

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
ROLLS-ROYCE GROUP	1	100.00	Aerospace & Defence
GOOGLE	2	89.78	Media - Marketing Services - Advertising Solutions
GLAXOSMITHKLINE	3	88.86	Pharmaceuticals & Biotech
APPLE	4	87.40	Technology - Hardware & Equipment
BRITISH AIRWAYS	5	86.34	Travel & Leisure - Airlines
VIRGIN ATLANTIC	6	86.11	Travel & Leisure - Airlines
LONDON STOCK EXCHANGE	7	85.59	Financial - Exchanges & Markets
BOSCH	8	85.02	Construction & Materials - Tools / Equipment
VISA	9	84.51	Financial - Credit Cards & Payment Solutions
PRICEWATERHOUSECOOPERS	10	84.41	Support Services - Accountancy & Business Services
MICROSOFT	11	84.17	Software & Computer Services
FEDEX	12	82.57	Industrial Transportation - B2B Delivery Services
BAE SYSTEMS	13	82.02	Aerospace & Defence
BOEING	14	80.67	Aerospace & Defence
EDDIE STOBART	15	80.32	Industrial Transportation - Logistics / Distribution / Freight Services
DHL	16	79.88	Industrial Transportation - B2B Delivery Services
BT	17	79.18	Telecommunications - General
SHELL	18	79.13	Oil & Gas
ERNST & YOUNG	19	78.75	Support Services - Accountancy & Business Services
VODAFONE	20	78.42	Telecommunications - Mobile & Online
SIEMENS	21	78.36	Industrial Engineering - General
JOHNSON & JOHNSON	22	77.82	Pharmaceuticals & Biotech
BLACKBERRY	23	77.64	Technology - Hardware & Equipment
BP	24	77.63	Oil & Gas
KPMG	25	77.58	Support Services - Accountancy & Business Services
DELOITTE	26	76.73	Support Services - Accountancy & Business Services
MASTERCARD	27	76.03	Financial - Credit Cards & Payment Solutions
JCB	28	75.99	Industrial Engineering - General
HERTZ	29	75.24	Travel & Leisure - Automobile Rental
EUROSTAR	30	75.03	Travel & Leisure - Train & Bus Operators
UPS	31	74.80	Industrial Transportation - B2B Delivery Services
CATERPILLAR	32	74.70	Industrial Engineering - General
LLOYD'S OF LONDON	33	73.95	Insurance & Risk Management
AMERICAN EXPRESS	34	73.61	Financial - Credit Cards & Payment Solutions
DULUX TRADE	35	73.60	Construction & Materials - Tools / Equipment
PFIZER	36	73.36	Pharmaceuticals & Biotech
AIRBUS	37	73.13	Aerospace & Defence
CHUBB	38	72.89	Support Services - Security & Fire Protection
HILTON	39	72.43	Travel & Leisure - Business Hotels
BLACK & DECKER	40	72.17	Construction & Materials - Tools / Equipment
O2	41	72.03	Telecommunications - Mobile & Online
BSI (BRITISH STANDARDS INSTITUTION)	42	71.97	Support Services - Associations & Accreditations
THE NEC BIRMINGHAM	43	70.90	Travel & Leisure - Conference Centres
PILKINGTON	44	70.71	Construction & Materials
ADOBE	45	70.20	Software & Computer Services
DUPONT	46	69.46	Chemicals
AVIS	47	69.09	Travel & Leisure - Automobile Rental
MARRIOTT	48	68.97	Travel & Leisure - Business Hotels
LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	49	68.96	Executive Education, Training & Development
RIOTINTO	50	68.92	Mining

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
ROYAL MAIL	51	68.17	Industrial Transportation - B2B Delivery Services
AA	52	67.91	Support Services - General
LOCKHEED MARTIN	53	67.72	Aerospace & Defence
BMA (BRITISH MEDICAL ASSOCIATION)	54	67.39	Support Services - Associations & Accreditations
STANLEY	55	67.05	Construction & Materials - Tools / Equipment
BASF	56	66.83	Chemicals
ORANGE	57	66.81	Telecommunications - Mobile & Online
INTEL	58	66.80	Technology - Hardware & Equipment
BAYER	59	66.78	Pharmaceuticals & Biotech
NOKIA	60	66.64	Technology - Hardware & Equipment
TRAVIS PERKINS	61	66.26	Retailers - Builders' Merchants & Plant Hire
DELL	62	66.22	Technology - Hardware & Equipment
HP	63	66.07	Technology - Hardware & Equipment
EBAY	64	66.01	Media - Marketing Services - Advertising Solutions
GE	65	65.98	Industrial Engineering - General
