

OFFICIAL RESULTS 2009/10

Top 20 CoolBrands

BRAND		CATEGORY
iPhone	1	Technology - Telecommunications
Aston Martin	2	Automotive - Cars
Apple	3	Technology - General
iPod	4	Technology - General
Nintendo	5	Leisure & Entertainment - Games & Toys
YouTube	6	Online
BlackBerry	7	Technology - Telecommunications
Google	8	Online
Bang & Olufsen	9	Technology - General
PlayStation	10	Leisure & Entertainment - Games & Toys
Xbox	11	Leisure & Entertainment - Games & Toys
Tate Modern	12	Leisure & Entertainment - UK Attractions & The Arts
Dom Perignon	13	Drinks - Champagne
Virgin Atlantic	14	Travel - General
Ferrari	15	Automotive - Cars
Sony	16	Technology - General
Mini	17	Automotive - Cars
Vivienne Westwood	18	Fashion - Designer
Rolex	19	Fashion - Accessories, Jewellery, Watches
BBC iPlayer	20	Online

Category Winners

BRAND	CATEGORY
Urban Splash	Architecture & development
Aston Martin	Automotive - Cars
Ducati	Automotive - Motorbikes
Guinness	Drinks - Beer & Cider
Dom Perignon	Drinks - Champagne
innocent	Drinks - General
Jack Daniel's	Drinks - Spirits
Rolex	Fashion - Accessories, Jewellery, Watches
Vivienne Westwood	Fashion - Designer
Jimmy Choo	Fashion - Footwear
Topshop	Fashion - Highstreet
Agent Provocateur	Fashion - Lingerie
Nudie Jeans	Fashion - Streetwear
Virgin Money	Financial Services
Green & Black's	Food
Le Creuset	Home Products & Furnishings
Nintendo	Leisure & Entertainment - Games & Toys
The Ivy	Leisure & Entertainment - Restaurants & Coffee Shops
Tate Modern	Leisure & Entertainment - UK Attractions & The Arts
Vogue	Media - Magazines
Channel 4	Media - Radio & TV Stations
Skype	Mobile Telecommunications
Storm	Model Management

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BRAND	CATEGORY
You Tube	Online
Harvey Nichols	Retail
McLaren FI	Sports Teams & Competitions
Nike	Sportswear & Equipment
Apple	Technology - General
iPhone	Technology - Telecommunications
M.A.C	Toiletries - Cosmetics
Jean Paul Gaultier	Toiletries - Fragrances
ghd	Toiletries - Haircare
Kiehl's	Toiletries - Skincare
Trailfinders	Travel - Agents & Tour Operators
Virgin Atlantic	Travel - General
Shoreditch House	Travel - Hotels & Resorts

Qualifying CoolBrands (A-Z)

BRAND	CATEGORY
A.P.C.	Fashion - Designer
Abel & Cole	Food
Absolut	Drinks - Spirits
Acne Jeans	Fashion - Designer
adidas	Sportswear & Equipment
AGA	Home Products & Furnishings
Agent Provocateur	Fashion - Lingerie
Alessi	Home Products & Furnishings
Alexander McQueen	Fashion - Designer
Alfa Romeo	Automotive - Cars
All Saints	Fashion - Highstreet
Amazon.co.uk	Retail
American Apparel	Fashion - Highstreet
Anna Sui	Toiletries - Fragrances
Anya Hindmarch	Fashion - Accessories, Jewellery, Watches
Apple	Technology - General
Aprilia	Automotive - Motorbikes
Artisan Du Chocolat	Food
Asia de Cuba	Leisure & Entertainment - Restaurants & Coffee Shops
asos.com	Retail
Aston Martin	Automotive - Cars
Atari	Leisure & Entertainment - Games & Toys
Audi	Automotive - Cars
Aussie	Toiletries - Haircare
Aveda	Toiletries - Haircare
B&B Italia	Home Products & Furnishings
Balenciaga	Fashion - Designer
BALTIC	Leisure & Entertainment - UK Attractions & The Arts
Bang & Olufsen	Technology - General
Barbican Centre	Leisure & Entertainment - UK Attractions & The Arts
Barbour	Fashion - Highstreet
Basilico	Food
BBC	Media - Radio & TV Stations
BBC iPlayer	Online

