

SELECTION PROCESS 2018

The annual Consumer Superbrands survey is powered 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 34 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 through our panel partner Research Now SSI.

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?



Research Now SSI is the global leader in digital research data for better insights and business decisions. The company provides world-class research data solutions that enable better results for more than 3,500 market research, consulting, media, healthcare, and corporate clients. Research Now SSI operates globally with locations in the Americas, Europe, and Asia-Pacific, and is recognised as the quality, scale, and customer satisfaction leader in the market research industry.

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