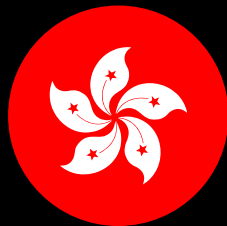


THE MOST INFLUENTIAL BRANDS IN HONG KONG

2021



GAME CHANGERS





RUNNING
10
since 2012

GOBALLYG

284535

PEOPLE



ARGENTINA CANADA
AUSTRALIA BELGIUM **Markets** 35
CHINA BRAZIL
EGYPT US COLOMBIA
KENYA FRANCE HONG KONG
DENMARK INDIA ITALY SOUTH AFRICA SWEDEN
SAUDI ARABIA MEXICO PERU CHILE NEW ZEALAND
SINGAPORE NETHERLANDS NIGERIA THAILAND
GERMANY RUSSIA URUGUAY TURKEY
SWITZERLAND ECUADOR UK TAIWAN UNITED ARAB EMIRATES

1028453535



*Traditional and Simplified Chinese

#IpsosMIB

102845353518

2000

INTERVIEWED

PEOPLE

1028453535182000



1028453535182000100



10284535351820001002878



INFLUENCE

MATTERS

NATURE OF INFLUENCE

INFLUENCE IS
COMPLICATED

IPSOS INFLUENCE INDEX

as high as **300**

100

as low as **31**

NATURE OF INFLUENCE

**HAVE AN EMOTIONAL
RELATIONSHIP WITH**

**HAS CHANGED WHAT YOU
DO IN EVERYDAY LIFE**

**HAS CHANGED THE WAY
YOU SHOP**

IDENTIFY WITH

**HAS AN IMPACT ON THE WAY
YOU INTERACT WITH PEOPLE**

IS RELEVANT TO YOUR LIFE

**HAS ENCOURAGED YOU TO MAKE SMARTER/
BETTER CHOICES**

**MADE YOUR LIFE MORE
INTERESTING**

**REALLY IMPORTANT IN THE
WORLD TODAY**

IS FUNDAMENTAL TO YOUR LIFE

IS PART OF EVERYDAY LANGUAGE

COVID

PRESENCE

CORPORATE CITIZENSHIP

LEADING EDGE

TRUSTWORTHY

ENGAGEMENT

6 DIMENSIONS DRIVING INFLUENCE

24% **ENGAGEMENT**



Dimension	Percentage
Engagement	24%
Trustworthy	23%
Leading Edge	20%
Corporate Citizenship	17%
Presence	14%
COVID	2%

23% **TRUSTWORTHY**

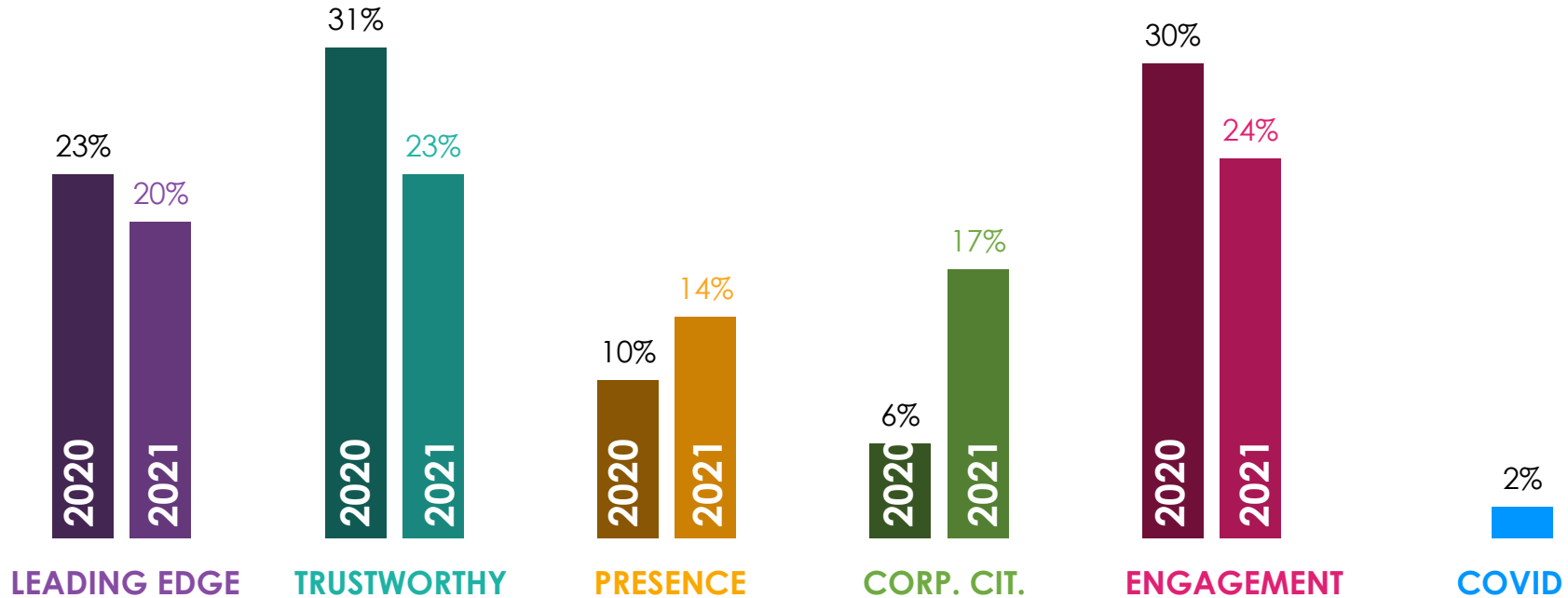
20% **LEADING EDGE**

17% **CORPORATE CITIZENSHIP**

14% **PRESENCE**

2% **COVID**

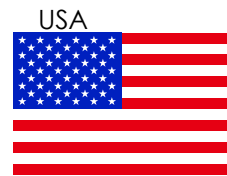
DRIVERS OF INFLUENCE OVER TIME



LOCAL BRANDS

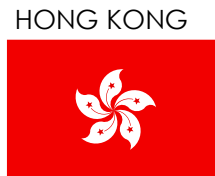


TOP 10 PER MARKET



USA

10



HONG KONG

2



S. ARABIA

4



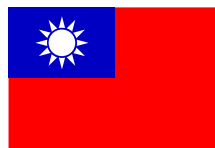
ECUADOR

3



GERMANY

3



TAIWAN

2



UK

2



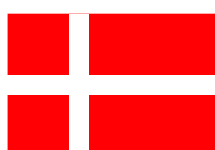
BRAZIL

1



CANADA

1



DENMARK

1



EGYPT

1



MEXICO

0

TOP 25 PER MARKET

USA 	22	HONG KONG 	8	S. ARABIA 	6	ECUADOR 	5
GERMANY 	8	TAIWAN 	3	UK 	6	BRAZIL 	6
CANADA 	7	DENMARK 	7	EGYPT 	5	MEXICO 	3

TOP

25


MOST INFLUENTIAL BRANDS

in Hong Kong



The countdown...

