

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings

## Super-brands East Africa Releases Top 20 Quality Brands

By Samuel - May 26, 2015



Mr Jawad Jaffer, the Superbrands East Africa Project Director.

KAMPALA,-Super-brands East Africa, an affiliate of London-based Super-brands UK, has today May 26, announced Uganda's top 20 brands that have joined the league of super brands for 2015/16. Super-brands is the world's largest independent arbiter of branding and

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings

it identifies and pays tribute to exceptional brands by recognizing, rewarding and reinforcing leading brands from all over the world.

The research incorporated the views of both an expert council and over 1000 consumers; the latter surveyed in Uganda by TNS RMS, and sought to identify the nation's strongest brands.

Rwenzori, Sadolin Paints, and MTN Uganda took the first, second and third place respectively, according to the consumer vote results. Ten brands retained their top 20 positions from the last survey, showing the enduring strength of leading brands and the difficulties faced by rivals in trying to overcome the incumbent's reputational strength. Some of the new entrants are Sadolin Paints (2nd), Fresh Dairy (5th), Mountain Dew (14th), Serena Hotels and Resort (8th), Uganda Waragi (13th), among others.

Those who dropped out of the top 20 are National Insurance Corporation, Bell Lager, Dettol, Bata, Daily Monitor, Shoprite, Warid Telecom, Radio One, Vaseline, and Bidco Uganda. Mr Jawad Jaffer, Super-brands East Africa Project Director, noted that more than 400 brands from more than 28 different sectors were considered and as always the East African public had the final say.

"The results provide a detailed and robust barometer of brand success and performance with the overall and category winners justifiably proud of their performance in this competitive process. It is good to see that at least half of the brands that were among the top 20 remained competitive to again feature in the recent results," he added at the unveiling event at the Serena Kampala Hotel.

According to Christine Mueni of TNS RMS, a Super-brand is a brand that represents high quality, reliability and distinction. In addition Super-brands are deemed to have established the finest reputation in their field, they offer customers significant emotional and/or tangible advantages over other brands, which (consciously or sub-consciously) customers want and recognize.

### **The official top 20 Ugandan Consumer Super-brands:**

1. Rwenzori (drinks –non-alcoholic) – 100.00
2. Sadolin paints (household-general and adolin paints – 88.02
3. MTN (TELECOMMUNICATIONS, INTERNET & BROADBAND) – 86.98
4. NAKUMATT (RETAIL – SUPERMARKETS, GROCERS) – 84.87
5. FRESH DAIRY (DAIRY DRINKS, MILK & CREAM) – 84.52

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings

6. MTN MOBILE MONEY (FINANCIAL – GENERAL) – 84.21
7. NTV (MEDIA – TV STATIONS) – 84.21
8. SERENA HOTELS AND RESORTS (HOTELS & RESORTS) – 83.70
9. PANADOL (PHARMACEUTICAL) -82.46
10. COCA-COLA (CARBONATED SOFT DRINKS) – 80.51
11. MAKERERE UNIVERSITY (EDUCATION PROVIDERS) – 77.21
12. OMO (HOUSEHOLD – CLEANING PRODUCTS) – 75.86
13. UGANDA WARAGI (DRINKS – ALCOHOLIC – SPIRITS) – 75.50
14. MOUNTAIN DEW (CARBONATED SOFT DRINKS) – 74.37
15. NOKIA (HOUSEHOLD – APPLIANCES & ELECTRONICS) – 73.10
16. BUKEDDE (MEDIA – NEWSPAPERS & MAGAZINES) – 72.18
17. TOTAL (OIL & GAS) – 71.96
18. NEW VISION (MEDIA – NEWSPAPERS & MAGAZINES) – 71.20
19. MUKWANO COOKING OIL (FOOD – COOKING FATS) – 70.76
20. BLUEBAND (FOOD – GENERAL) – 70.40

<http://eagle.co.ug/2015/05/26/super-brands-east-africa-releases-top-20-quality-brands.html>

## M-Pesa, Red Cross top Kenya’s list of ‘super brands’

TUESDAY, FEBRUARY 3, 2015 19:23

BY ANNIE NJANJA, ANJANJA@KE.NATIONMEDIA.COM |

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings



FROM LEFT: TNS RMS EAST AFRICA CEO ERIC REINGEWERTZ, SUPERBRANDS PROJECT DIRECTOR JAWAD JAFFER AND THE CENTER FOR BRAND ANALYSIS CEO STEPHEN CHELIOTIS DURING THE RELEASE OF THE SUPERBRANDS LIST IN NAIROBI ON FEBRUARY 3, 2015.

