

# PwC named strongest B2B brand

Pricewaterhouse Coopers (PwC) has been named the strongest business-to-business brand by Brand Finance, and one of the world's 10 most powerful brands in their annual index.



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The "Brand Finance index" is an annual assessment of the brand value of over 500 of the world's best known businesses. PwC achieved the highest score (AAA+) for the sixth year in a row assessing the brand as "exceptionally strong and well managed".

The assessment measures a range of metrics including brand awareness, satisfaction and recommendations, financial performance and internal investment, market share and revenues. It also examines corporate responsibility, governance, and the views of internal and external stakeholders. Organisations are then judged relative to their competitors. PwC achieved the highest ranking and score amongst its closest sector rivals.

James du Preez, Clients and Markets Development Leader for PwC Africa says: "This is a wonderful achievement by the strong PwC brand, and is reflected on the African continent, where we consistently rank as the number one brand in most of our major markets. As the professional services firm with the largest Africa footprint, our brand has played a key role in ensuring that PwC remains top-of-mind."

Since 2007, the "Brand Finance Index" has ranked PwC amongst the top 100 global brands, and as the leading

"commercial services" sector brand.

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