25 (na)  foodpanda

24 (na) 

23 (19)  恒生銀行
HANG SENG BANK


22 (38) 

21 (14)  HSBC

20 (25) NETFLIX

19 (23) CLP  中電


18 (17) 

17 (20) 

16 (12)  WeChat

15 (15) SAMSUNG

14 (13)  惠康 wellcome

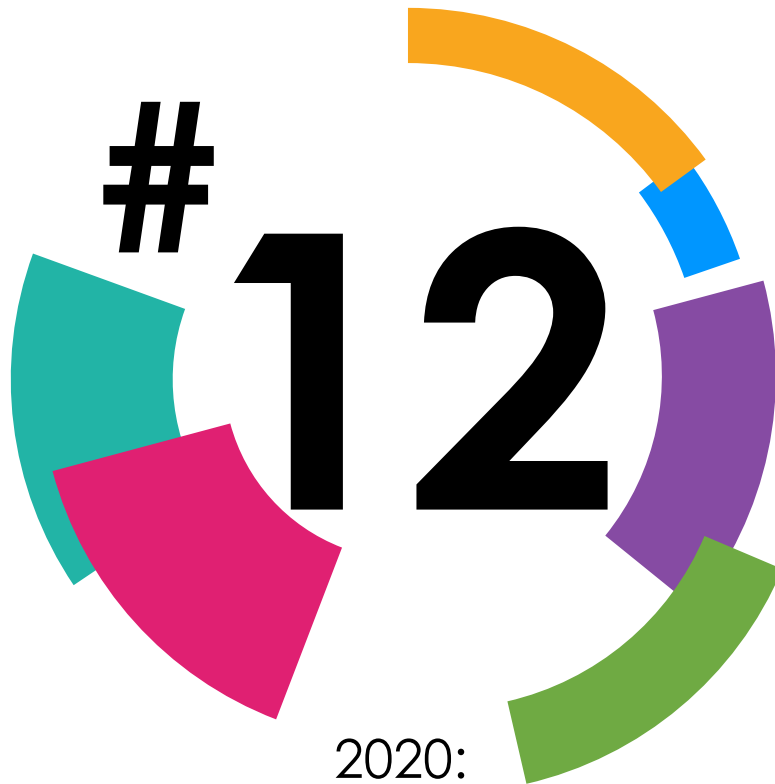
13 (9) 

12 (21) HKTV mall 

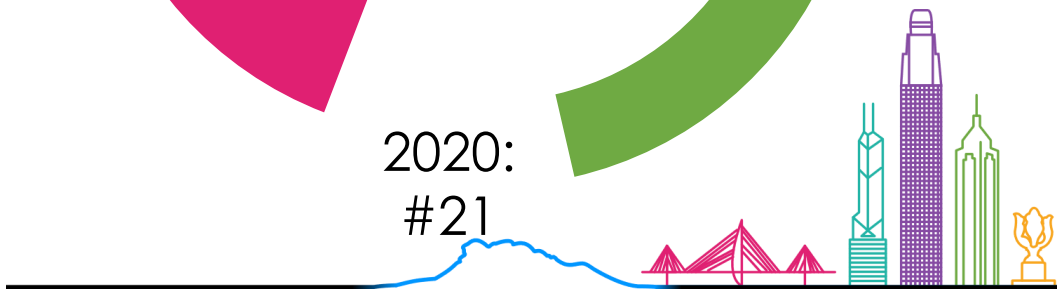
11 (8) 淘宝网
Taobao.com

Case Study

HKT
TV
mall



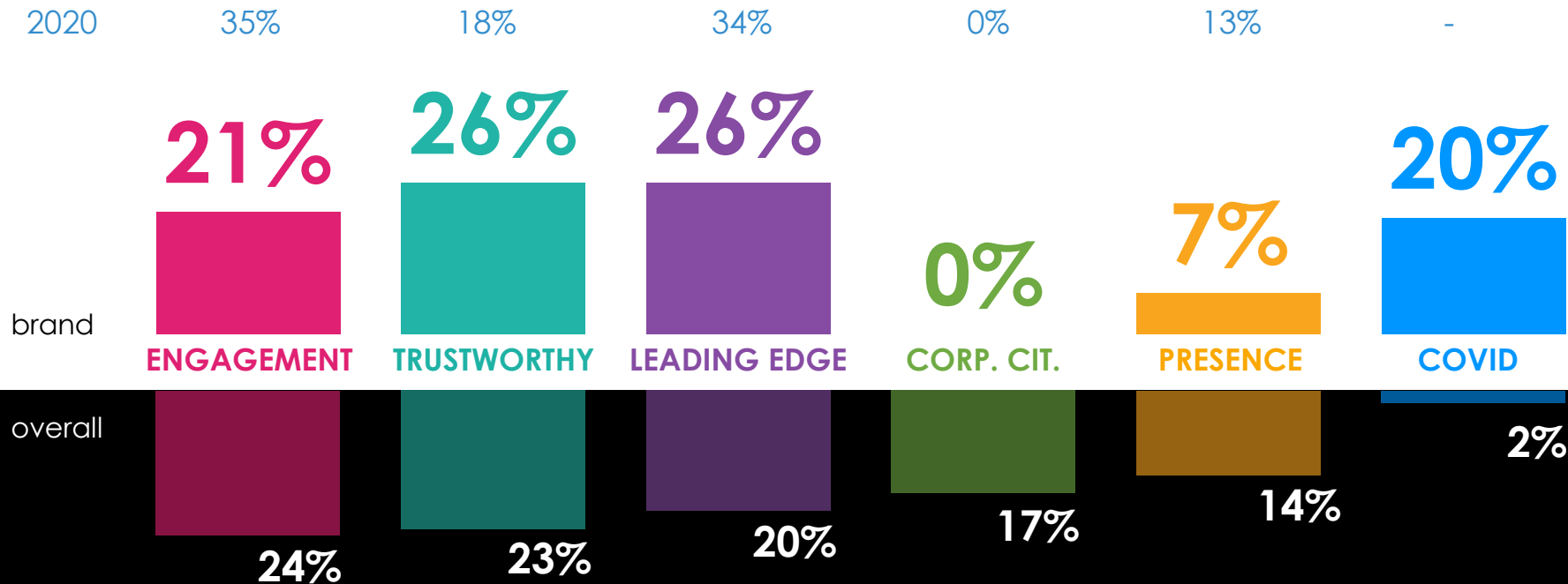
2020:
#21



#12

ipsos
influence
score
188

HKTVM
mall





ipsos
influence
score
188

HKTVMall



HKTVMall in numbers:

- An e-commerce market leader under COVID-19
- Gross merchandise value grew by 114%*
- Net profit amounted to HK\$183.6 million in 2020*
- Partnership with more than 4200 merchants & suppliers



