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MEDIA RELEASE

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BRAND AFRICA 100: AFRICA'S BEST BRANDS 2017/18

**Dangote and MTN are the Most Admired African Brands.
Nike is the Most Admired Brand in Africa.**

Highlights - Most Admired Brands in Africa:

- Over 15,500 brand mentions and 2,200 individual brands in the survey
- Nike rises one spot to the #1 most admired brand in Africa.
- African brands up one spot to take 17% (17/100) (+1) share of the Top 100 brands in Africa.
- Europe leads the table with 40/100 (-2). North America with 24/100 (-2) and Asia with 19/100 (+2)
- Ralph Lauren (+48), Versace (+41) and Reebok (+43) made the most gains.
- Ford (-39), Etisalat (-31) and Sprite (-38) lost the most ground.
- Zimbabwe's Econet (#40) made most spectacular entry into the Top 100.
- Technology and Electronic brands (29%), consumer (non-cyclical) (19%), apparel (15%), automobile (8%), food (7%) and sports & fitness (5%) categories are the top categories.
- Non-African brands are #1 in 17/23 countries, led by Samsung (8/23), Nike (6/23), Coke (2/23) and Gucci (1/23).
- African brands are #1 in 6/23 countries, led by MTN (2/23), Econet (1/23), Trade Kings (1/23) and Azam (1/23).

Highlights - Most Admired African Brands:

- Dangote is the #1 most admired African brand recalled when consumers are prompted about the continent of origin.
- MTN retains position as the #1 Most Admired African brand spontaneously recalled irrespective of country of origin.
- West Africa (9) with Nigerian brands (4) leads the table, Southern Africa (7) leads with South African brands (5), East Africa (5) leads with Kenya (3) and North Africa (1) leads with Morocco (1) among brands recalled when prompted on continent of origin.

- *Southern Africa (9) leads with South Africa (5), West Africa (9) leads with Nigeria (4), and East Africa (5) leads with Kenya (3) and North Africa (1) with Morocco (1) among brands recalled when prompted on continent of origin.*
- *West Africa (6) with Nigeria (6) leads the table, Southern Africa (6) leads with South Africa (4) and East Africa (5) leads with Kenya (3) among brands recalled spontaneously.*

JOHANNESBURG, SOUTH AFRICA – 25 May 2018: Brand Africa in association with the JSE, today announced the Top 100 best brands in Africa on their 6th annual Brand Africa 100: Africa's Best Brands at the JSE in Johannesburg.

The US sports and fitness brand, Nike, is the overall #1 brand in Africa spontaneously recalled by consumers. South African tele-communications brand MTN is the #1 African brand spontaneously recalled irrespective of continent of origin, while Nigerian industrial brand Dangote is the #1 African recalled when consumers are prompted about the continent (Africa) of origin.

The Brand Africa 100 ranking is based on a survey among consumers 18 years and older, conducted in 23 countries across Africa. The countries, representing all African economic regions, collectively account for 75% of the population and the 74% of the GDP of Africa.

African brands rose slightly to account for 17% of the Top 100 brands in Africa, non-African brands retained their firm position in Africa with 83% share of the Top 100 most admired brands in Africa. Europe leads the table with 40/100 (-2), North America at 24/100 (- 2) and Asia 19/100 (+2). West Africa (6) with only Nigerian brands (6) and Southern Africa (6) with South African brands (5) lead the table, East Africa (5) leads with Kenya (2) among brands recalled spontaneously.

The Top 100 is dominated by technology and electronic brands (29%), consumer (non-cyclical) (19%), apparel (15%), automobile (8%), food (7%) and sports & fitness (5%) categories are the top categories.

Overall, the 2017/18 Brand Africa 100 list, which started out with over 15,500 brand mentions covering over 2,200 admired brands, illustrates a very diversified portfolio of categories and brands in Africa. **There is** an incredible year-on-year consistency, with 60% of the Top 10 brands common among the Top 10 Most Admired African Brands and Most Admired Brands in Africa, led by Nigeria's Dangote and Glo, South Africa's MTN and Shoprite, Kenya's Tusker and Ethiopia's Anbessa. Out of the 16 African brands in Top 100 in 2016/17, 6 exited and 7 entered the Top 100 in 2017/18.

