

SELECTION PROCESS 2016

The annual Business Superbrands survey is independently administered by The Centre for Brand Analysis (TCBA). Brands do not apply or pay to be considered; rather, the selection process is conducted as follows:

A comprehensive database of business-to-business brands operating in the UK was compiled using a wide range of sources, from sector reports to blogs. From the thousands of brands initially identified, nearly 1,500 brands were shortlisted. This shortlist was scored by two separate groups of voters:

- ▶ The independent and voluntary Expert Council, comprising 30 senior industry figures. Council members individually awarded each brand a rating from 1-10 and were not allowed to score brands with which they had a direct association or were in direct competition to.
- ▶ 2,500 business professionals with purchasing or managerial responsibility, accessed via Lightspeed GMI online panel.

The best performing brands were awarded Business Superbrands status.

JUDGING CRITERIA

All those involved in the voting process bear in mind the following definition:

‘A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.’

In addition, the voters are asked to judge brands against the following three factors:

Quality. Does the brand provide quality products and services?

Reliability. Can the brand be trusted to deliver consistently?

Distinction. Is it well known in its sector and suitably different from its rivals?



The Centre for Brand Analysis

The Centre for Brand Analysis (TCBA) undertakes a wide range of brand evaluation and brand strategy projects across both business-to-consumer and business-to-business sectors. The Centre's audit and consultancy services help shape brand, marketing and business strategies, in order to enhance brand reputation and underlying business growth. The Centre also provides insight services to brand owners and agencies, which includes developing white papers and Intellectual Property for marketing service providers.

Stephen Cheliotis is Chief Executive of The Centre for Brand Analysis (TCBA) and Chair of the UK Consumer Superbrands®, Business Superbrands® and CoolBrands® Councils. He is also a leading brand consultant, producing detailed brand evaluation reports, while offering strategic



advice and insights to both brand owners and marketing agencies. Stephen regularly speaks at conferences, chairs panels and comments on branding issues for the international media. He has also acted as an expert witness in legal brand disputes.

[@TCBA_London](https://twitter.com/TCBA_London)

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Uri Baruchin

Strategy Director,
The Partners

Uri joined The Partners London in 2011. A senior strategist, he has extensive experience taking on a wide variety of marketing challenges with clients spanning the UK, Europe and the Middle East. His work covers strategy, customer experience and digital environments. At The Partners, Uri's clients include UBS, White & Case, PA Consulting, Deloitte and Kantar. Uri is an active writer on the topic of creative strategy and is also an Associate Lecturer at the London College of communication.



Richard Bush

Founding Partner,
AndPartners

AndPartners is a new B2B Strategic Consultancy that provides the expertise needed when tackling strategic projects, like rebrands, mergers, or product and proposition development projects, for the first time. Collaborating with agencies and clients they bring the experience needed, but in a way that transfers skills for future projects. Formerly Richard was the CEO of Base One where, for 18 years, he worked with global brands including Vodafone, PayPal, Facebook, Elsevier and Experian.



Kirsty Dawe

Managing Director,
Really B2B

[@kirstydawe1](#)

Co-Founder and Director of award-winning B2B marketing agency Really B2B – whose work includes campaigns for clients including the BBC, Orange Business Services, Compass Group, Santander and HSBC – Kirsty is also Marketing Director for the MarketMakers group. With a particular interest in emerging B2B channels in the digital space, Kirsty is also a member of the IDM B2B Council.



Gail Dudleston

CEO & Digital Brand Evangelist,
twentysix

Gail is global CEO of twentysix, an award-winning full service digital agency with offices in the UK, Asia and the US. The agency has organically grown since it was started by Gail in 2005, from six to 130+ talented digital specialists across every digital discipline from digital strategy, design and build, SEO, PPC and Performance Marketing, social and mobile services. One of The Sunday Times Top 100 Best Places to work, in 2015 twentysix's turnover was approximately £10 million.



Steve Dyer

Managing Director,
Clockwork IMC

Steve founded Clockwork IMC, a dedicated B2B integrated agency, in 1993. He has over 20 years' B2B agency experience, supporting various industrial, technology and professional service brands. A strategic communications marketer, he has helped to develop a number of industry initiatives while on the DMA's B2B Committee, and as a past Vice Chair of the Association of Business-to-Business Agencies.



James Farmer

Publisher & Founder,
B2B Marketing

[@MarketingB2B](#)

James Farmer is Founder of the information provider, B2B Marketing. Launched over 10 years ago James has led the business from a small start-up, UK magazine to a global media, with a portfolio of products from business data, news and reports, to events, awards and training. James is also one of the founding members of the marketing association, the Business Marketing Collective.



