

## OFFICIAL TOP 500 2011

BRAND	RANK	INDEX	CATEGORY
MERCEDES-BENZ	1	100.00	Automotive - Vehicle Manufacturer
ROLEX	2	95.81	Watches & Accessories
BBC	3	94.03	Media - TV Stations
COCA-COLA	4	92.30	Drinks - Carbonated Soft Drinks
GOOGLE	5	89.15	Internet - General
MICROSOFT	6	87.92	Technology - Computer Hardware & Software
BMW	7	87.01	Automotive - Vehicle Manufacturer
BRITISH AIRWAYS	8	84.64	Travel - Airlines
APPLE	9	84.04	Technology - Computer Hardware & Software
JAGUAR	10	81.81	Automotive - Vehicle Manufacturer
MARKS & SPENCER	11	81.22	Retail - General
ROYAL DOULTON	12	77.40	Household - General
DULUX	13	76.92	Household - General Consumables
DURACELL	14	76.80	Household - General Consumables
AA	15	75.89	Automotive - General
LEGO	16	75.75	Leisure & Entertainment - Games & Toys
VIRGIN ATLANTIC	17	75.09	Travel - Airlines
ROYAL ALBERT HALL	18	74.37	Leisure & Entertainment - Destinations
GUINNESS	19	74.14	Drinks - Beer & Cider
THORNTONS	20	74.12	Food - Chocolate & Confectionery
JOHN LEWIS	21	74.08	Retail - General
WEDGWOOD	22	73.50	Household - General
FAIRY	23	72.60	Household - Cleaning Products
HARRODS	24	72.18	Retail - General
MICHELIN	25	71.87	Automotive - General
KELLOGG'S	26	71.54	Food - General
HILTON	27	71.43	Travel - Hotels & Resorts
HEINZ	28	70.60	Food - General
SCHWEPES	29	69.56	Drinks - Carbonated Soft Drinks
ENCYCLOPAEDIA BRITANNICA	30	68.11	Media - Reference
DYSON	31	67.95	Household - Appliances
NIKE	32	67.16	Sportswear & Equipment
ANDREX	33	66.80	Household - General Consumables
CADBURY	34	66.14	Food - Chocolate & Confectionery
AUDI	35	65.87	Automotive - Vehicle Manufacturer
NINTENDO	36	64.20	Leisure & Entertainment - Games & Toys
HÄAGEN-DAZS	37	63.87	Food - General
FISHER-PRICE	38	63.80	Leisure & Entertainment - Games & Toys
TWININGS	39	63.52	Drinks - Coffee & Tea
BANG & OLUFSEN	40	63.30	Technology - General
TATE GALLERIES	41	63.05	Leisure & Entertainment - Destinations
SONY	42	62.68	Technology - General
BOSCH	43	62.22	Household - Appliances
ADIDAS	44	61.71	Sportswear & Equipment
DETTOL	45	61.57	Household - Cleaning Products
RAC	46	61.48	Automotive - General
GLENFIDDICH	47	61.15	Drinks - Spirits
THE NATIONAL LOTTERY	48	60.93	Leisure & Entertainment - Gambling
KLEENEX	49	59.96	Household - General Consumables
GREEN & BLACK'S	50	59.75	Food - Chocolate & Confectionery

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BRAND	RANK	INDEX	CATEGORY
GOODYEAR	51	59.57	Automotive - General
LEVI'S	52	59.28	Clothing & Footwear
HORNBY	53	59.11	Leisure & Entertainment - Games & Toys
CALVIN KLEIN	54	58.97	Clothing & Footwear
ROBINSONS	55	58.62	Drinks - General
JACK DANIEL'S	56	58.58	Drinks - Spirits
PLAYSTATION	57	58.49	Leisure & Entertainment - Games & Toys
PIRELLI	58	58.12	Automotive - General
