

# Research Report

**Prepared for:**  
Mark Pointer  
CEO  
Superbrands

**Job Number: 5117**

## **CONSUMER SUPERBRANDS (Hong Kong)**

**Date: 31<sup>st</sup> October 2012**

**Version 2**

**Prepared by:**  
BDRC Asia Pte Ltd



# Table of Contents

<b>1</b>	<b>Background &amp; Research Objectives</b>	<b>3</b>
<b>2</b>	<b>Method</b>	<b>3</b>
<b>3</b>	<b>List of categories</b>	<b>4</b>
<b>4</b>	<b>Findings</b>	<b>8</b>

**BDRC Asia Pte Ltd**  
**51 Goldhill Plaza #14-04/05**  
**Singapore 308900**  
**Tel: (+65) 6258 7109**  
**Fax: (+65) 6258 4629**  
[piers.lee@bdrc-asia.com](mailto:piers.lee@bdrc-asia.com)



## 1 Background & Research Objectives

Superbrands use a comprehensive selection process to identify Hong Kong's strongest brands within both the B2C and B2B category.

For the B2C (consumer) category, Superbrands uses opinion polling to assess which brands are consumers' favourite across a range of categories. Through opinion polling, a total of 106 consumer categories were voted on in October 2012.

This polling included a sample of 1,512 consumers in Hong Kong aged 18-55 years old and excluded anyone working in media, public relations, advertising, market research and those organisations specific to Superbrands and affiliated organisations.

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

*"Which brand of (CATEGORY) would you say is your favourite brand? It may be a brand you are currently using or it could be based on your perception of the brand."*

'First mention' votes and 'other mention votes' were recorded and the results have been provided to Superbrands through excel reports.

This document reports on the survey method, sample and awareness of Superbrands, and their views of the award itself.

## 2 Method

The consumers were sampled through online access panels. Since the number of categories was very long (106 in total), it was decided to split these categories into three panels, each testing 30-40 categories each.

Each panel was matched in terms of demographic profile according to age, gender, and ethnicity.

### 3 List of categories

The product categories included the following:

No	List of categories
1	Adult Milk Powder
2	Air Conditioner
3	Airline/Budget Airline
4	Baby food - excluding milk powder
5	Baby/Child Milk Powder
6	Banks
7	Battery
8	Bed/Mattress
9	Beer
10	Biscuit
11	Bread
12	Bread/Cake Shop
13	Canned Food
14	Car
15	Cashless Services
16	Child Enrichment Centres
17	Children's Fashion
18	Chocolate
19	Cineplex
20	Coffee - Packaged/Instant

**(The list of categories to be continued in the next page)**

No	List of categories
21	Coffee Shop/Coffee Joints
22	Condiment/Food Additive
23	Contact Lenses (not frames)
24	Convenience Store
25	Cooking Oil
26	Cosmetics/Female Skincare Product
27	Couriers
28	Credit card
29	Department Store
30	Detergent
31	Diaper
32	Digital Camera/Camcorder
33	DVD Player
34	Early Learning Centre/Pre. School
35	Facial Tissue
36	Family/Tourist Attraction
37	Fast Food Chain/Sandwich Shop
38	Fitness Centre/Gym
39	Flat Screen TV/LCD TV/Plasma TV
40	Fruit Juice - Packaged
41	General Insurance Company
42	Glasses/Sun Glasses
43	Grocery Shops/Supermarket/Hypermarket/Food Retailers
44	Hair Treatment Centre
45	Health Food Powdered Drinks (incl. Flavoured 3 in 1)
46	Health/Life Insurance Company
47	Health/Lifestyle Product
48	Home Audio Equipment
49	Home Electrical Appliance Store
50	Home Furnishing Store

**(The list of categories to be continued in the next page)**

No	List of categories
51	Hotel
52	Household Lighting/Light Bulb
53	Ice cream
54	Instant Noodle
55	Internet Search Engine
56	Internet Service Provider
57	Isotonic/Sports Drink
58	Jewellery
59	Kitchen Appliance
60	Laptop/Desktop Computer (PC)
61	Male Grooming Product
62	Men`s/Women`s Fashion
63	Milk/Soy Milk/Yogurt Drinks
64	Mineral/Distilled Water
65	Mobile Phone
66	Motorcycle
67	Newspapers
68	OTC Medicine
69	Paint
70	Pens/Pencils
71	Perfume / Aftershave
72	Personal Healthcare Store/Pharmacy
73	Pest Control Company
74	Pet Food
75	Petrol/Gas Station
76	Photocopier/printer
77	Private Healthcare Provider/Private Hospital
78	Property Developer
79	Real Estate Agent
80	Refrigerator

**(The list of categories to be continued in the next page)**

No	List of categories
81	Restaurant Chain
82	Retail Sports Store
83	Rice
84	Savory/Crisp/Snack
85	Shampoo/Hair Care Product
86	Shoes/Shoe shops
87	Shopping Mall
88	Slimming Product (i.e. excluding slimming equipment)
89	Soft Drink
90	Spa/Beauty Salon
91	Spirits (e.g. vodka, whisky, rum or brandy)
92	Sporting Equipment
93	Sugar/Sweetener
94	Sweet and Candy
95	Tea - Packaged/Instant
96	Telecom Service Provider
97	Toothpaste
98	Toy/Game Maker/Game Console
99	Travel Agent - including online
100	TV Channel
101	Tyre
102	University/Adult Education
103	Vitamin/Health Supplement
104	Washing machine
105	Watch
106	Web Browser

## Findings

37% of consumers in Hong Kong are aware of the Superbrands award. Along with 'Hong Kong's Choice', Superbrands is the most recognisable brand award in Hong Kong, significantly ahead of 'Trusted Brands', 'Top Brand Award', and 'Emotive Brand Award'.

