

CHINA MOBILE, APPLE, COCA-COLA LEAD AS CHINA'S MOST ENGAGING BRANDS FOR Q2 2011

- China Mobile's use of Stars, CSR driving preference
- Coca-Cola's Weibo actions driving high recall
- Brands to leverage "weibo stars" in the future?

BEIJING – 15th September 2011 - A ongoing study by marketing consultancy R3 has identified the most engaging brands in China in the last three months. According to interviews with more than 1,500 respondents, local telecom giant China Mobile is leading the way, with international brands Apple, Nike, Nokia and Coca-Cola following closely behind.



Sunny Chen , Consultant, R3

TOP TEN MOST ENGAGING BRANDS IN CHINA, Q2 2011 (LAST QUARTER RESULT)

1. China Mobile (1)
2. Apple (2)
3. Nike (3)
4. Nokia (4)
5. Coca-Cola (10)
6. Li Ning (8)
7. Mengniu (6)
8. Lenovo (9)
9. Sony (7)
10. KFC (5)

COCA-COLA, LI NING FASTEST MOVERS THIS QUARTER

Coca-Cola and Li Ning were the fastest moving brands in China this quarter, in terms of R3's Engagement Index. Looking at Brand Recall, Coca-Cola increased significantly up 46% this quarter - "Coke invested heavily in digital this year, and the recall is paying off against Pepsi and the market at large" said Miss Sunny Chen, Consultant at R3. "And Li Ning also grew in recall through its online efforts, as one of the top three recalled Weibo brands" she added

CHINA MOBILE LEADS FOR LOYALTY, APPLE FOR BRAND VALUE

Covering more than 100 brands and companies, China Mobile still leads the way in China for loyalty and 'favouritism' against all others. "China Mobile continues to build engagement and interest through M-Zone, celebrities like Jay Chou and heritage. Only brands like Dove Chocolate and KFC can get anywhere close to it for loyalty" said Miss Chen. "But in terms of Brand Values, Apple has now moved ahead of China Mobile for the first time - consumers have a rich knowledge of the brand and rate it highly in a number of areas" she added.

China Mobile

M-Zone

Cool efficient guys

Star: Jay Chou

TVC: M-Zone users are cool efficient guys



Star: Jay Chou
Slogan: M-Zone users are all cool efficient guys
Product: Online chatting card

Print: M-Zone users are cool efficient guys



On-ground Event: Grow up Project



2011 "橙长计划" 全线招募ING

China Mobile M-Zone Grow Up Project started from April 2011, invited college students to join a summer camp to learn more about team work and help them to find good job.
City: Chong Qing

