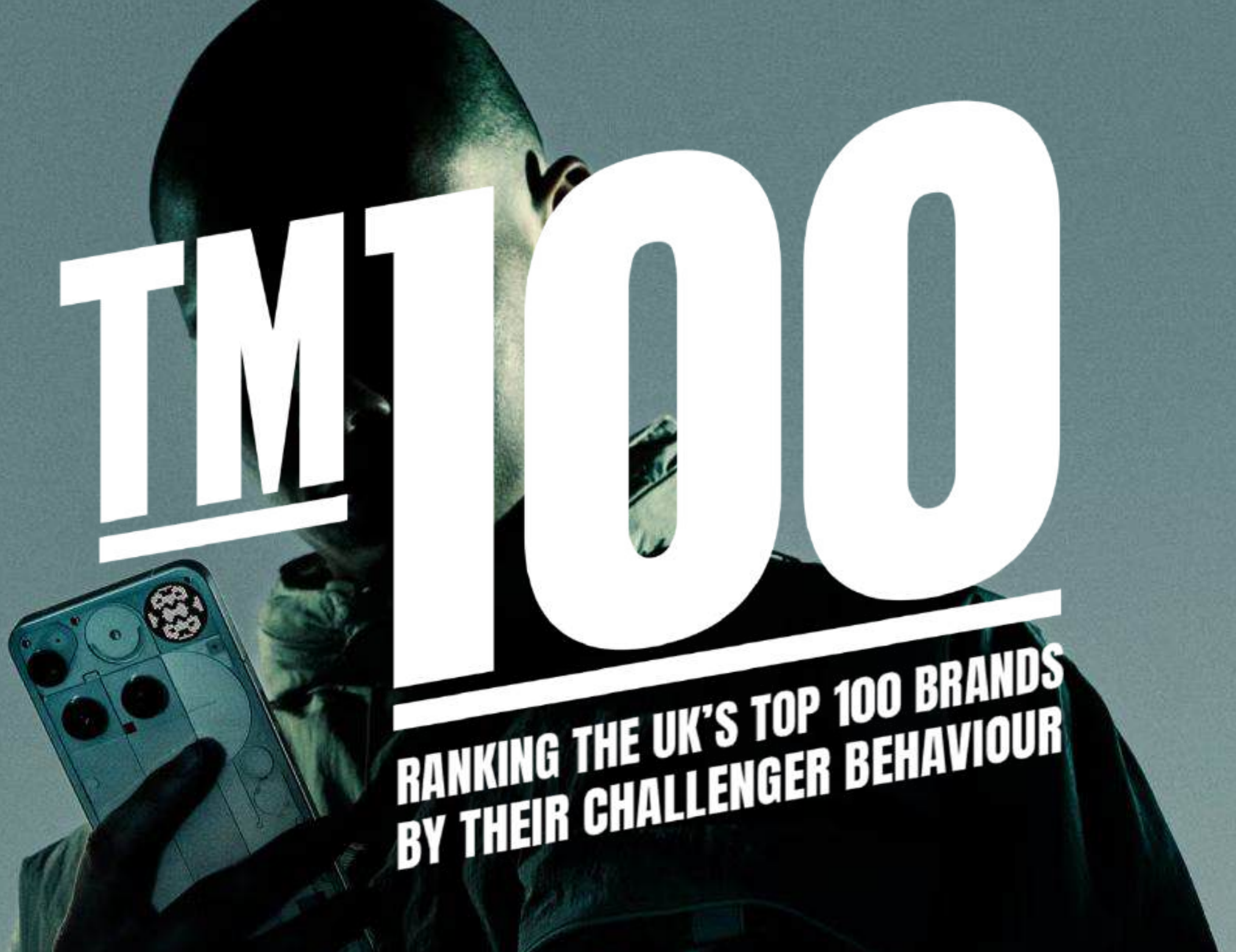

TM 100

RANKING THE UK'S TOP 100 BRANDS BY THEIR CHALLENGER BEHAVIOUR

HOW TO BE AN EFFECTIVE CHALLENGER BRAND IN 2025/26

BY ANALYSING WHAT MOTIVATES THE PUBLIC *NOT* THE INDUSTRY ECHO CHAMBER

TROUBLE MAKER 100

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WHAT WILL I TAKE FROM IT? WHY SHOULD I CARE?

Let's be honest...

We all have a folder with dozens of these industry reports in it. Some of them, we might actually end up reading.

We hope that this report will join that list for you.

Thank you for your time and attention.
We won't waste it.

The Trouble Maker Team.

INTRO INTRO INTRO INTRO INTRO

2025 TROUBLE MAKING 100

TM

THE CHALLENGERS

CHALLENGER, DISRUPTOR, TROUBLE MAKER... WHAT DO CONSUMERS THINK?

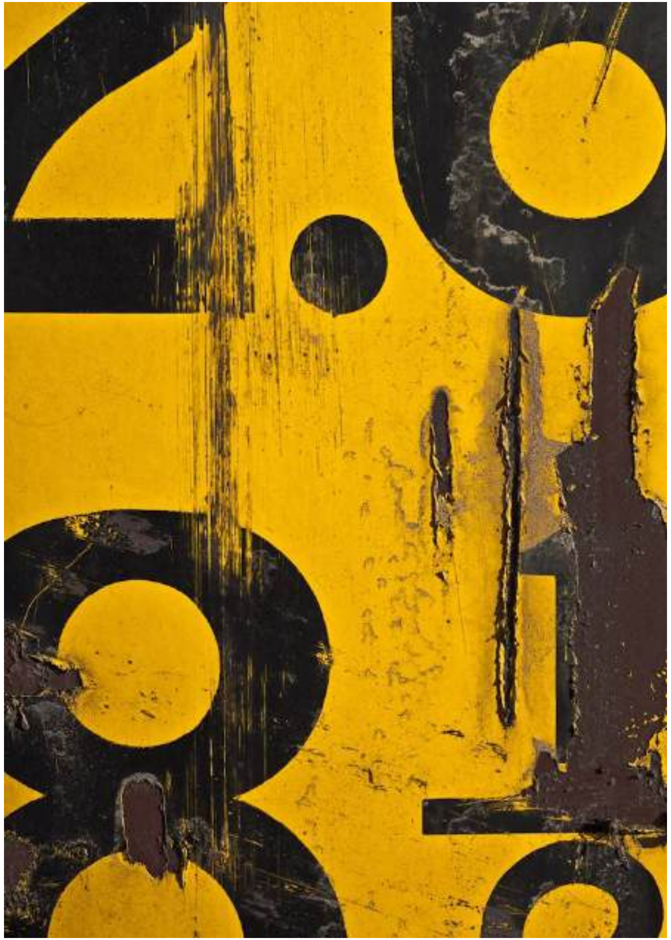
Welcome to the inaugural Trouble Making 100™ – the top 100 trouble makers and challengers, in the eyes of the UK public.

Our industry loves a buzzword: Challenger, disruptor, agitator, provocateur… but what does that mean to the everyday Brit?

This is the first year in what will be an annual analysis of the UK's best trouble making brands, **but not** industry opinion… instead, through the eyes of everyday Brits.

In it, we will uncover the top 100 companies, as well as consumer mindsets related to challenger behaviour:

How rebellious are UK consumers? What are the key characteristics that make a trouble-making brand loved? And who is buying challenger brands?



WHY WE NEED THIS REPORT

WHY HAVE WE CREATED THIS?

Trouble Maker's Head of Planning Pete Jackson, on why this report is needed, and what we hope it can help inform.

As an agency with 'Trouble Maker' above the door, we thought is was high time we put our money where our mouths are.

There's fantastic ongoing debate within the marketing world on who the best challenger brands are; who is disrupting their category; who the trouble makers are.... but are these things different? And do consumers even care about our pedantic semantics?

This year we set out on what will be a multi-year journey to explore troublemaking and challenger brands further - but crucially, through the eyes and minds of UK consumers - to keep us honest and accountable, and to help inform us on what connects with them.

The first study will never be perfect, but we are delighted with the depth of insight and the conversations it has started. We are always looking to improve, so please reach out if you'd like to discuss the study and its potential further.

THE TM100

THE TM100

THE TM100

THE TM100

THE TM100

THE TM INDEX™

OUR APPROACH AND METHODOLOGY

A nationally representative sample (1,000 Brits, 18+) asked about troublemaking and challenger brands.

Our methodology simply aimed to surface the most loved challenger and troublemaking brands through the eyes of consumers.

An initial primer study surfaced 400+ brands which were whittled down to the UK's Top 100.

These Top 100 were then evaluated by a follow-up study, where unprompted mentions, individual ratings and 'Top 5 Favourite' selections all fed into the final TM Index™ .

In order for both big and small brands to play on an even playing field, prompted awareness scores and adspend data from the previous 18 months were used to control for brand size.

SIX STEP PROCESS

STEP 1: LONG LIST

A nationally representative primer survey which asked open-ended questions about challenger, disruptor and troublemaking brands:
400+ brands mentioned

STEP 2: DRAFT TOP 100

Top 100 list built from the data in the primer survey.

STEP 3: RANKING THE 100

A nationally representative sample (1,000 Brits, 18+) asked about troublemaking and challenger brands, and to rank the top 100.

STEP 4: APPLY THE INDEX

A weighted index of 4 factors applied to the results of the survey, to surface the most troublemaking brands, controlling for brand size and spend.

STEP 5: QUALITATIVE LAYER

Speaking to the everyday Brit to give more colour and depth to the results.

STEP 6: FINAL TM100™

Final top 100 built from and considerate of all outputs from steps 1-5. Cultural commentary added from Trouble Maker experience and knowledge.

THE INDEX

THE TOP 100 BRANDS METHODOLOGY

How to measure and surface the best challenger brands, controlling for size and spend.

First, we prompted, primed and asked people to think about the different ways a challenger or troublemaker might behave (not everyone in the UK works in marketing!)

In fact we found that around **45%** understand the term 'troublemaker' better.

We asked the UK to think about:

1. Their favourite challenger / troublemaker
2. Individually ranking 100 brands
3. Their top 5 troublemakers / challengers

We then controlled for brand size through a mix of awareness measures and ad spend data from the last 18 months.

0-32	33-66	67-100
ON STAGE	IN THE SPOTLIGHT	HEADLINERS
They made the Top 100 list!	**Frequently cited as a troublemaker**	**Consensus top troublemaker**
...so this is a top challenger brand in the eyes of the UK public.	...or challenger brand that stands out in how they communicate.	...who are seen as archetypal challengers in the UK marketplace.

THE TOP 10

THE TOP 10
THE TOP 10
THE TOP 10
THE TOP 10
THE TOP 10
THE TOP 10

THE TOP 10

Rank	Brand	Score
1	TEMU	79
2	BREWDOG	76
3		71
4=		70
4=	NOTHING	70
6	Red Bull	66
7	SHEIN	65
8=	who gives a crap	64
8=	amazon	64
8=	snag	64

UK, nationally representative, n=1,000 (18+). Fieldwork: [30/06/25 - 02/07/25].

