

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
MICROSOFT	1	100.0	Technology - Computer Hardware & Software
COCA-COLA	2	94.9	Drinks - Carbonated Soft Drinks
GOOGLE	3	94.6	Media - Internet General
BBC	4	91.3	Media - Radio & TV Stations
BP	5	88.9	Oil & Gas Producers
BRITISH AIRWAYS	6	87.6	Travel - Airlines
LEGO	7	85.2	Leisure & Entertainment - Games & Toys
GUINNESS	8	83.8	Drinks - Beer & Cider
MERCEDES-BENZ	9	83.5	Automotive - Vehicle Manufacturer
CADBURY	10	82.3	Food - General
HILTON	11	81.6	Travel - Hotels & Resorts
DOM PERIGNON	12	81.4	Drinks - Wine & Champagne
BLACK & DECKER	13	81.3	Household - General
SHELL	14	80.8	Oil & Gas Producers
MOET & CHANDON	15	80.7	Drinks - Wine & Champagne
NIKE	16	80.7	Sportswear & Equipment
SMIRNOFF	17	80.2	Drinks - Spirits
KELLOGG'S	18	78.7	Food - General
STARBUCKS	19	78.5	Restaurants & Bars
PARKER	20	78.5	Household - Stationary
PORSCHE	21	78.3	Automotive - Vehicle Manufacturer
HEINZ	22	78.1	Food - General
SONY	23	77.7	Technology - General
JAGUAR	24	76.6	Automotive - Vehicle Manufacturer
NOKIA	25	75.2	Technology - Telecommunications
DURACELL	26	74.8	Household - General Consumables
EBAY	27	74.4	Media - Internet General
STELLA ARTOIS	28	74.2	Drinks - Beer & Cider
JACK DANIEL'S	29	73.9	Drinks - Spirits
FAIRY	30	73.3	Household - Cleaning Products
BMW	31	73.2	Automotive - Vehicle Manufacturer
MANCHESTER UNITED FC	32	73.2	Leisure & Entertainment - General
PEPSI	33	73.0	Drinks - Carbonated Soft Drinks
WEDGWOOD	34	72.8	Household - General
PAMPERS	35	72.3	Household - Child Products
MONOPOLY	36	72.3	Leisure & Entertainment - Games & Toys
SELLOTAPE	37	72.1	Household - Stationary
MICHELIN	38	71.9	Automotive - General
FISHER-PRICE	39	69.5	Leisure & Entertainment - Games & Toys
GORDON'S	40	69.5	Drinks - Spirits
APPLE	41	69.2	Technology - Computer Hardware & Software
AA	42	69.1	Automotive - General
PLAYSTATION	43	68.9	Leisure & Entertainment - Games & Toys
PERSIL	44	68.3	Household - Cleaning Products
MCDONALD'S	45	67.9	Restaurants & Bars
ANDREX	46	67.9	Household - Cleaning Products
SKY	47	67.8	Media - Radio & TV Stations
VIRGIN ATLANTIC	48	67.6	Travel - Airlines
DOMESTOS	49	67.2	Household - Cleaning Products
HARRODS	50	67.2	Retail - General

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
BAILEYS	51	66.7	Drinks - Spirits
ADIDAS	52	66.4	Sportswear & Equipment
ROBINSONS	53	66.0	Drinks - Soft Drinks
M&S	54	65.9	Retail - General
BACARDI	55	65.7	Drinks - Spirits
HARLEY-DAVIDSON	56	65.5	Automotive - Vehicle Manufacturer
DULUX	57	65.5	Household - General Consumables
MARS	58	65.4	Food - Chocolate & Confectionary
ESSO	59	64.2	Oil & Gas Producers
ROYAL DOULTON	60	64.0	Household - General
IBM	61	63.6	Technology - Computer Hardware & Software
DETTOL	62	63.2	Household - Cleaning Products
RIBENA	63	63.0	Drinks - Soft Drinks
VODAFONE	64	62.9	Technology - Telecommunications
LEVI'S	65	62.8	Clothing & Footwear
DAIRY MILK	66	62.6	Food - Chocolate & Confectionary
BUDWEISER	67	61.5	Drinks - Beer & Cider
YAHOO!	68	61.4	Media - Internet General
PIRELLI	69	61.3	Automotive - General
BEECHAMS	70	61.2	Pharmaceutical
