories
Jaguar	Automotive - Vehicle Manufacturer
Jameson	Drinks - Alcoholic - Spirits
JD Sports	Retail - Cycling, Outdoor & Leisure
Jessops	Retail - Electronics
Jim Beam	Drinks - Alcoholic - Spirits
John Lewis	Retail - Department Stores & General Retailers
John West	Food - Tins, Cans and Packets
JOHNSON'S Baby	Child Products - General
Johnnie Walker	Drinks - Alcoholic - Spirits
Jordans	Food - Cereals & Breakfast Foods
Karen Millen	Retail - Clothing & Accessories
Kellogg's	Food - Cereals & Breakfast Foods
Kenco	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Kenwood	Technology - General
Kenwood (Kitchen Appliances)	Household - Appliances
KETTLE Chips	Food - Confectionery & Snacks
Kew Gardens	Leisure & Entertainment - Destinations
KFC	Restaurants & Coffee Shops
Kinder	Food - Confectionery & Snacks
Kindle	Technology - General
Kingsmill	Food - Bakery
KitKat	Food - Confectionery & Snacks
Kleenex	Household - Kitchen Rolls, Toilet Roll and Tissues
Knorr	Food - Tins, Cans and Packets
KP	Food - Confectionery & Snacks
Kronenbourg 1664	Drinks - Alcoholic - Beer, Ale and Cider
Kuoni	Travel - Agents & Tour Operators
Kwik Fit	Automotive - Services
Lacoste	Sportswear & Equipment
Ladbrokes	Leisure & Entertainment - Gambling
Ladybird	Child Products - Toys and Education
Lakeland	Retail - DIY, Gardens & Homes

BRAND CATEGORY

Land Rover	Automotive - Vehicle Manufacturer
lastminute.com	Travel - Agents & Tour Operators
Lea & Perrins	Food - Sauces, Spreads and Condiments
LEGO	Child Products - Toys and Education
LEGOLAND	Leisure & Entertainment - Destinations
LEGOLAND Discovery Centre	Leisure & Entertainment - Destinations
Lemsip	Pharmaceutical
Lenor	Household - Cleaning Products
Lexus	Automotive - Vehicle Manufacturer
LG	Technology - General
Lidl	Retail - Food & Drink
Lil-Lets	Toiletries - Feminine Hygiene
Linda McCartney	Food - Fresh & Frozen Meats / Meat Substitutes
Lindeman's	Drinks - Alcoholic - Wine
Lindt	Food - Confectionery & Snacks
Links Of London	Retail - Jewellers
Listerine	Toiletries - Oral Care
Liverpool FC	Leisure & Entertainment - Sport & Fitness
Lloyds Bank	Financial - Banks and Building Societies
LloydsPharmacy	Retail - Chemists, Wellbeing and Opticians
Locketts	Pharmaceutical
Longleat	Leisure & Entertainment - Destinations
L'Oreal Elvive	Toiletries - Haircare
Loyd Grossman	Food - Sauces, Spreads and Condiments
Lucozade	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Lurpak	Food - Dairy Products
Lynx	Toiletries - Soaps, Bathing & Deodorants
M&M's	Food - Confectionery & Snacks
Maclaren	Child Products - Buggies, Seats and Cots
Macleans	Toiletries - Oral Care
Macmillan Cancer Support	Charities
Madame Tussauds	Leisure & Entertainment - Destinations
Magic	Media - Radio
Magners Irish Cider	Drinks - Alcoholic - Beer, Ale and Cider
Magnet	Retail - DIY, Gardens & Homes
Magnum	Food - Desserts & Ice Cream
Maltesers	Food - Confectionery & Snacks
Mamas & Papas	Child Products - Buggies, Seats and Cots
Manchester Airport	Travel - Airports
Manchester City FC	Leisure & Entertainment - Sport & Fitness
Manchester United	Leisure & Entertainment - Sport & Fitness
Maplin	Retail - Electronics
Mappin & Webb	Retail - Jewellers
Marie Curie Cancer Care	Charities
Marks & Spencer	Retail - Department Stores & General Retailers
Marmite	Food - Sauces, Spreads and Condiments
Marriott Hotels & Resorts	Travel - Hotels & Resorts
Mars	Food - Confectionery & Snacks
Martini	Drinks - Alcoholic - Spirits
MasterCard	Financial - General
McCain	Food - General
McCoy's	Food - Confectionery & Snacks
McDonald's	Restaurants & Coffee Shops
McDougalls	Food - Bakery