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BRAND	CATEGORY
Bebo	Online
Beck's	Drinks - Beer & Cider
Belvedere Vodka	Drinks - Spirits
Belvoir Cordials	Drinks - General
Ben & Jerry's	Food
Benefit	Toiletries - Cosmetics
Bentley	Automotive - Cars
Berghaus	Sportswear & Equipment
Beyond Retro	Fashion - Accessories, Jewellery, Watches
Beyond the Valley	Fashion - Accessories, Jewellery, Watches
BFI Southbank	Leisure & Entertainment - UK Attractions & The Arts
Billabong	Sportswear & Equipment
Birkenstock	Fashion - Footwear
Bisque	Home Products & Furnishings
BlackBerry	Technology - Telecommunications
Blaupunkt	Technology - General
Bliss	Toiletries - Skincare
BMW	Automotive - Cars
Bobbi Brown	Toiletries - Cosmetics
Boffi	Home Products & Furnishings
Bollinger	Drinks - Champagne
Bombay Sapphire	Drinks - Spirits
Botanics	Toiletries - Skincare
Bowers & Wilkins	Technology - General
Brabantia	Home Products & Furnishings
British Airways	Travel - General
British Museum	Leisure & Entertainment - UK Attractions & The Arts
Browns	Retail
BSA	Automotive - Motorbikes
Buddhistpunk	Fashion - Designer
Budweiser Budvar	Drinks - Beer & Cider
Buell	Automotive - Motorbikes
Bulthaup	Home Products & Furnishings
Bumble and bumble	Toiletries - Haircare
Burberry	Fashion - Designer
Burton	Sportswear & Equipment
Burt's Bees	Toiletries - Skincare
Burts Potato Chips	Food
Busaba Eathai	Leisure & Entertainment - Restaurants & Coffee Shops
Cambridge Audio	Technology - General
Canon	Technology - General
Carluccio's	Leisure & Entertainment - Restaurants & Coffee Shops
Cath Kidston	Home Products & Furnishings
Chanel	Fashion - Designer
Channel 4	Media - Radio & TV Stations
Chantecaille	Toiletries - Skincare
Chivas Regal	Drinks - Spirits
Chloé	Fashion - Designer
Christian Louboutin	Fashion - Footwear
Cirque du Soleil	Leisure & Entertainment - UK Attractions & The Arts
Citizens of Humanity	Fashion - Highstreet
Clarins	Toiletries - Cosmetics

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BRAND	CATEGORY
Clinique	Toiletries - Cosmetics
Cobra	Drinks - Beer & Cider
Coca-Cola	Drinks - General
Comme des Garçons	Fashion - Designer
Connect4	Leisure & Entertainment - Games & Toys
Converse All Stars	Fashion - Footwear
Corona	Drinks - Beer & Cider
Courvoisier	Drinks - Spirits
Crème de la Mer	Toiletries - Skincare
Crooked Tongues	Fashion - Footwear
Darphin	Toiletries - Skincare
Dave	Media - Radio & TV Stations
Daylesford Organic	Food
Dazed & Confused	Media - Magazines
Decléor	Toiletries - Skincare
De'Longhi	Home Products & Furnishings
Denon	Technology - General
Dermalogica	Toiletries - Skincare
Descamps	Home Products & Furnishings
Design Hotels	Travel - General
Design Museum	Leisure & Entertainment - UK Attractions & The Arts
Diesel	Fashion - Highstreet
Diptyque	Home Products & Furnishings
Disaronno	Drinks - Spirits
Divine	Food
Dolce V	Fashion - Lingerie
Dom Perignon	Drinks - Champagne
Dorset Cereals	Food
Dr Martens	Fashion - Footwear
Dr Sebagh	Toiletries - Skincare
Dr.Hauschka	Toiletries - Skincare
Drakes	Travel - Hotels & Resorts
Dries Van Noten	Fashion - Designer
Ducati	Automotive - Motorbikes
E&O	Leisure & Entertainment - Restaurants & Coffee Shops
EA	Leisure & Entertainment - Games & Toys
EAT.	Leisure & Entertainment - Restaurants & Coffee Shops
eBay	Retail
Eden Project	Leisure & Entertainment - UK Attractions & The Arts
Edun	Fashion - Designer
Egg	Financial Services
Elemis	Toiletries - Skincare
Elle Macpherson Intimates	Fashion - Lingerie
Emporio Armani	Toiletries - Fragrances
Espa	Toiletries - Skincare
Estée Lauder	Toiletries - Cosmetics
Eurostar	Travel - General
Eve Lom	Toiletries - Skincare
Evian	Drinks - General
Expedia	Travel - Agents & Tour Operators
FA Premier League	Sports Teams & Competitions
Facebook	Online

