

# Samsung Once Again Unveiled As Africa's Number One Electronics Brand

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*Brand Africa research proves Samsung's enduring popularity in Africa*



JOHANNESBURG, South Africa – 15 June, 2020 – At the 7th annual Brand Africa 100, Samsung was recognised as Africa's most admired technology brand in the Electronics/Computer category. The continent's best-loved 100 brands were revealed in a global broadcast across multiple platforms which coincided with the opening of the stock exchanges in Kenya, Nigeria and South Africa, to demonstrate brand value. Brand Africa 100 is the first and most comprehensive Pan-African study and ranking of brands in Africa.

"It's fitting that the Brand Africa 100 rankings were released on Africa Day. Samsung has an ongoing focus on harnessing the power of technology to empower consumers and be a part of the continent's growth and prosperity. This is

demonstrated in upliftment projects including Samsung's Engineering Academies which equip the youth to fulfil their true potential and work towards a brighter future for themselves and their communities," said Dudu Mokholo, Chief Marketing Officer at Samsung Central Africa.

Samsung was acknowledged as number 1 Most Admired Electronics Brand and third overall Most Admired Brand in Africa, across all categories. Samsung's relentless pursuit of excellence and innovation has resulted in products that are redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliance and other ground-breaking technological categories. The company is therefore perfectly positioned to connect people across the continent, touch lives, and importantly for Africa, offer an unprecedented level of value through its product range – to empower the youth to be at the forefront of the Fourth Industrial Revolution.

This is the 10th anniversary of the launch of the Brand Africa 100. Based on a study by GeoPoll across 27 countries, spanning all five economic regions in Africa, and analysed by Kantar, Brand Africa 100 provides a ranking of the brands top of mind with African consumers and "most admired". Collectively the countries surveyed account for over 80% of the population and over 80% of the GDP of Africa. This year Namibia and Mauritius were added to the list of countries surveyed.

*TAGS Brand Africa 100, Samsung Electronics*