

Superbrands

Media Coverage

Country	Date	Publication
East Africa	2013	Press Clippings

Uganda's top 20 'super brands'



Uganda has named and paid tribute to the country's top 20 brands. In their hunt for Uganda's top brands, Superbrands East Africa enlisted the help of the London-based The Centre for Brand Analysis (TCBA). The TCBA interviewed 600 Ugandan consumers as well as questioned a 'council of experts' to aid them in their quest to arrive at the top 20.

A 'super brand' is defined by the researchers as: "(One that) has established the finest reputation in its field. It offers customers significant emotional and tangible advantages over other brands, which (consciously or subconsciously) customers want and recognise." Quality and durability were two key characteristics that the researchers looked for when selecting the top brands.

Topping the list of Uganda's super brands was MTN, recently named as Brand Africa's Most Admired and Valuable African Brand.

MTN Uganda's Chief Marketing Officer, Ernst Fonternel, said of the ranking: "MTN Uganda is committed to remaining relevant to its customers, especially in this highly competitive Ugandan market. We continue to distinguish ourselves through innovation and commitment to quality, reliability and a distinctive products and services portfolio."

Superbrands East Africa is part of the global Superbrands group, a leading expert in branding which aims, through its research, to recognise, reward and reinforce top brands around the world. The firm follows a process that is completely objective, as brands do not apply nor pay to be measured.

The top 20 brands in Uganda were named as:

1. MTN
2. Panadol
3. National Insurance Corporation
4. Bidoo Uganda
5. Rwenzori Beverages
6. New Vision
7. Blueband

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8. Warid Telecom
9. Coca-Cola
10. Bell Lager
11. Dettol
12. Bata
13. Total Uganda
14. Radio One
15. Nukumatt
16. OMO
17. Makerere University
18. Vaseline
19. The Daily Monitor
20. Shoprite

<http://www.brandafrica.net/Newsletter/20131015/3.aspx>

SUPERBRANDS NAMES METL AS ONE OF TANZANIA'S BEST CONSUMER BRANDS.



Mohammed Enterprises Tanzania Limited (MeTL) has been honored a Superbrands Award as Tanzania's strongest consumer brand.

The award was presented by Superbrands Project Director for East Africa, Mr. Jawad Jaffer to the MeTL Director of Sales and Marketing, Mr. Hussein Dewji at the Hyatt Kilimanjaro Kempinski in Dar es Salaam on 26th February 2013.

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Superbrands is the world's largest independent arbiter of branding which identifies and pays tribute to exceptional brands by recognizing, rewarding and reinforcing leading brands from all over the world.

<http://www.metl.net/en/posts/browse/news/superbrands-names-metl-as-one-of-tanzania-s-best-consumer-brands>

Alliance Media awarded Superbrand status

15 May 2013

Alliance Media has recently been awarded Superbrand Status by Superbrands, the world's largest independent arbiter of branding. The award has been made for the period 2012 – 2014.

Superbrands identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world. Brands do not pay or apply to be considered.



The entire selection process is independently administered by The Centre for Brand Analysis. When considering individual brands, both the experts and consumers are asked to bear in mind the following definition of a Superbrand:

“A Superbrand has established the finest reputation in its field. It offers customers significant emotional and tangible advantages over other brands, which (consciously or subconsciously) customers want and recognise.”

All Superbrands must represent quality, reliability and distinction.

The award was given by Superbrands for the East African region, where Alliance Media has their own billboard and airport advertising operations in Kenya, Uganda, Tanzania, Rwanda and Burundi.

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The Alliance Media brand has become recognised as the premium brand in the Out of Home (OOH) Media sector across Africa, where the Company operates over 25, 000 advertising sites in 23 African countries.

“We have been able to stand out above other companies through our vast pan-African network of premium sites and our untarnished reputation of delivery to Africa’s most valued brands”. Said Group Sales & Marketing Director, Greg Benatar.

The award was granted soon after the company achieved first place in the category of Outdoor Advertising by the independent PMR awards at a ceremony in Lusaka, Zambia in April 2013.

http://www.themarketingsite.com/live/content.php?Item_ID=31337

Chandaria Industries leads in regional Superbrands

May 4, 2017



Chandaria Industries today became only the second company in East Africa to be awarded Superbrands status as a company and for all its brands, as Kenyan brands continue to edge up the pan-African brand ladder, emerging as the joint sub-Saharan

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leaders in some domains.