TNT	66	65.91	Industrial Transportation - B2B Delivery Services
HEATHROW AIRPORT	67	65.84	Industrial Transportation - General
YALE	68	65.83	Support Services - Security & Fire Protection
THE LAW SOCIETY	69	65.55	Support Services - Associations & Accreditations
SAATCHI & SAATCHI	70	65.48	Media - Marketing Services - Advertising Agencies
ASTRAZENECA	71	65.32	Pharmaceuticals & Biotech
BLOOMBERG	72	64.95	Support Services - Information Providers
ZURICH	73	64.75	Insurance & Risk Management
CROWN TRADE PAINTS	74	64.68	Construction & Materials - Tools / Equipment
RAC	75	64.50	Support Services - General
CRANFIELD SCHOOL OF MANAGEMENT	76	64.31	Executive Education, Training & Development
LONDON BUSINESS SCHOOL	77	63.84	Executive Education, Training & Development
3M	78	63.77	Industrial Engineering - General
SAVILLS	79	63.14	Real Estate - Commercial Agents / Advisors
HSBC	80	63.06	Financial - Banks
FTSE	81	62.79	Support Services - Information Providers
BARCLAYCARD	82	62.41	Financial - Credit Cards & Payment Solutions
BALFOUR BEATTY	83	62.37	Construction & Materials
IPSOS MORI	84	62.35	Media - Marketing Services - Market Research
BUPA	85	62.30	Insurance & Risk Management
CISCO	86	62.11	Software & Computer Services
CANON	87	62.08	Technology - Hardware & Equipment
SAGE	88	62.02	Software & Computer Services
GALLUP	89	61.76	Media - Marketing Services - Market Research
XEROX	90	61.45	Technology - Hardware & Equipment
SKYPE	91	61.32	Telecommunications - Mobile & Online
SIR ROBERT MCALPINE	92	61.31	Construction & Materials
THE MET OFFICE	93	60.94	Support Services - Information Providers
WICKES	94	60.88	Retailers - Builders' Merchants & Plant Hire
THOMSON REUTERS	95	60.71	Support Services - Information Providers
KNIGHT FRANK	96	60.60	Real Estate - Commercial Agents / Advisors
EUROTUNNEL	97	60.51	Industrial Transportation - General
TETRA PAK	98	60.50	Industrial Engineering - General
ORACLE	99	60.23	Software & Computer Services
AVIVA	100	60.14	Insurance & Risk Management

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
CABLE & WIRELESS WORLDWIDE	101	59.91	Telecommunications - General
RIBA (ROYAL INSTITUTE OF BRITISH ARCHITECTS)	102	59.60	Support Services - Associations & Accreditations
BRITISH CHAMBERS OF COMMERCE	103	59.57	Support Services - Associations & Accreditations
PANASONIC	104	59.55	Technology - Hardware & Equipment
SAMSUNG	105	59.55	Technology - Hardware & Equipment
CBI (CONFEDERATION OF BRITISH INDUSTRY)	106	59.54	Support Services - Associations & Accreditations
TARMAC	107	59.54	Construction & Materials
EXXON MOBIL	108	59.50	Oil & Gas
TOSHIBA	109	59.42	Technology - Hardware & Equipment
PRATT & WHITNEY	110	59.32	Aerospace & Defence
MASSEY FERGUSON	111	59.25	Industrial Engineering - General
DEWALT	112	59.19	Construction & Materials - Tools / Equipment
SCREWFIX	113	59.19	Retailers - Builders' Merchants & Plant Hire
ROTHSCHILD	114	59.18	Financial - General
BIFFA	115	59.05	Support Services - Waste Management & Recycling
MCKINSEY & COMPANY	116	58.98	Support Services - Consultancies
HONEYWELL	117	58.69	Industrial Engineering - General
ROCHE	118	58.64	Pharmaceuticals & Biotech
JEWSON	119	58.51	Retailers - Builders' Merchants & Plant Hire
YELLOW PAGES	120	58.30	Media - Marketing Services - Advertising Solutions
RICS (ROYAL INSTITUTION OF CHARTERED SURVEYORS)	121	58.12	Support Services - Associations & Accreditations
PAYPAL	122	58.04	Financial - Credit Cards & Payment Solutions
RENTOKIL	123	57.94	Support Services - General
PARCELFORCE WORLDWIDE	124	57.62	Industrial Transportation - B2B Delivery Services
PRUDENTIAL	125	57.56	Insurance & Risk Management
T-MOBILE	126	57.32	Telecommunications - Mobile & Online
