

Index of Thought Leaders (2010): media summary

Telling the Story

Thought Leaders Index 2010

Building awareness and understanding of
TLG's annual survey of influential brands

The Index is now in its 4th year

2010 surveys opinion leaders in
UK and USA

Identifies the most powerful
corporate and media brands

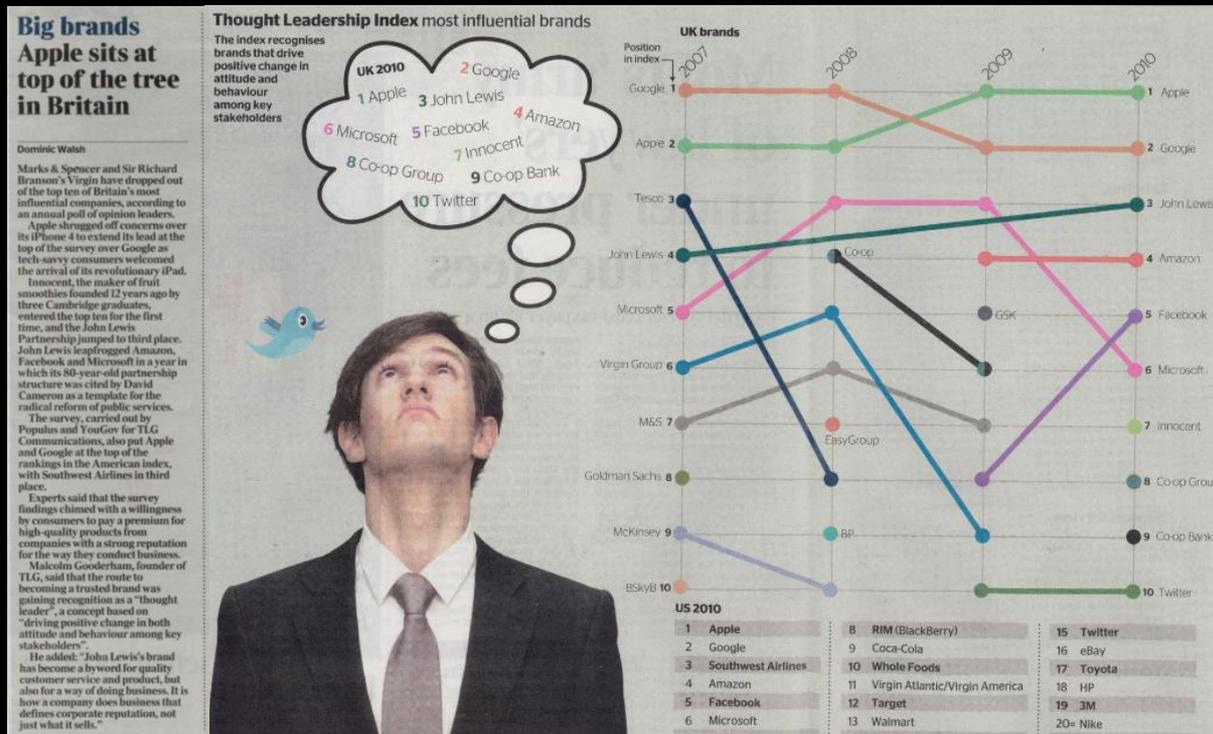


National Media + Commentary

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Malcolm Gooderham founder of TLG said that the route to becoming a trusted brand was gaining recognition as a Thought Leader a concept based on “driving positive change in both attitude and behaviour among key stakeholders”...

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“ Branding experts say the study is evidence of the mounting importance among consumers of ethics, responsibility and quality in spite of tough economic times. ”

Innocent and John Lewis break into poll of leading brands as ethics become good business

Retail partnership and eco-smoothie maker are in – and BP is out, writes Andrew Clark

An upstart manufacturer of fruit smoothies and a never-knowingly-underused retailer have edged aside stalwarts such as Marks & Spencer and Virgin from the ranks of Britain's most influential brands as the business community sets greater store by "values".

