

## Online B2B Brand Buzz Booms in India

December gains in B2C brand buzz also indicate India aligning with global holiday/gifting season, finds second India Digital Brand Index

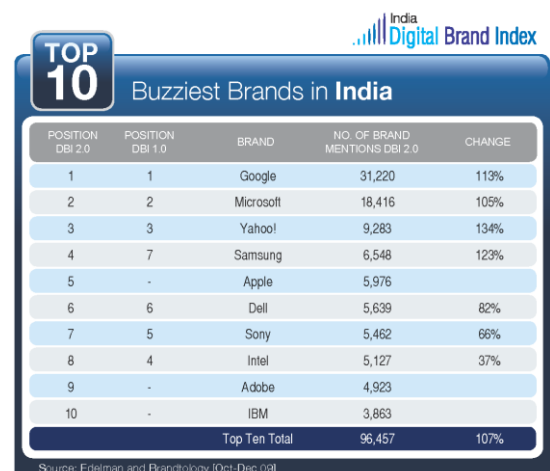
**India, January 19, 2010** – Edelman, the world’s leading independent public relations firm in collaboration with Brandtology, the world’s leading independent business & brand online intelligence company, jointly unveiled the second edition of its Digital Brand Index (DBI 2.0) for India. Researched in the last quarter of 2009, the DBI 2.0 tracked 154,492 online conversations pertaining to 104 large technology brands contained in 306 influential channels. This indicates that a technology brand is mentioned online every minute.

The findings also revealed:

- There has been a 100 per cent increase in brand mentions between October – December 2009, from the first Digital Brand Index (July – September 2009).
- Twitter has become the de facto channel for sharing news about technology brands, with 76 per cent of all mentions (118,150) found on the micro-blog platform – up from 60 per cent in DBI 1.0
- Despite the buzz generated by Microsoft around Windows 7, Google continued to be the most discussed brand online in India, generating 31,220 mentions around topics like the Chrome and Android operating systems and the pre-release buzz around Nexus One smart phone.
- Yahoo’s new marketing campaign gets prominent online buzz even as the sentiments were mixed.
- While there was a huge lift in mentions of consumer technology brands during the holiday season, business brands such as Adobe (which made it to the top ten) and Oracle were also a part of significant conversations online.
- Among online forums, TechArena Community forums displaced Chip India forum, as the most popular technology forum in India, followed by the thinkdigit discussion forum.
- TechieBuzz debuts as the first blog in the Top-5 on the DBI.

### Holiday Season a Boon for Consumer Tech and business brands

The online conversation boom in India coincided with global patterns, during the holiday and gifting season. It was a boon for consumer technology firms, with overall mentions increasing 13 per cent in December, over the months of November and October. The beneficiaries were brands like Samsung (whose mentions grew over 120 per cent), Dell and Sony, telecom firms like Bharti Airtel with significant announcements on pricing and plans, and software brands

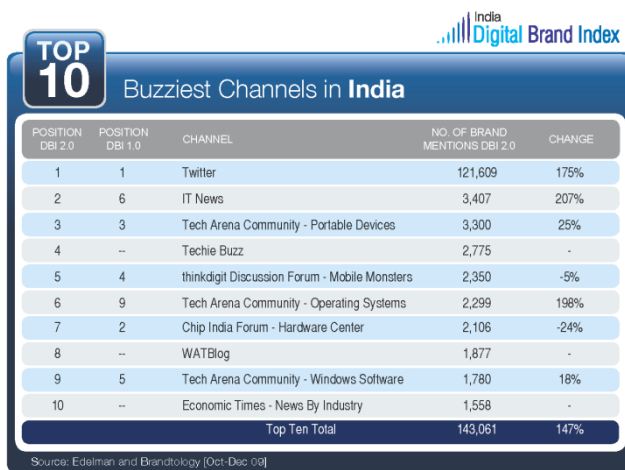


like Microsoft with Windows 7.

However, the holiday quarter also saw a large lift in conversations for technology firms like Adobe (4,923 mentions) and Oracle (3230 mentions). The strong results of these more business-to-business brands demonstrate the fact that all brands can gain conversation online.

### Timing and Twitter Implications for Marketers

While Twitter was the buzziest channel, an analysis of the pattern of conversation on a weekly basis during DBI 2.0 showed that online conversations tend to grow early in the week, spike on a Wednesday and then taper off into the weekend, where the relative levels of mentions drop by approximately half. Underscoring this point, the two days with by far the highest one-day conversation volumes were Wednesdays – 30<sup>th</sup> December (4865 mentions) and 23<sup>rd</sup> December (4841 mentions) – double that of the average daily rate of 2,329 mentions.



This indicates a large number of people discussing and sharing information about technology brands at work and this insight requires marketers to consider the implications of timing, alongside targeting and channel selection as part of a social media engagement program.

“Given the powerful and growing influence of the platform in the second DBI, both consumer and business-to-business brands without a Twitter presence should evaluate its viability as part of a social media strategy,” said Varghese Cherian, National Practice Leader (Technology).

"The 100 per cent growth in overall mentions, driven by Twitter, demonstrates the growing importance of deep and insightful social media planning. While DBI 1.0 advocated the importance of using online intelligence to plan appropriate content for the right channels and influencers, DBI 2.0 adds the complexities of timing the outreach for best results and the need for strategic inputs from firms which have a deep understanding of the online patterns."

Kelly Choo, Co-founder & Business Development Director of Brandtology, added: "Brands owners should not only measure their online buzz and engagement levels, but also actively identify and engage influential channels and voices. This would translate to goodwill and brand preference and ultimately an increase in sales".

### 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 India is part of Edelman Inc., the world's largest independent PR firm, with 3,400 people in 54 offices around the world. Recent industry recognition includes Consultancy of the Year, Asia Pacific (Holmes Report, 2009), Agency of the Year (*PRWeek*, 2009), Large Agency of the Year (*PRWeek*, 2007-2009) and top rated firm in Asia Pacific (*Media Magazine*, 2009).

Edelman represents technology brands around the world, many of which are included in the Digital Brand Index. To learn more about Edelman Asia Pacific, and to access our annual proprietary research on Global Trust and APAC Stakeholders, please visit: [www.edelmanapac.com](http://www.edelmanapac.com).

#### **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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