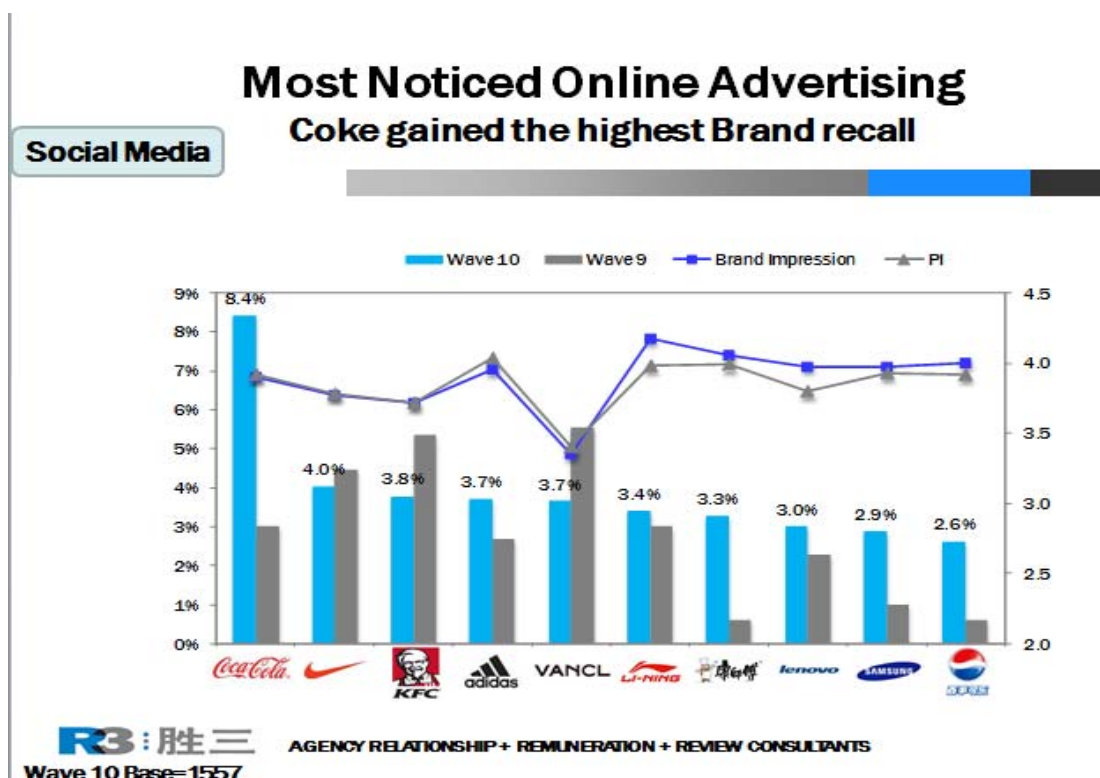
Online: Online Chatting Card



Media: Tencent/QQ Software, Youku

COCA-COLA, NIKE LEAD ONLINE BRAND ENGAGEMENT

As more and more marketers recognize the power of digital marketing, Coke and Nike are still standing ahead of other companies online. “Coke built a number of highly engaging promotions this quarter, including an on-pack devise 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” added Ms Chen



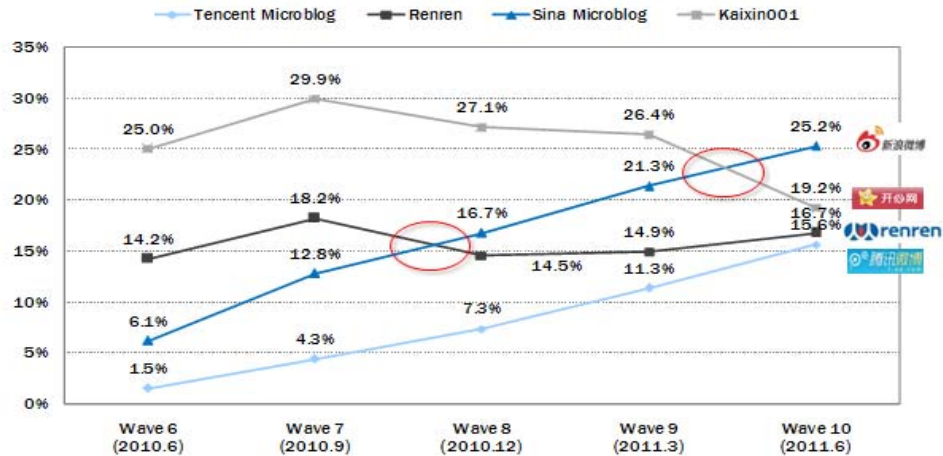
WEIBO REPLACES KAIKIN, RENREN FOR FIRST TIME AS DOMINANT SNS MEDIUM

Both Sina and Tencent Weibo have continued unprecedented growth in China in terms of Consumer Engagement, surpassing ‘traditional’ SNS vehicles for the first time. “Brands such as Nike now have as many as 11 different Weibo accounts, targeting different consumers within their base with relevant messages” said Ms Chen. “There’s certainly no sign yet of Weibo slowing down in terms of involvement , interest and passion” she added.