The environmentally active drinks firm Innocent, which was established by three Cambridge graduates but is now controlled by Coca-Cola, will be named this week as the seventh most significant "thought leadership" brand in Britain in an annual poll that asked 1,000 opinion leaders to identify their top trusted, innovative businesses.

Technology titans Apple and Google occupy the top two slots for the fourth



The John Lewis store in Liverpool: the partnership enjoyed record results this year.

consecutive year as they continue to dominate digital entertainment and online information. But John Lewis, the venerable retailer founded upon a single London drapery in 1864, is a new entry to the list at number

three – a reflection of a record year in till receipts both at the partnership's department stores and at its Waitrose supermarkets.

Branding experts say the study is evidence of the mounting importance

among consumers of ethics, responsibility and quality in spite of tough economic times.

Robert Jones, a strategist at Wolff Olins, says: "Consumers are looking for a little more than just the lowest price. They're looking for brands that do something, rather than just say something all the time – and those that

'People are seeking reassurance. These are economic comfort foods that we still look to in chilly economic times'

Robert Jones, Wolff Olins

are able to identify with that are going to be influential."

Despite high unemployment, weak house prices and public sector cuts, shoppers are, Jones says, still willing to pay a premium for some things: "In

tough times, people look for certain types of reassurance as treats. These are economic comfort foods that we still look to in chilly economic times."

The research, carried out by Populus and YouGov for TLG Communications, canvasses individuals in the media, politics, business and not-for-profit organisations.

For the first time in the study's four-year history, Marks & Spencer has dropped out of the UK top 10 – a reflection, perhaps, of confusion about the chain's identity as new boss Marc Bolland rings the changes to try to reinvigorate sales.

The Virgin group has also slipped, following a year of relatively few headline-grabbing stunts by Sir Richard Branson.

On the American list of influential brands, technology companies have an even greater dominance, with microchip maker Intel and Research in Motion, manufacturer of the BlackBerry, high on the list alongside Apple, Google, Coca-Cola, Facebook and Amazon.

Innocent, the smallest company to

feature the British list, was set up by former advertising executive Richard Reed and two friends who decided to try selling fruit smoothies on a stall at a London music festival in 1998.

The self-consciously quirky firm, which describes its headquarters as Fruit Towers and encourages customers to call its "banana phone" for advice, has seen its annual sales exceed £100m but faced criticism from certain aficionados for "selling out" to Coca-

Cola earlier this year. One Facebook group urged the firm to "give back Coca-Cola's dirty money", fearing that multinational ownership could dilute its ethical stance.

John Lewis has a similarly anti-corporate image thanks to its unusual partnership structure. John Lewis's chairman, Charlie Mayfield, says that his brand's new prominence on the list might be partly down to an understanding among shoppers that the

business's ownership and profits are shared by 69,000 staff.

"This comes at a time when lots of people are looking for new ways to do business, and are dissatisfied with older models," says Mayfield. "That has been stoked by some of the really significant problems we've been facing elsewhere in the economy."

John Lewis has enjoyed a bumper year with sales having risen by 11% to almost £3bn. Mayfield says the majority of customers are aware of the chain's unusual structure: "Most shoppers will not be able to describe the detailed structure of the partnership but they'll say they have heard it's a good place to work, that we look after our staff well. There's an understanding that we have an ownership that has a slightly different outcome from elsewhere."

One distinctively British name has dropped out of sight. BP was rated as the nation's ninth most influential brand as recently as 2008. Tainted by the catastrophic oil spill in the Gulf of Mexico, the company no longer commands a ranking at all.

