

Superbrands Tribute Event recognises 86 top brands

The recent Superbrands Tribute Event 2014 in Kampala, Uganda, saw Superbrands East Africa, an affiliate of London-based Superbrands UK, recognise 86 brands across the region.



Superbrands is described as the world's largest independent arbiter of branding. It has identified and paid tribute to exceptional brands by recognising, rewarding and reinforcing leading brands from all over the world since 1995. What started as an industry award has become a globally recognised barometer of the region's strongest brands.

The Vice President of Uganda, Edward Ssekandi, was the chief guest at the event that attracted more than 100 CEOs, marketing experts, business people, and government officials from East Africa.

15 Ugandan, 17 Tanzanian and 54 Kenyan brands were recognised at the event. In Uganda some of the brands that were recognised include Pepsi, NSSF, Airtel, Roofings, and Midcom. In Kenya: Elliot, Dairyland, APA Insurance and East African Cables were awarded. In Tanzania ITV, Whitedent and *The Guardian* were some of the winners.

Winning brands

BRANDS	
1. Airtel	44. Midcom
2. Alliance Insurance	45. Migaa
3. Alliance Media	46. Mimani City
4. AMS Properties	47. Mombasa Maize Millers
5. APA Insurance	48. MTN
6. Apex Steel	49. Multi Cable Limited
7. ASL	50. Mumias Sugar
8. AutoXpress	51. Nakumatt
9. Azam	52. National Insurance Corporation
10. Bank Of Baroda	53. National Oil Corporation
11. Basco Paints	54. Newline
12. Bidco	55. New Vision
13. Bobmil	56. Nina Interiors
14. Britam	57. Niti
15. Brookside	58. NMB
16. Chai Bora	59. Norda Industries
17. Clouds FM	60. NSSF
18. CRDB Bank	61. Nzoia Sugar
19. Crown	62. Oserian
20. Daawat	63. Parents
21. Daima	64. Pembe
22. Dairyland	65. Pepsi (CROWN BEVERAGES)
23. Darling	66. Quencher
24. Doshi Group	67. Radio One
25. EAPCC	68. Raha

26. East African Cables	69. Red Dot
27. Easycoach	70. Roofings
28. Elliots	71. Safaricom
29. Euroflex	72. Sarova
30. EXE	73. Sony Sugar
31. Fay	74. Splash
32. Fresh Dairy	75. Supa Loaf
33. Furniture Centre	76. Text Book Centre
34. ITV	77. The Guardian
35. Jogoo	78. The Sarit Centre
36. Kakira Sugar	79. Tuffoam
37. KCB	80. Tuskys
38. Kentank	81. Tuzo
39. Kenya Red Cross	82. United Millers
40. Kenya Wildlife Service	83. Viro
41. Konyagi	84. Vitafoam
42. MPesa	85. Whitedent
43. MeTL	86. TILE & CARPET

Jaffer Jawad, the Superbrands East Africa Project Director, said: "Brands have an ever-increasing importance in our day-to-day lives, and as consumers we have never been more engaged; logos are tattooed onto enthusiasts' bodies and thousands join social networking groups to campaign for the re-launch of a favourite brand."

Strengthening brand position

Superbrands East Africa runs the Superbrands UK award schemes and promotional programmes in the region. Superbrands status strengthens a brand's position, adds prestige and sets the brand apart from its competitors.

Minister Kiwanuka noted that in Uganda, like in other EAC Partner States, to become a globally competitive brand, will remain a challenge.

"It is important that brands across the region embrace the principle of becoming globally competitive among customer loyalty as this is one way of encouraging competition and attracting investors," she said.

She also congratulated the Superbrands Council for a job well done and encouraged more brands across the region to participate in this project as a way of promoting competition and marketing global marketing initiatives.

Sponsors and partners

Roofings, Airtel, Vision Group, Midcom, The East African, Radio One, Alliance Media and Turkish Airlines sponsored the event while fireworks Advertising Limited, Spotlyte Management and TNS were partners.

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