

Three Taiwanese Companies Amongst Top 10 ‘Buzziest’ Tech Brands in Online Discussions
Experts recommend need for continued digital engagement by Taiwanese brands to maintain relevance in conversations led by international corporations

Taiwan, April 28, 2010 – Global public relations firm, Edelman, in partnership with social media intelligence firm, Brandtology, today announced the findings of the third quarterly Taiwan Digital Brand Index (DBI 10.2). According to the results, three out of the 10 ‘buzziest’ technology brands discussed online were local Taiwanese powerhouses Chunghwa Telecom, ASUS and Acer. However, international corporations Google, Microsoft and Apple continued to take lead in top three positions.

The DBI is developed jointly by global public relations firm, Edelman, in partnership with social media intelligence firm, Brandtology, and identifies the ‘buzziest’ brands, channels and topics driving online and digital trends and create insights for technology companies and marketers.

“This represents huge progress for Taiwanese brands, becoming more involved in online discussions previously dominated almost entirely by global organizations, especially in such a short amount of time,” comments Anita Lin, Director for Edelman in Taiwan.

“In last quarter’s DBI, Chunghwa Telecom was ranked eighth but has now climbed up to sixth place; and Acer has broken into the top 10 for the first time. While it is still clear that global tycoons like Google, Microsoft and Apple continue to dominate Taiwan’s online conversation and engagement, local tech brands are coming into their own.”

“Brands that are engaging online need to continue building on their momentum by increasing their involvement on news sites, forums, blogs, and social networking sites like Facebook and Plurk to stay in touch with their increasingly-digital customer base,” Anita said.

“For companies without a tailored local strategy and program for managing online conversations of their brands, this is a wakeup call. By not being there, they are missing a valuable opportunity to engage with their consumers and competing effectively with international, and other local, players.”

What’s being discussed?

From January to March 2010, approximately 70,473 posts about 70 technology companies were recorded in 934 influential channels in Taiwan.

Google (7,635), Microsoft (3,902) and Apple (3,287) were the top three most discussed brands online. Conversations ranged from Google Buzz (launched in February 2010) and Google’s censorship issues in China, to Microsoft’s on-going corporate and product announcements, and hype around the Apple iPad (announced in January 2010).

The increasing involvement of Taiwanese organizations in related markets, is one of the



major driving factors behind the growth in the number of posts recorded in DBI 10.2.

For instance, Chunghwa Telecom's (2948) online discussion results were dominated by its iPhone partnership (March 2010), while ASUS (2,889) and Acer (1514) discussions increased due to the competition they present to the Apple iPad.

How should business and marketers respond?

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

"Whether it is discussions around industry rumor or existing products, online buzz provides a good indicator of consumer trends and attitudes for consumer electronics businesses which can help them shape how they develop and market new products and services. This should be a compelling reason for these businesses to at the very least, proactively monitor these discussions, and at the appropriate time, actively participate in them," Anita stated. "With the newly optimized and customized Taiwan Digital Brand Index (DBI), Edelman is able to assist clients to understand the social media landscape and how to utilize it as a marketing tool."

"Our service 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."

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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