CRDB BANK AND AZAM EXCEL ONCE AGAIN AS SUPERBRANDS

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, Tusksys, 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.

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.
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 Nagni.

(Photos by Robert Okanda)
State pledges support to local businesses, investors

By ORTON KISHWILKO

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

Dr Bilal said on Thursday night at a ceremony to award East Africa’s companies repeat for producing best products.

“The government will continue to recognize and assist start up businesses so as to create external competition and grow the economy,” he said.

He said the award, known as Superbrands International, was one significant chance for Tanzanian companies to

Mr Jawad Jaffer, the EAC Common Market offers a challenge for companies operating in each partner state to build knowledge of their brands’ strengths through 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 wanted that those failing would suffer due to the influence of well-branded products in the region.

Superbrands East Africa is an independent arbiter in branding.

Mr Jaffery, said that companies which got these awards came from consumers. He said several of their products had recognized them due to satisfaction from their quality 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, the past three years. 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 “brandship” in the country being examined.

The Superbrands African 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 best known brands and promises to live up to the global reputation as the “Oscar of Branding.”

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Superbrands East Africa

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Superbrands East Africa
Publication
The Guardian
Circulation
20,000

Date
26 Nov 2011

Title
Superbrands to host annual tribute event in Dar Dec 15
PR Value
Tzs-1,282,800
Usd-855

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 range from FMCG brands to local family owned businesses featured in the Superbrands book.

CRDB product development and research manager Juwanal 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 was carried out amongst 550 brands in the country to assess the strength of the brand as perceived by the consumer.
The Guardian scoops Superbrands awards

The Guardian scoops Superbrands

Representatives of Superbrands award winners in group photo with Vice President Dr. Mohamed Gharib Bilal at the presentation ceremony in Dar es Salaam on Thursday night. (All photos by Guardian Photographer)
Superbrands award

The Guardian Ltd staff in celebratory mood after Vice President Dr Mohamed Gharib Bidal presented Superbrands award to The Guardian.
The Guardian Ltd Marketing Manager Simon Marvia receives the Superbrands award from Superbrands Project Director Jovani Jaffer as Vice President Dr Mohamed Gharib Bidal looks on.
Dr Mary Nagi, Minister of State in the Prime Minister’s Office (Investment and Empowerment) delivers speech at the Superbrands award presentation event.
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**Gazeti la The Guardian lapewa tuzo bidhaa bora**

**Na Joseph Mwenda**

GAZETI la The Guardian lapewa tuzo bidhaa bora ni muhimu kwa wakati wa maisha ya完结 mkubwa. "Kwa upande wewe kama Wazamani, uawekezaji bingwa wa bidhaa bora, wewe kwa kuwaida mazoezi na wawekezaji ni muhimu kwa wakati wa maisha ya wengine."

**Title**

Gazeti la The Guardian lapewa tuzo bidhaa bora ni muhimu kwa wakati wa maisha ya wengine. "Kwa upande wewe kama Wazamani, uawekezaji bingwa wa bidhaa bora, wewe kwa kuwaida mazoezi na wawekezaji ni muhimu kwa wakati wa maisha ya wengine."

**PR Value**

TZS 1,440,000

**Hotel**

Superbrands East Africa

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**NIAPSHE**

![Image of Gazeti la Guardian](image-url)
Walisimyafi wake The Guardian Limited, wakilige picha ya pamoja na Makanu wa Rais. Dr. Bibi bado ya kufindehwa tuzi na Superbrands.

Mwongo wa Mwanza wa kompani ya The Guardian Limited, Simon Marwa (kusheto), uliza nane la shikzani za kufindia ya kompani yake kuu kubadhiwe huko kuloka kwa Superbrands.

Mwando wa Mwanza wa kompani ya The Guardian Limited, Simon Marwa (wa pili kubadha), ulizahitaji lako kudhibe na kompani ndani Mturagho wake Superbrands. Jovu Jaffe, huku Makanu wa Rais, Dr. Bibi (kusha) adangulwa, (Rais) alikuwa mge picha mwenzi.
Na Shehe Semeawa


Akizungumza katika hafla fupi ya kukabidhi tuzo hizo jana ilihani Dar es Salaam, Dk. Bilal ali-sema anaishukuru kwa kuzitambua kampuni za hapa nyumbani ita kuzifangaza kimataifa.

Ali-sema anaaamini kwa kupata tuzo hizo, kampuni zilizobahatika kutambuliwa hazitabweteka bali zina-paswa kuongeza juhudi katika uzalishwa wa bidhaa bora na kuwaridhisha wateja wao.


Aldha, kwa upande wa Kenya, kampuni zilizopata tuzo hizo ziliikuwa i2 ambapo miongoni mwa hizo ni pamoja na KWS, Safaricom, Oiffiya, Railply na KUMATT na nyunguko abuja na miradi maelezo zuzi ya kampuni.

VP assures Superbrand of gov’t business support

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 Karuga

Dar es Salaam. The Vice President, Dr. Mohamed Gharib Bilal, has commended the business community for their contributions towards supporting development in the country and urged them to compete with the 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,” he said.

Superbrand’s EA director Javed Jaffer (R) hands over the Superbrand trophy to the Vice President, Dr. Mohamed Gharib Bilal, during the first country’s international tribute event held in D’Salaam on Thursday. Left is State minister NKO - Investment and Empowerment, Dr. Mary Nagi. PHOTO/CHIRAZ HARRY

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

The World Bank rating also showed Tanzania climbing up trading partner on various indices. From 97th in 2010, Tanzania is now in the top 100th to 110th while the starting business is at position 120th, down from 111th in the previous year.

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 recognize, promote and support Tanzania’s business innovation and ingenuity is an increasingly competitive business and economic environment. According to him, the brand is a relatively new phenomenon for most Tanzanian businesses saying that it was an opportunity for community businesses to express and demonstrate their competiting 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.