

PRINT

DATE	PUBLICATION	HEADLINE (click each to view)	ARTICLE SUMMARY	PAGE	SLOT	WEIGHTING	AVE in Ksh	PR VALUE in Ksh
02 Apr 2022	People Wikendi	Legend athlete Keino awarded as 2022 Superbrand Personality of the Year	Two-time Olympic gold medalist and the first Kenyan runner to venture into professional athletics Kipchoge Keino was yesterday awarded Superbrands Personality of The Year Award at an award ceremony held in Nairobi.	Page 25	Sports News	Positive	KES 255,000.00	KES 765,000.00
04 Apr 2022	The People	RECOGNISING ACHIEVEMENT	Jawad Jaffer (right) Superbrands EA Project Director presents the newly introduced "Superbrands Personality of The Year Award" to leading Kenyan sporting hero Kipchoge Keino at a Tribute Awards ceremony in Nairobi. Looking on is Vimal Shah, Superbrands Council Member. Keino noted that his hard work and focus made him a world class competitor.	Page 16	Business News	Positive	KES 255,000.00	KES 765,000.00
05 Apr 2022	The Star	Superbrands Awards Top E African Brands	The East African Superbrands' Volume on Thursday celebrated 40 of the region's top brands at a Tribute Awards Ceremony at Trademark Hotel, Nairobi.	Page 18	Entertainment	Positive	KES 480,000.00	KES 1,440,000.00
05 Apr 2022	The Star	Investors wooed during party with Portugal Business Council	The Portuguese Business Council held its annual meeting at the Goan Gymkhana Club in Ngara, Nairobi, on Thursday. 3. Superbrands Council Member Vimal Shah, EA Personality of the Year Kipchoge Keino and	Page 18	Entertainment	Positive	KES 480,000.00	KES 1,440,000.00
8th-15th April 2022	The Asian Weekly	Superbrands Fetes East Africa's Top 40 Brands	On 31st March the region's 40 Top brands were Celebrated at a Tribute Wards Ceremony by Superbrands East Africa.	Page 14	Business News	positive	KES 275,400.00	KES 826,200.00
							KES 1,745,400.00	KES 5,236,200.00
							US\$15,177.39	US\$45,532.17

TV

DATE	STATION	HEADLINE	ARTICLE SUMMARY	TIME	SLOT	WEIGHTING	AVE in Ksh	PR VALUE in Ksh
1st April 2022	KTN News	Kip Keino the legend	Two time Olympic gold medalist Kipchoge Keino was able to scoop 2022 Superbrands personality of the year award. Speaking during the award ceremony, Keino noted that youth should be empowered and should also be given much needed support.	1335hrs	Inside Sports	Positive	KES 273,560.00	KES 820,680.00
1st April 2022	KTN	Kip Keino the legend	Two times Olympic gold medalist Kipchoge Keino scooped the 2022 Superbrands Personality of the Year Award by the Superbrand East Africa. Speaking during the award ceremony the pioneer in Kenya's professional athletics noted that the youth should be empowered and supported adequately in order to solidify the talent	09:00 PM	Sports News	Positive	KES 288,480.00	KES 346,176.00
1st April 2022	KTN	Kip Keino the legend	Two times Olympic gold medalist Kipchoge Keino scooped the 2022 Superbrands Personality of the Year Award by the Superbrand East Africa. Speaking during the award ceremony the pioneer in Kenya's professional athletics noted that the youth should be empowered and supported adequately in order to solidify the talent	07:00 PM	Sports News	Positive	KES 140,400.00	KES 421,200.00
1st April 2022	Ramogi TV	Kipchoge Keino Wins Superbrands award	Two-time Olympic gold medalist Kipchoge Keino has been named as the 2022 Superbrands Personality of The Year Award by the Superbrands East Africa at an award ceremony held in Nairobi.	07:00 PM	Sports News	Positive	KES 175,400.00	KES 526,200.00
1st April 2022	CTV	Keino crowned Super brand	Kipchoge Keino was last night awarded the Super brands [personality of the year award by the Super brands East Africa at an award ceremony held in Nairobi.	04:00PM	Sports News	Positive	KES 191,290.00	KES 573,870.00
							KES 1,069,130.00	KES 3,207,390.00
							US\$9,296.76	US\$27,690.35

