

COCA-COLA, ADIDAS AND BMW LEAD 2012 OLYMPIC PERCEPTION IN CHINA

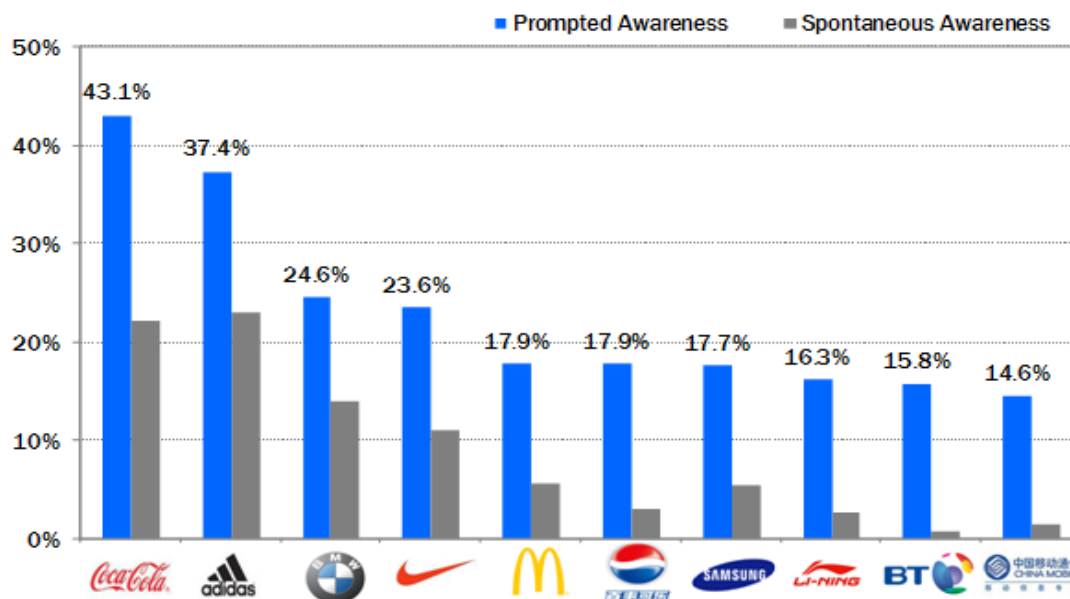
- Intense Interest Amongst Chinese Consumers, rivaling 2008
- Liu Xiang, Yao Ming dominate recall from Beijing three years ago

BEIJING - 15th December 2011 - A new study by marketing consultancy R3 has benchmarked brand association with the 2012 London Olympics in China, as well as Consumer Anticipation and Involvement for the next Olympics, following on the success of the Beijing Olympics three years ago. The study surveyed 1,500 Chinese consumers across ten cities.



Bella Teng, Senior Researcher, R3

TOP TEN RECALLED LONDON OLYMPICS SPONSORS - Q3 2012 CHINA



R3 also conducted similar research in China from 2006 to 2008, and Coca-Cola was also the dominant company mentioned then. “Coke has an 87 year history with the Olympics, and they have managed to create marketing programs down to a fine art” said Bella Teng, Senior Researcher at R3. “They are already using a lot of their online assets to build desire and demand with the big event approaching next year” she added.

