



# Brand Impact Awards 2007

Presented by:

Liquid Agency | Brand Marketing

In partnership with:

Socratic Technologies

In conjunction with:

Liquid Brand Summit 2007

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The Four Seasons Hotel, Palo Alto, CA



# Brand Impact Awards 2007





## **A new way to measure technology brands.**

Liquid Agency started the Brand Impact Awards to create a new standard for measuring the effectiveness of brands. This initiative was launched in 2007 in partnership with Sociocratic Technologies, a respected marketing research firm, and in its first year we focused on technology brands.

The Brand Impact Awards combine quantitative research measuring Awareness, Consideration, Preference and Purchase Intent - as well as Brand Reputation levels. The results from the study were supplemented with a review by a panel of expert judges. A combination of all of this data helped determine the winners of the Brand Impact Awards.

The research study evaluated more than 200 technology brands, and winners were selected in 22 categories that included B2C and B2B brands. Special awards were given to the overall Brand of the Year, as well as the winners of the B2C and B2B segments.

## **Liquid Agency**

The Brand Impact Awards were started by Liquid Agency, a leading brand marketing firm based in Silicon Valley, as a way to recognize the brands that create the most impactful and effective brand marketing programs.

This initiative is part of Liquid Agency's commitment to furthering the strategic role of brands as a key element for long term business success.

Liquid Agency has worked with some of the world's best known technology brands including Adobe, Ask, Intuit, Microsoft, Sony, and Seagate, providing the strategy, design and implementation of comprehensive brand marketing programs.

Liquid's services are designed to build brand awareness, differentiation and preference, and include brand platform development, brand identity, advertising, packaging, Web and interactive services, and all types of marketing communications collateral.

For more information visit:  
[www.liquidagency.com](http://www.liquidagency.com)

or contact:  
Scott Gardner  
President and CEO  
T 408.781.2729  
E [scott@liquidagency.com](mailto:scott@liquidagency.com)



## **Socratic Technologies**

Socratic Technologies conducted the quantitative studies that were used to arrive at the Brand Impact Awards, and developed the methodology that helped define the winning brands.

Socratic is a leader in the science of computer-based and Internet research methods. As a full-service marketing research agency, Socratic conducts global Web-based surveys, builds online panels, and performs Website usability evaluations for clients in the high technology, financial services, business to business and consumer products sectors.

Socratic's proprietary tools and methodologies allow the design and implementation of custom research programs. Additionally, Socratic offers a full range of user experience test options, including one-on-one usability interviews and quantitative assessments. Socratic also manages its own database of pre-qualified online research participants, comprised primarily of IT and business decision-makers. Additionally, Socratic has a team of moderators with over 10 years of experience in qualitative research methodologies for domestic and international markets.

For more information visit:  
[www.sotech.com](http://www.sotech.com)

or contact:  
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## **Brand Impact Awards Methodology.**

The Brand Impact Score was derived by combining three different metrics into a single score of 0 to 100. The original metrics are rescaled so they can be combined appropriately. The scores are weighted and averaged together to provide an overall Brand Impact Score. The three key metrics are:

### **Brand Power Rating.**

The Brand Power Rating measures the strength of a company's brand through its marketing activities, specifically measuring Awareness, Consideration, Preference and Purchase Intent (ACPP). The ACPP ranking shows the brand's ability to directly influence those who are aware of the brand and convert them to loyal, repeat customers. At each stage of the sales process, brands tend to lose market share. The ACPP model allows management to identify the precise point at which a brand loses share along the sales process. The Brand Power Rating is the average of the initial total awareness and the conversion rate of those aware who are converted into customers. The model has a normatively high correlation coefficient ( $R^2 = 0.8623$ ) with market share. The correlations are even stronger for more niche markets (0.900).

### **Brand Reputation.**

Brand Reputation is a quantitative assessment of a brand's ability to deliver quality products in the category of interest. Those people who are category users are asked to rate the reputation of brands of which they are aware.

### **Expert Judges Score.**

Expert judges are asked to review the Brand Power Rating and Brand Reputation findings and discuss the category and key brands relevant to that category. Judges then awarded a first, second, and third place brand within each category based on their knowledge, and who they felt has done the best job of positioning their brand within a given category.





# Brand Impact Awards 2007: Judges



## B2C Expert Panel



**Tim Bjarin**

President, Creative Strategies

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Tim Bjarin is recognized as one of the leading industry consultants, analysts and futurists, covering the field of personal computers and consumer technology. Mr. Bjarin has been with Creative Strategies since 1981 and has served as a consultant to most of the leading hardware and software vendors in the industry including IBM, Apple, Hewlett-Packard/Compaq, Dell, AT&T, Microsoft, Polaroid, Lotus, Epson, Toshiba, Philips and numerous others. His articles and/or analyses have appeared in USA Today, Wall Street Journal, The New York Times, Time and Newsweek magazines, BusinessWeek and most of the leading business and trade publications. He has appeared as a business analyst commenting on the computer industry on all of the major television networks and was a frequent guest on PBS' The Computer Chronicles. Mr. Bjarin has been a columnist for US computer industry publications such as PC Week and Computer Reseller News and wrote for ABCNEWS.COM for two years and Mobile Computing for 10 years. He currently writes for PC Magazine and his technology pundits.com blog is a popular site to get inside information on the PC and CE industries. His various columns and analyses are syndicated in over 30 countries.

Mr. Bjarin is known as a futuristic analyst, credited with predicting the desktop publishing revolution three years before it hit the market, and identifying multimedia as a major trend in written reports as early as 1986. His writing and analysis has been on the forefront of the digital revolution and he is considered one of the leading experts in the field of technology adoption cycles. He has authored major industry studies on PC, portable computing, pen based computing, desktop publishing, multimedia computing and the digital home.

Mr. Bjarin serves on multiple conference advisory boards including ZD's highly successful Digital Life event and is a frequent featured speaker at computer conferences worldwide. He also serves on technology advisory council's for IBM, Lenovo, Hewlett Packard, Dell, Toshiba and NXP.

## B2C Expert Panel



### **Kathy Johnson**

Co-Founder, Consort Partners

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Kathy's evangelism of disruptive technologies has garnered global media attention including appearances in international TV (BBC, CNBC, CNN), newspapers (The Sunday Times, The Guardian, the Wall Street Journal, Reuters, Daily Mail, Die Welt), radio (BBC, NPR, Bayerischer Rundfunk), and business and lifestyle magazines (Fast Company, Red Herring, Woman).

