

Top 10 Business Superbrands

BRAND	CATEGORY
Apple	1 Technology - Hardware & Equipment
Microsoft	2 Information Technology - Software & Solutions
Emirates	3 Travel - Airlines
British Airways	4 Travel - Airlines
Samsung	5 Technology - Hardware & Equipment
PayPal	6 Financial - Credit Cards & Payment Solutions
BP	7 Oil & Gas - General
Mastercard	8 Financial - Credit Cards & Payment Solutions
Google	9 Advertising Solutions
Visa	10 Financial - Credit Cards & Payment Solutions

Category Winners

CATEGORY	BRAND
Accountancy & Business Services	Deloitte
Accreditation, Testing & Certification	Investors in People
Advertising Solutions	Google
Aerospace & Defence	Boeing
Agribusiness & Food	Tate & Lyle
Associations & Trade Bodies	BMA (British Medical Association)
Chemicals	BASF
Conference & Event Venues	Olympia London
Construction - Builders Merchants & Distributors	Screwfix
Construction - Consultancy, Design, Build & Management	Balfour Beatty
Construction - Materials & Products	Tarmac
Construction - Plant & Tool Hire	HSS Hire
Construction - Tools & Equipment Manufacturers	Bosch
Courier, Delivery & Postal Services	Royal Mail
Distribution, Wholesale & Supply Chain	Booker
Executive Education - Business Schools	London School of Economics and Political Science (LSE)
Executive Education - Training & Development	City & Guilds
Financial - Business, Corporate & Investment Banking	HSBC
Financial - Credit Cards & Payment Solutions	PayPal
Financial - Crowdfunding & Alternative Finance	Crowdcube
Financial - Exchanges & Markets	London Stock Exchange Group
Industrial Engineering - Construction, Agricultural & Utility Equipment	JCB
Industrial Engineering - General	Siemens
Information Providers	Bloomberg
Information Providers - Conferences, Events & Publications	Reed Exhibitions
Information Providers - Market Research & Intelligence	YouGov
Information Technology - Cloud, Data Centres & Hosting	Dropbox
Information Technology - Consultancy & Services	IBM
Information Technology - Security	McAfee
Information Technology - Software & Solutions	Microsoft
Insurance, Pensions & Risk Management	Aviva
Legal Services	Clifford Chance
Management & HR Consultancies	Accenture

CATEGORY	BRAND
Marketing Services	Saatchi & Saatchi
Mining	Rio Tinto
Oil & Gas - General	BP
Oil & Gas - Services	Halliburton
Pharmaceuticals & Medical Equipment	Johnson & Johnson
Print, Paper & Packaging	Tetra Pak
Real Estate - Commercial Agents / Advisors	Savills
Real Estate - General	Canary Wharf Group
Real Estate - Office Solutions & Co-working	Regus
Recruitment	LinkedIn
Support Services - Catering	Compass Group
Support Services - Document Protection, Destruction & Storage	Big Yellow
Support Services - Facilities Management & Supplies	KIMBERLY-CLARK PROFESSIONAL
Support Services - General	Autoglass
Support Services - Office Equipment	Post-it
Support Services - Office Supplies	Ryman
Support Services - Security, Safety & Fire Protection	Yale
Technology - Electronics, Semiconductors & Components	Intel
Technology - Hardware & Equipment	Apple
Telecommunications - General	BT
Telecommunications - Infrastructure & Services	Nokia
Telecommunications - Satellite Owners & Operators	Inmarsat
Transport - Freight & Transport Services	Eddie Stobart
Transport - Ports & Marine Services	ABP (Associated British Ports)
Travel - Airlines	Emirates
Travel - Business Hotels	Hilton Hotels & Resorts
Travel - Corporate Travel Services	American Express Travel
Travel - Train & Bus Operators	Eurostar
Utilities & Power	National Grid
Waste Management & Recycling	Biffa

Qualifying Business Superbrands (A-Z)

