

EXPERT COUNCIL TOP 500 2011

BRAND	RANK	INDEX	CATEGORY
GOOGLE	1	100.00	Internet - General
APPLE	2	99.34	Technology - Computer Hardware & Software
BBC	3	93.12	Media - TV Stations
DYSON	4	92.70	Household - Appliances
FACEBOOK	5	91.84	Internet - General
MANCHESTER UNITED FC	6	91.43	Leisure & Entertainment - General
COCA-COLA	7	90.58	Drinks - Carbonated Soft Drinks
NIKE	8	90.51	Sportswear & Equipment
YOUTUBE	9	89.80	Internet - General
JOHN LEWIS	10	89.39	Retail - General
MARMITE	11	88.57	Food - General
WAITROSE	12	88.16	Retail - General
ROLEX	13	87.77	Watches & Accessories
FT	14	87.62	Media - Newspapers & Magazines
TESCO	15	87.35	Retail - General
AUDI	16	87.20	Automotive - Vehicle Manufacturer
BLACKBERRY	17	86.59	Technology - General
THE ECONOMIST	18	86.53	Media - Newspapers & Magazines
LEGO	19	86.12	Leisure & Entertainment - Games & Toys
INNOCENT	20	85.71	Drinks - General
MARKS & SPENCER	21	85.71	Retail - General
THE O2	22	85.50	Leisure & Entertainment - Destinations
VOGUE	23	85.50	Media - Newspapers & Magazines
VIRGIN ATLANTIC	24	84.84	Travel - Airlines
EBAY	25	84.40	Retail - General
AMAZON.CO.UK	26	83.67	Retail - General
NUROFEN	27	83.39	Pharmaceutical
DISNEY	28	83.27	Leisure & Entertainment - Games & Toys
GUINNESS	29	83.08	Drinks - Beer & Cider
RED BULL	30	82.96	Drinks - Carbonated Soft Drinks
RAY-BAN	31	82.74	Watches & Accessories
MINI	32	82.64	Automotive - Vehicle Manufacturer
BMW	33	82.54	Automotive - Vehicle Manufacturer
DUREX	34	82.54	Pharmaceutical
CHANEL	35	82.29	Toiletries & Cosmetics
SELFRIDGES	36	82.29	Retail - General
ANDREX	37	82.20	Household - Pet Products
NINTENDO	38	81.69	Leisure & Entertainment - Games & Toys
HARRODS	39	81.63	Retail - General
TAG HEUER	40	81.37	Watches & Accessories
MCDONALD'S	41	81.22	Restaurants & Coffee Shops
ADIDAS	42	80.88	Sportswear & Equipment
FAIRY	43	80.88	Household - Cleaning Products
SONY	44	80.88	Technology - General
ABSOLUT	45	80.85	Drinks - Spirits
IKEA	46	80.82	Retail - General
OCADO	47	80.42	Retail - General
TATE GALLERIES	48	80.41	Leisure & Entertainment - Destinations
GREEN & BLACK'S	49	80.00	Food - Chocolate & Confectionery
EUROSTAR	50	80.00	Travel - Bus & Rail Operators

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BRAND	RANK	INDEX	CATEGORY
PAUL SMITH	51	80.00	Clothing & Footwear
PLAYSTATION	52	80.00	Leisure & Entertainment - Games & Toys
HARVEY NICHOLS	53	79.59	Retail - General
CHELSEA FC	54	79.58	Leisure & Entertainment - General
PIMM'S	55	79.56	Drinks - Spirits
CHANNEL 4	56	79.18	Media - TV Stations
SAINSBURY'S	57	79.18	Retail - General
PRET A MANGER	58	79.15	Restaurants & Coffee Shops
JOHNNIE WALKER	59	79.12	Drinks - Spirits
O2	60	79.12	Mobile Telecommunications
BOMBAY SAPPHIRE	61	78.68	Drinks - Spirits
CADBURY	62	78.68	Food - Chocolate & Confectionery
