

Top 20 Consumer Superbrands

BRAND		CATEGORY
British Airways	1	Travel - Airlines
LEGO	2	Child Products - Toys and Education
Rolex	3	Watches
Andrex	4	Household - Kitchen Rolls, Toilet Roll and Tissues
Gillette	5	Toiletries - Men's Grooming
John Lewis	6	Retail - Department Stores & General Retailers
Mercedes-Benz	7	Automotive - Vehicle Manufacturer
Kellogg's	8	Food - Cereals & Breakfast Foods
Apple	9	Technology - General
Coca-Cola	10	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Dyson	11	Household - Appliances
Boots	12	Retail - Chemists, Wellbeing and Opticians
Cadbury	13	Food - Confectionery & Snacks
Marks & Spencer	14	Retail - Department Stores & General Retailers
Jaguar	15	Automotive - Vehicle Manufacturer
Fairy	16	Household - Cleaning Products
Heinz	17	Food - Tins, Cans & Packets
Google	18	Information & Search
Amazon.co.uk	19	Retail - Entertainment & Gifts
Cancer Research UK	20	Charities

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 & Cream
Robinsons	Drinks - Non-Alcoholic - Soft Drinks General
evian	Drinks - Non-Alcoholic - Water
Barclays	Financial - Banks and Building Societies
Visa	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
Hellmann's	Food - Sauces, Spreads & Condiments
Heinz	Food - Tins, Cans & 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
Classic FM	Media - Radio
BBC	Media - TV Stations
Shell	Oil & Gas
Durex	Pharmaceutical
Rightmove	Real Estate
Costa	Restaurants & Coffee Shops
Boots	Retail - Chemists, Wellbeing and Opticians
Mothercare	Retail - Children Products
Laura Ashley	Retail - Clothing & Accessories
Halfords	Retail - Cycling, Outdoor & Leisure
John Lewis	Retail - Department Stores & General Retailers
IKEA	Retail - DIY, Gardens & Homes
Currys	Retail - Electronics
Amazon.co.uk	Retail - Entertainment & Gifts
Sainsbury's	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
Head & Shoulders	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 Consumer Superbrands (A-Z)

BRAND	CATEGORY
7-Up	Drinks - Non-Alcoholic - Carbonated Soft Drinks
AA	Automotive - Services
ABTA	Travel - Agents & Tour Operators
Actimel	Drinks - Non-Alcoholic - Dairy Drinks, Milk & Cream
Activia	Food - Dairy Products
adidas	Sportswear & Equipment
AEG	Household - Appliances
Airfix	Child Products - Toys and Education
Aldi	Retail - Food & Drink
Alfa Romeo	Automotive - Vehicle Manufacturer
Alka-Seltzer	Pharmaceutical
Alpen	Food - Cereals & Breakfast Foods
Alton Towers	Leisure & Entertainment - Destinations
Always	Toiletries - Feminine Hygiene
Amazon.co.uk	Retail - Entertainment & Gifts
Ambre Solaire	Toiletries - Skincare
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
BBC	Media - TV Stations
BBC Children in Need	Charities
Beck's	Drinks - Alcoholic - Beer, Ale and Cider
Beechams	Pharmaceutical
beVita	Food - Cereals & Breakfast Foods
Ben & Jerry's	Food - Desserts & Ice Cream
BENADRYL	Pharmaceutical
Benecol	Food - Dairy Products

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BRAND CATEGORY

Benylin	Pharmaceutical
Berghaus	Sportswear & Equipment
Bertolli	Food - Dairy Products
Birds Eye	Food - Fresh & Frozen Meats / Meat Substitutes
Bisto	Food - Sauces, Spreads & Condiments
BLACK+DECKER	Household - Appliances
Blacks	Retail - Cycling, Outdoor & Leisure
Blue Dragon	Food - Sauces, Spreads & 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
Booking.com	Travel - Agents & Tour Operators
Boots	Retail - Chemists, Wellbeing and Opticians
Bosch	Household - Appliances
Bose	Technology - General
Bovril	Food - Sauces, Spreads & Condiments
BP	Oil & Gas
Branston	Food - Sauces, Spreads & 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
Burt's Bees	Toiletries - Skincare
Butcher's	Household - Pet Products
Buxton	Drinks - Non-Alcoholic - Water
Cadbury	Food - Confectionery & Snacks
Caffè Nero	Restaurants & Coffee Shops
CALPOL	Pharmaceutical
Campbell's	Food - Tins, Cans & Packets
Cancer Research UK	Charities
Canesten	Pharmaceutical
Canon	Technology - General
Capital FM	Media - Radio
Capri-Sun	Drinks - Non-Alcoholic - Soft Drinks General
Captain Morgan	Drinks - Alcoholic - Spirits
Carex	Toiletries - Soaps, Bathing & Deodorants
Carling	Drinks - Alcoholic - Beer, Ale and Cider
Carlsberg	Drinks - Alcoholic - Beer, Ale and Cider
Carphone Warehouse	Retail - Electronics
Carte D'Or	Food - Desserts & Ice Cream

