



THE CENTRE FOR  
**BRAND  
ANALYSIS**

**Superbrands®**

**Frank  
Bright  
& Abel**

**Bright Talks** about business to business

# Is your brand supercalifragilisticexpialidocious?

**The Business Superbrands 2014 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.**

2014's Business Superbrands are announced in an intriguing landscape. Still bathing in the warm glow of the Olympics, brand Britain is making an unexpected return. So is this creating a halo effect on British brands? We might be experiencing the green shoots of economic recovery, but it's not same old, same old. So is the focus on 'responsible business' having an impact on what people value in brands?

This time round, there are some interesting winners and losers, and much to be learned about brand, and how to get the most out of it - whether you're a Superbrand or not.

At this Bright Talk we'll share the Business Superbrands 2014 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 be keen to hear what you've got to say too.

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*Where and when*

**Wednesday 5 March 2014  
5.30pm for 6.00pm start, 7.30pm finish  
(but feel free to stay for a natter)**

**Frank, Bright & Abel  
93 Tabernacle Street, London EC2A 4BA**

Drinks and canapés provided

*How*

For more information and to book your free place, contact:

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