

**EXPERT COUNCIL TOP 500 2010**

BRAND	RANK	AVERAGE SCORE	NO. OF SCORES	INDEX	CATEGORY
GOOGLE	1	8.69	26	100.00	INTERNET - GENERAL
APPLE	2	8.58	24	98.75	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
BBC	3	8.15	26	93.81	MEDIA - TV STATIONS
INNOCENT	4	7.96	26	91.59	DRINKS - GENERAL
ROLEX	5	7.92	24	91.08	WATCHES & ACCESSORIES
BMW	6	7.88	26	90.71	AUTOMOTIVE - VEHICLE MANUFACTURER
NIKE	7	7.87	23	90.53	SPORTSWEAR & EQUIPMENT
YOUTUBE	8	7.73	26	88.94	INTERNET - GENERAL
MANCHESTER UNITED FOOTBALL CLUB	9	7.73	26	88.94	LEISURE & ENTERTAINMENT - GENERAL
DISNEY	10	7.71	24	88.68	LEISURE & ENTERTAINMENT - GAMES & TOYS
FACEBOOK	11	7.62	26	87.61	INTERNET - GENERAL
FINANCIAL TIMES	12	7.61	23	87.53	MEDIA - NEWSPAPERS & MAGAZINES
GREEN & BLACK'S	13	7.60	25	87.43	FOOD - CHOCOLATE & CONFECTIONERY
WAITROSE	14	7.60	25	87.43	RETAIL - GENERAL
EUROSTAR	15	7.52	25	86.51	TRAVEL - BUS & RAIL OPERATORS
JOHN LEWIS	16	7.52	27	86.50	RETAIL - GENERAL
DYSON	17	7.50	24	86.28	HOUSEHOLD - APPLIANCES
THE ECONOMIST	18	7.48	25	86.05	MEDIA - NEWSPAPERS & MAGAZINES
COCA-COLA	19	7.46	26	85.84	DRINKS - CARBONATED SOFT DRINKS
MARMITE	20	7.46	26	85.84	FOOD - GENERAL
TESCO	21	7.44	27	85.64	RETAIL - GENERAL
ABSOLUT	22	7.40	25	85.13	DRINKS - SPIRITS
TATE GALLERIES	23	7.38	26	84.96	LEISURE & ENTERTAINMENT - DESTINATIONS
BLACKBERRY	24	7.38	26	84.96	TECHNOLOGY - GENERAL
MICROSOFT	25	7.36	25	84.67	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
MINI	26	7.32	25	84.21	AUTOMOTIVE - VEHICLE MANUFACTURER
AMAZON.CO.UK	27	7.31	26	84.07	RETAIL - GENERAL
CHANEL	28	7.29	24	83.89	TOILETRIES & COSMETICS
GUINNESS	29	7.26	27	83.51	DRINKS - BEER & CIDER
THE O2	30	7.23	26	83.19	LEISURE & ENTERTAINMENT - DESTINATIONS
NOKIA	31	7.21	24	82.93	TECHNOLOGY - GENERAL
LEGO	32	7.20	25	82.83	LEISURE & ENTERTAINMENT - GAMES & TOYS
NINTENDO	33	7.20	25	82.83	LEISURE & ENTERTAINMENT - GAMES & TOYS
AUDI	34	7.19	26	82.74	AUTOMOTIVE - VEHICLE MANUFACTURER
SELFRIDGES	35	7.19	26	82.74	RETAIL - GENERAL
HARVEY NICHOLS	36	7.19	27	82.66	RETAIL - GENERAL
NUROFEN	37	7.16	25	82.37	PHARMACEUTICAL
TAG HEUER	38	7.13	23	82.03	WATCHES & ACCESSORIES
RAY-BAN	39	7.13	24	81.97	WATCHES & ACCESSORIES
JACK DANIEL'S	40	7.04	25	80.99	DRINKS - SPIRITS
ANDREX	41	7.04	25	80.99	HOUSEHOLD - GENERAL CONSUMABLES
RED BULL	42	7.04	26	80.97	DRINKS - CARBONATED SOFT DRINKS
MERCEDES-BENZ	43	7.00	26	80.53	AUTOMOTIVE - VEHICLE MANUFACTURER
CADBURY	44	7.00	24	80.53	FOOD - CHOCOLATE & CONFECTIONERY
VIRGIN ATLANTIC	45	6.96	26	80.09	TRAVEL - AIRLINES
BOMBAY SAPPHIRE	46	6.96	25	80.07	DRINKS - SPIRITS
LEXUS	47	6.92	26	79.65	AUTOMOTIVE - VEHICLE MANUFACTURER
FIRST DIRECT	48	6.92	26	79.65	FINANCIAL
MARKS & SPENCER	49	6.92	26	79.65	RETAIL - GENERAL
AGA	50	6.92	25	79.61	HOUSEHOLD - APPLIANCES

