



## **‘ASIA PACIFIC’S TOP 1000 BRANDS’ 2008 FINDINGS**

### ***Sony Voted Region’s Number 1 ‘Best Brand’***

*Hong Kong - September 4th 2008* ...Asia’s leading media, marketing and advertising publication, Media, in conjunction with world leading market insight company, TNS, has today released ‘Asia Pacific’s Top 1000 Brands’ for 2008.

The survey, expanded on previous years to include responses from consumers in a total of 10 markets in the region, presents an overview of the local and global brands that consumers think most highly of across sectors and geographies.

To determine the best brands in each of the product and service categories covered by the survey, participants were asked two questions:

- When you think of [product / service / category], which is the 'best' brand that comes to your mind? By 'best', we mean the one that you trust the most or the one that has the best reputation in [product / service / category].
- Apart from the brand that you have just mentioned, which brand do you consider to be the second-best brand in the [product / service / category]?

In total, 3,600 people were interviewed including for the first time consumers from Japan, Korea and Australia. These, together with respondents from China, Hong Kong, India, Malaysia, Singapore, Taiwan and Thailand were drawn from TNS’ 6<sup>th</sup> dimension online access panels. The categories presented to each participant included: alcohol and cigarettes; financial services; automotive; health; retail; food; beverages; electronic goods; media and telecommunications; and baby products, household products, toiletries and cosmetics.

Moving up one place to take this year’s number one spot as Asia’s top brand is Japanese electronics brand Sony. Coming in second place is the region’s most popular business and personal imaging solutions brand, Canon, followed in third place by sporting giant Nike. Consumer electronics brands dominate the top 20 most named brands (occupying 7 places), particularly those from Japan (Sony and Panasonic) and Korea (Samsung and LG). Other categories with a strong presence in the top 20 are search engines, food and beverage, and retail.

### Asia Pacific's top 20 brands

RANK	BRAND	RANK	BRAND
1	Sony	11	Nokia
2	Canon	12	Colgate
3	Nike	13	Nestle
4	Google	14	Starbucks
5	Hewlett-Packard	15	Panasonic
6	Coca Cola	16	Honda
7	Adidas	17	Apple
8	Samsung	18	LG
9	7-Eleven	19	Nescafe
10	Yahoo	20	Toys R Us

### Best in Class: Asia Pacific's top brands by category

CATEGORY	TOP BRAND	OVERALL RANK
Electronic goods	Sony	1
Retail	Nike	3
Media & Telecommunications	Google	4
Beverages	Coca Cola	6
Health	Colgate	12
Food	Nestle	13
Automotive	Honda	16
Baby products, Household products, Toiletries and Cosmetics	Pampers	21
Alcohol & Cigarettes	Malboro	31
Financial services	Visa	39

Commenting on the study, Guy Hearn, Director, Client Services and Insight, TNS Hong Kong & Singapore says: "These rankings are a key indicator of the success with which these brands continue to lead in understanding, engaging and meeting the needs of Asian consumers."

The full listing of the Top 1000 Brands appears in Media magazine's 'Asia Pacific's Top 1000 Brands' supplement distributed to magazine subscribers on September 4<sup>th</sup>, 2008.

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### 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 improve 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 and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

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