

BrandIQ lists

ACCURATE MARKETING DECISION-MAKER DETAILS FOR TARGETING NEW BUSINESS

BrandIQ Lists identifies the top 14,000 marketing, brand and advertising decision makers from across the UK's leading 2,500 advertisers.

All BrandIQ contact details are researched on a six-to-eight week rolling cycle by direct telephone contact with the advertiser by our experienced in-house research team ensuring accurate and fresh data you can rely on.

Each contact is provided with full postal address and email address, when disclosed.

To purchase a list simply complete and return the attached order form, or contact Guy for further information on 020 7575 1846 or guy@brandiq.co.uk.

ADVERTISERS (Sample Selection)

JOB FUNCTION	QTY		QTY		QTY
Chairman	491	Marketing: Brand/Product/Mkt Mgr	2503	PR – Head of PR	479
CEO	909	Marketing: DM / Sales Promo	668	PR Manager	490
Director	1375	Marketing: Event Management	242	PR Senior Involvement	578
Finance Decision Maker	829	Marketing: Media	117	Sales Director	682
Managing Director	1104	Marketing: Online / Interactive	1171	Sales Manager	313
Marketing – Advertising	614	Marketing: Ultimate Decision Maker	1408		

SECTORS	QTY		QTY		QTY
Automotive	253	Health & Beauty – Toiletries	146	Retail (inc. E-Tailers)	860
Domestic Appliances / Electrical	201	Home & Garden	167	Social Affairs	355
Drinks	253	Household Goods	80	Telecommunications	191
Fashion	265	Industry & Commerce	112	Tobacco	7
Financial	511	Leisure & Entertainment	453	Transport & Travel	477
Food	241	Media & Publishing	421	Utilities	16
Health & Beauty – Baby / Sanitary	37	Office Technology	205		
Health & Beauty – Cosmetics	49	Oil & Petrol	21		
Health & Beauty – Pharmaceuticals	124	Photographic (excl. Camcorders)	47		
Health & Beauty – Skincare	72	Property	38		

MEDIA SPEND

Up to £1million	1588
£1 - £5 million	437
£5 - £10 million	140
£10 million +	214

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ADVERTISER JOB FUNCTIONS (A-Z)

- Account Manager
- Business Development Director
- Business Development Manager
- Chairman
- Chief Executive
- Client Services – Account Director
- Client Services – Account Manager
- Client Services – Group Account Director
- Client Services – Head Of Client Services
- Corporate Social Responsibility
- Creative – Art Director
- Creative – Copywriter
- Creative – Creative Director
- Customer Insight Manager
- Director
- European Decision Maker
- Finance Director
- General Manager
- HR – Director
- HR – Manager
- IT Director
- IT Manager
- Managing Director
- Market Research
- Marketing – Advertising
- Marketing – Brand Manager
- Marketing – Event Management
- Marketing – Initial Decision Maker
- Marketing – Marketing Director
- Marketing – Marketing Executive
- Marketing – Marketing Manager
- Marketing – Media
- Marketing – New Media / Interactive
- Marketing – Product Manager
- Marketing – Senior Position / Influence
- Marketing – Strategy
- Marketing – Ultimate Decision Maker
- Media – European Media Director
- Media – Media Buyer
- Media – Media Planner
- New Business Director
- New Business Manager
- New Product Development
- NTM – Ambient / Guerilla / Viral
- NTM – Branded Content / Entertainment
- NTM – Digital / Online Marketing Manager
- NTM – DM Manager
- NTM – E-commerce Manager
- NTM – Head Of Digital
- NTM – Head Of DM
- NTM – Head Of E-commerce
- NTM – Head Of Internet & E-channels
- NTM – Head Of Online Customer Experience
- NTM – Interactive TV
- NTM – Mobile Marketing
- NTM – Sponsorship
- PA / Secretary
- Planning – Account Planner
- Planning – Planning Director
- PR – Head Of PR
- PR – Manager
- PR – Senior Involvement
- Procurement – Marketing
- Procurement – Print
- Product Manager – Non Marketing
- Sales Director
- Sales Executive
- Sales Manager

