

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
ROLEX	1	100.00	Watches & Accessories
COCA-COLA	2	84.90	Drinks - Carbonated Soft Drinks
GOOGLE	3	84.51	Internet - General
MERCEDES-BENZ	4	80.55	Automotive - Vehicle Manufacturer
BBC	5	79.27	Media - TV Stations
BMW	6	72.71	Automotive - Vehicle Manufacturer
DURACELL	7	70.83	Household - General Consumables
DULUX	8	70.59	Household - General Consumables
JAGUAR	9	70.20	Automotive - Vehicle Manufacturer
ROYAL DOULTON	10	69.89	Household - General
WEDGWOOD	11	69.34	Household - General
ROYAL ALBERT HALL	12	68.89	Leisure & Entertainment - Destinations
JOHN LEWIS	13	68.46	Retail - General
MICHELIN	14	68.25	Automotive - General
HILTON	15	67.89	Travel - Hotels & Resorts
DYSON	16	66.88	Household - Appliances
MARKS & SPENCER	17	65.37	Retail - General
APPLE	18	64.55	Technology - Computer Hardware & Software
GUINNESS	19	63.12	Drinks - Beer & Cider
BANG & OLUFSEN	20	62.98	Technology - General
ANDREX	21	62.12	Household - General Consumables
SONY	22	62.11	Technology - General
GLENFIDDICH	23	61.61	Drinks - Spirits
NIKE	24	61.40	Sportswear & Equipment
TWININGS	25	61.22	Drinks - Coffee & Tea
JACK DANIEL'S	26	60.62	Drinks - Spirits
BOSCH	27	60.51	Household - Appliances
AA	28	59.87	Automotive - General
SCHWEPES	29	59.64	Drinks - Carbonated Soft Drinks
ENCYCLOPAEDIA BRITANNICA	30	59.36	Media - Reference
LEGO	31	59.16	Leisure & Entertainment - Games & Toys
FACEBOOK	32	58.05	Internet - General
BRITISH AIRWAYS	33	57.82	Travel - Airlines
KELLOGG'S	34	57.70	Food - General
BP	35	57.16	Oil & Gas
FAIRY	36	57.10	Household - Cleaning Products
FISHER-PRICE	37	56.83	Leisure & Entertainment - Games & Toys
CADBURY	38	56.33	Food - Chocolate & Confectionery
GREEN & BLACK'S	39	56.18	Food - Chocolate & Confectionery
KLEENEX	40	55.90	Household - General Consumables
ADIDAS	41	54.57	Sportswear & Equipment
YOUTUBE	42	54.48	Internet - General
ROBINSONS	43	54.41	Drinks - General
NESCAFÉ	44	53.67	Drinks - Coffee & Tea
MICROSOFT	45	53.11	Technology - Computer Hardware & Software
GOODYEAR	46	53.08	Automotive - General
PEPSI	47	53.07	Drinks - Carbonated Soft Drinks
HEINZ	48	52.98	Food - General
LINDT	49	52.87	Food - Chocolate & Confectionery
PAMPERS	50	52.68	Household - Child Products

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
AUDI	51	52.48	Automotive - Vehicle Manufacturer
BLACK & DECKER	52	52.41	Household - General
GORDON'S	53	52.05	Drinks - Spirits
TAG HEUER	54	51.64	Watches & Accessories
PIRELLI	55	51.53	Automotive - General
SMIRNOFF	56	50.83	Drinks - Spirits
MANCHESTER UNITED	57	50.81	Leisure & Entertainment - General
MARRIOTT	58	50.75	Travel - Hotels & Resorts
SHELL	59	50.65	Oil & Gas
TATE	60	50.56	Leisure & Entertainment - Destinations
LEVI'S	61	50.06	Clothing & Footwear
GLENMORANGIE	62	50.02	Drinks - Spirits
THE NATIONAL LOTTERY	63	49.61	Leisure & Entertainment - Gambling
STELLA ARTOIS	64	49.43	Drinks - Beer & Cider
WAITROSE	65	49.26	Retail - General
PEDIGREE	66	48.72	Household - Pet Products
LE CREUSET	67	48.57	Household - General
DOUWE EGBERTS	68	48.47	Drinks - Coffee & Tea
DOMESTOS	69	48.04	Household - Cleaning Products
