

OFFICIAL TOP 500, 2008

Brand	Rank	Weighted Index	Category
GOOGLE	1	100.00	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
MICROSOFT	2	95.84	SOFTWARE & COMPUTER SERVICES
BP	3	94.31	OIL & GAS PRODUCERS
BBC (WORLDWIDE)	4	92.27	MEDIA - CONTENT CREATORS/OWNERS
GLAXOSMITHKLINE	5	91.92	PHARMACEUTICALS & BIOTECH
ROLLS-ROYCE GROUP	6	91.68	AEROSPACE & DEFENCE
FT	7	91.14	MEDIA - CONTENT CREATORS/OWNERS
BRITISH AIRWAYS	8	89.46	TRAVEL & LEISURE - AIRLINES
FEDEX EXPRESS	9	89.31	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
HERTZ	10	89.07	TRAVEL & LEISURE - AUTOMOBILE RENTAL
APPLE	11	88.45	TECHNOLOGY - HARDWARE & EQUIPMENT
BUPA	12	88.45	HEALTHCARE EQUIPMENT & SERVICES
REUTERS GROUP	13	88.05	SUPPORT SERVICES - INFORMATION PROVIDERS
PRICEWATERHOUSECOOPERS	14	87.88	SUPPORT SERVICES - ACCOUNTANCY & BUSINESS SERVICES
LONDON STOCK EXCHANGE	15	87.69	FINANCIAL - EXCHANGES & MARKETS
VISA	16	86.96	FINANCIAL - CREDIT CARDS
SHELL	17	86.81	OIL & GAS PRODUCERS
NOKIA	18	86.76	ELECTRONIC & ELECTRICAL EQUIPMENT
BOSCH	19	85.73	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
BOEING	20	85.66	AEROSPACE & DEFENCE
UPS	21	84.99	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
DHL	22	84.29	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
MASTERCARD	23	84.23	FINANCIAL - CREDIT CARDS
ICI	24	83.83	CHEMICALS
VODAFONE	25	83.82	MOBILE TELECOMMUNICATIONS
AMERICAN EXPRESS	26	83.66	FINANCIAL - CREDIT CARDS
IBM	27	83.56	TECHNOLOGY - HARDWARE & EQUIPMENT
VIRGIN ATLANTIC	28	83.42	TRAVEL & LEISURE - AIRLINES
TEFLON	29	83.05	MISCELLANEOUS
SONY	30	83.02	ELECTRONIC & ELECTRICAL EQUIPMENT
AVIS	31	82.77	TRAVEL & LEISURE - AUTOMOBILE RENTAL
HEWLETT-PACKARD	32	82.53	TECHNOLOGY - HARDWARE & EQUIPMENT
KPMG	33	81.54	SUPPORT SERVICES - ACCOUNTANCY & BUSINESS SERVICES
ERNST & YOUNG	34	81.52	SUPPORT SERVICES - ACCOUNTANCY & BUSINESS SERVICES
LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	35	80.46	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT
THE ECONOMIST	36	79.93	MEDIA - CONTENT CREATORS/OWNERS
DOLBY	37	79.89	MISCELLANEOUS
JOHNSON & JOHNSON	38	79.83	PHARMACEUTICALS & BIOTECH
HSBC	39	79.66	FINANCIAL - RETAIL BANKS
HILTON	40	79.34	TRAVEL & LEISURE - BUSINESS HOTELS
DULUX	41	79.26	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
INTEL	42	79.09	TECHNOLOGY - HARDWARE & EQUIPMENT
EBAY	43	78.83	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
LLOYD'S	44	78.55	LIFE & NONLIFE INSURANCE
NEC BIRMINGHAM	45	78.04	TRAVEL & LEISURE - CONFERENCE CENTRES
BLACK & DECKER	46	77.51	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
GOLDMAN SACHS	47	76.99	FINANCIAL - BANKS
BT	48	76.93	FIXED LINE TELECOMMUNICATIONS
LYCRA	49	76.86	MISCELLANEOUS
SAATCHI & SAATCHI	50	76.81	MEDIA - MARKETING SERVICES - ADVERTISING AGENCIES

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Brand	Rank	Weighted Index	Category
DELOITTE	51	76.76	SUPPORT SERVICES - ACCOUNTANCY & BUSINESS SERVICES
BLOOMBERG	52	76.51	SUPPORT SERVICES - INFORMATION PROVIDERS
DELL	53	76.29	TECHNOLOGY - HARDWARE & EQUIPMENT
JCB	54	75.68	INDUSTRIAL ENGINEERING - GENERAL
YELLOW PAGES	55	75.45	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
SELLOTAPE	56	75.43	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
CHUBB	57	74.97	SUPPORT SERVICES - SECURITY & FIRE PROTECTION
CISCO SYSTEMS	58	74.58	SOFTWARE & COMPUTER SERVICES
EDDIE STOBART	59	74.30	INDUSTRIAL TRANSPORTATION - LOGISTICS / DISTRIBUTION / FREIGHT SERVICES
DUPONT	60	73.93	CHEMICALS
BLACKBERRY	61	73.81	ELECTRONIC & ELECTRICAL EQUIPMENT
STANLEY	62	73.36	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
MICHELIN	63	73.24	AUTOMOBILES & PARTS
