

## News Release

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# WHO'S IN, WHO'S OUT? 'TOP 1000 BRANDS' IN ASIA IS REVEALED

**VIETNAM, 19 JUNE 2016** – Big multinational companies continue to dominate the list of Top 1000 brands in Asia, but more local firms successfully improve their brand perception according to the annual Asia's Top 1000 Brands survey, the region's most comprehensive research on consumer brand perception, presented by Campaign Asia-Pacific and based on an exclusive survey conducted by Nielsen.

The top of the charts for the 2017 ranking remained unchanged as compared to that in 2016. According to this year's results, Samsung continued to hold onto number one position for the sixth consecutive year, Apple came in at second position, followed by Sony in third place, Nestle at fourth and Panasonic at fifth. Other 05 players made themselves into the Top 10 brands in Asia were LG, Nike, Chanel, Adidas and Coca-Cola. In fact, Coca-Cola was the new name in the Top 10 list this year while Canon, ranked number 8 last year, was out of the top list.

Despite the market volatility and fierce brands competition battle in Vietnam, local brands have successfully had their feet in the competition. According to the result, there were 11 Vietnamese brands that appeared in the Asia's Top 1000 list this year including Vietjet Air (595), Viettel (596), Petrolimex (616), Vinamilk (621), Hao Hao (636), Chin-su (668), Trung Nguyen (693), Vietnam Airlines (716), Mobifone (736), Vietcombank (811) and P/S (905). (See chart 1)

"These are the brands that the people across Asia have told us are the best in their minds. And home-grown Asian ones are there alongside big global names like Samsung, Apple or Nestle. And I feel proud that local enterprises now can make their brands be known at regional front" notes Ms. Nguyen Huong Quynh, Managing Director of Nielsen Vietnam. "However, the result this year was not as good as that last year. As observed, most of local brands dropped their rankings, compared to the 2016's results. To keep the momentum, it is of the importance for our enterprises to continuously work hard on their brand reputation, keep their brand promise and offer the best products and service experience to customers. Indeed, I really mean the whole customer experience journey, not just the product and service itself. We look forward to seeing more Vietnam entrepreneurs be able to grow their brands from local heroes into regional giants and, eventually, into multinational status."

The Top 1000 Brands ranking is based on a comprehensive study of consumer brand perception conducted by Nielsen on behalf of Campaign Asia with 13 years of historical ranking trends, and for 13 Asia Pacific markets, all combined with insights, analysis and thought leadership on the key factors which build and sustain a successful brand.

See the complete result here: <http://www.campaignasia.com/Top1000Brands>

**CHART 1: VIETNAMESE BRANDS HAVE MADE IT TO THE ASIA'S TOP 1000 BRANDS**

## VIETNAMESE BRANDS HAVE MADE IT TO THE ASIA'S TOP 1000 BRANDS

Ranking 2017	2016	Brands	Category
595	490		<b>VietJet Air</b> Travel & Leisure
596	501		<b>Viettel</b> Media & Telecommunications
616	512		<b>Petrolimex</b> Retail
621	558		<b>Vinamilk</b> Beverage
636	654		<b>Hào Hào</b> Food
668	516		<b>Chin-su</b> Food
693	626		<b>Trung Nguyên</b> Restaurant
716	708		<b>Vietnam Airlines</b> Travel & Leisure
736	605		<b>Mobifone</b> Media & Telecommunications
811	733		<b>Vietcombank</b> Financial Services
808	917		<b>P/S</b> Household & Personal Care

### About Top 100 Brands Methodology

Asia's Top 1000 Brands aggregates data from an online survey developed by Campaign Asia-Pacific and global information and insights provider Nielsen. The survey was conducted from March 6-17, 2017. The study explores consumer attitudes in 13 markets: Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam. Research relies on a total of 400 respondents in each market, except India and China where participants number 800 and 1,200 respectively. To be representative of market populations, survey quotas target age, gender and monthly household income.

The study encompassed 17 major categories (alcohol, financial services, automotive, retail, restaurants, food, beverage, consumer electronics, computer hardware, computer software, digital experience, courier services, ecommerce, media and telecommunications, sports, transportation/travel and leisure, and household and personal care) and 79 sub-categories. Participants gave responses to the following questions:

#### Question 1:

"When you think of the following category, which is the best brand that comes to your mind? By best, we mean the one that you trust the most or the one that has the best reputation in this category."

#### Question 2:

"Apart from the best brand that you entered, which brand do you consider to be the second best brand in the category?"

**About Nielsen**

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

**About CampaignAsia-Pacific**

Campaign Asia-Pacific is a brand dedicated to the business of communications in Asia-Pacific. Published by Haymarket Media Group, the UK's largest independently owned publishing group, it is part of a global marcoms portfolio that includes market-leading titles Campaign, and PRWeek. Campaign Asia-Pacific delivers essential insights and intelligence for advertising, marketing, media and PR professionals. Across many platforms, the brand delivers deep and broad analysis of industry trends and developments. It presents the most compelling information that matters to businesses in the fastest-growing and most exciting communications market in the world. As well as a subscription-based magazine, Campaign publishes up-to-the-minute news, research and data, as well as opinions and blogs on [campaignasia.com](http://campaignasia.com) and delivers daily e-newsletters for Asia-Pacific, Japan, India and China. Campaign Asia-Pacific organises a number of conferences, awards and training programmes, as well as festivals, such as Spikes Asia, which are part of a joint-venture with Cannes Lions. [www.campaignasia.com](http://www.campaignasia.com)

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