

## Brand Africa rates Glo among Africa's 5 most valuable brands

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Globacom's giant footprints in Africa's telecommunications landscape have turned the company into a mega continental brand.

The Nigerian telecoms network, founded in 2003 by business mogul Dr Mike Adenuga Jr, is now rated amongst the top five most valuable brands in Africa.

In a survey conducted recently by Brand Africa to find out the most admired and valued brands in Africa, Globacom got a brand value of 655 to rank very high in a list of the Top 10 Most Valuable Brands in Africa.



The report which was published in the latest edition of African Business magazine indicated that Globacom made the list because of its ability to win the hearts of the communities where it does business. Brand Africa noted that Globacom in just 10 years has established a reputation as a strong African brand and has made significant impact in the West African sub-region where it operates.

In each of these countries where Glo operates such as Ghana, Nigeria and Benin Republic, the network has become a household name not only because of its superior service offering but also for the way it has affected life in its business communities.

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.

In addition to building a pedigree as a premium telecommunication services provider, Glo 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, among others.

Glo is also renowned for its investments in telecom infrastructure in Africa such as the Glo 1, its 8,700 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.

Commenting on the development, Globacom's Group Chief Operating Officer, Mohamed Jameel, said he was not surprised the company made the list. "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, I believe Globacom deserves the recognition," he stated.

"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 in Nigeria and Ghana and the film industry such as Nollywood and Ghollywood", he said.

Brand Africa founder and Chairman, Thebe Ikalafeng, who commented on the report, 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".

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.

In its bid to reward its loyal subscribers, Glo Mobile Ghana is currently staging its highly rated "Glo Slide & Bounce Tour" concert in the country. Dubbed "the biggest jam to ever hit Ghana", the Accra edition of the concerts will hold this Saturday at the Accra Sports Stadium. It will feature P Square, Edem, ASEM, MI, Gyedu Blay Ambolley, Sherifa Gunu, Kwabena Kwabena, and Reggie Rockstone, Okey Bakassi and DJ Black.

