

## Australia Digital Brand Index

### The social media landscape in Australia

Australia has 16.9 million internet users<sup>(1)</sup> online and more than 70% of these Australians visited a social networking site in June 2009, up from 29% in 2008<sup>(2)</sup>.

Forums are the most popular medium for Australians to engage online, but blogs are fast becoming a popular outlet with 2.3 million Australians creating a blog and 7.3 million Australians reading one or more blogs. Australians are also creating and consuming content online with 39% creating online content in the form of uploading video and music and 83% consuming Consumer Generated Media (CGM) content<sup>(3)</sup>.

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

- Google is the most mentioned technology brand with 13,617 mentions during the three month period.
- eBay is the second most mentioned technology brand (11,222) thanks to owning its own forum boards.
- Whirlpool is the online forum of choice for Australians to mention technology brands with 46,355 posts. The eBay forum (9,854) and Overclockers (4,726) are the next most popular.

TOP 10 Brands in Australia		
RANK	BRAND	NO. OF MENTIONS
1	Google	13,617
2	eBay	11,222
3	Telstra	10,962
4	Microsoft	8,512
5	Apple	6,605
6	Optus	6,456
7	PayPal	5,096
8	Playstation	3,989
9	Intel	2,895
10	Sony	2,592

Derived from Brandtology data

TOP 5 Forums in Australia		
RANK	CHANNEL	NO. OF MENTIONS
1	Whirlpool	46,355
2	eBay forums	9,854
3	Overclockers	4,726
4	Yahoo! Answers	2,290
5	PC Powerplay	1,783

Derived from Brandtology data

### Key Insights

1. The current low level of engagement online from some technology brands is leaving their brand open to criticism with no opportunity to respond.
2. Australians prefer “conversations” online as opposed to reading one person’s opinions. This is evident through the degree to which Australians interact on forums.
3. Brands need to invest in measuring online conversations just as they measure their media outreach.

### Public Engagement Recommendations

#### Listen with new intelligence

Technology brands need to listen to the online conversations to gauge how their brand is perceived online. Based on this understanding marketing managers need to determine how best to interact with established online communities and whether it is appropriate to do so.

#### Participate in the conversation: real time/every time

Technology brands should identify and monitor key forums and have real-time interaction capabilities. Technology brands can also influence the purchase decision making process by being on hand to offer information and advice online.

#### Socialise media relations

Building a presence on key forums where appropriate is crucial for technology brands to effectively engage online. 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.

<sup>(1)</sup> Source - Internet World Statistics June 2009.

<sup>(2)</sup> Source – Comscore 2009

<sup>(3)</sup> Source – [2008 Nielsen Online Consumer Generated Media Report](#)

### **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>.

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