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Julius Berger Wins 6th Consecutive Award at #iambrandnigeria's Top 50 Brands

Leading construction company Julius Berger Nigeria Plc has again retained a position on the Top 50 Brands Nigeria's annual corporate brand evaluation and listing.

The highly coveted feat was achieved at the #iambrandnigeria's Top 50 Brands Nigeria Awards where the company topped its category as 'Nigeria's Most Valuable Brand in Building and Construction Services'. This is the 6th consecutive time that Julius Berger Nigeria Plc will be on the awardee list at the event, as a leader in its category.

Anchored virtually from Lagos on Zoom, the event which was held recently, attracted high-net-worth individuals in the various industrial sectors featured in the evaluation. Julius Berger outperformed its previous records in the awards, scoring a total of 60.5 on the 'Brand Strength Measurement (BSM)' ratings to maintain its position as the number one brand in the building and construction sector category.

According to Mr. Taiwo Oluboyede, CEO, Top 50 Brands Nigeria and publishers of the BrandNigeria annual report manual, the Brand Strength Measurement (BSM) ratings of nominated companies are determined by their individual brand popularity, their quality element, innovation, national spread, market or category leadership, online engagement, and Corporate Social Responsibility.

According to Taiwo Oluboyede, *"Julius Berger has a progressive and open-minded corporate culture. The company never stands still in its efforts to drive both the Organization and its clients' developments forward to its sworn allegiance to success".*

Julius Berger was also positively cited for its culture of punctuality and capacity to arrive on schedule for its tasks. Executive Director Administration of the company, Alhaji Zubairu Ibrahim Bayi, speaking in an interview about the awards said, *"In Julius Berger Nigeria Plc, punctuality is the soul of our business; as a*

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propelling operational policy, we seriously work to arrive at every milestone and assignment as planned. That corporate culture proudly and productively underpins our company's reliability to our clients in every project. That is what we strongly bring to every work and project as our proud historical legacy; a tenacity and consistency of purpose that has made us win the highly coveted construction sector leadership award for the 6th consecutive time.

Bayi added, *"We intend to maintain our productive momentum and remain the trusted and preferred partner when project timelines and success matter most to the client. That is Julius Berger's lasting and reliable promise. On behalf of the Board, Executive Management and entire staff of Julius Berger Nigeria Plc, I wish to appreciate and thank the Top 50 Brands Nigeria Organization for this valuable award, and for the objectivity that has continued to guide the ratings, keeping the nominations for the awards only merit-driven".*

The CEO, Top 50 Brands Nigeria, Taiwo Oluboyede, had earlier noted that it has been widely observed and acknowledged that: *"no matter the challenges and regardless of the scope, Julius Berger approaches each project not only as a contractor but as a partner for project success".* Taiwo Oluboyede went down history lane citing Julius Berger's construction of Eko Bridge in Lagos in 1965, which he noted, *"…still stands strong today".* The Top 50 Brands Nigeria CEO said, *"…it is a testimony to Julius Berger's leadership in delivering enduring quality".*

Taiwo who read from the citation of Julius Berger in the BrandNigeria 2021 report manual, said that one of the many fine technical qualities of Julius Berger is that the company emphasizes the deployment of progressive construction methods and innovative technologies to achieve sustainable and value-driven solutions. He noted that the scope of Julius Berger's operations covers all areas of construction. In his words, *"all areas of construction including the pre and post phases. Success is built on the strategy of having vertically integrated operations, which improve efficiency and timeliness of project execution".*

To underscore all that was earlier said, the publisher of the BrandNigeria report manual said, *"Julius Berger is a brand that is unmistakably recognized throughout Nigeria, a brand that has built a track record of delivering the highest level of performance and a brand synonymous with quality and reliability".* In his opening remarks at the landmark event, he congratulated Julius Berger Nigeria Plc and other sectoral winners declaring that, *"today, these are the Best Brands in Nigeria".*

Other winners at the award included the Dangote Group, Conoil, Oando, Shell, Total, Globacom, Guinness, Coca-Cola, Nestle, MTN, Airtel, Guaranty Trust Bank, Zenith Bank, Access Bank, Nigeria Breweries, Toyota, the Honeywell Group, Lafarge, Channels Television, and etcetera.