

# APAC Biggest Brand Movers March 2023

The ten brands registering statistically significant month-on-month growth across most brand metrics amongst consumers in Australia, Indonesia and Singapore



**Contents**

---

**3**     [About APAC Biggest Movers – March 2023](#)

---

**4**     [Biggest Brand Movers - Australia](#)

---

**5**     [Biggest Brand Movers – Indonesia](#)

---

**6**     [Biggest Brand Movers – Singapore](#)

---

**7**     [Biggest Brand Movers – Other APAC Markets](#)

---

**8**     [Methodology](#)

---



# About APAC Biggest Brand Movers

YouGov APAC Biggest Brand Movers is a feature highlighting the ten brands that have registered statistically significant month-on-month growth across most brand metrics amongst APAC consumers. It is determined across 13 metrics within media and communication, brand perception, and purchase funnel.

In the March edition of APAC Biggest Brand Movers, we have compared brands' performance between February 2023 and March 2023, to investigate which brands have shown improvement across most brand metrics during the period. This edition covers the views of APAC consumers in Australia, Indonesia and Singapore.

**Contact YouGov to discover more about the insights of your brand**

# Biggest Brand Movers March 2023 – Australia

Rank	Brand	Media and communication metrics				Brand perception metrics					Purchase funnel metrics			
		Aided Brand Awareness	Ad Awareness	WOM Exposure	Buzz	General Impression	Value	Corporate Reputation	Customer Satisfaction	Recommendation	Quality	Consideration	Purchase Intent	Current Customer
1	Red Bull		^			^	^			^	^	^	^	^
2	eBay		^	^		^	^	^	^		^			
3	Lipton		^	^			^			^	^	^		
4	Weet-Bix					^		^		^	^	^		
5	So Good						^	^	^	^	^			
6	Budweiser	^	^	^					^		^			
7	United Airlines					^		^		^	^	^		
8	Foxtel Now		^			^			^	^				^
9	Monster					^	^			^	^	^		
10	KFC				^		^	^				^		

Get in touch to see your brand data

# Biggest Brand Movers March 2023 – Indonesia

Rank	Brand	Media and communication metrics				Brand perception metrics					Purchase funnel metrics		
		Aided Brand Awareness	Ad Awareness	WOM Exposure	Buzz	General Impression	Value	Corporate Reputation	Customer Satisfaction	Recommendation	Quality	Consideration	Purchase Intent
1	Netflix					^		^		^			^
2	Khong Guan		^								^	^	^
3	Bank Jago					^	^		^				
4	BCA					^	^			^			
5	Blue Band			^					^		^		
6	ABC		^				^	^					
7	Saori							^	^		^		
8	Lenovo							^	^			^	
9	Dell			^					^	^			
10	by.U		^	^			^						

Get in touch to see your brand data

# Biggest Brand Movers March 2023 – Singapore

Rank	Brand	Media and communication metrics				Brand perception metrics					Purchase funnel metrics			
		Aided Brand Awareness	Ad Awareness	WOM Exposure	Buzz	General Impression	Value	Corporate Reputation	Customer Satisfaction	Recommendation	Quality	Consideration	Purchase Intent	Current Customer
1	Changi Airport	^	^	^		^	^			^	^	^	^	
2	Trust Bank	^					^	^	^	^	^			^
3	Shopee		^	^		^				^		^		
4	Universal Studios Singapore	^		^		^	^			^				
5	Sentosa Island		^				^			^				^
6	Oppo						^	^	^			^		
7	CNN	v	^	^	^	^								
8	Biore				^					^	^			^
9	Grab						^	^		^				
10	Marina Bay Sands					^				^				^

Get in touch to see your brand data

# Biggest Brand Movers – Others APAC Markets

[Sign up for a free brand health check today!](#)

Wonder who are the **Biggest Brand Movers** in other APAC markets?

Contact us now to uncover the top ten brands in:

Japan

China

Vietnam

Philippines

Malaysia

# Methodology

Data for the APAC Biggest Brand Movers compared statistically significant score increases across all BrandIndex metrics between February 2023 and March 2023. Brands are ranked based on the number of metrics that saw a statistically significant increase from month to month. Metrics considered are:

## Media and Communication Metrics

**Aided Brand Awareness:** Whether or not a consumer has ever heard of a brand

**Ad Awareness:** Whether a consumer has seen or heard an advertisement for a brand in the past two weeks

**Word of Mouth (WOM) Exposure:** Whether a consumer has talked about a brand with family or friends in the past two weeks

**Buzz:** Whether a consumer has heard anything positive or negative about a brand in the past two weeks (net score)

## Brand Perception Metrics

**General Impression:** Whether a consumer has a positive or negative impression of a brand

**Value:** Whether a consumer considers a brand to represent good or poor value for money

**Corporate Reputation:** Whether a consumer would be proud or embarrassed to work for a particular brand

**Customer Satisfaction:** Whether a consumer is currently a satisfied or dissatisfied customer of a particular brand

**Recommendation:** Whether a consumer would recommend a brand to a friend or colleague or not

**Quality:** Whether a consumer considers a brand to represent good or poor quality

## Purchase Funnel Metrics

**Consideration:** Whether a consumer would consider a brand or not the next time they are in the market for a particular product

**Purchase Intent:** Whether a consumer would be most likely or unlikely to purchase a specific product

**Current Customer:** Whether a consumer has purchased a given product or not within a specified period of time



# About YouGov PLC

YouGov is an international research data and analytics group. We have been building an ever-growing source of connected consumer data for the past twenty years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 20 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - datapoints. Re-contact and dig deeper to plan, activate and track marketing activity with certainty, at speed, every time. **Living Consumer Intelligence.**

For more information, visit [business.yougov.com](https://business.yougov.com)

YouGov, 2022, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.