

# Reader's Digest Trusted Brands 2011

Reader's Digest  
 讀者文摘

Award winners and guests at the Reader's Digest Trusted Brand 2011 Awards Presentation Ceremony



## Reader's Digest – a trusted brand

As technology advances and so many different products appear on the market, we need a symbol of confidence and trust so consumers can obtain their products and services with ease. With the mission to serve its readers, the annual Reader's Digest Trusted Brand Awards has been able to help consumers choose brands they can trust.

Founded in 1922, Reader's Digest has been renowned for its trustworthiness and independence. With audiences around the world, Reader's Digest has been able to build up strong ties with their readers over the years and have been fulfilling their mission to provide high-quality editorial content covering a wide range of topics such as health, travel, business and inspiring stories of real life heroes and warriors that touched our hearts and inspired us to move forward.

Having such special and close connection with their readers, Reader's Digest has also been devoted to serve its readers, thus the Reader's Digest Asia Trusted Brands Survey was launched in 1999, to gather information from their readers and find out what are the brands consumers trust and the reasons why.

Carried out annually for the past thirteen years, the survey has become a benchmark for consumers and companies alike to identify the brands that appeal the most to Asian consumers. It has become a signature event for the magazine in Asia and globally as it draws a lot of public interest and media coverage. It is also one of the most comprehensive, credible and transparent

consumer surveys in Asia based on its scientific and structured research.

This year, the Trusted Brands 2011 were announced last Tuesday, May 24, during a star-studded gala dinner event with honorable guests who gave recognition to these winning brand names for their efforts in achieving trust and reputation among their customers in Asia.

"Today, consumers are spoilt for choice when it comes to brands; there are more brands in the market than ever before. So who can you turn to, to make an informed decision? The Reader's Digest Trusted Brand award is just that; it is a seal of consumer approval, a stamp of recognition from the everyday consumer - your friends, family, neighbors, your co-workers - who face purchasing decisions and make such choices everyday. So for brand owners, harnessing that trust is a powerful asset. It facilitates consumers' decision making, and makes them feel confident about their purchase decision," said Christopher Asberg, Managing Director, Asia, Reader's Digest, during the prize presentation ceremony.

Similar to the previous years, the Trusted

Brands 2011 offered an opportunity for readers to vote their preference for various brands and also give an excellent barometer for companies to measure their own performance in the eight key Asian markets, namely, Mainland China, Hong Kong, India, Malaysia, Singapore, Taiwan, Thailand and the Philippines.

The research conducted by Synovate surveyed 8,000 consumers across Asia (1,000 respondents per market) through postal and phone surveys to Reader's Digest Subscribers and Asian quality consumers (i.e. aged 20 or above, Secondary school or above, Top 50% of population by household income). The fieldwork started in October 2010 and over 40 categories, such as airlines, telecommunications providers and banks etc, were surveyed per country.

Twelve new categories, such as Banquet Restaurant, Beer and Kitchen Cooking Appliances, were added to the Trusted Brands 2011. The new categories introduced were a result of the efforts and brainstorming of different teams in respective Reader's Digest Asian offices on what would be of interest to consumers in general and point out the changing consumer trends in Asia.

Once the survey was completed and the results were generated, apart from recognizing the trusted brand names among consumers, interesting consumer habits were also revealed.

"This year, we uncovered interesting results on the issue of regaining brand trust after a crisis or incident. We feel it is invaluable to provide a platform for consumers to express their views and preferences, and our annual survey provides

a powerful message to household brands about what consumers want," explained Asberg.

According to the research result, 72% of Hong Kong respondents will reconsider the brand within three years after a brand suffers from a product quality scandal and was able to offer an immediate fix to the issue; and surprisingly, 46% of the respondents indicate that they will reconsider the brand within one year.

Another trend which was spotted from the survey was consumers' growing popularity for fair trade products, although they did not understand what these products stand for.

It was also surprising to find that almost two-thirds of (64%) Hong Kong respondents did not know what a fair trade product is, with only 36% of respondents claiming to understand the concept. Upon understanding the notion, 77% of respondents agreed to pay a price hike for fair trade products, and are willing to pay an average of 9.8 percent premium.

Dr. Elaine Chan, Cultural Studies Scholar, Executive Council Member of Hong Kong Institute of Marketing said, "The alarmingly low awareness of fair trade practice indicates a rising need for consumer education. Improvement in this respect may enable a city to become more likeable and livable."

Thus, to be a wise consumer, it is not simply a matter of listening to product recommendations through word of mouth, but to really understand products and look for benchmarks which you can trust, such as the Reader's Digest Trusted Brands.