Her pioneering ventures include co-founding blinkx.tv, the world's first video search engine; Firefly, where she developed the international channel and distribution strategy before it was acquired by Microsoft; and the introduction of online loyalty, where Kathy was pivotal in the creation of international strategies for companies including Bertelsmann, Vivendi-Universal, BT and Dentsu. She was voted "2004 Agenda Setter" by [www.silicon.com](http://www.silicon.com) alongside Apple's Steve Jobs, eBay's Meg Whitman, and Chinese Premier Hu Jintao.

Kathy has also served as a consultant to Prime Minister Koizumi and has been closely involved with Japan's first inbound tourism campaign, "Yokoso Japan," as well as Japan's FDI (foreign direct investment) strategies with the Ministry of Economics, Trade and Industry.

Kathy currently serves as an advisor to global Web 2.0 companies including Xing ([openBC](http://openBC)), [Kyte.tv](http://Kyte.tv), [King.com](http://King.com), and [wunderLOOP.com](http://wunderLOOP.com), amongst others.

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## B2C Expert Panel



### **Edward Saenz**

Principal, Gravity Branding

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Edward has worked in the international branding space for the last nineteen years. Mr. Saenz spent 12 of those years at Interbrand during which he co-founded that San Francisco office and assumed the title of Vice President. He has developed brand strategies, corporate, product and service names, brand architectures, and corporate identity/design systems for a range of domestic and international clients.

He is personally responsible for creating the names Wi-Fi, Expedia.com®, Xterra®, and Armada®, among others.

His work spans virtually every major industry including the internet, financial services, energy services, technology, automotive, telecommunications, pharmaceuticals, and consumer products.

He is an accomplished photographer and is currently engaged in a project to create portraits of influential Bay Area entrepreneurs, restaurateurs, and personalities.

His last exhibition was entitled Brave Faces and documented a reconstructive surgical mission to the Ecuadorian Andes. Mr. Saenz's clients have included: Abgenix, ALZA, Apple Computer, Clorox, Family and Children's Services, Genentech, Hewlett-Packard, Johnson & Johnson, Jazz Pharmaceuticals, Interplast, Microsoft, Music Choice, Spalding, Saratoga Systems, Sega, Sempra Energy, Sony, Thomson Learning, Toyota, Wacom and Verizon.

Edward is regarded as an authority in branding with a specialty in brand naming. He has been quoted in a number of publications including: The Wall Street Journal, Red Herring, Crain's Chicago Business, San Diego Business Times and Interactive News Daily.

He has addressed a number of organizations including: the Silicon Valley Professional Woman's Symposium, Silicon Valley American Marketing Association and the UC Santa Clara University's MBA program.

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## B2B Expert Panel



### **Rob Enderle**

President, Principal Analyst, Enderle Group

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Rob is President and Principal Analyst of the Enderle Group, a forward looking emerging technology advisory firm. Recognized as one of the best general Inquiry Analysts in the world, Rob specializes in providing rapid perspectives and suggested tactics and strategies to a large number of clients dealing with rapidly changing global events. Rob lives emerging technology and has a passion for personal technology and market strategy.

In addition Rob writes for TechNewsWorld, DarkReading, Digital Trends, Tom's Hardware Guide, ITBusiness Edge and Datamation. Rob appears regularly on WSJ Radio, CNBC, NPR, and Bloomberg Radio/TV.

Before founding the Enderle Group Rob was the Senior Research Fellow for Forrester Research and the Giga Information Group. While there he ran the eCommerce, Security, and Mobile research practices.

Before Giga, Rob was with Dataquest covering client/server software where he became one of the most widely publicized technology analysts in the world. Before Dataquest Rob worked for IBM as was in IBM's executive resource program. As part of that program he managed projects and people in Finance, Internal Audit, Competitive Analysis, Marketing, Security, and Planning. Prior to IBM he was a Marketing Director and sat on the board of the Southern California Marketing Director's Association.

Rob holds an AA in Merchandising, a BS in Business, and an MBA.

Rob sits on the advisory councils for Lenovo, Toshiba, AMD, HP, Dell, Philips, Trusted Computing Group, and the Lifeboat Foundation.

Rob's hobbies include Sporting Clays, PC Modding, Science Fiction, Home Automation, and Computer Gaming.

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## B2B Expert Panel



**Karen Kang**

Founder, Karen Kang Consulting

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Karen Kang is a recognized expert in positioning and brand strategies. A 25-year veteran in marketing and communications, she founded Karen Kang Consulting in 1994. She has consulted to more than 100 companies and organizations, from start-ups to Fortune 500 companies. A former newspaper reporter for The (South) Middlesex News and the (Portland) Oregonian, she has held executive positions in marketing consulting, advertising and public relations firms, including serving as a partner at Regis McKenna Inc. and as a vice president at TFB/BBDO.

Karen has deep experience in working on the most challenging positioning and branding issues for such clients as The University of Massachusetts, AT&T, Bandspeed, Cadence, NCR, HP, Italia Global Marketing, National Semiconductor, Sun, SanDisk, the National Venture Capital Association, the Aberdeen Group and the Women's Technology Cluster. She has taught seminars on positioning and branding to more than 1500 professionals through national and local conferences, RMI and client seminars and through the graduate business schools of UC Berkeley, Golden Gate University and Mills College. She also advises the Global Consulting Practicum of the Wharton School of Business, University of Pennsylvania. She holds a BA degree with honors in English from Mills College (Phi Beta Kappa) and an MS degree in Journalism from Boston University.

## **B2B Expert Panel**



### **Susan Rockrise**

CEO, Founder, Rockrise & Associates

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For the last 25 years, Susan Rockrise has been a passionate brand evangelist working alongside some of the world's most innovative business and brand leaders.

Susan started her studies at Scripps College and continued her education at Claremont Graduate School, where she learned her strategic approach to thinking and management from Peter Drucker, one of the most prominent business minds of the 20th century.

She launched her career at an ad agency, but was soon recruited by Doug Tompkins to work at Esprit, where she managed the brand in 23 countries. From Esprit she moved to NeXT where she worked directly with another visionary leader: Steve Jobs.

Susan's career continued at Intel where she had the opportunity to work with Andy Grove, the legendary CEO, author and business thinker. In her role as World Wide Creative Director, she was responsible for the management of the Intel brand at a time when it became one of the world's most valuable brands.

These days, when not fly fishing in exotic destinations, Susan spends her time working with agencies and corporations providing consulting services about strategic approaches to brands and branding.

