



proactive leadership to drive Africa's growth,
reputation and competitiveness

hosted by



www.brandsouthafrica.com

FOR IMMEDIATE RELEASE

Contacts:

For Brand Leadership Academy

Charmaine Lodewyk

+27-11-463-5091

+27- 71-490-6559

- **Top African brands to be recognised at the inaugural Brand Africa 100™**
- **Strong brands and businesses are instrumental to Africa's collective growth and success**

AFRICA'S MOST VALUED BRANDS TO BE RECOGNIZED AT THE BRAND AFRICA FORUM™

14 September, 2011: For the first time, pan-African consumers have been given an opportunity to vote for their most admired and valued brands. The continent's 'most valued brands' will be revealed at the inaugural Brand Africa 100™ Awards to be held in Johannesburg on 29 September 2011 at the Sandton Convention Centre.

The inaugural Brand Africa 100™, which coincides with the 2nd annual Brand Africa FORUM™, focuses on a regional representation of sub-Saharan African markets including Botswana, DRC, Ghana, Kenya, Nigeria, South Africa, Tanzania, Uganda and Zambia.

The Brand Africa 100™ research is based on a multi-tier methodology that incorporates qualitative, quantitative and secondary research and has been developed by the Brand Leadership Academy in partnership with TNS, globally respected consumer knowledge and information company and Brand Finance plc, the world's leading independent valuation consultancy.

"One of the primary drivers of Africa's growth lies in stimulating and growing thriving African and global businesses and brands in Africa," says Brand Africa™ founder/chairman. "And consumers are the ultimate arbiters of that success. Thus the inaugural Brand Africa 100™ will signal which brands are getting it right on the continent."



proactive leadership to drive Africa's growth,
reputation and competitiveness

hosted by



www.brandsouthafrica.com

Research was conducted by TNS across the markets amongst a sample of over 8 000 respondents. The resultant brands were valued by Brand Finance plc (UK) using a methodology to derive a net present value (NPV) of the trademark and associated intellectual property, delivering a brand value and ultimate rank for each brand.

The Brand Africa 100™ will be announced at the second Brand Africa FORUM™ on 29 September 2011, an invitation-only event attended by leading local and international decision makers in media, business, nation branding and civil society.

The Top 100 Brands in Africa, Top African Brands, Top Non-African Brands Category Leaders in Telecoms, Beverages, Financial Services, Oil & Gas, Electronics, Automobiles, Apparel, Retail, Food and Cosmetics & Personal Care will be recognized.

Ends

ABOUT THE BRAND AFRICA™ INITIATIVE

Brand Africa™ is an independent pan-African brand-centric initiative for African leaders, decision makers, citizens and influencers to shape the agenda and change perceptions of Africa by proactively driving Africa's image, reputation and competitiveness in the continent and in the world. Brand Africa™ aims to create and facilitate opportunities and platforms to share insights, thought-leadership and best practises in shaping the growth, reputation and competitiveness of sovereign nation brands and, ultimately, the collective African brand. Brand Africa™ is an African initiative for Africa, by Africans and supporters of Africa. www.brandafrica.net

ABOUT BRAND FINANCE

Brand Finance is an independent global business focused on advising strongly branded organisations on how to maximise value through effective management of their brands and intangible assets. Since it was founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars.

The organisation's clients include international brand owners, tax authorities, IP lawyers and investment banks and their work is frequently peer-reviewed by the big four audit practises. The Brand Finance reports have been accepted by various regulatory bodies, including the UK Takeover Panel. www.brandfinance.com www.brandirectory.com



proactive leadership to drive Africa's growth,
reputation and competitiveness

hosted by



www.brandsouthafrica.com

ABOUT TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long –established expertise and market –leading solutions. With a presence over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviour and attitudes across cultural, economic and political region of the world.

TNS is part of Kantar, one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the Kantar group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune 500 companies. www.tnsglobal.com, www.tnsresearchsurveys.co.za, www.kantar.com