**EXPERT COUNCIL TOP 500 2010**

<b>BRAND</b>	<b>RANK</b>	<b>AVERAGE SCORE</b>	<b>NO. OF SCORES</b>	<b>INDEX</b>	<b>CATEGORY</b>
PERSIL	51	6.91	22	79.49	HOUSEHOLD - CLEANING PRODUCTS
DOVE	52	6.91	22	79.49	TOILETRIES & COSMETICS
EBAY	53	6.89	27	79.25	RETAIL - GENERAL
THE LONDON EYE	54	6.88	26	79.20	LEISURE & ENTERTAINMENT - DESTINATIONS
CHANNEL 4	55	6.88	26	79.20	MEDIA - TV STATIONS
IKEA	56	6.88	26	79.20	RETAIL - GENERAL
SONY	57	6.88	24	79.09	TECHNOLOGY - GENERAL
PAMPERS	58	6.86	22	78.96	HOUSEHOLD - CHILD PRODUCTS
HEINZ	59	6.85	27	78.83	FOOD - GENERAL
KELLOGG'S	60	6.85	26	78.76	FOOD - GENERAL
BANG & OLUFSEN	61	6.85	26	78.76	TECHNOLOGY - GENERAL
ADIDAS	62	6.83	23	78.53	SPORTSWEAR & EQUIPMENT
BEN & JERRY'S	63	6.81	27	78.40	FOOD - GENERAL
WATERSTONE'S	64	6.81	27	78.40	RETAIL - GENERAL
AA	65	6.81	26	78.32	AUTOMOTIVE - GENERAL
VOLKSWAGEN	66	6.81	26	78.32	AUTOMOTIVE - VEHICLE MANUFACTURER
PAUL SMITH	67	6.81	26	78.32	CLOTHING & FOOTWEAR
DURACELL	68	6.80	25	78.23	HOUSEHOLD - GENERAL CONSUMABLES
SKY	69	6.80	25	78.23	MEDIA - TV STATIONS
MIELE	70	6.79	24	78.13	HOUSEHOLD - APPLIANCES
GILLETTE	71	6.78	23	78.03	TOILETRIES & COSMETICS
BOSE	72	6.77	26	77.88	TECHNOLOGY - GENERAL
VOGUE	73	6.75	24	77.65	MEDIA - NEWSPAPERS & MAGAZINES
HÄAGEN-DAZS	74	6.73	26	77.43	FOOD - GENERAL
PIMMS	75	6.72	25	77.31	DRINKS - SPIRITS
GÜ	76	6.72	25	77.31	FOOD - GENERAL
THE EDEN PROJECT	77	6.72	25	77.31	LEISURE & ENTERTAINMENT - DESTINATIONS
MONOPOLY	78	6.72	25	77.31	LEISURE & ENTERTAINMENT - GAMES & TOYS
TIFFANY & CO.	79	6.72	25	77.31	RETAIL - GENERAL
FAIRY	80	6.70	23	77.03	HOUSEHOLD - CLEANING PRODUCTS
DUREX	81	6.69	26	76.99	PHARMACEUTICAL
ZARA	82	6.68	25	76.85	CLOTHING & FOOTWEAR
PLAYSTATION	83	6.67	24	76.70	LEISURE & ENTERTAINMENT - GAMES & TOYS
PRET A MANGER	84	6.65	26	76.55	RESTAURANTS & COFFEE SHOPS
BRITISH AIRWAYS	85	6.65	26	76.55	TRAVEL - AIRLINES
LAVAZZA	86	6.64	25	76.39	DRINKS - COFFEE & TEA
SMIRNOFF	87	6.64	25	76.39	DRINKS - SPIRITS
NIKON	88	6.64	25	76.39	TECHNOLOGY - GENERAL
NATIONAL GEOGRAPHIC	89	6.63	24	76.22	MEDIA - NEWSPAPERS & MAGAZINES
SWATCH	90	6.63	24	76.22	WATCHES & ACCESSORIES
MCDONALD'S	91	6.62	26	76.11	RESTAURANTS & COFFEE SHOPS
THETIMES/SUNDAY TIMES	92	6.61	23	76.03	MEDIA - NEWSPAPERS & MAGAZINES
L'ORÉAL PARIS	93	6.61	23	76.03	TOILETRIES & COSMETICS
DIESEL	94	6.60	25	75.93	CLOTHING & FOOTWEAR
KIT KAT	95	6.60	25	75.93	FOOD - CHOCOLATE & CONFECTIONERY
BOSCH	96	6.60	25	75.93	HOUSEHOLD - APPLIANCES
XBOX	97	6.60	25	75.93	LEISURE & ENTERTAINMENT - GAMES & TOYS
CHELSEA FOOTBALL CLUB	98	6.60	25	75.93	LEISURE & ENTERTAINMENT - GENERAL
JOHNNIEWALKER	99	6.58	24	75.74	DRINKS - SPIRITS
DULUX	100	6.58	26	75.66	HOUSEHOLD - GENERAL CONSUMABLES

