

# Winners of 2017 *Sunday Times* Top Brands survey announced

The results of the annual *Sunday Times* Top Brands survey were announced at an awards ceremony hosted at The Empire venue in Parktown, Johannesburg last night (Wednesday, 27 September).



All the 2017 *Sunday Times* Top Brands winners. Image supplied.

The 2017 survey polled 3,500 individuals, aged 18 years and older in both metropolitan and non-metropolitan areas of South Africa to establish a ranking of Top Brands in 32 consumer categories. Similarly, 468 business leaders and decision-makers were interviewed to establish the Top Brands across twelve Business categories. The Kantar TNS methodology used to establish brand ranking and category winners is based on the concept of relative advantage. This takes brand familiarity and awareness, the perceptions of users and non-users, as well as the size of brand presence in the market into account.



## Sunday Times Top Brands Awards: Be outstanding

Danette Breitenbach 28 Sep 2017



Nuala Harris-Morele of Kantar TNS says, “While 2017 saw a downgrade of the South African economy and some pressure on food prices through rand fluctuations, South Africans seem to have, through some dramatic spending changes last year, found a way to manage their budgets better and create space for some additional luxuries here and there. While we see an increase in spend on beauty and cosmetics, alcohol, electronic appliances and sit-down restaurants, we can’t necessarily attribute it as irresponsible spending. We also noticed an increase in both long and short-term insurance policy ownership.”

## Consumer Grand Prix Awards

For the first time, the Consumer Overall Favourite Brand Grand Prix was awarded to KFC which improved on its third place ranking last year. Samsung and Shoprite came in second and third place respectively.

Coca-Cola once again received the Consumer Green Award for the role it plays in preserving SA's environment and natural resources, as well as the Consumer Social Investment Award. Eskom and Shoprite featured in the top three positions of both Grand Prix rankings.

Other winning brands in the consumer categories included: BonAqua, Red Bull, Heineken, Hunter's Dry, Smirnoff, Johnnie Walker, Kellogg's Corn Flakes, Enterprise, All Gold Tomato Sauce, Tastic, Koo, Clover, Rainbow, Shoprite, Spur, Nivea, Samsung, Defy, Mercedes-Benz, Engen, South African Airways, Capitec, Outsurance, Old Mutual, SABC1, Pick n Pay Smart Shopper, *Daily Sun*, and the *Sunday Times*.

## **Vodacom earns a hat-trick in the Business Grand Prix Awards**

The Business Overall Favourite Brand remains Vodacom. The Apple iPhone crept into second place, knocking Discovery Health Medical Scheme down to third. Vodacom similarly performed well to receive the Business Green Award, followed by Nedbank and Woolworths in second and third place respectively.

In a category that was hotly contested, Vodacom also claimed top spot to win the Business Social Investment Award. Discovery Health Medical Scheme and Pick n Pay claimed second and third spot respectively.

Other winning brands in the business categories included: British Airways, Avis, Toyota, Discovery Life, Santam, FNB, Apple iPhone, Allan Gray, Discovery Health Medical Scheme, Glenmorangie, and *Business Day*.

## **The 2017 Robyn Putter Award for creative agencies**

The prestigious Robyn Putter Award recognises the efforts of the creative agencies behind the winning brands. The winning agency is calculated on a points system based on the performance of its clients in the *Sunday Times* Top Brands survey. The 2017 recipient is Ogilvy & Mather.

Reardon Sanderson, GM sales and marketing at Tiso Blackstar Group says, "We tested the Sunday Times Top Brands survey and we were given a resoundingly positive endorsement in terms of ratings for awareness and value that the survey offers to marketers and advertisers alike. In an environment where there is a proliferation of awards, Top Brands is still regarded as the industry standard, where being awarded at Sunday Times Top Brands holds serious currency for brands."

[Click here](#) to download the full list of winners and click [here](#) to view images of the event.