AA	63	78.37	Automotive - General
KLEENEX	64	78.37	Household - General Consumables
BOSE	65	78.31	Technology - General
AGA	66	78.31	Household - Appliances
VOLKSWAGEN	67	78.31	Automotive - Vehicle Manufacturer
PAMPERS	68	78.24	Household - Child Products
DOVE	69	78.17	Toiletries & Cosmetics
LAND ROVER	70	77.88	Automotive - Vehicle Manufacturer
JACK DANIEL'S	71	77.80	Drinks - Spirits
GÜ	72	77.71	Food - General
HÄAGEN-DAZS	73	77.55	Food - General
BEN & JERRY'S	74	77.55	Food - General
THE SUN	75	77.46	Media - Newspapers & Magazines
DURACELL	76	77.46	Household - General Consumables
SKY	77	77.36	Media - TV Stations
THE NATIONAL LOTTERY	78	77.36	Leisure & Entertainment - Gambling
PERSIL	79	77.36	Household - Cleaning Products
LYNX	80	77.36	Toiletries & Cosmetics
KELLOGG'S	81	77.36	Food - General
WALKERS	82	77.14	Food - General
FIRST DIRECT	83	77.04	Financial
BOSCH	84	77.04	Household - Appliances
AMERICAN EXPRESS	85	77.04	Financial
COMPARETHEMARKET.COM	86	77.04	Services & Utilities
KIT KAT	87	76.92	Food - Chocolate & Confectionery
MICROSOFT	88	76.80	Technology - Computer Hardware & Software
HEINZ	89	76.73	Food - General
STARBUCKS	90	76.61	Restaurants & Coffee Shops
THE GUARDIAN	91	76.61	Media - Newspapers & Magazines
MERCEDES-BENZ	92	76.61	Automotive - Vehicle Manufacturer
EVIAN	93	76.33	Drinks - General
HAMLEYS	94	76.33	Retail - General
XBOX	95	76.19	Leisure & Entertainment - Games & Toys
BANG & OLUFSEN	96	76.19	Technology - General
MARS	97	76.19	Food - Chocolate & Confectionery
WATERSTONE'S	98	76.19	Retail - General
PEDIGREE	99	76.19	Household - Pet Products
GILLETTE	100	76.19	Toiletries & Cosmetics

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BRAND	RANK	INDEX	CATEGORY
NET-A-PORTER	101	76.02	Retail - General
PIZZAEXPRESS	102	75.92	Restaurants & Coffee Shops
KETTLE CHIPS	103	75.92	Food - General
CLINIQUE	104	75.89	Toiletries & Cosmetics
SMEG	105	75.77	Household - Appliances
LONELY PLANET	106	75.77	Media - Reference
CALPOL	107	75.77	Pharmaceutical
SWATCH	108	75.71	Watches & Accessories
LE CREUSET	109	75.60	Household - General
NOKIA	110	75.60	Technology - General
TWININGS	111	75.60	Drinks - Coffee & Tea
SPECIAL K	112	75.60	Food - General
BOOTS	113	75.60	Retail - General
DULUX	114	75.51	Household - General Consumables
MULBERRY	115	75.43	Clothing & Footwear
TOPSHOP	116	75.34	Clothing & Footwear
PG TIPS	117	75.34	Drinks - Coffee & Tea
HSBC	118	75.34	Financial
GORDON'S	119	75.16	Drinks - Spirits
DIOR	120	75.03	Toiletries & Cosmetics
THE WHITE COMPANY	121	74.97	Clothing & Footwear
MADAME TUSSAUDS	122	74.92	Leisure & Entertainment - Destinations
SMIRNOFF	123	74.92	Drinks - Spirits
HOVIS	124	74.92	Food - General
BUPA	125	74.92	Services & Utilities
LEMSIP	126	74.73	Pharmaceutical