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# **Brand Impact Awards 2007: Sandy Stec, Presenter**





## **Sandy Stec**

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With the gift of gab and a passion for people, it's no wonder Sandy Stec has taken the entertainment world by storm. Currently an on-air personality for Mix 106.5 Today's Best Mix (San Jose), Sandy hosts her own midday radio show from 10am-3pm on weekdays; music AND humor intensive. Though she'd like to consider herself a professional (she's been in radio over 7 years) she still manages to get the occasional case of hiccups while on-air; which is very embarrassing... and very entertaining.

But when the on-air mic is "off," the comedy mic is ON. From dialect-driven characters, sarcastic life stories and cynically optimistic views on just about everything, Sandy's a funny force to be reckoned with. Her stand-up has allowed her to travel from coast-to-coast, performing with comedy greats like Dana Carvey, Gilbert Gottfried, Harland Williams, Mark Curry, Brett Butler, and many others. She's currently a "Grace White Presents Women Who Kick Comedy Butt" regular; and was proud to be a part of the "5 Funny Females" National tour of 2006. She was also voted one of "California's Funniest Females" of 2006, and has recently begun writing a monthly column for the Wave Magazine, and hosting "Best of San Francisco" segments for Ten Toe TV.

With dreams of becoming a late night talk show host, Sandy is happy to already have several forms of hosting under her belt, including: sporting events at the HP Pavilion for crowds of 15,000; summer concerts for San Jose's "Music in the Park", various corporate events and charity fundraisers, and on-air interviews with music artists. She is also a voice-over actress with professional training from Voice Trax of Sausalito.

When she's not on-camera or behind a mic; she's probably trying to find out more ways to be on-camera or behind a mic. And....eating cake.

To contact Sandy, log on to: [www.sandystec.com](http://www.sandystec.com)





# **Brand Impact Awards 2007: Summary Overview**



## **Insights from Year One of the Brand Impact Study**

### **Big Brands Have Big Halos.**

Several major brands, like HP, IBM and Microsoft sit across multiple categories. This provides them with an awareness boost or halo effect in any new category they may enter. However, this does not instantly translate into dominance in that category. Take for instance, Microsoft. Microsoft's Zune roared into the MP3 category this past year. But Microsoft's instant high awareness has not translated into stellar sales for Zune. The initial halo effect provides a major brand with an instant boost via high awareness; however the product still needs to deliver value to convert that high awareness into purchase intent.

### **Most Loyal Customers.**

Certain brands have extremely high conversion rates, meaning they have a strong and loyal following from their initial levels of awareness all the way to intent to purchase. These brands quite often are synonymous with their category because they've either defined or created it. Cisco in networking communication has an extremely high conversion rate. Other examples are Apple in the MP3 market, HP for printers, and Google for search. An interesting case is EA, EA is not a household name like some of its category competitors (Sony and Microsoft) and therefore it has lower awareness in the broader consumer market. Even so, EA has a similar Brand Power Rating to Sony and Microsoft, because EA is able to consistently convert consumers along the ACPP cycle since this is EA's category.

### **Awareness is Where it All Begins.**

It's no coincidence that the most powerful brands are those that begin with high levels of awareness. Conversely, the bottom ranking brands typically are those that suffer from low awareness. This tells us if companies aren't willing to spend to a certain level to build awareness of their brand, they will never get out the basement much less challenge a dominant brand in their category.

### **Silicon Valley Pioneers Garner Highest Reputation Scores.**

The highest reputation scores belong to some of the oldest technology brands. These are the brands that have continued to define and deliver in the category they are best known for - Cisco in networking, HP in printers, Intel for semiconductors, and Adobe for publishing software.

### **Movement Can Happen Fast So Stay Tuned.**

This was the first study using this methodology and therefore it creates a baseline. High technology is a quickly evolving market with new products and brands constantly appearing. It will be interesting to track a brand's ability to adjust to competitive threats. For instance, at the time of this study gaming console brands were just launching their next generation products. Immediately after the study, the Wii created enormous buzz. How much will Nintendo's Brand Impact Rating change from the initial ranking? Will this reduce the brand power of Sony and Microsoft? Another brand that was just launching when the data was collected is Microsoft's Zune. Will Microsoft's brand halo be enough to maintain visibility in the MP3 market? And finally, how will Apple's iPhone shake up the smart phone category? Which brands should be worried? All these questions will be answered in year two. We look forward to tracking the changes and presenting the Brand Impact Report again in 2008.

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## Top Three B2C Category Brands

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
<b>HDTV</b>				
1. Sony	<b>0.88</b>	0.78	0.95	1.00
2. Panasonic	<b>0.65</b>	0.64	0.84	0.56
3. Philips	<b>0.45</b>	0.56	0.69	0.11

## MP3

1. Apple iPod	<b>0.87</b>	0.80	0.87	1.00
2. Creative Labs Zen	<b>0.56</b>	0.41	0.77	0.67
3. SanDisk Sansa	<b>0.36</b>	0.38	0.67	0.11

## Printers

1. HP	<b>0.88</b>	0.80	0.90	1.00
2. Canon	<b>0.54</b>	0.50	0.79	0.44
2. Epson	<b>0.54</b>	0.48	0.69	0.56

## Home Hard Drives

1. Maxtor/Seagate	<b>0.66</b>	0.40	0.82	1.00
2. Western Digital	<b>0.55</b>	0.50	0.81	0.44
3. Dell	<b>0.50</b>	0.60	0.81	0.11

## Wireless Handsets

1. Nokia	<b>0.75</b>	0.65	0.78	0.89
2. Motorola	<b>0.68</b>	0.70	0.81	0.56
3. Samsung	<b>0.51</b>	0.54	0.72	0.33



## Top Three B2C Category Brands

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
<b>Video Game Consoles</b>				
1. Sony Playstation	<b>0.82</b>	0.81	0.93	0.78
2. Nintendo GameCube	<b>0.70</b>	0.62	0.79	0.78
3. Microsoft X Box	<b>0.63</b>	0.66	0.85	0.44

