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African BUSINESS

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Our Top 100 Who, where, why and how much?

Interview Thebe Ikalafeng, Founder, Brand Africa

Ecobank Building an iconic brand

MTN Taking Africa global

Why local brands need to own the African space

INSIDE Breakdown of Africa's favourite brands by category, and how much they're worth

AFRICA'S BEST BRANDS

The definitive ranking of Africa's most
admired and most valuable brands



An independent African Business Brand Africa 100 report supported by MTN





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BRAND AFRICA'S FOUNDER AND BRAND FINANCE AFRICA'S CHAIRMAN, THEBE IKALAFENG, GIVES A PERSPECTIVE ON THE KEY TRENDS IN THE 2015 BRANDAFRICA 100, A PROPRIETARY METHODOLOGY BASED ON THE GEOPOLL, TNS CONSUMER RESEARCH AND BRAND FINANCE VALUATION.

ESTABLISHED BRANDS IN AFRICA HOLD THEIR GROUND

While the scope of Brand Africa 100 has broadened from eight countries in 2014 to 22 in 2015, the established non-African brands and their African challengers have maintained their positions in the hearts and wallets of African consumers.

An African Business special report.



The World Bank forecasts that sub-Saharan Africa growth is likely to slow down to 3.7% in 2015 compared to growth of 4.6% last year – its lowest level since 2009 because of factors including the slowdown of growth of China, slumping commodity prices and electricity challenges in countries such as South Africa, Nigeria and Zambia among the contributing factors. Similarly, the growth in the value of the Brand Africa 100 top brands has decreased to 1.8% compared to a massive 40.3% between 2013 and 2014.

The US accounts for 23% of global GDP, and the US continues to lead the country of origin table with 21% of the Brand Africa 100 Most Admired Brands being of US origin, with a dominant 50% (\$453.8 billion) share of the value of the Brand Africa 100 Most Valuable Brands (\$922bn).

In the 2015 *Brand Finance Global 500*, the US accounts for roughly the same share of value (54% or \$1,306bn) but for more than double the number of brands (46 compared to 21 in Africa), underlining the dominance and penetration of Made in the USA brands in Africa.

Led by the dominant ‘branding nations’ - the US, UK and Japan - 13 of the 20 *Brand Finance Most Valuable Nation Brands* from 2014 are among our top 20 list when we rank brands by country of origin. Brands are increasingly global.

While the number of African brands in the Brand Africa 100 has remained relatively stable – 24%, 25% and 23% in 2013, 2014 and 2015 respectively – the number of non-African brands’ countries of origin has steadily diversified from 17 in 2013 to 19 in 2014 to 21 in 2015. Similarly, African brands have maintained their negligible value of a 1% share among the Brand Africa 100 Most Valuable Brands.

Overall, the leading brands, either African or international, have held their ground over the past three years. Forty eight brands have featured consistently since 2013, and comparing this year with the last, 66 brands again feature in our Top 100.

The lack of real penetration of African brands may be attributed to the very strong drive by non-African brands to focus, invest and grow their investments in Africa – the continent with the greatest opportunity for growth outside of the more mature western and developed markets.

Overall, the 2015 Brand Africa 100 list shows the diversity of brands operating on the continent, with apparel brands accounting for 14% (19% when combined with the sport category), electronics/computers at 16%, auto manufacturers at 13%, telecommunications at 11%, and alcoholic beverages rounding off the Top Five at 10%.

Africa's Best Brands

The perennial super brands in Africa, MTN, Samsung and Coca-Cola are again the undisputed Top Three Most Admired Brands for the second year in a row. MTN has moved a position to be the most admired brand in Africa and maintained its rank as the most valuable African brand. Samsung, number three on the list in 2014, has jumped to number two, and Coca-Cola, the most admired brand in 2014, has dropped to the third most admired brand. Consistent with the various global brand leagues, Apple is the dominant valuable brand – in Africa as it is everywhere. Given the large increase in sample size and country coverage from 2014 to 2015, the stability in the top three is striking, arguably attributable to their wide penetration on the continent and their consistent brand strength and investment.

Twelve brands – mostly non-African – are admired in almost all the leading African economies in the survey: Samsung (22/22 countries sampled), Coca-Cola, LG and Nokia (21/22), Apple, Toyota and Nike (20/22), Sony and Adidas (19/22) and Mercedes Benz and Puma (18/22).

MTN is the most prominent pan-African brand among the Top 100 Most Admired Brands in Africa, operating in 17 and among the Top 10 in seven African countries.

Six of these brands, Samsung, Coca-Cola, Apple, Toyota, Nike and Mercedes Benz are also among the top 50 brands on the *Brand Finance Global 500* rankings underlining these brands’ global dominance, including Africa.

Biggest Shifts

Although a year-to-year comparison is difficult given the increase in the sample size and countries covered in 2015, several brands improved their overall ranking. Out of the top 10 brands, Mercedes Benz made the biggest leap, jumping from #17 in 2014 to #10 in 2015. This was due to the motor vehicle brand’s strong showing in many countries, including several not included in the 2014 ranking, ranking in the top 15 in Cameroon, Senegal, Ethiopia, Malawi, Mozambique, Tunisia and DR Congo.

In the top 50, Google had the largest improvement in ranking overall, moving from #94 last year to the #30 most admired brand in 2015. This can also be attributed to its high ranking in the North African countries not included in last year’s study: the technology giant came in at #4 in Morocco, #7 in Egypt, and #13 in Tunisia, showing the brand’s strength in North Africa, where internet penetration is often higher than in the rest of Africa.

Unsurprisingly, Google has been quite active in the continent, launching #GoogleTransitKE in Kenya, which

Top Brands

helps people plan public transport trips on the *matatu* (minibus) system – the first informal network to be launched on Google Maps. Just as New York commuters can plot their subway routes on the service, residents of Nairobi can now log into the *matatu* system on their smartphones. This has certainly raised the profile of the Google brand in Kenya and most certainly in the region.

Google continues to engage African citizens with thoughtful Google Doodles to commemorate African celebrations like Morocco Independence Day, the Egypt elections, Tunisia National Day and Wangari Maathai's Birthday, all among countries giving the highest admiration scores for Google.

Google has also played an active role in raising funds for refugees and migrants across Africa and the world, reaching its goal of €10m in 2015. Google's high admiration ranking could also be attributed to such wide-reaching philanthropic work.

When looking at the countries of origin of brands, the four biggest shifts between 2014 and 2015 were the US, dropping from 24 brands to 21, and the continent's branding superpower, South Africa losing ground to Nigeria, dropping from 11 brands to four, while Nigeria grew from five brands to 11 in the Brand Africa 100 list of the Most Admired Brands in Africa.

The leading African traditional fashion textile brands – Vlisco, Woodin and GTP – grew from two brands to five, all of which are headquartered in the Netherlands.

Mobile leads Africa

Overall, our ranking of most admired brands show the strength of mobile related brands throughout the continent. Five of the top 10 brands: MTN, Samsung, Nokia,

Airtel, and LG, and six within the top 20 brands, including Apple, are in the mobile industry. Samsung ranks number one in Cameroon, the Democratic Republic of Congo and Ghana – where it has completely displaced a once dominant local brand, RLG. Etisalat and Orange, are ranked at #13 and #15 respectively in 2015. Orange has strong brand admiration in its core Francophone markets, coming in as the second most admired brand in DR Congo, #7 in Cote d'Ivoire, and #8 in Cameroon.

Operating in 17 African countries with just under 170 million subscribers, MTN is the #1 Most Admired Brand. Vodafone/ Vodacom on the other hand holds the #25 Most Admired Brand position while operating in fewer countries with fewer subscribers. The rankings are reversed dramatically in the Most Valuable Brand tables, putting MTN at #40 and Vodafone/ Vodacom at #9.

This is primarily because the brand valuation calculations are based on global values – where MTN's balance sheet is \$18bn compared to Vodacom's at \$185bn – significantly impacting the latter's brand value in the Brand Africa 100 Most Valuable Brand rankings.

A passion for sport

In a continent that's passionate about sports, particularly football, it comes as no surprise that sports brands such as Nike and Adidas at #4 and #5, lead the sport category.

This year, four of the top sport brands significantly shifted up the Brand Africa 200 Most Admired Brand rankings. Nike, Adidas, Puma and Reebok moved up by 6, 2, 3 and 32 spots respectively, with the 5th sport and fitness brand Jordan making its first appearance at #60.

