

## OFFICIAL TOP 500 2008/09

BRAND	RANK	INDEX	CATEGORY
GOOGLE	1	100.00	Internet - General
MICROSOFT	2	98.56	Technology - Computer Hardware & Software
MERCEDES-BENZ	3	92.73	Automotive - Vehicle Manufacturer
BBC	4	85.25	Media - TV Stations
BRITISH AIRWAYS	5	83.23	Travel - Airlines
ROYAL DOULTON	6	81.41	Household - General
BMW	7	79.29	Automotive - Vehicle Manufacturer
BOSCH	8	78.59	Household - Appliances
NIKE	9	78.14	Sportswear & Equipment
SONY	10	77.47	Technology - General
APPLE	11	76.98	Technology - Computer Hardware & Software
DURACELL	12	76.11	Household - General Consumables
JAGUAR	13	75.71	Automotive - Vehicle Manufacturer
COCA-COLA	14	75.17	Drinks - Carbonated Soft Drinks
AA	15	74.81	Automotive - General
LEGO	16	74.17	Leisure & Entertainment - Games & Toys
MARKS & SPENCER	17	73.91	Retail - General
THORNTONS	18	73.78	Food - Chocolate & Confectionery
CADBURY	19	73.31	Food - Chocolate & Confectionery
HILTON	20	72.72	Travel - Hotels & Resorts
WEDGWOOD	21	72.60	Household - General
DULUX	22	72.28	Household - General Consumables
GUINNESS	23	71.83	Drinks - Beer & Cider
KELLOGG'S	24	71.52	Food - General
DYSON	25	71.52	Household - Appliances
ROYAL ALBERT HALL	26	71.31	Leisure & Entertainment - Destinations
ORDNANCE SURVEY	27	71.16	Media - Reference
FISHER-PRICE	28	70.88	Leisure & Entertainment - Games & Toys
ENCYCLOPAEDIA BRITANNICA	29	69.55	Media - Reference
MICHELIN	30	69.46	Automotive - General
FAIRY	31	69.43	Household - Cleaning Products
BP	32	68.34	Oil & Gas Producers
ADIDAS	33	67.55	Sportswear & Equipment
PARKER	34	66.99	Household - Stationery
HARRODS	35	65.79	Retail - General
HEINZ	36	65.61	Food - General
DOMESTOS	37	65.56	Household - Cleaning Products
ANDREX	38	65.50	Household - General Consumables
DETTOL	39	64.69	Household - Cleaning Products
SCHWEPPE	40	64.37	Drinks - Carbonated Soft Drinks
MONOPOLY	41	63.31	Leisure & Entertainment - Games & Toys
SELLOTAPE	42	63.03	Household - Stationery
NESCAFÉ	43	62.77	Drinks - Coffee & Tea
SHELL	44	62.73	Oil & Gas Producers
ROBINSONS	45	62.68	Drinks - General
TATE GALLERIES	46	62.48	Leisure & Entertainment - Destinations
EUROSTAR	47	62.38	Travel - Bus & Rail Operators
NOKIA	48	62.23	Technology - General
PLAYSTATION	49	62.10	Leisure & Entertainment - Games & Toys
EDEN PROJECT	50	61.95	Leisure & Entertainment - Destinations

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<b>BRAND</b>	<b>RANK</b>	<b>INDEX</b>	<b>CATEGORY</b>
RAC	51	61.53	Automotive - General
POST OFFICE	52	61.53	Services & Utilities
GREEN & BLACK'S	53	61.29	Food - Chocolate & Confectionery
BT	54	61.24	Services & Utilities
LINDT	55	60.69	Food - Chocolate & Confectionery
KLEENEX	56	60.50	Household - General Consumables
BLACK & DECKER	57	60.37	Household - General
IBM	58	60.02	Technology - Computer Hardware & Software