DIGITAL

DATE	ONLINE WEBLINK	HEADLINE	ARTICLE SUMMARY	WEIGHTING	JOURNALIST	PR VALUE in Ksh
1st April 2022	https://www.kbc.co.ke/track-legend-kipchoge-keino-named-superbrands-personality-of-the-year/	Track legend Kipchoge Keino named SuperBrands personality of the year	Two-time Olympic gold medalist has been named the 2022 Superbrands Personality of The Year Award by the Superbrands East Africa at an award ceremony held in Nairobi.	Positive	Benard Okumu	KES 469,200.00
1st April 2022	https://citizenwitness.co.ke/index.php/2022/04/01/superbrands-east-africa-celebrates-40-of-the-regions-top-brands/	Superbrands East Africa celebrates 40 of the region's top brands	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 257,040.00
1st April 2022	https://allafrica.com/stories/202204010487.html#:~:text=Superbrands%20East%20Africa%20celebrated%2040%20from%20Kenya%20and%20Tanzania%20and%20Uganda.	Kenya: Living Legend Kip Keino Named Superbrands Personality of the Year	Two-time Olympic gold medalist Kipchoge Keino has been named as the 2022 Superbrands Personality of The Year Award by the Superbrands East Africa at an award ceremony held in Nairobi.	Positive	N/A	KES 206,400.00
1st April 2022	https://taarifafrica.com/regions-top-41-brands-crowned-in-a-post-pandemic-awards-gala/	Regions Top 41 Brands Crowned in a Post Pandemic Awards Gala	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 260,100.00

