























# R3 DIGITAL ENSPIRE INDEX

2015  
Q1

## + R3 DIGITAL ENSPIRE INDEX 2015 Q1

■ BRAND	■ BRAND	■ 2015 Q1 RANKING	■ AWARENESS	■ ENGAGEMENT	■ INVOLVEMENT	■ DIGITAL ENSPIRE INDEX
	Coca-Cola	1	61.9	86.7	94.1	100.0
	Ferrero	2	11.9	100.0	100.0	90.6
	Pepsi	3	33.0	87.6	97.3	88.6
	Hershey's	4	14.6	95.3	99.3	87.5
	KFC	5	100.0	58.0	54.8	85.8
	Dove	6	85.1	66.3	45.6	85.2
	RIO	7	57.9	70.8	76.4	81.7
	Dumex	8	28.8	73.4	79.2	71.6
	McDonald's	9	66.9	54.3	65.0	69.5
	Master Kong	10	44.6	63.5	63.9	67.6
	Nike	11	38.3	64.1	75.9	67.2
	Baileys	12	5.3	79.7	73.9	66.0
	OLAY	13	45.6	58.8	76.5	65.8
	Budweiser	14	35.3	65.5	52.4	63.5
	Snickers	15	28.1	69.3	48.7	63.2
	Heniken	16	13.7	71.3	76.5	62.7
	L'Oreal	17	37.1	57.6	78.3	61.2
	M&M	18	26.2	58.5	81.9	57.8
	Chips Ahoy!	19	27.5	59.8	69.0	57.6
	Mead Johnson	20	36.5	53.4	78.7	57.3
	Yili	21	53.4	50.9	41.5	57.1
	Nivea	22	13.2	61.7	95.7	56.9
	Kinder	23	3.9	73.4	50.7	56.5
	Extra	24	63.2	43.8	45.0	55.8

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■ BRAND	■ BRAND	■ 2015 Q1 RANKING	■ AWARENESS	■ ENGAGEMENT	■ INVOLVEMENT	■ DIGITAL ENSPIRE INDEX
	Samsung	25	69.5	37.8	62.0	55.7
	adidas	26	40.7	50.2	61.9	53.9
	BMW	27	46.2	43.7	76.6	52.8
	Uni-president	28	16.6	60.4	58.8	51.9
	JDB	29	62.2	38.3	42.7	50.2
	Tsingtao Beer	30	42.3	44.7	62.3	49.9
	Oreo	31	36.4	50.4	44.3	49.6
	Mengniu	32	47.6	44.7	33.2	47.9
	Xiaomi	33	35.3	44.1	64.1	46.5
	Volkswagen	34	67.1	28.3	52.9	45.0
	Infiniti	35	10.4	52.9	75.3	44.9
	Sprite	36	40.4	44.9	32.4	44.8
	Pantene	37	30.4	45.9	25.9	40.4
	Abbott	38	11.9	40.4	57.5	32.0
	Lenovo	39	21.0	36.4	51.3	31.6
	Wyeth	40	32.9	31.0	33.2	29.4
	Maybelline	41	19.4	34.7	43.5	28.3
	Clear	42	32.9	34.4	0.0	27.6
	Neutrogena	43	0.0	32.9	96.5	26.0
	Apple	44	67.0	10.6	11.8	23.4
	Stride	45	23.8	27.6	22.9	21.0
	Doublemint	46	40.7	11.9	28.0	15.3
	Kindle	47	7.4	20.1	47.0	10.8
	Benz	48	31.8	2.5	53.1	6.9
	Huawei	49	33.2	0.0	17.0	0.0

## METHODOLOGY:

### Sampling

>N=3,047 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

>49 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), 228 ads.

### Index Calculation

>Awareness = Prompted targeted ad awareness

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

Involvement = Clickability, 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  
第一季度

+ 胜三消费者互动参与度与渴求度指数  
2015年第一季度

品牌	品牌	2015第一季度排名	认知度	参与度	投入度	消费者互动参与度与渴求度指数
	可口可乐	1	61.9	86.7	94.1	100.0
	费列罗	2	11.9	100.0	100.0	90.6
	百事	3	33.0	87.6	97.3	88.6
	好时	4	14.6	95.3	99.3	87.5
	肯德基	5	100.0	58.0	54.8	85.8
	德芙	6	85.1	66.3	45.6	85.2
	锐澳	7	57.9	70.8	76.4	81.7
	多美滋	8	28.8	73.4	79.2	71.6
	麦当劳	9	66.9	54.3	65.0	69.5
	康师傅	10	44.6	63.5	63.9	67.6
	耐克	11	38.3	64.1	75.9	67.2
	百利	12	5.3	79.7	73.9	66.0
	玉兰油	13	45.6	58.8	76.5	65.8
	百威	14	35.3	65.5	52.4	63.5
	士力架	15	28.1	69.3	48.7	63.2
	喜力	16	13.7	71.3	76.5	62.7
	欧莱雅	17	37.1	57.6	78.3	61.2
	M&M	18	26.2	58.5	81.9	57.8
	趣多多	19	27.5	59.8	69.0	57.6
	美赞臣	20	36.5	53.4	78.7	57.3
	伊利	21	53.4	50.9	41.5	57.1
	妮维雅	22	13.2	61.7	95.7	56.9
	健达	23	3.9	73.4	50.7	56.5
	益达	24	63.2	43.8	45.0	55.8

+ 胜三消费者互动参与度与渴求度指数  
2015年第一季度

品牌	品牌	2015第一季度排名	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	25	69.5	37.8	62.0	55.7
	阿迪达斯	26	40.7	50.2	61.9	53.9
	宝马	27	46.2	43.7	76.6	52.8
	统一	28	16.6	60.4	58.8	51.9
	加多宝	29	62.2	38.3	42.7	50.2
	青岛	30	42.3	44.7	62.3	49.9
	奥利奥	31	36.4	50.4	44.3	49.6
	蒙牛	32	47.6	44.7	33.2	47.9
	小米	33	35.3	44.1	64.1	46.5
	大众	34	67.1	28.3	52.9	45.0
	英菲尼迪	35	10.4	52.9	75.3	44.9
	雪碧	36	40.4	44.9	32.4	44.8
	潘婷	37	30.4	45.9	25.9	40.4
	雅培	38	11.9	40.4	57.5	32.0
	联想	39	21.0	36.4	51.3	31.6
	惠氏	40	32.9	31.0	33.2	29.4
	美宝莲	41	19.4	34.7	43.5	28.3
	清扬	42	32.9	34.4	0.0	27.6
	露得清	43	0.0	32.9	96.5	26.0
	苹果	44	67.0	10.6	11.8	23.4
	炫迈	45	23.8	27.6	22.9	21.0
	绿箭	46	40.7	11.9	28.0	15.3
	Kindle	47	7.4	20.1	47.0	10.8
	奔驰	48	31.8	2.5	53.1	6.9
	华为	49	33.2	0.0	17.0	0.0

## 方法论:

### 取样规则

> 样本量为3,047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49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) 228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