

The 2014 *Sunday Times* Top Brands Awards winners announced

South Africa's top brands were announced at The 2014 *Sunday Times* Top Brands Awards ceremony held in Sandton on Friday 29 August, with comedian Marc Lottering as the host.

The winning brands are voted for by consumers and business decision makers who rank them as being the best in their category in a nationwide survey.



All the winners

SA's favourite brand

This year marked yet another year of wins for the Coca-Cola brand which scooped no less than three awards, including two Grand Prix Awards for Overall Favourite Brand and Community Upliftment as well as the Favourite Soft-Drink Award in the consumer category.

National power utility Eskom walked away with the 'Green' Grand Prix Award for its efforts to preserve the environment and harness the country's natural resources. The Robin Putter Agency of the Year Award went to FCB South Africa.

In the business category Avis won its 11th consecutive award in the Car Hire Category. A number of other winners maintained its lead of previous years including British Airways, Vodacom and Discovery Health.

Substantial accomplishment

Brands in the consumer sector such as Nokia, Tastic, Nike, KFC, KOO, SAA and Ricoffy have each reigned in its respective categories for five years in a row. Capitec Bank nabbed the top spot in the newly introduced micro-lenders category.

Reclaiming first position in the Grocery Store Category was Shoprite, placing last year's winner, Pick 'n Pay, in second place. In a surprise win, Liberty took a giant leap to first place from fifth place in 2013 in the Long-Term Insurance Category.

"Winning a *Sunday Times* Top Brand award is a substantial accomplishment," says Trevor Ormerod, GM Group Sales at Times Media. "Marketers have their work cut out for them in today's testing environment. In fact, each year poses different challenges to brands in the form of market fluctuations, economic downturns, or the impact of technological innovations. The ability to maintain position - or in some cases forge ahead despite these challenges, is what distinguishes Top Brands from the rest."

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