



# Brands In Africa

**Mail & Guardian**  
Africa's Best Read

In Association with



# Brands: Africa versus the World

Iwan Pienaar

The American Marketing Association defines a brand as any feature that identifies a company's products and services as distinct from those of its competitors. It goes on to state that the concept of a brand has evolved to encompass identity insofar as it affects the personality of a product, company, or service.

Companies spend millions, if not billions, of rands investing in their brand to ensure it aligns with their stated business objectives. And with anything marketing-related, these brand campaigns are designed to elicit those elusive warm and fuzzy feelings amongst end-users to ensure that they continue to buy the products and services related to that specific brand.

It is for this reason that the Brand Africa 100 will get the tongues wagging: it is based not on the companies with the biggest marketing budgets but rather on what consumers think. The research uses a methodology that encompasses qualitative, quantitative and secondary research developed by the Brand Leadership Academy in partnership with TNS, an international consumer knowledge and information company, and Brand Finance, an independent valuation consultancy.

Brand Africa 100 is the first survey across the continent to explore the pan African brands. "What makes this inaugural study unique is that it's not just consumer based or val-

**The inaugural Brand Africa 100 report is set to get the attention of not only marketers and C-level executives, but also consumers who will have their perceptions about brands in Africa challenged by the findings.**

ues based as most studies," says Thebe Ikalafeng, founder and chairman of the Brand African initiative. "It truly looks at brands that are valued by consumers and investors – taking into account their affinity with brands and how that translates into value for investors."

The study recognises the most admired international and African brands on the continent and is rated by consumers across Botswana, the DRC, Ghana, Kenya, Nigeria, South Africa, Tanzania, Uganda, and Zambia.

#### For the research buffs

"We looked at the most developed markets in Africa and focused on the urban environments in those countries. Respondents were asked to name the five local and global brands they admired in order. Because we did not provide them with brand lists, the responses were completely spontaneous," says Neil Higgs, senior adviser and head of innovation at TNS.

In terms of the methodology, TNS calculated a score for each brand based on rank sums (simply the sum of all the mentioned ranks for each brand). This was obtained by multiplying the rank by the number of people for each rank. In turn, the index was created by taking into

account the sample and population size of each country. A weight was then created for each country.

"People were very clear on the top 20 brands in the Brand Africa 100, but thereafter the differences between brands decreased," continues Higgs.

from what we are seeing happening globally with the brand. Nokia has been taking a hammering internationally and is seen to be playing catch-up to Apple. Yet in the Brand Africa 100, Apple does not even feature," says Oliver Schmitz, MD for South Africa at Brand Finance.

But he quickly points out that this is hardly surprising, given the high-end target market for Apple devices.

"In Africa, the more basic Nokia handsets appeal to a wider segment, as people use their mobile phones for SMS and other entry-level features," he says.

#### The Brand Africa 100 awards

Brands are unarguably important channels for communicating national identity. The value in African brands receiving such accolades is that they help to boost the reputation and image of their countries of origin. This clearly illustrates that strong businesses and brands play an important part in the development and growth of a country's economy and reputation. They influence inward FDI, increased trade and the growth in stature of their country of origin. Therefore, building strong sustainable business brands benefits not only the companies but the economy of the country – by creating a positive environment for investment, job creation and prosperity for the citizens.

In this way service and/or product brand are critical flagships and drivers of economic development. Support by government and civil society for brands that contribute to the reputation of a nation is important. Brands contribute to competitiveness for example financial services brands have contributed significantly to South Africa's global competitiveness.

#### Curiouser and curiouser

One of the things that quickly grabs attention is the fact that Nokia was rated as the most admired brand in Africa.

"This is a totally different shift

#### What digital divide?

In fact, five of the top ten companies in Brand Africa 100 are either telecoms or electronics companies.

"With brands such as Nokia, MTN, Samsung, LG and Globacom featuring in the top ten, it is clear that mobile technology is huge in Africa. Handsets are important in Africa. As bandwidth improves and people get access to cheaper smartphones, the adoption rates will be even quicker," says Higgs.

He believes that as markets mature, mobile content and applications will gain relevance, with South Africa expecting to leapfrog the developed market in this regard.

"However, there are many countries in Africa more advanced than South Africa when it comes to bridging the digital divide. Other African countries do not have the same bandwidth problems that exist here. While feature phones currently drive South African mobile adoption, the increasing availability of cheap Chinese phones will see this change as people jump past laptops and on to internet-driven handsets," Higgs continues.

