

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
MICROSOFT	1	100.0	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
ROLEX	2	99.9	WATCHES & ACCESSORIES
GOOGLE	3	93.4	INTERNET - GENERAL
BRITISH AIRWAYS	4	90.3	TRAVEL - AIRLINES
BBC	5	86.8	MEDIA - TV STATIONS
MERCEDES-BENZ	6	86.2	AUTOMOTIVE - VEHICLE MANUFACTURER
COCA-COLA	7	83.2	DRINKS - CARBONATED SOFT DRINKS
LEGO	8	82.9	LEISURE & ENTERTAINMENT - GAMES & TOYS
APPLE	9	81.4	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
ENCYCLOPAEDIA BRITANNICA	10	80.2	MEDIA - REFERENCE
VIRGIN ATLANTIC	11	80.1	TRAVEL - AIRLINES
DURACELL	12	78.8	HOUSEHOLD - GENERAL CONSUMABLES
MARKS & SPENCER	13	78.3	RETAIL - GENERAL
PHILADELPHIA	14	76.8	FOOD - GENERAL
DULUX	15	76.2	HOUSEHOLD - GENERAL CONSUMABLES
BMW	16	75.6	AUTOMOTIVE - VEHICLE MANUFACTURER
COLMAN'S	17	75.4	FOOD - GENERAL
DYSON	18	73.9	HOUSEHOLD - APPLIANCES
ORDNANCE SURVEY	19	73.7	MEDIA - REFERENCE
NINTENDO	20	73.5	LEISURE & ENTERTAINMENT - GAMES & TOYS
JAGUAR	21	72.6	AUTOMOTIVE - VEHICLE MANUFACTURER
SONY	22	72.5	TECHNOLOGY - GENERAL
BP	23	71.9	OIL & GAS
FISHER-PRICE	24	71.6	LEISURE & ENTERTAINMENT - GAMES & TOYS
ANDREX	25	70.9	HOUSEHOLD - GENERAL CONSUMABLES
THOMAS COOK	26	70.2	TRAVEL - AGENTS & TOUR OPERATORS
HILTON	27	69.2	TRAVEL - HOTELS & RESORTS
SHELL	28	68.0	OIL & GAS
NIKE	29	66.5	SPORTSWEAR & EQUIPMENT
DISNEY	30	66.5	LEISURE & ENTERTAINMENT - GAMES & TOYS
GUINNESS	31	66.4	DRINKS - BEER & CIDER
FAIRY	32	66.1	HOUSEHOLD - CLEANING PRODUCTS
ROYAL DOULTON	33	65.6	HOUSEHOLD - GENERAL
BOSCH	34	65.0	HOUSEHOLD - APPLIANCES
JOHN LEWIS	35	64.6	RETAIL - GENERAL
ROYAL ALBERT HALL	36	64.6	LEISURE & ENTERTAINMENT - DESTINATIONS
MANCHESTER UNITED FOOTBALL CLUB	37	63.4	LEISURE & ENTERTAINMENT - GENERAL
TWININGS	38	63.1	DRINKS - COFFEE & TEA
EDEN PROJECT	39	63.1	LEISURE & ENTERTAINMENT - DESTINATIONS
BOOTS	40	62.9	RETAIL - GENERAL
CUNARD	41	62.7	TRAVEL - GENERAL
PLAYSTATION	42	62.2	LEISURE & ENTERTAINMENT - GAMES & TOYS
AA	43	61.8	AUTOMOTIVE - GENERAL
MONOPOLY	44	61.7	LEISURE & ENTERTAINMENT - GAMES & TOYS
THORNTONS	45	61.7	FOOD - CHOCOLATE & CONFECTIONERY
KLEENEX	46	61.4	HOUSEHOLD - GENERAL CONSUMABLES
SCHWEPPES	47	61.4	DRINKS - CARBONATED SOFT DRINKS
BANG & OLUFSEN	48	61.0	TECHNOLOGY - GENERAL
ROBINSONS	49	60.6	DRINKS - GENERAL
HARRODS	50	60.6	RETAIL - GENERAL

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
OXFORD UNIVERSITY PRESS	51	60.4	MEDIA - REFERENCE
EUROSTAR	52	60.1	TRAVEL - BUS & RAIL OPERATORS
WEDGWOOD	53	60.1	HOUSEHOLD - GENERAL
DOMESTOS	54	59.2	HOUSEHOLD - CLEANING PRODUCTS
MCCAIN	55	58.8	FOOD - GENERAL
DETTOL	56	58.3	HOUSEHOLD - CLEANING PRODUCTS
NESCAFÉ	57	58.2	DRINKS - COFFEE & TEA
THE LONDON EYE	58	58.0	LEISURE & ENTERTAINMENT - DESTINATIONS
