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African BUSINESS

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AFRICA'S BEST BRANDS

Exclusive ranking of Africa's most-admired and valuable brands of 2014

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Brands

We are pleased to renew our partnership with Brand Africa in publishing this unique ranking of all brands active in Africa today. The first annual listing appeared last year in the November 2013 issue.

The listing consists of several elements: 1) The 100 Most-Admired Brands in Africa. The aim was to find out from consumers in the field which brands they liked the most and to rank them. 2) The Most-Valuable Brands: Employing a complex system, Brand Africa and its

partners have worked out the current market value of the brands themselves.

While the listings themselves give us a fascinating idea of how brands are perceived in the African market and what sort of value they have built up, the data is invaluable to the companies themselves, as they present a true image of what consumers think, and also to investors. The tables show that local (and increasingly international) African brands can more than hold



Africa's Best Brands

their own against the might of the large global multinationals, even if the resources they can deploy in brand building are a fraction of those available to their global rivals.

The Report was compiled by Thebe Ikalafeng, founder, Brand Africa, Oliver Schmitz, managing director, Brand Finance Africa, and Rupert Kemp, valuation director, Brand Finance Africa.

Global giants reclaim the high ground

Economic growth in Africa, which is expected to register 4.7% this year and 5% in 2015, a faster pace of urbanisation and rapidly expanding middle class, have placed Africa among the new attractive retail and consumer markets in the world. Consumer spending is projected to reach \$1 trillion by 2020.

The key trends underpinning Africa's consumer growth includes an expanding pool of the working age population, the rapid growth of cities, changing consumer behaviour, greater mobility, improving business and trade environments and rising incomes.

According to *New World Wealth*, the rate of increase in millionaires and multimillionaires in Africa is among the highest in the world.

South Africa alone has broken the world record: the number of millionaires has grown by 106% over the last decade and multimillionaires by 102%. This easily beats the global average of 58% for millionaires and 71% for multimillionaires.

Africa is home to about 100,000 dollar millionaires – an increase of 7.4% over last year. The number of Nigerian millionaires is expected to grow by 47% over the next four years.

With Africans becoming wealthier, and travel and technology virtually obliterating borders and barriers, Africans have been exposed to, and are demanding, growing options in local and international brands.

Admired and Valuable

This is the second time that *African Business* is teaming up with Brand Africa to publish tables that rank all the brands active on the continent. For the purposes of this evaluation, Brand Africa has divided brands into African brands (African in origin) and non-African brands (international brands operative in Africa) which are more likely than not to be major global brands.

There are two major tables (pages 20 to 26) in this report. Using the table of 100 Most-Admired Brands in Africa, we then established the brand value of these brands and created a separate ranking: The Most-Valuable Brands. The value was established by crunching a number of metrics including financial statements. There were 15 private companies whose financials were not available and where the brand value, therefore, could not be established.

The tables that we published last year showed that, contrary to expectations, top African brands not only held their own against the multinational giants, they outperformed them in the Most-Admired brands

Why are brands important?

According to Wikipedia a brand is a “name, term, design, symbol, or any other feature that identifies one seller’s goods or services as distinct from those of other sellers.” Simple? Well not really.

Why are brands important?

A ‘brand’ is built on expectation and experience. In its simplest form, it is the associations people make when they see, hear or think of your organisation or product.

A brand is not simply a logo or symbol. Though a brand often includes a logo, it is also defined by specific fonts, colour schemes, symbols and even sound. All these elements are developed to collectively represent implicit core values, ideas, and even personality or tone of voice. It also includes how you present yourself to your customers – how you answer the telephone, the signage at the main entrance to your office or shop front, any promotional items or banners, the uniforms your staff wear, any promotional items, newsletters or banners that are used internally and externally. All these elements together form the basis of your overall brand.

So, why are brands so important?

In a highly competitive and visual-led marketplace, the ‘look’, styling and tone of your brand identity is essential. It should reflect the personality, ethos and spirit of the organisation while visually appealing to a wide audience. The power of a brand derives from a curious mixture of how it performs and what it stands for. When a brand gets the mix right it makes us, the people who buy it, feel that it adds something to our idea of ourselves.

In a world that is bewildering in terms of competitive clamour, in which rational choice has become almost impossible, brands

represent: clarity, reassurance, consistency, status, membership. In fact, everything that enables a human being to help to define themselves. Brands represent personal identity.

