



# Survey Report on Brands Excellent in Innovative Design

Hong Kong Design Centre



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# I. Research Background

- The Hong Kong Design Centre (HKDC) is a professional organization aiming to awareness of the value of design and application of design in the business community. It disseminates design ideas/knowledge through seminars, workshops, conferences, design award competition, and exhibitions.
- HKDC firmly believes innovative design be an integral part of a successful brand. Firms anticipate to invest in brand building activities would like to know the types of design that will contribute more to a successful brand.
- HKDC, together with Asian Centre for Brand Management at the Hong Kong Polytechnic University, conducts the present study to explore the brands most Hong Kong citizens prefer to buy and use and the role of innovative design in these brands.

## II. Research Objectives

- To understand the factors important to brand choices
- To identify the brands that most Hong Kong citizens prefer to buy more frequently and think they are good in design.
- To investigate the types of design that Hong Kong consumers based on to assess innovative design brands
- Finally, to find out the brands most Hong Kong citizens would like to recommend to foreign visitors

## III. Research Methodology

1. Identifying the brands for the survey
  - Mainly were the winning brands in various “Top Brands Contests” organized by local media or by professional organizations in the past two-three years
  - These brands must be created and managed by Hong Kong based companies
  - 13 product categories were covered
2. Data collection method
  - Street-intercept interviews were employed to collect data during weekdays and weekends from May 7- June 9 2008

