

Top 20 Business Superbrands

| BRAND | | CATEGORY |
|-----------------------------|----|---|
| British Airways | 1 | Travel - Airlines |
| Apple | 2 | Technology - Hardware & Equipment |
| Microsoft | 3 | Information Technology - Software & Solutions |
| PayPal | 4 | Financial - Credit Cards & Payment Solutions |
| Google | 5 | Advertising Solutions |
| Shell | 6 | Oil & Gas - General |
| Virgin Atlantic | 7 | Travel - Airlines |
| American Express | 8 | Financial - Credit Cards & Payment Solutions |
| Mastercard | 9 | Financial - Credit Cards & Payment Solutions |
| Johnson & Johnson | 10 | Pharmaceuticals & Medical Equipment |
| IBM | 11 | Information Technology - Consultancy & Services |
| Visa | 12 | Financial - Credit Cards & Payment Solutions |
| JCB | 13 | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| BP | 14 | Oil & Gas - General |
| Samsung | 15 | Technology - Hardware & Equipment |
| Intel | 16 | Technology - Electronics, Semiconductors & Components |
| Boeing | 17 | Aerospace & Defence |
| FedEx | 18 | Courier, Delivery & Postal Services |
| London Stock Exchange Group | 19 | Financial - Exchanges & Markets |
| Hilton Hotels & Resorts | 20 | Travel - Business Hotels |

Category Winners

| BRAND | CATEGORY |
|--|---|
| Deloitte | Accountancy & Business Services |
| Google | Advertising Solutions |
| Boeing | Aerospace & Defence |
| Tate & Lyle | Agribusiness & Food |
| BMA (British Medical Association) | Associations, Accreditations & Testing |
| BASF | Chemicals |
| Reed Exhibitions | Conferences & Events - Owners & Organisers |
| The NEC | Conferences & Events - Venues |
| Screwfix | Construction - Builders Merchants & Distributors |
| Balfour Beatty | Construction - Consultancy, Design, Build & Management |
| Tarmac | Construction - Materials |
| HSS Hire | Construction - Plant & Tool Hire |
| Bosch | Construction - Tools & Equipment Manufacturers |
| FedEx | Courier, Delivery & Postal Services |
| Booker | Distribution & Supply Chain |
| London School of Economics and Political Science (LSE) | Executive Education - Business Schools |
| City & Guilds | Executive Education - Training & Development |
| HSBC | Financial - Business, Corporate & Investment Banking |
| PayPal | Financial - Credit Cards & Payment Solutions |
| Kickstarter | Financial - Crowdfunding & Peer-to-Peer Lending |
| London Stock Exchange Group | Financial - Exchanges & Markets |
| JCB | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| Siemens | Industrial Engineering - General |
| Bloomberg | Information Providers |
| Dropbox | Information Technology - Cloud, Data Centres & Hosting |

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BRAND CATEGORY

| | |
|-----------------------------|---|
| IBM | Information Technology - Consultancy & Services |
| McAfee | Information Technology - Security |
| Microsoft | Information Technology - Software & Solutions |
| Lloyd's | Insurance, Pensions & Risk Management |
| Clifford Chance | Legal Services |
| Accenture | Management & HR Consultancies |
| YouGov | Market Research & Intelligence |
| Saatchi & Saatchi | Marketing Services |
| Rio Tinto | Mining |
| Shell | Oil & Gas - General |
| Halliburton | Oil & Gas - Services |
| Johnson & Johnson | Pharmaceuticals & Medical Equipment |
| Tetra Pak | Print, Paper & Packaging |
| Savills | Real Estate - Commercial Agents / Advisors |
| Canary Wharf Group | Real Estate - General |
| Reed | Recruitment |
| Compass Group | Support Services - Catering |
| Big Yellow | Support Services - Document Protection & Storage |
| KIMBERLY-CLARK PROFESSIONAL | Support Services - Facilities Management & Supplies |
| Rentokil | Support Services - General |
| PARKER | Support Services - Office Equipment |
| Staples | Support Services - Office Supplies |
| Yale | Support Services - Security, Safety & Fire Protection |
| Intel | Technology - Electronics, Semiconductors & Components |
| Apple | Technology - Hardware & Equipment |
| BT | Telecommunications - General |
| Nokia | Telecommunications - Infrastructure & Services |
| Intelsat | Telecommunications - Satellite Owners & Operators |
| Eddie Stobart | Transport - Freight & Transport Services |
| Braemar | Transport - Ports & Marine Services |
| British Airways | Travel - Airlines |
| Hilton Hotels & Resorts | Travel - Business Hotels |
| American Express Travel | Travel - Corporate Travel Services |
| Eurostar | Travel - Train & Bus Operators |
| EDF Energy | Utilities & Power |
| Biffa | Waste Management & Recycling |

Qualifying Business Superbrands (A-Z)

BRAND CATEGORY

| | |
|---|--|
| 3M | Industrial Engineering - General |
| A.T. Kearney | Management & HR Consultancies |
| ABB | Industrial Engineering - General |
| Abbott | Pharmaceuticals & Medical Equipment |
| ABF Ingredients | Agribusiness & Food |
| ABI (Association of British Insurers) | Associations, Accreditations & Testing |
| ABP | Transport - Ports & Marine Services |
| ABPI (The Association of the British Pharmaceutical Industry) | Associations, Accreditations & Testing |
| ABTA | Associations, Accreditations & Testing |
| Acas (Advisory, Conciliation & Arbitration Service) | Associations, Accreditations & Testing |
| ACCA (The Association of Chartered Certified Accountants) | Associations, Accreditations & Testing |

