

Superbrands East Africa	Media Tracking- Dec 2011
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Hotel	Superbrands East Africa	Date	16 Dec 2011
Publication	corporate digest	Circulation	-
Title	CRDB Bank and Azam excel once again as Superbrands	PR Value	-

## **CORPORATE DIGEST**

### **CRDB BANK AND AZAM EXCEL ONCE AGAIN AS SUPERBRANDS**



**Mr. Jawad Jaffer Project Director for Superbrands East Africa giving his remarks during Superbrands East Africa tribute event**

Superbrand East Africa has identified CRDB Bank and Azam, an arm of Bakhresa Group of Companies, as brands which are performing above and beyond others within the market for the second year in a row.

Speaking during the Superbrands East Africa tribute event held in Dar es Salaam, Mr. Jawad Jaffer, Project Director for Superbrands East Africa, said it is exciting to identify and celebrate the region's leading brands, which are increasingly becoming important in our day to day lives as consumers.

"There is never a day that goes by without one brand touching our lives from the time we get up in the morning or when we retire in the evening, Azam water in the morning, banking with CRDB which all are superbrands," he added.

He also pointed out that people have been telling stories about some amazing brands, many of them with big international names but now CRDB bank and Azam which are home-grown brands, have fought their way to the top through hard work and determination.

Other brands which were honoured Superbrands in Tanzania include:- Chemi-Cotex, Clouds, Airtel, Chai Bora, Serengeti Breweries Ltd, Tanga Cement Ltd , Tanzania Breweries Limited, The Guardian, Tigo and Vodacom.

These brands were not only voted for by our distinguished brand council members but also by 2,500 consumers who voted through a face to face poll. The brands which scored the highest points were awarded accolades of Superbrand.

A Superbrands status strengthens a brands position, adds prestige and sets the brands apart from its competitors.

Superbrands, an independent authority and arbiter of branding, also unveiled the second edition of the much coveted coffee-table style Super brands book, which includes profiles of each the super brands, at the tribute event.

On the other hand, 13 brands from Kenya received this years' Superbrand recognition. They are Copy Cat Ltd, Dairyland Kenya Ltd, East African Cables, Kenya Wildlife Service, Oil Libya Kenya Ltd, Safaricom, Nakumatt, Raiply Kenya Ltd, The Sarit Centre, Superloaf, Tiles and Carpet Centre, Tuskys, Young & Rubicam Brand while in Uganda was only Radio One.

The event was attended by Vice president of Tanzania Dr. Mohammed Gharib Bilal who was guest of honor, Minister of state prime Ministers Office investment and Empowerment Ms Marry Nagu.



**Vice president of Tanzania Dr. Mohammed Gharib Bilal who was guest of honor (center) and Ms Marry Nagu Minister of state prime Minister's Office investment and Empowerment with Mr. Jawad Jaffer Project Director (right) for Superbrands East Africa unveiling the second edition of the much coveted coffee-table style Superbrands book, which includes profiles of each of the Superbrands.**



**Ms Marry Nagu Minister of state prime Minister's Office investment and Empowerment of Tanzania (centre with a blue dress) flanked by Dr. Mohammed G. Bilal Tanzania's Vice president and Mr. Jawad Jaffer Project Director for Superbrands East Africa in a group picture with all company Directors that were recognised as Superbrands in East Africa**

Superbrands has been examining and celebrating the world's strongest brand since 1995 which started as an industry award and now has become a globally recognized barometer of the regions strongest brands.



SUPERBRANDS EAST AFRICA	Media Tracking- Dec 2011
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Hotel	Super Brand	Date	19 Dec 2011
Publication	Daily News	Circulation	20,000
Title	Superbrands tribute event-Awards	PR Value	Tzs 782,400–522 Usd

## DAILYNEWS



*THE Vice-President Dr Mohamed Gharib Bilal (centre) poses with the winners of Superbrands awards in Dar es Salaam last week. On the Vice-President's left is Superbrands Project Director, Mr Jawad Jaffer and the Minister of State in the Prime Minister's Office (Investment and Empowerment), Dr Mary Nagu on his right. (Photo by Robert Okanda)*



Hotel	Super Brand	Date	17 Dec 2011
Publication	Daily News	Circulation	20,000
Title	State Pledges support to local businesses, investors	PR Value	Tzs 2,052,916–1,369 Usd

## DAILYNEWS

# State pledges support to local businesses, investors

By ORTON  
KIISHWEKO

VICE-President Dr Mohamed Gharib Bilali has pledged that the government will continue putting in place better conditions for investors to enable local commodities compete with those from outside.