PERSIL	59	57.76	Household - Cleaning Products
PEPSI	60	56.89	Drinks - Carbonated Soft Drinks
DOMESTOS	61	56.62	Household - Cleaning Products
PAMPERS	62	56.50	Household - Child Products
DISNEY	63	56.24	Leisure & Entertainment - Games & Toys
LINDT	64	56.09	Food - Chocolate & Confectionery
BOOTS	65	55.65	Retail - General
TAG HEUER	66	55.61	Watches & Accessories
SHELL	67	55.22	Oil & Gas
POST OFFICE	68	55.10	Services & Utilities
RIBENA	69	54.81	Drinks - General
HOVIS	70	54.69	Food - General
SKY	71	54.64	Media - TV Stations
BEECHAMS	72	54.63	Pharmaceutical
MANCHESTER UNITED FC	73	54.37	Leisure & Entertainment - General
OXFORD UNIVERSITY PRESS	74	53.53	Media - Reference
BIRDS EYE	75	53.47	Food - General
HARVEY NICHOLS	76	53.11	Retail - General
SELFRIDGES	77	52.89	Retail - General
LEXUS	78	52.59	Automotive - Vehicle Manufacturer
DELL	79	52.58	Technology - Computer Hardware & Software
GORDON'S	80	52.36	Drinks - Spirits
DUREX	81	52.20	Pharmaceutical
EDEN PROJECT	82	51.85	Leisure & Entertainment - Destinations
CUNARD	83	51.76	Travel - General
DOUWE EGBERTS	84	51.68	Drinks - Coffee & Tea
NESCAFÉ	85	51.56	Drinks - Coffee & Tea
OMEGA	86	51.44	Watches & Accessories
THOMAS COOK	87	51.19	Travel - Agents & Tour Operators
MCVITIE'S	88	51.16	Food - General
NOKIA	89	51.12	Technology - General
BLACK & DECKER	90	51.09	Household - General
NUROFEN	91	51.03	Pharmaceutical
VISA	92	50.86	Financial
WHISKAS	93	50.42	Household - Pet Products
FERRERO ROCHER	94	50.39	Food - Chocolate & Confectionery
GILLETTE	95	50.30	Toiletries & Cosmetics
WALKERS	96	50.07	Food - General
CHANEL	97	50.02	Toiletries & Cosmetics
VICKS	98	49.79	Pharmaceutical
BT	99	49.75	Services & Utilities
GLENMORANGIE	100	49.40	Drinks - Spirits

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BRAND	RANK	INDEX	CATEGORY
MADAME TUSSAUDS	101	49.34	Leisure & Entertainment - Destinations
WEETABIX	102	49.26	Food - General
SMIRNOFF	103	49.23	Drinks - Spirits
SCALEXTRIC	104	49.14	Leisure & Entertainment - Games & Toys
WAITROSE	105	48.93	Retail - General
EUROSTAR	106	48.88	Travel - Bus & Rail Operators
PEDIGREE	107	48.41	Household - Pet Products
SAVLON	108	48.37	Pharmaceutical
PG TIPS	109	48.32	Drinks - Coffee & Tea
ESTÉE LAUDER	110	48.29	Toiletries & Cosmetics
COURVOISIER	111	48.17	Drinks - Spirits
CALPOL	112	48.15	Pharmaceutical
STARBUCKS	113	47.91	Restaurants & Coffee Shops
SILVER CROSS	114	47.71	Household - Child Products
MARRIOTT	115	47.65	Travel - Hotels & Resorts
AGA	116	47.58	Household - Appliances
JACOB'S CREEK	117	47.39	Drinks - Wine
LAND ROVER	118	47.33	Automotive - Vehicle Manufacturer
NIVEA	119	47.32	Toiletries & Cosmetics
PANASONIC	120	47.24	Technology - General
NATIONAL GEOGRAPHIC	121	47.20	Media - Newspapers & Magazines
WATERSTONE'S	122	47.20	Retail - General
