

OFFICIAL TOP 500 2009/10

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

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

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