

Singapore Digital Brand Index

The social media landscape in Singapore

With a household broadband penetration rate of 117.7%⁽¹⁾ and more than 2.5 million⁽²⁾ people spending an average of 21 hours on the Internet per person, it's not surprising a major technology brand is mentioned every two minutes across some of Singapore's largest online sites.

Developed by Edelman and derived from Brandtology data, the quarterly DBI for Singapore found:

- SingTel (over 9,000) and Google (over 6,000) topped the rankings by way of volume of conversations.
- Canon (4.0) led the scoreboard by way of average engagement ahead of competitor and second ranked Sony (2.4).
- The HardwareZone Forum, *Eat, Drink, Man, Woman*, is the centre of gravity for mentions of technology brands – with 10,308 mentions found (13.8 per cent of total) over the three month period.

TOP 10 Channels in Singapore

RANK	CHANNEL	NO OF MENTIONS
1	Hardwarezone Forums - Eat-Drink-Man-Woman	10,978
2	Twitter Singapore	4,568
3	Hardwarezone Forums - iPhone Chatroom	3,957
4	Clubnap Photography Forums - Kopitiam	3,598
5	Channel News Asia Forums - Market Talk	3,501
6	VR Zone Forums - Chit Chatting	2,634
7	VR Zone Forums - News around the web!	2,412
8	Clubnap Photography Forums - General, Reviews, Tech Talk	2,334
9	Hardwarezone Forums - Notebook Clinic	1,870
10	Hardwarezone Forums - Samsung User Group	1,446
Average no. of mentions per channel in Singapore		134

Derived from Brandtology data

CONVERSATION INDEX SINGAPORE*

Brand	Index points
SingTel	7.1
Google	4.7
StarHub	4.3
Canon	4.2
Sony	3.6
Samsung	3.4
Microsoft	3.1
Nokia	3.1
LG	3.0
Apple	2.7
Average: 1,290 posts per brand (1.0 index points)	

Derived from Brandtology data

KEY INSIGHT

- Brands outside the top 10 make up only a fraction of the conversation, and are missing out on the opportunity to get involved online.
- Traditional marketing leads to spikes in online conversation, but the language of online communities in Singapore is often very different to marketing.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Listen with new intelligence

- Use insider terms to improve keyword search campaigns and make marketing materials easier to find organically.
- Proactively measure and manage social media to increase direct impact and overall campaign ROI.

CHANNEL INDEX SINGAPORE*

Brand	Index points
SingTel	17.1
Canon	13.9
StarHub	11.7
Sony	9.7
LG	9.0
Samsung	9.0
Intel	8.6
Nokia	8.5
HTC	8.4
Google	8.3
Average: 0.25 posts per brand per channel (1.0 index points)	

Derived from Brandtology data

KEY INSIGHT

- Online conversations in Singapore revolve around product/service information-seeking.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Participate in the conversation: real time/every time

- Set up real-time sales alerts and manage them using dashboards. This means that when someone signals an intent to buy, a brand can engage and educate them relevantly.

AVERAGE ENGAGEMENT SINGAPORE*

Brand	Index points
Canon	4.3
Intel	2.7
Sony	2.6
Dell	2.5
AMD	2.5
LG	2.5
SingTel	2.4
Hitachi	2.3
Microsoft	2.3
NTT	2.3

Derived from Brandtology data

KEY INSIGHT

- Offline marketing is driving online chatter, but few brands are engaging with influential communities beyond a handful of well-known bloggers.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Socialize media relations

- Often, it is a better strategy to build strong relationships with a small number of high-quality influencers and/or communities, than to engage broadly.

⁽¹⁾ Source - [IDA Statistics on Telecom Services for 2009](#). This figure is computed using the total number of residential broadband subscriptions on a per household basis.

⁽²⁾ Source - [comScore, Inc. qSearch Service](#), Feb. 2009.

About the Digital Brand Index

The DBI is the first research project in Asia Pacific to shed light on how brands are being discussed online, the most active channels and the most interesting subject areas. With quantitative data from over 50 of the largest technology companies across 8 key markets in Asia Pacific, this quarterly piece of online intelligence serves as a core tool for marketers to analyze the efficiency and return on their marketing investment, both online and offline.

Survey Methodology

The DBI was conducted across eight key markets in the Asia Pacific region, namely, Australia, China, Hong Kong, India, Indonesia, Malaysia, Taiwan and Singapore. Delivering deep online insight on a quarterly basis, the Asia Pacific Digital Brand Index monitors key brands from the following broad categories: Internet and Software, Consumer Electronics, Mobile and Telecommunications, Business and Consulting and IT and Technology, across a list of popular online channels – including influential blogs, forums, and online news outlets. The channels were selected by identifying conversations based on both qualitative as well as quantitative research. For more information, please visit <http://www.edelmanapac.com/index.jsp?series=36>.

Edelman represents technology brands around the world, many of which are included in the Digital Brand Index.

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The brandtology logo features the word "brandtology" in a blue, lowercase, sans-serif font.