



# Press Release

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## Brands – the power behind export-led growth

On World IP Day (26<sup>th</sup> April 2012), the British Brands Group places the focus on brands as a powerful force behind the UK's international competitiveness. In a communication to Members of Parliament, it calls on Government to consider brands more explicitly in policy and to ensure a robust IP framework

The British Brands Group's World Intellectual Property (IP) Day communication to parliamentarians highlights key ways in which brands drive export-led growth :

- brands help UK products stand out from the crowd in international markets;
- top-performing exporters recognise the importance of branding in their strategies;
- branding helps companies perform, irrespective of size and UK location;
- the UK's advertising and marketing agencies themselves contribute £2billion to exports;
- great British brands help build the UK's reputation abroad, creating a halo effect.

Brands rely on IP rights to exist thrive. Trade marks, designs and copyright help protect the distinctive character of individual products while patents protect investment in R&D and innovation.

For branding to be a stronger force in the economy, the Group calls on Government to consider branding more explicitly in policy. Any policy that seeks to weaken the effects of intellectual property rights requires particularly close and careful scrutiny. It also echoes the CBI in calling for the UK to develop a clear brand proposition of its own to support exports.

John Noble, Director of the British Brands Group, said, "Brands are such a powerful force in the economy and intellectual property rights are a fundamental ingredient in their success. Why invest in your reputation and the ever-improving performance of your products if you can't convey your distinctiveness and points of difference to consumers? We call on Government to give due weight to the role of brands and intellectual property in policy, in the interest of our future prosperity."

The communication to MPs "Brands- a force behind the UK's export-led growth" is also available on the Group's [website](#).

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## NOTES TO EDITORS

1. A study was undertaken by Westminster Business School for the British Brands Group on the value of brands to the UK economy. A summary of this study can be found [here](#).
2. In July 2011 the UK IPO published a [study](#), "*Trade mark incentives*", on the association between trade marks and productivity, employment, wages, consumer welfare and growth.
3. For World IP Day in 2012, the Group focused on brands as a [hidden force](#) in the UK economy.
4. The British Brands Group was founded in 1994 as a non-profit-making membership organisation. It speaks on behalf of brand manufacturers and seeks to deepen understanding of how brands benefit consumers, society and the economy through the provision of choice, value for money and innovation.

It represents its members collectively when commercial and regulatory issues threaten the ability of brands to deliver value and to be a positive force in society. It also provides the prime forum for its members on brand-related issues.

The British Brands Group is part of a global network of similar brand associations, and is the UK representative of AIM, the European Brands Association, based in Brussels.

For more information and further background briefings on this subject please visit the British Brands Group website: [www.britishbrandsgroup.org.uk](http://www.britishbrandsgroup.org.uk).

### **For more information, please contact:**

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