OMEGA	70	47.98	Watches & Accessories
BOOTS	71	47.79	Retail - General
OXFORD UNIVERSITY PRESS	72	47.79	Media - Reference
PG TIPS	73	47.77	Drinks - Coffee & Tea
DETTOL	74	47.41	Household - Cleaning Products
SKY	75	47.41	Media - TV Stations
NUROFEN	76	47.40	Pharmaceutical
SOUTHERN COMFORT	77	47.40	Drinks - Spirits
VIRGIN ATLANTIC	78	47.37	Travel - Airlines
CALVIN KLEIN	79	47.31	Clothing & Footwear
MADAME TUSSAUDS	80	47.29	Leisure & Entertainment - Destinations
DISNEY	81	47.23	Leisure & Entertainment - Games & Toys
RIBENA	82	47.19	Drinks - General
RAC	83	46.86	Automotive - General
RÉMY MARTIN	84	46.34	Drinks - Spirits
COURVOISIER	85	46.13	Drinks - Spirits
BACARDI	86	45.79	Drinks - Spirits
MONOPOLY	87	45.67	Leisure & Entertainment - Games & Toys
PLAYSTATION	88	45.49	Leisure & Entertainment - Games & Toys
NINTENDO	89	45.47	Leisure & Entertainment - Games & Toys
EUROSTAR	90	45.32	Travel - Bus & Rail Operators
EDEN PROJECT	91	45.28	Leisure & Entertainment - Destinations
PERSIL	92	45.23	Household - Cleaning Products
ELASTOPLAST	93	45.08	Household - General Consumables
WALKERS	94	45.01	Food - General
FAMOUS GROUSE	95	44.96	Drinks - Spirits
FERRERO ROCHER	96	44.80	Food - Chocolate & Confectionery
WIKIPEDIA	97	44.65	Internet - General
HORNBY	98	44.52	Leisure & Entertainment - Games & Toys
JACOB'S CREEK	99	44.45	Drinks - Wine
SCALECTRIC	100	44.43	Leisure & Entertainment - Games & Toys

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
THOMAS COOK	101	44.36	Travel - Agents & Tour Operators
WD-40	102	44.34	Household - General Consumables
CHANEL	103	44.24	Toiletries & Cosmetics
KENCO	104	44.22	Drinks - Coffee & Tea
TETLEY	105	44.16	Drinks - Coffee & Tea
HÄAGEN-DAZS	106	44.01	Food - General
GILLETTE	107	43.74	Toiletries & Cosmetics
NIVEA	108	43.55	Toiletries & Cosmetics
DUREX	109	43.49	Pharmaceutical
HARVEY NICHOLS	110	43.49	Retail - General
BLACKBERRY	111	43.32	Technology - General
SAINSBURY'S	112	43.25	Retail - General
DUNLOP	113	43.20	Automotive - General
HOVIS	114	43.17	Food - General
WHISKAS	115	43.01	Household - Pet Products
COLGATE	116	42.69	Toiletries & Cosmetics
LEXUS	117	42.64	Automotive - Vehicle Manufacturer
POST OFFICE	118	42.64	Services & Utilities
TEFAL	119	42.64	Household - General
MCVITIE'S	120	42.49	Food - General
BEECHAMS	121	42.42	Pharmaceutical
O2	122	42.42	Mobile Telecommunications
LEMSIP	123	42.15	Pharmaceutical
BAILEYS	124	42.06	Drinks - Spirits
MICHELIN TRAVEL GUIDES & MAPS	125	41.86	Media - Reference
ROTARY	126	41.68	Watches & Accessories
AMAZON.CO.UK	127	41.61	Retail - General
JOHNNIE WALKER	128	41.58	Drinks - Spirits
AGA	129	41.44	Household - Appliances
SILVER CROSS	130	41.43	Household - Child Products
PANASONIC	131	41.35	Technology - General
NATIONAL GEOGRAPHIC	132	41.34	Media - Newspapers & Magazines
BIRDS EYE	133	41.05	Food - General
TWITTER	134	40.93	Internet - General
VODAFONE	135	40.64	Mobile Telecommunications
VASELINE	136	40.61	Toiletries & Cosmetics
THE O2	137	40.57	Leisure & Entertainment - Destinations
COLLINS	138	40.52	Media - Reference
ALTON TOWERS	139	40.48	Leisure & Entertainment - Destinations