BIG NAMES

UNITED KINGDOM

- 1 APPLE (1)
- 2 GOOGLE (2)
- 3 JOHN LEWIS (-)
- 4 AMAZON (4)
- 5 FACEBOOK (8)
- 6 MICROSOFT (3)
- 7 INNOCENT (-)
- 8 CO-OP GROUP (6)
- 9 CO-OP BANK (-)
- 10 TWITTER (10)

Brackets show last year's position

UNITED STATES

- APPLE
- GOOGLE
- SOUTHWEST AIRLINES
- AMAZON
- FACEBOOK
- MICROSOFT
- INTEL
- RIM (BLACKBERRY)
- COCA-COLA
- WHOLE FOODS

Source: TLG/Populus/YouGov





Last week I attended a seminar held by TLG.....a strategic communications agency that tries to turn its clients into “thought leaders”, firms that people trust and respect.



Customers must love you it's key to company success

Chris Blackhurst
City Editor



A LEADING businessman – I will spare his blushes – once asked me how I thought history would judge him. Given that he'd just exited a company and had been attracting negative headlines everywhere, it was difficult to keep a straight face. I could, perhaps should, have asked: "Do you mean, where do you rank alongside Einstein and Newton?"

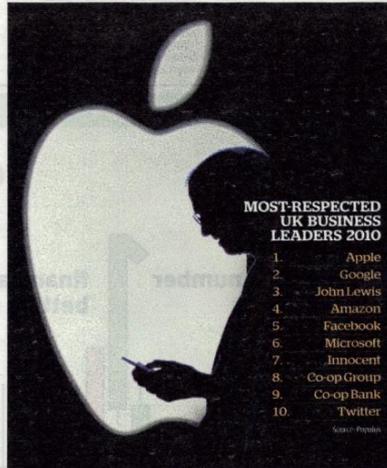
What his concern illustrated, apart from his preposterous vanity, was his fear of reputation. It is the one thing that our business leaders worry about above all other, after their health, children, wives, mistresses and, of course, profit. "Reputation, reputation, reputation" is an all-consuming mantra. Oxford University's Saïd Business School has a department devoted to it. Textbooks are dedicated to it; business leaders all want to ensure that they and, by extension their companies and brands, achieve the Holy Grail of a sound reputation.

It's why they spend so much on public relations, why PRs have now elbowed accountants and lawyers aside in the pecking order of advisers. They want, simply, to be loved.

Yet, for all their commercial acumen, intelligence and sophistication; for all the management awaydays and think-ins, they fail. Overall, the standing of big business and many of its constituents has never been lower.

Last week, I attended a seminar held by TLG, or Thought Leadership Group. It's a strategic communications agency that tries to turn its clients into "thought leaders", firms that people trust and respect. Invariably, it asserts, companies that have this status also have higher market share.

In short, consumers and suppliers want to do business with them. Each year, the polling organisation Populus



MOST-RESPECTED UK BUSINESS LEADERS 2010

1. Apple
2. Google
3. John Lewis
4. Amazon
5. Facebook
6. Microsoft
7. Innocent
8. Co-op Group
9. Co-op Bank
10. Twitter

Source: Populus

At the core: Apple, headed by Steve Jobs, tops Britain's best-liked brands list

produces a list for TLG of the UK's most trusted companies (see table above). From a patriotic perspective, it makes extremely depressing reading. Only three Brits (if the two Co-ops are lumped together), the rest foreign. Looking at the UK leaders, too, it appears like an advert for mutuality. We have most regard in Britain, it seems, for companies that are owned by their employees (John Lewis) or their customers (Co-op). That would chime with how John Lewis is out in front on every level, and how it has

been enthusiastically embraced by the Government as the perfect model for many public services.

The Co-op, too, enjoys similar affection, more so now it is experiencing a management resurgence. But the list says much more than that. All the companies that aren't British are American. They're not French, German, Japanese, Chinese.

They hail from a land where customer service is paramount, where corporations know how to engage with their users. It's true they're also

organisations that attract a fair deal of criticism for their sometimes Big Brother cultish mentality.

But fundamentally they make their customers feel special and wanted. Take the top company, Apple. I have an Apple Mac at home. On a regular basis, completely unsolicited from me, up will pop on the screen a message telling me that new software is available for me to install, for free. That's smart. It makes me feel warm towards Apple.

