

Top 20 Consumer Superbrands

BRAND		CATEGORY
British Airways	1	Travel - Airlines
Rolex	2	Watches
Coca-Cola	3	Drinks - Non-Alcoholic - Carbonated Soft Drinks
BBC	4	Media - TV Stations
Heinz	5	Food - Tins, Cans and Packets
Microsoft	6	Technology - General
Google	7	Information & Search
Gillette	8	Toiletries - Men's Grooming
Kellogg's	9	Food - Cereals & Breakfast Foods
BMW	10	Automotive - Vehicle Manufacturer
Cadbury	11	Food - Confectionery & Snacks
Andrex	12	Household - Kitchen Rolls, Toilet Roll and Tissues
Amazon.co.uk	13	Retail - Entertainment & Gifts
Apple	14	Technology - General
Boots	15	Retail - Chemists, Wellbeing and Opticians
Nike	16	Sportswear & Equipment
Sony	17	Technology - General
Marks & Spencer	18	Retail - Department Stores & General Retailers
Shell	19	Oil & Gas
Mercedes-Benz	20	Automotive - Vehicle Manufacturer

Category Winners

BRAND	CATEGORY
Cancer Research UK	Associations & Charities
AA	Automotive - General
Michelin	Automotive - Products
BMW	Automotive - Vehicle Manufacturer
Mamas & Papas	Child Products - Buggies, Seats and Cots
Pampers	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
Prudential	Financial - Insurance
Hovis	Food - Bakery
Kellogg's	Food - Cereals & Breakfast Foods
Cow & Gate	Food - Children's Food
Cadbury	Food - Confectionery & Snacks
Philadelphia	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
Hellmann's	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
Whiskas	Household - Pet Products
Google	Information & Search
Alton Towers	Leisure & Entertainment - Destinations
The National Lottery	Leisure & Entertainment - Gambling
Manchester United	Leisure & Entertainment - Sport & Fitness
The Times	Media - Newspapers
Classic FM	Media - Radio
BBC	Media - TV Stations
Shell	Oil & Gas
Durex	Pharmaceutical
Penguin	Publishing Houses
Starbucks	Restaurants & Coffee Shops
Boots	Retail - Chemists, Wellbeing and Opticians
Mothercare	Retail - Children Products
Next	Retail - Clothing & Accessories
Halfords	Retail - Cycling, Outdoor & Leisure
Marks & Spencer	Retail - Department Stores & General Retailers
B&Q	Retail - Diy, Gardens & Homes
PC World	Retail - Electronics
Amazon.co.uk	Retail - Entertainment & Gifts
Clarks	Retail - Footwear
Sainsbury's	Retail - Grocery
Mappin & Webb	Retail - Jewellers
eBay	Retail - Marketplaces, Tickets & Exchanges
Post Office	Services - General
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
Imperial Leather	Toiletries - Soaps, Bathing & Deodorants
Thomas Cook	Travel - Agents & Tour Operators
British Airways	Travel - Airlines
Heathrow	Travel - Airports
Virgin Trains	Travel - Bus & Rail Operators
P&O Cruises	Travel - Cruises & Ferries
Hilton Hotels & Resorts	Travel - Hotels & Resorts
British Gas	Utilities
Rolex	Watches

Qualifying Business Superbrands (A-Z)

BRAND	CATEGORY
7-Up	Drinks - Non-Alcoholic - Carbonated Soft Drinks
AA	Automotive - General
Acer	Technology - General
Actimel	Drinks - Non-Alcoholic - Soft Drinks General
Activia	Food - Dairy Products
adidas	Sportswear & Equipment
After Eight	Food - Confectionery & Snacks
Air Wick	Household - Cleaning Products
Aldi	Retail - Grocery
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
Andrews	Pharmaceutical
Andrex	Household - Kitchen Rolls, Toilet Roll and Tissues
Ann Summers	Retail - Clothing & Accessories
Apple	Technology - General
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 - Grocery
Audi	Automotive - Vehicle Manufacturer
Aunt Bessie's	Food - General
Austin Reed	Retail - Clothing & Accessories
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
Bassett's	Food - Confectionery & Snacks
Batchelors	Food - Tins, Cans and Packets
Baxters	Food - Tins, Cans and Packets
BBC	Media - TV Stations
Beechams	Pharmaceutical