## Video Game Software

1. Electronic Arts	<b>0.71</b>	0.61	0.84	0.78
2. Microsoft	<b>0.65</b>	0.70	0.81	0.44
2. Sony	<b>0.65</b>	0.65	0.79	0.56

## Home Computers

1. Dell	<b>0.71</b>	0.74	0.89	0.56
2. HP	<b>0.64</b>	0.67	0.88	0.44
3. Apple	<b>0.55</b>	0.54	0.74	0.44

## Home Networking Devices

1. Linksys	<b>0.79</b>	0.64	0.86	1.00
2. NetGear	<b>0.55</b>	0.39	0.75	0.67
3. Belkin	<b>0.38</b>	0.34	0.73	0.22

## Internet – Social Networking Sites

1. MySpace	<b>0.81</b>	0.74	0.72	1.00
2. YouTube	<b>0.58</b>	0.51	0.63	0.67
3. Facebook	<b>0.39</b>	0.41	0.58	0.22

## Top Three B2C Category Brands

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
<b>Internet – Site You Can't Live Without</b>				
1. Google	<b>0.81</b>	0.68	0.84	1.00
2. Yahoo!	<b>0.67</b>	0.73	0.88	0.44
3. Amazon	<b>0.56</b>	0.64	0.85	0.22

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## Internet – Search Engines

1. Google	<b>0.92</b>	0.86	0.95	1.00
2. Yahoo!	<b>0.66</b>	0.61	0.78	0.67
3. MSN	<b>0.45</b>	0.51	0.64	0.22

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## Top Three B2B Category Brands

Brand Impact      Brand Power      Brand Reputation      Judges Rating

### Networking/Communication Devices

1. Cisco	<b>0.92</b>	0.85	0.97	1.00
2. Nortel Networks	<b>0.60</b>	0.65	0.85	0.33
2. Avaya	<b>0.60</b>	0.54	0.84	0.56

### Integration Software/Middleware

1. IBM	<b>0.81</b>	0.71	0.92	0.89
2. Microsoft	<b>0.78</b>	0.77	0.83	0.78
3. Oracle/Siebel	<b>0.50</b>	0.47	0.80	0.33

### Enterprise Application Software

1. Oracle/Siebel	<b>0.82</b>	0.68	0.91	1.00
2. SAP	<b>0.64</b>	0.56	0.81	0.67
3. BMC	<b>0.42</b>	0.34	0.75	0.33

### Messaging, Conference and Communications

1. Microsoft Live Meeting	<b>0.84</b>	0.74	0.87	1.00
2. Webex	<b>0.59</b>	0.46	0.81	0.67
3. Adobe Breeze	<b>0.56</b>	0.58	0.86	0.33

### Antiviral/Security Software

1. Symantec	<b>0.84</b>	0.75	0.83	1.00
2. McAfee	<b>0.71</b>	0.71	0.79	0.67
3. Trend Micro	<b>0.46</b>	0.40	0.80	0.33

## Top Three B2B Category Brands

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	Brand Impact	Brand Power	Brand Reputation	Judges Rating
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### Multimedia, Graphics, Publishing Software

1. Adobe	<b>0.90</b>	0.82	0.95	1.00
2. Microsoft	<b>0.73</b>	0.73	0.81	0.67
3. Apple	<b>0.45</b>	0.50	0.81	0.11

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### Servers

1. HP	<b>0.83</b>	0.71	0.88	1.00
2. IBM	<b>0.66</b>	0.69	0.89	0.44
2. Dell	<b>0.66</b>	0.68	0.76	0.56

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### Semiconductors

1. Intel	<b>0.86</b>	0.87	0.97	0.78
2. Texas Instruments	<b>0.70</b>	0.73	0.85	0.56
3. AMD	<b>0.64</b>	0.53	0.89	0.67

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### Enterprise Storage

1. IBM	<b>0.72</b>	0.72	0.82	0.67
2. EMC	<b>0.69</b>	0.45	0.81	1.00
3. HP	<b>0.60</b>	0.67	0.80	0.33

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### Smart Phones

1. RIM Blackberry	<b>0.80</b>	0.64	0.89	1.00
2. Nokia	<b>0.62</b>	0.54	0.74	0.67
3. Palm Treo	<b>0.52</b>	0.63	0.88	0.11

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# **Brand Impact Awards 2007: B2C Winners**



Winner: **Sony**

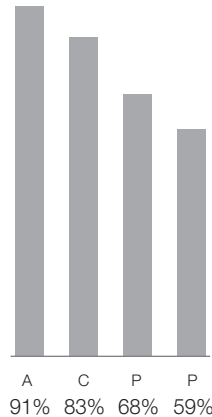
Category: High Definition Television (HDTV)

**Brand Impact Score: .88**

Brand Power Rating	.78
Brand Reputation Rating	.95
Judge's Rating	1.00

**ACPP Score**

Awareness	91%
Consideration	83%
Preference	68%
Purchase Intent	59%



**Judges Comments**

“Besides Marlboro, Microsoft and Coca Cola, I can’t imagine a brand with more global awareness than Sony. Sony has been around since the 1950’s with transistor radios, so you almost inherit Sony as a brand for your life.”

“This is a category where brands are losing share to Chinese white box manufacturers who are dropping price. Sony is most threatened by what’s coming out of China because the LCD screen manufacturers are undercutting them on margins and market share.”

“At the end of the day when looking at a high def TV, it comes down to size and price. It’s \$2000 or \$3000 dollars for a TV so you want to go with safety, and that’s why people turn to the Sony brand.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Sony	<b>0.88</b>	0.78	0.95	1.00
2. Panasonic	<b>0.65</b>	0.64	0.84	0.56
3. Philips	<b>0.45</b>	0.56	0.69	0.11

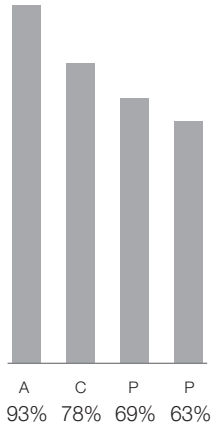


Winner: **Apple iPod**

Category: MP3 Players

**Brand Impact Score: .87**

Brand Power Rating	.80
Brand Reputation Rating	.87
Judge's Rating	1.00



**ACPP Score**

Awareness	93%
Consideration	78%
Preference	69%
Purchase Intent	63%

**Judges Comments**

"iPod owns this category by every measure. Apple is so dominant that it would take a cataclysmic change in the category to knock them out."

"It all comes back to the brand's ability to create an emotional relationship with its customers. Apple has the ability to create technology, design, and aesthetic solutions that appeal to us as humans. No other company has been able to do this with the success that Apple has."

"Apple has perfected the user experience. It's absolutely flawless."

"Sandisk has the potential to make some headway in this category because they own flash."

