

### Top 20 Business Superbrands

BRAND		CATEGORY
British Airways	1	Travel - Airlines
Apple	2	Technology - Hardware & Equipment
Virgin Atlantic	3	Travel - Airlines
Microsoft	4	Information Technology - General
Visa	5	Financial - Credit Cards & Payment Solutions
MasterCard	6	Financial - Credit Cards & Payment Solutions
Google	7	Advertising Solutions
FedEx	8	Courier, Delivery & Postal Services
IBM	9	Information Technology - General
Samsung	10	Technology - Hardware & Equipment
Johnson & Johnson	11	Pharmaceuticals & Medical Equipment
BT	12	Telecommunications - General
Rolls-Royce Group	13	Aerospace & Defence
American Express	14	Financial - Credit Cards & Payment Solutions
Royal Mail	15	Courier, Delivery & Postal Services
PayPal	16	Financial - Credit Cards & Payment Solutions
BP	17	Oil & Gas - General
Shell	18	Oil & Gas - General
Bosch	19	Construction - Tools & Equipment Manufacturers
Boeing	20	Aerospace & Defence

### Category Winners

BRAND	CATEGORY
Deloitte	Accountancy & Business Services
Google	Advertising Solutions
Rolls-Royce Group	Aerospace & Defence
Tate & Lyle	Agribusiness
BMA (British Medical Association)	Associations & Accreditations
BASF	Chemicals
Haymarket	Conferences & Events - Owners & Organisers
NEC	Conferences & Events - Venues
Wickes	Construction - Builders Merchants & Distributors
Balfour Beatty	Construction - Consultancy, Design, Build & Management
Pilkington	Construction - Materials
HSS Hire	Construction - Plant & Tool Hire
Bosch	Construction - Tools & Equipment Manufacturers
FedEx	Courier, Delivery & Postal Services
London School of Economics and Political Science (LSE)	Executive Education - Business Schools
City & Guilds	Executive Education - Training & Development
HSBC	Financial - Business, Corporate & Investment Banking
Visa	Financial - Credit Cards & Payment Solutions
London Stock Exchange Group	Financial - Exchanges & Markets
Kickstarter	Financial - Peer-to-Peer Lending
JCB	Industrial Engineering - Construction, Agricultural & Utility Equipment
Siemens	Industrial Engineering - General
FTSE	Information Providers
Dropbox	Information Technology - Cloud, Data Centres & Hosting
Microsoft	Information Technology - General

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### BRAND CATEGORY

McAfee	Information Technology - Security
Bupa	Insurance, Pensions & Risk Management
Eversheds	Legal Services
McKinsey & Company	Management & HR Consultancies
Ipsos MORI	Market Research & Intelligence
Saatchi & Saatchi	Marketing Services
Rio Tinto	Mining
BP	Oil & Gas - General
AMEC	Oil & Gas - Services
Johnson & Johnson	Pharmaceuticals & Medical Equipment
Tetra Pak	Print, Paper & Packaging
Savills	Real Estate - Commercial Agents / Advisors
Canary Wharf Group	Real Estate - General
Reed	Recruitment
Eddie Stobart	Supply Chain, Distribution, Freight & Transport Services
Compass Group	Support Services - Catering
Big Yellow	Support Services - Document Protection & Storage
KIMBERLY-CLARK PROFESSIONAL	Support Services - Facilities Management & Supplies
Rentokil	Support Services - General
Staples	Support Services - Office Equipment & Supplies
Chubb Fire & Security	Support Services - Security, Safety & Fire Protection
Intel	Technology - Electronics, Semiconductors & Components
Apple	Technology - Hardware & Equipment
BT	Telecommunications - General
Inmarsat	Telecommunications - Satellite Owners & Operators
British Airways	Travel - Airlines
Hilton Hotels & Resorts	Travel - Business Hotels
American Express Travel	Travel - Corporate Travel Services
Eurostar	Travel - Train & Bus Operators
EDF Energy	Utilities & Power
Biffa	Waste Management & Recycling

### Qualifying Business Superbrands (A-Z)

### BRAND CATEGORY

3M	Industrial Engineering - General
ABB	Industrial Engineering - General
Abbott	Pharmaceuticals & Medical Equipment
ABI (Association of British Insurers)	Associations & Accreditations
ABTA	Associations & Accreditations
Acas (Advisory, Conciliation & Arbitration Service)	Associations & Accreditations
ACCA (The Association of Chartered Certified Accountants)	Associations & Accreditations
Accenture	Management & HR Consultancies
Access Self Storage	Support Services - Document Protection & Storage
Acer	Technology - Hardware & Equipment
Addison Lee	Support Services - General
Adecco	Recruitment
Adobe	Information Technology - General
ADT	Support Services - Security, Safety & Fire Protection
Aegis	Support Services - Security, Safety & Fire Protection
Aegon	Insurance, Pensions & Risk Management

