

Top 20 Consumer Superbrands

BRAND		CATEGORY
British Airways	1	Travel - Airlines
Rolex	2	Watches
BBC	3	Media - TV Stations
Microsoft	4	Technology - General
Nike	5	Sportswear & Equipment
John Lewis	6	Retail - Department Stores & General Retailers
Gillette	7	Toiletries - Men's Grooming
Mercedes-Benz	8	Automotive - Vehicle Manufacturer
Kellogg's	9	Food - Cereals & Breakfast Foods
Apple	10	Technology - General
LEGO	11	Child Products - Toys and Education
Andrex	12	Household - Kitchen Rolls, Toilet Roll and Tissues
Boots	13	Retail - Chemists, Wellbeing and Opticians
Dyson	14	Household - Appliances
Coca-Cola	15	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Fairy	16	Household - Cleaning Products
BMW	17	Automotive - Vehicle Manufacturer
Google	18	Information & Search
Häagen-Dazs	19	Food - Desserts & Ice Cream
Virgin Atlantic	20	Travel - Airlines

Category Winners

BRAND	CATEGORY
AA	Automotive - General
Michelin	Automotive - Products
Mercedes-Benz	Automotive - Vehicle Manufacturer
Cancer Research UK	Charities
Mamas & Papas	Child Products - Buggies, Seats and Cots
JOHNSON'S Baby	Child Products - General
LEGO	Child Products - Toys and Education
Stella Artois	Drinks - Alcoholic - Beer, Ale and Cider
Jack Daniel's	Drinks - Alcoholic - Spirits
Jacob's Creek	Drinks - Alcoholic - Wine
Coca-Cola	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Nescafé	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Nesquik	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Robinsons	Drinks - Non-Alcoholic - Soft Drinks General
evian	Drinks - Non-Alcoholic - Water
Barclays	Financial - Banks and Building Societies
Visa	Financial - General
Aviva	Financial - Insurance
Hovis	Food - Bakery
Kellogg's	Food - Cereals & Breakfast Foods
Cow & Gate	Food - Children's Food
Cadbury	Food - Confectionery & Snacks
Müller	Food - Dairy Products
Häagen-Dazs	Food - Desserts & Ice Cream
Birds Eye	Food - Fresh & Frozen Meats / Meat Substitutes

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BRAND CATEGORY

McCain	Food - General
HP Sauce	Food - Sauces, Spreads and Condiments
Heinz	Food - Tins, Cans and Packets
Barratt Homes	House Builders
Dyson	Household - Appliances
Silentnight Beds	Household - Beds and Bedroom Furniture
Fairy	Household - Cleaning Products
Flymo	Household - Garden Products
Dulux	Household - General
Andrex	Household - Kitchen Rolls, Toilet Roll and Tissues
Pedigree	Household - Pet Products
Google	Information & Search
Alton Towers	Leisure & Entertainment - Destinations
William Hill	Leisure & Entertainment - Gambling
Manchester United	Leisure & Entertainment - Sport & Fitness
The Times	Media - Newspapers
Capital FM	Media - Radio
BBC	Media - TV Stations
BP	Oil & Gas
Nurofen	Pharmaceutical
Costa	Restaurants & Coffee Shops
Boots	Retail - Chemists, Wellbeing and Opticians
Toys R Us	Retail - Children Products
Next	Retail - Clothing & Accessories
Halfords	Retail - Cycling, Outdoor & Leisure
John Lewis	Retail - Department Stores & General Retailers
B&Q	Retail - DIY, Gardens & Homes
PC World	Retail - Electronics
Amazon.co.uk	Retail - Entertainment & Gifts
Sainsbury's	Retail - Food & Drink
Clarks	Retail - Footwear
No winner	Retail - Jewellers
eBay	Retail - Marketplaces, Tickets & Exchanges
Facebook	Social Networking & Dating
Nike	Sportswear & Equipment
Microsoft	Technology - General
BT	Telecommunications & Broadband
Tampax	Toiletries - Feminine Hygiene
Head & Shoulders	Toiletries - Haircare
Gillette	Toiletries - Men's Grooming
Colgate	Toiletries - Oral Care
Nivea	Toiletries - Skincare
Lynx	Toiletries - Soaps, Bathing & Deodorants
Thomas Cook	Travel - Agents & Tour Operators
British Airways	Travel - Airlines
Heathrow	Travel - Airports
National Express	Travel - Bus & Rail Operators
P&O Cruises	Travel - Cruises & Ferries
Hilton Hotels & Resorts	Travel - Hotels & Resorts
British Gas	Utilities
Seven Seas	Vitamins & Supplements
Rolex	Watches

