

DBI 10.3: Twitter Boosting Mentions of Operators' Brands

Indonesia, August 13, 2010 – The fourth edition of the Digital Brand Index (DBI 10.3) for Indonesia was launched today and saw three new brands in the list of the Top 10 'Buzziest Brands' – Telkom (6th), Bakrie Telecom (8th) and Sony (9th).

Developed by Edelman and derived from Brandtology data, the DBI unveils the most discussed brands online, the DBI 10.3 marks the one year mark of the research study that examines the most active subject areas and channels related to technology brands online. The DBI can show a direct link between traditional marketing efforts and online conversations, and benchmark the extent to which online conversations drive marketing results.



Some key highlights from DBI 10.3 are:

- Twitter and KasKus remain the two major channels that generate the most mentions of technology brands. For the last quarter, the number of mentions for technology brands on Twitter increased by 15 per cent, from 153,378 to 175,900 mentions. Although there are some changes in the rankings, the channels remain the same from the previous DBI. A significant increase in brand mentions for Excelcomindo (56 per cent increase), Telkomsel (52 per cent increase) between April to June 2010 compared to the previous quarter.
 - “Pake XL”, “Sinyal XL”, “Pulsa XL” and “XL BlackBerry” were common phrases found in conversations about the brands in surveyed channels. Twitter and KasKus (BlackBerry Corner) were the two channels that contributed to the majority of mentions of XL at 78.1 per cent and 13.2 per cent respectively.
 - “Telkomsel”, “Pake Telkomsel”, “Telkomsel Flash”, “Telkomsel dong”, and “Grapari Telkomsel” were common phrases found in conversations about Telkomsel in surveyed channels. SuaraMerdeka.com and Twitter were two major channels that contributed to the majority of Telkomsel mentions with 42.2 per cent and 39.8 per cent respectively.

Technology Brands on Twitter

With the growth of social media, especially micro-blogging, many technology brands are expanding their presence in social media channels to enhance awareness for their brands, services or products. Of the 53 technology brands monitored in the DBI 10.3, 21 brands have a local presence on Twitter. Some brands also have more than one Twitter account for specific purposes including customer service, specific product information, etc. Interestingly, of the Top 10 Buzziest Brands, nine have a local Twitter presence including *Nokia, Telkomsel, XI Axiata, Indosat, Samsung, Telkom, Intel, Bakrie Telecom, Sony*.

“Brands today are acknowledging the significance of micro-blogging,” said Nanda Ivens, Edelman Digital Vice President. “However, we also identified that some brands have not fully optimizing the power of Twitter for their brands. Online presence needs a long-term commitment from the brand. It takes only five minutes to create an account on Twitter, but planning for content, engaging with followers who might be your customers or prospective customers requires time, creativity and commitment.”



Data from DBI 10.3 shows that Twitter significantly contributed to numbers of mentions of some brands. For example, Nokia topped the list of Top 10 ‘Buzziest Brands’ between April to June 2010, and 65.8 per cent of its posts took place on Twitter. Bakrie Telecom, a new entrant to the list of Top 10 ‘Buzziest Brands’ had 90.9 per cent of brand mentions take place on Twitter. Most mentions for Bakrie Telecom in Twitter were referring to its “Esia” product and service.

Kelly Choo, Business Development Director, Brandtology said: “The need to listen to the wider conversations in the various forms of localized social networks, blogs, microblogs and forums/BBS is increasing. As shown in the previous DBI studies, this continued diversification of the online landscape is leading to an increase in buzz. Brandtology can help brands to listen and measure online buzz across the landscape in an accurate and relevant way through our technology, process and trained professionals.”

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. In 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 IndoPacific Edelman

With over 114 fulltime employees, IndoPacific Edelman is Indonesia's largest public relations firm, specializing in six business practice areas of Financial & Investor Relations, Healthcare, Corporate, Public Affairs/Government Relations, Technology, and Brand PR, and specialist areas of Litigation PR, Political Counsel, Issues and Crisis Management, Shariah Marketing, Research and Training. For more information, visit www.indopacedelman.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 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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