

AESOP...
EVERY BRAND HAS A STORY

BRAND STORYTELLING SURVEY 2017



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

This study, now in its fifth 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 10

01	APPLE
02	HELP FOR HEROES
03	BBC
04	NATIONAL TRUST
05	AMAZON
06	FACEBOOK
07	BMW
08	SKY
09	GOOGLE
10	DYSON

02 THE BOTTOM 10

01	LEMSIP
02	NIGHT NURSE
03	APEROL
04	NYTOL
05	AQUAFRESH
06	SCOTTISH POWER
07	BLOSSOM HILL
08	NPOWER
09	BEEFEATER
10	CO-OP ENERGY

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Brands that do well have either found a clear, authentic narrative and tell that story in a compelling way, or are platforms for other people’s stories, and naturally score well against storytelling criteria. Good performers are, in essence, the brands we believe in, because ‘make-believe’ has the power to make people believe. Strong narratives are both memorable and emotive, and the survey rewards brands that consistently display story-like qualities.

ED WOODCOCK, DIRECTOR OF NARRATIVE, AESOP AGENCY

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03 TOP 10: AS VOTED BY MEN

01	APPLE
02	BBC
03	AMAZON
04	SKY
05	HELP FOR HEROES
06	NATIONAL TRUST
07	BMW
08	FACEBOOK
09	SAMSUNG
10	XBOX

04 TOP 10: AS VOTED BY WOMEN

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

05 By Age:

18-24		65+
SNAPCHAT	01	HELP FOR HEROES
FACEBOOK	02	BBC
GOOGLE	03	DYSON
APPLE	04	UBER
INSTAGRAM	05	NATIONAL TRUST
YOUTUBE	06	JACK DANIELS
ADIDAS	07	BMW
AMAZON	08	MACMILLAN
XBOX	09	LABOUR
NETFLIX	10	BRITISH HEART FOUNDATION

06 Brands that have an opinion/are opinionated

01	BBC
02	CONSERVATIVES
02	BMW
04	FACEBOOK
05	APPLE
06	LABOUR
07	AMAZON
08	GOOGLE
09	NATIONAL TRUST
10	DYSON

08 Brands the consumer is intrigued to see what they'll do next

01	APPLE
02	SKY
03	AMAZON
04	SAMSUNG
05	GOOGLE
06	PLAYSTATION
07	NETFLIX
08	SNAPCHAT
09	LABOUR
10	FACEBOOK

07 Brands that have a vision/mission

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

09 Brands that are authentic

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

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In the era of fake news and at a time when consumer's marketing radar is ever more sensitive, authenticity is an increasingly valuable commodity. Heritage brands have longstanding storylines that suggest authenticity to such an extent that they are often quoted and referenced years later.

ED WOODCOCK, DIRECTOR OF NARRATIVE, AESOP AGENCY

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10 Brands that create their own world

- 01 APPLE
- 02 FACEBOOK
- 03 GOOGLE
- 04 AMAZON
- 05 SKY
- 06 XBOX
- 07 PLAYSTATION
- 08 MICROSOFT
- 09 SNAPCHAT
- 10 TWITTER

11 Brands that consumers talk to other people about

- 01 FACEBOOK
- 02 AMAZON
- 03 SNAPCHAT
- 04 NETFLIX
- 05 APPLE
- 06 BBC
- 07 INSTAGRAM
- 08 YOUTUBE
- 09 EBAY
- 10 ALDI

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

- 01 RYANAIR
- 02 CONSERVATIVES
- 03 UBER
- 04 APPLE
- 05 HELP FOR HEROES
- 06 LABOUR
- 07 BBC
- 08 SNAPCHAT
- 09 NATIONAL TRUST
- 10 MACMILLAN

13 Brands with character/personality

- 01 JACK DANIELS
- 02 GUINNESS
- 03 HELP FOR HEROES
- 04 SNAPCHAT
- 05 KFC
- 06 BMW
- 07 APPLE
- 08 AMAZON
- 09 GREEN & BLACK'S
- 10 BREWDOG

