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THE CENTRE FOR BRAND ANALYSIS

#### **Top 20 Business Superbrands**

AppleITechnology - Hardware & EquipmentBritish Airways2Travel & Leisure - AirlinesGoogle3Advertising SolutionsVisa4Financial - Credit Cards & Payment SolutionsVirgin Atlantic5Travel & Leisure - AirlinesIBM6Software & Computer ServicesShell7Oil & GasMicrosoft8Software & Computer ServicesLondon Stock Exchange Group9Financial - Credit Cards & Payment SolutionsBP11Oil & GasBP11Oil & GasBP11Oil & GasBT12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal ServicesBryPel18Financial - Credit Card & Payment Solutions	BRAND		CATEGORY	
Google3Advertising SolutionsVisa4Financial - Credit Cards & Payment SolutionsVirgin Atlantic5Travel & Leisure - AirlinesIBM6Software & Computer ServicesShell7Oil & GasMicrosoft8Software & Computer ServicesLondon Stock Exchange Group9Financial - Exchanges & MarketsMastercard10Financial - Credit Cards & Payment SolutionsBP11Oil & GasBP11Oil & GasBT12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	Apple	I	Technology - Hardware & Equipment	
Visa4Financial - Credit Cards & Payment SolutionsVirgin Atlantic5Travel & Leisure - AirlinesIBM6Software & Computer ServicesShell7Oil & GasMicrosoft8Software & Computer ServicesLondon Stock Exchange Group9Financial - Exchanges & MarketsMastercard10Financial - Credit Cards & Payment SolutionsBP11Oil & GasBP12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	British Airways	2	Travel & Leisure - Airlines	
Virgin Atlantic5Travel & Leisure - AirlinesIBM6Software & Computer ServicesShell7Oil & GasMicrosoft8Software & Computer ServicesLondon Stock Exchange Group9Financial - Exchanges & MarketsMastercard10Financial - Credit Cards & Payment SolutionsBP11Oil & GasBT12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	Google	3	Advertising Solutions	
IBM6Software & Computer ServicesShell7Oil & GasMicrosoft8Software & Computer ServicesLondon Stock Exchange Group9Financial - Exchanges & MarketsMastercard10Financial - Credit Cards & Payment SolutionsBP11Oil & GasBP12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	Visa	4	Financial - Credit Cards & Payment Solutions	
Shell7Oil & GasMicrosoft8Software & Computer ServicesLondon Stock Exchange Group9Financial - Exchanges & MarketsMastercard10Financial - Credit Cards & Payment SolutionsBP11Oil & GasBT12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	Virgin Atlantic	5	Travel & Leisure - Airlines	
Microsoft8Software & Computer ServicesLondon Stock Exchange Group9Financial - Exchanges & MarketsMastercard10Financial - Credit Cards & Payment SolutionsBP11Oil & GasBT12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	IBM	6	Software & Computer Services	
London Stock Exchange Group9Financial - Exchanges & MarketsMastercard10Financial - Credit Cards & Payment SolutionsBP11Oil & GasBT12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	Shell	7	Oil & Gas	
Mastercard10Financial - Credit Cards & Payment SolutionsBP11Oil & GasBT12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	Microsoft	8	Software & Computer Services	
BPI IOil & GasBTI 2Telecommunications & BroadbandBoschI 3Construction Tools & EquipmentSamsungI 4Technology - Hardware & EquipmentFedExI 5Courier, Delivery & Postal ServicesRolls-Royce GroupI 6Aerospace & DefenceRoyal MailI 7Courier, Delivery & Postal Services	London Stock Exchange Group	9	Financial - Exchanges & Markets	
BT12Telecommunications & BroadbandBosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	Mastercard	10	Financial - Credit Cards & Payment Solutions	
Bosch13Construction Tools & EquipmentSamsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	BP	11	Oil & Gas	
Samsung14Technology - Hardware & EquipmentFedEx15Courier, Delivery & Postal ServicesRolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	BT	12	Telecommunications & Broadband	
FedExI 5Courier, Delivery & Postal ServicesRolls-Royce GroupI 6Aerospace & DefenceRoyal MailI 7Courier, Delivery & Postal Services	Bosch	13	Construction Tools & Equipment	
Rolls-Royce Group16Aerospace & DefenceRoyal Mail17Courier, Delivery & Postal Services	Samsung	14	Technology - Hardware & Equipment	
Royal Mail 17 Courier, Delivery & Postal Services	FedEx	15	Courier, Delivery & Postal Services	
	Rolls-Royce Group	16	Aerospace & Defence	
PayPal 18 Financial Cradit Cards & Payment Solutions	Royal Mail	17	Courier, Delivery & Postal Services	
Taylar To Thancial - Credit Cards & Taylient Solutions	PayPal	18	Financial - Credit Cards & Payment Solutions	
GlaxoSmithKline 19 Pharmaceuticals	GlaxoSmithKline	19	Pharmaceuticals	
DHL 20 Courier, Delivery & Postal Services	DHL	20	Courier, Delivery & Postal Services	