TESCO	71	61.1	Retail - General
REEBOK	72	61.0	Sportswear & Equipment
HEWLETT-PACKARD	73	60.7	Technology - Computer Hardware & Software
DYSON	74	60.1	Household - Appliances
ITV	75	60.0	Media - Radio & TV Stations
NUROFEN	76	60.0	Pharmaceutical
WALKERS	77	59.9	Food - General
HAAGEN-DAZS	78	59.6	Food - General
NESCAFE	79	58.9	Drinks - Coffee & Tea
NESTLE	80	58.7	Food - General
THORNTONS	81	58.7	Food - Chocolate & Confectionary
SCHWEPES	82	58.5	Drinks - Carbonated Soft Drinks
THOMAS COOK	83	58.4	Travel - Agents & Tour Operators
BOOTS	84	58.4	Retail - General
ROYAL ALBERT HALL	85	58.1	Leisure & Entertainment - Destinations
FLASH	86	57.9	Household - Cleaning Products
NINTENDO	87	57.8	Leisure & Entertainment - Games & Toys
BIRDS EYE	88	57.7	Food - General
CALVIN KLEIN	89	57.6	Clothing & Footwear
INTEL	90	57.6	Technology - Computer Hardware & Software
VISA	91	57.2	Financial
BLU-TACK	92	57.1	Household - Stationary
MSN	93	56.9	Media - Internet General
DELL	94	56.8	Technology - Computer Hardware & Software
ORANGE	95	56.4	Technology - Telecommunications
RAC	96	56.2	Automotive - General
HELLMANN'S	97	56.2	Food - General
JOHN LEWIS	98	56.2	Retail - General
P&O	99	56.1	Travel - General
HOVIS	100	56.0	Food - General

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
AMERICAN EXPRESS	101	55.9	Financial
KODAK	102	55.6	Technology - General
PANASONIC	103	55.2	Technology - General
GOODYEAR	104	54.9	Automotive - General
TEFAL	105	54.8	Household - General
LE CREUSET	106	54.4	Household - General
MARTINI	107	54.4	Drinks - Spirits
DIET COKE	108	54.3	Drinks - Carbonated Soft Drinks
THE NATIONAL LOTTERY	109	54.0	Leisure & Entertainment - Gambling
BANG & OLUFSEN	110	53.9	Technology - General
LEMSIP	111	53.8	Pharmaceutical
SOUTHERN COMFORT	112	53.8	Drinks - Spirits
SCRABBLE	113	53.5	Leisure & Entertainment - Games & Toys
ROYAL MAIL	114	53.3	Services & Utilities
CHANEL	115	53.2	Toiletries & Cosmetics
TIFFANY & CO	116	53.2	Watches, Jewellery & Accessories
HUGGIES	117	53.1	Household - Child Products
GLENFIDDICH	118	53.0	Drinks - Spirits
HORNBY	119	52.9	Leisure & Entertainment - Games & Toys
BOSCH	120	52.8	Household - Appliances
MASTERCARD	121	52.7	Financial
CARLING	122	52.4	Drinks - Beer & Cider
TWININGS	123	52.3	Drinks - Coffee & Tea
HOTMAIL	124	52.2	Media - Internet General
POST-IT	125	52.1	Household - Stationary
ARIEL	126	52.1	Household - Cleaning Products
CARLSBERG	127	52.1	Drinks - Beer & Cider
BARCLAYCARD	128	51.9	Financial
FERRERO ROCHER	129	51.9	Food - Chocolate & Confectionary
CANON	130	51.8	Technology - General
BURGER KING	131	51.6	Restaurants & Bars
PERRIER	132	51.6	Drinks - Soft Drinks
RED BULL	133	51.4	Drinks - Carbonated Soft Drinks
KIT KAT	134	51.4	Food - Chocolate & Confectionary
TIPP-EX	135	51.4	Household - Stationary
DISNEYLAND PARIS	136	51.3	Leisure & Entertainment - Destinations
PIZZA EXPRESS	137	51.2	Restaurants & Bars
SAINSBURY'S	138	51.0	Retail - General
KLEENEX	139	50.9	Household - General Consumables
CALPOL	140	50.5	Pharmaceutical
IKEA	141	50.4	Retail - General
RITZ CARLTON	142	50.4	Travel - Hotels & Resorts
GALAXY	143	50.4	Food - Chocolate & Confectionary
