

THE RANKING



RANK	BRAND	INDUSTRY	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE*
1	Innocent	FMCG	139	99	238
2	Starbucks	Travel & Leisure	151	86	237
3	giffgaff	Telecom	155	81	236
4	Cancer Research UK	Charity	134	101	235
5	British Red Cross	Charity	129	104	233
6	ARKive	Charity	145	87	232
7	ASOS	Retail	129	102	231
7	Cadbury	FMCG	147	84	231
9	Met Office	Services	145	79	224
9	The Ellen DeGeneres Show	Entertainment	140	84	224
11	HTC	Technology	164	57	221
12	Guinness World Records	Media	145	74	219
13	Lurpak	FMCG	128	90	218
13	Red Bull	FMCG	125	93	218
13	Xbox	Entertainment	137	81	218
16	Manchester City Football Club	Travel & Leisure	132	84	216
17	WWF	Charity	117	99	216
18	DoSomething.org	Charity	125	90	215
19	Cravendale	FMCG	127	86	213
19	Help for Heroes	Charity	130	83	213
19	KLM	Travel & Leisure	127	86	213
19	WWE	Entertainment	141	72	213
23	RSPB	Charity	129	83	212
24	Ford	Automotive	130	80	210
24	National Trust	Charity	120	90	210

*The total available points from the data score and panel score is 382.5

RANK	BRAND	INDUSTRY	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE*
24	Tetley	FMCG	135	75	210
27	Capital FM	Media	133	75	208
27	Penguin UK	Media	134	74	208
29	AVG	Technology	133	73	206
29	NSPCC	Charity	115	91	206
29	Trent Barton	Travel & Leisure	123	83	206
29	Virtuous Bread	Travel & Leisure	123	83	206
33	Leicester Tigers Rugby Club	Travel & Leisure	129	76	205
34	Marmite	FMCG	118	86	204
34	road.cc	Media	140	64	204
36	GoPro	Technology	140	63	203
36	National Rail Enquiries	Services	131	72	203
38	The MS Society	Charity	110	92	202
39	The British Heart Foundation	Charity	126	75	201
40	Schuh	Retail	129	71	200
41	Diabetes UK	Charity	116	83	199
41	Marie Curie Cancer Care	Charity	119	80	199
41	Wonga	Financial Services	138	61	199
44	Fifteen Cornwall	Travel & Leisure	112	86	198
45	BBC	Media	114	83	197
45	Blackberry	Technology	147	50	197
45	Cardiff bus	Travel & Leisure	118	79	197
45	Gibson	Manufactured goods	137	60	197
49	TOMS	Retail	129	66	195
50	Sainsbury's	Retail	117	77	194

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51	Domino's Pizza	Travel & Leisure	115	78	193
51	Tate	Travel & Leisure	115	78	193
53	B&Q	Retail	116	76	192
53	Muddy Boots Real Foods	FMCG	113	79	192
55	Motorola	Technology	128	62	190
55	WestJet	Travel & Leisure	133	57	190
57	The Collective NZ	FMCG	110	79	189
58	O2	Telecom	113	75	188
59	Dell	Technology	112	75	187
60	Lush	Fashion and Beauty	114	70	184
60	Mobile Vikings	Telecom	127	57	184
62	Chiltern Railways	Travel & Leisure	122	60	182
62	Mr & Mrs Smith	Travel & Leisure	118	64	182
62	Southwest Airlines	Travel & Leisure	116	66	182
65	Groupon	Services	117	64	181
65	Intel UK	Technology	128	53	181
65	Virgin Money	Financial Services	127	54	181
68	MaxiRAW	FMCG	142	38	180
68	Mongoose Cricket	Manufactured goods	127	53	180
70	MTV Geordie Shore	Media	129	50	179
71	Orange	Telecom	112	66	178
71	RAF Benevolent Fund	Charity	117	61	178
71	Virgin Atlantic	Travel & Leisure	111	67	178
71	VisitWoods	Charity	112	66	178
75	HMV	Retail	114	61	175

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76	Bing UK	Technology	130	44	174
76	e.l.f. Cosmetics	Fashion and Beauty	127	47	174
78	Sony Ericsson (Xperia)	Technology	137	36	173
78	Very.co.uk	Retail	117	56	173
80	Delta	Travel & Leisure	126	46	172
81	Google	Technology	125	46	171
81	Virgin Trains	Travel & Leisure	118	53	171
83	studentbeans.com	Services	110	60	170
84	Comcast	Telecom	126	42	168
84	Samsung Mobile	Technology	128	40	168
86	Just Giving	Charity	118	49	167
86	MTV UK	Media	118	49	167
88	Simplyhealth	Financial Services	123	42	165
89	The National Lottery	Charity	110	53	163
89	Walkers Crisps	FMCG	125	38	163
91	Frugi	Retail	112	50	162
92	Estée Lauder	Fashion and Beauty	111	49	160
92	Oral B	FMCG	119	41	160
94	CenturyLink	Telecom	121	38	159
95	Acura	Automotive	131	26	157
96	Ribena	FMCG	117	38	155
97	PayPal	Financial Services	113	41	154
98	Tropicana	FMCG	110	34	144
99	AT&T	Telecom	110	33	143
100	BullGuard	Technology	113	20	133

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