#### Quality issues

Adding to this is how people perceive the difference in quality

To Page 3



Thebe Ikalafeng

## Brands drive African wealth

#### Thebe Ikalafeng

Africa is rising and it is awakening greater interest in the continent from not only African countries but other international markets.

Brand Africa is an initiative to unlock and showcase African potential while inspiring its growth, reputation and competitiveness. It is a brand-driven approach which recognises that, in the 21st century, brands are an asset and a key driver of value for nations and corporations alike. One of the primary drivers of Africa's growth lies in stimulating thriving African and global businesses and brands in Africa. Ultimately, consumers are the arbiters of that success.

Business is a critical partner in building the reputation and creating the wealth of nations. Business drives the innovation, creates the products and services and produces the brands and the revenues that enable governments to create and fund socio-economic services. It is not surprising that there is no African brand in the top 100 of the various global brand ranking tables such as Millward Brown Brandz and the Interbrand Global Brands. Africa has not necessarily been the focus. The has always been about what is wrong with Africa, rather than what the continent is doing right.

The inaugural Brand Africa 100, developed by Brand Leadership in partnership with TNS, the world's most respected consumer knowledge and information company, and Brand Finance, a leading brand valuation company, ensures that the methodology is world-class and the results beyond reproach.

While only 33% of the value in Brand Africa 100 brands is from African brands, it is driven mainly by South Africa, Kenyan, and Nigeria in the food (13%), beverages (11%), telecoms (9%), electronics (10%), financial services (7%), apparel (9%) and automotive (9%) sectors. MTN, the only African brand in Brand Finance Global 500's Top Global Brands, is the number one "brand in Africa" ahead of global iconic brands such as Shell, Coca-Cola, and Toyota. This is testament to Africa's capability to build enduring and global brands that are inspired and driven by Africa. Africa's reputation and wealth indeed are rising.



MTN topped the rankings as the most valued brand in Africa Photo Credit MTN

# AFRICA RE-IMAGINED

TAKE THE LEAP INTO THE WORLD OF TV! JOIN THE  
**MTV NETWORKS AFRICA TEAM,**  
AND BE A PART OF THE MOST  
CREATIVE, DYNAMIC AND DRIVEN  
TEAM, WHO STRIVE TO CONSTANTLY  
CHANGE THE LANDSCAPE OF  
ENTERTAINMENT IN AFRICA.

 @MTVBASEAFRICA  
WEB: [WWW.MTVBASE.COM](http://WWW.MTVBASE.COM)

CONTACT: [AFRICARECRUITMENT@MTVNE.COM](mailto:AFRICARECRUITMENT@MTVNE.COM)



between African and international brands.

"African brands need to push their local agenda. They need to make people aware of their economic investment, development and the associated employment they create," says Schmitz.

Coca-Cola, which ranks second in the Brand Africa 100 in terms of admiration, sets the example of how a multi-national drives the local agenda.

The beverage company is continuing to invest in the health of communities from an economic, social and environmental perspective. It feels that the content of its character is as important as the content of its beverages.

The prominence of Nokia and MTN are further testament to how people are more interested in technology that empowers them to drive their own businesses.

"To a certain extent, technology is becoming more accessible and affordable in Africa. This is especially true when you compare it to the automotive industry. With South Africa containing 50% of all cars in Africa, it shows just to what extent product affordability comes into the equation," Schmitz says.

#### **Getting the brand strategy right**

But it is not only because of technology developments that mobile brands feature strongly.

"By brand value, MTN is the star

of Africa. It was the only African brand to make our Global 500 survey, coming in at 199th position. MTN is doing the right kind of things when it comes to brand. It started small and then began its African expansion," says Schmitz.

For Absa Group chief marketing and communication officer Happy Ntshingila brands connect with the essence of human needs that transcend boundaries, culture, and social standing. And since Absa leads the Brand Africa 100 banking sector in terms of brand value, he just might have a point.

The philosophy of building a brand remains the same irrespective of the geographical location. However, the nuances of each market's particular needs call for different focus and investments to meet that particular need. Building a brand in southern Africa is much easier when you have a long heritage and recognised presence in the market," says Ntshingila.

But are there differences between African brand value and admiration and those of other international markets?

Schmitz feels so.