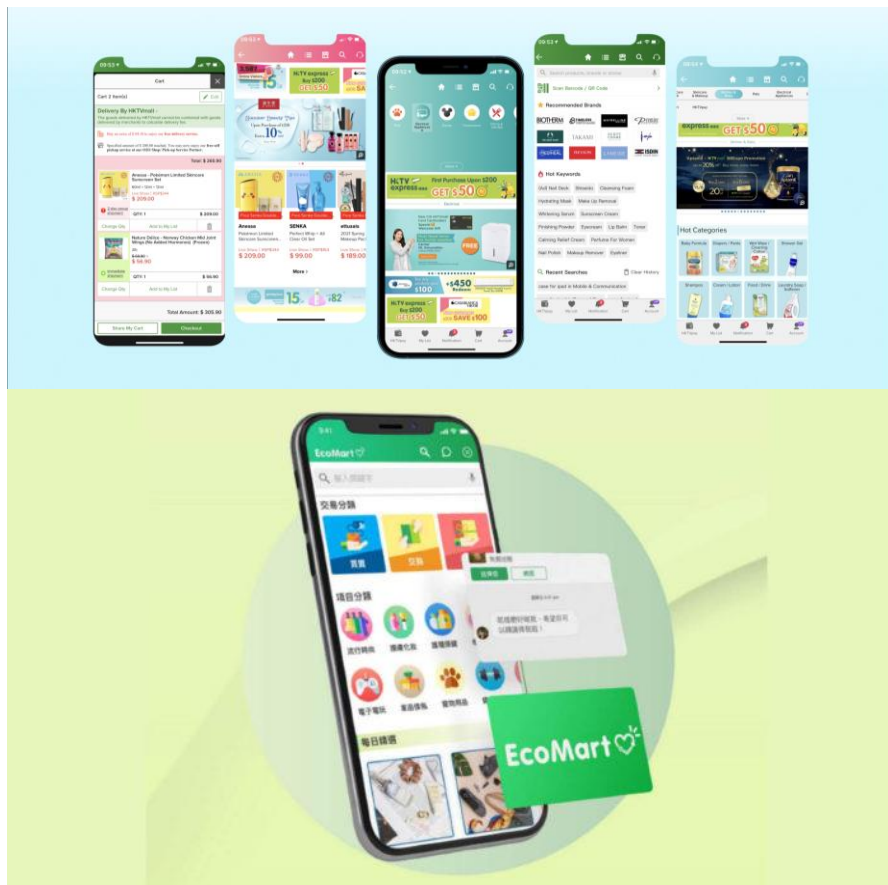
*Source: HKTVMALL 2020 Dec



Launched e-wallet “HKTVpay”

More user-friendly HKTVmall app is designed

*Source: HKTVMALL 2020 Dec



TOP

10

MOST INFLUENTIAL BRANDS

in Hong Kong



#

10

2020: #16





2020

Ipsos
influence
score
196



25%

30%

7%

0%

38%

na

31%

15%

0%

6%

33%

15%

brand

ENGAGEMENT

TRUSTWORTHY

LEADING EDGE

CORP. CIT.

PRESENCE

COVID

overall

24%

23%

20%

17%

14%

2%



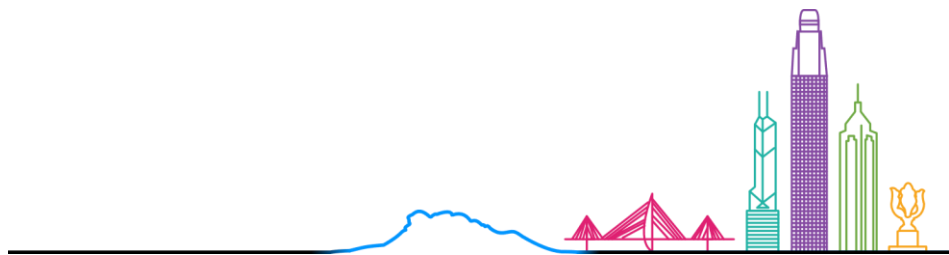
- **Presence:** ParknShop is a leading supermarket chain with over 260 stores in Hong Kong.
- Over the past year, it has undertaken several marketing campaigns and promotions to boost sales and successfully encouraged higher local consumption during **Covid:**
 - Launched the “Cross-Merchant Consumer Spending Stimulation Reward Scheme” to encourage local consumption
 - Opened up Moneyback loyalty programme to help retailers promote their business for free.
 - Donated 1.8 Million WatsMask as incentive to promote cross-retailer shopping
 - PARKnSHOP gave out 8,800 goodie bags to thank its employees for their efforts to keep stores open and safe while maintaining necessary supplies for shoppers.



#

9

2020: #7

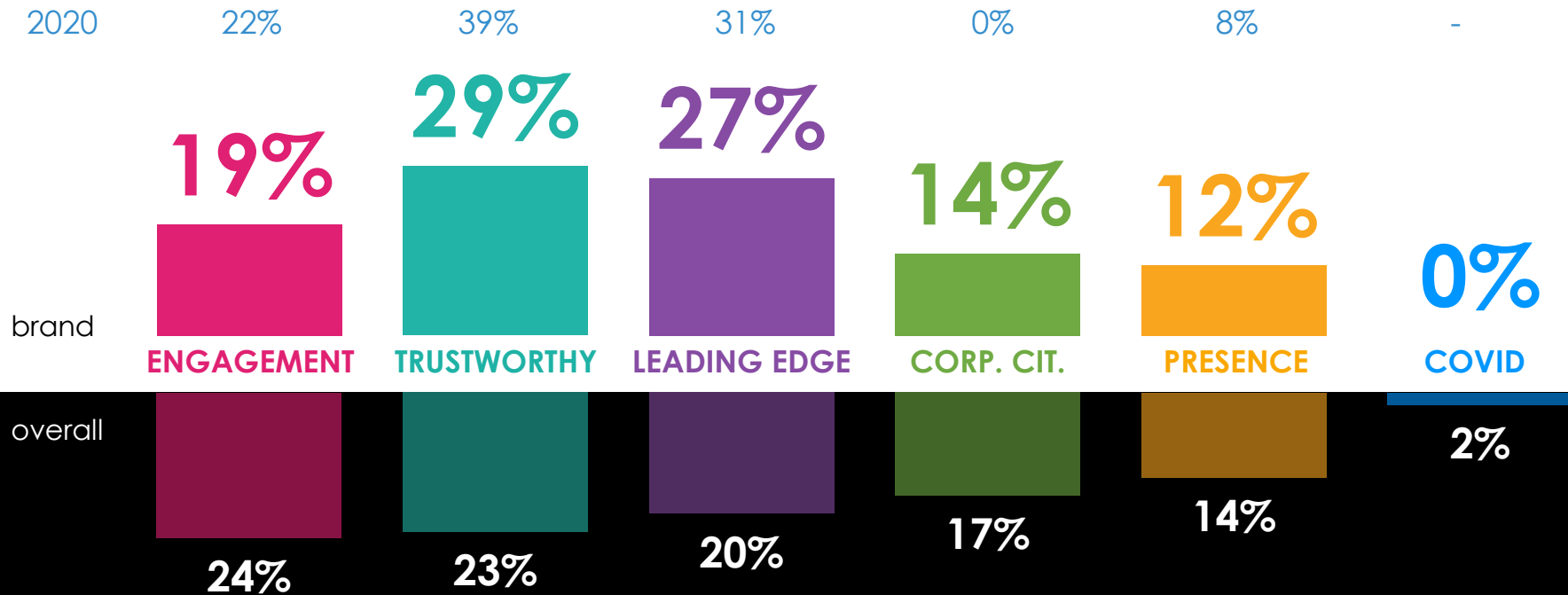




ipsos
influence
score
198



Microsoft





Over the past year, Microsoft has continued to introduce new technological tools and embraced a skills-based economy, showing its **Leading-Edge** side:

- Introduced new technological solutions to support educators in enhancing digital classrooms performance
- With HK businesses embracing hybrid work evolution, Microsoft Teams noticed 894 percent growth, more than Zoom by mid-2020

Microsoft also emphasized its **Corporate Citizenship** commitments with several initiatives:

- Provided support to local aviation workforce in acquiring digital skills to embrace the inclusive skills-based economy
- Facilitated HSBC SME customers in their digital transformation journey through the strategic partnership program with HSBC



#

8

2020: #10





2020

16%

28%

0%

ipsos
influence
score
198



MTR 港鐵



9%

47%

-

brand

13%

ENGAGEMENT

27%

TRUSTWORTHY

0%

LEADING EDGE

15%

CORP. CIT.

