

# Mxit Brand Index: 31 March 2014

The latest Mxit Brand Index has been released, revealing the Top 40 South African brands on Mxit on 31 March 2014.

Position	Brand	Last Month's Position	No. of subscribers
1	SuperSport	1	1 986 890
2	24.com	2	1 318 032
3	Rhythm City	3	1 200 384
4	DStv	4	1 018 574
5	KFC	5	778 844
6	Samsung	6	659 733
7	Ster Kinekor	7	626 161
8	M-Net	8	513 495
9	Telkom Mobile	9	509 428
10	SPAR	10	486 955

[Click here for the full list of Top 40 Brands on the Mxit Brand Index](#)

**Snapshot:** *Big Brother Mzansi subscriber numbers shoot up 74% running up to the show's finale, while MTN grows its app subscriber base by a massive 52% in March. Big brands flock to Mxit in March.*



Running up to the show's finale in April, Big Brother Mzansi showed phenomenal growth in March, with 187,361 new subscribers using the app to vote for their favourite housemate and to catch up on gossip. Jumping from 30th to 14th position on the Brand Index, the spectacular 74% increase is to be expected when branded apps feature in mainstream media - a similar mushrooming of subscriber numbers was seen with 2013's Idols SA app on Mxit.

MTN's assault on the top mobile brand position continues with strong growth in March of 52%, thanks to their Always On advertising campaign. The app attracted 88,713 new subscribers.

KFC's continued campaigns delivered 80,224 new subscribers, while Shoprite's MTN Eezi Coupon campaign brought an 18% increase to the app, with 51,372 new subscribers adding the app during March.

March's Top 40 Brands: The Star Performers			
Most new subscribers:		Top growth as a %	
Big Brother Mzansi	187 361	Big Brother Mzansi	74%
MTN	88 713	MTN	52%
KFC	80 224	Shoprite	18%
Shoprite	51 372	KFC	11%
PEPcell	35 421	PEPcell	10%
Stimorol	20 200	Stimorol	10%

## Big brands flock to Mxit in March

Several major brands launched new apps on Mxit during March. Household names like Gillette, Game, Edgars and Scorpion Legal all published apps, while Golden Cloud's new app is showing some promising results on its splash screen advertising campaign, with results so far being well over the benchmark click-through rate of between 2% and 3%.

Top Brands by category:	
Top mobile brand:	Telkom Mobile

Top banking brand:	FNB
Top financial services brand:	1Life
Top sports brand:	Nike Football
Top media brand:	SuperSport
Top retail brand:	SPAR
Top FMCG brand:	Coca Cola
Top fast food brand:	KFC

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