

## SELECTION PROCESS

The annual Consumer Superbrands survey is independently administered by The Centre for Brand Analysis (TCBA). Brands do not apply or pay to be considered; rather, the selection process is conducted as follows:

- ▶ TCBA researchers compile lists of the UK's leading business-to-consumer brands, drawing on a wide range of sources, from sector reports to blogs to public nominations. From the thousands of brands initially considered a final shortlist is created. For 2013, just under 1,700 brands were shortlisted.
- ▶ The shortlist is scored by an independent and voluntary Expert Council, which is assembled and chaired by TCBA's chief executive. The council is refreshed each year. Bearing in mind the definition of a Consumer Superbrand, 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, nor do they score brands they are unfamiliar with. The lowest scoring brands (approximately 40 per cent) are eliminated after the council has ratified the collective scores.
- ▶ The remaining brands are voted on by the consumers of those brands, accessed via an SSI

online panel. For Consumer Superbrands, a nationally representative sample of over 2,900 British adult consumers was surveyed.

- ▶ The number of consumer votes received by each brand determines its position in the final rankings. Only the top 500 brands are deemed to be Consumer Superbrands.

### Definition of a Superbrand:

All those involved in the voting process bear in mind the following definition:

**'A 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, the voters are asked to judge brands against the following three factors:

**Quality.**

**Reliability.**

**Distinction.**



## THE CENTRE FOR BRAND ANALYSIS

The Centre for Brand Analysis (TCBA) manages the research process for all Superbrands programmes in the UK. It compiles the initial shortlists, appoints and surveys the Expert Councils and manages the partnership with the panel providers, who are used to access consumers and business professionals.

TCBA is a specialist brand research consultancy dedicated to understanding the performance of brands. Its services aim to allow people to understand how a brand is performing, either at a point in time or on an ongoing basis, and gain insight into wider market and marketing trends. Services fall into three categories:

**Brand analysis** – includes measuring brand strength and/or values. This might require surveying the attitudes of customers, opinion formers, employees, investors, suppliers or other stakeholders. The analysis is conducted for a range of purposes from competitor benchmarking to evaluating market performance, as well as part of a wider repositioning or strategic market analysis projects.

**Market analysis** – includes providing intelligence, trends and examples of best practice from across the globe for benchmarking, encouraging enhanced performance and generating insight and learnings for consideration in brands' strategic and tactical plans.

**Marketing analysis** – includes reviewing brand activity, such as assessing the success and impact of marketing campaigns from both a perceptual and return on investment perspective.

TCBA works for brand owners and also provides intelligence to agencies and other organisations. It utilises extensive relationships within the business community and works with third parties where appropriate. TCBA's executives provide insight at company events, conferences and within the international media. The CEO of TCBA acts as an expert witness in major brand disputes within both the UK and international courts.

- ▶ [www.tcba.co.uk](http://www.tcba.co.uk)

## EXPERT COUNCIL 2013



### Stephen Cheliotis

- ▶ Chairman, Expert Councils
- ▶ Chief Executive, The Centre for Brand Analysis (TCBA)

Stephen is a leading brand commentator and consultant. His work includes brand evaluation and perception studies, strategic planning for brand owners and market analysis. Stephen has produced a range influential studies on branding, speaks at conferences, comments on branding issues for the media and acts as an expert witness in brand disputes. His regular clients range from iconic jewellery brand Tatty Devine to PR giant Edelman.

### Niku Banaie

- ▶ Consultant



Currently a digital consultant to leading brands, Niku was most recently Chief Innovation Officer at leading full service digital agency isobar. Prior to this he was the youngest partner at Naked Communications. He has created award-winning work for adidas, Nokia, Honda, Orange, and E4 among others.

### Nick Blunden

- ▶ Global Digital Publisher
- ▶ The Economist



Nick has responsibility for all commercial aspects of both Economist.com and the digital editions of The Economist on smartphones, tablets and e-readers. Before joining the Economist group, Nick was UK CEO of Profero, the award-winning full service global digital communications agency. Earlier in his career Nick also enjoyed a successful stint as a Management Consultant with IBM Consulting and as a client-side marketer.

### Vicky Bullen

- ▶ CEO
- ▶ Coley Porter Bell



With more than 20 years' experience, Vicky has spent her career in the design industry, becoming chief executive of Coley Porter Bell in 2005. There she leads work for many of the world's largest brand owners, including Unilever, Nestlé, and Pernod Ricard. Recent projects include the overhaul of own brand for Morrisons and refreshing the Coutts brand identity. Vicky also sits on the Ogilvy UK Group Board.

### Colin Byrne

- ▶ CEO, EMEA
- ▶ Weber Shandwick



Colin is one of the UK's leading PR practitioners, with 30 years' experience spanning domestic and international communications campaigns for consumer and corporate brands, governments and NGOs. Colin joined Weber Shandwick in 1995 and is now CEO of the global agency's Europe and Africa network - Europe's most award-winning PR agency - and a member of its global management team.

