

R3 DIGITAL ENSPIRE INDEX

2015
Q2

+ R3 DIGITAL ENSPIRE INDEX 2015 Q2

■ BRAND	■ BRAND	■ 2015 Q2 RANKING	■ AWARENESS	■ ENGAGEMENT	■ INVOLVEMENT	■ DIGITAL ENSPIRE INDEX
	Samsung	1	79.7	88.4	67.2	100.0
	Apple	2	78.0	82.8	64.8	95.1
	Coca-Cola	3	69.9	79.3	63.3	89.5
	Benz	4	35.7	94.5	73.5	89.4
	RIO	5	72.9	76.0	70.6	89.0
	Extra	6	72.9	72.1	82.3	87.7
	KFC	7	100.0	61.5	56.9	86.8
	Ferrero	8	12.6	100.0	87.5	86.7
	McDonald's	9	72.3	73.0	63.9	85.9
	Tsingtao Beer	10	53.7	81.9	61.9	85.4
	Volkswagen	11	76.0	66.5	78.5	84.3
	BMW	12	45.1	82.4	64.5	83.0
	Hershey's	13	9.6	93.2	70.1	78.6
	Baileys	14	3.5	89.8	100.0	77.7
	Dove	15	79.5	59.2	48.1	76.8
	Master Kong	16	48.6	69.9	74.9	76.5
	Xiaomi	17	44.1	72.3	70.9	76.1
	Huawei	18	53.4	68.7	63.8	76.0
	Abbott	19	8.6	87.5	83.6	75.9
	Nike	20	49.9	68.7	69.2	75.4
	Sprite	21	53.2	66.1	69.1	74.8
	Dumex	22	32.3	75.7	67.3	73.9
	Olay	23	54.9	64.1	66.4	73.6

+ R3 DIGITAL ENSPIRE INDEX 2015 Q2

■ BRAND	■ BRAND	■ 2015 Q2 RANKING	■ AWARENESS	■ ENGAGEMENT	■ INVOLVEMENT	■ DIGITAL ENSPIRE INDEX
	Budweiser	24	52.7	66.6	55.4	73.3
	Doublemint	25	47.0	64.0	81.4	72.5
	Clear	26	45.1	65.7	69.3	71.6
	Oreo	27	42.1	66.8	62.7	70.5
	Wyeth	28	36.1	70.1	55.9	69.9
	adidas	29	49.6	62.7	59.3	69.8
	JDB	30	69.4	54.9	41.9	69.3
	Lenovo	31	22.4	73.1	71.5	69.0
	Pantene	32	37.7	66.0	39.7	65.6
	Mengniu	33	56.9	55.7	29.9	63.9
	Heineken	34	18.4	69.5	62.8	63.9
	Mead Johnson	35	43.0	58.5	46.6	62.9
	Snickers	36	30.1	62.1	58.8	62.4
	Chips Ahoy!	37	32.9	63.4	42.1	62.3
	L'Oreal	38	46.4	49.1	50.8	57.9
	Uni-Present	39	18.7	59.2	53.3	55.6
	Yili	40	67.1	38.0	33.4	55.3
	Nivea	41	16.9	54.2	58.1	51.9
	Kindle	42	10.8	51.8	53.7	47.5
	Infiniti	43	10.1	53.2	32.5	45.6
	Stride	44	32.5	39.5	39.7	44.7
	Kinder	45	0.3	46.0	27.8	36.4
	Maybelline	46	20.4	35.1	13.2	34.1

METHODOLOGY:

Sampling

>N=3,079 general consumers aged 18-45 years of age

>City coverage:

Tier 1: Beijing, Shanghai, Guangzhou, Shenzhen

Tier 2: Wuhan, Nanjing, Hangzhou, Chengdu, Tianjin, Shenyang, Suzhou, Fuzhou,

Ningbo, Qingdao, Xian, Zhengzhou, Chongqing, Jinan, Hefei, Changsha

Scope

>46 brands, 16 categories (Carbonated, Tea, Auto, Personal electronics, Dairy, Infant formula, Sporting goods, Western style fast food, Haircare, Skincare, Cosmetics, Cocktail, Beer, Chocolate, Cookies, Chewing gum), 220 ads.