BRAND CATEGORY

McVitie's	Food - Confectionery & Snacks
Meccano	Child Products - Toys and Education
Mercedes-Benz	Automotive - Vehicle Manufacturer
Michelin	Automotive - Products
Microsoft	Technology - General
Miele	Household - Appliances
Milkybar	Food - Confectionery & Snacks
Millets	Retail - Cycling, Outdoor & Leisure
MINI	Automotive - Vehicle Manufacturer
Miracle-Gro	Household - Garden Products
Miss Selfridge	Retail - Clothing & Accessories
Molton Brown	Toiletries - Soaps, Bathing & Deodorants
Moneysupermarket.com	Information & Search
Monsoon	Retail - Clothing & Accessories
Morphy Richards	Household - Appliances
Morrisons	Retail - Food & Drink
Mothercare	Retail - Children Products
Mr Kipling	Food - Bakery
Mr Muscle	Household - Cleaning Products
Mr Sheen	Household - Cleaning Products
Müller	Food - Dairy Products
Nando's	Restaurants & Coffee Shops
National Express	Travel - Bus & Rail Operators
National Geographic	Media - TV Stations
National Trust	Charities
Nationwide	Financial - Banks and Building Societies
Nature Valley	Food - Cereals & Breakfast Foods
Nescafé	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Nesquik	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Netflix	Media - TV Stations
Neutrogena	Toiletries - Skincare
New Covent Garden Soup Co	Food - Tins, Cans and Packets
New Look	Retail - Clothing & Accessories
Next	Retail - Clothing & Accessories
Nicky Clarke	Toiletries - Haircare
Nicorette	Pharmaceutical
Night Nurse	Pharmaceutical
Nike	Sportswear & Equipment
Nikon	Technology - General
Nintendo	Technology - General
Nivea	Toiletries - Skincare
NSPCC	Charities
Nurofen	Pharmaceutical
Nutella	Food - Sauces, Spreads and Condiments
O2	Telecommunications & Broadband
Oasis	Drinks - Non-Alcoholic - Soft Drinks General
Ocado	Retail - Food & Drink
Ocean Spray	Drinks - Non-Alcoholic - Soft Drinks General
Odeon	Leisure & Entertainment - Destinations
Olay	Toiletries - Skincare
Old Spice	Toiletries - Soaps, Bathing & Deodorants
Olympus	Technology - General
Omega	Watches
Optrex	Pharmaceutical

BRAND CATEGORY

Oral-B	Toiletries - Oral Care
Oreo	Food - Confectionery & Snacks
Oxfam	Charities
OXO	Food - Sauces, Spreads and Condiments
P&O Cruises	Travel - Cruises & Ferries
P&O Ferries	Travel - Cruises & Ferries
Palmolive	Toiletries - Soaps, Bathing & Deodorants
Pampers	Child Products - General
Panadol	Pharmaceutical
Panasonic	Technology - General
Pandora	Retail - Jewellers
Pantene	Toiletries - Haircare
Patak's	Food - Sauces, Spreads and Condiments
PAXO	Food - General
PayPal	Financial - General
PC World	Retail - Electronics
Pedigree	Household - Pet Products
Pepsi	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Peroni	Drinks - Alcoholic - Beer, Ale and Cider
Perrier	Drinks - Non-Alcoholic - Water
Persil	Household - Cleaning Products
Pets at Home	Retail - DIY, Gardens & Homes
PG Tips	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Philadelphia	Food - Dairy Products
Philips AVENT	Child Products - General
Philips	Technology - General
Pilgrims Choice	Food - Dairy Products
Pimm's	Drinks - Alcoholic - Spirits
Pirelli	Automotive - Products
Piriton	Pharmaceutical
Pizza Hut	Restaurants & Coffee Shops
Play-Doh	Child Products - Toys and Education
PLAYMOBIL	Child Products - Toys and Education
PlayStation	Technology - General
Pledge	Household - Cleaning Products
Plenty	Household - Kitchen Rolls, Toilet Roll and Tissues
Post Office	Retail - Department Stores & General Retailers
Premier Inn	Travel - Hotels & Resorts
Pret A Manger	Restaurants & Coffee Shops
Princess Cruises	Travel - Cruises & Ferries
Pringles	Food - Confectionery & Snacks
Prudential	Financial - Insurance
Puma	Sportswear & Equipment
Purina	Household - Pet Products
Pyrex	Household - General
Quaker Oats	Food - Cereals & Breakfast Foods
Quality Street	Food - Confectionery & Snacks
Quorn	Food - Fresh & Frozen Meats / Meat Substitutes
RAC	Automotive - Services
Radisson Blu	Travel - Hotels & Resorts
Radisson Blu Edwardian, London	Travel - Hotels & Resorts
Radox	Toiletries - Soaps, Bathing & Deodorants
Raleigh	Sportswear & Equipment
Red Bull	Drinks - Non-Alcoholic - Carbonated Soft Drinks