STELLA ARTOIS	123	47.15	Drinks - Beer & Cider
LE CREUSET	124	46.97	Household - General
BLACKBERRY	125	46.85	Technology - General
WATERFORD	126	46.73	Household - General
CLARKS	127	46.44	Clothing & Footwear
KENCO	128	46.24	Drinks - Coffee & Tea
HP	129	46.13	Technology - Computer Hardware & Software
DUNLOP	130	45.89	Automotive - General
CLINIQUE	131	45.81	Toiletries & Cosmetics
TETLEY	132	45.56	Drinks - Coffee & Tea
FACEBOOK	133	45.36	Internet - General
THOMSON HOLIDAYS	134	45.21	Travel - Agents & Tour Operators
NATIONAL EXPRESS	135	45.16	Travel - Bus & Rail Operators
LEMSIP	136	45.11	Pharmaceutical
ELASTOPLAST	137	45.08	Household - General Consumables
SOUTHERN COMFORT	138	45.08	Drinks - Spirits
FLASH	139	45.04	Household - Cleaning Products
BEN & JERRY'S	140	45.01	Food - General
ALTON TOWERS	141	44.92	Leisure & Entertainment - Destinations
THE TIMES	142	44.92	Media - Newspapers & Magazines
MASTERCARD	143	44.48	Financial
HP	144	44.31	Food - General
BAILEYS	145	44.19	Drinks - Spirits
REEBOK	146	44.17	Sportswear & Equipment
ARIEL	147	44.04	Household - Cleaning Products
P&O CRUISES	148	43.81	Travel - General
HAMLEYS	149	43.64	Retail - General
CANON	150	43.55	Technology - General

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BRAND	RANK	INDEX	CATEGORY
YOUTUBE	151	43.55	Internet - General
OXO	152	43.52	Food - General
TATE & LYLE CANE SUGAR	153	43.44	Food - General
COLLINS	154	43.43	Media - Reference
PERRIER	155	43.28	Drinks - General
TCP	156	43.25	Pharmaceutical
AMAZON.CO.UK	157	43.15	Retail - General
JOHN WEST	158	43.15	Food - General
RÉMY MARTIN	159	43.11	Drinks - Spirits
HOUSE OF FRASER	160	43.05	Retail - General
ITV	161	43.03	Media - TV Stations
DEBENHAMS	162	43.02	Retail - General
MARMITE	163	42.65	Food - General
HELLMANN'S	164	42.58	Food - General
VODAFONE	165	42.55	Mobile Telecommunications
COLGATE	166	42.50	Toiletries & Cosmetics
TEFAL	167	42.32	Household - General
VASELINE	168	42.30	Toiletries & Cosmetics
JAEGER	169	42.18	Clothing & Footwear
EVIAN	170	42.03	Drinks - General
O2	171	41.92	Mobile Telecommunications
IMPERIAL LEATHER	172	41.80	Toiletries & Cosmetics
QUAKER OATS	173	41.67	Food - General
LADYBIRD	174	41.53	Household - Child Products
SAINSBURY'S	175	41.51	Retail - General
DR MARTENS	176	41.42	Clothing & Footwear
TIMBERLAND	177	41.39	Clothing & Footwear
CARTE D'OR	178	41.27	Food - General
XBOX	179	41.16	Leisure & Entertainment - Games & Toys
DIOR	180	41.15	Toiletries & Cosmetics
MR KIPLING	181	41.15	Food - General
BRITISH GAS	182	41.12	Services & Utilities
HOTPOINT	183	41.09	Household - Appliances
BENYLIN	184	40.95	Pharmaceutical
WARBURTONS	185	40.53	Food - General
MICHELIN TRAVEL GUIDES & MAPS	186	40.50	Media - Reference
BACARDI	187	40.39	Drinks - Spirits