#### **Category Winners**

BRAND	CATEGORY
Google	Advertising Solutions
Rolls-Royce Group	Aerospace & Defence
Wickes	Builders' Merchants & Plant Hire
BASF	Chemicals
The NEC Birmingham	Conference Centres
Tarmac	Construction Materials
Balfour Beatty	Construction Services
Bosch	Construction Tools & Equipment
Compass Group	Contract Catering
FedEx	Courier, Delivery & Postal Services
London School of Economics and Political Science	Executive Education, Training & Development
Barclays	Financial - Business & Corporate Banking
Visa	Financial - Credit Cards & Payment Solutions
London Stock Exchange Group	Financial - Exchanges & Markets
Siemens	Industrial Engineering - General
Aviva	Insurance & Risk Management
HSBC	Investment Banks
Ipsos MORI	Market Research
Saatchi & Saatchi	Marketing Services
Rio Tinto	Mining
Staples	Office Equipment & Supplies
Shell	Oil & Gas
GlaxoSmithKline	Pharmaceuticals

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BRAND	CATEGORY
Tetra Pak	Print, Paper & Packaging
Savills	Real Estate - Commercial Agents / Advisors
Canary Wharf Group	Real Estate - General
IBM	Software & Computer Services
Eddie Stobart	Supply Chain, Distribution & Freight Services
Ernst & Young	Support Services - Accountancy & Business Services
The Law Society	Support Services - Associations & Accreditations
Rentokil	Support Services - General
FTSE	Support Services - Information Providers
Clifford Chance	Support Services - Legal
Accenture	Support Services - Management & HR Consultancies
Reed	Support Services - Recruitment
Chubb	Support Services - Security & Fire Protection
Biffa	Support Services - Waste Management & Recycling
Apple	Technology - Hardware & Equipment
ВТ	Telecommunications & Broadband
Virgin Trains	Train & Bus Operators
British Airways	Travel & Leisure - Airlines
Hilton	Travel & Leisure - Business Hotels
EDF Energy	Utilities

#### Qualifying Business Superbrands (A-Z)

BRAND	CATEGORY
3663	Supply Chain, Distribution & Freight Services
3M	Industrial Engineering - General
A.T. Kearney	Support Services - Management & HR Consultancies
ABB	Industrial Engineering - General
ABTA	Support Services - Associations & Accreditations
ACAS (Advisory, Conciliation & Arbitration Service)	Support Services - Associations & Accreditations
ACCA (Association of Chartered Certified Accountants)	Support Services - Associations & Accreditations
Accenture	Support Services - Management & HR Consultancies
Acer	Technology - Hardware & Equipment
Addison Lee	Support Services - General
Adecco	Support Services - Recruitment
Adobe	Software & Computer Services
ADT	Support Services - Security & Fire Protection
Aegon	Insurance & Risk Management
Aggregate Industries	Construction Materials
AgustaWestland	Aerospace & Defence
AIM	Financial - Exchanges & Markets
Airbus	Aerospace & Defence
AkzoNobel	Chemicals
Alcatel-Lucent	Telecommunications & Broadband
Allen & Overy	Support Services - Legal
Allianz Insurance	Insurance & Risk Management
Alstom	Industrial Engineering - General
AMD	Technology - Hardware & Equipment
Amec	Support Services - General
American Express	Financial - Credit Cards & Payment Solutions