BRAND CATEGORY

Reebok	Sportswear & Equipment
Regatta	Sportswear & Equipment
Rennie	Pharmaceutical
Ribena	Drinks - Non-Alcoholic - Soft Drinks General
Rightmove	Information & Search
River Island	Retail - Clothing & Accessories
RNLI	Charities
Robertson's	Food - Sauces, Spreads and Condiments
Robinsons	Drinks - Non-Alcoholic - Soft Drinks General
Rolex	Watches
Ronseal	Household - General
Rotary	Watches
Rowntree's	Food - Confectionery & Snacks
Royal Albert Hall	Leisure & Entertainment - Destinations
Royal British Legion	Charities
ROYAL CANIN	Household - Pet Products
Royal Caribbean International	Travel - Cruises & Ferries
Royal Doulton	Household - General
Royal Worcester	Household - General
RSPCA	Charities
Russell & Bromley	Retail - Footwear
Russell Hobbs	Household - Appliances
Ryvita	Food - Bakery
S.Pellegrino	Drinks - Non-Alcoholic - Water
Sainsbury's	Retail - Food & Drink
Samsung	Technology - General
San Miguel	Drinks - Alcoholic - Beer, Ale and Cider
Sanatogen	Vitamins & Supplements
Sandals Resorts	Travel - Hotels & Resorts
Santander	Financial - Banks and Building Societies
Sarson's	Food - Sauces, Spreads and Condiments
Save the Children	Charities
Savlon	Pharmaceutical
Scalextric	Child Products - Toys and Education
schuh	Retail - Footwear
Schwartz	Food - Sauces, Spreads and Condiments
Schwarzkopf	Toiletries - Haircare
Schweppes	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Scottish Widows	Financial - Insurance
Scott's Porage Oats	Food - Cereals & Breakfast Foods
Screwfix	Retail - DIY, Gardens & Homes
SEA LIFE Centres	Leisure & Entertainment - Destinations
Seiko	Watches
Selfridges	Retail - Department Stores & General Retailers
Sensodyne	Toiletries - Oral Care
Seven Seas	Vitamins & Supplements
Sharwood's	Food - Sauces, Spreads and Condiments
Sheba	Household - Pet Products
Shell	Oil & Gas
Shredded Wheat	Food - Cereals & Breakfast Foods
Siemens	Technology - General
Silentnight Beds	Household - Beds and Bedroom Furniture
Silver Cross	Child Products - Buggies, Seats and Cots
Silver Spoon	Food - Sauces, Spreads and Condiments

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BRAND CATEGORY

Simple	Toiletries - Soaps, Bathing & Deodorants
Sky	Media - TV Stations
Skype	Telecommunications & Broadband
Slazenger	Sportswear & Equipment
Slumberland	Household - Beds and Bedroom Furniture
SMA	Food - Children's Food
Smeg	Household - Appliances
Smirnoff	Drinks - Alcoholic - Spirits
Sony	Technology - General
Southern Comfort	Drinks - Alcoholic - Spirits
Specsavers	Retail - Chemists, Wellbeing and Opticians
Speedo	Sportswear & Equipment
SportsDirect.com	Retail - Cycling, Outdoor & Leisure
Sprite	Drinks - Non-Alcoholic - Carbonated Soft Drinks
St John Ambulance	Charities
Standard Life	Financial - Insurance
Starbucks	Restaurants & Coffee Shops
Stella Artois	Drinks - Alcoholic - Beer, Ale and Cider
Strepsils	Pharmaceutical
Strongbow	Drinks - Alcoholic - Beer, Ale and Cider
Subway	Restaurants & Coffee Shops
Sudafed	Pharmaceutical
Sudocrem	Pharmaceutical
Superdrug	Retail - Chemists, Wellbeing and Opticians
Superdry	Retail - Clothing & Accessories
Sure	Toiletries - Soaps, Bathing & Deodorants
Swarovski	Retail - Jewellers
Swatch	Watches
Tabasco	Food - Sauces, Spreads and Condiments
TAG Heuer	Watches
Tampax	Toiletries - Feminine Hygiene
Tango	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Tassimo	Household - Appliances
Tate & Lyle Cane Sugar	Food - Sauces, Spreads and Condiments
Taylor Wimpey	House Builders
Taylor's of Harrogate	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
TCP	Pharmaceutical
Ted Baker	Retail - Clothing & Accessories
Tefal	Household - Appliances
Tempur	Household - Beds and Bedroom Furniture
Tesco	Retail - Food & Drink
Tetley	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Texaco	Oil & Gas
The Body Shop	Retail - Chemists, Wellbeing and Opticians
Carphone Warehouse	Retail - Electronics
The Co-operative	Retail - Food & Drink
The Daily Telegraph	Media - Newspapers
The Famous Grouse	Drinks - Alcoholic - Spirits
The Guardian	Media - Newspapers
The Independent	Media - Newspapers
The National Lottery	Leisure & Entertainment - Gambling
The North Face	Sportswear & Equipment
The Observer	Media - Newspapers
The Salvation Army	Charities

