

Prophet
Brand
Relevance
Index™

See other Index **RANKING:**

CN DE UK US

The most

RELEVANT

brands in the United Kingdom

**Brands consumers
can't live without =**

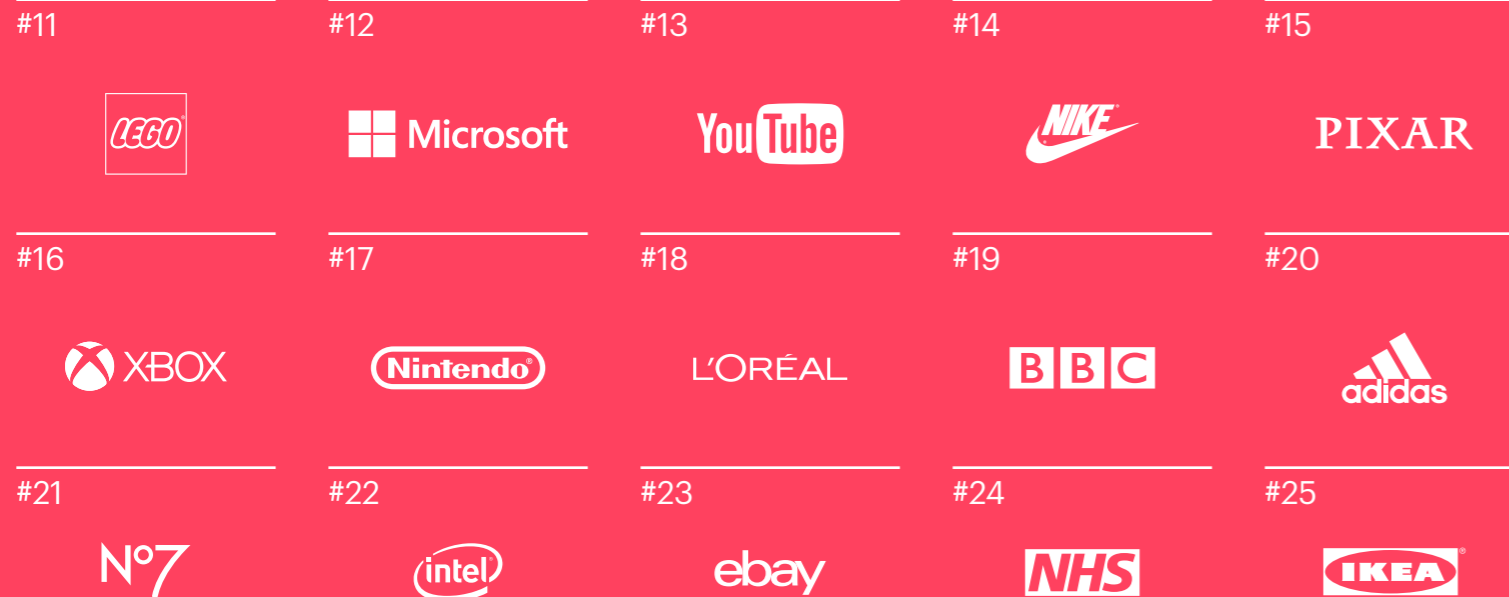
RELEVANCE

At Prophet, we believe that the strongest brands are the ones that are relentlessly relevant and making a difference in consumers' lives.

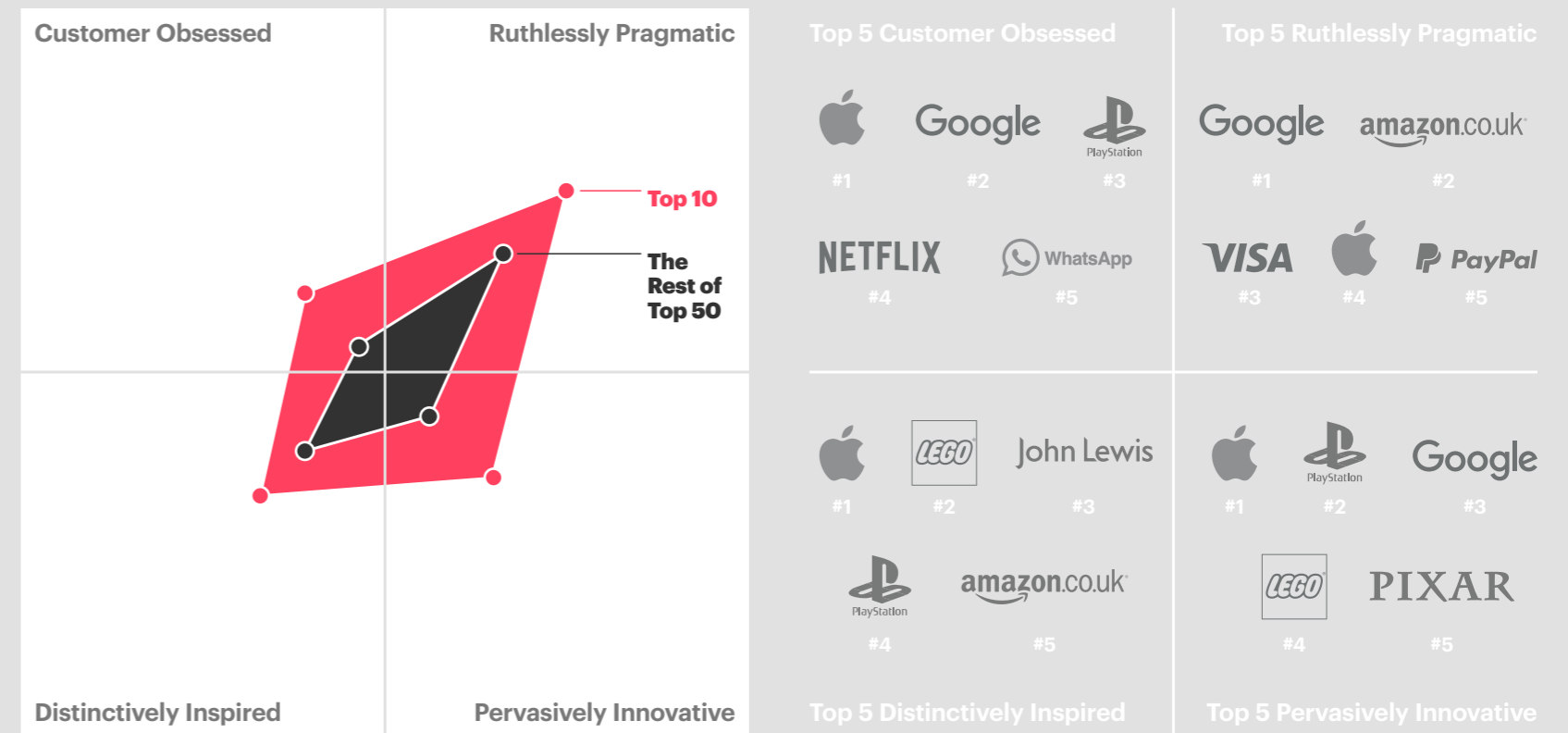
We surveyed nearly 10,000 customers in the UK on 225+ brands across 24 industries to develop the first consumer-based brand relevance ranking index.