In a report on the progress of Kenyan brands across Africa, compiled to mark the occasion of its Superbrands win, Chandaria Industries reported Kenyan brands as neck and neck with the other top two national brand leaders, South Africa and Nigeria. “The Kenyan business environment and constant attention to upgrading quality and regional expansion is now paying off with emerging brand leadership for Kenyan national brands Africa-wide”, said Darshan Chandaria, Group CEO of Chandaria Industries.

With Kenya, South Africa and Nigeria topping all measures for the continent’s brand leadership, according to BrandAfrica, Chandaria Industries has delivered one of the most rapid expansions across the continent among Kenyan manufacturers.

The company now supplies 12 African countries with at least three product categories. It is the market leader across East Africa in toilet tissue, napkin tissue, and kitchen towels.

Kenyan brands last year held second position, alongside Nigeria, in the Top 10 most valuable brands in Africa, while in 2015, Kenya held second position alongside South Africa, as Nigeria and South Africa have jostled for top spot.

Kenyan brands also held the second position, alongside South Africa, for the most brands in the Top 100 global brands in Africa, where Nigeria lead the African brand pack.

However, in some sectors, such as media, Kenya now leads alongside South Africa for the number of ‘most admired’ brands in the continent.

The nation’s steady continental spread comes as Kenya’s export earnings have recovered from their sharp drop in 2013, which was driven principally by the fall in manufacturing export earnings.

“The ongoing expansion of Kenyan companies and brands across the continent is vital in driving up the country’s export earnings, and underpinning the stability of the shilling for everyone, with the rise of manufacturing export earnings, built on high quality brands, key to our economic success as a nation,” said Darshan Chandaria Industries’ export earnings have risen steadily in the last five years, now accounting for as much as a fifth of its sales. “The focus on regional sales also provides a

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buffer for producers, ensuring ongoing jobs and income through the economic cycles in any one national market,” said Darshan.

Chandaria Industries’ brands, which span tissue and personal hygiene products, are also now market leaders in both Uganda and Tanzania, as well as in Kenya. The company has also expanded its best-known brand, Velvex, to include toilet tissue, cotton wool and toilet cleaner, with the most recent Velvex launch in 2017 of high absorbancy kitchen towels.

The expansion of both its product range and regional markets has been accompanied by a strategy of running multiple brands in the same product category to ensure market access and affordability for every consumer, with its Nice & Soft, Toilex, Rosy, Dawn Pekee, Qik Dri, Royale, Safari, and Nyati brands also all market leaders in their segments.

Regionally, Chandaria Industries most recently entered the Malawian market, where sales have grown swiftly.

“Our vision is to be the leading tissue and hygiene manufacturer in Africa with market leadership in all segments, for a full set of Superbrands. In this, today’s award of full Superbrands company status is a key milestone,” said Darshan

To be named a Superbrands, brands must satisfy brand recognition targets in independent consumer surveys, to show they have achieved the position of household names.

“What makes this particularly special for Chandaria Industries is that 100 per cent of our products are manufactured in Kenya, creating Kenyan jobs and earnings as we have moved to market dominance across East Africa, and continue to build our brand position throughout Central and even southern Africa,” said Darshan.

About Chandaria Industries

Established in 1964, Chandaria Industries has grown from a small tissue converting operation to the largest tissue and hygiene manufacturer in Kenya, East and Central Africa. It is the only tissue producer that manufactures 100 per cent in Kenya, from paper waste as its raw material to final distribution, living by the company value of Buy Kenyan, Build Kenya.

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As an ISO 9001-2008 certified company, Chandaria Industries' processes and systems ensure its manufacturing quality and commitment to recycling and environmental protection. The company has also developed a multiple price-point strategy to leverage its world class manufacturing efficiency to transform the lives of Africans by making basic hygiene more affordable.

Chandaria Industries holds market leadership across all sales channels, including: trade, retail, corporate & service clients, and alternate channels, such as e-commerce.

<http://www.farmersreviewafrica.com/chandaria-industries-leads-in-regional-superbrands/>