

ASUS®
Social-media image

Purpose of this study

1

To evaluate the social-media image (based on blogs and online forums) of Taiwanese tech firm ASUS in Bulgaria in March 2012

2

To identify the most salient themes driving the ASUS coverage in the Bulgarian blogosphere and online forums and their impact on the company's image

3

To pinpoint the most popular ASUS products and the media sentiment toward them

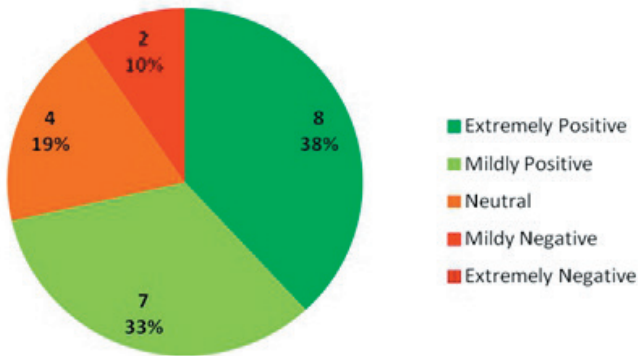
4

To identify the most engaged social media outlets

ASUS

Key Findings

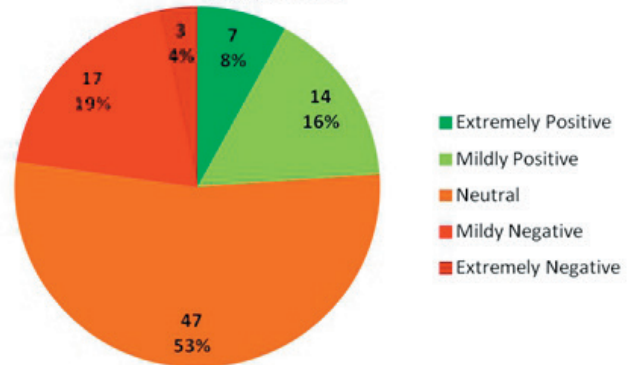
**Blog Post Sentiment
ASUS
March 2012**



In March 2012 there were 21 blog posts featuring ASUS and 88 online forum discussions containing 861 comments on ASUS and its products. The two social-media platforms differed significantly in terms of dynamics, salient topics and attitudes.

Overall, the Bulgarian blogosphere tracked and commented on various corporate announcements like new product launches and partnerships with other leading tech companies. The blogs also provided accounts of first hand user experience with various ASUS products.

**Online Forum Threads Sentiment
ASUS
March 2012**

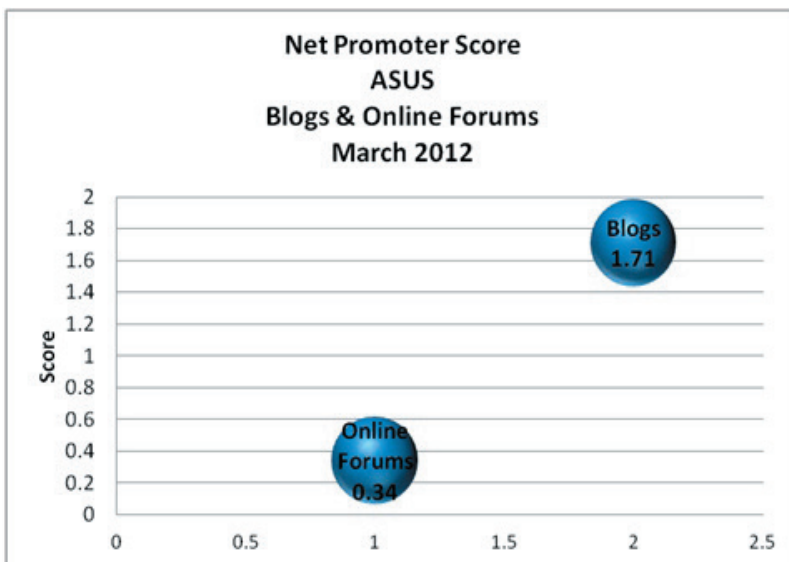


On the other hand, the online forum discussions were heavily driven by users seeking practical advice and assistance with various technical issues related to ASUS products.

