

WINDHOEK OBSERVER



15 YEARS



Inside: Namibia`s most admired brands, interviews, insights & more



NAMIBIA'S BEST BRANDS 2025



Bank Windhoek: A Namibian Story of Purpose and Possibility

Bank Windhoek is a truly homegrown financial service provider, established in 1982 by a group of visionary Namibian entrepreneurs. From the very beginning, our mission has been clear: to provide financial services and solutions tailored to the needs of Namibia and her people. From eight local branches to a nationwide network of 54 branches and agencies, over 130 ATMs, and 211 Cash Express ATMs, we've grown alongside the communities we serve.

We've remained deeply rooted in Namibia's culture, heritage and aspirations. Committed to making banking accessible and empowering communities through financial inclusion.

Our brand is built on values that guide every interaction: openness, dedication, and inspiration. These values come to life through our people. Whether at the front desk or behind the scenes, our teams work with integrity and excellence to deliver service that builds trust and fosters lasting relationships.

In July 2025, Bank Windhoek was honoured as the #1 Most Admired Namibian Banking Brand in the Brand Africa 100, Africa's Best Brands survey. This recognition is more than an award as it's a celebration of every Namibian who believes in us. It reflects our commitment to creating a brand that resonates locally and inspires confidence throughout Africa.

Our vision is to be a Connector of Positive Change, helping individuals and communities reach their full potential. Our mission goes beyond banking as it's about contributing meaningfully to Namibia's socio-economic development through initiatives in education, entrepreneurship, health, sport, and culture.

Through our Sustainability Loan, we support projects that promote renewable energy, water conservation, and eco-friendly construction. These efforts not only protect our environment but also strengthen our brand as a responsible financial partner.

Come, Journey with Us.

The Priceless Moments within Moments Worth Banking on

To being a part of communities we call home and the greetings that keep us connected. We get it because we speak all 13 languages, plus 1...

Your Love Language
Come, journey with us.

View our love story to you.



Bank Windhoek
a member of **Capricorn Group**





NAMIBIA'S BEST BRANDS

Friday 29 August 2025

FOREWORD

Lazarus Jacobs,
Convener of Best Brands Namibia

It is a singular honour to pen this foreword for the Best Brands Namibia supplement, a publication that celebrates not just the logos and products that fill our lives, but the deeper stories of innovation, resilience, and excellence that these brands represent.

When we gathered recently for the Best Brands Namibia ceremony, it was more than an awards event. It was a moment of reflection and affirmation: that Namibia is part of a larger continental movement dedicated to building, elevating, and sustaining brands that embody our identity and aspirations as Africans.

Too often, we reduce the idea of a “brand” to a logo, a colour palette, or a clever advertising line. Yet brands are so much more. They are the shorthand through which people understand who we are, what we stand for, and what value we bring to the world. A strong brand is a cultural symbol. It is also an economic asset. More than that, it is a strategic tool of influence and competitiveness. Nations themselves are increasingly seen through the prism of their brands, think of how Japan conjures up images of precision and technology, or how Switzerland immediately evokes quality and trust. Why should Namibia or Africa at large aspire to anything less?

Our brands shape how we see ourselves as Africans. They shape how others see us. They determine how we participate in and benefit from the world economy. In short, brands matter because they are vessels of identity, dignity, and prosperity.

Brand Africa: A Continental Movement

It is in this spirit that Brand Africa was founded in 2010. Conceived as a non-profit initiative with a bold mission, Brand Africa seeks to inspire nothing less than a brand-led African renaissance. The philosophy is clear: Africa cannot rise sustainably unless it builds strong brands, brands that tell authentic stories, represent African values, and project African identity on the global stage.

Through the annual Brand Africa 100 | Africa’s Best Brands, the initiative has, for the past fifteen years, conducted the only independent pan-African survey that asks Africans across regions, categories, and languages a simple but powerful question: which brands do you admire most?



These rankings are unique in that they are not commissioned or paid for by clients. They are independent. They are objective. Most importantly, they reflect the unfiltered voice of the African people. They tell us what Africans themselves trust, value, and aspire to. But Brand Africa is not only about data or rankings. It is a movement. It is a call to action. It is an insistence that Africa’s narrative must be reclaimed, celebrated, and defined by Africans themselves. It is a platform to spotlight homegrown excellence and to remind the world, and ourselves, that Africa’s time is not coming. Africa’s time is now.

For us in Namibia, hosting a Brand Africa event is not just symbolic. It is a signal that we are part of a broader continental conversation about competitiveness, innovation, and identity. Our brands, from the telecommunications sector to media, retail, finance, and beyond, are not merely local players. They are part of the fabric that weaves Namibia into

Africa’s larger story.

It is also an invitation. As Brand Africa expands its footprint across the continent, opportunities abound for Namibian brands and organisations to step up as partners, sponsors, and hosts of future Brand Africa 100 announcements. Doing so is not merely about visibility. It is about staking our claim on a continental stage and amplifying Namibian voices in a space that celebrates African ingenuity.

It is worth stressing, however, that no brand can pay its way into these rankings. The credibility of Brand Africa lies precisely in its independence. What you see in these lists reflects the honest perceptions of Africans themselves, not what anyone has purchased or manipulated.

At the Best Brands Namibia ceremony, we recognised not only the brands that topped the charts but also the partners who helped bring the event to life. Let me extend, once again, our

gratitude to MTC, Namibia’s flagship telecoms brand and a symbol of homegrown innovation and impact. To Paragon Media, for their commitment to meaningful storytelling and shaping conversations that matter. And to the *Windhoek Observer*, a publication that continues to stand tall as a vital platform for African voices and independent journalism.