WATERFORD	140	40.43	Household - General
BOSE	141	40.21	Technology - General
VICKS	142	39.95	Pharmaceutical
JOHNSON'S	143	39.74	Toiletries & Cosmetics
TESCO	144	39.74	Retail - General
RAY-BAN	145	39.53	Watches & Accessories
VISA	146	39.50	Financial
HOUSE OF FRASER	147	39.49	Retail - General
CALPOL	148	39.43	Pharmaceutical
NOKIA	149	39.37	Technology - General
SAVLON	150	39.14	Pharmaceutical

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
ESTÉE LAUDER	151	38.97	Toiletries & Cosmetics
STARBUCKS	152	38.79	Restaurants & Coffee Shops
MIELE	153	38.76	Household - Appliances
KODAK	154	38.75	Technology - General
L'ORÉAL PARIS	155	38.61	Toiletries & Cosmetics
WEETABIX	156	38.54	Food - General
PERRIER	157	38.49	Drinks - General
WARBURTONS	158	38.30	Food - General
LAND ROVER	159	38.21	Automotive - Vehicle Manufacturer
EDF ENERGY LONDON EYE	160	38.15	Leisure & Entertainment - Destinations
PIMM'S	161	38.10	Drinks - Spirits
REEBOK	162	38.06	Sportswear & Equipment
DEBENHAMS	163	38.04	Retail - General
CLARKS	164	38.01	Clothing & Footwear
TIMBERLAND	165	37.83	Clothing & Footwear
BT	166	37.70	Services & Utilities
FINANCIAL TIMES	167	37.70	Media - Newspapers & Magazines
BEN & JERRY'S	168	37.61	Food - General
YAHOO!	169	37.42	Internet - General
ITV	170	37.36	Media - TV Stations
SMEG	171	37.33	Household - Appliances
MASTERCARD	172	37.15	Financial
CLINIQUE	173	37.03	Toiletries & Cosmetics
MAMAS & PAPAS	174	36.91	Household - Child Products
MAX FACTOR	175	36.81	Toiletries & Cosmetics
SAMSUNG	176	36.78	Technology - General
NIKON	177	36.76	Technology - General
VOLKSWAGEN	178	36.49	Automotive - Vehicle Manufacturer
DIOR	179	36.36	Toiletries & Cosmetics
CANON	180	36.12	Technology - General
DR MARTENS	181	36.12	Clothing & Footwear
FLASH	182	36.00	Household - Cleaning Products
CROWN PAINTS	183	35.83	Household - General Consumables
SELFRIDGES	184	35.82	Retail - General
AUTOGLASS	185	35.79	Automotive - General
CUNARD	186	35.77	Travel - General
BRANSTON	187	35.76	Food - General
STREPSILS	188	35.76	Pharmaceutical
AFTER EIGHT	189	35.68	Food - Chocolate & Confectionery
ORANGE	190	35.68	Mobile Telecommunications
P&O CRUISES	191	35.50	Travel - General
BRIDGESTONE	192	35.39	Automotive - General
LURPAK	193	35.12	Food - General
WHSMITH	194	35.12	Retail - General
GALAXY	195	35.02	Food - Chocolate & Confectionery
WHITTARD OF CHELSEA	196	34.96	Drinks - Coffee & Tea
KENWOOD (KITCHEN APPLIANCES)	197	34.94	Household - Appliances
COMFORT	198	34.93	Household - Cleaning Products
MR KIPLING	199	34.90	Food - General
CAMBRIDGE UNIVERSITY PRESS	200	34.87	Media - Reference

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
TROPICANA	201	34.84	Drinks - General
CRAYOLA	202	34.79	Leisure & Entertainment - Games & Toys
MARS	203	34.55	Food - Chocolate & Confectionery
MACLAREN	204	34.43	Household - Child Products
JOHN WEST	205	34.31	Food - General
HUGGIES	206	34.30	Household - Child Products
LADYBIRD	207	34.25	Household - Child Products
THOMSON HOLIDAYS	208	34.18	Travel - Agents & Tour Operators
CHAMPNEYS	209	34.12	Travel - Hotels & Resorts
JAEGER	210	34.06	Clothing & Footwear
WATERSTONES	211	33.86	Retail - General
