

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
MICROSOFT	1	100.00	Software & Computer Services
ROLLS-ROYCE GROUP	2	99.69	Aerospace & Defence
BLACKBERRY	3	97.96	Electronic & Electrical Equipment
VIRGIN ATLANTIC	4	97.47	Travel & Leisure - Airlines
GOOGLE	5	97.41	Media - Marketing Services - Advertising Solutions
LONDON STOCK EXCHANGE	6	96.96	Financial - Exchanges & Markets
GLAXOSMITHKLINE	7	95.57	Pharmaceuticals & Biotech
BRITISH AIRWAYS	8	95.02	Travel & Leisure - Airlines
VISA	9	94.81	Financial - Credit Cards & Payment Solutions
PRICEWATERHOUSECOOPERS	10	94.43	Support Services - Accountancy & Business Services
BP	11	94.32	Oil & Gas
SHELL	12	92.80	Oil & Gas
BOSCH	13	91.59	Construction & Materials - Tools / Equipment
MASTERCARD	14	90.48	Financial - Credit Cards & Payment Solutions
HERTZ	15	90.45	Travel & Leisure - Automobile Rental
BT	16	90.15	Telecommunications - General
FT	17	90.05	Media - Content Creators/Owners
APPLE	18	89.14	Technology - Hardware & Equipment
NOKIA	19	88.90	Electronic & Electrical Equipment
CHUBB	20	87.82	Support Services - Security & Fire Protection
ERNST & YOUNG	21	87.79	Support Services - Accountancy & Business Services
VODAFONE	22	86.61	Telecommunications - Mobile & Online
BOEING	23	85.64	Aerospace & Defence
FEDEX EXPRESS	24	85.43	Industrial Transportation - B2B Delivery Services
THE ECONOMIST	25	85.27	Media - Content Creators/Owners
DELOITTE	26	84.80	Support Services - Accountancy & Business Services
AMERICAN EXPRESS	27	84.70	Financial - Credit Cards & Payment Solutions
HILTON	28	84.22	Travel & Leisure - Business Hotels
AVIS	29	83.78	Travel & Leisure - Automobile Rental
SIEMENS	30	83.76	Industrial Engineering - General
BBC WORLDWIDE	31	83.19	Media - Content Creators/Owners
EDDIE STOBART	32	83.03	Industrial Transportation - Logistics / Distribution / Freight Services
HEWLETT-PACKARD	33	80.70	Technology - Hardware & Equipment
LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	34	80.59	Executive Education, Training & Development
SAATCHI & SAATCHI	35	79.96	Media - Marketing Services - Advertising Agencies
DULUX TRADE	36	79.95	Construction & Materials - Tools / Equipment
DHL	37	79.74	Industrial Transportation - B2B Delivery Services
CATERPILLAR	38	79.49	Industrial Engineering - General
MARRIOTT	39	79.48	Travel & Leisure - Business Hotels
LLOYD'S OF LONDON	40	79.33	Insurance
HSBC	41	79.29	Financial - Retail Banks
JCB	42	79.03	Industrial Engineering - General
JOHNSON & JOHNSON	43	78.81	Pharmaceuticals & Biotech
PFIZER	44	78.73	Pharmaceuticals & Biotech
KPMG	45	78.70	Support Services - Accountancy & Business Services
O2	46	78.60	Telecommunications - Mobile & Online
YALE	47	78.51	Support Services - Security & Fire Protection
UPS	48	78.47	Industrial Transportation - B2B Delivery Services
BAE SYSTEMS	49	78.27	Aerospace & Defence
ADOBE	50	78.02	Software & Computer Services

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BRAND	RANK	INDEX	CATEGORY
PILKINGTON	51	78.01	Construction & Materials
RIO TINTO	52	77.56	Mining
EUROSTAR	53	77.42	Travel & Leisure - Train & Bus Operators
GALLUP	54	76.75	Media - Marketing Services - Market Research
AA	55	76.55	Support Services - General
SUNDAY TIMES	56	76.31	Media - Content Creators/Owners
BARCLAYCARD	57	75.76	Financial - Credit Cards & Payment Solutions
AIRBUS	58	75.22	Aerospace & Defence
BLACK & DECKER	59	74.32	Construction & Materials - Tools / Equipment
CISCO	60	73.90	Software & Computer Services
JEWSON	61	73.75	Retailers - Builders' Merchants
ORANGE	62	73.54	Telecommunications - Mobile & Online
