

Leading brands in Africa compete for top social media spot

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South African breakfast TV show *Expresso* and the weekly *Top Billing* show have both dethroned *SuperSport* to take first and second place on the Africa Brand Index, where they have both increased their score by five points and nine points respectively. According to the index, *SuperSport* has dropped by two points (attributed to Response and Sentiment) and this is the first time since the launch of the ABI that the brand moved below first place. However, they continue to be an engaging brand with content that resonates with their audiences.



The Africa Brand Index (ABI) is a one-of-a-kind social media currency that measures how brands communicate with audiences on social media in South Africa, Nigeria and Kenya. This includes brands in politics, banking, telecommunications, the automotive industry and many others. Some of the brands on the Africa Brand Index continue to retain their top spots while others fluctuate due to a myriad of metrics such as Growth, Engagement, Response and

Sentiment.

In the weeks leading up to South Africa's local government elections it is also interesting to note that the Freedom Front Plus has increased their social media score by eight points following their local government election manifesto launch and general pre-election campaigns. The eight points were largely driven by their Response time, while the African National Congress (ANC) dropped by six points as their response times are the second lowest in comparison to South African political parties listed. The Economic Freedom Fighters recorded the lowest response times.

Africa's banking industry is also one of the most closely contested categories on the ABI. The Kenya Commercial Bank (KCB) continues to raise their score with engaging content and quick responses, which as a past banking report has shown, increases a brand's social media affinity with its audience. Nigeria's GT Bank has also increased their score by four points and continue to have one of the fastest growing social media communities in the banking industry.

Is your brand not featured on the Africa Brand index? Please let us know and we may add it.

For a more detailed look at the Africa Brand Index and to monitor your brand, please visit: <http://africabrandindex.com/>.

About Ornico:

Ornico provides reputation, media, advertising and brand research with a suite of products that includes Brand Intelligence™ across the African continent. It does this to help marketers and brand owners make sense of the flood of information that occupies traditional and social media.

By collecting and analysing media data across many channels, Ornico informs brand owners and marketing decision makers about the most important strategic decisions they'll ever make regarding their brands.

From editorial and advertising monitoring services, social media analytics to advanced brand research, Ornico provides a holistic and independent view of brand performance as reflected by television, radio, print media as well as social and digital media.

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