AA	64	73.18	SUPPORT SERVICES - GENERAL
MARRIOTT	65	72.95	TRAVEL & LEISURE - BUSINESS HOTELS
PFIZER	66	72.91	PHARMACEUTICALS & BIOTECH
EUROSTAR	67	72.82	TRAVEL & LEISURE - TRAIN & BUS OPERATORS
ADOBE	68	72.67	SOFTWARE & COMPUTER SERVICES
VELCRO	69	72.62	MISCELLANEOUS
MORGAN STANLEY	70	72.62	FINANCIAL - BANKS
BAA	71	72.43	INDUSTRIAL TRANSPORTATION - GENERAL
GALLUP	72	72.39	MEDIA - MARKETING SERVICES - MARKET RESEARCH
LONDON BUSINESS SCHOOL	73	72.35	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT
CANON	74	71.99	TECHNOLOGY - HARDWARE & EQUIPMENT
XEROX	75	71.69	TECHNOLOGY - HARDWARE & EQUIPMENT
BARCLAYS	76	71.35	FINANCIAL - RETAIL BANKS
CREDIT SUISSE	77	70.61	FINANCIAL - BANKS
EXXON MOBIL	78	70.43	OIL & GAS PRODUCERS
THE TIMES	79	70.41	MEDIA - CONTENT CREATORS/OWNERS
CATERPILLAR	80	70.11	INDUSTRIAL ENGINEERING - GENERAL
3M	81	69.95	INDUSTRIAL ENGINEERING - GENERAL
RAC	82	69.73	SUPPORT SERVICES - GENERAL
PILKINGTON	83	69.68	CONSTRUCTION & MATERIALS
EC&O VENUES	84	69.56	TRAVEL & LEISURE - CONFERENCE CENTRES
PIRELLI	85	69.45	AUTOMOBILES & PARTS
CNN	86	69.34	MEDIA - CONTENT CREATORS/OWNERS
AIRBUS	87	69.33	AEROSPACE & DEFENCE
B&Q	88	69.21	RETAILERS - BUILDERS' MERCHANTS
ROCHE	89	68.90	PHARMACEUTICALS & BIOTECH
P&O	90	68.83	INDUSTRIAL TRANSPORTATION - LOGISTICS / DISTRIBUTION / FREIGHT SERVICES
PICKFORDS	91	68.67	SUPPORT SERVICES - OFFICE DESIGN, REFURBISHMENT & RELOCATION
BACS	92	68.58	FINANCIAL - GENERAL
ROYAL BANK OF SCOTLAND	93	68.37	FINANCIAL - RETAIL BANKS
BAYER	94	68.37	PHARMACEUTICALS & BIOTECH
ORANGE	95	68.31	MOBILE TELECOMMUNICATIONS
VIRGIN TRAINS	96	68.27	TRAVEL & LEISURE - TRAIN & BUS OPERATORS
DEUTSCHE BANK	97	68.05	FINANCIAL - BANKS
GOODYEAR	98	67.83	AUTOMOBILES & PARTS
BAE SYSTEMS	99	67.63	AEROSPACE & DEFENCE
JP MORGAN	100	67.59	FINANCIAL - BANKS

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Brand	Rank	Weighted Index	Category
PANASONIC	101	67.59	TECHNOLOGY - HARDWARE & EQUIPMENT
YAHOO!	102	67.50	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
GE (GENERAL ELECTRIC)	103	67.35	INDUSTRIAL ENGINEERING - GENERAL
PAYPAL	104	67.32	FINANCIAL - GENERAL
D&B (DUN & BRADSTREET)	105	67.20	SUPPORT SERVICES - INFORMATION PROVIDERS
MERCEDES TRUCKS	106	67.07	AUTOMOBILES & PARTS
COUTTS	107	67.06	FINANCIAL - BANKS
BRITISH GAS BUSINESS	108	67.00	UTILITIES
CRANFIELD SCHOOL OF MANAGEMENT	109	66.97	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT
THE SUNDAY TIMES	110	66.88	MEDIA - CONTENT CREATORS/OWNERS
SONY ERICSSON	111	66.83	ELECTRONIC & ELECTRICAL EQUIPMENT
MERRILL LYNCH	112	66.59	FINANCIAL - BANKS
AXA	113	66.49	LIFE & NONLIFE INSURANCE
THE RITZ CARLTON	114	66.43	TRAVEL & LEISURE - BUSINESS HOTELS
EMIRATES	115	66.34	TRAVEL & LEISURE - AIRLINES
NORWICH UNION	116	66.21	LIFE & NONLIFE INSURANCE
TARMAC	117	66.14	CONSTRUCTION & MATERIALS
TNT	118	66.11	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
SAVILLS	119	65.88	REAL ESTATE - COMMERCIAL AGENTS / ADVISORS
FORD TRANSIT VANS	120	65.69	AUTOMOBILES & PARTS
ASTRAZENECA	121	65.19	PHARMACEUTICALS & BIOTECH
CARPHONE WAREHOUSE	122	65.11	RETAILERS - B2B GENERAL
SHERATON	123	64.95	TRAVEL & LEISURE - BUSINESS HOTELS
3I	124	64.89	FINANCIAL - PRIVATE EQUITY
E.ON	125	64.88	UTILITIES
MOTOROLA	126	64.81	ELECTRONIC & ELECTRICAL EQUIPMENT
EPSON	127	64.80	TECHNOLOGY - HARDWARE & EQUIPMENT
G4S	128	64.23	SUPPORT SERVICES - SECURITY & FIRE PROTECTION
TOSHIBA	129	64.15	TECHNOLOGY - HARDWARE & EQUIPMENT
CATHAY PACIFIC	130	64.08	TRAVEL & LEISURE - AIRLINES
SUN MICROSYSTEMS	131	64.03	SOFTWARE & COMPUTER SERVICES
THE OPEN UNIVERSITY	132	63.95	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT
RONSEAL	133	63.91	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
O2	134	63.34	MOBILE TELECOMMUNICATIONS
BARCLAYCARD	135	63.27	FINANCIAL - CREDIT CARDS
KNIGHT FRANK	136	63.14	REAL ESTATE - COMMERCIAL AGENTS / ADVISORS
SAGE	137	63.07	SOFTWARE & COMPUTER SERVICES
TETRA PAK	138	63.01	INDUSTRIAL ENGINEERING - GENERAL
BLUETOOTH	139	63.00	TECHNOLOGY - HARDWARE & EQUIPMENT
ROYAL MAIL	140	62.83	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
CBI (CONFEDERATION OF BRITISH INDUSTRY)	141	62.78	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
BIC	142	62.73	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
SAMSUNG	143	62.62	ELECTRONIC & ELECTRICAL EQUIPMENT
BASF	144	62.42	CHEMICALS
TIPP-EX	145	62.36	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
BLU-TACK	146	62.31	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
VOLVO TRUCKS & BUSES	147	62.20	AUTOMOBILES & PARTS
ORACLE	148	62.13	SOFTWARE & COMPUTER SERVICES
LOCKHEED MARTIN	149	62.08	AEROSPACE & DEFENCE
BLUE CIRCLE	150	62.01	CONSTRUCTION & MATERIALS

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Brand	Rank	Weighted Index	Category
SIEMENS	151	61.88	ELECTRONIC & ELECTRICAL EQUIPMENT
SINGAPORE AIRLINES	152	61.84	TRAVEL & LEISURE - AIRLINES
EXPERIAN	153	61.82	SUPPORT SERVICES - INFORMATION PROVIDERS
ZURICH	154	61.75	LIFE & NONLIFE INSURANCE
RIO TINTO	155	61.67	MINING
BOC	156	61.15	CHEMICALS
HOLIDAY INN	157	61.07	TRAVEL & LEISURE - BUSINESS HOTELS
TRAVIS PERKINS	158	60.93	RETAILERS - BUILDERS' MERCHANTS
THE DAILY TELEGRAPH	159	60.90	MEDIA - CONTENT CREATORS/OWNERS
THE LAW SOCIETY	160	60.90	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
SIR ROBERT MCALPINE	161	60.69	CONSTRUCTION & MATERIALS
BALFOUR BEATTY	162	60.59	CONSTRUCTION & MATERIALS
JIFFY	163	60.50	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
STAPLES	164	60.50	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
LLOYDS TSB	165	60.49	FINANCIAL - RETAIL BANKS
NM ROTHSCHILD	166	60.18	FINANCIAL - BANKS
BIFFA	167	60.17	SUPPORT SERVICES - WASTE MANAGEMENT
PC WORLD	168	60.08	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
FTSE MARKET INFORMATION SERVICE	169	59.56	SUPPORT SERVICES - INFORMATION PROVIDERS
FUJITSU SIEMENS	170	59.48	TECHNOLOGY - HARDWARE & EQUIPMENT
FOUR SEASONS HOTELS	171	59.44	TRAVEL & LEISURE - BUSINESS HOTELS
SMITH & NEPHEW	172	59.30	PHARMACEUTICALS & BIOTECH
PARCELFORCE WORLDWIDE	173	59.20	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
CITIGROUP	174	59.20	FINANCIAL - BANKS
PRUDENTIAL	175	59.19	LIFE & NONLIFE INSURANCE
GETTY IMAGES	176	59.16	MEDIA - IMAGES
LEGAL & GENERAL	177	58.75	LIFE & NONLIFE INSURANCE
AXA PPP HEALTHCARE	178	58.55	HEALTHCARE EQUIPMENT & SERVICES
NATIONAL EXPRESS	179	58.53	TRAVEL & LEISURE - TRAIN & BUS OPERATORS
EASYJET	180	58.49	TRAVEL & LEISURE - AIRLINES
MCKINSEY & COMPANY	181	58.35	SUPPORT SERVICES - CONSULTANCIES
THE GUARDIAN	182	58.31	MEDIA - CONTENT CREATORS/OWNERS
BRIDGESTONE	183	58.30	AUTOMOBILES & PARTS
BSI (BRITISH STANDARDS INSTITUTION)	184	58.25	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
SYMANTEC	185	58.22	SOFTWARE & COMPUTER SERVICES
CROWN	186	58.11	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
OLYMPUS	187	58.10	TECHNOLOGY - HARDWARE & EQUIPMENT
OGILVY & MATHER	188	58.09	MEDIA - MARKETING SERVICES - ADVERTISING AGENCIES
RENTOKIL	189	58.04	SUPPORT SERVICES - GENERAL
SALVESEN	190	58.03	INDUSTRIAL TRANSPORTATION - LOGISTICS / DISTRIBUTION / FREIGHT SERVICES
JEWSON	191	57.93	RETAILERS - BUILDERS' MERCHANTS
QANTAS	192	57.92	TRAVEL & LEISURE - AIRLINES
INTERCONTINENTAL	193	57.81	TRAVEL & LEISURE - BUSINESS HOTELS
