

Media Release

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BENIN'S BEST BRANDS: SOBEBRA RECOGNISED AS MOST ADMIRED BENIN BRAND.

- SOBEBRA IS THE MOST ADMIRED BENIN BRAND
- ORTB IS THE MOST ADMIRED BENIN MEDIA BRAND
- CLCM IS THE MOST ADMIRED BENIN FINANCIAL SERVICES BRAND
- BANK OF AFRICA (BOA) IS THE MOST ADMIRED FINANCIAL SERVICES BRAND IN BENIN
- DANGOTE IS THE MOST ADMIRED AFRICAN BRAND IN BENIN
- NIKE IS THE OVERALL MOST ADMIRED BRAND IN BENIN

Porto-Novo, Benin, 24 June 2020: Local beverage brand, Sobebra, was today recongized as the most admired benin brand. The inaugural *Benin's Best Brands*, announced in a virtual event hosted by Opinion and Public in partnership with Brand Africa, are based on the *2020 Brand Africa 100: Africa's Best Brands* research and ranking of brands across Africa. The global results were released on Africa Day, 25 May 2020.

Post the virtual announcement, the leading Benin brands were recognised at a reception hosted at Opinion & Public offices and attended by a few representatives of the leading brands and media representatives in compliance with the country's Covid regulations for public gatherings.

Sobebra leads the local listing that included IRA at #2, Palmida at #3, Lolo Andoch at #4 and Ma Tanti at #5. Nigerian conglomerate, Dangote was recognized as the #1 African brand in Benin ahead of South Africa's telecommunications giant MTN at #2 and Benin's personal care brand Palmida at #3, with Lolo Andoch at #4 and Nanawax rounding off the Top 5.

Global sport and lifestyle brand, Nike is the most admired brand overall in Benin, a positon it has retained across the continent for 3 years running.

In the media sub-survey dominated by local brands, ORTB #1 is the most admired media brand overall and Canal+, at #2, is also the most admired non-Benin medioa brand.

In the financial services sub-survey, West African financial service providers had an overwhelming 80% representation, with Bank of Africa the most admired financial services brand in Benin,

Similar to the global *Brand Africa 100: Africa's Best Brands* rankings where 90% of the Top 10 brands are non-African, 90% of the most admired brands in Benin are non-African – led by Nike in both tables and giant MTN (#6) the only non-African brand.

In the global **Brand Africa 100: Africa's Best Brands** rankings, African brands have dropped to an all-time lowest ranking of 13/100 (13%) in the Top 100 most admired brands in Africa – a 7% fall from last year. Out of the top 100 brands in 2010/11, only half of the brands still appear in this year's list due to mergers and acquisitions and the obsolescence of many brands. Nike, Dangote, MTN, GT Bank and BBC are the continet's standard bearers in their respective categories and overall across the continent.

The announcement included a panel discussion to reflect on the results, Benin brands and the impact of Covid on local and Afrcan businesses with Canal + communications manager, Afoussat Salifou-Traore and local brand expert Cyrille Olivier Akpi. The panel was facilited by Kwame Senou, vice-president at Opinion and Public vice president, who co-hosted the event.

Established 10 years ago to coincide with the 2010 FIFA World Cup, the world's biggest single sporting event, the Brand Africa 100: Africa's Best brands survey rankings have established themselves as the most authoritative survey, analysis, and metric of brands in Africa.

It is a consumer led survey which seeks to establish brand preferences across Africa. The survey is conducted by Geopoll (<u>www.geopoll.com</u>) among a representative sample of respondents 18 years and older, in 27 countries which collectively represent 50% of the continent, covering all economic regions and accounting for an estimated 80% of the population and the GDP of Africa. The 2020 survey was conducted between February and April 2020 and yielded over 15,000 brand mentions and over 2,000 unique brands. The resulting over 15,000 brand mentions were analysed by Kantar (<u>www.kantar.com</u>) and Brand Leadership (<u>www.brandleadership.com</u>) to create a weighted average score and rankings for Africa and the individual countries.

Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership says, "Benin has an incredible range of preferred local brands they can leverage to beyond their borders. With increased investment and commercialization, it's a good foundation for great made in Africa brands and an exciting future prospects as the continent gears for broadening opportunities for intra-Africa trade."

