

TAOBAO, BAIDU, Q-ZONE LEAD AS CHINA'S MOST ENGAGING DIGITAL BRANDS FOR Q3 2011

- Netizens investing more time online per week than ever before
- Sina and Tencent Weibo continue to grow
- Leading brands with Weibo include Nike, Lenovo, Coca-Cola

BEIJING – 15th December 2011 - A ongoing study by marketing consultancy R3 has examined the strongest Digital players in a single source research looking at Favorite, Engagement and Brand Values. The research, called En-Spire, has tapped into 16,500 consumers in ten Chinese cities since its launch in 2009, to understand how they are engaging online, and which brands they aspire to connect with.

www.rthree.com



Bella Teng, Senior Researcher, R3

TOP TEN MOST ENGAGING DIGITAL BRANDS IN CHINA, Q3 2011 (LAST QUARTER RESULT)

Rank 2011 Q3	Rank 2011 Q2	Digital Assets	Digital Assets	Category	Preference	Engagement	Value	EN-SPiRE Index
1	2	Taobao		Online Shopping	97	65	100	87.6
2	1	Baidu		Search Engine	100	60	98	86.2
3	3	Q-Zone		Social Media	83	59	93	78.4
4	4	Youku		Video Website	56	58	54	56.0
5	5	Sina		Portal Website	54	59	54	55.7
6	6	Sina Weibo		Social Media	40	67	54	53.8
7	8	Tudou.com		Video Website	40	55	35	43.3
8	7	Google		Search Engine	29	65	34	42.8
9	15=	Tencent Weibo		Social Media	25	63	31	39.5
10	10	Kaixin001		Social Media	25	62	27	38.0

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

TAOBAO MOVES AHEAD OF BAIDU TO TOP POSITION

This was a strong period for Taobao amongst Chinese netizens, with the brand mentioned by 72.5% of respondents as a favourite shopping portal, followed by a distant 360buy at 9.2%. “Taobao has used its mall as a true showcase for all of us online, delivering speed, convenience and choice” said Ms Bella Teng, Senior Researcher at R3. “Respondents also rated it highest for Brand Values, against more than one hundred other online firms in this study – suggesting it has staying power for some time” she added.

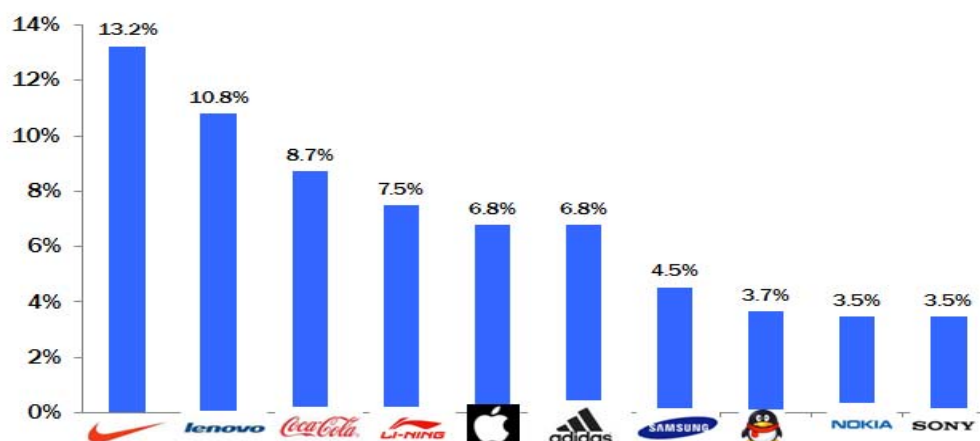
SINA, TENCENT WEIBO TOP ENGAGEMENT

The growth of Weibo in this study over the last six months has been nothing short of phenomenal. “Weibo is clearly leading all comers as the most engaging online platform – Sina Weibo ranks ahead of all other online assets, with Tencent ranked third” said Ms Teng. “Weibo is reaching passion points with consumers - and the best brands are finding ways to stay relevant using this new medium” she added.

NIKE, LENOVO, COCA-COLA LEAD WEIBO BRAND ENGAGEMENT

While more than one hundred brands were recalled online this quarter, it was the sports megabrand, Nike, that led the way in terms of engagement, followed by Lenovo and Coca-Cola.

