MOBILE MARKETING COMMUNICATIONS TO THE YOUTH
An Analysis of the MXit Platform

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Abstract: This paper explores the various ways in which mobile marketing communications are available to the youth on a very popular South African mobile social network site known as MXit. The popularity of cellular phones has resulted in mobile-based brand advertising and promotions that specifically target the youth. The mobile medium is used by marketers as an additional channel to current marketing communications strategies. Because the mass market in South Africa does not use expensive cellular handsets, the format of mobile marketing communications is kept simple.   MXit offers its subscribers effortless and accessible technology as well as appealing content, which is why it has become a prominent advertising platform. This is illustrated by examining two mobile marketing communication campaigns (one completed and one continuous) using MXit as an additional marketing communications channel to existing traditional marketing communications channels.

1   INTRODUCTION

The mobile platform has become increasingly dominant as a method of communication, simply because a cellular phone is permanently switched on, is within reach and is a very personal device. Marketers are therefore making use of the opportunity to communicate information about their products and services to their target market in what is known as "mobile marketing".

According to Pousttchi and Wiedemann (2006), mobile marketing is a division of mobile commerce. They define *mobile commerce* as "any kind of business transaction, on the condition that at least one side uses mobile communication techniques ". The focus of mobile marketing lies in the fourth P of the four Ps of the marketing mix: promotion, which is why they therefore prefer the term "mobile marketing communications". Pousttchi and Wiedemann (2006) define *mobile marketing* as a "form of marketing communications using mobile communication techniques to promote goods, services and ideas". This definition of mobile marketing is adopted for this paper.

A variety of technological platforms support mobile marketing applications, such as wireless application protocol (WAP), short message service (SMS) and multimedia message service (MMS)

(Carroll, Barnes, Scornavacca & Fletcher 2007:81).

Because a cellular phone is a very personal item, it has a great deal of potential in terms of tailor-made, personalised, two-way interaction, especially between the marketer and the customer. Other advantages include high reach, relatively low cost, high retention and flexibility. Marketers can virtually reach cellular phone users anytime and anywhere, even more so than the internet, because customers always carry their cellular phones with them. Marketing communication messages sent via a mobile medium represent mediated interactivity (communication between two individuals facilitated by a device). However, interactivity can only occur if the recipient of the message chooses to interact with the sender. Marketing communication messages should therefore be designed to generate interactivity as a result of its perceived value (Sinisalo, Salo, Karjaluoto & Leppaniemi 2007:774).

To develop more effective ways to target consumers, service providers have begun to explore the marketing potential of mobile social networks of consumer-to-consumer communication. For example, Vodafone pushes Multi-Media Messaging (an enriched form of texting that enables consumers to attach sounds, pictures, and videos to their text messages by enticing SMS users to share and experiment collectively with this new service

(Kleijnen, Lievens, De Ruyter & Wetzels 2009:15). Advances in internet tools and cellular phone features allow numerous mobile applications such as to personalised ring tones, phone interface and style, screen savers, information, SMS alerts, address books, pictures albums and MMS services. Because they can personalise their own mobile service experiences, cellular phone users increasingly demand affordable and reliable services that correspond exactly to their specific individual needs, lifestyles and preferences (Sigala 2006:395).

SMS is still the most popular mobile data application for marketing (Timpson & Troutman 2009:59), but marketers are also exploring other mobile marketing strategies to reach more consumers; in other words, not only those who have been granted permission to be opted in to receiving mobile advertising messages. Marketers increasingly let consumers subscribe to a branded mobile channel (contracted with a mobile service provider) where they can access different offerings that may include exclusive content as well as applications, games, special opportunities, incentives, and even emotional experiences to strengthen the value of the sponsoring brand while, at the same time, generating business value. As a result, organisations engage with consumers on a deeper level and increase their brand loyalty; consumer retention is also enhanced (Friedrich, Gröne, Hölbling & Peterson 2009: 54). Because a cellular phone usually belongs to one person only, mobile service providers are also able to do "contextual marketing" to their subscribers based on tracked information such as geographical position of users, technical addresses of the cellular phones and customer profiles. Contextual marketing refers to the extent to which e-businesses use the internet to provide customers with relevant information in the right context and in real-time (Lee, Korea & Jun 2007:799).

