

Africa: MTN Retains Africa's Most-Admired Brand Accolade - allAfrica.com

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MTN has emerged as the Most Admired and the Most Valuable African brand at the 4th Annual Brand Africa 100: Africa's Best Brands. This was the second year running that MTN was winning the number one spot as the Most Admired Brand in Africa, writes Times Reporter.

Samsung was ranked second, while Coca Cola was third and Nike was ranked the fourth most-admired brand on the continent. Adidas came in fifth, sixth was Nokia and global telecom firm Airtel seventh, Toyota is eighth, while LG is ninth, and Mercedes Benz is the tenth most admired brand in Africa.

"We are humbled by the recognition...we dedicate this award to our employees and customers, who continue to make MTN the best brand in our markets. For us, this award is recognition of the unwavering commitment to make a positive change and brighten the lives of clients and many others in the communities where we operate," said Albert Fernandez, the MTN Group chief consumer officer.

"Once again MTN has proven to be the standard by which to measure how to build a pan-African brand.

"They have established a rapport with the African consumer that is the foundation for long-term success built on a quality brand, great campaigns and a singular promise delivered," said Thebe Ikalafeng, the founder and chairman of Brand Africa and chairman of Brand Finance Africa.

Brand Africa is a brand-led outcomes-driven pan-African intergenerational movement to inspire a great Africa through creating a positive image of Africa, celebrating its diversity and driving its competitiveness.

It 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.