



Top 10 Brand of Mauritius 2017

In partnership with Brand Magic

Report | February 2017



Objectives and methodology



Objectives

- Identify the Most Spontaneously recalled Mauritius brands
- Ascertain the Top 10 Preferred Mauritian brands * (Awards) and understand why they are preferred
- Delve into what Mauritians understand by a Mauritian brand and what difference they make between a Mauritian brand and an international brand



Methodology

- **1,000** In Home, Face to face interviews conducted through CAPI (Computer Aided Personal Interviewing) methodology
- Sample is nationally representative on Region, Gender, Ethnic group, Socio Economic Group and Age group



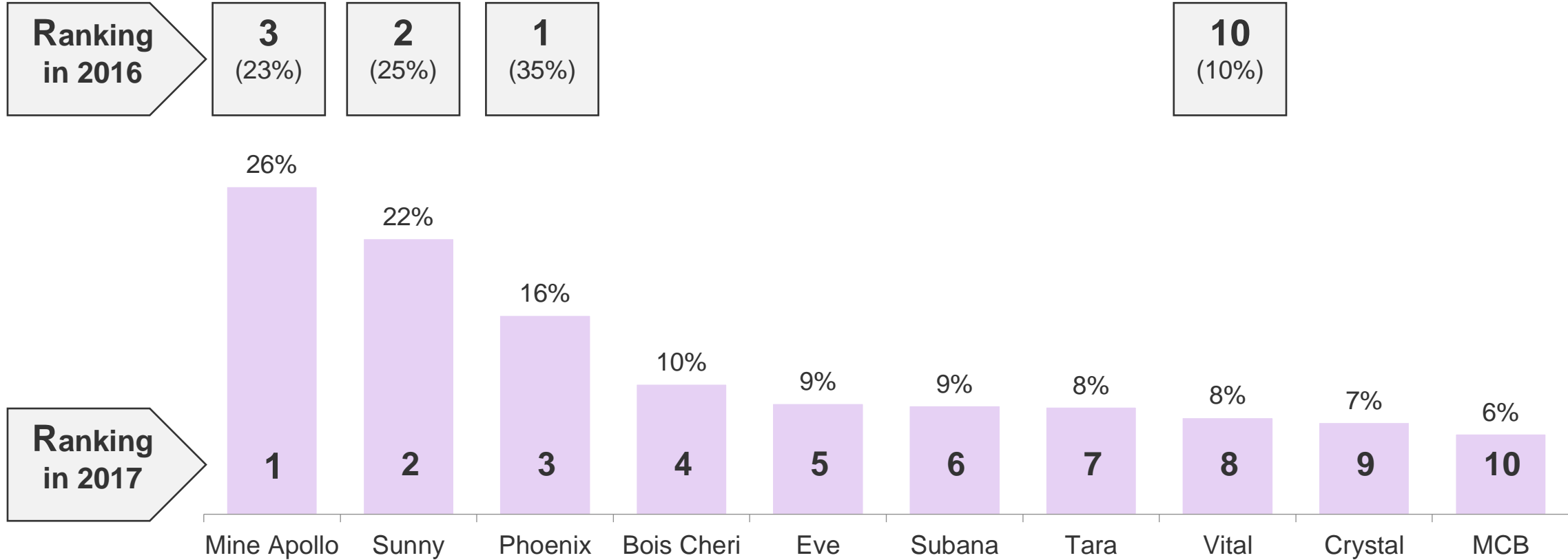
Fieldwork

- respondents were interviewed from 21st of January to 26th of February 2017.

1

Most Spontaneously recalled Mauritian Brands

Which Mauritian brands do you know? Top 10



Which Mauritian brands do you know?

1

Similar to last year, Mine Apollo, Sunny and Phoenix have remained amongst the top three brands in terms of spontaneous awareness.

2

Spontaneous awareness for Mine Apollo and Sunny are quite close, with a gap of 4% points.

