

Safaricom, Tusker rated top brands in East Africa

By Standard Reporter Updated Saturday, November 22nd 2014 at 20:48 GMT +3

Telecommunications giant Safaricom and East African Breweries' flagship beer Tusker have been rated as East Africa's most valuable and most admired brands for 2014, respectively.

This year's Brand Africa survey that ranked the 100 most valuable and most admired brands in Africa rated pan-African telecommunication services company MTN as the most valuable as well as the most admired brand in Africa. The company is the only African brand valued at over a billion dollars at \$5.4 billion (Sh486 billion) with the survey ranking Safaricom at \$357 million (Sh32.13 billion).

In terms of African countries brands, South Africa tops the list as the most valuable country in Africa while Nigeria is the most admired country in the continent. Kenya falls way below the ranks in terms of brand value but is in number four on the list of most admired nations in Africa after Nigeria, Ghana and South Africa with Tanzania being number five.

Indigenous brands

Overall, CocaCola was rated as the most admired brand in Africa toppling Nokia from the top slot followed by MTN, Samsung, Nokia, Toyota, Glo, Adidas, Tigo, LG and Nike. In terms of brand value, MTN topped the list followed by Woolworths, Shoprite, DStv, Spar, Castle, Pick N Pay, Safaricom, Tusker and Dangote.

"We are humbled and don't take this for granted, it took a lot of effort," said MTN Business Managing Director Tom Omariba while receiving the two awards." The survey showed that non-African brands continue to set the pace in the continent, commanding 77 of the 100 entries in the most admired brands and 99 of the most valuable brands. In terms of most valuable brands which are non-African, Apple tops the list followed by Samsung, Google, Microsoft, Toyota, Coco-Cola, BMW, Volkswagen and Mitsubishi.

"As African economies grow and African become wealthier and grow their brand building capacity, the demand for indigenous brands or non-African brands that are built on African insights will prosper," said Thebe Ikalafeng, the Brand Africa chairman and founder. "It's an appetising opportunity for Made in Africa brands."