

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2007	Press Clippings

### COVER STORY

## And East Africa's Superbrands are... The search for East Africa's best is on, writes CAROLE KIMUTAI

**"The starting point for adding brands to a portfolio as part of growth in the existing market or extension into new segments is to evaluate brand opportunities by scrutinising needs of customers,"**  
— George Waititu



**T**o paraphrase Eminem's song, 'The Real Slim Shady', will the real Superbrand please stand up? I repeat: will the real Superbrand please stand up.

Superbrands, an independent arbitrator of branding, is in East Africa to identify and pay tribute to outstanding brands. "Superbrands East Africa will aim to identify those brands that are performing above and beyond others within the market," says Jawad Jaffer, Superbrands project director and associate director.

The Superbrands initiative is already present in more than 60 countries in the world. In Africa, the initiative is in North Africa (Morocco), West Africa (Nigeria) and South Africa. The drive is making its debut in East Africa for the first time. According to Jaffer, the Superbrands initiative signifies the East African market has come of age.

The process of selecting East Africa's Superbrands involves a rigorous selection process by an independent voluntary council comprising leading experts drawn from the communication, advertising and marketing sectors. The Superbrands East Africa council 2006/7 has 15 members who will serve a one-year term. See full list on the side bar.

"The council will rate several brands from East Africa that have been selected through a survey. The brands with the highest rating are then given the opportunity to voluntarily join the Superbrands project," Jaffer says.

According to Jaffer, the council

will be looking out for several things in East African brands: Market dominance, longevity, goodwill, customer loyalty and the overall market acceptance. He adds the criteria are based on global standards.

### CHARACTERISTICS OF A SUPERBRAND

A Superbrand must be dominant in the market and have a huge market share vis-à-vis the competition. Consumer perception of the brand must also be positive.

Longevity is also very important. A Superbrand must stand the test of time and pull through in times of trouble. "We will want to know how the brand handled a crisis or bad publicity and if it is strong enough to overcome," Jaffer says.

A Superbrand must have goodwill—the consumer must trust its quality and the product must live up to its promise. Superbrands have loyal consumers: is the consumer willing to pay a premium for the brand? Is the brand valuable enough for the consumer to look for it?

In terms of overall market acceptance, a Superbrand is unique, readily available and consumers will always recommend it to their friends.

George Waititu, group managing director, The Standard Group and a Superbrands council member, says a Superbrand is a brand that has excelled beyond the functional product deliverables and achieved a high level of emotional differentiation.

"Just like kryptonite drives

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## What it takes to be a Superbrand

DHL has been named a Superbrand in India, UAE, USA and the UK. SOKONI spoke to Bob Ochiamba, DHL Kenya area marketing coordinator, on what it takes to be a Superbrand.



Bob Ochiamba

### How has DHL benefited from being a Superbrand around the world?

DHL is very proud to have been singled out in many different countries for this recognition. DHL stands out because it has also had a global Superbrand recognition for over the last 10 years. It is never an easy task to end up achieving this recognition and the fact that DHL keeps achieving it time and again is a tribute to how we have consistently met and satisfied the needs of our customers.

### What does it take to be a Superbrand?

When DHL was named a Superbrand in the UK, it was recognised as 'the brand that keeps its promises.' At DHL, we will go to every length to make sure our customers are satisfied. The focus on the customer guides everything we do at DHL, from customer service to our routes to our middle and senior management.

### Do you think DHL Kenya will be among East Africa's Superbrands?

Yes we are confident we will be among the Superbrands of East Africa. This is because we are the leading courier company in the region, with the most investment in technology and human resource, and the highest commitment to customer satisfaction.

### How can you describe the DHL brand?

The DHL brand represents quality, speed, security and reliability in the 219 countries and territories we operate.

### How do you know a brand is successful?

A brand is successful when it is associated with delivering excellent quality that consistently meets and surpasses customer expectations.

### How have you positioned DHL in the Kenyan market?

Kenya is one of DHL's largest markets in Africa. DHL on the other hand is the leading express, freight and logistics company in Kenya with over 90 per cent of the market share. We have achieved this through being the reliable business partners to many companies as well as satisfying the needs of retail customers.

## Three things you didn't know about...

### AUDI

- Audi's Quattro technology came into being as a result of a four-wheel vehicle developed by Audi for the Germany Army. The car was found to be so effective on ordinary roads that Ferdinand Piech then head of R&D, built an experimental Audi 80 with four-wheel drive.
- An Audi A8 racing car covers a greater distance during the Le Mans 24 Hour race than a formula one does in an entire season.
- The four rings in the Audi logo represent the union of four independent car companies - Audi, DKW, Wanderer and Horch - in 1932.



