

## **Research Methodology – URS Media Consulting Pvt. Ltd.**

### **3<sup>rd</sup> Edition – ASIA’S GREATEST BRANDS & LEADERS 2018**

The 120 Asia’s Greatest Brands & Leaders 2018 is a research-based listing using both primary and secondary data researched across sixteen industries and sixty two sub-categories evaluating Brands from 8 countries of Asia & the Middle East – India, Sri Lanka, Bangladesh, Singapore, Malaysia, Thailand, Indonesia and Dubai-UAE.

Asia’s Greatest Brands is a mission where brands are scanned, researched, understood and, after much deliberation by a competent team of experts, put on deserving pedestals for the admiration and veneration of the world. We delve into the history of the brands, let their beams of achievement play with us, feel the fire within these brands, and move along with their driving force. Finally, after the revelling in the process, we feature our humble yet expert insights into the making and rising of these brands that are truly the Asia’s Greatest! For anyone who is interested in the success story of these Asia’s greatest brands, or the fire within that made them succeed, or the driving force that put them on the path to great success, or finally the certitudes that make them great and the beacon of tomorrow that provides a hint and an insight into their future, we render in a transparent manner all the desirable information about these brands and more.

### **RESEARCH METHODOLOGY**

**The various phases of the Research Methodology will be as follows:**

**PHASE 1:** The first phase of the research will be initiated by generating a list of categories (to be covered under the purview of the survey and specific countries of Asia which would be part of the research).

The entire research platform will be divided into:

A list of about 1200 brands across sixteen sectors and sixty two sub-categories will be drawn up through secondary research driven by the URS Media Consulting International – United Research Services research team and AsiaOne editorial team using online surveys via:

- Google Analytics
- Market Studies
- Industry White Papers
- Category-specific Brand Reports
- Brand-specific Scrutiny

\*Companies with net revenue exceeding US\$12 billion will not be considered. Group turnovers will not be considered but may be only that of individual companies.

**PHASE 2:** The preliminary list of 1200 Brands generated of The Asia’s Greatest Brands will be scrutinized and graded on a scale of 1 to 10 (where 1 is the lowest and 10 is the highest) by the editorial team of URS and AsiaOne to generate a list of the top 300 brands based on the following parameters:

1. Brand Popularity
2. Brand Innovation
3. Brand Growth
4. Brand Promise
5. Brand Impact

### **PHASE 3: Jury and Brands & Leaders Scrutiny Questionnaire:**

The list of the top 300 brands will then further be scrutinized by the Jury. The brands will be rated on the parameters of Brand Popularity, Brand Innovation, Brand Growth, Brand Promise and Brand Impact on a scale of 1 to 10 (where 10 is the highest and 1 is the lowest).

### **FINAL PHASE & LISTING OF THE TOP 120 BRANDS**

The final phase of the research will entail the analysis of the Jury and editorial questionnaire ratings based on the above-mentioned parameters and weightage assigned below by URS research and AsiaOne Editorial team:

**Analysis:** The 120 Asia's Greatest Brands and Leaders list will be based on the cumulative scores received from the Jury, and editorial team of the shortlisted Brands.

URS AsiaOne Editorial Team will shortlist from 1200 to 300 and then based on the weightage given to the independent Jury scoring a final list of 120 Brands will be created.

### **The list of the 16 industries and their sub-categories covered under the purview of the study is as follows:**

- Automotive – Heavy vehicles, Passenger cars, Motorcycles, Tyres, Ancillary
- Education – K12 schools, Universities, Management schools, Engineering colleges, Skill development, Vocational training, Medical colleges
- Energy & Power – Oil & gas, Power supplies
- Finance – Banks, NBFCs, Financial services, Insurance
- Food & Beverages – Agriculture, Food processing, Bakery & dairy products, Beverages, Restaurants, Food products, Confectionery
- Healthcare – Hospitals, Pharmaceuticals, Diagnostics
- Household Products – Consumer electronics, Electrical appliances, Home appliances, Furniture, Security solutions
- Infrastructure – Cement, Ceramics, Iron & steel, Plywood, Sanitary ware
- IT & Telecom – IT solutions & consulting, Telecom
- Lifestyle – Apparel & textile, Jewellery, Stationery
- Manufacturing – Packaging, Hardware, Bathroom fittings, Trading
- Media & Entertainment – Electronic & digital media, Outdoor, Media, Events & entertainment, Print
- Personal Care – Hair care, Oral care, Personal hygiene, Wellness, Cosmetics, Appliances
- Real Estate – Commercial & residential properties
- Retail – Retail, Super/hyper markets, Food chains
- Services – Hospitality & hotels, Travel & tourism, Aviation, Logistics

\*In addition to the above methodology, a few Brands with relatively competitive scoring may be part of the list due to their recent year-on-year growth and emergence as a brand, but these companies would be featured, if any, under Editor's Choice feature and awards.

### **Asia's Greatest Leaders 2018**

A few Leaders of the final 120 list of Asia's Greatest Brands may be recognised for their contribution in building the brand. A number of these brands have corporates, entrepreneurs, first-generation or inheritance entrepreneurs, cooperatives, CMDs, Board of Directors involved behind the brands. Hence a qualitative assessment would be done in the form of a research Leader form which will have aspects of Vision for the company, Growth aspirations, and Corporate Social Responsibility activities. Finally the Leader forms with primary research data filled by the leaders will be sent to Jury for scoring along with the Brand scoring forms.