

Mxit Brand Index



Top 40 South African brands on Mxit on 31 August 2014

Position	Brand	Last Month's Position	No. Of subscribers
1	SuperSport	1	2 064 638
2	24.com	2	1 313 998
3	Rhythm City	3	1 205 104
4	DStv	4	1 018 030
5	KFC	5	1 015 615
6	Microsoft Nokia	7	740 412
7	Samsung	6	743 614
8	Ster Kinekor	8	685 940
9	PEPcell	9	576 140
10	FNB	10	575 811
11	MTN	14	568 522
12	Telkom Mobile	11	523 761
13	M-Net	12	514 329
14	SPAR	13	485 792
15	Cell C	15	453 500
16	Kick Off	16	452 288
17	Shoprite	20	448 961
18	Sunlight Happy South Africa	19	445 653
19	1Life	18	435 624
20	Coca-Cola	21	418 789
21	Democratic Alliance	22	398 369
22	IEC South Africa	23	398 166
23	Red Bull	24	389 772
24	adidas	25	373 444
25	Kaizer Chiefs	26	361 774
26	Vuzu	27	330 918
27	Standard Bank	28	317 390
28	Channel O	29	310 741
29	ANC (Western Cape)	30	302 188
30	Stimorol	33	287 821
31	Mr. Video	31	271 376
32	Nu Metro	32	270 503
33	Vodacom	34	258 020
34	Boston City Campus	35	240 881
35	Nando's	36	231 928
36	PEP	37	220 483
37	LegalWise	38	214 247
38	Hansa	*New Entry	199 727
39	Castle Lite	39	199 706
40	tvplus Magazine	40	194 670

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Top Brands by category:

Top mobile brand:	Microsoft Nokia
Top mobile network brand:	MTN
Top banking brand:	FNB
Top financial services brand:	1Life
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 No beta, unpublished or suspended apps are considered.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