EXCEL LONDON	127	57.23	Travel & Leisure - Conference Centres
MITSUBISHI ELECTRICS	128	57.16	Industrial Engineering - General
RADISSON EDWARDIAN	129	57.12	Travel & Leisure - Business Hotels
SONY PROFESSIONAL	130	57.08	Technology - Hardware & Equipment
MERCK	131	56.83	Pharmaceuticals & Biotech
MCAFEE	132	56.68	Software & Computer Services
SMITH & NEPHEW	133	56.56	Pharmaceuticals & Biotech
AXA	134	56.46	Insurance & Risk Management
NIELSEN	135	56.16	Media - Marketing Services - Market Research
NORTON	136	56.15	Software & Computer Services
KITEMARK	137	56.00	Support Services - Associations & Accreditations
STANDARD & POOR'S	138	55.49	Support Services - Information Providers
HOLIDAY INN	139	55.36	Travel & Leisure - Business Hotels
JANE'S	140	54.93	Media - Trade Publications
IOD (INSTITUTE OF DIRECTORS)	141	54.83	Support Services - Associations & Accreditations
SNAP-ON	142	54.76	Construction & Materials - Tools / Equipment
GOLDMAN SACHS	143	54.73	Financial - Banks
ACCENTURE	144	54.67	Support Services - Consultancies
CASTROL	145	54.67	Oil & Gas
GULFSTREAM	146	54.59	Aerospace & Defence
THE GROCER	147	54.55	Media - Trade Publications
BARCLAYS	148	54.50	Financial - Banks
SCHRODERS	149	54.07	Financial - General
STRUTT & PARKER	150	54.06	Real Estate - Commercial Agents / Advisors

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
MONEYSUPERMARKET.COM	151	54.04	Support Services - Customer Acquisition/Information Aggregators
VIRGIN TRAINS	152	53.76	Travel & Leisure - Train & Bus Operators
OLYMPUS	153	53.59	Technology - Hardware & Equipment
LG	154	53.57	Technology - Hardware & Equipment
CARPHONE WAREHOUSE	155	53.56	Retailers - B2B General
LINKEDIN	156	53.49	Support Services - General
ADT	157	53.43	Support Services - Security & Fire Protection
JC DECAUX	158	53.42	Media - Marketing Services - Advertising Solutions
EXPERIAN	159	53.41	Support Services - Information Providers
MOTOROLA	160	53.37	Technology - Hardware & Equipment
STAPLES	161	53.35	Retailers - Office Equipment & Supplies
COMPARETHEMARKET.COM	162	53.27	Support Services - Customer Acquisition/Information Aggregators
EPSON	163	53.22	Technology - Hardware & Equipment
LAND SECURITIES	164	53.20	Real Estate - General
RIGHTMOVE.COM	165	53.17	Support Services - Customer Acquisition/Information Aggregators
THE OPEN UNIVERSITY BUSINESS SCHOOL	166	53.14	Executive Education, Training & Development
SECURITAS	167	53.05	Support Services - Security & Fire Protection
GKN	168	52.99	Industrial Engineering - General
EUROPCAR	169	52.98	Travel & Leisure - Automobile Rental
NATIONAL EXPRESS	170	52.97	Travel & Leisure - Train & Bus Operators
GRANT THORNTON	171	52.94	Support Services - Accountancy & Business Services
OGILVY & MATHER	172	52.84	Media - Marketing Services - Advertising Agencies
INVESTORS IN PEOPLE	173	52.78	Support Services - Associations & Accreditations
BRITISH GAS BUSINESS	174	52.77	Utilities
LINKLATERS	175	52.76	Support Services - Legal
KIMBERLEY-CLARK PROFESSIONAL	176	52.75	Retailers - Office Equipment & Supplies
AMERICAN EXPRESS BUSINESS TRAVEL	177	52.69	Travel & Leisure - Corporate Travel Agencies
CLIFFORD CHANCE	178	52.63	Support Services - Legal
PHILIPS HEALTHCARE	179	52.59	Industrial Engineering - General
CALOR	180	52.49	Oil & Gas
VIRGIN MEDIA BUSINESS	181	52.46	Telecommunications - General
IMPERIAL COLLEGE BUSINESS SCHOOL	182	52.05	Executive Education, Training & Development
ERICSSON	183	51.99	Technology - Hardware & Equipment
MINTEL	184	51.79	Media - Marketing Services - Market Research
LONDON CITY AIRPORT	185	51.78	Industrial Transportation - General
NATIONAL FARMERS UNION (NFU)	186	51.71	Support Services - Associations & Accreditations
THYSSENKRUPP	187	51.66	Industrial Engineering - General