SNS Favorite Wave by Wave

Sina Weibo surpassed Kaixin001, Kaixin001 and Renren converging

Social Media



AGENCY RELATIONSHIP + REMUNERATION + REVIEW CONSULTANTS

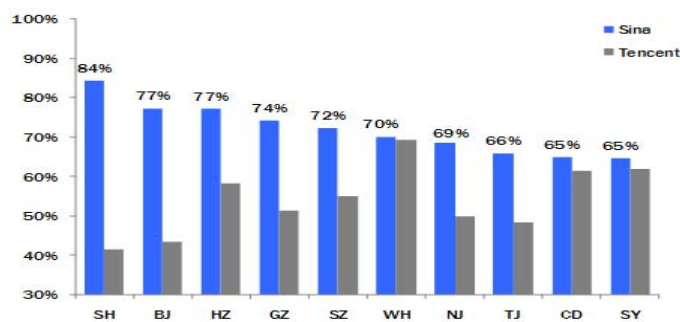
Wave10=1557, Wave 9 Base=1565, Wave 8 Base=1652, Wave 7 Base=1525, Wave 6=1580

WEIBO ENGAGEMENT CHANGES BY CITY

Although Sina dominates in Shanghai and Beijing, in Tier Two cities, Tencent performs significantly better on Loyalty, particularly on Wuhan and Chengdu. Marketers need a balanced approach to Weibo, if they intend to cover all of China effectively

Weibo Favorite Breakdown By City

Shanghai has most Sina Fans, Tencent strong in West



AGENCY RELATIONSHIP + REMUNERATION + REVIEW CONSULTANTS

Base: SH=154, BJ=159, HZ=110, GZ=109, SZ=58, WH=114, NJ=80, TJ=103, CD=114, SY=105

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 helen@rthree.com
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APPENDIX – CHINA'S TOP 50 MOST ENGAGING BRANDS – Q2 2011

Rank 2011 Q2	Rank 2011 Q1	Brand	Brand	Preference	Recall	Value	EN-SPIRE Index
1	1	China Mobile		87	34	191	104.0
2	2	Apple		56	45	203	101.2
3	4	Nike		38	129	102	89.8
4	3	Nokia		51	19	142	70.8
5	10=	Coca-Cola		22	123	59	67.8
6	8	Li-Ning		28	81	87	65.1
7	6	Mengniu		39	53	96	62.6
8	9	Lenovo		31	41	102	58.3
9	7	Sony		39	20	113	57.2
10	5	KFC		47	28	96	56.8
11	12	adidas		21	84	62	55.5
12	10=	YILI		27	68	65	53.4
13	13	Dove		43	3	93	46.3
14	14	Canon		29	29	78	45.5
15	15	Haier		29	14	90	44.5
16	16	China Unionpay		38	3	88	43.0
17	22	VISA		26	20	74	40.0
18	26=	Master Kong		21	44	51	38.6
19	20	Volkswagen		23	28	65	38.3
20	18	Samsung		20	35	56	37.1
21	26=	Head&Shoulders		16	41	44	33.5
22	19	McDonald's		18	28	44	30.2
23	28	Pepsi		8	60	21	29.6
24	21	L'Oreal		14	29	44	29.3
25	17	Midea		14	36	36	28.7

Rank 2011 Q2	Rank 2011 Q1	Brand	Brand	Preference	Recall	Value	EN-SPIRE Index
26	24	BMW		18	11	52	27.2
27	23	Oppo		2	74	5	27.1
28	31	Dell		17	5	52	24.8
29	29	BBK		0	66	1	22.5
30	35	Ba Wang		1	60	5	22.1
31	33=	X-Step		1	61	2	21.2
32	42	Audi		12	8	36	18.9
33	36	Bright Dairy Food		16	5	35	18.7
34	38	Omo		16	1	39	18.5
35	25	China Merchants Bank		14	10	31	18.3
36	30	China Unicom		7	30	16	17.6
37	41	Diao		15	4	32	17.2
38	45=	Mercedes-Benz		10	12	27	16.4
39	32	HP		12	7	30	16.3
40	43=	Siemens		12	2	32	15.3
41	40	Olay		7	19	19	15.1
42=	47	Amway		5	24	16	14.9
42=	-	Liby		13	1	30	14.9
44	49	IBM		11	2	31	14.7
45	43=	Rejoice		12	7	26	14.6
46	37	Pantene		10	7	25	13.8
47=	39	Nikon		7	12	21	13.5
47=	-	HTC		9	2	29	13.5
49	45=	Bluemoon		12	0	28	13.4
50	-	Panasonic		9	6	25	13.3