What makes a brand successful?

A brand’s success relies on the repetitive delivery of a consistent message. It is typically designed to cause immediate recognition by the viewer, inspiring trust, admiration, loyalty and an implied superiority.

Therefore, the most important aspects of creating and building a successful brand can be summarised as:

- Consistency
- Instant recognition
- Desirability (aspirational)
- Repetition.

Why do you need your brand to be consistent and repetitive? If you repeat something often enough people will believe the messages that you are communicating.

Creating and sustaining trust is what branding, above everything else, is all about. The best and most successful brands are completely coherent. Every aspect of what they do and what they are reinforces everything else.

A successful, consistent brand identity will distinguish and give recognition to your organisation as well as creating a ‘desirability’ factor for existing and potential new customers, employees, supporters and stakeholders.

Source: JUMP brand strategy, design and innovation agency

category. However, non-African brands dominated the listings.

This time around, non-African brands have continued their numerical domination, increasing their presence from 73% on last year’s list to 80% this year, compared to a decline of 7% for African brands.

However, African brands have fared poorly in terms of their brand values: the value of African brands has declined by 3% compared to an astounding rise of 18% for non-African brands.

On the face of it, this seems disastrous for the future of African brands. However, if you factor in that the South African rand has lost 23.4% of its value against the dollar and that South African brands represent 65% of the African brands on the list and have a combined value of 91%, the figures begin to tell a different story. Had there been no depreciation of the rand, African brands would have outgrown non-African brands by 20.8%.

Nevertheless, non-African brands, with their long history, well-established systems and brand-development experience, and which dominate the technology and auto sectors (which together represent 59% of the value on the list and 31% of the most-admired brands), would still command a gigantic presence in Africa.

Telecoms hold their own

The 2014 Brand Africa 100 illustrates perfectly that while it is not impossible to build a market-dominant brand from within Africa, it is just more challenging. Among the range of difficulties that a home-grown brand faces is the ever-increasing crowd of global brands, most of them giants of their industries, which are looking for alternative growth markets.

While the top 100 Most-Admired Brands in Africa list contains a respectable 22 African brands, it does highlight the continued

\$827m

DStv has continued to expand across the continent. The broadcaster still ranks 20 places below the *BBC* in terms of admiration and is dwarfed in brand value – with the *DStv* brand valued at \$827m and the *BBC* valued at \$5,033m

dominance of global brands on the continent – or rather the growth opportunity for African brands. One industry where African brands have managed to hold their own, and in some cases lead the way, is in telecommunications. Almost 50% of Africans (more than 500m) own a mobile phone. The likes of MTN, GLO, and Tigo are examples of brands that have grown to giant status on the continent.

Tigo is the most notable success story, adding 82% to its brand value over the year. While it may not have its origins in Africa, the brand has spent much of its life developing in emerging markets and the lessons learned seem to be paying dividends.

It is also worth noting that 28 of the brands in the Most-Admired Brands table come from either the telecommunications or electronics/computer sector, highlighting the importance of these categories in Africa.

African brands have also managed to maintain their strong position in the Food sector with Tiger Brands and Peak Milk emerging as



Above: SABMiller, and its many brands, have been showing success in brand value.

the most-admired brands in the sector. In the beer market, the likes of Tusker and Nile are success stories beyond the obvious SABMiller. Tusker has seen an 18% growth in brand value.

In contrast to telecommunications, the electronic/computer sector is dominated by global mega brands from North America and the East. Many of the top-performing brands in this sector are those that have managed to join the expanding mobile device market, the likes of Samsung, LG, Sony and Apple.

Not surprisingly, given the high cost of entry, the auto category, which represents 14% of the most-admired brands and 22% of the value of the list, is dominated by global brands.

Equally unsurprising, given the relatively uncompetitive textile and manufacturing industry in Africa, is that the apparel category, at 12% of the most-admired brands and 5% of the value, is also dominated by non-African brands such as Nike and Adidas, and Levi's and the

Most-Valuable African Brands

ADMIRATION RANK	BRAND VALUE RANK	BRAND	BRAND VALUE 2014 US\$M	DOMICILE
2	36	MTN	5,381	SA
91	64	Woolworths	885	SA
35	66	Shoprite	834	SA
59	67	DStv	827	SA
83	68	Spar	679	SA
82	69	Castle	655	SA
45	70	Pick n Pay	647	SA
70	74	Safaricom	357	Kenya
23	75	Tusker	263	Kenya
36	76	Dangote	253	Nigeria

highly aspirational brands such as Gucci and Louis Vuitton – brands which are abundantly present in the counterfeit markets in Africa.