RADISSON EDWARDIAN HOTELS	194	57.80	TRAVEL & LEISURE - BUSINESS HOTELS
IPSOS MORI	195	57.79	MEDIA - MARKETING SERVICES - MARKET RESEARCH
SAP	196	57.77	SOFTWARE & COMPUTER SERVICES
DUNLOP	197	57.35	AUTOMOBILES & PARTS
ROYAL & SUN ALLIANCE	198	57.33	LIFE & NONLIFE INSURANCE
UNIBOND	199	56.77	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
MANDARIN ORIENTAL	200	56.73	TRAVEL & LEISURE - BUSINESS HOTELS

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Brand	Rank	Weighted Index	Category
ERICSSON	201	56.66	ELECTRONIC & ELECTRICAL EQUIPMENT
SCOTCH	202	56.59	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
STANDARD & POOR'S	203	56.48	SUPPORT SERVICES - INFORMATION PROVIDERS
MERCK	204	56.35	PHARMACEUTICALS & BIOTECH
AVERY	205	56.16	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
LE MERIDIEN HOTELS & RESORTS	206	56.12	TRAVEL & LEISURE - BUSINESS HOTELS
MINTEL	207	56.06	MEDIA - MARKETING SERVICES - MARKET RESEARCH
HITACHI	208	55.97	TECHNOLOGY - HARDWARE & EQUIPMENT
BUDGET	209	55.94	TRAVEL & LEISURE - AUTOMOBILE RENTAL
ACCENTURE	210	55.90	SUPPORT SERVICES - CONSULTANCIES
PRESS ASSOCIATION	211	55.89	SUPPORT SERVICES - INFORMATION PROVIDERS
SECURITAS	212	55.75	SUPPORT SERVICES - SECURITY & FIRE PROTECTION
LUFTHANSA	213	55.75	TRAVEL & LEISURE - AIRLINES
CORUS	214	55.72	CONSTRUCTION & MATERIALS
POLYCELL	215	55.66	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
REED	216	55.62	SUPPORT SERVICES - RECRUITMENT
SKYPE	217	55.61	SOFTWARE & COMPUTER SERVICES
PEARL & DEAN	218	55.61	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
SCANIA	219	55.56	AUTOMOBILES & PARTS
ADT	220	55.43	SUPPORT SERVICES - SECURITY & FIRE PROTECTION
STAEDTLER	221	55.42	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
PRATT & WHITNEY	222	55.25	AEROSPACE & DEFENCE
UBS	223	54.82	FINANCIAL - BANKS
ALFRED MCALPINE	224	54.72	CONSTRUCTION & MATERIALS
NATWEST	225	54.58	FINANCIAL - RETAIL BANKS
ABTA (ASSOCIATION OF BRITISH TRAVEL AGENTS)	226	54.55	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
PITNEY BOWES	227	54.49	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
IOD (INSTITUTE OF DIRECTORS)	228	54.46	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
JVC	229	54.29	TECHNOLOGY - HARDWARE & EQUIPMENT
WICKES	230	54.19	RETAILERS - BUILDERS' MERCHANTS
MSN	231	54.17	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
AMERICAN AIRLINES	232	54.11	TRAVEL & LEISURE - AIRLINES
THE GROCER	233	54.04	MEDIA - TRADE PUBLICATIONS
DEWALT	234	53.95	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
GULFSTREAM	235	53.95	AEROSPACE & DEFENCE
CROWNE PLAZA	236	53.95	TRAVEL & LEISURE - BUSINESS HOTELS
JOHN LAING	237	53.79	CONSTRUCTION & MATERIALS
LG	238	53.70	TECHNOLOGY - HARDWARE & EQUIPMENT
MASSEY FERGUSON	239	53.57	INDUSTRIAL ENGINEERING - GENERAL
NPOWER	240	53.52	UTILITIES
ACAS (ADVISORY, CONCILIATIONS & ARBITRATION SERVICES)	241	53.48	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
ACNIELSEN	242	53.35	MEDIA - MARKETING SERVICES - MARKET RESEARCH
KITEMARK	243	53.32	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
RIBA (ROYAL INSTITUTE OF BRITISH ARCHITECTS)	244	53.30	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
THE OBSERVER	245	53.09	MEDIA - CONTENT CREATORS/OWNERS
KLM ROYAL DUTCH AIRLINES	246	53.08	TRAVEL & LEISURE - AIRLINES
PAPERMATE	247	53.05	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
IBM BUSINESS CONSULTING SERVICES	248	53.04	SUPPORT SERVICES - CONSULTANCIES
HENLEY MANAGEMENT COLLEGE	249	52.97	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT
PRITT	250	52.91	RETAILERS - OFFICE EQUIPMENT & SUPPLIES

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Brand	Rank	Weighted Index	Category
