



[Echo Research](#) acquires the rights and ownership of **Britain's Most Admired Companies Study**, the longest-running annual survey of corporate reputation in the UK, with data going back 28 years. Working in partnership with the founding academic, Professor Mike Brown, Visiting Professor at Leeds Business School, the Echo team will produce the annual results which appear in *Management Today* every December since 1993.

### **Methodology**

Britain's Most Admired Companies survey <http://britainsmostadmired.com/> has been running since 1990 and has longitudinal, sector-based and individual company data going back to the start.

Using responses from board-level representatives, as well as analysts and City commentators, the survey is a peer-review of corporate reputation, as seen by a company's closest critics – its competitors and financial influencers.

Britain's largest public companies and leading employers across 25 sectors are asked to evaluate their peers. Each sector comprises a maximum of 10 companies. Using 12 criteria, participants rate their sector's rivals on a scale of 0-10 (0=poor, 5=average, 10=excellent).

On the basis of these scores, three rankings are arrived at: all 250 companies; top 10 overall in each criterion; and league tables in each sector. Respondents are also asked to name their most admired leader.

The study now run by leading reputation specialists and expert witnesses, [Echo Research](#), adds up to a revealing exercise that gets to the heart of what makes business succeed.

### **Twelve criteria:**

1. Quality of management
2. Financial soundness
3. Quality of goods and services
4. Ability to attract, retain and develop top talent
5. Long term value potential
6. Capacity to innovate
7. Quality of marketing
8. Community & environmental responsibility

9. Effective use of corporate assets
10. Inspirational leadership
11. Global competitiveness
12. Corporate governance

**Across the following sectors:**

- Banking
- Automotive Manufacturers
- Beverages / Drinks
- Business Support Services
- Chemicals
- Engineering & Machinery
- Engineering, Aerospace & Defence
- Financial Services
- Food Producers & Providers
- Health & Household
- Heavy Construction
- Home Construction
- IT Services, Software & Equipment
- Leisure & Hotels
- Life Assurance & Insurance
- Media
- Oil, Gas & Mining
- Property Development & Trusts
- Restaurants & Pubs
- Retailers (Broadline & Home)
- Retailers (Food & Personal)
- Support Services (People & Places)
- Telecoms
- Transport (People)
- Utilities

**Recent Overall Winners**

2017 - Unilever

2016 - ARM

2015 - Unilever

2014 - Johnson Matthey

2013 - Diageo

2012 – Diageo

2011 – Berkeley Group

2010 – Unilever

2009 – BskyB

2008 – Diageo

2007 – Marks & Spencer

### **The Celebration**

Now in its 28th year, Management Today's Britain's Most Admired Companies Awards are presented at the annual gala dinner exclusively held at the beginning of December at Claridge's, London. C-suite guests from the top performing companies are in attendance to see which companies have won and celebrate their success.

### **About Echo Research**

Echo Research is a global specialist in communications and reputation research. Expert Witnesses in reputation, it has supported over 500+ leading clients across all sectors since 1990. Winners of 91 industry awards for excellence in communications research, Echo has offices in London and New York.

For further information contact:

Sandra Macleod, Group CEO, [sandra.macleod@echoresearch.com](mailto:sandra.macleod@echoresearch.com)

Tel: +44 (0)20 8050 3611 / +44 (0)7770 328 724