Biggest surprise

The media and financial sectors produced the biggest surprise with obvious media brands such as *CNN*, *CNBC Africa*, and *Al Jazeera*, and the dominant retail banks failing to crack the top 100. Instead, traditional broadcast media such as *BBC*, which has a long history in Africa and extensive coverage through the *BBC World Service* radio channel, and *DStv*, which enables television broadcasts across Africa, feature prominently.

This is probably because this year's survey reached greater numbers of rural and urban citizens, who appear to have greater reliance on these broadcasters. In a largely unbanked continent, where cash is still the main medium of transactions, financial services hardly figure in most people's minds.

While social media brands such as Google, Facebook and LinkedIn
(Continued on page 23)

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Building Great Brands

Brands

MOST-ADMIRED BRANDS IN AFRICA (1-50)

in association with   

ADMIRATION RANK	BRAND VALUE RANK	BRAND	ADMIRATION SCORE	DOMICILE	INDUSTRY GROUP	CHANGE ON 2013
1	6	Coca-Cola	827	United States	Beverages	+1
2	36	MTN	635	South Africa	Telecommunications	+1
3	2	Samsung	617	South Korea	Electronics//puters	+2
4	51	Nokia	459	Finland	Electronics//puters	-3
5	5	Toyota	432	Japan	Auto Manufacturers	-1
6	-	Glo	345	Nigeria	Telecommunications	+4
7	27	Adidas	289	Germany	Apparel	+6
8	59	Tigo	278	Luxembourg	Telecommunications	+33
9	21	LG	251	South Korea	Electronics//puters	-3
10	14	Nike	236	United States	Apparel	-1
11	44	Airtel	193	India	Telecommunications	+7
12	22	Sony	129	Japan	Electronics//puters	+3
13	54	Vodacom/fone	129	United Kingdom	Telecommunications	+6
14	1	Apple	125	United States	Electronics//puters	-
15	-	Tecno	122	Hong Kong	Electronics//puters	+24
16	19	Pepsi	99	United States	Beverages	+6
17	11	Mercedes-Benz	97	Germany	Auto Manufacturers	-1
18	60	Guinness	97	United Kingdom	Beverages	+5
19	12	Honda	88	Japan	Auto Manufacturers	-7
20	35	Unilever	77	United Kingdom	Consumer, Non-Cyclical	+4
21	52	Puma	68	Germany	Apparel	+29
22	31	Gucci	68	France	Apparel	+26
23	75	Tusker	66	Kenya	Beverages	+33
24	29	Amour (Avon)	65	United States	Cosmetics/Personal Care	-
25	46	Etisalat	65	UAE	Telecommunications	+27
26	48	Fanta	60	United States	Beverages	+6
27	15	Nestlé	58	Switzerland	Consumer, Non-Cyclical	+1
28	81	Maltina	57	Nigeria	Beverages	-
29	7	BMW	47	Germany	Auto Manufacturers	+1
30	39	Mazda	47	Japan	Auto Manufacturers	-
31	57	Amstel Malta	46	Netherlands	Beverages	-
32	-	Marsavco	42	DRC	Consumer, Non-Cyclical	-
33	82	Tiger Brands	41	South Africa	Consumer, Non-Cyclical	-
34	85	Nile beer	41	Uganda	Beverages	-
35	66	Shoprite	41	South Africa	Retail	-
36	76	Dangote	38	Nigeria	Consumer, Non-Cyclical	-28
37	24	Panasonic	35	Japan	Electronics//puters	+10
38	37	BBC	34	United Kingdom	Media	-
39	18	HP	34	United States	Electronics//puters	+45
40	72	Omo	34	United Kingdom	Consumer, Non-Cyclical	-26
41	49	Levi's	33	United States	Apparel	+13
42	-	Toyo Soap	32	Kenya	Cosmetics/Personal Care	-
43	62	Guess	30	United States	Apparel	-
44	28	Zara	27	Spain	Retail	-
45	70	Pick n Pay	26	South Africa	Retail	+14
46	17	Orange	26	France	Telecommunications	-
47	-	Peak Milk	26	Nigeria	Food	-40
48	50	Jeep	25	United States	Auto Manufacturers	+7
49	9	Mitsubishi	25	Japan	Diversified Manufacturer	-
50	63	Dolce & Gabbana	25	Italy	Apparel	-