VICKS	144	50.4	Pharmaceutical
DOUWE EGBERTS	145	49.8	Drinks - Coffee & Tea
EVIAN	146	49.8	Drinks - Soft Drinks
ARGOS	147	49.5	Retail - General
COMFORT	148	49.4	Household - Cleaning Products
MARIOTT	149	49.4	Travel - Hotels & Resorts
ROTARY	150	49.4	Watches, Jewellery & Accessories

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
XBOX	151	49.1	Leisure & Entertainment - Games & Toys
TATE & LYLE	152	48.9	Food - General
IPOD	153	48.7	Technology - General
WHSMITH	154	48.6	Retail - General
SELFRIDGES	155	48.5	Retail - General
MALTESERS	156	48.2	Food - Chocolate & Confectionary
BARBIE	157	48.2	Leisure & Entertainment - Games & Toys
HORLICKS	158	48.2	Drinks - General
TETLEY	159	48.1	Drinks - Coffee & Tea
CHELSEA FC	160	48.1	Leisure & Entertainment - General
THOMSON HOLIDAYS	161	48.1	Travel - Agents & Tour Operators
FAMOUS GROUSE	162	48.0	Drinks - Spirits
RALPH LAUREN	163	47.9	Clothing & Footwear
BRITVIC	164	47.7	Drinks - Soft Drinks
TATE GALLERIES	165	47.5	Leisure & Entertainment - Destinations
TOBLERONE	166	47.4	Food - Chocolate & Confectionary
O2	167	47.3	Technology - Telecommunications
BEN & JERRY'S	168	47.3	Food - General
ANADIN	169	47.3	Pharmaceutical
QUANTAS	170	47.3	Travel - Airlines
AFTER EIGHT	171	47.2	Food - Chocolate & Confectionary
SWISS ARMY	172	47.0	Household - General
AUDI	173	47.0	Automotive - Vehicle Manufacturer
AMAZON.CO.UK	174	46.9	Retail - General
KENCO	175	46.7	Drinks - Coffee & Tea
CLARKS	176	46.7	Clothing & Footwear
BARCLAYS	177	46.6	Financial
SONY ERICSSON	178	46.6	Technology - Telecommunications
TRIVIAL PURSUIT	179	46.5	Leisure & Entertainment - Games & Toys
BIC PENS	180	46.5	Household - Stationary
PG TIPS	181	46.4	Drinks - Coffee & Tea
LONDON EYE	182	46.4	Leisure & Entertainment - Destinations
SAMSONITE	183	46.3	Household - General
POST OFFICE	184	46.3	Services & Utilities
THE TIMES	185	46.3	Media - Newspapers & Magazines
ASDA	186	46.1	Retail - General
MR MUSCLE	187	46.0	Household - Cleaning Products
SAVLON	188	45.9	Pharmaceutical
PAYPAL	189	45.9	Media - Internet General
OLYMPUS	190	45.8	Technology - General
FINANCIAL TIMES	191	45.7	Media - Newspapers & Magazines
FOSTER'S	192	45.7	Drinks - Beer & Cider
MCVITIE'S	193	45.6	Food - General
RAY-BAN	194	45.6	Watches, Jewellery & Accessories
TAG HEUER	195	45.6	Watches, Jewellery & Accessories
LIVERPOOL FC	196	45.6	Leisure & Entertainment - General
BURBERRY	197	45.5	Clothing & Footwear
EMIRATES	198	45.5	Travel - Airlines
ARSENAL FC	199	45.2	Leisure & Entertainment - General
THE FAIRTRADE MARK	200	44.9	Food - General

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
ROYAL WORCESTER	201	44.8	Household - General
B&Q	202	44.8	Retail - General
NIKON	203	44.8	Technology - General
BELL'S	204	44.7	Drinks - Spirits
DUNLOP	205	44.7	Automotive - General
WATERSTONES	206	44.7	Retail - General
FLAKE	207	44.7	Food - Chocolate & Confectionary
JOHNNIE WALKER	208	44.6	Drinks - Spirits
PIMMS	209	44.4	Drinks - Spirits
LOTUS	210	44.4	Automotive - Vehicle Manufacturer
STRONGBOW	211	44.4	Drinks - Beer & Cider
BT	212	44.3	Services & Utilities
HOLIDAY INN	213	44.1	Travel - Hotels & Resorts
