Brand Africa Forum to present first Brand Africa 100 awards

Pan-African consumers can now vote for their most admired and valued brands in the inaugural Brand Africa 100 Awards, which coincides with the second annual Brand Africa Forum. The continent's most valued brands will be revealed at an awards ceremony on Thursday, 29 September 2011 at Sandton Convention Centre, Johannesburg, South Africa .

Brand Africa 100 focuses on a regional representation of sub-Saharan African markets including Botswana, DRC, Ghana, Kenya, Nigeria, South Africa, Tanzania, Uganda and Zambia.

The Brand Africa 100 research is based on a multi-tier methodology that incorporates qualitative, quantitative and secondary research and has been developed by the Brand Leadership Academy in partnership with TNS, the marketing research company and Brand Finance, an independent valuation consultancy.

"One of the primary drivers of Africa's growth lies in stimulating and growing thriving African and global businesses and brands in Africa," says Brand Africa founder and chairman, Thebe Ikalafeng. "And consumers are the ultimate arbiters of that success. Thus the inaugural Brand Africa 100 will signal which brands are getting it right on the continent."

The Top 100 Brands in Africa, Top African Brands, Top Non-African Brands category leaders in Telecoms, Beverages, Financial Services, Oil & Gas, Electronics, Automobiles, Apparel, Retail, Food and Cosmetics & Personal Care will be revealed at the invitation-only event, attended by leading local and international decision makers in media, business, nation branding and civil society.

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