

Glo Ranked Among Africa's Top 5 Most Valuable Brands

Telecommunications

giant, Globacom has been ranked amongst the top five most valuable brands in Africa. In the latest survey conducted by Brand Africa and published in African Business magazine, Globacom made the list because it has “won the hearts of the communities where it has its footprint”. The report, which listed other leading African conglomerates, stated that Globacom got an impressive brand value of 655 to rank among the Top 5 brands in the continent in a list of the Top 10 Most Valuable Brands in Africa. In just 10 years of operation, Glo has built a reputation as an authentic African brand with its extensive network across several African countries where it operates such as Nigeria, Ghana and Benin Republic.

Since inception, the company has established a strong pedigree as a pan-Africa brand with phenomenal equity. In addition to delivering premium telecommunication services to consumers in markets where it operates, Globacom has gained top of mind awareness and strong recall in Africa and beyond due to its strategic sponsorship of the annual Glo CAF Awards, a celebration of Africa’s best footballers; the CNN African Voices, which celebrates heroic Africans in different fields of human endeavour; the X Factor, the world’s biggest music reality TV show; Manchester United, live telecast of English Premier League on DSTV, the league and national teams in Nigeria and Ghana among others.

Glo is also renowned for its investments in telecom infrastructure in Africa such as the Glo 1; its 6,800 kilometre wholly owned submarine cable which links over 14 countries in Africa with Europe and North America. The cable has also made a huge impact on communications on the continent, making telephony and internet access faster, more reliable and more accessible.

The survey tagged, “The Brand Africa 100 Table”, was developed by Brand Leadership Academy in partnership with TNS, the globally respected consumer knowledge and information company and Brand Finance Plc, the world’s leading independent valuation consultancy. It seeks to identify, acknowledge and promote African and global brands that are catalysts for Africa’s growth, reputation and value. Its ranking is based on a methodology that blends a brand’s financial performance and consumer admiration scores to create a unique index and ranking. “Based on Brand Africa’s definition of an African brand as a multinational brand developed in Africa, by Africans, with a secondary or primary listing in Africa, serving customers primarily in Africa, with a growing international recognition or footprint and contributes to Africa’s economic growth and global image and reputation, it is no surprise that Globacom made the list,” says Globacom Group COO, Mohamed Jameel. “Glo is well known for its outstanding performance in the countries where it has its footprints, for its contributions to economic growth and for its investments in sports, arts and entertainment. We have made telephony more available with our reliable networks and competitive tariffs. We have also invested heavily in sports through our sponsorships of the annual CAF African Football Awards, our support for the national teams of Nigeria and Ghana and our promotion of the film industry such as Nollywood and Ghollywood”, he said. The survey further recognizes African brands which were beginning to challenge or lead global brands in Africa and across various industries including telecommunications. Explaining its method of arriving at the brands’ ranking, it said “the study involved a comprehensive research among consumers 18 years and older, living in representative countries in metropolitan sub-Saharan Africa regions being asked to draw up a list of the most admired African and global brands in Africa. Each respondent was asked to mention the five local and global brands they admired. Commenting on the survey, Brand Africa founder and Chairman, Thebe Ikalafeng said, “One of the primary drivers of Africa’s growth lies in stimulating and growing thriving African and global businesses and brands in Africa. Consumers are the ultimate arbiters of that success. Thus, the inaugural Brand Africa 100 signals which brands are getting it right on the continent”.