Google, too, is constantly pushing to give web browsers what they desire, tailoring its products for them.

Yes, we can be cynical and say they're trying to own us and take over the world but they're forever adding a new device, frequently boosting and improving what they provide. Even the way they jokingly change their logo to mark an anniversary or the season contributes to that friendly familiarity.

When I go on Amazon, it not only directs me towards the book or album that I want but it also adds a note saying that, Chris, if you like this, you may also like the following...

OF course that can induce a shudder. But plenty of people must like it. And Amazon prides itself on doing exactly what it says it will do – deliver the product I requested on time (and I can check the progress of my order).

It's no coincidence either that so many of these companies are online pioneers, that they've been able to master instant messaging and rapid response. It's that ability to speak directly to the consumer that elevates them.

In its own way, British fruit drinks maker Innocent does the same. Its packaging induces a smile, the ingredients of its smoothies are shown clearly, without addition or obfuscation. It's a company that is honest.

There are lessons here for every UK chairman and chief executive; if they want to be remembered favourably in despatches, they should read and absorb and, above all, apply.

International Media



The brands that top the Index excel at defining what they stand for, maintain a ruthless and coherent focus on their credentials and share very high trust ratings.



How Does a Brand Become a Thought Leader?

3:23 PM Tuesday November 16, 2010

by Malcolm Gooderham | [Comments \(1\)](#)

Which corporate brands are the world's most influential? Each year we at TLG try to answer that question in the International Index of Thought Leadership. We ask influential "opinion formers" from business, politics, the media, and NGOs in the U.S. and the UK to rank companies on five behaviors identified by Henley Business School as common to high-impact or "thought leader" organizations: a pioneering spirit, rigor, objectivity, authenticity, and clarity, with clarity as the most critical.

The brands that top the Index excel at defining what they stand for, maintain a ruthless and coherent focus on their credentials, and share very high trust ratings. At a time of economic crisis when consumers question corporate motives, following their examples and focusing on the five qualities of thought-leader companies is a path to building trust in your brand.

This year the Index included some surprising choices and confirmed some emerging trends.

Los Angeles Times

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California is home to almost half of the nation's most “powerful” brands, according to an index compiled by TLG Communications of London that surveyed “key opinion leaders”.

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California tops nation with 'powerful' brands

November 15, 2010 | 6:02 pm

Sun and surf, California has plenty of. A laid-back attitude, definitely yes. Influential companies? Just look at Silicon Valley.

Apparently, California is home to almost half of the nation's most "powerful" brands, according to an index compiled by TLG Communications of London that surveyed "key opinion leaders."

The names are unsurprising -- occupying three of the top five brands are Apple in the top slot, Google as No. 2 and Facebook in fifth. Of the top 20 positions, California-based companies snagged nine spots. Other Golden State powerhouses include Intel (7), Virgin America/Atlantic (11), Skype (14), Twitter (15), Ebay (16) and Hewlett Packard (18).

Texas follows with three top-20 brands. Washington, New York and Minnesota clock in third with two companies each.



Regional Media



TLG's Index measures the influence of brands both in Britain and the US by asking key opinion formers to rank leading companies according to their "thought leadership" power



John Lewis is ranked among influential list

BUSINESS
By BEN GRIFFITHS

RETAIL giant John Lewis has surged into a ranking of Britain's most influential brands, as the group's partnership approach to doing business and a record year for till receipts propelled it into the top three.

TLG's annual index of UK Business Thought Leaders ranks John Lewis below Apple and Google but above other respected names including Amazon, Facebook and Microsoft. It is eight places above nearest retail rival Marks & Spencer, while Sir Richard Branson's Virgin Atlantic leaves the top 10 for the first time in 12th place. Another newcomer is smoothie-maker Innocent, set up by three Cambridge graduates 12 years ago.

Apple extended its leadership over Google following the successful launch of its iPad tablet computer and the fourth generation of its iPhone handset.

