

Mxit Brand Index: 31 May 2013

The latest Mxit Brand Index has been released, revealing the top 20 South African brands on Mxit on 31 May 2013.

Top 20 South African brands on Mxit on 31 May 2013

Position	Brand	Last month's position	Number of subscribers
1	SuperSport	1	1,878,600 (up)
2	24.com	2	1,330,687 (down)
3	Sterkinekor	3	624,906 (up)
4	MNet	4	504,919 (up)
5	Spar	5	488,441 (up)
6	Cell C	6	460,001 (down)
7	Nike Football	7	441,534 (up)
8	Kickoff	8	398,367 (up)
9	Goodhope FM	9	382,522 (up)
10	1Life	12	355,869 (up)
11	Samsung	10	354,015 (down)
12	Nokia	11	350,378 (up)
13	FNB	13	346,783 (up)
14	8ta	14	323,172 (down)
15	Standard Bank	15	317,977 (down)
16	Red Bull	16	316,656 (up)
17	Adidas	17	300,672 (up)
18	Mt Video	19	270,799 (up)
19	NuMetro	18	266,490 (up)
20	KFC	20	256,828 (up)



Top brands

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

Analysis: Very little movement in May

There was very little movement this month with most brands' positions remaining unchanged. The only significant move was

1Life, which added 9000 new subscribers to the app and moved into the number 10 slot. Supersport's number one position was further entrenched as another 30,000 users added this app to their contacts roster.

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