

Prophet

BRAND RELEVANCE INDEX[®]



The most relevant brands
in the United Kingdom

2017

CN DE **UK** US



RELEVANCE
= GROWTH

The strongest brands are the ones that are relentlessly relevant and making a difference in consumers' lives.

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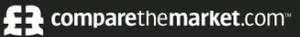
INTRODUCTION

Businesses grow when their brands are welcomed into people's lives. Brands must continually find ways to engage, delight and deliver. To succeed, brands must be relevant, and they must be relentless in their pursuit of relevance.

Prophet's Brand Relevance Index asks consumers which brands matter most. We surveyed 11,500 people in the UK on 240 brands across 27 industries, as part of a larger international study.

This year's results show once more how relentlessly relevant brands push themselves to earn and re-earn customers' loyalty. They define – and redefine – what's possible in their categories and in our world.

THE TOP 50 BRANDS

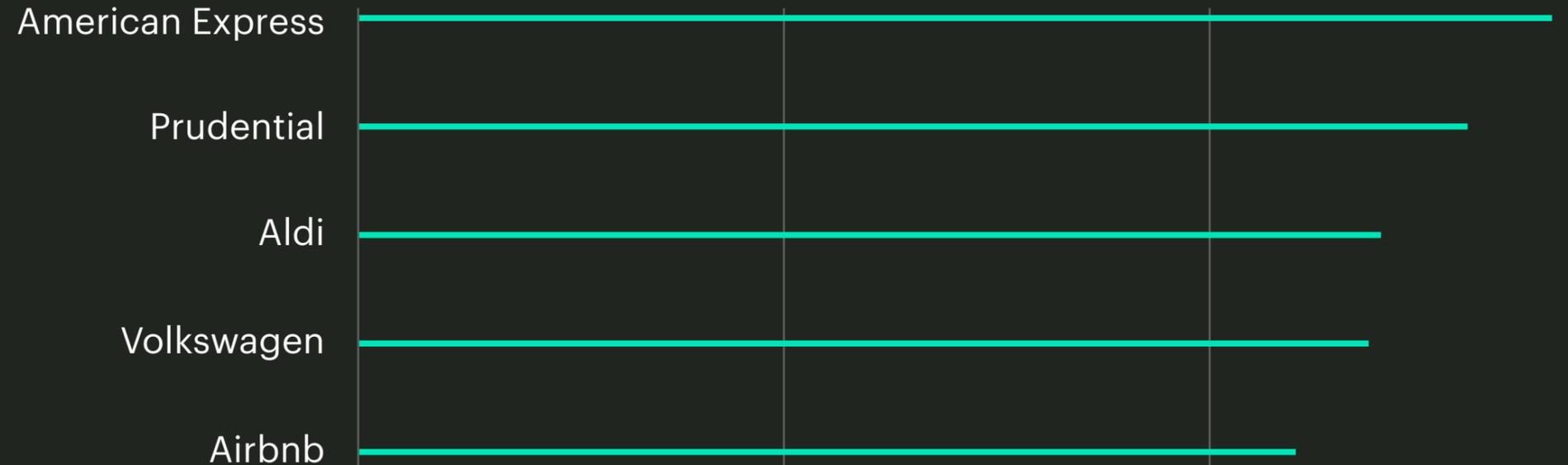
01 	02 Google	03 android	04 	05  Spotify	06 NETFLIX	07 dyson	08 LUSH <small>FRESH HANDMADE COSMETICS</small>	09  PlayStation	10 amazon.co.uk
11  XBOX	12  WhatsApp	13 	14 	15 	16 SONY	17 SAMSUNG	18 PIXAR	19 	20  PUREGYM
21 John Lewis	22  Microsoft	23 	24  PayPal	25 	26  BOSCH <small>Invented for life</small>	27  CLINIQUE	28 	29 L'ORÉAL	30 
31 N°7	32 ebay	33 	34 JUST EAT	35 	36 	37 	38 Instagram	39 sky	40 BBC
41  comparethemarket.com	42 <small>MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAKEUP.</small> MAYBELLINE NEW YORK	43  CONVERSE	44 VISA	45 	46 Panasonic	47 Money Super Market <small>com</small>	48 	49 virgin atlantic <small>Virgin</small>	50 

THE BIGGEST CHANGES IN RELEVANCE

It's interesting to see the biggest gainers and losers of relevance over the past year, revealing of the products and services consumers are using and how they perceive those companies and brands.

RELEVANCE GAINERS

Aldi's uplift in relevance comes as no surprise, having found particular favour with UK consumers by enabling them to buy what they need at a price they like. Whilst Volkswagen shows that brand relevance builds resilience. Fully on the road to recovery from the diesel-gate damage, the brand continues to connect on an emotional level.



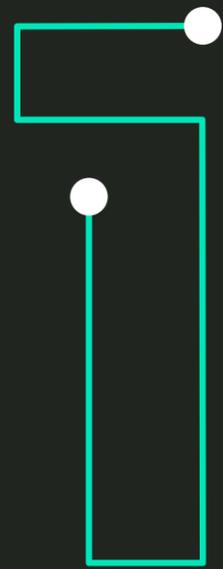
RELEVANCE LOSERS

Both Reebok and Puma being significant losers of relevance begs the question whether any sportswear brands can run down the big boys from Oregon and Bavaria. Nike and Adidas are steaming ahead having established a point of difference, built design (and fashion) credibility, without ever losing reputation for high-performing active-wear. Whilst for RBS it looks like it still has some way to go to turn around its reputation and become the simpler and fairer bank it strives to be.



WHAT DOES IT TAKE TO BE RELENTLESSLY RELEVANT?

We measure across the following 4 brand principles:



CUSTOMER OBSESSED

Brands we can't imagine living without

Everything these brands invest in, create and bring to market is designed to meet important needs in peoples' lives.



RUTHLESSLY PRAGMATIC

Brands we depend on

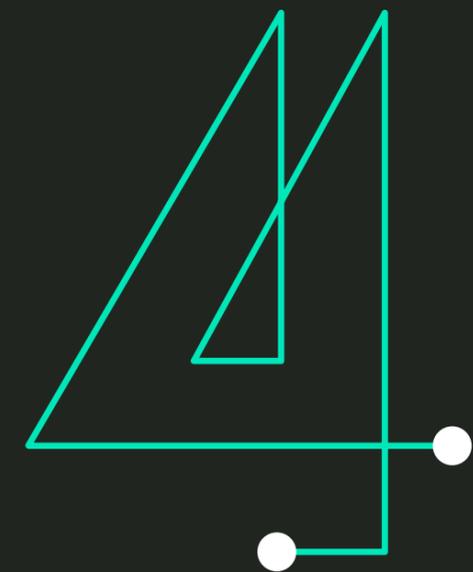
These brands make sure their products are available where and when customers need them, deliver consistent experiences, and simply make life easier for their customers.



DISTINCTIVELY INSPIRED

Brands that inspire us

These brands make emotional connections, earn trust and often exist to fulfill a larger purpose.



PERVASIVELY INNOVATIVE

Brands that consistently innovate

These brands don't rest on their laurels. Even as industry leaders – they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs.

IN THE UK WE SURVEYED

11,500

PEOPLE, ACROSS **240** UNIQUE BRANDS, IN **27** CATEGORIES.



01 APPLE

Boundaries? What boundaries?

For the second year running we see Apple in the top spot, again earning its strongest scores for the brand's customer obsession, distinctive inspiration and non-stop innovation. With iPhone sales climbing 5.6 percentage points in the first quarter, the UK is its fastest-growing market. The Apple train is not slowing down anytime soon.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE





02 GOOGLE

Off-the-charts pragmatism

Google hangs onto second place, with its ever-evolving search functions, maps and translations proving more indispensable than any other brand, integrating itself into multiple aspects of our daily routines. Not only does it rank first in: “I can’t imagine living without it” and “meets an important need in my life,” its score on: “Is available when and where I need it” is so high it almost broke our Index. And with the rollout of Google Home, many are finding it to be the butler they’ve always wanted.

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03 ANDROID

The chummy challenger

All the cool kids are rocking Android. While Apple's ubiquitous phone might be top of the sales charts, the flexibility of Android, and its accessibility and breadth across a more diverse and affordable range of devices has made it the dominant mobile operating system. Couple that to Google's steps in both education and business with Chromebook, and it's clear that Android cannot be lived without.

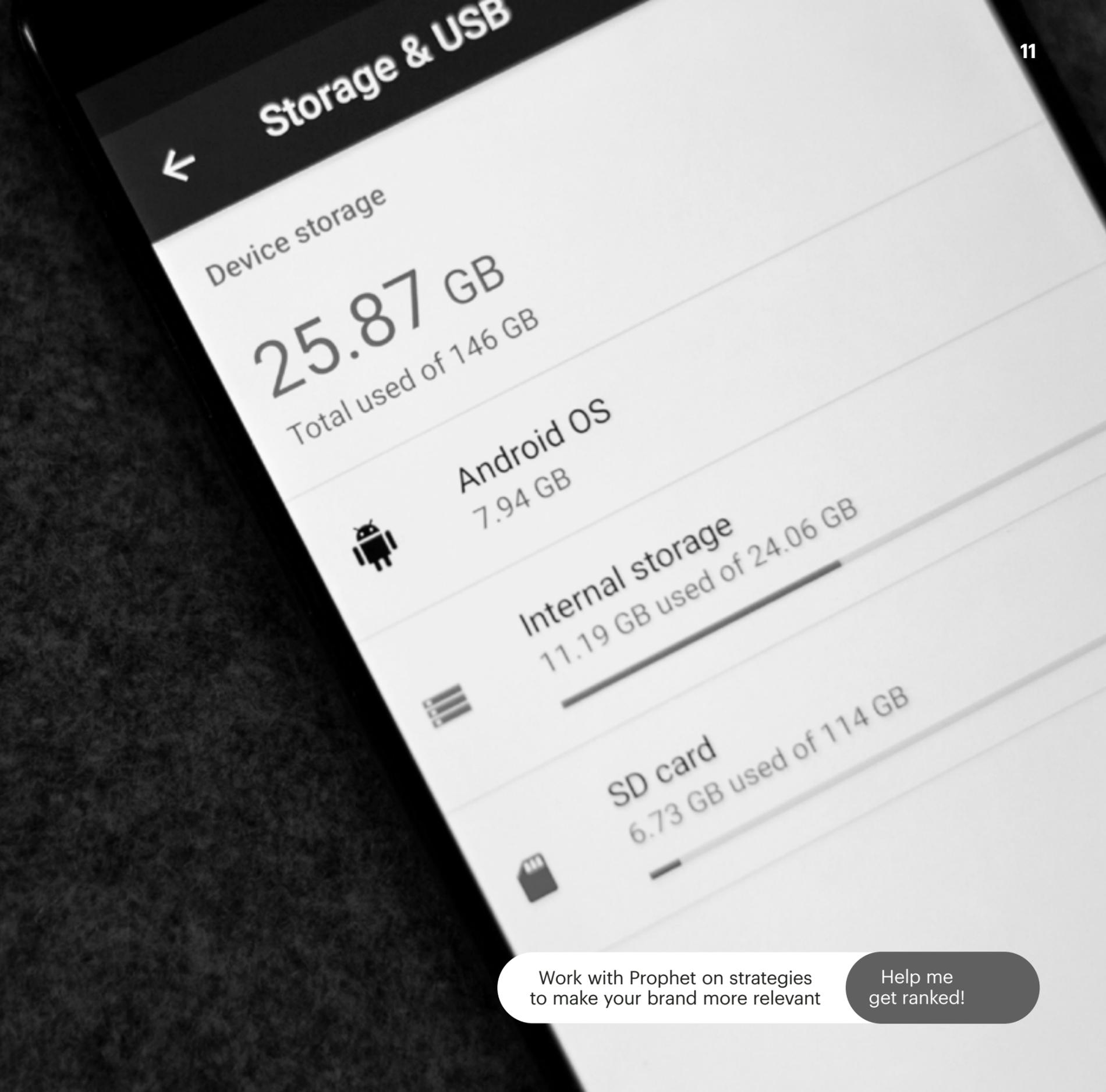
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Work with Prophet on strategies to make your brand more relevant

Help me get ranked!

04 LEGO

The legend that clicks

LEGO's ability to create new entities along with spin-off movies and video games has seen it climbing up the relevancy rankings from No. 11 last year. It rates higher than any other in our inspiration metrics, and comes in second in all measures of innovation. Google even uses LEGO bricks to help its employees innovate. The appeal of clicking those bricks together spans generations; as well as the creative freedom it gives children, the brand appeals to the nostalgia of adults. Increasingly concentrating on bridging the physical and virtual, this year it rolled out LEGO Life, a social network for kids to share their creations where feedback can be given by LEGO Batman himself.

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05 SPOTIFY

Find your next favourite song

Up from No. 10 last year, this popular streaming service scores No. 2 in our measures of customer obsession (not to mention its contribution to Ed Sheeran's worldwide chart domination). Fans can't get enough of 'Discover Weekly', which delivers a personalised two-hour playlist, and Spotify's 'Now' section, which makes suggestions based on time of day. What's more, to increase engagement with listeners in the UK, it's running live performances of 'Who We Be', an extension of one of its most popular playlists.