BRAND	CATEGORY
3M	Industrial Engineering - General
ABB	Industrial Engineering - General
ABP (Associated British Ports)	Transport - Ports & Marine Services
ABTA	Associations & Trade Bodies
Acas (Advisory, Conciliation & Arbitration Service)	Associations & Trade Bodies
Accenture	Management & HR Consultancies
Access Self Storage	Support Services - Document Protection, Destruction & Storage
Acer	Technology - Hardware & Equipment
adam&eveDDB	Marketing Services
Adecco	Recruitment
Adobe	Information Technology - Software & Solutions
ADT	Support Services - Security, Safety & Fire Protection
Aegon	Insurance, Pensions & Risk Management
Aer Lingus	Travel - Airlines
AIG	Insurance, Pensions & Risk Management
AIM	Financial - Exchanges & Markets

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BRAND	CATEGORY
Air France	Travel - Airlines
Air Products	Chemicals
Airbus	Aerospace & Defence
AKQA	Marketing Services
AkzoNobel	Chemicals
Allen & Overy	Legal Services
Allianz	Insurance, Pensions & Risk Management
Alstom	Industrial Engineering - General
AMD	Technology - Electronics, Semiconductors & Components
American Airlines	Travel - Airlines
American Express	Financial - Credit Cards & Payment Solutions
American Express Travel	Travel - Corporate Travel Services
Amey	Support Services - General
AMV BBDO	Marketing Services
Anglo American	Mining
Aon	Insurance, Pensions & Risk Management
Apple	Technology - Hardware & Equipment
Arcadis	Construction - Consultancy, Design, Build & Management
ArcelorMittal	Industrial Engineering - General
Arco	Support Services - General
Arm	Technology - Electronics, Semiconductors & Components
Arriva	Travel - Train & Bus Operators
Arup	Construction - Consultancy, Design, Build & Management
Ashridge Executive Education	Executive Education - Business Schools
Aston Business School	Executive Education - Business Schools
AstraZeneca	Pharmaceuticals & Medical Equipment
Atkins	Construction - Consultancy, Design, Build & Management
Autodesk	Information Technology - Software & Solutions
Autoglass	Support Services - General
Avanti Communications	Telecommunications - Satellite Owners & Operators
Avery	Support Services - Office Supplies
Aviva	Insurance, Pensions & Risk Management
AXA	Insurance, Pensions & Risk Management
Axis Security	Support Services - Security, Safety & Fire Protection
Babcock	Support Services - General
BAE Systems	Aerospace & Defence
Bain & Company	Management & HR Consultancies
Balfour Beatty	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
BASF	Chemicals
Basildon Bond	Support Services - Office Equipment
Baxter	Pharmaceuticals & Medical Equipment
Bayer	Pharmaceuticals & Medical Equipment
BBH	Marketing Services
BCG (Boston Consulting Group)	Management & HR Consultancies
BDA (British Dental Association)	Associations & Trade Bodies
BHP	Mining
Bibby Line	Transport - Ports & Marine Services
BIC	Support Services - Office Equipment
Biffa	Waste Management & Recycling
Big Yellow	Support Services - Document Protection, Destruction & Storage