Their support demonstrates that advancing Brand Africa’s mission is a shared responsibility. It cannot be done by one organisation alone. It requires a coalition of brands, institutions, and individuals who believe in the power of African identity, excellence, and pride.

No foreword would be complete without acknowledging the man whose vision has animated this entire journey: Dr Thebe Ikalafeng. As the founder and chair of Brand Africa, Dr Ikalafeng is recognised globally as Africa’s foremost branding authority. He has worked with brands across the continent and beyond, carrying a single, consistent message wherever he goes: Africa’s narrative must be defined by Africans themselves — through excellence, through purpose, and through pride.

His credentials are well known. Named among the 100 Most Influential Africans, the 100 Most Influential Creatives of African Descent, and the 100 Most Reputable Africans, honoured with multiple lifetime achievement awards and honorary doctorates, Dr Ikalafeng’s life work is a testament to the belief that Africa’s best story is yet to be fully told, but it must be told by us.

As you read through this supplement, I encourage you to see beyond the rankings and the names on the list. See the possibilities. See the evidence that Africa is capable of producing brands that inspire admiration, respect, and loyalty. See the seeds of a brand-led renaissance that is already underway.

Namibia is part of this renaissance. Our role is not to be spectators but to be active participants and leaders. With strong brands, we can not only compete in the global economy but also define it in ways that reflect our values, aspirations, and identity.

Let us therefore celebrate the achievements reflected in this publication. Let us support the brands that make us proud. And let us commit ourselves, individually and collectively, to ensuring that Namibia’s brands continue to grow, thrive, and contribute to Africa’s time, which is here and now.



NAMIBIA'S BEST BRANDS

Friday 29 August 2025

OVERVIEW

About Brand Africa & Africa's Best Brands

Brand Africa 100 | Africa's Best Brands

Recognising the critical role brands play in shaping national identity, global reputation, and economic competitiveness, Brand Africa was founded in 2010 as a non-profit initiative to drive a brand-led African renaissance. Its flagship initiative, Brand Africa 100 | Africa's Best Brands, launched in 2011, is the continent's most comprehensive, consumer-led and research-based ranking of Africa's most admired brands.

Determining Africa's Best Brands

The rankings are based on a rigorous consumer survey across over 30 African countries; representing more than 85% of the continent's GDP and population, conducted in eight languages from Arabic to Swahili. Research is carried out using user-oriented, market-appropriate methodologies, including face-to-face, mobile, and web surveys. Led independently on behalf of Brand Africa by GeoPoll and Kantar, two of the world's most respected research firms, the survey is supported by regional partners, with strategic analysis by Kantar and Brand Leadership. The 2025 edition elicited over 150,000 brand mentions and 5,930 unique brand mentions, weighted to produce a representative Top 100 ranking. Over the past 15 years, Brand Africa 100 has consistently shown that African brands account for only 20% of the most admired brands on the continent.

What Sets Brand Africa 100 Apart?

- The most comprehensive pan-African barometer of consumer brand admiration, spanning 30+ countries.
- Independently conducted

by world-class research partners (GeoPoll and Kantar).

- Entirely brand-neutral – not sponsored or influenced by any brand.
- Deeply consumer-led,

capturing authentic African preferences and insights.

Why Brands Matter

A brand is more than a logo or slogan - it's how the world sees a country and how that perception drives its economic and social

fortunes. Strong brands are engines of industrialisation, job creation, investment, trade, and tourism. They reflect a country's competitiveness, shape its global identity, enhance its influence and foster pride and unity across the continent.



Thebe Ikalafeng - Founder and Chairman, Brand Africa



NAMIBIA'S BEST BRANDS

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METHODOLOGY

Determining Namibia’s Best Brands: A Rigorous, Authentically African, Consumer-Led Methodology

Now in its 15th year, *Brand Africa 100: Africa’s Best Brands* stands as the continent’s most comprehensive and credible barometer of brand performance and consumer admiration.

The study, and aligned with ISO 20252 standards, is independently conducted by the world’s most respected global research firms with deep coverage and experience across Africa - GeoPoll and Kantar, and supported by regional research partners, Oxygen in Namibia, Integrate in Morocco, and Gopinion in Morocco. The overall 2025 study spans across 31 African countries, including South Africa, which represents over 85% of Africa’s population and GDP, and conducted in the eight major languages that are official or widely spoken in the five major economic regions of Africa. Due to the high penetration, convenience, and effectiveness, data in South Africa was collected through mobile, which has been the primary approach for most of the rest of the continent since 2015.

The rankings are based on independent, consumer-led research conducted in partnership with GeoPoll, Kantar, and other globally respected research partners,

Consumers aged 18 and older are asked to spontaneously identify their most admired brands across several categories: brands that are doing good for society and the environment, brands contributing to a better Africa, African and non-African brands, and the most admired nations,

regardless of the brand’s origin.

To understand insights of categories with low unaided recall but significant societal influence, in 2017 Brand Africa introduced prompted (aided) questions for media and financial services brands.

The overall 2025 study across the continent generated more than **150,000 brand mentions** across **5,930 unique brands**; with South Africa accounting for 5,808 brand mentions and 657 unique mentions.

Strategic insights and analysis were led by **Kantar** and **Brand Leadership** - Africa’s pioneering branding, strategic communications, and intellectual property advisory firm. The final results are reviewed and validated by an independent **Brand Africa Standards Advisory Board** safeguarding the independence and credibility of the rankings.