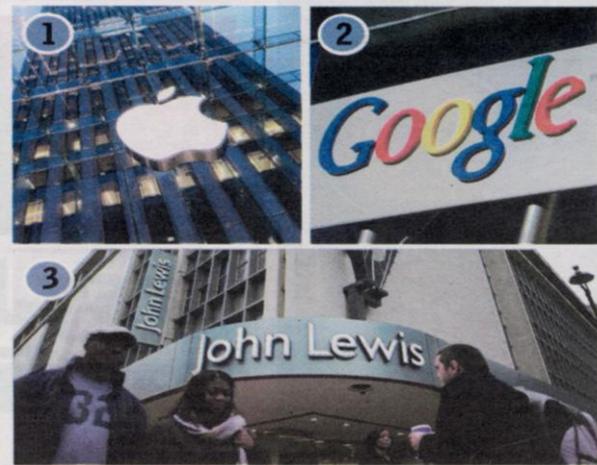
John Lewis chairman Charlie Mayfield said: "I'm delighted that the

John Lewis Partnership is recognised as progressive as a business today as it was when our founder took the radical move to hand ownership to the employees 80 years ago. This award is recognition of the 70,000 partners in John Lewis and Waitrose who shape our contribution to wider public and political debate."

TLG's index measures the influence of brands both in Britain and the US by asking key opinion formers to rank leading companies according to their "thought leadership" power.

Malcolm Gooderham, founder of TLG, said: "The influence of Thought Leaders goes beyond their sector. John Lewis' brand has become a byword for quality customer service and product, but also for a way of doing business. It is 'how' a company does business that defines corporate reputation, not just what it sells."

Within the US rankings, Apple and Google are first and second, with Southwest Airlines in third place. Amazon, Facebook and Microsoft are fourth, fifth and sixth.



UK BUSINESS THOUGHT LEADERS			
1	Apple	11	Marks & Spencer
2	Google	12	Virgin Atlantic
3	John Lewis	13	Tesco
4	Amazon	14	Rolls Royce
5	Facebook	15	News Corporation
6	Microsoft	16	McKinsey
7	Innocent	17	Nike
8	Co-Op Group	18	BAE Systems
9	Co-Op Bank	19	KPMG
10	Twitter	20	EDF



The Index will be launched on Wednesday with a London seminar.....chaired by Adi Ignatius editor in chief of the Harvard Business Review



Apple pips Google to top brand

APPLE, Google and John Lewis are Britain's most influential brands, the TLG annual index reports.

The web giants joined the traditional retailer to top the list, which monitors brand leaders in Britain and the US by asking key opinion formers to rank leading companies according to their 'Thought Leadership' power.

'I'm delighted that the John Lewis Partnership is recognised as progressive a business today as it was when our founder took the radical move to hand ownership to the employees 80 years ago,' said company chairman Charlie Mayfield.

Amazon came in at number four, with Facebook and Microsoft the fifth and sixth most influential brands.

The Co-operative dominated the middle of the table, with both the Group and Bank listed as the nation's

By **Cheryl Latham**

eighth and ninth most influential brands. Meanwhile, Marks and Spencer and Sir Richard Branson's Virgin brand dropped out of the top ten into places 11 and 12.

Malcolm Gooderham, founder of TLG, said: 'The influence of Thought Leaders goes beyond their sector.

'It is how a company does business that defines corporate reputation, not just what it sells.'

Global brands topped the US table, with Apple and Google also dominating Stateside – joined in the top ten by Intel, RIM and Coca-Cola.

The index will be launched on Wednesday, with a London seminar hosted by RSA insurance, chaired by Adi Ignatius, editor in chief of the Harvard Business Review.

