



PRESS RELEASE

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Break-through brand, Bathu Shoes, disrupts the market to emerge as the no. 1 South African brand

- 68% of South Africans believe in Africa, but only 33% are loyal to South African brands.
- Nike retains rankings as the no. 1 most admired brand overall in South Africa.
- 9 years old Bathu Shoes is the no. 1 most admired South African brand.
- FNB is the most admired financial services South African brand.
- MTN is the most admired Pan-African South African brand.
- DStv is the most admired media brand in South Africa.
- Woolworths, Nike and WHO are the most admired brands for doing good for society, people and the environment in South Africa.
- Maxhosa is the most admired African brand in South Africa
- Kruger National Park, Soweto and Cape Town among the 30 brands, places, campaigns, events and people who have shaped South Africa's brand in past 30 years

Johannesburg, South Africa – June 11, 2024 – Today at the JSE, *Brand Africa* announced the leading South African brands in their 14th annual *Brand Africa 100 | Africa's Best Brands* research and rankings. Overall, while 68% of South Africans believe that African countries make Africa better, only 33% pledged their loyalty to South African brands.

Nike retained its rankings as the no. 1 overall brand in South Africa and across the continent. break-through shoe brand, Bathu, established only in 2015, has emerged as the no. 1 South African brand. Youth-founded brands established in the past decade made an audacious entry among the Top 10, accounting for 40% of the rankings, and upstaging established South African brands, with Maxhosa (#2), Drip (#4) and GalXBoy (#9), in the mix with Woolworths (#3), Pick n Pay (#6) and Tiger Brands (#10). Maxhosa, the culture inspired global African luxury knitwear brand is leading the pack among South African brands admired for their strong African identity. DStv, leads a South Africa (56%) dominated list of the most admired media brands in South Africa.

In the Top 100 most admired brands, South Africa (33%) and the United States (30%) account for 63% of the 14 nations building brands in South Africa. The apparel category, led by Bathu Shoes, Maxhosa and Drip in the Top 3, account for 25% of the most admired brands in South Africa; Consumer, non-cyclical, led by Switzerland's Nestle, is the second leading category at 14%, and Sports and Fitness, led by Nike, the no. 1 overall brands in South Africa and Africa, is third at 8%, in a diverse list of 15 categories among the Top 100 most admired brands in South Africa.

Reflecting trust in the South African financial services sector, the Top 25 brands list is an all local affair, led by FNB as the most admired financials services brand in South Africa, comprising a mix of traditional established banking brands (32%), insurance (36%) led and digital (24%) brands.

MTN, the perennial #1 African brand in the Top 100 brands across Africa, leads the pack as the #1 most admired South African pan-African brand, recalled spontaneously in most countries across the continent among brands that operate beyond their domestic market.

In the sustainability category, MTN leads the continent, and Woolworths leads South Africa for brands admired for doing good for society, people and environment.

In reflecting on the 30 years of the new democratic SA, *Brand Africa* and *Brand South Africa*, the agency responsible for positioning South Africa as a preferred investment destination, convened over 30 diverse eminent South Africans who've built and/or led some of the most iconic brands in pre- and post-democratic SA to debate and determine the 30 most admired brands, events, ideas and people who have shaped South Africa over the past 30 years. The session, facilitated by Brand Africa founder and chairman, Thebe Ikalafeng, included legendary brand builders, Eric Mafuna, Dimape Serenyane, Nkwenkwe Nkomo, Happy Ntshingila, Dennis Mashabela, Veejay Archary, Janine Hills and Maserame Mouyeme; CMO's of the leading brands in South Africa, Vodacom's Andisa Ntsubane, Telkom's Gugu Mthembu, McDonald's Sechaba Motsieloa, Nedbank's Khensani Nobanda, former Standard Bank's Thulani Sibeko; academics, Dr. Carla Enslin (Vega), Professor Nombulelo Dilotshotlhe (UNISA), Professor HB Klopper (Da Vinci) and Dr. Isolde Ward (UJ), and emerging talent, Tshepang Makofane (Universal Brands), Pat Mahlangu (Youth Owned Brands Awards) and Thabani Khumalo (Tiger Brands), and the SABC's Group CEO, Nomsa Chabeli. The shortlist was filtered through the Brand Africa 100 | Africa's Best Brands rankings and other local and global branding, creativity and reputation rankings to determine the 30 brands, events, campaigns and people.

“The South African rankings and the 30 brands, events, campaigns and people are an insightful lens into the country’s creativity, global African leadership, competitiveness and influence,” says Thebe Ikalafeng, founder and chairman – Brand Africa. “In particular, the performance of youth-founded brands are an inspiration for the growth of relevant made in South Africa brands and industrialisation.”

The research for the 2024 Brand Africa 100 | Africa’s Best Brands which covered 31 countries across every economic region in the continent, including South Africa, took place between February and March. The research is independently conducted by Brand Africa partners of the past 14 years, Geopoll who lead the fieldwork, and Kantar and Brand Leadership, who lead the analysis and rankings.