However, marketing via a mobile platform also poses various limitations and challenges, such as small screen size, limited bandwidth, device diversity, limited set of visual and audio capabilities, and issues such as permission-based regulations, consumer trust, and perception of personal intrusion. Marketers therefore consider the mobile medium as a complementary or substitute channel to current marketing communication strategies (Sinisalo, Salo, Karjaluoto & Leppaniemi 2007:775). Alternatively, they use mobile marketing communications primarily to strengthen the organisation's brand (Okazaki 2009:168).

2 MOBILE COMMUNICATIONS TO THE YOUTH

The popularity of cellular phones has resulted in mobile-based brand advertising and promotions that specifically target the youth. Although the youth market is often referred to by marketers as "adolescents", "Generation Next", "Generation Y" or even the "internet or iGeneration", researchers of the Golden Age youth survey – which was completed in 2008 – now challenge the traditional demographic definition of "youth". They argue that the traditional definition of youth is no longer relevant in today's society and that the youth market is much larger than is believed. Marketers should therefore "target consumers based upon their engagement and participation in youth culture rather than on their chronological age" (http://www.netimperative.com/news/2008/october/ 1st/study-debunks-2018golden-age-of-youth2019).

Cellular phones are essential to many youth lifestyles. Not only have they become indispensable fashion statements, but they also help their owners connect with and synchronise peer networks. Using cellular phones may also help young people gain and maintain peer group acceptance (Grant 2007: 224). Young people have an "intimate relationship" with their cellular phones. Mobile marketers realise that they can reach the youth at any time (Okazaki 2009). Numerous studies examining the reason for youth's rapid adoption of cellular phones refer to the uses and gratification theory, which assumes that media audiences are active, seek goal-directed gratification that the choice of media lies with the individual, and that media compete with other sources for consequent satisfaction (Leung & Wei 2000). Other studies refer to the social network theory, which stresses the importance of personal attributes in terms of obtaining a certain position in a network (Kleijnen et al 2009). Ling (2007:60) refers to research in Europe, which indicates that mobile communication enhances informal social interaction within the user's immediate group of friends – which makes cellular phones an indispensable item.

Research by Nielsen in 2009 on media usage by teenagers in the United States (and other countries in which the company tracks internet use, such as the United Kingdom, Italy, France, Spain, Germany, China, Brazil, Australia and South Africa) reveals that teenagers send text messages at incredible rates, and that they are also early adopters of all mobile media. Marketers can therefore reach them through other mobile platforms; in other words, not only

through SMS marketing (Nielsen, 2009). Another study by Nielsen in 2008 found that teen mobile media users were approximately three times as interested in mobile advertising as the total subscriber population. This means that more than half of teen mobile media users can be considered as open to mobile advertising (Nielsen, 2008).

Jenkins (2006) explains that, since young people are generally skilful when it comes to new technologies and therefore adopt new mobile technologies quite quickly, marketers also attempt to engage them with an organisation's brand via mobile databases. For instance, some magazines aimed at teenagers may encourage their readers to opt in to receiving free SMS messages (for instance, *CAR* and *Seventeen* magazines) to encourage interaction with the brand. When marketing to the youth, "safe and ethical communication and interaction" is the key to the success of any mobile communication. All communication should be brand related and integrated into the organisation's brand strategies (Jenkins, 2006).

Many young people in South Africa have adopted inexpensive mobile and rich-media and internet-based applications (Kreutzer, 2009). However, because the mass market in South Africa does not use expensive cellular handsets, the format of mobile marketing communications is kept simple to suit users' phones (http://www.totallymad.co.za/?idstory=20984).

3 RESEARCH QUESTION AND METHODOLOGY

The research question for this study is:
How do mobile marketing communications occur in a popular South African mobile social network? A case-study approach was used, because mobile marketing communications is still not fully understood. According to Rowley (2002:16), a case-study approach is appropriate when existing theory is lacking. A case-study approach is also useful when the researcher mainly asks "how" and "why" questions and uses a research strategy designed to investigate an event in its real-life context. A purposive sample of two case studies was selected (one completed and one continuous), because the two campaigns exemplify how mobile marketing communications take place within a popular mobile social network. These two case studies were then analysed using the following evaluation criteria (which were taken from the literature):

1. Which marketing communication tool (as identified in MXit) was used?
2. Which aspects of mobile marketing communications were adopted by using this tool?

In addition virtual ethnography was used which is the practice of ethnography but only in an online setting (Bosch 2009:187).

Various mobile social networks exist in South Africa (for instance, The Grid and Ubyou), of which the most popular, among the youth, is MXit.

