

The Bestselling Pan-African Business Magazine

# African BUSINESS

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## Features

Safaricom's Bob Collymore faces the future  
Uganda's controversial airline takes off  
South Africa: Ramaphosa's crucial victory  
UK hunts Africa trade as rivals circle

## Countryfiles

Sudan and Algeria's tricky transitions  
Sierra Leone tackles illegal fishing

## SPECIAL REPORT

### THE FUTURE OF WORK

# AFRICA'S BEST BRANDS

*Global brands dominate list  
Luxury brands on the rise  
Exclusive rankings by industry*



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**Cover story: Top Brands**



*African brands have faltered as global brands entrench their positions in Africa. Brand Africa founder and Brand Leadership chairman **Thebe Ikalafeng** gives a perspective on the latest Brand Africa 100.*

# Global brands dominate Africa

**D**espite optimism for Africa's economic recovery and with GDP growth projected at 4% in 2019 by the African Development Bank, the number of African brands in our ranking have declined by 18% in Brand Africa 100's 2019 ranking of the top 100 Most Admired Brands in Africa (see pages 12-13).

Facing renewed investment by non-African brands, Africa's share of the most admired brands has been rapidly declining over the past three years from a high of 25% in 2013/4 to a low of 14% this year – down from 17% in 2017/8.

Non-African brands have entrenched their position, with North American brands, dominated exclusively by the USA (28%), leading with growth of 17% in a year and buoyed by the entry or re-entry of stalwart brands such as Levi's (71), Chevrolet (91), and Pepsi's Miranda (80) among the 20 new entrants.

European brands are up by 2.5%, comprising 41% of the ranking, while Asian brands declined by 10% to 17% overall. South African telecoms giant, MTN (8) and Nigerian conglomerate, Dangote (25), have been joined by Ethiopia's surging Anbessa Shoe (12) – which commands a 65% to 70% market share of the Ethiopian local shoe retail business – in the top three brands spontaneously recalled by African consumers.

The highest debut brand, Vans (35), is at the nexus of two broader fashion trends among today's youth – athleisure and retro/vintage. The firm is now ranked the No. 2 footwear brand behind Nike in Piper Jaffray's "Taking Stock with Teens" survey, where Vans has seen the fastest growth in popularity of any brand in the study's 15+ year history.

In a diversified portfolio, technology (18%), consumer (16%) and auto manufacturers (11%) are the dominant three categories. The sports category, which is dominated by the heritage sports brands Nike (1),

## Cover story: Top Brands

## Most Admired Brands in Africa

2018/9 Rank	2017/8 Rank	Brand	Category	Country of origin	Change
1	1	Nike	Sport and Fitness	USA	0
2	3	Adidas	Sport and Fitness	Germany	1
3	2	Samsung	Technology	South Korea	-1
4	4	Coca Cola	Non-alcoholic Beverages	USA	0
5	7	Tecno	Technology	China	2
6	11	Puma	Sport and Fitness	Germany	5
7	5	Apple	Technology	USA	-2
8	6	MTN	Telecoms	South Africa	-2
9	9	Gucci	Luxury	Italy	0
10	10	LG	Technology	South Korea	0
11	8	Toyota	Auto Manufacturers	Japan	-3
12	23	Anbessa	Apparel	Ethiopia	11
13	14	Airtel	Telecoms	India	1
14	17	Vodafone/com/Safaricom/M-Pesa	Telecoms	UK	3
15	13	Nokia	Technology	Finland	-2
16	15	Pepsi Cola	Non-alcoholic Beverages	USA	-1
17	16	Itel Mobile	Technology	China	-1
18	26	Huawei	Technology	China	8
19	18	Nestlé	Consumer, Non-Cyclical	Switzerland	-1
20	25	Mercedes-Benz	Auto Manufacturers	Germany	5
21	27	Zara	Retail	Spain	6
22	36	Orange	Telecoms	France	14
23	12	Sony	Technology	Japan	-11
24	22	Unilever	Consumer, Non-Cyclical	UK	-2
25	21	Dangote	Consumer, Non-Cyclical	Nigeria	-4
26	28	Infinix Mobile	Technology	China	2
27	30	Google/Android	Technology	USA	3
28	19	BMW	Auto Manufacturers	Germany	-9
29	50	Fanta	Non-alcoholic Beverages	USA	21
30	24	Glo	Telecoms	Nigeria	-6
31	40	Econet	Telecoms	Zimbabwe	9
32	20	Guinness	Alcoholic Beverages	Ireland	-12
33	31	Polo Ralph Lauren	Luxury	USA	-2
34	35	Hewlett-Packard/HP	Technology	USA	1
35	New	Vans	Apparel	USA	n/a
36	29	Toshiba	Technology	Japan	-7
37	45	Lacoste	Luxury	France	8
38	78	Auchan	Retail	France	40
39	43	Reebok	Sport and Fitness	USA	4
40	34	H&M	Retail	Sweden	-6
41	55	Mukwano Products	Consumer, Non-Cyclical	Uganda	14
42	37	Versace	Luxury	Italy	-5
43	63	Chanel	Luxury	France	20
44	47	Blue Band Margarine	Consumer, Non-Cyclical	UK	3
45	56	DStv	Media	South Africa	11
46	48	Louis Vuitton	Luxury	France	2
47	32	Tiger Brands	Consumer, Non-Cyclical	South Africa	-15
48	49	Trade Kings	Consumer, Non-Cyclical	Zambia	1
49	99	FILA	Apparel	Italy	50
50	58	Nivea	Personal Care	Germany	8

