

Superbrands

Media Coverage

Country	Date	Publication
East Africa	2008	Press Clippings

SUPERBRANDS EAST AFRICA

[Jeremy](#) [Friday, September 05, 2008](#) [No comments:](#)



From my Google Alerts I see that various businesses have been rejoicing at the fact that they have been designated as 'Superbrands' in the first Superbrands East Africa awards. Congratulations to all those brands which have been so designated. They include Vodacom Tanzania, MTN, Vision Group and Mukwano, Safaricom and Nomi.

I would have liked to write an informative blog about this, but then I encountered the Superbrands East Africa [website](#). Having found it slow, fiddly, poorly designed in terms of use of space and annoyingly underpopulated in terms of useful information, I just gave up. I wondered how many local users who have not yet been blessed (as I have) with a state-of-the-art computer and broadband would find it.

<http://afro-ip.blogspot.co.za/2008/09/superbrands-east-africa.html>

Top EA brands honoured

August 15, 2008

By ANTHONY KAGIRI, NAIROBI, August 15 – East African Community Permanent Secretary David Nalo has called upon Companies in the region to embrace branding as an integral practice in business as part of their marketing strategy.

Nalo told a gathering of regional Chief Executives that with the integration of the East African countries, competition was bound to increase and as such only the best will survive.

Speaking at the Superbrands East Africa Volume one book launch, the PS challenged companies to be innovative in branding as they strive to remain globally competitive.

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Nalo said: "It is important to encourage innovation in our branding as this is critical in these competitive markets where differentiation is a key determinant in positioning of a superbrand vis-à-vis competition."

"Superbrands attain a status of approval and prestige which elevates consumer experience further. This stabilises our brands and enables them to weather numerous storms occasioned by market dynamics."

The PS noted that branding would be key to attracting potential investors in the region and urged companies to consider it as an art in business.

The Superbrands organisation is an independent arbiter that pays tribute to brands that it considers exceptional. The organisation also publishes a series of brand-focused books and publications.

Addressing the CEOs, Information and Communication Minister Samuel Poghio urged companies in the region to strive to meet the standards.

He noted that with the publishing of the book competition was bound to intensify as more companies strive to get a share of the market both locally and globally.

"It offers us a great opportunity as East Africans to be able to showcase the success of our local brands in the international arena. This is a good platform considering that East Africa is home to numerous homegrown brands," Poghio added.

Superbrands has launched its programs in many key global markets and has publications in over 82 countries

Group Chief Operating Officer Steve Dodgson said the success of the first East African Superbrands project is a reflection of the rising importance of branding in the vibrant and growing economy.

"As the only book of its kind dedicated exclusively to the region's leading brands, Superbrands East Africa book is going to be the local marketing community's premier source of information," he noted.

A total of 64 strong brands in East Africa have been featured in the book, most of whom are Kenyan based.

The large format publication contains double page, full colour features telling the full story of East Africa's Superbrands for 2007/2008.

Each article, specially commissioned by Superbrands, traces the foundation and development of the brand under the headings The Market, Achievements, History, the Product, Recent Developments, Promotion and Brand Values.

There is also a 'Things you didn't know' section which highlights interesting facts about the brand and its unique achievements.

Capital Fm is one of the companies that have been featured in the book for its niche in the entertainment market. It is the only broadcast company that has been given the recognition.

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Besides it has remained the first in providing timely, authoritative and non contradictory news.

“Radio is creative, flexible and an ever changing medium that prompts the need to constantly review content,” notes the book.

Sports editor James Wokabi last year scooped the coveted recognitions by both the BBC and CNN for his outstanding work.

In 2004 CFM was awarded ‘Best Radio Studio’ by the Computer Society of Kenya for being the radio medium with the best use of ICT tools in studio automation.

<https://www.capitalfm.co.ke/business/2008/08/top-ea-brands-honoured/>

Firm to launch book on top regional brands

TUESDAY AUGUST 12 2008

By JOSEPH BONYO

Superbrands, the international brand research firm, is set to launch the East Africa version of its international book brand.

The book, to be launched in Nairobi on Thursday, includes about 64 brands in the region considered exceptional.

Titled ‘Superbrands East Africa Volume One’, the book has articles on the brands based on the product, market, achievements, history, recent developments, promotion and brand values. Also included in the book are facts and highlights of a brand, such as things that are not common knowledge, as well as unique achievements.

“The brands featured in the book range from Fast Moving Consumer Goods (FMCG) brands through to corporate giants,” said Mr Jawad Jaffer, the book’s project director.

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Importance of branding

Only brands graded highly by the independent Superbrands Council are eligible for inclusion in the project. Members of the East African Superbrands Council who include industry experts and practitioners select the top brands under various categories and award them the status of “Superbrand”.

“The success of the first East African Superbrands project is a reflection of the rising importance of branding in this vibrant and growing economy,” said Mr Jaffer.

The presence of many beverage and mobile brands in the first edition of the book is believed to present a reflection of the East African way of life.

Education, tourism and non-profit organisations are some of the brands debuting in the book.

<https://www.nation.co.ke/business/996-455090-ntq11gz/index.html>

MTN, Mukwano named region's Superbrands

August 20, 2008

Written by Observer Media Ltd

Leading telecom company MTN, Mukwano and New Vision are among the 64 international companies that have been awarded the East Africa Superbrands status. This was during the inaugural edition of the EA Superbrands publication at Serena Hotel in Nairobi last week.

Dawad Jaffer, Superbrands EA Regional Project Director, said it was encouraging to see homegrown brands rise to compete with internationally renowned brands.

“We believe the Superbrands certification and the publication will help local brands to become

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even more competitive both locally and internationally because it gives them an opportunity for exposure,” he said.

Superbrands is an independent brand assessment and certification system that periodically monitors brands and their performance and documents those that are considered to have achieved the status. It is the first time that brands in East Africa have been recognised.

MTN Head of Marketing, Isaac Nsereko, said the award will further strengthen the MTN brand internationally.

Already, Interbrands, an internationally acclaimed brand valuation agency, has estimated that the intangible value of MTN at \$10bn makes it the 39th most valued brand in the world.

“MTN has been voted the most respected company in Uganda for the last three consecutive years and is the largest tax payer over the same period. The brand in Uganda has now been valued at about \$300 million by the renowned brand valuation consultancy Interbrand Sampson,” said Nsereko.

For several years now, MTN has been a dominant brand in Uganda with the biggest mobile phone subscriber base of close to 3 million.

<http://www.observer.ug/component/content/article?id=815:our-correspondent>