4 MOBILE MARKETING COMMUNICATION USING THE MXIT PLATFORM

4.1 MXit Explained

According to Andrews (2008), MXit was introduced into South Africa in 2005 by a company known as MXit Lifestyle. It was introduced as a free mobile instant messenger programme tailored specifically for cellular phones – to provide users with instant access to social networks and music downloads. Chigona and Chigona (2008) explain that MXit is "network-independent" and can operate between users on any network provider; users do not have to be on the same network. Some South African youths also use other international MIMs (for instance, mig33 and Fling).

MXit has since released a PC Beta version to also include access to other features such as information, the gallery, Joe Banker, and Tradepost (see 4.3 below). MXit is available for virtually all Java phones and has recently launched the new MXit Elite for smart-phones, an MXit client for Blackberry, and is looking to launch an iphone application. This means that users can chat to other MXit users on their cellular phones or PCs anywhere in the world via the internet through GPRS or 3G, rather than through standard SMS technology. Users can chat using up to 1 000 characters at a time, at a fraction of the cost of a standard SMS. In addition to basic chat services, MXit offers users the chance to meet people, play games and customise their phones. The latest MXit version, V5.6.3, allows users to tab control for chat screens, make calls using MXit, and includes more text mark-ups and a faster start up and log in. MXit now has (2009) more than 14 million users worldwide (Andrews, 2008) (since its expansion into the international market).

MXit users send approximately 35 000 messages per second during peak times and also has a

community that visits the system more than 20 million times a day (http://www.bizcommunity.com/Article/410/78/379 52.html). This allows users to chat individually or in chat rooms, the only charge being the cost of the data sent, which makes it far cheaper to send messages via MXit than SMS) (Pasquinelli, 2009).

As from September 2009, MXit was also integrated with Facebook, allowing users to interact with their Facebook contacts via MXit's platform. MXit users can already access Yahoo! Windows Live Messenger, G Talk, AIM and ICQ (http://www.mobilemarketingmagazine.co.uk/2009/ 09/mxit-adds-facebook-integration.html).

Ramachandran (2009) explains that MXit's popularity can also be attributed to the fact that it accelerates social change and does not merely concentrate on music and games. For example, users can download books at a very low cost; there are education tools available for children (making it an ideal e-learning platform), and real-time drug counselling can also be done. It also provides inexpensive access to online services to people who do not have internet access. Additional services that make the service valuable to young people are a mathematics programme that provides online tutoring and quizzes (in partnership with the Department of Education, Nokia and a Finnish funding agency) and an application that helps young people to prepare for their driver's licence test (Ramachandran, 2009).

Other tutoring services on MXit are called *Imfundo Yami Imfundo Yethu* (which also provides assistance with mathematics) and Angel (health, AIDS, drugs) (Pasquinelli, 2009).

4.2 Popularity of the MXit Platform Among the Youth

MXit is extremely popular among South Africa's youth and was judged the "coolest" website and social networking service facility in 2008 and "the most frequently-used platform in the social media site" and website category in the *Sunday Times* 2009 Generation Next surveys, conducted by HDI Youth Marketers in partnership with the *Sunday Times*, and supported by Monash South Africa. The *Sunday Times* Generation Next Survey surveyed more than 5 000 urbanites in the 8 to 22 year old age categories (Andrews, 2008; HDI Youth Marketers, 2009).

A pilot study by Chigona, Chigona, Ngqokelela and Mpofu (2009), who conducted interviews with 12 young MXit users and nine parents, indicate that the young people who were interviewed use MXit mainly for social networking. The MXit system also allows them to sustain and/or nurture networks of friends and associates. A quantitative study by Kreutzer (2009) of 500 grade 11 students in a low-income area of Cape Town confirms that 47% of the respondents use MXit on a typical day, making it the most frequently used social networking application in the sample. Reliable figures for mobile internet use in South Africa by the research company World Wide Worx indicate that there were 50 million mobile connections by the end of 2008, of which 68% represent individual users (Goldstuck, 2009).

Research was completed in South Africa in 2009 by the Bureau of Market Research's Youth Research Unit (YRU) (based at the University of South Africa) on new media usage among adolescents in selected schools in Tshwane (Pretoria). Findings reveal that tools such as the internet and cellular phones are constantly being used by youths to not only satisfy their own personal needs, but that they are willing to adjust to a new lifestyle where they use the latest media to their advantage. It also seems that 80% of cellular phone users in the sample use MXit for entertainment purposes, for help with their homework, to send interpersonal messages, and to make appointments. Of the 500 respondents in the study, 80% have access to the internet, while all have access to a cellular phone (Rapport, 2009).

