

Siemens is confirmed as a UK Business Superbrand for 2011

The new 2011 Business Superbrand list, published today, confirms Siemens as the UK's number one Industrial Engineering brand for the second year in a row.

The announcement today acknowledges Siemens as one of the UK's leading business to business (B2B) brands. The ranking follows a robust research process administered independently by The Centre for Brand Analysis, which analysed the views of an Expert Council and 2,000 UK business professionals.

Of the thousands of brands initially considered, only the top 500 are deemed to be Business Superbrands. Industrial Engineering category leader Siemens, was placed 29th overall, improving one place from last year, in the prestigious annual listing, which is now in its ninth year.

Stephen Cheliotis, Chairman of the Expert Council & CEO, The Centre for Brand Analysis, said: "Congratulations to Siemens on again confirming its Business Superbrands status. This shows the strength and potency of the Siemens brand in the UK."

"As we enter another difficult year, the resilience of a business can be boosted by its reputation, helping to stimulate demand and loyalty versus weaker-branded rivals. Siemens and its employees can be extremely proud to be recognised amongst the UK's leading B2B brands. The achievement reflects the views of

experts and professionals who deemed the brand to represent quality, reliability and distinction,” added Cheliotis.

Rolls-Royce Group was the number one brand overall, up from second last year, whilst BlackBerry also moves up one position from last year to take second place. Completing the top three is software giant Microsoft, which fell from the number one spot. Eight of the top ten remain the same as in 2010, proving the buoyancy a strong brand provides.

Andreas J. Goss, Chief Executive of Siemens in the UK, is very pleased with the company’s success: “To be recognised nationally as a Business Superbrand is a powerful testimony to the pioneering strength of our company and the dedication of our 16,000 employees throughout the UK.”

- ENDS -

Categories and Category leaders represented in the top 500

Category	Number of brands	Category Leader	Leader's Rank
TECHNOLOGY - HARDWARE & EQUIPMENT	27	APPLE	5
SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS	22	THE LAW SOCIETY	77
INDUSTRIAL ENGINEERING – GENERAL	20	SIEMENS	29
SUPPORT SERVICES – GENERAL	20	RAC	100
CONSTRUCTION & MATERIALS	16	PILKINGTON	43
RETAILERS - OFFICE EQUIPMENT & SUPPLIES	16	STAPLES	98
SUPPORT SERVICES - INFORMATION PROVIDERS	16	BLOOMBERG	63
EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT	15	LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	23
FINANCIAL - BANKS	15	DEUTSCHE BANK	80
MEDIA - TRADE PUBLICATIONS	15	THE GROCER	148
PHARMACEUTICALS &	15	GLAXOSMITHKLINE	8

BIOTECH			
SUPPORT SERVICES - CONSULTANCIES	15	IBM GLOBAL SERVICES	107
TRAVEL & LEISURE - BUSINESS HOTELS	15	HILTON	39
AEROSPACE & DEFENCE	14	ROLLS-ROYCE	1
CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT	12	BOSCH	10
INSURANCE & RISK MANAGEMENT	12	LLOYD'S OF LONDON	37
SOFTWARE & COMPUTER SERVICES	12	MICROSOFT	3
SUPPORT SERVICES - RECRUITMENT	12	REED	145
SUPPORT SERVICES - LEGAL	11	CLIFFORD CHANCE	184
UTILITIES	11	EDF ENERGY	136

Industrial Engineering/ general official results:

2011 Official RANK	BRAND
29	SIEMENS
40	CATERPILLAR
68	GE
72	3M
108	TETRA PAK
111	MASSEY FERGUSON
132	HONEYWELL
180	GKN
183	MITSUBISHI ELECTRICS
254	PHILIPS MEDICAL SYSTEMS
295	SMITHS
296	INVENSYS
303	JCB
310	THYSSENKRUPP
380	ALSTOM
420	ABB
445	SKF
452	VENT-AXIA
475	REXAM
490	SMURFIT KAPPA
509	HOWDEN
538	WEIR
572	TOMKINS
591	ST IVES
617	MACGREGOR

Notes to editors:

About Siemens in the UK

Siemens was established in the United Kingdom 168 years ago and now employs around 16,000 people in the UK. Last year's revenues were £4.1 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

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Business Superbrands Selection Process – Summary

The UK's Business Superbrands are chosen by a panel of Experts and 2,000 individual business professionals from across the UK. Brands do not apply or pay to be considered. The business professionals' vote is the culmination of an independent selection process, which considers thousands of brands from over 50 sectors.

Business Superbrands Selection Process – Detail

The entire selection process is administered by The Centre for Brand Analysis (TCBA). The key stages of the selection process are as follows:

- TCBA researchers compile a list of the UK's leading business to business brands, drawing on a wide range of sources from sector reports to blogs. From the thousands of brands initially considered, a list of just over 1,100 brands was created.
- These brands are scored by the independent and voluntary Expert Council, which is assembled and chaired by TCBA's chief executive. Bearing in mind the given definition of a Business Superbrand (see below), the council members individually award each brand a rating from 1-10. Council members are not allowed to score brands with which they have a direct association or are in competition to. The lowest-scoring brands (approximately 40 per cent) are eliminated at this stage.
- The remaining brands are voted on by 2,000 individual business professionals – defined as those who have either purchasing or managerial responsibilities. These individuals are accessed via a YouGov panel.
- Taking the views of the experts and the business professionals into equal account, a combined score is produced for each brand. This score determines its position in the

official league table; only the top 500 brands in that table are deemed to be Business Superbrands.

Business Superbrands Definition

When voting on the brands, both the Expert Council and the business professionals consider the following definition of a Business Superbrand: 'A Business Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.' In addition, experts and professionals are asked to judge the brands against the following three factors:

- Quality. Does the brand represent quality products and services?
- Reliability. Can the brand be trusted to deliver consistently against its promises and maintain product and service standards at all customer touch points?
- Distinction. Is the brand not only well known in its sector but suitably differentiated from its competitors? Does it have a personality and values that make it unique within its market place?

Business Superbrands Expert Council 2011

Andrew Pinkess. Director of Strategy & Insight, LBi Int AB

Ardi Kolah. CEO, Guru in a Bottle

Chris Cowpe. Partner, The Caffeine Partnership

Chris Wilson. Managing Director, Earnest

Clamor Gieske. Manager, Vivaldi Partners

Clive Mishon. Chairman, Pulse Group & Institute of Promotional Marketing

Damon Segal. Founder & Managing Director, Emotio Design Group

Darrell Kofkin. CEO, Global Marketing Network

David Willan. Chairman, Circle Research

Elizabeth Renski. Editor-in-Chief, CEO Today

Gareth Richards. CEO, Ogilvy Primary Contact

Jaakko Alanko. Chairman, McCann Enterprise

James Ashton. City Editor, The Sunday Times

Joanna Higgins. Consultant Editor & Writer, CBSi

Matthew Stibbe. Writer-in-Chief, Articulate Marketing

Pamela Fieldhouse. Managing Director, International Corporate Communications, FD

Paul Edwards. Chairman, TNS-Research International UK

Richard Bush. Founder & CEO, Base One

Richard Glasson. Former Chief Executive, GyroHSR

Russell Place. Chief Strategy Officer, UM

Ruth Mortimer. Marketing Week

Shane Redding. Managing Director, Think Direct

Simon Wylie. Co-Founder, Xtreme Information

Steve Dyer. Managing Director, Clockwork

Steve Kemish. Director, Cyance

Vikki Mitchell. Director, BPRI Group