43%

PRESENCE

2%

COVID

overall

24%

23%

20%

17%

14%

2%



MTR Corporation Limited's new corporate strategy - "Transforming the Future", issuing new Green Bond and set a 3-year program to enhance customer experience on using digital technologies and boost its core operations with innovation, technology and new capabilities seem to have made an impact:

- **Corporate Citizenship:** Issued a new Green Bond to support the Corporations sustainable development
- **Presence:** Opened three new stations on Tuen Ma Line – Hin Keng, Diamond Hill and Kai Tak stations
- **Engagement:** Announced a 3-year program for implementation of the digital road map in enhancing customer experience



#

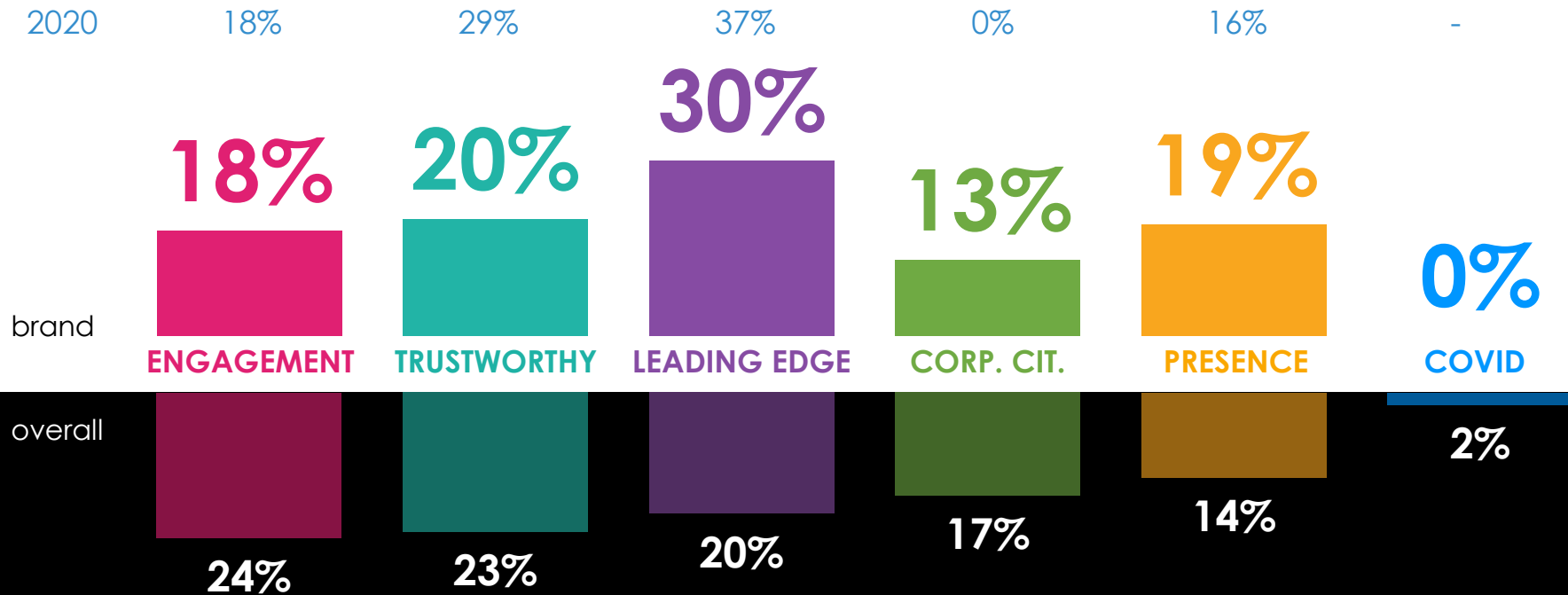
7

2020: #11

AlipayHK



ipsos
influence
score
203





AlipayHK



Alipay's ranking is boosted by its provision of a convenient and fast payment service, which has taken the lead to promote smart mobility in Hong Kong. It also collaborated with different merchants on different initiatives in Hong Kong, pushing its **Presence** and **Leading-Edge** factors:

- **Presence:** Alipay app “EasyGo” can now be used for taking MTR, buses, minibuses, or other means of transportation
- Increased visibility through partnerships with retailers and restaurants for in-app payment with QR code-based system and promotional discounts offered (e.g., Alipay e-stamps, digital coupons, vouchers, etc.)
- **Leading-Edge:** Alipay to provide one-stop bill payment platform
- Successfully incentivized more merchants and customers to engage in digital transformation as well as attract more business opportunities



#

6

2020: #6

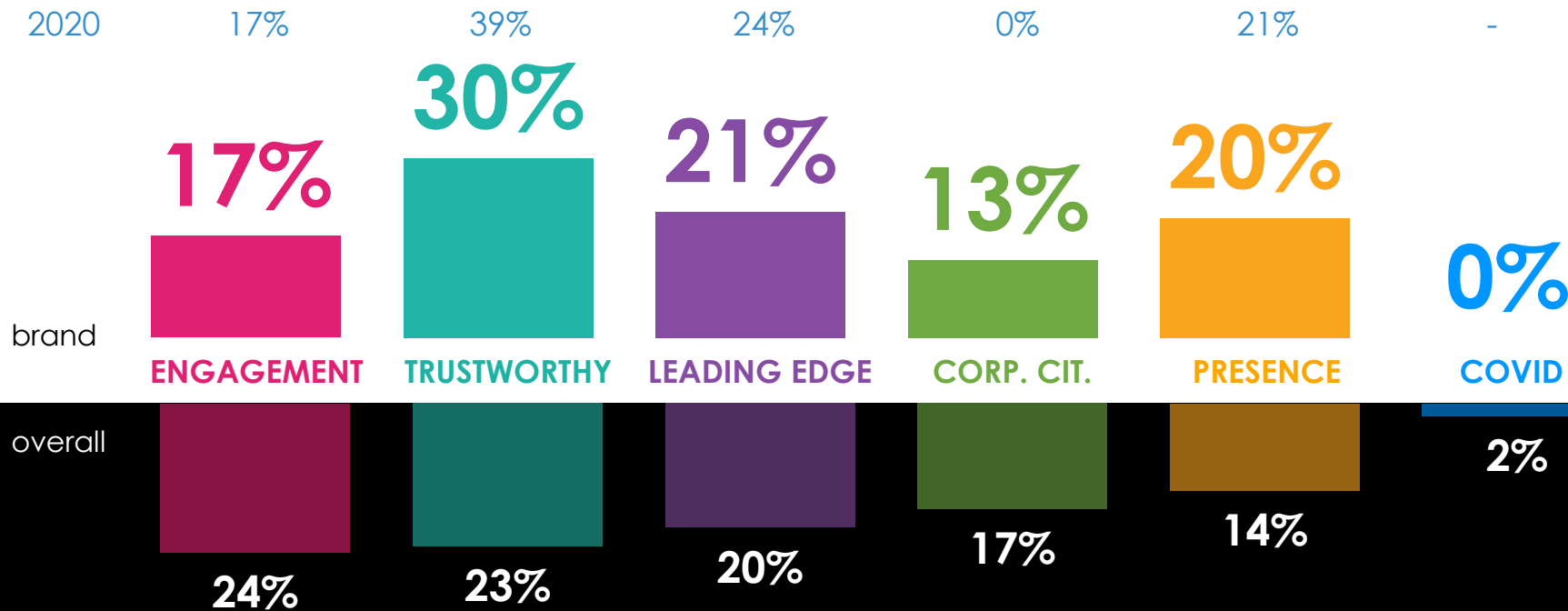
VISA





ipsos
influence
score
208

VISA





Visa has formed several partnerships with different brands providing an innovative payment tool that greatly raised demand for digital payment:

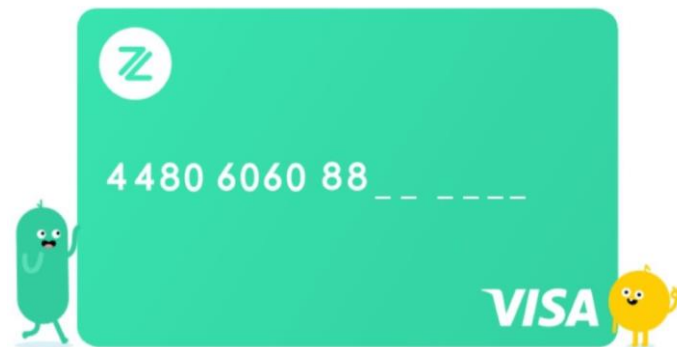
- **Leading Edge:** The first to provide multi-currency payments for online merchants and trading company
- Provided user-friendly solution for SMEs online business, such as an eCommerce Starter Package enabling SMEs in Hong Kong to set up simply and sell quickly through SHOPLINE's online platform
- **Corporate Citizenship:** Launched new initiatives supporting SMEs, e.g., developed the Airwallex Borderless Card that allows users to make cross-border B2B payments easier



憑Visa卡訂購
SHOPLINE開店方案
尊享首年7折優惠*

選擇新年度訂閱費用
可享達30% O2O組合方案折扣

VISA | SHOPLINE



#

5

2020: #2

facebook®

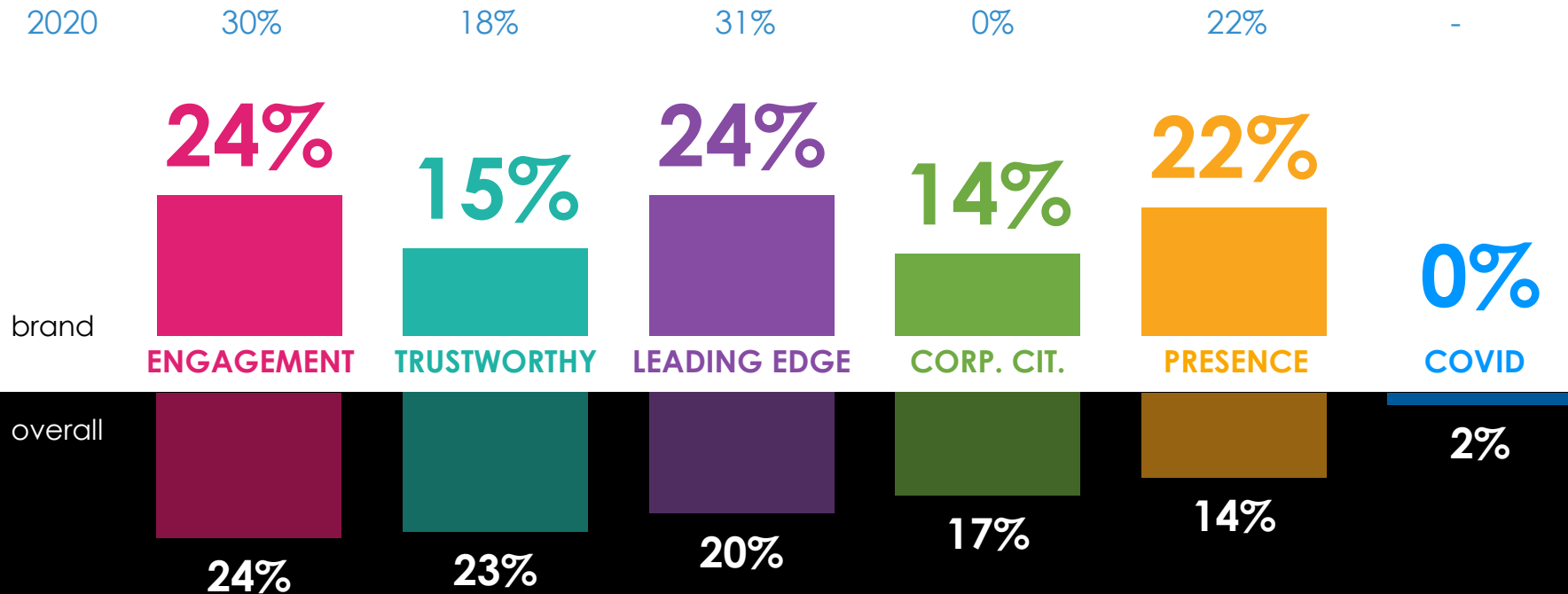
#IpsosMIB



ipsos
influence
score

229

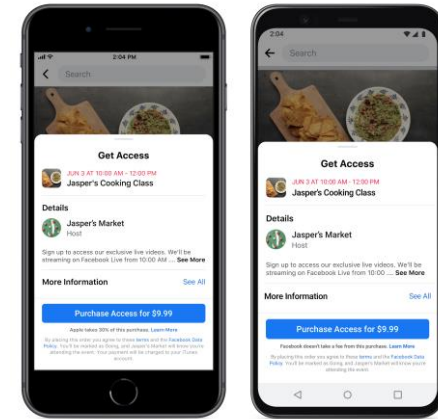
facebook.





Facebook is one of the most-used social media platforms in Hong Kong, with about 6.6M users as of July 2020*.

- **Presence:** Expanded Paid Online events in 24 markets, including Hong Kong, which allow users to limit access and content distribution to those who have registered to the event
- **Corporate Citizenship:** Updated platform safety and integrity rules to address users' concerns
- Broke down its Ad Policy Review process to increase transparency
- **Engagement:** Updates on several functions on Facebook, e.g., Facebook algorithm boosts the posts that users are likely to be interested in on news feed and hides the posts that your behavior indicates you won't engage with



*Source: Statista

#

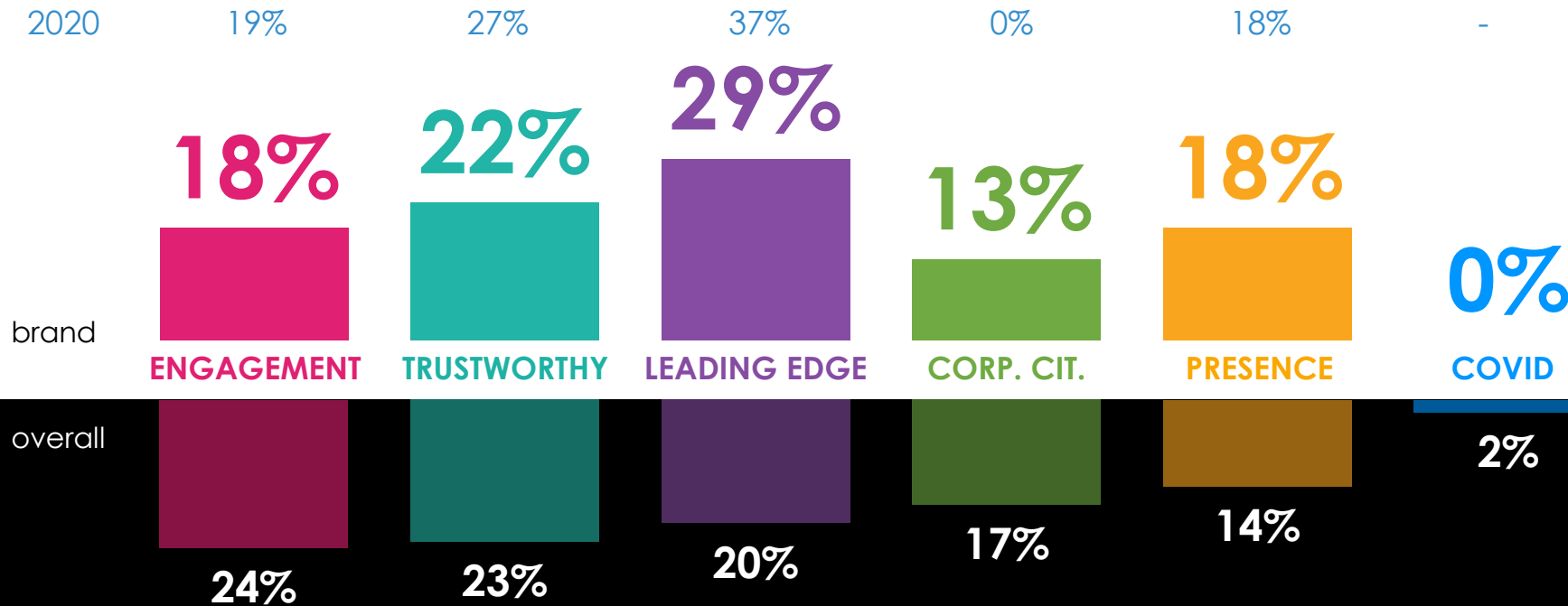
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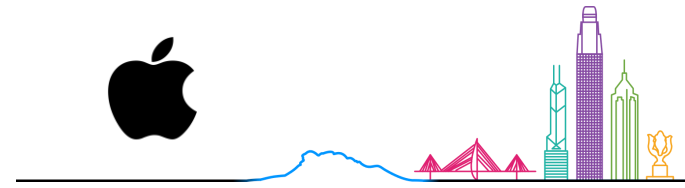
2020: #4