1-100 1-100 1-100 1-100 1-100

TM100™
2025 UK'S TOP **CHALLENGER BRANDS**

Rank	Brand	Score
1	TEMU	79
2	BREWDOG	76
3	RYANAIR	71
4=	BALENCIAGA	70
4=	NOTHING ELECTRONICS	70
6	RED BULL	66
7	SHEIN	65
8=	WHO GIVES A CRAP	64
8=	AMAZON	64
8=	SNAG TIGHTS	64
11	WHOOP	63
12	LOVEHONEY	62
13	PRIME DRINKS	61
14	WILD DEODORANT	57
15	CASTORE	56
16=	BEAVERTOWN	55
16=	PADDY POWER	55
18=	APPLE	54
18=	SKIMS	54
18=	UBER	54
18=	AIRBNB	54
22=	DUREX	52
22=	NIKE	52
22=	TOO GOOD TO GO	52
25=	TALLOW & ASH	51

Rank	Brand	Score
25=	BYD	51
25=	SURREAL	51
28=	OCTOPUS ENERGY	49
28=	FENTY BEAUTY	49
28=	LUSH	49
31	DUOLINGO	48
32=	DASH DRINKS	46
32=	ODDBOX	46
32=	E.L.F COSMETICS	46
32=	REVOLUT	46
32=	FUSSY	46
37	VIRGIN	44
38	COCA COLA	43
39	MONZO	42
40=	PATAGONIA	41
40=	STARLING BANK	41
42=	MARMITE	40
42=	PEPERAMI	40
44=	GYMSHARK	38
44=	HUEL	38
44=	VINTED	38
44=	GIFFGAFF	38
44=	ADIDAS	38
44=	DYSON	38
44=	GUINNESS	38

Rank	Brand	Score
44=	OATLY	38
44=	IRN-BRU	38
53=	J.D. WETHERSPOON	37
53=	DELIVEROO	37
53=	MICROSOFT	37
53=	EASYJET	37
53=	TONY'S CHOCOLONELY	37
58=	ASOS	36
58=	NINJA	36
58=	ALDI	36
58=	WENDY'S	36
58=	BEN & JERRY'S	36
58=	SAMSUNG	36
64=	NINTENDO	35
64=	BURGER KING	35
64=	IKEA	35
67=	PRIMARK	34
67=	COMPARE THE MARKET	34
67=	GO COMPARE	34
70=	LASTMINUTE.COM	33
70=	JUST EAT	33
72=	DOMINO'S	32
72=	PEPSI	32
72=	SPORTS DIRECT	32
72=	PRETTY LITTLE THING	32

Rank	Brand	Score
72=	BOOKING.COM	32
77=	JAGUAR	31
77=	THE BODY SHOP	31
77=	TANGO	31
77=	POT NOODLE	31
77=	KFC	31
82=	LYNX	30
82=	HARIBO	30
84=	MCDONALD'S	29
84=	INNOCENT DRINKS	29
84=	PUMA	29
84=	PRINGLES	29
88=	GREGGS	28
88=	OLD SPICE	28
88=	NANDO'S	28
91	SKITTLES	26
92	YORKSHIRE TEA	25
93	DOVE	24
94=	WARBURTONS	23
94=	LIDL	23
96	ASDA	21
97	SPECSAVERS	19
98	CURRYS	18
99	TESCO	15
100	TESLA	14

UK, nationally representative, n=1,000 (18+). Fieldwork: [30/06/25 - 02/07/25]

TOP FIFTEENS

TOP FIFTEENS
TOP FIFTEENS
TOP FIFTEENS
TOP FIFTEENS
TOP FIFTEENS
TOP FIFTEENS

THE TOP 15s

THE TOP CHALLENGER BRANDS BY SEGMENT

Re-cutting the data, to see the top challenger and trouble making brands for different audience segments.

The dataset affords us the chance to see which are the to challenger and troublemaking brands for different segments.

For the purposes of the report we have pulled out a) Generation-Z, b) those who identified as 'Rebels', and c) those who said they were more likely to purchase challenger brands.

There are many more potential cuts of the data, and segments to look at. If there's a particular audience you are interested in, please reach out to:

adam@troublemaker.co.uk

TOP 15 FOR GEN-Z

...the top list of challenger and troublemaking brands for Gen-Z

N=149

TOP 15 FOR REBEL MINDSET

...the top list of challenger and troublemaking brands for those in the study who identified as 'Rebels'

N=505

TOP 15 FOR CHALLENGER PURCHASERS

...the top list of challenger and troublemaking brands for those in the study who said they were more likely to purchase brands if they were challengers

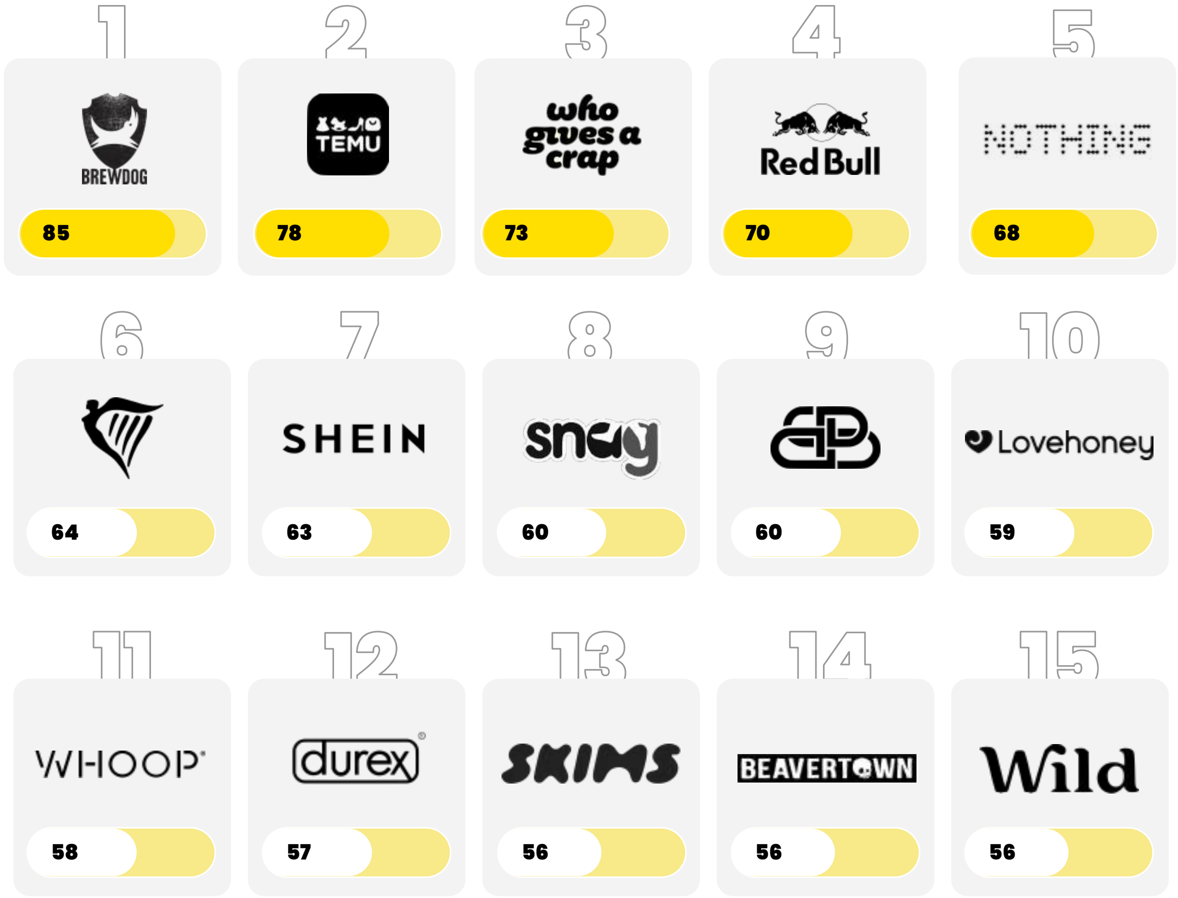
N=523

THE TOP 15 FOR GEN-Z

Rank	Brand	Score
1	SHEIN	83
2	TEMU	80
3		73
4	PRIME	71
5		71
6		68
7	who gives a crap	62
8	duolingo	61
9	Lovehoney	60
10	durex	60
11	Red Bull	60
12	NOTHING	59
13	BEN & JERRY'S	51
14	Coca-Cola	51
15	SKIMS	50

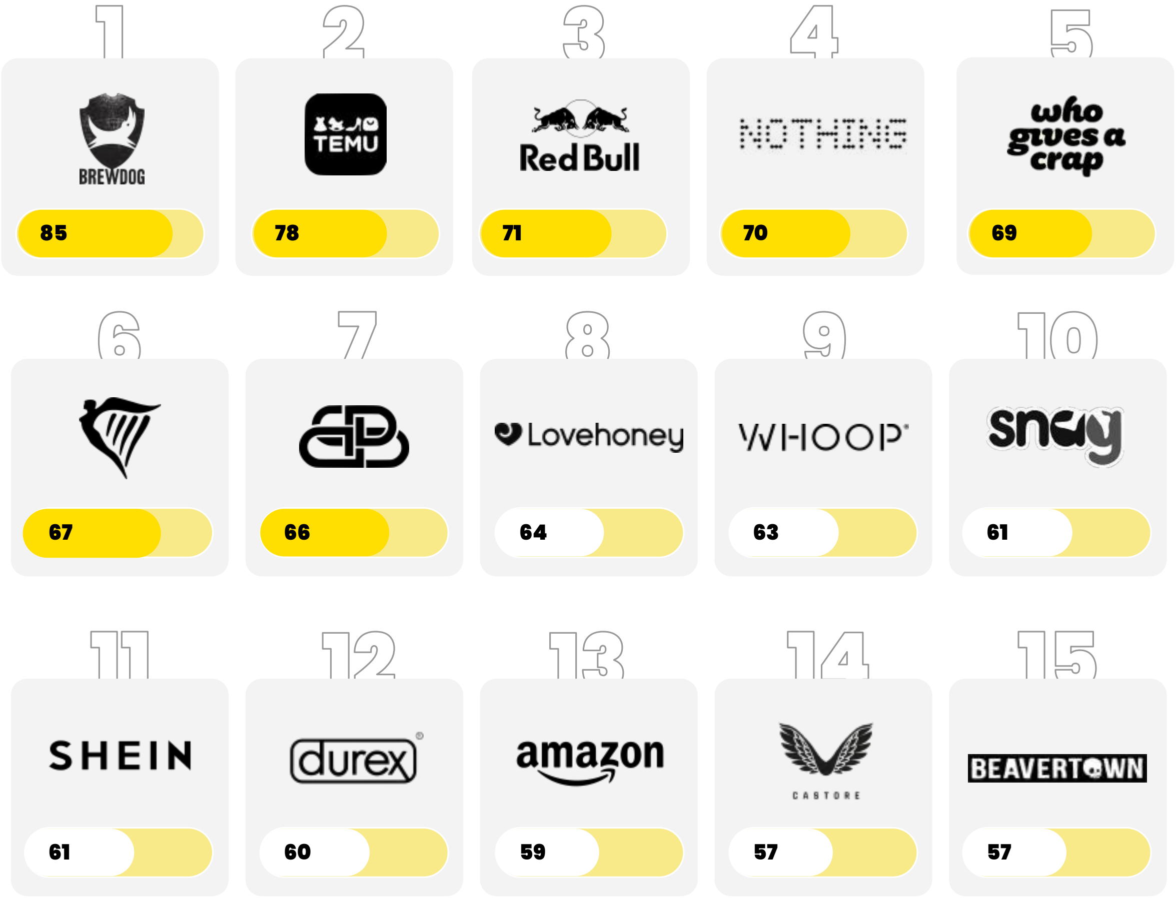
18-24 yr olds; N = 149

THE TOP 15 FOR REBELS



"Very rebellious" + "Somewhat rebellious"; N = 505

THE TOP 15 FOR BUYERS



"Much more likely" + "More likely" to buy from challenger brands"; N = 523

DEEP DIVE

DEEP DIVE

DEEP DIVE

DEEP DIVE

DEEP DIVE

TEMU

79

BREWDOG

76

RYANAIR

71

THE TOP THREE

OUR 2025 MEDALISTS

The brands that came out top in our 2025 study show a diverse mix of audience interest and challenger brand characteristics.

The dataset affords us the ability to do a directional deep dive into each brand in the survey - surfacing the most attractive challenger brand characteristics in the eyes of UK consumers, as well as demographic and psychographic characteristics.

We have dived into the top 3 brands in the report for 2025, but if you want to know more about any of the brands in the survey, feel free to reach out to our Chief Growth Officer for a chat:

adam@troublemaker.co.uk

TEMU
79

BREWDOG
76

RYANAIR
71

#1
TEMU

Online marketplace operated by e-commerce company PDD Holdings.

#2
BREWDOG

Multinational brewery, distillery and pub chain based in Ellon, Aberdeenshire, Scotland.

#3
RYANAIR

Irish ultra-low-cost airline group headquartered in Swords, County Dublin, Ireland.

