

BRITAIN'S MOST ADMIRED COMPANIES - 2010
QUALITY OF MARKETING

	Company	Score
1	IG Group	8.40
2	BSkyB	8.18
3	Aggreko	7.90
4	Serco Group	7.88
5	Centrica	7.80
6	Whitbread	7.75
7	Autonomy	7.75
8	Unilever	7.71
9	Big Yellow Company.	7.50
9	Admiral	7.40
11	Royal Dutch Shell	7.4
12	Burberry	7.3
13	Rolls-Royce	7.3
14	Reckitt Benckiser	7.3
15	HSBC	7.3
16	AstraZeneca	7.2
17	Victrex	7.2
18	Diageo	7.2
19	Barratt Developments	7.1
20	Hargreaves Lansdown	7.1
21	Sainsbury (J)	7.1
22	Logica	7.1
23	Banco Santander	7.0
24	Experian Group	7.0
25	Mitchells & Butlers	7.0
26	BP	7.0
27	Berkeley Group	7.0
28	John Lewis Partnership	6.9
29	Sage Group	6.9
30	Talk Talk	6.9
31	EDF Energy	6.9
32	Wetherspoon (JD)	6.9
33	Savills	6.9
34	WPP Group	6.8
35	BG Group	6.8
36	Tesco	6.7
37	Thomas Cook Group	6.7
38	Ryanair	6.7
39	Mothercare	6.7
40	ING Direct	6.7
41	Kingspan	6.7
42	GlaxoSmithKline	6.7
43	Carnival	6.7
44	Capita Group	6.7
45	ROK	6.6
46	WH Smith	6.6

47	Britvic	6.6
48	InterContinental Hotels	6.6
49	Shaftesbury	6.6
50	Pearson	6.6
51	Balfour Beatty	6.5
52	Marks & Spencer	6.5
53	Dairy Crest	6.5
54	Next	6.5
55	Arriva*	6.5
56	FirstGroup	6.5
57	Go-Ahead Gp	6.5
58	Morrison (Wm)	6.5
59	Shire	6.4
60	Johnson Matthey	6.4
61	E.on UK	6.4
62	BAE Systems	6.4
63	Intertek	6.4
64	Carphone Warehouse	6.4
65	Tui Travel	6.4
66	Babcock International	6.3
67	Dimension Data	6.3
68	Travis Perkins	6.3
69	Dunelm	6.3
70	Aberdeen Asset Management	6.2
71	BHP Billiton	6.2
72	AMEC	6.2
73	Kingfisher	6.2
74	Lloyds Banking Group	6.1
75	Virgin Media	6.1
76	ASDA	6.1
77	Tate & Lyle	6.1
78	G4S	6.1
79	Barclays	6.0
80	Grafton Gp	6.0
81	Croda International	6.0
82	Vodafone	6.0
83	Severn Trent	6.0
84	GKN	6.0
85	Hikma Pharmaceuticals	6.0
86	Derwent London	6.0
87	Great Portland Estates	6.0
88	Hammerson	6.0
89	Misys	6.0
90	Stagecoach	6.0
91	Halfords	5.9
92	Brown (N)	5.9
93	Greene King	5.9
94	Standard Chartered	5.9
95	C&C	5.9
96	Premier Foods	5.9

97	Persimmon	5.9
98	Prudential	5.8
99	CRH	5.8
100	Saint-Gobain	5.8
101	Ultra Electronics	5.8
102	Bunzl	5.8
103	BASF (Performance)	5.8
104	RSA Insurance	5.8
105	Cairn Energy	5.8
106	Tullow Oil	5.8
107	Co-operative Bank	5.8
108	Wolseley	5.8
109	Cobham	5.8
110	Kerry Group	5.8
111	Anglo American	5.8
112	Redrow	5.8
113	Taylor Wimpey	5.8
114	Schroders	5.7
115	Electrocomponents	5.7
116	Marston's	5.7
117	SABMiller	5.7
118	Avis Europe	5.7
119	SIG	5.6
120	Investec	5.6
121	British Airways	5.6
122	Rentokil Initial	5.6
123	Porvair	5.6
124	International Power	5.6
125	United Utilities	5.6
126	Topps Tiles	5.6
127	Micro Focus International	5.6
128	National Express	5.6
129	HMV	5.6
130	William Hill	5.6
131	Land Securities	5.6
132	Keller Group	5.6
133	Smith & Nephew	5.6
134	Daily Mail & General Trust	5.6
135	Royal Bank of Scotland	5.6
136	Premier Farnell	5.5
137	Scottish & Southern Energy	5.5
138	Provident Financial	5.5
139	Northern Foods	5.5
140	Robert Wiseman	5.5
141	Game Group	5.5
142	Aviva	5.5
143	Legal & General Group	5.5
144	Standard Life	5.5
145	eastJet	5.5
146	Bellway	5.5

147	Telford Homes	5.5
148	Costain Group	5.5
149	Informa	5.4
150	Compass	5.4
151	British Land Company	5.4
152	DSG International*	5.4
153	Associated British Foods	5.4
154	Rio Tinto	5.4
155	Aveva Group	5.4
156	Syngenta	5.4
157	Telecity Gp.	5.3
158	Reed Elsevier	5.3
159	Elementis	5.3
160	Glanbia	5.3
161	Kier Group	5.3
162	Liberty International*	5.3
163	Debenhams	5.3
164	Galliford Try	5.3
165	Inmarsat	5.3
166	Ladbrokes	5.3
167	Segro	5.3
168	Ashley (Laura)	5.3
169	Bovis Homes	5.3
170	Telecom plus	5.2
171	npower	5.2
172	Pennon Group	5.2
173	VT Group*	5.2
174	Man	5.2
175	Genus	5.2
176	Carpetright	5.2
177	Chemring Group	5.2
178	QinetiQ Group	5.2
179	St James's Place Capital	5.1
180	Cranswick	5.1
181	DCC	5.0
182	BT Group	5.0
183	National Grid	5.0
184	UMECO	5.0
185	Dechra Pharmaceuticals	5.0
186	ITV	5.0
187	United Business Media	5.0
188	Xstrata	5.0
189	Co-operative Group	5.0
190	Morgan Sindall	4.9
191	Yule Catto & Co	4.9
192	Zotefoams	4.9
193	Aegis	4.9
194	Meggitt	4.8
195	Alliance Boots	4.8
196	ICAP	4.8

197	Vedanta Resources	4.8
198	Cable & Wireless Worldwide	4.6
199	Ineos	4.6
200	Home Retail Group	4.6
201	Kesa Electricals	4.6
202	Gala Coral	4.4
203	Inchcape	4.4
204	Amlin	4.3
205	COLT Telecom*	4.2
206	Cable & Wireless Communications	4.2
207	3i	4.1
208	Old Mutual	4.1
209	Boot (Henry)	4.1
210	Millennium & Copthorne	4.0
211	Findel	4.0
212	Headlam Group	4.0
213	Fidessa	4.0
214	Abbey	4.0
215	McInerney Holdings	4.0
216	Clarke (T)	3.9
217	Punch Taverns	3.9
218	Sports Direct	3.9
219	Bank of Ireland	3.9
220	Ashmore Group	3.8
221	Yell Group	3.7
222	Allied Irish Bank (GB)	3.7
223	Gleeson (M.J.) Group	3.7
224	Aesica Pharmaceuticals	3.7
225	Invensys	3.7
226	KCOM Group	3.4
227	Enterprise Inns	3.3
228	PZ Cussons	3.3
229	Resolution	3.3
230	Aer Lingus	2.8

* Merged, acquired or name change or delisted