Reebok's jump could be attributable to its rebrand in

continued on p.14

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Most-Admired African Brands

in association with **Brand Finance** **iGeoPoll** **TNS** **BRAND LEADERSHIP**

2015 RANK	2014 RANK	CHANGE	BRAND	CATEGORY	COUNTRY OF ORIGIN	BV RANK
1	2	+1	MTN	Telecommunications	South Africa	40
12	6	-6	GLO/Globacom	Telecommunications	Nigeria	75
27	36	+9	Dangote Group	Consumer, Non-Cyclical	Nigeria	72
31	23	-8	Tusker	Alcoholic Beverages	Kenya	73
39	81	+42	Mukwano	Consumer, Non-Cyclical	Uganda	87
41	-	new	Simu TV	Media	Tanzania	88
43	-	new	Zenith Bank	Financial Services	Nigeria	76
45	47	+2	Peak Milk	Food	Nigeria	89
52	-	new	Sasko	Food	South Africa	80
55	95	+40	Star Beer	Alcoholic Beverages	Nigeria	79

Most-Valuable African Brands

BV RANK 2015	BV RANK 2014	CHANGE	BRAND	CATEGORY	COUNTRY OF ORIGIN	BV 2014 (US\$ M)	BV 2015 (US\$ M)	% BV CHANGE
40	37	-3	MTN	Telecommunications	South Africa	5,381	4,672	-13%
66	67	+1	DStv/Gotv/Multichoice	Media	South Africa	827	840	2%
70	74	+4	Safaricom/Mpesa	Telecommunications	Kenya	357	371	4%
72	76	+4	Dangote Group	Consumer, Non-Cyclical	Nigeria	253	309	22%
73	75	+2	Tusker	Alcoholic Beverages	Kenya	263	300	14%
75	-	new	GLO/Globacom	Telecommunications	Nigeria	298	289	-3%
76	-	new	Zenith Bank	Financial Services	Nigeria	174	235	35%
77	-	new	Golden Penny Foods	Food	Nigeria	-	215	
78	-	new	Orijin	Alcoholic Beverages	Nigeria	-	194	
79	80	+1	Star Beer	Alcoholic Beverages	Nigeria	132	179	36%

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MOST-ADMIRED BRANDS IN AFRICA (1-50)

2015 RANK	2014 RANK	BRAND	BV RANK	CATEGORY	COUNTRY OF ORIGIN	CHANGE
1	2	MTN	40	Telecommunications	South Africa	+1
2	3	Samsung	2	Electronics / Computers	South Korea	+1
3	1	Coca-Cola	5	Non-alcoholic Beverages	USA	-2
4	10	Nike	11	Sport and Fitness	USA	+6
5	7	Adidas	29	Sport and Fitness	Germany	+2
6	4	Nokia	51	Electronics / Computers	Finland	-2
7	11	Airtel	41	Telecommunications	India	+4
8	5	Toyota	6	Auto Manufacturers	Japan	-3
9	9	LG	28	Electronics / Computers	South Korea	0
10	17	Mercedes Benz	8	Auto Manufacturers	Germany	+7
11	14	Apple	1	Electronics / Computers	USA	+3
12	6	GLO/Globacom	75	Telecommunications	Nigeria	-6
13	25	Etisalat	42	Telecommunications	UAE	+12
14	27	Nestlé	14	Consumer, Non-Cyclical	Switzerland	+13
15	46	Orange	16	Telecommunications	England	+31
16	15	Tecno	85	Telecommunications	China	-1
17	12	Sony	25	Electronics / Computers	Japan	-5
18	21	Puma	54	Sport and Fitness	Germany	+3
19	20	Unilever	37	Consumer, Non-Cyclical	England	+1
20	18	Guinness	56	Alcoholic Beverages	Ireland	-2
21	50	Dolce and Gabbana	67	Apparel	Italy	+29
22	22	Gucci	30	Apparel	Italy	0
23	16	Pepsi Cola	13	Non-alcoholic Beverages	USA	-7
24	26	Fanta	45	Non-alcoholic Beverages	USA	+2
25	13	Vodafone/ Vodacom	9	Telecommunications	England	-12
26	88	Nissan	17	Auto Manufacturers	Japan	+62
27	36	Dangote Group	72	Consumer, Non-Cyclical	Nigeria	+9
28	41	Levis	50	Apparel	USA	+13
29	29	BMW	7	Auto Manufacturers	Germany	0
30	94	Google	3	Media	USA	+64
31	23	Tusker	73	Alcoholic Beverages	Kenya	-8
32	-	Mahindra	59	Auto Manufacturers	India	new
33	-	Peugeot	32	Auto Manufacturers	France	new
34	97	Converse - All Star	64	Apparel	USA	+63
35	39	HP	18	Electronics / Computers	USA	+4
36	68	Reebok	65	Sport and Fitness	England	+32
37	-	L'Oreal	19	Cosmetics/ Personal Care	France	new
38	-	Binatone	86	Electronics / Computers	England	new
39	81	Mukwano	87	Consumer, Non-Cyclical	Uganda	+42
40	53	Philips	24	Electronics / Computers	Netherlands	+13
41	-	Simu TV	88	Media	Tanzania	new
42	80	Versace	71	Apparel	Italy	+38
43	-	Zenith Bank	76	Financial Services	Nigeria	new
44	51	Ford	15	Auto Manufacturers	USA	+7
45	47	Peak Milk	89	Food	Nigeria	+2
46	44	Zara	23	Apparel	Spain	-2
47	64	Cadbury	33	Food	England	+17
48	-	Indomie	69	Food	Indonesia	new
49	58	Sprite	43	Non-alcoholic Beverages	USA	+9
50	56	Microsoft	4	Electronics / Computers	USA	+6

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MOST-ADMIRED BRANDS IN AFRICA (51-100)in association with **Brand Finance** **GeoPoll** **TNS** BRAND LEADERSHIP

2015 RANK	2014 RANK	BRAND	BV RANK	CATEGORY	COUNTRY OF ORIGIN	CHANGE
51	72	Itel Mobile	90	Telecommunications	Hong Kong	+21
52	-	Sasko	80	Food	South Africa	new
53	40	Omo	57	Consumer, Non-Cyclical	England	-13
54	76	Toshiba	22	Electronics / Computers	Japan	+22
55	95	Star Beer	79	Alcoholic Beverages	Nigeria	+40
56	-	Huawei	20	Electronics / Computers	China	new
57	-	Chanel	36	Apparel	France	new
58	28	Maltina	83	Alcoholic Beverages	Nigeria	-30
59	84	Alcatel	44	Telecommunications	France	+25
60	-	Jordan	63	Sport and Fitness	USA	new
61	66	Sharp	46	Electronics / Computers	Japan	+5
62	-	Movit	91	Consumer, Non-Cyclical	Uganda	new
63	70	Safaricom/Mpesa	70	Telecommunications	Kenya	+7
64	54	Blackberry	68	Electronics / Computers	Canada	-10
65	-	Renault	26	Auto Manufacturers	France	new
66	-	GTP	92	Textiles/ Fabrics	Netherlands	new
67	61	HTC	60	Electronics / Computers	Taiwan	-6
68	-	Heineken	35	Alcoholic Beverages	Netherlands	new
69	-	Facebook	10	Media	USA	new
70	-	Vlisco	93	Textiles/ Fabrics	Netherlands	new
71	59	DStv/Gotv/Multichoice	66	Media	South Africa	-12
72	52	Dell	27	Electronics / Computers	USA	-20
73	48	Jeep	49	Auto Manufacturers	USA	-25
74	-	Pilsner	84	Alcoholic Beverages	Kenya	new
75	73	Azam	94	Food	Tanzania	-2
76	-	Polo	39	Apparel	USA	new
77	30	Mazda	38	Auto Manufacturers	Japan	-47
78	19	Honda	12	Auto Manufacturers	Japan	-59
79	-	Orijin	78	Alcoholic Beverages	Nigeria	new
80	-	Bata	95	Apparel	Switzerland	new
81	-	La Casera	96	Non-alcoholic Beverages	Nigeria	new
82	8	Tigo	53	Telecommunications	Luxembourg	-74
83	-	Billabong	74	Apparel	Australia	new
84	-	Zuku	97	Media	Kenya	new
85	-	GlaxoSmithKline	47	Consumer, Non-Cyclical	England	new
86	62	Mirinda	61	Non-alcoholic Beverages	USA	-24
87	74	Land Rover	31	Auto Manufacturers	USA	-13
88	-	Kia	34	Auto Manufacturers	South Korea	new
89	-	Gulder Beer	81	Alcoholic Beverages	Nigeria	new
90	-	Golden Penny Foods	77	Food	Nigeria	new
91	75	Smirnoff	52	Alcoholic Beverages	England	-16
92	98	Lacoste	98	Apparel	France	+6
93	-	Carlsberg	58	Alcoholic Beverages	Denmark	new
94	-	Calvin Klein	55	Apparel	USA	new
95	-	Armani	48	Apparel	Italy	new
96	-	Timberland	62	Apparel	USA	new
97	33	Tiger Brands	82	Consumer, Non-Cyclical	South Africa	-64
98	-	Woodin	99	Textiles/ Fabrics	Netherlands	new
99	37	Panasonic	21	Electronics / Computers	Japan	-62
100	-	Channels TV	100	Media	Nigeria	new

Brand Africa 100 Methodology



What makes Brand Africa 100: Africa's Best Brands ranking unique is that it is a consumer-led rather than finance-led valuation and ranking. Thus in determining the ranking, Brand Africa uses a two-phase process that starts with consumer research to determine the most admired brands. Only the brands admired by consumers are valued.

Research Phase

In the research phase, Brand Africa, Brand Leadership Group, which pioneered the Brand Africa 100 ranking and its pan-African research partners, TNS Global, the world's largest research firm and GeoPoll, the leading mobile survey platform with a database of nearly 200 million users in emerging markets, set out to identify the most admired local and global brands in Africa.

This year, Brand Africa 100 significantly broadened the research scope and reach across Africa, increasing the sample from 8 countries in 2014 to 22 countries and covering all five (5) African regions. These include Egypt, Morocco and Tunisia in North Africa; DR Congo and Cameroon in Central Africa; Benin, Ghana, Liberia, Nigeria, Côte d'Ivoire, Senegal and Sierra Leone in West Africa; Kenya, Rwanda, Ethiopia, Tanzania and Uganda in East Africa; and South Africa, Angola, Madagascar, Malawi and Mozambique in Southern Africa. These 22 countries account for 41% of the continent's 54 countries, 77% (868 million) of the population, 77% (\$1, 890 trillion) of its GDP, and represent at least the leading economy in each of the five (5) African regions: (North Africa (Egypt), West Africa (Nigeria), Central Africa (DRC), East Africa (Kenya) and Southern Africa (South Africa)), and the leading economies in each of the 8 Regional Economic Communities (RECs).

