

New brand categories in *Sunday Times* awards

The 2010 *Sunday Times* Top Brands awards, to be held on 26 August 2010 at Greenstone Park, will include two new categories - Marketing Personality of the Year and Brand Agency of the Year. The theme for this year's event is 'What a year, what a country, what a brand'.



"When commissioning TNS Research Surveys to conduct the research again this year, we really wanted the findings to be as recent as possible as we were fascinated to see how this year would impact South African brands," says Enver Groenewald, Avusa Media GM: Advertising Revenue and Strategic Communications.

New categories reflect consumer trust

"What we discovered was that South African consumers in 2010 are standing by iconic brands that have a long history in South Africa and are felt to be proudly South African brands. Our introduction of eight new categories for households also reflects this. Consumers are choosing trusted brands this year whereas last year some smaller brands were winners."

This year, sunglasses, watches, social networks and loyalty reward programmes gave way to eight new categories that penetrate many households in South Africa: household cleaning, laundry care, essential foods, tinned foods, personal care, beauty and cosmetics, hot beverages and mouth care.

Still included in this year's survey are the three 'grand prix awards': company/brand that has done the most for community upliftment; company/brand that has done the most to promote 'green' or 'environmentally friendly'; and the overall favourite brand of South Africa.

New awards' system

The Brand Agency of the Year will be decided on a point system that allocates points to first, second or third place of brand category winners within the Top Brand survey.

The Marketing Personality of the Year will be based on nominations and motivations from the industry. To nominate a winner, individuals can go onto www.pushprint.co.za.

"We feel it is very important to recognise the people behind these top brands. These new categories will profile the most influential brand builders in South Africa and add further weight to these well-established awards, which are now running for the 11th year," explains Groenewald.

Advertising pays in tough times

Debbie Booth, TNS Research Surveys' client service business manager, confirms that brands that tapped into South African unity and the feeling of togetherness in their communication are clear winners this year. She also pointed out that the brands that continued to advertise during the tough economic times have benefited and done well. As per last year, TNS spoke to 3500 consumers in South Africa, in both metro and non-metro areas of the country. In a separate survey, they interviewed 400 business leaders with regard to categories pertinent to business needs and services.

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