

Mxit Brand Index



Top 40 South African brands on Mxit on 30 June 2014

Position	Brand	Last Month's Position	No. Of subscribers
1	SuperSport	1	2 045 613
2	24.com	2	1 315 186
3	Rhythm City	3	1 203 218
4	DStv	4	1 017 702
5	KFC	5	933 560
6	Samsung	6	690 289
7	Ster Kinekor	7	628 467
8	PEPcell	8	570 633
9	Nokia	13	563 355
10	Telkom Mobile	10	523 803
11	FNB	11	515 193
12	M-Net	9	513 990
13	SPAR	12	486 102
14	Cell C	14	453 241
15	Kick Off	16	449 340
16	MTN	18	448 011
17	Nike Football	15	441 877
18	Sunlight Happy South Africa	*New Entry	425 713
19	1Life	17	424 467
20	Coca-Cola	23	418 789
21	Democratic Alliance	19	404 127
22	IEC South Africa	20	403 506
23	Red Bull	21	392 003
24	Shoprite	22	380 490
25	adidas	24	333 483
26	Kaizer Chiefs	26	332 976
27	Vuzu	25	330 697
28	Standard Bank	27	317 335
29	Channel O	28	309 799
30	ANC (Western Cape)	29	302 850
31	Mr. Video	31	271 394
32	Nu Metro	32	270 333
33	Stimorol	34	267 118
34	Boston City Campus	33	241 247
35	PEP	36	218 908
36	Nando's	40	212 235
37	Vodacom	35	211 722
38	LegalWise	37	209 124
39	Castle Lite	38	202 783
40	tvplus Magazine	39	194 733

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Top Brands by category:

Top mobile brand:	Samsung
Top mobile network brand:	Telkom Mobile
Top banking brand:	FNB
Top financial services brand:	1Life
Top sports brand:	Nike Football
Top media brand:	SuperSport
Top retail brand:	PEPcell
Top FMCG brand:	Coca-Cola
Top fast food brand:	KFC

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 4.9-million in South Africa.

How is it compiled?

A list of all apps on Mxit is compiled, and each one is ranked according to the 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 No beta, unpublished or suspended apps are considered.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 apply the following criteria:

- Working app with updated information
- No services-based apps and games such as MxPx, Judgeme, Battletrivia, Wikipedia, Hello Doctor, etc.
- No individual celebrities such as Romy Titus, Riaad Moosa, etc.
- No chat rooms