

Indonesia Digital Brand Index

Developed by Edelman and derived from Brandtology data, the DBI 2.0 for Indonesia found:

- 101,855 online conversations pertaining to 59 large technology brands contained within 460 influential channels were monitored between August-December 2009.
- Changes in rankings of the busiest brand compared to results from DBI 1.0: Google (12,920) and Twitter (7,416) topped the rankings by volume of conversations tracked between August and December 2009.
- Google (7.5) and Twitter (4.3) also topped the rankings on Conversation Index.
- AMD (2.5) still led the scoreboard by way of average engagement ahead of its closest competitor Intel (2.43), which dropped to third rank.
- Twitter has replaced KaSkus (from DBI 1.0 result) as the center of gravity for mentions of technology brands and hosting the most chatter about brands with 53,697 mentions found over the three month period.

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	3	Google	12,920	192%
2	-	Twitter	7,416	-
3	-	Facebook	5,887	-
4	8	Indosat	5,735	98%
5	5	Nokia	5,465	58%
6	1	Intel	5,344	-7%
7	2	AMD	4,491	-10%
8	-	MSN	3,921	-
9	-	Telkomsel	3,729	-
10	-	Samsung	3,582	-
Top Ten Total			58,490	62%

Source: Edelman and Brandtology (Oct-Dec 09)

POSITION DBI 2.0	POSITION DBI 1.0	CHANNEL	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	3	Twitter - Indonesia	53,697	839%
2	2	KaSkus Forum - Comp. Stuff	13,103	70%
3	1	KaSkus Forum - Hardware Computer	12,094	7%
4	8	Mac Club Indonesia Forum - Semua Tentang iPhone	6,698	297%
5	4	KaSkus Forum - Mobile Phone	2,637	-24%
6	6	KaSkus Forum - Internet Service & Networking	2,235	-24%
7	5	KaSkus Forum - BlackBerry Corner	1,450	-51%
8	-	Viva News - Teknologi	1,226	-
9	-	OkZone News - Breaking News	1,131	-
10	-	KaSkus Forum - Programmer Forum	906	-
Top Ten Total			95,177	134%

Source: Edelman and Brandtology (Oct-Dec 09)

Key Insights

Social media is a dynamic platform where popularity of channels can change along the way.

With more than 460 influential channels monitored, online discussions on brands occurred in various online platforms: web forums, news portals, blog, micro blogs and social networking sites.

Online conversations revolve around product/service information seeking. The audience is vocal about sharing information, insights and experiences on products/services. Opinions shared reverberate across the peer network.

Public Engagement Recommendation

Present everywhere. As discussions can happen on any channel, brands should never underestimate non popular social media channels and have their presence there. Every social media has a unique audience where brands should understand them, and we learned from the past that limited groups of people in a social media channel are able to bring an issue to a larger scale.

Democratic and decentralized: The new communications ecosystem is quickly becoming bottoms up. Conversations about brands are happening, whether marketers take notice or not. Listening should be the first step for marketers.

Engage with the influencers: New influencers are emerging, based on their various merits. With the balance of power shifting, a business needs to identify, listen and engage with the influentials online. A business should state where it stands and why. Then it should be committed to engaging with these influencers, accepting negative comments, responding frankly and respectfully in the process building transparency, and goodwill.

People are responding to traditional marketing in online forums. However, many of the conversations captured by the DBI lack involvement from brand owners.

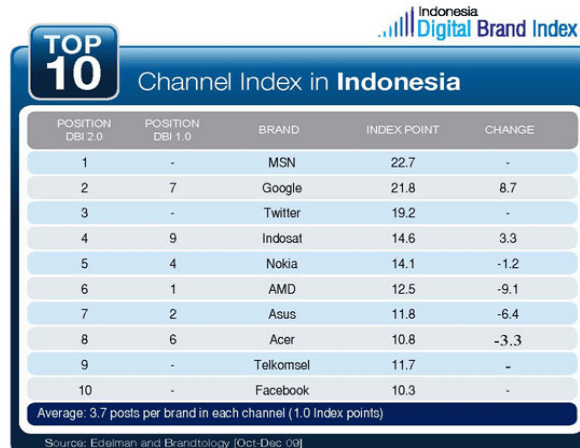
Policy and communication: Marketers can no longer let the discussion about their brands continue without actively participating in the discussion. Businesses can no longer simply broadcast messages. They need to understand where their consumers congregate, find them, understand them, go to where they are, and participate with them as equals to build brand and corporate reputation.



Description: the average number of times a brand is mentioned per unique post.



Description: a ratio of the number of times a brand is mentioned compared to the average (the average being 1)



Description: a ratio of the number of channels the brand is mentioned in compared to the average (the average being 1).

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. It monitors key brands from the following broad categories: Internet and Software, Consumer Electronics, Mobile and Telecommunications, Business and Consulting, and IT and Technology, and analyzed across a list of popular online channels, which includes 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.

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

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