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BRAND	CATEGORY
Ben & Jerry's	Food - Desserts & Ice Cream
Benadryl	Pharmaceutical
Benecol	Food - Dairy Products
Benylin	Pharmaceutical
Berghaus	Sportswear & Equipment
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
BlackBerry	Technology - General
Blackpool Pleasure Beach	Leisure & Entertainment - Destinations
Bloomsbury	Publishing Houses
BMW	Automotive - Vehicle Manufacturer
Bob Martin	Household - Pet Products
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	Associations & Charities
British Red Cross	Associations & Charities
Britvic	Drinks - Non-Alcoholic - Soft Drinks General
Brylcreem	Toiletries - Haircare
BT	Telecommunications & Broadband
Budweiser	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	Associations & Charities
Canesten	Pharmaceutical
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

BRAND	CATEGORY
Castrol	Oil & Gas
Cathedral City	Food - Dairy Products
Center Parcs	Travel - Hotels & Resorts
Cesar	Household - Pet Products
Channel 4	Media - TV Stations
Charmin	Household - Kitchen Rolls, Toilet Roll and Tissues
Chelsea FC	Leisure & Entertainment - Sport & Fitness
Chessington World of Adventures	Leisure & Entertainment - Destinations
Churchill	Financial - Insurance
Cif	Household - Cleaning Products
Cineworld	Leisure & Entertainment - Destinations
Clairol	Toiletries - Haircare
Clarks	Retail - Footwear
Classic FM	Media - Radio
Clearasil	Toiletries - Skincare
Clover	Food - Dairy Products
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
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
Cushelle	Household - Kitchen Rolls, Toilet Roll and Tissues
Daddies	Food - Sauces, Spreads and Condiments
Daily Mail	Media - Newspapers
Dairy Crest	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
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
DFS	Retail - Diy, Gardens & Homes
Direct Line	Financial - Insurance
Discovery	Media - TV Stations
Disney	Child Products - Toys and Education

BRAND	CATEGORY
Disney Channel	Media - TV Stations
Dixons	Retail - Electronics
Dolmio	Food - Sauces, Spreads and Condiments
Domestos	Household - Cleaning Products
Domino's Pizza	Restaurants & Coffee Shops
Doritos	Food - Confectionery & Snacks
Dorothy Perkins	Retail - Clothing & Accessories
Dove	Toiletries - Skincare
Dr Pepper	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Dr. Oetker	Food - General
Drambuie	Drinks - Alcoholic - Spirits
Dulux	Household - General
Dunlop	Automotive - Products
Duracell	Household - General
Durex	Pharmaceutical
DynoRod	Services - General
Dyson	Household - Appliances
E.ON	Utilities
E45	Toiletries - Skincare
easyJet	Travel - Airlines
eBay	Retail - Marketplaces, Tickets & Exchanges
Echo Falls	Drinks - Alcoholic - Wine
Eden Project	Leisure & Entertainment - Destinations
EDF Energy	Utilities
EDF Energy London Eye	Leisure & Entertainment - Destinations
eHarmony	Social Networking & Dating
Elastoplast	Pharmaceutical
Electrolux	Household - Appliances
Elvive	Toiletries - Haircare
Energizer	Household - General
Esso	Oil & Gas
Europcar	Automotive - General
Eurostar	Travel - Bus & Rail Operators
Eurotunnel	Travel - Bus & Rail Operators
Evian	Drinks - Non-Alcoholic - Water
Expedia	Travel - Agents & Tour Operators
Faber & Faber	Publishing Houses
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
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