NINTENDO	59	59.80	Leisure & Entertainment - Games & Toys
JOHN LEWIS	60	59.77	Retail - General
BANG & OLUFSEN	61	59.34	Technology - General
LONDON EYE	62	59.15	Leisure & Entertainment - Destinations
DELL	63	58.97	Technology - Computer Hardware & Software
HORNBY	64	58.78	Leisure & Entertainment - Games & Toys
PERSIL	65	58.77	Household - Cleaning Products
REEBOK	66	58.22	Sportswear & Equipment
TWININGS	67	57.93	Drinks - Coffee & Tea
DUREX	68	57.93	Pharmaceutical
STELLA ARTOIS	69	57.84	Drinks - Beer & Cider
VIRGIN ATLANTIC	70	57.62	Travel - Airlines
CLARKS	71	57.59	Clothing & Footwear
THOMAS COOK	72	57.43	Travel - Agents & Tour Operators
HEWLETT-PACKARD	73	57.33	Technology - Computer Hardware & Software
OXFORD UNIVERSITY PRESS	74	57.32	Media - Reference
YAHOO!	75	56.91	Internet - General
AUDI	76	56.69	Automotive - Vehicle Manufacturer
NATIONAL GEOGRAPHIC	77	56.20	Media - Newspapers & Magazines
MANCHESTER UNITED FC	78	55.93	Leisure & Entertainment - General
SKY	79	55.58	Media - TV Stations
JACK DANIEL'S	80	55.45	Drinks - Spirits
PAMPERS	81	55.45	Household - Child Products
PIRELLI	82	55.25	Automotive - General
TAG HEUER	83	55.21	Watches & Accessories
VISA	84	55.16	Financial
VODAFONE	85	55.09	Mobile Telecommunications
GOODYEAR	86	54.71	Automotive - General
WEMBLEY STADIUM	87	54.70	Leisure & Entertainment - Destinations
CALVIN KLEIN	88	54.54	Clothing & Footwear
YELLOW PAGES	89	54.44	Services & Utilities
RIBENA	90	54.17	Drinks - General
LEXUS	91	54.06	Automotive - Vehicle Manufacturer
NUROFEN	92	53.88	Pharmaceutical
BRITISH GAS	93	53.84	Services & Utilities
GLENFIDDICH	94	53.77	Drinks - Spirits
TETLEY	95	53.20	Drinks - Coffee & Tea
BEECHAMS	96	52.87	Pharmaceutical
THE NATIONAL LOTTERY	97	52.85	Leisure & Entertainment - Gambling
PG TIPS	98	52.71	Drinks - Coffee & Tea
INTEL	99	52.66	Technology - Computer Hardware & Software
HARVEY NICHOLS	100	52.65	Retail - General

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BRAND	RANK	INDEX	CATEGORY
SILVER CROSS	101	52.60	Household - Child Products
WEETABIX	102	52.55	Food - General
MASTERCARD	103	52.49	Financial
MADAME TUSSAUDS	104	52.46	Leisure & Entertainment - Destinations
A-Z MAPS	105	52.28	Media - Reference
DISNEYLAND PARIS	106	51.77	Leisure & Entertainment - Destinations
ORANGE	107	51.69	Mobile Telecommunications
LEVI'S	108	51.63	Clothing & Footwear
BLU-TACK	109	51.59	Household - Stationery
PEPSI	110	51.41	Drinks - Carbonated Soft Drinks
GORDON'S	111	51.25	Drinks - Spirits
KODAK	112	51.24	Technology - General
BIRDS EYE	113	50.79	Food - General
CANON	114	50.79	Technology - General
HÄAGEN-DAZS	115	50.73	Food - General
WATERSTONE'S	116	50.58	Retail - General
LUCOZADE	117	50.51	Drinks - Carbonated Soft Drinks
OMEGA	118	50.47	Watches & Accessories
TEFAL	119	49.94	Household - General
ESTÉE LAUDER	120	49.75	Toiletries & Cosmetics