ORANGE	188	40.28	Mobile Telecommunications
KODAK	189	40.27	Technology - General
COMFORT	190	40.25	Household - Cleaning Products
WALL'S ICE CREAM	191	40.25	Food - General
FAMOUS GROUSE	192	40.24	Drinks - Spirits
CHELSEA FC	193	40.21	Leisure & Entertainment - General
OLAY	194	40.16	Toiletries & Cosmetics
RALPH LAUREN	195	40.13	Toiletries & Cosmetics
CROWN PAINTS	196	40.09	Household - General Consumables
MAMAS & PAPAS	197	39.75	Household - Child Products
SONY ERICSSON	198	39.72	Technology - General
CAMBRIDGE UNIVERSITY PRESS	199	39.71	Media - Reference
ANADIN	200	39.61	Pharmaceutical

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BRAND	RANK	INDEX	CATEGORY
MACLAREN	201	39.55	Household - Child Products
LAURA ASHLEY	202	39.51	Retail - General
MIELE	203	39.10	Household - Appliances
VIRGIN TRAINS	204	39.07	Travel - Bus & Rail Operators
WHITTARD OF CHELSEA	205	39.07	Drinks - Coffee & Tea
BRANSTON	206	39.04	Food - General
BOSE	207	38.96	Technology - General
CLASSIC FM	208	38.95	Media - Radio
AMERICAN EXPRESS	209	38.85	Financial
KENWOOD (KITCHEN APPLIANCES)	210	38.69	Household - Appliances
VOLVO	211	38.64	Automotive - Vehicle Manufacturer
ALFA ROMEO	212	38.58	Automotive - Vehicle Manufacturer
GAVISCON	213	38.41	Pharmaceutical
PLEDGE	214	38.40	Household - Cleaning Products
HUGGIES	215	38.22	Household - Child Products
SILVER SPOON	216	38.03	Food - General
YAHOO!	217	38.02	Internet - General
GALAXY	218	37.96	Food - Chocolate & Confectionery
LIVERPOOL FC	219	37.93	Leisure & Entertainment - General
CATHEDRAL CITY	220	37.90	Food - General
HOOVER	221	37.90	Household - Appliances
WILKINSON SWORD	222	37.79	Toiletries & Cosmetics
LURPAK	223	37.76	Food - General
THE O2	224	37.49	Leisure & Entertainment - Destinations
LADBROKES	225	37.37	Leisure & Entertainment - Gambling
WALL'S	226	37.37	Food - General
IKEA	227	37.27	Retail - General
SAMSUNG	228	37.26	Technology - General
PIMM'S	229	37.24	Drinks - Spirits
ARSENAL FC	230	37.17	Leisure & Entertainment - General
SMEG	231	37.17	Household - Appliances
TESCO	232	37.12	Retail - General
COSTA	233	37.00	Restaurants & Coffee Shops
JACOB'S	234	36.91	Food - General
AUTOGLASS	235	36.74	Automotive - General
SEVEN SEAS	236	36.71	Pharmaceutical
BARCLAYCARD	237	36.62	Financial
RUSSELL HOBBS	238	36.50	Household - Appliances
ANCHOR	239	36.48	Food - General
WHSMITH	240	36.44	Retail - General
ZANUSSI	241	36.35	Household - Appliances
RAY-BAN	242	36.32	Watches & Accessories
SAMSONITE	243	36.32	Household - General
VIRGIN HOLIDAYS	244	36.24	Travel - Agents & Tour Operators
MR MUSCLE	245	36.13	Household - Cleaning Products
HORLICKS	246	36.10	Drinks - General
LYLE'S GOLDEN SYRUP	247	36.07	Food - General
YELLOW PAGES	248	36.03	Services & Utilities
WHICH?	249	35.94	Media - Newspapers & Magazines