BRAND	CATEGORY
Foster's	Drinks - Alcoholic - Beer, Ale and Cider
Fox's Biscuits	Food - Confectionery & Snacks
Freeview	Media - TV Stations
French Connection	Retail - Clothing & Accessories
Fujifilm	Technology - General
Galaxy	Food - Confectionery & Snacks
Gallo Family	Drinks - Alcoholic - Wine
Gap	Retail - Clothing & Accessories
Garnier	Toiletries - Skincare
Gatwick Airport	Travel - Airports
Gaviscon	Pharmaceutical
George Foreman	Household - Appliances
Gillette	Toiletries - Men's Grooming
Glade	Household - Cleaning Products
Glenfiddich	Drinks - Alcoholic - Spirits
Go-Cat	Household - Pet Products
Gocompare.com	Information & Search
Goodyear	Automotive - General
Google	Information & Search
Gordon's	Drinks - Alcoholic - Spirits
Great Ormond Street Hospital	Associations & Charities
Green & Black's	Food - Confectionery & Snacks
Green Giant	Food - General
Gregg's	Restaurants & Coffee Shops
Grosch	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
Hamleys	Retail - Children Products
Hard Rock Cafe	Restaurants & Coffee Shops
Hardys	Drinks - Alcoholic - Wine
Haribo	Food - Confectionery & Snacks
HarperCollins	Publishing Houses
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	Associations & 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

BRAND	CATEGORY
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
HTC	Technology - General
Iams	Household - Pet Products
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
Interflora	Services - General
IRN-BRU	Drinks - Non-Alcoholic - Carbonated Soft Drinks
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
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	Toiletries - Skincare
Jordans	Food - Cereals & Breakfast Foods
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
Kit Kat	Food - Confectionery & Snacks
Kitekat	Household - Pet Products
Kleenex	Household - Kitchen Rolls, Toilet Roll and Tissues
Knorr	Food - Tins, Cans and Packets
KP	Food - Confectionery & Snacks
Kronenbourg 1664	Drinks - Alcoholic - Beer, Ale and Cider
Kwik-Fit	Automotive - General
LA Fitness	Leisure & Entertainment - Sport & Fitness
Ladbrokes	Leisure & Entertainment - Gambling
Ladybird	Child Products - Toys and Education

BRAND	CATEGORY
Lakeland	Retail - DIY, Gardens & Homes
Land Rover	Automotive - Vehicle Manufacturer
Lastminute.com	Travel - Agents & Tour Operators
Laura Ashley	Retail - Clothing & Accessories
Lea & Perrins	Food - Sauces, Spreads and Condiments
Lego	Child Products - Toys and Education
Legoland	Leisure & Entertainment - Destinations
Lemsip	Pharmaceutical
Lenor	Household - Cleaning Products
LG	Technology - General
Lil-Lets	Toiletries - Feminine Hygiene
Linda McCartney	Food - Fresh & Frozen Meats / Meat Substitutes
Lindeman's	Drinks - Alcoholic - Wine
Lindt	Food - Confectionery & Snacks
Listerine	Toiletries - Oral Care
Liverpool FC	Leisure & Entertainment - Sport & Fitness
Lloyds Bank	Financial - Banks and Building Societies
Lloyds Pharmacy	Retail - Chemists, Wellbeing and Opticians
London Stansted Airport	Travel - Airports
Longleat	Leisure & Entertainment - Destinations
Lucozade	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Lurpak	Food - Dairy Products
LV=	Financial - Insurance
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	Associations & Charities
Madame Tussauds	Leisure & Entertainment - Destinations
Magners Irish Cider	Drinks - Alcoholic - Beer, Ale and Cider
Magnet	Retail - DIY, Gardens & Homes
Magnum	Food - Desserts & Ice Cream
Malibu	Drinks - Alcoholic - Spirits
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
Mappin & Webb	Retail - Jewellers
Marie Curie Cancer Care	Associations & 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
Match.com	Social Networking & Dating
McCain	Food - General
McCoy's	Food - Confectionery & Snacks
McDonald's	Restaurants & Coffee Shops
McVitie's	Food - Confectionery & Snacks
Mecca Bingo	Leisure & Entertainment - Gambling

