



Press Release

23th February 2009

Brands – Helping Britain through the recession

The importance of brands to the UK economy is being stressed in Parliament this week with a special exhibition being launched today in the House of Commons on how brands can help Britain through the recession.

To accompany the exhibition, the British Brands Group conducted an email survey of MPs to identify their favourite brand. Of all those who responded, chocolate brand Cadbury was rated as their favourite with technology brands Apple and Microsoft also being highly rated.

Across Parliament, Ribena is the most purchased branded product, with just under 2,500 cartons sold every month. Chocolate brands feature prominently in the top twenty most purchased products with KitKat coming top amongst them, with almost 2,300 bars sold every month. Maltesers and Twix are also very popular with 1,096 and 1,005 sold respectively each month.

John Noble, Director British Brands Group said: “During tough times consumers look for reassurance, reliability and familiarity from the products they purchase. Familiar brands have been supporting Britain through good times and bad and this exhibition looks at how brands have been stalwarts in the past, through recessions, world wars and shortages, emerging as strong as ever.”

“It is no surprise that Cadbury has come out on top in our survey – people hold great British brands that provide quality and value for money close to their hearts.”

The survey coincides with the British Brands Group Parliamentary awareness week, “*Branding for Britain*”, which draws attention to just how important brands are to the economy, including:

- sustaining a wide variety of jobs in constituencies, from R&D and manufacturing to distribution and consumer care;
- creating new categories, growing existing categories and driving export performance;
- supporting regional economies.

The UK has clear strengths in building brands. A recent Westminster Business School report identified approximately 1 million people employed in creating and managing brands and found that some £32.55 billion is spent annually by companies on brand creation and management.

The week will also touch on those areas where brands are under attack, from the growing threat of counterfeit products and the parasitic impact of similar packaging that misleads consumers.

The Museum of Brands will feature some of its collection in the Upper Waiting Hall exhibition to illustrate the power of branding and packaging throughout history and to demonstrate that brands have been with us through thick and thin.

Chris Griffin, Chief Executive of the Museum of Brands said: “How often do MPs get the opportunity to see the evolution of some of the most well known, well loved brands? In this exhibition, the Museum of Brands is delighted to be able to use just a small part of its extensive collection to illustrate to Parliamentarians and other visitors the development of these iconic brands through history.

NOTES TO EDITORS

British Brands Group

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.

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