



The
MOST
INFLUENTIAL
BRANDS in Hong Kong
2019



RESULTS FROM IPSOS' 2019 STUDY

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ABOUT THE MOST INFLUENTIAL BRANDS

The 2019 Most Influential Brands study was conducted in 18 markets. In each market the study ranks 100+ brands according to their influence. The brands for Hong Kong cover a wide range of industries from retail, financial services, utilities, technology, consumers goods and entertainment. It includes global iconic brands as well as the home-grown brands.

This year's study polled a representative sample of 1000 people in Hong Kong people aged 18 or more in December 2019. More than 34,000 were surveyed worldwide.

HOW WE DEFINE INFLUENCE


Our R&D has established that there are 11 different aspects which determine a brand's influence.

Brands gain influence by establishing an emotional bond with their consumers. These are brands that consumers identify with, and are brands that create stickiness of use.

Brands are also influential when they change the way people behave: what they like to do, how they shop, how they interact with others and enable consumers to make smart choices.

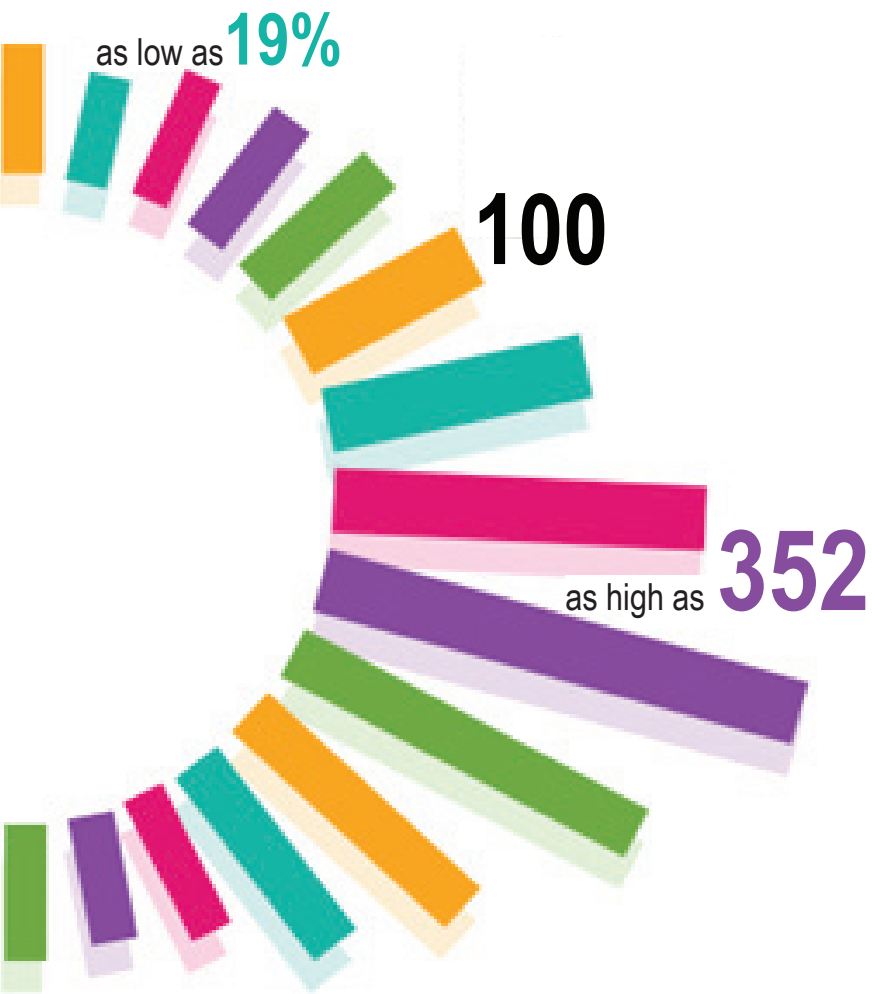
Brands that are influential also have a strong presence. These are brands that are relevant to consumers to the point that the brands become indispensable.

NATURE OF INFLUENCE



- identify with
- have an emotional relationship with
- has changed what you do in everyday life
- has change the way you shop
- has an impact on the way you interact with people
- has encouraged you to make smarter/ better choices
- is fundamental to your life
- Is relevant to your life
- made your life more interesting
- really important in the world today
- is part of everyday language

IPSOS INFLUENCE INDEX



Consumers rated brands on each of these 11 aspects. The scores were then converted to an index. The index of average brand is set as 100. For Hong Kong, the index scores ranged from as low as 19 to as high as 352 for the brand with the most influence.