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BRAND CATEGORY

Carte Noire	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Castrol	Oil & Gas
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
Churchill	Financial - Insurance
Cif	Household - Cleaning Products
Cineworld	Leisure & Entertainment - Destinations
Clairol	Toiletries - Haircare
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 & Condiments
Comfort	Household - Cleaning Products
comparethemarket.com	Information & Search
Confused.com	Information & Search
Continental	Automotive - Products
Converse	Sportswear & Equipment
Co-op Food	Retail - Food & Drink
Copella	Drinks - Non-Alcoholic - Soft Drinks General
Coral	Leisure & Entertainment - Gambling
Cornetto	Food - Desserts & Ice Cream
Corsodyl	Toiletries - Oral Care
Costa	Restaurants & Coffee Shops
Country Life	Food - Dairy Products
Courvoisier	Drinks - Alcoholic - Spirits
Cow & Gate	Food - Children's Food
Crabtree & Evelyn	Toiletries - Skincare
Cravendale	Drinks - Non-Alcoholic - Dairy Drinks, Milk & 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
Daily Mail	Media - Newspapers
Dairylea	Food - Dairy Products
Danone	Food - Dairy Products
David Lloyd	Leisure & Entertainment - Sport & Fitness
Debenhams	Retail - Department Stores & General Retailers
Deep Heat	Pharmaceutical
Dell	Technology - General
De'Longhi	Household - Appliances
Denby	Household - General
Dettol	Household - Cleaning Products
DFS	Retail - DIY, Gardens & Homes

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BRAND CATEGORY

Direct Line	Financial - Insurance
Discovery	Media - TV Stations
Disney	Child Products - Toys and Education
Disney Channel	Media - TV Stations
Dolmio	Food - Sauces, Spreads & 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
Dreams	Retail - DIY, Gardens & Homes
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
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
Fisher-Price	Child Products - Toys and Education
Flash	Household - Cleaning Products
Flora	Food - Dairy Products
Flymo	Household - Garden Products
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

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BRAND CATEGORY

French Connection	Retail - Clothing & Accessories
Galaxy	Food - Confectionery & Snacks
Gale's	Food - Sauces, Spreads & Condiments
Gallo Family	Drinks - Alcoholic - Wine
Gap	Retail - Clothing & Accessories
Garmin	Automotive - Products
Garnier	Toiletries - Skincare
Gatwick Airport	Travel - Airports
Gaviscon	Pharmaceutical
Gillette	Toiletries - Men's Grooming
Glenfiddich	Drinks - Alcoholic - Spirits
Gocompare.com	Information & Search
Goodyear	Automotive - Products
Google	Information & Search
Gordon's	Drinks - Alcoholic - Spirits
Gourmet	Household - Pet Products
Great Ormond Street Hospital	Charities
Green & Black's Organic	Food - Confectionery & Snacks
Green Giant	Food - General
Greggs	Restaurants & Coffee Shops
Grosch	Drinks - Alcoholic - Beer, Ale and Cider
Groupon	Retail - Marketplaces, Tickets & Exchanges
Guide Dog for the Blind Association	Charities
Guinness	Drinks - Alcoholic - Beer, Ale and Cider
Gumtree	Retail - Marketplaces, Tickets & Exchanges
H&M	Retail - Clothing & Accessories
H.Samuel	Retail - Jewellers
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
Hardys	Drinks - Alcoholic - Wine
Haribo	Food - Confectionery & Snacks
Harpic	Household - Cleaning Products
Hasbro	Child Products - Toys and Education
Head & Shoulders	Toiletries - Haircare
Heart	Media - Radio
Heathrow	Travel - Airports
Heineken	Drinks - Alcoholic - Beer, Ale and Cider
Heinz	Food - Tins, Cans & Packets
Hellmann's	Food - Sauces, Spreads & 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
Homepride	Food - Sauces, Spreads & Condiments

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BRAND CATEGORY

Honda	Automotive - Vehicle Manufacturer
Hoover	Household - Appliances
Hornby	Child Products - Toys and Education
Hotels.com	Travel - Agents & Tour Operators
Hotpoint	Household - Appliances
House of Fraser	Retail - Department Stores & General Retailers
Hovis	Food - Bakery
HP	Technology - General
HP Sauce	Food - Sauces, Spreads & Condiments
HSBC	Financial - Banks and Building Societies
Huggies	Household - General
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 Frieda	Toiletries - Haircare
John Lewis	Retail - Department Stores & General Retailers
John West	Food - Tins, Cans & Packets
Johnnie Walker	Drinks - Alcoholic - Spirits
JOHNSON'S Baby	Child Products - General
Jordans	Food - Cereals & Breakfast Foods
JUST EAT	Information & Search
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
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 & Packets
KP	Food - Confectionery & Snacks
Kronenbourg 1664	Drinks - Alcoholic - Beer, Ale and Cider
Kwik Fit	Automotive - Services
Lacoste	Sportswear & Equipment

