



Brands – crucial to the UK economy and constituencies

A major force in the UK economy

- Around 1 million people are employed in the creation and management of brands

This represents 4% of all those employed

- £32.55 billion is invested by companies annually in their brands

This is 2.3% of GDP and equal to total expenditure on scientific R&D and computer software combined

- Branding represents an investment in the UK economy of £15.85 billion

This is 12% of all intangible investment and 6% of ALL investment in the UK economy

Source: Westminster Business School, 2008

Providing diverse jobs in constituencies across the country

Many skills and disciplines are involved in bringing brands to consumers. Here are just some.



Market researchers

Market researchers such as here at ICI help gain insights, through techniques such as focus groups, diaries, home visits and accompanied shopping, that lead to the development of products that make a real impact on consumers' lives.



Scientists and technicians

Scientists and technicians ensure products perform to the highest standards, time and again, building the brand's reputation. The work of this scientist at WALTHAM Centre for Pet Nutrition in Leicestershire underpins the performance of such famous petfoods as Pedigree, Cesar, Sheba and Whiskas.



Packaging and other third party suppliers

Branded products sustain thousands of jobs indirectly, relying on third party suppliers to provide ingredients, materials and support services. Packaging for example provides protection, communication and distinctiveness, as in this presentation box for Pure & Clear skincare products from Nelsons.



Warehousing, transport and logistics

Jobs in the supply chain ensure brands are available to consumers when and where they want them. The skills of the many thousands who work in logistics focus on reliable delivery, efficiency and reducing environmental impact.



Retailing jobs

Consumers' love of brands sustains many thousands of jobs in retailing, from large superstores such as Tesco and B&Q to specialist retailers such as Boots and Robert Dyas. Retail support is also an important source of jobs, for example this merchandiser for Schwartz spices.



Consumer service

Brands' commitment continues long after the product is sold. People working in consumer care, such as on this Pedigree Careline in Waltham-on-the-Wolds, Leicestershire, help advise on how best to use products and to care for pets.



Manufacturing jobs

SSL International's site in Peterlee, County Durham, employs 320 people making Scholl footcare, Syndol, Paramol, Full Marks, Meltus and Remegel OTC medicine products, among many others. This Production Manager is a science graduate who in 7 years, including maternity leave, has progressed from laboratory analyst to managing 70 people. After £50k investment and 3 years study she will achieve Qualified Person (QP) status next year.



Quality controllers

Brand reputation depends on consistency, so maintaining quality standards for each individual product that carries the brand's trade mark is crucial. Here a quality controller keeps a sharp watch to ensure every single Mars bar delivers consistently for the consumer.

The voice for brands