VOGUE	250	35.92	Media - Newspapers & Magazines

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BRAND	RANK	INDEX	CATEGORY
BRITVIC	251	35.88	Drinks - General
THE BODY SHOP	252	35.63	Retail - General
L'ORÉAL PARIS	253	35.47	Toiletries & Cosmetics
TAMPAX	254	35.36	Toiletries & Cosmetics
BUPA	255	35.33	Services & Utilities
CHAMPNEYS	256	35.30	Travel - Hotels & Resorts
VOLKSWAGEN	257	35.30	Automotive - Vehicle Manufacturer
COINTREAU	258	35.24	Drinks - Spirits
COLMAN'S	259	35.16	Food - General
CRAYOLA	260	34.96	Leisure & Entertainment - Games & Toys
MAX FACTOR	261	34.92	Toiletries & Cosmetics
MARS	262	34.78	Food - Chocolate & Confectionery
MCDONALD'S	263	34.74	Restaurants & Coffee Shops
HUSH PUPPIES	264	34.71	Clothing & Footwear
LENOR	265	34.68	Household - Cleaning Products
KINGSMILL	266	34.66	Food - General
GARNIER	267	34.60	Toiletries & Cosmetics
AMBRE SOLAIRE	268	34.49	Toiletries & Cosmetics
TED BAKER	269	34.36	Clothing & Footwear
LEA & PERRINS	270	34.34	Food - General
ROTARY	271	34.30	Watches & Accessories
BUDWEISER	272	34.20	Drinks - Beer & Cider
WILLIAM HILL	273	34.16	Leisure & Entertainment - Gambling
NIKON	274	34.13	Technology - General
DEEP HEAT	275	34.05	Pharmaceutical
BISTO	276	33.98	Food - General
BARCLAYS	277	33.93	Financial
THE DAILY TELEGRAPH	278	33.76	Media - Newspapers & Magazines
BONJELA	279	33.66	Pharmaceutical
DOVE	280	33.60	Toiletries & Cosmetics
DIESEL	281	33.54	Clothing & Footwear
LONELY PLANET	282	33.46	Media - Reference
OLYMPUS	283	33.46	Technology - General
ELIZABETH ARDEN	284	33.22	Toiletries & Cosmetics
MARTINI	285	33.17	Drinks - Spirits
A-Z MAPS	286	33.14	Media - Reference
GRAND MARNIER	287	33.13	Drinks - Spirits
ROYAL CARIBBEAN INTERNATIONAL	288	33.10	Travel - General
AFTER EIGHT	289	33.00	Food - Chocolate & Confectionery
JOHNNIE WALKER	290	32.97	Drinks - Spirits
VIDAL SASSOON	291	32.97	Toiletries & Cosmetics
RENNIE	292	32.94	Pharmaceutical
LONGLEAT	293	32.78	Leisure & Entertainment - Destinations
YORKSHIRE TEA	294	32.70	Drinks - Coffee & Tea
BEN SHERMAN	295	32.65	Clothing & Footwear
NATIONWIDE	296	32.62	Financial
VANISH	297	32.56	Household - Cleaning Products
HUGO BOSS	298	32.50	Toiletries & Cosmetics
IAMS	299	32.50	Household - Pet Products
PIZZA HUT	300	32.50	Restaurants & Coffee Shops

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BRAND	RANK	INDEX	CATEGORY
P&O FERRIES	301	32.44	Travel - General
DISCOVERY	302	32.43	Media - TV Stations
LEGOLAND	303	32.40	Leisure & Entertainment - Destinations
SANDALS	304	32.38	Travel - Hotels & Resorts
CARTE NOIRE	305	32.37	Drinks - Coffee & Tea
RADOX	306	32.37	Toiletries & Cosmetics
RADISSON EDWARDIAN	307	32.20	Travel - Hotels & Resorts
HOLLAND & BARRETT	308	32.05	Retail - General
SUDOCREM	309	31.88	Pharmaceutical
