

The Centre for Brand Analysis

The Centre for Brand Analysis (TCBA) is dedicated to understanding the performance of brands. There are many ways to measure brand performance; TCBA 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, as well gain insight into wider market and marketing trends.

Working principally for brand owners, TCBA 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,
Superbrands Councils
UK & Chief Executive,
The Centre for Brand Analysis**



Stephen began his career at global consultancy, 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 UK managing director in 2003 and overseeing two years of significant growth. Given a European role in 2005, his expertise was used across 20 countries.

Becoming a freelance consultant in 2006, he has since set up The Centre for Brand Analysis, which is dedicated to understanding the performance of brands and is contracted to run the Superbrands selection process. Stephen chairs the three independent councils for Superbrands 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.

SELECTION PROCESS

Each year just 500 Superbrands are chosen by the UK public. Brands do not pay or apply to be considered. The entire selection process is independently administered by The Centre for Brand Analysis. The key stages of the selection process are as follows:

A comprehensive database of the UK's leading brands is compiled using a wide range of sources, from sector reports to blogs. From the thousands of brands initially identified, approximately 1,350 brands are short-listed.

A voluntary council of experts scores this list, with members individually awarding 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 direct competition to.

The lowest-scoring brands (approximately 50 per cent) are eliminated. A nationally-representative group of more than 2,200 UK consumers on the YouGov panel are asked to vote on the surviving brands. Of these, the 500 highest ranking brands are awarded 'Superbrand' status.

When considering brands, both the experts and consumers are asked to bear in mind the following definition of a Superbrand: 'A Superbrand has established the finest reputation in its field. It offers customers significant emotional and tangible advantages over other brands, which (consciously or sub-consciously) customers want and recognise.' All Superbrands must represent quality, reliability, and distinction.

EXPERT COUNCIL 2008/09

WAYNE ARNOLD

**Founder &
European CEO
Profero**



Wayne is one of the digital industry's most experienced practitioners, having co-founded Profero with his brother in 1998.

Recently changing roles from UK managing director to European CEO, Wayne has successfully supervised UK and pan European campaigns for an enviable client list including Apple, AstraZeneca, Channel 4 and MINI. He has expanded the Profero client base, by carefully positioning Profero as the only full-service agency of its kind, with offices across Europe and Asia.

Wayne is also chairman of the IPA's Digital Marketing Group.

VICKY BULLEN

CEO
Coley Porter Bell



Vicky has built her career in the design industry, joining Coley Porter Bell from Graphique (now Vibrant) where she worked on brands such as Persil, Coral and Robin from the Unilever detergent portfolio.

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 MasterFoods, Cadbury Trebor Bassett and Kimberly-Clark. Coley Porter Bell's clients include Nestlé, Pernod Ricard and Coca-Cola.

Highlights for Vicky include winning a Design Effectiveness Award and a Marketing Grand Prix for Kotex, while also getting into the D&AD book, as well as 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.

ALISON BURNS

CEO
JWT London



Alison began her career at BMP DDB, then BBH working on accounts such as Channel 4, the Guardian and Nestlé. After 10 years in London she was lured to the US where she spent three years as vice president of marketing for PepsiCo working on the global Pizza Hut and the domestic Fountain Beverage divisions.

After a brief 'baby break', she returned to the world of work in spectacular style as the president of Fallon New York, quadrupling the agency's revenues and winning some impressive pieces of business including L'Oréal, PepsiCo, Timberland, Starbucks and MTV Networks to name a few.

After five years at Fallon, Alison worked as a branding and communications consultant providing both agencies and clients with advice on brand development, positioning and marketing for brands including Kraft, Yahoo! and Motorola.

Alison returned with her family to London as JWT London CEO in February 2006.

COLIN BYRNE

CEO
Weber Shandwick,
UK & Ireland



Colin joined Weber Shandwick in 1995, rising to lead the public affairs practice in London in 1997 and is now CEO of the global agency's UK & Ireland region as well as a member of the global management team. Clients have included IKEA, BBC, CNN Europe, The Sutton Trust, Coca-Cola and the British Government.

Prior to this, in 1992 Colin became the first communications director of The Prince of Wales Business Leaders Forum, the international NGO founded and presided over by Prince Charles and supported by many leading international firms. He managed CSR communications for the Forum globally and worked with leading global firms on the communication of their own CSR activities.

Earlier in his career, Colin worked in the British Labour Party's communications team, rising quickly to head of press & broadcasting. He served as deputy to then communications director Peter Mandelson as well as press aide to Tony Blair, Gordon Brown, Jack Straw and other Labour leaders.