4.3 Mobile Marketing Communications to the Youth using MXit

Because of its popularity among the youth, MXit has become a major advertising platform for reaching the South African youth market, some of whom have money of their own; it also exerts an influence on their parents in terms of how they spend their money. The primary target market for MXit is all males and females aged 16 to 25, while the secondary target market comprises all males and females aged 26 to 35. The 18 to 25 age bracket hold the lion's share (60%) of the MXit user market (http://www.marketingweb.co.za/marketingweb/vie w/marketingweb/en/page72308?oid=119872&sn=M arketingweb+detail).

The following types of mobile marketing communication tools are available on MXit:

4.3.1 Splash Screen Advertising

All MXit users have to register (for free), which provides advertisers with clear demographics in terms of the age, gender and location of their target

market. Splash screen advertisements are popular among advertisers. Full colour advertisements display for five seconds every time a user logs in. Users can only receive one splash advertisement at a time – similar to radio or television commercials. Splash screen advertisements are used to promote a particular portal to MXit's existing community, create brand awareness within the MXit community, and to complement an existing advertising campaign. Users can be targeted according to gender and age. Successful advertisers make use of striking graphics and send out a clear call to action (Fulford, 2008).

4.3.2 Hosted Brand Portals

According to Andrews (2008), part of the effectiveness and likeability of MXit's advertising is that it is all entirely opt-in or permission marketing, meaning users are not spammed with unnecessary, irrelevant advertising. If MXit users want information and services, they become part of the MXit world, since they then choose to add a brand as a personal contact on MXit. MXit users can become part of the advertiser's world, in which case they can interact directly with the marketer.

Users will add hosted brand portals listed under MXit Mix as a personal contact. The organisation then provides information and content via this contact (in XML format). Content is structured to complement existing media and also to increase traffic to existing media (Fulford, 2008). Various brands that are popular among the youth have hosted brand portals (for instance, Billabong and Samsung).

4.3.3 Hosted Chat Zone

Marketers can also create a virtual world where users can "live a brand". Branded and non-branded virtual items are made available for sale in the chat rooms. Users have the opportunity to chat with popular personalities. A competition can also be run to win an invitation to chat to a celebrity at a particular time. Treasure hunts can be created where users have to visit other media to receive clues for the chat rooms. A chat zone can have up to 100 chat rooms, with a maximum of seven users per room at any time. The advertiser has moderator status to initiate conversation and persuade users to chat about the brand. The chat rooms can be named to suit a particular brand, product, or campaign. The creator can also create his own virtual commands and enter any chat room (even if it is full), since he has "moderator" status for the rooms he creates (Fulford, 2008).

4.3.4 Targeted Two-way Communication

By using the database of users who subscribe to a particular service or chat room, organisations can engage in targeted, two-way communication by sending out questionnaires to a specific target market (Fulford, 2008).

4.3.5 Tradepost

Tradepost is a default contact on MXit. Users visit Tradepost to trade Moola (MXit's virtual currency) for chat rooms, skinz, contacts and premium services and content etc. Listing a contact on Tradepost makes it easy for users to add this contact. MXit provides one free Tradepost message to notify users that a new contact is available. Any person who adds a contact can be selected to win a sponsored prize. Additional messages can be purchased. The skinz are listed on Tradepost for sale to users, which enhances the advertiser's corporate identity and recognition. Advertisers can also sponsor Tradepost Treasure competitions, where MXit sends out a Tradepost message every day for up to seven days (where the advertiser is acknowledged as the sponsor of the competition). MXit's Skinz functions as personalised themes for MXit users. They can also be designed according to specific graphics, based on a brand's logo or a specific promotional campaign, and should be relevant and current (Andrews, 2008 & Fulford, 2008).

The trader keeps in regular contact with the user, providing information about the latest goodies and competitions available on MXit. Tradepost provides a list of available services, ranging from news reviews (both local and international) to movie reviews and times; horoscopes and more. Services are paid for in moola – one moola is equivalent to one cent, which can be purchased in partnership with Standard Bank by directly exchanging money for virtual currency. Tradepost also offers users emoticards, skinz, MXit games and role-playing games, Trivit (a general knowledge test), chat rooms and grown up chat rooms, geographical, topical, flirt, teen and celebrity chat zones as well as a dating game, weather updates and career tips (Andrews, 2008).