What sets these rankings apart:

- 1. **Africa-Focused** – Conceived in Africa, for Africa.
- 2. **Comprehensive** – Covering 31 countries across all five economic regions and multiple languages.
- 3. **Empirical** – Rooted in robust, consumer-led insights.

- 4. **Independent** – Conducted by globally trusted, neutral research partners.
- 5. **Brand-Neutral** – Unsponsored and free from commercial influence.

In analysing the results, where a brands operate under multiple names - such as Stanbic/Standard Bank [Standard Bank], Vodacom/Vodafone/ Safaricom/Mpesa [Vodafone], DSTv/GoTV/ Multichoice [DStv], or sub-brands like iPhone, iPad, or iWatch [Apple]—they are consolidated under the most dominant consumer-facing brand. Brands that are created in Africa and maintain a dominant African identity—regardless of current ownership—are recognised as African brands. Examples include **Tusker** and **Safaricom** from Kenya, and **Castle Lager** and **Vodacom** from South Africa.

Since its inception in 2011, Brand Africa 100: Africa’s Best Brands has grown from just 8 sample markets to 31. Grounded in a rigorous, globally benchmarked methodology, aligned with ISO 20252 standards, it has yielded consistent results and established itself as a trusted lens into Africa’s dynamic brand landscape.

Research leads: Karin Du Chenne (Chief Growth Officer, Africa Middle East – Kantar); Matthieu Sauvage-Mar (VP of Client Development – GeoPoll); Innocentia Liphoko (Research Director – Brand Africa).

NAMIBIA'S MOST ADMIRER BEVERAGE* BRAND

Thank you to everyone who participated in the survey, making Windhoek Beer the most admired alcoholic beverage brand in Namibia. In addition, we received special recognition for more than 100 years of world-class homegrown 'Made in Namibia' excellence. Cheers!

THAT'S 100% REAL REAL BEER FOR REAL PEOPLE

15 YEARS

Not For Persons Under The Age Of 18.
Enjoy Responsibly.



NAMIBIA'S BEST BRANDS

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Africa's Best Brands 2025

Most admired brands in Africa: the Top 100

2025 Rank	2024 Rank	Brand Africa 100	Category	Country	Change
1	1	NIKE	Sports & Fitness	USA	0
2	2	ADIDAS	Sports & Fitness	Germany	0
3	3	SAMSUNG	Electronics/Computers	South Korea	0
4	4	COCA-COLA	Non-alcoholic Beverages	USA	0
5	5	APPLE	Electronics/Computers	USA	0
6	6	GUCCI	Luxury	Italy	0
7	10	PUMA	Sports & Fitness	Germany	3
8	7	TOYOTA	Auto-Manufacturers	Japan	-1
9	9	ZARA	Apparel Retail	Spain	0
10	11	MTN	Telecommunications	South Africa	1
11	8	TECNO	Electronics/Computers	China	-3
12	13	NESTLÉ	Consumer, non-cyclical	Switzerland	1
13	17	MERCEDES-BENZ	Auto-Manufacturers	Germany	4
14	14	PEPSI	Non-alcoholic Beverages	USA	0
15	16	LOUIS VUITTON	Luxury	France	1
16	15	LG	Electronics/Computers	South Korea	-1
17	37	TESLA	Auto-Manufacturers	USA	20
18	18	GOOGLE	Technology	USA	0
19	12	VODAFONE	Telecommunications	UK	-7
20	21	AMAZON	Technology	USA	1
21	24	BMW	Auto-Manufacturers	Germany	3
22	33	CHRISTIAN DIOR	Luxury	France	11
23	29	CHANEL	Luxury	France	6
24	20	AIRTEL	Telecommunications	India	-4
25	28	DANGOTE	Consumer, non-cyclical	Nigeria	3
26	51	AZAM GROUP	Consumer, non-cyclical	Tanzania	25
27	32	JORDAN	Sports & Fitness	USA	5
28	34	UNILEVER	Consumer, non-cyclical	UK	6
29	45	XIAOMI	Electronics/Computers	China	16
30	23	NOKIA	Electronics/Computers	Finland	-7
31	42	LACOSTE	Luxury	France	11
32	25	INFINIX	Electronics/Computers	China	-7
33	46	HEWLETT PACKARD/HP	Electronics/Computers	USA	13
34	38	MICROSOFT	Technology	USA	4
35	26	SONY	Electronics/Computers	Japan	-9
36	41	DSTV	Media	South Africa	5
37	36	GLO/GLOBACOM	Telecommunications	Nigeria	-1
38	52	JUMIA	Technology	Nigeria	14
39	27	HUAWEI	Electronics/Computers	China	-12
40	30	TRADE KINGS	Consumer, non-cyclical	Zambia	-10
41	39	NIVEA	Personal Care	Germany	-2
42	43	ETHIOPIAN AIRLINES	Aviation	Ethiopia	1
43	35	KFC	Fastfood/Restaurant	USA	-8
44	44	HISENSE	Electronics/Computers	China	0
45	48	FANTA	Non-alcoholic Beverages	USA	3
46	47	GUINNESS	Alcoholic Beverages	Ireland	1
47	54	VERSACE	Luxury	Italy	7
48	56	BLUE BAND	Consumer, non-cyclical	UK	8
49	19	ORANGE	Telecommunications	France	-30
50	75	FACEBOOK	Technology	USA	25



