

### SELECTION PROCESS 2017

The annual Consumer 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 consumer 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, just over 1,500 brands were shortlisted. This shortlist was scored by two separate groups of voters:

- The independent and voluntary Expert Council, comprising 31 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.
- A nationally representative sample of 2,500 British adults accessed via Lightspeed GMI online panel.

The best performing brands were awarded Consumer 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.

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