LOVEFILM.COM	127	74.73	Services & Utilities
COLGATE	128	74.73	Toiletries & Cosmetics
ARIEL	129	74.73	Household - Cleaning Products
DUALIT	130	74.51	Household - Appliances
CENTER PARCS	131	74.51	Travel - Hotels & Resorts
ORANGE	132	74.51	Mobile Telecommunications
JAMIE OLIVER	133	74.50	Household - General
TED BAKER	134	74.50	Clothing & Footwear
THE TIMES	135	74.50	Media - Newspapers & Magazines
WHISKAS	136	74.29	Household - Pet Products
ROYAL ALBERT HALL	137	74.07	Leisure & Entertainment - Destinations
WEETABIX	138	74.07	Food - General
EA	139	74.04	Leisure & Entertainment - Games & Toys
COSTA	140	73.85	Restaurants & Coffee Shops
VASELINE	141	73.81	Toiletries & Cosmetics
ZARA	142	73.81	Clothing & Footwear
TAMPAX	143	73.81	Toiletries & Cosmetics
MICHELIN	144	73.65	Automotive - General
PIRELLI	145	73.65	Automotive - General
BARCLAYCARD	146	73.65	Financial
TIME OUT GUIDES	147	73.65	Media - Reference
BARCLAYS	148	73.65	Financial
LASTMINUTE.COM	149	73.60	Travel - Agents & Tour Operators
BUGABOO	150	73.54	Household - Child Products

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BRAND	RANK	INDEX	CATEGORY
L'ORÉAL PARIS	151	73.54	Toiletries & Cosmetics
CNN	152	73.47	Media - TV Stations
DIESEL	153	73.41	Clothing & Footwear
NICORETTE	154	73.41	Pharmaceutical
VIRGIN HOLIDAYS	155	73.33	Travel - Agents & Tour Operators
VISA	156	73.23	Financial
DIRECT LINE	157	73.23	Financial
RAC	158	73.06	Automotive - General
MORRISONS	159	73.06	Retail - General
ARSENAL FC	160	72.80	Leisure & Entertainment - General
LAVAZZA	161	72.80	Drinks - Coffee & Tea
EDEN PROJECT	162	72.80	Leisure & Entertainment - Destinations
KIEHL'S	163	72.78	Toiletries & Cosmetics
LEVI'S	164	72.69	Clothing & Footwear
PERONI NASTRO AZZURRO	165	72.69	Drinks - Beer & Cider
CARLUCCIO'S	166	72.65	Restaurants & Coffee Shops
THE MERLIN ENTERTAINMENTS LONDON EYE	167	72.53	Leisure & Entertainment - Destinations
VODAFONE	168	72.53	Mobile Telecommunications
THE NORTH FACE	169	72.38	Sportswear & Equipment
DOMESTOS	170	72.38	Household - Cleaning Products
LIVERPOOL FC	171	72.38	Leisure & Entertainment - General
M.A.C	172	72.38	Toiletries & Cosmetics
BAILEYS	173	72.38	Drinks - Spirits
SAMSONITE	174	72.38	Household - General
BT	175	72.38	Services & Utilities
VIRGIN MEDIA	176	72.24	Services & Utilities
PEPSI	177	72.23	Drinks - Carbonated Soft Drinks
SMARTIES	178	72.09	Food - Chocolate & Confectionery
LEXUS	179	72.09	Automotive - Vehicle Manufacturer
THOMAS PINK	180	72.09	Clothing & Footwear
HELLMANN'S	181	72.09	Food - General
ROUGH GUIDES	182	72.09	Media - Reference
NIGHT NURSE	183	72.09	Pharmaceutical
MALMAISON	184	72.05	Travel - Hotels & Resorts
PERRIER	185	71.96	Drinks - General
HUGGIES	186	71.96	Household - Child Products
THE DAILY TELEGRAPH	187	71.96	Media - Newspapers & Magazines