BRAND CATEGORY

The Times	Media - Newspapers
The Warner Bros. Studio Tour London - The Making of Harry Potter	Leisure & Entertainment - Destinations
Thomas Cook	Travel - Agents & Tour Operators
Thomson Holidays	Travel - Agents & Tour Operators
Thorntons	Food - Confectionery & Snacks
Thorpe Park	Leisure & Entertainment - Destinations
Ticketmaster	Retail - Marketplaces, Tickets & Exchanges
Timex	Watches
Tissot	Watches
Toblerone	Food - Confectionery & Snacks
Tommee Tippee	Child Products - General
TomTom	Automotive - Products
Tomy	Child Products - Toys and Education
TONI&GUY	Toiletries - Haircare
Topman	Retail - Clothing & Accessories
Topshop	Retail - Clothing & Accessories
Toshiba	Technology - General
Toyota	Automotive - Vehicle Manufacturer
Toys R Us	Retail - Children Products
Trainline	Retail - Marketplaces, Tickets & Exchanges
Travelodge	Travel - Hotels & Resorts
TRESemmé	Toiletries - Haircare
TripAdvisor	Travel - Agents & Tour Operators
trivago	Travel - Agents & Tour Operators
Tropicana	Drinks - Non-Alcoholic - Soft Drinks General
Turtle Wax	Automotive - Products
Twinings	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Twitter	Social Networking & Dating
Twix	Food - Confectionery & Snacks
Typhoo	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Umbro	Sportswear & Equipment
Uncle Ben's	Food - Tins, Cans and Packets
Vanish	Household - Cleaning Products
Vaseline	Toiletries - Skincare
Veet	Toiletries - Feminine Hygiene
Velvet	Household - Kitchen Rolls, Toilet Roll and Tissues
Vicks	Pharmaceutical
Vidal Sassoon	Toiletries - Haircare
Virgin Active	Leisure & Entertainment - Sport & Fitness
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 - General
Vision Express	Retail - Chemists, Wellbeing and Opticians
Vodafone	Telecommunications & Broadband
Volkswagen	Automotive - Vehicle Manufacturer
Voltarol	Pharmaceutical
Volvic	Drinks - Non-Alcoholic - Water
Volvo	Automotive - Vehicle Manufacturer
VTech	Child Products - Toys and Education
Waitrose	Retail - Food & Drink
Walkers	Food - Confectionery & Snacks

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BRAND CATEGORY

Wall's	Food - Fresh & Frozen Meats / Meat Substitutes
Wall's Ice Cream	Food - Desserts & Ice Cream
Warburtons	Food - Bakery
Waterford	Household - General
Waterstones	Retail - Entertainment & Gifts
WD-40	Household - General
Wedgwood	Household - General
Weetabix	Food - Cereals & Breakfast Foods
WhatsApp	Social Networking & Dating
Whirlpool	Household - Appliances
Whiskas	Household - Pet Products
WHSmith	Retail - Entertainment & Gifts
Wickes	Retail - DIY, Gardens & Homes
Wikipedia	Information & Search
Wilkinson Sword	Toiletries - Men's Grooming
William Hill	Leisure & Entertainment - Gambling
Winalot	Household - Pet Products
Wrigley's	Food - Confectionery & Snacks
Xbox	Technology - General
Yahoo!	Information & Search
Yakult	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Yeo Valley	Food - Dairy Products
Yorkshire Tea	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Young's	Food - Fresh & Frozen Meats / Meat Substitutes
YouTube	Information & Search
Zanussi	Household - Appliances
Zara	Retail - Clothing & Accessories
Zoopla	Information & Search
ZSL London Zoo	Leisure & Entertainment - Destinations
Zurich	Financial - Insurance