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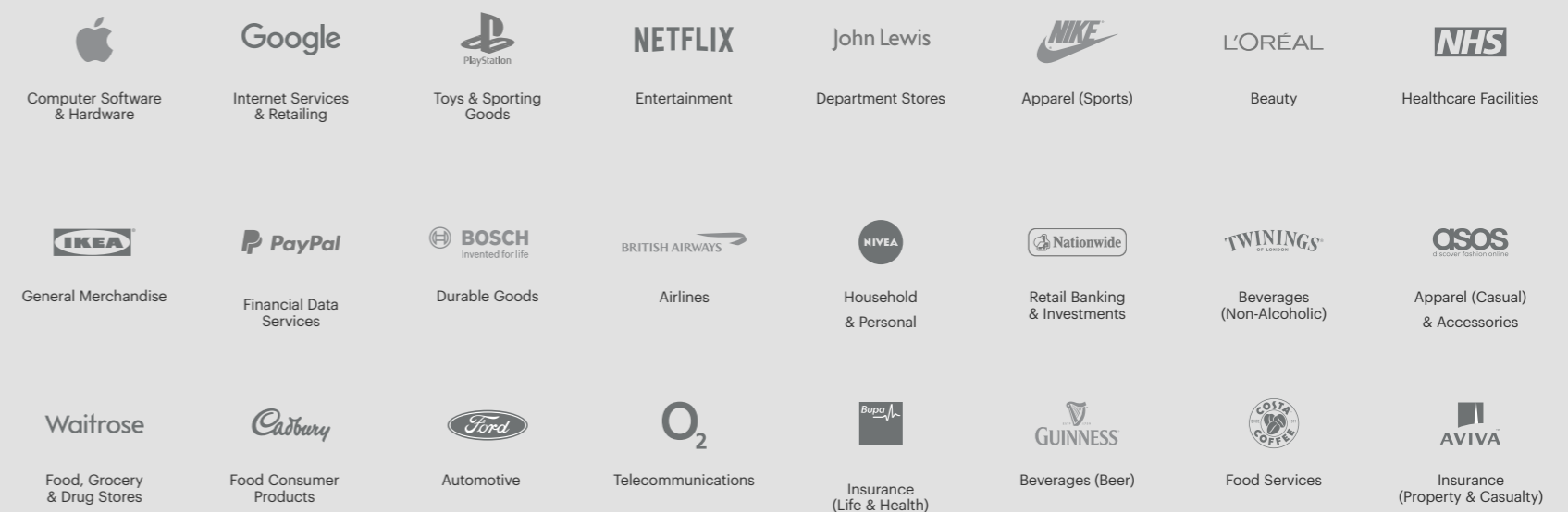
How it all adds up



How it all breaks down



Category Leaders



The Top 50 Brands

Following are the top 50 most relevant brands ranked by UK consumers. The brands were selected for inclusion in the survey based on contribution to UK households.

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The Top 50 Brands

In the UK, we surveyed nearly

10,000

consumers across 225 brands in 24 categories

#1 **APPLE**

Still the pick of the bunch

All brands want to be like Apple. The products are fiendishly clever, but the formula for Apple's enduring global success is straightforward: keep setting the benchmark for high quality products and experiences that are intuitively usable.

Apple scores particularly well for 'being in touch' – the Californian tech giant is brilliantly attuned to its global consumers and their changing needs. The company dares to make the first change. They are usually right, and others follow their lead. Customers are as obsessed by Apple as Apple is by its customers, and the national conversation is regularly hijacked by even minor design changes or tweaks to functionality in its products. This is all testament to Apple's profound relevance.

The Apple brand remains as fresh and enticing as ever.

#2 **GOOGLE**

Both new and normal

Not ranked? Work with Prophet on strategies to make your brand relevant to consumers

Google is used every day by almost everyone, and is trusted to do its job. The brand scores higher than almost any other for pragmatism. Whilst dominating search, Google remains innovative and exciting, constantly exploring new, and ever more futuristic, products and services.

Users of Google's search, Maps and Mail software are loyal, and new products are focused tightly on consumer needs – often stealing a march on competitors. The company has redesigned its visual identity without pretense and introduced it seamlessly. Product innovations are practical and useful, and they find a fascinating counterpoint in more daring large-scale innovations like the driverless car.



140

2026

#3 **AMAZON**

Amazon delivers

Carrots, canoes, crisps, cables, candles, Camus, Cartland, Clapton and now Clarkson; Amazon brings the world to our homes.

Doing so consistently well gives the Seattle-based business permission to expand their offer all the time. Now we trust them not only to deliver our entertainment to us, but also to produce that entertainment in the first place.

Having already innovated with Prime, Prime Now, Fresh and Pantry, Amazon looks set to use Alexa to move the brand from the best-in-home delivery to being a helpful presence in the home.

#4 **PLAYSTATION**

Throne of GAMES

Since its launch in 1994, the PlayStation brand has focused on its audience of serious gamers, using the latest technology to give them experiences they love. Even as its rivals have caught up with PlayStation's console technology, the brand has kept its reputation as a pioneer.

Parent company Sony was quick to realise that for serious gamers, connectivity was the future. The PlayStation brand has converted itself into an ecosystem that serves as a platform for multidimensional user interaction and digital media delivery (including music, video and TV). Thanks to its history of technological superiority, PlayStation has long been the developer's favourite and that's meant cooler titles for serious gamers. Their VR system has been described as "the promised land for virtual reality on consoles".



#5 NETFLIX

Generation 'WHY WAIT?'

What better way to get relevant and stay relevant than by plugging into the deep-seated human love of bingeing? More than just deploying the streaming technology that enables us to sate our desire for immediate gratification, Netflix produces the substance we crave most: stories.

One statistic in particular is testament to their relevance: when they released all fifteen episodes of a new season of *Arrested Development* in the summer of 2013, 10% of viewers made it through the entire season within twenty-four hours.

Netflix productions rival the big broadcasters' and they have a knack for nailing the zeitgeist with shows like *Stranger Things* and *Narcos*. They also push commissioning boundaries – for example with *Orange Is The New Black* and *Sense8*.



