

Apple and Maxis Biggest Climbers; Google and Twitter Stay at the Summit in Fourth Quarterly DBI

Kuala Lumpur, 14 August 2010 – Apple leapfrogged four spaces in the fourth quarterly Digital Brand Index (DBI 10.3) for Malaysia, from 8th to 4th this quarter with a 48 per cent increase in brand mentions across 66,783 posts. Maxis, one of three Malaysian companies in the DBI, moved to 2nd spot with a 23.7% increase in brand mentions, pushing Microsoft to 3rd.

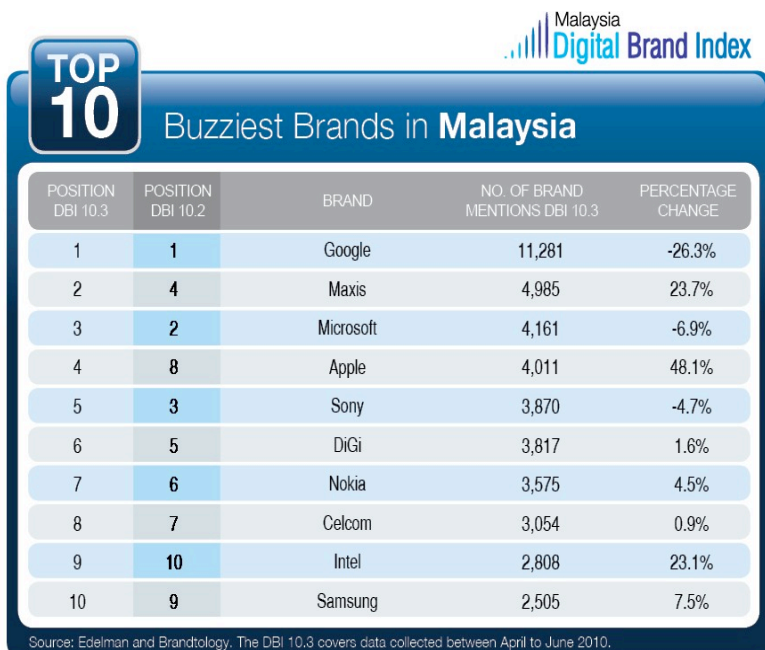
Jointly developed by global public relations firm, Edelman, in partnership with social media intelligence firm, Brandtology, the DBI tracks top online channels and brands discussed online in Malaysia.

Despite showing a drop in brand mentions by 26 per cent, Google maintained its spot at the summit of Top 10 brands. A recorded 11,281 brand mentions for Google far outpaced Maxis, which recorded 4,985 mentions. Twitter also kept its lead as ‘buzziest channel’ this quarter.

The DBI 10.3 captured 66,783 mentions of 47 major technology brands researched across 467 influential online channels in Malaysia between April and June. Twitter’s pole position as top online channel in Malaysia is consistent with the trend across the majority of markets tracked by the DBI in Asia Pacific, except in China, where Twitter is restricted.

Competition in consumer electronics and mobile devices remain heated, with Sony dropping from 3rd to 5th, Nokia dropping from 6th to 7th, and Samsung dropping from 9th to 10th spot.

Malaysia’s three main telcos continued to represent the local technology sector out of a total of eight Malaysian brands in the DBI database.



POSITION DBI 10.3	POSITION DBI 10.2	BRAND	NO. OF BRAND MENTIONS DBI 10.3	PERCENTAGE CHANGE
1	1	Google	11,281	-26.3%
2	4	Maxis	4,985	23.7%
3	2	Microsoft	4,161	-6.9%
4	8	Apple	4,011	48.1%
5	3	Sony	3,870	-4.7%
6	5	DiGi	3,817	1.6%
7	6	Nokia	3,575	4.5%
8	7	Celcom	3,054	0.9%
9	10	Intel	2,808	23.1%
10	9	Samsung	2,505	7.5%

Source: Edelman and Brandtology. The DBI 10.3 covers data collected between April to June 2010.

Overall, the consistency in the technology brands and channels that rank amongst Malaysia’s top 10 list since the launch of the DBI in 2009 supports its use as a predictable measure and benchmark of technology brands’ performance online.

“The Malaysian social media landscape continues to increase in influence and reach. More business and political leaders are discovering ways to reach their customers or constituencies.

“Business leaders and marketers who want to maximize their opportunities should consider planning and executing a strategy that identifies hubs that are most relevant to them.

“The ever increasing control that consumers have over brand reputation, evidenced by recent social media engagement from concerned and socially conscious consumers, points to the importance of sustained engagement to ensure positive experience and mutual trust,” said Raymond Siva, Managing Director at Edelman in Kuala Lumpur.



Kelly Choo, Business Development Director at Brandtology, said: “The need to listen to the wider conversations in the various forms of localized social networks, blogs, microblogs and forums is increasing. Brands cannot afford to ignore the online buzz surrounding their business and Brandtology can help to listen and measure online buzz across the landscape in an accurate and relevant way.”

Over the last three to six months, the mushrooming of individuals and organizations using social media to promote their views and brand marketing activities demonstrates its growing footprint in the Malaysian marketplace. Apart from Twitter and Facebook, location-based social networking site Foursquare is gaining popularity as another channel to connect and share experiences, particularly with the high penetration of mobile smartphones among Malaysians.

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, 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.edelmandigital.com or www.brandtology.com/page/digital-brand-index-10-3/.

About Edelman

Edelman is the world's largest independent public relations firm, with 3,200 employees in 52 offices worldwide. Edelman was named Advertising Age's top-ranked PR firm of the decade; Adweek's "2009 Agency of the Year"; PRWeek's "2009 Agency of the Year" and "UK Consultancy of the Year"; and Holmes Report's "Agency of the Decade," "2009 Best Large Agency to Work For" and "2009 Asia Pacific Consultancy of the Year." Edelman owns specialty firms Blue (advertising), StrategyOne (research), BioScience Communications (medical education and publishing), and MATTER (sports and entertainment). Visit www.edelman.com for more information.

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.

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