Qualifying Business Superbrands (A-Z)

BRAND CATEGORY

7-Up	Drinks - Non-Alcoholic - Carbonated Soft Drinks
AA	Automotive - General
Absolut	Drinks - Alcoholic - Spirits
Acer	Technology - General
Actimel	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Activia	Food - Dairy Products
adidas	Sportswear & Equipment
AEG	Household - Appliances
After Eight	Food - Confectionery & Snacks
Air Wick	Household - Cleaning Products
Aldi	Retail - Food & Drink
Alka-Seltzer	Pharmaceutical
Allinson	Food - Bakery
Alpen	Food - Cereals & Breakfast Foods
Alton Towers	Leisure & Entertainment - Destinations
Always	Toiletries - Feminine Hygiene
Amazon.co.uk	Retail - Entertainment & Gifts
Ambre Solaire	Toiletries - Skincare
Ambrosia	Food - Desserts & Ice Cream
American Express	Financial - General
Anadin	Pharmaceutical
Anchor	Food - Dairy Products
Andrex	Household - Kitchen Rolls, Toilet Roll and Tissues
Ann Summers	Retail - Clothing & Accessories
Apple	Technology - General
Aptamil	Food - Children's Food
Aquafresh	Toiletries - Oral Care
Argos	Retail - Department Stores & General Retailers
Ariel	Household - Cleaning Products
Arm & Hammer	Toiletries - Oral Care
Arsenal FC	Leisure & Entertainment - Sport & Fitness
ASDA	Retail - Food & Drink
Audi	Automotive - Vehicle Manufacturer
Aunt Bessie's	Food - General
Auto Trader	Information & Search
Autoglass	Automotive - General
Avis	Automotive - General
Aviva	Financial - Insurance
AXA	Financial - Insurance
B&Q	Retail - DIY, Gardens & Homes
Bacardi	Drinks - Alcoholic - Spirits
Baileys	Drinks - Alcoholic - Spirits
Bakers	Household - Pet Products
Bang & Olufsen	Technology - General
Barclaycard	Financial - General
Barclays	Financial - Banks and Building Societies
Barratt Homes	House Builders
Baxters	Food - Tins, Cans and Packets
BBC	Media - TV Stations
Becks	Drinks - Alcoholic - Beer, Ale and Cider
Beechams	Pharmaceutical
Ben & Jerry's	Food - Desserts & Ice Cream

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BRAND CATEGORY

BENADRYL	Pharmaceutical
Benecol	Food - Dairy Products
Benylin	Pharmaceutical
Bertolli	Food - Dairy Products
Bird's	Food - Desserts & Ice Cream
Birds Eye	Food - Fresh & Frozen Meats / Meat Substitutes
Bisto	Food - Sauces, Spreads and Condiments
Black & Decker	Household - Appliances
BMW	Automotive - Vehicle Manufacturer
Bodyform	Toiletries - Feminine Hygiene
Bold	Household - Cleaning Products
Bonjela	Pharmaceutical
Boots	Retail - Chemists, Wellbeing and Opticians
Bosch	Household - Appliances
Bose	Technology - General
Bovril	Food - Sauces, Spreads and Condiments
BP	Oil & Gas
Branston	Food - Sauces, Spreads and Condiments
Braun	Household - Appliances
Breville	Household - Appliances
Bridgestone	Automotive - Products
Britax	Child Products - Buggies, Seats and Cots
British Airways	Travel - Airlines
British Gas	Utilities
British Heart Foundation	Charities
British Red Cross	Charities
Brittany Ferries	Travel - Cruises & Ferries
Britvic	Drinks - Non-Alcoholic - Soft Drinks General
Brylcreem	Toiletries - Haircare
BT	Telecommunications & Broadband
BT Sport	Media - TV Stations
Budweiser	Drinks - Alcoholic - Beer, Ale and Cider
Bulmers	Drinks - Alcoholic - Beer, Ale and Cider
Bupa	Financial - Insurance
Burger King	Restaurants & Coffee Shops
Buxton	Drinks - Non-Alcoholic - Water
Cadbury	Food - Confectionery & Snacks
Caffè Nero	Restaurants & Coffee Shops
CALPOL	Pharmaceutical
Campbell's	Food - Tins, Cans and Packets
Cancer Research UK	Charities
Capital FM	Media - Radio
Captain Morgan	Drinks - Alcoholic - Spirits
Carex	Toiletries - Soaps, Bathing & Deodorants
Carling	Drinks - Alcoholic - Beer, Ale and Cider
Carlsberg	Drinks - Alcoholic - Beer, Ale and Cider
Carte D'Or	Food - Desserts & Ice Cream
Carte Noire	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Castrol	Oil & Gas
Cathedral City	Food - Dairy Products
Center Parcs	Travel - Hotels & Resorts
Centrum	Vitamins & Supplements
Cesar	Household - Pet Products
Channel 4	Media - TV Stations

