

# Africa's top brand is SA

**T**wo important branding events for South Africa took place last week: South Africa's 50 most valuable brands were announced and South Africa was rated as Africa's most valuable nation brand by international brand pundits for the second successive year.

Brand Africa, in association with Brand Finance, presents the Most Valuable African Nation Brand derived from Brand Finance's Global Nations Brand League, which is based on Brand Finance's comprehensive analysis of the impact that a country's reputation and image have on foreign consumers and investors.

The founder and chairperson of Brand Africa, Thebe Ikalafeng, said the Top 10 Most Valuable African Nations were without question among the most dynamic African nations at the forefront of reinventing Africa's image, reputation and competitiveness.

"More than half of the world's fastest growing economies are from Africa, paving the way for Africa to transform

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itself from being a net importer of goods and services to being self-sufficient and a contributing, rather than just a consumer, member of the global economy. Underpinning the growth of Africa is an enabling environment that's being created by its diverse and positively evolving nations."

The top 10 most valuable African nation brands are: (1) South Africa, (2) Egypt, (3) Nigeria, (4) Morocco, (5) Algeria, (6) Angola, (7) Tunisia, (8) Kenya, (9) Ghana and (10) Ethiopia.

Ikalafeng, who is also CEO of the brand consultancy, Brand Leadership, is passionate about Africa being recognised for its brand excellence.

"Brand Africa is an initiative to drive the continent's reputation, competitive-



**PASSIONATE: Thebe Ikalafeng**

ness and growth, bringing together various partners on nation building, media, youth, and so on, to drive the continent's

agenda. Everyone has an agenda for Africa – except Africa.

"We need to address Africa's image, in terms of what Africa stands for and what we are about. We need that to underpin the growth of Africa. We need to create a reputation of Africa as a continent open for business, which is not all corrupt and very diverse."

And in order to be accountable, you have to be measurable. Ikalafeng said it was important for African brands to understand the metrics that underpin success, such as image, branding, growth, governance, and so on.

The Brand Finance South Africa study of the 50 most valuable brands from South Africa was also launched last week in association with Brand South Africa and Brand Africa. The top 10 with brand value figures, are:

1. MTN (R43.3bn)
2. Vodacom (R18.7bn)
3. Standard Bank (R18bn)
4. Absa (R14.9bn)
5. Sasol (R9.2bn)
6. Nedbank (R9.1bn)
7. FNB (R9bn)

8. Shoprite (R8.9bn)
9. Investec (R8.9bn)
10. Netcare (R7bn)

Ikalafeng said the results proved that South Africa is setting global standards in building telecoms, financial services and brands with great entrepreneurial spirit.

He told The New Age that over the years, Africa has always been looked at as an "add on" to a broader agenda, rather than the focus of studies such as these.

"We wanted to have the particular focus on African brands and brands that are operating in South Africa. With this initiative, we have the opportunity to focus exclusively and selfishly on African brands. This is a consumer and bottom-line ranking of local brands and an opportunity to place brands at the centre of discussion in the boardroom."

Says Ikalafeng: "For Africa to move forward, Africa has to take charge of its own destiny. We need to have an agenda for Africa, and for those trying to do business with Africa."