



Press Release

3 February 2009

The British Brands Group launches “Branding for Britain” Parliamentary week

Between 23 – 27 February, the British Brands Group will run a brands parliamentary awareness week, “*Branding for Britain*”, in the Upper Waiting Hall at the House of Commons that will highlight how brands are an essential part of the backbone of the British economy, including:

- How brands contribute to the economy through good and bad times
- How these products can help the UK emerge from the downturn stronger and fitter
- What is required from policy makers to ensure the future success and contribution of the UK branding sector to the economy

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 in brand creation and management.

Despite these significant figures, branding is rarely mentioned in public policies relating to such key areas as competitiveness, innovation or employment.

John Noble, Director, British Brands Group said: “The brands consumers know and love are trusted to provide quality and value for money and branding already contributes significantly to the UK economy. However the enormous value created is not being measured and is not integrated in Government policy.”

“This week is about informing MPs and the public about the value of brands and engaging ministers in recognising that the branding sector has played and can play a significant role in the UK economy.”

The week will also touch on more specific issues such as the negative effects of misleading packaging and the need for the introduction of an Ombudsman to regulate the relationship between supermarkets and suppliers

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The Museum of Brands will be featuring some examples of historic packaging in the Upper Waiting Hall exhibition in the House of Commons to illustrate the power of branding and packaging design 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 packaging and branding 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 its extensive collection of brand packaging to illustrate to Parliamentarians and other visitors the development of these iconic brands throughout history.”

During the week the British Brands Group will unveil surveys of MPs’ favourite brands and the top branded products used in the Houses of Parliament.

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.

Museum of Brands

The Museum of Brands in London’s Notting Hill features over 12,000 original items from the Robert Opie Collection, revealing the history of consumer culture from Victorian times to the present day. It portrays changing trends in daily life, the revolution in shopping habits, the changes in taste and tempo, the advent of motoring, aviation, radio and television, the gradual emancipation of women and the effects of two world wars. More information can be found at www.museumofbrands.com.

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