



Celebrating Brand Excellence in Africa

BRAND AFRICA 100: Africa's Best Brands

Q. What is Brand Africa 100: Africa's Best Brands?

A. Brand Africa 100 is a Brand Africa initiative to research, value, rank and celebrate leading African and non-African brands in Africa. It is the first and most comprehensive pan-African study and ranking of brands in Africa.

Brand Africa 100 was developed by Brand Leadership Group in collaboration with Brand Finance plc, the world's leading independent valuation consultancy, Kantar TNS, the globally respected consumer knowledge and information company and Geopoll, the leading mobile survey platform with a database of nearly 200m users in emerging markets.

The rankings are published annually by *African Business* Magazine and Brand Africa partners and covered extensively by leading international and Africa media, including CNN, BBC and CNBC Africa.

Q. What is an African brand?

A: An African Brand is a brand developed 'in Africa, by Africans,' to serve African consumers, with a primary or secondary listing in Africa, an established African footprint of at least one other African country beyond its African domicile, which contributes to Africa's economic growth and global image and reputation.



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Q. What is a Non-African Brand?

A: A non-African brand is a multi-national brand developed outside Africa, with a primary listing outside Africa, with an African footprint or available to consumers in Africa, and contributes to Africa's global reputation as an attractive destination for economic growth and investment.

Q. What is the definition of a Brand as applied in *Brand Africa 100: Africa's Best Brands*.

A: Brand Africa defines a brand as a “trademark and associated intellectual property including the word mark and iconography” that signifies the source and ownership of a product or service.

METHODOLOGY

Q. What is the methodology used to determine *Brand Africa 100: Africa's Best Brands*?

A: The *Brand Africa 100: Africa's Best Brands* is a two-phase research-led process that integrates consumer research and financial valuation to create a unique African index and ranking.

Q: How is the research conducted?

A: Brand Africa research partners, Kantar TNS and Geopoll, use Geopoll's sophisticated mobile SMS technology and reach across Africa to identify the most admired brands in Africa among a representative sample of African countries' consumers. This methodology ensures a wider reach, higher penetration and expediency in conducting research. Kantar TNS analyses the data and creates a weighted index



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representative of the population within each country and Africa overall to create the ranking of the Top 100 Most Admired Brands in Africa.

Q. Why is mobile methodology used to collect data?

A: Because of the high penetration of mobile telephony as a primary mode of communication and increasingly for consumer transactions in Africa, this methodology and medium ensures a wider reach, higher penetration and expediency in conducting research.

Q: How is the brand value calculated?

A: Brand Africa valuation partner, Brand Finance, the world's leading brand valuation and strategy firm, uses the 'royalty relief' methodology to value and rank by value the Top 100 Most Admired brands.

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 valuation phase results in scores for Brand Strength Index benchmarking the brands against each other across three main areas: Brand Support, Brand Equity and Brand Performance and a calculation of the global brand value for each brand.

The valuation is done by forecasting 5-year 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 license



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fee for the brand, and to finally tax and discount the contributions to a net present value, which equals the brand value.

Q: What is the coverage of *Brand Africa 100: Africa's Best Brands* across Africa?

A: The Brand Africa 100 survey was conducted among individuals aged 18 years and older and representative countries' sample representing the economic five (5) African zones and political regions across North Africa, Central Africa, West Africa, East Africa and Southern Africa which account for over 75% of Africa's population, and cover the four primary African Union languages of English, French, Portuguese and Arabic.

RESULTS

Q: What are the key categories of results for *Brand Africa 100: Africa's Best Brands*?

A: The *Brand Africa 100: Africa's Best Brands* results are reported in various key categories, including:

Spontaneous:

- Top 100 Most Valuable Brands in Africa
- Top 100 Most Admired Brands in Africa
- Most Valuable Brands by Category
- Most Admired Brands by Category
- Top 10 Most Admired Brands in Africa
- Top 10 Most Valuable Brands in Africa
- Top 10 Most Valuable African Brands
- Top 10 Most Admired African Brands



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- Most Admired Brands by Country of Mention
- Most Admired Brands by Region of Mention
- Top Countries of Origin
- Top Continents of Origin
- Top African Countries of Origin

Prompted

- Top 10 Most Admired Brands – Financial Services
- Top 10 Most Admired Brands – Media

RATIONALE

Q: Why is it important to measure brands?

A: First, a brand is an asset and a key value driver. Therefore, measuring its admiration and value is an assessment of the effectiveness of the brand's custodianship by management and resultant return on investment for its shareholders and investors. Second, developing and building successful brands and the businesses behind them helps Africa to solve its socio-economic challenges by creating jobs and the tax bases to fund public goods. Finally, successful brands are a vector of a positive image, competitiveness and reputation for Africa. Therefore, Brand Africa 100 is a critical measure on and inspiration for creating *Brands That Build Africa*.