

A black and white photograph of a tea set. In the foreground, a white teacup with a floral pattern sits on a matching saucer, filled with dark tea. Behind it is a white teapot. To the right, a clear plastic tea bag is visible, with a circular logo that reads 'THE ENGLISH HOUR' around a clock face. The background is dark and slightly out of focus.

GBBRAND 2012

TOP 100
BRITISH BRANDS

During the last 10 years we could find significant changes in global business model. Most powerful industries in many countries around the world has changed in terms of the most powerful and important of its components – a Brand. So now from the competition at pricing level they started to fight at the brand level. This critical change forced to consider a brand as one of the main components of a successful business for many companies, both internationally and locally, within their own country.

As a result, now we are understanding the brand not from the point of view of a standard / classic business attribute, but as a valuable intangible asset that takes a value for the business, as well as of value to clients / customers.

Since 2006, MPP Consulting agency has started the development of methods for determining the potential market value of brands, which would allow to carry out an estimate of the cost of the brand in any country with the maximum number of factors that could influence the assessment.

Methodology developed by MPP Consulting agency was tested for some years at Ukrainian market since 2007. In 2010 the researches of brand evaluation covered other countries. This ranking «GBBrand 2012» is the second ranking of the British brands, compiled by our agency under the Top National Brands project.

* Value of brands in ranking indicated in millions \$US

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	Brand	Value	Industry
1	Vodafone	20323	Telecommunication
2	Virgin	8542	Diversified
3	O2	8146	Telecommunication
4	Orange	7329	Telecommunication
5	BP	6122	Oil & Fuels
6	Tesco	4871	Retail
7	Sainsbury's	3387	Retail
8	Barclays	3165	Financial services
9	Reebok	2918	Clothing & Fashion
10	Aquafresh	2104	Hygiene goods
11	KitKat	2099	Confectionary
12	Lipton	1894	Tea
13	Skittles	1852	Confectionary
14	Marks & Spencer	1689	Clothing & Fashion
15	Bentley	1573	Automotive
16	Fairy	1548	Household chemistry
17	Rolls-Royce	1422	Automotive
18	Next	1370	Clothing & Fashion
19	Innocent	1286	Beverages
20	Land Rover	1278	Automotive
21	Ariel	1224	Household chemistry
22	Johnnie Walker	1207	Alcohol
23	Lloyd's	1173	Insurance
24	Mini	1167	Automotive
25	Cadbury	1034	Confectionary

	Brand	Value	Industry
26	Twinnings	997	Tea
27	BBC	992	Media
28	Beefeater	977	Alcohol
29	Sunsilk	972	Household chemistry
30	Jaguar	946	Automotive
31	Twix	915	Confectionary
32	Chivas Regal	901	Alcohol
33	Cravendale	895	Milk
34	Aston Martin	883	Automotive
35	Range Rover	855	Automotive
36	Tetley	825	Tea
37	Famous Grouse	803	Alcohol
38	TopGear	792	Media
39	White Horse	779	Alcohol
40	Lloyds TSB	773	Financial services
41	Ballantine's	750	Alcohol
42	Aviva	732	Insurance
43	Tropicana	725	Beverages
44	Newcastle	719	Brewing
45	BT	711	Telecommunication
46	Yeo Valley	699	Milk
47	Superdrug	691	Retail
48	Homebase	668	Retail
49	Durex	660	Pharmacy
50	Yellow Pages	627	Media

	Brand	Value	Industry
51	Typhoo Tea	591	Tea
52	Magners	563	Alcohol
53	J&B	553	Alcohol
54	Kenco	546	Coffee
55	Lux	538	Household chemistry
56	Prudential	517	Insurance
57	Halifax	508	Financial services
58	Parker Pen	499	Office tools
59	Mikado	480	Confectionary
60	Asda	446	Retail
61	McLaren	442	Automotive
62	Waitrose	433	Retail
63	Umbro	419	Clothing & Fashion
64	Chelsea	414	Sport
65	Burberry	413	Clothing & Fashion
66	PWC	410	Consulting
67	Marmite	401	Foods
68	Lotus	399	Automotive
69	Fuller's	394	Brewing
70	Daily Telegraph	390	Media
71	Manchester United	387	Sport
72	PizzaExpress	385	HoReCa
73	Ernst & Young	364	Consulting
74	Glenfiddich	363	Alcohol
75	Pall Mall	361	Tobacco

	Brand	Value	Industry
76	Rubicon	339	Beverages
77	Glenlivet	337	Alcohol
78	Safeway	334	Retail
79	Dunhill	329	Clothing & Fashion
80	Sunpride	320	Beverages
81	KPMG	302	Consulting
82	Hoover	299	Household equipment
83	Deloitte	292	Consulting
84	NatWest	291	Financial services
85	Dave	290	Media
86	Saatchi & Saatchi	255	Advertising
87	British Airways	251	Transport
88	Peacocks	237	Retail
89	Guardian	221	Media
90	Flora	217	Milk
91	Carphone Warehouse	208	Retail
92	River Island	205	Clothing & Fashion
93	Standard Chartered	202	Financial services
94	Liverpool	200	Sport
95	Lucozade	199	Beverages
96	Aegis	198	Telecommunication
97	Debenhams	197	Clothing & Fashion
98	Vivienne Westwood	196	Cosmetics
99	Sky	195	Media
100	Grant's	194	Alcohol

The methodology of the brand evaluation is based on the evaluation of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all possible threats and perspectives for industries development.

This methodology is based on analysis of factors influencing the market value of the brand: the company's position on market, consumer value of brand, as well as a factors of actual trends for company and its brand.

Brand value calculation formula: **$V = Fc * (Iq * Gq * Tq * Cq) * Uid$**

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property. All values are indicated in millions \$US.

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