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BRAND	CATEGORY
BLACK+DECKER	Construction - Tools & Equipment Manufacturers
BlackBerry	Technology - Hardware & Equipment
Bloomberg	Information Providers
Bloomsbury Professional	Information Providers
BMA (British Medical Association)	Associations & Trade Bodies
BNP Paribas	Financial - Business, Corporate & Investment Banking
BNP Paribas Real Estate	Real Estate - Commercial Agents / Advisors
BOC	Oil & Gas - General
Boeing	Aerospace & Defence
Bombardier	Aerospace & Defence
Booker	Distribution, Wholesale & Supply Chain
Bosch	Construction - Tools & Equipment Manufacturers
BP	Oil & Gas - General
BPP Professional Education	Executive Education - Training & Development
Brakes	Agribusiness & Food
Brandon Hire	Construction - Plant & Tool Hire
Bristol-Myers Squibb	Pharmaceuticals & Medical Equipment
British Airways	Travel - Airlines
British Chambers of Commerce (BCC)	Associations & Trade Bodies
British Council	Associations & Trade Bodies
British Gas Business Energy	Utilities & Power
British Gypsum	Construction - Materials & Products
British Land	Real Estate - General
Brother	Technology - Hardware & Equipment
Brunswick	Marketing Services
BSI	Accreditation, Testing & Certification
BT	Telecommunications - General
Buildbase	Construction - Builders Merchants & Distributors
Bunzl	Distribution, Wholesale & Supply Chain
Bupa	Insurance, Pensions & Risk Management
Bureau Veritas	Accreditation, Testing & Certification
Calor	Oil & Gas - General
Cambridge Judge Business School	Executive Education - Business Schools
Canary Wharf Group	Real Estate - General
Canon	Technology - Hardware & Equipment
Capgemini	Information Technology - Consultancy & Services
Capita	Support Services - General
Cargill	Agribusiness & Food
Carter Jonas	Real Estate - Commercial Agents / Advisors
Cass Business School	Executive Education - Business Schools
Castrol	Oil & Gas - General
Cat	Industrial Engineering - Construction, Agricultural & Utility Equipment
Cathay Pacific	Travel - Airlines
CBI	Associations & Trade Bodies
CBRE	Real Estate - Commercial Agents / Advisors
CEMEX	Construction - Materials & Products
Chevron	Oil & Gas - General
Chubb	Support Services - Security, Safety & Fire Protection
Chubb	Insurance, Pensions & Risk Management
CIMA (Chartered Institute of Management Accountants)	Associations & Trade Bodies
CIPD	Associations & Trade Bodies
Cisco	Technology - Hardware & Equipment
Citi	Financial - Business, Corporate & Investment Banking
City & Guilds	Executive Education - Training & Development

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BRAND CATEGORY

Clear Channel	Advertising Solutions
Clifford Chance	Legal Services
CMI (Chartered Management Institute)	Associations & Trade Bodies
Co-operatives UK	Associations & Trade Bodies
Compass Group	Support Services - Catering
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
Crowdcube	Financial - Crowdfunding & Alternative Finance
Crown Trade	Construction - Tools & Equipment Manufacturers
Crowne Plaza	Travel - Business Hotels
Cummins	Industrial Engineering - General
DAF	Industrial Engineering - Construction, Agricultural & Utility Equipment
De La Rue	Print, Paper & Packaging
De Vere	Travel - Business Hotels
Dell	Technology - Hardware & Equipment
Dell EMC	Information Technology - Cloud, Data Centres & Hosting
Deloitte	Accountancy & Business Services
Deloitte Real Estate	Real Estate - Commercial Agents / Advisors
Delta	Travel - Airlines
Deutsche Bank	Financial - Business, Corporate & Investment Banking
DeWALT	Construction - Tools & Equipment Manufacturers
DHL	Courier, Delivery & Postal Services
Digital Cinema Media (DCM)	Advertising Solutions
Digitas	Marketing Services
Direct Line	Insurance, Pensions & Risk Management
Dow	Chemicals
DPD	Courier, Delivery & Postal Services
Dropbox	Information Technology - Cloud, Data Centres & Hosting
DS Smith	Print, Paper & Packaging
Dulux Trade	Construction - Tools & Equipment Manufacturers
Dun & Bradstreet	Information Providers
DuPont	Chemicals
Durham University Business School	Executive Education - Business Schools
E.ON	Utilities & Power
easyJet	Travel - Airlines
Eddie Stobart	Transport - Freight & Transport Services
Edelman	Marketing Services
EDF Energy	Utilities & Power
Edwardian Hotels London	Travel - Business Hotels
Elsevier	Information Providers
Embraer	Aerospace & Defence
Emerson	Industrial Engineering - General
Emirates	Travel - Airlines
Epson	Technology - Hardware & Equipment
Equifax	Information Providers
Equiniti	Support Services - General
Equinix	Information Technology - Cloud, Data Centres & Hosting
Ericsson	Telecommunications - Infrastructure & Services
Etihad	Travel - Airlines
Euronext	Financial - Exchanges & Markets
Eurostar	Travel - Train & Bus Operators
Eurotunnel	Travel - Train & Bus Operators

