

UKMost Valuable Brands 2010

GB£ millions



December 31st 2010

December 31st 2009

June 30th 2010 BRAIN JUICER RESEARCH

June 30th 2010 VALUATION TABLE

Rank 2010	Rank 2009	Brand	Industry Group	Domicile	Brand Value 2010	Enterprise Value	Brand Value / Enterprise Value (%)	Brand Rating 2010
1	2	Vodafone	Telecommunications	Britain	17,932	110,455	16%	AAA
2	1	HSBC	Banks	Britain	17,608	119,849	15%	AAA+
3	4	Tesco	Retail	Britain	12,773	45,745	28%	AAA-
4	3	Orange	Telecommunications	France	11,349	74,286	15%	AA
5	5	Shell	Oil&Gas	Netherlands	10,512	32,291	33%	AAA-
6	8	Barclays	Banks	Britain	8,122	34,728	23%	AA
7	6	BP	Oil&Gas	Britain	7,492	128,606	6%	AA+
8	7	PWC	Commercial Services	United States	6,127			AAA
9	16	ASDA	Retail	United States	5,641	19,078	30%	AA
10	11	BT	Telecommunications	Britain	5,371	22,412	24%	AA
11	12	KPMG	Commercial Services	Netherlands	5,261			AAA-
12	10	Deloitte	Commercial Services	United States	4,560			AA
13	18	Standard Chartered	Banks	Britain	4,535	31,829	14%	AAA-
14	15	Ernst and Young	Commercial Services	United States	4,007			AAA-
15	13	Sainsbury	Retail	Britain	3,925	7,888	50%	A+
16	20	O2	Telecommunications	Spain	3,783	31,439	12%	AA+
17	14	AVIVA	Insurance	Britain	3,638	10,578	34%	A+
18	19	Morrisons	Retail	Britain	3,451	8,482	41%	AA
19	24	Co-operative	Retail	Britain	2,882	0		A+
20	n/a	Lambert & Butler	Tobacco	Britain	2,881	14,337	20%	A-
21	22	M&S	Retail	Britain	2,650	8,805	30%	AA+
22	21	Prudential	Insurance	Britain	2,554	12,607	20%	A+
23	n/a	BHP Billiton	Diversified Minerals	Britain	2,495	125,920	2%	AA
24	23	BBC	Media	Britain	2,256	0		AA+
25	26	Virgin*	Venture Capital	Britain	2,031	0		A
26	29	Cadbury	Food-Misc/Diversified	Britain	2,017	13,108	15%	AA-
27	25	Sky	Cable TV	Britain	1,998	9,997	20%	AA
28	32	Scottish & Southern Energy	Electric-Integrated	Britain	1,772	7,811	23%	A-
29	n/a	Rio Tinto	Metal-Diversified	Britain	1,755	99,395	2%	A+
30	28	Royal Bank of Scotland	Banks	Britain	1,755	12,690	14%	A-
31	n/a	Smirnoff~	Beverages	Britain	1,648	7,081	23%	AA+
32	35	Rolls-Royce	Aerospace/Defense	Britain	1,635	7,564	22%	AA-
33	27	Lloyds TSB	Banks	Britain	1,605	7,153	22%	A
34	n/a	Pearson	Multimedia	Britain	1,568	5,941	26%	AA-
35	31	British Gas	Gas	Britain	1,494	10,138	15%	A+
36	41	Legal & General	Insurance	Britain	1,335	4,632	29%	A+
37	33	British Airways	Airlines	Britain	1,288	3,371	38%	AA-
38	n/a	G4S	Security Services	Britain	1,230	5,061	24%	AA-
39	37	NEXT	Retail	Britain	1,191	4,238	28%	AA-
40	n/a	Dove	Cosmetics Personal Care	Britain	1,168	3,819	31%	AA
41	n/a	Benson & Hedges^	Tobacco	Japan	1,115	2,452	45%	A
42	43	Halifax	Banks	Britain	1,075	5,389	20%	BB
43	38	Reebok	Apparel	Germany	1,041	1,907	55%	AA+
44	34	Unilever	Food	Britain	1,040	63,651	2%	AAA
45	48	Waitrose	Retail	Britain	1,021	0		AA-
46	36	Yellow Pages / Yell.com	Media	Britain	1,020	4,717	22%	AA
47	n/a	Anglo American~	Mining	Britain	978	44,274	2%	A
48	n/a	Tate & Lyle	Food	Britain	956	2,958	32%	A
49	40	B&Q	Retail	Britain	956	1,982	48%	AA-
50	n/a	Argos	Retail	Britain	937	2,329	40%	A+

