

MTN Nigeria named most valued brand

Despite a challenging year for the MTN brand in Nigeria, it has been named the 'Most Valued Brand' in the country, in a well-known brands survey.



MTN group executive chairman, Phuthuma Nhleko, has commended the company's Nigerian operation, following news that MTN Nigeria has been named.

The results of the recently released 2016 Top 50 Brands survey, place MTN Nigeria ahead of other renowned local and international brands, including Coca Cola and Guaranty Trust Bank.

The survey gauges brands based on the Brand Strength Measurement (BSM) Index, which uses basic qualitative factors to test the strength or weakness of a brand, including consumer's familiarity with the brand, quality elements a brand possesses, market/category leadership, innovation, spread and corporate social responsibility initiatives, among others.

"Well done to our team in Nigeria. Being named the most valued brand is an honour for MTN, because it speaks to how we are viewed by customers and the impact that we have in their lives. In spite of recent difficulties, the MTN Nigeria team continues to focus on finding ways to enhance and brighten the lives of our customers and this acknowledgement is a positive reflection of these ongoing efforts," says Nhleko.

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