

China Digital Brand Index

The social media landscape in China:

With more than 320 million broadband users in China⁽¹⁾, and 338 million netizens spending an average of 18 hours on the Internet per person per week⁽²⁾, it's not surprising a major technology brand is mentioned every 45 second across some of China's largest online sites.

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

- Nokia (at 19,907) and Samsung (at 14,598) topped the rankings by way of volume of conversations.
- Sony Ericsson (3.0) led the scoreboard by way of average engagement ahead of second ranked Oracle (2.8).
- The Nokia Forum at Tieba.baidu.com, is the center of gravity for mentions of technology brands – with 23,879 mentions found (26.1 per cent of total) over the three month period.

TOP 10 中国大陆地区前十大品牌		
排名	品牌	被提及次数
1	诺基亚	19,907
2	三星	14,598
3	谷歌	11,910
4	微软	9,632
5	索尼	7,526
6	宏达	7,247
7	甲骨文	6,512
8	索尼爱立信	6,228
9	戴尔	5,834
10	MSN	5,514
中国大陆地区每一品牌平均被提及次数		2,590

数据由品牌公司提供

对话指数 - 中国大陆地区*	
品牌	指数
诺基亚	7.7
三星	5.6
谷歌	4.6
微软	3.7
索尼	2.9
宏达	2.8
甲骨文	2.5
索尼爱立信	2.4
戴尔	2.3
MSN	2.1
平均值: 每一个品牌有2,590个帖子(指数为1.0)	

数据由品牌公司提供

渠道指数 - 中国大陆地区*	
品牌	指数
诺基亚	31.5
甲骨文	25.4
三星	20.0
索尼爱立信	16.0
宏达	15.5
谷歌	13.1
微软	11.9
索尼	11.4
戴尔	11.4
MSN	6.5
平均值: 每一品牌在每一渠道有3.32个帖子(指数为1.0)	

数据由品牌公司提供

平均参与指数 - 中国大陆地区*	
品牌	指数
索尼爱立信	3.0
甲骨文	2.8
宏达	2.8
诺基亚	2.1
谷歌	2.0
三星	2.0
索尼	1.9
微软	1.9
MSN	1.7
戴尔	1.6

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KEY INSIGHT

- Conversations are happening about brands, whether marketers take notice or not.
- Chinese netizens are vocal about their experience with products/ services.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Listen with new intelligence

- Continuous listening and engagement form the foundation for trusted relationships and meaningful engagement.

KEY INSIGHT

- While traditional media drives online buzz, opinions and insights are being shared via peer networks and forums.
- Targeting the appropriate channels can help brands engage the right audience. This encourages advocacy and drives marketing efficiency.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Participate in the right conversations: real time/every time

- Identifying appropriate channels can help position brands and audiences in the same "dialogue box" for two-way conversations and initial engagement.

KEY INSIGHT

- Many of the conversations captured by the DBI lack involvement from brand owners.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Socialize media relations

- Engagement happens when there are interests, opinions, and/or benefits shared among different stakeholders.
- Brands can create, stimulate, and sustain online buzz with compelling social media content.

⁽¹⁾ Source – China Internet Network Information Centre 中国互联网信息中心. <http://research.cnnic.cn/html/1247709553d1049.html>

⁽²⁾ Source – The 24th China Internet Development Statistics Report released by China Internet Network Information Centre 中国互联网信息中心 24次中国互联网络发展状况统计报告

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.

Vincent Lee

Edelman Beijing

Tel: +86 10 5828 6517

Email: vincent.lee@edelman.com



Canna Zhang

Brandtology

Tel: +86 21 6217 8833 ext. 128

Email: canna.zhang@brandtology.com

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