**EXPERT COUNCIL TOP 500 2010**

BRAND	RANK	AVERAGE SCORE	NO. OF SCORES	INDEX	CATEGORY
OCADO	101	6.56	25	75.47	RETAIL - GENERAL
O2	102	6.55	22	75.30	MOBILE TELECOMMUNICATIONS
WALKERS	103	6.54	26	75.22	FOOD - GENERAL
ROYAL ALBERT HALL	104	6.54	26	75.22	LEISURE & ENTERTAINMENT - DESTINATIONS
ARIEL	105	6.52	23	75.03	HOUSEHOLD - CLEANING PRODUCTS
INTEL	106	6.52	23	75.03	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
LYNX	107	6.52	23	75.03	TOILETRIES & COSMETICS
TAMPAX	108	6.52	23	75.03	TOILETRIES & COSMETICS
VASELINE	109	6.52	23	75.03	TOILETRIES & COSMETICS
THE WHITE COMPANY	110	6.52	25	75.01	CLOTHING & FOOTWEAR
TIMBERLAND	111	6.52	25	75.01	CLOTHING & FOOTWEAR
TWININGS	112	6.52	25	75.01	DRINKS - COFFEE & TEA
WEMBLEY STADIUM	113	6.52	25	75.01	LEISURE & ENTERTAINMENT - DESTINATIONS
HARRODS	114	6.52	27	74.99	RETAIL - GENERAL
MARS	115	6.50	24	74.78	FOOD - CHOCOLATE & CONFECTIONERY
CLINIQUE	116	6.50	24	74.78	TOILETRIES & COSMETICS
EVIAN	117	6.48	27	74.57	DRINKS - GENERAL
PG TIPS	118	6.46	26	74.34	DRINKS - COFFEE & TEA
KLEENEX	119	6.46	24	74.30	HOUSEHOLD - GENERAL CONSUMABLES
MACLAREN	120	6.43	23	74.03	HOUSEHOLD - CHILD PRODUCTS
TOPSHOP	121	6.42	26	73.89	CLOTHING & FOOTWEAR
WEETABIX	122	6.42	26	73.89	FOOD - GENERAL
CARLUCCIO'S	123	6.42	26	73.89	RESTAURANTS & COFFEE SHOPS
ARSENAL FOOTBALL CLUB	124	6.42	24	73.82	LEISURE & ENTERTAINMENT - GENERAL
DIOR	125	6.42	24	73.82	TOILETRIES & COSMETICS
HAMLEYS	126	6.41	27	73.71	RETAIL - GENERAL
GORDON'S	127	6.40	25	73.63	DRINKS - SPIRITS
TABASCO	128	6.40	25	73.63	FOOD - GENERAL
RONSEAL	129	6.40	25	73.63	HOUSEHOLD - GENERAL CONSUMABLES
VODAFONE	130	6.39	23	73.53	MOBILE TELECOMMUNICATIONS
RIBENA	131	6.38	26	73.45	DRINKS - GENERAL
HEAL'S	132	6.38	26	73.45	RETAIL - GENERAL
COLGATE	133	6.38	24	73.34	TOILETRIES & COSMETICS
AMERICAN EXPRESS	134	6.37	27	73.29	FINANCIAL
NIVEA	135	6.36	22	73.21	TOILETRIES & COSMETICS
THE NATIONAL LOTTERY	136	6.36	25	73.17	LEISURE & ENTERTAINMENT - GAMBLING
LAND ROVER	137	6.35	26	73.01	AUTOMOTIVE - VEHICLE MANUFACTURER
HELLMANN'S	138	6.35	26	73.01	FOOD - GENERAL
LE CREUSET	139	6.35	26	73.01	HOUSEHOLD - GENERAL
BOOTS	140	6.35	26	73.01	RETAIL - GENERAL
TOBLERONE	141	6.33	24	72.86	FOOD - CHOCOLATE & CONFECTIONERY
SWAROVSKI	142	6.33	24	72.86	HOUSEHOLD - GENERAL
THE NORTH FACE	143	6.33	24	72.86	SPORTSWEAR & EQUIPMENT
IBM	144	6.33	24	72.86	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
HOVIS	145	6.32	25	72.71	FOOD - GENERAL
GRAZIA	146	6.32	22	72.69	MEDIA - NEWSPAPERS & MAGAZINES
LUSH	147	6.32	22	72.69	TOILETRIES & COSMETICS
PIRELLI	148	6.31	26	72.57	AUTOMOTIVE - GENERAL
VOLVO	149	6.31	26	72.57	AUTOMOTIVE - VEHICLE MANUFACTURER
BARCLAYCARD	150	6.31	26	72.57	FINANCIAL

**EXPERT COUNCIL TOP 500 2010**

BRAND	RANK	AVERAGE SCORE	NO. OF SCORES	INDEX	CATEGORY
ELASTOPLAST	151	6.31	26	72.57	HOUSEHOLD - GENERAL CONSUMABLES
LONELY PLANET	152	6.31	26	72.57	MEDIA - REFERENCE
ASDA	153	6.30	27	72.44	RETAIL - GENERAL
H&M	154	6.28	25	72.25	CLOTHING & FOOTWEAR
SAMSONITE	155	6.28	25	72.25	HOUSEHOLD - GENERAL
MYSPACE	156	6.28	25	72.25	INTERNET - GENERAL
LIVERPOOL FOOTBALL CLUB	157	6.28	25	72.25	LEISURE & ENTERTAINMENT - GENERAL
HEAD & SHOULDERS	158	6.28	25	72.25	TOILETRIES & COSMETICS
DIRECT LINE	159	6.27	26	72.12	FINANCIAL
HSBC	160	6.27	26	72.12	FINANCIAL
LEGOLAND	161	6.27	26	72.12	LEISURE & ENTERTAINMENT - DESTINATIONS
CALPOL	162	6.27	26	72.12	PHARMACEUTICAL
LEMSIP	163	6.27	26	72.12	PHARMACEUTICAL
MOLTON BROWN	164	6.27	26	72.12	TOILETRIES & COSMETICS
PEDIGREE	165	6.26	23	72.03	HOUSEHOLD - GENERAL CONSUMABLES
THE SUN/THE NEWS OF THE WORLD	166	6.26	23	72.03	MEDIA - NEWSPAPERS & MAGAZINES
CLARINS	167	6.26	23	72.03	TOILETRIES & COSMETICS
FAIRTRADE	168	6.26	27	72.01	FOOD - GENERAL
SAINSBURY'S	169	6.26	27	72.01	RETAIL - GENERAL
FOUR SEASONS HOTELS & RESORTS	170	6.25	24	71.90	TRAVEL - HOTELS & RESORTS
ROBINSONS	171	6.23	26	71.68	DRINKS - GENERAL
OLAY	172	6.23	22	71.64	TOILETRIES & COSMETICS
MICHELIN	173	6.22	27	71.58	AUTOMOTIVE - GENERAL
BECK'S	174	6.22	27	71.58	DRINKS - BEER & CIDER
WHISKAS	175	6.22	23	71.53	HOUSEHOLD - GENERAL CONSUMABLES
HUGO BOSS	176	6.22	23	71.53	TOILETRIES & COSMETICS
LISTERINE	177	6.22	23	71.53	TOILETRIES & COSMETICS
MAC	178	6.22	23	71.53	TOILETRIES & COSMETICS
BACARDI	179	6.20	25	71.33	DRINKS - SPIRITS
MALTESERS	180	6.20	25	71.33	FOOD - CHOCOLATE & CONFECTIONERY
KETTLE CHIPS	181	6.20	25	71.33	FOOD - GENERAL
MÜLLER	182	6.20	25	71.33	FOOD - GENERAL
SMEG	183	6.20	25	71.33	HOUSEHOLD - APPLIANCES
TIME OUT GUIDES	184	6.20	25	71.33	MEDIA - REFERENCE
BP	185	6.20	25	71.33	OIL & GAS
HONDA	186	6.19	26	71.24	AUTOMOTIVE - VEHICLE MANUFACTURER
JAGUAR	187	6.19	26	71.24	AUTOMOTIVE - VEHICLE MANUFACTURER
CALVIN KLEIN	188	6.19	26	71.24	CLOTHING & FOOTWEAR
CAFFÈ NERO	189	6.19	26	71.24	RESTAURANTS & COFFEE SHOPS
WAGAMAMA	190	6.19	26	71.24	RESTAURANTS & COFFEE SHOPS
PERRIER	191	6.19	27	71.16	DRINKS - GENERAL
FINISH	192	6.18	22	71.12	HOUSEHOLD - CLEANING PRODUCTS
LANCÔME	193	6.17	23	71.03	TOILETRIES & COSMETICS
SONY ERICSSON	194	6.17	24	70.94	TECHNOLOGY - GENERAL
ROUGH GUIDES	195	6.16	25	70.87	MEDIA - REFERENCE
NICORETTE	196	6.16	25	70.87	PHARMACEUTICAL
THE BODY SHOP	197	6.16	25	70.87	RETAIL - GENERAL
LEICA	198	6.16	25	70.87	TECHNOLOGY - GENERAL
LEVI'S	199	6.15	26	70.80	CLOTHING & FOOTWEAR
A-Z MAPS	200	6.15	26	70.80	MEDIA - REFERENCE