The different nature and inner dynamics of blogs and online forums impacted the sentiment displayed toward ASUS and its products.

ASUS

Key Findings



ASUS enjoyed a very favourable image in the Bulgarian blogosphere as the blog authors focused on new product launches and product development. That determined to a large extent the PC maker's high NPS (Net Promoter Score), a metric which measures the probability of recommendation by end-customers, in the blogosphere.

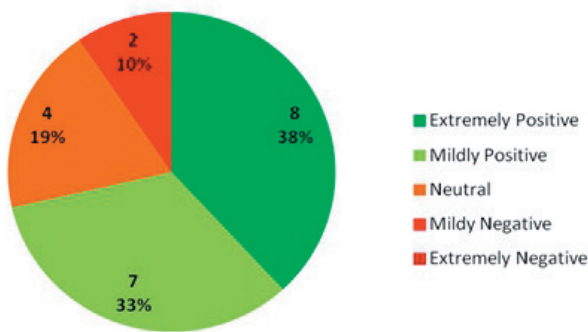
The NPS based on the forum users' opinions, although much lower than that in the blogosphere, was still on the positive side of the spectrum. The online forums demonstrated rather neutral disposition toward ASUS as they were preoccupied with technical aspects and issues related to the brand and its products.

* The Net Promoter Score (NPS) measures a business entity's performance through the eyes of its end-customers. It quantifies the likelihood of recommendation of a certain entity by tracking down the pertaining opinions expressed in various social media outlets and categorising them as promoters (loyal customers, enthused to make referrals), critics (unhappy, dissatisfied customers, willing to voice loud and clear their dissatisfaction), and neutrals (satisfied but unenthusiastic customers).

ASUS

The Blogosphere

**Blog Post Sentiment
ASUS
March 2012**



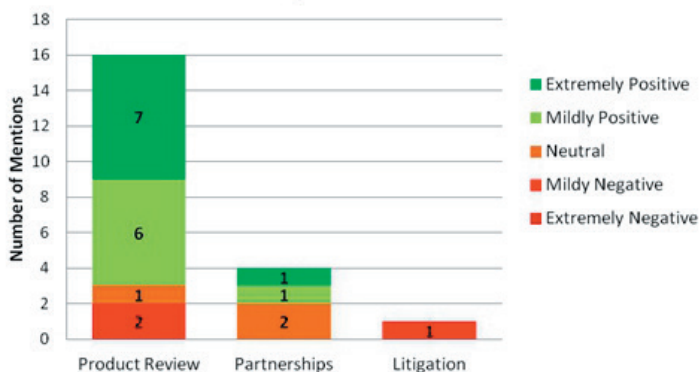
Some 21 blog posts helped shaping the image of ASUS and its products. Bulgarian bloggers were predominantly positive towards ASUS (15 favourable blog posts, or 71% of the total coverage).

The positive attitude was prompted by personal accounts of overall satisfactory user experience with the ASUS tablets and laptops, the two most popular products types of the Taiwanese firm.

There were only 2 negative blog posts. Among them was Sabina Panayotova's (sabinap.com) critical review of the ASUS Eee Pad Transformer Prime.

Litigation was another important issue, mentioned by tech blog Nixanbal. The issue behind it was a legal dispute between the toy company Hasbro and ASUS over the name of fictional character Transformer prime, used by ASUS for its new tablet.

