



CHINA MOBILE, NOKIA LEAD CHINA'S TOP 50 MOST ENGAGING BRANDS

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In our latest wave of R3's proprietary research into China's leading brands and assets, telecom giant China Mobile leads the way in terms of Preference, Engagement and Brand Values, ahead of strategic partner Nokia and sports leader Nike. Our goal is to look at "brand love" in the Middle Kingdom, matched against media spend and marketing activity, and we do so on three core values

- Preference – within its category, is the brand preferred?
- Engagement – is the brand correctly linked with celebrity or media assets?
- Values – does the brand have strong associations and values with consumers?

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No brand in any category has a stronger preference than China Mobile – something it's achieved through a ubiquitous distribution and strong product and brand differentiation. Likewise, when it comes to Engagement, no brand can match Nike for its connections with stars such as Liu Xiang, as well as its online and offline campaigns.

Amongst the country's digital brands, Tencent's Q-Zome lead the way , dominating in terms of preference and brand value. For engagement though, online shopping brands such as Dangdang and 360Buy were most highly rated.

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