In reflecting on the Benin results, Opinion and Public vice president, Kwame Senou, says,

Karin Du Chenne, Kantar's Chief Growth Officer Africa Middle East says, "The complex task of analyzing a vast amount of diverse data, countries and trends over 10 years has given us a deep insight into how brands have changed, adapted and kept in step with the changing African

environment and consumer who demands more from their brands." Kantar has been the insight lead for Brand Africa since it's inception in 2010.

"The reach and accessibility of mobile across the continent enabled us to survey respondents across a representative sample of countries quickly and effectively, giving us vital and timeous results at a critical time," said Caitlin van Niekerk, Global Client Development Manager, GeoPoll.

The Brand Africa 100 global results are published in the June issue of the African Business magazine and is available online to subscribers on <u>www.africanbusinessmagazine.com</u>

END

MOST ADMIRED BRANDS IN BENIN



Rank	Brand	Category	Country of Origin
1	4	Sport and Fitness	
2	TECNO	Electronics/Computers	*>
3	VLISCO	Apparel	=
4	adidas	Sport and Fitness	
5	SAMSUNG	Electronics/Computers	* •*
6		Telecoms	
7	X	Luxury	
8	TOYOTA	Auto-Manufacture	
9	Auchan	Retail	
10	itel	Telecoms	*

MOST ADMIRED BENIN BRANDS



Rank	Brand	Category	Country of Origin
1	券 SOBEBRA	Alcoholic Beverages	
2	IRA	Non-Alcoholic Beverages	
3	🍞 Palmida	Personal Care	
4		Apparel	
5	nana	Apparel	
6	<u>@</u>	Food	
7	@	Alcoholic Beverages	
8	TS.	Alcoholic Beverages	
9	TOLARO GLOBAL	Agriculture	
10	*	Retail	

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MOST ADMIRED AFRICAN BRANDS IN BENIN



Rank	Brand	Category	Country of Origin
1	DANGOTE	Consumer Non-Cyclical	
2	MIN	Telecoms	
3		Apparel	
4	脊 Palmida	Personal Care	
5	nana	Apparel	
6	CONFORTEX	Household	@
7	TAMBOUR	Alcoholic Beverages	
8		Personal Care	
9	*	Retail	
10	ML KEEXS	Footwear	

MOST ADMIRED FINANCIAL BRANDS IN BENIN



Rank	Brand	Category	Country of Origin
1	BANK OF AFRICA	Financial	
2	Ecobank The Pan African Bank	Financial	×.
3		Financial	
4	TECCAL BIN	Financial	
5	闷 занам	Financial	
6	Side	Financial	
7		Financial	*
8	PADBENINE Système Financier Décentralisé	Financial	
9		Financial	
10	VISA	Financial	

MOST ADMIRED MEDIA BRANDS IN BENIN



brand AFRICA

MOST ADMIRED BENIN MEDIA BRANDS

Rank	Brand	Category	Country of Origin
1	Itb	Media	
2		Media	
3	Soleil 106	Media	
4	La Nation	Media	
5	MATENAL Le défi d'une génération	Media	
6	SIKKA	Media	
7	FRATERNITE	Media	

MOST ADMIRED NON-BENIN MEDIA BRANDS





brand AFRIC/

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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 brand development, integrated marketing communications and activation partner for decision- makers invested in Africa. Established in 2002, *Brand Leadership* has over the years delivered solutions that respond to African conditions, needs and ambitions for brands in the private and public sectors across Africa <u>www.brandleadership.africa</u>

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 remotely, and provide expert guidance on how to collect accurate, reliable data through the mobile phone. <u>www.GeoPoll.com</u>

Kantar

Kantar is the world's leading evidence -based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients understand people and inspire growth. <u>www.kantar.com</u>

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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 a truly African agency with a leading global parent and a 30-year heritage of partnership with clients, staff and its extended team. Johannesburg – based BCW boasts an unparalleled reach across Africa through BCW Africa, our network of affiliates across the continent, and international best practice expertise and a global footprint through BCW globally. Our African network, which covers 50+ African countries, is based on partnerships which span more than two decades with local agencies highly regarded in their markets.

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

African Media Agency

AMA is a multilingual pan-African Communications agency with a deep knowledge and understanding of the continent. It is recognized as an authoritative source of news for the most influential media houses in every African country. <u>www. amediaagency.com</u>

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. <u>www.africanbusinessmagazine.com</u>