NANDO'S	188	71.84	Restaurants & Coffee Shops
JCB	189	71.69	Household - General
S. PELLEGRINO	190	71.65	Drinks - General
HUGO BOSS	191	71.55	Toiletries & Cosmetics
FINISH	192	71.53	Household - Cleaning Products
ELASTOPLAST	193	71.53	Household - General Consumables
LEGOLAND	194	71.53	Leisure & Entertainment - Destinations
BECK'S	195	71.53	Drinks - Beer & Cider
UNCLE BEN'S	196	71.53	Food - General
SMYTHSON OF BOND STREET	197	71.43	Retail - General
SANDALS	198	71.43	Travel - Hotels & Resorts
TRAILFINDERS	199	71.31	Travel - Agents & Tour Operators
HP	200	71.31	Food - General

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BRAND	RANK	INDEX	CATEGORY
NIKON	201	71.31	Technology - General
CLUB MED	202	71.17	Travel - Hotels & Resorts
YO! SUSHI	203	71.11	Restaurants & Coffee Shops
MAGNUM	204	71.11	Food - General
HEAL'S	205	71.11	Retail - General
SCALEXTRIC	206	71.02	Leisure & Entertainment - Games & Toys
TABASCO	207	70.95	Food - General
RALPH LAUREN	208	70.95	Toiletries & Cosmetics
OMEGA	209	70.95	Watches & Accessories
CONVERSE	210	70.86	Clothing & Footwear
STELLA ARTOIS	211	70.86	Drinks - Beer & Cider
HEAD & SHOULDERS	212	70.86	Toiletries & Cosmetics
DUCHY ORIGINALS	213	70.86	Food - General
CLARINS	214	70.86	Toiletries & Cosmetics
MALTESERS	215	70.86	Food - Chocolate & Confectionery
MACLAREN	216	70.77	Household - Child Products
NATIONAL GEOGRAPHIC	217	70.77	Media - Newspapers & Magazines
TOMTOM	218	70.77	Technology - General
THE BODY SHOP	219	70.77	Retail - General
SCHWEPPE	220	70.69	Drinks - Carbonated Soft Drinks
MASTERCARD	221	70.69	Financial
SPECSAVERS	222	70.69	Retail - General
PUMA	223	70.65	Sportswear & Equipment
HALFORDS	224	70.61	Retail - General
OXO	225	70.61	Food - General
MOLTON BROWN	226	70.56	Toiletries & Cosmetics
ECOVER	227	70.48	Household - Cleaning Products
MIELE	228	70.40	Household - Appliances
CAFFÈ NERO	229	70.33	Restaurants & Coffee Shops
CARLSBERG	230	70.33	Drinks - Beer & Cider
VIRGIN ACTIVE	231	70.33	Leisure & Entertainment - General
HELLO	232	70.33	Media - Newspapers & Magazines
TETLEY	233	70.26	Drinks - Coffee & Tea
PRINGLES	234	70.26	Food - General
JAGUAR	235	70.26	Automotive - Vehicle Manufacturer
H&M	236	70.26	Clothing & Footwear
BACARDI	237	70.26	Drinks - Spirits
ROBINSONS	238	70.26	Drinks - General
WHICH?	239	70.20	Media - Newspapers & Magazines
WAGAMAMA	240	70.20	Restaurants & Coffee Shops
RIBENA	241	70.20	Drinks - General
OLAY	242	70.13	Toiletries & Cosmetics
KUONI	243	70.06	Travel - Agents & Tour Operators
WRIGLEY'S	244	70.06	Food - Chocolate & Confectionery
NIVEA	245	70.06	Toiletries & Cosmetics
FELIX	246	70.00	Household - Pet Products
MAMAS & PAPAS	247	69.89	Household - Child Products
PAYPAL	248	69.89	Financial
SHREDDED WHEAT	249	69.84	Food - General
