

Media Coverage

Country	Date	Publication
East Africa	2017	Press Clipings





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Monday 22 May 2017

NATIONA

Kilimanjaro water, ITV named super brands

COMPREHENSIVE survey conducted by marketing experts and over 1,000 Tanzanian consumers based in Dar es Salaam, Arusha and Mwanza regions has named Kilimanjaro drinking water and ITV among the top twenty super brands.

The process was managed by a London based company, The Centre

for Brand Analysis.
According to a press statement issued in Dar es Salaam yesterday, there has been increased consistency of the leading brands in the region whereby 10 brands retained the top 20 positions from the previous year.

"There was, however, a big dip in the performance of some brands. The top 20 overall is a balanced blend of global brands such as Toyota and Pepsi as well

as local brands such as Kilimanjaro drinking water and Chai Bora. As is evident, it is a mix set of results for evident, it is a mix Set of resums for these brands, with a considerable amount of volatility highlighting different winners over the period," said Stephen Cheliotis, CEO of the Centre for Brand Analysis.

Cheliotis said they will continue to see reduced volatility in the Tanzanian market, with an increasing number of new brands entering the top 20 of the country's brand elite

"These top brands are once again led by the impressive household and personal hygiene brand Whitedent, while Foma Gold comes second," he noted.

It said that household and personal hygiene brands, Whitedent and Foma Gold were voted Tanzania's leading super brands for the year 2017.

New entries into the ranking included Foma Gold, Chai Bora, Mwananchi and University of Dar es Salaam. Meanwhile, CRDB Bank and Toyota

have both entered the top 20, with the former moving up one place to 11th and the latter up a significant four places to 16th. The general trend has seen an increase of brands in the top 20 drawn from Finance, Household, Automotive as well as Food & Beverage categories.

Having moved up from the bottom of the list, Tanzania's strongest brands Whitedent and Forma Gold have shown ongoing brand equity growth in the region.

Other brands that made it to the top 20 list of Tanzanian Consumer Super brands 2017 were, Panadol, Mlimani City, NMB, Vodacom, Konyagi, Clouds FM, Azam Uhai, M-Pesa, Hedex, Pepsi and Nakumatt.

United Nations Development Programme



CONSULTANCY OPPORTUNITY

United Nations Development Programme (UNDP) Tanzania Country Office wishes to procure services of qualified National Consultant to accomplish the following assignment:

Individual Consultant to Undertake GIS and Remote sensing mapping and Ground truthing for the Greater Ruaha and Kitulo-Kipengere Landscapes, Southern Tanzania

STUBITAR JANOITANABINI



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cost of transport and enhance easy access to agricultural inputs, larger markets and social services within the East Africa Community (EAC).

AfDB has also extended a concessional loan to the Government of Tanzania amounting to Sh10.4 billion to finance the rehabilitation and expansion of Holili-Moshi-Arusha road (115km) and construction of a 42km by-pass in Arusha.

The Kenyan section of the road runs from the border at Taveta to Voi through Mwatate, linking with Mombasa. crated resources.

Rotich said the completion of the road would increase trade between Kenya and Janzania.

66This [road] will promote tourism and foster regional integration."

EasyCoach bags superbrand status

By STANDARD REPORTER

Public transporter EasyCoach has been named a superbrand after months of rigorous assessment and selection through independent research and grading by the East African Superbrands Council and members of the public.

The coveted status, which comes with the Superbrands seal, makes a brand more recognisable and marks it as trustworthy.

The Superbrand certificate was presented to EasyCoach Managing Director Azym Dossa by Superbrands lixecutive Director Jawad Jaffer.

"If we ever needed validation, and affirmation that what we are doing is right, then this is it. I would like to thank the Superbrands team for their professionalism throughout this exercise and to congratutate my team for yet another accolade well-deserved," said Dossa.

EasyCoach, formed nine years ago, offers transport to multiple destinations in the Rift Valley, Nyanza and Western regions. It has won the National Road Safety Award a record nine times.

The firm will leverage on its brand status to continuously improve its services to a growing clientele in Kenya. Dossa added.

"What started as an industry award, has become a globally recognised barometer for the region's strongest brands. There has never been a more exciting time to identify and celebrate the region's leading brands," Jaffer said.

The Superbrands organisation was started in 1995 in London to pay tribute to the world's greatest brands as selected by experts and ronsumers.

Universities and Colleges Football League champions Zetech College rediscovered their winning ways with a 2-0 victory over Utalii over the weekend,

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