

## Google and Mobile Phone Brands Top Online Buzz in China

*Mobile phone brands continue to top the charts and Google the subject of debate online as netizens discuss its withdrawal from the market*

*Multinational and local brands are expanding their online engagement drive*

**China, April 28, 2010** – Global public relations firm, Edelman, in partnership with social media intelligence firm, Brandtology, today unveiled the third edition of their quarterly Digital Brand Index (DBI 10.2) for China. With data from January to March 2010, the DBI tracked netizen behaviors and technology brand activities during the lunar holiday season and revealed:

- 184,374 online conversations relating to 88 large technology brands tracked within 472 influential channels. This represents one major technology brand mentioned online in China every 42 seconds, compared to one brand mention every 38 seconds found in DBI 10.1 (October to December 2009).
- Google, which led all other brands in terms of brand mentions in the first quarter, saw its buzz factor increase significantly amid online debate over its withdrawal from China. The total number of brand mentions online of Google grew by 30 per cent since DBI 10.1 and 55 per cent in terms of Channel Index.
- Acer followed Google as the second most buzzed brand, with a total of 10,431 online brand mentions, a jump in position from #9 in DBI 10.1. Acer also leads all other brands in terms of its engagement index, which evaluates how leading online content creators (influencers) are being actively wooed by brands.
- The two major telecom carriers in the country, China Telecom and China Unicom, continued to rank in the top 10 list of ‘buzziest’ brands in China in third and eighth place respectively, due to the active promotion of their 3G services and mobile phones. Mobile manufacturers Nokia, Sony and Samsung also made the top 10 list.
- Kingsoft made DBI’s top 10 buzz list for the first time with 5,573 major online buzz, most likely due to its online marketing/engagement initiatives surrounding new anti-virus services, WPS software and an online video game drive. The company also ranked #4 in terms of Average Engagement.
- Overall, telecom and mobile phone companies and software companies are the most discussed brands online, followed by several technology brands such as Sony and Samsung. Software companies such as Oracle and Kingsoft are improving their ranks both in terms of buzz volume and engagement.

Overall, the consistency in the technology brands and channels that rank amongst China’s top 10 list since the launch of the DBI in 2009 supports its use as a predictable measure and benchmark of technology brands’ performance online.



“The results of DBI 10.2 show that both multinational and local technology brands are placing more importance than ever on online communications and marketing because of the growing importance of these channels. The risk is that companies will get burned if they enter these forums without a good understanding of China’s unique social media ecosystem. A well thought-out and carefully executed strategy are the keys to success,” said Mark Hass, president, Edelman China.

### Social Networking Web sites to Reshape China’s Online Ecosystem

Online forums, including *Tianya.cn*, *163.com*, and surveyed vertical IT/T news portals continue to see active discussion about technology brands in China, and accounted for 90 per cent of all online buzz. However, social networking Web sites, especially *Sina*, *Weibo* and *Kaixin001*, have also begun to play an increasing role in shaping the overall online communications ecosystem.

“Our tool not only helps businesses identify the most influential channels and voices online, but also the type of content that most appeals to their audiences,” said Eden Lau, Co-founder & Managing Director of North Asia, Brandtology. “Marketers can then engage netizens through compelling social media campaigns instead of just banner ads, websites and traditional one-way online marketing. This is what will ultimately increase their brand ‘buzz’, preference and profitability.”

“Social networking is changing the way that companies listen to, contact and engage consumers. It is not only a tool to enhance marketing, PR and advertising, but also serves as a strategic platform to synthesize and integrate a company’s offline and online efforts to maximize social media equity,” said Vincent Lee, manager of Digital Strategy at Edelman China.



### 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, 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://edelmandigital.com/> or [www.brandtology.com/newsroom/digital-brand-index-3/](http://www.brandtology.com/newsroom/digital-brand-index-3/)

### **About Edelman**

Edelman is the world's largest independent public relations firm, with 3,200 employees in 52 offices worldwide. Edelman was named Advertising Age's top-ranked PR firm of the decade; Adweek's "2009 Agency of the Year"; PRWeek's "2009 Agency of the Year" and "UK Consultancy of the Year"; and Holmes Report's "Agency of the Decade," "2009 Best Large Agency to Work For" and "2009 Asia Pacific Consultancy of the Year." Edelman owns specialty firms Blue (advertising), StrategyOne (research), BioScience Communications (medical education and publishing), and MATTER (sports and entertainment). Visit [www.edelman.com](http://www.edelman.com) for more information.

Edelman represents technology brands around the world, many of which are included in the Digital Brand Index.

### **About Brandtology**

Brandtology is one of the largest independent business and brand online intelligence service providers that combines technology, processes and trained professionals to deliver accurate and relevant intelligence to global organizations. Our proprietary opinion mining technologies aid organizations in listening to digital conversations across countries in multiple languages while our trained Social Media Professionals ensures high accuracy and relevancy of the intelligence provided to clients. Astute use of such intelligence has enabled Brandtology's global clients to make timely and informed strategic decisions for public engagement, crisis management, media planning, campaign measurement, product development and strategic planning, amongst other uses. For more information, please visit [www.brandtology.com](http://www.brandtology.com).

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