

### December 2017

#### Brand Leaders - UK

“Whether consumers are sympathetic towards their motivation or not, market-leading brands are using their resources towards the betterment of society. Of course, brands benefit from this in return through the positive consumer perceptions that are generated, whilst the popularity and widespread influence of the brands at large means that, whatever ...

### October 2017

#### Premium Brands - UK

“Brands considered innovative tend to generate a stronger reputation for being worth paying more for among consumers, suggesting that being noted for innovation can help to add value not only to individual products, but also to the brand as whole. Investing in research and development can be a valuable tool ...