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BRAND	CATEGORY
Farrow & Ball	Home Products & Furnishings
Ferrari	Automotive - Cars
Fever-Tree	Drinks - General
Fiat 500	Automotive - Cars
first direct	Financial Services
Flickr	Online
Fortnum & Mason	Retail
Foster + Partners	Architecture & development
Fred Perry	Sportswear & Equipment
Fudge	Toiletries - Haircare
Fuji	Technology - General
Gaggenau	Home Products & Furnishings
Gaggia	Home Products & Furnishings
Gaydar.co.uk	Online
Georgina Goodman	Fashion - Footwear
ghd	Toiletries - Haircare
Ghost	Toiletries - Fragrances
Gio-Goi	Fashion - Streetwear
Givenchy	Toiletries - Fragrances
glaceau vitaminwater	Drinks - General
Glenfiddich	Drinks - Spirits
Global Knives	Home Products & Furnishings
Globe-Trotter	Fashion - Accessories, Jewellery, Watches
Google	Online
Gourmet Burger Kitchen	Leisure & Entertainment - Restaurants & Coffee Shops
GQ	Media - Magazines
Graham & Green	Home Products & Furnishings
Green & Black's	Food
Grey Goose	Drinks - Spirits
Grosch	Drinks - Beer & Cider
G-Star Raw	Fashion - Highstreet
Gü	Food
Gucci	Fashion - Designer
Guerlain	Toiletries - Fragrances
Guinness	Drinks - Beer & Cider
Guitar Hero	Leisure & Entertainment - Games & Toys
H&M	Fashion - Highstreet
Häagen-Dazs	Food
Habitat	Retail
Hakkasan	Leisure & Entertainment - Restaurants & Coffee Shops
Hamleys	Retail
Harley-Davidson	Automotive - Motorbikes
Harman Kardon	Technology - General
Harrods	Retail
Harvey Nichols	Retail
Havaianas	Fashion - Footwear
Havana Club	Drinks - Spirits
Heal's	Retail
Helly Hansen	Sportswear & Equipment
Hendricks	Drinks - Spirits
Hennessy	Drinks - Spirits
HMV	Retail

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BRAND	CATEGORY
Hoegaarden	Drinks - Beer & Cider
Hornby	Leisure & Entertainment - Games & Toys
Hotel Chocolat	Food
Hotel du Vin	Travel - Hotels & Resorts
howies	Fashion - Streetwear
Hoxton Hotel	Travel - Hotels & Resorts
ICA	Leisure & Entertainment - UK Attractions & The Arts
littala	Home Products & Furnishings
IKEA	Retail
illy	Drinks - General
innocent	Drinks - General
iPhone	Technology - Telecommunications
iPod	Technology - General
Issey Miyake	Toiletries - Fragrances
Itsu	Leisure & Entertainment - Restaurants & Coffee Shops
Jack Daniel's	Drinks - Spirits
Jaguar	Automotive - Cars
James Brown London	Toiletries - Haircare
Jean Paul Gaultier	Toiletries - Fragrances
Jelly Belly	Food
Jimmy Choo	Fashion - Footwear
Jo Malone	Toiletries - Cosmetics
John Frieda	Toiletries - Haircare
John Smedley	Fashion - Designer
Juice Republic	Drinks - General
Kawasaki	Automotive - Motorbikes
KEF	Technology - General
Kéraskin Esthetics	Toiletries - Skincare
Kérastase	Toiletries - Haircare
KETTLE® Chips	Food
Kiehl's	Toiletries - Skincare
King of Shaves	Toiletries - Skincare
Kiss	Media - Radio & TV Stations
KitchenAid	Home Products & Furnishings
Konami	Leisure & Entertainment - Games & Toys
Korres	Toiletries - Skincare
Krug	Drinks - Champagne
Krups	Home Products & Furnishings
Kurt Geiger	Fashion - Footwear
L'OCCITANE en Provence	Toiletries - Skincare
La Perla	Fashion - Lingerie
La Prairie	Toiletries - Skincare
Lacoste	Fashion - Highstreet
Lamborghini	Automotive - Cars
Lancôme	Toiletries - Cosmetics
Land Rover	Automotive - Cars
Lara Bohinc	Fashion - Accessories, Jewellery, Watches
L'Artisan Parfumeur	Toiletries - Fragrances
Last.fm	Online
lastminute.com	Travel - Agents & Tour Operators
Laura Mercier	Toiletries - Cosmetics
Laurent-Perrier	Drinks - Champagne