SHERATON	63	73.53	Travel & Leisure - Business Hotels
STANLEY	64	73.45	Construction & Materials - Tools / Equipment
SAGE	65	73.39	Software & Computer Services
DUPONT	66	73.14	Chemicals
BLOOMBERG	67	72.95	Support Services - Information Providers
BUPA	68	72.82	Insurance
YELLOW PAGES	69	72.76	Media - Marketing Services - Advertising Solutions
SONY ERICSSON	70	72.73	Electronic & Electrical Equipment
DELL	71	72.70	Technology - Hardware & Equipment
INTEL	72	72.25	Technology - Hardware & Equipment
BARCLAYS	73	72.10	Financial - Retail Banks
THE NEC BIRMINGHAM	74	71.95	Travel & Leisure - Conference Centres
THE LAW SOCIETY	75	71.64	Support Services - Associations & Accreditations
VIRGIN TRAINS	76	71.48	Travel & Leisure - Train & Bus Operators
THOMSON REUTERS	77	70.60	Support Services - Information Providers
BAYER	78	70.04	Pharmaceuticals & Biotech
TRAVIS PERKINS	79	70.03	Retailers - Builders' Merchants
ROYAL MAIL	80	69.93	Industrial Transportation - B2B Delivery Services
CRANFIELD SCHOOL OF MANAGEMENT	81	69.87	Executive Education, Training & Development
CABLE & WIRELESS	82	69.69	Telecommunications - General
3M	83	69.51	Industrial Engineering - General
WICKES	84	69.25	Retailers - Builders' Merchants
IPSOS MORI	85	69.01	Media - Marketing Services - Market Research
CBI	86	68.95	Support Services - Associations & Accreditations
XEROX	87	68.84	Technology - Hardware & Equipment
CANON	88	68.77	Technology - Hardware & Equipment
ZURICH	89	68.63	Insurance
GE	90	68.48	Industrial Engineering - General
PANASONIC	91	68.39	Technology - Hardware & Equipment
RAC	92	67.74	Support Services - General
EBAY	93	67.71	Media - Marketing Services - Advertising Solutions
EXXON MOBIL	94	67.05	Oil & Gas
BALFOUR BEATTY	95	67.04	Construction & Materials
SONY PROFESSIONAL	96	67.03	Technology - Hardware & Equipment
ROCHE	97	66.75	Pharmaceuticals & Biotech
STAPLES	98	66.71	Retailers - Office Equipment & Supplies
LOCKHEED MARTIN	99	66.70	Aerospace & Defence
BASF	100	66.53	Chemicals

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BRAND	RANK	INDEX	CATEGORY
ASTRAZENECA	101	66.50	Pharmaceuticals & Biotech
ARMITAGE SHANKS	102	66.35	Construction & Materials - Tools / Equipment
SYMANTEC	103	66.33	Software & Computer Services
mitsubishi electricS	104	66.22	Industrial Engineering - General
AXA	105	66.09	Insurance
RENTOKIL	106	66.00	Support Services - General
GOLDMAN SACHS	107	66.00	Financial - Banks
MCKINSEY & COMPANY	108	65.94	Support Services - Consultancies
TETRA PAK	109	65.89	Industrial Engineering - General
CROWN TRADE	110	65.64	Construction & Materials - Tools / Equipment
EXCEL LONDON	111	65.53	Travel & Leisure - Conference Centres
ORACLE	112	65.48	Software & Computer Services
ROYAL INSTITUTE OF CHARTERED SURVEYORS	113	65.39	Support Services - Associations & Accreditations
RIBA	114	65.37	Support Services - Associations & Accreditations
TOSHIBA	115	65.33	Technology - Hardware & Equipment
THE DAILY TELEGRAPH	116	64.92	Media - Content Creators/Owners
LONDON BUSINESS SCHOOL	117	64.92	Executive Education, Training & Development
PRUDENTIAL	118	64.88	Insurance
SAMSUNG	119	64.77	Technology - Hardware & Equipment
TARMAC	120	64.74	Construction & Materials
TNT EXPRESS	121	64.61	Industrial Transportation - B2B Delivery Services
PAYPAL	122	64.51	Financial - Credit Cards & Payment Solutions
PARCELFORCEWORLDWIDE	123	64.42	Industrial Transportation - B2B Delivery Services
SIR ROBERT MCALPINE	124	64.34	Construction & Materials
BIFFA	125	63.89	Support Services - Waste Management
FTSE GROUP	126	63.82	Support Services - Information Providers
MASSEY FERGUSON	127	63.77	Industrial Engineering - General