"An example is Coca-Cola, which is seen differently in other international territories than it is in Africa. If one looks at the Brand Africa 100, there are a number of smaller brands that feature prominently. Having said that, 66% of brand value has been generated by international brands," he says.

He argues that African companies are not leveraging the full effect of what can be achieved in Africa. But it is difficult to pin it down to capital (local versus multi-national budgets) or intellectual property (limited local funding versus multi-national investment into research).

"In Singapore for example, the government stepped in and tried to help develop local brands. This was done by subsidising brand value creation there. Whether something similar would work in Africa remains to be seen," says Schmitz.

Another potential reason for the high proportion of international brands in the Brand Africa 100 could be trust.

"Even though people pay a bit more for international brands, they argue that if it is good enough for the rest of the world, then it is good enough for us. There is still a stigma associated with African brands. One only needs to look at civil wars, local unrest and corruption to see the negative impact on local brands," believes Schmitz.

"One only needs to look at Nigeria to see this in action," he says. Schmitz believes that it is difficult for Nigerian brands to go global because of the perceptions of the country.

"South Africa is still seen to be the leader in terms of brand on the continent, in part due to the successful hosting of the 2010 FIFA World Cup. No matter how you look at it, though, there is still a lot of work for

nations and governments to rebrand the negative perceptions," he says.

#### **Building brand Africa**

For African brands to better position themselves in the continent, Schmitz says they need to leverage the defining moments in the countries in which they operate.

"One need only look at the Ayoba brand campaign of MTN during last year's World Cup to see those benefits. But not every company has the luxury of having huge budgets. To this end, companies need to examine what their employees think about them. They are brand ambassadors and will promote the company (and its brand) if it is warranted," says Schmitz.

He cites the trust Google has created in its brand and how it is attracting the best talent in the world to go and work there. Things like working conditions, benefits and a love for the brand are natural drivers to increase the brand.

Absa's Ntshingila says, "We work each day with new opportunities and challenges to actively build the brand, which is not just the marketing department's responsibility, but all of us that work for the Barclays Group. Our interactions with our customers present an opportunity to build and add value to both the Absa and Barclays brands."

Ultimately, African brands need to be measurable and accountable.

"If one looks at how business is

done in Africa, it is very difficult to get any type of information on brands. External stakeholders simply do not have access to updated information on African brands. Brands on the continent must therefore get into the culture of being measured. Once this is happening, they will be able to make changes to their brand strategy as they can see the results of how people view them," Schmitz says.

#### **Crystal ball gazing**

In Africa, there is a massive case for electronics, mobile communications, and handsets that cater to the lower LSM segments. The beverage industry is still big with oil and gas generating significant business especially in Nigeria and Ghana.

One only needs to look at Shell which leads the oil and gas sector in terms of brand value. While the organisation in Africa is going through a period of transition by agreeing to divest the majority of its shareholding in most of its downstream business in Africa, it will still remain active in the continent.

But do Africans value brands the same way as their international counterparts? "People definitely find brand value important, but it is not on the same scale as abroad. As products and services become more commoditised, it is brand that becomes the differentiator.

"Africa as a whole needs to understand the importance of brand value and the need to track that value," concludes Schmitz.

## *Some brands are expected to inspire companies. Others, to inspire nations.*

One of the primary drivers of Africa's growth lies in stimulating and growing thriving African and global African businesses and brands. These kind of brands, as global nation branding guru Simon Anholt puts it, are 'the vector of national image'. At Brand Leadership we have had the privilege to work with some of the most inspiring nation, corporate and consumer brands which build sovereign brands and collectively inspire and build the African brand.

Our "Africa Inside™" approach has taught us a thing or two about building genuine African inspired brands that are globally competitive and locally relevant. It's also proven beyond doubt that there are simply no limits to what a passionate belief in a truly inspired brand can achieve. Contact us to get an inspired advantage for your brand.

DISCOVERY • DISTINCTION • DELIVERY

brandleadership.com +27 11 463 5091

BRAND LEADERSHIP



How good is your Swahili? If you landed in Kenya tomorrow, would you know your Samburu from your Kalenjin? Chances are you'd need a guide of some kind. Someone with local knowledge and experience. Someone who could help you fit right in with all 39 million of your new best friends. We've immersed ourselves in Africa purely for the benefit of your business. Because we believe that with the right kind of guidance and information, there's nowhere you can't go.