NETFLIX ORIGINAL
MANDA
KNOX

NETFLIX ORIGINAL
13TH

NETFLIX ORIGINAL
THE
WHITE
HELMETS

NETFLIX ORIGINAL
NARCOS

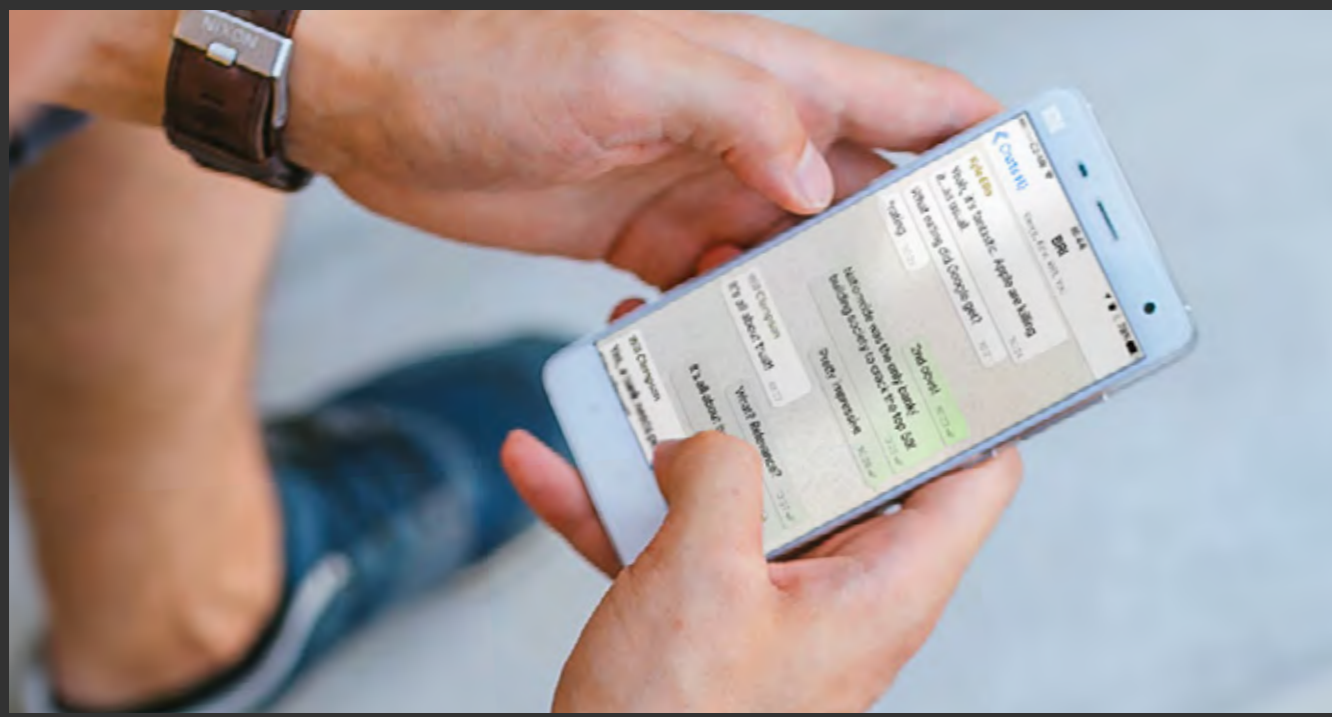
#6 WHATSAPP WhatsApp knows what's up

We love holding conversations in words and pictures and we expect to communicate freely regardless of device or geography. Knowing these things, and responding to them make WhatsApp relevant.

WhatsApp's capacity to share voice memos, photos, and text, with a group or with individuals has, over the course of 2016, been augmented with WhatsApp Calling and WhatsApp for web and desktop.

WhatsApp manages to keep the experience accessible while blending new features, new types of content, extra platforms and even end-to-end encryption. They pull off the most enviable trick in technology: to make complex things appear simple and easy.

What happened to big telcos?
Find out how WhatsApp has trumped traditional telco brands.



#7 SAMSUNG

Poised for a BRIGHT FUTURE

Spearheading Korean tech, the manufacturing giant has single-handedly been responsible for upping global design standards in the Android handset market.

Samsung scores highly for customer relevance, driven largely by perceived innovation and product quality. It continues to offer value that is much appreciated, and consumers are already giving Samsung credit for transitioning from a product-oriented business to a relevant, engaged and more premium brand.

Spanning entertainment and kitchen appliances, Samsung is also creating an opportunity to become the brand at the heart of the connected home – a space in which it could become dominant.

Integrity and trust, the values underpinning John Lewis since 1864, are as relevant today as they were in Victorian Britain. By keeping these values in the foreground of its communications and its behaviour, John Lewis keeps its place in our hearts.

Today, in the UK, we spend more than £9 billion a year at John Lewis. This sustained and growing relevance is due, in part, to consistency (the company sticks to its values), but also to its capacity for innovation. So along with a generous and straightforward returns policy, John Lewis has a slick online presence and an interactive Smart Home in its flagship Oxford Street store.

At such size, and adding more and more channels to market, it is all the more remarkable that the company manages to keep its personal touch.

#8 JOHN LEWIS

Relevance through consistency



#9 DISNEY

As if by magic

As parents know, entertaining more than one generation simultaneously is a tough ask. Disney does it brilliantly. In fact, the company scores well across all four categories of relevance. This suggests they aren't doing something right – they're doing everything right. But the thing they've done best is to respond to the changing needs of a global audience.

Recent productions are astonishing for their range and quality, and the successful acquisition of Pixar is proving successful. In 2015 *Star Wars* broke box-office records and garnered critical acclaim; in 2016 *Zootopia*, *The BFG* and *Moana* are equally high achievers. Merchandise is spot on and they have a knack of maintaining the momentum of their big movie hits with related film projects and new lines.



#10 SPOTIFY

EASY LISTENING

Spotify knows what its customers want. Ease. And it's making the brand stronger to keep to that ethos as they innovate.

To make the music streaming service easy to play, easy to control and easy to find new music, Spotify is not afraid to keep it simple and to work with competitors. This year the company has worked with Amazon and Sonos to make sure users can use Spotify on those platforms, and the company is rolling out automated playlists that introduce users to new music suggestions based on their tastes.

By knowing its customers, and giving them easy access to content they know they will like, Spotify keeps its users loyal and interested.

#11 **LEGO**

100 million children can't be wrong

The Top 50 Brands

Like Apple, LEGO understand the benefits of a carefully controlled product portfolio – in 2015 they stripped the dead wood from their offer and streamlined their licensing agreement.

Sales shot up 19%. Their extension into gaming has been hugely successful, raising awareness of the brand and giving it legitimate place in our digital world. Teaming up with giant entertainment brands like Marvel and Star Wars has given LEGO a boost too. At its core, LEGO is a constructive, creative toy and that means parents welcome it into their homes.

From bricks to clicks, LEGO has immersed themselves into gaming.



#12 **MICROSOFT****Big
Friendly
Giant**

Microsoft is a true colossus. It is everywhere, and enormously successful. It is the only company with three brands in the top 50, because it owns Skype and Xbox too.

The world relies on Microsoft software to work and play. So many of us come into contact with the brand on a daily, indeed hourly, basis. It's been helping us get things done for years – and now it's enabling fun too.

Consumers greatly appreciate the brand's usefulness, rating it highly for pragmatism (*makes my life easier*) and innovation (*pushes the status quo*). The office software is available on every major platform, and it has successfully branched out into entertainment and connectivity. The Microsoft brand is still ambitious to do even better on *connects with me emotionally* and *makes me feel inspired*, challenging arch-rival Apple. It's a rivalry that benefits the consumer hugely.

#13 **YOUTUBE****Not all
must watch
TV is on TV**

YouTube knows the value of its stars, and like a conventional broadcaster it pays them handsomely to stick around. Zoella wants to keep people on YouTube – and YouTube makes it easy for you to watch her channel anytime, anyplace, and interact with her directly.

YouTube stokes its relevance with tireless innovation. As more and more consumers watch video on demand on their TVs the brand is well integrated into Smart TV and 3rd party casters. In September 2016, YouTube increased the social networking nature of the site, launching a 'community' tab. Video posters can share text, images, GIFs, and other content, and their subscribers can like/dislike it, comment, and click through to videos.

The brand is now an integral part of culture – and a large and growing part of how people entertain themselves. And unlike other broadcasters, you can create content too – potentially becoming a star yourself. It's a true democratic force as well as a commercial virtuous circle.



#14 **NIKE**

Global scale, grass roots presence



Nike understand that Hackney Marshes and countless venues like it matter more to UK sport than Wembley or Old Trafford. Their keen support of community sports ensures their relevance to people of all ages. There are Nike Run clubs in London, Glasgow, Cardiff and Liverpool where sessions for runners of all abilities draw people into the sport, and into the brand.

Big sport is important to Nike too, and they balance their grassroots involvement with a relentless focus on top athletes. Mo Farah won his 2016 Olympic gold in head-to-toe Nike, and the England football is Nike sponsored.

The company is also doing fascinating innovation in shoe and fabric engineering. With the advances it has already made in connecting devices, there are pleasant surprises coming for the customer that may strengthen the brand further.

We have the inside scoop
on what keeps Nike relevant

Let's chat
about it.

