



MEDIA RELEASE - UGANDA

27 JUNE 2019

18H00

BRAND AFRICA 100: AFRICA'S BEST BRANDS 2018/19 – UGANDA'S BEST BRANDS

- **MUKWANO IS THE MOST ADMIRER MADE IN UGANDA BRAND**
- **CENTENARY BANK IS THE MOST ADMIRER FINANCIAL SERVICES BRAND MADE IN UGANDA**
- **NBS IS THE MOST ADMIRER MEDIA BRAND MADE IN UGANDA**
- **NTV IS THE MOST ADMIRER AFRICAN MEDIA BRAND IN UGANDA**
- **COCA COLA IS THE OVERALL MOST ADMIRER BRAND IN UGANDA**
- **NIKE IS THE MOST ADMIRER BRAND IN EAST AFRICA AND RETAINS ITS POSITION AS OVERALL MOST ADMIRER BRAND IN AFRICA**
- **NON AFRICAN BRANDS DOMINATE AFRICA AT 86% OF TOP 100 BRANDS IN AFRICA**

KAMPALA, UGANDA 27 June 2019: Brand Africa in partnership with Brand Leadership, Geopoll and Kantar and **Publics Africa** today announced the results of the Most Admired Brands in Uganda. The list, the 7th annual *Brand Africa 100: Africa's Best Brands*, is based on the comprehensive pan-Africa survey of the most admired brands among African consumers. In the Uganda and regional results, which are dominated by non-African brands, Coca Cola was recognized as the overall Most Admired Brand in Uganda. Mukwano leads as the Most Admired Brand Made in Uganda.



In recognizing the catalytic impact of media and financial services in Africa, Brand Africa has a separate prompted question in the survey to highlight the Most Admired Financial Services Brands and Most Admired Media Brands in Africa.

In the media sub-survey, where the pan-African list is dominated by Europe (40%), North America (20%) and Asia (20%) by global media brands with extensive pan-African reach, UK's BBC, South Africa's DSTV, USA's CNN, Qatar's Al Jazeera and France's RFI lead the list of most admired media in Africa. In Uganda, NBS was recognised as the Most Admired Media Brand Made in Uganda with NTV recognised as the Most Admired African Media Brand in Uganda.

Where the pan-African media category albeit dominated by global brands, remains fragmented with numerous local and regional brands in all markets, the financial services category is relatively consolidated and African – with 64% of the Top 25 financial services brands, led by Togo's Ecobank (#1), South Africa's FNB (#2) and ABSA (#3) among the Top 10, are all made in Africa and pan-African. Uganda's Centenary Bank was recognised as the Most Admired Financial Services Brand Made in Uganda. Safaricom's Mpesa (#13), retained its pole position among mobile money brands with Orange Money (#18), MTN Mobile Money (#19) and Tigo (#23), underscores the impact of not only Mpesa as the catalyst, but mobile as a key enabler for financial access.

In a comparison of the most admired brands in Uganda versus East Africa region, while Nike is the leading brand in East Africa, Coke is the leading brand in Uganda. Eighty percent of the brands, all non-African – Coca Cola, Samsung, Airtel, Apple, Pepsi and Techno – are common between Uganda and the region.

In a category analysis, Mukwano (Consumer Non-Cyclical), NBS (Media), Nile Breweries (Alcoholic Beverages), Centenary Bank (Financial Services) and Movit (Personal Care) are the leading Made in Uganda brands in a list that's 42% African (Kenya) and 58% non-African.

Established in 2011, the *Brand Africa* rankings, developed by pan-African branding and reputation advisory firm, Brand Leadership Group supported by GeoPoll the world's leading mobile surveying platform, and strategic analysis and insights by Kantar, the world's leading data, insights and consulting company. The rankings are based on a comprehensive survey among a representative sample of respondents 18 years and older, conducted in 25 countries which collectively account for 80% of Africa's population and 75% of the continent's GDP.