Using GeoPoll and other mobile survey partners' sophisticated mobile SMS technologies for data collection, individuals aged 18 and older in the 22 countries were asked to spontaneously report on their top 3 most admired global or local brands in order of first to third. The results were analysed to determine the most admired brands in Africa.

To address the generally marginal appearance of particularly financial services and media brands in the spontaneous survey, two additional category-specific prompted questions were included in

the 2015 research to understand brand preference in these catalytic categories. This resulted in a separate table of the Top 100 most admired media and financial services brands from a prompted survey. The combined surveys resulted in 6,364 respondents across the regions and yielded 9,545 unique brand mentions.

The mobile methodology, first used in 2014 in a departure from previous face-to-face home interviews was again preferred because of the high penetration of mobile telephony as a primary mode of communication and increasingly for consumer transactions in Africa. This methodology ensured a wider reach, higher penetration and expediency in conducting the research.

To determine the Top 100 Most Admired Brands, TNS calculated a score for each brand indexed against the sample and population sizes of each country, weighted on gender and age. The data from the various countries was then combined and re-weighted based on the population size of each country to ensure that the final dataset was not only representative of the population within each country but of Africa overall. Brand Leadership and TNS further analysed the resultant brands to ensure there are no duplications, anomalies and outliers. For instance a brand such as Apple often appeared under various sub-brands such as iPhone or iPad, and a brand such as Standard Bank was merged with Stanbic and similarly Vodacom and Vodafone because they the same brands with same identity but slightly varied names by market across Africa. The list was further analysed and segmented by sector, country of origin and region to present brand admiration by category and location.

Valuation Phase

In the valuation phase, Brand Africa partner, Brand Finance, the world's leading brand valuation and strategy firm, used the 'royalty relief' methodology to value the Top 100 most admired brands. The royalty relief methodology is based on the hypothesis of what anyone would have to pay the brand owner in licence fees (royalties) if they wanted to use their brand.

The royalty relief method is the most accepted in the accounting and legal fields for three main reasons. First, it uses real-life existing agreements and transactions as a reference. Second, it's based on publicly available financial and economic data. Third, it is compliant under the International Valuation Standards Authority to determine the fair market value of brands.

The first step was to calculate the Brand Strength Index by benchmarking the brands against each other across three main areas: Brand Support, Brand Equity and Brand Performance.

The next step was to work out the royalty rate that may be applicable to a particular brand referencing databases of existing royalty agreements for brands in various sectors.

Calculating the brand value

The final step was to calculate the brand value. This was done by forecasting future revenues (based on historic revenues, equity analyst forecasts and economic growth rates), then applying the royalty rate to those forecasts to estimate the brand contribution or licence fee for the brand, and to finally tax and discount the contributions to a net present value, which equals the brand value.

In previous years global and African brand values for each brand were provided. This analysis relied heavily on segmented reporting by each company, which varied widely. Due to this inconsistency and for global comparison, only the global brand values are now used. Brands owned by private companies, where financial and other data is limited or not available are not valued.

The resultant values are re-ranked to determine the Top 100 Most Valuable Brands in Africa and Most Valuable African brands.

The list was further analysed and segmented by sector, country of origin and region to present brand value by category and location.

Overall, the Brand Africa 100 methodology produces a table which uses a rigorous consumer-led methodology consistent with global best-practice and a unique consumer-led valuation ranking.

Top 25 Most Admired Financial Services Brands

in association with **Brand Finance** **GeoPoll** **TNS** **BRAND LEADERSHIP**®

RANK	TOP FINANCIAL	COUNTRY OF ORIGIN
1	First Bank	Nigeria
2	Standard Bank (Stanbic)	South Africa
3	Barclays Bank (ABSA)	UK
4	GTBank (Guaranty Trust Bank)	Nigeria
5	Diamond Bank	Nigeria
6	UBA (United Bank for Africa)	Nigeria
7	Equity Bank	Kenya
8	FNB	South Africa
9	Ecobank	Togo
10	FCMB (First City Monument Bank)	Nigeria
11	BOA (Bank of Africa)	Mali
12	Union Bank	Nigeria
13	Access Bank	Nigeria
14	Rawbank	DRC
15	National Bank of Malawi (NBM)	Malawi
16	KCB Bank (Kenya Commercial Bank)	Kenya
17	M-Pesa (Vodafone)	UK
18	Banco Comercial e de Investimentos (BCI)	Mozambique
19	Centenary Bank	Uganda
20	Fidelity Bank	Nigeria
21	Millenium Bim	Mozambique
22	Zenith Bank	Nigeria
23	BICEC (Banque Internationale du Cameroun pour l'Epargne et le Credit)	Cameroon
24	Capitec	South Africa
25	Western Union	USA

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Top Brands

MOST-VALUABLE BRANDS (1-50)

BV RANK 2015	ADMIRATION RANK	BRAND	BV 2015 (US\$ M)	COUNTRY OF ORIGIN	CATEGORY	% BV CHANGE
1	11	Apple	128,303	USA	Electronics / Computers	23%
2	2	Samsung	81,716	South Korea	Electronics / Computers	4%
3	30	Google	76,683	USA	Media	12%
4	50	Microsoft	67,061	USA	Electronics / Computers	7%
5	3	Coca-Cola	35,797	USA	Non-alcoholic Beverages	6%
6	8	Toyota	35,017	Japan	Auto Manufacturers	0%
7	29	BMW	33,079	Germany	Auto Manufacturers	14%
8	10	Mercedes Benz	27,328	Germany	Auto Manufacturers	13%
9	25	Vodafone/ Vodacom	27,287	England	Telecommunications	-8%
10	69	Facebook	24,180	USA	Media	146%
11	4	Nike	24,118	USA	Sport and Fitness	16%
12	78	Honda	22,424	Japan	Auto Manufacturers	1%
13	23	Pepsi Cola	21,379	USA	Non-alcoholic Beverages	10%
14	14	Nestlé	21,225	Switzerland	Consumer, Non-Cyclical	5%
15	44	Ford	20,316	USA	Auto Manufacturers	0%
16	15	Orange	19,867	England	Telecommunications	0%
17	26	Nissan	18,085	Japan	Auto Manufacturers	-15%
18	35	HP	18,068	USA	Electronics / Computers	-9%
19	37	L'Oreal	12,480	France	Cosmetics/ Personal Care	16%
20	56	Huawei	11,621	China	Electronics / Computers	33%
21	99	Panasonic	9,280	Japan	Electronics / Computers	-16%
22	54	Toshiba	9,064	Japan	Electronics / Computers	-34%
23	46	Zara	8,622	Spain	Apparel	18%
24	40	Philips	8,082	Netherlands	Electronics / Computers	-27%
25	17	Sony	7,851	Japan	Electronics / Computers	-36%
26	65	Renault	7,849	France	Auto Manufacturers	-13%
27	72	Dell	7,767	USA	Electronics / Computers	-6%
28	9	LG	7,469	South Korea	Electronics / Computers	4%
29	5	Adidas	6,812	Germany	Sport and Fitness	-12%
30	22	Gucci	6,712	Italy	Apparel	6%
31	87	Land Rover	6,521	USA	Auto Manufacturers	50%
32	33	Peugeot	6,210	France	Auto Manufacturers	-13%
33	47	Cadbury	5,801	England	Food	-8%
34	88	Kia	5,238	South Korea	Auto Manufacturers	-2%
35	68	Heineken	5,094	Netherlands	Alcoholic Beverages	1%
36	57	Chanel	4,921	France	Apparel	9%
37	19	Unilever	4,844	England	Consumer, Non-Cyclical	-10%
38	77	Mazda	4,795	Japan	Auto Manufacturers	6%
39	76	Polo	4,674	USA	Apparel	-12%
40	1	MTN	4,672	South Africa	Telecommunications	-13%
41	7	Airtel	4,524	India	Telecommunications	18%
42	13	Etisalat	4,381	UAE	Telecommunications	27%
43	49	Sprite	3,973	USA	Non-alcoholic Beverages	-7%
44	59	Alcatel	3,881	France	Telecommunications	-10%
45	24	Fanta	3,350	USA	Non-alcoholic Beverages	8%
46	61	Sharp	2,996	Japan	Electronics / Computers	-38%
47	85	GlaxoSmithKline	2,890	England	Consumer, Non-Cyclical	-5%
48	95	Armani	2,889	Italy	Apparel	8%
49	73	Jeep	2,731	USA	Auto Manufacturers	9%
50	28	Levis	2,336	USA	Apparel	-22%