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Africa’s Best Brands 2025

2025 Rank	2024 Rank	Brand Africa 100	Category	Country	Change
51	53	FORD	Auto-Manufacturers	USA	2
52	61	INDOMIE NOODLES	Consumer, non-cyclical	Indonesia	9
53	65	SHEIN	Retail	China	12
54	86	VOLKSWAGEN	Auto-Manufacturers	Germany	32
55	82	PRADA	Luxury	Italy	27
56	New	BERSHKA	Apparel Retail	Spain	-
57	58	OPPO MOBILE	Electronics/Computers	China	1
58	49	RALPH LAUREN/POLO	Luxury	USA	-9
59	67	HONDA	Auto-Manufacturers	Japan	8
60	59	COLGATE	Personal Care	USA	-1
61	31	ITEL	Electronics/Computers	China	-30
62	55	MCDONALD'S	Fastfood/Restaurant	USA	-7
63	50	REEBOK	Sports & Fitness	UK	-13
64	77	NETFLIX	Technology	USA	13
65	98	DELL	Electronics/Computers	USA	33
66	87	FENDI	Luxury	Italy	21
67	New	L'ORÉAL	Personal Care	France	-
68	New	YANGO	Technology	Russia	-
69	New	CADBURY	Consumer, non-cyclical	UK	-
70	73	ALIBABA/EXPRESS	Technology	China	3
71	92	BALENCIAGA	Luxury	Spain	21
72	84	NISSAN/DACIA	Auto-Manufacturers	Japan	12
73	81	ORAIMO	Electronics/Computers	China	8
74	New	CLOSE UP	Personal Care	UK	-
75	68	SHOPRITE/CHECKERS	Retail	South Africa	-7
76	New	NEW BALANCE	Sports & Fitness	USA	-
77	40	LC WAIKIKI	Retail	Turkey	-37
78	88	LENOVO	Electronics/Computers	China	10
79	64	BATHU	Apparel	South Africa	-15
80	New	DOLCE & GABANA	Luxury	Italy	-
81	60	TOTAL ENERGIES	Energy	France	-21
82	66	HEINEKEN	Consumer, non-cyclical	USA	-16
83	New	RED BULL	Non-alcoholic Beverages	Austria	-
84	78	TOSHIBA	Electronics/Computers	Japan	-6
85	22	H&M	Apparel Retail	Sweden	-63
86	71	LAND ROVER/RANGE ROVER	Auto-Manufacturers	UK	-15
87	69	OMO	Consumer, non-cyclical	UK	-18
88	New	DOVE	Personal Care	USA	-
89	New	KIABI	Apparel Retail	France	na
90	94	WOOLWORTHS	Retail	South Africa	4
91	New	VANS	Apparel	USA	-
92	New	LEVI'S	Apparel	USA	-
93	89	ORAL-B	Personal Care	USA	-4
94	New	SOFTCARE	Personal Care	China	-
95	New	VIVA	Consumer, non-cyclical	UK	-
96	74	PHILIPS	Electronics/Computers	Netherlands	-22
97	83	CALVIN KLEIN	Apparel	USA	-14
98	70	ROLEX	Luxury	Switzerland	-28
99	New	PULL&BEAR	Apparel Retail	Spain	-
100	91	VASELINE/BLUE SEAL	Personal Care	USA	-9



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Most Admired African Brands 2025

Most admired African brands (aided recall)

2025 rank	2024 rank	Brand	Category	Country of origin	Change
1	2	Dangote	Consumer, non-cyclical	Nigeria	1
2	1	MTN	Telecommunication	South Africa	-1
3	8	Azam Group	Media	Tanzania	5
4	3	DSTV	Media	South Africa	-1
5	6	Maxhosa	Apparel	South Africa	1
6	4	Ethiopian Airlines	Aviation	Ethiopia	-2
7	-	Innoson Motors	Auto Manufacturers	Nigeria	-
8	7	Glo/Globacom	Telecommunication	Nigeria	-1
9	-	Hamoud Boualem	Non-alcoholic Beverages	Algeria	-
10	-	Jumia	Retail	Nigeria	-

Most admired African brands (spontaneous recall)

2025 rank	2024 rank	Brand	Category	Country of origin	Change
1	1	MTN	Telecommunications	South Africa	0
2	2	Dangote	Consumer, non-cyclical	Nigeria	0
3	7	Azam group	Consumer, non-cyclical	Tanzania	4
4	5	DSTV	Media	South Africa	1
5	4	Glo/Globacom	Telecommunications	Nigeria	-1
6	8	Jumia	Technology	Nigeria	2
7	3	Trade Kings	Consumer, non-cyclical	Zambia	-4
8	6	Ethiopian Airlines	Aviation	Ethiopia	-2
9	10	Shoprite/Checkers	Retail	South Africa	1
10	9	Bathu	Apparel	South Africa	-1

Brand Africa top media brands

2025	2024	Brand	Category	Country
1	1	BBC	UK	Europe
2	2	DStv	South Africa	Africa
3	3	CNN	USA	North America
4	3	Al Jazeera	Qatar	Asia
5	6	Netflix	USA	North America
6	-	Azam Media	Tanzania	Africa
7	-	Citizen TV	Kenya	Africa
8	-	EBS TV	Ethiopia	Africa
9	9	Nation Media/NTV	Kenya	Africa
10	10	MBC Group	Saudi Arabia	Asia



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Most Admired Brands in Namibia 2025