PHILIPS	214	44.0	Technology - General
EMPORIO ARMANI	215	44.0	Clothing & Footwear
TOSHIBA	216	43.9	Technology - General
ALTON TOWERS	217	43.9	Leisure & Entertainment - Destinations
CASTROL	218	43.8	Automotive - General
MR SHEEN	219	43.7	Household - Cleaning Products
SHERATON HOTELS & RESORTS	220	43.6	Travel - Hotels & Resorts
YELLOW PAGES	221	43.5	Services & Utilities
HEINEKEN	222	43.5	Drinks - Beer & Cider
PRET A MANGER	223	43.5	Restaurants & Bars
VOGUE	224	43.3	Media - Newspapers & Magazines
JOHN SMITH'S	225	43.3	Drinks - Beer & Cider
NATIONAL GEOGRAPHIC	226	43.2	Media - Newspapers & Magazines
SILVER CROSS	227	43.2	Household - Child Products
ESTÉE LAUDER	228	43.2	Toiletries & Cosmetics
SMARTIES	229	43.2	Food - Chocolate & Confectionary
THE EDEN PROJECT	230	42.9	Leisure & Entertainment - Destinations
PLEDGE	231	42.9	Household - Cleaning Products
WEETABIX	232	42.9	Food - General
HSBC	233	42.8	Financial
LEXUS	234	42.8	Automotive - Vehicle Manufacturer
LUCOZADE	235	42.6	Drinks - Carbonated Soft Drinks
HUGO BOSS	236	42.5	Clothing & Footwear
HOUSE OF FRASER	237	42.5	Retail - General
CHANNEL 4	238	42.5	Media - Radio & TV Stations
HP	239	42.4	Food - General
EUROSTAR	240	42.2	Travel - Bus & Rail Operators
TUPPERWARE	241	42.1	Household - General
FUJI	242	41.9	Technology - General
ABSOLUT	243	41.7	Drinks - Spirits
TIMBERLAND	244	41.7	Clothing & Footwear
HALIFAX	245	41.5	Financial
LAND ROVER	246	41.5	Automotive - Vehicle Manufacturer
LADBROKES	247	41.5	Leisure & Entertainment - Gambling
YAKULT	248	41.4	Drinks - General
LENOR	249	41.3	Household - Cleaning Products
REMY MARTIN	250	41.1	Drinks - Spirits

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
HARVEY NICHOLS	251	41.1	Retail - General
BENYLIN	252	41.0	Pharmaceutical
DAZ	253	40.9	Household - Cleaning Products
MOTOROLA	254	40.9	Technology - Telecommunications
MACLAREN	255	40.7	Household - Child Products
SAMSUNG	256	40.7	Technology - General
BOLD	257	40.7	Household - Cleaning Products
MARMITE	258	40.5	Food - General
WATERFORD	259	40.5	Household - General
OMEGA	260	40.5	Watches, Jewellery & Accessories
LLOYDS TSB	<b>261</b>	40.3	Financial
SCALEXTRIC	262	40.3	Leisure & Entertainment - Games & Toys
THERMOS	263	40.3	Household - General
GIORGIO ARMANI	264	40.0	Toiletries & Cosmetics
BUPA	265	39.8	Services & Utilities
MADAME TUSSAUDS	266	39.8	Leisure & Entertainment - Destinations
COURVOISIER	267	39.7	Drinks - Spirits
GILLETTE	268	39.7	Toiletries & Cosmetics
PEDIGREE	269	39.5	Household - General Consumables
AOL	270	39.4	Media - Internet General
JVC	271	39.4	Technology - General
MR KIPLING	272	39.3	Food - General
WHISKAS	273	39.0	Household - General Consumables
ORDNANCE SURVEY	274	39.0	Services & Utilities
PUMA	275	38.9	Sportswear & Equipment
DIOR	276	38.9	Toiletries & Cosmetics
EMI	277	38.7	Leisure & Entertainment - General
AGA-RAYBURN	278	38.5	Household - Appliances
ROYAL BANK OF SCOTLAND	279	38.5	Financial
OVALTINE	280	38.4	Drinks - General
HOOVER	281	38.3	Household - Appliances
WILLIAM HILL	282	38.3	Leisure & Entertainment - Gambling
LURPAK	283	38.1	Food - General