Those who recall either Superbrands or Hong Kong's Choice is 55% of all consumers.

Awareness of these awards is similar across various age groups although those over 40 years were less aware than average of any award (41%).

Q. Which of the following brand awards have you heard of?	Total	
	Count	Row %
Superbrands or Hong Kong's Choice	830	55%
Hong Kong's Choice	562	37%
Superbrands	538	36%
Trusted Brands	371	25%
Top Brand Award	263	17%
Emotive Brand Award	89	6%
None of the above	564	37%
Total	1,512	100%

By far the most likely exposure to the Superbrands logo is within newspapers and magazines (60%).

About a third have seen the Superbrands logo on websites, and this spans all age groups showing that even in the online world, the Superbrands logo is breaking through the clutter. Slightly more females than males have seen the Superbrands logo on packaging (44% versus 37%), significant at the 90% confidence level.

Q. Where have you seen the Superbrands logo?	Total	
	Count	Row %
Newspaper and magazine advertisements	322	60%
Product packaging	219	41%
TV	189	35%
Websites	183	34%
Outdoor advertising sights such as billboards, posters	159	30%
Shop windows	143	27%
Buses	137	25%
Total	538	100%



The Superbrands logo helps build brand equity for that category in a wide range of areas.

Mostly, it is about building *reputation*. Nearly 60% of consumers agree that the logo is a statement that the product and service must have a good reputation. In tandem with this, association with this logo means it is a brand that can be trusted and puts it above other brands in the same category (where over 50% of consumers concur).

About half 'feel more confident to buy the brand' and that it puts it above other brands in the same category.

Somewhat lower endorsements are seen in terms of it demonstrating that the brand can consistently deliver on its promises, good value for money, and whether consumers are prepared to pay more. However, males and those over 40 years are more likely to agree that they would be prepared to pay more for a Superbrand than average (23% of each consumer group).

Q. When you see the Superbrands logo associated with a product or service, which of the following would you agree with?	Total	
	Count	Row %
This product or service must have a good reputation	316	59%
This is a brand that I can trust	291	54%
I feel more confident about buying this brand	258	48%
This must be a better quality brand compared to other brands in the same category	243	45%
This brand must deliver consistently on its promise	134	25%
This brand offers good value for money	118	22%
I would be prepared to pay more for this brand than other similar brands	96	18%
I am more likely to stay loyal to this brand	63	12%
Total	538	100%

88% of consumers state they would be more likely to buy a product or service if they saw it as a Superbrand (through the logo), with 26% stating 'much more likely'. Again this positive impact of the Superbrands logo spans all consumer groups.

Q. If you were intending to buy a product or service and you saw the brand associated with the Superbrands logo, how much more likely would you consider buying that brand?	Total	
	Count	Row %
Much more likely	139	26%
More likely	336	62%
Neither more or less likely	59	11%
Less likely	2	0%
Much less likely	2	0%
Total	538	100%

Despite only 18% concurring that they would be prepared to pay a premium for a brand having a Superbrands logo, when asked in isolation and more directly, 76% are more likely to pay a price premium for products and services with a Superbrands logo including 21% 'much more likely'. Those stating 'much more likely' are more female (24%) and those above 30 years (23%).

Q. If you were intending to buy a product or service and you saw the brand associated with the Superbrands logo, how much more likely would you be prepared to pay a higher price for that brand than other similar brands?	Total	
	Count	Row %
Much more likely	113	21%
More likely	296	55%
Neither more or less likely	114	21%
Less likely	8	1%
Much less likely	7	1%
Total	538	100%

76% of consumers would be more likely to try a *new* product or service if it was a Superbrand.

Q. If you saw a new product or service and you saw the brand associated with the Superbrands logo, how much more likely would you consider trying that product or service?	Total	
	Count	Row %
Much more likely	113	21%
More likely	327	61%
Neither more or less likely	92	17%
Less likely	4	1%
Much less likely	2	0%
Total	538	100%

It also follows that Superbrands will help to encourage recommendation, with 77% of consumers stating that they would be more likely to recommend a product or service with a Superbrands logo. This is higher among those in the 30s, but lower among 18-29 year olds.

Q. If a friend was intending to buy a product or service and you saw the brand was associated with the Superbrands logo, how much more likely would you recommend that brand to your friend?	Total	
	Count	Row %
Much more likely	109	20%
More likely	306	57%
Neither more or less likely	114	21%
Less likely	4	1%
Much less likely	5	1%
Total	538	100%

### Conclusion:

The results demonstrate that the Superbrands logo does a lot to build brand equity, mostly in terms of its reputation and its trustworthiness – something that is more important in ‘crowded categories’ such as consumer goods.

While only a minority agreed that they would pay a premium for Superbrands goods and services, when asked more directly far more consumers said they would be more likely to pay a price premium for a product or service with a Superbrands logo, trial the product or service, and recommend the product or service to others.

Hence such an award would represent good return on investment both in terms of increasing sales for the product, and margin on those sales.

The area where consumers agreed least in terms of the Superbrands endorsement is ‘staying loyal to the brand’ (at 12%), demonstrating that consumers are both demanding, but also quite fickle, e.g. willing to switch brands when others outperform their current favourite brand. This demonstrates the importance to brand owners of maintaining best in class status to sustain their market position.

Also only 25% concur that Superbrands means the ability to consistently deliver on brand promise, suggesting a Superbrand needs to maintain its award year after year to continue assuring customers of the brand value.