



Press Release

22nd March 2010

BRITISH BRANDS GROUP WELCOMES REPORT FROM “BRANDING IN A MODERN ECONOMY” CONFERENCE

A report detailing the vital role of brands to the creation of wealth and jobs in the UK and how they can contribute to the UK's global competitiveness has been warmly welcomed by the British Brands Group.

The report, published today, follows a conference in November hosted by the Intellectual Property Office in partnership with the CBI and British Brands Group. The first of its kind, it created an important dialogue between Government and industry on the value of branding to the UK economy.

The report, which contains a number of outputs for further work, concludes that brands are a key driver for the UK's emergence from recession and that British brands positively influence the country's reputation internationally, increasing accessibility to markets for business and improving export performance. It calls on Government to pursue policies that will maximise the potential of the UK's established brands and encourage the development of new and emerging brands.

Commenting on the report, John Noble, Director of the British Brands Group said:

“Although the value of branding to many companies is known to be in excess of 50% of their market value, it has been difficult to assess their value to the UK economy. Companies spend over £32 billion a year on branding, which accounts for 12% of all intangible investment and around one million people are employed in creating and building brands (4% of all those employed).

“Currently, only four UK brands feature in the global top one hundred brands, but there are no measures on how the UK is performing in terms of smaller companies developing and sustaining powerful brands.”

He concluded: “The Government should be applauded for placing the spotlight on the role of branding in the UK economy and taking the lead in assessing how this contribution may be leveraged. We see this is the start of a concerted dialogue between Government and industry to ensure that the UK is a strong market in which to create, sustain and build world-class brands.”

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NOTES TO EDITORS

1. Copies of the report are available from www.ipo.gov.uk/pro-types/pro-tm/t-policy/t-policy-branding.htm
2. Westminster Business School undertook the first study into the value of branding in the UK economy. Commissioned by the British Brands Group in 2008, a summary of and link to the study can be found at www.britishbrandsgroup.org.uk/pages/the-value-of-brands.
3. Interbrand with Business Week publish a ranking of the top 100 global brands. In the 2009 ranking, the four British brands featured were HSBC (32nd), BP (83rd), Smirnoff (84th) and Burberry (98th).
4. The British Brands Group was founded in 1994 as a non-profit-making membership organisation. It speaks on behalf of brand manufacturers and seeks to deepen understanding of how brands benefit consumers, society and the economy through the provision of choice, value for money and innovation.

It represents its members collectively when commercial and regulatory issues threaten the ability of brands to deliver value and to be a positive force in society. It also provides the prime forum for its members on brand-related issues.

The British Brands Group is part of a global network of similar brand associations, and is the UK representative of AIM, the European Brands Association, based in Brussels.

For more information and further background briefings on this subject please visit the British Brands Group website: www.britishbrandsgroup.org.uk

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