**EXPERT COUNCIL TOP 500 2010**

	<b>RANK</b>	<b>AVERAGE SCORE</b>	<b>NO. OF SCORES</b>	<b>INDEX</b>	<b>CATEGORY</b>
HABITAT	201	6.15	26	70.80	RETAIL - GENERAL
RAC	202	6.15	27	70.73	AUTOMOTIVE - GENERAL
COBRA BEER	203	6.15	27	70.73	DRINKS - BEER & CIDER
LUCOZADE	204	6.15	27	70.73	DRINKS - CARBONATED SOFT DRINKS
MAJESTIC WINE	205	6.15	27	70.73	RETAIL - GENERAL
BUGABOO	206	6.14	21	70.67	HOUSEHOLD - CHILD PRODUCTS
O'NEILL	207	6.14	22	70.60	SPORTSWEAR & EQUIPMENT
HARIBO	208	6.13	23	70.53	FOOD - CHOCOLATE & CONFECTIONERY
ORANGE	209	6.13	23	70.53	MOBILE TELECOMMUNICATIONS
M&M'S	210	6.13	24	70.46	FOOD - CHOCOLATE & CONFECTIONERY
FLYMO	211	6.13	24	70.46	HOUSEHOLD - APPLIANCES
PEPSI	212	6.12	25	70.41	DRINKS - CARBONATED SOFT DRINKS
PIZZA EXPRESS	213	6.12	25	70.41	RESTAURANTS & COFFEE SHOPS
OLYMPUS	214	6.12	25	70.41	TECHNOLOGY - GENERAL
BARCLAYS	215	6.12	26	70.35	FINANCIAL
HP	216	6.12	26	70.35	FOOD - GENERAL
ORDNANCE SURVEY	217	6.12	26	70.35	MEDIA - REFERENCE
VANS	218	6.11	18	70.30	SPORTSWEAR & EQUIPMENT
WOLF BLOSS	219	6.10	21	70.12	DRINKS - WINE
AVEDA	220	6.10	21	70.12	TOILETRIES & COSMETICS
THE DAILY TELEGRAPH/SUNDAY TELEGRAPH	221	6.09	23	70.03	MEDIA - NEWSPAPERS & MAGAZINES
ESTÉE LAUDER	222	6.09	23	70.03	TOILETRIES & COSMETICS
GALAXY	223	6.08	24	69.99	FOOD - CHOCOLATE & CONFECTIONERY
HOOVER	224	6.08	24	69.99	HOUSEHOLD - APPLIANCES
INTERCONTINENTAL	225	6.08	24	69.99	TRAVEL - HOTELS & RESORTS
OMEGA	226	6.08	24	69.99	WATCHES & ACCESSORIES
BAILEYS	227	6.08	25	69.95	DRINKS - SPIRITS
LASTMINUTE.COM	228	6.08	25	69.95	TRAVEL - AGENTS & TOUR OPERATORS
HILTON	229	6.08	25	69.95	TRAVEL - HOTELS & RESORTS
ALTON TOWERS	230	6.08	26	69.91	LEISURE & ENTERTAINMENT - DESTINATIONS
COLMAN'S	231	6.07	27	69.88	FOOD - GENERAL
PRIMARK	232	6.07	27	69.88	RETAIL - GENERAL
AVENT	233	6.06	16	69.75	HOUSEHOLD - CHILD PRODUCTS
ITSU	234	6.05	22	69.55	RESTAURANTS & COFFEE SHOPS
WHOLE FOODS MARKET	235	6.05	22	69.55	RETAIL - GENERAL
DKNY	236	6.04	24	69.51	CLOTHING & FOOTWEAR
MAGNUM	237	6.04	24	69.51	FOOD - GENERAL
VANITY FAIR	238	6.04	24	69.51	MEDIA - NEWSPAPERS & MAGAZINES
HEWLETT-PACKARD	239	6.04	24	69.51	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
SAN PELLEGRINO	240	6.04	25	69.49	DRINKS - GENERAL
JAMESON	241	6.04	25	69.49	DRINKS - SPIRITS
FISHER-PRICE	242	6.04	25	69.49	LEISURE & ENTERTAINMENT - GAMES & TOYS
SHELL	243	6.04	25	69.49	OIL & GAS
WEIGHT WATCHERS	244	6.04	26	69.47	FOOD - GENERAL
THE CARPHONE WAREHOUSE	245	6.04	26	69.47	RETAIL - GENERAL
BUPA	246	6.04	26	69.47	SERVICES & UTILITIES
FLORA	247	6.04	27	69.45	FOOD - GENERAL
ASOS.COM	248	6.00	19	69.03	CLOTHING & FOOTWEAR
BIRKENSTOCK	249	6.00	25	69.03	CLOTHING & FOOTWEAR
GAP	250	6.00	26	69.03	CLOTHING & FOOTWEAR