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Apple iPod	<b>0.87</b>	0.80	0.87	1.00
2. Creative Labs Zen	<b>0.56</b>	0.41	0.77	0.67
3. SanDisk Sansa	<b>0.36</b>	0.38	0.67	0.11

Winner: **HP**

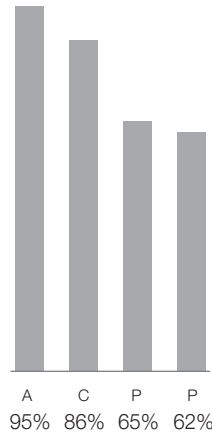
Category: Printers

**Brand Impact Score: .88**

Brand Power Rating	.80
Brand Reputation Rating	.90
Judge's Rating	1.00

**ACPP Score**

Awareness	95%
Consideration	86%
Preference	65%
Purchase Intent	62%



**Judges Comments**

“HP is the category. No one is at the same level in terms of preference.”

“HP has a massive presence at retail. When I walk into Comp USA, nearly every printer is an HP. The variety is there, the price is right, and the toner is always in stock.”

“The price of toner is a big driver of printer choice. That’s why the one to watch in this category is Kodak. A year from now they’ll be on this list because they’re undercutting HP cartridges by 50%.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. HP	<b>0.88</b>	0.80	0.90	1.00
2. Canon	<b>0.54</b>	0.50	0.79	0.44
2. Epson	<b>0.54</b>	0.48	0.69	0.56





Winner: **Maxtor/Seagate**

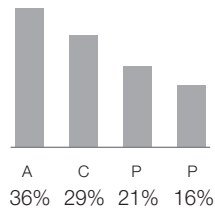
Category: Home Hard Drives

**Brand Impact Score: .66**

Brand Power Rating	.40
Brand Reputation Rating	.82
Judge's Rating	1.00

**ACPP Score**

Awareness	36%
Consideration	29%
Preference	21%
Purchase Intent	16%



**Judges Comments**

“In the store, it’s the package, the name, box and reliability that make all the difference. Seagate has a great package, beautiful photography, great product design. It looks reliable, it looks like it works. That’s why I bought it.”

“The one to watch is Toshiba. They’ve made a strategic decision to jump into the consumer home space and they already provide drives for many companies in this category”

“The information we put on these hard drives is priceless. We buy them so we don’t lose our stuff..... Brand HAS to matter when buying these things! Yet, no one is selling product on this proposition, that means there’s opportunity here.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Maxtor/Seagate	<b>0.66</b>	0.40	0.82	1.00
2. Western Digital	<b>0.55</b>	0.50	0.81	0.44
3. Dell	<b>0.50</b>	0.60	0.81	0.11

Winner: **Nokia**

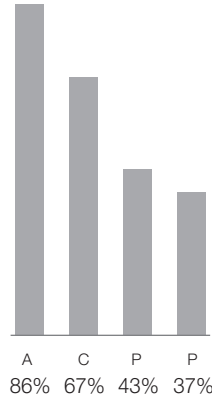
Category: Wireless Handsets

**Brand Impact Score: .75**

Brand Power Rating	.65
Brand Reputation Rating	.78
Judge's Rating	.89

**ACPP Score**

Awareness	86%
Consideration	67%
Preference	43%
Purchase Intent	37%



**Judges Comments**

"Nokia has a fool-proof interface. It may not be as sexy as Motorola but the reliability is there in terms of user interface."

"Motorola is a beautiful brand that has a real wonder and charm to it. They've got these great form factors, but a poor user interface. It's as counter intuitive as can be. They've got a sleek design but the phone just doesn't stand up."

"People used to associate 'made in Japan' with junk, and now it means 'quality'. Samsung, a Korean brand, might have been associated with junk in the past, but now they're showing us they can build a very good product. Samsung has come a long way, and they're going to change perceptions!"

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Nokia	<b>0.75</b>	0.65	0.78	0.89
2. Motorola	<b>0.68</b>	0.70	0.81	0.56
3. Samsung	<b>0.51</b>	0.54	0.72	0.33

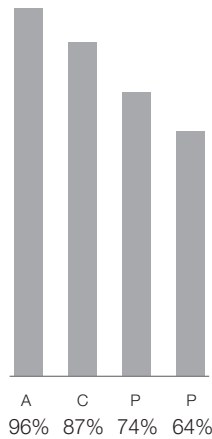


Winner: **Sony Playstation**

Category: Gaming Consoles

**Brand Impact Score: .82**

Brand Power Rating	.81
Brand Reputation Rating	.93
Judge's Rating	.78



**ACPP Score**

Awareness	96%
Consideration	87%
Preference	74%
Purchase Intent	64%

**Judges Comments**

“This is a category where content drives the purchase of the consoles. There’s no commoditization in this category – each brand is unique, a unique experience and unique content.”

“This survey was taken in early 2007, when Playstation was still the leading brand. Things are different today.”

“Nintendo’s Wii is getting an amazing amount of play because it’s a great system, and because Wii has totally reinvented the human interface and made it more human like. It broke the metaphor.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Sony Playstation	<b>0.82</b>	0.81	0.93	0.78
2. Nintendo GameCube	<b>0.70</b>	0.62	0.79	0.78
3. Microsoft Xbox	<b>0.63</b>	0.66	0.85	0.44

Winner: **Electronic Arts**

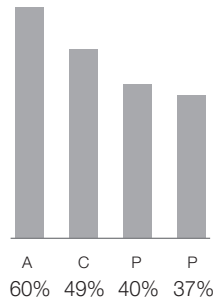
Category: Video Game Software

**Brand Impact Score: .71**

Brand Power Rating	.61
Brand Reputation Rating	.84
Judge's Rating	.78

**ACPP Score**

Awareness	60%
Consideration	49%
Preference	40%
Purchase Intent	37%



**Judges Comments**

“In this category, EA has 55% market share and is the driving force. They are really good at keeping customers. A very strong brand.”

“The lesson learned here is that Microsoft and Sony who don’t make a living making gaming software are still toward the top of the chart. This talks to the power of brand in terms of halo effect. They have power in a category that isn’t their category.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Electronic Arts	<b>0.71</b>	0.61	0.84	0.78
2. Microsoft	<b>0.65</b>	0.70	0.81	0.44
2. Sony	<b>0.65</b>	0.65	0.79	0.56

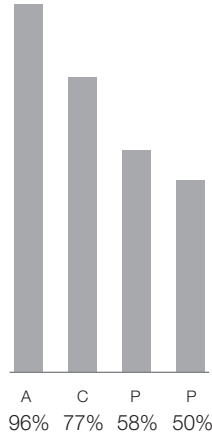


Winner: **Dell**

Category: Home Computers

**Brand Impact Score: .71**

Brand Power Rating	.74
Brand Reputation Rating	.89
Judge's Rating	.56



**ACPP Score**

Awareness	96%
Consideration	77%
Preference	58%
Purchase Intent	50%

**Judges Comments**

"Dell and HP are the leaders. The rest are 'also-rans'."

