

Twitter, Lowyat; Google, Microsoft, Cement Leading Positions in the Third Quarterly Malaysian Digital Brand Index

Malaysia, 28 April 2010 – The third quarterly Digital Brand Index (DBI 10.2) for Malaysia, jointly developed by global public relations firm, Edelman, in partnership with social media intelligence firm, Brandtology, to track top online channels and brands discussed online in Malaysia, showed Twitter and Lowyat, and Google and Microsoft, cementing their leads as top online channels and tech brands, respectively.

The DBI 10.2 captured 67,678 mentions about 50 major technology brands researched across 467 influential online channels in Malaysia between January and March 2010. Twitter's pole position as top online channel in Malaysia is consistent with the trend across the majority of markets tracked by the DBI in Asia Pacific, except in China, where Twitter is restricted.

The DBI 10.2 sees the return of Samsung in ninth position, after an absence in the previous quarter, reflecting the increasing competitive nature of consumer electronics and mobile devices sectors, trailing the heels of Sony (#3), Nokia (#6) and Apple (#8).

Malaysia's three main telcos continued to represent the local technology sector in the DBI, raising the question if other Malaysian tech companies are maximizing their brand presence in the increasingly influential online space.

Overall, the consistency in the technology brands and channels that rank amongst Malaysia'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.

"Brands need to be ubiquitous in all of the spaces where their stakeholders spend time, in real time. The competition for attention is intense. Businesses who want to maximize their opportunities should consider planning and executing a strategy that identifies hubs that are most relevant to them.

"Only when this socializing of business is done can brands engage in a meaningful way towards mutual gain and trust," said Karen Hoh, Managing Director at Edelman in Kuala Lumpur.



An organization's publics need to hear from them every day and in a collative way that is action-oriented. The real-time web can help to accelerate this, because engaging in a single area, whether it's online or offline, is no longer enough," Hoh added.

Kelly Choo, Business Development Director at Brandtology, said, "We've seen great growth of buzz in the digital space across multiple markets since we started the DBI, especially in the micro-blogging area like Twitter. Marketers would need to further look into strategies rather than just use it to broadcast their messages, which users would get tired of or worse still, become annoyed and decide to block the brand. They should also look at this holistically along with the other channels like forums, blogs, social networks to measure, learn and craft their strategies accordingly."

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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 www.edelmandigital.com or 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 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.

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