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BRAND	CATEGORY	_
Amey	Construction Services	
AMV BBDO	Marketing Services	
Anglo American	Mining	
Aon	Insurance & Risk Management	
Apple	Technology - Hardware & Equipment	
ARM Holdings	Technology - Hardware & Equipment	
Arriva	Train & Bus Operators	
Arup	Construction Services	
Associated British Ports	Supply Chain, Distribution & Freight Services	
AstraZeneca	Pharmaceuticals	
Atkins	Construction Services	
Autodesk	Software & Computer Services	
Autonomy	Software & Computer Services	
Avery	Print, Paper & Packaging	
Aviva	Insurance & Risk Management	
AXA	Insurance & Risk Management	
AXA PPP Healthcare	Insurance & Risk Management	
BAE Systems	Aerospace & Defence	
Bain & Company	Support Services - Management & HR Consultancies	
Baker Tilly	Support Services - Accountancy & Business Services	
Balfour Beatty	Construction Services	
, Bank of America Merrill Lynch	Investment Banks	
, Bank of Scotland	Financial - Business & Corporate Banking	
Barclaycard	Financial - Credit Cards & Payment Solutions	
Barclays	Financial - Business & Corporate Banking	
BASF	Chemicals	
Basildon Bond	Print, Paper & Packaging	
Baxi	Industrial Engineering - General	
Bayer	Pharmaceuticals	
BBH	Marketing Services	
BDO	Support Services - Accountancy & Business Services	
Best Western	Travel & Leisure - Business Hotels	
BG Group	Oil & Gas	
BHP Billiton	Mining	
Biffa	Support Services - Waste Management & Recycling	
Big Yellow (Group)	Support Services - General	
Black & Decker	Construction Tools & Equipment	
BlackBerry	Technology - Hardware & Equipment	
Bloomberg	Support Services - Information Providers	
Blue Arrow		
	Support Services - Recruitment Support Services - Associations & Accreditations	
BMA (British Medical Association) BNP Paribas		
	Investment Banks	
BNP Paribas Real Estate	Real Estate - Commercial Agents / Advisors	
BOC Gases	Oil & Gas	
Boeing	Aerospace & Defence	
Bombardier	Aerospace & Defence	
Booz & Company	Support Services - Management & HR Consultancies	
Bosch	Construction Tools & Equipment	
Boston Consulting Group	Support Services - Management & HR Consultancies	
Bournemouth International Centre	Conference Centres	
BP	Oil & Gas	
Bristol-Myers Squibb	Pharmaceuticals	continu