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BRAND CATEGORY

Charles Worthington	Toiletries - Haircare
Chelsea FC	Leisure & Entertainment - Sport & Fitness
Chessington World of Adventures	Leisure & Entertainment - Destinations
Churchill	Financial - Insurance
Cif	Household - Cleaning Products
Cillit Bang	Household - Cleaning Products
Clairol	Toiletries - Haircare
Clarks	Retail - Footwear
Classic FM	Media - Radio
Clearasil	Toiletries - Skincare
CNN	Media - TV Stations
Coca-Cola	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Colgate	Toiletries - Oral Care
Colman's	Food - Sauces, Spreads and Condiments
Comfort	Household - Cleaning Products
comparethemarket.com	Information & Search
Confused.com	Information & Search
Continental	Automotive - Products
Corsodyl	Toiletries - Oral Care
Costa	Restaurants & Coffee Shops
Country Life	Food - Dairy Products
Courvoisier	Drinks - Alcoholic - Spirits
Cow & Gate	Food - Children's Food
Cravendale	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Crayola	Child Products - Toys and Education
Crown Paints	Household - General
Cunard	Travel - Cruises & Ferries
Cuprinol	Household - Garden Products
Currys	Retail - Electronics
Daily Mail	Media - Newspapers
Dairylea	Food - Dairy Products
Danone	Food - Dairy Products
David Lloyd	Leisure & Entertainment - Sport & Fitness
Debenhams	Retail - Department Stores & General Retailers
Deep Heat	Pharmaceutical
Del Monte	Food - Tins, Cans and Packets
Dell	Technology - General
De'Longhi	Household - Appliances
Denby	Household - General
Dettol	Household - Cleaning Products
Direct Line	Financial - Insurance
Discovery	Media - TV Stations
Disney	Child Products - Toys and Education
Dolmio	Food - Sauces, Spreads and Condiments
Domestos	Household - Cleaning Products
Domino's Pizza	Restaurants & Coffee Shops
Doritos	Food - Confectionery & Snacks
Douwe Egberts	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Dove	Toiletries - Skincare
Dr Pepper	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Dr. Oetker	Food - General
Dulux	Household - General
Dunlop	Automotive - Products
Duracell	Household - General

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BRAND CATEGORY

Durex	Pharmaceutical
Dyson	Household - Appliances
E.ON	Utilities
E45	Toiletries - Skincare
Early Learning Centre	Retail - Children Products
easyJet	Travel - Airlines
eBay	Retail - Marketplaces, Tickets & Exchanges
Eden Project	Leisure & Entertainment - Destinations
EDF Energy	Utilities
EDF Energy London Eye	Leisure & Entertainment - Destinations
EE	Telecommunications & Broadband
Elastoplast	Pharmaceutical
Electrolux	Household - Appliances
Elvive	Toiletries - Haircare
Europcar	Automotive - General
Eurostar	Travel - Bus & Rail Operators
Eurotunnel	Travel - Bus & Rail Operators
evian	Drinks - Non-Alcoholic - Water
Expedia	Travel - Agents & Tour Operators
Facebook	Social Networking & Dating
Fairy	Household - Cleaning Products
Fanta	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Farley's	Food - Children's Food
Febreze	Household - Cleaning Products
Felix	Household - Pet Products
Ferrero Rocher	Food - Confectionery & Snacks
Financial Times	Media - Newspapers
Finish	Household - Cleaning Products
First Choice	Travel - Agents & Tour Operators
Fisher-Price	Child Products - Toys and Education
Fitness First	Leisure & Entertainment - Sport & Fitness
Flash	Household - Cleaning Products
Flora	Food - Dairy Products
Flymo	Household - Garden Products
Ford	Automotive - Vehicle Manufacturer
Foster's	Drinks - Alcoholic - Beer, Ale and Cider
Fox's Biscuits	Food - Confectionery & Snacks
Freeview	Media - TV Stations
French Connection	Retail - Clothing & Accessories
Fruit Shoot	Drinks - Non-Alcoholic - Soft Drinks General
Galaxy	Food - Confectionery & Snacks
Gap	Retail - Clothing & Accessories
Garnier	Toiletries - Skincare
Gatwick Airport	Travel - Airports
Gaviscon	Pharmaceutical
Gillette	Toiletries - Men's Grooming
Glenfiddich	Drinks - Alcoholic - Spirits
GO-CAT	Household - Pet Products
Gocompare.com	Information & Search
Goodyear	Automotive - General
Google	Information & Search
Gordon's	Drinks - Alcoholic - Spirits
Grant's	Drinks - Alcoholic - Spirits
Great Ormond Street Hospital	Charities