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### BRAND CATEGORY

Aggregate Industries	Construction - Materials
Aggreko	Utilities & Power
AgustaWestland	Aerospace & Defence
AIG	Insurance, Pensions & Risk Management
AIM	Financial - Exchanges & Markets
Airbus	Aerospace & Defence
AkzoNobel	Chemicals
Alcatel-Lucent	Telecommunications - General
Allen & Overy	Legal Services
Allergan	Pharmaceuticals & Medical Equipment
Allianz	Insurance, Pensions & Risk Management
Alstom	Industrial Engineering - General
AMD	Technology - Electronics, Semiconductors & Components
AMEC	Oil & Gas - Services
American Express	Financial - Credit Cards & Payment Solutions
American Express Travel	Travel - Corporate Travel Services
Amey	Construction - Consultancy, Design, Build & Management
Anglo American	Mining
AOL Advertising	Advertising Solutions
Aon	Insurance, Pensions & Risk Management
A-Plant	Construction - Plant & Tool Hire
Apple	Technology - Hardware & Equipment
Aramark	Support Services - Catering
ArcelorMittal	Industrial Engineering - General
ARM	Technology - Electronics, Semiconductors & Components
Arriva	Travel - Train & Bus Operators
Arup	Construction - Consultancy, Design, Build & Management
Ashridge Business School	Executive Education - Business Schools
Associated British Ports	Supply Chain, Distribution, Freight & Transport Services
Associated Press	Information Providers
AstraZeneca	Pharmaceuticals & Medical Equipment
Atkins	Construction - Consultancy, Design, Build & Management
Atlas Copco	Industrial Engineering - General
Atos	Information Technology - General
Autodesk	Information Technology - General
Autoglass	Support Services - General
Avanti Communications	Telecommunications - General
Avaya	Information Technology - General
Avery	Print, Paper & Packaging
AVEVA	Information Technology - General
Aviva	Insurance, Pensions & Risk Management
AXA	Insurance, Pensions & Risk Management
AXA PPP healthcare	Insurance, Pensions & Risk Management
Babcock	Support Services - General
BAE Systems	Aerospace & Defence
Bain & Company	Management & HR Consultancies
Baker & McKenzie	Legal Services
Baker Tilly	Accountancy & Business Services
Balfour Beatty	Construction - Consultancy, Design, Build & Management
BAM Nuttall	Construction - Consultancy, Design, Build & Management
Bank of America Merrill Lynch	Financial - Business, Corporate & Investment Banking
Bank of Scotland	Financial - Business, Corporate & Investment Banking
Barclaycard	Financial - Credit Cards & Payment Solutions
Barclays	Financial - Business, Corporate & Investment Banking

### BRAND CATEGORY

BASF	Chemicals
Basildon Bond	Print, Paper & Packaging
Baxi	Industrial Engineering - General
Baxter	Pharmaceuticals & Medical Equipment
Bayer	Pharmaceuticals & Medical Equipment
BBA Aviation	Supply Chain, Distribution, Freight & Transport Services
BBH	Marketing Services
BCG (Boston Consulting Group)	Management & HR Consultancies
BDA (British Dental Association)	Associations & Accreditations
BDO	Accountancy & Business Services
Bell Pottinger	Marketing Services
Best Western	Travel - Business Hotels
BG Group	Oil & Gas - General
BHP Billiton	Mining
Biffa	Waste Management & Recycling
Big Yellow	Support Services - Document Protection & Storage
Bird & Bird	Legal Services
Black & Decker	Construction - Tools & Equipment Manufacturers
BlackBerry	Technology - Hardware & Equipment
Bloomberg	Information Providers
BLP (Berwin Leighton Paisner)	Legal Services
Blue Arrow	Recruitment
BMA (British Medical Association)	Associations & Accreditations
BMC	Information Technology - General
BNP Paribas Real Estate	Real Estate - Commercial Agents / Advisors
BOC	Oil & Gas - General
Boehringer Ingelheim	Pharmaceuticals & Medical Equipment
Boeing	Aerospace & Defence
Bombardier	Aerospace & Defence
Booker	Supply Chain, Distribution, Freight & Transport Services
Bosch	Construction - Tools & Equipment Manufacturers
Bournemouth International Centre (BIC)	Conferences & Events - Venues
Box	Information Technology - Cloud, Data Centres & Hosting
BP	Oil & Gas - General
BPI (British Polythene Industries)	Industrial Engineering - General
BPP	Executive Education - Training & Development
Brakes Group	Supply Chain, Distribution, Freight & Transport Services
Brandon Hire	Construction - Plant & Tool Hire
Brewers	Construction - Builders Merchants & Distributors
Brighton Centre	Conferences & Events - Venues
Bristol-Myers Squibb	Pharmaceuticals & Medical Equipment
British Airways	Travel - Airlines
British Chambers of Commerce (BCC)	Associations & Accreditations
British Council	Associations & Accreditations
British Gas Business	Utilities & Power
British Gypsum	Construction - Materials
British Land	Real Estate - General
British Retail Consortium	Associations & Accreditations
Brook Street	Recruitment
Brother	Technology - Hardware & Equipment
Brunswick	Marketing Services
BSI	Associations & Accreditations
BT	Telecommunications - General
Buildbase	Construction - Builders Merchants & Distributors

