

Press Release

FOR IMMEDIATE RELEASE

**BRAND ALLIANCE REVEALS ASIA'S TOP INFLUENTIAL BRANDS
IN SINGAPORE**

Singaporean Brands Top F&B Categories

Rise of Chinese Brands and Other Asian Brands among Singapore Consumers

SINGAPORE (July 22, 2015) – Brand Alliance, through its brand leadership platform **Influential Brands**[®], is pleased to announce 2015 Asia's Top Influential Brands, backed by consumer insights derived from 3 consolidated-years (2015, 2014, 2013) of extensive research and field surveys in Singapore.

This year, the scope of Asia's Top Influential Brands award was expanded to cover over 100 categories, ranging from food and beverage (F&B) and fast-moving consumer goods (FMCG), to financial services and property development. To determine Asia's top influential brands, Brand Alliance combined research gained from field consumer insights, analysing the branding qualities, social listening and impact of these brands on consumers through face-to-face and online surveys with more than 4,000 consumers to assess brand favourability and top-of-name recall.

Home-grown Brands Remained as Top Favourites

In 2015, Singaporean brands continue to dominate the local landscape, notably in the F&B industries. Familiar household favourites such as *BreadTalk*, *MrBean*, *NTUC FairPrice*, *Pet Lovers Centre*, *SK Jewellery* and *Jumbo Seafood* scored high recognition and favourable perception amongst consumers. Besides that other strong Singaporean brands such as *Tiger Beer*, *UOB Bank* and *Singapore Airlines* were also voted and highly regarded for their market leadership on both regional and global fronts.

Changes in Market Dynamics Led to the Emerging Chinese and other Asian Brands

As a result of globalisation and internationalisation, consumers are increasingly well-travelled, with their rising affluence contributing to a greater exposure and acceptance of Asian brands. Based on the consolidated research results, market dynamics have also changed significantly over the past three

Press Release

years, particularly across consumer tastes and preferences, brand dynamics and country-specific brands. Geographically, the rise and growth of Chinese brands in Singapore have been among the most notable developments, from no recognition and recall in previous years, to becoming well-known by many consumers in Singapore. Some of these brands have become sizeable players in their respective fields, ranging from smartphones (*Huawei* [65.7%], *Oppo* [34.5%]), financial services (*Bank of China* [66.2%]), e-commerce (*Taobao* [51.2%]) and airlines (*China Eastern* [39.3%]).

Southeast Asian brands, particularly those from Malaysia, Indonesia and Thailand were also named, particularly in the F&B (*PappaRich* [62.3%], *Thai Express* [80.8%]), FMCG (*Julie's Biscuits* [76.3%]) and commodities sectors showing the diversity of flavours and interest among Singaporeans. In line with previous years' surveys, Hong Kong brands namely *Cathay Pacific Airways* (77.1%) and *Watsons* (74.7%) continued to secure their leadership positions within the branding spectrum, with consumers viewing these brands in the highest esteem.

“It’s not surprising that these brands are top brands in Singapore”, said Jorge Rodriguez, Director of Strategy at Influential Brands®. “These results revealed that there is an evolution on consumers’ perception towards brands and their openness to embrace new brands regardless of the country of origin is greater than ever. The new generation of consumers are including a new set of considerations in their decision process including recommendations from trusted sources and brand credibility alongside the traditional considerations such as value for money and functionality. This is creating great opportunities for Chinese Brands to reposition themselves as the new generation of regional and global brands. The Influential Brands® logo represents a vote of consumer confidence and approval, as well as a testament to the years of efforts invested in building, maintaining and strengthening the brands.”

The study showed that brands with high recall and favourability among consumers were united in their brand engagement approach. Where the variables were equal (for example, in the F&B categories: location, convenience and price), consumers gravitated towards brands that built brand presence and likability via channels of trust and products and marketing activities that meet their expectations. In categories with intense competition, brands with cross-generational appeal, for instance *Old Chang Kee*, *BreadTalk* and *NTUC FairPrice* ultimately topped their categories.

Please refer to the attached APPENDIX for the full list of 2015 Asia’s Top Influential Brands.

Press Release

ABOUT BRAND ALLIANCE

Brand Alliance amasses more than 16 years in the industry, with proven track record in regional branding for businesses in Asia Pacific. From consumer insights, brand/store concept to packaging and digital branding,

Brand Alliance applies its unique COMPLETE BRAND INTEGRATION™ framework, which ensures a holistic approach for building sustainable brands. The Group dedicates itself to building long term relationships with clients having undertaken projects across Asia Pacific, Europe and USA. www.brandalliance.com.sg | consult@brandalliance.com.sg

ABOUT INFLUENTIAL BRANDS®

Influential Brands®, first-of-its-kind in Singapore and also the fastest growing brand leadership platform, recognises brand excellence of brands in Asia. The recognition combines branding qualities, influence and impact on consumers through extensive research. The recognition by consumers is a stamp of approval and feedback from consumers. The achievement is communicated in a mark of confidence in Singapore and other markets. The brand community also leverages the platform for thought-leadership, brand communications and as an extension of its marketing platforms. www.influentialbrands.com

For more information, please contact:

Jorge Rodriguez, jorgerodriguez@influentialbrands.com

Amy Lim, amylim@brandalliance.com.sg

Tel: +65 6223 5282

Press Release

Appendix

Table 1. Listing of 2015 Asia's Top Influential Brands

List in no order of preference or ranking.

No.	Brands	Categories	No.	Brands	Categories
1	Ah Huat White Coffee	Coffee	24	MindChamps	Pre-School Education
2	Banyan Tree	Hospitality & Spa	25	MMI	Pre-School Education
3	BreadTalk	Bakery	26	Mr Bean	F&B Kiosk
4	Beijing Tong Ren Tang	Traditional Chinese Medicine	27	Neo Garden	Caterer
5	Chang Beer	Premium Beer	28	NTUC FairPrice	Supermarket
6	China Eastern	Full Service Airline	29	NTUC Foodfare	Food Court
7	Chow Tai Fook	Premium Jewellery	30	OKI	Premium Cooking Oil
8	Comfort Design	Furniture	31	One15 Marina Club	Lifestyle & Yachting Hub
9	Cristofori	Music	32	Overseas United Enterprises (OUE)	Real Estate & Hospitality
10	Din Tai Fung	Asian Restaurant	33	PaperOne	Premium Paper
11	DirectAsia	Direct-To-Consumer Insurance	34	PappaRich	Asian Café
12	Eu Yan Sang	Traditional Chinese Medicine	35	Pet Lovers Centre	Pet Services & Products
13	Food Empire	Coffee	36	PropNex	Property Agency
14	Food Republic	Food Court	37	Putien	Chinese Restaurant
15	Fullerton Hotel	Heritage Hotel	38	Singapore Cruise Centre	Cruise & Ferry Tourism
16	Gong Cha	F&B Kiosk	39	SK Jewellery	Gold & Jewellery
17	Hosen	Fast Moving Consumer Goods	40	SongHe	Rice
18	Indoguna	Premium Food Provider	41	ThaiExpress	Thai Restaurant
19	Indomie	Instant Noodles	42	The Manhattan Fish Market	Western Restaurant
20	Julie's Biscuit	Biscuits	43	Toast Box	Asian Café
21	Jumbo Seafood	Seafood Restaurant	44	VERZTEC	Professional Business Services
22	MCC Land	Construction & Property Developer	45	Wang café	Asian Café
23	MIDEA	Consumer Electronics	46	Watsons	Personal Care Store & Retail Loyalty Card