



Media Release

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ALL KASI IS THE MOST ADMIRER BOTSWANA BRAND. NIKE MOST ADMIRER BRAND OVERALL IN BOTSWANA

- ALL KASI IS THE MOST ADMIRER BOSTWANA BRAND
- NIKE IS THE MOST ADMIRER BRAND IN BOTSWANA AND IN THE REST OF AFRICA
- CHOPPIES IS THE MOST ADMIRER RETAIL BRAND AND LISTED BRAND ON THE BOTSWANA STOCK EXCHANGE
- ALL KASI IS THE MOST ADMIRER AFRICAN BRAND IN BOTSWANA
- YARONA AND DUMA FM ARE THE MOST ADMIRER MEDIA BRANDS RECALLED SPONTANEOUSLY AND WHEN PROMPTED, RESPECTIVELY.
- FNB IS THE MOST ADMIRER FINANCIAL SERVICES BRAND OVERALL.
- BOTSWANA LIFE IS THE MOST ADMIRER LOCAL FINANCIAL SERVICES BRAND.
- BOTSWANA BRANDS, KASI AND CHOPPIES, WHICH ARE THE ONLY AFRICAN BRANDS IN THE TOP 10, ACCOUNT FOR 20% OF THE OVERALL MOST ADMIRER BRANDS IN BOTSWANA.

Gaborone, Botswana, 11 June 2020: Following the global release of the **2020 Brand Africa 100: Africa's Best Brands** on Africa Day, 25 May 2020, today Brand Africa announced the **Botswana's Best Brands** rankings in a virtual event hosted by Footprints Advertising represented by Losika Seboni and Kenewendo Advisory represented by Bogolo Kenewendo. Local brand, All Kasi, was unveiled as the most admired local brand in Botswana and international sport and lifestyle brand, Nike, the most admired brand overall.

All Kasi leads the local listing that included Choppies at #2, Bk Proctor at #3, Masscom #4 and Senn Foods #5. Choppies was recognised as the most admired retail brand and most admired brand listed on the Botswana Stock Exchange. All Kasi was recognized as the #1 African brand in Botswana ahead of South Africa's DSTV at #2 and local Botswana clothing retail brand Urban Soul at #3, with the continents stalwart brands MTN and Blue Crystal Sugar commonly known as the "Sukiri ya Batswana" rounding off the Top 5.

Whereas in the spontaneous survey, Yarona is the #1 most admired local media brand, In the media prompted sub-survey, local broadcaster Duma FM is the #1 most admired media brand, South Africa's DSTV, and the South Korean tech giant Samsung are the Top 3 most admired media brands in Botswana.

In the local financial services sub-survey, South Africa's FNB was recognised as the most admired financial services brand in Botswana, with ABSA Bank and Standbank rounding off the Top 3. Botswana Life is the #1 local financial services brand.

In a comparison of the global **Brand Africa 100: Africa's Best Brands** rankings where 90% of the brands are non-Africa, 80% of the most admired brands in Namibia are non-African, with Nike again leading as it does in the rest of Africa. MTC and Mshasho are the only 2 Namibian brands in the unprompted list of local brands.

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 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 estimate 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.

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 years list due to mergers and acquisitions and the obsolescence of many brands.

Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership says, "It is concerning that in the 10 years since the triumphant FIFA World Cup in South Africa which globally highlighted the promise and capability of Africa, and despite the vibrant entrepreneurial environment, Africa is not creating more competitive brands to meet the needs of its growing consumer market." He continues that; "Despite an increase of international brands on the continent, Botswana brands have cemented their position in the minds and hearts of Batswana. Batswana have shown their confidence in their own local brands wearing All Kasi and BK Proctor. shopping at Choppies, listening to Duma FM all sweetened with Blue Crystal Sugar.