MOST-VALUABLE BRANDS (51-100)

in association with Brand Finance  TNS BRAND LEADERSHIP 

BV RANK 2015	ADMIRATION RANK	BRAND	BV 2015 (US\$ M)	COUNTRY OF ORIGIN	CATEGORY	% BV CHANGE
51	6	Nokia	2,212	Finland	Electronics / Computers	-9%
52	91	Smirnoff	2,118	England	Alcoholic Beverages	-6%
53	82	Tigo	2,099	Luxembourg	Telecommunications	49%
54	18	Puma	1,898	Germany	Sport and Fitness	-15%
55	94	Calvin Klein	1,891	USA	Apparel	-21%
56	20	Guinness	1,654	Ireland	Alcoholic Beverages	29%
57	53	Omo	1,644	England	Consumer, Non-Cyclical	14%
58	93	Carlsberg	1,610	Denmark	Alcoholic Beverages	-21%
59	32	Mahindra	1,498	India	Auto Manufacturers	-14%
60	67	HTC	1,441	Taiwan	Electronics / Computers	1%
61	86	Mirinda	1,292	USA	Non-alcoholic Beverages	-23%
62	96	Timberland	1,277	USA	Apparel	-11%
63	60	Jordan	1,150	USA	Sport and Fitness	13%
64	34	Converse - All Star	970	USA	Apparel	16%
65	36	Reebok	932	England	Sport and Fitness	-45%
66	71	DStv/Gotv/Multichoice	840	South Africa	Media	2%
67	21	Dolce and Gabbana	724	Italy	Apparel	-29%
68	64	Blackberry	691	Canada	Electronics / Computers	-34%
69	48	Indomie	500	Indonesia	Food	44%
70	63	Safaricom/Mpesa	371	Kenya	Telecommunications	4%
71	42	Versace	352	Italy	Apparel	-14%
72	27	Dangote Group	309	Nigeria	Consumer, Non-Cyclical	22%
73	31	Tusker	300	Kenya	Alcoholic Beverages	14%
74	83	Billabong	295	Australia	Apparel	37%
75	12	GLO/Globacom	289	Nigeria	Telecommunications	-3%
76	43	Zenith Bank	235	Nigeria	Financial Services	35%
77	90	Golden Penny Foods	215	Nigeria	Food	
78	79	Orijin	194	Nigeria	Alcoholic Beverages	
79	55	Star Beer	179	Nigeria	Alcoholic Beverages	36%
80	52	Sasko	144	South Africa	Food	-3%
81	89	Gulder Beer	124	Nigeria	Alcoholic Beverages	
82	97	Tiger Brands	82	South Africa	Consumer, Non-Cyclical	44%
83	58	Maltina	70	Nigeria	Alcoholic Beverages	13%
84	74	Pilsner	70	Kenya	Alcoholic Beverages	
85	16	Tecno	Private	China	Telecommunications	
86	38	Binatone	Private	England	Electronics / Computers	
87	39	Mukwano	Private	Uganda	Consumer, Non-Cyclical	
88	41	Simu TV	Private	Tanzania	Media	
89	45	Peak Milk	Private	Nigeria	Food	
90	51	Itel Mobile	Private	Hong Kong	Telecommunications	
91	62	Movit	Private	Uganda	Consumer, Non-Cyclical	
92	66	GTP	Private	Netherlands	Textiles/ Fabrics	
93	70	Vlisco	Private	Netherlands	Textiles/ Fabrics	
94	75	Azam	Private	Tanzania	Food	
95	80	Bata	Private	Switzerland	Apparel	
96	81	La Casera	Private	Nigeria	Non-alcoholic Beverages	
97	84	Zuku	Private	Kenya	Media	
98	92	Lacoste	Private	France	Apparel	
99	98	Woodin	Private	Netherlands	Textiles/ Fabrics	
100	100	Channels Tv	Private	Nigeria	Media	

Top Brands

continued from p.6

2014 to focus singularly on fitness within South Africa where it is the exclusive Crossfit sport apparel sponsor. Crossfit is significantly growing in popularity.

Adidas' popularity is set to continue on an upward curve after it lured away Nike's biggest asset, Manchester United Football Club (MUFC) of the the English Premier League (EPL) for a reported £750m 10-year deal with MUFC and its status in Africa as a leading traditional football brand is assured by sponsorship of the Africa Cup of Nations 2015 Official Match Ball.

For football fans in Africa, the EPL is the ultimate championship. According to a BBC survey, the EPL is followed by more than a billion people around the world and 260 million of these are in Africa. Based on the Premier League Twitter fan map of Africa, which shows a detailed breakdown of the followers of all 20 clubs, Arsenal, Chelsea and Manchester United are the most popular teams across the continent.

With Arsenal, sponsored by Puma, Chelsea and Manchester by Adidas, and Nike now the leading football brand, it is no surprise these brands have surged on the ranking.

Nigeria overtakes South Africa

On the other hand, the dominant African economy and Africa's most populous nation, Nigeria, is asserting itself, attracting a fair share of the FDI and creating strong local brands. According to the World Bank's *Doing Business Survey 2015*, Nigeria has moved up 5 positions for 'Doing Business', nine positions for 'Starting a Business' and 73 positions for 'Getting Credit'.

When looking at the financial services sector specifically, according to World Finance estimates, the Nigerian financial sector is expanding at approximately twice the rate of Nigeria's current annual GDP growth.

Meanwhile, the number of Nigerians outside the banking system is in constant decline. Between 2008 and 2012, the number of people in Nigeria with bank accounts grew from 18.3m to 28.6m, according to Enhancing Financial Innovation & Access, an industry organisation.

This has all led to a burgeoning financial services sector in Nigeria, evidenced by the country claiming five of the top 10 most admired financial services brands among the Top 10 Most Admired Financial Services Brands, with Nigerian award-winning Zenith the only financial services brand among the Top 100.

Nigeria dominates the African brandscape with 48% of all African brand mentions and the sheer size of its 178 million population, and its economy. In 2014, only five Nigerian brands featured in the top 100 rankings. This number more than doubled to 11 in the 2015 rankings.

This supports the year-on-year GDP growth that Nigeria has experienced over the last five years and may even suggest the Nigerian brand influence within the region – five of the 11 Nigerian brands featured in four of the seven West African countries included in this year's sample.

Nigeria has overtaken South Africa as the leading African branding nation. There are only four South African



brands in the Top 100 Most Valuable Brands compared to Nigeria's 11 – MTN at #40, DSTV #66, Sasko #80 and Tiger Brands #82 with a combined BV of \$5.7bn.

Lupita Nyong'o effect

L'Oreal is the only cosmetics brand among the Top 100. In the five years between 2008 and 2012, L'Oreal's presence had spread into Morocco, Ethiopia, Tanzania and Uganda. In 2013, it had three branch openings in Nigeria, Kenya, and Ghana, and a new plant opening in Egypt.

In the latest move to further expand its African presence, L'Oreal signed an agreement with the CFAO in March 2015, a specialised distributor, to cover the production and distribution of cosmetics across French-speaking West Africa. L'Oreal products can now be found in all but 19 African countries.

Appointing Kenyan actress Lupita Nyong'o as spokesperson for L'Oreal-owned subsidiary, Lancôme, may

Top 25 Most Admired Media Brands

in association with **Brand Finance** **GeoPoll** **TNS** BRAND LEADERSHIP

RANK	TOP MEDIA	COUNTRY OF ORIGIN
1	BBC	UK
2	CNN	USA
3	DSTV (Multichoice, MNet, SuperSport, Mzansi Magic/GoTV)	South Africa
4	NTA (Nigerian Television Authority)	Nigeria
5	Canal 2 International	Cameroon
6	NTV	Kenya
7	RTNC (Radio-Télévision Nationale Congolaise)	DRC
8	Al Jazeera	Qatar
9	TV Plus	Madagascar
10	TV3 Network Ltd	Ghana
11	STV (Star Times)	China
12	RFI (Radio France International)	France
13	Dream'In	Madagascar
14	France 3	France
15	CRTV (Cameroon Radio Television)	Cameroon
16	Citizen TV	Kenya
17	MTV (MTV Base)	USA
18	TVM (Televisão de Moçambique)	Mozambique
19	Huisgenoot	South Africa
20	UTV (United Television)	Ghana
21	Galaxy FM	Uganda
22	News24	South Africa
23	Radio Nigeria	Nigeria
24	КТN	Kenya
25	Canal+	France

further boost L'Oreal's brand profile and presence on the continent.

African fashion on the rise

The surprise emergence into the 2015 Top 100 Brands list are the three fashion and textile brands from the Netherlands based Vlisco Group – Vlisco, Woodin and GTP, all of which are inspired by African culture and art. Fashion is fast becoming a the quickest way for Africans to express themselves and break into global branding – with numerous annual high-profile, Africa-focused fashion events from Africa Fashion Week (London, New York, Tokyo, Milan and Paris) to Ghana Fashion and Design Week and Africa Fashion International (AFI) and SA Fashion Weeks in South Africa.

While African ethnic fashion is on the rise, international brands are continuing to make inroads in or be inspired by Africa. Many are referencing African culture in their collections of international brands, such as Balmain, Jean Paul Gaultier, Hermés and the 160-year-old iconic British luxury brand, Burberry.

However, the relative inaccessibility of luxury brands to the majority of African consumers because of their high price and limited distribution, this given rise to the

counterfeit market for premium brands that is booming in Africa, especially in the informal retail sector.

For example, a study by the Standards Organisation of Nigeria in 2011 confirmed that some 85% of goods sold in Nigeria were counterfeit and substandard. This profusion of counterfeit brands across the continent could also be the reason behind the high admiration scores of not just sports apparel but luxury brands like Dolce and Gabbana (21) and Gucci (22) – who are generally not present in Africa other than in South Africa formally, and through distributors in a few other African markets.

African brands growing in strength

While the Most Admired and Most Valuable brands in Africa continue to be dominated by non-African brands, the Top 10 Most Admired African brands feature stalwart staple brands – MTN, Glo, Dangote, Tusker and Zenith which are among the most well-known and supported brands.

In Brand Finance's proprietary *Brand Strength Index* analysis of marketing investment, brand equity (the goodwill accumulated with customers, staff and other stakeholders) and their impact on business performance, South Africa's MTN, Tiger Brands, Sasko and DSTV,

Top Brands

Kenya's Safaricom/M-Pesa, Tusker and Pilsner, and Nigeria's Dangote, Zenith Bank, Golden Penny Foods, Orijin, Star Beer, Gulder Beer and Maltina are valued the strongest supported African brands.