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BRAND CATEGORY

Ladbrokes	Leisure & Entertainment - Gambling
Ladybird	Child Products - Toys and Education
Lakeland	Retail - DIY, Gardens & Homes
Land Rover	Automotive - Vehicle Manufacturer
lastminute.com	Travel - Agents & Tour Operators
Laura Ashley	Retail - Clothing & Accessories
Lea & Perrins	Food - Sauces, Spreads & Condiments
Legal & General	Financial - Insurance
LEGO	Child Products - Toys and Education
LEGOLAND	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
Lindt	Food - Confectionery & Snacks
Links Of London	Retail - Jewellers
Listerine	Toiletries - Oral Care
Littlewoods	Retail - Department Stores & General Retailers
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
Lucozade	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Lurpak	Food - Dairy Products
Lush	Retail - Chemists, Wellbeing and Opticians
LV=	Financial - Insurance
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
Magners Irish Cider	Drinks - Alcoholic - Beer, Ale and Cider
Magnum	Food - Desserts & Ice Cream
Malibu	Drinks - Alcoholic - Spirits
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 & Condiments
Marriott Hotels & Resorts	Travel - Hotels & Resorts
Mars	Food - Confectionery & Snacks
Martini	Drinks - Alcoholic - Spirits
Marvel	Child Products - Toys and Education
Mastercard	Financial - General

BRAND CATEGORY

McCain	Food - General
McCoy's	Food - Confectionery & Snacks
McDonald's	Restaurants & Coffee Shops
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
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
Moonpig.com	Retail - Entertainment & Gifts
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
NatWest	Financial - Banks and Building Societies
NEFF	Household - Appliances
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 & 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
Nissan	Automotive - Vehicle Manufacturer
Nivea	Toiletries - Skincare
npower	Utilities
NSPCC	Charities
Nurofen	Pharmaceutical
Nutella	Food - Sauces, Spreads & Condiments
O2	Telecommunications & Broadband
Ocado	Retail - Food & Drink
Ocean Spray	Drinks - Non-Alcoholic - Soft Drinks General

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BRAND CATEGORY

Odeon	Leisure & Entertainment - Destinations
Olay	Toiletries - Skincare
Olbas	Pharmaceutical
Old Spice	Toiletries - Soaps, Bathing & Deodorants
Olympus	Technology - General
Omega	Watches
Optrex	Pharmaceutical
Oral-B	Toiletries - Oral Care
Oxfam	Charities
OXO	Food - Sauces, Spreads & 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 & 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
PG Tips	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Philadelphia	Food - Dairy Products
Philips	Technology - General
Philips AVENT	Child Products - General
Pilgrims Choice	Food - Dairy Products
Pimm's	Drinks - Alcoholic - Spirits
Pirelli	Automotive - Products
Piriton	Pharmaceutical
Pizza Hut	Restaurants & Coffee Shops
PizzaExpress	Restaurants & Coffee Shops
Play-Doh	Child Products - Toys and Education
PLAYMOBIL	Child Products - Toys and Education
PlayStation	Technology - General
Pledge	Household - Cleaning Products
Polo	Food - Confectionery & Snacks
Post Office	Retail - Department Stores & General Retailers
Pot Noodle	Food - General
Premier Inn	Travel - Hotels & Resorts
President	Food - Dairy Products
Pret A Manger	Restaurants & Coffee Shops
Primark	Retail - Clothing & Accessories
Princes	Food - Tins, Cans & Packets
Princess Cruises	Travel - Cruises & Ferries
Pringles	Food - Confectionery & Snacks
Prudential	Financial - Insurance
Puma	Sportswear & Equipment
Purina	Household - Pet Products