NORTON	128	63.60	Software & Computer Services
SUN MICROSYSTEMS	129	63.46	Software & Computer Services
RADISSON EDWARDIAN	130	63.43	Travel & Leisure - Business Hotels
LEGAL & GENERAL	131	63.19	Insurance
EXPERIAN	132	63.09	Support Services - Information Providers
VELUX	133	62.92	Construction & Materials - Tools / Equipment
SAVILLS	134	62.73	Real Estate - Commercial Agents / Advisors
HOLIDAY INN	135	62.44	Travel & Leisure - Business Hotels
CARPHONEWAREHOUSE	136	62.20	Retailers - B2B General
OLYMPUS	137	62.05	Technology - Hardware & Equipment
MOTOROLA	138	61.86	Electronic & Electrical Equipment
TOTAL	139	61.52	Oil & Gas
SECURITAS	140	61.47	Support Services - Security & Fire Protection
GETTY IMAGES	141	61.45	Media - Images
MCAFEE	142	61.31	Software & Computer Services
VIKING	143	61.19	Retailers - Office Equipment & Supplies
AVIVA	144	61.08	Insurance
GULFSTREAM	145	60.86	Aerospace & Defence
DEUTSCHE BANK	146	60.77	Financial - Banks
SMITH & NEPHEW	147	60.74	Pharmaceuticals & Biotech
EUROTUNNEL	148	60.30	Industrial Transportation - General
CITY & GUILDS	149	60.04	Executive Education, Training & Development
THE GROCER	150	60.02	Media - Trade Publications

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BRAND	RANK	INDEX	CATEGORY
SCREWFIX	151	60.01	Retailers - Builders' Merchants
REED	152	59.97	Support Services - Recruitment
CASTROL	153	59.88	Oil & Gas
CREDIT SUISSE	154	59.77	Financial - Banks
EPSON	155	59.70	Technology - Hardware & Equipment
CNN	156	59.69	Media - Content Creators/Owners
D&B	157	59.58	Support Services - Information Providers
IMPERIAL COLLEGE BUSINESS SCHOOL	158	59.44	Executive Education, Training & Development
IBM GLOBAL SERVICES	159	59.41	Support Services - Consultancies
MINTEL	160	59.38	Media - Marketing Services - Market Research
SNAP-ON	161	59.35	Construction & Materials - Tools / Equipment
NATIONAL EXPRESS	162	59.35	Travel & Leisure - Train & Bus Operators
THE OPEN UNIVERSITY BUSINESS SCHOOL	163	59.13	Executive Education, Training & Development
GRANT THORNTON	164	59.07	Support Services - Accountancy & Business Services
ICAEW	165	58.83	Support Services - Associations & Accreditations
BACS	166	58.77	Financial - Credit Cards & Payment Solutions
MAERSK LINE	167	58.76	Industrial Transportation - General
PRESS ASSOCIATION	168	58.63	Support Services - Information Providers
KNIGHT FRANK	169	58.53	Real Estate - Commercial Agents / Advisors
KITEMARK	170	58.50	Support Services - Associations & Accreditations
T-MOBILE	171	58.14	Telecommunications - Mobile & Online
CROWNE PLAZA	172	58.14	Travel & Leisure - Business Hotels
BDO	173	57.98	Support Services - Accountancy & Business Services
IOD	174	57.88	Support Services - Associations & Accreditations
MERCK	175	57.51	Pharmaceuticals & Biotech
TOMTOM	176	57.44	Technology - Hardware & Equipment
M&C SAATCHI	177	57.30	Media - Marketing Services - Advertising Agencies
PICKFORDS	178	57.27	Support Services - Office Design, Refurbishment & Relocation
LLOYDS TSB	179	57.26	Financial - Retail Banks
BASILDON BOND	180	57.11	Retailers - Office Equipment & Supplies
HONEYWELL	181	57.01	Industrial Engineering - General
PITNEY BOWES	182	56.87	Retailers - Office Equipment & Supplies
PEARL & DEAN	183	56.86	Media - Marketing Services - Advertising Solutions
ABTA	184	56.85	Support Services - Associations & Accreditations
BLUETOOTH	185	56.82	Technology - Hardware & Equipment
HITACHI	186	56.80	Technology - Hardware & Equipment
ANGLO AMERICAN	187	56.67	Mining
THE GUARDIAN	188	56.67	Media - Content Creators/Owners
