

A FORCE BEHIND THE UK'S
EXPORT-LED GROWTH



BRANDS

THE FORCE THAT IS BRANDS

BRANDS AND BRANDING ARE A POWERFUL,
YET LARGELY UNACKNOWLEDGED, FORCE
DRIVING UK EXPORTS AND GROWTH.



Brands – a powerful force for export-led growth

• STANDING OUT FROM THE CROWD

Branding creates points of distinction and differentiation, giving products prominence in international markets.

• HIGH PERFORMANCE

'Attractiveness of their own brand' is a top strategy for high-performing companies developing new markets (Ernst & Young).

• NATIONAL AND REGIONAL STRENGTH

Brand-driven exports are not confined to businesses in the south-east. Scotch whisky exports were worth £4.27 billion last year.

• HELPING SMALLER COMPANIES GROW

Branding boosts companies of all sizes. Tyrells crisps now serves markets from North America to Thailand.

• WORLD CLASS CREATIVE INDUSTRIES

The UK possesses world class advertising, branding and design agencies, themselves accounting for exports of over £2 billion.

• BUILDING THE UK'S REPUTATION

Great British brands such as Rolls Royce and Burberry contribute to the brand of the UK, creating a halo effect.

• PROVEN EXPORT PERFORMANCE

Studies confirm that branding is a key determinant of export performance.

BRANDS RELY ON INTELLECTUAL PROPERTY RIGHTS TO EXIST AND THRIVE

Trade marks, designs and copyright protect the distinctive character of individual products and services, allowing consumers to distinguish between them and to make informed choices.

Patents protect investments in R&D and innovation that sustain brand quality and superior performance, delivering better products and services to consumers.

The law of passing off helps prevent consumers being confused between different offers and supports investment in distinctive reputations.

Trade secrets support collaborative working on new products and services.

Brands – how they may be a stronger force in the UK

The CBI calls on the UK to develop a clear brand that exporters can leverage to their advantage.

Meanwhile the British Brands Group calls for brands and branding to be considered in government policy. Any policy that weakens intellectual property rights requires particularly close and careful scrutiny.

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