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BRAND CATEGORY

| | |
|-------------------------|--|
| Accenture | Management & HR Consultancies |
| Access Self Storage | Support Services - Document Protection & Storage |
| Acer | Technology - Hardware & Equipment |
| adam&eveDDB | Marketing Services |
| Adecco | Recruitment |
| Adobe | Information Technology - Software & Solutions |
| ADT | Support Services - Security, Safety & Fire Protection |
| Aegis | Support Services - Security, Safety & Fire Protection |
| Aegon | Insurance, Pensions & Risk Management |
| Aggregate Industries | Construction - Materials |
| Aggreko | Utilities & Power |
| AIG | Insurance, Pensions & Risk Management |
| AIM | Financial - Exchanges & Markets |
| Air Liquide | Chemicals |
| Airbus | Aerospace & Defence |
| AKQA | Marketing Services |
| AkzoNobel | Chemicals |
| Alfa Laval | Industrial Engineering - General |
| Allen & Overy | Legal Services |
| Allianz | Insurance, Pensions & Risk Management |
| Alstom | Industrial Engineering - General |
| Amadeus | Information Technology - Consultancy & Services |
| Amaze | Marketing Services |
| Amcor | Print, Paper & Packaging |
| AMD | Technology - Electronics, Semiconductors & Components |
| Amec Foster Wheeler | Oil & Gas - Services |
| 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 |
| AOL Advertising | Advertising Solutions |
| 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 |
| AstraZeneca | Pharmaceuticals & Medical Equipment |
| Atkins | Construction - Consultancy, Design, Build & Management |
| Atlas Copco | Industrial Engineering - General |
| Atos | Information Technology - Consultancy & Services |
| Autodesk | Information Technology - Software & Solutions |
| Autoglass | Support Services - General |
| Avanti Communications | Telecommunications - Satellite Owners & Operators |
| Avaya | Telecommunications - General |
| Avery | Support Services - Office Supplies |
| Aviva | Insurance, Pensions & Risk Management |
| Avon Rubber | Industrial Engineering - General |
| AXA | Insurance, Pensions & Risk Management |
| Axis Security | Support Services - Security, Safety & Fire Protection |
| Babcock | Support Services - General |

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BRAND CATEGORY

| | |
|--|--|
| BAE Systems | Aerospace & Defence |
| Bain & Company | Management & HR Consultancies |
| Baker & McKenzie | Legal Services |
| Balfour Beatty | Construction - Consultancy, Design, Build & Management |
| BAM Nuttall | Construction - Consultancy, Design, Build & Management |
| Bank of America Merrill Lynch | Financial - Business, Corporate & Investment Banking |
| Bank of Scotland | Financial - Business, Corporate & Investment Banking |
| Banner | Support Services - Office Supplies |
| Barclaycard | Financial - Credit Cards & Payment Solutions |
| Barclays | Financial - Business, Corporate & Investment Banking |
| BASF | Chemicals |
| Basildon Bond | Support Services - Office Equipment |
| Baxi | Industrial Engineering - General |
| Baxter | Pharmaceuticals & Medical Equipment |
| Bayer | Pharmaceuticals & Medical Equipment |
| BBA Aviation | Transport - Freight & Transport Services |
| BBH | Marketing Services |
| BCG (Boston Consulting Group) | Management & HR Consultancies |
| BDA (British Dental Association) | Associations, Accreditations & Testing |
| BDO | Accountancy & Business Services |
| Bell Pottinger | Marketing Services |
| Best Western | Travel - Business Hotels |
| BHP Billiton | Mining |
| Bibby Line | Transport - Ports & Marine Services |
| BIC | Support Services - Office Equipment |
| Biffa | Waste Management & Recycling |
| Big Yellow | Support Services - Document Protection & Storage |
| Bing Ads | Advertising Solutions |
| Biogen | Pharmaceuticals & Medical Equipment |
| Bird & Bird | Legal Services |
| Black n' Red | Support Services - Office Equipment |
| BLACK+DECKER | Construction - Tools & Equipment Manufacturers |
| BlackBerry | Technology - Hardware & Equipment |
| Bloomberg | Information Providers |
| Bloomsbury Professional | Information Providers |
| Blue Arrow | Recruitment |
| BMA (British Medical Association) | Associations, Accreditations & Testing |
| BMC | Information Technology - Software & Solutions |
| BNP Paribas | Financial - Business, Corporate & Investment Banking |
| BNP Paribas Real Estate | Real Estate - Commercial Agents / Advisors |
| BOC | Oil & Gas - General |
| Bodycote | Industrial Engineering - General |
| Boehringer Ingelheim | Pharmaceuticals & Medical Equipment |
| Boeing | Aerospace & Defence |
| Bombardier | Aerospace & Defence |
| Booker | Distribution & Supply Chain |
| Bosch | Construction - Tools & Equipment Manufacturers |
| Bournemouth International Centre (BIC) | Conferences & Events - Venues |
| Bouygues UK | Construction - Consultancy, Design, Build & Management |
| BP | Oil & Gas - General |
| Braemar | Transport - Ports & Marine Services |
| BrainJuicer | Market Research & Intelligence |
| Brakes Group | Agribusiness & Food |
| BRC (British Retail Consortium) | Associations, Accreditations & Testing |