"Apple's awareness is high but unlike in the MP3 category its consideration and purchase intent is lagging."

"I would have thought Apple's score would have been higher on intent to purchase because of the switch campaign."

"The one to watch is Lenovo if they come into the consumer space. They are trying to cut a deal with Best Buy now. But the one brand Best Buy really wants at retail is Dell, but Dell won't budge."

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Dell	<b>0.71</b>	0.74	0.89	0.56
2. HP	<b>0.64</b>	0.67	0.88	0.44
3. Apple	<b>0.55</b>	0.54	0.74	0.44

Winner: **Linksys**

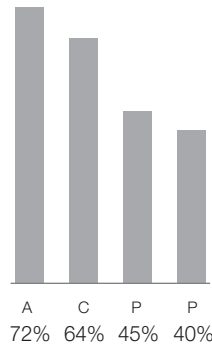
Category: Home Networking Devices

**Brand Impact Score: .79**

Brand Power Rating	.64
Brand Reputation Rating	.86
Judge's Rating	1.00

**ACPP Score**

Awareness	72%
Consideration	64%
Preference	45%
Purchase Intent	40%



**Judges Comments**

“Linksys is the leader in this category with a three-way tie for 2nd. That says something about the dominance of this brand in its category!”

“Linksys has been the dominant player from the beginning. They got retail from the beginning. They own retail.”

“Linksys does some things right. In terms of branding on the device, it screams at you with their logo. The Linksys brand is all over the device. I can't even picture any other brands.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Linksys	<b>0.79</b>	0.64	0.86	1.00
2. NetGear	<b>0.55</b>	0.39	0.75	0.67
3. Belkin	<b>0.38</b>	0.34	0.73	0.22

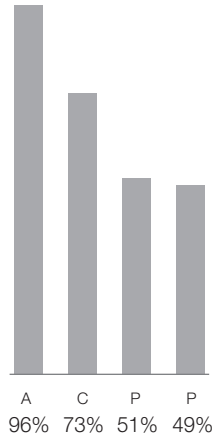


Winner: **MySpace**

Category: Internet – Social Networking Sites

**Brand Impact Score: .81**

Brand Power Rating	.74
Brand Reputation Rating	.72
Judge's Rating	1.00



**ACPP Score**

Awareness	96%
Consideration	73%
Preference	51%
Purchase Intent	49%

**Judges Comments**

“MySpace is all about self promotion and sharing with friends. It has a massive audience.”

“Every business plan that you see nowadays, everybody wants to get their service out there virally, so that it’s adopted by the MySpace crowd.”

“In the early days, we couldn’t see how MySpace would ever make money. Once they were bought and moved to an advertising model and gained a connection with a big media company, it changed the nature of the game. Same with YouTube.”

“MySpace isn’t going away.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. MySpace	<b>0.81</b>	0.74	0.72	1.00
2. YouTube	<b>0.58</b>	0.51	0.63	0.67
3. Facebook	<b>0.39</b>	0.41	0.58	0.22

Winner: **Google**

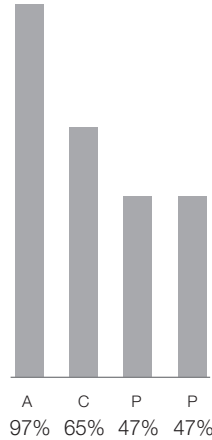
Category: Internet – Site You Can’t Live Without

**Brand Impact Score: .88**

Brand Power Rating	.68
Brand Reputation Rating	.84
Judge’s Rating	1.00

**ACPP Score**

Awareness	97%
Consideration	65%
Preference	47%
Purchase Intent	47%



**Judges Comments**

“I would never use anything other than Google. I believe they have the best search. I’d never go to another service. Yahoo to me is friendly, whimsical – on training wheels somehow and MSN is a non player. “

“Google’s success as a brand is in its simplicity.”

“Yahoo, Google and Amazon all enjoy a very high level of awareness which is the starting point to a high brand power rating. But at the end of the day, Google is IT!”

“Google is now used as a verb...that’s impact!”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Google	<b>0.81</b>	0.68	0.84	1.00
2. Yahoo!	<b>0.67</b>	0.73	0.88	0.44
3. Amazon	<b>0.56</b>	0.64	0.85	0.22



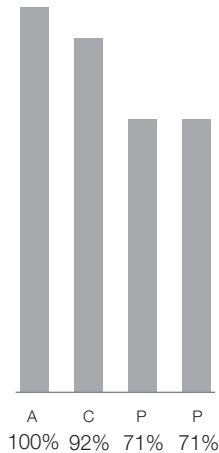


Winner: **Google**

Category: Internet – Search Engines

**Brand Impact Score: .92**

Brand Power Rating	.86
Brand Reputation Rating	.95
Judge's Rating	1.00



**ACPP Score**

Awareness	100%
Consideration	92%
Preference	71%
Purchase Intent	71%

**Judges Comments**

“There have been so many names in the search category that have come and gone, but now there are the big three.”

“You live in either the Yahoo or Google world. You ascribe your loyalty to one of those two brands. Everybody else in there is just an alternative. Few others matter.”

“There is some consideration for Yahoo but after that it just gets trounced by Google.”

“Yahoo is far behind, it’s hard to break out above Google. And, with Google sitting on so much cash, they’ll just keep on acquiring companies.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Google	<b>0.92</b>	0.86	0.95	1.00
2. Yahoo!	<b>0.66</b>	0.61	0.78	0.67
3. MSN	<b>0.45</b>	0.51	0.64	0.22





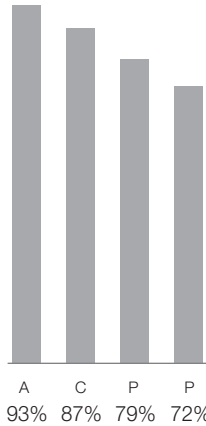
# Brand Impact Awards 2007: B2B Winners

Winner: **Cisco**

Category: Networking/Communication Devices

**Brand Impact Score: .92**

Brand Power Rating	.85
Brand Reputation Rating	.97
Judge's Rating	1.00



**ACPP Score**

Awareness	93%
Consideration	87%
Preference	79%
Purchase Intent	72%

**Judges Comments**

“Cisco has one of the highest brand power ratings and reputation scores we’ve seen.”