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### BRAND CATEGORY

BRAND	CATEGORY
Bunzl	Supply Chain, Distribution, Freight & Transport Services
Bupa	Insurance, Pensions & Risk Management
Bywaters	Waste Management & Recycling
CA Technologies	Information Technology - General
Calor	Oil & Gas - General
Cambridge Judge Business School	Executive Education - Business Schools
Canary Wharf Group	Real Estate - General
Cannon Hygiene	Support Services - Facilities Management & Supplies
Canon	Technology - Hardware & Equipment
Capgemini	Information Technology - General
Capita	Support Services - General
Cargill	Agribusiness
Carillion	Construction - Consultancy, Design, Build & Management
Carlson Wagonlit Travel	Travel - Corporate Travel Services
Carter Jonas	Real Estate - Commercial Agents / Advisors
Casio	Technology - Hardware & Equipment
Castrol	Oil & Gas - General
Caterpillar	Industrial Engineering - Construction, Agricultural & Utility Equipment
CBI	Associations & Accreditations
CEMEX	Construction - Materials
Central Hall Westminster	Conferences & Events - Venues
Chartered Institute of Building (CIOB)	Associations & Accreditations
Chevron	Oil & Gas - General
Christie + Co	Real Estate - Commercial Agents / Advisors
Chubb Fire & Security	Support Services - Security, Safety & Fire Protection
Chubb Insurance	Insurance, Pensions & Risk Management
CIMA (Chartered Institute of Management Accountants)	Associations & Accreditations
CIPD	Associations & Accreditations
Cisco	Information Technology - General
Citi	Financial - Business, Corporate & Investment Banking
City & Guilds	Executive Education - Training & Development
City Link	Courier, Delivery & Postal Services
City Plumbing Supplies	Construction - Builders Merchants & Distributors
Clancy Docwra	Construction - Consultancy, Design, Build & Management
Claranet	Information Technology - Cloud, Data Centres & Hosting
Clear Channel	Advertising Solutions
Clifford Chance	Legal Services
CMI (Chartered Management Institute)	Associations & Accreditations
Compass Group	Support Services - Catering
Computacenter	Information Technology - General
ConocoPhillips UK	Oil & Gas - General
Conqueror	Print, Paper & Packaging
Co-operatives UK	Associations & Accreditations
Cory Environmental	Waste Management & Recycling
Costain	Construction - Consultancy, Design, Build & Management
Cosworth	Industrial Engineering - General
Cranfield School of Management	Executive Education - Business Schools
Credit Suisse	Financial - Business, Corporate & Investment Banking
Crowdfunder	Financial - Peer-to-Peer Lending
Crown Trade Paints	Construction - Tools & Equipment Manufacturers
Crowne Plaza	Travel - Business Hotels
Cushman & Wakefield	Real Estate - Commercial Agents / Advisors
D&B (Dun & Bradstreet)	Information Providers
De La Rue	Print, Paper & Packaging