ORAL-B	310	31.71	Toiletries & Cosmetics
OPTREX	311	31.58	Pharmaceutical
ALKA-SELTZER	312	31.56	Pharmaceutical
IMODIUM	313	31.50	Pharmaceutical
SILENTNIGHT BEDS	314	31.47	Household - General
WRANGLER	315	31.47	Clothing & Footwear
CARLSBERG	316	31.41	Drinks - Beer & Cider
TERRY'S	317	31.38	Food - Chocolate & Confectionery
WHIRLPOOL	318	31.17	Household - Appliances
QUALITY STREET	319	31.12	Food - Chocolate & Confectionery
SCHOLL	320	31.12	Toiletries & Cosmetics
BELL'S	321	31.00	Drinks - Spirits
JEAN PAUL GAULTIER PERFUMES	322	30.98	Toiletries & Cosmetics
FLORA	323	30.89	Food - General
MÜLLER	324	30.69	Food - General
MOTHERCARE	325	30.66	Retail - General
RUSSELL & BROMLEY	326	30.65	Clothing & Footwear
SHREDDED WHEAT	327	30.56	Food - General
LANCÔME	328	30.51	Toiletries & Cosmetics
MORPHY RICHARDS	329	30.50	Household - Appliances
HOMEPRIDE	330	30.36	Food - General
MULBERRY	331	30.34	Clothing & Footwear
ROUGH GUIDES	332	30.31	Media - Reference
WONDERBRA	333	30.28	Clothing & Footwear
AIRFIX	334	30.18	Leisure & Entertainment - Games & Toys
CHANNEL 4	335	30.18	Media - TV Stations
KFC	336	30.15	Restaurants & Coffee Shops
EPSON	337	30.10	Technology - Computer Hardware & Software
PAYPAL	338	30.07	Financial
TY.PHOO	339	30.07	Drinks - Coffee & Tea
TOMTOM	340	29.90	Technology - General
LLOYDS TSB	341	29.89	Financial
THE GUARDIAN	342	29.84	Media - Newspapers & Magazines
WERTHER'S ORIGINAL	343	29.83	Food - Chocolate & Confectionery
MONSOON	344	29.77	Clothing & Footwear
STREPSILS	345	29.74	Pharmaceutical
PANADOL	346	29.62	Pharmaceutical
ASDA	347	29.51	Retail - General
MR SHEEN	348	29.51	Household - Cleaning Products
SEIKO	349	29.43	Watches & Accessories
NEFF	350	29.37	Household - Appliances

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BRAND	RANK	INDEX	CATEGORY
LINDEMANS	351	29.33	Drinks - Wine
NEW SCIENTIST	352	29.31	Media - Newspapers & Magazines
THE ECONOMIST	353	29.17	Media - Newspapers & Magazines
PAUL SMITH	354	29.08	Clothing & Footwear
ELECTROLUX	355	28.99	Household - Appliances
INTERFLORA	356	28.99	Services & Utilities
HSBC	357	28.98	Financial
PUMA	358	28.84	Sportswear & Equipment
HEAD & SHOULDERS	359	28.81	Toiletries & Cosmetics
PRINGLES	360	28.81	Food - General
FINANCIAL TIMES	361	28.64	Media - Newspapers & Magazines
SCHWARZKOPF	362	28.64	Toiletries & Cosmetics
BOLD	363	28.63	Household - Cleaning Products
CENTER PARCS	364	28.61	Travel - Hotels & Resorts
STANLEY	365	28.61	Household - General
HOLIDAY INN	366	28.55	Travel - Hotels & Resorts
NIGHT NURSE	367	28.55	Pharmaceutical
RADIO TIMES	368	28.54	Media - Newspapers & Magazines
TOBLERONE	369	28.40	Food - Chocolate & Confectionery
TOSHIBA	370	28.38	Technology - General
SUDAFED	371	28.37	Pharmaceutical
MAGNERS IRISH CIDER	372	28.29	Drinks - Beer & Cider