1st April 2022	https://biznakenya.com/superbrands/	Superbrands East Africa celebrates 40 of the region's top brands	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 229,680.00
1st April 2022	https://www.capitalfm.co.ke/sports/2022/04/01/living-legend-kip-keino-named-superbrands-personality-of-the-year/	Living Legend Kip Keino Named Superbrands Personality Of The Year	Two-time Olympic gold medalist Kipchoge Keino has been named as the 2022 Superbrands Personality of The Year Award by the Superbrands East Africa at an award ceremony held in Nairobi.	Positive	Sports	KES 450,000.00
1st April 2022	https://athletics.co.ke/kipchoge-keino-wins-superbrands-personality-of-the-year-award/	Kipchoge Keino Wins Superbrands Personality of The Year Award	Kenyan sporting hero the legendary athlete Kipchoge Keino was awarded with the 'Superbrands Personality of The Year Award'.	Positive	WePukhulu Nato	KES 189,960.00
1st April 2022	https://businesstoday.co.ke/top-41-east-african-brands-crowned-at-awards-gala/	Top 41 East African Brands Crowned at Awards Gala	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 226,350.00
1st April 2022	https://www.youtube.com/watch?v=fkukdMGQ1jI	Kip Keino The Legend	Two time Olympic gold medalist Kipchoge Keino wins 2022 Superbrands personality of the year award	Positive	KTN News	KES 420,000.00
1st April 2022	https://hapakenya.com/2022/04/01/safaricom-and-betika-among-40-brands-recognized-by-superbrands-east-africa/	Safaricom and Betika among 40 brands recognized by Superbrands East Africa	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	Samson Nderi	KES 373,680.00
1st April 2022	https://sokodirectory.com/2022/04/superbrands-awards-top-40-brands-in-east-africa/	Superbrands Awards Top 40 Brands In East Africa	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 223,020.00
1st April 2022	https://www.gazetiappone.com/two-time-olympic-gold-medalist-kipchoge-keino-wins-2022-superbrands-personality-of-the-year/	Two time Olympic gold medalist Kipchoge Keino wins 2022 Superbrands personality of the year award	Two time Olympic gold medalist Kipchoge Keino wins 2022 Superbrands personality of the year award	Positive	N/A	KES 202,500.00
1st April 2022	https://www.teamkenya.co.ke/news/3144-kipchoge-keino-crowned-superbrands-personality-year?utm_source=Twitter&utm_medium=social&utm_campaign=news	Kipchoge Keino Crowned Superbrands Personality of The Year	Kipchoge Keino was crowned the super brand's personality of the year in the ceremony held on Thursday, March 31, at the Trademark Hotel in Nairobi.	Positive	N/A	KES 256,650.00
1st April 2022	https://newsday.co.ke/superbrands/	Superbrands East Africa celebrates 40 of the region's top brands	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 229,500.00
1st April 2022	https://www.eastafricatoday.com/kenya-living-legend-kip-keino-named-superbrands-personality-of-the-year/	Kenya: Living Legend Kip Keino Named Superbrands Personality of The Year	Two-time Olympic gold medalist Kipchoge Keino has been named as the 2022 Superbrands Personality of The Year Award by the Superbrands East Africa at an award ceremony held in Nairobi.	Positive	N/A	KES 253,500.00
1st April 2022	https://kenyandigest.com/superbrands-east-africa-celebrates-40-of-the-regions-top-brands/	Superbrands East Africa celebrates 40 of the region's top brands	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 220,350.00
1st April 2022	https://kenyandigest.com/kenya-living-legend-kip-keino-named-superbrands-personality-of-the-year/	Kenya: Living Legend Kip Keino Named Superbrands Personality of The Year	Two-time Olympic gold medalist Kipchoge Keino has been named as the 2022 Superbrands Personality of The Year Award by the Superbrands East Africa at an award ceremony held in Nairobi.	Positive	N/A	KES 220,350.00
1st April 2022	https://moneyandmarkets.co.ke/193208-2/	Region's top 41 brands crowned in a post pandemic awards gala	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 196,200.00
1st April 2022	https://mpasho.co.ke/exclusives/2022-04-01-kipchoge-keino-crowned-superbrands-personality-of-the-year/	Kipchoge Keino crowned superbrands personality of the year	Keino noted that his hard work and focus made him a world-class competitor and urged brands to come together and support sports in the country.	Positive	Fridah Naliaka	KES 328,800.00
1st April 2022	https://celebmagazine.com/2022/04/01/kipchoge-keino-crowned-superbrands-personality-of-the-year/	Kipchoge Keino crowned superbrands personality of the year	Keino noted that his hard work and focus made him a world-class competitor and urged brands to come together and support sports in the country.	Positive	N/A	KES 203,400.00
1st April 2022	https://kenyanreview.co.ke/legendary-athlete-kipchoge-keino-crowned-superbrands-personality-year/	Legendary athlete Kipchoge Keino crowned Superbrands Personality of The Year as 40 brands feted	Legendary Kenyan athlete Kipchoge Keino was on Thursday night crowned Superbrands Personality of The Year at a Tribute Awards Ceremony held at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 296,010.00
1st April 2022	https://allafrica.com/stories/202204010487.html	Kenya: Living Legend Kip Keino Named Superbrands Personality of The Year	Keino noted that his hard work and focus made him a world-class competitor and urged brands to come together and support sports in the country.	Positive	N/A	KES 206,400.00
1st April 2022	https://www.femmehub.com/2022/04/01/regions-top-41-brands-crowned-in-post-pandemic-awards-gala/	Regions Top 41 Brands Crowned In Post Pandemic Awards Gala	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 402,600.00
1st April 2022	https://www.ceoafrika.co.ke/regions-topt-41-brands-crowned-in-a-post-pandemic-awards-gala/	REGIONS' TOPT 41 BRANDS CROWNED IN A POST PANDEMIC AWARDS GALA	The 7th edition of the East African Superbrand's Volume was unveiled on 31st March 2022	Positive	Jacktone Lawi	KES 229,500.00
1st April 2022	https://bizwatchkenya.com/business/14193/	REGIONS' TOP 41 BRANDS CROWNED IN A POST PANDEMIC AWARDS GALA	The 7th edition of the East African Superbrand's Volume was unveiled on 31st March 2022	Positive	Larmy Majangah	KES 202,500.00
1st April 2022	https://www.businessquest.co.ke/regions-top-brands-crowned-in-a-post-pandemic-awards-gala/	Regions Top Brands Crowned in a Post Pandemic Awards GALA	The 7th edition of the East African Superbrand's Volume was unveiled on 31st March 2022	Positive	N/A	KES 235,620.00

