

## Google Retains Pole Position As Most Discussed Brand Online

*Telco service providers most represented sector – controversy and collaboration*


### Malaysia DBI 2.0 Top Picks

- Google remains as the most discussed brand online, almost double in brand mentions
- Twitter usurps Lowyat Kopitiam as “buzziest” channel surveyed, by a considerable margin
- Digi and Packet One force their way in at 6<sup>th</sup> and 7<sup>th</sup>, respectively
- Maxis jumps from 7<sup>th</sup> to 3<sup>rd</sup>, most discussed telco service provider
- Consumer electronics and hardware brands mostly absent from Top 10

**Kuala Lumpur, 20<sup>th</sup> January 2010** – Google has emerged the most discussed brand online for the second consecutive quarter, according to the results of the second quarterly Malaysian Digital Brand Index (DBI 2.0). Outpacing the next brand – Microsoft – by almost three times the number of mentions, Google also doubled its own number of mentions recorded in the 1<sup>st</sup> Malaysian DBI (July to September 2009).

Demonstrating the dynamic and shifting nature of social media landscape, Blackberry dropped off the Top 10 list, while new entrant Packet One leap-frogged Nokia, Dell and Intel as the 7<sup>th</sup> most discussed brand online. Maxis jumped from 7<sup>th</sup> to 3<sup>rd</sup>, while Celcom remained in 5<sup>th</sup> spot, and first-timer DiGi captured 6<sup>th</sup> spot.

Validating the power of social networks, Twitter, the popular micro-blogging service, topped the list of buzziest channels in the last quarter, overtaking Lowyat Kopitiam Forum, which dropped to number two. The 2<sup>nd</sup> Malaysian DBI recorded 32,365 brand mentions on Twitter, an increase of 434 per cent, while Lowyat Kopitiam Forum recorded 11,722 brand mentions, an increase of 89 per cent, over the previous quarter.



TOP  
10

### Buzziest Brands in Malaysia

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	1	Google	13,613	104%
2	3	Microsoft	4,562	59%
3	7	Maxis	4,295	167%
4	4	Sony	3,935	45%
5	5	Celcom	3,005	73%
6	-	Digi	2,914	-
7	-	Packet One	2,835	-
8	8	Nokia	2,676	87%
9	10	Dell	2,611	94%
10	6	Intel	2,473	53%
Top Ten Total			42,919	72%

Source: Edelman and Brandtology [Oct-Dec 09]

“The 2<sup>nd</sup> Malaysian DBI confirms the notion that to command attention, brands and businesses must be ubiquitous in all of the spaces where their stakeholders spend time, and increasingly operate, in real-time.

“Brands and organisations are fighting for attention more than ever before. If a brand or organisation is not participating in online conversations, it will eventually drop off our streaming consciousness, simply because we are bombarded with thousands of visual and audio messages every day,” said Karen Hoh (何毓兰), Managing Director at Edelman in Kuala Lumpur.

“With the growing influence of online and social media networking sites, businesses should consider planning and executing a strategy that helps to identify the hubs that are most relevant, understand the culture driving each, and engage in a meaningful way toward mutual gain and trust,” added Hoh.

### Channel Surfing

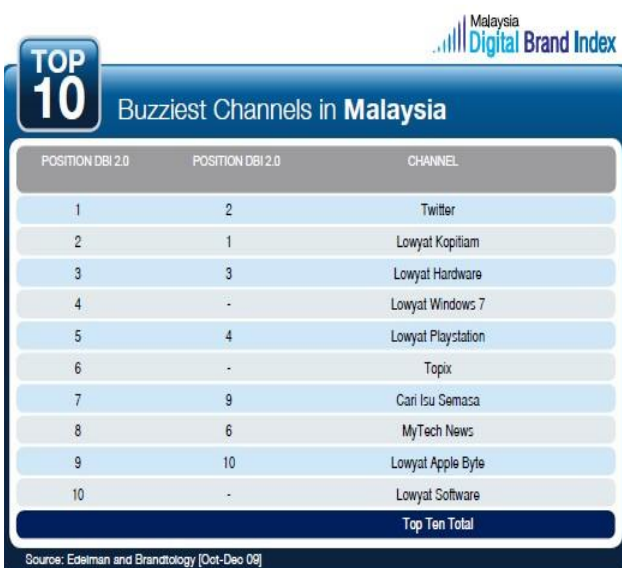
The Malaysian DBI allows brand marketers to determine the quality and frequency of their social media engagement by focusing on which channels influential communities and individuals congregate and chat. Lowyat is clearly the preferred channel for technology brands and businesses, with six of its special interest forums in the Top 10 for the 2<sup>nd</sup> Malaysia DBI.

The growing popularity of Twitter in Malaysia heralds a new era for brand marketers and communicators. According to statistics as of 1 June 2009, there are more than 120,000<sup>1</sup> Twitter users tagged in Malaysia.

“Information and experience has become socialised across social networking sites and services, such as Twitter and Facebook. This presents a real opportunity for businesses and brands to consider timing of announcements so that they fully integrate online and offline programmes for maximum impact that is personalised and relevant,” said Kelly Choo

(朱捍鸣), Co-founder & Business Development Director at Brandtology.

Topics that generated lively online conversations between October and December 2009 included the state of Malaysia’s high-speed broadband infrastructure, 4G, the rise of mobile media and mobile broadband. Increased competition among telco service providers emerged as a hot conversation topic, driving consumers to compare service offerings to get best value.



<sup>1</sup> [WeFollow](#)

“While mainstream news media still has its place in the information value chain, for many people today, there are two primary ways we get information online – search and discovery. What this means is that brands and businesses should start thinking about creating powerful multi-channel programmes that can take both search and discovery into account, and ensure the content they create or earn will be discovered when their stakeholders search the web or their own networks,” Hoh added.

### **The Missing Links?**

Notably, consumer electronics brands and IT hardware brands were absent in the Top 10, with the exception of Dell, which ranked 9<sup>th</sup>.

“It was somewhat surprising that consumer electronics and hardware brands did not emerge more prominently online, as many of them are household names. There is a strong case for these brands to raise their presence and volume across online channels where their consumers and other influential social media conversationalists engage to deliver strong ROI for their marketing dollars,” Choo said.

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### **Survey Methodology**

The DBI was conducted across eight key markets in the Asia Pacific region - 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:

[www.edelmanapac.com/index.jsp?series=36](http://www.edelmanapac.com/index.jsp?series=36) 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 as Agency of the Decade by *The Holmes Report*. 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 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 organisations. Our proprietary opinion mining technologies aid organisations 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:

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