ipsos
influence
score
247





Apple's **Presence** score can be explained by the fact that it accounted for 45% of the smartphone market in Hong Kong*.

Its **leading-edge** score comes from a lot of innovative activity over the past year, despite the absence of a new phone:

- M1 computer chip delivers faster CPU and GPU performance for Mac
- iOS 14 ability to unlock when attempting to use FaceID while wearing a mask
- iOS 14.5 offers new features and more privacy controls
- Airtag, a small and lightweight accessory that assists iPhone users in locating a lost item

Corporate Citizenship:

- Announced along with Green NGO Friends of the Earth that the company is already carbon neutral and plans to expand this to its overall supply chain.

*Source: Statista (Dec 2020 data)



#

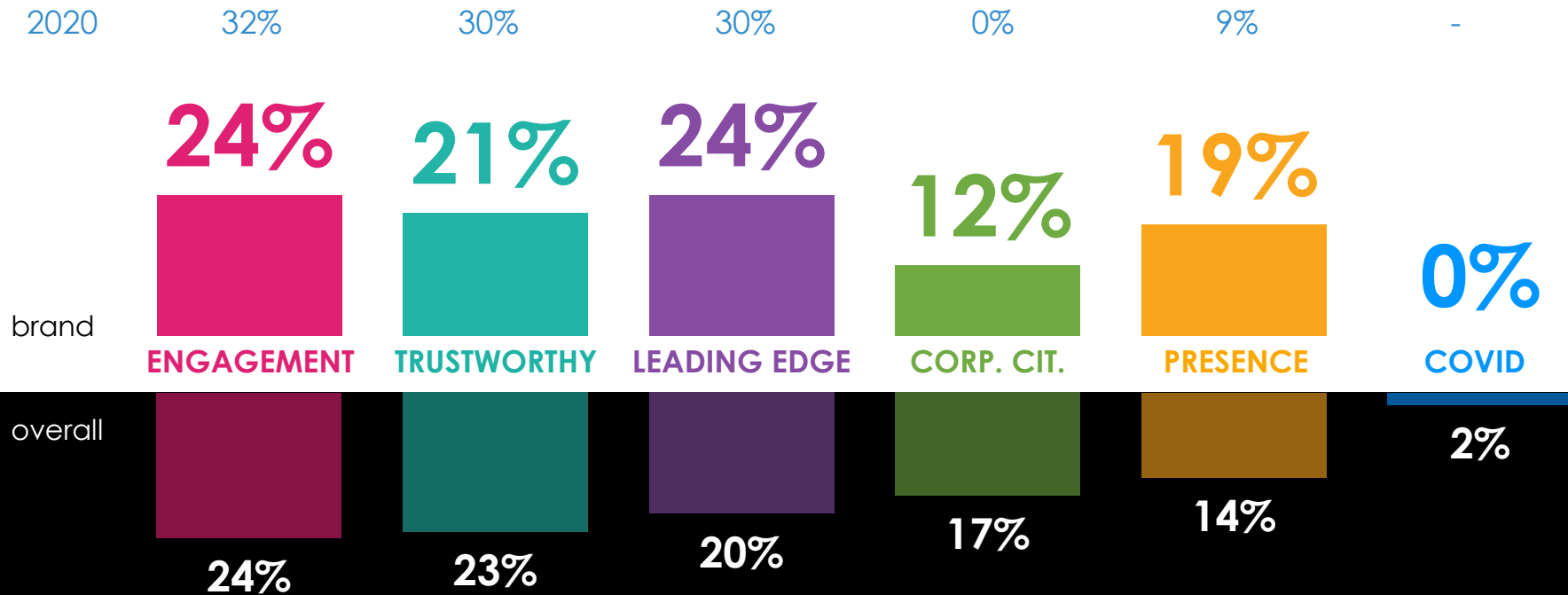
3

2020: #5





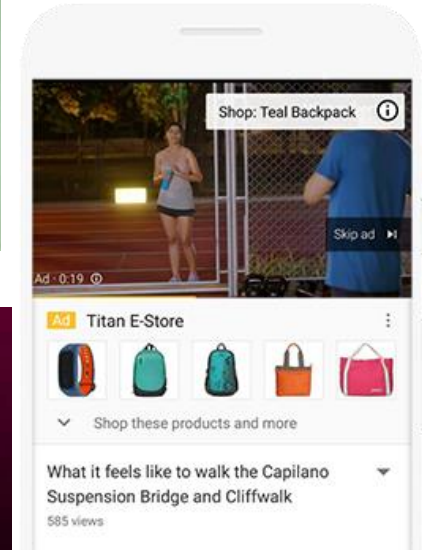
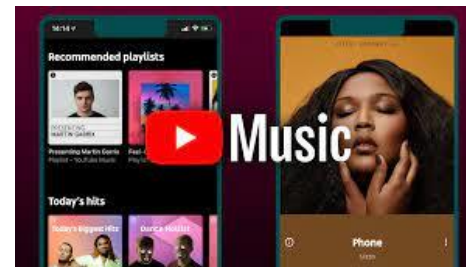
ipsos
influence
score
253





YouTube's **Presence** is easily understood as it ranked as the most-used social media platform with a penetration rate of 87%* - and the second most visited website in Hong Kong.