NOKIA	59	57.8	TECHNOLOGY - GENERAL
SKY	60	57.6	MEDIA - TV STATIONS
IBM	61	56.7	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
HORNBY	62	56.5	LEISURE & ENTERTAINMENT - GAMES & TOYS
DELL	63	56.4	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
PERSIL	64	56.0	HOUSEHOLD - CLEANING PRODUCTS
RIBENA	65	55.9	DRINKS - GENERAL
POST OFFICE	66	55.9	SERVICES & UTILITIES
STARBUCKS	67	55.4	RESTAURANTS & COFFEE SHOPS
KRISPY KREME	68	55.3	FOOD - GENERAL
COW & GATE	69	55.3	FOOD - GENERAL
BLACK & DECKER	70	54.9	HOUSEHOLD - GENERAL
HEWLETT-PACKARD	71	54.9	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
TATE GALLERIES	72	54.5	LEISURE & ENTERTAINMENT - DESTINATIONS
STELLA ARTOIS	73	54.3	DRINKS - BEER & CIDER
COLLINS	74	53.9	MEDIA - REFERENCE
ADIDAS	75	53.7	SPORTSWEAR & EQUIPMENT
JACK DANIEL'S	76	53.2	DRINKS - SPIRITS
PAMPERS	77	53.0	HOUSEHOLD - CHILD PRODUCTS
NATIONAL EXPRESS	78	52.7	TRAVEL - BUS & RAIL OPERATORS
RAC	79	52.7	AUTOMOTIVE - GENERAL
WEETABIX	80	52.4	FOOD - GENERAL
GORDON'S	81	52.3	DRINKS - SPIRITS
AUDI	82	52.2	AUTOMOTIVE - VEHICLE MANUFACTURER
DUREX	83	51.8	PHARMACEUTICAL
SMIRNOFF	84	51.7	DRINKS - SPIRITS
WEMBLEY STADIUM	85	51.6	LEISURE & ENTERTAINMENT - DESTINATIONS
CADBURY	86	51.4	FOOD - CHOCOLATE & CONFECTIONERY
PG TIPS	87	51.4	DRINKS - COFFEE & TEA
MICHELIN	88	51.4	AUTOMOTIVE - GENERAL
YELLOW PAGES	89	51.1	SERVICES & UTILITIES
NUROFEN	90	51.0	PHARMACEUTICAL
VISA	91	50.9	FINANCIAL
SAINSBURY'S	92	50.5	RETAIL - GENERAL
VICKS	93	50.5	PHARMACEUTICAL
TAG HEUER	94	50.5	WATCHES & ACCESSORIES
PANASONIC	95	50.4	TECHNOLOGY - GENERAL
TETLEY	96	50.4	DRINKS - COFFEE & TEA
LEXUS	97	50.3	AUTOMOTIVE - VEHICLE MANUFACTURER
INTEL	98	50.2	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
BT	99	50.1	SERVICES & UTILITIES
SCALEXTRIC	100	49.8	LEISURE & ENTERTAINMENT - GAMES & TOYS

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
CANON	101	49.7	TECHNOLOGY - GENERAL
MASTERCARD	102	49.6	FINANCIAL
DOUWE EGBERTS	103	48.9	DRINKS - COFFEE & TEA
HÄAGEN-DAZS	104	48.7	FOOD - GENERAL
LLOYDS TSB	105	48.6	FINANCIAL
SAVLON	106	48.6	PHARMACEUTICAL
BARCLAYS	107	48.5	FINANCIAL
REEBOK	108	48.3	SPORTSWEAR & EQUIPMENT
AGA	109	48.1	HOUSEHOLD - APPLIANCES
MARRIOTT	110	48.0	TRAVEL - HOTELS & RESORTS
KODAK	111	47.9	TECHNOLOGY - GENERAL
CALVIN KLEIN	112	47.7	CLOTHING & FOOTWEAR
GOODYEAR	113	47.7	AUTOMOTIVE - GENERAL
AMERICAN EXPRESS	114	47.7	FINANCIAL
SONY ERICSSON	115	47.5	TECHNOLOGY - GENERAL
TESCO	116	47.5	RETAIL - GENERAL
HARVEY NICHOLS	117	47.3	RETAIL - GENERAL
SILVER CROSS	118	47.3	HOUSEHOLD - CHILD PRODUCTS
WAITROSE	119	46.8	RETAIL - GENERAL
HOTPOINT	120	46.7	HOUSEHOLD - APPLIANCES
HIPP ORGANIC	121	46.7	FOOD - GENERAL
