

## China Digital Brand Index 2.0

### What happened in Q4 2009 that impacted the result:

In October 2009, Apple officially debut the long-awaited iPhone in China solely through China Unicom. The marketing campaign run by the Chinese telecom player, along with other activities initiated by other mobile competitors ignited strong online buzz and heated conversation.

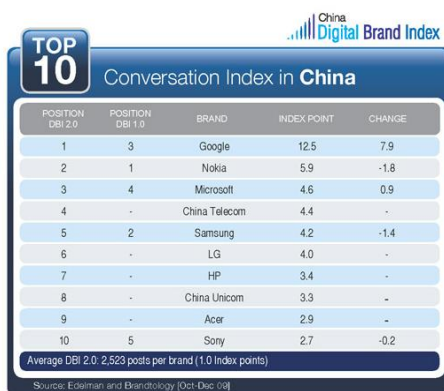
Other global activities, such as the Western holiday season and CES (held in January 2010) also brought dialogues about consumer electronics to a new height.

### Edelman and Brandtology's Second Quarter DBI 2.0 revealed:

- 210,598 online conversations tracked, pertaining to 93 large technology brands, contained within 472 influential, representing one major technology brand mentioned at every 38 seconds.
- China Telecom and China Unicom made to DBI's top 10 buzz list with rank number 3 and 7 respectively due to the active promotion of their 3G services. China Unicom's sole distribution right of iPhone in China has brought up the company's ranking in the DBI 2.0.
- Microsoft has gained significant online traction in the past quarter, growing 22 per cent in terms of brand mentions from first DBI 1.0 result and 41 per cent in terms of conversation index, due to the launch of its Windows 7 in late 2009.
- The Economic Forum on Tianya.com has gained a 192 per cent increase in brand mentions to become one of the top "buzziest" channels among all. The significant growth of this channel is a result of signs of global economic recovery at the end of 2009, as well as the Western holiday season.
- Among all consumer technology brands in the top 10 lists, Oracle has been observed to stay in the top 10 lists for all indices as the only B2B brand.



### KEY INSIGHT



### Conversation Index

- Online conversations are not

### KEY INSIGHT



### Channel Index

- Online channels are turning

### KEY INSIGHT



### Average Engagement

- The competition over unique

only influenced by activities initiated by brand itself, but also by those of competitors’.

- There’s no boundary when it comes to online conversation – Chinese netizens also reacts to technology updates from the U.S.

into target marketing arena for Chinese brands and their marketers.

- In China, not only the number of online conversations keep on growing, online channels as well.

online voice’s attention is fierce in China. Gaining brand loyalty among influential netizens is the foremost task for brand marketers.

#### RECOMMENDATION FOR PUBLIC ENGAGEMENT

- Brand marketers need to have a holistic view of their global, regional and local marketing plans. Campaign done in one country also creates ripples in another.

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- As number of online channels are also growing rapidly, brands need to make sure their brand buzz is not dissipated among insignificant channels.

#### RECOMMENDATION FOR PUBLIC ENGAGEMENT

- Engaging with brand-advocating voices is crucial for marketing, not only to promote the brands but also to make sure the brand messages delivered are correct and useful.

### About the Digital Brand Index

The DBI is the first research project in Asia Pacific to shed light on how brands are being discussed online, the most active channels and the most interesting subject areas. With quantitative data from over 50 of the largest technology companies across 8 key markets in Asia Pacific, this quarterly piece of online intelligence serves as a core tool for marketers to analyze the efficiency and return on their marketing investment, both online and offline.

### 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 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 by identifying conversations based on both qualitative as well as quantitative research. For more information, please visit <http://www.edelmanapac.com/index.jsp?series=36> and/or [www.brandtology.com/index.php/press\\_release/dbi2](http://www.brandtology.com/index.php/press_release/dbi2).

Edelman represents technology brands around the world, many of which are included in the Digital Brand Index.

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