

## 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 brands, drawing on a wide range of sources from sector reports to blogs. From the thousands of brands initially considered, a shortlist of just under 1,400 brands is created.

These brands are scored by the independent and voluntary Expert Council, which is assembled and chaired by TCBA's chief executive. The council is refreshed each year. Bearing in mind the given definition of a 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, nor do they score brands they are unfamiliar with. The lowest scoring

brands (approximately 40 per cent) are eliminated after a council meeting to discuss the results and to ratify the scores.

The remaining brands are voted on by a nationally representative sample of more than 2,100 British consumers aged 18 and above. These individuals are accessed via a YouGov panel.

The number of consumer votes each brand receives determines its position in the final rankings. Only the top 500 brands in this ranking are deemed to be Superbrands.

### Definition of a Superbrand:

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

**'A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its**

**competitors, which (consciously or sub-consciously) customers want and recognise.'**

In addition, the experts and consumers 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 marketplace?

## 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

Stephen began his career at Brand Finance, where he advised companies on maximising shareholder value through effective brand management. In addition, he produced key studies including comprehensive reports on global intangible assets. His annual study of City Analysts was vital in understanding the importance of marketing metrics in forecasting companies' performance.

In 2001 Stephen joined Superbrands UK, becoming managing director in 2003 and overseeing two years of significant growth. Given a European role in 2005, his expertise was used across 20 countries.

He has been a freelance consultant since 2006 and in 2007 set up The Centre for Brand Analysis, which is dedicated to understanding the performance of brands and is contracted to run the selection process for Superbrands' three annual programmes in the UK.

He speaks regularly at conferences and also comments for international media on branding and marketing, with frequent appearances on CNN, the BBC and Sky.

## EXPERT COUNCIL 2010



### NICK BLUNDEN

Managing Director  
Profero London

Nick joined the Profero group as client services director in 2004. In this capacity he successfully developed the agency's relationships with key clients such as AstraZeneca, Channel 4, COI, Johnson & Johnson and Western Union, by providing them with both digital leadership and strategic marketing expertise.

In 2007 Nick succeeded Profero founder Wayne Arnold as managing director of Profero London, the largest business within the Profero group. As managing director, Nick has driven a further expansion of the Profero London business in each of its core disciplines – media, advertising and technology – and overseen the launch of Profero's market-leading digital direct response business, Profero Performance.

Before joining the Profero group Nick enjoyed a successful career as a management consultant with IBM Consulting and as a client-side marketer with Energis Communications.

Nick holds a law degree from the London School of Economics and an MBA from the Australian School of Business.



### TIM BRITTON

Chief Executive, UK  
YouGov

Tim graduated from Cambridge in 1990 and has more than 15 years' experience working directly and indirectly in the research industry in the UK, culminating in his current role as the chief executive of YouGov UK.

In research terms he has worked, both on and offline, in areas ranging from financial services and business to business research, through to work on public policy.



### VICKY BULLEN

CEO  
Coley Porter Bell

Vicky has built her career in the design industry, joining Coley Porter Bell from Graphique (now Vibrandt).

Joining Coley Porter Bell as an account director, Vicky was promoted to client services director, then to managing partner and finally to chief executive in September 2005.

During her time at Coley Porter Bell, Vicky has led some of the agency's largest business, working with companies such as Unilever, Cadbury and Kimberly-Clark. Coley Porter Bell's clients include Nestlé, Pernod Ricard, Anglo American and Coca-Cola.

Highlights for Vicky include winning a Design Effectiveness Award and a Marketing Grand Prix for Kotex, getting into the D&AD book and relaunching the Coley Porter Bell identity in 2007. Vicky also sits on the Ogilvy UK Group Board.



### HUGH BURKITT

Chief Executive  
Marketing Society

Hugh has been responsible for the launch of the Marketing Society's 'Manifesto for Marketing', introduced the Marketing Leaders Programme for potential marketing directors and established the Panoramic Group, which has created a new forum where the UK's leading marketing organisations have agreed to work together to promote marketing.