Bold, creative, insightful and technically brilliant, Pixar is the consummate 21st century storyteller. Parents love their clever concepts and snappy, articulate scripts. Children simply love them. Great characters and concepts lead to great merchandise and a strong emotional connection with all ages. Their back catalogue reads like a roll-call of modern classics: *Toy Story*, *Finding Nemo*, *Ratatouille* and *Inside Out* will all stand the test of time. Parent company Disney continues to let the creative and commercial success story that is Pixar swim where it may. And it keeps on swimming, swimming, swimming...

#15 **PIXAR**

Great stories, brilliantly told



Xbox has been an innovator from the get-go. The bold idea of bringing PC gaming to TV screens helped Microsoft's console muscle its way into position alongside PlayStation and Nintendo. Persistent and timely innovation has kept them relevant for a broad demographic of gamers. Kinect and Xbox 360 and online Xbox Live were so influential that they continue to drive innovation into more recent accomplishments.

The latest innovation, Xbox Play Anywhere, is set to make just as big a splash. This new feature for Xbox and PC games means if you buy a game digitally, you can play it on your Xbox or PC and the progress is shared across the different platforms. Making Xbox more ubiquitous and convenient will drive the brand's relevance further.

#16 **XBOX**

Modern workhorse

Like this story?

This could be your company next year



#17 **NINTENDO**

The quirky one

Nintendo stands apart from the other console companies; it's more playful, has a wider appeal and the longstanding backing of a delightful Italian plumber. Constant innovation keeps the brand relevant. Motion control, touch screens and the Nintendo Switch, which will allow you to play at home and on the move - all innovations that keep Nintendo fun and fascinating. And then there's Pokemon Go! Its international success offered a spike to Nintendo, thanks to their part ownership of the developer Niantic, and of Pokemon itself.



#18 **L'ORÉAL****Kim & Ko. inspires opportunity for L'Oréal**

L'Oréal is the largest cosmetics company in the world, and its brand has become synonymous with bringing high-end fashion and cosmetics science to the masses.

Thanks to the Kardashians, 30% of British women wanted to try the contouring technique for make-up. But only 2% had bought the products to do it until L'Oréal recognised the opportunity and invested heavily in R&D. The resulting new range was launched with online tutorials and much social media engagement. The company has successfully made a niche, intimidating and expensive process accessible and affordable. The consumer seems pleased with the results, and continues to buy the True Match foundation that can cater for 98% of British skin tones and the new Elvive hair products range for different types of curl.

#19 **BBC****Your favourite Auntie**

The BBC is near universal in its appeal and reached 96% of the UK in 2015/16. It grabbed our attention with content like *War and Peace* and *The Night Manager*, and stayed relevant to audiences of all ages making a social media splash with, among other things, the launch of *Doctor Who* spin-off, *Class*.

Auntie has a lot of competition from Video On Demand services taking away screen time from its own content, but it continues to hold its own with BBC iPlayer having proved hugely popular. The BBC has been adept at separating content from platform. Consumers appreciate it as a brand they can trust and depend on, attributes that are rare, and therefore very valuable, online.

#20 **ADIDAS****Earning their stripes**

Adidas owes its continuing relevance to its strong guiding principle – a determination to equip amateur and professional athletes with the clothes and equipment they need to achieve their “impossible”.

Sticking to this principle keeps adidas relevant to people for whom Nike's more lifestyle orientated positioning holds less appeal. While not as connected to their consumers as Nike, adidas is in tune with the modern consumer's need to look great on and off the sports field. Their two fashion ranges adidas Originals and adidas Style leverage their heritage as a sport and style icon to great effect.





#21 NO.7 Lip service

The “British and best” factor may be an element in the extraordinary brand loyalty that Boots achieves with No.7 but price, availability and habit have just as much to do with it. The consumer knows what consistent value it gets from No.7, and it has made the brand a huge success.

Boots keeps the quality of the products high and the prices low. No.7 scores most highly in our survey for *delivers a consistent experience*. The company has so many shops that the customer knows exactly where to find this tried and tested line of make-up and beauty products. There are new hits with the customer too, such as the Lift & Luminate Serum, and there is always innovation in the pipeline.



#22 INTEL Ruthless innovation

In April 2016 Intel laid off 11% of its total workforce as part of a restructuring. Tough? Yes. But essential for its relevance and growth as it sought to transform itself from a PC-based business to an indispensable Cloud and IoT company.

Intel was a leading exemplar of Moore’s law (which states the bi-annual doubling of processing power). Where other tech firms have pedaled back from this assertion, Moore’s law remains the backbone of Intel’s strategy. It’s an increasingly bold approach but it keeps Intel innovative and it keeps them relevant.

This willingness to transform in the name of innovation is emblematic of Intel’s bravery and single mindedness. And of course, by making big bets on the future of computing, they position themselves to play a big part in that future.



#23 EBAY A nation’s habits under scrutiny

Incredibly eBay’s access to big data means they know that the average Brit spends 51 days planning the purchase of a Christmas sweater. That’s what 21 years of data can do for you. It can help your brand stay relevant too, creating content marketing and customer experiences that reflect exactly what people are thinking, doing and wanting at a particular moment. This is why people feel as though eBay makes their lives easier.

eBay’s first UK retail report, released on their 21st anniversary, tied searches to popular events – such as the screening of *The Great British Bake-Off* and *Game of Thrones*. eBay has used data and analytics to demonstrate its relevancy, show it understands consumers, and keep itself in the public eye as it evolves.



#24 NHS A brand to be proud of

The NHS scores exceptionally well for trust and for having a purpose that people believe in. Our national healthcare provider is one of the top four British brands this year.

In 2015 only 8% of healthcare in England was bought from the private sector, and the NHS remains an internationally famous benchmark for public health. With such a large budget, and being so close to people’s hearts, it remains a huge part of the national conversation, and, like the BBC, is still a jewel in the national crown.



#25 IKEA Designed for relevance

The Swedish giant made good, contemporary design available to all: there are very few houses or offices that aren’t home to an Ikea something or other with an unlikely name.