EDF ENERGY	188	51.64	Utilities
PEARL & DEAN	189	51.58	Media - Marketing Services - Advertising Solutions
BOC GASES	190	51.57	Oil & Gas
CROWNE PLAZA	191	51.53	Travel & Leisure - Business Hotels
VIKING	192	51.50	Retailers - Office Equipment & Supplies
DOW CHEMICALS	193	51.47	Chemicals
GETTY IMAGES	194	51.39	Media - Images
PRESS ASSOCIATION	195	51.33	Support Services - Information Providers
ANGLO AMERICAN	196	51.28	Mining
GROSVENOR	197	51.26	Real Estate - General
BRITISH COUNCIL	198	51.25	Support Services - Associations & Accreditations
GATWICK AIRPORT	199	51.25	Industrial Transportation - General
THE FAIRTRADE FOUNDATION	200	51.14	Support Services - Associations & Accreditations

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
REED	201	51.14	Support Services - Recruitment
BHP BILLITON	202	51.12	Mining
HEATHROW EXPRESS	203	51.07	Travel & Leisure - Train & Bus Operators
FUJITSU	204	50.94	Support Services - Consultancies
RYMAN	205	50.92	Retailers - Office Equipment & Supplies
IBM GLOBAL BUSINESS SERVICES	206	50.81	Support Services - Consultancies
COMPASS GROUP	207	50.63	Corporate Catering & Water Supplies
CREDIT SUISSE	208	50.53	Financial - Banks
TOTAL	209	50.53	Oil & Gas
DEUTSCHE BANK	210	50.53	Financial - Banks
J.P. MORGAN	211	50.33	Financial - Banks
CITY & GUILDS	212	50.22	Executive Education, Training & Development
SAP	213	50.13	Software & Computer Services
HITACHI	214	49.99	Technology - Hardware & Equipment
ACCA (ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS)	215	49.97	Support Services - Associations & Accreditations
WARWICK BUSINESS SCHOOL	216	49.96	Executive Education, Training & Development
PORTAKABIN	217	49.76	Support Services - General
TOMTOM	218	49.71	Technology - Hardware & Equipment
PITNEY BOWES	219	49.69	Retailers - Office Equipment & Supplies
HILTI	220	49.66	Construction & Materials - Tools / Equipment
BARCLAYS CORPORATE	221	49.19	Financial - Banks
MALMAISON	222	49.19	Travel & Leisure - Business Hotels
BUDGET	223	49.10	Travel & Leisure - Automobile Rental
JOHNSON MATTHEY	224	49.07	Chemicals
CONFUSED.COM	225	49.01	Support Services - Customer Acquisition/Information Aggregators
AXA PPP HEALTHCARE	226	48.96	Insurance & Risk Management
FEDERATION OF SMALL BUSINESSES	227	48.92	Support Services - Associations & Accreditations
MORGAN STANLEY	228	48.92	Financial - Banks
BOSTON CONSULTING GROUP	229	48.89	Support Services - Consultancies
MOODY'S	230	48.84	Support Services - Information Providers
WESTFIELD	231	48.72	Real Estate - General
VEOLIA ENVIRONMENTAL SERVICES	232	48.63	Support Services - Waste Management & Recycling
QINETIQ	233	48.57	Aerospace & Defence
TRAVELEX	234	48.57	Financial - General
NPOWER	235	48.50	Utilities
E.ON UK	236	48.42	Utilities
AIM	237	48.36	Financial - Exchanges & Markets
SYMANTEC	238	48.33	Software & Computer Services
ALLIANZ INSURANCE	239	48.27	Insurance & Risk Management
AVERY	240	48.24	Retailers - Office Equipment & Supplies
NOVARTIS	241	48.20	Pharmaceuticals & Biotech
CASS BUSINESS SCHOOL	242	48.20	Executive Education, Training & Development
THALES	243	48.14	Aerospace & Defence
CAPITA	244	48.08	Support Services - General
BRITISH DENTAL ASSOCIATION	245	48.06	Support Services - Associations & Accreditations
HENLEY BUSINESS SCHOOL	246	48.04	Executive Education, Training & Development
UNIPART	247	48.03	Industrial Transportation - Logistics / Distribution / Freight Services
SODEXO	248	47.93	Corporate Catering & Water Supplies
CAPGEMINI	249	47.92	Support Services - Consultancies
CONQUEROR	250	47.84	Retailers - Office Equipment & Supplies

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
PREMIER INN	251	47.84	Travel & Leisure - Business Hotels
LOGITECH	252	47.82	Technology - Hardware & Equipment
