

Superbrands Singapore 2017

Report on consumer polling

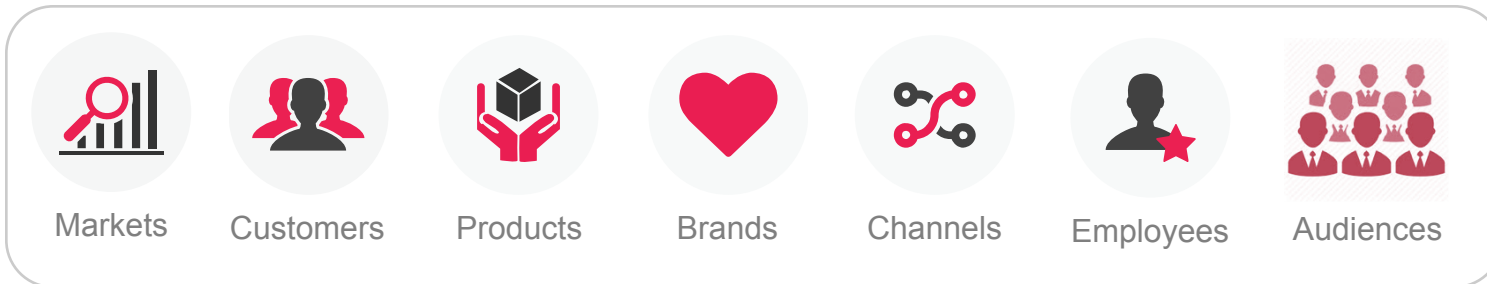
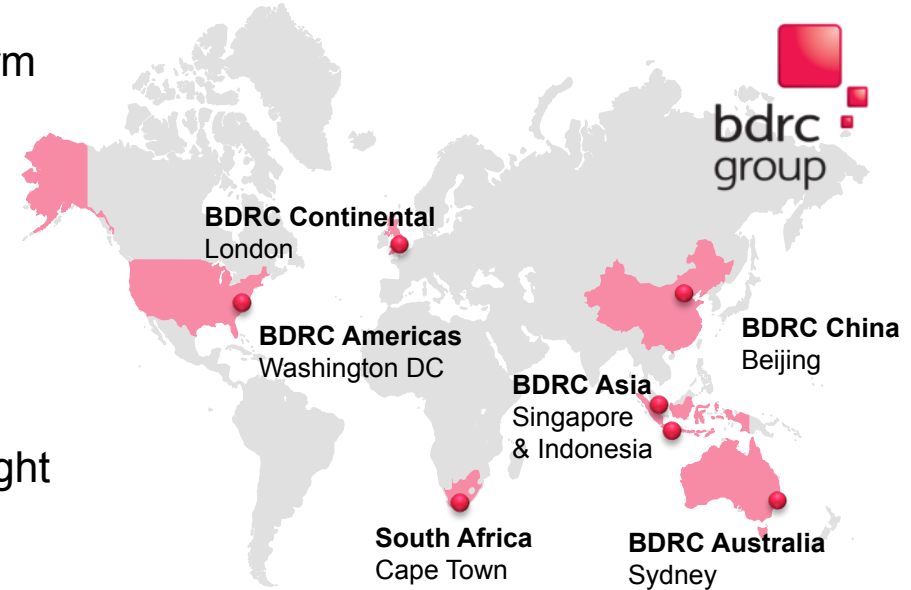
Prepared for: Superbrands

Prepared by: BDRC Asia Pte Ltd

October 2017

About BDRC Group

- Full service **market research & business consulting** firm
- Founded **1991**
- Annual revenues of **USD40m+**
- Research in **60 countries** worldwide
- Offices in **7 countries**
- **Answering 7 core business challenges** where our insight helps inform better decisions:



BDRC Asia – serving over 60 clients across Asia

Financial

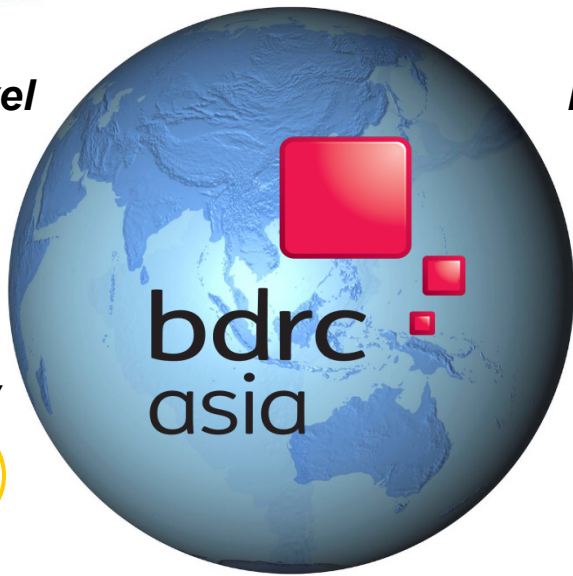


Retail / F&B



TOTO UR **Red Bull** **meiji**
WORLD KITCHEN **GSSILOR** **Pizza Hut** **L'ORÉAL** **IFF**
Beiersdorf **McDonald's** **COURTS**

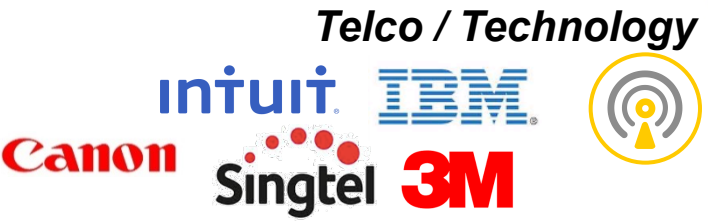
Hotels / travel



B2B / Industrial



Telco / Technology



Public Sector



Media



Professional services / education





BDRC evaluated 107 categories to establish the favourite brand within each

Consumers were spilt into 3 panels where each panel were asked **36 categories**

Each of the panels were matched in terms of demographic profile according to **age, gender, and ethnicity** so that they had similar profile of consumers

Survey of **1,500 consumers** in Singapore, representative of **18-54 year olds, 50:50 male / female**



Survey period

8th to 19th September 2017

List of categories (I)

No	List of categories
1	Adult Milk Powder
2	Air Conditioner
3	Alcoholic Beverage
4	Apparel
5	Asian Café
6	Baby / Child Milk Powder
7	Bakery / Cake Shop
8	Bank
9	Beauty Centre
10	Bed / Mattress
11	Beer
12	Biscuit
13	Bread
14	Butter
15	Canned Food
16	Car
17	Cashless Services / Mobile Wallet
18	Caterer
19	Children's Fashion
20	Chinese Restaurant Chain

No	List of categories
21	Chocolate
22	Cinema
23	Coffee (Packaged)
24	Coffee Shop
25	Condiment / Food Additive
26	Confectionary
27	Construction & Property Developer
28	Contact Lenses
29	Convenience Store
30	Cooking Oil
31	Courier Company
32	Copier / Printer Paper
33	Credit card
34	Department Store
35	Digital Camera
36	Diaper
37	Facial / Bathroom Tissue
38	Family / Tourist Attraction
39	Fast Food Outlet
40	Fitness Centre / Gym

No	List of categories
41	Food Delivery Service
42	Food Storage
43	Footwear Retailer
44	Frozen Food
45	Fruit Juice (Packaged)
46	Full-Service Airline
47	Furniture Retailer
48	General Insurance Company
49	Hair Salon / Hair Treatment Centre
50	Home Water Heater
51	Health / Life Insurance Company
52	Health & Lifestyle Product
53	Home Audio Equipment
54	Home Electrical Appliance Store
55	Hotel
56	Light Bulb
57	Ice cream
58	Instant Noodles
59	Jewellery
60	Kitchen Appliance

