

Superbrands

Media Coverage

Country	Date	Publication
East Africa	2016	Press Clippings

Homegrown companies top list of east Africa's best brands



A group photo from the Superbrands East Africa event held earlier this week to celebrate winners

When Superbrands East Africa announced the strongest brands in the region last year, it was local companies that topped the lists in Kenya, Tanzania and Uganda. **M-Pesa** (mobile phone payments), Azam (from food and beverages to logistics and entertainment) and Rwenzori (bottled water) claimed the number one spots in **Kenya**, **Tanzania** and **Uganda** respectively. This week, Superbrands held an event celebrating the finalists.

In an interview with *How we made it in Africa*, Jawad Jaffer, project director and associate publisher at Superbrands East Africa, said of the results: "Homegrown brands understand the market and operate from within, not remotely. This makes decision-making quicker than [for] global brands."

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Launched in 2007 by Kenyan mobile network operator [Safaricom](#), M-Pesa is a mobile money service used by over 20 million customers, with an average of 900 transactions per second, and moving KSh15bn (US\$14,7m) daily.

Through partnerships with business owners, commercial banks, government agencies and international money transfer platforms, customers are able to use the service to pay their bills and transfer money. According to Safaricom's latest financial results, M-Pesa's revenue recorded growth of 33.7% in the last six months, to KSh.25.9bn (\$254m).

Kenya top 10

RANK	BRAND NAME	CATEGORY
1	M-Pesa	Financial – general
2	The Kenya Red Cross Society	Relief organisations
3	Safaricom	Telecommunications, internet and broadband
4	The Daily Nation	Media – newspapers and magazines
5	Facebook	Information and search
6	Google	Information and search
7	Microsoft	Software and computer services
8	Nakumatt	Retail – supermarkets and grocers
9	Citizen TV	Media – TV stations

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RANK	BRAND NAME	CATEGORY
10	Mumias Sugar	Food – sauces, spreads and condiments

Rwenzori was a pioneer in Uganda's bottled water market when it started, in 1993. More than two decades later, several other players have entered the country, but in 2014 the company – now owned by [SABMiller](#) – still claimed to have a 65% market share. The water is exported to the [Democratic Republic of Congo](#), [Rwanda](#), Tanzania, Kenya and [South Sudan](#).

Uganda top 10

RANK	BRAND	CATEGORY
1	Rwenzori	Drinks – non-alcoholic – general
2	Sadolin Paints	Household – general
3	MTN	Telecommunications, internet and broadband
4	Nakumatt	Retail – supermarkets, grocers and other retailers
5	Fresha Dairy	Drinks – non-alcoholic – dairy drinks, milk & cream
6	MTN Mobile Money	Financial – general
7	NTV	Media – TV stations
8	Serena Hotels and Resorts	Travel – hotels & resorts

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RANK	BRAND	CATEGORY
9	Panadol	Pharmaceutical
10	Coca-Cola	Drinks – non-alcoholic – carbonated soft drinks

Tanzania's top brand, Azam, owned by the [Bakhresa Group](#), has been recognised as a "Superbrand" for eight consecutive years, since 2009. Azam has a range of companies under its umbrella, which are targeted at markets in east and central Africa. These two regions comprise of 90% of its annual turnover of \$800m.

AzamTV, a paid set of satellite TV channels (like American cable), was launched in Tanzania in December 2013, and later in Kenya and Uganda. The service sold 250,000 units within the first fifteen months of operation, achieving the fastest growth for a satellite TV service in east Africa. Azam is also in the transport industry, operating ferry boats between Dar es Salaam and Zanzibar.

Tanzania top 10

RANK	BRAND	CATEGORY
1	Azam	Food – general
2	Bakhresa	Food – confectionary & snacks
3	Panadol	Pharmaceutical
4	ITV	Media – TV stations
5	Tanga Fresh	Drinks – non-alcoholic – dairy drinks, milk & cream

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RANK	BRAND	CATEGORY
6	M-Pesa	Financial – general
7	NMB bank	Financial – banks
8	Clouds FM	Media – radio stations
9	Furniture Centre	Retail – furniture and interiors
10	Vodacom	Telecommunications, internet and broadband

The selection process started with a compilation of 1,000 brands, presented to a council of judges who cut the list down to 600. A consumer survey focusing on the reliability, quality and distinctiveness of nominated brands was put together, based on the 600-brand shortlist. The research took two years, and to ensure the credibility of the process, The Centre for Brand Analysis (TCBA) in London appointed market research firm TNS RMS to conduct the required fieldwork in east Africa.