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BRAND CATEGORY

Green & Black's	Food - Confectionery & Snacks
Green Flag	Automotive - General
Green Giant	Food - General
Greggs	Restaurants & Coffee Shops
Grolsch	Drinks - Alcoholic - Beer, Ale and Cider
Groupon	Retail - Marketplaces, Tickets & Exchanges
Guinness	Drinks - Alcoholic - Beer, Ale and Cider
H&M	Retail - Clothing & Accessories
Häagen-Dazs	Food - Desserts & Ice Cream
Habitat	Retail - DIY, Gardens & Homes
Halfords	Retail - Cycling, Outdoor & Leisure
Halfords Autocentre	Automotive - General
Halifax	Financial - Banks and Building Societies
Halls	Pharmaceutical
Hamleys	Retail - Children Products
Hard Rock Cafe	Restaurants & Coffee Shops
Hardys	Drinks - Alcoholic - Wine
Haribo	Food - Confectionery & Snacks
Harpic	Household - Cleaning Products
Hasbro	Child Products - Toys and Education
Head & Shoulders	Toiletries - Haircare
Heart	Media - Radio
Heathrow	Travel - Airports
Heineken	Drinks - Alcoholic - Beer, Ale and Cider
Heinz	Food - Tins, Cans and Packets
Hellmann's	Food - Sauces, Spreads and Condiments
Help for Heroes	Charities
Herbal Essences	Toiletries - Haircare
Hertz	Automotive - General
Highland Spring	Drinks - Non-Alcoholic - Water
Hilton Hotels & Resorts	Travel - Hotels & Resorts
Holiday Inn	Travel - Hotels & Resorts
Holland & Barrett	Retail - Chemists, Wellbeing and Opticians
Homebase	Retail - DIY, Gardens & Homes
Homepride	Food - Sauces, Spreads and Condiments
Honda	Automotive - Vehicle Manufacturer
Hoover	Household - Appliances
Horlicks	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Hornby	Child Products - Toys and Education
Hotpoint	Household - Appliances
House of Fraser	Retail - Department Stores & General Retailers
Hovis	Food - Bakery
HP	Technology - General
HP Sauce	Food - Sauces, Spreads and Condiments
HSBC	Financial - Banks and Building Societies
Huggies	Household - Kitchen Rolls, Toilet Roll and Tissues
Iams	Household - Pet Products
Ibuleve	Pharmaceutical
IKEA	Retail - DIY, Gardens & Homes
IMODIUM	Pharmaceutical
Imperial Leather	Toiletries - Soaps, Bathing & Deodorants
Impulse	Toiletries - Soaps, Bathing & Deodorants
Innocent	Drinks - Non-Alcoholic - Soft Drinks General
IRN-BRU	Drinks - Non-Alcoholic - Carbonated Soft Drinks