LESLIE DE CHERNATONY

Professor, Brand
Marketing & Director,
Centre for Research in
Brand Marketing, Birmingham
University Business School



With a doctorate in brand marketing, Leslie has written extensively for American and European 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 is currently Visiting Professor at Thammasat University, Bangkok and University of Lugano, Switzerland. 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

Chief Executive
M&C Saatchi



Tim graduated from King's College, Cambridge and in 1986 joined Saatchi & Saatchi, as a strategic planner. Rising to group account director, he was responsible for British Airways and Silk Cut.

In 1995 he left Saatchi & Saatchi, to help launch M&C Saatchi. Now a top five UK agency with 19 offices in 14 countries, clients include Scottish & Newcastle, Royal Bank of Scotland, Ladbrokes, GlaxoSmithKline, Halfords, Transport for London, The COI, DSGi and MFI. Tim was appointed managing director in 1997 and UK chief executive in 2004.

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

PETER FISK

**Founder
Genius Works**



Peter Fisk 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 customers and brands in order to deliver extraordinary results, and has been translated into 26 languages. His new book Business Genius is an inspirational guide to growth and innovation, whilst Green Business explores how to make money by doing the right thing.

Peter has managed or advised many of the world's leading brands including American Express and British Airways, Coca-Cola and M&S, Microsoft® and Vodafone, and was CEO of the Chartered Institute of Marketing.

He created the Genius Works (www.thegeniusworks.com) to bring together the latest ideas and best practices in strategy and marketing, innovation and brands – in the form of high energy workshops and events, strategic consulting and development programmes.

CHERYL GIOVANNONI

**Managing Director
Landor London**



Cheryl joined Landor as managing director of the flagship London office in October 2005. She is passionate about the pivotal role that branding and design play in the health and long term growth of brands.

South African born, Cheryl moved to London in 1993 to join ad agency Ogilvy, working with Unilever, Mattel, SmithKline Beecham and BUPA, before moving to Lowe Howard-Spink to run the global Braun account.

In 2001 Cheryl changed direction to join brand design agency Coley Porter Bell as CEO, also leading the agency's accounts with Nestlé, GlaxoSmithKline and GE. She was also a member of the Ogilvy UK Group Board.

Landor was twice named Design Agency of the Year (Marketing 2001/2005) and has been Packaging Agency of the Year for an unprecedented two consecutive years (GRAMIA Awards 2005/2006). Landor's clients include BP, Citigroup, Diageo, Ernst & Young, Jet Airways, Kraft Foods, Morrisons, Nokia, Procter & Gamble, PepsiCo and Traidcraft.

DAVID HAIGH

**Chief Executive
Brand Finance**



David qualified as a chartered accountant with PricewaterhouseCoopers LLP in London. He worked in international financial management before moving into the marketing services sector, firstly as financial director of The Creative Business and then as financial director of WCRS & Partners.

He then left to set up a financial marketing consultancy, which was later acquired by Publicis, the pan European marketing services group, where he worked as a director for five years. David moved to Interbrand as director of brand valuation in its London-based global brand valuation practice, leaving in 1996 to launch Brand Finance.

David is a Fellow of the UK Chartered Institute of Marketing. He is the author of: Brand Valuation; Brand Valuation – a review of current practice; Strategic Control of Marketing Finance; and Marca Valor do Intangível.

GRAHAM HISCOTT

**Deputy Business Editor
Daily Mirror**



Graham started his career as a reporter on the Cambridge Evening News before moving to a press agency in Birmingham called News Team International. 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 Express 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 was 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 key 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, becoming editor in 1994. Subscriptions trebled under his tenure.

In 1998 he succeeded Donald Gunn as Leo Burnett's worldwide director of creative resources in Chicago. Paul was responsible for the agency's Great Commercials intranet site and its quarterly creative councils, known as the Global Product Committee.

Paul left Leo Burnett in 2004 to co-found Contagious – a quarterly magazine and DVD reporting on future trends and non-invasive marketing techniques.

A joint venture with Xtreme Information in London, Contagious sees Paul reunited with shots founder Gee Thomson.

Paul has written numerous articles for publications including Business 2.0, the Guardian, Hollywood Reporter and M&M Europe, as well as co-editing D&AD's The Commercials Book. He has appeared on BBC Radio 4's The Today Programme and Five Live's Wake Up To Money.

DAVID MAGLIANO



**Non-Executive Director
Dyson & Glasses Direct**

David joined Glasses Direct in 2005 and Dyson in 2006 as non-executive director. Prior to this, David was director of marketing for London 2012, the organisation which bid for the Olympic Games. He was responsible for building UK public support and presenting London's bid to the International Olympic Committee.

Before London 2012, David was sales and marketing director of two low-cost airlines: easyJet and Go (of which he was a founder). Prior to this, he spent 10 years at Imagination, Ogilvy and HHCL.

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.

MANDY POOLER



**Director
Kantar**

After reading English at Jesus College, Oxford, Mandy had a rush of numbers to the head during two years spent in the marketing department of the International Thomson Organisation.

