

## Twitter accounts for over half of online buzz for major tech brands

*Mid-week is the most popular time for Australians to mention tech brands through social media*

**Australia, January 20, 2010** – The second quarterly Digital Brand Index (DBI 2.0), which indexes technology brand mentions online, conducted by global public relations firm Edelman in partnership with Brandtology has found that:

- Twitter continues to grow in popularity and significance with 57 per cent of online mentions occurring on the tool (123,696 mentions); nearly double the total number of brand mentions of all other top ten channels added together (Figure 1).
- Despite significant product releases from Microsoft (18,897) with Windows 7 and Windows Mobile 6.5, Google (29,941) continues to dominate in terms of online mentions (Figure 2), with 20,528 of those mentions being made by netizens through Twitter (Figure 3).

The Index captured 217,887 mentions of 65 major technology brands researched across 588 influential online channels in Australia between October and December 2009, equating to a technology brand mention every 36 seconds. Channels monitored included online news outlets, forums, blogs, Twitter and social networking sites

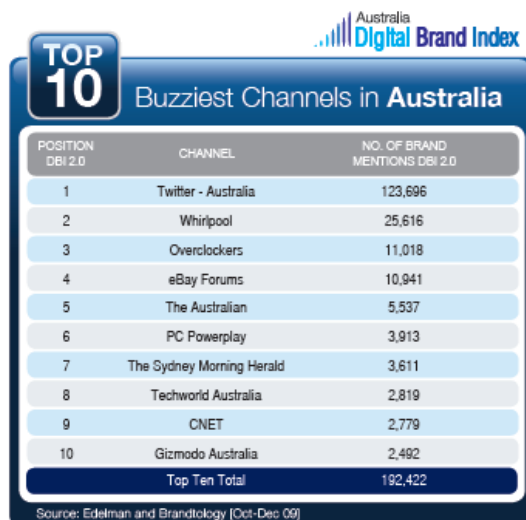


Figure 1



Figure 2



Figure 3

### **Timing is everything to maximise your online buzz**

While Twitter was the “buzziest channel”, the DBI 2.0 found that online technology mentions peaked mid-week with on average 500-1,000 more posts per day than the average number of posts per day across the three months. Online technology brand mentions drop-off over the weekend by over 1,000 mentions per day when compared to the daily average.

The research indicates that Australians are discussing and sharing information about technology brands during work hours, helping marketers consider the implications of timing an announcement or event, alongside targeting and channel selection as part of social media engagement programmes.

### **Understanding the volume of mentions**

Google hit the top spot in volume of online mentions due to comments around its wide range of solutions and initiatives. A significant slice of Google’s October buzz came from mentions regarding the early adopter invite release for Google Wave; as netizens desperately hunted for invites during the month of October. This continued into November and December, however this buzz also started to mix with comments expressing frustration at not being able to understand Google Wave and that with a limited number of users on the tool to communicate with, interest was starting to decline. There was no acknowledgement of Google addressing these concerns and users continued to express a degree of disappointment.

As the third most mentioned brand surveyed, Microsoft’s highest buzz came following key business announcements, such as the release of Windows 7 and Windows Mobile 6.5 in October. November’s highest buzz followed Microsoft’s decision to block chipped Xboxes from Xbox live, and a spokesperson’s comment that a Mac look and feel was created for Windows 7 resulted in a number of tweets. December’s buzz included negative brand mentions, including the “black screen of death”, losing a patent appeal for the company to continue selling Word, and the announcement that Plurk code was copied to create Juku, Microsoft’s version of Twitter for the Chinese market.

“With more and more Australians ‘tweeting’ every day, there is a real opportunity for technology brands in Australia to raise awareness and understanding, and to engage with potential and existing customers” said Amanda Little, Managing Director, Edelman Australia. “The Edelman Australia Digital Brand Index has highlighted the importance of considering the timing of your announcement to ensure maximum amount of buzz possible. Technology brands in Australia can’t rely on their company’s international Twitter feeds as Australians desire local content and local offers.”

“Through our online intelligence we continue to see a steady rise in Australians’ use of Twitter. Australians use the tool to both engage with and celebrate brands, but we are also seeing a rise in the number of users voicing complaints and negative experiences with other users through Twitter. The findings from the DBI support that without an ongoing engaging presence on Twitter, technology brands will struggle to manage these issues and will lose valuable customers”, said Alex Feher, Director, Brandtology Australia.

## 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](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).

## 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. For more information about Edelman visit [www.edelmanapac.com](http://www.edelmanapac.com).

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

## About Brandtology

Brandtology is one of the largest independent business and brand online intelligence service providers that combines technology, processes and trained professionals to deliver accurate and relevant intelligence to global organizations. Our proprietary opinion mining technologies aid organizations in listening to digital conversations across countries in multiple languages while our trained Social Media Professionals ensures high accuracy and relevancy of the intelligence provided to clients. Astute use of such intelligence has enabled Brandtology's global clients to make timely and informed strategic decisions for public engagement, crisis management, media planning, campaign measurement, product development and strategic planning, amongst other uses. For more information, please visit [www.brandtology.com](http://www.brandtology.com).

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

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