

Broadcast and retail brands dominate the Africa Brand Index

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Supersport, The Expresso Show, Pick n Pay and Mercedes Benz SA are Africa's top performing brands on social media for the month of October 2015, according to the [Africa Brand Index](#).

Brand intelligence company, Ornico, has announced the October 2015 results of the [Africa Brand Index](#). This benchmark, powered by Fuseware technology, ranks over 500 of Africa's top brands in South Africa, Nigeria and Kenya.



Broadcast and retail brands dominated the rankings. Supersport takes the top spot for the fourth month in a row. *The Expresso Show* took second place; Pick n Pay is in third place and Mercedes-Benz South Africa performed very well, rising to fourth place which took them to the Top 5.

The top ten brands in the index are:

ORNICO'S AFRICA BRAND INDEX				
[Powered By Fuseware]				
The Top 10 On The Big Four [YouTube, Facebook, Twitter & Instagram]				
RANK	BRAND	COUNTRY	INDUSTRY	SCORE
1	Supersport	South Africa	Media	87
2	Expresso Show	South Africa	Media	85
3	Pick n Pay	South Africa	Media	84
4	Mercedes-Benz SA	South Africa	Auto	82
5	Airtel Kenya	Kenya	Telecoms	81
6	Ford South Africa	South Africa	Auto	81
7	Woolworths	South Africa	Retail	81
8	CellC	South Africa	Telecoms	81
9	Vodacom	South Africa	Telecoms	80
10	Idols South Africa	South Africa	Media	80

"Supersport is currently Africa's most popular and relevant social media brand with a performance percentile of 87% -

based on the brand's growth, engagement, response and sentiment on social media," said Mike Wronski, Business Development Manager at Ornico.

"Whether it's rugby, football, tennis or cricket, sport plays a massive role in almost everyone's lives. People have a huge emotional attachment to their favourite sports teams and players. This relevance and Supersport's massive social media presence and interaction are, in part, why the brand continues to lead the rankings," Wronski adds.

He explains that SuperSport maintained popular, well liked, active and responsive accounts across Facebook, Twitter, Instagram and YouTube. SuperSport's social media numbers as of October 2015:

Facebook - [SuperSport Film & TV](#) - 3,9 million

Facebook - [Supersport Football](#) - 5,2 million

Twitter - [SuperSportTV](#) - 1,18 million

Twitter - [SuperSport Blitz](#) - 861 000

YouTube - [Official SuperSport](#) - 17 666

Instagram - [SuperSport](#) - 60 800

"Data and content aside, what also works in SuperSport's favour is that its social accounts create a space where people can comment, share, commiserate and be part of a community that shares in the sports that everyone loves," he says.

Political brands have now also been added to the Africa Brand Index. "Politics play a pivotal role in our economy and in the fates and fortunes of brands, and measuring political brands will offer keen insight into public sentiment about these brands," says Wronski.

The top ten political brands in the index are:

ORNICO'S AFRICA BRAND INDEX - POLITICAL BRANDS				
[Powered By Fuseware]				
<i>The Top 10 Political Brands OnYouTube, Facebook, Twitter & Instagram</i>				
RANK	BRAND	COUNTRY	INDUSTRY	SCORE
1	Democratic Alliance	South Africa	Political	70
2	City of Cape Town	South Africa	Political	64
3	The Presidency	South Africa	Political	62
4	African National Congress	South Africa	Political	62
5	South African Police Service	South Africa	Political	58
6	City of Tshwane	South Africa	Political	52
7	City of eThekweni	South Africa	Political	52
8	Department of Basic Education	South Africa	Political	51
9	National Youth Development Agency	South Africa	Political	51
10	Parliament of RSA	South Africa	Political	51

"In short this benchmark has introduced an accurate new social currency for brand managers and their communications agencies to measure the performance of brands on Twitter, Facebook, Instagram and YouTube," Wronski explains. "The benchmark accurately assesses reach, frequency and sentiment and can be effectively used to see how well brands have performed, for instance, at the conclusion of a campaign," he says.

It enables segmentation by performance, so pundits can investigate which brands have performed best in different sectors like political, media, retail, auto, and so on. A search by geography for the top brands in each of the countries surveyed, namely South Africa, Nigeria and Kenya, can also be performed.

Social media is becoming an increasingly important part of the media mix. The Fuseware/World Wide Worx SA Social Media Landscape 2016 study revealed that over 90% of major brands use Twitter and Facebook. Over half of SA's biggest brands said they intend increasing their social media budgets, focusing on content marketing and multimedia.

The four key criteria to rank brand performance by the Africa Brand Index and their relative weighting in terms of the benchmark are:

1. **Growth** [an increase or decrease in user numbers] - contributes a 30% in weighting to the Africa Brand Index overall score.
2. **Engagement** [how active brands are on accounts, how active users are on brand accounts] - contributes a 35% in weighting.
3. **Response** [how quickly brands respond to users] - contributes a 20% weighting to the Africa Brand Index.
4. **Sentiment** [how well-liked brands are on the respective social media] - contributes 15% in terms of weighting to the overall score for the Africa Brand Index.

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