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BRAND	CATEGORY
Britannia Hotels	Travel & Leisure - Business Hotels
British Airways	Travel & Leisure - Airlines
British Chambers of Commerce	Support Services - Associations & Accreditations
British Council	Support Services - Associations & Accreditations
British Dental Association	Support Services - Associations & Accreditations
British Gas Business	Utilities
British Gypsum	Construction Materials
British Land	Real Estate - General
British Retail Consortium	Support Services - Associations & Accreditations
Brook Street	Support Services - Recruitment
Brother	Technology - Hardware & Equipment
Brunswick	Marketing Services
BSI (British Standards Institution)	Support Services - Associations & Accreditations
BT	Telecommunications & Broadband
Bupa	Insurance & Risk Management
Calor	Oil & Gas
Cambridge Judge Business School	Executive Education, Training & Development
Cambridge Judge Busiliess School	Real Estate - General
Canary What Group	Technology - Hardware & Equipment
Capgemini	Software & Computer Services
Capita	Support Services - General
Carat	Marketing Services
Carillion	
Carter Jonas	Real Estate - Commercial Agents / Advisors
Casio	Technology - Hardware & Equipment
Cass Business School	Executive Education, Training & Development
Castrol	Oil & Gas
Caterpillar	Industrial Engineering - General
CB Richard Ellis	Real Estate - Commercial Agents / Advisors
CBI (Confederation of British Industry)	Support Services - Associations & Accreditations
CBS Outdoor	Advertising Solutions
Cemex	Construction Materials
Chartered Management Institute	Support Services - Associations & Accreditations
Chevron	Oil & Gas
Chubb	Insurance & Risk Management
Chubb	Support Services - Security & Fire Protection
CIMA (Chartered Institute of Management Accountants)	Support Services - Associations & Accreditations
CIPD (Chartered Institute of Personnel & Development)	Support Services - Associations & Accreditations
Cisco	Software & Computer Services
Citi	Investment Banks
City & Guilds	Executive Education, Training & Development
City Link	Courier, Delivery & Postal Services
Clear Channel	Advertising Solutions
Clifford Chance	Support Services - Legal
Clyde & Co	Support Services - Legal
CMS Cameron McKenna	Support Services - Legal
Compass Group	Contract Catering
Computacenter	Software & Computer Services
Conoco Phillips UK	Oil & Gas
Conqueror	Print, Paper & Packaging
Co-Operatives UK	Support Services - Associations & Accreditations

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BRAND	CATEGORY	
Cosworth	Industrial Engineering - General	
Cranfield School of Management	Executive Education, Training & Development	
Credit Suisse	Investment Banks	
Crown Trade Paints	Construction Tools & Equipment	
Crowne Plaza	Travel & Leisure - Business Hotels	
Cushman & Wakefield	Real Estate - Commercial Agents / Advisors	
D&B	Support Services - Information Providers	
De La Rue	Print, Paper & Packaging	
De Vere Venues	Travel & Leisure - Business Hotels	
Dell	Technology - Hardware & Equipment	
Deloitte	Support Services - Accountancy & Business Services	
Deutsche Bank	Investment Banks	
Dewalt	Construction Tools & Equipment	
DHL	Courier, Delivery & Postal Services	
Directline	Insurance & Risk Management	
Dow Chemicals	Chemicals	
DPD	Courier, Delivery & Postal Services	
Draper	Construction Tools & Equipment	
Dremel	Construction Tools & Equipment	
Drivers Jonas Deloitte	Real Estate - Commercial Agents / Advisors	
Dulux Trade	Construction Tools & Equipment	
DuPont	Chemicals	
Durham Business School	Executive Education, Training & Development	
E.ON UK	Utilities	
EADS	Aerospace & Defence	
East Coast	Train & Bus Operators	
easyJet	Travel & Leisure - Airlines	
eBay	Advertising Solutions	
Eddie Stobart	Supply Chain, Distribution & Freight Services	
EDF Energy	Utilities	
dinburgh International Conference Centre (EICC)	Conference Centres	
Eli Lilly	Pharmaceuticals	
EMC	Software & Computer Services	
Epson	Technology - Hardware & Equipment	
Equifax Ericsson	Support Services - Information Providers Telecommunications & Broadband	
Ericsson Ernst & Young	Support Services - Accountancy & Business Services	
Eurex	Financial - Exchanges & Markets	
Eurostar	Train & Bus Operators	
Eurosunel	Supply Chain, Distribution & Freight Services	
Eversheds	Support Services - Legal	
ExCeL London	Conference Centres	
Experian	Support Services - Information Providers	
Exxon Mobil	Oil & Gas	
Fairtrade Foundation	Support Services - Associations & Accreditations	
Federation of Small Businesses (FSB)	Support Services - Associations & Accreditations	
FedEx	Courier, Delivery & Postal Services	
First	Train & Bus Operators	
	Support Services - Security & Fire Protection	
First Security	,	
First Security Fish4jobs	Support Services - Recruitment	
First Security Fish4jobs Fitch Ratings	Support Services - Recruitment Support Services - Information Providers	