Brands

MOST-ADMIRED BRANDS IN AFRICA (51-100)

in association with   TNS

ADMIRATION RANK	BRAND VALUE RANK	BRAND	ADMIRATION SCORE	DOMICILE	INDUSTRY GROUP	CHANGE ON 2013
51	16	Ford	25	United States	Auto Manufacturers	-
52	26	Dell	24	United States	Electronics/Computers	+35
53	25	Philips	23	Netherlands	Electronics/Computers	-36
54	61	BlackBerry	23	Canada	Electronics/Computers	-18
55	79	Blue Band	23	United Kingdom	Food	-26
56	4	Microsoft	23	United States	Electronics/Computers	-
57	43	Lenovo	22	China	Electronics/Computers	-
58	42	Sprite	22	United States	Beverages	-
59	67	DStv	22	South Africa	Media	-
60	83	PZ Cussons	22	United Kingdom	Cosmetics/Personal Care	-9
61	58	HTC	21	Taiwan	Electronics/Computers	-
62	55	Mirinda	21	United States	Beverages	-
63	84	Koo	21	South Africa	Food	-
64	30	Cadbury	20	United States	Food	-37
65	77	Game	20	South Africa	Retail	-
66	38	Sharp	20	Japan	Electronics/Computers	-46
67	-	Bugatti	19	France	Auto Manufacturers	-
68	56	Reebok	19	Germany	Apparel	-
69	8	Volkswagen	19	Germany	Auto Manufacturers	-
70	74	Safaricom	19	Kenya	Telecommunications	-39
71	45	KFC	19	United States	Retail	-5
72	-	Itel	18	Africa	Telecommunications	-
73	-	Azam	18	Tanzania	Food	-38
74	40	Land Rover	18	India	Auto Manufacturers	-
75	53	Smirnoff	17	United Kingdom	Beverages	-
76	20	Toshiba	17	China	Electronics/Computers	-9
77	78	Cell C	17	South Africa	Telecommunications	-
78	10	McDonald's	16	United States	Retail	-10
79	71	Revlon	15	United States	Cosmetics/Personal Care	-
80	73	Versace	15	Italy	Apparel	-
81	-	Mukwano	15	Uganda	Consumer, Non-Cyclical	-56
82	69	Castle	14	South Africa	Beverages	-11
83	68	Spar	14	South Africa	Retail	-
84	41	Alcatel	14	France	Electronics/Computers	-
85	-	Toyota Prado	14	Japan	Auto Manufacturers	-
86	-	Redbull	13	Austria	Beverages	-
87	47	Procter & Gamble	13	United States	Consumer, Non-Cyclical	-
88	13	Nissan	13	Japan	Auto Manufacturers	-27
89	-	Kakira	13	Uganda	Food	+4
90	34	Louis Vuitton	13	France	Apparel	-
91	64	Woolworths	13	South Africa	Retail	-1
92	33	Dove	13	United Kingdom	Cosmetics/Personal Care	-
93	32	Nivea	13	Germany	Cosmetics/Personal Care	-48
94	3	Google	13	United States	Media	-
95	80	Star Beer	13	Nigeria	Beverages	-
96	-	Kiwi	12	United States	Consumer, Non-Cyclical	-1
97	65	All Star	12	United States	Apparel	-
98	-	Lacoste	12	France	Apparel	-
99	23	Porsche	12	Germany	Auto Manufacturers	-
100	-	Hummer	12	United States	Auto Manufacturers	-39



Above: Samsung is the world's largest smartphone provider, resulting in growth in brand value.