The major change on the list is the status of the Safaricom/Mpesa brand. Because Vodacom/Vodafone recently became majority owner of the business, in the 2017/18 tables the Safaricom/Mpesa brand was consolidated into the Vodacom/Vodafone brand. Singled out, the Safaricom/Mpesa brand ranked 27, higher than the Vodacom/Vodafone brand, which is at #31. Collectively, the Vodacom/Vodafone/Safaricom brand is now at #17. But Safaricom/Mpesa remains a highly recalled 'African' brand among Financial Services and the Most Admired Brands in Africa. Zimbabwe's Econet made the most spectacular first time entry into the Top 100 at #40. After a long stay on the list despite its innumerable challenges, BlackBerry finally fell off the list as the brand exited the consumer markets. On the other hand, Etisalat, which dropped 31 spots remains on the list of the Top 100 despite exiting Africa in 2017.

The highest gains are dominated by apparel and lifestyle sport brands Ralph Lauren (+48), Versace (+41) and a resurgent Reebok (+43). The sports category, led by Nike (#1), remains a strong performer, due to strategic repositioning or expansion in their positioning towards lifestyle and high profile endorsements and partnerships which have freshened and broadened the brands' appeal, particularly to youthful and young consumers.

The biggest faller was Ford, dropping 78% from 50 to 89, possibly due to their much publicized safety issues and recall of the Kuga and Focus brands. Sprite also lost some fizz, dropping 38 spots and Etisalat dropped 31 positions.

In a country-by-country analysis, non-African brands are #1 in 17/23 countries, led by Samsung (8/23), Nike (6/23), Coke (2/23), Gucci (1/23). African brands are #1 in 6/23 countries, led by MTN (2/23), Econet (1/23), Trade Kings (1/23) and Azam (1/23).

Because of their transformational impact in Africa, Brand Africa also includes a focused prompted media and financial services sub-survey.

In the media sub-survey, DStv (incorporating GoTV, Multichoice and Supersport) is the lone pan-African media brand within the Top 10 media list. The media list is led by BBC, which has an extensive history and coverage of Africa through its BBC Worldservice radio and specific African programming. The media list is dominated by America (40%), Europe (30%) and Asia (20%). A deeper analysis of the media category shows high levels of fragmentation, with many local and regional players – thus in general only global players with extensive African reach and resources dominate the top of the list.

In the financial services sector, 60% of the Most Admired Brands are made in Africa. GTB retains its #1 position as the Most Admired Financial Services Brand, and Safaricom Mpesa retains its pole position among mobile money brands. Mobile money brands, Safaricom Mpesa (#9), Airtel Money (#21), PayPal (#24) and Orange Money (#25)'s presence underscore the impact of not only Mpesa as the catalyst, but mobile as a key enabler for financial access. Nigeria (6), South Africa (5) and Kenya (3) lead the finance brand tables in a continent that's cash rather credit led.

"African brands have an important role in helping to build the African brand," says Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership. These rankings are an important metric of the progress Africa is making in creating home-grown world-class brands that are changing the narrative on African competitiveness, image and reputation and contributing to its socio-economic transformation."

Brand Africa 100 was developed by pan-African branding and reputation advisory firm, Brand Leadership Group supported by GeoPoll, the leader in mobile-based market research throughout Africa, and strategic analysis and insights by Kantar TNS, the world's largest information research firm and Brand Leadership, Africa's premier brand and reputation consultancy.

GeoPoll used their sophisticated mobile survey platform to identify the most admired brands in Africa among a representative sample of African consumers in 23 African countries. These countries collectively represent an estimated 75% of Africa's population across all political and economic regions.

“GeoPoll’s multi-modal survey platform and panel of respondents across Africa allowed us to quickly reach a large sample of respondents in multiple countries, providing brands with valuable data on their standing in the continent that they can utilize to track brand health over time” said Nick Becker, CEO, GeoPoll.