TEMU TEMU TEMU TEMU TEMU TEMU

#1

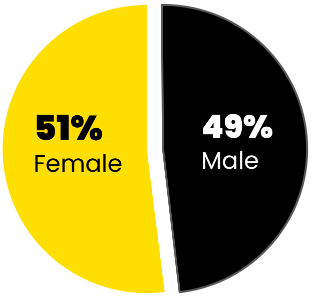
TEMU

DEEP DIVE

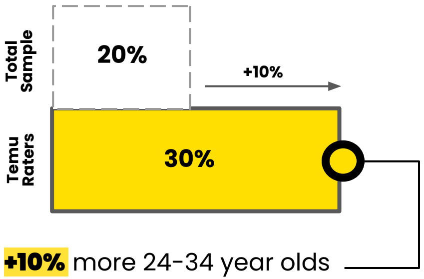
What we know about the consumers that rated them highly as a troublemaker and challenger brand.

TEMU

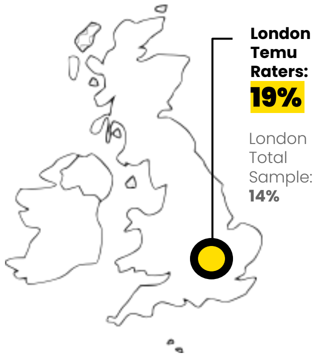
GENDER SPLIT



AGE SKEW



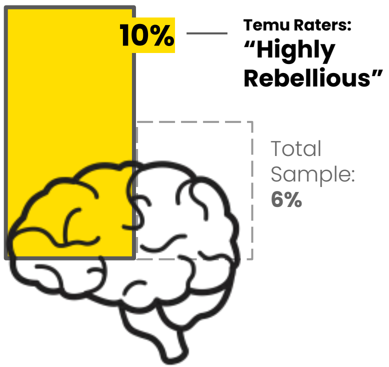
GEO SKEW



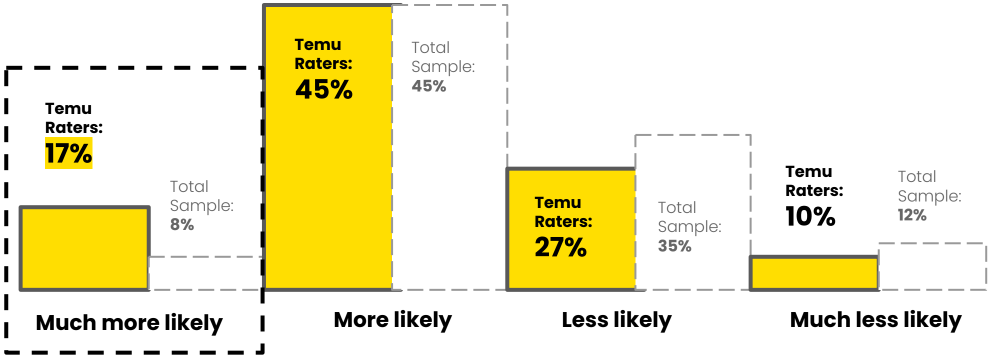
Those that rated TEMU highly as a Challenger / Trouble Maker: N = 308 (31% of sample)

TEMU

MINDSET



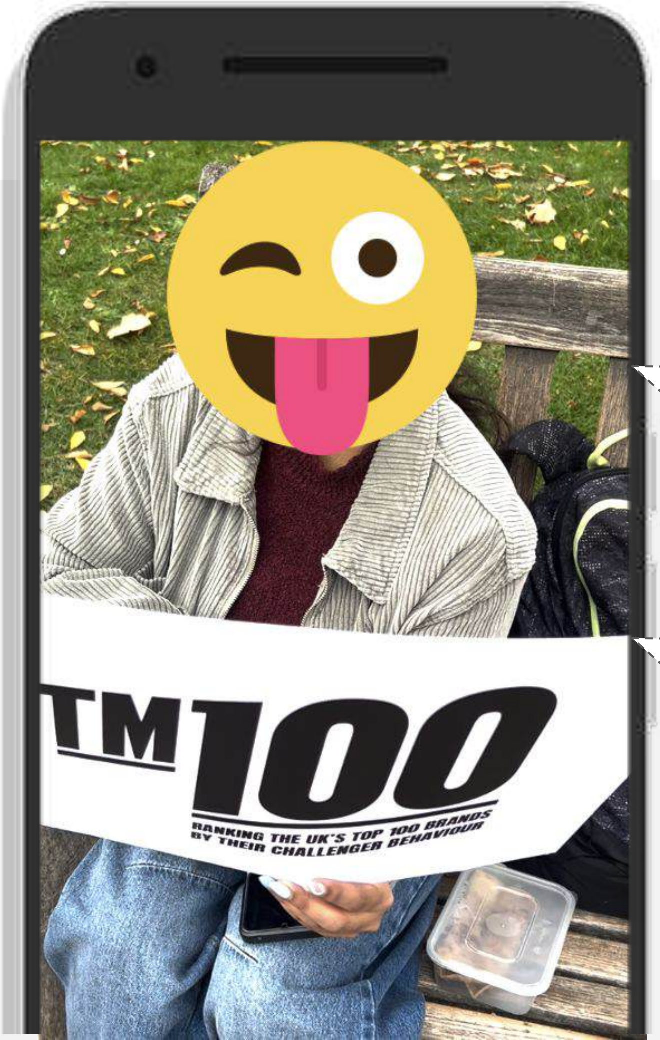
PURCHASE INTENT



Question:*Would you be more or less likely to purchase from a challenger / troublemaking brand?*

Not everyone is aware of TEMU's controversies - and purely associate it with a cheap service that delivers on time.

In a challenging economic climate, these are two benefits that Britons will gravitate towards.



Cheap and jolly

Deliver on time

#2

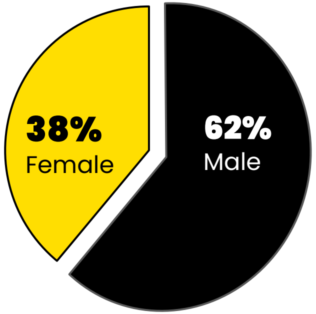
BREWDOG

DEEP DIVE

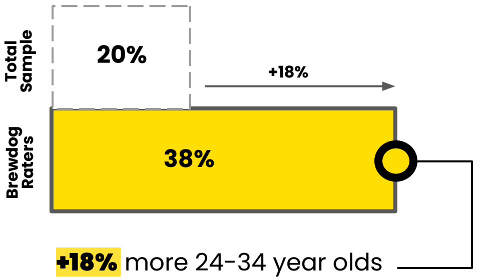
What we know about the consumers that rated them highly as a troublemaker and challenger brand.

BREWDOG

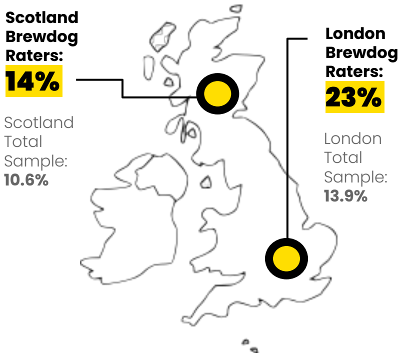
GENDER SPLIT



AGE SKEW

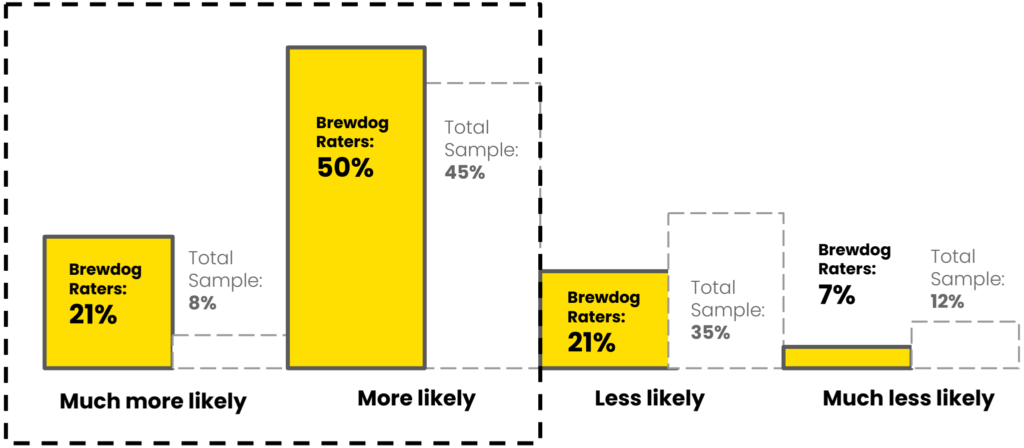


GEO SKEW



Those that rated BREWDOG highly as a Challenger / Troublemaker: N = 216 (22% of sample)

PURCHASE INTENT



Question: *Would you be more or less likely to purchase from a challenger/ trouble making brand?*

71%

OF BREWDOG RATERS ARE MORE LIKELY TO BUY FROM CHALLENGERS/ TROUBLEMAKERS

BREWDOG is seen as the poster child for craft beer at scale (the advertising was actually mistaken for Camden and Beavertown with some of the public).

Many responded with a wry smile and a chuckle before even commenting on the brand.

They're like a comedian

I see this one a lot

#3

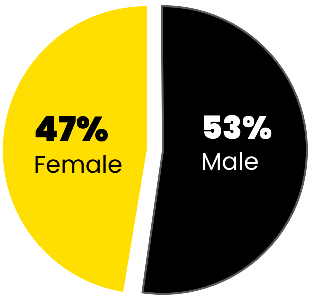
RYANAIR

DEEP DIVE

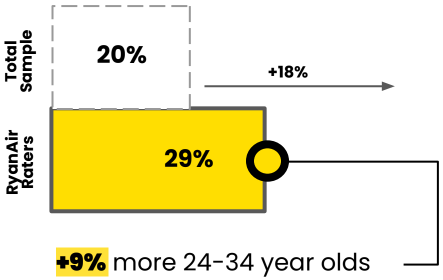
What we know about the consumers that rated them highly as a troublemaker and challenger brand.

RYANAIR

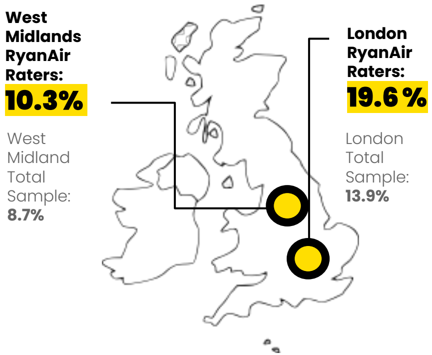
GENDER SPLIT



AGE SKEW



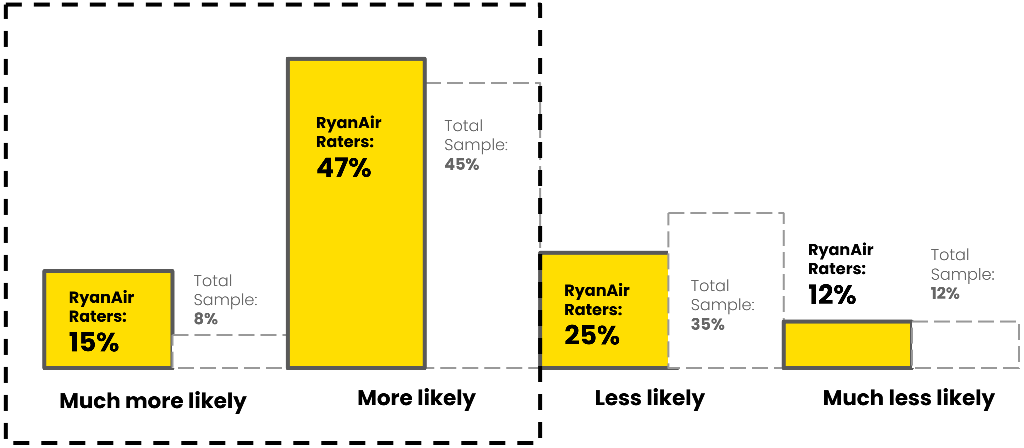
GEO SKEW



Those that rated RYANAIR highly as a Challenger / Troublemaker: N = 271 (27% of sample)

RYANAIR

PURCHASE INTENT



61%

OF RYANAIR RATERS ARE MORE LIKELY TO BUY FROM CHALLENGERS/ TROUBLEMAKERS

Question: *Would you be more or less likely to purchase from a challenger / troublemaking brand?*

RYANAIR prompted smiles, smirks and the odd bit of eyeball rolling.