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BRAND	CATEGORY
Eversheds Sutherland	Legal Services
ExCeL London	Conference & Event Venues
Experian	Information Providers
ExxonMobil	Oil & Gas - General
EY	Accountancy & Business Services
Fairtrade Foundation	Accreditation, Testing & Certification
FedEx	Courier, Delivery & Postal Services
Filofax	Support Services - Office Equipment
Finastra	Information Technology - Software & Solutions
First	Travel - Train & Bus Operators
Fitch Group	Information Providers
Forrester	Information Providers - Market Research & Intelligence
Freightliner	Transport - Freight & Transport Services
freuds	Marketing Services
FSC (Forest Stewardship Council)	Accreditation, Testing & Certification
FTSE Russell	Information Providers
Fujitsu	Technology - Hardware & Equipment
G4S	Support Services - Security, Safety & Fire Protection
Gallup	Information Providers - Market Research & Intelligence
Gartner	Information Providers
Gatwick Express	Travel - Train & Bus Operators
GE	Industrial Engineering - General
GKN	Industrial Engineering - General
GlaxoSmithKline (GSK)	Pharmaceuticals & Medical Equipment
Glencore	Mining
Globalstar	Telecommunications - Satellite Owners & Operators
GoDaddy	Information Technology - Cloud, Data Centres & Hosting
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
Hall & Partners	Information Providers - Market Research & Intelligence
Halliburton	Oil & Gas - Services
Hanson	Construction - Materials & Products
Hapag-Lloyd	Transport - Freight & Transport Services
Haymarket	Information Providers - Conferences, Events & Publications
Hays	Recruitment
Heathrow Express	Travel - Train & Bus Operators
Henkel	Chemicals
Henley Business School	Executive Education - Business Schools
Hermes	Courier, Delivery & Postal Services
Hewlett-Packard; Enterprise	Information Technology - Consultancy & Services
Hilti	Construction - Tools & Equipment Manufacturers
Hilton Food Group	Agribusiness & Food
Hilton Hotels & Resorts	Travel - Business Hotels
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

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BRAND	CATEGORY
HP	Technology - Hardware & Equipment
HSBC	Financial - Business, Corporate & Investment Banking
HSS Hire	Construction - Plant & Tool Hire
Huawei	Telecommunications - Infrastructure & Services
IBM	Information Technology - Consultancy & Services
ICC Birmingham	Conference & Event Venues
Imperial College Business School	Executive Education - Business Schools
Informa	Information Providers - Conferences, Events & Publications
Infosys	Information Technology - Consultancy & Services
Ingersoll Rand	Industrial Engineering - General
Initial	Support Services - Facilities Management & Supplies
Inmarsat	Telecommunications - Satellite Owners & Operators
Intel	Technology - Electronics, Semiconductors & Components
Intelsat	Telecommunications - Satellite Owners & Operators
International Paper	Print, Paper & Packaging
Interserve	Support Services - General
Investec	Financial - Business, Corporate & Investment Banking
Investors in People	Accreditation, Testing & Certification
IoD (Institute of Directors)	Associations & Trade Bodies
Ipsos MORI	Information Providers - Market Research & Intelligence
Iron Mountain	Support Services - Document Protection, Destruction & Storage
Irwin Mitchell	Legal Services
ISS	Support Services - Facilities Management & Supplies
ITV Media	Advertising Solutions
IVECO	Industrial Engineering - Construction, Agricultural & Utility Equipment
J.P. Morgan	Financial - Business, Corporate & Investment Banking
JCB	Industrial Engineering - Construction, Agricultural & Utility Equipment
JCDecaux	Advertising Solutions
Jewson	Construction - Builders Merchants & Distributors
Jiffy	Support Services - Office Equipment
JLL	Real Estate - Commercial Agents / Advisors
John Deere	Industrial Engineering - Construction, Agricultural & Utility Equipment
Johnson & Johnson	Pharmaceuticals & Medical Equipment
Johnson Controls	Industrial Engineering - General
Johnson Matthey (JM)	Chemicals
Johnson Service Group	Support Services - Facilities Management & Supplies
Johnstone's Trade	Construction - Tools & Equipment Manufacturers
JWT London	Marketing Services
Kantar	Information Providers - Market Research & Intelligence
Kaspersky Lab	Information Technology - Security
Keyline	Construction - Builders Merchants & Distributors
Kier Group	Construction - Consultancy, Design, Build & Management
KIMBERLY-CLARK PROFESSIONAL	Support Services - Facilities Management & Supplies
Kingspan Group	Construction - Materials & Products
KLM	Travel - Airlines
Knight Frank	Real Estate - Commercial Agents / Advisors
KPMG	Accountancy & Business Services
Kuehne + Nagel	Transport - Freight & Transport Services
Laing O'Rourke	Construction - Consultancy, Design, Build & Management
Lambert Smith Hampton	Real Estate - Commercial Agents / Advisors
Landsec	Real Estate - General
learndirect	Executive Education - Training & Development
Leeds University Business School	Executive Education - Business Schools
Lenovo	Technology - Hardware & Equipment