# III. Research Methodology

## 3. Target respondents

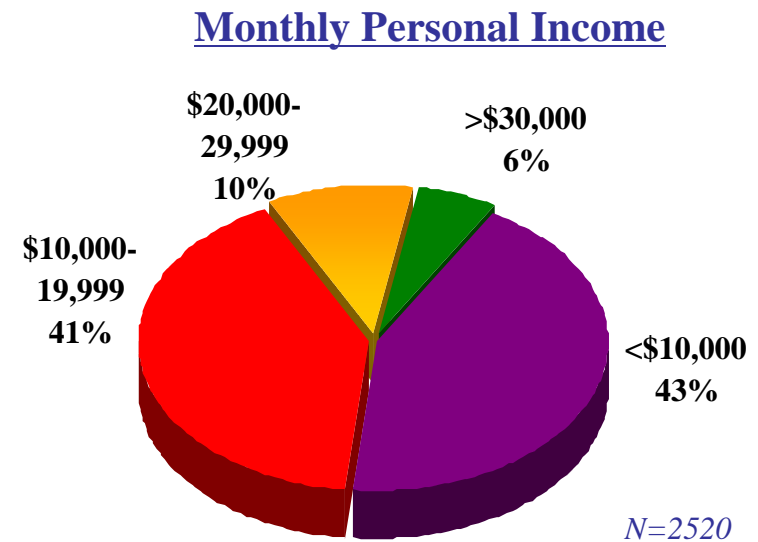
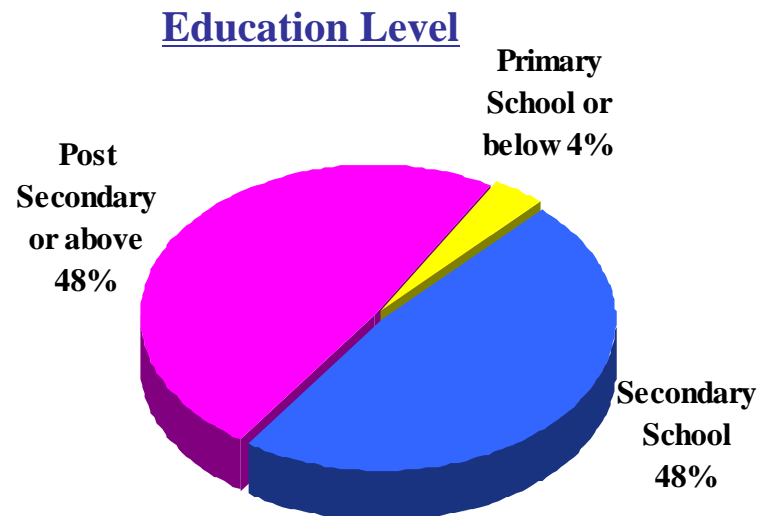
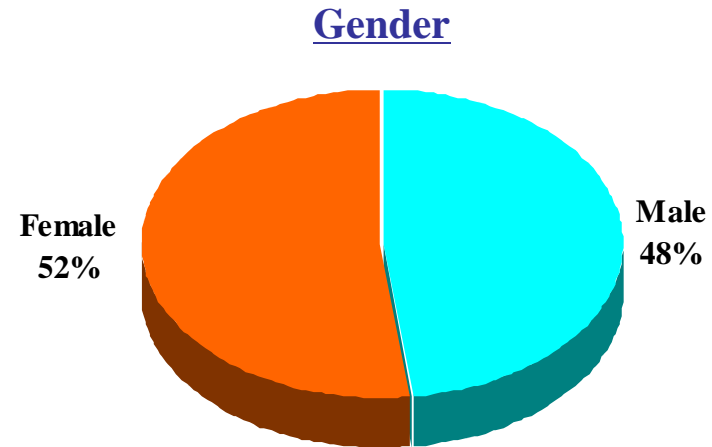
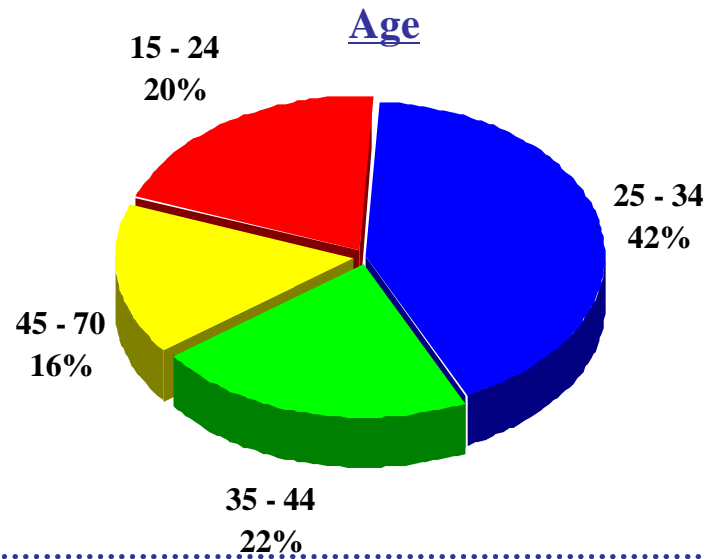
- HK residents aged 15-70
- Respondents were sampled from:
  - Central
  - Causeway Bay
  - Kennedy Town
  - North point
  - Chai Wan
  - Aberdeen
  - Kwun Tong
  - Tsuen Wan
  - Tuen Mun
  - Shatin
  - Taipo
  - Kowloon Bay
  - Mong Kok
  - Tsim Sha Tsui
- And both residential and commercial districts were covered

## 4. Sample size: N=2,520

The image is a blue-tinted version of Michelangelo's famous fresco, 'The Creation of Adam'. It depicts two hands reaching towards each other, with a bright, glowing light source between them. The text 'IV. Research Findings' is centered over the image in a bold, dark blue serif font. The background is a solid, deep blue color.

## **IV. Research Findings**

# 1. Respondent Profiles





## 2. Relative Importance of Individual Factors that Influence Brand Choice

Order of Importance	Top Five Choice Criteria
1.	Quality (46.2%)
2.	Price (43.4%)
3.	Brand Image (31.7%)
4.	Word-of-mouth (30.5%)
5.	Feeling/ Visual (29.9%)

N=2520

## *Followed by:*

<b>6</b>	<b>Customer Service (24.2%)</b>
<b>7</b>	<b>Match Lifestyle (19.2%)</b>
<b>8</b>	<b>Design Creativity (15.7%)</b>
<b>9</b>	<b>Advertising Appeal (13.3%)</b>
<b>10</b>	<b>Reliability (10.6%)</b>
<b>11</b>	<b>Convenience (9.1%)</b>