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### BRAND CATEGORY

De Vere Hotels	Travel - Business Hotels
Dell	Technology - Hardware & Equipment
Deloitte	Accountancy & Business Services
Derwent London	Real Estate - General
Deutsche Bank	Financial - Business, Corporate & Investment Banking
Devro	Agribusiness
DeWALT	Construction - Tools & Equipment Manufacturers
DHL	Courier, Delivery & Postal Services
Digital Cinema Media (DCM)	Advertising Solutions
Direct Line	Insurance, Pensions & Risk Management
Dow	Chemicals
DPD	Courier, Delivery & Postal Services
Draper Tools	Construction - Tools & Equipment Manufacturers
Dropbox	Information Technology - Cloud, Data Centres & Hosting
DS Smith	Print, Paper & Packaging
DTZ	Real Estate - Commercial Agents / Advisors
Duke Corporate Education	Executive Education - Training & Development
Dulux Trade	Construction - Tools & Equipment Manufacturers
DuPont	Chemicals
Durham University Business School	Executive Education - Business Schools
E.On	Utilities & Power
East Coast	Travel - Train & Bus Operators
easyJet	Travel - Airlines
Eddie Stobart	Supply Chain, Distribution, Freight & Transport Services
EDF Energy	Utilities & Power
EMAP	Conferences & Events - Owners & Organisers
EMC	Industrial Engineering - General
Epson	Technology - Hardware & Equipment
Equifax	Information Providers
Equinix	Information Technology - Cloud, Data Centres & Hosting
Ericsson	Telecommunications - General
Eurooffice	Support Services - Office Equipment & Supplies
Eurostar	Travel - Train & Bus Operators
Eurotunnel	Supply Chain, Distribution, Freight & Transport Services
Eversheds	Legal Services
ExCeL London	Conferences & Events - Venues
Experian	Information Providers
ExxonMobil	Oil & Gas - General
EY	Accountancy & Business Services
Fairtrade Foundation	Associations & Accreditations
Federation of Small Businesses (FSB)	Associations & Accreditations
FedEx	Courier, Delivery & Postal Services
First	Travel - Train & Bus Operators
Fitch Group	Information Providers
Flybe	Travel - Airlines
Forrester	Market Research & Intelligence
Forth Ports	Supply Chain, Distribution, Freight & Transport Services
Freshfields Bruckhaus Deringer	Legal Services
Frost & Sullivan	Management & HR Consultancies
FSC (Forest Stewardship Council)	Associations & Accreditations
FTSE	Information Providers
Fujitsu	Technology - Hardware & Equipment
G4S	Support Services - Security, Safety & Fire Protection
Galliford Try	Construction - Consultancy, Design, Build & Management

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### BRAND CATEGORY

Gallup	Market Research & Intelligence
Gatwick Express	Travel - Train & Bus Operators
GE	Industrial Engineering - General
GfK	Market Research & Intelligence
GKN	Industrial Engineering - General
GlaxoSmithKline	Pharmaceuticals & Medical Equipment
Glencore	Mining
Globalstar	Telecommunications - Satellite Owners & Operators
Goldman Sachs	Financial - Business, Corporate & Investment Banking
Google	Advertising Solutions
Graham	Construction - Builders Merchants & Distributors
Grant Thornton	Accountancy & Business Services
Great Portland Estates	Real Estate - General
Grey London	Marketing Services
Grosvenor	Real Estate - General
Grundon	Waste Management & Recycling
Gulf Keystone Petroleum	Oil & Gas - General
Hall & Partners	Market Research & Intelligence
Hammerson	Real Estate - General
Hanson	Construction - Materials
Hapag-Lloyd	Supply Chain, Distribution, Freight & Transport Services
Harris	Construction - Tools & Equipment Manufacturers
Harrogate International Centre	Conferences & Events - Venues
Havas Worldwide	Marketing Services
Hawker Siddeley Switchgear	Industrial Engineering - General
Hay Group	Management & HR Consultancies
Haymarket	Conferences & Events - Owners & Organisers
Hays	Recruitment
Heathrow Express	Travel - Train & Bus Operators
Heidrick & Struggles	Management & HR Consultancies
Henley Business School	Executive Education - Business Schools
Henry Boot Developments	Real Estate - General
Heron International	Real Estate - General
Hewden	Construction - Plant & Tool Hire
Hill & Knowlton Strategies	Marketing Services
Hilti	Construction - Tools & Equipment Manufacturers
Hilton Hotels & Resorts	Travel - Business Hotels
Hire Station	Construction - Plant & Tool Hire
Hiscox	Insurance, Pensions & Risk Management
Hitachi	Technology - Hardware & Equipment
Holiday Inn	Travel - Business Hotels
Honeywell	Industrial Engineering - General
Howden	Industrial Engineering - General
Howdens Joinery	Construction - Builders Merchants & Distributors
HP	Technology - Hardware & Equipment
HSBC	Financial - Business, Corporate & Investment Banking
HSS Hire	Construction - Plant & Tool Hire
Huawei	Information Technology - General
ibis	Travel - Business Hotels
IBM	Information Technology - General
Icap Securities & Derivatives Exchange (ISDX)	Financial - Exchanges & Markets
IMI	Industrial Engineering - General
Imperial College London Business School	Executive Education - Business Schools
INEOS	Chemicals