5 MOBILE MARKETING COMMUNICATION CAMPAIGNS USING MXIT AS AN ADDITIONAL CHANNEL

5.1 The Engen Endless Summer Campaign

The most successful mobile marketing communications campaign up to date using MXit is no doubt the energy company Engen's Endless summer campaign, which was launched in December 2006 for the duration of the summer holidays. Engen is an Africa-based energy company with a focus on the downstream refined petroleum products market and related businesses. Engen's core business is the refining of crude oil and marketing of their primary refined petroleum products, and the provision of convenience services through an extensive retail network (Engen Corporate Report, 2009).

5.1.1 Types of MXit Marketing Communications Tools used

The aim of the Endless Summer campaign was to entertain young people sitting on the back seat of their parents' cars en route to holiday destinations and to get parents to stop at the next Engen convenience store. The target market was teenagers aged 11 to 18. Splash screen advertising was used as well as a hosted chat zone. Keywords were placed on billboards throughout the summer holidays along all the main holiday routes. Each keyword entitled users to a different download from mobile wallpapers to ringtones and games by using virtual money. These keywords needed to be entered into the Endless Summer chat zone or mobile site. The only mention of what to do with the keywords was on MXit, the mobile chat service and not on the billboards. This spread the viral element: young people knew what the keywords meant, but their parents did not. Chat room moderators spoke to young people in the chat rooms, motivating them to do more downloads. Secret keywords were also provided at certain times.

The success of the Engen campaign reiterates the findings of the Nielsen 2008 study, namely, that young mobile users can be considered open to mobile advertising (Nielsen, 2008). Given that all marketing communications were brand related and integrated into Engen's brand strategy (see Jenkins 2006), the target market could personalise the Engen

brand experience.
See table 1 below for the types of MXit marketing communication tools used:

Table 1: Types of MXit marketing communication tools used for the Engen Endless Summer campaign.

Type of MXit marketing communication tool	Aspects of mobile marketing communications adopted
Splash screen advertising	Integration with Engen's brand strategy to get young people to visit other portals in MXit; targeted tailor-made communication.
Tradepost	Personalisation of the Engen brand; strengthened the value of the sponsoring brand and, at the same time, generated business value by the revenue earned from the sales of rich media content.
Hosted chat zone	Engagement with the Engen brand; increased brand loyalty; opportunity for subscribers to "live" the brand.
Hosted brand portal	Engaged with consumers on a deeper level, increased brand loyalty and enhanced consumer retention.

5.1.2 Results of the Engen Endless Summer Campaign

Ten thousand young people added the *EndlessSummer* contact as a branded channel contact in the MXit platform. Over three million messages were posted in the chat zone. More than 12 000 downloads were done in six weeks. This campaign also won gold in the annual Loerie awards for best advertising in the category digital mixed media campaign in 2007.

5.2 *CAR* Magazine

Published by Ramsay media automotive, CAR magazine is Southern Africa's foremost multi-media automotive consumer brand with a readership of 1 022 000 for the printed magazine by the end of 2009. In addition to this, by the end of 2009, the cartoday.com website had a readership of 59 585 unique visitors, mobile.cartoday.com had a readership of 5 850, the CAR branded channel on MXit already had 99 203 subscribers, its Facebook profile had 2 259 friends and it had 559 followers on Twitter. Rich content can also be watched on YouTube and myvideo

(http://www.ramsaymedia.co.za/sections/brands/car/index.asp).

Sixty percent of its readers are young males under the age of 35. The magazine has also been nominated as the winner in the Coolest Magazine and Coolest Male Magazine categories 2009 in the *Sunday Times* Generation Next Survey (http://www.mediaupdate.co.za/?IDStory=16423).

5.2.1 Types of MXit Marketing Communications Tools used

A key objective of the marketing strategy of CAR magazine is to ensure that its content stays relevant to its young readers, who are also technologically well-informed. Apart from the magazine's mobi-site, which has an average of 70 000 page views and 10 000 unique users per month, it has a hosted brand portal on MXit, where users can add them as a contact by paying a minute fee (http://www.ramsaymedia.co.za/sections/brands/car/index.asp).