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BRAND CATEGORY

| | |
|---|---|
| Brewers | Construction - Builders Merchants & Distributors |
| Bristol-Myers Squibb | Pharmaceuticals & Medical Equipment |
| British Airways | Travel - Airlines |
| British Chambers of Commerce (BCC) | Associations, Accreditations & Testing |
| British Council | Associations, Accreditations & Testing |
| British Gas Business Energy | Utilities & Power |
| British Gypsum | Construction - Materials |
| British Land | Real Estate - General |
| Brook Street | Recruitment |
| Brother | Technology - Hardware & Equipment |
| Brunswick | Marketing Services |
| BSI | Associations, Accreditations & Testing |
| BT | Telecommunications - General |
| Buildbase | Construction - Builders Merchants & Distributors |
| BullGuard | Information Technology - Security |
| Bunzl | Distribution & Supply Chain |
| Bupa | Insurance, Pensions & Risk Management |
| Bywaters | Waste Management & Recycling |
| CA Technologies | Information Technology - Software & Solutions |
| Cairn | Oil & Gas - General |
| Calor | Oil & Gas - General |
| Cambridge Judge Business School | Executive Education - Business Schools |
| Canary Wharf Group | Real Estate - General |
| Cannon Hygiene | Support Services - Facilities Management & Supplies |
| Canon | Technology - Hardware & Equipment |
| Capgemini | Information Technology - Consultancy & Services |
| Capita | Support Services - General |
| Capital & Regional | Real Estate - General |
| Carat | Marketing Services |
| Cargill | Agribusiness & Food |
| Carillion | Construction - Consultancy, Design, Build & Management |
| Carlson Wagonlit Travel | Travel - Corporate Travel Services |
| Carter Jonas | Real Estate - Commercial Agents / Advisors |
| Casio | Technology - Hardware & Equipment |
| Cass Business School | Executive Education - Business Schools |
| Castrol | Oil & Gas - General |
| Caterpillar | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| CBI | Associations, Accreditations & Testing |
| CBRE | Real Estate - Commercial Agents / Advisors |
| CEMEX | Construction - Materials |
| Centaur Live | Conferences & Events - Owners & Organisers |
| Central Hall Westminster | Conferences & Events - Venues |
| Chartered Institute of Building (CIOB) | Associations, Accreditations & Testing |
| Chevron | Oil & Gas - General |
| CHI & Partners | Marketing Services |
| Chubb | Insurance, Pensions & Risk Management |
| Chubb Fire & Security | Support Services - Security, Safety & Fire Protection |
| CIMA (Chartered Institute of Management Accountants) | Associations, Accreditations & Testing |
| CIPD (Chartered Institute of Personnel and Development) | Associations, Accreditations & Testing |
| Cisco | Information Technology - Consultancy & Services |
| Citi | Financial - Business, Corporate & Investment Banking |
| City & Guilds | Executive Education - Training & Development |
| Cityjet | Travel - Airlines |
| CitySprint | Courier, Delivery & Postal Services |

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BRAND CATEGORY

| | |
|--------------------------------------|--|
| Clancy Docwra | Construction - Consultancy, Design, Build & Management |
| Claranet | Information Technology - Cloud, Data Centres & Hosting |
| Clear Channel | Advertising Solutions |
| Clifford Chance | Legal Services |
| Clyde & Co | Legal Services |
| CMI (Chartered Management Institute) | Associations, Accreditations & Testing |
| Cognizant | Information Technology - Consultancy & Services |
| Colliers International | Real Estate - Commercial Agents / Advisors |
| Colt | Telecommunications - General |
| Compass Group | Support Services - Catering |
| Computacenter | Information Technology - Consultancy & Services |
| ConocoPhillips UK | Oil & Gas - General |
| Co-operatives UK | Associations, Accreditations & Testing |
| 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 |
| Croda | Chemicals |
| Crowdcube | Financial - Crowdfunding & Peer-to-Peer Lending |
| Crowdfunder | Financial - Crowdfunding & Peer-to-Peer Lending |
| Crown Trade | Construction - Tools & Equipment Manufacturers |
| Crowne Plaza | Travel - Business Hotels |
| CSC | Information Technology - Consultancy & Services |
| Cummins | Industrial Engineering - General |
| Cushman & Wakefield | Real Estate - Commercial Agents / Advisors |
| Daikin | Industrial Engineering - General |
| Datamonitor | Information Providers |
| Datanet | Information Technology - Cloud, Data Centres & Hosting |
| De La Rue | Print, Paper & Packaging |
| De Vere Venues | Travel - Business Hotels |
| Dell | Technology - Hardware & Equipment |
| Deloitte | Accountancy & Business Services |
| Deloitte Real Estate | Real Estate - Commercial Agents / Advisors |
| Derwent London | Real Estate - General |
| Deutsche Bank | Financial - Business, Corporate & Investment Banking |
| DeWALT | Construction - Tools & Equipment Manufacturers |
| DHL | Courier, Delivery & Postal Services |
| DigitasLBI | Marketing Services |
| Direct Line | Insurance, Pensions & Risk Management |
| DLA Piper | Legal Services |
| dmg events | Conferences & Events - Owners & Organisers |
| DowDuPont | Chemicals |
| DPD | Courier, Delivery & Postal Services |
| Draper Tools | Construction - Tools & Equipment Manufacturers |
| Dropbox | Information Technology - Cloud, Data Centres & Hosting |
| DS Smith | Print, Paper & Packaging |
| Dulux Trade | Construction - Tools & Equipment Manufacturers |
| Dun & Bradstreet | Information Providers |
| dunnhumby | Market Research & Intelligence |
| Durham University Business School | Executive Education - Business Schools |
| E.ON | Utilities & Power |
| easyJet | Travel - Airlines |
| Easynet | Information Technology - Cloud, Data Centres & Hosting |
| Eaton | Industrial Engineering - General |