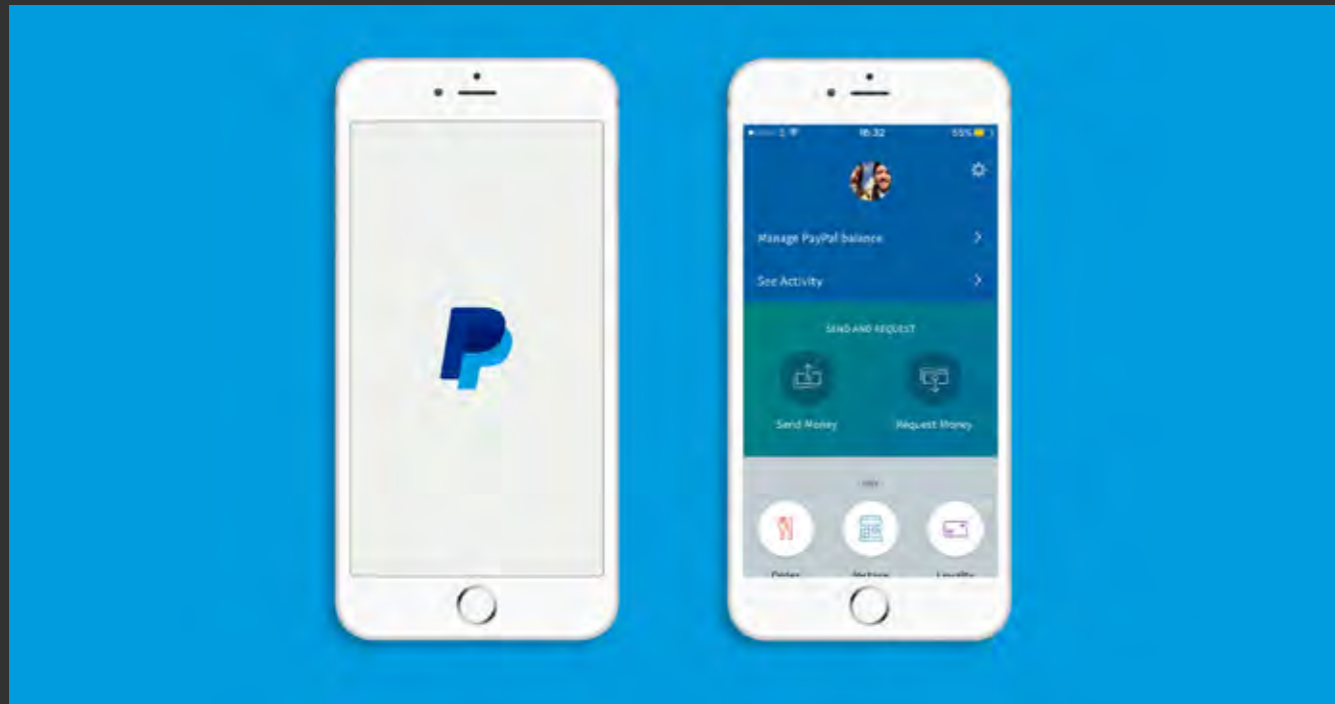
Ikea products have an enduring relevance, and now they’re investing heavily in e-commerce, home delivery and the in-store experience to ensure the way we choose and buy Ikea stays relevant too.

#26 PAYPAL

A reward for reliability

PayPal has the highest ranking of any financial data service company, reflecting their length of service in online payments, their consistency and dependability.

There are threats on the horizon as Apple, Samsung and Google move into payments. Innovation is high on the agenda though, as PayPal looks to allow different kinds of funding into PayPal accounts like salaries and peer-to-peer transfers. And in July 2016 they signed a deal with Visa. MasterCard and PayPal are also in discussions. PayPal's willingness to find and execute innovative business models should help them stay relevant, even as the online payments landscape changes.



#27 THE NORTH FACE

A brand on the ascent

A deep understanding of their customers is at the root of The North Face's relevance. They know what thrills their fans, and what they dream of doing when they're at their desks. As a result, their content and branded experiences hit home, and are doing a good job of encouraging people to shop outside the product category that drew them into the brand in the first place. Given the long lifespan of their garments, this is essential in driving sales.

The lockers in their Regent Street store are a lovely example of the brand's insight – shoppers can lock their baggage up and explore the city unencumbered. It's a simple, generous idea and perfectly in tune with the brand's "Never Stop Exploring" mantra.



#28 CLINIQUE

Everyone loves the soft sell

Clinique has brought out a beard conditioner. The trusted make-up and skincare brand is still coming up with new stuff – and this could hardly be more relevant to the zeitgeist.

For years Clinique has been building its reputation for quality, and appears in all the Top Tens the beauty magazines come up with. Recently the brand has worked hard to be seen as the innovator by the beauty bloggers, and to go back to its roots in the science of skincare. The sonic cleanser device is an example of how the company is blending science with fun. A vibrant look and feel, and the upbeat naming of new products (viz. the new eye cream "Pep Start"), is also helping a whole new generation to appreciate a brand that is already popular and trusted.



#29 CONVERSE The Millennial perennial

Converse's fortunes have been turned around since the company was taken over by Nike in 2003. With music sponsorship and social media output that gives a well-tuned and contemporary perspective, the footwear line has become a brand deeply ingrained with millennials.

Being relevant and fashionable through street cred is fraught with difficulty, and tinkering with some much-loved classic footwear only adds more risk. But tying together music and fashion has produced a channel to youthful consumers that has really paid off. Converse has made getting it right in a notoriously tricky market look easy.



#30 BOSCH White goods right good

Bosch has set out its stall as a durable goods brand where the goods are actually durable – and is clearly a winner for doing so. It is the only brand in its sector in the Top 50.

The consumer clearly understands what the brand offers, and trusts and depends on its products across many categories, from drills to washing machines. Consumer magazine *Which?* produces a guide just to Bosch washing machines, such is the demand.

Bosch tweaks its product range continually, and is also very active in developing the Internet of Things, particularly in the area of car safety, looking at connectivity, steering and automated driving. When B2B innovation works, a consumer offering is usually not far behind.



#31 MAYBELLINE Sets lips buzzing

By using supermodels primarily on social media, the make-up company gets brand loyalty for its affordable new products almost instantly.

It's been three years since the launch of BabyLips in the UK, but this year they launched a version of the product that changes colour with the individual pH of the user's lips. These neon lipstick tubes are instant selfie material, and the buzz from Instagram and Snapchat by Maybelline's social media spokespeople like Gigi Hadid, has created a craze.

The company knows exactly how to get to its audience, and exactly what they want. With the price at £2.99, it's within every teenager's budget and creates loyalty that the company may hope to capitalise on further as the consumer matures.



#32 **BRITISH AIRWAYS** Clear view over Blighty

BA is still a Brit's favourite airline, scoring well in almost all categories. The company reinforced its consistent brand credentials this year by flying the union flag to great effect during and after the Olympics.

There are interesting times ahead for the company. Will the consistent growth continue? Will the considerable investment in new aircraft pay off? The company can confidently weather macro-and micro-economic fluctuations because of the international nature of its business. Parent company IAG may have scaled back its growth plans over all for a variety of factors, but these are unlikely to affect the UK.

The view of its home country looks good from the skies for the national airline.



#33 **NIVEA** Under the skin

Nivea has taken social media to heart. The presence is strong, but the company's activities are very human and personal. It responds instantly to its customers' questions, even letting them know where they can get the clothes featured in the adverts. This attitude chimes perfectly with the brand's strategy in regard to partnerships, communications and marketing: to be down-to-earth, friendly and practical. So it's no surprise to learn that Nivea scores very highly on our index for pragmatism.

Its partnership with Cancer Research UK, a well-known and well-regarded charity, means the company's commitment to skin cancer issues is also felt by the consumer to be honest and true.



#34 **VIRGIN ATLANTIC** Branson out of a pickle

It's more than 30 years old yet Richard Branson's airline still manages to have the feel of the insurgent about it. Still fresh and youthful, we now also trust Virgin Atlantic to give us a consistent experience and better time while we travel than most competitors.

Willie Walsh, The Chief Executive of arch rival British Airways, suggested that the brand would not exist for long after 49% of the company was sold to Delta Airlines in 2012. But with tech partnerships doing good work on improving the entertainment experience, a large new investment in the fleet, and a return to profit this year, Virgin Atlantic seems to be doing just fine for business, and in the eyes of the consumer.



#35 **BODY SHOP** Sitting pretty after a return to their roots

Margins at the Body Shop were at a seven-year low last year. This year the company changed its brand strategy, going back to its ethical roots as well as launching new products and ranges. It's working so far.

Consumers are talking again about the eco-friendly and ethical foundations of the company with transparent and achievable targets on ethical sourcing; premium products concentrating on skincare are giving greater choice; and other innovations such as bespoke advice in-store from uniformed staff are being well-reviewed.



Sky, the jewel in the News Corp's British crown, is weathering changes in the media market well. Still such a strong brand in sports exclusives, Premiership football, and the latest movies, Sky is not resting on its laurels.