BRAND	CATEGORY
Meccano	Child Products - Toys and Education
Mercedes-Benz	Automotive - Vehicle Manufacturer
Michelin	Automotive - Products
Microsoft	Technology - General
Miele	Household - Appliances
Mini	Automotive - Vehicle Manufacturer
Mini Babybel	Food- Dairy Products
Miracle-Gro	Household - Garden Products
Miss Selfridge	Retail - Clothing & Accessories
Moneysupermarket.com	Information & Search
Monsoon	Retail - Clothing & Accessories
Moonpig.com	Retail - Entertainment & Gifts
Morphy Richards	Household - Appliances
Morrisons	Retail - Grocery
Mothercare	Retail - Children Products
Motorola	Technology - General
Mr Kipling	Food - Bakery
Mr Muscle	Household - Cleaning Products
Mr Sheen	Household - Cleaning Products
MSN	Information & Search
MTV	Media - TV Stations
Müller	Food- Dairy Products
Nando's	Restaurants & Coffee Shops
National Express	Travel - Bus & Rail Operators
Nationwide	Financial - Banks and Building Societies
NatWest	Financial - Banks and Building Societies
Nescafé	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Nesquik	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Neutrogena	Toiletries - Skincare
New Look	Retail - Clothing & Accessories
Newcastle Brown Ale	Drinks - Alcoholic - Beer, Ale and Cider
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
npower	Utilities
NSPCC	Associations & 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 Spice	Toiletries - Soaps, Bathing & Deodorants

BRAND	CATEGORY
Olympus	Technology - General
Omega	Watches
Onken	Food- Dairy Products
Optrex	Pharmaceutical
Oral-B	Toiletries - Oral Care
Oxfam	Associations & Charities
Oxford University Press	Publishing Houses
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
Penguin	Publishing Houses
Pentax	Technology - General
Pepsi	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Perrier	Drinks - Non-Alcoholic - Water
Persil	Household - Cleaning Products
Petit Filous	Food- Dairy Products
PG Tips	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Philadelphia	Food- Dairy Products
Philip AVENT	Child Products - General
Philips	Technology - General
Pickfords	Services - General
Pilgrims Choice	Food- Dairy Products
Pimm's	Drinks - Alcoholic - Spirits
Pirelli	Automotive - Products
Pizza Hut	Restaurants & Coffee Shops
PizzaExpress	Restaurants & Coffee Shops
Play-Doh	Child Products - Toys and Education
Playmobil	Child Products - Toys and Education
Playskool	Child Products - Toys and Education
PlayStation	Technology - General
Pledge	Household - Cleaning Products
Post Office	Services - General
Pot Noodle	Food - General
Premier Inn	Travel - Hotels & Resorts
Prestige	Household - Appliances
Pret A Manger	Restaurants & Coffee Shops
Primark	Retail - Clothing & Accessories
Pringles	Food - Confectionery & Snacks
Prudential	Financial - Insurance
Puma	Sportswear & Equipment
Purina	Household - Pet Products
Pyrex	Household - General

BRAND	CATEGORY
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
Remington	Household - Appliances
Renault	Automotive - Vehicle Manufacturer
Rennie	Pharmaceutical
Ribena	Drinks - Non-Alcoholic - Soft Drinks General
Right Guard	Toiletries - Soaps, Bathing & Deodorants
Rightmove.com	Information & Search
River Island	Retail - Clothing & Accessories
RNLI	Associations & 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	Associations & Charities
Royal Caribbean International	Travel - Cruises & Ferries
Royal Doulton	Household - General
Royal Worcester	Household - General
RSPCA	Associations & Charities
Russell & Bromley	Retail - Footwear
Russell Hobbs	Household - Appliances
Ryvita	Food - Bakery
Saga	Financial - Insurance
Sainsbury's	Retail - Grocery
Samsung	Technology - General
Sanatogen	Pharmaceutical
Sandals Resorts	Travel - Hotels & Resorts
Sanex	Toiletries - Soaps, Bathing & Deodorants
Santander	Financial - Banks and Building Societies
Sarson's	Food - Sauces, Spreads and Condiments
Save the Children	Associations & Charities
Savlon	Pharmaceutical
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
Seiko	Watches
Sekonda	Watches
Selfridges	Retail - Department Stores & General Retailers
Sensodyne	Toiletries - Oral Care
Seriously Strong	Food- Dairy Products