Most Engaging Brands With Weibo – Q3 2011



“Lenovo have made major strides in recent months to enhance their Weibo presence and impact” said ms Teng. “Success using Weibo is not something left to chance or outsourced to a third party agency – it requires a collaborative, conscious effort from a number of stakeholders within the company, and leveraging external partners” she added.

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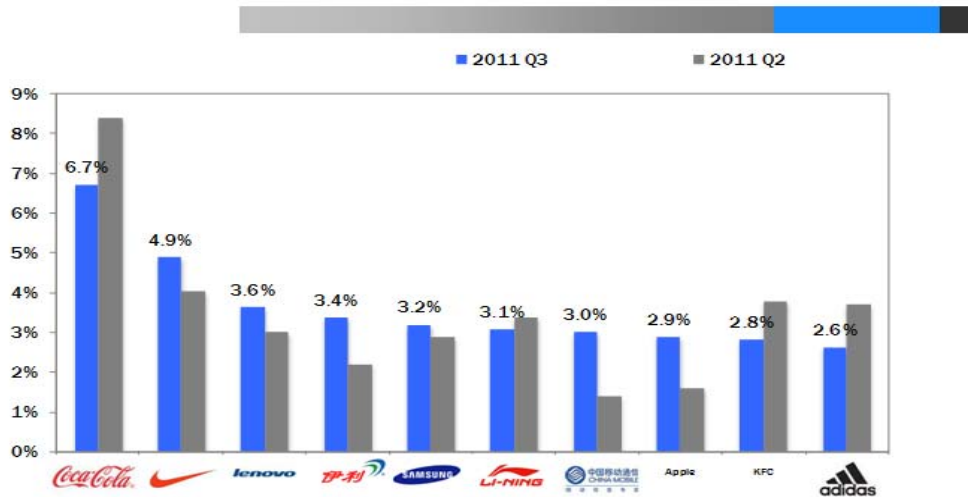
Lenovo successfully integrated its marketing activities through its Weibo platform – Q3 2011



COCA-COLA LEADS IN SOCIAL MEDIA AD RECALL.

The three leading brands were reversed though, when it came to recall of advertising messages on Social Media – with Coca-Cola ahead of tech giant Lenovo , followed by Nike. “Coke have made a serious commitment to digital advertising this year in China, and the experiment seems to be working for them” said Ms Teng. “They have also led in terms of social media involvement, which shows that their advertising messages are also getting traction” she added .

Advertising Recall in Social Media - Q3 2011



About R3

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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 bella@rthree.com or call +8610 5900 4733

APPENDIX – CHINA'S TOP 30 MOST ENGAGING DIGITAL ASSETS – Q3 2011

Rank 2011 Q3	Rank 2011 Q2	Digital Assets	Digital Assets	Category	Preference	Engagement	Value	EN-SPiRE Index
1	2	Taobao		Online Shopping	97	65	100	87.6
2	1	Baidu		Search Engine	100	60	98	86.2
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10	10	Kaixin001		Social Media	25	62	27	38.0
11	9	QQ.com		Portal Website	26	58	27	37.2
12=	12	NetEase		Portal Website	24	61	26	37.0
12=	11	Baidu Zhidao		Social Media	25	58	28	37.0
14	13	Baidu Tieba		Social Media	25	60	25	36.6
15	15=	Renren.com		Social Media	22	62	24	36.0
16	17	Tencent Pengyou		Social Media	23	59	24	35.5
17	14	Tianya BBS		Social Media	20	61	24	34.8
18	18	360buy		Online Shopping	12	69	14	31.8
19	21	Mop		Social Media	7	66	9	27.4
20	29	ifeng.com		Portal Website	6	69	8	27.3
21	20	Joyo Amazon		Online Shopping	7	66	8	27.0
22	26	NetEase Weibo		Social Media	6	65	9	26.7
23	19	Sohu		Portal Website	10	55	10	25.2
24	-	Fengxing		Video Website	1	72	1	24.6
25	27	Dangdang		Online Shopping	4	65	4	24.4
26	-	Yahoo!		Portal Website	4	64	4	24.0
27	-	Sohu BBS		Social Media	5	61	6	23.9
28	23	Baidu Video		Video Website	1	69	1	23.6
29	28	MSN		Social Media	3	64	3	23.3
30	-	Xunlei		Portal Website	4	61	4	22.8