



Media Release

Embargoed
18 June 2020
10h45 Nigeria

NIGERIA'S BEST BRANDS: DANGOTE RECOGNISED AS AFRICAN BRAND OF THE YEAR.

- DANGOTE IS THE MOST ADMIRERD NIGERIAN BRAND
- DANGOTE IS THE MOST ADMIRERD AFRICAN BRAND IN NIGERIA AND ACROSS AFRICA
- DANGOTE IS THE MOST ADMIRERD LISTED BRAND ON THE NIGERIAN STOCK EXCHANGE
- CHANNELS TV IS THE MOST ADMIRERD NIGERIAN MEDIA BRAND
- DSTV IS THE MOST ADMIRERD OVERALL MEDIA BRAND IN NIGERIA
- GTB IS THE MOST ADMIRERD FINANCIAL SERVICES BRAND
- COCA-COLA IS THE OVERALL MOST ADMIRERD BRAND IN NIGERIA

Lagos, Nigeria, 18 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 **Nigeria's Best Brands** rankings in a virtual event hosted by Open Squares represented by it's founder and managing partner, Feyi Olubodun and MultiChoice Nigeria represented by its Chief Customer Officer, Martin Mabutho. Post the virtual announcement, the leading Nigerian brands were recognised at a reception hosted at MultiChoice and attended only by a few media and the brand representatives in accordance with the country's Covid regulations for gatherings.

The continent's stalwart brand, Dangote, was unveiled as Nigeria's Brand of the Year for its cumulative performance across several categories as the most Admired African brand in the global rankings, the most admired African brand in Nigeria, the most admired listed Nigerian brand and the most admired Nigerian brand. Now in its 92nd year on the continent, Coca-Cola, continues to reign supreme in Nigeria, where it was recognised as the overall most admired brand in Nigeria.

Dangote and Coca Cola lead rankings where DStv (overall) and Channels TV (Nigerian) are recognised as the most admired media brands in Nigeria and GTB is the most admired financial services brand.

The Top 10 most admired Nigerian brands, led by Dangote, includes #2 Glo , #3 Star beer, #4 Nasco, #5 GTBank, #6 Maltina, #7 NTA, #7 Jumia, #8 Hero (InBev), #9 Zenith #10.

In a sub-question to establish the most admired African brands in Nigeria, Dangote is the #1 African brand in Nigeria ahead of MultiChoice Nigeria's DStv at #2 and Telco giant MTN at #3, with fellow Nigerian brands Glo and Innoson Motors rounding off the Top 5.

While NTA Nigeria is the #1 spontaneously recalled media brand, in the media sub-survey, MultiChoice Nigeria's DStv is the #1 most admired media brand and local broadcaster Channels TV is the most admired Nigeria media brand overall.

In the local financial services sub-survey, Nigerian financial service providers had an overwhelming 80% representation, with GTBank being recognised as the most admired financial services brand in Nigeria with First Bank and UBA rounding off the Top 3. Eco Bank at #6 and MTN Mobile Money at #8 are the only non-Nigerian brands in the Top 10 most admired financial services brands in Nigeria.

In a comparison of the global **Brand Africa 100: Africa's Best Brands** rankings where 90% of the brands are non-African, 70% of the most admired brands in Nigeria are non-African, with Coca-Cola leading the non-African brands. The African brands listed among the most admired brands in Nigeria are the continent's evergreen brands MTN at #2, Dangote at #4 and Glo at #10.

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 (www.geopoll.com) 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 (www.kantar.com) and Brand Leadership (www.brandleadership.com) to create a weighted average score and rankings for Africa and the individual countries.

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 were the standard bearers in their respective categories and overall across the continent.

Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership says, "The Dangote brand group has illustrated that African brands can transform into conglomerates and challenge their global counterparts by turning Africa's rich natural resources into finished goods; a role that has been previously fulfilled by the international brands that are dependent on the developing world for natural resources. Brands like Dangote are reconfiguring the fortunes of Africa for the better. "

In reflecting on the Nigerian results, Feyi Olubodun, Managing Partner: Open Squares says, "The interesting observation over the past 10 years of this survey is the fact that most of the top brands in Africa are foreign brands. With the exception of the few, I truly believe it is time for Nigerian

firms, and by extension Africa, have to engage in rigorous and professional brand building efforts. We must raise the bar for African brands now."

Commenting on the motivation for hosting the reception at MultiChoice, Martin Mabutho, the Chief Customer Officer, says, "It is our honour to be associated with Africa's Best Brands and delighted to co-host this session in conjunction with Brand Africa and Open Squares. I believe that as Africans, we have what it takes to launch our brands to the next level and even compete favourably with global brands. It is what drives us at MultiChoice Nigeria to continuously create and enhance our platforms to showcase these excellent African brands. Congratulations to all winners. "

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 www.africanbusinessmagazine.com

END

MOST ADMIRER NIGERIAN BRANDS



Rank	Brand	Category	Country of Origin
1	 DANGOTE	Consumer Non-Cyclical	
2	 glo	Telecoms	
3	 STAR	Alcoholic Beverages	
4	 NASCO	Consumer Non-Cyclical	
5	 GTBank	Financial	
6	 MALTINA	Non-Alcoholic Beverages	
7	 NRA	Media	
8	 HERO	Alcoholic Beverages	
9	 JUMIA	Retail	
10	 GARDEN OF EATIN'	Consumer Non-Cyclical	

MOST ADMIRED BRANDS IN NIGERIA



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

MOST ADMIRED AFRICAN BRANDS IN NIGERIA



Rank	Brand	Category	Country of Origin
1		Consumer Non-Cyclical	
2		Telecoms	
3		Media	
4		Telecoms	
5		Automobile	
6		Retail	
7		Consumer Non-Cyclical	
8		Finance	
9		Non-alcoholic Beverages	
10		Personal Care	

MOST ADMIRED FINANCIAL BRANDS IN NIGERIA



Rank	Brand	Category	Country of Origin
1	GTBank Growing Your Bank	Financial	
2	FirstBank FirstBank	Financial	
3	UBA United Bank for Africa	Financial	
4	access	Financial	
5	ZENITH	Financial	
6	Ecobank The Pan African Bank	Financial	
7	Fidelity	Financial	
8	M-Pesa Mobile Money	Financial	
9	Jaiz Bank FOR A BETTER LIFE	Financial	
10	LAPO Microfinance Bank Ltd. Improving Lives	Financial	

MOST ADMIRED MEDIA BRANDS IN NIGERIA



Rank	Brand	Category	Country of Origin
1	DStv	Media	
2	CHANNELS	Media	
3	NFI	Media	
4	SAMSUNG	Electronics/Computers	
5	BBC	Media	
6	LG	Electronics/Computers	
7	CNN	Media	
8	TV/C	Media	
9	MTN	Telecoms	
10	ALJAZEERA	Media	

MOST ADMIRED NIGERIAN MEDIA BRANDS



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

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

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 www.brandleadership.africa

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. www.GeoPoll.com

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 and 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. www.kantar.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 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

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. www.amediaagency.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