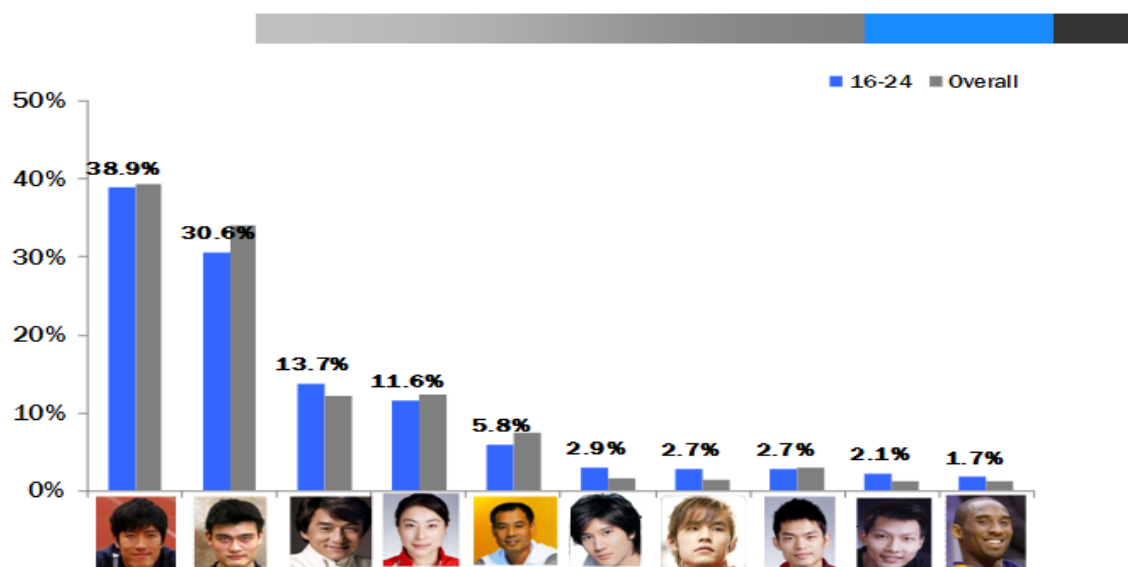
MULTINATIONAL BRANDS REPLACE LOCAL ONES FOR RECALL

While the Beijing Olympics was a ‘coming out’ parade for local giants such as Yili, Li Ning and Lenovo, it initially appears foreign brands are top of mind in terms of Chinese consumers recall for London. “Local brands took seven of the top ten positions in our research for Beijing – but consumers now see foreign players such as BMW, McDonalds and BT appearing in the top ten for the first time” added Ms Teng. “As we get closer to the event, it will be interesting to see what tactics local brands, none of whom have an official status as a sponsor, can do to leverage the big event” she added.

LIU XIANG, YAO MING STILL DOMINATE RECALL

When asked to reflect on the stars of the last Olympics, unlucky hurdler Liu Xiang and local basketball legend Yao Ming not surprisingly topped recall.

Star Recall – 2008 Beijing Olympics (Q3 2011)

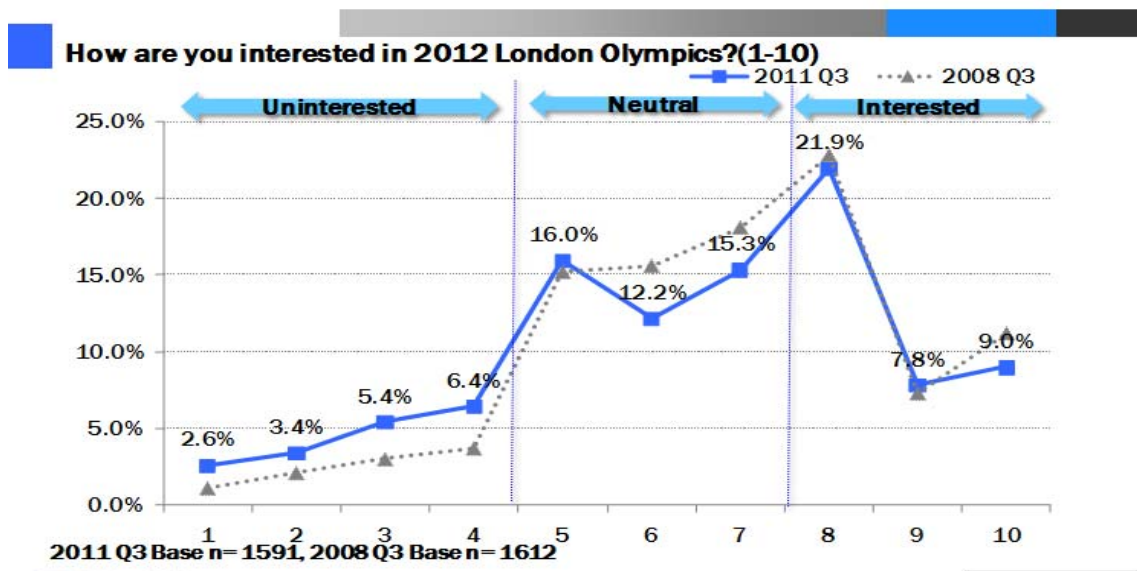


Unlike brand mentions for London, most consumers recalled athletes and celebrities from Greater China, with only basketball star, Kobe Bryant, sneaking into the Top Ten. Eight time gold medal winner, Michael Phelps was ranked just out of the top ten. “Chinese are more parochial with their stars than their brands – this result is consistent with other research we do in this area” added Ms Teng.

INTENSE INTEREST AMONGST CHINESE

As the leading Gold Medal winning nation in Beijing in 2008, the Chinese have a strong interest and engagement to repeat the feat at the London Olympics next year. “When we ask about their interest levels now, the results are very very similar indeed to where they were just prior to the 2008 games – and well ahead of interest from 2007” said Ms Teng. “Although the events may be thousands of miles away, marketers should not underestimate the interest levels and patriotic fever amongst mainlanders” she added.

**Interest in Olympics amongst Chinese
Q3 2008 vs Q3 2011**



R3 will continue to track Olympic Engagement in China up to and beyond the games themselves.

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

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