



Hospital

Winning brands 2008

Hospital Besar Kuala Lumpur

 **Gold Winners**



Discover the Trusted Brands of Asia

The winners of Reader's Digest's 8th annual survey of brand performance have been voted Trusted Brands by our readers in seven Asian Markets. This year, India joins Hong Kong, Malaysia, the Philippines, Singapore, Taiwan and Thailand.

Reader's Digest has two categories of awards – Gold and Platinum. The gold Trusted Brand award goes to brands that score well above their competitors, while the Platinum Trusted Brand award is given for truly outstanding achievement and goes to brands that have scored at least double that of their nearest rival.

Reader's Digest assigned its awards based on 7,000 responses to questionnaires and telephone interviews from across Asia. Consumers were asked to nominate their most Trusted Brand in 42 product categories. They were then asked to assign a score for each brand for the six core qualities:

- Trustworthiness
- Credibility of image
- Quality
- Value
- How well each brand understands consumers' needs
- It's ability to innovate

“Honest, authentic relationships based on trust are what consumers now crave”,said Jim Stengel.

Influences on Trust

Reliability + effectiveness = Trust

The awards come in two categories – platinum and gold.

Winners were chosen via a survey whereby Asian consumers were asked to name the brand they most trusted in 42 categories of products and services.

Reader's Digest Asia collected votes from consumers in Malaysia, Hong Kong, India, the Philippines, Singapore, Taiwan, Thailand and China.

Responses were gathered in September and October from more than 530,000 questionnaires mailed by Reader's Digest and from 109,000 phone interviews of randomly selected customers.

The survey identifies which brands appeal most to affluent Asian consumers.

Brands which score clearly above competitors receive a Gold Trusted brand Award. Most Trusted Brand Award winners achieve Gold Status.

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Hospital Besar Kuala Lumpur Platinum Winners Gold Winners

Methodology

ABOUT THIS SURVEY

Reader's Digest Asia Trusted Brands Survey (previously known as Reader's Digest SuperBrands) was launched in 1999 and has been carried out annually for the past ten years.

The survey identifies which brands appeal most to affluent Asian consumers.

Achieving Trusted Brand status is genuine recognition of consumers' approval. The survey reflects consumers' choice of their most trusted and favorite brands among the thousands available in the market.

The survey is carried out for Reader's Digest by The Nielsen Company. Consumers are surveyed through questionnaires distributed in Reader's Digest as well as through telephone interviews of randomly selected consumers in Hong Kong, India, Mainland China, Malaysia, the Philippines, Singapore, Taiwan and Thailand.

GOLD AND PLATINUM TRUSTED BRAND AWARDS

Survey respondents are asked to name their most trusted brand in each of the product categories, and then to give each brand they name a rating, from 1 (Low) to 5 (high), on six qualitative criteria: Trustworthiness, Credible Image, Quality, Value, Understanding of Customer Needs and Innovation. Each brand then receives a mathematical score based on the number of respondents who named it, multiplied by the average rating on the six qualitative criteria.

Brands which score clearly above competitors receive a Gold Trusted Brand Award. Most Trusted Brand Award winners achieve Gold Status.

Brands which score more than three times that of their nearest competitor or with a score at least double that of their nearest competitor and an average rating of at least 4 points (out of a possible 5) on the qualitative criteria, receive a Platinum trusted Brand Award.

NATIONAL AND ASIA-WIDE WINNERS

Trusted Brand Award winners are identified for each of the eight markets in which the survey is undertaken, as well as on a combined Asia-wide level. For the regional award, each market is weighted equally in determining standings. In addition to performing well above competitors on a combined score basis, winning Asia-wide brands must rank in the top five brands in at least three of the eight markets surveyed.