The public were almost regrettably respectful of RyanAir's consistent self-awareness of their bargain positioning and users' gripes with their service.

They're cheap & sh*t

But they are aware of this

INSIGHTS

INSIGHTS

INSIGHTS

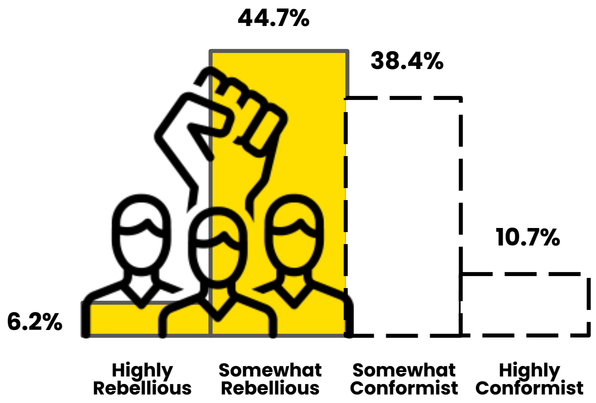
INSIGHTS

INSIGHTS

BEFORE WE SPOTLIGHT BRANDS, HOW REBELLIOUS ARE UK CONSUMERS?

50.9%

of the UK identify as **Rebellious**



Question: *In relation to the term "troublemaker" - how would you describe yourself?*

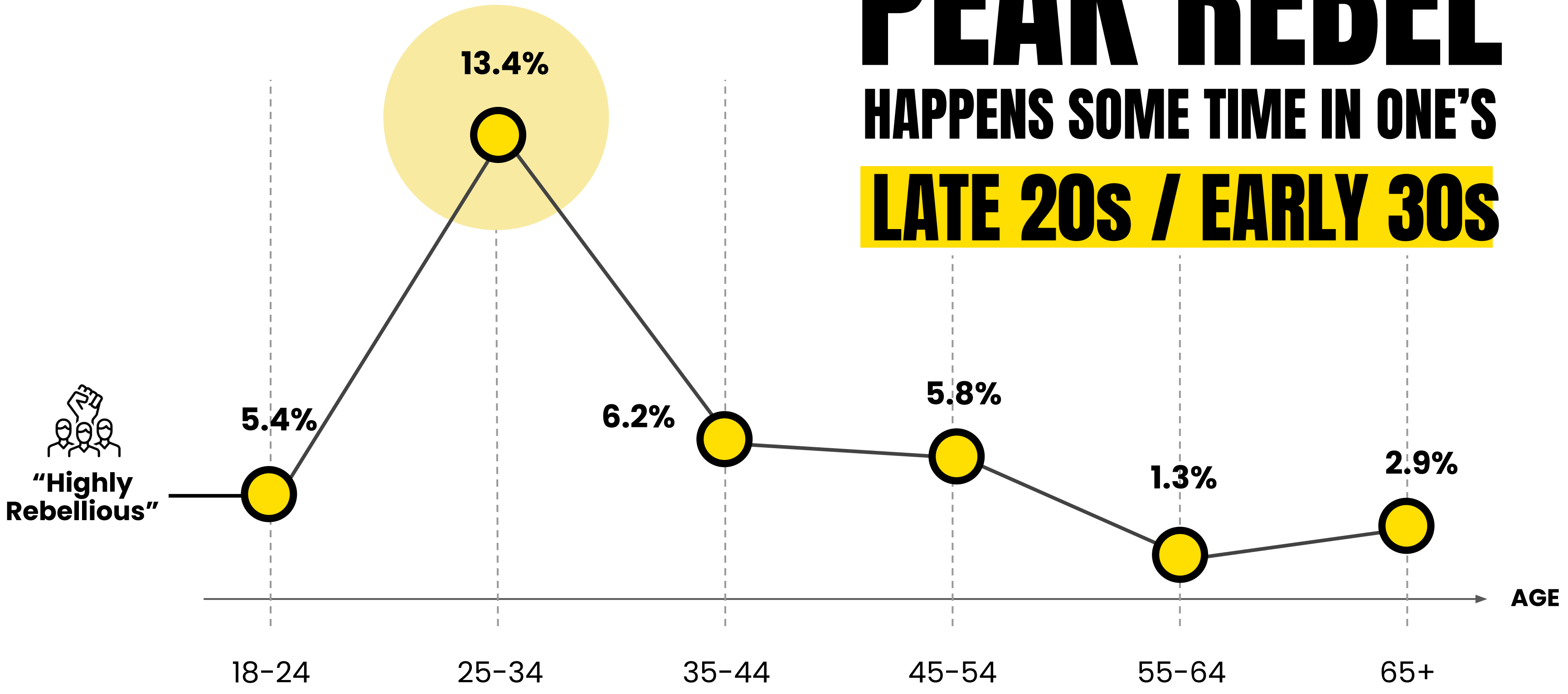
PERHAPS UNSURPRISINGLY

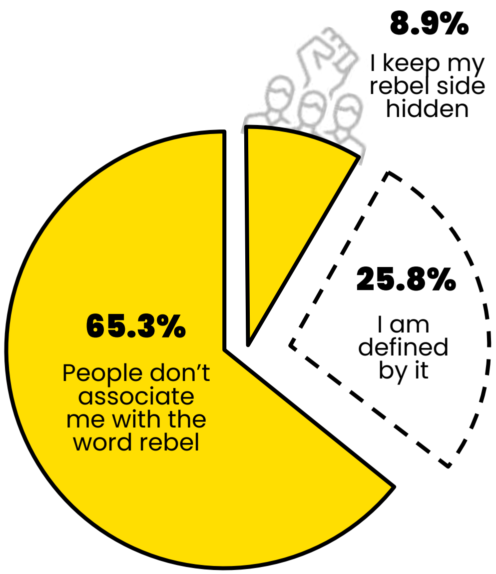
60.4%

of 18-24 year olds identified as rebellious

‘PEAK REBEL’

HAPPENS SOME TIME IN ONE’S LATE 20s / EARLY 30s





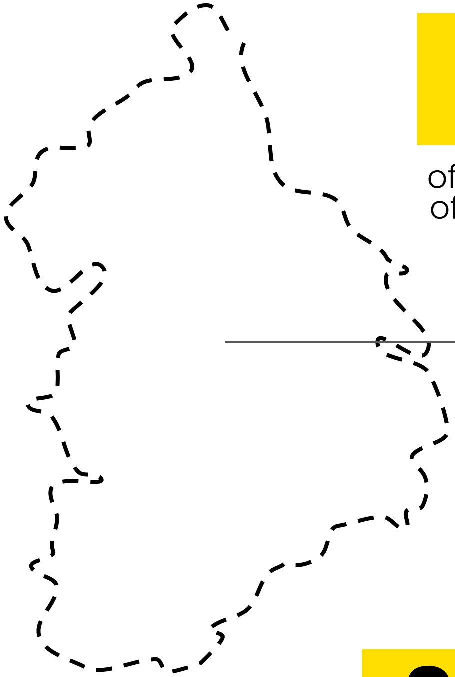
Question: *If you said you were rebellious - how open and obvious to others is your rebelliousness?*

AND REBELS CAN BE HARD TO SPOT

... almost three quarters of rebels are not wearing rebellion as a badge, but keeping it

UNDER WRAPS

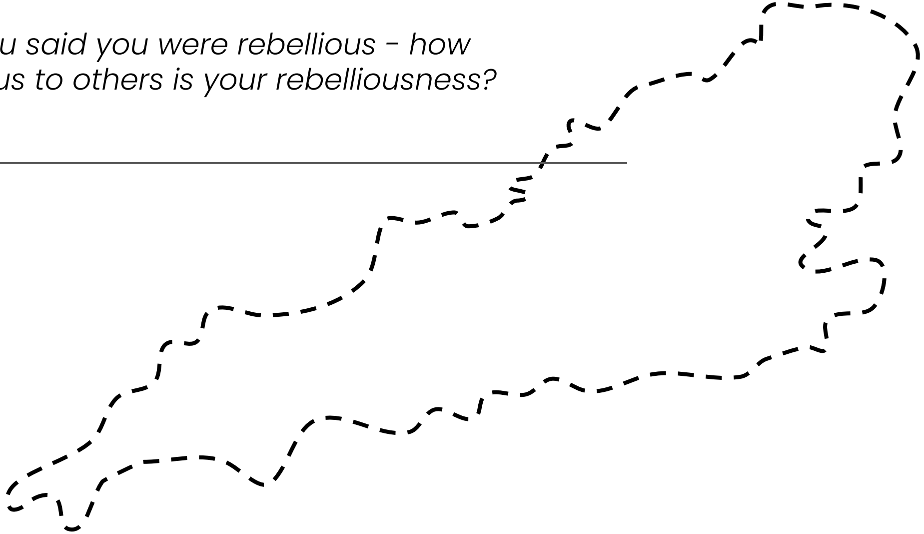
REBEL REGIONAL DIFFERENCE?



23.1%

of those in the **North** of England are open rebels

Question: *If you said you were rebellious - how open and obvious to others is your rebelliousness?*



28.1%

of those in the **South** of England are open rebels

UNDERSTANDING DEFINITIONS

56.2%

CHALLENGER BRAND

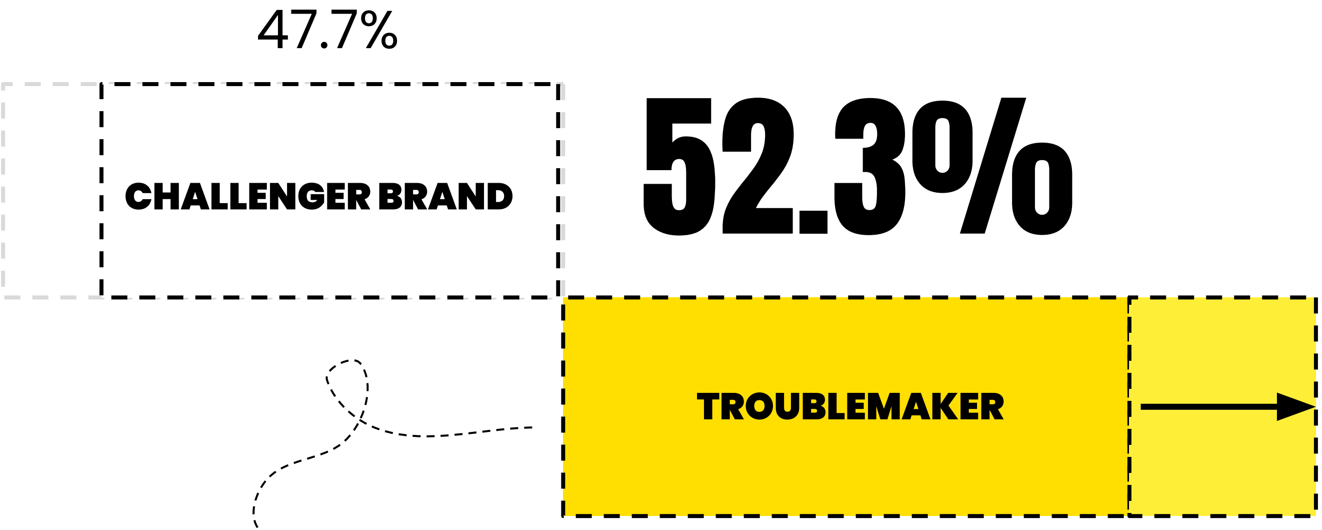
Over half of respondents say they would understand the term ‘challenger brand’ more

43.8%

TROUBLEMAKER

However more than 4 in 10 say they understand the term ‘troublemaker’ better…

Question: *If someone described a company as a troublemaker or a challenger brand, which term do you feel you understand more?*



FOR 18-24 YEAR OLDS, THE MAJORITY BELIEVE THAT TROUBLEMAKER MAKES MORE SENSE TO THEM AS A TERM

62%

Either see the terms as interchangeable, or having a subtle difference

"The terms are interchangeable"

24.4%

"There is a subtle difference"

38.3%

"There is a big difference"

38.3%

Question: *We've used the labels 'challenger brand' and 'troublemaking' / 'troublemaker' throughout this survey. Do you think there is a difference between the two terms?*

WHAT DO THEY WANT TO SEE FROM CHALLENGER BRANDS?