14 Brands that the consumer has an emotional response to

01 HELP FOR HEROES

02 MACMILLAN

03 GREEN & BLACK'S

04 BRITISH HEART FOUNDATION

05 M&S

06 CANCER RESEARCH

07 OXFAM

08 NATIONAL TRUST

09 BBC

10 LABOUR

15 Brands that are considered to be meaningful

01 HELP FOR HEROES

02 NATIONAL TRUST

03 MACMILLAN

04 BRITISH HEART FOUNDATION

05 OXFAM

06 CANCER RESEARCH

07 BBC

08 AMAZON

09 BUPA

10 JOHN LEWIS

16 The top 10 from the inaugural study in 2013 tracked through the years:

	2013	2014	2015	2016	2017	5 YR +/-
APPLE	1	1	1	1	1	-
CADBURY	2	2	27	28	50	-48
WALKERS	3	5	31	21	21	-18
COCA COLA	4	6	39	36	39	-35
MCDONALD'S	5	3	43	19	38	-33
M&S	6	18	22	34	20	-14
KELLOGG'S	7	21	34	76	99	-92
HEINZ	8	26	55	48	75	-67
FAIRY	9	33	59	78	56	-47
IKEA	10	4	11	16	29	-19

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Nowadays, we're overloaded with information and it is harder to buy people's attention." Says Ed Woodcock "Narrative is a pattern that cuts through the noise. It seems that a few once-mighty FMCG brands have not invested enough, or struggled to find a storyline that keeps them culturally relevant. This seems to have been the fate of Kellogg's. What does it stand for, or against? Year on year, results suggest people have less and less of an idea of what its story is.

ED WOODCOCK, DIRECTOR OF NARRATIVE, AESOP AGENCY

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17 THE TOP 100 BRANDS 2017

		UP/DOWN
01	APPLE	–
02	HELP FOR HEROES	▲
03	BBC	–
04	NATIONAL TRUST	▲
05	AMAZON	▼
06	FACEBOOK	▼
07	BMW	▲
08	SKY	▲
09	GOOGLE	▲
10	DYSON	▲
11	LABOUR	NE
12	MACMILLAN	▼
13	SNAPCHAT	NE
14	AUDI	▲
15	SAMSUNG	▲
16	CONSERVATIVES	NE
17	NETFLIX	▲
18	PLAYSTATION	▼
19	YOUTUBE	▼
20	M&S	▲
21	WALKERS	–
22	MICROSOFT	▼
23	XBOX	▼
24	GREEN & BLACK'S	▲
25	INSTAGRAM	▼

		UP/DOWN
26	ALDI	▲
27	EBAY	▼
28	NIKE	NE
29	IKEA	▼
30	BRITISH HEART FOUNDATION	▲
31	VIRGIN MEDIA	▲
32	JACK DANIELS	▼
33	CANCER RESEARCH	▼
34	OXFAM	▼
35	VW	▲
36	TWITTER	▼
37	SONY MOBILE COMMUNICATIONS	▼
38	MCDONALD'S	▼
39	COCA COLA	▼
40	UBER	NE
41	ADIDAS	NE
42	GUINNESS	▼
43	ITV	▲
44	TESCO	▼
45	JOHN LEWIS	▼
46	DOVE	▲
47	BREWDOG	NE
48	LIDL	▼
49	KFC	▼
50	CADBURY	▼

17 THE TOP 100 BRANDS 2017 *continued*

	UP/DOWN
51 RYANAIR	▼
52 ECOVER	▲
53 BOSCH	▲
54 NATIONWIDE	▲
55 BRITISH AIRWAYS	▼
56 FAIRY	▲
57 CHANNEL 4	▼
58 ICELAND	▲
59 WAITROSE	▼
60 THREE	–
61 VODAFONE	▲
62 MARMITE	▲
63 DUREX	▲
64 VIRGIN ATLANTIC AIRWAYS	▼
65 INNOCENT	▲
66 VISA	NE
67 THOMSON	▲
68 STELLA ARTOIS	▼
69 BUPA	NE
70 FOSTERS	NE
71 BT	▼
72 EASYJET	▼
73 BARCLAYS	▲
74 BOOTS	▼
75 HEINZ	▼

	UP/DOWN
76 DIRECT LINE	▲
77 TETLEY	▼
78 CO-OP	▼
79 BRITISH GAS	▲
80 HOVIS	▲
81 ASDA	▲
82 SAINSBURYS	▼
83 HALIFAX	▲
84 E&J GALLO	▲
85 PEPSI	▲
86 SANTANDER	▲
87 GALAXY	▼
88 O2	▼
89 WEETABIX	▼
90 DULUX	▲
91 TSB	▲
92 FEVER TREE	▼
93 NIVEA	▼
94 BEN & JERRY'S	▼
95 HARIBO	▼
96 AIR BNB	NE
97 BURGER KING	NE
98 EE	▲
99 KELLOGG'S	▼
100 TRIVAGO	▼