- **Leading-edge:** Introduced new features in YouTube, such as buying featured products in YouTube Videos directly
- **Corporate Citizenship:** Removed content that experts say could lead to real world harm, such as COVID-19 misinformation videos



*Source : WeAreSocial

#

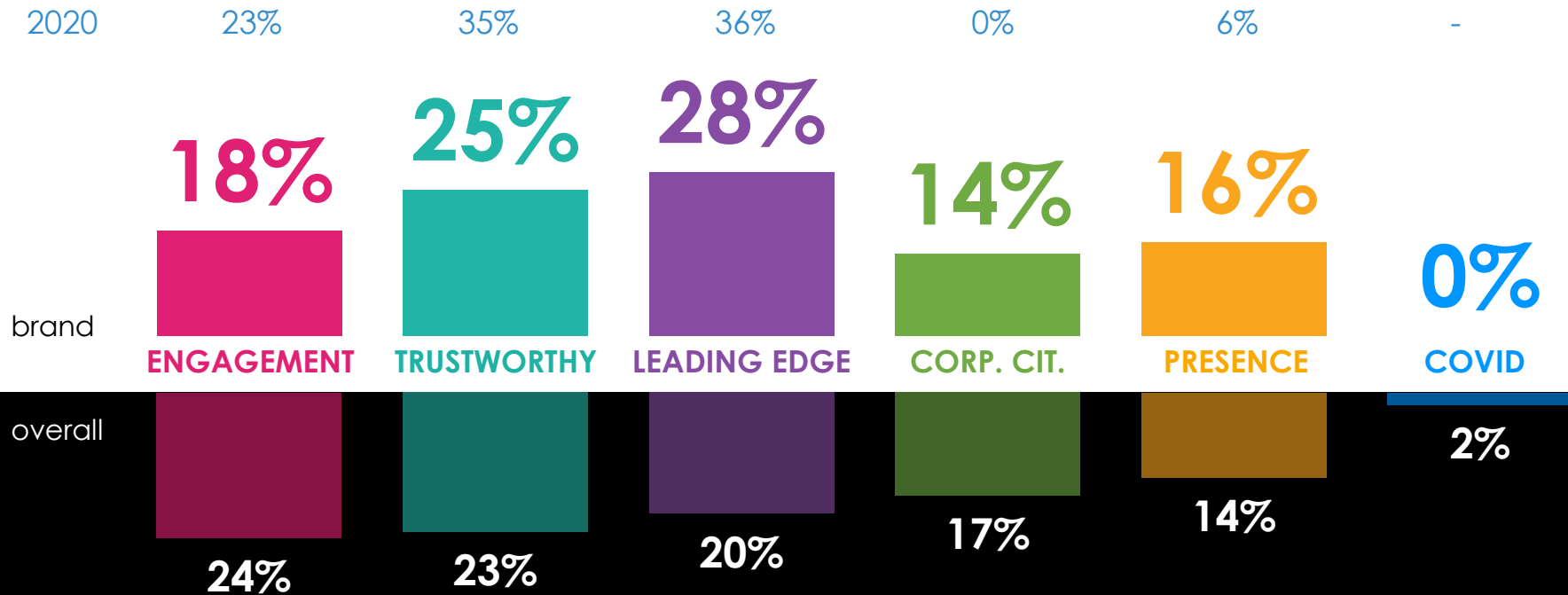
2

2020: #3

Google



ipsos
influence
score
285



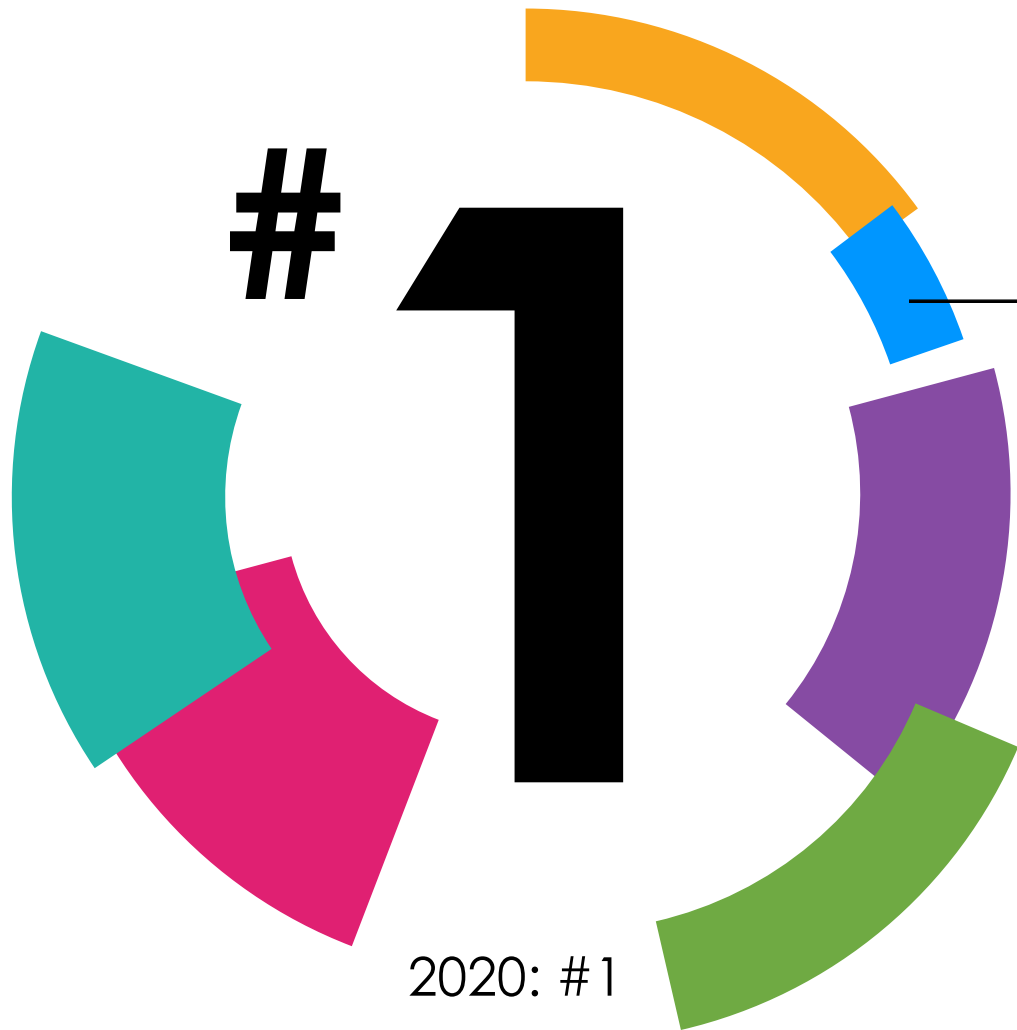


Google's **Presence** is no surprise considering it is the leading search engine in Hong Kong with over 93% share* across all devices and ranks as the most-visited website in Hong Kong.

- Another factor explaining its **Presence** score includes open features allowing anyone with an email address to sign up free for Google Meet and enjoy the same features available to business and education users.
- **Leading-edge:** Introduced MUM, a new language model, to research complex tasks in one single query
- **Corp Citizenship:** New features and enhancements available in Google Meet, as well as special features for teachers and students