CONQUEROR	251	52.73	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
THOMSON DIRECTORIES	252	52.70	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
BOSTIK	253	52.54	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
BROTHER	254	52.53	TECHNOLOGY - HARDWARE & EQUIPMENT
LEHMAN BROTHERS	255	52.48	FINANCIAL - BANKS
BASILDON BOND	256	52.42	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
CAPGEMINI	257	52.41	SUPPORT SERVICES - CONSULTANCIES
PORTAKABIN	258	52.38	SUPPORT SERVICES - GENERAL
LINKLATERS	259	51.96	SUPPORT SERVICES - LEGAL
ALLIANCE BOOTS	260	51.95	PHARMACEUTICALS & BIOTECH
VAIO	261	51.77	TECHNOLOGY - HARDWARE & EQUIPMENT
BANK OF SCOTLAND	262	51.68	FINANCIAL - RETAIL BANKS
T-MOBILE	263	51.65	MOBILE TELECOMMUNICATIONS
SNAP-ON	264	51.48	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
VIKING	265	51.39	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
HANSON	266	51.30	CONSTRUCTION & MATERIALS
KIMBERLY-CLARK PROFESSIONAL*	267	51.17	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
LOCTITE	268	51.04	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
SCHRODERS	269	50.94	FINANCIAL - BANKS
MANPOWER	270	50.80	SUPPORT SERVICES - RECRUITMENT
ANGLO AMERICAN	271	50.79	MINING
HEATHROW EXPRESS	272	50.68	TRAVEL & LEISURE - TRAIN & BUS OPERATORS
SHARP	273	50.66	TECHNOLOGY - HARDWARE & EQUIPMENT
ING	274	50.64	FINANCIAL - BANKS
LAND SECURITIES	275	50.59	REAL ESTATE - GENERAL
STAGECOACH	276	50.51	TRAVEL & LEISURE - TRAIN & BUS OPERATORS
KKR	277	50.41	FINANCIAL - PRIVATE EQUITY
UNITED AIRLINES	278	50.37	TRAVEL & LEISURE - AIRLINES
BRITISH LAND	279	50.10	REAL ESTATE - GENERAL
EXCEL LONDON	280	50.08	TRAVEL & LEISURE - CONFERENCE CENTRES
MULTIMAP	281	50.04	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
REXEL	282	50.02	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
UNIX	283	49.92	SOFTWARE & COMPUTER SERVICES
EUROCAR	284	49.92	TRAVEL & LEISURE - AUTOMOBILE RENTAL
RAMADA JARVIS HOTELS	285	49.87	TRAVEL & LEISURE - BUSINESS HOTELS
DOW CHEMICALS	286	49.78	CHEMICALS
DRESDNER KLEINWORT	287	49.70	FINANCIAL - BANKS
YKK	288	49.66	MISCELLANEOUS
HONEYWELL	289	49.61	AEROSPACE & DEFENCE
CASIO	290	49.51	TECHNOLOGY - HARDWARE & EQUIPMENT
LEXMARK	291	49.47	TECHNOLOGY - HARDWARE & EQUIPMENT
CONTINENTAL	292	49.47	AUTOMOBILES & PARTS
SCOTTISH POWER	293	49.41	UTILITIES
EXPEDIA CORPORATE TRAVEL	294	49.38	TRAVEL & LEISURE - CORPORATE TRAVEL AGENCIES
RYMAN	295	49.32	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
CLIFFORD CHANCE	296	49.32	SUPPORT SERVICES - LEGAL
COSTAIN	297	49.28	CONSTRUCTION & MATERIALS
M&C SAATCHI	298	49.19	MEDIA - MARKETING SERVICES - ADVERTISING AGENCIES
GRANT THORNTON	299	49.16	SUPPORT SERVICES - ACCOUNTANCY & BUSINESS SERVICES
MARKETING WEEK	300	48.89	MEDIA - TRADE PUBLICATIONS

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Brand	Rank	Weighted Index	Category
AIM	301	48.83	FINANCIAL - EXCHANGES & MARKETS
EUROTUNNEL	302	48.83	INDUSTRIAL TRANSPORTATION - GENERAL
ABN AMRO	303	48.72	FINANCIAL - BANKS
FAIRTRADE	304	48.69	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
MCAFFEE	305	48.66	SOFTWARE & COMPUTER SERVICES
MAERSK	306	48.63	INDUSTRIAL TRANSPORTATION - GENERAL
TICKETMASTER	307	48.61	SUPPORT SERVICES - GENERAL
APAX PARTNERS	308	48.07	FINANCIAL - PRIVATE EQUITY
EVERSHEDS	309	48.06	SUPPORT SERVICES - LEGAL
FUJITSU	310	48.01	SUPPORT SERVICES - CONSULTANCIES
NOVELL	311	47.98	SOFTWARE & COMPUTER SERVICES
SWISS RE	312	47.88	LIFE & NONLIFE INSURANCE
BHP BILLITON	313	47.80	MINING
EDF ENERGY	314	47.78	UTILITIES
LOGITECH	315	47.77	TECHNOLOGY - HARDWARE & EQUIPMENT