## About the Brand Africa™ initiative

**B**rand Africa is an independent pan-African initiative by Africans designed to unlock Africa's potential and inspire the continent's growth, reputation and competitiveness as a catalyst for investment, citizenship and tourism leadership.

Brand Africa is a brand-driven approach which recognizes that, in the 21st century, brands are an asset and a key driver of value for nations and corporations alike.

Properly managed and leveraged, we believe a brand-driven approach can inspire a sustainable change in the image, reputation and competitiveness of Africa collectively and individual sovereign states.

[www.brandafrica.net](http://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 practices. The Brand Finance reports have been

accepted by various regulatory bodies, including the UK Takeover Panel.

[www.brandfinance.com](http://www.brandfinance.com)  
[www.brandirectory.com](http://www.brandirectory.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 regions 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](http://www.tnsglobal.com)  
[www.tnsresearchsurveys.co.za](http://www.tnsresearchsurveys.co.za)  
[www.kantar.com](http://www.kantar.com)

## The role of business in branding Africa

**By Tom Sitati - Executive Director  
Interbrand Sampson East Africa**

**F**or too long Africa has seen itself as a victim, always getting the wrong end of the stick in global affairs. Africa rarely gets the chance or the opportunity to tell its own story or chart its own path. However, this is changing as there seems to be some light at the end of the dark tunnel for the former "Dark Continent". Business possibilities in Africa have provided this light, but it can burn brighter if African business owners changed their mindsets and stopped being mere traders or commodity peddlers to become brand builders.

Brand building is about reaping optimal value for the long term and this is a game Africa has been missing out on, resulting in diminished economic growth and underdevelopment.

In Africa, branding people are generally accused of writing "fluffy stuff" and not having any concrete figures to prove whether they are actually making an economic contribution through their efforts. This is not one of those "fluffy" pieces; numbers and empirical evidence that can be found in the public domain supports it. The evidence just needs to be correlated for Africa to wake up and smell the coffee we export so cheaply to the rest of the world. This piece aims to demonstrate the superior value of branding and the role of businesses can

play to influence the perceptions and value of the African brand. Most of the data is obtained from the Common Market for East and Southern Africa (COMESA), which is a part of the larger scheme to create an African economic block. Therefore, this piece is about Africa with COMESA just being the chosen trading block to demonstrate the point that Africa really must join, redefine and win the brand building game globally.

By examining the results of three researches, Anholt-GfK Roper's the National Branding Index, World Bank's Global and COMESA GDP figures and the league of global brands by leading brand consultancy, Interbrand, logical conclusions of where true economic value in the global economy lies can be reached. In the end, the way forward for African businesses and their role in branding Africa will put forward for consideration.

### Comesa - the big picture

To begin with, one needs to take a step back to understand why COMESA was set up and this is enshrined in the trading block's vision: "a fully integrated, internationally competitive regional economic community; a community within which there is economic prosperity as evidenced by high standards of living for its people, political and social stability and peace, and a community within which goods, services, capital and labour are free to move across

national borders." One of the six objectives of COMESA as outlined in the COMESA Treaty is to contribute towards the establishment of the African Economic Community.

This big picture for COMESA calls for strong economic growth and this calls for a new paradigm of thinking because Africa, despite all its raw materials and production potential, has so far been unable to compete with the rest of the world.

### Branding and the global economy

According to Fortune Magazine, "The more complicated the world gets, the more comforting the familiar will seem, and the better it will get for brands". Brands are at the top of the economic pyramid when it comes to holding economic power. Brands are superior to raw materials, production and even the recent hype in Africa, value addition.

Why is Africa not creating brands? May be Africa does not yet understand that brands are just a collection of perceptions in the hearts and minds of consumers. This makes products, services, organisations, persons or even places unique and therefore desirable to the target audience. May be Africa does not know that playing the branding game is pretty easy because it already has a wealth of raw materials and natural resources. They just need to be promoted to the level of brands through some intelligent strategising that Africans do have