BRAND CATEGORY

ITV	Media - TV Stations
J2O	Drinks - Non-Alcoholic - Soft Drinks General
Jack Daniel's	Drinks - Alcoholic - Spirits
Jacob's	Food - General
Jacob's Creek	Drinks - Alcoholic - Wine
Jaguar	Automotive - Vehicle Manufacturer
Jameson	Drinks - Alcoholic - Spirits
JD Sports	Retail - Cycling, Outdoor & Leisure
Jessops	Retail - Electronics
Jim Beam	Drinks - Alcoholic - Spirits
John Lewis	Retail - Department Stores & General Retailers
John Smith's	Drinks - Alcoholic - Beer, Ale and Cider
John West	Food - Tins, Cans and Packets
JOHNSON's Baby	Child Products - General
Jordans	Food - Cereals & Breakfast Foods
Karen Millen	Retail - Clothing & Accessories
Kellogg's	Food - Cereals & Breakfast Foods
Kenco	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Kenwood	Technology - General
Kenwood (Kitchen Appliances)	Household - Appliances
Kew Gardens	Leisure & Entertainment - Destinations
KFC	Restaurants & Coffee Shops
Kindle	Technology - General
Kingsmill	Food - Bakery
Kitekat	Household - Pet Products
KitKat	Food - Confectionery & Snacks
Kleenex	Household - Kitchen Rolls, Toilet Roll and Tissues
Knorr	Food - Tins, Cans and Packets
Kronenbourg 1664	Drinks - Alcoholic - Beer, Ale and Cider
Kuoni	Travel - Agents & Tour Operators
Kwik Fit	Automotive - General
LA Fitness	Leisure & Entertainment - Sport & Fitness
Ladbrokes	Leisure & Entertainment - Gambling
Ladybird	Child Products - Toys and Education
Lakeland	Retail - DIY, Gardens & Homes
Land Rover	Automotive - Vehicle Manufacturer
lastminute.com	Travel - Agents & Tour Operators
Lea & Perrins	Food - Sauces, Spreads and Condiments
LeapFrog	Child Products - Toys and Education
Legal & General	Financial - Insurance
LEGO	Child Products - Toys and Education
LEGOLAND	Leisure & Entertainment - Destinations
Lemsip	Pharmaceutical
Lenor	Household - Cleaning Products
Lexus	Automotive - Vehicle Manufacturer
LG	Technology - General
Lidl	Retail - Food & Drink
Lil-Lets	Toiletries - Feminine Hygiene
Lindt	Food - Confectionery & Snacks
Listerine	Toiletries - Oral Care
Liverpool FC	Leisure & Entertainment - Sport & Fitness
Lloyds Bank	Financial - Banks and Building Societies
Lockets	Pharmaceutical
Longleat	Leisure & Entertainment - Destinations

BRAND CATEGORY

Lucozade	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Lurpak	Food - Dairy Products
Lynx	Toiletries - Soaps, Bathing & Deodorants
M&M's	Food - Confectionery & Snacks
Maclaren	Child Products - Buggies, Seats and Cots
Macleans	Toiletries - Oral Care
Macmillan Cancer Support	Charities
Madame Tussauds	Leisure & Entertainment - Destinations
Magners Irish Cider	Drinks - Alcoholic - Beer, Ale and Cider
Magnum	Food - Desserts & Ice Cream
Maltesers	Food - Confectionery & Snacks
Mamas & Papas	Child Products - Buggies, Seats and Cots
Manchester Airport	Travel - Airports
Manchester City FC	Leisure & Entertainment - Sport & Fitness
Manchester United	Leisure & Entertainment - Sport & Fitness
Maplin	Retail - Electronics
Marie Curie Cancer Care	Charities
Marks & Spencer	Retail - Department Stores & General Retailers
Marmite	Food - Sauces, Spreads and Condiments
Marriott Hotels & Resorts	Travel - Hotels & Resorts
Mars	Food - Confectionery & Snacks
MasterCard	Financial - General
McCain	Food - General
McCoy's	Food - Confectionery & Snacks
McDonald's	Restaurants & Coffee Shops
McVitie's	Food - Confectionery & Snacks
Meccano	Child Products - Toys and Education
Mercedes-Benz	Automotive - Vehicle Manufacturer
Michelin	Automotive - Products
Microsoft	Technology - General
Miele	Household - Appliances
Millets	Retail - Cycling, Outdoor & Leisure
MINI	Automotive - Vehicle Manufacturer
Miracle-Gro	Household - Garden Products
Miss Selfridge	Retail - Clothing & Accessories
Molton Brown	Toiletries - Soaps, Bathing & Deodorants
Moneysupermarket.com	Information & Search
Monsoon	Retail - Clothing & Accessories
Moonpig.com	Retail - Entertainment & Gifts
MORE TH>N	Financial - Insurance
Morphy Richards	Household - Appliances
Morrisons	Retail - Food & Drink
Mothercare	Retail - Children Products
Mr Kipling	Food - Bakery
Mr Muscle	Household - Cleaning Products
Mr Sheen	Household - Cleaning Products
MTV	Media - TV Stations
Müller	Food - Dairy Products
Nando's	Restaurants & Coffee Shops
National Express	Travel - Bus & Rail Operators
National Trust	Charities
Nationwide	Financial - Banks and Building Societies
NatWest	Financial - Banks and Building Societies
Nescafé	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks

BRAND CATEGORY

Nesquik	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Neutrogena	Toiletries - Skincare
New Look	Retail - Clothing & Accessories
Next	Retail - Clothing & Accessories
Nicky Clarke	Toiletries - Haircare
Nicorette	Pharmaceutical
Night Nurse	Pharmaceutical
Nike	Sportswear & Equipment
Nikon	Technology - General
Nintendo	Technology - General
Nissan	Automotive - Vehicle Manufacturer
Nivea	Toiletries - Skincare
Nokia	Technology - General
NSPCC	Charities
Nurofen	Pharmaceutical
Nutella	Food - Sauces, Spreads and Condiments
Nutri-Grain	Food - Cereals & Breakfast Foods
O2	Telecommunications & Broadband
Oasis	Drinks - Non-Alcoholic - Soft Drinks General
Ocean Spray	Drinks - Non-Alcoholic - Soft Drinks General
Odeon	Leisure & Entertainment - Destinations
Olay	Toiletries - Skincare
Old El Paso	Food - Sauces, Spreads and Condiments
Old Speckled Hen	Drinks - Alcoholic - Beer, Ale and Cider
Old Spice	Toiletries - Soaps, Bathing & Deodorants
Olympus	Technology - General
Omega	Watches
Onken	Food - Dairy Products
Optrex	Pharmaceutical
Oral-B	Toiletries - Oral Care
Oxfam	Charities
OXO	Food - Sauces, Spreads and Condiments
P&O Cruises	Travel - Cruises & Ferries
P&O Ferries	Travel - Cruises & Ferries
Paddy Power	Leisure & Entertainment - Gambling
Pampers	Child Products - General
Panadol	Pharmaceutical
Panasonic	Technology - General
Pantene	Toiletries - Haircare
Patak's	Food - Sauces, Spreads and Condiments
PAXO	Food - General
PayPal	Financial - General
PC World	Retail - Electronics
Pedigree	Household - Pet Products
Pepsi	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Peroni	Drinks - Alcoholic - Beer, Ale and Cider
Perrier	Drinks - Non-Alcoholic - Water
Persil	Household - Cleaning Products
Petit Filous	Food - Dairy Products
Pets at Home	Retail - DIY, Gardens & Homes
Peugeot	Automotive - Vehicle Manufacturer
PG Tips	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Philadelphia	Food - Dairy Products
Philips	Technology - General

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BRAND CATEGORY

Pilgrims Choice	Food - Dairy Products
Pimm's	Drinks - Alcoholic - Spirits
Pirelli	Automotive - Products
Piriton	Pharmaceutical
Pizza Hut	Restaurants & Coffee Shops
PizzaExpress	Restaurants & Coffee Shops
Play-Doh	Child Products - Toys and Education
PLAYMOBIL	Child Products - Toys and Education
PlayStation	Technology - General
Pledge	Household - Cleaning Products
Plenty	Household - Kitchen Rolls, Toilet Roll and Tissues
Post Office	Retail - Department Stores & General Retailers
Pot Noodle	Food - General
Poundland	Retail - Department Stores & General Retailers
Premier Inn	Travel - Hotels & Resorts
Pret A Manger	Restaurants & Coffee Shops
Primark	Retail - Clothing & Accessories
Princess Cruises	Travel - Cruises & Ferries
Pringles	Food - Confectionery & Snacks
Prudential	Financial - Insurance
Pukka Pies	Food - Fresh & Frozen Meats / Meat Substitutes
Puma	Sportswear & Equipment
Purina	Household - Pet Products
Pyrex	Household - General
Quaker Oats	Food - Cereals & Breakfast Foods
Quality Street	Food - Confectionery & Snacks
Quorn	Food - Fresh & Frozen Meats / Meat Substitutes
RAC	Automotive - General
Radisson Blu Edwardian, London	Travel - Hotels & Resorts
Radox	Toiletries - Soaps, Bathing & Deodorants
Raleigh	Sportswear & Equipment
Red Bull	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Reebok	Sportswear & Equipment
Rennie	Pharmaceutical
Ribena	Drinks - Non-Alcoholic - Soft Drinks General
Rightmove	Information & Search
River Island	Retail - Clothing & Accessories
RNLI	Charities
Robertson's	Food - Sauces, Spreads and Condiments
Robinsons	Drinks - Non-Alcoholic - Soft Drinks General
Rolex	Watches
Rotary	Watches
Rowntree's	Food - Confectionery & Snacks
Royal Albert Hall	Leisure & Entertainment - Destinations
Royal British Legion	Charities
Royal Caribbean International	Travel - Cruises & Ferries
Royal Doulton	Household - General
Royal Worcester	Household - General
RSPCA	Charities
Russell & Bromley	Retail - Footwear
Ryvita	Food - Bakery
Saga	Financial - Insurance
Sainsbury's	Retail - Food & Drink
Samaritans	Charities

