



MEDIA RELEASE - KENYA

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BRAND AFRICA 100: AFRICA'S BEST BRANDS 2018/19 – KENYA'S BEST BRANDS

- **SAFARICOM IS THE MOST ADMIRER MADE IN KENYA BRAND**
- **SAFARICOM IS THE MOST ADMIRER NSE LISTED BRAND**
- **KCB IS THE MOST ADMIRER FINANCIAL SERVICES BRAND IN KENYA**
- **CITIZEN IS THE MOST ADMIRER MEDIA BRAND IN KENYA**
- **COCA COLA IS THE OVERALL MOST ADMIRER BRAND IN KENYA**
- **NIKE IS THE MOST ADMIRER BRAND IN EAST AFRICA AND RETAINS ITS POSITION AS OVERALL MOST ADMIRER BRAND IN AFRICA**
- **NON AFRICAN BRANDS DOMINATE AFRICA AT 86% OF TOP 100 BRANDS IN AFRICA**

NAIROBI, KENYA 25 June 2019: Today, the NSE in partnership with Geopoll, Kantar, Brand Leadership and **africappractice**, hosted Brand Africa's announcement of the Most Admired Brands in Kenya. The list, the 7th annual *Brand Africa 100: Africa's Best Brands*, is based on the comprehensive pan-Africa survey of the most admired brands among African consumers. In the Kenya and regional results, which are dominated by non-African brands, Coca Cola was recognized as the overall Most Admired Brand in Kenya. Safaricom leads as the Most Admired Brand Made in Kenya and the Most Admired Made in Kenya Brand Listed on the Nairobi Securities Exchange.



In recognizing the catalytic impact of media and financial services in Africa, Brand Africa has a separate prompted question in the survey to highlight the Most Admired Financial Services Brands and Most Admired Media Brands in Africa.

In the media sub-survey, where the pan-African list is dominated by Europe (40%), North America (20%) and Asia (20%) by global media brands with extensive pan-African reach, UK's BBC, South Africa's DSTV, USA's CNN, Qatar's Al Jazeera and France's RFI lead the list of most admired media in Africa. In Kenya, Citizen Television was recognized as the Most Admired Media Brand Made in Kenya.

Where the pan-African media category albeit dominated by global brands, remains fragmented with numerous local and regional brands in all markets, the financial services category is relatively consolidated and African – 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, are all made in Africa and pan-African. Kenya's KCB was recognized as the most admired financial services brand in Kenya. Safaricom's Mpesa (#13), retained its pole position among mobile money brands with Orange Money (#18), MTN Mobile Money (#19) and Tigo (#23), underscores the impact of not only Mpesa as the catalyst, but mobile as a key enabler for financial access.

In a comparison of the most admired brands in Kenya versus East Africa region, while Nike is leading brand in East Africa, Coke is the leading brand in Kenya. Fifty percent of the brands, all non-African – Coca Cola, Samsung, Airtel, Apple and Nike – are common between Kenya and the region.

In a category analysis, Kenya Airways (Aviation/Transport), Citizen (Media), Safaricom (Telecoms), Tusker (Alcoholic Beverages), KCB (Financial Services) are the leading Made in Kenya brands in a list that's 50% African (Kenya) and 50% non-African.

Established in 2011, the *Brand Africa* rankings, developed by pan-African branding and reputation advisory firm, Brand Leadership Group supported by GeoPoll the world's leading mobile surveying platform, and strategic analysis and insights by Kantar, the world's leading data, insights and consulting company. The rankings are based on a comprehensive survey among a representative sample of respondents 18 years and older, conducted in 25 countries which collectively account for 80% of Africa's population and 75% of the continent's GDP.

In the main overall Brand Africa 100: Africa's Best Brands list announced in May at the JSE in South Africa, while the top 100 is relatively stable, African brands faltered to an all-time low of 14% share of the Top 100 most admired brands in Africa. Over the past three years Africa's share of the most admired brands has declined from a high of 25% in 2013/14 to lows of 16% in 2015/16, 16% in 2016/17 and 17% in 2017/18 respectively. In the Top 100, the US sports and fitness mega brand, Nike retained the overall #1 brand in Africa spontaneously recalled by consumers. The most admired African brands spontaneously recalled by Africans were South Africa's leading pan-African telecoms brand, MTN, followed by Ethiopia's Anbessa and Nigeria's, Dangote. Where consumers were prompted to recall an African brand, Nigeria's Dangote, was the most admired African brand, with South Africa's MTN and Ethiopia's Anbessa rounding out the Top 3.