He began his own career as a Unilever trainee at Birds Eye Foods and progressed via the Manchester Business School to Collett Dickenson Pearce in 1972. He spent the next 30 years in advertising, founding the agency Burkitt Weinreich Bryant in 1986, and leaving in 2002 as chairman of Burkitt DDB.

He is co-author (with John Zealley) of Marketing Excellence – a review of the lessons to be learned from the winners of the Marketing Society's Awards for Excellence.



### COLIN BYRNE

CEO, UK & Europe  
Weber Shandwick

Colin is one of the UK's leading PR practitioners with more than 20 years' experience spanning domestic and international media relations, politics, global campaigns and issues management.

After several years in private and not-for-profit sector PR, Colin moved to the British Labour Party's communications team in 1987 and was quickly promoted to head of press and broadcasting. He served as deputy to then communications director Peter Mandelson and press aide to Tony Blair, Gordon Brown, Jack Straw and other Labour leaders. In 1992 Colin became the first communications director of The Prince of Wales Business Leaders Forum, managing its CSR communications globally.

Colin joined Weber Shandwick in 1995, rising to lead the public affairs practice in London in 1997. He is now CEO of the global agency's European network and a member of the global management team. Clients have included IKEA, Oracle, The Sutton Trust, Coca-Cola and the British Government.

# Superbrands



## JACKIE COOPER

Founding Partner  
Jackie Cooper PR

Jackie is one of the pre-eminent voices and influencers in UK brand marketing today.

A founding partner of the eponymous Jackie Cooper PR (JCPR), Jackie now serves as creative director and vice chair of Edelman – the world's largest independent public relations company.

Jackie started her career working on consumer and trade campaigns before joining Greenpeace in 1984 and launching the legendary anti-fur campaign, 'It Only Takes One Dumb Animal'. In 1987 Jackie met her friend and long term business partner, Robert Phillips, and embarked on a 17-year adventure at the helm of JCPR, conceiving and delivering a series of memorable and award-winning campaigns – from the original 'Hello Boys' work for Wonderbra through to the creation of O2.

Since selling JCPR to Edelman in 2004, Jackie has continued to deliver strategically powerful campaigns across the myriad of Edelman practices.



## PETER COWIE

Managing Partner  
Oystercatchers

Peter is a founding partner of Oystercatchers and has 28 years' experience working in advertising and marketing. He started his career in advertising as a trainee at Ogilvy, spent seven years at CDP in its creative heyday and was head of account management at WCRS.

Peter then went client-side and was a founding partner of Two-Way TV – a revolutionary interactive TV service – before spending two years at Brunswick PR. He was then invited to join the start-up team of Sharepeople.com, which was successfully sold to American Express.

Peter has spent the last five years with WPP; he was head of new business at JWT and managing director of FITCHLive, a design business specialising in live events.

Peter is married with three children and has recently moved back into central London. His passions are rowing, Morocco and living life to the full.



## LESLIE DE CHERNATONY

Professor of Brand Marketing  
Università della Svizzera Italiana,  
Lugano & Aston Business School

With a doctorate in brand marketing, Leslie has written extensively for American, European and Asian journals and is a regular presenter at international conferences. He has written several books on brand marketing, the two most recent being *Creating Powerful Brands* and *From Brand Vision to Brand Evaluation*.

A winner of several research grants, his two most recent have supported research into factors associated with high performance brands and research into services branding. He has been the Visiting Professor at Madrid Business School and Visiting Professor at Thammasat University, Bangkok. Leslie is a Fellow of the Chartered Institute of Marketing and Fellow of the Market Research Society. He acts as an international consultant to organisations seeking more effective brand strategies and has run acclaimed branding seminars throughout Europe, Asia, the US and the Far East. He is also an experienced expert witness in legal cases involving branding issues in commercial and competition cases.



## TIM DUFFY

Chairman & CEO UK  
M&C Saatchi

Tim graduated from King's College, Cambridge and in 1986 joined Saatchi & Saatchi as a strategic planner.

