

**GROUNDBREAKING STUDY SHOWS NOKIA, COCA-COLA, NIKE
LEADING BRAND ENGAGEMENT IN CHINA**

- Yao Ming, Andy Lau, Jack Ma top stars
- NBA, Happy Camp, Xin Wen Lian Bo top shows

Beijing – August 2009 – The second wave of insight focused research into China’s most engaging brands, stars and media was released this week – with quite a few surprising results.

“What’s proved interesting is the make-up of what it takes to make an impact in China – its more than just brand awareness and recognition, but also brand passion, preference and well defined values” said Greg Paull, Principal of R3, one of two companies driving this analysis.

The quarterly study, called “En-Spire” is jointly developed by consultancy R3 and China research leader CSM. It goes beyond traditional tracking to look into the “engagement” and “aspiration” of consumers in ten Chinese cities as they relate to stars, brands and media.

According to Matt Brosenne, Business Development Director of CSM, “traditional ratings, reach and frequency numbers count for who is out there - but En-Spire is starting to add a powerful new dimension by telling us what consumers are really enjoying and engaging with. We’re looking at the relationship between brands, celebrities, media and events to enable subscribers to manage their investments better”

Yao Ming, Andy Lau, Jack Ma top stars.

The study analyzed 494 different sports, music, film and business stars from within China and beyond, looking at three main areas – preference, engagement and values. “While Yao Ming (姚明) and Andy Lau (刘德华) dominate preference, it’s interesting that people as diverse as Jack Ma (马云) and LeBron James lead in engagement – there’s a stronger connection and interest for them” said Mr Paull. On brand values, both Yao Ming and Andy Lau ranked highly. “Matching a star’s brand values to that of a company is really the missing link here – in the past, too many celebrities have been signed up on a whim without any grounding in consumer insights” he added.

Yao Ming tops star engagement

CHINA'S TOP STAR (WAVE 2) FROM 494 MENTIONED

	EN-SPIRE INDEX
1. Yao Ming	91.5
2. Andy Lau	53.7
3. Jackie Chan	50.0
4. Liu Xiang	41.5
5. Xiao ShenYang	39.7

NBA, Happy Camp, Xin Wen Lian Bo top shows

While shows like Ren Jian Zhi Shang (人间至上) dominated the ratings during this period, this analysis looked at 698 different TV programs and how viewers actually engaged with them – which ones did they love, which ones did they tell their friends about and what values do they represent. “We strive to go beyond the rating numbers by looking at ‘appointment viewing’ for the first time – to really get a handle on how brands can better leverage media and get a higher quality exposure” said Mr Brosenne.

The fieldwork was done shortly after the NBA finals, and the NBA led the way in connecting with viewers. Happy Camp (快乐大本营), a Hunan satellite entertainment program sponsored by local electronics company, Oppo (欧珀) placed second, performing well on preference, engagement and values. Not in the top ten in ratings, the Sudirman Cup Badminton however, was the most engaging by those who recalled it. “This is really the goal of the study - to help marketers and media buyers discover new content and value beyond just viewership” added Mr Brosenne.

NBA tops media engagement

CHINA'S TOP TV SHOWS (WAVE 2) FROM 604 MENTIONED

	EN-SPIRE INDEX
1. NBA	80.4
2. Xin Wen Lian Bo	73.4
3. Happy Camp	71.0

4.	The Same Song	54.0
5.	Lurk	39.7

Nokia, Coca-Cola, Nike top brands

The study reviewed 168 brands, both multi-national and local, and how they relate to these stars and media - as well as understanding individual brand values. On this basis, telco giant Nokia led the way in terms of overall connections. “The Nokia brand has an exceptionally strong preference and brand value in China, which is driving its position.” said Mr Paull. Second placed Coca-Cola is continuing its positive spillover from the Olympics last year. “Coke connects well with Yao Ming, Liu Xiang and other big stars – so it is doing a good job in managing its assets” he added. Nike was placed second on the factor of Brand Recall, mainly due to its leadership position as NBA sponsor. “While the NBA has more than 44 brands mentioned as associated with it, Nike’s activities are clearly cutting through.”

Nokia tops brand engagement

CHINA’S TOP BRANDS (WAVE 2) FROM 168 MENTIONED

EN-SPIRE INDEX

1.	Nokia	67.4
2.	Coca-Cola	56.4
3.	Nike	54.9
4.	Lenovo	37.1
5.	adidas	36.0

En-Spire Benchmarking Study

Methodology

Unlike other research, CSM and R3 employs a in home face-to-face approach interviewing 1,500 consumers in ten Chinese cities every three months – allowing for more in-depth discussions and the testing of visual stimulus. Fieldwork is conducted once every three months.

About R3

R3 is an Beijing based independent marketing consultancy whose aim is to improve the efficiency and effectiveness of marketers and their agencies. Founded in 2002, it's clients include Coca-Cola, VISA, Johnson & Johnson, adidas, Yili and Lenovo. For more information , visit www.rthree.com or write to emma@rthree.com - +8610 5900 4733

About CSM Media Research

Part of a global group, CSM Media Research manages China's largest ongoing media research in China, reaching 224 cities and 54,000 homes on an ongoing basis. Founded in 1997, it is a joint venture between TNS, the world's largest custom market research company and CTR, China's leading market research company。 For more information, visit www.csm.com.cn or write to mattb@csm.com.cn , +8610 8508 6858