

**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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