<https://www.howwemadeitinafrica.com/homegrown-companies-top-list-east-africas-best-brands/56631/>

Superbrands EA Celebrates The Region's 53 Strongest Brands

Posted on November 8, 2016, updated on November 8, 2016 by yvonne Kendi

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Nairobi, 4th November 2016, Superbrands East Africa celebrated 53 of the region's top brands at an illustrious tribute awards ceremony at the Villa Rosa Kempinski. An evening dedicated to the celebration of exceptional brands in Uganda, Tanzania and Kenya saw top executives across ten industries in attendance.

Her Excellency, The First Lady Margaret Kenyatta, graced the evening as guest-of-honor and accepted the illustrious CSR award for her initiative Beyond Zero. Beyond Zero is featured in this year's Superbrands Volume IV book for its tremendous work in improving maternal and child healthcare in Kenya. Amongst the many brands awarded with the Superbrand status were RMA Motors, MPESA, Keringet, NTV Uganda, AMS Properties, ArtCaffe Group, Britam, DHL and East African Cables.

The tribute evening saw mentalist, Larry Soffer, from South Africa unveiling the new edition of the Superbrands EA book, Volume IV in an exhilarating performance, keeping guests at the edge of their seats with his impressive skills. Maia Von Lekow graced the evening with a

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beautiful vocal performance and of course, the evening could not have been a success without Bonney Tunya and Edith Kimani as the MCs who kept the guests entertained throughout the night.

KENYA

1. Alliance Media
2. AMS Properties
3. Apex Steel
4. Artcaffé coffee & bakery
5. Bidco Africa
6. Bobmil Industries Ltd
7. Britam
8. Dawaat
9. Dairyland
10. Darling
11. DHL
12. East African Cables
13. Easy coach
14. Elliots Bread
15. Exe
16. Jogoo
17. Kenya Red Cross
18. Keringet
19. House of Manji
20. Mpesa
21. Nakumatt
22. Newline
23. Nzoia Sugar
24. Parents
25. PC World
26. Pembe
27. RMA Kenya
28. Sony Sugar
29. Supa Loaf
30. United Millers Ltd
31. Viro
32. Yellow Pages

UGANDA

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1. Bank of Baroda
2. Crestanks
3. NTV
4. Radio One
5. Roofings Group
6. Splash Juices

TANZANIA

1. Alliance Insurance
2. Ando Roofing
3. Azam
4. Chai Bora
5. ITV
6. Masumin Printways & Stationers Ltd
7. Multicables
8. National Bank of Commerce
9. Petrofuel
10. Royal Furnishers
11. Simba Cement
12. The Guardian
13. Vitafoam
14. Whitedent

<http://hbr.co.ke/superbrands-ea-celebrates-the-regions-53-strongest-brands/>

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WORLD AIDS DAY

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Superbrands Awards

By Website

Added 28th November 2016 11:20 PM

Celebrating strong regional brands



Larry Soffer and Jaffer unveiling this year's Superbrands Volume IV book

Early this month, Super brands East Africa celebrated 53 of the region's top brands at a memorable tribute awards ceremony that was held at the Villa Rosa Kempinski in Nairobi, Kenya. The 53 exceptional brands are from Kenya, Uganda, and Tanzania. Kenyan companies dominated the list with 33 companies, followed by Tanzania with 14 companies while Uganda had only six. Ugandan companies that were celebrated included, Bank of Baroda, Crestanks,

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NTV Uganda, Radio One, Roofings Group and Splash Juices. Also to note, is that out of the 53 strongest brands that were announced as the strongest brands in the region majority are local companies, which is big achievement in brand building. "This year we honour 53 brands, from over 10 industries, across three countries and touching more than 100,000,000 lives. This is the power and reach of East Africa's most relevant brands," Jawad Jaffer, project director and associate publisher Superbrands East Africa says. Kenya's first Lady Margaret Kenyatta, graced the evening as guest-of-honour and accepted the illustrious Cooperate Social Responsibility (CSR) award for her initiative Beyond Zero.

