

MTN Named Top Brand In Africa

Posted on September 21, 2013 06:50 am under [Business, Strategies & Solutions](#)



VENTURES AFRICA - MTN has been recognised as the biggest brand in Africa in a ranking of the continent's most admired and valuable brands by Brand Africa.

The Brand Africa 100 award for the Most Admired and Valuable African Brand – that distinguishes the continent's top brands based on a blend of financial performance and consumer admiration – was presented to MTN at the African Business Awards on Friday evening in New York, USA.

Acknowledging MTN as the Overall Top African Brand, Brand Finance Africa Chairman and Brand Africa Founder, Thebe Ikalafeng said, "MTN's investment and innovations in building a consistent pan-African brand experience across 16 countries on the continent is an exemplary standard for building not just African brands, but a global brand in Africa that delivers beyond just the service but plays a catalytic role in Africa's growth.

"MTN's change in brand value and brand rating over the years highlights this return on investment and success. Since 2010, MTN's brand value has risen by 10% to \$5.1bn, and the brand is growing from strength to strength."

Initiated in 2012, The Brand Africa 100 award is the third brand acknowledgment MTN has received this year. In May, MTN was listed as the only African brand on the Millward-Brown BrandZ Top 100 Global Brands survey for 2013. While last month, MTN emerged as South Africa's most valuable brand in the annual BrandFinance Most Valuable Brands Survey.

Executive for Group Marketing at MTN, Jennifer Forrester, says the acknowledgment by Brand Africa is humbling. "Over the years, we have proudly witnessed the growth of our brand as the company expanded its footprint.

"We believe this can be attributed to our unwavering commitment to enhancing the lives of our customers and communities – whether through our CSI, sponsorships or products and services. The MTN brand continues to resonate with our customers and communities and inspire affinity.

"Such accolades serve as confirmation that, working with our customers and communities, we are doing something right. It's also motivation for us to continue finding new ways to make our customers' lives brighter, while enhancing their experience of MTN."

MTN is currently the leading operator in the majority of its 22 markets, with over 200 million customer subscribed to the South African based telecom giant.