List of categories (II)

No	List of categories
61	Computer
62	Low cost airline
63	Milk / Soy Milk / Yogurt Drinks
64	Bottled Water
65	Mobile Phone
66	Multi Brand Optician
67	Nutritional Beverage
68	Online Job search
69	Online Marketplace
70	Online Property Search
71	Oral Care
72	Paint
73	Pens & Pencils
74	Personal Care / Multi Brand Beauty Retailer
75	Pest Control Company
76	Pet Products & Services
77	Petrol Station
78	Pizza Delivery
79	Printer
80	Pre-School Education

No	List of categories
81	Private Healthcare Provider / Private Hospital
82	Property Agency
83	Recruitment Agency
84	Refrigerator
85	Restaurant Chain
86	Retail Sports Store
87	Rice
88	Self Storage
89	Shopping Mall
90	Skin Care
91	Slimming Centre
92	Soft Drink
93	Sports Equipment
94	Sports Drink
95	Sugar / Sweetener
96	Supermarket / Online Grocery Retailer
97	Taxi booking App
98	Telecom / Internet Service Provider
99	Toy Shop
100	Traditional Chinese Medicine

No	List of categories
101	Travel Agent / Online Agent
102	Television
103	University / Adult Education
104	Vacuum Cleaner
105	Vitamin & Health Supplements
106	Washing machine
107	Watch

Polling questions

Consumers were asked to vote on their “favourite brand” based on the following statement for various categories:

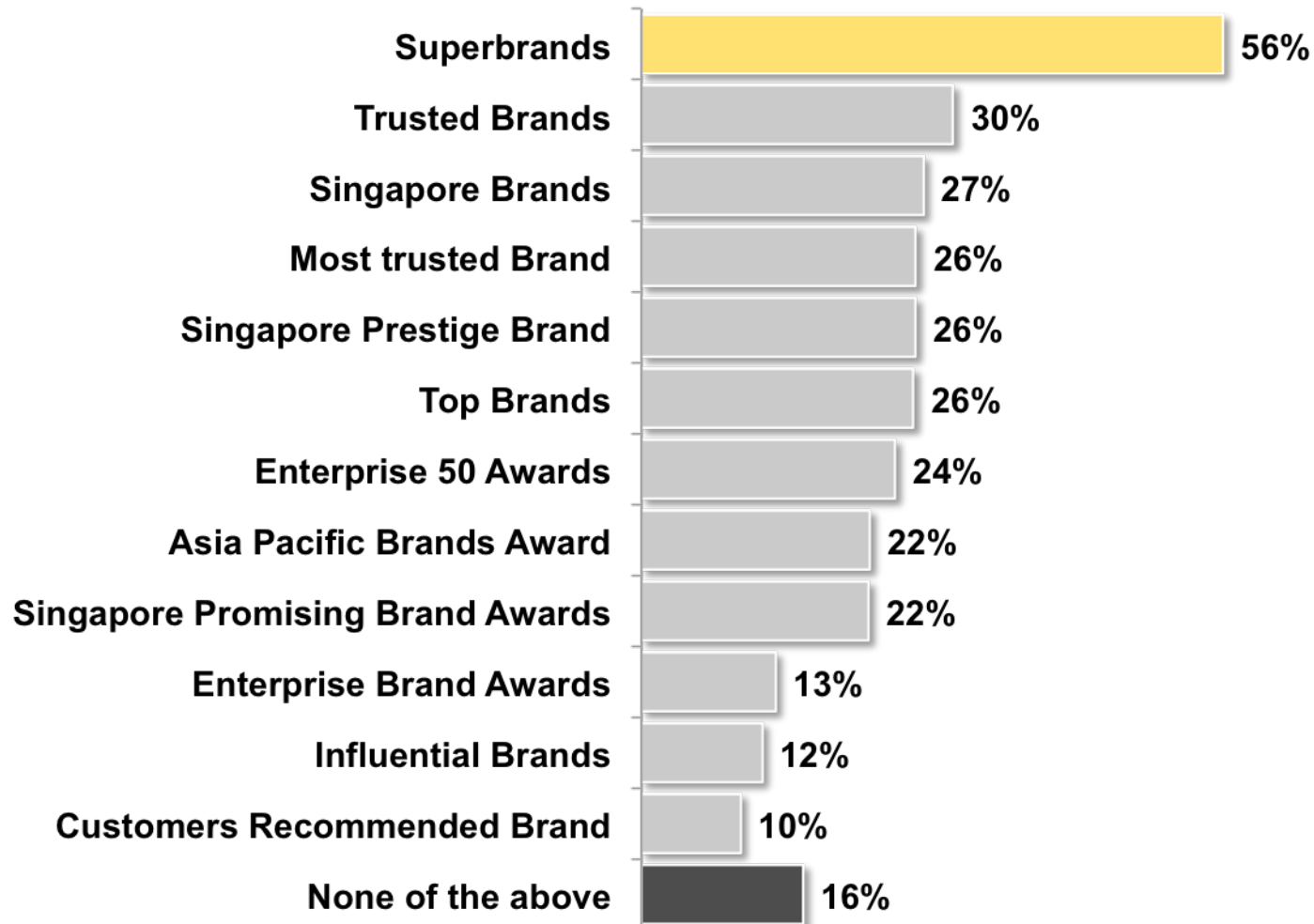
“When you think of the (Category), which brand is your favourite brand? It could be a brand that you are currently using, or it could be based on your perception of the brand.”

