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Garuda most recommended brand amongst Indonesians

Garuda Indonesia has the strongest brand advocates among Indonesian consumers, new analysis from YouGov BrandIndex reveals.

21 NOVEMBER 2018, JAKARTA -- The carrier heads the list with a score of 87.5. The top three is rounded out by Singapore Airlines (77.2) and Bank Central Asia (76.5).



YouGov BrandIndex 2018 Brand Advocacy Ranking in Indonesia

Ranking based on Recommend score among current or former customers



Methodology

YouGov BrandIndex screened all brands tracked for their net Recommend score, which asks respondents "Would you recommend the brand to a friend or colleague?" and "Would you tell a friend or colleague to avoid the brand?" Only respondents who are current or former customers of a given brand are interviewed. Rankings data was collected between November 1, 2017 and October 31, 2018, and Improvers data was collected between November 1, 2016 and October 31, 2018. All brands must have a minimum N of 200 and have been tracked for at least 6 months to be included in the rankings and at least 6 months in the prior year's period (as well as being currently tracked) to be included among improvers.

YouGov's rankings are a form of net promoter score and look at the brands' current and former customers and analyse which one have the highest proportion of people recommending them to a family member or friend.

The top ten features a number of automotive brands. Toyota in fourth (75.9) while Honda appears twice - with Honda cars in sixth (75.2) and Honda motorcycles in eighth (74.4).

The list comprises of both global brands – such as technological giants Google in seventh (74.6) and Apple in ninth (74.0), and fashion retailer Nike in tenth (73.1) – and local players, including Traveloka in fifth (75.4).



YouGov also shows which brands have the most improved level of customer advocacy. Bank Negara Indonesia (BNI) comes out on top (a rise of +10.7 points), ahead of French cosmetics brand Maybelline insurance company Prudential (in joint second, each up +10.1 points).

Ervin Ha, Head of Data Products commented: “Recommending a brand to friends and family is great indicator of how well a brand is performing, and Garuda has emerged a true winner in this regard. Capturing the attention and advocacy of consumers in a market as extensive as Indonesia is no easy feat, but Garuda has soared to the challenge”

The YouGov BrandIndex Brand Advocacy Rankings were calculated by measuring recommend scores among each brand’s customers for the twelve-month period through October 2018. Scores are calculated by subtracting the negative responses from the positive responses. Respondents were drawn from YouGov’s online panels of 6 million consumers across 38 markets. The index looks to give brands a good indication on how well or poorly they have been doing in terms of their customer service, as well as quality of services and products provided.

About YouGov APAC

YouGov is an international, full-service market research agency. A pioneer of online market research, YouGov employs sophisticated technology to ensure the collection of high quality, in-depth and continuous data for the world’s leading businesses and institutions.

It’s suite of syndicated, proprietary data products includes YouGov BrandIndex, the daily brand perception tracker, and YouGov Profiles, a tool for media planning, market segmentation and forecasting. The market-leading YouGov Omnibus provides a fast and cost-effective service for obtaining answers to research questions from both national and selected samples.

YouGov has a panel of 6 million members across 38 markets, making it one of the world’s top ten international market research networks. YouGov APAC has 7 offices across the region, with a rapidly growing panel of 1 million, representing all ages, socio-economic groups and other demographic types.

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