

Absa the leading retail bank in survey



Absa has been voted the leading retail bank in the 2012 TGI Icon Brands survey, while Absa idirect was voted the leading short-term insurer. The TGI Icon Brands survey is a special measure of how consumers feel about brands in South Africa and looks for quintessential brands that fly the South African flag high. The survey asks readers to identify brands that are used by South Africans of all races and cultures. These are brands that define a common experience, often on a daily basis, to which South Africans are tangibly committed.

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