Dr Bilali said on Thursday night at a ceremony to award East Africa's companies reputed for producing best products.

"The government will continue to recognise and assist start up businesses so as to counter external competition and grow the economy," he said.

He said the awards, known as Superbrands International, was one significant chance for Tanzania companies to

publicise themselves at international level.

He said that at this time, when the East Africa Community (EAC) processes are going on well, it was prudent for local companies to scale up efficiency so that their products can compete within the region and beyond.

He also pledged that the government would continue improving the investment environment including good governance, to continue attracting more.

Branding is the act of marketing an idea or image of a commodity or a service.

Experts estimate that the brand name recognition can increase a company's profit by between 10 to 20 per cent.

According to Superbrands East Africa project director,

Mr Jawad Jaffer, the EAC Common Market offers a challenge for companies operating in each partner state to build knowledge of their firms' brands throughout the five countries.

"There is considerable progress being made towards the integration of the EAC, something that calls for companies to build knowledge of their brands beyond the borders of individual countries," he said.

He warned that those failing would suffer due to the influence of well-branded products in the region.

Superbrands East Africa is an independent arbiter on branding.

Mr Jaffer, said that companies which got those awards came tops following votes

from consumers.

He said users of their products had recognised them due to satisfaction from their utility and services.

He made a call to East African companies to continue improving their products in order to handle global competition.

Superbrands is the world's largest independent arbiter of branding. It identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world.

Superbrand status strengthens a brand's position, adds prestige and sets the brand apart from its competitors. Superbrands have launched programmes in over 88 countries including all the

key global markets. Some of the leading global consumer and business brands recognized by Superbrands include Mercedes Benz, Coca Cola, BMW, Google and Microsoft.

Superbrands East Africa was launched in the region five years ago. Superbrands East Africa aims to identify those brands that are performing above and beyond others within the market. At the heart of each programme is an independent and voluntary council of leading experts comprising individuals with a deep appreciation of the "brandscape" in the country being examined.

Last year's leading brands in Tanzania include CRDB Bank, Azam, Clouds FM and Whitedent with other regional brands such as Kenya Air-

ways, Nokia, Tusker and M-Pesa. The Superbrands Council comprises individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business.

To be voted as a Superbrand is a powerful endorsement and is evidence for existing customers, potential customers, media, suppliers, investors and employees of each brand's exceptional status.

The Superbrands tribute event, which will be attended by the Who's Who of the corporate world, is set to be a true celebration of many of the country's highest profile brands and promises to live up to its global reputation as the "Oscars of Branding."

Superbrands East Africa	Media Tracking-Nov 2011
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Hotel	Superbrands East Africa	Date	26 Nov 2011
Publication	The Guardian	Circulation	20,000
Title	Superbrands to host annual tribute event in Dar Dec 15	PR Value	Tzs-1,282,800 Usd-855



## Superbrands to host annual tribute event in Dar Dec 15

By Correspondent  
Margreth Itala

THE independent authority and arbiter of branding, Superbrands, yesterday announced they would be hosting their annual tribute event to honour Tanzania's strongest brands at Hyatt Regency in Dar es Salaam on December 15.

The Superbrands will also announce the highly anticipated "Brand of the Year Award" in addition to unveiling the second edition of the popular coffee-table style Superbrands book, which includes profiles of each of the Superbrands at the tribute event.

Briefing reporters on the event in Dar es Salaam yesterday, Superbrands East Africa project director Jawad Jaffer said the tribute event of East Africa's strongest brands would be for the first time in Tanzania and would involve many successful and many other local brands and new entrants that made them globally recognised as Superbrands.

Jaffer said they would come up with a book for each company in each country to

help them. "Each brand will receive a two-page presentation as part of the package. These brands are not only voted for by our distinguished brand council members but also by 2500 consumers, who vote for a face-to-face poll. The brand, which scores the highest points will be awarded the accolade of Superbrands at the tribute event like Azam and CRDB Bank," he said.