DORITOS	250	69.80	Food - General

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BRAND	RANK	INDEX	CATEGORY
HAVAIANAS	251	69.77	Clothing & Footwear
AVEDA	252	69.71	Toiletries & Cosmetics
SUPERDRY	253	69.61	Clothing & Footwear
FAIRTRADE	254	69.52	Food - General
LINDT	255	69.49	Food - Chocolate & Confectionery
BIRKENSTOCK	256	69.45	Clothing & Footwear
CONFUSED.COM	257	69.45	Services & Utilities
SHELL	258	69.45	Oil & Gas
EASYJET	259	69.45	Travel - Airlines
VESPA	260	69.42	Automotive - Vehicle Manufacturer
TROPICANA	261	69.42	Drinks - General
BLACK & DECKER	262	69.39	Household - General
HABITAT	263	69.39	Retail - General
KWIK-FIT	264	69.39	Automotive - General
HORNBY	265	69.39	Leisure & Entertainment - Games & Toys
BRITISH GAS	266	69.39	Services & Utilities
LANCÔME	267	69.12	Toiletries & Cosmetics
ASOS.COM	268	69.12	Clothing & Footwear
DORSET CEREALS	269	69.07	Food - General
SHEBA	270	69.05	Household - Pet Products
FERRERO ROCHER	271	69.03	Food - Chocolate & Confectionery
MR MUSCLE	272	69.03	Household - Cleaning Products
GRAZIA	273	69.03	Media - Newspapers & Magazines
VANITY FAIR	274	69.03	Media - Newspapers & Magazines
EXPEDIA	275	69.03	Travel - Agents & Tour Operators
CHAMPNEYS	276	69.03	Travel - Hotels & Resorts
SAMSUNG	277	69.03	Technology - General
THOMAS COOK	278	69.03	Travel - Agents & Tour Operators
ASDA	279	69.01	Retail - General
B&Q	280	69.01	Retail - General
WEIGHT WATCHERS	281	69.01	Food - General
TIME	282	68.99	Media - Newspapers & Magazines
WONDERBRA	283	68.57	Clothing & Footwear
GARNIER	284	68.57	Toiletries & Cosmetics
TOBLERONE	285	68.57	Food - Chocolate & Confectionery
FLASH	286	68.57	Household - Cleaning Products
ELECTROLUX	287	68.57	Household - Appliances
PANADOL	288	68.57	Pharmaceutical
THE CARPHONE WAREHOUSE	289	68.57	Retail - General
FLORA	290	68.57	Food - General
NUTELLA	291	68.57	Food - General
FISHER-PRICE	292	68.57	Leisure & Entertainment - Games & Toys
ODDBINS	293	68.57	Retail - General
MCCAIN	294	68.16	Food - General
PHILADELPHIA	295	68.15	Food - General
YAHOO!	296	68.15	Internet - General
LLOYDS TSB	297	68.15	Financial
DETTOL	298	68.15	Household - Cleaning Products
DKNY	299	68.13	Clothing & Footwear
NESCAFÉ	300	68.13	Drinks - Coffee & Tea

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BRAND	RANK	INDEX	CATEGORY
GLENFIDDICH	301	68.13	Drinks - Spirits
NATIONWIDE	302	68.13	Financial
COLMAN'S	303	68.13	Food - General
GQ	304	68.13	Media - Newspapers & Magazines
CLASSIC FM	305	68.13	Media - Radio
SAVLON	306	68.13	Pharmaceutical
M&M'S	307	68.11	Food - Chocolate & Confectionery
CHURCHILL	308	68.11	Financial
RYVITA	309	68.11	Food - General
VANISH	310	68.11	Household - Cleaning Products
HEAT	311	68.11	Media - Newspapers & Magazines
HEINEKEN	312	68.11	Drinks - Beer & Cider