To Page 8

# Africa's best

How Africa's best brands compare with global ratings

## Most valued brands in Africa

Rank	Brand	Sector	Country
1	MTN	Telecoms services	South Africa
2	Shell	Oil and gas	Netherlands
3	Coca-Cola	Beverages	United States
4	Nike	Apparel	United States
5	Toyota	Auto	Japan
6	Absa	Banks	South Africa
7	NNPC	Oil and gas	Nigeria
8	Vodafone	Telecoms services	Britain
9	Heineken	Beverages	Netherlands
10	Samsung	Electronics	South Korea
11	HP	Electronics	United States
12	McDonald's	Retail	United States
13	Eskom	Utilities	South Africa
14	Shoprite	Retail	South Africa
15	Pepsi-Cola	Beverages	United States
16	LG	Electronics	South Korea
17	Honda	Auto manufacturers	Japan
18	Dangote	Consumer, non-cyclical	Nigeria
19	Airtel	Telecoms services	India
20	Mercedes-Benz	Auto manufacturers	Germany



## Most valued non-African brands

Rank	Brand	Sector	Country
1	Shell	Oil and gas	Netherlands
2	Coca-Cola	Beverages	United States
3	Nike	Apparel	United States
4	Toyota	Auto manufacturers	Japan
5	Vodafone	Telecoms services	Britain
6	Heineken	Beverages	Netherlands
7	Samsung	Electronics	South Korea
8	HP	Electronics	United States
9	McDonald's	Retail	United States
10	Pepsi-Cola	Beverages	United States

## Most valued African brands

Based on brand value in Africa as calculated by Brand Finance

Rank	Brand	Sector	Country
1	MTN	Telecoms services	South Africa
2	Absa	Banks	South Africa
3	NNPC	Oil and gas	Nigeria
4	Eskom	Utilities	South Africa
5	Shoprite	Retail	South Africa
6	Dangote	Consumer, non-cyclical	Nigeria
7	Woolworths	Retail	South Africa
8	Globacom	Telecoms services	Nigeria
9	Pick n Pay	Retail	South Africa
10	Vodacom	Telecoms services	South Africa
11	Castle	Beverages	South Africa
12	Telkom	Telecoms services	South Africa
13	SABMiller	Beverages	South Africa
14	Guaranty Trust Bank	Banks	Nigeria
15	Safaricom	Telecoms services	Kenya
16	United Bank for Africa	Banks	Nigeria
17	First Bank of Nigeria	Banks	Nigeria
18	Tiger Brands	Food, diversified	South Africa
19	Zenith Bank	Banks	Nigeria
20	Intercontinental Bank	Banks	Nigeria
21	Techno	Oil and gas	Nigeria
22	Clover	Dairy	South Africa
23	Oceanic Bank	Banks	Nigeria
24	Tastic	Food	South Africa
25	Peak Milk	Dairy	Nigeria

## Most valuable global brands

Rank	Brand	Country
1	Google	United States
2	Apple	United States
3	Microsoft	United States
4	IBM	United States
5	Wal-Mart	United States
6	Vodafone	Britain
7	General Electric	United States
8	Toyota	Japan
9	AT&T	United States
10	HSBC	Britain
11	Coca-Cola	United States
12	Samsung	South Korea
13	Wells Fargo	United States
14	Bank of America	United States
15	HP	United States
16	Verizon	United States
17	McDonalds	United States
18	Intel	United States
19	Santander	Spain
20	Tesco	Britain



# South Africa. An economy beyond its borders.

Ranking once again as the world's best regulated financial market in strength of auditing and reporting standards, and now also number one in regulation of securities exchange by the 2011/2012 World Economic Forum's Global Competitiveness Index, South Africa is considered one of the two most competitive economies in sub-Saharan Africa and second only to China amongst the BRICS countries. Rising four places up the overall rankings and performing impressively in several corporate and financial categories in 2011/2012, investing in South Africa is the best way to optimise your return on investment in Africa.



South Africa

[www.southafrica.info](http://www.southafrica.info)

# Brands in Africa

# Advertiser

## From Page 6

the capacity for. They are numerous may be's one can think of but what matters is some urgent paradigm shift on this rich, bright continent.

Africa is running the wrong race and even if it wins, it barely matters. Africa must redefine, run and win the race for hearts and minds.

cultural, political, commercial and human assets, investment potential and tourist appeal of 38 developed and developing countries (now expanded to 50).

The countries polled in ANBI at the end of 2006, whose data is publicly available, may only be 17 percent of the countries in the world,



## Branding and the Global Economy



As global supplier of raw materials, Africa has been playing the bottom of the economic value pyramid. As one goes up the pyramid there is more economic value with brands and branding having the most economic value.

Using the tea example, at the raw material level, farmers grow tea and supply green leaves to a tea factory. The tea factory will handle fermentation, drying, and other processes in the production process to create tea as the consumer knows it.