Index Calculation

>Awareness = Prompted targeted ad awareness

Engagement = Overall Liking, Positive Impression of Brand, Fits Brand

Involvement = Clickeability, Sharing, Looking up information about brand/product

Weights (based on impact of predictors on Purchase Intent)

>Awareness = 0.3

Engagement = 0.6

Involvement = 0.1

Regression Model of EnSpire Index = 0.3 * Awareness + 0.6 * Engagement + 0.1 * Involvement

胜三消费者互动参与度与渴求度指数

2015
第二季度

+ 胜三消费者互动参与度与渴求度指数 2015年第二季度

品牌	品牌	2015第二季度排名	认知度	参与度	投入度	消费者互动参与度与渴求度指数
	三星	1	79.7	88.4	67.2	100.0
	苹果	2	78.0	82.8	64.8	95.1
	可口可乐	3	69.9	79.3	63.3	89.5
	奔驰	4	35.7	94.5	73.5	89.4
	锐澳	5	72.9	76.0	70.6	89.0
	益达	6	72.9	72.1	82.3	87.7
	肯德基	7	100.0	61.5	56.9	86.8
	费列罗	8	12.6	100.0	87.5	86.7
	麦当劳	9	72.3	73.0	63.9	85.9
	青岛	10	53.7	81.9	61.9	85.4
	大众	11	76.0	66.5	78.5	84.3
	宝马	12	45.1	82.4	64.5	83.0
	好时	13	9.6	93.2	70.1	78.6
	百利	14	3.5	89.8	100.0	77.7
	德芙	15	79.5	59.2	48.1	76.8
	康师傅	16	48.6	69.9	74.9	76.5
	小米	17	44.1	72.3	70.9	76.1
	华为	18	53.4	68.7	63.8	76.0
	雅培	19	8.6	87.5	83.6	75.9
	耐克	20	49.9	68.7	69.2	75.4
	雪碧	21	53.2	66.1	69.1	74.8
	多美滋	22	32.3	75.7	67.3	73.9
	玉兰油	23	54.9	64.1	66.4	73.6

+ 胜三消费者互动参与度与渴求度指数 2015年第二季度

品牌	品牌	2015第二季度排名	认知度	参与度	投入度	消费者互动参与度与渴求度指数
	百威	24	52.7	66.6	55.4	73.3
	绿箭	25	47.0	64.0	81.4	72.5
	清扬	26	45.1	65.7	69.3	71.6
	奥利奥	27	42.1	66.8	62.7	70.5
	惠氏	28	36.1	70.1	55.9	69.9
	阿迪达斯	29	49.6	62.7	59.3	69.8
	加多宝	30	69.4	54.9	41.9	69.3
	联想	31	22.4	73.1	71.5	69.0
	潘婷	32	37.7	66.0	39.7	65.6
	蒙牛	33	56.9	55.7	29.9	63.9
	喜力	34	18.4	69.5	62.8	63.9
	美赞臣	35	43.0	58.5	46.6	62.9
	士力架	36	30.1	62.1	58.8	62.4
	趣多多	37	32.9	63.4	42.1	62.3
	欧莱雅	38	46.4	49.1	50.8	57.9
	统一	39	18.7	59.2	53.3	55.6
	伊利	40	67.1	38.0	33.4	55.3
	妮维雅	41	16.9	54.2	58.1	51.9
	Kindle	42	10.8	51.8	53.7	47.5
	英菲尼迪	43	10.1	53.2	32.5	45.6
	炫迈	44	32.5	39.5	39.7	44.7
	健达	45	0.3	46.0	27.8	36.4
	美宝莲	46	20.4	35.1	13.2	34.1

方法论:

取样规则

> 样本量为3,079个，消费者年龄在18-45岁之间

> 城市覆盖:

一线城市: 北京, 上海, 广州, 深圳

二线城市: 武汉, 南京, 杭州, 成都, 天津, 沈阳, 苏州, 福州,

宁波, 青岛, 西安, 郑州, 重庆, 济南, 合肥, 长沙

研究范围

> 研究涵盖46个品牌, 16大品类 (碳酸饮料, 包装茶饮料, 汽车, 个人消费电子产品, 乳制品, 婴儿奶粉, 运动服装, 西式快餐, 洗发水, 护肤品, 化妆品, 鸡尾酒, 啤酒, 巧克力, 饼干, 口香糖) 220个广告

指数计算方法

> 认知度 = 有提示广告认知度

参与度 = 整体喜爱度, 对品牌良好的印象, 符合品牌形象

投入度 = 点击, 分享, 主动搜索广告或品牌信息

权重 (基于购买意图的影响)

> 认知度 = 0.3

参与度 = 0.6

投入度 = 0.1

消费者互动参与度与渴求度指数线性回归模型 = 0.3 * 认知度 + 0.6 * 参与度 + 0.1 * 投入度