Online rivals with deep pockets are competing for the household's media budget, and Sky Q and Sky Go have been launched to diversify the company's offering on format. But it is the headline original dramas that most define what the public think of the brand. Expect transatlantic talent and heavy investment in shows with family appeal.



#36 SKY

The dish best served cold



#37 EA

In the game

EA has one of the strongest heritages in gaming, and they own one of 2016's most hotly anticipated titles, *Battlefield 1*. They have a strong presence on social media which they use to build excitement around titles. They've even tested *Battlefield 1* socially – more than 13 million gamers played the beta version. Bugs didn't stand a chance.

In a sector that depends on innovation to stay relevant, EA's formation of Frostbite Labs to push the outer limits of gaming is bound to yield results. But despite all this EA comes in below Nintendo in our index, suggesting that however high the tech gets, connecting with people on an emotional level still matters.



#38 SKYPE

Doing one thing well

Mobile bandwidth is increasing and telephony costs are being driven down. Yet Skype, far from being squeezed by these factors, has become more and more relevant to our everyday lives. We trust the app to make our video and audio calls, and it is now far ahead of any other traditional fixed line or mobile telecoms brand.

But a commercial challenge is coming from WhatsApp, which now surpasses Skype in our branding list. With an even spread between consumer and business, and a steady stream of welcome innovations coming down the line, the company should be able to weather the ever-changing communications storm.



#39 DOVE

From empathy to trust

Dove has one of the most distinctive voices in the world with its “real beauty” ethos, and it’s working for the company very nicely.

Having disassociated itself from the usual haranguing and youth-obsessed voice of the beauty industry, Dove has been transmitting a supportive and non-judgmental message about ageing for years. Now it has gone one step further, and decided not to use the term “ageing” at all. The brand references liveliness, vitality and taking care of oneself naturally. As a result of this message, and the campaign around the Olympics speaking up about the sexist treatment of female athletes, its skin- and haircare brand is connecting very strongly with its target audience.

#40 FISHER-PRICE

Plastic fantastic

Every parent knows that when a child plays with a physical toy, he or she is learning and happy. And now that screens of all kinds are everywhere in children’s lives, the imagination can thrive on screen too. It’s just a question of how it’s done.

Fisher-Price has created 5,000 physical toys since the 1930s, and a Fisher-Price toy is in most homes where there is a child under five. Parent company Mattel knows that the brand must continue to develop, and it has successfully embraced the new technology. The company’s forays into the world of the app are on brand because it has focused on learning. The consumer is lapping up this well-researched and appropriate new generation of toys, and we expect more innovation from this deeply trusted brand and much-loved toymaker.



#41 VISA

Omnipresent and reliable

Consumers recognise Visa as a brand that “just works”, as it underpins thousands of their transactions every year. But behind the scenes, Visa works furiously to sustain its reliability – and its relevance.

They operate a network of innovation centres in San Francisco, Dubai, Singapore and Miami and a pan-European “lag” spread across Berlin, Tel Aviv and London. Working on emerging technologies like Blockchain, these centres should keep Visa at the forefront of how we pay for the things we buy.



#42 COLGATE

Taking the tube

Colgate has been making toothpaste in a collapsible tube since 1896, and would only have had to make one false move in the last 120 years to ruin the brand. But Colgate has never slipped up, and is as consistent and trusted as ever.

Now making oral care products for everyone – from when you first have teeth to well after you have none – Colgate is a very steady ship. It doesn’t score too highly in innovation (despite the fact that it does innovate very successfully), but that’s probably the way the brand wants it. It is also quietly doing fabulously in the very valuable markets of India and China. Absolute consistency, high quality and value pricing is what the consumer wants.



Gillette's status as the leading shaving brand has been under attack. The fashion for beards hasn't helped, and there is the direct challenge from shave clubs that try to reduce the cost of shaving. But the brand has risen to these challenges to stay relevant.

Olympic sponsorship and a TV advert that grabbed attention and had the message "pretty isn't perfect" has helped Gillette to reinforce its reputation as the best brand in its field and a constant innovator. The dollar shave club in the US has had a few copycats in the UK, but on the basis that if you can't beat them, join them, Gillette has also created a subscription service where consumers can reduce their costs. And it's actually had the effect of protecting the company's market share and business model from disruption. Given that all fashion is cyclical, might Gillette pick up more traction when the next generation inevitably turns against the beard once again?

#43 **GILLETTE**

Still King despite "PEAK BEARD"

The Top 50 Brands

Rimmel's enduring appeal – and what makes it the no.1 make-up brand in the UK – is fundamentally about fine products that are excellent value and perfectly dependable. But the brand has a number of other strings to its bow to keep it relevant in the digital age.

The face of Rimmel has been changing since 1834 to incorporate contemporary trends and culture. You don't get to where the brand is without knowing how to change. From Kate Moss, to Rita Ora, to Cara Delevigne, the company knows how to get the face that fits the zeitgeist. But Rimmel has also become a very savvy user of social media, understanding its target audience completely and coming up with new beauty solutions that move with the times.

#44 **RIMMEL**

The Moss GLOSS



#45 **M&S**
A heartening result

M&S still holds a special place in our hearts and we still value its trustworthiness and consistency. This good news is set against a tough backdrop of falling clothes sales. A new CEO is working hard to turn this around and halt their reliance on discounting. It won't be easy, but as our results show, they're working from a strong base of trust. Food is a different story; in 2016 total sales grew by 4%, buoyed by high quality innovations. The best news for M&S? They scored higher than Waitrose.



Nationwide is ahead of all other retail financial services in every metric on our survey. Customers find it to be most relevant because it is a consistent, trusted brand that is there when they need it.

By contrast with other high street names which have found their brands cheapened in the wake of the banking crisis of 2007/08, Nationwide is reaping the benefits of having a purpose that people believe in: being run for the benefit of its members. And in the age of social media and crowd-based business models, this traditional form of business ownership is chiming perfectly with the modern consumer. Nationwide has done brilliantly to come out on top without fuss or hype.



#46 **NATIONWIDE**

The building society is back

#47 **TWININGS**

Still everyone's cup of tea

To stay relevant, heritage brands like Twinings must tread a fine line. Britain's oldest tea brand rarely puts a foot wrong as it balances the security and comfort of their traditional, essential ranges with topical products and delightful limited edition lines.

2016 saw a handful of flagship events like High Tea on the Cutty Sark, and the release of limited edition tins marking Queen Elizabeth's 90th birthday. A busy calendar of local events keeps this 300-year-old brand top of mind and tip of tongue across the country.

Then there are the new products keeping Twinings feeling modern and relevant. They don't stay on the shelves for long, but they make a splash when they are there. Salted Caramel Green Tea tasted as interesting as it sounds, and it was bang on trend.

Why no one wants British brands?

Find out why we are becoming less popular



#48 **BENEFIT**

Arch rival is having a laugh

The Guardian has called the eyebrow the beauty obsession of the decade, and you couldn't say it's wrong. Perhaps a particularly in vogue topic at the moment thanks to the fact that Cara Delevigne is everywhere, Benefit is having a field day.

Maybe the brand has a way to go before it challenges its rivals Rimmel and Maybelline, but it's certainly scoring well for distinctiveness. In fact Benefit has so quickly become a much-loved brand because of its unique voice – and that's all about not taking itself too seriously.



#49 **ASOS**

The best dressed brand in town

Another great British success in the rag trade, the online fashion and beauty store concentrates on the latest trends for young adults – but really it's all things to all people. From high fashion to finding a particular retro look, ASOS is the go-to marketplace.

