

Get to know the continent's top brands - 26 Oct 2015

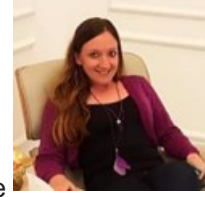
BY [LEIGH ANDREWS](#)

[Africa's best brands](#) were revealed at the 4th Annual Brand Africa 100 last week. MTN came out tops with a Grand Prix for Africa's Best Brand, as well as the Most Admired Brand in Africa award.

Ngugi Mungai adds that consumers want [enhanced digital branding](#). This boils down to offering consumers choice in terms of flexibility, freedom, and convenience in when and how they consume your brand. Offering tailored, inspiring content experiences works best.

Then, according to Dee Stephens, the line between [content marketing and SEO](#) is also blurring - instead of opponents, they actually work hand in hand like a well-oiled machine. That's because SEO or Search Engine Optimisation has always been about providing the best online user experience through great content your readers can't help but engage with.

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 13 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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