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BRAND	CATEGORY
Lavazza	Drinks - General
Le Creuset	Home Products & Furnishings
Leatherman	Home Products & Furnishings
Lee Jeans	Fashion - Streetwear
Lefte	Drinks - Beer & Cider
Leica	Technology - General
Levi Roots	Food
Levi's	Fashion - Highstreet
Lexus	Automotive - Cars
LG	Technology - Telecommunications
Liberty	Retail
Ligne Roset	Home Products & Furnishings
Lindt	Food
Linn	Technology - General
Locanda Locatelli	Leisure & Entertainment - Restaurants & Coffee Shops
Loewe	Technology - General
London 2012	Sports Teams & Competitions
London Eye	Leisure & Entertainment - UK Attractions & The Arts
Lonely Planet	Travel - General
l'Oréal	Toiletries - Cosmetics
Lotus	Automotive - Cars
Louis Vuitton	Fashion - Designer
LOVEFiLM	Retail
Lulu Guinness	Fashion - Accessories, Jewellery, Watches
Lyle & Scott	Fashion - Highstreet
M.A.C	Toiletries - Cosmetics
Madame V	Fashion - Lingerie
Maglite	Sportswear & Equipment
Magners	Drinks - Beer & Cider
Malmaison	Travel - Hotels & Resorts
Mandarina Duck	Fashion - Accessories, Jewellery, Watches
Manolo Blahnik	Fashion - Footwear
Marc Jacobs	Fashion - Designer
Marks & Spencer	Retail
Marmite	Food
Marni	Fashion - Designer
Marshall	Technology - General
Matthew Williamson	Fashion - Designer
McLaren F1	Sports Teams & Competitions
Mercedes-Benz	Automotive - Cars
Miele	Home Products & Furnishings
Millennium Stadium	Leisure & Entertainment - UK Attractions & The Arts
Mini	Automotive - Cars
Modern Toss	Online
Möet & Chandon	Drinks - Champagne
Montezuma's	Food
Mr & Mrs Smith	Travel - General
MTV	Media - Radio & TV Stations
Muji	Home Products & Furnishings
Myla	Fashion - Lingerie
MySpace	Online
nails inc.	Toiletries - Cosmetics

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BRAND	CATEGORY
Narciso Rodriguez	Toiletries - Fragrances
Nars	Toiletries - Cosmetics
National Geographic	Media - Magazines
Neal's Yard Dairy	Food
Neal's Yard Remedies	Toiletries - Skincare
Neff	Home Products & Furnishings
Net-A-Porter	Retail
New Balance	Sportswear & Equipment
New Covent Garden Food Co.	Food
New York Bagel Company	Food
Nicholas Kirkwood	Fashion - Footwear
Nike	Sportswear & Equipment
Nikon	Technology - General
Nintendo	Leisure & Entertainment - Games & Toys
Nobu	Leisure & Entertainment - Restaurants & Coffee Shops
Nokia	Technology - Telecommunications
Nude Skincare	Toiletries - Skincare
Nudie Jeans	Fashion - Streetwear
O2	Mobile Telecommunications
Oakley	Sportswear & Equipment
Olympus	Technology - General
Onitsuka Tiger	Fashion - Footwear
Orange	Mobile Telecommunications
Origins	Toiletries - Skincare
Paint & Paper Library	Home Products & Furnishings
Patagonia	Sportswear & Equipment
Paul Smith	Fashion - Designer
Pentax	Technology - General
Peroni Nastro Azzurro	Drinks - Beer & Cider
Perrier	Drinks - General
Philips	Technology - General
Phyto	Toiletries - Haircare
Piaggio	Automotive - Motorbikes
PIMM'S	Drinks - Spirits
Planet Organic	Retail
PLAY.COM	Retail
PlayStation	Leisure & Entertainment - Games & Toys
Poggenpohl	Home Products & Furnishings
Porsche	Automotive - Cars
Poste Mistress	Fashion - Footwear
PPQ	Fashion - Designer
Prada	Fashion - Designer
Prescriptives	Toiletries - Skincare
Pret A Manger	Leisure & Entertainment - Restaurants & Coffee Shops
Proud Galleries	Leisure & Entertainment - UK Attractions & The Arts
PUMA	Sportswear & Equipment
Pure	Technology - General
Quiksilver	Sportswear & Equipment
Rachel's Organic	Food
Raleigh	Sportswear & Equipment
Ralph Lauren	Toiletries - Fragrances
Ray-Ban	Fashion - Accessories, Jewellery, Watches