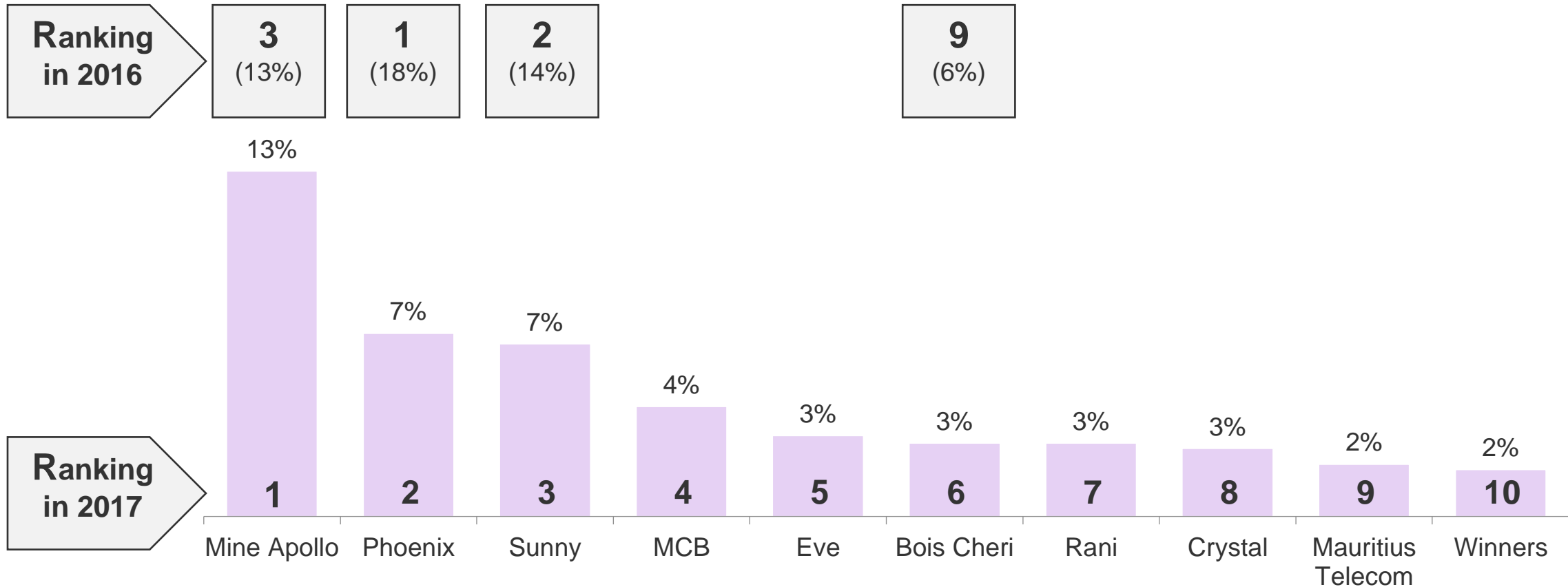
3

Phoenix follows at the third position while the remaining brands are in the same cluster (6% to 10%).

2

Top 10 Preferred Brands of Mauritius

Which Mauritian brands do you prefer? Top 10 Finalists



Which Mauritian brand/s do you prefer?

1

Mine Apollo demarcates in terms of preferred Mauritius brand followed by Phoenix and Sunny with a 7% points gap respectively.

2

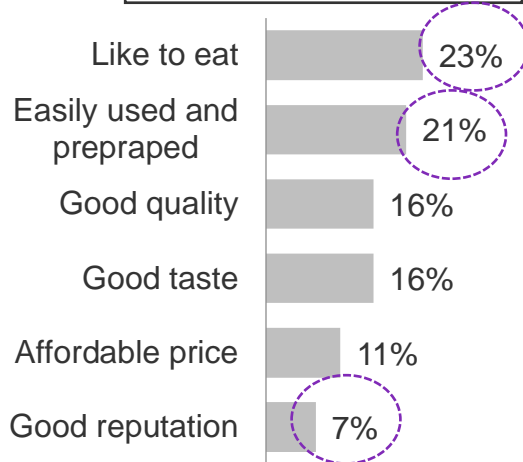
Though the top three preferred brands are the same as last year, they have shifted in ranking. Mine Apollo has shifted from the 3rd to the 1st position while Phoenix has moved from the 1st to 2nd position.

3

Many brands seem to compete for the 4th position among which we found corporate brands namely, MCB, Mauritius Telecom and Winners.

Why do you prefer these brands?

Mine Apollo



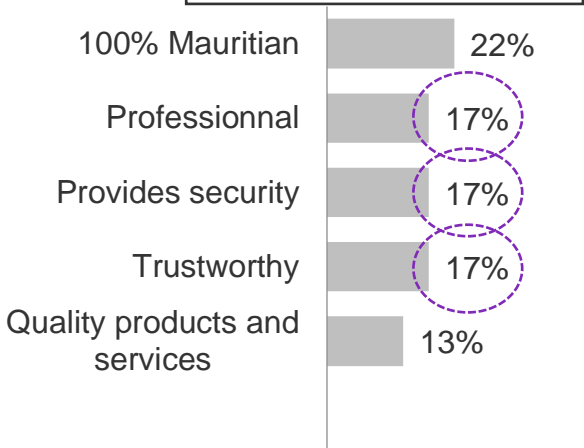
Phoenix



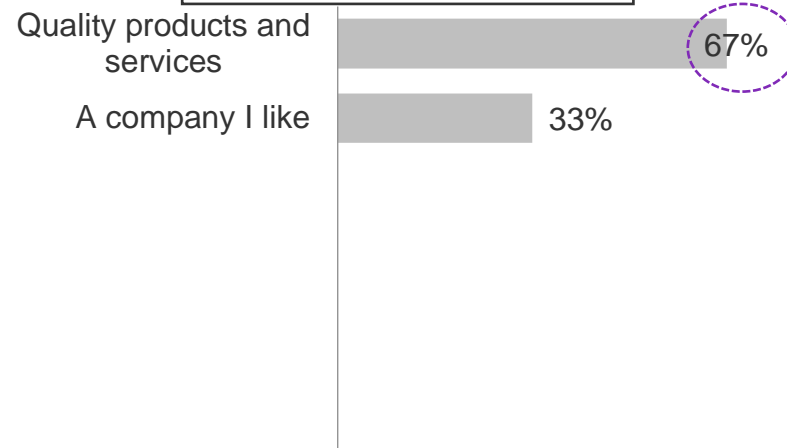
Sunny



MCB



Mauritius Telecom



Winners

