

# Mxit Brand Index: 30 September 2013

The latest Mxit Brand Index has been released, revealing the top South African brands on Mxit on 30 September 2013.

Position	Brand	Last month's position	Number of subscribers	Activity
1	SuperSport	1	1 901 363	
2	24.com	2	1 330 545	
3	Rhythm City	3	1 197 187	
4	DStv	4	945 650	
5	Ster-Kinekor	5	627 078	
6	M-Net	6	505 279	
7	SPAR	7	493 565	
8	Cell C	8	455 422	
9	Nike Football	10	442 801	
10	8ta (Telkom Mobile)	9	437 138	DOWN
11	FNB	12	419 244	UP
12	Kick Off	11	403 036	
13	Samsung	13	372 525	
14	1Life	14	366 464	
15	Nokia	16	348 176	
16	ANC	15	342 931	DOWN
17	adidas	17	339 106	
18	Vuzu	18	323 799	
19	Standard Bank	19	316 057	
20	Red Bull	20	310 990	
21	Direct Axis	27	295 014	UP
22	Channel O	21	294 320	
23	KFC	23	292 241	
24	Coca-Cola	28	288 744	UP
25	Mr. Video	22	273 403	
26	Nu Metro	24	269 273	
27	PEP	25	257 195	
28	Boston City Campus	26	246 286	
29	Idols SA	*New Inclusion	232 806	
30	Stimorol	31	218 377	UP
31	Yellow Pages	33	203 270	UP
32	MTV Base	30	201 910	
33	Democratic Alliance	29	201 399	DOWN
34	tvplus Magazine	32	195 467	
35	Sowetan Live	34	152 566	
36	Woman Online	40	151 601	UP
37	LEGIT	35	149 435	
38	Mr Price	36	145 527	
39	Cricket SA	37	129 484	
40	Hip2b2	38	126 115	



**Top Mobile brand:** Cell C

**Top banking brand:** FNB

**Top financial services brand:** 1life

**Top sporting brand:** Nike Football

**Top media brand:** SuperSport

**Top retail brand:** Spar

## **Analysis: Idols enters the Mxit Brand Index, and big numbers for brands with active campaigns**

With all the media attention the programme has been receiving, it's no surprise that Idols SA lists for the first time on the Mxit Brand Index, at position number 29. It is expected that Idols SA will achieve an even higher ranking as the competition draws near to the finale - especially as Mxit offers the cheapest way to vote for contestants.

A number of big campaigns ran on Mxit during September, resulting in numerous brands moving up on the index report. Coca-Cola, FNB, Direct Axis, Woman Online, and KFC continued to grow their mobile communities.

The biggest community growth came from Coca-Cola, who added 84,909 subscribers and jumped from position 28 to position 24; and Woman Online, whose campaign delivered 45,335 new subscribers - a massive 43% growth in their mobile community. Direct Axis showed a 26% growth with 61,274 new subscribers and FNB's campaign delivered a 9% growth. KFC remained at position 23, but added 21,580 subscribers through the promotion of their road trip adventure game.

Mxit's Brand Index reveals the top 40 brands in South Africa on the Mxit platform. When defining what constitutes a brand, several factors are considered to answer basic questions. The questions that were asked, and answered, were:

### **What is the Mxit Brand Index?**

The Mxit Brand Index is a measure of consumer affinity expressed by the number of Mxit users that subscribe to each brand on the social network. Mxit has a monthly active user base of 6.5-million in South Africa.

### **How is it compiled?**

We draw up a list of all apps/ pages on Mxit, and rank them according to total number of subscribers. By subscribing to an app, a Mxit user has chosen to add the app to his contact list, can access content published by the app, and has opted in to receive direct messages from the app.

### **Listing rules**

- A brand has to exist as a commercial consumer brand outside of the Mxit ecosystem in order to be in consideration for the Index.
- Apps have to be in a published state on the date that the list is compiled. No beta, unpublished or suspended apps are considered.
- Where a brand has sub-brands that appear on the list, only the highest listing will be included in the index.
- The Index lists brands. If the name of the app is different to the name of the brand, the name of the brand will be used for the index (e.g. app= love cricket, but will appear as Cricket SA on the Index.)
- No NGOs or NPOs are included.

### **Additional criteria**

When evaluating the top brands in the Mxit ecosystem of apps, games, content and communities, we applied the following criteria:

- Working app with updated information
- Real world brand that exists outside of the Mxit ecosystem
- No services-based apps and games such as MxPx, Judgeme, Moonbase, Battletrivia, Wikipedia, Hello Doctor, etc.
- No individual celebrities such as Romy Titus, Riaad Moosa, etc.
- No chat rooms

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