

**BEHIND THE FACE
OF THE UK ECONOMY
IS A POWERFUL
HIDDEN FORCE...**



...BRANDS.

BRANDING IS A POWERFUL, YET LARGELY UNRECOGNISED, FORCE IN THE UK ECONOMY.

BRANDS REASSURE CONSUMERS, COMMERCIALISE INNOVATION, GROW MARKETS AND ENHANCE UK COMPETITIVENESS ABROAD.

BRANDING REQUIRES POSITIVE CONSIDERATION IN GOVERNMENT POLICY TO THRIVE.

Brands – a powerful force in the economy

• CONFIDENT CONSUMERS

Brands reassure consumers, in both traditional and digital markets. People have confidence in the brand.

• STRONGER COMPETITION

Brands compete on the basis of quality, price and reputation, as opposed to commodities which compete purely on price.

• MORE INNOVATION

Branding acts as a catalyst for innovation and, through communication, helps commercialise R&D and innovation faster than would otherwise be possible.

• RELEVANT TO SMES

Well-known brands started as SMEs. Dyson, Green & Black's, Virgin and Innocent all built their reputations from scratch.

• ECONOMIC GROWTH

Branding is closely associated with economic growth, with consumer insights and investment in innovation and reputation creating new, and growing existing, markets.

• OVERSEAS COMPETITIVENESS

Brands strengthen export performance, with the likes of Rolls Royce, Burberry, Mulberry and Johnnie Walker creating a halo effect for other UK products.

• RESPONSIBLE BUSINESS

Companies with reputations invest in responsible ways of doing business that make a positive contribution to society.

BRANDS DEPEND ON INTELLECTUAL PROPERTY RIGHTS

Trade marks, designs and copyright protect the distinctive character of individual products and services, allowing consumers to distinguish one from another and 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 and supports investment in distinctive reputations.

Trade secrets support collaborative working on new products and services and the bringing of these to market.

How brands could do more for the UK

For the UK to be a world class market in which to create and build brands, positive consideration is needed in Government policy. Close scrutiny of the impact of current and proposed regulations on branding and a formal assessment of current policies that inhibit brand building are good places to start.

FOR BRANDING TO CONTRIBUTE FULLY TO THE UK ECONOMY, IT NEEDS POSITIVE CONSIDERATION IN GOVERNMENT POLICY

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