A press conference was held earlier to reveal the research findings



Christopher Asberg, Managing Director, Asia, Reader's Digest



Honorable guests at the Gala Dinner



# Reader's Digest Trusted Brands 2011



## Reader's Digest Trusted Brands 2011 Winners List

	Asia Gold	Hong Kong Platinum	Hong Kong Gold		Asia Gold	Hong Kong Platinum	Hong Kong Gold
<b>Automobile Related</b>				<b>Information Technology</b>			
Car	BMW, Honda, Toyota		BMW, Mercedes-Benz, Toyota	Multi-Function Printer / Copier	Canon, Epson, HP		Canon, HP
Petrol Station	Shell		Caltex, Shell	Personal Computer (Desktop/ Notebook)	Acet, Apple, Dell, HP		Apple, HP, Lenovo
<b>Consumer Electronics</b>				<b>Personal Products</b>			
Camera	Canon, Nikon, Sony	Canon	Nikon, Sony	Pen	Montblanc, Parker, Pilot		Parker, Pilot, Zebra
Flat-screen TV	LG, Panasonic, Samsung, Sony		Panasonic, Samsung, Sony	Watch			Rolex, Seiko
<b>Finance</b>				<b>Restaurant</b>			
Bank			Hang Seng Bank, HSBC	Fast-food Restaurant			Maxim's Palace Chinese Restaurant
Credit Card Issuing Bank	Citibank		Hang Seng Bank, HSBC	Family Restaurant	McDonald's		Café de Coral, Maxim's
Insurance Company	AIA, Prudential		AIA, Manulife (International) Ltd., Prudential	<b>Services</b>			
Investment Fund Company		HSBC Investments		Airline		Cathay Pacific	
<b>Food &amp; Beverage</b>				Alcohol / Courier Service	DHL, FedEx		DHL, FedEx
Beer		Quaker	BLUE GIRL, Heineken, San Miguel	Cord Blood Banking		Health Baby	
Cereal			Kellogg's Corn Flakes	Eye Surgery Centre (Lasik)			Hong Kong Sanatorium & Hospital, The Chinese University of Hong Kong Laser Refractive Surgery Center (located in Hong Kong Eye Hospital)
Cooking Oil	Knife		Knife, Lion & Globe	<b>Health Check Centre</b>			
Juice	Mc, Juicy	Golden Elephant	Tanigiana, Vita	Hospital			Queen Mary Hospital
Rice			Golden Phoenix	Hotel in Macau			The Venetian Macao-Resort Hotel
Seasoning Products	Knorr, Maggi	Amoy, Knorr, Lee Kum Kee		International School			English School Foundation, Yew Chung International School of Hong Kong
<b>Health &amp; Personal Care</b>				Property Agent			Centaline Property
Chinese Soap / Herbal Tea Shop			Hoi Tin Tong, Hung Fook Tong	Property Developer		Sun Hang Kai Properties	
Painkiller Medicine		Panadol		Public Utility Provider			MTB
Traditional Chinese Medicine			Eu Yan Sang, Vita Green, Wai Yuen Tong	University		The University of Hong Kong	The Chinese University of Hong Kong
<b>Vitamins / Health Supplements</b>	Amway Nutrilite, Centrum	Doctor's Choice		<b>Telecommunications</b>			
<b>Household Products</b>				Phone Service (Fixed line or Mobile)			PCCW
Air Conditioner	Daikin, Mitsubishi Electric, Panasonic	Hitachi, Panasonic					
Mattress	Dunlopillo, Simmons	Airland, Sea Horse, Simmons					
Kitchen Cooking Appliances		Towmax TGC					
Paint	ICI Dulux, Nippon Paint		Flower, ICI Dulux				
Refrigerator	Panasonic		Hitachi, Panasonic				
Water Purifier	Amway eSpring, Diamond		Diamond, Panasonic				

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## Sleeping with trust and confidence

Founded in 1870, mattress expert Simmon's® has been devoted to research into sleep, to make the world's finest mattresses. With their continuous efforts over the years, they have received the "Reader's Digest Trusted Brands Gold Award" for three consecutive years. Continuing their winning streak, they are the only brand in the Mattress category to be honored with both "Gold - Asia" and "Gold - Hong Kong" awards, recognizing their efforts and the Simmon's seal in Asia markets in addition to Hong Kong.

In order to cope with the fierce competition in the market, Simmon's has continuously invested and researched various product technologies, and is also able to produce mattresses with a modern and chic outlook to meet with new trends. For example, the Simmon's patented Beautyrest® Super Pocketed Coil forms the basis of Simmon's® mattress which is a key to uninterrupted sleep, and also their patented No-Flip design has eliminated the need to turn or flip the mattress as upkeep and has enhanced its user-friendliness.

In recent years, Simmon's has also been selling the recliners and sofas of a Scandinavian furniture brand, Fjorðs® whose contemporary

design and craftsmanship are heartily admired by home lovers.

Meanwhile, the Simmon's network is all over Hong Kong, with seven retail points and counters in major department stores and authorized dealers, where customers can find Simmon's mattresses and other bed accessories such as pillows, bed frames and bed linens, making it a brand which consumers can trust for a convenient shopping experience.



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Customer Service Hotline : 2378 4848  
Website : <http://www.simmons.hk/>

## A driving force for excellence

Engaging in the marketing of petroleum products to the general public and to the commercial and industrial customers in Hong Kong since 1936, Caltex is one of the frequent winners of the Reader's Digest Trusted Brands awards and has been able to receive the Hong Kong Gold award in the Petrol Station category this year.

Winning for the eleventh time as a brand name which consumers can trust, customers are always the center of attention at their service stations, each and every member of staff hoping to fill up the stations with smiles as they also help their customers fill up their tanks.

Not only do they try to build up close connections with their clients, they are always keen to offer a hand to customers in need. Together with their professional training, staff are always confident at work and can provide customers with excellent assistance.

During the past few years, they have been able to achieve a series of awards, including the Trusted Brands awards, for their services and products. With such encouragement and recognition, they will continue to improve their services and strive to provide the best service possible to their valuable customers, being a brand name consumers truly trust.