Additional questions asked about awareness & views on brand awards in general, and that of Superbrands

Survey results



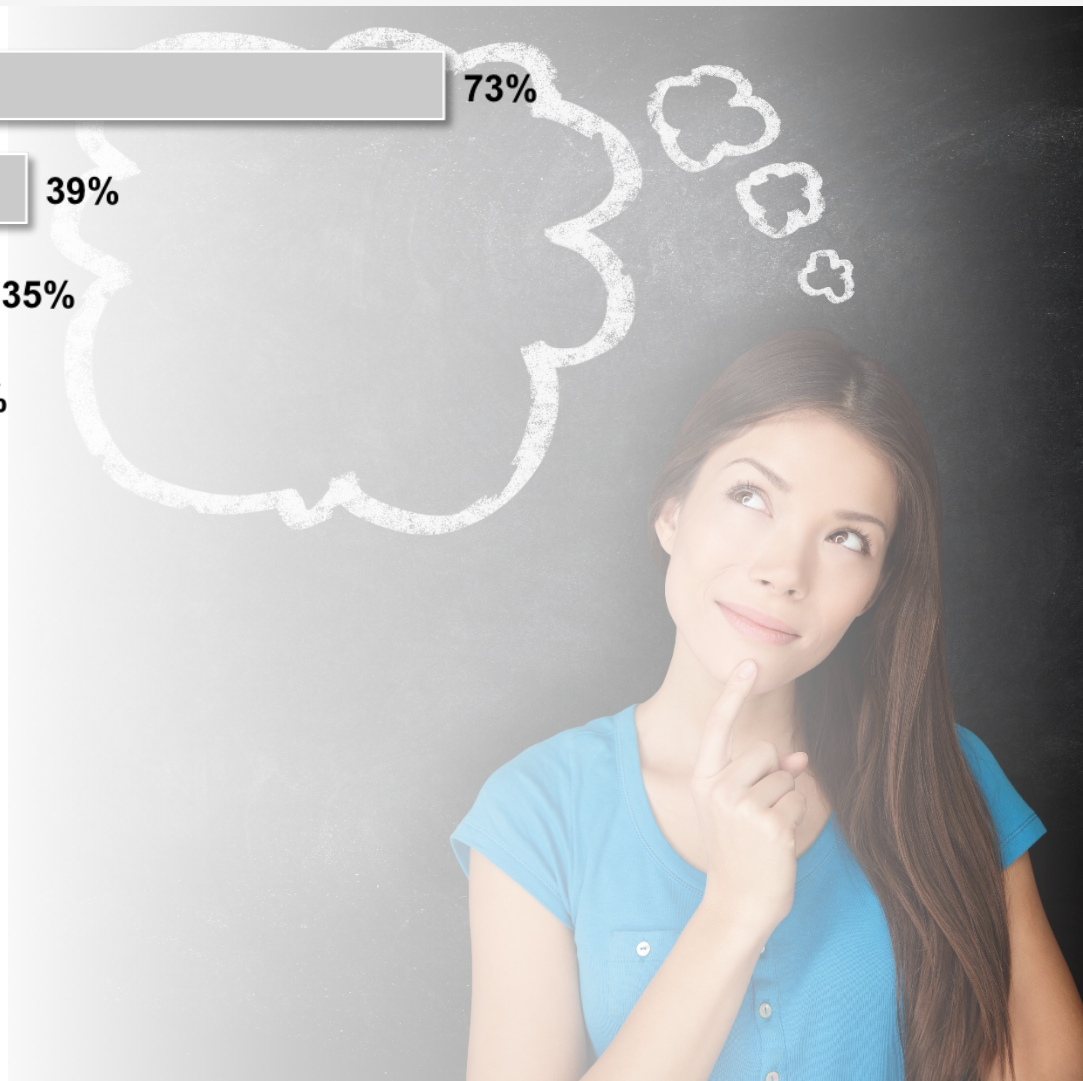
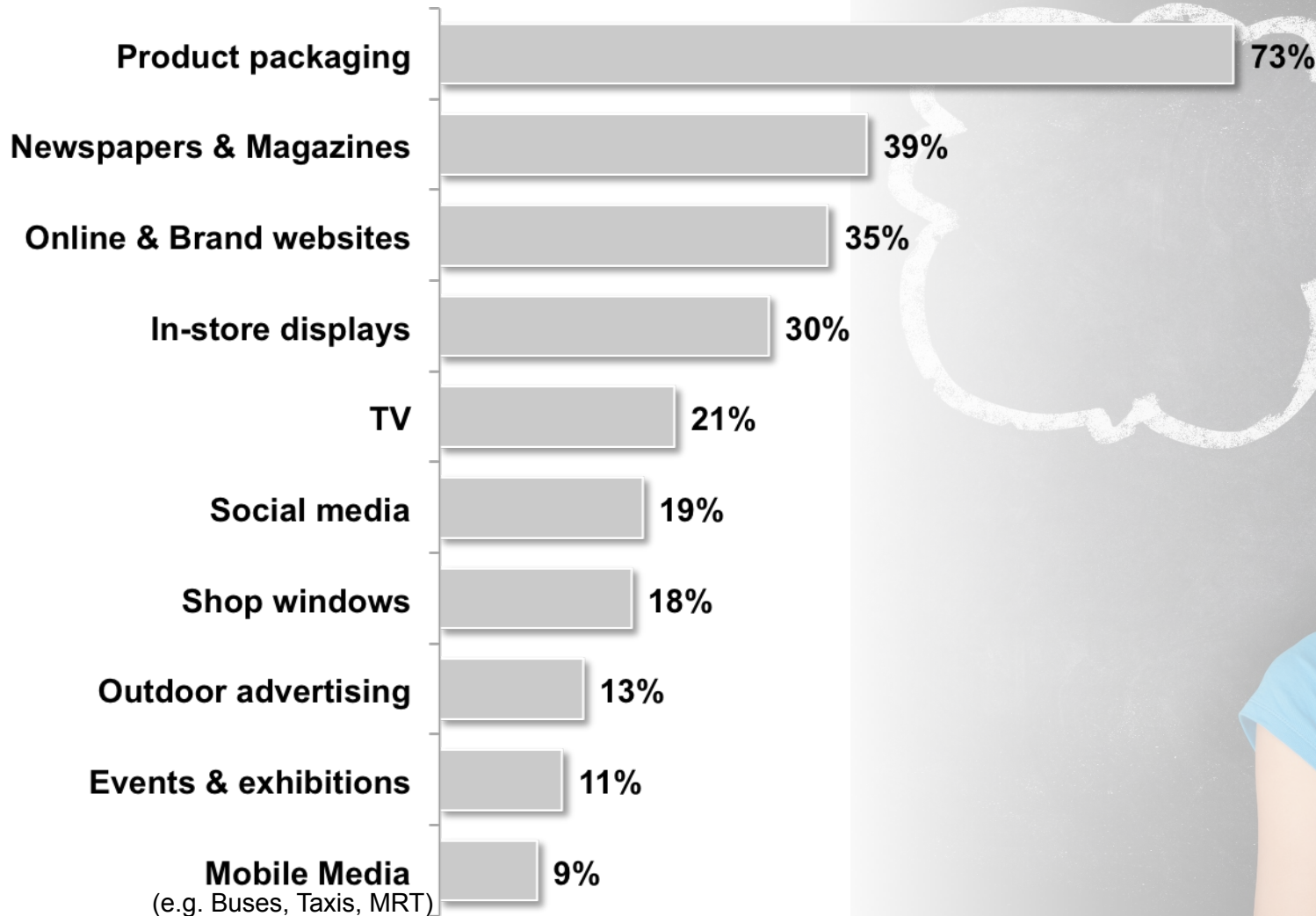
Q. Which of the following brand awards have you heard of?