SCALEXTRIC	121	48.76	Leisure & Entertainment - Games & Toys
THE TIMES / THE SUNDAY TIMES	122	48.59	Media - Newspapers & Magazines
LEMSIP	123	48.56	Pharmaceutical
SMIRNOFF	124	48.53	Drinks - Spirits
MARRIOTT	125	48.46	Travel - Hotels & Resorts
LE CREUSET	126	48.39	Household - General
VICKS	127	48.33	Pharmaceutical
STARBUCKS	128	48.21	Restaurants & Coffee Shops
KENCO	129	48.08	Drinks - Coffee & Tea
NATIONAL EXPRESS	130	48.08	Travel - Bus & Rail Operators
FERRERO ROCHER	131	47.83	Food - Chocolate & Confectionery
CALPOL	132	47.76	Pharmaceutical
BUPA	133	47.73	Services & Utilities
PANASONIC	134	47.35	Technology - General
FLASH	135	47.24	Household - Cleaning Products
ALTON TOWERS	136	47.08	Leisure & Entertainment - Destinations
WATERFORD	137	46.87	Household - General
QANTAS	138	46.87	Travel - Airlines
LADBROKES	139	46.74	Leisure & Entertainment - Gambling
ESSO	140	46.74	Oil & Gas Producers
CASTROL	141	46.68	Automotive - General
CHANEL	142	46.58	Toiletries & Cosmetics
SONY ERICSSON	143	46.55	Technology - General
WALKERS	144	46.54	Food - General
O2	145	46.51	Mobile Telecommunications
TIMBERLAND	146	46.48	Clothing & Footwear
FT	147	46.48	Media - Newspapers & Magazines
MCVITIE'S	148	46.47	Food - General
BAILEYS	149	46.29	Drinks - Spirits
COURVOISIER	150	46.29	Drinks - Spirits

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BRAND	RANK	INDEX	CATEGORY
MIELE	151	45.83	Household - Appliances
ITV	152	45.81	Media - TV Stations
COLLINS	153	45.80	Media - Reference
PERRIER	154	45.40	Drinks - General
ARIEL	155	45.38	Household - Cleaning Products
HOVIS	156	45.35	Food - General
BOOTS	157	45.19	Retail - General
THERMOS	158	44.90	Household - General
AMERICAN EXPRESS	159	44.84	Financial
JAEGER	160	44.82	Clothing & Footwear
ZANUSSI	161	44.81	Household - Appliances
OXO	162	44.14	Food - General
ELASTOPLAST	163	44.12	Household - General Consumables
AGA-RAYBURN	164	44.02	Household - Appliances
EVIAN	165	43.88	Drinks - General
REMY MARTIN	166	43.88	Drinks - Spirits
PHILIPS	167	43.82	Technology - General
LAND ROVER	168	43.51	Automotive - Vehicle Manufacturer
TIPP-EX	169	43.44	Household - Stationery
SAMSUNG	170	43.44	Technology - General
XBOX	171	43.43	Leisure & Entertainment - Games & Toys
HOOVER	172	43.34	Household - Appliances
SAMSONITE	173	43.31	Household - General
DR MARTENS	174	42.84	Clothing & Footwear
MARS	175	42.84	Food - Chocolate & Confectionery
DUNLOP	176	42.80	Automotive - General
CUNARD	177	42.58	Travel - General
SLAZENGER	178	42.39	Sportswear & Equipment
WAITROSE	179	42.35	Retail - General
WHISKAS	180	42.26	Household - General Consumables
ROTARY WATCHES	181	42.18	Watches & Accessories
SAVLON	182	41.97	Pharmaceutical
HUGGIES	183	41.81	Household - Child Products
MICHELIN TRAVEL GUIDES & MAPS	184	41.70	Media - Reference