CSR activities



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Beyond Zero is featured in this year's Superbrands Volume IV book for its tremendous work in improving maternal and child healthcare in Kenya. Jaffer says Superbrands recognises the importance of CSR and the need to drive the conversation of what brands are doing on this leading edge. "We always celebrate the best CSR initiatives," Jaffer says. He says Superbrands has been examining and celebrating the world's strongest brands since 1995. "What started as an industry award has become a globally recognised barometer of the most iconic brands. It was honour to celebrate all the outstanding brands in the region," Jaffer says. Whereas the shift from simple products to brands may seem like a relatively new phenomenon, the concept has been in existence since the time people created goods to trade. Jaffer explains that, from ancient Babylon and the spice route traders to the Chinese dynasties, symbols, trademarks and signage have been a part of our social fabric. "Superbrands is excited to pay tribute to the most valued brands in East Africa at this tribute awards ceremony, each one, be it internationally

known or home-grown has connected their story to consumers through hard work and determination to provide quality," Jaffer says. He says in the history of branding there has never been a more relevant time to identify and celebrate the region's leading brands, than now. "Brands no longer compete locally but rather on the global stage. It has become increasingly important for brands to forge and cement their relationship with their

loyal consumers," he says. Those with the greatest equity will stand above the rest

as they engage meaningfully each and every day.

Selection process

According to Jaffer, the selection process is divided into seven steps whereby the official rankings are originated from a combination of

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feedback from experts (Superbrands East Africa council members) and consumer surveys. The council consists of a group of exceptional entrepreneurs who have a deep appreciation of the 'brandscape' in the region. Some of these council members include Mohamed Dewji (METL, Tanzania), Sameer Merali (Sameer Investments) and Vimal Shah (Bidco Africa). To ensure credibility and legitimacy of the process, London based 'The Centre for Brand Analysis' (TCBA) appointed TNS RMS International research firm to conduct the required fieldwork in East Africa. A consumer survey focusing on reliability, quality and distinctiveness of the brand was put together based on the shortlist of brands provided by the council members. The research spanned over a two-year period.

What is superbrands

Superbrands is the world's largest independent arbiter of branding. It identifies and pays tribute to exceptional brands by recognizing, rewarding and reinforcing leading brands from all over the world. The organisation runs the Superbrands award schemes and promotional programmes, each with a brand focused publication at its core. Superbrand status strengthens a brand's position, adds prestige and sets the brand apart from its competitors. Superbrands East Africa is an affiliate of Londonbased Super-brands UK. It has launched programmes in over 88 countries including all the key global markets. These programmes aim to identify those brands that are performing above and beyond others within the market. In East Africa they operate in Kenya, Tanzania and Uganda, and this was the fourth ceremony since 2008 and it on a bi-annual basis.

Benefits

Each brand which qualifies is invited to join a membership programme administered by Superbrands Ltd. For those brands choosing to join, a

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membership fee is payable. The benefits offered to member brands include among others engaging consumers. Apparently distribution of the book and online promotions by Superbrands in the domestic and foreign markets will reach new potential customers worldwide. This ultimately helps drive sales. Research by the Nielsen Company across 48 countries shows that 74% of consumers who recognize the Superbrands Seal claimed to be more likely or much more likely to purchase products or service associated with the Superbrands Award Seal, and 69% would be more likely or much more likely to recommend the product/ service to a friend. This strategy also helps to influence key decisions makers. It also presents an opportunity to make the most of one's brand's strength. Superbrand status is a powerful message for one's customers, employees, and company stakeholders.

Quality hands Roofings super title



Roofings high quality products have earned them regional reputation

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By Geoffrey Mutegeki

Roofings Group, the leading steel manufacturers in East Africa, have attained the prestigious Superbrands status for being among the top quality brands in East Africa and the world at large.

Roofings is among the six that were the only Ugandan brands which are on the list of the 53 top East African brands. It was released this month by Superbrands East Africa.

