

Engen wins Ask Afrika Icon Brand Award

Engen has achieved the highest score in the Oil / Engine Oil category of South Africa's premier benchmark, the Ask Afrika Icon Brands Survey.

The Ask Afrika Icon Brand Award ceremony took place at The Venue in Melrose Arch, Johannesburg on 29 August 2019.

Icon Brands are defined as brands that are used loyally across the South African demographic. The survey measures solus usage, which means that consumers will use only one brand within the product category, rather than a repertoire of favourite brands.

Adnaan Emeran, Engen Lubricants Marketing and Business Development Manager says the company appreciates the vote of confidence that the award represents.

“The Ask Afrika Icon Brand Award is a result of the hard work that the Engen team has contributed in delivering an unparalleled service experience and quality products to all our customers,” comments Emeran.

While the ICON award recognises loyal brand/product consumption, Emeran attributes Engen products’ “proof of performance” as a key driver of customer loyalty.

“As a member of the PETRONAS group of companies, Engen is able to leverage their research and advanced technology,” says Emeran.

“PETRONAS provides the technical expertise responsible for designing, developing and delivering the fuel, fluid and lubricant technology solutions that have powered the Mercedes AMG PETRONAS Formula One team to the 2014, 2015, 2016, 2017 and 2018 World Driver and Constructor Championships.

“This technical partnership ensures that the products we as Engen offer our customers, have withstood the ultimate Formula One testing ground.”

Alongside Engen branded lubricants, Engen also markets products on behalf of PETRONAS Lubricants International (PLI), the global lubricants manufacturing and marketing arm of PETRONAS.

“With PETRONAS Lubricants International (PLI) driving technology as a winning differentiator in responding to the needs of both the automotive and industrial lubricants market, Engen by association draws on their world-class technology, infrastructure and intellectual capital,” says Emeran.

And while product innovation is a moving target, Engen understands that customer expectations are always changing.

“The challenge for Engen is to always remain on our toes, maintain our position at the forefront of technological development, and to stay relevant in meeting the dynamic needs of our customers,” adds Emeran.

While Engen continues to have the largest service station footprint in South Africa and is a leading supplier of automotive and industrial lubricants in the country, it has been the company’s constant innovation and focus on exceptional quality products that continues to place it ahead of the pack in brand recognition and loyalty across all audiences.

The Icon Brands survey measures brand relevance across all segments of the demographic. It is not a popularity contest and does not measure which brands people like or aspire to, it is all about which brands are used by South Africans and used loyally across the spectrum.

Ask Afrika measures actual behaviour and current usage. This is what differentiates Icon Brands from other surveys.