POST-IT	185	41.68	Household - Stationery
MR KIPLING	186	41.38	Food - General
WHICH?	187	41.30	Media - Newspapers & Magazines
TATE & LYLE	188	41.23	Food - General
MAMAS & PAPAS	189	41.06	Household - Child Products
QUAKER OATS	190	41.03	Food - General
VIRGIN TRAINS	191	40.95	Travel - Bus & Rail Operators
HORLICKS	192	40.90	Drinks - General
SWISS ARMY	193	40.85	Household - General
ANADIN	194	40.84	Pharmaceutical
CLINIQUE	195	40.78	Toiletries & Cosmetics
BRANSTON	196	40.74	Food - General
HAMLEYS	197	40.69	Retail - General
PLEDGE	198	40.55	Household - Cleaning Products
SOUTHERN COMFORT	199	40.49	Drinks - Spirits
HP	200	40.47	Food - General

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<b>BRAND</b>	<b>RANK</b>	<b>INDEX</b>	<b>CATEGORY</b>
SILENT NIGHT	201	40.42	Household - General
MR MUSCLE	202	40.42	Household - Cleaning Products
SEIKO	203	40.34	Watches & Accessories
TUPPERWARE	204	40.20	Household - General
MARMITE	205	40.13	Food - General
SCHOLL	206	40.11	Clothing & Footwear
FAMOUS GROUSE	207	40.07	Drinks - Spirits
SHERATON HOTELS & RESORTS	208	40.04	Travel - Hotels & Resorts
PEDIGREE	209	39.95	Household - General Consumables
VOGUE	210	39.83	Media - Newspapers & Magazines
SMEG	211	39.82	Household - Appliances
RALPH LAUREN	212	39.56	Toiletries & Cosmetics
MACLAREN	213	39.56	Household - Child Products
SELFRIDGES	214	39.34	Retail - General
BENYLIN	215	39.31	Pharmaceutical
JACOB'S CREEK	216	39.28	Drinks - Wine
LIVERPOOL FC	217	39.19	Leisure & Entertainment - General
TOBLERONE	218	39.03	Food - Chocolate & Confectionery
WILLIAM HILL	219	38.89	Leisure & Entertainment - Gambling
LURPAK	220	38.82	Food - General
GILLETTE	221	38.77	Toiletries & Cosmetics
NIKON	222	38.60	Technology - General
BACARDI	223	38.57	Drinks - Spirits
BUDWEISER	224	38.54	Drinks - Beer & Cider
TOSHIBA	225	38.50	Technology - General
CHANNEL 4	226	38.45	Media - TV Stations
WARBURTONS	227	38.39	Food - General
WILKINSON SWORD	228	38.39	Toiletries & Cosmetics
GUARDIAN / THE OBSERVER	229	38.23	Media - Newspapers & Magazines
SPEEDO	230	38.15	Sportswear & Equipment
TY.PHOO	231	38.13	Drinks - Coffee & Tea
SAINSBURY'S	232	38.13	Retail - General
VOLVO	233	38.06	Automotive - Vehicle Manufacturer
HALIFAX	234	38.00	Financial
ROYAL BANK OF SCOTLAND	235	38.00	Financial
AFTER EIGHT	236	38.00	Food - Chocolate & Confectionery
DIOR	237	37.97	Toiletries & Cosmetics
BENDICKS	238	37.91	Food - Chocolate & Confectionery
YOUTUBE	239	37.77	Internet - General
LONELY PLANET	240	37.77	Media - Reference
BARCLAYS	241	37.68	Financial
RAY-BAN	242	37.55	Watches & Accessories
HSBC	243	37.54	Financial
SWAROVSKI	244	37.19	Household - General
TCP	245	37.07	Pharmaceutical
COMFORT	246	36.97	Household - Cleaning Products
RADIO TIMES	247	36.93	Media - Newspapers & Magazines
PUMA	248	36.84	Sportswear & Equipment
SEVEN SEAS	249	36.69	Pharmaceutical