2018/9 Rank	2017/8 Rank	Brand	Category	Country of Origin	Change
51	57	Facebook	Technology	USA	6
52	38	Shoprite	Retail	South Africa	-14
53	66	KFC	Food	USA	13
54	52	Star Beer	Alcoholic Beverages	Nigeria	-2
55	46	Honda	Auto Manufacturers	Japan	-9
56	86	Audi	Auto Manufacturers	Germany	30
57	64	Dell	Technology	USA	7
58	75	Colgate	Personal Care	USA	17
59	39	Microsoft	Technology	USA	-20
60	New	Dolce & Gabbana	Luxury	Italy	n/a
61	62	Calvin Klein	Apparel	USA	1
62	85	Nasco	Consumer, Non-Cyclical	USA	23
63	70	Heineken	Alcoholic Beverages	Netherlands	7
64	71	Tommy Hilfiger	Apparel	USA	7
65	New	Lipton	Consumer, Non-Cyclical	UK	n/a
66	68	PZ Cussons	Consumer, Non-Cyclical	UK	2
67	98	LC Waikiki	Retail	Turkey	31
68	New	Landrover	Auto Manufacturers	India	n/a
69	41	Tusker	Alcoholic Beverages	Kenya	-28
70	59	Nissan	Auto Manufacturers	Japan	-11
71	New	Levi's	Apparel	USA	n/a
72	New	Hisense	Technology	China	n/a
73	72	OMO	Consumer, Non-Cyclical	UK	-1
74	New	Jumia	Retail	Nigeria	n/a
75	42	Indomie	Food	Indonesia	-33
76	New	Primus	Alcoholic Beverages	Netherlands	n/a
77	83	Converse All Star	Apparel	USA	6
78	95	Sprite	Non-alcoholic Beverages	USA	17
79	New	Hyundai	Auto Manufacturers	South Korea	n/a
80	New	Mirinda	Non-alcoholic Beverages	USA	n/a
81	New	Chipsy	Consumer, Non-Cyclical	USA	n/a
82	81	Oppo	Technology	China	-1
83	73	Always	Personal Care	USA	-10
84	New	PicknPay	Retail	South Africa	n/a
85	65	Lenovo	Technology	China	-20
86	79	McDonalds	Food	USA	-7
87	87	Close Up	Personal Care	UK	0
88	New	Rolex	Luxury	Switzerland	n/a
89	53	Victoria's Secret	Luxury	USA	-36
90	New	Danone	Consumer, Non-Cyclical	France	n/a
91	New	Chevrolet	Auto Manufacturers	USA	n/a
92	74	Tigo	Telecoms	Luxembourg	-18
93	93	P&G	Consumer, Non-Cyclical	USA	0
94	New	Peugeot	Auto Manufacturers	France	n/a
95	New	Vlisco	Apparel	Netherlands	n/a
96	New	Ariel	Consumer, Non-Cyclical	USA	n/a
97	91	Ferrari	Auto Manufacturers	Italy	-6
98	33	Peak Milk	Food	Netherlands	-65
99	New	Sunlight Detergent	Consumer, Non-Cyclical	UK	n/a
100	New	Fendi	Luxury	Italy	n/a

**Cover story: Top Brands**

Continued from page 11



MTN (left) is the most admired African brand when respondents are not prompted to specifically name an African brand. Guinness (right) tops the table for the most admired alcoholic beverage.