KEY MARKETS & SECTORS

- AUTOMOTIVE**
- Auto Dealers (Cars & Commercial)
- Car Hire / Rental / Leasing
- Car Parts & Accessories (Manufacturers)
- Car Service Centres / Car Parts Retailers
- Cars
- Commercial Vehicles
- Motorcycles / ATV
- Motoring Clubs (Breakdown / Services)
- Tyre Manufacturers
- DOMESTIC APPLIANCES**
- Appliances Corporate (Multi-Type)
- Audio Equipment
- Large Kitchen Appliances / White Goods
- Recordable Media (Blank)
- Satellite TV Equipment
- Small Electrical Apps / White Goods
- Television Sets / Home Cinema
- VCR / DVD Players & Burners
- Video Cameras / Corders / Palmcorders
- DRINKS**
- Alcoholic drinks
- Non-alcoholic drinks
- FASHION**
- Accessories
- Clothing
- Fashion Corporate (Multi-Type)
- FINANCIAL**
- Business Financial Services
- Consumer Financial Services
- Financial Range & Corporate
- Investment Banking
- Private Banking
- Stock Exchange / Stockbrokers
- FOOD**
- Baby Food & Milk
- Bakery
- Baking Ingredients
- Beans
- Breakfast Cereals
- Confectionery
- Convenience Desserts
- Convenience Meals
- Dairy / Margarine
- Fish / Seafood
- Food Manufacturer Range / Corporate

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KEY MARKETS & SECTORS CONTINUED

- FOOD continued**
- Fruit
- Ice Cream
- Jams / Spreads / Toppings
- Meat & Meat Substitutes
- Oils & Fats
- Pasta
- Potato Crisps / Savoury Snacks / Popcorn
- Rice
- Sauces
- Seasonings & Condiments
- Soups
- Stuffings
- Sugar & Sweeteners
- Vegetables

- HEALTH & BEAUTY – Baby / Sanitary Care**
- Adult Incontinence Products
- Baby Care
- Intimate Female Hygiene
- Intimate Male Hygiene
- Sanitary Protection

- HEALTH & BEAUTY – Cosmetics**
- Make Up / Cosmetics

- HEALTH & BEAUTY – Pharmaceuticals**
- Allergies / Hayfever / Sinus / Asthma
- Analgesics
- Anti-Smoking Aids
- Aromatherapy Products
- Contraceptives
- Cough / Cold & Flu / Throat
- Diarrhoea Treatments
- Eardrops & Treatments
- Eyecare
- Footcare
- Germicides / Antiseptics / Medi Skincare
- Hearing Aids / Ear Plugs
- Indigestion / Hangover Remedies
- Insect Skin Repellent / Bite Relief
- Laxatives
- Mouth / Cold Sore Treatment
- Pharmaceuticals Range (Multi-Type)
- Plasters & Bandages

- Pregnancy Testing
- Sleeping Aids
- Slimming Aids (Not Clubs or Food)
- Specialist Drugs / Niche Products
- Therapeutic Tonics / Stress / Depression
- Travel Sickness Remedies
- Vitamins & Minerals / Supplements

- HEALTH & BEAUTY - Skincare**
- Acne / Antibacterial Face Treatments
- Lip Balm / Salve
- Skincare Female
- Skincare Male
- Skincare Unisex
- Suncare

- HEALTH & BEAUTY – Toiletries**
- Deodorants & Anti-Perspirants
- Depilatories Non-Electric
- Fragrances
- Haircare
- Oral Hygiene
- Personal Wash
- Razors / Electrical Depilators
- Shaving Preparations
- Toiletries Range (Multi-Type)

- HOME & GARDEN**
- DIY & Garden Products
- Home Furnishings & Fittings
- Miscellaneous Home

- HOUSEHOLD GOODS**
- Air Fresheners
- Batteries (Household) / Torches
- Bin Liners / Rubbish Bags
- Cleaners (Excl. Cloths / Wipes)
- Coffee Filters
- Descalers
- Food Wraps
- Furniture Care
- Household Goods Range (Multi-Type)
- Light Bulbs
- Matches / Candles / Firelighters / Coal
- Paper Products (Non-Stationery)

- Pest Control & Insect Repellent
- Pet Food & Accessories
- Shoe Care
- Stationery / School Access's (No Glue)
- Washing Detergents

- INDUSTRY & COMMERCE**
- Agriculture
- Business Services
- Manufacturing / Engineering

- LEISURE & ENTERTAINMENT**
- Cinema / Movie
- Exhibition / Museum / Culture Event
- Leisure & Sports Activities
- Theme Parks / Adventure Parks
- Zoo / Aquarium

- MEDIA & PUBLISHING**
- Advertising / Media Production Agencies
- Broadcasting
- Media Owner (Multi-Type)
- Publishing (incl. Online Publishing)

