

## Mobile Phone Brands Still Top Online Buzz

With mobile phone makers new model announcements during holiday season and iPhone's formal debut in China, mobile phone brands once again lead the conversation in Edelman and Brandtology's DBI 2.0

**China, January 19, 2010** – Edelman and Brandtology today unveiled their second edition of the quarterly Digital Brand Index (DBI 2.0) for China. With data from the last quarter of 2009, the DBI 2.0 tracked netizen behaviors and technology brand activities during the holiday season and revealed:

- 210,598 online conversations tracked, pertaining to 93 large technology brands, contained within 472 influential channels were monitored between October and December 2009. This represents one major technology brand mentioned at every 38 seconds, compared to one brand mentioned at every 45 seconds found in the first Digital Brand Index (July – September 2009).
- The two major telecom carriers in the country, China Telecom and China Unicom made to DBI's top 10 buzz list with rank number 3 and 7 respectively due to the active promotion of their 3G services. China Unicom's sole, authorized distribution right of iPhone in China is believed to have brought up the company's ranking in the DBI 2.0 result as well.
- Microsoft has gained significant online traction in the past quarter, growing 22 per cent in terms of brand mentions from the first DBI 1.0 result and 41 per cent in terms of conversation index, possibly due to the launch of its new operating system Windows 7 during the quarter.
- The Economic Forum on Tianya.com has gained a 192 per cent increase in brand mentions to become one of the top "buzziest" channels among all. The significant growth of this channel is a result of signs of global economic recovery at the end of 2009, as well as the role consumer technology played in stimulating the economy in holiday season.
- Overall, telecom and mobile phone companies are still the most discussed online followed by some laptop brands such as HP and Sony, aligning with the DBI 1.0 result. However, Oracle has been observed to stay in the top 10 lists for all indices as the only B2B brand.

"While our DBI 1.0 data successfully gave an overview to the online landscape in China, the DBI 2.0 demonstrated a progressive change of consumer and netizen behavior over time due to various activities by technology brands," said Vincent Lee, manager of digital strategy at Edelman China.

"Improved from our DBI 1.0, this time Edelman had refined and broadened the list of brands monitored for a more accurate analysis of the online ecosystem. We are pleased to have observed shuffling in rankings, which aligned with our anticipation of how online buzz could be significantly influenced by brand activities both online and offline. The result also proved our points of how brands should fully utilize online channels to market, if they haven't already done so."



POSITION DBI 2.0	POSITION DBI 1.0	BRAND	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	3	Google	26,556	123%
2	1	Nokia	14,955	-25%
3	4	Microsoft	11,709	22%
4	-	China Telecom	11,025	
5	2	Samsung	10,534	-28%
6	-	LG	10,179	
7	-	HP	8,621	
8	-	China Unicom	8,357	
9	-	Acer	7,431	
10	5	Sony	6,807	71%
Top Ten Total			116,174	22%

Source: Edelman and Brandtology (Oct-Dec 09)

### Western Holiday Season and Pre-CES Also Impacted China's Online Discussion

Even though Western holiday season does not culturally influence China much when it comes to gift exchange, new technology product launches during period do. Along with increasing online speculations and discussion before CES, online conversation and brand buzz boomed in China in the last quarter of 2009. This phenomenon again showed that there's no boundary or time zone difference in the online world. All online activities and brand activities are interwoven among markets, even with distinct netizen behaviors.



“As such, it is important for companies to gather deep insights online about their customers to find out the dynamic patterns in consumers’ tastes and preferences”, added Eden Lau, Managing Director of North Asia and Co-Founder of Brandtology. “Understanding how consumers think will be the key to succeed in a competitive social media strategy. Given the increasing usage of social media in China, this has become an important area for established brands to craft out a new and distinct competitive advantage.”

### 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).

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