



# Citizen TV named 'Most admired media brand' in Kenya

By Karanja Morgan (<https://citizentv.co.ke/author/morganmorgoh/>) For Citizen Digital

🕒 Published on: June 25, 2019 13:15 (EAT)



*Citizen TV's Nipashe news anchors.*

## In Summary

- Citizen TV from the Royal Media Services stable was joined in the list by three other Kenyan brands; Safaricom, Tusker, KCB and Kenya Airways.
- Other 'Most admired brands' in the country were global brands like; Nike,

The verdict is out, your favourite TV station, Citizen TV is also Kenya's most admired media brand according to continental-wide survey released on Tuesday.

Samsung, Coca Cola, Toyota, Bata, Del Monte, Colgate, Unilever and Gucci.

- The survey was quick to note that the reason the list is peppered with global brands is as a result of 'African brands falling behind.'



Don't take our word for it, just ask the people behind the survey – Brand Africa 100 – a pan-African survey company that continuously ranks Africa's best brands.

Citizen TV from the Royal Media Services stable was joined in the list by three other Kenyan brands; Safaricom, Tusker, KCB and Kenya Airways.

"The rankings are based on a comprehensive survey by Geopoll, a global leader in providing fast, high quality market research in emerging markets using robust mobile surveying platform, and strategic analysis weighted consumer admiration by Kantar, the world's leading data, insights

and consulting company," reads a statement from Brand Africa 100.

Other "Most admired brands" in the country were global brands like; Nike, Samsung, Coca Cola, Toyota, Bata, Del Monte, Colgate, Unilever and Gucci.

The survey was quick to note that the reason the list is peppered with global brands is as a result of "African brands falling behind."

#### Also Read:

1. UN Drug Report: Opioid use booming as Tramadol crisis emerges in Africa ([https://citizentv.co.ke/news/un-drug-report-opioid-use-booming-tramadol-crisis-emerges-africa-260215/?utm\\_source=relatedarticles&utm\\_medium=deeplinking&utm\\_campaign=AlsoRead](https://citizentv.co.ke/news/un-drug-report-opioid-use-booming-tramadol-crisis-emerges-africa-260215/?utm_source=relatedarticles&utm_medium=deeplinking&utm_campaign=AlsoRead))
2. China says Africa projects should be sustainable, denounces criticism ([https://citizentv.co.ke/news/china-says-africa-projects-sustainable-denounces-criticism-259964/?utm\\_source=relatedarticles&utm\\_medium=deeplinking&utm\\_campaign=AlsoRead](https://citizentv.co.ke/news/china-says-africa-projects-sustainable-denounces-criticism-259964/?utm_source=relatedarticles&utm_medium=deeplinking&utm_campaign=AlsoRead))
3. Safaricom unveils 'reverse call' feature to allow transfer of call charges ([https://citizentv.co.ke/news/safaricom-unveils-reverse-call-feature-to-allow-you-transfer-call-charges-258732/?utm\\_source=relatedarticles&utm\\_medium=deeplinking&utm\\_campaign=AlsoRead](https://citizentv.co.ke/news/safaricom-unveils-reverse-call-feature-to-allow-you-transfer-call-charges-258732/?utm_source=relatedarticles&utm_medium=deeplinking&utm_campaign=AlsoRead))