### Pete Cape

- ▶ Global Knowledge Director
- ▶ Survey Sampling International



Pete became a founder member of TNS Interactive in the late nineties. He joined Survey Sampling in 2005 and oversaw the development of its UK online business, becoming Global Knowledge Director in 2006. He is a frequent speaker at conferences, seminars and training workshops worldwide and a regular contributor to research and marketing publications.

### Nicola Clark

- ▶ Head of Features
- ▶ Marketing



Nicola heads up features content for Marketing magazine as well as its website, and specializes in fashion, social media, media and branding. She joined the magazine in 2005 from Emap, where she was features reporter on Media & Marketing Europe, a pan European monthly. Nicola started her journalism career as a financial journalist at Standard & Poors and has a history degree from Bristol University.

### Jackie Cooper

- ▶ Global Vice Chair Brand Properties
- ▶ Edelman



Jackie is one of the pre-eminent voices and influencers in UK brand marketing today. Jackie sold Jackie Cooper PR to Edelman in 2004 and now serves as global vice chair, brand properties. She is responsible for developing new products, concepts and relationships that lie at the critical intersection of brand, content and partnerships.

### Paul Edwards

- ▶ CEO Europe
- ▶ Hall & Partners



Paul joined Hall & Partners, the brand and communications research company, in March 2011. Prior to this he was chairman of TNS UK following its merger with RI. Roles as group CEO at Lowe & Partners, and chairman and CEO of The Henley Centre, saw his responsibilities span serving clients' integrated marketing needs and future strategic direction, respectively.

### Lee Farrant

- ▶ Partner
- ▶ RPM



A partner at marketing specialists RPM since 1996, he manages the agency's visual content requirements. Lee has spent a career in sport; covering football, rugby and cricket world cups, as well as Formula 1, The Camel Trophy and whitewater rafting. He believes in encouraging participation in, and accessibility to, all levels of sport. He currently advises clients in cricket, rugby, football, cycling and horse racing.

**Cheryl Giovannoni**

- ▶ **President, Global Key Client Relationships**
- ▶ **Landor Associates**



As president of Landor's global key client relationships, Cheryl is a leading presence in the branding community and a strong advocate for the transformational power of design in building brands. Having run the London office of Landor, as well as the European network during the last five years, Cheryl has expertise across a diverse portfolio of corporate, service and fast-moving consumer brands.

**Paul Hamilton**

- ▶ **Managing Partner**
- ▶ **Will London**



Paul has worked in advertising agencies big, small and in-between; and on brands ranging in size from global to local. He recently set up Will, a creative agency built on one simple belief – Be awesome. If you dare.

**Emily Hare**

- ▶ **Managing Editor**
- ▶ **Contagious**



Emily joined Contagious as an intern back in 2005, and is now managing editor. She has helped to build consultancy division Contagious Insider, and has spoken at industry events including Ad:Tech, Now/Next/Why, Golden Drum and Advertising Week, Toronto. She has also judged at BIMA and D&AD New Blood. Outside work, Emily can be found listening to music, learning Spanish, and, occasionally, climbing mountains.

**Graham Hiscott**

- ▶ **Business Editor**
- ▶ **Daily Mirror**



Graham was appointed consumer editor of the Daily Express in March 2005. In March 2008 he moved to the Daily Mirror as deputy business editor, covering City as well as consumer stories. A string of exclusives earned Graham the London Press Club's Consumer Journalist of the Year award in 2007.

**Jack Horner**

- ▶ **Co-Founder & Creative Director**
- ▶ **FRUKT**



Jack is founder of creative agency FRUKT who specialise in entertainment and cultural marketing. It became part of the IPG network in 2012 and has offices in London, New York and LA. It works with clients globally, including Coca-Cola, Brown-Foreman and Starwood Hotel Group.

**Jo Jackson**

- ▶ **Managing Director**
- ▶ **Protein®**



Jo Jackson is the Managing Director of Protein®, the creative agency and media network known for connecting brands with its global audience of cultural influencers. For the last eight years she has been creating brand strategies and marketing campaigns for clients including Samsung, adidas, Diageo and the Bacardi Group.

**Lucy Johnston**

- ▶ **Founder**
- ▶ **The Neon Birdcage**



Lucy is a commercial trends commentator and brand strategist, developing cultural and social marketing projects for leading global brands including Levi's®, Target, Coca-Cola, Samsung, Apple and Courvoisier. Through The Neon Birdcage, she also facilitates brand innovation workshops and ideation sessions, and curates exhibitions and editorial projects to promote industry innovators and emerging creative talent.

**Andrew Marsden**

- ▶ **Chairman**
- ▶ **Andrew Marsden Consulting**



After a 30-year career in FMCG businesses, Andrew is now an international brand consultant and also has a non-executive portfolio. He has served on the Governmental Advisory Committee on Advertising, is a former Chairman of the Institute of Promotional Marketing, the ISBA Executive, is a Past President of The Marketing Society and was Chairman of The Advertising Standards Authority Code Review.

