



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



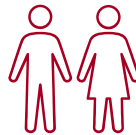
Survey period
September 2023



18-54 year olds representative of Singapore population



75% Chinese ethnicity,
25% non-Chinese

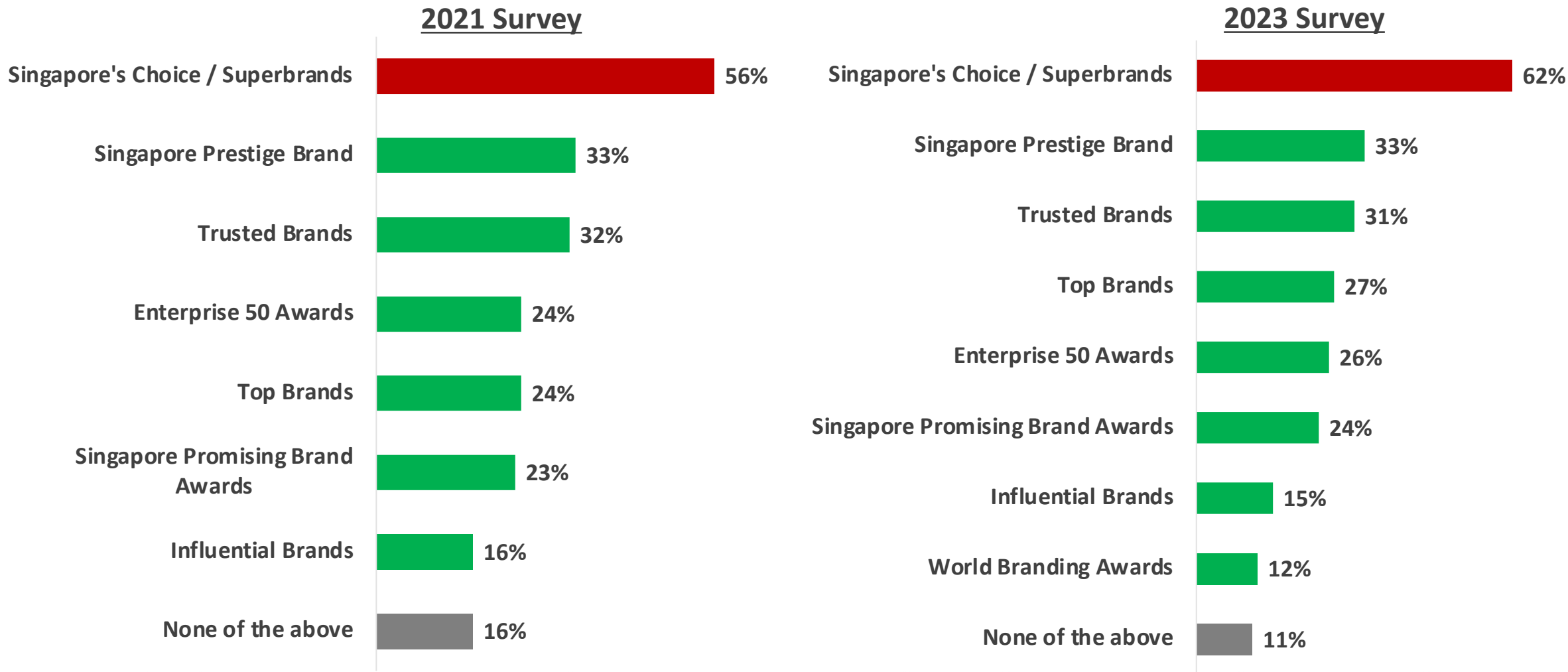


50:50 male / female



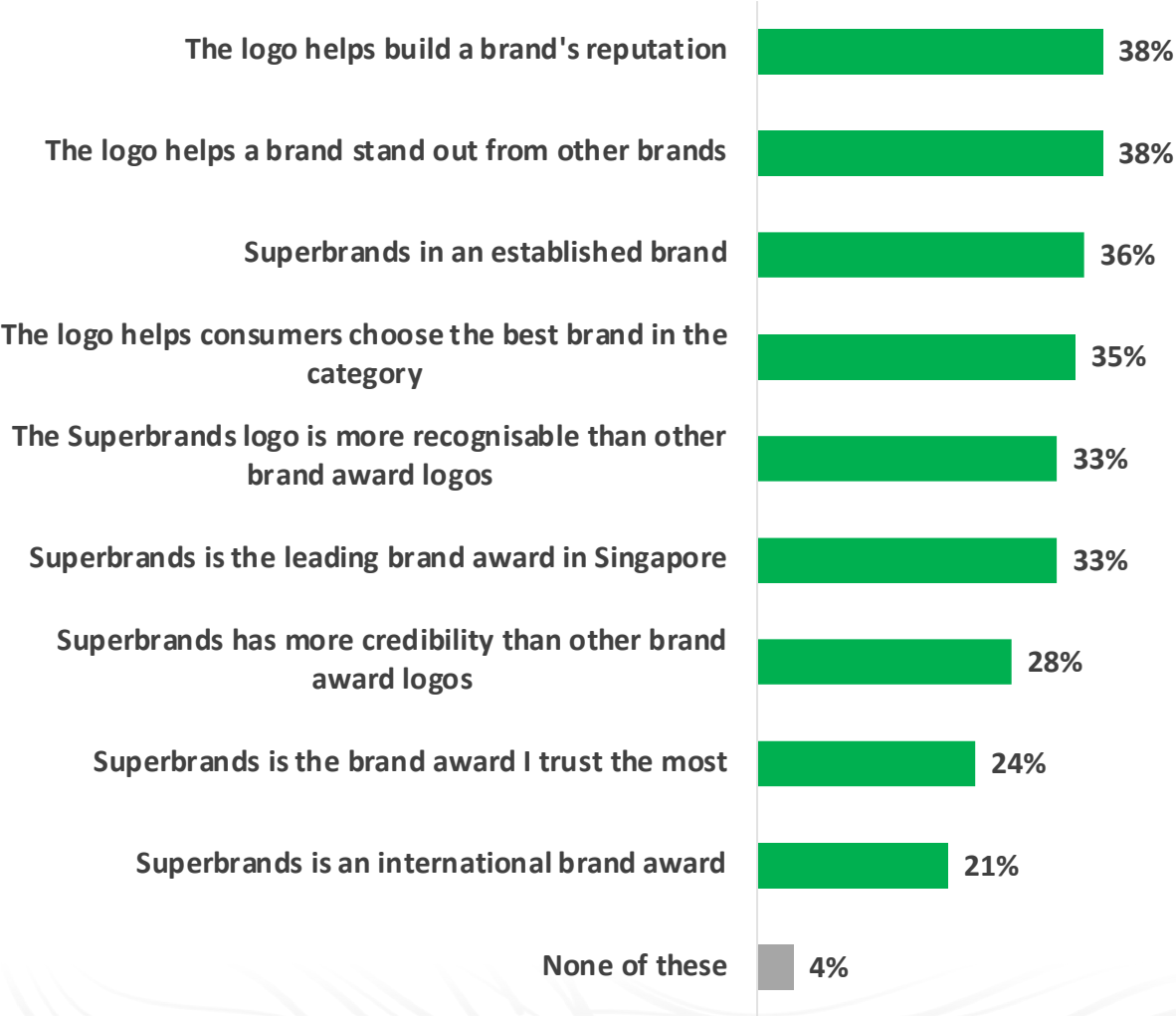
Awareness of Brand Awards in Singapore

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



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.



