

Good brand reputation always wins

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SOUTH Africa was this week named Most Valuable African Nation Brand by Brand Africa in association with Brand Finance.



PROUDLY SA: Generating investment, exports, tourism

The event was hosted by Brand Kenya at the Intercontinental Hotel in Nairobi on Friday.

This is the second successive year that South Africa has scooped the prestigious award.

Speaking at the event, Brand Finance CEO and founder David Haigh said that brand reputation was crucial to wealth creation.

"In a world of ever increasing competition, brand reputation has become a crucial differentiator. Economic wealth hangs on fine distinctions between commercial offers," he said.

"One of the national brand endorsements is country of origin. There is no doubt that strong country branding can add billions to national wealth by supporting commercial brands in a hyper-competitive world. All countries should be actively managing their nation brands to gain value."

The Global Nations Brand League is based on Brand Finance's comprehensive analysis of the impact that a country's reputation and image have on foreign consumers and investors.

Haigh says the analysis combines a wide range of economic, demographic and political factors, and is based on in-depth research by Brand Finance's global network.

The research, he says, is based on a multi-tier methodology that encompasses qualitative, quantitative and secondary research.

Each nation's brand has been accorded a brand rating based on a bench-marking study of the strength, risk and future potential of the brand.

The research investigates such value drivers of a nation as, what a nation is worth, how it generates value and the year-on-year change in the value generated.

It also provides a view on the value of the strongest and most valuable brands in the world.

This league table is critical to fully understanding the value drivers of a country and how they affect the nation's brand.

It also helps with understanding the basis of both tangible and intangible value creation resulting from its impact on key stakeholders and consequent generation of foreign investment, exports and tourism.

The top 10 Most Valuable African Nation Brands for 2012 are:

1. South Africa; 2. Egypt; 3. Nigeria; 4. Morocco; 5. Algeria; 6. Angola; 7. Tunisia; 8. Kenya; 9. Ghana; 10. Ethiopia.

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