



Created by Ask Afrika in partnership with the Daily Sun

## What are KASI Star Brands™?

Kasi Star Brands are brands that are used most loyally by South Africa's township consumers, irrespective of background or living standard. These are brands that define a common experience, often on a daily basis to which South Africa's township consumers are committed to in a real sense. The majority of these consumers put their money where their mouths are to demonstrate this commitment. KASI Star Brands are weaved into the fabric of our vibrant South African townships.

## South Africans create KASI Star Brands™

South African township consumers have voted with their wallets and hearts and in the process created twenty four KASI Star Brands. Daily Sun and Ask Afrika and have partnered to bring you the KASI Star Brands of 2015/2016.

Brands do more than just satisfy wants and needs. Brands become symbols and contribute to the way township consumers define their status and their personalities. These brands often become symbols within townships. Examples of some international brands that have achieved star brand status include:

- Coca Cola and Big Mac = USA
- BMW and Mercedes = Germany
- Guinness = Ireland
- Dom Perignon = France
- Bells = Scotland
- Smirnoff = Russia



Smart Data for Smarter Decisions™



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## Uniting townships

From a local perspective we have to ask ourselves which brands unite our township nation, and which brands are used most loyally by township consumers across all age, income and language spectrums. The KASI Star Brand Survey by Ask Afrika answers these questions for us.

In addition to identifying KASI Star Brands the survey also ranks brands, using the same methodology, in 163 product categories. Thousands of brands across hundreds of product categories were included in the initial analysis with only 24 brands emerging as KASI Star Brands. A further 45 brands were awarded Platinum status, which means that their total KASI Star score was short of KASI Star levels. Not all categories had KASI Star Brands, as can be expected, given the vast differences in socio-economic levels and therefore the means to access certain products. Nonetheless, these category leaders often dominate their space and are often star brands amongst those consumers that have access to these products.

## A Benchmark for Chiefs, Executives & Marketers who are passionate about their township strategy

### A metric that demonstrates marketing ROI

Ask Afrika's KASI Star Brand metrics are metrics that CEO's CFO'S, CMO's and Marketers, should include in their scorecards as it is a measurement that goes to the heart of measuring marketing ROI in that it rewards brands that have generated critical township mass in their categories and have built a high level of loyalty amongst township consumers at the same time.

Marketers need to properly understand shoppers and the retail environment in townships in order to successfully build their brands. Reliance on understanding the retail consumer when building a strategy to succeed in the "emerging" township market, will not ensure success. That said, not all brands have the goal of becoming KASI Star brands so it is important to benchmark the KASI Star score relative to the marketing strategy and ultimately within the relevant target market and competitive set. Because the TGI survey is designed to identify and understand

target markets, it is possible to calculate KASI Star scores for the township consumer market. If your township marketing strategy is working then you should have a good KASI Star score.

It is also critically important to be able to devise communication strategies so as to influence metrics like this. The TGI survey provides this capability since extensive media consumption data is collected with the branded data.

## **A Robust Survey, 6 763 Interviews, in Townships**

### **Product sub category focus**

The KASI Star Brand Survey by Ask Afrika is the largest of its kind in South African with 19 sectors, hundreds of product categories and thousands of brands included in the measurement. TGI employed an enumerated area sampling design and the universe includes all communities with more than 8 000 inhabitants, 15 years+. 15 000 consumers were surveyed representing over 23.3 million adult South African consumers; of which 6 763 consumers were surveyed from townships representing approximately 9.7 million adult South African consumers. TGI's data was weighted using the Statistics South Africa's population estimates.

KASI Star scores were calculated based on different metrics for different product categories as loyalty metrics differ for different markets. For example repertoire and subscription markets are fundamentally different when we talk about consumer loyalty. A key feature of the methodology is that KASI Star brand scores were not aggregated across product or sub product categories.

Sub brands were also not aggregated and regarded as standalone brands in the category. This gives the survey a unique product category and sub brand focus. An aggregated KASI Star score can be calculated at a category or brand level should it be required. The KASI Star index is essentially a weighed usage and loyalty index calculated overall for South Africa's township population.

In addition to the identification of 24 KASI Star Brands and 163 category winners, 45 brands were classified as Platinum brands. These are brands that have a total KASI Star score below the required threshold. These are the exciting KASI Star Brands of tomorrow.

