

SELECTION PROCESS

The entire selection process is administered by The Centre for Brand Analysis (TCBA). The key stages of the selection process are as follows:

TCBA researchers compile a list of the UK's leading business to business brands, drawing on a wide range of sources from sector reports to blogs. From the thousands of brands initially considered, list of just over 1,200 brands is created.

These brands are scored by the independent and voluntary Expert Council, which is assembled and chaired by TCBA's chief executive. Bearing in mind the given definition of a Business Superbrand, the council members individually award each brand a rating from 1-10. Council members are not allowed to score brands with which they have a direct association or are in competition to. The lowest-scoring brands (approximately 40 per cent) are eliminated at this stage.

The remaining brands are voted on by more than 1,700 individual business professionals – defined as those who have either purchasing or managerial responsibilities. These individuals are accessed via a YouGov panel.

Taking the views of the experts and the business professionals into equal account, a combined score is produced for each brand. This score determines its position in the official league table; only the top 500 brands in that table are deemed to be Business Superbrands.

Definition of a Business Superbrand:

When voting on the brands, both the expert council and the business professionals consider the following definition of a Business Superbrand:

'A Business 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 experts and professionals are asked to judge brands against the following three factors:

Quality.

Does the brand represent quality products and services?

Reliability.

Can the brand be trusted to deliver consistently against its promises and maintain product and service standards at all customer touch points?

Distinction.

Is the brand not only well known in its sector but suitably differentiated from its competitors? Does it have a personality and values that make it unique within its market place?

THE CENTRE FOR BRAND ANALYSIS



The Centre for Brand Analysis (TCBA) manages the research process for all Superbrands programmes in the UK. It compiles the initial brand lists, appoints each Expert Council and manages the partnership with the panel providers, whose panels are used to access consumer opinion.

About TCBA

TCBA is dedicated to understanding the performance of brands. There are many ways to measure brand performance. TCBA does not believe in a 'one size fits all' approach, instead it offers tailored solutions to ensure the metrics investigated and measured are relevant and appropriate.

Its services aim to allow people to understand how a brand is performing, either at a point in time or on an ongoing basis, and gain insight into wider market and marketing trends.

Services fall into three categories:

Brand analysis – principally measuring brand strength and/or values. This might require surveying the attitudes of customers, opinion formers, employees, investors, suppliers or other stakeholders.

Market analysis – for example, providing intelligence, trends and examples of best practice from across the globe.

Marketing analysis – reviewing brand activity, including: campaign assessment; image/brand language assessment; marketing/PR review; agency sourcing and roster review; and ROI analysis.

TCBA works for brand owners and also provides intelligence to agencies and other organisations. It utilises extensive relationships within the business community and works with third parties where appropriate, to access pertinent opinions, data and insights.



STEPHEN CHELIOTIS

Chairman, Expert Council & Chief Executive, The Centre for Brand Analysis (TCBA)

In 2007, Stephen founded TCBA, which is dedicated to understanding the performance of brands, and runs the selection process for Superbrands' annual UK programmes.

Stephen works with a variety of brands and agencies on brand, market and marketing analysis whilst delivering brand insights at conferences and for international media.

BUSINESS COUNCIL 2010



JAAKKO ALANKO
Managing Director
McCann Enterprise

Jaakko merged his independent B2B agency, Anderson & Lembke, with McCann Erickson in 2001 and established McCann Enterprise as a division of McCann's London base. His focus is on Enterprise Branding, which is based on the belief that an organisation whose people are emotionally connected and behaviourally aligned, has a sustainable competitive edge.



JAMES ASHTON
Media and Telecoms Editor
The Sunday Times

James writes primarily for the business pages of The Sunday Times about companies such as Vodafone, Google and ITV. He joined from the Daily Mail in October 2007 where he was chief city correspondent and has also written for The Scotsman and Reuters.



RICHARD BUSH
Founder & Managing Director
Base One Group

Richard is the driving force behind the multi-disciplined agency, Base One Group. In addition, he is a regular presenter at the Institute of Direct Marketing and writes and speaks frequently for a number of industry publications and institutions, including B2B Marketing, the Internet Advertising Bureau and the Association of Business to Business Agencies.



CHRIS CLARKE
Chief Creative Officer
Lost Boys international
(LBi)

In his current role, Chris is responsible for the creative output of the network and its 500+ creative staff in 12 countries. Chris loves to stay close to the work, developing creative ideas with teams across the network for clients as varied as Electrolux, BT, M&S, US National Gallery of Art, Vodafone and Kraft.



PAUL EDWARDS
Chairman
TNS-Research
International UK

Paul joined Research International UK in 2007. Prior to this he was group chief executive and chairman for Lowe & Partners, taking particular responsibility for serving clients' integrated marketing needs. He has also been chairman and chief executive of The Henley Centre, working on future strategic direction for a wide range of clients.



PAMELA FIELDHOUSE
Managing Director
Edelman UK

Pamela is a senior communications consultant with over 18 years' experience in corporate reputation, issues and crisis management, brand strategy and business communications. She provides strategic counsel to senior executives from both the public and private sector and currently advises clients across a wide range of industry sectors.



CLAMOR GIESKE
Manager
Vivaldi Partners London

Clamor manages the UK office of Vivaldi Partners, a global management consultancy headquartered in New York. He has a mix of international experience from working on strategy, innovation, marketing and brand consulting projects. This has involved him advising clients across the UK and Europe but also in countries as diverse as Saudi Arabia and Russia.



RICHARD GLASSON
Chief Executive
GyroHSR

Richard is chief executive of GyroHSR, one of the world's leading independent integrated marketing companies. With 600 employees in 17 offices around the globe, GyroHSR works with top international brands such as Virgin Atlantic, American Express, Sony and Hewlett Packard. Richard has been with GyroHSR for seven years.