He said over 500 leading East Africa brands were scored by the Superbrands council and through a face-to-face poll, the highest scoring brands were then designed as Superbrands. "Only brands that achieve the level of recognition set by the independent Superbrands council are eligible for inclusion in the Superbrands East Africa book, which traces the history and achievements of each of the brands," he said.

He noted that be Superbrand one must have good politics, reliability and distinct in the same field. "After being a Superbrand, we must give the Superbrand a seal to use in internal and external marketing and a book," he noted.

He said the Superbrands book was published by their company for each country in question and each brand received a two-page presentation as part of the package and the East Africa's best brands, which ranged from FMCG brands to local family owned businesses featured in the Superbrands book.

CRDB product development and research manager Juvanal Kamanzi said their bank was the only financial facility, which had received the Superbrand award in 2009.

"It is a challenge for us to keep on providing quality services to Tanzanians as we have established a service that allows Tanzanians to open accounts even when they are living abroad by having reliable agents," he said.

He said the selection of all Superbrands happened at two levels, which involved a consumer feedback mechanism and an expert panel. A comprehensive market research study is carried out amongst 550 brands in the country to assess the strength of the brand as perceived by the consumer.



Superbrands East Africa	Media Tracking-Dec 2011
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Hotel	Superbrands East Africa	Date	17 Dec 2011
Publication	The Guardian	Circulation	20,000
Title	The Guardian scoops Superbrands awards	PR Value	Tzs-11,659,600 Usd-7,773





# Superbrands award



*The Guardian Ltd staff in celebratory mood after Vice President Dr Mohamed Gharib Bilal presented Superbrands award to The Guardian.*



*The Guardian Ltd Marketing Manager Simon Marwa receives the Superbrands award from Superbrands Project Director Jawad Jaffer, as Vice President Dr Mohamed Gharib Bilal looks on.*





*The Guardian Ltd Marketing Manager Simon Marwa delivers note of thanks after accepting the Superbrands award won by The Guardian.*







*Dr Mary Nagu, Minister of State in the Prime Minister's Office (Investment and Empowerment) delivers speech at the Superbrands award presentation event.*

Hotel	Kilimanjaro Kempinski Hotel	Date	17 Dec 2011
Publication	Mwananchi	Circulation	40,000
Title	Superbrands Awards	PR Value	Tzs 1,840,000 USD-1,227





Hotel	Superbrands East Africa	Date	17 Dec 2011
Publication	Nipashe	Circulation	20,000
Title	Gazeti la Guardian lapewa tuzo bidhaa bora	PR Value	TZS 1,440,000

## NIAPSHE

# Gazeti la The Guardian lapewa tuzo bidhaa bora

Na Joseph Mwendapole

GAZETI la The Guardian limepe-  
wa tuzo ya bidhaa bora ya mwaka kati-  
ka hafla ya kuzitambua bidhaa zilizo-  
fanya vizuri kwa nchi za Afrika  
Mashariki.

Tuzo hiyo ilitolewa juzi jioni na  
Makamu wa Rais wa Jamhuri ya  
Muungano wa Tanzania, Dk. Gharib  
Bilal, ambapo pia bidhaa za makam-  
puni na taasisi mbalimbali zikiwemo  
benki zilipewa tuzo ya aina hiyo.

Hafla ya kutambua bidhaa zili-  
zoshinda ubora wa hali ya juu ilifanyi-

ka juzi jioni jijini Dar es Salaam na  
kuhudhuriwa na wafanyabiashara na  
wadau wa sekta ya uzalishaji.

"Kwa upande wetu kama  
Watanania tunawajibika kuwasaidia  
kwa kuweka mazingira mazuri  
yatakayowasaidia kukuza bidhaa zenu  
ili hatimaye ziweze kuvuka mipaka ya  
nchi," alisema Dk. Bilal.