Adidas (2), Puma (6) and Fila (49), was energised by global sports events such as the FIFA World Cup in Russia in 2018, strategic partnerships such as Puma's partnership with hip hop icon Jay Z and Fila's partnerships with trend setting celebrities Kendall Jenner, Gigi Hadid, A\$AP and Rocky.

**Flagging African fortunes**

South Africa, with five entries, and Nigeria, with four, lead a declining African challenge to the Top 100. The only new African entrants/re-entrants in the Top 100 are the 52-year-old South African retailer, Pick n Pay returning to the Top 100 at 84 and Jumia, Africa's largest e-commerce firm, which had a spectacular debut on the New York stock market in April, which makes its debut at 74.

Leading African brands, Tusker (-28), Shoprite (-14) and Tiger (-15) all lost significant share. Tiger Brands exited non-core categories in Kenya and Ethiopia and refocused in South Africa. Shoprite, which owns more than 2,800 outlets across Africa, experienced its biggest earnings fall in 20 years due to low food inflation, stock availability challenges and currency devaluations that have adversely affected profitability. Other than Anbessa, which climbed 11 positions in a remarkable surge since it was privatised in 2012, and Econet (+9), the rest of the Top 5 mainstay African brands, MTN (-2), Dangote (-4) and Glo (-6), all declined.

**Most Admired African Brands**

When respondents are asked to rank brands without being prompted, MTN, Africa's leading mobile provider with a dominant presence in a majority of the over 20 markets in which it operates, ranks as the No. 1 Most Admired African Brand. But the firm has been overtaken by Dangote for the second year in a row as the No. 1 Most Admired African Brand when respondents are prompted to specifically name an African brand. Tanzania's Azam, which dropped out of the Top 100 spontaneous list, remains among the Most Admired African Brands, when prompted.

While 28% of the Top 25 Most Admired African Brands (prompted) are new, the top three brands, Dangote, MTN and Anbessa remain unchanged. Reflecting the rising importance of connectivity in Africa, Kenya and Ethiopia have seen their respective domestic airlines, Kenya Airways and Ethiopian Airways, catapulted onto the Top 25 Most Admired African Brands.

**Top 3 Brands in Africa – Ranked by Category**

Category	Brand	2018/9 Rank	Country of origin
Alcoholic Beverages	Guinness	32	Ireland
	Star Beer	54	Nigeria
	Heineken	63	Netherlands
Non-alcoholic Beverages	Coca-Cola	4	USA
	Pepsi Cola	16	USA
	Fanta	29	USA
Food	KFC	53	USA
	Indomie	75	Indonesia
	McDonalds	86	USA
Consumer, Non-Cyclical	Nestlé	19	Switzerland
	Unilever	24	UK
	Dangote	25	Nigeria
Apparel	Anbessa	12	Ethiopia
	Vans	35	USA
	Fila	49	Italy
Retail	Zara	21	Spain
	Auchan	38	France
	H&M	40	Sweden
Sport and Fitness	Nike	1	USA
	Adidas	2	Germany
	Puma	6	Germany
Telecoms	MTN	8	S. Africa
	Airtel	13	India
	Vodafone/com/Safaricom/M-Pesa	14	UK
Technology	Samsung	3	South Korea
	Tecno	5	China
	Apple	7	USA
Auto Manufacturers	Toyota	11	Japan
	Mercedes-Benz	20	Germany
	BMW	28	Germany
Personal Care	Nivea	50	Germany
	Colgate	58	USA
	Always	83	USA
Luxury	Gucci	9	Italy
	Polo Ralph Lauren	33	USA
	Lacoste	37	France

# Empowering a Better Life



**Elsowedy Electric group operates nationally and internationally in five sectors:**

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**2) Construction sector:** power generation, transmission and distribution of electricity, renewable energy (solar, wind and hydro-power), civil construction and infrastructure, water solutions (treatment and desalination) oil & gas, and transportation;