*Source: Statista





WhatsApp

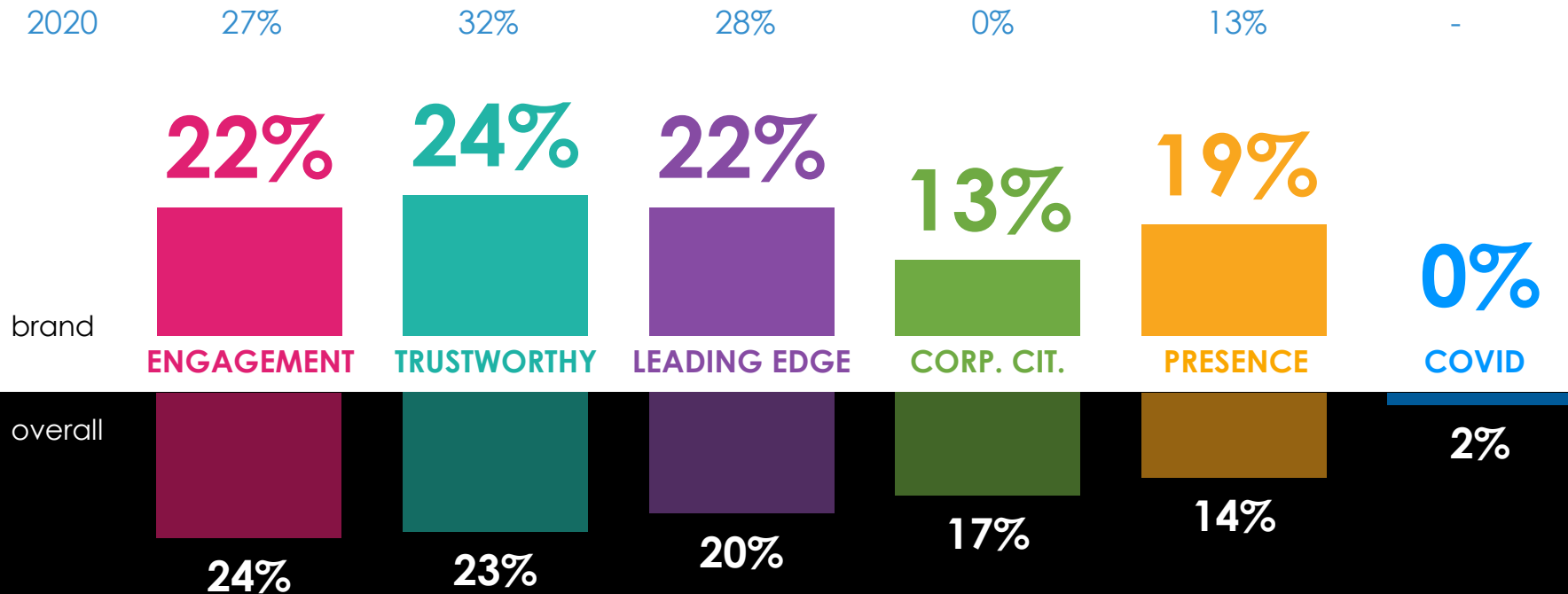




ipsos
influence
score
300



WhatsApp





WhatsApp is ranked the first in the number of active users among mobile app users and the second most-used social media platform in HK, with a penetration rate of 84%*.

- **Covid/Leading edge:** Introduced new features to enhance users' experience, e.g., WhatsApp Chatbot helps to check if anyone in your area has COVID-19
- **Presence:** Various organizations use WhatsApp to provide value added services, e.g., Office of the Government Chief Information Officer, BOC Life Chat, Cigna Hong Kong etc.

*Source : WeAreSocial



WhatsApp



SUCCESS STORY






The global health service leader used a WhatsApp-powered virtual assistant to significantly improve customer service, achieving a 3X faster response time for customer enquiries.

RECAP

TOP 10

**MOST
INFLUENTIAL
BRANDS**

in Hong Kong

- 1 | (1)  WhatsApp
- 2 | (3)  Google
- 3 | (5)  YouTube
- 4 | (4)  Apple
- 5 | (2)  facebook



- 6 | (6)  VISA
- 7 | (11)  AlipayHK™
- 8 | (10)  MTR 港鐵
- 9 | (7)  Microsoft
- 10 | (16)  PARKnSHOP

(2020)

TOP

10

BRANDS BY AGE GROUP

in Hong Kong





18-34

- 1 | Google
- 2 | YouTube
- 3 | Instagram
- 4 | WhatsApp
- 5 | Apple
- 6 | HKTV mall
- 7 | facebook
- 8 | PARKnSHOP
- 9 | NETFLIX
- 10 | 淘宝网 Taobao.com



35-44

- 1 | Apple
- 2 | Google
- 3 | facebook
- 4 | WhatsApp
- 5 | VISA
- 6 | YouTube
- 7 | PARKnSHOP
- 8 | Alipay HK
- 9 | MTR 港鐵
- 10 | Instagram



45-54

- 1 | WhatsApp
- 2 | YouTube
- 3 | VISA
- 4 | PARKnSHOP
- 5 | Apple
- 6 | WeChat
- 7 | 淘宝网 Taobao.com
- 8 | facebook
- 9 | HKTV mall
- 10 | SAMSUNG



55-64

- 1 | WhatsApp
- 2 | Google
- 3 | YouTube
- 4 | Apple
- 5 | facebook
- 6 | VISA
- 7 | Alipay HK
- 8 | MTR 港鐵
- 9 | Microsoft
- 10 | PARKnSHOP



TOP

FINANCIAL SERVICES BRANDS

DINING BRANDS

AUTOMOTIVE BRANDS

CONSUMER ELECTRONICS
BRANDS

CONSUMER GOODS BRANDS

BRANDS by Category











in Hong Kong



Most Influential FINANCIAL SERVICES BRANDS

in Hong Kong



(1)	1		(8)	6	
(2)	2		(7)	7	
(3)	3		(5)	8	
(4)	4		(10)	9	
(6)	5		(9)	10	

Top 10 out of 12 brands

(2020)

Most Influential DINING BRANDS

in Hong Kong



(1)	1		(3)	5	
(2)	2		(7)	6	
(6)	3		(5)	7	
(4)	4		(8)	8	

(2020)

Most Influential AUTOMOTIVE BRANDS

in Hong Kong




(1) 1 | 

(3) 2 | 

(2) 3 | 

(5) 4 | 

(6) 5 | 






(4) 6 | 

(2020)

Most Influential CONSUMER ELECTRONICS BRANDS

in Hong Kong



(1)	1		(8)	6	
(2)	2	 Microsoft	(7)	7	
(3)	3	SAMSUNG	(6)	8	PHILIPS
(5)	4	Panasonic	(9)	9	
(4)	5	SONY			

(2020)

Most Influential CONSUMER GOODS BRANDS



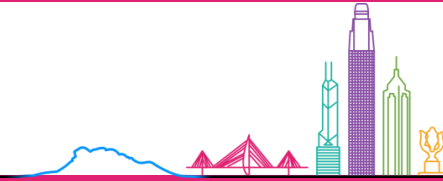
in Hong Kong

(1)	1		(7)	6	
(na)	2		(4)	7	
(2)	3		(8)	8	
(3)	4		(6)	9	
(5)	5		(11)	10	

Top 10 out 15 brands

(2020)

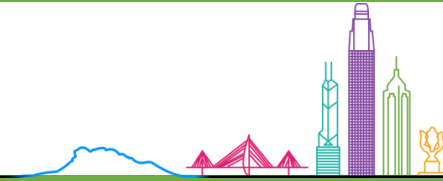
TAKE-AWAYS:



1

Covid-19 brought a clear shift in priorities among HK consumers

TAKE-AWAYS:



2

Response to Covid-19 helped local brands make gains

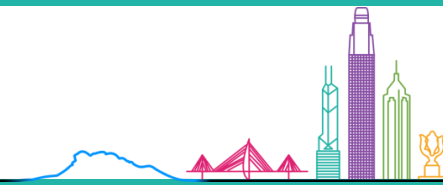
TAKE-AWAYS:



3

Corporate Citizenship
played a critical role
in building influence

TAKE-AWAYS:



4

Retailers have
gained larger
influence than banks

Most Influential Brands – Individual reports

A decorative graphic in the top right corner consisting of several thin, curved lines in various colors (pink, orange, green, blue, purple, black) that sweep from the top right towards the center of the slide.

Get your personalized report now!

- Formal Presentation including customized chapter on your Brand including the impact of the five dimensions of Influence for your brand vis-à-vis your category and top competitors and your brand's performance on top attributes within the key dimensions of influence
- An Excel based scorecard for your brand and your category competitors on the 57 measures included in the study, with a sample size of $n = 2,000$ for HK, and relevant segment breakdowns.
- The Full Ranking of the 100 Brands

THANK YOU

GAME CHANGERS