NATWEST	189	56.66	Financial - Retail Banks
PRATT & WHITNEY	190	56.62	Aerospace & Defence
PORTAKABIN	191	56.52	Support Services - General
ADT	192	56.48	Support Services - Security & Fire Protection
RAMADA JARVIS	193	56.47	Travel & Leisure - Business Hotels
CONQUEROR	194	56.36	Retailers - Office Equipment & Supplies
3i	195	56.33	Financial - General
PHILIPS MEDICAL SYSTEMS	196	56.32	Industrial Engineering - General
STRUTT & PARKER	197	56.14	Real Estate - Commercial Agents / Advisors
EDF ENERGY	198	56.02	Utilities
SAP	199	56.02	Software & Computer Services
BOC GASES	200	55.95	Oil & Gas

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BRAND	RANK	INDEX	CATEGORY
AXA PPP HEALTHCARE	201	55.86	Insurance
LAND SECURITIES	202	55.83	Real Estate - General
STAEDTLER	203	55.78	Retailers - Office Equipment & Supplies
STANDARD & POOR'S	204	55.72	Support Services - Information Providers
SKYPE	205	55.53	Telecommunications - Mobile & Online
NATIONAL GRID	206	55.38	Utilities
BRITISH GYPSUM	207	55.22	Construction & Materials
ACCENTURE	208	55.12	Support Services - Consultancies
JANES	209	54.93	Media - Trade Publications
BAA	210	54.90	Industrial Transportation - General
CORUS	211	54.79	Construction & Materials
LG	212	54.74	Technology - Hardware & Equipment
FUJITSU TECHNOLOGY SOLUTIONS	213	54.64	Technology - Hardware & Equipment
EVERSHEDS	214	54.50	Support Services - Legal
DEWALT	215	54.49	Construction & Materials - Tools / Equipment
BSI	216	54.31	Support Services - Associations & Accreditations
GKN	217	54.21	Industrial Engineering - General
COSTCO	218	54.14	Retailers - B2B General
COMPASS GROUP	219	54.09	Corporate Catering & Water Supplies
HENLEY BUSINESS SCHOOL	220	53.86	Executive Education, Training & Development
MANCHESTER BUSINESS SCHOOL	221	53.86	Executive Education, Training & Development
HEATHROW EXPRESS	222	53.86	Travel & Leisure - Train & Bus Operators
THE FAIRTRADE FOUNDATION	223	53.82	Support Services - Associations & Accreditations
MALMAISON	224	53.81	Travel & Leisure - Business Hotels
CLIFFORD CHANCE	225	53.66	Support Services - Legal
EUROPCAR	226	53.64	Travel & Leisure - Automobile Rental
THYSSENKRUPP	227	53.63	Industrial Engineering - General
BUDGET	228	53.62	Travel & Leisure - Automobile Rental
THE CO-OPERATIVE BANK	229	53.62	Financial - Retail Banks
AKZONOBEL	230	53.59	Chemicals
MORGAN STANLEY	231	53.55	Financial - Banks
EASYJET	232	53.32	Travel & Leisure - Airlines
PINEWOOD STUDIOS GROUP	233	53.28	Support Services - General
OBSERVER	234	53.26	Media - Content Creators/Owners
OGILVY	235	53.19	Media - Marketing Services - Advertising Agencies
STAGECOACH	236	53.17	Travel & Leisure - Train & Bus Operators
BRITISH GAS BUSINESS	237	53.17	Utilities
LINKLATERS	238	53.07	Support Services - Legal
AVERY	239	52.99	Retailers - Office Equipment & Supplies
PREMIER INN	240	52.96	Travel & Leisure - Business Hotels
CALOR	241	52.94	Oil & Gas
TRAVELODGE	242	52.92	Travel & Leisure - Business Hotels
NPOWER	243	52.91	Utilities
JP MORGAN	244	52.83	Financial - Banks
BRITISH DENTAL ASSOCIATION	245	52.75	Support Services - Associations & Accreditations
KIMBERLEY-CLARK PROFESSIONAL	246	52.74	Support Services - General
WARWICK BUSINESS SCHOOL	247	52.64	Executive Education, Training & Development
BUSINESS WEEK	248	52.61	Media - Content Creators/Owners
GROSVENOR	249	52.33	Real Estate - General
TRAVELEX	250	52.30	Financial - General

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BRAND	RANK	INDEX	CATEGORY
BOSTIK	251	52.27	Construction & Materials - Tools / Equipment
RYMAN	252	52.20	Retailers - Office Equipment & Supplies
