



BRANDS BY INDUSTRY SECTOR

INDUSTRY	BRAND	RANK	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE
Automotive	Ford	24	130	80	210
Automotive	Acura	95	131	26	157
Charity	Cancer Research UK	4	134	101	235
Charity	British Red Cross	5	129	104	233
Charity	ARKive	6	145	87	232
Charity	WWF	17	117	99	216
Charity	DoSomething.org	18	125	90	215
Charity	Help for Heroes	19	130	83	213
Charity	RSPB	23	129	83	212
Charity	National Trust	24	120	90	210
Charity	NSPCC	29	115	91	206
Charity	The MS Society	38	110	92	202
Charity	The British Heart Foundation	39	126	75	201
Charity	Diabetes UK	41	116	83	199
Charity	Marie Curie Cancer Care	41	119	80	199
Charity	RAF Benevolent Fund	71	117	61	178
Charity	VisitWoods	71	112	66	178
Charity	Just Giving	86	118	49	167
Charity	The National Lottery	89	110	53	163
Entertainment	The Ellen DeGeneres Show	9	140	84	224
Entertainment	Xbox	13	137	81	218
Entertainment	WWE	19	141	72	213
Fashion and Beauty	Lush	60	114	70	184
Fashion and Beauty	e.l.f. Cosmetics	76	127	47	174
Fashion and Beauty	Estée Lauder	92	111	49	160

BRANDS BY INDUSTRY SECTOR (CONT)

INDUSTRY	BRAND	RANK	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE
Financial Services	Wonga	41	138	61	199
Financial Services	Virgin Money	65	127	54	181
Financial Services	Simplyhealth	88	123	42	165
Financial Services	PayPal	97	113	41	154
FMCG	Innocent	1	139	99	238
FMCG	Cadbury	7	147	84	231
FMCG	Lurpak	13	128	90	218
FMCG	Red Bull	13	125	93	218
FMCG	Cravendale	19	127	86	213
FMCG	Tetley	24	135	75	210
FMCG	Marmite	34	118	86	204
FMCG	Muddy Boots Real Foods	53	113	79	192
FMCG	The Collective NZ	57	110	79	189
FMCG	MaxiRAW	68	142	38	180
FMCG	Walkers Crisps	89	125	38	163
FMCG	Oral B	92	119	41	160
FMCG	Ribena	96	117	38	155
FMCG	Tropicana	98	110	34	144
Manufactured goods	Gibson	45	137	60	197
Manufactured goods	Mongoose Cricket	68	127	53	180
Media	Guinness World Records	12	145	74	219
Media	Capital FM	27	133	75	208
Media	Penguin UK	27	134	74	208
Media	road.cc	34	140	64	204
Media	BBC	45	114	83	197

BRANDS BY INDUSTRY SECTOR (CONT)

INDUSTRY	BRAND	RANK	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE
Media	MTV Geordie Shore	70	129	50	179
Media	MTV UK	86	118	49	167
Retail	ASOS	7	129	102	231
Retail	Schuh	40	129	71	200
Retail	TOMS	49	129	66	195
Retail	Sainsbury's	50	117	77	194
Retail	B&Q	53	116	76	192
Retail	HMV	75	114	61	175
Retail	Very.co.uk	78	117	56	173
Retail	Frugi	91	112	50	162
Services	Met Office	9	145	79	224
Services	National Rail Enquiries	36	131	72	203
Services	Groupon	65	117	64	181
Services	studentbeans.com	83	110	60	170
Technology	HTC	11	164	57	221
Technology	AVG	29	133	73	206
Technology	GoPro	36	140	63	203
Technology	Blackberry	45	147	50	197
Technology	Motorola	55	128	62	190
Technology	Dell	59	112	75	187
Technology	Intel UK	65	128	53	181
Technology	Bing UK	76	130	44	174
Technology	Sony Ericsson (Xperia)	78	137	36	173
Technology	Google	81	125	46	171
Technology	Samsung Mobile	84	128	40	168

INDUSTRY	BRAND	RANK	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE
Technology	BullGuard	100	113	20	133
Telecom	giffgaff	3	155	81	236
Telecom	O2	58	113	75	188
Telecom	Mobile Vikings	60	127	57	184
Telecom	Orange	71	112	66	178
Telecom	Comcast	84	126	42	168
Telecom	CenturyLink	94	121	38	159
Telecom	AT&T	99	110	33	143
Travel & Leisure	Virtuous Bread	29	123	83	206
Travel & Leisure	Starbucks	2	151	86	237
Travel & Leisure	Manchester City Football Club	16	132	84	216
Travel & Leisure	KLM	19	127	86	213
Travel & Leisure	Trent Barton	29	123	83	206
Travel & Leisure	Leicester Tigers Rugby Club	33	129	76	205
Travel & Leisure	Fifteen Cornwall	44	112	86	198
Travel & Leisure	Cardiff bus	45	118	79	197
Travel & Leisure	Domino's Pizza	51	115	78	193
Travel & Leisure	Tate	51	115	78	193
Travel & Leisure	WestJet	55	133	57	190
Travel & Leisure	Chiltern Railways	62	122	60	182
Travel & Leisure	Mr & Mrs Smith	62	118	64	182
Travel & Leisure	Southwest Airlines	62	116	66	182
Travel & Leisure	Virgin Atlantic	71	111	67	178
Travel & Leisure	Delta	80	126	46	172
Travel & Leisure	Virgin Trains	81	118	53	171