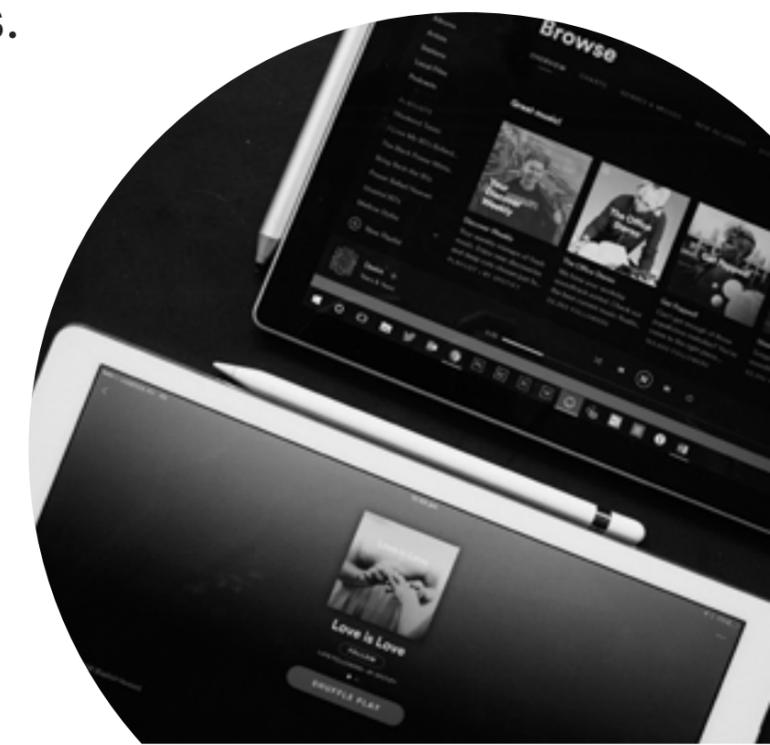
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06 NETFLIX

It's where we're watching

It's an entertainment supermarket, making it easy to binge anywhere – at home on the couch, or on the go. And while England has given Netflix the shows that are most popular around the world (*Sherlock*, naturally), we might not have guessed that the most-watched show in the UK isn't a crime drama or the twisted *Black Mirror*, according to a recent Google Trends analysis, it's the soft and sentimental *Call the Midwife*.

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07 DYSON

Space age dust-busting

Dyson lands first place in dependability, second in trustworthiness and wins high marks for outperforming competitors. It vaults onto our list this year because of the brand's new emphasis on rich customer experiences, including a store in London that – much like an Apple store – lets consumers see Dyson products in action. They can vacuum up more than 60 kinds of debris, for example, and get a blow-dry using its high-tech hairdryers.

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08 LUSH

Bath-time inspiration

This famous English upstart earns endless adoration from fans for vegetarian, cruelty-free and inventive potions, from exploding bath bombs to soothing skin creams, all handcrafted with zany names and addictive fragrances. It's not just that it makes our bath-time smell lush-ous, it's that with its commitment to handmade craftiness and sustainability, it ranks No. 2 for "has a purpose I believe in."



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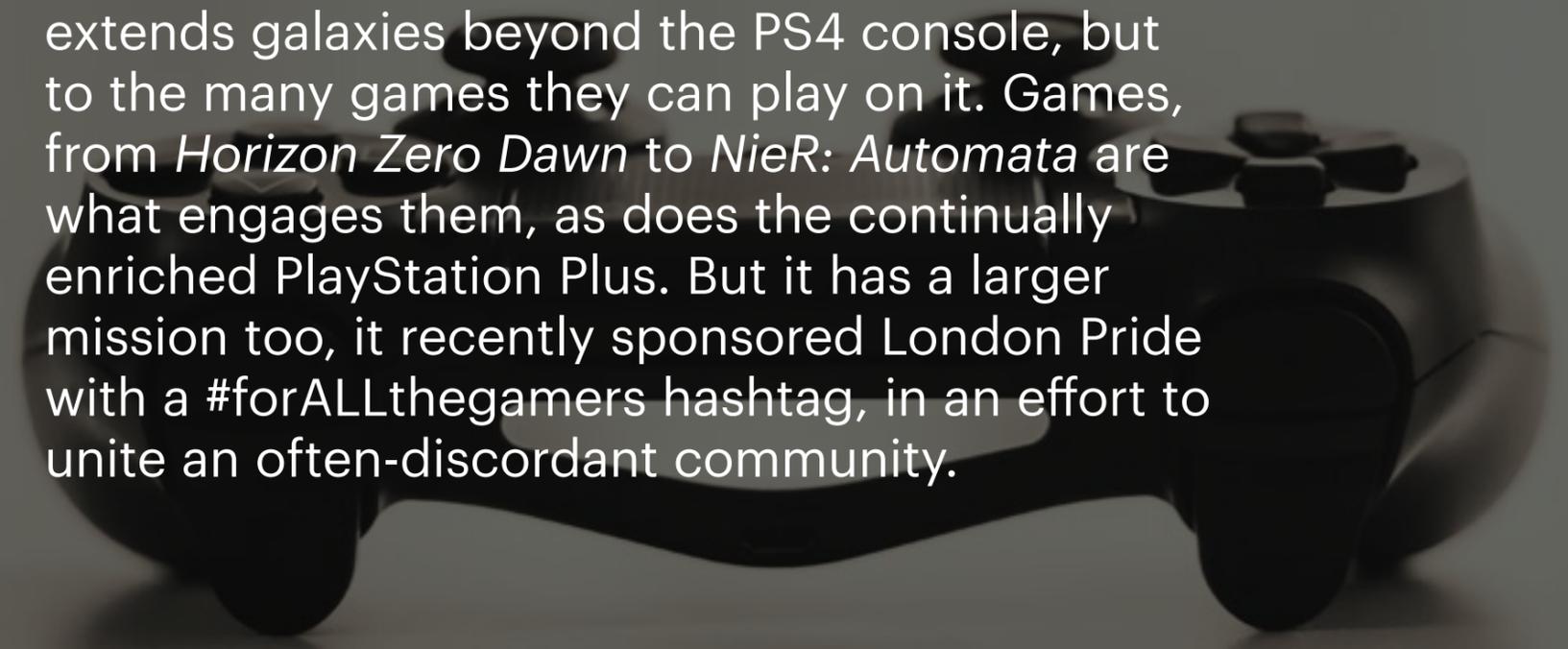
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09 PLAYSTATION

Games that gratify

Earning high marks for being modern and in touch, the connection gamers feel to this brand extends galaxies beyond the PS4 console, but to the many games they can play on it. Games, from *Horizon Zero Dawn* to *NieR: Automata* are what engages them, as does the continually enriched PlayStation Plus. But it has a larger mission too, it recently sponsored London Pride with a #forALLthegamers hashtag, in an effort to unite an often-discordant community.



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10 AMAZON

Shaping smart shopping

The retailer of, well, just about everything, scores No. 2 for ruthless pragmatism, and it's estimated that about a third of UK consumers are already Amazon Prime members. Exceptional product accessibility, functionality and customer experience all converge to create a strong brand that consumers trust. Along with Amazon Fresh, the acquisition of Whole Foods this year shows the e-commerce titan has its fingers firmly in the food industry pie and signals a further shift from the online space into brick-and-mortar retail. As Amazon's reach extends into other sectors, it's anyone's guess what they will do next. Any ideas Alexa?

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11 XBOX

The next big thing

While the Xbox world is smaller than that of Sony's PlayStation, its denizens are no less avid, especially when it comes to post-apocalyptic shooter games. Such is the frenzy around the Xbox One X that Microsoft claims it's already its best-selling console ever. With its 4K and virtual-reality capacity, fans can't wait to play, whether it's *Assassin's Creed Origins*, *Sea of Thieves* or *Middle Earth: Shadow of War*.

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12 WHATSAPP

Keeping us connected

It's the world's most popular, with more than a billion daily users, the Facebook-owned messaging platform is a colossus that keeps on growing with low-cost and reliable features. Working across platforms, networks and borders, WhatsApp demonstrates the power, value and loyalty you gain when you focus on doing one thing really well.

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13 NINTENDO

Switched-on gaming

Nintendo's Switch, the hot-selling game console, both "brave and fascinating," said *The Guardian*, a sort of hybrid between a handheld device and one that attaches to your TV and continues to sell beyond expectations. But the Switch is also the gateway to *The Legend of Zelda: Breath of the Wild*, which some critics call the greatest videogame. Ever.



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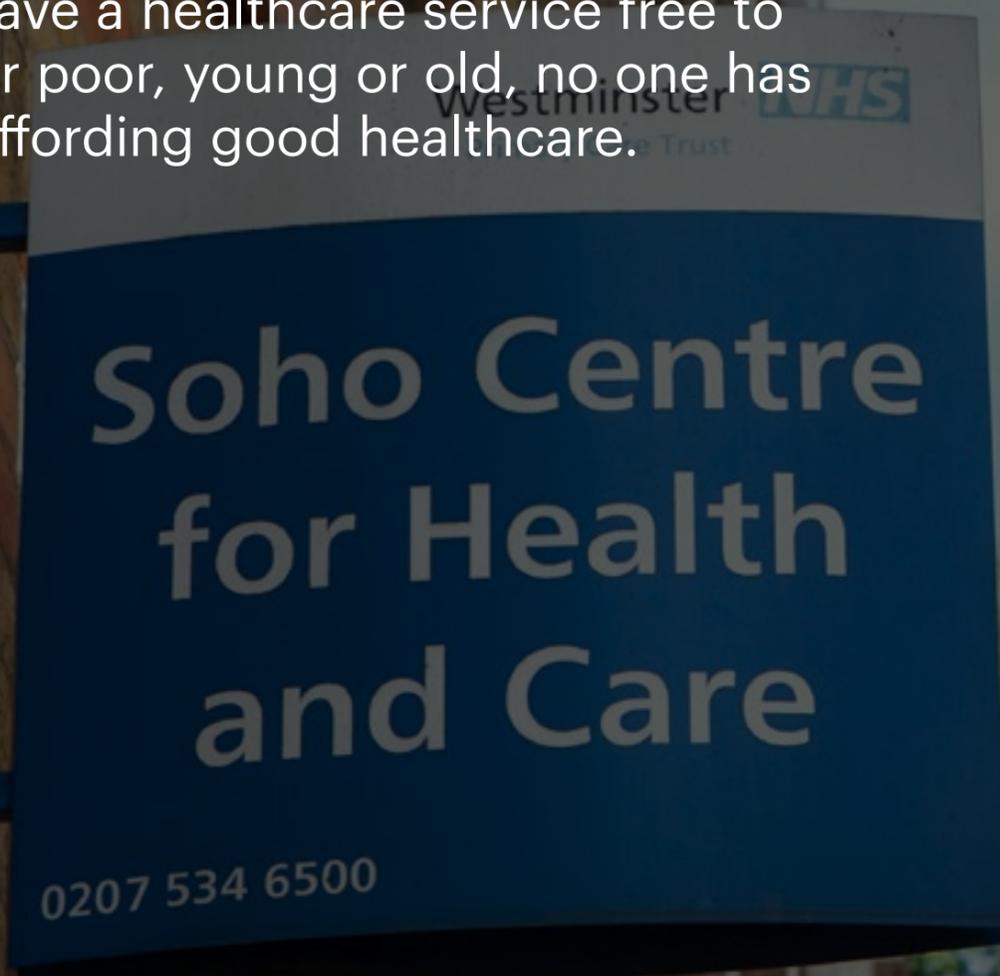
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14 NHS

Trustworthy healthcare

Climbing ten places in this year's ranking, our venerable National Health Service places first in two of the Index's critical measures: "Has a purpose I believe in" and "I trust." As a nation we're proud to have a healthcare service free to everyone. Rich or poor, young or old, no one has to worry about affording good healthcare.



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15 DISNEY

Be our guest

Few companies speak straight to consumers' hearts as effectively as Disney, and this year is no exception. The brand lands in second place for both "makes me happy" and "connects with me emotionally." The live-action remake of *Beauty and The Beast* waltzed its way to a new record, becoming the biggest musical of all time at the British box office. (See you later, *Mamma Mia*.) And fans can't wait for *The Last Jedi*, scheduled for release later this year.

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16 SONY

Innovations we crave

Despite turbulent times and a disappointing box-office year, Sony stays relevant by translating its impressive quality standards across a remarkably wide span of products: TVs, cameras, tablets, or a whole-house sound experience. Its new OLED Bravia TV has critics drooling. Other new items include paper electronic watches, self-flying drones and Aromastic, a digital scent dispenser. And – in exciting news for Britain's growing number of record lovers – it's returning to vinyl music after a 30-year absence.

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17 SAMSUNG

Bouncing back strong

Samsung's efforts in areas of consumer passions – such as festivals and sport – have played a real and authentic role in helping the brand stand out compared to its global rivals. While the launch of the innovative and high-end Galaxy S8 and Galaxy Note 8 created a noticeable buzz among consumers too. Samsung has also really mixed it up with Bixby, its inventive and very cool AI assistant. Not forgetting its other consumer electronics – tablets, TVs, appliances and smart-home devices – which are all winning plenty of awards and attention.

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18 PIXAR

Stories that move us

This brand takes first place in “connects with me emotionally” and “makes me happy,” and fans of all ages can't get enough of this studio's beloved characters – like Nemo and Dory, Buzz and Woody, Lightning McQueen or the fabulously emotional crowd of *Inside Out*. As it gears up for its next big new releases – *The Incredibles 2* and *Toy Story 4* – viewers are anticipating more intensely rewarding storylines that translate to movie nirvana.

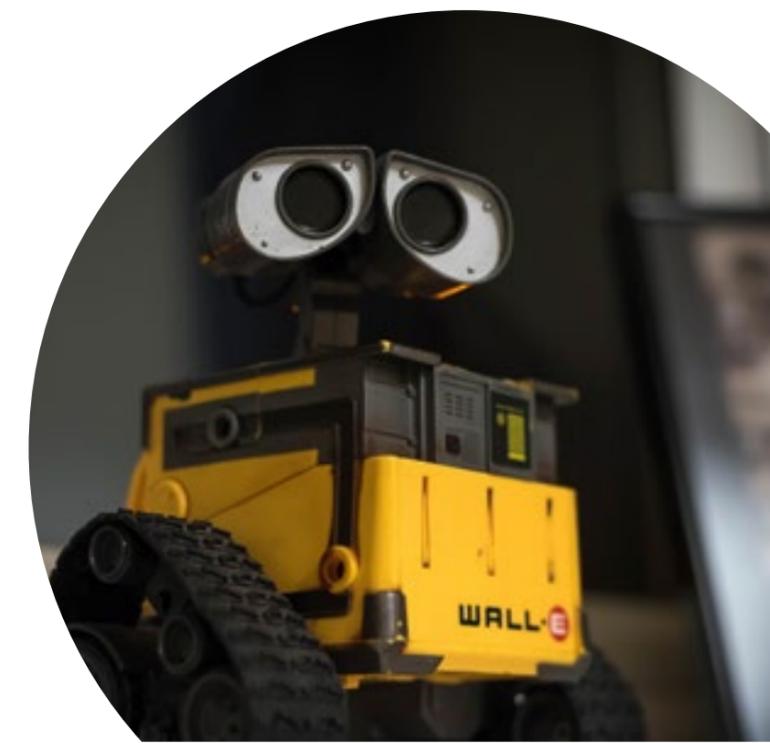
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19 PINTEREST

Discover and buy

With 200 million users sharing 100 billion ideas, Pinterest inspires us globally. From home décor and cuisine to fashion and children’s activities, it is where we go when we want to try, find or share something new. Functioning like Shazam for objects, the introduction of its clever new camera search tool – Lens – transformed it into a commercial platform allowing users to discover related products in Pinterest simply by snapping a picture of something in the real world. How Pinteresting! And the perfect balance of machine learning and human curation.