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BRAND CATEGORY

| | |
|--------------------------------------|--|
| Ecolab | Chemicals |
| Ecotricity | Utilities & Power |
| Eddie Stobart | Transport - Freight & Transport Services |
| Edelman | Marketing Services |
| EDF Energy | Utilities & Power |
| Egon Zehnder | Recruitment |
| Electricity North West | Utilities & Power |
| Elopak | Print, Paper & Packaging |
| Elsevier | Information Providers |
| EMC | Information Technology - Cloud, Data Centres & Hosting |
| Engine | Marketing Services |
| Epson | Technology - Hardware & Equipment |
| Equifax | Information Providers |
| Equinix | Information Technology - Cloud, Data Centres & Hosting |
| Ericsson | Telecommunications - Infrastructure & Services |
| Eurooffice | Support Services - Office Supplies |
| Euronext | Financial - Exchanges & Markets |
| Eurostar | Travel - Train & Bus Operators |
| Eurotunnel | Travel - Train & Bus Operators |
| Eversheds | Legal Services |
| ExCeL London | Conferences & Events - Venues |
| Experian | Information Providers |
| ExxonMobil | Oil & Gas - General |
| EY | Accountancy & Business Services |
| Fairtrade Foundation | Associations, Accreditations & Testing |
| Federation of Small Businesses (FSB) | Associations, Accreditations & Testing |
| FedEx | Courier, Delivery & Postal Services |
| Filofax | Support Services - Office Equipment |
| Finsbury | Marketing Services |
| First | Travel - Train & Bus Operators |
| First:Utility | Utilities & Power |
| Fisher Scientific | Pharmaceuticals & Medical Equipment |
| Fitch Group | Information Providers |
| Flybe | Travel - Airlines |
| Forrester | Information Providers |
| Fowler Welch | Transport - Freight & Transport Services |
| Freightliner Group | Transport - Freight & Transport Services |
| Freshfields Bruckhaus Deringer | Legal Services |
| Freuds | Marketing Services |
| Frost & Sullivan | Management & HR Consultancies |
| FSC (Forest Stewardship Council) | Associations, Accreditations & Testing |
| FTSE Russell | Information Providers |
| Fujitsu | Technology - Hardware & Equipment |
| Funding Circle | Financial - Crowdfunding & Peer-to-Peer Lending |
| G4S | Support Services - Security, Safety & Fire Protection |
| Gallup | Market Research & Intelligence |
| Gartner | Information Providers |
| Gatwick Express | Travel - Train & Bus Operators |
| Gazprom Energy | Utilities & Power |
| GE | Industrial Engineering - General |
| General Dynamics UK | Aerospace & Defence |
| GfK | Market Research & Intelligence |
| GKN | Industrial Engineering - General |
| GlaxoSmithKline | Pharmaceuticals & Medical Equipment |

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BRAND CATEGORY

| | |
|----------------------------|--|
| Glencore | Mining |
| GoCardless | Financial - Credit Cards & Payment Solutions |
| Goldman Sachs | Financial - Business, Corporate & Investment Banking |
| Good Energy | Utilities & Power |
| Google | Advertising Solutions |
| Gorkana | Information Providers |
| Graham | Construction - Builders Merchants & Distributors |
| Grant Thornton | Accountancy & Business Services |
| Great Portland Estates | Real Estate - General |
| Green Energy UK | Utilities & Power |
| Greenergy | Oil & Gas - General |
| Grey London | Marketing Services |
| Grosvenor | Real Estate - General |
| Gulf Keystone Petroleum | Oil & Gas - General |
| Hall & Partners | Market Research & Intelligence |
| Halliburton | Oil & Gas - Services |
| Hammerson | Real Estate - General |
| Hanson | Construction - Materials |
| Hapag-Lloyd | Transport - Freight & Transport Services |
| Harris | Aerospace & Defence |
| Harris | Construction - Tools & Equipment Manufacturers |
| Harvey Nash | Recruitment |
| Havas Worldwide London | Marketing Services |
| Hawker Siddeley Switchgear | Industrial Engineering - General |
| Hay Group | Management & HR Consultancies |
| Haymarket | Conferences & Events - Owners & Organisers |
| Hays | Recruitment |
| Heathrow Express | Travel - Train & Bus Operators |
| Heidrick & Struggles | Recruitment |
| Henkel | Chemicals |
| Henley Business School | Executive Education - Business Schools |
| Henry Boot Developments | Real Estate - General |
| Herbert Smith Freehills | Legal Services |
| Hermes | Courier, Delivery & Postal Services |
| Heron International | Real Estate - General |
| Hightail | Information Technology - Cloud, Data Centres & Hosting |
| Hill & Knowlton Strategies | Marketing Services |
| Hilti | Construction - Tools & Equipment Manufacturers |
| Hilton Food Group | Agribusiness & Food |
| Hilton Hotels & Resorts | Travel - Business Hotels |
| Hire Station | Construction - Plant & Tool Hire |
| Hiscox | Insurance, Pensions & Risk Management |
| Hitachi | Technology - Hardware & Equipment |
| Hogan Lovells | Legal Services |
| Holiday Inn | Travel - Business Hotels |
| Honeywell | Industrial Engineering - General |
| Howden | Industrial Engineering - General |
| Howdens Joinery | Construction - Builders Merchants & Distributors |
| HP | Technology - Hardware & Equipment |
| HSBC | Financial - Business, Corporate & Investment Banking |
| HSS Hire | Construction - Plant & Tool Hire |
| Huawei | Telecommunications - Infrastructure & Services |
| ibis | Travel - Business Hotels |
| IBM | Information Technology - Consultancy & Services |