COW & GATE	373	28.28	Food - General
THE NORTH FACE	374	28.28	Sportswear & Equipment
CIF	375	28.19	Household - Cleaning Products
JAMESON	376	28.17	Drinks - Spirits
RIMMEL LONDON	377	28.13	Toiletries & Cosmetics
HARD ROCK CAFE	378	27.93	Restaurants & Coffee Shops
SANTANDER	379	27.91	Financial
VIRGIN MEDIA	380	27.87	Services & Utilities
HMV	381	27.85	Retail - General
PHILIPS	382	27.81	Technology - General
EARLY LEARNING CENTRE	383	27.75	Retail - General
PRINGLE	384	27.69	Clothing & Footwear
RED BULL	385	27.69	Drinks - Carbonated Soft Drinks
TOMY	386	27.69	Leisure & Entertainment - Games & Toys
RYVITA	387	27.67	Food - General
WOLF BLASS	388	27.64	Drinks - Wine
SURE	389	27.62	Toiletries & Cosmetics
OVALTINE	390	27.61	Drinks - General
ROSES	391	27.59	Food - Chocolate & Confectionery
CLARINS	392	27.43	Toiletries & Cosmetics
FAIRTRADE	393	27.40	Food - General
LYNX	394	27.40	Toiletries & Cosmetics
CAMPBELL'S	395	27.37	Food - General
FANTA	396	27.26	Drinks - Carbonated Soft Drinks
HELLY HANSEN	397	27.26	Sportswear & Equipment
UNCLE BEN'S	398	27.26	Food - General
HARPIC	399	27.25	Household - Cleaning Products
TUPPERWARE	400	27.20	Household - General



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BRAND	RANK	INDEX	CATEGORY
JCB	401	27.14	Household - General
SLUMBERLAND	402	27.12	Household - General
TIMEX	403	27.11	Watches & Accessories
KIT KAT	404	27.09	Food - Chocolate & Confectionery
NEXT	405	26.91	Clothing & Footwear
MARIGOLD	406	26.90	Household - Cleaning Products
GHD	407	26.87	Toiletries & Cosmetics
FINISH	408	26.83	Household - Cleaning Products
VOLVIC	409	26.80	Drinks - General
DKNY	410	26.79	Clothing & Footwear
BRABANTIA	411	26.77	Household - General
HEINEKEN	412	26.70	Drinks - Beer & Cider
BURGER KING	413	26.68	Restaurants & Coffee Shops
ALPEN	414	26.65	Food - General
KAREN MILLEN	415	26.64	Clothing & Footwear
TROPICANA	416	26.55	Drinks - General
JOHN SMITH'S	417	26.45	Drinks - Beer & Cider
7-UP	418	26.42	Drinks - Carbonated Soft Drinks
AEG	419	26.36	Household - Appliances
BERGHAUS	420	26.32	Sportswear & Equipment
MCCAIN	421	26.32	Food - General
PHILADELPHIA	422	26.30	Food - General
HARRY RAMSDEN'S	423	26.27	Restaurants & Coffee Shops
ODEON	424	26.27	Leisure & Entertainment - Destinations
ROWNTREE'S	425	26.27	Food - Chocolate & Confectionery
SIEMENS	426	26.27	Technology - General
HENNESSY	427	26.24	Drinks - Spirits
CHIVAS REGAL	428	26.23	Drinks - Spirits
FRENCH CONNECTION	429	26.06	Clothing & Footwear
FIRST CHOICE	430	26.01	Travel - Agents & Tour Operators
AMBROSIA	431	26.00	Food - General
SANATOGEN	432	26.00	Pharmaceutical
BRAUN	433	25.97	Toiletries & Cosmetics
PLAY-DOH	434	25.95	Leisure & Entertainment - Games & Toys
B&Q	435	25.77	Retail - General
KUONI	436	25.70	Travel - Agents & Tour Operators