**John Mathers**

- ▶ **CEO**
- ▶ **the Design Council**



John is CEO of the Design Council, appointed to assist its transition from government body to enterprising charity. The Design Council exists to champion and promote the use of design, to transform the way people live their lives. His career has previously spanned marketing in the private sector and running a number of well-known brand and design agencies.

**Toby Moore**

- ▶ **Founding Partner**
- ▶ **Mesh Marketing**



Toby is a founding partner of Mesh Marketing, one of the UK's leading and fastest growing shopper marketing agencies, which specializes in helping FMCG and retail brands to convert shoppers into buyers.

**Richard Moss**

- ▶ **Managing Director**
- ▶ **Good Relations – Consumer & Business Brands**



Richard started his career in FMCG marketing, responsible for brands including Andrex®, Robinsons and Mr Kipling. Since moving into Public Relations he has advised brands such as Smirnoff, Yeo Valley, Nokia and Airbus. He has published a number of pieces of research on how to improve the levels of advocacy achieved by brands and has a blog wordofmoss.com.

**James Murphy**

- ▶ **Founder & CEO**
- ▶ **adam&eveDDB**



adam&eveDDB is one of the UK's leading creative agencies. Clients include John Lewis, Google, Foster's, Volkswagen, Harvey Nichols, YouTube, the FT, and numerous charities including Save the Children and Changing Faces.

**Julian Pullan**



- ▶ **President EMEA**
- ▶ **Jack Morton Worldwide**

Julian is president and managing director of brand experience agency Jack Morton Worldwide in EMEA. Rated among the top global brand experience agencies, Jack Morton Worldwide integrates live and online experiences, digital and social media, and branded environments that engage consumers, business partners and employees for leading brands everywhere.

**Crispin Reed**



- ▶ **Managing Director Europe & UK**
- ▶ **Fusion Learning**

Crispin has a rounded perspective on brands having worked in leading global advertising and design agencies, brand consultancy and client-side in the fragrance and beauty sector. In addition to his current role, Crispin is an associate of Ashridge Management College and sits on the Advisory Boards of the Global Marketing Network and the Branded Content Marketing Association.

**Nicolas Roope**



- ▶ **Founding Partner**
- ▶ **Poke London**

Nicolas is an impassioned digital media visionary. He is founder and creative director at Poke. He also founded and creatively directs cult electronics brand Hulger, maker of the world's first designer energy saving light bulb, The Plumen 001.

**Raoul Shah**



- ▶ **Joint CEO**
- ▶ **Exposure**

Raoul launched Exposure with a strong belief in the power of network. Since its launch, the agency has been making brands culturally relevant since 1993. With offices in London, New York, San Francisco and Tokyo, current clients include Levi's®, Nike, Coca-Cola, Vitamin Water, Martini, Dr. Martens, Netflix and Disney. Raoul is a trustee of the British Council and oversees the charity platform London United.

**Professor Robert Shaw**



- ▶ **Honorary Professor, Cass Business School**
- ▶ **Director, Business Economics**

As a consultant, businessman and best-selling author of Marketing Payback, Improving Marketing Effectiveness, and Return on Ideas, Robert is a leading authority on marketing ROI and analytics. He is a director of Business Economics, a consulting firm that provides advice and systems for measuring and enhancing marketing effectiveness.

**Neil Taylor**



- ▶ **Creative Director**
- ▶ **The Writer**

Neil is creative director of The Writer (thewriter.com), the world's largest language consultancy. He travels the minor airports of the world helping brands and businesses stand out, change their culture, or make and save money through the words they use. He wrote Brilliant Business Writing (and some others) and has a slight Doctor Who obsession.

**Darren Thomas**



- ▶ **Global Client Director**
- ▶ **G2 Joshua**

Darren's career has spanned nearly 20 years' marketing communications experience in both client-side and agency roles. He joined Quiet Storm, a creative communications agency and production company, in 2005 as client services director. Today Darren is managing director of the business, delivering advertising, digital and branded content solutions for its clients.

**Alan Twigg**



- ▶ **Managing Director**
- ▶ **Light Brigade PR**

A trained journalist, cheeky Scot and award-winning PR, Alan is managing director of Light Brigade PR, the consumer brand and lifestyle agency. With more than 20 years' agency experience, he has worked with brands from M&S, Waterstones, The National Lottery and Hamleys, to Nintendo, Peroni and Glenfiddich. Current clients include Highland Park Whisky, McGuigan Wines, The East India Company and Harper Collins.

**Andrew Walmsley**



- ▶ **Digital Pluralist**

Andrew co-founded digital agency i-level in 1999 and built it to more than £100 million turnover, winning a Queen's Award for Enterprise and achieving Agency of the Year eight times, before selling to a private equity group in 2008. He is now an investor, active non-executive and advisor to a number of companies, as well as a board member at the Eden Project in Cornwall.