

Singapore Digital Brand Index

Developed by Edelman and derived from Brandtology data, the second quarterly Digital Brand Index (DBI 2.0) for Singapore found:

- Google (over 20,600) and SingTel (over 13,700) topped the rankings by way of volume of conversations, with increases of 245 per cent and 50 per cent in the last quarter respectively;
- StarHub closed the gap on SingTel, enjoying a 137.3 per cent increase in online buzz;
- Canon (4.3) once again topped the Average Engagement scoreboard, ahead of LG (3.3);
- The centre of gravity for online conversation regarding technology brands in Singapore was once again dominated Hardwarezone Forum, *Eat, Drink, Man, Woman* (37,043 mentions) and Twitter Singapore (20,643). The channels combined accounted for over one third (37.2 per cent) of all chatter; and
- StarHub knocked SingTel from the top spot in the Channel Index, which reveals the number of unique channels discussing a brand.

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	2	Google	20,684	245%
2	1	SingTel Group	13,747	50%
3	3	StarHUB	13,239	137%
4	-	M1	7,732	
5	4	Canon	6,162	15%
6	9	LG	5,431	41%
7	5	Sony	5,320	15%
8	10	Apple	5,197	47%
9	7	Microsoft	5,058	26%
10	12	HTC	4,924	80%
Top Ten Total			87,454	73%

Source: Edelman and Brandtology (Oct-Dec 09)

Top 10 Buzziest Brands

Description: total number of mentions per brand

Insight: Google, SingTel and StarHub are consistently the most discussed brands online.

Online conversations in Singapore revolve around key announcements for consumer products and services.

POSITION DBI 2.0	POSITION DBI 1.0	CHANNEL	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	1	Hardwarezone Forum - Eat-Drink-Man-Woman	37,043	237%
2	2	Twitter - Singapore	20,643	352%
3	3	Hardwarezone Forum - The iphone chat room	9,708	145%
4	5	ChannelNewsAsia Forum - MarketTalk	6,117	75%
5	14	GameAxis Forum - PlayStation One/ PS2/ PS3 Arena	5,361	415%
6	4	ClubSNAP Photography Forums - Kopitiam	4,492	14%
7	10	Hardwarezone Forum - Internet Bandwidth and Networking Clinic	3,969	169%
8	11	Hardwarezone Forum - HTC (Dopod) User Group	3,752	178%
9	7	Hardwarezone Forum - Notebook Clinic	3,220	56%
10	6	ClubSNAP Photography Forums - General, Reviews, Tech Talk	2,521	7%
Top Ten Total			96,826	160%

Source: Edelman and Brandtology (Oct-Dec 09)

Top 10 Buzziest Channels

Description: total number of brand mentions per channel

Insight: Hardwarezone Forum, *Eat, Drink, Man, Woman* and Twitter Singapore are the centre of online discussion around technology brands accounting for 37.2 per cent of all conversation.

The channels which experienced the highest increases were driven by the SingTel and StarHub's EPL and FIFA World Cup bidding.

TOP 10 Channel Index in Singapore

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	INDEX POINT	CHANGE
1	3	StarHUB	17.4	5.7
2	1	SingTel Group	17.2	0.1
3	10	Google	15.8	7.5
4	New	M1	15.1	-
5	2	Canon	10.6	-3.3
6	5	LG	8.9	-0.1
7	9	HTC	8.7	0.3
8	4	Sony	8.0	-1.7
9	8	Nokia	6.6	-1.9
10	13	Apple	6.5	-0.3

Average: 3.8 posts per brand in each channel (1.0 Index points)

Source: Edelman and Brandtology (Oct-Dec '09)

Top 10 Channel Index

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

Insight: Yahoo experienced the biggest decrease in the number of channels it was discussed in.

NTT had a surge in the number of conversations, owing the launch of new handsets in November. It was also driven up by consumers who were travelling to Japan during the holiday season.

Top 10 Average Engagement

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

Insight: Photography enthusiasts generate significant levels of discussion around Canon, helping the brand secure top spot for the second quarter in a row.

Only 27.4 per cent of brands manage to secure, on average, 2 or more mentions per unique post.

TOP 10 Conversation Index in Singapore

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	INDEX POINT	CHANGE
1	2	Google	9.7	5.0
2	1	SingTel	6.5	-0.6
3	3	StarHub	6.2	1.9
4	-	M1	3.6	-
5	4	Canon	2.9	-1.3
6	9	LG	2.6	-0.4
7	5	Sony	2.5	-1.1
8	10	Apple	2.4	-0.3
9	7	Microsoft	2.4	-0.7
10	12	HTC	2.3	0.2

Average: 2,124 posts per brand in each channel (1.0 Index points)

Source: Edelman and Brandtology (Oct-Dec '09)

Top 10 Conversation Index

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

Insight: Chrome and Android drove a significant amount of discussion around Google, helping its conversation index by over 100 per cent in the last quarter.

TOP 10 Average Engagement in Singapore

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	INDEX POINT	CHANGE
1	1	Canon	4.3	0.0
2	6	LG	3.3	0.8
3	15	Google	3.0	0.9
4	10	NTT	3.0	0.7
5	-	M1	2.9	-
6	7	SingTel Group	2.9	0.5
7	18	StarHUB	2.8	0.8
8	12	HTC	2.7	0.6
9	3	Sony	2.6	0.0
10	14	Apple	2.6	0.5

Source: Edelman and Brandtology (Oct-Dec '09)

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.

Amanda Koh

Edelman Singapore

Tel: (65) 6347 2333

Email: amanda.koh@edelman.com



Ashley Lim

Brandtology

Tel: (65) 9661 2582

Email: ashley.lim@brandtology.com