1st April 2022	https://bizpostdaily.com/2022/04/01/superbrands-announce-east-africas-top-40-brands/	Superbrands Announce East Africa's Top 40 Brands	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	Daniel Ominde	KES 269,100.00
1st April 2022	https://kisumueveryday.com/2022/04/01/regions-brands-crowned-awards-gala/	Regions' Top 41 Brands Crowned In A Post Pandemic Awards Gala	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	Odiwour	KES 169,350.00
1st April 2022	https://thebusinesswatch.com/top-40-brands-in-east-africa-awarded/	Top 40 Brands In East Africa Awarded	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March	Positive	N/A	KES 259,500.00
1st April 2022	https://kenyaonlinenews.com/kipchoge-keino-named-superbrands-personality-of-the-year/	Kipchoge Keino Named Superbrands Personality of The Year	The legendary Kipchoge Keino poses with his son Martin Keino after being awarded the 'Superbrands Personality of The Year	Positive	N/A	KES 260,100.00
1st April 2022	https://www.mediaguru.co.ke/kenyan-sporting-hero-kipchoge-keino-named-as-the-superbrands-personality-of-the-year-2022-award/	Kenyan sporting hero Kipchoge Keino named as the Superbrands Personality Of The Year 2022 Award	Two-time Olympic gold medalist and the first Kenyan runner to venture into professional athletics Kipchoge Keino was last night awarded the 2022 Superbrands Personality of The Year Award by the Superbrands East	Positive	N/A	KES 236,700.00
1st April 2022	https://pelikken.com/single/news/8200	REGIONS' TOP 41 BRANDS CROWNED IN A POST PANDEMIC AWARDS GALA	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 235,500.00
1st April 2022	https://animalworld1.com/40-influential-east-african-companies-crowned-at-tribute-awards/	40 Influential East African Companies Crowned at Tribute Awards	Superbrands East Africa celebrated 40 East African companies that have shown resilience and made every effort to serve customers with care and compassion during the pandemic.	Positive	N/A	KES 259,770.00
1st April 2022	https://bizpostdaily.com/2022/04/01/superbrands-announce-east-africas-top-40-brands/	Superbrands Announce East Africa's Top 40 Brands	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 235,800.00
1st April 2022	https://parentsafrika.com/a/athletics-legend-kipchoge-keino-crowned-superbrands-personality-of-the-year/#.Yk_TQMMq8.whats	Kipchoge Keino crowned at Super brands awards	Kenya had 34 companies recognized and awarded making it a country with the highest number of awardees. Tanzania and Uganda received four and two awards respectively.	Positive	N/A	KES 209,400.00
1st April 2022	https://blaback.com/living-legend-kip-keino-named-superbrands-personality-of-the-year-98001.html	Living Legend Kip Keino Named Superbrands Personality of the Year	Two-time Olympic gold medalist Kipchoge Keino has been named as the 2022 Superbrands Personality of The Year Award by the Superbrands East Africa at an award ceremony held in Nairobi.	Positive	N/A	KES 202,500.00
2nd April 2022	https://www.the-star.co.ke/sports/athletics/2022-04-02-kipchoge-calls-for-more-ppps-in-kenyan-sports-to-nurture-talent/	Kipchoge calls for more PPPs in Kenyan sports to nurture talent	He was named the Superbrands Personality of the Year on Thursday night	Positive	Omondi Onyatta	KES 316,800.00
2nd April 2022	https://thetimes.co.ke/2022/04/01/regions-topt-41-brands-crowned-in-a-post-pandemic-awards-gala/	Regions' Topt 41 Brands Crowned In A Post Pandemic Awards Gala	The 7th edition of the East African Superbrand's Volume was unveiled on 31st March 2022	Positive	N/A	KES 262,800.00
3rd April 2022	https://moneyinafrica.com/kenya/nairobi-stock-exchange/safaricom-and-betika-among-40-brands-recognized-by-superbrands/	Safaricom and Betika among 40 brands recognized by Superbrands East Africa	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31 st March 2022 at the Trademark Hotel in Nairobi, Kenya.	Positive	N/A	KES 256,800.00
3rd April 2022	https://moneyinafrica.com/kenya/nairobi-stock-exchange/superbrands-awards-top-40-brands-in-east-africa/	Superbrands Awards Top 40 Brands In East Africa	Amongst the many brands awarded with the Superbrand 2022 seal of excellence: are Safaricom, Betika, Elgon-Kenya, Kenya Red-Cross, Supaloaf, The Guardian (TZ), and Bank of Baroda (UG)	Positive	N/A	KES 256,800.00
4th April 2022	https://techtrendske.co.ke/40-impactful-east-african-companies-crowned-at-tribute-awards/	40 Impactful East African Companies Crowned at Tribute Awards	Superbrands East Africa has feted 40 East African companies that exhibited resilience and went out of their way to serve customers with a sense of care and compassion during the pandemic.	Positive	N/A	KES 226,800.00
5th April 2022	https://www.th3doctorsreport.co.ke/2022/04/05/sporting-hero-kipchoge-keino-named-a-superbrands-2022-personality/	SPORTING HERO KIPCHOGE KEINO NAMED A SUPERBRANDS 2022 PERSONALITY.	Two-time Olympic gold medalist Kipchoge Keino was recognized as the 2022 Superbrands Personality of The Year Award by the Superbrands East Africa in an awarding ceremony held at the Trademark Hotel.	Positive	N/A	KES 236,700.00
1st April 2022	https://twitter.com/AmazinGKisumu/status/1509848173291966464	N/A	Regions' Top 41 Brands Crowned In A Post Pandemic Awards Gala	Positive	N/A	KES 541,500.00
1st April 2022	https://twitter.com/kipkeinofounda1/status/1509965935062437889	N/A	RT @KenyanReview : Legendary athlete Kipchoge Keino crowned Superbrands Personality of the Year as 40 brands feted	Positive	N/A	KES 541,500.00
1st April 2022	https://twitter.com/KeinoSportGroup/status/1509965931614777353	N/A	RT @KenyanReview : Legendary athlete Kipchoge Keino crowned Superbrands Personality of the Year as 40 brands feted	Positive	N/A	KES 541,500.00
1st April 2022	https://twitter.com/kenyan_digest/status/1509970134919745539	N/A	Kenya: Living Legend Kip Keino Named Superbrands Personality of the Year	Positive	N/A	KES 541,500.00
1st April 2022	https://twitter.com/kenyan_digest/status/1509818922136215553	N/A	Superbrands East Africa celebrates 40 of the region's top brands	Positive	N/A	KES 541,500.00
1st April 2022	https://twitter.com/KenyanReview/status/1509824495451881503	N/A	Legendary athlete Kipchoge Keino crowned Superbrands Personality of the Year as 40 brands feted	Positive	N/A	KES 541,500.00