(continued from page 19) are among the most valuable, they hardly register at all among the top 100 Most Admired; only Google, at No. 94 makes the list. The results of the Brand Africa 100 illustrate the startling reality of the admiration, inspiration and aspiration a large global brand may bring to the hearts and minds of an emerging Africa. While smaller African brands are slowly building and growing, it is the larger global brands that are able to capture most of the attention. For example, while *DStv* has continued to expand across the continent, the broadcaster still ranks 20 places below the *BBC* in terms of admiration and is dwarfed in brand value – with the *DStv* brand valued at \$827m and the *BBC* valued at \$5,033m.

Interestingly, in this survey, respondents spontaneously mentioned countries among the admired brands. Ironically, Africa itself was mentioned as one of the most admired brands.

Of the top 10 most-admired nations (see above), the US ranked the highest. Nigeria, the continent's largest economy and most popu-

Most-Admired Nations by Africans

RANK	COUNTRY BRAND	ADMIRATION SCORE	BRAND VALUE 2013 US\$M
1	USA/America	116	17,990
2	Nigeria	96	111
3	Japan	65	2,263
4	Brazil	51	1,478
5	China	26	6,109
6	Ghana	22	20
7	South Africa	20	270
8	Kenya	19	19
9	Dubai (UAE)	14	249
10	Tanzania	12	13

lous nation, ranked second. Somewhat surprisingly, South Africa, which was ranked the most valuable African nation by brand value at \$270m (ahead of Nigeria at \$111m and Egypt at \$70m) in the Brand Finance African nation branding list of the most-admired nations by Africans, ranks seventh, behind the likes of Japan, Brazil, China and Ghana (sixth) and Nigeria in second place.

In this year's ranking Brand Africa 100, South Africa, Nigeria and Kenya, collectively account for 98% of Africa's most admired brands. However, while the continent is still very much dominated by large multinational non-African brands with their big budgets and innovative products, it remains to be seen whether they will gobble up the emerging African stars or whether it is these African stars, with their direct understanding and connection to people on the continent who will be able to rise above the noise and lead the way.

As African consumers' incomes and confidence in, and identity with, Africa rise, they will demand and support products that reflect their heritage and accelerate Africa's development. Thus, brands will remain a key catalyst and measure of Africa's growth and development. ■

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Brands

MOST-VALUABLE BRANDS (1-50)

in association with   

ADMIRATION RANK	BRAND VALUE RANK	BRAND	BRAND VALUE 2014 US\$M	DOMICILE	INDUSTRY GROUP	CHANGE IN BV %
14	1	Apple	104,680	United States	Electronics/Computers	20%
3	2	Samsung	78,752	South Korea	Electronics/Computers	34%
94	3	Google	68,620	United States	Media	32%
56	4	Microsoft	62,783	United States	Electronics/Computers	38%
5	5	Toyota	34,903	Japan	Auto Manufacturers	34%
1	6	Coca-Cola	33,722	United States	Beverages	-1%
29	7	BMW	28,962	Germany	Auto Manufacturers	25%
69	8	Volkswagen	27,062	Germany	Auto Manufacturers	14%
49	9	Mitsubishi	26,145	Japan	Diversified Manufacturer	33%
78	10	McDonald's	26,047	United States	Retail	20%
17	11	Mercedes-Benz	24,172	Germany	Auto Manufacturers	19%
19	12	Honda	22,152	Japan	Auto Manufacturers	37%
88	13	Nissan	21,194	Japan	Auto Manufacturers	20%
10	14	Nike	20,821	United States	Apparel	39%
27	15	Nestlé	20,273	Switzerland	Consumer, Non-Cyclical	12%
51	16	Ford	20,236	United States	Auto Manufacturers	3%
46	17	Orange	19,851	France	Telecommunications	21%
39	18	HP	19,824	United States	Electronics/Computers	23%
16	19	Pepsi	19,442	United States	Beverages	4%
76	20	Toshiba	13,709	China	Electronics/Computers	-7%
9	21	LG	12,670	South Korea	Electronics/Computers	60%
12	22	Sony	12,353	Japan	Electronics/Computers	29%
99	23	Porsche	11,370	Germany	Auto Manufacturers	1%
37	24	Panasonic	11,087	Japan	Electronics/Computers	16%
53	25	Philips	11,029	Netherlands	Electronics/Computers	38%
52	26	Dell	8,295	United States	Electronics/Computers	33%
7	27	Adidas	7,776	Germany	Apparel	34%
44	28	Zara	7,317	Spain	Retail	8%
24	29	Amour (Avon)	6,384	United States	Cosmetics/Personal Care	24%
64	30	Cadbury	6,323	United States	Food	13%
22	31	Gucci	6,303	France	Apparel	0%
93	32	Nivea	6,079	Germany	Cosmetics/Personal Care	4%
92	33	Dove	5,885	United Kingdom	Cosmetics/Personal Care	39%
90	34	Louis Vuitton	5,807	France	Apparel	11%
20	35	Unilever	5,395	United Kingdom	Consumer, Non-Cyclical	19%
2	36	MTN	5,381	South Africa	Telecommunications	4%
38	37	BBC	5,033	United Kingdom	Media	25%
66	38	Sharp	4,852	Japan	Electronics/Computers	-10%
30	39	Mazda	4,511	Japan	Auto Manufacturers	31%
74	40	Land Rover	4,339	India	Auto Manufacturers	43%
84	41	Alcatel	4,331	France	Electronics/Computers	83%
58	42	Sprite	4,260	United States	Beverages	7%
57	43	Lenovo	3,886	China	Electronics/Computers	24%
11	44	Airtel	3,819	India	Telecommunications	2%
71	45	KFC	3,600	United States	Retail	8%
25	46	Etisalat	3,452	UAE	Telecommunications	9%
87	47	Procter & Gamble	3,106	United States	Consumer, Non-Cyclical	-
26	48	Fanta	3,097	United States	Beverages	4%
41	49	Levi's	2,982	United States	Apparel	-
48	50	Jeep	2,508	United States	Auto Manufacturers	39%