There are 33 Kenyan companies on the list, while Tanzania has 14. According to Oliver Lalani, the Roofings Group executive director, attaining the superbrands status is a big reward for all the hard work they have put into the brand over the last 22 years.

“Being selected as a Superbrand is not an easy feat since you are assessed by an independent jury together with the public on whether a brand indeed qualifies as a Superbrand,” Lalani says.

Roofings walks the talk

Lalani says right from the start, the company always went an extra mile to ensure they do things the right way. “Our number one philosophy is to provide a product that is consistently manufactured as per the minimum required standard. The materials we procure, the technology we employ and the process controls, together with a competent workforce have led us to achieve a stable, high quality product which we pride ourselves in,” Lalani says.

He notes that having the right product is not sufficient, but other factors such as distribution channels or accessibility are equally important to ensure that the consumer gets the right experience in purchasing the product.

Today, roofings products are available in all the East African partner states and beyond.

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Lalani assures clients that Roofings shall continue to deliver and offer the highest quality products at the right price, in time to the ever growing needs of customers.

“We are comfortably positioned to serve the market for years to come and understand the need to innovate and grow our product range. The recent launch of our Aluminium/zinc coated roofing sheets is a testimony to this,” Lalani says.

Achievement

Over the last 15 years, Roofings Group has made various investments, especially with the conception of the Roofings Rolling Mills plant in Namanve, which has put the company in better position to serve the future needs of the customers.

“We strive to be a one-stop shop for all steel construction related materials, which shows in the range of products we supply. The introduction of our PVC/HDPE and PPR pipes has also helped us in this aim to serve the construction sector from one source,” Lalani says. Although there is a threat of fake products on the market, Lalani explains that Roofing’s products meet the standards and have been labeled for easy identification.

“There has been a big threat of sub-standard goods entering into the market and this has led to various incidents where buildings have even collapsed. With Roofings, the consumers can rest assured that their structure will stand the test of time. Our products are also clearly labeled and identifiable in the market,” he says.

Tips her clients

Lalani says all Roofings’ products are certified and meet minimum standards at all times.

“One example I can give is our TMT bars, which we produce in Namanve. We were the first company in East Africa to mark each and

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every bar with our name, the strength and even the nominal diameter, so that consumers are no longer cheated in the market where they are sold 10mm bars instead of 12mm bars,” Lalani says.

He advises their customers, that when purchasing Roofings’ products they should always look out for the marking on the product itself, and to buy from reputable hardware shops near them.

Thankful to their clients

He commended the customers for the confidence, commitment and support they have shown the company over the years.

“It makes us very proud to know that we are the preferred steel construction materials supplier for the wider population and it is this pride that makes us strive to continuously improve on our product offerings and customer service level enhancement,” Lalani says.

The company plans to develop a steel making unit which can use local iron ore to make value-added products for the construction sector.

https://www.newvision.co.ug/new_vision/news/1441017/superbrands-awards

Alliance Media is awarded Superbrand status (again)

14 NOV 2016 | ISSUED BY: ALLIANCE MEDIA

On 4 November 2016, Superbrands East Africa hosted a distinguished awards ceremony at the Villa Rosa Kempinski. The evening was dedicated to the celebration of exceptional brands in Uganda, Tanzania and Kenya.

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Her Excellency, The First Lady Margaret Kenyatta, graced the evening as the guest of honour. Top executives across ten industries were in attendance including Alliance Media's Edgar Mabhiza. The evening saw mentalist Larry Soffer presenting the new edition of the *Superbrands EBook*, Volume IV.

"Superbrands is excited to pay tribute to the most valued brands in East Africa at this our tribute awards ceremony, each one, be it internationally known or homegrown, has connected their story to consumers through

hard work and determination to provide quality. We are honoured to celebrate all the outstanding brands in the region," said Jawad Jaffer, the Project Director and Associate Publisher Superbrands East Africa.

Alliance Media sees the recognition received by Superbrands East Africa for the past six years as a true accolade because it underpins the fact that Alliance Media fully understands the importance of creating a strong brand.

Alliance Media's clients' use outdoor and airport advertising to build their brands across the African continent and this Superbrands Award shows that Alliance Media is a partner who knows how to grow brands.