OLYMPUS	250	36.50	Technology - General

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BRAND	RANK	INDEX	CATEGORY
NEXT	251	36.34	Clothing & Footwear
WALL'S ICE CREAM	252	36.15	Food - General
WHIRLPOOL	253	36.15	Household - Appliances
RUSSELL HOBBS	254	36.13	Household - Appliances
STANLEY	255	36.07	Household - General
BIC PENS	256	36.02	Household - Stationery
TRIVIAL PURSUIT	257	35.98	Leisure & Entertainment - Games & Toys
PRITT	258	35.88	Household - Stationery
THE BODY SHOP	259	35.72	Retail - General
HELLMANN'S	260	35.62	Food - General
STRONGBOW	261	35.49	Drinks - Beer & Cider
BOSE	262	35.41	Technology - General
MR SHEEN	263	35.37	Household - Cleaning Products
COINTREAU	264	35.27	Drinks - Spirits
IKEA	265	35.22	Retail - General
COLGATE	266	35.18	Toiletries & Cosmetics
NEWCASTLE BROWN ALE	267	34.92	Drinks - Beer & Cider
CHELSEA FC	268	34.92	Leisure & Entertainment - General
ALKA-SELTZER	269	34.92	Pharmaceutical
HUGO BOSS	270	34.90	Toiletries & Cosmetics
GALAXY	271	34.87	Food - Chocolate & Confectionery
LLOYDS TSB	272	34.85	Financial
ALFA ROMEO	273	34.80	Automotive - Vehicle Manufacturer
LEA & PERRINS	274	34.79	Food - General
IMPERIAL LEATHER	275	34.69	Toiletries & Cosmetics
JOHNNIE WALKER	276	34.58	Drinks - Spirits
READER'S DIGEST	277	34.48	Media - Newspapers & Magazines
ADOBE	278	34.38	Technology - Computer Hardware & Software
INNOCENT	279	34.34	Drinks - General
SAAB	280	34.12	Automotive - Vehicle Manufacturer
CHAMPNEYS	281	33.96	Travel - Hotels & Resorts
BISTO	282	33.90	Food - General
NEFF	283	33.90	Household - Appliances
CENTER PARCS	284	33.83	Travel - Hotels & Resorts
AMAZON.CO.UK	285	33.83	Retail - General
ARSENAL FC	286	33.83	Leisure & Entertainment - General
WONDERBRA	287	33.80	Clothing & Footwear
TIFFANY & CO.	288	33.58	Retail - General
THE DAILY TELEGRAPH / THE SUNDAY TELEGRAPH	289	33.55	Media - Newspapers & Magazines
CATHAY PACIFIC	290	33.52	Travel - Airlines
CRAYOLA	291	33.41	Leisure & Entertainment - Games & Toys
HARPIC	292	33.38	Household - Cleaning Products
SILVER SPOON	293	33.20	Food - General
DOVE	294	33.19	Toiletries & Cosmetics
COLMAN'S	295	33.14	Food - General
LENOR	296	33.14	Household - Cleaning Products
HOMEPRIDE	297	33.07	Food - General
LANCÔME	298	32.96	Toiletries & Cosmetics
BEN & JERRY'S	299	32.87	Food - General
NIVEA	300	32.87	Toiletries & Cosmetics

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BRAND	RANK	INDEX	CATEGORY
TESCO	301	32.82	Retail - General
QUALITY STREET	302	32.74	Food - Chocolate & Confectionery
PIMM'S	303	32.72	Drinks - Spirits
EARLY LEARNING CENTRE	304	32.71	Retail - General
ROUGH GUIDES	305	32.64	Media - Reference
MARTELL	306	32.61	Drinks - Spirits
MOTOROLA	307	32.36	Technology - General
LONGLEAT	308	32.34	Leisure & Entertainment - Destinations