Influential brands

In Britain	In the US
1. Apple	1. Apple
2. <i>Google</i>	2. <i>Google</i>
3. John Lewis	3. Southwest Airlines
4. <i>Amazon</i>	4. <i>Amazon</i>
5. Facebook	5. Facebook
6. <i>Microsoft</i>	6. <i>Microsoft</i>
7. Innocent	7. Intel
8. <i>Co-op Group</i>	8. <i>RIM (BlackBerry)</i>
9. Co-op Bank	9. Coca-Cola
10. <i>Twitter</i>	10. <i>Whole Foods</i>
11. Marks & Spencer	11. Virgin Atlantic
12. <i>Virgin Atlantic</i>	12. <i>Target</i>
13. Tesco	13. Walmart
14. <i>Rolls-Royce</i>	14. <i>Skype</i>
15. News Corporation	15. Twitter
16. <i>McKinsey</i>	16. <i>eBay</i>
17. Nike	17. Toyota
18. <i>BAE Systems</i>	18. <i>HP</i>
19. KPMG	19. 3M
20. <i>EDF</i>	=20. <i>Nike, IBM</i>

Trade Press

The John Lewis Partnership, Facebook and Innocent are climbing the ranks of thought leadership, while Marks & Spencer and Virgin Atlantic are fading, according to a new survey of opinion leaders

John Lewis and Facebook named influential businesses

The John Lewis Partnership, Facebook and Innocent are climbing the ranks of thought leadership, while Marks & Spencer and Virgin Atlantic are fading, according to a new survey of opinion leaders.



John Lewis ad: store is at number three in brand survey

The annual poll from the Thought Leadership Group again places Apple and Google as the top two brands, both in the UK and the US. Apple extended its lead, with respondents viewing Google as failing to communicate why it is going beyond search.

John Lewis Partnership, spanning John Lewis and Waitrose, is a surprise choice at number three in the UK survey, having not featured in the top ten since the 2007 survey. Opinion formers were particularly impressed by the strength of the "authenticity" and "clarity" of the brand proposition and the business model of employee ownership.

Meanwhile the reputation of rival retailer Marks & Spencer for thought leadership is on the wane – placed seventh last year, it is down to 11th.

Richard Branson's Virgin Atlantic is also out of the top ten, down from ninth to 12th, but remains the highest-placed airline in the index.

Two younger brands have pushed up the table, one homegrown and one a global phenomenon from the US.

Innocent has turned up in the top ten for the first time, at number seven. This suggests the healthy positioning it has stuck to since its formation 12 years ago has not been damaged by selling a stake in the company to Coca-Cola.

Facebook has also overcome a source of negativity in its record on privacy, rising three places to fifth, overtaking Microsoft.

The software company was third last year, but has been displaced by John Lewis and has dropped below fourth-placed Amazon to number six.

Twitter has not advanced despite its popularity with the media and the rise of social media, holding firm in 10th place.

In a top 10 dominated by relatively new and technology-focused brands, Co-op Group joined John Lewis as a long-established company recognised for a progressive reputation, while the Co-Op Bank was placed in ninth.

TLG is a communications consultancy which defines thought leaders "as those brands which drive positive change in both attitude and behaviour among key stakeholders". It believes the "route to becoming a trusted brand lies in pursuing a thought leadership approach".

The UK survey is based on the opinions of more than 1,000 people from market research company Populus' Opinion Leader Network, which includes people from four groups: City and business leaders, politics and NGOs, media and communications, and the public sector.

Panelists select brands they consider to be, and not to be, Thought Leaders from a long list of companies. They can also nominate other brands.

The top twenty businesses considered by the largest proportion of the panel to be Thought Leaders are then scored and ranked on different measures of thought leadership.

The thought leaders of UK business

1. Apple
2. Google
3. John Lewis
4. Amazon
5. Facebook
6. Microsoft
7. Innocent
8. Co-Op Group
9. Co-Op Bank
10. Twitter
11. Marks & Spencer
12. Virgin Atlantic
13. Tesco
14. Rollis Royce
15. News Corporation
16. McKinsey
17. Nike
18. BAE Systems
19. KPMG
20. EDF

The thought leaders of US business

1. Apple
2. Google
3. Southwest Airlines
4. Amazon
5. Facebook
6. Microsoft
7. Intel
8. RIM (BlackBerry)
9. Coca-Cola
10. Whole Foods
11. Virgin Atlantic
12. Target
13. Walmart
14. Skype
15. Twitter
16. eBay
17. Toyota
18. HP
19. 3M
- 20 = Nike
- 20 = IBM

campaign



The annual poll.....again places Apple and Google as the top two brands both in the UK and the US.



