

India Digital Brand Index

The social media landscape in India

India, with its population of 1.2 billion, has an internet penetration rate of approximately 4.3% or almost 50 million users, including 8.3 million broadband connections. In the coming five years, India is expected to almost double the existing internet and broadband penetration.⁽¹⁾

Google is the most popular online destination, attracting almost 75% of all internet users from India. Orkut is the most popular social network in India, with close to 15 million unique users from India a month. Popular online video sharing and blogging destinations include YouTube and Blogspot, with 66 and 33 million monthly visits respectively.⁽²⁾

⁽¹⁾ Source – [eMarketer](#), Feb 2009
⁽²⁾ Source – [Vizisense](#), Sept 2009

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

- 74,452 online conversations pertaining to 96 large technology brands, monitored between July and September 2009 – Averaging at one brand mention every two minutes.
- Google and Microsoft topped the rankings by way of volume of conversations, securing approximately 20% and 12% of all monitored conversations, respectively.
- Twitter emerged as the buzziest channel in India with almost 60% of the overall conversation share.

TOP 10 Brands in India

RANK	BRAND	NO OF MENTIONS
1	Google	14,657
2	Microsoft	8,994
3	Yahoo!	3,970
4	Intel	3,749
5	Sony	3,289
6	Dell India Pvt Ltd	3,097
7	Samsung India Electronics Pvt Ltd	2,932
8	Nokia	2,053
9	LG	2,040
10	BlackBerry	1,862
Average no. of mentions per brand in India		775

Derived from Brandtology data

TOP 10 Channels in India

RANK	CHANNEL	NO OF MENTIONS
1	Twitter - India	44,214
2	Chip India Forum - Hardware Centre	2,761
3	TechArena Community Forum - Portable Devices	2,647
4	Digits Technology Discussion Forum - Mobile monsters	2,476
5	TechArena Community Forum - Windows Software	1,511
6	IT News	1,111
7	DigitalPoint Forum - General Business	894
8	DigitalPoint Forum - Pay Per Click Advertising	835
9	TechArena Community Forum - Operating Systems	771
10	The Economic Times - Stocks	699
Average no. of mentions per channel in India		176

Derived from Brandtology data

CONVERSATION INDEX INDIA*

Brand	Index points
Google	18.9
Microsoft	11.6
Yahoo!	5.1
Intel	4.8
Sony	4.2
Dell India Pvt Ltd	4.0
Samsung India Electronics Pvt Ltd	3.8
Nokia	2.6
LG	2.6
BlackBerry	2.4
Average: 775 posts per brand (1.0 index points)	

Derived from Brandtology data

* Based on the Top 10 brands in India by no. of mentions

KEY INSIGHT

Traditional marketing efforts result in spikes in online conversation, but the language of online communities in India is often very different to marketing communication.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Listen with new intelligence
 Learn how consumers talk about your brand or product online, and use these 'insider terms' to improve keyword search campaigns and to make marketing materials or press releases easier to find organically on web search engines.

Proactively measure and manage social media to increase direct impact and overall campaign ROI.

CHANNEL INDEX INDIA*

Brand	Index points
Google	60.1
Microsoft	42.3
Yahoo!	26.1
Intel	22.7
Samsung India Electronics Pvt Ltd	19.5
Dell India Pvt Ltd	19.0
Sony	16.8
BlackBerry	14.3
LG	14.1
Nokia	11.9

Average: 1.83 posts per brand per channel (1.0 index points)

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

AVERAGE ENGAGEMENT INDIA*

Brand	Index points
Microsoft	3.4
Intel	3.1
Google	3.0
LG	2.6
Nokia	2.5
Samsung India Electronics Pvt Ltd	2.5
Sony	2.4
Yahoo!	2.2
Dell India Pvt Ltd	2.2
BlackBerry	1.9

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

KEY INSIGHT

Online conversations mostly revolve around peer-to-peer product or service information seeking, as well as proactive sharing.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Participate in the conversation: real time/every time

Brands should set up real-time online brand mention alerts and manage those using dashboards, so when someone signals intent to buy, the brand can engage and educate relevantly. Also, in case of any misinformation or rumors, the brand can factually clarify at the earliest.

KEY INSIGHT

The DBI contains deep insight into the online channels and influentials 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 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 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.

For more information on the research and in-country results, kindly contact:

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