Now in its 14th year, every year on or around Africa Day, 25 May, Brand Africa releases the global results of the research and rankings of the most admired brands in Africa based on a survey across over 30 countries that account for as much as 85% of the continent’s GDP and population. Post 25 May, Brand Africa goes on a roadshow to release the results in select countries.

- For Information on the Brand Africa agenda, initiatives and partners and specifically the Brand Africa 100: Africa’s Best Brands Rankings visit www.brand.africa and follow the results on #BrandAfrica100 and #AfricasBestBrands.
- For more information on the South Africa event and results, email info@brand.africa or mahle@brand.africa

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Most Admired Brands – South Africa				
	Overall (Top 100)		South African Brands (Top 100)	
#1	Nike		Bathu	
#2	Adidas		Maxhosa	
#3	Puma		Woolworths	
#4	Samsung		Drip	
#5	Coca Cola		Redbat	
	Financial Services	Media	African Identity	Pan-African
#1	FNB	DStv	Maxhosa	MTN
#2	Capitec	Netflix	Bathu	DStv
#3	ABSA	SABC	MTN	Shoprite
#4	Standard Bank	Media 24/News24	DStv	Woolworths
#5	Old Mutual	eNCA	Drip	Bathu

		Country Contributing to a Better Africa	
	#1	South Africa	
	#2	USA	
	#3	China	
	#4	Nigeria	
	#5	Botswana	
Most Admired Brands South Africa - Doing Good for Society, People and Environment			
	NGO	African	Non-African
#1	WHO	Woolworths	Nike
#2	Gift of the Givers	Shoprite/Checkers	Coca Cola
#3	UNICEF/UN	Old Mutual	Unilever
#4	Red Cross	FNB	Google
#5	Greenpeace	Tiger Brands	Adidas
Most Admired Brands Africa			
Most Admired Brands Africa – Doing Good for Society, People and Environment			
	NGO	African	Non-African
#1	Unicef/UN	MTN	Coca Cola
#2	WHO/OMS	Dangote	Vodafone/Vodacom/Safaricom
#3	USAID	Azam	Nike
#4	Red Cross/Croix Rouge	Trade Kings	Unilever
#5	ONU	DStv	Samsung
Most Admired African Brands			
	African Brands (Spontaneous Recall)	African Brands (Aided Recall)	
#1	MTN (South Africa)	MTN (South Africa)	
#2	Dangote (Nigeria)	Dangote (Nigeria)	
#3	Trade Kings (Zambia)	DStv (Nigeria)	
#4	Glo (Nigeria)	Ethiopian Airlines (Ethiopia)	
#5	DStv (South Africa)	Bathu (South Africa)	

30 Brands, Events, Campaigns and People who have shaped the South Africa brand over the past 30 years

10 South African brands that have shaped the country's identity and competitiveness	5 South African campaigns that resonated with South Africans
African Bank	Brand South Africa Today I woke up in South Africa
Castle Lager	Metro What makes you Black?
Discovery	SABC Feel it. It is here.
DStv	Telkom Molo mhlobo wam.
FNB	Vodacom Yebo Gogo
MTN	
Nando's	
Shoprite/Checkers	
Telkom	
Vodacom	

3 Most impactful South African who embody the spirit of Ubuntu	3 Campaigns, events or organisations that demonstrate Ubuntu and social impact	3 Most inspirational entrepreneurial brands founded by South African youth
Desmond Tutu	Treatment Action Campaign (TAC)	Bathu
Imtiaz Sooliman	The Solidarity Fund	Maxhosa
Nelson Mandela	The Gift of the Givers Foundation	YOCO

3 Places or destinations that have placed South Africa on the map	3 Events and experiences that have positively shaped South Africa's identity and competitiveness
Cape Town	Rugby World Cup 1995 and 2023
Kruger National Park	2024 South Africa's ICJ case against Israel
Soweto	FIFA 2010 Soccer World Cup

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Brand Africa

Recognising that brands drive the growth, reputation and competitiveness of nations, Brand Africa (www.brand.africa) established in 2010, is a non-profit brand-led movement to inspire a brand-led African renaissance. The *Brand Africa 100 | Africa's Best Brands*, has been the flagship initiative of Brand Africa since 2011. The rankings, announced annually on or around Africa

Day, 25 May every year since 2011, are the most authoritative study on brands in Africa, covering 30 countries that account for over 85% of the population and over 85% of the GDP of Africa. The survey is conducted by the world's leading mobile based research firm, Geopoll, with insights provided by the world's largest information research firm, Kantar working in close collaboration with Africa's premier branding, strategic communications and intellectual property advisory firm, Brand Leadership. For more information on Brand Africa 100 | Africa's Best Brands visit <https://www.brand.africa/Home/FAQs>.