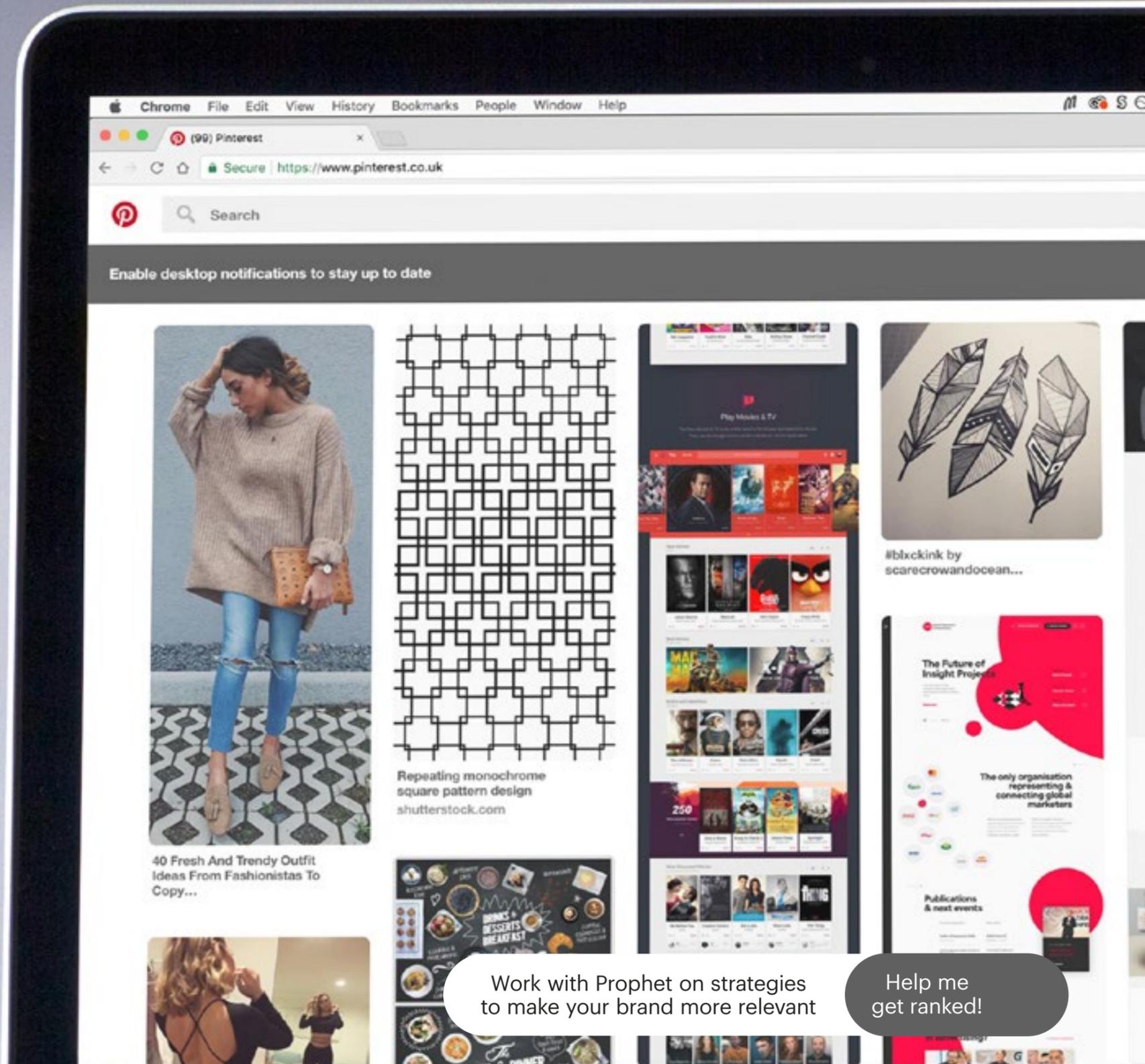
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20 PURE GYM

No-frills fitness

Getting in shape is hard, but Pure Gym makes it as straightforward as possible. With plenty of locations, lots of equipment, low costs, and friendly advice to help people along the path to fitness, what is liked best of all is that there are no contracts. Perfect for commitment-phobes who fear being trapped in the wrong gym forever.

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21 JOHN LEWIS

A steadfast friend

Britain's favourite department store doesn't stay that way by tradition, but by delivering a dependable and consistent experience. It keeps evolving its e-commerce and digital solutions, including a digital loyalty card, to make shopping easier. Renowned for its polite staff, high-quality merchandise and, of course, those beloved Christmas ads, including last year's Buster the Boxer - its most-viewed ever.

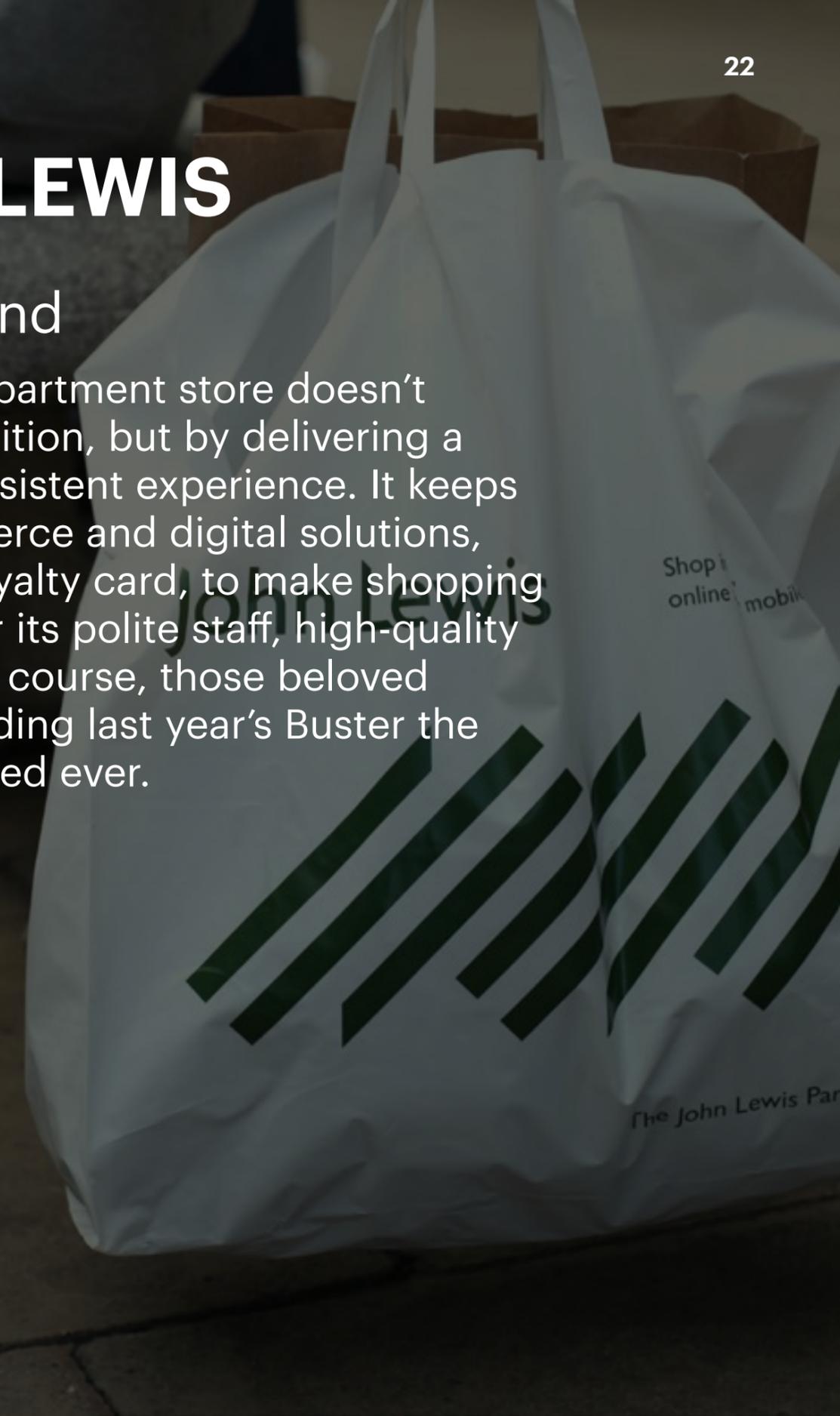
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22 MICROSOFT

Workplace warrior

Ranking at No. 6 on “I can’t imagine life without it,” Microsoft is a workplace essential with more than 70 million people using Office 365 every month and Windows 10 powering more than 400 million devices around the world. Currently, it’s cultivating a sense of cool as it gears up for its Windows 10 VR headsets.

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23 YOUTUBE

Handheld escapes

We’ve all been sneaking away to watch YouTube’s cat and music videos for years now, but its usefulness keeps growing. It’s become the go-to source for everything from cooking advice, to help with maths and watching full-run sporting events on-the-go. Some 50 percent of UK YouTube viewing happens on a mobile device, a 200 percent increase. The average viewing time on these small screens? Forty minutes.

4 BRAND PRINCIPLES:

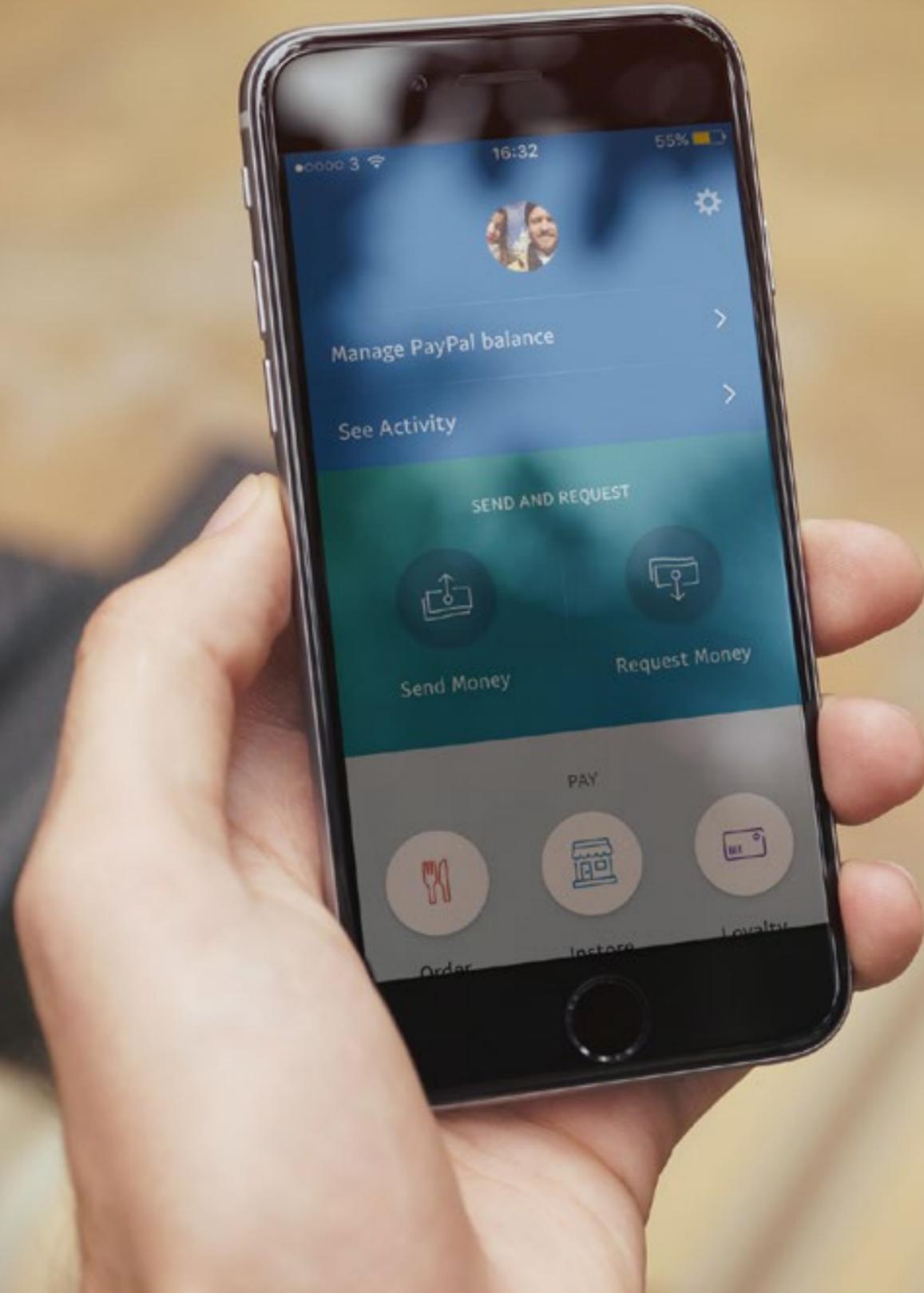
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24 PAYPAL

So many ways to settle up

Ranking No. 3 in ruthless pragmatism, people continue to view PayPal as a brand that's available, dependable and modern. The latest way it's meeting consumers' needs? It's launched a new cash-back credit card for members, in partnership with Synchrony Financial, offering 2 percent back on purchases with no annual fee.

