

## **Superbrands Consumer Survey Results**

#### Prepared by: BVA BDRC



## **Summary of Consumer Perceptions of Superbrands**

- The Superbrands / Singapore's Choice logo is the most widely recognised brand award in Singapore
- The logo is seen across a wide range of media vehicles and increasingly through digital channels
- Consumers perceive Superbrands to be the leading brand award in Singapore and the one they trust the most
- Superbrands helps build brand reputation and trust and enables a brand to stand out from others in the category
- 81% of consumers say that they are more likely to consider buying a brand they see associated with the Superbrands logo



## **Survey Sample**

BVA BDRC was engaged by Superbrands Singapore as an independent market research firm to evaluate the top brands in Singapore according to consumers 'favourite brands'. The details of the survey are below:



103 categories evaluated



**1,490 consumers surveyed** in Singapore



Survey period September 2023



**18-54 year olds** representative of Singapore population



75% Chinese ethnicity, 25% non-Chinese



50:50 male / female

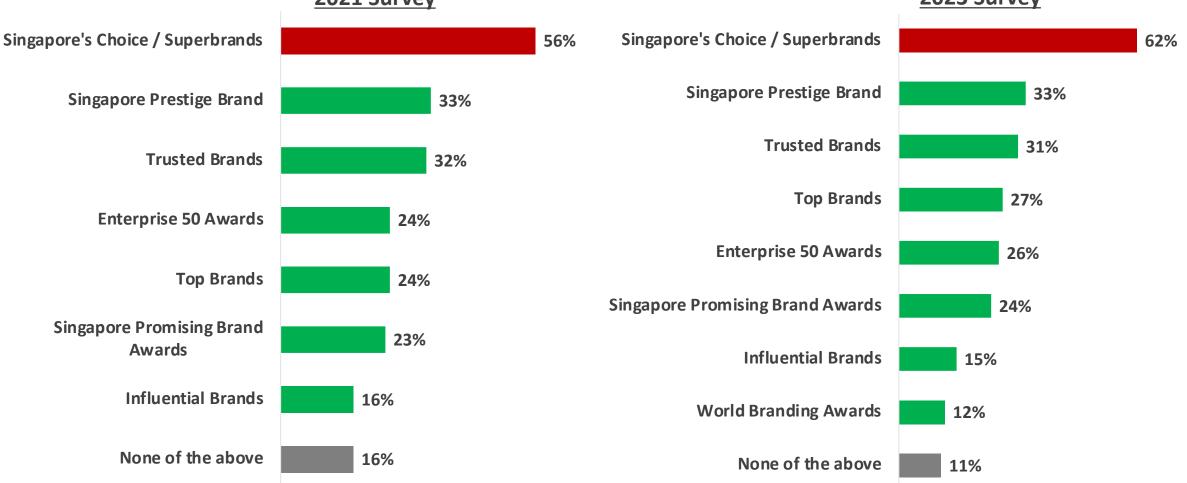


3



#### **Awareness of Brand Awards in Singapore**

*The "Superbrands / Singapore's Choice" award* remains the leading brand award by recognition in Singapore by a considerable margin. Since 2021, the advantage has increased, whereas most other brands remain the same in overall awareness



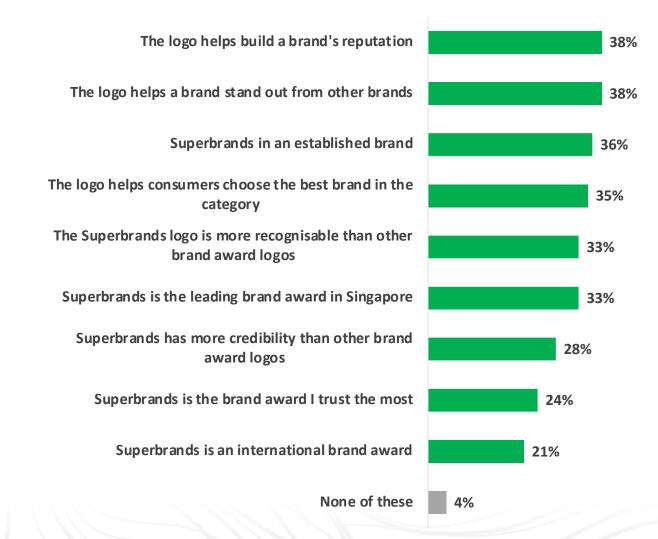


#### 2023 Survey



#### **Consumers have very positive perceptions of Superbrands**

96% of consumers endorse Superbrands in at least one area. Superbrands is seen as an established brand with more credibility than other brand awards. It helps brands to build brand reputation and stand out from others in the category. It is the brand award that consumers trust the most.





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## Perception of the Superbrands logo on brand / product

There is almost universal endorsement of the Superbrands Award for having at lease one positive impact on the associated brand. This is mostly for trust and reputation, giving consumers the confidence to buy the brand. Around one-in-five consumers feel that a brand achieving Superbrands Status would convince them to pay a price premium for the associated product or service





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Question: When you see the Superbrands logo associated with a product or service, which of the following statements would you agree with?

6

## Impact of Superbands Logo on purchase behaviour & intent

In addition to building trust in the brand, the Superbrands logo also encourages consumers to trial the product. Notably the number of consumer willing to try the product / service for the first time has grown in the last year (+10%) demonstrating that the Superbrands Award can pull in new customers

					ely 📕 Less likely		'Much more' & 'More likely		
	Much more likely	More likely Neither more or less likely		2023			2021	2019	
Consider buying the brand	29%		52%		18%	<mark>2%</mark>	81%	76%	79%
Trying the product / service for the first time	25%		55%		17%	<mark>3%</mark>	80%	70%	74%
Trust the brand	23%		56%		18%	<mark>3%</mark>	79%	74%	80%
Consider trying a new product or service	20%	56%			20%	3%	76%	77%	NA
Trust a new product or service	20%	5	6%		20%	4%	76%	72%	NA
Make an effort to find out more about it	20%	49%			26%	5%	69%	64%	NA
Recommend new products or services to friends / family	21%	44%			31%	4%	65%	59%	NA
Recommend the brand to friends / family	18%	46%		:	31%	4%	64%	59%	64%
Consider switching to this brand	18%	44%		32	%	6%	62%	56%	57%
Pay a higher price for the brand	16%	41%		33%		10%	57%	51%	47%
Pay a higher price for the new product	17%	40%		30%		13%	57%	46%	NA
0	% 10% 20%	30% 40%	50% 60%	70%	80% 90%	<b>100%</b>	;		



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Question: Are you more likely or less like to agree with the following statements?

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