CHARTERHOUSE	316	47.77	FINANCIAL - PRIVATE EQUITY
JC DECAUX	317	47.73	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
VELUX	318	47.70	INDUSTRIAL ENGINEERING - GENERAL
HAYS PERSONNEL SERVICES	319	47.65	SUPPORT SERVICES - RECRUITMENT
INTERBRAND	320	47.41	MEDIA - MARKETING SERVICES - BRANDING
WARWICK BUSINESS SCHOOL	321	47.35	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT
BDO STOY HAYWARD	322	47.05	SUPPORT SERVICES - ACCOUNTANCY & BUSINESS SERVICES
CAMPAIGN	323	47.04	MEDIA - TRADE PUBLICATIONS
ABBEY	324	46.86	FINANCIAL - RETAIL BANKS
BRITISH GYPSUM	325	46.84	CONSTRUCTION & MATERIALS
TOTAL SA	326	46.78	OIL & GAS PRODUCERS
DE LA RUE	327	46.71	SUPPORT SERVICES - GENERAL
NOMURA	328	46.63	FINANCIAL - BANKS
BUSINESS WEEK	329	46.60	MEDIA - CONTENT CREATORS/OWNERS
BLACKSTONE	330	46.58	FINANCIAL - PRIVATE EQUITY
NEC	331	46.54	TECHNOLOGY - HARDWARE & EQUIPMENT
AIR FRANCE	332	46.53	TRAVEL & LEISURE - AIRLINES
CNBC	333	46.51	MEDIA - CONTENT CREATORS/OWNERS
ALLIANZ	334	46.48	LIFE & NONLIFE INSURANCE
TRAVELODGE	335	46.47	TRAVEL & LEISURE - BUSINESS HOTELS
LAZARD	336	46.39	FINANCIAL - BANKS
GATWICK EXPRESS	337	46.17	TRAVEL & LEISURE - TRAIN & BUS OPERATORS
ELI LILLY	338	46.12	PHARMACEUTICALS & BIOTECH
MAKITA	339	46.05	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
TERRA FIRMA CAPITAL PARTNERS	340	45.98	FINANCIAL - PRIVATE EQUITY
BANCO SANTANDER	341	45.85	FINANCIAL - BANKS
UNISYS	342	45.64	SUPPORT SERVICES - CONSULTANCIES
BRISTOL-MYERS SQUIBB	343	45.60	PHARMACEUTICALS & BIOTECH
JWT	344	45.59	MEDIA - MARKETING SERVICES - ADVERTISING AGENCIES
BMI	345	45.59	TRAVEL & LEISURE - AIRLINES
AMTRAK	346	45.59	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
SLAUGHTER & MAY	347	45.58	SUPPORT SERVICES - LEGAL
MONSTER.COM	348	45.52	SUPPORT SERVICES - RECRUITMENT
NATIONWIDE	349	45.45	FINANCIAL - RETAIL BANKS
MANCHESTER BUSINESS SCHOOL	350	45.39	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT

OFFICIAL TOP 500, 2008

Brand	Rank	Weighted Index	Category
PARCELINE	351	45.28	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
CAPITA	352	45.20	SUPPORT SERVICES - CONSULTANCIES
MARKETING	353	45.20	MEDIA - TRADE PUBLICATIONS
THE CARLYLE GROUP	354	45.15	FINANCIAL - PRIVATE EQUITY
REGUS	355	45.05	SUPPORT SERVICES - GENERAL
NATIONAL GRID	356	44.98	UTILITIES
CO-OPERATIVE BANK	357	44.95	FINANCIAL - RETAIL BANKS
SKANSKA	358	44.94	CONSTRUCTION & MATERIALS
VERISIGN	359	44.89	FINANCIAL - GENERAL
NOVARTIS	360	44.83	PHARMACEUTICALS & BIOTECH
HSS HIRE	361	44.82	RETAILERS - BUILDERS' MERCHANTS
ACCA (ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS)	362	44.76	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
DEUTSCHE POST	363	44.75	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
ARRIVA	364	44.71	TRAVEL & LEISURE - TRAIN & BUS OPERATORS
QUEEN ELIZABETH II CONFERENCE CENTRE	365	44.41	TRAVEL & LEISURE - CONFERENCE CENTRES
BROOK STREET	366	44.34	SUPPORT SERVICES - RECRUITMENT
ROTRING PENS	367	44.28	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
SHANGRI-LA HOTELS & RESORTS	368	44.22	TRAVEL & LEISURE - BUSINESS HOTELS
TPG (TEXAS PACIFIC GROUP)	369	44.21	FINANCIAL - PRIVATE EQUITY
PITMAN TRAINING	370	44.19	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT
PERMIRA	371	44.12	FINANCIAL - PRIVATE EQUITY
MICHAEL PAGE INTERNATIONAL	372	44.12	SUPPORT SERVICES - RECRUITMENT
KIER GROUP	373	44.10	CONSTRUCTION & MATERIALS
MOODY'S	374	44.04	SUPPORT SERVICES - INFORMATION PROVIDERS
ENTERPRISE	375	43.99	TRAVEL & LEISURE - AUTOMOBILE RENTAL
INTERLINK EXPRESS	376	43.99	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
PALM	377	43.89	TECHNOLOGY - HARDWARE & EQUIPMENT
