

Superbrands

Media Coverage

Country	Date	Publication
Ghana	2012	Press Clippings

Ghana: Ecobank Gets Superbrands Awards

By Masahudu Ankiilu Kunateh

Ecobank Ghana has been named one of Ghana's top-most 16 corporate brands at a ceremony organised in Accra recently. Twenty-four (24) product brands were also named on the night, bringing the total awards to 40 superbrands.

The awards were conferred on these 40 brands by the globally known Superbrands, the world's largest independent arbiter of branding, which identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world.

<http://allafrica.com/stories/201212140540.html>

Joy FM receives 2012 Superbrand books

Myjoyonline.com | Ernest Dela Aglanu



Mr Eric Affaidu (left), Mr Max Fugah and Doreen Andoh

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Your Super station Joy FM which was adjudged the nation's topmost brand for 2012 has been presented with 100 copies of Superbrand books.

Superbrands Ghana, organizers of the Superbrands Ghana awards made the presentation at the offices of Joy FM Monday. The station beat 40 other main brands to win the award.

CEO of Superbrands Ghana, Mr Eric Affaidu told **Myjoyonline.com** after the presentation that Joy FM won the award due to the positive feedback organizers received from consumers.

Joy FM, he noted, was selected after they did “a consumer survey to shortlist the number of radio stations in Ghana to five and then based on longevity and goodwill” experts also sat to assess each of the stations.

According to him, out of the numerous stations in Ghana, “it was Joy FM that scored very high [marks] and therefore deserves to be a Superbrand.”

Mr Affaidu added that the station has been exceptional when it comes to performance and that won the station the **Brand of the Year** awards.

The book, *Ghana's Superbrands: An insight into Ghana's strongest brands (Volume one)*, is an encyclopedia of all the winners in the maiden edition of the Superbrand awards.

Chief Operating Officer of Joy FM, Mr Ekyi Quarm, Host of Cosmopolitan Mix, Doreen Andoh, Sales and Marketing Manager of Joy FM, Mr Max Fugah represented Joy FM at the ceremony while Joyce Ahiadorme and George Out Asare represented Superbrands Ghana.

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<https://www.modernghana.com/news/448356/joy-fm-receives-2012-superbrand-books.html>



Samsung Ghana ad

judged "Super Brand"

Accra, Dec. 3, GNA - Samsung Ghana has been adjudged a super brand in Ghana by Superbrands, an international organisation and the world's largest independent arbiter of branding.

A press release issued to the Ghana News Agency on Monday said Superbrands paid tributes to the biggest brands by recognizing their branding excellence and style that sets them apart from competitors.

It said the award comes on the heels of Samsung's recent rating as the 9th Best Global Brand by Interbrand's Best Global Brands Report for 2012.

Mr Sangbaek Kim, Managing Director of Samsung Ghana, said the award and recognition by Superbrands, undoubtedly was recognition of hard work and the quest for innovation over the years, which has mainly been driven by their customers.

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◆The customers are the ones who keep us dreaming and breaking frontiers in order to enrich their lives with innovative products. We could not have reached this far without them,◆ he added.

<http://www.ghananewsagency.org/social/samsung-ghana-adjudged-super-brand--53268>