WHITTARDS OF CHELSEA	309	32.32	Drinks - Coffee & Tea
LEGOLAND	310	32.21	Leisure & Entertainment - Destinations
NIGHT NURSE	311	32.20	Pharmaceutical
CARLSBERG	312	32.11	Drinks - Beer & Cider
COW & GATE	313	32.07	Food - General
WHSMITH	314	31.85	Retail - General
TOYOTA	315	31.75	Automotive - Vehicle Manufacturer
SWATCH	316	31.68	Watches & Accessories
NATWEST	317	31.66	Financial
JCB	318	31.65	Household - General
VOLVIC	319	31.53	Drinks - General
WATERMAN	320	31.53	Household - Stationery
DIESEL	321	31.47	Clothing & Footwear
DKNY	322	31.40	Clothing & Footwear
SHREDDED WHEAT	323	31.38	Food - General
L'ORÉAL PARIS	324	31.37	Toiletries & Cosmetics
RUSSELL & BROMLEY	325	31.34	Clothing & Footwear
KICKERS	326	31.28	Clothing & Footwear
UMBRO	327	31.28	Sportswear & Equipment
XEROX	328	31.14	Technology - General
GRAND MARNIER	329	31.01	Drinks - Spirits
TROPICANA	330	30.95	Drinks - General
VANISH	331	30.89	Household - Cleaning Products
STREPSILS	332	30.89	Pharmaceutical
OLAY	333	30.85	Toiletries & Cosmetics
THE ECONOMIST	334	30.85	Media - Newspapers & Magazines
MARTINI	335	30.83	Drinks - Spirits
KENWOOD	336	30.73	Technology - General
KRONENBOURG 1664	337	30.72	Drinks - Beer & Cider
CARTE D'OR	338	30.57	Food - General
BOLD	339	30.51	Household - Cleaning Products
KUONI	340	30.41	Travel - Agents & Tour Operators
ELIZABETH ARDEN	341	30.32	Toiletries & Cosmetics
FRENCH CONNECTION	342	30.29	Clothing & Footwear
T-MOBILE	343	30.21	Mobile Telecommunications
KINGSMILL	344	30.19	Food - General
CROWN	345	30.19	Household - General Consumables
NATIONWIDE	346	30.13	Financial
EUROTUNNEL	347	30.03	Travel - Bus & Rail Operators
RENNIE	348	29.96	Pharmaceutical
VASELINE	349	29.94	Toiletries & Cosmetics
ELECTROLUX	350	29.86	Household - Appliances

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BRAND	RANK	INDEX	CATEGORY
DEEP HEAT	351	29.81	Pharmaceutical
GAVISCON	352	29.80	Pharmaceutical
BARCLAYCARD	353	29.78	Financial
WHO'S WHO	354	29.77	Media - Reference
SANDALS	355	29.73	Travel - Hotels & Resorts
BOMBAY SAPPHIRE	356	29.71	Drinks - Spirits
BRITAX	357	29.71	Household - Child Products
FACEBOOK	358	29.67	Internet - General
COSMOPOLITAN	359	29.65	Media - Newspapers & Magazines
FAIRTRADE	360	29.42	Food - General
FILOFAX	361	29.29	Household - Stationery
TED BAKER	362	29.28	Clothing & Footwear
CHIVAS REGAL	363	29.25	Drinks - Spirits
VIDAL SASSOON	364	29.14	Toiletries & Cosmetics
ANCHOR	365	29.07	Food - General
ABERCROMBIE & FITCH	366	29.00	Clothing & Footwear
GOSSARD	367	28.98	Clothing & Footwear
PENTAX	368	28.84	Technology - General
HIGHLAND SPRING	369	28.74	Drinks - General
MCDONALD'S	370	28.74	Restaurants & Coffee Shops
COSTA	371	28.72	Restaurants & Coffee Shops
FLORA	372	28.68	Food - General
CIF	373	28.64	Household - Cleaning Products
NEW COVENT GARDEN FOOD CO	374	28.61	Food - General