**EXPERT COUNCIL TOP 500 2010**

<b>BRAND</b>	<b>RANK</b>	<b>AVERAGE SCORE</b>	<b>NO. OF SCORES</b>	<b>INDEX</b>	<b>CATEGORY</b>
LK BENNETT	251	6.00	24	69.03	CLOTHING & FOOTWEAR
HALIFAX	252	6.00	26	69.03	FINANCIAL
LINDT	253	6.00	24	69.03	FOOD - CHOCOLATE & CONFECTIONERY
DANONE	254	6.00	25	69.03	FOOD - GENERAL
EA GAMES	255	6.00	19	69.03	LEISURE & ENTERTAINMENT - GAMES & TOYS
YELLOW PAGES	256	6.00	26	69.03	SERVICES & UTILITIES
VAIO	257	6.00	22	69.03	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
RALPH LAUREN	258	6.00	24	69.03	TOILETRIES & COSMETICS
BIRDS EYE	259	5.96	27	68.60	FOOD - GENERAL
SHREDDED WHEAT	260	5.96	27	68.60	FOOD - GENERAL
LEA & PERRINS	261	5.96	26	68.58	FOOD - GENERAL
TUPPERWARE	262	5.96	26	68.58	HOUSEHOLD - GENERAL
KODAK	263	5.96	26	68.58	TECHNOLOGY - GENERAL
CONVERSE	264	5.96	25	68.57	CLOTHING & FOOTWEAR
CROCS	265	5.96	25	68.57	CLOTHING & FOOTWEAR
TED BAKER	266	5.96	25	68.57	CLOTHING & FOOTWEAR
WONDERBRA	267	5.96	25	68.57	CLOTHING & FOOTWEAR
VICKS	268	5.96	25	68.57	PHARMACEUTICAL
GODIVA	269	5.96	24	68.55	FOOD - CHOCOLATE & CONFECTIONERY
DUALIT	270	5.96	24	68.55	HOUSEHOLD - APPLIANCES
NEW SCIENTIST	271	5.96	24	68.55	MEDIA - NEWSPAPERS & MAGAZINES
AMBRE SOLAIRE	272	5.96	24	68.55	TOILETRIES & COSMETICS
HEAT	273	5.96	23	68.53	MEDIA - NEWSPAPERS & MAGAZINES
LOVEFILM.COM	274	5.95	20	68.45	SERVICES & UTILITIES
TOYOTA	275	5.92	26	68.14	AUTOMOTIVE - VEHICLE MANUFACTURER
MAGNERS IRISH CIDER	276	5.92	26	68.14	DRINKS - BEER & CIDER
LLOYDS TSB	277	5.92	26	68.14	FINANCIAL
PRINGLES	278	5.92	26	68.14	FOOD - GENERAL
WEDGWOOD	279	5.92	26	68.14	HOUSEHOLD - GENERAL
YAHOO!	280	5.92	26	68.14	INTERNET - GENERAL
GLENFIDDICH	281	5.92	25	68.11	DRINKS - SPIRITS
TOMTOM	282	5.92	25	68.11	TECHNOLOGY - GENERAL
WHICH?	283	5.92	24	68.07	MEDIA - NEWSPAPERS & MAGAZINES
SAGA	284	5.92	24	68.07	SERVICES & UTILITIES
ADOBE	285	5.92	24	68.07	TECHNOLOGY - COMPUTER HARDWARE & SOFTWARE
CLEARASIL	286	5.92	24	68.07	TOILETRIES & COSMETICS
OPTREX	287	5.91	23	68.03	PHARMACEUTICAL
PANADOL	288	5.91	23	68.03	PHARMACEUTICAL
MONEYSAVINGEXPERT.COM	289	5.89	9.00	67.75	SERVICES & UTILITIES
MICHELIN TRAVEL GUIDES & MAPS	290	5.88	26	67.70	MEDIA - REFERENCE
INTERFLORA	291	5.88	26	67.70	SERVICES & UTILITIES
TIME	292	5.88	25	67.65	MEDIA - NEWSPAPERS & MAGAZINES
STARBUCKS	293	5.88	25	67.65	RESTAURANTS & COFFEE SHOPS
BORDERS & BOOKS ETC	294	5.88	25	67.65	RETAIL - GENERAL
CANON	295	5.88	25	67.65	TECHNOLOGY - GENERAL
HEATHROW EXPRESS	296	5.88	25	67.65	TRAVEL - BUS & RAIL OPERATORS
DOMESTOS	297	5.88	24	67.59	HOUSEHOLD - CLEANING PRODUCTS
CRAYOLA	298	5.88	24	67.59	LEISURE & ENTERTAINMENT - GAMES & TOYS
NIGHT NURSE	299	5.88	24	67.59	PHARMACEUTICAL
HUGGIES	300	5.87	23	67.53	HOUSEHOLD - CHILD PRODUCTS