CAMPER	313	68.10	Clothing & Footwear
ALTON TOWERS	314	67.76	Leisure & Entertainment - Destinations
MOTHERCARE	315	67.76	Retail - General
GAP	316	67.72	Clothing & Footwear
MINI BABYBEL	317	67.72	Food - General
VOLVO	318	67.72	Automotive - Vehicle Manufacturer
CILLIT BANG	319	67.72	Household - Cleaning Products
HONDA	320	67.72	Automotive - Vehicle Manufacturer
CONDÉ NAST TRAVELLER	321	67.69	Media - Newspapers & Magazines
NEW SCIENTIST	322	67.69	Media - Newspapers & Magazines
GAVISCON	323	67.69	Pharmaceutical
STRADA	324	67.66	Restaurants & Coffee Shops
COBRA	325	67.66	Drinks - Beer & Cider
GROLSCH	326	67.66	Drinks - Beer & Cider
OLYMPUS	327	67.66	Technology - General
HARIBO	328	67.66	Food - Chocolate & Confectionery
KRISPY KREME	329	67.66	Food - General
WARBURTONS	330	67.62	Food - General
GIRAFFE	331	67.62	Restaurants & Coffee Shops
COMFORT	332	67.62	Household - Cleaning Products
WINALOT	333	67.58	Household - Pet Products
SIMPLE	334	67.53	Toiletries & Cosmetics
MATTEL	335	67.35	Leisure & Entertainment - Games & Toys
HMV	336	67.35	Retail - General
THE CO-OPERATIVE	337	67.35	Retail - General
CRAYOLA	338	67.30	Leisure & Entertainment - Games & Toys
MAJESTIC WINE WAREHOUSES	339	67.30	Retail - General
VOLVIC	340	67.30	Drinks - General
STREPSILS	341	67.30	Pharmaceutical
VIRGIN TRAINS	342	67.25	Travel - Bus & Rail Operators
MARRIOTT	343	67.25	Travel - Hotels & Resorts
TIMBERLAND	344	67.25	Clothing & Footwear
BONJELA	345	67.25	Pharmaceutical
IMODIUM	346	67.25	Pharmaceutical
VICKS	347	67.25	Pharmaceutical
HEATHROW EXPRESS	348	67.20	Travel - Bus & Rail Operators
LISTERINE	349	67.20	Toiletries & Cosmetics
HILTON	350	67.20	Travel - Hotels & Resorts

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BRAND	RANK	INDEX	CATEGORY
TOMMEE TIPPEE	351	67.14	Household - Child Products
COSMOPOLITAN	352	67.14	Media - Newspapers & Magazines
PIRITON	353	67.14	Pharmaceutical
ITSU	354	67.08	Restaurants & Coffee Shops
ORAL-B	355	67.08	Toiletries & Cosmetics
IAMS	356	67.01	Household - Pet Products
VIDAL SASSOON	357	67.01	Toiletries & Cosmetics
ITV	358	66.94	Media - TV Stations
FLYMO	359	66.88	Household - Appliances
HOOVER	360	66.88	Household - Appliances
HERTZ	361	66.88	Automotive - General
LURPAK	362	66.88	Food - General
TOYS R US	363	66.88	Retail - General
BOBBI BROWN	364	66.86	Toiletries & Cosmetics
EAT.	365	66.81	Restaurants & Coffee Shops
DELL	366	66.81	Technology - Computer Hardware & Software
LEA & PERRINS	367	66.81	Food - General
BRITISH AIRWAYS	368	66.81	Travel - Airlines
WET ONES	369	66.74	Household - Cleaning Products
ALPEN	370	66.74	Food - General
MARK WARNER	371	66.74	Travel - Agents & Tour Operators
MAGNERS IRISH CIDER	372	66.74	Drinks - Beer & Cider
JOSE CUERVO	373	66.67	Drinks - Spirits
STANNAH STAIRLIFTS	374	66.67	Household - General
