

Taiwan Digital Brand Index

The Social Media landscape in Taiwan

Social Media is becoming increasingly important in Taiwan. News that used to be communicated through traditional media channels is now not only available via online news portals but social media channels as well. These include blogs, Plurk, Facebook, forums and BBS. People are also sharing their opinions on these channels in real-time, leading traditional media to take their cue from popular discussion topics for news stories.

Key findings from the DBI

Given that Taiwan is a mature and competitive market for technology products, especially hardware, it's not surprisingly that there are vibrant discussions online about technology brands, trends and issues online.

The DBI for Taiwan found that technology news portals dominated the Top 10 list of influential channels from July-September 2009, with *CNYes.com* and *PCDVD* ranking in the top 2 spots respectively. In fact, technology reporters and specialists are increasingly sharing their perspectives, reviews and feedback through social media. Deeper analysis showed, however, that follow-up discussions about brands often took place on forum sites and discussion boards.

TOP 10 Channels in Taiwan		
RANK	CHANNEL	NO OF MENTIONS
1	鉅亨網 新聞 - 科技	4,974
2	PCDVD數位科技討論區 - 電腦硬體討論群組	4,164
3	光華商場論壇 - 硬體問題	1,802
4	Pchome-科技新聞	1,797
5	HiNet新聞網- infotech	1,792
6	iThome Online - 每日科技新聞	1,664
7	Yahoo!奇摩新聞-科技	1,063
8	DIGITIMES IT news from Asia	1,046
9	IT邦幫忙	1,043
10	PCDVD數位科技討論區 - 數位影音討論群組	771
Average no. of mentions per channel in Taiwan		96

Derived from Brandtology data

CONVERSATION INDEX TAIWAN*	
Brand	Index points
Microsoft	6.2
Google	6.0
Intel	4.3
Asus	3.5
Apple	3.2
Samsung	3.1
Chunghua Telecom	2.5
Sony	2.5
Yahoo	2.3
AMD	2.2
Average: 573 posts per brand (1.0 index points)	

Derived from Brandtology data
* Based on the Top 10 brands in Taiwan by no. of mentions

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 Taiwan 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 TAIWAN*	
Brand	Index points
Intel	17.7
AMD	16.2
Microsoft	16.2
Google	15.1
Asus	15.0
Apple	11.6
Samsung	9.9
Chunghua Telecom	9.7
Sony	8.6
Yahoo	6.4
Average: 1.45 posts per brand per channel (1.0 index points)	

Derived from Brandtology data
* Based on the Top 10 brands in Taiwan by no. of mentions

KEY INSIGHT

- Online conversations in Taiwan 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 them relevantly.

AVERAGE ENGAGEMENT TAIWAN*	
Brand	Index points
Chunghua Telecom	5.1
Samsung	4.9
Apple	4.5
Microsoft	4.0
Sony	3.4
Intel	3.4
Google	3.2
Yahoo	3.1
Asus	3.1
AMD	2.4

Derived from Brandtology data
* Based on the Top 10 brands in Taiwan by no. of mentions

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 influentials and/or communities, than to engage broadly.

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.

Alice Chen

Edelman Taiwan

Tel: (886) 2 8758 2973

Email: alice.chen@edelman.com



Hanzhong Cheah

Brandtology

Tel: (65) 6593 9890

Email: hanzhong.cheah@brandtology.com

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