In a geographical spread that covers brands from 25 countries in Africa, North America, Europe and Asian brands lead the list with 41%, 28%, and 17% respectively rounding up the continental spread of brands Africans admire.

“One of the biggest challenges facing Africa is transforming its vibrant entrepreneurial energy and environment to create competitive brands that meet the needs of its growing consumer market, says Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership. “More importantly, as is evident with Safaricom, Mpesa and Tusker, the leading made in Kenya brands, the next biggest challenge is retaining the ownership of these brands and ultimately the profits in Africa. These rankings are an important metric of and challenge for creating home-grown competitive African brands that will transform the African promise and change its narrative and image as a competitive continent.”

GeoPoll used their sophisticated mobile survey platform and its proprietary access to a database of over 250 million respondents in emerging markets around the globe to identify the most admired brands in Africa among a representative sample of African consumers.

"The scope of the Brand Africa study across such a diverse sample and geographic spread would be impossible to achieve using traditional research methodologies," says Nicholas Becker, GeoPoll CEO. "Using GeoPoll's mobile-based research platform and large panel of respondents, we were able to quickly gather more than 15,000 brand mentions from 25 countries in Africa, providing brands with valuable data that will inform their growth. GeoPoll was pleased to partner with Brand Africa once again to gather this vital research across Africa."

Kantar analyzed the resultant 15 500+ brand mentions and 2 200+ individual brands and created a weighted scoring to produce the Top 100 brands.

“The key to success for building sustainable brands, irrespective of origins or domicile, is to establish an emotional connection, creating intimacy and being more present in consumers everyday lives. This survey, a complex analysis of diverse data and countries to arrive at a representative ranking, is an important metric of the brands that play that are doing a better job and playing a vital role in Africa,” says Karin Du Chenne, Kantar, Chief Growth Officer Africa Middle East.

“The Nairobi Securities Exchange applauds the businesses and specifically the Made in Kenya brands that were recognized as among Africa’s Best Brands in the 2019 Brand Africa 100 list which reflects Kenya’s position as East and Central Africa’s leading economy and hub for creating great brands,” Geoffrey Odundo, CEO – Nairobi Securities Exchange. “Our aim as the NSE is to continue to provide a world class platform that enables growth through innovative products to meet the needs of our clients and contribute to the wealth of the African continent.”

The Brand Africa 100 results are published in the June edition of the African Business Magazine now on sale globally and also available online to subscribers at www.africanbusinessmag.com and www.brandafrica.com. The results are distributed across Africa by African Media Agency (AMA) and media relations is handled by BWC | Burson Cohn & Wolfe is *Brand Africa 100* globally.

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Most Admired Brands Made in Kenya

Rank	Brand	Category	Country of Origin
1	Safaricom	Telecoms	Kenya
2	Tusker	Alcoholic Beverages	Kenya
3	Kenya Airways	Aviation	Kenya

Most Admired Brands in Kenya

Rank	Brand	Category	Country of Origin
1	Coca Cola	Non-Alcoholic Beverages	USA
2	Safaricom	Telecoms	Kenya
3	Samsung	Technology	South Korea

Most Admired Brands By Category

Rank	Brand	Category	Country of Origin
1	Coca Cola	Non-Alcoholic Beverages	USA
2	Safaricom	Telecoms	Kenya
3	Samsung	Technology	South Korea
4	Tusker	Alcoholic Beverages	Kenya
5	Citizen Tv	Media	Kenya
6	Colgate	Personal Care	USA
7	Gucci	Luxury	Italy
8	Unilever	Consumer, Non-Cyclical	UK
9	Kenya Airways	Aviation	Kenya
10	Toyota	Auto Manufactures	Japan
11	Nike	Sport and Fitness	USA
12	Del Monte	Food	USA

13	KCB	Financial Services	Kenya
14	Bata	Apparel	Switzerland

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BRAND AFRICA

Brand Africa is an intergenerational movement to inspire a great Africa through promoting a positive image of Africa, celebrating its diversity and driving its competitiveness. It is a brand-led movement which recognizes that in the 21st century, brands are an asset and a vector of image, reputation and competitiveness of nations. Brand Africa seeks to inspire a brand-led African renaissance.