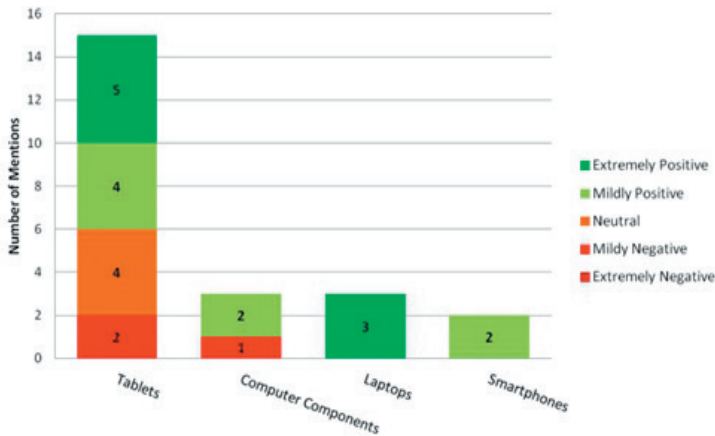
**Key Themes Sentiment
ASUS
Blogs March 2012**



ASUS

The Blogosphere

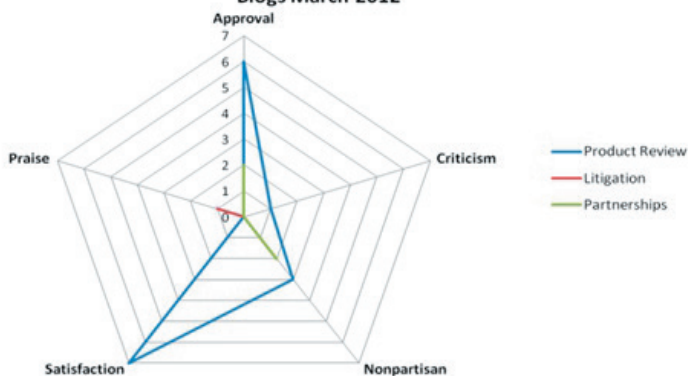
**Products Sentiment
ASUS
Blogs March 2012**



ASUS engaged mainly specialised technology blogs. Among them Nixanbal was the blog which provided the most extensive coverage in March (5 posts).

All favourable posts were written by Toplaptop.bg and Ardes.bg's corporate blogs (1 each), Laptops (2), Iko's WebJournal (1) and Vasil Toshkov's SEO blog (1).

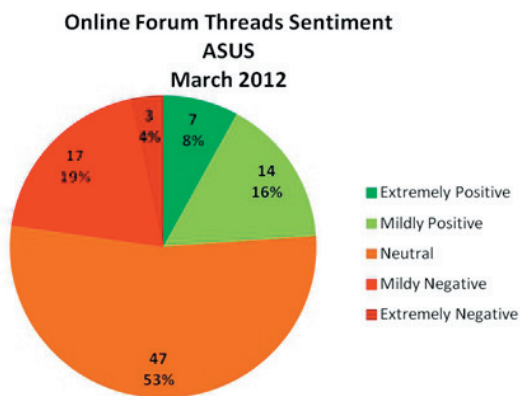
**Emotional Charge per Theme
ASUS
Blogs March 2012**



**The Emotional Charge Per Theme graph represents consumer engagement towards the various themes. A breakdown is made of the emotions displayed towards ASUS and the blog themes they were associated with.*

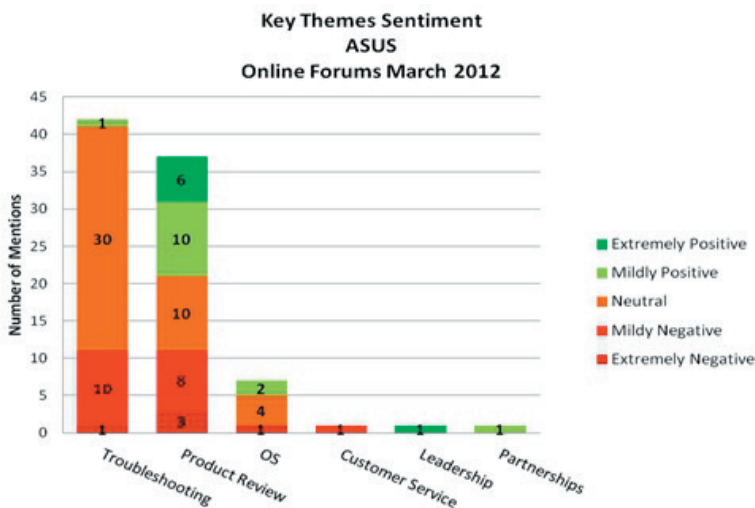
ASUS

Online forums



The forums were the social platform for 88 discussions containing over 850 comments on ASUS and its products. The conversations in the online forums revolved almost exclusively around the technical aspects of various ASUS hardware and practical solutions. Moreover, the users were constantly seeking advice related to configuration and compatibility issues and problems with this hardware.