Key Categories – Most Admired Brands	Namibian	Non-Namibian
Alcoholic Beverages	Windhoek Lager	
Consumer, Non-cyclical	Top Score	
Retail	Woermann Brock	Shoprite/Checkers
Media	NBC	DStv
Banking	Bank Windhoek	FNB
Insurance	Bonlife Assurance	Old Mutual
Telecommunications	MTC	
Cross Categories – Most Admired Brands	Namibia	Non-Namibia
African (Spontaneous)	Top Score	
African (Aided)	MTC	
Sustainability	MTC	Shoprite/Checkers
African brand contributing to a better Africa	MTC	Shoprite/Checkers
Grand Prix	MTC	
Special Recognition	Namibian	Non-Namibian
Heritage and Homegrown Excellence	Windhoek Lager	
Distinguished Leadership Award		
Public Service	Sam Shivute	
Non-Profit	One Economy Foundation	



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Why Branding Matters

Economic & social significance of branding in the Namibian context

“Branding is all about perception. It’s about what people think, feel and say about your brand. In essence, your brand is the perception that lives in the minds and hearts of others.”

Victoria Ivawa Shimweefeleni

Why Branding Matters in Namibia

In Namibia, the importance of branding is becoming increasingly evident as companies navigate a competitive and globalized marketplace. A strong brand is not just a visual identity; it is a promise of value, quality, and consistency. It is the difference between being chosen or overlooked, both locally and internationally. Brands that succeed are those that go beyond products and services. They connect emotionally, listen to their consumers, and remain relevant to changing needs. What distinguishes one brand from another is not just its offering, but how it makes people feel.

Globally, strong brands are defined by five key drivers: differentiation, emotional connection, value delivery, accessibility, and awareness. Namibian businesses must embrace these principles to remain competitive, not just against local rivals, but also against dominant international players that continue to capture market share across Africa.

The insights from *Brand Africa 100 | Namibia’s Best Brands 2025* remind us of the urgent need to be deliberate in building and growing strong, homegrown brands that enhance competitiveness, stimulate inclusive growth, create jobs, and ignite national pride. The rankings further indicate that African brands continue to represent only a small share of the *Brand Africa 100 | Best Brands 2025* rankings. While global names dominate admiration across the continent, Namibian brands have yet to claim their place at the top. This highlights both a challenge and an opportunity: Namibia must be deliberate and urgent in building brands that compete regionally and globally while remaining authentically rooted in local realities.

A Call for Purpose-Driven Branding

Brand building should not be reduced to corporate visibility; it must contribute to national purpose. Namibia faces pressing socio-economic challenges such as unemployment, poverty, inequality, and health disparities. Branding, when done intentionally, becomes a lever for change.

As Namibia embraces a new government under its 8th administration, H.E. President Netumbo Nandi-Ndaitwah consistently underscores that “It’s not business as usual”. This is a crucial signal: businesses must invest in brands not only for short-term profit but also for long-term sustainability and impact.

The Way Forward

True opportunity lies not only in what Namibia produces, but in how its offerings are positioned, perceived, and scaled in the marketplace. Brand development is both an economic and social imperative. Investing in brand building may be costly in the short term, but it is ultimately one of the most sustain-



able strategies for long-term success. A strong brand builds trust- a currency that matters more than ever in an era where consumers make decisions based on shared values and authenticity. Trusted brands can inspire confidence, drive consumer loyalty, and serve as vehicles for economic empowerment. Furthermore, with technology and Artificial Intelligence (AI) shaping the future of branding, Namibian companies must embrace innovation while staying true to their identity and culture.

Ultimately, the success of Namibia’s brand landscape will not only be measured by rankings but by how Namibian brands shape lives, build communities, and

position the nation on the global stage. The message is clear: **a different Namibia awaits- but it must be built with brands that lead with purpose.** In a world where perception drives choice, the future belongs to Namibian businesses bold enough to invest in brand building, not just for profit, but for lasting impact.

Victoria Ivawa Shimweefeleni is a Brand Strategist and Consultant with a Master of Commerce in Strategic Brand Leadership from VEGA School, South Africa. She is also a Nation Brand Scholar, TV Presenter, and Events MC. Connect with her on LinkedIn.



Thank you Namibia for voting Bonlife as the most admired insurance brand in Namibia!

This recognition belongs to every Namibian who has trusted us to protect what matters most to them. This is our promise, our purpose, and our pride.





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BRAND INTERVIEW

Bonlife Assurance: Providing Extraordinary Insurance for Ordinary Namibians

Johan Lötter, Executive Director of Bonlife Assurance, is a dedicated leader with a passion for innovation and a strong commitment to helping others. Known for his creative approach to problem-solving and his ability to build supportive relationships, he thrives on developing solutions that make life easier and more meaningful for those around him. In this interview, he shares insights on Bonlife's brand journey, its values, and how it continues to evolve in serving clients with excellence and care.

To start off, tell us about the Bonlife Assurance – its story, identity, and what makes it proudly Namibian.

Bonlife started as a small company years ago and have grown to the preferred funeral insurer in Namibia with 19 offices country wide to serve all corners in Namibia. We listen to what Namibians want and provide it to them through our products and benefits.

Bonlife's brand promise is to provide "extraordinary insurance for ordinary Namibians". What does this truly mean in practice, and how does it set Bonlife apart?

Being the Insurer in Namibia with the most extensive offering of value added benefits, we provide tailored life insurance solution to Namibia. Besides cash pay-outs, our benefits are tailored to meet the exact needs for funerals, from providing groceries and refreshment vouchers, Onyama-meat feast and veggie benefits, tombstone, casket, family protection and much more.