**3 out of the top 7 factors are  
brand-related factors**

# 3. Most favourable Brands Based on Innovative Design

# These include:

Top 5 Brands ( <i>Order of Rank</i> )	
	MTR 港鐵
	Ocean Park 海洋公司
	Broadway 百老匯
	KMB 九巴
	Cathay Pacific/ Dragonair 國泰航空/港龍航空

N=2520

# 4. Top Brands by Product Categories

<b>1. Groceries -</b> 日常食品	<b>2. Beverage -</b> 飲品	<b>3. Bakery -</b> 西餅	<b>4. Catering -</b> 餐廳	<b>5. Jewellery/Accessories -</b> 珠寶首飾
<b>Four Seas</b>	<b>Vitasoy</b>	<b>Maxim's</b>	<b>Café De Coral</b>	<b>Chow Sang Sang</b>
<b>Doll</b>	<b>Dairy Farm</b>	<b>Arome</b>	<b>Honeymoon Dessert</b>	<b>Chow Tai Fook</b>
<b>Amoy</b>	<b>Hung Fook Tong</b>	<b>Kee Wah</b>	<b>Hui Lau Shan</b>	<b>Luk Fook Jewellery</b>
<b>6. Telecommunications &amp; Consumer Electronics -</b> 電訊/電子產品	<b>7. Transportation -</b> 公共交通	<b>8. Shopping Malls -</b> 購物商場	<b>9. Health and Beauty Retail Chains / Chinese Herbal Shops -</b> 化妝/美容/保健	
<b>Broadway</b>	<b>MTR</b>	<b>Langham Place</b>	<b>Mannings</b>	
<b>Fortress</b>	<b>KMB</b>	<b>APM</b>	<b>Sasa</b>	
<b>HGC/3HK/ HGC broadband.com</b>	<b>Cathay Pacific / Dragonair</b>	<b>Festival Walk</b>	<b>Bonjour</b>	
<b>10. Department Stores/ Supermarket/ Living and Household -</b> 百貨公司/超市/生活家居	<b>11. Fashion Apparel -</b> 流行服飾	<b>12. Leisure/Entertainment -</b> 消閒娛樂	<b>13. Magazine -</b> 雜誌	
<b>CitySuper</b>	<b>I.T/i.t/ <a href="http://www.izzue.com/">http://www.izzue.com/</a> b+ab</b>	<b>Ocean Park</b>	<b>Milk</b>	
<b>PARKnSHOP/Taste/ Great/International</b>	<b>Giordano</b>	<b>Lan Kwai Fong</b>	<b>MingPao Weekly</b>	
<b>G.O.D</b>	<b>Esprit</b>	<b>Broadway Circuit</b>	<b>Jessica/Jessica Code/Esquire</b>	

## 5. Assessment Criteria for Brands Excellent in Innovative Design

Rank	Criteria
1.	Product Function Design (54.8%)
2.	Product Package Design (46.8%)
3.	Advertisement Design (36.0%)
4.	Product Appearance Design (35.4%)
5.	Product Service Design (35.0%)
6.	Shop Environment Design (28.0%)
7.	Service Flow Design (13.9%)

N=2520

## 6. Brands Most Preferred to Recommend to Foreign Visitors

Order of Preference	Recommended Brands
1.	Ocean Park
2.	Broadway
3.	I.T/i.t/ <a href="http://www.izzue.com/">http://www.izzue.com/</a> b+ab

*For those who have ever stayed overseas (not including China) 1 year or more:*

1. *Ocean Park*
2. *Broadway*
3. *APM*

N=2520



# V. Other Interesting Findings

# 1. Differences in Choice Criteria for Brands between Male and Female Consumers

Rank		Male	Rank		Female
1	Quality	535	1	Quality	623
2	Price	510	2	Price	578
3	Brand Image	393	3	Feeling/Visual	405
	Word-of-mouth	367	3	Brand Image	405
	Feeling/Visual	345		Word-of-mouth	394
	Customer Service	315		Customer Service	294
	Match Lifestyle	220		Match Lifestyle	260
	Design Creativity	205		Design Creativity	190
	Advertising appeal	159		Advertising appeal	175
	Reliable	119		Reliable	146
	Convenient	111		Convenient	117
Total		3279	Total		3587