THE QUEEN ELIZABETH II CONFERENCE CENTRE	253	47.72	Travel & Leisure - Conference Centres
FUJITSU TECHNOLOGY SOLUTIONS	254	47.60	Technology - Hardware & Equipment
BRITISH LAND	255	47.57	Real Estate - General
JOHN LAING	256	47.54	Construction & Materials
STAEDTLER	257	47.48	Retailers - Office Equipment & Supplies
EVERSHEDS	258	47.47	Support Services - Legal
M&C SAATCHI	259	47.43	Media - Marketing Services - Advertising Agencies
ACER	260	47.42	Technology - Hardware & Equipment
COSTAIN	261	47.38	Construction & Materials
SWISS RE	262	47.34	Insurance & Risk Management
SERCO	263	47.30	Support Services - General
BASILDON BOND	264	47.30	Retailers - Office Equipment & Supplies
3i	265	47.27	Financial - General
THE CO-OPERATIVE BANK	266	47.23	Financial - Banks
ABTA	267	47.23	Support Services - Associations & Accreditations
REED ELSEVIER	268	47.18	Support Services - Information Providers
WOLSELEY	269	47.18	Retailers - Builders' Merchants & Plant Hire
ENTERPRISE	270	47.16	Travel & Leisure - Automobile Rental
FIDELITY	271	47.12	Financial - General
COSWORTH	272	47.10	Industrial Engineering - General
BOMBARDIER	273	47.09	Aerospace & Defence
ALLEN & OVERY	274	47.03	Support Services - Legal
FRESHFIELDS BRUCKHAUS DERINGER	275	46.99	Support Services - Legal
HISCOX	276	46.91	Insurance & Risk Management
HSS HIRE	277	46.87	Retailers - Builders' Merchants & Plant Hire
BRITISH GYPSUM	278	46.81	Construction & Materials
PINEWOOD STUDIOS GROUP	279	46.72	Support Services - General
MANPOWER	280	46.68	Support Services - Recruitment
NATIONAL GRID	281	46.63	Utilities
REGUS	282	46.62	Support Services - General
SLAUGHTER & MAY	283	46.51	Support Services - Legal
ELI LILLY	284	46.46	Pharmaceuticals & Biotech
SOIL ASSOCIATION	285	46.46	Support Services - Associations & Accreditations
VOLVO CONSTRUCTION EQUIPMENT	286	46.45	Industrial Engineering - General
WINCANTON	287	46.42	Industrial Transportation - Logistics / Distribution / Freight Services
SKANSKA	288	46.41	Construction & Materials
HAYMARKET NETWORK	289	46.35	Media - Marketing Services - Custom Publishing
INGERSOLL RAND	290	46.32	Construction & Materials - Tools / Equipment
EQUIFAX	291	46.26	Support Services - Information Providers
LOGICA	292	46.26	Support Services - Consultancies
SAID BUSINESS SCHOOL, UNIVERSITY OF OXFORD	293	46.25	Executive Education, Training & Development
SANTANDER	294	46.13	Financial - Banks
MANCHESTER BUSINESS SCHOOL	295	46.08	Executive Education, Training & Development
BMI	296	46.08	Travel & Leisure - Airlines
MAERSK LINE	297	46.00	Industrial Transportation - General
INTERBRAND	298	45.91	Media - Marketing Services - Branding & Design
BROTHER	299	45.89	Technology - Hardware & Equipment
HAWKER SIDDELEY SWITCHGEAR	300	45.82	Industrial Engineering - General

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
WOOLMARK	301	45.79	Support Services - Associations & Accreditations
JONES LANG LASALLE	302	45.65	Real Estate - Commercial Agents / Advisors
GATWICK EXPRESS	303	45.63	Travel & Leisure - Train & Bus Operators
CAMBRIDGE JUDGE BUSINESS SCHOOL	304	45.53	Executive Education, Training & Development
EASYJET	305	45.51	Travel & Leisure - Airlines
COSTCO	306	45.45	Retailers - B2B General
D&B	307	45.37	Support Services - Information Providers
SHARP	308	45.37	Technology - Hardware & Equipment
SMITHS	309	45.26	Industrial Engineering - General
INITIAL	310	45.24	Support Services - General
HARRIS	311	45.23	Construction & Materials - Tools / Equipment
CITY LINK	312	45.20	Industrial Transportation - B2B Delivery Services
LEXMARK	313	45.01	Technology - Hardware & Equipment
TATA STEEL EUROPE	314	44.96	Construction & Materials
NOVOTEL	315	44.90	Travel & Leisure - Business Hotels