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BRAND	CATEGORY	
Freightliner	Supply Chain, Distribution & Freight Services	
Freshfields Bruckhaus Deringer	Support Services - Legal	
FTSE	Support Services - Information Providers	
Fujitsu Technology Solutions	Technology - Hardware & Equipment	
G4S	Support Services - Security & Fire Protection	
Gallup	Market Research	
Gartner	Market Research	
Gatwick Express	Train & Bus Operators	
GE	Industrial Engineering - General	
GfK NOP	Market Research	
GKN	Industrial Engineering - General	
GlaxoSmithKline	Pharmaceuticals	
Goldman Sachs	Investment Banks	
Google	Advertising Solutions	
Grant Thornton	Support Services - Accountancy & Business Services	
Grosvenor	Real Estate - General	
Hall & Partners	Market Research	
Hanson	Construction Materials	
Hapag-Lloyd	Supply Chain, Distribution & Freight Services	
Harris	Construction Tools & Equipment	
Hay Group	Support Services - Management & HR Consultancies	
Hays	Support Services - Recruitment	
, Heathrow Connect	Train & Bus Operators	
Heathrow Express	Train & Bus Operators	
Henley Business School	Executive Education, Training & Development	
, Hewden	Builders' Merchants & Plant Hire	
Hilti	Construction Tools & Equipment	
Hilton	Travel & Leisure - Business Hotels	
Hiscox	Insurance & Risk Management	
Hitachi	Technology - Hardware & Equipment	
Holiday Inn	Travel & Leisure - Business Hotels	
Honeywell	Industrial Engineering - General	
Howden	Industrial Engineering - General	
Howdens Joinery	Builders' Merchants & Plant Hire	
HP	Technology - Hardware & Equipment	
HSBC	Investment Banks	
HSS Hire	Builders' Merchants & Plant Hire	
ibis	Travel & Leisure - Business Hotels	
IBM	Software & Computer Services	
	•	
CAEW (The Institute of Chartered Accountants In England & Wales)	Support Services - Associations & Accreditations	
	Financial - Exchanges & Markets	
Imperial College Business School	Executive Education, Training & Development	
Infosys	Software & Computer Services	
Initial	Support Services - General	
Inmarsat	Telecommunications & Broadband	
Institute of Financial Accountants	Support Services - Associations & Accreditations	
Intel	Technology - Hardware & Equipment	
Interbrand	Marketing Services	
Interlink Express	Courier, Delivery & Postal Services	
Investors in People	Support Services - Associations & Accreditations	
loD (Institute of Directors)	Support Services - Associations & Accreditations	
Ipsos MORI	Market Research	contin