## 2. Assessment Criteria for Brands Excellent in Innovative Design: Male versus Female

Rank		Male
1	Function Design	674
2	Package Design	535
3	Advertising Design	441
	Service Design	429
	Appearance Design	403
	Shop Environment Design	324
	Service Flow Design	186
	Others	9
Total		3001

Rank		Female
1	Function Design	702
2	Package Design	638
3	Appearance Design	487
	Advertising Design	464
	Service Design	445
	Shop Environment Design	377
	Service Flow Design	163
	Others	12
Total		3288

# 6. Brand List of Individual Product Categories

1) 日常食品Groceries	
淘大	Amoy
公仔	Doll
福茗堂茶莊	Fook Ming Tong Tea House
四洲	Four Seas
嘉頓	Garden
金象牌	Golden Elephant Brand
李錦記	Lee Kum Kee
明茶房	MingCha
百福	Pak Fook
英記茶莊	Ying Kee Tea House

2) 飲品Beverage	
清泉	Aqua Pure
牛奶公司	Dairy Farm
健康工房	Healthworks
鴻福堂	Hung Fook Tong
維記牛奶	Kowloon Dairy
捷榮	Tsit Wing
維他奶/ 維他	Vitasoy / VITA
屈臣氏蒸餾水	Watsons Water

3) 西餅Bakery	
東海堂	Arome Bakery
恆香	Hang Heung
奇華	Kee Wah Bakery
美心西餅	Maxim's/ Maxim's cake
聖安娜	Saint Honore
大班	Tai Pan
榮華	Wing Wah

#### 4) 餐廳Catering

大家樂	Café De Coral
東海·海都酒家 (香港集團)	East Ocean - Victoria City Restaurant (HK Group)
大快活	Fairwood
滿記甜品	Honeymoon Dessert
許留山	Hui Lau Shan
利苑	Lei Garden
美心集團/美心	Maxim's
太平洋咖啡	Pacific Coffee
鴻星	Super Star
稻香	Tao Heung

#### 5) 珠寶首飾Accessories

周生生/ 點睛品	Chow Sang Sang/ Emphasis
周大福/ 周大福 年青新一代	Chow Tai Fook/ ctf.2
英皇鐘錶珠寶	Emperor Watch & Jewellery
鎮金店	Just Gold
Life of Circle	Life of Circle
六福珠寶	Luk Fook Jewellery
太子珠寶鐘錶	Prince Jewellery & Watch Co.
Qeelin	Qeelin
謝瑞麟	TSL

**6) 電器/電訊Telecommunications & Consumer Electronics**

百老滙	Broadway
CSL/ One2Free/ 新世界傳動網	CSL/ One2Free/ New World Mobility
豐澤	Fortress
和記環球/ 3香港/和 記寬頻	HGC/ 3 HK/ HGC broadband.com
香港寬頻	HKBN
電訊盈科/ 網上行	PCCW/Netvigator
泰林	Tailin

**7) 公共交通Transportation**

九巴	KMB
國泰航空/港龍航空	CathayPacific/ Dragonair
城巴	City Bus
港鐵	MTR
新巴	New World First Bus
新世界第一渡輪	New World First Ferry
噴射飛航	Turbojet

8) 購物商場Shopping Malls	
APM	APM
太古城中心	City Plaza
圓方	Elements
又一城	Festival Walk
海港城	Harbour City
國際金融中心商場	ifc mall
朗豪坊	Langham Place
青衣城/ 德福廣場	Maritime Square/ Telford Plaza
新城市廣場	New Town Plaza
奧海城	Olympian City
太古廣場	Pacific Place
置地廣場	The Landmark
時代廣場	Times Square