**3) Technology sector:** data centers, smart city and artificial intelligence, cloud offering, big data analytics, blockchain solutions and smart energy management;

**4) Investment sector:** independent power producers (IPPs) and utilities development,

**5) Development sector:** industrial, logistical & commercial.

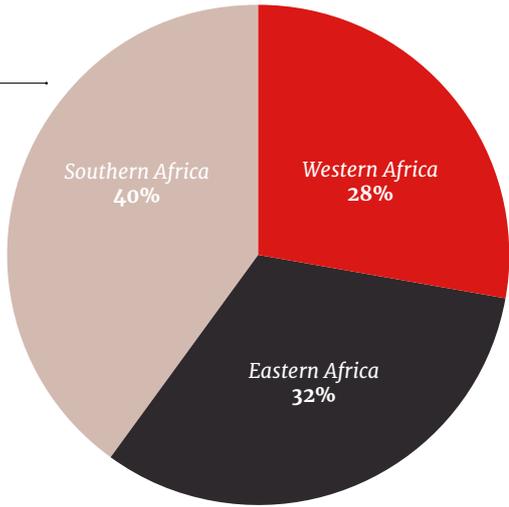
## ELSEWEDY ELECTRIC

Integrated Energy Solutions



Cover story: Top Brands

African Brands by Region



Coveting luxury in Africa

A growing middle class across many African markets led by South Africa, Nigeria and Kenya in sub-Saharan Africa has created a market segment with an aspiration for luxury goods. While not every consumer can afford to shop in Johannesburg’s Sandton City “Diamond Walk” wing, which houses luxury brands stores including Giorgio Armani, Gucci, Dolce & Gabbana and Prada, there is an increasing demand for both authentic luxury brands and a thriving counterfeit marketplace.

Among the Top 100, Gucci (9), Ralph Lauren (33), Lacoste (37), Versace (42), Chanel (43), Louis Vuitton (46), Dolce & Gabbana (60), Rolex (88), Victoria’s Secret (89) and Fendi (100) make up 10% of the Top 100 Most Admired Brands in Africa.

25 Most Admired African Brands

Rank	Brand	Category	Country
1	Dangote	Consumer Non-cyclical	Nigeria
2	MTN	Telecoms	South Africa
3	Anbessa Shoes	Apparel	Ethiopia
4	DStv	Media	South Africa
5	Econet	Telecoms	Ethiopia
6	Safaricom	Telecoms	Kenya
7	Shoprite	Retail	South Africa
8	Glo	Telecoms	Nigeria
9	Tusker	Alcoholic Beverages	Kenya
10	Trade Kings	Consumer Non-cyclical	Zambia
11	Kasapreko Drinks	Alcoholic Beverages	Ghana
12	Amarula	Alcoholic Beverages	South Africa
13	Jumia	Retail	Nigeria
14	Kenya Airways	Aviation	Kenya
15	Tiger brands	Consumer Non-cyclical	South Africa
16	Castle Lager	Alcoholic Beverages	South Africa
17	Nanawax	Apparel	Benin
18	Azam	Food	Tanzania
19	Star Beer	Alcoholic Beverages	Nigeria
20	Chibuku	Alcoholic Beverages	Zambia
21	Ethiopian Airlines	Aviation	Ethiopia
22	Bidco	Consumer Non-cyclical	Kenya
23	Kwese	Media	Zimbabwe
24	All Kasi	Apparel	Botswana
25	Sivop	Personal Care	Ivory Coast



