

Glo Named Second Top Africa's Most Admired Brand

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Glo

Globacom has been named as one of Africa's second top most admired brands for the second consecutive year.

The award was announced at the fourth annual Brand Africa 100 rankings held recently in Johannesburg, South Africa.

While Nigeria dominated the list with a total of 11 brands, South Africa and Kenya presented four top brands each.

Although Globacom is the youngest of the Top 10, it clinched the second place on the continent's Most Admired brands. Dangote Group, the manufacturing conglomerate owned by Alhaji Aliko Dangote, finished in third place.

Zenith Bank, Star Beer and Peak Milk were three other Nigerian brands which made the top 10 list as Tusker (Kenya), Mukwano (Uganda), Simu TV (Tanzania), Sasco (South Africa) were also in the number.

Brand Africa 100 assesses the rising profile of African brands, which account for nearly a quarter of the companies on the yearly rankings.

Founder and Chairman of Brand Africa and Chairman of Brand Finance Africa, Thebe Ikalafeng, disclosed that the rankings were increasingly significant "as they are an important metric of the progress Africa is making in creating brands and services that respond to African conditions, needs and ambitions."

According to him, "the time has never been more opportune or urgent for Africa to develop 'Made in Africa' brands. The success of businesses behind these brands will enable Africa to drive its own

agenda because they create jobs, contribute tax revenue necessary to fund public goods and help shape the image of Africa as an entrepreneurial and competitive continent”.

Globacom rolled out in 2003 and has since, been at the forefront of noble innovations and pricing, which have driven telecommunications growth in the markets where it operates. The network's solely-owned international submarine cable has also filled the bandwidth vacuum in the West African sub region.

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