TROUBLE MAKER 100

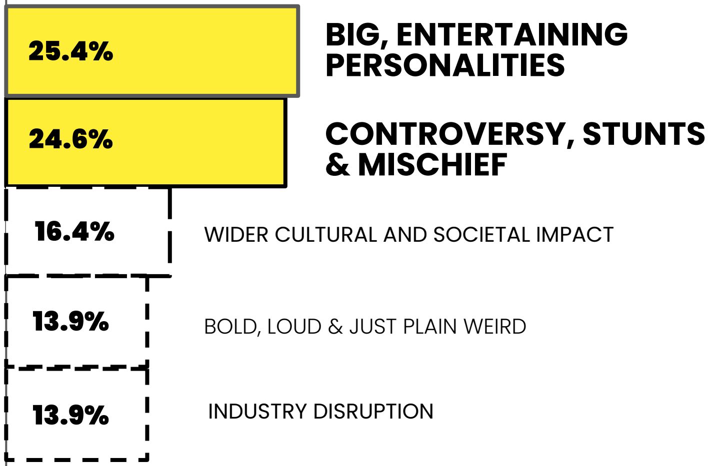
UK consumers like it when Challengers cause

MISCHIEF

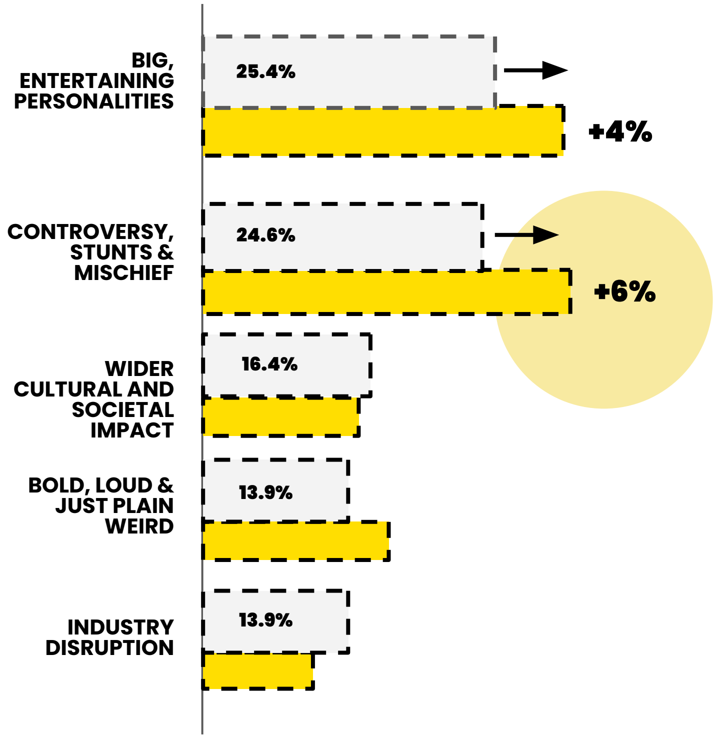
with

BIG

ENTERTAINING PERSONALITIES



Question: *Why have you chosen this brand / company? What is it about them that makes them stand out?*