The shopping experience is easy and works well on all platforms, delivery and returns are no hassle, and the public gives it consistently good scores in all categories. The launch of a drama/dating show has risks attached, and the exploration the company is making into crunching its prodigious amounts of data to sell to the individual will be an interesting experiment to watch. Those algorithms had better be smart.

#50 **WAITROSE**

The rose of retail

Supermarkets have had a tough time in the last year, and there are rumblings of a new price war on the horizon. Waitrose has not been immune to these difficult times, but the brand has continued to be immensely popular. Customers trust it, and love it.

As well as getting the food and the service ethic so absolutely right, Waitrose's parent company, the John Lewis Partnership, has masterfully tackled the distribution challenges of online sales. The investment in its supply chain in general has been massive, but it will pay off in the long run and the British consumer can feel it. Living near a Waitrose store can add as much as £40,000 to the value of a house. And there's nothing a Brit likes more than that.



Defining Relevance:

RELEVANCE:
brands we depend on

What's brand relevance?

In an era of expanding customer expectations and constant competitive change, brands must continually find new ways to engage and delight people in order to win. Those that do are what we call relentlessly relevant, always seeking deeper and steadier connections to their customers.

Relentlessly relevant brands engage, surprise and connect. They delight, disrupt and deliver. They are restless. They push themselves to earn and re-earn customers' loyalty — and they define and redefine what's possible in their categories and in our world.

Those companies that have built relentlessly relevant brands generally have four common characteristics...

**1**

Customer Obsessed

Brands we can't imagine living without.

Everything these brands invest in, create and bring to market is designed to meet important needs in peoples' lives.

2

Ruthlessly Pragmatic

Brands we depend on.

These brands make sure their products are available where and when customers need them, deliver consistent experiences, and simply make life easier for their customers.

3

Distinctively Inspired

Brands that inspire us.

These brands make emotional connections, earn trust and often exist to fulfil a larger purpose.

4

Pervasively Innovative

Brands that consistently innovate.

These brands don't rest on their laurels. Even as industry leaders – they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs.

Themes:

RELEVANCE

= Growth

Relevant Brands

STAY TRUE

The most relevant brands stick to what made customers like them in the first place, tuning out the noise generated by competitors and doing *their* thing brilliantly well.

LEGO is the highest ranked toy brand, and 11th overall in the BRI, scoring 2nd in *distinctively inspired*, because it:

- is focusing on its raison d'être of imaginative play and construction
- rowing back on licensing
- slimming down its portfolio

PlayStation left Xbox and Nintendo in its wake, scoring 2nd over all in the BRI for *pervasively innovative*, because it is:

- back at the cutting edge of gaming
- putting gaming front and centre
- innovating in online gaming

Relevant Brands **MEET NEEDS**

Relevant brands grab market share from bigger, more established competitors by constantly finding new ways to meet customers' needs.

Netflix ranks 3rd in the BRI for *makes me happy*, and 4th in *customer obsessed*, by:

- taking risks with its new productions, delighting customers along the way
- doing good deals for content with, for example, Marvel
- subverting the traditional payment model

WhatsApp ranks 6th in the BRI for *ruthless pragmatism* – way ahead of parent company Facebook's 80th – because it is:

- for everyone on every platform
- making communication simple and easy
- maintaining free service

Relevant Brands MATTER

People want to express themselves, and be in charge of their own image. A really modern brand doesn't just let them do this – it positions itself at the heart of the matter.

Beauty and Cosmetics brands make such a strong showing in the BRI (7 of the Top 50) because they:

- embody affordable luxury
- are personal and expressive
- have a purpose the customer can believe in

Nike is the highest-ranking apparel brand, and 5th in *makes me feel inspired*:

- it exhorts customers to take their own path
- it engages at every level of sport, from grass roots to elite athlete
- it takes the aspiration to achieve beyond the sporting world for universal appeal

Relevant Brands

EMPATHISE

Brands that show an intuitive understanding of their customers needs and the way they live get into the thick of our lives and stay there.

Apple, **Google** and **Amazon** are 1, 2 and 3 on our list, with high scores in every category because:

- they are always learning about their customers and what they want
- they are making the right promises and delivering against them routinely
- they are ruthlessly pragmatic in giving us exactly what we want

ASOS nudges more established retailers out of the Top 50 to take the 49th slot because:

- the experience of using their site is as snappy and smooth as its customers
- shipping is fast and elegantly efficient
- their finger is on the pulse of the fashion people want

Relevant Brands

RE-INVENT

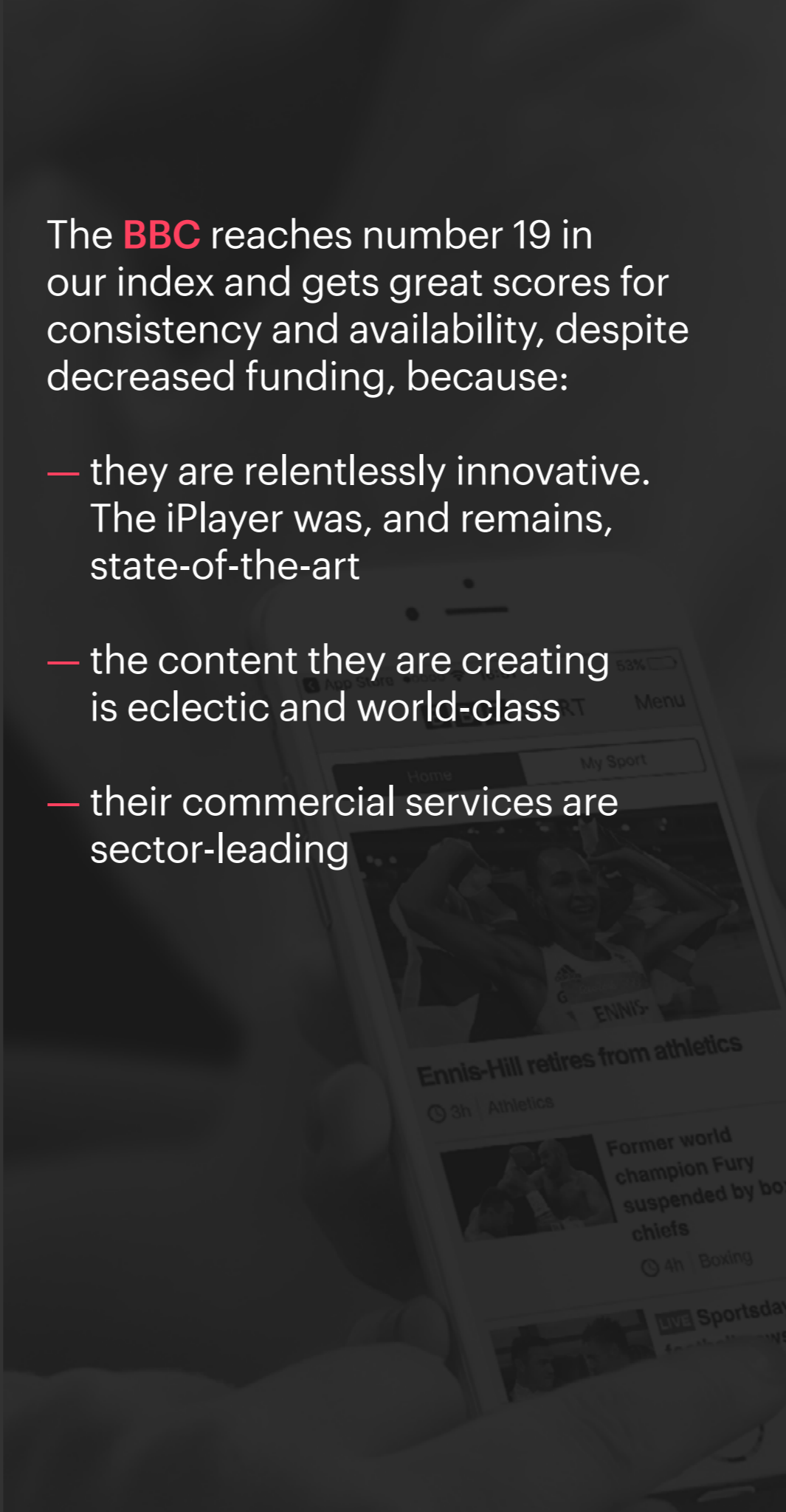
Brands that stay relevant have the flexibility to re-define their business models in order to remain category leaders.

