

Samsung still best loved brand amongst South African youth

Samsung wins again at the 2017/18 Ask Afrika Youth Brands Awards, South Africa's youth endorsing it as their brand of choice across the Smartphone, Tablet Devices and Cellular Phone categories, as well as the Platinum Icon Brand of Tomorrow in the Smartphone category.



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The announcement was made as a finding of the Ask Afrika Icon Brands Survey for 2017/18, whose top honours were awarded to brands that outperformed thousands of other brands across 19 sectors, at the annual awards ceremony in August 2017.

This year, the survey incorporated 15,284 South African interviews to represent over 25 million adult South African consumers and was conducted by Ask Afrika, which is one of South Africa's largest independent market research companies.

Brands that unite the youth

Consumers were asked to vote for the brands that they feel best unite them and form part of the nation's common experiences. While the survey itself pays close attention to brand loyalty amidst consumer trends, the awards celebrate thought-leader brands that form part of South Africans socially constructed realities, especially within the 15 - 34 age group.

“Thanks to the South African youth market, which has voted to reaffirm that the brand’s creative technological innovations are born out of an understanding of what our consumers want and need and that our products enrich our customers’ lives and contribute to social prosperity. We are honoured to have our future leaders recognise us as an iconic global electronics brand that has formed meaningful connections with them,” says Justin Hume, chief marketing officer at Samsung Electronics South Africa.

Last year, the brand won the New Technology/Tablets category and Smartphones category.

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