**EXPERT COUNCIL TOP 500 2010**

BRAND	RANK	AVERAGE SCORE	NO. OF SCORES	INDEX	CATEGORY
SURE	301	5.87	23	67.53	TOILETRIES & COSMETICS
JOSE CUERVO	302	5.86	22	67.46	DRINKS - SPIRITS
L'OCCITANE	303	5.86	22	67.46	TOILETRIES & COSMETICS
MAX FACTOR	304	5.86	22	67.46	TOILETRIES & COSMETICS
BEBO	305	5.86	21	67.38	INTERNET - GENERAL
BOBBI BROWN	306	5.86	21	67.38	TOILETRIES & COSMETICS
KWIK-FIT	307	5.85	27	67.32	AUTOMOTIVE - GENERAL
MASTERCARD	308	5.85	27	67.32	FINANCIAL
VISA	309	5.85	27	67.32	FINANCIAL
SAAB	310	5.85	26	67.26	AUTOMOTIVE - VEHICLE MANUFACTURER
NESCAFÉ	311	5.85	26	67.26	DRINKS - COFFEE & TEA
DORITOS	312	5.85	26	67.26	FOOD - GENERAL
OXO	313	5.85	26	67.26	FOOD - GENERAL
COSTA	314	5.85	26	67.26	RESTAURANTS & COFFEE SHOPS
CENTER PARCS	315	5.85	26	67.26	TRAVEL - HOTELS & RESORTS
LYCRA	316	5.84	25	67.19	CLOTHING & FOOTWEAR
COINTREAU	317	5.84	25	67.19	DRINKS - SPIRITS
COURVOISIER	318	5.84	25	67.19	DRINKS - SPIRITS
PATAK'S	319	5.84	25	67.19	FOOD - GENERAL
PENFOLDS GRANGE	320	5.83	24	67.11	DRINKS - WINE
JORDANS	321	5.83	24	67.11	FOOD - GENERAL
HORNBY	322	5.83	24	67.11	LEISURE & ENTERTAINMENT - GAMES & TOYS
KIEHL'S	323	5.83	18	67.11	TOILETRIES & COSMETICS
MARRIOTT	324	5.83	24	67.11	TRAVEL - HOTELS & RESORTS
STANLEY	325	5.83	23	67.03	HOUSEHOLD - GENERAL
FELIX	326	5.83	23	67.03	HOUSEHOLD - GENERAL CONSUMABLES
DAILY MAIL/MAIL ON SUNDAY	327	5.83	23	67.03	MEDIA - NEWSPAPERS & MAGAZINES
PANTENE	328	5.83	23	67.03	TOILETRIES & COSMETICS
MAGLITE	329	5.82	22	66.93	HOUSEHOLD - GENERAL
LYPSYL	330	5.82	22	66.93	PHARMACEUTICAL
BENEFIT	331	5.81	16	66.87	TOILETRIES & COSMETICS
LIL-LETS	332	5.81	21	66.84	TOILETRIES & COSMETICS
RYVITA	333	5.81	26	66.81	FOOD - GENERAL
YO! SUSHI	334	5.81	26	66.81	RESTAURANTS & COFFEE SHOPS
ACTIMEL	335	5.80	25	66.73	DRINKS - GENERAL
TROPICANA	336	5.80	25	66.73	DRINKS - GENERAL
KRISPY CRÈME	337	5.80	25	66.73	FOOD - GENERAL
DETTOL	338	5.80	25	66.73	HOUSEHOLD - CLEANING PRODUCTS
POLYFILLA	339	5.80	25	66.73	HOUSEHOLD - GENERAL CONSUMABLES
CILLIT BANG	340	5.79	24	66.63	HOUSEHOLD - CLEANING PRODUCTS
CONDÉ NAST TRAVELLER	341	5.79	24	66.63	MEDIA - NEWSPAPERS & MAGAZINES
EAT	342	5.79	24	66.63	RESTAURANTS & COFFEE SHOPS
BRYLCREAM	343	5.79	24	66.63	TOILETRIES & COSMETICS
NET-A-PORTER	344	5.79	14.00	66.56	CLOTHING & FOOTWEAR
MAMAS & PAPAS	345	5.78	23	66.53	HOUSEHOLD - CHILD PRODUCTS
QUIKSILVER	346	5.78	23	66.53	SPORTSWEAR & EQUIPMENT
BUDWEISER	347	5.78	27	66.47	DRINKS - BEER & CIDER
PERONI NASTRO AZZURO	348	5.78	27	66.47	DRINKS - BEER & CIDER
COMFORT	349	5.77	22	66.41	HOUSEHOLD - CLEANING PRODUCTS
VELUX	350	5.77	22	66.41	HOUSEHOLD - GENERAL