Where people have seen the Superbrands logo



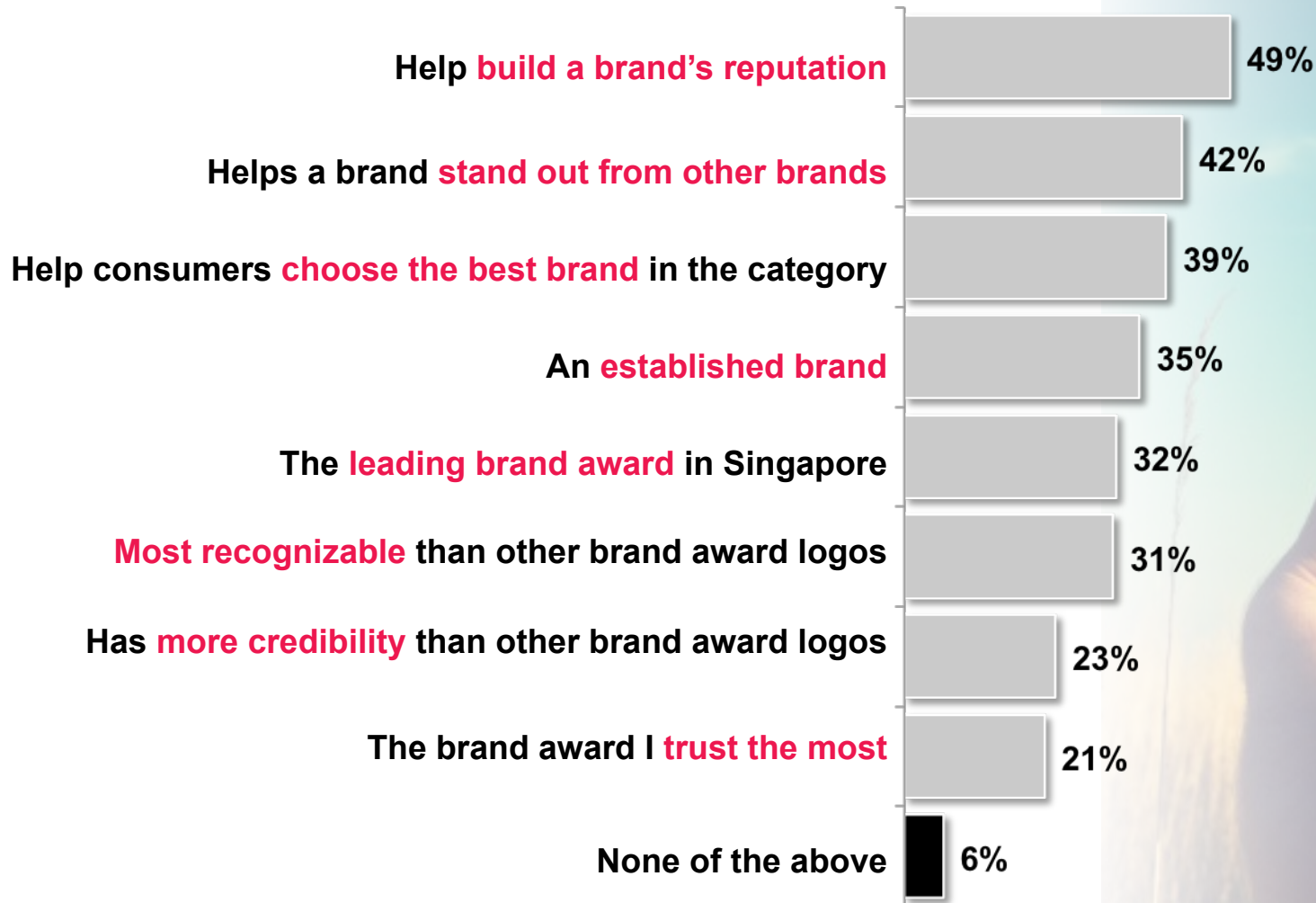
Q. Where have you seen the Superbrands logo?



Perception of Superbrands logo



Q. When you look at the Superbrands logo, which of the following statement would you agree with?



Brand association with Superbrands logo



Q. When you look at the Superbrands logo associated with a product / service, which of the following statement would you agree with?