WATERSTONE'S	122	46.7	RETAIL - GENERAL
NATIONAL GEOGRAPHIC	123	46.6	MEDIA - NEWSPAPERS & MAGAZINES
THE NATIONAL LOTTERY	124	46.6	LEISURE & ENTERTAINMENT - GAMBLING
LINDT	125	46.5	FOOD - CHOCOLATE & CONFECTIONERY
GLENFIDDICH	126	46.4	DRINKS - SPIRITS
GREEN & BLACK'S	127	46.3	FOOD - CHOCOLATE & CONFECTIONERY
INTERFLORA	128	46.3	SERVICES & UTILITIES
FLASH	129	46.2	HOUSEHOLD - CLEANING PRODUCTS
PEPSI	130	46.1	DRINKS - CARBONATED SOFT DRINKS
THE TIMES/SUNDAY TIMES	131	46.0	MEDIA - NEWSPAPERS & MAGAZINES
ARIEL	132	46.0	HOUSEHOLD - CLEANING PRODUCTS
MADAME TUSSAUDS	133	46.0	LEISURE & ENTERTAINMENT - DESTINATIONS
SHARWOOD'S	134	45.9	FOOD - GENERAL
OMEGA	135	45.8	WATCHES & ACCESSORIES
KENCO	136	45.7	DRINKS - COFFEE & TEA
MAMAS & PAPAS	137	45.6	HOUSEHOLD - CHILD PRODUCTS
BUPA	138	45.6	SERVICES & UTILITIES
XBOX	139	45.5	LEISURE & ENTERTAINMENT - GAMES & TOYS
YAHOO!	140	45.3	INTERNET - GENERAL
PEPERAMI	141	45.2	FOOD - GENERAL
ORAL-B	142	45.1	TOILETRIES & COSMETICS
MCDONALD'S	143	45.0	RESTAURANTS & COFFEE SHOPS
MACLEANS	144	45.0	TOILETRIES & COSMETICS
LEMSIP	145	44.9	PHARMACEUTICAL
L'OCCITANE	146	44.6	TOILETRIES & COSMETICS
LEVI'S	147	44.4	CLOTHING & FOOTWEAR
A-Z MAPS	148	44.3	MEDIA - REFERENCE
WHISKAS	149	44.0	HOUSEHOLD - GENERAL CONSUMABLES
KP	150	44.0	FOOD - GENERAL

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
VODAFONE	151	43.9	MOBILE TELECOMMUNICATIONS
BAILEYS	152	43.9	DRINKS - SPIRITS
MICHELIN TRAVEL GUIDES & MAPS	153	43.9	MEDIA - REFERENCE
PIRELLI	154	43.9	AUTOMOTIVE - GENERAL
AMAZON.CO.UK	155	43.6	RETAIL - GENERAL
FINANCIAL TIMES	156	43.5	MEDIA - NEWSPAPERS & MAGAZINES
HSBC	157	43.5	FINANCIAL
MR MUSCLE	158	43.4	HOUSEHOLD - CLEANING PRODUCTS
ORIGINAL SOURCE	159	43.4	TOILETRIES & COSMETICS
ALTON TOWERS	160	43.3	LEISURE & ENTERTAINMENT - DESTINATIONS
BACARDI	161	43.1	DRINKS - SPIRITS
TCP	162	43.0	PHARMACEUTICAL
HOOVER	163	42.7	HOUSEHOLD - APPLIANCES
LUCOZADE	164	42.7	DRINKS - CARBONATED SOFT DRINKS
DOVE	165	42.3	TOILETRIES & COSMETICS
JORDANS	166	42.2	FOOD - GENERAL
IKEA	167	42.2	RETAIL - GENERAL
JACOB'S CREEK	168	42.2	DRINKS - WINE
YOUTUBE	169	42.1	INTERNET - GENERAL
ELASTOPLAST	170	42.0	HOUSEHOLD - GENERAL CONSUMABLES
ZANUSSI	171	41.7	HOUSEHOLD - APPLIANCES
SLAZENGER	172	41.7	SPORTSWEAR & EQUIPMENT
MCVITIE'S	173	41.6	FOOD - GENERAL
CALPOL	174	41.5	PHARMACEUTICAL
CROWN	175	41.4	HOUSEHOLD - GENERAL CONSUMABLES
P&O FERRIES	176	41.3	TRAVEL - GENERAL
BRAUN	177	41.1	TOILETRIES & COSMETICS
OLYMPUS	178	40.9	TECHNOLOGY - GENERAL
PETIT FILOUS	179	40.6	FOOD - GENERAL
SOUTHERN COMFORT	180	40.6	DRINKS - SPIRITS
BONJELA	181	40.6	PHARMACEUTICAL
SELFRIDGES	182	40.1	RETAIL - GENERAL
LADBROKES	183	40.0	LEISURE & ENTERTAINMENT - GAMBLING
SAMSUNG	184	39.9	TECHNOLOGY - GENERAL