RENNIE	284	38.0	Pharmaceutical
SEVEN SEAS	285	37.9	Pharmaceutical
DIESEL	286	37.7	Clothing & Footwear
SUNDAY TIMES	287	37.6	Media - Newspapers & Magazines
MTV	288	37.6	Media - Radio & TV Stations
SLAZENGER	289	37.5	Sportswear & Equipment
LEA & PERRINS	290	37.5	Food - General
REUTERS	291	37.4	Services & Utilities
HMV	292	37.4	Retail - General
ALKA-SELTZER	293	37.4	Pharmaceutical
NATIONAL EXPRESS	294	37.2	Travel - Bus & Rail Operators
FLORA	295	37.1	Food - General
SWAROVSKI	296	37.1	Watches, Jewellery & Accessories
MOTHERCARE	297	37.0	Retail - General
KRONENBOURG 1664	298	37.0	Drinks - Beer & Cider
HERTZ	299	36.9	Automotive - General
WAITROSE	300	36.8	Retail - General

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
JCB	301	36.7	Household - General
WRIGLEY'S	302	36.6	Food - Chocolate & Confectionary
DR MARTENS	303	36.6	Clothing & Footwear
T-MOBILE	304	36.5	Technology - Telecommunications
VIRGIN TRAINS	305	36.4	Travel - Bus & Rail Operators
PC WORLD	306	36.4	Retail - General
AIR MILES	307	36.4	Travel - General
WONDERBRA	308	36.3	Clothing & Footwear
JAMESONS	309	36.3	Drinks - Spirits
COSTA	310	36.2	Restaurants & Bars
COLMANS	311	36.1	Food - General
LINDT	312	35.8	Food - Chocolate & Confectionary
BOUNTY	313	35.8	Food - Chocolate & Confectionary
VIRGIN HOLIDAYS	314	35.7	Travel - Agents & Tour Operators
SMEG	315	35.7	Household - Appliances
VANISH	316	35.6	Household - Cleaning Products
VOLVIC	317	35.5	Drinks - Soft Drinks
HOTPOINT	318	35.5	Household - Appliances
CLINIQUE	319	35.5	Toiletries & Cosmetics
GAVISCON	320	35.5	Pharmaceutical
KENWOOD	321	35.4	Technology - General
SPEEDO	322	35.3	Sportswear & Equipment
NIGHT NURSE	323	35.2	Pharmaceutical
A-Z MAPS	324	35.2	Automotive - General
BODY SHOP	325	35.2	Retail - General
L'ORÉAL PARIS	326	35.2	Toiletries & Cosmetics
FILOFAX	327	35.2	Household - Stationary
BISTO	328	35.2	Food - General
WEMBLEY STADIUM	329	35.1	Leisure & Entertainment - Destinations
MAX FACTOR	330	35.1	Toiletries & Cosmetics
WEIGHT WATCHERS	331	35.1	Food - General
PRINGLES	332	35.0	Food - General
ZANUSSI	333	35.0	Household - Appliances
DEEP HEAT	334	35.0	Pharmaceutical
TOMMY HILFIGER	335	35.0	Clothing & Footwear
NATWEST	336	35.0	Financial
BRANSTON	337	35.0	Food - General
CRÈME EGG	338	35.0	Food - Chocolate & Confectionary
HENNESSY	339	34.9	Drinks - Spirits
FLYMO	340	34.7	Household - General
JOHNSON & JOHNSON	341	34.7	Toiletries & Cosmetics
PHILADELPHIA	342	34.7	Food - General
CRAYOLA	343	34.7	Household - Child Products
CAMPBELL'S	344	34.6	Food - General
KRAFT	345	34.6	Food - General
SINGAPORE AIRLINES	346	34.5	Travel - Airlines
CROWN	347	34.3	Household - General Consumables
HAMLEYS	348	34.3	Retail - General
MIELE	349	34.3	Household - Appliances
SWATCH	350	34.3	Watches, Jewellery & Accessories

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
ELASTOPLAST	351	34.2	Household - General Consumables
CATHAY PACIFIC	352	34.1	Travel - Airlines
ALFA ROMEO	353	34.0	Automotive - Vehicle Manufacturer
BRITISH GAS	354	33.9	Services & Utilities
YORKIE	355	33.8	Food - Chocolate & Confectionary
JAFFA CAKES	356	33.8	Food - Chocolate & Confectionary