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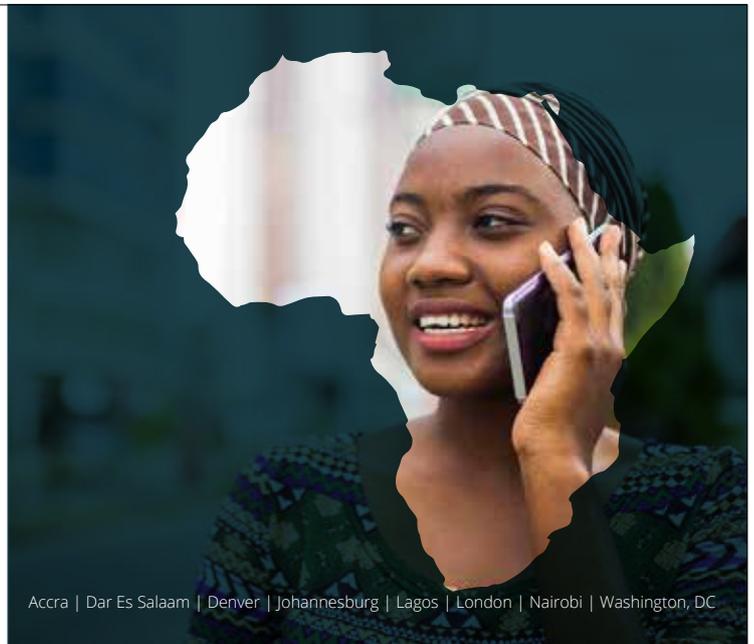
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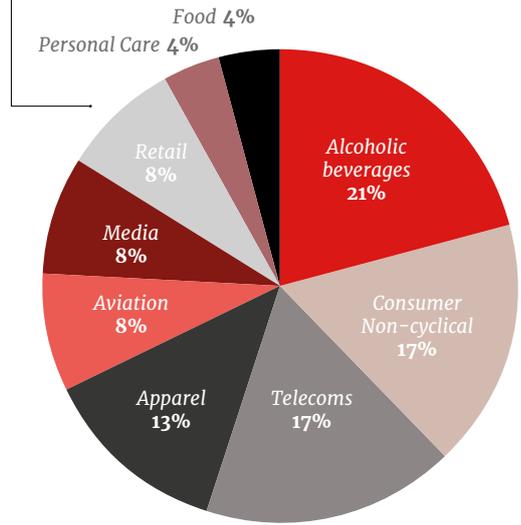


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African Brands by Category

**Top 25 Most Admired Financial Services Brands**

Rank	Top Financials	Country of Origin
1	Ecobank	Togo
2	First National Bank (FNB)	South Africa
3	ABSA (Barclays)	South Africa
4	BOA	Mali
5	Standard Bank/Stanbic	South Africa
6	GTB	Nigeria
7	UBA	Nigeria
8	KCB	Kenya
9	Access Bank (Diamond)	Nigeria
10	NSIA	Cote d'Ivoire
11	Western Union	USA
12	Old Mutual	South Africa
13	Mpesa	Kenya
14	Standard Chartered Bank	UK
15	Zenith	Nigeria
16	Nedbank	South Africa
17	Fidelity Bank	Nigeria
18	Orange Money	France
19	MTN Mobile Money	South Africa
20	Société Générale	France
21	World Bank	USA
22	Visa	USA
23	Tigo	Luxembourg
24	HSBC	China
25	Airtel Money	India



**Connecting Africans**

Media and financial services have been key enabling categories in the transformation of Africa – making it easy to communicate and transact across borders.

While the media category remains fragmented, with numerous local and regional brands in all markets, the financial services category is relatively consolidated – with 64% of the Top 25 financial services brands, led by Togo’s Ecobank (1), South Africa’s FNB (2) and ABSA (3) among the Top 10, all made in Africa and pan-African.

Underpinning the catalytic importance of mobile technology in Africa, 20% of the Top 25 financial services brands are driven by mobile operators, led by M-pesa, Safaricom’s standard-setting mobile money transfer brand, and joined by Orange Money, MTN

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**Cover story: Top Brands**

Money, Tigo Money and Airtel Money.

To understand the overarching African media landscape, the survey includes a focus on media channels that cover a significant number of African markets. Other than South Africa's DSTV (incorporating GoTV, Multichoice and Supersport), the leading sub-Saharan African direct broadcast satellite service and No. 2 Most Admired African media brand, and SABC, which has a strong reach enabled by the DSTV platform, all the broadcast brands are non-African. They include BBC, CNN and Al Jazeera. The list is dominated by North America (CNN and VOA), European (BBC, RFI and Canal +) and Asian (Al Jazeera) broadcasters.

**Conclusion**

It is disappointing that despite its vibrant entrepreneurial environment, Africa is not creating new competitive brands to meet the needs of its growing consumer market, which is estimated by McKinsey & Co to grow by \$400bn by 2020.