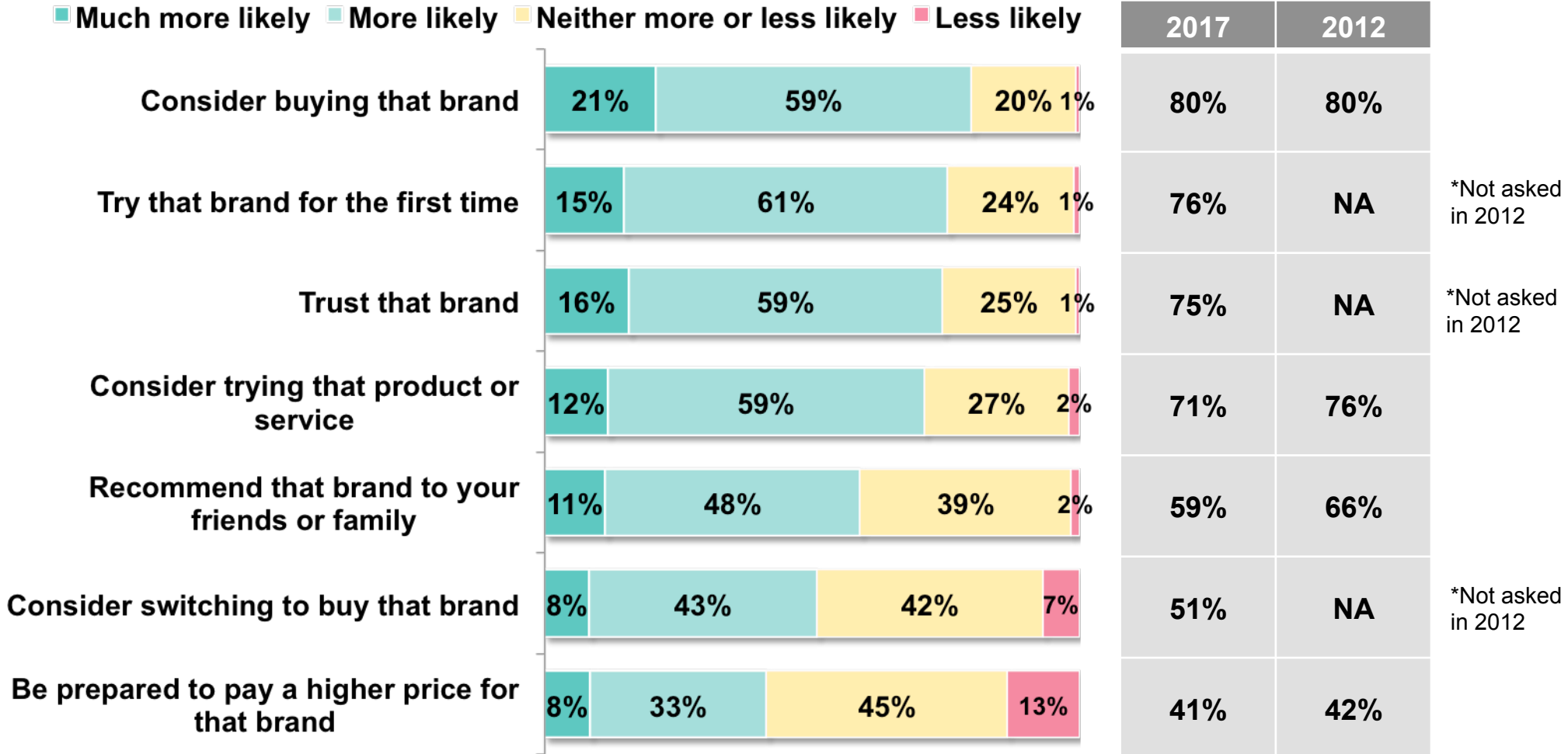
Impact of Superbrands logo



Q. If you were you saw a brand associated with the Superbrands logo, how much more likely would you be to...

■ Much more likely
 ■ More likely
 ■ Neither more or less likely
 ■ Less likely

'Much more' & 'More likely'



1. Superbrands / Singapore's choice remains the most recognizable brand award in Singapore at 56% recall
2. Superbrands is seen in a range of locations, most commonly on the products themselves, but in both new and traditional media
3. Nearly all consumers concur that the Superbrands association adds value to the brand, mostly in building reputation, standing out from other brands, or being the best or most established brand
4. However, it does not necessarily 'buy loyalty', brands will still need to deliver consistently on the brand promise
5. The impact of the Superbrands logo helps at the point of purchase, including convincing a consumer to buy a brand for the first time and switching between brands
6. Superbrands can also assist in commanding a price premium over other brands
7. The value add of Superbrands has held up since 2012



Contact Us

Piers Lee
Senior Consultant &
Managing Director
BDRC Asia



+65 6258 7109 or +65 9655 2624



piers.lee@bdrc-asia.com



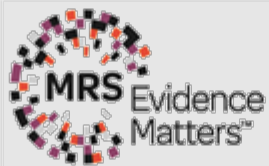
www.bdrc-asia.com



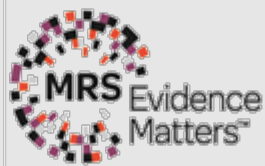
Part of the award winning BDRC Group



MRS Awards 2015
Finalist
Best Agency



MRS Awards 2015
Finalist
Best New Agency



MRS Awards 2015
Winner
International Research



MRS Awards 2015
Finalist
Public Policy/Social
Research