BRAND CATEGORY

Samsung	Technology - General
San Miguel	Drinks - Alcoholic - Beer, Ale and Cider
Sanatogen	Vitamins & Supplements
Sandals Resorts	Travel - Hotels & Resorts
Santander	Financial - Banks and Building Societies
Sarson's	Food - Sauces, Spreads and Condiments
Save the Children	Charities
Savlon	Pharmaceutical
SAXA	Food - Sauces, Spreads and Condiments
schuh	Retail - Footwear
Schwartz	Food - Sauces, Spreads and Condiments
Schwarzkopf	Toiletries - Haircare
Schweppes	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Scottish Widows	Financial - Insurance
Screwfix	Retail - DIY, Gardens & Homes
SEA LIFE Centres	Leisure & Entertainment - Destinations
Sealy	Household - Beds and Bedroom Furniture
Seiko	Watches
Selfridges	Retail - Department Stores & General Retailers
Sensodyne	Toiletries - Oral Care
Seven Seas	Vitamins & Supplements
Sharwood's	Food - Sauces, Spreads and Condiments
Sheba	Household - Pet Products
Shell	Oil & Gas
Shredded Wheat	Food - Cereals & Breakfast Foods
Siemens	Technology - General
Silentnight Beds	Household - Beds and Bedroom Furniture
Silver Cross	Child Products - Buggies, Seats and Cots
Silver Spoon	Food - Sauces, Spreads and Condiments
Simple	Toiletries - Soaps, Bathing & Deodorants
Sky	Media - TV Stations
Skype	Telecommunications & Broadband
Slazenger	Sportswear & Equipment
Slumberland	Household - Beds and Bedroom Furniture
SMA	Food - Children's Food
Smeg	Household - Appliances
Smirnoff	Drinks - Alcoholic - Spirits
Snickers	Food - Confectionery & Snacks
Sony	Technology - General
Southern Comfort	Drinks - Alcoholic - Spirits
Specsavers	Retail - Chemists, Wellbeing and Opticians
Speedo	Sportswear & Equipment
SportsDirect.com	Retail - Cycling, Outdoor & Leisure
Sprite	Drinks - Non-Alcoholic - Carbonated Soft Drinks
St John Ambulance	Charities
Stagecoach	Travel - Bus & Rail Operators
Standard Life	Financial - Insurance
Starbucks	Restaurants & Coffee Shops
Stella Artois	Drinks - Alcoholic - Beer, Ale and Cider
Stella Artois Cidre	Drinks - Alcoholic - Beer, Ale and Cider
Stena Line	Travel - Cruises & Ferries
Strepsils	Pharmaceutical
Strongbow	Drinks - Alcoholic - Beer, Ale and Cider
Subway	Restaurants & Coffee Shops