“There’s a huge difference in this category in terms of how these companies touch people. Cisco has a broad product set including consumer. They touch so many more people.”

“Nortel is a legacy brand, old age. They don’t market particularly well.”

“The Cisco brand can only get stronger. They have done a terrific job with their rebranding effort and reaching out to consumers. They have a message that reaches out to you emotionally.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Cisco	<b>0.92</b>	0.85	0.97	1.00
2. Nortel Networks	<b>0.60</b>	0.65	0.85	0.33
2. Avaya	<b>0.60</b>	0.54	0.84	0.56

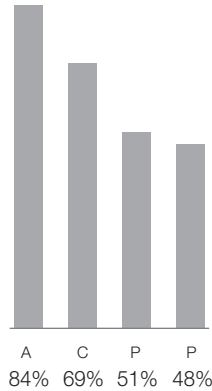


Winner: **IBM**

Category: Integration Software/Middleware

**Brand Impact Score: .81**

Brand Power Rating	.71
Brand Reputation Rating	.92
Judge's Rating	.89



**ACPP Score**

Awareness	84%
Consideration	69%
Preference	51%
Purchase Intent	48%

**Judges Comments**

"In terms of trust, typically Microsoft ranks 3rd in trust or last in trust while IBM ranks 1st."

"Microsoft and IBM are both platform companies and they each have a broad portfolio and go after each other in this category."

"Microsoft is really troubled because of their reputation and many have been criticizing their market efforts as too brand oriented not enough demand generation focused."

**Top Three Category Brands**

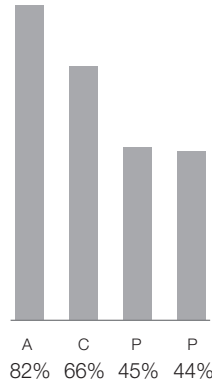
	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. IBM	<b>0.81</b>	0.71	0.92	0.89
2. Microsoft	<b>0.78</b>	0.77	0.83	0.78
3. Oracle/Siebel	<b>0.50</b>	0.47	0.80	0.33

Winner: **Oracle/Siebel**

Category: Enterprise Application Software

**Brand Impact Score: .82**

Brand Power Rating	.68
Brand Reputation Rating	.91
Judge's Rating	1.00



**ACPP Score**

Awareness	82%
Consideration	66%
Preference	45%
Purchase Intent	44%

**Judges Comments**

“Oracle has been almost untouchable with financial performance which has been very good and as of late they’ve been pounding on SAP.”

“What’s been surprising is how EMC has come up from a company that nobody thought of outside of storage, to one that is actually playing in this space after some acquisitions and aggressive moves.”

“CA has been in trouble for a long period of time thanks to both their acquisition strategy and some huge mistakes from their executive staff who found that stealing was a better way to move up.”

“BMC is a solid player in this category but not known for being visible.”

“In this category there’s a serious opportunity to motivate a brand.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Oracle/Siebel	<b>0.82</b>	0.68	0.91	1.00
2. SAP	<b>0.64</b>	0.56	0.81	0.67
3. BMC	<b>0.42</b>	0.34	0.75	0.33

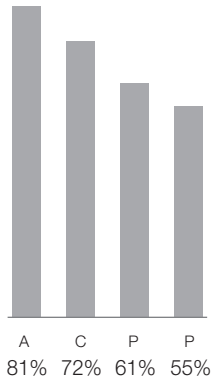


Winner: **Microsoft Live Meeting**

Category: Messaging, Conference and Communications

**Brand Impact Score: .84**

Brand Power Rating	.74
Brand Reputation Rating	.87
Judge's Rating	1.00



**ACPP Score**

Awareness	81%
Consideration	72%
Preference	61%
Purchase Intent	55%

**Judges Comments**

“When you see a super brand like Microsoft in this category it means that they’re doing great with brand extensions.”

“What’s amazing is how far Webex has fallen. I’m running into many more Live Meeting Conferences than Webex today.”

“As Webex use dropped off, so did the visibility for that product and Microsoft’s Live Meeting swooped in on this accelerating opportunity.”

“Now with Cisco having bought Webex, this is becoming an aggressively competitive category. Cisco’s purchase of Webex will add credibility to the brand. This should be an up and coming brand now with backing of Cisco.”

**Top Three Category Brands**

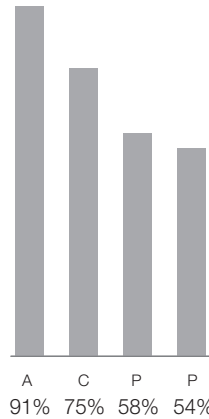
	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Microsoft Live Meeting	<b>0.84</b>	0.74	0.87	1.00
2. Webex	<b>0.59</b>	0.46	0.81	0.67
3. Adobe Breeze	<b>0.56</b>	0.58	0.86	0.33

Winner: **Symantec**

Category: Antiviral/Security Software

**Brand Impact Score: .84**

Brand Power Rating	.75
Brand Reputation Rating	.83
Judge's Rating	1.00



**ACPP Score**

Awareness	91%
Consideration	75%
Preference	58%
Purchase Intent	54%

**Judges Comments**

“There is amazing pull through for McAfee and Symantec compared to others in the category.”

“Symantec is still trending up right now and McAfee is still struggling with maintaining some type of favorable presence. There’s just been so much negative news. They’ve been hurt a lot.”

“The brevity and focus of their (Symantec) communication is great. They are on fire right now.”

“Symantec has an understated confidence about them.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Symantec	<b>0.84</b>	0.75	0.83	1.00
2. McAfee	<b>0.71</b>	0.71	0.79	0.67
3. Trend Micro	<b>0.46</b>	0.40	0.80	0.33





Winner: **Adobe**

Category: Multimedia, Graphics, Publishing Software

**Brand Impact Score: .90**

Brand Power Rating	.82
Brand Reputation Rating	.95
Judge's Rating	1.00



**ACPP Score**

Awareness	95%
Consideration	87%
Preference	72%
Purchase Intent	66%

**Judges Comments**

“Adobe is incredibly well thought of in this space and Microsoft is more of a bit player, not an area of their strength.”