BRAND	CATEGORY
Seven Seas	Pharmaceutical
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
SportsDirect.com	Retail - Cycling, Outdoor & Leisure
Sprite	Drinks - Non-Alcoholic - Carbonated Soft Drinks
St John Ambulance	Associations & 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
Subway	Restaurants & Coffee Shops
Sudafed	Pharmaceutical
Sudocrem	Pharmaceutical
Sugar Puffs	Food - Cereals & Breakfast Foods
Superdrug	Retail - Chemists, Wellbeing and Opticians
Superdry	Retail - Clothing & Accessories
Sure	Toiletries - Soaps, Bathing & Deodorants
Surf	Household - Cleaning Products
TAG Heuer	Watches
Tampax	Toiletries - Feminine Hygiene
Tango	Drinks - Non-Alcoholic - Carbonated Soft Drinks
Tate & Lyle Cane Sugar	Food - Sauces, Spreads and Condiments
Taylor Wimpey	House Builders
TCP	Pharmaceutical
Ted Baker	Retail - Clothing & Accessories
Tefal	Household - Appliances
Tesco	Retail - Grocery
Tetley	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Texaco	Oil & Gas
The Body Shop	Retail - Chemists, Wellbeing and Opticians
The Carphone Warehouse	Retail - Electronics

BRAND

CATEGORY

BRAND	CATEGORY
The Co-operative	Retail - Grocery
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 National Trust	Associations & Charities
The North Face	Sportswear & Equipment
The Observer	Media - Newspapers
The Salvation Army	Associations & Charities
The Sun	Media - Newspapers
The Times	Media - Newspapers
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
TK Maxx	Retail - Clothing & Accessories
Toblerone	Food - Confectionery & Snacks
Tommee Tippee	Child Products - General
TomTom	Automotive - Products
Tomy	Child Products - Toys and Education
TONI&GUY	Services - General
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
TRESemmé	Toiletries - Haircare
Tropicana	Drinks - Non-Alcoholic - Soft Drinks General
Turtle Wax	Automotive - Products
Twinings	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
Twitter	Social Networking & Dating
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

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BRAND	CATEGORY
Visa	Financial - General
VO5	Toiletries - Haircare
Vodafone	Telecommunications & Broadband
Volkswagen	Automotive - Vehicle Manufacturer
Volvic	Drinks - Non-Alcoholic - Water
Volvo	Automotive - Vehicle Manufacturer
VTech	Child Products - Toys and Education
Waitrose	Retail - Grocery
Walkers	Food - Confectionery & Snacks
Wall's	Food - Fresh & Frozen Meats / Meat Substitutes
Wall's Ice Cream	Food - Desserts & Ice Cream
Warburtons	Food - Bakery
Warwick Castle	Leisure & Entertainment - Destinations
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
Wella	Toiletries - Haircare
Whirlpool	Household - Appliances
Whiskas	Household - Pet Products
Whittard of Chelsea	Drinks - Non-Alcoholic - Coffee, Tea & Hot Drinks
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
Wrigley's	Food - Confectionery & Snacks
Xbox	Technology - General
Yahoo!	Information & Search
Yakult	Drinks - Non-Alcoholic - Dairy Drinks, Milk and Cream
Yellow Pages	Information & Search
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
ZSL London Zoo	Leisure & Entertainment - Destinations
Zurich	Financial - Insurance