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BRAND	CATEGORY
Raymond Weil	Fashion - Accessories, Jewellery, Watches
Red Wing	Fashion - Footwear
Reebok	Sportswear & Equipment
Rémy Martin	Drinks - Spirits
REN	Toiletries - Skincare
Richard Rogers	Architecture & development
Rigby & Peller	Fashion - Lingerie
Rimmel London	Toiletries - Cosmetics
Rip Curl	Sportswear & Equipment
Roberto Cavalli	Fashion - Designer
Roberts Radio	Technology - General
RoC	Toiletries - Skincare
Rock & Republic	Fashion - Designer
Rococo Chocolates	Food
Roka	Leisure & Entertainment - Restaurants & Coffee Shops
Roland	Technology - General
Rolex	Fashion - Accessories, Jewellery, Watches
Rolls-Royce	Automotive - Cars
Rough Guides	Travel - General
Rough Trade Shops	Retail
Roundhouse	Leisure & Entertainment - UK Attractions & The Arts
Royal Albert Hall	Leisure & Entertainment - UK Attractions & The Arts
Royal Opera House	Leisure & Entertainment - UK Attractions & The Arts
Rubik's Cube	Leisure & Entertainment - Games & Toys
Russian Standard Vodka	Drinks - Spirits
S. Pellegrino	Drinks - General
Saab	Automotive - Cars
Saatchi Gallery	Leisure & Entertainment - UK Attractions & The Arts
Salty Dog Crisps	Food
Samsonite	Fashion - Accessories, Jewellery, Watches
Samsung	Technology - Telecommunications
San Miguel	Drinks - Beer & Cider
Sanderson	Travel - Hotels & Resorts
Scalextric	Leisure & Entertainment - Games & Toys
scooterMAN	Travel - General
Scott's	Leisure & Entertainment - Restaurants & Coffee Shops
Scrabble	Leisure & Entertainment - Games & Toys
Seeds of Change	Food
Sega	Leisure & Entertainment - Games & Toys
Select Models	Model Management
Selfridges	Retail
Sennheiser	Technology - General
Shiseido	Toiletries - Skincare
Shoreditch House	Travel - Hotels & Resorts
Sketch	Leisure & Entertainment - Restaurants & Coffee Shops
SK-II	Toiletries - Skincare
Skinny Cow	Food
Sky	Media - Radio & TV Stations
Sky+	Technology - General
Skylon	Leisure & Entertainment - Restaurants & Coffee Shops
Skype	Mobile Telecommunications
Smart Car	Automotive - Cars

