

# Mxit Brand Index



Top 40 South African brands on Mxit on 31 July 2014

Position	Brand	Last Month's Position	No. Of subscribers
1	SuperSport	1	2 052 553
2	24.com	2	1 314 510
3	Rhythm City	3	1 204 435
4	DStv	4	1 017 858
5	KFC	5	985 598
6	Samsung	6	743 614
7	Nokia	9	720 170
8	Ster Kinekor	7	652 567
9	PEPcell	8	565 421
10	FNB	11	553 490
11	Telkom Mobile	10	521 319
12	M-Net	12	514 185
13	SPAR	13	485 970
14	MTN	16	472 031
15	Cell C	14	453 358
16	Kick Off	15	451 303
17	Nike Football	17	442 014
18	1Life	19	428 933
19	Sunlight Happy South Africa	18	426 444
20	Shoprite	24	423 778
21	Coca-Cola	20	418 789
22	Democratic Alliance	21	400 433
23	IEC South Africa	22	400 147
24	Red Bull	23	390 495
25	adidas	25	375 018
26	Kaizer Chiefs	26	340 358
27	Vuzu	27	330 808
28	Standard Bank	28	317 356
29	Channel O	29	310 357
30	ANC (Western Cape)	30	302 188
31	Mr. Video	31	271 359
32	Nu Metro	32	270 433
33	Stimorol	33	269 964
34	Vodacom	37	260 279
35	Boston City Campus	34	241 032
36	Nando's	36	231 518
37	PEP	35	216 307
38	LegalWise	38	208 028
39	Castle Lite	39	200 767
40	tvplus Magazine	40	194 697

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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 No beta, unpublished or suspended apps are considered.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