Value addition will include packaging, labeling and other basics that will allow the tea to reach the market in a presentable form. Value addition doesn't necessarily create brands and it doesn't tap into the highest level at which a brand interact with consumers -emotions, hearts and minds.

Brands create relationships with consumers. In the case of a tea brand, a combination of the tea quality, packaging, brand positioning, communication, experiential marketing and the sum of all other elements built into it through careful nurturing of brand stewards will create a tea brand with great economic value. It will have the power to attract premium pricing and command loyalty among the target consumers.

but they account for 70 percent of its population and 82 percent of its GDP. This index can safely be used to pick key learnings for the rest of the world.

The nation brand is the sum of people's perceptions of a country and its people across six areas of national assets, characteristics and competence. Together, these areas make the Nation Brand Hexagon, which consist of tourism, exports, governance, investment and immigration as well as culture and heritage.

## THE ANBI – TOP 10, Q4, 2006

COUNTRY	SCORE
1. United Kingdom	131.44
2. Germany	128.40
3. Canada	127.81
4. France	126.94
5. Switzerland	126.21
6. Australia	125.38
7. Sweden	125.32
8. Italy	125.04
9. Japan	124.67
10. United States	123.88

## GROSS DOMESTIC PRODUCT (GDP) – TOP 10

COUNTRY	GDP (US\$ mil)
1. United States	14,657,800
2. China	5,878,257
3. Japan	5,458,872
4. Germany	3,315,643
5. France	2,582,527
6. United Kingdom	2,247,455
7. Brazil	2,090,314
8. Italy	2,055,114
9. Canada	1,574,051
10. India	1,537,966

The GDPs of COMESA states are significantly less than that of the nations in the top league of ANBI and GDP.

## GROSS DOMESTIC PRODUCT (GDP) – TOP 10

COUNTRY	GDP (US\$ mil)
United States	14,657,800
China	5,878,257
Japan	5,458,872
Germany	3,315,643
France	2,582,527
United Kingdom	2,247,455
Brazil	2,090,314
Italy	2,055,114
Canada	1,574,051
India	1,537,966

Comparing the ANBI and GDP rankings, a majority of the richest countries on the planet also have favourable national brand ranking.

The Interbrand methodology is recognized by LSE, NYSE, among other stock exchanges and global accounting standards.

Brand Valuation measures the potential of a brand to create actual "shillings and cents" value for its owners over the long term and uses NPV (net present value) to discount future earnings from brand.

### Made In Africa?

Different countries and regions of the world have been able to cut across national boundaries through their global brands.

Mercedes has sold the German brand, Toyota has sold the Japan brand, Coca-Cola has sold the United States brand. Examples of global brands that have helped their countries of origin create real shillings and cents value for their people are many.

What of our African nations? What of Africa? Which global brands can we boast of? Which brands can we say are uniquely African and positioned as African so as to create economic wealth for the continent on the global stage?

### The way forward for Africa and its businesses

For Africa to compete, and win globally:

- Africa must climb the ladder from mere suppliers of raw materials to brand builders
- Africa must create centres of excellence within trading blocks and eventually, the continent so as to compete on the global market
- Businesses must work with Government and Marketing professionals to build National, Regional and the African continental brand

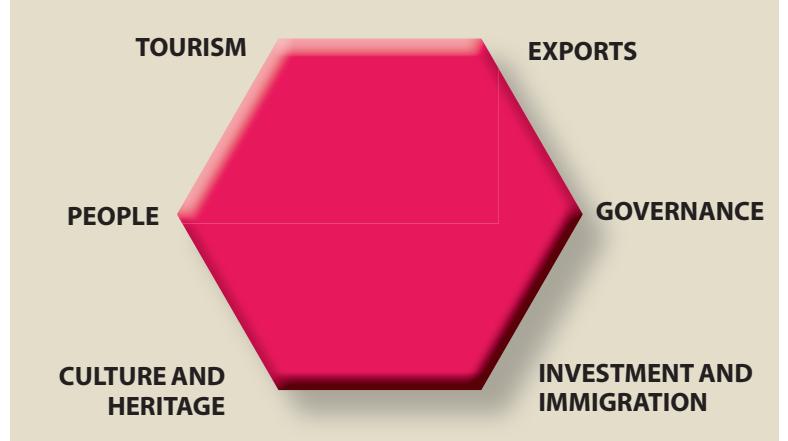
In the end, the business of business is to build brands and the brand's is to build nation's economic power.

