

A peek at the finalists for the Sunday Times Top Brands Awards 2015

The finalists for the 17th edition of the Sunday Times Top Brands Awards in association with research house - TNS South Africa, have been announced. The awards presentation ceremony will take place in Sandton, Johannesburg on 25 August...



There are 39 consumer and 15 business categories including the three Grand Prix categories for the consumer market and the three newly introduced Grand Prix categories in the business sector.

"Commissioning the survey for Top Brands and hosting the awards gives us an opportunity to both recognise and reward brands that South Africans love and aspire to. We at Times Media value the contribution that brands make to the media industry through advertising. The calibre of finalists that have made it to the shortlist is a clear indication that brand showcasing correlates with brand appreciation in South Africa," says Trevor Ormerod, General Manager: Group Sales & Marketing at Times Media Limited.

The Top Brands Supplement with details on all the winners will be published in the 30 August 2015 edition of the Sunday Times.

For more information, visit www.TMAdroom.co.za and on social media, Facebook: [Times Media Ad Room](https://www.facebook.com/TimesMediaAdRoom) and Twitter: [@ST_TopBrands](https://twitter.com/ST_TopBrands).

Don't forget to book your tickets for the Top Brands Conference taking place on the same day and be a part of a brand new experience.

Below in alphabetical order is the list of the finalists for each category:

Consumer categories:

Alcoholic Coolers	Alcoholic Spirits	Beauty & Cosmetics	Beers	Cars
Brutal Fruit	Amarula	Avon	Carling Black Label	Audi
Red Square	Cape Velvet	Garnier	Castle Lager/Draught	BMW
Sminorff Spin/Storm/Ice	Jack Daniels	Revlon	Castle Lite	Mercedes-Benz
-	Jameson	Woolworths	Hansa	Toyota
-	Johnnie Walker	Yardley	Heineken	Volkswagen

Cellphones	Ciders	Daily Newspaper	Domestic Airlines	Electronic Goods
Apple iPhone	Hunter's Dry/Gold/Extreme	Issolezwe	British Airways	LG
Blackberry	Redd's Dry/Original	Citizen	Kulula.com	Panasonic
Nokia	Savanna Dry/Light	Daily Sun	Mango	Sansui
Samsung	-	Sowetan	South African Airways	Samsung
Sony Ericsson	-	The Star	-	Sony

Essential Foods	Fast-food Restaurant	Frozen Chicken	Frozen Sausages	Fruit Juices
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Albany	Debonair's Pizza	Country Fair	Eskort	Clover Krush
Fatti's & Mboni's	KFC	Goldi	Frys	Halls
Sasko	McDonalds/McCafe	I&J	Rainbow	Liqui-Fruit
Tastic	Nando's	Rainbow	Weigh-less	Oros
White Star	Steers	Supreme	-	Tropika

Grocery Stores	Hot beverages	Large Kitchen Appliances	Laundry Care	Long-term insurance
Checkers/Checkers Hyper	Five Roses	Defy	Ariel	AVBOB
Pick n Pay	Freshpack	Kelvinator	Omo	Clientelle
Shoprite	Joko	LG	Sta-soft	Metropolitan Life
Spar/KwikSpar/SuperSpar	Nescafe	Samsung	Sunlight	Old Mutual
Woolworths	Ricoffy	Whirlpool	Surf	Sanlam

Loyalty Programmes	Micro-lenders	Milk	Personal Care	Petrol Stations
Clicks Club	African Bank	Bonnita	Dawn	BP
FNB Fuel Rewards	Capitec	Clover	Ingrams	Engen
Pick n Pay Smart Shopper	Wonga.co.za	Dairybelle	Nivea	Sasol
Thank U!	-	Parmalat	Protex	Shell
Vodacom Rewards	-	Ultra Mel	Vaseline	Total

Retail Banks	Chocolates	Sit-down Restaurants	Social Networks	Soft-drinks
ABSA	Cadbury Slabs	Mugg & Bean	Facebook	Appletiser
Capitec	Ferrero Rocher	News Cafe	Google Plus+	Coca-Cola
FNB	Kit-Kat	Ocean Basket	Instagram	Fanta
Nedbank	Lindt - Lindor	Spur	Twitter	Sprite
Standard Bank	Lunch Bar	Wimpy	YouTube	Stoney Ginger Beer

Sports Clothing Brands	Telecommunications Provider	Tinned Foods	TV Service Provider	Weekly Newspapers
Adidas	Cell C	All Gold	DStv - Compact	City Press
Billabong	MTN	Bull Brand	DStv - Premium	Soccer Laduma
Nike	Telkom	Enterprise	eTV	Sunday Sun
Puma	Telkom Mobile/ 8ta	Koo	SABC 1	Sunday Times
Reebok	Vodacom	Lucky Star	SABC 2	Sunday World

Short-term Insurance
Auto & General
Discovery Insure
OUTsurance
Sanlam
Santam

Business categories:

Business Newspapers	Car Hire	Cell Phones	Corporate Banks	Domestic Airlines
Business Day	Avis	Apple iPhone	ABSA	British Airways
Business Report	Budget	Blackberry	FNB	Kulula.com
Mail & Guardian Business	Europcar/Imperial	Nokia	Nedbank	Mango
Sake 24	Hertz	Samsung	Standard Bank	SAAirlink
Sunday Times - Business Times	Tempest	-	-	South African Airways

Investment Companies	Long-term Insurance	Medical Aid Companies	Short-term Insurance	Tablets and e-Readers
Allan Gray	Discovery Life	Bonitas	Hollard	Acer
Coronation	Liberty	Discovery Health	Mutual & Federal	Apple iPad
Investec	Momentum Life	Momentum	Outsurance	Lenovo
Liberty	Old Mutual	-	Santam	Samsung
Old Mutual	Sanlam	-	Zurich	-

Cars	Telecommunications Provider
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Audi	MTN
BMW	Telkom
Mercedes-Benz	Telkom Business
Toyota	Telkom Business Mobile
Volkswagen	Vodacom

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