

## Hall & Partners Named a UK Superbrand for Second Consecutive Year

**London, UK 24 February 2014** – Hall & Partners today announced it has been recognized as one of the UK’s leading business-to-business brands in the 2014 list of Business Superbrands for the second consecutive year.

The Superbrand list identifies and pays tribute to the country’s strongest B2B brands. A Superbrand is defined as a business that has established the finest reputation in its field and offers customers significant advantages over its competitors in terms of quality, reliability and distinction. The yearly process, managed by The Centre for Brand Analysis, surveys an expert Council and over 2,000 individual business professionals from across the UK, rating over 1,200 brands.

Hall & Partners Global CEO, Vanella Jackson commented: “We are thrilled to be on the Superbrands list for the second year in a row. At Hall & Partners, we are passionate about brands, and we work with our clients to create meaningful connections with their customers that really matter. We believe it’s important to live and breathe this as a brand ourselves, making this a truly special recognition.”

### **About Hall & Partners**

*Hall & Partners ([www.hallandpartners.com](http://www.hallandpartners.com)) is a leading global research boutique, specializing in brand engagement and communications research. Their innovative Engager® framework provides a new way to measure how people engage with brands and has helped revolutionize the way the advertising industry thinks about brand engagement. Hall & Partners carry out research in over 70 countries, and have offices in Chicago, London, Los Angeles, Melbourne, New York, Seattle, Singapore and Sydney. Hall & Partners is a part of Diversified Agency Service, a division of Omnicom Group Inc.*

### **About Diversified Agency Services**

*Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), manages Omnicom’s holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.*

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## **Notes to Editors: Business Superbrands 2014**

### **What is Superbrands®?**

Superbrands is an annual initiative to identify and celebrate the UK's strongest consumer and B2B brands in Britain. Brands do not apply or pay to be considered for Superbrand status; rather the accolade of Superbrand is awarded after a rigorous and independent selection process (please see below for details). A selection of the strongest brands are featured in a luxurious, hardback format book, available from all good bookshops (RRP £55), [Superbrands.uk.com](http://Superbrands.uk.com) or by contacting 020 7079 3310. You can also stay up-to-date on Superbrands news at the Superbrands Facebook page and [Twitter.com/SuperbrandsUK](https://twitter.com/SuperbrandsUK).

### **Business Superbrands Selection Process – Summary**

The UK's Business Superbrands are chosen by a panel of Experts and 2,000 individual business professionals from across the UK. Brands do not apply or pay to be considered. The business professionals' vote is the culmination of an independent selection process managed by The Centre for Brand Analysis, which considers thousands of brands from over 50 sectors.

### **Business Superbrands Selection Process – Detail**

The annual Business Superbrands survey is independently administered by The Centre for Brand Analysis (TCBA). Brands do not apply or pay to be considered; rather, the selection process is conducted as follows:

- TCBA researchers compile lists of the UK's leading business-to-business brands, drawing on a wide range of sources, from sector reports to blogs to public nominations. From the thousands of brands initially considered a final shortlist is created. For 2014, just over 1,200 brands were shortlisted for Business Superbrands.
- The shortlist is scored by an independent and voluntary Expert Council, which is assembled and chaired by TCBA's chief executive. The council is refreshed each year. Bearing in mind the definition of a Business Superbrand, the council members individually award each brand a rating from 1-10. Council members are not allowed to score brands with which they have a direct association or are in competition to, nor do they score brands they are unfamiliar with.
- The brands are voted on by the consumers of those brands: business professionals, defined as those who have either purchasing or managerial responsibilities within their organisation. Accessed via an SSI online panel, 2,000 individual business professionals were surveyed.
- The views of the council and the business professionals are taken into equal account when determining each brand's position in the official league table.

### **Business Superbrands Definition**

When voting on the brands, both the Expert Council and the business professionals consider the following definition of a Business Superbrand:

‘A Business Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.’ In addition, experts and professionals are asked to judge the brands against the following three factors:

- **Quality.** Does the brand represent quality products and services?
- **Reliability.** Can the brand be trusted to deliver consistently against its promises and maintain product and service standards at all customer touch points?
- **Distinction.** Is the brand not only well known in its sector but suitably differentiated from its competitors? Does it have a personality and values that make it unique within its market place?