4 BRAND PRINCIPLES:

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25 ADIDAS

Kicks we count on

Stan Smiths, Gazelles and Superstars are footwear staples for many, even the fashion set. Adidas is a brand with a very strong connection to culture, launching red-hot collaborations with Stella McCartney, Yohji Yamamoto and, most recently, the ultra-hyped Kanye West and Pharrell William lines. Described as reliable and dependable, Adidas' success stems from its ability to fuse performance and street style together.

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26 BOSCH

Putting the kettle on

Whether it's ovens or hobs, fridges or washing machines, Europe's largest appliance maker is a brand people love to welcome into their homes because it uses technology to make everything a little bit homier. Its Home Connect, for instance, can communicate with Hello Fresh, transmitting a recipe right to your oven, whilst its automated coffee maker lets you brew a hot cup using your phone.

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27 CLINIQUE

Dramatically different

The cosmetics world is full of flash-in-the-pan miracle potions, but consumers recognise Clinique as reliable, consistent and high-performing. Every five seconds, someone in the world buys a bottle of Dramatically Different Moisturizing Lotion. With its familiar white-coated sales associates, this Estee Lauder-owned brand was an early leader in personalisation. For instance, Clinique recently launched a 'Blend It Yourself' product, giving customers the power to transform their favourite moisturiser into a BB, CC or fuller-coverage foundation.



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28 NIKE

Our personal coach

Nike devotees say they find the brand both dependable and modern, and it shows in their sales with high-performance apparel selling as briskly as its shoes. Sponsorships – whether with teams, like Chelsea, or athletic royalty, like runner Mo Farah – inspire people, of course, but what Nike does best is making athleticism more personal through its Nike+ community and with running clubs at its stores.

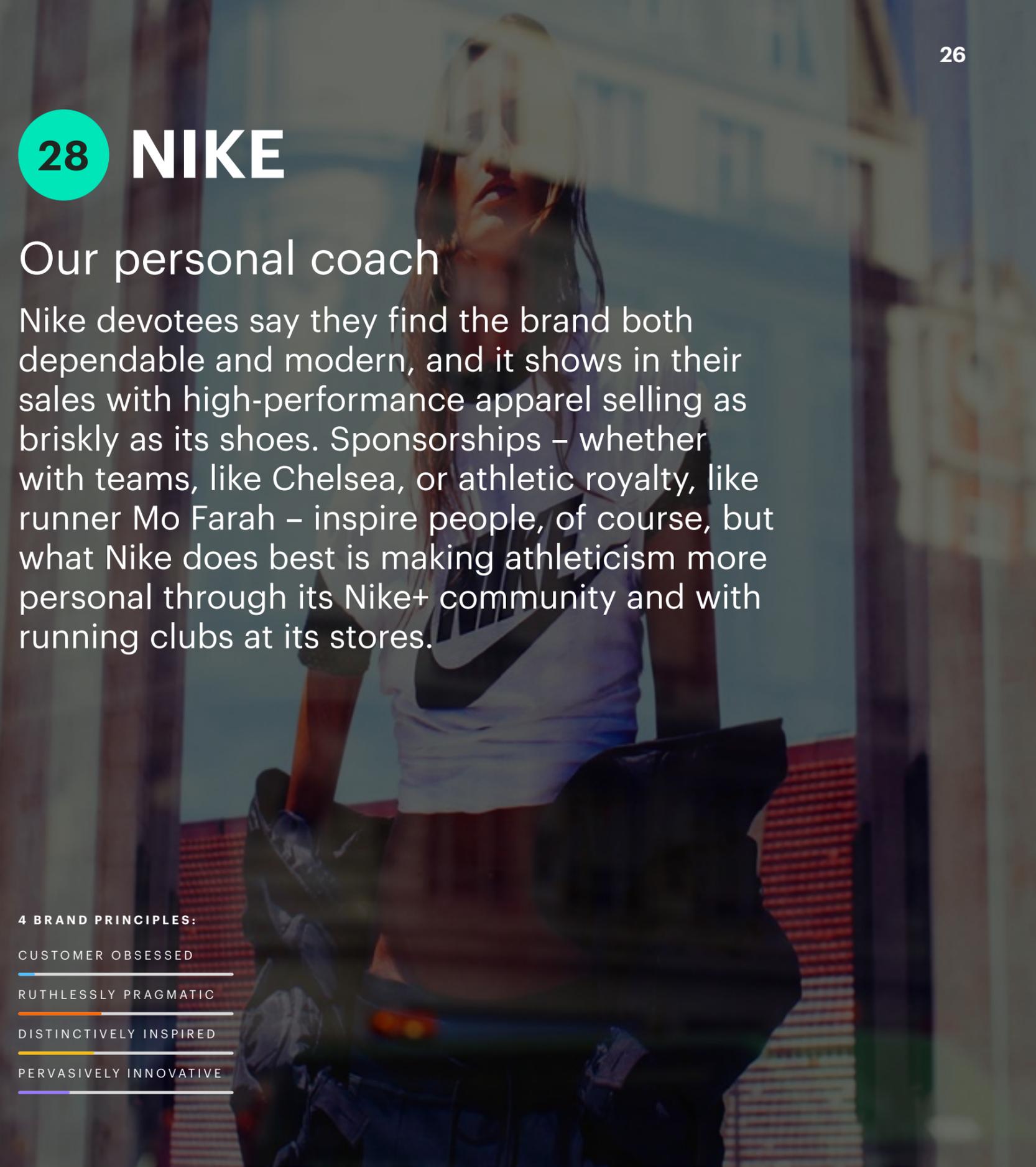
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29 L'ORÉAL

Beauty for all

L'Oréal is injecting new relevance into the long-running "Because you're worth it" slogan, signing onto an ambitious project with The Princes Trust. The "Because we're all worth it" campaign aims to bring everyone on board with messages of body positivity and inclusion, offering online and in-person confidence training to 10,000 young people throughout the UK. It fits in perfectly with the company's enduring manifesto: Beauty for all.

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30 INTEL

High-tech royalty

It may be an ingredient brand, but Intel is still a name consumers' look for and trust when they shop for new computers. With sales of higher-end desktops booming, Intel has hit record revenues. With smart social-media tactics, the boom in IoT and AI tech requiring their input, plus a strong presence in Silicon Valley, the Intel brand remains strong and alive in key demographic segments.

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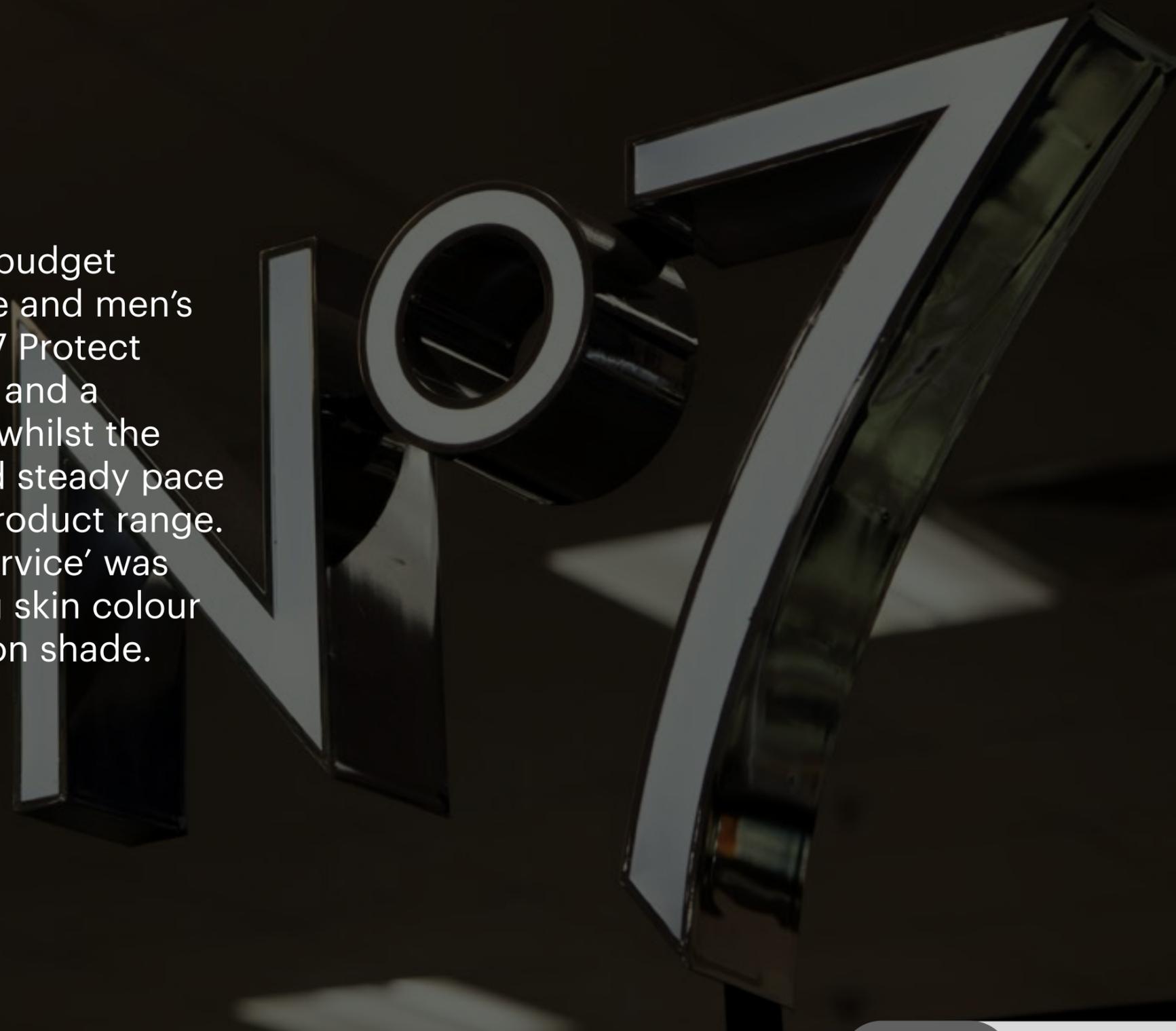
PERVASIVELY INNOVATIVE



31 BOOTS NO7

Facing the day

This trusted high street brand offers budget friendly, effective cosmetics, skincare and men's grooming products. The flagship No7 Protect & Perfect serum remains a bestseller and a staple on the 'best beauty buy' lists, whilst the exceptional level of performance and steady pace of innovation continues across the product range. The groundbreaking 'Match Made Service' was the first in UK beauty history, reading skin colour precisely to find a skin-true foundation shade.



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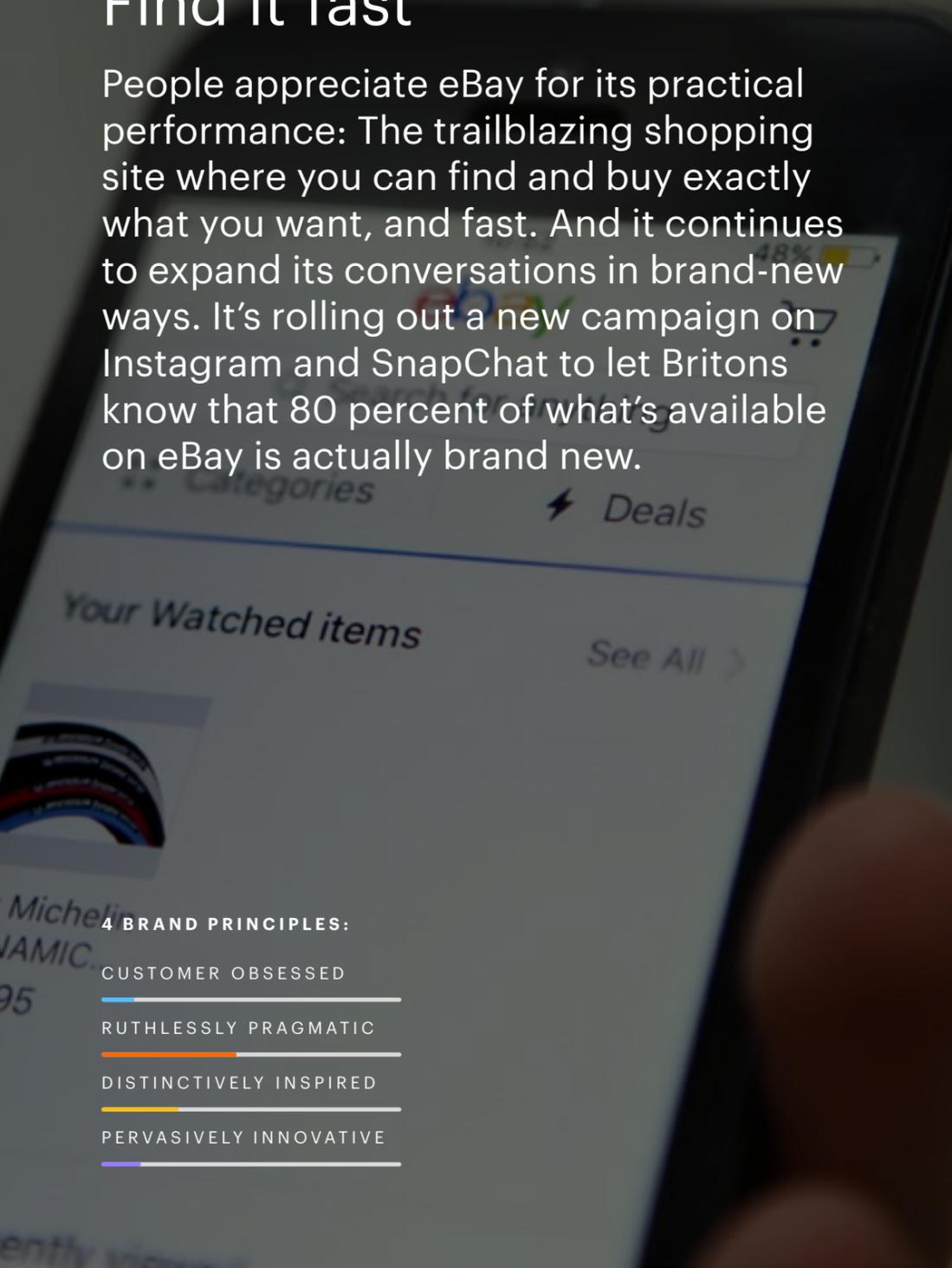
PERVASIVELY INNOVATIVE

Help me get ranked! Work with Prophet on strategies to make your brand more relevant

32 EBAY

Find it fast

People appreciate eBay for its practical performance: The trailblazing shopping site where you can find and buy exactly what you want, and fast. And it continues to expand its conversations in brand-new ways. It's rolling out a new campaign on Instagram and SnapChat to let Britons know that 80 percent of what's available on eBay is actually brand new.