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MOST-VALUABLE BRANDS (51-85)

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ADMIRATION RANK	BRAND VALUE RANK	BRAND	BRAND VALUE 2014 US\$M	DOMICILE	INDUSTRY GROUP	CHANGE IN BV %
4	51	Nokia	2,421	Finland	Electronics/Computers	-24%
21	52	Puma	2,231	Germany	Apparel	55%
75	53	Smirnoff	2,219	United Kingdom	Beverages	12%
13	54	Vodacom/fone	1,716	United Kingdom	Telecommunications	10%
62	55	Mirinda	1,685	United States	Beverages	-
68	56	Reebok	1,684	Germany	Apparel	0%
31	57	Amstel Malta	1,631	Netherlands	Beverages	8%
61	58	HTC	1,426	Taiwan	Electronics/Computers	-32%
8	59	Tigo	1,413	Luxembourg	Telecommunications	82%
18	60	Guinness	1,285	United Kingdom	Beverages	4%
54	61	BlackBerry	1,041	Canada	Electronics/Computers	-48%
43	62	Guess	1,034	United States	Apparel	-
50	63	Dolce & Gabbana	1,020	Italy	Apparel	-15%
91	64	Woolworths	885	South Africa	Retail	-32%
97	65	All Star	839	United States	Apparel	-
35	66	Shoprite	834	South Africa	Retail	-25%
59	67	DStv	827	South Africa	Media	18%
83	68	Spar	679	South Africa	Retail	-26%
82	69	Castle	655	South Africa	Beverages	-10%
45	70	Pick n Pay	647	South Africa	Retail	-24%
79	71	Revlon	561	United States	Cosmetics/Personal Care	0%
40	72	Omo	474	United Kingdom	Consumer, Non-Cyclical	0%
80	73	Versace	410	Italy	Apparel	19%
70	74	Safaricom	357	Kenya	Telecommunications	30%
23	75	Tusker	263	Kenya	Beverages	18%
36	76	Dangote	253	Nigeria	Consumer, Non-Cyclical	17%
65	77	Game	191	South Africa	Retail	-28%
77	78	Cell C	175	South Africa	Telecommunications	-
55	79	Blue Band	147	United Kingdom	Food	36%
95	80	Star Beer	68	Nigeria	Beverages	-
28	81	Maltina	62	Nigeria	Beverages	-
33	82	Tiger Brands	57	South Africa	Consumer, Non-Cyclical	18%
60	83	PZ Cussons	25	United Kingdom	Cosmetics/Personal Care	-
63	84	Koo	21	South Africa	Food	-5%
34	85	Nile beer	6	Uganda	Beverages	-
6	-	Glo	-	Nigeria	Telecommunications	-
15	-	Tecno	-	Hong Kong	Electronics/Computers	-
32	-	Marsavco	-	DRC	Consumer, Non-Cyclical	-
42	-	Toyo Soap	-	Kenya	Cosmetics/Personal Care	-
47	-	Peak Milk	-	Nigeria	Food	-
67	-	Bugatti	-	France	Auto Manufacturers	-
72	-	Itel	-	South Africa	Telecommunications	-
73	-	Azam	-	Tanzania	Food	-
81	-	Mukwano	-	Uganda	Consumer, Non-Cyclical	-
85	-	Toyota Prado	-	Japan	Auto Manufacturers	-
86	-	Redbull	-	Austria	Beverages	-
89	-	Kakira	-	Uganda	Food	-
96	-	Kiwi	-	United States	Consumer, Non-Cyclical	-
98	-	Lacoste	-	France	Apparel	-
100	-	Hummer	-	United States	Auto Manufacturers	-

