India Digital Brand Index

India Digital Brand Index 2.0

The social media landscape in India

India, with its population of 1.2 billion, is expected to have an internet penetration rate of approximately 5.2 per cent or almost 62 million users, including 12.1 million broadband connections by 2010. In the coming three years, the internet users and broadband connections is expected to reach nearly 100 million and 30 million respectively. (1)

Google is the most popular online destination, attracting almost 75 per cent of all internet users from India. Orkut is the most popular social network, with close to 16 million unique monthly users from India. Popular online video sharing and blogging destinations include YouTube and Blogspot, with 67 and 35 million monthly visits respectively. (2)

(1) Source – eMarketer, Feb '09
(2) Source – Vizisense, Sept '09

Developed by Edelman and derived from Brandtology data, the second quarterly DBI (DBI 2.0) for India found:

- 154,492 online conversations tracked, pertaining to 104 large technology brands, contained within 306 influential channels were monitored between Oct-Dec '09. This represents a brand mentions every minute, and a 100 per cent increase in mentions from the first Digital Brand Index (Jul – Sept '09)
- Twitter has become the de facto channel for sharing news about technology brands, with 76 per cent of all mentions (118,150) found on the micro-blog platform – up from 60 per cent in DBI 1.0.
- Google, Microsoft and Yahoo continued to lead the conversations online, even as brands like Adobe and IBM make it to the top 10 for the first time. A significant spike in conversations around consumer brands like Samsung, Apple, Dell and Sony in Dec '09 (compared to Oct and Nov '09) indicate India aligning itself with the global holiday and gifting season.

India Digital Brand Index

TOP 10 Buzziest Brands in India

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	1	Google	31,220	113%
2	2	Microsoft	18,416	105%
3	3	Yahoo!	9,283	134%
4	7	Samsung	6,548	123%
5	-	Apple	5,976	
6	6	Dell	5,639	82%
7	5	Sony	5,462	66%
8	4	Intel	5,127	37%
9	-	Adobe	4,923	
10	-	IBM	3,863	
		Top Ten Total	96,457	107%

Source: Edelman and Brandtology [Oct-Dec 09]

India Digital Brand Index

TOP 10 Buzziest Channels in India

POSITION DBI 2.0	POSITION DBI 1.0	CHANNEL	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	1	Twitter	121,609	175%
2	6	IT News	3,407	207%
3	3	Tech Arena Community - Portable Devices	3,300	25%
4	--	Techie Buzz	2,775	-
5	4	thinkdigit Discussion Forum - Mobile Monsters	2,350	-5%
6	9	Tech Arena Community - Operating Systems	2,299	198%
7	2	Chip India Forum - Hardware Center	2,106	-24%
8	--	WATBlog	1,877	-
9	5	Tech Arena Community - Windows Software	1,780	18%
10	--	Economic Times - News By Industry	1,558	-
		Top Ten Total	143,061	147%

Source: Edelman and Brandtology [Oct-Dec 09]

India Digital Brand Index

TOP 10 Conversation Index in India

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	INDEX POINT	CHANGE
1	1	Google	20.5	1.6
2	2	Microsoft	12.1	0.5
3	3	Yahoo!	6.1	1.0
4	7	Samsung	4.3	0.5
5	--	Apple	3.9	-
6	6	Dell	3.7	-0.3
7	5	Sony	3.6	-0.6
8	4	Intel	3.4	-1.4
9	--	Adobe	3.2	-
10	--	IBM	2.5	-

Average: 1,485 posts per brand in each channel (1.0 Index points)

Source: Edelman and Brandtology [Oct-Dec 09]

KEY INSIGHT

An analysis of the pattern of conversation shows that online conversations tend to grow early in the week, spike on a Wednesday and then taper off by almost half into the weekend.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Plan message timing when planning online engagement

This indicates a large number of people discussing and sharing information about technology brands at work and this insight requires marketers to consider the implications of timing, alongside targeting and channel selection as part of a social media engagement program.

TOP 10 Channel Index in **India**

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	INDEX POINT	CHANGE
1	1	Google	59.0	-1.1
2	2	Microsoft	41.2	-1.1
3	3	Yahoo!	23.9	-2.2
4	5	Samsung	18.0	-8.1
5	6	Dell	17.1	-2.4
6	-	Apple	16.0	-
7	-	IBM	15.3	-
8	-	Adobe	14.3	-
9	7	Sony	14.2	-2.6
10	4	Intel	13.5	-9.2
Average: 5 posts per brand in each channel (1.0 Index points)				

Source: Edelman and Brandtology [Oct-Dec 09]

KEY INSIGHT

A deeper analysis of the channels indicates that it is not just the consumer brands that get all the attention, but also B2B brands. The relevant channels tend to buzz with significantly more activity when there's a corresponding offline activity for B2B brands.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Integrate the online, with the offline

While B2C brands have a tangible product or service to offer and induce conversation, they should ideally integrate digital communication along with offline communication for best results. As for B2B brands, association with an identifiable theme should help them achieve online buzz, even though their brand is likely to be incidental to the conversation.

TOP 10 Average Engagement in **India**

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	INDEX POINT	CHANGE
1	1	Microsoft	3.9	0.5
2	3	Google	3.8	0.8
3	-	Apple	3.3	-
4	6	Samsung	3.2	0.7
5	-	IBM	2.9	
6	8	Yahoo!	2.8	0.6
7	9	Dell	2.7	0.5
8	-	Adobe	2.7	-
9	7	Sony	2.6	0.2
10	2	Intel	2.6	-0.5

Source: Edelman and Brandtology [Oct-Dec 09]

KEY INSIGHT

Leading online content creators (influencers) are actively being wooed by brands.

RECOMMENDATION FOR PUBLIC ENGAGEMENT

Focus on many small fish over one big fish

Leading online content creators are fast growing used to corporate attention, and their level of skepticism when it comes to brand communication is increasing. It's time for brands to build the next set of influencers who are not affected by direct communication and are likely to be influenced by the sheer gesture of reaching out.

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 eight 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 www.edelmanapac.com/index.jsp?series=36 and/or 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.

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

Varun Gambhir
Edelman India, Mumbai
Tel: +91 98199 76446
varun.gambhir@edelman.com

R&PM:Edelman

Ashley Lim
Brandtology
Tel: +86 1396 802 4646
ashley.lim@brandtology.com

brandtology
Business and Brand Online Intelligence