

BANKERS BRANDED THE BEST

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By Jack bellamy

Bank giant HSBC is the top Brit brand in the world.

It beat phone firms Vodafone, at No 2, and Orange, No 3, on a list of 50 Brands Of British Origin.

Almost half the firms on the list – made by analysts Brand Finance to celebrate the 50th anniversary of the Marketing Society – are involved in finance.

It also includes brands that originated in the UK but got sold abroad such as Asda, at 16, Marlboro cigs – which began as a smoke for posh London ladies before becoming the cowboy's favourite – at 17, and Reebok, at 38.

David Haigh, chief executive of Brand Finance, said: “We are good at inventing and building brands. If people want to buy them at a fancy price then good luck to them.”

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