FORD	375	28.55	Automotive - Vehicle Manufacturer
JEAN PAUL GAULTIER PERFUMES	376	28.52	Toiletries & Cosmetics
MAGNERS IRISH CIDER	377	28.34	Drinks - Beer & Cider
IMODIUM	378	28.04	Pharmaceutical
ROWNTREE'S	379	28.03	Food - Chocolate & Confectionery
CRABTREE & EVELYN	380	28.01	Toiletries & Cosmetics
RYVITA	381	27.84	Food - General
PIZZA HUT	382	27.81	Restaurants & Coffee Shops
GROLSCH	383	27.73	Drinks - Beer & Cider
BRABANTIA	384	27.73	Household - General
CARLING	385	27.72	Drinks - Beer & Cider
HMV	386	27.66	Retail - General
MAX FACTOR	387	27.63	Toiletries & Cosmetics
NEW SCIENTIST	388	27.47	Media - Newspapers & Magazines
JACOB'S	389	27.30	Food - General
MCCAIN	390	27.30	Food - General
HONDA	391	27.30	Automotive - Vehicle Manufacturer
SIEMENS	392	27.27	Technology - General
GAP	393	27.21	Clothing & Footwear
MONSOON	394	27.21	Clothing & Footwear
FUJI	395	27.18	Technology - General
POLYFILLA	396	27.15	Household - General Consumables
UNCLE BEN'S	397	27.14	Food - General
PRET A MANGER	398	27.11	Restaurants & Coffee Shops
PAUL SMITH	399	27.07	Clothing & Footwear
TEXACO	400	27.04	Oil & Gas Producers



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<b>BRAND</b>	<b>RANK</b>	<b>INDEX</b>	<b>CATEGORY</b>
EXPEDIA	401	27.02	Travel - Agents & Tour Operators
RALEIGH	402	26.96	Sportswear & Equipment
JIFFY	403	26.89	Household - Stationery
ODEON CINEMAS	404	26.83	Leisure & Entertainment - Destinations
JAMESON IRISH WHISKEY	405	26.82	Drinks - Spirits
AUTOGLASS	406	26.82	Automotive - General
THE NORTH FACE	407	26.82	Sportswear & Equipment
BONJELA	408	26.77	Pharmaceutical
BUXTON	409	26.31	Drinks - General
MAGLITE	410	26.31	Household - General
AEG	411	26.27	Household - Appliances
PIZZA EXPRESS	412	26.24	Restaurants & Coffee Shops
THE INDEPENDENT / THE INDEPENDENT ON SUNDAY	413	26.24	Media - Newspapers & Magazines
HARRY RAMSDEN'S	414	26.22	Restaurants & Coffee Shops
HEINEKEN	415	26.06	Drinks - Beer & Cider
KIT KAT	416	25.70	Food - Chocolate & Confectionery
CLARINS	417	25.65	Toiletries & Cosmetics
B&Q	418	25.60	Retail - General
FOUR SEASONS HOTELS & RESORTS	419	25.55	Travel - Hotels & Resorts
MOLTON BROWN	420	25.55	Toiletries & Cosmetics
KWIK-FIT	421	25.48	Automotive - General
MOTHERCARE	422	25.36	Retail - General
HABITAT	423	25.19	Retail - General
MINI	424	25.19	Automotive - Vehicle Manufacturer
WERTHER'S ORIGINAL	425	25.12	Food - Chocolate & Confectionery
GOOD HOUSEKEEPING	426	24.99	Media - Newspapers & Magazines
HERTZ	427	24.88	Automotive - General
HENNESSY	428	24.80	Drinks - Spirits
MÜLLER	429	24.72	Food - General
VIRGIN MEDIA	430	24.72	Services & Utilities
VELUX	431	24.71	Household - General
FOSTER'S	432	24.42	Drinks - Beer & Cider
E45	433	24.33	Toiletries & Cosmetics
DE'LONGHI	434	24.27	Household - Appliances
SCOTTISH WIDOWS	435	24.19	Financial
