

MTN voted a top African brand

By **Staff Writer**, ITWeb
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MTN says in a statement it has been recognised as the best African and overall brand in Africa in a ranking of the continent's most admired and valuable brands by Brand Africa. MTN is Africa's largest cellphone company.

The Brand Africa 100 award for the Most Admired and Valuable African Brand was presented to MTN at the African Business Awards on Friday evening in New York, US, it says.

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Initiated in 2012, the Brand Africa 100 listing distinguishes the continent's top brands based on a methodology that blends financial performance and consumer admiration scores to create a unique index and ranking, says MTN.

Brand Finance Africa Chairman and Brand Africa Founder, Thebe Ikalafeng, is quoted in the statement as saying: "MTN's investment and innovations in building a consistent pan-African brand experience across 16 countries on the continent is an exemplary standard for building not just African brands, but a global brand in Africa that delivers beyond just the service but plays a catalytic role in Africa's growth.

"MTN's change in brand value and brand rating over the years highlights this return on investment and success. Since 2010, MTN's brand value has risen by 10% to \$5.1 billion, and the brand is growing from strength to strength."

The Brand Africa 100 award is the third brand acknowledgment MTN has received this year.

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MTN

In May, MTN was listed as the only African brand on the Millward-Brown BrandZ Top 100 Global Brands survey for 2013.

Last month, MTN emerged as South Africa's most valuable brand in the annual BrandFinance Most Valuable Brands Survey.