PA CONSULTING	378	43.87	SUPPORT SERVICES - CONSULTANCIES
ASK.COM	379	43.82	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
GREAT PORTLAND ESTATES	380	43.79	REAL ESTATE - GENERAL
LYNX EXPRESS	381	43.78	INDUSTRIAL TRANSPORTATION - LOGISTICS / DISTRIBUTION / FREIGHT SERVICES
NECTAR	382	43.61	RETAILERS - B2B GENERAL
FRESHFIELDS BRUCKHAUS DERINGER	383	43.59	SUPPORT SERVICES - LEGAL
BANK OF AMERICA	384	43.56	FINANCIAL - BANKS
JONES LANG LASALLE	385	43.49	REAL ESTATE - COMMERCIAL AGENTS / ADVISORS
MCCANN-ERICKSON	386	43.41	MEDIA - MARKETING SERVICES - ADVERTISING AGENCIES
OFFICE ANGELS	387	43.39	SUPPORT SERVICES - RECRUITMENT
IVECO	388	43.23	AUTOMOBILES & PARTS
SCHERING-PLOUGH	389	43.18	PHARMACEUTICALS & BIOTECH
CAZENOVE	390	43.11	FINANCIAL - BANKS
AKZO NOBEL	391	43.09	INDUSTRIAL ENGINEERING - GENERAL
BG GROUP	392	43.09	OIL & GAS PRODUCERS
118 118	393	43.01	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
ALSTOM	394	42.88	INDUSTRIAL ENGINEERING - GENERAL
JARVIS	395	42.87	CONSTRUCTION & MATERIALS
ALAMO	396	42.83	TRAVEL & LEISURE - AUTOMOBILE RENTAL
THISTLE HOTELS	397	42.64	TRAVEL & LEISURE - BUSINESS HOTELS
ABBOTT MEADVICKERS BBDO	398	42.62	MEDIA - MARKETING SERVICES - ADVERTISING AGENCIES
THYSSEN KRUPP	399	42.60	INDUSTRIAL TRANSPORTATION - LOGISTICS / DISTRIBUTION / FREIGHT SERVICES
RICOH	400	42.60	TECHNOLOGY - HARDWARE & EQUIPMENT

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Brand	Rank	Weighted Index	Category
BAIN & COMPANY	401	42.55	SUPPORT SERVICES - CONSULTANCIES
ICC BIRMINGHAM	402	42.55	TRAVEL & LEISURE - CONFERENCE CENTRES
H.R. OWEN	403	42.51	RETAILERS - B2B GENERAL
TEXAS INSTRUMENTS	404	42.50	ELECTRONIC & ELECTRICAL EQUIPMENT
STREETMAP	405	42.50	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
FIRST GROUP	406	42.46	TRAVEL & LEISURE - TRAIN & BUS OPERATORS
THOMSON FINANCIAL	407	42.45	SUPPORT SERVICES - INFORMATION PROVIDERS
BRUNSWICK	408	42.42	MEDIA - MARKETING SERVICES - PR
INCHCAPE	409	42.40	RETAILERS - B2B GENERAL
HOGG ROBINSON GROUP	410	42.35	TRAVEL & LEISURE - CORPORATE TRAVEL AGENCIES
PEARSON LONGMAN	411	42.32	MEDIA - CONTENT CREATORS/OWNERS
CALOR	412	42.27	UTILITIES
DRAPER	413	42.26	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
COMPASS GROUP	414	42.18	TRAVEL & LEISURE - CORPORATE CATERING
LONDON CITY AIRPORT	415	42.18	INDUSTRIAL TRANSPORTATION - GENERAL
WARBURG PINCUS	416	42.14	FINANCIAL - PRIVATE EQUITY
INVESTORS IN PEOPLE	417	42.08	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
GFK NOP	418	42.08	MEDIA - MARKETING SERVICES - MARKET RESEARCH
NISSAN COMMERCIAL VEHICLES	419	42.06	AUTOMOBILES & PARTS
QUARK	420	42.04	SOFTWARE & COMPUTER SERVICES
JOHNSON MATTHEY	421	42.04	CHEMICALS
GKN	422	42.00	AUTOMOBILES & PARTS
CARBON TRUST	423	41.98	SUPPORT SERVICES - GENERAL
LEYLAND (PAINTS)	424	41.97	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
CIMA (CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS)	425	41.93	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
BOSTON CONSULTING GROUP	426	41.91	SUPPORT SERVICES - CONSULTANCIES
MAN	427	41.85	AUTOMOBILES & PARTS
RETAIL WEEK	428	41.83	MEDIA - TRADE PUBLICATIONS
ACCOUNTANCY AGE	429	41.82	MEDIA - TRADE PUBLICATIONS
ARUP GROUP	430	41.73	INDUSTRIAL ENGINEERING - GENERAL
BBH	431	41.68	MEDIA - MARKETING SERVICES - ADVERTISING AGENCIES
HARRIS	432	41.63	CONSTRUCTION & MATERIALS - TOOLS / EQUIPMENT
WINCANTON	433	41.58	INDUSTRIAL TRANSPORTATION - LOGISTICS / DISTRIBUTION / FREIGHT SERVICES
LOGICA CMG	434	41.56	SUPPORT SERVICES - CONSULTANCIES
CVC	435	41.55	FINANCIAL - PRIVATE EQUITY
JARVIS HOTELS	436	41.53	TRAVEL & LEISURE - BUSINESS HOTELS