**EXPERT COUNCIL TOP 500 2010**

<b>BRAND</b>	<b>RANK</b>	<b>AVERAGE SCORE</b>	<b>NO. OF SCORES</b>	<b>INDEX</b>	<b>CATEGORY</b>
ALFA ROMEO	351	5.77	26	66.37	AUTOMOTIVE - VEHICLE MANUFACTURER
THERMOS	352	5.77	26	66.37	HOUSEHOLD - GENERAL
MARK WARNER	353	5.77	26	66.37	TRAVEL - AGENTS & TOUR OPERATORS
KAREN MILLEN	354	5.76	25	66.27	CLOTHING & FOOTWEAR
FERRERO ROCHER	355	5.76	25	66.27	FOOD - CHOCOLATE & CONFECTIONERY
BRANSTON	356	5.76	25	66.27	FOOD - GENERAL
RACHEL'S ORGANIC	357	5.76	25	66.27	FOOD - GENERAL
NEFF	358	5.76	25	66.27	HOUSEHOLD - APPLIANCES
STANNAH STAIRLIFTS	359	5.76	25	66.27	HOUSEHOLD - GENERAL
NANDO'S	360	5.76	25	66.27	RESTAURANTS & COFFEE SHOPS
TONI&GUY	361	5.76	25	66.27	RETAIL - GENERAL
CLUB MED	362	5.76	25	66.27	TRAVEL - HOTELS & RESORTS
CIF	363	5.75	24	66.15	HOUSEHOLD - CLEANING PRODUCTS
VIDAL SASSOON	364	5.75	24	66.15	TOILETRIES & COSMETICS
REEBOK	365	5.74	23	66.03	SPORTSWEAR & EQUIPMENT
ORAL-B	366	5.74	23	66.03	TOILETRIES & COSMETICS
CUNARD	367	5.74	23	66.03	TRAVEL - GENERAL
SCHWEPPE	368	5.73	26	65.93	DRINKS - CARBONATED SOFT DRINKS
TETLEY	369	5.73	26	65.93	DRINKS - COFFEE & TEA
FLASH	370	5.73	22	65.89	HOUSEHOLD - CLEANING PRODUCTS
BRABANTIA	371	5.73	22	65.89	HOUSEHOLD - GENERAL
GARNIER	372	5.73	22	65.89	TOILETRIES & COSMETICS
THE SANCTUARY	373	5.73	22	65.89	TOILETRIES & COSMETICS
MCVITIE'S	374	5.72	25	65.81	FOOD - GENERAL
RIMMEL	375	5.71	21	65.74	TOILETRIES & COSMETICS
PRINGLE	376	5.71	24	65.67	CLOTHING & FOOTWEAR
J2O	377	5.71	24	65.67	DRINKS - GENERAL
THORNTONS	378	5.71	24	65.67	FOOD - CHOCOLATE & CONFECTIONERY
GQ	379	5.71	24	65.67	MEDIA - NEWSPAPERS & MAGAZINES
HERBAL ESSENCES	380	5.71	24	65.67	TOILETRIES & COSMETICS
TRAILFINDERS	381	5.71	24	65.67	TRAVEL - AGENTS & TOUR OPERATORS
CLARKS	382	5.70	27	65.62	CLOTHING & FOOTWEAR
ECOVER	383	5.70	23	65.53	HOUSEHOLD - CLEANING PRODUCTS
IMPULSE	384	5.70	23	65.53	TOILETRIES & COSMETICS
SHERATON HOTELS & RESORTS	385	5.70	23	65.53	TRAVEL - HOTELS & RESORTS
MONSOON	386	5.69	26	65.49	CLOTHING & FOOTWEAR
WHITTARD OF CHELSEA	387	5.69	26	65.49	DRINKS - COFFEE & TEA
CHURCHILL	388	5.69	26	65.49	FINANCIAL
TEFAL	389	5.69	26	65.49	HOUSEHOLD - GENERAL
MADAMETUSSAUDS	390	5.69	26	65.49	LEISURE & ENTERTAINMENT - DESTINATIONS
SCALEXTRIC	391	5.69	26	65.49	LEISURE & ENTERTAINMENT - GAMES & TOYS
PURINA	392	5.68	22	65.37	HOUSEHOLD - GENERAL CONSUMABLES
VIRGIN MOBILE	393	5.68	22	65.37	MOBILE TELECOMMUNICATIONS
MAYBELLINE	394	5.68	22	65.37	TOILETRIES & COSMETICS
HILDON	395	5.68	25	65.35	DRINKS - GENERAL
SCOTTISH WIDOWS	396	5.68	25	65.35	FINANCIAL
ENERGIZER	397	5.68	25	65.35	HOUSEHOLD - GENERAL CONSUMABLES
PLAY DOH	398	5.68	25	65.35	LEISURE & ENTERTAINMENT - GAMES & TOYS
SAVLON	399	5.68	25	65.35	PHARMACEUTICAL
HERTZ	400	5.67	27	65.19	AUTOMOTIVE - GENERAL

**EXPERT COUNCIL TOP 500 2010**

<b>BRAND</b>	<b>RANK</b>	<b>AVERAGE SCORE</b>	<b>NO. OF SCORES</b>	<b>INDEX</b>	<b>CATEGORY</b>
BODDINGTON'S	401	5.67	27	65.19	DRINKS - BEER & CIDER
TWIX	402	5.67	24	65.19	FOOD - CHOCOLATE & CONFECTIONERY
TWIGLETS	403	5.67	27	65.19	FOOD - GENERAL
UNCLE BEN'S	404	5.67	24	65.19	FOOD - GENERAL
RIZLA	405	5.67	21	65.19	HOUSEHOLD - GENERAL CONSUMABLES
COSMOPOLITAN	406	5.67	24	65.19	MEDIA - NEWSPAPERS & MAGAZINES
CRABTREE & EVELYN	407	5.67	24	65.19	TOILETRIES & COSMETICS
VESPA	408	5.65	26	65.04	AUTOMOTIVE - VEHICLE MANUFACTURER
JAEGER	409	5.65	26	65.04	CLOTHING & FOOTWEAR
SAN MIGUEL	410	5.65	26	65.04	DRINKS - BEER & CIDER
WERTHER'S ORIGINAL	411	5.65	26	65.04	FOOD - CHOCOLATE & CONFECTIONERY
BLACK & DECKER	412	5.65	26	65.04	HOUSEHOLD - GENERAL
IMODIUM	413	5.65	26	65.04	PHARMACEUTICAL
TCP	414	5.65	26	65.04	PHARMACEUTICAL
EASYJET	415	5.65	26	65.04	TRAVEL - AIRLINES
MR MUSCLE	416	5.65	23	65.03	HOUSEHOLD - CLEANING PRODUCTS
UMBRO	417	5.65	23	65.03	SPORTSWEAR & EQUIPMENT
WILSON	418	5.65	23	65.03	SPORTSWEAR & EQUIPMENT
SAMSUNG	419	5.65	23	65.03	TECHNOLOGY - GENERAL
HENRY	420	5.65	20	65.00	HOUSEHOLD - APPLIANCES
SMART	421	5.64	25	64.88	AUTOMOTIVE - VEHICLE MANUFACTURER
REMY MARTIN	422	5.64	25	64.88	DRINKS - SPIRITS
QUALITY STREET	423	5.64	25	64.88	FOOD - CHOCOLATE & CONFECTIONERY
BABYBEL	424	5.64	25	64.88	FOOD - GENERAL
E45	425	5.64	22	64.84	TOILETRIES & COSMETICS
REVLON	426	5.64	22	64.84	TOILETRIES & COSMETICS
ROYAL CARIBBEAN INTERNATIONAL	427	5.64	22	64.84	TRAVEL - GENERAL
HEINEKEN	428	5.63	27	64.77	DRINKS - BEER & CIDER
ALPEN	429	5.63	27	64.77	FOOD - GENERAL
EARLY LEARNING CENTRE	430	5.63	27	64.77	RETAIL - GENERAL
ZANUSSI	431	5.63	24	64.71	HOUSEHOLD - APPLIANCES
WET ONES	432	5.63	24	64.71	HOUSEHOLD - CLEANING PRODUCTS
MATTEL	433	5.63	24	64.71	LEISURE & ENTERTAINMENT - GAMES & TOYS
KITEKAT	434	5.62	21	64.64	HOUSEHOLD - GENERAL CONSUMABLES
NATIONWIDE	435	5.62	26	64.60	FINANCIAL
OXFORD UNIVERSITY PRESS	436	5.62	26	64.60	MEDIA - REFERENCE
KRUPS	437	5.61	23	64.52	HOUSEHOLD - APPLIANCES
NICOTINELL	438	5.61	23	64.52	PHARMACEUTICAL
SUDAFED	439	5.61	23	64.52	PHARMACEUTICAL
P&O FERRIES	440	5.61	23	64.52	TRAVEL - GENERAL
CHIVAS REGAL	441	5.60	25	64.42	DRINKS - SPIRITS
HIPP ORGANIC	442	5.60	20	64.42	FOOD - GENERAL
ANN SUMMERS	443	5.59	27	64.34	CLOTHING & FOOTWEAR
GROLSCH	444	5.59	27	64.34	DRINKS - BEER & CIDER
PHILADELPHIA	445	5.59	27	64.34	FOOD - GENERAL
TOILET DUCK	446	5.59	22	64.32	HOUSEHOLD - CLEANING PRODUCTS
IAMS	447	5.59	22	64.32	HOUSEHOLD - GENERAL CONSUMABLES
ASAHI	448	5.58	24	64.23	DRINKS - BEER & CIDER
GAVICON	449	5.58	24	64.23	PHARMACEUTICAL
JEAN PAUL GAULTIER PERFUMES	450	5.58	24	64.23	TOILETRIES & COSMETICS