WILKINSON SWORD	212	33.86	Toiletries & Cosmetics
EVIAN	213	33.81	Drinks - General
BUDWEISER	214	33.72	Drinks - Beer & Cider
DOVE	215	33.65	Toiletries & Cosmetics
HELLMANN'S	216	33.63	Food - General
GAVISCON	217	33.60	Pharmaceutical
BENYLIN	218	33.57	Pharmaceutical
ANADIN	219	33.42	Pharmaceutical
LIVERPOOL FC	220	33.33	Leisure & Entertainment - General
XBOX	221	33.21	Leisure & Entertainment - Games & Toys
MR MUSCLE	222	33.09	Household - Cleaning Products
ZANUSSI	223	33.02	Household - Appliances
TCP	224	32.99	Pharmaceutical
ARIEL	225	32.97	Household - Cleaning Products
NIGHT NURSE	226	32.97	Pharmaceutical
CATHEDRAL CITY	227	32.84	Food - General
SAMSONITE	228	32.78	Household - General
BRITVIC	229	32.76	Drinks - General
ARSENAL FC	230	32.66	Leisure & Entertainment - General
LONELY PLANET	231	32.64	Media - Reference
THE GLENLIVET	232	32.63	Drinks - Spirits
IKEA	233	32.60	Retail - General
BRITISH GAS	234	32.58	Services & Utilities
RALPH LAUREN	235	32.57	Toiletries & Cosmetics
IMPERIAL LEATHER	236	32.28	Toiletries & Cosmetics
OLAY	237	32.24	Toiletries & Cosmetics
OXO	238	32.19	Food - General
YORKSHIRE TEA	239	32.13	Drinks - Coffee & Tea
VOLVO	240	32.05	Automotive - Vehicle Manufacturer
CLASSIC FM	241	31.95	Media - Radio
VIRGIN TRAINS	242	31.81	Travel - Bus & Rail Operators
HP	243	31.72	Food - General
HARDYS	244	31.69	Drinks - Wine
ALFA ROMEO	245	31.66	Automotive - Vehicle Manufacturer
AMERICAN EXPRESS	246	31.65	Financial
TATE & LYLE CANE SUGAR	247	31.63	Food - General
TOBLERONE	248	31.62	Food - Chocolate & Confectionery
A-Z MAPS	249	31.60	Media - Reference
CARTE D'OR	250	31.51	Food - General

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
AIRFIX	251	31.47	Leisure & Entertainment - Games & Toys
HAMLEYS	252	31.45	Retail - General
MARTINI	253	31.45	Drinks - Spirits
HOOVER	254	31.38	Household - Appliances
CHIVAS REGAL	255	31.32	Drinks - Spirits
THE NORTH FACE	256	31.17	Sportswear & Equipment
BONJELA	257	31.03	Pharmaceutical
OPTREX	258	30.99	Pharmaceutical
THE TIMES	259	30.94	Media - Newspapers & Magazines
CHELSEA FC	260	30.61	Leisure & Entertainment - General
THE GUARDIAN	261	30.60	Media - Newspapers & Magazines
SONY ERICSSON	262	30.55	Technology - General
ROUGH GUIDES	263	30.52	Media - Reference
INNOCENT	264	30.51	Drinks - General
WALL'S	265	30.51	Food - General
NATIONAL EXPRESS	266	30.45	Travel - Bus & Rail Operators
SILENTNIGHT BEDS	267	30.29	Household - General
WINALOT	268	30.29	Household - Pet Products
RED BULL	269	30.28	Drinks - Carbonated Soft Drinks
MARMITE	270	30.02	Food - General
RADISSON EDWARDIAN	271	30.01	Travel - Hotels & Resorts
TED BAKER	272	29.98	Clothing & Footwear
TERRY'S	273	29.96	Food - Chocolate & Confectionery
JAMESON	274	29.92	Drinks - Spirits
BARCLAYCARD	275	29.89	Financial
COLMAN'S	276	29.78	Food - General
YELLOW PAGES	277	29.57	Services & Utilities
HUGO BOSS	278	29.56	Toiletries & Cosmetics
SIEMENS	279	29.56	Technology - General
BUPA	280	29.47	Services & Utilities
SEIKO	281	29.42	Watches & Accessories
DELL	282	29.32	Technology - Computer Hardware & Software
DEEP HEAT	283	28.88	Pharmaceutical