“This is Adobe’s space. They are making strides in master branding and consistency. It’s not Acrobat Reader it’s now Adobe Reader”.

“Adobe survives on kick ass products.”

“Apple falls off with a business buyer, which is who was surveyed.”

**Top Three Category Brands**

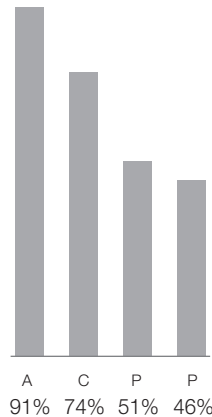
	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Adobe	<b>0.90</b>	0.82	0.95	1.00
2. Microsoft	<b>0.73</b>	0.73	0.81	0.67
3. Apple	<b>0.45</b>	0.50	0.81	0.11

Winner: **HP**

Category: Servers

**Brand Impact Score: .83**

Brand Power Rating	.71
Brand Reputation Rating	.88
Judge's Rating	1.00



**ACPP Score**

Awareness	91%
Consideration	74%
Preference	51%
Purchase Intent	46%

**Judges Comments**

“HP has been chewing folks up as of late. They are blowing the segment out. HP has imported a lot of ex Apple people to do the marketing. Mark Hurd is the new Wonderkid, he can do no wrong.”

“In terms of the ACPP, there's almost a three-way tie for first with HP, IBM, and Dell all neck and neck.”

“Dell is solid on their core messaging – which is all about price and performance.”

“If you look at this philosophically, Carly has done more for HP than anybody could have done in a shorter time. In a wild way she helped that company by bringing it down so low that people came to its rescue.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. HP	<b>0.83</b>	0.71	0.88	1.00
2. IBM	<b>0.66</b>	0.69	0.89	0.44
2. Dell	<b>0.66</b>	0.68	0.76	0.56



Winner: **Intel**

Category: Semiconductors

**Brand Impact Score: .86**

Brand Power Rating	.87
Brand Reputation Rating	.97
Judge's Rating	.78



**ACPP Score**

Awareness	95%
Consideration	85%
Preference	75%
Purchase Intent	75%

**Judges Comments**

“Intel has one of the highest Brand Reputation Scores of all brands surveyed.”

“Intel outspends everyone else in this class by a significant margin, this has both been a blessing and a curse because while folks do recognize the brand they didn’t really understand why the related products were better and often mixed up the company and product names. “

“AMD is able to capture good talent but is under-funded. They could do amazing things if they got budget. AMD has a high reputation score and Intel helped them to get there.”

“Over time, Samsung may be the company to watch. They are hungry; they have the consolidated master brand. This is a radical statement, but one day they could buy Intel.”

**Top Three Category Brands**

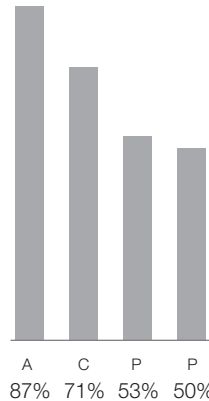
	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. Intel	<b>0.86</b>	0.87	0.97	0.78
2. Texas Instruments	<b>0.70</b>	0.73	0.85	0.56
3. AMD	<b>0.64</b>	0.53	0.89	0.67

Winner: **IBM**

Category: Enterprise Storage

**Brand Impact Score: .72**

Brand Power Rating	.72
Brand Reputation Rating	.82
Judge's Rating	.67



**ACPP Score**

Awareness	87%
Consideration	71%
Preference	53%
Purchase Intent	50%

**Judges Comments**

“IBM has the account control and also some ‘halo effect’. While IBM is not as big in storage as it used to be, their reputation is stellar and you are going to connect storage to the brand anyway.”

“The EMC numbers kind of surprise me as a bit low. They are the only pure play and they are doing pretty well.”

“EMC has a compelling value proposition.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. IBM	<b>0.72</b>	0.72	0.82	0.67
2. EMC	<b>0.69</b>	0.45	0.81	1.00
3. HP	<b>0.60</b>	0.67	0.80	0.33

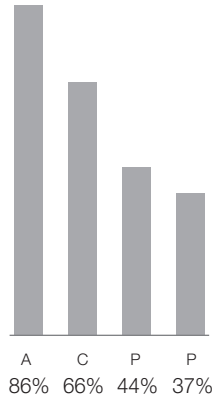


Winner: **RIM Blackberry**

Category: Smart Phones

**Brand Impact Score: .80**

Brand Power Rating	.64
Brand Reputation Rating	.89
Judge's Rating	1.00



**ACPP Score**

Awareness	86%
Consideration	66%
Preference	44%
Purchase Intent	37%

**Judges Comments**

“Blackberry is the easy #1, the question is who is #2 and #3?”

“The loyalty to Blackberry exceeds every one else’s.”

“I’ve had HP, Palm and Blackberry. I’ve played with a lot of these things. Blackberry knows who I am and they deliver. It works the way it’s supposed to work.”

“Nokia is up and coming. They are innovating and building partnerships.”

“The one to watch here is the iPhone. It will push into this category and drive interest in this segment.”

“Palm is a legacy brand. It’s looking old.”

**Top Three Category Brands**

	Brand Impact	Brand Power	Brand Reputation	Judges Rating
1. RIM Blackberry	<b>0.80</b>	0.64	0.89	1.00
2. Nokia	<b>0.62</b>	0.54	0.74	0.67
3. Palm Treo	<b>0.52</b>	0.63	0.88	0.11





# **Brand Impact Awards 2007: Brands of the Year**

- **B2C**
- **B2B**
- **Overall**

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# Brand Impact Awards Category Winners:

Liquid Agency and Socratic Technologies would like to congratulate the winners of the Brand Impact Awards 2007.

Brand of the Year is awarded to the single brand that has the highest Brand Impact Score of all brands measured in this year's study. The Brand Impact Score is derived by combining three different metrics into a single score. This year the final score was extremely close and Google emerged as the Brand of the Year by a very narrow margin. Below are the final scores carried to three digits.

## Top Brand Impact Scores

Category	Brand	Score
Search Engine	<b>Google</b>	<b>.920</b>
Networking / Communication Devices	Cisco	.919
Multimedia, Graphics and Publishing Software	Adobe	.900
Printers	HP	.880
Hi-Definition Television	Sony	.880



**B2C Brand of the Year**



**B2B Brand of the Year**



**Brand of the Year**







# Brand Impact Awards 2007: Notes



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