1st April 2022	https://twitter.com/BiznaKEOfficial/status/1509816044474580999	N/A	Superbrands East Africa celebrates 40 of the region's top brands	Positive	N/A	KES 541,500.00
1st April 2022	https://twitter.com/CapitalFMSport/status/1509823647879290882	N/A	Living legend Kip Keino named Superbrands personality of the year	Positive	N/A	KES 541,500.00
1st April 2022	https://twitter.com/Kachib01/status/1509861108932304897	N/A	Superbrands East Africa celebrated 40 of the region's top brands at a Tribute Awards Ceremony held on Thursday 31st March 2022 at the Trademark Hotel in Nairobi, Kenya	Positive	N/A	KES 541,500.00
1st April 2022	https://twitter.com/TeamKenyaKE/status/1509853902719668255	N/A	Kipchoge Keino urged companies to support the growth of sports in this country after receiving his award.	Positive	TeamKenya	KES 541,500.00
2nd April 2022	https://twitter.com/medaguruh/status/1510134967350796291	N/A	Kenyan sporting hero Kipchoge Keino named as the Superbrands Personality Of The Year 2022 Award.	Positive	N/A	KES 541,500.00
5th April 2022	https://twitter.com/mmnju/status/1511193985087381506?t=MOEs1rdUPw7WizbMaVvK&s=08	N/A	Super Brands EA celebrated 40 of the region's top brands at the Tribute Awards Ceremony held on 31st March 2022 at the Trademark Hotel in Nairobi.	Positive	Mmjug	KES 541,500.00
31st March 2022	https://twitter.com/KenyaRedCross/status/1509599429229166596	N/A	We're honoured to be recognised by @SuperbrandsEA as one of the most outstanding brands in East Africa!	Positive	KRC	KES 541,500.00
31st March 2022	https://twitter.com/KenyaRedCross/status/1509599829596463108	N/A	This award is an even greater call for all humanitarians to enhance the quality of service we deliver to communities.	Positive	KRC	KES 541,500.00
1st April 2022	https://www.facebook.com/kenyanreview/posts/273077465021137	N/A	Legendary athlete Kipchoge Keino crowned Superbrands Personality of the Year as 40 brands feted	Positive	FB	KES 481,680.00
					TOTAL	KES 18,946,410.00