

Mxit Brand Index: 31 October 2014

The latest Mxit Brand Index has been released, revealing the Top 40 South African brands on Mxit on 31 October 2014.

Top 40 South African brands on Mxit on 31 October

Position	Brand	Last Month's Position	No. Of subscribers
1	SuperSport	1	2 074 673
2	24.com	2	1 313 223
3	Rhythm City	3	1 206 084
4	KFC	4	1 091 097
5	DStv	5	1 018 225
6	Ster-Kinekor	7	855 059
7	Microsoft Nokia	6	836 113
8	Samsung	8	806 136
9	PEPcell	9	629 989
10	MTN	10	624 104

[Click here for the full list of Top 40 Brands on the Mxit Brand Index](#)



Snapshot: *Mr Price, Shield debut on Brand Index following huge growth; Samsung's S4 Mini campaign delivers strong subscriber increase. Castle Lite, Sunlight, Telkom Mobile, Vodacom and PEP advance up the ranks in October.*

Mr Price debuted on the Mxit Brand Index in 39th position following a 50% increase in subscriber numbers. A voucher give-away campaign and new app design with in-store fashion features drew 73,630 new subscribers in October. Shield debuted at 38th position, with 55,715 new subscribers.

Shield used competitions with prize give-aways of 400 pairs of Superga sneakers and airtime to drive the increase in subscriptions.

Ster-Kinekor moved into 6th position on the brand index in October. The brand used Mxit's splash screen advertising to deliver 37,668 new subscribers to their app containing trailers for upcoming films, ticket give-aways and latest release info.

Vodacom's billboard advertising and Mxit campaigns for new products *uChoose* and *Quick Sim* brought a 16% growth of 49,126 new subscribers, while Castle Lite's new Lime campaign saw the brand shift three places to 35th place, with 39,551 new subscribers.

Samsung's *S4 Mini* campaign was a big success in community growth, with 67,497 new subscribers reigniting Samsung's goal to be the top brand on the monthly brand index report. Top brands like KFC, MTN, PEP, PEPcell, Sunlight and Telkom Mobile's always-on strategy continues to deliver solid month-on-month growth, with Telkom Mobile's new *Don't Be A Dummy* campaign bringing the second-biggest growth of 74,751 new subscribers.

October's Top 40 Brands: The Star Performers

Most new subscribers:	
Telkom Mobile	74 751
Mr Price	73 630
Samsung	67 497
Shield	55 715
Vodacom	49 126

Top growth as a %:	
Mr Price	50%
Shield	31%
Castle Lite	19%
Vodacom	16%
Telkom Mobile	14%

Brands to watch: MetroFM and Axe

MetroFM's The First Avenue and Axe's AXECESS apps on Mxit performed outstandingly in October. The biggest growth this month was MetroFM, with a 68% increase in subscriber numbers resulting from on-air competitions and promotion of the Mxit app, in conjunction with on-platform advertising that delivered 88,330 new subscribers. AXECESS, using Kazazoom's third-generation Zoompress technology for Mxit apps and offering fantastic party access, airtime and hamper give-aways delivered 71,035 new subscribers - a growth of 63%. The brands are in 41st and 45th position on the brand index, respectively.

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

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