Because of the relative non-existence of legacy media and financial services brands – and thus their ineligibility for valuation and listing among Africa's Most Valuable, we ran a parallel survey specifically asking our sample to specifically list the most admired financial services and media brands. Nigeria's largest bank by assets, First Bank; Africa's biggest bank by assets, Standard Bank; and Barclays Bank lead the financial sector. In the media category, BBC, CNN, and DSTV are the three most admired brands across Africa.

These two categories, while key to Africa's growth and connectivity, typically feature very low down in country branding surveys.

While the global non-African brands dominate both the Top 10 lists, the rest of the tables among the Brand Africa 100 Most Admired Financial Services and Media Brands have a bias towards local brand preferences.

Conclusion

These rankings are an important metric of the progress

Africa is making in building made in Africa brands and challenging the dominant non-African brands in Africa which over the years have accounted for 80% of the most admired brands in Africa and a dominant 99% share of the value of the Top 100.

Africa accounts for 4 of the 10 fastest growing economies in the world according to the 2014 World Bank growth rate data. But non-African brands dominate Africa because of their sheer volumes, historical admiration and investment. In time, its important for Africa's ultimate economic independence that it adequately and fairly serves and competes for a larger share of its own consumer base, which is estimated will reach a population of 2bn by 2050 and achieve consumer expenditure of \$1 trillion by 2020. Equally, the license for non-African brands to thrive in Africa will be determined no longer by history and economic might, but by how they adapt to the evolving and increasingly assertive African consumer who demands brands that reflect their needs, conditions and ambitions.

It is a fantastic opportunity both for African and non-African brand builders, entrepreneurs and industrialists. The time has never been better and more urgent for Made in Africa excellent solutions. ■



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MOST ADMIRED BRANDS BY CATEGORY

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2015 RANK	CHANGE	BRAND	BV RANK	COUNTRY OF ORIGIN
Telecommunications				
1	+1	MTN	40	South Africa
7	+4	Airtel	41	India
12	-6	GLO/Globacom	75	Nigeria
13	+12	Etisalat	42	UAE
15	+31	Orange	16	England
Auto Manufacturers				
8	-3	Toyota	6	Japan
10	+7	Mercedes Benz	8	Germany
26	+62	Nissan	17	Japan
29	0	BMW	7	Germany
32		Mahindra	59	India
Consumer, Non-Cyclical				
14	+13	Nestlé	14	Switzerland
19	+1	Unilever	37	England
27	+9	Dangote Group	72	Nigeria
39	+42	Mukwano	87	Uganda
53	-13	Omo	57	England
Electronics / Computers				
2	+1	Samsung	2	South Korea
6	-2	Nokia	51	Finland
9	0	LG	28	South Korea
11	+3	Apple	1	USA
17	-5	Sony	25	Japan
Food				
45	+2	Peak Milk	89	Nigeria
47	+17	Cadbury	33	England
48		Indomie	69	Indonesia
52		Sasko	80	South Africa
75	-2	Azam	94	Tanzania
Alcoholic Beverages				
20	-2	Guinness	56	Ireland
31	-8	Tusker	73	Kenya
55	+40	Star Beer	79	Nigeria
58	-30	Maltina	83	Nigeria
68		Heineken	35	Netherlands
Non-alcoholic Beverages				
3	-2	Coca-Cola	5	USA
23	-7	Pepsi Cola	13	USA
24	+2	Fanta	45	USA
49	+9	Sprite	43	USA
81		La Casera	96	Nigeria
Sport and Fitness				
4	+6	Nike	11	USA
5	+2	Adidas	29	Germany
18	+3	Puma	54	Germany
36	+32	Reebok	65	England
60		Jordan	63	USA

2015 RANK	CHANGE	BRAND	BV RANK	COUNTRY OF ORIGIN
Textiles/ Fabrics				
66		GTP	92	Netherlands
70		Vlisco	93	Netherlands
98		Woodin	99	Netherlands
Apparel				
21	+29	Dolce & Gabbana	67	Italy
22	0	Gucci	30	Italy
28	+13	Levis	50	USA
34	+63	Converse - All Star	64	USA
42	+38	Versace	71	Italy
Media				
30	+64	Google	3	USA
41		Simu TV	88	Tanzania
69		Facebook	10	USA
71	-12	DStv/Multichoice	66	South Africa
84		Zuku	97	Kenya



Above: Samsung is the most admired electronics brand in Africa

Top Brands

Strongest African Brands

BRAND	CATEGORY	COUNTRY OF ORIGIN	BV 2015 (US\$ M)	% BV CHANGE	BSI
MTN	Telecommunications	South Africa	4,672	-13%	AA+
Tiger Brands	Consumer, Non-Cyclical	South Africa	82	44%	AA+
Safaricom/Mpesa	Telecommunications	Kenya	371	4%	AA-
Sasko	Food	South Africa	144	-3%	AA-
DStv/Gotv/Multichoice	Media	South Africa	840	2%	A+
Dangote Group	Consumer, Non-Cyclical	Nigeria	309	22%	A+
Tusker	Alcoholic Beverages	Kenya	300	14%	A+
Zenith Bank	Financial Services	Nigeria	235	35%	A+
Golden Penny Foods	Food	Nigeria	215		A+
Orijin	Alcoholic Beverages	Nigeria	194		A+
Star Beer	Alcoholic Beverages	Nigeria	179	36%	A+
Gulder Beer	Alcoholic Beverages	Nigeria	124		A+
Maltina	Alcoholic Beverages	Nigeria	70	13%	A+
Pilsner	Alcoholic Beverages	Kenya	70		A+

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MOST-ADMIRED BRANDS BY REGION

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REGION RANK	TOP 100 RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN
North Africa				
1	4	Nike	Sport and Fitness	USA
2	5	Adidas	Sport and Fitness	Germany
3	11	Apple	Electronics / Computers	USA
4	2	Samsung	Electronics / Computers	South Korea
5	46	Zara	Apparel	Spain
6	30	Google	Media	USA
7	29	BMW	Auto Manufacturers	Germany
8	17	Sony	Electronics / Computers	Japan
9	69	Facebook	Media	USA
10		H&M	Apparel	Sweden
West Africa				
1	5	Adidas	Sport and Fitness	Germany
2	2	Samsung	Electronics / Computers	South Korea
3	1	MTN	Telecommunications	South Africa
4	4	Nike	Sport and Fitness	USA
5	6	Nokia	Electronics / Computers	Finland
6	3	Coca-Cola	Non-alcoholic Beverages	USA
7	9	LG	Electronics / Computers	South Korea
8	7	Airtel	Telecommunications	India
9	8	Toyota	Auto Manufacturers	Japan
10	11	Apple	Electronics / Computers	USA
East Africa				
1	3	Coca-Cola	Non-alcoholic Beverages	USA
2	7	Airtel	Telecommunications	India
3	2	Samsung	Electronics / Computers	South Korea
4	4	Nike	Sport and Fitness	USA
5	31	Tusker	Alcoholic Beverages	Kenya
6	6	Nokia	Electronics / Computers	Finland
7	8	Toyota	Auto Manufacturers	Japan
8	24	Fanta	Non-alcoholic Beverages	USA
9	11	Apple	Electronics / Computers	USA
10	23	Pepsi Cola	Non-alcoholic Beverages	USA
Central Africa				
1	2	Samsung	Electronics / Computers	South Korea
2	5	Adidas	Sport and Fitness	Germany
3	8	Toyota	Auto Manufacturers	Japan
4	4	Nike	Sport and Fitness	USA
5	15	Orange	Telecommunications	England
6	10	Mercedes Benz	Auto Manufacturers	Germany
7	1	MTN	Telecommunications	South Africa
8	18	Puma	Sport and Fitness	Germany
9	6	Nokia	Electronics / Computers	Finland
10	3	Coca-Cola	Non-alcoholic Beverages	USA
Southern Africa				
1	4	Nike	Sport and Fitness	USA
2	5	Adidas	Sport and Fitness	Germany
3	3	Coca-Cola	Non-alcoholic Beverages	USA
4	2	Samsung	Electronics / Computers	South Korea
5	8	Toyota	Auto Manufacturers	Japan
6	1	MTN	Telecommunications	South Africa
7	10	Mercedes Benz	Auto Manufacturers	Germany
8	18	Puma	Sport and Fitness	Germany
9	11	Apple	Electronics / Computers	USA
10	6	Nokia	Electronics / Computers	Finland

Interview

Brand Africa is a pan-African inter-generational movement that recognises the importance of brands in building a positive image of Africa, celebrating its diversity and inspiring its competitiveness. Its founder, and Brand Finance Africa chairman, Thebe Ikalafeng, talked to Stephen Williams.

Promoting excellence in African Brands

SW: *When was the research that went into your tables conducted, and did it throw up any surprises for you?*

TI: We made our surveys earlier this year, between May and July 2015. This year we extended the tables, increasing the sample from eight countries in 2014 to 22 countries, and covering all five African regions. These 22 countries account for 41% of the continent's 54 countries, 77% or 868 million of the continent's population, \$1,890 trillion or 77% of its GDP and are the leading economies in each of the eight Regional Economic Communities.

I got a surprise from the sheer dominance of Nigeria; which maybe was to be expected because it is the biggest population in Africa. They have more brands than South Africa.

However, everyone knows that South Africa has the biggest brands, and Nigeria has the bigger population. So I guess that was a surprise – but it is not a surprise that financial services do not dominate, because many people look at financial services as simply a grudge purchase. You bank just because you have to have a bank.

We do not seem to have had many changes to the top of the brands tables. It is still the usual suspects.

If you look at the previous table, the 2014 table, about 80% of the most admired brands in Africa were non-African brands, but this year there is a slight change.

It has gone from 80% to 77%, although you see very little shift at top of the table, they are mostly international brands, particularly in the communications, fast-moving consumer goods, and electronics sectors. Those brands are always going to be among the top brands.