In the main overall Brand Africa 100: Africa's Best Brands list announced in May at the JSE in South Africa, while the top 100 is relatively stable, African brands faltered to an all-time low of 14% share of the Top 100 most admired brands in Africa. Over the past three years Africa's share of the most admired brands has declined from a high of 25% in 2013/14 to lows of 16% in 2015/16, 16% in 2016/17 and 17% in 2017/18 respectively. In the Top 100, the US sports and fitness mega brand, Nike retained the overall #1 brand in Africa spontaneously recalled by consumers. The most admired African brands spontaneously recalled by Africans were South Africa's leading pan-African telecoms brand, MTN, followed by Ethiopia's Anbessa and Nigeria's, Dangote. Where consumers were prompted to recall an African brand, Nigeria's Dangote, was the most admired African brand, with South Africa's MTN and Ethiopia's Anbessa rounding out the Top 3.

In a geographical spread that covers brands from 25 countries in Africa, North America, Europe and Asian brands lead the list with 41%, 28%, and 17% respectively rounding up the continental spread of brands Africans admire.

“One of the biggest challenges facing Africa is transforming its vibrant entrepreneurial energy and environment to create competitive brands that meet the needs of its growing consumer market, says Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership. “More importantly, as is evident with Mukwano, Nile Breweries, and Movit, the leading made in Uganda brands, the next biggest challenge is retaining the ownership of these brands and ultimately the profits in Africa. These rankings are an important metric of and challenge for creating home-grown competitive African brands that will transform the African promise and change its narrative and image as a competitive continent.”

GeoPoll used their sophisticated mobile survey platform and its proprietary access to a database of over 250 million respondents in emerging markets around the globe to identify the most admired brands in Africa among a representative sample of African consumers.

"The scope of the Brand Africa study across such a diverse sample and geographic spread would be impossible to achieve using traditional research methodologies," says Nicholas Becker, GeoPoll CEO. "Using GeoPoll's mobile-based research platform and large panel of respondents, we were able to quickly gather more than 15,000 brand mentions from 25 countries in Africa, providing brands with valuable data that will inform their growth. GeoPoll was pleased to partner with Brand Africa once again to gather this vital research across Africa."

Kantar analyzed the resultant 15 500+ brand mentions and 2 200+ individual brands and created a weighted scoring to produce the Top 100 brands.

“The key to success for building sustainable brands, irrespective of origins or domicile, is to establish an emotional connection, creating intimacy and being more present in consumers everyday lives. This survey, a complex analysis of diverse data and countries to arrive at a representative ranking, is an important metric of the brands that play that are doing a better job and playing a vital role in Africa,” says Karin Du Chenne, Kantar, Chief Growth Officer Africa Middle East.

The Brand Africa 100 results are published in the June edition of the African Business Magazine now on sale globally and also available online to subscribers at www.africanbusinessmag.com and www.brandafrica. The results are distributed across Africa by African Media Agency (AMA) and media relations is handled by BWC | Burson Cohn & Wolfe is *Brand Africa 100* globally.

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Most Admired Brands Made in Uganda

Rank	Brand	Category	Country of Origin
1	Mukwano Products	Telecoms	Uganda
2	Nile Breweries	Alcoholic Beverages	Uganda
3	Movit	Personal Care	Uganda

Most Admired Brands in Uganda

Rank	Brand	Category	Country of Origin
1	Coca Cola	Non-Alcoholic Beverages	USA
2	Airtel	Telecoms	India
3	Pepsi	Non-Alcoholic Beverages	USA

Most Admired Brands By Category

Rank	Brand	Category	Country of Origin
1	Coca Cola	Non-Alcoholic Beverages	USA
2	Airtel	Telecoms	India
3	Samsung	Technology	South Korea
4	Nile Breweries	Alcoholic Beverages	Uganda
5	NBS	Media	Uganda
6	Movit	Personal Care	Uganda
7	Gucci	Luxury	Italy
8	Mukwano Products	Consumer, Non-Cyclical	Uganda
9	Centenary Bank	Financial Services	Uganda
10	Toyota	Auto Manufactures	Japan
11	Adidas	Sport and Fitness	USA
12	KFC	Food	USA

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BRAND AFRICA

Brand Africa is an intergenerational movement to inspire a great Africa through promoting a positive image of Africa, celebrating its diversity and driving its competitiveness. It is a brand-led movement which recognizes that in the 21st century, brands are an asset and a vector of image, reputation and competitiveness of nations. Brand Africa seeks to inspire a brand-led African renaissance.

