



For Immediate Release
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Alomo Bitters is the only Ghanaian brand in the Top 100 brands in Africa, and the #1 Ghanaian brand in the Brand Africa ranking of the Best Brands in Ghana. UTV and CalBank are the leading brands in media and financial services categories respectively.

Accra, Ghana – 16 December 2022: Today at the 16th AAG Gong Gong Awards, Brand Africa founder and chairman, Thebe Ikalafeng, unveiled Alamo Bitters as the only Ghanaian brand in the Top 100 rankings of Brands in Africa and as the #1 most admired Ghanaian brand in Ghana. The rankings are based on the 12th annual *Brand Africa 100: Africa's Best Brands 2022* rankings. The *Brand Africa 100: Africa's Best Brands* is a non-profit initiative of Brand Africa and the most referenced, independent and pan-African survey and ranking of brands in Africa.

Against a backdrop of internal focus as a consequence of an urgent rebuilding of economies devastated by the Covid-19 pandemic and the acceleration of AfCFTA's goal of driving greater intra-African trade, after a 5-year decline, where African brands surged 4% to 17% from an all-time low of 13% in 2020 and 2021 in the rankings, Alomo Bitters ranked no. 31 overall and 8th highest ranking African brand after MTN, Dangote and Ethiopian Airlines, among the 17 African brands in the Top 100.

Non-African brands, led by overall pace-setter Nike for the 5th consecutive year, continue to dominate with a share of 83% of the most admired brands in Africa.

In the rankings of the Top 25 most admired financial services brands, Nigeria's GT Bank is the #1 brand for the third consecutive year, and DStv, has consolidated its position as the #1 African media brand for the second year running.

Alomo Bitters, Kantanka and ATL are the Top 3 most admired Ghanaian brands.

1	2	3	4	5	6	7	8	9	10
									

Thebe Ikalafeng, Founder and Chairman of Brand Africa noted: "Ghana has some excellent brands that will do well beyond its borders. As the base of the AfCFTA which seeks to drive intra-Africa trade, it puts Ghana in a good position to lead the continent and showcase the potential of multi-national African brands that transform the continent."

In reflecting on the rankings, Francis Dadzie, Executive Director of the Advertising Association of Ghana, said: "It is amazing to see a proudly Ghanaian brand in the Top 100 – and shows the potential that Ghanaian brands have to be recognized and have appeal beyond our borders."

"With increased number of countries and greater sample size this year, more than ever, and especially so during the pandemic, mobile proved to be the effective tool for us to reach and access respondents across the continent," said Bernard Okasi, Director of Research, GeoPoll, which has been the lead data collection partner since 2015.

Karin Du Chenne, Chief Growth Officer Africa Middle East for Kantar, which has been the insight lead for Brand Africa since inception in 2010 says, "despite volumes of brands analysed as a result of increased sample size in terms of respondents and countries, the survey continues to yield a very consistent picture of brands and trends that are transforming the continent."

Now in its 12th year, every year on or around Africa Day, 25 May, Brand Africa releases the results of the survey on the most admired brands in Africa based on a survey across 29 countries that represent as much as 85% of the continent's GDP and population. The 2022 survey was conducted between March and April 2022 and yielded over 80,000 brand mentions and over 3,500 unique brands.

The Brand Africa 100 results published in the June issues of *African Business* magazine are available on <https://www.brand.africa/Home/Reports> or to subscribers of African Business at www.africanbusinessmagazine.com.

For Information on the Brand Africa agenda, initiatives and partners and specifically the Brand Africa 100: Africa's Best Brands Rankings visit www.brand.africa and follow the results on #BrandAfrica100 and #AfricasBestBrands2022.

Brand Africa 100 | Africa's Best Brands

Overall - Africa's Best Brands	Overall	African		Media	Financial Services	African Pride
		Prompted	Unprompted			
#1	Nike	MTN	MTN	DStv	GT Bank	Dangote
Best Aviation Brands						
#1	Ethiopian Airlines					
#2	Emirates					
#3	Delta Airlines					
Best Brands in West Africa						
	Overall	African		Media	Financial Services	African Pride
#1	Samsung			DSTV	GT Bank	Dangote
#2	Nike			CNN	UBA	MTN
#3	Coca Cola			BBC	Ecobank	DSTV
Best Brands in Ghana						
	Overall	African		Media	Financial Services	African Pride
#1	Nike	MTN		BBC	Ecobank	GTP
#2	Adidas	Alomo Bitters		DSTV	ABSA	Dangote
#3	Samsung	Dangote		UTV	Access	MTN
Best Ghanaian Brands						
#1	Alomo Bitters			UTV	Calbank	Alomo Bitters
#2	Kantanka			GBC	Social Security and National Insurance Trust (SSNIT)	Despite Media
#3	ATL			Angel 96.1	Best Point	Kantanka

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About Brand Africa 100: Africa's Best Brands

Recognizing that brands drive the growth, reputation and competitiveness of nations, Brand Africa (www.brand.africa) was established in 2010 as a brand-led non-profit intergenerational movement to inspire a brand-led African renaissance. It's goal is to drive a brand-led transformation of the continent's brand, image and wealth. The *Brand Africa 100 | Africa's Best Brands*, has been the flagship initiative of Brand Africa since 2011. The rankings are announced on or around Africa Day, 25 May every year since 2011. Now in its 12th year, the Brand Africa 100: Africa's Best Brands rankings are the most authoritative survey and analysis of brands and underlying businesses in Africa, covering 30 countries that represent all of the continent's five economic regions. Collectively these countries account for over 85% of the population and over 85% of the GDP of Africa. The survey is conducted by the world's leading mobile based research firm, Geopoll, with insights provided by the world's largest information research firm, Kantar working in close collaboration with Africa's premier branding, strategic communications and intellectual property advisory firm, Brand Leadership. For more information on Brand Africa 100 | Africa's Best Brands visit <https://www.brand.africa/Home/FAQs>.