The African Union's much promoted initiative for a Single African Air Transport Market, which aims

**Top 5 Most Admired Media Brands**

Brand	Category	Country of Origin
BBC	Broadcasting	UK
DStv	Broadcasting	South Africa
CNN	Broadcasting	USA
Al Jazeera	Broadcasting	Qatar
RFI	Radio	France

to remove restrictions on Africans' ability to travel, and the African Continental Free Trade Agreement unveiled in Kigali, Rwanda in 2018, creating the world's largest free trade single market of 1.2bn people with a combined GDP of \$2.5 trillion, will create an enviable market opportunity for African entrepreneurs to collaborate and create pan-African brands that can compete with non-African brands. If African brands do not take the opportunity, African brands will continue to decline in preference among African consumers. ■

**In conversation – Ecobank's Ama Okyere**

*When respondents were asked to name their most admired financial institution, Ecobank came out top. We spoke to Ama Okyere, group head of marketing, about what the bank and brand stand for*

**Why do you think you came out top in our ranking this year?**

Ecobank stands for a purpose – our mission is to be a modern bank and to drive financial integration and inclusion across Africa. As the quintessential pan-African bank, many stakeholders resonate with our vision to make a critical contribution to Africa's growth and development. At the same time, the digitalisation effort driven by our Group CEO, Ade Ayeyemi, has resulted in consumers of all demographic orientations being able feeling the impact of the bank in a much more immediate way. Digital transformation has meant that people can see the impact of unique aspects of our brand right there on their mobile phones, tablets or laptops. Our strategic brand development and communications agency, Brand Communications, have also been helping us in diligently articulating and communicating our story.

**You've set yourselves a target to reach 100m customers within five years. What does that mean for the marketing team at the bank?**

We see technology as a means to an end, because what we are after is to grow Africa together. How customers are interacting with banks are indeed changing and you don't have to be a traditional account holder to have a relationship with Ecobank. So the 100m number is an expression of all the different types of customers that can now make use of our solutions across our digital ecosystem. The bank is acutely focused on developing the Customer Experience of the brand and its solutions. The marketing effort is central to this process

as we can now align our value propositions to be directly experienced by our customers in the palms of their hands.

**What messages does a bank need to be putting out there to gain customers? Is it about being cool, about being trustworthy?**

User experience is a key component of the broader customer experience, but banking is still about people's money and trust is their key consideration. However, when you stand for something, that also makes people take note. Our pan-African ideology differentiates us our customers and society at large resonate with that. Of course, reflecting contemporary cultural trends are important, in order to be relevant, but the fact that we champion Africa and have the scale to back it up, means customers perceive us as more trustworthy.

**You offer different services, from retail banking to private banking as well as corporate and investment banking... does the approach change in terms of marketing yourselves to them?**

At the heart of it, the message is the same, the context is just different. We all want a slice of prosperity and a bank that can give you greater access to that is very valuable. Whether that is making banking more accessible for individuals, or giving SMEs new tools to speed up the growth of their businesses with, or whether it is to facilitate cross-border trade and the movement of capital across the continent for corporate and investment banking clients. The key is to enable people and as the truly Pan-African bank, we do just that.

## In conversation – Dangote's Tony Chiejina

*The Dangote Group once again emerged as our most admired African brand. We spoke to Tony Chiejina, chief corporate communications officer, to understand what it took to build the group's brand and establish it as one of Africa's new corporate champions*

**What is the group strategy when it comes to the Dangote brand? What have you wanted to put out there in terms of messaging and how have you grown the brand?**

We fervently believe that only Africans can develop Africa. That gives us a stronger sense of relevance in all the countries where we have operations. We are touching lives by providing basic needs and empowering Africans more than ever before – creating jobs, reducing capital flight, supporting infrastructural projects and, above all, respecting the laws of the countries where we operate. All these are our credo and we do not compromise it. It is our way.

**What has been the role of the founder in building the Dangote brand, as one of Africa's leading and most prominent industrialists?**

He is the potent force driving the brand. He is like the conductor of an orchestra that directs

and sharpens the tone of the music to produce immortal melodies. Aliko Dangote, founder of the group, has an unmatched entrepreneurial zeal and humility which is reflected in his public-spiritedness and embedded in his Aliko Dangote Foundation. It is a rare combination to find in one man.