YAKULT	436	24.10	Drinks - General
FINISH	437	24.07	Household - Cleaning Products
KFC	438	23.89	Restaurants & Coffee Shops
ASDA	439	23.88	Retail - General
TAMPAX	440	23.87	Toiletries & Cosmetics
TOPSHOP	441	23.79	Clothing & Footwear
TOMTOM	442	23.78	Technology - General
WINALOT	443	23.73	Household - General Consumables
BLACKBERRY	444	23.72	Technology - General
NO7	445	23.62	Toiletries & Cosmetics
MISS SELFRIDGE	446	23.62	Clothing & Footwear
HOLLAND & BARRETT	447	23.53	Retail - General
BURGER KING	448	23.47	Restaurants & Coffee Shops
LUFTHANSA	449	23.30	Travel - Airlines
ANN SUMMERS	450	23.30	Clothing & Footwear

## OFFICIAL TOP 500 2008/09

BRAND	RANK	INDEX	CATEGORY
PLAY-DOH	451	23.28	Leisure & Entertainment - Games & Toys
CLASSIC FM	452	23.11	Media - TV Stations
PHILADELPHIA	453	23.07	Food - General
AVON	454	23.07	Toiletries & Cosmetics
PRUDENTIAL	455	23.04	Financial
DIRECT LINE	456	23.04	Financial
KITEKAT	457	23.04	Household - General Consumables
ORAL-B	458	22.99	Toiletries & Cosmetics
BLAUPUNKT	459	22.92	Technology - General
VIRGIN MOBILE	460	22.85	Mobile Telecommunications
LYCRA	461	22.85	Clothing & Footwear
CAFFÈ NERO	462	22.64	Restaurants & Coffee Shops
ARGOS	463	22.48	Retail - General
THOMSON LOCAL	464	22.48	Services & Utilities
MAPPIN & WEBB	465	22.44	Retail - General
AOL	466	22.44	Services & Utilities
KETTLE CHIPS	467	22.40	Food - General
BRITA	468	22.40	Household - General
TONI&GUY	469	22.40	Retail - General
PANADOL	470	22.38	Pharmaceutical
WRIGLEY'S	471	22.35	Food - Chocolate & Confectionery
MILTON	472	22.22	Household - Child Products
SPECSAVERS	473	22.22	Retail - General
GEORGE	474	22.22	Clothing & Footwear
MTV	475	22.03	Media - TV Stations
LASTMINUTE.COM	476	22.03	Travel - Agents & Tour Operators
SHARWOOD'S	477	22.02	Food - General
118 118	478	22.02	Services & Utilities
PIONEER	479	21.93	Technology - General
RADOX	480	21.92	Toiletries & Cosmetics
NICORETTE	481	21.92	Pharmaceutical
DOMINOS	482	21.92	Restaurants & Coffee Shops
LA SENZA	483	21.92	Clothing & Footwear
WAGAMAMA	484	21.92	Restaurants & Coffee Shops
NORWICH UNION	485	21.90	Financial
SAGA	486	21.86	Services & Utilities
BRYLCREEM	487	21.86	Toiletries & Cosmetics
STANNAH STAIRLIFTS	488	21.86	Household - General
ACTIMEL	489	21.77	Drinks - General
BASSETT'S	490	21.77	Food - Chocolate & Confectionery
RED BULL	491	21.68	Drinks - Carbonated Soft Drinks
BERGHAUS	492	21.68	Sportswear & Equipment
E.ON	493	21.61	Services & Utilities
CHESSINGTON WORLD OF ADVENTURES	494	21.60	Leisure & Entertainment - Destinations
HALFORDS	495	21.51	Retail - General
THORPE PARK	496	21.51	Leisure & Entertainment - Destinations
GARNIER	497	21.51	Toiletries & Cosmetics
BRAUN	498	21.38	Toiletries & Cosmetics
AMBRE SOLAIRE	499	21.29	Toiletries & Cosmetics
MALTESERS	500	21.26	Food - Chocolate & Confectionery