### BRAND CATEGORY

BRAND	CATEGORY
Informa	Conferences & Events - Owners & Organisers
Infosys	Information Technology - General
Initial	Support Services - Facilities Management & Supplies
Inmarsat	Telecommunications - Satellite Owners & Operators
Innovation Group	Information Technology - General
Institute of Financial Accountants (IFA)	Associations & Accreditations
Intel	Technology - Electronics, Semiconductors & Components
Interlink Express	Courier, Delivery & Postal Services
International Paper	Print, Paper & Packaging
Interserve	Construction - Consultancy, Design, Build & Management
Intuit	Information Technology - General
Investors in People	Associations & Accreditations
IoD (Institute of Directors)	Associations & Accreditations
Ipsos MORI	Market Research & Intelligence
Iridium	Telecommunications - Satellite Owners & Operators
iris	Marketing Services
Iron Mountain	Support Services - Document Protection & Storage
Irwin Mitchell	Legal Services
J.P. Morgan	Financial - Business, Corporate & Investment Banking
JCB	Industrial Engineering - Construction, Agricultural & Utility Equipment
JCDecaux	Advertising Solutions
Jewson	Construction - Builders Merchants & Distributors
JKR	Marketing Services
JobServe	Recruitment
Jobsite	Recruitment
John Deere	Industrial Engineering - Construction, Agricultural & Utility Equipment
Johnson & Johnson	Pharmaceuticals & Medical Equipment
Johnson Matthey	Chemicals
Johnson Service Group	Support Services - Facilities Management & Supplies
Johnstone's Trade	Construction - Tools & Equipment Manufacturers
Juniper Networks	Information Technology - General
JWT London	Marketing Services
Kantar Media	Market Research & Intelligence
Kaplan	Executive Education - Training & Development
Kaspersky Lab	Information Technology - Security
Kelly Services	Recruitment
Keyline	Construction - Builders Merchants & Distributors
Kickstarter	Financial - Peer-to-Peer Lending
Kidde	Support Services - Security, Safety & Fire Protection
Kier Group	Construction - Consultancy, Design, Build & Management
KIMBERLY-CLARK PROFESSIONAL	Support Services - Facilities Management & Supplies
Kingspan Group	Construction - Materials
Kingston Smith	Accountancy & Business Services
Kitemark	Associations & Accreditations
Knight Frank	Real Estate - Commercial Agents / Advisors
Komatsu	Industrial Engineering - Construction, Agricultural & Utility Equipment
Kompass	Information Providers
KONE	Industrial Engineering - General
KPMG	Accountancy & Business Services
Kuehne + Nagel	Supply Chain, Distribution, Freight & Transport Services
Lafarge Tarmac	Construction - Materials
Laing O'Rourke	Construction - Consultancy, Design, Build & Management
Lambert Smith Hampton	Real Estate - Commercial Agents / Advisors
Lancaster University Management School	Executive Education - Business Schools