PEPSI MAX	357	33.8	Drinks - Carbonated Soft Drinks
WALL'S ICE CREAM	358	33.6	Food - General
VIRGIN MEGASTORES	359	33.5	Retail - General
ROLO	360	33.3	Food - Chocolate & Confectionary
TY.PHOO	361	33.3	Drinks - Coffee & Tea
SNICKERS	362	33.3	Food - Chocolate & Confectionary
STREPSILS	363	33.3	Pharmaceutical
UNCLE BEN'S	364	33.2	Food - General
DUREX	365	33.2	Toiletries & Cosmetics
PENTAX	366	33.1	Technology - General
SLUMBERLAND	367	33.1	Household - General
TUNES	368	33.0	Pharmaceutical
COLGATE	369	32.9	Toiletries & Cosmetics
JAEGER	370	32.8	Clothing & Footwear
NATIONWIDE	371	32.7	Financial
MATTEL	372	32.5	Leisure & Entertainment - Games & Toys
CIF	373	32.4	Household - Cleaning Products
OLAY	374	32.3	Toiletries & Cosmetics
TWIX	375	32.3	Food - Chocolate & Confectionary
INTERFLORA	376	32.3	Services & Utilities
ACTIMEL	377	32.1	Drinks - General
VOLVO	378	31.9	Automotive - Vehicle Manufacturer
CARTE D'OR	379	31.9	Food - General
BIRDS	380	31.9	Food - General
BASSETT'S	381	31.9	Food - Chocolate & Confectionary
TRAVELODGE	382	31.8	Travel - Hotels & Resorts
ANCHOR	383	31.7	Food - General
D&G	384	31.7	Clothing & Footwear
SAAB	385	31.7	Automotive - Vehicle Manufacturer
GAP	386	31.6	Clothing & Footwear
GUARDIAN	387	31.4	Media - Newspapers & Magazines
RADISSON	388	31.3	Travel - Hotels & Resorts
TAMPAX	389	31.2	Toiletries & Cosmetics
NIVEA	390	31.1	Toiletries & Cosmetics
DAILY TELEGRAPH	391	31.0	Media - Newspapers & Magazines
DKNY	392	31.0	Clothing & Footwear
GIVENCHY	393	31.0	Toiletries & Cosmetics
BONJELA	394	30.9	Pharmaceutical
WHICH?	395	30.9	Media - Newspapers & Magazines
KINGSMILL	396	30.8	Food - General
QUAKER OATS	397	30.8	Food - General
BOMBAY SAPPHIRE	398	30.7	Drinks - Spirits
GREEN & BLACK'S	399	30.6	Food - Chocolate & Confectionary
CORN FLAKES	400	30.6	Food - General

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
COSMOPOLITAN	401	30.5	Media - Newspapers & Magazines
CRUNCHIE	402	30.5	Food - Chocolate & Confectionary
STANLEY	403	30.4	Household - General
WHIRLPOOL	404	30.3	Household - Appliances
BLAUPUNKT	405	30.2	Technology - General
FINISH	406	30.1	Household - Cleaning Products
XEROX	407	29.9	Technology - General
GRAND MARNIER	408	29.9	Drinks - Spirits
VASELINE	409	29.7	Toiletries & Cosmetics
EARLY LEARNING CENTRE	410	29.6	Retail - General
TCP	411	29.5	Pharmaceutical
MICHELIN TRAVEL GUIDES & MAPS	412	29.5	Travel - General
GROLSCH	413	29.5	Drinks - Beer & Cider
BRILLO	414	29.4	Household - Cleaning Products
NEWCASTLE BROWN ALE	415	29.3	Drinks - Beer & Cider
SILENT NIGHT	416	29.3	Household - General
TOILET DUCK	417	29.2	Household - Cleaning Products
LANCÔME	418	29.1	Toiletries & Cosmetics
ABBAY	419	29.1	Financial
KWIK-FIT	420	29.1	Automotive - General
CNN	421	29.0	Media - Radio & TV Stations
NICORETTE	422	29.0	Pharmaceutical
DRAMBUIE	423	28.9	Drinks - Spirits
POLAROID	424	28.8	Technology - General
DOMINOS	425	28.8	Restaurants & Bars
AUTOGLASS	426	28.8	Automotive - General
CENTER PARCS	427	28.7	Travel - Hotels & Resorts
FIRST CHOICE	428	28.7	Travel - Agents & Tour Operators
HOLLAND AND BARRETT	429	28.7	Retail - General