21	29	L'Oreal	L'ORÉAL	13	46	34	30.9
22	21	VISA	VISA	24	18	50	30.5
23	23	Wahaha	娃哈哈® Wahaha	9	59	22	30.0
24	28	BMW		18	10	50	26.2
25	32	China Merchants Bank	招商银行 CHINA MERCHANTS BANK	17	15	42	24.4
26=	30=	Head & Shoulders		15	20	38	24.1
26=	27	Master Kong		15	24	34	24.1
28	24=	Pepsi		10	36	24	23.3
29	32	BBK		0	66	1	22.4
30	35	China Unicom	China unicom 中国联通	10	34	22	22.2
31	24=	Dell		15	13	36	21.4
32	36	HP		12	18	31	20.2
33=	34	Philips	PHILIPS	8	28	23	19.6
33=	33	X-Tep		1	56	2	19.6
35	43	Bawang		1	52	2	18.6
36	40	Bright Dairy		15	4	36	18.1
37	37	Pantene		11	18	23	17.1
38	46	OMO		16	3	32	16.9
39	56	Nikon		9	14	27	16.7
40	26	Olay	OLAY	8	21	21	16.6
41	41	Diao		16	2	31	16.3
42	42	Audi		11	4	32	15.5
43=	45	Rejoice	Rejoice	11	11	25	15.4
43=	39	Siemens	SIEMENS	11	4	31	15.4
45=	69	Bluemoon		13	0	31	14.5
45=	48=	Mercedez Benz		9	9	26	14.5
47	44	Amway		6	19	18	14.1
48	76	Gree		4	26	11	13.8
49	39	IBM	IBM	11	3	28	13.7
50	30	Dabao	Dabao	11	2	27	13.4

China's 30 Most Engaging Digital Assets (Social Media, Video, Online Shopping)							
Q1 2011							
Rank Q1 2011	Rank Q4 2010	Brand	Brand	Favorite	Engagement	Value	EN-SPIRE Index
1	1	Q-zone		139	22	129	96.4
2	2	Taobao		98	69	85	84.2
3	3	Tudou		93	25	99	72.6
4	4	Youku		75	50	79	68.1
5	23	Sina Microblog		41	69	47	52.4
6	5	kaixin001		51	47	50	49.6
7	7	PPStream		30	76	34	46.9
8	12	PPLive		46	46	49	46.7
9	8	360buy		31	73	25	43.1
10	6	Dangdang		32	66	25	41.2
11	9	Joyo Amazon		26	71	21	39.3
12	17	CNTV		29	49	38	38.6
13	14	Xunlei		43	26	42	36.7
14	10	Ku6		35	34	38	35.8
15		Lashou		15	69	13	32.3
16	19	Renren		28	43	25	32.2
17=	11	Tianya		30	36	30	32.0
17=	24	Tencent Microblog		20	53	23	32.0
19	13	Baidu Zhidao		36	21	36	31.0
20	21	Meituan		11	67	8	28.7
21	15	PaiPai		10	63	8	26.7
22	16	Baidu Tieba		30	21	28	26.4
23	-	tuan.qq		7	66	5	25.9
24	22	QQ Xiaoyou		34	11	30	25.2
25	18	eBay		5	65	4	24.5
26=	-	manzuo		3	66	2	24.0
26=	25	Sohu Video		16	36	18	23.3
28	26	Sina Video		13	33	16	20.7
29	30	Xici		7	32	8	16.0
30	28	Mop		13	15	14	14.3