

# CoolBrands® reveal Britain's coolest brands

Submitted by: Crosbie Communications

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Ethical chocolate brand Tony's Chocolonely has been named the UK's coolest brand. Launched in 2005, it has gone from strength to strength rapidly expanding its customer base by highlighting social change and fair business practices within the chocolate industry.

Originally launched in 2001 and returning after a four-year hiatus, CoolBrands identifies and pays tribute to Britain's coolest brands. The list of brands deemed to be CoolBrands this year includes established leaders and new entrepreneurial ventures. The winners were chosen from 1,540 brands across 72 sectors and were voted on by an independent and voluntary council of experts and influencers who considered five factors in deciding which brands deserve the accolade, namely authenticity, desirability, innovation, originality and responsibility. The process was independently managed by The Centre for Brand Analysis (TCBA),

Of this year's top CoolBrands only Apple, Glastonbury and Spotify featured in the last top 20 list, released in 2016/17. The latest list shows that museums and galleries are increasingly seen as cool with three making the top ten. Of the others, four are food associated companies, revealing how what we eat and drink is increasingly important to the public. Apple is still considered the coolest tech company.

Damon Segal, CEO of CoolBrands®, commented: "Coolness is one of those concepts that's hard to define, and it's also a trait that most brands would love to have. The emerging framework of cool focuses on creating credibility, excitement, and authenticity centred around the core values for brands in the digital age, this guided us in our process.

Some brands are timeless, as generation after generation falls in love with them, and others are new contenders that strike the right note.

The CoolBrands® list provides a barometer on how perception of how cool brands are as viewed by key influencers and experts."

## Top Ten CoolBrands® 2021/22

- 1 Tony's Chocolonely - Chocolate
- 2 Barbican – Experiences, Museums & Galleries
- 3 Glastonbury – Experiences, Festivals & Events
- 4 Haeckels Beauty - Skincare
- 5 The Hepworth Wakefield – Experiences, Museums & Galleries
- 6 Brat Food - Restaurants
- 7 Apple - Technology
- 8 Monmouth Coffee Company - Coffee & Tea
- 9 Ottolenghi – Food, Bakeries, Coffee Shops & Food to Go
- 10 Tate - Experiences, Museums & Galleries

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## Notes to Editors:

The brands are independently chosen by the CoolBrands Council. The UK programme is run under licence

alongside UK Superbrands by the Academy of Chief Marketers. Unlike many industry awards, brands so not pay or apply to be considered. [www.coolbrandsuk.com](http://www.coolbrandsuk.com)

#### About CoolBrands UK

CoolBrands® is an annual initiative to identify and pay tribute to the nation's coolest brands. Since 2001 we have been canvassing the opinions of experts and consumers to produce an annual barometer of Britain's coolest brands. Cool is subjective and personal. Accordingly, voters are not given a definition but are asked to bear in mind the following factors, which research has shown are inherent in all CoolBrands®... Authenticity Desirability Innovation Originality Responsibility

#### About Academy of Chief Marketers

The academy is a unique offering of Senior Marketing & Branding professionals to have access to a personal and professional development forum for expert learning and peer to peer insights; It's excellent for keeping marketing skill sharp to enhance your brand business and career.

#### About TCBA

TCBA undertakes a wide range of research, brand evaluation and brand strategy projects across both business-to- consumer and business- to-business sectors. The Centre's audit and consultancy services are orientated around supplying practical and robust research, evidence and insights that shape brand and business strategy, aid creativity and effectiveness, and ultimately enhance brand reputation and underlying business growth.