'Thought leaders' revealed



The John Lewis Partnership, Facebook and Innocent are climbing the ranks of thought leadership, while Marks & Spencer and Virgin Atlantic are fading, according to a new survey of opinion leaders. The annual poll from the Thought Leadership Group again places Apple and Google as the top two brands, both in the UK and the US. TLG defines thought leaders “as those brands which drive positive change in both attitude and behaviour among key stakeholders”.

Index of Media Brands

Building awareness and understanding of
TLG's annual survey of influential media

The Index is now in its 2nd year

The Index surveys opinion
leaders in US and UK

The findings were given as an
exclusive to PR Week





The John Lewis Partnership, Facebook and Innocent are climbing the ranks of thought leadership, while Marks & Spencer and Virgin Atlantic are fading, according to a new survey of opinion leaders



THOUGHT LEADERSHIP TLG survey shows BBC site has most influence on the way companies are perceived

BBC streets ahead of online rivals

By David Woods

The BBC stands head and shoulders above online rivals when it comes to shaping opinions on business reputations, while *The Times*' impact has dropped off in the year it introduced a paywall.

The TLG Thought Leadership Index 2010 surveyed 1,000 business leaders, representing media, comms, politics, charities and corporates.

It found more than half (51 per cent) of those polled in the UK thought the BBC website had the most influence over the way companies were perceived.

The *Financial Times*' website came in second (26 per cent), while *The Times* site, gated since 25 May, took third place with six per cent.

Commenting on the findings, Jon McLeod, UK chairman corporate comms and public affairs at Weber Shandwick, said: '*The Times* suffers from perceptions that it is influenced by a Murdoch agenda, and that will get worse for Sky if it is bought out by News Corporation. The reputation of news providers is key when it comes to business leaders' perceptions of how coverage shapes views.'

Pete Goold, managing director of Punch Communications, added: 'From a search-oriented PR perspective, the decision to move *The Times* behind a paywall has ultimately limited its effectiveness as a source of links that are fully effective within a search campaign - whereas the BBC remains as much a prized source of link generation as it does for traditional PR.'

Despite the immediacy of online news, it is television that has the most power to alter corporate reputations.

Almost two-thirds (63 per cent) of those polled in the UK picked TV as the most powerful medium, compared with 50 per cent of respondents in the US.

The survey also found that the rapid developments in social media have yet to usurp more traditional platforms in terms of corporate reputation. Just seven per cent of UK respondents felt social media sites, such as Twitter, had the most influence on business reputation.

Jonathan Oliver, TLG's director of media relations, said: 'Social media, especially Twitter, now need to be part of any comprehensive media strategy.'

'Over the past year, the "Tweetsphere" has demonstrated its power to break stories and damage reputations. But used in the right way, social media can also help build corporate brands.'

How I see it

Catherine May
Group director of corporate affairs, Centrica

I'm not surprised about the influence the BBC continues to have. Programmes such as *Watchdog* as well as the news give it amazing influence. But we are seeing huge markets for other types of media. These are exciting times and new strategies of comms are what makes our jobs interesting.

Paul Charles
Chief operating officer, Lewis PR

Broadcast media are so much more immediate than print outlets and carry huge credibility, especially the BBC, which will always be seen as impartial. Despite the findings, social media sites are starting to have traction in altering brand reputation.