**Would you say it's similar to Richard Branson, as he built the Virgin brand globally?**

No two individuals are alike. Both Aliko Dangote and Richard Branson are brand icons, yes. Aliko has been, and continues to be a trailblazer. He has helped firmly position Africa with investors as well as inspired and energised African entrepreneurs to dream big and follow their dreams. The biggest game changer for Nigeria and Africa is the 650,000 barrels per day oil refinery, fertiliser and petrochemical plants. For these reasons, his impact, from where I see it, is unmatched.

## In conversation – MTN's Bernice Samuels

*Telecoms companies have dominated the marketing landscape these past 15 years. We spoke to Bernice Samuels, chief marketing officer at MTN, about the group's strategy when it comes to branding and marketing and where it fits within the company*

**Where does branding fit in from a strategic standpoint?**

As MTN we believe that a brand is as a brand does, so our branding is strategically significant, not just to drive awareness, recognition and recall but also in defining our customers experiences. So our brand positioning of BRIGHTER LIVES informs everything we design, build and deliver.

**How important would you say branding is to the African consumer?**

African consumers are no different from other consumers in their aspirations and expectations of brands. We are all human, and want things to be easy, personal, and give us some control delivering good quality, value, affordability, innovation and access. This being said, MTN is a brand born in Africa, and we want to reflect our African origins in how we go to market.

**How important is being an African brand?**

With Africa being a young continent, young Africans want to live a modern, connected life. We want to be second to none in shaping and making this possible. We want to lead a modern digital life experience in ways that are relevant to the African context. In enabling this, we

believe that we will be the consumers' choice, not only because we are an African brand, but also the very best at what we do in Africa.

**You are at the forefront of technology and the new digital space. What are the main tools needed to build a brand; have they changed materially since you launched all those years ago?**

Yes and no. We believe that the discipline of marketing is always about putting the customer at the centre of what you do. So it's vital to diagnose the market, understand needs and meet these in a distinctive and differentiated way versus competitors. The channels at our disposal are indeed changing, with social media storefronts, instant messaging, mobile responsive web etc, which expand our route to market for our product and services and thus the design approach in constructing our marketing messages.

**You operate in over 20 countries. Do you adapt the messaging to the different markets or is there one singular message that you like to put out there?**

We have the same brand positioning as a mother brand in every market in which we operate. What differs are the operational and marketing tactics on the ground which must be locally relevant and resonate with consumers. ■

**Cover story: Top Brands****Brand Africa 100 Methodology**

The 2018/9 Brand Africa 100: Africa's Best Brands research represents the most comprehensive and most representative study of brands across all African economic regions. It is conducted in 25 countries which represent just under 50% of Africa's 54 sovereign countries but account for an estimated 80% of the population and the GDP of all of Africa.

Brand Africa 100: Africa's Best Brands is a consumer-led survey which seeks to establish brand preferences across Africa. The research, which yielded over 15,000 brand mentions, was conducted independently between January and April 2019 by Brand Africa partners, GeoPoll ([www.geopoll.com](http://www.geopoll.com)), the world's leading mobile surveying platform with a database of over 250m respondents in emerging markets around the globe, with strategic analysis and insights by Kantar ([www.kantar.com](http://www.kantar.com)), the globally respected consumer knowledge and information company, and Brand Leadership ([www.brandleadership.africa](http://www.brandleadership.africa)), Africa's leading brand research, strategy and activation advisory.

Since 2015, Brand Africa has been using GeoPoll's sophisticated SMS-based research platform for data collection rather than a face-to-face method. Due to the high penetration of mobile across Africa, which is used as a primary communication mode and increasingly for consumer transactions, mobile interviewing has proven to be the most effective way to reach African consumers.

Conducting interviews via mobile ensured a wider reach and expediency in conducting research across the continent than would be possible with face-to-face interviews. Individuals aged 18 and older in the sample countries were asked to report on their top three most admired brands, irrespective of country of origin or domicile.

In addition, because of their catalytic impact or influential role, respondents were further asked to rank their top three most admired media and financial services brands respectively. As an African-focused survey and given the growing number of African brands, since 2017/8 a new question was introduced specifically

focusing on identifying the most admired African brand.