PHOTO | FILE

[Safaricom](#)'s mobile money payments service M-Pesa has topped this year's list of Kenya's Superbrands, overtaking its parent company, Safaricom, which dropped to number three in the bi-annual ranking.

Kenya Red Cross Society took second position, standing out as the only relief organisation in the top 10 positions based on a survey of marketing experts and Kenyan consumers.

Tech companies dominated the ranking, with Facebook, Google and Microsoft taking the fifth, sixth and seventh positions respectively as they made their debut in the fourth Kenya Superbrands listing.

"We surveyed both informed experts and consumers who ultimately decide what brands to buy to determine the region's strongest superbrands," said Stephen Cheliotis, chief executive of The Centre for Brand Analysis (TCBA) which did the ranking.

*Daily Nation* and Citizen Television were the only media brands that made an appearance in the top 10 list at position four and nine respectively. The two, however, dropped from positions two and five respectively.

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings

Nakumatt and [Mumias Sugar](#) took the eighth and tenth positions.

The survey was conducted by the London-based TCBA and Africa's research firm TNS RMS.

“The leading brands not only prove that they offer quality products and services that consumers can trust but do so on a consistent basis.”

While conducting the survey, Rueben Egesa of TNS RMS East Africa, said they found out that most consumers were tech-savvy and preferred brands that engaged them electronically. They also found out that consumers have a preference for brands that appeal to the global market.

Nearly 1,000 brands were reviewed.

The companies clinching the top positions were exceptional in generating respect among experts and desirability among consumers, said Mr Cheliotis.

“Consumers are more exposed because of the pool of information available and being informed has made them very demanding and specific to the kind of products they consume and services they subscribe to,” said Mr Egesa.

According to Mr Cheliotis, Superbrands are defined by their ability to position themselves differently in the market. Quality products or services, ability to deliver consistently, personality and values of the brand were therefore the key determinants of the superbrands.

“A superbrand delivers tangibly and emotionally. Quality, reliability and distinction of the service or product distinguishes it from the rest.”

Among the brands ousted from the top ten positions are Coca-Cola, [Equity Bank](#), [Crown Paints](#), Colgate which are currently at number 11, 18, 20, 14 respectively, Citizen Radio and [Kenya Airways](#).

<https://www.businessdailyafrica.com/corporate/M-Pesa-tops-Kenya-superbrands-list/539550-2612098-bfifsg/index.html>

## East Africa: Clouds FM Shines in EA Superbrands Survey

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings

Tagged:

- [East Africa](#)
- [Tanzania](#)

By Daily News Reporter

*The most popular radio station in the country, Clouds FM, was yesterday named among top Superbrands in East Africa and owners vowed to look for continental awards in future.*

"We are going to focus on quality to sustain superiority in the market," Clouds FM Director of Programme and Production, Mr Ruge Mutahaba, said after receiving a certificate as the 2015/16 Superbrands in East Africa in the radio category for Tanzania.

<http://allafrica.com/stories/201504301394.html>

## Uganda's top 20 superbrands 2015: MTN Top Telecom brand

By

[Roger Bambino](#)

-

May 28, 2015

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings



MTN Uganda's Senior Manager Brand and Communications Martin Sebuliba (2R) receives the 2015/16 Superbrands certificate from Superbrands East Africa Project Director Jawad Jaffer at the Serena Kampala Hotel on Tuesday. Left is Christine Mueni of research firm TNS RMS and Right is Isaac Tegule, the MTN Brand Manager.

# Superbrands

## Media Coverage

<b>Country</b>	<b>Date</b>	<b>Publication</b>
East Africa	2015	Press Clippings

Superbrands East Africa, an affiliate of London-based Superbrands UK, has this week announced Uganda's top 20 superbrands that have joined the league of super brands for 2015/16. And MTN Uganda has by no surprise emerged as the Top Telecom brand in Uganda. Superbrands is the world's largest independent arbiter of branding. It identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world.

The research incorporated the views of both an expert council and over 1000 consumers; the latter surveyed in Uganda by TNS RMS, and sought to identify the nation's strongest brands.