*Wishing you a happy new year!
2015*

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Brands

TOP 5 BRANDS IN AFRICA BY VALUE BY SECTOR

in association with   TNS

ADMIRATION RANK	BRAND VALUE RANK	BRAND	BRAND VALUE 2014 US\$M	DOMICILE	INDUSTRY GROUP	CHANGE IN BV %
Apparel						
10	14	Nike	20,821	United States	Apparel	39%
7	27	Adidas	7,776	Germany	Apparel	34%
22	31	Gucci	6,303	France	Apparel	0%
90	34	Louis Vuitton	5,807	France	Apparel	11%
41	49	Levi's	2,982	United States	Apparel	-
Auto Manufacturers						
5	5	Toyota	34,903	Japan	Auto Manufacturers	34%
29	7	BMW	28,962	Germany	Auto Manufacturers	25%
69	8	Volkswagen	27,062	Germany	Auto Manufacturers	14%
17	11	Mercedes-Benz	24,172	Germany	Auto Manufacturers	19%
19	12	Honda	22,152	Japan	Auto Manufacturers	37%
Non-Alcoholic Beverages						
1	6	Coca-Cola	33,722	United States	Beverages	-1%
16	19	Pepsi	19,442	United States	Beverages	4%
58	42	Sprite	4,260	United States	Beverages	7%
26	48	Fanta	3,097	United States	Beverages	4%
55	62	Mirinda	1,685	United States	Beverages	-
Telecommunications						
46	17	Orange	19,851	France	Telecommunications	21%
2	36	MTN	5,381	South Africa	Telecommunications	4%
11	44	Airtel	3,819	India	Telecommunications	2%
25	46	Etisalat	3,452	UAE	Telecommunications	9%
3	54	Vodacom/fone	1,716	United Kingdom	Telecommunications	10%
Electronics & Computers						
14	1	Apple	104,680	United States	Electronics /Computers	20%
3	2	Samsung	78,752	South Korea	Electronics /Computers	34%
56	4	Microsoft	62,783	United States	Electronics /Computers	38%
39	18	HP	19,824	United States	Electronics /Computers	23%
20	76	Toshiba	13,709	Japan	Electronics /Computers	-7%
Consumer, Non-Cyclical						
27	15	Nestlé	20,273	Switzerland	Consumer, Non-Cyclical	12%
20	35	Unilever	5,395	United Kingdom	Consumer, Non-Cyclical	19%
87	47	Procter & Gamble	3,106	United States	Consumer, Non-Cyclical	-
40	72	Omo	474	United Kingdom	Consumer, Non-Cyclical	0%
36	76	Dangote	253	Nigeria	Consumer, Non-Cyclical	17%
Media						
94	3	Google	68,620	United States	Media	32%
-	26*	Facebook	9,819	United States	Media	76%
38	37	BBC	5,033	United Kingdom	Media	25%
-	54*	LinkedIn	2,150	United States	Media	-
59	67	DStv	827	South Africa	Media	18%
Financial Services						
-	9*	HSBC bank	26,870	United Kingdom	Financial Services	18%
-	20*	Barclays Bank	14,166	United Kingdom	Financial Services	5%
-	26*	Visa	9,058	United States	Financial Services	20%
-	29*	AIG	6,481	United States	Financial Services	16%
-	58*	Standard Bank	1,595	South Africa	Financial Services	-6%

* equivalent rank because not in top 100