



Cool Brand Leaders: An Insight Into Britain's Coolest Brands 2004

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Cool BrandLeaders are brands that have become extremely desirable among many style leaders and influencers. They have a magic about them, signifying that users have an exceptional sense of taste and style. It's so difficult to become cool and so easy to lose it. This is the third edition of Cool BrandLeaders and is part of a pioneering and exciting programme that was founded with the aim of paying tribute to the UK's coolest brands. Through identifying these brands, and providing their case histories, the SuperBrands organisation and its eminent panel of judges hopes that people will gain a greater understanding and appreciation of the discipline of branding and a greater admiration for the brands themselves.

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