AIG	437	41.48	LIFE & NONLIFE INSURANCE
LETT'S	438	41.42	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
SAINT GOBAIN	439	41.38	CONSTRUCTION & MATERIALS
BNP PARIBAS	440	41.37	FINANCIAL - BANKS
STANDARD LIFE HEALTHCARE	441	41.35	HEALTHCARE EQUIPMENT & SERVICES
TRAVELOCITY BUSINESS	442	41.33	TRAVEL & LEISURE - CORPORATE TRAVEL AGENCIES
LAFARGE	443	41.32	CONSTRUCTION & MATERIALS
DRAPERS	444	41.31	MEDIA - TRADE PUBLICATIONS
ACER	445	41.31	TECHNOLOGY - HARDWARE & EQUIPMENT
ASSOCIATED BRITISH PORTS	446	41.14	INDUSTRIAL TRANSPORTATION - GENERAL
THAMES WATER	447	41.12	UTILITIES
NETGEAR	448	41.12	TECHNOLOGY - HARDWARE & EQUIPMENT
3	449	41.07	MOBILE TELECOMMUNICATIONS
AMD	450	40.96	TECHNOLOGY - HARDWARE & EQUIPMENT

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Brand	Rank	Weighted Index	Category
CBS OUTDOOR	451	40.93	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
BANHAM ALARMS	452	40.92	SUPPORT SERVICES - SECURITY & FIRE PROTECTION
CITY LINK	453	40.92	INDUSTRIAL TRANSPORTATION - B2B DELIVERY SERVICES
HERBERT SMITH	454	40.81	SUPPORT SERVICES - LEGAL
KALL KWIK	455	40.80	RETAILERS - B2B GENERAL
ESTATES GAZETTE	456	40.72	MEDIA - TRADE PUBLICATIONS
THE BANKER	457	40.69	MEDIA - TRADE PUBLICATIONS
AMEC	458	40.66	SUPPORT SERVICES - GENERAL
ATKINS	459	40.62	CONSTRUCTION & MATERIALS
REED ELSEVIER	460	40.59	MEDIA - CONTENT CREATORS/OWNERS
CARLTON SCREEN ADVERTISING	461	40.50	MEDIA - MARKETING SERVICES - ADVERTISING SOLUTIONS
PROPERTY WEEK	462	40.48	MEDIA - TRADE PUBLICATIONS
DATAMONITOR	463	40.39	SUPPORT SERVICES - INFORMATION PROVIDERS
CONTINENTAL AIRLINES	464	40.39	TRAVEL & LEISURE - AIRLINES
FLYBE	465	40.33	TRAVEL & LEISURE - AIRLINES
TDK	466	40.26	ELECTRONIC & ELECTRICAL EQUIPMENT
IATA (INTERNATIONAL AIR & TRANSPORT ASSOCIATION)	467	40.25	SUPPORT SERVICES - ASSOCIATIONS & ACCREDITATIONS
ALLIED IRISH BANK	468	40.19	FINANCIAL - RETAIL BANKS
ADECCO	469	40.17	SUPPORT SERVICES - RECRUITMENT
PRONTAPRINT	470	40.06	RETAILERS - B2B GENERAL
BELKIN	471	40.06	TECHNOLOGY - HARDWARE & EQUIPMENT
ASHRIDGE BUSINESS SCHOOL	472	40.03	EXECUTIVE EDUCATION, TRAINING & DEVELOPMENT
WOLFF OLINS	473	39.98	MEDIA - MARKETING SERVICES - BRANDING
BMRB	474	39.95	MEDIA - MARKETING SERVICES - MARKET RESEARCH
WEBER SHANDWICK	475	39.89	MEDIA - MARKETING SERVICES - PR
OXFORD BLACK N' RED	476	39.84	RETAILERS - OFFICE EQUIPMENT & SUPPLIES
KELLY SERVICES	477	39.80	SUPPORT SERVICES - RECRUITMENT
NORTEL	478	39.65	TECHNOLOGY - HARDWARE & EQUIPMENT
HISCOX	479	39.64	LIFE & NONLIFE INSURANCE
GENERAL DYNAMICS	480	39.61	AEROSPACE & DEFENCE
LEX	481	39.57	TRAVEL & LEISURE - AUTOMOBILE RENTAL
VENT-AXIA	482	39.50	INDUSTRIAL ENGINEERING - GENERAL
PHILIPS MEDICAL SYSTEMS	483	39.45	HEALTHCARE EQUIPMENT & SERVICES
MANAGEMENT TODAY	484	39.41	MEDIA - CONTENT CREATORS/OWNERS
ALLEN & OVERY	485	39.39	SUPPORT SERVICES - LEGAL
3COM	486	39.37	TECHNOLOGY - HARDWARE & EQUIPMENT
KORN/FERRY INTERNATIONAL	487	39.36	SUPPORT SERVICES - RECRUITMENT
FYFFES	488	39.35	INDUSTRIAL TRANSPORTATION - LOGISTICS / DISTRIBUTION / FREIGHT SERVICES
LOVELLS	489	39.34	SUPPORT SERVICES - LEGAL
DTZ	490	39.34	REAL ESTATE - COMMERCIAL AGENTS / ADVISORS
MILLENNIUM & COPTHORNE	491	39.21	TRAVEL & LEISURE - BUSINESS HOTELS
DENNIS	492	39.19	AUTOMOBILES & PARTS
INVESTEC	493	39.05	FINANCIAL - BANKS
GULF AIR	494	39.03	TRAVEL & LEISURE - AIRLINES
MBNA	495	38.98	FINANCIAL - CREDIT CARDS
HILL & KNOWLTON	496	38.95	MEDIA - MARKETING SERVICES - PR
HOOVERS	497	38.89	SUPPORT SERVICES - INFORMATION PROVIDERS
PENDRAGON	498	38.78	RETAILERS - B2B GENERAL
BIG YELLOW SELF STORAGE	499	38.77	SUPPORT SERVICES - GENERAL
INVENSYS	500	38.65	ELECTRONIC & ELECTRICAL EQUIPMENT