BAIN & COMPANY	316	44.80	Support Services - Consultancies
HAYS	317	44.73	Support Services - Recruitment
SCOTTISH POWER	318	44.72	Utilities
DRAPER	319	44.71	Construction & Materials - Tools / Equipment
MICHAEL PAGE INTERNATIONAL	320	44.68	Support Services - Recruitment
MERRILL LYNCH	321	44.67	Financial - Banks
SEAGATE TECHNOLOGY	322	44.65	Technology - Hardware & Equipment
ARRIVA	323	44.49	Travel & Leisure - Train & Bus Operators
GOCOMPARE.COM	324	44.39	Support Services - Customer Acquisition/Information Aggregators
CARBON TRUST	325	44.24	Support Services - General
CIMA (CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS)	326	44.19	Support Services - Associations & Accreditations
DEVEREVENUES	327	44.17	Travel & Leisure - Business Hotels
BABCOCK	328	44.15	Support Services - General
ICAEW (THE INSTITUTE OF CHARTERED ACCOUNTANTS IN ENGLAND & WALES)	329	44.08	Support Services - Associations & Accreditations
JOHNSTONE'S TRADE PAINTS	330	44.04	Construction & Materials - Tools / Equipment
WOLFF OLINS	331	44.01	Media - Marketing Services - Branding & Design
MAKRO	332	43.96	Retailers - B2B General
CARILLION	333	43.95	Construction & Materials
REXEL	334	43.90	Retailers - Office Equipment & Supplies
THE ICC BIRMINGHAM	335	43.85	Travel & Leisure - Conference Centres
AKZONOBEL	336	43.85	Chemicals
MAKITA	337	43.84	Construction & Materials - Tools / Equipment
STAGECOACH	338	43.82	Travel & Leisure - Train & Bus Operators
CANARY WHARF GROUP	339	43.69	Real Estate - General
NETGEAR	340	43.61	Technology - Hardware & Equipment
USWITCH	341	43.59	Support Services - Customer Acquisition/Information Aggregators
THAMES WATER	342	43.56	Utilities
GFK NOP	343	43.46	Media - Marketing Services - Market Research
ADDISON LEE	344	43.44	Support Services - General
AMD	345	43.44	Technology - Hardware & Equipment
GARMIN	346	43.42	Technology - Hardware & Equipment
MEDIACOM	347	43.31	Media - Marketing Services - Media Agency
DE LA RUE	348	43.25	Support Services - General
ASSOCIATED BRITISH PORTS	349	43.22	Industrial Transportation - General
ABB	350	43.19	Industrial Engineering - General

continues...

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
GREEN FLAG	351	43.06	Support Services - General
ALCATEL-LUCENT	352	43.03	Telecommunications - General
G4S	353	43.01	Support Services - Security & Fire Protection
OFFICE DEPOT	354	42.71	Retailers - Office Equipment & Supplies
DOW CORNING	355	42.69	Chemicals
HOWDENS JOINERY	356	42.69	Retailers - Builders' Merchants & Plant Hire
BUSINESS DESIGN CENTRE	357	42.67	Travel & Leisure - Conference Centres
RSA	358	42.64	Insurance & Risk Management
BOOKER	359	42.56	Retailers - B2B General
AMEY	360	42.45	Construction & Materials
VENT-AXIA	361	42.30	Industrial Engineering - General
MILLENNIUM & COPTHORNE	362	42.27	Travel & Leisure - Business Hotels
OFFICE ANGELS	363	42.23	Support Services - Recruitment
BRISTOL-MYERS SQUIBB	364	42.23	Pharmaceuticals & Biotech
STABILO	365	42.22	Retailers - Office Equipment & Supplies
CASIO	366	42.18	Technology - Hardware & Equipment
TRAVELODGE	367	42.17	Travel & Leisure - Business Hotels
BROOK STREET	368	42.14	Support Services - Recruitment
ARM HOLDINGS	369	42.13	Technology - Hardware & Equipment
BEST WESTERN	370	42.09	Travel & Leisure - Business Hotels
MERCER	371	42.02	Support Services - Consultancies
INVENSYS	372	41.99	Industrial Engineering - General
MARSHALLS	373	41.94	Construction & Materials
CITRIX	374	41.94	Software & Computer Services
TALKTALK BUSINESS	375	41.93	Telecommunications - General
ELSTREE STUDIOS	376	41.91	Support Services - General
ALSTOM	377	41.86	Industrial Engineering - General
MILLWARD BROWN	378	41.82	Media - Marketing Services - Market Research
