

AESOP...
EVERY BRAND HAS A STORY

BRAND STORYTELLING SURVEY 2016



**AT AESOP WE BELIEVE THAT ALL GREAT
BRANDS HAVE A STORY TO TELL.**

This study, now in its fourth year, identifies the UK's top storytelling brands; demonstrating a 'heroic' sense of who they are, what they stand for, and what their ultimate purpose is.

01 THE TOP 20

01	APPLE
02	AMAZON
03	BBC
04	FACEBOOK
05	NATIONAL TRUST
06	YOUTUBE
07	PLAYSTATION
08	MACMILLAN
09	HELP FOR HEROES
10	GOOGLE
11	XBOX
12	TWITTER
13	SKY
14	INSTAGRAM
15	MICROSOFT
16	IKEA
17	BMW
18	EBAY
19	McDONALD'S
20	NETFLIX

02 THE BOTTOM 20

01	APEROL
02	BUTCHERS
03	AQUAFRESH
04	MECCA
05	MENTOS
06	CARLING
07	BETFAIR
08	BLOSSOM HILL
09	GO COMPARE
10	E&J GALLO
11	NPOWER
12	CAMPARI
13	HOTPOINT
14	LENOR
15	WRIGLEY'S
16	E.ON
17	TAMPAX
18	NUROFEN
19	COMFORT
20	ARIEL

03 TOP 10: AS VOTED BY MEN

01	APPLE
02	PLAYSTATION
03	BBC
04	AMAZON
05	XBOX
06	YOUTUBE
07	FACEBOOK
08	NATIONAL TRUST
09	MACMILLAN
10	MICROSOFT

04 TOP 10: AS VOTED BY WOMEN

01	APPLE
02	AMAZON
03	FACEBOOK
04	BBC
05	NATIONAL TRUST
06	IKEA
07	INSTAGRAM
08	YOUTUBE
09	HELP FOR HEROES
10	MACMILLAN

05 TOP 5: RISERS

		UP/DOWN
01	BRITISH GAS	+57 ▲
02	BOOTS	+40 ▲
03	BARCLAY'S	+37 ▲
04	B&Q	+34 ▲
05	RYANAIR	+31 ▲

06 TOP 5: FALLERS

		UP/DOWN
01	VIRGIN ATLANTIC	-32 ▼
02	SANTANDER	-32 ▼
03	BEN & JERRY'S	-31 ▼
04	CANCER RESEARCH	-25 ▼
05	INNOCENT	-21 ▼

07 Brands that have an opinion/are opinionated

01	BBC
02	APPLE
03	NATIONAL TRUST
04	FACEBOOK
05	YOUTUBE
06	TWITTER
07	SKY
08	RYANAIR
09	C4
10	MACMILLAN

08 Brands that have a vision/mission

01	NATIONAL TRUST
02	HELP FOR HEROES
03	MACMILLAN
04	APPLE
05	OXFAM
06	BRITISH HEART FOUNDATION
07	AMAZON
08	CANCER RESEARCH
09	PLAYSTATION
10	BBC

09 The consumer is intrigued to see what they'll do next

01	APPLE
02	AMAZON
03	PLAYSTATION
04	XBOX
05	SAMSUNG
06	INSTAGRAM
07	BBC
08	MICROSOFT
09	YOUTUBE
10	GOOGLE

10 Brands that are authentic

01	NATIONAL TRUST
02	JACK DANIELS
03	GUINNESS
04	WALKERS
05	HEINZ
06	BBC
07	HOVIS
08	WEETABIX
09	TETLEY
10	GREEN & BLACK'S

11 Brands that create their own world

01 FACEBOOK

02 APPLE

03 PLAYSTATION

04 SKY

05 INSTAGRAM

06 YOUTUBE

07 AMAZON

08 XBOX

09 TWITTER

10 GOOGLE

12 Brands that consumers talk to other people about

01 FACEBOOK

02 AMAZON

03 INSTAGRAM

04 EBAY

05 YOUTUBE

06 APPLE

07 BBC

08 NETFLIX

09 TWITTER

10 LIDL

13 Brands that have produced something memorable in the last 12 months

01 APPLE

02 AMAZON

03 WALKERS

04 YOUTUBE

05 McDONALD'S

06 FACEBOOK

07 PLAYSTATION

08 CADBURY

09 JACK DANIELS

10 KFC

14 Brands that the consumer has an emotional response to

01 HELP FOR HEROES

02 MACMILLAN

03 CANCER RESEARCH

04 BRITISH HEART FOUNDATION

05 YOUTUBE

06 NATIONAL TRUST

07 OXFAM

08 BBC

09 AMAZON

10 APPLE

15 Brands with character/ personality

01	APPLE
02	GUINNESS
03	JACK DANIELS
04	IKEA
05	NATIONAL TRUST
06	AMAZON
07	FACEBOOK
08	WALKERS
09	BBC
10	PLAYSTATION

16 Ranking by brand category

01	ELECTRONICS
02	MEDIA/ENTERTAINMENT
03	CHARITIES
04	RESTAURANTS
05	AUTOMOTIVE
06	RETAIL
07	AIRLINES
08	TELECOMS
09	TRAVEL
10	HOUSEHOLD APPLIANCES
11	FOOD/SOFT DRINKS
12	COSMETICS/TOILETRIES
13	HOUSEHOLD
14	ALCOHOL
15	FINANCE
16	GAMING
17	HEALTHCARE
18	PETCARE
19	UTILITIES