WINCANTON	253	52.17	Industrial Transportation - Logistics / Distribution / Freight Services
MAKRO	254	52.12	Retailers - B2B General
BOSTON CONSULTING GROUP	255	52.10	Support Services - Consultancies
INVESTORS IN PEOPLE	256	52.04	Support Services - Associations & Accreditations
DEVEREVENUES	257	51.99	Travel & Leisure - Business Hotels
HISCOX	258	51.92	Insurance
REXEL	259	51.91	Retailers - Office Equipment & Supplies
SKANSKA	260	51.72	Construction & Materials
OXFORD SAID BUSINESS SCHOOL	261	51.71	Executive Education, Training & Development
THOMSON LOCAL	262	51.66	Media - Marketing Services - Advertising Solutions
COSTAIN	263	51.57	Construction & Materials
THE ICC BIRMINGHAM	264	51.54	Travel & Leisure - Conference Centres
THE QUEEN ELIZABETH II CONFERENCE CENTRE	265	51.51	Travel & Leisure - Conference Centres
BRITISH LAND	266	51.50	Real Estate - General
VEOLIA ENVIRONMENTAL SERVICES	267	51.11	Support Services - Waste Management
DOW CHEMICALS	268	51.07	Chemicals
LOGITECH	269	51.03	Technology - Hardware & Equipment
AIM	270	50.96	Financial - Exchanges & Markets
YAHOO! NETWORK	271	50.95	Media - Marketing Services - Advertising Solutions
LONDON CITY AIRPORT	272	50.94	Industrial Transportation - General
LIFFE	273	50.88	Financial - Exchanges & Markets
JC DECAUX	274	50.67	Media - Marketing Services - Advertising Solutions
UNIPART	275	50.39	Industrial Transportation - Logistics / Distribution / Freight Services
BHP BILLITON	276	50.35	Mining
EQUIFAX	277	50.28	Support Services - Information Providers
INTERBRAND	278	50.23	Media - Marketing Services - Branding & Design
THISTLE	279	50.21	Travel & Leisure - Business Hotels
FEDERATION OF SMALL BUSINESSES	280	50.21	Support Services - Associations & Accreditations
JOHNSON MATTHEY	281	50.20	Chemicals
FRESHFIELDS BRUCKHAUS DERINGER	282	50.14	Support Services - Legal
SHARP	283	50.11	Technology - Hardware & Equipment
UNIX	284	50.10	Software & Computer Services
GFK NOP	285	50.04	Media - Marketing Services - Market Research
SLAUGHTER & MAY	286	49.95	Support Services - Legal
SCOTTISH POWER	287	49.93	Utilities
HSS HIRE	288	49.81	Retailers - Builders' Merchants
MANPOWER	289	49.79	Support Services - Recruitment
KUEHNE & NAGEL	290	49.67	Industrial Transportation - Logistics / Distribution / Freight Services
CHEVRON	291	49.61	Oil & Gas
SWISS RE	292	49.56	Insurance
BOOKER	293	49.55	Retailers - B2B General
SOIL ASSOCIATION	294	49.42	Support Services - Associations & Accreditations
JONES LANG LASALLE	295	49.24	Real Estate - Commercial Agents / Advisors
MICHAEL PAGE INTERNATIONAL	296	49.15	Support Services - Recruitment
CAPGEMINI	297	49.06	Support Services - Consultancies
ARUP	298	49.04	Support Services - Consultancies
INITIAL	299	49.02	Support Services - General
MICROSOFT ADVERTISING	300	49.01	Media - Marketing Services - Advertising Solutions

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BRAND	RANK	INDEX	CATEGORY
PITMAN TRAINING	301	49.00	Executive Education, Training & Development
HANSON	302	48.95	Construction & Materials
CIMA	303	48.93	Support Services - Associations & Accreditations
ACCA	304	48.90	Support Services - Associations & Accreditations
BROTHER	305	48.77	Technology - Hardware & Equipment
HARROGATE INTERNATIONAL CENTRE	306	48.62	Travel & Leisure - Conference Centres
NOVARTIS	307	48.53	Pharmaceuticals & Biotech
HAYS	308	48.52	Support Services - Recruitment
IDEAL STANDARD	309	48.30	Construction & Materials - Tools / Equipment
WOOLMARK	310	48.26	Support Services - Associations & Accreditations
PC WORLD BUSINESS	311	48.10	Retailers - Office Equipment & Supplies