ESTÉE LAUDER	375	66.67	Toiletries & Cosmetics
RIMMEL LONDON	376	66.58	Toiletries & Cosmetics
POT NOODLE	377	66.53	Food - General
MÜLLER	378	66.53	Food - General
LEICA	379	66.49	Technology - General
FAT FACE	380	66.46	Sportswear & Equipment
TWIGLETS	381	66.46	Food - General
ROYAL CARIBBEAN INTERNATIONAL	382	66.39	Travel - General
MICHELIN TRAVEL GUIDES & MAPS	383	66.37	Media - Reference
DEEP HEAT	384	66.37	Pharmaceutical
SONY ERICSSON	385	66.37	Technology - General
BUDWEISER	386	66.37	Drinks - Beer & Cider
VIRGIN MOBILE	387	66.37	Mobile Telecommunications
HP	388	66.37	Technology - Computer Hardware & Software
GLENMORANGIE	389	66.37	Drinks - Spirits
WHIRLPOOL	390	66.37	Household - Appliances
TOILET DUCK	391	66.37	Household - Cleaning Products
DISCOVERY	392	66.37	Media - TV Stations
TCP	393	66.37	Pharmaceutical
CHUBB	394	66.37	Services & Utilities
KINGSMILL	395	66.37	Food - General
ASAHI	396	66.29	Drinks - Beer & Cider
CARLING	397	66.29	Drinks - Beer & Cider
HENNESSY	398	66.29	Drinks - Spirits
NEFF	399	66.29	Household - Appliances
MR SHEEN	400	66.29	Household - Cleaning Products

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BRAND	RANK	INDEX	CATEGORY
THORPE PARK	401	66.29	Leisure & Entertainment - Destinations
IMPERIAL LEATHER	402	66.29	Toiletries & Cosmetics
BURGER KING	403	66.12	Restaurants & Coffee Shops
INTERFLORA	404	66.12	Services & Utilities
DOMINO'S PIZZA	405	66.12	Restaurants & Coffee Shops
BIRDS EYE	406	66.12	Food - General
OLD SPECKLED HEN	407	66.09	Drinks - Beer & Cider
SNICKERS	408	66.09	Food - Chocolate & Confectionery
VANS	409	66.03	Sportswear & Equipment
AUTOGLASS	410	66.03	Automotive - General
ANCHOR	411	66.03	Food - General
PRIMARK	412	66.03	Clothing & Footwear
SWEATY BETTY	413	65.97	Clothing & Footwear
QUIKSILVER	414	65.97	Sportswear & Equipment
LADBROKES	415	65.93	Leisure & Entertainment - Gambling
CLARKS	416	65.93	Clothing & Footwear
OPTREX	417	65.93	Pharmaceutical
AVIVA	418	65.83	Financial
YORKIE	419	65.83	Food - Chocolate & Confectionery
LADYBIRD	420	65.83	Household - Child Products
MARIGOLD	421	65.83	Household - Cleaning Products
SEVEN SEAS	422	65.83	Pharmaceutical
POST OFFICE	423	65.71	Services & Utilities
LUSH	424	65.71	Retail - General
BERGHAUS	425	65.71	Sportswear & Equipment
NEUTROGENA	426	65.71	Toiletries & Cosmetics
DAVE	427	65.71	Media - TV Stations
BRANSTON	428	65.61	Food - General
CORNETTO	429	65.61	Food - General
GALAXY	430	65.59	Food - Chocolate & Confectionery
SILVER CROSS	431	65.59	Household - Child Products
ZOVIRAX	432	65.59	Pharmaceutical
FAMOUS GROUSE	433	65.49	Drinks - Spirits
CANON	434	65.49	Technology - General
PURINA	435	65.45	Household - Pet Products
LUSH	436	65.45	Toiletries & Cosmetics
SMART	437	65.37	Automotive - Vehicle Manufacturer