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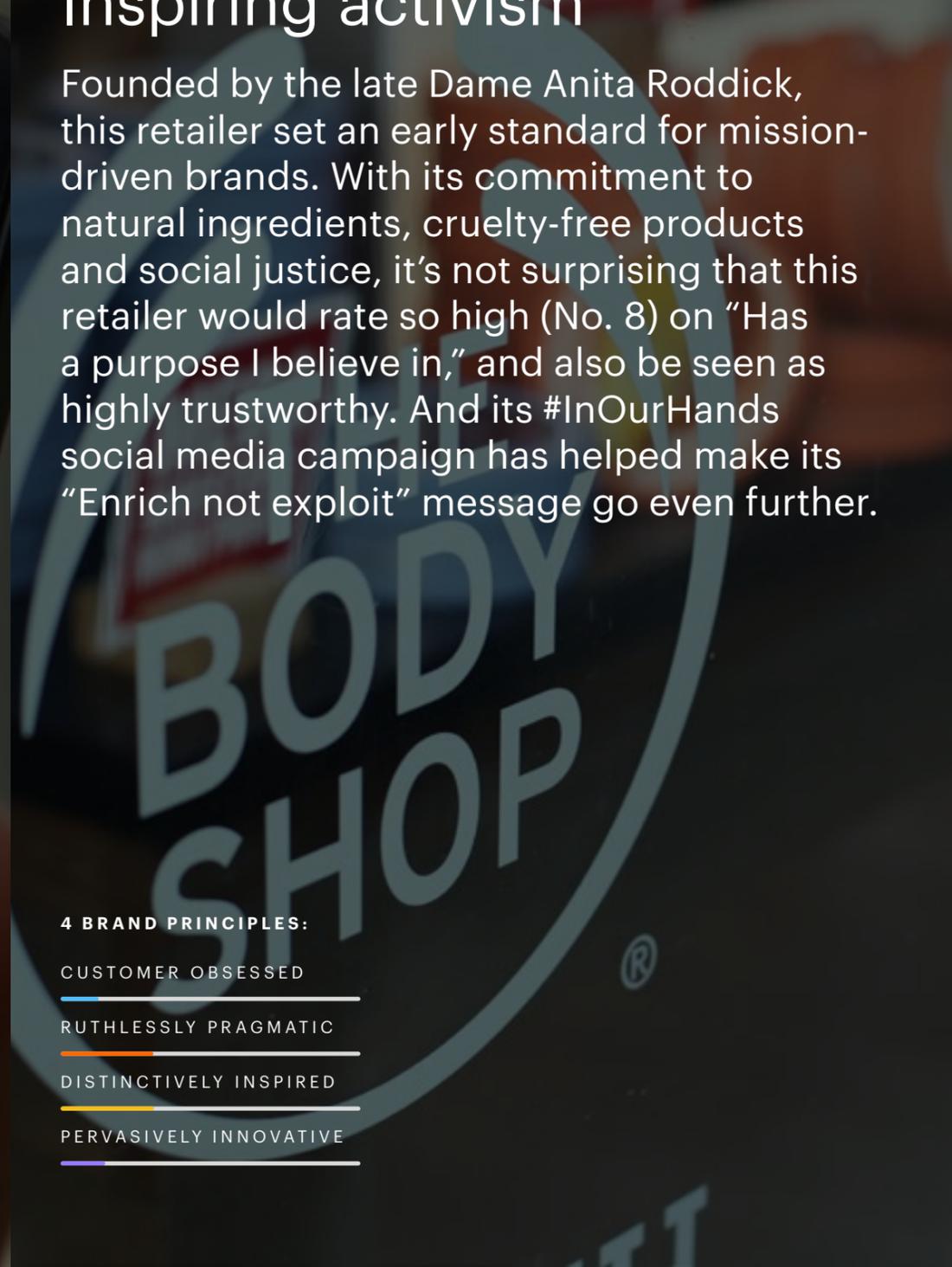
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PERVASIVELY INNOVATIVE

33 THE BODY SHOP

Inspiring activism

Founded by the late Dame Anita Roddick, this retailer set an early standard for mission-driven brands. With its commitment to natural ingredients, cruelty-free products and social justice, it's not surprising that this retailer would rate so high (No. 8) on "Has a purpose I believe in," and also be seen as highly trustworthy. And its #InOurHands social media campaign has helped make its "Enrich not exploit" message go even further.



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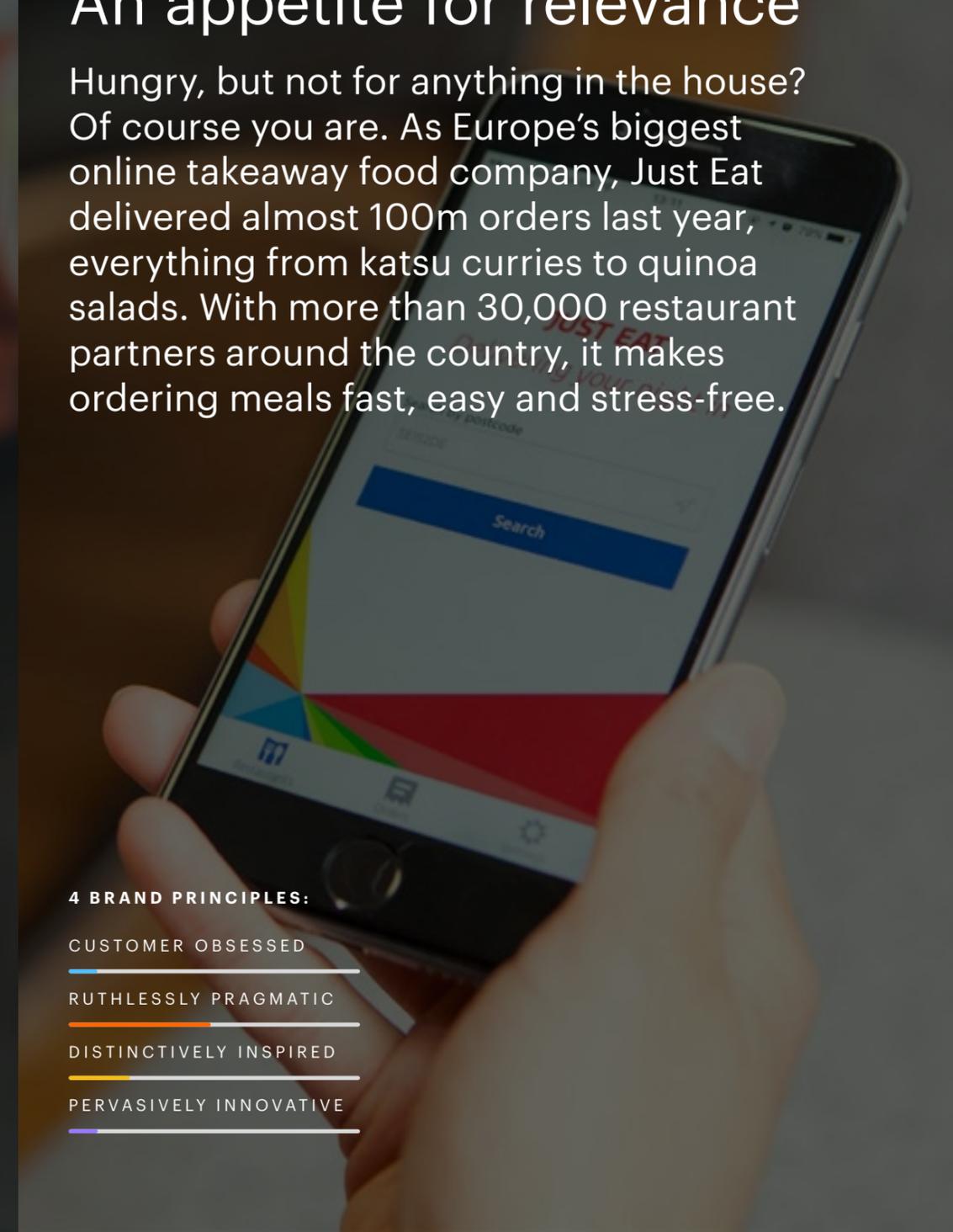
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34 JUST EAT

An appetite for relevance

Hungry, but not for anything in the house? Of course you are. As Europe's biggest online takeaway food company, Just Eat delivered almost 100m orders last year, everything from katsu curries to quinoa salads. With more than 30,000 restaurant partners around the country, it makes ordering meals fast, easy and stress-free.



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35 BOSE

Music for everywhere

From its small-but-mighty Bluetooth speakers to its wireless headphones, Bose appeals to both design and music aficionados. Many hold the belief that Bose products are significantly better than its competition but what's propelling the brand's relevance these days is not just products. Making it easier for people to use its products anywhere and everywhere – on a camping trip, at the gym – wherever you go, your music goes along with you.

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36 FISHER PRICE

The power of playtime

No brand makes play more rewarding than Fisher Price. Kids love the toys, from the energetic BeatBo to the classic ChatterPhone. Whilst parents love knowing they're learning, and this Mattel-owned brand enriches the experience with smart content about child development, cognitive skills and creativity.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE



37 IKEA

Nesting comfortably

With its finger firmly on the customer pulse, IKEA is constantly learning from its customers – described by the brand as ‘partners’ – to ensure the invention of new and better sources of value, from concept pop-up solutions, order-and-collection points to surprising dining clubs. The ‘Wonderful Everyday’ platform continues to show its knowledge of – and interest in – customers’ lives. The Swedish retailer’s winning combination of good design, low prices and tasty meatballs show no sign of wavering anytime soon, UK sales have continued to climb steadily for the past five years.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

38 INSTAGRAM

Stories worth sharing

Now about twice the size of Twitter, the Instagram base has been growing steadily, propelled by the introduction of its 'Stories' function last year, embraced by those who fear over-posting, this ephemeral video option is definitely preferred. More than a quarter of people living in the UK log on to Instagram, owned by Facebook, at least once a month. That's up 34.8 percent.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE



39 SKY

What you want to watch

It has not been an easy time for Sky of late – a downturn in sports subscriptions, new and challenging patterns of content consumption and the boom of rich streaming services have all added to their woes – but it's got all kinds of weapons for fighting back in the form of its fluid viewing experience, Sky Q, and there's dragons and White Walkers too. *Game of Thrones* continues to set viewing records and ignite fan delirium and the corporate drama unfolding around its looming acquisition is worthy of primetime drama: Will the Murdoch takeover bid succeed? Stay tuned!

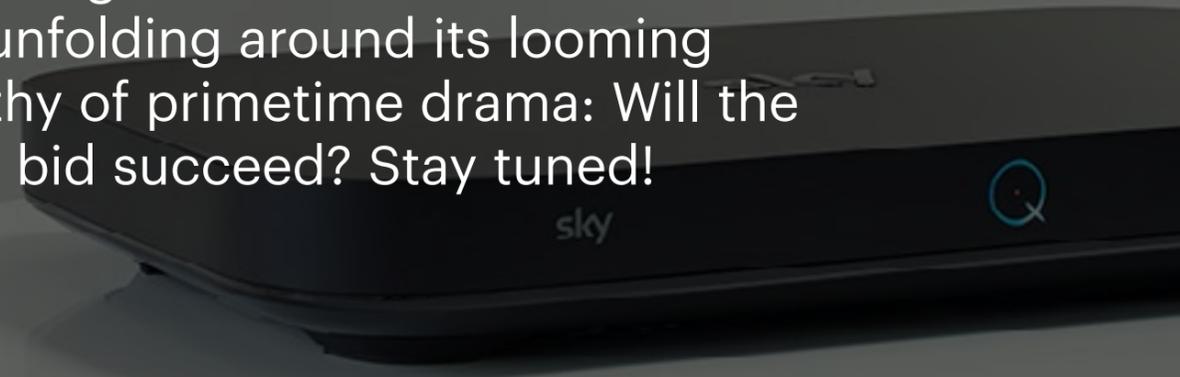
4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