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BRAND CATEGORY

Pyrex	Household - General
Quaker Oats	Food - Cereals & Breakfast Foods
Quality Street	Food - Confectionery & Snacks
Quorn	Food - Fresh & Frozen Meats / Meat Substitutes
RAC	Automotive - Services
Rachel's	Food - Dairy Products
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
Reebok	Sportswear & Equipment
Regatta	Sportswear & Equipment
Rennie	Pharmaceutical
Ribena	Drinks - Non-Alcoholic - Soft Drinks General
Right Guard	Toiletries - Soaps, Bathing & Deodorants
Rightmove	Real Estate
Rimmel London	Toiletries - Skincare
River Island	Retail - Clothing & Accessories
RNLI	Charities
Robertson's	Food - Sauces, Spreads & Condiments
Robinsons	Drinks - Non-Alcoholic - Soft Drinks General
Rolex	Watches
Ronseal	Household - General
Roses	Food - Confectionery & Snacks
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
Samaritans	Charities
Samsung	Technology - General
Sanatogen	Vitamins & Supplements
Sandals Resorts	Travel - Hotels & Resorts
Sanex	Toiletries - Soaps, Bathing & Deodorants
Santander	Financial - Banks and Building Societies
Sarson's	Food - Sauces, Spreads & Condiments
Savlon	Pharmaceutical
Scalextric	Child Products - Toys and Education
Schloer	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Schwartz	Food - Sauces, Spreads & Condiments
Schwarzkopf	Toiletries - Haircare
Schweppes	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Scottish Widows	Financial - Insurance
Scott's Porage Oats	Food - Cereals & Breakfast Foods

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BRAND CATEGORY

Screwfix	Retail - DIY, Gardens & Homes
SEA LIFE Centres	Leisure & Entertainment - Destinations
Sealy	Household - Beds and Bedroom Furniture
Seiko	Watches
Selfridges	Retail - Department Stores & General Retailers
Sensodyne	Toiletries - Oral Care
Seven Seas	Vitamins & Supplements
Sharwood's	Food - Sauces, Spreads & 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 & Condiments
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
Snickers	Food - Confectionery & Snacks
Soap & Glory	Toiletries - Soaps, Bathing & Deodorants
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. Tropez	Toiletries - Skincare
Stagecoach	Travel - Bus & Rail Operators
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
Surf	Household - Cleaning Products
Swarovski	Retail - Jewellers
Swatch	Watches
Tabasco	Food - Sauces, Spreads & Condiments
TAG Heuer	Watches
Tampax	Toiletries - Feminine Hygiene
Tango	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Tassimo	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Tate & Lyle Cane Sugar	Food - Sauces, Spreads & Condiments
Taylor of Harrogate	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks

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BRAND CATEGORY

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
The Daily Telegraph	Media - Newspapers
The Famous Grouse	Drinks - Alcoholic - Spirits
The Guardian	Media - Newspapers
The National Lottery	Leisure & Entertainment - Gambling
The North Face	Sportswear & Equipment
The Observer	Media - Newspapers
The Sanctuary	Toiletries - Skincare
The Times	Media - Newspapers
The Warner Bros. Studio Tour London	Leisure & Entertainment - Destinations
The White Company	Retail - DIY, Gardens & Homes
Thomas Cook	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
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
Typhoo	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Umbro	Sportswear & Equipment
Uncle Ben's	Food - Tins, Cans & Packets
Vanish	Household - Cleaning Products
Vaseline	Toiletries - Skincare
Vauxhall	Automotive - Vehicle Manufacturer
Veet	Toiletries - Feminine Hygiene
Velvet	Household - Kitchen Rolls, Toilet Roll and Tissues
Vichy	Toiletries - Skincare
Vicks	Pharmaceutical
Vidal Sassoon	Toiletries - Haircare
Virgin Active	Leisure & Entertainment - Sport & Fitness

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BRAND CATEGORY

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
Virgin Trains East Coast	Travel - Bus & Rail Operators
Visa	Financial - General
Vision Express	Retail - Chemists, Wellbeing and Opticians
VO5	Toiletries - Haircare
Vodafone	Telecommunications & Broadband
Volkswagen	Automotive - Vehicle Manufacturer
Volvic	Drinks - Non-Alcoholic - Water
Volvo	Automotive - Vehicle Manufacturer
VTech	Child Products - Toys and Education
Vue Cinemas	Leisure & Entertainment - Destinations
Waitrose	Retail - Food & Drink
Walkers	Food - Confectionery & Snacks
Wall's	Food - Fresh & Frozen Meats / Meat Substitutes
Wall's Ice Cream	Food - Desserts & Ice Cream
Warburtons	Food - Bakery
Warwick Castle	Leisure & Entertainment - Destinations
Waterford	Household - General
Waterstones	Retail - Entertainment & Gifts
WD-40	Household - General
Wedgwood	Household - General
Weetabix	Food - Cereals & Breakfast Foods
Wella	Toiletries - Haircare
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
Wolf Blass	Drinks - Alcoholic - Wine
Xbox	Technology - General
Yahoo!	Information & Search
Yakult	Drinks - Non-Alcoholic - Dairy Drinks, Milk & 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	Real Estate
ZSL London Zoo	Leisure & Entertainment - Destinations
Zurich	Financial - Insurance