The survey measures brands across hundreds of sub product categories. Apart from the prestigious KASI Star status and platinum status the top five brands in the following 163 categories are also celebrated:

1	Adhesives	2	Aftershave: men	3	Air conditioners
4	Air fresheners	5	Airlines: business and personal (combined)	6	Cinemas
7	Alcoholic drinks: Beer	8	Alcoholic drinks: Cider	9	Alcoholic drinks: Spirits
10	Alcoholic drinks: Wine	11	Antiseptic ointments and salves, lotions	12	Baby food / infant cereal / growing up cereal
13	Baby milk	14	Baby toiletries	15	Baking aids / cake mixes / yeast
16	Banks	17	Batteries	18	Blenders / mixers / juicers / food processors (small kitchen appliances)
19	Bookshops	20	Bread	21	Cameras
22	Car hire: business and personal (combined)	23	Glasses / contact lenses	24	Casino's
25	Cell phone brands	26	Cereals – hot and cold breakfast cereals	27	Cheese
28	Chocolate	29	Clothing retail: Children	30	Clothing retail: Men
31	Clothing retail: Women	32	Coffee / sandwich bars	33	Cold and flu remedies
34	Colour cosmetics	35	Computer and video systems and games	36	Condensed milk
37	Condiments and sauces	38	Condoms	39	Courier services
40	Cream	41	Custard	42	Dental health products
43	Deodorants: Men	44	Deodorants: Women	45	Dips
46	Dishwashers	47	Dishwashing detergents	48	Dog food/ dog biscuits / snacks for dogs
49	Dry vegetables	50	DVD recorders	51	Eggs
52	Electronics & white goods retailers	53	Engine oil	54	Evaporated milk
55	Facial tissues	56	Fast food outlets	57	Female hygiene products
58	Female personal care (cream, lotions etc.)	59	Floor polishers	60	Flour
61	Foil / baking paper / cling wrap / plastic bags	62	Food retail	63	Frozen chips and potato Products
64	Frozen fish products	65	Frozen ready meals	66	Frozen vegetables and peas (excl. potatoes and chips)
67	Fuel providers	68	Furniture polish	69	Furniture retail
70	Garage convenience shops	71	Garden centres	72	Garden equipment
73	Garden tools & sprinklers	74	Hair brushes / hair dryers / styling tongs	75	Hair products

76	Herbs & spices	77	Home and décor retailers	78	Home delivery services
79	Hot drinks	80	Hotels	81	Household cleaners
82	Ice cream	83	Icing sugar	84	Insecticides/ insect repellents
85	Instant puddings / desserts / jelly	86	Internet service providers	87	Jeans
88	Jewellery stores	89	Laundry detergents	90	Lighters
91	Lingerie / ladies underwear	92	Lip Salves / balms	93	Liquid antiseptics
94	Long-term insurance	95	Loyalty cards	96	Maize meal
97	Male personal care	98	Margarine / butter	99	Mattresses
100	Meat	101	Medical aid	102	Microwave ovens
103	Milk	104	Motor vehicles	105	Music stores
106	Nappies	107	Non-alcoholic cold drinks	108	Over-the-counter medicines
109	Paint	110	Paper towel	111	Pasta
112	PCs and laptops	113	Pens	114	Perfume: women
115	Pet shampoo and pest control	116	Pharmacies	117	Powdered milk
118	Power tools	119	Razors: Male	120	Razors: Electric
121	Razors: Female	122	Refrigerators / fridges / freezers	123	Retail tyre shops
124	Rice	125	Rubs and rheumatism remedies	126	Salty snacks
127	Shampoo: Men	128	Shampoo: Women	129	Shaving gel
130	Shoe polish	131	Short-term insurance	132	Soap bars
133	Sound systems	134	Soup	135	Soya mince
136	Sport shoes and clothing	137	Spreads	138	Stock cubes
139	Stoves / ovens / hobs	140	Sugar and sweeteners	141	Sweets (excluding chocolate)
142	Swimming pool chemicals	143	Tablet devices	144	Tacos / pitas / wraps / tortillas
145	Telecommunications	146	Televisions	147	Tights, stockings and holdups
148	Tile retail stores	149	Tinned food	150	Toilet paper
151	Toothbrushes: Electric	152	Toothbrushes (non-electric)	153	Toothpaste (normal)
154	Toothpaste for sensitive teeth	155	Toy retailers	156	Tumble dryers
157	Tyre brands	158	Vacuum cleaners	159	Vehicle financing
160	Vehicle tracking	161	Washing machines	162	Wellness products
163	Yoghurt				

# How we Classify Winners

## KASI Star, Platinum and Category Winners



## Contact Us

### Enquire about KASI Star Brands™ Reports and Event

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