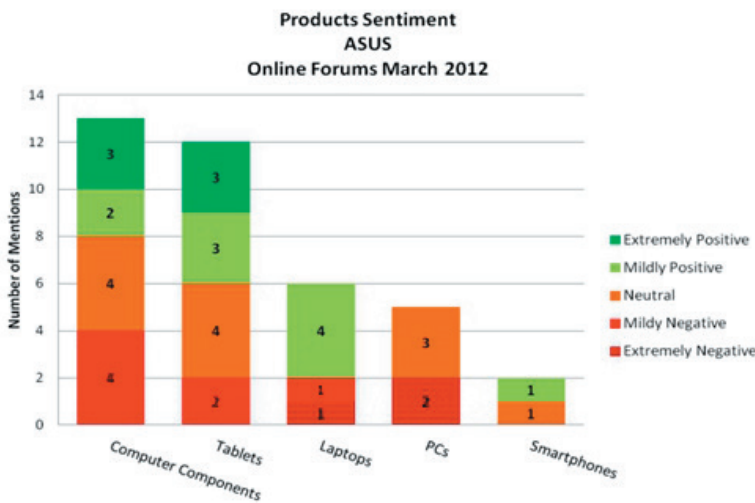
As a result, the sentiment towards the company was predominantly neutral (47 forum threads, 53% of the overall forum coverage).



On the other hand, ASUS drew praise for the design, quality and specifications of its tablets. Some online forum users performed head-to-head comparison of the ASUS Eee Transformer prime tablet and the Apple iPad and were very impressed by the advantages of the ASUS product.

ASUS

Online forums



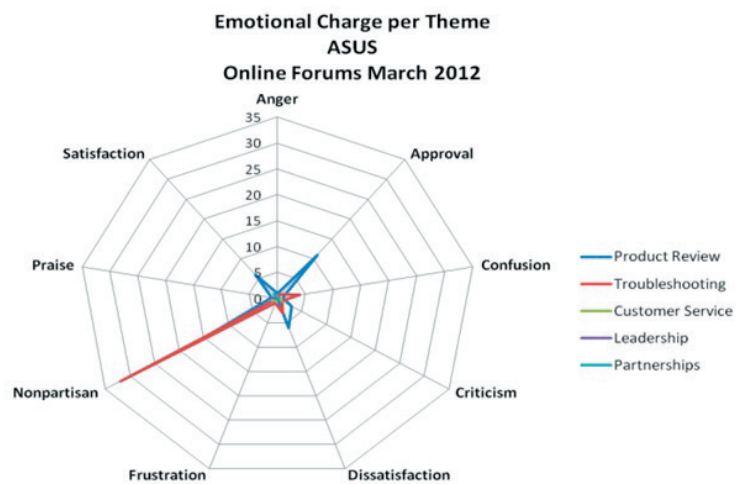
The ASUS video cards were also highly recommended among users especially among those involved with gaming in their free time. The negative comments in the Bulgarian forums resulted from complaints from the ASUS PCs and laptops.

The users usually complained about trouble with re-installing the operation system, frequent crashing of PC stations or laptops, as well as consistent issues with audio systems produced by the company.

Specialised tech forums, AndroidBG, HardwareBG, Kaldata and LaptopBG, hosted 2/3 of the online discussions and comments on ASUS during the analysed period.

Opinion
How
Question
Problem
Advice

**This graph presents key words from the titles and lead paragraphs of the harvested online forum discussions. The size of the word corresponds to the number of times it has appeared.*



**This graph represents consumer engagement per theme: A breakdown of the emotions which appear towards ASUS on the background of each theme in the forums*

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