RICHARD GROOM

Head of Consultancy
Groom Associates

With a strong background in brand development, Richard has worked in leading marketing roles for more than 15 years with companies such as United Biscuits, Délifrance and McCain Foods. In 2004 he co-founded Groom Associates, a brand and design agency. Based initially in Leeds, it now also has an office in Beijing.



JOANNA HIGGINS

Consultant Editor and Writer
CBSi

Prior to her current role, Joanna was senior editor at BNET UK. Before this, she was group editor of the Institute of Directors' publications. Here Joanna led a highly praised and radical redesign, launched the website, oversaw the development of new editorial products such as leisure and lifestyle publication After Hours.



DARRELL KOFKIN

Chief Executive
Global Marketing Network

Darrell formed the worldwide membership association for marketing and business professionals, Global Marketing Network, in 2005. It is now supported by a world-class global faculty comprising many of today's widely respected and most-published marketing thought-leaders. Darrell also regularly speaks, lectures and writes on the subject of global marketing strategy.



KATE MANASIAN

Managing Director
Manasianandco

Kate runs a small strategic brand consultancy together with a team of experienced associates. An ex-owner of Saffron and Wolff Olins, her work primarily involves working with boards to find their point of difference and designing programmes for expressing it internally and externally.



RUTH MORTIMER

Associate Editor
Marketing Week

Ruth is associate editor for Marketing Week. In addition to her current role, she often appears on CNN, Sky and the BBC as an expert on business issues and is author of two books about marketing effectiveness. She is also a regular speaker at marketing conferences.



MARC NOHR

Managing Partner
Kitcatt Nohr
Alexander Shaw

Marc is a founding partner of integrated agency Kitcatt Nohr Alexander Shaw. He is an honorary life fellow of the Institute of Direct Marketing, and regularly contributes to debates on marketing in the media. Marc was named number one in Marketing Direct's Power 100 Agency Players in 2007 and 2008.



PHIL NUNN

Executive Media Director
TBWA UK Group

Phil's experience includes working at BBC Worldwide, Publicis's Optimedia and launching Interactive@Optimedia globally in 1998. In 2003 he became MGOMD managing partner and went on to launch Trinity Communications in 2007/08 with clients including Talk Talk and Lexus. Phil is now executive media director at TBWA UK Group.



ANDREW PINKESS

Strategy Director
Rufus Leonard

Andrew has 20 years' experience in brand and marketing consultancy. His specialisms include: brand strategy and development; digital strategy; integrated communications; and internal communications as a catalyst for organisational change. His client experience spans business to business, business to consumer and the public sector.



RUSSELL PLACE

Chief Strategy Officer
UM London

Russell has worked at UM for seven years creating ROI focused, award winning work for clients such as SKY, Autoglass, Nickelodeon and Bacardi and has overseen UM London's wider awards success in recent years. He has also led a number of highly successful new business initiatives, most recently the £13 million UK Dairy Crest win.



SHANE REDDING

Managing Director
Think Direct

Shane is an independent consultant with more than 20 years' international business to business and consumer direct marketing experience. She provides strategic direct marketing advice and practical training to both end-users and DM suppliers. Shane also has an honorary fellowship of the IDM.



ELIZABETH RENSKI

Editor
CEO Today

Elizabeth, who has 13 years' experience in the B2B magazine publishing sector, became the editor of CEO Today in 2004, shortly after its launch. Elizabeth is also the editor of Climate Change – an ambitious publishing initiative providing a platform for collaboration between governments, businesses and NGOs in tackling climate change and creating a low-carbon economy.



MATTHEW STIBBE

Writer-in-Chief
Articulate Marketing

In this current role, Matthew's clients include HP, Microsoft®, eBay and HM Government. He helps them talk to non-techies about technology and also writes the popular blog, BadLanguage.net. Before starting the agency in 2005, he worked as a freelance business and technology writer and was a regular contributor to Wired, Popular Science and Director magazine.



GILES THOMAS

Chief Operating Officer
Branded

Giles has been advising a broad range of clients, include Orange, Yahoo!, EA, Channel 4, and Transport for London, during the last eight years that he has spent at Branded. He is an experienced international marketer, having earned his credentials as marketing director at MTV Networks Europe and European marketing director at Sega.



RICHARD WILLIAMS

Founding Partner
Williams Murray Hamm

Richard founded Williams Murray Hamm, with Richard Murray, in 1996. A fellow of The Royal Society of Arts and a member of the Design Council, Richard often acts as a spokesman for the design community, appearing on Radio 4's Today programme as well as speaking at Ashridge Management College, Warwick Business School and New York's FUSE.



CHRIS WILSON

Managing Director
Earnest

Chris has spent 15 years in B2B marketing, working with organisations in the technology, telecommunications and financial sectors. Chris founded Earnest in 2009 to help B2B marketing step out of the shade and stop being a poor cousin to FMCG. Chris also chairs the Association of Business to Business Agencies.



ANDREW WORLOCK

Director
Insidedge

Andrew heads up the UK IPG agency Insidedge, a specialist internal communications consultancy based in London. Working with multinationals and blue-chip organisations across Europe, he advises those facing the eternal dilemma of how to maximise resource and budget in order to achieve corporate goals internally.



SIMON WYLIE

Founding Partner
& Managing Director
Xtreme Information

Simon is a founding partner of Xtreme Information and has more than 20 years' experience within the field of advertising, media intelligence, research and insight. Throughout this period he has worked with major global brands as well as a number of European NGOs, the European Commission and other regulatory bodies.