“Success for brands is about establishing an emotional connection, creating intimacy and being more present in consumers everyday lives. This survey is a critical assessment of the various brands that play that vital role in Africa,” says Karin Du Chenne – CEO, Kantar.

“The JSE is a platform of African and global companies alike to raise capital and grow their businesses and brands. It is our continuous aim that as an exchange we continue to provide a platform for growth with innovative products to meet the needs of our clients and grow the African continent from strength to strength,” says Zeona Jacobs, Director Marketing and Corporate Affairs at the JSE.

The Brand Africa 100 results will be published in African Business on sale globally from 25 May 2017 and online to subscribers on www.africanbusinessmag.com and www.brandafrica.org.

ENDS

TOP 10 MOST-ADMIRED BRANDS IN AFRICA

2017/8 RANK	2016/7 RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN	CHANGE
1	2	Nike	Sport and Fitness	USA	1
2	1	Samsung	Electronics / Computers	South Korea	-1
3	3	Adidas	Sport and Fitness	Germany	-
4	4	Coca-Cola	Non-alcoholic Beverages	USA	-
5	5	Apple	Electronics / Computers	USA	-
6	9	MTN	Telecommunications	South Africa	3
7	14	Tecno	Electronics / Computers	China	7
8	8	Toyota	Auto Manufacturers	Japan	-
9	22	Gucci	Apparel	Italy	13
10	6	LG	Electronics / Computers	South Korea	-4

TOP 10 MOST-AFRICAN BRANDS IN AFRICA (Prompted)

CATEGORY	BRAND	CATEGORY	COUNTRY
1	Dangote	Consumer, Non-Cyclical	Nigeria
2	MTN	Telecommunications	South Africa
3	Anbessa	Apparel	Ethiopia
4	DStv	Media	South Africa
5	Glo	Telecommunications	Nigeria
6	Shoprite	Retail	South Africa
7	Tusker	Alcoholic Beverages	Kenya
8	Safaricom	Telecommunications	Kenya
9	Amarula	Alcoholic Beverages	South Africa
10	Mukwano	Consumer, Non-Cyclical	Uganda

TOP 10 MOST-ADMIRED BRANDS OF AFRICAN ORIGIN (Spontaneous/Unprompted)

RANK	BRAND	CATEGORY	COUNTRY
1	MTN	Telecommunications	South Africa
2	Dangote	Consumer, Non-Cyclical	Nigeria
3	Anbessa	Apparel	Ethiopia
4	Glo	Telecommunications	Nigeria
5	Tiger Brands	Consumer, Non-Cyclical	South Africa
6	Shoprite	Retail	South Africa
7	Econet	Telecommunications	Zimbabwe
8	Tusker	Alcoholic Beverages	Kenya
9	Trade Kings	Consumer, Non-Cyclical	Zambia
10	Azam	Food	Tanzania

BRAND AFRICA

Brand Africa is a non-profit intergenerational movement to inspire a great Africa through creating a positive image of Africa, celebrating its diversity and driving its competitiveness.

Brand Africa mobilises African and diaspora decision makers, thought leaders, influencers and future leaders to engage with, shape and drive an African agenda catalytic for creating an enabling environment for driving Africa's growth, reputation, competitiveness and unity.

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).

BA 100 PARTNERS

Brand Leadership

Brand Leadership is a pan-African brand development, activation and measurement firm and a strategic partner for global and African 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 over 100 African and non-African brands in Africa across diverse industries and markets in the private and public sectors. 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 240 million respondents in more than 60 countries. 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 TNS

Kantar TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long –established expertise and market –leading solutions. With a presence in over 80 countries, Kantar TNS understands individual human behaviour and attitudes across all cultural, economic and political regions of the world. Kantar TNS is part of the Kantar group, one of the world's largest insight, information and consultancy groups, with over 25 000 employees across 100 countries encompassing the spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. www.kantar.com

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

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