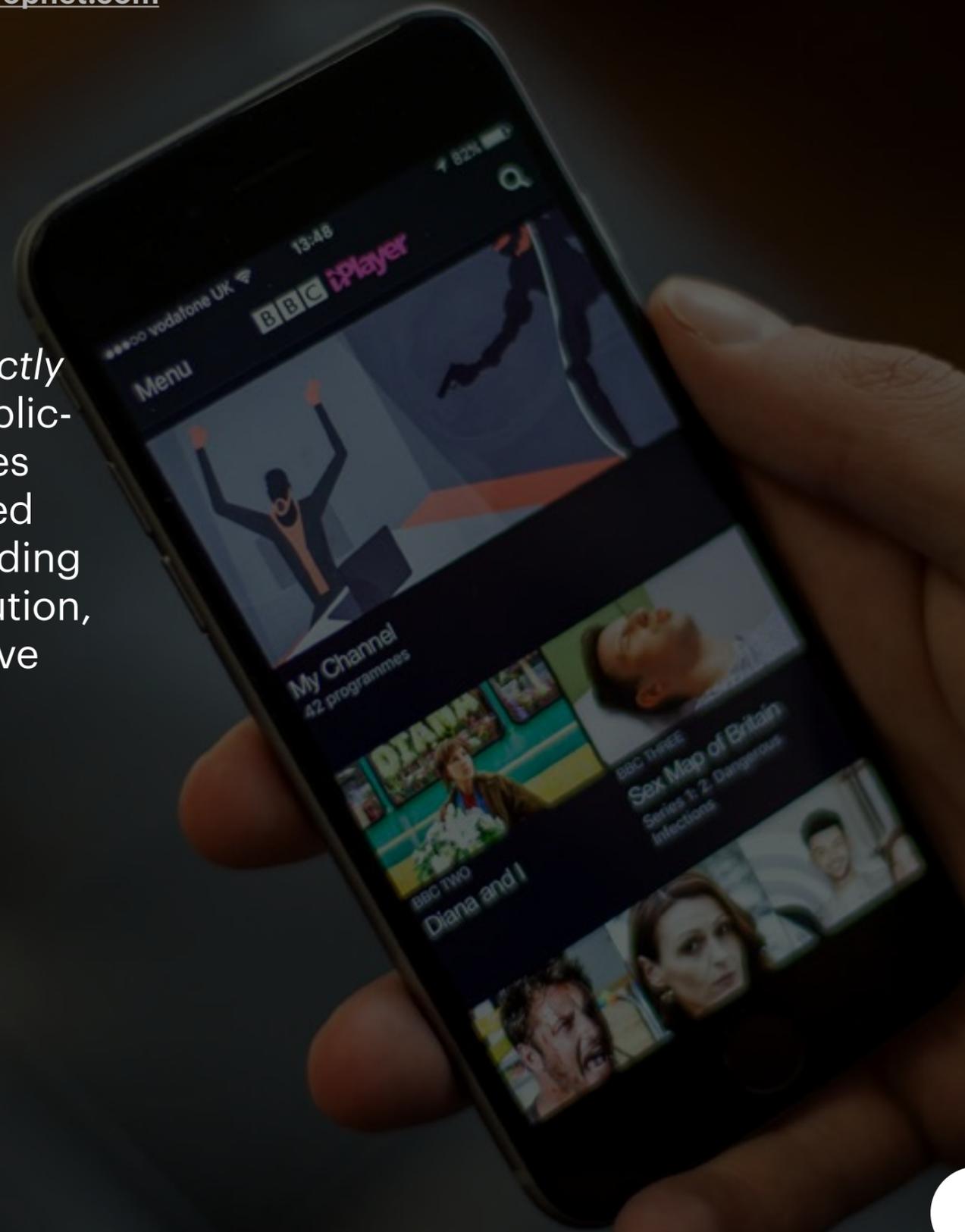
PERVASIVELY INNOVATIVE



40 BBC

Strong and stable

With highly-rated shows like *Call the Midwife*, *Sherlock*, *Planet Earth II*, *Strictly Come Dancing* and *Top Gear*, this public-service broadcast earns its best scores for is “available when and where I need it.” The BBC iPlayer gets credit for leading the way in the online television revolution, even as Amazon Prime and Netflix have come nipping at its heels.



4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

Work with Prophet on strategies to make your brand more relevant

Help me get ranked!

41 COMPARE THE MARKET.COM

Does the hard work for you

Since launching in 2006, this price-comparison tool has not only made shopping for insurance and utilities faster and easier, it has also given the consumer greater agency over their finances than ever before. Whilst its aristocratic and highly amusing meerkat, Orlov, has given the company a level of brand awareness that their competitors have not managed. Simple.

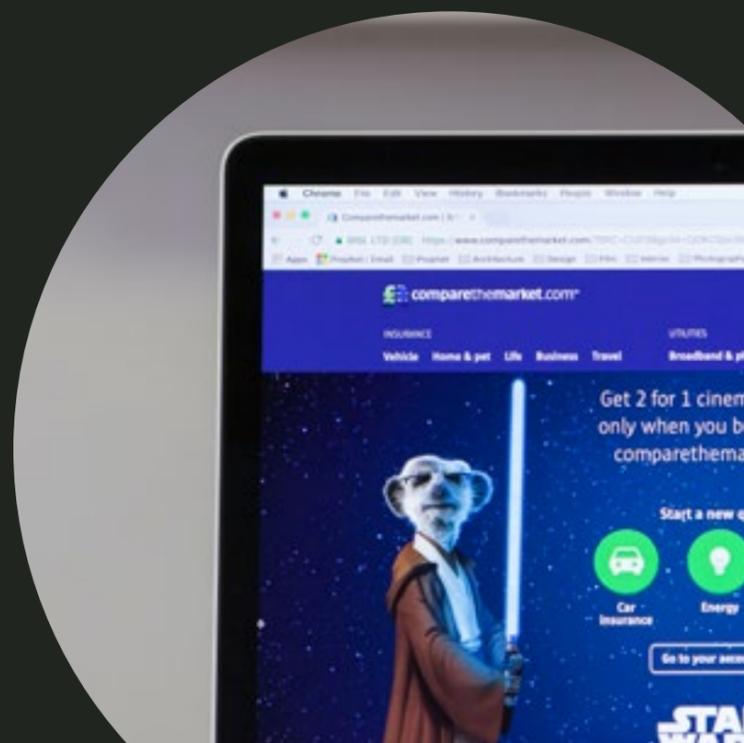
4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE



42 MAYBELLINE

Contemporary colour

From the tattoo brow and matte ink lips, beauty mavens love this brand because it is modern and in touch, delivering the newest cosmetic trends and colours at the best value. Parent L'Oréal says sales in the UK have been outstanding. One of the year's biggest splashes? A #NeverSettle campaign, helping people find the perfect foundation for their complexion and skin tone.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE



43 CONVERSE

The great leveller

Of course, those classic Chuck Taylors and All-Stars are a big part of what put Converse on the relevance map. But this Nike-owned brand never stops stoking the cool machine, reinterpreting them for every generation of teenagers. Its latest coup is called *Public Access*, a TV program with hosts like Maisie Williams and Miley Cyrus, that airs on Twitter. And what could make a brand hipper than a *Stranger Things* connection?



4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

44 VISA

Cash is awkward

Visa is on a mission to win over Millennials who think plastic is passé and use their phone for everything. It knows two-thirds of the UK have used their mobile device to make a contactless payment, and it is doing its best to extend its relevance in a digital age, including adding Samsung Pay and expanding Visa checkout.



4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

45 CADBURY

Top of the chocs

Rising five places to break into the top 50, the first name in British confectionary is powered by creative advertising and customer obsession, especially on the key metric of “makes me happy.” From the London Creme Egg Pop-Up café to chocolate fortune booths, the Cadbury brand consistently engages consumers and brand fans with immersive spectacles. Cadbury Dairy Milk may be its biggest selling bar, but it’s constantly bringing out new edition Medleys to keep the offering interesting, whilst also resurrecting some old favourites like the Dairy Milk Tiffin.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

46 PANASONIC

Machines for our lives

Panasonic makes products people say are dependable. Whether they’re gleaming and expensive electronics – like TVs, voice-activated speakers and turntables (yep, they’re back), or grooming gadgets, such as skin steamers and moustache groomers – it’s a company that never stops innovating. Smart-home products, like sophisticated cameras that let people check in on kids, pets and potential problems, demonstrate Panasonic’s finger is firmly on the boundary-pushing pulse.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

47 MONEY SUPERMARKET

Making the most of your money

One of the highest rated brands on “has a purpose I believe in,” Money SuperMarket has a mission everybody can get behind: It finds you the best deals on insurance, banking, travel and energy, and saves you money too. Transparency around its business model sets people at ease and its ever-zanier advertisements keep consumers safe in the knowledge that the savings it finds them are epic.

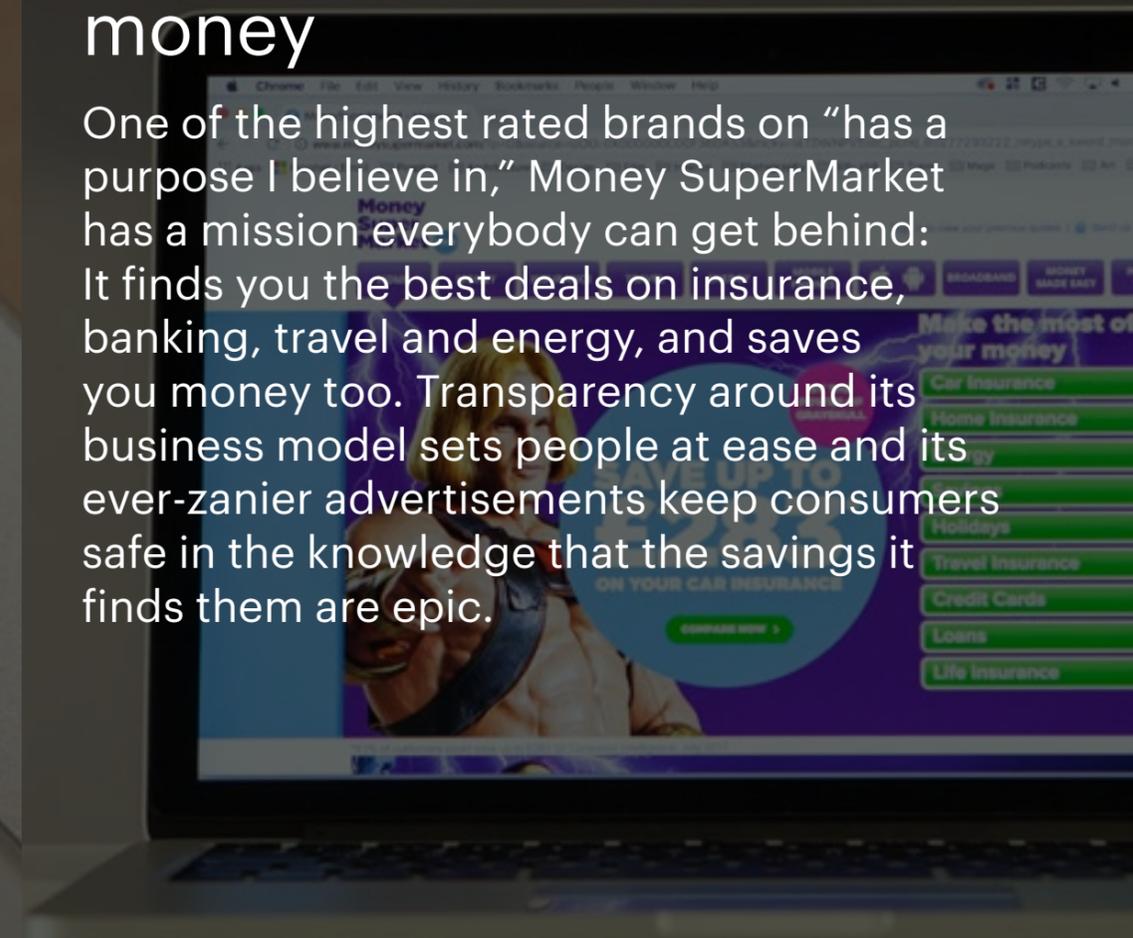
4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE



Panasonic
EW6011

48 ELECTRONIC ARTS

The battlefield brand

Electronic Arts, known for franchises like *Madden* and *The Sims*, is continuing its hold on British gamers. Both the country's No. 1 selling game (*FIFA 17*) and No. 3 (*Battlefield 1*) are EA titles and worldwide EA has 300 million registered users. Fans are simply itching to get their hands on *Star Wars: Battlefront II*, the sequel to the 2015 action title. Why hello, Darth Maul. We've missed you.

4 BRAND PRINCIPLES:

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RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE



49 VIRGIN ATLANTIC

The modern airline

Flying can so often be fraught with hassles and bad experiences that airlines are too busy dodging complaints to achieve brand relevance. Virgin is the only carrier to make our Top 50 because consumers rate it as modern, in touch with their travel needs and trustworthy. A longtime leader for its innovations in cabins and customer service, the big news now is that it is joining the network of Delta, Air France and KLM, greatly extending its routes.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE



50 DOVE

Rethinking beauty

Dove's fans love its commitment to redefining beauty by challenging stereotypes and celebrating what makes women unique, making beauty a source of confidence, not anxiety. Despite years of viral successes, it still manages to keep the conversation current, like the latest #MyBeautyMySay. Added to this are the meaningful partnerships, like Girlguiding, to ensure that the next generation grow up enjoying a positive relationship with their appearance too.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