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BRAND	CATEGORY
Leo Burnett London	Marketing Services
LEVC	Industrial Engineering - Construction, Agricultural & Utility Equipment
LexisNexis	Information Providers
Lexmark	Technology - Hardware & Equipment
Leyland Trade	Construction - Tools & Equipment Manufacturers
Leyland Trucks	Industrial Engineering - Construction, Agricultural & Utility Equipment
LG	Technology - Hardware & Equipment
Lilly	Pharmaceuticals & Medical Equipment
LinkedIn	Recruitment
Linklaters	Legal Services
Lloyd's	Insurance, Pensions & Risk Management
Lloyds Bank	Financial - Business, Corporate & Investment Banking
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
Lufthansa	Travel - Airlines
Maersk Line	Transport - Freight & Transport Services
Magnet Trade	Construction - Builders Merchants & Distributors
Makita	Construction - Tools & Equipment Manufacturers
Manchester Central	Conference & Event Venues
Manpower	Recruitment
Marriott Hotels & Resorts	Travel - Business Hotels
Marsh	Insurance, Pensions & Risk Management
Marshalls	Construction - Materials & Products
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
McLaren	Construction - Consultancy, Design, Build & Management
MediaCom	Marketing Services
Menzies Aviation	Transport - Freight & Transport Services
Menzies Distribution	Distribution, Wholesale & Supply Chain
Mercer	Management & HR Consultancies
Mercure	Travel - Business Hotels
Michael Page	Recruitment
Microsoft	Information Technology - Software & Solutions
Mindshare	Marketing Services
Mintel	Information Providers - Market Research & Intelligence
Mitie	Support Services - General
Mitsubishi Electric	Industrial Engineering - General
Moleskine	Support Services - Office Equipment
Monster	Recruitment
Moody's	Information Providers
Morgan Stanley	Financial - Business, Corporate & Investment Banking
Mother London	Marketing Services
Murphy	Construction - Consultancy, Design, Build & Management
National Express	Travel - Train & Bus Operators
National Grid	Utilities & Power
NatWest	Financial - Business, Corporate & Investment Banking

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BRAND	CATEGORY
NEC	Conference & Event Venues
NEC	Technology - Hardware & Equipment
Nestlé Professional	Support Services - Facilities Management & Supplies
NETGEAR	Technology - Hardware & Equipment
NFU	Associations & Trade Bodies
NFU Mutual	Insurance, Pensions & Risk Management
Niceday	Support Services - Office Equipment
Nielsen	Information Providers - Market Research & Intelligence
Nokia	Telecommunications - Infrastructure & Services
Norton	Information Technology - Security
Novartis	Pharmaceuticals & Medical Equipment
Novotel	Travel - Business Hotels
npower	Utilities & Power
NVIDIA	Technology - Electronics, Semiconductors & Components
Office Depot	Support Services - Office Supplies
Ogilvy	Marketing Services
Olympia London	Conference & Event Venues
Olympus	Technology - Hardware & Equipment
Oracle	Information Technology - Software & Solutions
Ordnance Survey (OS)	Information Providers
OSRAM	Industrial Engineering - General
Otis	Industrial Engineering - General
Oxford Black n' Red	Support Services - Office Equipment
P&O Ferrymasters	Transport - Freight & Transport Services
Panasonic	Technology - Hardware & Equipment
Paper Mate	Support Services - Office Equipment
Parcelforce Worldwide	Courier, Delivery & Postal Services
Park Inn by Radisson	Travel - Business Hotels
Park Plaza	Travel - Business Hotels
PARKER	Support Services - Office Equipment
PayPal	Financial - Credit Cards & Payment Solutions
PayPoint	Financial - Credit Cards & Payment Solutions
Pearl & Dean	Advertising Solutions
Petrofac	Oil & Gas - Services
Pfizer	Pharmaceuticals & Medical Equipment
Philips	Technology - Hardware & Equipment
PHS Group	Support Services - Facilities Management & Supplies
Pickfords	Support Services - General
Pilkington	Construction - Materials & Products
PILOT	Support Services - Office Equipment
Pitney Bowes	Support Services - Office Supplies
Plumbase	Construction - Builders Merchants & Distributors
Plusnet	Telecommunications - General
Polypipe	Construction - Materials & Products
Portakabin	Construction - Plant & Tool Hire
Post-it	Support Services - Office Equipment
Premier Inn	Travel - Business Hotels
Prudential	Insurance, Pensions & Risk Management
Publicis London	Marketing Services
PwC	Accountancy & Business Services
Qatar Airways	Travel - Airlines
Qualcomm	Technology - Electronics, Semiconductors & Components
Rackspace	Information Technology - Cloud, Data Centres & Hosting
Radisson Hotels	Travel - Business Hotels