"Tukio hili ni la kihistoria nchi ik-  
isherehekea miaka 50 ya uhuru  
..Tunatoa tuzo kwa bidhaa bora 61  
Afrika Mashariki na tunaamini watu  
wanafurahia kuwa uwezesaji wa ki-  
uchumi na uwekezaji imekuwa  
muhimu na ajenda kubwa ya serikali

ya Tanzania," alisema.

Dk. Bilal alisisitiza kuwa wazal-  
ishaji na wauzaji wa masoko ya ndani  
lazima wajue namna ya kuziboresha  
bidhaa zao na kwamba hiyo itawa-  
saidia kuhimili ushindani katika ma-  
soko mengine duniani.

"Tanzania ni eneo zuri kwa  
uwekezaji hapa Afrika, tuzo hizi za bid-  
haa zilizofanya vizuri ni mara ya  
kwanza kutolewa hapa nchini na bid-  
haa nyingi zimefanya vizuri pia tu-  
nawatatambua wenzetu wa Kenya na  
Uganda katika tuzo hizi," alisema.

Kwa upande wake, Waziri wa Nchi  
Ofisi ya Waziri Mkuu, Uchumi na

Uwezesaji, Dk. Marry Nagu, alisema  
Tanzania na Afrika nzima zina chang-  
amoto katika masoko ya dunia.

Mkurugenzi wa Superbrands  
Afrika Mashariki, Jawad Jaffer, alise-  
ma bidhaa bora zilizotunukiwa  
hazikupigiwa kura na majaji peke yao  
bali pia walaji zaidi ya 2,500.

Alisema kila bidhaa iliyofanya  
vizuri na kupewa tuzo hiyo inamaelezo  
ya kurasa mbili kama sehemu ya ku-  
tambua bidhaa hizo kwenye kitabu ki-  
nachosambazwa na kampuni ya super-  
brands kwa kila nchi.

"Kitabu tutakachozindua ki-  
takuwa katika tovuti ya superbrands

Afrika Mashariki, fedha za kigeni na  
kutakuwa na maelezo ambayo ni  
muhimu kwa bidhaa zote zilizopata  
tuzo ya superbrands Afrika  
Mashariki," Jaffer alisema.

Tanzania ilionekana kuwa ndiyo  
yenye bidhaa bora za kupewa tuzo ya  
superbrands ikifuatiwa na Kenya na  
Uganda. Gazeti la The Guardian ndilo  
pekee Tanzania lililopewa tuzo ya su-  
perbrand ikifuatiwa na radio ya Clouds  
fm. Makampuni ya simu kama Airtel  
Vodacom na Tigo nazo zilipewa tuzo za  
superbrands, wengine waliopata tuzo  
hiyo ni benki ya CRDB na kampuni ya  
Azam.



SUPERBRANDS EAST AFRICA	Media Tracking-Dec 2011
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Hotel	Superbrands East Africa	Date	17 Dec 2011
Publication	Nipashe	Circulation	20,000
Title	Gazeti la Guardian lapewa tuzo bidhaa bora	PR Value	TZS 10,000,000- Usd 6,667

## NIAPSHE





Wafanyakazi wa The Guardian Limited, wakipiga picha ya pamoja na Makamu wa Rais, Dk. Bilal baada ya kukabidhiwa tuzo na Superbrands..



Meneja wa Masoko wa kampuni ya The Guardian Limited, Simon Marwa (kushoto), akitoa neno la shukrani baada ya kampuni yake kukabidhiwa tuzo kutoka kwa Superbrands.



Baadhi ya wafanyakazi wa kampuni ya The Guardian Limited, wakihudhuria hafla ya kukabidhiwa tuzo kutoka kwa Superbrands.



Meneja wa Masoko wa kampuni ya The Guardian Limited, Simon Marwa (wa pili kushoto),

akikabidhiwa tuzo kutoka kwa Mkurugenzi wa Superbrands, Jawed Jaffer, huku Makamu wa Rais, Dk. Bilal (kulia) akatangalia. (Picha zote na mpiga picha wetu)



Superbrands East Africa	Media Tracking-Dec 2011
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Hotel	Superbrands East Africa	Date	17 -12-2011
Publication	Tanzania Daima	Circulation	15,000
Title	Dr. Bilal azituza Kampuni	PR Value	TZS 633,000 USD 422



## Dk. Bilal azituza kampuni

Na Shehe Semtawa

MAKAMU wa Rais, Dk. Mohammed Gharib Bilal, amekabidhi tuzo ya mwaka, kwa Kampuni ya SuperBrand ikiwa ni kuzitambua na kuzipa heshima bidhaa za kampuni mbalimbali zilizofanya vizuri katika kipindi cha mwaka huu.

