

SUNDAY TIMES TOP BRANDS AWARDS 2011, ALL THE TOP BRANDS IN SOUTH AFRICA

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The top telecommunications and cellphone brands in South Africa named in latest Sunday Times Top Brands Awards

The 13th annual Sunday Times Top Brands Awards ceremony took place on Thursday, 4 August 2011, where Avusa Media and their research partner TNS Research Surveys announced the winners in their latest survey.

The Top Brands survey assessed the strength of brands in South Africa using various criteria, including familiarity, brand rating and experience, and public perception.

According to the Sunday Times Top Brands survey, KOO is South Africa's overall favourite brand, an accolade which the company also claimed last year. Coca-Cola finished second as the country's overall favourite brand, with KFC completing the top 3.

When it came to consumer cellphones Nokia reigned supreme, followed by BlackBerry and Samsung. In the Business market, BlackBerry was the top brand, followed by Apple iPhone and Nokia.

The top 'Telecommunications Provider' brand in the business market was Vodacom, followed by MTN and then Nashua Mobile.

In the consumer telecoms market MTN was rated the top brand, followed by Vodacom and Cell C.

"We are delighted to be recognized by the Sunday Times Top Brand Award. This accolade is especially important to us, as it is a reaffirmation from our customers of the great effort that our team has made to ensure that MTN is a preferred choice," said Serame Taukobong, MTN South Africa Chief Marketing Officer.

GRAND PRIX WINNERS

Category	1st	2nd	3rd
Overall Favourite Brand	KOO	Coca-Cola	KFC
Robyn Putter Brand Agency of the Year	Ogilvy South Africa	Draftfcb	The Jupiter Drawing Room
Marketing Personality of the Year	Enzo Scarcella from Vodacom	Serame Taukobong from MTN	Ravi Naidoo from Interactive Africa
Brand that has done the most to uplift the community	Coca-Cola	Pick n Pay	Shoprite
Brand that has done the most to promote "green"	Pick n Pay	Woolworths	Nedbank

BUSINESS

Category	1st	2nd	3rd
Domestic Airline	British Airways	Kulula.com	South African Airways
Business Media - Radio	Talk Radio 702	Cape Talk 567	SAfm
Business Bank	Investec	Standard Bank	FNB
Telecommunications Provider	Vodacom	MTN	Nashua Mobile
Medical Aid	Discovery		
Car Hire	Avis	Europcar	Budget
Cellphone	BlackBerry	Apple iPhone	Nokia
Hotel Group	Sun International Hotels and Resorts	Protea Hotels and Protea Hotel Fire & Ice	Southern Sun and Garden Court
Long-term Insurance	Discovery Life	Old Mutual	Momentum Life (including Metropolitan)
Short-term Insurance	Santam	OUTsurance	Zurich

CONSUMER

Category	1st	2nd	3rd
Alcoholic Spirits	Hennessy	Jameson	Johnnie Walker
Beer	Hansa	Heineken	Carling Black Label
Cider	Savanna Dry/Light	Hunter s Dry/Gold/ Extreme	Redd s Dry/Original
Alcoholic Coolers	Red Square	Hooch Fox	Bacardi Breezer
Cellphone	Nokia	BlackBerry	Samsung
Chocolate	Cadbury slabs	Lunch Bar	Ferrero Rocher
Telecommunications Provider	MTN	Vodacom	Cell C
Retail bank	Absa	Standard Bank	FNB
Soft Drink	Coca-Cola	Fanta	Sprite
Fast Food	KFC	Nando s	McDonald s / McCafe
Convenience and Grocery Store	Shoprite	Pick n Pay (Supermarket/ Hypermarket/ Family Store)	Woolworths
Hot Beverage	Ricoffy	Freshpak	Joko
Household Cleaning	Handy Andy	Sunlight	Jik
Laundry Care	Sunlight	Sta-Soft	Omo
Essential Food	Tastic	Albany	White Star
Electronic Goods	Samsung	LG	Sony
Domestic Airline	South African Airways	British Airways	Mango
Car	BMW	Mercedes Benz	Toyota
Sports Clothing Brand	Nike	Adidas	Puma
Short-term Insurance	OUTsurance	First for Women	ABSA
Long-term Insurance	Old Mutual	Sanlam	Metropolitan Life
Weekly Newspaper	Sunday Times	City Press	Soccer Laduma
Beauty and Cosmetics	Estee Lauder	Yardley	Avon
Tinned Food	KOO	Lucky Star	All Gold