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BRAND	CATEGORY
Ramada	Travel - Business Hotels
Redland	Construction - Materials & Products
REED	Recruitment
Reed Exhibitions	Information Providers - Conferences, Events & Publications
Regus	Real Estate - Office Solutions & Co-working
Rentokil	Support Services - General
Rexel	Support Services - Office Equipment
RIBA (The Royal Institute of British Architects)	Associations & Trade Bodies
Ricoh	Technology - Hardware & Equipment
Ricoh Arena	Conference & Event Venues
RICS	Associations & Trade Bodies
Rio Tinto	Mining
Roche	Pharmaceuticals & Medical Equipment
Rolls-Royce Group	Aerospace & Defence
Rothschild & Co	Financial - Business, Corporate & Investment Banking
Royal Bank of Scotland	Financial - Business, Corporate & Investment Banking
Royal London	Insurance, Pensions & Risk Management
Royal Mail	Courier, Delivery & Postal Services
RS Components	Distribution, Wholesale & Supply Chain
RSA	Insurance, Pensions & Risk Management
Ryman	Support Services - Office Supplies
S&P Global	Information Providers
Saatchi & Saatchi	Marketing Services
Safestore	Support Services - Document Protection, Destruction & Storage
Sage	Information Technology - Software & Solutions
Saint-Gobain	Construction - Materials & Products
Salesforce	Information Technology - Software & Solutions
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 - Software & Solutions
SapientRazorfish	Marketing Services
SAS	Information Providers
Savills	Real Estate - Commercial Agents / Advisors
Scania	Industrial Engineering - Construction, Agricultural & Utility Equipment
Schindler	Industrial Engineering - General
Schneider Electric	Industrial Engineering - General
Scottish and Southern Electricity Networks	Utilities & Power
Scottish Hydro Electric Transmission	Utilities & Power
ScottishPower	Utilities & Power
Screwfix	Construction - Builders Merchants & Distributors
Securitas	Support Services - Security, Safety & Fire Protection
SEGRO	Real Estate - General
Selco	Construction - Builders Merchants & Distributors
Serco	Support Services - General
Sharp	Technology - Hardware & Equipment
Shell	Oil & Gas - General
Sheraton	Travel - Business Hotels
Shred-it	Support Services - Document Protection, Destruction & Storage
Siemens	Industrial Engineering - General
Siemens Healthineers	Pharmaceuticals & Medical Equipment
Singapore Airlines	Travel - Airlines