In 1995 he became one of the founders of M&C Saatchi, now a top five UK agency with 16 offices in 12 countries. Tim has worked for many clients including British Airways, GlaxoSmithKline, Procter & Gamble, COI and Scottish & Newcastle. Tim was made UK chief executive in 2004 and chairman of the UK group in 2008.



## STEPHEN FACTOR

Managing Director –  
Global Consumer Sector  
TNS

A graduate of the City University Business School, Stephen spent the early part of his career working with new product evaluation tools for leading manufacturers in the FMCG sector.

From 1986 to 1990, he was based in Paris and then Milan, as development director of the European Burke group.

Returning to London, he was appointed chief executive of Infratest Burke's UK business. Following acquisition, he took the same role for NFO and subsequently TNS. With the consolidation of the market research industry, he became an active participant in the acquisition and integration of marketing services organisations.

At the beginning of 2006, Stephen took over global responsibility for TNS' FMCG business, supporting the world's leading brand owners in 70 countries around the world.

With some 25 years' experience in global market research agencies, he blends hands-on corporate management experience with a deep understanding of FMCG markets and brands.



## PETER FISK

Founder, The Genius Works  
& Author, Customer Genius

Peter is an inspirational author, speaker and consultant – described as 'one of the best new business thinkers' by Business Strategy Review. His best-selling book, *Marketing Genius*, explores how to combine a more intelligent and imaginative approach to markets and brands and has been translated into 28 languages.

His new book, *Customer Genius*, defines how to build a customer-centric business, while *The Good Growth Guide* explores sustainability, the new driving force of innovation, reputation and growth. Peter has worked with many of the world's leading brands including British Airways, Coca-Cola and Microsoft®, and was the transforming CEO of the Chartered Institute of Marketing.

Peter created The Genius Works ([thegeniusworks.com](http://thegeniusworks.com)) to assemble the latest ideas and practices in strategy and marketing, innovation and brands – through inspirational events, consulting (*Brand Genius*), training (*The Fast Track*) and entrepreneurship (*Zoom Ventures*) – to deliver extraordinary impact.



## AVRIL GALLAGHER

Group Client Managing Director EMEA  
Starcom MediaVest Group

Since starting in the industry, Avril has gained experience across a range of disciplines within the world of media and communications: client, procurement, agency, strategic planning and media owner. Throughout this time, Avril has had the opportunity to work with some of the world's best-known brands across numerous categories including retail, FMCG, drinks, utilities, finance and toys.

Avril joined Starcom MediaVest Group in 2004 as a business director, was appointed UK client services director in 2005 and client managing director in 2006, extending her role to cover business in EMEA in 2007. She was appointed group client managing director EMEA in 2009.



## CHERYL GIOVANNONI

European President  
Landor Associates

South African born, Cheryl moved to London in 1993 to further her advertising career with Ogilvy, where she worked on Unilever, Mattel Toys, SmithKline Beecham and Bupa, before moving to Lowe Howard-Spink (now Lowe Lintas) to run the global Braun account. During her time at Lowe, she also worked on Orange, Sprite and HSBC.

In 2001 Cheryl changed direction and joined brand design agency Coley Porter Bell as CEO, also taking on overall responsibility for the Nestlé, GlaxoSmithKline and GE accounts. She was also a member of the Ogilvy UK Group Board.

Cheryl joined Landor London in October 2005 as managing director, becoming European president two years later. During this time Cheryl has worked on Morrisons, Ernst & Young, Union Properties and BP. She is passionate about the pivotal role that branding and design plays in the health and long term growth of brands.



## MARTIN HENNESSEY

Co-Founder  
The Writer

Martin is a former journalist and co-founder of language consultancy, The Writer.

Martin and his team are on a mission to rescue business and brands from the tyranny of linguistic mediocrity. The Writer trains, writes and develops tone of voice for the BBC, O2, Tate and Nike (and that's just for starters).