- OFFICE TECHNOLOGY**
- Black & White Printers
- Business Equipment Corporate
- Business Equipment Sponsorship
- Colour Printers
- Computer Components / Peripherals
- Computer Hardware (excl. Network)
- Computer Software / Services
- Fax Machines
- High End Printing
- Imaging Peripherals
- Multi-Functional Office Equipment
- Multi-Functional Printers
- Network Hardware
- Office Equip. Peripheral (excl. Computers)
- Office Equipment Range / Corporate
- Other Peripherals
- Other Services
- Photocopiers
- Printers
- Scanners

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KEY MARKETS & SECTORS CONTINUED

- OIL & PETROL**
- Fuel & Fleet Management Cards / Services
- Motor Oil / Lubricants / Additives
- Petrol / Gas Stations
- Petrol / Gas / Oil Exploration & Refining

- PHOTOGRAPHIC (excl. Camorders)**
- Cameras
- Photographic Film / Photography
- Photographic Film / Photography Corporate

- PROPERTY**
- Estate Agents / Online Property Sales
- House-builder / Property Development
- Property Surveyors
- Timeshare

- RETAIL (incl. E-tailers)**
- Business Equipment (excl. Computers)
- Catalogue Stores
- Computers (Hardware / Software)
- Department Stores
- Drink & Tobacco
- Fashion
- Food Retail / Supermarket / Restaurant
- Health & Beauty
- Home & Garden

- Leisure & Entertainment Stores
- Mail Order / TV Shopping
- Multi-Product Stores
- Post Office Shops (Non-Post Products)
- Retail Loyalty Schemes
- Telecoms Retailers
- Utilities Retail

- SOCIAL AFFAIRS & GOVERNMENT**
- Charities / Voluntary Organisations
- Education / Training Institutions
- Government
- Professional Services
- Public Information (Not Transport)
- Religion

- TELECOMMUNICATIONS**
- Chatline / Service Lines (Offline)
- Consultancies
- Freephone / 0800 Numbers
- Internet Access / Portals / Search Engines
- Paging Services
- Satellite Communications Provider
- Service Provider (Cellular / Mobile)
- Service Provider (Landline / Fixed)
- Telecom Hardware
- Telecoms Corporate

- Telephone Directories / Enquiries (Offline)
-
- TOBACCO**
- Cigarettes
- Cigars
- Loose Tobacco
- Smoking Accessories
- Tobacco Company Corporate
- Tobacco Company Diversification

- TRANSPORT & TRAVEL**
- Airlines
- Airports
- Holiday Parks
- Hotels / Resort Hotels
- Public Transport
- Sea Ports
- Shipping Lines
- Tour Operators (Package Holidays)
- Tourist Boards
- Transport Authorities / Motorways
- Travel Agents (Incl. Online)

- UTILITIES**
- Energy

BrandIQ lists

MAJOR UK TOWNS

- Belfast
- Birmingham
- Bradford
- Bristol
- Cambridge
- Cardiff
- Coventry
- Derby
- Edinburgh
- Glasgow
- Guildford
- Ipswich
- Leeds
- Leicester
- Liverpool
- London
- Manchester
- Newcastle Upon Tyne
- Norwich
- Nottingham
- Oxford
- Plymouth
- Preston
- Reading
- Sheffield
- Sheffield
- Southampton
- Stoke-On-Trent
- Wolverhampton
- York

UK COUNTIES

- Bedfordshire
- Berkshire
- Buckinghamshire
- Cambridgeshire
- Cheshire
- Cornwall
- Cumbria
- Derbyshire
- Devon
- Durham
- Essex
- Gloucestershire
- Greater Manchester
- Hampshire
- Herefordshire
- Hertfordshire
- Lancashire
- Leicestershire
- Lincolnshire
- Merseyside
- Norfolk
- Northamptonshire
- Oxfordshire
- Rutland
- Scarborough
- Shropshire
- Somerset
- Staffordshire
- Suffolk
- Surrey
- Sussex
- Tyne-and-Wear
- Warwickshire
- West Midlands
- Wiltshire
- Worcestershire
- Yorkshire
- Northern Ireland
- Scotland
- Wales

ORDER FORM

To order your BrandIQ lists, please fill out your details below and fax back along with your list selections to **020 7575 1931**. Alternatively for further information on BrandIQ please contact Guy on 020 7575 1846.

REQUIREMENTS/

Details:

Counts:

Cost:

PERSONAL DETAILS /

Name

Position

Company

Address

City

Postcode/Zip

Country

Telephone

Fax

Email

Date

Signature

PAYMENT /

I enclose a cheque

I would like to pay by credit card

PAYMENT DETAILS /

Visa

Mastercard

AmEx

Name on card

Card No

Expiry Date