HORLICKS	185	39.9	DRINKS - GENERAL
SHERATON HOTELS & RESORTS	186	39.8	TRAVEL - HOTELS & RESORTS
NIVEA	187	39.8	TOILETRIES & COSMETICS
NIKON	188	39.5	TECHNOLOGY - GENERAL
BENYLIN	189	39.5	PHARMACEUTICAL
WATERFORD	190	39.3	HOUSEHOLD - GENERAL
FERRERO ROCHER	191	39.2	FOOD - CHOCOLATE & CONFECTIONERY
PANTENE	192	39.2	TOILETRIES & COSMETICS
MOLTON BROWN	193	39.2	TOILETRIES & COSMETICS
MIELE	194	38.8	HOUSEHOLD - APPLIANCES
PEDIGREE	195	38.8	HOUSEHOLD - GENERAL CONSUMABLES
BARCLAYCARD	196	38.8	FINANCIAL
FAMOUS GROUSE	197	38.7	DRINKS - SPIRITS
WALL'S ICE CREAM	198	38.7	FOOD - GENERAL
PHILIPS	199	38.7	TECHNOLOGY - GENERAL
WEIGHT WATCHERS	200	38.6	FOOD - GENERAL

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
GAVISCON	201	38.6	PHARMACEUTICAL
WILLIAM HILL	202	38.5	LEISURE & ENTERTAINMENT - GAMBLING
RUSSELL HOBBS	203	38.4	HOUSEHOLD - APPLIANCES
O2	204	38.4	MOBILE TELECOMMUNICATIONS
HARDYS	205	38.3	DRINKS - WINE
RAY-BAN	206	38.1	WATCHES & ACCESSORIES
EVIAN	207	38.0	DRINKS - GENERAL
MATTEL	208	38.0	LEISURE & ENTERTAINMENT - GAMES & TOYS
ORANGE	209	38.0	MOBILE TELECOMMUNICATIONS
SCHWARZKOPF	210	37.8	TOILETRIES & COSMETICS
REMY MARTIN	211	37.8	DRINKS - SPIRITS
COMFORT	212	37.7	HOUSEHOLD - CLEANING PRODUCTS
CHELSEA FOOTBALL CLUB	213	37.7	LEISURE & ENTERTAINMENT - GENERAL
OXO	214	37.7	FOOD - GENERAL
BABYBEL	215	37.5	FOOD - GENERAL
BAXTERS	216	37.5	FOOD - GENERAL
CLINIQUE	217	37.5	TOILETRIES & COSMETICS
BOSE	218	37.4	TECHNOLOGY - GENERAL
ROTARY	219	37.4	WATCHES & ACCESSORIES
CRAYOLA	220	37.3	LEISURE & ENTERTAINMENT - GAMES & TOYS
TATE & LYLE CANE SUGAR	221	37.3	FOOD - GENERAL
VOGUE	222	37.2	MEDIA - NEWSPAPERS & MAGAZINES
LE CREUSET	223	37.2	HOUSEHOLD - GENERAL
RENNIE	224	37.2	PHARMACEUTICAL
LIVERPOOL FOOTBALL CLUB	225	37.1	LEISURE & ENTERTAINMENT - GENERAL
ASDA	226	37.1	RETAIL - GENERAL
GILLETTE	227	36.9	TOILETRIES & COSMETICS
JAEGER	228	36.8	CLOTHING & FOOTWEAR
BUDWEISER	229	36.5	DRINKS - BEER & CIDER
CLARKS	230	36.4	CLOTHING & FOOTWEAR
NATWEST	231	36.4	FINANCIAL
RYVITA	232	36.4	FOOD - GENERAL
ARGOS	233	36.3	RETAIL - GENERAL
LAND ROVER	234	36.0	AUTOMOTIVE - VEHICLE MANUFACTURER
HAMLEYS	235	36.0	RETAIL - GENERAL
ROC	236	36.0	TOILETRIES & COSMETICS
BLACKBERRY	237	36.0	TECHNOLOGY - GENERAL
STREPSILS	238	35.9	PHARMACEUTICAL
TAMPAX	239	35.9	TOILETRIES & COSMETICS
ALKA-SELTZER	240	35.8	PHARMACEUTICAL
DEEP HEAT	241	35.8	PHARMACEUTICAL
NIGHT NURSE	242	35.7	PHARMACEUTICAL
TIMBERLAND	243	35.5	CLOTHING & FOOTWEAR
SEIKO	244	35.5	WATCHES & ACCESSORIES
ARSENAL FOOTBALL CLUB	245	35.4	LEISURE & ENTERTAINMENT - GENERAL
DR MARTENS	246	35.4	CLOTHING & FOOTWEAR
FLORA	247	35.3	FOOD - GENERAL
FACEBOOK	248	35.3	INTERNET - GENERAL
