THERE IS A STRONG FORCE BEHIND UK INNOVATION & GROWTH

BRANDS
THE FORCE THAT IS 

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BRANDS AND BRANDING ARE A POWERFUL YET LARGELY UNACKNOWLEDGED FORCE DRIVING INNOVATION FOR CONSUMERS AND GROWTH IN THE ECONOMY.

• CATALYSTS FOR INNOVATION
  Brands have promises to deliver and reputations to sustain and build. Branded companies must innovate continually to remain consumers’ preferred choice.

• INNOVATION PERFORMERS
  Brands account for two thirds of all new grocery products, while 23% of these innovations are major innovations

• BIG INVESTORS IN R&D
  The top European branded consumer product companies invest some €14 billion in R&D annually. Were they a country, they would rank fifth in the EU for R&D investment.
  There is a direct link between investment in R&D and brands.
  Companies that invest more in innovation invest more in brands.

• INNOVATION EFFICIENT
  £1 invested in R&D in the branded sector delivers almost twice as much added value as the same amount invested in the non-branded sector.
  A trusted brand can extend credibly into new products and markets and will find take-up by consumers easier.

Studies find a relationship between brands, the trade marks that underpin them and growth. A consumer goods study found the most innovative categories grew by 12% (the least innovative by 2%). Meanwhile companies with trade marks have been found to grow faster.

Furthermore, branded companies are associated with higher levels of employment, higher wages, greater productivity and strong export performance.

BRANDING RELIES ON INTELLECTUAL PROPERTY RIGHTS TO EXIST AND THRIVE

Trade marks, along with 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 between different offers and supports investment in distinctive reputations.

BRANDS – HOW THEY MAY BE A STRONGER FORCE IN THE UK

The Anti-Counterfeiting Group and British Brands Group call on Government to be ambitious, establishing the UK as a world class market in which to create and develop brands, building on our existing strengths.

AREAS FOR ACTION

• Positive consideration of brands in Government policy
• Sustain and build the UK’s reputation for an effective IP system
• A more effective framework to prevent and stop the huge social and economic damage caused by fakes
• Better safeguards against free riding off brand reputations

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Sources: 
1 Europanel, from an analysis of 7 European countries over 4 years
2 AIM (European Brands Association) and Eurostat
3 WIPO
4 PIMS
5 Europe Economics
6 EUIPO and European Patent Office