



Media Release

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MTC NAMED MOST ADMIRED NAMIBIAN BRAND NIKE THE MOST ADMIRED BRAND OVERALL

- MTC IS THE MOST ADMIRED NAMIBIAN BRAND
- NIKE IS THE MOST ADMIRED BRAND IN NAMIBIA AND IN THE REST OF AFRICA
- NAMIBIA BREWERIES LIMITED IS MOST ADMIRED LISTED BRAND ON THE NAMIBIAN STOCK EXCHANGE
- MTC AND MSHASHO ARE THE MOST ADMIRED AFRICAN BRANDS IN NAMIBIA
- AFRICAN BRANDS DECLINE TO 13% OF THE TOP 100 MOST ADMIRED BRANDS IN AFRICA

Windhoek, Namibia, 28 May 2020. Following the global release of the **2020 Brand Africa 100: Africa's Best Brands** on Africa Day, today Brand Africa in partnership with TBWA announced the Namibia's rankings of the most admired brands. International sport and lifestyle brand, Nike, is the most admired brand overall and local telecommunications giant, MTC, was named the most admired brand in Namibia.

MTC leads the local listing that included Mshasho at #2 and Top Score at #3. Namibia Breweries Limited was recognised as the most admired brand listed on the Namibian Stock Exchange. Mshasho was recognized as the #1 African brand in Namibia ahead of South Africa's MTN and DST, with local stalwart brands Windhoek and MTC rounding off the Top 5.

In the media sub-survey, South Africa's DSTV, the local broadcaster NBC and CNN are the Top 3 media most admired media brands in Namibia.

In the financial services sub-survey, South Africa's FNB was recognised as the most admired financial services brand in Namibia, with Namibia's Windhoek Bank and Old Mutual rounding off the Top 3.

In a comparison of the global **Brand Africa 100: Africa's Best Brands** rankings where 90% of the brands are non-Africa, 80% of the most admired brands in Namibia are non-African, with Nike again leading as it does in the rest of Africa. MTC and Mshasho are the only 2 Namibian brands in the unprompted list of local brands.

Established 10 years ago to coincide with the 2010 FIFA World Cup, the world's biggest single sporting event, the Brand Africa 100: Africa's Best brands survey rankings have established themselves as the most authoritative survey, analysis, and metric of brands in Africa.

It is a consumer led survey which seeks to establish brand preferences across Africa. The survey is conducted among a representative sample of respondents 18 years and older, in 27 countries which collectively represent 50% of the continent, covering all economic regions and accounting for an estimate 80% of the population and the GDP of Africa. The 2020 survey was conducted between February and April 2020 and yielded over 15,000 brand mentions and over 2,000 unique brands.

In the global **Brand Africa 100: Africa's Best Brands** rankings, African brands have dropped to an all-time lowest ranking of 13/100 (13%) in the Top 100 most admired brands in Africa – a 7% fall from last year. Out of the top 100 brands in 2010/11, only half of the brands still appear in this year's list due to mergers and acquisitions and the obsolescence of many brands.

Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership says, "It is concerning that in the 10 years since the triumphant FIFA World Cup in South Africa which globally highlighted the promise and capability of Africa, and despite the vibrant entrepreneurial environment, Africa is not creating more competitive brands to meet the needs of its growing consumer market,". He continues that "But what is exciting to see in Namibia, how challenger local brands like Mshasho and GMP taking on the bigger heritage Namibian brands – it underlies African's entrepreneurial spirit and opportunity."

In relation to the announcement of the Namibian results, Lazarus Jacobs, Executive Director, Paragon Investments and Brand Africa board member says, "We are really pleased that we have finally launched the Namibian edition of Africa's Best Brands to get an insight into the Namibian branding landscape and progress in building strong local brands. It is a good metric of the job ahead for Namibia and Africa overall."

Karin Du Chenne, Kantar's Chief Growth Officer Africa Middle East says, "The complex task of analyzing a vast amount of diverse data, countries and trends over 10 years has given us a deep insight into how brands have changed, adapted and kept in step with the changing African environment and consumer who demands more from their brands." Kantar has been the insight lead for Brand Africa since its inception in 2010.

The Brand Africa 100 results will be published in the June issue of the African Business magazine which goes on sale globally from 2nd May 2020 and is available online to subscribers on www.africanbusinessmagazine.com

END

TOP 10 MOST ADMIRED BRANDS

NAMIBIA



Rank	Brand	Category	Country of Origin
1		Sport and Fitness	
2		Sport and Fitness	
3		Electronics/Computers	
4		Sport and Fitness	
5		Electronics/Computers	
6		Luxury	
7		Telecoms	
8		Non-alcoholic Beverages	
9		Apparel	
10		Electronics/Computers	

TOP 10 MOST ADMIRED NAMIBIAN BRANDS



Rank	Brand	Category	Country of Origin
1		Telecoms	
2		Apparel	
3		Food	
4		Entertainment	
5	Namfresh	Food	
6		Alcoholic Beverages	
7		Telecoms	
8		Alcoholic Beverages	
9		Food	
10		Destination	

TOP 10 MOST ADMIRED AFRICAN BRANDS

NAMIBIA



Rank	Brand	Category	Country of Origin
1		Apparel	
2		Telecoms	
3		Media	
4		Alcoholic Beverages	
5		Telecoms	
6		Apparel	
7		Consumer Non-Cyclical	
8		Alcoholic Beverages	
9		Consumer Non-Cyclical	
10		Alcoholic Beverages	

MOST ADMIRED BRANDS IN AFRICA



Rank	Brand	Category	Country of Origin	Change
1		Sport and Fitness		-
2		Sport and Fitness		-
3		Electronics/Computers		-
4		Non-alcoholic Beverages		-
5		Technology		-
6		Electronics/Computers		+1
7		Telecoms		+1
8		Sport and Fitness		-2
9		Luxury		-
10		Telecoms		+3

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BRAND AFRICA

Brand Africa is an intergenerational movement to inspire a great Africa through promoting a positive image of Africa, celebrating its diversity and driving its competitiveness. It is a brand-led movement which recognizes that in the 21st century, brands are an asset and a vector of image, reputation and competitiveness of nations. Brand Africa seeks to inspire a brand-led African renaissance.

Brand Africa 100: Africa's Best Brands is a Brand Africa initiative to survey, rank and recognize the best brands in Africa.

Brand Africa is an independent Non-Profit Organisation registered in the Republic of South Africa (NPC 2013/146300/08) and a signatory to the *Independent Code of Governance for Non-Profit Organisations in Africa* (www.governance.org.za).

www.brand.africa

BA 100 PARTNERS

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