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BRAND	CATEGORY
Smeg	Home Products & Furnishings
Smirnoff	Drinks - Spirits
Smythson of Bond Street	Retail
Sony	Technology - General
Sony Ericsson	Technology - Telecommunications
Southbank Centre	Leisure & Entertainment - UK Attractions & The Arts
Space NK	Toiletries - Cosmetics
Specialized	Sportswear & Equipment
Square Pie	Food
St Martins Lane	Travel - Hotels & Resorts
St.Tropez	Toiletries - Skincare
STA Travel	Travel - Agents & Tour Operators
Staropramen	Drinks - Beer & Cider
Start	Fashion - Designer
Stella Artois	Drinks - Beer & Cider
Stella McCartney	Fashion - Designer
Stephen Webster	Fashion - Accessories, Jewellery, Watches
Stila	Toiletries - Cosmetics
Stolichnaya	Drinks - Spirits
Storm	Model Management
Streetcar	Travel - General
Superdry	Fashion - Streetwear
Swarovski	Fashion - Accessories, Jewellery, Watches
Swatch	Fashion - Accessories, Jewellery, Watches
Tag Heuer	Fashion - Accessories, Jewellery, Watches
Talisker	Drinks - Spirits
Tanner Krolle	Fashion - Accessories, Jewellery, Watches
Tanqueray gin	Drinks - Spirits
Tate Modern	Leisure & Entertainment - UK Attractions & The Arts
Terry de Havilland	Fashion - Footwear
The Cinnamon Club	Leisure & Entertainment - Restaurants & Coffee Shops
The Connaught	Travel - Hotels & Resorts
The Conran Shop	Retail
The Co-operative Bank	Financial Services
The Fat Duck	Leisure & Entertainment - Restaurants & Coffee Shops
The Glenlivet	Drinks - Spirits
The Guardian	Media - Newspapers
The Ivy	Leisure & Entertainment - Restaurants & Coffee Shops
The Lowry	Leisure & Entertainment - UK Attractions & The Arts
The North Face	Sportswear & Equipment
The O2	Leisure & Entertainment - UK Attractions & The Arts
The Observer	Media - Newspapers
The Old Vic	Leisure & Entertainment - UK Attractions & The Arts
The Organic Pharmacy	Toiletries - Skincare
The Rivington	Leisure & Entertainment - Restaurants & Coffee Shops
The Sanctuary	Toiletries - Skincare
The Times	Media - Newspapers
The Wapping Project	Leisure & Entertainment - UK Attractions & The Arts
The White Company	Home Products & Furnishings
The Wolseley	Leisure & Entertainment - Restaurants & Coffee Shops
The Zetter	Travel - Hotels & Resorts
thecoolhunter.co.uk	Online

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BRAND	CATEGORY
Thierry Mugler	Toiletries - Fragrances
Tiffany & Co.	Fashion - Accessories, Jewellery, Watches
Tiger Beer	Drinks - Beer & Cider
Time Out City Guides	Travel - General
Tom Ford	Fashion - Accessories, Jewellery, Watches
TomTom	Technology - General
TONI&GUY	Retail
Top Trumps	Leisure & Entertainment - Games & Toys
Topman	Fashion - Highstreet
Topshop	Fashion - Highstreet
Trailfinders	Travel - Agents & Tour Operators
TRESemmé	Toiletries - Haircare
Trish McEvoy	Toiletries - Cosmetics
Triumph	Automotive - Motorbikes
Twitter	Online
Tyrrells	Food
Uniqlo	Fashion - Highstreet
Urban Outfitters	Fashion - Highstreet
Urban Splash	Architecture & development
V&A	Leisure & Entertainment - UK Attractions & The Arts
Vaio	Technology - General
Vans	Fashion - Footwear
Vespa	Automotive - Motorbikes
Veuve Cliquot	Drinks - Champagne
Villeroy & Boch	Home Products & Furnishings
Virgin Atlantic	Travel - General
Virgin Money	Financial Services
Vitra	Home Products & Furnishings
Vivienne Westwood	Fashion - Designer
Vogue	Media - Magazines
VV Rouleaux	Fashion - Accessories, Jewellery, Watches
VW Beetle	Automotive - Cars
wagamama	Leisure & Entertainment - Restaurants & Coffee Shops
Wahaca	Leisure & Entertainment - Restaurants & Coffee Shops
Waitrose	Retail
Wallpaper* City Guides	Travel - General
Wembley Stadium	Leisure & Entertainment - UK Attractions & The Arts
Whole Foods Market	Retail
Williams FI	Sports Teams & Competitions
Wimbledon Championship	Sports Teams & Competitions
Wolford	Fashion - Lingerie
Xbox	Leisure & Entertainment - Games & Toys
Yamaha	Automotive - Motorbikes
Yauatcha	Leisure & Entertainment - Restaurants & Coffee Shops
YMC	Fashion - Designer
YO! Sushi	Leisure & Entertainment - Restaurants & Coffee Shops
YouTube	Online
YSL	Toiletries - Fragrances
Zara	Fashion - Highstreet
Zopa	Financial Services