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BRAND CATEGORY

| | |
|----------------------------------|---|
| ICAEW | Associations, Accreditations & Testing |
| ICM Unlimited | Market Research & Intelligence |
| Imperial College Business School | Executive Education - Business Schools |
| IMS Health | Information Providers |
| Informa | Conferences & Events - Owners & Organisers |
| Infosys | Information Technology - Consultancy & Services |
| Initial | Support Services - Facilities Management & Supplies |
| Inmarsat | Telecommunications - Satellite Owners & Operators |
| Innovation Group | Support Services - General |
| Intel | Technology - Electronics, Semiconductors & Components |
| Intel Security | Information Technology - Security |
| Intelsat | Telecommunications - Satellite Owners & Operators |
| Interlink Express | Courier, Delivery & Postal Services |
| International Paper | Print, Paper & Packaging |
| Interserve | Support Services - General |
| Intuit | Information Technology - Software & Solutions |
| Investec | Financial - Business, Corporate & Investment Banking |
| Investors in People | Associations, Accreditations & Testing |
| IoD (Institute of Directors) | Associations, Accreditations & Testing |
| Ipsos MORI | Market Research & Intelligence |
| Iridium | Telecommunications - Satellite Owners & Operators |
| iris | Marketing Services |
| Iron Mountain | Support Services - Document Protection & Storage |
| Irwin Mitchell | Legal Services |
| ISS | Support Services - Facilities Management & Supplies |
| iZettle | Financial - Credit Cards & Payment Solutions |
| 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 |
| JobServe | Recruitment |
| Jobsite | Recruitment |
| John Deere | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| Johnson & Johnson | Pharmaceuticals & Medical Equipment |
| Johnson Matthey | Chemicals |
| Johnson Service Group | Support Services - Facilities Management & Supplies |
| Johnstone's Trade | Construction - Tools & Equipment Manufacturers |
| Juniper Networks | Information Technology - Consultancy & Services |
| Kantar Media | Market Research & Intelligence |
| Kaplan | Executive Education - Training & Development |
| Kaspersky Lab | Information Technology - Security |
| Kelly Services | Recruitment |
| Keltbray | Construction - Consultancy, Design, Build & Management |
| Keyline | Construction - Builders Merchants & Distributors |
| Kickstarter | Financial - Crowdfunding & Peer-to-Peer Lending |
| Kier Group | Construction - Consultancy, Design, Build & Management |
| KIMBERLY-CLARK PROFESSIONAL | Support Services - Facilities Management & Supplies |
| Kingspan Group | Construction - Materials |
| Kingston Smith | Accountancy & Business Services |
| Knight Frank | Real Estate - Commercial Agents / Advisors |
| Komatsu | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| Kompass | Information Providers |

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BRAND CATEGORY

| BRAND | CATEGORY |
|--|---|
| KONE | Industrial Engineering - General |
| Korn Ferry | Recruitment |
| KPMG | Accountancy & Business Services |
| Kroll | Insurance, Pensions & Risk Management |
| Kuehne + Nagel | Transport - Freight & Transport Services |
| LafargeHolcim | Construction - Materials |
| Laing O'Rourke | Construction - Consultancy, Design, Build & Management |
| Laird | Technology - Electronics, Semiconductors & Components |
| Lambert Smith Hampton | Real Estate - Commercial Agents / Advisors |
| Lancaster University Management School | Executive Education - Business Schools |
| Land Securities | Real Estate - General |
| Lead Forensics | Information Technology - Software & Solutions |
| learndirect | Executive Education - Training & Development |
| Leeds University Business School | Executive Education - Business Schools |
| Lendlease | Construction - Consultancy, Design, Build & Management |
| Lenovo | Technology - Hardware & Equipment |
| Leo Burnett London | Marketing Services |
| Letts | Support Services - Office 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 |
| Liebherr | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| Lilly | Pharmaceuticals & Medical Equipment |
| Linklaters | Legal Services |
| LINPAC Packaging | Print, Paper & Packaging |
| 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 |
| M&C Saatchi | Marketing Services |
| Mace | Construction - Consultancy, Design, Build & Management |
| Macfarlanes | Legal Services |
| Maersk Line | Transport - Freight & Transport Services |
| Magellan Aerospace | Aerospace & Defence |
| Magnet Trade | Construction - Builders Merchants & Distributors |
| Makita | Construction - Tools & Equipment Manufacturers |
| Manchester Central | Conferences & Events - Venues |
| Manpower | Recruitment |
| Marriott Hotels & Resorts | Travel - Business Hotels |
| Marsh | Insurance, Pensions & Risk Management |
| Marshalls | Construction - Materials |
| 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 |