SW: *Do you think it strange, that apart from South Africa, there are so very few brands from the BRICS nations (Brazil, Russia, India, China, and South Africa)?*

TI: Most of the BRICS' brands are regional brands, the big international brands are from the US and Europe. If we look at the BRICS brands, generally they tend to be regional brands, and are focused on their regional markets.

SW: *Do you think there is an argument for African governments to introduce some form of protectionism in order to foster African brands?*

TI: I always say that in order for African brands to

thrive, they are going to need some form of protectionist agenda from African governments. African governments are going to have to close borders around the continent in order to support and nurture African brands.

You see, taking a country like South Africa, as an example, perhaps the most dominant branded nation, big brands like SABMiller and the rest of them, they were able to grow when they were isolated by the international sanctions introduced to fight apartheid.

SW: *Do you think this argument is getting through?*

TI: No, I don't think so. That message is not getting through because the message is not being carried. I am not saying we don't want international brands in Africa, but what I am saying is that we need African governments be able to look at the space that is occupied by African companies and entrepreneurs. Right now, what happens is that African governments will go out of their way to attract multinationals, they create incentives for multinationals to be able to do business in Africa, and those investments, I think on balance, should be revised to favour African companies.

SW: *Was the research weighted towards Anglophone countries, or did you equally take into account Francophone and Lusophone countries?*

TI: What I would say is that you have to bear in mind that South Africa obviously is the dominant country in Africa, and Southern Africa is the dominant region because it is led by South Africa. South Africa is the big player, and Anglophone.

On a regional basis, the big business players will usually come from the big countries, so in West Africa they will come from Nigeria, in East Africa from Kenya. We may have surveyed 22 countries to consider the rest of the continent, but countries like South Africa are surrounded by smaller economies like Botswana, Lesotho, Namibia, Swaziland, Zambia and Zimbabwe which are all dominated by South Africa. Similarly when you are look at Nigeria, that country will have a strong influence on Ghana and all the other regional neighbours.

So the thing is that those international players, those big regional players, have a massive influence in the



In order for African brands to thrive, they are going to need some form of protectionist agenda from government.



countries around them, and those three countries all happen to be Anglophone.

SW: *How widespread is the understanding of the nationality attached to a brand? I mean, in South Africa is MTN known as South African brand or is it just one of the many telecom networks that South Africans have at their disposal?*

TI: That is a very good question, and I think it goes back to the question about what needs to happen to develop African brands. I think there are two things need to happen to promote African brands, a certain amount of protectionism and also developing the appeal based on the consumers' national identity.

What a strong national identity does is create a leaning towards, or loyalty towards, a national brand. Right now I think it's a national thing, its about quality and delivery. For example, as a South African, I don't buy Castle beer because it's from South Africa, I buy Castle because I grew up with that particular brand.

SW: *Is that not what the Proudly South Africa campaign is all about?*

IT: Well, I think the Proudly South Africa, Proudly Nigeria, and Proudly Kenyan initiatives were not so much to support their countries brands but to keep jobs in their countries.

You would expect a greater sense of nationalism, a national bias if you will, but I do not think that these countries have invested enough in that concept. It is more lip service than an investment in the idea of strengthening brands.

SW: *Where would you channel investment in the support for national brands?*

TI: It would have to go to drive a strong national agenda as well as a pan-African agenda, and you do that through incentivisation – to incentivise entrepreneurs, to incentivise marketers and also reward consumers.

You would expect that local brands would have an identity advantage, you would think they have a local condition advantage because they are close to consumer, but they do not because, unfortunately, we don't invest enough in our own brands.

Top Brands

MTN has been named Africa's Most Valuable Brand and has topped the list once again in the prestigious Brand Finance South Africa's 50 Most Valuable Brands.

A truly global African brand

South Africa's 50 Most Valuable Brand is the only study that ranks the top 50 most valuable brands in South Africa. These awards provides a measurable and independent account of how well South Africa is doing in building the nation's wealth and crafting its identity as a winning and growing nation.

Being conferred this accolade is testament of how well the company has done to distinguish itself in the areas of innovation, quality, reliability and pursuit of our vision to lead the delivery of a bold, new digital world to our customers, and our mission to make our customers' lives a whole lot brighter.

As the first truly African global brand, MTN continues to be innovative while it responds to the changing needs of its customers. MTN is working tirelessly to broaden its mobile money and financial services offering, its cloud services as well as fine-tuning its entertainment content to deliver a "New World" lifestyle.

In the past 20 years, our customers contributed significantly to transforming the brand from its humble origins as a local operator, to a company that connects over 230 million customers in 22 markets in Africa and the Middle East.

With a solid financial performance, MTN's position as Most Valuable South African Brand is safe from any real threat.

"The brand seems perfectly poised to go from strength to strength as its footprint increases year-on-year over the continent and into the Middle East," the report reads.

Hot on the heels of scooping the BrandFinance Award, MTN added another feather in its cap when it was voted as Brand of the Year on the telecoms category by the World Branding awards.

This award meant that MTN joined an elite group of household brands such as Apple and Coca Cola barely 21 years since it was formed.

MTN was one of over 2,500 brand nominated from 35 countries to be eligible for this much-sought after accolade. Only 119 brands were selected as the winners in their respective categories, and MTN emerged as the only brand in the telecommunications sector that qualified to



MTN has joined an elite group of household brands such as Apple and Coca Cola



receive this award.

MTN is the leading operator in the majority of its markets, and places great emphasis on building brand affinity through customer-centricity and partnering with communities where the company operates.

"We strive to stay relevant in the lives of the our customers, whether by sponsoring events and activities that are close to their hearts, innovating to diversify our offering of products and services to meet their changing needs or addressing socio-economic challenges in the communities in which we operate through our Corporate Social Investment initiatives," says Larry Annetts, chief marketing officer for MTN South Africa.

In 2014, MTN launched an audacious marketing campaign called MTN "Win a Plane" competition where MTN subscribers in South Africa stood a chance to win



MTN's footprint spans 21 countries, connecting over 200 million people across Africa and the Middle East.

200m

afraid to venture into uncharted territory and try new ideas. This boldness reflects MTN's values and history. MTN ventured into many uncharted markets before it became fashionable to do so. The self-assuredness that Mafikizolo possesses mirrors MTN's own strategy, confidence and vision – as well as a distinctly youthful exuberance.

Following the outbreak of the ebola pandemic in West Africa in 2014, an outbreak that was regarded as the worst ever in recorded history of the dreaded disease, MTN teamed up with over 70 of the leading artists across Africa.

The artists recorded a cover version of the iconic song, "We are the world", which MTN uploaded on Music+, its digital music platform for downloads. As the leading telecoms operator in Africa, MTN took the lead and used its technology to address the socio-economic challenges facing communities it operates in.

Among the artists who recorded the song include BET Best International Act Award winner Davido from Nigeria, BET Best International Act nominees and MTN's brand ambassadors, Mafikizolo, Nigeria's Tiwa Savage and Tanzania's Diamond Platinum.

We remain committed to being relevant in the markets we operate in, and we strive to back worthy activities that resonate with the communities where we operate.

For example, in July 18 this year, MTN joined the international community to celebrate Mandela Day where communities and individuals are encouraged to spend 67 minutes of their time on Nelson Mandela's birthday towards a worthy and charitable cause.

MTN held a music concert featuring a galaxy of stars and its brand ambassadors from across the continent. The concert was streamed live on MTN's music platform, MTN+, to millions of MTN subscribers across South Africa. The song titled Mandela, by Nigeria's Harry Song, received millions of downloads from Music+.

This approach has also followed through in the company's new vision "to lead the delivery of a bold new Digital World to our customers", as well as the mission, "to make our customers' lives a whole lot brighter".

MTN will continue to find innovative ways to connect with its loyal customers, they have contributed profusely into the development of this great brand that started 21 years ago when the first democratic dispensation was ushered in 1994.

"These awards are indicative of the milestones we are achieving in our quest to continue to create a distinct customer experience to our stakeholders," Annetts concludes.

Afro-pop duo, Mafikizolo, brings a youthful, colourful edge to MTN's brand identity.

a Sling 4 aeroplane. As part of this campaign, MTN appointed a popular Afro-pop duo and BET Awards nominees called Mafikizolo, as its brand ambassadors.

The decision to appointment Mafikizolo as MTN SA brand ambassadors was informed by the the recognition that Mafikizolo has a strong brand equity that transverses beyond the borders of South Africa.

The group is well known in many parts of Africa and the duo have global aspirations. Mafikizolo were nominated for the 2014 Black Entertainment Awards. Mafikizolo's ambitions resonate with that of MTN which is the leading mobile operator in Africa, with a strong presence as well in the Middle East. The partnership is therefore a meeting of minds.

Mafikizolo shares MTN's values and brand attributes. Mafikizolo is bold and audacious, and the group is not

This feature was produced in collaboration with MTN

Top Brands

Ecobank was born out of a desire to establish a homegrown financial institution for the continent; a truly world-class, pan-African bank. One, that at the same time, would make a vital contribution to the continent's economic development, bringing banking to the masses and enhancing regional integration.

Building the Iconic Pan-African Brand





We also help the business develop insights into the customer's journey to inform how the brand remains relevant and also resonant.

Over the past 25 years, Ecobank has built the authentic pan-African bank, spanning 36 countries, and this achievement is increasingly being recognised internationally. Brand Communications have been Ecobank's principal brand marketing partner since 2008. "We share the same commitment to, and passion for, the continent. Whilst our aim is to help our clients grow and win more business, we also recognise that by developing iconic brands we can help fuel African enterprise," says Terhas Asefaw Berhe, founder and MD of Brand Communications. "To attract investment and increase market share, African brands need be globally attractive and competitive," she says.