In 1982 she joined Ogilvy & Mather as a media planner, becoming media director in 1991 and managing director of O&M Media in 1994. Mandy was a founder of The Network, which launched Ogilvy's 26 media operations into a single European media organisation.

In 1998 she became the first CEO of MindShare UK and after three turbulent but rewarding years changed direction to launch another new venture. The Channel is a knowledge centre around media and communications and a focus for collaboration for the WPP Group and its clients. In July 2006 she became director for development at Kantar, the holding group for the research and consultancy businesses owned by WPP.

She is chairman of AGB Nielsen in the UK, a fellow of the IPA and a former Advertising Woman of the Year.

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 a multi-disciplinary communications agency, which employs 150 individuals in London, San Francisco and New York.

Raoul's responsibilities include overseeing the two US offices and the company's new specialist division, Beauty Lounge PR. His portfolio of fashion and lifestyle clients includes Levi's, Umbro, Edun, Maharishi, Penguin Books, Coca-Cola, Nobu and Land Rover.

In 2007, Raoul was top of the Guardian's most influential ethnic minority in media. He is an avid collector of skateboards, Japanese toys and 'Do Not Disturb' signs.

CRAIG SMITH



**Communications Director
Publicis UK**

Craig leads external and internal communications across the Publicis, Publicis Modem and Publicis Dialog agencies. Prior to this Craig was marketing director for customer publishing agency Publicis Blueprint, for which he continues to consult on marketing and new business strategies.

A seasoned business journalist, he was formerly editor of Marketing magazine for seven years, gaining recognition for the title as Business & Professional Magazine of the Year at the industry-standard PPA Awards in 2005/06. Craig is author of Marketing For Dummies and a regular commentator on marketing and media issues to the national and broadcast media.

LINDA SMITH



**CEO
Starcom MediaVest Group
UK**

Linda graduated from Royal Holloway and Bedford College in 1984 with a degree in modern languages, before going on to spend her first nine years in media at ITV. Roles at Yorkshire TV, Thames TV and Carlton TV provided experience in agency, client and international roles.

In 1993 she joined Capital Radio's Radio Sales House as commercial marketing director, responsible for trade marketing, research, client development and sponsorship and promotions.

In 1997 Linda joined MediaVest as commercial director, with responsibility for new business, direct marketing and commercial revenue streams.

2000 saw Linda's return to Capital Radio where she was appointed to the plc Board as commercial director, responsible for all commercial income, HR and technology. Linda worked with the Board to bring about the GCap merger in 2005, formed by Capital and GWR.

She joined Starcom MediaVest Group in January 2006 and is responsible for all UK operations.

MARK SWENEY

**Advertising, Marketing & New Media Correspondent
MediaGuardian.co.uk**



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 magazine, 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 also writes occasional pieces for the weekly MediaGuardian supplement and the daily Guardian newspaper.

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 consultancy led intermediaries 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.

SUKI THOMPSON

**Founding Partner
Oystercatchers**



Suki is a founding partner of Oystercatchers, a marketing practice helping clients turbo charge their marketing in the digital age. Launched in November 2007, she has been working with clients such as lastminute.com, McDonald's, Regus, Honda, Nationwide, Barnardo's and Lloyds TSB.

Prior to this, Suki set up and ran The Haystack Group for six years, placing on average £500 million of communications budgets annually. During this time the Group became the leading search, selection and evaluation agency in the UK working with clients such as BA, Sainsbury's, Digital UK, Weetabix, Muller® and Unilever.

Before Haystack Suki was an experienced agency director, running business development for London agencies, including Rapp Collins, Impact FCA! and TBWA as well as setting up headhunting company, Kendall Tarrant in Asia.

Suki is a regular conference speaker and comentator in the marketing press. She also owns a specialist gin company called Bunker Gin.

LUCY UNGER

**Managing Partner EMEA
Fitch**



Lucy's career began with sales and marketing roles in blue chip multinational companies such as Unilever, Colgate-Palmolive, Tesco and Coca-Cola.

In 1996 she made the change to the agency side, opening a brand communications consultancy in Australia. During this time she successfully led project teams working with Westpac Banking Corporation, SOCOG (the 2000 Sydney Olympics Organising Committee), Fox Studios, VISA, John Fairfax and Multiplex.

Lucy joined Fitch in 2001 as a client director and has been instrumental in directing the development of relationships and delivery of projects with Nissan Europe, Vodafone, HSBC, the BBC and the Hyundai Motor Company of Korea.

In May 2003 she was promoted to joint managing partner of Fitch's London studio and in July 2006 to managing partner of the EMEA region. In this role she continues to play an active role in London-based client and project work, and new business, in addition to overseeing Fitch's operations in the Middle East and Continental Europe.

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 and 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.