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## China Mobile still the most engaging brand in second quarter, 2011: R3

By Jenny Chan on Sep 15, 2011 (4 days ago)  
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BEIJING - An updated ranking of China's most engaging brands by marketing consultancy R3 has China Mobile leading the pack and Coca-Cola propelled by five notches.

### KEYWORDS

china mobile, r3

### BRAND

KFC, lenovo, mengniu, li ning, Coca-Cola, nokia, nike, apple, china mobile

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According to interviews with more than 1,500 respondents aged 15 to 40 years of age in the last three months, R3 has identified the top ten most engaging brands in the mainland as China Mobile, Apple, Nike, Nokia, Coca-Cola, Li Ning, Mengniu, Lenovo, Sony and KFC.

R3's En-Spire study is conducted every three months across Beijing, Shanghai, Guangzhou, Shenzhen, Wuhan, Nanjing, Hangzhou, Chengdu, Tianjin, and Shenyang. It looks at three critical factors: brand preference, brand recall and brand value.

[China Mobile has retained its crowning position from last quarter](#), as the use of celebrity Jay Chou in its M-Zone youth marketing campaign has continued to build engagement and interest, driving brand preference among respondents, according to R3.

In particular, Coca-Cola was the fastest mover up the list, from 10th to 5th place this quarter.

R3 consultant Sunny Chen said Coca-Cola's brand recall increased significantly, up 46 per cent this quarter, after its heavy investments in digital this year are "paying off against Pepsi and the market at large".

Coke has harnessed the power of digital marketing to build "highly engaging" promotions this quarter, including its 7 official weibo accounts with 350,000 followers and an on-pack device driving web traffic. "One in twelve respondents spontaneously mentioned the brand this quarter, and given they mentioned more than 100 companies, this is quite an achievement," Chen added.

However, only four out of the top ten brands belong to Chinese brands, which are still lagging behind their foreign competitors. Apple is one such strong rival - the brand is now ahead of China Mobile for the first time in terms of brand value, with a score of 203 against China Mobile's 191.

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