

Hong Kong Digital Brand Index

The social media landscape in Hong Kong

According to OFTA Hong Kong, in February 2009, there were 167 Internet service providers licensed to provide broadband services. In 2008, there were more than 1.95 million users using broadband services with speeds of up to 1,000 Mbps. Total household broadband penetration rates have reached 78%⁽¹⁾, with 1 million Facebook unique users, 2 million Windows Live Messenger HK unique users⁽²⁾ and more than 70,000 new post on Uwants.com everyday⁽³⁾.

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

- There were more than 160,000 posts on 667 influential channels pertaining to 65 major technology brands in Hong Kong in just three months (July-September 2009).
- Online destination brands took the top four spots: MSN, Yahoo, Facebook and Google. Hardware/software companies filled spots six through 10: PlayStation, Intel, HP, Microsoft, Sony and AMD, accordingly.
- MSN dominated the brand buzz rankings (33,718), followed distantly by Yahoo (17,952) and Facebook (10,156) in volume of conversations.

TOP 10 Brands in Hong Kong

RANK	BRAND	NO OF MENTIONS
1	MSN	33,718
2	Yahoo	17,952
3	Facebook	10,156
4	Google	9,438
5	Playstation	6,858
6	Intel	6,418
7	Hewlett Packard	6,415
8	Microsoft	5,899
9	Sony	5,405
10	AMD	5,249
Average no. of mentions per brand in Hong Kong		2,525

Derived from Brandtology data

CONVERSATION INDEX HONG KONG*

Brand	Index points
MSN	13.4
Yahoo	7.1
Facebook	4.0
Google	3.7
Playstation	2.7
Intel	2.5
Hewlett Packard	2.5
Microsoft	2.3
Sony	2.1
AMD	2.1
Average: 2,525 posts per brand (1.0 index points)	

Derived from Brandtology data

KEY INSIGHT

Traditional marketing leads to spikes in online conversation, but online language in Hong Kong communities is often very different from marketing lingo.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Listen with new intelligence

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

CHANNEL INDEX HONG KONG*

Brand	Index points
MSN	25.2
AMD	13.9
Yahoo	13.0
Intel	11.9
Facebook	9.5
Playstation	9.0
Hewlett Packard	8.1
Google	7.1
Microsoft	6.7
Sony	5.7
Average: 3.71 posts per brand per channel (1.0 index points)	

Derived from Brandtology data

KEY INSIGHT

Online conversations revolve around online destinations and product and service information-seeking.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Participate in the conversation

Set up real-time sales alerts and track/manage conversations with a custom dashboard. This means when someone signals an intent to buy, a brand can engage and educate them relevantly.

AVERAGE ENGAGEMENT HONG KONG*

Brand	Index points
AMD	2.7
Playstation	2.4
MSN	2.4
Yahoo	2.4
Intel	2.3
Microsoft	2.3
Facebook	2.2
Hewlett Packard	2.2
Google	2.2
Sony	2.1

Derived from Brandtology data

KEY INSIGHT

The DBI contains deep insight into the online channels and influencers engaged in technology brand discussions.

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⁾ OFTA Hong Kong

⁽²⁾ comScore Hong Kong (Jun 2008)

⁽³⁾ MSN Internal IDSS Data - Audited by PriceWaterHouse Coppers (Oct 2008)

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 eight 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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