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WHAT DRIVES INFLUENCE

The study also examines five key dimensions and how those drive the most influential brands in Hong Kong: **trustworthiness**, **presence**, being **leading edge**, **corporate citizenship** and **engagement**.

IS THE BRAND TRUSTWORTHY?

Trust consists of being dependable and being a brand in which consumers have confidence. The brand that is trusted is one that people recommend to friends and colleagues, a brand seen to understand consumer needs. Trust is key to maintain a strong relationship and drive loyalty with consumers.

DOES THE BRAND ENGAGE WITH CONSUMERS?

Brands that create engaging content are those that individuals are excited to see and want to share with their friends. In some cases, consumers are prepared to engage with brands by defending the brands against criticism. For some beauty brands, such as Shishedo and L'Oreal, a major part of their influence is derived from providing engaging advertising campaigns.

IS THE BRAND LEADING EDGE?

Brands gain influence by being innovative and trendsetting. They are brands that other brands are inspired to follow. Technology brands, and indeed brands that use technology to their advantage, are more likely to gain influence by being leading edge.

DOES THE BRAND HAVE PRESENCE?

Brands gain influence by their presence when they are widely used, widely advertised and are seen everywhere.

FINALLY, DOES THE BRAND PRACTICE GOOD CORPORATE CITIZENSHIP?

Brands that are environmentally and socially responsible are influential. They are brands that actively support the community and are seen to care about the world around them.



Across the 100 brands we looked at for Hong Kong, influence was most likely to be driven by areas of trust, engagement and being leading edge. However, what makes a brand influential is very different from one brand

to the next. Some brands in the study are influential because of how they are perceived in terms of presence, and others have strong perceptions of corporate citizenship.






FIVE DIMENSIONS DRIVING INFLUENCE



THE TOP 10

Brands that are technology-led dominate the top 10 Most Influential Brands in Hong Kong. The top brands comprise a combination of digital service, social media, technology, e-commerce and payment brands, along with one local transport brand.

The one factor that many of the most influential brands have in common is the frequency with which they are used. These brands are firmly entrenched in day-to-day life. The most influential brands are important and relevant; consumers identify with them. Consumers have an emotional relationship with these brands and, for many, they cannot imagine living their lives without them.

		INFLUENCE INDEX
1	 WhatsApp	352
2	 facebook	315
3	 Google	294
4	 Apple	276
5	 YouTube	249
6	 VISA	245
7	 Microsoft	223
8	 淘宝网 Taobao.com	222
9	 Instagram	196
10	 MTR	189





HOW THESE BRANDS BUILD THEIR INFLUENCE

WhatsApp – is the Most Influential Brand in Hong Kong, taking a lead over its parent company, Facebook. It is the most used mobile app and the most used messaging app in Hong Kong. The brand is well entrenched in everyday life, a brand that is 'used everyday'. It is also a highly trusted channel for communication.

The social media giant **Facebook** is in the 2nd place. It is influential in changing the way people interact with each other. Facebook is seen as bringing people together and creating connections through technology. Facebook also builds influence because consumers are willing to engage with it, and because it is seen as leading edge.

Google – the world's most popular Internet search site – ranks No. 3. Its influence comes from being a trusted and iconic brand. Hong Kong people expect Google will continue to get better with a strong future. Its continuous innovation contributes to a strong perception as being leading edge. It is seen as a brand that taps into consumers' needs and wants. It is perceived as a brand that identifies needs before people even know they are missing something.

Apple is the fourth Most Influential Brand in Hong Kong. It is influential in a way that people will identify with it, and as being part of everyday language.

The No. 5 Most Influential Brand for Hong Kong is **YouTube**. Its distinctive influence is in making people's life more interesting. The brand goes beyond videos of pet tricks and family fun but has expanded to tutorials, blogging and even original series. Hong Kong people say they have a high level of engagement with YouTube.

VISA ranks No. 6. It is the only financial services brand in the top 10. It is influential from the high levels of trust in the brand, and that Hong Kong people have confidence in VISA. VISA has demonstrated its commitment to data security and privacy, and put this as the foundation of their business.

In 7th place is **Microsoft**. While still known as a software company, Microsoft continues to re-invent itself. It is establishing its strength in gaming through Xbox. Expansion in other services include its purchase of LinkedIn, the development of the Microsoft Surface and its investment in cloud computing services. The brand exerts its influence as being seen as continuously innovating, maintaining its relevance to consumers to stay significant in the world.