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BRAND	CATEGORY
Iron Mountain	Support Services - General
J.P. Morgan	Investment Banks
JC Decaux	Advertising Solutions
ЈСВ	Industrial Engineering - General
Jewson	Builders' Merchants & Plant Hire
lobserve	Support Services - Recruitment
obsite	Support Services - Recruitment
Johnson & Johnson	Pharmaceuticals
Johnson Matthey	Chemicals
Johnson Service Group	Support Services - General
Johnstone's Trade Paints	Construction Tools & Equipment
Jones Lang LaSalle	Real Estate - Commercial Agents / Advisors
Juniper Networks	Software & Computer Services
Jury's Inn	Travel & Leisure - Business Hotels
Kantar Media	Market Research
Kaplan	Executive Education, Training & Development
Kelly Services	Support Services - Recruitment
Kier Group	Construction Services
Kimberley-Clark Professional	Support Services - General
Kingspan Group	Construction Materials
Kitemark	Support Services - Associations & Accreditations
Knight Frank	Real Estate - Commercial Agents / Advisors
Komatsu UK	Industrial Engineering - General
Kompass	Support Services - Information Providers
Konica Minolta	
KPMG	Technology - Hardware & Equipment
	Support Services - Accountancy & Business Services
Kuehne + Nagel	Supply Chain, Distribution & Freight Services
Lafarge	Construction Materials
Laing O'Rourke	Construction Services
Land Securities	Real Estate - General
learndirect	Executive Education, Training & Development
Lend Lease	
Lenovo	Technology - Hardware & Equipment
Leo Burnett	Marketing Services
LexisNexis	Support Services - Information Providers
Lexmark	Technology - Hardware & Equipment
Leyland Trade Paints	Construction Tools & Equipment
LG	Technology - Hardware & Equipment
Liffe	Financial - Exchanges & Markets
Linklaters	Support Services - Legal
Linpac	Print, Paper & Packaging
Lloyds Bank	Financial - Business & Corporate Banking
Lloyd's of London	Insurance & Risk Management
Lockheed Martin	Aerospace & Defence
Logitech	Technology - Hardware & Equipment
London Business School	Executive Education, Training & Development
London Metal Exchange	Financial - Exchanges & Markets
London Midland	Train & Bus Operators
London School of Economics and Political Science	Executive Education, Training & Development
London Stock Exchange Group	Financial - Exchanges & Markets
Lyreco	Office Equipment & Supplies
M&C Saatchi	Marketing Services

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BRAND	CATEGORY
Maersk Line	Supply Chain, Distribution & Freight Services
Magnet Trade	Builders' Merchants & Plant Hire
Makita	Construction Tools & Equipment
Manchester Business School	Executive Education, Training & Development
Manchester Central	Conference Centres
Manpower	Support Services - Recruitment
Marriott	Travel & Leisure - Business Hotels
Marsh	Insurance & Risk Management
Marshalls	Construction Materials
Massey Ferguson	Industrial Engineering - General
Mastercard	Financial - Credit Cards & Payment Solutions
McAfee	Software & Computer Services
McCann London	Marketing Services
McKinsey & Company	Support Services - Management & HR Consultancies
MediaCom	Marketing Services
Mercer	Support Services - Management & HR Consultancies
Merck	Pharmaceuticals
Mercure	Travel & Leisure - Business Hotels
Michael Page International	Support Services - Recruitment
Microsoft	Software & Computer Services
Microsoft Advertising	Advertising Solutions
Millward Brown	Market Research
Mindshare	Marketing Services
Mintel	Market Research
Mitsubishi Electric	Industrial Engineering - General
Monster	Support Services - Recruitment
Moody's	Support Services - Information Providers
Morgan Stanley	Investment Banks
Motorola	Technology - Hardware & Equipment
Munich Re	Insurance & Risk Management
National Express	Train & Bus Operators
National Grid	Utilities
National Grid	Financial - Business & Corporate Banking
NEC	
	Technology - Hardware & Equipment
NEU (National Former Hoise)	Technology - Hardware & Equipment
NFU (National Farmers Union)	Support Services - Associations & Accreditations
NFU Mutual	Insurance & Risk Management
Nielsen	Market Research
Nokia	Technology - Hardware & Equipment
Norbert-Dentressangle	Supply Chain, Distribution & Freight Services
Northern Rail	Train & Bus Operators
Norton	Software & Computer Services
Norton Rose	Support Services - Legal
Novartis	Pharmaceuticals
Novell	Software & Computer Services
Novotel	Travel & Leisure - Business Hotels
npower	Utilities
Office Angels	Support Services - Recruitment
Office Depot	Office Equipment & Supplies
Ogilvy & Mather	Marketing Services
Olympus	Technology - Hardware & Equipment
Oracle	Software & Computer Services