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BRAND	CATEGORY
Sir Robert McAlpine	Construction - Consultancy, Design, Build & Management
Skanska	Construction - Consultancy, Design, Build & Management
Sky Media	Advertising Solutions
Skype	Telecommunications - General
Slaughter and May	Legal Services
SmartWater	Support Services - Security, Safety & Fire Protection
Smith & Nephew	Pharmaceuticals & Medical Equipment
Smiths Group	Industrial Engineering - General
Smurfit Kappa	Print, Paper & Packaging
Snap-on	Construction - Tools & Equipment Manufacturers
Sodexo	Support Services - Catering
Sofitel	Travel - Business Hotels
Sony Professional	Technology - Hardware & Equipment
Sophos	Information Technology - Security
Speedy	Construction - Plant & Tool Hire
SSE Enterprise	Utilities & Power
STABLO	Support Services - Office Equipment
STAEDTLER	Support Services - Office Equipment
Stagecoach	Travel - Train & Bus Operators
STANLEY	Construction - Tools & Equipment Manufacturers
STIHL	Construction - Tools & Equipment Manufacturers
Stobart Group	Transport - Freight & Transport Services
Strutt & Parker	Real Estate - Commercial Agents / Advisors
SurveyMonkey	Information Providers - Market Research & Intelligence
Swissport	Transport - Freight & Transport Services
Symantec	Information Technology - Security
TalkTalk Business	Telecommunications - General
Tarmac	Construction - Materials & Products
Tata Communications	Telecommunications - Infrastructure & Services
Tata Consultancy Services	Information Technology - Consultancy & Services
Tate & Lyle	Agribusiness & Food
Tetra Pak	Print, Paper & Packaging
Texas Instruments	Technology - Electronics, Semiconductors & Components
Thales	Aerospace & Defence
The Baltic Exchange	Financial - Exchanges & Markets
The Institute of Financial Accountants (IFA)	Associations & Trade Bodies
The Law Society	Associations & Trade Bodies
The Open University Business School	Executive Education - Business Schools
The Soil Association	Accreditation, Testing & Certification
Thomson Reuters	Information Providers
Thorn	Industrial Engineering - General
thyssenkrupp	Industrial Engineering - General
Tipp-Ex	Support Services - Office Equipment
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
TSB	Financial - Business, Corporate & Investment Banking
UK Mail	Courier, Delivery & Postal Services
UK Power Networks	Utilities & Power
Unipart	Transport - Freight & Transport Services
Unisys	Information Technology - Consultancy & Services

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BRAND CATEGORY

BRAND	CATEGORY
United	Travel - Airlines
University of Edinburgh Business School	Executive Education - Business Schools
University of Glasgow Adam Smith Business School	Executive Education - Business Schools
UPS	Courier, Delivery & Postal Services
Vaillant	Industrial Engineering - General
Vent-Axia	Industrial Engineering - General
Veolia	Waste Management & Recycling
Viking	Support Services - Office Supplies
Virgin Atlantic	Travel - Airlines
Virgin Media Business	Telecommunications - General
Virgin Trains	Travel - Train & Bus Operators
Visa	Financial - Credit Cards & Payment Solutions
VMware	Information Technology - Software & Solutions
Volvo CE	Industrial Engineering - Construction, Agricultural & Utility Equipment
WARC	Information Providers - Market Research & Intelligence
WBS (Warwick Business School)	Executive Education - Business Schools
Weber Shandwick	Marketing Services
Western Union Business Solutions	Financial - Credit Cards & Payment Solutions
Westfield	Real Estate - General
WeTransfer	Information Technology - Cloud, Data Centres & Hosting
WeWork	Real Estate - Office Solutions & Co-working
Wickes	Construction - Builders Merchants & Distributors
Willis Towers Watson	Insurance, Pensions & Risk Management
Willmott Dixon	Construction - Consultancy, Design, Build & Management
Wincanton	Transport - Freight & Transport Services
Wolseley	Construction - Builders Merchants & Distributors
Woolmark	Accreditation, Testing & Certification
Workspace	Real Estate - Office Solutions & Co-working
Worldpay	Financial - Credit Cards & Payment Solutions
Xerox	Technology - Hardware & Equipment
Yale	Support Services - Security, Safety & Fire Protection
Yodel	Courier, Delivery & Postal Services
YouGov	Information Providers - Market Research & Intelligence
Zenith	Marketing Services
Zopa	Financial - Crowdfunding & Alternative Finance
Zurich	Insurance, Pensions & Risk Management

Please note that these lists reflect the brands as presented in the Superbrands 2019 research voting process; brands may subsequently have been altered or entirely rebranded, while others may no longer be sold or operational