### BRAND CATEGORY

Land Securities	Real Estate - General
learnirect	Executive Education - Training & Development
Leeds University Business School	Executive Education - Business Schools
Lenovo	Technology - Hardware & Equipment
Leo Burnett	Marketing Services
LexisNexis	Information Providers
Lexmark	Technology - Hardware & Equipment
Leyland Trade	Construction - Tools & Equipment Manufacturers
LG	Technology - Hardware & Equipment
Liebherr	Industrial Engineering - Construction, Agricultural & Utility Equipment
Lilly	Pharmaceuticals & Medical Equipment
Linklaters	Legal Services
LINPAC Packaging	Print, Paper & Packaging
Lloyds Bank	Financial - Business, Corporate & Investment Banking
Lloyd's of London	Insurance, Pensions & Risk Management
Lockheed Martin	Aerospace & Defence
Logitech	Technology - Hardware & Equipment
London Business School	Executive Education - Business Schools
London Metal Exchange	Financial - Exchanges & Markets
London School of Economics and Political Science (LSE)	Executive Education - Business Schools
London Stock Exchange Group	Financial - Exchanges & Markets
Loomis	Support Services - Security, Safety & Fire Protection
Lyreco	Support Services - Office Equipment & Supplies
M&C Saatchi	Marketing Services
Mace	Construction - Consultancy, Design, Build & Management
Maersk Line	Supply Chain, Distribution, Freight & Transport Services
Magellan Aerospace	Aerospace & Defence
Magnet Trade	Construction - Builders Merchants & Distributors
Makita	Construction - Tools & Equipment Manufacturers
Manchester Business School	Executive Education - Business Schools
Manchester Central	Conferences & Events - Venues
Manpower	Recruitment
Marriott Hotels & Resorts	Travel - Business Hotels
Marshalls	Construction - Materials
Martin-Baker	Aerospace & Defence
Massey Ferguson	Industrial Engineering - Construction, Agricultural & Utility Equipment
MasterCard	Financial - Credit Cards & Payment Solutions
McAfee	Information Technology - Security
McCann London	Marketing Services
McKinsey & Company	Management & HR Consultancies
MediaCom	Marketing Services
Medtronic	Pharmaceuticals & Medical Equipment
Meggitt	Aerospace & Defence
Menzies	Accountancy & Business Services
Menzies Aviation	Supply Chain, Distribution, Freight & Transport Services
Menzies Distribution	Supply Chain, Distribution, Freight & Transport Services
Mercer	Management & HR Consultancies
Metro Radio Arena Newcastle	Conferences & Events - Venues
Michael Page	Recruitment
Microsoft	Information Technology - General
Microsoft Advertising	Advertising Solutions
Miller Construction	Construction - Consultancy, Design, Build & Management
Millward Brown	Market Research & Intelligence
Mindshare	Marketing Services

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### BRAND CATEGORY

Mintel	Market Research & Intelligence
Mitie	Support Services - General
Mitsubishi Electric	Industrial Engineering - General
Monsanto	Agribusiness
Monster	Recruitment
Moody's	Information Providers
Morgan Sindall	Construction - Consultancy, Design, Build & Management
Morgan Stanley	Financial - Business, Corporate & Investment Banking
Mother London	Marketing Services
Mott MacDonald	Construction - Consultancy, Design, Build & Management
Munich Re	Insurance, Pensions & Risk Management
Murphy	Construction - Consultancy, Design, Build & Management
National Express	Travel - Train & Bus Operators
National Grid	Utilities & Power
NATS	Aerospace & Defence
NatWest	Financial - Business, Corporate & Investment Banking
NEC	Conferences & Events - Venues
NETGEAR	Technology - Hardware & Equipment
NetSuite	Information Technology - General
NFU (National Farmers' Union)	Associations & Accreditations
NFU Mutual	Insurance, Pensions & Risk Management
Nielsen	Market Research & Intelligence
Nokia Networks	Telecommunications - General
Norbert Dentressangle	Supply Chain, Distribution, Freight & Transport Services
Northern Powergrid	Utilities & Power
Northgate Vehicle Hire	Support Services - General
Northrop Grumman	Aerospace & Defence
Norton	Information Technology - Security
Norton Rose Fulbright	Legal Services
Nottingham University Business School	Executive Education - Business Schools
Novartis	Pharmaceuticals & Medical Equipment
Novell	Information Technology - General
Novo Nordisk	Pharmaceuticals & Medical Equipment
Novotel	Travel - Business Hotels
npower	Utilities & Power
NVIDIA	Technology - Electronics, Semiconductors & Components
OC&C Strategy Consultants	Management & HR Consultancies
OCS	Support Services - Facilities Management & Supplies
Office Angels	Recruitment
Office Depot	Support Services - Office Equipment & Supplies
Ogilvy & Mather	Marketing Services
Ogilvy PR	Marketing Services
Olympus	Technology - Hardware & Equipment
Oracle	Information Technology - General
Osram	Industrial Engineering - General
Otis	Industrial Engineering - General
OVO	Utilities & Power
Oxford Black n' Red	Print, Paper & Packaging
P&O Ferrymasters	Supply Chain, Distribution, Freight & Transport Services
PA Consulting Group	Management & HR Consultancies
Panasonic	Technology - Hardware & Equipment
Panda Security	Information Technology - Security
Parcelforce Worldwide	Courier, Delivery & Postal Services
Park Inn by Radisson	Travel - Business Hotels