BRAND CATEGORY

Sudafed	Pharmaceutical
Sudocrem	Pharmaceutical
Sun-Pat	Food - Sauces, Spreads and Condiments
Superdrug	Retail - Chemists, Wellbeing and Opticians
Superdry	Retail - Clothing & Accessories
Sure	Toiletries - Soaps, Bathing & Deodorants
Tabasco	Food - Sauces, Spreads and Condiments
TAG Heuer	Watches
TalkTalk	Telecommunications & Broadband
Tampax	Toiletries - Feminine Hygiene
Tango	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Tate & Lyle Cane Sugar	Food - Sauces, Spreads and Condiments
Taylor Wimpey	House Builders
Taylors of Harrogate	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
TCP	Pharmaceutical
Ted Baker	Retail - Clothing & Accessories
Tefal	Household - Appliances
Tempur	Household - Beds and Bedroom Furniture
Tesco	Retail - Food & Drink
Tetley	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Texaco	Oil & Gas
The Body Shop	Retail - Chemists, Wellbeing and Opticians
The Carphone Warehouse	Retail - Electronics
The Co-operative	Retail - Food & Drink
The Daily Telegraph	Media - Newspapers
The Famous Grouse	Drinks - Alcoholic - Spirits
The Guardian	Media - Newspapers
The Independent	Media - Newspapers
The Laughing Cow	Food - Dairy Products
The National Lottery	Leisure & Entertainment - Gambling
The North Face	Sportswear & Equipment
The Observer	Media - Newspapers
The Salvation Army	Charities
The Sun	Media - Newspapers
The Times	Media - Newspapers
The Warner Bros. Studio Tour London - The Making of Harry Potter	Leisure & Entertainment - Destinations
Thomas Cook	Travel - Agents & Tour Operators
Thomson Holidays	Travel - Agents & Tour Operators
Thorntons	Food - Confectionery & Snacks
Thorpe Park	Leisure & Entertainment - Destinations
Ticketmaster	Retail - Marketplaces, Tickets & Exchanges
Timex	Watches
Toblerone	Food - Confectionery & Snacks
Tommee Tippee	Child Products - General
TomTom	Automotive - Products
Tomy	Child Products - Toys and Education
TONI&GUY	Toiletries - Haircare
Topman	Retail - Clothing & Accessories
Topshop	Retail - Clothing & Accessories
Toshiba	Technology - General
Toyota	Automotive - Vehicle Manufacturer
Toys R Us	Retail - Children Products
Trainline	Retail - Marketplaces, Tickets & Exchanges
Travelodge	Travel - Hotels & Resorts

BRAND CATEGORY

TRESemmé	Toiletries - Haircare
TripAdvisor	Travel - Agents & Tour Operators
Tropicana	Drinks - Non-Alcoholic - Soft Drinks General
Turtle Wax	Automotive - Products
Twinings	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Twitter	Social Networking & Dating
Twix	Food - Confectionery & Snacks
Typhoo	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Umbro	Sportswear & Equipment
Uncle Ben's	Food - Tins, Cans and Packets
Vanish	Household - Cleaning Products
Vaseline	Toiletries - Skincare
Vax	Household - Appliances
Veet	Toiletries - Feminine Hygiene
Velvet	Household - Kitchen Rolls, Toilet Roll and Tissues
Vicks	Pharmaceutical
Vidal Sassoon	Toiletries - Haircare
Virgin Active	Leisure & Entertainment - Sport & Fitness
Virgin Atlantic	Travel - Airlines
Virgin Holidays	Travel - Agents & Tour Operators
Virgin Media	Media - TV Stations
Virgin Mobile	Telecommunications & Broadband
Virgin Trains	Travel - Bus & Rail Operators
Visa	Financial - General
Vision Express	Retail - Chemists, Wellbeing and Opticians
VO5	Toiletries - Haircare
Vodafone	Telecommunications & Broadband
Volkswagen	Automotive - Vehicle Manufacturer
Voltarol	Pharmaceutical
Volvic	Drinks - Non-Alcoholic - Water
Volvo	Automotive - Vehicle Manufacturer
VTech	Child Products - Toys and Education
Waitrose	Retail - Food & Drink
Walkers	Food - Confectionery & Snacks
Wall's Ice Cream	Food - Desserts & Ice Cream
Warburtons	Food - Bakery
Waterford	Household - General
Waterstones	Retail - Entertainment & Gifts
WD-40	Household - General
Wedgwood	Household - General
Weetabix	Food - Cereals & Breakfast Foods
Weight Watchers	Food - Tins, Cans and Packets
WhatsApp	Social Networking & Dating
Whirlpool	Household - Appliances
Whiskas	Household - Pet Products
WHSmith	Retail - Entertainment & Gifts
Wickes	Retail - DIY, Gardens & Homes
Wikipedia	Information & Search
Wilkinson Sword	Toiletries - Men's Grooming
William Hill	Leisure & Entertainment - Gambling
Winalot	Household - Pet Products
Wisdom	Toiletries - Oral Care
Wrigley's	Food - Confectionery & Snacks
Xbox	Technology - General

BRAND CATEGORY

Yahoo!	Information & Search
Yakult	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Yeo Valley	Food - Dairy Products
Yorkshire Tea	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Young's	Food - Fresh & Frozen Meats / Meat Substitutes
YouTube	Information & Search
Zanussi	Household - Appliances
Zara	Retail - Clothing & Accessories
Zoopla	Information & Search
ZSL London Zoo	Leisure & Entertainment - Destinations
ZSL Whipsnade Zoo	Leisure & Entertainment - Destinations
Zurich	Financial - Insurance