INNOCENT	437	25.66	Drinks - General
GROLSCH	438	25.63	Drinks - Beer & Cider
JORDANS	439	25.63	Food - General
REVLON	440	25.60	Toiletries & Cosmetics
HIGHLAND SPRING	441	25.56	Drinks - General
BOVRIL	442	25.50	Food - General
CRABTREE & EVELYN	443	25.47	Toiletries & Cosmetics
BOMBAY SAPPHIRE	444	25.42	Drinks - Spirits
NATWEST	445	25.41	Financial
DAIRYLEA	446	25.36	Food - General
MACLEANS	447	25.33	Toiletries & Cosmetics
WINALOT	448	25.32	Household - Pet Products
SWATCH	449	25.28	Watches & Accessories
BUXTON	450	25.18	Drinks - General

## OFFICIAL TOP 500 2011

BRAND	RANK	INDEX	CATEGORY
PREMIER INN	451	25.13	Travel - Hotels & Resorts
THE CO-OPERATIVE	452	25.07	Retail - General
KRONENBOURG 1664	453	25.01	Drinks - Beer & Cider
CNN	454	24.94	Media - TV Stations
HONDA	455	24.92	Automotive - Vehicle Manufacturer
MOLTON BROWN	456	24.91	Toiletries & Cosmetics
HABITAT	457	24.89	Retail - General
GOSSARD	458	24.57	Clothing & Footwear
STANNAH STAIRLIFTS	459	24.54	Household - General
J2O	460	24.48	Drinks - General
TONI&GUY	461	24.48	Retail - General
THORPE PARK	462	24.43	Leisure & Entertainment - Destinations
UMBRO	463	24.40	Sportswear & Equipment
NEWCASTLE BROWN ALE	464	24.39	Drinks - Beer & Cider
OLD SPECKLED HEN	465	24.39	Drinks - Beer & Cider
SHARWOOD'S	466	24.36	Food - General
LG	467	24.33	Technology - General
KENWOOD	468	24.22	Technology - General
ARGOS	469	24.19	Retail - General
BASSETT'S	470	24.13	Food - Chocolate & Confectionery
ENERGIZER	471	24.10	Household - General Consumables
AVON	472	24.08	Toiletries & Cosmetics
MALTESERS	473	24.04	Food - Chocolate & Confectionery
AUNT BESSIE'S	474	24.01	Food - General
PRET A MANGER	475	23.99	Restaurants & Coffee Shops
THE OBSERVER	476	23.99	Media - Newspapers & Magazines
BRITAX	477	23.96	Household - Child Products
SUBWAY	478	23.86	Restaurants & Coffee Shops
MOTHERS PRIDE	479	23.83	Food - General
HOTEL CHOCOLAT	480	23.80	Food - Chocolate & Confectionery
HALIFAX	481	23.60	Financial
BECK'S	482	23.58	Drinks - Beer & Cider
MTV	483	23.58	Media - TV Stations
TOMMEE TIPPEE	484	23.55	Household - Child Products
FLYMO	485	23.54	Household - Appliances
SPECSAVERS	486	23.54	Retail - General
JVC	487	23.48	Technology - General
KICKERS	488	23.48	Clothing & Footwear
NUTELLA	489	23.48	Food - General
PCWORLD	490	23.43	Retail - General
TRESEMMÉ	491	23.43	Toiletries & Cosmetics
BSM	492	23.29	Automotive - General
MAYBELLINE NEW YORK	493	23.29	Toiletries & Cosmetics
MAGNUM	494	23.28	Food - General
TRAVELODGE	495	23.28	Travel - Hotels & Resorts
KWIK-FIT	496	23.26	Automotive - General
T-MOBILE	497	23.10	Mobile Telecommunications
WEST CORNWALL PASTY CO.	498	23.10	Food - General
TANGO	499	23.04	Drinks - Carbonated Soft Drinks
NEUTROGENA	500	23.02	Toiletries & Cosmetics