17 THE TOP 100 BRANDS 2016

	UP/DOWN	BRAND ARCHETYPE
01 APPLE	—	SUPERMAN / PICASSO/ MERLIN / CAPT.KIRK/ YODA
02 AMAZON	▲	SUPERMAN
03 BBC	▲	CAPT.KIRK / PICASSO/ YODA
04 FACEBOOK	▲	BRIDGET JONES
05 NATIONAL TRUST	▼	ROBIN HOOD
06 YOUTUBE	▲	MERLIN / INDIANA JONES
07 PLAYSTATION	▲	SUPERMAN
08 MACMILLAN	▼	MARIA
09 HELP FOR HEROES	▲	SUPERMAN
10 GOOGLE	▼	YODA
11 XBOX	▼	INDIANA JONES
12 TWITTER	▲	BRIDGET JONES
13 SKY	NE	SUPERMAN
14 INSTAGRAM	NE	BRIDGET JONES
15 MICROSOFT	NE	MERLIN
16 IKEA	▼	PICASSO
17 BMW	▲	SUPERMAN
18 eBAY	▲	ROBIN HOOD
19 McDONALD'S	▲	AMY
20 NETFLIX	▼	INDIANA JONES
21 WALKERS	▲	AMY
22 SAMSUNG	▼	SUPERMAN / CAPT.KIRK
23 JACK DANIELS	—	INDIANA JONES
24 LIDL	▲	ROBIN HOOD
25 DYSON	▼	MERLIN / SUPERMAN

	UP/DOWN	BRAND ARCHETYPE
26 KFC	▲	AMY
27 OXFAM	▼	ROBIN HOOD
28 CADBURY	▼	SNOW WHITE / BRIDGET JONES
29 GUINNESS	▼	INDIANA JONES
30 SONY	▼	SUPERMAN / CAPT.KIRK
31 CANCER RESEARCH	▼	SUPERMAN
32 VIRGIN MEDIA	▼	SUPERMAN
33 BRITISH HEART FOUNDATION	▼	SUPERMAN / MERLIN / MARIA
34 M&S	▼	MARIA
35 TESCO	▲	AMY
36 COCA COLA	▲	AMY
37 NATIONAL LOTTERY	NE	ROBIN HOOD
38 C4	NE	INDIANA JONES
39 ALDI	▼	ROBIN HOOD / AMY
40 JOHN LEWIS	▼	MARIA / PICASSO
41 FEVER TREE	NE	SUPERMAN
42 PREMIER INN	▲	MARIA
43 STELLA ARTOIS	▲	INDIANA JONES
44 ITV	NE	BRIDGET JONES
45 VW	▼	CAPT. KIRK
46 PRINGLES	NE	AMY
47 RYANAIR	▲	SUPERMAN / AMY
48 HEINZ	▲	AMY / MARIA
49 VIRGIN ATLANTIC	▼	INDIANA JONES / SUPERMAN
50 WAITROSE	NE	MARIA

17 THE TOP 100 BRANDS 2016 *continued*

	UP/DOWN	BRAND ARCHETYPE
51 TOYOTA	NE	INDIANA JONES
52 O2	▲	CAPT. KIRK / YODA
53 BRITISH AIRWAYS	▼	SUPERMAN
54 ECOVER	NE	MARIA
55 AUDI	NE	SUPERMAN
56 DOVE	▼	SNOW WHITE
57 BT	NE	YODA
58 BOOTS	▲	BRIDGET JONES / MARIA
59 NATIONWIDE	▼	CAPT. KIRK
60 THREE	NE	MERLIN
61 GALAXY	NE	BRIDGET JONES
62 ARGOS	▲	ROBIN HOOD
63 RED BULL	▼	SUPERMAN
64 SAINSBURY'S	▲	MARIA / BRIDGET JONES
65 GREEN & BLACK'S	NE	BRIDGET JONE'S
66 TRIVAGO	NE	INDIANA JONES
67 FORD	▼	INDIANA JONES
68 BEN & JERRY'S	▼	AMY
69 EASYJET	▼	SUPERMAN
70 INNOCENT	▼	SNOW WHITE
71 HARIBO	NE	SNOW WHITE
72 DUREX	▼	ROMEO
73 TETLEY	▼	MERLIN
74 NINTENDO	▼	YODA
75 THOMSON	▲	INDIANA JONES

	UP/DOWN	BRAND ARCHETYPE
76 KELLOGG'S	▼	MARIA
77 MARMITE	▲	YODA / PICASSO
78 FAIRY	▼	SNOW WHITE
79 THOMAS COOK	▼	INDIANA JONES / CAPT. KIRK
80 NIVEA	▲	SNOW WHITE / MARIA
81 WARBURTONS	NE	MARIA
82 NESCAFE	NE	INDIANA JONES
83 CO-OP	NE	ROBIN HOOD
84 WEETABIX	▼	SUPERMAN
85 ASDA	▲	AMY
86 GILLETTE	▲	SUPERMAN
87 PEPSI	▲	INDIANA JONES
88 VODAFONE	NE	CAPT. KIRK
89 HOVIS	NE	MARIA
90 BRITISH GAS	▲	ROBIN HOOD / YODA
91 MORRISONS	▲	AMY
92 SANTANDER	▼	CAPT. KIRK
93 SMIRNOFF	NE	BRIDGET JONES
94 MALTESERS	NE	BRIDGET JONES / AMY
95 TRAVELODGE	▼	BRIDGET JONES
96 ICELAND	▼	AMY
97 BARCLAY'S	▲	ROBIN HOOD
98 MONEYSUPERMARKET.COM	NE	ROBIN HOOD
99 FELIX	NE	
100 STRONGBOW	NE	