Pamela Fieldhouse

CEO, EMA,
PPR Worldwide

[@pamelaf10](#)

A senior communications consultant with more than 20 years' experience of international communications, Pamela specialises in corporate reputation, issues and crisis management, brand strategy and change management. She provides counsel to senior executives from the public and private sectors and advises clients across a range of industry sectors including technology, electronics, retail and financial services.



Helen Hourston

Managing Director,
Gate Edinburgh

Helen's passion for brands began back in 1990, when she quit university and accepted a 'Girl Friday' job in a four-strong agency start up. Now, having worked her way up through agencies in the UK and overseas, she is Managing Director of The Gate Worldwide, an award-winning, interactive communications agency, with offices in Edinburgh and London.

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Kate Howe

Managing Director,
Gyro

[@kateshowe](#)

With agency and client-side experience, Kate has previously worked for DMB&B, Leo Burnett, AMV BBDO and FCB, with brands including Coca-Cola, Sony, McDonald's, Heinz, Post Office and NIVEA. Client-side, Kate worked for Burger King and Gala-Coral Group, serving on the board as Group Marketing Director running multi-channel campaigns across land-based and e-commerce estates of three brands.



Jennifer Janson

Managing Director,
Six Degrees

[@JenJanson](#)

Owner of Six Degrees, a specialist reputation management agency serving the science, engineering and technology fields, Jennifer lectures on reputation-related topics. She is author of *The Reputation Playbook*: a winning formula to help CEOs protect corporate reputation in the digital economy and Co-Founder of My Business Book Club, promoting positive businesses culture through reading.



Nick Jefferson

Partner,
Monticello Partnership LLP

[@monticello](#)

A partner with the advisory firm, Monticello LLP, Nick is a strategy consultant, with particular expertise in the space where brand meets culture. An Englishman who speaks Spanish and French, he works all over the world. Nick writes a weekly column for the Marketing Society, and is a regular contributor to both the Huffington Post and Campaign Magazine. He sits on the advisory boards of both the Design Council and Innovation Capital Advisors.



Steve Kemish

Managing Partner,
Junction

[@skemmo](#)

Past Chair of the IDM Digital Council and a member of the DMA future proofing group, Steve has nearly 20 years' experience in digital marketing. Having worked client-side in B2B and B2C, he offers considerable hands-on expertise and has worked on digital marketing strategy with global brands including Motorola, ITV, Skype, BBC, British Airways and Oracle.



Mark Lethbridge

CEO,
Gravity Global

Specialising in brand development, Mark is the founder and CEO of Gravity Global, a specialist B2B marketing and communications agency which represents global brands. Mark is also President of MAGNET which acts for more than 800 brands worldwide setting best practice in global marketing and communications across 42 agency locations. Prior to this, Mark founded and was CEO of the AGA Group – a communications group focused on B2B and brand development. Mark held this post for more than 20 years.



Stephen Meade

Chief Executive and Founder,
McCann Enterprise

Stephen is Founder and CEO of McCann Enterprise, a corporate and B2B specialist agency with McCann Worldgroup, having previously been European and then UK Head of Planning for McCann. Prior to joining McCann, he was Managing Director of Springpoint and spent some 15 years at both Publicis and HHCL, which was named Campaign's Agency of the Decade in 2000.



Vikki Mitchell

Director,
BPRI Group

Vikki is a specialist in branding and positioning, corporate reputation and creative development research. She regularly partners with FTSE brands to align insight with corporate and communications strategies, delivering optimal impact for her clients. Vikki sits on the BIG Group board – representing B2B research and market intelligence services – is a frequent speaker at B2B events and writes articles for various business and research magazines.



Rob Morrice

Global CEO,
Stein IAS

Under Rob's guidance, Stein IAS has become a truly global B2B agency force. Named Business Marketing Association's B2B Agency of the Year four times, it has collected numerous global B2B awards since its inception in 2013. With locations across North America, EMEA and APAC, Stein IAS works with brands including Samsung, Chicago Board Options Exchange, Iron Mountain, Juniper Networks, Ricoh, Ingredion and Trelleborg.

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Michael Murphy

Senior Partner,
Michael Murphy & Ltd

Following a long and distinguished career in public relations – latterly as global CEO of Grayling – Michael is now as Partner in his own advisory firm, Michael Murphy & Ltd, providing non-executive and advisory services around the world. Passionate about helping early-stage businesses to develop and prosper, Michael loves watching and participating in sport and is a fan of all things Scottish.



Domini Pettifar

Joint Managing Director,
OgilvyOne dnx

Domini is Joint Managing Director of OgilvyOne dnx, the UK's largest dedicated B2B Customer Engagement Agency. Clients include IBM, Barco, Cisco and EY. Prior to founding dnx, Domini's agency career was spent at Dorlands, DMB&B and Publicis, working on both B2B and B2C brands.