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### BRAND CATEGORY

Park Plaza	Travel - Business Hotels
PayPal	Financial - Credit Cards & Payment Solutions
PayPoint	Financial - Credit Cards & Payment Solutions
Pearl & Dean	Advertising Solutions
Pertemps	Recruitment
Petrofac	Oil & Gas - Services
Pfizer	Pharmaceuticals & Medical Equipment
PHD	Marketing Services
Philips Healthcare	Industrial Engineering - General
Philips Lighting	Industrial Engineering - General
PHS Group	Support Services - Facilities Management & Supplies
Pickfords	Support Services - General
Pilkington	Construction - Materials
Pinsent Masons	Legal Services
Pipe Center	Construction - Builders Merchants & Distributors
Pitman Training	Executive Education - Training & Development
Pitney Bowes	Support Services - Office Equipment & Supplies
Playtech	Information Technology - General
Plumb Center	Construction - Builders Merchants & Distributors
Plumbase	Construction - Builders Merchants & Distributors
Plusnet	Telecommunications - General
Polestar	Print, Paper & Packaging
Polypipe	Construction - Materials
Portakabin	Construction - Plant & Tool Hire
PR Newswire	Information Providers
Premier Farnell	Supply Chain, Distribution, Freight & Transport Services
Premier Inn	Travel - Business Hotels
Premier Oil	Oil & Gas - General
Prudential	Insurance, Pensions & Risk Management
Publicis London	Marketing Services
PwC	Accountancy & Business Services
QinetiQ	Aerospace & Defence
Qualcomm	Technology - Electronics, Semiconductors & Components
Rackspace	Information Technology - Cloud, Data Centres & Hosting
Radisson Blu Edwardian, London	Travel - Business Hotels
Randstad	Recruitment
Raytheon	Aerospace & Defence
Razorfish	Marketing Services
RBS (Royal Bank of Scotland)	Financial - Business, Corporate & Investment Banking
Reed	Recruitment
Reed Elsevier	Information Providers
Reed Exhibitions	Conferences & Events - Owners & Organisers
Regus	Real Estate - General
Renishaw	Industrial Engineering - General
Rentokil	Support Services - General
Rexam	Print, Paper & Packaging
RIBA (The Royal Institute of British Architects)	Associations & Accreditations
Ricoh	Technology - Hardware & Equipment
Ricoh Arena	Conferences & Events - Venues
RICS (Royal Institution of Chartered Surveyors)	Associations & Accreditations
Rio Tinto	Mining
Roche	Pharmaceuticals & Medical Equipment
Rolls-Royce Group	Aerospace & Defence
Royal Mail	Courier, Delivery & Postal Services

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### BRAND CATEGORY

RS Components	Supply Chain, Distribution, Freight & Transport Services
RSA	Insurance, Pensions & Risk Management
Ryanair	Travel - Airlines
Ryder	Support Services - General
Ryman	Support Services - Office Equipment & Supplies
Saatchi & Saatchi	Marketing Services
Safestore	Support Services - Document Protection & Storage
Sage	Information Technology - General
Saïd Business School, University of Oxford	Executive Education - Business Schools
Saint-Gobain	Construction - Materials
Salesforce.com	Information Technology - General
Samsung	Technology - Hardware & Equipment
SanDisk	Technology - Hardware & Equipment
Sandvik	Industrial Engineering - General
Sanofi	Pharmaceuticals & Medical Equipment
Santander	Financial - Business, Corporate & Investment Banking
SAP	Information Technology - General
Savills	Real Estate - Commercial Agents / Advisors
Schillings	Legal Services
Schindler	Industrial Engineering - General
Schneider Electric	Industrial Engineering - General
Scotia Gas Networks	Utilities & Power
Scottish & Southern Power Distribution	Utilities & Power
Screwfix	Construction - Builders Merchants & Distributors
Searcys	Support Services - Catering
SECC (Scottish Exhibition and Conference Centre)	Conferences & Events - Venues
Securitas	Support Services - Security, Safety & Fire Protection
Selco	Construction - Builders Merchants & Distributors
Serco	Support Services - General
Shanks Group	Waste Management & Recycling
Sharp	Technology - Hardware & Equipment
Shell	Oil & Gas - General
Shred-it	Support Services - Document Protection & Storage
Siemens	Industrial Engineering - General
Sikorsky	Aerospace & Defence
Simmons & Simmons	Legal Services
Simplyhealth	Insurance, Pensions & Risk Management
Sir Robert McAlpine	Construction - Consultancy, Design, Build & Management
SITA UK	Waste Management & Recycling
Skanska	Construction - Consultancy, Design, Build & Management
SKF	Industrial Engineering - General
Slaughter & May	Legal Services
SmartWater	Support Services - Security, Safety & Fire Protection
Smith & Nephew	Pharmaceuticals & Medical Equipment
Smith & Williamson	Accountancy & Business Services
Smiths Group	Industrial Engineering - General
Smiths News	Supply Chain, Distribution, Freight & Transport Services
Smurfit Kappa	Print, Paper & Packaging
Snap-on	Construction - Tools & Equipment Manufacturers
Sodexo	Support Services - Catering
Sony Professional	Technology - Hardware & Equipment
Sophos	Information Technology - Security
Speedy	Construction - Plant & Tool Hire
Spicers	Support Services - Office Equipment & Supplies