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BRAND	CATEGORY	
Oxford Black n' Red	Print, Paper & Packaging	
Oxford Instruments	Technology - Hardware & Equipment	
P&O Ferrymasters	Supply Chain, Distribution & Freight Services	
PA Consulting Group	Support Services - Management & HR Consultancies	
Panasonic	Technology - Hardware & Equipment	
Parcelforce Worldwide	Courier, Delivery & Postal Services	
Park Inn	Travel & Leisure - Business Hotels	
Park Plaza	Travel & Leisure - Business Hotels	
Parker	Industrial Engineering - General	
PayPal	Financial - Credit Cards & Payment Solutions	
PayPoint	Financial - Credit Cards & Payment Solutions	
Pearl & Dean	Advertising Solutions	
Pertemps	Support Services - Recruitment	
Pfizer	Pharmaceuticals	
Philips Healthcare	Industrial Engineering - General	
Pilkington	Construction Materials	
Pinsent Masons	Support Services - Legal	
Pitman Training	Executive Education, Training & Development	
Pitney Bowes	Office Equipment & Supplies	
Plumb Center	Builders' Merchants & Plant Hire	
Plumbase	Builders' Merchants & Plant Hire	
Plusnet	Telecommunications & Broadband	
Polypipe	Industrial Engineering - General	
Portakabin	Builders' Merchants & Plant Hire	
Premier Inn	Travel & Leisure - Business Hotels	
Press Association	Support Services - Information Providers	
Proximity London	Marketing Services	
Prudential	Insurance & Risk Management	
PwC	Support Services - Accountancy & Business Services	
Qinetiq	Aerospace & Defence	
Rackspace	Software & Computer Services	
Radisson Blu Edwardian	Travel & Leisure - Business Hotels	
RAPP	Marketing Services	
Raytheon Systems	Aerospace & Defence	
Reed	Support Services - Recruitment	
Reed Elsevier	Support Services - Information Providers	
Regus	Real Estate - General	
Renaissance Hotels	Travel & Leisure - Business Hotels	
Rentokil	Support Services - General	
RIBA (Royal Institute of British Architects)	Support Services - Associations & Accreditations	
Ricoh	Technology - Hardware & Equipment	
Ricoh Arena	Conference Centres	
RICS (Royal Institution of Chartered Surveyors)	Support Services - Associations & Accreditations	
Rio Tinto	Mining	
Rolls-Royce Group	Aerospace & Defence	
Royal Bank of Scotland	Financial - Business & Corporate Banking	
Royal Mail	Courier, Delivery & Postal Services	
RSA	Insurance & Risk Management	
Ryanair	Travel & Leisure - Airlines	
Ryder	Support Services - General	
Ryman	Office Equipment & Supplies	
Saatchi & Saatchi	Marketing Services	
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BRAND	CATEGORY	
Sage	Software & Computer Services	
Said Business School, University of Oxford	Executive Education, Training & Development	
Saint-Gobain	Construction Materials	
Salesforce.com	Software & Computer Services	
Samsung	Technology - Hardware & Equipment	
Sandisk	Technology - Hardware & Equipment	
Sandvik	Industrial Engineering - General	
Santander	Financial - Business & Corporate Banking	
SAP	Software & Computer Services	
Savills	Real Estate - Commercial Agents / Advisors	
Scot Rail	Train & Bus Operators	
Scottish Exhibition and Conference Centre (SECC)		
Scottish Exhibition and Comerence Centre (SECC)	Utilities	
Scottish Water	Utilities	
Screwfix	Builders' Merchants & Plant Hire	
Seagate Technology	Technology - Hardware & Equipment	
Securitas	Support Services - Security & Fire Protection	
Serco	Support Services - General	
Severn Trent Water	Utilities	
Shanks Group	Support Services - Waste Management & Recycling	
Sharp	Technology - Hardware & Equipment	
Shell	Oil & Gas	
Sheraton	Travel & Leisure - Business Hotels	
Siemens	Industrial Engineering - General	
Sir Robert McAlpine	Construction Services	
Sita	Support Services - Waste Management & Recycling	
Skanska	Construction Services	
Slaughter & May	Support Services - Legal	
Smiths	Industrial Engineering - General	
Smurfit Kappa	Print, Paper & Packaging	
Snap-on	Construction Tools & Equipment	
Sodexo	Contract Catering	
Sofitel	Travel & Leisure - Business Hotels	
Soil Association	Support Services - Associations & Accreditations	
Sony Professional	Technology - Hardware & Equipment	
Sophos	Software & Computer Services	
South West Trains	Train & Bus Operators	
Southern	Train & Bus Operators	
Southern Electric	Utilities	
Speedy	Builders' Merchants & Plant Hire	
Spencer Stuart	Support Services - Recruitment	
Stagecoach	Train & Bus Operators	
Standard & Poor's	Support Services - Information Providers	
Standard & Foor s	Construction Tools & Equipment	
,		
Stansted Express	Train & Bus Operators	
Staples	Office Equipment & Supplies	
Stopgap	Support Services - Recruitment	
Strutt & Parker	Real Estate - Commercial Agents / Advisors	
SunGard	Software & Computer Services	
Swiss Re	Insurance & Risk Management	
Symantec	Software & Computer Services	
TalkTalk Business	Telecommunications & Broadband	