63%

think television has the most impact on business reputation

24%

believe print has the most impact on business reputation

7%

say social media have the most impact on business reputation

3%

think online news has the most impact on business reputation

*Source: TLG Thought Leadership Index 2010

SURVEY RESULTS Who has the most influence on business reputation, according to the TLG survey

Print news

Source	Percentage
Financial Times	53%
The Times	23%
The Daily Telegraph	11%
The Economist	6%
The Guardian	4%
Other	3%

Online news

Source	Percentage
BBC	51%
Financial Times	26%
The Economist	12%
Other	6%
The Times	6%

UK social media

Platform	Percentage
Twitter	37%
Facebook	32%
YouTube	14%
Other	17%



In terms of long-term corporate reputation building, TV remains hugely powerful on both sides of the Atlantic... But a startling difference between the UK and USA is the comparative dominance of new media...



FROM THE EDITOR Danny Rogers

BBC and Murdoch vie for influence

BSME Editor of the Year 2008

Last week, we looked at corporate reputations within the political community. This week (news, p3), we look at the media - on both sides of the Atlantic - that are major influences on reputations.

TLG's exclusive research for *PRWeek* reveals that as well as having a strong corporate reputation in its own right (Opinion, 12 November), the BBC remains dominant in terms of forging other reputations in the UK. The survey, among 1,000 opinion-formers, shows that the BBC is the primary source of news and influence - by some margin - across television, radio and online.

It is interesting to note how much more corporate influence the BBC has in the UK than arch-rival News Corporation. In TV, the public broadcaster's products ranked in the top four slots, with Sky News fifth. While online, 51 per cent of the respondents said the BBC had most influence on business reputations compared with just six per cent citing *The Times*, the Murdochs' most powerful title here. This reminds us why News Corp is so keen to control more of Sky - and thus leverage more media power in the UK - and why this move is so fiercely opposed by the BBC.

But it is a very different story in the US, where Murdoch-owned titles dominate across most media. In print, the *Wall Street Journal* was named as the most influential title by 58 per cent of respondents, and was also the most influential online. Meanwhile, News Corporation's Fox News was revealed as the most powerful TV news source, ahead of CNN and Bloomberg.

Another startling difference between the UK and US is the comparative dominance of new media across the pond. In the US, nearly two-thirds of respondents said online was their primary source of news, nearly three times that of any other medium. But in the UK, online, print and radio are much closer rivals in terms of delivering news. Television comes lower down the list.

Nevertheless, in terms of long-term corporate reputation-building, TV remains hugely powerful on both sides of the Atlantic. In the UK, 63 per cent said TV ultimately had the most impact on corporate reputation and it came top in the US too, with 50 per cent of respondents citing it.

In a year when we saw pictures of BP's Deepwater Horizon platform polluting the Gulf Coast with oil and Chilean miners emerging from the depths, we are reminded of the enduring power of the live news image.

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PRWeek

(USA)

TLG.

The Wall Street Journal topped the list of the most influential US media brands in a study released by TLG Communications.

The results came from a panel of over 1,000 people from four areas: business leaders, politics and public sector, media and communications, and NGOs.

The Wall Street Journal tops influential media list

[Lindsey Siegriest](#) November 12, 2010

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Like 7

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The results came from a panel of over 1,000 people from four areas: business leaders, politics and public sector, media and communications, and NGOs.

The Wall Street Journal topped both print and online news lists as having the most influence on corporate reputation with 58% and 29% respectively. The *New York Times* came in second on both lists with 16% for both print and online.

For print, *Forbes* came in third, followed by *Fortune*, *Financial Times*, *The Economist*, and the *Washington Post*. For online, CNN Online came in third followed by Bloomberg, Fox News, The Drudge Report, The Economist, and the Huffington Post.

For television, Fox News topped the list with 26% followed by CNN with 19%, CNBC with 18%, Bloomberg with 17%, and NBC with 6%.

For radio, Fox News Radio also topped the list with 36% over National Public Radio and NBC Radio.

MORE IN THE CYCLE

- New regulations released for health insurers
- Michelle Obama hires Schake to replace Johnston
- Huntsworth cites 'largest PR opportunity to date' in trading update
- Ad Council dinner from a PR POV
- Centers for Medicare and Medicaid Services launch 'innovation' effort

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