Martin is co-founder of not-for-profit organisation 26.org.uk and once, many, many years ago, he was almost the scriptwriter for the first Bridget Jones film (just don't get him started on the final version).



## GRAHAM HISCOTT

Deputy Business Editor  
Daily Mirror

Graham started his career as a reporter on the Cambridge Evening News before moving to News Team International, a press agency in Birmingham. Eighteen months after this, he joined the Press Association as a regional reporter covering the East Midlands. It was here that Graham developed his interest as a consumer affairs correspondent, which led to another move to the Press Association's HQ in London. From there he was appointed consumer editor of the Daily Express, in March 2005. In March 2008 he moved to the Daily Mirror as deputy business editor, covering City as well as consumer stories.

A string of exclusives earned Graham the London Press Club Awards' Consumer Journalist of the Year 2007 accolade. He was runner-up in the same competition in the two previous years' Awards.

Among the reasons for his nominations were breaking the Dasani bottled water story and a series of stories about soaring energy bills.



## MIKE HUGHES

Director General  
ISBA

Mike joined the Unilever graduate scheme in 1972 after leaving Hertford College, Oxford with a degree in PPE. He then joined Coca-Cola UK in 1980 as marketing director, where he launched diet Coke into the UK market, before moving to Guinness as worldwide brands director in 1984.

Following a five-year stint as CEO of Guinness' North American business, Mike returned to the UK in 1992 to become MD of Guinness Great Britain.

In 1998 he became CEO of HP Bulmer Holdings plc. Following its sale in 2003, he moved into new technology, where he was responsible for the development and sale of a number of ventures.

In 2007, Mike assumed his current role as director general of ISBA, The Voice of British Advertisers. A member of all key UK industry bodies, Mike also sits on the Executive Committee of the Worldwide Federation of Advertisers.



## PAUL KEMP-ROBERTSON

Editorial Director  
& Co-Founder  
Contagious

Paul started his career at corporate communications firm Maritz before helping to launch shots magazine in 1990. After a spell in commercials production, he returned to shots and became editor in 1994; subscriptions trebled under his tenure.

In 1998 Paul succeeded Donald Gunn as Leo Burnett's worldwide director of creative resources in Chicago, responsible for the agency's Great Commercials intranet site and its quarterly creative councils. He left Leo Burnett in 2004 to co-found Contagious: a quarterly magazine, DVD and online intelligence resource reporting on marketing innovation and the impact of new technologies on brands.

Paul has written numerous articles for publications including Business 2.0 and the Guardian, as well as co-editing D&AD's The Commercials Book. He has appeared on BBC Radio 4's The Today Programme and BBC 5 live's Wake Up To Money and has spoken at numerous events around the world, including Cannes Lions and New York's Advertising Week.



## SOPHIE LEWIS

Group Planning Director  
JWT

Sophie began her career at DFGW and moved to BBH in 1999, where she worked on Rolling Rock, Levi's, Baileys and Flora/Becel. She then decamped to Mother to work on Boots. Sophie joined JWT in May 2008 and spends most of her time thinking about retailers. When she's not doing that, she likes karaoke, shoes, running, living in Brighton and writing poetry.



## DAVID MAGLIANO MBE

Director of Commercial  
& Marketing  
England 2018

David is director of commercial & marketing at England 2018, the organisation bidding for England to host the 2018 Football World Cup.

His previous roles include director of marketing for London 2012, sales & marketing director of easyJet, and sales & marketing director of Go (of which he was also a founder). Before Go, David spent 10 years at Imagination, Ogilvy and HHCL.

David is a non-executive director of Glasses Direct, and a former non-executive director of Dyson. He is a Fellow of the Chartered Institute of Marketing.

David was UK Marketer of the Year in 1999 and 2005, and Global CMO of the Year in 2006. He was awarded an MBE in 2006.



## JOHN MATHERS

Chief Operating Officer  
Blue Marlin Brand Design

John joined Blue Marlin Brand Design in 2008 as the group's COO. Originally trained as a lawyer, John shunned the courts in favour of the more exciting world of brand marketing, starting out at Cadbury and Lyons before becoming head of brand at Safeway.