HUGGIES	249	35.2	HOUSEHOLD - CHILD PRODUCTS
PUMA	250	35.2	SPORTSWEAR & EQUIPMENT

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
ANADIN	251	35.1	PHARMACEUTICAL
JOHNNIEWALKER	252	34.9	DRINKS - SPIRITS
MACLAREN	253	34.9	HOUSEHOLD - CHILD PRODUCTS
TOSHIBA	254	34.9	TECHNOLOGY - GENERAL
B&Q	255	34.8	RETAIL - GENERAL
WHICH?	256	34.8	MEDIA - NEWSPAPERS & MAGAZINES
ALFA ROMEO	257	34.7	AUTOMOTIVE - VEHICLE MANUFACTURER
HUSH PUPPIES	258	34.7	CLOTHING & FOOTWEAR
BURGER KING	259	34.7	RESTAURANTS & COFFEE SHOPS
WHIRLPOOL	260	34.6	HOUSEHOLD - APPLIANCES
COURVOISIER	261	34.6	DRINKS - SPIRITS
PERRIER	262	34.6	DRINKS - GENERAL
SWAROVSKI	263	34.5	HOUSEHOLD - GENERAL
CARLSBERG	264	34.3	DRINKS - BEER & CIDER
DUNLOP	265	34.3	AUTOMOTIVE - GENERAL
VANISH	266	34.2	HOUSEHOLD - CLEANING PRODUCTS
TRIVIAL PURSUIT	267	34.1	LEISURE & ENTERTAINMENT - GAMES & TOYS
HMV	268	33.9	RETAIL - GENERAL
POLYFILLA	269	33.9	HOUSEHOLD - GENERAL CONSUMABLES
COSTA	270	33.8	RESTAURANTS & COFFEE SHOPS
ROYAL CARIBBEAN INTERNATIONAL	271	33.7	TRAVEL - GENERAL
DERMLOGICA	272	33.7	TOILETRIES & COSMETICS
RACHEL'S ORGANIC	273	33.6	FOOD - GENERAL
KFC	274	33.6	RESTAURANTS & COFFEE SHOPS
SMEG	275	33.6	HOUSEHOLD - APPLIANCES
PENTAX	276	33.3	TECHNOLOGY - GENERAL
TEFAL	277	33.2	HOUSEHOLD - GENERAL
ROYAL BANK OF SCOTLAND	278	33.2	FINANCIAL
KENWOOD KITCHEN APPLIANCES	279	33.2	HOUSEHOLD - APPLIANCES
CLAIROL	280	33.2	TOILETRIES & COSMETICS
THERMOS	281	33.1	HOUSEHOLD - GENERAL
BELL'S	282	33.1	DRINKS - SPIRITS
SILENTNIGHT	283	32.9	HOUSEHOLD - GENERAL
AMOY	284	32.8	FOOD - GENERAL
MARMITE	285	32.8	FOOD - GENERAL
MARTINI	286	32.8	DRINKS - SPIRITS
PIZZAEXPRESS	287	32.8	RESTAURANTS & COFFEE SHOPS
TY.PHOO	288	32.7	DRINKS - COFFEE & TEA
MR SHEEN	289	32.7	HOUSEHOLD - CLEANING PRODUCTS
EA	290	32.6	LEISURE & ENTERTAINMENT - GAMES & TOYS
RONSEAL	291	32.6	HOUSEHOLD - GENERAL CONSUMABLES
BEN & JERRY'S	292	32.5	FOOD - GENERAL
QUAKER OATS	293	32.5	FOOD - GENERAL
DAIRYLEA	294	32.5	FOOD - GENERAL
WHITTARD OF CHELSEA	295	32.5	DRINKS - COFFEE & TEA
BRITISH GAS	296	32.5	SERVICES & UTILITIES
LEGOLAND	297	32.5	LEISURE & ENTERTAINMENT - DESTINATIONS
LENOR	298	32.4	HOUSEHOLD - CLEANING PRODUCTS
SEVEN SEAS	299	32.3	PHARMACEUTICAL
VOLVO	300	32.2	AUTOMOTIVE - VEHICLE MANUFACTURER

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
DKNY	301	31.8	CLOTHING & FOOTWEAR
ELECTROLUX	302	31.7	HOUSEHOLD - APPLIANCES
HARRY RAMSDEN'S	303	31.6	RESTAURANTS & COFFEE SHOPS
MOTHERCARE	304	31.6	RETAIL - GENERAL
KIEHL'S	305	31.6	TOILETRIES & COSMETICS
CHAMPNEYS	306	31.5	TRAVEL - HOTELS & RESORTS
TWIGLETS	307	31.5	FOOD - GENERAL
CHARLES WORTHINGTON	308	31.4	TOILETRIES & COSMETICS
MORPHY RICHARDS	309	31.4	HOUSEHOLD - APPLIANCES
HALIFAX	310	31.4	FINANCIAL
