



9/22/2013 10:36:18 AM

SA claims six out of ten best brands in Africa

Six South African companies are among the top 10 brands on the continent, a newspaper reported.

This was reportedly according to a study conducted by the non-profit initiative, Brand Africa, which included a consumer survey and financial evaluations, the Sunday Independent reported.

The newspaper reported that cellphone company MTN was the most admired and valuable brand in Africa, followed by Woolworths, Shoprite and PicknPay.

Nigeria's Globacom telecommunications service was fifth, and South African-based Castle beverages was sixth, followed by Kenyan beverage company Tusker, Nigerian conglomerate Dangote, and Nigeria's Guaranty Trust Bank. South Africa's Tiger Brands was 10th.

The most admired and valuable international brand in Africa was reportedly Coca-Cola, followed by Shell, Samsung, Vodafone, Nike, Toyota, McDonald's, Pepsi Cola, Airtel and Honda.

-Sapa