Swapping his client hat for a consultancy hat, he then spent 10 years at Enterprise IG (now The Brand Union), latterly as CEO. Much of John's consultancy career has been in the luxury brands arena; there aren't many premium spirit brands in which he hasn't had a hand. His more recent brand experience has been with the likes of Johnnie Walker, Bulgari, Macallan, Unilever, Shell and Danone.

An active member of the design industry, John is a board director of the Design Business Association and also works with the Design Council. When not working he's at his happiest fishing for mackerel on the Helford River in Cornwall.



## CRISPIN REED

Managing Director  
Brandhouse

Crispin has a rounded perspective on brands having worked in leading global advertising and design agencies, brand consultancy and client-side in the fragrance and beauty sector.

He spent some 13 years with advertising agency Leo Burnett, which included a spell in South East Asia. He then went on to become group managing director of the London office of German advertising and design agency, Springer & Jacoby, before joining one of his clients, Cradle Holdings – owner of brands such as Penhaligon's, L'Artisan Parfumeur and Erno Laszlo.

He entered the brand agency world as partner in the London office of New York-based Sterling Brands, before joining Brandhouse as managing director in the summer of 2007.

Crispin is an associate of Ashridge Management College and sits on the Advisory Board of the Global Marketing Network.



## RAOUL SHAH

CEO  
exposure

Raoul started his career at agnès b. in Paris, after graduating from UMIST with a degree in textiles, economics and management. He then spent five years at the Pepe Jeans Group where he developed his marketing skills in the UK and across Europe.

In October 1993 he launched exposure, a business built on the power of network and word-of-mouth communications. Today, exposure is an integrated creative agency employing 150 individuals in London, San Francisco, Los Angeles and New York.

Raoul's responsibilities include overseeing the US offices and the company's new specialist beauty division, Beauty Seen PR. His portfolio of fashion and lifestyle clients includes Levi's, Umbro, Dr. Martens, Nike, Edun, Ben Sherman, Penguin Books, Coca-Cola, Vitamin Water and Agent Provocateur.

In 2007 Raoul was top of the Guardian's ethnic minority media power list, and in October 2008 he was appointed as a trustee of the British Council, working directly for Lord Kinnock.



## PROFESSOR ROBERT SHAW

Honorary Professor,  
Cass Business School  
& Director, Value Based  
Marketing Forum

As a consultant, businessman and best-selling author of Marketing Payback, Improving Marketing Effectiveness and Database Marketing, Robert is a top authority on value based marketing and customer relationship management.

He has worked as strategic adviser to Lou Gerstner and Sam Palmisano on IBM's entry into the global services market as well as with many major companies including Barclays, BP, CIMA, Diageo, IBM, IPA, Manchester United, Nestlé, Scottish Widows, Unilever and Universal Music.

Currently Professor of Marketing Metrics at Cass Business School in London, Robert is also director of the Value Based Marketing Forum, a consulting firm that offers strategic reviews, analysis and modelling. Having authored more than 100 books and papers, Robert is in demand both in the UK and overseas as a conference chairman and keynote speaker. He has been invited to speak at over 250 events from Tehran to Tallinn and teaches on in-company executive education programmes.

# Superbrands



## MARK SWENEY

Media Correspondent  
Guardian Newspaper

Mark graduated from Auckland University, New Zealand in 1997 with a double major in English literature and psychology. After time out to travel across Asia, he began work at Haymarket Publishing in 1999 in the directories division, responsible for producing a range of supplements for the company's business title portfolio.

In 2000 he joined Revolution magazine as editorial assistant and was rapidly promoted to news reporter, following its transition from a monthly to a weekly title, to cover the digital business and marketing economy during the first dot com cycle of boom and bust. In late 2002 Mark became a reporter on Campaign magazine then moved to Marketing as chief reporter in March 2004.