Within the hosted brand portal, CAR magazine uses its own rich media content to supplement content in other media, or runs a mobile campaign for a client that will simultaneously benefit the *CAR* brand. For instance, in June 2009, it developed content for the Golf 6 launch campaign. During this campaign *CAR* magazine distributed branded Golf 6 videos, ringtones and wallpapers to thousands of subscribers across *CAR*'s mobile platforms, including the *CAR* mobi-site and the magazine's branded channels on MXit, MTN Loaded, as well as the Samsung Fanclub and Nokia WAP portals (http://www.mediaupdate.co.za/?IDStory=18632). The magazine also ran an integrated campaign for a top South African band known as the Parlotones. In October 2009 *CAR* magazine teamed up with the Parlotones to record a viral video of the band's hit *Push Me to the Floor*, which was made available on MXit and on the *CAR* website. Mobile content subscribers could then enter a competition in the October issue of the *CAR* magazine where they had to identify the mystery driver in the video to win amazing Parlotones prizes (http://www.marketingmix.co.za/pebble.asp?relid=8403).

See table 2 below for the types of MXit marketing communications tools used:

Table 2: Types of MXit marketing communications tools used for *CAR* magazine.

Type of MXit marketing communications tool	Aspects of mobile marketing communications adopted
Tradepost	Personalisation of the *CAR* brand; strengthens the value of its brand and, at the same time, generates business value by revenue earned from sales of rich media content.
Hosted brand portal	Strengthens the *CAR* brand by integrating traditional media with that of mobile media. Constantly engages with consumers on a deeper level, increases brand loyalty and enhances consumer retention. Runs mobile campaigns for clients that create better brand awareness.

CAR magazine continuously uses mobile marketing communications as a supplementary channel primarily to strengthen its brand (Okazaki 2009: 168). By getting its consumers to subscribe to a branded mobile channel in MXit – where they can access various offerings such as exclusive content as well as applications, games, special opportunities, incentives, and having emotional experiences through brand interaction – the value of the *CAR* brand is enhanced and business value is also generated (Friedrich et al 2009: 54).

5.2.2 Some Results of the *CAR* Magazine MXit Campaigns

By the end of 2009, subscribers to CAR's hosted brand portal on MXit was fast approaching the 100 000 mark (a 400% growth since its launch in October 2008). In addition, more than 250 000 units of CAR's rich media content (ranging from wallpapers to ring tones) have been sold since the launch. This clearly indicates that MXit can be a profitable marketing communications tool for advertisers who produce MXit friendly content.

In June 2009, during the launch of the Golf 6 campaign, a total number of 98 765 subscribers to the *CAR* hosted brand portal on MXit had access to the Golf 6 videos, exhaust tones and wallpapers. Other media exposure included 15 560 unique users on mobile.cartoday.com, while content was also available on *CAR's* channels – on MTN Loaded, Samsung Fanclub and Nokia WAP portals. There were some 2890 views of the branded Golf 6 video

on *CAR*'s YouTube channel, which includes a link to the CARtoday site, and 1 289 views of the clip on myvideo (http://www.marketingmix.co.za/pebble.asp?relid=8403).

6   CONCLUSIONS

A successful mobile social networking site among the youth, known as MXit, has become a powerful advertising medium in South Africa owing to its simple, accessible and affordable technology. By providing inexpensive, accessible and relevant content, MXit has succeeded in increasing the number of its subscribers, by the end of 2009, to more than 14 million.

The findings indicate that more South African youth are using mobile phones to connect with their friends or peers and to access digital content repeatedly. Although mobile marketing communication that specifically targets the youth in South Africa is still in its formative years, marketers are gradually beginning to tap into this lucrative market. By keeping access to mobile content relatively inexpensive, both audience reach and repeat purchases are encouraged. A mobile campaign needs to be both topical and interesting t young MXit users in order to be successful.

The two case studies explained in this paper differ in terms of MXit tools used. In the completed Engen case study the marketers focused on all the MXit tools available because of the high percentage of young people who are using MXit in South Africa. They could reach their young target audience instantly by keeping them interested in the tailor-made marketing communication messages. In the case of the continuous CAR magazine mobile campaign, the marketing strategy is rather to direct the reader to the print publication. In this case MXit is only used as a complementary tool to traditional media and only the most suitable tools for this purpose are being used for brand building purposes.

While the aspects described in this paper have been practiced in Europe and other countries for some period of time now, mobile marketing in South Africa, a third world country, has only augmented in recent years. Future studies could therefore include how South Africa currently compares with first world countries in terms of mobile marketing or how mobile marketing using MXit as a platform differs from marketing using other social media platforms. South African marketers use various MXit marketing communications tools primarily to strengthen their brands and to earn revenue through selling rich-media content to loyal users, which personalises the brand experience.

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