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Construction Materials Industrial Engineering - General Print, Paper & Packaging Aerospace & Defence Utilities Conference Centres Financial - Business & Corporate Banking Conference Centres Support Services - Associations & Accreditations
Print, Paper & Packaging Aerospace & Defence Utilities Conference Centres Financial - Business & Corporate Banking Conference Centres Support Services - Associations & Accreditations
Aerospace & Defence Utilities Conference Centres Financial - Business & Corporate Banking Conference Centres Support Services - Associations & Accreditations
Utilities Conference Centres Financial - Business & Corporate Banking Conference Centres Support Services - Associations & Accreditations
Conference Centres Financial - Business & Corporate Banking Conference Centres Support Services - Associations & Accreditations
Financial - Business & Corporate Banking Conference Centres Support Services - Associations & Accreditations
Conference Centres Support Services - Associations & Accreditations
Support Services - Associations & Accreditations
Conference Centres
Executive Education, Training & Development
Travel & Leisure - Business Hotels
Advertising Solutions
Support Services - Information Providers
Industrial Engineering - General
Market Research
Courier, Delivery & Postal Services
Builders' Merchants & Plant Hire
Technology - Hardware & Equipment
Oil & Gas
Support Services - Recruitment
Support Services - Management & HR Consultancies
Travel & Leisure - Business Hotels
Builders' Merchants & Plant Hire
Investment Banks
Mining
Courier, Delivery & Postal Services
Supply Chain, Distribution & Freight Services
Software & Computer Services
Utilities
Executive Education, Training & Development
Courier, Delivery & Postal Services
Support Services - Waste Management & Recycling
Office Equipment & Supplies
Travel & Leisure - Airlines
Telecommunications & Broadband
Train & Bus Operators
Financial - Credit Cards & Payment Solutions
Industrial Engineering - General
Conference Centres
Executive Education, Training & Development
Construction Services
Marketing Services
Construction Tools & Equipment
Marketing Services
Real Estate - General
Builders' Merchants & Plant Hire
Supply Chain, Distribution & Freight Services
Marketing Services
Builders' Merchants & Plant Hire Support Services - Associations & Accreditations





### **OFFICIAL RESULTS 2013**

BRAND	CATEGORY
Wunderman	Marketing Services
Xerox	Technology - Hardware & Equipment
Yahoo! Advertising Solutions	Advertising Solutions
Yale	Support Services - Security & Fire Protection
Yell	Advertising Solutions
ZenithOptimedia	Marketing Services
Zurich	Insurance & Risk Management