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## SELECTION PROCESS

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The UK's CoolBrands® are chosen by the Expert Council and members of the British public. Brands do not apply or pay to be considered. The entire selection process is independently administered by The Centre for Brand Analysis. The key stages of the selection process are as follows:

A comprehensive database of the UK's coolest brands is compiled using a wide range of sources, from sector reports to blogs. From the thousands of brands initially identified, approximately 1,500 brands are short-listed. An independent and voluntary Expert Council scores this list, with members individually awarding 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 direct competition to.

The lowest-scoring brands (approximately 40 per cent) are eliminated. A nationally-representative group of more than 2,100 UK consumers on the YouGov panel are asked to vote on the surviving brands. The opinions of the Expert Council (70 per cent) and the British public (30 per cent) are combined and the 500 highest-ranking brands are awarded 'CoolBrand' status.

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## JUDGING CRITERIA

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Experts and consumers were given the following guidelines when considering the brand list:

Cool is subjective and personal. Accordingly, voters are not given a definition but are asked to bear in mind the following factors, which research has shown are inherent in a CoolBrand:

- 1. Style**
- 2. Innovation**
- 3. Originality**
- 4. Authenticity**
- 5. Desirability**
- 6. Uniqueness**

### **The Centre for Brand Analysis**

The Centre for Brand Analysis (TCBA) is dedicated to understanding the performance of brands. Its services fall into three categories:

**Brand analysis** – principally measuring brand strength and/or values. This might require surveying the attitudes of customers, opinion formers, employees, investors, suppliers or other stakeholders.

**Market analysis** – for example, providing intelligence, trends and examples of best practice from across the globe.

**Marketing analysis** – reviewing brand activity, including: campaign assessment; image/brand language assessment; marketing/PR review and ROI analysis.

TCBA works for brand owners and also provides intelligence to agencies and other organisations. It utilises extensive relationships within the business community and works with third parties where appropriate.



[www.tcba.co.uk](http://www.tcba.co.uk)