

# Ackermans shines again at AskAfrika Kasi Star Brands Survey

Issued by [Ackermans](#)

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The 10th annual AskAfrika Kasi Star Brands Survey, which measures brand relevance across all segments of the demographic, has awarded leading value retailer Ackermans the top award in the Clothing Retail: Children's category.

The survey measures solus usage, which means that consumers will use only one brand within the product category, rather than a repertoire of favourite brands.

This is the third time Ackermans has been recognised in this category by the AskAfrika Kasi Star Brands Survey which aims to highlight the South African brands that consumers use loyally, across all categories. It has also previously been named an Icon Brand; considered by AskAfrika as one that unites the nation and provides the most value for money.

"We are honoured to be recognised by AskAfrika in this category. It is testament to the efforts that we make to ensure that we add value to our customer's lives, which is the core driver of our business.

"As these awards are based on the feedback of the population, we are truly grateful to be acknowledged by the people who matter the most to us: our customers," says Ephraim Mamabolo, Marketing Director at Ackermans.

## About Ackermans:

With over 700 stores nationwide, Ackermans is a leading South African value retailer and stockist of affordable family clothing, general merchandise, cellular and value-added services.

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**ACKERMANS**

Ackermans' success story began in 1916 when Gus Ackerman opened the very first store in Wynberg, Cape Town, setting a benchmark for competitive prices that few could match. Today, with more than 380 outlets in Southern Africa, including Namibia, Lesotho, Swaziland and Botswana, the business continues to go from strength to strength. Ackermans' proud heritage was built by focusing on the things that matter most to our customers; namely affordability, fashion and durability.

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