

# Sunday Times Top Brands

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The 18th annual Sunday Times Top Brands awards took place on Tuesday, 23 August 2016, in Sandton. Hosted by Times Media, the awards represent the outcome of 3,500 nationally representative consumer interviews and 502 interviews with business decision-makers. The research, conducted by leading market research house TNS, reflects consumer and business perspectives on brands in South Africa.



The prestigious awards are recognised in the industry as a real reflection of the voice of the consumer and TNS is very proud to have conducted the research on behalf of Times Media in a partnership which is in its eighth year.

The methodology uses the concept of 'relative advantage' which means that the score a brand achieves is based on its brand penetration in the marketplace as well as its relative strength in the minds of users and non-users of the brand. This ensures that even small brands are given a fair opportunity if they are well loved by their users and strongly aspired to by non-users. The approach is in line with TNS thinking because it allows marketers to understand much about brand's relative power in the peoples' minds alongside their actual power in the market which is reflected by their market share.

The Top Brands Awards covers 32 consumer categories, with three Grand Prix Awards for the Overall Favourite Brand Award, the Green Award, and the Community Award. For the Business Awards, there are 12 categories with three Grand Prix Awards for the Overall Favourite Brand, the Green Award and the Social Investment Award. The Robyn Putter Award recognises the creative agencies behind the top brands and is calculated on a points system for agencies based on their client's achievements at the Top Brands Awards.

For a full list of all the winners remember to get this Sunday's copy of the *Sunday Times* (Sunday 28th August).

## About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and customer strategies, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

TNS is part of Kantar, the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

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Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 12 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 30,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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