



Media Release

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UGANDA'S BEST BRANDS: NILE SPECIAL BEER RECOGNISED AS BRAND OF THE YEAR

- NILE SPECIAL BEER IS THE MOST ADMIRER UGANDA BRAND
- NBS IS THE MOST ADMIRER UGANDA MEDIA BRAND
- NTV IS THE MOST ADMIRER MEDIA BRAND IN UGANDA
- CENTENARY BANK IS THE MOST ADMIRER FINANCIAL SERVICES BRAND IN UGANDA
- MTN IS THE MOST ADMIRER AFRICAN BRAND IN UGANDA
- COCA-COLA IS THE OVERALL MOST ADMIRER BRAND IN UGANDA
- STANBIC BANK IS THE MOST ADMIRER FINANCIAL SERVICES BRAND NON-UGANDAN
- NILE SPECIAL BEER RECOGNISED AS BRAND OF THE YEAR

Kampala, Uganda, 26 June 2020: Local beverage brand, Nile, was today recognized as the most admired brand in Uganda. The second instalment of *Uganda's Best Brands*, announced in a virtual event hosted by Publics Africa Communications 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 Uganda brands were recognized at a reception hosted at Publics Africa Communications offices and attended by a few representatives of the leading brands and media representatives in a live offline event compliant with the country's Covid regulations for public gatherings.

Uganda's stalwart brand, Nile Special Beer, was unveiled as Uganda's Brand of the Year for its cumulative performance across several categories as the most admired Ugandan brand in the global rankings, the second most admired African brand in Uganda, the most admired listed Ugandan brand and the most admired Ugandan brand. Now in its 92nd year on the continent, Coca-Cola, continues to reign supreme in Uganda as it does across the continent, where it was recognized as the overall most admired brand in Uganda, a position it has retained in Uganda for the past 3 years running and only second to Nike across the East Africa region.

In the media sub-survey media brands, NBS and NTV retain their #1 positions as the most admired made in Uganda and non-Uganda brands respectively. Siiloar to the global rankings, BBC is the #1 non-African media brand in Uganda.

In the financial services sub-survey dominated by local brands, Centenary retains its pole position as the most admired financial services brand in Uganda, with Stanbic, DFCU, Equity and ABSA rounding off the Top 5 most admired financial services brands in Uganda.

Similar to the global **Brand Africa 100: Africa's Best Brands** rankings which is dominated by non-African brands, only South Africa's MTN and Uganda's Nile Special Beer are the African brands among the Top 10 brands overall in Uganda.

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 continent's standard bearers in their respective categories and overall across the continent. Only in Zimbabwe (Econet), in Zambia (Trade Kings) and in Tanzania (Azam) do we have a local brand taking the country's #1 spot overall. In Liberia, an African brand from another country, MTN, takes the #1 spot. But in all the other countries, it is a non-African brand: Nike (11 out of 27), Samsung (4/27), Coke (3/27) and Adidas (2/27) lead the way, with Tecno, Orange and Airtel each dominant in one country.

The announcement featured a panel discussion led by the local host, Joseph Kanyamunyu, managing director at Publics Africa Communications, with Amos Masaba Wekesam, the founder and managing partner of Great Lakes Safaris Limited and Sarah Kagingo, the managing director of Soft Power Communications and the President of Public Relations Association of Uganda who reflected on the African results overall, Uganda brands specifically and the impact of Covid on local and African businesses panel.

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.

Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership says, "As evidenced by the entrepreneurial spirit that is creating Africa's first electric vehicle, Kiira, and the leading brands such as Nile which feature in the continental rankings, Uganda and Ugandan brands will play an important role not just in the region but in the continent."

In reflecting on the Uganda results, managing director of Publics Africa Communications Joseph Kanyamunyu, says, "We are proud that Ugandans continue to choose African and especially

Ugandan brands among their most admired brands. At Publics Africa, this is our mission to showcase that excellence.”

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 ADMIRED BRANDS IN UGANDA



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

MOST ADMIRED UGANDA BRANDS



Rank	Brand	Category	Country of Origin
1		Alcoholic Beverages	
2		Consumer Non-Cyclical	
3		Personal Care	
4		Non-Alcoholic Beverages	
5		Alcoholic Beverages	
6		Alcoholic Beverages	
7		Consumer Non-Cyclical	
8		Personal Care	
9		Wellness Products	
10		Wellness Products	

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MOST ADMIRED AFRICAN BRANDS IN UGANDA



Rank	Brand	Category	Country of Origin
1		Telecoms	
2		Alcoholic Beverages	
3		Media	
4		Consumer Non-Cyclical	
5		Wellness Product	
6		Alcoholic Beverages	
7		Non-Alcoholic Beverages	
8		Personal Care	
9		Personal Care	
10		Financial	

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MOST ADMIRED FINANCIAL BRANDS IN UGANDA



Rank	Brand	Category	Country of Origin
1	 Centenary Bank	Financial	
2	 Standard Bank	Financial	
3	 dfcuBANK	Financial	
4	 EQUITY	Financial	
5	 absa	Financial	
6	 SWICO	Financial	
7	 UAP	Financial	
8	 NSSF	Telecoms	
9	 MTN Mobile Money	Financial	
10	 PostBank	Financial	

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MOST ADMIRED MEDIA BRANDS IN UGANDA



Rank	Brand	Category	Country of Origin
1	 NTV	Media	
2	 nbs	Media	
3	 BBC	Media	
4	 DStv	Media	
5	 ALJAZEERA	Media	
6	 CNN	Media	
7	 Bukedde TV	Media	
8	 UBC	Media	
9	 MTN	Telecoms	
10	 Simba	Media	

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MOST ADMIRED UGANDA MEDIA BRANDS



Rank	Brand	Category	Country of Origin
1		Media	
2		Media	
3		Media	
4		Media	
5		Media	

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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 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

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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

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

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