"One of the key attributes of successful brands is their consistency" argues Charles Walker, Strategy Director at Brand Communications. "The Ecobank brand operates across many markets and cultures. By speaking with one, consistent voice, the brand has deeper resonance with consumers, cutting through the 24/7 marketing 'noise'."

"Relevance is definitely the key. The first step is visibility, but it goes hand in hand with relevance," says Ama Okyere, group head of marketing at Ecobank. "During the Olympics," she says, "we were celebrating all the heroic athletes of today and yesterday, as many of our people had not seen these stars when broadcast- ing was new."

"So, we will always develop world-class banking, but also do it in recognition of our commitment, belonging and what we owe our continent"

The voice of the Ecobank brand matured during a period of aggressive expansion under the leadership of then CEO, the pioneering Arnold Ekpe. Arnold Ekpe was at the helm of Ecobank from 1996 to 2001 and then from 2005 to 2012 again. During this time he oversaw the expansion and consolidation of Ecobank's footprint across 33 African countries.

His foresight recognised that the 'African opportunity' extended beyond national borders and he was determined to capture this potential before larger competitors.

Few business leaders have left such an indelible mark on Africa's financial services. As the late Kaye Whiteman, a seasoned British journalist specialising in West Africa, observed, "Arnold Ekpe has been able to build and mould the first truly African-owned, private sector pan-African bank."

Looking back on his time at Ecobank, Ekpe observes, "I think that we've done something that's fairly unusual. We have shown that there is significant potential

for integration in the private sector – bringing various nationalities, languages and cultures together to create a pan-African institution. That model hadn't been tested or proven before and I believe we've managed to do that. As a consequence, we've seen other institutions, not only in the banking sector, but also in other sectors, trying to do the same. This can only be good for Africa because, ultimately, the future for Africa lies in being able to create large and attractive markets and not small, fragmented ones."

He consistently drove a measured consolidation of the bank, where the platform, talent and customer service was consistently synergised to deliver greater efficiencies. Over time this three-pronged approach was distilled into key brand drivers, recently culminating in its 'Network Advantage' campaign, which demonstrates Ecobank's key value propositions; translating local knowledge and know-how into business opportunity and investment performance, facilitating transactions across its pan-African technology platform and transforming local economies via its long-term approach to commercial lending and wealth creation.

The importance of 'brand leadership' cannot be underestimated. An important factor in Ecobank's success has always been that both senior management and its agency were aligned in understanding the importance of driving a brand and championing it from 'the top'.

Ekpe understood the power of a "One Bank" experience across the group for corporate and retail customers alike. Brand Communications have enabled his vision with consistent implementation of the Ecobank brand to world-class standards. In the early stages, this involved the creation of a new brand identity and a network-wide refurbishment of the bank branches, together with general marketing collateral and communications for both African and international audiences.

As brand awareness began to build, Brand Communications developed bespoke messaging for Ecobank's two business lines. "From a brand perspective, we constantly work with Ecobank to align the brand to the business strategy," says Walker. "We also help the business develop insights into the customer's journey to inform how the brand remains relevant and also resonant."

On the retail banking side for example, a key pan-African TV campaign, "Ecobank – The rhythm of Africa", was broadcast, aimed at capturing the breadth of borders and peoples that Ecobank crosses and influences.

For corporate and investment banking audiences. 'The Africa Experts' proposition was developed for its corporate and capital audience, to express the bank's unique knowledge and know-how within Middle Africa.

Enter the rise of a proliferation of Internet and media

Ecobank pioneered the bringing together of various nationalities, languages and cultures together to create a pan-African institution. That model had never been tested or proven before.

Top Brands

platforms on the continent as well as mobile telephony, with increasing smartphone penetration, and the use of social media.

“This information phenomenon galvanised attitudes with early adopters and continues to develop a more discerning and demanding audience, at a pace faster than imagined,” says Berhe, MD of Brand Communications.

A number of key service innovations were launched in markets across Africa during this time. Ecobank developed its Omni corporate banking platform, which is now developing into a portal affording easy access to that allows several key corporate banking solutions such as transactional banking, trade finance and currency hedging.

Ecobank also launched its ‘RapidTransfer’ money transfer brand targeting Diasporans and the unbanked with easier access to financial services, today available on-line.

Recently, Ecobank launched its ‘Ecobank Mobile’ offering, completing the developmental work to merge two key services. The bank’s goal was for Mobile Money transfer and Mobile Banking to be available on one platform on both smart phones and older handsets. Berhe says: “The focus is on the customer, and finding solutions to answer their needs – and that’s how brands stay relevant.”

During the brand’s continued evolution, *The Economist* captured the seminal moment when the GDP of the emerging world surpassed that of the so-called developed world. In Africa, one of the key results of this continued growth in Africa, was the emergence of the so-called ‘high consuming’ middle class.

More importantly, these consumers continue to display an increasing appetite for brands to meet their high levels of aspiration.

With greater levels of disposable income and access to new technologies and information, this new class has an increased appetite for products and services. Ecobank responded and established a number of more targeted products and services, aimed at specific audience segments.

“The future is pan-African’ brand campaign was developed to capture the pervasive role that Ecobank played in cross-border trade whilst at the same time capturing the African market opportunity,” Berhe explains. “As Arnold always said, ‘We don’t have an Africa strategy, Africa is our strategy,’” she recalls.

Walker continues, “The campaign also demonstrated the relevance of the brand to its audience, reflecting the lifestyle aspirations of Ecobank’s customers.

This is the thinking behind Ecobank’s investment in key sponsorships. “Peer-to-peer influence is very strong



Going forward Ecobank will continue to focus on building the brand as being proudly pan-African.





As Arnold Ekpe always said, ‘Ecobank doesn’t have an Africa strategy, Africa *is* our strategy’,



in Africa”, comments Walker. “There is an even higher dependence on referral from family and friends. This is due to collectivism rather than Western-type individualism. Bigger family units in households and often greater time spent with extended family, friends and even trusted colleagues, also play a major role”.

‘Africa Rising’ is a strong narrative, even the zeitgeist, in African markets today. It can be found in politicians’ speeches, in fund managers’ commentaries, in the pitches of start-up businesses and nestled in the growing consumer appetite for brands. Voices across the continent are in unison that now is the time for Africa to stand up and be counted.

The Ecobank brand is keenly aware of its audience and its dynamics, and its brand communication is designed to share and fuel conversations that express their shared aspirations for the future.

“Going forward we will continue to focus on building our brand as being proudly pan-African, one that builds solutions that solve problems for people,” comments Okyere. “We want people to talk about our brand and our services.”

“To remain relevant the Ecobank brand will continue to bottle this heady mix of forces - technology, spending power, influence and passion”, concludes Berhe. “It is the glue that can bind audiences and businesses together through creative means. Iconic brand owners understand this.” ■

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Services:

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-  Key Performance Indicator Tracking
-  Media Measurement

MOST ADMIRED BRANDS - SELECTED COUNTRY BY COUNTRY RANKING

REGION RANK	TOP 100 RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN
Angola				
1	4	Nike	Sport and Fitness	USA
2	5	Adidas	Sport and Fitness	Germany
3	3	Coca-Cola	Non-alcoholic Beverages	USA
4	8	Toyota	Auto Manufacturers	Japan
5	18	Puma	Sport and Fitness	Germany
6	2	Samsung	Electronics / Computers	South Korea
7	17	Sony	Electronics / Computers	Japan
8		Ferrari	Auto Manufacturers	Italy
9	60	Jordan	Sport and Fitness	USA
10	11	Apple	Electronics / Computers	USA
Côte d'Ivoire				
1	5	Adidas	Sport and Fitness	Germany
2	4	Nike	Sport and Fitness	USA
3	2	Samsung	Electronics / Computers	South Korea
4	6	Nokia	Electronics / Computers	Finland
5	29	BMW	Auto Manufacturers	Germany
6	18	Puma	Sport and Fitness	Germany
7	15	Orange	Telecommunications	England
8	9	LG	Electronics / Computers	South Korea
9	17	Sony	Electronics / Computers	Japan
10	60	Jordan	Sport and Fitness	USA
DRC				
1	2	Samsung	Electronics / Computers	South Korea
2	15	Orange	Telecommunications	England
3	8	Toyota	Auto Manufacturers	Japan
4	5	Adidas	Sport and Fitness	Germany
5	10	Mercedes Benz	Auto Manufacturers	Germany
6	3	Coca-Cola	Non-alcoholic Beverages	USA
7	9	LG	Electronics / Computers	South Korea
8	70	Vlisco	Textiles/ Fabrics	Netherlands
9	6	Nokia	Electronics / Computers	Finland
10	42	Versace	Apparel	Italy
Egypt				
1	4	Nike	Sport and Fitness	USA
2	5	Adidas	Sport and Fitness	Germany
3	11	Apple	Electronics / Computers	USA
4	2	Samsung	Electronics / Computers	South Korea
5	46	Zara	Apparel	Spain
6	17	Sony	Electronics / Computers	Japan
7	30	Google	Media	USA
8	67	HTC	Electronics / Computers	Taiwan
9	29	BMW	Auto Manufacturers	Germany
10		H&M	Apparel	Sweden

