

More Tech Buzz Online than Ever in Hong Kong

Fourth Hong Kong Digital Brand Index shows now more than ever, technology firms must engage actively with consumers online to stay ahead

Hong Kong, August 13, 2010 – Significantly more Hong Kong people than ever are turning to online channels to discuss their preferences when it comes to technology brands, according to the fourth quarterly Hong Kong Digital Brand Index (DBI 10.3).

The DBI found that there were 364,297 online conversations mentioning 73 major technology brands from April to June this year, which means that on average, one major technology brand was being mentioned online in Hong Kong every 21 seconds. This is a highly significant 60 per cent spike from six months earlier when 225,009 were picked up.

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.

According to Andres Vejarano, Director of the Technology and Digital Practice, Edelman in Hong Kong, consumers are making their purchase decisions with input and recommendations from other consumers online, and are not relying solely on traditional channels like newspapers, magazines and review websites. “Hong Kong consumers are among the most connected and Internet-savvy, and are supplementing their sources of information with reviews and opinions from other users through social networking sites and forums,” said Vejarano.

“The DBI results clearly show that marketers must consistently and continually engage their consumers online in order to build trust and credibility in their brands and companies. This ongoing dialogue can be done through blogs, discussion forums, bulletin boards and social media channels,” added Vejarano. This is supported by findings from Edelman’s Trust Barometer 2009 report, which noted that 60 per cent of the respondents surveyed needed to hear information about a company three to five times before they believe it.

Biggest Online Gains for AMD, Samsung

Among the most popular IT and technology brands being monitored, microprocessor giant AMD leaped into second place from its previous 7th position with a total of 9,413 online brand mentions, a 61 per cent surge as compared to the previous quarter. AMD also led all other brands in terms of its engagement index, which evaluates how leading online content creators (influencers) are being actively wooed by brands.

Korean mobile manufacturer Samsung also made its debut on the DBI’s top ten ‘buzziest brand’ list with a 4th place appearance for the first time. The 8,577 brand mentions of Samsung are greatly

attributed to online conversations around its smartphone product launches. Software giant Adobe also joined the top ten list in 10th place with 3,866 mentions.

Not surprisingly, Apple moved to 1st position with a new peak of 12,857 brand mentions as compared to the previous quarter (8,750 brand mentions). The majority of the online conversations centered around product announcements and the launches of the Apple iPad and iPhone 4.

Twitter First Among Online Channels

Another significant finding that emerged is the rapid rise of micro-blogging and social networking service Twitter. In an area dominated by local channels and websites such as the Baby Kingdom (親子王國) and Uwants.com forums, Twitter has surpassed all expectations to firmly establish itself as the 'buzziest' channel in Hong Kong, according to DBI 10.3. Twitter was previously ranked second in terms of brand mentions but is now leading the Hong Kong online scene with 151,680 brand mentions in April to June this year, which is a 26.1 per cent increase from the previous quarter.

"Twitter has been immensely popular outside of Asia, but had been relatively slow in picking up in Hong Kong, possibly due to language barriers. Now, with a overwhelming lead ahead of the other top ten 'buzziest' channels, it's a definite sign that Twitter is and will continue to be one of the most important online destinations for technology-related conversations amongst consumers in Hong Kong for quite some time to come," said Vejarano.

"The popularity of social communication tools such as Twitter shows how social media has become deeply enmeshed with consumers' everyday lives. Thus, it is of utmost importance for marketers to stay up to date about information communicated about their brand through key online channels in order to derive and leverage insights and intelligence in a timely manner" said Eden Lau, Co-founder & Managing Director of Brandtology in North Asia.

There has been clear consistency in the channels that rank amongst Hong Kong's top 10 lists since the launch of the DBI in 2009. This consistency supports the DBI as a predictable measure and benchmark of technology brands' performance online.

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/page/digital-brand-index-10-3/.

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.

For more information on the research and in-country results, kindly contact:

Andres Vejarano

Edelman Hong Kong

Tel: (852) 2837 4735

Email: andres.vejarano@edelman.com

Ashley Lim

Brandtology

Tel: (65) 9661 2582

Email: ashley.lim@brandtology.com

