

10 Biggest Gainers Amongst Valuable South African Brands For 2015

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A study put together by Brand South Africa and Brand Finance Africa recently revealed the top 50 corporate brands in South Africa with regards to the value that they add and the recognition they gain for the country.

Brand value is calculated by making use of the Royalty Relief method, which estimates likely future sales that are attributable to a brand and calculating a royalty rate that would be charged for the use of the specific brand. The list is in its third year, and is a good indicator of the job that these brands are doing with regards to catering for the needs of their markets.

A number of financial institutions, retailers, publishers and technology groups form part of the list, and **AFKInsider** takes a closer look at 10 of the biggest gainers amongst the most valuable South African brands of 2015.

Sources: Brand South Africa, Brand Finance Africa.

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [Next Page >>](#)

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