Reflecting on the Botswana results, Bogolo Kenewendo, Managing Director of Kenewendo Advisory says, "The growth of domestic brands shows the strength of the entrepreneurial ecosystem and the pride associated with locally made products. Deeper domestic roots can help propel a brand to a more regional and international platform; taking advantage of the African free trade Area and other agreements in place. There has truly never been a better time to support and buy local, allowing our pula to circulate a little longer amongst us and in the process creating jobs and growth."

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 results will be published in the June issue of the African Business magazine which goes on sale globally from 2nd May 2020 and is available online to subscribers on www.africanbusinessmagazine.com

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TOP 10 MOST ADMIRED BRANDS BOTSWANA



Rank	Brand	Category	Country of Origin
1		Sport and Fitness	
2		Apparel	
3		Sport and Fitness	
4		Sport and Fitness	
5		Sport and Fitness	
6		Electronics/Computers	
7		Non-alcoholic Beverages	
8		Electronics/Computers	
9		Retail	
10		Retail	

TOP 10 MOST ADMIRED BOTSWANA BRANDS



Rank	Brand	Category	Country of Origin
1		Apparel	
2		Retail	
3		Entertainment	
4		Telecoms	
5		Food	
6		Alcoholic Beverages	
7		Consumer Non-Cyclical	
8		Media	
9		Telecoms	
10		Consumer Non-Cyclical	

TOP 10 MOST ADMIRED AFRICAN BRANDS

BOTSWANA



Rank	Brand	Category	Country of Origin
1		Apparel	
2		Media	
3		Retail	
4		Consumer Non-Cyclical	
5		Telecoms	
6		Entertainment	
7	SHOPRITE	Retail	
8	DEBSWANA	Mining	
9		Sports	
10		Food	

MOST ADMIRED MEDIA BRANDS

BOTSWANA



Rank	Brand	Category	Country of Origin
1		Media	
2		Electronics/Computers	
3		Media	
4		Media	
5		Media	
6		Media	
7		Media	
8		Media	
9		Telecoms	
10		Media	

MOST ADMIRED FINANCIAL SERVICES BRANDS BOTSWANA



Rank	Brand	Category	Country of Origin
1	FNB	Financial	
2	absa	Financial	
3	Standard Bank	Financial	
4	Botswana Life	Financial	
5	Standard Chartered	Financial	
6	Orange Money	Telecoms	
7	METROPOLITAN	Financial	
8	Hollard.	Financial	
9	BancABC Fresh Thinking. Smart Banking.	Financial	
10	Letshego Let's improve life	Financial	

MOST ADMIRED BRANDS IN AFRICA



Rank	Brand	Category	Country of Origin	Change
1	Nike	Sport and Fitness		-
2	adidas	Sport and Fitness		-
3	SAMSUNG	Electronics/Computers		-
4	Coca-Cola	Non-alcoholic Beverages		-
5	TECNO Mobile	Technology		-
6	Apple	Electronics/Computers		+1
7	MTN	Telecoms		+1
8	PUMA	Sport and Fitness		-2
9	Gucci	Luxury		-
10	airtel	Telecoms		+3

BRAND AFRICA CONTACTS

Brand Africa www.brandafrica.org	Thebe Ikalafeng Chairman, Brand Africa and Brand Leadership Group +27 82 447 9130 Thebe@Brand.Africa
GeoPoll www.geopoll.com www.GeoPoll.com	Roxana Elliott VP, Marketing & Content, GeoPoll roxana@geopoll.com
Kantar www.kantar.com	Karin Du Chenne Chief Growth Officer Africa Middle East m +27 83 6314870 e Karin.duchenne@kantar.com
African Business www.icpublications.com	Omar Ben Yedder Group Publisher and Managing Director +44 774 704 6670 o.benyedder@icpublications.com

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

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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 www.brandleadership.africa

GeoPoll

GeoPoll is a leader in providing fast, high quality market research from areas that are difficult to access using

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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 www.bcw-global.com

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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. www.amediaagency.com

African Business

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