SAMSONITE	311	31.1	HOUSEHOLD - GENERAL
BISTO	312	31.0	FOOD - GENERAL
RADISSON HOTELS & RESORTS	313	30.9	TRAVEL - HOTELS & RESORTS
CLEARASIL	314	30.6	TOILETRIES & COSMETICS
PIMM'S	315	30.5	DRINKS - SPIRITS
VOLKSWAGEN	316	30.5	AUTOMOTIVE - VEHICLE MANUFACTURER
ALPEN	317	30.5	FOOD - GENERAL
NATIONWIDE	318	30.4	FINANCIAL
AFTER EIGHT	319	30.4	FOOD - CHOCOLATE & CONFECTIONERY
VO5	320	30.4	TOILETRIES & COSMETICS
TUPPERWARE	321	30.2	HOUSEHOLD - GENERAL
EBAY	322	30.1	RETAIL - GENERAL
BOLD	323	30.1	HOUSEHOLD - CLEANING PRODUCTS
KENWOOD	324	30.1	TECHNOLOGY - GENERAL
FLYMO	325	30.0	HOUSEHOLD - APPLIANCES
ADOBE	326	29.9	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
BEN SHERMAN	327	29.9	CLOTHING & FOOTWEAR
HARD ROCK CAFÉ	328	29.8	RESTAURANTS & COFFEE SHOPS
LINDEMANS	329	29.8	DRINKS - WINE
COINTREAU	330	29.7	DRINKS - SPIRITS
KNORR	331	29.7	FOOD - GENERAL
GÜ	332	29.7	FOOD - GENERAL
WONDERBRA	333	29.6	CLOTHING & FOOTWEAR
BOBBI BROWN	334	29.6	TOILETRIES & COSMETICS
LONGLEAT	335	29.4	LEISURE & ENTERTAINMENT - DESTINATIONS
SANDALS	336	29.3	TRAVEL - HOTELS & RESORTS
CARLING	337	29.3	DRINKS - BEER & CIDER
DOMINO'S PIZZA	338	28.9	RESTAURANTS & COFFEE SHOPS
VIRGIN MEDIA	339	28.8	SERVICES & UTILITIES
BLOSSOM HILL	340	28.7	DRINKS - WINE
BRITAX	341	28.7	HOUSEHOLD - CHILD PRODUCTS
POT NOODLE	342	28.5	FOOD - GENERAL
RADIO TIMES	343	28.5	MEDIA - NEWSPAPERS & MAGAZINES
THE BODY SHOP	344	28.5	RETAIL - GENERAL
OPTREX	345	28.5	PHARMACEUTICAL
AUTOGLASS	346	28.4	AUTOMOTIVE - GENERAL
DIESEL	347	28.4	CLOTHING & FOOTWEAR
KUONI	348	28.3	TRAVEL - AGENTS & TOUR OPERATORS
CHUBB	349	28.3	SERVICES & UTILITIES
SUDOCREM	350	28.2	PHARMACEUTICAL

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
IMODIUM	351	28.2	PHARMACEUTICAL
WELLA	352	28.1	TOILETRIES & COSMETICS
PIZ BUIN	353	28.1	TOILETRIES & COSMETICS
SAAB	354	28.0	AUTOMOTIVE - VEHICLE MANUFACTURER
MOTOROLA	355	27.9	TECHNOLOGY - GENERAL
EARLY LEARNING CENTRE	356	27.9	RETAIL - GENERAL
HEINEKEN	357	27.9	DRINKS - BEER & CIDER
HARPIC	358	27.9	HOUSEHOLD - CLEANING PRODUCTS
CLARINS	359	27.8	TOILETRIES & COSMETICS
THE ECONOMIST	360	27.7	MEDIA - NEWSPAPERS & MAGAZINES
HUGO BOSS	361	27.7	TOILETRIES & COSMETICS
TIFFANY & CO.	362	27.6	RETAIL - GENERAL
GROLSCH	363	27.4	DRINKS - BEER & CIDER
NEW SCIENTIST	364	27.4	MEDIA - NEWSPAPERS & MAGAZINES
HP	365	27.3	FOOD - GENERAL
PRINGLES	366	27.2	FOOD - GENERAL
TROPICANA	367	27.2	DRINKS - GENERAL
PAYPAL	368	27.1	FINANCIAL
GALAXY	369	27.1	FOOD - CHOCOLATE & CONFECTIONERY
MIRACLE-GRO	370	27.1	HOUSEHOLD - GENERAL CONSUMABLES
L'ORÉAL PARIS	371	27.1	TOILETRIES & COSMETICS
VOLVIC	372	27.0	DRINKS - GENERAL
MARS	373	26.9	FOOD - CHOCOLATE & CONFECTIONERY
CIF	374	26.9	HOUSEHOLD - CLEANING PRODUCTS