9) 化妝/美容/保健Health and Beauty Retail Chains / Chinese Herbal Shops	
卓悅	Bonjour
華潤堂	CRCare
余仁生	Eu Yan Sang
萬寧	Mannings
莎莎	Sa Sa
東方紅	Tung Fong Hung
位元堂	Wai Yuen Tong
屈臣氏	Watsons



**10) 百貨公司/超市/生活家居Department Stores/ Supermarket / Living and Household**

City Super	City Super
住好啲	G.O.D
連卡佛	Lane Crawford
OVO	OVO
百佳超級市場/ Taste/ Great/ International	PARKnSHOP/ Taste/ Great/ International
實惠	Pricerite
先施	Sincere
惠康超級市場	Wellcome
永安	Wing On
裕華國貨	Yue Hwa

**11) 流行服飾Fashion Apparel**

班尼路	Baleno
Bla bla bra	Bla bla bra
堡獅龍	Bossini
Bread n Butter	Bread n Butter
鱷魚恤	Crocodile
思捷環球	Esprit
F.C.K. (Fashion Community Kitterick)	F.C.K. (Fashion Community Kitterick)
縱橫 2000	G2000
U2	U2
Gay Giano/Cour Carré	Gay Giano/Cour Carré
佐丹奴	Giordano
I.T / i.t/ <a href="http://www.issue.com/">http://www.issue.com./</a> b+ab	I.T / i.t/ <a href="http://www.issue.com./">http://www.issue.com./</a> b+ab
Jessica/Episode/ colour · eighteen	Jessica/Episode/ colour · eighteen
JOYCE	JOYCE
慕詩	Moiselle
上海灘	Shanghai Tang
Vivienne Tam	Vivienne Tam

12) 消閒娛樂Leisure / Entertainment	
百老匯院線	Broadway Circuit
加州紅	California Red
Kubricks	Kubricks
蘭桂坊	Lan Kwai Fong
Neway卡拉OK / 新時代卡拉OK	Neway
海洋公園	Ocean Park
葉壹堂	Page One
辰衝	Swindon Book

13) 雜誌Magazine	
Amy	Amy
號外	CityMagazine
IdN	IdN
旭茉/ Jessica Code/ 君子雜誌	Jessica/ Jessica Code/ Esquire
JET	JET
Milk	Milk
明報週刊	MingPao Weekly
U Magazine	U Magazine

# VI. The Most Preferred Brands: Number of Votes by Product Category

# 1. Groceries - 日常食品



Rank	Overall	Frequency
1.	Four Seas	973
2.	Doll	937
3.	Amoy	849
Merit	Garden	786
	Lee Kum Kee	762

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Doll	Four Seas	Four Seas	Four Seas	Four Seas	Lee Kam Kee
2.	Four Seas	Doll	Doll	Doll	Doll	Amoy
3.	Amoy	Amoy	Amoy	Garden	Lee Kam Kee	Doll

# 2. Beverage – 飲品



Rank	Overall	Frequency
1.	Vitasoy/VITA	1066
2.	Dairy Farm	942
3.	Hung Fook Tong	882
	Healthworks	867

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Vitasoy/ VITA	Vitasoy /VITA	Dairy Farm	Vitasoy /VITA	Hung Fook Tong	Vitasoy / VITA
2.	Dairy Farm	Dairy Farm	Vitasoy /VITA	Dairy Farm	Vitasoy / VITA	Dairy Farm
3.	Hung Fook Tong	Healthworks	Healthworks	Healthworks	Healthworks	Hung Fook Tong

# 3. Bakery – 西餅



Rank	Overall	Frequency
1.	Maxim's Cake	1228
2.	Arome Bakery	945
	Kee Wah Bakery	945
3.	St Honore	712

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Maxim's	Maxim's	Maxim's	Maxim's	Maxim's	Kee Wah
2.	Arome	Kee Wah	Arome	Arome	Kee Wah	Maxim's
3.	Kee Wah	Arome	St Honore	Kee Wah	Hang Heung	Hang Heung