THE OBSERVER	430	28.7	Media - Newspapers & Magazines
PIONEER	431	28.7	Technology - General
DETTOX	432	28.5	Household - Cleaning Products
HABITAT	433	28.5	Retail - General
JEAN PAUL GAULTIER PERFUMES	434	28.5	Toiletries & Cosmetics
FRIENDS REUNITED	435	28.4	Media - Internet General
ELIZABETH ARDEN	436	28.2	Toiletries & Cosmetics
KUONI	437	28.0	Travel - Agents & Tour Operators
UMBRO	438	27.9	Sportswear & Equipment
MULLER	439	27.7	Food - General
BECK'S	440	27.7	Drinks - Beer & Cider
LEGOLAND	441	27.6	Leisure & Entertainment - Destinations
RONSEAL	442	27.2	Household - General
RALEIGH	443	27.2	Sportswear & Equipment
SPRITE	444	27.1	Drinks - Carbonated Soft Drinks
SCHOLL	445	27.1	Clothing & Footwear
ROBERTSON'S	446	27.0	Food - General
DOLMIO	447	26.8	Food - General
HOMEPRIDE	448	26.8	Food - General
RADIO TIMES	449	26.7	Media - Newspapers & Magazines
TECHNICS	450	26.7	Technology - General

## OFFICIAL TOP 500 2007/08

Brand	Rank	Index	Category
M&M	451	26.7	Food - Chocolate & Confectionary
KLM	452	26.7	Travel - Airlines
MAGNUM	453	26.6	Food - General
ADOBE	454	26.6	Technology - Computer Hardware & Software
NORWICH UNION	455	26.6	Financial
THE TUSSAUDS GROUP	456	26.5	Leisure & Entertainment - Destinations
COW & GATE	457	26.5	Food - General
VOLKSWAGON	458	26.5	Automotive - Vehicle Manufacturer
IMPERIAL LEATHER	459	26.5	Toiletries & Cosmetics
LIQUORICE ALLSORTS	460	26.4	Food - Chocolate & Confectionary
DANONE	461	26.2	Food - General
RYVITA	462	26.2	Food - General
CAFFÈ NERO	463	26.2	Restaurants & Bars
OPTREX	464	26.1	Pharmaceutical
SHARWOODS	465	26.1	Food - General
PANADOL	466	26.1	Pharmaceutical
SHREDDED WHEAT	467	26.1	Food - General
VIRGIN MOBILE	468	26.0	Technology - Telecommunications
LUFTHANSA	469	25.9	Travel - Airlines
HEAD & SHOULDERS	470	25.8	Toiletries & Cosmetics
EUROTUNNEL	471	25.8	Travel - Bus & Rail Operators
THE ECONOMIST	472	25.7	Media - Newspapers & Magazines
WERTHER'S ORIGINAL	473	25.7	Food - Chocolate & Confectionary
DOVE	474	25.7	Toiletries & Cosmetics
MONSOON	475	25.7	Clothing & Footwear
MORPHY RICHARDS	476	25.6	Household - Appliances
HALFORDS	477	25.6	Retail - General
SPECIAL K	478	25.6	Food - General
RUSSELL HOBBS	479	25.6	Household - Appliances
AVIS	480	25.4	Automotive - General
MCCAIN	481	25.2	Food - General
JACOB'S CREEK	482	25.1	Drinks - Wine & Champagne
NEW COVENT GARDEN FOOD CO	483	25.1	Food - General
GOSSARD	484	25.0	Clothing & Footwear
WAGAMAMA	485	25.0	Restaurants & Bars
TROPICANA	486	24.9	Drinks - Soft Drinks
HIGHLAND SPRING	487	24.9	Drinks - Soft Drinks
SPECSAVERS	488	24.8	Retail - General
SUNDAY TELEGRAPH	489	24.8	Media - Newspapers & Magazines
CLARINS	490	24.8	Toiletries & Cosmetics
ODEON CINEMAS	491	24.7	Leisure & Entertainment - Destinations
GARNIER	492	24.7	Toiletries & Cosmetics
FANTA	493	24.5	Drinks - Carbonated Soft Drinks
AMBRE SOLAIRE	494	24.4	Toiletries & Cosmetics
SANATOGEN	495	24.4	Pharmaceutical
POLYFILLA	496	24.3	Household - General Consumables
J2O	497	24.3	Drinks - Soft Drinks
BERGHAUS	498	24.3	Sportswear & Equipment
SCOTTISH WIDOWS	499	24.0	Financial
ZIPPO	500	24.0	Household - General