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### BRAND CATEGORY

St. Ives	Print, Paper & Packaging
Stagecoach	Travel - Train & Bus Operators
Standard & Poor's	Information Providers
Stanley	Construction - Tools & Equipment Manufacturers
Staples	Support Services - Office Equipment & Supplies
Starcom MediaVest	Marketing Services
Stobart Group	Supply Chain, Distribution, Freight & Transport Services
Strutt & Parker	Real Estate - Commercial Agents / Advisors
SunGard	Information Technology - General
Swiss Re	Insurance, Pensions & Risk Management
Swissport	Supply Chain, Distribution, Freight & Transport Services
Symantec	Information Technology - Security
Syngenta	Agribusiness
TalkTalk Business	Telecommunications - General
Tata Consultancy Services (TCS)	Information Technology - General
Tata Steel	Industrial Engineering - General
Tate & Lyle	Agribusiness
Taylor Wessing	Legal Services
Tetra Pak	Print, Paper & Packaging
Texas Instruments	Technology - Electronics, Semiconductors & Components
Thales	Aerospace & Defence
The ICC Birmingham	Conferences & Events - Venues
The Law Society	Associations & Accreditations
The Open University Business School	Executive Education - Business Schools
The Press Association (PA)	Information Providers
Thomson Local	Advertising Solutions
Thomson Reuters	Information Providers
Thwaites	Industrial Engineering - Construction, Agricultural & Utility Equipment
Thyssenkrupp	Industrial Engineering - General
Tile Giant	Construction - Builders Merchants & Distributors
TNS	Market Research & Intelligence
TNT	Courier, Delivery & Postal Services
Tomkins	Industrial Engineering - General
TomTom Telematics	Support Services - General
Toolstation	Construction - Builders Merchants & Distributors
Toshiba	Technology - Hardware & Equipment
Total	Oil & Gas - General
Totaljobs.com	Recruitment
Travelodge	Travel - Business Hotels
Travis Perkins	Construction - Builders Merchants & Distributors
Trend Micro	Information Technology - Security
Tyco Fire & Integrated Solutions	Support Services - Security, Safety & Fire Protection
UBM Live	Conferences & Events - Owners & Organisers
UK Mail	Courier, Delivery & Postal Services
UK Power Networks	Utilities & Power
Ultra Electronics	Aerospace & Defence
Unipart	Supply Chain, Distribution, Freight & Transport Services
Unisys	Information Technology - General
University of Edinburgh Business School	Executive Education - Business Schools
UPS	Courier, Delivery & Postal Services
Vaillant	Industrial Engineering - General
Vent-Axia	Industrial Engineering - General
Veolia Environmental Services	Waste Management & Recycling
Viking	Support Services - Office Equipment & Supplies

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**BRAND CATEGORY**

Virgin Atlantic	Travel - Airlines
Virgin Media Business	Telecommunications - General
Virgin Trains	Travel - Train & Bus Operators
Visa	Financial - Credit Cards & Payment Solutions
VMware	Information Technology - General
Volvo Construction Equipment	Industrial Engineering - Construction, Agricultural & Utility Equipment
Vonage	Telecommunications - General
Walker Media	Marketing Services
Warwick Business School	Executive Education - Business Schools
Wates	Construction - Consultancy, Design, Build & Management
Weber Shandwick	Marketing Services
Weir	Industrial Engineering - General
Westfield	Real Estate - General
Wickes	Construction - Builders Merchants & Distributors
Wieden+Kennedy	Marketing Services
Willis	Insurance, Pensions & Risk Management
Willmott Dixon	Construction - Consultancy, Design, Build & Management
Wincanton	Supply Chain, Distribution, Freight & Transport Services
Wolseley	Construction - Builders Merchants & Distributors
Wood Group	Oil & Gas - Services
Woolmark	Associations & Accreditations
Workspace	Real Estate - General
Worldpay	Financial - Credit Cards & Payment Solutions
Xerox	Technology - Hardware & Equipment
Yahoo Advertising	Advertising Solutions
Yale	Support Services - Security, Safety & Fire Protection
Yell	Advertising Solutions
Zenith	Support Services - General
Zurich	Insurance, Pensions & Risk Management