Brand Africa 100: Africa's Best Brands is a Brand Africa initiative to survey, rank and recognize the best brands in Africa.

Brand Africa is an independent Non-Profit Organisation registered in the Republic of South Africa (NPC 2013/146300/08) and a signatory to the *Independent Code of Governance for Non-Profit Organisations in Africa* (www.governance.org.za). www.brand.africa

BA 100 PARTNERS

Brand Leadership

Brand Leadership is a pan-African branding and integrated marketing communications partner for decision-makers and brand builders interested in and/or invested in Africa. Established in 2002, Brand Leadership has over the years delivered brand-led solutions that respond to African conditions, needs and ambitions for brands in diverse industries and markets in the private and public sector brands in Africa across www.brandleadership.com

GeoPoll

GeoPoll is a leader in providing fast, high quality market research from areas that are difficult to access using traditional methods. Working with clients including global brands, media houses, and international development groups, GeoPoll facilitates projects that measure ROI of TV advertisements, demonstrate demand for new products, and assess food security around the world. GeoPoll combines a robust mobile surveying platform that has the ability to conduct research via multiple modes with a database of over 250 million respondents in emerging markets around the globe. Strengths lie in GeoPoll's ability to target extremely specific populations, deploy surveys in multiple countries, and provide expert guidance on how to collect accurate, reliable data through the mobile phone. www.geopoll.com

Kantar

Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organisations succeed and grow. www.kantar.com

Publics Africa

Publics Africa Communications is Uganda's leading Public Relations agency with a proven track record of a highly systemised approach to communications and is stress tested and successful for a host of national and global blue-chip clients. We have harnessed an understanding of the varying African Audiences in their African contexts thus enabling us communicate to them with Above, Through and Below the line (ALT,TTL and BTL) strategies that will not only better our clients bottom line but inevitably expound their brand footprint.

Publics Africa Communications is a pan African public relations and integrated communications agency. We specialize in Public Relations, Corporate identity, online reputation management, Social Media, Video production, Community management, internal communications, Reputation management, Media training, Events, Publications, Advertising, Media Relations, Crisis communications, and Stakeholder Engagement.

www.publicsafrica.com/About-Us

PR over Coffee AFRICA

The PR over Coffee is a leading PR community based forum,an information empowering forum created to promote and stimulate the growth of Uganda's communication industry and our client's brands through networking, collaboration, matchmaking and innovation in various professional fields using international conferences, publications and web community portals. www.publicsafrica.com/Pr-Over-Coffee

African Business

African Business is the best-selling pan-African business magazine with an award-winning team widely respected for its editorial excellence. It provides the all-important tools enabling decision makers to maintain a critical edge in a continent that is changing the world. African Business special reports profile a wide range of sectors and industries including transport, energy, mining, construction, aviation and agriculture. www.africanbusinessmagazine.com

BCW

BCW (Burson Cohn & Wolfe), one of the world's largest full-service global communications agencies, is in the business of moving people on behalf of clients. Founded by the merger of Burson-Marsteller and Cohn & Wolfe, BCW delivers digitally and data-driven creative content and integrated communications programs grounded in earned media and scaled across all channels for clients in the B2B, consumer, corporate, crisis management, CSR, healthcare, public affairs and technology sectors.

BCW Africa is the pre-eminent African public relations network. Through our network of partners in 52 African countries – 36 of them branded BCW – we offer an unequalled footprint and tailored for Africa approach tested over 25+ years, that combines local agency insight and connectivity with seamless project delivery driven out of our Africa hub office in Johannesburg, South Africa.

BCW is a part of WPP (NYSE: WPP), a creative transformation company. For more information, visit www.bcw-global.com.