E&J GALLO	375	26.9	DRINKS - WINE
JOHN WEST	376	26.9	FOOD - GENERAL
FOSTER'S	377	26.7	DRINKS - BEER & CIDER
TOYS 'R' US	378	26.6	RETAIL - GENERAL
XEROX	379	26.5	TECHNOLOGY - GENERAL
SAGA	380	26.4	SERVICES & UTILITIES
SHREDDED WHEAT	381	26.4	FOOD - GENERAL
GRAND MARNIER	382	26.3	DRINKS - SPIRITS
WALKERS	383	26.3	FOOD - GENERAL
VIRGIN MOBILE	384	26.1	MOBILE TELECOMMUNICATIONS
PAUL SMITH	385	26.1	CLOTHING & FOOTWEAR
INNOCENT	386	26.0	DRINKS - GENERAL
BECK'S	387	26.0	DRINKS - BEER & CIDER
OLAY	388	25.9	TOILETRIES & COSMETICS
ABBAY	389	25.9	FINANCIAL
MAGNERS IRISH CIDER	390	25.9	DRINKS - BEER & CIDER
LONELY PLANET	391	25.8	MEDIA - REFERENCE
CHANNEL 4	392	25.7	MEDIA - TV STATIONS
BENDICKS	393	25.6	FOOD - CHOCOLATE & CONFECTIONERY
THE DAILY TELEGRAPH/SUNDAY TELEGRAPH	394	25.6	MEDIA - NEWSPAPERS & MAGAZINES
KRONENBOURG 1664	395	25.6	DRINKS - BEER & CIDER
PRET A MANGER	396	25.6	RESTAURANTS & COFFEE SHOPS
CASTROL	397	25.4	OIL & GAS
HELLY HANSEN	398	25.4	SPORTSWEAR & EQUIPMENT
THE NORTH FACE	399	25.3	SPORTSWEAR & EQUIPMENT
FINISH	400	25.2	HOUSEHOLD - CLEANING PRODUCTS

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
PATAK'S	401	25.2	FOOD - GENERAL
FOUR SEASONS HOTELS & RESORTS	402	25.1	TRAVEL - HOTELS & RESORTS
SLUMBERLAND	403	25.1	HOUSEHOLD - GENERAL
COSMOPOLITAN	404	24.9	MEDIA - NEWSPAPERS & MAGAZINES
MONSOON	405	24.9	CLOTHING & FOOTWEAR
TOILET DUCK	406	24.9	HOUSEHOLD - CLEANING PRODUCTS
PC WORLD	407	24.8	RETAIL - GENERAL
TED BAKER	408	24.7	CLOTHING & FOOTWEAR
TOMMEE TIPPEE	409	24.7	HOUSEHOLD - CHILD PRODUCTS
PLAY-DOH	410	24.6	LEISURE & ENTERTAINMENT - GAMES & TOYS
JOHN FRIEDA	411	24.5	TOILETRIES & COSMETICS
DORITOS	412	24.5	FOOD - GENERAL
SANATOGEN	413	24.4	PHARMACEUTICAL
RUSSELL & BROMLEY	414	24.3	CLOTHING & FOOTWEAR
UMBRO	415	24.3	SPORTSWEAR & EQUIPMENT
TOMTOM	416	24.2	TECHNOLOGY - GENERAL
M.A.C	417	24.2	TOILETRIES & COSMETICS
PRINGLE	418	24.2	CLOTHING & FOOTWEAR
SUDAFED	419	24.2	PHARMACEUTICAL
SWATCH	420	24.2	WATCHES & ACCESSORIES
KWIK-FIT	421	24.1	AUTOMOTIVE - GENERAL
NEFF	422	24.0	HOUSEHOLD - APPLIANCES
RALEIGH	423	24.0	SPORTSWEAR & EQUIPMENT
FRENCH CONNECTION	424	23.9	CLOTHING & FOOTWEAR
TOBLERONE	425	23.9	FOOD - CHOCOLATE & CONFECTIONERY
SIMPLE	426	23.8	TOILETRIES & COSMETICS
HENNESSY	427	23.7	DRINKS - SPIRITS
HONDA	428	23.7	AUTOMOTIVE - VEHICLE MANUFACTURER
QUALITY STREET	429	23.6	FOOD - CHOCOLATE & CONFECTIONERY
ELIZABETH ARDEN	430	23.5	TOILETRIES & COSMETICS
BRYLCREEM	431	23.5	TOILETRIES & COSMETICS
ENERGIZER	432	23.5	HOUSEHOLD - GENERAL CONSUMABLES
TRESEMMÉ	433	23.4	TOILETRIES & COSMETICS
TILDA	434	23.3	FOOD - GENERAL
AVON	435	23.3	TOILETRIES & COSMETICS
CILLIT BANG	436	23.3	HOUSEHOLD - CLEANING PRODUCTS
WOLF BLASS	437	23.2	DRINKS - WINE
