

## **Asia Pacific's first country-by-country Digital Brand Index unveiled**

*Quarterly research into technology brands, developed by Edelman and Brandtology, offers benchmark and insights model to narrow the digital marketing divide*

**Singapore, October 22, 2009** – The first Asia Pacific Digital Brand Index (DBI), released today, reinforces the passion of Asian netizens in all things technology, but demonstrates that social media is hyper-local and the need for brands to target, plan and engage market-by-market.

Developed by Edelman and derived from Brandtology data, the first ever quarterly DBI compares online conversation and digital engagement across eight markets in Asia Pacific. It is based on *800,000 online mentions of 233 major technology brands, contained within 4,348 influential channels* monitored between July and September 2009.

Bob Grove, Asia Pacific Director of Technology, Edelman said: “Marketers know how critical online word-of-mouth is in the purchasing process, but there exists a digital divide between online engagement and marketing strategy. The DBI marks a watershed moment, because for the first time, marketers have a benchmark against which they can measure the impact of their online engagement strategy relative to each country’s online maturity.”

The quarterly index measures not just volume of engagement, but also identifies the most influential channels by country and how deeply brands engage.

“The DBI seeks to do more than track the volume of online buzz– it seeks to help measure marketing efficiency and impact. There are surprises in the market rankings, not only in the brands that are most engaged, but also those that are absent from the top of the rankings. By producing a quarterly index, companies will be able to track how they fare over time and have a more scientific view on the relationship between traditional marketing and online perception on a sustained basis,” Grove added.

“While social media is hyper-local in terms of influentials, topics and channels where conversations take place, benchmarking and comparison of performance is critical,” said Eddie Chau, Founder & CEO of Brandtology. “The DBI offers data and insights which brands can leverage to plan and execute more proactive social media marketing. It also serves as a means to measure the impact generated in terms of increases in conversation, channel presence, engagement levels, and therefore overall industry ranking. Any brand can lead in core rankings, with the right goals and social media marketing programs in place.”

### **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>.

### **About Edelman**

Edelman is the world's leading independent public relations firm, with 3,200 employees in 51 offices worldwide. Edelman was named *PRWeek's* "2009 Agency of the Year," *PRWeek's* "Large Agency of the Year" (for the third time in the last four years), and *Holmes Report's* "2009 Best Large Agency to Work For" and was listed as a top-10 firm by *Advertising Age* in 2007 and 2008.

Edelman represents technology brands around the world, many of which are included in the Digital Brand Index. For more information about Edelman, visit [www.edelman.com](http://www.edelman.com).

### **About Brandtology**

Brandtology provides business and brand online intelligence services round the clock from its 24x7 Command Centers. Manned by trained specialists, Brandtology enables organizations around the globe to make timely and informed strategic decisions. Brandtology's Digital Conversation Management System (DCMS) is powered by an intelligent opinion mining and ticket-processing system which aids organizations in listening to online digital conversation generated from blogs, forums, micro-blogs, news sites and other social medium. Brandtology serves a multitude of industries and public sectors in functions where online intelligence matters. Brandtology's proprietary technologies, coupled with proven processes and trained specialists, enable clients to improve their brand equity, to increase revenue and to gain competitive edge. For more information, please visit [www.brandtology.com](http://www.brandtology.com).

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

#### **Rebecca Wong**

Edelman Singapore

Tel: (65) 6347 2336

Email: [rebecca.wong@edelman.com](mailto:rebecca.wong@edelman.com)

#### **Kelly Choo**

Brandtology

Tel: (65) 6593 9881

Email: [kelly.choo@brandtology.com](mailto:kelly.choo@brandtology.com)



**brandtology**