Bonlife was ranked the #1 Most Admired Insurance Brand in the Namibian category at the Brand Africa 100 | Namibia's Best Brands 2025 Awards. What does this recognition mean for the brand and the people behind it?

We are proud to share that Bonlife has been ranked the #1 Most Admired Insurance Brand in Namibia at the Brand Africa 100 | Namibia's Best Brands 2025 Awards. This recognition is a testament to the dedication, integrity, and commitment to excellence demonstrated by our team every day. It reflects the trust and confidence our clients and partners place in us, and it inspires us to continue delivering innovative insurance solutions that meet the needs of the Namibian people.



This achievement underscores our position as a leader in the industry and reinforces our mission to protect and empower our communities. We are grateful to our customers, employees, and stakeholders whose support and hard work have made this possible. Going forward, we remain committed to upholding the highest standards of service and integrity, striving to serve Namibia with the excellence it deserves!

What are some of the core values that have shaped Bonlife into the admired brand it is today?

Our Core values played a vital role in shaping Bonlife into the admired brand it is today. These include a steadfast commitment to integrity and transparency, ensuring that clients trust our services and feel confident in the value which they will be getting through our products. Our customer-centeredness as well as a deep sense of social responsibility further motivates us to contribute positively to Namibia's development and to serve with compassion and respect.

A continued focus on Innovation and adaptability enable us to stay ahead of industry trends and meet the evolving needs of our community.

Insurance is ultimately about

trust and peace of mind. How does Bonlife build and nurture lasting trust with its customers?

Through our values, we foster a culture of excellence, trust, and lasting relationships that continually reinforce our reputation as a leading insurance provider in Namibia which is build on the following three pillars

- By providing consistent services and customer care in all Namibian languages
- By listening to our market and providing what is needed in terms of products, benefits and rewards.
- We do have our Corporate Social Responsibility campaigns of which our CSI is Education, Community upliftment and Youth Empowerment.

The Namibian market is unique, with its own economic realities and cultural diversity. How does Bonlife ensure its services are relevant, accessible, and inclusive to all Namibians?

We have 19 branches across Namibia of which Karibib is our latest addition. Our geographical footprint covers all our Namibian regions which builds on trust, visibility, and accessibility. In addition, our clients can make payments through exter-

nal partners which includes more than 120 local retailers.

Branding is not just about visibility, but about impact. How does Bonlife see its role in contributing to Namibia's broader brand story—economically, socially, and continentally?

Through planning, preparation, execution, and consistency we have managed to expand our operations which contributes to the economic growth of our country – understanding the Namibian market allows us to create products which best suits our people. Bonlife Assurance was voted as one of the fastest growing companies by the Financial Times in 2023, 2024 and 2025 and as the best Brand under the Life Insurance category for 2025. We believe that our role extends beyond just building visibility; it's about making a meaningful impact that contributes positively to Namibia's broader brand story. Economically, we aim to enhance financial security and stability for individuals and families. Socially, we are dedicated to promoting responsible business practices, empowering our communities, and encouraging inclusivity and trust among our clients. On a continental level, we see ourselves as ambassadors of Namibia's resilience, innovation, and potential—showcasing the country as a destination for reputable, forward-thinking businesses.

Many consumers today want to know the "human side" of brands. Could you share a story or example of how Bonlife has gone the extra mile to touch the lives of its clients or communities?

Our CSR campaigns have assisted in many local needs which relates to our CSI – from ensuring sponsorship to schools, Old Age Homes, sport events, and individuals experiencing difficulties.

Looking ahead, what are Bonlife's aspirations for the future, both as a business and as a homegrown Namibian brand that carries national pride?

To be the 'top of mind' insurance provider of choice for all Namibians and expanding our geographical reach to more customers.

Finally, what message would you like to share with Namibians who have made Bonlife the most admired insurance brand in the country?

We would like to express our heartfelt gratitude to our customers for being an integral part of our journey. Your trust, support and commitment inspire us to keep striving for excellence in everything we do. We deeply value the relationship we share and look forward to growing together, building opportunities, and achieving even greater success. Thank you for choosing us!



NAMIBIA'S BEST BRANDS

Friday 29 August 2025

The Importance of Digital Strategy in Brand Marketing and Building



Nrupesh Soni,
Founder of Facilit8 Namibia

In today’s business world, visibility is no longer about having a logo, a tagline, or even a social media page. Visibility is about strategy. A well-defined digital strategy has become the backbone of modern brand building, and for businesses in Namibia, this is no longer optional—it is essential.

When I talk about digital strategy, I am not referring to simply “being online.” Anyone can open a Facebook page or a website. What matters is clarity of purpose: knowing who your audience is, how you intend to reach them, and what value you consistently deliver through digital channels. Brands that treat digital platforms as an extension of their core identity stand out from those that merely treat them as noticeboards.

One of the most common mistakes I see businesses make is confusing activity with impact. Posting regularly is not the same as building a digital presence. True digital strategy asks: are you engaging the right audience? Are you measuring what matters—whether it’s conversions, awareness, or community trust? And are you adjusting your message in real time, based on data? Without this alignment, even the most eye-catching campaigns can disappear into the noise.

Namibia’s market adds another dimension. We are a small country with a limited population, yet our consumers are digitally savvy, often engaging across multiple platforms daily. This means brands have the opportunity to connect deeply, but it also means inconsistency is immediately noticed. A customer who sees one message on your website, a different tone on WhatsApp, and yet another on TikTok will not see strength; they will see confusion. Consistency, powered by strategy, is what builds trust.