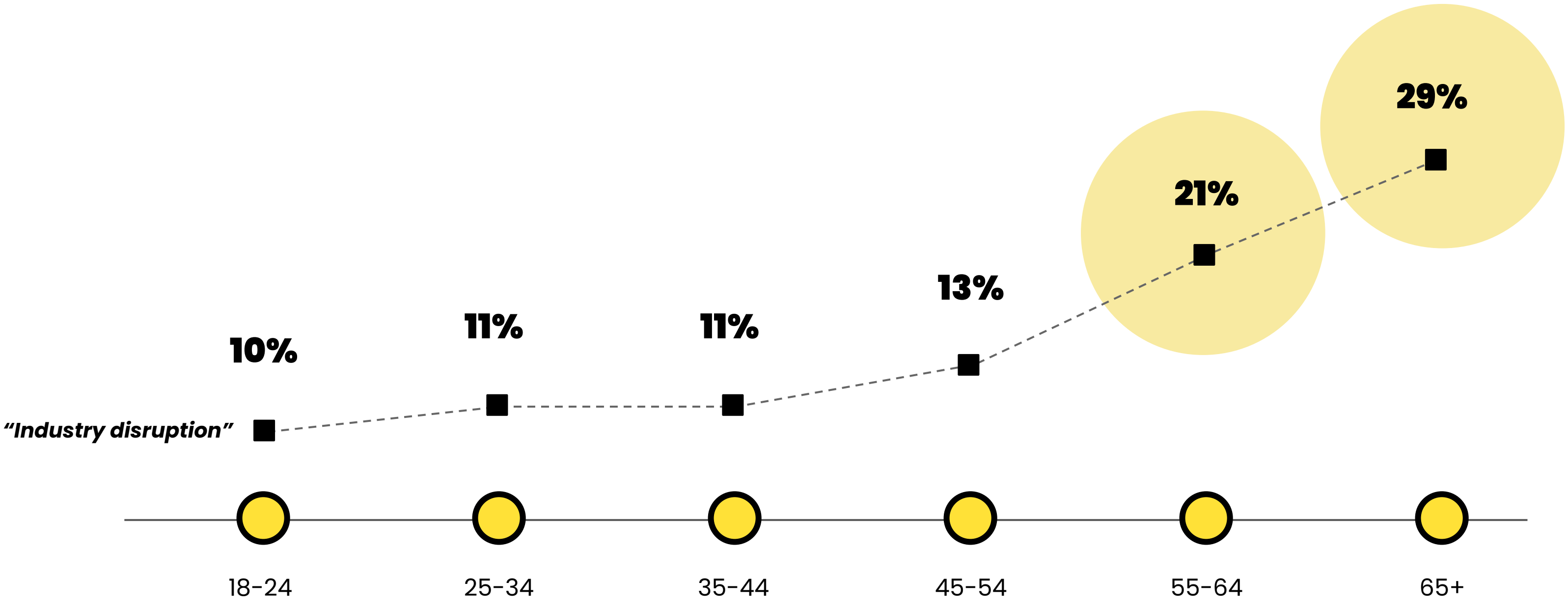
AND THIS IS AMPLIFIED AMONG GEN-Z

18-24 year olds
indexed highly for

STUNTS
& MISCHIEF

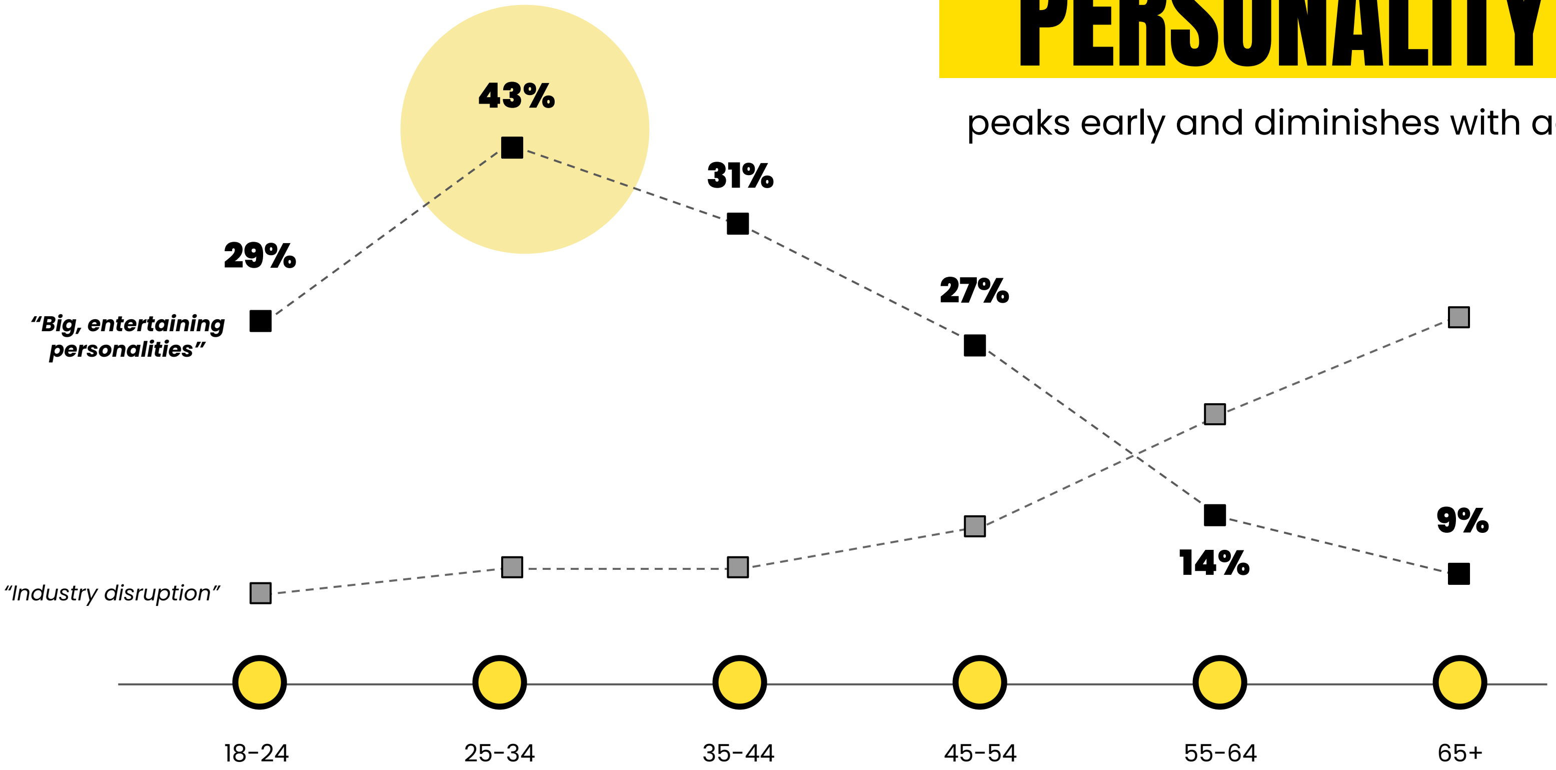
THE IMPACT OF
INDUSTRY DISRUPTION

Becomes more important as one gets older



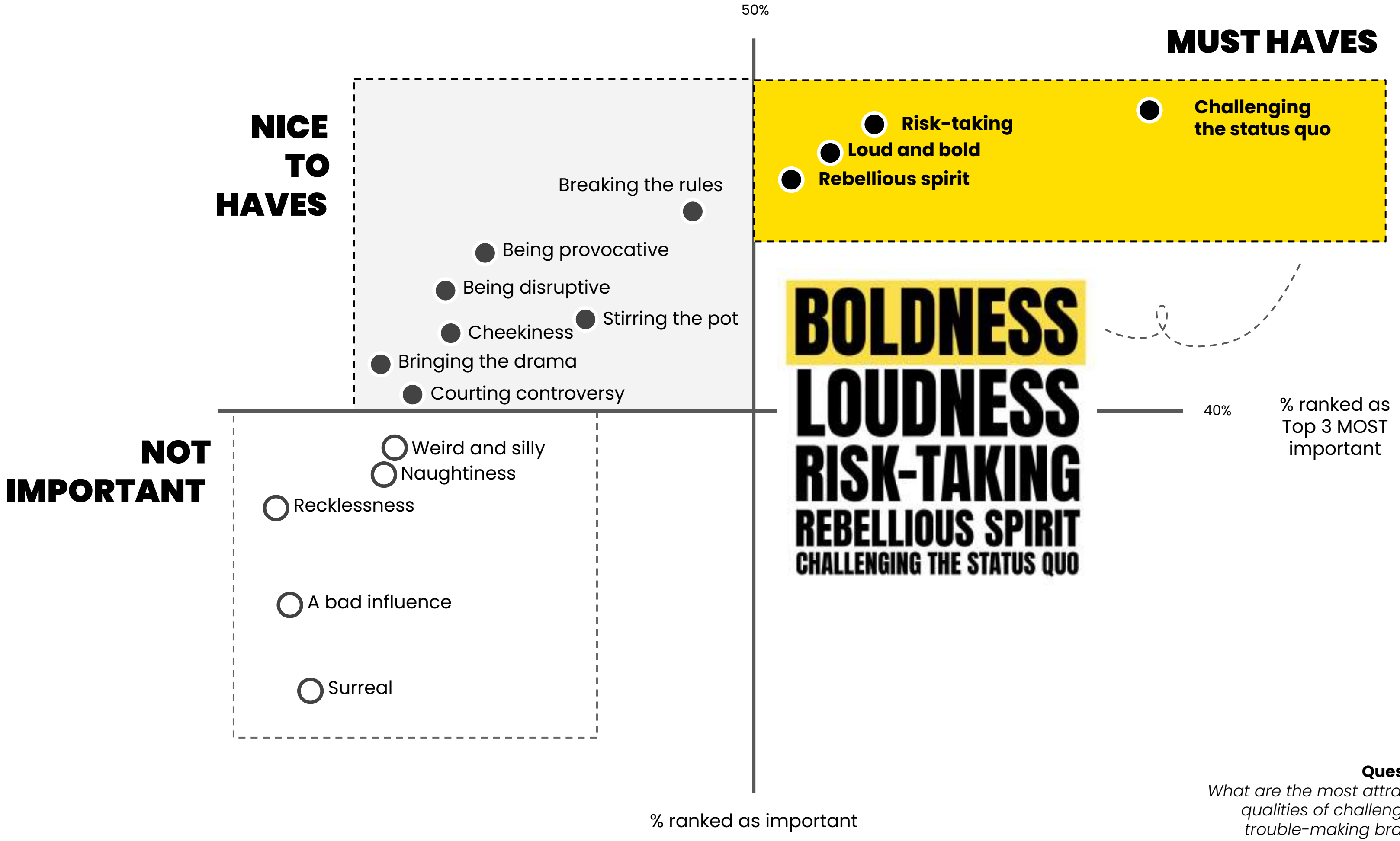
WHILST THE IMPACT OF PERSONALITY

peaks early and diminishes with age



BOLDNESS
LOUDNESS
RISK-TAKING
REBELLIOUS SPIRIT
CHALLENGING THE STATUS QUO

...were the most attractive qualities when it came to evaluating Challenger Brands...

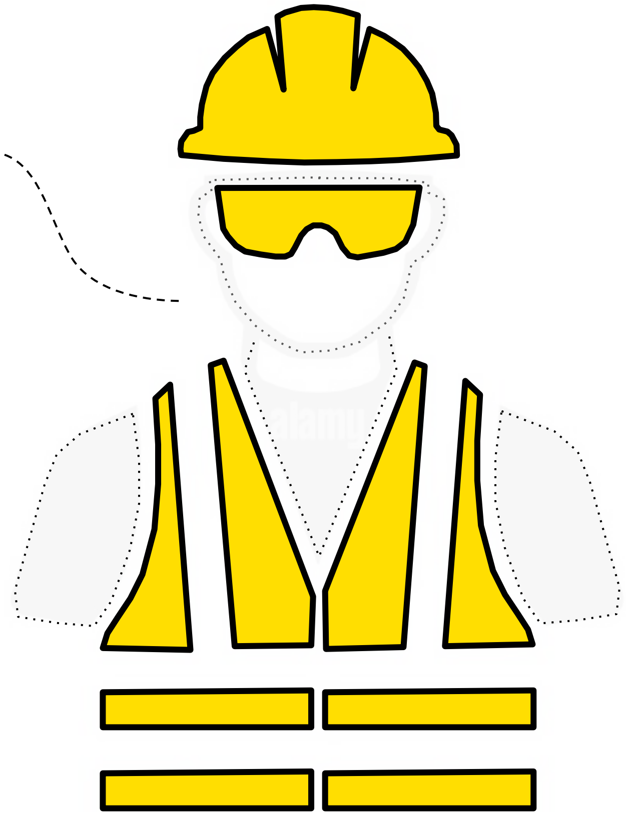


Question:
What are the most attractive qualities of challenger or trouble-making brands?

66%

THINK BRANDS PLAY IT TOO

SAFE



Question: *Do you feel that most companies and brands today play it too safe / too cautious in their advertising?*

CONFORMISTS:

59.8%

THINK BRANDS PLAY IT TOO **SAFE**

Question: *Do you feel that most companies and brands today play it too safe / too cautious in their advertising?*

REBELS:

72.8%

THINK BRANDS PLAY IT TOO **SAFE**

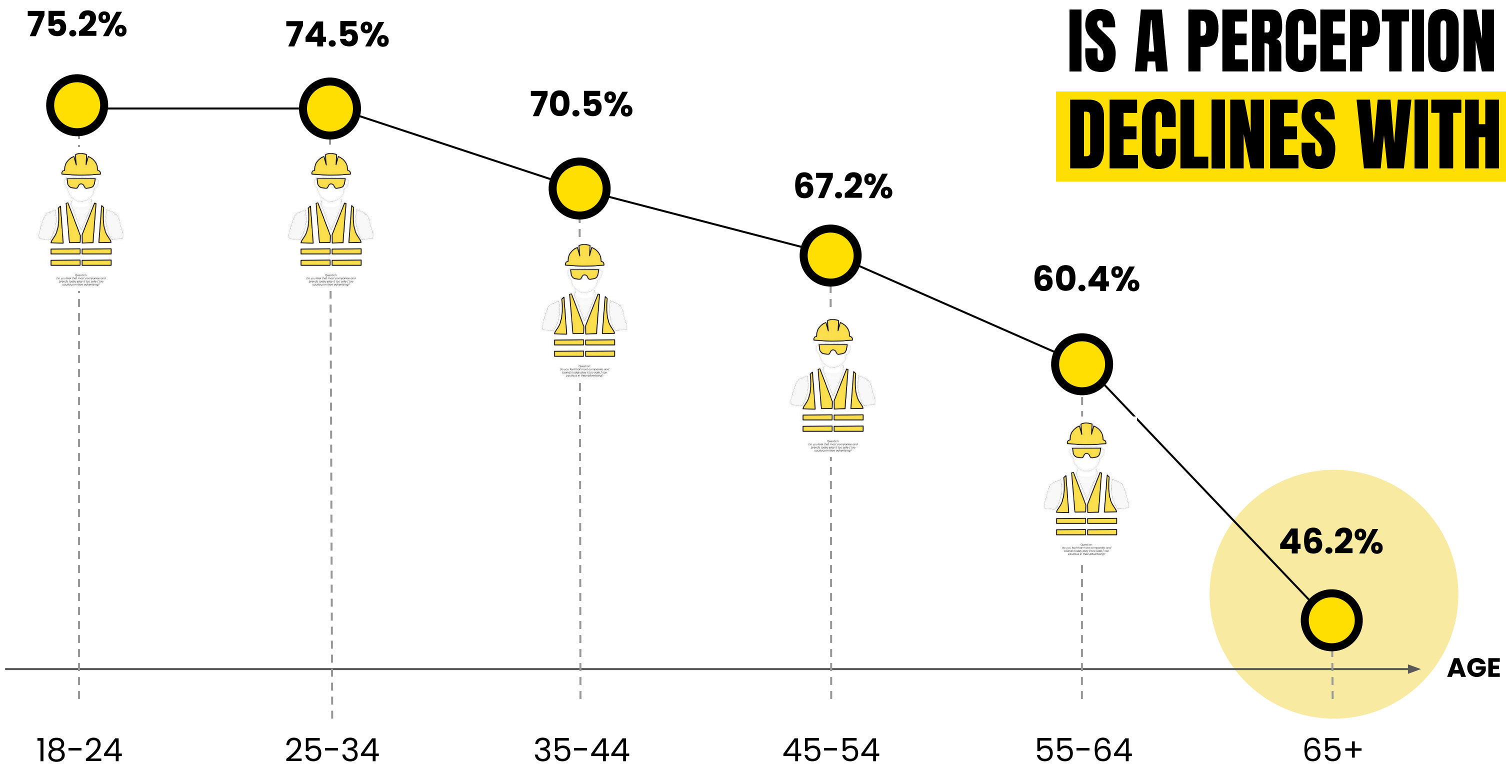
Question:
Do you feel that most companies and brands today play it too safe / too cautious in their advertising?

THIS RISES TO

75%

FOR 18-24 YEAR OLDS

'BRANDS PLAY IT TOO SAFE' IS A PERCEPTION THAT DECLINES WITH AGE

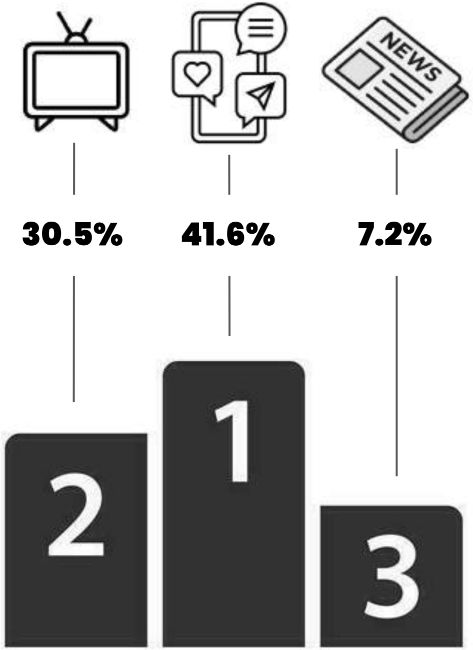


WHERE DO PEOPLE NOTICE THEM?

TROUBLE MAKER 100

SOCIAL MEDIA TELEVISION & PR STUNTS

...are the **primary channels** people associated with their favourite challenger