RUSSELL & BROMLEY	438	65.37	Clothing & Footwear
BOLD	439	65.37	Household - Cleaning Products
PAPERCHASE	440	65.37	Retail - General
CLEARASIL	441	65.37	Toiletries & Cosmetics
L'OCCITANE	442	65.31	Toiletries & Cosmetics
HULA HOOPS	443	65.31	Food - General
MCVITIE'S	444	65.31	Food - General
RACHEL'S ORGANIC	445	65.24	Food - General
NICOTINELL	446	65.24	Pharmaceutical
NYTOL	447	65.24	Pharmaceutical
THOMSON HOLIDAYS	448	65.24	Travel - Agents & Tour Operators
GREGG'S	449	65.24	Restaurants & Coffee Shops
CAMPARI	450	65.19	Drinks - Spirits

EXPERT COUNCIL TOP 500 2011

BRAND	RANK	INDEX	CATEGORY
ORANGINA	451	65.19	Drinks - Carbonated Soft Drinks
TATE & LYLE CANE SUGAR	452	65.19	Food - General
SLIM-FAST	453	65.09	Food - General
REEBOK	454	65.09	Sportswear & Equipment
HERBAL ESSENCES	455	65.09	Toiletries & Cosmetics
LK BENNETT	456	65.05	Clothing & Footwear
SANATOGEN	457	65.05	Pharmaceutical
SHARWOOD'S	458	65.05	Food - General
COURVOISIER	459	64.91	Drinks - Spirits
AFTER EIGHT	460	64.91	Food - Chocolate & Confectionery
WERTHER'S ORIGINAL	461	64.91	Food - Chocolate & Confectionery
JORDANS	462	64.91	Food - General
MORPHY RICHARDS	463	64.91	Household - Appliances
MAGLITE	464	64.91	Household - General
SUDAFED	465	64.91	Pharmaceutical
TICKETMASTER	466	64.76	Services & Utilities
BRITAX	467	64.76	Household - Child Products
CAESARS	468	64.76	Household - Pet Products
TONI & GUY	469	64.76	Retail - General
PANTENE	470	64.76	Toiletries & Cosmetics
EARLY LEARNING CENTRE	471	64.76	Retail - General
ACTIVIA	472	64.76	Food - General
ODEON CINEMAS	473	64.76	Leisure & Entertainment - Destinations
MTV	474	64.62	Media - TV Stations
QUALITY STREET	475	64.62	Food - Chocolate & Confectionery
ALFA ROMEO	476	64.62	Automotive - Vehicle Manufacturer
WEDGWOOD	477	64.62	Household - General
SAGA	478	64.62	Services & Utilities
PHILIPS	479	64.62	Technology - General
HAVANA CLUB	480	64.60	Drinks - Spirits
HOTEL CHOCOLAT	481	64.60	Food - Chocolate & Confectionery
KRUPS	482	64.60	Household - Appliances
GO-CAT	483	64.60	Household - Pet Products
KITEKAT	484	64.60	Household - Pet Products
GOURMET BURGER KITCHEN	485	64.60	Restaurants & Coffee Shops
THE SANCTUARY	486	64.60	Toiletries & Cosmetics
WILKINSON SWORD	487	64.60	Toiletries & Cosmetics
TOPTABLE.CO.UK	488	64.57	Services & Utilities
DERMLOGICA	489	64.57	Toiletries & Cosmetics
WILLIAM HILL	490	64.46	Leisure & Entertainment - Gambling
MATALAN	491	64.46	Retail - General
CALVIN KLEIN	492	64.46	Clothing & Footwear
J2O	493	64.46	Drinks - General
J&B	494	64.46	Drinks - Spirits
PATAK'S	495	64.46	Food - General
AMBRE SOLAIRE	496	64.46	Toiletries & Cosmetics
MAX FACTOR	497	64.46	Toiletries & Cosmetics
BEVEVERE VODKA	498	64.42	Drinks - Spirits
CLEARBLUE	499	64.42	Pharmaceutical
UMBRO	500	64.42	Sportswear & Equipment