DOW CORNING	312	48.03	Chemicals
BMI	313	48.03	Travel & Leisure - Airlines
GATWICK EXPRESS	314	48.00	Travel & Leisure - Train & Bus Operators
CAPITA	315	47.89	Support Services - General
HAPAG-LLOYD	316	47.83	Industrial Transportation - General
MANAGEMENT TODAY	317	47.78	Media - Content Creators/Owners
LONDON METAL EXCHANGE	318	47.70	Financial - Exchanges & Markets
CITY LINK	319	47.63	Industrial Transportation - B2B Delivery Services
HOWDENS JOINERY	320	47.62	Retailers - Builders' Merchants
ARRIVA	321	47.43	Travel & Leisure - Train & Bus Operators
BROOK STREET	322	47.38	Support Services - Recruitment
ALLEN & OVERY	323	47.37	Support Services - Legal
MAKITA	324	47.33	Construction & Materials - Tools / Equipment
LEXMARK	325	47.27	Technology - Hardware & Equipment
CAMPAIGN	326	47.21	Media - Trade Publications
PA CONSULTING	327	47.21	Support Services - Consultancies
WOLFF OLINS	328	47.21	Media - Marketing Services - Branding & Design
STANDARD LIFE HEALTHCARE	329	47.19	Insurance
ALLIANZ INSURANCE	330	47.17	Insurance
ACNIELSEN	331	47.07	Media - Marketing Services - Market Research
LETTS	332	47.05	Retailers - Office Equipment & Supplies
MCCANN-ERICKSON	333	47.02	Media - Marketing Services - Advertising Agencies
BOMBARDIER	334	46.96	Aerospace & Defence
SCHRODERS	335	46.95	Financial - Banks
FUJITSU	336	46.94	Support Services - Consultancies
SODEXO	337	46.88	Corporate Catering & Water Supplies
ENTERPRISE	338	46.84	Travel & Leisure - Automobile Rental
E.ON UK	339	46.76	Utilities
ASHRIDGE BUSINESS SCHOOL	340	46.73	Executive Education, Training & Development
SAINT-GOBAIN	341	46.65	Construction & Materials
SHANKS GROUP	342	46.64	Support Services - Waste Management
MAGNET TRADE	343	46.59	Retailers - Builders' Merchants
QINETIQ	344	46.58	Aerospace & Defence
HARRIS	345	46.53	Construction & Materials - Tools / Equipment
NATIONAL	346	46.49	Travel & Leisure - Automobile Rental
INGERSOLL RAND	347	46.44	Construction & Materials - Tools / Equipment
ELI LILLY	348	46.43	Pharmaceuticals & Biotech
REED ELSEVIER	349	46.28	Support Services - Information Providers
BG GROUP	350	46.27	Oil & Gas

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BRAND	RANK	INDEX	CATEGORY
MARKETING WEEK	351	46.26	Media - Trade Publications
UBS	352	46.22	Financial - Banks
LAFARGE	353	46.19	Construction & Materials
KIER GROUP	354	46.16	Construction & Materials
GREEN FLAG	355	46.16	Support Services - General
CAMBRIDGE JUDGE BUSINESS SCHOOL	356	46.16	Executive Education, Training & Development
TWYFORD BATHROOMS	357	46.11	Construction & Materials - Tools / Equipment
LEYLAND TRADE	358	45.86	Construction & Materials - Tools / Equipment
NEC	359	45.78	Technology - Hardware & Equipment
CONOCOPHILLIPS	360	45.75	Oil & Gas
CARILLION	361	45.74	Construction & Materials
REGUS	362	45.52	Support Services - General
PALM	363	45.52	Technology - Hardware & Equipment
BAIN & COMPANY	364	45.42	Support Services - Consultancies
BBH	365	45.34	Media - Marketing Services - Advertising Agencies
BABCOCK INTERNATIONAL	366	45.32	Support Services - General
ELSTREE STUDIOS	367	45.32	Support Services - General
BUSINESS DESIGN CENTRE	368	45.28	Travel & Leisure - Conference Centres
CB RICHARD ELLIS	369	45.22	Real Estate - Commercial Agents / Advisors
SCOTTISH & SOUTHERN ENERGY	370	45.16	Utilities
J.P.MORGAN CAZENOVE	371	45.08	Financial - Banks
LOGICA	372	45.04	Support Services - Consultancies
WALES MILLENNIUM CENTRE	373	44.99	Travel & Leisure - Conference Centres
ALAMO	374	44.94	Travel & Leisure - Automobile Rental
DE LA RUE	375	44.93	Support Services - General
THALES	376	44.93	Aerospace & Defence
