

## 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 (B2C) brands, drawing on a wide range of sources, from sector reports to blogs to public nominations. From the thousands of brands initially considered, between 1,200 and 1,600 brands are shortlisted for the survey.
- The shortlist is scored by an independent and voluntary Expert Council, which is assembled and chaired by TCBA's chief executive and 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 scores.
- The remaining brands are voted on by a YouGov panel, which comprises a nationally representative sample of more than 2,000 British consumers aged

18 and above. 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 Consumer Superbrand:

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

'A Consumer 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.** 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 marketplace?



## 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 brand lists, appoints each Expert Council and manages the partnership with the panel providers, whose panels are used to access consumer or business professionals opinion.

### About TCBA

TCBA is dedicated to understanding the performance of brands. There are many ways to measure brand performance. TCBA does not believe in a 'one size fits all' approach, instead it offers tailored solutions to ensure the metrics investigated and measured are relevant and appropriate. 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** – principally measuring brand strength and/or values. This might require surveying the attitudes of customers, opinion formers, employees, investors, suppliers or other stakeholders.

**Market analysis** – for example, providing intelligence, trends and examples of best practice from across the globe.

**Marketing analysis** – reviewing brand activity, including: campaign assessment; image/brand language assessment; marketing/PR review; agency sourcing and ROI analysis.

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.

EXPERT COUNCIL 2011

Stephen Cheliotis



**Chairman, Expert Councils and Chief Executive, The Centre for Brand Analysis (TCBA)**

In 2007, Stephen founded TCBA, which is dedicated to understanding the performance of brands and runs the selection process for Superbrands' annual UK programmes. Stephen works with a variety of brands and agencies on brand, market and marketing analysis whilst delivering brand insights at conferences and for international media.

Niku Banaie



**Global Chief Innovation Officer  
Isobar**

Niku joined Isobar, one of the leading full-service digital networks, in June 2008. Prior to this he was the youngest partner at Naked Communications. He has created award-winning work for Nokia, Honda, Orange, E4 and Nike among others.

Nick Blunden



**UK CEO  
Profero London**

Nick joined Profero London as client services director in 2004, successfully developing relationships with Apple, MINI, COI, and J&J. In 2007 he became MD, leading further expansion of core disciplines – media, advertising and technology – and in 2010 he was appointed UK CEO, responsible for all the UK businesses.

Tim Britton



**Chief Executive, UK  
YouGov**

Tim has almost 20 years' experience working directly and indirectly in the research industry in the UK, culminating in his current role as chief executive of YouGov UK. His experience in research is both on and offline, in areas ranging from financial services through business to business research, to work on public policy.

Vicky Bullen



**CEO  
Coley Porter Bell**

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, Coca-Cola and Pernod Ricard. She won a Design Effectiveness Award and a Marketing Grand Prix for Kotex. Vicky also sits on the Ogilvy UK Group Board.

Colin Byrne



**CEO, UK & Europe  
Weber Shandwick**

Colin is one of the UK's leading PR practitioners with more than 20 years' experience spanning domestic and international media relations, politics, global campaigns and issues management. Colin joined Weber Shandwick in 1995 and is now CEO of the global agency's European network and a member of the global management team.

Vikki Chowney



**Editor  
Reputation Online**

Vikki is editor of Reputation Online, the latest addition to the new media age family at Centaur Media. Before this, Vikki worked as a freelancer, spending time at Contagious Magazine and writing a weekly tech column for BitchBuzz.com. A G20 Voice blogger at the recent London and Pittsburgh Summits, her work has featured on the Global Cool blog, Mobile Industry Review and within Marketing Week.

Jackie Cooper



**Founding Partner  
Jackie Cooper PR**

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 creative director and vice chair of Edelman. She continues to deliver strategically powerful campaigns across the myriad of Edelman practices.

Stephen Factor



**Managing Director –  
Global Consumer Sector  
TNS**

At the beginning of 2006, Stephen took global responsibility for the FMCG business of TNS, supporting the world's leading brand owners in 70 countries. With some 25 years' experience in global market research agencies, he blends hands-on corporate management experience with a deep understanding of FMCG markets and brands.

Avril Gallagher



**Group Client Managing  
Director, EMEA  
Starcom MediaVest Group**

Avril joined Starcom MediaVest Group in 2004 as a business director, was appointed UK client services director in 2005 and client managing director in 2006, extending her role to cover business in EMEA in 2007. She was appointed to her current role, group client managing director, EMEA, in 2009.

**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 Director Addiction London**



Paul started his advertising career at D'Arcy before moving on to M&C Saatchi to run the Direct Line, Lucozade Sport, RBS and Trinity Mirror accounts. He later moved to Chick Smith Trott before joining Addiction London as managing director. The agency currently retains the Remington, Chupa Chups and Krispy Kreme accounts amongst others.

