



# Press Release

26th April 2012

## Brands – a hidden force in the UK economy

Brands are significant generators of economic wealth for the UK, while providing consumers with trust and confidence in what they are buying. On World IP Day (26<sup>th</sup> April 2012), the British Brands Group calls on Government to develop a positive policy for brands so they may be a stronger force for the country.

Tomorrow, on World Intellectual Property (IP) Day, the British Brands Group will co-sponsor a reception at the House of Commons to draw attention to the significant contribution of brands to the UK. Confident consumers contribute to a confident economy, and brands inspire confidence by consistently delivering quality time after time. At the same time, they help grow markets and strengthen our export performance. Branding is relevant to companies of all sizes, in all parts of the country, and provides a strong force for socially responsible and sustainable business.

Around a million people are employed in the UK in creating and managing brands and UK companies invest more than £33 billion annually in their brands. This amounts to a £16 billion investment in the economy. Meanwhile, a recent Government study found a positive correlation between trade marks (which underpin brands) and growth, higher productivity and employment.

John Noble, Director of the British Brands Group, said, "Branding is a hidden force as it currently does not feature in Government economic policy. That may be missing a trick. The value of brands to companies is well known, accounting for over 50% of some companies' market value, but they are also of great value to the UK."

"It is essential for both the economy and consumers that companies have the incentive to invest in better quality products and services, innovation and strong reputations. Intellectual property encourages such investment by allowing companies to communicate their distinct offers and reputation to consumers and for consumers to recognise them almost instantly," he continued.

The House of Commons reception is being supported by the Intellectual Property Awareness Network, of which the British Brands Group is a member. Branding could not function without IP, with trade marks, design rights, copyright, patents and trade secrets all performing key roles. At the reception, the Group will launch a document "[Behind the face of the UK economy lies a powerful hidden force.....Brands](#)".

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## NOTES TO EDITORS

1. A study was undertaken by Westminster Business School for the British Brands Group on the value of brands to the UK economy. A summary of this study can be found [here](#).
2. In July 2011 the UK IPO published a [study](#), "*Trade mark incentives*", on the association between trade marks and productivity, employment, wages, consumer welfare and growth.
3. The UK IPO has held two Ministerial conferences on the theme "[Branding in a modern economy](#)", exploring how the UK may be a stronger market in which to create and build brands.
4. The Intellectual Property Awareness Network ([IPAN](#)) is a network of professional and business organisations with a shared interest in improving general awareness and understanding of IP.
5. 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](http://www.britishbrandsgroup.org.uk).

### **For more information, please contact:**

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