



Press information

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TNS REVEALS ASIA'S LEADING DIGITAL ADVERTISERS

Nokia Takes Top Slot in Hong Kong

Hong Kong – April 2, 2008... TNS, a global leader in market insight and information has teamed up with Digital Media magazine to announce findings from the first ever “Top Brands Using Digital” study, exploring digital-advertising awareness and effectiveness across Asia.

The study, based on interviews with more than 3,000 Asian internet users, including 501 from Hong Kong, drawn from TNS' 6th dimension online panels, reveals that amongst those brands that advertise using digital media in Asia:

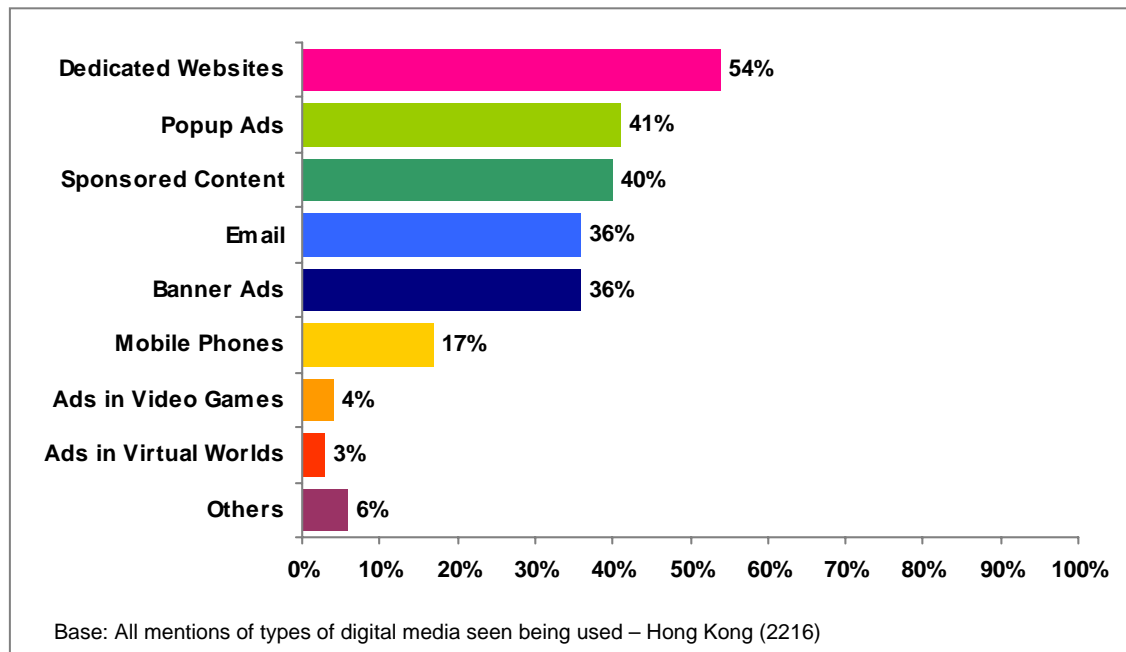
- Mobile devices and operators are the most frequently recalled: Nokia tops the list in three out of the six featured markets and ranks in the top five in five out of six markets.
- The financial sector enjoys strong recall in South East Asia
- FMCG, especially fast food and soft drinks rank within the top five most frequently recalled in four out of six markets.

Top 10 digital advertisers (prompted awareness in parentheses)

Ranking	China	Hong Kong	Malaysia	Singapore	Taiwan	Thailand
1	China Mobile (76%)	Nokia (82%)	Nokia (84%)	Nokia (80%)	7-Eleven (73%)	True Move (88%)
2	Coca-Cola (74%)	HSBC (77%)	DiGi (78%)	SingTel (78%)	Sony (65%)	Nokia (87%)
3	China Unicom (70%)	Sony (73%)	Maxis (75%)	StarHub (72%)	McDonald's (64%)	Sony (69%)
4	Samsung (69%)	McDonald's (68%)	Celcom (71%)	Sony (70%)	Coca-Cola (63%)	Siam Commercial Bank (62%)
5	Olay (68%)	Coca-Cola (67%)	AirAsia (71%)	DBS (68%)	Nokia (63%)	Pepsi (56%)
6	Pepsi (66%)	Hang Seng Bank (63%)	TM Net (63%)	Citibank (67%)	Chunghwa Telecom (60%)	Toyota (56%)
7	Head & Shoulders (64%)	Samsung (61%)	TM (62%)	Samsung (66%)	Taiwan Mobile (58%)	SermSuk (54%)
8	Toyota (64%)	Canon (59%)	Shell (57%)	M1 (64%)	Vibo (56%)	Nestle (51%)
9	Rejoice (62%)	TVB (59%)	HSBC (52%)	UOB/OUB (58%)	KFC (53%)	Advance Info Service PCL (51%)
10	McDonald's (61%)	Hong Tai Travel (55%)	Petronas (51%)	MasterCard (58%)	Far Eastern Telecommunications (50%)	Samsung (50%)

In Hong Kong, 'dedicated websites' were the most widely recalled type of digital media used for promotion with 54 percent of respondents recalling having seen dedicated websites from a number of top brand names. As well as remembering what they have seen, respondents in Hong Kong are also receptive to it - 81 percent report being more interested in a brand after seeing it advertised via digital media.

Types of digital media seen being used



Additional findings from the study reveal:

- Different digital channels have different levels of credibility: manufacturer/brand websites are comparatively more credible while consumers are more sceptical of SMS and in-game ads; and
- Different Asian markets have markedly different levels of trust in digital; with China and Taiwan less trusting, and Malaysia and Thailand more trusting.

Stephen Yap, Director of Client Service & Insight comments, "Many of Hong Kong's biggest brands and advertisers have done a good job of leveraging digital channels to create awareness – especially those in the Consumer Electronics industry.

He adds, "This new study shows that digital has finally come of age in Asia. However, it also reveals that trust in and scepticism towards digital channels can vary significantly between different markets and different channels: the implication for marketers looking at a regional digital strategy is that one size does not necessarily fit all."

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NOTES TO EDITOR:

About the “Top Brands Using Digital” study

TNS interviewed a total of n=3,005 adults aged 15 to 39 in six markets: Hong Kong (n=501), China (n=498), Taiwan (n=500), Singapore (n=500), Malaysia (n=505) and Thailand (n=501). Interviews were conducted using CAWI (Computer Assisted Web Interviewing) via TNS 6th dimension consumer access panels. Figures at the overall regional level are presented with a margin of error of +/- 1.8% at a 95% confidence level.

Brands included in the study were drawn from a list of top-spending advertisers in each market (across all media). Brands not among the top advertising spenders for each respective market were not included in the study. All awareness figures are at the prompted level.

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

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