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MOST ADMIRED BRANDS - SELECTED COUNTRY BY COUNTRY RANKING

REGION RANK	TOP 100 RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN
Ethiopia				
1	4	Nike	Sport and Fitness	USA
2	2	Samsung	Electronics / Computers	South Korea
3	11	Apple	Electronics / Computers	USA
4	3	Coca-Cola	Non-alcoholic Beverages	USA
5	8	Toyota	Auto Manufacturers	Japan
6	17	Sony	Electronics / Computers	Japan
7		OMN News	Media	Ethiopia
8		Victoria's Secret	Apparel	USA
9	30	Google	Media	USA
10	10	Mercedes Benz	Auto Manufacturers	Germany
Ghana				
1	2	Samsung	Electronics / Computers	South Korea
2	1	MTN	Telecommunications	South Africa
3	9	LG	Electronics / Computers	South Korea
4	38	Binatone	Electronics / Computers	England
5	3	Coca-Cola	Non-alcoholic Beverages	USA
6	6	Nokia	Electronics / Computers	Finland
7	40	Philips	Electronics / Computers	Netherlands
8	11	Apple	Electronics / Computers	USA
9	14	Nestlé	Consumer, Non-Cyclical	Switzerland
10	66	GTP	Textiles/ Fabrics	Netherlands
Kenya				
1	3	Coca-Cola	Non-alcoholic Beverages	USA
2	7	Airtel	Telecommunications	India
3	31	Tusker	Alcoholic Beverages	Kenya
4	2	Samsung	Electronics / Computers	South Korea
5	24	Fanta	Non-alcoholic Beverages	USA
6	63	Safaricom/Mpesa	Telecommunications	Kenya
7	74	Pilsner	Alcoholic Beverages	Kenya
8	6	Nokia	Electronics / Computers	Finland
9	8	Toyota	Auto Manufacturers	Japan
10	49	Sprite	Non-alcoholic Beverages	USA
Nigeria				
1	1	MTN	Telecommunications	South Africa
2	3	Coca-Cola	Non-alcoholic Beverages	USA
3	7	Airtel	Telecommunications	India
4	12	GLO/Globacom	Telecommunications	Nigeria
5	13	Etisalat	Telecommunications	UAE
6	6	Nokia	Electronics / Computers	Finland
7	2	Samsung	Electronics / Computers	South Korea
8	9	LG	Electronics / Computers	South Korea
9	14	Nestlé	Consumer, Non-Cyclical	Switzerland
10	8	Toyota	Auto Manufacturers	Japan

MOST ADMIRED BRANDS - SELECTED COUNTRY BY COUNTRY RANKING

REGION RANK	TOP 100 RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN
Senegal				
1	4	Nike	Sport and Fitness	USA
2	2	Samsung	Electronics / Computers	South Korea
3	5	Adidas	Sport and Fitness	Germany
4	6	Nokia	Electronics / Computers	Finland
5	18	Puma	Sport and Fitness	Germany
6	9	LG	Electronics / Computers	South Korea
7	11	Apple	Electronics / Computers	USA
8	15	Orange	Telecommunications	England
9	22	Gucci	Apparel	Italy
10	35	HP	Electronics / Computers	USA
South Africa				
1	4	Nike	Sport and Fitness	USA
2	1	MTN	Telecommunications	South Africa
3	3	Coca-Cola	Non-alcoholic Beverages	USA
4	5	Adidas	Sport and Fitness	Germany
5	18	Puma	Sport and Fitness	Germany
6	52	Sasko	Food	South Africa
7	2	Samsung	Electronics / Computers	South Korea
8	28	Levi's	Apparel	USA
9	36	Reebok	Sport and Fitness	England
10	11	Apple	Electronics / Computers	USA
Tanzania				
1	32	Mahindra	Auto Manufacturers	India
2	41	Simu TV	Media	Tanzania
3	75	Azam	Food	Tanzania
4	3	Coca-Cola	Non-alcoholic Beverages	USA
5	2	Samsung	Electronics / Computers	South Korea
6	16	Tecno	Telecommunications	China
7	11	Apple	Electronics / Computers	USA
8	24	Fanta	Non-alcoholic Beverages	USA
9	71	DStv/Multichoice	Media	South Africa
10		San LG	Auto Manufacturers	China
Uganda				
1	3	Coca-Cola	Non-alcoholic Beverages	USA
2	7	Airtel	Telecommunications	India
3	39	Mukwano	Consumer, Non-Cyclical	Uganda
4	5	Adidas	Sport and Fitness	Germany
5	23	Pepsi Cola	Non-alcoholic Beverages	USA
6	6	Nokia	Electronics / Computers	Finland
7	62	Movit	Consumer, Non-Cyclical	Uganda
8	2	Samsung	Electronics / Computers	South Korea
9	56	Huawei	Electronics / Computers	China
10	80	Bata	Apparel	Switzerland

Top Brands

in association with BrandFinance® GeoPoll TNS BRAND LEADERSHIP®

Where do our Top Brands come from?

RANK	COUNTRY	NUMBER OF BRANDS	BV (US\$ M)	CONTINENT
1	USA	21	453,837	North America
2	Nigeria	11	1,615	Africa
3	England	9	65,383	Europe
4	Japan	8	109,512	Asia
5	France	6	35,342	Europe
6	Netherlands	5	13,176	Europe
7	Germany	4	69,117	Europe
8	Italy	4	10,677	Europe
9	South Africa	4	5,738	Africa
10	Kenya	4	741	Africa
11	South Korea	3	94,423	Asia
12	Switzerland	2	21,225	Europe
13	China	2	11,621	Asia
14	India	2	6,022	Asia
15	Tanzania	2	PVT	Africa
16	Uganda	2	PVT	Africa
17	Australia	1	295	Australia
18	Canada	1	691	North America
19	Denmark	1	1,610	Europe
20	Finland	1	2,212	Europe
21	Hong Kong	1	PVT	Asia
22	Indonesia	1	500	Asia
23	Ireland	1	1,654	Europe
24	Luxembourg	1	2,099	Europe
25	Spain	1	8,622	Europe
26	Taiwan	1	1,441	Asia
27	UAE	1	4,381	Asia
TOTALS	27	100	921,934	
AFRICA	5 (18,52%)	23 (23%)	8 094 (0.88%)	
	22 (81,48%)	77 (77%)	913 840 (99.12%)	

Top Continents of Origin by number of brand mentions

	NUMBER OF BRANDS	BV (US\$ M)	BV (%)
Europe	35	231,117	25.07%
Africa	23	8,094	0.88%
North America	22	454,528	49.30%
Asia	19	227,900	24.72%
Australia	1	295	0.03%
TOTAL	100	921,934	100.00%

Which African countries have the most prominent brands?

	NUMBER OF BRANDS	BV (US\$ M)	BV (%)
Nigeria	11	1,615	19.95%
South Africa	4	5,738	70.89%
Kenya	4	741	9.15%
Tanzania	2	PVT	PVT
Uganda	2	PVT	PVT
TOTAL	23	8,094	100.00%



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Endnote

Imagine this; a consumer overseas receives a street sample package of a well-known international food brand item with a sample of a new African spice brand attached to it!

A view from abroad

It does not take a rocket scientist to know that international brand collaboration can drive a larger multiple of traffic and brand awareness than any street sampling campaign undertaken by an African brand on its own.

The internet and e-commerce have eliminated a number of logistics barriers, as today, selling approved African products direct to global consumers has become one click away, with the exception of certain controlled items.

However, even the strong and successful African brands have still struggled to position themselves in the global marketplace and in the minds of customers around the world, despite the access that technology has granted.

It follows that brand marketing is much more than distribution management, and African brands must employ a certain special tactic to reach the international markets – and this tactic is collaboration.

Collaboration in partnership marketing is a tactic that sees two or more brands develop strategic and artistic campaigns together for the benefit of every brand involved. This is the opposite of me-me marketing and sees brands think of win-win situations, where the 'know, like and trust' factor in the hearts of target customers can be achieved more efficiently and effectively.

An example of successful global collaboration marketing is the 'My WU' campaign run by Western Union and service businesses all over the world to provide special benefits to customers living in foreign lands, like calling home for free or discounted tickets to watch their national clubs play in the overseas.

This campaign allowed Western Union to touch their customers in an emotional soft spot and allowed other strategically placed businesses who were willing to give something away through the campaign, to gain exposure to over 200 million Western Union customers worldwide. The key to successfully instigating collaboration between

This is the opposite of 'me-me' marketing and sees brands think of 'win-win' situations, where the 'know, like and trust' factor in the hearts of target customers can be achieved



A fair-trade story can definitely help an international brand to enhance its ethical positioning



an African brand and strategically placed international brands is leveraging value.

When an African brand can market itself with other global brands, then it paves the way for collaboration campaigns that subsequently open the door to large customer groups.

International brands that have goals to spread overseas need strategic partnerships to help them reach markets more efficiently and effectively. An African brand with great press relationships in their homeland and a large community of strategically aligned customers should put this idea on the table.

African brand managers who spend time on research and analysis can uncover and extrapolate the long-term aims of potential partners.

International brands that are looking to re-position themselves or enforce a positioning due to competition or a change in market demographics are always looking for strategic partnerships to help them do this. For example, an African brand with a fair-trade story can definitely help an international brand looking to enhance its ethical positioning.

By approaching international brands with offers that benefit them internationally or locally, instead of a chance to partner up, the decision makers are swayed by the potential gains, which help greatly in any negotiation or marketing tactic.

As customers are seeing beyond the excessive technology-driven marketing tactics, brand collaboration has created a new avenue for established African brands to target countries far and wide and achieve recognition quicker, cheaper and much more effectively, by realising what they are worth.

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MTN is proud to be mentioned with some of the best brands on the African continent. This is more than just an accolade but also a motivation, an inspiration force that drives us to be better and better, year after year. This is not just our success, but yours too. We'd like to thank you and all of our loyal customers for your support and this humbling achievement.