# 4. Catering – 餐廳

西餅 滿記甜品 | HONEYMOON DESSERT



利苑飲食集團  
LEI GARDEN RESTAURANT GROUP



Rank	Overall	Frequency
1.	Cafe De Coral	987
2.	Honeymoon Dessert	922
3.	Hui Lau Shan	861
Merit	Fairwood	731



	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Cafe De Coral	Hui Lau Shan	Cafe De Coral	Honeymoon Dessert	Cafe De Coral	Cafe De Coral
2.	Hui Lau Shan	Cafe de Coral	Honeymoon Dessert	Hui Lau Shan	Honeymoon Dessert	Fairwood
3.	Honeymoon Dessert / Lei Garden	Lei Garden	Hui Lau Shan	Cafe De Coral	Hui Lau Shan	Tao Heung

# 5. Jewellery / Accessories –珠寶首飾

六福珠寶  
LUKFOOK JEWELLERY

周生生  
Chow Sang Sang

  
周大福  
CHOW TAI FOOK

Rank	Overall
1.	Chow Sang Sang
2.	Chow Tai Fook
3.	Luk Fook

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Chow Sang Sang	Chow Sang Sang	Chow Sang Sang	Chow Sang Sang	Chow Sang Sang	Chow Tai Fook
2.	Chow Tai Fook	Chow Tai Fook	Chow Tai Fook	Chow Tai Fook	Chow Tai Fook	Chow Sang Sang
3.	Luk Fook	Luk Fook	Luk Fook	Luk Fook	Luk Fook	Luk Fook



# 6. Telecommunications & Consumer Electronics

## 電訊/電子產品



Rank	Overall	Frequency
1.	Broadway	1391
2.	Fortress	926
3.	HGC/ 3HK/ HGC broadband.com	812

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Broadway	Broadway	Broadway	Broadway	Broadway	Broadway
2.	Fortress	Fortress	HGC/ 3HK/HGC broadband.com	HGC/ 3HK/ HGC broadband.com	Fortress	Fortress
3.	HGC/ 3HK/HGC broadband.com	HGC/ 3HK/HGC broadband.com	Fortress	Fortress	HGC/ 3HK/ HGC broadband.com	HKBN

# 7. Transportation - 公共交通



DRAGONAIR



CATHAY PACIFIC  
國泰航空公司



Rank	Overall	Frequency
1.	MTR	1512
2.	KMB	1350
3.	Cathay Pacific/ Dragonair	1289

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	MTR	MTR	MTR	MTR	MTR	KMB
2.	KMB	KMB	Cathay Pacific/ Dragonair	Cathay Pacific/ Dragonair	Cathay Pacific/ Dragonair	MTR
3.	Cathay Pacific/ Dragonair	Cathay Pacific/ Dragonair	KMB	KMB	KMB	Cathay Pacific/ Dragonair

# 8. Shopping Malls - 購物商場



Rank	Overall	Frequency
1.	Langham Place	917
2.	APM	827
3.	Festival Walk	784
Merit	Harbour City	613

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Langham Place	Langham Place	APM	Langham Place	Langham Place	Langham Place
2.	APM	Festival Walk	Langham Place	Festival Walk	APM	Times Square
3.	Festival Walk	APM	Festival Walk	APM	Festival Walk	Harbour City

# 9. Health and Beauty/Chinese Herbal Retail Chains - 化妝/美容/保健



Rank	Overall	Frequency
1.	Mannings	1189
2.	Sasa	981
3.	Bonjour	871
	Watsons	799

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Mannings	Mannings	Mannings	Mannings	Mannings	Mannings
2.	Sasa	Sasa	Sasa	Sasa	Sasa	Watsons
3.	Watsons	Bonjour	Bonjour	Bonjour	Bonjour	Sasa

# 10. Department Stores/ Supermarket/ Living and Household - 百貨公司/超市/生活家居

city'super



GOODS OF DESIRE



TASTE  
MORE THAN FOOD

great  
FOOD HALL

Rank	Overall	Frequency
1.	CitySuper	1150
2.	PARKnSHOP/ Taste/ Great/International	1032
3.	G.O.D	963

