



Hong Kong, 15 June 2015 – Samsung claimed top spot in *Asia's Top 1000 Brands Australian Country Report* from Campaign Asia-Pacific in collaboration with global information company, *Nielsen*

. The report shows Aussies love their electronics, mostly smartphones, with the Top 3 places secured by tech brands Samsung, Apple and Sony. The reports insight pieces from agency people underscore that fact – when asked to define Australians (separately) each replied that Smartphone's and social media played a starring role in the answer.

While the top global brands battled for a place in the hearts of Australian nationals, many home-grown brands don't make the list; Woolworths being the only Aussie brand to make it into the top ten. Quantas who came in at #29 in Australia, came in at #392 for the overall APAC list, a positive move up 50 spots – significant as most other headline airlines like Cathay Pacific and Singapore Airlines slipped in the ranking, so the brand is bucking a trend.

Hogs Breath, which seems to be Australia's favourite restaurant fell significantly in the overall APAC ranking (down almost 50 places) but in Australia it actually jumped about two places. Victoria Bitter (VB) - often touted as Aussie's favourite beer – just made into the top 100 for Australia (#96); it got beat out by Heineken, which came in a #90 for the nation. VB did climb overall in the APAC rankings, up 26 places to #896; by contrast Heineken dropped two spots for APAC, down to #67.

Maggi, which has been in the news lately for its troubles in India, came in at #21 in Australia (it's #7 in India); but note research was conducted before the scandal.

As a ranking derived from consumer attitudes, *Campaign Asia-Pacific's* Top 1000 is the clearest measure of brand image in Asia. The names appearing on this list represent the labels, products and services that are most prominent in the minds of consumers across the region. That represents more than half of the world's population, which is part of why this ranking is so significant even on a global scale.

The brands that make Campaign's list are mostly global companies but many are local to Asia's individual markets. All have put a firm mark on the memories, purses and wallets of the whole of Asia. These are the companies people think about, talk about and buy from. But it's more than a popularity contest; it's also a critical brand-health check.

Aside from identifying the top brands, the full study available in print and online versions of the magazine, also features expert analysis to help identify key commercial trends affecting brands across the region and in individual markets.

Top 15 names in Australia

#1 Samsung

#2 Apple

#3 Sony

#4 Nestle

#5 LG

#6 Panasonic

#7 Coles

#8 Nike

#9 Canon

#10 Woolworths

#11 Telstra

#12 Adidas

#13 Coca-Cola

#14 Hewlett-Packard

About Campaign Asia-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, Marketing 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

and delivers daily e-newsletters for Asia-Pacific and China (in Chinese language).

Campaign

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.

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, FinanceAsia

and

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and

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and

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also operating Chinese-language websites for the PRC market. In addition each brand runs a portfolio of well-attended events and awards attracting market-makers and thought-leaders from around the region and the world. Our focus delivering world-class content covering specialist on the best delivery platforms attracts the region's most senior and demanding audiences.

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