SPECTATOR	377	44.90	Media - Content Creators/Owners
ACCOUNTANCY AGE	378	44.83	Media - Trade Publications
NETGEAR	379	44.80	Technology - Hardware & Equipment
SERCO	380	44.75	Support Services - General
BNP PARIBAS	381	44.73	Financial - Banks
NETJETS	382	44.73	Travel & Leisure - Airline Charter & Fractional Ownership
HRG	383	44.73	Travel & Leisure - Corporate Travel Agencies
ACER	384	44.63	Technology - Hardware & Equipment
SANDISK	385	44.62	Technology - Hardware & Equipment
TOPPSTILES	386	44.52	Retailers - Builders' Merchants
OFFICE ANGELS	387	44.51	Support Services - Recruitment
LINKEDIN	388	44.33	Media - Content Creators/Owners
EADS	389	44.24	Aerospace & Defence
CHARTERED MANAGEMENT INSTITUTE	390	44.21	Support Services - Associations & Accreditations
3	391	44.17	Telecommunications - Mobile & Online
PRONTAPRINT	392	44.14	Retailers - B2B General
MBNA	393	44.11	Financial - Credit Cards & Payment Solutions
UNISYS	394	44.09	Support Services - Consultancies
AUTOCAD	395	44.03	Software & Computer Services
AMEC	396	44.03	Support Services - General
ADDISON LEE	397	44.03	Support Services - General
THE LAWYER	398	43.93	Media - Trade Publications
TNS	399	43.90	Media - Marketing Services - Market Research
IBIS	400	43.90	Travel & Leisure - Business Hotels

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BRAND	RANK	INDEX	CATEGORY
WOLSELEY	401	43.85	Retailers - Builders' Merchants
MARSHALLS	402	43.72	Construction & Materials
JOHNSTONE'S TRADE PAINTS	403	43.70	Construction & Materials - Tools / Equipment
SMITHS	404	43.64	Industrial Engineering - General
PEARL	405	43.63	Insurance
MANCHESTER AIRPORTS GROUP	406	43.63	Industrial Transportation - General
NOVELL	407	43.60	Software & Computer Services
THAMES WATER	408	43.60	Utilities
CASIO	409	43.60	Technology - Hardware & Equipment
BRITISH RETAIL CONSORTIUM	410	43.57	Support Services - Associations & Accreditations
FLIGHT INTERNATIONAL	411	43.53	Media - Trade Publications
FREIGHTLINER	412	43.46	Industrial Transportation - Logistics / Distribution / Freight Services
RAYTHEON SYSTEMS	413	43.46	Aerospace & Defence
FIRST GROUP	414	43.41	Travel & Leisure - Train & Bus Operators
GREAT PORTLAND ESTATES	415	43.39	Real Estate - General
DATAMONITOR	416	43.38	Support Services - Information Providers
MARKETING	417	43.33	Media - Trade Publications
INVENSYS	418	43.24	Industrial Engineering - General
TDK	419	43.19	Technology - Hardware & Equipment
MILLENNIUM & COPTHORNE	420	43.18	Travel & Leisure - Business Hotels
BAKER TILLY	421	43.13	Support Services - Accountancy & Business Services
GENERAL DYNAMICS UK	422	43.12	Aerospace & Defence
GARMIN	423	43.09	Technology - Hardware & Equipment
NORTHROP GRUMMAN	424	43.02	Aerospace & Defence
CIPD	425	42.98	Support Services - Associations & Accreditations
OXFORD INSTRUMENTS	426	42.97	Technology - Hardware & Equipment
SEAGATE TECHNOLOGY	427	42.95	Technology - Hardware & Equipment
CARLSON WAGONLIT TRAVEL	428	42.95	Travel & Leisure - Corporate Travel Agencies
RICOH	429	42.86	Technology - Hardware & Equipment
CITI	430	42.83	Financial - Banks
MOTHER	431	42.81	Media - Marketing Services - Advertising Agencies
DTZ	432	42.77	Real Estate - Commercial Agents / Advisors
INMARSAT	433	42.70	Telecommunications - General
DRESDNER KLEINWORT	434	42.65	Financial - Banks
LOVELLS	435	42.62	Support Services - Legal
THE BANKER	436	42.58	Media - Trade Publications
OFFICE DEPOT	437	42.56	Retailers - Office Equipment & Supplies
NICEDAY	438	42.55	Retailers - Office Equipment & Supplies
CASS BUSINESS SCHOOL	439	42.51	Executive Education, Training & Development