Brand Value 2009	Enterprise Value	Brand Value / Enterprise Value (%)	Brand Rating 2009
17,030	152,551	16%	AAA
17,526	131,577	19%	AAA+
11,337	53,618	31%	AA+
11,607	133,009	13%	AA
8,552	40,959	30%	AAA-
5,239	19,998	38%	A-
7,759	158,575	7%	AA+
6,535			AAA
4,123	29,677	20%	AA-
4,594	30,085	22%	AA
4,427			AA
4,889			AA
3,303	16,820	28%	AA+
4,186			AAA-
4,400	11,704	54%	A
2,914	40,432	10%	AA+
4,190	15,575	39%	A
3,203	11,509	40%	A
2,222			AA-
2,515	9,925	37%	AA
2,614	12,383	31%	A+
2,242			AA
1,866	13,505	20%	A+
1,766	14,877	17%	A+
2,147	14,785	21%	AA
1,463	12,210	17%	A-
1,786	7,639	34%	BB
1,953	9,599	29%	AA
1,156	6,163	27%	A+
1,829	8,710	30%	AA-
1,469	13,138	16%	A+
963	3,882	36%	A-
1,364	5,111	39%	AA
1,113	4,523	36%	A
898	3,947	33%	A-
1,092	2,081	76%	AA-
1,160	82,973	2%	AAA
785	4,404	26%	AA-
1,117	7,383	22%	AA
965	33,845	4%	A+
1,004	2,211	66%	A+

BRAIN JUICER EMOTIONAL SCORE 2010 (out of 100)	BRAIN JUICER EMOTIONAL SCORE 2009 (out of 100)	BRAIN JUICER EMOTIONAL SCORE GROWTH % (2009 to 2010)
62	68	-8%
60	57	5%
72	73	-1%
62		
56	53	5%
55	56	-1%
43	59	-28%
55	50	10%
74	74	-1%
54	56	-4%
53	58	-9%
56	58	-3%
59	57	3%
55	56	-2%
73	73	-1%
68	66	4%
59	57	4%
75	71	6%
73	68	7%
40		
76		
59	59	0%
59		
72	75	-4%
68	67	1%
76	84	-10%
66	58	13%
60	58	4%
57		
43	50	-14%
75		
73	69	5%
56	56	1%
59		
55	58	-6%
61	60	3%
n/a	n/a	
51		
69	73	-5%
76		
37		
53	58	-9%
62	61	1%
65	61	6%
67	63	6%
65	64	2%
54		
66		
68	72	-6%
75		

Brand Value June 2010 (Based on Brain Juicer flex on Brand Strength Index)	Brand Rating 2010	Brand Value Change (Jan 2010 - June 2010)
17,632	AAA-	-300
17,991	AAA+	383
12,757	AAA-	-17
11,349	AA	
10,551	AAA-	40
8,095	AA	-27
2,933	AA	-4,558
6,262	AAA+	135
5,624	AA	-18
5,334	AA	-38
5,175	AA+	-86
4,535	AA	-25
4,578	AAA-	44
3,992	AA+	-15
3,923	A+	-2
3,812	AA+	29
3,645	A+	7
3,480	AA	29
2,939	A+	57
2,881	A-	
3,161	AAA+	
2,554	A+	0
2,495	AA	
2,234	AA	-22
2,033	A	1
1,989	A+	-28
2,070	AA	72
1,785	A-	13
1,755	A+	
1,688	A-	-67
1,648	AA+	
1,645	AA-	10
1,608	A	4
1,568	AA-	
1,439	A	-55
1,337	A+	2
1,288	AA-	
1,230	AA-	
1,180	AA-	-11
1,168	AA	
1,115	A	
1,059	BB	-16
1,044	AA+	2
1,040	AAA	0
1,048	AA	26
1,051	AA+	31
978	A	
956	A	
924	AA-	-32
937	A+	

* Only Virgin Media & Virgin Atlantic included
 ^ Benson & Hedges valuation is based on revised analysis and restated 2009
 ~ New entries to the UK table 2010 but not to the Global table 2010