

**Bright talks** about business to business

## How super is your brand?

The Business Superbrands 2015 are out. Who's up, who's down and what does it all mean anyway? Hear news and views from the CEO, The Centre for Brand Analysis and Chairman, UK Business Superbrands Council, Stephen Cheliotis, as well as Frank, Bright & Abel's Rebecca Price, a member of the Business Superbrands Council.

2015's Business Superbrands are announced in a landscape of cautious optimism. The world may be in turmoil, but the green shoots of economic recovery are certainly apparent now. But the post recessionary world is very different from the pre recessionary one, not least in terms of ethics, principles and what we value. Or at least it feels that way. Will this play out in this year's Business Superbrands movers and shakers?

This time round, there are some interesting interplays between winners and losers, and their relationship with the wider world order. As usual there will be much to learn about how to get more out of your brand, whether it's officially 'super' or not.

At this Bright Talk we'll share the Business Superbrands 2015 results, fresh off the press, give our thoughts on why they are what they are and what it means for all of us. We'll also invite you to have your say too.

*Where and when and how*

**Thursday 19 March 2015, 4.45pm for a 5pm start, 6.30pm finish**  
**Frank, Bright & Abel, 93 Tabernacle Street, London EC2A 4BA**

*Nearest Tube is Old Street and you'll find us on the square at the Great Eastern Street end of Tabernacle Street*

For more information or to confirm your attendance please 'phone Michael Coleman on **020 7566 4900** or email **m.coleman@frankbrightabel.com**

*Drinks and nibbles provided*