

Print this page

# DAILY NATION

2 DAYS AGO

## MTN comes tops in brand Africa list

The survey ranks the most admired and most valuable brands in sub-Saharan Africa.



An MTN mobile money agent attending to a customer. MTN has been voted the most valued brand in this year's edition of Brand Africa 100 ranking. PHOTO | FILE

### In Summary

- The ranking, which measures and ranks the brands that consumers admire and their corresponding value, valued the pan-African telcom giant at \$5.4 billion (about Sh487 billion).

- The 2014 Brand Africa 100 is based on a survey among a representative sample of eight countries, covering the major sub-Saharan Africa regions to establish the best top 100 most admired brands.

MTN has been voted the most valued brand in this year's edition of Brand Africa 100 ranking.

The survey ranks the most admired and most valuable brands in sub-Saharan Africa.

The ranking, which measures and ranks the brands that consumers admire and their corresponding value, valued the pan-African telcom giant at \$5.4 billion (about Sh487 billion).

This year's edition of the ranking, established in 2011, were held at the Nairobi Securities Exchange where Apple edged Samsung electronics as the most valuable non-African brand.

Coca-Cola retained its position as the most admired non-African brand in Africa. Coca-Cola toppled Nokia as the overall most admired brand on the continent.

### **ADMIRE BRANDS**

The 2014 Brand Africa 100 is based on a survey among a representative sample of eight countries, covering the major sub-Saharan Africa regions to establish the best top 100 most admired brands.

“While non-African brands understandably dominate African brands in value because of their sheer volumes that African brands remain competitive among the most admired brands bodes well for the future of African brands,” said Thebe Ikalafeng, founder and chairman of Brand Africa.

South Africa, with 11 of the 23 African brands, remains the most dominant branding nation, accounting for 91 per cent of the value of the brands.

Kenya and Nigeria at five and three per cent respectively round off the top three which make up 99 per cent of the value of African brands.

The most admired African countries mentioned spontaneously by Africans in the survey were Nigeria, Kenya, and South Africa.