Brand Africa 100: Africa's Best Brands is a Brand Africa initiative to survey, rank and recognize the best brands in Africa.

Brand Africa is an independent Non-Profit Organisation registered in the Republic of South Africa (NPC 2013/146300/08) and a signatory to the *Independent Code of Governance for Non-Profit Organisations in Africa* (www.governance.org.za). www.brand.africa

BA 100 PARTNERS

Brand Leadership

Brand Leadership is a pan-African branding and integrated marketing communications partner for decision-makers and brand builders interested in and/or invested in Africa. Established in 2002, Brand Leadership has over the years delivered brand-led solutions that respond to African conditions, needs and ambitions for brands in diverse industries and markets in the private and public sector brands in Africa across www.brandleadership.com

GeoPoll

GeoPoll is a leader in providing fast, high quality market research from areas that are difficult to access using traditional methods. Working with clients including global brands, media houses, and international development groups, GeoPoll facilitates projects that measure ROI of TV advertisements, demonstrate demand for new products, and assess food security around the world. GeoPoll combines a robust mobile surveying platform that has the ability to conduct research via multiple modes with a database of over 250 million respondents in emerging markets around the globe. Strengths lie in GeoPoll's ability to target extremely specific populations, deploy surveys in multiple countries, and provide expert guidance on how to collect accurate, reliable data through the mobile phone. www.geopoll.com

Kantar

Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organisations succeed and grow. www.kantar.com

NSE

The Nairobi Securities Exchange (NSE) is a leading African Exchange, based in Kenya – one of the fastest-growing economies in Sub-Saharan Africa. Founded in 1954, NSE has a six decade heritage in listing equity and debt securities. It offers a world class trading facility for local and international investors looking to gain exposure to Kenya and Africa’s economic growth. NSE demutualized and self-listed in 2014. NSE is playing a vital role in the growth of Kenya’s economy by encouraging savings and investment, as well as helping local and international companies access cost-effective capital. NSE operates under the jurisdiction of the Capital Markets Authority of Kenya. It is a full member of the World Federation of Exchange, a founder member of the African Securities Exchanges Association (ASEA) and the East African Securities Exchanges Association (EASEA). The NSE is a member of the Association of Futures Market and is a partner exchange in the United Nations-led SSE initiative. www.nse.co.ke

africappractice

africappractice is a strategic advisory and communications consultancy that exists at the nexus between the private and public sectors. We are dedicated to supporting positive developmental impact and have a deep understanding of the challenges and opportunities that emerge as different stakeholders engage to find solutions to some of the most crucial and complex societal, environmental, political and economic problems. We advise some of the largest investors, intergovernmental bodies, international development partners, and governments across the Africa.

africappractice leverages its position and tried and tested methodology to bring stakeholders together, align their inherent interests and mobilise actors in a concerted manner through effective communications and engagement. Ultimately, at africappractice, we enable our clients to undertake transformative change, for themselves, their stakeholders, and their communities. www.africappractice.com

African Business

African Business is the best-selling pan-African business magazine with an award-winning team widely respected for its editorial excellence. It provides the all-important tools enabling decision makers to maintain a critical edge in a continent that is changing the world. African Business special reports profile a wide range of sectors and industries including transport, energy, mining, construction, aviation and agriculture. www.africanbusinessmagazine.com

BCW

BCW (Burson Cohn & Wolfe), one of the world’s largest full-service global communications agencies, is in the business of moving people on behalf of clients. Founded by the merger of Burson-Marsteller and Cohn & Wolfe, BCW delivers digitally and data-driven creative content and integrated communications programs grounded in earned media and scaled across all channels for clients in the B2B, consumer, corporate, crisis management, CSR, healthcare, public affairs and technology sectors.

BCW Africa is the pre-eminent African public relations network. Through our network of partners in 52 African countries – 36 of them branded BCW – we offer an unequalled footprint and tailored for Africa approach tested over 25+ years, that combines local agency insight and connectivity with seamless project delivery driven out of our Africa hub office in Johannesburg, South Africa.

BCW is a part of WPP (NYSE: WPP), a creative transformation company. For more information, visit www.bcw-global.com.