

TIGER BRANDS



Tiger Brands on Top Company Reputations Index

Tiger Brands was declared the Number 1 Food Company on the Mail & Guardian's Top Company Reputations Index.

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The Mail & Guardian's annual list of best companies by reputation keeps track of the favoured brands in South Africa. The research behind the list looks at how people view the companies they buy from, do business with or invest in and how their reputation influences buying and other business decisions.

The research measured corporate reputation, which is the total esteem of the company – a new and important measure that takes into account that society = business + government + the people.

The research was conducted by Plus94 on behalf of the Mail & Guardian. Companies were selected from the Nielsen list of top advertisers, and trained researchers were sent into specific geographic areas to ask the public open-ended questions about the various brands.

The research was then compiled and Tiger Brands was declared the Number 1 Food Company on the Reputations Index. The findings indicate that although Tiger Brands is a corporate entity with many brands in its stable, consumers out there are aware of the organization and its place in the South African market.

“We are proud to have been recognized with this award for our reputation, which doesn't just mean that people know who we are, but that they believe that we do what we do with integrity,” says Bongiwe Njobe.