Data plays a critical role here. Every interaction—whether it’s a click on your website, a download, or even the time someone spends watching your video—provides insights. Unfortunately, many businesses ignore this treasure chest. A solid digital strategy ensures you collect, analyse, and apply data to refine your brand story. In the same way a cricket coach studies player statistics before a match, a business must study digital analytics before deciding its next marketing move.

A strong digital strategy also shifts mindsets. It forces leadership teams to ask deeper questions about their brand identity. Who are we speaking to? What problem are we solving? How do we remain relevant five years from now? Without asking and answering these, businesses risk short-term wins but long-term invisibility.

At Facilit8 Namibia, our work has shown us repeatedly that when businesses take digital strategy seriously, they are not just marketing—they are building resilience. They are preparing themselves to withstand economic downturns, competition, and even shifts in consumer behaviour. In fact, some of the most inspiring success stories I have seen come from small Namibian businesses that embraced strategy before budget. They didn’t spend the most money, but they spent wisely, and they built communities of loyal customers who became their biggest advocates.

Ultimately, digital strategy is not about technology. It is about intention. Platforms will evolve—today it’s TikTok and LinkedIn, tomorrow it will be something else. But if your strategy is grounded in clarity, consistency, and data-driven decision-making, your brand will not only survive, it will thrive.

Namibia is at a unique point in its digital journey. Those who commit to strategy today will not only lead tomorrow’s markets—they will define them.





NAMIBIA'S BEST BRANDS

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BRAND PROFILE



A DStv Success Story

Since its launch in 1995, DStv has been revolutionising how Africa experiences entertainment. With a dazzling array of channels and services delivered via satellite, online streaming, and mobile apps, DStv brings the magic of movies, sports, series, and more to Namibian homes through satellite, online and mobile apps. Our only task was to keep you connected to the stories that matter and the moments that thrill.

DStv greatly transformed into a brand that empowers, uplifts and touches the hearts and minds of Namibians everyday through the best local and international content. Throughout the years, we have stamped ourselves as Namibia's home of entertainment where each household can 'feel every moment'.

As a brand deeply committed to supporting the communities we operate in, we've proudly partnered with local organisations that share our vision, and have worked together to elevate Namibia's creative industry. One such example is the partnership with our national broadcaster, the Namibia Broadcasting Corporation, which gave birth to our local content film project where 13 locally produced films debuted on DStv's kykNET channels.

This initiative gave Namibians a platform to share their voices and tell authentic stories through content crafted specifically for local audiences. With an introduction of the film on the big screen, it gave just as much life on the smaller screens. This was a

magical milestone moment for the Namibian film and television industry.

Let It Rain!

Due to the success of our initial project, we embarked on a new journey – Ombura, meaning 'rain' or a new year in Otjiherero. This name embodied a transformative cycle and symbol of renewal and growth for the Namibian creative industry. Indeed, it was a new era for Namibian content on DStv.

Ombura gave rise to six captivating films, one compelling documentary, and a vibrant lifestyle show, each offering a unique and authentic lens into the richness of Namibian life and culture. This phase put a strong focus on Afrikaans, exploring the new audience on kykNET, however, productions also included English subtitles.

It was a truly wondrous moment as families across Namibia tuned in to DStv, seeing their lives, cultures, and familiar landscapes reflected on screen in high quality. This landmark occasion sparked the phrase 'Namibia to the world,' as our stories resonated with audiences far beyond our borders.

Ombura inspired a local film festival, where filmmakers, industry professions, and cinema enthusiasts were brought together to celebrate storytelling through the art of film. But this wasn't the end.

A New Dawn of Television

The success of these projects brought the second phase of Ombura to life – dubbed Ombura 2, which was announced in early 2025. The new projects will consist of exciting new films in a range of genres, season 2 of the popular series Op Pad Met My Potjie, as well as Bora Box, a music show in partnership with Channel O, which uncovers the rhythm of Namibia.

DStv is thrilled to unveil these incredible new projects this year – a testament to our ongoing investment in the future of African film and television. Through training, funding, and mentorship, we're proudly nurturing the next generation of local talent and storytelling excellence.

This is not just a brand. This is about creating moments of magic.





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BRAND INTERVIEW



DStv: Championing African Stories, Trusted by Namibians

Abbelene Boer is a seasoned marketing strategist with over two decades of experience in communication, brand development, media innovation, and audience engagement. At MultiChoice Namibia, they lead initiatives that amplify African narratives and drive local content production, positioning Namibia as a creative hub in the region.

Congratulations for being named the #1 Most Admired Media Brand in Namibia in the Non-Namibian category at the Brand Africa 100 | Namibia's Best Brands 2025 Awards. What does this recognition mean to you and your team?

This recognition is a powerful affirmation of our commitment to delivering quality entertainment that resonates with Namibian audiences. It reflects the trust and admiration our viewers place in us, and it energizes our team to continue innovating and investing in content that speaks to the heart of Africa. We're proud to be part of a movement that celebrates African excellence.

Which core values have been most instrumental in driving your brand's growth and success?
Our growth is anchored in innovation, authenticity, customer-centricity, and collaboration. These values guide everything we do—from content

creation to customer service—and they have helped us build a brand that's trusted, admired, and loved across Africa.

DStv has become a household name across the continent. What would you say makes the brand admired and trusted among Namibian and African audiences?

