

CHINA MOBILE, NOKIA, NIKE LEAD CHINA'S MOST ENGAGING BRANDS

- Quarterly Benchmarking of most engaging brands, digital assets in China
- Q-Zone, Taobao, Tudou lead Digital Asset Engagement

BEIJING – March 21st, 2011 - A ongoing study by marketing consultancy R3, has identified which brands are connecting most effectively and efficiently with Chinese consumers. Based on more than 10,500 respondents, telecom giant China Mobile is leading the way in China, from mobile leader Nokia and Nike.



Sunny Chen , Senior Researcher, R3

“China Mobile continues to lead because of its strong brand values and high preference – well above China Telecom and China Unicom” said Sunny Chen, Senior Researcher for R3. “While Nokia performs well in both these factors too , Nike on the other hand leads for strong engagement and association with stars and media in China” she added.

The study, called “En Spire” looks at three critical factors affecting Brand Engagement and Aspiration in China

- 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?

The research is conducted every three months across ten cities in China with a target audience of 15-40 years old.



China Mobile's latest digital campaign



Nike's latest China advertising campaign , featuring Kobe Bryant

ONLY 19 OF TOP 50 BRANDS ARE LOCAL

Despite appearances by Lenovo, Li Ning and Mengniu in the Top Ten , local brands are still to build the depth of Brand Value and Asset Leverage of some of their foreign competitors. “Only 19 of the Top 50 brands are local companies, which suggests there are still some gaps in terms of the way they are building preference and values in China” added Ms Chen. “The next few years will be critical to their future growth and success” she added.

Q-ZONE, TAobao AND TUDOU LEAD THE WAY ON DIGITAL ASSETS

R3's research also looked at China's strongest online Social Media, Video and Shopping brands for this recent period. Q-Zone, the social media portal from Tencent, led the way. "Q-Zone dominated on both Preference and Values – it's a very popular outlet for young Chinese, matched with a deep opinion from them on the values it offers" said Ms Chen. "Amongst shopping sites, while Taobao leads in these same two areas, it lacks the consumer engagement of Dangdang, 360Buy and other competitors" she added. "We'll closely monitor over coming months whether it can close the gap in these areas

About R3

R3 is a global marketing consultancy with our heart in Asia.

We focus on improving the effectiveness and efficiency of marketers and their agencies.

Founded in 2002, we work with eight of the world's top twenty global marketers, including Coca-Cola, VISA, JNJ, Nestle, McDonald's, Samsung and SingTel.

Our work includes consulting to find , pay and keep the best agencies.

We also analyze and audit media spends and provide consultancy on marketing ROI

For more information , visit www.rthree.com, write to sunny@rthree.com or call +8610 5900 4733

APPENDIX – CHINA'S TOP 50 MOST ENGAGING BRANDS

China's 50 Most Engaging Brands Q1 2011							
Rank This Quarter	Rank Last Quarter	Brand	Brand	Preference	Engagement	Values	EN-SPIRE Index
1	1	China Mobile		85	72	199	118.9
2	2	Nokia		61	71	185	105.5
3	3	Nike		35	116	93	81.5
4	5	Apple		43	42	155	80.1
5	4	Li-Ning		32	102	92	75.6
6	9	Lenovo		30	78	94	67.4
7	6	KFC		46	55	94	65.1
8	7	Mengniu		38	54	94	62.2
9	8	Sony		39	34	111	61.2
10	10	Coca-Cola		24	88	68	59.6
11	11	Yili		24	71	55	50.1
12	12	Dove		42	10	97	49.6
13	21	Samsung		22	63	60	48.1
14	16	Canon		28	34	78	46.8
15	13	Haier		27	20	85	44.2
16	15	China Unionpay		38	1	92	43.7
17	18	BBK		2	121	5	42.4
18	14	adidas		20	50	57	42.2
19	30	Midea		14	53	35	34.0
20	28	Volkswagen		20	25	54	32.8
21	20	VISA		24	15	59	32.7
22	19	McDonald's		19	34	43	31.9
23	22	Wahaha		6	67	16	29.8
24=	29	Pepsi		9	48	25	27.2
24=	26	Dell		17	19	46	27.2

26	36	Olay	OLAY	7	54	18	26.7
27	17	Master Kong		15	28	37	26.6
28	24	BMW		17	10	51	26.1
29	33	L'Oreal	L'ORÉAL	11	38	29	25.9
30=	23	Head & Shoulders		13	29	28	23.3
30=	70	Dabao		11	31	27	23.3
32	27	CMB		15	13	42	23.1
33	38=	X-Tep		1	60	2	21.0
34	52	Philips	PHILIPS	8	33	22	20.8
35	34	China Unicom		7	38	16	20.4
36	42	HP		11	17	29	18.9
37	35	Pantene		11	19	27	18.6
38	41	IBM	IBM	13	6	36	18.2
39	44	Siemens	SIEMENS	12	3	39	18.1
40	31	Bright Dairy		15	4	34	18.0
41	43	Diao		16	1	37	17.9
42	50	Audi		12	9	33	17.8
43	25	Bawang		2	47	4	17.6
44	49	Amway		7	18	23	15.9
45	46	Rejoice	Rejoice	11	9	26	15.3
46	37	OMO		14	1	30	14.8
47	54	Liby		12	4	26	13.9
48=	32	WangLaoJi		3	26	11	13.3
48=	40	Mercedes Benz		7	10	22	13.3
50	64	Panasonic	Panasonic	8	13	19	13.1

**China's 30 Most Engaging Digital Assets (Social Media, Video, Online Shopping)
Q1 2011**

Rank Wave 8	Brand	Brand	Preference	Engagement	Values	EN-SPIRE Index
1	Q-Zone		133	13	128	91.3
2	Taobao		100	69	100	89.8
3	Tudou		99	22	112	77.6
4	Youku		72	26	85	61.0
5	Kaixin001		53	24	57	44.7
6	Dangdang		33	70	29	44.1
7	PPStream		29	67	31	42.2
8	360Buy		26	74	25	41.7
9	Joyo Amazon		27	71	25	40.9
10	Ku6		41	34	46	40.5
11	Tianya		43	15	48	35.4
12	PPLive		38	20	43	33.8
13	Baidu Zhidao		47	4	48	33.0
14	Xunlei		44	1	53	32.3
15	Paipai		10	75	9	31.5
16	Baidu Tieba		41	13	39	31.0
17	CNTV		25	33	34	30.6
18	eBay		9	71	8	29.2
19	Renren		27	29	29	28.5
20	Phoenix Video		9	60	16	28.3
21	Meituan		7	72	6	28.0
22	QQ Xiaoyou		25	31	26	27.1
23	Sina Microblog		31	10	37	26.2
24	Tencent Microblog		12	47	14	24.3
25	Sohu Video		14	20	18	17.5
26	Sina Video		11	22	13	15.0
27	Netease Microblog		9	19	13	13.5
28	Mop		14	7	16	12.5
29	Sohu BBS		8	7	12	9.2
30	Xici		10	-2	12	6.3