

How the top 10 growing brands grew (2010-2014)

By  Erik du Plessis and Neil Higgs

2 Feb 2016

With one exception, the 10 brands that gained [more than 2m users](#) between 2010 and 2014 did this by consistently gaining users each year.

We showed the super-grower brands of 2010-2014 in [our previous article](#).



© Apidech Ninkhlai- [123RF.com](#)

In this article, we look at their annual performance over the period to see what we can learn. It sticks out like a sore thumb that they grew consistently. (The exception being Black Cat, which had a big jump in 2011 and then stabilised.)

The marketing lesson is clear: marketing is a long-term activity. Brand managers will do well to appreciate that once they have a brand growing they should stick to their guns...

[Click here](#) to view the article in full, and [here for more information](#) on the authors' availability to do keynote talks at company strategy conferences.

Note that Bizcommunity staff and management do not necessarily share the views of its contributors - the opinions and statements expressed herein are solely those of the author.

ABOUT ERIK DU PLESSIS AND NEIL HIGGS

Erik and Neil are the 'old folk' of marketing, with a mountain of experience between them. They love watching brands grow, have seen brands die and have consulted with nearly every major brand in SA at some stage. They have published papers in accredited journals, won awards and are honorary members of AMASA and SAMRA. They've also talked at major international conferences as well as local keynote talks on the state of the market.

- Where the super growth brands grew (LSM6 and 7) - 16 Feb 2016
- Super growth brands - Do brands change advertisements too often? - 9 Feb 2016
- How the top 10 growing brands grew (2010-2014) - 2 Feb 2016
- Growth brand theory - the 2 million users gained club - 18 Jan 2016
- Big brand: Advertising investment strategy - 15 Dec 2015

[View my profile and articles...](#)