It is no exaggeration that there is nothing you cannot find (tao) on **Taobao**. The brand ranks as the 8th most influential brand in Hong Kong. It has changed people's everyday life and the way they shop. Hong Kong people also consider Taobao to have made their life more interesting – that's the fun in Taobao.

Instagram is No. 9. It is another popular app in Hong Kong, synonymous with travel and experience. "The Camera eats first" has become a common phrase amongst Hong Kong diners. Instagram has been influential in changing the way people interact with each other. Many Hong Kong people claim to have an emotional bond with the brand.

Despite of many issues in 2019, **MTR** gained a position in the top 10. This is mostly driven by strong presence in everyone's lives. It is the only local Hong Kong brand that makes the top ten. Its services are seen as fundamental to the everyday life of Hong Kong people.



THE EMERGING INFLUENTIAL BRANDS

Four of the emerging influential brands – Alipay, WeChat, HKTVmall, Netflix – have been operating in Hong Kong for no more than 5 years. They are all tech platforms, deriving much of their influence from being leading edge brands.

Netflix launched its streaming service in 2007. It came to Hong Kong in **2016**, and in less than 4 years it has made it to the top 25 Most Influential Brands.

WeChat has been described as a “super app” because of its wide range of functions for messaging, social media and mobile payment.

Launched to the public in Hong Kong in 2017, **AlipayHK** is now recognised by more than 100 banks and accepted by 50,000 merchants stores. It claims to have over a million users in Hong Kong. Since its launch, the brand has invested significantly on advertising and aggressive promotions/ rebates with key retail chains and credit cards issuers.

HKTVmall was launched in 2015 as an online TV shopping platform and has now expanded to offer online-to-offline (O2O) stores. It has seen its customer base grow by 21% over 2018. Due to the coronavirus crisis, HKTVmall reported a 65% increase of daily orders in January compared to the previous year. Apart from being leading edge, customers are willing to engage HKTVmall. People are willing to support the brand on social media, and to seek out information on its website and fan pages.

Most Influential Brands in 11th to 25th place		Influence Index
11.	Alipay	185
12.	WeChat	181
13.	Wellcome	180
14.	HSBC	159
15.	Samsung	155
16.	ParknShop	147
17.	Mastercard	142
18.	Mannings	141
19.	Hang Seng Bank	140
19.	McDonald's	140
21.	HKTVmall	139
22.	Towngas	138
23.	China Light & Power	138
24.	IKEA	138
25.	Netflix	133



There are 5 retail brands in the Top 25. **Wellcome**, **Parkshop** and **Mannings**, are all established local grocery and consumer goods retailer brands. **McDonald's** is the only food retail brand in the top 25. Each of these four brands are influential due to their strong presence in the market. They each operate hundreds of stores in Hong Kong. They all advertise substantially and can be seen everywhere. These brands are aggressively expanding their footprint further through e-commerce and the use of delivery services.

Unlike other retailers, **IKEA** has built influence through its trustworthiness and engagement. IKEA is an established brand which is seen as understanding customers' needs; consumers will proactively look for updates from the brand.

China Light & Power and **Towngas** demonstrate another profile of influential brands. These two brands are influential due to perceptions of trust and corporate citizenship. Both are long established in Hong Kong. CLP has launched many initiatives to encourage the community to embrace low carbon lifestyles through renewable energy and energy conservation.

For the finance sector, we have **HSBC**, **Hang Seng Bank** and **Mastercard**. They are trustworthy brands and enjoy high visibility.

Samsung is the second most influential "devices" brand in Hong Kong, after Apple. It is has built its influence through a balance of all the different key core elements – trust, engagement, being leading edge, wide presence and corporate citizenship.



KEY TAKEWAYS

The Most Influential Brand study shows that there is no single recipe to build influence. Brands should strive constantly and consistently to understand how consumers are influenced. Examples including Google, Apple and Microsoft have demonstrated influence through innovation and adaption to change. Brands like Taobao, Instagram, Facebook use technology to shape behaviour. Other brands, particularly MTR and retail brands such as McDonald's or Wellcome, are influential due to their wide presence and use in daily lives.

ABOUT IPSOS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, Simplicity, Speed and Substance applies to everything we do.

Through specialization, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest caliber of people who have the ability and desire to influence and shape the future.

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