With the final coded data, Kantar calculated a score for each brand and created an index that takes into account the sample and population sizes of each country, weighted on gender and population of the countries covered. The brands were further analysed to ensure there are no duplications. Where the brand operated under different names in different markets such as Stanbic/Standard Bank and Vodacom/Vodafone/Safaricom, or where the brands were sub-brands of a dominant brands such as Apple's iPod, iPhone and iPad, the results were consolidated under one score for the group brand.

In identifying the list for the most admired African brands, where the brands had a dominant African residual equity or identity derived from their origins in Africa such as Safaricom, M-Pesa and Tusker from Kenya or Castle from South Africa, irrespective of its ownership or shareholding the brand was recognised as an African brand.

To make the list of the Top 100 most admired brands in Africa and the most admired African brands, the brands had to be available and recalled in at least one other country other than their domicile market. Given the fragmentation and proliferation of local media, the media list is based only on truly pan-African media with reach across a significant number of African countries.

Finally, in recognising the impact of brand reputation on the value of brands, this year, Brand Africa 100 analysis also identified the most admired listed brands on leading African bourses.

Overall, the Brand Africa 100: Africa's Best Brands is based on the most rigorous consumer-led methodology consistent with global best practices – and is the most representative and comprehensive study and ranking of brands in Africa. ■

*Karin Du Chenne, Chief Growth Officer Africa Middle East and Matthieu Sauvage-Mar, VP of Client Development, GeoPoll*

# WHAT ARE THE MOST ADMIRABLE BRANDS IN AFRICA?

**Brand Africa 100: Africa's Best Brands is the most authoritative and referenced pan-African survey and ranking of brands in Africa.**

Brands are both an asset and a catalyst for the image, reputation, value and competitiveness of companies and ultimately their countries of origin. Recognising this, **Brand Africa 100** was developed to research, rank and identify which brands are most admired by African consumers. The rankings are based on a comprehensive survey and analysis of brands across Africa.



*The Coca-Cola Company is following its values to bring solutions that benefit everyone. Its RAIN programme is bringing safe water to millions of Africans and has empowered 23,000 youth and women to sustainably protect and manage water*

# Building strong brands through shared opportunity



**T**he Coca-Cola Company brings together people, brands and beverages to make life's everyday moments more enjoyable, while doing business the right way, not just the easy way. The result is a Total Beverage Company with local roots that creates shared opportunity.

A large part of building brands that people love is following our values and working towards solutions that benefit everyone. To help solve many of the world's challenges, we apply a few foundational principles to make measurable, meaningful differences.

For example, The Coca-Cola Foundation has recently reached 3m Africans with improved access to safe water under our Replenish Africa Initiative (RAIN). And we will to reach an additional 3m by the end of 2020.

We will achieve this by leveraging the power of partnerships and our ability to convene the right partners and resources to cre-

ate scale and impact. Through collaborative action with more than 140 partners, RAIN is now one of the biggest public-private partnerships focused on water in Africa, operating in over 2,750 communities across 41 African countries.

Integrating economic empowerment and entrepreneurship is also fundamental to creating sustainable and lasting impact. RAIN has economically empowered 23,000 youth and women to sustainably protect and manage water.

Closely linked to this is sharing our expertise to build capability. For example, working with Water and Sanitation for the Urban Poor, we have strengthened 17 water utilities to deliver citywide water services.

We will rely more on innovative models and technology to solve complex challenges. Pioneered by The Nature Conservancy, Water Funds are unique public-private partnerships that use innovative financial mecha-

**The Coca-Cola Company's Replenish Africa Initiative (RAIN) is working to bring water to communities across Africa.**

nisms to protect and preserve watersheds. Through the support of these Water Funds, RAIN replenishes nearly 9bn litres of water to communities and nature annually.

Underpinning these actions is to ensure that our operations are as efficient as possible and we do the right thing "inside the fence". Our bottling partner in Cape Town uses 50% less water than 11 years ago, and we are working on a new water strategy to ensure we reuse, reduce and recycle as much water as possible in our operations and our agricultural value chain as well.

It is through innovative thinking, collaboration and doing business the right way that we unlock growth, build strong brands and create shared opportunities across the continent. ■