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BRAND CATEGORY

| | |
|---------------------------------------|--|
| Meadow Foods | Agribusiness & Food |
| MediaCom | Marketing Services |
| Medtronic | Pharmaceuticals & Medical Equipment |
| Menzies | Accountancy & Business Services |
| Menzies Aviation | Transport - Freight & Transport Services |
| Menzies Distribution | Distribution & Supply Chain |
| Mercer | Management & HR Consultancies |
| Mercure | Travel - Business Hotels |
| Metro Radio Arena Newcastle | Conferences & Events - Venues |
| Michael Page | Recruitment |
| Micron | Technology - Electronics, Semiconductors & Components |
| Microsoft | Information Technology - Software & Solutions |
| Millward Brown | Market Research & Intelligence |
| Mindshare | Marketing Services |
| Mintel | Information Providers |
| Misys | Information Technology - Software & Solutions |
| Mitie | Support Services - General |
| Mitsubishi Electric | Industrial Engineering - General |
| Moleskin | Support Services - Office Equipment |
| Mondi | Print, Paper & Packaging |
| Monsanto | Agribusiness & Food |
| Monster | Recruitment |
| Moody's | Information Providers |
| Morgan Sindall | Construction - Consultancy, Design, Build & Management |
| Morgan Stanley | Financial - Business, Corporate & Investment Banking |
| Mother London | Marketing Services |
| Mott MacDonald | Construction - Consultancy, Design, Build & Management |
| MSL Group | Marketing Services |
| Munich Re | Insurance, Pensions & Risk Management |
| Murphy | Construction - Consultancy, Design, Build & Management |
| National Express | Travel - Train & Bus Operators |
| National Grid | Utilities & Power |
| NATS | Aerospace & Defence |
| NatWest | Financial - Business, Corporate & Investment Banking |
| NEC | Technology - Hardware & Equipment |
| NETGEAR | Technology - Hardware & Equipment |
| NetSuite | Information Technology - Software & Solutions |
| Newey & Eyre | Distribution & Supply Chain |
| NFU | Associations, Accreditations & Testing |
| NFU Mutual | Insurance, Pensions & Risk Management |
| Nielsen | Market Research & Intelligence |
| Nokia | Telecommunications - Infrastructure & Services |
| Northgate | Information Technology - Consultancy & Services |
| Northrop Grumman | Aerospace & Defence |
| Norton | Information Technology - Security |
| Norton Rose Fulbright | Legal Services |
| Nottingham University Business School | Executive Education - Business Schools |
| Novartis | Pharmaceuticals & Medical Equipment |
| Novo Nordisk | Pharmaceuticals & Medical Equipment |
| Novotel | Travel - Business Hotels |
| npower | Utilities & Power |
| NVIDIA | Technology - Electronics, Semiconductors & Components |
| Ocean | Advertising Solutions |
| OCS | Support Services - Facilities Management & Supplies |

continues...

BRAND CATEGORY

| | |
|------------------------|---|
| Office Angels | Recruitment |
| Office Depot | Support Services - Office Supplies |
| Ogilvy Group | Marketing Services |
| Olswang | Legal Services |
| Olympia London | Conferences & Events - Venues |
| Olympus | Technology - Hardware & Equipment |
| OMD | Marketing Services |
| Openreach | Telecommunications - Infrastructure & Services |
| Opus Energy | Utilities & Power |
| Oracle | Information Technology - Consultancy & Services |
| Osborne Clarke | Legal Services |
| Osram | Industrial Engineering - General |
| Otis | Industrial Engineering - General |
| OVO | Utilities & Power |
| P&O Ferrymasters | Transport - Freight & Transport Services |
| PA | Management & HR Consultancies |
| 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 |
| Parts Center | Construction - Builders Merchants & Distributors |
| PayPal | Financial - Credit Cards & Payment Solutions |
| PayPoint | Financial - Credit Cards & Payment Solutions |
| Pearl & Dean | Advertising Solutions |
| People 1st | Executive Education - Training & Development |
| Pertemps | Recruitment |
| Petrofac | Oil & Gas - Services |
| Pfizer | Pharmaceuticals & Medical Equipment |
| PHD | Marketing Services |
| Philips Healthcare | Industrial Engineering - General |
| Philips Lighting | Industrial Engineering - General |
| Photo-Me International | Support Services - General |
| PHS Group | Support Services - Facilities Management & Supplies |
| Pickfords | Support Services - General |
| Pilkington | Construction - Materials |
| PILOT | Support Services - Office Equipment |
| Pindar | Print, Paper & Packaging |
| Pinsent Masons | Legal Services |
| Pipe Center | Construction - Builders Merchants & Distributors |
| Pitman Training | Executive Education - Training & Development |
| Pitney Bowes | Support Services - Office Supplies |
| Plumb Center | Construction - Builders Merchants & Distributors |
| Plumbase | Construction - Builders Merchants & Distributors |
| Plusnet | Telecommunications - General |
| Polypipe | Construction - Materials |
| Portakabin | Construction - Plant & Tool Hire |
| Portman | Travel - Corporate Travel Services |
| Post-it | Support Services - Office Equipment |
| Powwownow | Telecommunications - General |
| PR Newswire | Information Providers |
| Premier Farnell | Distribution & Supply Chain |
| Premier Inn | Travel - Business Hotels |

continues...