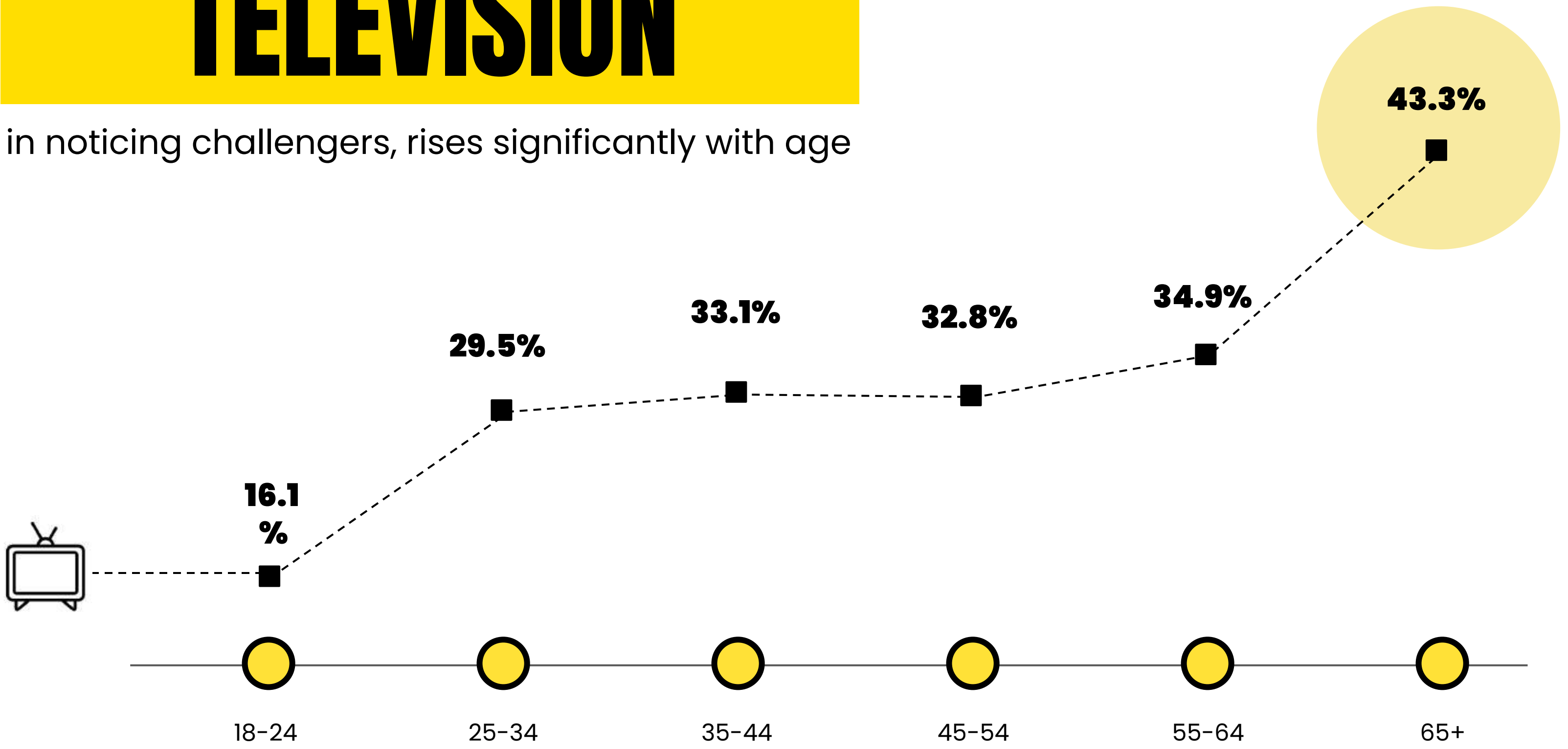


4. Print advertising: **4.5%**
5. At an event: **4%**
6. Billboard: **3.8%**
7. Podcasts: **3.3%**
8. Radio: **2.9%**

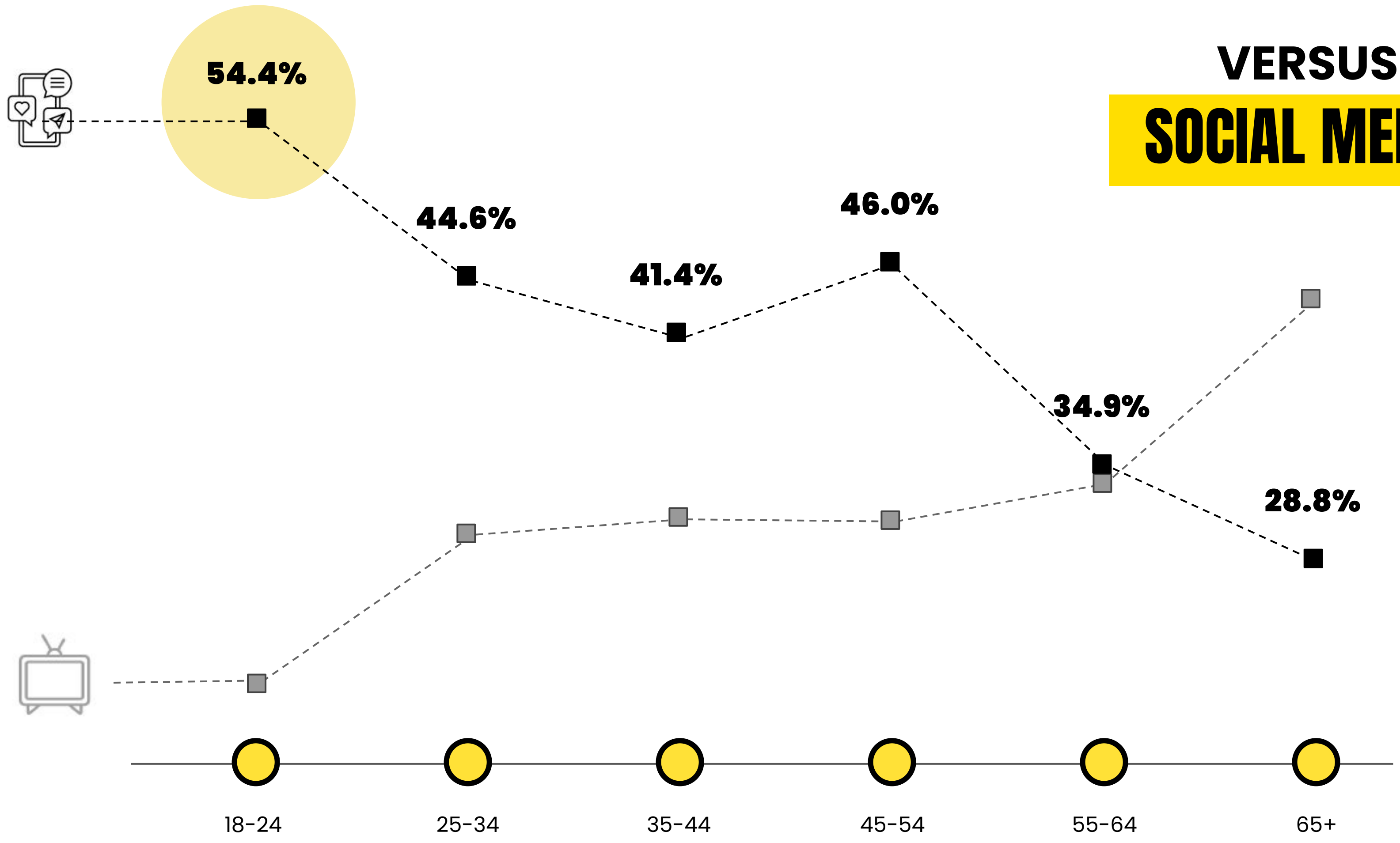
Question: *When you think of your favourite challenger / troublemaking brand, which advertising channel or environment would you MOST ASSOCIATE with them?*

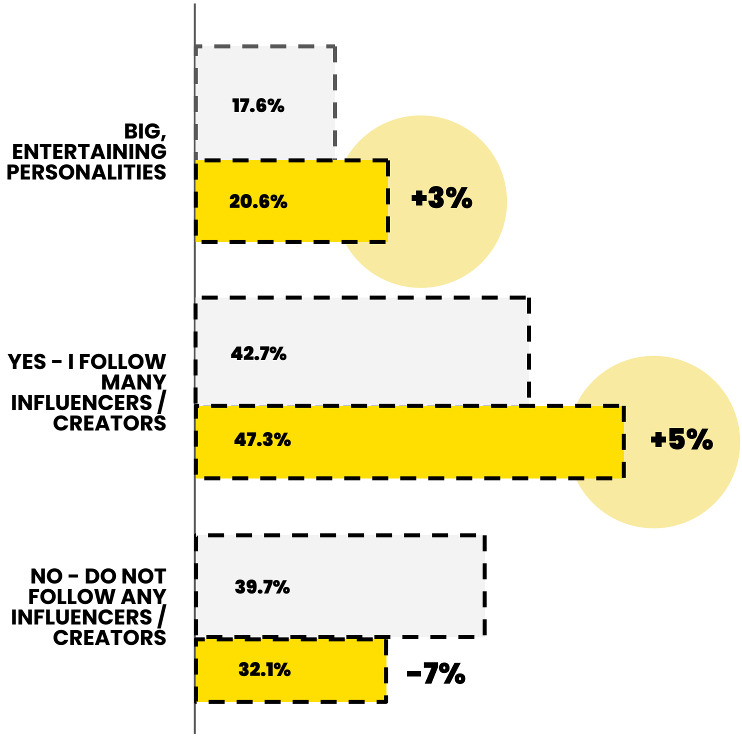
THE IMPACT OF TELEVISION

in noticing challengers, rises significantly with age



VERSUS
SOCIAL MEDIA



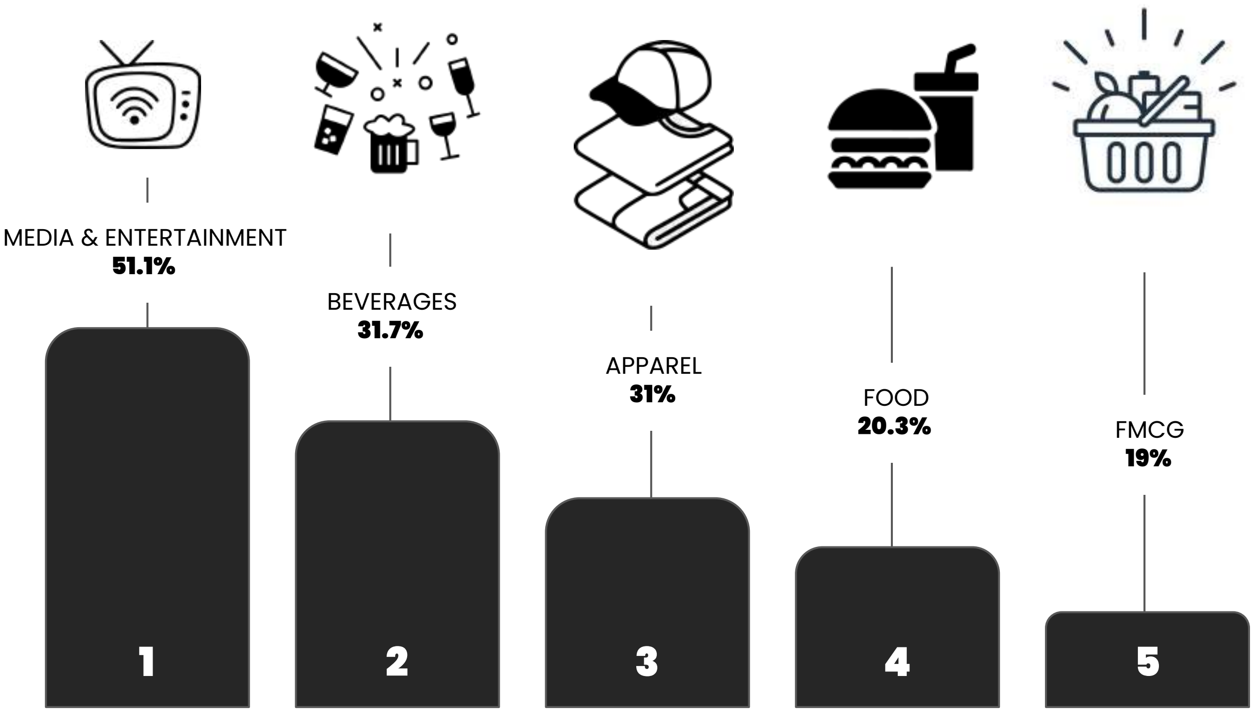


Question: *Do you follow one or more influencers / creators on social media? Measured against BUYERS OF CHALLENGER BRANDS - a composite of "Much more likely" + "More likely" to buyer challengers and troublemakers, N=523*

BUYERS OF CHALLENGERS

67.9%

Follow 1 or more influencer(s)



