

MTN voted most admired & valuable African brand



By: [Farhaanah Mahomed](#)

Last Updated: 21 November 2014|13:33 GMT



MTN topped the 2014 Brand Africa 100 list as the most valuable and admired African brand.



MTN voted most admired and valuable African brand. PHOTOS: Reuters/Getty Images

The South African based mobile telecoms company is the only African brand valued over a billion dollars. In the overall rankings, Coca-Cola topped Nokia as the most admired brand in Africa.

“While it is nice to again be acknowledged as Africa’s most valuable brand, it is even nicer to be ranked the most admired African brand. It means that MTN doesn’t just have a spot in our customers’ pocket book, but in their hearts and minds as well,” said Jennifer Forrester, marketing executive of the MTN Group.

(READ MORE: [MTN and Bharti Airtel thrive in telecoms space](#))

Brand Africa 100 was established in 2011 through a partnership between Brand Africa, Brand Finance and consultancy group TNS, which measures and ranks the brands that consumers admire and their corresponding value.

The index is based on a survey among a representative sample of eight sub-Saharan African (SSA) countries such as Nigeria, Kenya, Mozambique and South Africa, which collectively accounts for 67 per cent of Africa's GDP and 51 per cent of the SSA population.

(**READ MORE:** [MTN ranked Africa's and S.Africa's top brand](#))

Thebe Ikalafeng, chairman of Brand Africa and Brand Finance Africa said, "Despite a challenging environment for emerging African and non-African brands seeking a share of the lucrative African market, MTN remains the pre-eminent global Africa benchmark and inspiration, with consistent brand leadership and a special place as a pioneering enabler brand for African businesses and consumers."

30
SHARES

Facebook

Twitter

More

Tags:

- [south africa](#),
- [Sub-Saharan Africa](#),
- [MTN](#),
- [telecoms](#),
- [consumers](#),
- [Nokia](#),
- [Coca-Cola](#),
- [African brands](#),
- [Thebe Ikalafeng](#),
- [Brand Africa](#),
- [2014 Brand Africa 100](#),
- [Jennifer Forrester](#),
- [Brand Finance](#),
- [TNS](#)

SPONSORED CONTENT



WIN your share of R100,000 BP Ultimate Fuel when you...

JOIN - from as little R41-50 a month for real roadside assistance and over 50 benefits RENEW - your AA Membership to ensure another 12 mo...

Promoted by AA South Africa

Related Video



• [A look at the economic week](#)



• [Netcare reports 20% rise in FY HEPS](#)



• [Accurate financial reporting vital for economic growth](#)



• [Forbes Africa announces person of the year nominees](#)