Businesses' key role is in both building and branding Africa as it is the brands that help position the continent and also empower it economically.

This translates into creating better regional trading blocks that will result in an "African Economic Community".



## The Anholt National Brand Index Criteria



### Learnings for ANBI and GDP rankings

Below are some key learnings after comparing the ANBI and global GDP rankings:

- Most of the world's top nation brands (70%) are in the top 10 GDP rankings
- There's a direct relationship between GDP and the health of a nation's brand
- A waning national will have an effect on the nation's GDP

### Interbrand League of Global Brands

Every year since 2001, Interbrand, the world's leading brand consultancy, has ranked the top 100 brands in the world in real dollar values.



BRAND LEADERSHIP 100020

## *Some brands are expected to inspire companies. Others, to inspire nations.*

One of the primary drivers of Africa's growth lies in stimulating and growing thriving African and global African businesses and brands. These kind of brands, as global nation branding guru Simon Anholt puts it, are 'the vector of national image'. At Brand Leadership we have had the privilege to work with some of the most inspiring nation, corporate and consumer brands which build sovereign brands and collectively inspire and build the African brand.

Our "Africa Inside™" approach has taught us a thing or two about building genuine African inspired brands that are globally competitive and locally relevant. It's also proven beyond doubt that there are simply no limits to what a passionate belief in a truly inspired brand can achieve. Contact us to get an inspired advantage for your brand.

DISCOVERY • DISTINCTION • DELIVERY

[brandleadership.com](http://brandleadership.com) +27 11 463 5091

BRAND LEADERSHIP 

# brand AFRICA™ 2011

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

**Brand South Africa** in association with **Brandleadership Acadamy** is proud to host the 2nd annual **Brand Africa FORUM™**, a one day summit of pan-African and global decision makers and influencers to proactively drive Africa's growth, reputation and competitiveness.

This seminal event will enable decision makers and leaders of Africa's corporations and institutions to interact and address issues and chart a way forward to successfully build brand Africa's individual sovereign nations and its collective reputation.

The theme for the **Brand Africa FORUM™ 2011** is '**proactive leadership to drive Africa's growth, reputation and competitiveness.**' It is anchored on three key pillars and panels – (1)economics business leadership, (2)BRICS nation corporations and (3)government economic cluster leadership.

The **Brand Africa FORUM™** will feature, amongst others, global and African thought leader, influencers and decision makers, including, **Dr. Vijay Mahajan**, best selling author of "Africa Rising," **Dr. Dambisa Moyo**, global economist and best selling author of "Why The West Was Lost," **Dr. Reuel Khoza**, Chairman of Nedbank Group, **Mr. Ajai Chowdhry**, chairman of HCL Info Systems (India), **Mr. Tawana Nyambirai**, Chairman of Econet & TN Group (Zimbabwe), **Hon. Ms. Hanna Tetteh**, Minister of Trade and Industry (Ghana), **Anita Soni**, Chairman of Brand South Africa, **David Haigh**, CEO of Brand Finance,