Amanda Pierce

CEO,
Burson-Marsteller UK

[@BMUKNews](#)

Having headed Burson-Marsteller's UK Corporate & Crisis team, Amanda was appointed UK CEO in June 2013. An award-winning corporate communications professional, she has worked with some of the world's leading companies including Shell, Amazon, Kimberly-Clark and GSK. Previously, she was Head of Media and Internal Communications at McDonald's UK.



Andrew Pinkess

Director of Business Innovation
and Consulting, AMV BBDO

[@apinkess](#)

Andrew is responsible for helping the agency and its clients deal with the impact of technology disruption and the opportunities of new marketing. Previously he was Director of Strategy & Insight at marketing technology agency LBi, and has experience in advertising, brand consultancy, marketing and digital strategy.

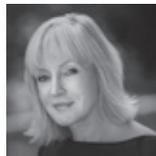


Rebecca Price

Partner, Frank,
Bright & Abel

[@FrankBrightAbel](#)

Rebecca is a brand strategist and communications specialist. She has a knack for finding what matters and expressing it well, and knows that the right creative expression is about so much more than design alone. She is Co-Founder and Partner of creative consultancy Frank, Bright & Abel.



Louise Proddow

Founder,
Tweak UK

[@tweakuk](#)

A global business leader and entrepreneur, Louise founded Tweak Marketing in 2011. She has also held senior executive positions at Nokia, Dell, and Sun Microsystems. She is a passionate pioneer of branding and marketing and has launched successful technology start-ups. With a career that has embraced branding innovation and commercialism for more than 25 years, Louise is also the author of two books.



Lucy Purdy

Owner & Director,
Rainmakers CSI

As Director of Rainmakers CSI, a customer strategy consultancy, Lucy helps B2B clients define the next opportunity for business growth through the application of market and customer insights. She is an international customer and brand strategist and previously a Planning Director at JWT and Y&R in New York, as well as Publicis in the UK.



Shane Redding

Managing Director,
Think Direct

Shane is an independent consultant providing digital, direct and data-led marketing consultancy. Shane provides strategic advice and practical training to large corporates as well as SMEs looking to grow profitably. A successful serial entrepreneur, Shane is an honorary fellow of the IDM and holds multiple NEDs.

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Susanna Simpson

Founder & Managing Director,
Limelight

[@SusannaSimpson](#)

Susanna is Founder of Limelight, which exists to give talented and ambitious businesses the recognition they deserve. Limelight's major skill lies in building business thought leaders for corporately and privately owned companies. Working exclusively in the B2B sector, Limelight delivers reputation-driven growth for businesses including Saatchi & Saatchi, VW, Pinsent Masons, St Ives Group plc and Telefonica.



Paul Stallard

Managing Director,
Berkeley PR

[@Paul_Stallard](#)

Paul is Managing Director of Berkeley PR and a passionate believer in the power of story. The agency helps digital, technology and consumer companies get the recognition they deserve, both online and offline, by creating highly newsworthy ideas that grab attention and drive action.



Matthew Stibbe

CEO,
Articulate Marketing

[@wearearticulate](#)

Matthew is CEO of Articulate Marketing, a B2B inbound marketing agency that specialises in technology clients, including Microsoft, LinkedIn, Symantec and HP. He is also founder of TurbineHQ.com, a web application that simplifies purchase orders, expense claims and time off requests. He writes for the popular Bad Language blog at www.articulatemarketing.com/blog.



Terry Tyrrell

Worldwide Chairman,
The Brand Union

Terry co-founded The Brand Union in 1976 and today it employs more than 500 people in 23 offices across the world. Responsible for major corporate branding programmes, Terry leads teams across The Brand Union network. Recently these included UBS, Shell, HSBC, Credit Suisse, SABMiller, Qatar National Bank and Fidelity Investments. Terry is a trustee of the Design Council.



David Willan

Chairman,
Circle Research

A Co-Founder of BPRI (now part of WPP), David has worked in B2B marketing research for more years than he's prepared to admit to. A frequent contributor to the likes of B2B Marketing, David is also a guest speaker at Ashridge Business School. He is currently Chairman of B2B marketing research agency Circle Research and works as a practitioner in branding, development and customer relationship management.



Alan Wilson PhD

Professor of Marketing,
University of Strathclyde
Business School

[@ProfAlanWilson](#)

Alan is a Professor of Marketing at the University of Strathclyde Business School. Before joining the University, he was a Senior Consultant at a London-based marketing consultancy. He has written numerous articles on corporate reputation, customer experience management and branding, and is a fellow of both the Chartered Institute of Marketing and the Market Research Society.



Peter Young

Marketing & Brand
Development Specialist,
B2B Marketing Awards

Peter is Chairman of the B2B Marketing Awards, Consultant and Non-Executive Director helping businesses establish more effective supplier relationships, and advising on marketing and brand planning. Formerly a member of board level management teams in Europe-wide consultancies, he has helped grow brands in the service and product categories ranging from major PLCs to government departments.