SENSODYNE	438	23.2	TOILETRIES & COSMETICS
MÜLLER	439	23.1	FOOD - GENERAL
NEXT	440	23.1	CLOTHING & FOOTWEAR
TERRY'S	441	23.1	FOOD - CHOCOLATE & CONFECTIONERY
J2O	442	23.0	DRINKS - GENERAL
BIRDS EYE	443	23.0	FOOD - GENERAL
NUTELLA	444	23.0	FOOD - GENERAL
BLAUPUNKT	445	23.0	TECHNOLOGY - GENERAL
HALFORDS	446	23.0	RETAIL - GENERAL
THE SANCTUARY	447	23.0	TOILETRIES & COSMETICS
PANADOL	448	22.9	PHARMACEUTICAL
HOLLAND & BARRETT	449	22.8	RETAIL - GENERAL
KIT KAT	450	22.8	FOOD - CHOCOLATE & CONFECTIONERY

OFFICIAL TOP 500 2010

BRAND	RANK	INDEX	CATEGORY
MORRISONS	451	22.6	RETAIL - GENERAL
VTECH	452	22.6	LEISURE & ENTERTAINMENT - GAMES & TOYS
GOOD HOUSEKEEPING	453	22.6	MEDIA - NEWSPAPERS & MAGAZINES
THE O2	454	22.6	LEISURE & ENTERTAINMENT - DESTINATIONS
GARNIER	455	22.6	TOILETRIES & COSMETICS
LEICA	456	22.5	TECHNOLOGY - GENERAL
MARIGOLD	457	22.5	HOUSEHOLD - CLEANING PRODUCTS
TONI&GUY	458	22.5	RETAIL - GENERAL
HIGHLAND SPRING	459	22.5	DRINKS - GENERAL
HOLIDAY INN	460	22.5	TRAVEL - HOTELS & RESORTS
BERGHAUS	461	22.4	SPORTSWEAR & EQUIPMENT
HOVIS	462	22.4	FOOD - GENERAL
STANNAH STAIRLIFTS	463	22.4	HOUSEHOLD - GENERAL
TIMOTEI	464	22.4	TOILETRIES & COSMETICS
BOMBAY SAPPHIRE	465	22.3	DRINKS - SPIRITS
SCHOLL	466	22.2	TOILETRIES & COSMETICS
IMPERIAL LEATHER	467	22.2	TOILETRIES & COSMETICS
CHIVAS REGAL	468	22.2	DRINKS - SPIRITS
MALTESERS	469	22.1	FOOD - CHOCOLATE & CONFECTIONERY
VAIO	470	22.0	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
GAP	471	21.9	CLOTHING & FOOTWEAR
LG	472	21.8	TECHNOLOGY - GENERAL
E45	473	21.7	TOILETRIES & COSMETICS
ZOVIRAX	474	21.7	PHARMACEUTICAL
FORD	475	21.5	AUTOMOTIVE - VEHICLE MANUFACTURER
NECTAR	476	21.5	SERVICES & UTILITIES
BRITA	477	21.5	HOUSEHOLD - GENERAL
THE CO-OPERATIVE	478	21.5	RETAIL - GENERAL
AEG	479	21.4	HOUSEHOLD - APPLIANCES
KAREN MILLEN	480	21.4	CLOTHING & FOOTWEAR
WAGAMAMA	481	21.4	RESTAURANTS & COFFEE SHOPS
MTV	482	21.4	MEDIA - TV STATIONS
JAMESON	483	21.4	DRINKS - SPIRITS
SPECSAVERS	484	21.4	RETAIL - GENERAL
KICKERS	485	21.3	CLOTHING & FOOTWEAR
OCEAN SPRAY	486	21.2	DRINKS - GENERAL
LURPAK	487	21.2	FOOD - GENERAL
STANLEY	488	21.1	HOUSEHOLD - GENERAL
NICORETTE	489	21.1	PHARMACEUTICAL
WINALOT	490	21.1	HOUSEHOLD - GENERAL CONSUMABLES
THE INDEPENDENT//INDEPENDENT ON SUNDAY	491	21.1	MEDIA - NEWSPAPERS & MAGAZINES
HERBAL ESSENCES	492	21.0	TOILETRIES & COSMETICS
PRUDENTIAL	493	20.9	FINANCIAL
HABITAT	494	20.9	RETAIL - GENERAL
LA SENZA	495	20.9	CLOTHING & FOOTWEAR
CRABTREE & EVELYN	496	20.8	TOILETRIES & COSMETICS
MISS SELFRIDGE	497	20.8	CLOTHING & FOOTWEAR
WEST CORNWALL PASTY CO.	498	20.8	FOOD - GENERAL
RED BULL	499	20.7	DRINKS - CARBONATED SOFT DRINKS
VANITY FAIR	500	20.7	MEDIA - NEWSPAPERS & MAGAZINES