**Martin Hennessey**

**Founder The Writer**



Martin is founder of language consultancy, The Writer. The Writer is on a mission to rescue business and brands from the tyranny of linguistic mediocrity. Martin is also co-founder of not-for-profit organisation 26.org.uk.

**Graham Hiscott**

**Deputy 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 2007 award.

**Mike Hughes**

**Director General ISBA**



Following a career in marketing and general management at Coca-Cola, Guinness and Bulmer, Mike assumed his current role as director general of ISBA, The Voice of British Advertisers, in 2007. A member of all key UK industry bodies, Mike also sits on the executive committee of the Worldwide Federation of Advertisers.

**Lucy Johnston**

**Founder The Neon Birdcage**



Lucy is a curator and innovation strategist, consulting for a wide range of leading brands and organisations including Google, Levi's, Courvoisier, Coca-Cola, London 2012 and Edelman. She founded The Neon Birdcage in July 2009, as a curation platform to promote creative talent and effervescent thinking across the consumer brand industries and beyond.

**Paul Kemp-Robertson**

**Editorial Director & Co-Founder Contagious Communications**



Paul co-founded Contagious in 2004. This quarterly magazine, online intelligence resource and consultancy service reports on marketing innovation and the impact of new technologies on brands. Paul has written articles for numerous publications, co-edited D&AD's The Commercials Book, appeared on BBC radio and frequently speaks at advertising conferences around the world.

**John Mathers**

**Managing Director Holmes & Marchant**



John joined Holmes & Marchant in late 2009 as the group's managing director, prior to which he held senior roles at The Brand Union, Fitch and Blue Marlin. An active member of the design industry, John was president of the Design Business Association for three years and still works with the Design Council.

**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 specialises in helping FMCG and retail brands to convert shoppers into buyers.

**Marc Nohr**

**Managing Partner Kitcatt Nohr Alexander Shaw**



Marc is a founding partner of integrated agency Kitcatt Nohr Alexander Shaw. Four times winner of Agency of the Year, the agency's clients include Waitrose, John Lewis, Lexus, Toyota and NSPCC.

**Julian Pullan**

**Executive Vice President & Managing Director EMEA Jack Morton Worldwide**



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

**Crispin Reed**

**Managing Director Brandhouse**



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.

**James Sanderson**

**President  
Digitas London**



James has spent the last 15 years navigating the digital communications landscape with some of the world's largest clients. In the mid-1990s he helped start up digital agency DNA, moving on to interactive TV consultancy Smashed Atom in 2000. He joined Glue London in 2002, progressing to group COO. He joined Digitas London in 2009 as president, leading its work on multiple P&G brands, Nissan, Shell, Body Shop and Samsung.

**Tom Savigar**

**Partner  
The Future Laboratory**



Tom is a partner at The Future Laboratory and joined the business in 2005. He is director of the company's bespoke client projects and services. Clients include American Express, Louis Vuitton, Laurent-Perrier, Absolut, Lamborghini, Marks & Spencer, British Gas, Coca-Cola and Vogue. Tom also presents at conferences worldwide on subjects such as the future of ecommerce, retail, luxury, marketing and branding.

**Raoul Shah**

**Joint CEO  
Exposure**



Raoul is a visionary strategic thinker with more than 20 years' experience in marketing and communications. In 1993 he launched Exposure, a business built on the power of network and word-of-mouth. Today, the agency employs more than 200 individuals in London, New York, San Francisco and Tokyo. Clients include Coca-Cola, Vitamin Water, Levi's, Nike, Umbro, Dr. Martens, Microsoft®, Edun, Hunter and Globe-Trotter.

**Professor Robert Shaw**

**Honorary Professor,  
Cass Business School  
and Director, Value  
Based Marketing Forum**



As a consultant, businessman and bestselling author of Marketing Payback, Improving Marketing Effectiveness and Database Marketing, Robert is a top authority on value-based marketing and customer relationship management. He is in demand both in the UK and overseas as a conference chairman and keynote speaker and also teaches on in-company executive education programmes.

**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 private equity in 2008. He is now an investor, active non-exec and advisor to a number of companies seeking success in the digital economy.

**Mark Waugh**

**Global Managing Director  
newcast, a division of  
ZenithOptimedia  
Worldwide**



Mark advises worldwide clients on communications solutions that go 'beyond advertising' – branded content, short- and long-form ad-funded programming, and experiential marketing. This scope, coupled with his experience across almost every market category, from motors to luxury goods to FMCG, gives him a unique perspective on what exactly it is that can make a brand 'Super'.