The **BBC** reaches number 19 in our index and gets great scores for consistency and availability, despite decreased funding, because:

- they are relentlessly innovative. The iPlayer was, and remains, state-of-the-art
- the content they are creating is eclectic and world-class
- their commercial services are sector-leading

PayPal easily outperformed their category in delivering a consistent experience and having better products and experiences:

- delivering a relentlessly consistent experience
- seeking out new partnerships all the time
- focusing on doing what they do best



Relevant Brands

ANTICIPATE

Brands that understand the value of careful curation in a media-saturated world create experiences that cut through the digital clutter.

Millennials rate **YouTube** higher than any other brand for being modern and in touch, and highly for *driving happiness* because:

- they're helping to create a culture around creation and sharing
- their recommendation engine works brilliantly
- they're making stars of their content providers

Spotify is praised for being innovative, ubiquitous and reliable:

- the user interface is seamless, intuitive and subject to constant, subtle updates
- it's available over any digital platform you care to think of
- they're partnering with brands who increase their reach and penetration

Industry Leaders:

It means

LEADING

the industry, and charting new paths for growth

Industry Leaders

Companies that rose to the top within each of their industries have a lot to teach us about how to be relentlessly relevant as consumer preferences change and expectations rise.

IN AT #1

Computer Software & Hardware



2 Samsung	3 Microsoft
4 Intel	5 HP

Internet Services & Retailing



2 Amazon	3 WhatsApp
4 Spotify	5 YouTube

Toys & Sporting Goods



2 LEGO	3 Xbox
4 Nintendo	5 Electronic Arts

Entertainment



2 Disney	3 Pixar
4 BBC	5 Sky

Department Stores



2 Marks & Spencer	3 Debenhams
4 House of Fraser	5 Fenwick

Apparel (sports)



2 adidas	3 The North Face
4 Converse	5 Oakley

Beauty



2 Boots No7	3 Clinique
4 Maybelline	5 The Body Shop

Healthcare Facilities



General Merchandise



2 Argos	3 Currys
4 B&Q	5 Toys R Us

Industry Leaders

Financial Data Services



2 Visa	
3 MasterCard	4 American Express

Durable Goods



2 Hotpoint	3 Philips
4 Miele	5 Zanussi

Airlines



2 Virgin Atlantic	3 Emirates
4 Thomson Airways	5 easyjet

Household & Personal



2 Dove	3 Colgate
4 Gillette	5 Johnson & Johnson

Retail Banking & Investment



2 Barclays	3 Lloyds
4 Santander	5 NatWest

Beverages (non alcoholic)



2 PG Tips	3 Nescafé
4 Innocent	5 Alpro

Apparel (casual) & Accessories



2 Next	3 Zara
4 New Look	5 Primark

Food, Grocery & Drug stores



2 Sainsbury's	3 Holland & Barrett
4 Lidl	5 Iceland

Food Consumer Products



2 Kellogg's	3 Heinz
4 Quaker	5 Marmite

Automotive



2 Mercedes-Benz	3 BMW
4 Audi	5 Land Rover

Telecommunications



2 EE	3 BT
4 Three Mobile	5 Carphone Warehouse

Insurance Life & Health



2 Saga

Beverages (Beer)



2 Stella Artois	3 San Miguel
4 Carlsberg	5 Heineken

Food Services



2 Domino's Pizza	3 Nando's
4 Wetherspoon	5 Subway

Insurance Property & Casualty



2 Direct Line	3 Legal & General
4 More Th>n	5 Axa

Not in the ranking?

Work with us to make your brand permanently relevant

Methodology:

Relevance is the single

GREATEST

determining factor for a brand's long-term success

**The methodology
behind the
Prophet
Brand
Relevance
Index™**

Prophet is in the business of helping organisations grow better brands and businesses.

Our clients have often asked for our perspective on the value of the existing brand rankings. And while there are several other brand lists and rankings out there today, none speak directly to consumers to find out which brands are the most indispensable to their lives – the ones consumers simply cannot imagine living without.

We created the BRI to help business and brand leaders measure the relevance of their brands, and provide them ways to improve it.

How were the included companies selected?

Companies from all industries that contribute materially to UK household spend were included in the study. Their contribution to household spend was sourced from the Office for National Statistics' 2015 Family Spending Report (UK). Within each industry, the companies that were included achieved outsize business performance (MRY revenues and trailing 3-year revenue growth) within their respective industries. In some instances, smaller companies that have been driving change in these industries were also included given their significant traction with consumers.

What was the primary research objective?

To understand the principles that great brands execute against — in customers' minds — in order to establish themselves as relentlessly relevant.

How many brands were rated?

800 brands were rated in total. Brands not included were those in the tobacco and firearms categories and companies engaged solely or primarily in business-to-business (B2B) categories.

What does it mean for a brand to be relevant?

At Prophet, we believe that the strongest brands are relentlessly relevant, and they do four things well — first, they're customer obsessed. Everything they invest in, create, and bring to market is designed to meet important needs in people's lives. Second, they're pervasively innovative. They don't rest on their laurels, even as industry leaders — they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs. Third, they're ruthlessly pragmatic. They make sure their products are available where and when customers need them, deliver consistent experiences, and just make life that much easier for people. And, finally, they're distinctively inspired. They've made emotional connections, earned trust and often exist to fulfill a larger purpose.

To what extent does this build on David Aaker's IP?

To a significant extent, of all the characteristics of a brand, the one that is necessary for success is relevance. Brand "preference" and "differentiation" long ago ceased being central to the calculus of success because of the speed at which markets and customer needs change. Aaker's core point, that brands have to create new subcategories and dominate them so no other alternatives are even considered, is central to the idea of relevance.

Want to learn how Prophet can help you unlock growth by building a relentlessly relevant brand?

Prophet is a consultancy that helps clients find better ways to grow by focusing on three important areas: creating relevant brand and customer experiences, driving accelerated growth strategies and leveraging digital as a transformative force in their business.

Custom Index & Actionable Work Session

Like what you see in the Brand Relevance Index? Seeking to apply it to your customer targets to learn how your brand measures up among the audiences you care about most? Join up with us using an agile, analytical, and actionable hackathon-style approach to identify a series of ideas to drive growth for your business.

Contact [Ian Kirk](#) for more details on our custom research and co-creation session.

Our core work:

Brand & Experience

Digital Transformation

Growth Acceleration

Let's talk.

We'd love to continue the dialogue or sit down and talk about how you too can build a relentlessly relevant brand.

Contact us today.

For media inquiries, please contact Zoe Oakes at Prophet.

Want to know more about Prophet or the BRI, please feel free to get in touch with us at one of our offices below.

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SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research. SSI reaches participants in 90+ sample countries via Internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 40 offices and remote staff in 20 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI's 4,000+ employees serve more than 3,000 clients worldwide.