BRAND CATEGORY

| | |
|--|--|
| Premier Oil | Oil & Gas - General |
| Prudential | Insurance, Pensions & Risk Management |
| Publicis London | Marketing Services |
| PwC | Accountancy & Business Services |
| QBE | Insurance, Pensions & Risk Management |
| QinetiQ | Aerospace & Defence |
| Qualcomm | Technology - Electronics, Semiconductors & Components |
| Rackspace | Information Technology - Cloud, Data Centres & Hosting |
| Radisson Blu Edwardian, London | Travel - Business Hotels |
| Ramada | Travel - Business Hotels |
| Randstad | Recruitment |
| RAPP | Marketing Services |
| Raytheon | Aerospace & Defence |
| RBS (Royal Bank of Scotland) | Financial - Business, Corporate & Investment Banking |
| REDBOX | Support Services - Office Supplies |
| Redland | Construction - Materials |
| Reed | Recruitment |
| Reed Exhibitions | Conferences & Events - Owners & Organisers |
| Regus | Real Estate - General |
| Rentokil | Support Services - General |
| Rexam | Print, Paper & Packaging |
| Rexel | Support Services - Office Equipment |
| RIBA (The Royal Institute of British Architects) | Associations, Accreditations & Testing |
| Ricoh Arena | Conferences & Events - Venues |
| RICS | Associations, Accreditations & Testing |
| Rio Tinto | Mining |
| RKCR Y&R | Marketing Services |
| Robert Walters | Recruitment |
| Roche | Pharmaceuticals & Medical Equipment |
| Rockwell Collins | Aerospace & Defence |
| Roland Berger | Management & HR Consultancies |
| Rolls-Royce Group | Aerospace & Defence |
| Rothschild | Financial - Business, Corporate & Investment Banking |
| Rotork | Industrial Engineering - General |
| Royal Mail | Courier, Delivery & Postal Services |
| RS Components | Distribution & Supply Chain |
| RSA | Insurance, Pensions & Risk Management |
| Ryanair | Travel - Airlines |
| Ryman | Support Services - Office Supplies |
| S&P Global | Information Providers |
| Saatchi & Saatchi | Marketing Services |
| Safestore | Support Services - Document Protection & Storage |
| Sage | Information Technology - Software & Solutions |
| Saïd Business School, University of Oxford | Executive Education - Business Schools |
| Saint-Gobain | Construction - Materials |
| Salesforce.com | 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 |
| SapientNitro | Marketing Services |
| SAS | Information Providers |

continues...

BRAND CATEGORY

| | |
|---|---|
| Savills | Real Estate - Commercial Agents / Advisors |
| Scania | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| Schindler | Industrial Engineering - General |
| Schneider Electric | Industrial Engineering - General |
| Science Museum | Conferences & Events - Venues |
| Scottish & Southern Power Distribution | Utilities & Power |
| Scottish Exhibition and Conference Centre (SECC) | Conferences & Events - Venues |
| Scottish Hydro Electric Transmission (SHE Transmission) | Utilities & Power |
| ScottishPower | Utilities & Power |
| Screwfix | Construction - Builders Merchants & Distributors |
| Seaco | Transport - Freight & Transport Services |
| Searcys | Support Services - Catering |
| Securitas | Support Services - Security, Safety & Fire Protection |
| Seedrs | Financial - Crowdfunding & Peer-to-Peer Lending |
| Selco | Construction - Builders Merchants & Distributors |
| Serco | Support Services - General |
| Shanks Group | Waste Management & Recycling |
| Sharp | Technology - Hardware & Equipment |
| Shell | Oil & Gas - General |
| Sheraton | Travel - Business Hotels |
| Shire | Pharmaceuticals & Medical Equipment |
| Shred-it | Support Services - Document Protection & Storage |
| Siemens | Industrial Engineering - General |
| Simmons & Simmons | Legal Services |
| Simplyhealth | Insurance, Pensions & Risk Management |
| Sir Robert McAlpine | Construction - Consultancy, Design, Build & Management |
| Sitel | Support Services - General |
| Skanska | Construction - Consultancy, Design, Build & Management |
| SKF | Industrial Engineering - General |
| Skype | Telecommunications - General |
| Slaughter and May | Legal Services |
| SmartWater | Support Services - Security, Safety & Fire Protection |
| Smith & Nephew | Pharmaceuticals & Medical Equipment |
| Smith & Williamson | Accountancy & Business Services |
| Smiths Group | Industrial Engineering - General |
| Smiths News | Distribution & Supply Chain |
| Smurfit Kappa | Print, Paper & Packaging |
| Snap-on | Construction - Tools & Equipment Manufacturers |
| Sodexo | Support Services - Catering |
| Softcat | Information Technology - Consultancy & Services |
| Sony Professional | Technology - Hardware & Equipment |
| Sophos | Information Technology - Security |
| SP Energy Networks | Utilities & Power |
| Speedy | Construction - Plant & Tool Hire |
| Spencer Stuart | Recruitment |
| Spicers | Support Services - Office Supplies |
| Spirent | Telecommunications - Infrastructure & Services |
| Squibb Group | Construction - Consultancy, Design, Build & Management |
| SSE Enterprise | Utilities & Power |
| STAEDTLER | Support Services - Office Equipment |
| Stagecoach | Travel - Train & Bus Operators |
| STANLEY | Construction - Tools & Equipment Manufacturers |
| Staples | Support Services - Office Supplies |
| Starcom MediaVest | Marketing Services |