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	CitySuper	CitySuper	CitySuper	CitySuper	CitySuper	PARKnSHOP/Taste/ Great/International
2.	PARKnSHOP/Taste/ Great/International	PARKnSHOP/Taste/ Great/International	G.O.D	G.O.D	G.O.D	Wellcome
3.	G.O.D	G.O.D	PARKnSHOP/Taste/ Great/International	PARKnSHOP/Taste/ Great/International	PARKnSHOP/Taste/ Great/International	CitySuper

# 11. Fashion Apparel – 流行服飾

GIORDANO

ESPRIT



I.T

<http://www.izzue.com>

b + a b  
gotta pick my precious love collection

bread n butter

bossini



Rank	Overall	Frequency
1.	I.T/i.t/ <a href="http://www.izzue.com/">http://www.izzue.com/</a> b+ab	952
2.	Giordano	655
3.	Esprit	504
Merit	F.C.K	416
	Bossini	409
	Bread n Butter	401

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	I.T/i.t/ <a href="http://www.izzue.com/">http://www.izzue.com/</a> b+ab	I.T/i.t/ <a href="http://www.izzue.com/">http://www.izzue.com/</a> b+ab	I.T/i.t/ <a href="http://www.izzue.com/">http://www.izzue.com/</a> b+ab	I.T/i.t/ <a href="http://www.izzue.com/">http://www.izzue.com/</a> b+ab	Giordano	Giordano
2.	Giordano	Giordano	F.C.K	Giordano	I.T/i.t/ <a href="http://www.izzue.com/">http://www.izzue.com/</a> b+ab	Bossini
3.	Esprit	Bread n Butter	Giordano	Esprit	Esprit	Crocodile

# 12. Leisure/ Entertainment – 消閒娛樂



Lan Kwai Fong  
蘭桂坊



Neway™

Rank	Overall	Frequency
1.	Ocean Park	1443
2.	Lan Kwai Fong	923
3.	Broadway Circuit	865
	Neway	801

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Ocean Park	Ocean Park	Ocean Park	Ocean Park	Ocean Park	Ocean Park
2.	Lan Kwai Fong	Broadway Circuit	Neway	Lan Kwai Fong	Lan Kwai Fong	Lan Kwai Fong
3.	Broadway Circuit	Lan Kwai Fong	Broadway Circuit	Neway	Broadway Circuit	Broadway Circuit

# 13. Magazine - 雜誌



Rank	Overall	Frequency
1.	Milk	992
2.	MingPao Weekly	910
3.	Jessica/Jessica Code/Esquire	725
Merit	U Magazine	638
	Amy	631

	Gender		Age			
	Male	Female	15-24	25-34	35-44	45+
1.	Milk	Milk	Milk	Milk	MingPao Weekly	MingPao Weekly
2.	MingPao Weekly	MingPao Weekly	U Magazine	Jessica/Jessica Code/Esquire	Jessica/Jessica Code/Esquire	Jessica/Jessica Code/Esquire
3.	Jessica/Jessica Code/Esquire	Amy	Jessica/Jessica Code/Esquire	U Magazine	Milk	Milk



# VI. Appendix: Distribution of Votes for All Brands

## Groceries

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Four Seas	973
2	Doll	937
3	Amoy	849
Merit	Garden	786
Merit	Lee Kam Kee	762
	Pak Fook	501
	Golden Elephant	476
	Fook Ming Tong	292
	Ming Cha	175
	Ying Kee	163
<b>Total</b>		<b>5914</b>

## Beverage

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Vitasoy	1066
2	Dairy Farm	942
3	Hung Fook Tong	882
3	Healthworks	867
	Kowloon Dairy	630
	Watsons Water	501
	Aqua	439
	Tsit Wing	407
<b>Total</b>		<b>5734</b>