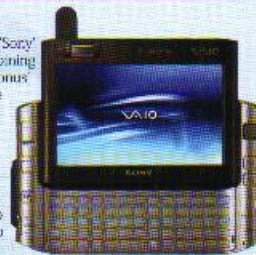
### SEVEN SEAS



- It used to be policy that all visitors eating at the Seven Seas office canteen should take a dose of cod liver oil before a meal.
- Seven Seas cod liver oil is exported to more than 150 countries worldwide.
- Tony Blair, Terry Wogan, Gloria Hunford, Goldie and LL Kim are all avid users of cod liver oil.

### SONY

- The company name 'Sony' was created by combining two words. One is 'sonus' in Latin, which is the root of the words 'sound' and 'sonic'. The other is 'sonny' meaning 'little son'. The words are used to show that 'Sony' is a very small group of young people who have the energy and passion for unlimited creation.
- Sony's first product was a rice cooker.
- Since the launch of the Play station in 1994, more than 13,000 games titles have been developed, creating a software market that sells more than 250 million games annually.



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## East Africa's first super brand

BY: CAROLE KIMUTAI

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Cereal manufacturer is the first in East to receive the Superbrands certification.

Nairobi – Weetabix now has the status of a 'super brand' in East Africa.

Jawad Jaffer, head of Superbrands East Africa franchise said Weetabix performed above and beyond others within the market: "The Superbrand Council bestowed the status of 'Superbrand' on Weetabix after a stringent sifting and analysis process. Superbrand status is granted only to exceptional brands that have forged the finest reputation in their field in a bid to promote good branding practices globally," said Jawad.

Ahsan Manji, the general manager of The Breakfast Cereal Company (Kenya) Ltd - the manufacturers of Weetabix in Kenya - said the company has focused on reinforcing the core brand values and has positioned the brand as the nutritious breakfast cereal for the entire family.

"The healthy nutritious positioning is reinforced by wholegrain goodness and the fortification of the product with essential vitamins and iron. Weetabix enjoys a premium image amongst consumers, and is the Breakfast Cereal Brand of East Africa," said Ahsan.

The brand currently estimates it commands 65% market share of the breakfast cereals market segment.

He said the company has increased its advertising spend as part of its brand building strategy implementation and to counter the persistent threat from imported brands.

### Local product holds its own against imports

"Consumer awareness and usage of breakfast cereals has been on the increase. More imported brands are today entering the market from Argentina, South Africa, United Kingdom, United States and Egypt. Prices of these imported brands have been declining due to the strengthening of the Kenya shilling versus the US dollar" said Ahsan.

He said the company is reinforcing and succeeding in positioning the breakfast cereal brand as an 'all family cereal' versus the previous 'only for children' perception.

Weetabix was chosen as a Superbrand by an independent and voluntary council of leading experts comprising of individuals with a background in branding. Brands invited to participate in the project must display market dominance, longevity, goodwill, customer loyalty and market acceptance.

In October 2006 the company changed its name to "The Breakfast Cereal Company (Kenya) Ltd", and continues to manufacture under license from Weetabix Ltd UK.

The new company name reflects the core business of the organization, and its leadership in the segment.

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## Supermarket chain attains Superbrand status

BY: CAROLE KIMUTAI

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One of Kenya's largest supermarket chains has received the Superbrand status.

Nairobi - Retail supermarket chain, Nakumatt Holdings, which began life as a family structured business, has received the East African Superbrand status in recognition of its market leadership status in the region.

Jawad Jaffer, Superbrands East Africa project director, said Nakumatt had registered strong point returns on its overall market acceptance, market dominance, brand longevity, customer loyalty and goodwill.

'East Africa Superbrands evaluators are convinced of Nakumatt's brand leadership profile which matches some of the best retail brands in the world,' he said.

Atul Shah, Nakumatt Holdings managing director said the supermarkets' ongoing transformation had enabled it chart new frontiers. 'A Superbrand certification will serve to encourage us to work even harder to attain more world-class standards,' Shah said.

'We are honoured and privileged to receive this Superbrand award which is also an affirmation of our goodwill as a community partner. We are most grateful to our customers, staff, and community at large who've extended a vote of confidence in our services,' he said.

As part of its strategy, Nakumatt has running an integrated marketing communications campaign alongside its KSh1 billion expansion project in the region.

The retail chain has 18 branches in various parts of Kenya and recently opened a hypermarket in the country's capital – Nairobi. The hypermarket has 11,000 square metres of shop-floor space.

The chain has announced plans of venturing in to the financial services sector with a scheduled launch of co-branded Visa credit cards in conjunction with a local bank.

Nakumatt joins other local brands such as radio station Capital FM, cereal maker Weetabix and oil marketer Kenya Shell who have also been accorded the Superbrand status.

Globally, brands that have achieved Superbrand status in over 10 countries include: DHL, American Express, Audi, AVIS, Sony, McDonald's, MasterCard, Philips, Pepsi, Nokia, Microsoft, Gillette, Kodak and Heinz.

Brands with Superbrand status are entitled to use the Superbrands award seal on their packaging and in their advertising to show customers that they have achieved this recognition for their branding excellence.