**EXPERT COUNCIL TOP 500 2010**

<b>BRAND</b>	<b>RANK</b>	<b>AVERAGE SCORE</b>	<b>NO. OF SCORES</b>	<b>INDEX</b>	<b>CATEGORY</b>
KRONENBOURG 1664	451	5.58	26	64.16	DRINKS - BEER & CIDER
KENCO	452	5.58	26	64.16	DRINKS - COFFEE & TEA
ABBAY	453	5.58	26	64.16	FINANCIAL
COW & GATE	454	5.58	26	64.16	FOOD - GENERAL
PEPPERAMI	455	5.58	26	64.16	FOOD - GENERAL
SILVER SPOON	456	5.58	26	64.16	FOOD - GENERAL
BOLD	457	5.57	23	64.02	HOUSEHOLD - CLEANING PRODUCTS
JCB	458	5.57	23	64.02	HOUSEHOLD - GENERAL
SHEBA	459	5.57	23	64.02	HOUSEHOLD - GENERAL CONSUMABLES
BERGHAUS	460	5.57	23	64.02	SPORTSWEAR & EQUIPMENT
SNOW & ROCK	461	5.57	23	64.02	SPORTSWEAR & EQUIPMENT
SOUTHERN COMFORT	462	5.56	25	63.96	DRINKS - SPIRITS
LURPAK	463	5.56	25	63.96	FOOD - GENERAL
ELECTROLUX	464	5.56	25	63.96	HOUSEHOLD - APPLIANCES
BT	465	5.56	25	63.96	SERVICES & UTILITIES
PHILIPS	466	5.56	25	63.96	TECHNOLOGY - GENERAL
IMPERIAL LEATHER	467	5.56	25	63.96	TOILETRIES & COSMETICS
ORIGINAL SOURCE	468	5.56	18	63.91	TOILETRIES & COSMETICS
MONEYSUPERMARKET.COM	469	5.55	22	63.80	SERVICES & UTILITIES
CHARLES WORTHINGTON	470	5.55	22	63.80	TOILETRIES & COSMETICS
HOTPOINT	471	5.54	24	63.75	HOUSEHOLD - APPLIANCES
HELLO	472	5.54	24	63.75	MEDIA - NEWSPAPERS & MAGAZINES
MORRISONS	473	5.54	24	63.75	RETAIL - GENERAL
NATWEST	474	5.54	26	63.72	FINANCIAL
NUTELLA	475	5.54	26	63.72	FOOD - GENERAL
JAMIE OLIVER	476	5.54	26	63.72	HOUSEHOLD - GENERAL
WATERFORD	477	5.54	26	63.72	HOUSEHOLD - GENERAL
B&Q	478	5.54	26	63.72	RETAIL - GENERAL
HALFORDS	479	5.54	26	63.72	RETAIL - GENERAL
MOTHERCARE	480	5.54	26	63.72	RETAIL - GENERAL
CHAMPNEYS	481	5.54	26	63.72	TRAVEL - HOTELS & RESORTS
HOTEL CHOCOLAT	482	5.52	21	63.55	FOOD - CHOCOLATE & CONFECTIONERY
HOBBS	483	5.52	23	63.52	CLOTHING & FOOTWEAR
VIRGIN MEDIA	484	5.52	23	63.52	SERVICES & UTILITIES
PUMA	485	5.52	23	63.52	SPORTSWEAR & EQUIPMENT
LG	486	5.52	23	63.52	TECHNOLOGY - GENERAL
XEROX	487	5.52	23	63.52	TECHNOLOGY - GENERAL
WILKINSON SWORD	488	5.52	23	63.52	TOILETRIES & COSMETICS
STELLA ARTOIS	489	5.52	25	63.50	DRINKS - BEER & CIDER
JACOB'S CREEK	490	5.52	25	63.50	DRINKS - WINE
JACOB'S	491	5.52	25	63.50	FOOD - GENERAL
WARBURTONS	492	5.52	25	63.50	FOOD - GENERAL
KENWOOD KITCHEN APPLIANCES	493	5.52	25	63.50	HOUSEHOLD - APPLIANCES
STREPSILS	494	5.52	25	63.50	PHARMACEUTICAL
CHUBB	495	5.52	25	63.50	SERVICES & UTILITIES
DUNLOP	496	5.52	27	63.49	AUTOMOTIVE - GENERAL
JIGSAW	497	5.50	26	63.27	CLOTHING & FOOTWEAR
ALLINSON	498	5.50	24	63.27	FOOD - GENERAL
ANCHOR	499	5.50	26	63.27	FOOD - GENERAL
MCCAIN	500	5.50	26	63.27	FOOD - GENERAL