BOEHRINGER INGELHEIM	440	42.48	Pharmaceuticals & Biotech
LATEROOMS.COM	441	42.44	Travel & Leisure - Corporate Travel Agencies
3COM	442	42.42	Software & Computer Services
JWT	443	42.41	Media - Marketing Services - Advertising Agencies
WESTFIELD	444	42.36	Real Estate - General
BLUE ARROW	445	42.30	Support Services - Recruitment
POW WOW	446	42.27	Corporate Catering & Water Supplies
QUARK	447	42.19	Software & Computer Services
INTERLINK EXPRESS	448	42.18	Industrial Transportation - B2B Delivery Services
ASKJEEVES UK	449	42.11	Media - Marketing Services - Advertising Solutions
DRAPER	450	42.06	Construction & Materials - Tools / Equipment

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
ADECCO	451	41.99	Support Services - Recruitment
LINDE GROUP	452	41.99	Chemicals
MISYS	453	41.96	Software & Computer Services
MILLWARD BROWN	454	41.92	Media - Marketing Services - Market Research
CNBC	455	41.79	Media - Content Creators/Owners
ALSTOM	456	41.77	Industrial Engineering - General
IMAGINATION	457	41.73	Media - Marketing Services - Branding & Design
CANARY WHARF GROUP	458	41.73	Real Estate - General
PARK PLAZA	459	41.71	Travel & Leisure - Business Hotels
LAING O'ROURKE	460	41.67	Construction & Materials
ABB	461	41.63	Industrial Engineering - General
BRUNSWICK	462	41.63	Media - Marketing Services - PR
SEVERN TRENT WATER	463	41.62	Utilities
SWISSPORT	464	41.55	Industrial Transportation - General
KALL KWIK	465	41.50	Retailers - B2B General
SANOFI-AVENTIS	466	41.45	Pharmaceuticals & Biotech
THE BRIGHTON CENTRE	467	41.43	Travel & Leisure - Conference Centres
ASTON BUSINESS SCHOOL	468	41.41	Executive Education, Training & Development
CONSTRUCTION NEWS	469	41.40	Media - Trade Publications
G4S	470	41.38	Support Services - Security & Fire Protection
MOODY'S	471	41.38	Support Services - Information Providers
WEBER SHANDWICK	472	41.37	Media - Marketing Services - PR
BRISTOL-MYERS SQUIBB	473	41.36	Pharmaceuticals & Biotech
CARBON TRUST	474	41.33	Support Services - General
LENOVO	475	41.28	Technology - Hardware & Equipment
ALLIED IRISH BANK	476	41.27	Financial - Retail Banks
SIMMONS & SIMMONS	477	41.25	Support Services - Legal
KING STURGE	478	41.23	Real Estate - Commercial Agents / Advisors
FLYBE	479	41.22	Travel & Leisure - Airlines
KELLY SERVICES	480	41.22	Support Services - Recruitment
HOTELS.COM	481	41.20	Travel & Leisure - Corporate Travel Agencies
SOPHOS	482	41.19	Software & Computer Services
CLEAR CHANNEL OUTDOOR	483	41.15	Media - Marketing Services - Advertising Solutions
MUNICH RE	484	41.14	Insurance
XSTRATA	485	41.12	Mining
ADVISORY, CONCILIATION & ARBITRATION SERVICE	486	41.08	Support Services - Associations & Accreditations
OXFORD BLACK N' RED	487	41.07	Retailers - Office Equipment & Supplies
DRAPERS	488	41.01	Media - Trade Publications
BOURNEMOUTH INTERNATIONAL CENTRE	489	41.01	Travel & Leisure - Conference Centres
AMD	490	41.00	Technology - Hardware & Equipment
HILL & KNOWLTON	491	40.98	Media - Marketing Services - PR
BOOZ & CO	492	40.95	Support Services - Consultancies
LANDOR ASSOCIATES	493	40.90	Media - Marketing Services - Branding & Design
3663	494	40.90	Industrial Transportation - Logistics / Distribution / Freight Services
ESTATES GAZETTE	495	40.80	Media - Trade Publications
BMRB OMNIBUS	496	40.80	Media - Marketing Services - Market Research
RETAIL WEEK	497	40.77	Media - Trade Publications
AMV BBDO	498	40.67	Media - Marketing Services - Advertising Agencies
ZENITH-OPTIMEDIA	499	40.61	Media - Marketing Services - Media Agency
ATKINS	500	40.38	Support Services - Consultancies