LONGLEAT	284	28.87	Leisure & Entertainment - Destinations
HORLICKS	285	28.84	Drinks - General
HENNESSY	286	28.79	Drinks - Spirits
WALL'S ICE CREAM	287	28.78	Food - General
CHANNEL 4	288	28.73	Media - TV Stations
DISCOVERY	289	28.73	Media - TV Stations
LADBROKES	290	28.69	Leisure & Entertainment - Gambling
WERTHER'S ORIGINAL	291	28.64	Food - Chocolate & Confectionery
MSN	292	28.56	Internet - General
ELIZABETH ARDEN	293	28.43	Toiletries & Cosmetics
BARCLAYS	294	28.37	Financial
CARTE NOIRE	295	28.37	Drinks - Coffee & Tea
WHIRLPOOL	296	28.31	Household - Appliances
IMODIUM	297	28.29	Pharmaceutical
ASDA	298	28.26	Retail - General
IAMS	299	28.20	Household - Pet Products
CARLSBERG	300	28.11	Drinks - Beer & Cider

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
OLYMPUS	301	28.10	Technology - General
BERGHAUS	302	28.08	Sportswear & Equipment
STANLEY	303	28.07	Household - General
ORAL-B	304	28.01	Toiletries & Cosmetics
NEXT	305	27.95	Clothing & Footwear
LEA & PERRINS	306	27.93	Food - General
DIESEL	307	27.77	Clothing & Footwear
DEVERE	308	27.62	Travel - Hotels & Resorts
PLEDGE	309	27.57	Household - Cleaning Products
SEVEN SEAS	310	27.47	Pharmaceutical
LYLE'S GOLDEN SYRUP	311	27.35	Food - General
QUAKER OATS	312	27.24	Food - General
HSBC	313	27.21	Financial
THE BODY SHOP	314	27.21	Retail - General
JACOB'S	315	27.14	Food - General
WRANGLER	316	27.09	Clothing & Footwear
KIT KAT	317	27.02	Food - Chocolate & Confectionery
SCHOLL	318	27.00	Toiletries & Cosmetics
ROWNTREE'S	319	26.94	Food - Chocolate & Confectionery
ALKA-SELTZER	320	26.91	Pharmaceutical
P&O FERRIES	321	26.81	Travel - General
PAUL SMITH	322	26.77	Clothing & Footwear
SLUMBERLAND	323	26.77	Household - General
COSTA	324	26.71	Restaurants & Coffee Shops
MAGNERS IRISH CIDER	325	26.71	Drinks - Beer & Cider
THE DAILY TELEGRAPH	326	26.56	Media - Newspapers & Magazines
LEGOLAND	327	26.53	Leisure & Entertainment - Destinations
SILVER SPOON	328	26.52	Food - General
HEAD & SHOULDERS	329	26.40	Toiletries & Cosmetics
SUDOCREM	330	26.37	Pharmaceutical
KINGSMILL	331	26.35	Food - General
VIRGIN HOLIDAYS	332	26.31	Travel - Agents & Tour Operators
BARBIE	333	26.29	Leisure & Entertainment - Games & Toys
KRONENBOURG 1664	334	26.25	Drinks - Beer & Cider
NEFF	335	26.25	Household - Appliances
MCCAIN	336	26.23	Food - General
CENTER PARCS	337	26.20	Travel - Hotels & Resorts
DUCATI	338	26.17	Automotive - Vehicle Manufacturer
RADOX	339	26.16	Toiletries & Cosmetics
ANCHOR	340	25.98	Food - General
EBAY	341	25.93	Retail - General
HARPIC	342	25.89	Household - Cleaning Products
PANADOL	343	25.81	Pharmaceutical
FEBREZE	344	25.78	Household - Cleaning Products
JCB	345	25.78	Household - General
MOLTON BROWN	346	25.78	Toiletries & Cosmetics
VANISH	347	25.71	Household - Cleaning Products
PUMA	348	25.65	Sportswear & Equipment
AEG	349	25.60	Household - Appliances
HOLIDAY INN	350	25.59	Travel - Hotels & Resorts

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
MALTESERS	351	25.57	Food - Chocolate & Confectionery
ROYAL CARIBBEAN INTERNATIONAL	352	25.57	Travel - General
THE CO-OPERATIVE	353	25.51	Retail - General