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DOMINANT THEMES

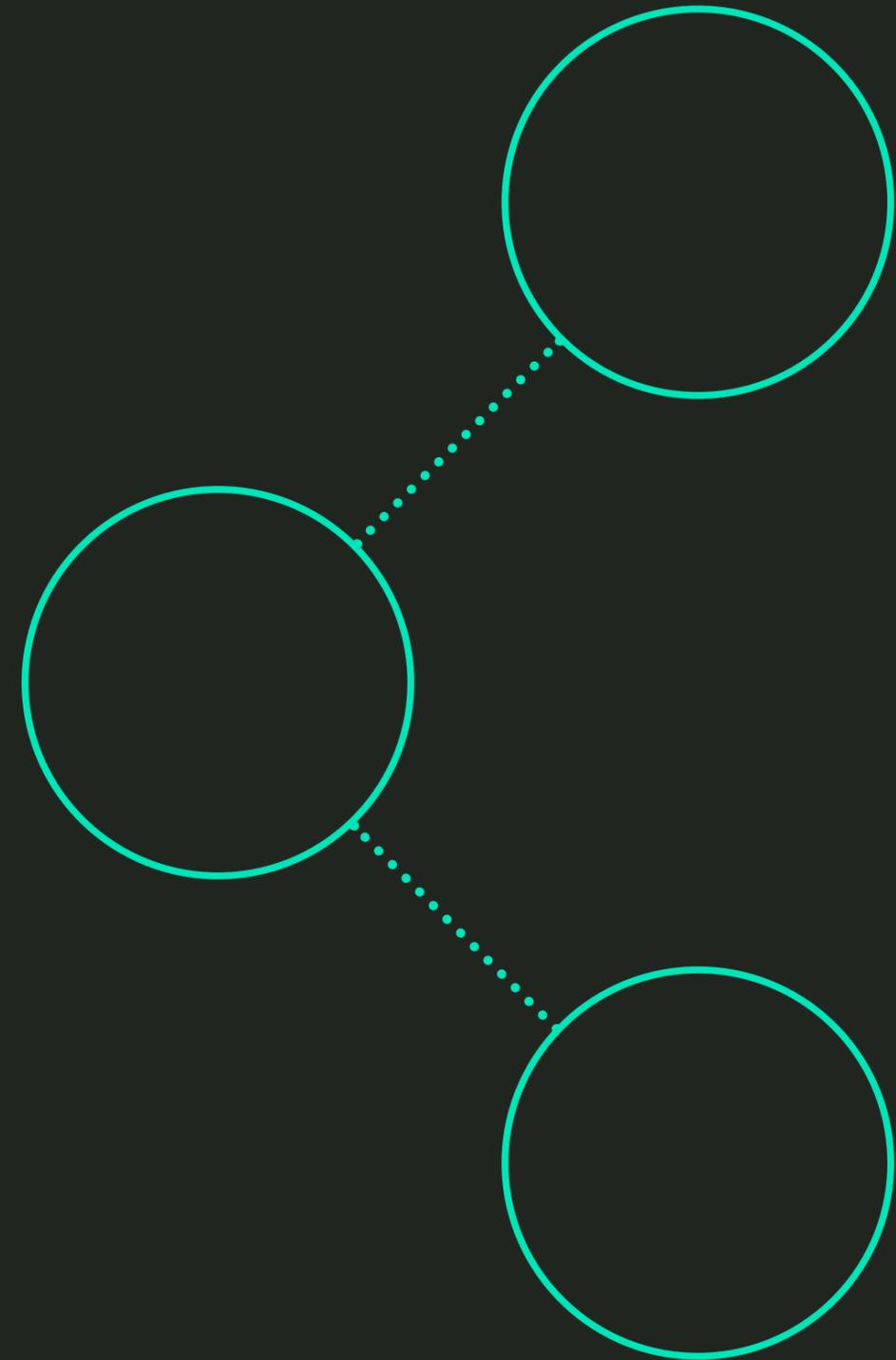


This year's Index has surfaced five dominant themes that we believe have an influence on brand relevance.

1. SMART AND SYNCED

Always-on consumers need always-on brands to keep them connected.

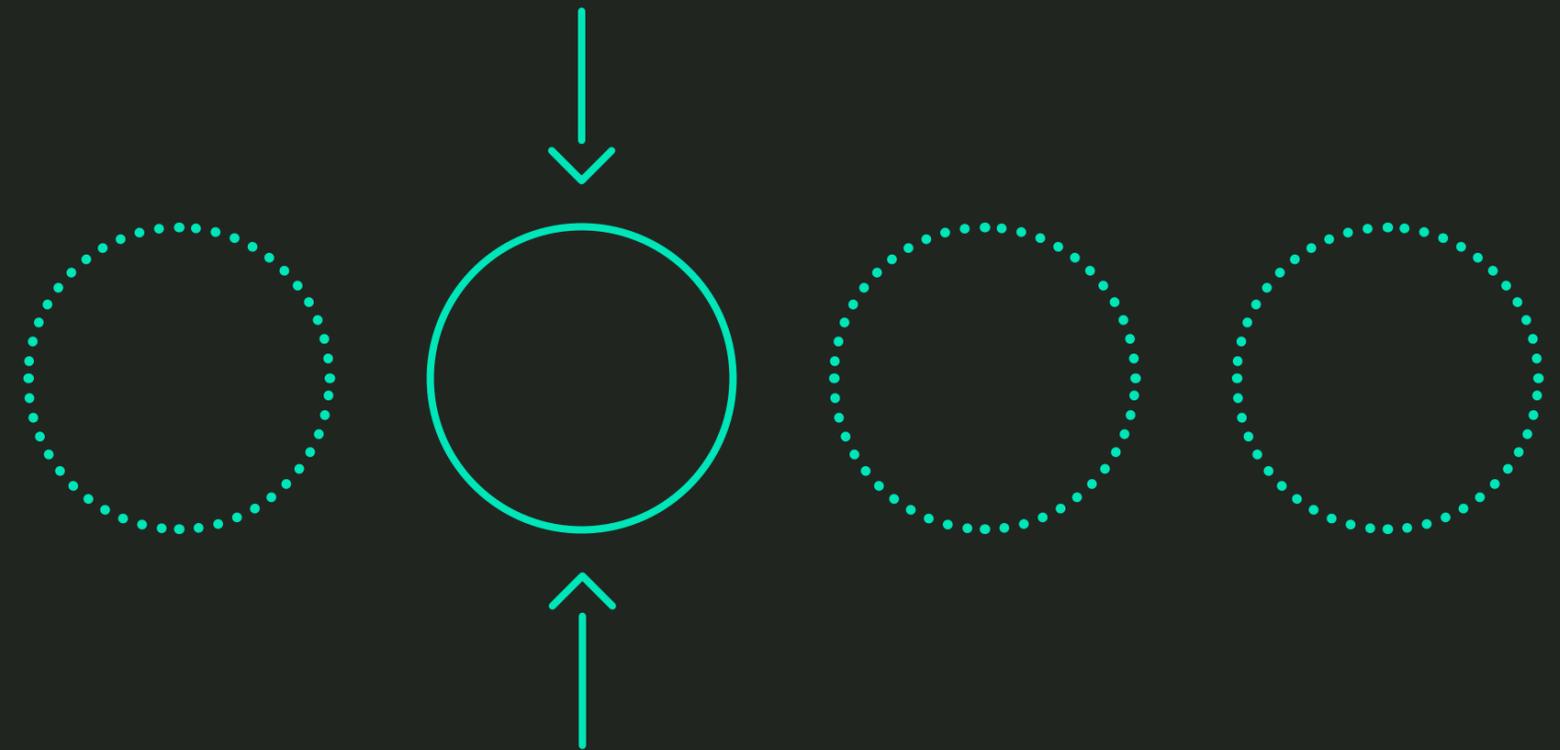
Moving seamlessly between devices and channels, from Apple (#1) smartwatches and Android (#3) tablets to Samsung (#17) Wi-Fi enabled refrigerators, relevant brands today are finding technology-enabled ways to support today's constantly connected consumer. Smartphones, in particular, are integral to the fabric of our lives and our indispensable ally. With multiple connected devices, consumers are now always addressable and the expectation is on brands to be proactive, responsive and relevant to their needs at that moment.



2. THE NEW PERSONALISATION PARADIGM

Personalisation extends to much more than just welcoming back a returning customer.

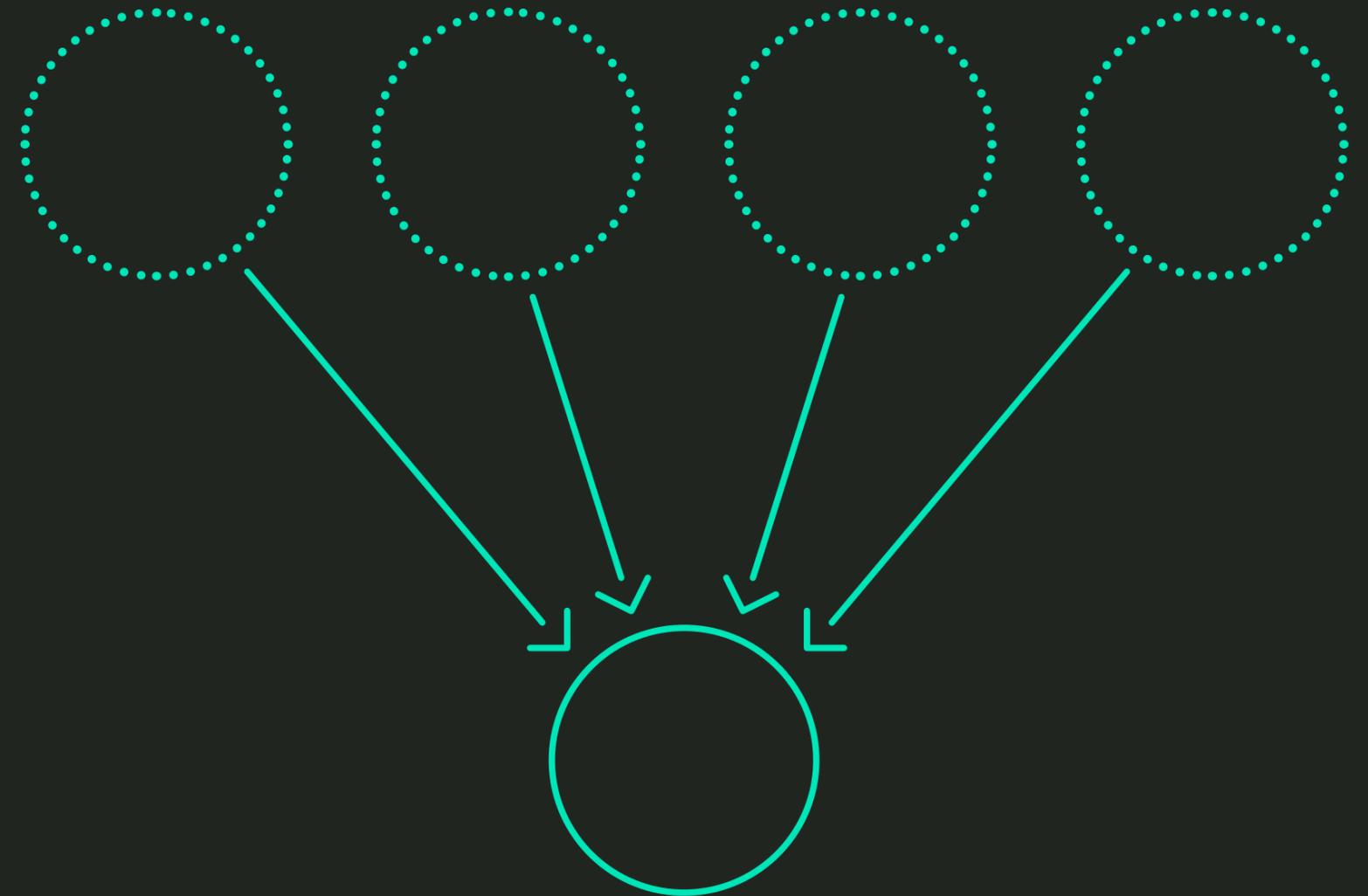
Consumers have high expectations. We know we're being tracked so expect relevant products, valuable services and personalised communications that understand and anticipate. Netflix (#6) is excelling in providing users with tailored content based on collected data and user profiles and Spotify (#5) is renowned for its personalised 'Discover Weekly' playlists and 'Now' section, which makes suggestions based on time of day. The most relevant brands are the ones that know their customers the best.



3. IT'S THE SIMPLE THINGS

Overwhelmed by information, bombarded across every channel, faced with all this clutter, consumers crave simplicity.

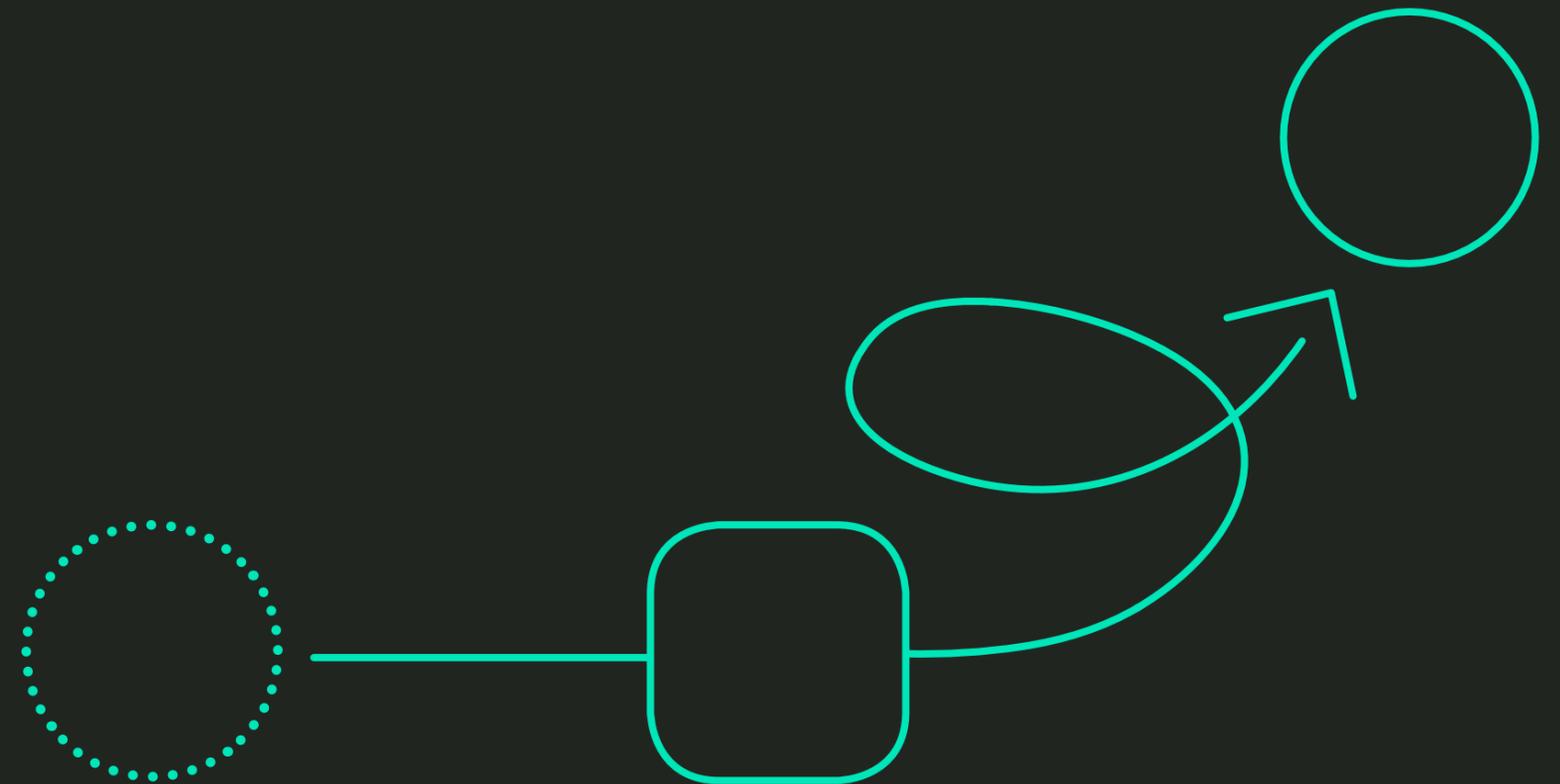
The flight to simplicity is a well-established consumer reaction to periods of social and economic flux. Those brands removing friction and delivering clear, useful and simple experiences are benefitting, from Paypal's (#24) straightforward money transfer to the time-saving offered by JustEat (#34). Whilst brands investing in expanding their proposition risk giving us more ways to consume things and creating added complexity. Don't become a jack of all trades, master of none.