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BRAND CATEGORY

| | |
|--|---|
| Statoil | Oil & Gas - General |
| Stobart Group | Transport - Freight & Transport Services |
| Stora Enso | Print, Paper & Packaging |
| Strutt & Parker | Real Estate - Commercial Agents / Advisors |
| SunGard | Information Technology - Software & Solutions |
| Swiss Re | Insurance, Pensions & Risk Management |
| Swissport | Transport - Freight & Transport Services |
| Symantec | Information Technology - Security |
| Syngenta | Agribusiness & Food |
| TalkTalk Business | Telecommunications - General |
| Tarmac | Construction - Materials |
| Tata Communications | Telecommunications - Infrastructure & Services |
| Tata Consultancy Services (TCS) | Information Technology - Consultancy & Services |
| Tate & Lyle | Agribusiness & Food |
| TBWA | Marketing Services |
| Telehouse Europe | Information Technology - Cloud, Data Centres & Hosting |
| Teradata | Information Technology - Consultancy & Services |
| Tetra Pak | Print, Paper & Packaging |
| Texas Instruments | Technology - Electronics, Semiconductors & Components |
| Thales | Aerospace & Defence |
| The Baltic Exchange | Financial - Exchanges & Markets |
| The ICC Birmingham | Conferences & Events - Venues |
| The Institute of Financial Accountants (IFA) | Associations, Accreditations & Testing |
| The Law Society | Associations, Accreditations & Testing |
| The London Taxi Company | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| The NEC | Conferences & Events - Venues |
| The Open University Business School | Executive Education - Business Schools |
| The Press Association (PA) | Information Providers |
| The Publishers Association (PA) | Associations, Accreditations & Testing |
| The Soil Association | Associations, Accreditations & Testing |
| Thistle | Travel - Business Hotels |
| Thomson Reuters | Information Providers |
| Thomsonlocal | Advertising Solutions |
| Thorn Lighting | Industrial Engineering - General |
| Thwaites | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| thyssenkrupp | Industrial Engineering - General |
| TNS | Market Research & Intelligence |
| TNT | Courier, Delivery & Postal Services |
| Toolstation | Construction - Builders Merchants & Distributors |
| Toshiba | Technology - Hardware & Equipment |
| Total | Oil & Gas - General |
| Totaljobs.com | Recruitment |
| TransferWise | Financial - Credit Cards & Payment Solutions |
| Travelodge | Travel - Business Hotels |
| Travis Perkins | Construction - Builders Merchants & Distributors |
| Trend Micro | Information Technology - Security |
| Triumph Group | Aerospace & Defence |
| TSB | Financial - Business, Corporate & Investment Banking |
| Tullow Oil | Oil & Gas - General |
| Tyco Fire & Integrated Solutions | Support Services - Security, Safety & Fire Protection |
| UBM EMEA | Conferences & Events - Owners & Organisers |
| UBS | Financial - Business, Corporate & Investment Banking |
| UK Mail | Courier, Delivery & Postal Services |
| UK Power Networks | Utilities & Power |

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BRAND CATEGORY

| | |
|--|---|
| Ultra Electronics | Aerospace & Defence |
| Unipart | Transport - Freight & Transport Services |
| Unisys | Information Technology - Consultancy & Services |
| University of Bath School of Management | Executive Education - Business Schools |
| 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 |
| Venue Cymru | Conferences & Events - Venues |
| 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 Construction Equipment | Industrial Engineering - Construction, Agricultural & Utility Equipment |
| Vonage | Telecommunications - General |
| WARC | Information Providers |
| Warwick Business School | Executive Education - Business Schools |
| Wates | Construction - Consultancy, Design, Build & Management |
| WCRS | Marketing Services |
| Weber Shandwick | Marketing Services |
| Weir | Industrial Engineering - General |
| Wellesley & Co | Financial - Crowdfunding & Peer-to-Peer Lending |
| Western Union | Financial - Credit Cards & Payment Solutions |
| Westfield | Real Estate - General |
| WeTransfer | Information Technology - Cloud, Data Centres & Hosting |
| 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 |
| Wolters Kluwer | Information Providers |
| Woolmark | Associations, Accreditations & Testing |
| Workspace | Real Estate - General |
| Worldpay | Financial - Credit Cards & Payment Solutions |
| Wunderman | Marketing Services |
| Xchanging | Support Services - General |
| Xerox | Technology - Hardware & Equipment |
| Yahoo Advertising | Advertising Solutions |
| Yale | Support Services - Security, Safety & Fire Protection |
| Yell | Advertising Solutions |
| Yodel | Courier, Delivery & Postal Services |
| YouGov | Market Research & Intelligence |
| Zimmer | Pharmaceuticals & Medical Equipment |
| Zopa | Financial - Crowdfunding & Peer-to-Peer Lending |
| Zurich | Insurance, Pensions & Risk Management |