RADIO TIMES	354	25.47	Media - Newspapers & Magazines
BRAUN	355	25.41	Toiletries & Cosmetics
ARGOS	356	25.39	Retail - General
LANCÔME	357	25.35	Toiletries & Cosmetics
FLORA	358	25.32	Food - General
PREMIER INN	359	25.32	Travel - Hotels & Resorts
SWATCH	360	25.15	Watches & Accessories
HOTEL CHOCOLAT	361	25.14	Food - Chocolate & Confectionery
UNCLE BEN'S	362	25.14	Food - General
INTERFLORA	363	25.08	Services & Utilities
PRINGLE	364	25.02	Clothing & Footwear
PERNOD	365	25.00	Drinks - Spirits
TAMPAX	366	24.98	Toiletries & Cosmetics
MR SHEEN	367	24.95	Household - Cleaning Products
WONDERBRA	368	24.92	Clothing & Footwear
PURINA	369	24.91	Household - Pet Products
TOMTOM	370	24.91	Technology - General
PHILADELPHIA	371	24.88	Food - General
FAIRTRADE	372	24.83	Food - General
MCDONALD'S	373	24.83	Restaurants & Coffee Shops
SANDALS	374	24.80	Travel - Hotels & Resorts
J2O	375	24.74	Drinks - General
RALEIGH	376	24.67	Sportswear & Equipment
MONSOON	377	24.65	Clothing & Footwear
MAGNUM	378	24.52	Food - General
CARLING	379	24.49	Drinks - Beer & Cider
HEINEKEN	380	24.29	Drinks - Beer & Cider
MÜLLER	381	24.19	Food - General
WILLIAM HILL	382	24.16	Leisure & Entertainment - Gambling
BOMBAY SAPPHIRE	383	24.13	Drinks - Spirits
FOSTER'S	384	24.07	Drinks - Beer & Cider
VOLVIC	385	24.07	Drinks - General
CASTROL	386	23.99	Oil & Gas
BOLD	387	23.98	Household - Cleaning Products
ELECTROLUX	388	23.98	Household - Appliances
SINGER	389	23.93	Household - General
FORD	390	23.72	Automotive - Vehicle Manufacturer
NEUTROGENA	391	23.71	Toiletries & Cosmetics
PHILIPS	392	23.71	Technology - General
PIRITON	393	23.69	Pharmaceutical
TOMMEE TIPPEE	394	23.69	Household - Child Products
CESAR	395	23.59	Household - Pet Products
CLARINS	396	23.50	Toiletries & Cosmetics
HIGHLAND SPRING	397	23.50	Drinks - General
AMBRE SOLAIRE	398	23.45	Toiletries & Cosmetics
FANTA	399	23.38	Drinks - Carbonated Soft Drinks
FRENCH CONNECTION	400	23.36	Clothing & Footwear

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
THE INDEPENDENT	401	23.26	Media - Newspapers & Magazines
FREEVIEW	402	23.24	Media - TV Stations
LENOR	403	23.24	Household - Cleaning Products
PAYPAL	404	23.24	Financial
GARNIER	405	23.19	Toiletries & Cosmetics
TUPPERWARE	406	23.19	Household - General
DKNY	407	23.12	Clothing & Footwear
HONDA	408	23.07	Automotive - Vehicle Manufacturer
BISTO	409	23.01	Food - General
FELIX	410	22.98	Household - Pet Products
CROWNE PLAZA	411	22.95	Travel - Hotels & Resorts
HOMEPRIDE	412	22.95	Food - General
BUXTON	413	22.94	Drinks - General
SHEBA	414	22.85	Household - Pet Products
MACLEANS	415	22.80	Toiletries & Cosmetics
JAFFA CAKES	416	22.70	Food - General
SEGA	417	22.70	Leisure & Entertainment - Games & Toys
FLYMO	418	22.56	Household - Appliances
EARLY LEARNING CENTRE	419	22.55	Retail - General
THORPE PARK	420	22.52	Leisure & Entertainment - Destinations
PLAY-DOH	421	22.41	Leisure & Entertainment - Games & Toys
GROLSCH	422	22.31	Drinks - Beer & Cider
TEXACO	423	22.25	Oil & Gas
FOX'S	424	22.23	Food - General
LINDEMANS	425	22.22	Drinks - Wine
MINI	426	22.22	Automotive - Vehicle Manufacturer
JOHN SMITH'S	427	22.04	Drinks - Beer & Cider
