

# Brand Africa partnership to launch Africa's Best Brands

African Media Agency partners with Brand Africa to launch the 7th Annual Brand Africa 100: Africa's Best Brands.



The partnership aims to build on the two entities' commitment to creating and sustaining a favorable reputation of Africa as an entrepreneurial and competitive environment for building world-class brands and businesses that respond to the needs of African consumers.

As part of this partnership, AMA, [Brand Africa](#) and partners, Geopoll, the world's leading mobile surveying platform with a database of over 250 million respondents in emerging markets around the globe, Kantar, the globally respected consumer knowledge and information company, Brand Leadership (BLG), Africa's leading brand and reputation advisory, leading global communications firm, Burson Cohn & Wolfe (BWC) and the Johannesburg Stock Exchange (JSE), Africa's leading bourse, will join hands to launch the 7th annual 'Brand Africa 100: Africa's Best Brands' at the JSE on 24 May 2019 in Johannesburg, South Africa.

First launched in 2011, Brand Africa 100 is a Brand Africa initiative to research, rank and recognize leading African and non-African brands in Africa. It is the first and most comprehensive, authoritative and widely referenced pan-African survey and ranking of brands in Africa.



## The most admired African brands announced

28 May 2018



According to Eloïne Barry, the CEO of AMA, this partnership underlines the relentless focus by the two organisations to improve the continent through telling a positive African narrative that uplifts and catalyses growth on the continent. "We are excited to partner with like-minded organisations committed to sharing an authentic and positive African narrative with the world. It is the core, foundation and inspiration of all our work at the AMA," says Barry.

Commenting on the partnership with AMA, Thebe Ikalafeng, founder and chairman of Brand Leadership Group noted that having worked previously with AMA it was a natural transition to partner with an organization with "an immense knowledge of the African media landscape and passion for communicating a positive African narrative."

The Brand Africa 100 ranking is based on a survey among consumers 18 years and older, conducted in 25 countries across all African economic regions, which collectively account for more than 80% of the continent's population, GDP and leading brands and businesses.

Giving an insight on the launch of the 2019 Brand Africa 100 to be held at the JSE, Ikalafeng explained that, "brands are shareholders and customers' repository and barometer of the image reputation of businesses and consequent value that is reflected on their market capitalization on the stock exchanges."

The rankings are published annually by *African Business* magazine and Brand Africa partners. The 2019 African Business magazine's report on "Africa's Best Brands" which includes the Top 100 Most Admired Brands in Africa, the Most Admired African Brands, the Most Admired Financial Services Brands and Most Admired Media Brands, will be on shelves globally in June.

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