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Superbrand status strengthens a brand's position, adds prestige and sets the brand apart from its competitors.

Alliance Media is Africa's leader in billboard and airport advertising. To get access to more information about how Alliance Media grows brands in Africa or to advertise in any of the 23 countries in which Alliance Media operates, contact the Africa desk at info@alliancemediacom or on +27 11 880 4664.

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<http://www.bizcommunity.com/Article/196/82/153715.html>

Kenya Red Cross Society named second biggest brand in East Africa

Published: 17 November 2016 14:47 CET



KRCS Secretary General Dr. Abbas Gullet (the right), receives 1st Runners up award at the Superbrand awarding Ceremony at Vila Rosa Kempinski. Photo: Steve Mwenje, Kenya Red Cross Society

By Florence Ogola, Kenya Red Cross Society

The Kenya Red Cross Society (KRCS) was awarded the second position in the 2015/2016 Super Brand East Africa tribute event held at the Villa Rosa Kempinski, in Nairobi, Kenya. The awarding ceremony that took place on Friday, 4 November 2016 saw the attendance of KRCS's Secretary General, Abbas Gullet, who received the award on behalf of the organization.

"It is a great honour for Kenya Red Cross Society to be named the second strongest brand in East Africa, a position we have held twice in a row. To get here, it has taken us a lot of work, passion

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and dedication and this award is indeed something that we hold close to our hearts," Dr. Gullet said.

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

This year's project was administered by London-based The Centre for Brand Analysis. The rankings are obtained from a cocktail of both consumer and experts viewpoints.

"The leading brands not only prove that they offer quality products and services that consumers can trust but do so on a consistent basis," said Nishat Mawji, Client Service Manager Super Brands. "Consumers voted Kenya Red Cross Society very high on Trust and Loyalty, despite very minimal advertising due to your Non-Profit status," Nishat added.

This is not the first time that KRCS is appearing among the top ten giant brands in East Africa. Last year KRCS took the second position and has received recognition since 2011.

The First Lady, Her Excellency Margaret Kenyatta graced the awarding ceremony as the guest of honour and received the first position's award on behalf of the Beyond Zero Foundation, for its exceptional performance with regards to maternal health and child mortality.

<http://www.ifrc.org/en/news-and-media/news-stories/africa/kenya/kenya-red-cross-society-named-second-biggest-brand-in-east-africa-73688/>

Beyond Zero recognized amongst East Africa's 53 Super Brands

By [PSCU](#) For Citizen Digital

⌚ Updated on: 1425, November 5, 2016 (EAT),



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First Lady Margaret Kenyatta has received a prestigious award recognising the Beyond Zero Initiative among East Africa's Super Brands.

The revolutionary Beyond Zero drive was on Friday evening recognized as the strongest brand under a special category of Corporate Social Responsibility (SCR) where the campaign was celebrated as the initiative of the year.

In a ceremony held at Villa Rosa Kempinski Hotel in Nairobi, 52 other brands from the region also received their awards, among them Kenya's electronic money transfer platform Mpesa, East African Cables, the Kenya Red Cross, Britam, Alliance Media and PC World.

The First Lady, who is the patron of the Beyond Zero campaign, received a special award as an appreciation for the initiative's work in improving maternal and child healthcare in Kenya.

The Beyond Zero campaign is a platform designed to provide high-level leadership in reducing maternal, child and newborn deaths and ending new HIV infections using the mobile clinic as the baseline instrument of engagement

Super Brands is the world's largest independent arbiter of branding.

It identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading heavyweights from all over the world.

The branding arbiter is based in the United Kingdom but has a presence in 88 countries, including all the key global markets.

<https://citizentv.co.ke/news/beyond-zero-recognized-amongst-east-africas-53-super-brands-147744/>

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Superbrands East Africa Honours Alliance Media



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Her Excellency, The First Lady Margaret Kenyatta, graced the evening as the guest of honour. Top executives across ten industries were in attendance including Alliance Media's Edgar Mabhiza. The evening saw mentalist Larry Soffer presenting the new edition of the Superbrands EBook, Volume IV.

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http://www.viscomafrika.com/SIG_350/viscom03.html