MIRACLE-GRO	428	21.89	Household - General Consumables
SENSODYNE	429	21.89	Toiletries & Cosmetics
GAP	430	21.87	Clothing & Footwear
HELLY HANSEN	431	21.84	Sportswear & Equipment
TOYOTA	432	21.80	Automotive - Vehicle Manufacturer
SUDAFED	433	21.78	Pharmaceutical
WOLF BLASS	434	21.78	Drinks - Wine
HP	435	21.74	Technology - Computer Hardware & Software
T-MOBILE	436	21.65	Mobile Telecommunications
MB GAMES	437	21.47	Leisure & Entertainment - Games & Toys
SURE	438	21.37	Toiletries & Cosmetics
CRABTREE & EVELYN	439	21.36	Toiletries & Cosmetics
LLOYDS	440	21.34	Financial
CONTINENTAL TYRES	441	21.33	Automotive - General
NEW COVENT GARDEN FOOD CO	442	21.33	Food - General
SCHWARZKOPF	443	21.31	Toiletries & Cosmetics
B&Q	444	21.27	Retail - General
OLD SPECKLED HEN	445	21.22	Drinks - Beer & Cider
COW & GATE	446	21.18	Food - General
TOMY	447	21.18	Leisure & Entertainment - Games & Toys
STANNAH STAIRLIFTS	448	21.12	Household - General
DAIRYLEA	449	21.10	Food - General
THE ECONOMIST	450	21.10	Media - Newspapers & Magazines

OFFICIAL TOP 500 2012

BRAND	RANK	INDEX	CATEGORY
AMBROSIA	451	21.07	Food - General
BRABANTIA	452	21.04	Household - General
RYVITA	453	21.01	Food - General
CAMPBELL'S	454	20.92	Food - General
KAREN MILLEN	455	20.88	Clothing & Footwear
HALFORDS	456	20.85	Retail - General
KWIK-FIT	457	20.85	Automotive - General
BLAUPUNKT	458	20.82	Technology - General
REVLON	459	20.79	Toiletries & Cosmetics
KETTLE CHIPS	460	20.77	Food - General
SHREDDED WHEAT	461	20.73	Food - General
FINISH	462	20.70	Household - Cleaning Products
SANTANDER	463	20.67	Financial
TONI&GUY	464	20.67	Retail - General
HEART	465	20.61	Media - Radio
JEAN PAUL GAULTIER PERFUMES	466	20.58	Toiletries & Cosmetics
AUNT BESSIE'S	467	20.56	Food - General
BRITA	468	20.55	Household - General
AUSTIN REED	469	20.50	Clothing & Footwear
CIF	470	20.49	Household - Cleaning Products
BRITAX	471	20.47	Household - Child Products
EA GAMES	472	20.46	Leisure & Entertainment - Games & Toys
ODEON	473	20.44	Leisure & Entertainment - Destinations
SPECSAVERS	474	20.44	Retail - General
UMBRO	475	20.43	Sportswear & Equipment
MOTHERCARE	476	20.41	Retail - General
PC WORLD	477	20.35	Retail - General
KUONI	478	20.34	Travel - Agents & Tour Operators
BIRKENSTOCK	479	20.31	Clothing & Footwear
MARIGOLD	480	20.29	Household - Cleaning Products
HALIFAX	481	20.28	Financial
LG	482	20.25	Technology - General
HARD ROCK CAFE	483	20.23	Restaurants & Coffee Shops
BECK'S	484	20.23	Drinks - Beer & Cider
MORRISONS	485	20.22	Retail - General
VIRGIN MEDIA	486	20.20	Services & Utilities
LYNX	487	20.19	Toiletries & Cosmetics
DAZ	488	20.04	Household - Cleaning Products
GHD	489	20.04	Toiletries & Cosmetics
NATIONWIDE	490	19.98	Financial
VIDAL SASSOON	491	19.96	Toiletries & Cosmetics
PRET A MANGER	492	19.95	Restaurants & Coffee Shops
DISNEY CHANNEL	493	19.93	Media - TV Stations
BENADRYL	494	19.89	Pharmaceutical
CAPITAL FM	495	19.86	Media - Radio
BULMERS	496	19.84	Drinks - Beer & Cider
NICORETTE	497	19.81	Pharmaceutical
CNN	498	19.77	Media - TV Stations
RIMMEL LONDON	499	19.74	Toiletries & Cosmetics
PRINGLES	500	19.68	Food - General