Akizungumza katika hafla fupi ya kukabidhi tuzo hizo jana jijini Dar es Salaam, Dk. Bilal alisema anaishukuru kampuni kwa kuzitambua kampuni za hapa nyumbani na kuzitangaza kimataifa.

Alisema anaamini kwa kupata tuzo hizo, kampuni zilizobahatika kutambuliwa hazitabweteka bali zinapaswa kuongeza juhudi katika uzalisha wa bidhaa bora

na kuwaridhisha wateja wao.

Miongoni mwa kampuni za hapa nyumbani zilizofanya vizuri na kupata tuzo ni pamoja na Airtel, Azam, Chai Bora, Whitedent, Clouds FM, CRDB, Serenget Breweries, Tanga Cement, Konyagi, The Gurdian, Tigo na Vodacom.

Aidha, kwa upande wa Kenya, kampuni zilizopata tuzo hizo zilikuwa 12 ambapo miongoni mwa hizo ni pamoja na KWS, Safaricom, Oilibya, Raiply na KUMATT na nyingine saba.

Naye Mkurugenzi wa Miradi Afrika Mashariki, Jawad Jaffer, alisema hakuna kinachofanyika bila kuhusisha SuperBrand katika maisha ya Watanzania kila siku.



Superbrands East Africa	Media Tracking- Dec 2011
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Hotel	Superbrands East Africa	Date	19 Dec 2011
Publication	The Citizen	Circulation	15,000
Title	VP assures Superbrand of gov't business support	PR Value	TZs-3,200,000 Usd-2,133



**ECONOMY** The branding is a relatively new phenomenon in country's investment scenario

## VP assures Superbrand of govt business support

Superbrand's EA director Jawad Jaffer (R) hands over the Superbrand book to the Vice President, Dr Mohammed Gharib Bilal, during the first country's International tribute event held in D' Salaam on Thursday. Left is State minister PMO - Investment and Empowerment, Dr. Mary Nagu. PHOTO | SILVAN KIWALE

The Vice President told the business community that their contribution was greatly valued and encouraged them to keep improving and being innovative to increase productivity and quality.

**By Victor Karega**  
The Citizen Correspondent

**Dar es Salaam.** The Vice President, Dr Mohammed Bilal, has commended the business community for their contribution towards supporting development in the country enabling it to compete with its neighbours within East Africa and outside.

The Vice President was speaking at the official launch of Superbrand International Tribute in Tanzania held at the Hyatt Regency Hotel in Dar es Salaam on Thursday.

"We need to see you grow, and that you effectively compete with other big businesses in East Africa and outside the block."

UNITED REPUBLIC OF TANZANIA VICE PRESIDENT DR MOHAMMED BILAL

**REPORT: CONTRAST - DOING BUSINESS IN EA**

The World Bank ranking also showed Tanzania slumping on trading across border at position 133rd in 2010 from 131 in the previous year, whilst dealing with construction permits has had the country placed at 178th from 175th.

In payment of taxes, the country is ranked 120th from 113th while starting of business is at position 120th, down from 111th in the previous year.

business innovation and ingenuity in an increasingly competitiveness business and economic environment. According to him, the branding is a relatively new phenomenon for most Tanzanian businesses, adding that this was an opportunity for community businesses to express and demonstrate their competing capability in a globalised market.

The Vice President told the business community that their contribution was greatly valued and encouraged them to keep improving and being innovative to increase productivity and quality. He said it was clear to him that local marketers had a keen understanding of what made a brand tick, and that they had the passion and enthusiasm required for the improvement of their industries.

However, he said that global brands continued to dominate the market, among them included Coca-Cola, Microsoft, Nokia and Google.

an enabling and conducive environment. We believe you will flourish and grow beyond the borders of the country and the block," he said.

Dr Bilal pointed out that the government will continue to recognise, promote and support Tanzania's