

Research Report



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CONSUMER SUPERBRANDS (Singapore)

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1 Background & Research Objectives

Superbrands use a comprehensive selection process to identify Singapore'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 September 2012.

This polling included a sample of 1,500 consumers in Singapore 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/Mattrese
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
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
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	Jewelry
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
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

4 Findings

60% of consumers in Singapore are aware of the Superbrands award. Along with 'Singapore's Choice', Superbrands is the most recognisable brand award in Singapore, significantly ahead of 'Trusted Brands', 'Prestige Brands Awards', and Enterprise 50 Awards.

Those who recall either Superbrands or Singapore's Choice is 83% of all consumers.

Those in the 30-39 year old age group are more familiar with the Superbrands award (69%) probably by virtue of greater exposure to a range of consumer goods products, e.g. through retail outlets and generally buying a wider portfolio of products.

Q. Which of the following brand awards have you heard of? (Prompted list)	Total	
	Count	Col %
Superbrands or Singapore's choice	1,251	83%
Singapore's Choice	917	61%
Superbrands	896	60%
Trusted Brands	729	49%
Prestige Brand Awards	529	35%
Enterprise 50 Awards	427	28%
None of the above	113	8%
Total	1,500	100%

By far the most likely exposure to the Superbrands logo is on product packaging and advertisements within newspapers and magazines. Malay consumers are more likely to notice the Superbrands logo on product packaging (82%) whereas younger consumers (18-29 years old) are more likely to notice it on TV (51%).

About two-in-five have seen the Superbrands logo on websites, and this spans all ages and ethnic groups showing that even in the online world, the Superbrands logo is breaking through the clutter.

Q. Where have you seen the Superbrands logo?	Total	
	Count	Col %
Product packaging	651	73%
Newspaper and magazine advertisements	648	72%
TV	353	39%
Websites	339	38%
Outdoor advertising sights such as billboards, posters	312	35%
Shop windows	208	23%
Buses	184	21%

Total

896

100%

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

Mostly, it is about building *reputation*. Three-quarters 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 around 60% of consumers concur).

About half 'feel more confident to buy the brand' and also that the brand can consistently deliver on its promise.

For a third, Superbrands is also a statement of being 'good value for money', higher still with Malay consumers (at 43%) and one-in-five say they would be prepared to pay more for this brand if it had a Superbrands award.

Q. When you see the Superbrands logo associated with a product or service, which of the following would you agree with?	Total	
	Count	Col %
This product or service must have a good reputation	662	74%
This is a brand that I can trust	539	60%
This must be a better quality brand compared to other brands in the same category	531	59%
I feel more confident about buying this brand	484	54%
This brand must deliver consistently on its promise	443	49%
This brand offers good value for money	291	33%
I would be prepared to pay more for this brand than other similar brands	166	19%
I am more likely to stay loyal to this brand	147	16%
Total	896	100%

80% 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 24% 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	Col %
Much more likely	218	24%
More likely	503	56%
Neither more or less likely	168	19%
Less likely	4	0%
Much less likely	4	0%

Total	896	100%
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42% are more likely to pay a price premium for products and services with a Superbrands logo.

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	Col %
Much more likely	84	9%
More likely	293	33%
Neither more or less likely	415	46%
Less likely	80	9%
Much less likely	24	3%
Total	896	100%

More significantly though, 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	Col %
Much more likely	141	16%
More likely	536	60%
Neither more or less likely	207	23%
Less likely	7	1%
Much less likely	5	1%
Total	896	100%

It also follows that Superbrands will help to encourage recommendation, with 66% 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	Col %
Much more likely	132	15%
More likely	461	51%
Neither more or less likely	286	32%
Less likely	9	1%
Much less likely	8	1%

Total	896	100%
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Conclusion:

The results demonstrate that the Superbrands logo does a lot to build brand equity, mostly in terms of its reputation, and its ability to stand out from other brands in the category – 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 16%), 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.