In March 2006 Mark joined Guardian Newspapers as advertising, marketing and new media correspondent at MediaGuardian.co.uk. He is currently a media correspondent across the Guardian newspaper, weekly media supplement and online.



## ALAN THOMPSON

Founding Partner  
The Haystack Group

Alan co-founded The Haystack Group in 2001 and has since built it into one of the most recognised agency engagement and management consultancies in the country.

Following a degree in psychology at University College London, Alan embarked on a career in marketing communications that has led him to work in each of the major disciplines at the highest level, for some of the biggest brands both in the UK and globally. His career has seen him advise the likes of Daimler-Benz, Ford, Unilever, Mars, The Daily Telegraph, BSkyB, Sainsbury's and Lloyds TSB.

Alan advises brands on how to structure and manage their marketing resources, both internally and through agency partners, and has been involved in some of the highest profile pitches in the business as well as working on discreet strategic projects with many major UK and global brands.



## LUCY UNGER

Managing Partner, EMEA  
Fitch

Lucy has a proven track record of working with large organisations and global clients to deliver strategic brand and design projects.

Starting out with sales and marketing roles in blue-chip multinational companies such as Unilever and Coca-Cola, Lucy went on to become managing director of a brand communications consultancy in Australia. During this time she successfully led and delivered projects for Westpac Banking Corporation, SOCOG (the Sydney Organising Committee for the Olympic Games), Visa, John Fairfax and Multiplex.

Lucy joined Fitch in 2001, becoming joint managing partner of its London studio in 2003 before being promoted to managing partner of the EMEA region in 2006. In this role she continues to play an active role in London-based client and project work and new business, while overseeing Fitch's operations in the Middle East and Continental Europe. While at Fitch Lucy has delivered programmes for Nissan Europe, the BBC, Vodafone, HSBC and Marks & Spencer.



## HARRY WALLOP

Consumer Affairs Editor  
The Daily Telegraph

Harry is The Daily Telegraph's award-winning consumer affairs editor. He has been at the paper since 2004, when he joined as a business reporter covering the retail, food and drink sectors, before moving across the title to write consumer stories, detangling the complexities of the credit crunch, rising food prices and soaring utility bills.

His work was recognized by the London Press Club, which named him Consumer Affairs/Personal Finance Journalist of the Year in 2008. He is also one half of Telegraph TV's Gadget Inspectors, a weekly internet television show that tests all the latest gizmos.

He started his career, after studying history at Oxford University, as a financial journalist writing about derivatives and shares for Euromoney publications and the Investors Chronicle.



## ANDREW WALMSLEY

Co-Founder  
i-level

Andrew co-founded i-level in 1998 and the company has since won more than 30 awards. It has been Agency of the Year consistently for eight years and in 2007 became the first digital agency to win a Queen's Award for Enterprise.

Andrew is on the judging panel for several industry awards and is frequently quoted in the trade and national media, as well as writing a weekly column in Marketing magazine. Furthermore, Ernst & Young named him London Media Entrepreneur of the Year in 2006.

Andrew has an MBA from Kingston University, where his dissertation researched the impact of digital media on advertising agencies.



## MARK WAUGH

Deputy Managing Director  
ZenithOptimedia

When Mark joined the UK media planning fraternity from Oxford University, media was seen as a trading-based discipline that followed the strategic lead offered by the advertising agency. In the intervening 17 years, Mark has been a key player in driving the strategic importance of media planning in the industry; at the age of 28 he became the youngest ever managing partner of Optimedia. Mark joined market leader ZenithOptimedia as deputy managing director in 2003.

In his career Mark has amassed experience across almost every market category, from motors to luxury goods and financial services to FMCG. This, coupled with his agency's £700 million UK spend, allows him a uniquely scaled perspective on the behaviour of some of Britain's biggest brands. In 2007 Mark launched newcast, ZenithOptimedia's integrated communications unit, which develops and executes everything from experiential marketing to digital branded content. If anyone has an holistic approach to building Superbrand fame, it should be Mark.