## Bakery

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Maxim's	1228
2	Arome	945
3	Kee Wah	945
	St Honore	712
	Hang Heung	687
	Tai Pan	685
	Wing Wah	554
<b>Total</b>		<b>5756</b>

## Catering Service

<i><b>Ranking</b></i>	<i><b>Brands</b></i>	<i><b>Frequency</b></i>
1	Cafe de Coral	987
2	Honeymoon Dessert	922
3	Hui Lau Shan	861
Merit	Fairwood	731
	Maxim's	579
	Tao Heung	433
	Pacific Coffee	404
	Lei Garden	378
	East Ocean	375
	Super Star	304
<b>Total</b>		5974

## Jewellery/Accessories

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Chow Sang Sang	1250
2	Chow Tai Fook	1088
3	Luk Fook	811
	TSL	549
	Just Gold	492
	Emperor Watch	376
	Prince Jew	274
	Life of Circle	249
	Qeelin	165
<b>Total</b>		<b>5254</b>

## Telecommunications & Consumer Electronics

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Broadway	1391
2	Fortress	926
3	3HK/HGC	812
Merit	HKBN	719
	CSL/New World Mobility/One2free	574
	PCCW/Netvigator	571
	Tailin	526
<b>Total</b>		<b>5519</b>

## Transportation

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	MTR	1512
2	KMB	1350
3	CathayPacific	1289
	CltyBus	477
	New World First Bus	384
	New World First Ferry	384
	Turbojet	273
<b>Total</b>		<b>5669</b>



## Shopping Malls

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Langham Place	917
2	APM	827
3	Festival Walk	784
Merit	Harbour City	613
	Elements	545
	Times Square	509
	ifc mall	424
	New Town Plaza	347
	CityPlaza	314
	Maritime square/Telford Plaza	237
	Olympian City	204
	Pacific Place	183
	The Landmark	160
<b>Total</b>		<b>6064</b>

## Health and Beauty /Chinese Herbal Retail Chains

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Mannings	1189
2	Sasa	981
3	Bonjour	871
3	Watsons	799
	Eu Yan Sang	476
	CRCare	448
	Tung Fong Hung	368
	Wai Yuen Tong	310
<b>Total</b>		<b>5442</b>

## Department Stores/Supermarket/ Living and Household

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	CitySuper	1150
2	PnShop/Taste/Great	1032
3	GOD	963
	Lane Crawford	698
	Wellcome	580
	Pricerite	412
	Sincere	322
	WingOn	281
	OVO	276
	Yue Hwa	182
<b>Total</b>		<b>5896</b>

# Fashion Apparel

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	IT/izzue/b+ab	952
2	Giordano	655
3	Esprit	504
Merit	F.C.K	416
Merit	Bossini	409
Merit	BreadnButter	401
	U2	331
	Crocodile	326
	Baleno	324
	G2000	319
	Joyce	288
	Bla Bla Bra	212
	Vivienne Tam	190
	Shanghai Tang	145
	Jessica/Episode/Colour18	142
	Gay Giano/Cour Carre	118
	Moiselle	58
<b>Total</b>		<b>5790</b>

## Leisure/Entertainment

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Ocean Park	1443
2	Lan Kwai Fong	923
3	Broadway Circuit	865
3	Neway	801
	California Red	708
	PageOne	362
	Kubricks	256
	Swindon Book	181
<b>Total</b>		<b>5539</b>

## Magazine

<i>Ranking</i>	<i>Brands</i>	<i>Frequency</i>
1	Milk	992
2	MingPao Weekly	910
3	Jessica/Jessica Code/Esquire	725
Merit	UMagazine	638
Merit	Amy	631
	CityMagazine	455
	IdN	246
	JET	205
<b>Total</b>		<b>4802</b>

- This research is co-designed by Hong Kong Design Center (HKDC) and Asian Center for Brand Management (ACBM) at Hong Kong Polytechnic University and implemented by the latter. All enquiries could be directed to either HKDC at [info@hkdc.hk](mailto:info@hkdc.hk) or ACBM at 27664542.