RACKSPACE	379	41.82	Telecommunications - General
LONDON METAL EXCHANGE	380	41.73	Financial - Exchanges & Markets
SALESFORCE.COM	381	41.71	Software & Computer Services
BRUNSWICK	382	41.63	Media - Marketing Services - PR
LLOYDS	383	41.59	Financial - Banks
UNISYS	384	41.54	Support Services - Consultancies
THOMSON LOCAL	385	41.50	Media - Marketing Services - Advertising Solutions
KUEHNE + NAGEL	386	41.41	Industrial Transportation - Logistics / Distribution / Freight Services
ADECCO	387	41.31	Support Services - Recruitment
ARUP	388	41.27	Support Services - Consultancies
AKQA	389	41.26	Media - Marketing Services - Direct Or Digital Marketing
PC WORLD BUSINESS	390	41.19	Retailers - Office Equipment & Supplies
NICEDAY	391	41.07	Retailers - Office Equipment & Supplies
NORTHROP GRUMMAN	392	41.05	Aerospace & Defence
PA CONSULTING	393	41.03	Support Services - Consultancies
RAYTHEON SYSTEMS	394	40.94	Aerospace & Defence
LAFARGE	395	40.91	Construction & Materials
NEC	396	40.89	Technology - Hardware & Equipment
AVAYA	397	40.87	Software & Computer Services
ICM RESEARCH	398	40.87	Media - Marketing Services - Market Research
WALES MILLENNIUM CENTRE	399	40.81	Travel & Leisure - Conference Centres
AMEC	400	40.81	Support Services - General

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
MONSTER	401	40.80	Support Services - Recruitment
ACAS (ADVISORY, CONCILIATION & ARBITRATION SERVICE)	402	40.76	Support Services - Associations & Accreditations
ARCHITECT'S JOURNAL	403	40.76	Media - Trade Publications
ALAMO	404	40.75	Travel & Leisure - Automobile Rental
IBIS	405	40.71	Travel & Leisure - Business Hotels
BDO	406	40.68	Support Services - Accountancy & Business Services
MARKETING WEEK	407	40.66	Media - Trade Publications
LENOVO	408	40.65	Technology - Hardware & Equipment
EALING STUDIOS	409	40.61	Support Services - General
HANSON	410	40.59	Construction & Materials
TOTALJOBS.COM	411	40.58	Support Services - Recruitment
PRIMELOCATION.COM	412	40.57	Support Services - Customer Acquisition/Information Aggregators
HOWDEN	413	40.56	Industrial Engineering - General
HOOVER'S	414	40.56	Support Services - Information Providers
ACCOUNTANCY AGE	415	40.56	Media - Trade Publications
GENERAL DYNAMICS UK	416	40.52	Aerospace & Defence
NATIONAL	417	40.43	Travel & Leisure - Automobile Rental
JUPITER	418	40.43	Financial - General
YAHOO! ADVERTISING SOLUTIONS	419	40.38	Media - Marketing Services - Advertising Solutions
OXFORD BLACK N' RED	420	40.38	Retailers - Office Equipment & Supplies
PRONTAPRINT	421	40.35	Retailers - B2B General
AON	422	40.33	Insurance & Risk Management
NETJETS	423	40.31	Travel & Leisure - Airline Charter & Fractional Ownership
GREAT PORTLAND ESTATES	424	40.31	Real Estate - General
FLIGHT INTERNATIONAL	425	40.30	Media - Trade Publications
SOCIETY OF MOTOR MANUFACTURERS AND TRADERS (SMMT)	426	40.25	Support Services - Associations & Accreditations
LEYLAND TRADE PAINTS	427	40.24	Construction & Materials - Tools / Equipment
BG GROUP	428	40.24	Oil & Gas
CHARTERED MANAGEMENT INSTITUTE	429	40.22	Support Services - Associations & Accreditations
HARGREAVES LANSDOWN	430	40.22	Financial - General
LEXISNEXIS	431	40.21	Support Services - Information Providers
NATWEST	432	40.20	Financial - Banks
INFOSYS	433	40.17	Support Services - Consultancies
WUNDERMAN	434	40.13	Media - Marketing Services - Direct Or Digital Marketing
CIPD (CHARTERED INSTITUTE OF PERSONNEL & DEVELOPMENT)	435	40.12	Support Services - Associations & Accreditations
POWWOW	436	40.09	Corporate Catering & Water Supplies
RICOH	437	40.08	Technology - Hardware & Equipment
HILL & KNOWLTON	438	40.06	Media - Marketing Services - PR
HOTELS.COM	439	40.05	Travel & Leisure - Corporate Travel Agencies