DStv's success lies in its ability to blend global standards with local relevance. Our viewers trust us because we consistently deliver diverse, high-quality content—from international blockbusters to deep local stories. Our customer-first approach, technological innovation, and commitment to African storytelling make us a brand that feels both familiar and aspirational.

One of MultiChoice's driving purposes is "telling African stories." Why is it so important for DStv to center African voices, cultures, and narratives in its content offering?
African stories matter. They reflect our realities, dreams, and heritage. By centering African voices, we empower communities, preserve cultures, and challenge stereotypes. It's about ownership—when Africa tells its own stories, the world listens with respect and curiosity.
Many African brands aspire to go global. What lessons can be learned

from DStv's ability to export African content while remaining true to local audiences?
Authenticity is key. DStv's success in exporting African content stems from staying rooted in local truths while embracing global platforms. We have learned that the world is hungry for genuine African narratives, and by investing in local talent and production, we create content that travels well without losing its soul.

In your view, what role does media branding play in shaping Africa's image internationally, especially as African creatives and producers gain more recognition on global platforms?
Media branding is a powerful tool for cultural diplomacy. It shapes beliefs, builds bridges, and amplifies voices. As African creatives rise globally, strong media brands like DStv serve as ambassadors of African excellence, highlighting the continent's creativity, resilience, and innovation.

Namibia is home to a growing creative industry. How does DStv support and invest in local content, talent, and storytelling in Namibia?
Through initiatives like the Ombura Project, we have produced over nineteen local films, a lifestyle series, and a documentary, empowering over

800 Namibian creatives. We also host film festivals, workshops, and open calls for local content submissions. Our goal is to nurture talent and provide platforms for Namibian stories to shine.

How does DStv balance being a global media powerhouse while still delivering relatable, authentic content for ordinary Namibians?
We achieve this balance through hyper-localisation. While we offer global content, we prioritize local relevance—curating shows, news, and entertainment that reflect Namibian life. Our partnerships with local producers and broadcasters ensure that our content stays grounded and relatable.

Looking to the future, what excites you most about DStv's role in redefining entertainment and exporting African excellence to the world?
The future is bright. With digital platforms like Showmax and initiatives like the MultiChoice Talent Factory, we're not just broadcasting—we're building ecosystems. I'm excited about the new wave of African storytellers who will redefine global entertainment with fresh, bold narratives.

Abbelene Boer
Head of Marketing: MultiChoice Namibia



NAMIBIA'S BEST BRANDS

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ONES TO WATCH



From left: Pat Mahlangu, Founder of the Top 16 YOBA; Samuel Kapofi, CEO & Founder of iPrint Namibia; and Tumelo Chaka, Chairperson of the YOBA Jury, pictured at the 2025 Top 16 Youth-Owned Brands Awards in Johannesburg.

From Namibia, to Africa and ultimately, to the world!

iPrint Namibia Scoops Top SADC Brand Award at the 2025 Top 16 Youth-Owned Brands Awards in Johannesburg

“This award is not just for us — it’s a win for every young creative, every hustler, every Namibian dreamer who believes in the power of bold ideas and consistent hard work.”
— Samuel Kapofi, Managing Director of iPrint Namibia

iPrint Namibia has proudly put the country on the map after being named **Top SADC Brand** at the prestigious **4th Annual Top 16 Youth-Owned Brands Awards (YOBA)**, held in Johannesburg in June 2025.

Founded in 2022 by South African brand strategist and entrepreneur Pat Mahlangu, the YOBA platform celebrates **youth excellence across Africa**- spotlighting young entrepreneurs and innovators who are driving the continent forward. At a time when unemployment remains a pressing challenge, these awards showcase the remarkable youth who are not just creating opportunities for themselves but are **building businesses that inspire, employ, and uplift communities**.

Founded with a bold vision, iPrint Namibia

is a **specialised end-to-end signage solutions company** that is redefining the industry. From **research and design to fabrication, paint, assembly, and signage installation**, iPrint delivers a complete and seamless service, ensuring every project is executed with precision and creativity.

Winning the Top SADC Brand Award is more than recognition- it is a testament to the brand’s relentless pursuit of **excellence, innovation, and impact**. iPrint Namibia’s journey reflects the power of youth-led enterprises to stand tall on continental platforms, proving that **Namibian brands can compete with the best in Africa and beyond**.

As Samuel Kapofi and his team continue to dream big, iPrint Namibia remains committed to **raising the bar for quality, creativity, and service delivery** — taking Namibia to Africa, and ultimately, to the world.

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NAMIBIA'S BEST BRANDS

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BRAND PROFILE



Navigating Namibia's

Economic Shift with

Strategic Diversification



Established in 1999, Millennium Investment Holdings (Pty) Ltd is a distinguished private entity in Namibia, serving as the cornerstone for the Millennium Group's diverse business ventures. Spanning across various sectors such as property development, consulting, mineral exploration, fishing, financial services, and more, the group boasts a broad portfolio.

While each subsidiary operates autonomously, aligning with its unique goals and capabilities, they are all unified under the overarching vision and mission directed by Millennium Investment Holdings. This cohesive framework ensures that all entities adhere to the same foundational values and philosophies, driving collective success.

"SLAP CHIPS" MASTERS: Hakahana Service Station, one of Millennium's subsidiaries, scooped the "Best Slap Chips" Award at the 2025 Best of Namibia Awards.

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Namibia's Best Brands Awards 2025 Highlights





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Namibia's Best Brands Awards 2025 Highlights

