

## World Cup Online Initiatives Help Consumer Electronic Brands Top Online Buzz in DBI 10.3

### *Social Media Networking Overtakes BBS in Shaping Online Buzz*

**China, August 13, 2010** – Edelman and Brandtology today unveiled the fourth edition of their quarterly Digital Brand Index (DBI 10.3) for China. With data gathered between April and June of 2010, the DBI 10.3 tracked netizens' behavior and technology brand activities during the second quarter of 2010.

Below are some of the results:

- 518,028 online conversations were tracked, with references to 89 large technology brands, which were contained within 736 influential channels. This represents one major technology brand mentioned every 15 seconds, compared to one brand mention every 42 seconds found in the Digital Brand Index 10.2.
- Online chatter about consumer electronics on surveyed channels in China increased. Samsung, Sony and Nokia led in terms of brand mentions, as a result of increased online engagement activity in the second quarter.
- Canon made DBI's Top 10 Buzziest Channels list for the first time with 15,098 online conversations, and Google, which dominated previous DBI results, dropped to No. 6 on the Top 10 Buzziest Channels list.

The volume of online buzz for technology brands increased sharply this quarter, partly due to technology brands' online marketing campaigns around the 2010 FIFA World Cup, which helped drive a record amount of social media traffic.

Both consumer electronics and telecommunication carriers including China Mobile and China Unicom launched new products and services around world cup through online news portals and video sharing channels. Samsung worked with three major news portals including Sina, Sohu and Tom.com to launch social ads and initiate online competitions. China Mobile, China Unicom and China Telecom partnered with phone makers on intensive online marketing of new phone models and services that enabled consumers to watch world cup on their phones.



Brands also leveraged social networking sites including Sina Weibo, Kaixin001 and Renren.com, which allows brands to better outreach to and engage consumers, to launch world cup themed initiatives including online competition, football fans lucky draw.

The sharp increase in social media traffic also shows that both multinational and local technology brands are attributing more importance to online communications and marketing. The survey also found that brands are increasingly strengthening their efforts in consumer engagement through integrated marketing, PR and social media approaches and varied channels to generate positive, quality user generated content (UGC).

Mark Hass, president of Edelman China, said, “The DBI provides further evidence of the surging importance of Chinese social media in defining brands, especially those that sell technology products. As a basic strategy, every consumer-facing brand in China now needs to view social media, PR and advertising — in that order — as the three legs of any effective marketing campaign.”

The Digital Brand Index also shows that micro-blogging and Web forums continue to dominate as the main channels for online discussions relating to technology brands, with Sina Weibo in particular proving to be an important platform for discussions focused on technology brands in China.

“The Edelman-Brandtology DBI is a good barometer reflecting social trends. Further increase in the social media adoption rate, Sina Weibo is a key growth area, represents a higher significance of that index. We hope our work could help the market to be more aware of the social media, and its effectiveness in understanding and communicating with customers” said Eden Lau, co-founder & managing director of Brandtology in North Asia,

### **Increasing Mentions of Consumer Electronics Brands**

The major consumer electronics brands in China, Samsung, Sony, Nokia, Cannon and Asus, continue to rank on the list of the top 10 most talked about technology brands amongst the online channels, as they expand their drive in the social media field.

Samsung, the leader of this quarter, received a 322 per cent increase with 21,374 mentions, due to its expanding online marketing initiatives especially during the 2010 FIFA World Cup period, Sony received a 261 per cent increase with 18,505 mentions and Nokia received a 167 per cent increase with 16,760 mentions.

Those brands’ online initiatives around world cup as well as their expanding presence in social networking websites led to the sharp increase in the buzz. Brands also started to integrate offline campaigns with online initiatives to maximize world cup marketing, helping generating online buzz by feeding netizens with serious of new topics and encouraging netizens’ participation and involvement into both online and offline campaigns .

Web forums, blogs and IT vertical portals contributed to the majority of online mentions of these brands. The Web forums of leading news portals including Netease Web forums and Sina Web forums continue to serve as the major destinations for online conversation and product reviews.

### Sina Weibo Phenomenon Continues

Social networking websites, especially Sina, Weibo and Kaixin001, have become important channels for IT/technology brands to effectively reach and engage consumers. So far, 56 per cent of all the surveyed IT/technology brands have launched their own local Sina Weibo brands.

Sina Weibo not only provides a platform to directly listen to and engage consumers, it also dwarfed other channels at promoting events and generating conversation. Sina Weibo generated 31,019 tweets that mentioned Nokia, compared with a total of 16,760 online conversations generated by other channels. BlackBerry’s official Sina Weibo account has gained more than 7,000 fans since its launch on June 16, 2010.



“While Twitter dominates in other regional markets in Asia Pacific, Sina Weibo is building a social media phenomenon in China which is reshaping the way technology brands contact and engage consumers,” 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: 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 through identifying conversations based on both qualitative and quantitative research. For more information, please visit [www.edelmandigital.com](http://www.edelmandigital.com) or [www.brandtology.com/page/digital-brand-index-10-3/](http://www.brandtology.com/page/digital-brand-index-10-3/).

### **About Edelman**

Edelman is the world's leading independent public relations firm, with 3,200 employees in 51 offices worldwide. Edelman was named *PRWeek's* "2009 Agency of the Year," *PRWeek's* "Large Agency of the Year" (for the third time in the last four years) and *Holmes Report's* "2009 Best Large Agency to Work For" and was listed as a top-10 firm by *Advertising Age* in 2007 and 2008. For more information about Edelman visit [www.edelman.com](http://www.edelman.com).

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 ensure 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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