UBS	440	39.95	Financial - Banks
MCCANN-LONDON	441	39.85	Media - Marketing Services - Advertising Agencies
WEBER SHANDWICK	442	39.77	Media - Marketing Services - PR
HAY GROUP	443	39.77	Support Services - Consultancies
TNS RESEARCH INTERNATIONAL	444	39.75	Media - Marketing Services - Market Research
HARROGATE INTERNATIONAL CENTRE	445	39.68	Travel & Leisure - Conference Centres
SANDISK	446	39.65	Technology - Hardware & Equipment
FLYBE	447	39.61	Travel & Leisure - Airlines
JWT LONDON	448	39.55	Media - Marketing Services - Advertising Agencies
GLENCORE INTERNATIONAL	449	39.51	Mining
BRITISH RETAIL CONSORTIUM	450	39.45	Support Services - Associations & Accreditations

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
ASHRIDGE BUSINESS SCHOOL	451	39.44	Executive Education, Training & Development
EGON ZEHNDER INTERNATIONAL	452	39.43	Support Services - Recruitment
BAXI	453	39.38	Industrial Engineering - General
AUTOCAD	454	39.35	Software & Computer Services
LATEROOMS.COM	455	39.21	Travel & Leisure - Corporate Travel Agencies
SKANDIA	456	39.21	Insurance & Risk Management
UNIX	457	39.21	Software & Computer Services
BNP PARIBAS	458	39.12	Financial - Banks
BLUE ARROW	459	39.12	Support Services - Recruitment
SITA	460	39.10	Support Services - Waste Management & Recycling
RS COMPONENTS	461	39.10	Industrial Transportation - Logistics / Distribution / Freight Services
INTERLINK EXPRESS	462	39.08	Industrial Transportation - B2B Delivery Services
JIFFY	463	39.04	Retailers - Office Equipment & Supplies
BURSON-MARSTELLER	464	39.04	Media - Marketing Services - PR
PARK PLAZA	465	39.02	Travel & Leisure - Business Hotels
THE LAWYER	466	38.97	Media - Trade Publications
KIER GROUP	467	38.96	Construction & Materials
3663	468	38.90	Industrial Transportation - Logistics / Distribution / Freight Services
HRG (HOGG ROBINSON GROUP)	469	38.90	Travel & Leisure - Corporate Travel Agencies
KONICA MINOLTA	470	38.88	Technology - Hardware & Equipment
CARAT	471	38.87	Media - Marketing Services - Media Agency
ZENITHOPTIMEDIA	472	38.87	Media - Marketing Services - Media Agency
DURHAM BUSINESS SCHOOL	473	38.87	Executive Education, Training & Development
FIRST	474	38.86	Travel & Leisure - Train & Bus Operators
BELL POTTINGER	475	38.84	Media - Marketing Services - PR
THE BANKER	476	38.83	Media - Trade Publications
MICROSOFT ADVERTISING	477	38.79	Media - Marketing Services - Advertising Solutions
BOOZ & COMPANY	478	38.71	Support Services - Consultancies
ABI (ASSOCIATION OF BRITISH INSURERS)	479	38.67	Support Services - Associations & Accreditations
SAINT-GOBAIN	480	38.67	Construction & Materials
CB RICHARD ELLIS	481	38.59	Real Estate - Commercial Agents / Advisors
EADS	482	38.43	Aerospace & Defence
REDWOOD PUBLISHING	483	38.41	Media - Marketing Services - Custom Publishing
KOMATSU UK	484	38.39	Industrial Engineering - General
BBH	485	38.39	Media - Marketing Services - Advertising Agencies
LETTS	486	38.38	Retailers - Office Equipment & Supplies
INVESTEC	487	38.36	Financial - Banks
HARRIS INTERACTIVE	488	38.36	Media - Marketing Services - Market Research
LIFFE	489	38.34	Financial - Exchanges & Markets
SMURFIT KAPPA	490	38.33	Industrial Engineering - General
PUBLICIS LONDON	491	38.33	Media - Marketing Services - Advertising Agencies
HERBERT SMITH	492	38.23	Support Services - Legal
KALL KWIK	493	38.16	Retailers - B2B General
CITI	494	38.15	Financial - Banks
AEGON	495	38.11	Insurance & Risk Management
DRAPERS	496	38.09	Media - Trade Publications
CLEAR CHANNEL	497	38.07	Media - Marketing Services - Advertising Solutions
ALLIANCE HEALTHCARE	498	38.06	Pharmaceuticals & Biotech
WEIR	499	38.04	Industrial Engineering - General
HAPAG-LLOYD	500	37.98	Industrial Transportation - General