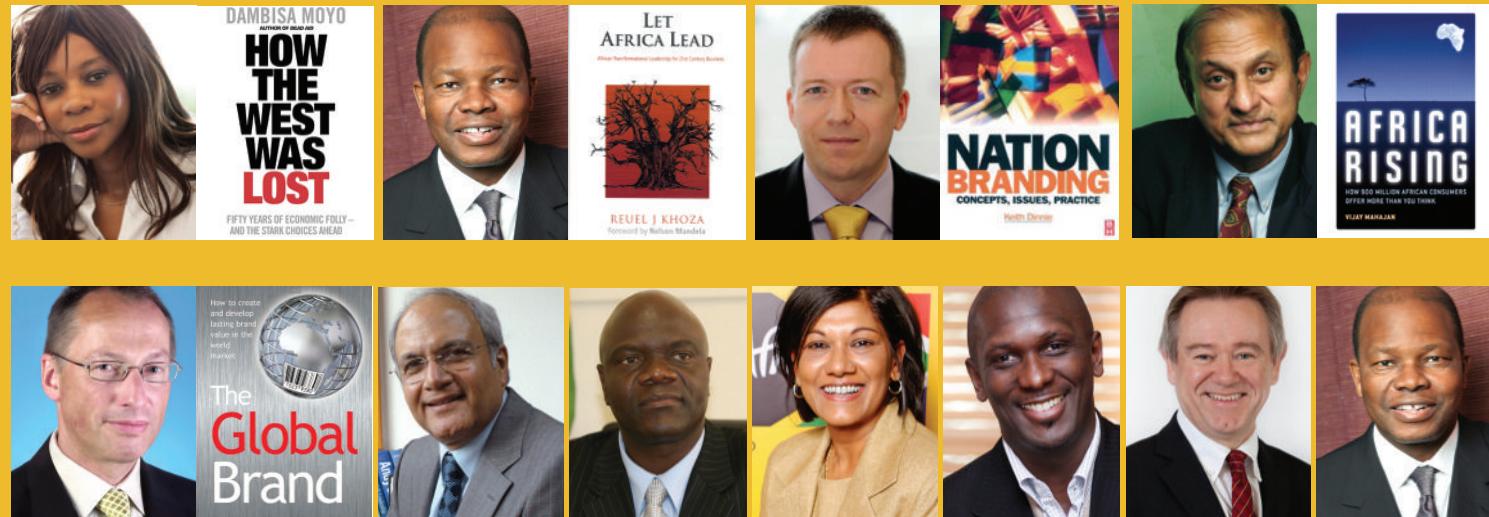
plc. (UK), **Keith Dinnie**, author of "Nation Branding", **Rakesh Wahi**, Vice Chairman and Co-Founder of CNBC Africa, **Nigel Hollis**, author of "The Global Brand" and other global decision makers and thought leaders at **Brand Africa FORUM™ 2011**. at a seminal 1-day event, to debate and share insights on driving Africa's growth, reputation and competitiveness.

**Brand Africa FORUM™** will close with **Brand Africa 100™** to recognise the 100 Most Valued African nation, corporate and consumer brands and businesses. The awards are based on an independent financial valuation by Brand Finance plc (UK) the world's leading valuation company and stakeholder research by TNS the world's most respected research company.

**Brand Africa™ 2011** will also host **Brand Africa™ Masterclasses** on *Building Global African Brands* led by **Nigel Hollis**, VP Millward Brown and author of *The Global Brand* and *Destination Branding and Marketing* led by **Professor Keith Dinnie**, author of *Nation Branding* and *City Branding*.

The **Brand Africa FORUM™ 2010** will be broadcast to 41 sub-saharan African countries on CNBC Africa, the leading business channel on DSTv reporting on business in Africa from an African perspective.

**Global thought leaders, decision makers and influencers at Brand Africa™ 2011 include:**



**Brand Africa Forum™ hosted by**



[www.brandsouthafrica.com](http://www.brandsouthafrica.com)

**organised by**



BRAND LEADERSHIP  
ACADEMY

**Brand Africa™ is supported by**



**For more information visit [www.brandafrica.net](http://www.brandafrica.net)**

The **Brand Africa™** Advisory Council includes: **Thebe Ikalafeng**, Founder and Chairman - Brand Africa and CEO - Brand Leadership Group, **J. Meyer Kahn**, Chairman - SABMiller plc, **Sir Sam Jonah**, Chairman - Jonah Capital, **Dr. Reuel Khoza**, Chairman - Nedbank, Aka Capital and Nepad Business Foundation, **Prof. Nick Binedell**, Founder Director - Gordon Institute of Business Science (GIBS)



# Not your average Sunday drive.

Introducing another convenient SA Express flight between Cape Town and Hoedspruit every Sunday. This third flight adds to the existing Cape Town-Hoedspruit schedule of two flights per week. SA Express now flies every Tuesday, Thursday and Sunday.

**So what are you doing this weekend?**



SA Express is a proud member of the SAA Voyager programme.

Visit [www.flyexpress.aero](http://www.flyexpress.aero) for domestic flights to Bloemfontein, Port Elizabeth, East London, Kimberley, Hoedspruit, George, Johannesburg, Richards Bay, Cape Town, Durban, and regional flights to Lubumbashi, Gaborone, Windhoek, Walvis Bay and Maputo.

[www.flyexpress.aero](http://www.flyexpress.aero)

  
**sa express**  
we fly for you



# MTNFootball.com

*Africa's window to the world of football.*

**Connect and  
get the latest:**  Personalised content  News  
 Downloads  Live scores

[www.mtnfootball.com](http://www.mtnfootball.com)



*everywhere you go*