Rwenzori, Sadolin Paints, and MTN Uganda took the first, second and third place respectively, according to the consumer vote results. Ten (10) brands retained their top 20 berths from the last survey, showing the enduring strength of leading brands and the difficulties faced by rivals in trying to overcome the incumbent's reputational strength. Some of the new entrants are Sadolin Paints (2<sup>nd</sup>), Fresh Dairy (5<sup>th</sup>), Mountain Dew (14<sup>th</sup>), Serena Hotels and Resort (8<sup>th</sup>), Uganda Waragi (13<sup>th</sup>), among others.

Those who dropped out of the top 20 are National Insurance Corporation, Bell Lager, Dettol, Bata, Daily Monitor, Shoprite, Warid Telecom, Radio One, Vaseline, and Bidco Uganda.

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings

Mr Jawad Jaffer, the Superbrands East Africa Project Director, noted that more than 400 brands from more than 28 different sectors were considered and as always the East African public had the final say. He also added at the unveiling event at the Serena Kampala Hotel that:

[signoff icon="quote-circled"]“The results provide a detailed and robust barometer of brand success and performance with the overall and category winners justifiably proud of their performance in this competitive process. It is good to see that at least half of the brands that were among the top 20 remained competitive to again feature in the recent results,”[/signoff]

According to Christine Mueni of TNS RMS, a Superbrand is a brand that represents high quality, reliability and distinction. In addition Superbrands are deemed to have established the finest reputation in their field, they offer customers significant emotional and/or tangible advantages over other brands, which (consciously or sub-consciously) customers want and recognise. Mueni said;

[signoff icon="quote-circled"]“The leading brands were judged on three core criteria namely; quality, reliability and distinction. In addition to the consumer surveys, three separate surveys, one in each country, surveyed the leading business-business brands. Brands do not pay to enter the survey and

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings

all of the key brands regionally are considered in the extensive research process," [/signoff]

Separate surveys were done in Kenya and Tanzania. The leading brands will be showcased in the next edition of the Superbrands East Africa publication.

## The official top 20 Ugandan Consumer Superbrands:

1. RWENZORI MINERAL WATER (DRINKS – NON-ALCOHOLIC – GENERAL) – 100.00
2. **SADOLIN PAINTS (HOUSEHOLD – GENERAL) – 88.02**
3. MTN (TELECOMMUNICATIONS, INTERNET & BROADBAND) – 86.98
4. NAKUMATT (RETAIL – SUPERMARKETS, GROCERS & OTHER RETAILERS) – 84.87
5. **FRESH DAIRY (DRINKS – NON-ALCOHOLIC – DAIRY DRINKS, MILK & CREAM) – 84.52**
6. MTN MOBILE MONEY (FINANCIAL – GENERAL) – 84.21
7. NTV (MEDIA – TV STATIONS) – 84.21
8. **SERENA HOTELS AND RESORTS (TRAVEL – HOTELS & RESORTS) – 83.70**
9. PANADOL (PHARMACEUTICAL) -82.46
10. COCA-COLA (DRINKS – NON-ALCOHOLIC – CARBONATED SOFT DRINKS) – 80.51
11. MAKERERE UNIVERSITY (EDUCATION PROVIDERS & FACILITIES) – 77.21
12. OMO (HOUSEHOLD – CLEANING PRODUCTS) – 75.86

# Superbrands

## Media Coverage

Country	Date	Publication
East Africa	2015	Press Clippings

- 13.UGANDA WARAGI (DRINKS – ALCOHOLIC – SPIRITS) – 75.50
- 14.MOUNTAIN DEW (DRINKS – NON-ALCOHOLIC – CARBONATED SOFT DRINKS) – 74.37
- 15.NOKIA (HOUSEHOLD – APPLIANCES & ELECTRONIC GOODS) – 73.10
- 16.BUKEDDE (MEDIA – NEWSPAPERS & MAGAZINES) – 72.18
- 17.TOTAL (OIL & GAS) – 71.96
- 18.NEW VISION (MEDIA – NEWSPAPERS & MAGAZINES) – 71.20
- 19.MUKWANO PREMIUM VEGETABLE COOKING OIL (FOOD – COOKING FATS) – 70.76
- 20.BLUEBAND (FOOD – GENERAL) – 70.40

<https://www.techjaja.com/ugandas-top-20-superbrands-2015-mtn-top-telecom-brand/>