4. EXPRESS YOURSELF

Brands offering platforms for participative, shareable experiences that let people express their individuality are more relevant than ever.

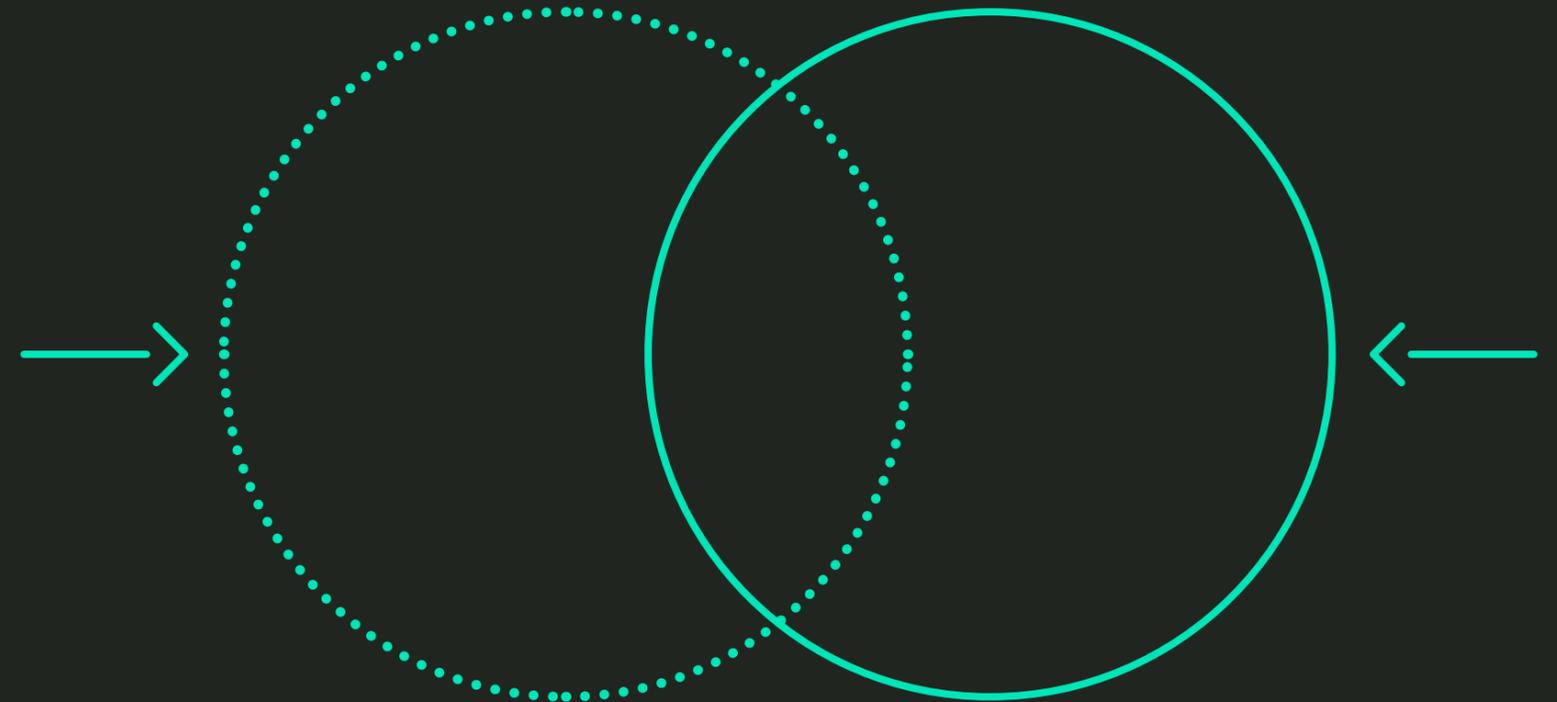
The preference now is on gathering and interpreting information through sight. Pinterest (#19), Instagram (#38) and YouTube (#23) all appeal to this visual nature and have become the go-to vehicles through which people curate their personal brands and offer a means of easy escapism from the confines of the everyday: collecting and sharing, commenting and engaging. Less of a trend, more of a necessity, people want an outlet from the frictions and uncertainties of the here and now.



5. CLICKS AND BRICKS

Bridging the gap between online and offline will be a key differentiator for retailers in the coming years.

No longer separate worlds, when it comes to building a cohesive and relevant brand experience, it's those who are blending online and physical interactions that are successfully solidifying a reputation as an ecosystem for convenience, speed and value. Recent omni-channel efforts by Amazon (#10) – Amazon Prime, Echo and Dash – have made the shopping experience for users easier than ever whilst also helping to restore the balance between our digital and physical lives. It's working the other way around too, LEGO (#4) successfully ventured into the digital sphere with its introduction of LEGO Life, a social network for kids to share their creations.



INDUSTRY LEADERS

Companies that rose to the top within each of their industries have a lot to teach us about how to be relentlessly relevant as consumer preferences change and expectations rise.

Airlines



1st	Virgin Atlantic	#49
2nd	British Airways	#56
3rd	Easyjet	#144
4th	Norwegian Airlines	#160
5th	Lufthansa	#210

Apparel



CONVERSE

1st	Converse	#43
2nd	ASOS	#54
3rd	The North Face	#55
4th	New look	#70
5th	Next	#85

Apparel (Sports)



adidas

1st	Adidas	#25
2nd	Nike	#28
3rd	Puma	#128
4th	JD Sports	#129
5th	Reebok	#133

Automotive



1st	BMW	#57
2nd	Audi	#58
3rd	Ford	#60
4th	Mercedes-Benz	#102
5th	Volkswagen	#112

Beauty



LUSH FRESH
HANDMADE
COSMETICS

1st	Lush	#08
2nd	Clinique	#27
3rd	Boots No7	#31
4th	The Body Shop	#33
5th	Maybelline	#42

Beverages



1st	Alpro	#66
2nd	Twinings	#82
3rd	Innocent	#83
4th	Yorkshire Tea	#87
5th	Tetley	#89

Consumer Electronics



1st	Dyson	#7
2nd	Sony	#16
3rd	Bose	#35
4th	Panasonic	#46
5th	Sonos	#52

Durable Goods



1st	Bosch	#26
2nd	Miele	#77
3rd	Nespresso	#113
4th	Hotpoint	#142
5th	AEG	#190

Electronics & Gaming



1st	PlayStation	#9
2nd	Xbox	#11
3rd	Nintendo	#13
4th	Electronic Arts	#48

Financial Data Services



1st	PayPal	#24
2nd	Visa	#44
3rd	MasterCard	#105
4th	American Express	#135

Consumer Food Products



1st	Cadbury	#45
2nd	Heinz	#96
3rd	Kellogg's	#103
4th	Quaker	#104
5th	Walkers	#120

Grocery & Drug Stores



1st	Aldi	#74
2nd	Lidl	#78
3rd	Waitrose	#79
4th	Boots	#86
5th	Asda	#100

Household & Personal



1st	L'Oreal	#29
2nd	Dove	#50
3rd	Nivea	#51
4th	Gillette	#59
5th	Sensodyne	#61

Insurance (Life and Health)



1st	Bupa	#97
2nd	VitalityHealth (formerly PruHealth)	#193
3rd	Saga	#207
4th	Prudential	#222

Media



1st	Netflix	#6
2nd	Disney	#15
3rd	Pixar	#18
4th	Sky	#39
5th	BBC	#40

Insurance (Property & Casualty)



1st	Aviva	#183
2nd	Direct Line	#209
3rd	Legal & General	#211
4th	Axa	#215
5th	More than	#219

Restaurants



1st	Domino's Pizza	#98
2nd	Nando's	#119
3rd	Costa Coffee	#127
4th	Caffe Nero	#143
5th	McDonald's	#152

Retail



1st	Amazon	#10
2nd	John Lewis	#21
3rd	eBay	#32
4th	IKEA	#37
5th	Marks & Spencer	#76

Retail Banking & Investments



1st	Nationwide	#53
2nd	Santander	#111
3rd	Halifax	#138
4th	Natwest	#139
5th	Barclays	#157

Social Media & Internet Services



1st	Google	#02
2nd	Spotify	#05
3rd	WhatsApp	#12
4th	Pinterest	#19
5th	YouTube	#23

Technology Endpoints & Software



1st	Apple	#01
2nd	Android	#03
3rd	Samsung	#17
4th	Microsoft	#22
5th	Intel	#30

Telecommunications



1st	Giff Gaff	#64
2nd	O2	#68
3rd	EE	#115
4th	Three Mobile	#131
5th	BT	#162

Toys



1st	LEGO	#04
2nd	Fisher Price	#36
3rd	Mattel	#153

METHODOLOGY



Why did we do this?

Our clients have often asked for our perspective on the value of the existing brand rankings. And while there are several other brand lists and rankings out there today, none speak directly to consumers to find out which brands are the most indispensable to their lives – the ones consumers simply cannot imagine living without.

We created the BRI to help business and brand leaders measure the relevance of their brands, and provide them with ways to improve it.

COMMON QUESTIONS

How were the included companies selected?

Companies from all industries that contribute materially to UK household spend were included in the study. Their contribution to household spend was sourced from the Office for National Statistics' 2016 Family Spending Report (UK). In some instances, smaller companies that have been driving change in these industries were also included given their significant traction with consumers.

How many brands were rated?

240 brands were rated in total. Brands not included were those in the tobacco and firearms categories and companies engaged solely or primarily in business-to-business (B2B) categories.

What does it mean for a brand to be relevant?

At Prophet, we believe that the strongest brands are relentlessly relevant, and they do four things well – first, they're customer obsessed. Everything they invest in, create, and bring to market is designed to meet important needs in peoples' lives. Second, they're pervasively innovative. They don't rest on their laurels, even as industry leaders – they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs. Third, they're ruthlessly pragmatic.

They make sure their products are available where and when customers need them, deliver consistent experiences, and just make life that much easier for people. And, finally, they're distinctively inspired. They've made emotional connections, earned trust and often exist to fulfill a larger purpose.

Does the study build upon Dave Aaker's IP and points of view on relevance?

Yes, of all the characteristics of a brand, the one that is most necessary for its success is relevance. Dave Aaker's core point that brands have to create new subcategories and dominate them to the extent that no other alternatives are even considered is central to the idea of relevance. And it's central to our definition of a relevant brand.

LET'S TALK

Want to learn how Prophet can help you unlock growth by building a relentlessly relevant brand?

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SEE HOW BRANDS IN GERMANY STACKED UP

01 	02 	03 	04 	05 	06 	07 	08 	09 	10 
11 	12 	13 	14 	15 	16 	17 	18 	19 	20 
21 	22 	23 	24 	25 	26 	27 	28 	29 	30 
31 	32 	33 	34 	35 	36 	37 	38 	39 	40 
41  Mercedes-Benz	42 	43 	44 	45 	46 	47 	48 	49 	50 

SEE HOW BRANDS IN CHINA STACKED UP

01  支付宝 ALIPAY	02 	03 android	04  IKEA	05 	06  NIKE	07 ESTÉE LAUDER	08 	09  Marriott	10 
11  W HOTELS	12  HUAWEI	13  intel	14 mobike	15  FOUR SEASONS	16  UnionPay 银联	17 	18 天猫 Tmall.com	19  Microsoft	20  adidas
21 	22  PHILIPS	23 	24 vivo	25  SHANGRI-LA HOTELS and RESORTS	26 	27 	28 	29  BLIZZARD ENTERTAINMENT	30 
31 Vanguard* 华润万家	32  NetEase Games	33 Haier	34 GRAND HYATT	35 淘宝网 Taobao.com	36 VISA	37 LANCÔME PARIS	38 Baidu 百度	39 oppo	40 美团 meituan.com
41  大众点评 dianping.com	42 Disney	43  Mercedes-Benz	44  Tencent Games	45  airbnb 爱彼迎	46  XBOX	47 PARK HYATT®	48 SONY	49 H&M	50  招商银行 CHINA MERCHANTS BANK

SEE HOW BRANDS IN THE U.S. STACKED UP

01 	02 Google	03 amazon	04 NETFLIX	05 	06 android	07  Spotify	08 PIXAR	09 Disney	10 SAMSUNG
11 	12 pandora	13 YouTube	14 	15 KEURIG	16 KitchenAid	17 	18  PayPal	19  fitbit	20 SONY
21 	22  Microsoft	23 	24 Fisher-Price	25  TOYOTA	26 	27 Crest	28 Dove	29 Tide	30 
31 	32 COSTCO WHOLESALE	33  HONDA	34 	35  waze	36 BAND-AID	37 	38 Southwest	39 HERSHEY'S	40  XBOX
41 Johnson & Johnson	42 MARVEL	43 	44 BLIZZARD ENTERTAINMENT	45 Etsy	46 adidas	47  UNDER ARMOUR	48 HBO HOME BOX OFFICE	49 Nintendo	50 

Prophet is a consultancy that helps clients find better ways to grow by focusing on three important areas: creating relevant brand and customer experiences, driving accelerated growth strategies and leveraging digital as a transformative force in their business.

[Brand & Experience >](#)

[Digital Transformation >](#)

[Growth Acceleration >](#)

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