

Mxit Brand Index: 30 April 2013

The latest Mxit Brand Index has been released, revealing the top 20 South African brands on Mxit on 30 April 2013.

Top 20 South African brands on Mxit on 30 April 2013

Position	Brand	Last month's position	Number of subscribers
1	Supersport	1	1 848 350
2	24.com	2	1 330 968
3	Sterkinekor	3	620 305
4	MNet	4	504 171
5	Spar	7	477 193
6	Cell C	5	460 690
7	Nike Football	6	440 680
8	Kickoff	8	387 106
9	Goodhope FM	9	373 339
10	Samsung	*	357 065
11	Nokia	10	349 928
12	1Life	12	346 697
13	FNB	14	335 728
14	8ta	11	325 717
15	Standard Bank	13	318 395
16	Redbull	16	305 668
17	Adidas	15	300 369
18	Numetro	17	263 810
19	Mr Video	18	262 262
20	KFC	19	253 701

- Top mobile brand: Cell C
- Top banking brand: FNB
- Top financial services brand: 1life
- Top sporting brand: Nike Football
- Top media brand: SuperSport
- Top retail brand: Spar

Criteria



When evaluating the top brands in the Mxit ecosystem of apps, games, content and communities, we applied the following criteria:

- Working app with updated information
- Real world brand that exists outside of the Mxit ecosystem
- No games and services based apps such as MxPix, JudgeMe, Moonbase, Battletrivia, Wikipedia, Hello Doctor, etc.
- No individual celebrities such as Romy Titus, Riaad Moosa, etc.
- No chat rooms

Analysis: Big movers in banking and retail this month

There was some significant movement in April. FNB has taken the number one banking brand slot from Standard Bank after increasing its numbers by 20,000. Spar retained its number one retail brand slot while adding an additional 50,000

subscribers on the back of their 'Celebrating 50 years' promotion.

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