6 Beauty: **17.8%**

7 Financial Services: **17.8%**

8 Travel: **16.4%**

9 Fintech: **14.7%**

TOP INDUSTRIES

…for Challenger brands:
Media, Beverages & Apparel

***Question**: Which industries do you think breed the most Troublemakers / Challenger Brands?*

INDUSTRIES WITH WEAKER

CHALLENGER PERCEPTIONS

10 Health & Wellness: **14.3%**

11 Telecommunications: **13.5%**

12 Consumer Electronics: **12.0%**

13 Utilities (Water, Gas, Electric): **11.4%**

14 Public Sector: **10.3%**

15 Pharmaceutical: **7.8%**

16 Industrial / B2B: **7.4%**

FINALLY, DOES CHALLENGER BEHAVIOUR

MAKE PEOPLE

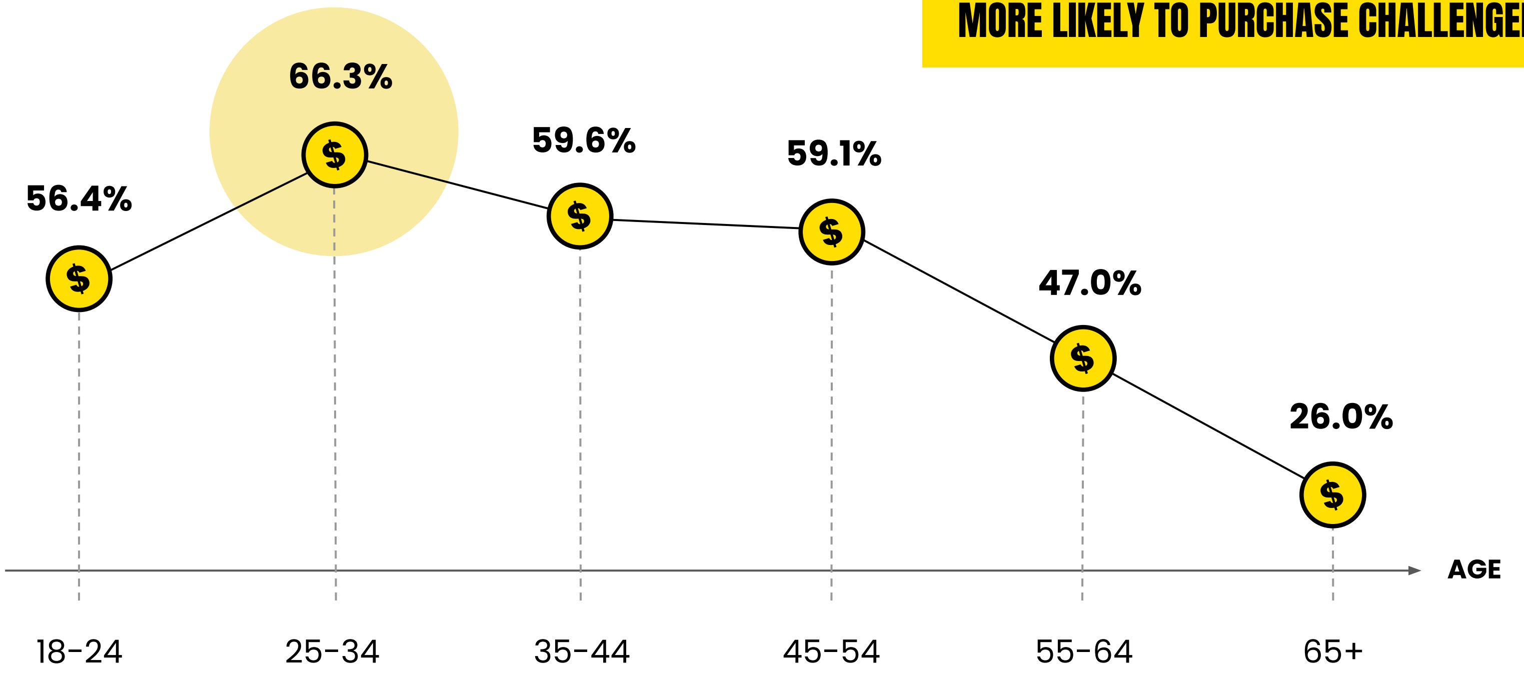
WANT TO PURCHASE?

TROUBLE MAKER 100

THE MAJORITY

MORE LIKELY TO PURCHASE CHALLENGERS

Peaks for younger audiences,
and then decreases with age



Question: *If a company is a troublemaker, will that make you more or less likely to buy from that brand?*
Measure is a composite of "much more likely" and "more likely"

REBELS:

67.1%

MORE LIKELY TO **BUY CHALLENGERS**

CONFORMISTS:

37.9%

MORE LIKELY TO **BUY CHALLENGERS**

A £4 BILLION OPPORTUNITY

51% OF BRITONS ARE REBEL-MINDED
67% OF THESE BUY CHALLENGERS

That's **17 million Brits**....

Given the average UK consumer spending per week of **£259.71** (UK Data Service, 2024), and the 3% margin of error for this sample = somewhere between **£4.1 - £4.6 billion** weekly spend is up for grabs for savvy challenger brands.

IMPLICATIONS

IMPLICATIONS

IMPLICATIONS

IMPLICATIONS

IMPLICATIONS

IMPLICATIONS

WHAT ARE THE ACTIONABLE TAKE-OUTS FOR OUR INDUSTRY?

IMPLICATIONS FOR BRANDS

TROUBLE MAKER 100

THE CHALLENGER GAP

The brands that our industry frequently spotlights aren't necessarily the ones real consumers think are the best challengers.

WHO GIVES A CRAP (#8, TM100™)

HAS 5 HEADLINE MENTIONS ACROSS MARKETING WEEK, THE DRUM, CAMPAIGN AND LBB (L18M)

OATLY (#51, TM100™)

HAS 24 MENTIONS IN THE SAME TIME FRAME.

31%

OF PEOPLE CITED SOCIAL MEDIA AS A PLACE THEY NOTICE CHALLENGER BRANDS

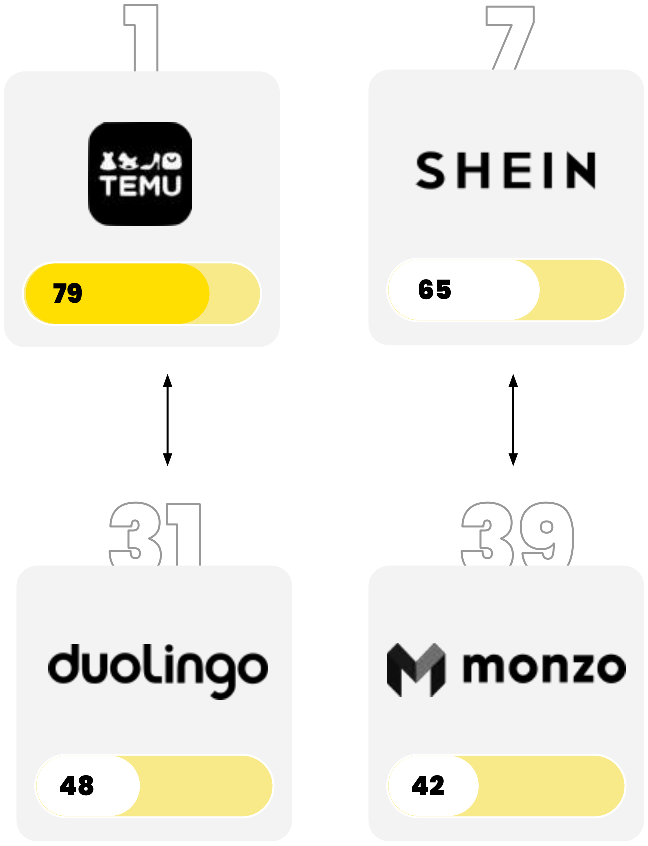
THE CHALLENGER MEDIA TOUCHPOINTS

Clever billboards may impress us in our industry echo chambers, but **just 3.8%** of consumers associate their favourite challenger brand with out-of-home. Social media is the true challenger battleground, with 30% spotting challenger brands there (**rising to 54%** among 18-24s).

TM

DISRUPTION VS. CHALLENGER

Digital disruption doesn't equal challenger perception. In fact, companies that have changed entire industries (such as ***Duolingo*** and ***Monzo***) came out lower than other digital brands in the study, such as ***SHEIN*** and ***Temu.***



PLAYING IT SAFE IS

RISKY

It appears it is riskier not to challenge category conventions and take risks, as two-thirds of UK consumers believe brands 'play it too safe,' a figure that climbs to 75% among 18-35s

66%

THINK BRANDS PLAY IT TOO

SAFE

TM

£4BN

WORTH OF WEEKLY **CONSUMER SPEND** UP FOR GRABS IN THE UK

THE PRICE TAG OF REBELLION

51% of UK consumers identify as 'rebel-minded,' and **67%** of this group are more likely to buy from challengers.

That's **17 million Britons**, representing **£4bn+** of weekly spending opportunity for savvy challenger brands.

TM

WE CAN DO BETTER

HOW CAN THIS REPORT HELP US MAKE BETTER WORK AS AN INDUSTRY?

Founder & CCO Jonathan Fraser, on the implications of the report for creativity and how to generate business value via troublemaking.

Our industry loves to use the phrase 'challenger brand', but how many brands are acting like challengers, and delighting the people of Britain? This report shows that the majority of people still think we're playing it too safe - which would support the myriad research studies showing how few ads are actually remembered.

If we're not challenging conventions, trying to be bold, trying to be interesting, and trying to stand out, we are not doing it right.

Anything other than insight-driven risk-taking is commercially irresponsible. We hope that this inaugural report helps to empower more challenging, less wallpaper and ultimately - more troublemaking in our industry. We'll all be better off for it.

THANK YOU FOR READING

In addition to this report we have data for all 100 brands, media consumption for those that love challenger brands, media trust, influencer affinity and a fire hydrant of additional insights.

To see this data, dig in deeper, or find out more about the consumers that love your brand, reach out to us:

adam@troublemaker.co.uk

APPENDIX

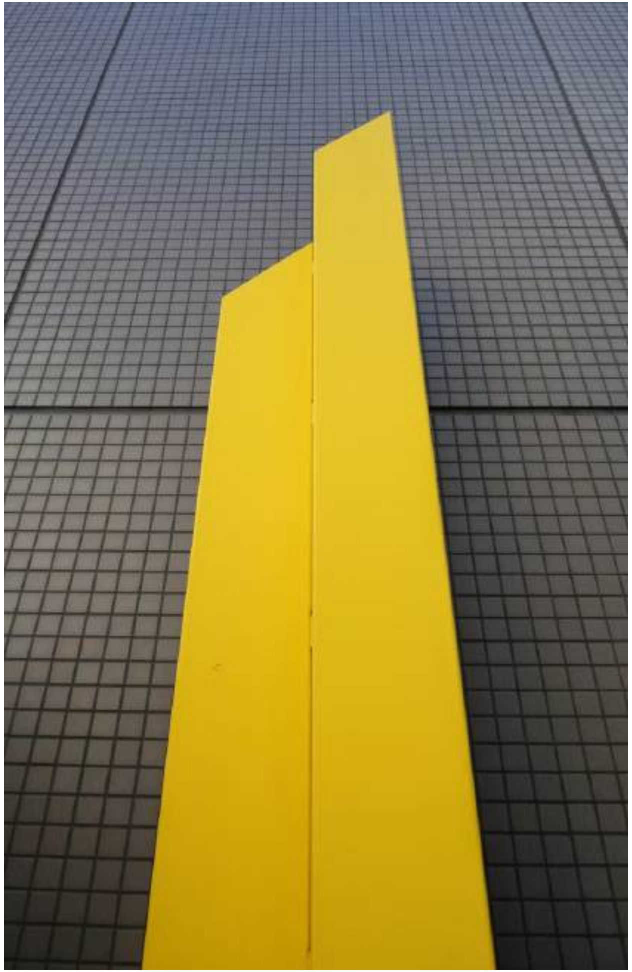
RESEARCH METHODS AT A GLANCE

Survey fielded from 30/06/25 - 02/07/25 via Purespectrum. 1,000 respondents. MoE 3.1pp.

1,000 UK respondents:

- **Gender splits:** Male (50%) / Female (50%)
- **Age splits:** 18-24 (15.4%) / 25-34(19.4%) / 35-44 (17.6%) / 45-54 (17.3%) / 55-64 (17.8%) / 65+ (12.3%)
- **Geo Splits:** East Midlands (7.5%) / East of England (7.8%) / London (13.9%) / North East (6.8%) / North West (8.7%) / Northern Ireland (3.9%) / Scotland (10.6%) / South East (8.3%) / South West (8.4%) / Wales (7.7%) / West Midlands (8.7%) / Yorkshire and the Humber (7.4%)

TM Index Score: Created from 4 weighted factors: 1) Unprompted brand mentions related to 'challenger brand' or 'troublemaker', 2) Rating of individual brands from 0 = unaware, to 4 = One of most challenger/ troublemaking brands out there, 3) Top 5 Rankings out of a 100 for all brands in the study, 4) Ad spend data




TM 100
RANKING THE UK'S TOP 100 BRANDS
BY THEIR CHALLENGER BEHAVIOUR
TM