Perception of the Superbrands logo on brand / product

There is almost universal endorsement of the Superbrands Award for having at least 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

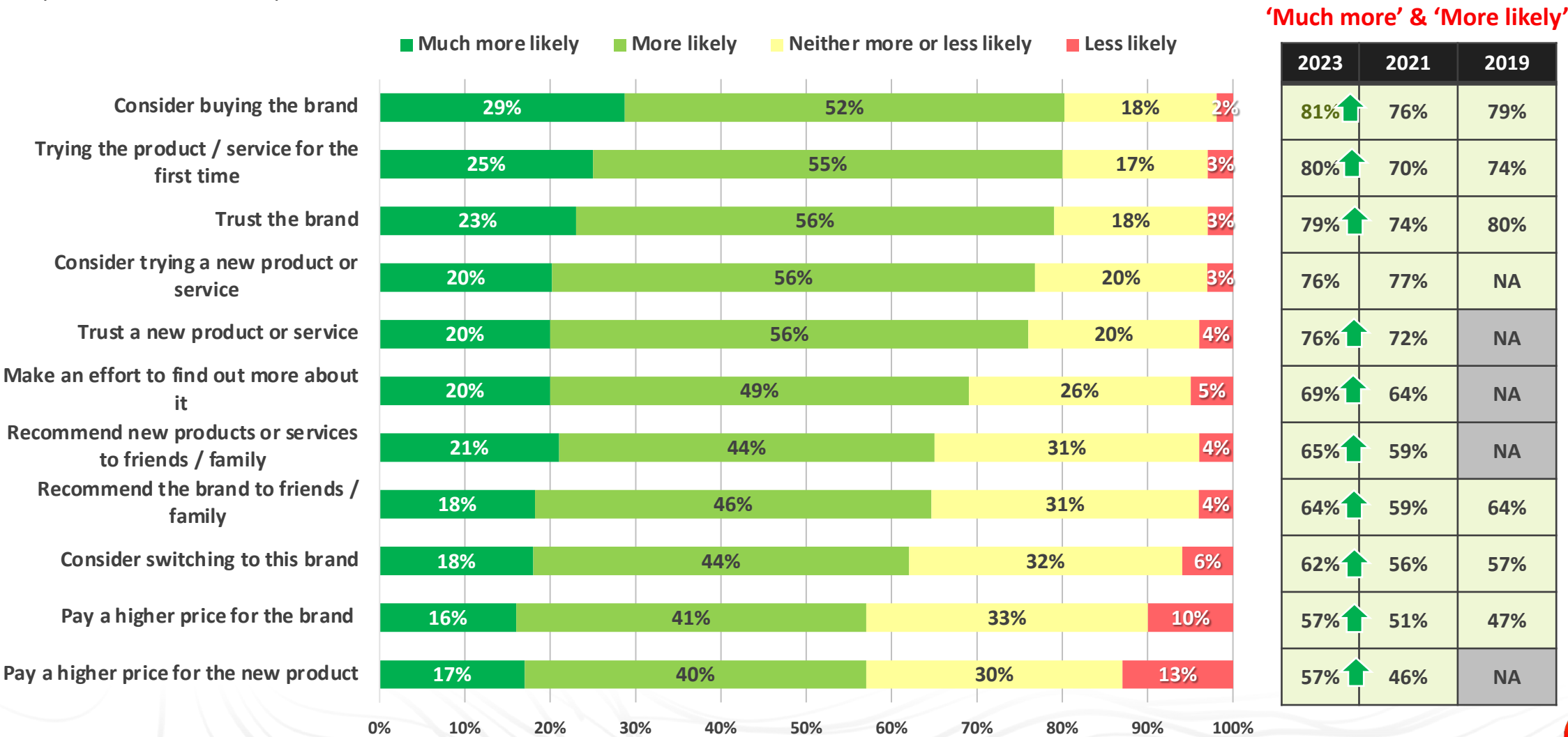


Question: When you see the Superbrands logo associated with a product or service, which of the following statements would you agree with?

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



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

Superbrands Consumer Survey

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